

## PRECISION ACCESS TO PRODUCTION LEADERS

Lead generation & Awareness I Branding & Storytelling

Formnext isn't just a four-day exhbition—it's your stage for lasting brand presence and qualified leads in the world of Additive Manufacturing and production professionals. As a year-round content hub, we give you exclusive channels to strategically position your message and connect directly with your audience. Our platform links you to a highly relevant, international AM community—from decision-makers and developers to innovation leaders. Through curated content, market insights, and targeted communication formats, we create visibility, trust, and engagement.

#### Your advantages at a glance:

- Lead generation through targeted outreach and smart content placement
- Branding powered by Formnext's global reach and strong reputation
- Year-round presence—beyond the trade show
- Direct access to production leaders and AM experts worldwide

#### **FORMATS & CHANNELS AT A GLANCE**

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Lead generation with impact – Put your brand in an exclusive dialogue with tomorrow's AM users

#### **Formnext Whitepaper**

AM user industries in the spotlight – Your stage as a solution provider

# 01-02 FON MAG & JOB ADS

## Storytelling with lasting impact – Position your brand in a premium environment

Our Formnext Magazine, in print and online, offers the ideal stage

- for branding and storytelling
- and boasts the highest circulation of all European print magazines focused on Additive Manufacturing
- year-round visibility even beyond the trade fair
- direct access to production decision-makers and AM experts worldwide



+ **18,700** (Issue 01/02/03)

+ **23,500** (Issue 04)

Copies distributed 4x a year

Fon Mag
Highest circulation of all
AM-related print magazines
in Europe.



## 01 **FON MAG**

#### **Key facts**

In addition to trends, news and innovations along the process chain, Formnext Magazine (Fon Mag) includes information about new applications, market and country reports, interviews with industry experts and, above all, exclusive glimpses behind the scenes at solution providers or users. Its real-world reports and features keep international specialists and managers up to date with the latest developments in Additive Manufacturing.

It is the combination of high-quality journalism, modern look and feel, and worldwide distribution to a readership of decision makers, which makes the magazine unique.

#### **Publication frequency**

4x a year
The exhibition issue
(issue 04) is published
in November.

#### Language

Fon Mag is published in English and German.

#### Fon Mag online

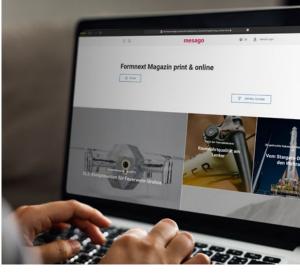
As an  $\underline{\text{e-mag}}$  and  $\underline{\text{e-paper}}$ 

#### Your personal copy

You can subscribe to a print version of Fon Mag and the digital AM4U newsletter featuring Fon Mag highlight articles <u>here</u>. Free of charge, of course.









#### Care to take a sneak peek?

We would be happy to send you a free sample copy at any time. Contact: formnext-magazin@mesago.com or +49 711 61946-405

#### **Print still got it!**

Digitalization may have changed our private and business lives beyond recognition but, just as online offerings are no replacement for the in-person exhibition experience, the physical printed medium still has a lot going for it.

#### Full attention means full advertising impact

Particularly in the case of specialist information or longer articles, people like to read in analog and absorb the information in a more concentrated way. Print is also perfect for slowing the pace and digitally detoxing. When reading magazines and newspapers, there is no second screen. Print media therefore typically receive the reader's undivided attention, maximizing advertising impact. Most readers do not feel irritated by print media advertising and remember it longer than other forms of advertising.

#### Sustainable reading for a sustainable future

Print can inform, advertise and be green: Formnext magazine does not generate any e-smog and is produced in the most environmentally friendly way possible. We use paper from sustainable forests and, with each production run, support a selected reforestation project to preserve the analog, environmentally friendly reading experience. By following the QR code in the Eco Zoom label in the imprint, readers can even find out from Nature Office, which forest project the current Fon Mag is supporting.

For more information about the partners who help us produce an environmentally friendly Fon Mag, please visit:

https://fsc.org https://www.natureoffice.com

#### Good reasons for advertising in Fon Mag

- Premium target group highest reach in Europe Our magazine gives you direct access to the international AM community. No standalone print magazine with a focus on Additive Manufacturing distributes more copies in Europe.
- Lowest price per thousand copies of all AM print magazines published in German
   Fon Mag offers you the best value for money of any stand-alone print magazine in German.
- Unique: bilingual publication frequency
   Fon Mag is the only AM print magazine issued in both German and
   English, giving you maximum access to your target audience.

Lean-back reading pleasure despite fast-moving business The limited number of issues allows intensive engagement with the editorial content even during hectic daily business.

Industry-specific trade journals/

media are the most important media group for professional decision-makers

German media study LAE, well-known and established in agencies and marketing departments, has repeatedly confirmed that industry-specific trade journals/media are the most important media group for decision makers in the business world.

LAE 2024: 70% majority.

More information on LAE Leseranalyse Entscheidungsträger, you will find at www.lae.de (unfortunately only in German language)



## What our readers think



## Evaluation readers survey 2023

Type of survey
Online questionnaire
answered by 131
readers

#### In constant demand 365 days a year

Key statements of the surveyed readers at a glance:



find that Fon Mag provides important updates on AM throughout the year.

## Close to the market; close to the reader

Personally researched background stories are highly valued by our readers and are more relevant to them than company press releases. We are happy to hear that. We will continue in this manner and may soon knock on your door to take a look behind the scenes.

Here's what readers particularly like about Fon Mag:

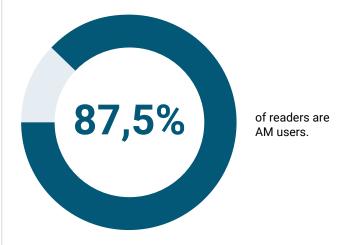


45,8%

The look behind the scenes at companies that make or use AM technology

#### **Our readers = your future customers**

The numbers clearly prove it. Fon Mag provides you with access to production managers, potential stand visitors at Formnext, and your future customers. And all of this even before the big trade fair hustle.



## Quality, practical relevance and credibility lead the way

The following features of Fon Mag received the highest ratings:



rate the professional quality and information content of the articles as good to excellent.

#### **Circulation & distribution**

#### **Print**

**Issues 01/02/03:** Over 18,700 copies – including 15,000 by mail

and 3,700 copies on site at Formnext

Issue 4 Expo Edition: Over 23,500 copies - including 18,500 by mail

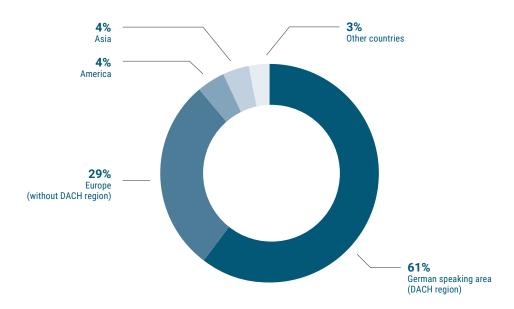
and 5,000 on site at Formnext

#### **Digital**

E-paper delivery to:

Over 45,800 AM4U e-mail newsletter recipients and over 12,700 AM4U LinkedIn newsletter recipients

#### Distribution by (economic) region/country



#### **Target group**

Professionals and managers from the international AM community, Formnext exhibitors and visitors

#### Our publications are received by companies in the following industries, among others







Automation, robotics and handling



Automotive, transportation and mobility



Dental technology



Electronic engineering



Energy, oil and gas



Research and development



Domestic appliances



Consumer goods, sports and fashion



Aviation and aerospace



Machinery and plant engineering



Medical technology and healthcare



Offshore and marine





Rail and agriculture



Jewelry and watches



Security and Defense



Packaging



Tool and die making



Science and institutes

#### **Editorial program & publication calendar**

| Fon Mag 2026   |                 | 01                         | 02                          | 03                                    | 04<br>Expo Edition                  |
|--|-----------------|----------------------------|-----------------------------|---------------------------------------|-------------------------------------|
| Publication date   |                 | 4 March                    | 5 June                      | 3 September                           | 27 Oktober                          |
| Editorial & advertising deadline*  |                 | 15 January                 | 23 April                    | 23 July                               | 15 September                        |
| Deadline for printed materials   |                 | 27 January                 | 7 May                       | 6 August                              | 29 September                        |
|  | AM production   | X                          | X                           | X                                     | X                                   |
|  | Materials       | X                          | X                           | X                                     | X                                   |
| Focus on technology  | Pre-Processing  | X                          |                             | X                                     | X                                   |
|  | Post-Processing | X                          | X                           | X                                     | X                                   |
|  | Focus           | Hybrid AM/CNC technologies | New support materials       | tba                                   | tba                                 |
| AM applications  |                 | Aviation & aerospace       | Energy, oil & gas           | Automotive, transportation & mobility | Application industries at Formnext  |
| Specials (country and market reports, important industry and trend topics) |                 | Orthopedics                | Architecture & construction | Partner country                       | Exhibitor highlights<br>at Formnext |

<sup>\*</sup>Copy deadline applies to ad bookings, not editorial content. Separate lead times apply to editorial forms of advertising (on request).

#### **Advertising types & prices**



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| Formats  | Dimensions Prices for issue 01/02/03 Width x height mm (for exhibitors & not exhibiting companies) |        | Price for issue 04 Expo Edition for exhibitors in the current year* | Prices for issue 04 Expo Edition<br>for non-exhibitors* |  |  |  |
|--|--|--------|---|---|--|--|--|
| Exclusive placements & AdSpecials - once per issue |  |        |   |   |  |  |  |
| French cover<br>(Altar fold on cover page)         | 420 x 297  | €9,700 | €9,990  | exclusively for exhibitors                              |  |  |  |
| Cover Flap   | 58 x 297   | €6,360 | €6,750  | exclusively for exhibitors                              |  |  |  |
| Inside front cover / back cover                    | 210 x 297  | €5,300 | €5,690  | exclusively for exhibitors                              |  |  |  |
| Inside back cover                                  | 210 x 297  | €4,990 | €5,350  | €6,420  |  |  |  |
| Center column                                      | 58 x 297   | €2,250 | €2,425  | €2,910  |  |  |  |
| Island ad  | 58 x 90  | €1,325 | €1,425  | €1,715  |  |  |  |
| Advertising formats                                |  |        |   |   |  |  |  |
| Double-page spread                                 | 420 x 297  | €7,050 | €7,490  | €8,990  |  |  |  |
| Full page  | 210 x 297  | €4,420 | €4,740  | €5,690  |  |  |  |
| 1/2 page   | 210 x 148,5  | €2,640 | €2,840  | €3,410  |  |  |  |
| Junior page  | 134 x 200  | €3,215 | €3,440  | €4,125  |  |  |  |
| 1/3 page   | 210 x 99 / 72 x 297  | €1,850 | €1,990  | €2,390  |  |  |  |
| 1/4 page   | 210 x 74   | €1,540 | €1,660  | €2,000  |  |  |  |
| Insert   | on request (depending on paper grammage, number of pages, full or partial insert)                  |        |   |   |  |  |  |

<sup>\*</sup>The reduced price for the Expo Edition applies when exhibiting in the year of publication, regardless of whether as main or co-exhibitor.

| Formats                                     | Dimensions<br>Width x height mm      | Prices for issue 01/02/03<br>(for exhibitors & not exhibiting companies) | Price for issue 04 Expo Editition for exhibitors in the current year*** | Prices for issue 04 Expo Edition<br>for non-exhibitors*** |  |  |  |
|---|--------------------------------------|--|---|---|--|--|--|
|   | Editorial forms of advertising       |  |   |   |  |  |  |
| Cross-Channel-Advertorial, full page*       | <b>Advertorial,</b> 210 x 297 €6,900 |  | €7,250  | €7,990  |  |  |  |
| Cross-Channel-Advertorial,<br>1/2 Seite*    | 210 x 148,5                          | €5,300   | €5,550  | €6,150  |  |  |  |
| Special issue/supplement (print and online) | Upon request                         |  |   |   |  |  |  |
| Job ads** (placed in type area)             |                                      |  |   |   |  |  |  |
| Full page job**                             | 182 x 260                            | €3,100   | €3,270  | €3,925  |  |  |  |
| 1/2 page landscape job**                    | 182 x 128                            | €1,840   | €1,950  | €2,340  |  |  |  |
| 1/4 page rectangle job**                    | 89 x 128                             | €1,000   | €1,065  | €1,280  |  |  |  |

**Need immediate support?** Post your job offerings anytime on our career portal 'AM Jobs' (additive-manufacturing-jobs.com) and feature your listing in our AM4U newsletter (46,500 subscribers), which regularly promotes the portal.

#### Other conditions

**Including digital distribution:** All forms of advertising (excluding supplements/special issues) are also featured on the e-paper.

**Agency commission:** 15%

**Common discount:** Joint ad and classified bookings qualify for joint discounts. Inserts, supplements/ special issues and reprints are not eligible for discount. Frequency and volume discounts apply to purchases within 12 months from the first placement of the calendar year.

#### We reward loyalty

| Frequer | ncy discount | Volume discount |              |  |
|---------|--------------|-----------------|--------------|--|
| from 2x | 3% discount  | from 2 pages    | 5% discount  |  |
| from 3x | 6% discount  | from 3 pages    | 8% discount  |  |
| from 4x | 10% discount | from 4 pages    | 12% discount |  |

<sup>\*\*</sup> Our editorial team would be happy to create high-quality advertorials for your content (6-week lead time). Price includes text creation including one round of corrections, layout and English translation.

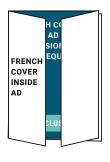
No third-party costs shall be assumed. In addition to placement in the printed edition and the corresponding e-paper, your advertorial will be published in the e-mag and promoted via a teaser article in the next possible AM4U newsletter and AM4U LinkedIn newsletter.

<sup>\*\*</sup> Job ads will be published on the career portal ,AM Jobs' prior to publication of the print issue. Job ads from issue 4 (Expo Edition) will also be displayed on the physical job board at the Formnext exhibition on site.

<sup>\*\*\*</sup> The reduced price for the Expo Edition applies when exhibiting in the year of publication, regardless of whether as main or co-exhibitor.

#### **Ad formats**



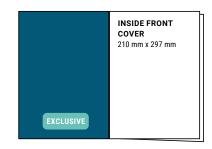








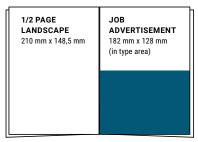


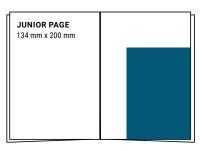


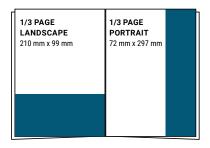


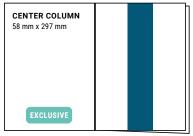


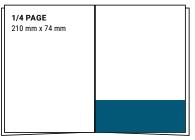


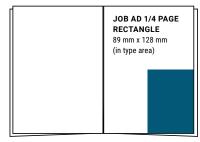














#### **Technical data**

**Magazine format:** W 210 mm x H 297 mm. Allow an additional 3 mm bleed on all sides. Crop marks are not required.

**File format:** Printable PDF documents (PDF/X -3) are preferred.

Print profile: ISOcoated\_v2

**Ad colors:** 4-color Euroscale. Custom colors cannot be used.

Language: This is a bilingual magazine, so advertisements must be submitted in English. A separate German version (with the same design) can also be submitted for the German edition.

**Image data:** CMYK TIF or EPS, uncompressed, resolution 300 dpi

## 03 AM4U Newsletter

## TRAFFIC MEETS FLEXIBILITY & MAXIMUM REACH

Our industry newsletter gives you the opportunity every month

- to showcase your latest solutions and offers to a highly engaged audience
- Turn brand exposure into measurable results



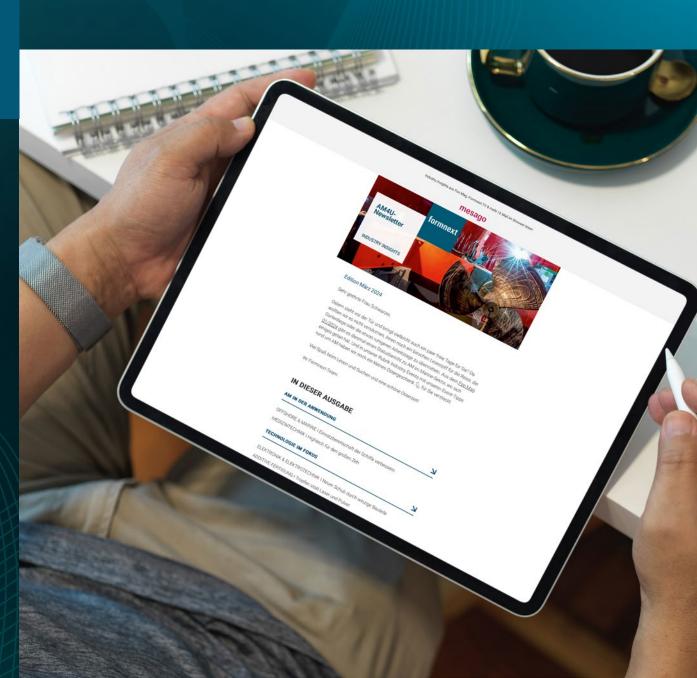
+ 45,800

Recipients 10x a year

Unique opening rate31% on average

**AM4U Newsletter** 

The AM industry newsletter with the widest reach in the German-speaking world.



## 03 AM4U NEWSLETTER

#### **Key Facts**

Our digital community newsletter AM4U provides the latest industry news and technology insights, interesting video reports from Formnext.TV, exclusively researched articles from Fon Mag, interviews with industry insiders and news from the Formnext team. The AM4U newsletter is the AM industry newsletter with the widest reach in the German-speaking world.

Target group Professionals and managers from the AM community

#### **Publication dates**

| 28 Jan. | 26 Feb. | 25 March | 28 April | 27 May  | 30 June |
|---------|---------|----------|----------|---------|---------|
| 30 July | 31 Aug. | 30 Sept. | 28 Oct.  | 11 Nov. | 9 Dec.  |

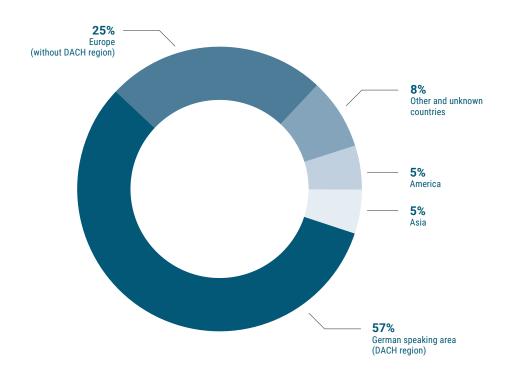
Booking deadline: 1 week for publication

Delivery deadline for advertising media: 1 week for publication

Language The AM4U newsletter is published in English and German.

**Distribution** Delivered straight to the inbox of over 45,800 recipients — and additionally featured as a LinkedIn newsletter for more than 12,700 subscribers

#### Percentage of e-mails sent by (economic) region/country



## Unique Open Rate\*: 31% average

\* Number of people who opened the e-mail at least once. Multiple openings are not counted.

#### Advertising types & prices / technical data

#### **Newsletter banner**



#### Placement

Top/center position

Price top position €2,900
Price center position €2,350

#### **Technical data**

Advertising banner size 700 x 250 px or 590 x 250 px, file type JPG/PNG/GIF (not animated) in RGB color mode, max. file size 80 KB, in English, additional German-language motif and click target can be supplied (at no extra cost).

#### Native ad



#### Scope

Teaser text, 1 image, 1 external link

#### **Placement**

In appropriate category (AM Application, Focus on Technology, AM Facts, e.g. studies and whitepapers, calendar).

Price Native Ad inc. 350 characters\*: €2,900 Price Native Ad XL incl. 700 characters\*: €3,100

#### **Technical data**

Image size 220 x 220 px, file type JPG/PNG/GIF (not animated) in RGB color mode, headline up to 40 characters\*, text (in German and English) up to 350 characters\*.

#### Further conditions (applies to native ad & newsletter banner)

**Agency commission:** 15%

**Discounts:** The frequency discount apply to purchases within 12 months from the first placement of the calendar year.

|         | Frequency discount |
|---------|--------------------|
| from 3x | 3% discount        |
| from 6x | 6% discount        |
| from 9x | 10% discount       |

#### Cross-channel advertorial



#### Scope

Our editorial team creates high-quality advertorials tailored to your content, published in the Formnext Magazine E-Mag and distributed via the AM4U newsletter (German & English, >45,800 subscribers) as well as the English LinkedIn newsletter (>12,700 subscribers).

#### Package offer

Fon Mag (print, e-mag and e-paper),

AM4UI newsletter and AM4UI inkedIn newsletter

#### Price digital only €3,900

Agency commission: 15%

**Discounts:** The Fon Mag's frequency/volume discount applies to cross-channel advertorials (see page 10) – these will be discounted jointly with regular print ads.

#### Technical data

4-6-week lead time to sending date. Price includes text creation including one round of corrections, layout and English translation. No third-party costs shall be assumed.

<sup>\*</sup> The characters are inclusive of spaces.

## 04 Formnext.TV

TAILOR-MADE SOLUTIONS FOR ENGAGING VIDEO CONTENT & SOCIAL CAMPAIGNS



+ 58,600

Social media followers anytime

#### Formnext.TV

Content marketing meets moving images. A one-stop shop: concept + video/text production + reach and distribution via social media channels.



## 04 **FORMNEXT.TV**

#### **Key Facts**

Formnext.TV is your partner for professional moving image communication — before the exhibition, at the exhibition, and after the exhibition. Our all-in-one content marketing offer gives you the opportunity to use video technology to showcase your complex solutions and put yourself in the spotlight 365 days a year! Our film team delivers a customized concept to give you and your innovation the attention you deserve. Consulting, production (concept + text) and distribution in one.

Best of all, after production, we send your message directly to the AM community through our channels.

Whether at Formnext, your in-house exhibition, your roadshow, or at your company headquarters: We give you the professional coverage you are looking for.



#### Social Media only: Shout-Outs

Reaching your target audience and effectively draw attention to you and your highlights through our social media channels. Shout-Outs can be published before the event, on the first day of Formnext or after the event as well as troughout the year, even when you are not exhibiting in the current year. Following a short briefing and the subsequent sending of your video material, editing will take place in the Formnext.TV style.

#### Our content channels - your digital stage

#### Distribution via social media

LinkedInInstagramFacebookYouTube+ 30,000+ 15,700+ 12,900+ 900FollowersFollowersFollowersFollowers

#### **Distribution via AM4U newsletter**

#### E-mail newsletter



+ **45,800**Recipients

#### LinkedIn newsletter



+ **12,700**Subscribers

#### Distribution via web

On demand at formnext.com

#### **Use Formnext.TV clips without limitation**

You will be given full usage rights to distribute your Formnext.TV clip over your own digital channels (website, newsletter, social media, blogs, etc.).



#### **Werbeformen & Preise**

| Your possibilities                             |   |   |             |  |  |
|--|---|---|-------------|--|--|
| Format   | Produktion  | Verbreitung   | Preis       |  |  |
| Technology Insight*                            | Shooting possible all year round, interview partners & location by arrangement.   | Throughout the year, see details on the following page.                     | from €7,900 |  |  |
| AM Dialogue                                    | 15-minute interview – recorded online in split-screen style with predefined questions. Each episode of the "AM Dialogue" is continuously supported by content bytes & snippets (e.g. excerpts, video clips, quote posts, etc.) both before and after publication – across Formnext social media channels and the AM4U newsletter. | all year round  | € 4,770     |  |  |
| Exhibitor Focus                                | Shooting on the 1st day of the trade fair at your booth, integration of existing videos possible, up to two interview partners, approx. 150 s length.   | 2nd day of the fair plus after the fair, see details on the following page. | €4,075      |  |  |
| Exhibitor Spotlight                            | Shooting on the 1st day of the trade fair at your booth, one interview partner, approx. 90 s length.  | 2nd day of the fair plus after the fair, see details on the following page. | €4,075      |  |  |
| Show Shout-Out<br>limited for three exhibitors | Production outside the trade fair period. Refinement of video material, max. 60 s length.   | On the 1st day of the fair, via the Formnext social media channels.         | €1,715      |  |  |
| Shout-Out*                                     | Production outside the trade show period. Refinement of video material, up to 60 s in length.   | Before and after the fair, through the Formnext social media channels.      | €1,315      |  |  |

| Broadcast & distribution              | Social Media | AM4U newsletter<br>E-mail + LinkedIn | Digital event<br>content stream | On demand media<br>libary on Formnext.com | Distribution via customers' own channels |
|---------------------------------------|--------------|--------------------------------------|---------------------------------|---|--|
| Technology Insight                    | x            | x                                    |                                 | X   | X  |
| AM Dialogue                           | x            | X                                    |                                 | X   | Х  |
| Exhibitor Focus & Exhibitor Spotlight | x            | X                                    | X                               | X   | X  |
| Shout-Out* & Show Shout-Out           | x            |                                      |                                 |   | X  |

#### **Initial Information on the process**

**AM Dialogue & Technology Insight:** After a briefing conversation, a concept will be developed and presented to you in a rebriefing session.

**Exhibitor Focus & Spotlight:** Production takes place at the expo. Coordination and scheduling will be arranged a few weeks before the event.

**Shout-Out & Show Shout-Out:** Before recording your video, you will receive a briefing regarding content and technical requirements.

<sup>\*</sup> This format is also bookable for non-active exhibitors.

## Lead Generation with Impact – Put your brand in an exclusive dialogue with tomorrow's AM users

The Technology Talk is a digital live seminar about the application of AM technology in key and promising AM user industries – precisely your target groups of today and tomorrow! Present yourself exclusively as a solution provider for this industry and, ideally, showcase your range of services during the talk itself.

In 2026 we will focus on:

- Automotive, transportation & mobility
- Energy, oil & gas
- Architecture & construction

The editorial concept and speaker lineup for the Technology Talk are curated by Mesago to ensure high-quality insights and relevance for the AM community. As a manufacturer, you have the exclusive opportunity to actively contribute with a guest presentation, positioning your expertise directly within the discussion. (See details below.)

#### Scope of sponsorship

#### Visibility before the talk (participant generation)

- AM4U Email newsletter¹: 1x prominent placement with link to registration, including mention of sponsors
- AM4U LinkedIn newsletter<sup>2</sup>: 1x prominent placement with link to registration, including mention of sponsors
- Standalone AM4U LinkedIn newsletter "Last Call": standalone newsletter a few days before the talk, including mention of sponsors
- Mention of sponsors in accompanying social media posts<sup>3</sup> as well as teaser announcements in the AM4U email newsletter
- Banner campaign on Formnext.com featuring sponsor names and logos

#### Visibility during the talk

- Sponsor mention including logo on the welcome page / waiting screen
- Acknowledgment of sponsors by the moderator during the introduction
- Sponsor mention including logo on the closing screen
- (Optional) Active participation with a guest contribution by sponsors (details below)

#### Post-talk benefits

- Recording link sent to all registered participants, including sponsor mention
- Participant list (name, company, position, email) for further outreach

#### Limitation

Maximum of 2 sponsors per Technology Talk

#### **Pricing**

Exhibitors: €5,250 (Non-exhibitors: €5,850)

#### Optional: guest contribution in the talk

For an additional €900, sponsors can actively participate with a guest presentation during the talk.

#### Optional ad in Fon Mag (print + e-paper) at a special rate

Boost your visibility with an additional 1/3-page ad for only €1,500 – in any Fon Mag issue of your choice! That's over 20% off the regular rate (list price: €1,850 in issues 1-3 / €1,990 in the Expo edition).

#### Reach (as of October 2025):

<sup>1</sup>AM4U Email newsletter: 45,800+ recipients

<sup>2</sup>AM4U LinkedIn newsletter: 12,700+ subscribers

<sup>3</sup>Social Media: LinkedIn (30,000+ followers), Instagram (15,700+), Facebook (12,900+)

## AM user industries in the spotlight – Your stage as a solution provider

Our Whitepaper highlights key and promising AM application industries and provides guidance for successful implementation. Position yourself as a solution provider and trusted partner for these sectors and your future customers.

Focus topics for 2026:

- Automotive, transportation & mobility
- Energy, oil & gas
- Construction & architecture

The editorial content is created by Formnext. As a manufacturer, you can position your brand within the Whitepaper and its accompanying campaign.

#### Scope of sponsorship

#### Ad space in the Whitepaper (PDF)

1/3-page vertical ad

#### Visibility in the accompanying media campaign:

- 1. AM4U Email newsletter<sup>1</sup>: One prominent placement with link to the Whitepaper and sponsor mention
- 2. AM4U LinkedIn newsletter<sup>2</sup>: One prominent placement with link to the Whitepaper and sponsor mention
- 3. Teaser announcements: Sponsor mentions in accompanying social media posts<sup>3</sup> as well as in additional teaser messages in the AM4U email newsletter

#### Limitation

Maximum of 2 sponsors per Whitepaper

#### **Pricing:**

Exhibitors: €2,375 (Non-exhibitors: €2,975)

#### Optional ad in Fon Mag (print + e-paper) at a special rate

Boost your visibility with an additional 1/3-page ad for only €1,500 - in any Fon Mag issue of your choice! That's over 20% off the regular rate (list price: €1,850 in issues  $1-3 \neq 1,990$  in the Expo edition).

#### Reach (as of October 2025):

<sup>1</sup>AM4U Email newsletter: 45,800+ recipients

<sup>2</sup>AM4U LinkedIn newsletter: 12,700+ subscribers

<sup>3</sup>Social Media: LinkedIn (30,000+ followers), Instagram (15,700+), Facebook (12,900+)

## We get your message out to the AM community – 365 days a year

See for yourself and check out our content offerings online at:

E-Mag | Formnext.TV | LinkedIn Instagram | Facebook

#### We are here for you!

If you have any questions or would like individual advice, please do not hesitate to contact us. We would also be happy to put together a communication package designed specifically for you and your message.



#### Stefan Rapp

Media consulting Fon Mag, AM4U newsletter and Formnext.TV Tel. +49 711 61946-501 stefan.rapp@mesago.com

Please send advertising material (graphics, banners, advertising texts) exclusively to Stefan Rapp.



## Care to take a sneak peek?

We would be happy to send you a free sample copy of the Formnext Magazine at any time. Please contact the reader service.

### Stay up to date!

You can subscribe to the print version of Fon Mag and the digital AM4U newsletter **here**. Free of charge, of course.

#### Thomas Masuch - ZIKOMM

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Please only send press releases/ invitations to the following e-mail address: formnext-magazin@mesago.com

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