



mesago

formnext

HUB FOR ADDITIVE MANUFACTURING

MARKETING & SALES KIT

Reach meets brand power –
Amplify your brand in the world of
Additive Manufacturing

PRECISION ACCESS TO PRODUCTION LEADERS

Lead generation & Awareness | Branding & Storytelling

Formnext isn't just a four-day exhibition – 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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Branding & storytelling with lasting impact

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Lead generation with impact

- **Formnext Technology Talks**

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)

+ **23.500**
(Issue 03)

Copies distributed
3x 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

3x a year

The exhibition issue (issue 03) is published in October.

Language

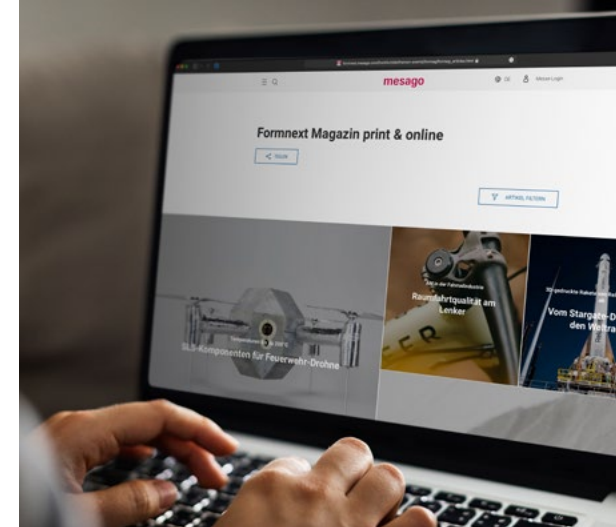
Fon Mag is published in English and German.

Fon Mag online

As an [e-mag](#) and [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 [here](#). 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

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 represent the key information source 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 source of information for decision makers in the business world.

LAE 2025: 70% majority

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

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>

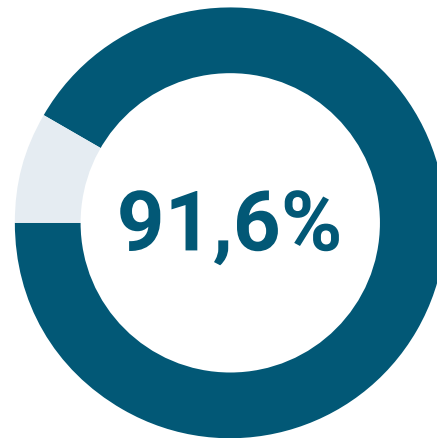
<https://www.natureoffice.com>

What our readers think



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.

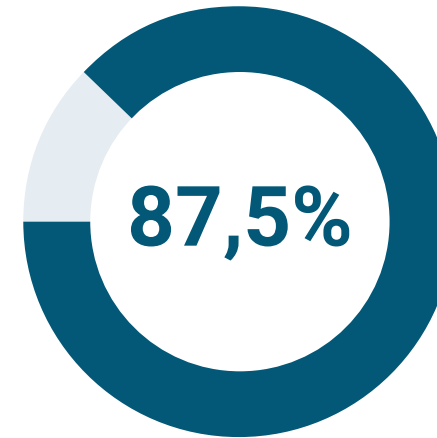
Here's what readers particularly like about Fon Mag:



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.



of readers are AM users.

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: Over 18,700 copies – including 15,000 sent by postal service and 3,700 distributed on site at Formnext

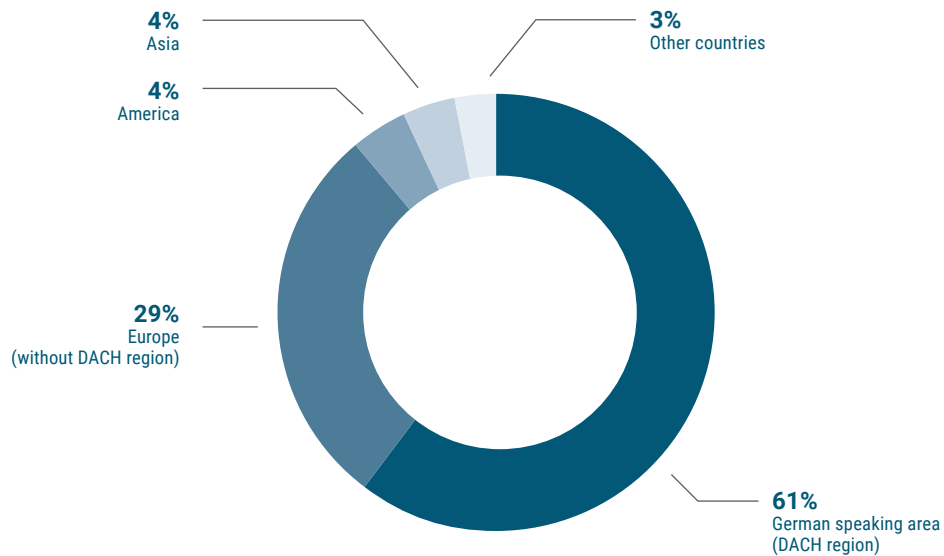
Issue 03 Expo Edition: Over 23,500 copies – including 18,500 sent by postal service and 5,000 distributed on site at Formnext

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



Editorial program & publication calendar

Fon Mag 2026		01	02	03 Expo Edition
Publication date		1 April	3 September	27 October
Editorial & advertising deadline*		13 February	23 July	15 September
Deadline for printed materials		26 February	6 August	29 September
Focus on technology	AM production	x	x	x
	Materials	x	x	x
	Pre-Processing	x	x	x
	Post-Processing	x	x	x
	Focus	New support materials	Hybrid AM/CNC technologies	tba
AM applications		1. Aviation & aerospace 2. Energy, oil & gas	1. Automotive, transportation & mobility 2. Architecture & construction	Application industries at Formnext
Specials (country and market reports, important industry and trend topics)		Orthopedics	Partner country UK	Exhibitor highlights at Formnext

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

Advertising types & prices

! 3 mm bleed on reverse for all formats.

Formats	Dimensions Width x height mm	Prices for issue 01/02 (for exhibitors & not exhibiting companies)	Price for issue 03 Expo Edition for exhibitors in the current year*	Prices for issue 03 Expo Edition for non-exhibitors*
Exclusive placements & AdSpecials – once per issue				
French cover (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)			

* 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 Width x height mm	Prices for issue 01/02 (for exhibitors & not exhibiting companies)	Price for issue 03 Expo Edition for exhibitors in the current year***	Prices for issue 03 Expo Edition for non-exhibitors***
Editorial forms of advertising				
Cross-Channel-Advertorial, full page*	210 x 297	€6,900	€7,250	€7,990
Cross-Channel-Advertorial, half page*	210 x 148,5	€5,300	€5,550	€6,150
Special issue/supplement (print and online)	Upon request			
02	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.

* 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 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.

** Job ads will be published on the career portal 'AM Jobs' prior to publication of the print issue. Job ads from issue 03 (Expo Edition) will also be displayed on the physical job board at the Formnext exhibition on site.

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

Other conditions

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

Agency commission: 15%

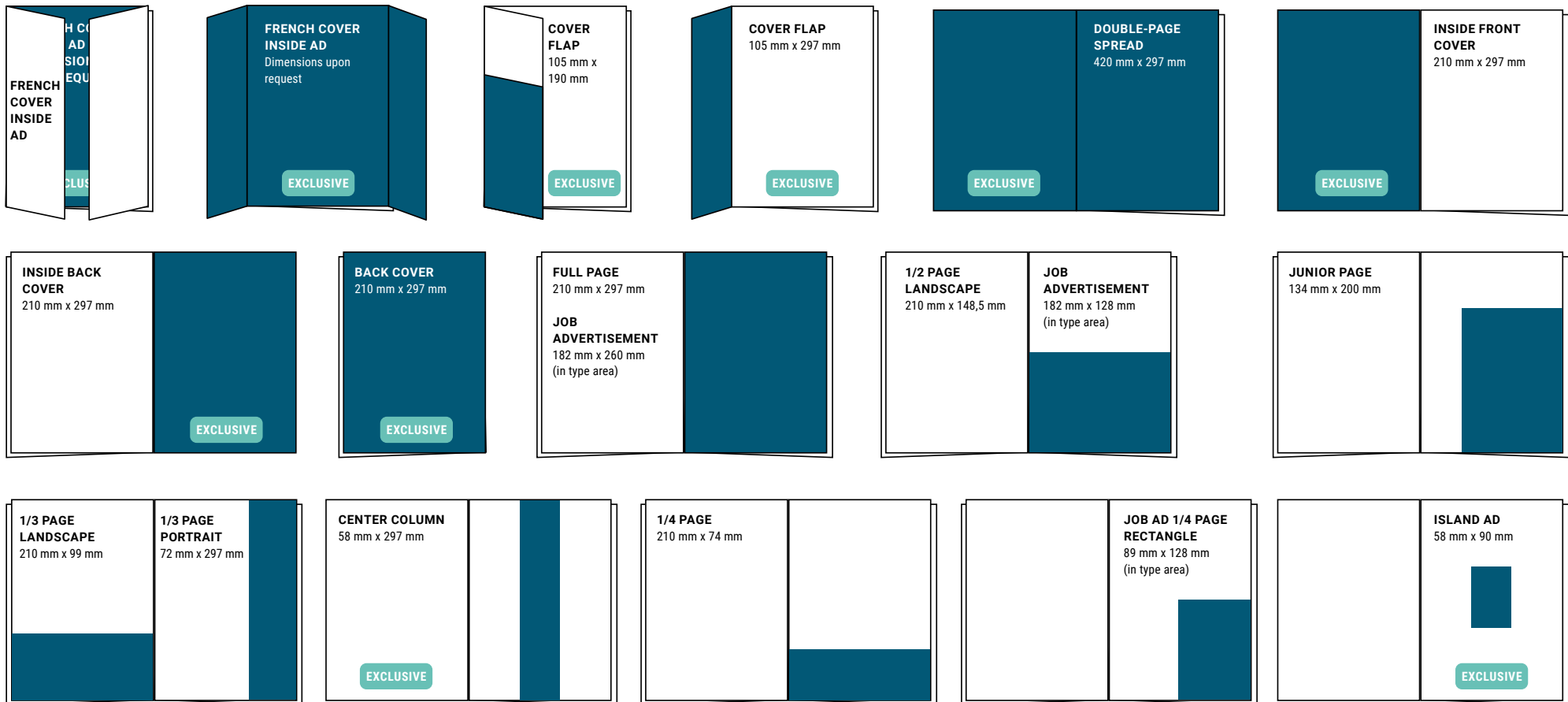
Common discount: Joint ad and classified bookings qualify for joint discounts. Inserts, supplements/ special issues and reprints are not eligible for discount. Frequency and volume discounts apply to purchases within 12 months from the first placement of the calendar year.

We reward loyalty

Frequency 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

Ad formats

! 3 mm bleed on reverse for all 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



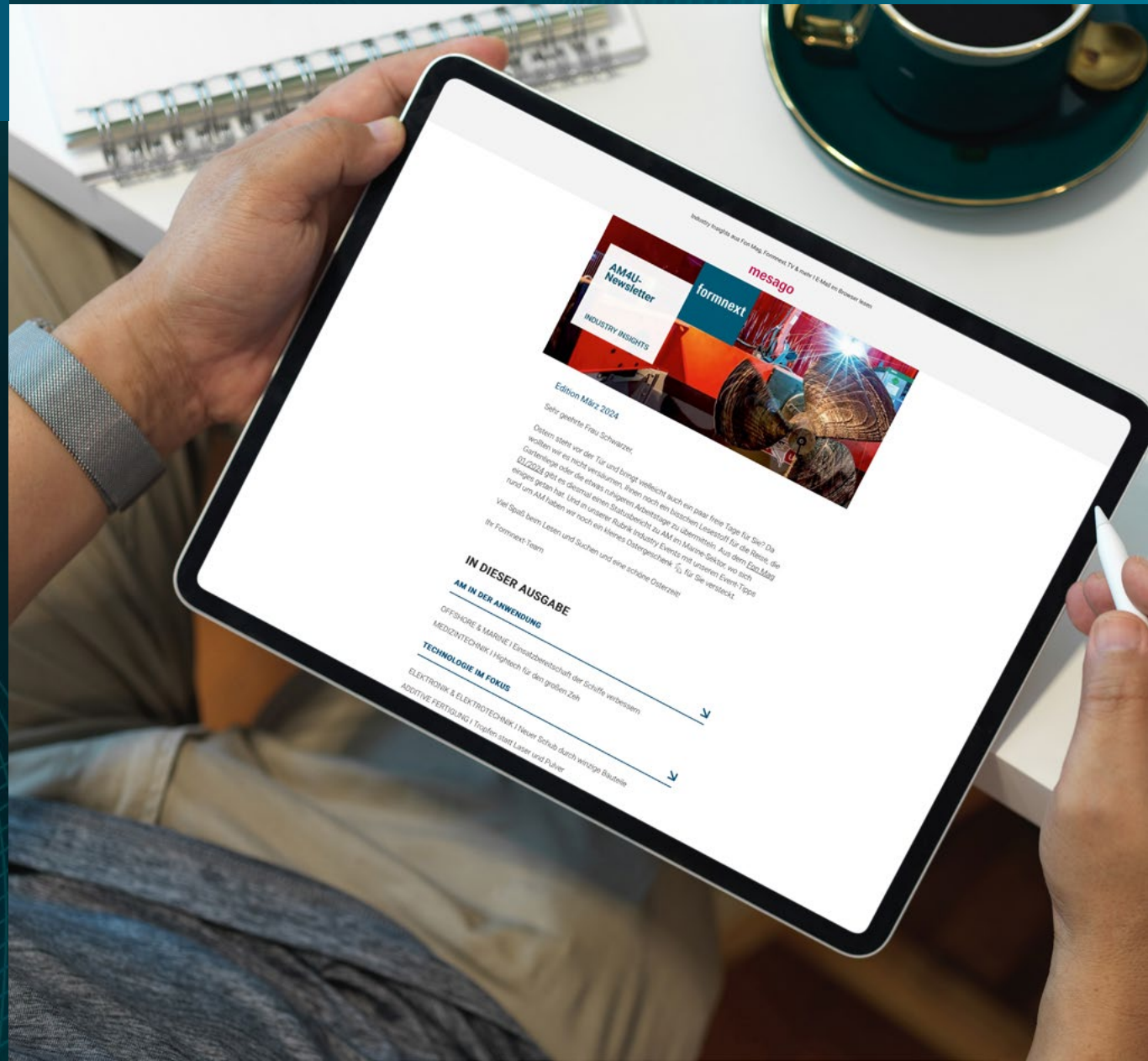
+ 45.800

Recipients 12x a year

Unique opening rate
31% 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.	17 Sept.	28 Oct.	11 Nov.	9 Dec.

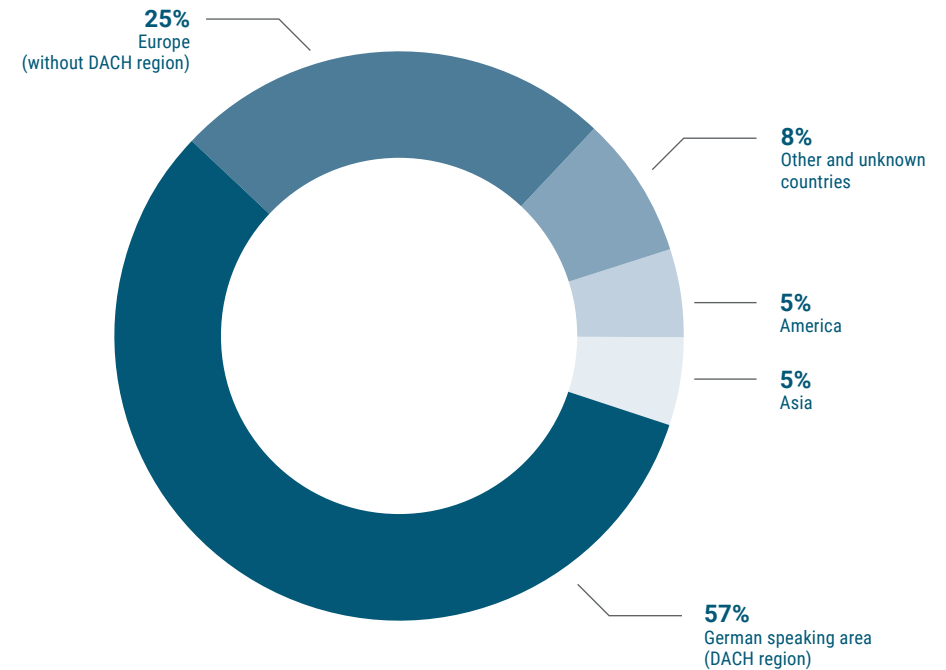
Booking deadline: 1 week for publication

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 (depending on availability)

Price €2,400

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 incl. 350 characters*: €2,400

Price Native Ad XL incl. 700 characters*: €2,600

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*.

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).

Price digital only €3,400

Package offer – get the best of both worlds

Discover pricing for the additional print and e-paper combination in the Fon Mag on page 10.

Technical data

Lead time: 4 weeks prior to the scheduled distribution date. Pricing includes copywriting with one revision round, layout design, and translation. No third-party or additional costs apply.

Further conditions

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

* 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 throughout 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

LinkedIn	Instagram	Facebook	YouTube
+ 30,000	+ 15,700	+ 12,900	+ 900
Followers	Followers	Followers	Followers

Distribution via AM4U newsletter

E-mail newsletter



LinkedIn newsletter



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.).



Advertising types & prices

Format	Production	Distribution	Price
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 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 E-mail + LinkedIn	Digital event content stream	On demand media library on Formnext.com	Distribution via customers' own channels
Technology Insight	X	X		X	X
AM Dialogue	X	X		X	X
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.

* 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.

Focus topics for 2026:

- Energy, oil & gas (week 28/29)
- Automotive, transportation & mobility (week 39/40)
- Architecture & construction (week 43/44)

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 e-mail newsletter¹: 1x prominent placement with link to registration, including mention of sponsors
- AM4U LinkedIn newsletter²: 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 posts³ as well as teaser announcements in the AM4U e-mail 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
- List of attendees provided to the sponsors for further outreach. Included data: name, company, position & email.

Limitation

Maximum of 2 sponsors per Technology Talk

Pricing

Exhibitors: €5,250

Non-exhibitors: €5,850

Optional: guest contribution in the talk

For additional €975, 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!

Reach (as of January 2026):

¹AM4U e-mail newsletter: 45,800+ recipients

²AM4U LinkedIn newsletter: 12,700+ subscribers

³Social 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:

- Energy, oil & gas (week 21/22)
- Automotive, transportation & mobility (week 25/26)
- Architecture & construction (week 30/31)

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

Registrant list

List of registered whitepaper downloaders provided to the sponsors for further outreach. Included data: name, company, position & email.

Visibility in the accompanying media campaign:

1. AM4U e-mail newsletter¹: One prominent placement with link to the Whitepaper and sponsor mention
2. AM4U LinkedIn newsletter²: One prominent placement with link to the Whitepaper and sponsor mention
3. Teaser announcements: Sponsor mentions in accompanying social media posts³ as well as in additional teaser messages in the AM4U e-mail newsletter

Limitation

Maximum of 2 sponsors per whitepaper

Pricing:

Price for exhibitors: €3,750

Price for non-exhibitors: €4,350

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!

Reach (as of January 2026):

¹AM4U e-mail newsletter: 45,800+ recipients

²AM4U LinkedIn newsletter: 12,700+ subscribers

³Social 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

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



Thomas Masuch – ZIKOMM

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

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.

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.

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