



# MEDIA INFORMATION 2022

Specialized media for joining, cutting and coating technology

[www.dvs-media.eu](http://www.dvs-media.eu)

# **MEDIA INFORMATION 2022**

Specialized media for joining, cutting and coating technology

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# EXPANDING & DIVERSE CONTENT



Surface coating

Peer-reviewed, German & English

GTS-Strahl inclusive

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**Editorial Profile:** The trade journal THERMAL SPRAY BULLETIN takes up the technology of Thermal Spraying in a journalistic form and publishes in two languages (German/English) not only application-oriented specialist articles about the new developments and the state of the art but also reviewed scientific specialist articles. Moreover, reports on events, standardisation activities and companies ensure that the readership always stays informed about latest developments.

**Publisher:** DVS – German Welding Society, D-Düsseldorf

**Editorial Staff:** Dipl.-Ing. Dietmar Rippegather (responsible)  
Nicole Stramka M.A.

**Year:** Volume 17, 2022

**Publication frequency:** 2 times a year

**Print run:** 4,000 copies

**Publication/subject plan:** see page 57

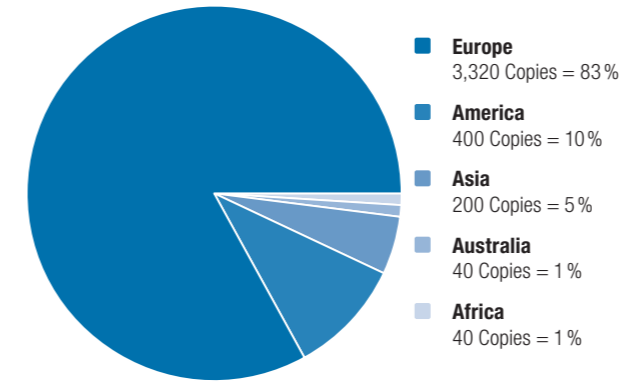
**Subscription charges:** Annual subscription 56.50 €  
(Print + Digital)  
plus postage costs

**Language:** German/English

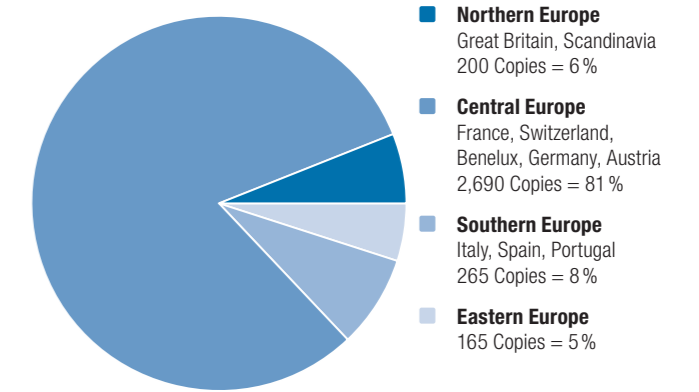
**Target group:** THERMAL SPRAY BULLETIN is intended for technical employees, skilled workers and engineers in small, medium-sized and large companies. In this respect, the application range of the technology basically extends to the following sectors:

- Editorial features:**
- Apparatus/plant engineering
  - Energy technology
  - Printing/paper industries
  - Machine tool construction
  - Chemical industry
  - Automobile industry
  - Textile technology
  - Plastic processing industry
  - Aerospace
  - Mineral oil industry
  - Medical technology
  - Building industry

**Distribution:**



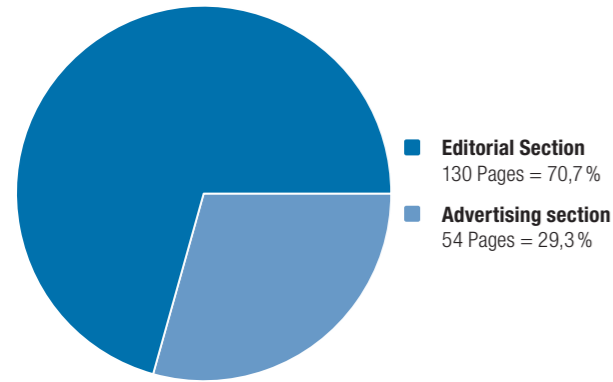
**Distribution in Europe:**



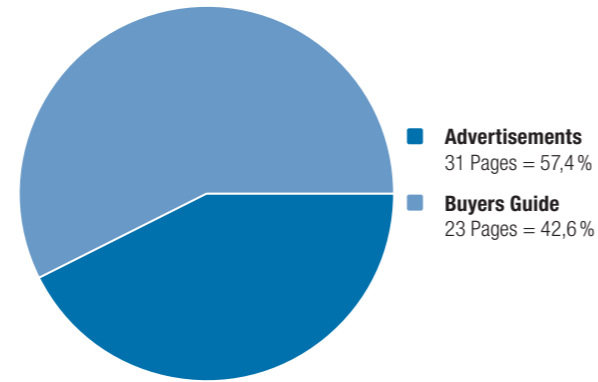
In cooperation with



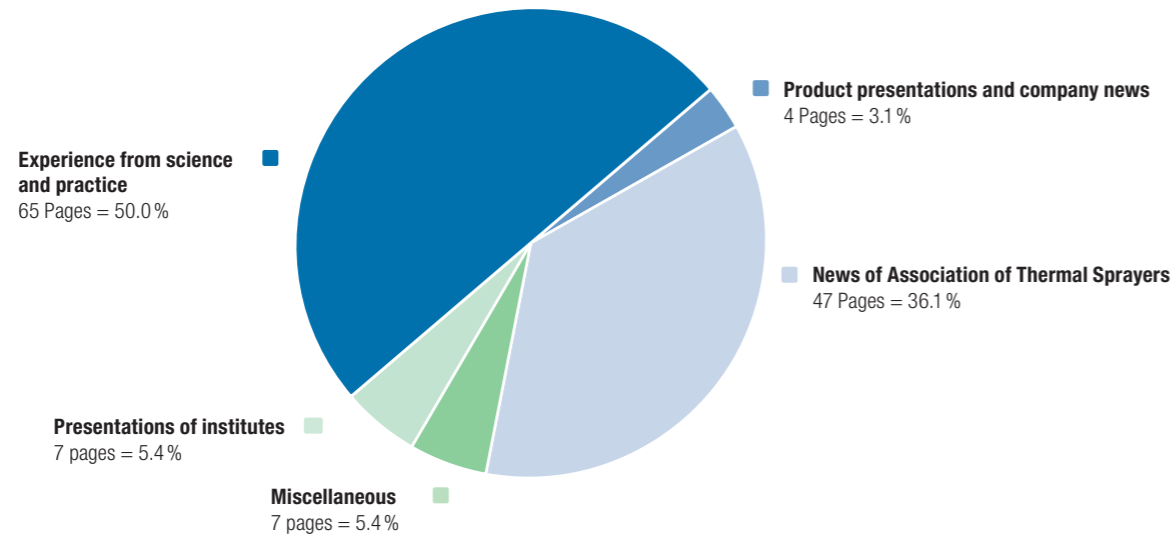
Scope analysis: 2020 = 2 issues  
Total scope: 184 pages = 100%



Advertising scope: 54 Pages = 100%



Content analysis of the editorial section in 2020



Issue	Dates	Main subject areas	Fairs/conferences
1 April	Ad closing date: 24. March 2022 Printing material: 31. March 2022	<ul style="list-style-type: none"> <li>Thermal coating in industrial areas such as automotive, biomedical, petrochemical, printing and paper</li> <li>Wear and corrosion protection</li> <li>Environmentally friendly coatings</li> <li>Coating materials</li> <li>Additives and auxiliaries</li> <li>New system technology</li> <li>Error detection and sensors</li> <li>Non-destructive testing</li> <li>Thermal spray processes</li> <li>Manufacturing</li> <li>Thermal coating of gas turbines and fuel cells</li> </ul>	<p><b>ITSC 2022 – International Thermal Spray Conference</b> 04.05. – 06.05.2022, Vienna/Austria</p> <p><b>Surface Technology GERMANY</b> 21.06. – 23.06.2022, Stuttgart/Germany</p>
2 September	Ad closing date: 11. August 2022 Printing material: 18. August 2022		<p><b>30. GTS Annual General Meeting</b> 06.10. – 07.10.2022, Regensburg/Germany</p>

Furthermore, the **THERMAL SPRAY BULLETIN** includes the **GTS-Strahl** with information on: member companies, GTS-Events, interviews and patents

Format	Type area Width x Height in mm	with bleed Width x Height in mm*	Basic rates b/w	2-coloured	3-coloured	4-coloured
Front Cover	–	210 x 185	–	–	–	3,180
First or Last cover page	188 x 254	210 x 297	1,775	2,005	2,235,00	2,435
Back Cover	188 x 254	210 x 297	1,775	2,005	2,235,00	2,435
2/1 pages	400 x 254	420 x 297	2,550	2,780	3,010	3,210
1/1 page	188 x 254	210 x 297	1,595	1,825	2,055	2,255
Juniorpage	120 x 170	137 x 192	1,210	1,440	1,670	1,890
1/2 page, horizontal 1/2 page, vertical	188 x 127 92 x 253	210 x 147 103 x 297	850	1,080	1,310	1,510
1/3 page, horizontal 1/3 page, vertical	188 x 85 63 x 254	210 x 107 74 x 297	575	690	805	900
1/4 page, horizontal 1/4 page, vertical	188 x 64 92 x 127	210 x 84 103 x 147	460	575	690	785
<b>Classified ads / job applications</b>						
Millimeter price with a column width of 57 mm			6.20			
Box number fee			6.50			

\*plus 3 mm bleed on all sides.

All prices are in EURO and do not include the currently valid VAT rate.

**Format:** DIN A4 (210 mm wide x 297 mm high)

Different ad formats will be billed in millimeters.

**Type area:** 181 mm width x 247 mm high, 3 columns per 57 mm

Are you looking for specialists in welding technology? Are you looking for a new job?

Our JobPortal, which we operate in cooperation with StepStone, makes your search easier, because it only deals with jobs related to welding, joining, cutting and coating.

Further information on prices & formats can be found on page 79

**JOBPORTAL**  
FÜGETECHNIK

**Surcharges:**

<b>Colour surcharge:</b>	1/1 and 1/2 page	1/3 page and smaller
per standard colour	230 €	115 €
four-coloured	660 €	325 €
<b>per special colour:</b>	325 €	325 €

**Bleed surcharge:** 180 €

**Placement surcharge:** 10 % on the b/w basic ad rate.

No discounts on all surcharges.

**Series discounts:**

For advertisements published within 12 months	
for 3 repeats or 1 1/2 pages	5 %
for 6 repeats or 3 pages	10 %
for 12 repeats or 6 pages	15 %
from 12 pages	20 %

Discounts for multi-year contracts on request

**Bound-in-inserts:**

2 pages (paper up to 115 g/m2)	3,095 €
2 pages (paper up to 170 g/m2)	3,870 €
4 pages (paper up to 115 g/m2)	4,720 €
4 pages (paper up to 170 g/m2)	5,900 €

**Size: 216 mm wide x 305 mm high incl. 3 mm milled edge, 5 mm head trim, 3 mm outside, 3 mm base.**

<b>Discounts:</b>	2 Bound-in-inserts	5 %
	3 Bound-in-inserts	10 %
	6 Bound-in-inserts	15 %

**Loose inserts:**

Domestic circulation up to 25 g, 350 € % postal charge incl.  
higher weights on request  
max. format: 195 mm wide x 285 mm high

Affixed reply cards to advertisements or loose inserts  
180 € %

Loose inserts cannot be discounted.

Free delivery to:  
D+L Printpartner  
Schlavenhorst 10,  
46395 Bocholt/Germany  
P +49 2871 24 66-0  
Delivery date: by the 25th of the previous month.  
A sample is requested from the advertising department.

**Advertorial:**

The ideal addition to your classic advertising with an editorial-like background. You provide text/image material, we adapt the layout to the magazine design:

**2/1 pages, 4c**  
(10,000 Characters incl. spaces) 3,310 €

**1/1 page, 4c**  
(5,000 Characters incl. spaces) 2,255 €

**1/2 page width, 4c**  
(2,000 Characters incl. spaces) 1,510 €

Technical information on ad formats, printing material and data transfer can be found on the pages 36 – 37.

## International Buyer's Guide – THERMAL SPRAY BULLETIN

**The advantages at a glance:**

- ☑ **Something for everyone:**  
Organised topically into 9 main groups with numerous relevant keywords
- ☑ **Directed:**  
the precise classification leads the user to a result accurately
- ☑ **At a glance:**  
Complete listing of your entries including email and Internet address
- ☑ **Cross-national contacts:**  
The bilingual magazine offers the opportunity to develop new international contacts
- ☑ **Save costs:**  
Attractive scale prices on basis of number of keywords

- ☑ **In addition and at no charge:**  
Your entry on the internet on [www.tsb-bezugsquellen.de/en](http://www.tsb-bezugsquellen.de/en) with a link to your homepage
- ☑ **Free** publication of your **company logo** on the internet on [www.tsb-bezugsquellen.de/en/](http://www.tsb-bezugsquellen.de/en/) as well as in the magazine Please send the logo (jpg-file) to: [vanessa.wollstein@dvs-media.info](mailto:vanessa.wollstein@dvs-media.info)
- ☑ **Start of entries is possible in each month**  
(deadline: the 15th of the previous month)



## Our online presence doubles the reach of your advertising

international thermal spraying  
equipment Systems & components  
Buyer's Guide Additives English German  
Surface treatment Jobshop service providers

[www.tsb-bezugsquellen.de/en](http://www.tsb-bezugsquellen.de/en)

### Prices

The price for your entry is based on the number of keywords..

Number of keywords	Costs per annum/per keyword in EUR*
1	75
2 – 5	70
6 – 10	65
from 11	60

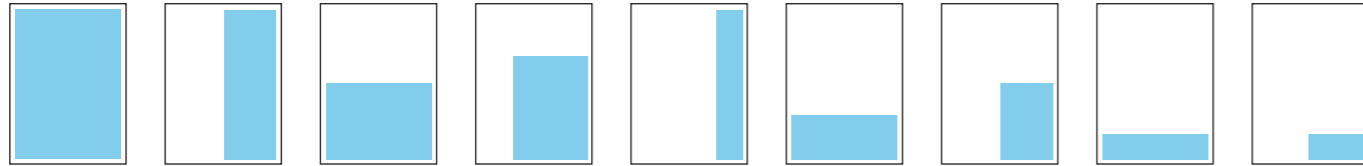
\* The prices are subject to VAT.

**Not listed yet?**  
**Small cost for big effect!**  
**Do not hesitate to contact me.**

**Your contact:**  
Vanessa Wollstein  
☎ +49 211 1591-152  
✉ [vanessa.wollstein@dvs-media.info](mailto:vanessa.wollstein@dvs-media.info)



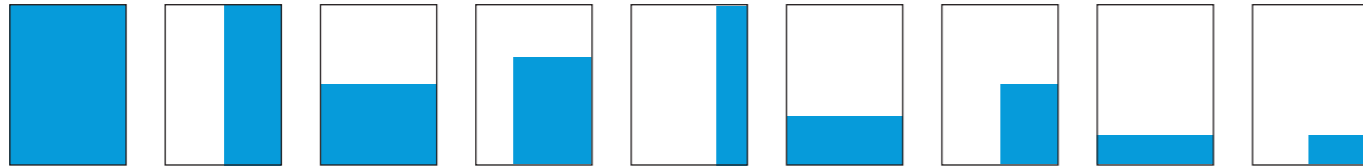
**Type areal**



<b>1/1 page</b> 188 mm wide 254 mm high	<b>1/2 vertical</b> 92 mm wide 254 mm high	<b>1/2 horizontal</b> 188 mm wide 127 mm high	<b>Juniorpage</b> 120 mm wide 170 mm high	<b>1/3 vertical</b> 63 mm wide 254 mm high	<b>1/3 horizontal</b> 188 mm wide 85 mm high	<b>1/4 vertical</b> 92 mm wide 127 mm high	<b>1/4 horizontal</b> 188 mm wide 64 mm high	<b>1/8 page</b> 86 mm wide 62 mm high
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**with bleed**

\*plus 3 mm bleed on all sides.



<b>1/1 page</b> 210 mm wide 297 mm high	<b>1/2 vertical</b> 103 mm wide 297 mm high	<b>1/2 horizontal</b> 210 mm wide 147 mm high	<b>Juniorpage</b> 137 mm wide 192 mm high	<b>1/3 vertical</b> 74 mm wide 297 mm high	<b>1/3 horizontal</b> 210 mm wide 107 mm high	<b>1/4 vertical</b> 103 mm wide 147 mm high	<b>1/4 horizontal</b> 210 mm wide 84 mm high	<b>1/8 page</b> 103 mm wide 84 mm high
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**Front Cover**  
210 mm wide  
185 mm high  
plus 3 mm bleed



**Front Cover**  
210 mm wide  
150 mm high



**Last cover page**  
210 mm wide  
297 mm high  
plus 3 mm bleed

**Special formats / special forms of advertising:**

Let us know your requests for special formats and special forms of advertising. We would be happy to make you an offer.

**Preferred data carrier / data transfer:**

E-Mail: anzeigen@dvs-media.info  
We-Transfer: www.wetransfer.com

Please ensure that all fonts, logos and graphics (300 dpi) used are supplied as files, provided they are not embedded in the document.

**Preferred data formats:**

We recommend the delivery of PDF / X-3 or PDF / X-4 data. Open data (e.g. InDesign, QuarkXpress, etc.) should be avoided. The file must be printable, i. H. all fonts used must be embedded, halftone images require a resolution of 300 dpi, line art at least 600 dpi.

**Colours:**

Printing colours (CMYK) according to ISO 12647-2 (PSO), special colours are possible in consultation. For conversion and control of the color space (ICC Colour Management) reference is made specifically to the standard offset profiles of the ECI. (The "ISO Coated v2 (ECI)" profile can be obtained free of charge in the "ECI\_Offset\_2009" package at www.eci.org).

**Processing of image data**

TIFF-, EPS- und JPEG-Daten

- The file names should not contain any spaces or special characters
- Please ensure sufficient bleed allowance (at least 3 mm)
- Other programs and data carriers on request

**Notes for a smooth transaction:**

- Create black and white advertisements only in black and white or grayscale
- Mix colours only in cyan, magenta, yellow and black (process colours)
- The file names should not contain any spaces or special characters
- In parallel with the delivery of the data, please provide a printout of the advertisements so that the digital data can be checked
- For 4c ads, please send a proof
- When submitting data, quote the magazine and issue



# ADVERTORIAL & WHITEPAPER: YOUR ADVERTISEMENT IN EDITORIAL PACKAGING

Advertorial and Whitepaper are a popular means of presenting advertising in editorial packaging. HOME OF WELDING also offers you this opportunity.

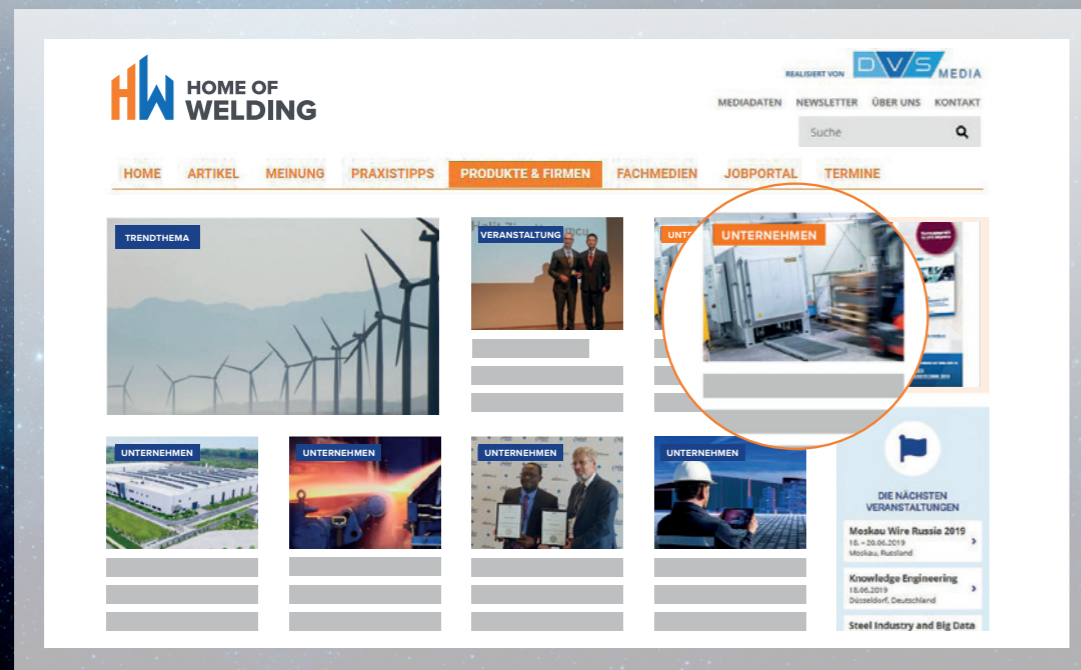
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

Later, your article is, for a specific period of time, listed in our chronological article overview „Advertorials“.

### Advertorial & Whitepaper

- > 3 months period: 990 €
- > 6 months period: 1,690 €
- > 12 months period: 2,590 €

## PRESENTATION OF YOUR ADVERTORIALS



# THE JOBPORTAL FOR JOINING TECHNOLOGY

Are you looking for specialists and managers who are familiar with joining technology? We reach the right target groups precisely with our cross-media jobportal.

- > **Online:** more than **6,000 trade visitors** per month
- > **Print:** 5 different trade magazines for your precise target group approach
- > SCHWEISSEN UND SCHNEIDEN, DER PRAKTIKER, WELDING AND CUTTING, JOINING PLASTICS FÜGEN VON KUNSTSTOFFEN, THERMAL SPRAY BULLETIN
- > you advertise via the DVS network in the environment of nearly **19,000 members**.

### ONLINE

Publish your job advertisement

- > **Online:** in our industry portal HOME OF WELDING
- > **Online:** on the five websites of our specialist magazines

OUR OFFER FOR YOU: **FÜGEN ONLINE:**  
Online-jobportal (30 days duration)  
475.00 € (plus VAT)

### PRINT + ONLINE

Publish your job advertisement at a low package price

- > **Print:** in one of our trade magazines
- > **Online:** In our Job portal JOINING
- > **Optional Online:** At StepStone, one of the leading online-job platforms in Germany

#### FÜGEN STARTER:

1/3 advertising page, 4c

**Option 1** + online-jobportal (30 days duration) 1,315 € (plus VAT)

**Option 2** + online-jobportal + StepStone (30 days duration) 2,135 € (plus VAT)

#### FÜGEN BUSINESS:

1/2 advertising page, 4c

**Option 1** + online-jobportal (30 days duration) 1,670 € (plus VAT)

**Option 2** + online-jobportal + StepStone (30 days duration) 2,490 € (plus VAT)

#### FÜGEN PROFESSIONAL:

1/1 advertising page, 4c

**Option 1** + online-jobportal (30 days duration) 2,080 € (plus VAT)

**Option 2** + online-jobportal + StepStone (30 days duration) 2,900 € (plus VAT)

**JOBPORTAL**  
FÜGETECHNIK

In Kooperation mit: StepStone

## Banner advertising

**SCHWEISSEN  
und SCHNEIDEN** DER PRAKTIKER

**WELDING  
AND  
CUTTING**

DVS Media GmbH has greatly expanded its website and online offering and completely revised its design

### Why advertise online?

Banner advertisements increase awareness and promote image building. Use inexpensive online advertising where your target group is looking! The Internet has now become the leading medium for obtaining business information. According to the latest studies, more than 70% of decision-makers first get information online. (Online media disseminate information faster than traditional advertising media and usually reach a significantly larger readership.)

### Your advantage!

Via the various websites you can reach specialists and executives from welding, cutting and soldering technology, steel construction, structural engineering and bridge construction, mechanical engineering, in electrical engineering, in vehicle construction, aircraft construction and in the chemical industry.

### File formats:

Static advertising media: jpg, gif, png  
Animated advertising material: swf, gif

Maximum file size: 80 KB

When delivering a flash banner, we recommend that you also send us an alternative graphic banner and the destination address. This graphic is displayed if Flash is not available or deactivated in the browser.

When creating the banner, please make sure that the target page must be opened in a new browser window.

### The Banners

Our offer includes 5 different banner formats (static / animated). With multiple occupancy of the banner spaces, the banners appear in rotation. We also offer you interesting placement options, perfectly tailored to your needs

- [www.schweissenundschneiden.de](http://www.schweissenundschneiden.de)
- [www.welding-and-cutting.info](http://www.welding-and-cutting.info)
- [www.joining-plastics.info](http://www.joining-plastics.info)
- [www.dvs-regelwerk.de](http://www.dvs-regelwerk.de)
- [www.derpraktiker.de](http://www.derpraktiker.de)
- [www.joining-plastics-bzv.de/en](http://www.joining-plastics-bzv.de/en)
- [www.verzeichnis.jahrbuch-schweisstechnik.de](http://www.verzeichnis.jahrbuch-schweisstechnik.de)
- [www.fuegen-von-kunststoffen.de](http://www.fuegen-von-kunststoffen.de)
- [www.thermal-spray-bulletin.info](http://www.thermal-spray-bulletin.info)
- [www.abc-der-fuegetechnik.de/en](http://www.abc-der-fuegetechnik.de/en)
- [www.tsb-bezugsquellen.de](http://www.tsb-bezugsquellen.de)
- [www.alu-lieferverzeichnis.de/en](http://www.alu-lieferverzeichnis.de/en)

### Request a non-binding offer today!



## Banner advertising

**THERMAL  
SPRAY** BULLETIN

**JOINING PLASTICS  
FÜGEN VON KUNSTSTOFFEN**

### New magazine websites!

### Formats are as follows:

Sky-  
scraper

160 × 600 Pixel

Standard Banner

468 × 60 Pixel

Large Banner

1126 × 150 Pixel

It should be noted this is "responsive" is created, and must additionally supplied by the customer in the following formats:

Large Banner responsive Formate:  
Banner Top L – Banner (946x150)  
Banner Top M – Banner (706x150)  
Banner Top S – Banner (526x150)  
Banner Top XS – Banner (468x150)

### Prices:

We offer you graduated prices. The more views are booked, the cheaper it will be for you!!

Volumen/ Format	Standard Banner	Large Banner	Sky- scraper
1,000 Views	85	170	290
10,000 Views	420	840	1,440
100,000 Views	2,100	4,200	7,195

\* The prices are subject to VAT.

### Directory Pages:

- [www.abc-der-fuegetechnik.de/en](http://www.abc-der-fuegetechnik.de/en)
- [www.dvs-regelwerk.de](http://www.dvs-regelwerk.de)
- [www.tsb-bezugsquellen.de/en](http://www.tsb-bezugsquellen.de/en)
- [www.alu-lieferverzeichnis.de/en](http://www.alu-lieferverzeichnis.de/en)
- [www.joining-plastics-bzv.de/en](http://www.joining-plastics-bzv.de/en)
- [www.verzeichnis.jahrbuch-schweisstechnik.de](http://www.verzeichnis.jahrbuch-schweisstechnik.de)

# Offprints

## This is how you ignite the advertising turbo with your specialist articles ...

With your published article in one of our specialist magazines, you have given a visible sign of your professional competence. Use this effect to

really accelerate your marketing - with a special print in print or digital!

With printed special editions of your technical article, you are literally giving your expertise to customers or partners. And the printed offprints successfully complement your marketing measures at events. You can integrate the offprints in digital form into your website or conveniently send them by email. Whether print or digital: special prints protect you against copyright infringement. All publications and representations in our media are protected. With our offprint variants you can publish your contribution in a legally unobjectionable way.

We would be happy to make you an individual offer.

### 1 The classic – as a print product

- In printed form
- Print run already from 100 copies
- Including the permission to distribute your prints
- Saddle binding
- On request, practical eyelet binding for filing (surcharge: EUR 20)

### 2 As a Prrint-PDF – digital

- high-resolution print file in the PDF format
- For transmission to your own printing facility
- Unlimited print run

Unrestricted reprinting right  
Including the permission to distribute your prints

### 3 As an Internet PDF – digital

- File format appropriate for the Web
- For incorporation into your website or for dispatch by e-mail
- Including permission to publish for the web and for distribution
- Ideal in combination with print or print PDF



# Offprints



**Original title page**  
Pure competence  
You start with the original title page. A separate field draws attention to your article. Alternatively, you can insert your own title picture or an advertisement.



**Corporate-title page**  
Individual designing  
The title page corresponds to the corporate design of your company.



**Head title pagee**  
Concise entry  
our article begins directly underneath the head title line of the trade journal



**Basic title page**  
Gets directly to the point  
The special print is indicated as such merely in the top margin

**We offer these services in addition:**  
Page numbers as well as third-party advertisements and articles are removed.  
Use the space which becomes free in order to place your own advertisement or contact data.

**Advice + booking:**  
DVS Media GmbH  
Postfach 10 19 65, 40010 Düsseldorf  
Aachener Straße 172, 40223 Düsseldorf  
Martina Reintjens  
☎ +49 211 1591-156  
✉ [martina.reintjens@dvs-media.info](mailto:martina.reintjens@dvs-media.info)  
🌐 [www.dvs-media.eu](http://www.dvs-media.eu)

## Offprints

### 1 The classic – as a print product (four-coloured)

- in printed form
- Including the permission to distribute your prints
- Print: four-colour Euroscala, paper: 135 g/m<sup>2</sup> picture print, matt, white

- Format: DIN A4 (front and back sides printed)
- On request, practical eyelet binding for filing (surcharge: EUR 20)

Auflage/Stück*									
Pagen	Verarbeitung	100	200	300	400	500	600	800	1,000
1	plano	206 €	256 €	296 €	304 €	310 €	316 €	328 €	340 €
2	plano	256 €	310 €	350 €	362 €	368 €	374 €	386 €	398 €
4	folded	394 €	532 €	584 €	608 €	620 €	632 €	656 €	680 €
6	folded	524 €	678 €	798 €	828 €	850 €	872 €	916 €	960 €
8	saddle	632 €	816 €	864 €	892 €	936 €	974 €	1.054 €	1.130 €
12	saddle	1,064 €	1,200 €	1,264 €	1,320 €	1,366 €	1,416 €	1,516 €	1,616 €
16	saddle	1,416 €	1,472 €	1,536 €	1,594 €	1,658 €	1,718 €	1,838 €	1,958 €

### 2 As a print PDF – digital

- High-resolution print file in the PDF format
- Transmission to your own printing facility
- Unlimited print run
- Unrestricted reprinting right
- Including copyright for the distribution of your print materials

300 dpi printable	1 page	2 pages	3 pages	4 pages	from 5 pages
	500 €	600 €	700 €	800 €	900 €

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#### Contact:

Markus Winterhalter  
P. +49 211 1591 142  
markus.winterhalter@dvs-media.info



## Your contacts at DVS Media GmbH

### Advertising

#### Advertising Manager

Markus Winterhalter  
P +49 211 1591-142  
markus.winterhalter@dvs-media.info

#### Advertising Assistance

Britta Wingartz  
P +49 211 1591-155  
britta.wingartz@dvs-media.info

#### Advertising Assistance

Vanessa Wollstein  
P +49 211 1591-152  
vanessa.wollstein@dvs-media.info

### Representations

Bavaria, Berlin, Brandenburg, Bremen, Hamburg, Lower Saxony, Mecklenburg-Western Pomerania, North Rhine-Westphalia, Saxony, Saxony-Anhalt, Schleswig-Holstein, Thuringia, Belgium, Netherlands, Luxembourg, France, Austria, Switzerland, Scandinavia, Great Britain

Astrid Kehr  
DVS-Verlagsrepräsentanz  
Hauptstraße 7  
57644 Hattert  
P +49 26 62 969 664 0  
F +49 26 62 949 107 2  
astrid.kehr@dvs-ad.de

Baden-Württemberg, Hesse, Rhineland-Palatinate, Saarland  
Reinhard Nühlen  
Verlags- und Mediaservice BDV  
Postfach 2043, 55510 Bad Kreuznach  
Franziska-Puricelli-Str. 36c  
55543 Bad Kreuznach  
P +49 671 64 118  
F +49 671 69 756  
M +49 171 202 70 77  
reinhard@nuehlen.org

#### U.S./Canada, Asia

Detlef Fox  
D.A. Fox Advertising Sales Inc.  
5 Penn Plaza, 19<sup>th</sup> Floor  
New York, NY 10001(USA)  
P +1 212 896 38 81  
F +1 212 629 39 88  
detleffox@comcast.net

#### taly/Portugal/Spain

MEDIAPOINT & COMMUNICATIONS SRL  
Corte Lambruschini Corso Buenos Aires, 8  
V° piano - interno 7  
16129 Genova (Italien)  
P +39 010 570 49 48  
F +39 010 553 00 88  
daniela.chiusa@mediapointsrl.it

### Editorial

#### Editorial Manager

Dipl.-Ing. Dietmar Rippegather  
P +49 211 1591-276  
dietmar.rippegather@dvs-media.info

#### WELDING and CUTTING

Anja Labussek  
P +49 211 1591-281  
anja.labussek@dvs-media.info

#### SCHWEISSEN und SCHNEIDEN

Dipl.-Ing. Dietmar Rippegather  
Dipl.-Ing. Viktor Travkin  
P +49 211 1591-208  
viktor.travkin@dvs-media.info

#### HOME OF WELDING

Dipl.-Kulturwiss. Uta Tschakert  
P +49 211 1591-304  
uta.tschakert@dvs-media.info

#### Editorial Assistance

Sylvia Hanagan  
P +49 211 1591-282  
sylvia.hanagan@dvs-media.info

#### DER PRAKTIKER

Dipl.-Ing. Christian Bothur  
P +49 211 1591-285  
christian.bothur@dvs-media.info

#### JOINING PLASTICS/ FÜGEN VON KUNSTSTOFFEN THERMAL SPRAY BULLETIN

Nicole Stramka  
P +49 211 1591-289  
nicole.stramka@dvs-media.info

### Distribution

#### Distribution Manager

Dipl.-Betriebsw. Susett Bendel  
P +49 211 1591-167  
susett.bendel@dvs-media.info

#### Distribution(Magazines)

Leserservice DVS Media  
P +49 6123 9238-242  
dvsmedia@vuserice.de

#### Distribution (Books/Teaching material)

Bernd Hübner/Alexandra Seewald-Sander  
P +49 211 1591-162/-225  
vertrieb@dvs-media.info



**DVS Media GmbH**

Aachener Str. 172  
40223 Düsseldorf

P +49 211 1591-0  
F +49 211 1591-150

[media@dvs-media.info](mailto:media@dvs-media.info)  
[www.dvs-media.eu](http://www.dvs-media.eu)