

# MEDIA KIT 2025



Discover now:  
[www.home-of-welding.com](http://www.home-of-welding.com)

The universe of welding information

# WELCOME TO THE HOME OF WELDING

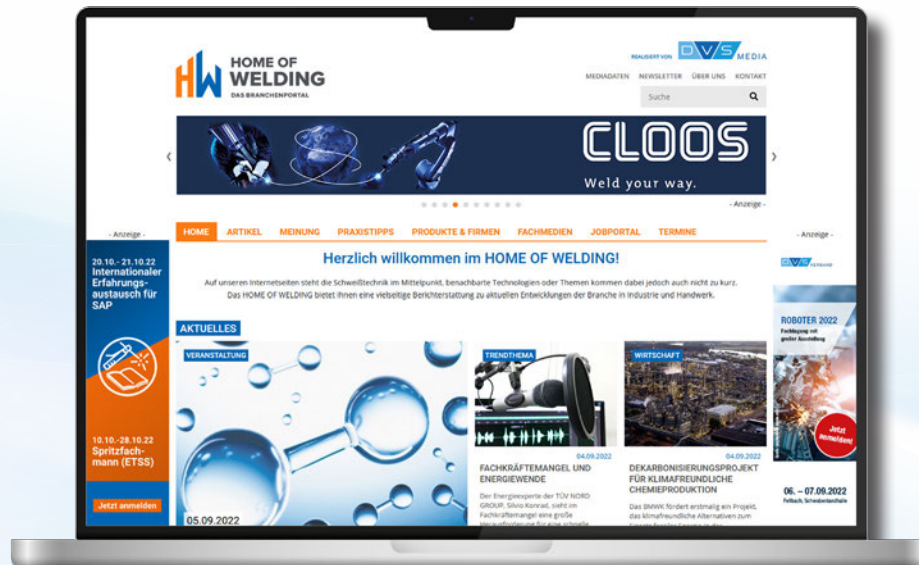
The **HOME OF WELDING** has been the Internet platform for everyone involved in welding technology since April 1st, 2019 - in industry and handicrafts!

What counts in HOME OF WELDING is content. Versatile, wide-ranging topics that are interesting for the entire welding industry

The content-based B2B platform therefore includes:

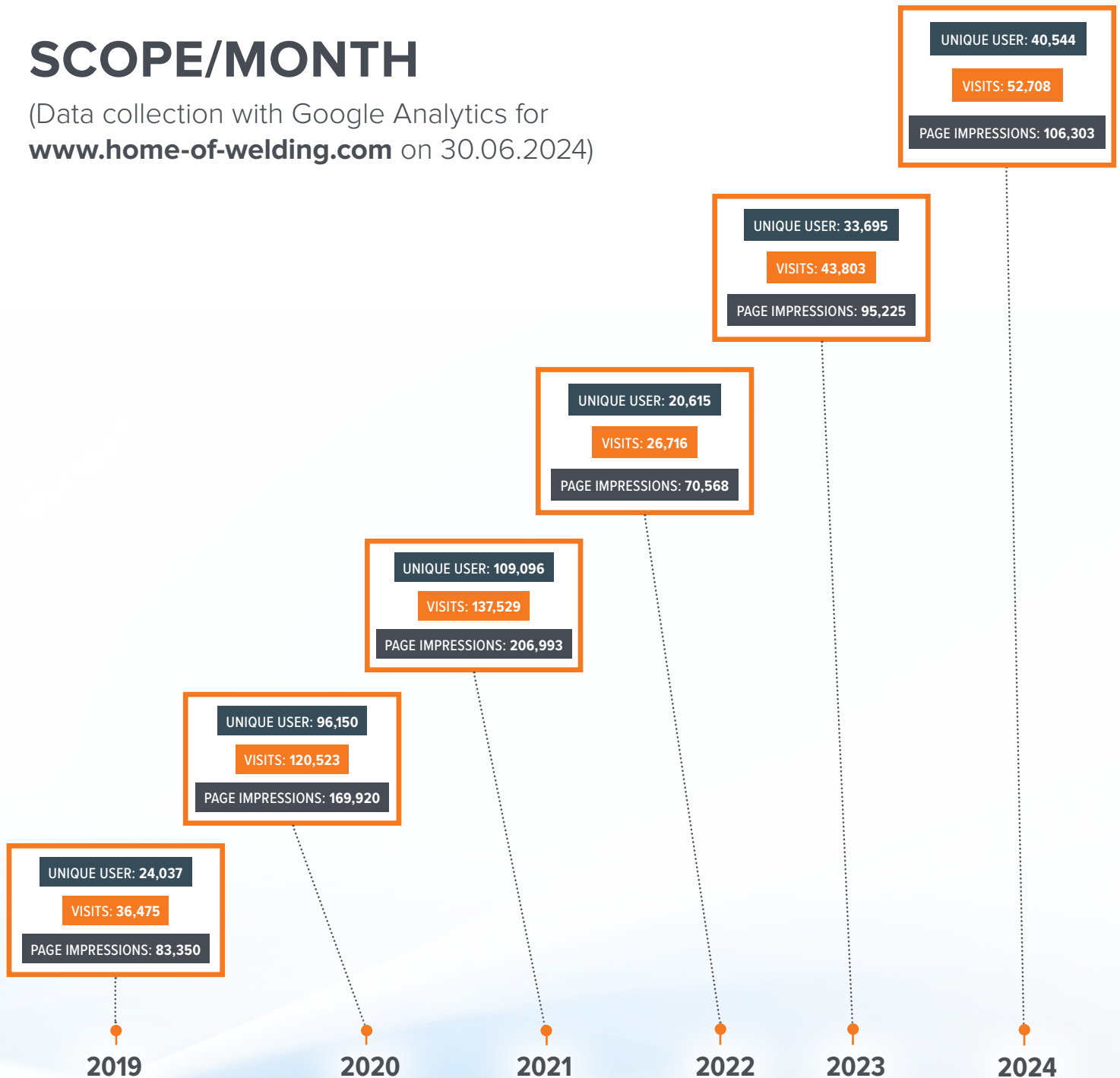
- › breaking news
- › an industry-specific product and company directory
- › an industry-specific jobportal
- › access to the welding standards portal
- › practical tips
- › expert opinions
- › references to specialist media
- › event information

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# SCOPE/MONTH

(Data collection with Google Analytics for [www.home-of-welding.com](http://www.home-of-welding.com) on 30.06.2024)



Note: From 01.12.2021 a cookie consent banner became active, therefore the following values are lower and not directly comparable with previous years.

# ADVERTISE TO THE POINT.

## YOUR POSSIBILITIES IN THE UNIVERSE

### Banner Advertising

Banner advertising is one of the most popular advertising options on the Internet because good banner advertising is perceived and clicked. In the HOME OF WELDING you can use various standard formats for your advertising goals.

### Advertorials

Advertisements in editorial guise are becoming increasingly popular. With this advertising opportunity you benefit from our high quality editorial content in the HOME OF WELDING.

### Product- and company directory

An industry leader through joining technology with all well-known manufacturers and the associated products completes the usefulness of the industry portal.

Broken down by products, it allows the quick and easy contact with new suppliers.

### Newsletter advertising

In our weekly newsletter you can choose between three banner placements. All advertising formats guarantee maximum attention, as they are placed between single editorial articles.

### JobPortal

Are you looking for specialists and managers who are familiar with joining technology? We reach your target group precisely with our crossmedia JobPortal.

We have put together four attractive packages for your optimal presence in the **HOME OF WELDING**. The heart of these service packages is the company and product database.

Make yourself smart on the following pages and choose between: **Basic Plus, Bronze, Silber or Gold.**

# BASIC PLUS

- > Listing of max. 5 product categories in the directory, further listings on request
- + Full address
- + Specification of the website

80 € monthly/Duration: 12 month\*

## PRESENTATION OF YOUR COMPANY

The screenshot displays the 'HOME OF WELDING' website interface. At the top left is the logo 'HOME OF WELDING'. The browser address bar shows '.home-of-welding.com/produkte-firmen'. The website navigation menu includes 'HOME', 'ARTIKEL', 'MEINUNG', 'PRAXISTIPPS', 'PRODUKTE & FIRMEN', 'FACHMEDIEN', 'JOBPORTAL', and 'TERMINE'. The main content area features a large image of several white booklets or brochures on a table. Below the image, the text reads 'DVS Media GmbH Fachmedien für die Schweißtechnik'. Further down, it states 'DVS Media GmbH – Der Fachverlag für fügetechnische Publikationen'. To the right, there is a sidebar with a 'Jetzt bestellen' button and a 'Werbungsmittel für 2014' section. At the bottom right, contact information for DVS Media GmbH is provided: 'Aachener Strasse 172, 40223 Düsseldorf'.

\*The services in the HOME OF WELDING industry portal take 12 months. We calculate our services as part of an annual invoice plus VAT.

# BRONZE

Listing in the product and company directory

Full address

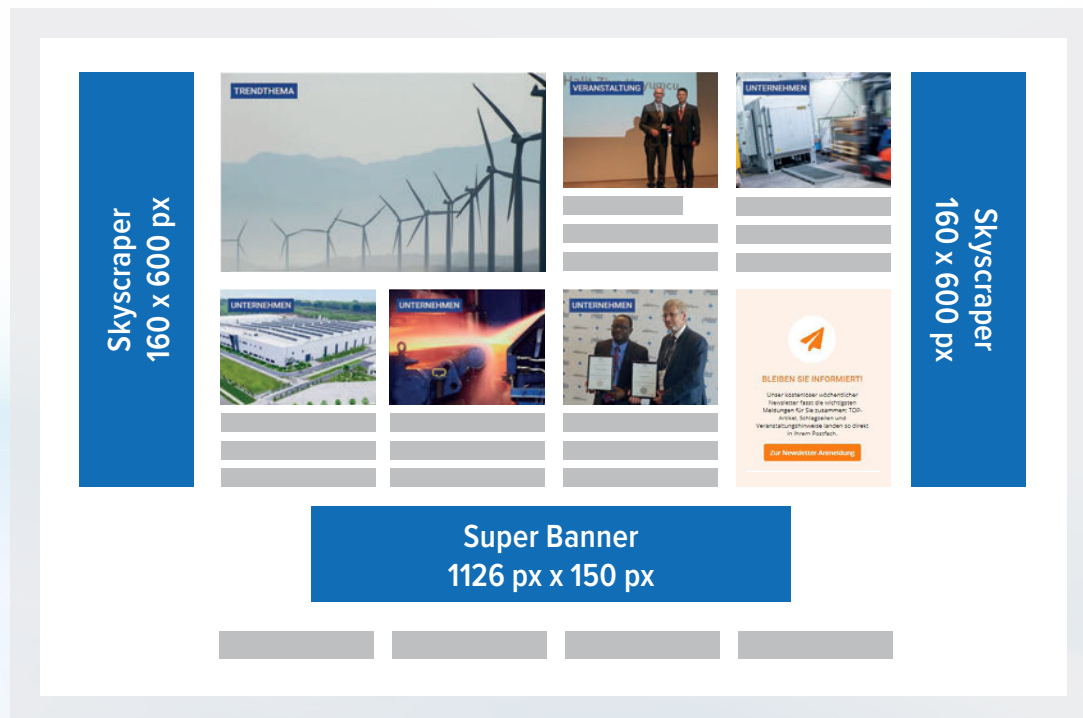
Specification of the website

+ Own Microsite | + Indication of the contact person | + Additional text | + Logo | + Cover picture

+ 1 banner to choose from (Skyscraper left or right, or Super Banner)

420 € monthly/duration: 12 months\*

## PRESENTATION OF YOUR BANNER PLACEMENT



# PRESENTATION OF YOUR COMPANY

## Company-related subpage

Cover picture 1200 x 480 px

Logo: 800 x 800 px



**Company name**  
Company subtitle (70 characters)

**Company name**  
Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

Additional text: 800 characters

### Musterfirma GmbH

Musterstraße 12  
12345 Musterort

Telefon:  
01234 456789

E-Mail:  
muster@muster.de

Internet:  
www.muster.de

\*The services in the HOME OF WELDING industry portal take 12 months.  
We calculate our services as part of an annual invoice plus VAT.

# SILBER

Listing in the product and company directory

Own micropage

Full address

Specification of the website

Indication of the contact person

Additional text | logo | cover picture

**+ Banner in TOP-Position**

(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)

500 € monthly/duration: 12 months\*

## PRESENTATION OF YOUR BANNER PLACEMENT

**Top-Banner**  
1126 x 150 px

The image displays a grid of various banner placements on a website. The banners are arranged in a grid and feature different themes and images. The top banner is a blue bar with the text 'Top-Banner 1126 x 150 px'. Below it, there are several smaller banners with different backgrounds and text. The banners include:

- TRENDTHEMA**: A banner with a background of wind turbines and mountains.
- UNTERNEHMEN**: A banner with a background of a factory building.
- UNTERNEHMEN**: A banner with a background of a person working at a computer.
- UNTERNEHMEN**: A banner with a background of a person holding a certificate.
- TECHNIK**: A banner with a background of a person wearing a hard hat.
- DIE NÄCHSTEN VERANSTALTUNGEN**: A banner with a blue background and a flag icon, listing events like 'Moskau Wire Russia 2019' and 'Knowledge Engineering'.



# PRESENTATION OF YOUR COMPANY

## Company-related subpage

Cover picture: 1200 x 480 px

Logo: 800 x 800 px



**Company name**  
Company subtitle: (70 characters)

**Company name**  
Company subtitle

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.

Additional text: 800 characters

### Musterfirma GmbH

Musterstraße 12  
12345 Musterort

Telefon:  
01234 456789

E-Mail:  
muster@muster.de

Internet:  
www.muster.de

\*The services in the HOME OF WELDING industry portal take 12 months.  
We calculate our services as part of an annual invoice plus VAT.

# GOLD

Listing in the product and company directory

Own micropage

Full address

Specification of the website

Indication of the contact person

Additional text

logo

cover picture

## Banner in Top-Position plus Super Banner

(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)

+ Listing as a TOP company | + Whitepaper | + Advertorial (1x monthly)

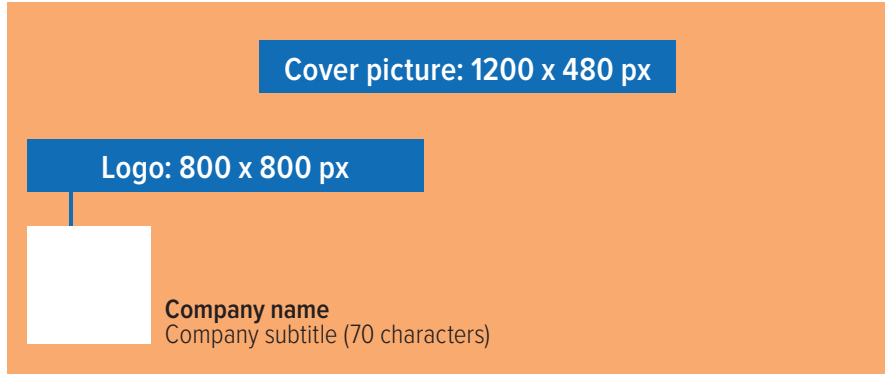
825 € monthly/duration: 12 months\*

## EXAMPLE OF THE „TOP-COMPANY-PRESENTATION“

The screenshot displays the 'HOME OF WELDING' website. The header features the logo 'HOME OF WELDING' and navigation links: HOME, ARTIKEL, MEINUNG, PRAXISTIPPS, PRODUKTE & FIRMEN (highlighted), FACHMEDIEN, JOBPORTAL, and TERMINE. A search bar is located in the top right. The main content area is titled 'Produkte & Firmen: Wo gibt es was und wer stellt es her?' and includes a 'TOP-FIRMEN' section with four featured companies, each with a small image, name, and a 'Mehr erfahren' link. A newsletter sign-up box is also visible on the right side of the page.

# PRESENTATION OF YOUR COMPANY

## Company-related subpage



## Company name Company subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A 1 vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergri en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor invidunt utlabore et dolore. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. A 1 vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergri en, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor invidunt ut labore et dolore.



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## Additional text: 3000 characters + pictures

### Musterfirma GmbH

Musterstraße 12  
12345 Musterort

Telefon:  
01234 456789

E-Mail:  
muster@muster.de

Internet:  
[www.muster.de](http://www.muster.de)

\*The services in the HOME OF WELDING industry portal take 12 months.  
We calculate our services as part of an annual invoice plus VAT.

# ADVERTISING IN TIME WITH OUR INDIVIDUAL SERVICES

Our Basic Plus, bronze, silver and gold advertising packages are not what you need for your digital advertising? Then you have the option of booking various individual services with a shorter duration.

On the following pages we explain these individual services in detail.

## OVERVIEW OF OUR INDIVIDUAL SERVICES

### Advertising banner

- > Skyscraper
- > Super Banner

### Newsletter-Advertising

- > Advertising banner
- > Stand-alone-Newsletter

### Job-Portal

- > online
- > print + online, crossmedial linked

### Advertorial

# SHOW PRESENCE WITH OUR ADVERTISING BANNERS

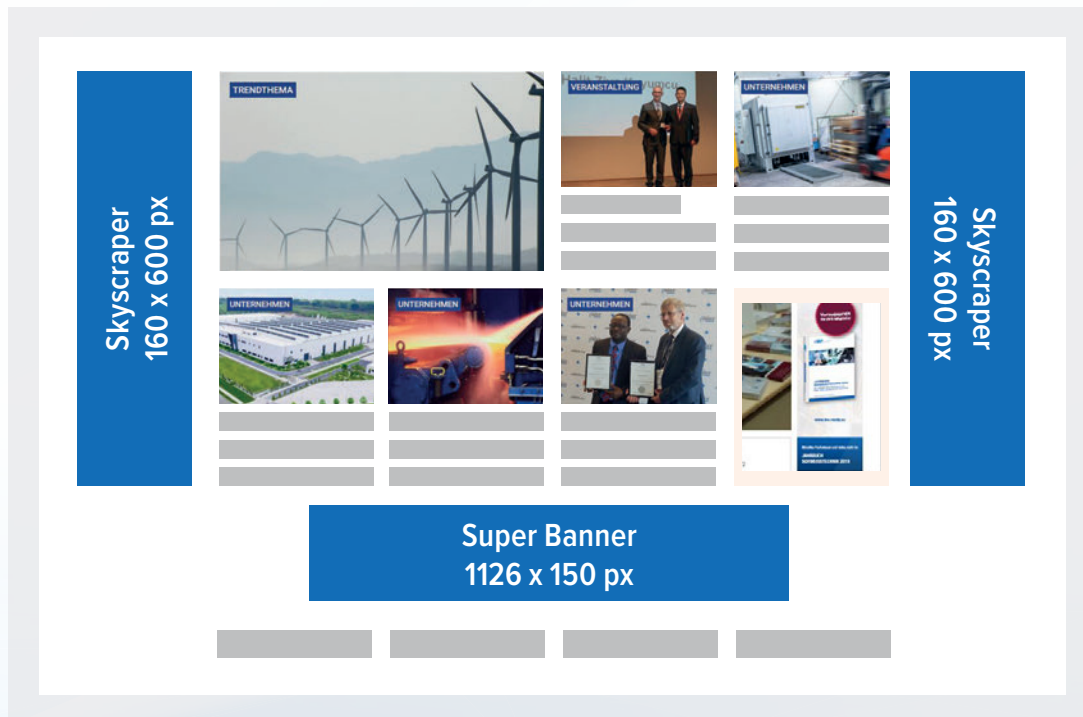
Decide between the portrait format **Skyscraper** and the landscape format **Super Banner**.

## Advertising banner Skyscraper or Super Banner

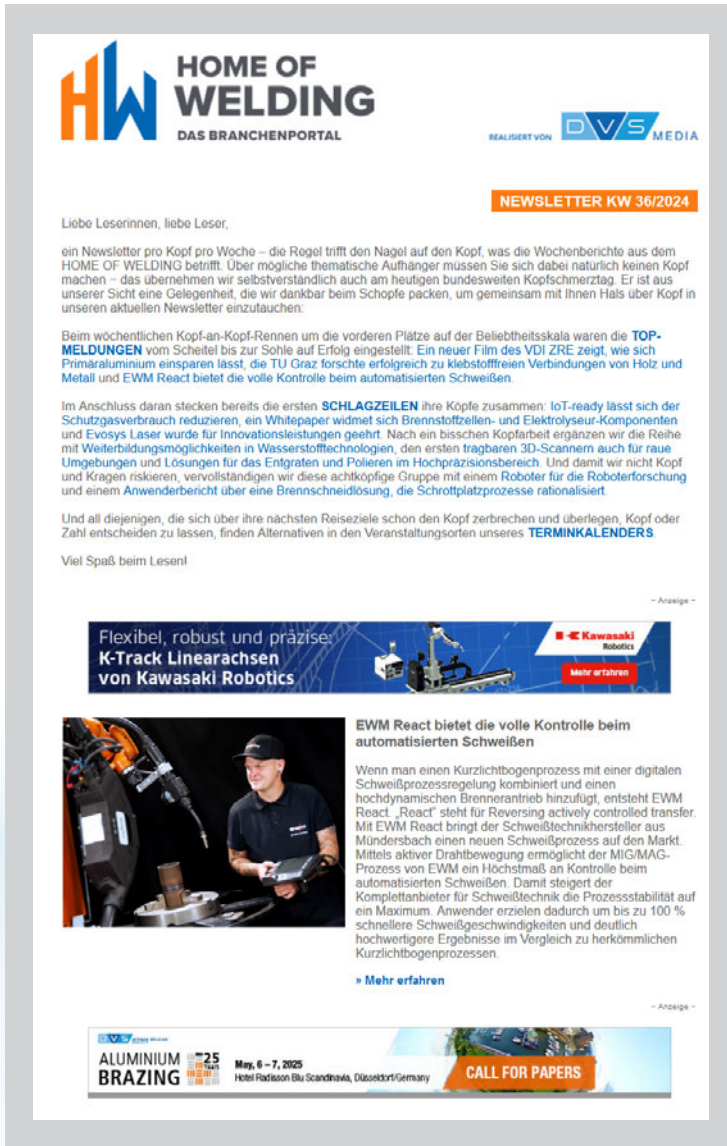
> homepage + sections\*: 900 €/per month

\*except in the jobportal

## PRESENTATION OF YOUR BANNER PLACEMENT



# REACH OF THE NEWSLETTER



2024

readers: 893

Open rate: 78.96 %

2023

readers: 794

Open rate: 84.74 %

2022

readers: 679

Open rate: 84.96 %

2021

readers: 682

Open rate: 99.30 %

2020

readers: 629

Open rate: 88.20 %

2019

readers: 532

Open rate: 76.41 %

# OUR NEWSLETTER

## YOUR ADVERTISING POSSIBILITIES

In our newsletter we summarize the most important articles, headlines and dates from the reporting in the HOME OF WELDING every week.

Our newsletter is usually published once a week, usually on Thursdays. You are also welcome to use this weekly, editorial notice to our newsletter subscribers for your advertising message. Give your advertising message the right framework.

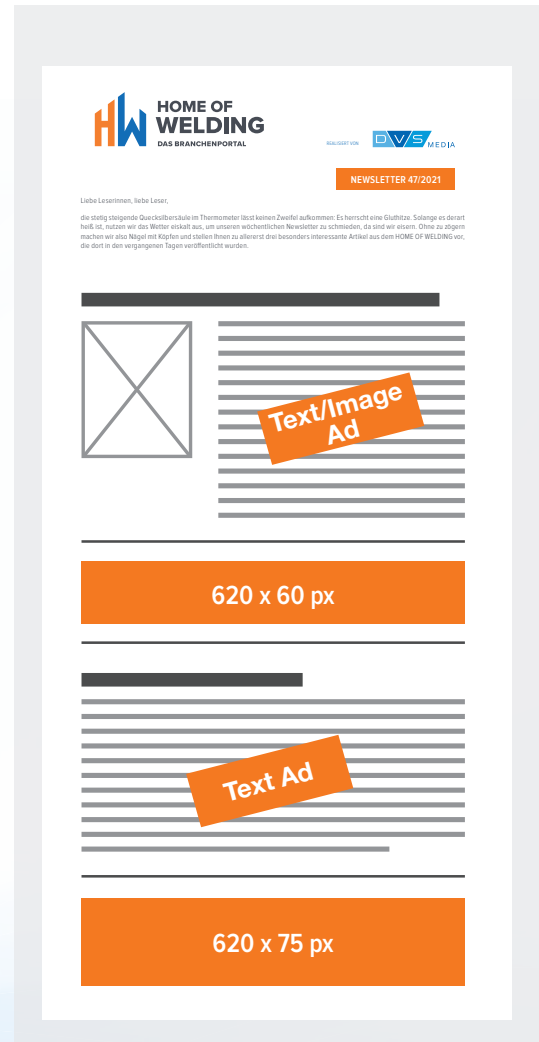
### Banner-Prices:

- |                  |                     |       |
|------------------|---------------------|-------|
| > Fullbanner     | 620 x 60 px         | 325 € |
| > Text Ad        | 400 characters max. | 340 € |
| > Text/Image Ad  | 300 characters max. |       |
| + 1 Image        |                     | 350 € |
| > Special Banner | 620 x 75 px         | 460 € |

### Banner data and -booking

- > each 10 days in advance

### The placement options:

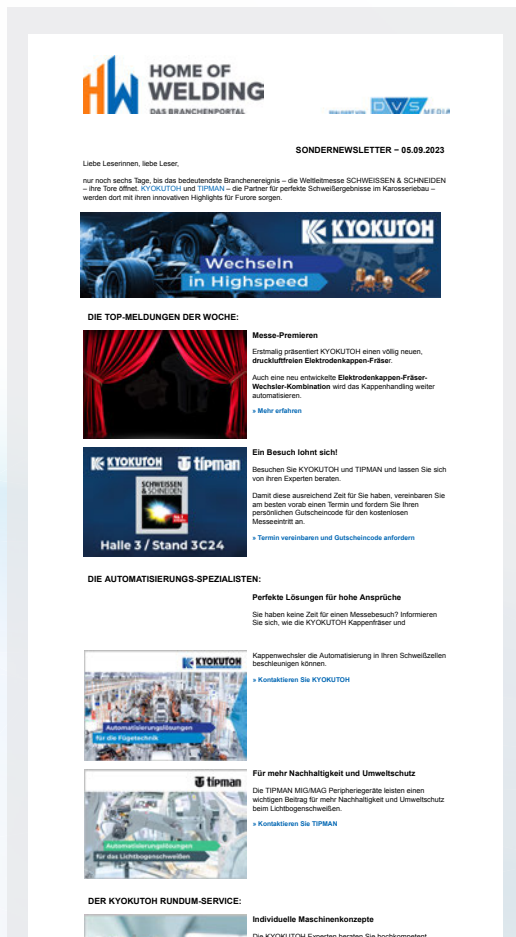


# FOR EVERYONE WHO HAS MORE TO SAY IN THE INDUSTRY:

## OUR STAND-ALONE-NEWSLETTER

Your messages to the welding industry need more space than an advertising banner can provide? Then use our circle of subscribers for a **stand-alone newsletter**.

The design of the stand-alone newsletter corresponds to the weekly HOME OF WELDING summary. The decisive difference, however, lies in the content, which is made up exclusively of your reports. The stand-alone newsletter can be sent at any time, with the exception of Thursday. If you have any special design requests, the HOME OF WELDING editorial team will be happy to help you.



- › Introtex (max. 1,500 characters including spaces)
- › Three teaser articles
- › Headline: max. 75 characters
- › Teasertext: max. 540 characters
- › Image size: 271 x 181 px.
- › Three to four headlines: max. 70 characters each
- › Three to four dates for your events
- › **Stand-alone-Newsletter: 2,050 €**



# ADVERTORIAL: YOUR ADVERTISEMENT IN EDITORIAL PACKAGING

**Advertorials** are a popular means of presenting advertising in editorial packaging.

HOME OF WELDING also offers you this opportunity.

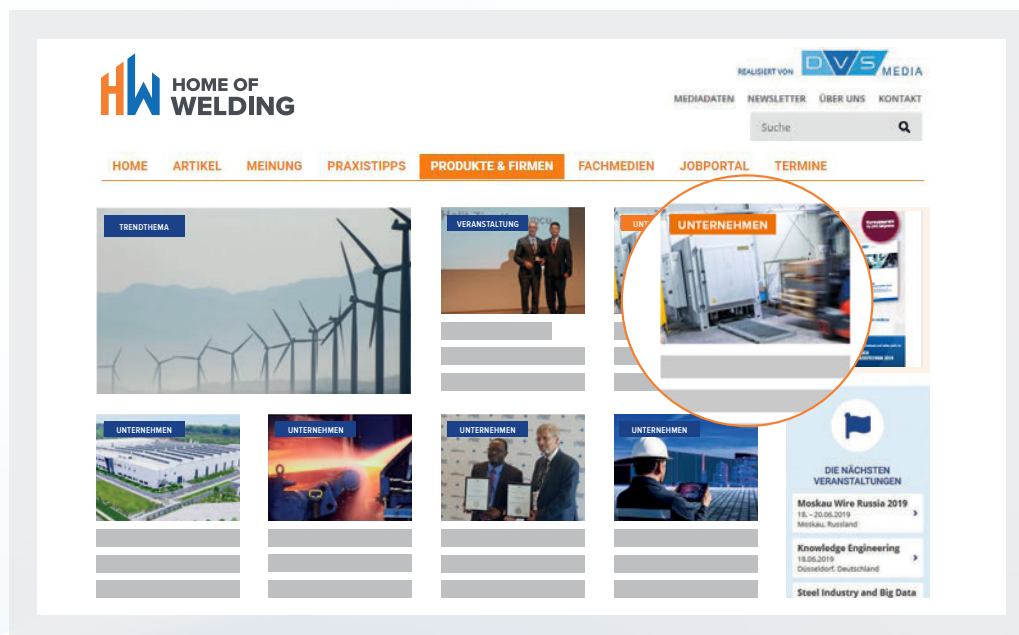
We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

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

## Advertorial:

> 3 months period:	1,025 €
> 6 months period:	1,750 €
> 12 months period:	2,770 €

## PRESENTATION OF YOUR ADVERTORIALS



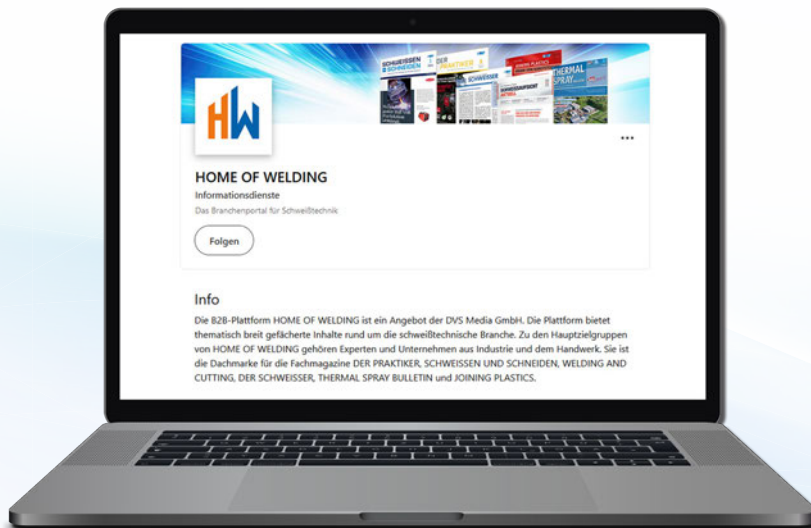
# SOCIAL MEDIA POSTING



Make use of the joining technology network and give your press releases a social media boost.

## LinkedIn 2025

1x Posting	350.00 €
3x Postings	900.00 €
10x Postings	2,500.00 €



2024

Follower

> 2,000

2023

Follower

1,218



## HOME OF WELDING

Das Branchenportal für Schweißtechnik

Informationsdienste · Düsseldorf · 2 Tsd. Follower:innen · 11-50 Beschäftigte

+ Folgen

Nachricht



Start Info **Beiträge** Jobs Personen



HOME OF WELDING

2.031 Follower:innen

Sehen Sie sich eine Sammlung aktiver oder früherer Anzeigen nach HOME OF WELDING an.  
[Anzeigenbibliothek anzeigen](#)

Alle

Bilder

Videos

Artikel

Dokumente

Sortieren nach: **Relevanteste**



HOME OF WELDING

2.031 Follower:innen


4 Min. ·

+ Folgen

**technotrans** und **enesty** bündeln ihre Kompetenzen im Bereich maßgeschneiderter **#Thermomanagement**-Systeme für die kunststoffverarbeitende **#Industrie**. Die Zusammenarbeit umfasst die ... mehr



# JOBPORTAL FÜGETECHNIK

In cooperation with: 

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:** 4 different trade magazines for your precise target group approach
- › SCHWEISSEN UND SCHNEIDEN, DER PRAKTIKER, JOINING PLASTICS – FÜGEN VON KUNSTSTOFFEN, THERMAL SPRAY BULLETIN
- › you advertise via the DVS network in the environment of nearly 17,000 members.

## ONLINE

Publish your job advertisement

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

### FÜGEN ONLINE:

Online-jobPortal (30 days duration)  
490 € (plus VAT)

## PRINT + ONLINE

Publish your job advertisement at a low package price

- › **Print:** in one of our trade magazines
- › **Online:** JobPortal ONLINE
- › **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) 1,360 € (plus VAT)

**Option 2** + online-JobPortal + StepStone (30 days duration) 3,060 € (plus VAT)

Options with services from StepStone are not discountable

### FÜGEN BUSINESS:

1/2 advertising page, 4c

**Option 1** + online-JobPortal (30 days duration) 1,800 € (plus VAT)

**Option 2** + online-JobPortal + StepStone (30 days duration) 3,500 € (plus VAT)

Options with services from StepStone are not discountable

### FÜGEN PROFESSIONAL:

1/1 advertising page, 4c

**Option 1** + online-JobPortal (30 days duration) 2,150 € (plus VAT)

**Option 2** + online-JobPortal + StepStone (30 days duration) 3,850 € (plus VAT)

Options with services from StepStone are not discountable

# YOUR CONTACT TO US

## **Publishing House:**

DVS Media GmbH  
P.O. Box 10 19 65, 40010 Düsseldorf  
Aachener Straße 172, 40223 Düsseldorf

☎ +49 211 15 91-0

📞 +49 211 15 91-150

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

✉ [media@dvs-media.info](mailto:media@dvs-media.info)

## **HOME OF WELDING:**

Redaktion Schweißtechnik  
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## **Manager Media Sales:**

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## **Publisher:**

DVS Media GmbH





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