

## Special medtech issue

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# MEDIA KIT 2026

## Innovation in High Precision

As we enter a new era of precision and innovation, EUROTEC continues to stand as the authoritative media for professionals shaping the future of microtechnologies. Combining heritage, expertise, and a unique reach, EUROTEC provides the perfect bridge between technology developers, manufacturers, and innovators worldwide.

Here are three key points to remember for 2026, which will make EUROTEC your best ally:

### 1. Number One in Legacy and Expertise

For over 80 years, EUROTEC has been the trusted media dedicated to microtechnologies — covering precision engineering, advanced manufacturing, and innovation across multiple high-tech industries. Its long-standing presence makes it a reference point in the field.

### 2. A Qualified Readership

With a circulation of 10,000+ EUROTEC connects directly with engineers, R&D leaders, manufacturers, and suppliers active in sectors such as watchmaking, medtech, aerospace, automotive and electronics.

### 3. Focused Industry Visibility

Through its specialized editorial scope and distribution, EUROTEC offers advertisers highly targeted exposure at the core of the global microtechnology ecosystem — ensuring relevance and measurable impact.



## EUROTEC 1/2026 (n°464)

**Publication:** 20.02.2026

**Material deadline:** 02.02.2026

**Special Report**

### **INDUSTRIAL CYBERSECURITY**

**Factories under attack: protecting production in the era of connected industry**

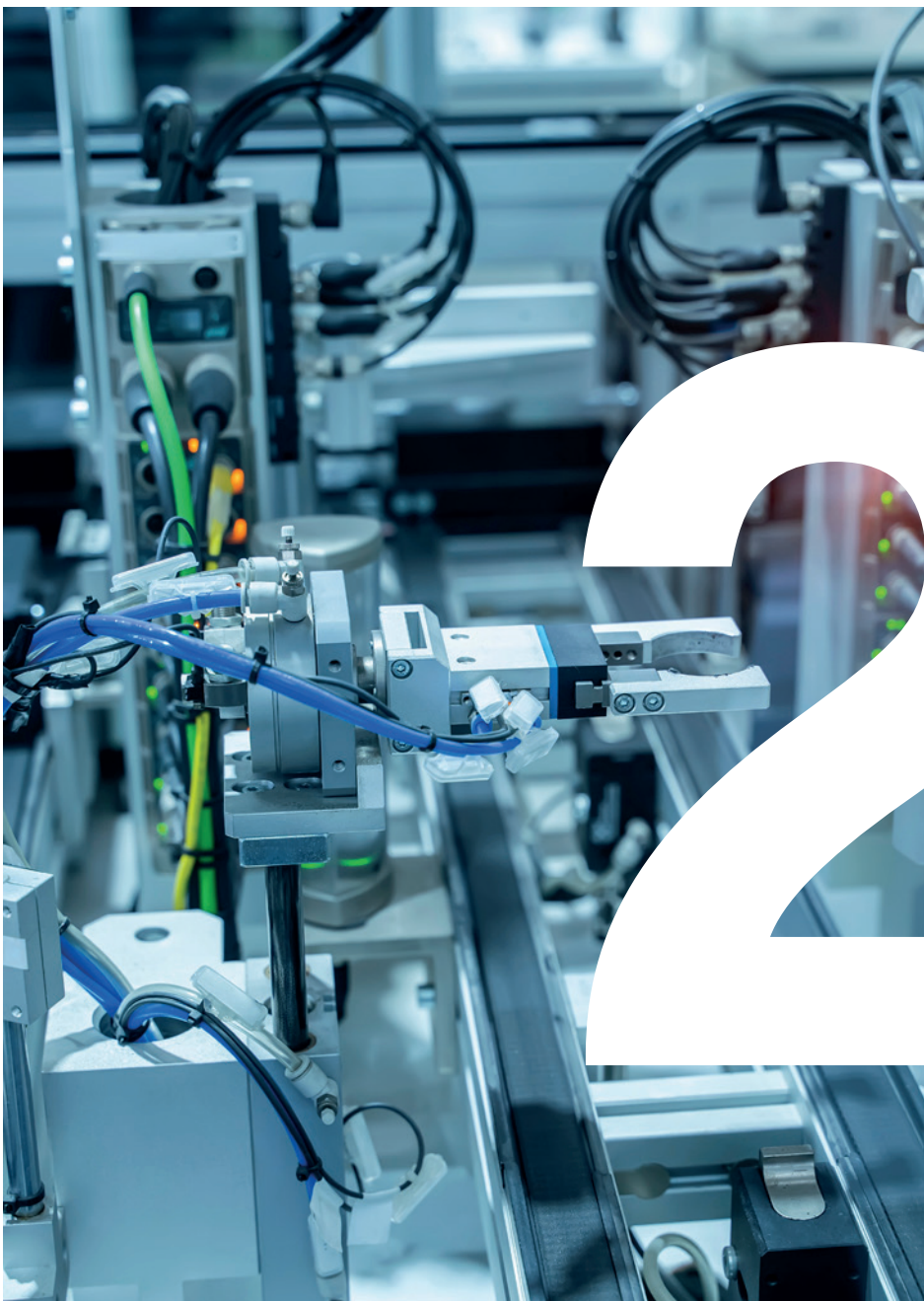
- Growing threats to production systems:
- industrial espionage, ransomware, sabotage.
- Cybersecurity solutions tailored to industrial environments (OT vs IT).
- Case studies: how SMEs and large groups protect their processes, manufacturing secrets and production line continuity.
- Partnerships between manufacturers, integrators and security experts.
- Standards and regulations: towards stricter compliance requirements.

**Circulated at the following trade shows (besides regular circulation):**

- SIMODEC, La Roche-sur-Foron (02-06.03.2026)
- BIEMH, Bilbao (02-06.03.2026)
- GLOBAL INDUSTRIES, Paris (30.03-02.04.2026)
- HANNOVER MESSE, Hannover (20-24.04.2026)

Reports on: companies, machining, tooling, lubrication, components, services & exhibitions





## EUROTEC 2/2026 (n°465)

Publication: 07.04.2026

Material deadline: 16.03.2026



Special Report

### INDUSTRY 4.0 AND INTERCONNECTION

**From isolated machines to smart factories:  
when everything is connected**

- Networking of production resources: machines, sensors, software and ERP.
- Integration of digital technology for real-time monitoring, predictive maintenance and flexibility.
- AI and edge computing for optimisation.
- Feedback: companies that have successfully made the transition to interconnection.
- Challenges of interoperability between different systems and brands.

**Circulated at the following trade  
shows (besides regular circulation):**

- RSD3, Valence (21-23.04.2026)
- SIAMS, Moutier (21-24.04.2026)
- OPTATEC, Frankfurt (05-07.05.2026)
- SURFACE TECHNOLOGY, Stuttgart (05-07.05.2026)
- MEDTEC LIVE, Stuttgart (05-07.05.2026)
- T4M, Stuttgart (05-07.05.2026)
- GRINDINGHUB, Stuttgart (05-08.05.2026)
- ITM Poland, Poznan (26-29.05.2026)
- 3D PRINT, Lyon (02-04.06.2026)
- FIP, Lyon (02-05.06.2026)
- LASYS, Stuttgart (03-05.06.2026)

Reports on: companies, machining, tooling, lubrication,  
components, services & exhibitions



## **EUROTEC 3/2026 (n°466)**

**Publication:** 08.06.2026

**Material deadline:** 22.05.2026



**Special Report**

### **THE JUNGLE OF STANDARDS AND REGULATION**

**Between legitimate safety and a brake on innovation**

- Hidden costs: time, human resources and investments required to remain compliant.
- 'Standard mania': when bureaucracy stifles agility.
- Company testimonials: juggling local, European and international obligations.
- Turning constraints into opportunities: simplification, pooling and digitisation of compliance processes.
- Call for rationalisation: towards a balance between protection, competitiveness and innovation.

**Circulated at the following trade  
shows (besides regular circulation):**

- EPHJ, Genève (16-19.06.2026)
- STANZTEC, Pforzheim (16-18.06.2026)

Reports on: companies, machining, tooling, lubrication,  
components, services & exhibitions



## EUROTEC 4/2026 (n°467)

**Publication:** 01.09.2026

**Material deadline:** 14.08.2026



**Special Report**

### **TALENT SHORTAGE?**

**Training and technical skills: preparing the next generation of industrial workers**

- The shortage of skilled labour: current situation.
- Continuing education initiatives to keep pace with technological developments.
- Promoting technical professions to younger generations.
- School-business collaboration: new learning models.
- Testimonials from trainers and professionals undergoing retraining.

**Circulated at the following trade shows (besides regular circulation):**

- AMB, Stuttgart (15-19.09.2026)
- PARTS2CLEAN, Stuttgart (octobre 2026)
- MICRONORA, Besançon (29.09-02.10.2026)
- MOTTEK, Stuttgart (06-08.10.2026)
- BONDEXPO, Stuttgart (06-08.10.2026)
- FAKUMA, Friedrichshafen (12-16.10.2026)
- BIMU, Milano (13-16.10.2026)

Reports on: companies, machining, tooling, lubrication, components, services & exhibitions





## EUROTEC 5/2026 (n°468)

**Publication:** 05.11.2026

**Material deadline:** 15.10.2026

**Special Report**

### **HELP! NEW CUSTOMER REQUESTS**

**How to react when new requests  
become new constraints**

- 'Special requests': when customers impose new constraints.
- How the industry is adapting its flexibility to meet atypical needs.
- À la carte' innovations: customisation, small batches, shorter lead times.
- Case studies: from outlandish requests to new market standards.
- Turning the unexpected into a lever for differentiation and growth.

**Circulated at the following trade  
shows (besides regular circulation):**

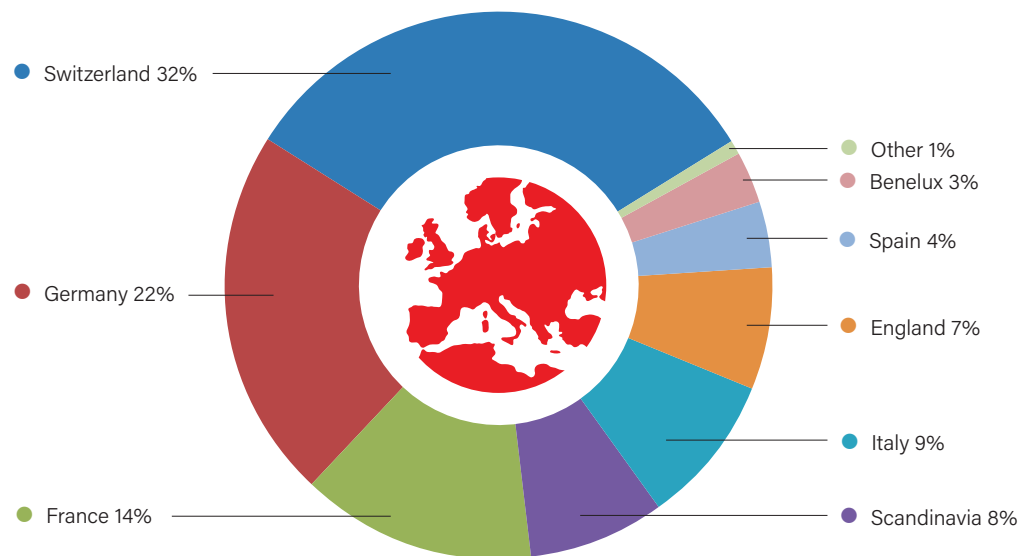
- ELECTRONICA, München (10.-13.11.2026)
- COMPAMED, Düsseldorf (16-19.11.2026)
- MEDICA, Düsseldorf (16-19.11.2026)
- INHORGENTA, Munich (February 2027)

Reports on: companies, machining, tooling, lubrication,  
components, services & exhibitions

## READERSHIP

Print issue – 10,000 copies

### Eurotec – Geographical breakdown



## Circulation

### One single, targeted, trilingual media

Written in French, German and English, EUROTEC is distributed as a print magazine throughout Europe (Switzerland, Germany, France, Scandinavia, Italy, England, Spain, Benelux), as well as online. It covers the latest developments in the fields of machine tools, metalworking, metrology, automation, programming, surface treatment, additive manufacturing and process digitisation.

It is aimed specifically at decision-makers, purchasing managers and workshop managers in companies active in high precision microtechnology. It is also distributed regularly at major trade fairs and industry events in Switzerland and Europe.

Each issue features an in-depth report on a topical subject, accompanied by articles on tools, machining, automation, services, trade fairs and company profiles.

# Advertising rates

## Print

1/1 Page Ad (210x297mm) or 2/1 Page Highlight: CHF 4,920

1/2 Page (vert. 90x267mm/ horiz.185x130mm): CHF 2,940

1/3 Page (vert. 58x267mm/ horiz. 185x85mm): CHF 2,440

1/4 Page (vert. 90x130mm/ horiz. 185x62mm): CHF 1'790

Loose Insert (< 20g): CHF 4,515 + shipping costs (recto/verso insert supplied by advertiser, max. size 204x291mm)

Included for all ads at no extra cost: 1 leaderboard banner for two months

## Web

Logo (150x100 px): CHF 150 per month

Banner top leaderboard (945x240 px): CHF 990 per month

Banner leaderboard (728x90 px): CHF 660 per month

Banner on newsletter (945x240 px): CHF 350 (1x)

Swiss announcers: +TVA/MWST

### Frequency Discount

3 in 1 year: - 20%

5 in 1 year: - 25%

10 in 2 years: - 30%

# Printing & Format

**Offset – A4 – 210 x 297mm**

**Printing Material:** PDF file, min 300 dpi, CMYK

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