



# corte & conformação de metais

"THE MAGAZINE FOR WHO THOSE  
WORK WITH TUBES AND SHEET METALS"

Magazine CORTE & CONFORMAÇÃO DE METAIS – MediaKit 2016

The magazine **CORTE & CONFORMAÇÃO DE METAIS** deals with engineering and manufacturing of workpieces made from sheet metal and tubes. In addition, it also covers material preparation, joining (welding, riveting) and surface treatment (pre-coating, coating, finishing, painting).

## TOPICS

- **Sheet forming**
  - cutting
  - bending & folding
  - deep drawing
  - pressure forming
  - spinning, etc.
- **Tube processing**
- **Related processes**
  - material preparation
  - material handling & storage
  - fastening (welding, screw, rivets)
  - surface treatment (pre-coating, coating, finishing, painting, galvanoplasty)
  - quality control
- **Soldagem**
  - equipamentos
  - consumíveis
- **Raw material**
- **Molds**
- **Subcontractors**

## DISTRIBUTION

The magazine is distributed **free of charge** throughout **Brazil** to qualified professionals at companies where metal forming & fabricating, as well as tube processing, represent a major shop-floor activity.

## EDITORIAL CONTENTS

- Technical articles by Brazilian and international authors
- Editorial cooperation agreements with the magazines:
  - **Form+Werkzeug** - Carl Hanser Verlag, München - Alemanha
  - **Schweissen und Schneiden** e **Der Praktiker** - DVS Media GmbH, Düsseldorf - Alemanha
  - **Welding Journal** - AWS - American Welding Society
- News: new technologies, new products.
- Preview of national trade fairs (Corte & Conformação, Expomafe, Feimec, Mecânica, Feimafe, Feinox, Tubotech) and international ones (Euro Blech, Fabtech, Lamiera, Welding Essen, Wire & Tube).
- Job shops directory: stamping, surface treatment, cutting and forming etc.
- Suppliers guide for sheet metal; tubes; cutting, forming and welding machines; painting equipment and others.

FREQUENCY: **MONTHLY**

CIRCULATION: **12,000 COPIES**

Access online magazine: [www.arandanet.com.br/ccm](http://www.arandanet.com.br/ccm)





Profile (base: 2015 - average)

## READERSHIP

President, partner	602
Director	6,968
Manager	2,818
Supervisor, chief engineer and in charge	667
Engineer, technician and machine operator	481
Teacher, researcher, others	187
<b>TOTAL</b>	<b>11,723</b>

## INDUSTRIAL BRANCHES

Air and water treatment	385
Autoparts suppliers	817
Boiler shop	653
Metal sheet, plates, blocks and tubes suppliers	789
Civil construction	322
Cutting and bending sheet metal for others	1,493
Industrial kitchens	152
Home appliances	221
Metal packaging	92
Stamping job shop	768
Tooling	354
Fitness	46
Health care, medical, dental and veterinary equips & products	194

Schools	142
Machines, equipments, accessories and softwares for forming & fabricating	1,494
Off-road trucks, agricultural machinery & implements	506
General machines	585
Electrical, electronics & telecom industries	706
Car, trucks, buses, bykes & motorcycles makers	103
Furniture general	236
Material handling	133
Painting (cabins, stoves)	53
Operational safety (PPE systems for machines)	28
Transportation (aeronautic, railway and naval)	151
Surface tratment (supplies, products & services)	248
Treatment of air and water	136
Union and Welding (inputs, machinery and services)	69
Home utensils	97
<b>TOTAL</b>	<b>10,973</b>

## GEOGRAPHICAL BREAKDOWN – BRAZIL

NORTH	NORTHEAST	MIDDLE WEST	SOUTHEAST	SOUTH
Acre 1	Alagoas 10	Distrito Federal 25	Espírito Santo 99	Paraná 955
Amapá 2	Bahia 167	Goiás 103	Minas Gerais 904	Rio Grande do Sul 1.102
Amazonas 46	Ceará 72	Mato Grosso 18	Rio de Janeiro 405	Santa Catarina 732
Pará 16	Maranhão 9	Mato Grosso do Sul 29	São Paulo 6.112	
Rondônia 5	Paraíba 17			
Roraima 1	Pernambuco 109			
Tocantins 5	Piauí 11			
	Rio Grande do Norte 11			
	Sergipe 7			
Número de empresas que recebem a revista: 10.973				



## 2016

### JANUARY

#### **SPECIAL: Sheet metal stamping companies directory**

##### ARTICLES:

Laser/GMA hybrid welding with the aid of low-energy arcs

Simulation approach for the evaluation of the quasi-static strength of welded mixed material joints

##### GUIDES:

► **Magnetic lifters**

### FEBRUARY

##### ARTICLES:

Improving the process reliability of the combined spot welding and adhesive bonding of aluminium materials – establishing joint parameters for design and simulation

Low dilution, near-net-shape weld surfacing of hard-material reinforced Fe hardfacings using the regulated, energy-reduced GMA short arc technique

##### GUIDES:

► **Decoilers**

► **Welding smoke collectors**

► **Waterjet cutting companies' directory**

### MARCH

#### **SPECIAL: Feimec – Machinery and Equipment International Exhibition (São Paulo/SP, May, 3<sup>rd</sup> to 7<sup>th</sup>)**

##### ARTICLES:

Fundamentos metalúrgicos da união a laser

Perfil de propriedades da união de pinos e chapas por adesivo

##### GUIDES:

► **Metallurgical basics of laser joining process;**

► **Properties profile of adhesive-bonded studs**

► **Boiler work companies' directory**

##### EXTRA CIRCULATION:

► **FeiMec**

### APRIL

#### **SPECIAL: 31ª Feira da Mecânica - 31ª Mechanics Trade Fair (São Paulo/SP, May, 17<sup>th</sup> to 21<sup>st</sup>)**

##### ARTICLES:

Electron beam welding of duplex steels without fillers or post-weld heat treatment with combined multipool technology

Influence of imperfections on the load-bearing behaviour of spot-welded joints made of TWIP steels with high manganese contents

##### GUIDES:

► **Tube fabricating and bending companies' directory**

##### EXTRA CIRCULATION:

► **FeiMec**

► **Feira da Mecânica**





## Editorial calendar

### 2016

#### MAY

##### ARTICLES:

Special procedures in ultrasound-assisted welding  
Plasma hybrid welding with an integrated laser and sensor equipment

##### GUIDES:

- ▶ **Portable roll forming machines;**
- ▶ **Laser welding services providers;**
- ▶ **Grabs and grips for material handling**

#### JUNE

##### ARTICLES:

Thin metal sheets welding with reduced heat input

##### GUIDES:

- ▶ **Punch press tools;**
- ▶ **Pipe beveling machines;**
- ▶ **Masks and breathing equipment for welding operators**

#### JULY

**SPECIAL: Sheet metal cutting and bending companies' directory**

##### ARTICLES:

Grain structure in aluminium TIG welds  
Thin sheet joints designed for an appropriate operation

##### GUIDES:

- ▶ **Heavy machines moving devices (dollies/skates/toe jacks)**

#### AUGUST

##### ARTICLES:

Online molten pool diagnostics for monitoring the quality and avoiding defects during arc welding  
Clinchen joining of galvanized surfaces

##### GUIDES:

- ▶ **Holding ovens for stick electrodes;**
- ▶ **3D scanning systems;**
- ▶ **Press brake tooling suppliers**

#### SEPTEMBER

**SPECIAL: Tooling manufacturers for cutting and shaping sheet directory**

##### ARTICLES:

Adhesive bonding basics  
Experimental and numerical investigations into the influence of the shielding gas composition on the GMA spray arc process



## 2016

### GUIDES:

- ▶ **Stamping tools;**
- ▶ **Press feeding lines; resistance welding machines**

### OCTOBER

#### **SPECIAL: Plasma cutting companies' directory**

### ARTICLES:

Production of Ni based coatings by welding technologies

Factors influencing the angularity of the studs and FE modelling of distortion and residual stresses for common process variants of arc stud welding

### GUIDES:

- ▶ **Shear cut machines, cut to length and slitting lines tooling**

### NOVEMBER

### ARTICLES:

Decreasing the welding fume emissions caused by modern GMAW processes

Structural morphologies in the case of the resistance spot welding of aluminium/steel joints

### GUIDES:

- ▶ **Laser welding machines;**
- ▶ **Wire feeders and torches**

### DECEMBER

#### **SPECIAL: VII Metal forming and fabricating machines inventory**

### ARTICLES:

AC magnetic fields applied to improve the weld quality of laser-beam-welded aluminium joints

24th Euro Blech report (Hanover , Oct 25th to 29th)

Narrow gap welding applied to turbine production

### GUIDES:

- ▶ **Transfer systems;**
- ▶ **Stud welding machines**



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1/2	2,907.00
1/3	2,134.00
1/4	1,552.00
1/6	1,108.00

CLOSING DATE - INSERTION ORDERS:

1st of preceeding month

CLOSING DATE - MATERIAL:

15th of cover month

MATERIAL:

Digital file – resolution: 300 dpi or higher (at full size) – colour:

CMYK – format: TIFF/JPEG/EPS

CIRCULATION DATE:

1st fortnight of the cover month

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Advertise

## REQUIREMENTS FOR ELECTRONIC FILES

Our magazines are produced with computer-to-plate technology for all printed material, and advertisers must supply digital files, according to the following specifications.

### Platform: PC

**Media:** by e-mail (to [adfiles@arandanet.com.br](mailto:adfiles@arandanet.com.br), size limit 10 Mb), CD or Zip disk, with matchprint proof (SWOP preferred, [www.swop.org](http://www.swop.org))

1. PDF, should be distilled using Press Quality job options. Ensure all links are valid and images are 300 dpi CMYK tiffs or eps. Set the PDF compatibility to Acrobat 4 (PDF 1.3). Object level compression should be off, binding left, resolution of 2400 dpi. Down sample CMYK images over 330 dpi to 300 dpi. Use ZIP or CCITT compression, never JPEG. Embed all fonts.

Color settings to color management OFF and preserve transfer functions.

2. TIFF, 300 dpi minimum, CMYK for color ads, grayscale for B/W ads. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

3. EPS, convert all fonts to outlines. Use only CMYK images. Do not trap colors.

4. NATIVE, PageMaker, InDesign and Quark files are accepted, but may require additional time for processing. Include all fonts, images and a file list/report.

**File name:** write proper file extensions in the file name (.PDF, .TIF, .EPS, .QXD, .PMD, etc.). Do not use forward slashes, backslashes or quote marks in file name.

**Mechanica:** trim size is 210 x 280 mm. Extend all bleeds 5 mm past trim. Keep all essential material 10 mm from trim. Total density maximum <280%. Trapped files are not accepted. All color images must be 300 dpi CMYK tiff or eps with color management/embedded ICC Profiles OFF. Color cannot be guaranteed if any images must be converted to CMYK from other modes such as RGB or LAB. Unless otherwise requested, disks will be discarded.

**Color proofs:** at 100% with crop marks must accompany all electronic files.

Contract-quality color proofs matching SWOP standards (Matchprint, Kodak Approval, Cromalin) are preferred and required for color guidance on press. Laser or inkjet printouts may be accepted for content only. If color is not critical, and no color proof will be submitted for press guidance, the information must be in writing.

**Register marks:** film for color ads should have four centered register marks identical in each color located approximately 10 mm outside the "live" area of the ad. Where ads are less than full page (non-bleed) it may be necessary for the printer to remove the register marks before plating. Any removal of register marks required for page form assembly is the responsibility of the printer. Register marks should include solid lines at least 5 mm long on both axes. The lines should be precisely the same width (thickness) in each color.





Online advertise

## **SIZES AND PRICES FOR RELEASE ONLINE 2016** (measured in pixels)



### **ADE – Highlight Advertisement of the Issue**

(Advertisement by the cover of the magazine of the month)

**Period:** Maximum of 3 ads at an interval of 12 month

**Ad measures:** 380x169 pixels, maximum of 25 kb jpg/png

**Value:** US\$ 3,107.00 per issue

**Payment:** 15 days after publication



### **APG – Main Advertisement of the Buyer's Guide**

(Advertisement on the main page of the site)

**Period:** 12 months

**Ad measures:** 925x131 pixels, maximum of 75 kb jpg/png

**Value:** US\$ 1,243.00 per month (insertion of the banner also in the inner part of the guide)

**Payment:** 15 days after publication



### **AIG – Internal Advertisement in the Guide**

(Ad in the guide that directs to the company web site)

**Period:** 12 months

**Ad measures:** 925x131 pixels, maximum of 75 kb jpg/png

**Value:** US\$ 621.00 per month

**Payment:** 15 after publication



### **ASE – Advertisement in the Summary of the Issue**

(Advertisement on e-mail disclosure issue)

**Base:** 28,000 e-mails

**Period:** Maximum of 4 shots at an interval of 12 months

**Ad measures:** 200x1200 pixels, maximum of 110 kb jpg/png

**Value:** US\$ 3,107.00 per shot

**Payment:** 15 days after publication

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