- Sensors and measurement technology
- Control and drive
- Industrial communication
- Components and Software
- 3 Issues with special section
  Industrial Vision
AHEAD OF THE FUTURE

NETWORKING MEDIA – MAXIMIZING REACH

As a multimedia enterprise we offer companies operating nationally and internationally a media portfolio with an eye to the future covering all relevant channels.

Diversification of target groups, digitization and globalization are the basis for companies of the future. We are your reliable partner for these requirements now and in the future.
Title: INDUSTRIELLE AUTOMATION – Measuring and automation technology for design engineers and system integrators

Brief description: INDUSTRIELLE AUTOMATION provides independent, competent and practice-oriented information on the latest trends and classifies current developments in mechanical engineering, electrical engineering and the process industry. The focus is on the topics of sensor and measurement technology, control and drive technology, industrial communication and components in the foreground.

Target group: Developers and designers in the automation environment (OEMs), system integrators in mechanical and electrical engineering as well as production managers.

Frequency: 6-times a year

Format: A4, 210 × 297 mm

Issue: 36. edition 2024

Subscription prices:
- Domestic annual subscription incl. shipping costs € 65,-
- Foreign annual subscription incl. shipping costs € 70,-
- Retail price plus shipping costs € 13

Scope analysis: INDUSTRIELLE AUTOMATION = 6 issues 2022:
Overall scope: 420 pages = 100 %

86,0 % editorial section: 361 pages
14,0 % advertising section: 59 pages

Content-analysis of the editorial section: INDUSTRIELLE AUTOMATION 2022 = 361 pages
- Sensors and measurement technology 103 pages 28,4 %
- Components and Software 72 pages 19,8 %
- Control and drive 60 pages 16,5 %
- Industrial image processing 51 pages 14,1 %
- Industrial communication 45 pages 13 %
- Title, News, Editorial, Content 30 pages 8,3 %
### Advertising rates: (prices plus the applicable VAT)

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*Formats in bleed: plus 3 mm bleed allowance
All ads are to be delivered with bleed marks

### Ad Specials:

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Cover stitcher, banderole, tip-ons, bookmarks and other ad formats on request

**more Ad Specials at www.vereinigte-fachverlage.de**

We will be happy to provide you with an individual offer.

### Terms of payment:

Postbank Frankfurt/Main (BLZ 500 100 60)
Kto. 29 08-600, BIC/SWIFT: PBNKDEFF
IBAN: DE07 5001 0060 0002908600
Ust-Ident-Nr.: DE149063659

Payable within 30 days (occasional within 8 days) after receipt of invoice net.
2% discount for payment within 14 days.

**Contact:**
consulting, booking:
see page 14
THE PROMISE OF THE UNITED TRADE PUBLISHERS: WE GUARANTEE THE "DISTRIBUTION PLUS"

Our additional service for your external communication:

Your paid service + On top: free distribution plus through Vereinigte Fachverlage

PRINT-MAGAZINE + E-PAPER + WEBSITE + SOCIAL MEDIA

100,000+ TOTAL DISTRIBUTION

OUR MEDIA BRAND CHANNELS

PRINT-/ E-PAPER CIRCULATION
- IVW audit: certainty about the objectively determined data of the advertising media and the contractual execution of their execution of their advertising orders
- E-Paper Mailer
- Double opt-in addresses analogous to data protection regulations

WEB REACH
- Multi-Content

SOCIAL REACH
- Sales Posting

ALL TRADE JOURNALS PUBLISHED BY VEREINIGTE FACHVERLAGE ARE IVW-AUDITED.
Detailed information on the circulation and dissemination analysis and the recipient structure analysis can be found at: www.vereinigte-fachverlage.de
<table>
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<tr>
<th>Publication date Advertising deadline</th>
<th>Fairs/Events</th>
<th>Sensors and measurement technology</th>
<th>Control and drive</th>
<th>Industrial communication</th>
<th>Components and software</th>
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<td>02/29/2024 02/14/2024 Editorial deadline 01/15/2023</td>
<td>LogiMAT Stuttgart 03/19/03/21/2024 MSR Spezialmesse Frankfurt 03/20/2024</td>
<td>Transducers and Sensors: Force, torque, pressure, displacement, position, angle, length, inclination, laser measurement technology, distance, profile and thickness measurement Photoelectric sensors and proximity switches, identification technology, optoelectronic sensors, vision sensors, color sensors, cameras, RFID Measurement data acquisition and analysis: Data logger, signalconditioning, analysis and evaluation, visualization, energy data acquisition, software</td>
<td>Industrial Computing: Industrial PCs, Box PCs, control systems, PLC, CompactPCI, Embedded systems, communication modules, I/O components, mobile PCs</td>
<td>Communication standards, networks, Profibus, Profinet, AS-Interface, Single Pair Ethernet (SPE), OPC UA, Ethernet TSN, Industrial IoT, mobile communications, 5G, Manufacturing-X, software protection</td>
<td>Anschlusstechnik: Terminal, screw, connectors, relays, socket, PIC, circuit breakers, disconnectors, transformers, cables, energy supply chains, fieldbus terminals, switches, fastening elements and accessories</td>
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<tr>
<td>04/05/2024 03/19/2024 Editorial deadline 02/20/2024</td>
<td>embedded world Nuremberg 04/09/04/11/2024</td>
<td>Pressure, temperature, humidity, flow and level sensors, indoor measurement technology</td>
<td>Control technology: Soft PLC, hardware and software for measured value acquisition, control and regulation, programing and visualization, assemblies, networking, IPCs</td>
<td>Telecontrol and remote Maintainence: Control Monitoe Ring, Predictive maintenance, SCADA systems, diagnostics, visualization, mobile communication, industrial 5G, cloud computing, IoT</td>
<td>Safe automation: Safety PLC, Guard locking devices, Sensor, cable and system monitoring, signaling devices, light curtains, emergency stop buttons, software, safety controllers, sensors, UPS systems, applications, standards</td>
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<td>Process sensors and -measurement technology: Sensors and measurement technology for pressure and flow, level, flow, volume flow, leakage, temperature, humidity, infrared measurement technology, ultrasound, laser measurement technology, thermography, image processing, quality inspection Measurement technology and signal processing: Data loggers, recorders and displays, data processing, visualization, I/O modules Reports on the ACHEMA, Sensor + Test</td>
<td>Antriebsautomatisierung: Servomotoren, Getriebemotoren, Frequenzumrichter, Antriebe, Positionier-, Anlauf- und Bremssteuerungen, Drehzahl- und Drehmomentregler, Stellgeräte, Motion Control, automatisierte Konfiguration und Diagnose, CNC- Steuerungen, Robotik</td>
<td>Wireless Automation: Radio networks, mobile radio technologies, Ethernet, field buses, RFID, telecontrol and remote maintenance, web-based diagnostic systems, mobile systems, gateways, routers, Bluetooth, communication standards, WLAN, real-time solutions, antennas</td>
<td>Energy management and energy monitoring Software &amp; IT: Application software, Development software, CAD/CAE, process control technology, technical computing, cybersecurity, software protection and licensing, cloud solutions, digital twin</td>
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</table>

### sensors and measurement technology

**Symbols:**
- **E**: Electric
- **L**: Laser
- **M**: Magnetic
- **S**: Mechanical
- **R**: Optical
- **V**: Vision

**Topics:**
- Sensors, Transmitters, Probes for Temperature and Humidity Measurements
- Gas Analysis
- Volume Flow, Pressure, Leaks

**Areas:**
- Industrial Imaging Processing
- Data Acquisition and Visualization
- Industrial Computing

**Events:**
- **10/01-10/02/2024**: MSR Spezialmesse Ludwigshafen
- **10/08-10/10/2024**: VISION Stuttgart
- **10/29-10/31/2024**: SPS Nürnberg

### Special section IndustrialVISION

**Topics:**
- Cameras, Optics, Lighting
- Vision Sensors, Quality Assurance
- Inspection Systems, Thermography
- Embedded Vision, Optical Identification
- Color Measurement, Microscopy/Image Analysis
- Interfaces, Communication, AI, Software...

### The SPS edition - Smart Production Solutions - Components and systems from the world of smart and digital automation

**Pressure, Temperature, Humidity, Flow and Level Sensors**
- Measuring Technology

**Identification Technology in Automation**
- Data Acquisition, Analysis, and Visualization
- Data Logging, Signal Conditioning, Analysis and Evaluation, Monitoring, I/O Modules

**Industrial Computing**
- Industrial PCs, Box PCs, Control Systems, PLC
- Compact PCs, Embedded Systems, Communication Modules, I/O Components
- Fieldbus Components, Touch Panel PCs, Mobile PCs

**Bus Systems for Automation**
- Fieldbus Systems, Ethernet, ASI, CAN, Bluetooth, DeviceNet, EtherCAT, HART, Profinet, Sercos, CC-Link, IO-Link
- EtherCAT, Modbus-TCP, Ethernet Powerlink, EtherNet/IP, Wireless Concepts

**Software & IT**

**Enclosures and Control Cabinets**
- Compact Housing, Control Cabinets, Power Distribution, Operating and Display Systems, I/O Components, Connection Elements, UPS, Air Conditioning, Engineering, Connection Technology

**Energy and Data Transmission**
- Light Curtains, Optical Sensors, Safety Controllers, Pushbuttons, Guard Locking Devices, Emergency Stop, Sensor, Cable and System Monitoring, Access Management, Signaling Devices, Safety and Security, Applications, Standards...
**STAND-ALONE-NEWSLETTER**

With a stand-alone mailing, you benefit from maximum exclusivity. You reach your target group with your message directly in their mailbox. You provide the content input and information to the desired target group, we take care of the rest!

**EXCLUSIVELY FOR YOUR COMPANY:**
- Your Text
- Our Design
- Scalable address pool

**Price:**
- per receiver: € 0,75
- Set-Up costs: € 380,-

- plus the respective valid VAT, no discount possible, only delivery to of total subscribers possible. Further digital target group selections on request.
- Scalable and extended target group selections on request.

**Price list/Advertising**

**Advertising and Prices:** (prices plus the applicable VAT)

**SUPERBANNER**

**Format:**
- max. 30 KB
- 560 x 80 Pixels

**Prices:**
- first place: € 830,-
- all other: € 775,-

**CONTENT-AD**

**Format:**
- max. 30 KB
- Headline: 45 signs incl. spaces
- Text: 400 signs incl. spaces
- Picture: 255 x 163 Pixels (linkable to your content, e.g. video) marked as ADVERTISEMENT

**Prices:**
- first place: € 995,-
- all other: € 915,-

**File formats:**
- jpg, gif and png (not animated)

**Formats of Newsletter:**
- Multipart (HTML+Text)

**Delivery adress:**
- email to: druckunterlagen@vfmz.de

**Delivery date:**
- at least four working days prior placement

**Total distribution**
- Newsletter subscribers and Distribution via social media: 28,493 (as of 09/2023)

**E-PAPER MAILER**

You are looking for an extraordinary exclusive form of advertising in which you can place products to a specific target group? Here it is:

Your new advertising space in our E-Paper Mailer!

**Find out more on page 10.**
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ACHIEVE THE MAXIMUM ATTENTION OF OUR READERS!

E-PAPER MAILER

You are looking for an extraordinary exclusive form of advertising in which you can place products to a specific target group?

Here it is: Your new advertising space in our E-Paper Mailer!

Present your advertising banner on two exclusive positions, which offers you optimal reach and visibility.

With our E-Paper Mailer we send out the current issues of our trade magazines trade journals as e-paper to the interested target group.

1. PREMIUM MAILER-BANNER

Your message is placed in the midst of high-quality editorial content.

TECHNICAL SPECIFICATIONS:
560 x 80 px

Price: € 2,000,-

2. MAILER-BANNER

Your message will be placed in our E-paper mailings.

TECHNICAL SPECIFICATIONS:
560 x 80 px

Price: € 1,500,-

TOTAL DISTRIBUTION:
Newsletter recipients and distribution via social media: 28,493
as of 09/2023

We are pleased to present the new issue of INDUSTRIELLE AUTOMATION available to you today free of charge as an e-paper. Just click on the cover picture and look forward the following topic:

TITLESTORY
Connectors for all weather conditions

CONTROL AND DRIVE
How to automate competitive packaging machines

SPECIAL GREEN TECHNOLOGY
How environmental aspects and innovations can be strategically combined

I hope you enjoy reading
Nicole Steinicke
chief editor
n.steinicke@vfmz.de
At www.industrielle-automation.net you will find all the relevant information about industrial automation. Comprehensive product information and detailed application reports are presented clearly and value-oriented in the sections Sensors and Measurement Technology, Controls and Drives, Industrial communication and components and software. Current industry news, business and association information and management-related topics round off the information provided. www.industrielle-automation.net is therefore the ideal environment for your online advertising.

Target group: Entwickler und Konstrukteure im Automatisierungsumfeld (OEMs), Systemintegratoren in Maschinenbau und Elektrotechnik sowie Produktionsverantwortliche.

Formats and technical specifications
Data formats: gif, jpg or flash (link must be embedded in the flash file, no self-playing sound)
For Flash banners in swf format, a normal banner of the same size as a gif or jpg file must be supplied.

Data delivery address: via e-mail to: druckunterlagen@vfmz.de
Delivery date: at least 3 working days before the start of switching

Usage data
Page Impressions: 59,483 (08-01 2023 average mtl.)
Visits: 7,932

Price list/Advertising formats

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<td>3 Leaderboard</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>€ 305,-</td>
<td>€ 1.130,-</td>
</tr>
<tr>
<td>4 Half Page Banner</td>
<td>300 x 600</td>
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<tr>
<td>6 Square</td>
<td>300 x 300</td>
<td>40 KB</td>
<td>€ 245,-</td>
<td>€ 935,-</td>
</tr>
</tbody>
</table>

All banners run in rotation (max. 3 per space).

CONTENT MARKETING

SPONSORED ARTICLE
Reach: 59,483 Pls
Price: € 1,655,-

TECHNICAL SPECIFICATIONS:
Content: Teaser text 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format, Placing: Integration as a short report with link to original article with max. 2,000 characters

Discounts: No discount combination between print and website possible. Acceptance within 12 months (insertion year)
SOCIAL MEDIA MARKETING WITH

AS A MEDIA COMPANY, WE PROVIDE AN EXTENSIVE B2B NETWORK FOR ACCESS TO THE RIGHT SOCIAL MEDIA TARGET GROUPS.

You provide your content and we provide our high-reach networks.

This enables us to give you extended access to the desired target group, without any effort on your part and without tying up your own resources.

NETWORKS:

SOFT MEDIA MARKETING WITH

CONTENT MARKETING

SPONSORED POST

Reach: 15,000
Price: € 890,-

extended, scalable range on request

TECHNICAL SPECIFICATIONS:

Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format,
Placing: Integration as short report + link

CHOOSE YOUR REACH BOOSTER FOR NATIONAL AND INTERNATIONAL TARGET GROUP CLUSTERS IN SOCIAL MEDIA!

CONTACT YOUR TOPIC OR INDUSTRY TARGET GROUPS!

The social media network of Vereinigte Fachverlage with cross-industry media brands offers you a significant increase in reach in your target groups.

Choose from the national or international topic and industry clusters on offer or let us put together an individual campaign for you.

National distribution

<table>
<thead>
<tr>
<th>Konstruktion und Entwicklung</th>
<th>Antriebstechnik</th>
<th>Fertigung und Produktion</th>
<th>Intralogistik und Supply Chain</th>
<th>Automatisierungs-technik</th>
<th>Prozess-Industrie, Chemie- und Verfahrens-technik</th>
<th>Fluidtechnik, Hydraulik und Pneumatik</th>
<th>Umwelttechnik</th>
<th>Maschinenbau</th>
<th>Industrie 4.0</th>
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</thead>
<tbody>
<tr>
<td>90,000</td>
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Internationals distribution

<table>
<thead>
<tr>
<th>National distribution</th>
<th>International distribution</th>
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</thead>
<tbody>
<tr>
<td>90,000</td>
<td>1,4 Mio</td>
</tr>
<tr>
<td>80,000</td>
<td>750 k</td>
</tr>
<tr>
<td>80,000</td>
<td>1,2 Mio</td>
</tr>
<tr>
<td>70,000</td>
<td>1,4 Mio</td>
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</tr>
<tr>
<td>90,000</td>
<td>550 k</td>
</tr>
<tr>
<td>80,000</td>
<td>---</td>
</tr>
<tr>
<td>50,000</td>
<td>2,4 Mio</td>
</tr>
<tr>
<td>100,000</td>
<td>2,4 Mio</td>
</tr>
</tbody>
</table>

OUR TEAM WILL BE HAPPY TO ADVISE YOU! (contact see page 15)
NEW CONTENT MARKETING IN INDUSTRIELLE AUTOMATION

EFFECTIVE TARGET GROUP MARKETING - INNOVATIVE & INFORMATIVE

Place your content directly in the editorial environment of antriebstechnik and transport your message effectively to your target group. Benefit from the native integration of the high credibility and expertise of our brand.

SPONSORED ARTICLE
Reach: 24,877
Price: € 1,550,-

TECHNICAL SPECIFICATIONS:
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces)
+ 1 image in landscape format + link to website

SPONSORED CONTENT
Reach: 28,493
Price: € 1,720,-

TECHNICAL SPECIFICATIONS:
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces)
+ 1 image in landscape format + link to website

SPONSORED ARTICLE
Reach: 7,932 Visits / 59,483 PoS
Price: € 1,655,-

TECHNICAL SPECIFICATIONS:
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces)
+ 1 image in landscape format + link to website

SPONSORED POST
Reach: 15,000
Price: € 890,-

TECHNICAL SPECIFICATIONS:
Content: Text max. 400 - 500 characters (incl. spaces) + 1 image in landscape format

The content modules can be individually combined and expanded. Get in touch with us.

The prices are not AE-deductible and are subject to VAT.

CONTENT MARKETING CAMPAIGN

THE COMPLETE SOLUTION: PERFECT FOR YOUR PRODUCT AND BRAND MESSAGE

THE PACKAGE:
You book your content and receive distribution via four channels PRINT, NEWSLETTER, WEBSITE and SOCIAL MEDIA.
Benefit from the high total range.

ADDITIONAL VALUE, THAT CONVINCES:
- Ad-free presentation
- Content without AD blocker
- High reader acceptance
COMMUNICATE INTERNATIONALLY AND THROUGHOUT EUROPE IN YOUR FOCUS MARKETS!

WORLD OF INDUSTRIES is the key English-language media brand for your communication in target markets such as: Automation, Motion & Drives, Logistics, Smart Factory und Process Industry.

Reach out to decision-makers in design, development and production, logistics

TOP CATEGORIES AND TOPICS:

- Logistics
- Motion & Drives
- Automation
- Smart Factory
- Process Industry

NEW SPONSORED CONTENT / SPONSORED ARTICLE / SPONSORED POST

Paid and therefore guaranteed editorial publication on the desired date.

Your English-language content, product presentations, etc. are presented in editorial form on the website, and content publications are displayed temporarily on the homepage and permanently in the topic section.

SPONSORED CONTENT NEWSLETTER

Reach: 29,355
Price: € 1,880,-

TECHNICAL SPECIFICATIONS:
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website

SPONSORED ARTICLE WEBSITE

Reach: 10,838
Visits: 94,574 PI’s (Durchschnitt mtl.)
Price: € 1,600,-

TECHNICAL SPECIFICATIONS:
Content: Teasered article with 1,000 - 1,200 characters (incl. spaces) + 1 image in landscape format + link to website

SPONSORED POST SOCIAL MEDIA

Reach: 25,000
Price: € 1,325,-

TECHNICAL SPECIFICATIONS:
Content: Text max. 400 - 500 characters (incl. spaces) + 1 picture in landscape format

NEWSLETTER-RECIPIENTS: 29,355 EUROPE WIDE

<table>
<thead>
<tr>
<th>Advertising format</th>
<th>Size in Pixels</th>
<th>Data volume</th>
<th>Price first position</th>
<th>Price all others</th>
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<tbody>
<tr>
<td>Superbanner</td>
<td>560 x 80 Pixel</td>
<td>30 KB</td>
<td>€ 830,-</td>
<td>€ 775,-</td>
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<tr>
<td>Content-Ad’</td>
<td>400 Characters incl. spaces, image optional (linkable to your content, e.g. videos)</td>
<td>30 KB</td>
<td>€ 995,-</td>
<td>€ 915,-</td>
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</tbody>
</table>

www.world-of-industries.com

INTERNATIONAL Newsletter, Website, Social Media

VISITORS / TRAFFIC: 94,574 PAGE IMPRESSIONS – 10,838 Visits (08-01 2023 average mtl.)

<table>
<thead>
<tr>
<th>Advertising format</th>
<th>Size in Pixels</th>
<th>Data volume</th>
<th>Price / 1 Week</th>
<th>Price / 4 Weeks</th>
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<tbody>
<tr>
<td>1 Billboard</td>
<td>970 x 250</td>
<td>40 KB</td>
<td>€ 650,-</td>
<td>€ 2,355,-</td>
</tr>
<tr>
<td>2 Large Leaderboard</td>
<td>970 x 90</td>
<td>40 KB</td>
<td>€ 425,-</td>
<td>€ 1,700,-</td>
</tr>
<tr>
<td>3 Leaderboard</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>€ 305,-</td>
<td>€ 1,130,-</td>
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</tr>
</tbody>
</table>

SOCIAL MEDIA

REACH: UP TO 1 MILLION

<table>
<thead>
<tr>
<th>Advertising format</th>
<th>Distribution</th>
<th>Reach</th>
<th>Price in €</th>
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</thead>
<tbody>
<tr>
<td>Post</td>
<td>Across Europe</td>
<td>25,000</td>
<td>1,325,-</td>
</tr>
<tr>
<td>Post</td>
<td>International</td>
<td>100,000</td>
<td>2,800,-</td>
</tr>
</tbody>
</table>
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