



MEDIA KIT 2024

computer &
automation

computer-automation.de

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The media brand of automation for cross-media communication!

360°

For 25 years, the monthly automation magazine "Computer&Automation" has been a companion to the growing interconnectivity in the manufacturing and process industries, providing in-depth coverage of the convergence of IT and OT (Operational Technology).

The traditional topics encompassed by the automation pyramid, such as control technology, sensor technology, drive technology, and networking, have now expanded to include emerging trends like **Industry 4.0, Industrial IoT, sustainability, human-robot cooperation, safety & security, machine learning, and data analytics**. **Additionally, the magazine explores interoperability and real-time Ethernet (TSN), as well as IT technologies like edge & cloud computing.**

The publication presents the added value and benefits of these technologies in a neutral, sophisticated, and independent manner through user-oriented specialist articles. Reporting also includes insights into product innovations, market trends, and analyses.

The **interactive e-paper editions** of the monthly print magazine, enriched with videos, GIF animations, links to additional information, and podcasts, provide an enhanced reader experience.

For 25 years, the monthly automation magazine Computer&Automation has accompanied the increasing networking in the manufacturing and process industry and has been reporting in-depth on the fusion of IT and OT (Operational Technology).

360° communication.

Computer&Automation reaches its target group in a cross-media and networked way. With the trade magazine, the online platform computer-automation.de, the newsletters, the social media channels and the events, Computer&Automation is always present with the right information at the right time for its target group. Rely on the Computer&Automation media brand as a guarantee for successful cross-media communication!



Total distributed circulation:
58.158*
Of which extended e-paper:
45.272*

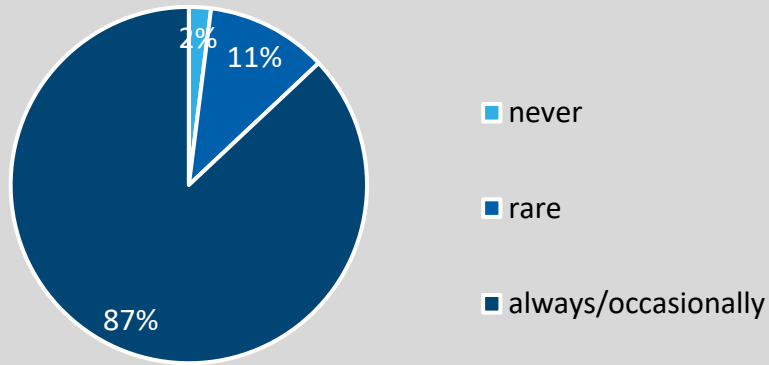


The current e-paper issue is actively distributed via the e-paper newsletter and also via the website computer-automation.de.

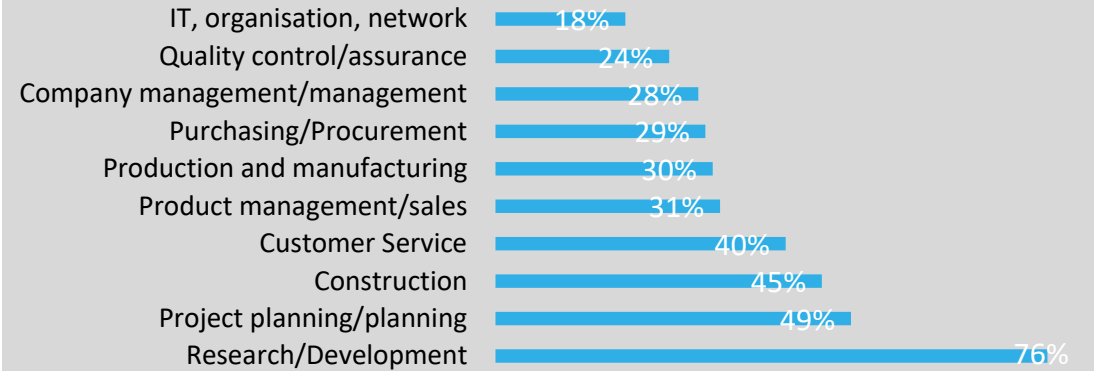
*Source: IVW Q2/2023

Target group

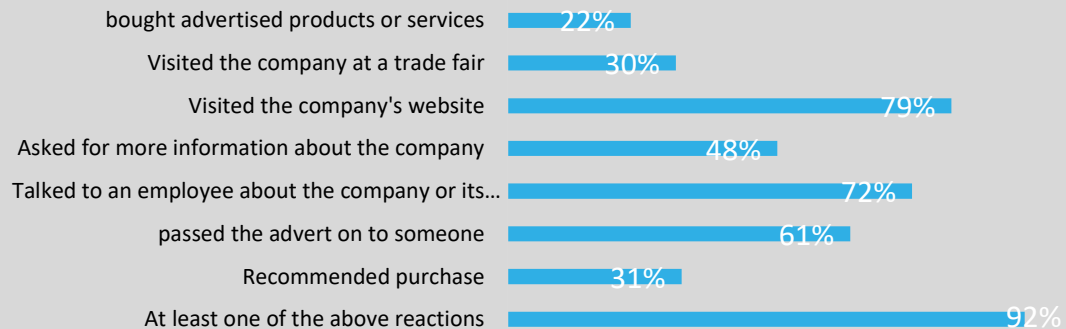
Attention to advertising



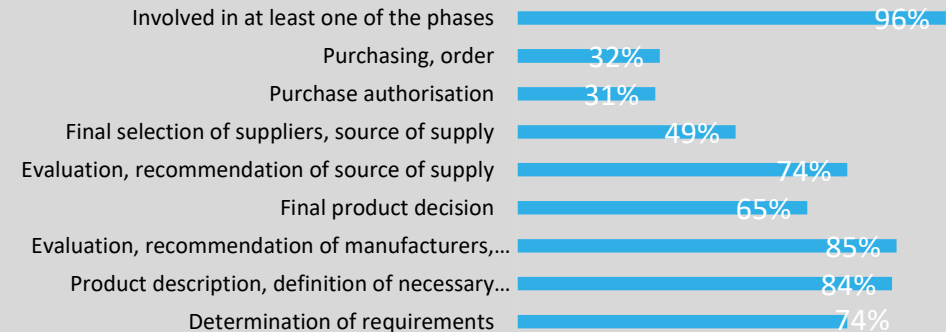
Focal area of work



Due to adverts in the Computer&Automation in the last 12 months ...



In which of the following processes are you involved in IT, automation, electronics or similar decisions, to whatever degree?



Target group/dissemination

Target group: Decision-makers in the user industries of the automation technology

Publication: monthly, 12 issues + 4 special issues (3 in the magazine) + trade fair newspaper THE OFFICIAL DAILY for SPS 2024

Booklet size: 230 mm × 297 mm

Year: 25th year 2024

Circulation: 25,719 copies

**Membership/
Participation:** [IVW](#)

Subscription prices:

Annual subscription print domestic 78.40 €, thereof 49.00 € magazine, 29,40 € postage

Annual print subscription abroad € 88.60, thereof € 49.00 magazine, € 39.60 postage incl. the current VAT.




Single issue print 7.50 €, incl. VAT, plus 3.00 € shipping costs

[Annual subscription digital e-paper \(domestic/abroad\) €24.99](#), incl. VAT, excluding shipping costs




[Single issue digital e-paper \(domestic/abroad\) €2.99](#), incl. current VAT without shipping costs



Topics / Dates 1st half-year 2024

Print edition with extended e-paper	Dates	In focus	In this issue	Special topic	Product display	Trade fairs & events
January 1 - extended E-Paper	FPD: 26.01.24 AD: 17.01.24 MD: 19.01.24	Artificial intelligence	Communication & Networking Security	Issue as e-paper	- Control technology - Sensors - Measurement technology	
	FPD: 30.01.24 AD: 19.01.24 MD: 22.01.24	Special edition: Screen Edition (e-paper)				
01/02-2024	FPD: 06.02.24 AD: 12.01.24 MD: 22.01.24	Distribution	Operate & monitor IoT platforms Software & IT	Robotics & Automation 	- Industrial PC - Fieldbuses, Gateways - Operating & monitoring/ HMI	
03-2024	FPD: 12.03.24 AD: 15.02.24 MD: 26.02.24	Intralogistics	Measurement technology & quality assurance Safety		- Cables and wires - Drive technology - Robot solutions	LogiMAT (19 - 21 March)
SH 01-2024		Special issue: Safety & Security			- Safety components - Security	
04-2024	FPD: 09.04.24 AD: 12.03.24 MD: 21.03.24	OT meets IT	sustainability Edge & cloud computing Sensors	Robotics & Automation 	- Trade fair innovations - Remote maintenance - Drive technology	embedded world (09. - 11.04.) Hanover Fair (22. - 26.04)
05-2024	FPD: 07.05.24 AD: 10.04.24 MD: 19.04.24	Agriculture Mobile Automation	Drives & motors Electromechanics Communication & Networking		- Communication & Networking - Embedded computing - Digital twin	IFAT (13. - 17.05.)
06-2024	FPD: 04.06.24 AD: 06.05.24 MD: 16.05.24	Process industry Food & Beverage	Control & regulation Image processing Measurement technology	Robotics & Automation 	- Codesys products - Measurement technology - IoT platforms	Achema (10. - 14.06.) pcim (11 - 13 June) Sensor + Test (11. - 13.06.)
SH 02-2024		Special issue: Sensor & Vision			- Sensors - Image processing - Machine Vision	

Topics / Dates 2nd half-year 2024

Print edition with extended e-paper	Dates	In focus	In this issue	Special topic	Product display	Trade fairs & events	
07-2024	FPD: 02.07.24 AD: 06.06.24 MD: 17.06.24	Energy management	Power supply IoT platforms Software & IT	With Copytest digital	- Fieldbuses, gateways - Condition monitoring - Industrial PC		
08-2024	FPD: 06.08.24 AD: 11.07.24 MD: 22.07.24	Electromechanics	Single Pair Ethernet Drive technology Operating & monitoring	Robotics & Automation 	- Robot peripherals - Cameras - Operating & monitoring/HMI		
09-2024	FPD: 03.09.24 AD: 07.08.24 MD: 19.08.24	Automated machine tool	Safety Control & regulation Security		- Plug connector - Rotary encoder - CAD, CAE	SPS America/IMTS (09. - 14.09.)	
SH 03-2024		Special issue: Communication & Networking			- Single Pair Ethernet - Remote maintenance/remote control - OPC UA		
10-2024	FPD: 01.10.24 AD: 05.09.24 MD: 16.09.24	Machine Vision	Software & IT Edge & Cloud Computing Remote Maintenance	Robotics & Automation 	- Control systems - Measurement technology - Image processing	TSN/A Conference (01.+ 02.10.) Motek (08. - 11.10.) Vision (08. - 10.10.)	
11-2024	FPD: 05.11.24 AD: 09.10.24 MD: 18.10.24	Drive technology	Electromechanics Operating & monitoring / HMI Measurement technology & sensors	SPS - The preview	- Switch cabinets - Drive technology - Trade fair innovations	SPS (12. - 14.11.) electronica (12. - 15.11.)	
	FPD: 12 - 14.11.24 AD: 18.10.24 MD: 25.10.24	THE OFFICIAL DAILY 2024 - The official trade fair daily newspaper for SPS 2024				Official media partner  smart production solutions 2024	
12-2024	FPD: 10.12.24 AD: 14.11.24 MD: 25.11.24	Products of the year 2025		Robotics & Automation 	- I/O modules - TSN		

Topic matrix

Advertising in the editorial environment

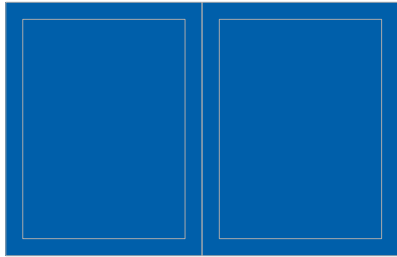
Month Issue	01/2024	02/2024	03/2024	04/2024	05/2024	06/2024	07/2024	08/2024	09/2024	10/2024	11/2024	THE OFFICIAL DAILY	12/2024
Drive technology Frequency inverters, gearboxes, geared motors, intelligent drives, complete drives, couplings, linear axes, linear drives, motors, motor protection/motor monitoring, pump drives, soft starters, contactors, swivelling drives, servomotors, actuators, final control elements, valve terminals		✓			✓	✓	✓		✓		✓	✓	✓
Operating & monitoring / HMI Displays, augmented/virtual reality, displays, distributed control systems (DCS), input devices, handhelds, HMI architectures, HMI software, control systems/process control systems, panel PCs, SCADA systems, smartphones, tablets, keyboards, stationary and mobile terminals, touch panels, visualisation systems, wearables	✓		✓		✓	✓		✓		✓	✓	✓	✓
Image processing 3D, lighting, embedded vision, hardware, (smart) cameras, robot vision, software, systems, vision sensors		✓		✓	✓	✓	✓		✓	✓	✓	✓	✓
Electromechanics / Interface technology Control and signalling devices (horns, indicator lights, switches, buttons), I/O modules, EMC components, Ex barriers, Ex-i isolating switch amplifiers, enclosures, limit value switches, installation/wiring concepts (Ex/non-Ex), cables, terminals, climate control components, coupling modules, transducers, terminal blocks, relays, remote I/O, control cabinets, drag chains, safety components (e.g. emergency stop, signal converters, power supply isolators, connectors, isolating stages). (e.g. emergency stop), signal converters, power supply isolators, connectors, isolators		✓		✓	✓		✓	✓			✓	✓	✓
IoT platforms / embedded systems Real-time operating systems, cloud computing, computer boards, edge/fog computers, embedded Linux, embedded PCs, industrial computers, complete IPC systems, mobile PCs, rugged PCs, single board computers	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓
Measurement technology & quality assurance Data loggers, EMC measuring devices, hardware and software for data acquisition, calibration, measurement technology cards, measurement technology software, measuring transducers, multimeters, oscilloscopes, PC-based measurement technology, portable measuring devices, (process) recorders, testing and calibration devices, recording devices, thermography	✓		✓	✓	✓		✓			✓	✓	✓	✓
Robotics & Mechatronics Axis modules, human-robot collaboration/cooperation (HRC), mobile robotics, assembly systems, profiles, robot safeguards, robot peripherals, robot controllers, robot systems, clamping and gripping technology, transfer systems, valves, cylinders		✓		✓	✓	✓		✓		✓	✓	✓	✓

Topic matrix

Advertising in the editorial environment

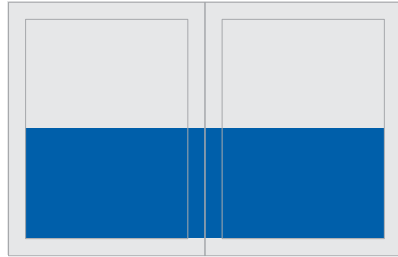
Month Issue	01/2024	02/2024	03/2024	04/2024	05/2024	06/2024	07/2024	08/2024	09/2024	10/2024	11/2024	THE OFFICIAL DAILY	12/2024
Safety Functional safety, light curtains, safety components (e.g. emergency stop), safety-related networking, safety sensors/actuators, safety PLC/controller	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Security Cyber security/industrial security, firewalls, hardware and software components	✓		✓		✓	✓	✓		✓		✓	✓	✓
Sensors Rotary encoders, encoders, identification systems (barcode, RFID), I/O link, transducers, proximity switches, optical sensors (e.g. light barriers), sensors for measured variables (distance, speed, pressure/differential pressure, flow, colour, humidity, fill level, gases, conductivity, pH/redox, temperature, vibration, volume/mass flows), actuators, angle encoders	✓	✓		✓	✓		✓		✓		✓	✓	✓
Software/IT solutions for production and development Asset management, automation framework, batch/batch management, BDE/BDV, big data (analytics), CAD, CAE, CAM, cloud in industry, data analyses, databases, EDM/PDM, ERP, engineering (expansion, commissioning, modernisation, project planning), maintenance/servicing, IoT software, IT network, artificial intelligence (machine learning, deep learning, etc.), managed services, manufacturing execution system (MES)	✓		✓	✓	✓	✓		✓		✓	✓	✓	✓
Controls & regulations CNC control systems, edge controllers, hybrid control technology, intelligent I/O modules, logic modules, motion control, PAC, PC control systems, controllers, PLCs, PLC software, software, safety-related control systems	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓
Power supply Energy management, energy monitoring, (top-hat rail) power supply units, UPS systems, converters			✓	✓	✓	✓		✓			✓	✓	✓
Networking & communication Networking & communication 5G technology, AS-i, Bluetooth, CAN variants, (cloud) portal solutions, condition monitoring, Devicenet, Ethercat, Ethernet/ TSN, fieldbus couplers, remote maintenance, telecontrol, Foundation Fieldbus, gateways, HART, I/O-Link, IoT gateways/protocols, communication modules (radio data transmission), LON, M2M systems, Modbus, Ethernet-based network architectures, network security, OPC UA, Powerlink, predictive maintenance, Profibus, Profinet, routers, Sercos, safety-related networking, software systems, switches, wireless variants, WLAN	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓

Ad formats



2 x 1/1 over gutter with bleed

460 mm x 297 mm*



2 x 1/2 over gutter

460 mm x 154 mm*
425 mm x 131 mm



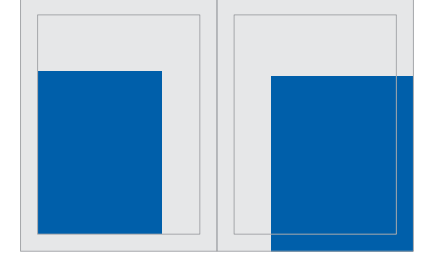
1/1 page

230 mm x 297 mm*
195 mm x 262 mm



3/4 page horizontal 3/4 page vertical

230 mm x 214 mm* 149 mm x 297 mm*
195 mm x 196 mm 141 mm x 262 mm



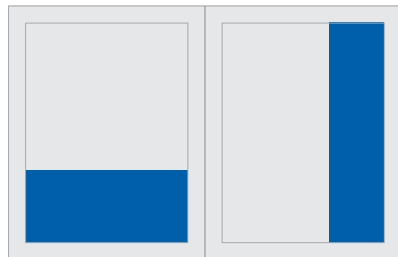
Junior Page

148 mm x 213 mm*
140 mm x 190 mm



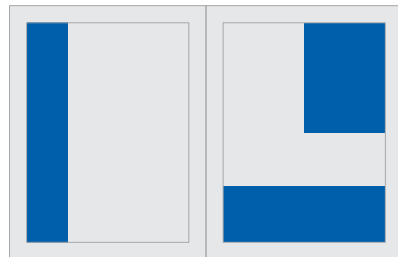
1/2 page horizontal 1/2 page vertical

230 mm x 154 mm* 112 mm x 297 mm*
195 mm x 131 mm 95 mm x 262 mm



1/3 page horizontal 1/3 page vertical

230 mm x 110 mm* 72 mm x 297 mm*
195 mm x 87 mm 61 mm x 262 mm



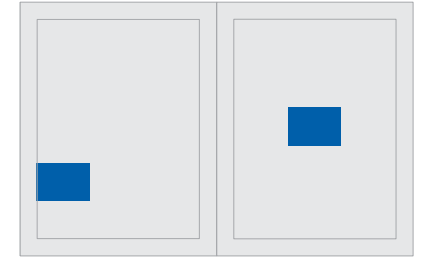
1/4 page vertical 1/4 page square

53 mm x 297 mm* 112 mm x 143 mm*
45 mm x 262 mm 95 mm x 131 mm



1/8 page vertical 1/8 page square

53 mm x 139 mm* 112 mm x 68 mm*
45 mm x 131 mm 95 mm x 65 mm



Island display

60 mm x 50 mm

1/4 page horizontal

230 mm x 88 mm*
195 mm x 65 mm

1/8 page horizontal

230 mm x 38 mm*
195 mm x 33 mm

Dimensions width x height

* bleed format: 5 mm bleed allowance on the open sides

Please send advertising material by e-mail to:

DISPO.computerautomation@wekanet.de

Print advertising rates

Advertising rates and formats (excluding VAT)

Advertising price list valid from 01.01.2024

Format	Base price b/w	Base price 2-coloured	Base price 3-coloured	Base price 4-coloured
1/1 page	7,475 €	8,560 €	8,990 €	10,380 €
3/4 page	5,610 €	6,750	7,300 €	7,840 €
Junior Page	4,200 €	5,040 €	5,460 €	5,890 €
1/2 page	3,740 €	4,515 €	4,870 €	5,230 €
1/3 page	2,510 €	2,990 €	3,255 €	3,490 €
1/4 page	1,890 €	2,280 €	2,430 €	2,625 €
1/8 page	975 €	1,100 €	1,195 €	1,320 €
Island display	2,170 €			
1/4 page product advert				730 €
Cover picture + cover story				11,650 €
Cover pages U2 & U3				11,235 €
Cover page U4				11,400 €
Extended E-Paper:				
Your advert booked in the print edition will also appear in the corresponding extendend e-paper edition. The general advertising price list applies.				

Discounts

If purchased within 12 months (insertion year)

Colouring scale Quantity scale						
from 3	Displays	3 %	from 3	Pages	10 %	
from 6	Displays	10 %	from 6	Pages	15 %	
from 9	Displays	15 %	from 9	Pages	20 %	
from 12	Displays	20 %	from 12	Pages	25 %	

Complete inserts and bound inserts are counted as one page towards the quantity scale.

Special forms of advertising

Special advertising formats (covers, flaps, inserts, bound inserts, etc.)
Prices and formats see from page 12 onwards

E-Paper NEW

[In all e-paper editions of our print editions you can optionally multimedia content can be integrated into your advertising medium.](#)

Video integration	300 €
GIF animation	300 €
Survey	from 500 €
Picture gallery	700 €

Surcharges

Placement	For placements requested and confirmed by the publisher, we charge a surcharge of 10 % of the basic price (but at least € 200)
Colour	Prices quoted are for Euroscale, surcharge for special colours on request
Format	Surcharges for bleed and gutter printing are not charged

Classified adverts

The format-bound prices apply. A double insertion of the same job advert in the following issue is discounted by 25 % on the basic advertising price.

Terms of payment
 Direct debit with 2% discount, 10 days net

 Bank Details: HypoVereinsbank, München
 IBAN: DE 54 700 20 27 0001 002 1500
 BIC: HYVEDEMMXXX

Special forms of advertising E-Paper

The interactive e-paper experience!

All our issues are published in print and as an 'extended e-paper.' This provides both us and you with the opportunity to enhance editorial content, as well as advertisements and special advertising formats, with interactive elements. The integration of multimedia content into specialist reports, interviews, and product news creates an interactive user experience for our readers.

You can also showcase your advertising designs in the Computer & Automation e-paper editions, benefiting from new multimedia options and professional reading functions.



For surcharges on prices see page 11	Video integration	GIF animation	Survey	Picture gallery	YouTube video*
	300 €	300 €	from 500 €	700 €	1,900 €

Displays including video integration

Adverts including integration of your individual survey

We are happy to support you with the design and take care of the technical realisation.

Publication of your video

Send us your video file or a YouTube link along with a brief description, and we'll take care of the rest!

Advertisements including integration of your picture gallery

Enhance your advertisement by including an image gallery to provide readers with additional impressions of your promoted solutions.

*No ad booking necessary

Screen Edition 2024 - the new e-paper

NEW

The 'SCREEN EDITION 2024' of Computer & Automation will be published for the first time in January 2024. This special e-paper is regularly updated, serving readers as an up-to-date industry guide throughout the year, divided into 12 categories.

Choose your suitable product category and use the new e-paper to showcase your latest videos or specifically draw the reader's attention to your portfolio and offers.

The 'SCREEN EDITION 2024' will be promoted to the relevant target group through a long-term campaign via newsletters, the website, banners, social media, and advertisements in the print editions of Computer & Automation.

The 'SCREEN EDITION 2024' includes the presentation of your [matchmaker profile](#), including a clickable website, or your advertorial in connection with your video news on a 1/1 page each. The optional flat rate gives you the opportunity to update your video content at any time.

Option 1: Advertorial + video news

- ✓ Illustration on 1/1 page
- ✓ Headline + teaser text
- ✓ Main text
- ✓ Social media buttons
- ✓ Video
- ✓ Optional video flat rate (your video content can be updated at any time over a period of 12 months)

1,900 € / 2,900 € with flat rate

Option 2: matchmaker + live website

- ✓ matchmaker profile with all services incl. 2 keywords
- ✓ Presentation of the profile including integration of the clickable live website of your premium entry in the e-paper
- ✓ incl. update flat rate (with every update of your Premium entry, we also update the live website in the e-paper)

3,900 €

Option 3: Advertorial + video news + matchmaker + live website

- ✓ All services from options 1 and 2
- ✓ Video flat rate (your video content can be updated at any time over a period of 12 months)
- ✓ Including promotion of your videos via our LinkedIn channel and on computer-automation.de

5,900 €



Option 4: Advertorial + video news

- ✓ Illustration on 1/2 page
- ✓ Logo
- ✓ Text
- ✓ Address data
- ✓ Social media buttons
- ✓ Video

5,900 €

[Enlarge pattern](#)

Copytest digital

NEW

Whether on a computer, smartphone, or tablet, Computer&Automation's e-papers are accessible anytime and anywhere, making them particularly appealing to our readers due to their location independence. Our new digital copy test will assess how well your advertisements are received and their effectiveness in both the digital and optional interactive versions.

The digital copy test is scheduled for issue **07/2024**. Seize this opportunity and select from our various participation offers.

Advertising deadline: 06.06.2024

Format	Participation Copytest	Optional multimedia integration (GIF, video or similar, others on request)
≥ 1/2 page*	free of charge	300 €
≤ 1/3 page*	300 €**	300 €
Video only + short description	2,500 €**	--

*Base prices see page 10 | **Fixed price (not discountable)



High contact opportunity for advertising

Many advertisers already appreciate the digital counterpart to our print editions. And rightly so, as a study by BDZV and ZMG showed last year. A total of 10,983 readers of newspaper adverts were surveyed for the study and the advertising impact of printed and digital adverts was analysed and compared.

After dividing the target group into readers of printed editions only, readers with contact to the e-paper edition only and combined users who have read both variants. Both variants are used intensively: 92 per cent of print readers state that they have read at least half of all pages. The same applies to 89 per cent of e-paper readers and 95 per cent of combination readers.

Special print advertising formats



Title

Your product or solution on the front page and in editorial coordination as a multi-page cover story in Computer&Automation. Achieve maximum presence and visibility for your company, your solutions and your topic. Present your company as a know-how provider and (automation) partner.

11,650 €



Bound inserts

incl. postage share Calculation
requirement: 3 % subsidy

Price (total print run):

- 2-sided € 7,580
- 4-sided 10.300 €
- 8-sided 15.700 €
- 12-sided € 19,100
- 14-page and more on request



Example realisation

Supplements

Partial occupancy according to postcode or Nielsen areas or partial occupancy according to qualified addresses on request

- Minimum order amount: € 640
- Inserts over 25 g Price on request
- Calculation circulation: 3 % subsidy

(price up to 25 g, incl. postage)
7,700 €



Title flap

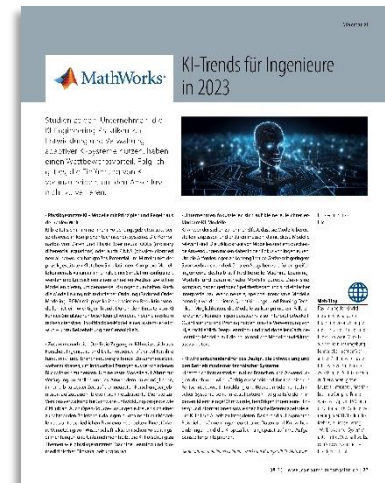
front: W 115 mm × H 227 mm
inside: W 115 mm × H 297 mm

17,100 €

All formats are available on request. Other special advertising formats are possible. Talk to your media experts.

Special print advertising formats

Example realisation



Banderole

Format: W 520 mm × H 100 mm + 5 mm bleed

Back 55 mm unprinted due to adhesive edge

19,260 €

Advertorial

Approx. 4,000 characters (without spaces), 1 to 2 images and optional logo

Incl. online publication, newsletter promotion + e-paper publication

Animation

1/1 page 9,890 €

Company portrait

Only possible in special issues

You provide us with the necessary data, we take care of the layout for you.

1/1 page 2,600 €
1/2 page 1,575 €
1/4 page 980 €

Product adverts

You provide us with the necessary data, we take care of the layout for you.

Pure image motif: 89 mm × 100 mm

Text advert without image: max. 2,250 characters

Text advert with image: max. 1,750 characters

1/4 page 730 €
incl. website and social media publication 900 €
Topics see page 16

All formats are available on request. Other special advertising formats are possible. Talk to your media experts.

Special forms of advertising



Social media adverts

Advertise your social media channels using our standardised template, which can be animated on request, and lead directly to your desired network with a click. Simply send us your data and images and we will take care of the layout for you, including optional moving images:

- Description text with 320 characters incl. spaces
- Logo (max. width: 55 mm)
- Image 55 × 30 mm
- Video URL or GIF file
- Specify the desired network.

Social media adverts can be booked in the "SCREEN EDITION 2024" (see page 12).

550 €

Post-it

The self-adhesive sticky note, which can be removed without leaving a trace, stands out thanks to its placement directly on your advert. The reader can remove the post-it and use it as a reminder.

Format: 82 mm × 70 mm

The Post-it can be printed on your advertising motif from the format of a 1/2 page. Further options on request.

Including production and printing € 5,900

Question of the month

Is the opinion of our readers important to you? We publish your individual question in the current affairs section of the desired issue and guide the reader directly to the short survey via URL and QR code (max. three questions and five answer options each). The question of the month can be clicked directly in the e-paper.

The survey is presented with the note "The question of the month is presented to you by [company name]".

Incl. technical handling of the survey, newsletter and social media promotion.

1,890 €

Product adverts

Print edition with extended e-paper	Dates	Product display
January 1 - extended E-Paper	FPD: 26.01.24 AD: 18.01.24 MD: 23.01.24	- Control technology - Sensors - Measurement technology
01/02-2024	FPD: 06.02.24 AD: 12.01.24 MD: 22.01.24	- Industrial PC - Fieldbuses, Gateways - Operating & monitoring/HMI
03-2024	FPD: 12.03.24 AD: 15.02.24 MD: 26.02.24	- Cables and wires - Drive technology - Robot solutions
SH 01-2024		- Safety components - Security
04-2024	FPD: 09.04.24 AD: 12.03.24 MD: 21.03.24	- Trade fair innovations - Remote maintenance - Drive technology
05-2024	FPD: 07.05.24 AD: 10.04.24 MD: 19.04.24	- Communication & Networking - Embedded computing - Digital twin
06-2024	FPD: 04.06.24 AD: 06.05.24 MD: 16.05.24	- Codesys products - Measurement technology - IoT platforms
SH 02-2024		- Sensors - Image processing - Machine Vision

Print edition with extended e-paper	Dates	Product display
07-2024	FPD: 02.07.24 AD: 06.06.24 MD: 17.06.24	- Fieldbuses, gateways - Condition monitoring - Industrial PC
08-2024	FPD: 06.08.24 AD: 11.07.24 MD: 22.07.24	- Robot peripherals - Cameras - Operating & monitoring/HMI
09-2024	FPD: 03.09.24 AD: 07.08.24 MD: 19.08.24	- Plug connector - Rotary encoder - CAD, CAE
SH 03-2024		- Single Pair Ethernet - Remote maintenance/remote control - OPC UA
10-2024	FPD: 01.10.24 AD: 05.09.24 MD: 16.09.24	- Control systems - Measurement technology - Image processing
11-2024	FPD: 05.11.24 AD: 09.10.24 MD: 18.10.24	- Switch cabinets - Drive technology - Trade fair innovations
12-2024	FPD: 10.12.24 AD: 14.11.24 MD: 25.11.24	- I/O modules - TSN

Present your products, solutions, and services in various issues and special editions of Computer & Automation at attractive fixed prices! Product advertisements will appear in a standardized layout, including your company logo and desired contact details. We will, of course, take care of the layout for you.

Pure image motif: 89 mm × 100 mm or

- Text advert without image: max. 2,250 characters or
- Text advert with image: max. 1,750 characters

730 €

Pilz GmbH & Co. KG

Schutzraumüberwachung in rauen Einsatzbedingungen

- ▶ Unempfindlichkeit gegen Staub, Schmutz, Regen, Licht, Funkenflug, Damp und Erschütterungen
- ▶ Für alle Anwendungen bis zur Sicherheitskategorie Kat. 3/PL d nach EN 13849-1 – auch für die Robotik einsetzbar
- ▶ Bereichsabsicherung und Hintertretschutz mit Wiederanlaufsperr
- ▶ hohe Flexibilität dank optimierter Sensorausrichtung, Reihenschaltung individueller Schutzraumkonfiguration
- ▶ sicheren Komplettlösung mit dem Radarsystem PSENradar und der konfigurierbaren Kleinsteuerung PNOZmulti 2

Felix-Wankel-Str. 2 • D-73760 Ostfildern
Telefon: 0711-3409-0
Telefax: 0711-3409-133
info@pilz.com • www.pilz.com

PILZ
THE SPIRIT OF SAFETY

JUMO

Einfach digital

- Individuell anpassbares Gerätemenü für eine benutzerfreundliche Integration in unterschiedlichste Applikationen
- SPS-Funktion mit Programmierung über ST-Code inklusive Echtzeituhr und direktem Zugriff auf Bedienung und Display
- Planungssicherheit durch skalierbare Hardware mit Plug and Play
- Kommunikation via USB, Bluetooth, PROFINET, Ethernet und RS-485 (Modbus-Master/Slave TCP/RTU)
- Kalibrierung der Analogeingänge nach CQI-9 und AMS2750

More than sensors + automation

Modularer Ein-/Zweikanalregler mit SPS-Funktion
JUMO meroTRON

Willkommen bei JUMO. www.jumo.net

The Official Daily 2024

The only official trade fair newspaper



8 good reasons for your advertising presence:

The exclusive official trade fair newspaper for SPS: Exclusively published by the specialized editorial team of Computer&Automation, the official media partner of the trade fair organizer Mesago Messe Frankfurt. These editorial team provide high-caliber content with bundled expertise, making it the perfect source of information for all trade fair visitors.

Interactive e-paper! The only official daily newspaper for SPS is also published as an e-paper on computer-automation.de, elektroniknet.de, and markt-technik.de. Thanks to the interactive format, readers can be directed from your advert straight to your website and can even be inspired by your multimedia content on day 1.

Daily updated reporting: With independent editions on all three days of the trade fair, THE OFFICIAL DAILY provides up-to-the-minute reporting directly from SPS - smart production solutions.

International visitor address: THE OFFICIAL DAILY reports in German and English to inform international trade visitors about the trade fair news.

Changing motifs: Use the only official daily newspaper for your campaign and employ a different advertising motif for each of the three publication days.

With job market: THE OFFICIAL DAILY is the ideal platform for finding qualified specialists without wastage at the international meeting place for the automation technology industry.



30,000 copies - exclusively distributed:

THE OFFICIAL DAILY will be distributed exclusively to trade visitors and exhibitors in the entrance areas and throughout the exhibition grounds. This ensures the optimal distribution of 30,000 freshly printed copies.

200,000 newsletter recipients!

Each issue is sent to the newsletter recipients of WEKA Business Medien via stand-alone newsletters. Additionally, the e-paper edition is distributed through Mesago Messe Frankfurt GmbH channels and the social media channels of WEKA Business Medien.

Format	sw	2c	3c	4c
1/1	12,190 €	13,290 €	14,400 €	15,350 €
9/16 (junior page)	6,300 €	7,390 €	8,100 €	8,750 €
1/2 high	5,650 €	6,750 €	7,230 €	7,800 €
1/2 across	3,750 €	4,450 €	4,820 €	5,300 €
1/3 high				
1/3 transverse				
1/4 high				
1/4 across	3,050 €	3,400 €	3,710 €	3,950 €
1/4 2-column				
1/6 landscape	1,890 €	2,220 €	2,410 €	2,600 €
1/8 across	1,420 €	1,670 €	1,840 €	1,980 €
1/8 2-column				
Island display				6,980 €
Island display title				10,100 €
Flap				25,890 €
Supplement up to 25 g				11,600 €
Supplement up to 45 g				12,550 €
Centre binder 4-sided				14,700 €
Millimetre price	6.80 €	7.70 €	8.70 €	9.40 €

Prices (package price for all 3 days)

Publication dates:	12.11.2024 13.11.2024 14.11.2024
Advertising deadline:	18 October 2024 (for all three issues)
Print material deadline:	25 October 2024 (for all three issues)

Formats

Official media partner

sps

smart production solutions 2024

The Official Daily 2024

The integrated hall plan

Every issue of THE OFFICIAL DAILY comes with our floor plan, aiding visitors in navigating the exhibition center and offering you the chance to attract attention to your exhibition space. Print run: 30,000 copies.

A connecting line guides directly to your stand, and your company name is highlighted in color in the overview.

Moreover, your logo can be animated via GIF in the e-paper version of the floor plan.

With 200,000 newsletter recipients, the floor plan is distributed to WEKA Business Medien subscribers through stand-alone newsletters. Additionally, the e-paper edition is disseminated through the channels of Mesago Messe Frankfurt GmbH and the social media platforms of WEKA Business Medien.

Book a logo presence for your company from as little as € 490 and transfer your data [directly](#) and conveniently [here](#).

Publication dates: 12.11.2024, 13.11.2024, 14.11.2024
Advertising deadline: 18.10.2024
Print documents: 25.10.2024

BOOK HERE

Sample 2023

Wheel of fortune for SPS 2024 **NEW**

At the Computer & Automation stand during SPS 2024, visitors can look forward to a wheel of fortune with many exciting prizes.
The wheel of fortune is a crowd-puller and an ideal way for you to attract attention to your company before, during, and after the trade fair. Optionally, it can be used specifically for your trade fair presentation.

Wheel of fortune package*

- In the run-up to the trade fair, naming as a sponsor and logo image on computer-automation.de with additional advertising in at least 6 newsletters
- Self-advertisement in Computer&Automation 11/24 and in THE OFFICIAL DAILY on 12, 13 and 14 November
- Your logo on the wheel of fortune
- Your logo on the roll-up for advertising at the trade fair
- Issue of your promotional gift and recommendation to visit your trade fair stand
- Mailing sent after the trade fair to all Wheel of Fortune participants with mention of name and logo presence
- Optional: Sponsorship of a main prize with separate live raffle

€ 2.900



*Limited number of available slots

Readers' choice and market overviews


Computer&Automation readers' choice 'Products of the year 2025'



The editorial team nominates a total of 96 products across 12 categories and invites readers to vote for the 'Products of the Year 2025.' The nominated products and the corresponding call will be published in the December 2024 issue.

The results and winners will be announced in the April 2025 issue, as well as in several special newsletters and on social networks. Winners of the award are permitted to use the official logos in their brand and marketing communications.

Product proposals for the 'Products of the Year 2025' can be submitted until September 13, 2024, with the subject line 'Products of the Year 2025.'

 Benefit from the high level of attention of the Computer&Automation readers' poll 'Products of the Year'!

Market overviews



Topic	Publication date	Closing date
Distributors in the industry	06.02.2024	02.02.2024
Safety	27.02.2024	23.02.2024
Security	05.03.2024	01.03.2024
Robotics & Automation	12.03.2024	08.03.2024
Edge & Cloud Control	08.04.2024	05.04.2024
Image processing	14.05.2024	10.05.2024
Sensors	21.05.2024	17.05.2024
Connection technology	18.06.2024	14.06.2024
Measurement technology	15.07.2024	12.07.2024
Fieldbus & networking	27.08.2024	23.08.2024
Control technology	24.09.2024	20.09.2024
Drive technology	02.10.2024	01.10.2024
SPS - Smart Production Solutions	04.11.2024	30.10.2024

In the Computer&Automation market overviews, companies present their products and services in various product and topic groups. The portfolio of the participating companies on computer-automation.de is presented in the interactive overview.

Users can select according to their desired specifications and have the appropriate hits displayed. Participation in a market overview is free of charge, but you have the option of highlighting your company contribution with a company logo. This service costs a flat rate of €390 and includes a recommendation from the editorial team.

All market overviews are advertised via all Computer&Automation channels, print and digital.



Contact:
Michaela Stolka
 +49 89 25556-1376
mstolka@weka-businessmedien.de

Banner formats website

BANNER FORMATS WEBSITE

Labels for banner formats on the website:

- Skyscraper (vertical bar on the left)
- Large-/ Leaderboard (top horizontal bar)
- Billboard (wide horizontal bar below the header)
- Medium Rectangle/ Video Ad (vertical rectangular ad)
- Halfpage Ad (large vertical rectangular ad)
- Native Ad Content Super Banner (ad integrated into the content flow)
- Medium Rectangle (vertical rectangular ad)
- Skyscraper (vertical bar on the right)
- Sitebar (vertical bar on the right)

SPECIAL FORMATS WEBSITE

Labels for special ad formats on the website:

- Fireplace (vertical bar on the left)
- Wallpaper 1 (top horizontal bar)
- Wallpaper 2 (vertical bar on the right)

MOBILE ADVERTISING FORMATS

Mobile advertising formats shown:

- Mobile banner 6:1 (wide banner at the top)
- Mobile Banner 4:1 (taller banner below the 6:1 banner)
- Mobile Rectangle (vertical rectangular ad)
- Halfpage Ad (large vertical rectangular ad)
- Mobile interstitial (full-screen ad with a close button)

Website advertising rates

STANDARD ADVERTISING FORMATS	DIMENSION (px)	TKP
Leaderboard	728x90	270 €
Skyscraper	160x600	170 €
Medium Rectangle	300x250	210 €
Mobile banner - 4:1	320x75	130 €
Mobile Banner - 6:1	320x50	280 €

BIG ADS	DIMENSION (px)	TKP
Large Leaderboard	970x90	340 €
Billboard	970x250	400 €
Halfpage Ad	300x600	310 €
Sitebar	300x600	390 €
Mobile Rectangle	300x250	260 €
Video Ad / Outstream	1280x720	210 €

SPECIAL FORMATS	DIMENSION (px)	TKP
Native Ad	s. Specifications	400 €
Content Super Banner	640x250	400 €
Mobile interstitial	320x480	400 €
Mobile Halfpage	300x600	400 €
Wallpaper 1 (Leaderboard, Skyscraper)	728x90/160x600	390 €
Wallpaper 2 (Large Leaderboard, Halfpage Ad)	970x90/300x600	430 €
Fireplace	990x90/160x600 (x2)	510 €

FILE FORMATS

GIF, JPEG, HTML5, PNG, third-party codes
 Specifications correspond to recommended file size,
 max. 1 MB possible

TECHNICAL SPECIFICATIONS

Download with all key data, formats and details
 per advertising form at a glance.

[To the download](#)

DATA DELIVERY

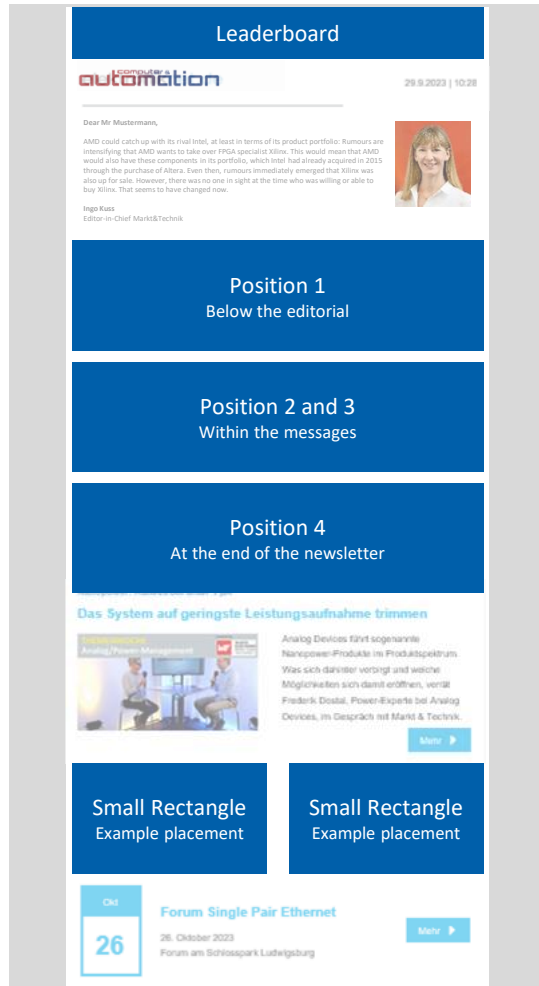


Stefan Buchner
 Project Manager Disposition
 +89 25556-1481

dispo.computerundautomation@wekanet.de

Newsletter

BANNER FORMS



PRICES

Leaderboard (630x90)		1.590 €
Billboard (630x200)	Position 1	1.990 €
	Position 2+3	1.590 €
Native ad without logo/ Visualisation like article Headline + image + text and advert URL (max. 1 link) Image: 225 x 127 pixels, max. 200 KB Headline: max. 40 characters, text: max. 300 characters each incl. spaces	Position 4	1.290 €
Text ad with logo like Native Ad only with logo (150x50 px)		
Video Ad Click to open the video in a separate window. Format: mp4, YouTube or Vimeolink		
Leaderboard in the e-paper newsletter		1.590 €
Small Rectangle (291x156)		890 €
Date entry Text: max. 140 characters incl. spaces and advert URL (max. 1 link) in two newsletters		590 €

Every week, computer-automation.de sends out a newsletter with customised news, product reports and technical articles to around 8,900 recipients* from the automation industry.

In addition, online readers receive special newsletters focussing on specific automation topics as well as trade fairs and events in the industry.

The Computer&Automation newsletters are therefore your ideal advertising environment. All newsletter advertising formats are optimised for mobile devices.

The English-language Sunday newsletter "OFFICIAL SUN DAILY".



Newsletter Quarter 1/2024

January			
9	Tue	News, Expertise, Product news	CW 02
11	Do	Networking & communication	
16	Tue	News, Expertise, Product news	CW 03
18	Do	Smart Factory	
21	So	Official Sun Daily	
23	Tue	News, Expertise, Product news	CW 04
25	Do	Sensors & measurement technology	
26	Fri	January 2024 - The e-paper	
28	So	Official Sun Daily	
30	Tue	News, Expertise, Product news	CW 05
31	Mi	The top articles from January	

February			
1	Do	Drive technology	
4	So	Official Sun Daily	
5	Mo	E-paper of issue 1/2-2024	CW 06
6	Tue	News, Expertise, Product news	
8	Do	Siemens quarterly figures Q1/2024	
11	So	Official Sun Daily	
13	Tue	News, Expertise, Product news	CW 07
15	Do	Artificial intelligence & machine learning	
18	So	Official Sun Daily	
20	Tue	News, Expertise, Product news	CW 08
22	Do	Distribution	
25	So	Official Sun Daily	
27	Tue	News, Expertise, Product news	CW 09
29	Do	IIoT platforms	

March			
1	Fri	The top articles from February	
3	So	Official Sun Daily	
5	Tue	News, Expertise, Product news	CW 10
7	Do	Robotics & Automation	
9	So	Official Sun Daily	
11	Mo	E-paper of issue 03-2024	CW 11
12	Tue	News, Expertise, Product news	
14	Do	Image processing	
15	Fri	Logimat - Warm-up	
17	So	Official Sun Daily	
18	Mo	E-paper of the special issue Safety&Security	CW 12
19	Tue	News, Expertise, Product news	
21	Do	Networking & communication	
24	So	Official Sun Daily	
26	Tue	News, Expertise, Product news	CW 13
28	Do	Drive technology	
29	Fri	Top articles March	
31	So	Official Sun Daily	

Newsletter Quarter 2/2024

April			
2	Tue	News, Expertise, Product news	CW 14
4	Do	Safety & Security	
5	Fri	embedded world - Warm-up	
7	So	Official Sun Daily	
8	Mo	E-paper of issue 04-2024	CW 15
9	Tue	News, Expertise, Product news	
11	Do	Human-machine interface / HMI	
12	Fri	Hannover Messe - Warm-up	
14	So	Official Sun Daily	
16	Tue	News, Expertise, Product news	CW 16
18	Do	Smart Factory	
19	Fri	Hannover Messe - Warm-up	
21	So	Official Sun Daily	
22	Mo	Hanover Fair - Day 1	CW 17
23	Tue	Hanover Fair - Day 2	
24	Mi	Hanover Fair - Day 3	
25	Do	Hanover Fair - Day 4	
26	Fri	Hanover Fair - Day 5	
30	Tue	The top articles from April	CW 18

May			
2	Do	Robotics & Automation	
5	So	Official Sun Daily	
6	Mo	E-paper of issue 05-2024	CW 19
7	Tue	News, Expertise, Product news	
12	So	Official Sun Daily	
14	Tue	News, Expertise, Product news	CW 20
16	Do	Siemens quarterly figures Q2/2024	
19	So	Official Sun Daily	
23	Do	Communication & networking	
26	So	Official Sun Daily	
28	Tue	News, Expertise, Product news	CW 21
29	Mi	Sustainability & raw materials management	
31	Fri	The top articles from May	

June			
2	So	Official Sun Daily	
3	Mo	E-paper of issue 06-2024	CW 23
4	Tue	News, Expertise, Product news	
6	Do	IIoT platforms	
9	So	Official Sun Daily	
10	Mo	E-paper of the Sensor&Vision special issue	KW 24
11	Tue	News, Expertise, Product news	
13	Do	Sensors & image processing	
16	So	Official Sun Daily	
18	Tue	News, Expertise, Product news	CW 25
20	Do	Edge & Cloud Computing	
23	So	Official Sun Daily	
25	Tue	News, Expertise, Product news	CW 26
27	Do	Measurement technology	
28	Fri	The top articles from June	
30	So	Official Sun Daily	

Newsletter Quarter 3/2024

July			
1	Mo	E-paper of issue 07-2024	CW 27
2	Tue	News, Expertise, Product news	
4	Do	Drive technology	
7	So	Official Sun Daily	
9	Tue	News, Expertise, Product news	CW 28
11	Do	Image processing	
14	So	Official Sun Daily	
16	Tue	News, Expertise, Product news	CW 29
18	Do	Sensors	
21	So	Official Sun Daily	
23	Tue	News, Expertise, Product news	CW 30
25	Do	Communication & networking	
28	So	Official Sun Daily	
30	Tue	News, Expertise, Product news	CW 31
31	Mi	The top articles from July	

August			
1	Do	Siemens quarterly figures Q3/2024	
4	So	Official Sun Daily	
5	Mo	E-paper of issue 08-2024	KW 32
6	Tue	News, Expertise, Product news	
8	Do	Safety & Security	
11	So	Official Sun Daily	
13	Tue	News, Expertise, Product news	KW 33
18	So	Official Sun Daily	
20	Tue	News, Expertise, Product news	KW 34
22	Do	Smart Factory	
25	So	Official Sun Daily	
27	Tue	News, Expertise, Product news	KW 35
29	Do	Robotics & Automation	
30	Fri	The top articles from August	

September			
1	So	Official Sun Daily	
2	Mo	E-paper of issue 09-2024	KW 36
3	Tue	News, Expertise, Product news	
5	Do	Machine Vision	
8	So	Official Sun Daily	
9	Mo	E-paper of the special issue Networking & Communication	KW 37
10	Tue	News, Expertise, Product news	
12	Do	Machine Learning & Co	
15	So	Official Sun Daily	
17	Tue	News, Expertise, Product news	KW 38
19	Do	TSN, OPC UA & Co.	
22	So	Official Sun Daily	
24	Tue	News, Expertise, Product news	KW 39
26	Do	Drive technology	
29	So	Official Sun Daily	
30	Mo	Top articles from September	KW 40

Newsletter Quarter 4/2024

October		
1	Tue	E-paper of issue 10-2024
1	Tue	News, Expertise, Product news
4	Fri	Motek - Warm-up
6	So	Official Sun Daily
7	Mo	Vision - Warm-up
8	Tue	News, Expertise, Product news
10	Do	Operate & monitor
13	So	Official Sun Daily
15	Tue	News, Expertise, Product news
17	Do	IIoT platforms
20	So	Official Sun Daily
22	Tue	News, Expertise, Product news
24	Do	Image processing
27	So	Official Sun Daily
25	Fri	SPS - Warm-up
29	Tue	News, Expertise, Product news
30	Do	Safety & Security

November		
3	So	Official Sun Daily
4	Mo	E-paper of issue 11-2024
5	Tue	News, Expertise, Product news
7	Do	Siemens quarterly figures Q4/2024
8	Fri	SPS - Warm-up
10	So	Official Sun Daily
11	Mo	SPS - Warm-up
12	Tue	SPS - Day 1
13	Mi	SPS - Day 2
14	Do	SPS - Day 3
17	So	Official Sun Daily
15	Fri	SPS - Trade fair review
19	Tue	News, Expertise, Product news
21	Do	Communication & networking
24	So	Official Sun Daily
26	Tue	News, Expertise, Product news
28	Do	Drive technology
29	Fri	The top articles from November

December		
1	So	Official Sun Daily
3	Tue	News, Expertise, Product news
5	Do	Smart Factory
8	So	Official Sun Daily
9	Mo	E-paper of issue 12-2024
10	Tue	Products of the year 2025 - The nominees
12	Do	Robotics & Automation
15	So	Official Sun Daily
17	Tue	News, Expertise, Product news
19	Do	Top articles of the year 2024

Customised Newsletter

Benefit from the high-quality newsletter address pool of computer-automation.de and send your customised information exclusively to a user group of computer-automation.de defined by you on the desired date.

One message per customised newsletter Scope:

max. 3 images + 1 message + 1 logo Text: max.

2,000 characters without spaces

Variant A: 1 header image 630 × 200 pixels + 2 additional images 270 × 200 pixels each

Variant B: 3 × 270 × 200 pixels

Subject line: max. 150 characters incl. spaces

Links: max. 5

Video-Ad optional

Sender: computer-automation.de and advertiser

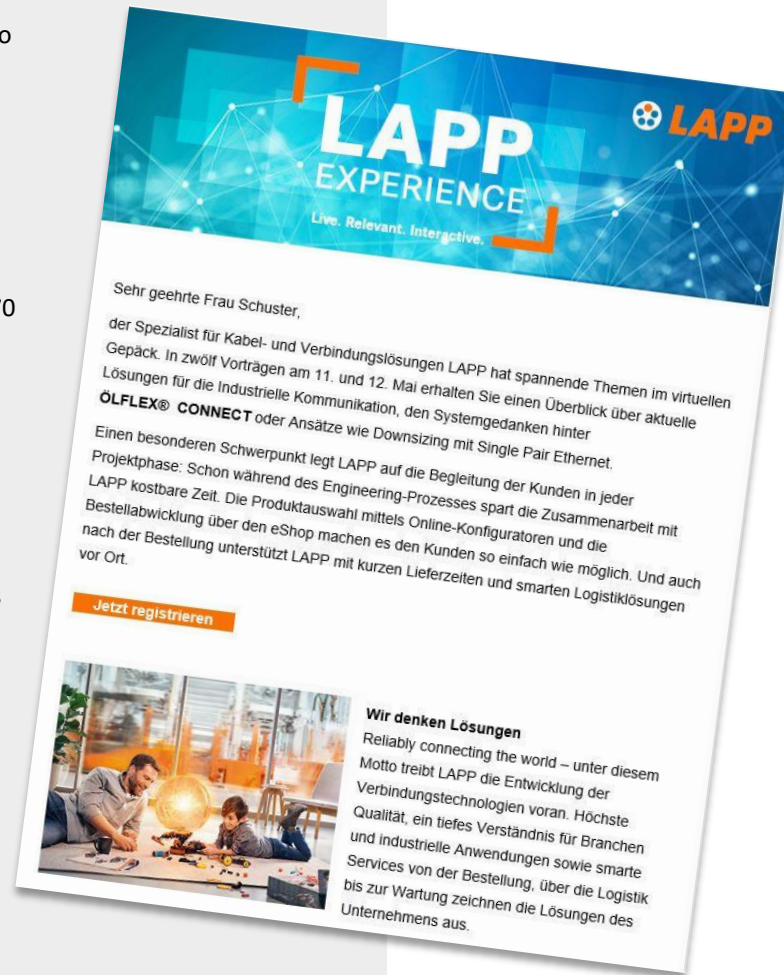
Maximum of 1 customised newsletter per week per company, dates on request

Prices (not discountable):

Selection by product interest possible

Base price: **€ 1,990**

Per thousand recipients: **€ 290**



Non-binding enquiry

Select the recipients of your customised newsletter here according to product interest and we will provide you with a non-binding offer!

COMPANY LEVEL (ALL)

- Engineering
- production software

CONTROL LEVEL (ALL)

- Operate & monitor
- Industrial PC
- Telecontrol Measurement
- Technology Control &
- Regulation
- Safety & Security

FIELD LEVEL (ALL)

- Drives
- Mechanics
- Image processing
- E-mechanics & interfaces
- Networking
- Sensors
- Power supplies
- Robotics



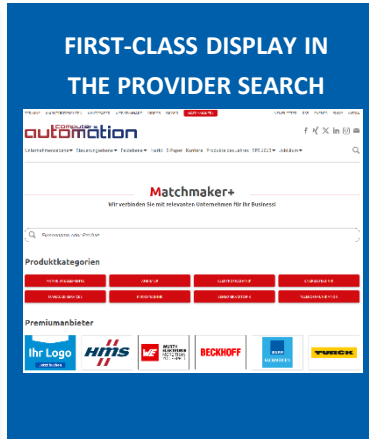
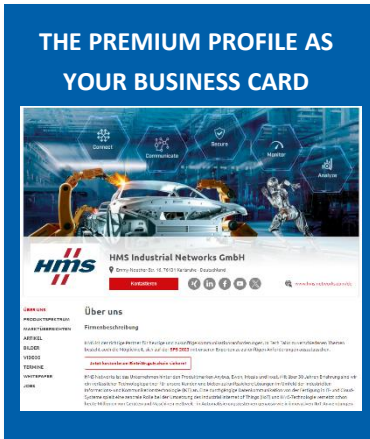
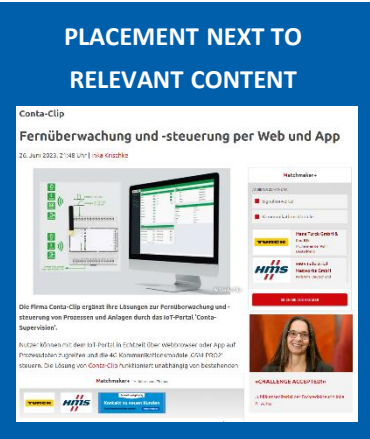
Select now and reach your target group without wastage!

Special forms of advertising



All this offers you

Matchmaker+



Advantages

- Address customers when they are interested in your topics and products!
- Build trust and benefit from our strong content and brands!
- Generate qualified leads thanks to the professional presentation of your company and your products as a premium provider!

	Starter	Advanced	Premium
	only 3,990€*	only 5,990€* TOP SELLER	only 7,990€*
Premium company profile with extended design options	●	●	●
Logo insertion in our newsletters	●	●	●
Red. Integration as a partner in our print editions	●	●	●
Topic keywords** to place your message alongside suitable editorial content	1	4	5
Customised design of the placement as a content box	-	●	●
Post on the LinkedIn social media channel with a link to the premium entry	-	●	●
Profile maintenance and setup by our team	-	-	●

* Term 12 months, start date freely selectable. After 12 months, the subscription is extended indefinitely with a cancellation period of one month.
 ** Topics or products that match your company. Keywords limited to a maximum of 36,000 page views per year; additional keywords or extensions can be booked at any time.

Customised E-Paper

The editors of Computer&Automation have published several reports on your company? Then bundle these articles into an interactive e-paper customised for your company!

Whether technical reports, current news or articles on products and solutions - all publications are summarised in the layout of Computer&Automation.

We will work with you to design a concise title and a meaningful cover image!

On request, we can supplement your reports or free layout areas with your adverts or interactive elements such as videos, animations or image galleries. Use these options to provide readers with further information about your company.

After publication of a new report or news item, this article will be added to your customised e-paper and automatically published on the computer-automation.de web portal, sent to registered recipients by newsletter and advertised via social networks.

Benefit from the independent, editorial reporting and use your e-paper for your own marketing campaigns*!

All services at a glance

<ul style="list-style-type: none"> ▪ Layout creation and customisation of 3 articles ▪ Integration of product news ▪ Cover design ▪ Display and multimedia integration 	<ul style="list-style-type: none"> ▪ Banner advertising ▪ Newsletter integration ▪ Social media promotion ▪ Integration of own content/texts* ▪ Web publication
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from € 3,900



*Please also note our options for customised e-paper services on page 30!

Social Media XXL

Online advertorial & social media XXL

The online advertorial is ideal for presenting complex topics to Computer&Automation readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This synergy effect gives your content a high level of credibility. Combine this native communication solution with the 'Social Media Plus Package' and increase your social media reach at the same time!

Services

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment on the home page and in the appropriate topic section of computer-automation.de
- incl. picture and link
- Article with link in a newsletter from computer-automation.de
- Post on the social media channels of Computer&Automation (LinkedIn, Xing, X, Instagram) with a link to the advertorial
- Digital payout: content and teasers are displayed on both desktop and mobile devices
- Push message to registered subscribers of computer-automation.de



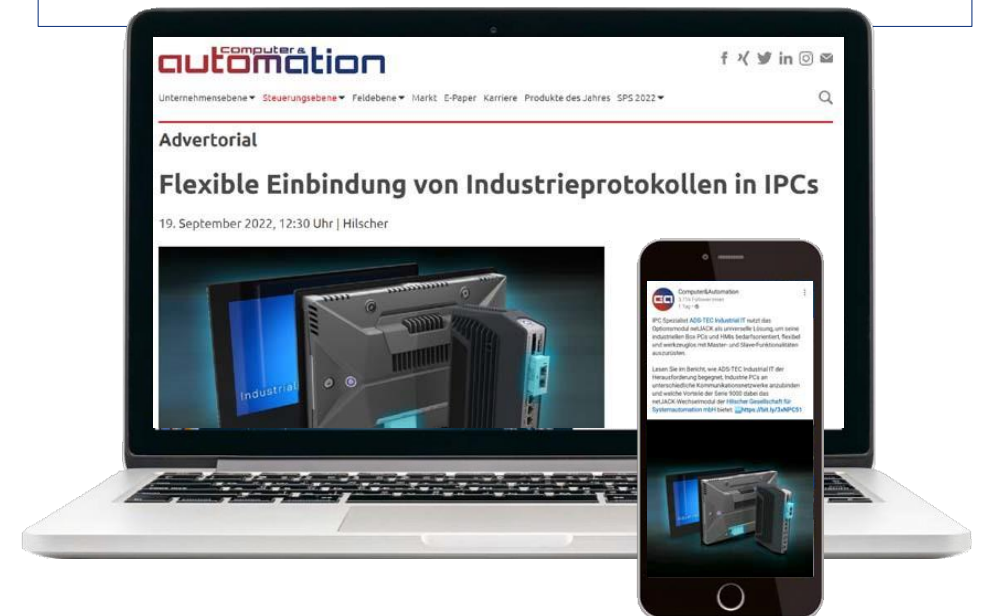
Total price: €2,990



Material you need

- Lead image*: 16:9 aspect ratio (ideal format 1,256 × 706 pixels)
- Optionally 1 - 2 additional images in the body text
- Headline: max. 65 characters incl. spaces
- Teaser text: max. 280 characters incl. spaces
- Advertorial text, approx. 6,000 characters incl. spaces
- Links: max. 4 links in the text
- Social media hashtags (max. 15)

Please send data delivery and queries to socialmedia@computer-automation.de



Social Media XL and Direct Link Programme

Social Media XL - spread your content

Supplement your market communication and achieve a greater reach for your products, solutions, videos, web seminars and services via our social media channels. Choose your preferred date and benefit from the synergy effect of the independent thematic environment of Computer&Automation and the appeal to a national and international target group.

- Direct link to your desired URL
- Prominent placement in editorial content
- News in real time
- Increase in brand awareness
- Smart content for the right target group



Specifications

€ per post: **€590** (not discountable)



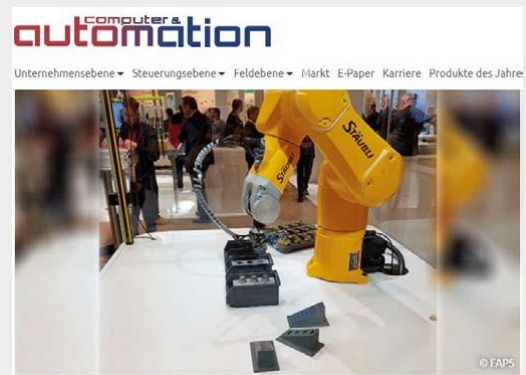
Direct Link Programme - Your direct link for more sales

The direct link programme directs our readers / your customers directly to your website using **keywords defined by you**. The combination of specialised content and innovative technology guarantees you a high ROI.

Example "Artificial intelligence"

Artificial intelligence

Direct link to your page



Ein Fokus des vom Bundesministerium für Bildung und Forschung (BMBF) geförderten MeJoin-Projekts ist der Austausch von Technologie- und Markt-Know-how mit dem Hauptaugenmerk auf Künstliche Intelligenz (KI) und das Internet der Dinge (IoT). So ist eine der Hauptfragen, mit denen sich das MeJoin-Projekt beschäftigt, inwieweit die teilnehmenden Unternehmen **Künstliche Intelligenz** in ihr Geschäftsmodell integriert haben und wie sie durch den Einsatz neuer Technologien in Zukunft wirtschaftliche Vorteile erzielen können.

To the explanatory video

€ per month/website: **990 €** (not discountable)

Social media theme days 2024

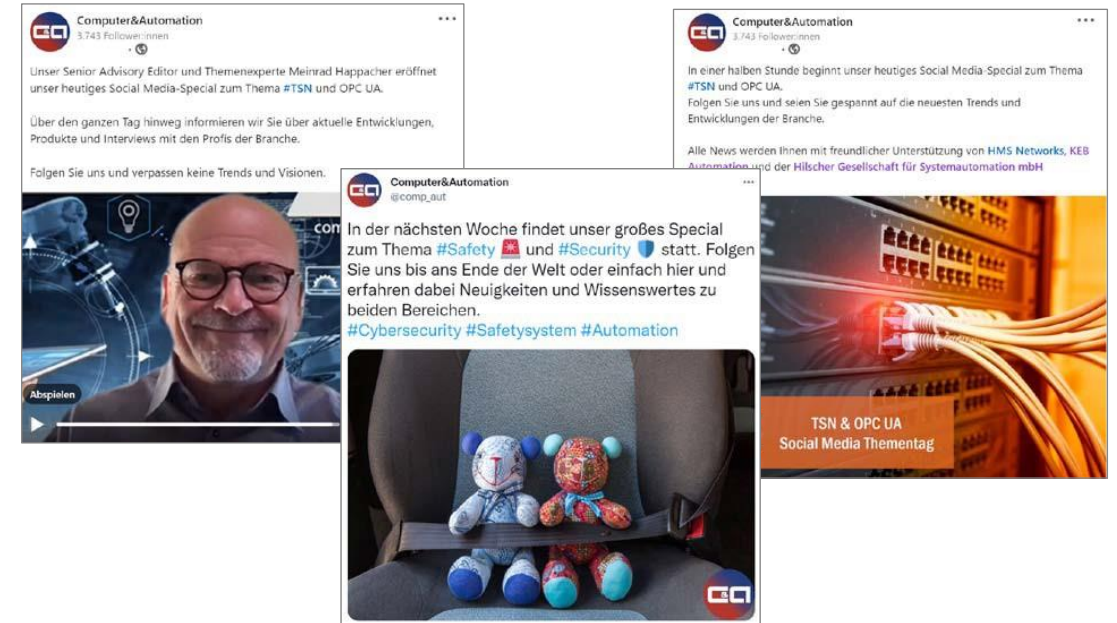
Computer&Automation's social media theme days take place at regular intervals within the LinkedIn, X and Instagram channels. During this period, the editorial team posts the latest reports, product news, interviews and specials on the respective topic.

Show our followers your products, solutions or news in this environment and book your individual post as part of the theme days.



€ per post: **€490** (not discountable)

month	Topic	Data submission
January	Machine Learning & Artificial Intelligence	10.01.2024
February	Distribution	22.01.2024
March	Intralogistics	23.02.2024
April	Safety & Security	22.03.2024
April	Hanover Fair	08.04.2022
May	Sustainability	25.04.2023
June	Sensor & Vision	24.05.2024
July	Operate & monitor	21.06.2024
August	Edge & Cloud Computing	25.07.2024
September	SPS goes West	19.08.2024
September	TSN & OPC UA	10.09.2024
November	SPS 2024	23.10.2024
November	Drive technology	21.10.2024
December	Networking & communication	27.11.2024



Material you need

- Text with max. 600 characters incl. spaces (LinkedIn, Instagram) and with max. 256 characters incl. spaces (X)
- Image in landscape, portrait or square format with at least 800 pixels on the longest side
- Additional image in square format advantageous (Instagram)
- Target URL
- max. 10 hashtags

Please send data delivery and queries to socialmedia@computer-automation.de

Lead generation

Webinar

Communicate specific expertise and involve your customers actively and live in the event. Your audience can ask you questions via chat. Emphasise the benefits of your products and the expertise of your company with a dynamic and interactive presentation.

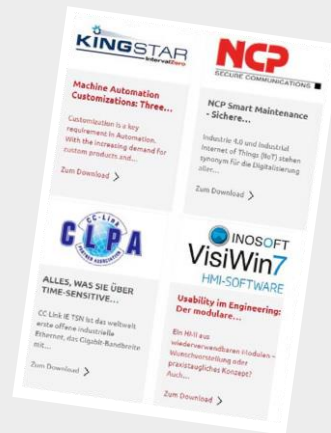
Services:

- Advance notice of the webinar in two newsletters from computer-automation.de
- Announcement in a section for a total of one month
- A customised newsletter for computer-automation.de users
- Participant registration
- Briefing of your speaker and technical realisation
- A live broadcast incl. moderation on & off air
- Afterwards, the webinar will be available for download as a on-demand webcast available for download

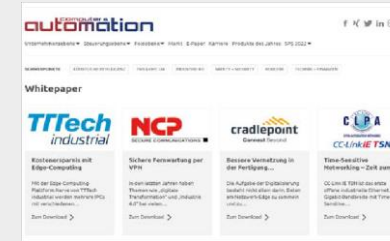
Price (not discountable): **4,490 €**

optional: plus 1/1 page announcement of the webinar in Computer&Automation (design by the publisher)

Price (total): **€ 6,900**



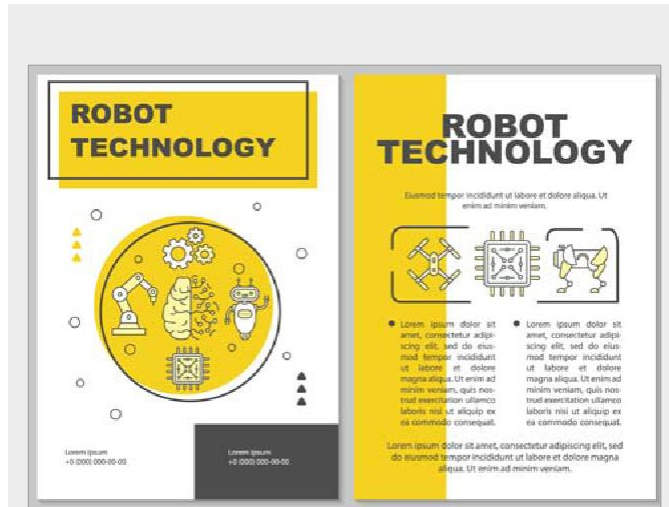
Whitepaper



Present your whitepaper in the editorial environment of computer-automation.de and generate high-quality leads! Available in three promotion packages.

	Package 1	Package 2	Package 3
Announcements of the white paper in the newsletter with a link to customer registration	✓	✓	✓
Presentation of the whitepaper including your company logo on computer-automation.de	✓	✓	✓
Company URL (link to the website)	✓	✓	✓
Announcement of the whitepaper in a category of your choice (duration 4 weeks). Incl. company name, headline (37 characters), teaser text (280 characters), description and image (628 × 353 pixels), link to registration		✓	✓
Announcement with picture in an info box		✓	✓
Customised Newsletter			✓
Price	990€	2,990€	3,990€

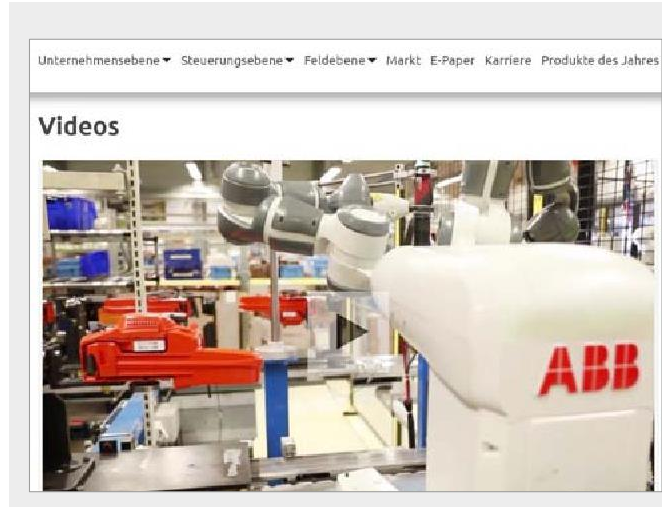
Special forms of advertising online



E-Paper Service

We create **your own e-paper** from your customer magazines, brochures, flyers, catalogues and other advertising material, which is available and accessible to you, your customers and partners via a web link. Optionally enriched with web links, videos, picture galleries, podcasts, download options and many other possibilities, you benefit from an extended information content of your advertising messages.

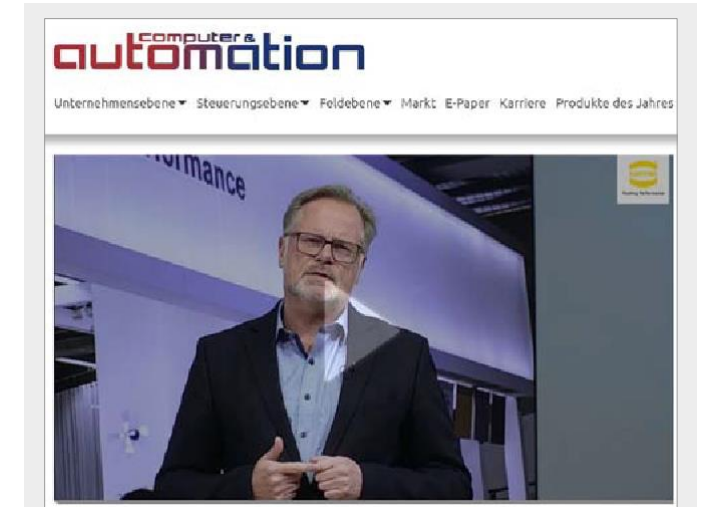
from 500 €



Video/Webcast

Publish your own video or webcast in the media centre and YouTube channel of computer-automation.de! Optionally including application in the newsletter as a moving video ad or via screenshot.

from € 1,490



Trade fair clip

Capture your trade fair appearance in image and sound and present your company in a short, professionally produced clip in web quality. Price includes shooting, production, publication and promotion.

from € 2,490

Events

Become a partner of the TSN/A Conference 2024

Standard Time Sensitive Networking extends Ethernet to achieve excellent time synchronisation and high worst-case latency for applications that require robust, deterministic connectivity.

TSN is particularly important in application areas such as industrial, automotive and pro AV/consumer IP networking.

The TSN/A Conference 2024 is jointly organised by the Avnu Alliance in cooperation with the trade media Computer&Automation and Elektronik automotive. The expert meeting will highlight the technological aspects of the standard as well as application-specific topics from various markets and industries.

The accompanying exhibition is an ideal opportunity to present your products and solutions to a competent and interested audience. The clear focus of the event minimises wastage and ensures an optimal target group approach.

Become a partner from € 6,300



**01 + 02 October 2024
Stuttgart**





Technical data

Inserts / bound-in inserts / stickers / CDs

Supplements	
Minimum format	105 mm width × 148 mm height
Maximum format	10 mm smaller in height and width than the carrier product
Minimum weight	150 gsm for single sheet
Maximum weight	on request
Positioning	best possible

Inserts must be delivered trimmed and folded as finished end products and be suitable for machine processing. Booking options: Print run or partial run according to postcode or Nielsen area.

Bound inserts	
Scope	4 pages (more pages on request)
Minimum format	105 mm width × 148 mm height
Maximum format	Format of the carrier product
Trimmed pages	must have a bleed of 5 mm
Minimum weight	for 4-sided products 100 g / square metre
Placement	between the different parts of the arch

Bound inserts must be delivered folded and in untrimmed format and must be suitable for machine processing.

Sticker	
Folded products must be closed towards the collar and suitable for machine processing. Positioning and formats on request. Booking options: Print run and partial run of stickers according to postcode or Nielsen areas.	
CDs	
Positioning on request	

Technical specifications / processing

Printing methods and processing	
Cover Sheetfed offset	
Contents	Web offset
Paper	Improved newsprint
Further processing	Saddle stitching
Format	Trimmed format: 230 mm × 297 mm 5 mm bleed on all open sides
Type area	195 mm × 262 mm

File name

File names must be assigned according to the following pattern:

Advertiser_c+a_issue (example: Mustermann_c+a_1_24)

Proof: are in 4 colour mode based on the standard

Content: "PSO INP Paper (ECI).icc"

Cover: "ISOcoated_v2_eci.icc" for offset printing.

The corresponding profiles are available for download at www.eci.org.

Minor tonal value deviations are due to the tolerance range of web offset printing.

Black solid areas should be underlaid with a 40% screen in cyan. FTP access: on request



Technical specifications

Position all image elements (e.g. logos, QR codes) 5 mm from the outer edge. Files in PDF format according to the PDF/X-3 standard. Please request our reproduction and proofing instructions from **the following contacts:**

Jeanette Blaukat, Scheduling, Phone + 49 89 25556-1014
DISPO.connectProfessional@wekanet.de



Delivery date and delivery address

Please enquire about the delivery date and conditions with the contact persons known to you.

L.N. Schaffrath DruckMedien GmbH & Co KG
Marktweg 42-50, 47608 Geldern **Delivery note:**

Inserts for CUSTOMER, for
Computer&Automation- Issue xy/2024



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