

4. Jahrgang | Einzelpreis: 20 €

[www.industrial-production.de](http://www.industrial-production.de)

# INDUSTRIAL Production

6/2023

MEDIA GUIDE  
2024

Schwerpunkt:  
Robotik und IIoT

Print | Digital | Events | Services

**INDUSTRIAL**  
Production



## INDUSTRIAL Production

Use INDUSTRIAL PRODUCTION for your market communication.

### Your advantages:

- a credible environment
- high reach
- high utility value for the target groups

**With INDUSTRIAL Production as a neutral authority, the industry is always well informed.**

INDUSTRIAL Production completely maps the process chain in production - from development to assembly, from humans to artificial intelligence. INDUSTRIAL Production provides its readers and users with precisely the content and news from industry, production and technology that they need for their daily work. Every month with the print and e-paper edition and around the clock on all digital channels of the media brand as well as numerous events.

### “High target group affinity”

People who make investment decisions in industry every day are guided by INDUSTRIAL Production:

- **89% of the recipients are in a managerial position (owner/co-owner, management, plant manager, division or department manager)**  
(recipient file evaluation publisher's information)

### Your successful media brand for the industry at a glance...

- Total monthly circulation **65,105** copies  
(Source IVW, Q2/2023)
- **340,369** page impressions monthly average  
(Source: IVW-Online 8/2022 – 7/2023)
- Four newsletters per week to around **50,000** subscribers  
(publisher's information 8/2023)
- Over **8,000** followers on the relevant social media channels  
(publisher's information 8/2023)

“INDUSTRIAL Production, the media brand for your successful B2B communication!”

With INDUSTRIAL Production, you can reach the entire industry via the print magazine, e-paper, digital offering in the form of website, newsletter, Matchmaker+, social media, and events in a cross-media and networked manner.

“With INDUSTRIAL Production you can reach the decision-makers in the industry directly in a high-quality editorial environment.”

Total monthly circulation 65,105 copies

“INDUSTRIAL Production - The whole production in sight!”

Starting from the needs of design, production and handling technology, the media brand also looks into the adjacent sectors of automation, robotics, embedded systems, IT and software. In INDUSTRIAL Production, industry meets IT and electronics.

“Around the clock - With industrial-production.de and the relevant social media channels!”

Around 4.1 million page views per year (8/2022 to 7/2023, IVW-Online) and 8,000 followers on LinkedIn, XING, Twitter, YouTube, Instagram and Facebook: INDUSTRIAL Production for your successful online communication in industry.

“INDUSTRIAL Production Events in presence and digital.”

The INDUSTRIAL Production digital networking days, the webinar theme days, the INDUSTRIAL Production Products of the Year awards ceremony and the in-house workshops are events for decision-makers and users in the manufacturing industry.

“INDUSTRIAL Production Matchmaker+ - Your guide to the industry”

Generate new leads, attract new employees and present your products and services, job offers, webinars, whitepapers, event tips, videos, webshop, e-paper and much more in the perfect environment.

# Title Portrait

## INDUSTRIAL Production

<b>1. Titel</b>	<b>INDUSTRIAL Production</b>		
<b>2. Short characteristic</b>	<p>Industrial production is taking the step toward end-to-end, digital networking. This digital transformation is changing processes at all levels of production, right down to the tool. Technologies such as software, IT and electronics are thus having a significant impact on modern manufacturing. <b>INDUSTRIAL Production</b> accompanies this development and</p> <ul style="list-style-type: none"><li>• fully maps the process chain in production, from product design and construction to delivery.</li><li>• looks beyond the end of its nose into the electronics, IT, software and embedded systems sectors</li><li>• links OT (Operational Technology) and IT.</li><li>• combines detailed knowledge in handling, manufacturing and assembly with an eye for the big picture</li><li>• classifies new trends and technologies from electronics, software and IT with a focus on their usefulness for production and handling technology</li></ul> <p><b>INDUSTRIAL Production</b> reaches its target group in a cross-media and networked manner. With the trade magazine, the web portal <a href="http://www.industrial-production.de">www.industrial-production.de</a>, newsletters, social media channels and events, <b>INDUSTRIAL Production</b> is always present with information and solution-oriented decision-making aids for its target group.</p>		
<b>3. Target group</b>	Engineers, designers, managers and investment decision-makers from the manufacturing industry		
<b>4. Publication frequency</b>	10 issues per year		
<b>5. Size</b>	DIN A4		
<b>6. Volume</b>	5rd volume 2024 (formerly SCOPE and handling)		
<b>7. Subscription price</b>	Annual subscription print domestic 199,00 €, thereof 169,60 € booklet, 29,40 € shipping  annual subscription print abroad 209,20 €, thereof 169,60 € magazine, 39,60 € shipping  Single issue print 20,00 € incl. the current VAT, plus 3,00 € shipping	Annual purchase of digital e-paper (domestic/foreign) 87,00 €, incl. the current VAT, without shipping costs  Single edition digital e-paper (domestic/foreign) 15,99 €, incl. the current VAT without shipping costs	
<b>8. Circulation</b>	65,105 copies		
<b>9. Membership / Participation</b>	IVW, IVW-Online		
<b>10. Publisher</b>	<b>WEKA Business Medien GmbH</b> Richard-Reitzner-Allee 2, 85540 Haar Phone +49 89 25556-1900 <a href="http://www.industrial-production.de">www.industrial-production.de</a> , <a href="http://www.weka-businessmedien.de">www.weka-businessmedien.de</a>		
<b>11. Publisher</b>	WEKA Business Medien GmbH		
<b>12. Advertisements</b>	<b>Christiane Beck</b> Media consultant Phone +49 89 25556-1919 <a href="mailto:cbeck@weka-businessmedien.de">cbeck@weka-businessmedien.de</a>		
<b>13. Editorial office</b>	<b>Andreas Mühlbauer</b> Editor-in-Chief Phone +49 89 25556-1920 <a href="mailto:redaktion@industrial-production.de">redaktion@industrial-production.de</a>	<b>Daniel Schilling</b> Editor Phone +49 89 25556-1918 <a href="mailto:redaktion@industrial-production.de">redaktion@industrial-production.de</a>	<b>Annina Schopen</b> Editor Phone +49 89 25556-1915 <a href="mailto:redaktion@industrial-production.de">redaktion@industrial-production.de</a>

# Circulation / Distribution

## Total distribution of INDUSTRIAL Production

**16,959** + **48,146** = **65,105**

Circulation print

Circulation digital (extended e-paper)

Circulation total

furthermore additionally 5x in April

**71,471 HANNOVER MESSE DAILY** (Messtageszeitung zur Hannovermesse 2023)

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website [www.industrial-production.de](http://www.industrial-production.de). (IVW, Q2/2023)

## Fachzeitschrift Auflagen- u. Verbreitungsanalyse

### 1. Print run control



2. Edition analysis	Copies per issue on average in Q2 2023*
Print run:	17,300
Total circulation	16,959 / thereof abroad: 129
Paid circulation	87 / thereof abroad: 14
Subscribed edition	72 / of which member pieces: –
Other sales	15
Free pieces	16,872
Residual, voucher and archive copies	341

\*(01.01.2022 - 30.06.2022)

### 3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	copies
<b>Germany</b>	99.0	16,830
<b>Abroad</b>	1.0	129
<b>Total circulation</b>	<b>100.0</b>	<b>16,959</b>

### 3.1. Distribution by postal code

Postal code area 2  
1,102 copies

Postal code area 4  
1,942 copies

Postal code area 3  
1,868 copies

Postal code area 5  
2,151 copies

Postal code area 6  
1,459 copies

Postal code area 7  
3,046 copies



Postal code area 1  
604 copies

Postal code area 0  
1,118 copies

Postal code area 9  
1,689 copies

Postal code area 8  
1,849 copies

# Top-Class Target Group

## Sectors/Industries

Recipient groups (according to classification of the economic sectors)	Share of total circulation	
	%	copies
<b>Manufacturing</b>	<b>21.7</b>	<b>3,680</b>
Manufacture of paper, paperboard, printed	11.1	1,883
Manufacture of chemical products	3.8	664
Manufacture of rubber and plastic products	6.8	1,153
<b>Mechanical engineering and metal production</b>	<b>58.8</b>	<b>9,972</b>
Metal production/machining	5.9	1,001
Manufacture of fabricated metal products	16.8	2,849
Manufacture of electrical equipment	7.0	1,187
Mechanical engineering	24.4	4,138
Manufacture of motor vehicles/vehicles manufacturing	4.7	797
<b>Electrical/electronics</b>	<b>18.1</b>	<b>3,070</b>
Manufacture of data processing and peripheral equipment	1.1	187
Manufacture of telecommunications equipment	1.8	305
Manufacture of measuring/control instruments and appliances	11.1	1,882
Manufacture of electrical components / printed circuit boards	4.1	696
<b>Services/other sectors</b>	<b>1.4</b>	<b>237</b>
Universities/colleges	1.4	237
<b>Total circulation</b>	<b>100.0</b>	<b>16,959</b>

## Size of the business entity

	Share of total circulation	
	%	copies
1–9 Employees	6.4	1,085
10–19 Employees	15.6	2,646
20–49 Employees	30.9	5,241
50–99 Employees	15.7	2,663
100–199 Employees	10.5	1,780
200–499 Employees	11.4	1,933
500–999 Employees	4.9	831
More than 1.000 Employees	4.6	780
<b>Total circulation</b>	<b>100.0</b>	<b>16,959</b>

## Position

	Share of total circulation	
	%	copies
Owner/Co-Owner	11.9	2,018
Management Board	39.6	6,716
Plant/Operations Management	4.4	746
Division Management	18.7	3,171
Head of Department	14.8	2,510
Group leader/Master	10.6	1,798
<b>Total circulation</b>	<b>100.0</b>	<b>16,959</b>

## Responsibilities

	Share of total circulation	
	%	copies
Corporate Governance	45.2	7,665
Technical operation	16.8	2,849
Design/Research/Development	18.6	3,155
Production/Manufacturing/Assembly	11.9	2,018
IT	7.5	1,272
<b>Total circulation</b>	<b>100.0</b>	<b>16,959</b>

(Source: publisher's reference)

# Topic Matrix

## Advertising in the editorial environment

Topics	Issue (Month)	Newsletter (cW)
<b>Design &amp; Operation</b>		
<b>Design Software / CAD/CAM:</b> plant design, configurators, model building, PLM	5, 11	5, 19, 32
<b>Commissioning and Maintenance:</b> simulation software, virtual commissioning, digital twin, manufacturing simulation, maintenance, service, predictive maintenance, condition monitoring	1-2, 4, 6, 11	4, 12, 24, 44, 46, 51
<b>Machine Elements:</b> Bearings, gears, shafts, belts, standard parts, housings, assemblies	1-2, 10	3, 22, 27, 28, 35, 49, 50
<b>Occupational Health and Safety:</b> work clothing, protective equipment, workplace safety, noise protection, emergency equipment, explosion protection, ergonomics, extinguishing system, air purification, access control, fire protection	6, 11	11, 22, 33, 42
<b>Services:</b> Consulting, finance, human resources, software as a service, room maintenance, catering, textile care, suppliers, contract manufacturers, contract coaters, tool manufacturers	4, 10	3, 22, 27, 28, 35, 49, 50
<b>Operating Materials:</b> Lubricants, cooling lubricants, pipes, cleaning agents, compressed air generation, coolants, water supply, pallets, containers, rollers, wheels, packaging technology	4, 9	17, 38, 52
<b>Sustainability:</b> Fans, air conditioning, air treatment, recycling, oil and waste water treatment, cleaning systems	9	37
<b>Identification and Labelling:</b> Product marking, scanners, RFID, barcodes, labelling systems	2, 10	9, 20, 48
<b>Suppliers:</b> Tool manufacturers, suppliers	7-8, 12	3, 22, 27, 28, 35, 49, 50
<b>Automation and IT</b>		
<b>Drive Technology:</b> Electric motors, gearboxes, frequency converters, motion control, linear drives, brakes, clutches, encoders, motor monitoring, actuators, shafts, automotive, stepper motors, actuators	1-2, 4, 5, 6, 7-8, 9, 10, 11, 12	1, 8, 17, 23, 24, 25, 34, 39, 42
<b>Control Technology:</b> Controllers, PLCs, industrial PCs, control systems, regulators, controllers, control software, robot controllers, embedded systems	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12	2, 5, 33, 34, 42, 44
<b>Sensor and Measurement Technology:</b> condition monitoring, sensors, quality assurance, test systems, measuring devices, measuring methods, laser measurement technology, calibration	5, 9	6, 9, 15, 20, 21, 24, 30, 37
<b>Industrial Communication:</b> communication technology, industrial Ethernet, bus systems, OPC-UA, edge computing, gateways, switches, data cables, protocols, industrial IoT, embedded systems, wireless M2M	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12	2, 9, 31, 42
<b>AI and Data Analysis:</b> Predictive maintenance, digital twin, big data, machine learning, deep learning, IoT platforms, neural networks, artificial intelligence, analysis software, data security	4, 12	4, 17, 47
<b>Safety and Security:</b> photoelectric barriers, interlocking devices, access control, signalling devices, IT security, cybersecurity, blockchain, data security, firewalls	1, 6, 11	6, 26
<b>Electromechanics:</b> Cables, connectors, power supplies, energy management, lighting, lighting technology, cable carriers, cable routing, control cabinets, EMC, power electronics, lightning and surge protection, explosion protection	4, 11	10, 16, 37, 43, 51
<b>Vision Systems:</b> visualisation software, industrial cameras, industrial image processing, artificial intelligence, scanners, embedded systems	5, 10	22, 30, 40
<b>Monitoring and HMI:</b> HMI, predictive maintenance, condition monitoring, operating devices, touch screens, displays, tablets, handhelds, input devices, data glasses, VR glasses, augmented reality	7-8, 11	12, 28, 33, 43
<b>Software and Apps:</b> digital twin, ERP, enterprise resource planning, MES, blockchain, supply chain management, augmented reality, production planning and control system (PPS), production planning, configurators, operating systems, , production planning, cloud computing, edge computing	2, 3, 6, 7-8, 12	13, 33, 48

# Topic Matrix

Topics	Issue (Month)	Newsletter (cW)
<b>Handling and Production Logistics</b>		
<b>Handling Technology:</b> Grippers, manipulators, balancers, positioning devices, load handling devices, dosing systems, rotary units, rotary tables, rotary indexing tables, pick & place, end effectors, SCARA, delta robots, tool changers, infeed and outfeed systems, palletisers	1-2, 5, 6, 10	3, 6, 18, 29, 35, 38, 48, 50
<b>Clamping technology:</b> Clamping systems, tool holders, clamping cylinders, clamping jaws, steady rests, lathe chucks, clamping systems	7-8, 10	38, 48
<b>Conveyor Technology:</b> Conveyor belts, conveyor belts, rotary indexing tables, turntables, overhead conveyors, sorters, sorting systems, distribution systems, lifting tables, hoists, crane systems, warehouse lifts	6, 7-8, 10	7, 22, 27, 29, 47
<b>Transport Systems:</b> Driverless transport systems, shuttles, autonomous robots, transport robots, floor conveyors, forklifts	4, 10, 12	4, 8, 25, 28, 49
<b>Assembly Technology:</b> Assembly cells, work cells, assembly systems, assembly robots, workstation systems, worker assistance, workstation equipment, digital assistance systems, ergonomics, order picking, pick systems, parts supply, workpiece carriers, supply and removal systems, hand tools	4, 5, 10	4, 5, 19, 30
<b>Linear Technology:</b> Linear systems, gantries, guides, cables, axes, cylinders, spindles, dampers	12	12, 15, 46
<b>Robotik/MRK und Cobots:</b> kollaborative Roboter, Roboterassistenz, Bionik, MRK	4, 10, 11	3, 7, 10, 17, 20, 24, 27, 31, 32, 37, 47, 49, 51
<b>Production and Machine Tools</b>		
<b>Additive Manufacturing:</b> 3D printing, additive manufacturing, materials, plastics, metal powder, prototyping, laser sintering, model making	4, 9, 11	10, 18, 21, 31, 46, 51
<b>Machining:</b> Cutting, milling, turning, drilling, grinding, gear cutting, honing, precision tools, surface technology, tools	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12	2, 8, 9, 20, 21, 25, 28, 32, 34, 37, 46, 47
<b>Forming:</b> Pressing, bending, drawing, punching, shearing, rolling, cold forming, hot forming, solid forming, sheet metal, tube and wire working	2, 9, 10	12, 26, 29, 39, 50, 51
<b>Cutting and Joining:</b> Water jet cutting, laser cutting, sawing, cutting, welding, soldering, screwing, riveting, crimping, gluing, joining	2, 4, 9, 10	3, 11, 26, 29, 40
<b>Materials:</b> 3D printing materials, surface technology, metals, powders, plastics, composite materials, cast materials, recycling, raw materials, material refinement, semi-finished products	7-8	17, 38, 41, 52
<b>Industrial Robots:</b> Welding robots, robot cells, tool changers, kinematics, articulated arm robots, SCARA	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12	3, 7, 10, 17, 20, 24, 27, 31, 32, 37, 47, 49, 51
<b>Process Technology, Hydraulics and Pneumatics:</b> Pumps, compressors, hoses, lines, valves, cylinders, filters, seals, dosing technology, compressed air generation	1-2, 6	6, 9, 21, 24, 30



# Topics / Dates 2024

extended e-paper

	Print-Issue with extended e-paper	Construction & Operation	Automation & Industrial IoT	Production, Machine Tools & Robots	Assembly & Production Logistics	Market Overview	Trade fair
January / February	<b>1/2</b> DP: 15.02.24 AD: 29.01.24 ED: 19.01.24	Machine Elements	Drive/Control Technology	Hydraulics <b>Sustainable maintenance management to increase plant efficiency and service life</b>	Handling Components Gripping Technology Manipulators Handling Modules	Pumps, Fittings, Compressors	Easy Fairs pumps & valves, Dortmund 21.-22.02.2024 maintenance, Dortmund 20.-22.02.2024 Eisenwaremesse, Köln 03.-06.03.2024
March	<b>3</b> DP: 13.03.24 AD: 21.02.24 ED: 14.02.24	Identification and Labelling	Industrial Communication Embedded Systems / Cloud-Computing	Separating and Joining Forming	<b>Intralogistics, Storage Systems, Software, Industrial Trucks and Shuttle Systems</b>	Embedded Systems	<b>Logimat, Stuttgart 19.-21.03.2024</b> Embedded World, Nürnberg 09.-11.04.2024
April	<b>4</b> DP: 11.04.24 AD: 21.03.24 ED: 11.03.24	Operating Resource C-Parts Management	Drive Technology Electromechanics AI and Data Analysis	<b>With Industry 4.0 &amp; Automation to the Smart Factory Additive Manufacturing</b>	Human Robot Collaboration and Cobots		Wire & Tube, Düsseldorf 15.-19.04.2024 <b>Hannover Messe, 22.-26.04.2024</b> <b>Control, Stuttgart 23.-26.04.2024</b> Smart Automation, Linz 23.-26.04.2024 Optatec, Frankfurt 14.-16.05.2024 Rapidtech & Fabcon, Erfurt 14.-16.05.2024
<b>HANNOVER MESSE DAILY</b> DP: 22.-26.04.24    AD: 27.03.24 The only official trade fair daily newspaper for Hannover Messe 2024 with extended E-Paper. For dates and separate price list, see page 16.							
May	<b>5</b> DP: 21.05.24 AD: 30.04.24 ED: 22.04.24	Design Software	<b>Measuring, Testing and Inspection Technology, Quality Assurance in Production, Industrial Image Processing</b>	Industrial Robots	Assembly and Handling Technology in Electronics Manufacturing		<b>Sensor + Test, Nürnberg 11.-13.06.2024</b> SMT connect, Nürnberg 11.-13.06.2024
June	<b>6</b> DP: 20.06.24 AD: 31.05.24 ED: 22.05.24	Occupational Health and Safety Commissioning and Maintenance	<b>Drive Technology</b> Safety & Security	Process Technology Hydraulics and Pneumatics Robot Programming	Grippers and Manipulators Lifting and Conveying Technology	Drive Systems	


extended e-paper

\* Editorial focus in the magazine  
Subject to alterations.

DP: Date of publication, AD: Advertising deadline, ED: Editorial deadline

# Topics / Dates 2024

extended  
E-Paper

	Print-Issue with extended e-paper	Construction & Operation	Automation & Industrial IoT	Production, Machine Tools & Robots	Assembly & Production Logistics	Market Overview	Trade fair
July / August	<b>7/8</b> DP: 08.08.24 AD: 18.07.24 ED: 11.07.24	Supplier Software	Monitoring	<b>Preview AMB:</b> Cutting Tools, Clamping- Technology, Materials	<b>Production Logistics Conveyor Technology</b>		
September	<b>9</b> DP: 04.09.24 AD: 14.08.24 ED: 07.08.24	Operating Resources Media Supply	Control Technology Sensors and Measurement Technology	<b>Metalworking</b> Robot Programming	Automatic Tool Guiding Packaging Technology	Precision Tools	<b>AMB, Stuttgart 10.-14.09.2024</b> Fachpack, Nürnberg 24.-26.09.2024 Part2Clean, Stuttgart 24.-26.09.2024
October	<b>10</b> DP: 02.10.24 AD: 11.09.24 ED: 04.09.24	Machine Elements Services	Drive Technologie Industrial Image Processing	Forming Cutting and Joining Sheet Metal Working	<b>Handling and Assem- bly, Linear Technology, Drive Solutions</b>		<b>Motek, Stuttgart 08.-11.10.2024</b> Vision, Stuttgart 08.-10-10.2024 <b>Euroblech, Hannover 22.-25.10.2024</b>
November	<b>11</b> DP: 06.11.24 AD: 16.10.24 ED: 09.10.24	Design and Simulation Software	Drive Technology, Control Techno- logy Industrial Communication Monitoring and HMI Electromechanics	<b>Robotics &amp; Automation</b> Additive Manufacturing	Human Robot Collaboration and Cobots	Robots and EoAT	<b>SPS, Nürnberg 12.-14.11.2024</b> <b>Formnext, Frankfurt 12.-15.11.2024</b> Electronica, München 12.-15.11.2024
December	<b>12</b> DP: 12.12.24 AD: 21.11.24 ED: 14.11.24	Supplier	AI and Data Analysis	Industrial Robots Machining	Transport Systems Parts Supply and Removal Linear Technology	<b>INDUSTRIAL Production Products of the Year 2025</b> 	

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deadline

# Advertising Formats and Rates in EUR

## Anzeigenpreise und Formate

Advertising Rate Card No. 5, valid from 01.01.2024

Size	Width x Height in mm	Rate 1c	Rate 2c	Rate 3c	Rate 4c
1/1 page	180 x 252	€ 7,220	€ 7,790	€ 8,360	€ 8,930
Junior-page	135 x 190	€ 4,250	€ 4,820	€ 5,390	€ 5,960
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 3,640	€ 4,210	€ 4,780	€ 5,350
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 2,410	€ 2,980	€ 3,550	€ 4,120
1/4 page	180 x 60 horizontal 88 x 124 corner	€ 1,810	€ 2,380	€ 2,950	€ 3,520
1/6 page	56 x 124 vertical 88 x 80 corner	€ 1,380	€ 1,690	€ 2,000	€ 2,310
1/8 page	180 x 29 horizontal 88 x 60 corner	€ 1,010	€ 1,320	€ 1,630	€ 1,940
Cover page	210 x 230				€ 10,990
2nd + 4th Cover page	210 x 297				€ 9,920
3rd Cover page	210 x 297				€ 9,700

## Extended E-Paper

extended e-paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500



## Terms of payment

Direct debit with 2% discount, 10 days net

**Bank details:** HypoVereinsbank, München  
**IBAN:** EN 54 700 20 27 0001 002 1500  
**BIC:** HYVEDEMMXXX

## Discounts

Acceptance within one insertion year.

(Start with the publication of the first advertisement)

Frequency discount		Volume discount	
3 or more insertions	5%	2 or more pages	5 %
6 or more insertions	10%	4 or more pages	10 %
9 or more insertions	15%	6 or more pages	15 %
12 or more insertions	20%	9 or more pages	20 %
		12 or more pages	25 %

No discount on ad specials, inserts or technical costs.

Combined discounts for cross-media campaigns on request.

## Surcharges

Placement	Binding placement regulations possible from 1/3 page, surcharge 10%.
Color	Prices listed are for Euroscale, Surcharge for special colors on request
Size	Surcharges for bleed and waistband printing are not charged

## Categories

Job offers	25 % discount on the basic advertising price
Job applications	50 % discount on the basic advertising price
Sources of supply	Annual entry print € 1,200
	Annual entry online see Matchmaker+ on page 19

## Special forms of advertising

Prices for banderole, gate folder, flap, pincer banderole, altar fold display (only in connection with title), Cover Gate Folder, glued Advertising material etc. on request

# Bleed Formats

Size specifications width x height in mm



**1/1-page**

S: 180 x 252 mm  
A: 210 x 297 mm



**Junior Page**

S: 135 x 190 mm  
A: 150 x 213 mm



**1/2 page  
horizontal**

**1/2 page  
vertical**

S: 180 x 124 mm    S: 88 x 252 mm  
A: 210 x 147 mm    A: 103 x 297 mm



**1/3 page  
horizontal**

**1/3 page  
vertical**

S: 180 x 80 mm    S: 56 x 252 mm  
A: 210 x 103 mm    A: 71 x 297 mm



**1/4 page  
horizontal**

**1/4 page  
vertical**

S: 180 x 60 mm    S: 88 x 124 mm  
A: 210 x 83 mm    A: 103 x 147 mm



**1/6 page  
vertical**

**1/6 page**

S: 56 x 124 mm    S: 88 x 80 mm  
A: 71 x 147 mm    A: 103 x 103 mm



**1/8 page  
horizontal**

**1/8 page**

S: 180 x 29 mm    S: 88 x 60 mm  
A: 210 x 52 mm    A: 103 x 83 mm

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleed

Bleed allowance: 3 mm on the open sides



# Special Forms of Advertising



## Front page

**Size:** 210 mm x 230 mm

The content of the front page and cover story is coordinated with the editorial team. Achieve maximum presence for your products and solutions.

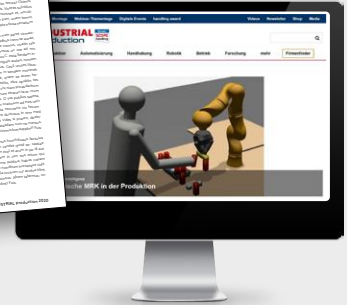
**Price: € 10,990**



## Content Package

**1/1 page Advertorial**

**Price: € 4,110**  
(not discountable)



## Cross Media Package

plus 4 weeks presence of your advertorial under the corresponding section on the website plus a social media posting

**Price: € 5,380**  
(not discountable)



## Bound inserts

80 - 135 g/m<sup>2</sup>

2 sheets = 4 pages € 10,420

3 sheets = 6 pages € 13,790

Required delivery quantity: 17,500 copies



For your individual advertising presence we offer numerous Special forms of advertising - talk to us.



## Inserts

Inserts over 25 g/piece

on request

Partial occupancy by postcode or Nielsen areas

Full edition Price  
(up to 25g, incl. postage)

€ 4,900  
(not discountable)



**Shipping address Special advertising formats**

**Delivery note:**

For magazine INDUSTRIAL Production, issue (No.)

Vogel Druck, Leibnizstr. 5

97204 Höchber

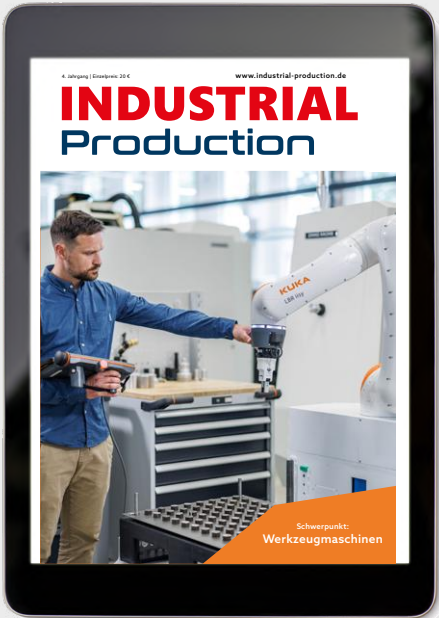
# Extended e-paper with Interactive Elements

extended e-paper

Get even more attention and reach for your advertising

Use the interactive possibilities of our extended e-paper:

Supplement your advertisement booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. In this way, you can bring your advertised products and solutions to life and offer users considerable added value.



## Extended e-paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

extended e-paper

- XPlanner eröffnet neue Freiheitsgrade in Produkthandling: Frei schwebende Planarwägelchen bewegen sich über individuell angeordneten Planarkacheln auf beliebig programmierten Fahrwegen.
- Individuelle 2D-Transport mit bis zu 2 m/s
- Behandlung mit bis zu 6 Freiheitsgraden
- Transport und Behälterzug in einem System
- Verschieblich, hebensicher und leicht zu reinigen
- Beliebiges Systemaufbau durch freie Anordnung der Planarkacheln
- Multi-Mover-Control für paralleles und individuelles Produkthandling
- Voll integriert in die leistungsstarke PC-basierte Beckhoff Steuerungssoftware (Beckhoff PLC-EC-G113), Motion, Measurement, Machine Learning, Voice, Communication, HMI
- Bandenübergreifend einsetzbar: Montage, Lebensmittel, Pharma, Labor, Entertainment, ...



New Automation Technology **BECKHOFF**

# Print – Technical Data

## Technical data / Processing

Printing Process	Processing
Journal format	trimmed format 210 mm wide x 297 mm high plus 3 mm trim on all open pages
Type area	180 mm wide x 252 mm high 4 columns of 42 mm width
Printing process	Cover: Sheetfed offset Content: Web Offset
Colors	Printing colors (CMYK) according to ISO 12647-2 (PSO). Spot colors on the cover are in arrangement possible. Minor tonal value deviations are within the tolerance range of web offset printing justified. Black full tone surfaces should be printed with 40 % halftone in cyan can be underlaid.
Data Formats	Printable closed PDF files. Please one PDF file per single page. relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi
Proof	Color-accurate proof according to "Media Standard Print" (bvdn). Digital proofs without FOGRA media wedges are as not color binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L). The corresponding profiles are stored under www.eci.org is available for download.
Data transmission	Please send the data (up to 10 MB) to druckunterlagen@weka-businessmedien.de
Data archiving	Data is archived, unchanged repetitions are therefore usually possible. A data guarantee is however is not taken over.
Warranty	For delays and failures, the can be caused by incorrect data, can we assume no liability.
Contact	Nike Menrath Phone: +49 89 25556-1911 nmenrath@weka-businessmedien.de

## Inserts / Bound inserts / Stickers / CDs

Inserts	
Minimum format	105 mm width x 148 mm height
Maximum format	in height and width 10 mm each smaller than the carrier product

Inserts must be trimmed and folded as finished end products be delivered. Folded products have to be closed towards the bundle and be suitable for machine processing.

Bound inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Bleed	Booklet format: head trim 6 mm, front and foot trim min. 3 mm, add. + 3 mm milled edge in collar

Bound inserts must be delivered untrimmed and folded. Multi-sheet bound-in inserts must be closed towards the binding and folded for be suitable for machine processing.

The type and design of bound inserts must be such that additional preparation and processing is not required. Complications and additional folding and gluing work are handled separately. will be invoiced.

Before acceptance and confirmation of order is a binding sample, if necessary, a dummy sample with size and weight information.

Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be published with the prior consent of the publisher and be accepted by the post office.



### Shipping address

#### Delivery note:

For journal INDUSTRIAL Production, issue (No.)  
Vogel Druck, Leibnizstr. 5  
97204 Höchberg



### Terms of payment

Direct debit with 2% discount, 10 days net

**Bank Account:** HypoVereinsbank, Munich  
**IBAN:** EN 54 700 20 27 0001 002 1500  
**BIC:** HYVEDEMMXXX

Our general terms and conditions apply  
([www.industrial-production.de/AGB](http://www.industrial-production.de/AGB))

# HANNOVER MESSE DAILY 2024

## HANNOVER MESSE DAILY 2024

### HANNOVER MESSE DAILY 2024

The only official trade fair daily for HANNOVER MESSE 2024: 3 specialist editorial departments, 5 daily issues for a targeted approach to visitors to the fair.

#### THE ONLY OFFICIAL

The only official daily newspaper for HANNOVER MESSE 2024, published by by INDUSTRIAL Production, KUNSTSTOFF MAGAZIN and materialfluss in with Computer&Automation is published exclusively in cooperation with the organiser of of HANNOVER MESSE - DEUTSCHE MESSE AG.

#### 80,000 COPIES - EXCLUSIVELY DISTRIBUTED

Only HANNOVER MESSE DAILY is distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds. The optional additional distribution in hotels, train stations and at the airport ensures the best possible distribution of 80,000 copies hot off the press.

#### 200,000 NEWSLETTER RECIPIENTS

Each issue is distributed via stand-alone newsletters to the newsletter recipients of WEKA Business Medien & WEKA Fachmedien. In addition, the e-paper edition is distributed via the channels of HANNOVER MESSE and the social media channels of WEKA Business Medien and WEKA Fachmedien.

#### INTERACTIVE E-PAPER

The only official daily newspaper for HANNOVER MESSE is published as an e-paper on industrial-production.de, kunststoff-magazin.de and materialfluss.de. The interactive format allows readers to be redirected from your ad directly to website and even be inspired by your multimedia content on day 1. content to inspire them.

#### DAILY UPDATED CONTENTS

With independent editions on all five days of the fair HANNOVER MESSE DAILY provides daily up-to-the-minute reporting directly from HANNOVER MESSE.

#### INTERNATIONAL VISITOR APPROACH

In order to also inform the international trade visitors about the fair news HANNOVER MESSE DAILY reports in German and English.

#### CHANGING MOTIVES

Use the only official daily newspaper for your campaign and use each of the five days of publication with a different advertising motif.

#### WITH JOB MARKET

HANNOVER MESSE DAILY, the ideal platform for finding qualified professionals without wastage at the international industry meeting place.

**USE THE POTENTIAL OF HANNOVER MESSE DAILY AND SECURE YOUR PLACEMENT!**



**Publication date:** 22. – 26. April 2024  
**Advertising deadline:** 27. März 2024 (for all five issues)  
**Printing material deadline:** 27. März 2024 (for all five issues)

#### Prices (package price for all 5 days)

Size	4c	Type area in mm	Bleed-format in mm
1/1	26,000 €	210 x 270	230 x 300
9/16 (junior)	14,700 €	156 x 210	167 x 227
1/2 vertical	13,230 €	102 x 270	112 x 300
1/2 horizontal	13,230 €	210 x 132	230 x 147
1/3 vertical	8,970 €	66 x 270	76 x 300
1/3 horizontal	8,970 €	210 x 86	230 x 100
1/4 vertical	6,670 €	48 x 270	58 x 300
1/4 horizontal	6,670 €	210 x 63	230 x 77
1/4 2-column	6,670 €	102 x 132	112 x 147
1/8 horizontal	3,360 €	102 x 63	112 x 77

#### Special forms of advertising

Flap	41,800 €	115 x 300
Island ad title	16,850 €	
Island ad	11,550 €	48 x 75
Centre insert 4-page	24,360 €	
Inserts	Price on demand	
Millimeter Price	16.00 €	

#### Prices for media integration integration (for day 1)

Video-, GIF-Integration, Logoanimation per 300 €

For technical reasons, only all five issues can be occupied. (exception: inserts). Delivery address on request.



# Banner Formats Website

## ALL

online forms of  
advertising at a  
glance

### (1) Superbanner

€ 220 / 1,000 Ad Impressions  
(728 x 90 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

### (2) Billboard Ad

€ 380 / 1,000 Ad Impressions, (800 x 250 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

### (2) Billboard Video Ad

€ 520 / 1,000 Ad Impressions

### (3) Skyscraper

€ 230 left side / 1,000 Ad Impressions  
€ 260 right side sticky / 1.000 Ad Impressions  
(120 x 600 Pixel or 160 x 600 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

### (4) Halfpage Ad

€ 330 / 1,000 Ad Impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel

### (5) Medium Rectangle

€ 260 / 1,000 Ad Impressions, (300 x 250 Pixel)

### (5) Medium Rectangle Video Ad

€ 360 / 1,000 Ad Impressions

### (6) Baseboard Ad

€ 360 / 1,000 Ad Impressions  
(728 x 90 Pixel oder 940 x 90)  
\* Mobile: 6:1 / 300 x 50 Pixel

### (7) Fullsize

€ 190 / 1,000 Ad Impressions  
(468 x 60 Pixel)

### (8) Halfsize

€ 150 / 1,000 Ad Impressions  
(234 x 60 Pixel)

### (9) Landscape Video Ad

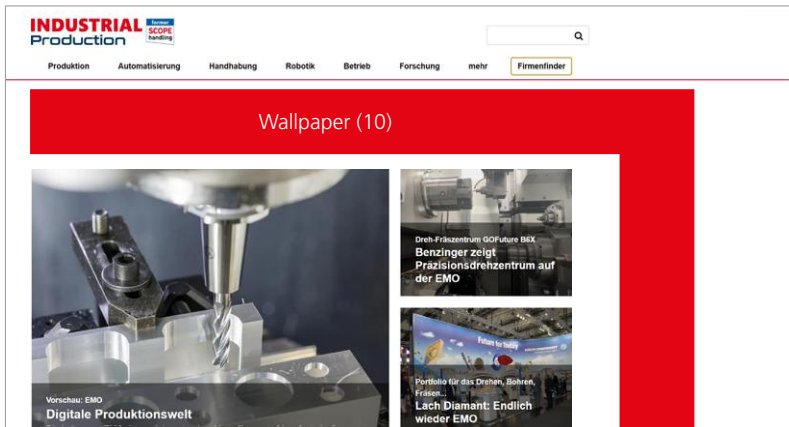
€ 530 / 1,000 Ad Impressions



Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB, Prices = thousand contact price  
Data delivery: 5 working days before start of campaign  
Specifications Video Ad: see page 18

# Special Formats & Banner Overview Mobile

**ALL**  
online forms of  
advertising at a  
glance

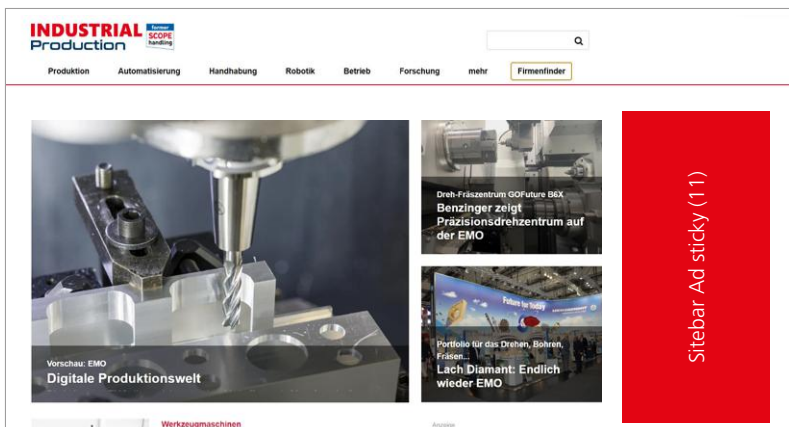


## (10) Wallpaper

€ 340 / 1,000 Ad Impressions  
(728 x 90 Pixel / above,  
120 x 600 Pixel / right side, or  
160 x 600 Pixel / right side)  
\* Mobile: 2:1 / 300 x 150 Pixel

## (11) Sitebar Ad (sticky)

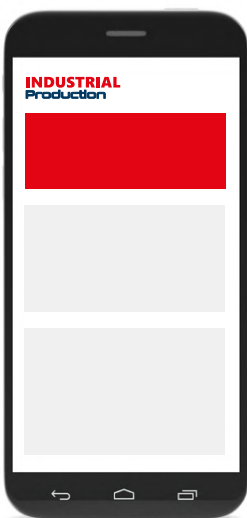
€ 340 / 1,000 Ad Impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel



Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB,  
Prices = thousand contact price  
Data delivery: 5 working days before start of  
campaign

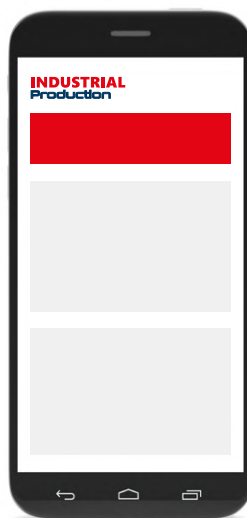
To ensure that your banner can also be delivered on mobile devices,  
please also send us the appropriate banner format too.

## Banner overview Mobile



### Mobile Content Ad 4:1

300 x 75 Pixel  
max. 50 KB



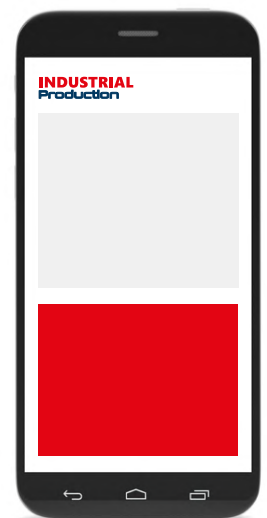
### Mobile Content Ad 6:1

300 x 50 Pixel  
max. 50 KB



### Mobile Content Ad 6:1

300 x 50 Pixel  
max. 50 KB



### Mobile Content Ad 2:1

300 x 150 Pixel  
max. 50 KB

# Banner Formats Website Video Ads



## New Product: Video Ads

- Integration of video ads on our specialist portals

### Placements:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

(Can be booked individually or as a video rotation package).

### Features:

- Video starts automatically without sound, audio can be activated by user interaction.
- Full-responsiveness: can also be played on mobile devices
- Video ad is clickable and can be linked to a target page
- Full tracking: Als, clicks, CTR

### Playout:

- On all home, classified and article sites

### Data delivery:

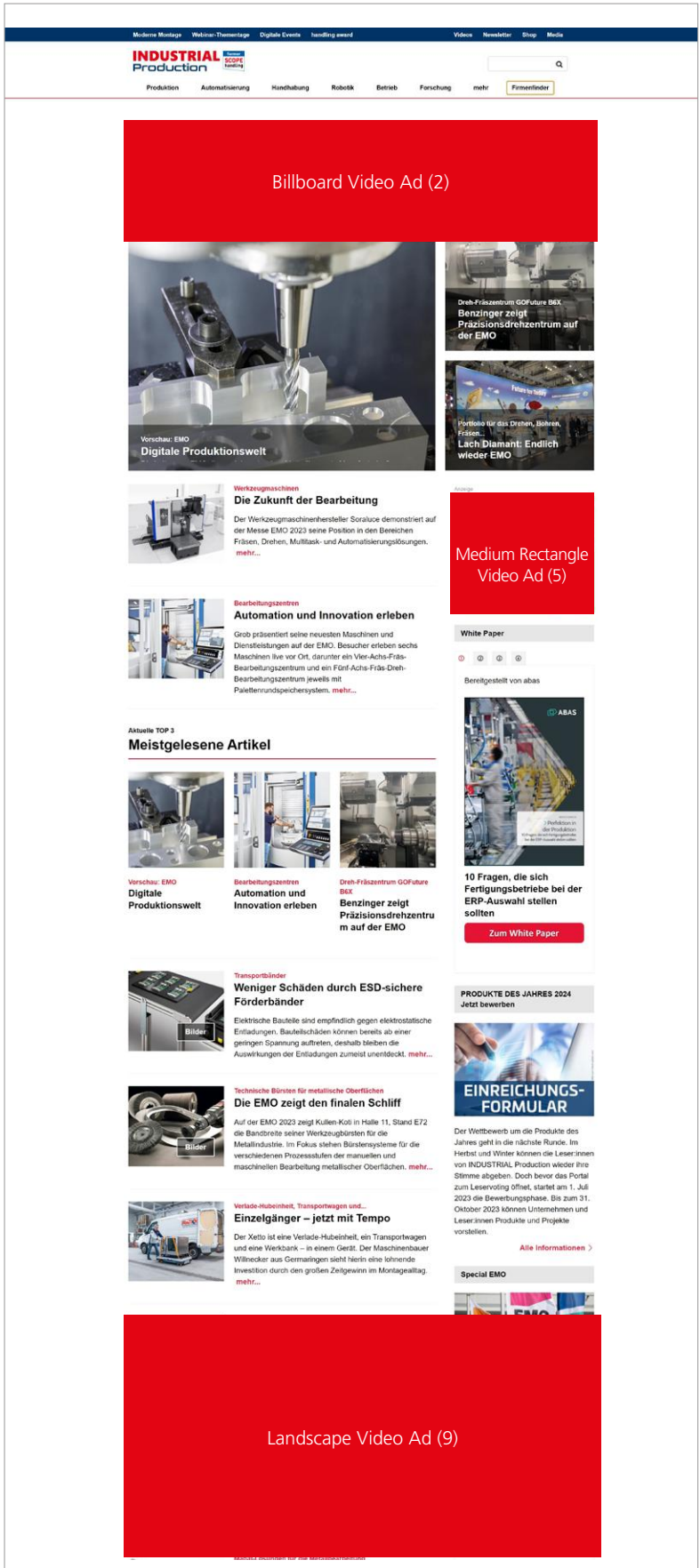
- Convenient delivery of only one video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

## 3GPP / MPEG-4

Resolution	Target bitrate for video files	Target bitrate for Audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

## MP4 / H.264 / AAC

Resolution	Target bitrate for video files	Target bitrate for Audio files
1920 x 1080	4.000 kBit/s	128 kBit/s
1280 x 720	3.000 kBit/s	128 kBit/s
1280 x 720	2.000 kBit/s	128 kBit/s
854 x 480	1.500 kBit/s	128 kBit/s
854 x 480	1.000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s



! Possible file formats: GIF, JPEG, HTML5, file size: max. 80 KB, Prices = thousand contact price Data delivery: 5 working days before start of campaign

# INDUSTRIAL Production Matchmaker+

INDUSTRIAL Production Matchmaker+ – Your guide to the industry

INDUSTRIAL Production Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, webshop, e-paper and much more.

# Matchmaker+



Topic specials



Videos



Market overviews



Events



E-Paper



Webshop



Webinars



Whitepaper

## Ihre Vorteile:

- Premium profile: Your business card
- Multimedia contents
- Listing of professional articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial articles
- Keyword advertising
- Inclusion in newsletter
- Social media postings



## Muster

	Starter	Premium	Professional
• Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product classification	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of professional articles in the company profile	✓	✓	✓
• <b>Job offers</b>	✓	✓	✓
• Individual contact information incl. Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo insertion incl. linking in all editorial article pages	✓	✓	✓
• Multimedia content such as videos, interactive e-papers, browseable catalogues, etc.		✓	✓
• White papers, brochures, catalogues, other documents (PDFs)		✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x a year)		✓ (6x/year)	✓ (12x/year)
• Keyword advertising on Industrial Production: 4 keywords with direct link to the premium profile		✓	✓
• Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)			✓
<b>Price</b>	<b>2,990 €</b>	<b>4,990 €</b>	<b>6,190 €</b>

12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a notice period of one month. We will gladly setup and maintenance of your profile (setup € 499 one-time, maintenance € 99 monthly)

# Lead Generation

## Lead-Generierung – Vermitteln Sie Ihr Know-how an die Zielgruppe



- Your white paper will be published on [www.industrial-production.de](http://www.industrial-production.de) and promoted with flanking online advertising media.
  - Banner advertising in at least two INDUSTRIAL Production newsletters.
  - At least two posts on INDUSTRIAL Production's social media channels
  - Presentation of your white paper in the teaser area of [industrial-production.de](http://industrial-production.de) for two months
- Linking to a landing page created by us with input fields for download request (DSGVO-compliant).
- You generate high visibility on our channels and receive valuable leads after the valuable leads after completion of the campaign.
- We will be happy to provide you with an individual offer and support you in the creation of the white-paper as well as the advertising material.

## Lead campaign with whitepaper

Period: 2 months

**Price: € 3,600** plus € 70 per lead

Optionally also bookable with a customised newsletter.

**Price: € 5,200** plus € 70 per lead

## Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal promotional format. In a webinar you communicate your new products and innovations and actively involve customers live via chat questions. Use a webinar to underline the benefits of your products and, at the same time, your thematic competence and company awareness.

### Services

- Advance announcement of the webinar in at least three INDUSTRIAL Production newsletters as well as at least two posts on the INDUSTRIAL Production social media channels
- Display Ad to promote your webinar on [industrial-production.de](http://industrial-production.de) for one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast incl. start and end moderation
- Passing on of registration data (company, first name, surname, e-mail)
- The webinar is then available for four weeks as an on-demand webinar for download.
- On-demand webinar available for download from the media brand website for four weeks



Bild: fizkes / stock.adobe.com



**Price: € 4,690**

Optionally also bookable with a full-page announcement of the webinar in Industrial Production. (layout is done by the publisher)

**Preis: € 6,890**



Possible file formats: GIF, JPEG, HTML, PNG, Iframe. Redirect specifications correspond to recommended file size, max. 1 MB possible

# Native Advertising

Native advertising - Your information in the look & feel of the editorial articles

The online advertorial is perfectly suited to discuss complex topics about to present to the readers for a longer period of time. Online advertorials are designed in such a way that the user perceives it as an editorial contribution become. In this way, your content will gain a high degree of credibility. Combine the Social Media Plus package for this native communication solution and simultaneously increase your social media reach!



## Highlight of the week also including newsletter

- Present your product, webinar or event one week on our website
- Headline: 40 characters including spaces, text: 250 characters incl. spaces, image: 300 x 250 pixels
- Link to your website or one of our designed microsite with your contributions

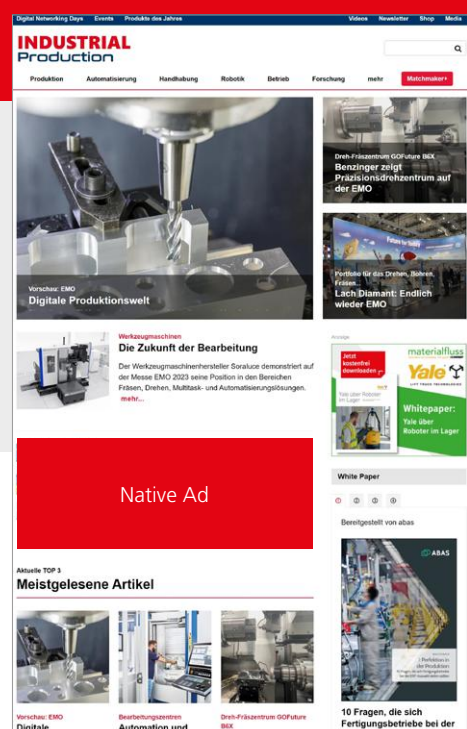


Highlight of the week

- € Highlight of the week **Price: € 650**
- € Highlight of the week combi **Price: € 2,330**  
(including a text ad / native ad in the newsletter, specifications see newsletter page)

## Native Ad of the week also including newsletter and Social Media Plus

- Native Ad in the look & feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- Link to your website or one of our designed microsite with your contributions



Native Ad

- € Native Ad of the week **Price: € 870**
- € Native ad combi **Price: € 2,550**  
(including a text ad / native ad in the newsletter, specifications see newsletter page)
- € Native ad combi Social Media Plus **Price: € 3,170**  
(additional publication on our social media channels)

# Social Media Posting

Social media posting - share content successfully through our channels

Complement your market communication and gain more attention for your products, solutions, videos, webinars and services via our social media channels.


Choose your preferred date and use the independent topic environment of INDUSTRIAL Production and the reach of an interactive target group.



Bild: Production Perig/stock.adobe.com

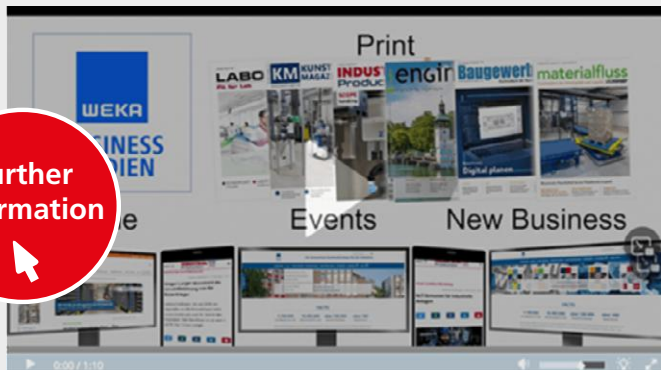
## Your advantages

- News in real time
- Increase brand awareness
- Smart content for the right target group
- Interactive social media community

 **Price: € 630**  
 (not discountable)

**Followers: around 8,000**  
 (publisher's information, Stand: August 2023)

Further information



# Customized Newsletter

## Customized Newsletter - Exclusively your news to the target group

Send your customized information exclusively to INDUSTRIAL PRODUCTION newsletter address pool.

### One message per customized newsletter

**Size:** 1 image + 1 message + 1 logo

**Text:** max. 1,500 characters (incl. spaces)

**Image width:** 630 pixels, maximum image height: 300 pixels

**Subject line:** max. 100 characters (incl. spaces)

**Links:** max. 5

**Sender:** INDUSTRIAL Production and advertiser

*Dates on request*

#### Your advantages:

- Exclusive newsletter for your information
- High attention for your company and your offer
- Individual scheduling
- Maximum 1 customized newsletter per week per company



**Price: € 9,700**  
(not discountable)

**Special configurations on request**

The image shows a screenshot of a newsletter email from INDUSTRIAL Production. The header includes the company logo, the date '6.6.2023 | 08:45', and social media icons for X, LinkedIn, Twitter, Facebook, and YouTube. The main content features a large blue banner with the text 'DOWNLOAD WHITEPAPER' and 'Entscheidungsgrundlagen für elektronische Schließanlagen'. Below this is a smaller image of a person and a download icon. The body text discusses 'Planungsgrundlage für elektronische Schließanlagen' and provides detailed information about the whitepaper. A button at the bottom of the main content area says 'Hier geht es zum Download des Whitepapers'. The footer contains the website URL 'www.industrial-production.de', a 'Newsletter' section with 'Abmelden' and 'Überrmelden' links, a disclaimer about the newsletter being sent to 'Hockmann@weka-businessmedien.de', and links for 'Impressum | Datenschutz | AGB'. The copyright notice is '© 2023 WEKA Business Medien GmbH'.

Example



# Banner Formats Newsletter

INDUSTRIAL Production sends out its newsletter 4 times a week. This way, your customers receive tailor-made news, product reports and technical articles. The INDUSTRIAL Production newsletter is the ideal advertising medium for product presentations and company or seminar events.

\*State August 2023 (publisher's information)

around **50.000\*** recipients

## (1) Leaderboard

€ 2,530

(630 x 90 Pixel, max. 200 KB),

## (2) Text Ad / Native Ad / Video Ad / Billboard

€ 1,990

Possible advertising forms

Text Ad / Native Ad / Video Ad / Billboard (630 x 200 Pixel, max. 200 KB)

## (3) Small Rectangle

€ 570

(291 x 156 Pixel, max. 200 KB),

An image to be supplied by the customer (logo or logo with textual content)

## Appointment entry

€ 590

Text: 130 characters including spaces and ad URL (max. 1 link)

## Text Ad / Native Ad

Visualization like articles

Header + text + image and target-URL (max. 1 link)

Image: 225 x 127 Pixel, max. 200 KB

Headline: max. 40 characters,

Text: max. 300 characters incl. space

## Video Ad

The video opens in a separate window with a click.

Linking to videos on YouTube or Vimeo possible.

## Exclusiv Newsletter

€ 5,900

4 insertion forms (Leaderboard and 3 Text Ads/Billboard)

+ 2 editorial messages

+ Mention within subject heading (no discounts)

The editorial staff of industrial-production.de reserves the right to edit the articles in corporation with the customer.



All newsletter advertising forms are optimized for mobile devices.



**File format:** PNG, JPEG, GIF\* (\*GIF only without animation)  
**Data delivery:** 5 working days before the start of the campaign

# Topics / Dates Newsletter

	CW	Date	Topics
January	1	Tuesday, 2 January	Top 10 Picture Galleries 2023
	1	Thursday, 4 January	Drive Technology
	2	Monday, 8 January	Control Technology
	2	Wednesday, 10 January	Machining
	2	Thursday, 11 January	Industrial Communication
	3	Monday, 15 January	Handling Technology
	3	Tuesday, 16 January	Human Robot Collaboration & Cobots
	3	Wednesday, 17 January	Suppliers
	3	Friday, 19 January	Cutting & Joining
	4	Monday, 22 January	Assembly Workstations
	4	Tuesday, 23 January	Commissioning & Maintenance
	4	Wednesday, 24 January	Production Logistics
	4	Friday, 26 January	AI & Data Analysis
	5	Monday, 29 January	Control Technology
	5	Tuesday, 30 January	Assembly Workstations
5	Wednesday, 31 January	Construction + Development	
February	5	Friday, 2 February	Top 10 Articles of the Month
	6	Monday, 5 February	Handling Technology
	6	Tuesday, 6 February	Hydraulics & Pneumatics
	6	Wednesday, 7 February	Safety & Security
	6	Friday, 9 February	Special newsletter maintenance
	7	Monday, 12 February	Industrial Robots
	7	Tuesday, 13 February	Special Newsletter Easy Fairs pumps & valves
	7	Wednesday, 14 February	E-Paper Issue 1/2-24
	7	Friday, 16 February	Conveyor Technology
	8	Monday, 19 February	Machine Tools
	8	Tuesday, 20 February	Transport Systems
	8	Wednesday, 21 February	Drive Technology
	8	Friday, 23 February	Hand Tools
	9	Monday, 26 February	Identification & Marking
	9	Tuesday, 27 February	Industrial Communication
9	Wednesday, 28 February	Special Newsletter Eisenwarenmesse	
March	9	Friday, 1 March	Machining
	10	Monday, 4 March	Top 10 Articles of the Month
	10	Tuesday, 5 March	Additive Manufacturing
	10	Wednesday, 6 March	Robot Control
	10	Friday, 8 March	Special Newsletter LogiMAT
	11	Monday, 11 March	Occupational Health & Safety
	11	Tuesday, 12 March	E-Paper Issue 3-24
	11	Wednesday, 13 March	Separating & Connecting
	11	Thursday, 14 March	Special Newsletter LogiMAT
	12	Monday, 18 March	Forming
	12	Tuesday, 19 March	Simulation Software
	12	Wednesday, 20 March	Storage Systems
	12	Friday, 22 March	Monitoring & HMI
	13	Monday, 25 March	Special Newsletter Embedded World
	13	Tuesday, 26 March	Software & Apps
13	Wednesday, 27 March	Special Newsletter Hanover Fair	

	CW	Date	Topics
April	14	Tuesday, 2 April	Top 10 Articles of the Month
	14	Wednesday, 3 April	Operating Materials
	14	Thursday, 4 April	Special Newsletter Embedded World
	14	Friday, 5 April	Special Newsletter Wire & Tube
	15	Monday, 8 April	Special Newsletter Hanover Fair
	15	Tuesday, 9 April	Linear Motion Technology
	15	Wednesday, 10 April	E-Paper Issue 4-24
	15	Friday, 12 April	Sensors & Measurement
	16	Monday, 15 April	Special Newsletter Hanover Fair
	16	Tuesday, 16 April	Electromechanics
	16	Wednesday, 17 April	Special Newsletter Control
	16	Friday, 19 April	Special Newsletter Hanover Fair
	17	Monday, 22 April	Drive Technology
	17	Tuesday, 23 April	Equipment
	17	Wednesday, 24 April	AI & Data Analysis
May	17	Friday, 26 April	Human Robot Collaboration & Cobots
	18	Monday, 29 April	Additive Manufacturing
	18	Tuesday, 30 April	Handling Technology
	18	Friday, 3 May	Top 10 Articles of the Month
	19	Monday, 6 May	Quality Assurance
	19	Tuesday, 7 May	Special Newsletter Rapidtech & Fabcon
	19	Wednesday, 8 May	Design Software
	19	Friday, 10 May	Assembly Technology
	20	Monday, 13 May	Industrial Robots
	20	Tuesday, 14 May	Sensors & Measurement
	20	Wednesday, 15 May	Identification & Marking
	20	Friday, 17 May	Machining
	21	Tuesday, 21 May	E-Paper Issue 5-24
	21	Wednesday, 22 May	Tool and Mould Making
	21	Thursday, 23 May	Predictive Maintenance
21	Friday, 24 May	Hydraulics & Pneumatics	
June	22	Monday, 27 May	Lifting and Conveying Technology
	22	Tuesday, 28 May	Suppliers
	22	Wednesday, 29 May	Occupational Safety & Health
	22	Friday, 31 May	Vision Systems
	23	Monday, 3 June	Top 10 Articles of the Month
	23	Tuesday, 4 June	Special Newsletter Sensor + Test
	23	Wednesday, 5 June	Drive Technology
	23	Friday, 7 June	Operating materials
	24	Monday, 10 June	Commissioning & Maintenance
	24	Tuesday, 11 June	Process Technology
	24	Wednesday, 12 June	Automation
	24	Friday, 14 June	Industrial Robots
	25	Monday, 17 June	Drive Technology
	25	Tuesday, 18 June	Machining
	25	Wednesday, 19 June	E-Paper Issue 6-24
25	Friday, 21 June	Autonomous Transport Systems	
26	Monday, 24 June	Operating materials	
26	Tuesday, 25 June	Forming	
26	Wednesday, 26 June	Cutting & Joining	
26	Friday, 28 June	Safety & Security	

# Topics / Dates Newsletter

	CW	Date	Topics
July	27	Monday, 1 July	Lifting and Conveying Technology
	27	Tuesday, 2 July	Top 10 Articles of the Month
	27	Wednesday, 3 July	Machine Elements
	27	Friday, 5 July	Industrial robots
	28	Monday, 8 July	Production Logistics
	28	Tuesday, 9 July	Monitoring & HMI
	28	Wednesday, 10 July	Tools
	28	Friday, 12 July	Suppliers
	29	Monday, 15 July	Conveyor Technology
	29	Tuesday, 16 July	Forming
	29	Wednesday, 17 July	Separating & Joining
	29	Friday, 19 July	Handling Technology
	30	Monday, 22 July	Vision Systems
	30	Tuesday, 23 July	Assembly Equipment
	30	Wednesday, 24 July	Sensors & Measurement
	30	Friday, 26 July	Hydraulics & Pneumatics
August	31	Monday, 29 July	Human Robot Collaboration & Cobots
	31	Tuesday, 30 July	Industrial Communication
	31	Wednesday, 31 July	Additive Manufacturing
	31	Friday, 2 August	Top 10 Articles of the Month
	32	Monday, 5 August	Machining
	32	Tuesday, 6 August	Design software
	32	Wednesday, 7 August	E-Paper Issue 7/8-24
	32	Friday, 9 August	Industrial Robots
	33	Monday, 12 August	Monitoring & HMI
	33	Tuesday, 13 August	Software & Apps
	33	Wednesday, 14 August	Embedded Systems
	33	Friday, 16 August	Occupational Health & Safety
	34	Monday, 19 August	Drive Technology
	34	Tuesday, 20 August	Control Technology
	34	Wednesday, 21 August	Machining
	34	Thursday, 22 August	Special Newsletter AMB
35	Monday, 26 August	Handling Technology	
35	Tuesday, 27 August	Special Newsletter AMB	
35	Wednesday, 28 August	Machine Elements	
35	Thursday, 29 August	Special Newsletter AMB	
September	36	Monday, 2 September	Top 10 Articles of the Month
	36	Tuesday, 3 September	E-Paper Issue 9-24
	36	Wednesday, 4 September	Special Newsletter AMB
	36	Friday, 6 September	Special Newsletter AMB
	37	Monday, 9 September	Media Supply
	37	Tuesday, 10 September	Sensors & Measurement
	37	Wednesday, 11 September	Robot Control
	37	Friday, 13 September	Precision Tools
	38	Monday, 16 September	Clamping Technology
	38	Tuesday, 17 September	Special Newsletter Fachpack
	38	Wednesday, 18 September	Equipment
	38	Friday, 20 September	Handling Technology
	39	Monday, 23 September	Drive Technology
	39	Tuesday, 24 September	Special Newsletter Motek
	39	Wednesday, 25 September	Forming
	39	Friday, 27 September	Special Newsletter Motek
40	Monday, 30 September	Separating & Joining	

	CW	Date	Topics
October	40	Tuesday, 1 October	E-Paper Issue 10-24
	40	Wednesday, 2 October	Top 10 Articles of the Month
	40	Friday, 4 October	Vision Systems
	41	Monday, 7 October	Special Newsletter Vision
	41	Tuesday, 8 October	Occupational Safety & Health
	41	Wednesday, 9 October	Materials
	41	Thursday, 10 October	Special Newsletter Euroblech
	42	Monday, 14 October	Control Technology
	42	Tuesday, 15 October	Special Newsletter Euroblech
	42	Wednesday, 16 October	Drive Technology
	42	Friday, 18 October	Industrial Communication
	43	Monday, 21 October	Monitoring & HMI
	43	Tuesday, 22 October	Special Newsletter SPS
	43	Wednesday, 23 October	Electromechanics
	43	Friday, 25 October	Special Newsletter Electronica
	November	44	Monday, 28 October
44		Tuesday, 29 October	Special Newsletter SPS
44		Wednesday, 30 October	Simulation Software
44		Thursday, 31 October	Special Newsletter SPS
45		Monday, 4 November	Top 10 Articles of the Month
45		Tuesday, 5 November	E-Paper Issue 11-24
45		Wednesday, 6 November	Special Newsletter SPS
45		Friday, 8 November	Special Newsletter Formnext
46		Monday, 11 November	Special Newsletter SPS
46		Tuesday, 12 November	Tool and Mould Making
46		Wednesday, 13 November	Simulation Software
46		Friday, 15 November	Linear Technology
47		Monday, 18 November	Conveyor Technology
47		Tuesday, 19 November	Industrial Robots
47		Wednesday, 20 November	AI & Data Analysis
December		47	Friday, 22 November
	48	Monday, 25 November	Clamping Technology
	48	Tuesday, 26 November	Software & Apps
	48	Wednesday, 27 November	Identification & Marking
	48	Friday, 29 November	Handling Technology
	49	Monday, 2 December	Top 10 Articles of the Month
	49	Tuesday, 3 December	Suppliers
	49	Wednesday, 4 December	Transport Systems
	49	Friday, 6 December	Industrial Robots
	50	Monday, 9 December	Forming
	50	Tuesday, 10 December	Handling Technology
	50	Wednesday, 11 December	E-Paper Issue 12-24
	50	Friday, 13 December	Machine Elements
	51	Monday, 16 December	Robot Programming
	51	Tuesday, 17 December	Additive manufacturing
	51	Wednesday, 18 December	Commissioning & Maintenance
51	Friday, 20 December	Forming	
52	Monday, 23 December	Operating Resources	
52	Friday, 27 December	Top 10 Articles of the Year 2024	

# Terms and Conditions

## General Terms and Conditions for Advertisements and Promotion of WEKA Business Medien GmbH

(State 2019)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of WEKA Business Medien GmbH (hereinafter referred to as "WBM"), which applies to the use of the services of WBM.

For a service requiring registration with WBM, you must give your consent to the service in accordance with the applicable terms of use. To do so, please click on the "Agree" field or check the box in the opt-in procedure to give your consent. Through the Clicking on the "Agree" box or checking the box you declare that you have read the terms and conditions and agree with them. You can also print or download the terms and conditions.

**1. Scope of application:** The GTC shall apply to all services offered to the user on the WBM website especially for the paid content & services, for the lotteries as well as the marketplace and community area. Deviations from these Terms and Conditions or special terms of use for individual services shall only be deemed as agreed if they have been expressly confirmed in writing by WBM. In particular the mere omission of an objection on the part of WBM to other general terms and conditions does not mean that these are to be considered shall apply as agreed. WBM shall be entitled to amend these General Terms and Conditions at any time. WBM shall inform the user in good time about the change of the terms and conditions applicable to him. The change shall be deemed to have been approved by the user, if he does not object to the change within one month after receipt of the change notification or terminates the contract. In the event of an objection, WBM shall be entitled to terminate the agreement in due time. WBM in the notification of the changes to the possibilities of objection and termination, the period and the legal consequences, especially with regard to an omitted objection. Within the scope of the amendment of the General Terms and Conditions, WBM is in particular entitled, in the event of the invalidity of a condition to supplement or replace them with effect for existing contracts, in the event of a change in a legal regulation or supreme court jurisdiction, if one or more conditions are changed by this amendment of the contractual relationship, to adapt the affected conditions in such a way as to achieve the purpose of the the changed legal situation, provided that the user is not affected by the new or changed conditions is worse than after the original condition. Any change including the updated version the GTC will be sent to the user by e-mail. WBM is not responsible for the information provided by third parties. Internet services that WBM links to from its pages or that WBM mediates. For these offers the terms of use of the respective providers apply. This applies in particular to cooperation partners on WBM. The offers of the cooperation partners on WBM merely represent a sales platform of the respective partner of WBM. When using the services offered by cooperation partners an independent legal relationship is established between the user and the cooperation partner, which is independent of the is subject to any legal relationship between WBM and the user. The legal relationship between partner and user is exclusively based on the terms and conditions and operating processes of the cooperation partners. WBM assumes no liability or warranty for this.

**2. right of access and participation:** In principle, all users are entitled to access and participate. The following minimum information is required for competitions. Eligible to participate are all persons who have reached the age of 18, have completed their studies or can provide proof of a declaration of consent from a parent or guardian. Everyone By participating in the game, participants in the competition agree to this in the print edition, to be published on the website with name and photo, as well as in further rights of use for advertising and to consent to distribution purposes. Participation in competitions is open to employees of WEKA Business Medien GmbH, as well as for persons who were involved in the event of the game, are excluded. This also applies to their relatives. Furthermore, WBM reserves the right to amend the regulations of competitions at any time. to change or correct. WBM concludes contracts for paid content and for the mediation of Internet access only with persons over 18 years of age or with the express consent of the legal representative. In all other respects the Internet pages are not directed to persons in countries which do not allow the provision or the call of the contents placed there. Each user is responsible for obtaining information about any restrictions before accessing these websites and to comply with them.

**3. availability:** The services of WBM are offered to the user subject to availability. WBM shall endeavor to ensure that the services of WBM are available to the user without interruption. stand. Due to maintenance work and/or further development and/or other malfunctions, the usage possibilities are restricted and/or temporarily interrupted. Thereby it can under certain circumstances can also lead to data loss. This does not give rise to any compensation claims by the affected users. Furthermore, WBM shall be entitled at any time and at its own discretion to without notice or to change or discontinue.

**4. contractual relationship:** The contractual relationship for the use of chargeable contents of WBM comes by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by WBM. The acceptance by WBM takes place at the latest when access to the paid content is opened. About the use of services of third parties that WBM advertises on its pages or to which WBM provides access via its pages, contractual relationships are established exclusively between the user and the offering third party. WBM assumes no liability or warranty for this.

**5. opening of a user account:** For certain services on the pages of WBM, the user must or can open a user account. The user affirms that the information provided by him in the context of a registration or in the context of opening a user account on the pages of WBM personal data, in particular his first name, surname and postal address as well as date of birth and the e-mail address are true and correct, and that, if the information given there is WBM will be immediately notified of any changes to the data.

**6. payment transactions:** The fees for chargeable content shall be confirmed with a the payment system provider to be chosen by the user. The terms of use apply exclusively, of the payment system provider selected by the user in each case, to which reference is made at the given point and appropriate assistance can be given. The remuneration claims are to be settled in accordance with the The customer shall settle the respective terms of use with the selected payment system provider. If the user does not meet his payment obligations or does not carry out payment transactions or such are redebited, WBM shall be entitled, subject to further claims, to deny access of the user. If the blocking is due to outstanding claims and the user balances these claims, the off, the access is unlocked again. WBM reserves the right to involve third parties in the execution of the debt collection to be commissioned.

**7. user's obligations:** The user undertakes not to use the services of WBM for any purpose other than that for which they are violate applicable legal regulations and any contractual provisions. He undertakes in particular to ensure that any content distributed by him does not infringe any rights of third parties (e.g. copyrights, patent and trademark rights). trademark rights) violate that the applicable criminal laws and regulations for the protection of minors are observed and that no racist, Holocaust denying, grossly offensive, pornographic or sexual, endangering young people, extremism, glorifying or trivializing violence, glorifying war promoting a terrorist or extremist political group, inciting it to commit a crime, defamatory statement, insulting or unsuitable for minors or other criminal contents are distributed. The user further undertakes, for the protection of the data, to use the recognized principles of data security and the obligations of the data protection regulations to check e-mails and queries sent to WBM for viruses with the greatest possible care, legal, official and technical regulations, his possible user name and password and to keep the identification and password secret, not to pass them on, not to tolerate any knowledge or and to take the necessary measures to ensure confidentiality, and in case of any misuse or loss of this information or any suspicion of such misuse or loss will be reported to WBM immediately to be displayed. Indications of misuse of the contents of WBM or the payment system are WBM shall also be notified immediately. The user shall indemnify WBM against any claims of third parties that may against WBM due to violation of their rights by this user. This includes also the costs of appropriate legal prosecution and defence. WBM reserves the right to reasonable suspicion of misuse of the services of WBM or the payment systems of this to block users from accessing their content and any existing user account, and to involve investigating authorities. The user may only assert claims against WBM with undisputed or legally binding claims. The user is only entitled to rights of retention due to claims from the individual, concrete contractual relationship, of which these GTC are a part.

**8. Liability:** WBM and its representatives or vicarious agents shall not be liable for damages, in particular due to delay, non-performance, poor performance or tortious act exists only in case of infringement essential

contractual obligations, the fulfillment of which could be relied upon to a special degree. The exclusion of liability does not apply to intent and gross negligence. Any further liability of WBM is excluded, unless there are mandatory legal regulations. WBM is only liable for foreseeable damages. The Liability for indirect damages, especially consequential damages, unforeseeable damages or untypical Damages as well as loss of profit are excluded. The same applies to the consequences of industrial disputes, accidental damages and force majeure. WBM provides its own information and data as well as information from other providers by means of hyperlinks (Internet links) on the Internet and on mobile devices. This information and data are for information purposes only, without the user having to rely on the topicality, correctness or completeness of the information can be invoked or left. In this respect WBM does not assume any warranty or liability, in particular not for direct or indirect damages caused by the use of the information or data that can be found on the WBM websites. WBM assumes in particular no responsibility for contents or the functionality, accuracy or legality of websites third parties that are referred to by links from the WBM websites. WBM offers discussion forums and Chats on. The contents and information exchanged by users in these forums are not subject to any Control by WBM. For this reason, WBM does not assume any liability for the information posted in the forums. Content and information. The responsibility for the contents published by the user on the pages of WBM, lies exclusively with the user. WBM excludes any liability due to technical or other interference off. WBM assumes no liability for any damage or loss, in particular during shipment. of the prizes to be handed over in the context of a lottery. The above limitations of liability apply to all contractual and non-contractual claims.

**9. Liability for defects:** If paid contents are not used due to incomplete or defective services of WBM by the user, the user shall be liable to pay the costs of the service provided by the The complaints will be handled either by WBM or the payment provider immediately after becoming aware of it. WBM shall be liable for justified and timely complaints, WBM shall deliver in the case of incomplete performance and in the case of defective performance according to your choice to repair or replace. The user can demand a reduction of the fees if attempts at rectification or replacement delivery are refused by WBM, are impossible or in any other way fail. There is no right of withdrawal in favour of the user.

**10. copyright:** All content, information, pictures, videos published on the pages of WBM and databases and computer programs (e.g. widgets) are protected by copyright. The use is only permitted for private personal use. Any use beyond this, in particular the private and commercial duplication, modification, distribution or storage of information or Data, in particular texts, parts of texts, images and film material, require the prior express consent of the author. Consent of WBM. This also applies to the inclusion in electronic databases and duplication on CD-ROM, DVD etc. Private and/or commercial duplication, modification, distribution, reproduction, modification, distribution or use of the or other misuse of computer programs. The user acquires by downloading or the sending of the source code of a computer program does not entitle you to any property rights. There will be no copyrights or other ancillary copyrights. If the service and/or the performances are discontinued, the user is obliged to immediately delete the source code provided. For the rest the legal limits that arise from copyright law and other applicable statutory provisions apply. regulations.

**11. contents sent in by the user:** The user who (e.g. in the context of competitions, reader actions, Internet competitions) to WBM (e.g. videos, photos, photo series, texts, etc.), declares itself to be in agreement with By sending in the application, you agree that the submitted content may be used free of charge on the Internet and in print copied, distributed and publicly reproduced. The user further declares that all copyright and other rights to the submitted content and that the graphic design of the submitted content (e.g. videos, photos, photo series), which are not only ancillary to a location or are part of depicted meetings, elevators or similar events, agree to the publication are. For persons under 18 years of age, the consent of the legal guardian is required. On the Contributions sent by post cannot be returned to the participant. The users commit no content with illegal, grossly offensive, pornographic or sexual content, content harmful to minors, extremist, glorifying or trivializing violence, glorifying war, advocating a terrorist or extremist political association, inciting to commit a crime, insulting statement or other punishable contents to WBM. Likewise the users not to send content that contains advertising or commercial content. WBM reserves the right to does not intend to publish submitted content. The user shall indemnify WBM in full against all claims of third parties free, which arise from the fact that the user violates his obligations under these terms or - contrary to this declaration - the user does not own all rights to the submitted content or does not have all rights to the persons do not agree with the publication. The submitted contents are personal statements made by users and do not represent the opinion of WBM. The user has no legal claim to Publication of the submitted content.

**12. Right of revocation:** The user is entitled to revoke his declaration of intent to conclude the contract within two weeks to revoke. The period begins at the earliest with receipt of this instruction. To the period preservation the timely dispatch of the declaration of revocation is sufficient. It must be made in writing without giving reasons and to address to: WEKA Business Medien GmbH, Richard-Reitzner-Allee 2, 85540 Haar In the event of an effective revocation, the services received by both parties are to be returned and, if applicable to publish the use made of it. If the user is able to return the received services in whole or in part or only in a deteriorated condition, compensation must be paid. However, the right of revocation shall not apply if WBM has expressly agreed to the execution of the service with the consent of the user has begun before the end of the revocation period or the user himself has started this execution has caused (e.g. by download etc.).

**13. Termination:** Each party reserves the right to terminate the contract for good cause. An important reason shall be deemed to exist in particular if the user continues to violate essential provisions of this Terms and Conditions and/or the user commits a misconduct directed against third parties by using the offer used by WBM for illegal purposes or for purposes that are a nuisance to third parties. All cancellations in accordance with these GTC must be made by written notification to the address mentioned in point 12. With If the termination becomes effective, access to the services of WBM shall be blocked.

**14 Place of performance/place of jurisdiction:** The place of performance shall be the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law is not permitted in the case of legal actions Place of jurisdiction is the registered office of the provider. As far as claims of the provider are not asserted in the dunning procedure the place of jurisdiction for non-merchants shall be determined by their place of residence. German law applies. If the domicile or habitual residence of the client, also for non-traders, is legal action unknown or has the client after conclusion of the contract his domicile or usual residence. If the customer moves his place of residence outside the scope of the law, the place of jurisdiction is the registered office of the provider, if the contract was concluded in writing.

**15. Final provisions:** In connection with the participation in lotteries legal action is excluded. Should individual provisions of these GTC including these regulations in whole or in part be invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective legal regulations.

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