Automationspraxis is the leading media platform when it comes to smart robotics and flexible factory automation.

The online magazine for decision-makers in factory automation.

The online newsletter of Automationspraxis provides interesting and varied information from the world of automation.

Find the people who are really interested in your technology and products.

All issues also made available digitally.

The online magazine for decision-makers in factory automation.

Find the people who are really interested in your technology and products.
"The Year of Automation in 2020 will once again be dominated by automatica, which will open its doors in Munich from 8th to 11th December 2020 in Munich. Digital Transformation, Human Machine and Artificial Intelligence will be the defining themes of the Fair – naturally these Megatrends will also shape the activities of automation practice in 2020 – in Print, on the Web, as well as at Trade Fairs and Events. Needless to say, we’re not only participating in automatica, but will also be on the road with the Hannover Fair, Stuttgart Motek and Nuremberg SPS."

Armin Barnitzke
Assistant Editor-in-Chief

Events
At the events of Automationspraxis the industry meet and make valuable contacts. The Highlight of 2020 is once again our automatica Forum hosted at automatica from 8th to 11th December in Munich.

Services
Your partner for in-house exhibitions, events, theme parks at the leading trade fairs and road shows.

Lead Generation
You will receive qualified contacts with specific interest in your subject.

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Editorial Concept

Automationspraxis –
the name speaks for itself

As trade magazine for smart factory automation and intelligent robotics, Automationspraxis always focuses on the concrete solution and value for the user. Consequently, Practical Examples characterise the Reporting – we show how Robots, Handling, Assembly, Vision, Sensor Technology as well as Drive and Control Technology all merge to form a successful solution. Additionally, we illustrate how flexible automation integrates into the networked Smart Factory alongside Edge- and Cloud-Worlds.

Our highlights:

• Digital Pioneer: Own Department Digitisation and Industry 4.0 at the beginning of each Issue, in addition to exclusive Special Editions on Digitisation.

• Opinion and Background: Read our exclusive interviews alongside detailed Trend and Project Reports.

• People and Creators: In each issue we report exclusively on the developers of Automation.

Editorial team

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01 Title: Automationspraxis
02 In brief: A practical and user-oriented trade magazine. Automationspraxis is clearly positioned in the market and crosses industries to focus on operational automation solutions in the manufacturing industry.
03 Target group: Managing directors, plant managers and decision-makers in production-related management as well as specialists and managers who are looking for automation solutions for their own company.
04 Frequency: Monthly (with two double issues)
05 Format: DIN A4
06 Year: 15th year 2020
07 Subscription price: Annual subscription: 55.00 €
  Inland
  Abroad
08 Organ: Industriemeisterverband Deutschland e.V.
09 Media partner: bvik Bundesverband Industrie Kommunikation e.V.
10 Publishing house: Konradin-Verlag Robert Kohlhammer GmbH
  Ernst-Mey-Straße 8, 70771 Leinfelden-Echterdingen
11 Publisher: Katja Kohlhammer
12 Advertising: Dipl.-Oec. Peter Hamberger, Sales Director
13 Editorial: Dipl.-Ing. (FH) Holger Röhr, Editor-in-Chief
14 Pagination analysis 2018 = 10 issues
  Total number of pages  856 pages =  100.0%
  Editorial: 637 pages =  74.4%
  Advertising: 219 pages =  25.6%
  comprising:
    Loose inserts: 18 pieces
    Tip-ons: 1 piece
15 Content analysis of the editorial section in 2016 637 pages = 100.0%
  Robots in operation 180 pages = 28.3%
  News and trends 89 pages = 14.0%
  Assembly and handling technology 69 pages = 10.9%
  Digitalization 69 pages = 10.8%
  Show and event reports 50 pages = 7.8%
  Industry solutions 45 pages = 7.1%
  Controlling and protecting 43 pages = 6.5%
  Vision/quality assurance/measurement technology 36 pages = 5.7%
  Components and drives 31 pages = 4.9%
  Logistics and materials fl ow 25 pages = 3.9%
2 Circulation Analysis

01 Audited by:

02 Circulation analysis: Average copies
(July 1, 2018 to June 30, 2019)

Print run: 15,100
Actual circulation: 15,008 of them abroad: 45
Sold copies: 2,155 of them abroad: 7
• Subscriptions: 1,351 of them for members: 1,182
• Retail sale: –
• Other sales: 804
Free copies: 12,853
Residual/archive copies: 92

03 Geographical analysis:

Geographical analysis:
Share of total distributed copies

<table>
<thead>
<tr>
<th>Economic area</th>
<th>%</th>
<th>Copies</th>
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</thead>
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<tr>
<td>Germany</td>
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<td>14,963</td>
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<td>Abroad</td>
<td>0.3</td>
<td>45</td>
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Actual circulation 100.0 15,008

3.1 Circulation by postcode regions:
Share of actual circulation

| Postcode 0 | 4.7% = 703 copies |
| Postcode 1 | 3.9% = 584 copies |
| Postcode 2 | 7.4% = 1,107 copies |
| Postcode 3 | 14.7% = 2,200 copies |
| Postcode 4 | 13.6% = 2,035 copies |
| Postcode 5 | 11.9% = 1,780 copies |
| Postcode 6 | 7.8% = 1,167 copies |
| Postcode 7 | 18.0% = 2,693 copies |
| Postcode 8 | 9.5% = 1,422 copies |
| Postcode 9 | 8.5% = 1,272 copies |

Summary of the survey method:
1. Method: File-based recipient-structure analysis – total circulation
2. Population: Actual circulation
3. Sample: Total circulation
4. Target persons of the study: Recipients of the magazine
5. Study period: June/July 2019
6. Survey completed by: Konradin Media Group
### 1.1 Industries/industrial sectors: Recipient categories

<table>
<thead>
<tr>
<th>Industry codes acc. to classif. of industrial sectors 2008</th>
<th>Share of actual circulation</th>
<th>Copies</th>
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<tbody>
<tr>
<td>10 Manufacture of foodstuffs and animal feed</td>
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<tr>
<td>11 Drink production</td>
<td>1.2</td>
<td>180</td>
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<tr>
<td>25 Manufacture of metal products</td>
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<td>1,861</td>
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<tr>
<td>26 Manufacture of data processing devices,</td>
<td>6.3</td>
<td>946</td>
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<tr>
<td>electronic and optical products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 Manufacture of electrical equipment</td>
<td>5.4</td>
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<tr>
<td>28 Mechanical engineering</td>
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<tr>
<td>29 Manufacture of motor vehicles and vehicle components</td>
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<tr>
<td>30 Other vehicle manufacturing</td>
<td>7.2</td>
<td>1,081</td>
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<tr>
<td>31 Furniture manufacturing</td>
<td>4.8</td>
<td>720</td>
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<tr>
<td>32 Production of other goods</td>
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<td>1,666</td>
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### 1.2 Company size:

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<td>%</td>
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<td>------------------------------</td>
</tr>
<tr>
<td>1 – 9 employees</td>
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<tr>
<td>10 – 49 employees</td>
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<td>50 – 99 employees</td>
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<tr>
<td>100 – 199 employees</td>
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<tr>
<td>200 – 499 employees</td>
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<tr>
<td>500 – 999 employees</td>
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<tr>
<td>1,000 and more employees</td>
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<tr>
<td>No information</td>
</tr>
<tr>
<td>Non-commercial (colleges, etc.)</td>
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<tr>
<td>Actual circulation</td>
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### 2.1 Job function

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<tr>
<td>Works management</td>
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<td>Production</td>
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<td>Production management</td>
<td>32.6</td>
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<tr>
<td>Project preparation/planning</td>
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<tr>
<td>Work preparation</td>
<td>6.3</td>
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<tr>
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<td>Maintenance</td>
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### 2.2 Position in company

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<tbody>
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<td>Owner/managing director/plant manager</td>
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</tr>
<tr>
<td>Department managers in production-related management</td>
<td>30.7</td>
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<tr>
<td>Group leader/master craftsman in craft segment</td>
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<tr>
<td>Skilled worker/master craftsman</td>
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Through its address management activities, Konradin constantly updates and upgrades the address data for its target group, by a series of integrated measures – from finding company addresses in the commercial register to using telemarketing campaigns to enhance personal data. To learn more, please contact us!
## Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>1-2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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</thead>
<tbody>
<tr>
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<td>02.04.2020</td>
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<td>Trade fairs/Theme issues/Special editions</td>
<td>all about automation Friedrichshafen 04.03.-05.03.2020</td>
<td>12. mav Innovationforum 02.04.2020</td>
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### Industry/Special

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<tr>
<th>Work 4.0</th>
<th>Intralogistics</th>
<th>Automotive &amp; Suppliers</th>
<th>Packaging &amp; Food</th>
<th>Service Robotics</th>
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<tbody>
<tr>
<td>Collaborative Robots relieve Employees</td>
<td>Robots for Supply and Packing</td>
<td>Robots of the Machine Tool</td>
<td>Robots pick, pack and palletise</td>
<td>Cobots made mobile</td>
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<tr>
<td>Gripper, Vision, Sensors and Safety for HRC</td>
<td>Vom FTS zum autonomen Roboter: Flexible intralogistics</td>
<td>With smarter Connectivity to the network Factory</td>
<td>Flexible and clean grip and assembly</td>
<td>Artificial intelligence</td>
</tr>
<tr>
<td>Cobots als Teil der Smart Factory</td>
<td>With Track &amp; Trace for transparent Material Flow</td>
<td>IT Solutions for digital Factory and IIoT</td>
<td>With networked Measurement Technology for Closed Circuits</td>
<td>Digital Transformation</td>
</tr>
</tbody>
</table>

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© Automationspraxis
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<thead>
<tr>
<th>Issue</th>
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<td><strong>Robots in manufacturing, packaging and logistics</strong></td>
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<td><strong>Digitalization in production &amp; Industrie 4.0</strong></td>
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<tr>
<td>Machine Learning/Artificial intelligence/Cloud &amp; Edge Computing/Data Analytics/Produktions-IT (MES, PPS, MDE)/Simulation/Digital Twin</td>
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<td><strong>Image processing and sensors</strong></td>
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**Trade fairs/Theme issues/Special editions**

- **Hannover Messe**
  - Special issue Digitization/Artificial intelligence
  - 13.07.-14.07.2020

- **AMB**
  - 15.09.-19.09.2020

- **Motek**
  - 05.10.-08.10.2020

- **Fakuma**
  - 13.10.-17.10.2020

- **EuroBLECH**
  - 27.10.-30.10.2020

- **Vision**
  - 10.11.-12.11.2020

- **SPS**
  - 24.11.-26.11.2020

- **automatica/IT2Industry@automatica**
  - 08.12.-11.12.2020

**Industry focus**

- **Digital Commercial Models & Smart Services**
- **Metal**
- **Plastics**
- **Automotive**
- **E-Mobility**

**Trend and Focus**

- Collect and Analyse Data
- Robots of the Machine Tool
- Robot Welding & Connecting
- Integrated Robotics-Machine-Concepts
- Robotics for the factory of the future: collaborative, mobile, easy, intelligent
- Machine Learning: Learning Robots and Machines
- Flexible Gripping and Transport solutions
- Modular Assembly from the Kit
- Vision & Sensor Technology for intelligent Machines
- Intelligent machines and systems
- From the Cloud to the Platform Economy
- Intelligent Cell Concepts
- Intelligent components
- Smart Networks for the Digital Factory
- Digital transformation: Smart Factory at work
<table>
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<th>Issue</th>
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Magazine format:
DIN A4, 210 mm wide x 297 mm high
Untrimmed: 216 mm wide x 303 mm high

Type area:
188 mm wide x 270 mm high, 4 columns, each 44 mm wide

Printing and binding: Web offset, perfect binding

Charges: No discount on colour and bleed surcharges

Position: Price for guaranteed position (from 1/4 page), 10% surcharge on respective b/w price

Colour: Print colours (CMYK) in accordance with ISO 2846-1, see rate card for colour surcharges

Formats: see pages 13-14

Series discount: For orders within any 12 months (insertion year)

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Classified ads

Recommendation ads
1 col., 44 mm wide, per mm b/w 7.00

Classified ads
1 col., 44 mm wide, per mm b/w 6.00

Job market
see page 46

Premium company profile (online)
per year 2,950.00

Business card (print) more on page 26
per year 1,980.00

Combi company profile + business card
per year 3,940.00

Your contact:
Advice, booking:
see contacts on page 35
Your quick link to us: Phone +49 711 7594-360

Order confirmation, invoices, vouchers, data delivery and technical details:
Order management
Matthias Rath, Phone +49 711 7594-323

Data delivery: Use our advertisement portal www.konradin-ad.de for data submission.

Conditions: Prior to digital transfer of advertising artwork, the publisher must receive the corresponding advertisement booking. The order and copy deadlines are specified in the editorial schedule. A full-size print-out is required for checking the supplied advertisement, or a contract proof or press proof in the case of a colour advertisement.
Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.
In the case of advertising specials or special formats, specific positioning and/or technical specifications may also apply. For further information visit: www.media.industrie.de

Payment conditions: 2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date. VAT no.: DE 811 236 132

Bank account: Baden-Württembergische Bank, BIC: SOLADEST600, IBAN: DE28 6005 0101 0002 6238 87

Our general terms and conditions are available online at www.konradin.de. We would be happy to send you a copy on request.
## Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rates b/w</th>
<th>2-colour</th>
<th>3-colour</th>
<th>4-colour</th>
<th>Colour surcharge</th>
<th>Total rate 2c</th>
<th>Colour surcharge</th>
<th>Total rate 3c</th>
<th>Colour surcharge</th>
<th>Total rate 4c</th>
<th>Colour surcharge</th>
<th>Total rate 4c</th>
<th>Bleed surcharge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>3,900.00</td>
<td>460.00</td>
<td>4,360.00</td>
<td>920.00</td>
<td>4,820.00</td>
<td>1,090.00</td>
<td>4,990.00</td>
<td>390.00</td>
<td>188 x 270</td>
<td>210 x 297</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juniorpage</td>
<td>3,400.00</td>
<td>380.00</td>
<td>3,780.00</td>
<td>760.00</td>
<td>4,160.00</td>
<td>850.00</td>
<td>4,250.00</td>
<td>340.00</td>
<td>3col 140 x 190</td>
<td>151 x 205</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,000.00</td>
<td>380.00</td>
<td>3,380.00</td>
<td>760.00</td>
<td>3,760.00</td>
<td>850.00</td>
<td>3,850.00</td>
<td>300.00</td>
<td>land. 4col port.</td>
<td>210 x 150</td>
<td>210 x 103</td>
<td>103 x 297</td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,400.00</td>
<td>380.00</td>
<td>2,780.00</td>
<td>760.00</td>
<td>3,160.00</td>
<td>850.00</td>
<td>3,250.00</td>
<td>240.00</td>
<td>land. 4col port.</td>
<td>210 x 105</td>
<td>210 x 05</td>
<td>71 x 297</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,750.00</td>
<td>210.00</td>
<td>1,960.00</td>
<td>420.00</td>
<td>2,170.00</td>
<td>480.00</td>
<td>2,230.00</td>
<td>175.00</td>
<td>land. 4col port.</td>
<td>210 x 82</td>
<td>103 x 150</td>
<td>55 x 297</td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>850.00</td>
<td>210.00</td>
<td>1,060.00</td>
<td>420.00</td>
<td>1,270.00</td>
<td>480.00</td>
<td>1,330.00</td>
<td>–</td>
<td>land. 4col port.</td>
<td>not possible</td>
<td>103 x 150</td>
<td>86 x 133</td>
<td></td>
</tr>
</tbody>
</table>

No discounting is applied to surcharges. For special formats and ad specials, please see overleaf. For more information and technical details, visit [www.media.industrie.de](http://www.media.industrie.de)
## Ads: Special formats and positions

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rates b/w</th>
<th>2-colour</th>
<th>3-colour</th>
<th>4-colour</th>
<th>Bleed surcharge</th>
<th>Format: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Surcharge 2c</td>
<td>Total rate 2c</td>
<td>Surcharge 3c</td>
<td>Total rate 3c</td>
<td>Surcharge 4c</td>
<td>Total rate 4c</td>
</tr>
<tr>
<td>2nd, 3rd and 4th cover page</td>
<td>4,500.00</td>
<td>460.00</td>
<td>4,960.00</td>
<td>920.00</td>
<td>5,420.00</td>
<td>1,090.00</td>
</tr>
<tr>
<td>1/3 page next to editorial</td>
<td>2,500.00</td>
<td>380.00</td>
<td>2,880.00</td>
<td>760.00</td>
<td>3,260.00</td>
<td>850.00</td>
</tr>
<tr>
<td>1/2 page next to table of contents</td>
<td>3,250.00</td>
<td>380.00</td>
<td>3,630.00</td>
<td>760.00</td>
<td>4,010.00</td>
<td>850.00</td>
</tr>
<tr>
<td>Panoramic spread 2 x 1/2 page</td>
<td>6,000.00</td>
<td></td>
<td></td>
<td></td>
<td>1,700.00</td>
<td></td>
</tr>
<tr>
<td>Promotion page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8,000.00</td>
<td></td>
</tr>
<tr>
<td>2/1 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4,600 characters, 2-3 images</td>
<td></td>
</tr>
<tr>
<td>1/1 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,500 characters, 1-2 images</td>
<td></td>
</tr>
<tr>
<td>Entry in Expertise Directory</td>
<td>Package 1: 3 insertions</td>
<td>2,250.00</td>
<td></td>
<td></td>
<td>210 x 82</td>
<td>Consisting of text, image, logo, company address including creation of printing documents</td>
</tr>
<tr>
<td>1/4 page landscape</td>
<td>Package 2: 5 insertions</td>
<td>3,500.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Package 3: 10 insertions</td>
<td>6,000.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business cards</td>
<td>Only Print per year</td>
<td>1,980.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Print + premium company profile (Online)</td>
<td>3,940.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Prices valid as of 01.10.2019, in €, plus VAT*
### Ad Specials

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Prices</th>
<th>More options/technical notes</th>
<th>Quantities/formats: width x height in mm, plus 3 mm bleed</th>
</tr>
</thead>
</table>
| **Bound inserts** | 1 leaf = 2 pages 135 – 180 gsm  
2 leaf = 4 pages 80 – 180 gsm | 3,900.00  
6,800.00 | Front page marked.  
Other formats and weights on request, with sample. | Insert format:  
Delivery: untrimmed  
Quantity: 210 x 297  
216 x 303 |
| **Loose inserts up to 25 g** | With insert note in magazine.  
Partial allocation by first digit of post code possible. | 275.00 pro Tsd.  
Min. run 3,000 cop. | Other formats and weights on request, with sample. | Max. format of insert:  
Quantity: 200 x 290  
16,000 cop. |
| **Tip-ons Postcard** | Postcard, automatic gluing,  
Minimum size of carrier advertisement:  
1/1 page | 61.00 per thsd.  
37.00 per thsd.* plus carrier ad | Manual gluing (pin-point accuracy)  
74.00 per thousand | Quantity:  
Partial allocation not available  
16,000 cop. |
| **Tip-ons Post-it** | Postcard, automatic gluing,  
Minimum size of carrier advertisement:  
1/2 page | 61.00 per thsd.  
74.00 per thsd.* plus carrier ad | Booklets and other tip-ons as well as product samples upon request. | Quantity:  
Partial allocation not available  
16,000 cop. |

*no agency commission on technical costs

**Technical information regarding Ad Specials** can be found in the sales document (PDF) at: https://media.industrie.de/mehr-mediainformationen

**Delivery note for ad specials:** For "Automationspraxis", issue (no.)  
Euro-pallet dimensions: 80 x 120 cm (max. height 110 cm)

**Delivery address for bound inserts and tip-ons:** at advertiser’s expense to:  
Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen  
Delivery times: Mon. to Fri., 7:00 a.m. – 6:00 p.m.

**Delivery address for loose inserts:** at advertiser’s expense to  
Beck Servicepack GmbH, Raiffeisenstraße 25, 70794 Filderstadt  
Delivery times: Mon. to Fri. 7:30 a.m. – 4:30 p.m.

www.media.industrie.de
Digitisation in Automationspraxis 2020

Digitisation, IoT and Industry 4.0 are core topics of Automationspraxis. **In each issue**, we report on topics such as Digital Transformation, IoT Platforms and Cloud Solutions, Artificial Intelligence and Machine Learning in addition to Smart Factories, Machines and Components, **within a dedicated editorial section**. Our focus is always **practical and solution-oriented**, reporting on the latest Industry Practice. Extensive reporting on digitisation also features regular interviews and an **exclusive series** in cooperation with the Fraunhofer IPA.

Perhaps you have creative solutions, or would like to share your Digitisation experience with the readers of Automationspraxis? If so, please send us your editorial submission for the personal attention of our Editorial Department.

If you have any questions we welcome your contact:

Assistant Editor-in-Chief
Dipl.-Ing. (BA) Armin Barnitzke

Phone
+49 711 7594-425
armin.barnitzke@konradin.de

Source: Qualitative study by Konrad in Industry in cooperation with 'die media GmbH'.
Survey conducted in November 2015, basis: 1,012 respondents
Expert Knowledge competently prepared and clearly presented

As a close partner of leading Associations, Institutions, regional Clusters, Trade Fair Organisers, Further Education Institutions and well-known Market Leaders, Automationspraxis clearly and competently presents the very latest Trends and Benefits of Automation within exclusive Special Publications.

Brochures on specific Topics, Research Projects, regional Focal Points etc., are carefully prepared, working together with initiators and clients.

Our range of services:

- Brainstorming and establishing common definitions of the topic
- Addressing and acquiring Partners and Sponsors
- Definition and preparation of the Editorial content
- Research with image acquisition and processing
- Layout and graphic design
- Printing and Distribution to the designated Target Group

We would be delighted to realise the next project together with you.

Just get in touch.

Your Contact person:
Dipl.-Oec. Peter Hamberger
Phone +49 711 7594-360
peter.hamberger@konradin.de

Examples of successfully realised projects:

- Conference Flyer for the supporting programme of automatica 2018 Optimize your Production in cooperation with Messe München.
- Reference Book Competence Guide Industrial Parts Cleaning South in cooperation with the Stuttgart Region Economic Development Corporation and the Cleaning Excellence Center (CEC).
automationspraxis.de – the portal for robotics and handling

www.automationspraxis.de

**Target group:**
Managing directors, plant managers and decision-makers in production related management, as well as specialised workers looking for automation solutions in their fields of work.

**In brief:**
automationspraxis.de offers expert, specialist information for all specialised workers and managers involved in automation.

The website is clearly structured and extremely user-friendly. The topic fields of industry news, solutions, events, people & makers will direct the user immediately to their chosen destination, without unnecessary and time-consuming searches.

**Advertising formats and prices:**
See next page for standard formats, other advertising formats available on request. Please supply the correct advertising materials for the mobile options. For more information and technical details, see media.industrie.de.

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**Increase Reach through Retargeting**

With this option, you can also reach your precise target audience on the Google Display Network via high-reach news and consumer portals. You will have the opportunity to present your advertising message to your target group for a substantially longer period of time.

Choose your topic-specific audience and adopt advance retargeting options to extend your reach with display ad impressions!

**The target group Marketing process**

1. Integrate pixels on the website
2. Marketing of the target group
3. Campaign setup
4. Present on websites of Google Display Networks

**Your advantages:**
- Low wastage, thanks to targeted reach for users with a specific interest in the topic.
- Control of your advertising investment through precise evaluation of audience reach.
- Increase your brand awareness and image through recurring presence on high-reach portals.

**Price on request.**
Any questions? We are happy to help!
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Positioning Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/ Large Leaderboard/ Expandable Leaderboard</td>
<td><img src="leaderboard.png" alt="Leaderboard Icon" /> <img src="large_leaderboard.png" alt="Large Leaderboard Icon" /> <img src="expandable_leaderboard.png" alt="Expandable Leaderboard Icon" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="mobile_leaderboard.png" alt="Mobile Leaderboard Icon" /></td>
<td>300 x 50</td>
<td>450.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="sticky_skyscraper.png" alt="Sticky Skyscraper Icon" /> <img src="sticky_wide_skyscraper.png" alt="Sticky Wide Skyscraper Icon" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="mobile_sticky_skyscraper.png" alt="Mobile Sticky Skyscraper Icon" /></td>
<td>300 x 50</td>
<td>400.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="hockeystick.png" alt="Hockeystick Icon" /> <img src="wallpaper.png" alt="Wallpaper Icon" /> <img src="hex_code.png" alt="HEX-Code Icon" /></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td><img src="mobile_hockeystick.png" alt="Mobile Hockeystick Icon" /></td>
<td>300 x 75</td>
<td>950.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="frame_ad.png" alt="Frame Ad Icon" /></td>
<td>120 x 600 and 1.125 x 90 and 120 x 600</td>
<td>Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="mobile_frame_ad.png" alt="Mobile Frame Ad Icon" /></td>
<td>300 x 75</td>
<td>1,200.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="billboard.png" alt="Billboard Icon" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="mobile_billboard.png" alt="Mobile Billboard Icon" /></td>
<td>300 x 75</td>
<td>600.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="medium_rectangle.png" alt="Medium Rectangle Icon" /> <img src="video_ad.png" alt="Video Ad Icon" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="mobile_medium_rectangle.png" alt="Mobile Medium Rectangle Icon" /></td>
<td>300 x 250</td>
<td>350.00</td>
</tr>
</tbody>
</table>

*Does not apply to selected theme pages and company profiles.  
**Size and position in pictures illustrative. Displayed in rotation.

**Submission of data:** 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de
File formats: Gif, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2 MB) and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement formats Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard, please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.
Native advertising will raise your company’s profile and gain new sales prospects

Konradin Industrie’s native advertising options will convey your messages to your target audience – convincingly, effectively and packed with a high information content.

In combination with traditional forms of advertising, native advertising will help you to sustainably consolidate and enhance your competence for specific topics in your relevant target groups.

Your benefits:
- With your content, you offer the reader/user real benefits and added value.
- Well-researched editorial articles on websites covering relevant topics.
- Benefit from the high credibility and professional competence of our media brands.
- Your native advertising content cannot be blocked by ad blockers.
**Theme:**
You provide the text, which is reviewed by our professional editorial staff and may be edited, from case to case. In order to increase the credibility and the usefulness of the submitted content, we recommend you refrain from using advertising copy within the text.

**Time frame:**
Sponsored articles will be published for four weeks, unless otherwise agreed. A start is possible anytime. After expiry of the four weeks, the sponsored article is still available in the archive.

**Images:**
One image (694 x 456 pixels) is mandatory, up to 3 additional images are possible (images without watermark or similar).

**Positioning:**
Integration as article (teaser) within the editorial part of the start page.

---

**Sponsored article – Services and prices (minimum lead time 4 weeks)**

Sponsored article (will be marked as “advertisement”)
- up to max. 6,000 characters (DOC) incl. spaces
- plus 1 teaser image and a maximum of 2-3 additional images (150 dpi, JPG)
- plus links within the text

| Package price per website | 3,700.00 |

---

**Theme page – Services and prices (minimum lead time 8 weeks)**

**BASIC**

**Themes:** Exclusively decided by yourself.
Possible formats: contributions, articles, texts, PDF, video, pictures, etc.

**Positioning:** Displayed in the navigation section

**Time frame:** 3 months

| 8,000.00 |

**PREMIUM**

The price will depend on the content to be presented, banners, placement and integration within Konradin websites, in addition to the promotion and runtime. The integration of partner downloads (e.g. Whitepaper, Webcast) upon registration or the integration of a social media feed is optional.

All of these components can be individually changed in the PREMIUM Theme Page and are defined upon request.

Partner pages are the ideal environment to present yourself to your target group as a competent partner with a long-term perspective on a selected topic.

You determine the topic and to what extent we can support you, in terms of the content. Content - thus setting specific thematic focal points!

Your products or services will find the perfect editorial environment within the Konradin Industrie topic pages!
Lead Generation
Webinar (Prices valid as of 01.10.2019, in €, plus VAT)

Webinar – convey worldwide expertise and generate leads

The advantages of a webinar package

- **New contacts** – get to know potential customers who are specifically interested in your product.
- **Competent implementation** – based on our webinar experience, we organise your webinar, you appoint the speaker.
- **Image enhancement** – modern forms of media for modern people.
- **Cost and time savings** – regardless of location, no travel expenses or accommodation costs.
- **Multimedia knowledge transfer** – share audio and video content or files with the participants.
- **Direct contact** – in the form of a Q&A chat session and additional polls for a further qualification of leads.
- **Detailed reporting** – You will receive the results of the polls, the attention rate and the average length of stay during a webinar.
- **Webinar recording** – We record your webinar and put it online as an on-demand webcast on our websites – additional lead generation.

Webinar – Services and price (minimum lead time 6 weeks)

| Announcement of your webinar on the website with image • text • registration page |
| Promotion in newsletter • website • further appropriate media of Konradin Industrie |
| E-mailing of invitations • reminders • appointment reminders • follow-ups |
| Online webinar space and live transmission (approx. 60 minutes), Poll during the live broadcast |
| Professional moderator, inclusion of up to two speakers on your side (technical checks before broadcast) |
| Registration list including contact details |
| Detailed reporting |
| On-demand webcast after live transmission on the website with image and text |

**Package price**
(No agency commission on price) 7,700.00

**Options at extra charge:**

Leads (after live webinar) from € 70.00/lead

For further details, please refer to our extensive sales documents:
https://media.industrie.de/mehr-mediainformationen/

Data delivery: via e-mail to industrie.online@konradin.de
White paper – Fixed running time

Concept and benefits

- **3 months presence** via our website. Teasers ensure traffic and you receive all the leads generated for your disposal.
- **Your proof of competence**: Position yourself as proficient business partner with your white paper.
- **Potential business contacts**: Find the people who are really interested in your technologies or products (MQL = Marketing Qualified Leads).

**White paper – Fixed running time – Benefits and prices**

<table>
<thead>
<tr>
<th>Integration of your white paper on the website with image and text</th>
<th>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</th>
<th>Running time of 3 months, including leads (No agency commission on price)</th>
<th>1,950.00</th>
</tr>
</thead>
</table>

**Options at an extra charge:**

- Leads after expiry of the 3-month running time from 70.00/lead
- Drafting of white paper by specialist editor and/or English language variant on request

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data delivery: via e-mail to industrie.online@konradin.de

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Whitepaper – Pay-per-Lead

Concept and benefits

- You have an interesting white paper which will be released exclusively via Konradin or may be available on other platforms subject to prior registration.
- We match the number of leads in the desired target group.
- Based on this white paper offer, we generate qualified leads within the specified target group and at the specified quantity.

**White paper – Pay-per-lead – Benefits and prices**

<table>
<thead>
<tr>
<th>Integration of your white paper on the website with picture and text</th>
<th>Target-group-compliant selection from our database (2 selection criteria: function and industry)</th>
<th>Audience targeting via e-mails and or via telephone, if required to achieve your guaranteed leads</th>
<th>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</th>
<th>Project set-up</th>
<th>1,500.00</th>
</tr>
</thead>
</table>

| Price per lead (minimum order volume 50 leads) from 70.00/lead | (No agency commission on price) |

Further options: on request

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data submission: via e-mail to industrie.online@konradin.de
Driving automation forward
• automatic
• practical
• compact

Title: Automationspraxis Newsletter

In brief: The newsletter offers topical, expert, trade-specific information for all specialised workers and managers in industrial production who are involved in automation.

Frequency: The newsletter is sent out on the fourth Wednesday of each month with additional increased distribution during all major Trade Show events.

Distribution: More than 10,000 personal addresses.

Target group: Decision-makers in production-related management as well as specialised workers looking for automation solutions for their operations.

<table>
<thead>
<tr>
<th>Ad format*/position</th>
<th>Size in pixels (w x h)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard above header</td>
<td>728 x 90**</td>
<td>875.00</td>
</tr>
<tr>
<td>Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td>750.00</td>
</tr>
<tr>
<td>Full banner</td>
<td>468 x 60** 590 x 100**</td>
<td>500.00</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250</td>
<td>750.00</td>
</tr>
</tbody>
</table>

*Size and position in picture illustrative.
**Display on mobile devices: scaled to a width of 300 pixels

Data delivery:
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de
Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB). With animated GIF files, the e-mail may only display the first animation Frame.

To view the current newsletter and subscribe, please go to: www.automationspraxis.de/newsletter or scan QR code
**Editors’ Special Newsletter** *(Prices valid as of 01.10.2019, in €, plus VAT)*

### Your benefits:
- We present your topic to the market
- You benefit from a strong media brand
- Your advertising message receives the complete attention of the subscribers, all of the ad placements are exclusively at your disposal
- Attractive pricing

### Content:
The Editors’ Special Newsletter is presented with the same look&feel of the regular online newsletters. You will determine the subject focus and date of distribution. Our editorial staff will carefully research the contents of the co-ordinated topic. If desired, your press releases can also be integrated into the newsletter. Finally, the editors compile the completed Editors’ Special Newsletter, incorporating your exclusive banner advertising content.

### Recipients:
approx. 10,000 recipients of the Automationspraxis newsletter

### Send dates and availability:
on request

### Ad format*/position | Size in pixels (w x h) | Price
--- | --- | ---
1 x Leaderboard above header | 728 x 90** |
3 x Text/image ad | Image: 200 x 150, text: 300 char. (incl. spaces) |
or | Image: 200 x 150, text: 300 char. (incl. spaces) |
3 x Fullbanner | 468 x 60** |
or | 468 x 60** |
3 x Medium Rectangle | 300 x 250 |
maximum of 4 positions | 4,500.00 |

*Size and position in picture illustrative.
**Display on mobile devices: scaled to a width of 300 pixels

### Data delivery:
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de

Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).

With animated GIF files, the e-mail may only display the first animation frame.
Your print business card includes
• 1 year presence
• in the trade magazine of your choice
• in the relevant category*

*Categories print (examples): Drive technology • Industrial safety • Automation engineering • Operating equipment • C-parts management • Energy management • Fluid technology • Used machines • Handling technology • Industrial construction • Industrial service • Components + systems • Plastics processing • Laser technology • Logistics • Material flow • Microsystem technology • Assembly technology • Surface technology • Robotics • Connection technology • Packaging technology • Materials • Tool + mould making • Supplies
Categories might be modified by Konradin

Business Card Online price  Print price
Partner of the manufacturing industry / 10 issues  2,950.00  1,980.00
Start possible with any issue

Business card 60 mm wide x 82 mm high, logo, 4-colour, 2 lines for company name and web address, 14 lines of text, approx. 50 characters incl. spaces. Positioning in your category* of choice

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data submission: via e-mail to auftragsmanagement@konradin.de
Address rental

Take advantage of our professional addresses to attract new customers for your company. Select addresses for your mailings from our qualified database using criteria such as:

Region • Industry • Company size • Function • Position

Communicate successfully with professional print and e-mailings. Just get in touch.

Tip: E-mailings are perfect for invitations to roadshows, open houses and events, trade fairs, webinars, webcasts, product launches and much more.

E-mailing

We manage your e-mailings to interested and potential customers, including dispatch and reporting. Multiple shots lead to higher success rates.

Print mailing – Lettershop

We manage your complete designed print-mailing service via our Lettershop – from print to dispatch.

E-mailing – Benefits and prices (at least 6 weeks lead time)

<table>
<thead>
<tr>
<th>Handling: 1 e-mailing, 1 draft (correction), 1 selection, use of the existing template, dispatch, reporting</th>
<th>750.00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address rental</strong> Minimum order value € 750.00 = 1,000 addresses</td>
<td>from 0.75 per address</td>
</tr>
<tr>
<td><strong>Multiple shots:</strong> 1 reminder with same content, same template, same address selection</td>
<td>Handling 110.00 per address from 0.40</td>
</tr>
</tbody>
</table>

No agency commission on price

Detailed information on request.

Print mailing – services and prices (at least 6 weeks lead time)

<table>
<thead>
<tr>
<th>Handling: 1 selection by industry and function Creation, handling, postage, dispatch</th>
<th>effort-based</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address rental</strong> Minimum order value € 1,100.00 = 2,000 addresses</td>
<td>from 0.55 per address</td>
</tr>
<tr>
<td>No agency commission on price</td>
<td></td>
</tr>
</tbody>
</table>

Detailed information on request.
industrie.de – the industry portal

Target group:
On the one hand, we appeal to the experts/specialists with an IT background who deal with IT in the production environment. On the other hand, we focus on IT managers in the production arena with a production background.

In brief:
Understanding basic knowledge in the “smart factory” environment and demonstrating the implementation of modern technology (Industry 4.0) in successful application examples – these are the fundamental competencies at the core of the online platform industrie.de.

Advertising formats and prices:
See next page for overview of standard formats. Other advertising formats on request. Please supply the correct advertising materials for mobile options. You can find more information and technical details at media.industrie.de.

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### Newsletter „IT trifft auf Industrie“

<table>
<thead>
<tr>
<th>Ad format* / position</th>
<th>Size in pixels (w x h)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard above header</td>
<td>728 x 90**</td>
<td>1,550.00</td>
</tr>
<tr>
<td>Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>468 x 60** 590 x 100**</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

**Frequency:** weekly, every Wednesday

**Distribution:** 20,000 recipients

**Data delivery:**
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de
Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).
With animated GIF files, only the first frame is displayed in the e-mail.

*Size and position in picture illustrative
**Display on mobile devices: scaled to a width of 300 pixels
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Position on Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/ Large Leaderboard/ Expandable Leaderboard</td>
<td><img src="image1" alt="Leaderboard" /> <img src="image2" alt="Large Leaderboard/Expandable Leaderboard" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="image3" alt="Leaderboard" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image4" alt="Skyscraper" /> <img src="image5" alt="Wide Skyscraper" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="image6" alt="Skyscraper" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image7" alt="Hockeystick" /> <img src="image8" alt="Wallpaper" /></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td><img src="image9" alt="Hockeystick/Wallpaper" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image10" alt="Frame Ad" /></td>
<td>120 x 600 and 1.125 x 90 and 120 x 600</td>
<td>Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="image11" alt="Frame Ad" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image12" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image13" alt="Billboard" /></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image14" alt="Medium Rectangle" /> <img src="image15" alt="Video Ad" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image16" alt="Medium Rectangle/Video Ad" /></td>
<td>300 x 250</td>
<td>500.00</td>
</tr>
</tbody>
</table>

*Does not apply to selected theme pages and company profiles.

**Size and position in pictures illustrative. Displayed in rotation.

**Submission of data:** 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2MB) and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement formats Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard, please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.

**Additional ad format:**
Premium company profile, see page 26
fachjobs24.de is the job portal of the Konradin Publishing Group.

Fachjobs24.de represents a unique media network built upon 62 print and online brands with the highest level of professional competence.

The magazines and websites are used by readers and users predominantly as a source of professional information and cover the most important industry sectors.

With your job advertisement in one of our six industry channels, you will directly address the future specialists and executives within your precise target group.

**Double combo package print**

- **30%** discount on advertising rates for placements in two magazines

**Triple combo package print**

- **40%** discount on advertising rates for placements in three magazines

---

**Architecture**

- 262,788 PIs
- 172,973 visits
- 63,033 print run copies

**Crafts**

- 634,127 PIs
- 491,027 visits
- 90,664 print run copies

**Knowledge**

- 7,328,157 PIs
- 4,049,159 visits
- 183,968 print run copies

**Optometry**

- 96,992 PIs
- 43,088 visits
- 13,900 print run copies

**Working World**

- 65,254 PIs
- 43,542 visits
- 14,665 print run copies

**Industry**

- 514,856 PIs
- 345,510 visits
- 215,900 print run copies

---

28 print partners with 582,130 print editions per month

33 online-partners with 8,902,174 PIs per month, 5,145,299 visits per month
With your job advertisement in the Industry channel, you will reach an unprecedented functional array of qualified specialists and managers.

Industry
The Industry channel comprises a total of 24 trade magazines and professional online portals for the industry’s decision-makers, making it one of the most diverse brands in German-speaking markets.

<table>
<thead>
<tr>
<th>Industry</th>
<th>1/4 page</th>
<th>1/2 page</th>
<th>1/1 page</th>
<th>Circulation/frequency p.a.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>15,100 copies 10x</td>
</tr>
<tr>
<td>Beschaffung aktuell</td>
<td>2,300.00</td>
<td>3,260.00</td>
<td>5,350.00</td>
<td>18,100 copies 10x</td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>21,700 copies 15x</td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>9,100 copies 10x</td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>18,100 copies 9x</td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>9,200 copies 7x</td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>1,750.00</td>
<td>2,750.00</td>
<td>4,300.00</td>
<td>40,100 copies 34x</td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>22,600 copies 18x</td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>20,100 copies 10x</td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>1,020.00</td>
<td>1,530.00</td>
<td>2,040.00</td>
<td>10,000 copies 6x</td>
</tr>
<tr>
<td>phpro – Prozesstechnik für die Pharmaindustrie</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>11,100 copies 5x</td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>1,440.00</td>
<td>2,040.00</td>
<td>3,260.00</td>
<td>20,700 copies 4x</td>
</tr>
</tbody>
</table>

All print ads set to type area (specific formats are available upon request), prices in € plus VAT., all print rates indicated are valid for 4-colour print. Publication rates are provided by the publisher and are valid as of 2019.
The Konradin Industrie portfolio comprises 17 industrial media brands. The range of trade magazines is complemented by individual websites and newsletters for each respective title. In addition to this, there are focused online portals. Trade events, which are carried out by individual media brands or in collaboration, round off the consummate brand portfolio.

The professional trade media of Konradin Industrie primarily reach audiences within the sectors electrical engineering, food and nutrition industry, automotive engineering, precision mechanics/optics, mechanical and plant engineering, medical technology, metal production/working and the pharmaceutical and chemical industries.

**Automationspraxis**
FOR: Managing directors, plant managers, production managers, planning engineers
IN: Production companies in all industries

**Beschaffung aktuell**
FOR: Board members, managing directors, heads of area/department in purchasing, materials management and logistics.
IN: All industries, focus on companies with 500 employees and more

**EPP Elektronik Produktion + Prüftechnik**
FOR: Managing directors, technical managers, quality managers, skilled workers in production and development
IN: Electronics prod./testing

**EPP EUROPE**
FOR: Managing directors, technical managers, quality managers, skilled workers in production and development
IN: Electronics production and testing
*international/in English

**medizin&technik**
FOR: Heads of design/development, production, product managers, quality managers, Managing directors
IN: Medical technology

**phpro – Prozesstechnik für die Pharmaindustrie**
FOR: Plant/production managers, technical management,
IN: Pharmaceutical industry, suppliers/manufacturers of plants and equipment
cav – process technology for the chemical industry
FOR: Managing directors, technical managers, plant managers
IN: Chemical/pharmaceutical industry, suppliers/manufacturers of plants and equipment

cpp – process technology for the chemical industry
FOR: Managing directors, technical managers, plant managers
IN: Chemical/pharmaceutical industry, suppliers/manufacturers of plants and equipment international/in English

dei – Prozesstechnik für die Lebensmittelindustrie
FOR: Managing directors, technical managers, production managers
IN: Food and beverage industry

elektro AUTOMATION
FOR: Technical management, automators, heads of design/engineering/development, system integrators
IN: Mechanical engineering, electrical engineering and other automation-intensive industries

Industrieanzeiger
FOR: Managing directors, techn./commercial managers
IN: SMEs in mech. engineering, metalworking and processing, automotive, plastics processing and electrical engineering

industrie.de
is the comprehensive online specialist Portal for Digitisation in Production

KEM Konstruktion
FOR: Heads of design/development, design/development engineers, technical management
IN: Mechanical engineering, electrical engineering, vehicle construction

mav Innovation in der spanenden Fertigung
FOR: Production managers, technical managers, CEOs
IN: Metal working and processing, mechanical engineering, automotive

QUALITY ENGINEERING
FOR: Persons responsible for quality in management and production
IN: Manufacturers with focus on mechanical engineering, metals, plastics, automotive

Sicherheitsbeauftragter
FOR: Managing directors, safety officers, specialists for occupational safety, safety engineers
IN: All industries

Sicherheitsingenieur
FOR: Managing directors, specialists for occupational safety, safety engineers
IN: All industries
Our portfolio for your successful target-group communication

Media advice and campaign planning
We will advise you competently and comprehensively on all your media planning needs within the network of Konradin Industrie. Working closely with you, we select the appropriate channels and media brands.

Extras for your target-group marketing
Extras such as Lead Generation, Video or Address Rental are just a few of the media channels available to reach your target group. Talk to us, we provide you with the relevant options.

Optimising your advertising material
With our experience in advertising efficacy research, we support you in developing your customized campaign, helping you to achieve your specific communication objectives.

Printing your products
KonradinHeckel is your specialist for the complete production of catalogues. www.konradin-druck.de

Corporate publishing
Our corporate publishing experts develop and realise corporate communication measures tailored to your target group, such as customer magazines, specialist online portals or events – 100% individually. www.konradin.de

B2B market and media research
Whether you are considering advertisement tests, brand image or brand awareness studies, we have extensive experience in the B2B market research and work closely with qualified institutes. We can conduct efficient and affordable surveys on your behalf.

Talk to us!
We will gladly advise you and put you in touch with the relevant departments of our company.
17 media brands
for the industry with more than
170 publication dates per year
and more than 260,000 copies
distributed monthly.

14 industry websites
with about 540,000 page
impressions every month!

156 webinars
as of July 2019. With up to
340 registrations!

More than 1,700 videos
as of July 2019 on the YouTube
channel of Konradin Industrie.
With more than 350,000 views.

15 trade events
per year. Experts from the
profession for the profession.
With up to 1,000 participants.

48 newsletters
per month, with a total of
around 190,000 opt-in
recipients.

Use our comprehensive market presence
for your dialogue with the industry and
your target audience and benefit from
practical experience and unrivalled
communication skills.

TRADE MAGAZINE
... also as an e-paper

WEBSITE
... the online magazine

NEWSLETTER
... the regular e-newsletter

TRADE EVENTS
... including collaborations

EXTRAS
... e.g. videos, market research,
address rental, corporate publishing
and much more

LEAD GENERATION
... via webinars, white papers,
Lead Campaign and so on

konradin
Industrie