Industry 4.0, Machine Learning, Artificial Intelligence and Digitisation in general will affect the Industry more than many technology leaps of the past. What is important for the Manufacturing companies? What does all of this mean for your own Production and for the Manufactured Products? What must Suppliers prepare for? Particularly as these technologies are creating completely new, disruptive business models. We not only present the possibilities and opportunities, but also explore the potential risks.

Werner Götz
Editor-in-Chief
Editorial

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Topics: Drive and fluid technology 4.0 alongside mechatronic systems

8 Editor | Susanne Schwab,
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Topics: personal announcements

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Topics: Second-hand machines, cooling lubricants, laser technology, machine maintenance and repair, precision tools, rapid tooling, cutting and non-cutting manufacturing, grips, tool + mold making, tool coatings, machine tools, parts cleaning

Follow us on Social media:

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Twitter @Redaktion_IA
In brief: Increase operational Efficiencies, open up new Markets, create Customer experiences, and deliver Product Value: Manufacturing companies invest in their digital strategy to achieve these goals. The result is an accelerated business transformation, towards future-oriented Manufacturing Technology. With Industrieanzeiger, we accompany you on this journey in Print, Online and at Events. We reveal the underlying Connections, explain Solutions, identify the Opportunities and do not conceal the Risks. We focus on Digital Models that drive the change in Manufacturing and Production methods. We report on Automation, Robotics and Handling. We explain the use of modern technologies such as Mixed Reality, for example within Production Planning and Maintenance. We also report on the cornerstone of everything: Supplier Products and Components. No Question: Using information at every level has become a core competency for Companies. With Industrieanzeiger we help you achieve all of this.

Target group: Top decision-makers in the manufacturing industry in Germany and German-speaking countries. These are owners, managing directors and technical directors predominantly in medium-sized companies, and technical managers in plants of larger companies.

Frequency: 28 issues per year
Format: DIN A4

Subscription price: Annual subscription: Germany 207.50 €, abroad 207.50 €

Official publication: Wirtschaftsverband Stahl- und Metallverarbeitung e.V. (WSM), Hagen, Düsseldorf
In cooperation with the Zentrale für Gußverwendung, Düsseldorf

Memberships: bvik Bundesverband Industrie Kommunikation e.V.

Publishing house: Konradin-Verlag Robert Kohlhammer GmbH

Publisher: Katja Kohlhammer, Leinfelden-Echterdingen
Co-publishers in the fields of machine tools and production technology – cutting and forming technology:
Prof. Dr.-Ing. Christian Brecher; Prof. Dr.-Ing. Thomas Bergs;
Prof. Dr.-Ing. Robert Schmitt; Prof. Dr.-Ing. Dipl.-Wirtsch.-Ing. Günther Schuh, WZL RWTH Aachen

Advertising: Joachim Linckh, Sales Director

Editorial: Dipl.-Ing. (FH) Werner Götz (gö), Editor-in-Chief

Pagination analysis 2018 = 34 issues
Total pages: 2,570 pages = 100.0%
Editorial: 2,009 pages = 78.2%
Advertising: 561 pages = 21.8%
including:
Loose inserts: 21 pieces

Content analysis of the editorial section 2018 2,009 pages = 100.0%
Cover, contents, imprint, preview 149 pages = 7.4%
Commentaries, economic news, sections (literature, English glossary, people, events) 296 pages = 14.7%
Specialist articles, overviews, reports, interviews and products 1,564 pages = 77.9%
Trade Magazine
2 Circulation Analysis

01 Audited by:

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

- Print run: 40,100
- Actual circulation: 40,002 (of them abroad: 290)
- Copies sold: 4,036 (of them abroad: 28)
  • Subscriptions: 1,580 (of them members: 1,278)
  • Retail sale: –
  • Other sales: 2,456
- Free copies: 35,966
- Residual / archive copies: 98

03 Geographical analysis:

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Share of actual circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>99.3</td>
<td>39,712</td>
</tr>
<tr>
<td>Abroad</td>
<td>0.7</td>
<td>290</td>
</tr>
<tr>
<td>Switzerland</td>
<td>36.0</td>
<td>58</td>
</tr>
<tr>
<td>Austria</td>
<td>35.1</td>
<td>56</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>25.9</td>
<td>42</td>
</tr>
<tr>
<td>Other foreign countries</td>
<td>3.0</td>
<td>5</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>40,002</td>
</tr>
</tbody>
</table>

3.1 Circulation by postcode regions:

- Postcode 2
  - 7.3 % = 2,899 copies
- Postcode 3
  - 10.4 % = 4,130 copies
- Postcode 4
  - 13.0 % = 5,163 copies
- Postcode 5
  - 13.7 % = 5,440 copies
- Postcode 6
  - 8.6 % = 3,415 copies
- Postcode 7
  - 17.6 % = 6,989 copies
- Postcode 8
  - 10.1 % = 4,011 copies
- Postcode 9
  - 9.2 % = 3,654 copies
- Postcode 1
  - 3.5 % = 1,390 copies
- Postcode 0
  - 6.6 % = 2,621 copies
- Postcode 8
  - 10.1 % = 4,011 copies

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

<table>
<thead>
<tr>
<th>Industry code acc. to classification of industrial sectors 2008</th>
<th>Share of actual circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>C.13-14 Production of textiles and clothing</td>
<td>2.0</td>
<td>840</td>
</tr>
<tr>
<td>C.20 Production of chemical products</td>
<td>4.5</td>
<td>1,800</td>
</tr>
<tr>
<td>C.22 Production of rubber and plastic goods</td>
<td>4.4</td>
<td>1,760</td>
</tr>
<tr>
<td>C.23 Production of glass and glassware, ceramics, prod. of non-metallic mineral products</td>
<td>1.2</td>
<td>480</td>
</tr>
<tr>
<td>C.24 Metal production and machining</td>
<td>4.3</td>
<td>1,720</td>
</tr>
<tr>
<td>C.25 Production of metal products</td>
<td>24.8</td>
<td>9,920</td>
</tr>
<tr>
<td>C.26 Production of data-processing equipment, electrical and optical products</td>
<td>10.5</td>
<td>4,200</td>
</tr>
<tr>
<td>C.27 Production of electrical equipment</td>
<td>6.6</td>
<td>2,640</td>
</tr>
<tr>
<td>C.28 Mechanical engineering</td>
<td>28.9</td>
<td>11,561</td>
</tr>
<tr>
<td>C.29 Production of motor vehicles and components</td>
<td>4.7</td>
<td>1,880</td>
</tr>
<tr>
<td>C.30 Other vehicle manufacturing</td>
<td>1.3</td>
<td>520</td>
</tr>
<tr>
<td>G.46 Wholesale</td>
<td>6.7</td>
<td>2,680</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>40,002</td>
</tr>
</tbody>
</table>

## Company size:

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 49 employees</td>
<td>43.6</td>
<td>17,441</td>
</tr>
<tr>
<td>50 – 99 employees</td>
<td>18.5</td>
<td>7,400</td>
</tr>
<tr>
<td>100 – 199 employees</td>
<td>18.2</td>
<td>7,280</td>
</tr>
<tr>
<td>200 – 499 employees</td>
<td>13.8</td>
<td>5,520</td>
</tr>
<tr>
<td>500 – 999 employees</td>
<td>3.5</td>
<td>1,400</td>
</tr>
<tr>
<td>1,000 and more employees</td>
<td>2.4</td>
<td>960</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>40,002</td>
</tr>
</tbody>
</table>

## Position in company

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate management</td>
<td>31.7</td>
<td>12,681</td>
</tr>
<tr>
<td>1st management level</td>
<td>5.1</td>
<td>2,040</td>
</tr>
<tr>
<td>2nd management level</td>
<td>20.4</td>
<td>8,160</td>
</tr>
<tr>
<td>Employees, skilled workers, specialists</td>
<td>42.8</td>
<td>17,121</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>40,002</td>
</tr>
</tbody>
</table>

## Job function

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate management</td>
<td>31.1</td>
<td>12,441</td>
</tr>
<tr>
<td>Research &amp; development</td>
<td>10.9</td>
<td>4,360</td>
</tr>
<tr>
<td>Design engineering, engineering</td>
<td>9.1</td>
<td>3,640</td>
</tr>
<tr>
<td>Project planning, planning</td>
<td>8.8</td>
<td>3,520</td>
</tr>
<tr>
<td>Production, manufacturing, assembly</td>
<td>8.6</td>
<td>3,440</td>
</tr>
<tr>
<td>Quality management, quality assurance</td>
<td>7.1</td>
<td>2,840</td>
</tr>
<tr>
<td>Purchasing, logistics, materials management</td>
<td>5.6</td>
<td>2,240</td>
</tr>
<tr>
<td>Corporate IT</td>
<td>12.1</td>
<td>4,840</td>
</tr>
<tr>
<td>Marketing &amp; Sales/product manager</td>
<td>6.7</td>
<td>2,680</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>40,002</td>
</tr>
</tbody>
</table>

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!**
90% of investment is made by companies employing 100 or more people

As the company size increases, the investment volume rises.

Larger companies employing 100 or more people account for the lion’s share of sales and investment. The VDMA study shows that Industrieanzeiger is particularly strong in such companies.²

²2016 mechanical engineering coverage study (VDMA study), TNS Infratest
The VDMA study confirms that you reach larger companies with Industrieanzeiger

The average workforce of a mechanical engineering company is 297

<table>
<thead>
<tr>
<th>Sector</th>
<th>Workforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>MM Maschinenmarkt</td>
<td>133</td>
</tr>
<tr>
<td>Scope</td>
<td>183</td>
</tr>
<tr>
<td>Produktion</td>
<td>239</td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>372</td>
</tr>
</tbody>
</table>

Sales and investment are high in larger companies. It is these that Industrieanzeiger reaches!

- The average workforce of the companies in which Industrieanzeiger is read is 372.
- The figure for Industrieanzeiger is higher than the industry average and considerably higher than the figures for its competitors.

- Industrieanzeiger is read in larger companies, where investment is also high.

Source: 2016 mechanical engineering coverage study (VDMA study), TNS Infratest
The decision-makers combination
Industrieanzeiger + Beschaffung aktuell

Achieve even more with the combined titles!

Target Group Investment Decision-makers:
Management, technical and commercial managers in SMEs + Purchasing decision-makers in high-turnover enterprises and large companies.

Industrieanzeiger
Circulation: 40,000 copies
Target-group: Management, technical and commercial managers

Beschaffung aktuell
Circulation: 18,000 copies
Target-group: Purchasing decision-makers

% Share:
- Decision-makers in mechanical engineering
- Readership Combined: Industrieanzeiger + Beschaffung aktuell

Reading example:
From all decision-makers within Mechanical Engineering 58% work within companies from 10 million Euros turnover.
With the combined readership of Industrieanzeiger + Beschaffung aktuell 68% work within companies from 10 Million Euros turnover.

This means that you can reach a disproportionately higher number of decision-makers within high-turnover companies by adopting the combined media option.

Source: Mechanical Engineering Coverage Study (see page 9)
AR/VR and Mixed Reality will be used even more in the Industry of the future. In a multi-part series, we inform readers about the current and future applications of these technologies. The demand for information in the market is well established, we provide the perfect editorial environment within which you can also present your services.

Recent findings from a Study by Capgemini:

- Augmented Reality (AR) and Virtual Reality (VR) could become the standard in every second company within three to five years.
- Above all, AR increases productivity, whilst VR significantly increases security.
- VR use in assembly reduced injuries at Ford by 70 percent.
- Germany lags behind China, France and the US in its implementation.
- The most common application cases: repair and servicing, in addition to construction and assembly.

Source: Study „Augmented and Virtual Reality in Operations for Investment“, Capgemini, 2018
Qualitative Study on Industry 4.0

Approx. 50% agree that Industry 4.0 is relevant.

78% say there are more advantages than disadvantages with Industry 4.0.

70% are convinced: Konradin media such as Industrieanzeiger cover the information requirements for Industry 4.0.

38% consider their knowledge on the subject of Industry 4.0 to be low.

Advantages include higher productivity and better control.

In the Internet of Things, the physical and digital world merge. Plants, machines and individual workpieces continuously exchange information. All production and logistics processes are integrated and controlled and coordinated over long distances in real time. From the view of the entrepreneurs, the change to networked and flexible production technologies entails many benefits.

But what does Industry 4.0 mean for SMEs?

In 2020, Industrieanzeiger explores this question in four theme issues and a multi-part Industrie 4.0 series.

**Industrie 4.0 theme series**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Focus on</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/2020</td>
<td>5G Networks and Security</td>
</tr>
<tr>
<td>03/2020</td>
<td>Big Data in the Practice of Medium-sized Production Companies</td>
</tr>
<tr>
<td>06/2020</td>
<td>Retrofit into the Future</td>
</tr>
<tr>
<td>11/2020</td>
<td>Industry 4.0 in China</td>
</tr>
<tr>
<td>14/2020</td>
<td>Artificial Intelligence in the Cloud</td>
</tr>
<tr>
<td>15/2020</td>
<td>Project Financing and Subsidies</td>
</tr>
<tr>
<td>17/2020</td>
<td>Certification and Standards as a prerequisite for Standardisation</td>
</tr>
<tr>
<td>20/2020</td>
<td>„Bring the boys back“ - Does Industry 4.0 lead to the relocation of Production and Jobs?</td>
</tr>
<tr>
<td>23/2020</td>
<td>Demands of Digital Learning</td>
</tr>
<tr>
<td>25/2020</td>
<td>Image Recognition in Quality Assurance</td>
</tr>
<tr>
<td>28/2020</td>
<td>Current Research Trends from the DFK</td>
</tr>
</tbody>
</table>

**Industrie 4.0 theme issues**

In the Industry 5.0 Theme Issues, the Editorial Team reports on digitalisation in production, individualised production, networked companies, flexible value-adding networks, intelligent assistance systems and industrial communication. Issues 4, 14, 17 and 26/2020

See editorial schedule starting on page 16 for more information.

Take advantage of the strong reader interest in Industry 4.0/Digitalisation Topics and place your advertising directly within this attractive environment.

Source: Qualitative study by Konradin Industry in cooperation with ‘die media GmbH’. Survey conducted in November 2015, basis: 1,012 respondents.
Use the Industry 4.0 theme issues of Industrieanzeiger to inform your customers about your solutions! Details on page 16

Please contact us if you would like further details of the survey results. We would be delighted to hear from you.

Contact: Joachim Linckh, Phone +49 711 7594-565, joachim.linckh@konradin.de
Trade Magazine
Subject Overview

Drive/fluid technology:
Electric drives, mechanical drives, direct drives, linear technology, frequency converters, couplings, brakes, braking resistors, bearings (roller and plain bearings...), gears, motors, rotary encoders, hydraulics/pneumatics, seals, valves, cylinders, lines/hoses, vacuum technology, energy management, control and automation, simulation, analysis/optimisation, materials, maintenance, sensors/metrology.

Industrial safety:
Safety measures, extractor systems, hearing protection, sound insulation, filters, non-slip mats, protective goggles, protective clothing, functional clothing, personal protective equipment PPE, clothing hire, workplace design, ergonomics, hygiene and sanitary requirements, fire protection, explosion protection, sound insulation, measurement and control technology, machine protection equipment, repair, maintenance.

Automation:
HMI/operating and monitoring, industrial computers, remote maintenance, wireless, measurement technology, controls, image processing, safety/security, safety engineering, EMC, quality assurance/TQM, electromechanics, interface technology, housing technology, field buses, sensors, actuators, power supplies, energy efficiency.

Operating requirements:
Electrical and compressed air tools, hand tools, cleaning, repair, maintenance, lubricants, mechanical measuring equipment, workshop and office furnishing, clothing hire.

Electric mobility:
Drive and vehicle concepts (including hybrid, range extender), energy storage devices (including batteries, fuel cells/hydrogen,...), production of energy storage devices, components, infrastructure (charging technology, networks, clusters).

Energy technology/energy management/energie efficiency:
CHP operator models, contracting, consultancy, combined heat and power, heat pumps, energy measurement technology, smart metering, smart grids, smart building, efficiency potentials, energy management, supra line, cables, renewables (solar thermal, geothermal, biomass, biogas, wind and water power), condition monitoring, storage technologies, energy-efficient production (e.g. drive technology, pumps, compressors, control engineering, automation, electronics, cooling and air-conditioning technology).

Used machinery:
Auctions, dealer scene, online marketplaces, shows, machine tools, injection-moulding machines, accessories, tools, retrofitting, retooling, remanufacturing.

Industrial construction:
Facades, windows, doors, gates, sun shields, ceilings, floors, lighting, hall building, heating technology, sanitary technology, air-conditioning technology, ventilation technology, electrical engineering, photovoltaics, solar thermal, digital planning and building processes, protection against moisture, heat, fire and noise, building management, safety and security, facility management.

Industry services:
Industrial maintenance and repair, predictive maintenance, IT solutions, services close to industry, after-sales strategies, inspection, servicing and cleaning.

Digitization in production:
Information technology (ERP, MES, PPS, MDE/BDE, SCM, CRM, PLM, CMS), time recording, access monitoring, industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT-security, big data, artificial intelligence, machine learning, augmented/virtual reality, additive manufacturing, digital factory, platforms, collaborative tools, mobile business.

Design engineering:
Mechatronics, rapid technologies, fastening technologies (riveting, gluing, screwing, soldering, welding...), materials, light-weight design, 3D printing, casting, semi-finished products, materials testing.

Industrie 4.0:
In issues 2, 4, 7, 8, 9, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 25, 26, 27, 28.

Industrial safety:
In issues 2, 4, 7, 8, 9, 11, 12, 14, 15, 16, 17, 18, 19, 20, 22, 25, 26, 27, 28.

Automation:
In issues 3, 5, 10, 11, 12, 14, 16, 18, 19, 20, 21, 24, 28.

Operating requirements:
In issues 5, 12, 13, 16, 19, 21, 24.

Electric mobility:
In issues 9, 20, 28.

Energy technology/energy management/energie efficiency:
In issues 3, 4, 5, 7, 10, 12, 17, 22, 26, 28.
**Plastics processing/materials:**
Injection-moulding, additive manufacturing, 3D printing, thermoforming, fibre-reinforced composites, material flow/robotics, tool and mould making, composite materials, purchased parts, component development, prototypes, simulation, design, CAD, thermoplastics, thermosts, elastomers, composite materials, additives, pigments, colour and master batches, hot runner systems, standard elements, rapid tooling, sensors, recycling, bonding technology, laser technology, compounding, mixing and metering, drying, cooling and shredding, surface technology, measurement and testing, software. In issues 4, 5, 9, 10, 13, 16, 17, 23, 24, 26, 28

**Material handling/logistics:**
Trucks and trolleys, transport systems, automated guided vehicles (AGVs), storage technology, cranes, robotics, series hoisting equipment, storage/retrieval systems, cantilever racks, continuous conveyors, assembly and handling technology, pick & place, RFID, ID technology, packaging technology, packing tables, loading. In issues 4, 5, 9, 10, 13, 16, 17, 23, 24, 26, 28

**Medical technology:**
Comprehensive and detailed reporting in medizin&technik

**Surface technology:**
Degreasing and cleaning systems, pre-treatment, paint stripping, polishing, corrosion protection, surface preparation, surface finishing and functional preparation, powder coating, coil coating, galvanizing, blast-cleaning, grinding, environmental technology, paints/chemicals, measuring/testing. In issues 7, 9, 10, 12, 13, 19, 20, 21, 22, 25, 28

**Pumps, valves, compressed air:**
Valves, compressors, compressed air technology, pumps, mains, filters, seals, pipes. In issues 2, 4, 12, 17, 19, 26, 27, 28

**Quality assurance:**
Measurement and testing technology, image processing, laser measurement technology, materials testing, sensors, measurement devices, software. In issues 1, 5, 7, 11, 12, 15, 19, 20, 21, 26, 28

**Robotics/assembly and handling technology:**
Industrial robotics, service robotics, man-robot collaboration, safety, lightweight robots, robot controls, collaborative robots (cobots), pick & place, software and controls. In issues 1, 7, 8, 9, 12, 16, 17, 20, 21, 23, 26, 28

**Cutting manufacturing:**
Production machines and processes (turning, milling, drilling, grinding, eroding, gear cutting, honing, lapping, polishing, deburring), precision tools, tool management, clamping technology, tool and mould making, additive manufacturing, sawing, cooling lubricants, chip disposal, parts cleaning, semi-finished/standard parts, automation technology, quality assurance, production software, digitalization in production, Industrie 4.0, platforms. In issues 2, 6, 7, 10, 11, 14, 18, 23, 25, 28

**Non-cutting manufacturing:**
Laser technology, bending technology, welding and cutting, casting processes, shaping (bending and edging, coil working, deep drawing, section and tube manufacturing, section and tube working), separating (mechanical separation, punching, fine cutting), automated stamping/bending technology, thermal cutting, plasma cutting, laser beam cutting, water jet cutting, separating tubes and sections, joining (riveting, clinching, welding, soldering...), laser welding, joining technology, surface treatment, heat treatment (hardening, tempering...), tools, materials and semi-finished products, digitalization in production, Industrie 4.0. In issues 2, 6, 7, 8, 10, 11, 13, 14, 18, 20, 24

**Technical purchasing:**
C-part management, Kanban, e-procurement, vehicle fleet management, energy acquisition, trading platforms. In issues 2, 10, 12, 19, 28

**Business, management, technology transfer:**
Controlling, financing, leasing, communication, organisation, human resource development, personnel management, corporate management, marketing, shows, logistics, sales, markets, business promotion, funding programs, applied research development, patents, future trends (micro and nanotechnology, autonomous driving, etc). In all issues

**Supplies:**
Innovation, managing structural change, data communication, parts, components, modules, technologies. In issues 2, 4, 5, 7, 8, 10, 12, 15, 16, 17, 19, 20, 23, 24, 26, 28
<table>
<thead>
<tr>
<th>Issue</th>
<th>Themes</th>
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<tr>
<td><strong>Nov 31/2019</strong></td>
<td>Theme issue INDUSTRY 4.0 Digitalization in production &amp; Industrie 4.0</td>
<td>Industrie 4.0 series Additive manufacturing</td>
<td>formnext Frankfurt, 19.11.-22.11.</td>
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<td>Individualised production</td>
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<td>Networked companies</td>
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<td>Flexible added value networks</td>
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<td>Production networks</td>
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<td>Intelligent assistance systems</td>
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<td>Digitisation in production</td>
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<td>Additive manufacturing</td>
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<td></td>
<td>Electrical automation, image processing, control technology, IPCs, drive technology, operating and monitoring, industrial communication/industrial software, interface technology, mechanical systems, peripherals, sensors</td>
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<td>Building automation and factory automation</td>
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<td>e.g. building automation, building management, safety/security, time recording and access control, fire protection and sound insulation, building technology (components), industrial lighting technology, LEDs, technical lights, lamps, cables, network technology</td>
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<td>Knowing today what moves the industry of tomorrow… the outlook for 2020:</td>
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<td>Artificial intelligence, future robotics, drone technology in industrial use, digital factory, industrial manufacturing (cutting, forming, injection-moulding), mechanical engineering, digitalization in production, intelligent materials, autonomous driving, additive manufacturing, battery and accumulator technologies</td>
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<td>Energy management, energy generation, energy-efficient production</td>
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<td>Energy market, energy purchasing, drive technology, pumps, compressors, control technology, automation, electronics, refrigeration and air-conditioning technology, building technology, purchasing, generation, transport, contracting, energy efficiency</td>
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<tr>
<td>Jan 1/2020</td>
<td>Automation e.g. image processing, electrical equipment, energy technology, measurement technology, sensors, safety/security, quality assurance</td>
<td>Show review: SPS smart production solutions</td>
<td>Nortec Hamburg, 21.01.-24.01.</td>
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<td>Robotics e.g. industrial robotics, service robotics, man-robot collaboration, safety, lightweight robots, collaborative robots, automated guided vehicles</td>
<td>Special section: 9. Robotics Kongress</td>
<td>9. Robotics Kongress Hanover, 12.02.</td>
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<td>Digitisation in production &amp; Industrie 4.0 e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing</td>
<td>Industrie 4.0 series 5G-networks and safety</td>
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<td>Joining technology e.g. fasteners, mounting and installation systems, storage, operating equipment</td>
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<p>| Jan 2/2020 | Cutting manufacturing, non-cutting manufacturing, tool and mould making e.g. machine tools, precision tools, clamping technology, tool and mould making, drive and fluid engineering, cooling lubricants, design engineering, controls, software, control technology, production metrology, non-cutting manufacturing, sawing, laser technology, bending, welding and cutting, forming | Achieve even more with the combined titles! Scope-PLUS “Energy” in combination with Beschaffung aktuell | E-world energy &amp; water Essen, 11.02.-13.02. |
|           | Drive technology e.g. electric drives, mechanical drives, linear technology, couplings, plain and roller bearings, gears, electric motors, rotary encoders, fans, hydraulics/pneumatics, controlling and automating, sensors/ measurement, Industrie 4.0 |                                                                                 | E-world energy &amp; water FMB Süd Augsburg, 12.02.-13.02. |
|           | Supplies e.g. parts, components, modules, technologies |                                                                                 |                                                                      |
|           | Pumps, valves, compressed-air technology |                                                                                 |                                                                      |</p>
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<th>Issue</th>
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<tr>
<td>Feb 3/2020</td>
<td><strong>Digitisation in production &amp; Industrie 4.0</strong>&lt;br&gt;e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing&lt;br&gt;&lt;br&gt;<strong>Supplies</strong>&lt;br&gt;e.g. parts, components, modules, technologies</td>
<td><strong>Industrie 4.0 series</strong>&lt;br&gt;Big Data in the Practice of Medium-sized Production Companies&lt;br&gt;<strong>Industry services</strong>&lt;br&gt;e.g. maintenance, repair, inspection, industrial safety and product safety, services, environmental engineering and disposal, retrofitting, condition monitoring, predictive maintenance</td>
<td>3. FORUM Quality Assurance in Additive Manufacturing&lt;br&gt;Stuttgart, 19.02.&lt;br&gt;5G Industrie Summit&lt;br&gt;Hanover, 19.-20.02.</td>
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<tr>
<td>Feb 4/2020</td>
<td><strong>Theme issue INDUSTRIE 4.0</strong>&lt;br&gt;Further information on the Industrie 4.0 Serie, the Industrie 4.0 Study and related thematic issues can be found on page 12.&lt;br&gt;&lt;br&gt;<strong>Individualised production</strong>&lt;br&gt;e.g. automation, production technology, drive/fluid technology, plastics processing, material flow, ICT, pumps, compressors, compressed-air technology&lt;br&gt;&lt;br&gt;<strong>Networked companies</strong>&lt;br&gt;e.g. supply, logistics, resource management, energy-efficient production&lt;br&gt;&lt;br&gt;<strong>Flexible added value networks</strong>&lt;br&gt;virtual platforms, process control, controlling, industry services, predictive maintenance</td>
<td><strong>Production networks</strong>&lt;br&gt;e.g. data security, cooperations&lt;br&gt;&lt;br&gt;<strong>Intelligent assistance systems</strong>&lt;br&gt;e.g. robotics, assembly- and handling technology&lt;br&gt;&lt;br&gt;<strong>Building automation and factory automation</strong>&lt;br&gt;e.g. building automation, building management, safety/security, time recording and access control, fire protection and sound insulation, building technology (components), industrial lighting technology, LEDs, technical lights, lamps, cables, network technology</td>
<td><strong>Embedded World</strong>&lt;br&gt;Nuremberg, 25.02.-27.02.&lt;br&gt;<strong>Light &amp; Building</strong>&lt;br&gt;Frankfurt, 08.03.-13.03.</td>
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### Feb 5/2020

**Publication date:** 25.02.2020  
**Advertising deadline:** 06.02.2020

**Issue Themes**

**Material flow/logistics**  
e.g. industrial trucks and trolleys, transport systems, conveyor and storage technology, cranes, robotics, series hoists, storage and retrieval systems, continuous conveyors, software, storage and operating equipment, ICT, assembly and handling technology, technology, suppliers, pick & place, RFID, identification technology, packaging, weighing and measuring, packing tables, loading technology, suppliers

**Materials and components**  
e.g. hybrid components, tools, 3D printing, additive manufacturing, materials testing, materials, light-weight design, injection moulding, fibre composites, measurement technology

**Operating equipment/industrial safety**  
e.g. compressed-air tools, hand tools, cleaning, repair, maintenance, workshop equipment, extraction systems, protective clothing, industrial safety measures, noise protection

**Show report**  
LogiMAT

**Fairs**

Internationale Eisenwarenmesse  
Cologne, 01.03.-04.03.

**JEC Europe**  
Paris, 03.03.-05.03.

**LogiMAT**  
Stuttgart, 10.03.-12.03.

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### March 6/2020

**Publication date:** 03.03.2020  
**Advertising deadline:** 13.02.2020

**Issue Themes**

**Cutting manufacturing, non-cutting manufacturing, tool and mould making**  
e.g. machine tools, precision tools, clamping technology, tool and mould making, drive and fluid engineering, cooling lubricants, design engineering, controls, software, control technology, production metrology, non-cutting manufacturing, sawing, laser technology, bending, welding and cutting, forming, additive manufacturing

**Digitisation in production & Industrie 4.0**  
e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing

**Energy technology**  
e.g. energy storage solutions, battery technology, hydrogen technology

**Show report**  
METAV

**Fairs**

**METAV**  
Düsseldorf, 10.03.-13.03.

**Energy Storage Europe**  
Düsseldorf, 10.03.-12.03.

**Grindtec**  
Augsburg, 18.03.-21.03.
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<td><strong>March 7/2020</strong></td>
<td><strong>Automotive</strong>&lt;br&gt;Design engineering, drive technology, battery technology, cutting and non-cutting production technology (cutting, forming, injection moulding), tool and mould making /surface technology, joining technology, materials, production automation, material flow, logistics, supply, future trends, light-weight design, automated driving</td>
<td><strong>Report from Robotics Kongress</strong>&lt;br&gt;TWENTY2X&lt;br&gt;Hanover, 17.03.-19.03.</td>
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<td><strong>Plastics processing/materials</strong>&lt;br&gt;e.g. raw materials, injection moulding, fibre-reinforced composites, light-weight design, tool and mould making, metals, non-metals, casting technology, semi-finished products</td>
<td><strong>Augmented/ Virtual Reality series</strong>&lt;br&gt;Use of AR/VR in Industry – Overview and application variants</td>
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<td><strong>Surface technology</strong>&lt;br&gt;e.g. coating, parts cleaning, drying</td>
<td><strong>Further information on page 11</strong></td>
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<td><strong>March 8/2020</strong></td>
<td><strong>Drive technology</strong>&lt;br&gt;e.g. electric drives, mechanical drives, linear technology, couplings, plain and roller bearings, gears, electric motors, rotary encoders, fans, hydraulics/pneumatics, controlling and automating, sensors/ measurement, Industrie 4.0</td>
<td><strong>Report from FORUM Quality Assurance in Additive Manufacturing</strong>&lt;br&gt;wire/Tube Düsseldorf, 30.03.-03.04.</td>
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<td><strong>Supplies</strong>&lt;br&gt;e.g. parts, components, modules, technologies</td>
<td><strong>Report from 5G Industrie Summit</strong>&lt;br&gt;MIDEST&lt;br&gt;Paris, 31.03.-03.04.</td>
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<td><strong>Joining technology</strong>&lt;br&gt;e.g. fasteners, mounting and installation systems, bonding, spring-mounting, bolt-connecting, welding and soldering, operating equipment</td>
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<td><strong>Forming</strong>&lt;br&gt;e.g. production of wire/pipes, pipe-bending technology, raw materials, materials, wires, cables, wire manufacturing</td>
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<td>April 9/2020</td>
<td><strong>Theme issue Hannover Messe</strong>&lt;br&gt;A detailed and exclusive overview of the Hannover trade fair.</td>
<td><strong>Augmented/Virtual/Reality series</strong>&lt;br&gt;AR/VR in Production Planning&lt;br&gt;Further information on page 11</td>
<td>Hannover Messe&lt;br&gt;Hanover, 20.04.-24.04.</td>
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<td><strong>Automation, Motion &amp; Drives</strong>&lt;br&gt;Factory automation, energy automation, drive and fluid technology, robotics, sensors, image processing, logistics automation, storage technology</td>
<td><strong>Engineered Parts &amp; Solutions</strong>&lt;br&gt;Light-weight design, additive manufacturing, surface technology, joining technology, materials and components</td>
<td>Suppliers Forum&lt;br&gt;Hanover, 20.04.-24.04.</td>
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<td><strong>Digital Ecosystems</strong>&lt;br&gt;Digital networking, ERP, PLM, MES, logistics IT, digital platforms, cloud solutions, IT security, AR/VR, artificial intelligence in production, 5G</td>
<td><strong>Energy Solutions</strong>&lt;br&gt;Electricity, heat and cooling supply, electric mobility</td>
<td><strong>Future Lab</strong>&lt;br&gt;Research, development, startups, emerging technologies</td>
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<td><strong>Logistics</strong>&lt;br&gt;Integrated energy systems and mobility</td>
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<td>April 10/2020</td>
<td><strong>Trade fair guide Hannover Messe</strong>&lt;br&gt;The companion to Hannover Messe with the most important product innovations, classified by hall and stand number.</td>
<td><strong>Surface technology/Coating technology</strong>&lt;br&gt;<strong>Supplying industry</strong>&lt;br&gt;Metal-cutting manufacturing/non-cutting manufacturing, materials, surface technology, plastics processing, laser technology, automation, material flow, logistics, electrical engineering, medical engineering, technical purchasing</td>
<td>Hannover Messe&lt;br&gt;Hanover, 20.04.-24.04.</td>
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<td><strong>Industry services</strong>&lt;br&gt;e.g. maintenance, repair, inspection, industrial safety and product safety, services, environmental engineering and disposal</td>
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<td>PaintExpo&lt;br&gt;Karlsruhe, 21.04.-24.04.</td>
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<td><strong>Battery technology</strong>&lt;br&gt;Systems, materials, components, testing, recycling</td>
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<td>The Battery Show&lt;br&gt;Europe/electric&amp;hybrid vehicle technology expo&lt;br&gt;Stuttgart, 28.04.-30.04.</td>
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<td><strong>Surface technology/Coating technology</strong>&lt;br&gt;<strong>Supplying industry</strong>&lt;br&gt;Metal-cutting manufacturing/non-cutting manufacturing, materials, surface technology, plastics processing, laser technology, automation, material flow, logistics, electrical engineering, medical engineering, technical purchasing</td>
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<td>Forum Robotics:&lt;br&gt;Robot Assistants&lt;br&gt;Hanover, 19.05.</td>
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| **April 11/2020** | Handling technology/packaging technology  
e.g. identification technology, marking technology, packaging machines, strapping, packing tables, loading and shipping, printing technology  
Quality assurance  
e.g. measurement and testing technology, image processing, laser measurement technology, materials testing, sensors, software  
Automation/drive technology  
e.g. image processing, electrical equipment, energy technology, measurement technology, sensors, safety technology, intelligent drive technology, power electronics, sensors  
Cutting manufacturing/tool and mould making  
Cutting manufacturing, machine tools, precision tools, 3D printing, additive manufacturing, drive and fluid engineering, cooling lubricants, design engineering, software, control technology, production metrology, non-cutting manufacturing, used machinery, sawing, industrial safety  
Additive manufacturing/3D printing  
e.g. C-technologies, 3D printing, additive manufacturing, materials testing, materials  | Industrie 4.0 series  
Industrie 4.0 in China  | Rapid.Tech + FabCon 3.D  
Erfurt, 05.05.-07.05.  |
|            | Technical purchasing  
Management expertise for CEOs and technical purchasers in SMEs: e-procurement, supplier management, purchasing controlling, supply chain management + products for purchasers: drive technology, electrical equipment, pumps, compressors, compressed-air technology, quality assurance, measurement technology, operating equipment, industrial safety, plastics engineering, standards, surface technology, packaging technology, joining technology  
Supplies  
e.g. parts, components, modules, technologies  
Surface technology  
e.g. nanotechnology and microtechnology, surface treatment, coating, electroplating, cleaning, environmental protection  
Pumps, valves, compressed-air technology  
Industrial building  
e.g. hall building, lighting, heating, ventilation, air-conditioning, sanitation, electrical engineering, fire and noise protection, building management  | Augmented/Virtual Reality series  
AR/VR in Sales and Marketing  | mtex+/Lima  
Chemnitz, 09.06.-10.06.  |
| **May 12/2020** |                                                                 |                                 |                                       |
| Publication date:  
28.04.2020  
Advertising deadline:  
07.04.2020 |                                                                 |                                 |                                       |
| Publication date:  
19.05.2020  
Advertising deadline:  
29.04.2020 |                                                                 |                                 |                                       |
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<td>June 13/2020</td>
<td><strong>Robotics, handling, assembly</strong>&lt;br&gt;e.g. industrial robots, service robots, assembly and handling technology, handling, positioning systems, supply technology, identification technology and marking technology, collaborative robots, MRK human-robot collaboration, automated guided vehicles (AGV)&lt;br&gt;&lt;br&gt;<strong>Foundry technology</strong>&lt;br&gt;e.g. casting technology, surface technology, measurement and testing technology, disposal, forging technology, industrial furnaces&lt;br&gt;&lt;br&gt;<strong>Surface technology</strong>&lt;br&gt;e.g. nanotechnology and microtechnology, surface treatment, coating, electroplating, cleaning, environmental protection</td>
<td><strong>Show report</strong>&lt;br&gt;automatica&lt;br&gt;Munich, 16.06.-19.06.</td>
<td>automatica&lt;br&gt;Munich, 16.06.-19.06.</td>
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<td><strong>Special section:</strong> Robotics Award</td>
<td>Intersolar&lt;br&gt;Munich, 17.06.-19.06.</td>
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<td>LASYS&lt;br&gt;Stuttgart, 16.06.-18.06.</td>
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<td><em>Surface Technology GERMANy</em>&lt;br&gt;Stuttgart, 16.06.-18.06.</td>
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<td><strong>CastForge</strong>&lt;br&gt;Stuttgart, 16.06.-18.06.</td>
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<td>June 14/2020</td>
<td><strong>Theme issue INDUSTRIE 4.0</strong>&lt;br&gt;<em>Further information on the Industrie 4.0 Serie, the Industrie 4.0 Study and related thematic issues can be found on page 12.</em>&lt;br&gt;&lt;br&gt;<strong>Cutting manufacturing</strong>&lt;br&gt;Cutting manufacturing, machine tools, precision tools, drive and fluid engineering, cooling lubricants, design engineering, software, control technology, production metrology, non-cutting manufacturing, used machinery, sawing, industrial safety&lt;br&gt;&lt;br&gt;<strong>Digitisation in production &amp; Industrie 4.0</strong>&lt;br&gt;e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing&lt;br&gt;&lt;br&gt;<strong>Industry services/facility management</strong>&lt;br&gt;e.g. maintenance, repair, inspection, industrial safety and product safety, services, environmental engineering and disposal, retrofitting, condition monitoring, predictive maintenance</td>
<td><strong>Industrie 4.0 series</strong>&lt;br&gt;Artificial intelligence in the Cloud</td>
<td>Servparc&lt;br&gt;Frankfurt, 17.06.-18.06.</td>
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<td>Sensor + Test&lt;br&gt;Nuremberg, 23.06.-25.06.</td>
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<td>Stanztec&lt;br&gt;Pforzheim, 23.06.-25.06.</td>
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### July 15/2020

**Theme issue SMEs – adding value in times of digital change**

In a networked economy, ensuring a company’s long-term success becomes crucial for small and medium-sized industrial enterprises. This theme issue deals with the relevant aspects: protection of corporate data, cooperations, lack in skilled workers, working-hour models, succession management, alternative financing and participation schemes, brand management as sustainable company value, etc.

**Drive/fluid technology**  
e.g. electric drives, mechanical drives, hydraulics, pneumatics, linear technology, couplings, roller and plain bearings, seals

**Automation**  
e.g. image processing, electrical equipment, energy technology, measurement technology, sensors, safety technology, quality assurance

**Supply**  
e.g. cooperations, networks, parts, components

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### July 16/2020

**Drive technology**  
e.g. electric drives, mechanical drives, linear technology, couplings, plain and roller bearings, gears, electric motors, rotary encoders, fans, hydraulics/pneumatics, controlling and automating, sensors/measurement, Industrie 4.0

**Operating equipment/clothing hire/industrial safety**  
e.g. compressed-air tools, hand tools, cleaning, repair, maintenance, workshop equipment, extraction systems, safety/security, time recording and access control, video surveillance, IT security, fire protection

**Material flow/logistics**  
e.g. industrial trucks and trolleys, transport systems, conveyor and storage technology, cranes, robotics, series hoists, storage and retrieval systems, continuous conveyors, software, storage and operating equipment, ICT, assembly and handling technology, pick & place, RFID, identification technology, packaging, weighing and measuring, packing tables, loading technology, suppliers

**Digitisation in production & Industrie 4.0**  
e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing, 3D printing

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**Special sections**  
Financing, leasing, funding

**Industrie 4.0 series**  
Project Financing and Subsidies

**Forum AR/VR**  
Hanover, 01.09.

**Forum 5G**  
More Efficiency in Manufacturing  
Hanover, 02.09.
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<td><strong>Aug 17/2020</strong></td>
<td><strong>Theme issue INDUSTRIE 4.0</strong></td>
<td><strong>Industrie 4.0 series</strong>&lt;br&gt;Certification and standards as a prerequisite for standardisation</td>
<td><strong>Industrie 4.0</strong></td>
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<td><em>Further information on the Industrie 4.0 Serie, the Industrie 4.0 Study and related thematic issues can be found on page 12.</em></td>
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<td><strong>Individualised production</strong>&lt;br&gt;e.g. Automation, production technology, drive/fluid technology, plastics processing, material flow, IKT, pumps, compressors, compressed-air technology</td>
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<td><strong>Networked companies</strong>&lt;br&gt;e.g. supply, logistics, resource management, energy-efficient production</td>
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<td><strong>Flexible added value networks</strong>&lt;br&gt;e.g. virtual platforms, process control, controlling, industry services</td>
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<td><strong>Production networks</strong>&lt;br&gt;e.g. data security, cooperations</td>
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<td><strong>Intelligent assistance systems</strong>&lt;br&gt;e.g. robotics, assembly- and handling technology</td>
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| **Aug 18/2020** | **Theme issue AMB**                                                    | **Augmented/Virtual Reality series**<br>AR/VR in Maintenance, support and commissioning| **AMB** Stuttgart, 15.09.-19.09.  
**IMTS** Chicago, 14.09.-20.09. |
<p>|                | <em>Cutting and non-cutting production technology</em>&lt;br&gt;Cutting manufacturing, machine tools, precision tools, drive/fluid technology, cooling lubricants, design engineering, software, control technology, production metrology, non-cutting manufacturing, used machinery, sawing, industrial safety, additive manufacturing, 3D printing |                                                                                   |              |
|                | <strong>Digitisation in production &amp; Industrie 4.0</strong>&lt;br&gt;e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing |                                                                                   |              |
|                | <strong>Tool + mold making</strong>                                                 |                                                                                   |              |
|                | <strong>Materials and components</strong>&lt;br&gt;e.g. hybrid components, tools, 3D printing, additive manufacturing, materials testing, materials, light-weight design, injection moulding, fibre composites, measurement technology |                                                                                   |              |</p>
<table>
<thead>
<tr>
<th>Issues</th>
<th>Themes</th>
<th>Special sections</th>
<th>Fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept 19/2020</td>
<td><strong>Technical purchasing</strong>&lt;br&gt;Management expertise for CEOs and technical purchasers in SMEs: e-procurement, supplier management, purchasing controlling, supply chain management + products for purchasers: drive technology, electrical equipment, pumps, compressors, compressed-air technology, quality assurance, measurement technology, operating equipment, industrial safety, plastics engineering, standards, surface technology, packaging technology, joining technology</td>
<td><strong>Shortly before the fair: current reports on the AMB</strong>&lt;br&gt;WindEnergy&lt;br&gt;Hamburg, 22.09.-25.09.</td>
<td><strong>Achieve even more with the combined titles!</strong>&lt;br&gt;<strong>Scope-PLUS “Energy” in combination with Beschaftigung aktuell</strong></td>
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<tr>
<td></td>
<td><strong>Supplies</strong>&lt;br&gt;e.g. parts, components, modules, technologies</td>
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<td></td>
<td><strong>Energy (purchasing, generation, contracting, energy efficiency)</strong>&lt;br&gt;e.g. energy market, energy purchasing, drive technology, pumps, compressors, control technology, automation, electronics, refrigeration and air-conditioning technology, building technology, purchasing, generation, contracting, energy efficiency</td>
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<td></td>
<td><strong>Operating equipment/clothing hire/industrial safety</strong>&lt;br&gt;e.g. compressed-air tools, hand tools, cleaning, repair, maintenance, workshop equipment, extraction systems, safety/security, time recording and access control, Video surveillance, IT security, fire protection</td>
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<td></td>
<td><strong>Special supplement:</strong>&lt;br&gt;<strong>QUALITY ENGINEERING PLUS P1/2020</strong>“Production metrology at AMB”</td>
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<tr>
<td>Sept 20/2020</td>
<td><strong>Automotive/electric mobility, mobility solutions for tomorrow</strong>&lt;br&gt;Autonomous driving, electric mobility, drive technology, battery technology, energy storage solutions, design engineering, cutting and non-cutting production technology (cutting, forming, injection moulding), tool and mould making, surface technology, joining technology, materials, material flow, logistics, supply, future trends, light-weight design, mobility management</td>
<td><strong>Industrie 4.0 series</strong>&lt;br&gt;„Bring the boys back“ - Does Industry 4.0 lead to the relocation of Production and Jobs?&lt;br&gt;security&lt;br&gt;Essen, 22.09.-25.09.</td>
<td><strong>IAA Nutzfahrzeuge</strong>&lt;br&gt;Hannover, 24.09.-30.09.</td>
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<tr>
<td></td>
<td><strong>Supplies</strong>&lt;br&gt;e.g. parts, components, modules, technologies</td>
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<td><strong>IT security</strong>&lt;br&gt;e.g. data backup for fire protection, over-voltage protection, insurances, cables, cloud-security, air conditioning</td>
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<td><strong>Automation, robotics</strong>&lt;br&gt;e.g. image processing, electrical equipment, energy technology, measurement technology, sensors, safety/security, quality assurance, industrial robotics, man-robot collaboration, safety</td>
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<tr>
<td>Issues</td>
<td>Themes</td>
<td>Special sections</td>
<td>Fairs</td>
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<tr>
<td>Sept 21/2020</td>
<td><strong>Robotics, handling and assembly technology</strong>&lt;br&gt;e.g. industrial robots, service robots, assembly and handling technology, positioning systems, supply technology, identification technology and marking technology</td>
<td>Show report Motek</td>
<td>Motek&lt;br&gt;Stuttgart, 05.10.-08.10.</td>
</tr>
<tr>
<td></td>
<td><strong>Joining technology</strong>&lt;br&gt;e.g. adhesives and sealants, systems and accessories for adhesive-processing industries, services, measurement and testing technology</td>
<td></td>
<td>Bondexpo&lt;br&gt;Stuttgart, 05.10.-08.10.</td>
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<tr>
<td></td>
<td><strong>Operating equipment/industrial safety</strong>&lt;br&gt;e.g. cleaning technology, industrial hygiene, technical operating equipment, occupational and protective clothing, PSA, extraction systems, noise protection, building management</td>
<td></td>
<td>ALUMINIUM&lt;br&gt;Düsseldorf, 06.10.-08.10.</td>
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<tr>
<td></td>
<td><strong>Surface technology/deburring technology/cleaning</strong>&lt;br&gt;e.g. Grinding, deburring, blasting, polishing, cleaning equipment</td>
<td></td>
<td>Arbeitsschutz aktuell&lt;br&gt;Stuttgart, 07.10.-08.10.</td>
</tr>
<tr>
<td>Oct 22/2020</td>
<td><strong>Plastics processing and composites</strong>&lt;br&gt;Injection moulding and special processes, materials, tool and mould making, surface technology, production automation, material flow, rapid technologies, design engineering, drive technology</td>
<td>Show report Fakuma</td>
<td>Fakuma&lt;br&gt;Friedrichshafen, 13.10.-17.10.</td>
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<tr>
<td></td>
<td><strong>Materials/composites</strong>&lt;br&gt;e.g. raw materials, composites, fibre-reinforced products, light-weight design, aluminium, surface treatment, semi-finished products</td>
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<td>In.Stand&lt;br&gt;Stuttgart, 21.10.-22.10.</td>
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<tr>
<td></td>
<td><strong>Additive Manufacturing</strong>&lt;br&gt;e.g. vacuum casting, SLS Selective Laser Sintering, FDM Fused Deposition Modeling, Stereolithography</td>
<td></td>
<td>Composites Europe&lt;br&gt;Stuttgart, 10.11.-12.11.</td>
</tr>
<tr>
<td></td>
<td><strong>Digitisation in production &amp; Industrie 4.0</strong>&lt;br&gt;e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing, 3D printing</td>
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<td><strong>Industry services</strong>&lt;br&gt;e.g. maintenance, repair, inspection, industrial safety and product safety, services, environmental engineering and disposal, retrofitting, condition monitoring, predictive maintenance</td>
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<tr>
<td>Issues</td>
<td>Themes</td>
<td>Special sections</td>
<td>Fairs</td>
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</tbody>
</table>
| **Oct 23/2020** | Cutting manufacturing  
  e.g. machine tools, precision tools, clamping technology, cooling lubricants, parts cleaning, design engineering, controls, software  
  Automation  
  e.g. image processing, electrical equipment, energy technology, measurement technology, sensors, safety/security, quality assurance  
  Material flow/logistics  
  e.g. industrial trucks and trolleys, transport systems, conveyor and storage technology, cranes, robotics, series hoists, software, storage and operating equipment, assembly and handling technology, pick & place, RFID, identification technology, packaging technology, weighing and measuring, loading technology, suppliers  | Serie AR/VR  
AR/VR in Onboarding, Training  
Further info. on page 11 | parts2clean  
Stuttgart, 27.10.-29.10.  
Forum Industrie 4.0  
Hanover, 03.11.  
Forum intralogistics  
Hanover, 04.11.  
Forum IT security  
Hanover, 05.11. |
| **Oct 24/2020** | Non-cutting manufacturing  
Forming, wire and pipe processing, laser technology, welding and cutting, water jet cutting, materials, casting and forging, production automation, automation, energy-efficient production, operating equipment, material flow, intralogistics  
Operating equipment/industrial safety  
  e.g. compressed-air tools, hand tools, cleaning, repair, maintenance, workshop equipment, extraction systems, protective clothing, industrial safety measures, noise protection  
  Supplies  
  e.g. parts, components, modules, technologies | Show report  
Euroblech  
Hanover, 27.10.-30.10. | |
| **Nov 25/2020** | Drive/fluid technology  
  e.g. electric drives, mechanical drives, hydraulics, pneumatics, linear technology, couplings, plain and roller bearings, seals  
  Additive manufacturing/3D printing  
  e.g. C-technologies, 3D printing, additive manufacturing, materials testing, materials, rapid-technologies, additive technologies, tool + mold making, product development, quality management and measurement technology  
  Image processing  
  e.g. image processing systems, optical control systems, cameras  
  Surface technology  
  e.g. coating, cleaning, drying  | Show report  
formnext  
Stuttgart, 10.11.-12.11.  
Industrie 4.0 series  
Image recognition in Quality Assurance  
Vision  
Frankfurt, 10.11.-13.11. | VISION  
Stuttgart, 10.11.-12.11.  
formnext  
Frankfurt, 10.11.-13.11. |
### Nov 26/2020

**Theme issue INDUSTRIE 4.0 Digitisation in production & Industrie 4.0**

Further information on the Industrie 4.0 Serie, the Industrie 4.0 Study and related thematic issues can be found on page 12.

- **Individualised production**
  - e.g. automation, production technology, drive/fluid technology, plastics processing, material flow, IKT, pumps, compressors, compressed-air technology

- **Flexible added value networks**
  - e.g. virtual platforms, process control, controlling, industry services

- **Production networks**
  - e.g. data security, cooperations

- **Networked companies**
  - e.g. supply, logistics, resource management, energy-efficient production

- **Intelligent assistance systems**
  - e.g. robotics, assembly- and handling technology

- **Digitisation in production & Industrie 4.0**
  - e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, W-LAN, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing, 3D printing

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### Nov 27/2020

**Electrical automation – systems and components**

Electrical automation, image processing, control technology, IPCs, drive technology, operating and monitoring, industrial communication/industrial software, interface technology, mechanical systems, peripherals, sensors

- **Building automation and factory automation**
  - e.g. building automation, building management, safety/security, time recording and access control, fire protection and sound insulation, building technology (components), industrial lighting technology, LEDs, technical lights, lamps, cables, network technology

- **Pumps, compressors, fittings, compressed-air technology**

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- **Medica/Compamed**
  - Düsseldorf, 16.11.-19.11.

- **SPS smart production solutions**
  - Nuremberg, 24.11.-26.11.

- **VALVE WORLD EXPO**
  - Düsseldorf, 01.12.-03.12.
Knowing today what moves the industry of tomorrow... the outlook for 2021:
Artificial intelligence, future robotics, drone technology in industrial use, digital factory, industrial manufacturing [cutting, forming, injection-moulding], mechanical engineering, digitalization in production, intelligent materials, autonomous driving, additive manufacturing, battery and accumulator technologies.

Energy management, energy generation, energy-efficient production
Energy market, energy purchasing, drive technology, pumps, compressors, control technology, automation, electronics, refrigeration and air-conditioning technology, building technology, purchasing, generation, transport, contracting, energy efficiency.

Crossmedia increases success!

Newsletter    Editors’ Special Newsletter    E-Mailing    Display Ads
Retargeting    Lead Generation through Whitepapers and Webinars
Native Advertising    Premium company profile    Video at your booth

Plan with our digital offers >> Further information on page 37
**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 or bleed surcharges

**Position:** Price for guaranteed position (from 1/3 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 page 32.

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

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<th>6 ads</th>
<th>9 ads</th>
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**Classified ads**

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<td>Job market</td>
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<td>Premium company profile (online)</td>
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<td>Business card (print) more on page 41</td>
<td>per year 1,980.00</td>
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<tr>
<td>Combi company profile + business card</td>
<td>per year 3,940.00</td>
</tr>
</tbody>
</table>

* 1 col., 44 mm wide, per mm 4c

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**Your contact:**

Advice, booking:
see contacts on page 63

**Your quick link to us:** Phone +49 711 7594-552

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

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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

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(Prices valid as of 01.10.2019, in €, plus VAT)
### Ads: Special formats and positions

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Ad Specials

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<th>Prices</th>
<th>Further options / technical notes</th>
<th>Quantities/formats: width x height in mm</th>
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<tr>
<td>105 mm wide, attached on left-hand side with title logo featured on front</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gatefolder</strong></td>
<td><strong>19,750.00</strong></td>
<td>Advertising space 3 pages</td>
<td></td>
</tr>
<tr>
<td>Inside front cover with gatefold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>French door on title page</strong></td>
<td><strong>19,750.00</strong></td>
<td>Advertising space 2 pages</td>
<td></td>
</tr>
<tr>
<td><strong>Bound insert</strong></td>
<td><strong>8,600.00</strong></td>
<td>Front page marked. Other formats and weights on request, with sample.</td>
<td>210 x 297 216 x 305</td>
</tr>
<tr>
<td>1 leaf = 2 pages 135–180 gsm 2 leaf = 4 pages 80–180 gsm</td>
<td><strong>13,000.00</strong></td>
<td>Other formats and weights on request, with sample.</td>
<td>41,000 cop.</td>
</tr>
<tr>
<td><strong>Loose insert up to 25 g</strong></td>
<td><strong>250.00 per thsd.</strong></td>
<td>Other formats and weights on request, with sample.</td>
<td>200 x 290 40,600 cop.</td>
</tr>
<tr>
<td>With insert note in magazine. Partial allocation by first digit of postcode is possible.</td>
<td></td>
<td></td>
<td>41,000 cop.</td>
</tr>
<tr>
<td><strong>Tip-ons Postcard</strong></td>
<td><strong>61.00 per thsd.</strong></td>
<td>Manual gluing (pin-point accuracy) <strong>74.00 per thsd.</strong> <em>plus carrier ad</em>*</td>
<td>42,000 cop.</td>
</tr>
<tr>
<td>Postcard Automatic gluing Minimum size of carrier ad: 1/1 page</td>
<td></td>
<td></td>
<td>40,032 cop.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

More on ad specials: www.media.industrie.de

*no agency commission on technical costs
Prior to order acceptance and confirmation, it is necessary to submit a binding sample, or at least a dummy sample with size and weight specifications. The final positioning depends on the technical possibilities. Materials other than paper are only available on request.

**Tip-ons:**

**Postcards:**
Automatic gluing with variable height is only possible when the adhesive edge is parallel to the magazine binding with a minimum clearance of 1 cm and a maximum clearance of 7 cm. A minimum space of 30 mm to the adjacent edge must be allocated. In all other cases, including an oblique placement, gluing costs for manual gluing are charged.

**Advertising media including product, CDs/DVDs etc.:**
Machine gluing is only possible with parallel adhesive edge to the magazine binding and at least 40 mm distance from the binding with variable height. A minimum space of 30 mm to the adjacent edge must be allocated. Gluing costs upon request. Position deviations of 1-2 mm for glued-on products are due to technical reasons and cannot be excluded.

**Belly bands:**
In the layout, folds (variable magazine thickness) and rear overlapping must be taken into consideration. The belly band is produced at Konradin.

**Bound inserts and loose inserts:**
They must be delivered in such a manner that no further treatment or processing will be required. The front is to be clearly marked. Multi-page bound or loose inserts must be folded appropriately and be closed towards the collar, i.e. in the direction of insertion. Complications and additional folding and gluing work will need to be charged separately, as appropriate. Inserts must be in one piece and will be inserted loosely.

**Bound inserts:**
Possible with perfect binding. Delivery untrimmed.

**Trim layout diagram:**

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

**Delivery address for bound inserts and tip-ons:** Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen, Germany. Delivery times: Monday to Friday, 7:00 a.m. – 6:00 p.m.

**Delivery address for loose inserts:** at advertiser’s expense to: Wennberg GmbH, Abteilung KONSEND, Tafinger Straße 13–15, 71665 Vaihingen/Enz. Delivery times: Mon. to Thu. 8:00 a.m. – 5:00 p.m., Fri. 8:00 a.m. – 4:00 p.m.
industrieanzeiger.de – the portal for the processing industry

Target group:
Decision-makers from the processing industry in the German-speaking world. Owners/members of the board, technical and commercial directors of SMEs, plant, division and department directors in large companies in the fields of mechanical engineering, metal working and processing, automotive and other industries.

In brief:
industrieanzeiger.de is the online information source for decision-makers in manufacturing industry. The many years of market knowledge and expertise of the editorial team guarantee the quality of its contents.

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.

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

Integrate pixels on the website
Marketing of the target group
Campaign setup
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="https://via.placeholder.com/150" alt="Image" /> <img src="https://via.placeholder.com/150" alt="Image" /></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="https://via.placeholder.com/150" alt="Image" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /> <img src="https://via.placeholder.com/150" alt="Image" /></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="https://via.placeholder.com/150" alt="Image" /></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="https://via.placeholder.com/150" alt="Image" /> <img src="https://via.placeholder.com/150" alt="Image" /></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="https://via.placeholder.com/150" alt="Image" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></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="https://via.placeholder.com/150" alt="Image" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td>300 x 75</td>
<td>710.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td>300 x 250</td>
<td>550.00</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.

**Additional ad formats:**
Native advertising, see page 38
Premium company profile, see page 40

---

Media Kit 2020 | Industrieanzeiger – Website: industrieanzeiger.de 37
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.

Sponsored article

Theme page
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.

---

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. 8,000.00
Positioning: Displayed in the navigation section
Time frame: 3 months

**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.

---

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
Premium company profile

Raise your company’s profile and promote your services with a premium company profile in the network of Konradin Industrie.

Your online presence at industrie.de and 11 additional Konradin Industrie websites includes:

- Data and contact
- Own header image
- Logo
- A description of your company
- Published print articles with Konradin Industrie
- Downloads: your videos, webinars, white papers with Konradin Industrie*
- Max. 3 additional download offers (optional with registration)*
- Link to your social media account
- Integration of your RSS feed on the page

<table>
<thead>
<tr>
<th>Premium company profile</th>
<th>Price/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium company profile at industrie.de and 11 additional websites of Konradin Industrie</td>
<td></td>
</tr>
<tr>
<td>Start possible anytime</td>
<td></td>
</tr>
<tr>
<td>Basic price for 1 year</td>
<td>2,950.00</td>
</tr>
<tr>
<td>*Leads on demand, per lead</td>
<td>70.00</td>
</tr>
<tr>
<td>Additional 3 download offers</td>
<td>300.00</td>
</tr>
<tr>
<td>Extension by additional 12 months</td>
<td>2,300.00</td>
</tr>
</tbody>
</table>

*Book the Online Company Profile in combination with the Print Business Card for a special price.

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
### Business card print in the trade magazine

<table>
<thead>
<tr>
<th>Business card print in the trade magazine</th>
<th>Category / issues</th>
<th>Price Online</th>
<th>Price Print</th>
<th>Combination Print + Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis</td>
<td>Partner for robotics and factory automation / 10 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>Beschaffung aktuell</td>
<td>Purchasing partner / 10 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>Partner for the chemical industry / 12 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>Partner for the food industry / 10 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>Partner for automation technology / 7 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik</td>
<td>Partner for electronics manufacturing / 7 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>Industriezeiger</td>
<td>Partner for the industry / monthly, issues: 1, 3, 6, 10, 13, 16, 18, 21, 23, 25, 27, 28</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>Partner for engineering / 10 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung</td>
<td>Partner for the production industry / 10 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>Partner for medical technology / 6 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>php – Prozesstechnik für die Pharmaindustrie</td>
<td>Partner for the pharma industry / 5 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>Partner for quality assurance / 5 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>Partner for occupational safety / 10 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>Partner for occupational safety / 12 issues</td>
<td></td>
<td>1,980.00</td>
<td>3,940.00</td>
</tr>
</tbody>
</table>

### Start possible with any issue

**Format**

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

---

*Categories Print (examples): Drive technology · industrial safety · automation · operating equipment · C-part management · energy management · fluid engineering · used machinery · handling technology · industrial building · industry services · components + systems · plastics processing · laser technology · logistics · materials flow · microsystems technology · assembly technology · surface technology · quality assurance · robotics · joining technology · packaging · materials · tool and mould making · supply industry

Categories might be modified by Konradin
Title: Industrie-News

In brief:
Newsletter with exclusive and current reports from the industry

Frequency:
Weekly, every Tuesday

Distribution:
26,000 recipients

Target group:
Positions: 86% managing directors and executive board members, plant, sector and department managers. Industries: 53% mechanical engineering, 19% metal production and processing.

---

<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>940.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>468 x 60** 590 x 100**</td>
<td>940.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>940.00</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.industrieanzeiger.de/newsletter or scan QR code
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: 26,000 recipients of Industrie-News

Send dates: on request

Availability: on request

Ad format*/position | Size in pixels (w x h) | Price
--- | --- | ---
1 x Leaderboard above header | 728 x 90** | 4,700.00

3 x Text/image ad
or
Image: 200 x 150, text: 300 char. (incl. spaces)

3 x Fullbanner
or
468 x 60**

3 x Medium Rectangle
maximum of 4 positions | 300 x 250 | 4,700.00

*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.
At the trade fair

Video statement

Put your trade fair highlights in the spotlight! We’ll shoot an exclusive and professional video on your stand, as a combination of company statement and technology/product presentation.

Example videos: www.prozesstechnik.industrie.de/videos

Benefits and prices
(at least 4 weeks lead time)

- Briefing before the fair, filming with you at the booth (1 hour maximum), editing, cutting, incl. a correction run, video (HD quality, length < 5 min.)
- Promotion via: Website • Social Media
- Integration into our video library/website with full text search
- Video file freely available to you

Basic price 1,500.00

Can be booked for:
Control, Interpack, Hannover Messe, Motek, POWTECH, SMTconnect, SPS, Vision. Other trade fairs on request.

At the trade fair

VideoWall sponsoring

Our editors conduct exclusive video interviews with reputable business partners from market-leading companies in the “TV Studio” located on the Konradin Stand.

Example videos: www.prozesstechnik.industrie.de/videos

Benefits and prices
(at least 6 weeks lead time)

- Your sponsor logo visible on the VideoWall and in every video opening credits
- One video interview in front of the VideoWall
- Video file freely available to you
- Videos will be integrated in the YouTube channel /konradinindustrie

Basic price per fair 2,900.00

As exclusive sponsor, benefit from your high-profile presence on the sponsor wall:
- Ideal for image and brand building
- Position your company as an opinion leader
- Long-range profile, beyond the initial scope of the trade fair visitors

Can be booked for: Control, SMTconnect, SPS, Vision.

Your company

Application video

Combine your application report in print with a multimedia video. We will manage the production for you!

Possible contents: interview with manufacturers and users, production overview, machinery in operation including detailed shots.

Example videos: www.prozesstechnik.industrie.de/videos

Benefits and prices
(at least 6 weeks lead time)

- Briefing, treatment, filming on site (1 day), editing, cutting, incl. a correction run, video (HD quality, length <5min)
- Promotion via: Newsletter • Website • Social Media
- Integration into our video library/website with full text search
- Video file freely available to you

Basic price 1,500.00

Can be booked for: Control, SPS, Vision.

Moving pictures say more!

Can be booked for:
Control, Interpack, Hannover Messe, Motek, POWTECH, SMTconnect, SPS, Vision. Other trade fairs on request.

All prices without agency commission. Further options on request.
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.

<table>
<thead>
<tr>
<th>E-mailing – Benefits and prices (at least 6 weeks lead time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handling: 1 e-mailing, 1 draft (correction), 1 selection, use of the existing template, dispatch, reporting</td>
</tr>
<tr>
<td>Address rental Minimum order value € 750.00 = 1,000 addresses</td>
</tr>
<tr>
<td>Multiple shots: 1 reminder with same content, same template, same address selection</td>
</tr>
<tr>
<td>No agency commission on price</td>
</tr>
<tr>
<td>Detailed information on request.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Print mailing – services and prices (at least 6 weeks lead time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Handling: 1 selection by industry and function</td>
</tr>
<tr>
<td>Creation, handling, postage, dispatch</td>
</tr>
<tr>
<td>Address rental Minimum order value € 1,100.00 = 2,000 addresses</td>
</tr>
<tr>
<td>No agency commission on price</td>
</tr>
<tr>
<td>Detailed information on request.</td>
</tr>
</tbody>
</table>
A professional partner for qualified leads

Why lead generation?
Prospective customers initially look for solutions to their problems and not for products!

Information is increasingly being researched via the Web, at the individually appropriate time within the customer journey. Until the prospect comes into direct contact with the (desired) provider, he will remain unrecognised.

Conclusion:
The prospective customer, thus the potential buyer, must be addressed through different TouchPoints – in terms of both time and content.

What is a ‘lead’?
You will receive qualified contacts with a concrete interest in your specific topic. You can then use these valuable contact details for your marketing or sales communication in accordance with EU-DSGVO (General Data Protection Regulation).

Factors for successful lead generation:
- Topicality of the subject
- Relevance of the topic for the target group
- Users and exclusivity of the information presented
- Size of the defined target group

How does lead generation work with Konradin Industrie?

MQL or SQL?
Marketing Qualified Lead (MQL) is a lead with interest in your product or service. You can reach MQLs with the online tools Webinar and Whitepaper (see the following pages).

Sales Qualified Lead (SQL) is a contact that has developed into a genuine prospective buyer through their own activities and with the support of marketing.

You can reach SQLs with Konradin Industrie through tailor-made campaigns that we develop mutually with you. You will benefit from our professional campaign management. Marketing automation and nurturing processes, as well as the entire portfolio of Konradin media channels, will be adopted to fulfil the objectives of your campaign. In addition, our team of experienced editors will assist you with content creation.

Any questions? We are happy to help!
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.

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**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)

| Package 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
Lead Generation

White paper (Prices valid as of 01.10.2019, in €, plus VAT)

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>Benefit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of your white paper on the website with image and text</td>
<td></td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
<td></td>
</tr>
<tr>
<td>Running time of 3 months, including leads</td>
<td><strong>1,950.00</strong></td>
</tr>
<tr>
<td>(No agency commission on price)</td>
<td></td>
</tr>
</tbody>
</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/](https://media.industrie.de/mehr-mediainformationen/)

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

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>Benefit</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of your white paper on the website with picture and text</td>
<td></td>
</tr>
<tr>
<td>Target-group-compliant selection from our database (2 selection criteria: function and industry)</td>
<td></td>
</tr>
<tr>
<td>Audience targeting via e-mails and or via telephone, if required to achieve your guaranteed leads</td>
<td></td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
<td></td>
</tr>
<tr>
<td>Project set-up</td>
<td><strong>1,500.00</strong></td>
</tr>
<tr>
<td>Price per lead (minimum order volume 50 leads)</td>
<td>from <strong>70.00/lead</strong></td>
</tr>
<tr>
<td>(No agency commission on price)</td>
<td></td>
</tr>
</tbody>
</table>

Further options: on request

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

Data submission: via e-mail to industrie.online@konradin.de
Trade Media are the Top-influencers
B2B Decision-Maker Analysis 2017, © Deutsche Fachpresse

Use of B2B information resources
by professional decision-makers within the last 12 months

- Specialist media print+digital total (net)
  - One or more trade magazines/print: 52% (83%)
  - Digital offers* from specialist media: 45% (82%)
  - Digital offers* from companies: 42% (73%)
  - Events (conferences/meetings/seminars): 27% (68%)
  - Field service/representative visits: 25% (53%)
  - One or more trade fairs in Germany/abroad: 21% (52%)
  - Personally addressed direct advertising (by mail): 22% (49%)
  - Customer magazines from companies: 16% (49%)

*Websites, social media, newsletter, apps

B2B Decision-Maker Analysis 2017
For years, Deutsche Fachpresse, the German trade press association, has been observing the use of specialist media in Germany through extensive studies. Current key findings are:

- **Specialist media are top influencers** of professional decision-makers in Germany.

- **Specialist media are the source of information most frequently used** by professional decision-makers and have the strongest influence on decision-makers in the most important phases of the purchasing process (customer journey).

- **Print stays the authority in the market.** Who and what is important in the industry sector/occupational group? Most decision-makers look up the response to this question in printed trade magazines. This is confirmed by...
  5.3 million respondents: "Is credible, meaning the information is neutral and reliable"
  5.1 million respondents: "Conveys which products and services a provider currently offers"

- **Decision-makers expect advertising presence in trade media:** 76% agree: "Companies regularly advertising in trade media demonstrate that they are important players in the market"
Core theme:
**With Robots in Smart Manufacturing**

The world of robotics is currently undergoing a fundamental change. After decades of being separated, industrial robots and flesh and blood workers are now moving closer together and performing their jobs in close collaboration. This trend, the human-robot collaboration (HRC), can be observed in all industries.

High-quality lectures explore this development and point out which technical requirements must be fulfilled.

**The topics 2020:**
- MRK & Safety
- Sensor Technology & Vision
- Machine Learning & Artificial Intelligence

**Partners of the ROBOTICS CONGRESS benefit from a comprehensive marketing package for the cross-media advertising of the event.**

These partners have presented their solutions to attendees of the ROBOTICS CONGRESS in previous years:

Became a partner of the ROBOTICS CONGRESS 2020 and benefit from these partner packages.

<table>
<thead>
<tr>
<th>9th ROBOTICS CONGRESS – Partner packages</th>
<th>BASIC</th>
<th>PREMIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event organisation, location, catering, moderation</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>20-minute lecture time for your company</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Event promotion – print/online/newsletter intensiv – cross media - wide range</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>List of all visitors</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>On-demand leads to online presentation</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition space, approx. 4 m²</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Partner presentation in special publication</td>
<td>1/1 page</td>
<td>2/1 page</td>
</tr>
<tr>
<td>Package price per partner (in € without agency commission)</td>
<td>4,900.00</td>
<td>7,500.00</td>
</tr>
</tbody>
</table>

**Other events on the topic:**
- 19.05. Forum Robotic I: Robot Assistants
- 13.10. Forum Robotic II: Mobile Robots
New knowledge for industrial production – all year round

Digitalisation is changing production: new processes, products and business models are coming to management and employees. The huge demand for new production knowledge is taken into full account by Deutsche Messe with the Technology Academy.

Founded in 2016, the Deutsche Messe Technology Academy explore different megatrends of knowledge-based production technology from automation, robotics, additive manufacturing and virtual/digital reality.

Together with the Deutsche Messe Technology Academy we will make you fit for the industrial future! Our events keep an eye on the future of manufacturing.

Position yourself as a competence partner and expert and participate with our attractive partner packages.

Please contact us. We will introduce you to our range of participation opportunities.

Event dates

<table>
<thead>
<tr>
<th>Event dates</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>19./20.02.2020</td>
<td>(see page 50 for information)</td>
</tr>
<tr>
<td>19.05.2020</td>
<td>5G Industrie Summit</td>
</tr>
<tr>
<td>03.06.2020</td>
<td>Forum Robotic I: Robot Assistant</td>
</tr>
<tr>
<td>01.09.2020</td>
<td>Forum 5G</td>
</tr>
<tr>
<td>15.09.2020</td>
<td>Forum Control Cabinet Construction</td>
</tr>
<tr>
<td>13.10.2020</td>
<td>Forum Robotic II: Mobile robots and conveyor systems</td>
</tr>
<tr>
<td>03.11.2020</td>
<td>Forum Industry 4.0: Industry 4.0 made easy</td>
</tr>
<tr>
<td>04.11.2020</td>
<td>Forum Intralogistics: 5G makes intralogistics smart</td>
</tr>
<tr>
<td>05.11.2020</td>
<td>Forum IT-Security: IT-Security for the Worker</td>
</tr>
</tbody>
</table>

Benefit as an official event partner of Konradin Events! An overview of all events can be found under: www.media.industrie.de/events
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="Placement above the Header" /> <img src="image2" alt="Placement above the Header" /></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="Placement above the Header" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image4" alt="Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)" /> <img src="image5" alt="Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)" /></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="Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)" /></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="Leaderboard adjacent to Skyscraper on the right" /> <img src="image8" alt="Leaderboard adjacent to Skyscraper on the right" /></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="Leaderboard adjacent to Skyscraper on the right" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image10" alt="Leaderboard with Skyscrapers on left and right: Tablet display in Hockeystick format" /> <img src="image11" alt="Leaderboard with Skyscrapers on left and right: Tablet display in Hockeystick format" /></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="image12" alt="Leaderboard with Skyscrapers on left and right: Tablet display in Hockeystick format" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image13" alt="Banner directly below the Navigation Bar" /> <img src="image14" alt="Banner directly below the Navigation Bar" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image15" alt="Banner directly below the Navigation Bar" /></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image16" alt="Banner within Content or in the outer column" /> <img src="image17" alt="Banner within Content or in the outer column" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image18" alt="Banner within Content or in the outer column" /></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.
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. 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.

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>

PRINT JOURNAL inc. 4 weeks Basic Job Online*  

<table>
<thead>
<tr>
<th>ONLINE ONLY</th>
<th>Basis Job</th>
<th>Premium Job</th>
<th>Premium Job +</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 weeks</td>
<td>199.00</td>
<td>249.00</td>
<td>299.00</td>
</tr>
<tr>
<td>8 weeks</td>
<td>249.00</td>
<td>299.00</td>
<td></td>
</tr>
<tr>
<td>simple listing</td>
<td>exclusive listing</td>
<td>299.00</td>
<td></td>
</tr>
</tbody>
</table>

*With print booking, the respective online channel is complimentary for 4 weeks!

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 customer journey model follows the constantly evolving needs of the target group throughout the buying process. The marketing goal is to create optimal touchpoints.

1. **Latency**
   - Even without buying intent, purchase impulses are required
   - If you want to attract attention, you have to stand out and be 'loud'.
   - A purpose of traditional advertising.
   - Pull-Marketing-Activities

2. **Exploration**
   - Active research, familiarisation with the subject matter and definition of the purchasing criteria
   - Advertising ensures awareness of solutions and USPs
   - Pull-Marketing-Activities

3. **Consideration**
   - Narrowing of alternatives, selection of possible suppliers and products (relevant set)
   - Advertising strengthens the supplier's image and identifies tangible product advantages
   - PR facilitates confidence-building via references, testimonials, etc.

4. **Purchase**
   - Negotiation of services and conditions for purchase
   - Direct sales advertising with pricing/promotions
   - Interaction between marketing/sales

5. **After Sales**
   - Exceptional customer service will secure loyalty and reduce the next journey
   - Brand/image advertising to authenticate your qualification (as a big player, industry or technology specialist)
   - Customer communication and user interaction

Customer-journey model
Divided into 5 distinct phases. Depending upon how they are experienced, changes in direction or abridgement may also occur.
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

defi – Prozesstechnik für die Lebensmittelindustrie

FOR: Managing directors, technical managers, production managers

IN: Food and beverage industry

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.
Media Advice

Your quick link to us: Phone +49 711 7594-552
Fax +49 711 7594-1552
media.industrie@konradin.de www.media.industrie.de/ihre-mediaberater

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Martin Sellig
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Manuela Bumler
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