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."

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- **Facebook** [www.facebook.com/Industrieanzeiger/](http://www.facebook.com/Industrieanzeiger/)
- **Twitter** @Redaktion_IA
**Title:** Industrieanzeiger

**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

**Year:** 142nd year 2020

**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
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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**

<table>
<thead>
<tr>
<th>Total pages: 2,570</th>
<th>= 100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial: 2,009</td>
<td>= 78.2%</td>
</tr>
<tr>
<td>Advertising: 561</td>
<td>= 21.8%</td>
</tr>
<tr>
<td>including: Loose inserts: 21 pieces</td>
<td></td>
</tr>
</tbody>
</table>

**Content analysis of the editorial section 2018**

<table>
<thead>
<tr>
<th>2,009</th>
<th>= 100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover, contents, imprint, preview: 149 pages</td>
<td>= 7.4%</td>
</tr>
<tr>
<td>Commentaries, economic news, sections (literature, English glossary, people, events): 296 pages</td>
<td>= 14.7%</td>
</tr>
<tr>
<td>Specialist articles, overviews, reports, interviews and products: 1,564 pages</td>
<td>= 77.9%</td>
</tr>
</tbody>
</table>
# 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
- **Copies sold:** 4,036
  - **Subscriptions:** 1,580
  - **Retail sale:** –
  - **Other sales:** 2,456
- **Free copies:** 35,966
- **Residual / archive copies:** 98

### of them abroad

- **290**
- **28**
- **28**
- **4,011 copies**
- **4,130 copies**
- **2,621 copies**
- **4,036 copies**
- **3,654 copies**
- **6,989 copies**
- **1,390 copies**
- **1,278**
- **5,440 copies**
- **3,415 copies**
- **5,163 copies**
- **58**
- **56**
- **42**
- **5**

## 03 Geographical analysis

### Share of actual circulation

<table>
<thead>
<tr>
<th>Economic area</th>
<th>%</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><strong>comprising</strong></td>
<td></td>
<td></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><strong>Actual circulation</strong></td>
<td>100.0</td>
<td>40,002</td>
</tr>
</tbody>
</table>

### Economic area

- **Germany:** 99.3% (39,712 copies)
- **Abroad:** 0.7% (290 copies)
  - **comprising**
    - **Switzerland:** 36.0% (58 copies)
    - **Austria:** 35.1% (56 copies)
    - **Rest of Europe:** 25.9% (42 copies)
    - **Other foreign countries:** 3.0% (5 copies)

### Print run

- **40,100 copies**
- **Actual circulation:** 40,002
- **Copies sold:** 4,036
  - **Subscriptions:** 1,580
  - **Retail sale:** –
  - **Other sales:** 2,456
- **Free copies:** 35,966
- **Residual / archive copies:** 98

### 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**
### 1.1 Industries/industrial sectors: recipient groups

<table>
<thead>
<tr>
<th>Industry code acc. to classification of industrial sectors</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>
</tbody>
</table>

**Actual circulation**

100.0 40,002

---

**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!**

---

### 1.2 Company size:

<table>
<thead>
<tr>
<th>Company size</th>
<th>Share of actual circulation</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>
</tbody>
</table>

**Actual circulation**

100.0 40,002

---

### 1.3 Position in company

<table>
<thead>
<tr>
<th>Position in company</th>
<th>Share of actual circulation</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>
</tbody>
</table>

**Actual circulation**

100.0 40,002

---

### 1.4 Job function

<table>
<thead>
<tr>
<th>Job function</th>
<th>Share of actual circulation</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>
</tbody>
</table>

**Actual circulation**

100.0 40,002
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

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

<table>
<thead>
<tr>
<th>Number of companies</th>
<th>Investment in millions of €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 50 employees</td>
<td>0</td>
</tr>
<tr>
<td>50-99 employees</td>
<td>50</td>
</tr>
<tr>
<td>100-249 employees</td>
<td>250</td>
</tr>
<tr>
<td>250-499 employees</td>
<td>500</td>
</tr>
<tr>
<td>500-999 employees</td>
<td>1500</td>
</tr>
<tr>
<td>1000 and more employees</td>
<td>2000</td>
</tr>
</tbody>
</table>

As the company size increases, the investment volume rises.

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

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

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.

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.
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, thermosets, 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 technologies, paints/chemicals, measuring/testing | In issues 7, 9, 10, 12, 13, 19, 20, 21, 22, 25, 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

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

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
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<tr>
<td>Nov 31/2019</td>
<td>Theme issue INDUSTRY 4.0 Digitalization in production &amp; 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.</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>Nov 32/2019</td>
<td>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</td>
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<td>SPS smart production solutions Nuremberg, 26.11.-28.11.</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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<tr>
<td>Dec 33-34/2019</td>
<td>Future Trends Knowing today what moves the industry of tomorrow... the outlook for 2020: 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>
<td>Industrie 4.0 series Start-ups</td>
<td>new energy world Leipzig, 10.12.-11.12.</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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<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></td>
<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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<td>Jan 2/2020</td>
<td>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</td>
<td>Achieve even more with the combined titles! Scope-PLUS “Energy” in combination with Beschaffung aktuell</td>
<td>E-world energy &amp; water Essen, 11.02.-13.02.</td>
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<td>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</td>
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<td>FMB Süd Augsburg, 12.02.-13.02.</td>
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<td>Supplies e.g. parts, components, modules, technologies</td>
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<td>Pumps, valves, compressed-air technology</td>
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<td>Energy management, decentralised energy production, energy-efficient production</td>
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<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;<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</td>
<td><strong>Industrie</strong>4.0</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, 3D printing</td>
<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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<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.</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, ICT, pumps, compressors, compressed-air technology</td>
<td><strong>Production networks</strong>&lt;br&gt;e.g. data security, cooperations</td>
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<td><strong>Networked companies</strong>&lt;br&gt;e.g. supply, logistics, resource management, energy-efficient production</td>
<td><strong>Intelligent assistance systems</strong>&lt;br&gt;e.g. robotics, assembly- and handling technology</td>
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<td><strong>Flexible added value networks</strong>&lt;br&gt;virtual platforms, process control, controlling, industry services, predictive maintenance</td>
<td><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>
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<td><strong>Feb 5/2020</strong></td>
<td><strong>Material flow/logistics</strong>&lt;br&gt;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 &amp; place, RFID, identification technology, packaging, weighing and measuring, packing tables, loading technology, suppliers</td>
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<td><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</td>
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<td><strong>Operating equipment/industrial safety</strong>&lt;br&gt;e.g. compressed-air tools, hand tools, cleaning, repair, maintenance, workshop equipment, extraction systems, protective clothing, industrial safety measures, noise protection</td>
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<td><strong>March 6/2020</strong></td>
<td><strong>Cutting manufacturing, non-cutting manufacturing, tool and mould making</strong>&lt;br&gt;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</td>
<td><strong>Industrie 4.0 series</strong>&lt;br&gt;Retrofit in die Zukunft</td>
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<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</td>
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<td><strong>Energy technology</strong>&lt;br&gt;e.g. energy storage solutions, battery technology, hydrogen technology</td>
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<td>March 7/2020</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>Report from Robotics Kongress&lt;br&gt;Augmented/Virtual Reality series&lt;br&gt;Use of AR/VR in Industry – Overview and application variants&lt;br&gt;Further information on page 11</td>
<td>Report from Robotik Kongress&lt;br&gt;Augmented/Virtual Reality series&lt;br&gt;Use of AR/VR in Industry – Overview and application variants&lt;br&gt;Further information on page 11</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>
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<td><strong>Surface technology</strong>&lt;br&gt;e.g. coating, parts cleaning, drying</td>
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<td>March 8/2020</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>Report from FORUM Quality Assurance in Additive Manufacturing</td>
<td>Report from FORUM Quality Assurance in Additive Manufacturing</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><strong>Supplies</strong>&lt;br&gt;e.g. parts, components, modules, technologies</td>
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<td>April</td>
<td><strong>Automation/robotics</strong> e.g. image processing, electrical equipment, energy technology, measurement technology, sensor/safety technology, quality assurance, industrial robotics, human-robot collaboration MRK, cobots, safety</td>
<td><strong>Augmented/Virtual/Reality series</strong> AR/VR in Production Planning Further information on page 11</td>
<td>JEC Europe Paris, 12.05.-14.05.</td>
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<td><strong>Drive technology</strong> 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, Industry 4.0</td>
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<td><strong>Digitalisation in production &amp; Industry 4.0</strong> 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>
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<td><strong>Material flow/logistics</strong> 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 &amp; place, RFID, identification technology, packaging, weighing and measuring, packing tables, loading technology, suppliers</td>
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<td><strong>Lightweight construction</strong> Additive manufacturing/3D printing e.g. C-technologies, 3D printing, additive manufacturing, materials testing, materials</td>
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<td><strong>Materials and components</strong> e.g. hybrid components, tools, 3D printing, additive manufacturing, materials testing, materials, light-weight design, injection moulding, fibre composites, measurement technology</td>
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<td><strong>Energy technology</strong> e.g. energy storage solutions, battery technology, hydrogen technology</td>
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<td><strong>Industry services</strong> 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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<td><strong>Suppliers with AR/VR series</strong></td>
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<td>April 11/2020</td>
<td>Handling technology/packaging technology e.g. identification technology, marking technology, packaging machines, strapping, packing tables, loading and shipping, printing technology</td>
<td>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</td>
<td>Industrie 4.0 series Industrie 4.0 in China Rapid.Tech + FabCon 3.D Erfurt, 05.05.-07.05. Optatec Frankfurt, 12.05.-14.05. SMART Automation Austria Vienna, 12.05.-14.05. ILA Berlin, 13.05.-17.05.</td>
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<td>Quality assurance e.g. measurement and testing technology, image processing, laser measurement technology, materials testing, sensors, software</td>
<td>Additive manufacturing/3D printing e.g. C-technologies, 3D printing, additive manufacturing, materials testing, materials</td>
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<td>Automation/drive technology e.g. image processing, electrical equipment, energy technology, measurement technology, sensors, safety technology, intelligent drive technology, power electronics, sensors</td>
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<td>May 12/2020</td>
<td><strong>Technical purchasing</strong> 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>Augmented/Virtual Reality series AR/VR in Sales and Marketing</td>
<td>mtex+/Lima Chemnitz, 09.06.-10.06.</td>
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<td>Supplies e.g. parts, components, modules, technologies</td>
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<td>Surface technology e.g. nanotechnology and microtechnology, surface treatment, coating, electroplating, cleaning, environmental protection</td>
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<td>Pumps, valves, compressed-air technology</td>
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<td><strong>Industrial building</strong> e.g. hall building, lighting, heating, ventilation, air-conditioning, sanitation, electrical engineering, fire and noise protection, building management</td>
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### June 13/2020

**Themes**

**Robotics, handling, assembly**  
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)

**Foundry technology**  
e.g. casting technology, surface technology, measurement and testing technology, disposal, forging technology, industrial furnaces

**Surface technology**  
e.g. nanotechnology and microtechnology, surface treatment, coating, electroplating, cleaning, environmental protection

**Non-cutting production technology, laser technology**  
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

**Special sections**

Show report automatica

**Fairs**

Intersolar  
Munich, 17.06.-19.06.

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### June 14/2020

#### Theme issue 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.*

**Cutting manufacturing**  
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

**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

**Industry services/facility management**  
e.g. maintenance, repair, inspection, industrial safety and product safety, services, environmental engineering and disposal, retrofitting, condition monitoring, predictive maintenance

**Industrie 4.0 series**  
Artificial intelligence in the Cloud

**Servpac**  
Frankfurt, 17.06.-18.06.

**Sensor + Test**  
Nuremberg, 23.06.-25.06.

**Stanztec**  
Pforzheim, 23.06.-25.06.
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<td>July 15/2020</td>
<td>Automation, Motion &amp; Drives Factory automation, energy automation,</td>
<td>Engineered Parts &amp; Solutions Lightweight construction, additive manufacturing,</td>
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<td>drive and fluid engineering, robotics, sensor technology image</td>
<td>surface technology, joining technology, materials and components</td>
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<td>processing, logistics automation, storage technology</td>
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<td>Digital Ecosystems Digital networking, ERP, PLM, MES, Logistics IT,</td>
<td>Energy Solutions Power, heat and cold supply, Electro-mobility, integrated</td>
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<td>digital platforms, Cloud-solutions, IT security, AR/VR, AI in</td>
<td>energy systems and mobility</td>
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<td>production, 5G</td>
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<td>Logistics Logistics automation, storage technology</td>
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**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
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<td>July 16-17/2020</td>
<td>Theme issue INDUSTRIE 4.0</td>
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<td>Forum 5G More Efficiency in Manufacturing Hanover, 02.09.</td>
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<td>Publication date: 18.08.2020 Advertising deadline: 30.07.2020</td>
<td>Further information on the Industrie 4.0 Serie, the Industrie 4.0 Study and related thematic issues can be found on page 12.</td>
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<td>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>
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<td>Operating equipment/clothing hire/industrial safety</td>
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<td>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>Material flow/logistics</td>
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<td>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 &amp; place, RFID, identification technology, packaging, weighing and measuring, packing tables, loading technology, suppliers</td>
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<td>Digitisation in production &amp; Industrie 4.0</td>
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<td>e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, Wi-Fi, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing</td>
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<td>Publication date: 01.09.2020 Advertising deadline: 13.08.2020</td>
<td>Cutting and non-cutting production technology</td>
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<td>AMB Stuttgart, 15.09.-19.09.</td>
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<td>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</td>
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<td>IMTS Chicago, 14.09.-20.09.</td>
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<td>e.g. information technologies (ERP, MES, PPS, time and access software), industrial communication, networking, wireless networks, Wi-Fi, 4G/5G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, AR/VR, additive manufacturing</td>
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<td>Tool + mold making</td>
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<td>e.g. hybrid components, tools, 3D printing, additive manufacturing, materials testing, materials, light-weight design, injection moulding, fibre composites, measurement technology</td>
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<td>Issues</td>
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<td>Special sections</td>
<td>Fairs</td>
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<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>Shortly before the fair: current reports on the AMB&lt;br&gt;WindEnergy&lt;br&gt;Hamburg, 22.09.-25.09.</td>
<td>Achieve even more with the combined titles! Scope-PLUS “Energy” in combination with Beschaffung aktuell</td>
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<td>Supplies&lt;br&gt;e.g. parts, components, modules, technologies</td>
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<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><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>
<td><strong>Special supplement:</strong> QUALITY ENGINEERING PLUS P1/2020&lt;br&gt;„Production metrology at AMB”</td>
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<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;Industrie 4.0&lt;br&gt;Essen, 22.09.-25.09.</td>
<td><strong>security</strong>&lt;br&gt;Hannover, 24.09.-30.09.</td>
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<td>Supplies&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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**Publication date:** 08.09.2020<br>**Advertising deadline:** 20.08.2020
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<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&lt;br&gt;Bondexpo&lt;br&gt;Stuttgart, 05.10.-08.10&lt;br&gt;ALUMINIUM&lt;br&gt;Düsseldorf, 06.10.-08.10.</td>
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<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>
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<td>Arbeitsschutz aktuell&lt;br&gt;Stuttgart, 07.10.-08.10.</td>
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<td><strong>Surface technology/deburring technology/cleaning</strong>&lt;br&gt;e.g. Grinding, deburring, blasting, polishing, cleaning equipment</td>
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<td>Forum Robotic II&lt;br&gt;Mobile Robots and Conveyor Systems&lt;br&gt;Hanover, 13.10.</td>
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<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>
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<td>PaintExpo&lt;br&gt;Karlsruhe 12.10.-15.10.</td>
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<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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<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>Composites Europe&lt;br&gt;Stuttgart, 10.11.-12.11.</td>
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<td><strong>Additive Manufacturing</strong>&lt;br&gt;e.g. vacuum casting, SLS Selective Laser Sintering, FDM Fused Deposition Modeling, Stereolithography</td>
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<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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<td>Oct 23/2020</td>
<td>Cutting manufacturing e.g. machine tools, precision tools, clamping</td>
<td>Serie AR/VR AR/VR in Onboarding, Training</td>
<td>parts2clean Stuttgart,</td>
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<td>technology, cooling lubricants, parts cleaning, design engineering,</td>
<td>Further info. on page 11</td>
<td>27.10.-29.10.</td>
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<td>Forum Industrie 4.0 Hanover, 03.11.</td>
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<td>Automation e.g. image processing, electrical equipment, energy</td>
<td>Industrie 4.0 series Demands of digital learning</td>
<td>Forum intralogistics Hanover, 04.11.</td>
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<td>Forum IT security Hanover, 05.11.</td>
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<td>Surface Technology GERMANY Stuttgart, 27.10.-29.10.</td>
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<td>Material flow/logistics e.g. industrial trucks and trolleys,</td>
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<td>and handling technology, pick &amp; place, RFID, identification technology,</td>
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<td>suppliers</td>
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<td>Oct 24/2020</td>
<td>Non-cutting manufacturing e.g. forming, wire and pipe</td>
<td>Show report Euroblech</td>
<td>Euroblech Hanover, 27.10.-30.10.</td>
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<td>processing, laser technology, welding and cutting, water jet cutting,</td>
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<td>Grindtec Augsburg, 10.11.-13.11.</td>
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<td>materials, casting and forging, production automation, automation</td>
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<td>energy-efficient production, operating equipment, material flow,</td>
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<td>Operating equipment/industrial safety e.g. compressed-air tools, hand</td>
<td>Supplies e.g. parts, components, modules, technologies</td>
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<td>tools, cleaning, repair, maintenance, workshop equipment, extraction</td>
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<td>protection</td>
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<td>Nov 25/2020</td>
<td>Drive/fluid technology e.g. electric drives, mechanical drives,</td>
<td>Show report formnext</td>
<td>VISION Stuttgart, 10.11.-12.11.</td>
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<td>hydraulics, pneumatics, linear technology, couplings, plain and roller</td>
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<td>VISION formnext Frankfurt, 10.11.-13.11.</td>
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<td>bearings, seals</td>
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<td>Additive manufacturing/3D printing e.g. C-technologies, 3D printing,</td>
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<td>additive manufacturing, materials testing, materials, rapid-technologies,</td>
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<td>additive technologies, tool + mold making, product development,</td>
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<td>quality management and measurement technology</td>
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<td>Image processing e.g. image processing systems, optical control</td>
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<td>systems, cameras</td>
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<td>Surface technology e.g. coating, cleaning, drying</td>
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### 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

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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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**Show report**

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

- **VALVE WORD EXPO**
  Düsseldorf, 01.12.-03.12.

- **wire/Tube**
  Düsseldorf, 07.12.-11.12.
Future Trends

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
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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Classified ads

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<td>Premium company profile (online) per year</td>
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<td>Business card (print) more on page 41 per year</td>
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<td>Combi company profile + business card per year</td>
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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

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

See the following pages for special formats and ad specials. Further information and technical details available at www.media.industrie.de
## Ads: Standard formats

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</tr>
<tr>
<td>1/8 page</td>
<td>980.00</td>
<td>210.00</td>
<td>1,190.00</td>
<td>250.00</td>
<td>1,230.00</td>
<td>250.00</td>
<td>1,480.00</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>600.00</td>
<td>1,190.00</td>
<td>250.00</td>
<td>1,480.00</td>
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</tr>
<tr>
<td>3/32 page</td>
<td>760.00</td>
<td>210.00</td>
<td>970.00</td>
<td>250.00</td>
<td>1,010.00</td>
<td>250.00</td>
<td>1,260.00</td>
<td>–</td>
</tr>
<tr>
<td>1/16 page</td>
<td>505.00</td>
<td>210.00</td>
<td>715.00</td>
<td>250.00</td>
<td>755.00</td>
<td>250.00</td>
<td>1,005.00</td>
<td>–</td>
</tr>
<tr>
<td>3/64 page</td>
<td>392.00</td>
<td>210.00</td>
<td>602.00</td>
<td>250.00</td>
<td>642.00</td>
<td>250.00</td>
<td>892.00</td>
<td>–</td>
</tr>
<tr>
<td>1/32 page</td>
<td>280.00</td>
<td>210.00</td>
<td>490.00</td>
<td>250.00</td>
<td>530.00</td>
<td>250.00</td>
<td>780.00</td>
<td>–</td>
</tr>
</tbody>
</table>
### Ads: Special formats and positions

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rates</th>
<th>2-colour Surcharge</th>
<th>Total rate 2c</th>
<th>3-colour Surcharge</th>
<th>Total rate 3c</th>
<th>4-colour Surcharge</th>
<th>Total rate 4c</th>
<th>Bleed surcharge</th>
<th>Format: width x height in mm</th>
<th>Trimm</th>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd, 3rd and 4th cover page</td>
<td>7,570.00</td>
<td>650.00</td>
<td>8,220.00</td>
<td>1,295.00</td>
<td>8,865.00</td>
<td>1,510.00</td>
<td>9,080.00</td>
<td>757.00</td>
<td>188 x 270</td>
<td>210 x 297</td>
<td>198 x 270</td>
<td></td>
</tr>
<tr>
<td>2 p., double page spread</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Double page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Panoramic spread</td>
<td>9,050.00</td>
<td>975.00</td>
<td>10,025.00</td>
<td>975.00</td>
<td>7,465.00</td>
<td>5,085.00</td>
<td></td>
<td></td>
<td>420 x 150</td>
<td>420 x 105</td>
<td>420 x 82</td>
<td></td>
</tr>
<tr>
<td>2 x 1/2 page</td>
<td>6,490.00</td>
<td>975.00</td>
<td>7,465.00</td>
<td>495.00</td>
<td>5,085.00</td>
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<tr>
<td>2 x 1/3 page</td>
<td>4,590.00</td>
<td>495.00</td>
<td>5,085.00</td>
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<td>2 x 1/4 page</td>
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<tr>
<td>Text Box Advertorial</td>
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<td></td>
<td>188 x 88</td>
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<tr>
<td>1/3 page, land., 4c</td>
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<td>Ad in editorial section</td>
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<td></td>
<td>92 x spec.</td>
<td>60 x spec.</td>
<td>44 x spec.</td>
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<tr>
<td>44 mm wide</td>
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<tr>
<td>Regular ad prices (from 1/2 page)</td>
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<td></td>
<td></td>
<td>ab 4,770.00</td>
<td>4c</td>
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<td>Title page</td>
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<td></td>
<td>7,700.00</td>
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<td>Section title</td>
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<td></td>
<td></td>
<td>4,500.00</td>
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<tr>
<td>Business cards</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>1,980.00</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Only Print</td>
<td></td>
<td></td>
<td></td>
<td>250.00</td>
<td>4,799.00</td>
<td>8,500.00</td>
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<tr>
<td>Print + premium company profile (online)</td>
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</tr>
</tbody>
</table>
## Ad Specials

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Prices</th>
<th>Further options / technical notes</th>
<th>Quantities/formats: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover flap</strong> 1</td>
<td>105 mm wide, attached on left-hand side with title logo featured on front</td>
<td>11,200.00</td>
<td>Front partially, back fully printable. Advertising space approx. 0.9 pages.</td>
</tr>
<tr>
<td><strong>Gatefolder</strong> 2</td>
<td>Inside front cover with gatefold</td>
<td>19,750.00</td>
<td>Advertising space 3 pages</td>
</tr>
<tr>
<td><strong>French door on title page</strong> 3</td>
<td></td>
<td>19,750.00</td>
<td>Advertising space 2 pages</td>
</tr>
<tr>
<td><strong>Bound insert</strong></td>
<td></td>
<td>8,600.00</td>
<td>Front page marked. Other formats and weights on request, with sample.</td>
</tr>
<tr>
<td>1 leaf = 2 pages 135 – 180 gsm</td>
<td>13,000.00</td>
<td>Other formats and weights on request, with sample.</td>
<td>Quantity: 210 x 297 216 x 305</td>
</tr>
<tr>
<td>2 leaf = 4 pages 80 – 180 gsm</td>
<td></td>
<td></td>
<td>Quantity: 41,000 cop.</td>
</tr>
<tr>
<td><strong>Loose insert up to 25 g</strong></td>
<td></td>
<td>250.00 per thsd. Min. run 3,000 cop.</td>
<td>Other formats and weights on request, with sample.</td>
</tr>
<tr>
<td>With insert note in magazine. Partial allocation by first digit of postcode is possible.</td>
<td></td>
<td></td>
<td>Quantity: 200 x 290 40,600 cop.</td>
</tr>
<tr>
<td><strong>Tip-ons Postcard</strong> 4</td>
<td>Postcard Automatic gluing Minimum size of carrier ad: 1/1 page</td>
<td>61.00 per thsd. 37.00 per thsd.* plus carrier ad</td>
<td>Manual gluing (pin-point accuracy) 74.00 per thsd.*</td>
</tr>
</tbody>
</table>

*no agency commission on technical costs

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

![Diagram of trim layout](image)

**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

www.industrieanzeiger.de

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/</td>
<td></td>
<td>728 x 90</td>
<td>Placement above the Header</td>
<td></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>Large Leaderboard/</td>
<td></td>
<td>970 x 90</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expandable Leaderboard</td>
<td></td>
<td>728 x 90 and 728 x 300</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Sticky) Skyscraper/</td>
<td></td>
<td>120 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></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Wide Skyscraper</td>
<td></td>
<td>160 x 600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hockeystick/</td>
<td></td>
<td>728 x 90 and 160 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Wallpaper with additional</td>
<td></td>
<td>or 970 x 90 and 120 x 600</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>background colour HEX-Code</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Frame Ad</td>
<td></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></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td></td>
<td>300 x 75</td>
<td>710.00</td>
</tr>
<tr>
<td>Medium Rectangle/</td>
<td></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td></td>
<td>300 x 250</td>
<td>550.00</td>
</tr>
<tr>
<td>Video Ad</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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

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

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

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

Package price per website | 3,700.00

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

BASIC
Themes: Exclusively decided by yourself.
Possible formats: contributions, articles, texts, PDF, video, pictures, etc.
Positioning: Displayed in the navigation section
Time frame: 3 months

8,000.00

PREMIUM

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

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

### Premium company profile

<table>
<thead>
<tr>
<th>Premium company profile at industrie.de and 11 additional websites of Konradin Industrie</th>
<th>Price/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start possible anytime</td>
<td>2,950.00</td>
</tr>
</tbody>
</table>

*Leads on demand, per lead

**Additional 3 download offers**

**Extension by additional 12 months**

2,300.00

---

**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

---

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

- automationspraxis.de
- beschaffung-aktuell.de
- epp-online.de
- industrie.de
- industrieanzeiger.de
- kem.de
- mav-online.de
- medizin-und-technik.de
- prozesstechnik-online.de
- qe-online.de
- sifa-sibe.de
- wirautomatisierer.de
Montage-, Handhabungstechnik
Antriebstechnik/Fluidtechnik

Arbeitsschutz

Wenn es um C-Teile-Management geht, Kanban, Konsumentenzuche, Bestellung und Beschaffung, Bevorratung – Norm- und Standardartikel, Sonder- und Zeichnungsteile, Verbindungs-...

Für kundenspezifische industrielle Anwendungen in jeder Branche bietet Kullen-Koti genau die richtige Lösung mit einem Maximum an Versorgungssicherheit – besseren Lösung einfacher, schneller und sicherer – bis hin zu individuellen Sonderlösungen.

Bürstentechnologie von Kullen-Koti – für mehr Prozessverbesserung.


Zulieferung

Zulieferung

Industrieanzeiger

Würth Industrie Service ist auf modulare Beschaffungs- und Logistikkonzepte für produzierende Industrien spezialisiert. Aus den unterschiedlichen Modulen des C-Produkt-Service (CPS®) kann für jedes Unternehmen eine individuell passende C-Teile-Lösung mit einem Maximum an Versorgungssicherheit zusammengestellt werden. Ein Produktspektrum von über 130 000 Artikeln, permanent aktualisierte Artikel- und WID-Technologie umstrukturieren die industrielle Systeme...

Zuverlässig seit 1878.

www.industrieanzeiger.de/firmenverzeichnis

C-TEILE-MANAGEMENT

Business card print in the trade magazine

Category / issues

Price Online

Price Print

Combination Print + Online

Automationspraxis
Partner for robotics and factory automation / 10 issues
1,980.00
3,940.00

Beschaffung aktuell
Purchasing partner / 10 issues
1,980.00
3,940.00

EPP Elektronik Produktion & Prüftechnik
Partner for electronics manufacturing / 7 issues
1,320.00
3,610.00

Industrieanzeiger
Partner for the industry / monthly, issues: 1, 3, 6, 10, 13, 16, 18, 21, 23, 25, 27, 28
1,980.00
3,940.00

KEM Konstruktion
Partner for engineering / 10 issues
1,980.00
3,940.00

mav Innovation in der spanenden Fertigung
Partner for the production industry / 10 issues
1,980.00
3,940.00

medizin & technik
Partner for medical technology / 6 issues
1,980.00
3,940.00

mavo – Prozesstechnik für die Pharmaindustrie
Partner for the pharma industry / 5 issues
1,320.00
3,610.00

QUALITY ENGINEERING
Partner for quality assurance / 5 issues
1,980.00
3,940.00

Sicherheitsbeauftragter
Partner for occupational safety / 10 issues
1,980.00
3,940.00

Sicherheitsingenieur
Partner for occupational safety / 12 issues
1,980.00
3,940.00

Start possible with any issue

Format

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

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

*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
Editors’ Special Newsletter (Prices valid as of 01.10.2019, in €, plus VAT)

Your benefits:

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

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

Recipients: 26,000 recipients of Industrie-News

Send dates: on request

Availability: on request

<table>
<thead>
<tr>
<th>Ad format*/position</th>
<th>Size in pixels (w x h)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Leaderboard above header</td>
<td>728 x 90**</td>
<td></td>
</tr>
<tr>
<td>3 x Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 x Fullbanner</td>
<td>468 x 60**</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 x Medium Rectangle</td>
<td>300 x 250</td>
<td></td>
</tr>
</tbody>
</table>

maximum of 4 positions 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

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**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

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

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**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

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**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 multi-media 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**

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

---

**Benefits and prices**

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** evtl. excluding potential travel expenses 4,800.00

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**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.

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

<table>
<thead>
<tr>
<th>Handling:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 e-mailing, 1 draft (correction), 1 selection, use of the existing template, dispatch, reporting</td>
<td>750.00</td>
<td></td>
</tr>
</tbody>
</table>

Address rental

Minimum order value € 750.00 = 1,000 addresses

Address rental

Minimum order value € 1,100.00 = 2,000 addresses

Multiple shots:

1 reminder with same content, same template, same address selection

Handling 110.00 per address from 0.40

No agency commission on price

Detailed information on request.

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

<table>
<thead>
<tr>
<th>Handling:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 selection by industry and function, creation, handling, postage, dispatch</td>
<td>effort-based</td>
<td></td>
</tr>
</tbody>
</table>

Address rental

Minimum order value € 1,100.00 = 2,000 addresses

No agency commission on price

Detailed information on request.
Lead Generation (Prices valid as of 01.10.2019, in €, plus VAT)

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)

7,700.00

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**Options at extra charge:**

- Leads (after live webinar) from € 70.00/lead

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

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

**Concept and benefits**

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

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

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

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**Whitepaper – Pay-per-Lead**

**Concept and benefits**

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

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

<table>
<thead>
<tr>
<th>Integration of your white paper on the website with picture and text</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Target-group-compliant selection from our database&lt;br&gt;(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><strong>Project set-up</strong></td>
<td><strong>1,500.00</strong></td>
</tr>
<tr>
<td><strong>Price per lead</strong>&lt;br&gt;(minimum order volume 50 leads) from 70.00/lead</td>
<td></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

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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"

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

<table>
<thead>
<tr>
<th>Resource</th>
<th>At least occasional use</th>
<th>Regular use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialist media print+digital</td>
<td>69</td>
<td>96</td>
</tr>
<tr>
<td>total (net)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One or more trade magazines/print</td>
<td>52</td>
<td>83</td>
</tr>
<tr>
<td>Digital offers* from specialist media</td>
<td>45</td>
<td>82</td>
</tr>
<tr>
<td>Digital offers* from companies</td>
<td>42</td>
<td>73</td>
</tr>
<tr>
<td>Events (conferences/meetings/seminars)</td>
<td>27</td>
<td>68</td>
</tr>
<tr>
<td>Field service/representative visits</td>
<td>25</td>
<td>53</td>
</tr>
<tr>
<td>One or more trade fairs in Germany/abroad</td>
<td>21</td>
<td>52</td>
</tr>
<tr>
<td>Personally addressed direct advertising (by mail)</td>
<td>22</td>
<td>49</td>
</tr>
<tr>
<td>Customer magazines from companies</td>
<td>16</td>
<td>49</td>
</tr>
</tbody>
</table>

*Websites, social media, newsletter, apps

**Figures in %, last 12 months**
- **At least occasional use**
- **Regular use**
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:

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

<table>
<thead>
<tr>
<th><strong>9th ROBOTICS CONGRESS – Partner packages</strong></th>
<th><strong>BASIC</strong></th>
<th><strong>PREMIUM</strong></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>
</tbody>
</table>

Package price per partner (in € without agency commission):
- BASIC: 4,900.00
- PREMIUM: 7,500.00

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**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
12.02.2020
19/20.02.2020
19.06.2020
30.06.2020
01.07.2020
13.10.2020
01.09.2020
02.09.2020
03.09.2020
06.10.2020
14.10.2020

9th Robotics Congress – with robots into the smart future
Forum 5G – Industry-Summit
Forum Cobots and exoskeletons
Forum 5G – Smart Intralogistics – networked by 5G
IT fiasco – no thanks
Forum 5G – quick and efficient factory automation
Forum Mixed Reality – in manufacturing
Forum 5G – greater efficiency in manufacturing
Manufacturing engineering – Industry 4.0 made easy
Forum Additive processes – new developments in 3D metal printing in practice
Forum Robotic 2 – manufacturing with mobile robots

Benefit as an official event partner of Konradin Events! An overview of all events can be found under: www.media.industrie.de/events
website | newsletter

industrie.de | newsletter „IT trifft auf Industrie“  (Prices valid as of 01.10.2019, in €, plus VAT)

industrie.de – the industry portal

responsive web design

www.industrie.de

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.

**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>
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<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.png" alt="Leaderboard" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="image2.png" alt="Leaderboard" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image3.png" alt="Sticky Skyscraper" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="image4.png" alt="Sticky Skyscraper" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image5.png" alt="Hockeystick" /></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="image6.png" alt="Hockeystick" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image7.png" alt="Frame Ad" /></td>
<td>120 x 600 and 1.125 x 90 and 120 x 600</td>
<td>Leaderboard with Sky scrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="image8.png" alt="Frame Ad" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image9.png" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image10.png" alt="Billboard" /></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image11.png" alt="Medium Rectangle" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image12.png" alt="Medium Rectangle" /></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.

### PRINT JOURNAL inc. 4 weeks Basic Job Online*  

<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>
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<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>
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<tr>
<td>KEM Konstruktion</td>
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<td>2,000.00</td>
<td>3,200.00</td>
<td>22,600 copies 18x</td>
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<tr>
<td>mav Innovation in der spanenden Fertigung</td>
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<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>

*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.
For all phases of the customer journey, Konradin Industry has an ideal cross-media offer

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
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

### 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*

### 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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Printing your products**
KonradinHeckel is your specialist for the complete production of catalogues.  
[www.konradin-druck.de](http://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](http://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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julia.knapp@konradin.de

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📞 +49 511 90146-30
clemens.scheffler@konradin.de

Stephan Kroh
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stephan.kroh@konradin.de

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📞 +44 1256 862589
media@jens.demon.co.uk

USA, Canada
D.A. Fox Advertising Sales, Inc.
Detlef Fox
5 Penn Plaza, 19th Floor,
New York, NY 10001
📞 +1 212 8963881
detleffox@comcast.net
17 media brands
for the industry with more than
170 publication dates per year
and more than 260,000 copies
distributed monthly.

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

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

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

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

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

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

TRADE MAGAZINE
... also as an e-paper

WEBSITE
... the online magazine

NEWSLETTER
... the regular e-newsletter

konradin
Industrie

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

TRADE EVENTS
... including collaborations

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

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