Automations praxis

MEDIA KIT 2027

PRINT

DIGITAL

CONTENT MARKETING

LEADS

EVENTS



konradin Industrie

AT THE HEART OF ROBOTICS: AUTOMATIONSPRAXIS IS GERMANY'S LEADING TRADE PUBLICATION FOR SMART ROBOTICS AND INTELLIGENT AUTOMATION.

Informative reports from the field, insightful background features, practical trend reports and exclusive interviews: Automationspraxis provides decision-makers in industry with valuable insights for their day-to-day work. The publication places a particular focus on the key trends shaping robotics – from industrial robots and cobots to mobile and service robots, AI robotics, Physical AI and humanoid robots. And it does so across all channels: as a modern media brand, Automationspraxis combines a strong print magazine with high-reach online and social media channels, complemented by extensive event expertise including web sessions and expert forums.





TARGET AUDIENCE

Managing directors, plant managers and decision-makers in production-related management, as well as specialists and executives looking for robotics and automation solutions for their own operations.

ARMIN BARNITZKE
EDITOR-IN-CHIEF

"Which trends are shaping automation? How is AI transforming the future of robotics? What does Physical AI mean in practice? And where do humanoid robots really stand today? Automationspraxis provides the answers – well-founded, insightful and practice-oriented, with close ties to the people shaping the future of robotics."



ALSO WATCH:
Our editorial team on video!

MEDIA BRAND

PRINT+ DIGITAL

CIRCULATION

NEWSLETTER
9,416

Editorial newsletter per issue

Recipient addresses 4,708 [1]

Total circulation

2x per month **9,416**

SOCIAL MEDIA
11,595

LinkedIn followers [3]

TOTAL CONTACT OPPORTUNITIES
Automationspraxis

74,625

per issue

WEBSITE
40,049

www.automationspraxis.de

Website per month **PIs: 40,049** **Users: 26,363** [2]

MAGAZINE
13,565

Print copy

print copy circulation 7,500

[1] ePaper 4,708

Total magazine circulation

per issue **12,208**

(plus additional print copy readers)

[4] **Yumpu**

Average views per issue 1,357

As of: July 2026

[1] Newsletter reporting, July 2026
[2] Matomo, 1st HY 2026
[3] LinkedIn, July 2026
[4] Yumpu, 1st HY 2026

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CAMPAIGNS TAILORED TO YOUR NEEDS:
We combine print, digital media and lead generation to create tailored solutions that are perfectly aligned with your goals.
Get in touch with us.

One click takes you straight to the topics that matter to you!

DIRECT

Media sales contacts 36
Editorial contacts 36

PRINT





Frequency: 6 issues per year

Format: DIN A4

Year: 22nd year 2027

Memberships: bvik Bundesverband Industrie Kommunikation e.V.

Publishing house: Konradin-Verlag Robert Kohlhammer GmbH

Publisher: Katja Kohlhammer

READERSHIP ANALYSIS

1.1 **Industries/industrial sectors: Recipient categories**		Contact opportunities Magazine	
Industry codes acc. to classif. of industrial sectors 2008		%	Readers
10	Manufacture of foodstuffs and animal feeds	10.0	1,221
11	Manufacture of beverages	1.4	171
25	Manufacture of metal products	12.9	1,575
26	Manufacture of data processing devices, electronic and optical products	6.8	830
27	Manufacture of electrical equipment	6.0	732
28	Mechanical engineering	25.6	3,125
29	Manufacture of motor vehicles and vehicle components	15.0	1,831
30	Other vehicle manufacturing	7.1	867
31	Furniture manufacturing	3.9	476
32	Manufacture of other goods	11.3	1,380
		100.0	12,208

1.2 **Company size:**	Contact opportunities Magazine %	Readers
1 – 9 employees	6.5	794
1 – 49employees	10.8	1,318
50 – 99 employees	13.8	1,685
100 – 199 employees	15.3	1,868
200 – 499 employees	17.6	2,149
500 – 999 employees	20.0	2,442
1,000 and more employees	13.7	1,672
Not specified	1.0	122
Non-commercial (colleges, etc.)	1.3	159
	100.0	12,208

1.3 **Position in company:**	%	Readers
Owner/managing director/plant manager	29.7	3,626
Department managers in production-related management	28.0	3,418
Group leader/master craftsman in craft segment	24.4	2,979
Skilled worker/master craftsman	17.5	2,136
No information	0.4	49
	100.0	12,208

1.4 **Job function**	%	Readers
General management	11.3	1,380
Works management	17.2	2,100
Production	10.6	1,294
Production management	31.0	3,784
Project preparation/planning	12.5	1,526
Work preparation	6.3	769
Industrial safety/safety engineering	5.7	696
Maintenance	5.4	659
	100.0	12,208

ROBOTICS

Industrial robots, articulated robots, delta robots, SCARA robots, gantry robots, linear robots, welding robots, palletising robots, cobots/collaborative robots, low-cost robotics, pick & place, service robots, mobile robotics, robot programming, robot control
ISSUES: 1, 2, 3, 4, 5, 6

IOT/DIGITALISATION

Industry 4.0, digitalisation of production, machine learning/artificial intelligence, cloud & edge computing, data analytics, production IT (MES, PPC, MDA), simulation, digital twin, virtual commissioning, Physical AI, Embodied AI, data acquisition
ISSUES: 2, 3, 4, 6

HANDLING/ASSEMBLY

Electric grippers, pneumatic grippers, vacuum grippers, handling systems, clamping technology, assembly automation, joining technology (welding/bonding/screwing), positioning systems, material feeding, workpiece carrier transport, machine interlinking
ISSUES: 1, 2, 3, 4, 5

SENSORS/VISION

Sensors, vision sensors, cameras, 3D vision, image processing systems, vision software, inspection and measuring systems, quality assurance, robot vision, bin picking
ISSUES: 1, 2, 3, 6

INTRALOGISTICS

Transport systems, conveyor technology, storage systems, order picking, labelling, marking and identification systems, automated guided vehicles (AGVs), autonomous mobile robots (AMRs)
ISSUES: 1, 3, 4, 5

AUTOMATION

Control systems (PLC/motion control), safety, connectivity, industrial communication, cable and connector technology, energy supply systems/energy chains, drive technology, machine elements
ISSUES: 1, 2, 4, 5, 6

PRINT

SUBJECT OVERVIEW

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

EDITORIAL SCHEDULE 2027

ISSUE	TECHNOLOGY	SPECIAL SECTIONS	TRADE FAIRS & EVENTS
1/2027 **Publication date:** 24.02.2027 **Advertising deadline:** 01.02.2027 **Editorial deadline:** 25.01.2027	**Robotics** Low-cost robots, cobots/collaborative robots, simple robot programming, pick&place, picking and palletising robots, industrial robots **Handling/assembly** Grippers, handling systems, material feeding, workpiece carrier transport, machine interlinking **Sensors/vision** Sensors, cameras, 3D vision, image processing software, robot vision, bin picking **Intralogistics** Transport systems, conveyor technology, storage systems, picking, Automated Guided Vehicles (AGVs), Autonomous Mobile Robots (AMRs) **Automation** Control systems, safety, connectivity, radio systems, drive technology, machine elements	**Intralogistics** Mobile robots (AGVs, AMRs) for material flow; robots used for palletising and order picking; warehouse automation **Easy Automation** Cost-effective and flexible robotics solutions; cobots in action; human–robot collaboration (HRC) **Defence** Robotics, vision and automation for defence and security **Cross-media advertorials** LogiMAT highlights	**all about automation** Friedrichshafen, 02.03.-03.03. **DSEI Germany** Hanover, 09.03.-12.03. **automatica China** Shanghai, 08.03.-10.03. **LogiMAT** Stuttgart, 16.03.-18.03.
2/2027 **Publication date:** 01.04.2027 **Advertising deadline:** 05.03.2027 **Editorial deadline:** 26.02.2027	**THEME ISSUE PHYSICAL AI** Physical AI brings the digital intelligence of AI into the physical world of industry and manufacturing – from intelligent robots and machines to self-learning production systems. **Robotics** Cobots/collaborative robots, industrial robots, pick&place, robot control, robot programming **IoT/digitalisation** Industry 4.0, machine learning/artificial intelligence, data analytics, simulation, digital twin **Handling/assembly** Grippers, handling systems, clamping technology, assembly automation, joining technology, positioning systems, material feeding, machine interlinking **Sensors/vision** Sensors, cameras, 3D vision, image processing software, robot vision, bin picking, inspection and measurement systems **Automation** Control systems (PLC/motion control), safety, connectivity, connection technology, energy supply systems	**Humanoids** Towards intelligent robotics with AI, vision and sensor technology **Intelligent robotics** Industrial robots and cobots in real-world applications **Digital transformation** Physical AI for the smart, self-learning factory **Web session: “Flexible robotics”** on 07.04.2027	**HANNOVER MESSE** Hanover, 05.04.-08.04. **all about automation** Wetzlar, 21.04.-22.04. **all about automation** Heilbronn, 12.05.-13.05.

PRINT

EDITORIAL SCHEDULE 2027

ISSUE	TECHNOLOGY	SPECIAL ISSUES	TRADE FAIRS & EVENTS
3/2027 **Publication date:** 01.06.2027 **Advertising deadline:** 03.05.2027 **Editorial deadline:** 26.04.2027	**Robotics** Industrial robots, articulated robots, delta robots, SCARA robots, cobots, low-cost robotics, service robotics, mobile robotics, robot programming **IoT/digitalisation** Physical AI, Embodied AI, data acquisition **Handling/assembly** Grippers, handling systems, assembly automation, positioning systems, material feeding, machine interlinking **Intralogistics** Transport systems, conveyor technology, storage systems, picking, mobile transport robots (AGVs/AMRs) **Sensors/vision** Sensors, cameras, vision sensors, 3D vision, image processing software, robot vision, bin picking	**automatica special** Highlights and trends: Physical AI, humanoid robotics & more **Next Generation RobotX** Technologies shaping the future of robotics **New applications** Service robots and cobots expand into new areas of application **Cross-media advertorials** automatica highlights **Web session: „Next generation RobotX“** on 02.06.2027	**all about automation** Hamburg, 01.06.-02.06. **automatica** Munich, 22.06.-25.06. automatica **Battery Show** Stuttgart, 22.06.-24.06.
4/2027 **Publication date:** 08.09.2027 **Advertising deadline:** 16.08.2027 **Editorial deadline:** 09.08.2027	**Robotics** Industrial robots, articulated robots, delta robots, SCARA robots, palletising robots, cobots, robot control **IoT/digitalisation** Industry 4.0, artificial intelligence, data analytics, simulation, digital twin, virtual commissioning, data acquisition **Handling/assembly** Grippers, handling systems, clamping technology, positioning systems, material feeding, workpiece carrier transport **Intralogistics** Transport systems, conveyor technology, storage systems, picking, mobile transport robots (AGVs/AMRs) **Automation** Control systems (PLC/motion control), safety, connectivity, energy supply systems, drive technology	**Machine automation** Smart robot cells for machine loading and more. **Packaging automation** Robots for picking, packing and palletising **Connectivity** Robotics, machines and software working together	**all about automation** Chemnitz, 15.09.-16.09. **FACHPACK** Nuremberg, 21.09.-23.09. **EMO** Milan (Italy), 04.10.-08.10.

PRINT

EDITORIAL SCHEDULE 2027

Automations praxis

ISSUE	TECHNOLOGY	SPECIAL ISSUES	TRADE FAIRS & EVENTS
5/2027 **Publication date:** 06.10.2027 **Advertising deadline:** 13.09.2027 **Editorial deadline:** 06.09.2027	**Robotics** Industrial robots, linear robots, welding robots, cobots/collaborative robots, pick&place, mobile robotics, robot control, robot programming **Handling/assembly** Grippers, handling systems, clamping technology, assembly automation, joining technology, positioning systems, material feeding, workpiece carrier transport **Intralogistics** Transport systems, conveyor technology, order picking, labelling, marking and ident systems, mobile transport robots (AGVs/AMRs) **Automation** Control systems (PLC/motion control), safety, connectivity, energy supply systems, drive technology, machine elements	**Plastics processing** Robotics and automation in injection moulding **Welding automation** Robots and cobots for welding, adhesive bonding and joining **Mobile robotics** Flexible material flow with AGVs and AMRs	**Logistics & Mobile Robotics Summit** Düsseldorf, 06.10.-07.10. **Fakuma** Friedrichshafen, 11.10.-15.10. **all about automation** Düsseldorf, 13.10.-14.10. **Blechexpo** Stuttgart, 26.10.-29.10.
6/2027 **Publication date:** 10.11.2027 **Advertising deadline:** 15.10.2027 **Editorial deadline:** 08.10.2027	**Robotics** Industrial robots, cobots/collaborative robots, service robots, mobile robotics, robot control, robot programming **IoT/digitalisation** Physical AI, Embodied AI **Sensors/vision** Sensors, cameras, vision sensors, 3D vision, image processing software, robot vision, bin picking **Automation** Control systems (PLC/motion control), safety, connectivity, industrial communication, cable and connector technology, energy supply systems/chains, drive technology, machine elements	**Humanoid Technologies** Efficient drives, precision components, smart sensor technology and intelligent control systems **Safe robotics** Sensors, vision and safety for human–robot collaboration (HRC) **Smart production** Intelligent automation for the adaptive factory **Web session: “Intelligent robotics”** on 17.11.2027	**SPS** Nuremberg, 23.11.-25.11.

PRINT

RATE CARD 2027

ADS: TECHNICAL DATA

YOUR QUICK LINK TO US
Phone
+49 711 7594-554
Email
media.industrie@konradin.de



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

POSITION: Rate for guaranteed position (from 1/3 page), 10% surcharge

COLOUR: Print colours (CMYK) in accordance with ISO 2846-1

FORMATS: from page 12 onwards

AGENCY COMMISSION:
15% on print media, 10% on digital media

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

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

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YOUR CONTACT

ADVICE, BOOKING:

→ CONTACTS
page 36

ORDER CONFIRMATIONS, INVOICES, RECEIPTS, DATA DELIVERY AND TECHNICAL DETAILS:



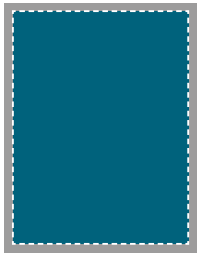
Order management
STEFANIE TEICHMANN
+49 711 7594-323
stefanie.teichmann@konradin.de

→ Details at: media.industrie.de
→ SEE NEXT PAGE FOR FORMATS

(Rates valid as of 01.10.2026, in €, plus VAT)

ADS: STANDARD FORMATS

1/1 PAGE

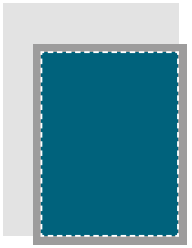


TRIM SIZE
210 x 297 mm

TYPE AREA
188 x 270 mm

TRIM SIZE	TYPE AREA
6,220.00	5,980.00

JUNIOR PAGE



TRIM SIZE
151 x 205 mm

TYPE AREA
140 x 190 mm

TRIM SIZE	TYPE AREA
5,360.00	5,150.00

1/2 PAGE

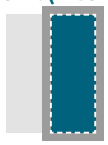
LAND. (4-COL.)



TRIM SIZE
210 x 150 mm

TYPE AREA
188 x 133 mm

PORT. (1-COL.)



TRIM SIZE
103 x 297 mm

TYPE AREA
92 x 270 mm

TRIM SIZE	TYPE AREA
4,790.00	4,610.00

1/3 PAGE

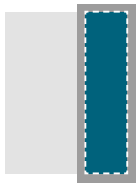
LAND. (4-COL.)



TRIM SIZE
210 x 105 mm

TYPE AREA
188 x 88 mm

PORT. (1-COL.)



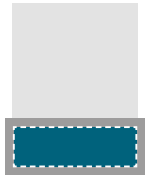
TRIM SIZE
71 x 297 mm

TYPE AREA
60 x 270 mm

TRIM SIZE	TYPE AREA
4,030.00	3,860.00

1/4 PAGE

LAND. (4-COL.)



TRIM SIZE
210 x 82 mm

TYPE AREA
188 x 65 mm

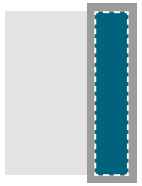
LAND. (2-COL.)



TRIM SIZE
103 x 150 mm

TYPE AREA
92 x 133 mm

PORT. (1-COL.)



TRIM SIZE
55 x 297 mm

TYPE AREA
44 x 270 mm

TRIM SIZE	TYPE AREA
2,810.00	2,680.00

1/8 PAGE

LAND. (4-COL.)



TYPE AREA
188 x 32 mm

LAND. (2-COL.)



TYPE AREA
92 x 65 mm

PORT. (1-COL.)



TYPE AREA
44 x 133 mm

TYPE AREA
1,590.00

Ad size

Trim size

3 mm bleed

Formats: width x height in mm
Bleed: add 3 mm on all sides

up to 4 colours

FREQUENCY DISCOUNTS

5% from 3 placements

10% from 6 placements

→ SPECIAL FORMATS AND AD SPECIALS

(Rates valid as of 01.10.2026, in €, plus VAT)

SPECIAL FORMATS AND POSITIONS

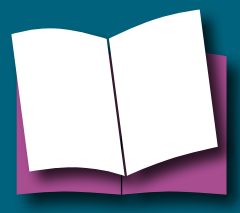
FORMATS	SPECIFICATIONS	TRIM SIZE	TYPE AREA	RATE (up to 4c)
2nd, 3rd or 4th COVER PAGE trim size		210 x 297		**7,010.00**
1/3 PAGE NEXT TO EDITORIAL trim size type area		71 x 297	60 x 270	**4,150.00** **3,980.00**
1/2 PAGE NEXT TO TABLE OF CONTENTS trim size type area		103 x 297	92 x 270	**5,080.00** **4,900.00**
TEXT BOX AD 1/4 page horizontal, 4c	3 placements 6 placements Consisting of text, image, logo, company address incl. preparation of printing material	188 x 65		**3,300.00** **5,940.00**
ADVERTORIAL	Regular ad rates (from 1/2, 1/1 and 2/1 page), see page 12 for rate table, 4c, production at Konradin, layout adapted to Automationspraxis			**from 4,610.00**
COVER PAGE	Booking subject to editorial approval and includes cover page and cover story.			**8,160.00**
SPECIAL SECTION COVER	Is designed by the editorial team and introduces a trade fair section or a special section. Your image on the special section cover is complemented by a specialist article of up to two pages (see p. 15).			**5,670.00**
				BASIC RATE per year
CLASSIFIED ADS	PREMIUM COMPANY PROFILE (online) BUSINESS CARD (print) *more on page 28* COMPANY PROFILE + BUSINESS CARD COMBO		60 x 82	**2,050.00** **1,320.00** **3,100.00**

up to 4 colours

Formats: width x height in mm
Trim size: add 3 mm to each side

(Rates valid as of 01.10.2026, in €, plus VAT)

AD SPECIALS

	SPECIFICATIONS	RATES
LOOSE INSERT up to 25 g 	With reference to insert in magazine. Partial allocation by first digit of postcode is possible.	**290.00** per thsd. Partial inserts on request
TIP-ON/POSTCARD/POST-ITS 	Postcard, Automatic gluing Minimum size of carrier ad: 1/1 page Post-its, booklets, product samples and other glued-on advertising materials, manual gluing	**75.00** per thsd. **55.00** per thsd.* plus carrier ad upon request
BOUND INSERT 	**1 leaf = 2 pages** 135–180 gsm **2 leaf = 4 pages** 80–180 gsm	**5,595.00** **9,910.00**

	SPECIFICATIONS	RATES
DOUBLE GATEFOLD BOUND INSERT 	Bound insert opening towards the centre of the magazine.	**16,850.00**
GATEFOLDER 	Fold-out inside cover (gatefold)	**13,060.00**

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

(Rates valid as of 01.10.2026, in €, plus VAT)

SPECIAL SECTIONS

EYE-CATCHING COVERS FOR SPECIAL TOPICS!

In the theme issues and special sections, Automationspraxis readers receive detailed background information, analyses and trends on a specific topic area. Your image introduces a special section.

SERVICES

- Special section cover image
- Descriptive text on cover image
- Additional article on special section cover image on one of the following pages



YOUR PRODUCT ON THE SPECIAL SECTION COVER PAGE

Special section cover image + technical feature **5,670.00**

(Rates valid as of 01.10.2026, in €, plus VAT)

ISSUES

1/2027
PD: 24.02. | AD: 04.01. | DD: 18.01.
Logimat; logistics automation

2/2027
PD: 01.04. | AD: 05.02. | DD: 19.02.
Hannover Messe; digital transformation

3/2027
PD: 01.06. | AD: 05.04. | DD: 19.04.
automatica; Next Generation RobotX

4/2027
PD: 08.09. | AD: 19.07. | DD: 02.08.
EMO; machine automation

5/2027
PD: 06.10. | AD: 16.08. | DD: 30.08.
Welding automation; mobile robotics

6/2027
PD: 10.11. | AD: 17.09. | DD: 01.10.
SPS; smart production

SPECIAL SECTIONS IN ADDITIONAL ISSUES AND AT TRADE FAIRS?

GET IN TOUCH
→ MEDIA SALES CONTACT

PD = publication date, AD = advertising deadline, DD = data delivery

→ GUIDELINES FOR SPECIAL SECTIONS

PRINT

AUTOMATION HIGHLIGHTS

GET YOUR INNOVATIONS NOTICED!

Your advertorial reaches your audience across multiple touchpoints – in our magazine, e-paper and on our high-traffic online portal. Online, it is featured prominently in the “Automation Highlights” section.

To maximise visibility, we also promote your advertorial in our editorial newsletter. This gives your content additional reach across channels and ensures greater impact with your target audience.

CROSS-MEDIA OFFER



ADVERTORIAL PRINT

+ ONLINE ADVERTORIAL ON THE WEBSITE

+ TEASER IN NEWSLETTER

→ Continue

€

CROSS-MEDIA ADVERTORIAL

1/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter

4,520.00

2/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter

6,880.00

(Rates valid as of 01.10.2026, in €, plus VAT)

EXCLUSIVE BENEFITS

- Publication of your advertorial in an issue of Automationspraxis of your choice
- Publication of your advertorial in the “Automation Highlights” section of our online portal
- Active promotion of your advertorial in an Automationspraxis newsletter



PRINT ADVERTORIAL 1/1



PRINT ADVERTORIAL 2/1

PRINT

AUTOMATION HIGHLIGHTS

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

AUTOMATION IN THE SPOTLIGHT

AUTOMATION IN THE SPOTLIGHT – DOUBLE-PAGE IMAGE PROMOTION

A large-format visual feature across a double-page spread. A striking image brings technological expertise, innovation or industrial applications to life. The accompanying text provides background information and explains the application and benefits. Your company is clearly identified and positioned as an expert solutions provider.

BENEFITS FOR ADVERTISERS

Maximum attention:
A large-format double-page spread with strong visual impact & powerful images.

Brand impact through storytelling:
Striking images make complex technologies easy to understand – position your company as an innovator rather than using conventional product advertising.

High reader approval:
Visually compelling content attracts more attention and is more memorable.

Showcase your technology leadership: Strengthens your positioning as an industry innovator within a high-quality editorial environment.

Long-lasting impact: Powerful imagery stays in readers' minds.



AUTOMATION THAT INSPIRES

Ideal for companies looking to strengthen their brand, showcase their technological expertise and present innovations in a high-quality editorial environment.

DOUBLE-PAGE IMAGE PROMOTION

Double-page image + text	**4,500.00**

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de


SEO
DEVELOPMENT
PROMOTION
DIGITAL
MARKETING
STRATEGY
AD
ADVERTISING
BRAND
SOCIAL MEDIA
TARGET
ANALYSIS

DIGITAL

THE PORTAL FOR ROBOTICS AND FACTORY AUTOMATION

automationspraxis.de offers competent, subject-specific information for all specialists and managers working in the field of robotics and automation. The website is clearly structured and extremely user-friendly. We are constantly improving our visibility on Google through ongoing search engine optimisation.



YOUR BENEFITS OF BANNER ADVERTISING

- Increased brand awareness
- Support throughout complex decision-making processes
- Placement in a trusted editorial environment
- Measurable performance and optimisation
- Support for lead generation
- A valuable addition to your marketing mix

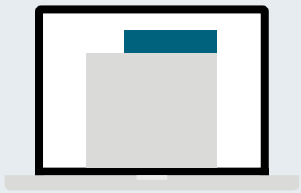
DIGITAL

AUTOMATIONSPRAXIS.DE

→ ADVERTISING FORMATS AND RATES

ADVERTISING FORMATS & RATES

LEADERBOARD



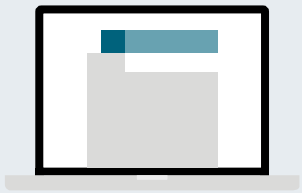
Size: 728 x 90 pixels



300 x 50 pixels

630.00

LARGE LEADERBOARD
EXPANDABLE LEADERBOARD



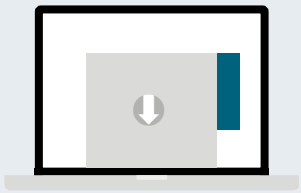
Size: 970 x 90 pixels or
728 x 90 + 728 x 300 pixels



300 x 50 pixels

650.00

(STICKY) SKYSCRAPER
(STICKY) WIDE SKYSCRAPER



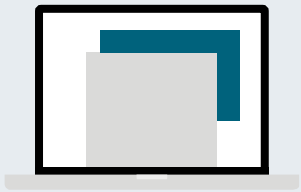
Size: 120 x 600 pixels
160 x 600 pixels



300 x 50 pixels

630.00

HOCKEYSTICK / WALLPAPER



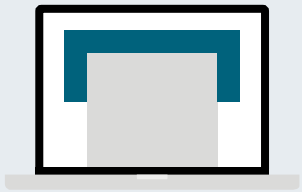
Size: 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels



300 x 75 pixels

1,240.00

FRAME AD



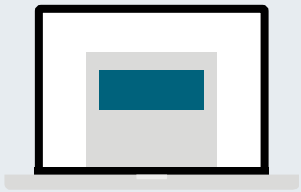
Size: 160 x 600 and
1,125 x 90 and 160 x 600 pixels



300 x 75 pixels

1,460.00

BILLBOARD



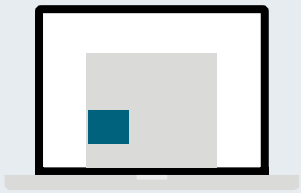
Size: 970 x 250 pixels



300 x 75 pixels

760.00

MEDIUM RECTANGLE / VIDEO AD



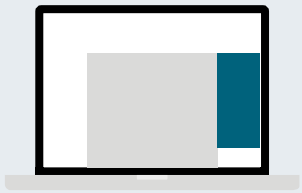
Size: 300 x 250 pixels



300 x 250 pixels

630.00

HALF-PAGE AD



Size: 300 x 600 pixels



300 x 600 pixels

1,340.00

ENHANCE YOUR BANNER ADVERTISING WITH ADDITIONAL AD-VERTISING FORMATS:

Sponsored Article PLUS

Highlights of Automation

(Rates valid as of 01.10.2026, in €, plus VAT)

Placement on desktop and tablet:
Size and position in pictures illustrative. Placement in rotation with a maximum of two other banners.

→ Details at: media.industrie.de

NEWSLETTER

NEWSLETTER

The newsletter provides up-to-date, competent and specialist information for all specialists and executive managers in industrial manufacturing working in the field of automation.

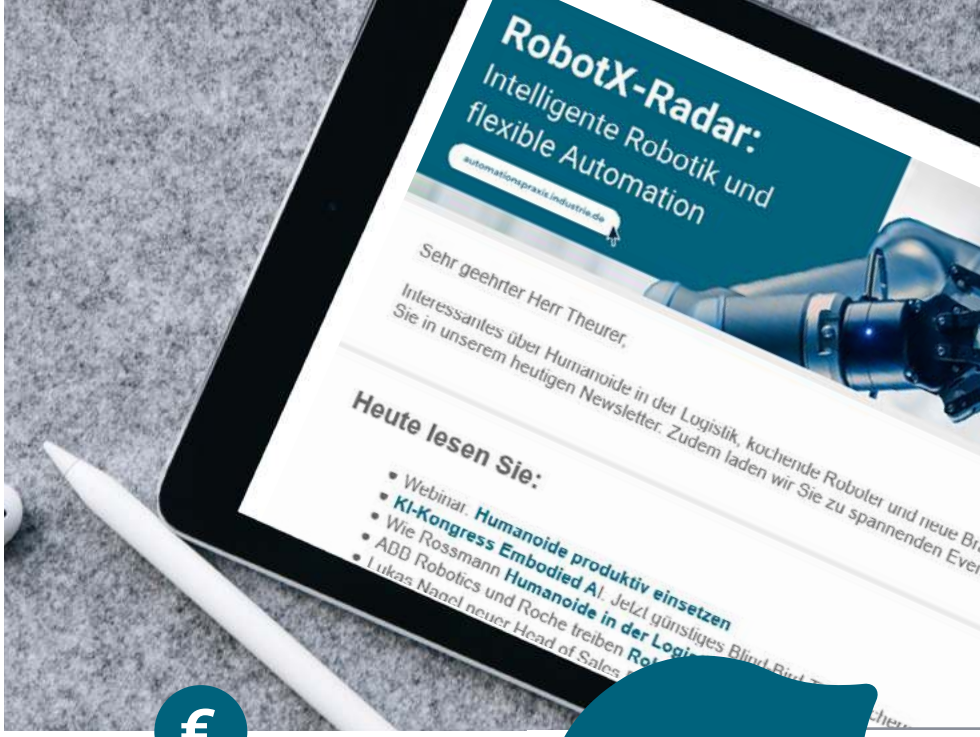
FREQUENCY:
fortnightly on Wednesdays and is also sent out more frequently during relevant industry trade fairs

DISTRIBUTION:
4,700 recipients

TARGET AUDIENCE:
Managing directors, plant managers and decision-makers in production-related management, as well as specialists looking for automation solutions for their own operations and wanting to keep up to date with industry developments.

TOPIC NEWSLETTER

Exclusive newsletter featuring editorial content on a specific focus topic. In two dedicated focus newsletters (ahead of LogiMAT and HANNOVER MESSE), we explore the key trends in mobile robots (AMRs, AGV systems and AGVs) and Physical AI.



SIGN UP FOR THE NEWSLETTER:
www.automationspraxis.de/newsletter

Ad format*/position		Size in pixels (w x h)	Rate
Leaderboard above header		728 x 90**	**1,190.00**
Text/image ad		image 200 x 150 and text 300 characters incl. spaces	**1,010.00**
Full banner		468 x 60** 590 x 100**	**1,010.00**
Medium rectangle		300 x 250	**1,010.00**
Button		192 x 192	**500.00**

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

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at: media.industrie.de

WITH YOU AS THE EXCLUSIVE PARTNER, THE STANDALONE NEWSLETTER GIVES YOUR MESSAGE MAXIMUM IMPACT. AS AN ESTABLISHED TRADE MEDIA BRAND, AUTOMATIONSPRAXIS IS A TRUSTED AND INFLUENTIAL SOURCE OF INFORMATION FOR YOUR TARGET AUDIENCE.

The standalone newsletter is sent to subscribers of the regular Automationspraxis newsletter under the Automationspraxis name and in its corporate design. You choose the topic, content and mailing date of the newsletter. We take care of everything else – from distribution to reporting.



Services and rate (minimum lead time: 2 weeks)

- Welcome text
- Contact details
- 3 - 5 individual articles incl. pictures
- Imprint

PACKAGE PRICE **4,700.00**

Agency commission: 10% on digital products (not on handling costs)

(Rates valid from 01.10.2026, in €, plus VAT)

STANDALONE NEWSLETTER

DIGITAL

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

USE OUR QUALITY CONTACT DATABASE TO REACH NEW TARGET AUDIENCES FOR YOUR COMPANY!

Select the relevant criteria for your email campaigns from our qualified contact database:

- REGION
- INDUSTRY
- COMPANY SIZE
- FUNCTION
- POSITION

We take care of every aspect of your email campaign – from distribution through to reporting. This enables you to reach interested prospects and potential customers efficiently and in a targeted manner. Repeat mailings can further increase response rates.

You decide on the content and design of your email campaign. This enables you to address your chosen target audience with precision and relevance.

YOU CAN CHOOSE BETWEEN TWO DESIGN OPTIONS FOR YOUR NEWSLETTER:

- Integration of your HTML template in accordance with our standards
- Selection from four professionally designed templates for your email campaign

GDPR-compliant



EMAIL CAMPAIGNS

DIGITAL

SERVICES AND RATES

(minimum lead time: 2 weeks)	Handling:	Per address:
Handling:	**800.00**	

1 email campaign, 1 proof for review, 1 selection, use of the existing template, distribution and reporting

Address rental:		**from 0.95**

Minimum order volume: 1,000 addresses = 950.00

Repeat email campaigns:	**110.00**	**from 0.40**

1 reminder using the same content, template and address selection

(Rates valid as of 01.10.2026, in €, plus VAT)

TIP:
Email campaigns are a highly effective tool for promoting roadshows, in-house exhibitions, open days, trade fairs, webinars, webcasts and product presentations.

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

KEYWORD-BASED NEWSLETTER

REACH YOUR TARGET GROUPS EVEN MORE EFFECTIVELY WITH OUR CUSTOMISED SOLUTIONS

Benefit from personalised campaigns for selected target audiences, precisely tailored to the needs and interests of your prospective customers.

YOU FOCUS ON CONTENT – WE MANAGE THE CAMPAIGN AND HELP YOU ACHIEVE YOUR GOALS

KEYWORD-BASED NEWSLETTER:

We target only those recipients who have demonstrated an interest in your subject area during the relevant period. This allows you to reach highly relevant contacts with a strong affinity for the subject.

ACCOUNT-BASED NEWSLETTER:

We specifically target the companies that are of particular interest to you.
These include, for example, potential new customers or selected target accounts that are not yet part of your customer base.



€

SERVICES AND RATES
(minimum lead time: 2 weeks)

	Rate per address:
Handling	**800.00**
Database selection, email template, one proof for review, distribution and reporting	
Selection and address rental based on agreed criteria	
up to 500 addresses	**5.20 each**
up to 1,000 addresses	**4.70 each**
over 1,000 addresses	**4.20 each**
Multiple email campaigns	**110.00**
per address	**from 1.80**
One reminder mailing with the same content, template and target group selection	
Agency commission: 10 % on digital products (not on handling costs)	

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:**
auftragsmanagement@konradin.de

→ **Details at:**
media.industrie.de

DIGITAL

LINKEDIN – SPONSORED POST

BOOST YOUR REACH EFFECTIVELY WITH A SPONSORED POST.

YOUR CONTENT ON OUR LINKEDIN CHANNEL!



YOUR EXPERTISE, OUR FOLLOWERS

YOUR BENEFITS

Reach the right audience
Connect with your target audience where they stay informed every day.

Thought leadership
Strengthen your expertise and brand awareness in the B2B sector.

Measurable & transparent
Track performance and engagement with clear metrics.

High credibility
Benefit from the trust our community places in us for your communication.

Your social media presence on LinkedIn: relevant, visible and effective.

Visit Automationspraxis on LinkedIn:
https://de.linkedin.com/showcase/automationspraxis/

SERVICES AND RATES

(minimum lead time: 2 weeks)

Image post with text	
max. 1,900 characters Image formats: JPG/PNG Square: 1,920 x 1,920 px Portrait: 1,080 x 1,350 px	
Video post	
max. 3 min max. 5 GB, 192 Kbit/s – 30 Mbit/s	
Rate per post	**1,580.00**

Data submission: 1 week prior to publication date

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

CONTENT MARKETING

CONTENT MARKETING BOOSTS YOUR VISIBILITY AND ATTRACTS NEW PROSPECTS TO YOUR BUSINESS.

Konradin Industrie's content marketing advertising options convey your messages to your target audience – persuasively, effectively and packed with information.

Combined with your traditional advertising, we help you sustainably strengthen and expand your position as a trusted source of expertise among your key target audiences.



YOUR BENEFITS

- Your content provides real benefits and added value to the reader/user.
- Benefit from the high credibility and professional competence of our media brands.
- Your advertising and brand message is embedded in well-researched editorial articles on websites.
- Your campaign will tap into the full potential of our target audiences.

SPONSORED ARTICLE PLUS

IN BRIEF: You provide the text and the editorial team will review and edit it as needed. We recommend that you do not include any promotional messages in the text.

PLACEMENT: Integration as article (teaser) in the editorial section of the homepage. Teaser of your sponsored article via a LinkedIn post for the duration of the campaign.

RUNNING TIME: Placement on the homepage is limited to an agreed period of time (minimum 4 weeks). After that, the sponsored article can still be found in the archive. You can start at any time.

SERVICES AND RATES

Package rate per website

SPONSORED ARTICLE PLUS	3,940.00

- 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
- plus links within the text

LinkedIn post as teaser for the sponsored article for the duration of the campaign

(Rates valid as of 01.10.2026, in €, plus VAT)

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

PRINT+ DIGITAL

COMPANY PROFILE | BUSINESS CARD

PREMIUM COMPANY PROFILE

Boost the visibility of your company and its services – with a Premium Company Profile across the Konradin Industrie network.

Showcase your company within Konradin Industrie's online network on industrie.de and 13 additional websites, including:

- Company logo and individual header image
- Links to your social media accounts
- Description of your company incl. 3 images
- 10 individual categories
- In addition up to 3 offers, videos or PDFs
- Company address and contact details, including links to your website and email address
- Your published content displayed across the Konradin Industrie network

PRESENCE ON 14 WEBSITES



BUSINESS CARD

Your print business card includes:

- 1 year visibility
- in the trade magazine of your choice
- in the relevant category*

(* Categories -> see details)

C-TEILE-MANAGEMENT

BOSSARD
Proven Productivity

Bossard Deutschland GmbH
www.schrauben-gross.de

Bossard ist ein weltweit führender Spezialist für Verbindungs-, Befestigungs- und Montagetechnik mit rund 3.000 Mitarbeitenden in 33 Ländern. Bossard Deutschland in Leinfelden-Echterdingen versorgt Industriekunden mit maßgeschneiderten Kanban-Dienstleistungen, Verbindungselementen, Werkzeugen und Sonderanfertigungen. Im Mittelpunkt stehen Qualität, Innovation und langjähriges Know-how. Mit der schnellen Verfügbarkeit von 107.000 Artikeln und maßgeschneidertem C-Teile-Management reduzieren wir Ihre Beschaffungskosten um bis zu 70 %.



SPECIAL PACKAGE RATE

COMPANY PROFILE & BUSINESS CARD PACKAGE

€

PREMIUM COMPANY PROFILE	ONLINE RATE	PRINT + ONLINE COMBINATION
Basic rate for 1 year	2,050.00	3,100.00

Start possible anytime

Agency commission: 10% on digital products

PRINT BUSINESS CARD IN THE TRADE MAGAZINE	FREQUENCY	PRINT RATE	PRINT + ONLINE COMBINATION
Automationspraxis	1x per quarter (4 issues)	1,350.00	3,100.00

Entry possible with any issue

(Rates valid as of 01.10.2026, in €, plus VAT)

→ Details at: media.industrie.de

→ SEND DATA TO: auftragsmanagement@konradin.de

WHITE PAPER



PAY-PER-LEAD

CONCEPT AND BENEFITS

- You provide a white paper relevant to your target audience, which is published exclusively by Konradin.
- Together, we define the desired number of qualified leads within your target audience. Based on your white-paper package, we then generate the agreed number of qualified, GDPR-compliant leads.

NEED HELP CREATING YOUR WHITE PAPER?

Have your white paper created by one of our specialist editors, with an optional English-language version

→ MEDIA SALES CONTACTS

€

SERVICES AND RATES

	Rate from
WHITE PAPER – PAY-PER-LEAD	**5,200.00**

- Target-group-compliant selection from our database
- Targeted email campaign to generate your guaranteed GDPR-compliant leads*
- Additional promotion across our digital channels

FURTHER OPTIONS: on request

* MQL = Marketing Qualified Leads

(Rates valid as of 01.10.2026, in €, plus VAT)

... OR REQUEST YOUR PERSONALISED QUOTE:

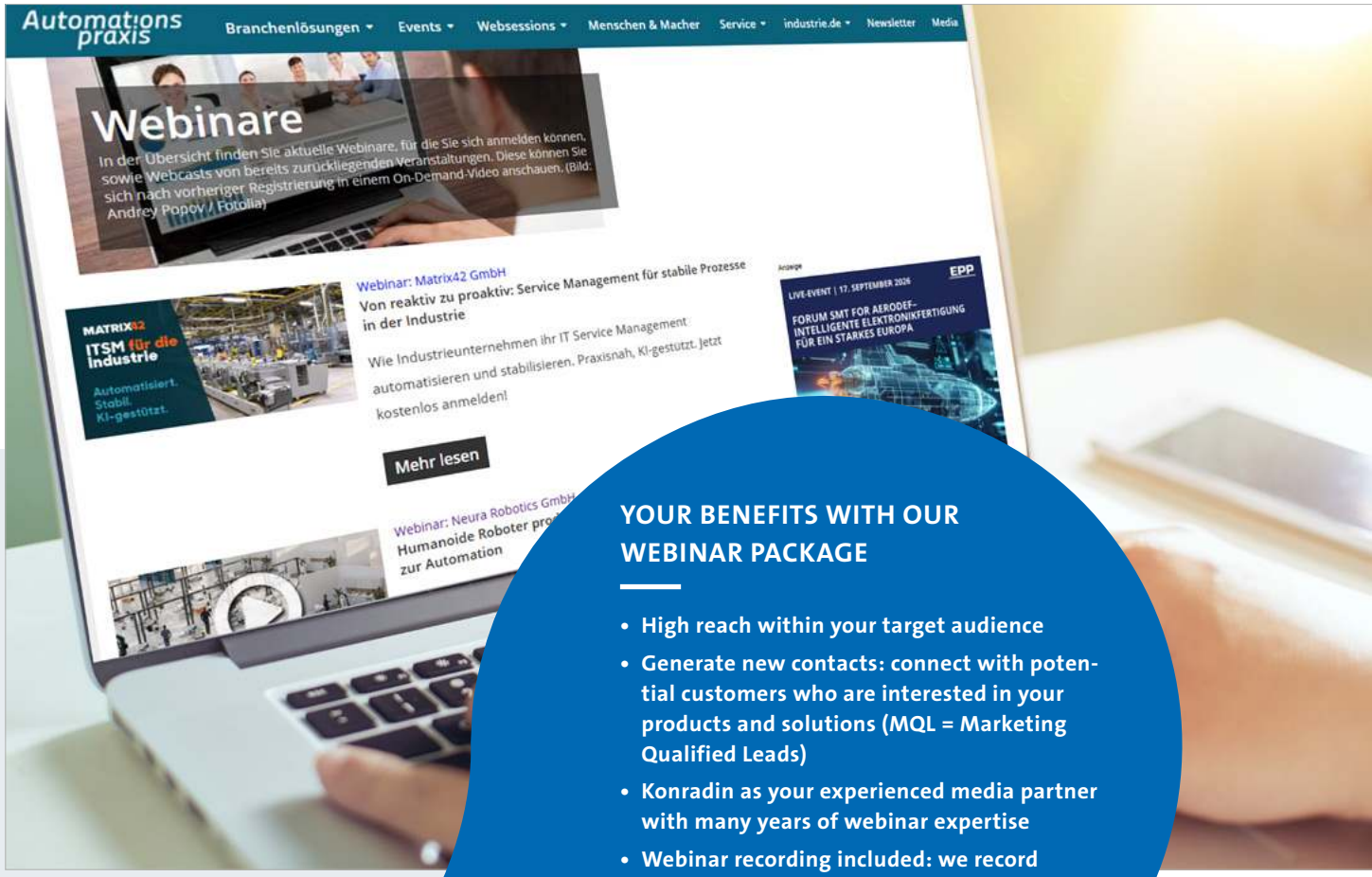
→ MEDIA SALES CONTACTS

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

WEBINAR

SHARE EXPERT KNOWLEDGE, COMMUNICATE BENEFITS, GENERATE LEADS



SERVICES AND RATES

(minimum lead time: 6 weeks)	Package rate
Webinar	**7,850.00**

- Precise selection of the target audience from our database
- Invitation email, reminder email, appointment reminder and follow-up communication
- Extensive promotion of the webinar across our channels
- Online webinar room
- Live broadcast (approx. 60 minutes)
- Professional moderation and the option to include up to two speakers from your company
- Provision of GDPR-compliant registration leads after the webinar
- Detailed reporting
- Provision as an on-demand webcast on our websites after the live event

OPTIONAL – by arrangement:

- Technical check before the live event
- Integration of a video as well as up to three polls during the live broadcast

Agency commission: 10% on digital products

YOUR BENEFITS WITH OUR WEBINAR PACKAGE

- **High reach within your target audience**
- **Generate new contacts: connect with potential customers who are interested in your products and solutions (MQL = Marketing Qualified Leads)**
- **Konradin as your experienced media partner with many years of webinar expertise**
- **Webinar recording included: we record your webinar and put it online as an on-demand webcast on our websites – for additional reach and further lead generation**

OPTIONS AT EXTRA CHARGE:

	per lead
Leads (after live webinar)	**from 70.00**

Recording of your presentation	**+500.00**

(This covers all usage rights and compensates the publisher for any addresses not received.)

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:**
media.industrie@konradin.de

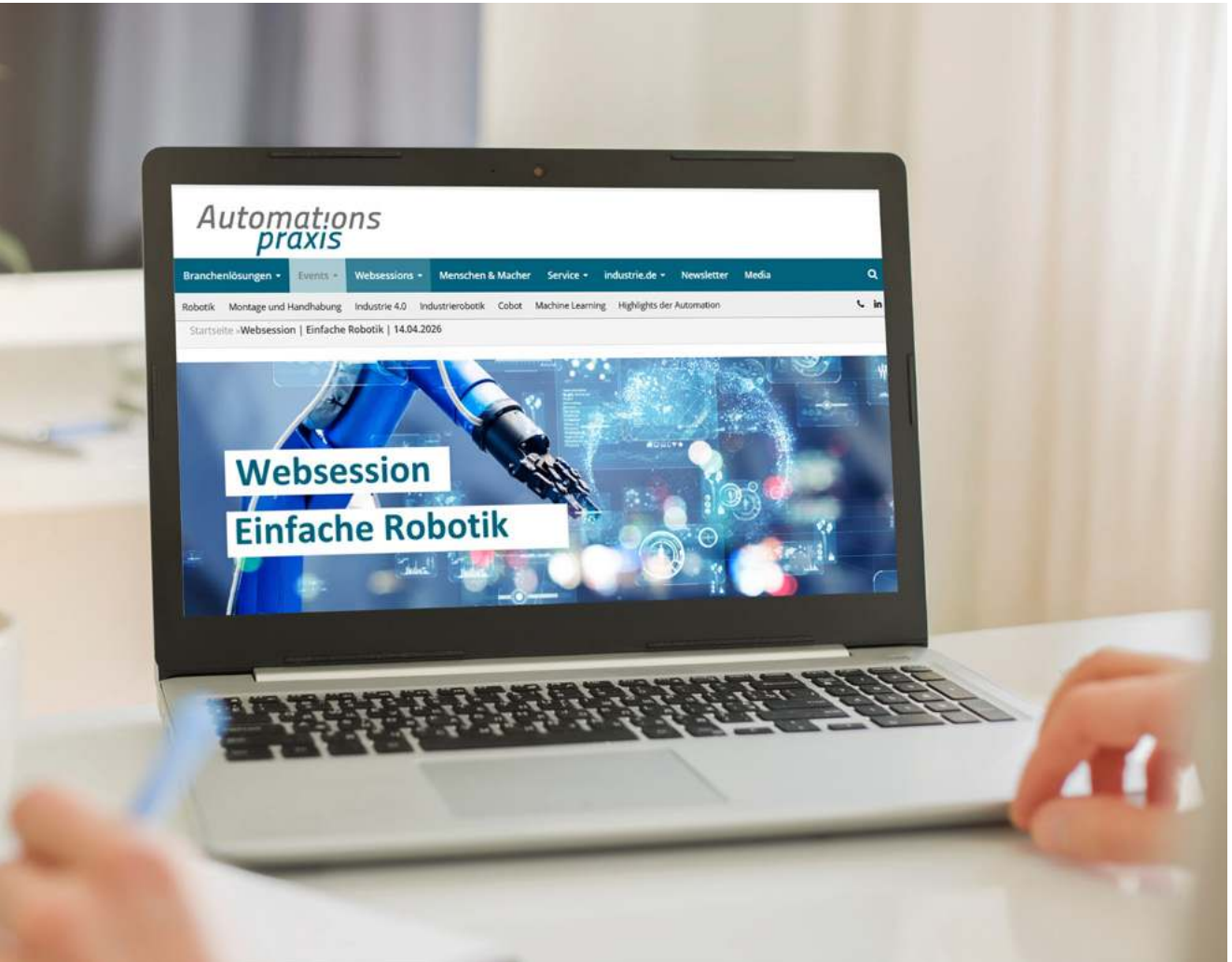
→ **Details at:**
media.industrie.de

WEB SESSIONS

USE OUR WEB SESSIONS TO PRESENT YOUR PRODUCTS AND SOLUTIONS TO A RELEVANT PROFESSIONAL AUDIENCE. INCREASE YOUR VISIBILITY WITHIN THE INDUSTRY AND GENERATE QUALIFIED LEADS FOR YOUR BUSINESS.

LOOKING FOR DIFFERENT TOPICS?

Get in touch
→ MEDIA SALES CONTACTS



Flexible robotics

Date: 07.04.2027 | **Registration deadline: 20.02.2027**
Topics: Cost-effective, simple and flexible robotics and cobot solutions, mobile robots (AMRs/AGVs), plug-and-play concepts, easy operation and programming, human-robot collaboration, marketplaces, low-cost automation

Next Generation RobotX

Date: 02.06.2027 | **Registration deadline: 07.04.2027**
Topics: AI-based robotics, autonomous robots, Physical AI / Embodied AI, humanoid robots, mobile robots, mobile cobots, vision and sensors, intelligent grippers, simulation and data

Intelligent robotics

Date: 17.11.2027 | **Registration deadline: 22.09.2027**
Topics: Intelligent robots and cobots, mobile robots, software and AI, vision and sensors, intelligent grippers, smart cells, modular systems, ecosystems, simulation

→ MORE ON BENEFITS AND PRICING

POSITION YOUR COMPANY AS A LEADING SOLUTIONS PROVIDER



YOUR BENEFITS

Qualified lead generation
You receive the contact details of participants who registered for the web session, together with comprehensive reporting. This enables you to identify potential new customers in a targeted and efficient way.

Wide reach
Reach your target audience throughout Germany and beyond. Benefit from the reach and established network of Konradin Industrie.

Long-lasting impact
We take care of the technology and project management. The on-demand webcast continues to generate additional reach and leads even after the live event.

Maximum visibility
Promotion before, during and after the web session increases your presence across the Konradin Industrie network and generates additional attention for your topics.

Services and rate (minimum lead time: 6 weeks)

- Presentation by each partner including Q&A (20 minutes)
- Introduction to topic and speaker by the editors of Automationspraxis
- Organisation and execution of the web session incl. promotion and recruitment of participants
- GDPR-compliant registration leads after the web session

PACKAGE RATE	**3,260.00**

Options at extra charge:

Leads (after live web session)	from 70.00
Optional: Additional 1/1-page print advertorial	+ 2,000.00
Optional: Additional 2/1-page print advertorial	+ 3,300.00
Optional: plus recording of your individual presentation at your disposal (This covers all usage rights and compensates the publisher for any potential loss of leads.)	+ 500.00

(Rates valid as of 01.10.2026, in €, plus VAT)

DIGITAL

WEB SESSIONS

→ SEND DATA TO: media.industrie@konradin.de

→ Details at: media.industrie.de

EVENTS

KONRADIN EVENTS

Konradin EVENTS

PROFESSIONAL, SUCCESSFUL, ESTABLISHED INDUSTRY EVENTS ORGANISED BY THE KONRADIN MEDIA GROUP

SUCCESSFUL B2B EVENTS – FROM CONCEPT TO EXECUTION

The Konradin Media Group organises high-quality B2B events for the industrial and technical sectors – from strategic planning through to professional execution.

Our strengths: in-depth industry expertise, established networks and the reach of our media brands. Complementing our editorial coverage, we create valuable opportunities for your target audience to connect and engage.

Are you planning an event and looking for an experienced partner with strong industry connections? Get in touch – we look forward to hearing from you.

- **INNOVATION FORUMS:** Spotlight on new solutions.
- **EXPERT FORUMS:** Focused exchange along the entire process chain.
- **EVENT SUPPORT:** Support from promotion through to organisation.
- **PARTNERSHIPS WITH INDUSTRY TRADE FAIRS:** Maximise your trade fair impact.

REQUEST YOUR PERSONALISED QUOTE:

→ MEDIA SALES CONTACTS

→ Details at: media.industrie.de

AUTOMATIONSPRAXIS

YOUR PREMIUM PARTNER FOR EVENTS

Automationspraxis
EVENTS

Competent, successful, established

Specialist events organised by Automationspraxis

AUTOMATIONSPRAXIS IS YOUR PREMIUM PARTNER WHEN IT COMES TO PLANNING AND CONDUCTING EVENTS.

For over 15 years, the Automationspraxis team has been organising specialist events that inspire our partners and visitors alike. In doing so, we rely upon our extensive knowledge of the industry, a close network and a wide range of modern media services.

We are your partner for expert forums, in-house exhibitions, theme parks/ joint stands and forums at trade fairs. Digital events (webinars and web sessions) and hybrid events are also part of our portfolio.

We can also develop individual event formats together with you!

DO NOT HESITATE TO CONTACT US, WE LOOK FORWARD TO YOUR ENQUIRY:

→ MEDIA SALES CONTACTS

GET READY FOR THE FOLLOWING 2027 HIGHLIGHTS:

AUTOMATICA FORUM
22.06.-25.06.2027



Images: Automationspraxis Events

→ **SEND DATE TO:**
media.industrie@konradin.de

→ **Details at:**
media.industrie.de

→ **EVENT ARCHIVE:**
automationspraxis.de

THE PORTAL FOR BATTERY TECHNOLOGY

batterie-produktion.de
is offering in-depth insights into **battery development, production and recycling.** The focus is on a comprehensive technical analysis of these areas, both for electromobility and for energy storage in companies.

With batterie-produktion.de, you reach decision-makers and industry professionals across the entire value chain – from development and production to integration and recycling, as well as manufacturers, system integrators and industrial users.

DIRECT ACCESS TO INDUSTRY DECISION-MAKERS

REACH YOUR TARGET AUDIENCE

- **'Batterie-Insights' newsletter:** Your message straight into your customers' inboxes.
- **Web sessions:** Present your solutions at exclusive digital events and generate valuable leads.
- **batterie-produktion.de:** Reach decision-makers with attractive advertising formats



DIGITAL

BATTERIE-PRODUKTION.DE

→ Details at: media.industrie.de

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konradin Industrie

360° B2B COMMUNICATIONS

INTEGRATED B2B DIRECT MARKETING SOLUTIONS FROM A SINGLE SOURCE

As an established trade media publisher and specialist in lead generation services, we have one clear goal: to create the right, tailored solution for every challenge.

Whether content marketing, print and online campaigns or live communication – with our customised B2B direct marketing solutions, we generate valuable new leads for you and continuously strengthen your market presence.



THE NETWORK OF EXPERTISE FOR INDUSTRY

17 MEDIA BRANDS – COVERING ALL KEY INDUSTRIAL SECTORS

additive Die Plattform für additive Fertigung
Automations praxis
batterie-produktion.de
Beschaffung aktuell
cav
dei
EPP
EPP EUROPE
Industrie anzeiger
Industrie.de
KEM Konstruktion Automation
mav Innovation in der spanenden Fertigung
medizin&technik
phpro
QUALITY ENGINEERING
Sicherheits-beauftragter
Sicherheits-ingenieur

ENQUIRE NOW

→ media.industrie.de