Industrie anzeiger

MEDIA KIT 2027

PRINT

DIGITAL

CONTENT MARKETING

LEADS

EVENTS



konradin Industrie

ARTIFICIAL INTELLIGENCE AND DIGITALISATION ARE TRANSFORMING INDUSTRIAL PRODUCTION IN THE LONG TERM.

Industrieanzeiger explores the opportunities and challenges this transformation creates, particularly for SMEs. Our focus is on the topics driving industry forward: AI, automation, robotics, smart manufacturing, cybersecurity, sustainability and new business models. With hands-on, practical content across all channels – print, online, live and virtual – we support decision-makers in actively shaping technological change.





TARGET AUDIENCE

- Senior manufacturing decision-makers in German-speaking markets
- companies strongly rooted in the SME sector
- Owners, managing directors and technical directors

ALEXANDER GÖLZ
EDITOR-IN-CHIEF

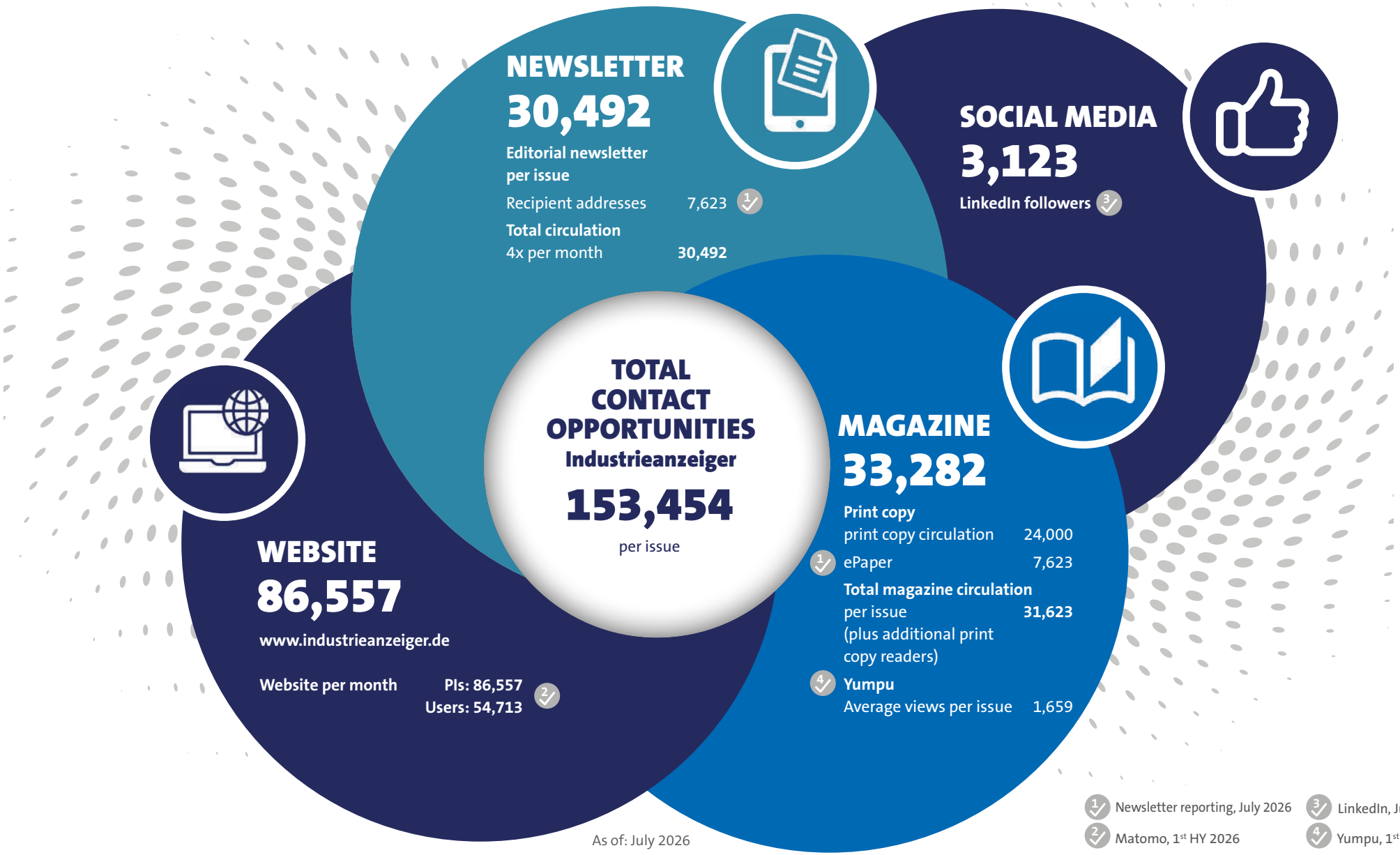
"AI in production is no longer a vision of the future – it is already here. Industrieanzeiger shows, in a practical and accessible way, how artificial intelligence, digitalisation, sustainability and new business models are fundamentally reshaping industry – and what this means for companies in real terms. On batterieproduktion.de, we also cover one of the defining topics of the years ahead: battery production from A to Z."



MEDIA BRAND

Industrie anzeiger

CIRCULATION



As of: July 2026

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

CONTENT

PRINT

Circulation 03
Readership analysis 06
IA in the advertising market 07
Subject overview 08
Editorial schedule 11
Rate card 26
Ad specials 29
Special sections 30
Image promotion 33
Business cards 44

DIGITAL

Website 35
Newsletter 37
Standalone newsletter 38
Address rental – e-mail campaigns 39
Address rental – account/ keyword-based newsl. 40
NEW: LinkedIn newsletter 41
Sponsored posts on LinkedIn 42
Company profile 44
industrie.de 50
additive.industrie.de 51
batterie-produktion.de 52

CONTENT MARKETING

Industry highlights 31
Sponsored article PLUS 43

LEADS

White paper 45
Webinars 46
Web sessions 47

EVENTS

Live events & industry events 49

CAMPAIGNS TAILORED TO YOUR NEEDS:
We combine print, digital podcast 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 53
Editorial contacts 54

PRINT





Frequency: 14 issues per year

Format: DIN A4

Year: 149th year 2027

Official publication: Wirtschaftsverband Stahl- und Metallverarbeitung e.V. (WSM), Hagen, Düsseldorf

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
C.13-14	Production of textiles and clothing	1.8	569
C.20	Production of chemical products	4.4	1,391
C.22	Production of rubber and plastic goods	4.6	1,455
C.23	Production of glass and glassware, ceramics, prod. of non-metallic mineral products	1.2	379
C.24	Metal production and machining	4.4	1,391
C.25	Production of metal products	25.0	7,906
C.26	Production of data-processing equipment, electrical and optical products	9.9	3,131
C.27	Production of electrical equipment	7.1	2,245
C.28	Mechanical engineering	28.6	9,044
C.29	Production of motor vehicles and components	4.7	1,486
C.30	Other vehicle manufacturing	1.5	474
G.46	Wholesale	6.8	2,150
		100.0	31,623

1.2 **Company size:**	Contact opportunities Magazine %	Readers
1 – 49 employees	41.4	13,092
50 – 99 employees	18.8	5,945
100 – 199 employees	18.4	5,819
200 – 499 employees	13.9	4,396
500 – 999 employees	3.7	1,170
1,000 and more employees	3.8	1,202
	100.0	31,623

1.3 **Position in company**	%	Readers
Corporate management	31.8	10,056
1st management level (director)	6.2	1,961
2nd management level (supervisor)	20.8	6,578
Employees, skilled workers, specialists	41.2	13,029
	100.0	31,623

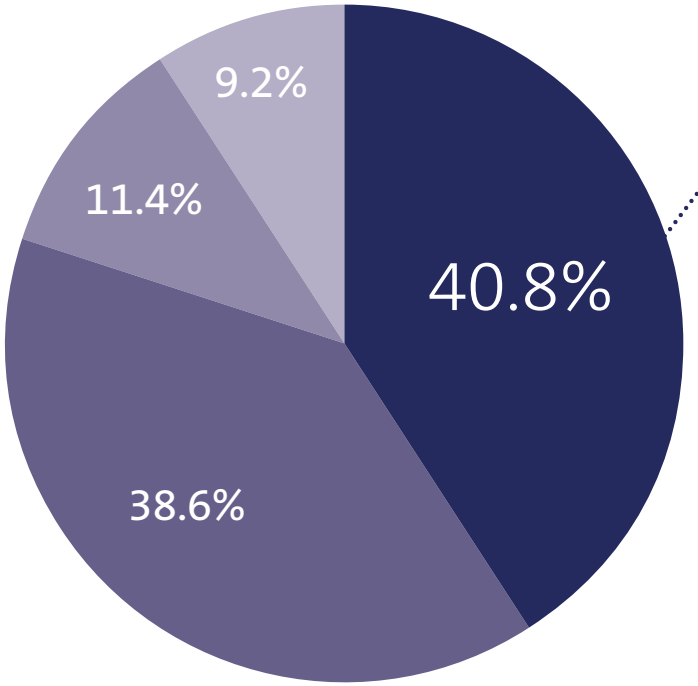
1.4 **Job function**	%	Readers
Corporate management	30.8	9,740
Research & development	10.7	3,384
Design engineering, engineering	9.3	2,941
Project planning, planning	8.4	2,656
Production, manufacturing, assembly	8.4	2,656
Quality management, quality assurance	6.9	2,182
Purchasing, logistics, materials management	5.7	1,803
Corporate IT	12.2	3,858
Marketing & sales/product manager	7.6	2,403
	100.0	31,623

Industrie anzeiger

INDUSTRIEANZEIGER

IN THE ADVERTISING MARKET

ADVERTISERS TRUST INDUSTRIE-ANZEIGER



Industrieanzeiger

...is the No. 1 in the market in terms of advertising volume*



Trade magazines

- Industrieanzeiger
- MM MaschinenMarkt
- INDUSTRIAL Production
- Produktion

Source: mediaSkop advertising market monitoring, VU.SOLUTIONS, Period January – July 26

* Recorded advertising publications in pages: This includes advertisements, bound inserts, loose inserts and tip-ons. It does not include job advertisements, sources of supply, classified ads and personal ads.

MODERN MANUFACTURING AND PRODUCTION METHODS

CUTTING MANUFACTURING: Production machines (turning, milling, drilling, grinding, EDM (electrical discharge machining), 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, machining, CAD/CAM, Digitalisation in manufacturing, machine tools, controls, production measurement technology
| **ISSUES: 2, 5, 6, 10, 14**

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 machining), cutting (mechanical cutting, punching, fine cutting), automated stamping/bending technology, thermal cutting, plasma cutting, laser beam cutting, water jet cutting, cutting tubes and sections, joining (riveting, clinching, welding, soldering) laser welding, joining technology, surface treatment, heat treatment (hardening, tempering), materials and semi-finished products, sawing technology, forming technology, tool technology, sheet metal and semi-finished products, stamped parts | **ISSUES: 2, 4, 5, 6, 10, 12, 14**

ADDITIVE MANUFACTURING: 3D printing, process chain, materials, additive manufacturing, fibre composites, robotics/handling, tool and mould making, simulation, additive manufacturing processes
| **ISSUES: 2, 3, 4, 6, 8, 9, 11, 12**

PLASTICS PROCESSING: Injection-moulding, additive manufacturing, thermoforming, fibre composites, tool and mould making, composite materials, purchased parts, component development, prototypes, simulation, design, CAD, thermoplastics, thermosets, elastomers, composites, additives, pigments, colour and masterbatches, hot runner systems, standard parts, rapid tooling, sensors, recycling, joining technology, laser technology, compounding, mixing and metering, drying, cooling and shredding, surface technology, measuring and testing, software, 3D printing, robotics/handling, materials and components | **ISSUES: 3, 6, 11, 12**

BUSINESS, MANAGEMENT, TECHNOLOGY TRANSFER, TECHNICAL PURCHASING

Controlling, financing, leasing, communication, organisation, personnel development, employee management, corporate management, marketing, trade fairs, sales, law, markets, business development, funding programmes, applied research and development, patents, future trends (micro and nanotechnology, autonomous driving, ...), technology transfer, innovations, sustainability, resilience, circular economy, supply chain resilience, C-Parts management, supplier industry, aerospace & Defence, future mobility | **IN EVERY ISSUE**

AUTOMATION, ROBOTICS, HANDLING, ASSEMBLY, MATERIAL FLOW

AUTOMATION: HMI/operating and monitoring, industrial computers, IPCs, remote maintenance, wireless, measurement technology, controls, machine vision, safety/security, safety engineering, EMC, quality assurance/TQM, electromechanics, interface technology, housing technology, field buses, sensors, actuators, power supply, energy efficiency, building automation, energy management, electrical automation, industrial communication, control cabinet engineering
| **ISSUES: 2, 4, 5, 6, 7, 8, 10, 11, 13, 14**

ROBOTICS, HANDLING, ASSEMBLY TECHNOLOGY, MATERIAL FLOW: Industrial robotics, service robotics, human-robot collaboration, safety, lightweight robots, robot controls, collaborative robots/cobots, humanoids, human–robot collaboration (HRC), assembly automation, pick & place, industrial trucks, transport systems, automated guided vehicles (AGVs), warehouse technology, cranes, series hoisting equipment, storage/retrieval systems, continuous conveyors, assembly and handling technology, RFID, ID technology, packaging technology, packing tables, loading, logistics, AMR, software and controls | **ISSUES: 3, 7, 9, 10, 13**

INDUSTRY 4.0, 5G TECHNOLOGY, CONTROL TECHNOLOGY: Industry 4.0, 5G, 6G, control technology, industrial communication, networking, radio networks, wireless, cloud solutions, Manufacturing-X, data spaces, platforms | **ISSUES: 2, 4, 8, 9, 11, 13**

PRINT

SUBJECT OVERVIEW

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

DIGITALISATION IN PRODUCTION

DIGITALISATION: Information technologies (ERP, MES, PPS, MDA/PDA, SCM, CRM, PLM, CMS), time recording, access control, networking, radio networks, Wi-Fi, 4G, 5G, 6G, control technology, cloud services, IT security, OT security, big data, artificial intelligence, machine learning, agentic AI, generative AI, digital twin, augmented/virtual reality, digital factory, Manufacturing-X, data spaces, platforms, collaborative tools, mobile business, IIoT / Industrial Internet of Things | **ISSUES: 2, 4, 8, 9, 11, 13**

PREDICTIVE MAINTENANCE, MAINTENANCE: Industrial repair and maintenance, predictive maintenance, condition monitoring, IT solutions, industrial services, after-sales strategies, inspection, maintenance and cleaning, retrofitting, retooling, remanufacturing, hazardous goods handling, refurbishing | **ISSUES: 1, 9, 11, 14**

MIXED REALITY (VIRTUAL / AUGMENTED REALITY), VIRTUAL FACTORY / PLANT ENGINEERING, PRODUCTION PLANNING AND OPTIMISATION, ENGINEERING: Mixed reality, virtual reality, augmented reality,virtual factory, plant engineering, production planning and optimisation, engineering, digital twins, adaptive process control, connected machines, automated production cells, autonomous machining | **ISSUES: 4, 6, 8**

COMPONENTS, PRODUCTS, SUPPLY

DRIVE TECHNOLOGY / 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, sensors/metrology, electrical automation | **ISSUES: 4, 6, 7, 8, 10, 14**

OCCUPATIONAL HEALTH AND SAFETY: Safety measures, extraction systems, hearing protection, noise protection, filters, non-slip mats, protective goggles, protective clothing, functional clothing, personal protective equipment (PPE), rental clothing, workplace design, ergonomics, hygiene and sanitary supplies, fire protection, explosion protection, sound insulation, measurement and control technology, machine guarding equipment, machine safety | **ISSUES: 1, 5, 11, 12**

OPERATING SUPPLIES: Electric and pneumatic tools, hand tools, cleaning, repair, maintenance, lubricants, mechanical measuring equipment, workshop and office equipment, rental clothing | **ISSUES: 1, 3, 5, 11, 12**

ENERGY TECHNOLOGY / ENERGY EFFICIENCY: CHP operator models, contracting, consulting, combined heat and power, heat pumps, energy measurement technology, smart metering, smart grids, smart buildings, efficiency improvement potential, energy management, superconductivity, cables, renewables (solar thermal, geothermal, biomass, biogas, wind and hydropower), condition monitoring, storage technologies, energy-efficient production (e.g. drive technology, pumps, compressors, control engineering, automation, electronics, refrigeration and air-conditioning technology), photovoltaics, hydrogen & electrolysis, battery storage, grid integration, AI-supported energy management | **ISSUES: 1, 2, 3, 4, 6, 7, 8, 11**

INDUSTRIAL CONSTRUCTION: Facades, windows, doors, gates, solar shading, ceilings, floors, lighting, hall construction, 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 | **ISSUES: 1, 9**

DESIGN ENGINEERING: Mechatronics, rapid technologies, joining technologies (riveting, bonding, screwing, soldering, welding), materials, lightweight design, 3D printing, casting, semi-finished products, materials testing, additive manufacturing | **ISSUES: 2, 5, 6, 10**

SURFACE TECHNOLOGY: Degreasing and cleaning systems, paint stripping, polishing, corrosion protection, surface preparation, surface finishing and functionalisation, powder coating, coil coating, electroplating, blast-cleaning, grinding, environmental technology, paints/chemicals, measuring/testing, coating materials, deburring, fine and ultra-fine grinding, honing, lapping, mass finishing, brushing | **ISSUES: 6, 14**

PUMPS, VALVES, COMPRESSED AIR: Valves, compressors, compressed air technology, pumps, pipe networks, filters, seals, pipes | **ISSUES: 4, 10, 14**

PRINT

SUBJECT OVERVIEW

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

QUALITY ASSURANCE: Measuring and testing technology, machine vision, laser metrology, materials testing, sensors, measuring equipment, software, manufacturing metrology, cameras, microscopes, lighting systems, quality control, AI-assisted quality control, automated in-line inspection | **ISSUES: 2, 5, 6, 8, 10**

THEME ISSUES AND SPECIAL ISSUES

RESILIENT FACTORY 2030: Pathways and solutions for digital, resilient and sustainable production. The focus is on strategic issues such as the transition to resource-efficient, carbon-neutral production, digital business models and the circular economy. | **ISSUE: 1**

SMART FACTORY: Smart and automated production has become established in industry. We provide information on related topics such as flexible value networks, digital production networks, information technologies and cloud solutions, automation and IT security. | **ISSUES: 2, 4, 9**

AEROSPACE & DEFENCE: Precision manufacturing, new materials and additive processes for larger batch sizes and production volumes, supply chain resilience, civil and military production, manufacturing capacities, certification and dual-use strategies. | **ISSUES: 2, 9**

INTRALOGISTICS: Material flow, industrial trucks, transport systems, automated guided vehicles (AGVs), warehouse technology, cranes, continuous conveyors, assembly and handling technology, pick & place, RFID, Identification technology, packaging technology, digitalisation, industrial robotics, service robotics, human-robot collaboration, safety, lightweight robots, robot controllers, humanoids, cobots, software and controls | **ISSUE: 3**

QUALITY ASSURANCE: Modern measuring and testing technology, manufacturing metrology, laser metrology, materials testing, sensors, measuring equipment, software, machine vision, cameras, microscopes, lighting systems, AI-assisted machine vision and automated in-line inspection for greater precision, traceability and compliance with standards. | **ISSUE: 5**

FUTURE MACHINING: Future Machining shows how companies can become more productive and flexible through connected machines, adaptive process control and automated manufacturing cells. The focus is on forward-looking solutions across the entire process chain, from tool selection to autonomous machining. | **ISSUE: 6**

SMART AUTOMATION & ROBOTICS: This themed issue shows how SMEs are automating their production processes, making them more efficient and improving product quality. The focus is on the use of cobots and autonomous mobile robots (AMRs), the potential of humanoid robots in intralogistics, and the integration of AI into robot-assisted processes. | **ISSUE: 7**

STORAGE TECHNOLOGIES: Storage solutions, energy storage systems, batteries, solid-state batteries, sodium-ion batteries, battery production, battery management (BMS), battery recycling and second-life applications, raw materials/supply chains, components, drive technology, charging infrastructure, grid integration and large-scale storage systems (BESS), suppliers | **ISSUE: 7**

DIGITAL FACTORY & INDUSTRIAL AI: From connected to learning factory, autonomous production environment: the focus is on AI in production, from agentic and generative AI to physical AI and humanoid robotics, to AI-assisted quality control and process optimisation. | **ISSUE: 8**

INNOVATE MANUFACTURING: Innovate Manufacturing brings together the key technologies shaping the future of manufacturing – from AI and automation to robotics and new manufacturing processes – and shows how SMEs and suppliers can remain competitive through innovation. | **ISSUE: 10**

SMART MANUFACTURING AND CYBERSECURITY: OT security, NIS2, cloud security, assembly automation, handling technology, robotics, software (ERP, MES, MDE, BDE, CRM, PLM), time recording, access control, industrial communication, networking, radio networks, wireless, 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, predictive maintenance as well as sustainable technologies and intelligent services for energy-efficient production. | **ISSUE: 11**

CYBERSECURITY: Protection of manufacturing companies' IT and OT systems, NIS2 and CRA compliance, ransomware, industrial espionage and practical strategies for defending against cyberattacks. | **ISSUE: 11**

PRINT

SUBJECT OVERVIEW

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

PRINT

EDITORIAL SCHEDULE 2026

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
15/2026 **Publication date:** 17.11.2026 **Advertising deadline:** 27.10.2026	**THEME ISSUE SMART FACTORY** The smart factory is increasingly becoming a reality. We keep you informed about related topics such as artificial Intelligence in production, flexible value creation networks, production networks, connected companies, cloud solutions, automation, IT security and much more **Electrical automation** Electrical automation, machine vision, control technology, drive technology, IPCs, operating and monitoring, industrial communication, software, peripherals, sensor technology **Digitalisation in production** Software (ERP, MES, PPS, MDA, PDA, PLM), industrial communication, networking, radio networks, wireless technology, 5G/6G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, augmented reality, additive manufacturing, digital factory, platforms, collaborative tools, mobile business **Operating supplies, occupational safety, industrial services** Electric and pneumatic tools, hand tools, cleaning, maintenance, servicing, lubricants, mechanical measuring equipment, workshop and office equipment		**SPS** Nuremberg, 24.11.-26.11. **FMB** Bad Salzuflen, 03.11.-05.11. **VALVE WORLD EXPO** Düsseldorf, 01.12.-03.12.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
1/2027 **Publication date:** 26.01.2027 **Advertising deadline:** 04.01.2027 **Editorial deadline:** 07.12.2026	**THEME ISSUE RESILIENT FACTORY 2030** Pathways and solutions for digital, resilient and sustainable production. The focus is on strategic issues such as the transition to resource-efficient, carbon-neutral production, digital business models and the circular economy. **Energy-efficient production** Smart building, smart metering, smart grid & grid integration, cables, photovoltaics, hydrogen & electrolysis, wind power, heat pumps & waste heat utilisation, condition monitoring & predictive maintenance, storage technologies, battery storage, energy-efficient production (e.g. drive technology, pumps, compressors, control technology, automation, electronics, refrigeration and air-conditioning technology, heat pumps & waste heat utilisation, AI-assisted energy management) **Operating supplies, occupational safety, industrial services** Power tools, hand tools, cleaning, maintenance, servicing, lubricants, workshop and office equipment, rental clothing and personal protective equipment (PPE), extraction systems, hearing protection, sound insulation, filters, non-slip mats, protective goggles, ergonomics, hygiene and sanitary supplies, fire protection, explosion protection, noise protection, measuring and control technology, machine guarding **C-parts management & intralogistics** Fasteners & standard parts, Kanban and container management, vending machines, material supply and C-parts services, procurement platforms **Industry in focus:** Outlook for 2027: Statements and assessments from managing directors and association experts on manufacturing trends and challenges.	**Energy** The focus is on energy management systems, on-site generation and electrification as levers for reducing costs and carbon emissions. The section also looks at funding opportunities that can help make investments economically viable. **Web session** Rethinking productivity – securing competitiveness through digitalisation and AI 25.02.2027	**DIAM & DDM** Heilbronn, 03.02.-04.02. **elektrotechnik** Dortmund, 16.02.-18.02. **E-world** Essen, 16.02.-18.02. **KPA** Ulm, 24.02.-25.02. **maintenance** Dortmund, 24.02.-25.02.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
2/2027 **Publication date:** 23.02.2027 **Advertising deadline:** 02.02.2027 **Editorial deadline:** 26.01.2027	**THEME ISSUE SMART FACTORY** Smart and automated production has become established in industry. We provide information on related topics such as flexible value creation networks, digital production networks, information technologies and cloud solutions, automation as well as cybersecurity, software (ERP, MES, PPS, MDA, PDA, PLM), industrial communication, networking, radio networks, wireless technology, 5G/6G, control technology, big data, artificial intelligence, machine learning, augmented reality, additive manufacturing, digital factory, platforms, collaborative tools, mobile business **Cutting and non-cutting manufacturing, tool and mould making** Non-cutting manufacturing, sawing technology, laser technology, bending technology, welding and cutting, forming technology, machine tools, precision tools, clamping technology, tool and mould making, drive and fluid technology, cooling lubricants, design engineering, controls, software, control technology, production metrology **Automation** HMI/operating and monitoring, industrial computers, remote maintenance, wireless, metrology, controls, safety technology, power supply, energy efficiency, building automation, energy management **Aerospace & defence** The focus is on precision manufacturing, new materials and additive processes for larger batch sizes and production volumes. The section also addresses supply chain resilience and the challenge of balancing civilian and military production – a key issue for companies looking to enter this market segment. **Supplies: joining technology and C-parts innovations** Managing structural change, data communication, parts, components, modules, technologies, riveting, bonding, fastening with screws, soldering, welding	**Aerospace & defence** Rising defence budgets and the changing security landscape are driving a historic wave of investment in the defence and aerospace industries. Industrieanzeiger examines how medium-sized suppliers can position themselves as partners during this ramp-up phase – from manufacturing capacity and certification to dual-use strategies.	**all about automation** Friedrichshafen, 02.03.-03.03. **Enforce Tac** Nuremberg, 01.03. - 03.03. **JEC World** Paris, 02.03.-04.03. **Intec** Leipzig, 02.03.-05.03. **Z** Leipzig, 02.03.-05.03. **Volta-X** Stuttgart, 02.03.-04.03. **TIMTOS** Taipei, 02.03.-06.03. **hy-fcell** Stuttgart, 03.03.-04.03. **MECSPE** Bologna, 03.03.-05.03. **DSEI Germany** Hanover, 09.03.-12.03. **W3+ Fair** Wetzlar, 10.03.-11.03. **Embedded World** Nuremberg, 16.03.-18.03.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
3/2027 **Publication date:** 09.03.2027 **Advertising deadline:** 16.02.2027 **Editorial deadline:** 09.02.2027	**INTRALOGISTICS, MATERIAL FLOW, ROBOTICS** Industrial trucks, transport systems, automated guided vehicles (AGVs), warehouse technology, cranes, continuous conveyors, assembly and handling technology, pick & place, RFID, identification technology, packaging technology, digitalisation, industrial robotics, service robotics, human-robot collaboration, safety, lightweight robots, robot controls, humanoids, cobots, software and controls **Plastics processing, composites, additive manufacturing** Injection moulding, additive manufacturing, 3D printing, fibre composite technology, robotics/ handling, tool and mould making, simulation, materials and components **Automation, drive technology** Electrical equipment, sensor technology, hydraulics, pneumatics, linear technology, electric drives, frequency converters, clutches, brakes, bearings, gears, seals, valves, cylinders, lines/hoses, vacuum technology, control and automation, metrology **Operating supplies, occupational safety, industrial services** Electric and pneumatic tools, hand tools, cleaning, maintenance, servicing, lubricants, mechanical measuring equipment, workshop and office equipment **C-parts management** Fasteners & standard parts, Kanban and container management, vending machines, material supply and C-parts services, procurement platforms	**Intralogistics** LogiMAT	**LogiMAT** Stuttgart, 16.03.-18.03. **Xponential Europe** Düsseldorf, 16.03.-18.03. **Coiltech Deutschland** Augsburg, 17.03.-18.03.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
4/2027 **Publication date:** 23.03.2027 **Advertising deadline:** 02.03.2027 **Editorial deadline:** 23.02.2027	**THEME ISSUE SMART FACTORY** Smart and automated production is becoming established in industry. We provide information on related topics such as flexible value creation networks, digital production networks, information technologies and cloud solutions, automation as well as cybersecurity. **SPECIAL SECTION HANNOVER MESSE** AI in industry is shaping HANNOVER MESSE across all exhibition areas – from production and digital architectures to energy, engineering and research. Its impact becomes visible wherever it creates industrial value: in productivity, quality, availability, efficiency and new business models. **Automation & smart manufacturing** Automation, robotics and sensor technology for more powerful manufacturing **Industrial engineering & supply** Components, materials and manufacturing processes for industrial value creation **Digital solutions** Software, data and AI for the digital transformation of production **Industrial energy** Energy infrastructure, efficiency and storage at production sites **Motion & drives** Drive, fluid and linear technology for precise industrial motion **Compressed air & vacuum technology** Compressed-air and vacuum technology for industrial supply and production processes **Research & innovation** Applied research and technology transfer for industrial applications	**HANNOVER MESSE** **Web session** Smart factory automation (ahead of HANNOVER MESSE) 24.03.2027	**HANNOVER MESSE** Hanover, 05.04.-08.04. **EEW European Energy Week** Hanover, 05.04.-08.04. **NexGeM** Hannover, 05.04.-08.04 **Fastener Fair Global** Stuttgart, 06.04.-08.04. **transport logistic** Munich, 26.04.-29.04. **Anwenderforum Additive Produktionstechnologien [User Forum on Additive Manufacturing Technologies]** Stuttgart, 27.04.-28.04. **European Coatings Show** Nuremberg, 27.04.-29.04.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
5/2027 **Publication date:** 27.04.2027 **Advertising deadline:** 06.04.2027 **Editorial deadline:** 30.03.2027	**NON-CUTTING MANUFACTURING, CUTTING MANUFACTURING, TOOL AND MOULD MAKING** Non-cutting manufacturing, sawing technology, laser technology, bending technology, welding and cutting, forming technology, machine tools, precision tools, clamping technology, tool and mould making, drive and fluid technology, cooling lubricants, design engineering, controls, software, control technology, production metrology. **C-parts management** Fasteners & standard parts, Kanban and container management, vending machines, material supply and C-parts services, procurement platforms **Operating supplies, occupational safety** Hand tools, cleaning, maintenance, servicing, workshop and office equipment, rental clothing, protective measures, extraction systems, noise protection, non-slip mats, occupational safety clothing, machine safety equipment **Quality assurance** Measuring and testing technology, laser metrology, material testing, sensors, measuring devices, software, production metrology, machine vision, cameras, microscopes, illumination equipment **Robotics, assembly and handling technology, automation** Industrial robotics, cobots, humanoids, service robotics, human-robot collaboration, safety, lightweight robots, robot controls, pick & place, software and controls	**Quality assurance** Increasing demands for precision, traceability and compliance with standards are challenging manufacturing companies. The Quality Assurance special section shows how companies can efficiently safeguard quality using modern measuring and testing technology, AI-assisted machine vision and automated in-line inspection. **Web session** Integration of AI into processes 11.05.2027	**XR Expo** Stuttgart, 11.05.-12.05. **Moulding Expo** Stuttgart, 11.05.-12.05. **Sensor + Test** Nuremberg, 11.05.-13.05. **Control** Stuttgart, 11.05.-14.05. **Lamiera** Milan, 11.05.-14.05. **Battery Recycling, Metal Recycling, E-Waste World Expo** Frankfurt, 12.05.-13.05.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
6/2027 **Publication date:** 19.05.2027 **Advertising deadline:** 23.04.2027 **Editorial deadline:** 16.04.2027	**THEME ISSUE FUTURE MACHINING** Future Machining shows how companies can become more productive and flexible through connected machines, adaptive process control and automated manufacturing cells. The focus is on forward-looking solutions across the entire process chain – from tool selection to autonomous machining. **Non-cutting manufacturing, cutting manufacturing, tool and mould making** Non-cutting manufacturing, sawing technology, laser technology, bending technology, welding and cutting, forming technology, machine tools, machining, CAD/CAM, digitalisation in manufacturing, tools, precision tools, clamping technology, tool and mould making, drive and fluid technology, cooling lubricants, design engineering, controls, software, control technology, production metrology **Additive manufacturing** Injection moulding, additive manufacturing, 3D printing, fibre composite technology, robotics/ handling, tool and mould making, simulation, materials and components **Automation** HMI/operating and monitoring, industrial computers, remote maintenance, wireless, metrology, controls, safety technology, power supply, energy efficiency, electric drives, mechanical drives, linear technology **Surface technology** Metrology, testing technology, environmental protection, surface treatment, cleaning, coating materials	**Aachen Machine Tool Colloquium (AWK)** “Sovereign European Production” New technologies and concepts for digital and resilient production	**KPA** Bad Salzuflen, 01.06.-03.06. **The smarter E Europe** Munich, 08.06.-10.06. **Hydrogen Dialogue** Munich, 08.06.-10.06. **Aachen Machine Tool Colloquium (AWK)** Aachen, 10.06.-11.06.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS

7/2027

Publication date:
08.06.2027

Advertising deadline:
13.05.2027

Editorial deadline:
06.05.2027

THEME ISSUE SMART AUTOMATION & ROBOTICS

This theme issue shows how SMEs are automating their production processes, making them more efficient and improving product quality. The focus is on the use of cobots and autonomous mobile robots (AMRs), the potential of humanoid robots in intralogistics, and the integration of AI into robot-assisted processes.

Automation, robotics, assembly and handling technology
Industrial robotics, cobots, humanoids, assembly automation, human-robot collaboration, service robotics, safety, lightweight robots, robot controls, pick & place, software and controls, image processing, physical AI

Mobility solutions for the future
Electric mobility, battery storage, storage solutions, battery, battery production, battery management, battery recycling, components, drive technology, charging infrastructure, suppliers
>>> More information on this topic at www.batterie-produktion.de

Non-cutting manufacturing, cutting manufacturing, tool and mould making
Non-cutting manufacturing, sawing technology, laser technology, bending technology, welding and cutting, forming technology, machine tools, precision tools, clamping technology, tool and mould making, drive and fluid technology, cooling lubricants, design engineering, controls, software, control technology, production metrology

Energy management and energy-efficient production
Smart building, smart metering, smart grid & grid integration, cables, photovoltaics, hydrogen & electrolysis, wind power, heat pumps & waste heat utilisation, condition monitoring & predictive maintenance, storage technologies, battery storage, energy-efficient production (e.g. drive technology, pumps, compressors, control technology, automation, electronics, refrigeration and air-conditioning technology), AI-assisted energy management

Storage technologies
Storage solutions, energy storage systems, batteries, solid-state batteries, sodium-ion batteries, battery production, battery management (BMS), battery recycling & second-life applications, raw materials & supply chains, components, drive technology, charging infrastructure, grid integration & large-scale storage systems (BESS), suppliers

automatica

ACHEMA
Frankfurt, 14.06.-18.06.

GIFA, Metec, Newcast, Thermprocess
Düsseldorf, 21.06.-25.06.

The Battery Show
Stuttgart, 22.06.-24.06.

automatica
Munich, 22.06.-25.06.

automatica

Laser World of Photonics
Munich, 22.06.-25.06.

World of Quantum
Munich, 22.06.-25.06.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
8/2027 **Publication date:** 06.07.2027 **Advertising deadline:** 15.06.2027 **Editorial deadline:** 08.06.2027	**THEME ISSUE MOBILITY** Mobility is undergoing rapid change – and so is production. Our coverage spans a wide range of topics: autonomous driving, e-mobility, drive technology, battery technology, battery management, battery recycling, components, charging infrastructure, suppliers, energy storage solutions, design, cutting and non-cutting manufacturing technology, artificial intelligence >>> More information on this topic at batterie-produktion.de **AI & digitalisation** Artificial intelligence, machine learning, agentic AI, digital twin, digital factory, big data, software (ERP, MES, PPS, MDA, PDA, PLM), cloud services, platforms, additive manufacturing, mobile business, collaborative tools **Networking & communication** Industrial communication, networking, network technology, cables, wireless, radio networks, 5G/6G, remote maintenance **Automation & control technology** Automation, factory automation, control technology, HMI/operating and monitoring, industrial computers (IPCs), machine vision, metrology, quality control, sensor technology, peripherals **Drive & energy technology** Electric drives, mechanical drives, linear technology, electrical automation, power supply, energy efficiency **Safety, security & building technology** Cybersecurity, security technology, time recording and access control, fire protection, sound insulation, building technology, building automation, industrial lighting technology/LEDs		**IAA Mobility** Munich, 07.09.-12.09.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
9/2027 **Publication date:** 07.09.2027 **Advertising deadline:** 17.08.2027 **Editorial deadline:** 10.08.2027	**THEME ISSUE DIGITAL FACTORY & INDUSTRIAL AI** From the connected factory to learning, autonomous production: the focus is on AI in production, from agentic and generative AI to physical AI and humanoid robotics, through to AI-assisted quality control and process optimisation. **Packaging technology** Packaging materials, packaging supplies, packaging machines, labelling technology, identification technology, palletising technology, intralogistics, recycling **Aerospace & defence** The focus is on precision manufacturing, new materials and additive processes for larger batch sizes and production volumes. The section also addresses supply chain resilience and the challenge of balancing civilian and military production – a key issue for companies looking to enter this market segment. **Industrial services** Industrial servicing and repair, predictive maintenance, IT solutions, industry-related services, after-sales strategies, inspection, maintenance and cleaning, hazardous materials handling	**Aerospace & defence** Rising defence budgets and the changing security landscape are driving a historic wave of investment in the defence and aerospace industries. Industrieanzeiger examines how medium-sized suppliers can position themselves as partners during this ramp-up phase – from manufacturing capacity and certification to dual-use strategies.	**HUSUM WIND** Husum, 14.09.-17.09. **Fachpack** Nuremberg, 21.09.-23.09. **CMS** Berlin, 21.09.-24.09.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
10/2027 **Publication date:** 21.09.2027 **Advertising deadline:** 31.08.2027 **Editorial deadline:** 24.08.2027	**THEME ISSUE INNOVATE MANUFACTURING** Innovate Manufacturing brings together the key technologies shaping the future of manufacturing – from AI and automation to robotics and new manufacturing processes – and shows how SMEs and suppliers can remain competitive through innovation. **Non-cutting manufacturing, cutting manufacturing, tool and mould making** Automation, non-cutting manufacturing, machining, sawing technology, laser technology, bending technology, welding and cutting, forming technology, AI in machine tools, precision tools, clamping technology, tool and mould making, drive and fluid technology, cooling lubricants, design engineering, controls, manufacturing software, control technology, production metrology, supplier components **Drive/fluid technology** Electric drives, mechanical drives, direct drives, linear technology, frequency converters, clutches, brakes, brake resistors, bearings, transmissions, seals, valves, cylinders, lines/hoses, vacuum technology, energy management, control and automation, sensor technology/metrology, Industry 4.0 **Robotics, assembly and handling technology** Digitalisation, industrial robotics, service robotics, human-robot collaboration, safety, lightweight robots, robot controls, collaborative robots (cobots), software and controls, industrial trucks, transport systems, automated guided vehicles (AGVs), warehouse technology, cranes, continuous conveyors, assembly and handling technology, pick & place, RFID, identification technology, packaging technology **C-parts management** Fasteners & standard parts, Kanban and container management, vending machines, material supply and C-parts services, procurement platforms	**EMO** EMO Hannover **Web session** Cybersecurity in production 22.09.2027	**EMO** Milan, 04.10.-08.10. **parts2clean** Stuttgart, 05.10.-07.10.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
11/2027 **Publication date:** 05.10.2027 **Advertising deadline:** 14.09.2027 **Editorial deadline:** 07.09.2027	**THEME ISSUE SMART MANUFACTURING AND CYBERSECURITY** This theme issue examines how companies can make their manufacturing operations more efficient with automation, AI and connected systems while effectively protecting machines, equipment and OT infrastructure against cyberattacks. Key topics include Industrial AI, OT security, NIS2, the Cyber Resilience Act, the digital factory and secure connectivity. **Occupational safety, operating supplies, industrial services** Hand tools, cleaning, maintenance, repair, workshop and office equipment, rental clothing, protective measures, extraction systems, noise protection, non-slip mats, occupational safety clothing, machine safety, predictive maintenance **Energy management and energy-efficient production** Sustainable technologies and intelligent services for energy-efficient production. Smart building, smart metering, smart grid, cables, photovoltaics, hydrogen, wind power, condition monitoring, storage technologies, battery storage, energy-efficient production (e.g. drive technology, pumps, compressors, control technology, automation, electronics, refrigeration and air conditioning technology) **Plastics processing, composites and additively manufactured components** Injection moulding, additive manufacturing, 3D printing, fibre composite technology, robotics/ handling, tool and mould making, simulation, materials and components	**Cybersecurity** Cyberattacks on manufacturing companies continue to increase. The Cybersecurity special section shows how manufacturers can effectively protect their IT and OT systems – from NIS2 and CRA compliance to practical strategies for defending against ransomware and industrial espionage.	**it-sa** Nuremberg, 05.10.-07.10. **Fakuma** Friedrichshafen, 11.10.-15.10. **Quantum Effects** Stuttgart, October 2027 **A+A** Düsseldorf, 19.10.-22.10.

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
12/2027 **Publication date:** 19.10.2027 **Advertising deadline:** 28.09.2027 **Editorial deadline:** 21.09.2027	**THEME ISSUE NON-CUTTING MANUFACTURING** Non-cutting manufacturing is key to cost-effective, resource-efficient and highly productive production processes. This theme issue presents innovations and best practices in forming, joining and additive manufacturing processes, as well as modern materials, automation, tooling and quality assurance. Laser technology, cutting technology, forming technology, tool technology, surface technology, quality assurance, sheet metal and semi-finished products, joining technology, connection technology, stamped parts **Additive manufacturing** Injection moulding, additive manufacturing, 3D printing, fibre composite technology, robotics/ handling, tool and mould making, simulation, materials and components **Operating supplies, occupational safety, industrial services** Electric and pneumatic tools, hand tools, cleaning, maintenance, servicing, lubricants, mechanical measuring equipment, workshop and office equipment **C-parts management** Fasteners & standard parts, Kanban and container management, vending machines, material supply and C-parts services, procurement platforms		**Blechexpo** Stuttgart, 26.10.-29.10. **Formnext** Frankfurt, 26.10.-29.10. **preXcon** St. Gallen, November 2027 **FMB** Bad Salzuflen, November 2027

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
13/2027 **Publication date:** 09.11.2027 **Advertising deadline:** 18.10.2027 **Editorial deadline:** 11.10.2027	**THEME ISSUE SMART AUTOMATION** Smart and automated production has become established in industry. We provide information on related topics such as flexible value creation networks, digital production networks, information technologies and cloud solutions, automation and IT security. **Electrical automation** Electrical automation, control cabinet construction, machine vision, control technology, drive technology, IPCs, operating and monitoring, industrial communication, software, peripherals, sensor technology **Digitalisation in production** Software (ERP, MES, PPS, MDA, PDA, PLM), industrial communication, networking, radio networks, wireless technology, 5G/6G, control technology, cloud services, IT security, big data, artificial intelligence, machine learning, augmented reality, additive manufacturing, digital factory, platforms, collaborative tools, mobile business **Robotics, assembly and handling technology, automation** Industrial robotics, cobots, humanoids, service robotics, human-robot collaboration, safety, lightweight robots, robot controls, pick & place, software and controls		**DIAM & DDM** Bochum, 17.11.-18.11. **SPS** Nuremberg, 23.11.-25.11. sps smart production solutions

PRINT

EDITORIAL SCHEDULE 2027

Industrie anzeiger

ISSUE	THEMES	SPECIAL SECTION	TRADE FAIRS & EVENTS
14/2027 **Publication date:** 07.12.2027 **Advertising deadline:** 16.11.2027 **Editorial deadline:** 09.11.2027	**Industrial services** Industrial servicing and repair, predictive maintenance, IT solutions, industry-related services, after-sales strategies, inspection, maintenance and cleaning, hazardous materials handling **Cutting and non-cutting manufacturing, tool and mould making** Non-cutting manufacturing, sawing technology, laser technology, bending technology, welding and cutting, forming technology, machine tools, precision tools, clamping technology, tool and mould making, drive and fluid technology, cooling lubricants, design engineering, controls, software, control technology, production metrology **Drive/fluid technology** Electric drives, mechanical drives, direct drives, linear technology, frequency converters, clutches, brakes, brake resistors, bearings, transmissions, seals, valves, cylinders, lines/hoses, vacuum technology, energy management, control and automation, sensor technology/ metrology, Industry 4.0 **Surface technology and parts cleaning** Degreasing and cleaning systems, pre-treatment, environmental technology, measuring/testing, deburring, fine grinding and superfinishing, polishing, honing, lapping, vibratory grinding, blasting, brushing **Casting technology** Casting machines, mould and tool making, quality assurance		**Euroguss** Nuremberg, 18.01.-20.01.2028 **Nortec** Hamburg, 08.02.-10.02.2028

Industrie anzeiger

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 27 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

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

YOUR CONTACT

ADVICE, BOOKING:

→ CONTACTS
page 53

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



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

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

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

Industrie anzeiger

ADS: STANDARD FORMATS

1/1 PAGE

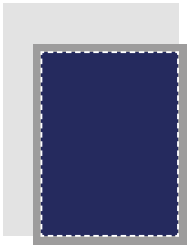


TRIM SIZE
210 x 297 mm

TYPE AREA
188 x 270 mm

TRIM SIZE	TYPE AREA
11,120.00	10,710.00

JUNIOR PAGE



TRIM SIZE
151 x 205 mm

TYPE AREA
140 x 190 mm

TRIM SIZE	TYPE AREA
7,500.00	7,240.00

1/2 PAGE

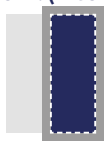
LAND. (4-COL.)



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
5,940.00	5,700.00

1/3 PAGE

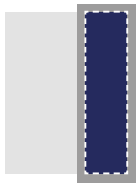
LAND. (4-COL.)



TRIM SIZE
210 x 105 mm

TYPE AREA
188 x 88 mm

PORT. (1-COL.)



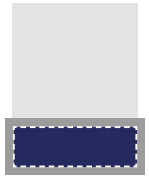
TRIM SIZE
71 x 297 mm

TYPE AREA
60 x 270 mm

TRIM SIZE	TYPE AREA
4,420.00	4,250.00

1/4 PAGE

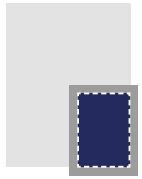
LAND. (4-COL.)



TRIM SIZE
210 x 82 mm

TYPE AREA
188 x 65 mm

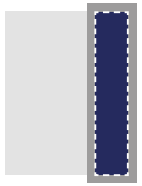
LAND. (2-COL.)



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
3,060.00	2,950.00

1/8 PAGE

LAND. (4-COL.)



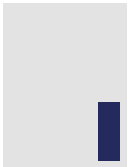
TYPE AREA
188 x 32 mm

LAND. (2-COL.)



TYPE AREA
92 x 65 mm

PORT. (1-COL.)



TYPE AREA
44 x 133 mm

TYPE AREA
1,510.00

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)

Industrie anzeiger

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		**11,320.00**
2 PAGES ACROSS GUTTER		Double-page spread		**20,400.00**
TEXT BOX AD 1/4 page horizontal, 4c	3 placements 6 placements Consisting of text, image, logo, company address incl. preparation of print-ready files	188 x 65		**3,750.00** **6,750.00**
AD IN EDITORIAL SECTION 92 mm wide 60 mm wide 44 mm wide	Max. height 50 mm, minimum height 20 mm, surrounded by editorial content on at least 3 sides, placement: News section	92 x spec. 60 x spec. 44 x spec.		per mm 76,50 63,20 49.**00**
COVER PAGE	Booking subject to editorial approval and includes cover page and cover story.			**9,690.00**
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 technical article of up to two pages (see p. 30).			**5,670.00**

			BASIC RATE per year
RUBRIKANZEIGEN	PREMIUM COMPANY PROFILE (online)	60 x 82	**2,050.00**
	BUSINESS CARD (print) *more on page 44*		**1,320.00**
	COMPANY PROFILE + BUSINESS CARD COMBO		**3,100.00**

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

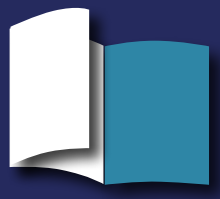
up to 4c

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

Industrie anzeiger

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	**10,815.00** **17,210.00**

	SPECIFICATIONS	RATES
DOUBLE GATEFOLD BOUND INSERT 	Bound insert opening towards the centre of the magazine.	**25,270.00**
GATEFOLDER 	Fold-out inside cover (gatefold)	**24,480.00**
COVER FLAP 	105 mm wide, attached on left-hand side with title logo featured on front	**14,130.00**

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

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

PRINT

SPECIAL SECTIONS

SPECIAL SECTIONS IN OTHER ISSUES AND FOR TRADE FAIRS?

GET IN TOUCH
→ MEDIA SALES CONTACT

EYE-CATCHING COVERS FOR SPECIAL TOPICS!

Theme issues and special sections provide Industrieanzeiger readers with detailed background information, analyses and trends on a specific topic. Your image introduces a theme issue or 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)

Industrie anzeiger

ISSUES

1/2027
PD: 26.01. | AD: 07.12.26 | DD 21.12.26
THEME ISSUE: RESILIENT FACTORY 2030
Special section: Energy

2/2027
PD: 23.02. | AD: 05.01. | DD: 19.01.
THEME ISSUE: SMART FACTORY
Special section: Aerospace & defence

3/2027
PD: 09.03. | AD: 16.02. | DD: 02.03.
Special section: Intralogistics for LogiMAT

4/2027
PD: 23.03. | AD: 02.02. | DD: 16.02.
THEME ISSUE: SMART FACTORY
Special section: HANNOVER MESSE

5/2027
PD: 27.04. | AD: 09.03. | DD: 23.03.
Special section: Quality assurance for Control

6/2027
PD: 19.05. | AD: 26.03. | DD: 09.04.
THEME ISSUE: FUTURE MACHINING
Special section: Aachen Machine Tool Colloquium (AWK)

7/2027
PD: 08.06. | AD: 15.04. | DD: 28.04.
THEME ISSUE: SMART AUTOMATION & ROBOTICS
Special section: Storage technologies

8/2027
PD: 06.07. | AD: 18.05. | DD: 01.06.
THEME ISSUE: MOBILITY

9/2027
PD: 07.09 | AD: 17.08. | DD: 31.08.
Digital factory, industrial AI
Special section: Aerospace & defence

10/2027
PD: 21.09. | AD: 03.08. | DD: 17.08.
THEME ISSUE: INNOVATE MANUFACTURING for EMO

11/2027
PD: 05.10. | AD: 17.08. | DD: 31.08.
THEME ISSUE: SMART MANUFACTURING AND CYBERSECURITY
Special section: Cybersecurity

12/2027
PD: 19.10. | AD: 31.08. | DD: 14.09.
THEME ISSUE: NON-CUTTING MANUFACTURING for Blechexpo

13/2027
PD: 09.11. | AD: 20.09. | DD: 04.10.
THEME ISSUE: SMART AUTOMATION for SPS

14/2027
PD: 07.12. | AD: 19.10. | DD: 02.11.
Free choice of topics

→ GUIDELINES SPECIAL SECTION

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

PRINT

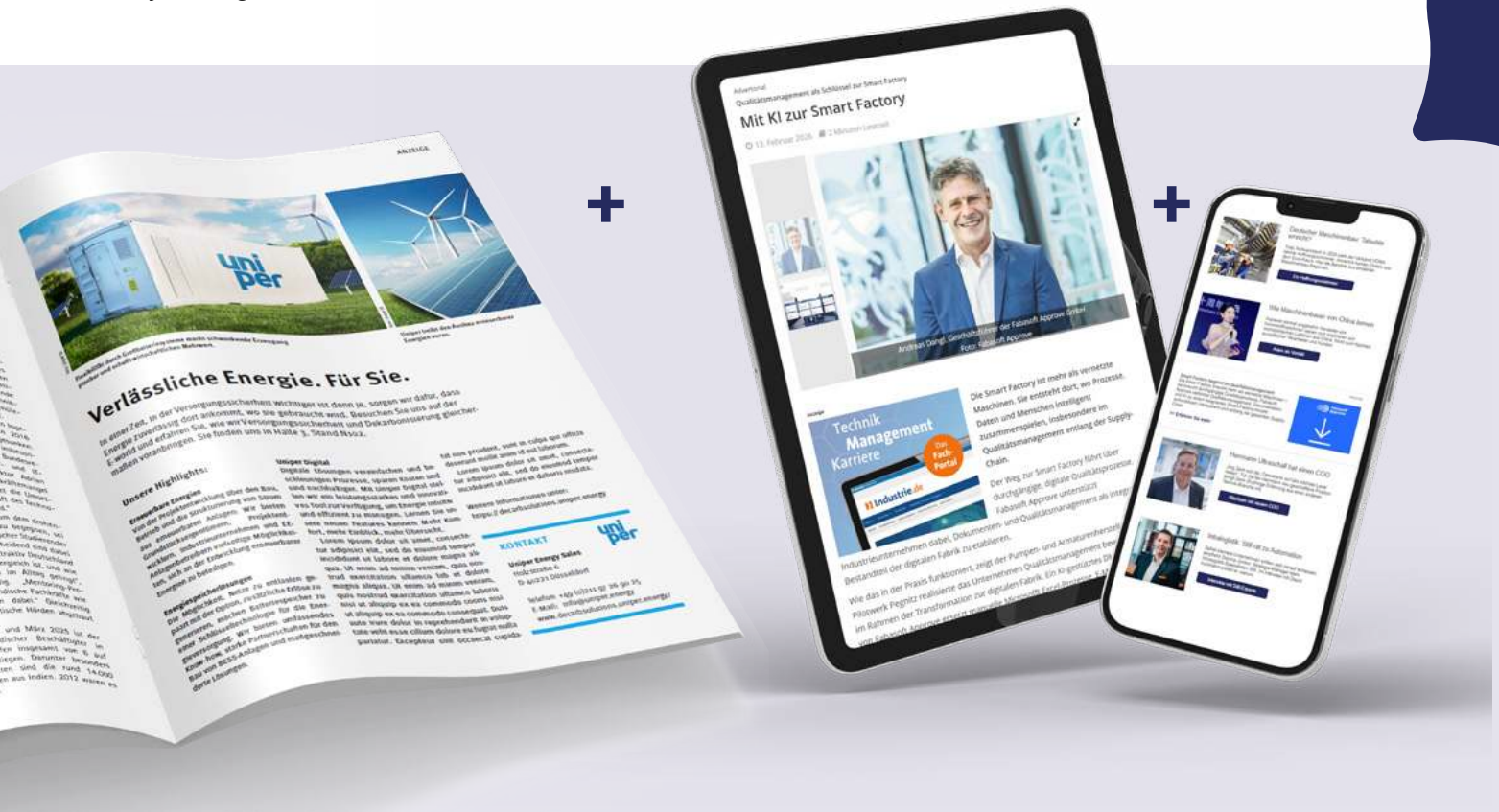
INDUSTRY HIGHLIGHTS

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 “Industry 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

6,900.00

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

10,000.00

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

EXCLUSIVE BENEFITS

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



PRINT ADVERTORIAL 1/1



PRINT ADVERTORIAL 2/1

PRINT

INDUSTRY HIGHLIGHTS

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

Industrie anzeiger

PRINT

TECHNOLOGY IN THE SPOTLIGHT

TECHNOLOGY 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.

Strong reader appeal:
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.



TECHNOLOGY 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	6,500.00

(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 THE PROCESSING INDUSTRY

industrieanzeiger.de is the leading online source of information for decision-makers in the manufacturing industry in German-speaking countries. The portal provides up-to-date news, well-researched specialist articles and practical analyses every day.

The editorial team's many years of market expertise and specialist knowledge ensure high-quality content and practical reporting – presented in a concise format and available at any time.

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

INDUSTRIEANZEIGER.DE

→ ADVERTISING FORMATS AND RATES

ADVERTISING FORMATS & RATES

LEADERBOARD



Size: 728 x 90 pixels

300 x 50 pixels

860.00

LARGE LEADERBOARD
EXPANDABLE LEADERBOARD

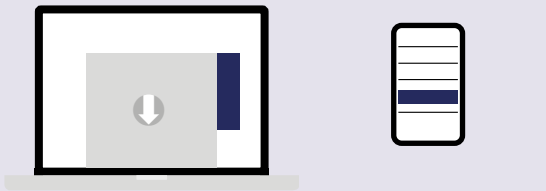


Size: 970 x 90 pixels or
728 x 90 + 728 x 300 pixels

300 x 50 pixels

960.00

(STICKY) SKYSCRAPER
(STICKY) WIDE SKYSCRAPER

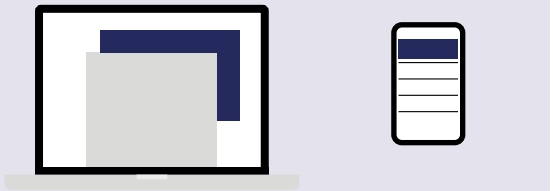


Size: 120 x 600 pixels
160 x 600 pixels

300 x 50 pixels

860.00

HOCKEYSTICK / WALLPAPER

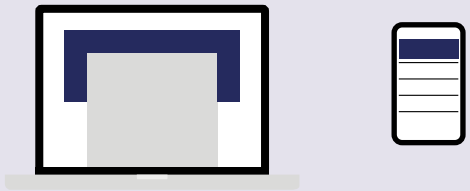


Size: 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels

300 x 75 pixels

1,910.00

FRAME AD



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

300 x 75 pixels

2,240.00

BILLBOARD

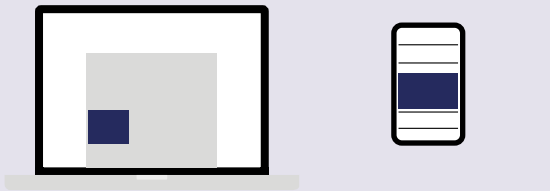


Size: 970 x 250 pixels

300 x 75 pixels

1,070.00

MEDIUM RECTANGLE / VIDEO AD

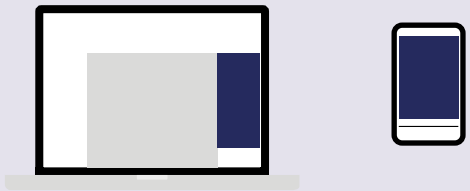


Size: 300 x 250 pixels

300 x 250 pixels

1,020.00

HALF-PAGE AD



Size: 300 x 600 pixels

300 x 600 pixels

2,210.00

ENHANCE YOUR BANNER ADVERTISING WITH ADDITIONAL AD-VERTISING FORMATS:

Sponsored article PLUS

Industry highlights

(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



INDUSTRIE-INSIGHTS

The Industrieanzeiger editorial team provides weekly updates on the latest developments in technology and business – concise, relevant and exclusive. Every Tuesday, the key topics are delivered straight to your inbox, with the most important information already summed up in the subject line.

The newsletter focuses on products, innovations, industry associations and interviews across the website's ten topic areas: automotive, manufacturing, industrial construction, mechanical engineering, purchasing, logistics and IT. In addition, there are in-depth articles on management and the world of work.

Around major trade fairs, the newsletter provides valuable guidance before, during and after the event – with decision-making support and the most relevant insights for your day-to-day work.

FREQUENCY:
Weekly, every Tuesday

DISTRIBUTION: approx. 7,600 recipients

TARGET AUDIENCE:
Positions: managing directors and board members, plant, sector and department managers.
Industries: mechanical engineering, metal production and processing.

TOPIC NEWSLETTER

Newsletter with editorial content on a focus topic:
- Energy
- Smart Factory
- Mobility
- Cybersecurity

Ask for the dispatch dates!

Ad format*/position		Size in pixels (w x h)	Rate
Leaderboard above header		728 x 90**	1,880.00
Text/image ad		image 200 x 150 and text 300 characters incl. spaces	1,240.00
Full banner		468 x 60** 590 x 100**	1,240.00
Medium rectangle		300 x 250	1,240.00
Button		192 x 192	650.00

*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)

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

→ 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 ESTABLISHED TRADE MEDIA BRAND, INDUSTRIEANZEIGER IS A TRUSTED AND INFLUENTIAL SOURCE OF INFORMATION FOR YOUR TARGET AUDIENCE.

The standalone newsletter is distributed to subscribers of the regular Industrieanzeiger newsletter under the Industrieanzeiger brand 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 **5,780.00**

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

(Rates valid as of 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

Industrie anzeiger

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

REACH INDUSTRY DECISION-MAKERS DIRECTLY. ADVERTISE IN THE LINKEDIN NEWSLETTER “INDUSTRIE-INSIGHTS”!

YOUR BENEFITS

Relevant reach
Reach industry decision-makers and professionals directly on LinkedIn.

Direct access to your target audience
Delivered via LinkedIn notification and additionally by email – without being diverted by spam filters.

High visibility
Banners and text-and-image ads are positioned prominently within the editorial environment.

Sustainable brand presence
Multi-issue packages ensure continuous visibility across several issues.

Engaged readership
Your content reaches an active and relevant subscriber base with high levels of interaction.

Attractive package rates
The price decreases with each additional issue – starting at just €2,850 for three issues.

LinkedIn
more than **1,250** subscribers
more than **3,100** followers



Our package rates

No individual placements, package deals only

3 issues:	**2,850.00**
6 issues:	**5,400.00**
9 issues:	**7,020.00**



Content article
1.920 x 1.080 px



Full banner
1.920 x 300 px

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

DIGITAL

LINKEDIN NEWSLETTER

→ TECHNICAL SPECIFICATIONS

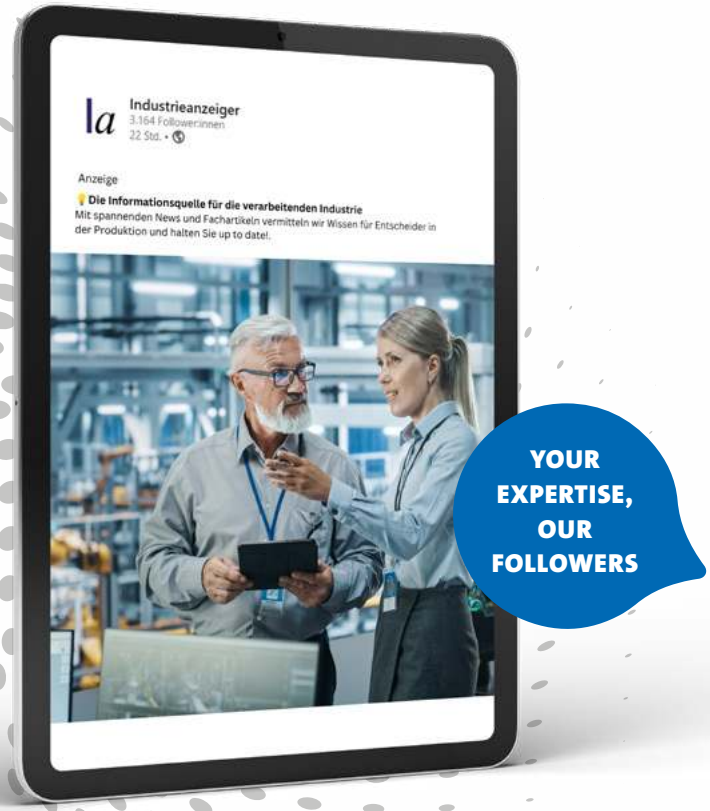
→ Details at: media.industrie.de

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 Industrieanzeiger on LinkedIn:
https://www.linkedin.com/company/industrieanzeiger/

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	**1,260.00**

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**

Industrie anzeiger

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	4,700.00

- 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

Industrie anzeiger

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 %.



BOOK AT A SPECIAL RATE

COMBINATION COMPANY PROFILE & BUSINESS CARD

€

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
Industrieanzeiger	1x per quarter (4 issues)	1,320.00	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:

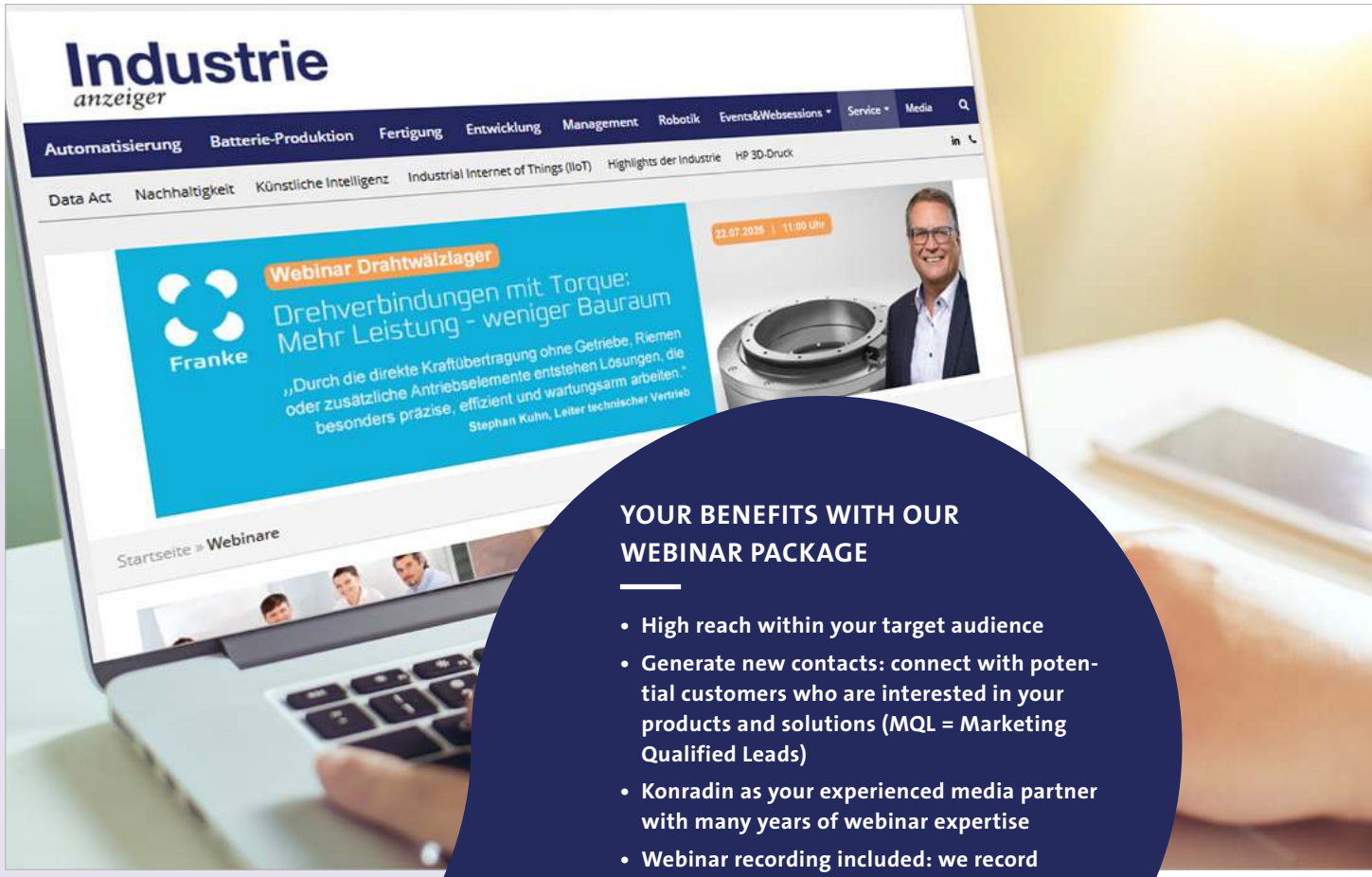
→ MEDIA SALES CONTACTS

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

WEBINAR

SHARE EXPERT KNOWLEDGE, COMMUNICATE BENEFITS, GENERATE LEADS



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**

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

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

Industrie anzeiger

Rethinking productivity – securing competitiveness through digitalisation and AI

Date: 25.02. | **Registration deadline: 18.12.**

This web session shows how digitalisation and artificial intelligence are transforming industrial productivity. It presents proven approaches to automation and process optimisation, more efficient use of resources, and data-driven improvements in quality, throughput times and competitiveness.

Smart Factory Automation (ahead of HANNOVER MESSE)

Date: 24.03. | **Registration deadline: 27.01.**

This web session presents current solutions and trends in connected automation for the smart factory. The focus is on digitalisation and AI as key drivers of end-to-end processes, greater plant availability, efficient use of resources, and data-driven improvements in quality and throughput times. The web session also gives companies an opportunity to showcase themselves ahead of HANNOVER MESSE and inform potential visitors in advance.

Integrating AI into processes

Date: 11.05. | **Registration deadline: 16.03.**

How can AI be integrated into industrial processes in a practical way? This web session presents specific use cases and proven approaches to data management, system integration and cost-effectiveness – for measurable efficiency gains in production, planning and service.

Cybersecurity in production

Date: 22.09. | **Registration deadline: 28.07.**

How can connected production systems be effectively protected against cyberattacks? This web session presents practical strategies and proven approaches for secure OT systems, the protection of critical data and resilient production.

→ VIEW 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 extensive 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 draws additional attention to your topics.

Services and rate (minimum lead time: 6 weeks)

- Presentation including Q&A session (20 minutes per partner)
- Introduction of topic and speaker by the editors of Industrieanzeiger
- Organisation and execution of the webinar incl. advertisement and recruitment of participants
- GDPR-compliant participant leads after the web session

PACKAGE RATE	**3,260.00**

Options at extra charge:

Leads (after live web session)	ab 70.00
Optional: plus 1/1 page advertorial in print	+ 2,000.00
Optional: plus 2/1 page advertorial in print	+ 3,300.00
Optional: plus recording of your presentation for your own use (This covers all usage rights and compensates the publisher for any addresses not received.)	+ 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

REQUEST YOUR PERSONALISED QUOTE:

→ MEDIA SALES CONTACTS

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.

→ Details at: media.industrie.de

DIGITAL

THE INDUSTRY PORTAL

Industrie.de

INDUSTRY IN TRANSITION – KNOWLEDGE AND SOLUTIONS FOR THE DIGITAL FUTURE

industrie.de provides information on Industry 4.0, the Industrial IoT, AI, cloud solutions and cybersecurity, with news, background reports and analyses on the digital transformation of industry.

YOUR BENEFITS OF BANNER ADVERTISING

- Increased brand awareness
- Support for 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

ENHANCE YOUR BANNER ADVERTISING WITH ADDITIONAL ADVERTISING FORMATS:

Sponsored article

Industry highlights



ADVERTISING FORMATS & RATES

Industrie.de

	Desktop	Size	Mobile	Size	€
Leaderboard		728 x 90 pixels		300 x 50 pixels	860.00
Large leaderboard Expandable leaderboard		970 x 90 pixels 728 x 90 + 728 x 300 pixels		300 x 50 pixels	860.00
(Sticky) skyscraper (Sticky) wide skyscraper		120 x 600 pixels 160 x 600 pixels		300 x 50 pixels	860.00
Hockeystick/ wallpaper		728 x 90 and 160 x 600 pixels or 970 x 90 and 120 x 600 pixels		300 x 75 pixels	1,620.00
Frame ad		160 x 600 and 1,125 x 90 and 160 x 600 pixels		300 x 75 pixels	1,620.00
Billboard		970 x 250 pixels		300 x 75 pixels	860.00
Medium rectangle/ video ad		300 x 250 pixels		300 x 250 pixels	860.00
Half-page ad		300 x 600 pixels		300 x 600 pixels	1,620.00

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

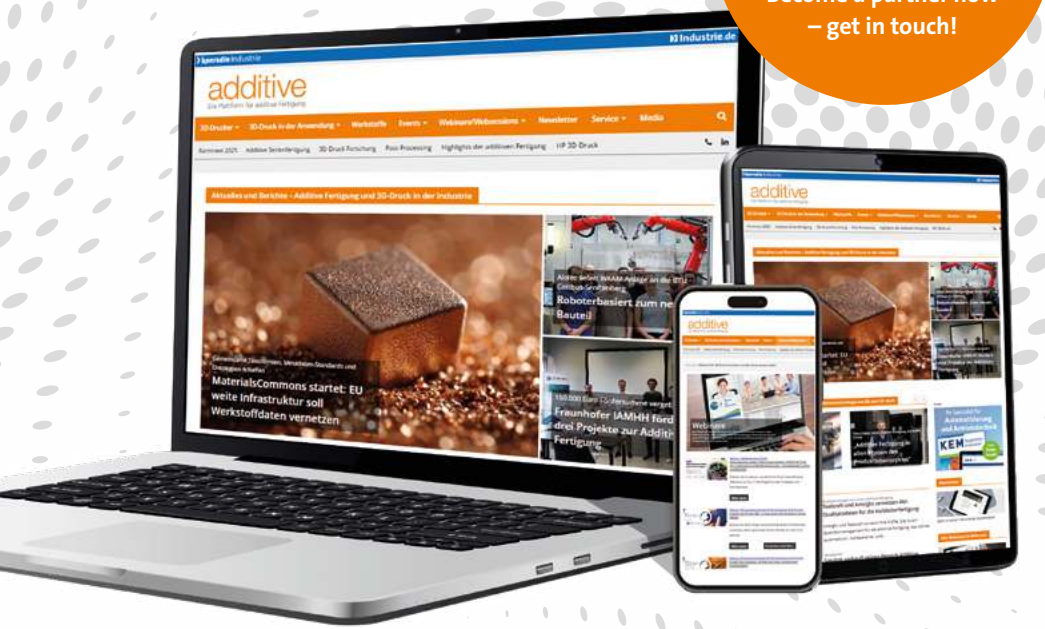
→ Details at: media.industrie.de

additive. industrie.de

THE PORTAL FOR ADDITIVE MANUFACTURING

additive.industrie.de provides information on trends, technologies and industry news in industrial 3D printing – covering the entire process chain, practical applications and trade fair highlights.

TIPP:
Additive Manufacturing Technologies User Forum 27–28 April 2027 at the Fraunhofer IPA, Stuttgart Become a partner now – get in touch!



additive
Die Plattform für additive Fertigung

ADVERTISING FORMATS & RATES

	Desktop	Size	Mobile	Size	€
Leaderboard		728 x 90 pixels		300 x 50 pixels	630.00
Large leaderboard Expandable leaderboard		970 x 90 pixels 728 x 90 + 728 x 300 pixels		300 x 50 pixels	650.00
(Sticky) skyscraper (Sticky) wide skyscraper		120 x 600 pixels 160 x 600 pixels		300 x 50 pixels	630.00
Hockeystick/ wallpaper		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		160 x 600 and 1,125 x 90 and 160 x 600 pixels		300 x 75 pixels	1,460.00
Billboard		970 x 250 pixels		300 x 75 pixels	760.00
Medium rectangle/ video ad		300 x 250 pixels		300 x 250 pixels	630.00
Half-page ad		300 x 600 pixels		300 x 600 pixels	1,340.00

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

→ Details at: media.industrie.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

Industrie anzeiger

MEDIA SALES

GET IN TOUCH:
Phone
+49 711 7594-554
Email
media.industrie@konradin.de



JOACHIM LINCKH
Sales Director
+49 711 7594-565
joachim.linckh@konradin.de



BIRGIT BAUM
+49 711 7594-453
birgit.baum@konradin.de



PETRA GILL
+49 711 7594-547
petra.gill@konradin.de



FLORIAN GOLLINGER
+49 711 7594-535
florian.gollinger@konradin.de



KATJA HANFT
+49 711 7594-369
katja.hanft@konradin.de



ANGELIKA HÖRMANN
+49 711 7594-476
angelika.hoermann@konradin.de



KATRIN JOST
+49 711 7594-4650
katrin.jost@konradin.de



JULIA KNAPP
+49 711 7594-327
julia.knapp@konradin.de



MARTINA LEBHERZ
+49 711 7594-4651
martina.lebherz@konradin.de



INGO NEUBERT
+49 711 7594-477
ingo.neubert@konradin.de



CLEMENS SCHEFFLER
+49 711 7594-4654
clemens.scheffler@konradin.de



MIRIAM STORZ
+49 711 7594-548
miriam.storz@konradin.de



ALEXANDER GÖLZ
Bachelor of Arts
Editor-in-Chief
+49 711 7594-438
alexander.goelz@konradin.de

Topics:
Management, technical purchasing
Also Editor-in-Chief of Beschaffung aktuell and Quality Engineering



HAGEN WAGNER
Bachelor of Arts
Editor
+49 711 7594-391
hagen.wagner@konradin.de

Topics:
Drive technology (mechanical and electric), automation, electrical equipment, electric mobility, energy technology, fluid technology, industrial construction/industrial service, industrial communication, IT+eBusiness (ERP, MES, PPS), IT security, artificial intelligence, networks, control technology, wireless technology (Wi-Fi, 3G/4G/5G/6G)



DAVID KUHLMANN
Master of Arts
Editor
+49 711 7594-456
david.kuhlmann@konradin.de

Topics:
Occupational health and safety, machine vision, ID technologies, material flow/logistics/intralogistics, materials testing, measurement technology, assembly technology, robotics/handling technology, time and access control



NICO SCHRÖDER
Magister Artium (M.A.)
Correspondent
+49 170 6401879
nico.schroeder@konradin.de

Topics:
Drive and fluid technology 4.0 and mechatronic systems



OLAF STAUSS
Dipl.-Ing.
Editor
+49 711 7594-495
olaf.stauss@konradin.de

Topics:
Additive technologies, augmented and virtual reality, plastics, laser technology, nanotechnology, surface technology, product development and design engineering, pumps/compressors/valves, welding/cutting, injection moulding, technology transfer, joining technology, materials, suppliers



SUSANNE SCHWAB
Editor
+49 711 7594-444
susanne.schwab@konradin.de

Topics:
Used machines, cooling lubricants, laser technology, machine maintenance and servicing, precision tools, rapid tooling, cutting and non-cutting manufacturing, clamping tools, tool and mould making, tool coatings, machine tools, parts cleaning



CARMELINA WEBER
Editorial Assistant
+49 711 7594-257
carmelina.weber@konradin.de

FOLLOW US ON SOCIAL MEDIA:
YouTube
LinkedIn

CONTACT

EDITORIAL TEAM

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