KEM Konstruktion Automation

MEDIA KIT 2027

PRINT

DIGITAL

CONTENT MARKETING

LEADS

EVENTS



konradin Industrie

INDUSTRY IS FACING FUNDAMENTAL CHANGES:
DIGITALISING PROCESSES, OPERATING SUSTAINABLY, RETAINING SKILLED PROFESSIONALS AND REMAINING RESILIENT – THESE ARE KEY CHALLENGES FOR INDUSTRIAL SMEs.

KEM Konstruktion | Automation supports product and production developers in a working environment increasingly shaped by AI and digitalisation. Its editorial coverage spans the entire product development process – from systems engineering, drive technology and automation to machine elements and materials. KEM combines in-depth engineering expertise with a strategic perspective on end-to-end development processes and intelligent system integration.





TARGET AUDIENCE

Specialists and decision-makers in design engineering, production equipment design, automation, R&D and system integration – particularly in mechanical and plant engineering, the electrical industry, automotive engineering and the supplier industry.

DIPL.-ING. MICHAEL CORBAN
EDITOR-IN-CHIEF

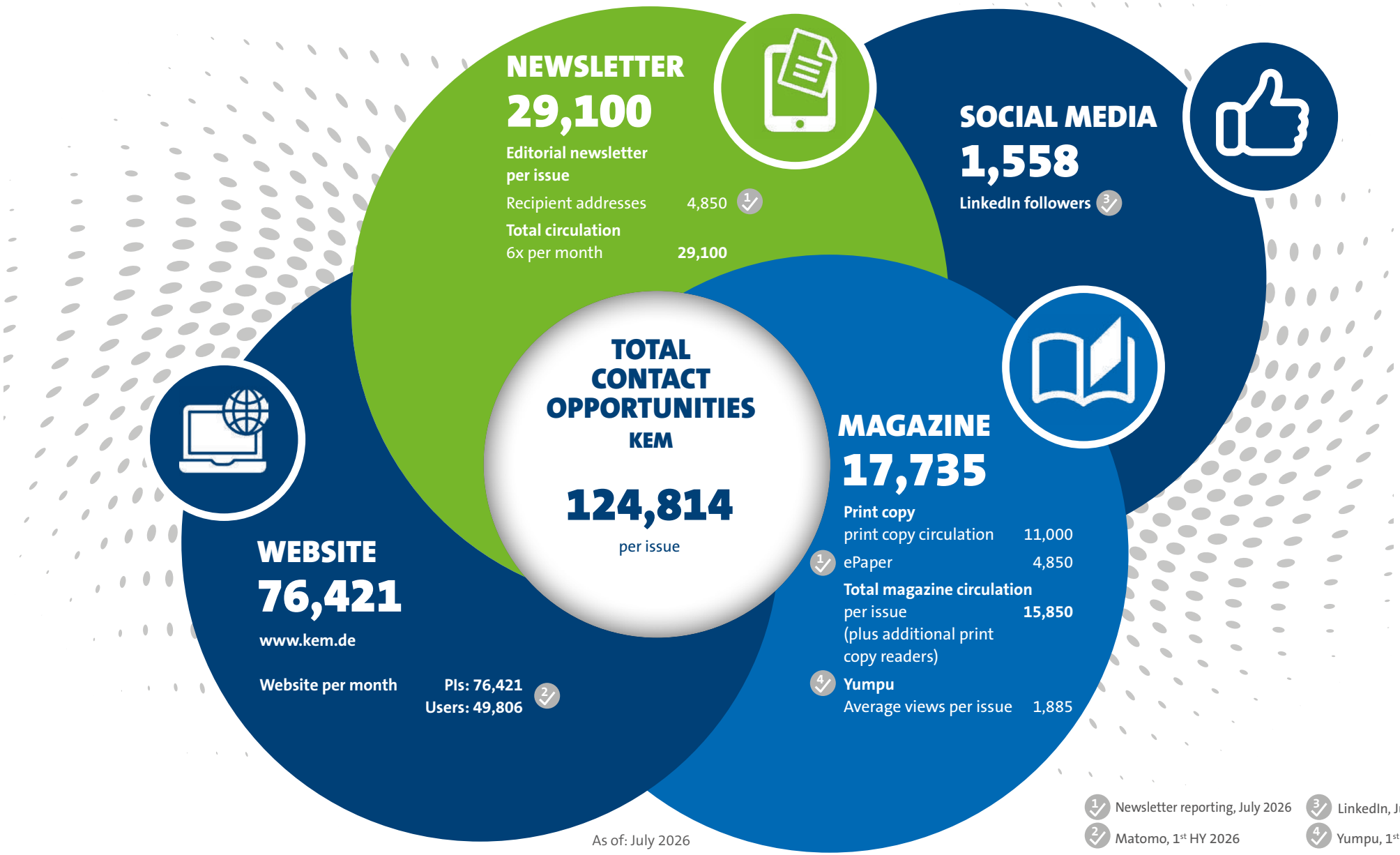
"KAI is accelerating the pace of development in engineering and opening up major opportunities to remain innovative and competitive despite limited time and resources. However, asking the right questions and defining requirements clearly remains crucial – and that is something AI cannot do. Interdisciplinary collaboration is equally important: mechanics and electrical engineering provide the foundation, while electronics and, above all, software deliver the flexibility."



ALSO WATCH:
Our editorial team on video!

MEDIA BRAND

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
Subject overview 07
Editorial schedule 08
Rate card 16
Ad specials 19
Special sections 20
Business cards 34

DIGITAL

Website 24
Newsletter 26
Topic newsletter 27
Regional newsletters 28
Standalone newsletter 29
Address rental – e-mail campaigns 30
Address rental – account/keyword-based newsletter 31
Section advertising 32
Company profile 34

CONTENT MARKETING

Highlights of engineering 21
Sponsored article PLUS 33

LEADS

White paper 35
Webinars 36

EVENTS

Live events & industry events 37

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 38
Editorial contacts 38

PRINT





Frequency: 8 issues per year

Format: DIN A4

Year: 64th year 2027

Memberships: bvik Bundesverband Industrie Kommunikation e.V.

Publishing house: Konradin-Verlag Robert Kohlhammer GmbH

Publisher: Katja Kohlhammer

PRINT

READERSHIP ANALYSIS

KEM Konstruktion Automation

1.1 **Industries/industrial sectors: Recipient categories** Industry codes acc. to classif. of industrial sectors 2008		Contact opportunities Magazine %	Readers
C.22.19	Manufacture of other rubber products	1.3	206
C.22.29	Manufacture of other plastic products	3.3	523
C.25	Manufacture of metal products	13.4	2,124
C.26 (26.1 not included)	Manuf. of data-processing devices, electronic and optical products (not including electronic components and printed circuit boards)	7.2	1,141
C.27	Manufacture of electrical equipment	19.5	3,091
C.28	Mechanical engineering	43.4	6,870
C.30	Manufacture of other transport equipment	2.4	380
M.71.12, 72.1, 74	Engineering offices for technical, physical and chemical studies as well as technical activities	8.6	1,363
S.94.1	Business and employers' associations, professional membership organisations	0.9	143
		100.0	15,850

1.2 **Company size:**	Contact opportunities Magazine %	Readers
1 – 49 employees	15.8	2,504
50 – 99 employees	13.6	2,156
100 – 199 employees	24.0	3,804
200 – 499 employees	19.6	3,107
500 – 999 employees	20.7	3,281
1,000 and more employees	6.3	999
	100.0	15,850

1.3 **Position in company**	%	Readers
Corporate management	24.0	3,804
1st management level (director)	20.1	3,186
2nd management level (supervisor)	30.6	4,850
Employees, skilled workers, specialists	25.3	4,010
	100.0	15,850

1.4 **Job function**	%	Readers
Management/technical management	25.2	3,994
Design, engineering/research & development	62.1	9,843
Production, manufacturing, assembly	6.4	1,014
Technical purchasing	6.3	999
	100.0	15,850

PRINT

SUBJECT OVERVIEW 2027

ISSUE	1	2	3	4	5	6	7	8
DRIVE TECHNOLOGY								
Electric drive technology	•	•	•	•	•	•	•	•
Gears, clutches and brakes		•	•		•		•	•
Linear technology, roller & plain bearings	•		•	•		•		
Fluid technology			•		•			•
AUTOMATION								
Switch cabinet construction	•		•	•			•	•
Metrology & sensors		•	•	•	•	•		•
Control systems, safety & security	•	•	•		•	•	•	•
Electrical engineering components		•		•		•		•
COMPONENTS								
Machine elements	•	•	•	•	•	•	•	•
Materials/ lightweight design			•				•	
Robotics		•			•	•		•
METHODS & SOFTWARE TOOLS								
Product development	•		•	•			•	
Digitalisation, Industry 4.0 & AI		•	•		•	•		•

ISSUE	1	2	3	4	5	6	7	8
ADDITIONAL TOPICS								
Joining technology			•		•			
Mobile machines				•				•
SPECIALS								
Aerospace & defence	•							
Intralogistics		•						
AI in drive technology			•					
Sensor technology				•				
Robotics					•			
Packaging technology						•		
Switch cabinet construction							•	
AI in automation								•

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

PRINT

EDITORIAL SCHEDULE 2027

KEM Konstruktion Automation

ISSUE

1/2027

Publication date:
09.02.2027

Advertising deadline:
13.01.2027

Editorial deadline:
16.12.2026

TOPICS

DRIVE TECHNOLOGY

Electric drive technology
Servomotors & controllers, frequency converters, AC/DC motors, gear motors, stepper motors, motion control, drive solutions for robotics and AGVs, transport systems for Industry 4.0

Linear technology, rolling & plain bearings
Linear drives and motors, linear guides and ball screw drives, ball bearings, roller bearings, tapered roller bearings, plain bearings, hybrid and special bearings

AUTOMATION

Control cabinet construction
Control cabinets and system solutions, I/O systems, terminals, power distribution and power supplies, climate control

Control technology, safety & security
Industrial PCs, PLCs, CNC systems, compact and small controllers, industrial communication & bus systems, automation software, digitalisation, artificial intelligence (AI) and machine learning, control and programming systems for robotics and AGVs, safety controllers and components, as well as measures and systems for tamper and access protection

COMPONENTS

Machine elements
Shaft-hub connections, springs, standard parts, seals, chains, belts, brushes, wheels, screws, nuts and bolts, threaded inserts, fittings, clamping elements, grippers, handling & gantry systems, as well as assembly
technology

METHODS & SOFTWARE TOOLS

Product development
CAD/CAE/CAM, systems engineering, 3D printing/additive manufacturing

Special
AEROSPACE & DEFENCE
Components and system solutions for the construction of flying drones and UAVs, as well as aerospace components and system solutions designed to meet the special requirements in the field of defence technology.

TRADE FAIRS

all about automation
Friedrichshafen, 02.03.-03.03.

DSEI Germany 2027
Hanover, 09.03.-12.03.

PRINT

EDITORIAL SCHEDULE 2027

KEM Konstruktion Automation

ISSUE

2/2027

Publication date:
04.03.2027

Advertising deadline:
05.02.2027

Editorial deadline:
08.01.2027

TOPICS

DRIVE TECHNOLOGY

Electric drive technology
Servomotors & controllers, frequency converters, AC/DC motors, gear motors, stepper motors, motion control, drive solutions for robotics and AGVs, transport systems for Industry 4.0

Gears, clutches & brakes
Planetary gears, flat gear units, continuously variable gear units, worm gears, spur gears, gear solutions for robotics, rigid and flexible clutches, externally actuated and self-actuating clutches, safety clutches and brakes, brake solutions

AUTOMATION

Metrology & sensors
Sensors, rotary encoders, vision systems, identification solutions, measuring and testing technology

Control technology, safety & security technology
Industrial PCs, PLCs, CNC systems, compact and small controllers, industrial communication & bus systems, automation software, digitalisation, artificial intelligence (AI) and machine learning, control and programming systems for robotics and AGVs, safety controllers and components, as well as measures and systems for tamper and access protection

Electrical components
Switches, cables and wires, energy supply and transmission systems, connectors, housings, operator controls

COMPONENTS

Machine elements
Shaft-hub connections, springs, standard parts, seals, chains, belts, brushes, wheels, screws, nuts and bolts, threaded inserts, fittings, clamping elements, grippers, handling & gantry systems, as well as assembly
technology

Robotics

METHODS & SOFTWARE TOOLS

Digitalisation, Industry 4.0 & AI
Artificial intelligence (AI), machine learning, manufacturing execution systems (MES) and process control technology / SCADA

TRADE FAIRS

LogiMAT
Stuttgart, 16.03.-18.03.

embedded world
Nuremberg,
16.03.-18.03.

Special
INTRALOGISTICS
Additional digital distribution via the mailing lists of “dei – Prozesstechnik für die Lebensmittelindustrie”
Potential contacts: 24,596 (1× dei newsletter, 1× KEM full mailing list)
Drive and automation solutions for internal material flow
Efficient intralogistics for food processing companies
Components for building cobots, AMRs, AGVs and more, plus automated warehouse technology

dei

PRINT

EDITORIAL SCHEDULE 2027

KEM Konstruktion Automation

ISSUE

3/2027

Publication date:
30.03.2027

Advertising deadline:
01.03.2027

Editorial deadline:
01.02.2027

TOPICS

MAIN ISSUE FOR HANNOVER MESSE

DRIVE TECHNOLOGY

Electric drive technology
Servomotors & controllers, frequency converters, AC/DC motors, gear motors, stepper motors, motion control, drive solutions for robotics and AGVs, transport systems for Industry 4.0

Gears, clutches & brakes
Planetary gears, flat gear units, continuously variable gear units, worm gears, spur gears, gear solutions for robotics, rigid and flexible clutches, externally actuated and self-actuating clutches, safety clutches and brakes, brake solutions

Linear technology, rolling & plain bearings
Linear drives and motors, linear guides and ball screw drives, ball bearings, roller bearings, tapered roller bearings, plain bearings, hybrid and special bearings

Fluid technology
Pneumatics, hydraulics, pumps and motors, cylinders, valves, vacuum systems as well as pipes, hoses and fittings

AUTOMATION

Control cabinet construction
Control cabinets and system solutions, I/O systems, terminals, power distribution and power supplies, climate control

Metrology & sensors
Sensors, rotary encoders, vision systems, identification solutions, measuring and testing technology

Control technology, safety & security
Industrial PCs, PLCs, CNC systems, compact and small controllers, industrial communication & bus systems, automation software, digitalisation, artificial intelligence (AI) and machine learning, control and programming systems for robotics and AGVs, safety controllers and components, as well as measures and systems for tamper and access protection

COMPONENTS

Machine elements
Shaft-hub connections, springs, standard parts, seals, chains, belts, brushes, wheels, screws/nuts/bolts, threaded inserts, fittings, clamping elements, grippers, handling & gantry systems, as well as assembly technology

Materials/lightweight design
Steels, non-ferrous metals, plastics, light metals, composite materials, surface technology

METHODS & SOFTWARE TOOLS

Product development
CAD/CAE/CAM, systems engineering, 3D printing/additive manufacturing

Digitalisation, Industry 4.0 & AI
Artificial intelligence (AI), machine learning, manufacturing execution systems (MES) and process control technology / SCADA

ADDITIONAL TOPIC

Joining technology
Screwing, bonding, riveting, clinching, welding

Special
ARTIFICIAL INTELLIGENCE (AI) IN DRIVE TECHNOLOGY
AI-assisted system solutions and components for mechanical and electrical drive technology
Engineering – parameterisation – assembly and commissioning – operation

TRADE FAIRS

Hanover Messe
Hanover, 05.04.-08.04.

Fastener Fair
Stuttgart, 06.04.-08.04.

Automatisierungstreff
Heilbronn, 14.04.-15.04.

all about automation
Wetzlar, 21.04.-22.04.

PRINT

EDITORIAL SCHEDULE 2027

KEM Konstruktion Automation

ISSUE

4/2027

Publication date:
04.05.2027

Advertising deadline:
07.04.2027

Editorial deadline:
10.03.2027

TOPICS

DRIVE TECHNOLOGY

Electric drive technology
Servomotors & controllers, frequency converters, AC/DC motors, gear motors, stepper motors, motion control, drive solutions for robotics and AGVs, transport systems for Industry 4.0

Linear technology, rolling & plain bearings
Linear drives and motors, linear guides and ball screw drives, ball bearings, roller bearings, tapered roller bearings, plain bearings, hybrid and special bearings

AUTOMATION

Control cabinet construction
Control cabinets and system solutions, I/O systems, terminals, power distribution and power supplies, climate control

Metrology & sensors
Sensors, rotary encoders, vision systems, identification solutions, measuring and testing technology

Electrical components
Switches, cables and wires, energy supply and transmission systems, connectors, housings, operator controls

COMPONENTS

Machine elements
Shaft-hub connections, springs, standard parts, seals, chains, belts, brushes, wheels, screws, nuts and bolts, threaded inserts, fittings, clamping elements, grippers, handling & gantry systems, as well as assembly
technology

METHODS & SOFTWARE TOOLS

Product development
CAD/CAE/CAM, systems engineering, 3D printing/additive manufacturing

ADDITIONAL TOPIC

Mobile machinery

Special
SENSOR TECHNOLOGY
Integrated sensor technology and software-defined sensors in drive technology and automation
AI-based intelligent sensor systems

TRADE FAIRS

all about automation
Heilbronn, 12.05.-13.05.

all about automation
Hamburg, 01.06.-02.06.

Moulding Expo
Stuttgart, 11.05.-12.05.

Sensor + Test
Nuremberg, 11.05.-13.05.

Control
Stuttgart, 11.05.-14.05.

PRINT

EDITORIAL SCHEDULE 2027

KEM Konstruktion Automation

ISSUE

5/2027

Publication date:
10.06.2027

Advertising deadline:
12.05.2027

Editorial deadline:
14.04.2027

TOPICS

DRIVE TECHNOLOGY

Electric drive technology
Servomotors & controllers, frequency converters, AC/DC motors, gear motors, stepper motors, motion control, drive solutions for robotics and AGVs, transport systems for Industry 4.0

Gears, clutches & brakes
Planetary gears, flat gear units, continuously variable gear units, worm gears, spur gears, gear solutions for robotics, rigid and flexible clutches, externally actuated and self-actuating clutches, safety clutches and brakes, brake solutions

Fluid technology
Pneumatics, hydraulics, pumps and motors, cylinders, valves, vacuum systems as well as pipes, hoses and fittings

AUTOMATION

Metrology & sensors
Sensors, rotary encoders, vision systems, identification solutions, measuring and testing technology

Control technology, safety & security
Industrial PCs, PLCs, CNC systems, compact and small controllers, industrial communication & bus systems, automation software, digitalisation, artificial intelligence (AI) and machine learning, control and programming systems for robotics and AGVs, safety controllers and components, as well as measures and systems for tamper and access protection

COMPONENTS

Machine elements
Shaft-hub connections, springs, standard parts, seals, chains, belts, brushes, wheels, screws, nuts and bolts, threaded inserts, fittings, clamping elements, grippers, handling & gantry systems, as well as assembly
technology

Robotics

METHODS & SOFTWARE TOOLS

Digitalisation, Industry 4.0 & AI
Artificial intelligence (AI), machine learning, manufacturing execution systems (MES) and process control technology / SCADA

ADDITIONAL TOPIC

Joining technology
Screwing, bonding, riveting, clinching, welding

Special
ROBOTICS
Components and system solutions for the design and construction of robots, cobots and AGVs
Ai-assisted robot programming and operation

TRADE FAIRS

Achema
Frankfurt/Main, 14.06.-18.06.

Battery Show Europe
Stuttgart, 22.06.-24.06.

automatica
Munich, 22.06.-25.06.

PRINT

EDITORIAL SCHEDULE 2027

KEM Konstruktion Automation

ISSUE

6/2027

Publication date:
15.09.2027

Advertising deadline:
19.08.2027

Editorial deadline:
22.07.2027

TOPICS

DRIVE TECHNOLOGY

Electric drive technology
Servomotors & controllers, frequency converters, AC/DC motors, gear motors, stepper motors, motion control, drive solutions for robotics and AGVs, transport systems for Industry 4.0

Linear technology, rolling & plain bearings
Linear drives and motors, linear guides and ball screw drives, ball bearings, roller bearings, tapered roller bearings, plain bearings, hybrid and special bearings

AUTOMATION

Metrology & sensors
Sensors, rotary encoders, vision systems, identification solutions, measuring and testing technology

Control technology, safety & security
Industrial PCs, PLCs, CNC systems, compact and small controllers, industrial communication & bus systems, automation software, digitalisation, artificial intelligence (AI) and machine learning, control and programming systems for robotics and AGVs, safety controllers and components, as well as measures and systems for tamper and access protection

Electrical components
Switches, cables and wires, energy supply and transmission systems, connectors, housings, operator controls

COMPONENTS

Machine elements
Shaft-hub connections, springs, standard parts, seals, chains, belts, brushes, wheels, screws, nuts and bolts, threaded inserts, fittings, clamping elements, grippers, handling & gantry systems, as well as assembly
technology

Robotics

METHODS & SOFTWARE TOOLS

Digitalisation, Industry 4.0 & AI
Artificial intelligence (AI), machine learning, manufacturing execution systems (MES) and process control technology / SCADA

TRADE FAIRS

all about automation
Chemnitz, 15.09.-16.09.

all about automation
Graz, 21.09.-22.09.

Fachpack
Nuremberg,
21.09.-23.09.

EMO
Milan, 04.10.-08.10.

Special
PACKAGING TECHNOLOGY

Additional print and digital distribution via the channels of “dei – Prozesstechnik für die Lebensmittelindustrie” – potential contacts: 30,504*
Components and system solutions for the construction of packaging machinery and equipment
Production and packaging of food, beverages and animal feed
*A separate price list applies.

dei

PRINT

EDITORIAL SCHEDULE 2027

KEM Konstruktion Automation

ISSUE

7/2027

Publication date:
07.10.2027

Advertising deadline:
10.09.2027

Editorial deadline:
13.08.2027

TOPICS

DRIVE TECHNOLOGY

Electric drive technology
Servomotors & controllers, frequency converters, AC/DC motors, gear motors, stepper motors, motion control, drive solutions for robotics and AGVs, transport systems for Industry 4.0

Gears, clutches & brakes
Planetary gears, flat gear units, continuously variable gear units, worm gears, spur gears, gear solutions for robotics, rigid and flexible clutches, externally actuated and self-actuating clutches, safety clutches and brakes, brake solutions

AUTOMATION

Control cabinet construction
Control cabinets and system solutions, I/O systems, terminals, power distribution and power supplies, climate control

Control technology, safety & security
Industrial PCs, PLCs, CNC systems, compact and small controllers, industrial communication & bus systems, automation software, digitalisation, artificial intelligence (AI) and machine learning, control and programming systems for robotics and AGVs, safety controllers and components, as well as measures and systems for tamper and access protection

COMPONENTS

Machine elements
Shaft-hub connections, springs, standard parts, seals, chains, belts, brushes, wheels, screws, nuts and bolts, threaded inserts, fittings, clamping elements, grippers, handling & gantry systems, as well as assembly technology

Materials/lightweight design
Steels, non-ferrous metals, plastics, light metals, composite materials, surface technology

METHODS & SOFTWARE TOOLS

Product development
CAD/CAE/CAM, systems engineering, 3D printing/additive manufacturing

Special
CONTROL CABINET CONSTRUCTION
Strategies and tools for efficient control cabinet construction, components and system solutions for practical applications

TRADE FAIRS

Fakuma
Friedrichshafen, 11.10.-15.10.

all about automation
Düsseldorf, 13.10.-14.10.

Blechexpo
Stuttgart, 26.10.-29.10.

PRINT

EDITORIAL SCHEDULE 2027

KEM Konstruktion Automation

ISSUE

8/2027

Publication date:
11.11.2027

Advertising deadline:
14.10.2027

Editorial deadline:
16.09.2027

TOPICS

MAIN ISSUE FOR SPS (SMART PRODUCTION SOLUTIONS)

DRIVE TECHNOLOGY

Electric drive technology
Servomotors & controllers, frequency converters, AC/DC motors, gear motors, stepper motors, motion control, drive solutions for robotics and AGVs, transport systems for Industry 4.0

Gears, clutches & brakes
Planetary gears, flat gear units, continuously variable gear units, worm gears, spur gears, gear solutions for robotics, rigid and flexible clutches, externally actuated and self-actuating clutches, safety clutches and brakes, brake solutions

Fluid technology
Pneumatics, hydraulics, pumps and motors, cylinders, valves, vacuum systems as well as pipes, hoses and fittings

AUTOMATION

Control cabinet construction
Control cabinets and system solutions, I/O systems, terminals, power distribution and power supplies, climate control

Metrology & sensors
Sensors, rotary encoders, vision systems, identification solutions, measuring and testing technology

Control technology, safety & security
Industrial PCs, PLCs, CNC systems, compact and small controllers, industrial communication & bus systems, automation software, digitalisation, artificial intelligence (AI) and machine learning, control and programming systems for robotics and AGVs, safety controllers and components, as well as measures and systems for tamper and access protection

Electrical components
Switches, cables and wires, energy supply and transmission systems, connectors, housings, operator controls

COMPONENTS

Machine elements
Shaft-hub connections, springs, standard parts, seals, chains, belts, brushes, wheels, screws, nuts and bolts, threaded inserts, fittings, clamping elements, grippers, handling & gantry systems, as well as assembly
technology

Robotics

METHODS & SOFTWARE TOOLS

Digitalisation, Industry 4.0 & AI
Artificial intelligence (AI), machine learning, manufacturing execution systems (MES) and process control technology / SCADA

ADDITIONAL TOPIC

Mobile machinery

Special
ARTIFICIAL INTELLIGENCE (AI) IN AUTOMATION
AI-assisted system solutions and components for electrical automation technology
System design – programming – installation and commissioning – operation

TRADE FAIRS

Agritechnica
Hanover, 15.11.-20.11.

productronica
Munich, 16.11.-19.11.

SPS
Nuremberg,
23.11.-25.11.

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 17 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 38

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



Order management
KATJA MAYR
+49 711 7594-5843
katja.mayr@konradin.de

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

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

KEM Konstruktion Automation

ADS: STANDARD FORMATS

1/1 PAGE

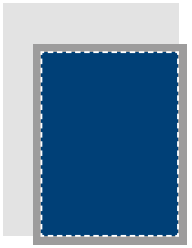


TRIM SIZE
210 x 297 mm

TYPE AREA
188 x 270 mm

TRIM SIZE	TYPE AREA
9,150.00	8,790.00

JUNIOR PAGE



TRIM SIZE
151 x 205 mm

TYPE AREA
140 x 190 mm

TRIM SIZE	TYPE AREA
5,850.00	5,590.00

1/2 PAGE

LAND. (4-COL.)



TRIM SIZE
210 x 150 mm

TYPE AREA
188 x 133 mm

PORT. (2-COL.)



TRIM SIZE
103 x 297 mm

TYPE AREA
92 x 270 mm

TRIM SIZE	TYPE AREA
5,090.00	4,950.00

1/3 PAGE

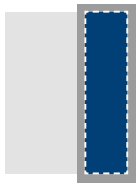
LAND. (4-COL.)



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
3,750.00	3,590.00

1/4 PAGE

LAND. (4-COL.)



TRIM SIZE
210 x 82 mm

TYPE AREA
188 x 65 mm

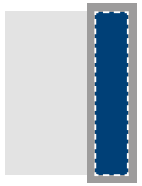
LAND. (2-COL.)



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
2,850.00	2,690.00

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
1,650.00

Ad size

Trim size

3 mm bleed

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

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

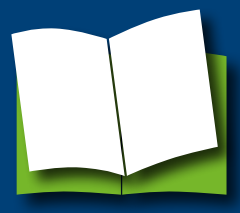
FORMATS	SPECIFICATIONS		TRIM SIZE	TYPE AREA	RATE (up to 4c)
2nd, 3rd or 4th COVER PAGE trim size			210 x 297		**9,590.00**
1/3 PAGE NEXT TO EDITORIAL trim size type area			71 x 297	60 x 270	**4,250.00** **4,050.00**
1/2 PAGE NEXT TO TABLE OF CONTENTS trim size type area			103 x 297	92 x 270	**5,710.00** **5,500.00**
2 PAGES ACROSS GUTTER			Double-page spread		**16,450.00**
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		**3,450.00** **6,210.00**
AD IN EDITORIAL SECTION 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		60 x spec. 44 x spec.		per mm 46,90 33,90
ADVERTORIAL	Regular ad rates (from 1/2 page, 4c), see page 17 for rate table, 4c, produced by Konradin, layout adapted to KEM				**from 5,090.00**
COVER PAGE	Booking subject to editorial approval and includes cover page and cover story.				**9,390.00**
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. 20).				**5,450.00**
					BASIC RATE per year
CLASSIFIED ADS	PREMIUM COMPANY PROFILE (online) BUSINESS CARD (print) *see page 34 for details* COMPANY PROFILE + BUSINESS CARD COMBO			60 x 82	**1,980.00** **1,280.00** **2,980.00**

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

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

up to 4 colours

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	**8,990.00** **16,100.00**

	SPECIFICATIONS	RATES
DOUBLE GATEFOLD BOUND INSERT 	Bound insert opening towards the centre of the magazine.	**21,950.00**
GATEFOLDER 	Fold-out inside cover (gatefold)	**21,450.00**
COVER FLAP 	105 mm wide, attached on left-hand side with title logo featured on front	**12,450.00**

→ 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, KEM readers receive detailed background information, analyses and trends on a specific topic area. 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 **5,450.00**

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

ISSUES

1/2027
PD: 09.02.27 | AD: 02.12.26 | DD: 16.12.26
Special AEROSPACE & DEFENCE

2/2027
PD: 04.03. | AD: 08.01. | DD: 22.01.
Special INTRALOGISTICS

3/2027
PD: 30.03. | AD: 01.02. | DD: 15.02.
Special ARTIFICIAL INTELLLIGENCE (AI) IN drive technology

4/2027
PD: 04.05. | AD: 10.03. | DD: 24.03.
Special SENSOR TECHNOLOGY

5/2027
PD: 10.06. | AD: 14.04. | DD: 28.04.
Special ROBOTICS

6/2027
PD: 15.09. | AD: 22.07. | DD: 05.08.
Special PACKAGING TECHNOLOGY

7/2027
PD: 07.10. | AD: 13.08. | DD: 27.08.
Special SWITCH CABINET CONSTRUCTION

8/2027
PD: 11.11. | AD: 16.09. | DD: 30.09.
Special ARTIFICIAL INTELLLIGENCE (AI) IN AUTOMATION

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 SPECIAL SECTIONS

PRINT

HIGHLIGHTS OF ENGINEERING

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 “Highlights of engineering” 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
6,500.00

2/1 page advertorial (print)
+ online advertorial (website)
+ Teaser in newsletter
9,350.00

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

EXCLUSIVE BENEFITS

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



PRINT ADVERTORIAL 1/1



PRINT ADVERTORIAL 2/1

PRINT

HIGHLIGHTS OF ENGINEERING

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


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

DIGITAL

THE PORTAL FOR MODERN ENGINEERING

News, technology and fundamental knowledge: relevant news and trends on innovations, systems and solutions for modern engineering. The main focus areas are drive technology and automatio, alongside components & processes as well as methods & software tools. Webinars, white papers and an extensive company database complete the offering.



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

KEM.DE

→ ADVERTISING FORMATS AND RATES

ADVERTISING FORMATS & RATES

LEADERBOARD



Size: 728 x 90 pixels

300 x 50 pixels

760.00

LARGE LEADERBOARD
EXPANDABLE LEADERBOARD



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

300 x 50 pixels

830.00

(STICKY) SKYSCRAPER
(STICKY) WIDE SKYSCRAPER

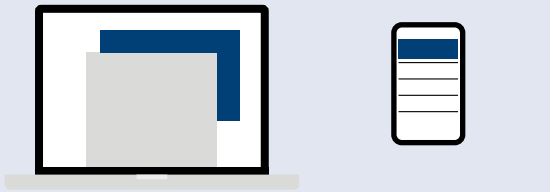


Size: 120 x 600 pixels
160 x 600 pixels

300 x 50 pixels

650.00

HOCKEYSTICK / WALLPAPER

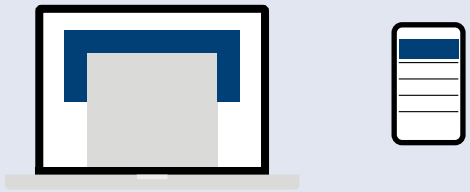


Size: 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels

300 x 75 pixels

1,450.00

FRAME AD

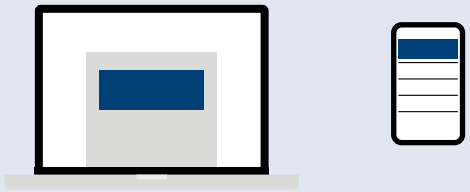


Size: 160 x 600 and
1,125 x 90 and 160 x 600 pixels

300 x 75 pixels

1,670.00

BILLBOARD

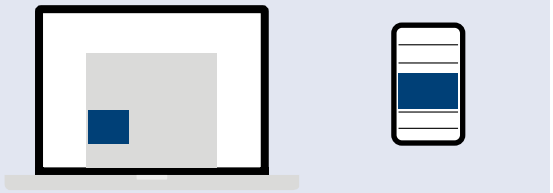


Size: 970 x 250 pixels

300 x 75 pixels

890.00

MEDIUM RECTANGLE / VIDEO AD

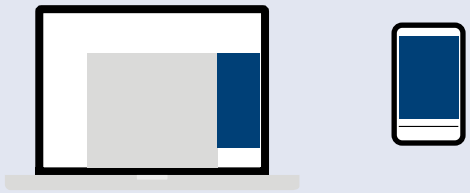


Size: 300 x 250 pixels

300 x 250 pixels

680.00

HALF-PAGE AD



Size: 300 x 600 pixels

300 x 600 pixels

1,450.00

ENHANCE YOUR BANNER ADVERTISING WITH ADDITIONAL AD-VERTISING FORMATS:

Sponsored article PLUS

Highlights of engineering

(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

DIGITAL

NEWSLETTER

K|E|M ENGINEERING

The newsletter that informs decision-makers in design engineering and development about products, solutions, trends, innovations, new technologies and processes from the world of design engineering. Its readership includes design engineers, development engineers and technical managers who make investment decisions and actively monitor technology trends. They use the newsletter as a concise source of information for their day-to-day work.

FREQUENCY:
Weekly, every Thursday

DISTRIBUTION: approx. 4,850 recipients

TARGET AUDIENCE:
Design engineers, development engineers and those responsible for product development with planning and decision-making responsibilities in mechanical, electrical and automotive engineering.



Ad format*/position		Size in pixels (w x h)	Rate
Leaderboard above header		728 x 90**	1,470.00
Text/image ad		image 200 x 150 and text 300 characters incl. spaces	900.00
Full banner		468 x 60** 590 x 100**	900.00
Medium rectangle		300 x 250	900.00
Button		192 x 192	460.00

*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:
https://kem.de/newsletter

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

→ **Details at:** media.industrie.de

DIGITAL

TOPIC NEWSLETTER

TOPIC NEWSLETTER
K|E|M DRIVES
K|E|M AUTOMATION

Thematically focused newsletters for those who want to be informed exclusively about their favourite drive technology or automation topic. High user value is guaranteed. Both themed newsletters are published in addition to the regular newsletter K|E|M Engineering.

TARGET AUDIENCE:
Design engineers, development engineers and those responsible for product development with planning and decision-making responsibilities in mechanical, electrical and automotive engineering.

FREQUENCY:
every first Tuesday of the month:
K|E|M Drives, start: 02.02.2027, end: 02.11.2027
every third Tuesday of the month
K|E|M Automation, start: 16.02.2027, end: 16.11.2027
(No topic newsletters in July and August)

SENT TO:
All active users of the last 6 months (rolling time period) who have clicked on drive technology or automation topics in previous K|E|M Engineering newsletters.

Ask about the mailing dates!



€

Ad format*/placement		Size in pixels (w x h)	Rate
Text/image ad		Image: 200 x 150, text: 300 char. (incl. spaces)	**1,760.00**
Full banner		468 x 60** 590 x 100**	**1,760.00**
Button		192 x 192	**710.00**

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

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

Availability of placements:
Text/image ad or full banner – 1 x per newsletter, button – 3 x per newsletter (side by side)

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

→ **Details at: media.industrie.de**

REGIONAL NEWSLETTERS

LEVERAGE REGIONAL PRESENCE FOR REGIONAL TRADE FAIRS

Time and budget constraints leave little room for travel, making regional trade fairs more important than ever.

KEM Konstruktion | Automation offers you a high-impact presence at the 2027 all about automation fairs.

Konradin Industrie has a premium database, particularly in industries with strong ties to industrial automation and robotics.

To create the distribution lists for each all about automation fair in 2027, the database will be carefully screened based on regional and target group-specific criteria.

In compliance with GDPR requirements, addresses are drawn from a 150-200 km radius or within a two-hour driving distance.

Well ahead of the event, you'll be visible to the event's target audience and benefit from the high-quality content and highly engaged contacts of KEM Konstruktion | Automation.

- Berlin, 27 + 28 January 2027
- Friedrichshafen, 02 + 03 March 2027
- Gorinchem, 20 + 21 April 2027
- Heilbronn, 12 + 13 May 2027
- Hamburg, 01 + 02 June 2027
- Graz, 21 + 22 September 2027
- Chemnitz, 15 + 16 September 2027
- Düsseldorf, 13 + 14 October 2027

APPROX. 2,800 - 7,300* NEWSLETTER RECIPIENTS

€

Services and Rates (minimum lead time: 2 weeks)

Sponsored article
on kem.industrie.de/all-about-automation/
- Runs for 4 weeks until the end of the event
- Max. 6,000 characters incl. spaces
- Plus 1 teaser and a maximum of 2-3 additional images
- Plus links within the text

RATE **1,500.00**

Text/image ad
in the regional special newsletter
- Distributed to between 2,800 and 7,300 addresses
- Maximum of 5 positions
- 300 characters incl. spaces
- Image 200x150

RATE **450.00**

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

* The number of recipients depends on the region

→ 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, KEM IS A TRUSTED AND INFLUENTIAL SOURCE OF INFORMATION FOR YOUR TARGET AUDIENCE.

The standalone newsletter is distributed to subscribers of the regular KEM newsletter under the KEM 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 **4,730.00**

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

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

SECTION ADVERTISING

TARGETED CUSTOMER APPROACH

Are you involved in drive technology or automation?

Then KEM Konstruktion|Automation can now offer you an exclusive form of online advertising in a high-quality editorial environment: Text and image advertising on the website under the desired drive technology and automation section. You will automatically reach users in the right environment who are interested in your products and solutions.

The following sections can be booked

- Drive technology
- Automation

BENEFIT FROM

A positive ranking factor

Your website will gain additional search engine authority & relevance through high-quality backlink building.

Measurable advertising success

Once your campaign is up and running, you can measure its success with detailed reporting that includes all relevant KPIs.

High credibility

Free content allows you to share your expertise with your target audience while increasing your credibility in the market-place.

VIRTUALLY NO WASTED COVERAGE



€

Services (runtime: 1 or 4 weeks)	Rate
Display on all pages within your section	
Text-image content for optimal information transfer	
Link to an unrestricted full text within kem.de	
Ongoing placement in the archive on kem.de, even after the runtime has expired	
Package rate for 1 week*	**1,520.00**
Package rate for 4 weeks*	**5,570.00**

*The placement is limited to an agreed period of time. After that, your section ad can still be found in the archive.

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

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

→ Details at:
media.industrie.de

KEM Konstruktion Automation

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.
- Your advertising and brand message is embedded in well-researched editorial articles on websites.
- Benefit from the high credibility and professional competence of our media brands.
- 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	4,840.00

- 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

KEM Konstruktion Automation

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
KEM Konstruktion| Automation	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:

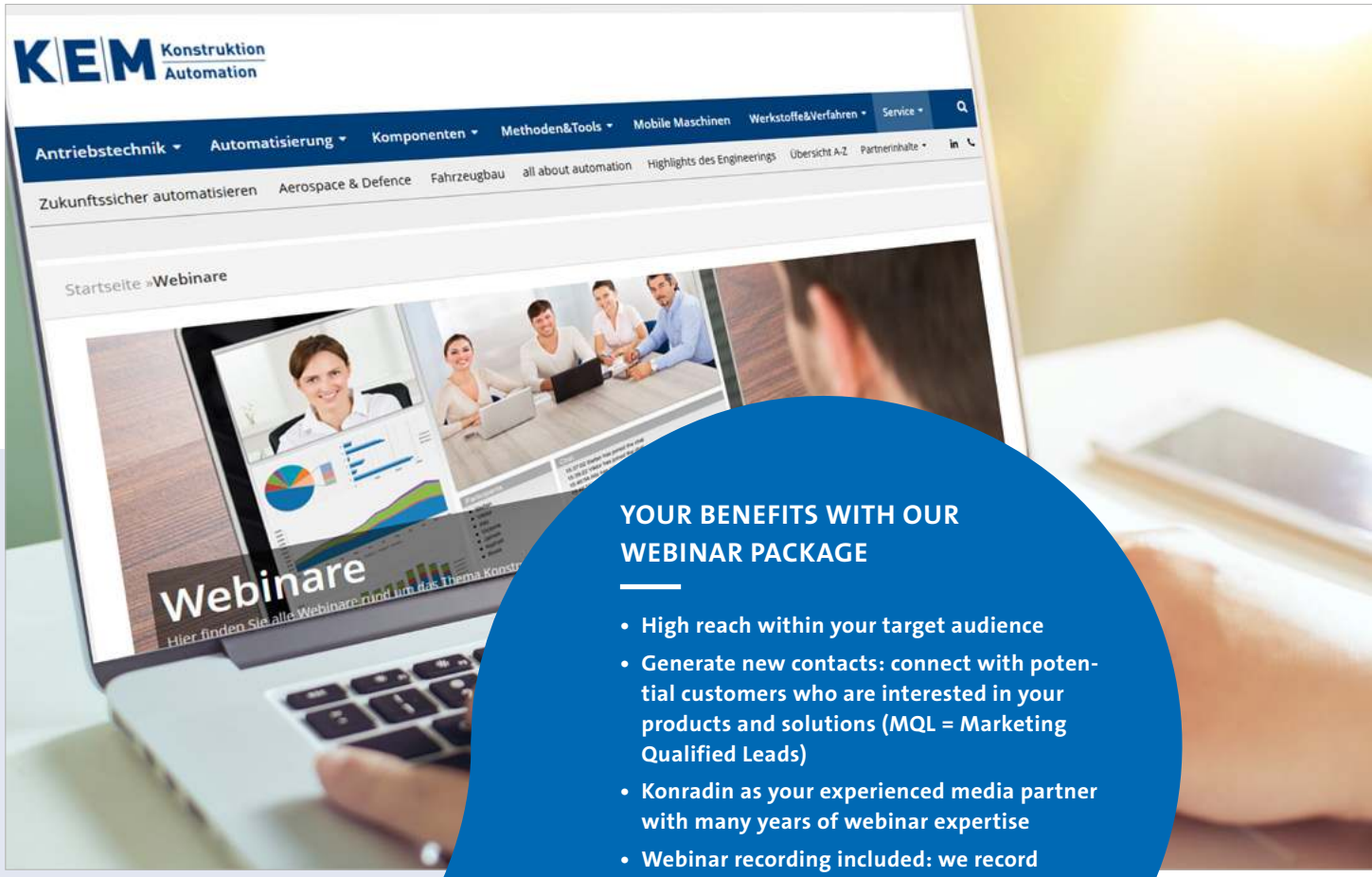
→ MEDIA SALES CONTACTS

→ **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

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

CONTACTS

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

MEDIA SALES



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



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



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



JOACHIM LINCKH
+49 711 7594-565
joachim.linckh@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

United Kingdom Jens Smith Partnership – **Keir Smith,** The Court Long Sutton, Hook, Hampshire RG29 1TA, ☎ +44 1256 862589, jsp@trademedia.info

EDITORIAL TEAM



DIPL.-ING. MICHAEL CORBAN
Editor-in-Chief
+49 711 7594-417
michael.corban@konradin.de



M. A. NICO SCHRÖDER
Correspondent
+49 170 6401879
nico.schroeder@konradin.de



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

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