


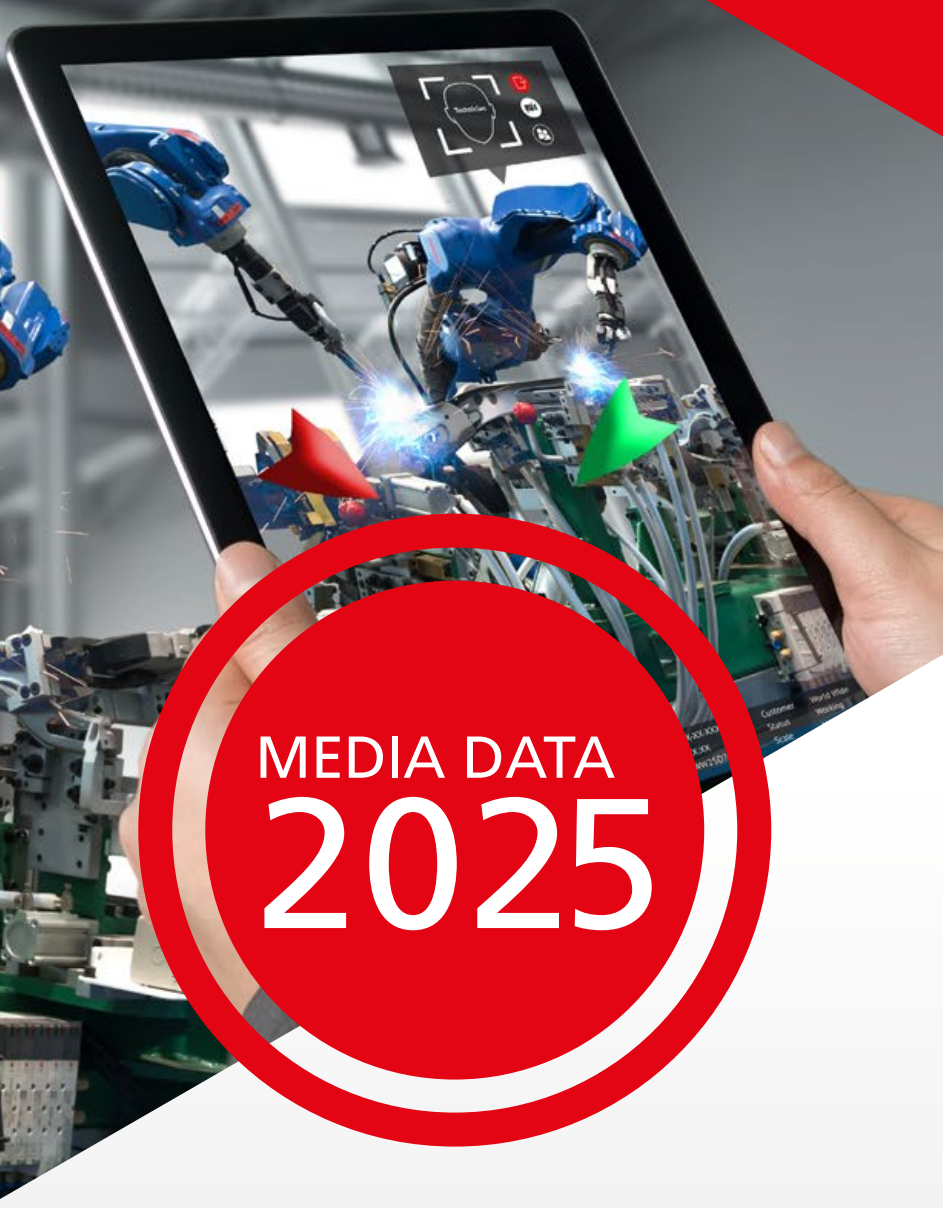
Photo: Zapp2Photo/Shutterstock.com

www.industrial-production.de

INDUSTRIAL Production



Schwerpunkt:
Robotik und IIoT



MEDIA DATA
2025

Print | Digital | Events | Services

INDUSTRIAL Production

Table of Contents



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INDUSTRIAL Production

Use INDUSTRIAL Production for your market communication.

Your advantages:

- **A credible environment**
- **High range**
- **High utility value for the target groups**

INDUSTRIAL Production - An overview of the entire production process

INDUSTRIAL Production fully maps the production process chain - from development to assembly, from humans to artificial intelligence. INDUSTRIAL Production provides its readers and users with exactly the content and news from industry, production and technology that they need for their daily work. Every month with the print and e-paper edition and around the clock on all digital channels of the media brand as well as numerous events

"High target group affinity"

People who make investment decisions in industry every day are guided by INDUSTRIAL Production:

- **90% of recipients are in a managerial position (owner/co-owner, management, plant manager, division or department manager)**
(recipient file analysis, publisher's details)

Your successful media brand for the industry at a glance...

- Total monthly Total monthly **58,708** copies (IVW, Q2/2024)
- **310,589** page impressions on a monthly average (source: IVW-Online 8/2023 - 7/2024)
- Four newsletters per week to over **45,000** Newsletter subscribers (publisher's information 8/2024)
- Über **8,500** followers on the relevant social media channels (Publisher's note 8/2024)

"With INDUSTRIAL Production, you can reach decision-makers in the industry directly in a high-quality editorial environment."

Total monthly circulation 58,708 copies (source: IVW)

"Around the clock - With industrial-production.de and the relevant social media channels!"

Around 3.7 million page views per year (8/2023 to 7/2024, IVW-Online) and 8,500 followers on LinkedIn, XING, Twitter, YouTube, Instagram and Facebook: INDUSTRIAL Production for your successful online communication in the industry

"INDUSTRIAL Production Events in presence and digital."

The INDUSTRIAL Production digital networking days, the webinar theme days, the INDUSTRIAL Production product of the year awards ceremony and the in-house workshops are events for decision-makers and users in the manufacturing industry.

"INDUSTRIAL Production, the media brand for your successful B2B communication!"

With INDUSTRIAL Production, you can reach and network the entire industry across all media via the print magazine, e-paper, the digital offering in the form of the website, newsletter, Matchmaker+, social media and events.

Title Portrait

INDUSTRIAL Production

1. Title **INDUSTRIAL Production**

2. Brief characteristics Industrial production is taking the step towards a continuous, digital networking. This digital transformation is changing processes at all levels of production, right down to the mould. Technologies such as software, IT and electronics are thus having a significant influence on the modern production. INDUSTRIAL Production accompanies this development and

- fully maps the production process chain, from product design and construction to delivery.
- looks beyond the horizon into the robotics, electronics, IT, software and embedded systems sectors.
- combines OT (Operational Technology) and IT.
- combines detailed knowledge of handling, production and assembly with an eye for the big picture.
- categorises new trends and technologies in electronics, software and IT with a focus on their utility value for production and handling technology

INDUSTRIAL Production reaches its target group in a cross-media and networked way. With the trade magazine, the web portal www.industrial-production.de, newsletters, social media channels and events, **INDUSTRIAL Production** is always present with information and solution-orientated decision-making aids for its target group.

3. Target Group Engineers, designers, managers and investment decision-makers from the manufacturing industry

4. Frequency of publication 12 issues per year

5. Magazin format DIN A4

6. Year 6th year 2025 (formerly SCOPE and handling)

7. Subscription price Domestic annual subscription € 219.00, of which € 169.60€ issue, € 29.40€ postage International annual subscription € 229.00, of which € 169.60€ issue, € 39.60€ postage Single issue print 24.00€ incl. current VAT, plus € 3.00€ postage

Annual subscription digital e-paper (domestic/abroad) € 90.00, incl. current VAT, excluding shipping costs

Single issue digital e-paper (domestic/abroad) €18.00, incl. VAT, excluding shipping costs

8. Edition 58.708 Exemplare

9. Membership / Participation IVW, IVW-Online

10. Publisher **Pelemedia GmbH**
Richard-Reitzner-Allee 2, 85540 Haar
Phone: +49 89 25556-1900
www.industrial-production.de, www.pelemedia.de

11. Publisher Pelemedia GmbH

12. Sales **Janette Brandenburger**
Account Manager
Phone: +49 89 25556-1914
jbrandenburger@pelemedia.de

| | | | |
|-----------------------------|--|--|--|
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|-----------------------------|--|--|--|

Circulation / Distribution

Trade journal circulation and distribution analysis

1. Circulation control



| 2. Circulation | Copies per issue on average of the 2nd quarter 2024* |
|--|--|
| Print run | 14,500 / thereof abroad 174 |
| Actually distributed circulation (TvA) | 14,129 / thereof abroad 174 |
| Sold circulation | 72 / thereof abroad 11 |
| Subscribed circulation | 59 / thereof abroad 10 |
| Other sales | 13 / thereof abroad 1 |
| Free units | 14,057 / thereof abroad 163 |
| Remaining, voucher and archive copies | 371 |
| plus stand-alone ePaper | 44,579 |
| plus stand-alone ePaper OFFICIAL DAILY | 65,205 |

*(01.01.2024 - 30.06.2024)

3. Geographical distribution analysis

| Economic area | Share of actual circulation | |
|--------------------------|-----------------------------|--------|
| | % | Copies |
| Germany | 98,8 | 13,955 |
| Abroad | 1,2 | 174 |
| Actual print circulation | 100,0 | 14,129 |

Total distribution INDUSTRIAL Production

14,129 + **44,579** = **58,708**

Print circulation

Digital circulation (extended e-paper)

Total paid circulation

additionally 5x in April

65,205 HANNOVER MESSE DAILY (trade fair newspaper for Hannover Messe 2024)

The current digital edition is actively distributed via the e-paper newsletter and the website www.industrial-production.de
(source: IVW, Q2/2024)

3.1. Distribution by postcode area

Postal routing district 2
892 copies

Postal routing district 4
1,624 copies

Postal routing district 3
1,497 copies

Postal routing district 5
1,784 copies

Postal routing district 6
1,264 copies

Postal routing district 7
2,505 copies

Postal routing district 1
517 copies

Postal routing district 0
928 copies

Postal routing district 9
1,408 copies

Postal routing district 8
1,536 copies



High-Class Target Group

Industries/Branches of industry

| Recipient groups (according to the classification of economic sectors) | Share of actual circulation |
|--|-----------------------------|
| | % |
| Manufacturing industry | 16,7 |
| Production of paper, cardboard, printed products | 8,1 |
| Manufacture of chemical products | 3,3 |
| Manufacture of rubber and plastic goods | 5,3 |
| Mechanical engineering and metal production | 61,9 |
| Metal production/processing | 7,2 |
| Manufacture of metal products | 16,8 |
| Manufacture of electrical equipment | 6,9 |
| Mechanical engineering | 26,1 |
| Manufacture of motor vehicles/vehicle construction | 4,9 |
| Electrical engineering/electronics | 20,3 |
| Manufacture of data processing and peripheral equipment | 1,3 |
| Manufacture of telecommunications equipment/facilities | 1,8 |
| Manufacture of measuring/control instruments and devices | 11,1 |
| Production of electrical components / printed circuit boards | 6,1 |
| Services/Other sectors | 1,1 |
| Universities/colleges | 1,1 |
| Actual print circulation (tvA) | 100,0 |

Field of Activity

| | Share of actual circulation |
|-----------------------------------|-----------------------------|
| | % |
| Corporate Management | 44,8 |
| Technical Operation | 16,2 |
| Design/Research/Development | 19,2 |
| Production/Manufacturing/Assembly | 11,6 |
| IT/EDP | 8,2 |
| Actual print circulation (tvA) | 100,0 |

(Source: Publisher's statement)

Position in the Company

| | Share of actual circulation |
|--|-----------------------------|
| | % |
| Owner/Co-Owner | 10,8 |
| Management | 38,7 |
| Plant/Operation Management | 4,6 |
| Division Management | 19,2 |
| Department Management | 16,9 |
| Group leader/master/project manager | 9,8 |
| Actually distributed circulation (tvA) | 100,0 |

Size of the Business Entity

| | Share of actual circulation |
|--------------------------------|-----------------------------|
| | % |
| 1-9 employees | 5,3 |
| 10-19 employees | 15,6 |
| 20-49 employees | 32,0 |
| 50-99 employees | 15,9 |
| 100-199 employees | 10,8 |
| 200-499 employees | 11,1 |
| 500-999 employees | 5,2 |
| More than 1,000 employees | 4,1 |
| Actual print circulation (tvA) | 100,0 |

Topic Matrix

| Topics | Issue (month) |
|--|---------------|
| Production, Metalworking + Robotics | |
| Additive manufacturing: 3D printing, additive manufacturing, materials, plastics, metal powder, prototyping, laser sintering, modelling | 5, 11 |
| Machining: Milling, turning, drilling, grinding, gear cutting, honing, precision tools, surface technology, tools | 3, 9, 12 |
| Forming: Pressing, bending, drawing, punching, shearing, rolling, cold forming, hot forming, solid forming, sheet metal, tube and wire processing | 9, 12 |
| Cutting + Joining: Water jet cutting, laser cutting, sawing, cutting, welding, soldering, screwing, riveting, crimping, gluing, joining | 3, 7-8, 10 |
| Materials: 3D printing materials, surface technology, metals, powders, plastics, composite materials, casting materials, recycling, raw materials, material refinement, semi-finished products | 7-8, 10 |
| Hydraulics+ Pneumatics: Pumps, compressors, hoses, pipes, valves, cylinders, filters, seals, dosing technology, compressed air generation | 1-2, 10 |
| MRK + Cobots: Collaborative robots, robot assistance, bionics, MRK | 4, 6, 9 |
| Autonomous transport systems: Driverless transport systems, navigation systems | 6, 9 |
| Industrial robots: Welding robots, robot cells, tool changers, kinematics, articulated robots, SCARA | 6, 9, 12 |
| | |
| Automation + Industrial IoT | |
| Drive technology: Electric motors, gearboxes, frequency converters, motion control, linear drives, brakes, clutches, encoders, motor monitoring, actuators, shafts, automotive, stepper motors, actuators | 1-2, 3, 10 |
| Control technology: Control systems, PLCs, industrial PCs, control systems, controllers, control software, robot controllers, embedded systems | 1-2, 6, 11 |
| Sensors + Measurement technology: Condition monitoring, sensors, quality assurance, test systems, measuring devices, measuring methods, laser measurement technology, calibration | 5, 10 |
| Industrial communication: Communication technology, industrial Ethernet, bus systems, OPC-UA, edge computing, gateways, switches, data cables, protocols, industrial IoT, embedded systems, wireless M2M | 6, 11 |

Topic Matrix

| Topics | Issue (month) |
|---|---------------|
| AI + Data analysis: Predictive maintenance, digital twin, big data, machine learning, deep learning, IoT platforms, neural networks, artificial intelligence, analysis software, data security | 3, 9, 12 |
| Safety + Security: Light barriers, locking devices, access control, signalling devices, IT security, cybersecurity, blockchain, data security, firewalls | 3, 7-8 |
| Electromechanics: Cables, connectors, power supplies, energy management, lighting, lighting technology, cable carriers, cable ducts, control cabinets, EMC, power electronics, lighting and surge protection, explosion protection | 4, 9, 12 |
| Industrial image processing: Visualization software, industrial cameras, vision systems, artificial intelligence, scanners, embedded systems | 5, 10 |
| Monitoring + HMI: HMI, predictive maintenance, condition monitoring, operating devices, touchscreens, displays, tablets, handhelds, input devices, data glasses, VR glasses, augmented reality | 1-2, 7-8, 11 |
| Embedded systems: edge+ Cloud : Industrial PC, custom hardware, operating systems, cloud computing, edge computing | 4, 11 |
| Software and apps: Digital twin, ERP, merchandise management, MES, blockchain, supply chain management, augmented reality, production planning and control system (PPS), production planning, configurators | 1-2, 6 |
| Handling + Production Logistics | |
| Handling technology: Grippers, manipulators, balancers, positioning devices, load handling devices, dosing systems, rotary units, rotary tables, rotary indexing tables, pick & place, end effectors, SCARA and delta robots, tool changers, infeed and outfeed systems, palletisers | 5, 10, 12 |
| Clamping technology: Clamping systems, tool holders, clamping cylinders, clamping jaws, steady rests, lathe chucks, clamping systems | 5, 11 |
| Linear technology: Linear systems, gantries, guides, cables, axes, cylinders, spindles, dampers | 4, 9 |
| Assembly technology: Assembly cells, work cells, assembly systems, assembly robots, workstation systems, worker assistance, workstation equipment, digital assistance systems, ergonomics, order picking, picking systems, parts provision, workpiece carriers, feed and removal systems, hand tools | 4, 7-8, 10 |
| Lifting, transport and conveyor technology: Conveyor belts, conveyor belts, rotary indexing tables, turntables, overhead conveyors, sorters, sorting systems, distribution systems, lifting tables, hoists, crane systems, warehouse lifts, driverless transport systems, shuttles, autonomous robots, transport robots, industrial trucks, forklift trucks, crane systems | 1-2, 6, 10 |
| Production and Intralogistics | 1-2, 7-8 |
| Grippers and manipulators: Grippers, manipulators, balancers, positioning devices | 3, 6, 11 |

Topic Matrix

| Topics | Issue (month) |
|---|---------------|
| Construction + Operation | |
| Workstations: Manual workstations, worker guidance, workplace equipment | 3, 7-8, 12 |
| Maintenance + Maintenance: Maintenance, service, predictive maintenance, condition monitoring | 1-2, 6, 10 |
| Occupational safety + Occupational safety: Work clothing, protective equipment, workplace safety, noise protection, emergency equipment, explosion protection, ergonomics, extinguishing systems, air purification, access control, fire protection, locking systems, access control systems | 5, 9 |
| Suppliers | 6, 10 |
| Operating materials: Lubricants, cooling lubricants, pipes, cleaning agents, compressed air generation, coolants, water supply, pallets, containers, rollers, wheels, packaging technology, fans, air conditioning technology | 4, 7-8, 12 |
| Sustainability: Recycling, air treatment, recycling, oil and waste water treatment, cleaning systems, renewable energy supply | 7-8 |
| Identification + labelling: Product labelling, scanners, RFID, barcodes, labelling systems | 3, 9 |
| Machine elements: Bearings, gear wheels, shafts, belts, standard parts, housings, assemblies | 1-2, 9 |
| Construction + Simulation | 5, 11 |
| | |
| Research | |
| Research + Development | all issues |
| INDUSTRIAL Production Products of the year | 3, 12 |

Topics / Dates 2025

| | Print edition with Extended E-Paper | Construction & Operation | Automation & Industrial IoT | Production, Metalworking & Robots | Handling & Production Logistics | Provider Directory (market overview) | Trade Fairs |
|--------------------|---|---|--|--|--|---|---|
| January / February | 1/2 PD: 18.02.25 AD: 29.01.25 ED: 22.01.25 | Machine elements | Control technology, drive technology, software + Apps | Hydraulics and pneumatics, monitoring, servicing and maintenance | Preview Logimat: Intralogistics and industrial trucks | Intralogistics and industrial trucks | Logimat, Stuttgart 11.-13.03.2025 Embedded World, Nuremberg 11.-13.03.2025 Intec / Z, Leipzig 11.-14.03.2025 |
| March | 3 PD: 21.03.25 AD: 03.03.25 ED: 24.02.25 | Identifying and labelling, workstations | Preview Hannover Messe: Drive technology, safety + Security, AI and data analysis | Cutting and joining Machining | Grippers and manipulators | Drive technology special section: INDUSTRIAL Production Products of the year 2025 | Hannover Messe, Hannover 31.03.-04.04.2025 |
| April | 4 PD: 11.04.25 AD: 24.03.25 ED: 17.03.25 | Operating resources | Automation and smart factory embedded systems / Cloud computing, electromechanics | MRK and cobots | Linear technology, assembly technology | | |
| May | 5 PD: 06.05.25 AD: 16.04.25 ED: 09.04.25 | Design + simulation, occupational health and safety | Measurement technology and quality assurance Sensors + measurement technology, industrial image processing | Additive manufacturing | Handling technology, clamping technology | Sensors, measuring and testing technology | Control, Stuttgart 06.-09.05.2025 Sensor + Test, Nuremberg 06.-08.05.2025 Smart Automation, Linz 20.-22.05.2025 Rapidtech, Erfurt 13.-15.05.2025 |

* Editorial focus in the magazine

* Trade fair focus in the magazine

Subject to change without notice.

PD: Publication date, AD: Advertising deadline, ED: Editorial deadline

Topics / Dates 2025


| | Print edition with Extended E-Paper | Construction & Operation | Automation & Industrial IoT | Production, Metalworking & Robots | Handling & Production Logistics | Provider Directory (market overview) | Trade Fairs |
|---------------|---|--|---|--|--|--|--|
| June | 6 PD: 17.06.25 AD: 28.05.25 ED: 21.05.25 | Suppliers Maintenance and servicing | Industrial communication Control technology software + apps | Preview Automatica: Robotics and autonomous systems Industrial robots, MRK Industrial robots, MRK + Cobots, autonomous transport systems | Gripper and Manipulators Lifting, transport and conveyor technology | Robotics | Automatica, Munich, 24.-27.06.2025 |
| July / August | 7/8 PD: 08.08.25 AD: 21.07.25 ED: 14.07.25 | Sustainability in the Production Operating resources, workplaces, Sustainability | Monitoring+ HMI Safety + Security | Materials Disconnecting and connecting | Production logistics Assembly technology | | |
| September | 9 PD: 09.09.25 AD: 20.08.25 ED: 13.08.25 | Machine elements Identify + Labelling | Electromechanics, AI + Data analysis | Preview EMO Metalworking, robots, forming, machining | Clamping technology, linear technology | Production, machine tools & industrial robots | EMO, Hannover 22.-26.09.2025 Fachpack, Nuremberg 23.-25.09.2025 |

* Editorial focus in the magazine
* Trade fair focus in the magazine

Subject to change without notice.

PD: Publication date, AD: Advertising deadline, ED: Editorial deadline

Topics / Dates 2025

| | Print edition with Extended E-Paper | Construction & Operation | Automation & Industrial IoT | Production, Metalworking & Robots | Handling & Production Logistics | Provider Directory (market overview) | Trade Fairs |
|----------|---|--|---|---|---|--|--|
| October | 10 PD: 02.10.25 AD: 12.09.25 ED: 05.09.25 | Suppliers, maintenance + Maintenance | Drive technology Sensors + measurement technology Industrial image processing | Hydraulics + pneumatics Cutting and joining Materials | Preview Motek: Handling and assembly Handling technology, assembly technology, lifting, transport and conveyor technology | Handling and assembly | Parts2Clean, Stuttgart 07.-09.10.2025 Motek, Stuttgart 07.-09.10.2025 |
| November | 11 PD: 11.11.25 AD: 22.10.25 ED: 15.10.25 | Design and simulation | SPS preview: Automation and IIoT Control technology Industrial communication Monitoring and HMI Embedded systems, Edge + Cloud computing | Preview Formnext Additive manufacturing | Clamping technology Grippers and manipulators | Automation & IIoT | SPS, Nuremberg 25.-27.11.2025 Formnext, Frankfurt 18.-21.11.2025 Productronica, Munich 18.-21.11.2025 |
| December | 12 PD: 10.12.25 AD: 20.11.25 ED: 13.11.25 | Workplaces, occupational health and safety Operating resources | Electromechanics AI and data analysis | Forming, machining, industrial robots | Handling technology | INDUSTRIAL Production Products of the year 2026  | |

*** Editorial focus in the magazine**
*** Trade fair focus in the magazine**

Subject to change without notice.

PD: Publication date, AD: Advertising deadline, ED: Editorial deadline

Advertising Rates

Advertising rates and formats

Advertising rate list no. 6, valid from 01.01.2025

| Format | Dimensions in mm | Prices 1c | Prices 2c | Prices 3c | Prices 4c |
|--------------|---|-----------|-----------|-----------|-----------|
| 1/1 page | 180 x 252 | € 7,580 | € 8,150 | € 8,720 | € 9,290 |
| Junior page | 135 x 190 | € 4,460 | € 5,030 | € 5,600 | € 6,170 |
| 1/2 page | 88 x 252 vertical 180 x 124 horizontal | € 3,820 | € 4,390 | € 4,960 | € 5,530 |
| 1/3 page | 56 x 252 vertical 180 x 80 horizontal | € 2,530 | € 3,100 | € 3,670 | € 4,240 |
| 1/4 page | 180 x 60 horizontal 88 x 124 corner | € 1,900 | € 2,470 | € 3,040 | € 3,610 |
| 1/6 page | 56 x 124 vertical 88 x 80 corner | € 1,450 | € 1,760 | € 2,070 | € 2,380 |
| 1/8 page | 180 x 29 horizontal 88 x 60 corner | € 1,060 | € 1,370 | € 1,680 | € 1,990 |
| Front page | 210 x 230 | | | | € 11,540 |
| U2 / U4 each | 210 x 297 | | | | € 10,410 |
| U3 | 210 x 297 | | | | € 10,180 |

Special forms of advertising

Prices for banderole, gate folder, flap, pincer banderole, altar fold advert (only in conjunction with title), cover gate folder, affixed advertising material etc. on request.

Extended E-Paper

extended E-Paper

Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Video integration € 500

GIF animation € 500

Survey € 1,900

Picture gallery € 1,500

Discounts

Acceptance within one insertion year.
(Beginning with the publication of the first advert)

Painting relay

Quantity scale

| | | | |
|-----------------|-----|---------------|-----|
| with 3 adverts | 5% | from 2 pages | 5% |
| with 6 adverts | 10% | from 4 pages | 10% |
| with 9 adverts | 15% | from 6 pages | 15% |
| with 12 adverts | 20% | from 9 pages | 20% |
| | | from 12 pages | 25% |

No discount on ad specials, inserts and technical costs. Combined discounts for cross-media campaigns on request.

Surcharges

Placement Binding placement instructions possible from 1/3 page, surcharge 10 %

Colour Prices quoted are for Euroscale, Surcharge for special colours on request

Format Surcharges for bleed and gutter printing are not charged

Rubrics

Job offers 25 % discount on the basic advert price

job applications 50 % discount on the basic advert price

Sources of supply Annual entry print € 1,200
Annual entry online:
see Matchmaker+ on page 22



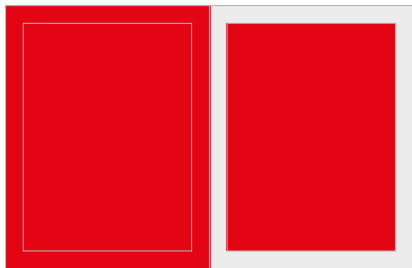
Terms of payment

Direct debit with 2% discount, 10 days net

Bank details: HypoVereinsbank, Munich
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Ad Formats

Dimensions width x height in mm



1/1-page

S: 180 x 252 mm
A: 210 x 297 mm



Junior Page

S: 135 x 190 mm
A: 150 x 213 mm



**1/2 page
horizontal**

S: 180 x 124 mm
A: 210 x 147 mm

**1/2 page
vertical**

S: 88 x 252 mm
A: 103 x 297 mm



**1/3 page
horizontal**

S: 180 x 80 mm
A: 210 x 103 mm

**1/3 page
vertical**

S: 56 x 252 mm
A: 71 x 297 mm



**1/4 page
horizontal**

S: 180 x 60 mm
A: 210 x 83 mm

**1/4 page
vertical**

S: 88 x 124 mm
A: 103 x 147 mm

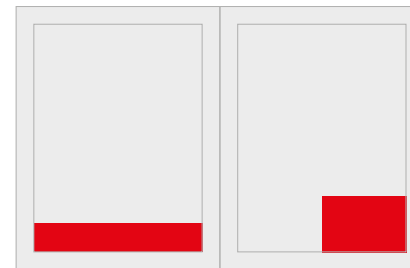


**1/6 page
vertical**

S: 56 x 124 mm
A: 71 x 147 mm

1/6 page

S: 88 x 80 mm
A: 103 x 103 mm



**1/8 page
horizontal**

S: 180 x 29 mm
A: 210 x 52 mm

1/8 page

S: 88 x 60 mm
A: 103 x 83 mm

Magazine format 210x 297 mm

S: Type area format

A: Bleed format without bleeds

Bleed allowance: 3 mm on the open sides



Special Forms of Advertising



Front page package consisting of front page and 2-page cover story.

Cover page format: 210mm x 230mm
The content of the cover page and cover story is coordinated together with the Editorial team. Achieve maximum exposure for your products and solutions.

Price: € 11,540

Front



Content package:
1/1 page advertorial

Price: € 4,320
(not discountable)

Cross-media package:

1/1 page advertorial plus 4 weeks presence of your advertorial under the corresponding heading on the website as well as a social media posting.

Price: € 5,680
(not discountable)

Content Package

Cross-Media Package



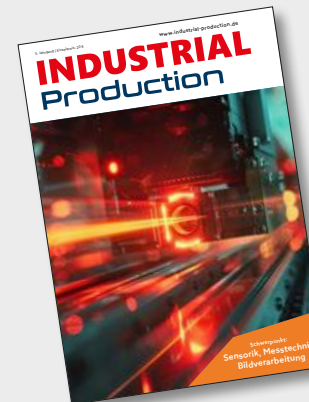
80 - 135 g/m²

2 Sheet = 4 pages € 10,940

3 Sheet = 6 pages € 14,480

Required delivery quantity: 14,500 copies

Inserts



Side dishes over 25

on request

Full edition Price
(up to 25g, incl. postage)

€ 4,900
(not discountable)

Supplements



We offer numerous special advertising formats for your individual advertising presence - please contact us



Shipping address for special forms of advertising

Delivery note: For Zeitschrift INDUSTRIAL Production, issue (no.), Vogel Druck, Leibnizstr. 5, 97204 Höchberg, Germany

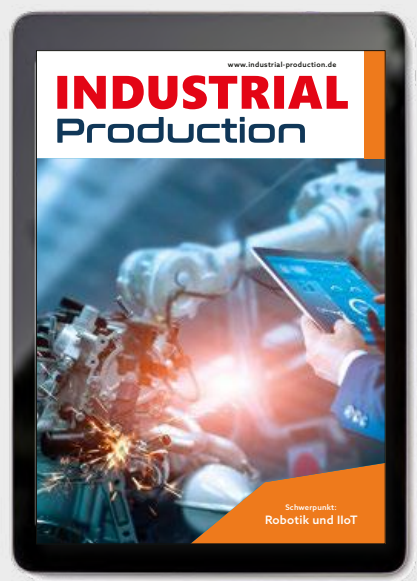
Extended E-Paper with Interactive Elements



Even more attention and reach for your advertising

Use the interactive possibilities of our extended e-paper:

Supplement your advert booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. Bring your advertised products and solutions to life and offer users considerable added value.



Extended E-Paper







Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

| | |
|-------------------|---------|
| Video integration | € 500 |
| GIF animation | € 500 |
| Survey | € 1,900 |
| Picture gallery | € 1,500 |



Trade Fair Specials

Present your trade fair highlights and generate attention for your company with our trade fair offers for exhibitors

| Trade fairs | |
|---|---|
| Logimat, Stuttgart 11.-13.03.2025 |  |
| Embedded World, Nuremberg 11.-13.03.2025 |  |
| Hannover Messe, Hannover 31.03.-04.04.2025 |  |
| Control, Stuttgart 06.-09.05.2025 |  |
| Rapidtech, Erfurt 13.-15.05.2025 |  |
| Automatica, Munich, 24.27.06.2025 |  |
| Motek, Stuttgart 07.-09.10.2025 |  |
| EMO, Hannover 22.-26.09.2025 |  |
| SPS, Nuremberg 25.-27.11.2025 |  |
| Formnext, Frankfurt 18.-21.11.2025 |  |

Take advantage of our special trade fair offers for exhibitors.

Placement in the respective INDUSTRIAL Production trade fair issues and in the respective trade fair month. Choose your desired format and benefit from a package discount.

1. cross-media package A

1x advert print and digital edition
1x banner on www.industrial-production.de

Package A: 15% discount on the list price

2. cross-media package B

1x advert print and digital edition
1x banner on www.industrial-production.de
3x Native Ad or Billboard in the SONDERNEWSLETTERS for the trade fair

Package B: 20% discount on the list price

3. customised package C

We would also be happy to put together a customised trade fair package for you, for example with formats for lead generation, customised newsletters, social media posts or other digital formats.

Get in touch with us!



Janette Brandenburger

Account Manager

Phone: +49 89 25556-1914

jbrandenburger@pelemedia.de

Print - Technical Data

Technical details / Processing

| Printing process | Processing |
|-------------------|---|
| Magazine format | Trimmed format 210 mm wide x 297 mm high plus 3 mm bleed on all open sides |
| Type area | 180 mm wide x 252 mm high 4 columns each 42 mm wide |
| Printing process | Cover: Sheet-fed offset Contents: Web offset |
| Colors | Printing colors (CMYK) according to ISO 12647-2 (PSO). Spot colors on the cover are in arrangement possible. Minor tonal value deviations are within the tolerance range of web offset printing justified. Black full tone surfaces should be printed with 40 % halftone in cyan can be underlaid. |
| Data Formats | Printable closed PDF files. Please one PDF file per single page. relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi |
| Proof | Color-accurate proof according to "Media Standard Print" (bvdn). Digital proofs without FOGRA media wedges are as not color binding. |
| ICC profile | Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L). The corresponding profiles are stored under www.eci.org is available for download. |
| Data transmission | Please send the data (up to 10 MB) to druckunterlagen@pelemedia.de |
| Data archiving | Data is archived, unchanged repetitions are therefore usually possible. A data guarantee is however is not taken over. |
| Warranty | For delays and failures, the can be caused by incorrect data, can we assume no liability. |
| Contact | Nike Menrath Phone: +49 089 25556-1911 nmenrath@pelemedia.de |



Inserts / bound-in inserts / stickers / CDs

| Supplements | |
|----------------|---|
| Minimum format | 105 mm width x 148 mm height |
| Maximum format | in height and width 10 mm each smaller than the carrier product |

Inserts must be delivered trimmed and folded as finished end products.
Folded products must be closed towards the bundle and suitable for machine processing.

| Bound-in insert | |
|-----------------|--|
| Minimum format | format115 mm width x 140 mm height |
| Maximum format | Format of the carrier product |
| Trimming | Booklet size: head trim 6 mm, Front and foot trim min. 3 mm, plus + 3 mm trimming margin in the gutter |

Bound inserts must be delivered uncut and folded. Multi-page bound inserts must be closed towards the binding and suitable for machine processing. The type and design of bound-in inserts must be such that additional preparation and processing is not required. Difficulties and additional folding and gluing work will be invoiced separately.

Before accepting and confirming the order, a binding sample or, if necessary, a blank sample with size and weight specifications must be submitted.

Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of bound inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be accepted with the prior consent of Swiss Post, which must be obtained from the publisher.



Shipping address

Delivery note:

For INDUSTRIAL Production,
issue (no.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

Our general terms and conditions apply
(www.pelemedia.de/AGB)



Terms of payment

Direct debit with 2% discount, 10 days net

Bank details: HypoVereinsbank, Munich
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Banner Formats Website



(1) Superbanner

€ 230 / 1.000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 400 / 1.000 Ad Impressions, (800 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 490 / 1.000 Ad Impressions

(3) Skyscraper

€ 240 links / 1.000 Ad Impressions
€ 270 rechts sticky / 1.000 Ad Impressions
(120 x 600 Pixel or 160 x 600 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(4) Halfpage Ad

€ 350 / 1.000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(5) Medium Rectangle

€ 270 / 1.000 Ad Impressions, (300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 380 / 1.000 Ad Impressions

(6) Baseboard Ad

€ 380 / 1.000 Ad Impressions
(728 x 90 Pixel or 940 x 90)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Fullsize

€ 200 / 1.000 Ad Impressions
(468 x 60 Pixel)

(8) Halfsize

€ 160 / 1.000 Ad Impressions
(234 x 60 Pixel)

(9) Landscape Video Ad

€ 560 / 1.000 Ad Impressions

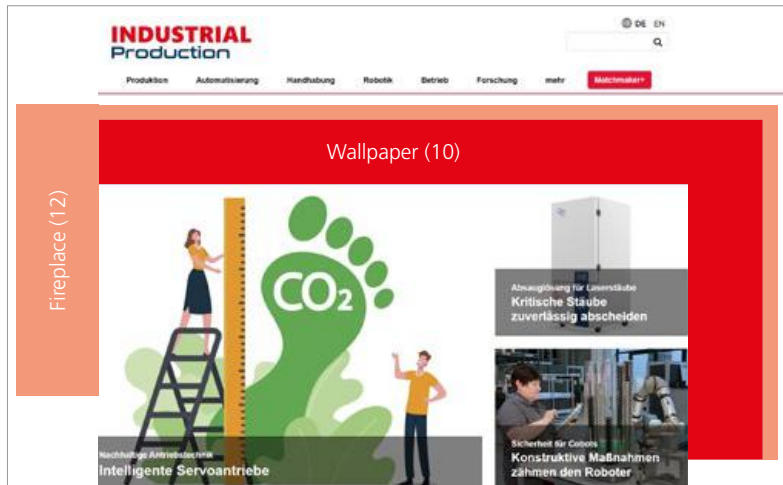


Possible file formats: GIF, JPEG, HTML5,
File size: max. 80 KB,
Prices = price per thousand contacts
Data delivery: 5 working days before campaign start
Specifications Video Ad: see page 18



Special Formats & Banner Overview Mobile

ALL
online forms of
advertising at a
glance



(10) Wallpaper

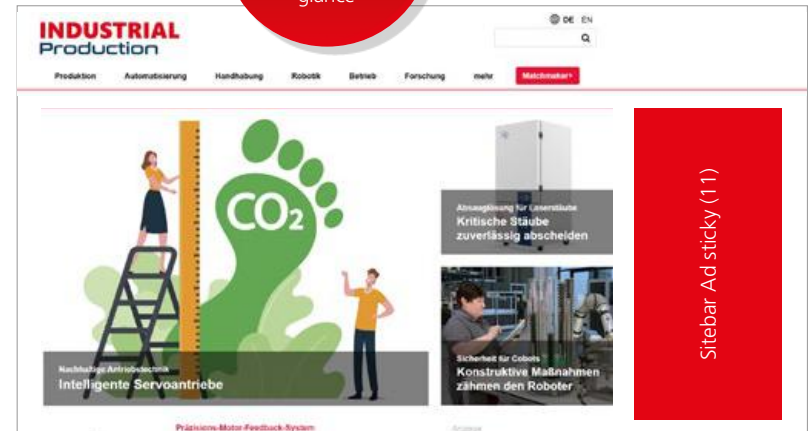
€ 360 / 1,000 Ad Impressions
(728 x 90 Pixel / above,
120 x 600 Pixel / right side, or
160 x 600 Pixel / right side)
*Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

€ 360 / 1.000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(12) Fireplace

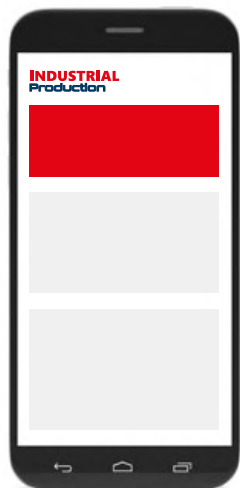
€ 540 / 1,000 Ad Impressions
1.000 x 90 Pixel top / right side
and left side each 120 x 600 Pixel
or 160 x 600 Pixel



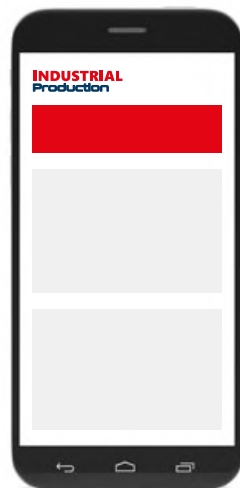
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB
Prices = price per thousand contacts, data delivery: 5 working days
before campaign start

To ensure that your banner can also be delivered on mobile devices, please also send us the appropriate banner format.

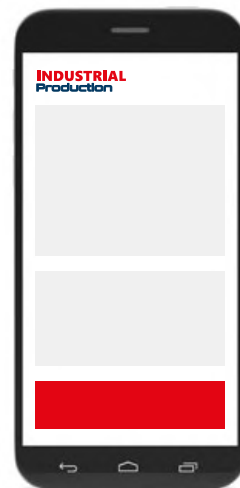
Banner overview mobile



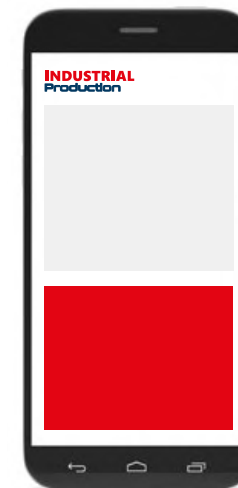
Mobile Content
Ad 4:1
300 x 75 Pixel
max. 50 KB



Mobile Content
Ad 6:1
300 x 50 Pixel
max. 50 KB



Mobile Content
Ad 6:1
300 x 50 Pixel
max. 50 KB



Mobile Content
Ad 2:1
300 x 150 Pixel
max. 50 KB

Banner Formats Website Video Ads



New offer: Video Ads

- Integration of video adverts on our specialist portals

Placements:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

(Can be booked individually or as a video rotation package).

Features:

- Video starts automatically without sound, audio can be activated by user interaction
- Full responsiveness: can also be played on mobile
- Video advert is clickable and can be linked to a landing page
- Full tracking: AIs, clicks, CTR

Ausspielung:

- On all home, category and article sites

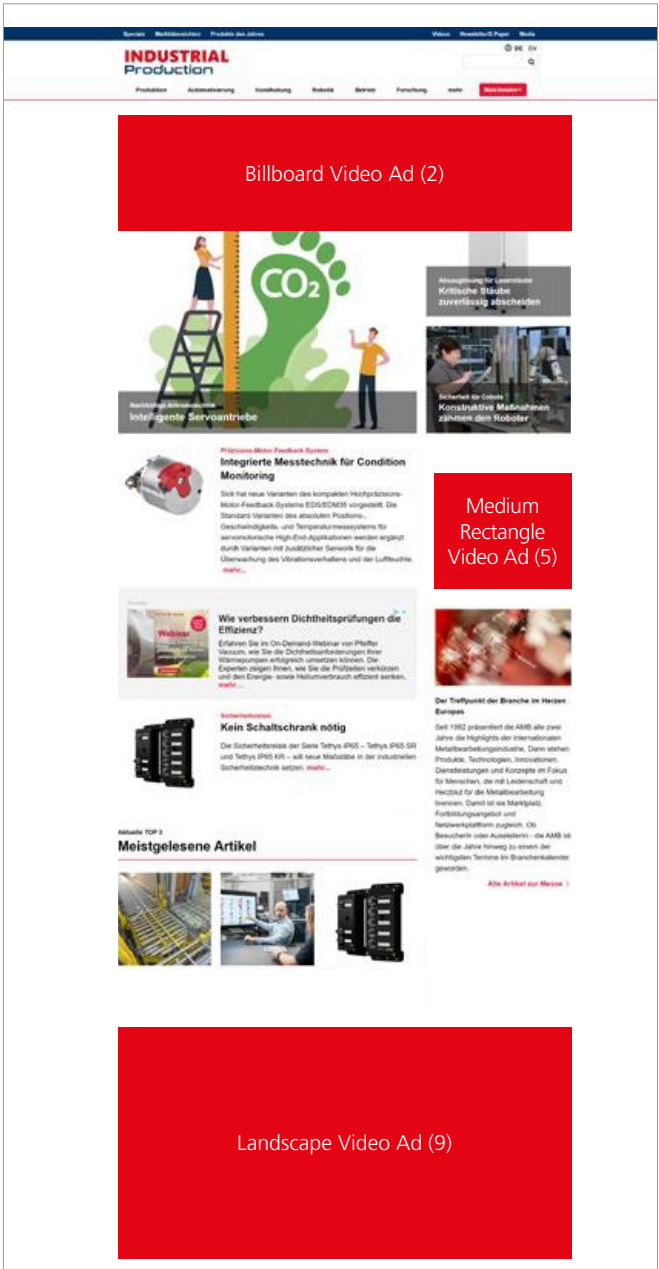
Data delivery:

- Convenient delivery of a single video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

| 3GPP / MPEG-4 | | |
|---------------|---------------------------------|---------------------------------|
| Resolution | Target bit rate for video files | Target bit rate for audio files |
| 320 x 240 | 192 kBit/s | 32 kBit/s |
| 176 x 144 | 56 kBit/s | 24 kBit/s |

| MP4 / H.264 / AAC | | |
|-------------------|---------------------------------|---------------------------------|
| Resolution | Target bit rate for video files | Target bit rate for audio files |
| 1920 x 1080 | 4.000 kBit/s | 128 kBit/s |
| 1280 x 720 | 3.000 kBit/s | 128 kBit/s |
| 1280 x 720 | 2.000 kBit/s | 128 kBit/s |
| 854 x 480 | 1.500 kBit/s | 128 kBit/s |
| 854 x 480 | 1.000 kBit/s | 128 kBit/s |
| 640 x 360 | 400 kBit/s | 96 kBit/s |

Possible file formats: GIF, JPEG, HTML5, file size: max. 80 KB, Prices = thousand-contact price Data delivery: 5 working days before campaign start



INDUSTRIAL Production Matchmaker+

INDUSTRIAL Production Matchmaker+ – Your guide to the industry

INDUSTRIAL Production Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, market overviews, laboratory tips and much more.

Matchmaker+



Theme specials



Videos



Market overviews



Events



laboratory tips



Shopping guide



Webinars



Whitepaper

Your advantages:

- Premium profile: Your business card
- Multimedia content
- Listing of articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial specialist articles
- Keyword Advertising
- Integration in the newsletter
- Social Media Postings

| | Starter | Premium | Professional |
|--|----------------|----------------|----------------|
| • Individual company presentation with logo, free text, image and links to the website | ✓ | ✓ | ✓ |
| • Industry/product classification | ✓ | ✓ | ✓ |
| • Product presentations with images, descriptions and links | ✓ | ✓ | ✓ |
| • Listing of specialised articles in the company profile | ✓ | ✓ | ✓ |
| • Job offers | ✓ | ✓ | ✓ |
| • Customised contact information including Google Maps integration | ✓ | ✓ | ✓ |
| • Top listing in search results | ✓ | ✓ | ✓ |
| • Logo insertion incl. linking in all editorial article pages | ✓ | ✓ | ✓ |
| • Multimedia content such as videos, interactive e-papers, scrollable catalogues, etc | | ✓ | ✓ |
| • White papers, brochures, catalogues, other documents (PDFs) | | ✓ | ✓ |
| • Logo insertion incl. link to company profile in newsletters (6x or 12x per year) | | ✓ (6x/year) | ✓ (12x/year) |
| • Keyword advertising on INDUSTRIAL Production: 4 keywords with direct link to the premium profile | | ✓ | ✓ |
| • Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year) | | | ✓ |
| Price | 2,990 € | 4,990 € | 6,190 € |

12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a cancellation period of one month. We are happy to take care of the setup and maintenance of your profile (set-up €499 one-off, maintenance €99 monthly)



Example

Lead Generation

Whitepaper



- Your whitepaper will be published on www.industrial-production.de and promoted with accompanying online advertising media.
 - Banner for advertising in at least two INDUSTRIAL Production newsletters
 - At least two posts on INDUSTRIAL Production's social media channels
 - Presentation of your whitepaper in the teaser area of industrial-production.de for two months
- The link is to a landing page created by us with input fields for download requests (GDPR-compliant).
- You generate a high level of visibility on our channels and receive valuable leads after valuable leads at the end of the campaign.
- We will be happy to provide you with a customized offer and support you in the creation of the the white paper and advertising material..

ALL
Online advertising
at a glance



Whitepaper:

Period: 2 months

Price: € 3,960 plus **€ 70** per lead

Optionally bookable with a customized newsletter.

Price: € 5,720 plus **€ 70** per lead

Webinar

If you are looking for an efficient tool for knowledge transfer, then webinars are the ideal advertising format. In a webinar, you can communicate your new products and innovations and actively involve customers in the event live via chat questions. Use a webinar to emphasise the benefits of your products and at the same time your subject expertise and company awareness

Services

- Advance notice of the webinar in at least three INDUSTRIAL Production newsletters and at least two posts on INDUSTRIAL Production's social media channels
- Display ad to promote your webinar on industrial-production.de for one month
- Participant registration
- Briefing of your speaker and technical realisation
- Live broadcast incl. moderation and cancellation
- Forwarding of registration data (company, first name, surname, e-mail)
- Afterwards, the webinar is available for four weeks as a registration-based On-demand webinar available for download on the media brand's website



Photo: fizkes / stock.adobe.com



Webinar:

Price: € 5,160 (not discountable)

Optionally bookable with a full-page announcement of the webinar.

(The advertorial is designed by the publisher)

Price: € 7,580



Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect Details correspond to recommended file size, max. 1 MB possible

Native Advertising

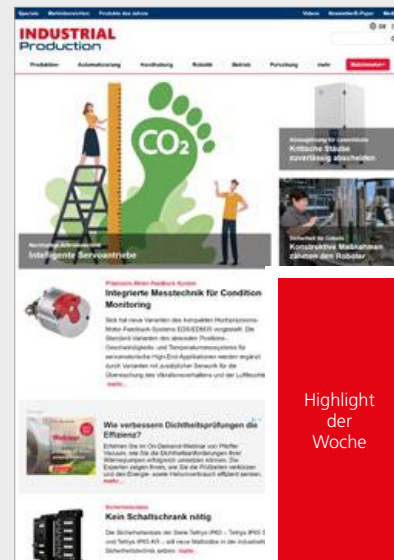
Native advertising - Your information with the look and feel of the editorial articles



The online advertorial is ideal for presenting complex topics to readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility. Combine this native communication solution with the Social Media Plus package and increase your social media reach at the same time

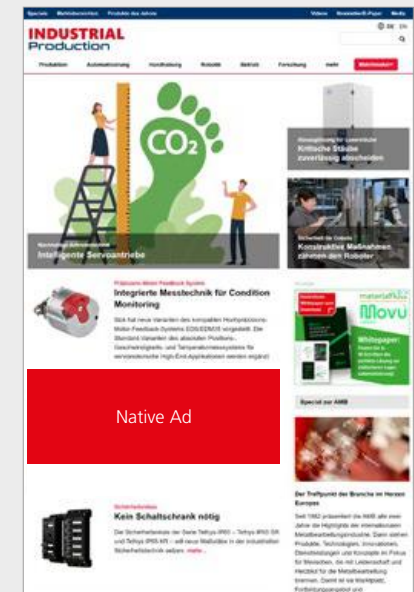
Highlight of the week also including newsletter

- Present your product, webinar or event for a week on our specialist portal
- Headline: 40 characters incl. spaces, text: 250 characters incl. spaces, image: 300 x 250 pixels
- Linking to your website or a microsite designed by us with your contributions



Native ad of the week also including newsletter and social media plus

- Native ad with the look & feel of our specialist portal
- Headline: 40 characters incl. spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- Linking to your website or a microsite designed by us with your contributions



€ Highlight of the week **Price: € 680**
 Highlight of the week estate **Price: € 2,440**
 (including a text advert/native ad in the newsletter, see newsletter page for specifications)

€ Native ad of the week **Price: € 910**
 Native ad combination **Price: € 2,680**
 (including a text advert/native ad in the newsletter, see newsletter page for specifications)
 Native Ad Combi Social Plus **Price: € 3,330**
 (additional publication on our social media channels)

Social Media Posting

Social Media Posting - Share content successfully via our channels

Supplement your market communication and generate more attention for your products, solutions, videos, webinars and services via our social media channels. Choose your preferred date and utilise the synergy effect of INDUSTRIAL Production's independent topic environment and the reach of an interactive target group.



Pricw: € 690
(not discountable)

Follower: over 8,500
(Publisher's statement, as of August 2024)



Your advantages

- News in real time
- Increase in brand awareness
- Smart content for the right target group
- Interactive social media community

Customized Newsletter

Customized Newsletter - Exclusively your news to the target group

Send your personalised information exclusively to the INDUSTRIAL Production newsletter address pool.

One message per customized newsletter

Scope: 1 image + 1 message + 1 logo

Text: max. 1,500 characters (incl. spaces)

Image width: 630 Pixel, maximum image height: 300 Pixel

Subject line: max. 100 characters (incl. spaces)

Links: max. 5

Sender: INDUSTRIAL Production and advertiser

Dates on request

Advantages:

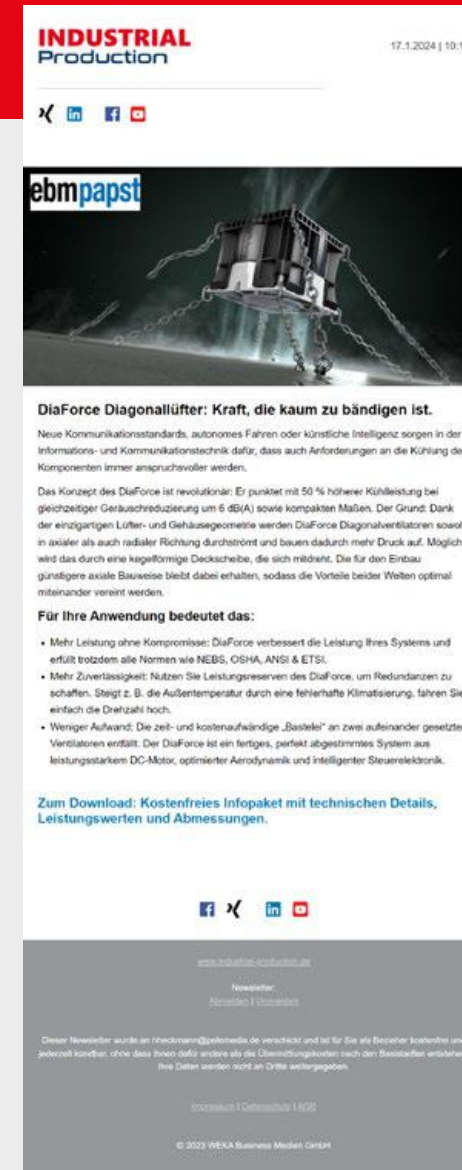
- Exclusive newsletter for your information
- High level of attention for your company and your offer
- Individual appointment coordination
- Maximum of 1 customized newsletter per week per company



Pricw: € 9,700

(not discountable)

Special configurations on request



Example

Banner Formats Newsletter

INDUSTRIAL Production sends out its newsletter 4 times a week. Your customers receive customised news, product reports and technical articles. The INDUSTRIAL Production newsletter is the ideal advertising medium for product presentations and company or seminar events.

*As of August 2024 (publisher's information)

around **45.000***
Receiver

(1) Leaderboard

€ 2,650

(630 x 90 Pixel, max. 200 KB),

(2) Text ad / Native ad / Video ad / Billboard

€ 2,090

Possible advertising formats

Text Ad / Native Ad / Video Ad /

Billboard (630 x 200 Pixel, max. 200 KB)

(3) Small Rectangle

€ 600

(291 x 156 Pixel, max. 200 KB),

An image to be supplied by the customer

(logo or logo with textual content)

Appointment entry

€ 590

Text: 130 characters incl. spaces and display URL (max. 1 link)

Text Ad / Native Ad

Visualisation such as article heading+ Text+ Image and target URL (max. 1 link)

Image: 225 x 127 pixels, max. 200 KB

Headline: max. 40 characters,

Text: max. 300 characters each incl. spaces

Video Ad

Click to open the video in a separate window. Links to videos on YouTube or Vimeo possible.

Exklusive newsletter

€ 6,200

4 insertion forms (leaderboard and 3 text adverts/billboard)

+ 2 editorial messages

+ Mention in the subject line (not discountable)

The industrial-production.de editorial team reserves the right to revise the articles after consultation with the customer.



All newsletter advertising formats are optimised for mobile devices



File format: PNG, JPEG, GIF* (*only without animation)
Data delivery: 5 working days before campaign start

Newsletter Topics and Dates

| | CW | Date | Topic |
|----------|----------------------|------------------------|--|
| January | 1 | Friday, 3 January | News from the industry |
| | 2 | Tuesday, 7 January | Top 10 December '24 |
| | 2 | Wednesday, 8 January | News from the industry |
| | 2 | Thursday, 9 January | News from the industry |
| | 2 | Friday, 10 January | News from the industry |
| | 3 | Tuesday, 14 January | News from the industry |
| | 3 | Wednesday, 15 January | News from the industry |
| | 3 | Thursday, 16 January | News from the industry |
| | 3 | Friday, 17 January | News from the industry |
| | 4 | Tuesday, 21 January | News from the industry |
| | 4 | Wednesday, 22 January | News from the industry |
| | 4 | Thursday, 23 January | News from the industry |
| | 4 | Friday, 24 January | News from the industry |
| | 5 | Tuesday, 28 January | News from the industry |
| | 5 | Wednesday, 29 January | News from the industry |
| 5 | Thursday, 30 January | News from the industry | |
| 5 | Friday, 31 January | News from the industry | |
| February | 6 | Tuesday, 4 February | Top 10 January |
| | 6 | Wednesday, 5 February | News from the industry |
| | 6 | Thursday, 6 February | News from the industry |
| | 6 | Friday, 7 February | News from the industry |
| | 7 | Tuesday, 11 February | News from the industry |
| | 7 | Wednesday, 12 February | News from the industry |
| | 7 | Thursday, 13 February | News from the industry |
| | 7 | Friday, 14 February | News from the industry |
| | 8 | Monday, 17 February | E-Paper IP 1/2 |
| | 8 | Wednesday, 19 February | News from the industry |
| | 8 | Thursday, 20 February | News from the industry |
| | 8 | Friday, 21 February | News from the industry |
| | 9 | Tuesday, 25 February | Special newsletter Intec / Z |
| | 9 | Wednesday, 26 February | Special newsletter LogiMAT |
| | 9 | Friday, 28 February | Special newsletter products of the year |

| | CW | Date | Topic |
|-------|---------------------|--|--|
| March | 10 | Tuesday, 4 March | Top 10 February |
| | 10 | Wednesday, 5 March | Special newsletter LogiMAT |
| | 10 | Thursday, 6 March | News from the industry |
| | 10 | Friday, 7 March | News from the industry |
| | 11 | Monday, 10 March | Special newsletter LogiMAT |
| | 11 | Wednesday, 12 March | News from the industry |
| | 11 | Thursday, 13 March | News from the industry |
| | 11 | Friday, 14 March | Special newsletter Hannover Messe |
| | 12 | Tuesday, 18 March | News from the industry |
| | 12 | Wednesday, 19 March | Special newsletter Hannover Messe |
| | 12 | Thursday, 20 March | E-Paper IP 3 |
| | 12 | Friday, 21 March | News from the industry |
| | 13 | Tuesday, 25 March | Special newsletter Hannover Messe |
| | 13 | Wednesday, 26 March | News from the industry |
| | 13 | Thursday, 27 March | News from the industry |
| 13 | Friday, 28 March | Special newsletter Hannover Messe | |
| April | 14 | Tuesday, 1 April | News from the industry |
| | 14 | Wednesday, 2 April | Top 10 March |
| | 14 | Thursday, 3 April | News from the industry |
| | 14 | Friday, 4 April | News from the industry |
| | 15 | Tuesday, 8 April | News from the industry |
| | 15 | Wednesday, 9 April | News from the industry |
| | 15 | Thursday, 10 April | E-Paper IP 4 |
| | 15 | Friday, 11 April | News from the industry |
| | 16 | Tuesday, 15 April | News from the industry |
| | 16 | Wednesday, 16 April | News from the industry |
| | 16 | Thursday, 17 April | News from the industry |
| | 17 | Tuesday, 22 April | News from the industry |
| | 17 | Wednesday, 23 April | News from the industry |
| | 17 | Thursday, 24 April | News from the industry |
| | 17 | Friday, 25 April | News from the industry |
| 18 | Tuesday, 29 April | Special newsletter Control | |
| 18 | Wednesday, 30 April | Special newsletter Sensor+ Test | |

| | CW | Date | Topic |
|------|-----------------|------------------------|--------------------------------------|
| May | 18 | Friday, 2 May | Top 10 April |
| | 19 | Monday, 5 May | E-Paper IP 5 |
| | 19 | Wednesday, 7 May | News from the industry |
| | 19 | Thursday, 8 May | News from the industry |
| | 19 | Friday, 9 May | News from the industry |
| | 20 | Tuesday, 13 May | News from the industry |
| | 20 | Wednesday, 14 May | News from the industry |
| | 20 | Thursday, 15 May | News from the industry |
| | 20 | Friday, 16 May | News from the industry |
| | 21 | Tuesday, 20 May | News from the industry |
| | 21 | Wednesday, 21 May | News from the industry |
| | 21 | Thursday, 22 May | News from the industry |
| | 21 | Friday, 23 May | News from the industry |
| | 22 | Tuesday, 27 May | News from the industry |
| | 22 | Wednesday, 28 May | News from the industry |
| 22 | Friday, 30 May | News from the industry | |
| June | 23 | Tuesday, 3 June | Top 10 May |
| | 23 | Wednesday, 4 June | News from the industry |
| | 23 | Thursday, 5 June | News from the industry |
| | 23 | Friday, 6 June | News from the industry |
| | 24 | Tuesday, 10 June | News from the industry |
| | 24 | Wednesday, 11 June | News from the industry |
| | 24 | Thursday, 12 June | Automatica special newsletter |
| | 24 | Friday, 13 June | News from the industry |
| | 25 | Monday, 16 June | E-Paper IP 6 |
| | 25 | Wednesday, 18 June | Automatica special newsletter |
| | 25 | Thursday, 19 June | News from the industry |
| | 25 | Friday, 20 June | News from the industry |
| | 26 | Monday, 23 June | Automatica special newsletter |
| | 26 | Wednesday, 25 June | News from the industry |
| | 26 | Thursday, 26 June | News from the industry |
| 26 | Friday, 27 June | News from the industry | |

Newsletter Topics and Dates

| | CW | Date | Topic |
|--------|----------------------|------------------------|------------------------|
| July | 27 | Tuesday, 1 July | News from the industry |
| | 27 | Wednesday, 2 July | Top 10 June |
| | 27 | Thursday, 3 July | News from the industry |
| | 27 | Friday, 4 July | News from the industry |
| | 28 | Tuesday, 8 July | News from the industry |
| | 28 | Wednesday, 9 July | News from the industry |
| | 28 | Thursday, 10 July | News from the industry |
| | 28 | Friday, 11 July | News from the industry |
| | 29 | Tuesday, 15 July | News from the industry |
| | 29 | Wednesday, 16 July | News from the industry |
| | 29 | Thursday, 17 July | News from the industry |
| | 29 | Friday, 18 July | News from the industry |
| | 30 | Tuesday, 22 July | News from the industry |
| | 30 | Wednesday, 23 July | News from the industry |
| August | 30 | Thursday, 24 July | News from the industry |
| | 30 | Friday, 25 July | News from the industry |
| | 31 | Tuesday, 29 July | News from the industry |
| | 31 | Wednesday, 30 July | News from the industry |
| | 31 | Thursday, 31 July | News from the industry |
| | 31 | Friday, 1 August | Top 10 July |
| | 32 | Tuesday, 5 August | News from the industry |
| | 32 | Wednesday, 6 August | News from the industry |
| | 32 | Thursday, 7 August | E-Paper IP 7/8 |
| | 32 | Friday, 8 August | News from the industry |
| | 33 | Tuesday, 12 August | News from the industry |
| | 33 | Wednesday, 13 August | News from the industry |
| | 33 | Thursday, 14 August | News from the industry |
| | 33 | Friday, 15 August | News from the industry |
| 34 | Tuesday, 19 August | News from the industry | |
| 34 | Wednesday, 20 August | News from the industry | |
| 34 | Thursday, 21 August | News from the industry | |
| 34 | Friday, 22 August | News from the industry | |
| 35 | Tuesday, 26 August | News from the industry | |
| 35 | Wednesday, 27 August | News from the industry | |
| 35 | Thursday, 28 August | News from the industry | |
| 35 | Friday, 29 August | News from the industry | |

| | CW | Date | Topic |
|-----------|-----------------------|-------------------------|---------------------------------|
| September | 36 | Tuesday, 2 September | News from the industry |
| | 36 | Wednesday, 3 September | Top 10 August |
| | 36 | Thursday, 4 September | News from the industry |
| | 36 | Friday, 5 September | News from the industry |
| | 37 | Monday, 8 September | E-Paper IP 9 |
| | 37 | Wednesday, 10 September | EMO special newsletter |
| | 37 | Thursday, 11 September | News from the industry |
| | 37 | Friday, 12 September | News from the industry |
| | 38 | Tuesday, 16 September | EMO special newsletter |
| | 38 | Wednesday, 17 September | News from the industry |
| | 38 | Thursday, 18 September | News from the industry |
| | 38 | Friday, 19 September | EMO special newsletter |
| | 39 | Tuesday, 23 September | News from the industry |
| | 39 | Wednesday, 24 September | News from the industry |
| October | 39 | Thursday, 25 September | News from the industry |
| | 39 | Friday, 26 September | News from the industry |
| | 40 | Tuesday, 30 September | Motek special newsletter |
| | 40 | Wednesday, 1 October | E-Paper IP 10 |
| | 40 | Thursday, 2 October | Top 10 September |
| | 41 | Monday, 6 October | Motek special newsletter |
| | 41 | Wednesday, 8 October | News from the industry |
| | 41 | Thursday, 9 October | News from the industry |
| | 41 | Friday, 10 October | News from the industry |
| | 42 | Tuesday, 14 October | News from the industry |
| | 42 | Wednesday, 15 October | News from the industry |
| | 42 | Thursday, 16 October | News from the industry |
| | 42 | Friday, 17 October | News from the industry |
| | 43 | Tuesday, 21 October | News from the industry |
| 43 | Wednesday, 22 October | News from the industry | |
| 43 | Thursday, 23 October | News from the industry | |
| 43 | Friday, 24 October | News from the industry | |
| 44 | Tuesday, 28 October | News from the industry | |
| 44 | Wednesday, 29 October | News from the industry | |
| 44 | Thursday, 30 October | News from the industry | |
| 44 | Friday, 31 October | News from the industry | |

| | CW | Date | Topic |
|----------|----|------------------------|------------------------------------|
| November | 45 | Tuesday, 4 November | Top 10 October |
| | 45 | Wednesday, 5 November | News from the industry |
| | 45 | Thursday, 6 November | News from the industry |
| | 45 | Friday, 7 November | SPS special newsletter |
| | 46 | Monday, 10 November | E-Paper IP 11 |
| | 46 | Wednesday, 12 November | SPS special newsletter |
| | 46 | Thursday, 13 November | News from the industry |
| | 46 | Friday, 14 November | Formnext special newsletter |
| | 47 | Tuesday, 18 November | News from the industry |
| | 47 | Wednesday, 19 November | SPS special newsletter |
| | 47 | Thursday, 20 November | News from the industry |
| | 47 | Friday, 21 November | News from the industry |
| | 48 | Monday, 24 November | SPS special newsletter |
| | 48 | Wednesday, 26 November | News from the industry |
| December | 48 | Thursday, 27 November | News from the industry |
| | 48 | Friday, 28 November | News from the industry |
| | 49 | Tuesday, 2 December | News from the industry |
| | 49 | Wednesday, 3 December | Top 10 November |
| | 49 | Thursday, 4 December | News from the industry |
| | 49 | Friday, 5 December | News from the industry |
| | 50 | Tuesday, 9 December | E-Paper IP 12 |
| | 50 | Wednesday, 10 December | News from the industry |
| | 50 | Thursday, 11 December | News from the industry |
| | 50 | Friday, 12 December | News from the industry |
| | 51 | Tuesday, 16 December | News from the industry |
| | 51 | Wednesday, 17 December | News from the industry |
| | 51 | Thursday, 18 December | News from the industry |
| | 51 | Friday, 19 December | News from the industry |

General Terms and Conditions for Advertisements and Promotion of Pelemedia GmbH (State 2024)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of Pelemedia GmbH, which apply to the use of Pelemedia's services.

For a service requiring registration with Pelemedia, you must give your consent to the terms of use applicable to the use of this service. To do this, please click on the "" field or tick the box to give your consent as part of the opt-in procedure. By clicking on the "Agree" box or ticking the box, you declare that you have read the GTC and agree them. You can also print out or download the GTC.

1. Scope of application: The GTC apply to all services offered to the user on the Pelemedia website, in particular to chargeable content and services, competitions and the marketplace and community area. Deviations from these GTC or special terms of use for individual services shall only be deemed to have been agreed if they have been expressly confirmed in writing by Pelemedia. In particular, the mere omission of an objection by Pelemedia to other general terms and conditions does not mean that they are deemed to have been agreed. Pelemedia is authorised to amend these GTC at any time. Pelemedia will the user in good time of any changes to the GTC applicable to the user. The amendment is deemed to have been approved by the user if the user does not object to the amendment or terminate the contract within one month of receipt of the notification of amendment. In the event of an objection, Pelemedia is entitled to terminate the contract with due notice. Pelemedia will make special reference to the possibilities of objection and cancellation, the deadline and the legal consequences, in particular with regard to failure to object, in the notification of the changes.

In particular, Pelemedia is entitled to amend or replace a condition with effect for existing contracts if it becomes invalid, or to amend the affected conditions in accordance with the purpose of the amended legal situation in the event of an amendment to a statutory provision or supreme court judgement, if this amendment one or more conditions of the contractual relationship, provided that the user is not worse off as a result of the new or amended conditions than under the original condition. Each amendment, including the updated version of the GTC, will be sent to the User by e-mail. Pelemedia is not responsible for the Internet services provided by third parties to which Pelemedia links from its pages or which Pelemedia arranges. The terms of use of the respective providers apply to these services. This applies in particular to co-operation partners on Pelemedia. The offers of the co-operation partners on Pelemedia merely represent a sales platform of the respective partners of Pelemedia. When using the services offered by co-operation partners, a separate legal relationship is established between the user and the co-operation partner, which is independent of any legal relationship between Pelemedia and the user. The legal relationship between the partner and the user is governed exclusively by the terms and conditions and operating processes of the co-operation partner. Pelemedia assumes no liability or warranty for this.

2. Access and participation authorisation: In principle, all users are authorised to access and participate. The following minimum information is required for competitions. All persons over the age of 18 or who provide a declaration of consent from a parent or legal guardian are eligible to enter. By taking part in the competition, every competition participant agrees to be published in the print edition and on the website with their name and photo, as well as agreeing to further rights of use for advertising and sales purposes. Employees of Pelemedia GmbH and persons involved in the organisation of the game are not permitted to take part in competitions. This also applies to their . Furthermore, Pelemedia the right to change or correct the rules of competitions at any time. Pelemedia only concludes contracts for chargeable content and for the provision of Internet access with persons over the age of 18 or with the express consent of their legal representative. Furthermore, the Internet pages are not directed at persons in countries that prohibit the provision or retrieval of the content posted therein. Each user is responsible for informing themselves about any restrictions before accessing these web pages and for complying with them.

3. Availability: The services of Pelemedia are offered to the user subject to availability. Pelemedia shall endeavour to ensure that the services of Pelemedia are available to the user without disruption. Maintenance work and/or further development and/or other disruptions may limit and/or temporarily interrupt the possibilities of use. This may also in loss of data. This shall not give rise to any claims for compensation on the part of the affected users. Pelemedia is also authorised to change or discontinue the services offered at any time at its own discretion without prior notice.

4. Contractual relationship: The contractual relationship for the use of chargeable content from Pelemedia is established by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the chargeable content is opened. The use of third-party services advertised by Pelemedia on its website, or to which Pelemedia provides access via its website, in a contractual relationship exclusively between the user and the third party offering the service. Pelemedia assumes no liability or warranty for this.

5. Opening a user account: For certain services on the Pelemedia website, the user must register or can open a user account. The user assures that the services provided by him within the scope of that the personal details provided by the user during registration or when opening a user account on the Pelemedia website, in particular the user's first name, surname and postal address, as well as the date of birth and e-mail address, are true and correct, and that the user will notify Pelemedia immediately of any changes to the details provided.

6. Payment transactions: The fees for chargeable content are settled with a payment system provider to be selected by the user before the service is provided. Only the terms and conditions of use of the payment system provider selected by the user shall apply, to which reference is made at the appropriate point and corresponding assistance is provided. The payment claims are to be settled with the selected payment system provider in accordance with the respective terms of use.

If the user does not his payment obligations or payment actions are not carried out or are charged back, Pelemedia is entitled, subject to further claims, block the user's . If access is blocked due to outstanding debts and user settles these, access will be unblocked again. Pelemedia right to commission third parties to carry out debt collection.

7. Obligations of the user: The user not to any applicable legal provisions or any contractual provisions when using the services of Pelemedia. In particular, the user undertakes to ensure that any content disseminated by him/her does not infringe the rights of third parties (e.g. copyrights, patent and trade mark rights), copyrights, patent and trademark rights), that the applicable criminal laws and youth protection regulations are observed and that no racist, Holocaust-denying, grossly offensive, pornographic or sexual, youth-endangering, extremist, violence-glorifying or trivialising content is used, glorify or trivialise violence, glorify war, promote a terrorist or extremist political organisation, incite to commit a criminal offence, contain defamatory statements, insulting or unsuitable for minors or other punishable content. The user further undertakes to comply with the recognised principles of data security in order to protect the data and to observe the obligations of the data protection regulations. The user further undertakes to observe the recognised principles of data security and to comply with the obligations of the data protection regulations, to check any e-mails and queries sent to Pelemedia for viruses with the greatest possible care, to comply with legal, official and technical regulations, to any user name and identification and password secret, not to pass them on, not to tolerate or allow them to be known and to take the necessary measures to ensure confidentiality and to notify Pelemedia in the event of misuse or loss of this information or suspicion thereof. Pelemedia must also be notified immediately of any indications of misuse of Pelemedia content or the payment system. The user shall indemnify Pelemedia against any claims asserted by third parties against Pelemedia due to infringement of their rights by this user. This also includes the costs of reasonable legal prosecution and defence. Pelemedia reserves right to block the user's access to its content and any existing user account and to involve the investigating authorities in the event of justified suspicion of misuse of Pelemedia's services or payment systems. The user may only offset claims by Pelemedia against undisputed or legally enforceable claims. The user is only entitled to rights of retention on the basis of claims arising from the individual, specific contractual relationship of which these GTC form an integral part.

8. Liability: Pelemedia and its representatives or vicarious agents shall only be liable for damages, in particular due to delay, non-performance, poor performance or unauthorised action, in the event of a breach of essential contractual obligations, the fulfilment of which could be relied upon to a particular degree. The exclusion of liability shall not apply to intent and gross negligence. In all other cases, Pelemedia shall not be liable unless mandatory statutory apply. Pelemedia shall only be liable for foreseeable damages. Liability for indirect damages, in particular consequential damages, unforeseeable damages or atypical damages as well as loss of profit is excluded. The same applies to the consequences of labour disputes, accidental damage and force majeure. Pelemedia provides its own information and data as well as information from other providers by means of hyperlinks (internet links) on the internet and on mobile devices. This information and data is provided for information purposes only, without the user being able to rely on the timeliness, accuracy or completeness of the information. In this respect, Pelemedia assumes no warranty or liability, in particular not for direct or indirect damages arising from the use of the information or data found on the Pelemedia websites. In particular, Pelemedia accepts no responsibility for the content or the functionality, accuracy or legality of third-party websites linked to from the Pelemedia websites. Pelemedia discussion forums and chats. The content and information exchanged by users in these forums is not subject to any control by Pelemedia. For this reason, Pelemedia accepts no liability for the content and information posted in the forums. The responsibility for the content published by the user on the pages of Pelemedia lies exclusively with the user. Pelemedia any liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular in the dispatch of prizes to be handed over as part of a competition. The above limitations of liability apply to all contractual and non-contractual claims.

9. Liability for defects: If the user objects to chargeable content due to incomplete or defective services provided by Pelemedia, the user must notify either Pelemedia or the payment provider of the objections immediately after becoming aware of them, in accordance with the terms of use of the payment system provider chosen by the user. If Pelemedia is liable for justified and timely complaints In the event of complaints, Pelemedia shall, in the case of incomplete performance, make subsequent delivery and, in the case of defective performance, either repair or replace the goods its discretion. The user may demand a reduction fees Pelemedia refuses to rectify the defect or supply a replacement, or if this is impossible or fails in any other way. There is no right of withdrawal in favour of the user.

10. Copyright: All content, information, images, videos, databases and computer programmes (e.g. widgets) published on the Pelemedia website are protected by copyright. Use is only permitted for private personal use. Any other use, in particular the private and commercial reproduction, modification, distribution or storage of

information or data, in particular of texts, parts of texts, images and film material, requires the prior express consent of Pelemedia. This also applies to inclusion in electronic databases and reproduction on CD-ROM, DVD, etc. Private and/or commercial reproduction, modification, distribution or other misuse of computer programmes is not permitted. The user does not acquire any ownership rights by downloading or sending the source code of a computer programme. No copyrights or other ancillary copyrights are transferred. If the service and/or the services are , the user is obliged to delete the source code provided immediately. In all other respects, the legal limits arising from copyright law and other applicable statutory provisions shall apply.

11. Content submitted by the user: Users submit their own content e.g. videos, photos, photo series, texts, etc.) to Pelemedia (e.g. as part of competitions, reader campaigns, Internet competitions) agree by submitting their content that the submitted content may be reproduced, distributed and publicly reproduced on the Internet and in print free of charge. The user further declares that he/she owns all copyrights and other rights to the submitted content and that persons depicted on submitted graphic content (e.g. videos, photos, photo series) who are not merely accessories to a location or part of depicted gatherings, processions or similar events agree to publication. For persons under the age of 18, the consent of the legal guardian is required. Contributions sent by post cannot returned to the participant. Users not to Pelemedia any content that is illegal, grossly offensive, pornographic or sexual, harmful to minors, extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political organisation, incites to commit a criminal offence, contains defamatory statements or other punishable content. The user also undertakes not to send any content containing advertising or commercial content. Pelemedia the right not to publish any content sent in. The user indemnifies Pelemedia in full against all third-party claims arising from the fact that the user breaches his/her obligations under these terms and conditions or - contrary to this declaration - the user does not own all rights to the submitted content or persons depicted not agree to the publication. The content submitted is the personal opinion of the user and does not represent the opinion of Pelemedia. The user has no legal claim to the publication of the submitted content.

12. Right of cancellation: The user is entitled to cancel his declaration of intent to conclude a contract within two weeks. The cancellation period begins at the earliest upon receipt of this instruction. Timely dispatch of the declaration of cancellation is sufficient to meet the deadline. It must be made in writing without giving reasons and addressed to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar In the event of an effective cancellation, the services received by both parties must be returned and any benefits derived must be surrendered. If the user is unable to return the services received in whole or in part or only in a deteriorated condition, compensation must be paid in this respect. However, the right of cancellation does not apply if Pelemedia has begun to perform the service with the express consent of the user before the end of the cancellation period or if the user has initiated this performance himself (e.g. by downloading, etc.).

13. Termination: Each party reserves the right to terminate the contract for good cause. Good cause exists in particular if the user continues to violate essential provisions of these GTC despite a warning and/or if the user commits misconduct directed against third parties by using Pelemedia's services for illegal purposes or for purposes that cause nuisance to third parties. All cancellations under these GTC must be made in writing to the address stated in point 12. Access to Pelemedia's services will be blocked once the cancellation takes effect.

14. Place of fulfilment/jurisdiction: The place of fulfilment is the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action is the registered office of the provider. Insofar as claims of the provider are not asserted in dunning proceedings, the place of jurisdiction for non-merchants shall be determined by their place of residence. German law shall apply. If the domicile or habitual residence of the customer, even in the case of non-merchants, is unknown at the time the action is brought or if the customer has moved his domicile or habitual residence outside the area of application of the law after conclusion of the contract, the place of jurisdiction be the registered office of the provider if the contract was concluded in writing.

15. Final provisions: Legal recourse is in connection with participation in competitions. Should individual provisions of these GTC, including these regulations, be wholly or partially invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective statutory provisions.

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