

Technologien, Lösungen und Trends für die vernetzte Produktion

INDUSTRIAL Production

www.industrial-production.de

AMB 2026 Vorschau
Trends, Aussteller und Highlights

Sonderwerkzeuge – S. 18

Nuten gratfrei fräsen

7. Jahrgang | Einzelpreis: 24 €

Zerspanen

Spanntechnik für die präzise und sichere Bearbeitung großer Kunststoffrohre S. 30

Künstliche Intelligenz

SPS-Programmierung mit KI: Code automatisiert erstellen, analysieren und dokumentieren S. 32

Stimmen zur AMB

INNOVATOR SPOTLIGHT

Interviews zur AMB: Experten über KI, Digitalisierung und die Zukunft der Fertigung S. 11

MEDIA GUIDE 2027

Image: Zapp2Photo/Shutterstock.com

Print | Digital | Events | Services

Technologien, Lösungen und Trends für die vernetzte Produktion

INDUSTRIAL Production

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INDUSTRIAL Production

Rely on a strong specialist medium for your market communication.
Your advantages at a glance:

- **Credible editorial environment**
- **Wide reach in the industry**
- **Strong user value and high target group affinity**

With INDUSTRIAL Production, you reach your target group **precisely, across all media and effectively** – in print, digital and at events.

INDUSTRIAL Production – Technologies, Solutions and Trends for Connected Production

INDUSTRIAL Production covers the entire industrial manufacturing process chain – from development to assembly, from humans to artificial intelligence.
Whether in print, e-paper, online or at events: the media brand delivers exactly the content that specialists and managers in industry, production and technology need for their daily work, both monthly and daily.

Practical. Decision-relevant. Forward-looking.

Reach & Performance – Your Advertising Message on All Channels

- Total monthly circulation **49,321** copies (publisher's information Q2/2026)
- **233,967** page views per month on average (publisher's information 7/2025-6/2026)
- Four newsletters per week to over **38,000** newsletter subscribers (publisher's information 6/2026)
- Over **6,000** followers on relevant social media channels (publisher's information 6/2026)

Your Target Group: Investment Decision-Makers from Industry

INDUSTRIAL Production readers actively shape industrial value creation:

- **90 % of recipients hold management positions** (managing directors, owners, plant, division or department managers; source: publisher's analysis)

High target group affinity – for a strong advertising impact.

INDUSTRIAL Production – Your Media Brand for Successful B2B Communication

With INDUSTRIAL Production, you can communicate across media and connect with the entire industry via:
- the monthly **print magazine**
- the digital **e-paper edition**
- a high-reach **website, also in English**
- regular **newsletters**
- the **Company Connectory supplier platform**
- active **social media channels**
- targeted **live and online events**
- and tailor-made **content creation solutions**

INDUSTRIAL Production – the communication platform for your message in industrial production.

Events – Live & Digital

With formats such as:
- INDUSTRIAL Production digital networking days
- Products of the Year awards ceremony
- Webinar theme days
- In-house workshops

… INDUSTRIAL Production offers **targeted points of contact with decision-makers** – digitally and on site.

Conclusion: Your Communication Platform for Sustainable Market Success

INDUSTRIAL Production is your cross-media platform for successful B2B communication in industry.

Become a media partner now and reach decision-makers where they get their information.

INDUSTRIAL Production

1. Title	**INDUSTRIAL Production** Technologies, solutions and trends for connected production
2. Brief Description	**INDUSTRIAL Production** is the leading trade publication for modern, intelligent industrial production. With its cross-media approach – **print magazine, e-paper, newsletter, social media and web portal (industrial-production.de)** – the media brand provides a high-quality platform for decision-makers, developers and users in industrial manufacturing. **INDUSTRIAL Production** covers the entire value chain – from design and automation to logistics. The focus is on technologies, trends and best practices that pave the way for the **Smart Factory** and **Industry 4.0** . **Key Topics:** *** Automation & Industrial IoT** *** Drive and linear technology** *** Robotics (industrial robots, cobots and peripherals)** *** Software, AI, Safety & Security** *** Quality assurance, sensors, measurement technology & image processing** *** Production, machine tools & metalworking** *** Handling technology, transport systems & conveying technology** *** Assembly and production logistics** *** Retrofitting & modernisation of existing plant** *** Design & development** *** Operating environment: occupational safety, sustainability, after-salesservice** **INDUSTRIAL Production** is therefore the ideal environment for presenting innovations, products and solutions to industry in a targeted and effective way.
3. Target Group	Engineers, designers, managers and investment decision-makers in manufacturing industry
4. Publication Frequency	12 issues including double issues
5. Magazine Format	DIN A4
6. Volume	8th year 2027 (formerly SCOPE and handling)
7. Subscription Price	Annual subscription within Germany € 219.00, comprising € 189.60 for the magazine and € 29.40 postage Annual subscription outside Germany € 229.00, comprising € 189.60 for the magazine and € 39.40 postage Single print issue € 24.00 including current VAT, plus € 3.00 postage Annual digital e-paper subscription (within/outside Germany) € 90.00, including current VAT, no postage costs Single digital e-paper issue (within/outside Germany) € 18.00, including current VAT, no postage costs
8. Circulation	49,321 copies
9. Publishing Company	**Pelemedia GmbH** Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 2006573-00 www.industrial-production.de, www.pelemedia.de
10. Publisher	Pelemedia GmbH
11. Advertising	**Marco Heuberger** Account Manager Phone: +49 89 2006573-26 mheuberger@pelemedia.de
12. Editorial Team	**Andreas Mühlbauer** Editor-in-Chief Phone: +49 89 2006573-24 redaktion@industrial-production.de **Melanie Steinbeck** Online Editor Phone: +49 89 2006573-25 redaktion@industrial-production.de

Circulation / Distribution

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Trade Journal Circulation and Distribution Analysis

1. Circulation Analysis

Distribution	Average copies per issue in the 2nd quarter of 2026*
Print run	13,267 / of which 118 outside Germany
Actual circulation	12,889 / of which 118 outside Germany
Copies sold	52 / of which 9 outside Germany
Subscribed copies	43 / of which 8 outside Germany
Other sales	9 / of which 1 outside Germany
Free copies	12,837 / of which 112 outside Germany
Remainder, voucher and archive copies	378
plus stand-alone e-paper	36,432

(01.04.2026 - 30.06.2026)

2. Geographical Distribution Analysis

Economic Area	Share of Actual Circulation	
	%	Copies
within Germany	99.1	12,771
outside Germany	0.9	118
Actual circulation	100.0	12,889

Total circulation INDUSTRIAL Production

12,889	+	36,432	=	49,321
Print circulation		Digital circulation (extended e-paper)		Total circulation

The current digital edition is actively distributed via the e-paper newsletter and www.industrial-production.de. (publisher's information Q2/2026)

2.1. Distribution by Postcode Area

Postcode area 2
886 copies

Postcode area 4
1,425 copies

Postcode area 3
1,254 copies

Postcode area 5
1,506 copies

Postcode area 6
1,151 copies

Postcode area 7
2,532 copies



Postcode area 1
421 copies

Postcode area 0
919 copies

Postcode area 9
1,246 copies

Postcode area 8
1,431 copies

High-Calibre Target Group

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Industries/Branches of Industry

Recipient groups (according to the classification of economic sectors)	Share of actual circulation
	%
Manufacturing	**16.4**
Manufacture of paper, cardboard and printed products	8.0
Manufacture of chemical products	3.5
Manufacture of rubber and plastic products	4.9
Mechanical engineering and metal production	**62.4**
Metal production/processing	7.7
Manufacture of metal products	16.9
Manufacture of electrical equipment	6.7
Mechanical engineering	26.3
Manufacture of motor vehicles/vehicle construction	4.8
Electrical engineering/electronics	**20.1**
Manufacture of IT equipment and peripherals	1.1
Manufacture of telecommunications equipment and facilities	1.2
Manufacture of measuring/control instruments and devices	11.3
Manufacture of electrical components / printed circuit boards	6.5
Services/Other Sectors	**1.1**
Universities/Colleges	1.1
Actual circulation	**100.0**

Area of Responsibility

	Share of actual circulation
	%
Corporate Management	44.7
Technical Operations	16.1
Design/Research/Development	18.9
Production/Manufacturing/Assembly	11.8
IT/EDP	8.5
Actual circulation	**100.0**

(Source: publisher's information)

Size of the Business

	Share of actual circulation
	%
1–9 employees	5.1
10–19 employees	15.6
20–49 employees	32.2
50–99 employees	16.2
100–199 employees	10.6
200–499 employees	11.3
500–999 employees	5.1
More than 1,000 employees	3.9
Actual circulation	**100.0**

Position in the Company

	Share of actual circulation
	%
Owner/Co-owner	10.6
Management	38.9
Plant/Operations Management	4.3
Division Management	19.1
Department Management	17.6
Group Leader/Foreman/Project Manager	9.5
Actual circulation	**100.0**

Topic Matrix

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Topics	Issue (Month)
Design + Operation	
Workstations: Manual workstations, worker guidance, workstation equipment	5, 11
Occupational Health and Safety + Workwear: Workwear, personal protective equipment (PPE), workplace safety, noise protection, emergency equipment, explosion protection, ergonomics, fire extinguishing systems, air purification, access control, fire protection, locking systems, access control systems	5, 10
Operating Equipment: Lubricants, cooling lubricants, lines, cleaning agents, cleaning equipment, compressed air generation, coolants, water supply, pallets, containers, rollers, wheels, packaging technology, fans, air conditioning technology, hand tools	1/2, 7/8, 10
Energy Efficiency: Energy management, energy consumption, energy savings, waste heat utilisation, compressed air optimisation, energy-efficient drives	11
Identification + Labelling: Product labelling, scanners, RFID, barcodes, labelling systems, laser systems	3, 7/8
Maintenance + Servicing: Maintenance, servicing, spare parts management, maintenance documentation, spare parts and tool organisation, fault and malfunction analyses	1/2, 6, 11
Design and Machine Elements: Bearings, guides, gears, shafts, axles, belts, standard parts, housings, assemblies	3, 4, 9, 12
Design + simulation	4, 12
Sustainability: Recycling, air treatment, recycling, oil and wastewater treatment, cleaning systems, renewable energy supply, CO2 reduction, energy efficiency	1/2, 7/8
Quality Assurance: Quality inspection, measurement technology, image processing, automated testing, process monitoring, fault analysis	4
Suppliers: Components, assemblies, materials, manufactured parts, services, system suppliers, distribution	6
Automation, Robotics & Industrial AI	
Drive Technology: Electric motors, gearboxes, frequency converters, motion control, linear drives, brakes, couplings, rotary encoders, motor monitoring, actuators, shafts, automotive, stepper motors, actuators, electromobility	3, 5, 7/8, 12
Autonomous Transport Systems: Automated guided vehicles, navigation systems	1/2, 6, 10
Electromobility + Battery Production: Electric drives, charging technology, high-voltage technology, battery cells, battery systems, battery production	7/8
Electrical Engineering: Cables, connectors, power supplies, lighting, lighting technology, energy chains, cable management, control cabinets, EMC	12

Topic Matrix

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Topics	Issue (Month)
Embedded Systems, Edge and Cloud Computing: Industrial PCs, custom hardware, operating systems, cloud computing, edge computing	1/2, 5, 11
Energy Technology, Energy Storage: Generators, lightning and surge protection, explosion protection, energy management, power electronics, batteries and accumulators, energy recovery, DC technology, waste heat utilisation and heat recovery, consumption optimisation and CO_2 minimisation, energy monitoring and smart metering	3, 7/8, 9
Industrial AI + Data Analysis: Predictive maintenance, digital twin, big data, machine learning, deep learning, IoT platforms, neural networks, artificial intelligence, analysis software, data security, quality assurance and fault detection, production optimisation	3, 11, 12
Industrial Image Processing: Visualisation software, industrial cameras, vision systems, artificial intelligence, scanners, embedded vision, quality assurance and fault detection	4, 10
Industrial Communication: Communication technology, industrial Ethernet, bus systems, OPC-UA, edge computing, gateways, switches, data cables, protocols, industrial IoT, embedded systems, wireless M2M	1/2, 3, 4, 6, 11
Industrial Robots: Welding robots, robot cells, tool changers, kinematics, articulated arm robots, SCARA	1/2, 6, 12
Monitoring + HMI: HMI, predictive maintenance, condition monitoring, operating devices, touchscreens, displays, tablets, handhelds, input devices, data glasses, VR glasses, augmented reality	4, 10
HRC + Cobots: Collaborative robots, robot assistance, human–robot collaboration	1/2, 6, 12
Safety + Security: Light barriers, guard locking devices, access control, signalling devices, IT security, cybersecurity, data security, firewalls, resilience	5, 10
Control Cabinets: Control cabinet construction, enclosures, power distribution, control components, wiring, control cabinet climate control	9
Sensors + Measurement Technology: Condition monitoring, sensors, quality assurance, test systems, measuring instruments, measuring methods, laser measurement technology, calibration	4
Software and Apps: Digital twin, ERP, merchandise management, MES, blockchain, supply chain management, augmented reality, production planning and control system (PPS), production planning, configurators	7/8
Control Technology: Control systems, PLCs, industrial PCs, process control systems, regulators, controllers, control software, robot control systems, embedded systems	1-2, 6, 11
Manufacturing Technologies	
Additive Manufacturing: 3D printing, generative manufacturing, materials, plastics, metal powders, prototyping, laser sintering, model making	6, 10
Aerospace + Defence: Aerospace technology, defence technology, precision manufacturing, lightweight construction, high-performance materials, quality assurance	9
Electronics Production: Printed circuit board production, assembly, soldering technology, inspection, assembly production, testing and inspection technology	11

Topic Matrix

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Topics	Issue (Month)
Fluid Technology: Hydraulics + pneumatics: pumps, compressors, hoses, lines, valves, cylinders, filtration, sealing technology, dosing technology, compressed air generation, liquid treatment, filtration	3, 6
Cutting + Joining: Waterjet cutting, laser cutting, sawing, cutting, welding, soldering, screw fastening, riveting, crimping, bonding, joining	4, 7/8, 9, 10, 11
Forming: Pressing, bending, drawing, stamping, shearing, rolling, cold forming, hot forming, bulk forming, sheet metal, tube and wire processing	4, 5, 9, 10, 12
Materials: 3D printing materials, surface technology, metals, powders, plastics, composite materials, cast materials, recycling, raw materials, material finishing, semi-finished products	6, 11
Machine Tools + Plant Systems: Machine tools, machining centres, CNC machines, CNC control systems, life cycle management, high-speed machining	1/2, 5, 9, 12
Machining: Machining, milling, turning, drilling, grinding, gear cutting, honing, precision tools, surface technology, tools	3, 7/8, 9, 12
Handling + Production Logistics	
Grippers, Manipulators + 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, feed and discharge systems, palletisers	3, 5, 6, 11
Lifting, Transport and Conveying Technology: Transport belts, conveyor belts, rotary indexing tables, rotary tables, overhead conveyors, sorters, sorting systems, distribution systems, lift tables, hoists, crane systems, warehouse lifts, automated guided vehicles, shuttles, autonomous robots, transport robots, industrial trucks, forklift trucks, crane systems	6, 10, 12
Linear Technology: Linear systems, gantries, guides, lines, axes, cylinders, spindles, dampers	4, 5, 12
Assembly Technology: Assembly cells, work cells, assembly systems, assembly robots, workstation systems, worker assistance, workstation equipment, digital assistance systems, ergonomics, order picking, pick systems, parts supply, workpiece carriers, feed and discharge systems, hand tools	4, 6, 10
Production and Intralogistics: Material flow, warehousing technology, order picking, conveying technology, warehouse management, internal transport	1/2, 7/8, 11
Process Management: Process optimisation, process control, process analysis, workflow management, production planning, performance indicator management	1/2
Clamping Technology: Clamping systems, tool holders, clamping cylinders, clamping jaws, steady rests, lathe chucks, clamping systems	3, 4, 9
Packaging Technology: Packaging machinery, packaging materials, palletising, cartoning, labelling, packaging automation	7/8
Research + Development	
Research + Development	all issues
INDUSTRIAL Production Products of the Year	3, 12

Topics and Dates

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	Print edition with extended E-Paper	Design & Operation	Automation, Robotics & Industrial AI	Manufacturing Technologies	Handling & Production Logistics	Specials	Trade Fairs
January / February	1/2 **PD:** 24.02.27 **AD:** 04.02.27	**Maintenance and servicing** Operating equipment Sustainability	**Industrial robots, HRC + cobots, autonomous transport systems** Industrial communication Control technology Embedded systems, edge and cloud computing	**Preview Intec/Z:** **Machine tools + plant automation**	**Preview Logimat:** **Production and intralogistics, process management**	**Logimat** **Intec / Z**	Intec / Z, Leipzig 02.-05.03.2027 EnforceTac, 01.03.-03.03.2027 maintenance, Dortmund 24.-25.02.2027 LogiMAT, Stuttgart 16.-18.03.2027
March	3 **PD:** 25.03.27 **AD:** 05.03.27	Design and machine elements Identification + labelling	**Preview Hannover Messe:** **Automation, Industrial AI + data analysis, drive technology, industrial communication** **Energy technology**	Fluid technology: hydraulics + pneumatics Machining	Grippers, manipulators + handling technology Clamping technology	**Hannover Messe** **Special section: INDUSTRIAL Production Products of the Year 2027**	Hannover Messe 05.-08.04.2027
April	4 **PD:** 21.04.27 **AD:** 01.04.27	Design + simulation Design and machine elements	**Preview Sensor+Test:** **Sensors + measurement technology, industrial image processing** **Preview Control:** **Quality assurance** Industrial communication Monitoring + HMI	Forming Cutting + joining	Linear technology Assembly technology	**Control** **Sensor+Test**	Sensor+Test, Nürnberg 11.-13.05.2027 Control, Stuttgart 11.-14.05.2027

*** Editorial focus in the issue**

*** Trade fair focus in the issue**

Subject to change.

***PD:** Publication date, **AD:** Advertising deadline*

Topics and Dates

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	Print edition with extended E-Paper	Design & Operation	Automation, Robotics & Industrial AI	Manufacturing Technologies	Handling & Production Logistics	Specials	Trade Fairs
May	5 **PD:** 18.05.27 **AD:** 28.04.27	**Occupational safety, workplace safety + workwear, workstations**	**Outlook Automatica:** **Safety + Security** **Embedded systems, edge and cloud computing** **Robotics, drive technology**	Forming Machine tools + plant systems	Grippers, manipulators + handling technology Clamping technology	**Occupational safety, workplace safety + workwear, workstations** **Automatica**	
June	6 **PD:** 15.06.27 **AD:** 26.05.27	Suppliers Maintenance + servicing	**Preview Automatica:** **Industrial robots, HRC + cobots** **Autonomous transport systems** **Control technology, industrial communication**	Additive manufacturing Materials Fluid technology: hydraulics + pneumatics	Lifting, transport and conveying technology Assembly technology Grippers, manipulators + handling technology	**Automatica**	Automatica, München 22.-25.06.2027
July / August	7/8 **PD:** 17.08.27 **AD:** 28.07.27	**Sustainability** Operating equipment Identification + labelling	**Energy technology, electromobility and battery production:** Energy technology, energy storage Drive technology, software + apps	Cutting + joining Machining	**Preview Fachpack:** Production and intralogistics Packaging technology	**Sustainability** **Energy technology, electromobility and battery production** **Fachpack**	Fachpack, Nürnberg 21.-23.09.2027

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Topics and Dates

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	Print edition with extended E-Paper	Design & Operation	Automation, Robotics & Industrial AI	Manufacturing Technologies	Handling & Production Logistics	Specials	Trade Fairs
September	9 **PD:** 22.09.27 **AD:** 02.09.27	Design and machine elements	Control cabinets Energy technology Industrial AI Aerospace + Defence	Machining, forming, cutting + joining, machine tools + plant systems	Clamping technology Linear technology	**EMO**	EMO, Mailand 04.10.-08.10.2027
October	10 **PD:** 19.10.27 **AD:** 29.09.27	Occupational safety, workplace safety + workwear Operating equipment	Sensors + measurement technology Industrial image processing, monitoring + HMI Safety + Security Autonomous transport systems	**Preview Blechexpo: forming, cutting + joining, plant automation** **Preview Formnext: additive manufacturing, 3D printing in metal and plastic**	Assembly technology Lifting, transport and conveying technology	**Blechexpo** **Formnext**	Blechexpo, Stuttgart 26.-29.10.2027 Formnext, Frankfurt 26.-29.10.2027
November	11 **PD:** 11.11.27 **AD:** 22.10.27	Energy efficiency Workstations Maintenance + servicing	**Preview SPS:** **Industrial AI + data analysis** **Control technology** **Industrial communication** **Embedded systems** **Edge and cloud computing**	Preview Productronica: Electronics manufacturing Cutting + joining Materials	Grippers, manipulators + handling technology Production and intralogistics	**SPS**	Productronica, München 16.-19.11.2027 SPS, Nürnberg 23.-25.11.2027
December	12 **PD:** 09.12.27 **AD:** 19.11.27	Design + simulation Design and machine elements	Drive technology Electrical engineering AI and data analysis Industrial robots, HRC + cobots	Forming Machining Machine tools + plant systems	**Lifting, transport and conveying technology** Linear technology	**Special section: INDUSTRIAL Production Products of the Year 2028**	

*** Editorial focus in the issue**

*** Trade fair focus in the issue**

Subject to change.

***PD:** Publication date, **AD:** Advertising deadline*

Advertising Rates

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Advertising Rates and Formats

Advertising rate card no. 8, valid from 01.01.2027

Format	Dimensions in mm	Prices 1c	Prices 2c	Prices 3c	Prices 4c
1/1 page	180 x 252	€ 8,040	€ 8,610	€ 9,180	€ 9,750
Junior Page	135 x 190	€ 4,730	€ 5,300	€ 5,870	€ 6,440
1/2 page	88 x 252 portrait 180 x 124 landscape	€ 4,050	€ 4,620	€ 5,190	€ 5,760
1/3 page	56 x 252 portrait 180 x 80 landscape	€ 2,680	€ 3,250	€ 3,820	€ 4,390
1/4 page	180 x 60 landscape 88 x 124 corner	€ 2,020	€ 2,590	€ 3,160	€ 3,730
1/6 page	56 x 124 portrait 88 x 80 corner	€ 1,540	€ 1,850	€ 2,160	€ 2,470
1/8 page	180 x 29 landscape 88 x 60 corner	€ 1,130	€ 1,440	€ 1,750	€ 2,060
Front Cover	210 x 230				€ 12,240
U2/U4 each	210 x 297				€ 11,050
U3	210 x 297				€ 10,810

Special Advertising Formats

Prices for banderoles, gatefolds, flaps, wraparound banderoles, double gatefold advertisements (only in conjunction with the front cover), cover gatefolds, glued-on advertising materials, etc. on request

Extended E-Paper

extended E-Paper

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

Video Integration	€ 500
GIF Animation	€ 500
Survey	€ 1,900
Image Gallery	€ 1,500

Discounts

Bookings within one advertising year.
(Beginning with publication of the first advertisement)

Frequency Scale		Volume Scale	
for 3 advertisements	5%	from 2 pages	5 %
for 6 advertisements	10%	from 4 pages	10 %
for 9 advertisements	15%	from 6 pages	15 %
for 12 advertisements	20%	from 9 pages	20 %
		from 12 pages	25 %

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

Surcharges

Placement	Binding placement requirements possible from 1/3 page, 10 % surcharge
Colour	Prices quoted apply to Euroscale, surcharge for spot colours on request
Format	No surcharges for bleed or printing across the gutter

Classifieds

Job Vacancies	25 % discount on the basic advertising rate
Job Applications	50 % discount on the basic advertising rate
Supplier Platform	Annual online listing: see Company Connectory on page 23

Terms of Payment

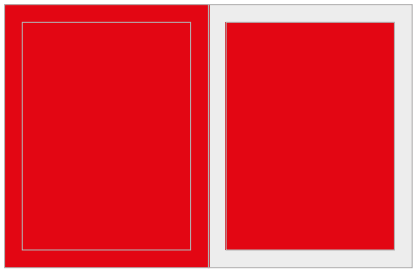
Direct debit with 2% discount, 10 days net

Bank Details: HypoVereinsbank, München
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Advertising Formats

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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 landscape

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

1/2 page portrait

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

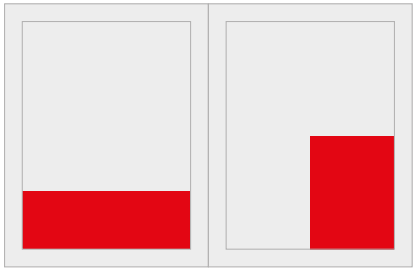


1/3 page landscape

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

1/3 page portrait

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

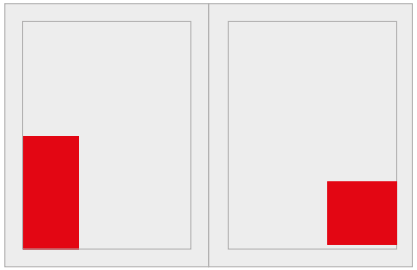


1/4 page landscape

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

1/4 page portrait

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



1/6 page portrait

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 landscape

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 210 × 297 mm

S: Type area format

A: Trimmed format excluding bleed allowances

Bleed allowance: 3 mm on the open sides

Please email print advertising material to:

druckunterlagen@pelemedia.de

Content Marketing

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Place your content campaign across all INDUSTRIAL Production media channels.

A content campaign attracts significant attention and positions your company as a solution provider. Combining different media channels also gives you a wide reach.

We are also happy to support you with content creation – prices on request.

Please contact us to discuss your individual content package requirements.



Contact us!



Marco Heuberger
Account Manager
Phone: +49 89 2006573-26
mheuberger@pelemedia.de

Special Advertising Formats

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Front Cover

Front cover package comprising a front cover and a 2-page cover story.

Front cover format: 210mm x 230mm
The front cover and cover story content is agreed with the editorial team. Achieve maximum visibility for your products and solutions.

Price: € 12,240



Inside Cover

Inside cover package comprising an inside cover and a 2-page story.

Inside cover format: 210mm x 230mm
The content is agreed with the editorial team.

Price: € 9,570



Bound-in Inserts

	80 - 135 g/m²
2 sheets = 4 pages	€ 11,270
3 sheets = 6 pages	€ 14,910

Required delivery quantity: 13,200 copies



Loose Inserts

Loose inserts over 25 g each	on request
Price for full circulation (up to 25g, incl. postage)	€ 5,050 (not eligible for a discount)

We offer numerous special advertising formats for your individual campaign – please contact us.

Shipping Address for Special Advertising Formats

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

Extended E-Paper with Interactive Elements

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Extended E-Paper – More Attention. More Interaction. More Impact.

In addition to your advertisement booked in the print edition:
Use the interactive features of our extended e-paper

Increase the reach and impact of your print advertisement with the interactive features of our extended e-paper.

Add multimedia content to your booked advertisement, e.g.:

- Videos
- Image galleries
- GIFs
- Surveys

This brings your **products and solutions to life**, creates a **more immersive user experience** and offers your target group **real added value**.









Extended E-Paper	
Multimedia content can optionally be integrated into your advertising in all e-paper editions of our print issues. (The prices quoted are in addition to the print advertising rates)	
Video Integration	€ 500
GIF Animation	€ 500
Survey	€ 1,900
Image Gallery	€ 1,500

Trade Fair Specials

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Present your trade fair highlights in our "INNOVATOR SPOTLIGHT" specials and raise awareness of your company with our trade fair offers for exhibitors.

INNOVATOR SPOTLIGHT

Trade Fairs	
Intec/Z, Leipzig **02.-05.03.2027**	intec – Internationale Fachmesse für Werkzeugmaschinen, Fertigungs- und Automatisierungstechnik
Logimat, Stuttgart **16.-18.03.2027**	LogiMAT
Hannover Messe **05.-08.04.2027**	HANNOVER MESSE
Sensor + Test, Nürnberg **11.-13.05.2027**	SENSOR+TEST DIE MESSTECHNIK-MESSE The Measurement Fair
Automatica, München **22.-25.06.2027**	automatica 22.–25. Juni 2027 | München

Trade Fairs	
Fachpack, Nürnberg **21.-23.09.2027**	FACHPACK
Blechexpo, Stuttgart **26.-29.10.2027**	Blechexpo
Formnext, Frankfurt **26.-29.10.2027**	formnext
Productronica, München **16.-19.11.2027**	productronica
SPS, Nürnberg **23.-25.11.2027**	sps smart production solutions

Why Us?

Creative ideas that make an impact
Fast implementation with reliable project management
Tailor-made packages for a wide range of industries and trade fair sizes

Please contact us to discuss our creative marketing packages for trade fair appearances.

Contact us!



Marco Heuberger
Account Manager
Phone: +49 89 2006573-26
mheuberger@pelemedia.de

Print – Technical Data

Table of Contents

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: sheetfed offset Contents: web offset
Colours	Printing inks (CMYK) according to ISO 12647-2 (PSO). Spot colours on the cover are possible by arrangement. Minor tonal variations are within the tolerance range of web offset printing. Solid black areas should be underlaid with a 40 % cyan screen.
Data Formats	Print-ready closed PDF files. Please provide one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm from the trim. Image resolution 300 dpi
Proof	Colour-accurate proof according to "Medienstandard Druck" (bvdm). Digital proofs without FOGRA media wedges are not considered colour-accurate.
ICC Profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Contents: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are available for download at www.eci.org.
Data Transfer	Please send data (up to 10 MB) to: druckunterlagen@pelemedia.de
Data Archiving	Data is archived, so unchanged repeat insertions are usually possible. However, data retention is not guaranteed.
Warranty	We accept no liability for delays or errors caused by incorrect data.
Contact	Nike Menrath Phone: +49 89 2006573-11 nmenrath@pelemedia.de

Loose Inserts / Bound-in Inserts / Stick-ins / CDs

Loose Inserts	
Minimum Format	105 mm width x 148 mm height
Maximum Format	10 mm smaller in both height and width than the carrier publication

Loose inserts must be trimmed, folded and delivered as finished products. Folded products must be closed at the spine and suitable for machine processing.

Bound-in Inserts	
Minimum Format	115 mm width x 140 mm height
Maximum Format	Format of the carrier publication
Trim	Magazine format: head trim 6 mm, front and foot trim min. 3 mm, plus 3 mm milling margin at the spine

Bound-in inserts must be delivered untrimmed and folded. Multi-page inserts must be closed at the spine and suitable for machine processing. Inserts must be designed and produced so that no additional preparation or processing is required. Any complications and additional folding and gluing work will be invoiced separately.

Before an order can be accepted and confirmed, a binding sample or, if necessary, a dummy with size and weight specifications must be submitted.

Bound-in inserts must be designed so that they are recognisable as advertising and cannot be confused with editorial content. Their placement depends on technical possibilities. Inserts printed on materials other than paper can only be accepted with prior postal service approval, which must be obtained by the publisher.

Shipping Address

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

Our general terms and conditions apply (www.industrial-production.de/AGB)

Terms of Payment

Direct debit with 2% discount, 10 days net

Bank Details: HypoVereinsbank, München
IBAN: DE 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Website Banner Formats

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Website in DE and EN

(1) Superbanner

€ 230 / 1,000 Ad Impressions
(728 x 90 pixels)
* Mobile: 4:1 / 300 x 75 pixels

(2) Billboard Ad

€ 400 / 1,000 Ad Impressions
(800 x 250 pixels or 970 x 250 pixels)
* Mobile: 4:1 / 300 x 75 pixels

(2) Billboard Video Ad

€ 550 / 1,000 Ad Impressions
(800 x 250 pixels or 970 x 250 pixels)

(3) Skyscraper

€ 240 left / 1,000 Ad Impressions
€ 270 right sticky / 1,000 Ad Impressions
(120 x 600 pixels or 160 x 600 pixels)
*Mobile: 4:1 / 300 x 75 pixels

(4) Halfpage Ad

€ 350 / 1,000 Ad Impressions
(300 x 600 pixels)
* Mobile: 2:1 / 300 x 150 pixels

(5) Medium Rectangle

€ 270 / 1,000 Ad Impressions, (300 x 250 pixels)

(5) Medium Rectangle Video Ad

€ 380 / 1,000 Ad Impressions, (300 x 250 pixels)

(6) Baseboard Ad

€ 380 / 1,000 Ad Impressions
(728 x 90 pixels or 940 x 90)
* Mobile: 6:1 / 300 x 50 pixels

(7) Fullsize

€ 200 / 1,000 Ad Impressions
(468 x 60 pixels)

(8) Halfsize

€ 160 / 1,000 Ad Impressions
(234 x 60 pixels)

(9) Landscape Video Ad

€ 560 / 1,000 Ad Impressions
(854 x 480 pixels)

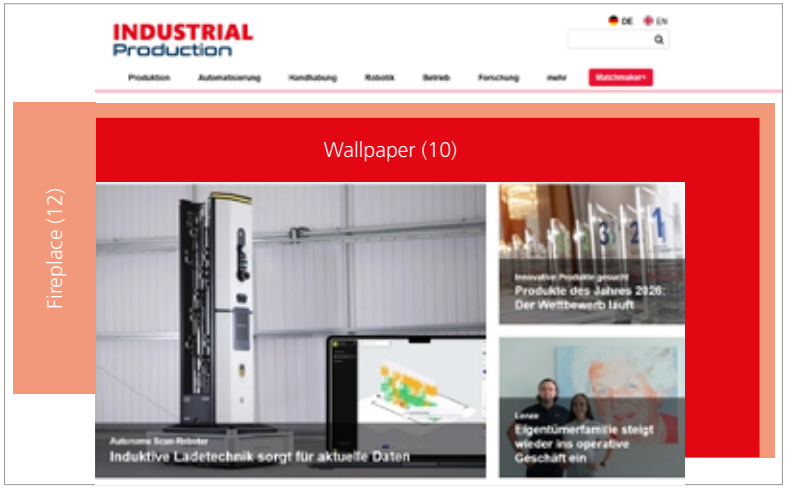
Please feel free to send us your advertising material in English.

Available file formats: GIF, JPEG, HTML5,
File size: max. 80 KB,
Prices = cost per thousand impressions
Data delivery: 5 working days before campaign start
Video Ad Specifications: **see page 22**



Special Formats & Mobile Banner Overview

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(10) Wallpaper

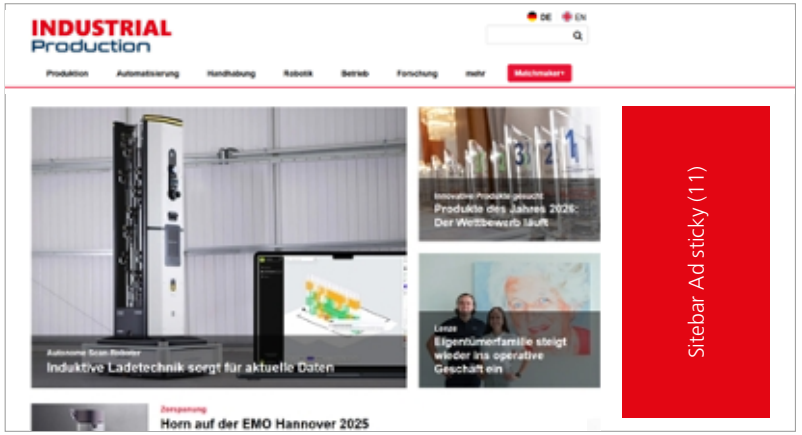
€ 360 / 1,000 Ad Impressions
(728 x 90 pixels / top,
120 x 600 pixels / right, or
160 x 600 pixels / right)
*Mobile: 2:1 / 300 x 150 pixels

(11) Sitebar Ad (sticky)

€ 360 / 1,000 Ad Impressions
(300 x 600 pixels)
* Mobile: 2:1 / 300 x 150 pixels

(12) Fireplace

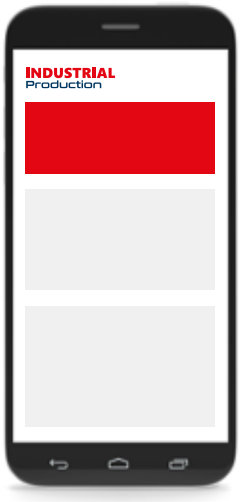
€ 540 / 1,000 Ad Impressions
1,000 x 90 pixels at the top / 120 x 600 pixels or 160 x 600 pixels on both the right and left



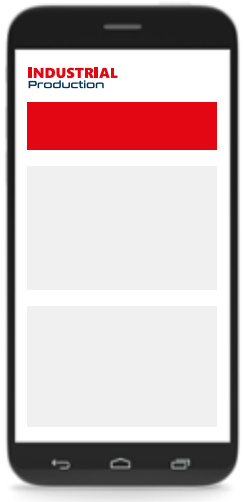
Available file formats: GIF, JPEG, HTML5 file size: max. 80 KB
Prices = cost per thousand impressions; data delivery: 5 working days before campaign start

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

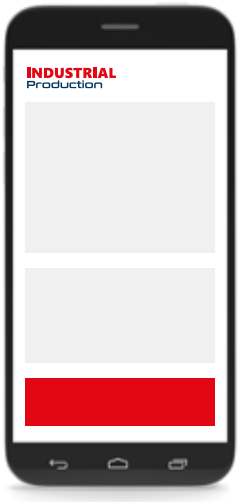
Mobile Banner Overview



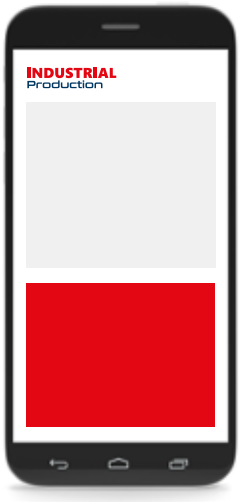
Mobile Content
Ad 4:1
300 x 75 pixels
max. 50 KB



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



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



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

Website Banner Formats – Video Ads

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Video Ads

- Integration of video ads on our specialist portals

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

(Bookable individually or as a video rotation package.)

Features:
- Video starts automatically without sound; audio can be activated by user interaction
- Fully responsive: also available on mobile devices
- The video ad is clickable and can link to a landing page
- Full tracking: AIs, clicks, CTR

Placement:
- On all home, category and article pages

Data Delivery:
- Convenient delivery of a single video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Maximum size: 30 MB

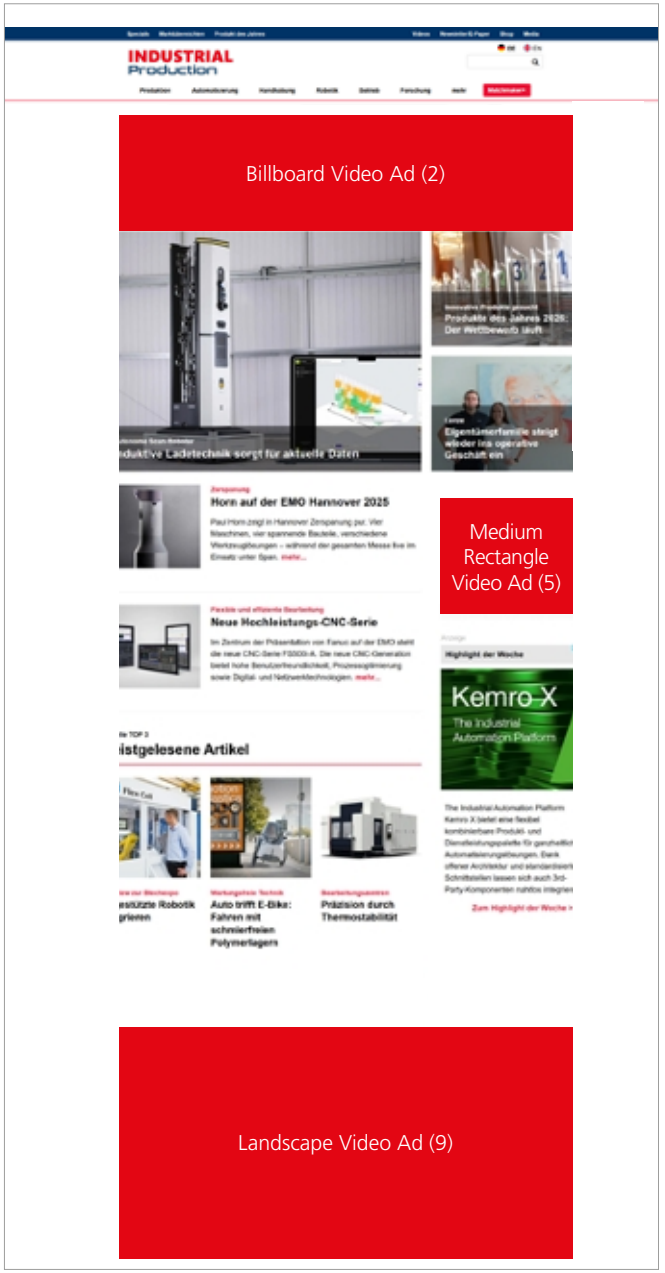
3GPP / MPEG-4

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

Available file formats: GIF, JPEG, HTML5,
File size: max. 80 KB,
Prices = cost per thousand impressions
Data delivery: 5 working days before campaign start



Company Connectory – The Network for Companies

Companies can find and connect with one another quickly and efficiently here. The smart platform creates visibility and connections.

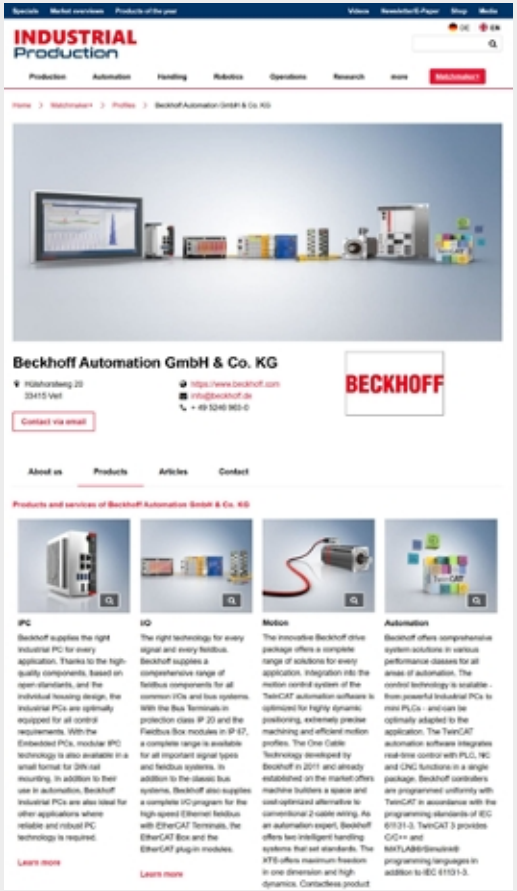
Company Connectory offers everything at a glance: products and services, webinars, whitepaper, event tips, videos, webshop, e-paper and much more.

Your Advantages:

- Premium profile: your business card
- Multimedia content
- Listing of specialist articles
- Job vacancies
- Leads from customers
- Prominent placement in the supplier search
- Display in editorial articles
- Inclusion 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 specialist articles in the company profile	√	√	√
• Job vacancies	√	√	√
• Individual contact information including Google Maps integration	√	√	√
• Top listing in search results	√	√	√
• Logo display including a link on all editorial article pages	√	√	√
• Multimedia content such as videos, interactive e-papers, page-turning catalogues, etc.		√	√
• Whitepapers, brochures, catalogues and other documents (PDFs)		√	√
• Logo display including a link to the company profile in newsletters (6x or 12x per year)		√ (6x/year)	√ (12x/year)
• Social media postings: on LinkedIn, Xing, Instagram, Facebook (6x/year)			√
Price	**€ 2,990**	**€ 4,990**	**€ 6,190**

12 months, annual billing – freely selectable start date.
After 12 months, the subscription continues indefinitely with a notice period of one month. We are happy to handle the setup and maintenance of your profile (setup € 499 one-off, maintenance € 99 monthly)



Sample

Lead Generation

Table of Contents

Whitepaper



- Your Whitepaper is published on www.industrial-production.de and promoted with supporting online advertising.
  - Banners for promotion 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 leads to a landing page we create with input fields for download requests (GDPR-compliant).
- You gain high visibility across our channels and receive valuable leads after the campaign ends.
- We would be happy to provide an individual quotation and help you create the whitepaper and advertising materials.

Lead Campaign with Whitepaper
Duration: 2 months
Price: € 4,180 plus **€ 70** per lead
Optionally also available with a Customized Newsletter.
Price: € 5,990 plus **€ 70** per lead

Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal advertising format. A webinar lets you present your latest developments and innovations, and actively involve customers live through chat questions. Use a webinar to highlight the benefits of your products, demonstrate your expertise and raise awareness of your company.

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 delivery
- Live broadcast including introduction and closing remarks
- Provision of registration data (company, first name, surname, email)
- Afterwards, the webinar is available for download for four weeks as an on-demand webinar on the media brand's website, subject to registration


Image: fizkes /stock.adobe.com

Webinar:
Price: € 5,420

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

(The advertorial is designed by the publisher)
Price: € 7,910

Available file formats: GIF, JPEG, HTML, PNG, iframe, redirect. Specifications refer to the recommended file size; max. 1 MB possible

Native Advertising – Your Content with the Look & Feel of Editorial Articles

An online advertorial is the ideal solution for presenting complex topics to your target audience with a lasting impact.

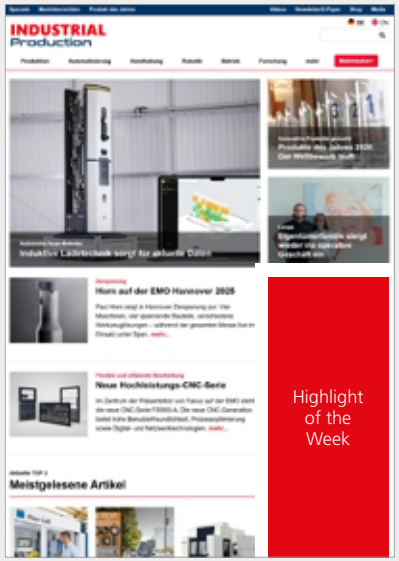
Designed in the style of an editorial article, the advertorial is perceived as high-quality specialist content, achieving a particularly high level of credibility and relevance.

Native communication with a lasting impact.

Tip: Combine the online advertorial with our Social Media Plus package to share your content across our wide-reaching channels and further increase your visibility on social media.

Highlight of the Week, also including Newsletter

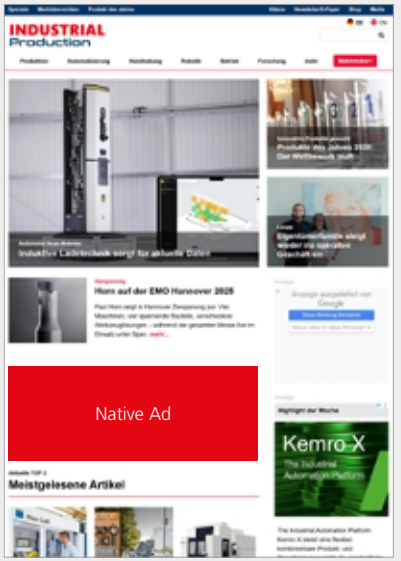
- Present your product, webinar or event for one week on our specialist portal
- Headline: 40 characters including spaces, Text: 250 characters including spaces, Image: 300 x 250 pixels
- Link to your website or a microsite we design for your articles



Highlight of the Week	**Price: € 740**
Highlight of the Week Combination (including a text ad/native ad in the newsletter, see newsletter page for specifications)	**Price: € 2,580**

Native Ad of the Week, also including Newsletter and Social Media

- Native ad with the look & feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 characters including spaces, image: 180 x 150 pixels
- Link to your website or a microsite we design for your articles



Native Ad of the Week	**Price: € 980**
Native Ad Combination (including a text ad/native ad in the newsletter, see newsletter page for specifications)	**Price: € 2,790**
Native Ad Combination Social Plus (additional publication on our social media channels)	**Price: € 3,460**

Social Media Posting

Social Media Posting – Share Your Content Successfully via Our LinkedIn Channel

Enhance your market communication with a targeted social media posting via INDUSTRIAL Production's wide-reaching channel. Whether a new product, solution, video, webinar or service – attract attention where your target group is active.

More visibility. More attention. More impact.



Price: € 780
(not eligible for a discount)

Followers: over 6,000
(publisher's information, as of June 2026)

Your Advantages

- Placement in INDUSTRIAL Production's independent editorial environment
- Publication date chosen individually
- Access to an interactive, industry-specific community

Customized Newsletter

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Customized Newsletter – An exclusive newsletter delivered straight to your target audience's inbox

Send your **customized message exclusively** to **INDUSTRIAL Production's targeted newsletter mailing list**.

Your content reaches your target audience directly – ideal for new product launches, event invitations or company news.

Maximum visibility – precise, exclusive, effective.

One news item per customized newsletter

Contents: 1 image + 1 news item + 1 logo

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

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

Subject line: max. 100 characters (including spaces)

Links: max. 5

From: INDUSTRIAL Production and the advertiser

Dates available on request

Advantages:

- Exclusive newsletter featuring your company's content
- High visibility for your company and your offer
- Individual scheduling
- Maximum 1 Customized Newsletter per week per company

Price: € 9,700
(not eligible for a discount)

Special configurations available on request


INDUSTRIAL Production

Mit Berufskleidung Mitarbeiter anziehen

Gute Fachkräfte sind schwer zu finden – und oft noch schwerer zu halten. Arbeitskleidung spielt dabei eine größere Rolle, als viele denken. Denn wer sich in seiner Kleidung wohlfühlt, ist zufriedener und arbeitet motivierter. Moderne, bequeme und auch sichere Workwear signalisiert Wertschätzung – und macht Ihr Unternehmen als Arbeitgeber attraktiver. Zudem haben immer mehr Mitarbeiter konkrete Vorstellungen von ihrer Berufskleidung, wünschen sich häufig eine bestimmte Marke. Die DBL ist seit 2022 offizieller Partner des Markenherstellers STRAUSS. 2026 wurde das Angebot an ausgewählten Artikeln erneut erweitert.

Auf der sicheren Seite – mit der DBL

Bei manchen Einsätzen im Job ist einfach mehr gefragt – auch mehr Schutz. So ist neben drei hochwertigen Workwear-Kollektionen und e.s.motion Warmschutz des beliebten Markenherstellers auch e.s.vision Multinormkleidung im DBL Mietservice erhältlich. Die DBL kümmert sich nicht nur um Beratung und Ausstattung, sondern stellt auch sicher, dass Ihre Berufs- und Schutzkleidung gemäß den geltenden Normen und Herstellervorgaben gepflegt, geprüft und instandgehalten wird. Dadurch bleibt die Schutzfunktion dauerhaft erhalten und Sie erfüllen zuverlässig alle relevanten gesetzlichen Anforderungen. Gleichzeitig entlasten Sie Ihre Mitarbeiter von der Pflege ihrer Arbeitskleidung nach Feierabend.

Übrigens: Im DBL Mietservice erhält jeder Mitarbeiter seine persönliche Schutzkleidung, abgestimmt auf Tätigkeit und definiertes Risikoprofil.

Informieren Sie sich hier.

Sample

Newsletter Banner Formats

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INDUSTRIAL Production sends its newsletter to a qualified group of recipients four times a week. Subscribers receive the latest news, product reports and specialist articles – compact, relevant and delivered directly to their inbox.

over 38.000* recipients

The INDUSTRIAL Production newsletter is the ideal advertising medium for:

- Product presentations
- Company announcements
- Seminar and event announcements

Use this environment for your targeted B2B communication!

*As of June 2026 (publisher's information)

(1) Leaderboard

€ 2,730 (exclusively in the e-paper newsletter € 3,290)
(630 x 90 pixels, max. 200 KB)

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

€ 2,150
Available Advertising Formats
Text ad / native ad / video ad / billboard (630 x 200 pixels, max. 200 KB)

Text Ad / Native Ad Specifications

Presented like an article
Headline + text + image and
target URL (max. 1 link)
Image: 225 x 127 pixels, max. 200 KB
Headline: max. 40 characters,
Text: max. 300 characters
including spaces in each case

Video Ad

Clicking the video opens it in a separate window.
Links to videos on YouTube or Vimeo are possible.

Exclusive Newsletter

€ 6,380
4 advertising placements (leaderboard and 3 text ads/billboards)
+ 2 editorial articles
(not eligible for a discount)

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

All newsletter advertising formats are optimised for mobile devices

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

Newsletter Topics and Dates

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Please note the special newsletters for the following trade fairs:

intec Internationale Fachmesse für Werkzeugmaschinen, Fertigungs- und Automatisierungstechnik

HANNOVER MESSE

automatica 22.–25. Juni 2027 | München

FACHPACK

sps smart production solutions

LogiMAT

formnext

Blechexpo

SENSOR+TEST DIE MESSTECHNIK-MESSE The Measurement Fair

productronica

	CW	Date	Topic
January	1	Thursday, 7. January	**Outlook for 2027**
	2	Tuesday, 12. January	News and trends from industry
	2	Wednesday, 13. January	Topic: Lifting, transport and conveying technology
	2	Thursday, 14. January	People and innovations in the industry
	3	Tuesday, 19. January	News and trends from industry
	3	Wednesday, 20. January	**Special e-paper "Products of the Year 2027"**
	3	Thursday, 21. January	People and innovations in the industry
	4	Tuesday, 26. January	News and trends from industry
	4	Wednesday, 27. January	**Topic: Security and defence industry**
	4	Thursday, 28. January	People and innovations in the industry
February	5	Tuesday, 2. February	News and trends from industry
	5	Wednesday, 3. February	Topic: Maintenance and servicing
	5	Thursday, 4. February	People and innovations in the industry
	6	Tuesday, 9. February	News and trends from industry
	6	Wednesday, 10. February	**Topic: Drive technology**
	6	Thursday, 11. February	**Special newsletter "Intec und Z"**
	7	Tuesday, 16. February	News and trends from industry
	7	Wednesday, 17. February	**Special newsletter "Logimat"**

	CW	Date	Topic
February	7	Thursday, 18. February	People and innovations in the industry
	8	Tuesday, 23. February	**E-Paper INDUSTRIAL Production 1/2**
	8	Wednesday, 24. February	Topic: Maintenance and servicing
	8	Thursday, 25. February	**Special newsletter "Intec und Z"**
	9	Tuesday, 2. March	**Special newsletter "Logimat"**
	9	Wednesday, 3. March	**Topic: Metalworking**
	9	Thursday, 4. March	People and innovations in the industry
	10	Tuesday, 9. March	**Special newsletter "Logimat"**
	10	Wednesday, 10. March	Topic: Handling technology and transport systems
	10	Thursday, 11. March	People and innovations in the industry
March	11	Tuesday, 16. March	News and trends from industry
	11	Wednesday, 17. March	**Topic: Human–machine collaboration**
	11	Thursday, 18. March	**Special newsletter "Hannover Messe"**
	12	Tuesday, 23. March	**Special newsletter "Hannover Messe"**
	12	Wednesday, 24. March	Topic: Industrial AI
	12	Thursday, 25. March	**E-Paper INDUSTRIAL Production 3**
	13	Tuesday, 30. March	News and trends from industry
	13	Wednesday, 31. March	**Special newsletter "Hannover Messe"**

Newsletter Topics and Dates

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	CW	Date	Topic
April	13	Thursday, 1. April	People and innovations in the industry
	14	Tuesday, 6. April	News and trends from industry
	14	Wednesday, 7. April	**Topic: Automation and industrial communication**
	14	Thursday, 8. April	People and innovations in the industry
	15	Tuesday, 13. April	News and trends from industry
	15	Wednesday, 14. April	**Topic: Robotics**
	15	Thursday, 15. April	People and innovations in the industry
	16	Tuesday, 20. April	**E-Paper INDUSTRIAL Production 4**
	16	Wednesday, 21. April	**Topic: Quality assurance**
	16	Thursday, 22. April	People and innovations in the industry
	17	Tuesday, 27. April	News and trends from industry
	17	Wednesday, 28. April	Topic: Sensors and measurement technology
	17	Thursday, 29. April	**Special newsletter "Control"**
May	18	Tuesday, 4. May	News and trends from industry
	18	Wednesday, 5. May	**Special newsletter "Sensor+Test"**
	19	Tuesday, 11. May	News and trends from industry
	19	Wednesday, 12. May	**Topic: Grippers, manipulators and handling**
	19	Thursday, 13. May	People and innovations in the industry
	20	Tuesday, 18. May	**E-Paper INDUSTRIAL Production 5**
	20	Wednesday, 19. May	Topic: Cybersecurity and resilience
	20	Thursday, 20. May	People and innovations in the industry
	21	Tuesday, 25. May	News and trends from industry
	21	Wednesday, 26. May	Topic: Workstations and occupational safety
June	22	Tuesday, 1. June	News and trends from industry
	22	Wednesday, 2. June	Topic: Industrial robots
	22	Thursday, 3. June	**Special newsletter "Automatica"**
	23	Tuesday, 8. June	News and trends from industry
	23	Wednesday, 9. June	Topic: Automation and Industrial AI
	23	Thursday, 10. June	**Special newsletter "Automatica"**
	24	Tuesday, 15. June	**E-Paper INDUSTRIAL Production 6**
	24	Wednesday, 16. June	**Topic: Software and industrial image processing**
	24	Thursday, 17. June	**Special newsletter "Automatica"**

	CW	Date	Topic
June	25	Tuesday, 22. June	**Special newsletter "Voices from Automatica"**
	25	Wednesday, 23. June	**Topic: Automation**
	25	Thursday, 24. June	News and trends from industry
	26	Tuesday, 29. June	News and trends from industry
	26	Wednesday, 30. June	**Topic: Energy technology**
July	26	Thursday, 1. July	People and innovations in the industry
	27	Tuesday, 6. July	News and trends from industry
	27	Wednesday, 7. July	**Topic: Artificial intelligence**
	27	Thursday, 8. July	People and innovations in the industry
	28	Tuesday, 13. July	News and trends from industry
	28	Wednesday, 14. July	Topic: Industrial water management
	28	Thursday, 15. July	People and innovations in the industry
	29	Tuesday, 20. July	News and trends from industry
	29	Wednesday, 21. July	Topic: Sustainability
	29	Thursday, 22. July	People and innovations in the industry
	30	Tuesday, 27. July	News and trends from industry
	30	Wednesday, 28. July	Topic: Handling technology
	30	Thursday, 29. July	People and innovations in the industry
August	31	Tuesday, 3. August	News and trends from industry
	31	Wednesday, 4. August	Topic: Hydrogen as an energy carrier
	31	Thursday, 5. August	People and innovations in the industry
	32	Tuesday, 10. August	News and trends from industry
	32	Wednesday, 11. August	**Topic: IT/OT integration**
	32	Thursday, 12. August	People and innovations in the industry
	33	Tuesday, 17. August	**E-Paper INDUSTRIAL Production 7/8**
	33	Wednesday, 18. August	News and trends from industry
	33	Thursday, 19. August	People and innovations in the industry
	34	Tuesday, 24. August	News and trends from industry
	34	Wednesday, 25. August	Topic: Identification + labelling
	34	Thursday, 26. August	People and innovations in the industry
	35	Tuesday, 31. August	News and trends from industry

Newsletter Topics and Dates

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	CW	Date	Topic
September	35	Wednesday, 1. September	**Topic: Cybersecurity**
	35	Thursday, 2. September	People and innovations in the industry
	36	Tuesday, 7. September	News and trends from industry
	36	Wednesday, 8. September	**Special newsletter "Fachpack"**
	36	Thursday, 9. September	People and innovations in the industry
	37	Tuesday, 14. September	News and trends from industry
	37	Wednesday, 15. September	**Topic: Drive technology**
	37	Thursday, 16. September	People and innovations in the industry
	38	Tuesday, 21. September	**E-Paper INDUSTRIAL Production 9**
	38	Wednesday, 22. September	**Topic: Metalworking**
	38	Thursday, 23. September	People and innovations in the industry
	39	Tuesday, 28. September	**Special newsletter "EMO Mailand"**
	39	Wednesday, 29. September	**Topic: Mechanical engineering**
	39	Thursday, 30. September	People and innovations in the industry
October	40	Tuesday, 5. October	News and trends from industry
	40	Wednesday, 6. October	**Topic: Workstations and occupational safety**
	40	Thursday, 7. October	**Special newsletter "BlechExpo"**
	41	Tuesday, 12. October	News and trends from industry
	41	Wednesday, 13. October	**Topic: Forming, cutting and joining**
	41	Thursday, 14. October	**Special newsletter "Formnext"**
	42	Tuesday, 19. October	**E-Paper INDUSTRIAL Production 10**
	42	Wednesday, 20. October	**Topic: Additive manufacturing**
	42	Thursday, 21. October	People and innovations in the industry
	43	Tuesday, 26. October	News and trends from industry
	43	Wednesday, 27. October	**Topic: Electronics manufacturing**
	43	Thursday, 28. October	People and innovations in the industry

	CW	Date	Topic
November	44	Tuesday, 2. November	News and trends from industry
	44	Wednesday, 3. November	**Topic: Automation**
	44	Thursday, 4. November	**Special newsletter "Productronica"**
	45	Tuesday, 9. November	**Special newsletter "SPS"**
	45	Wednesday, 10. November	**E-Paper INDUSTRIAL Production 11**
	45	Thursday, 11. November	**Special newsletter "Voices from SPS"**
	46	Tuesday, 16. November	News and trends from industry
	46	Wednesday, 17. November	**Topic: Control technology and industrial IT**
	46	Thursday, 18. November	**Special newsletter "SPS"**
	47	Tuesday, 23. November	**Special newsletter "SPS"**
	47	Wednesday, 24. November	**Topic: Electrical engineering**
	47	Thursday, 25. November	People and innovations in the industry
	48	Tuesday, 30. November	News and trends from industry
December	48	Wednesday, 1. December	**Topic:** Lifting, transport and conveying technology
	48	Thursday, 2. December	People and innovations in the industry
	49	Tuesday, 7. December	News and trends from industry
	49	Wednesday, 8. December	**Topic: Electromobility and battery technology**
	49	Thursday, 9. December	**E-Paper INDUSTRIAL Production 12**
	50	Tuesday, 14. December	News and trends from industry
	50	Wednesday, 15. December	Topic: Equipment and operating supplies
	50	Thursday, 16. December	People and innovations in the industry
	51	Tuesday, 21. December	News and trends from industry
	51	Wednesday, 22. December	People and innovations in the industry
	51	Thursday, 23. December	**2027 year in review**

General Terms and Conditions for Advertisements and Advertising of Pelemedia GmbH *(as of 2026)*

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

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

1. Scope: The GTC apply to all services offered to users on Pelemedia's websites, in particular paid content and services, competitions, and the marketplace and community areas. Deviations from these GTC or special terms of use for individual services shall only be deemed agreed if expressly confirmed in writing by Pelemedia. In particular, Pelemedia's mere failure to object to other terms and conditions does not mean that these are deemed agreed. Pelemedia is entitled to amend these GTC at any time. Pelemedia will inform the user in good time of changes to the GTC applicable to them. The amendment shall be deemed approved by the user unless they object to it or terminate the contract within one month of receiving notification of the amendment. In the event of an objection, Pelemedia is entitled to terminate the contract with due notice. When notifying the user of amendments, Pelemedia will specifically draw attention to the options for objection and termination, the deadline and the legal consequences, particularly those of failing to object.

When amending the GTC, Pelemedia is entitled in particular to supplement or replace an invalid provision with effect for existing contracts. If a change in legislation or a ruling by the highest courts affects one or more terms of the contractual relationship, Pelemedia may adapt the affected terms to reflect the purpose of the changed legal position, provided that the new or amended terms do not place the user in a worse position than the original provision. Each amendment, including the updated GTC, will be sent to the user by email. Pelemedia is not responsible for internet services provided by third parties to which it links from its websites or which it arranges. Such services are subject to the respective providers' terms of use. This applies in particular to cooperation partners on Pelemedia. The offers of cooperation partners on Pelemedia merely constitute a sales platform for Pelemedia's respective partners. Use of offers provided by cooperation partners establishes a separate legal relationship between the user and the cooperation partner, independently of any legal relationship between Pelemedia and the user. The legal relationship between the partner and the user is governed exclusively by the cooperation partner's terms and conditions and operating procedures. Pelemedia accepts no liability or warranty in this regard.

2. Eligibility for Access and Participation: In principle, all users are eligible for access and participation.

The following minimum requirements apply to competitions. All persons aged 18 or over, or who can provide proof of consent from a parent or guardian, are eligible to participate. By entering, each competition participant agrees to the publication of their name and photograph in the print edition and on the website, and consents to further rights of use for advertising and sales purposes. Employees of Pelemedia GmbH and persons involved in organising the competition are excluded from participation. This also applies to their relatives. Pelemedia further reserves the right to amend or correct competition rules at any time. Pelemedia only concludes contracts for paid content and for arranging internet access with persons over 18 or with the express consent of their legal representative. The websites are also not intended for persons in countries that prohibit the provision of, or access to, the content posted on them. Each user is responsible for finding out about any restrictions before accessing these websites and for complying with them.

3. Availability: Pelemedia's services are offered to users subject to availability. Pelemedia endeavours to ensure that its services are available to users without disruption. Maintenance work and/or further development and/or other disruptions may restrict and/or temporarily interrupt use. This may also result in data loss in certain circumstances. Affected users shall have no resulting claims for compensation. Pelemedia is also entitled to change or discontinue the services offered at any time at its own discretion without notice.

4. Contractual Relationship: The contractual relationship for the use of Pelemedia's paid content is established through registration with the desired and selected payment system provider, agreement to the general terms of use and acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the paid content is granted. Use of third-party services advertised by Pelemedia on its websites, or to which Pelemedia arranges access via its websites, establishes contractual relationships exclusively between the user and the third-party provider. Pelemedia accepts no liability or warranty in this regard.

5. Opening a User Account: For certain services on Pelemedia's websites, users must register or may open a user account. The user warrants that the personal information they provide when registering or opening a user account on Pelemedia's websites, in particular their first name, surname, postal address, date of birth and email address, is true and correct, and that they will notify Pelemedia immediately of any changes to that information.

6. Payment Transactions: Fees for paid content are settled before the service is provided through a payment system provider selected by the user. Only the terms of use of the payment system provider selected by the user apply; these are indicated at the appropriate point, with corresponding assistance provided. The fees must be paid to the selected payment system provider in accordance with its respective terms of use.

If the user fails to meet their payment obligations, or payments are not made or are reversed, Pelemedia is entitled to block the user's access, without prejudice to any further claims. If access is blocked because of outstanding amounts and the user settles these, access will be restored. Pelemedia reserves the right to appoint third parties to collect debts.

7. User Obligations: When using Pelemedia's services, the user undertakes not to breach applicable laws and contractual provisions. In particular, the user undertakes to ensure that any content they distribute does not infringe third-party rights (e.g. copyright, patent or trade mark rights), that applicable criminal laws and youth protection provisions are observed, and that no content is distributed that is racist, denies the Holocaust, is grossly offensive, pornographic or sexual, harmful to minors or extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political association, incites a criminal offence, contains defamatory statements, is insulting or unsuitable for minors, or is otherwise criminal. The user further undertakes to observe recognised principles of data security and comply with data protection obligations; where applicable, to check emails and enquiries sent to Pelemedia for viruses with the greatest possible care; to comply with statutory, official and technical requirements; to keep any username, identification code and password confidential, not disclose them or tolerate or enable others to learn them, and take the measures required to ensure confidentiality; and to notify Pelemedia immediately of any misuse or loss of this information, or any suspicion thereof. Indications of misuse of Pelemedia's content or the payment system must also be reported to Pelemedia immediately. The user indemnifies Pelemedia against any third-party claims asserted against Pelemedia because the user has infringed their rights. This includes the costs of appropriate legal action and defence. Where there are reasonable grounds to suspect misuse of Pelemedia's services or payment systems, Pelemedia reserves the right to block the user's access to its content and any existing user account, and to involve the investigating authorities. The user may only set off undisputed claims or claims established by a final judgment against Pelemedia's claims. The user shall only have rights of retention in respect of claims arising from the individual, specific contractual relationship of which these GTC form part.

8. Liability: Pelemedia and its representatives or vicarious agents shall only be liable for damages, in particular for delay, non-performance, defective performance or tort, where essential contractual obligations have been breached, the fulfilment of which could be particularly relied upon. The exclusion of liability does not apply to intent or gross negligence. Otherwise, Pelemedia's liability is excluded unless mandatory statutory provisions apply. Pelemedia is only liable for foreseeable damage. Liability for indirect damage, in particular consequential damage, unforeseeable or atypical damage, and loss of profit, is excluded. The same applies to the consequences of industrial disputes, accidental damage and force majeure. Pelemedia provides its own information and data, and information from other providers, via hyperlinks (internet links) on the internet and on mobile devices. This information and data is provided solely for information purposes; the user may not rely on its currency, accuracy or completeness. Pelemedia therefore accepts no warranty or liability, in particular for direct or indirect damage resulting from use of the information or data found on Pelemedia's websites. In particular, Pelemedia accepts no responsibility for the content, functionality, freedom from errors or legality of third-party websites linked from Pelemedia's websites. Pelemedia offers discussion forums and chats. The content and information exchanged by users in these forums is not monitored by Pelemedia. Pelemedia therefore accepts no liability for content and information posted in the forums. The user is solely responsible for the content they publish on Pelemedia's websites. Pelemedia excludes all liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular when dispatching prizes awarded in a competition. These limitations of liability apply to all contractual and non-contractual claims.

9. Liability for Defects: If the user complains about paid content because Pelemedia's services are incomplete or defective, the user must notify either Pelemedia or the payment provider immediately upon becoming aware of the issue, in accordance with the terms of use of the payment system provider they selected. If Pelemedia is liable following a justified and timely complaint, it must provide any missing performance in the event of incomplete performance and, in the event of defective performance, remedy the defect or provide a replacement at its own discretion. The user may demand a reduction in fees if Pelemedia refuses to remedy the defect or provide a replacement, if this is impossible or if such attempts otherwise fail. The user has no right to rescind the contract.

10. Copyright: All content, information, images, videos, databases and computer programs (e.g. widgets) published on Pelemedia's websites are protected by copyright. Use is permitted solely for private personal purposes. Any further use, in particular private or commercial reproduction, modification, distribution or storage of information or data, especially texts, extracts, images and film material, requires Pelemedia's prior express consent. 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 programs is not permitted. Downloading or receiving the source code of a computer program does not grant the user ownership rights. No copyright or other related rights are transferred. If the service and/or services are discontinued, the user must immediately delete the source code provided. In all other respects, the legal restrictions arising from copyright law and other applicable statutory provisions apply.

11. Content Submitted by Users: By submitting their own content (e.g. videos, photographs, photo series, texts, etc.) to Pelemedia (e.g. as part of competitions, reader campaigns or internet competitions), users agree that the submitted content may be reproduced, distributed and publicly communicated online and in print without payment of a fee. The user further declares that they hold all copyright and other rights to the submitted content, and that any persons depicted in submitted visual content (e.g. videos, photographs or photo series), other than persons merely incidental to a location or part of depicted gatherings, processions or similar events, consent to publication. For persons under 18, a parent or guardian must consent. Contributions submitted by post cannot be returned to the participant. Users undertake not to send Pelemedia content that is illegal, grossly offensive, pornographic or sexual, harmful to minors or extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political association, incites a criminal offence, contains defamatory statements or is otherwise criminal. The user also undertakes not to send content containing advertising or commercial material. Pelemedia reserves the right not to publish submitted content. The user fully indemnifies Pelemedia against all third-party claims arising because the user breaches their obligations under these terms, or, contrary to this declaration, does not hold all rights to the submitted content or depicted persons have not consented to publication. Submitted content represents users' personal views and does not represent Pelemedia's opinion. The user has no legal entitlement to publication of submitted content.

12. Right of Withdrawal: The user is entitled to withdraw their declaration of intent to conclude the contract within two weeks. The period begins at the earliest upon receipt of this notice. Timely dispatch of the declaration of withdrawal 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 effective withdrawal, the services received by both parties must be returned and any benefits derived must be surrendered. If the user cannot return the services received, in whole or in part, or can only return them in a deteriorated condition, compensation for their value must be paid to that extent.

However, the right of withdrawal expires if Pelemedia has begun performing the service with the user's express consent before the end of the withdrawal period or if the user has initiated this performance themselves (e.g. by downloading, etc.).

13. Termination: Each party retains the right to terminate for good cause. Good cause exists in particular if, despite a warning, the user continues to breach essential provisions of these GTC and/or engages in misconduct towards third parties by using Pelemedia's services for unlawful purposes or purposes that harass third parties. All notices of termination under these GTC must be made in writing to the address specified in Section 12. Access to Pelemedia's services will be blocked when termination takes effect.

14. Place of Performance / Jurisdiction: The place of performance is the provider's registered office. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal proceedings is the provider's registered office. Unless the provider's claims are asserted in order-for-payment proceedings, the place of jurisdiction for non-merchants is their place of residence. German law applies. If the customer's place of residence or habitual residence, including that of non-merchants, is unknown when proceedings are initiated, or if the customer has moved their place of residence or habitual residence outside the jurisdiction of the law after concluding the contract, the provider's registered office is agreed as the place of jurisdiction if the contract was concluded in writing.

15. Final Provisions: Legal recourse is excluded in connection with participation in competitions. If individual provisions of these GTC, including these rules, are wholly or partly invalid, the validity of the remaining provisions or parts thereof shall remain unaffected. Invalid or missing provisions shall be replaced by the applicable statutory provisions.

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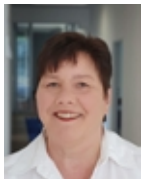
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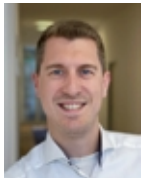


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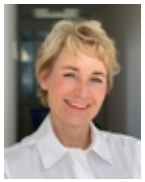


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