computer & automation

computer & automation

Fachmedium der Automatisierungstechnik

11 € • computer-automation.de

Wie KI die Elektrokonstruktion verändert

ws CAD

Circular Economy
Der Schlüssel zu höherer Wertschöpfung

**Künstliche Intelligenz**
Der Weg zur passenden Datenarchitektur

IoT-Security
Digitale Zertifikate – die Grundlagen

MEDIA GUIDE
2026

Print | Digital | Events | Services

Table of Contents

Media Brand

Reach and performance – your message across all channels

- Total monthly circulation **31,229** copies (source: IVW, Q2/2025)

- **123,980** page impressions per month on average (source: IVW Online 07/2024-06/2025)

- Over **22,000** newsletter subscribers (publisher's data 06/2025)

- Over **19,000** followers on relevant social media channels (publisher's data 06/2025)

Computer&Automation, the media brand for automation

For effective cross-media B2B communication

- **Credible environment**
- **Wide reach**
- **Maximum value for target groups**

for over 25 years......

…**Computer&Automation** has been accompanying the increasing networking and digitalization in factories and providing in-depth technological reports on the convergence of IT and OT.

High target group affinity

Our readers and users are decision-makers in the **user industries of automation technology** and are therefore exactly the people who should receive your investment messages.

Computer&Automation, the monthly automation magazine

The topics covered range from the **classics of the automation pyramid** – control technology, sensor technology, drive technology and networking – to today's innovation drivers:

- Industry 4.0 & Industrial IoT
- Sustainability & human-robot cooperation
- Safety & Security
- Machine learning & data analytics
- Interoperability & TSN (Time-Sensitive Networking)
- Edge & Cloud Computing

Technological depth meets future trends.

Computer&Automation, the communication platform for automation

With **Computer&Automation** you can communicate **across media and network** with the entire industry via:

- the monthly **print magazine**
- the digital **e-paper edition**
- a high-reach **website**, also available in English
- regular **newsletters** and our Sunday newsletter in English, "Official SUNdaily"
- the **provider directory: Company Connectory**
- active **social media channels**
- as well as tailor-made content creation solutions

Events – live & digital

With formats such as:

- TSN/A Conference, Stuttgart
- Industrial Technology Summit, Stuttgart and Leipzig
- Products of the Year Awards
- Webinar theme days
- In-house workshops

… Computer&Automation offers **targeted points of contact with decision-makers,** both digitally and on site.

Conclusion: Your communication platform for sustainable market success

Computer&Automation is your cross-media platform for successful B2B communication in automation.

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

Title Portrait

computer&automation

Title	Computer&Automation
Description	**For more than 25 years...** ... the monthly automation magazine Computer&Automation has been covering the increasing networking in the manufacturing and process industry and has been reporting in depth on the "merger" of IT and OT (Operational Technology). The range of topics covered by the once classic automation pyramid, such as control technology, sensor technology, drive technology and networking, is now complemented by trends such as Industry 4.0, Industrial IoT, sustainability, human-robot cooperation, safety & security, machine learning and data analytics, interoperability and real-time Ethernet (TSN), as well as IT technologies such as edge & cloud computing. User-oriented technical articles illustrate the added value and benefits of the technologies used in a neutral, sophisticated and independent manner. Product innovations, market trends and analyses also contribute to the reporting. The interactive e-paper editions of the monthly print magazine offer added value, enriched with videos, GIF animations, links to further information and podcasts.
Target Goup	Decision-makers in the user industries of automation technology
Frequency	12 issues per year plus special editions and SPS trade fair newspaper
Format	Width: 230 mm, height: 297 mm
Volume	27th year 2026

Subscription Price	Annual subscription within Germany € 109.00 Annual subscription outside Germany €119.00 incl. current VAT, incl. shipping Single print issue € 11.00 including current VAT, plus € 3.00 shipping Annual subscription to digital e-paper (domestic/international) € 90.00, incl. current VAT Single issue digital e-paper (domestic/international) € 9.00, incl. current VAT
Circulation	31,229 copies
Membership / Participation	IVW, IVW-Online
Publishing House	**Pelemedia GmbH** Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 2006573-00 www.computer-automation.de, www.pelemedia.de
Publisher	Pelemedia GmbH
Advertisements	**Tiffany Dinges** Sales Director Phone: +49 89 2006573-22 tdinges@pelemedia.de
Editor	**Andrea Gillhuber** Editor-in-Chief Phone: +49 89 2006573-18 agillhuber@pelemedia.de **Inka Krischke** Editor Phone: +49 89 2006573-19 ikrischke@pelemedia.de

Circulation / Distribution

Trade journal circulation and distribution analysis

1. Circulation control

2. Circulation analysis	Copies per issue on average of the second quarter 2025*
Print run:	10,600
Actually distributed circulation:	10,207 / thereof abroad: 11
Sold circulation	64 / thereof abroad: 0
Subscribed circulation	64 / thereof abroad: 11
Free units	10,143 / thereof abroad: 2
Remaining, voucher and archive copies	393
plus stand-alone paper	21,033
plus stand-alone paper sensor & vision	21,194

(1 April 2025 – 30 June 2025)

3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	Copies
Germany	99.9	10,196
Abroad	0.1	11
Actual print circulation	100.0	10,207

Total distribution Computer&Automation

10,196	+	21,033	=	31,229
Print circulation		Digital circulation (e-paper) plus an additional 1x 21,194 E-Paper special edition Sensor&Vision		Total circulation

The current digital edition is actively distributed via the e-paper newsletter and also via the website www.computer-automation.de. (IVW, Q2/2025)

3.1. Distribution by postcode area

Postal routing district 2
608 copies

Postal routing district 4
1,129 copies

Postal routing district 3
1,233 copies

Postal routing district 5
1,363 copies

Postal routing district 6
889 copies

Postal routing district 7
1,590 copies

Postal routing district 1
306 copies

Postal routing district 0
622 copies

Postal routing district 9
1,286 copies

Postal routing district 8
1,180 copies

Topics 2026

Print edition with extended e-paper	Dates	In focus	In this issue	Special topic	Product adverts	Trade fairs & events
SH Digital 1	PD: Start of quarter AD: 24.03.2026, 24.06.2026, 24.09.2026, 18.01.2027	**Screen Edition 2026 – The year-round e-paper**				
SH 01 Issue AD extended e-paper	PD: 30.01.2026 AD: 12.01.2026 PM: 15.01.2026		• Communication & networking • Artificial intelligence		• Control technology • Sensors • Measurement technology	English-language e-paper
01-02	PD: 27.02.2026 AD: 09.02.2026 PM: 12.02.2026	Distribution	• Operation & monitoring • Software & IT • Building automation in industry	Robotics & Automation	• Industrial PCs • Fieldbuses, gateways • Operation & Monitoring	Light + Building
03	PD: 17.03.2026 AD: 25.02.2026 PM: 02.03.2026	Intralogistics	• Machine vision • Control technology • Transport & mobility		• Trade fair innovations • Remote maintenance • Image processing • AGV/AMR	embedded world Logimat
04	PD: 14.04.2026 AD: 25.03.2026 PM: 30.03.2026	Drive technology	• IT/OT convergence • Sustainability	Robotics & Automation	• Cables and wires • Drive technology • Trade fair innovations	Hannover Fair
SH 02 Safety & Security	PD: 14.04.2026 AD: 25.03.2026 PM: 30.03.2026		• Functional safety • Safety components • Safety-oriented networking • Safety sensors/actuators • Safety PLCs/controllers • Firewalls • Cybersecurity • Industrial security • Hardware/software components		• Safety interlock • Light grids • Emergency stop • Zero Trust • CRA services	

Topics 2026

Print edition with extended e-paper	Dates	In focus	In this issue	Special topic	Product adverts	Trade fairs & events
05	PD: 12.05.2026 AD: 22.04.2026 PM: 27.04.2026	Artificial intelligence	• Power supply • IoT platforms		• Communication & networking • Embedded computing • Sensors	pcim Control Sensor + Test Industrial Technology Summit Stuttgart (19 May 2026)
06	PD: 09.06.2026 AD: 20.05.2026 PM: 25.05.2026	Robotics & Automation	• Connectors • Cables		• Codesys products • Measurement • Artificial Intelligence	Industrial Technology Summit Leipzig (17 June 2026)
SH 03 Communication & Networking	PD: 09.06.2026 AD: 20.05.2026 PM: 25.05.2026		• Wireless communication • Industrial ethernet • Real-time communication • Fieldbus coupler • I/O modules • (IoT) gateways • Communication modules • M2M • Network security • Predictive maintenance • Switches		• Fieldbuses, gateways • Remote maintenance, remote • Predictive maintenance	
07	PD: 07.07.2026 AD: 17.06.2026 PM: 22.06.2026	Electromechanics	• Software & IT • Sensors		• Condition monitoring • Industrial PCs	
08	PD: 04.08.2026 AD: 15.07.2026 PM: 20.07.2026	Energy management & power supply	• Controls & regulations • Communication & networking	Robotics & Automation	• Operation & Monitoring/HMI • Rotary encoders	

Topics 2026

| Print edition with extended e-paper	Dates	In focus	In this issue	Special topic	Product adverts	Trade fairs & events
09	PD: 15.09.2026 AD: 26.08.2026 PM: 31.08.2026	Fieldbus & networking	• Drive technology • Edge & Cloud Control • Building automation in industry		• Single pair ethernet • Measurement technology • OPC UA/TSN	TSN/A Conference SPS Atlanta
SH 04 **Sensor & Vision**	PD: 15.09.2026 AD: 26.08.2026 PM: 31.08.2026		• Opto sensors • IO-Link • Measuring transducers • Sensors for measured variables • Rotary encoders • Embedded vision • Vision sensors • Machine learning • Cameras • Machine vision		• Sensors • Image processing • Machine vision	
10	PD: 06.10.2026 AD: 16.09.2026 PM: 21.09.2026	Software & IT	• Operation & monitoring • Safety • Remote maintenance	Robotics & Automation	• Control systems • Machine learning • Operation & monitoring	Motek Vision
11	PD: 03.11.2026 AD: 14.10.2026 PM: 19.10.2026	Edge & cloud control	• Electromechanics • Security • Quality assurance • Robot integration		• Control cabinets • Drive technology • Trade fair innovations • I/O modules	electronica SPS

	PD: 24.11.2026
	    25.11.2026
	    26.11.2026
	AD: 30.10.2026
	PM: 06.11.2026
		THE OFFICIAL DAILY 2026
		The official daily newspaper for the SPS trade fair
					Offizieller Medienpartner
					sps smart production solutions 2026	

12	PD: 18.12.2026 AD: 30.11.2026 PM: 03.12.2026	Products of the Year 2027	Review of SPS 2026		Operation & monitoring	

Topic Matrix 2026

TOPICS	SH 01	01/02	03	04	SH 02	05	06	SH 03	07	08	09	SH 04	10	11	12
Drive technology Frequency converters, gearboxes, gear motors, intelligent drives, complete drives, couplings, linear axes, linear drives, motors, motor protection/motor monitoring, pump drives, soft starters, contactors, swivel drives, servo motors, actuators, actuators, valve terminals			✔	✔						✔	✔			✔	✔
Operation & monitoring/HMI Displays, augmented/virtual reality, displays, distributed control systems (DCS), input devices, handheld devices, HMI architectures, HMI software, control systems/process control systems, panel PCs, SCADA systems, smartphones, tablets, keyboards, stationary and mobile terminals, touch panels, visualization systems, wearables		✔	✔	✔			✔			✔		✔		✔	✔
Image processing 3D, lighting, embedded vision, hardware, (smart) cameras, artificial intelligence/machine learning, machine vision, robot vision, software, systems, vision sensors			✔	✔			✔						✔	✔	✔
Electromechanics/interface technology Command and signaling devices (horns, indicator lights, switches, push buttons), I/O modules, EMC components, Ex barriers, Ex-i isolating amplifiers, enclosures, limit switches, installation/wiring concepts (Ex/non-Ex), cables, terminals, air conditioning components, coupling modules, transducers, terminal blocks, relays, remote I/O, control cabinets, drag chains, safety components (e.g. emergency stop), signal converters, power isolators, connectors, isolating stages	✔		✔	✔			✔	✔	✔					✔	✔
IoT and computer platforms/embedded systems Real-time operating systems, cloud computing, computer boards, edge/fog computers, embedded Linux, embedded PCs, industrial computers, complete IPC systems, mobile PCs, rugged PCs, single board computers	✔	✔	✔	✔		✔			✔		✔		✔	✔	✔
Measurement technology & quality assurance Data loggers, EMC measuring devices, hardware and software for data acquisition, calibration, measurement technology cards, measurement technology software, transducers, multimeters, oscilloscopes, PC-based measurement technology, portable measuring devices, (process) recorders, testing and calibration devices, recording devices, thermography	✔		✔	✔							✔			✔	✔
Robotics & mechatronics Axis modules, autonomous and driverless transport systems (AGV), human-robot collaboration/cooperation (HRC), mobile robotics, assembly systems, profiles, robot safety devices, robot peripherals, robot controllers, robot systems, clamping and gripping technology, transfer systems, valves, cylinders			✔	✔			✔			✔			✔	✔	✔

Topic Matrix 2026

TOPICS	SH 01	01/02	03	04	SH 02	05	06	SH 03	07	08	09	SH 04	10	11	12
Safety Functional safety, light grids, safety components (e.g. emergency stop), safety-oriented networking, safety sensors/actuators, safety PLCs/controllers, services			✔	✔	✔								✔	✔	✔
Security Cyber security/industrial security, firewalls, hardware and software components	✔		✔	✔	✔		✔							✔	✔
Sensors Rotary encoders, encoders, identification systems (barcode, RFID), I/O link, transducers, proximity switches, optical sensors (e.g. light barriers), sensors for measured variables (distance, rotational speed, pressure/differential pressure, flow, color, humidity, fill level, gases, conductivity, pH/redox, temperature, vibration, volume/mass flow), actuators, angle encoders	✔		✔	✔			✔		✔	✔		✔		✔	✔
Software & IT Asset management, automation framework, batch management, BDE/BDV, big data (analytics), CAD, CAE, CAM, cloud industry, data analysis, databases, EDM/PDM, ERP, engineering (expansion, Commissioning, modernization, project planning), maintenance/servicing, IoT software, IT network, artificial intelligence (machine learning, deep learning, etc.), managed services, manufacturing execution system (MES)	✔	✔	✔	✔		✔		✔	✔		✔		✔	✔	✔
Controls & regulation CNC controls, edge controllers, hybrid control technology, intelligent I/O modules, logic modules, motion control, PAC, PC controls, controllers, PLCs, PLC software, software, soft PLCs, safety-oriented controls, virtual controls	✔		✔	✔		✔	✔	✔		✔			✔	✔	✔
Power supply Energy management, energy monitoring, contactless power supply, (top-hat rail) power supplies, UPS systems, converters (AC/DC, DC/DC)			✔	✔		✔				✔				✔	✔
Networking & communication 5G/6G technology, AS-i, Bluetooth, CAN variants, (cloud) portal solutions, condition monitoring, devicenet, ethercat, Ethernet/TSN, fieldbus couplers, remote maintenance, remote control, Foundation Fieldbus, gateways, HART, I/O-Link, IoT gateways/protocols, communication modules (radio data transmission), LON, M2M systems, Modbus, Ethernet-based network architectures, network security, OPC UA, Powerlink, predictive maintenance, profibus, profinet, routers, sercos, safety-oriented networking, software systems, switches, wireless variants, WLAN	✔	✔	✔	✔		✔		✔		✔	✔		✔	✔	✔

Print Ad Formats

Dimensions width x height in mm
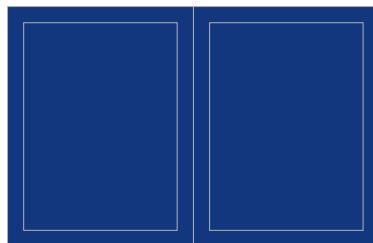
2x 1/1 page above gutter

460 × 297 mm*

2x 1/2 side over waistband

S: 425 × 131 mm
A: 460 × 154 mm*

1/1 page

S: 195 × 262 mm
A: 230 × 297 mm*

3/4 page landscape

S: 195 × 196 mm
A: 230 × 214 mm*

3/4 page portrait

S: 141 × 262 mm
A: 149 × 297 mm*

Junior Page

S: 140 × 190 mm
A: 148 × 213 mm*

1/2 page landscape
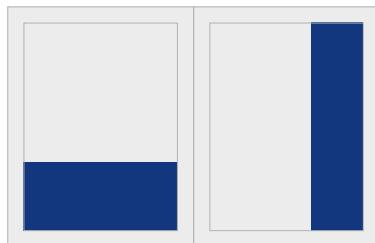
S: 195 × 131 mm
A: 230 × 154 mm *

1/2 page portrait

S: 95 × 262 mm
A: 112 × 297 mm *

**1/3 page landscape**
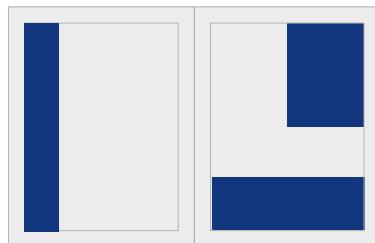
S: 195 × 87 mm
A: 230 × 110 mm*

1/3 page portrait

S: 61 × 262 mm
A: 72 × 297 mm*

1/4 page portrait

S: 45 × 262 mm
A: 53 × 297 mm*

1/4 page landscape

S: 195 × 65 mm
A: 230 × 88 mm*

1/4 page corner

S: 95 × 131mm
A: 112 × 143 mm*

1/8 page portrait

S: 45 × 131 mm
A: 53 × 139 mm*
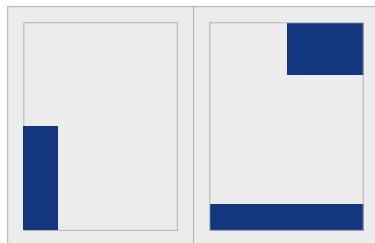
1/8 page landscape

S: 195 × 33 mm
A: 230 × 38 mm*

1/4 page corner

S: 95 × 65mm
A: 112 × 68 mm*
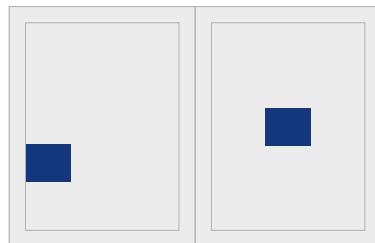
Island display

60 × 50 mm

Magazine format 230 × 297 mm

S: Type area format

A: Bleed format without bleed allowances

* Trimming allowance: 5 mm on the open sides

Print Advertising Rates

Advertising price list valid from 01.01.2026

Format	Base price b/w	Base price 4c
1/1 page	€ 8,080	€ 10,980
3/4 page	€ 6,070	€ 8,300
Juniorpage	€ 4,540	€ 6,230
1/2 page	€ 4,040	€ 5,540
1/3 page	€ 2,710	€ 3,700
1/4 page	€ 2,050	€ 2,790
1/8 page	€ 1,050	€ 1,370
Island display	€ 2,340	
Cover picture + Cover story		€ 11,990
Cover pages: U2 and U3 Cover page: U4		€ 12,150 € 12,330
1/2 page flap		€ 17,950
1/4 product display		€ 790

Special forms of advertising

Cover pages, flaps, supplements, inserts, etc.
For prices and formats, see page 15 onwards.

Extended E-Paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising format or individual videos.
(The prices quoted are in addition to the print advertisement prices.)

Video integration	€ 300
GIF animation	€ 300
Survey	from € 500
Picture gallery	€ 700
YouTube-Video only	€ 1,900

(not discountable)

Rubrics

Job adverts	The format-bound prices apply. A double insertion of the same job advertisement in the following issue is discounted by 25 % on the basic advertisement price.

Discounts

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

Volume scale		Quantity scale	
from 3 adverts	5%	from 2 pages	5 %
from 6 adverts	10%	from 4 pages	10 %
from 9 adverts	15%	from 6 pages	15 %
from 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.

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

Extended E-Paper with Interactive Elements

Extended e-paper – More attention. More interaction

**In addition to your advertisement booked in the print edition:
Take advantage of the interactive possibilities of our extended e-paper**

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

Supplement your booked advertisement with multimedia content, such as:

• Videos
• Image galleries
• GIFs
• Surveys

This allows you to **bring** your **products and solutions to life**, create a **more intense user experience** and offer your target group **real added value.**

Prices Extended E-Paper

Multimedia content can be optionally integrated into your advertising material in all e-paper editions of our print editions.
(The prices quoted are in addition to the print advertisement prices.)

Video integration	€ 300
GIF-animation	€ 300
Survey	from € 500
Picture gallery	€ 700
YouTube video without existing advertising material	€ 1,900

All prices not discountable

Interactive surveys

With our flexible survey tool we offer you different interactive possibilities:

option 1: Your own survey with your questions and answers integrated into your advert motif.

option 2: Your own survey with your questions and answers embedded in the editorial content content in a section of your choice.

option 3: The computer & automation editorial team provides a survey with 3 questions on the topic of your choice. Your advert is displayed as an iframe below the question.

All options can be customised according to ccording to your colour and layout nd layout and can be customised with your company logo on request.

Example of an extended e-paper

Screen Edition 2026

The first "SCREEN EDITION" of Computer & Automation for 2026 will be published in January.

The SCREEN EDITION is an e-paper that is updated regularly, serving readers as an up-to-date industry guide and reference work that is available at any time throughout the year.

Use the new e-paper to distribute your latest videos or draw readers' attention to your portfolio and current products.

The SCREEN EDITION is promoted to the relevant target group in a long-term campaign via newsletters, websites, banners, social media and advertisements in our print editions. A new campaign starts with each quarterly update and offers you the option of updating your video or image content via the flat-rate option.

This special digital edition is never static, but is regularly updated with new editorial content and advertising.

The "SCREEN EDITION 2026" includes your advertorial on a 1/1 page in combination with your desired additional option: an integrated image or video, a link in the provider directory or an additional advertisement.

Advertisements without advertorials are available on request.

Option 1: Advertorial + video news

- ✔ Image on 1/1 page
- ✔ Headline + teaser text
- ✔ Main text
- ✔ Social media buttons
- ✔ Video
- ✔ Optional video flat rate
  (over a period of 12 months, your video content can be updated at any time)

1,990 € / 2,990 € with flat rate

Option 2: Advertorial + profile in the provider directory

- ✔ Profile in the Company Connectory provider directory with all services, including 2 keywords
- ✔ incl. flat rate for update

For issue as sample

3,990 €

Option 3: Advertisement + video news

- ✔ 1/1 or 1/2 page
- ✔ Optional integration of your video or GIF
- ✔ Video flat rate
  (over a period of 12 months, your video content can be updated at any time)

ab 2,490 €
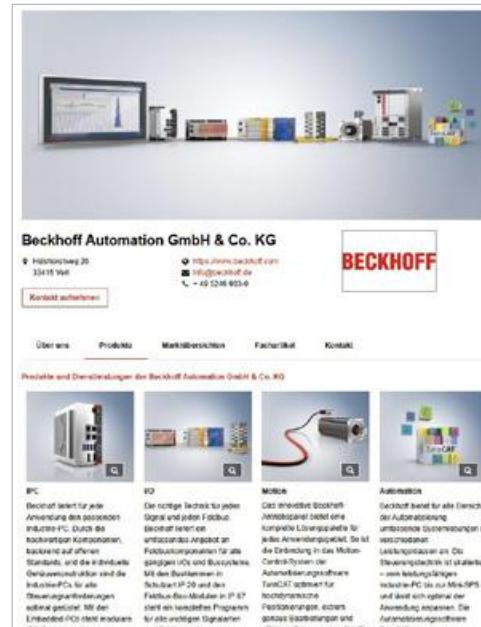
Dates

PD: 01.04.2026
AD/PM: 24.03.2026

PD: 01.07.2026
AD/PM: 24.06.2026

PD: 01.10.2026
AD/PM: 24.09.2026

PD: 01.02.2027
AD/PM: 18.01.2027

Special Print Advertising Formats

Cover page and cover story

Format: width 214 mm x height 204 mm
Your solution on the cover page and, in editorial coordination, as a multi-page cover story in Computer&Automation. Achieve maximum presence and visibility for your company, your solutions and your topic. Present your company as a source of expertise and (automation) partner.

Price: € 11,990

Advertorial

1/1 page advertorial:

Approx. 4,000 characters (without spaces), 1 to 2 images and optional logo
Includes online publication, newsletter promotion + e-paper animation

1/1 page Price: € 9,890
(not eligible for discount)

Bound-in inserts

	80 - 135 g/m²
2 sheets = 4 pages	€ 11,180
3 sheets = 6 pages	€ 14,090
4 sheets = 8 pages	€ 17,060
2-sided as bound-in insert	€ 7,920

Required delivery quantity: 10,400 copies

Supplements

Partial allocation by postcode or Nielsen areas or partial allocation by qualified addresses on request.

Minimum order volume: € 2,430 Supplements over 25g/piece on request
Calculation print run: 3% surcharge

Full print run price
(up to 25g, incl. postage)   € 8,100
(non-discountable)

All formats are available on request. Other special advertising formats are possible. Talk to your media experts.

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

Shipping address for special forms of advertising
Delivery note: For Computer&Automation, Issue (no.)

Vogel Druck, Leibnizstr. 5, 97204 Höchberg

Special Print Advertising Formats

Cover flap

Format:

Front: W 115 mm × H 227 mm

Inside: W 115 mm × H 297 mm

Price: € 18,490
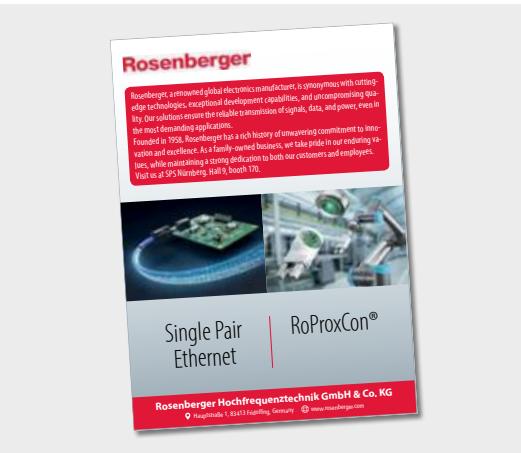
Product adverts

You provide us with the necessary data and we take care of the layout for you.

Pure image motif:
89 mm x 100 mm

Text display without image:
max. 2,250 characters

Text display with image:
max. 1,750 characters

1/4 page € 790

Includes social media publication (LinkedIn, Xing)

€ 910

Banderole

Format:

W 520 mm x H 100 mm
+ 5 mm bleed
Back 55 mm unprinted
due to adhesive edge

Price: € 21,820
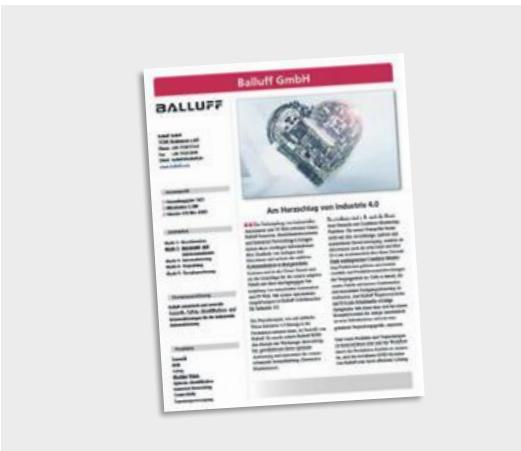
Company profile

Only possible in special editions

1/1 page € 2,680
1/2 page € 1,630
1/4 page € 1,020

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

Shipping address for special forms of advertising

Delivery note: For Computer&Automation, Issue (no.)

Vogel Druck, Leibnizstr. 5, 97204 Höchberg

Product Adverts

Issue		PD	AD	PM	Product adverts
JAN	SH 1	30.01.	12.01.	15.01.	• Control technology • Sensors • Measurement technology
FEBR	1-2	27.02.	09.02.	12.02.	• Industrial PC • Fieldbuses, gateways • Operation & monitoring
MÄRZ	3	17.03.	25.02.	02.03.	• Trade fair innovations • Remote maintenance • Image processing • FTS/AGV/AMR
APRIL	4	14.04	25.03.	30.03.	• Cables and wires • Drive technology • Trade fair innovations
APRIL	SH 2	14.04	25.03.	30.03.	• Safety interlock • Light grid • Emergency stop • Zero Trust • CRA Services
MAI	5	12.05.	22.04.	27.04.	• Communication & networking • Embedded computing • Sensors
JUNI	6	09.06.	20.05.	25.05.	• Codesys products • Measurement technology • Artificial intelligence
JUNI	SH 3	09.06.	20.05.	25.05.	• Fieldbuses, gateways • Remote maintenance, remote • Predictive maintenance
JULI	7	07.07.	17.06.	22.06.	• Condition monitoring • Industrial PC
AUG	8	04.08.	15.07.	20.07.	• Operation & monitoring/HMI • Rotary encoders
SEP	9	15.09.	26.08.	31.08.	• Single pair ethernet • Measurement technology • OPC UA/TSN
SEP	SH4	15.09.	26.08.	31.08.	• Control systems • Machine learning • Operation & monitoring
OKT	10	06.10.	16.09.	21.09.	• Sensors • Image processing • Machine vision
NOV	11	03.11.	14.10.	19.10.	• Control cabinets • Drive technology • Trade fair innovations • I/O modules
DEZ	12	18.12.	30.11.	03.12.	• Operate & Observe

Present your products, solutions and services in the various editions and special editions of Computer&Automation at attractive fixed prices!

Product advertisements appear in a uniform layout including your company logo and your desired contact details. We will, of course, take care of the layout for you.

Option 1: Image only: 89 mm × 100 mm

Option 2: Text display with image: max. 1,750 characters

790 €

Surcharge of € 120 incl. social media publication (LinkedIn, X, Xing) for the publication of the content of your product advertisement (incl. image) in a special and permanently available image gallery within computer-automation.de).
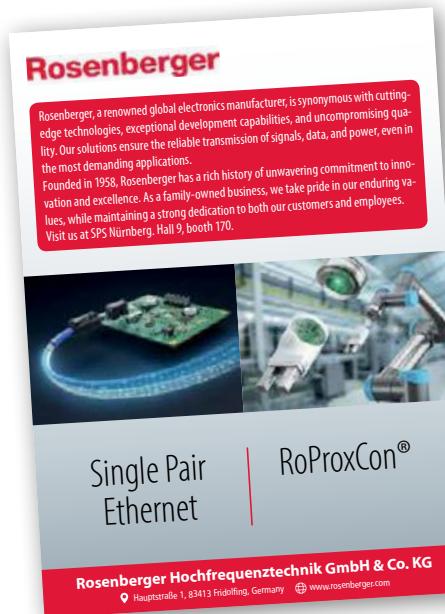
The Official Daily 2026

The only official trade fair newspaper for SPS

8 good reasons for your advertising presence:

The only official daily newspaper for SPS 2026, published by Computer&Automation, INDUSTRIAL Production and KUNSTSTOFF MAGAZIN, appears exclusively in cooperation with the successful organiser of SPS – Mesago Messe Frankfurt GmbH.

Interactive e-paper!

The official daily newspaper for SPS will be published in 2026 as an e-paper on computer-automation.de, industrial-production.de and kunststoff-magazin.de, as well as on the accompanying digital SPS on air. Thanks to the interactive format, readers can be directed from your advertisement directly to your website and even be inspired by your multimedia content on day 1.

Daily reporting:

With separate editions on all three days of the trade fair,

THE OFFICIAL DAILY provides up-to-the-minute reporting directly from SPS – smart production solutions.

Addressing international visitors:

To keep international trade visitors informed about the latest trade fair news, THE OFFICIAL DAILY reports in German and English.

Changing motifs:

Use the only official daily newspaper for your campaign and feature a different advertising motif on each of the three publication days.

With job market:

THE OFFICIAL DAILY is the ideal platform for finding qualified specialists without wastage at the international automation technology trade fair.

30,000 copies – distributed exclusively:

Only **THE OFFICIAL DAILY** will be distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds.

This ensures the best possible distribution of 30,000 copies hot off the press.

90,000 newsletter recipients!

Each issue is sent via a stand-alone newsletter to Pelemedia GmbH's newsletter recipients. In addition, the e-paper edition is distributed via the channels of Mesago Messe Frankfurt GmbH and the social media channels of Pelemedia GmbH.

Format	4c
1/1	16,600 €
9/16 Junior Page	9,470 €
1/2 high	8,440 €
1/2 across	8,440 €
1/3 high	5,740 €
1/3 transverse	5,740 €
1/4 high	4,280 €
1/4 across	4,280 €
1/4 2-column	4,280 €
1/6 landscape	2,810 €
1/8 across	2,140 €
1/8 2-column	2,140 €
Island display	6,780 €
Island display title	9,950 €
Flap	27,270 €
Supplement up to 25g	11,070 €
Supplement up to 45g	12,180 €
Centre binder 4-sided	14,250 €
Millimetre price	10,20 €

Publication dates:

24.11.2026   25.11.2026   26.11.2026

Advertising deadline:

30.10.2026 (for all three issues)

Deadline for printing material:

06.11.2026 (for all three issues)

The Official Daily 2026

The integrated hall plan

Each issue of **THE OFFICIAL DAILY** includes our hall plan, which helps visitors find their way around the exhibition grounds and gives your company the opportunity to draw attention to your exhibition space. Print run:

30,000 copies

A connecting line leads directly to your stand, and your company name is additionally highlighted in colour in the overview.

Your logo can even be animated via GIF in the e-paper version of the hall plan.

100,000 newsletter recipients!

The hall plan is sent to Pelemedia GmbH newsletter recipients via a stand-alone newsletter. In addition, the e-paper edition is distributed via the channels of Mesago Messe Frankfurt GmbH and the social media channels of Pelemedia GmbH.

Book a logo presence for your company **from as little as € 550** and transfer your data directly and conveniently here.
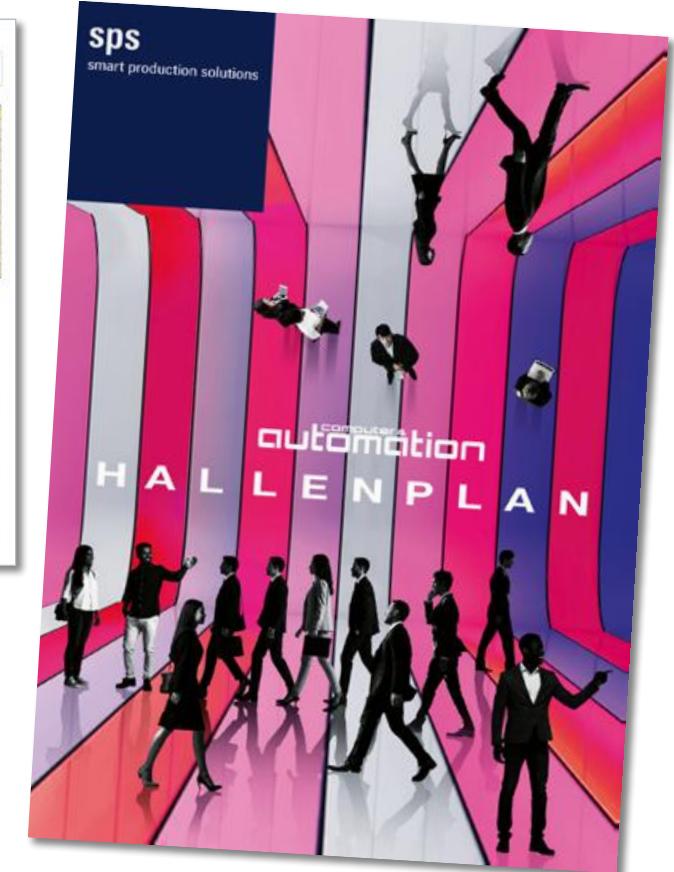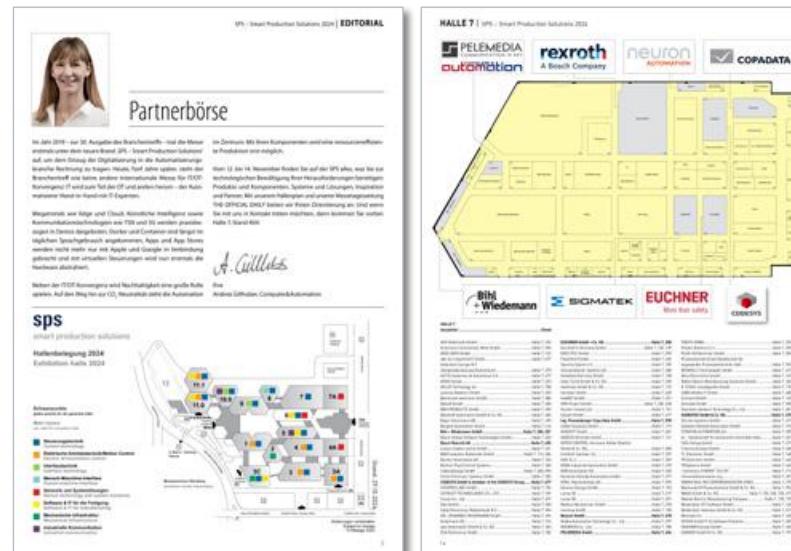
Publication dates:

24.11.2026   25.11.2026   26.11.2026

Advertising deadline:

30.10.2026 (for all three issues)

Deadline for printing material:

06.11.2026 (for all three issues)

Wheel of Fortune for SPS 2026

Visitors to the **Computer&Automation** stand at SPS 2026 can look forward to a wheel of fortune with lots of great prizes.

The wheel of fortune is a visitor magnet and the ideal opportunity for you to draw attention to your company in the run-up to, during and after the trade fair

and, optionally, specifically to your trade fair appearance.

Wheel of Fortune Package*

- Prior to the trade fair, your name will be mentioned as a sponsor and your logo will be displayed on computer-auto-mation.de with additional advertising in at least 6 newsletters.

- Advertisement in Computer&Automation 11/26 and in THE OFFICIAL DAILY on 24 November 2026, 25 November 2026 and 26 November 2026

- Your logo on the wheel of fortune

- Your logo on the roll-up for promotion at the trade fair

- Distribution of your promotional gifts and recommendation to visit your trade fair stand

- Mailing after the trade fair to all participants in the wheel of fortune with mention of their name and logo presence

- Optional: Sponsorship of a main prize with separate live raffle

€ 2,990

*Limited number of slots available

Erklärvideo

Banner Formats

Website in DE and EN
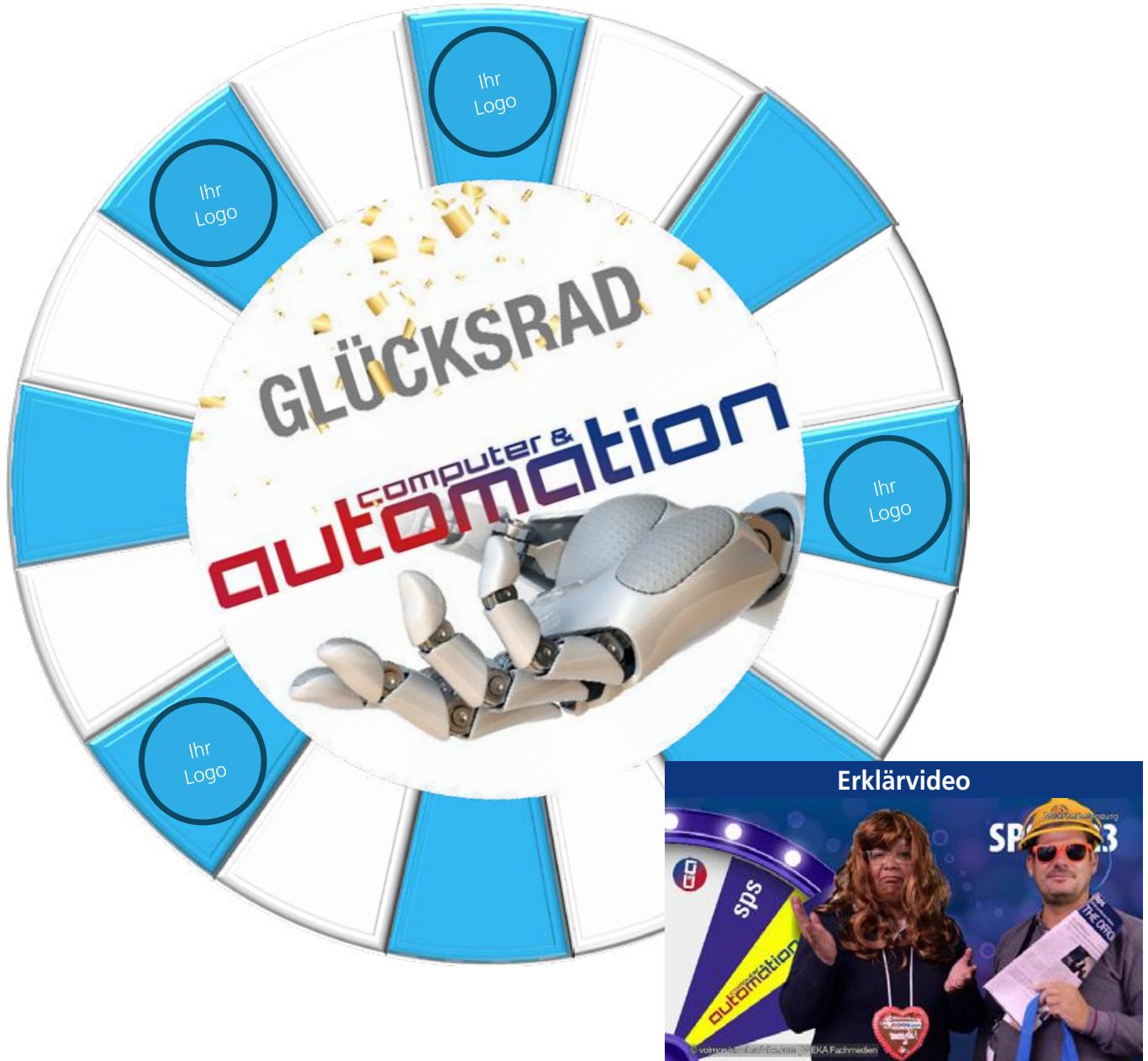
(1) Superbanner

€ 280 / 1.000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 410 / 1.000 Ad Impressions,
(800 x 250 or 970 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 550 / 1.000 Ad Impressions,
(800 x 250 or 970 x 250 Pixel)

(3) Skyscraper

€ 180 left / 1.000 Ad Impressions
€ 210 right sticky / 1.000 Ad Impressions
(120 x 600 Pixel or 160 x 600 Pixel)
*Mobile: 4:1 / 300 x 75 Pixel

(4) Halfpage Ad

€ 320 / 1.000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(5) Medium Rectangle

€ 220 / 1.000 Ad Impressions,
(300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 380 / 1.000 Ad Impressions,
(300 x 250 Pixel)

(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

€ 190 / 1.000 Ad Impressions
(468 x 60 Pixel)

(8) Halfsize

€ 150 / 1.000 Ad Impressions
(234 x 60 Pixel)

(9) Landscape Video Ad

€ 560 / 1.000 Ad Impressions,
(854 x 480 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
> Specifications Video Ad: see page 24

Banner Formats & Banner Overview Mobile

Fireplace (12)

Wallpaper (10)

(10) Wallpaper

€ 400 / 1.000 Ad Impressions
(728 x 90 Pixel / above,
120 x 600 Pixel / right, or
160 x 600 Pixel / right)
*Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

€ 400 / 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 above / right
and left 120 x 600 Pixel or
160 x 600 Pixel each
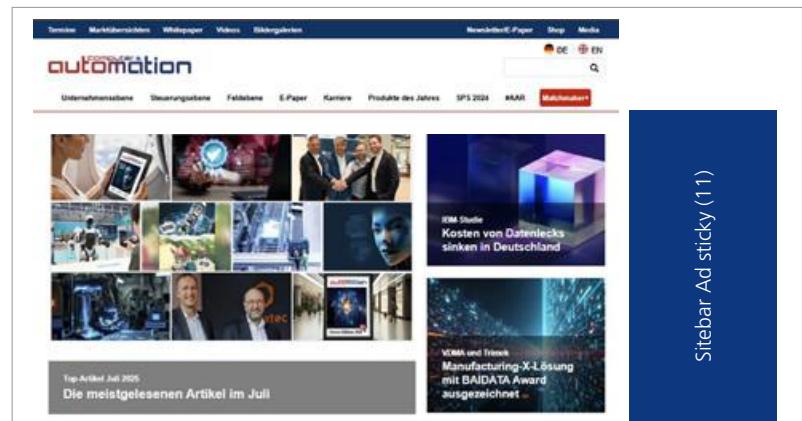
Sitebar Ad sticky (11)

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

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

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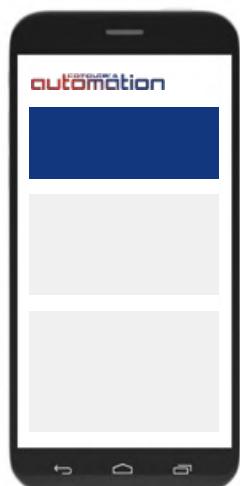
Mobile Content Ad 4:1
300 x 75 Pixel
max. 50 KB

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

Mobile Content Ad 6:1
300 x 50 Pixel
max. 50 KB
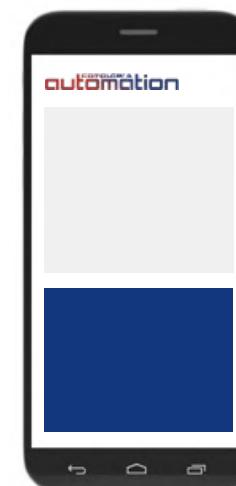
Mobile Content Ad 2:1
300 x 150 Pixel
max. 50 KB

Banner Formats Website Video Ads

Video Ads

• Integration of video adverts on our specialist portals

Placements:
• Billboard Video Ad
• Medium Ractangle 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

Playout:
• 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

Billboard Video Ad (2)

Landscape Video Ad (9)

Special Forms of Advertising Online
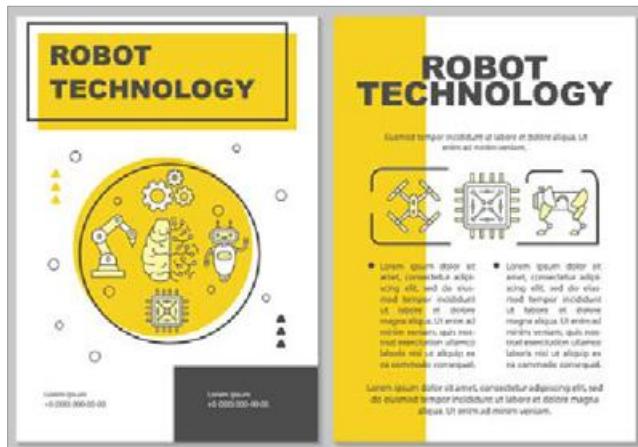
Your customized e-paper – multimedia, interactive, available everywhere

We can create your own personal e-paper from your customer magazines, brochures, flyers, catalogues or other advertising materials – accessible at any time via a weblink for you, your customers and partners.

Optional extras:
- **Weblinks**
- **Videos & image galleries**
- **Podcasts**
- **Downloads**
- and other interactive features

This brings your advertising message **to life in multimedia form**, provides **more information** and increases **awareness of your content.**

ab 570 €

Video/webcast – your content in motion

Place your own video or webcast in the media library and on the YouTube channel of computer-automation.de

Optional: Additional promotion in the newsletter as a moving video ad or eye-catching screenshot teaser.

Moving images that reach your target group – online, directly, effectively.

ab 1,530 €

Trade fair clip – your appearance in the best light

Capture your trade fair appearance in sound and vision and present your company in a short, professionally produced web clip.
Included in the price:
- Filming & production
- Publication
- Promotion via our channels

Your trade fair highlight – professionally staged, visible online.

ab 2,690 €

Company Connectory

Company Connectory

Here, companies can find and network with each other quickly and specifically. The smart platform that creates visibility and connections.

Company Connectory offers everything at a glance: products and services, webinars, white papers, event tips, videos, web shop, e-papers and much more.

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	√	√	√
• Individual contact information including Google Maps integration	√	√	√
• Top listing in search results	√	√	√
• Logo display including link in all editorial article pages	√	√	√
• Multimedia content such as videos, interactive e-papers, page-turning catalogues, etc.		√	√
• White papers, brochures, catalogues, other documents (PDFs)		√	√
• Logo insertion incl. link to company profile in newsletters (6x or 12x per year)		√ (6x/Jahr)	√ (12x/Jahr)
• Social media postings: on LinkedIn, Xing, Instagram and Twitter (4x/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 notice period of one month. We are happy to take care of the setup and maintenance of your profile (setup € 499 one-off, maintenance € 99 monthly).

Sample

Newsletter Banner Formats
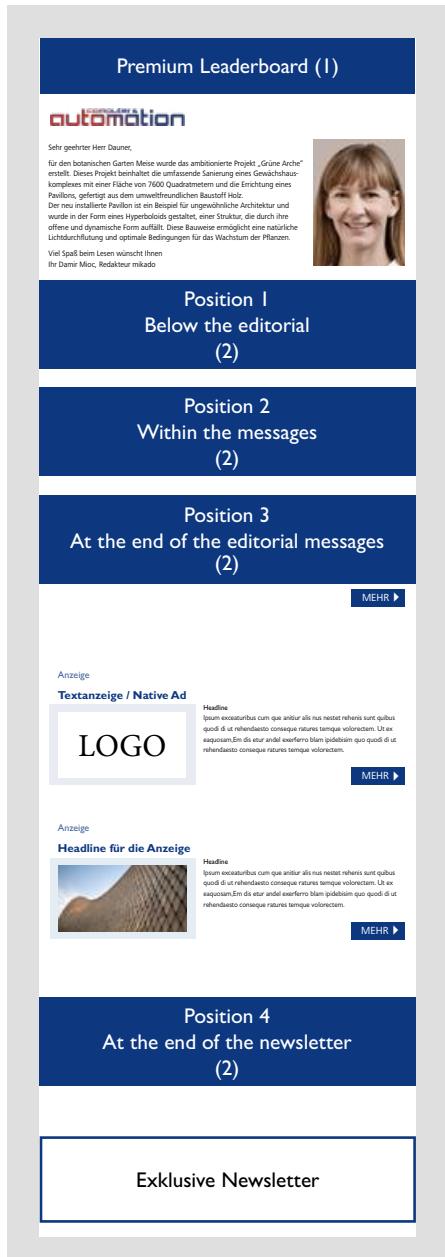
Several times a week, **Computer&Automation** sends out newsletters to more than 20,000* recipients from the automation industry. Newsletter subscribers receive the latest news, product reports and technical articles – compact, relevant and delivered directly to their inbox. The **Computer&Automation newsletter** is the ideal advertising medium for:

• Product presentations

• Company announcements

• Seminar and event announcements

Take advantage of this environment for your targeted B2B communication!

And every Sunday, our English-language newsletter "Official SUNdaily" is published (over 800* recipients).

*As of June 2025 (publisher's information)

(1) Leaderboard

€ 1,720 (exclusively in the e-paper: € 2,590)

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

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

Position 1: € 2,150
Position 2: € 1,740
Position 3: € 1,430
Position 4: € 1,190

Possible forms of advertising

Text ad / Native ad / Video ad / Billboard (630 x 200 pixels, max. 200 KB)
Leaderboard (630 x 90 pixels, max. 200 KB)

Text Ad / Native Ad

Visualisation as 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

Video Ad

The video opens in a separate window when clicked. Links to videos on YouTube or Vimeo are possible.

Exclusive Newsletter

€ 7,270

types of adverts (leaderboard and 3 text adverts/billboards)
+ editorial announcements
+ Mention in the subject line (not discountable)

The computer-automotion.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

Topics Newsletter

CW	Date	Topic	
2	Thursday, 8 January	Top articles from 2025	SNL
2	Sunday, 11 January	Computer & Automation International – Official SUNdaily	INT
3	Tuesday, 13 January	News, Products, Expertise	
3	Thursday, 15 January	Communication & Networking	SNL
3	Sunday, 18 January	Computer & Automation International – Official SUNdaily	INT
4	Tuesday, 20 January	News, Products, Expertise	
4	Thursday, 22 January	Robotics & Automation	SNL
4	Sunday, 25 January	Computer & Automation International – Official SUNdaily	INT
9	Tuesday, 27 January	News, Products, Expertise	
5	Thursday, 29 January	Safety & Security	SNL
5	Friday, 30 January	E-paper Computer & Automation International	
5	Sunday, 1 February	Computer & Automation International – Official SUNdaily	INT
6	Tuesday, 3 February	News, Products, Expertise	
6	Thursday, 5 February	Siemens quarterly figures Q1/2026	SNL
6	Sunday, 8 February	Computer & Automation International – Official SUNdaily	INT
7	Tuesday, 10 February	News, Products, Expertise	
7	Thursday, 12 February	Operating & Monitoring	SNL
7	Sunday, 15 February	Computer & Automation International – Official SUNdaily	INT
8	Tuesday, 17 February	News, Products, Expertise	
8	Thursday, 19 February	Sensors & Image Processing	SNL
8	Sunday, 22 February	Computer & Automation International – Official SUNdaily	INT
9	Tuesday, 24 February	News, Products, Expertise	
9	Thursday, 26 February	Industrial IoT & Smart Factory	SNL
9	Friday, 27 February	Computer&Automation 01/02-2026	
9	Sunday, 1 March	Computer & Automation International – Official SUNdaily	INT
10	Tuesday, 3 March	News, Products, Expertise	
10	Thursday, 5 March	Distribution	SNL
10	Friday, 6 March	embedded world: The trade fair warm-up	SNL
10	Sunday, 8 March	Computer & Automation International – Official SUNdaily	INT
11	Tuesday, 10 March	News, Products, Expertise	
11	Thursday, 12 March	Robotics & Automation	SNL

CW	Date	Topic	
11	Sunday, 15 March	Computer & Automation International – Official SUNdaily	INT
12	Monday, 16 March	Computer & Automation 03-2026	
12	Tuesday, 17 March	News, Products, Expertise	
12	Thursday, 19 March	Communication & Networking	SNL
12	Friday, 20 March	Logimat – The trade fair warm-up	SNL
12	Sunday, 22 March	Computer & Automation International – Official SUNdaily	INT
13	Tuesday, 24 March	News, Products, Expertise	
13	Thursday, 26 March	Intralogistics	SNL
13	Sunday, 29 March	Computer & Automation International – Official SUNdaily	INT
14	Tuesday, 31 March	News, Products, Expertise	
14	Wednesday, 1 April	Top articles in March 2026	SNL
14	Thursday, 2 April	Edge & Cloud Control	SNL
14	Sunday, 5 April	Computer & Automation International – Official SUNdaily	INT
15	Tuesday, 7 April	News, Products, Expertise	
15	Thursday, 9 April	Artificial intelligence	SNL
15	Sunday, 12 April	Computer & Automation International – Official SUNdaily	INT
16	Monday, 13 April	Computer & Automation 04-2026	
16	Tuesday, 14 April	News, Products, Expertise	
16	Thursday, 16 April	Drive technology	SNL
16	Friday, 17 April	Hannover Messe – The trade fair warm-up	SNL
16	Sunday, 19 April	Computer & Automation International – Official SUNdaily	INT
17	Monday, 20 April	E-paper Computer & Automation Safety & Security	
17	Tuesday, 21 April	News, Products, Expertise	
17	Thursday, 23 April	Artificial intelligence	SNL
17	Sunday, 26 April	Computer & Automation International – Official SUNdaily	INT
18	Tuesday, 28 April	News, Products, Expertise	
18	Thursday, 30 April	Top articles in April 2026	SNL
18	Sunday, 3 May	Computer & Automation International – Official SUNdaily	INT
19	Tuesday, 5 May	News, Products, Expertise	
19	Thursday, 7 May	Siemens quarterly figures Q2/2026	SNL
19	Sunday, 10 May	Computer & Automation International – Official SUNdaily	INT

Topics Newsletter

CW	Date	Topic	
20	Monday, 11 May	Computers & Automation 05-2026	
20	Tuesday, 12 May	News, Products, Expertise	
20	Thursday, 14 May	Safety & Security	SNL
20	Sunday, 17 May	Computer & Automation International – Official SUNdaily	INT
21	Tuesday, 19 May	News, Products, Expertise	
21	Thursday, 21 May	Communication & Networking	SNL
21	Sunday, 24 May	Computer & Automation International – Official SUNdaily	INT
22	Tuesday, 26 May	News, Products, Expertise	
22	Thursday, 28 May	Robotics & Automation	SNL
22	Sunday, 31 May	Computer & Automation International – Official SUNdaily	INT
23	Monday, 1 June	Top articles in May 2026	SNL
23	Tuesday, 2 June	News, Products, Expertise	
23	Thursday, 4 June	Sensors & Image Processing	SNL
23	Sunday, 7 June	Computer & Automation International – Official SUNdaily	INT
24	Monday, 8 June	Computers & Automation 06-2025	
24	Tuesday, 9 June	News, Products, Expertise	
24	Thursday, 11 June	Edge & Cloud Control	SNL
24	Sunday, 14 June	Computer & Automation International – Official SUNdaily	INT
25	Monday, 15 June	E-paper Computer & Automation Communication & Networking	
25	Tuesday, 16 June	News, Products, Expertise	
25	Thursday, 18 June	Operating & Monitoring	SNL
25	Sunday, 21 June	Computer & Automation International – Official SUNdaily	INT
26	Tuesday, 23 June	News, Products, Expertise	
26	Thursday, 25 June	Measurement technology	SNL
26	Sunday, 28 June	Computer & Automation International – Official SUNdaily	INT
27	Tuesday, 30 June	News, Products, Expertise	
27	Wednesday, 1 July	Top articles in June 2026	SNL
27	Thursday, 2 July	Predictive Maintenance & Condition Monitoring	SNL
27	Sunday, 5 July	Computer & Automation International – Official SUNdaily	INT
28	Monday, 6 July	Computer & Automation 07-2026	
28	Tuesday, 7 July	News, Products, Expertise	

CW	Date	Topic	
28	Thursday, 9 July	Communication & Networking	SNL
28	Sunday, 12 July	Computer & Automation International – Official SUNdaily	INT
29	Tuesday, 14 July	News, Products, Expertise	
29	Thursday, 16 July	Taxes & Regulations	SNL
29	Sunday, 19 July	Computer & Automation International – Official SUNdaily	INT
30	Tuesday, 21 July	News, Products, Expertise	
30	Thursday, 23 July	Electromechanics	SNL
30	Sunday, 26 July	Computer & Automation International – Official SUNdaily	INT
31	Tuesday, 28 July	News, Products, Expertise	
31	Thursday, 30 July	Artificial intelligence	SNL
31	Friday, 31 July	Top articles in July 2026	SNL
31	Sunday, 2 August	Computer & Automation International – Official SUNdaily	INT
32	Monday, 3 August	Computer & Automation 08-2026	
32	Tuesday, 4 August	News, Products, Expertise	
32	Thursday, 6 August	Siemens quarterly figures Q3/2026	SNL
32	Sunday, 9 August	Computer & Automation International – Official SUNdaily	INT
33	Tuesday, 11 August	News, Products, Expertise	
33	Thursday, 13 August	Safety & Security	SNL
33	Sunday, 16 August	Computer & Automation International – Official SUNdaily	INT
34	Tuesday, 18 August	News, Products, Expertise	
34	Thursday, 20 August	Power supply & energy management	SNL
34	Sunday, 23 August	Computer & Automation International – Official SUNdaily	INT
35	Tuesday, 25 August	News, Products, Expertise	
35	Thursday, 27 August	Communication & Networking	SNL
35	Sunday, 30 August	Computer & Automation International – Official SUNdaily	INT
36	Monday, 31 August	Top articles in August 2026	SNL
36	Tuesday, 1 September	News, Products, Expertise	
36	Thursday, 3 September	Drive technology	SNL
36	Sunday, 6 September	Computer & Automation International – Official SUNdaily	INT
37	Tuesday, 8 September	News, Products, Expertise	
37	Thursday, 10 September	Smart Factory	SNL

Topics Newsletter

CW	Date	Topic	
37	Sunday, 13 September	Computer & Automation International – Official SUNdaily	INT
38	Monday, 14 September	Computer & Automation 09-2026	
38	Tuesday, 15 September	News, Products, Expertise	
38	Thursday, 17 September	TSN, OPC UA, SPE & Co.	SNL
38	Sunday, 20 September	Computer & Automation International – Official SUNdaily	INT
39	Monday, 21 September	E-paper Computer & Automation Sensor & Vision	
39	Tuesday, 22 September	News, Products, Expertise	
39	Thursday, 24 September	Operating & Monitoring	SNL
39	Sunday, 27 September	Computer & Automation International – Official SUNdaily	INT
40	Tuesday, 29 September	News, Products, Expertise	
40	Wednesday, 30 September	Top articles in September 2026	SNL
40	Thursday, 1 October	Sensors & Image Processing (Vision 2026)	SNL
41	Friday, 2 October	Motek: The trade fair warm-up	SNL
40	Sunday, 4 October	Computer & Automation International – Official SUNdaily	INT
41	Monday, 5 October	Computer & Automation 10-2026	
41	Tuesday, 6 October	News, Products, Expertise	
41	Thursday, 8 October	Safety & Security	SNL
41	Sunday, 11 October	Computer & Automation International – Official SUNdaily	INT
42	Tuesday, 13 October	News, Products, Expertise	
42	Thursday, 15 October	drive technology	SNL
42	Sunday, 18 October	Computer & Automation International – Official SUNdaily	INT
43	Tuesday, 20 October	News, Products, Expertise	
43	Thursday, 22 October	Software & IT	SNL
43	Sunday, 25 October	Computer & Automation International – Official SUNdaily	INT
44	Tuesday, 27 October	News, Products, Expertise	
44	Thursday, 29 October	Predictive Maintenance & Condition Monitoring	SNL
44	Friday, 30 October	Top articles in October 2026	SNL
44	Sunday, 1 November	Computer & Automation International – Official SUNdaily	INT
45	Monday, 2 November	Computer & Automation 11-2026	
45	Tuesday, 3 November	News, Products, Expertise	
45	Thursday, 5 November	Taxes & Regulations	SNL

CW	Date	Topic	
45	Friday, 6 November	SPS 2026 – The trade fair warm-up, part 1	SNL
45	Sunday, 8 November	Computer & Automation International – Official SUNdaily	INT
46	Tuesday, 10 November	News, Products, Expertise	
46	Thursday, 12 November	Siemens quarterly figures Q4/2026	SNL
46	Friday, 13 November	SPS 2026 – The trade fair warm-up, part 2	SNL
46	Sunday, 15 November	Computer & Automation International – Official SUNdaily	INT
47	Tuesday, 17 November	News, Products, Expertise	
47	Thursday, 19 November	Edge & Cloud Control	SNL
47	Friday, 20 November	SPS 2026 – The Trade Fair Warm-up Part 3	SNL
47	Sunday, 22 November	Computer & Automation International – Official SUNdaily	INT
48	Monday, 23 November	SPS 2026 – The Trade Fair Warm-up Part 4	SNL
48	Tuesday, 24 November	THE OFFICIAL DAILY – Day 1	
48	Tuesday, 24 November	SPS 2026: The first day	
48	Wednesday, 25 November	THE OFFICIAL DAILY - Day 2	
48	Wednesday, 25 November	SPS 2026: The second day	
48	Thursday, 26 November	THE OFFICIAL DAILY - Day 3	
48	Thursday, 26 November	SPS 2026: The third day	
48	Friday, 27 November	SPS 2026 – The aftermath	SNL
48	Sunday, 29 November	Computer & Automation International – Official SUNdaily	INT
49	Monday, 30 November	Top articles in November 2026	SNL
49	Tuesday, 1 December	News, Products, Expertise	
49	Thursday, 3 December	Communication & Networking	SNL
49	Sunday, 6 December	Computer & Automation International – Official SUNdaily	INT
50	Tuesday, 8 December	News, Products, Expertise	
50	Thursday, 10 December	Power supply & energy management	SNL
50	Sunday, 13 December	Computer & Automation International – Official SUNdaily	INT
51	Tuesday, 15 December	News, Products, Expertise	
51	Thursday, 17 December	Robotics & Automation	SNL
51	Friday, 18 December	Computers & Automation 12-2026	
51	Sunday, 20 December	Computer & Automation International – Official SUNdaily	INT
52	Monday, 21 December	Products of the Year 2027	SNL

Customized Newsletter

Send your personalized message exclusively to the qualified **Computer&Automation newsletter distribution list.**

Your content will reach your target audience directly – ideal for new products, event invitations or company news.

Maximum visibility, pinpoint accuracy, exclusive, effective.

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 pixels

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

Links: max. 5

Sender: Computer&Automation and advertiser

Dates on request

Advantages:

• Exclusive newsletter for your information

• High visibility for your company and your offerings

• Individual appointment coordination

• Maximum of 1 customized newsletter per week per company

€ **Base price: € 2,190**
Per thousand recipients: € 290
Selection according to product interest
(not discountable)
Special configurations on request


Sample

Native Advertising

Native advertising – Your content with the look and feel of editorial articles

Online advertorials are the ideal solution for presenting complex topics in a way that is tailored to your target audience and has a long-term impact.

Designed in the style of an editorial article, the advertorial is perceived by users as high-quality specialist content – and thus achieves 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 additionally distribute your content via our wide-reaching channels and specifically increase your visibility on social media.

Highlight of the week also included in the 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 includes 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: € 710**
Highlight of the week combi | **Price: € 2,550**
(including a text advert/native ad in the newsletter, see newsletter page for specifications)
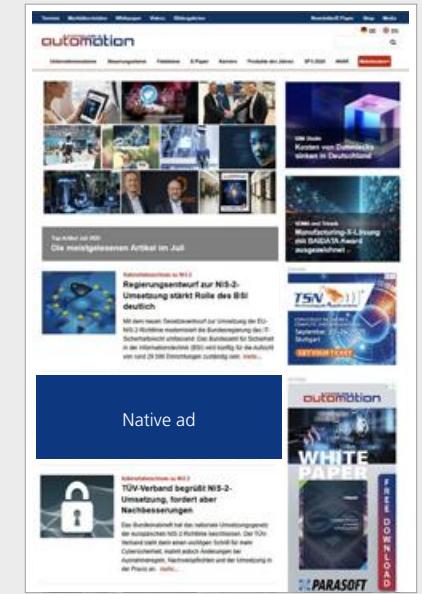
€ | Native ad of the week | **Price: € 950**
Native ad combi | **Price: € 2,760**
(including a text advert/native ad in the newsletter, see newsletter page for specifications)

Native ad combi social plus | **Price: € 3,430**
(additional publication on our social media channels)

Lead Generation

Whitepaper

- Your whitepaper will be published on www.computer-automation.de and promoted with accompanying online advertising media.
  - Banner for advertising in at least two Computer&Automation newsletters
  - At least two posts on the social media channels of Computer&Automation
  - Presentation of your whitepaper in the teaser area of computer-automation.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 would be happy to provide you with a customized offer and support you in the creation of the the white paper and advertising material.

€ **Lead campaign with whitepaper**
Duration: 2 months

Price: € 4,080 plus **€ 70** per Lead

Optionally also bookable with a customized newsletter.

Price: € 5,890 plus **€ 70** per Lead

Webinar

Communicate specific expertise and your customers actively and live in the event. Your audience can ask you questions via chat place. Emphasize the benefits of your products and the expertise of your company with a dynamic and interactive presentation.

Services:
- Advance notice of the webinar in two newsletters from computer-automation.de
- Announcement in a section for a total of one month
- A customized newsletter for computer-automation.de users
- Participant registration
- Briefing of your speaker and technical realization
- A live broadcast incl. moderation on & off air
- Afterwards, the webinar is still available for download as an on-demand webcast that requires registration

Image: fizkes /stock.adobe.com

€ **Webinar:**
Price: € 5,320

Optionally also available with a full-page announcement of the webinar in Computer&Automation.
(The advertorial will be designed by the publisher)
Price: € 7,810

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

Social Media Posting

Social media posting – Successfully share your content via our channels

Supplement your market communication in a targeted manner with a social media post via the wide-reaching channels of Computer&Automation.
Whether it's a new product, solution, video, webinar or service – attract attention where your target group is active.

More visibility. More attention. More impact.

€ **Price: € 750**
(not discountable)

Follower: over 19,000
(publisher's information, as of June 2025)

Your advantages

- Placement in the independent subject area of Computer&Automation

- Individually selectable publication date

- Access to an interactive, industry-specific community

Social Media XXL

Online advertorial & social media XXL

Online advertorials are ideal for presenting complex topics to Computer& Automation readers over a longer period of time. Online advertorials are designed to be perceived by users as editorial content. This synergy effect gives your content a high degree of credibility. Combine this native communication solution with the Social Media Plus package and increase your social media reach at the same time!

Services

- Complete production of the advertorial after receipt of text and image material (including 2 corrections; further changes will be charged according to time and effort)

- Placement of your advertorial in the editorial environment on the home page and in the appropriate topic section of computer-automation.de

- Including image and link

- Article with link in a newsletter from computer-automation.de

- Post on the social media channels of Computer&Automation (LinkedIn, Xing, Instagram) with link to the advertorial

- Digital playback: Content and teasers are displayed on both desktop and mobile devices

Gesamtpreis € 3,100

Materials you need

- Lead image*: Image ratio 16:9 (ideal format 1,256× 706 pixels)
- Optionally 1 - 2 additional images in the body text
- Headline: max. 65 characters incl. spaces
- Teaser text: max. 280 characters incl. spaces
- Advertorial text, approx. 6,000 characters incl. spaces
- Links: max. 4 links in the text
- Social media hashtags (max. 15)

Please send data delivery and queries to
dispo.computerundautomation@pelemedia.de
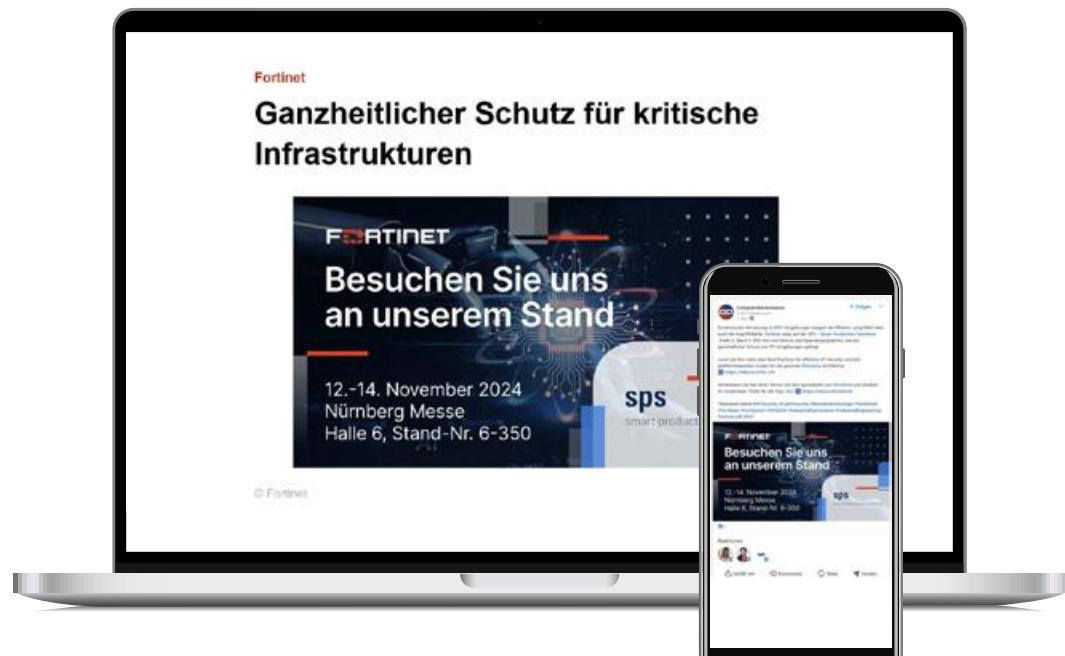
Social Media Theme Days

Computer&Automation's social media theme days take place at regular intervals on LinkedIn, Xing and Instagram. During this period, the editorial team posts current reports, product news, interviews and specials on the respective topic.

Show our followers your products, solutions or news in this environment and book your individual post as part of the theme days.

per post: € 590 (non-discountable)

Month	Topic	Data submission
29 January	Communication & Networking	26.01.2026
24 February	Distribution	19.02.2026
5 March	Building automation in industry / Light + Building News	02.03.2026
19 March	Intralogistics / LogiMAT Trade Fair News	16.03.2026
16 April	Hannover Messe Trade fair news	13.04.2026
29 April	Drive technology	24.04.2026
21 May	Functional safety, safety components	18.05.2026
24 June	Robotics	19.06.2026
22 July	Remote maintenance, predictive maintenance	17.07.2026
20 August	Connectors, cables, wires	17.08.2026
4 September	Energy management	01.09.2026
24 September	Sensors	21.09.2026
21 October	Edge & Cloud Computing	15.10.2026
13 November	Software (CAD, MES, ERP)	09.11.2026
23 November	SPS trade fair news	19.11.2026
17 December	Control cabinets & systems	14.12.2026

Material you need

- Text with a maximum of 600 characters including spaces (LinkedIn, Instagram) and a maximum of 256 characters including spaces (X)
- Image in landscape, portrait or square format with at least 800 pixels on the longest side
- Additional image in square format advantageous (Instagram)
- Target URL
- Max. 6 hashtags

Please send data delivery and queries to
dispo.computerundautomation@pelemedia.de

Customized E-Paper

Has the editorial team at **Computer&Automation** published several reports about your company? Then bundle these articles into an inter-active e-paper created specifically for your company!

Whether technical reports, current news or articles on products and solutions – all publications are summarized in the layout of Computer&Automation. We will work with you to come up with a concise title and a meaningful cover image!

On request, we can supplement your reports or free layout areas with your advertisements or interactive elements such as videos, animations or image galleries. Use these options to provide readers with further information about your company.

After a new report or news item is published, your individual e-paper will be supplemented with this article and automatically published on the computer-automation.de web portal, sent to registered recipients via newsletter and promoted on social networks.

Benefit from independent editorial reporting and use your e-paper for your own marketing campaigns tool!

All services at a glance

- Layout creation and customisation of 3 contributions
- Integration of product news
- Cover design
- Advertisement and multimedia integration
- Banner advertising
- Newsletter integration
- Social media promotion
- Integration of own content/texts*
- Web publication

from 4,100 €

Readers' Choice and Market Overviews

Computer&Automation readers' choice "Product of the Year 2027"

The editorial team nominates a total of 96 products from 12 categories and presents them to readers for selection as the 'Products of the Year 2027'.

The nominated products and the accompanying call for votes will be published in issue 12/2026.

The results and winners will be published in issue 04/2027 as well as in several special newsletters and on social networks.

The winners of the award may use the official logos in their brand and marketing communications.

Submissions for product nominations with the subject line

"Products of the Year 2027" by 30 September 2026.

Benefit from the high level of attention generated by the Computer & Automation readers' "Products of the Year" poll!

Market overviews

In the Computer&Automation market overviews, companies present their products and services in various product and theme groups. The portfolios of the participating companies are presented in a table in an interactive overview at computer-automation.de. Users can select their desired specifications and display the matching results.

Participation in a market overview is free of charge, but you have the option of highlighting your company's contribution with a company logo. This service costs a flat fee of € 390 and includes a recommendation from the editorial team.

All market overviews are advertised across all Computer&Automation channels, both print and digital.

Contact:

Michaela Stolka
Phone: +49 89 2006573-20
mstolka@pelemedia.de

Topic	Publication date	Closing date for entries
Distribution	27.02.2026	09.02.2026
Software	27.02.2026	09.02.2026
Edge & Cloud Control	17.03.2026	25.02.2026
Intralogistics	17.03.2026	25.02.2026
Security	14.04.2026	25.03.2026
Safety	14.04.2026	25.03.2026
Measurement technology	12.05.2026	22.04.2026
Robotics	09.06.2026	20.05.2026
Fieldbus & Networking	09.06.2026	20.05.2026
Connection technology	07.07.2026	17.06.2026
Power supply	04.08.2026	15.07.2026
Sensors	15.09.2026	26.08.2026
Image processing	15.09.2026	26.08.2026
Control engineering	06.10.2026	16.09.2026
Drive technology	03.11.2026	14.10.2026
SPS – Smart Production Solutions	03.11.2026	14.10.2026

Become a partner of the TSN/A Conference 2026

The Time Sensitive Networking standard extends Ethernet to achieve excellent time synchronization and high worst-case latency for applications that require robust, deterministic connectivity.

TSN is particularly important in application areas such as industrial, automotive and pro AV/consumer IP networking.

The TSN/A Conference 2026 is jointly organized by the Avnu Alliance in cooperation with the trade media Computer & Automation. The expert meeting highlights the technological aspects of the standard as well as application-specific topics from various markets and industries.

The accompanying exhibition is an ideal opportunity to present your products and solutions to a knowledgeable and interested audience. The clear focus of the event minimizes wastage and ensures optimal targeting of your audience.

Become a partner from € 6,300

30.09. - 01.10.2026 in Stuttgart

Your contact: **Tiffany Dinges**
Sales Director
Phone: +49 89 2006573-22
tdinges@pelemedia.de

Two bright futures in one:

AI & Machine Learning, 19 May 2026 in Stuttgart
AI & Robotics, 17 June 2026 in Leipzig

When industrial users and suppliers come together, a genuine exchange of experiences takes place: practical, open, controversial. Be there live when we discuss the drivers of the industrial future and bring them to life.

BECOME A PARTNER!
Whether you're a table-top exhibitor or a gold or silver sponsor, there are many options starting at just € 590! Get in touch with us.

The Industrial Technology Summit brings together leading industry players on 19 May 2026 in Stuttgart and on 17 June 2026 in Leipzig.

Focus: Practice instead of theory – with open discussion on AI, machine learning and robotics. Concrete applications, added value and challenges for automation, employees and organizations will be discussed.

Key data:

- Event: 1.5-day summit with pre-event, keynote speech, keynote presentations, deep dive sessions, panel discussion, networking and 1:1 matchmaking

- Dates: 19 May 2026 (AI & machine learning) and 17 June 2026 (AI & robotics)

- Locations: Design Offices Stuttgart Tower and Design Offices Leipzig Post

- Focus topic: Artificial intelligence and machine learning, artificial intelligence and robotics

- Target audience: Experts and technical decision-makers (engineers, CTOs) from industry (e.g. manufacturing, automation, logistics, IT)

- Powered by: SPS und Computer&Automation

Your contact:

Tiffany Dinges
Sales Director
PPhone: +49 89 2006573-22
tdinges@pelemedia.de

Technical Data - Print

Technical details / Processing

Druckverfahren	Verarbeitung
Magazine format	cropped format 230 mm wide x 297 mm high plus 3 mm bleed on all open sides
type area	195 mm wide x 262 mm high 4 columns each 45 mm wide
Printing process	Cover: Sheet-fed offset Content: Web offset
Colors	Printing colours (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are possible on request. Minor tonal value deviations are due to the tolerance range of web offset printing. Solid black areas should be underlaid with a 40 % screen in cyan
Data Formats	Printable closed PDF files. Please send one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm away from the bleed. Image resolution 300 dpi
Proof	Colour proof according to "Medienstandard Druck" (bvdm). Digital proofs without FOGRA media wedges are not considered to be colour binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are for download at www.eci.org.
Data transmission	Please send the data (up to 10 MB) to: DISPO.ComputerundAutomation@pelemedia.de
Data archiving	Data is archived, unchanged repetitions are therefore generally possible. However, no data guarantee is given.
Warranty	For delays and errors by incorrect data, we cannot accept any liability.
Contact	Marc Schneider Phone.: +49 89 2006573-05 mschneider@pelemedia.de

Inserts / bound-in inserts / stickers / CDs

Supplements	
Minimum format	105 mm width x 140 mm height
Maximum format	200 mm width x 290 mm height

Inserts must be delivered trimmed and folded as finished end products.
Folded products must be closed towards the bundle and be suitable for machine processing.
Please observe the delivery conditions of our printing partner.

Bound inserts -- at least 4 pages / 100 g/m2	
Minimum format	105 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 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 inserts must be such that additional preparation and processing 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 recognisable as advertising and cannot be confused with the editorial section. The placement of bound inserts depends on the technical possibilities. Bound inserts printed on material other than paper can only accepted with the prior consent of Swiss Post, which must be obtained from the publisher.

Shipping address
Delivery note::
For Computer&Automation,
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

General Terms and Conditions

General Terms and Conditions for Advertisements and Advertising of Pelemedia GmbH (as at 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 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 changed legal situation in the event of a change to a statutory provision or supreme court judgement, if this change 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 conditions. 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 mediates. 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 accepts 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 relatives. 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 access 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 does 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 Pelemedia

is responsible for ensuring that the personal details provided during registration or when opening a user account on the Pelemedia website, in particular the user's first name, surname, postal address, date of birth and e-mail address, are true and correct, and that the user informs 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 the 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 from the Pelemedia websites. Pelemedia offers 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 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

Pelemedia shall, in the case of incomplete performance, make subsequent deliveries and, in the case of defective performance, either repair or replace the goods its discretion. The user may demand a reduction of the 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 property 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 reproduced, distributed and publicly reproduced free of charge on the Internet and in print. 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 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. However, the right of cancellation does not apply if Pelemedia has begun to perform the service with the 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 harass 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

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