

6. Jahrgang | Einzelpreis: 24 €

[www.industrial-production.de](http://www.industrial-production.de)

# INDUSTRIAL Production



Schwerpunkt:  
Automatisierung  
und Smart Factory

MEDIA DATA  
**2026**

Print | Digital | Events | Services

**INDUSTRIAL**  
Production

# Table of Contents

## **INDUSTRIAL** Production

Media Brand .....	03	Technical Data .....	19
Title Portrait .....	04	Banner Formats Website .....	20
Circulation / Distribution .....	05	Banner Formats Webseite Video Ads .....	22
High-Class Target Group .....	06	Company Connectivity .....	23
Topic Matrix .....	07	Lead Generation .....	24
Topics / Dates 2026 .....	10	Native Advertising .....	25
Advertisement Rates .....	13	Social Media Posting .....	26
Formats .....	14	Customized Newsletters .....	27
Content Marketing .....	15	Banner Formats Newsletter .....	28
Special Advertising Formats .....	16	Newsletter Topics / Dates .....	29
E-papers with Interactive Elements .....	17	Terms and Conditions .....	31
Trade Fair Specials .....	18	Contact .....	32

## INDUSTRIAL Production

Rely on a strong specialist medium for your market communication.

### Your advantages:

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

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

### INDUSTRIAL Production – The entire production process

INDUSTRIAL Production covers the entire industrial manufacturing process chain – from development to assembly, from humans to artificial intelligence.

Whether in print, e-paper, online or at events, the media brand delivers exactly the content that specialists and managers in industry, production and technology need for their daily work on a monthly and daily basis.

**Practical. Decision-relevant. Future-oriented.**

### Reach & performance – Your advertising message on all channels

- Total monthly circulation **54,788** copies (IVW, Q2/2025)
- **244,693** page views per month on average (IVW ONLINE 7/2024-6/2025)
- Four newsletters per week to over **41,000** newsletter subscribers (publisher's information 6/2025)
- Over **5,000** followers on relevant social media channels (publisher's information 6/2025)

### Your target group: Investment decision-makers from industry

INDUSTRIAL Production readers actively shape industrial value creation:

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

**High target group affinity – For a strong advertising impact.**

### INDUSTRIAL Production – Your media brand for successful B2B communication

With INDUSTRIAL Production, you can communicate across media and network throughout the entire industry via:

- the monthly **print magazine**
- the digital **e-paper edition**
- a high-reach **website, also in English**
- regular **newsletters**
- the **supplier search tool: Company Connectory**
- active **social media channels**
- targeted **live and online events**
- and tailor-made **content creation solutions**

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

### Events – Live & Digital

With formats such as

- INDUSTRIAL Production Production digital networking days
- Products of the Year awards ceremony
- Webinar theme days
- In-house workshops

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

**Conclusion:** Your communication platform for sustainable market success

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

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

# Title Portrait

## INDUSTRIAL Production

1. Title	INDUSTRIAL Production
2. Brief Description	<p><b>INDUSTRIAL Production</b> is the leading trade publication for modern and intelligent industrial production. With its cross-media orientation – <b>print magazine, e-paper, newsletter, social media and web portal (industrial-production.de)</b> – the media brand offers a high-quality platform for decision-makers, developers and users in industrial manufacturing.</p> <p><b>INDUSTRIAL Production</b> covers the entire value chain – from design and automation to logistics. The focus is on technologies, trends and best practices that pave the way for <b>the smart factory</b> and <b>Industry 4.0</b>.</p> <p><b>Key topics</b></p> <ul style="list-style-type: none"><li>* <b>Automation &amp; Industrial IoT</b></li><li>* <b>Drive and linear technology</b></li><li>* <b>Robotics (industrial robots, cobots and peripherals)</b></li><li>* <b>Software, AI, safety and security</b></li><li>* <b>Quality assurance, sensor technology, measurement technology &amp; image processing</b></li><li>* <b>Production, machine tools &amp; metalworking</b></li><li>* <b>Handling technology, transport systems &amp; conveyor technology</b></li><li>* <b>Assembly and production logistics</b></li><li>* <b>Retrofit &amp; modernisation of existing plants</b></li><li>* <b>Design and development</b></li><li>* <b>Operational environment: occupational safety, sustainability, after-sales service</b></li></ul> <p><b>INDUSTRIAL Production</b> is therefore the ideal environment for presenting innovations, products and solutions for industry in a targeted and effective manner.</p>

3. Target Group	Engineers, designers, managers and investment decision-makers from the manufacturing industry	
4. Frequency	12 issues per year	
5. Magazine Format	DIN A4	
6. Year	7th year 2026 (formerly SCOPE and handling)	
7. Subscription Price	<p>Annual subscription within the UK € 219.00, of which € 169.60 is for the magazine and € 29.40 postage</p> <p>Annual subscription abroad € 229.00, of which € 169.60 is for the magazine and € 39.60 is for postage</p> <p>Single print issue € 24.00 including current VAT, plus € 3.00 postage</p> <p>Annual subscription to digital e-paper (domestic/international) € 90.00, including current VAT, excluding shipping costs</p> <p>Single issue of digital e-paper (domestic/international) € 18.00, including current VAT, excluding shipping costs</p>	
8. Circulation	54,788 copies	
9. Membership / Participation	IVW, IVW-Online	
10. Publishing Company	<p><b>Pelemedia GmbH</b></p> <p>Richard-Reitzner-Allee 2, 85540 Haar</p> <p>Phone: +49 89 2006573-00</p> <p><a href="http://www.industrial-production.de">www.industrial-production.de</a>, <a href="http://www.pelemedia.de">www.pelemedia.de</a></p>	
11. Publisher	Pelemedia GmbH	
12. Advertisements	<p><b>Janette Brandenburger</b></p> <p>Account Manager</p> <p>Phone: +49 89 2006573-27</p> <p><a href="mailto:jbrandenburger@pelemedia.de">jbrandenburger@pelemedia.de</a></p>	<p><b>Marco Heuberger</b></p> <p>Account Manager</p> <p>Phone: +49 89 2006573-26</p> <p><a href="mailto:mheuberger@pelemedia.de">mheuberger@pelemedia.de</a></p>
13. Editorial Team	<p><b>Andreas Mühlbauer</b></p> <p>Editor-in-chief</p> <p>Phone: +49 89 2006573-24</p> <p><a href="mailto:redaktion@industrial-production.de">redaktion@industrial-production.de</a></p>	<p><b>Melanie Steinbeck</b></p> <p>Editor</p> <p>Phone: +49 89 2006573-25</p> <p><a href="mailto:redaktion@industrial-production.de">redaktion@industrial-production.de</a></p>

# Circulation / Distribution

## Trade journal Circulation and distribution analysis

### 1. Circulation audit



2. Circulation analysis	Average number of copies per issue for the 2nd quarter of 2025*
Print run:	15,000 / of which 121 abroad
Actual circulation (TvA):	14,629 / of which 121 abroad
Circulation sold	65 / of which abroad 9
Subscribed circulation	52 / of which abroad 8
Other sales	13 / of which abroad 1
Complimentary copies	14,564 / of which 112 abroad
Remaining, document and archive copies	371
plus stand-alone e-papers	40,159
plus stand-alone ePaper OFFICIAL DAILY	81,948

\*(01.01.2025 - 30.06.2025)

### 3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	Copies
Domestic	99.2	14,508
Foreign	0.8	121
Actual circulation	100.0	14,629

## Total circulation INDUSTRIAL Production

14,629 + 40,159 = 54,788

Circulation print      Circulation Digital (extended e-paper)      Total circulation

additionally 5 e-paper editions in April  
**81,948 HANNOVER MESSE DAILY OFFICIAL**  
(daily newspaper for the Hannover Messe 2025 trade fair)

The current digital edition is actively distributed via the e-paper newsletter and the website [www.industrial-production.de](http://www.industrial-production.de)  
(Source: IVW, Q2/2025)

### 3.1. Distribution by postcode area





# High-Class Target Group

## Industries/Branches of Industry

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

## Area of Responsibility

	Share of actual circulation
	%
Corporate Management	44.7
Technical Operation	16.1
Design/Research/Development	18.9
Production/Manufacturing/Assembly	11.8
IT/EDP	8.5
Actual Print Circulation	<b>100.0</b>

(Source: Publishers Information)

## Position in the Company

	Share of actual circulation
	%
Owner/Co-Owner	10.6
Management	38.9
Plant/Operation Management	4.3
Division Management	19.1
Department Management	17.6
Group leader/foreman/project manager	9.5
Actual Print Circulation	<b>100.0</b>

## Size of Economic Unit

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

# Topic Matrix

Topics	Issue (month)
<b>Construction + Operation</b>	
<b>Workstations:</b> Manual workstations, worker guidance, workstation equipment	4, 11
<b>Occupational Health and Safety + Workwear:</b> Workwear, personal protective equipment (PPE), workplace safety, noise protection, emergency equipment, explosion protection, ergonomics, fire extinguishing systems, air purification, access control, fire protection, locking systems, access control systems	4, 10
<b>Operating Resources:</b> Lubricants, cooling lubricants, pipes, cleaning agents, cleaning equipment, pressure air generation, coolants, water supply, pallets, containers, rollers, wheels, packaging technology, fans, air conditioning technology, hand tools	1-2, 7-8
<b>Identification + Labelling:</b> Product labelling, scanners, RFID, barcodes, labelling systems, laser systems	3, 9
<b>Maintenance + Servicing:</b> Servicing, maintenance, spare parts management, maintenance documentation, spare parts and tool organisation, fault and malfunction analyses	1-2, 6
<b>Design and Machine Elements:</b> Bearings, guides, gear wheels, shafts, axles, belts, standard parts, housings, assemblies	3, 9, 12
<b>Design + Simulation</b>	5, 12
<b>Sustainability:</b> Recycling, air treatment, recycling, oil and wastewater treatment, cleaning systems, renewable energy supply, CO2 reduction, energy efficiency	1-2, 7-8
<b>Supplier</b>	6, 11
<b>Automation, Robotics &amp; Industrial AI</b>	
<b>Drive Technology:</b> Electric motors, gearboxes, frequency converters, motion control, linear drives, brakes, couplings, rotary encoders, motor monitoring, actuators, shafts, automotive, stepper motors, actuators, electromobility	4, 7-8, 12
<b>Autonomous Transport Systems:</b> Driverless transport systems, navigation systems	1-2, 6, 10
<b>Electrical Engineering:</b> Cables, connectors, power supplies, lighting, lighting technology, energy chains, cable guides, control cabinets, EMC	3, 12
<b>Embedded Systems, Edge and Cloud Computing:</b> Industrial PCs, custom hardware, operating systems, cloud computing, edge computing	1-2, 11

# Topic Matrix

Topics	Issue (month)
<b>Energy Technology:</b> Generators, lightning and surge protection, explosion protection, energy management, power electronics, batteries and accumulators, energy recovery, DC technology, waste heat utilisation and heat recovery, consumption optimisation and CO2 minimisation, energy monitoring and smart metering	3, 7-8, 9
<b>Industrial Image Processing:</b> Visualization software, industrial cameras, vision systems, artificial intelligence, scanners, embedded vision, quality assurance and fault detection	5, 10
<b>Industrial Communication:</b> Communication technology, industrial Ethernet, bus systems, OPC UA, edge computing, gateways, switches, data cables, protocols, industrial IoT, embedded systems, wireless M2M	1-2, 3, 5, 11
<b>Industrial Robots:</b> Welding robots, robot cells, tool changers, kinematics, articulated arm robots, SCARA	1-2, 6, 12
<b>Industrial AI + Data Analysis:</b> Predictive maintenance, digital twin, big data, machine learning, deep learning, IoT platforms, neural networks, artificial intelligence, analysis software, data security, quality assurance and fault detection, production optimisation	4, 9, 11
<b>Monitoring + HMI:</b> HMI, predictive maintenance, condition monitoring, operating devices, touchscreens, displays, tablets, handhelds, input devices, data glasses, VR glasses, augmented reality	5, 10
<b>MRK + Cobots:</b> Collaborative robots, robot assistance, human-robot collaboration	1-2, 6, 12
<b>Safety + Security:</b> Light barriers, locking devices, access control, signalling devices, IT security, cybersecurity, blockchain, data security, firewalls	3, 12
<b>Sensors + Measurement Technology:</b> Condition monitoring, sensors, quality assurance, testing systems, measuring devices, measuring methods, laser measurement technology, calibration	5, 10
<b>Software and Apps:</b> Digital twin, ERP, merchandise management, MES, blockchain, supply chain management, augmented reality, production planning and control system (PPS), production planning, configurators	3, 7-8
<b>Control Technology:</b> Control systems, PLCs, industrial PCs, control systems, regulators, controllers, control software, robot control systems, embedded systems	1-2, 6, 11
<b>Manufacturing Technologies</b>	
<b>Additive Manufacturing:</b> 3D printing, generative manufacturing, materials, plastics, metal powders, prototyping, laser sintering, model making	1-2, 7-8, 11
<b>Fluid Technology:</b> Hydraulics + pneumatics: pumps, compressors, hoses, pipes, valves, cylinders, filtration, sealing technology, dosing technology, compressed air generation, liquid treatment, filtration	4, 7-8
<b>Cutting + Joining:</b> Water jet cutting, laser cutting, sawing, cutting, welding, soldering, screwing, riveting, crimping, gluing, joining	3, 9, 11



# Topic Matrix

Topics	Issue (month)
<b>Forming:</b> Pressing, bending, drawing, punching, shearing, rolling, cold forming, hot forming, solid forming, sheet metal, tube and wire processing	5, 9, 12
<b>Materials:</b> 3D printing materials, surface technology, metals, powders, plastics, composite materials, cast materials, recycling, raw materials, material refinement, semi-finished products	7-8, 11
<b>Machine Tools + Plant systems:</b> Machine tools, machining centres, CNC machines, CNC controls, life cycle management, high-speed machining	1-2, 5, 9, 12
<b>Machining:</b> Machining, milling, turning, drilling, grinding, gear cutting, honing, precision tools, surface technology, tools	3, 9, 12
<b>Handling + Production Logistics</b>	
<b>Grippers, manipulators + handling technology:</b> Grippers, manipulators, balancers, positioning devices, load handling devices, dosing systems, rotary units, rotary tables, rotary indexing tables, pick & place, end effectors, SCARA and delta robots, tool changers, feed and discharge systems, palletisers	1-2, 5, 7-8, 11
<b>Lifting, Transport and Conveyor Technology:</b> Conveyor belts, conveyor chains, rotary indexing tables, rotary tables, overhead conveyors, sorters, sorting systems, distribution systems, lift tables, hoists, crane systems, warehouse lifts, driverless transport systems, shuttles, autonomous robots, transport robots, industrial trucks, forklift trucks, crane <b>systems</b>	6, 10, 12
<b>Linear Technology:</b> Linear systems, gantries, guides, lines, axes, cylinders, spindles, dampers	4, 9, 12
<b>Assembly Technology:</b> Assembly cells, work cells, assembly systems, assembly robots, workstation systems, worker assistance, workstation equipment, digital assistance systems, ergonomics, order picking, pick systems, parts provision, workpiece carriers, feed and discharge systems, hand tools	4, 7-8
<b>Production and Intralogistics</b>	3, 7-8, 11
<b>Clamping technology:</b> Clamping systems, tool holders, clamping cylinders, clamping jaws, steady rests, turning chucks, clamping systems	5, 9
<b>Research + Development</b>	
Research + Development	all issues
<b>INDUSTRIAL Production Products of the Year</b>	3, 12

# Topics/Dates 2026

	Print edition with extended e-paper	Design & Operation	Automation, Robotics & Industrial AI	Manufacturing Technologies	Handling & Production Logistics	Specials	Trade Fairs
January / February	1/2 PD: 19.02.26 AD: 30.01.26 ED: 23.01.26	<b>Maintenance and servicing</b> Operating resources Sustainability	<b>Industrial robots, MRK + Cobots, autonomous transport systems</b> Industrial communication Control technology Embedded systems, edge and cloud computing	Machine tools + plant systems Additive manufacturing	Grippers, manipulators + handling technology	<b>Preview maintenance Robotics</b> <b>Outlook for 2025</b>	Enforce Tac, Nürnberg, 23.-25.2.2026 maintenance, Dortmund 25.-26.02.2026 Embedded World, Nürnberg 10.-12.03.2026
March	3 PD: 18.03.26 AD: 26.02.26 ED: 19.02.26	Design and machine elements Identification + labelling	Energy technology Electrical Engineering Safety + Security, Software + Apps	Cutting + Connecting Machining	<b>Production and intra-logistics, process management, AGV/AMR</b>	<b>Preview Logimat</b> <b>Special section: INDUSTRIAL Production Products of the Year 2025</b>	Logimat, Stuttgart 24.-26.03.2026 Wire & Tube, Düsseldorf 13.-17.04. 2026
April	4 PD: 14.04.26 AD: 25.03.26 ED: 18.03.26	Occupational health and safety, occupational safety + workwear, workplaces	<b>Industrial AI + data analysis, automation, drive technology, industrial communication</b>	Fluid technology: hydraulics + pneumatics	Linear technology Assembly Technology	<b>Preview Hannover Messe</b>	Hannover Messe, Hannover 20.-24.04.2026 Rapidtech, Erfurt 07.05.2026
May	5 PD: 13.05.26 AD: 23.04.26 ED: 16.04.26	Design + Simulation Design and machine elements	<b>Sensors + Measurement Technology, Industrial Image Processing</b> Industrial communication Monitoring + HMI	Forming Machine tools + plant systems	Grippers, manipulators + handling technology Clamping technology	<b>Preview Sensor + Test</b>	Sensor + Test, Nürnberg, 09.-11.06.2026 All About Automation, Hamburg, 2.-3.06.2026

\* Editorial focus in the magazine

\* Trade fair focus in the magazine

Subject to change without notice

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

# Topics/Dates 2026

	Print edition with extended e-paper	Design & Operation	Automation, Robotics & Industrial AI	Manufacturing Technologies	Handling & Production Logistics	Specials	Trade Fairs
June	6 PD: 17.06.26 AD: 28.05.26 ED: 21.05.26	Suppliers Maintenance + servicing	Industrial robots, MRK + cobots Autonomous transport systems Control technology	Operational technology meets IT	Lifting, transport and conveyor technology	Operational technology meets IT	
July / August	7/8 PD: 06.08.26 AD: 17.07.26 ED: 10.07.26	Sustainability Operating resources	Electromobility and battery production: Energy technology, drive technology, software + apps	Additive manufacturing Materials Fluid technology: hydraulics + pneumatics	Production and intralogistics Assembly technology Grippers, manipulators + handling technology	Sustainability Electromobility and battery production	
September	9 PD: 08.09.26 AD: 19.08.26 ED: 12.08.26	Identification + labelling Design and machine elements	Switch cabinets Energy Technology Industrial AI	Metalworking: Machining, forming, cutting + joining, machine tools + plant systems	Clamping technology Linear technology	Preview AMB	AMB, Stuttgart, 15.-19.09.


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\* Trade fair focus in the magazine

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# Topics/Dates 2026

	Print edition with extended e-paper	Design & Operation	Automation, Robotics & Industrial AI	Manufacturing Technologies	Handling & Production Logistics	Specials	Trade Fairs
October	10 PD: 01.10.26 AD: 11.09.26 ED: 04.09.26	Occupational health and safety + workwear Operating resources	Sensors + measurement technology Industrial image processing, monitoring + HMI Safety and security Autonomous transport systems	<b>Motek preview: Production and assembly automation Feeding technology and material flow Handling technology</b>	Montagetechnik Hebe-, Transport- und Fördertechnik	<b>Preview Motek</b>	Motek, Stuttgart 06.-08.10. Vision, Stuttgart, 06.-08.10. Euroblech, Hannover, 20.-23.10.
November	11 PD: 10.11.26 AD: 21.10.26 ED: 14.10.26	Suppliers Maintenance + servicing Workstations	<b>Industrial AI + data analysis Control technology Industrial communication Embedded systems Edge and cloud computing</b>	Preview Formnext Additive manufacturing Cutting + joining Materials	Grippers, Manipulators + Handling Technology Production and intralogistics	<b>Preview SPS</b>	Formnext, Frankfurt 17.-20.11.2026 SPS, Nürnberg 24.-26.11.2026
December	12 PD: 10.12.26 AD: 20.11.26 ED: 13.11.26	Design + Simulation Design and machine elements	Drive technology Electrical engineering AI and data analysis Industrial robots, MRK + cobots	Forming Machining Machine tools + plant systems	<b>Lifting, transport and conveyor technology</b> Linear technology	<b>Special section: INDUSTRIAL Production Products of the Year 2027</b> <b>Lifting, transport and conveyor technology</b> 	

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# Advertisement Rates

## Advertisement prices and formats

Advertisement price list no. 7, valid from 01/01/2026

Format	Dimensions in mm	Prices 1c	Prices 2c	Prices 3c	Prices 4c
1/1 page	180 x 252	€ 7,810	€ 8,380	€ 8,950	€ 9,520
Junio page	135 x 190	€ 4,600	€ 5,170	€ 5,740	€ 6,310
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 3,940	€ 4,510	€ 5,080	€ 5,650
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 2,610	€ 3,180	€ 3,750	€ 4,320
1/4 page	180 x 60 vertical 88 x 124 corner	€ 1,960	€ 2,530	€ 3,100	€ 3,670
1/6 page	56 x 124 horizontal 88 x 80 corner	€ 1,490	€ 1,800	€ 2,110	€ 2,420
1/8 page	180 x 29 horizontal 88 x 60 corner	€ 1,090	€ 1,400	€ 1,710	€ 2,020
Front Cover	210 x 230				€ 11,880
U2/U4 each	210 x 297				€ 10,730
U3	210 x 297				€ 10,490

### Special Advertising Formats

Prices for banderoles, gate folders, flaps, clamp banderoles, altar fold displays (only in conjunction with titles), cover gate folders, glued advertising materials, etc. available on request

### Extended E-paper

extended e-paper

In all e-paper editions of our print editions, multimedia content can be optionally integrated into your advertising medium.

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

### Discounts

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

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

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

### Surcharges

Placement	Binding placement requirements possible from 1/3 page, 10% surcharge
Colour	Prices quoted are for Euroscale, Surcharge for special colours on request
Format	No surcharges for bleed and spine printing

### Rubrics

Job offers	25 % Rabatt auf den Anzeigengrundpreis
Job applications	50% discount on the basic advertisement price
Sources of supply	Annual print entry €1,200 Annual online entry: see Matchmaker+ on page 22



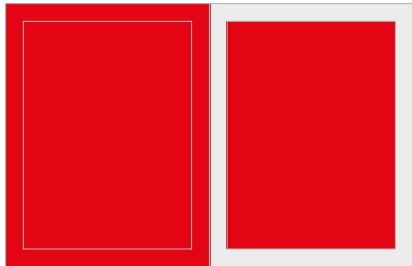
### Terms of Payment

Direct debit with 2% discount, 10 days net

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

# Ad formats

Dimensions Width x Height in mm



**1/1 page**

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



**Junior page**

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

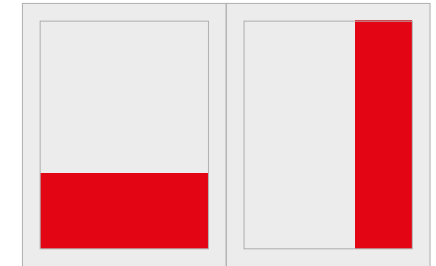


**1/2 page  
horizontal**

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

**1/2 page  
vertical**

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



**1/3 page  
horizontal**

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

**1/3 page  
vertical**

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



**1/4 page  
horizontal**

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

**1/4 page  
vertical**

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

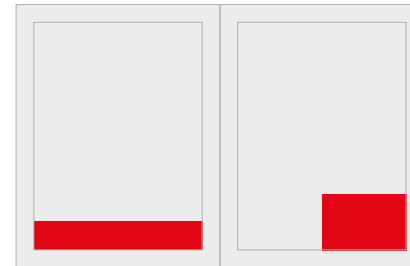


**1/6 page  
vertical**

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

**1/6 page  
corner**

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



**1/8 page  
horizontal**

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

**1/8 page  
corner**

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

Booklet format 210 x 297 mm

S: Type area format

A: Crop format without bleed

Allowances: Bleed allowance: 3 mm on the open sides



**Please send print  
advertising material  
by email to:**

[druckunterlagen@pelemedia.de](mailto:druckunterlagen@pelemedia.de)



# Content Marketing

Place your Content Campaign on all INDUSTRIAL Production Media Channels.

A content campaign will attract a lot of attention and position your company as a solution provider. The combination of different media channels also offers you a wide reach.

We are also happy to assist you with content creation – Prices available on request.

**Please contact us with your individual content package requirements.**



## Contact:



### Janette Brandenburger

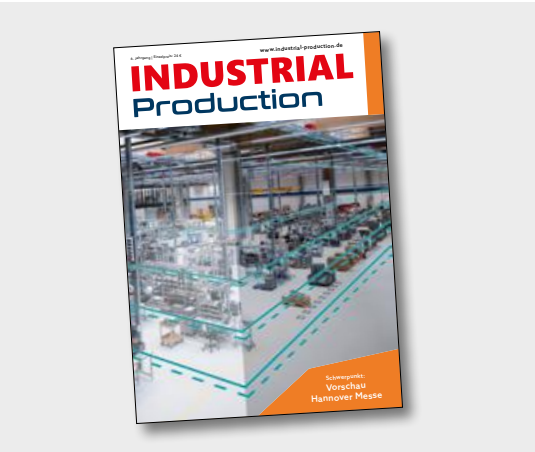
Account Manager  
Phone: +49 89 2006573-27  
jbrandenburger@pelemedia.de



### Marco Heuberger

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

# Special Advertising Formats



Front Cover

**Cover page package consisting of cover page and 2-page cover story.**  
**Front page format:** 210 mm x 230 mm The content of the front page and front-page story is coordinated with the Editorial team. Achieve maximum visibility for your products and solutions.

**Price: € 11,880**



Inside Cover

**Inside cover package consisting of inside cover and 2-page story.**  
**Format inside cover:** 210 mm x 230 mm The content is coordinated with the editorial team.

**Price: € 9,290**



Inserts

	80 - 135 g/m <sup>2</sup>
2 Sheet = 4 pages	€ 11,270
3 Sheet = 6 pages	€ 14,910

Required delivery quantity: 14,800 copies



Supplements

Inserts over 25 g/piece	on request
Full print run price (up to 25 g, incl. postage)	€ 5,050 (not discountable)



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



## Shipping address for special advertising formats

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

# Extended E-paper with Interactive Elements

## Extended E-paper – More attention. More interaction. More impact.

**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 – e.g.:

- Videos
- Image galleries
- GIFs
- Surveys

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










### Extended e-paper

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

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

# Trade Fair Specials

Present your trade fair highlights and draw attention to your company with our trade fair offers for exhibitors.

Messen	
Enforce Tac, Nürnberg 23.-25.02.2026	
maintenance, Dortmund 25.-26.02.2026	
Embedded World, Nürnberg 10.-12.03.2026	
Logimat, Stuttgart 24.-26.03.2026	
Wire & Tube, Düsseldorf 13.-17.04.2026	
Hannover Messe, Hannover 20.-24.04.2026	
Rapidtech, Erfurt 05.-07.05.2026	

Messen	
Sensor + Test, Nürnberg 09.-11.06.2026	
All About Automation Hamburg, 02.-03.06.2026	
AMB, Stuttgart 15.-19.09.2026	
Motek, Stuttgart 06.-08.10.2026	
Vision, Stuttgart 06.-08.10.2026	
Euroblech, Hannover 20.-23.10.2026	

## Why us?

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

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

## Contact:



**Janette Brandenburger**

Account Manager  
Phone: +49 89 2006573-27  
jbrandenburger@pelemedia.de



**Marco Heuberger**

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

# Print – Technical Data

## Technical Details / Processing

Printing Process	Processing
Magazine Format	trimmed format 210 mm wide x 297 mm high plus 3 mm trim on all open sides
Type Area	180 mm wide x 252 mm high 4 columns, each 42 mm wide
Printing Process	Cover: sheetfed offset Content: web offset
Colours	Printing inks (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are possible by arrangement. Minor tonal value deviations are within the tolerance range of web offset printing. Solid black areas should be underlaid with a 40% cyan screen.
Data Formats	Print-ready closed PDF files. Please provide one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi
Proof	Colour-accurate proof according to "Media Standard Printing" (bvdn). Digital proofs without FOGRA media wedges are not considered colour-accurate.
ICC Profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Contents: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are available for download at <a href="http://www.eci.org">www.eci.org</a> .
Data Transfer	Please send the data (up to 10 MB) to: <a href="mailto:druckunterlagen@pelemedia.de">druckunterlagen@pelemedia.de</a>
Data Archiving	Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is provided.
Warranty	We accept no liability for delays or errors caused by incorrect data. We cannot accept any liability.
Contact	Nike Menrath Phone: +49 89 2006573-11 <a href="mailto:nmenrath@pelemedia.de">nmenrath@pelemedia.de</a>



## Inserts / Supplements / Stick-ins / CDs

Supplements	
Minimum Format	105 mm width x 148 mm height
Maximum Format	10 mm smaller in height and width smaller than the carrier product
Inserts must be trimmed and folded and delivered as finished end products. Folded Products must be closed at the spine and suitable for machine processing.	
Inserts	
Minimum Format	115 mm width x 140 mm height
Maximum Format	Format of the carrier product
Trim	Booklet format: Head trim 6 mm, front and foot trim min. 3 mm, plus + 3 mm milling margin in the spine

Inserts must be delivered uncut and folded. Multi-page inserts must be closed at the spine and suitable for machine processing. Inserts must be designed and produced in such a way that no additional preparation or processing is required. Any complications and additional folding and gluing work will be invoiced separately. Before accepting and confirming an order, a binding sample, or if necessary a blind sample with size and weight specifications, must be submitted.

Inserts must be designed in such a way that they are recognisable as advertising and cannot be confused with the editorial content. The placement of inserts depends on technical possibilities. Inserts printed on materials other than paper can only be accepted by the postal service with the prior consent of the publisher.



### Shipping address

#### Delivery note:

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

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



### Terms of payment

Direct debit with 2% discount, 10 days net

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



# Banner Formats Webseite

**NEW**

Website in  
DE and EN

## (1) Super banner

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

## (2) Billboard ad

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

## (2) Billboard video ad

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

## (3) Skyscraper

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

## (4) Half-page ad

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

## (5) Medium rectangle

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

## (5) Medium rectangle video ad

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

## (6) Baseboard ad

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

## (7) Full size

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

## (8) Half size

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

## (9) Landscape video ad

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



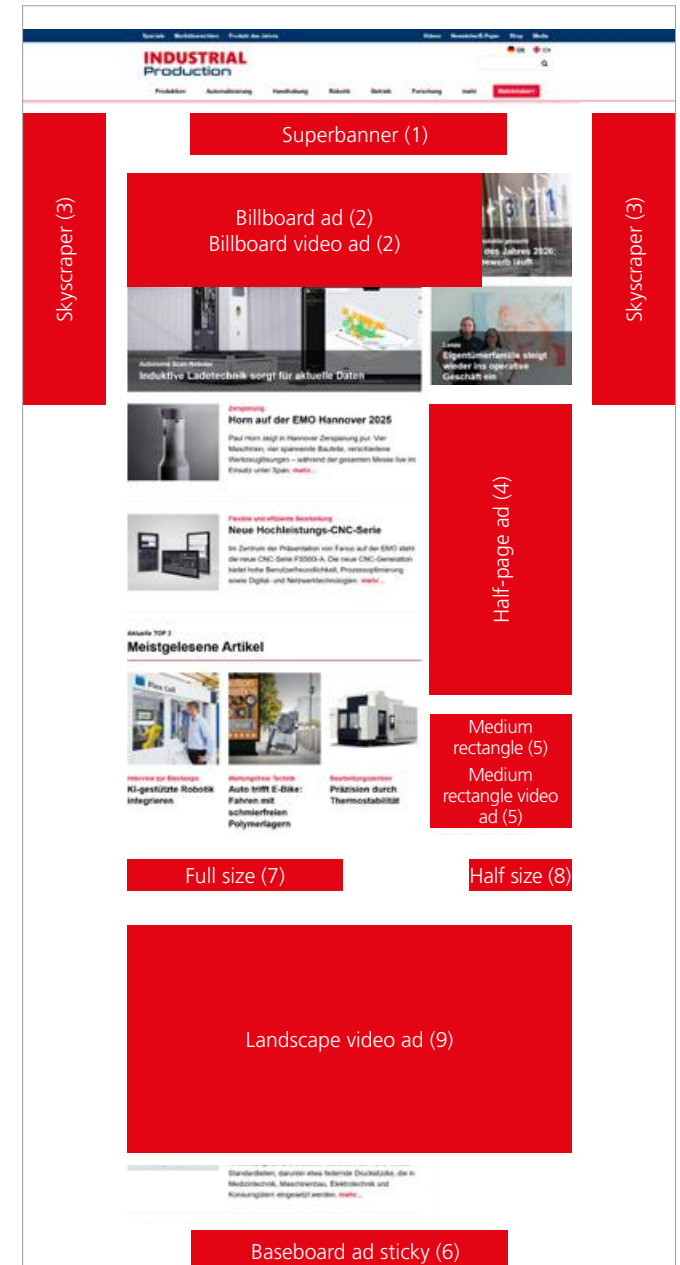
Please feel free to send us your advertising material in English.

Possible file formats: GIF, JPEG, HTML5, file size: max. 80 KB,

Prices = cost per thousand impressions

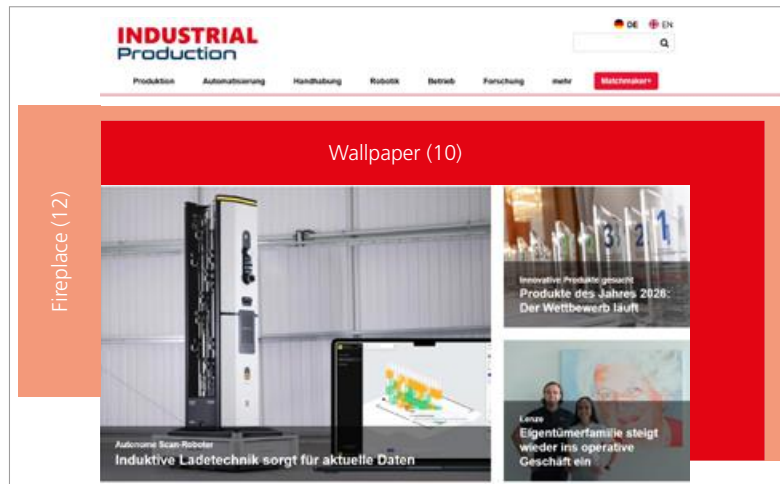
Data delivery: 5 working days before campaign start

Video ad specifications: **see page 21**





# Special Formats & Banner Overview Mobile



## (10) Wallpaper

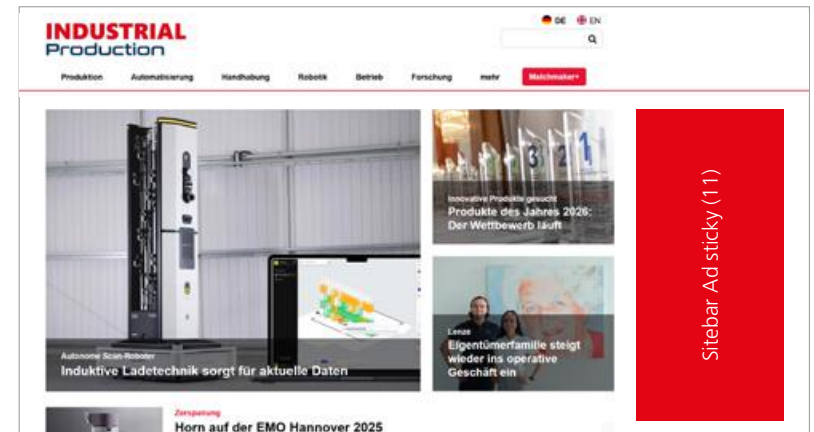
€ 360 / 1,000 Ad Impressions  
 (728 x 90 Pixel / top,  
 120 x 600 Pixel / right, or  
 160 x 600 Pixel / right)  
 \*Mobile: 2:1 / 300 x 150 Pixel

## (11) Sitebar Ad (sticky)

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

## (12) Fireplace

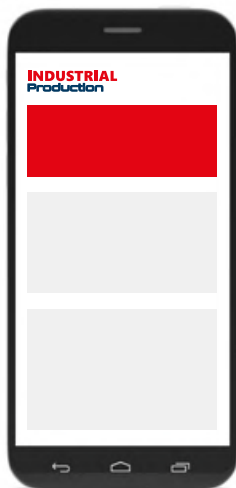
€ 540 / 1,000 Ad Impressions  
 1,000 x 90 Pixel at the top /  
 120 x 600 Pixel or 160 x 600  
 Pixel on the right and left



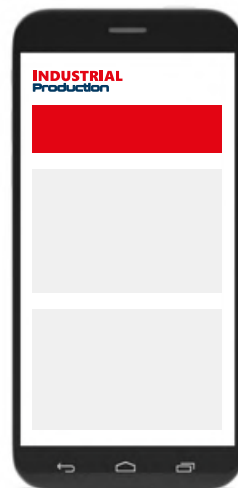
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB Prices  
 = cost per thousand contacts, data delivery: 5 working days before  
 campaign start

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

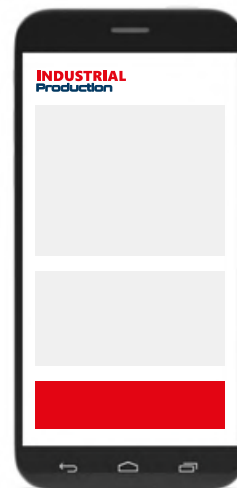
## Banner overview Mobile



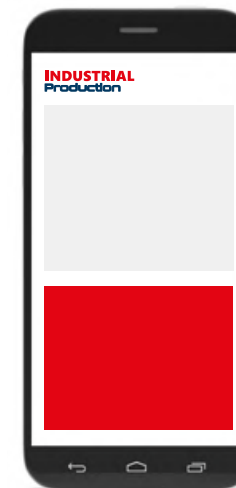
**Mobile content  
 ad 4:1**  
 300 x 75 Pixel  
 max. 50 KB



**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 Webseite Video Ads

## Video Ads

- Integration of video advertisements on our specialist portals

### Placements:

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

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

### Features:

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

### Playback:

- On all home, category and article sites

### Data delivery:

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

### 3GPP / MPEG-4

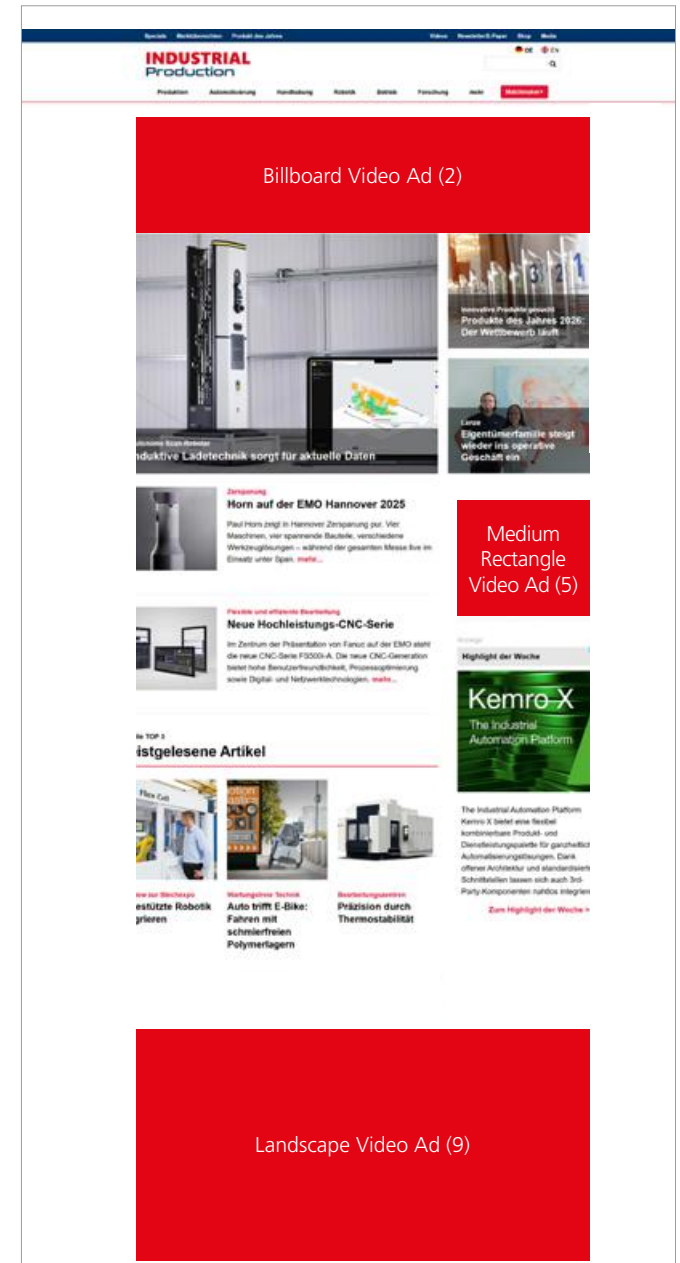
Resolution	Target bit rate for Video files	Target bit rate for Audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

### 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 = price per thousand contacts  
Data delivery: 5 working days before campaign launch



# Company Connector

Company Connector – The network for companies



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

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

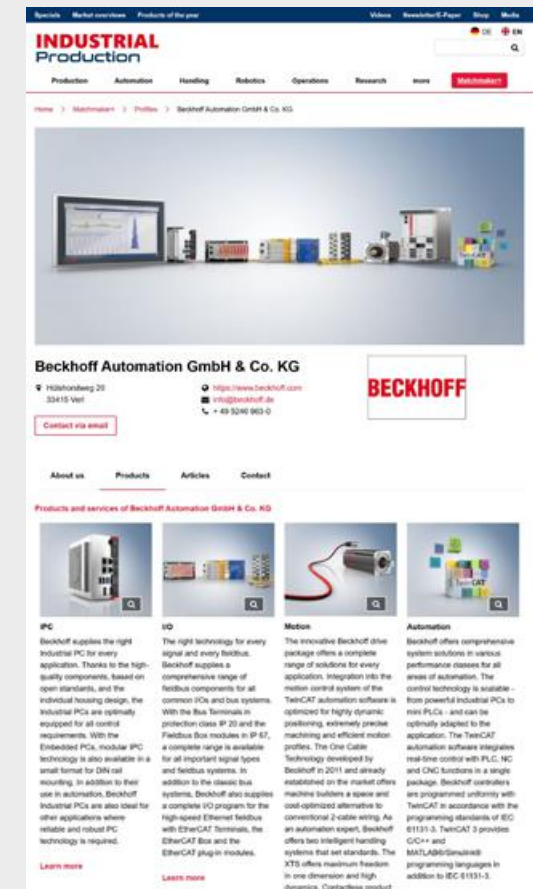
## Your advantages:

- Premium profile: your business card
- Multimedia content
- Listing of specialist articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Display in editorial articles
- Inclusion in the newsletter
- Social media posts

	Starter	Premium	Professional
Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
Industry/product classification	✓	✓	✓
Product presentations with images, descriptions and links	✓	✓	✓
Listing of specialist articles in the company profile	✓	✓	✓
Job 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 display including link to company profile in newsletters (6x or 12x per year)		✓ (6x/year)	✓ (12x/year)
Social media posts: on LinkedIn, Xing, Instagram, Facebook (6 times per year)			✓
<b>Price</b>	<b>2,990 €</b>	<b>4,990 €</b>	<b>6,190 €</b>

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

# Lead Generation

## Whitepaper

The screenshot shows the 'INDUSTRIAL Production' website. At the top, there's a navigation bar. Below it, a banner for 'SAP' is visible. The main content area features a section titled 'Schritt für Schritt zur passenden ERP-Lösung'. Below this, there's a form titled 'White Paper kostenfrei anfordern:' with fields for 'Name', 'E-Mail', 'Firma', and 'Telefon'. There are also checkboxes for 'Ich möchte das White Paper und die kostenlose Beratung erhalten' and 'Ich möchte das White Paper und die kostenlose Beratung erhalten'. A red button at the bottom says 'White Paper anfordern'.

- Your whitepaper will be published on [www.industrial-production.de](http://www.industrial-production.de) and promoted with accompanying online advertising materials.
  - Banner for promotion in at least two INDUSTRIAL Production newsletters
  - At least two posts on the INDUSTRIAL Production social media channels
  - Presentation of your white paper in the teaser area of [industrial-production.de](http://industrial-production.de) for two months
- The link will be to a landing page created by us with input fields for download requests (GDPR-compliant).
- This will generate high visibility on our channels and provide you with valuable leads after the campaign has ended.
- We would be happy to provide you with a personalized quote and assist you in creating the white paper and advertising materials.



### Lead Campaign with Whitepaper

Duration: 2 months

**Price: € 4,080 plus € 70 per lead**

Optionally also available with a customized newsletter.

**Price: € 5,890 plus € 70 per lead**

## Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal advertising format. In a webinar, you can communicate your latest developments and innovations and actively involve customers in the event via live chat questions. Use a webinar to highlight the benefits of your products while also demonstrating your expertise and raising awareness of your company.

### Services

- Advance notice of the webinar in at least three INDUSTRIAL Production newsletters and at least two posts on INDUSTRIAL Production's social media channels
- Display ad to promote your webinar on [industrial-production.de](http://industrial-production.de) for one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast including introduction and closing remarks
- Forwarding of registration data (company, first name, last name, email)
- Afterwards, the webinar is available for four weeks as an on-demand webinar available for download on the media brand's website



Bild: fizkes /stock.adobe.com



### Webinar:

**Price: € 5,320**

Optionally, you can also book a full-page advertisement for the webinar.

(The advertorial will be designed by the publisher)

**Price: € 7,810**



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

# 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 the target audience and has a long-term impact.

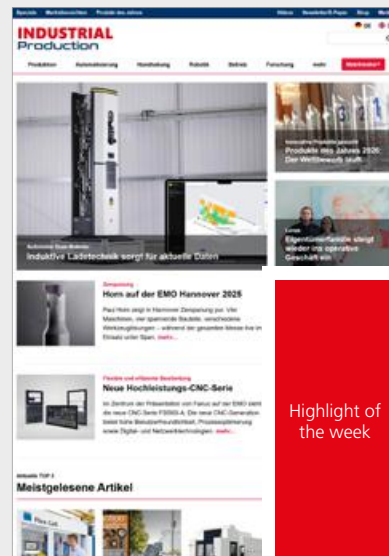
Designed in the style of an editorial article, the advertorial is perceived by users as high-quality specialist content – and thus achieves a particularly high level of credibility and relevance.

### Native communication with a lasting impact.

**Tip:** Combine the online advertorial with our Social Media Plus package to distribute your content via our wide-reaching channels – and increase your visibility on social media in a targeted manner.

### Highlight of the week also includes newsletter

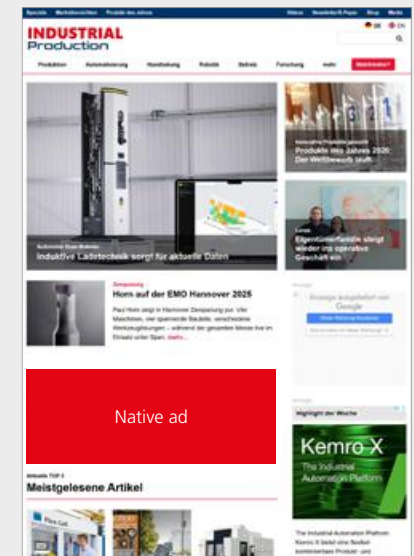
- Present your product, webinar or event for one week on our specialist portal
- Headline: 40 characters including spaces, text: 250 characters including spaces, image: 300 x 250 pixels
- Link to your website or a microsite designed by us with your contributions



Highlight of the week

### Native ad of the week also includes newsletter and social media plus

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



Native ad



Highlight of the week

**Price: € 710**

Highlight of the week combi

**Price: € 2,550**

(includes one text ad/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 ad/ 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)



# 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 posting via the wide-reaching channels of INDUSTRIAL Production. 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)

**Followers: over 5,000**  
(publisher's information, as of June 2025)



## Your advantages

- Placement in the independent subject area of INDUSTRIAL Production
- Individually selectable publication date
- Access to an interactive, industry-specific community



# Customized Newsletter

Customized newsletter – Exclusive newsletter delivered directly to your target group's inbox

Send your **personalised message exclusively** to **INDUSTRIAL Production's qualified newsletter distribution list**.

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

**Maximum visibility – precise, exclusive, effective.**

## One message per customized newsletter

**Scope:** 1 image + 1 message + 1 logo

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

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

**Subject line:** max. 100 characters (including spaces)

**Links:** max. 5

**Sender:** INDUSTRIAL Production and advertiser

*Dates on request*

### Advantages:

- Exclusive newsletter for your information
- High visibility for your company and your offerings
- Individual appointment coordination
- Maximum of one customised newsletter per week per company



**Price: € 9,700**

(not eligible for discount)

**Special configurations on request**



Sample

# Banner Formats Newsletter

**Premium placement  
Leaderboard (1)**

**INDUSTRIAL  
Production**  
Lösungen suchen ...  
... statt Werkstoffe wählen. So könnte man das Tensar unseres Interviews beschreiben, das einen Einblick in die Vielfalt der Werkstoffentwicklung und der Werkstoffdistribution bringt. Lösungen verlangt natürlich auch der Bereich Medientechnik mit seinen vielfältigen Anforderungen, mit denen sich weitere Meldungen unseres Newsletters beschäftigen.  
Ihr Andreas Mühlbauer  
Chefredakteur

**Position 1  
Within the editorial reports  
(2)**

**Position 2  
At the end of the editorial messages  
(2)**

**Position 3  
At the end of the editorial messages  
(2)**

**Ad  
Text Ad / Native Ad**  
SG in Industrie & Logistik  
Mittels der Industrie 4.0 und autonomen Fahrzeuge bringen die Gesellschaft. Diese Anwendungsfelder sind jedoch auf einen schnellen und jederzeit verfügbaren Echtzeit-Datenaustausch angewiesen. PG SG wird im Jahr 2020 die neueste Mobilfunkgeneration 5G nutzen und die mobile Datenkommunikation auf ein neues Level heben. Die maximale Datenrate wird sich von 100 Mbit/s (4G) auf 20 Gbit/s steigern.  
Jetzt mehr erfahren... [More](#)

**Ad  
Headline for the Ad**  
ot:it  
Wer auf Dauer erfolgreich sein möchte, kann sich der digitalen Transformation nicht entziehen. Die Digitalisierung und die damit einhergehende Vernetzung führen sich wie ein roter Faden durch alle Branchen und Lebensbereiche. Auch in der Produktion ist der Trend angekommen und das beeinflusst die Industrie über alle Ebenen der Produktionspyramide hinweg.  
Jetzt mehr erfahren... [More](#)

**Position 4  
At the end of the newsletter  
(2)**

**Exclusive newsletter**

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

Around **41,000\***  
recipients

The INDUSTRIAL Production 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!**

\*As of June 2025 (publisher's information)

## (1) Leaderboard

**€ 2,730**

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

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

**€ 2,150**

**Possible forms of advertising**

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

## Specifications 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

**€ 6,380**

4 types of advertisement (leaderboard and 3 text ads/billboards)

+ 2 editorial announcements

+ Mention in the subject line (not discountable)

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



All newsletter advertising formats are optimized for mobile devices



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

# Newsletter Topic / Dates

	CW	Date	Topic
January	2	Wednesday, 7 January	<b>Top 10 December 2025</b>
	2	Thursday, 8 January	Industry news
	2	Friday, 9 January	Industry news
	3	Tuesday, 13 January	Industry news
	3	Wednesday, 14 January	Industry news
	3	Thursday, 15 January	Industry news
	3	Friday, 16 January	Industry news
	4	Tuesday, 20 January	Industry news
	4	Wednesday, 21 January	<b>Special newsletter NORTEC</b>
	4	Thursday, 22 January	Industry news
	4	Friday, 23 January	Industry news
	5	Monday, 26 January	Industry news
	5	Tuesday, 27 January	Industry news
	5	Wednesday, 28 January	Industry news
	5	Thursday, 29 January	<b>Special newsletter NORTEC</b>
	5	Friday, 30 January	Industry news
February	6	Monday, 2 February	Industry news
	6	Tuesday, 3 February	<b>Top 10 January 2026</b>
	6	Wednesday, 4 February	Industry news
	6	Thursday, 5 February	Industry news
	6	Friday, 6 February	Industry news
	7	Monday, 9 February	Industry news
	7	Tuesday, 10 February	Industry news
	7	Wednesday, 11 February	<b>Special newsletter Enforce Tac</b>
	7	Thursday, 12 February	Industry news
	7	Friday, 13 February	Industry news
	8	Monday, 16 February	Industry news
	8	Tuesday, 17 February	Industry news
	8	Wednesday, 18 February	<b>E-paper IP 1/2</b>
	8	Thursday, 19 February	<b>Special newsletter maintenance</b>
	8	Friday, 20 February	Industry news
	9	Tuesday, 24 February	<b>Special newsletter Products of the Year</b>
	9	Wednesday, 25 February	Industry news
	9	Thursday, 26 February	Industry news
	9	Friday, 27 February	Industry news

	CW	Date	Topic
March	10	Tuesday, 3 March	Industry news
	10	Wednesday, 4 March	<b>Special newsletter Embedded World</b>
	10	Thursday, 5 March	Industry news
	10	Friday, 6 March	<b>Top 10 February 2026</b>
	11	Tuesday, 10 March	Industry news
	11	Wednesday, 11 March	Industry news
	11	Thursday, 12 March	<b>Special newsletter Logimat</b>
	11	Friday, 13 March	Industry news
	12	Tuesday, 17 March	<b>E-paper IP 03</b>
	12	Wednesday, 18 March	<b>Special newsletter Logimat</b>
	12	Thursday, 19 March	Industry news
	12	Friday, 20 March	Industry news
	13	Tuesday, 24 March	<b>Special newsletter Logimat</b>
	13	Wednesday, 25 March	Industry news
	13	Thursday, 26 March	Industry news
	13	Friday, 27 March	Industry news
	14	Tuesday, 31 March	Industry news
April	14	Wednesday, 1 April	Industry news
	14	Thursday, 2 April	<b>Special newsletter Hannover Messe</b>
	14	Friday, 3 April	<b>Top 10 March 2026</b>
	15	Tuesday, 7 April	<b>Special newsletter Wire &amp; Tube</b>
	15	Wednesday, 8 April	Industry news
	15	Thursday, 9 April	<b>Special newsletter Hannover Messe</b>
	15	Friday, 10 April	Industry news
	16	Monday, 13 April	<b>E-paper IP 04</b>
	16	Tuesday, 14 April	<b>Special newsletter Hannover Messe</b>
	16	Wednesday, 15 April	Industry news
	16	Thursday, 16 April	<b>Special newsletter Hannover Messe</b>
	16	Friday, 17 April	Industry news
	17	Tuesday, 21 April	Industry news
	17	Wednesday, 22 April	Industry news
	17	Thursday, 23 April	Industry news
	17	Friday, 24 April	Industry news
	18	Tuesday, 28 April	Industry news
	18	Wednesday, 29 April	<b>Special newsletter Rapidtech Erfurt</b>
	18	Thursday, 30 April	Industry news

	CW	Date	Topic
May	19	Tuesday, 5 May	<b>Top 10 April 2026</b>
	19	Wednesday, 6 May	Industry news
	19	Thursday, 7 May	Industry news
	19	Friday, 8 May	Industry news
	20	Tuesday, 12 May	<b>E-Paper IP 05</b>
	20	Wednesday, 13 May	Industry news
	20	Thursday, 14 May	Industry news
	20	Friday, 15 May	Industry news
	21	Tuesday, 19 May	Industry news
	21	Wednesday, 20 May	Industry news
	21	Thursday, 21 May	Industry news
	21	Friday, 22 May	Industry news
	22	Tuesday, 26 May	Industry news
	22	Wednesday, 27 May	Industry news
	22	Thursday, 28 May	<b>Special newsletter All about Automation HAMBURG</b>
	22	Friday, 29 May	Industry news
June	23	Tuesday, 2 June	Industry news
	23	Wednesday, 3 June	<b>Top 10 May 2026</b>
	23	Friday, 5 June	<b>Special newsletter Sensor + Test</b>
	24	Tuesday, 9 June	Industry news
	24	Wednesday, 10 June	Industry news
	24	Thursday, 11 June	<b>Special newsletter Operational Technology meets IT</b>
	24	Friday, 12 June	Industry news
	25	Tuesday, 16 June	<b>E-paper IP 06</b>
	25	Wednesday, 17 June	Industry news
	25	Thursday, 18 June	Industry news
	25	Friday, 19 June	Industry news
	26	Tuesday, 23 June	Industry news
	26	Wednesday, 24 June	Industry news
	26	Thursday, 25 June	Industry news
	26	Friday, 26 June	Industry news
	27	Tuesday, 30 June	<b>Special newsletter Operational Technology meets IT</b>

# Themenplan Newsletter

	CW	Date	Topic
July	27	Wednesday, 1 July	Industry news
	27	Thursday, 2 July	Industry news
	27	Friday, 3 July	<b>Top 10 June 2026</b>
	28	Tuesday, 7 July	Industry news
	28	Wednesday, 8 July	Industry news
	28	Thursday, 9 July	Industry news
	28	Friday, 10 July	Industry news
	29	Tuesday, 14 July	Industry news
	29	Wednesday, 15 July	Industry news
	29	Thursday, 16 July	Industry news
	30	Tuesday, 21 July	Industry news
	30	Wednesday, 22 July	Industry news
	30	Thursday, 23 July	Industry news
	30	Friday, 24 July	Industry news
	31	Tuesday, 28 July	Industry news
August	31	Wednesday, 29 July	Industry news
	31	Thursday, 30 July	Industry news
	31	Friday, 31 July	News from the industry
	32	Monday, 3 August	<b>Top 10 July 2026</b>
	32	Tuesday, 4 August	<b>Special newsletter on electric mobility and battery production</b>
	32	Wednesday, 5 August	<b>E-paper IP 07/08</b>
	32	Thursday, 6 August	Industry news
	33	Friday, 7 August	Industry news
	33	Tuesday, 11 August	Industry news
	33	Wednesday, 12 August	Industry news
	33	Thursday, 13 August	Industry news
	34	Friday, 14 August	Industry news
	34	Tuesday, 18 August	Industry news
	34	Wednesday, 19 August	Industry news
	34	Thursday, 20 August	Industry news
	35	Friday, 21 August	Industry news
	35	Tuesday, 25 August	Industry news
	35	Wednesday, 26 August	Industry news
	35	Thursday, 27 August	Industry news
	36	Friday, 28 August	Industry news
	36	Monday, 31 August	<b>Industry news</b>

	CW	Date	Topic
September	36	Tuesday, 1 September	<b>Special newsletter on metalworking</b>
	36	Wednesday, 2 September	Industry news
	36	Thursday, 3 September	<b>Special AMB newsletter</b>
	36	Friday, 4 September	Industry news
	37	Monday, 7 September	<b>E-paper IP 09</b>
	37	Tuesday, 8 September	<b>Special newsletter AMB</b>
	37	Wednesday, 9 September	Industry news
	37	Thursday, 10 September	<b>Special AMB newsletter</b>
	37	Friday, 11 September	<b>Top 10 August 2026</b>
	38	Tuesday, 15 September	Industry news
	38	Wednesday, 16 September	<b>Industry news</b>
	38	Thursday, 17 September	Industry news
	38	Friday, 18 September	Industry news
	39	Tuesday, 22 September	Industry news
	39	Wednesday, 23 September	Industry news
October	39	Thursday, 24 September	<b>Special newsletter Motek + Vision</b>
	39	Friday, 25 September	Industry news
	40	Tuesday, 29 September	Industry news
	40	Wednesday, 30 September	<b>E-paper IP 10</b>
	40	Thursday, 1 October	<b>Special newsletter Motek + Vision</b>
	40	Friday, 2 October	News from the industry
	41	Monday, 5 October	<b>Top 10 September 2026</b>
	41	Tuesday, 6 October	Industry news
	41	Wednesday, 7 October	Industry news
	41	Thursday, 8 October	Industry news
	41	Friday, 9 October	Industry news
	42	Tuesday, 13 October	Industry news
	42	Wednesday, 14 October	Industry news
	42	Thursday, 15 October	<b>Euroblech Special Newsletter</b>
	42	Friday, 16 October	Industry news
	43	Tuesday, 20 October	Industry news
	43	Wednesday, 21 October	Industry news
	43	Thursday, 22 October	Industry news
	43	Friday, 23 October	Industry news
	44	Tuesday, 27 October	Industry news
	44	Wednesday, 28 October	Industry news
	44	Thursday, 29 October	Industry news
	44	Friday, 30 October	Industry news

	CW	Date	Topic
November	45	Tuesday, 3 November	<b>Top 10 October 2026</b>
	45	Wednesday, 4 November	Industry news
	45	Thursday, 5 November	Industry news
	45	Friday, 6 November	Industry news
	46	Monday, 9 November	<b>E-paper IP 11</b>
	46	Tuesday, 10 November	<b>Special newsletter Formnext</b>
	46	Wednesday, 11 November	Industry news
	46	Thursday, 12 November	<b>Special newsletter Formnext</b>
	46	Friday, 13 November	<b>Special newsletter SPS</b>
	47	Tuesday, 17 November	<b>Special newsletter SPS</b>
	47	Wednesday, 18 November	Industry news
	47	Thursday, 19 November	<b>Special newsletter SPS</b>
	47	Friday, 20 November	<b>Special newsletter SPS</b>
	48	Monday, 23 November	Industry news
	48	Tuesday, 24 November	<b>Special newsletter SPS</b>
December	48	Wednesday, 25 November	Industry news
	48	Thursday, 26 November	Industry news
	48	Friday, 27 November	Industry news
	49	Tuesday, 1 December	Industry news
	49	Wednesday, 2 December	<b>Top 10 November 2026</b>
	49	Thursday, 3 December	Industry news
	49	Friday, 4 December	Industry news
	50	Tuesday, 8 December	Industry news
	50	Wednesday, 9 December	<b>E-paper IP 12 Products of the Year</b>
	50	Thursday, 10 December	Industry news
	50	Friday, 11 December	Industry news
	51	Tuesday, 15 December	Industry news
	51	Wednesday, 16 December	Industry news
	51	Thursday, 17 December	Industry news
	51	Friday, 18 December	Industry news
	52	Tuesday, 22 December	Industry news
	52	Wednesday, 23 December	Industry news
	52	Thursday, 24 December	Industry news
	52	Friday, 25 December	Industry news
	53	Monday, 28 December	Industry news

# Terms and Conditions

## General Terms and Conditions for Advertisements and Advertising of Pelemedia GmbH (as of 2025)

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 agree to the terms of use applicable to the use of this service. To do so, please click on the "Agree" field or tick the box as part of the opt-in procedure to give your consent. By clicking on the "I agree" field or ticking the box, you declare that you have read and agree to the terms and conditions. You can also print or download the terms and conditions.

**1. Scope:** The General Terms and Conditions apply to all services offered to the user on the Pelemedia website, in particular to paid content and services, competitions, and the marketplace and community areas. Deviations from these General Terms and Conditions or special terms of use for individual services shall only be deemed agreed if they have been expressly confirmed in writing by Pelemedia. In particular, the mere failure of Pelemedia to object to other terms and conditions does not mean that these are deemed to have been agreed. Pelemedia is entitled to amend these terms and conditions at any time. Pelemedia will inform the user in good time of any changes to the terms and conditions applicable to them. The change shall be deemed to have been approved by the user if he does not object to the change or terminate the contract within one month of receiving notification of the change. In the event of an objection, Pelemedia shall be entitled to terminate the contract in due time. In the notification of the changes, Pelemedia will specifically point out the possibilities of objection and termination, the deadline and the legal consequences, in particular with regard to a failure to object.

Within the scope of the amendment to the General Terms and Conditions, Pelemedia is in particular entitled, in the event of a condition being invalid, to supplement or replace it with effect for existing contracts, in the event of a change in a statutory provision or supreme court ruling, if this change affects one or more terms of the contractual relationship, to adapt the affected terms in a manner that corresponds to the purpose of the changed legal situation, provided that the new or amended terms do not place the user in a worse position than under the original terms. Any changes, including the updated version of the General Terms and Conditions, will be sent to the user by email. 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 offers. This applies in particular to cooperation partners on Pelemedia. The offers of the cooperation partners on Pelemedia merely represent a sales platform for the respective partners of Pelemedia. When using the offers provided by cooperation partners, an independent legal relationship is established between the user and the cooperation 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 cooperation partner. Pelemedia accepts no liability or warranty for this.

**2. Access and participation eligibility:** In principle, all users are eligible to access and participate. The following minimum requirements apply to competitions. All persons who have reached the age of 18 or can provide proof of consent from a parent or guardian are eligible to participate. By participating in the competition, each participant agrees to have their name and photo published in the print edition and on the website, and to consent to further rights of use for advertising and marketing purposes. Employees of Pelemedia GmbH and persons involved in the organisation of the competition are excluded from participating in competitions. This also applies to their relatives. Pelemedia also reserves the right to change or correct the rules of competitions at any time. Pelemedia only concludes contracts for paid 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 websites are not intended for persons in countries that prohibit the provision or access to the content posted on them. Each user is responsible for informing themselves about any restrictions before accessing these websites and for complying with them.

**3. Availability:** Pelemedia's services are offered to the user subject to availability. Pelemedia endeavours to ensure that Pelemedia's services are available to the user without disruption. Maintenance work and/or further development and/or other disruptions may restrict and/or temporarily interrupt the possibilities for use. This may also lead to data loss under certain circumstances. This does not give rise to any claims for compensation on the part of the users affected. Pelemedia is also entitled to change or discontinue the services offered at any time at its own discretion without notice.

**4. Contractual relationship:** The contractual relationship regarding the use of Pelemedia's paid content is established by registering with the desired and selected payment system provider, agreeing to the general terms and conditions of use, and acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the paid content is opened. The use of third-party services advertised by Pelemedia on its pages or to which Pelemedia provides access via its pages gives rise to contractual relationships exclusively between the user and the third-party provider. Pelemedia accepts no liability or warranty in this regard.

**5. Opening a user account:** For certain services on the Pelemedia website, the user must register or can open a user account. The user assures that the personal information provided during

registration or when opening a user account on the Pelemedia website, in particular their first name, surname, postal address, date of birth and email address, are true and correct, and that they will notify Pelemedia immediately of any changes to this information.

**6. Payment transactions:** Fees for chargeable content are settled prior to provision of the service using a payment system provider selected by the user. Only the terms of use of the payment system provider selected by the user apply, which are indicated at the appropriate place and for which corresponding assistance is provided. The fees are to be paid in accordance with the respective terms of use to the selected payment system provider.

If the user fails to meet their payment obligations or if payments are not made or are reversed, Pelemedia is entitled, subject to further claims, to block the user's access. If the access is blocked due to outstanding claims and the user settles these, access will be unblocked again. Pelemedia reserves the right to commission third parties to carry out debt collection.

**7. User obligations:** The user undertakes not to violate applicable legal provisions and any contractual provisions when using Pelemedia's services. In particular, the user undertakes to ensure that any content distributed by them does not infringe the rights of third parties (e.g. copyrights, patent rights and trademark rights), that applicable criminal laws and youth protection regulations are observed, and that no racist, Holocaust-denying, grossly offensive, pornographic or sexual, harmful to minors, extremist, glorifying or trivialising violence, glorifying war, promoting a terrorist or extremist political association, inciting a criminal offence, containing defamatory statements, offensive or unsuitable for minors or other criminal content. The user further undertakes to observe the recognised principles of data security for the protection of data and to comply with the obligations of the data protection regulations, to check emails and queries sent to Pelemedia for viruses with the greatest possible care, to comply with legal, official and technical regulations, to keep their user name and password secret and password secret, not to disclose them, not to tolerate or enable anyone else to gain knowledge of them, to take the necessary measures to ensure confidentiality and to notify Pelemedia immediately in the event of misuse or loss of this information or any suspicion thereof. Any indications of misuse of Pelemedia's content or payment system must also be reported to Pelemedia immediately. The user indemnifies Pelemedia against any claims by third parties that they may assert against Pelemedia due to infringement of their rights by this user. This also includes the costs of appropriate legal action and defence. Pelemedia reserves the right, in the event of justified suspicion of misuse of Pelemedia's services or payment systems, to block this user's access to its content and any existing user account, and to involve the investigating authorities. The user may only offset Pelemedia's claims with undisputed or legally binding claims. The user shall only be entitled to rights of retention on the basis of claims arising from the individual, specific contractual relationship of which these General Terms and Conditions 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 tort, in the event of a breach of essential contractual obligations, the fulfilment of which could be particularly relied upon. The exclusion of liability does not apply to intent and gross negligence. Otherwise, Pelemedia shall not be liable unless there are mandatory legal provisions. Pelemedia shall only be liable for foreseeable damages. Liability for indirect damages, in particular consequential damages, unforeseeable damages or atypical damages, as well as lost profits, is excluded. The same applies to the consequences of industrial disputes, accidental damage and force majeure. Pelemedia provides its own information and data as well as information from other providers via hyperlinks (internet links) on the internet and on mobile devices. This information and data is provided for informational purposes only, without the user being able to rely on or trust the timeliness, accuracy or completeness of the information. Pelemedia therefore accepts no warranty or liability, in particular for direct or indirect damage resulting from the use of the information or data found on the Pelemedia websites. In particular, Pelemedia accepts no responsibility for the content or functionality, accuracy or legality of third-party websites referred to via links from the Pelemedia websites. Pelemedia offers discussion forums and chats. The content and information exchanged by users in these forums is not subject to control by Pelemedia. For this reason, Pelemedia accepts no liability for the content and information posted in the forums. The responsibility for the content that the user publishes on the Pelemedia pages lies exclusively with the user. Pelemedia excludes any liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular for the dispatch of prizes to be awarded in the context of a competition. The above limitations of liability apply to all contractual and non-contractual claims.

**9. Liability for defects:** If the user complains about paid content due to incomplete or defective services provided by Pelemedia, the user must report the complaints to either Pelemedia or the payment provider 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 due to justified and timely complaints, Pelemedia shall be entitled to demand that the user pay the full amount of the invoice.

In the event of incomplete performance, Pelemedia shall deliver the missing part and, in the event of defective performance, shall, at your discretion, either repair the defect or deliver a replacement. The user may demand a reduction in payment if Pelemedia refuses to repair the defect or deliver a replacement, if this is impossible or if it fails in any other way. The user shall have no right of withdrawal.

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

**11. Content submitted by users:** Users who 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 this content that it may be reproduced, distributed and publicly displayed on the internet and in print media free of charge. The user further declares that they own all copyrights and other rights to the submitted content and that persons depicted in the submitted graphic content (e.g. videos, photos, photo series) who are not merely incidental to a location or part of depicted gatherings, processions or similar events consent to the publication. For persons under the age of 18, the consent of a parent or guardian is required. Entries sent by post cannot be returned to the participant. Users undertake not to send 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 criminal activity, contains defamatory statements, or is otherwise punishable by law. The user also undertakes not to send any content that contains advertising or commercial content. Pelemedia reserves the right not to publish submitted content. The user fully indemnifies Pelemedia against all third-party claims arising from the user's breach of their obligations under these terms and conditions or – contrary to this declaration – the user not owning all rights to the submitted content or the persons depicted not consenting to publication. The submitted content is the personal expression 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 withdrawal:** The user is entitled to withdraw from the contract within two weeks. The period begins at the earliest upon receipt of this notice. The timely dispatch of the declaration of revocation is sufficient to comply with the deadline. It must be made in writing without giving reasons and addressed to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar, Germany.

In the event of an effective revocation, 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 for the loss in value. However, the right of revocation shall not apply if Pelemedia has commenced the performance of the service with the express consent of the user before the end of the revocation 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 shall be deemed to exist in particular if the user continues to violate essential provisions of these General Terms and Conditions despite receiving a warning and/or if the user commits misconduct against third parties by using Pelemedia's services for illegal purposes or for purposes that are harassing to third parties. All terminations under these General Terms and Conditions must be made in writing to the address specified in Section 12. Upon termination taking effect, access to Pelemedia's services will be blocked.

**14. Place of performance/place of jurisdiction:** The place of performance 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. Unless the provider's claims are asserted in summary proceedings, the place of jurisdiction for non-merchants is determined by their place of residence. German law applies.

If the place of residence or habitual abode of the customer, including non-merchants, is unknown at the time the action is brought, or if the customer has moved his place of residence or habitual abode outside the jurisdiction of the law after conclusion of the contract, the place of jurisdiction shall be the registered office of the provider if the contract was concluded in writing.

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



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