

Media Kit 2016

SPS
MAGAZIN

Automation Technology

Sensor & Measurement Technology

inMotion

Safe Automation



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www.sps-magazin.de/Media2016EN



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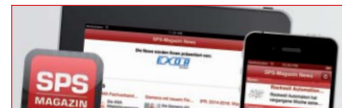
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1 Title:**2 Profile in brief:****SPS-MAGAZIN**

Within the space of one volume, SPS-MAGAZIN informs extensively about all topics concerning the automation sector. SPS-MAGAZIN is known for a high quality in its editorial section and for picking up new trends and innovations as well as their practical presentation. Thereby SPS-MAGAZIN has become the most popular automation magazine among operators, marketing heads and experts in the automation sector within only a few years – a trusted asset in this field. Our range of topics has increased constantly over the years. The categories structure the magazine topically and allow readers an easy access to specific information. SPS-MAGAZIN offers an complete and up-to-date overview of product innovations, concepts, events and trends. Altogether SPS-MAGAZIN presents the entire world of automation and allows a systematic overview.

Industrial Communication Journal

The Industrial Communication Journal addresses the special target group of automation and Network specialists as well as decision-makers in the field of industrial communication and manufacturing technology, who deal with hard- and software for wired data networks, Ethernet, wireless transmission methods and safety topics.

Process Automation

Our magazine Process Automation covers subjects about innovative and future-proofed automation solutions in the process industry (Chemie/Pharma/Life Science), that are required for safe and efficient production processes.

3 Target group:

Operators and experts

4 Frequency:

13x per year plus 5 special issues:
4x Industrial Communication Journal, 1x Process Automation

5 Size:

DIN A4

6 Volume:

29th volume 2016

7 Purchase prices:

Annual subscription: Germany: € 99,-

(including sales tax and porto)

International: € 115,-

(including sales tax and porto)

€ 9,- (including sales tax and porto)

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14 Volume analysis SPS-MAGAZIN:

2014 = 14 issues

Size

DIN A4,

210mm (width) x 297mm (height)

Total volume 2.648 pages = 100,0%

Editorial section 2.017 pages = 76,2%

Advertisement section 631 pages = 23,8%

thereof bound-in inserts 30 pages = 4,8%

Publisher's ads 18 pages = 2,9%

Loose enclosures 18 copies

15 Volume analysis Ethernet Journal:

2014 = 4 issues

Size

DIN A4,

210mm (width) x 297mm (height)

Total volume 244 pages = 100,0%

Editorial section 189 pages = 77,5%

Advertisement section 55 pages = 22,5%

thereof bound-in inserts 0 pages = 0,0%

Publisher's ads 6 pages = 10,9%

Loose enclosures 0 copies

Regular contents: Product news · Control technology · Engineering · Communication · Security · Operating & Monitoring · Drive technology · Sensor systems · Safety · Process technology · Guidance & Management

Issue and dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
1+2 Publication date: 04-02-2016 Advertisement deadline: 18-01-2016 Editorial deadline: 11-12-2015	Small and compact PLC-systems <i>with market overview</i> Embedded Hardware <i>with market overview</i> Script languages for Controlling	Operating and Monitoring in Industry 4.0	Motion Control Motor starter <i>with market overview</i>	Soft PLCs	Thermography & Pyrometer Measuring Opto sensors <i>with market overview</i>	 embedded world Exhibition & Conference <i>... it's a smarter world</i> embedded world Nürnberg, 23-02 –25-02-2016
	Communication Industrial Ethernet Internet of Things and Cloud	Components Cases and Cabinet systems	Construction and Mechatronics Engineering environments and tools			
	PC-based control systems Embedded systems	Telecontrol and remote maintenance				
Product overviews see page 22						

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
3 Publication Date: 29-02-2016 Advertisement deadline: 15-02-2016 Editorial deadline: 22-01-2016	Embedded OS <i>with market overview</i> Medium and big PLC-Systems <i>with market overview</i> Object orientation pros and cons	Using Multitouch displays	Frequency converter Gear motors <i>with market overview</i>	Safe drive technology <i>with market overview</i>	Identification (Codes, RFID...) Filling level <i>with market overview</i>	 LogiMat Stuttgart, 08-03 –10-03-2016 all about  automation all about automation Essen, 16-03 –17-03-2016
	Communication Fibre optic cables Gateways and repeater	Components New components for automation technology	Construction and Mechatronics Electro CAD-Systems <i>with market overview</i>			
	AS-Interface components and I-O-Link products	Display devices and Operating units	Linear technology/Robotic and handling technology		Data writers & Data loggers	
Product overviews see page 22						

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Sichere Automation Safety	Sensorik und Messtechnik	Fairs and Events
4 Publication date: 21-03-2016 Advertisement deadline: 07-03-2016 Editorial deadline: 12-02-2016	Multifunctional devices: PLC Systems with integrated operating panels <i>with market overview</i> Control systems in Industrie 4.0	M2M – New standards for machine communication	Rotary encoder and position sensors* Small servo drives and compact drives	Safety evaluation units <i>with market overview</i>	Inductive sensors Photoelectric sensors <i>with market overview</i>	 Automatisierungstreff <i>IF A Automation 2016</i> 25.-27. März 2016 Industriepark Böttingen Böblingen, 05-04 – 07-04-2016  MEORGA MSB-Spezialmesse Rhein-Main Frankfurt am Main, 13-04-2016  Hannover Messe Hannover, 25-04 – 29-04-2016  Control Stuttgart, 26-04 – 29-04-2016  SENSOR+TEST 2016 DIE MESSTECHNICKMESSE <i>The Measurement Fair</i> Sensor + Test Nürnberg, 10-05 – 12-05-2016
	Communication	Components	Construction and Mechatronics			
	Current products and solutions	Overvoltage protection	Mechatronic engineering			
Product overviews see page 22	Fieldbus products		Frequency converter			

Issue and Dates	Protocols and Standards	Components and Solutions	Applications and Sectors	Wireless and Remote	Security	Market overview	Fairs and Events
Industrial Communication Journal I Publication date: 21-03-2016 Ad deadline: 07-03-2016 Editorial deadline: 12-02-2016 <i>*seperate price list on page 15</i>	Profibus and Profinet Safety net AS Interface	Current developments on OPC UA, PLCopen and AutomationML Communication solutions for drive technology	Automotive sector	LTE-M and mobile communications	Redundant communication (PSP, HSR etc.) Plagiarism and Know-how protection	Serial adapters for fieldbuses and Ethernet	 Hannover Messe Hannover, 25-04 – 29-04-2016
Product overviews see page 22						Wireless products	

Regular contents: Best Practice, Market, Trends, Systems, Technologies, Infrastructure, Wireless, Protocols, Realtime Ethernet, Security

Regular contents: Product news · Control technology · Engineering · Communication · Security · Operating & Monitoring · Drive technology · Sensor systems · Safety · Process technology · Guidance & Management

Issue and Dates	Control Technology	Operating and Monitoring	Drive technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
Hannover Messe Publication date: 15-04-2016 Advertisement deadline: 01-04-2016 Editorial deadline: 11-03-2016	Comprehensive Hannover Messe special Control innovations	Process visualisation systems <i>with market overview</i>	IE3/IE4 Motors <i>with market overview</i> Hannover Messe Drive technology highlights	Standards and directives <i>with market overview</i>	Hydraulic and fluid sensors Pressure (absolut) <i>with market overview</i>	 Hannover Messe Hannover, 25-04 – 29-04-2016
	Communication Fieldbus wiring Modems and mobile communications (GSM/GPRS/LTE) <i>with market overview</i>	Components Energy distribution	Construction and Mechatronics Engineering trends			
Product overviews see page 22	Ethernet components	Process visualisation systems				

Issue	Application	Contents	
Robotik & Produktion See Issue Hannover Messe 2016 <i>*Price list on enquiry</i>	NEW! There are many reasons, why the topic Robotic and Production should have a own special issue. Robotic is currently undergoing a period of transition and has a central role in smart factories in the future. As a driver for technologies and economic efficiency, Robotic is not only about to open up new areas of application, but also to conquer the mid-sized sector.	Robotik & Produktion covers a wide thematic field: from acquisition over integration to maintenance, from training over engineering to research and development.	 Hannover Messe Hannover, 25-04 – 29-04-2016

Issue and Dates	Application	Contents	Fairs and Events
Process Automation* Publication date: 15-04-2016 Advertisement deadline: 01-04-2016 Editorial deadline: 11-03-2016 <i>*seperate price list on page 16</i>	Our topic: Automation technology in process industry! SPS-MAGAZIN's special issue Process Automation addresses readers from the sector automation technology in the process industry. Our special issue offers an optimal platform to companies having their target groups in the chemical, pharmaceutical, food and beverage and bio technology sector, but also in the paper, automotive and supply industry.	Energy efficiency, Wireless communication, Intrinsically safe field devices and remote IOs, Measurement technology, Process controls, Process control systems, Pro-fibus PA/Foundation Fieldbus, Asset management, other topics after submission	 Hannover Messe Hannover, 25-04 – 29-04-2016

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
5 Publication date: 13-05-2016 Advertisement deadline: 29-04-2016 Editorial deadline: 11-04-2016	S7 and compatible controls Automation with IEC61499	OPC UA – State of affairs	(Low-voltage switchgears and) Motor protection switches <i>with market overview</i>	Safety IO-Units <i>with market overview</i>	Temperature Pyrometer <i>with market overview</i>	 Meorga Leverkusen, 25-05-2016 all about  automation all about automation Friedrichshafen, 07-06 – 08-06-2016
	Communication	Components	Construction and Mechatronics			
	AS-Interface and IO-Link Wireless in the production	Cable runs and energy chain	Simulation and engineering			
	Industrial computer	Industrial power supplies	Rotary encoder			
Product overviews see page 22						

Issue and Dates	Protocols and Standards	Components and Solutions	Applications and Sectors	Wireless und Remote	Security	Market Overviews	Fairs and Events
Industrial Communication Journal II Publication date: 10-06-2016 Ad deadline: 25-05-2016 Editorial deadline: 04-05-2016 <i>*seperate price list on page 15</i>	Ethercat Modbus TCP/IP CC-Link	Cable and Connection technologyLWL	Food and Packaging industry	One M2M	Industrie 4.0 and the industrial Internet of Things IT safety act	WLAN for industry	
Product overviews see page 22						IT- and network security	

Regular contents: Best Practice, Market, Trends, Systems, Technologies, Infrastructure, Wireless, Protocols, Realtime Ethernet, Security

Regular contents: Product news · Control technology · Engineering · Communication · Security · Operating & Monitoring · Drive technology · Sensor systems · Safety · Process technology · Guidance & Management

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
6 Publication date: 10-06-2016 Advertisement deadline: 25-05-2016 Editorial deadline: 04-05-2016	Industrial computer <i>with market overview</i> Codesys controls	Safe VPN access	Servo technology Step motors <i>with market overview</i>	Safety light grids <i>with market overview</i>	Intelligently measuring sensors Flow rate (magnetic-inductive)	 Automatica München, 21-06 – 24-06-2016
	Communication Current products and solutions	Components Plug connectors	Construction and Mechatronics Online-Tools for development			
	CoDeSys products	Displays, touchscreens, keyboards and peripheral products				
Product overviews see page 22						

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
7 Publication date: 04-07-2016 Advertisement deadline: 20-06-2016 Editorial deadline: 30-05-2016	PC based control systems <i>with market overview</i> S7 programming	Operating and monitoring news Mice, keyboards and joysticks	Rotary encoders and position sensors Rotary encoders (single-turn) <i>with market overview</i>	Safety emergency shutdown/Stop switches <i>with market overview</i>	Condition Monitoring	
	Communication Protocol converters and multiprotocol solutions Fieldbus products <i>with market overview</i>	Components Cables for automation	Construction Data management			
		Wires, cable and plug connectors		Safety sensors		
Product overviews see page 22						

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
8 Publication date: 03-08-2016 Advertisement deadline: 18-07-2016 Editorial deadline: 29-06-2016	PC based control systems (integrated systems) <i>with market overview</i>	Telecontrol and remote maintenance <i>with market overview</i> Portals for remote services	Robotics Linear technology <i>with market overview</i>	Safety controllers <i>with market overview</i>	Ultrasound Colour sensors <i>with market overview</i>	
	Version management for PLC projects					
	Communication Ethernet wiring M2M and remote <i>with market overview</i>	Components Power supplies and uninterruptible power supplies	Construction and Mechatronics PDM and PLM			
Product overviews see page 22		Switches, relays, safety switches and buttons	Electric motors			

Issue and Dates	Protocols and Standards	Components and Solutions	Applications and Sectors	Wireless and Remote	Security	Market Overviews	Fairs and Events
Industrial Communication Journal III Publication date: 12-09-2016 Ad deadline: 29-08-2016 Editorial deadline: 08-08-2016 <i>*gesonderte Preisliste auf Seite 15</i>	Ethernet/IP Varan CAN/CANopen	PoE and PoE+ Installation and data management	Communication solutions for mobile applications	WLAN for Machines	Cloud solutions Industrial antivirus software	Cables for ethernet Security	
Product overviews see page 22						Industrial ethernet in drive technology Industrial ethernet in measurement	

Regular contents: Best Practice, Market, Trends, Systems, Technologies, Infrastructure, Wireless, Protocols, Realtime Ethernet, Security

Regular contents: Product news · Control technology · Engineering · Communication · Security · Operating & Monitoring · Drive technology · Sensor systems · Safety · Process technology · Guidance & Management

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
9 Publication date: 12-09-2016 Advertisement deadline: 29-08-2016 Editorial deadline: 08-08-2016	Microcontrollers <i>with market overview</i> Prefabricated solution modules in everyday programming	Operating and monitoring news	Efficiency and energetic recovery Drive dimensioning and configuration tools	Safety position switches (type 1) <i>with market overview</i>	Fill level Temperature (top-hat rail) <i>with market overview</i>	 WindEnergy Hamburg , 27-09 – 30-09-2016 all about  automation all about automation Leipzig, 28-09 – 29-09-2016  Meorga Ludwigshafen, 28-09-2016  Motek Stuttgart, 10-10 – 13-10-2016
	Communication	Components	Construction and Mechatronics			
	Current products and solutions	Switches, switching devices and buttons	Simulation			
Product overviews see page 22			Electro CAD systems		Ident systems/RFID	

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
10 Publication date: 07-10-2016 Advertisement deadline: 23-09-2016 Editorial deadline: 01-09-2016	Engineering systems for PLCs Scalable control solutions	Machine visualisation <i>with market overview</i> Signal devices and signal lamps	Handling and conveyor technology Drive technology <i>with market overview</i>	Safety bus technology <i>with market overview</i>	Flow rate Multimeter (handsets) <i>with market overview</i>	 Vision Stuttgart, 08-11 – 10-11-2016  electronica München, 08-11 – 11-11-2016
	Communication	Components	Construction and Mechatronics			
	Fieldbus and Ethernet diagnostic Cloud and M2M	Signal technology	Integration			
Product overviews see page 22	PLC systems	Cases and cabinet systems	Servo technology / Motion Control			

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
11 Publication date: 28-10-2016 Advertisement deadline: 13-10-2016 Editorial deadline: 22-09-2016	Industrial computer <i>with market overview</i> Current control technology news	Gesture controllability	Rotary encoder & position sensors Frequency converter <i>with market overview</i>	Holistic safety concepts <i>with market overview</i>	Sensors for mobile work machines Vision sensors <i>with market overview</i>	 SPS IPC Drives Nürnberg, 22-11 – 24-11-2016  MSR-Spezialmesse Rhein-Ruhr Bochum, 09-11-2016
	Communication	Components	Construction and Mechatronics			
	Current products and solutions	Air conditioning in cabinet systems	CAD and CAE			
Product overviews see page 22	Fieldbus products				Sensors	

Issue and Dates	Protocols and Standards	Components and Solutions	Applications and Sectors	Wireless and Remote	Security	Market overviews	Fairs and Events
Industrial Communication Journal IV Publication date: 28-10-2016 Ad deadline: 13-10-2016 Editorial deadline: 22-09-2016 <i>*separate price list on page 15</i>	Ethernet Powerlink Sercos IO-Link	Diagnostics and (remote) maintenance	Measurement and process technology	NFC	Access protection and firewalls Security with RFID	IO systems for ethernet	 SPS IPC Drives Nürnberg, 22-11 – 24-11-2016
Product overviews see page 22						Industrial ethernet components	

Regular contents: Best Practice, Market, Trends, Systems, Technologies, Infrastructure, Wireless, Protocols, Realtime Ethernet, Security

Regular contents: Product news · Control technology · Engineering · Communication · Security · Operating & Monitoring · Drive technology · Sensor systems · Safety · Process technology · Guidance & Management

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
SPS-Special Publication date: 14-11-2016 Advertisement deadline: 28-10-2016 Editorial deadline: 07-10-2016	Programming software for PLCs <i>with market overview</i> Microcontrollers <i>with market overview</i> OPC UA in controlling	Process control systems <i>with market overview</i>	Rotary encoder (incremental) <i>with market overview</i> Electric motors <i>with market overview</i> SPS IPC Drives Drive Technology Highlights	Safe products <i>with market overview</i>	Inductive sensors Optosensors	 SPS IPC Drives Nürnberg, 22-11 –24-11-2016
	Communication	Components	Construction and Mechatronics			
	Switches, router and access Points	New components for automation	Engineering trends			
Product overviews see page 22				Safety products	Products in Ex areas	

Issue and Dates	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation Safety	Sensor and measurement Technology	Fairs and Events
12 Publication date: 12-12-2016 Advertisement deadline: 30-11-2016 Editorial deadline: 09-11-2016	Decentralised IO systems <i>with market overview</i> Programming strategies for controls	Operation terminals <i>with market overview</i>	Drive units and mechatronics	Safety laser scanner <i>with market overview</i>	Review SPS IPC Drives 2016 RFID <i>with market overview</i>	
	Communication	Components	Construction and Mechatronics		Guidance and Management	
	Redundancy ethernet components <i>mit Marktspiegel</i>	New components for automation	Engineering interfaces			
Product overviews see page 22					Process controllers	

1 Advertising formats and prices: (All prices are zero rated for VAT)

Size	Width x Height		b/w	2c	3c	4c
	Print space	Bleed (add 3mm trim on each side)				
Front page	-	-	-	-	-	€ 7.990,-
Cover pages	210mm x 297mm	-	€ 6.300,-	€ 7.020,-	€ 7.300,-	€ 7.700,-
1/1 page	185mm x 270mm	210mm x 297mm	€ 5.500,-	€ 6.220,-	€ 6.500,-	€ 6.900,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 3.230,-	€ 3.750,-	€ 4.050,-	€ 4.400,-
1/2 page vertical	90mm x 270mm	105mm x 297mm	€ 2.750,-	€ 3.270,-	€ 3.570,-	€ 3.920,-
1/2 page oblong	185mm x 130mm	210mm x 148mm	€ 2.750,-	€ 3.270,-	€ 3.570,-	€ 3.920,-
1/3 page vertical	60mm x 270mm	70mm x 297mm	€ 1.850,-	€ 2.260,-	€ 2.380,-	€ 2.850,-
1/3 page oblong	185mm x 90mm	210mm x 100mm	€ 1.850,-	€ 2.260,-	€ 2.380,-	€ 2.850,-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1.360,-	€ 1.750,-	€ 1.840,-	€ 2.160,-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1.360,-	€ 1.750,-	€ 1.840,-	€ 2.160,-
1/4 page oblong	185mm x 65mm	210mm x 74mm	€ 1.360,-	€ 1.750,-	€ 1.840,-	€ 2.160,-
1/8 page	90mm x 65mm	105mm x 74mm	€ 720,-	€ 970,-	€ 1.070,-	€ 1.270,-
1/8 page vertical	45mm x 130mm	52mm x 148mm	€ 720,-	€ 970,-	€ 1.070,-	€ 1.270,-
1/8 page oblong	185mm x 30mm	210mm x 39mm	€ 720,-	€ 970,-	€ 1.070,-	€ 1.270,-
Product Overviews	-	91mm x 110mm	€ 720,-	-	-	€ 880,-

2 Surcharges:

Coloured advertisements are printed according to the Euro Scale.
Alternative colours are regarded as special colours.

Colour surcharges	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.	Product Overview
2-coloured	€ 720,-	€ 520,-	€ 410,-	€ 390,-	€ 250,-	-
3-coloured	€ 1.000,-	€ 820,-	€ 530,-	€ 480,-	€ 350,-	-
4-coloured	€ 1.400,-	€ 1.170,-	€ 1000,-	€ 800,-	€ 550,-	€ 160,-
Special colour each	€ 950,-	€ 810,-	€ 810,-	€ 810,-	€ 810,-	-

Placing:

extra charge of 10% on basic price (b/w) on binding an confirmed placings

Colour surcharge:

non-discountable

Format surcharges:

Advertisements over binding, gutter bleed:
10% on basic price

VAT:

All prices are zero rated for VAT

3 Discount:

in case of purchase within 12 months

Frequency:

3 x 5% 6 x 10% 9 x 15% 12 x 20%

Quantity:

2 pages 5% 4 pages 10% 8 pages 15% 12 pages 20%

Occasion discount:

10% (Job ads)

Agency discount:

15%

4 Job ads:

On job ads we grant a discount of 10% on the particular base price.

5 Special advertising
Bound inserts:

Delivery quantity: 26.800 copies

Delivery details: see 'Formats und technical data' on page 19

80–135g/m² 2 pages € 5.050,-

4 pages € 6.850,-

8 pages € 10.250,-

12 pages € 13.350,-

136–170g/m² 10% extra charge on basic price

ab 170g/m² 15% extra charge on basic price

Loose inserts:

Liefermenge: 26.800 Exemplare

Delivery details: see 'Formats und technical data' on page 19

‰ price

up to 25 g € 275,-

up to 50 g € 350,-

over 50 g on enquiry

Postcards/Samples:

Delivery quantity: 26.800 copies

Delivery details: see 'Formats und technical data' on page 19

Costs up to 25g € 90,- ‰

Mechanical gluing € 80,- ‰

Manual gluing on enquiry

6 Contact and booking:

Markus Lehnert, Advertising management

Phone +49 6421 3086-594

E-Mail: mlehnert@sp-s-magazin.de

7 Terms of payment/Bank account data

Payment within 14 days from date of invoice. For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:

Bank code 533 500 00, Acc.-No. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank code 500 100 60, Acc.-No. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

Circulation
15.000

1 Advertising formats and prices:

(All prices are zero rated for VAT)

Colour surcharges are not discountable.

Format	Width x Height	b/w	2c	3c	4c
Cover pages	185mm x 270mm	€ 3.650,-	€ 3.970,-	€ 4.280,-	€ 4.600,-
1/1 page	185mm x 270mm	€ 3.230,-	€ 3.550,-	€ 3.850,-	€ 4.180,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2.040,-	€ 2.240,-	€ 2.390,-	€ 2.590,-
1/2 page vertical	90mm x 270mm	€ 1.780,-	€ 1.980,-	€ 2.220,-	€ 2.340,-
1/2 page oblong	185mm x 130mm	€ 1.780,-	€ 1.980,-	€ 2.220,-	€ 2.340,-
1/3 page vertical	60mm x 270mm	€ 1.270,-	€ 1.420,-	€ 1.530,-	€ 1.720,-
1/3 page oblong	185mm x 90mm	€ 1.270,-	€ 1.420,-	€ 1.530,-	€ 1.720,-
1/4 page	90mm x 130mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/4 page vertical	45mm x 270mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/4 page oblong	185mm x 65mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/8 page	90mm x 65mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
1/8 page vertical	45mm x 130mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
1/8 page oblong	185mm x 30mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
Product overview	91mm x 110mm	€ 620,-	-	-	€ 750,-

2 Discounts:

in case of purchase within 12 months

Frequency:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Quantity:	2 pages 5%	4 pages 10%	8 pages 15%	12 pages 20%

3 Bound inserts:

Delivery quantity 15.300 copies

80–135g/m ²	2 pages	€ 3.200,-
	4 pages	€ 4.500,-
	8 pages	€ 6.500,-
	12 pages	€ 8.450,-

136–170g/m² 10% extra charge on basic price

ab 170g/m² 15% extra charge on basic price

Glued postcards are charged as fixed inserts (see 'Postcards/Samples').

4 Loose inserts:

Delivery quantity: 15.300 copies

Delivery details: see 'Formats und technical data' on page 19

up to 25g	€ 185,- %
up to 50g	€ 245,- %
over 50g	on enquiry

5 Postcards/Samples:

Delivery quantity: 15.300 copies

Costs up to 25g	€ 90,- %
Mechanical gluing	€ 80,- %
Manual gluing	on enquiry

6 Contact, advice and booking:

Thomas Möller
Phone +49 6421 3086-13
tmoeller@sps-magazin.de

7 Terms of payment/Bank account data:

Payment within 14 days from date of invoice. For payments received within 8 days we grant a discount of 2%

Sparkasse Marburg-Biedenkopf:

Bank code 533 500 00, Acc.-No. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank code 500 100 60, Acc.-No.. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

**Circulation
15.000**

1 Advertising formats and prices:

(All prices are zero rated for VAT.)

Colour surcharges are not discountable.

Format	Width x Height	b/w	2c	3c	4c
Cover pages	185mm x 270mm	€ 3.650,-	€ 3.970,-	€ 4.280,-	€ 4.600,-
1/1 page	185mm x 270mm	€ 3.230,-	€ 3.550,-	€ 3.850,-	€ 4.180,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2.040,-	€ 2.240,-	€ 2.390,-	€ 2.590,-
1/2 page vertical	90mm x 270mm	€ 1.780,-	€ 1.980,-	€ 2.220,-	€ 2.340,-
1/2 page oblong	185mm x 130mm	€ 1.780,-	€ 1.980,-	€ 2.220,-	€ 2.340,-
1/3 page vertical	60mm x 270mm	€ 1.270,-	€ 1.420,-	€ 1.530,-	€ 1.720,-
1/3 page oblong	185mm x 90mm	€ 1.270,-	€ 1.420,-	€ 1.530,-	€ 1.720,-
1/4 page	90mm x 130mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/4 page vertical	45mm x 270mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/4 page oblong	185mm x 65mm	€ 1.010,-	€ 1.140,-	€ 1.200,-	€ 1.310,-
1/8 page	90mm x 65mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
1/8 page vertical	45mm x 130mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-
1/8 page oblong	185mm x 30mm	€ 570,-	€ 680,-	€ 700,-	€ 780,-

2 Discounts:

in case of purchase within 12 months

Frequency:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Quantity:	2 pages 5%	4 pages 10%	8 pages 15%	12 pages 20%

3 Bound inserts:

Delivery quantity 15.300 copies

80–135g/m ²	2 pages	€ 3.200,-
	4 pages	€ 4.500,-
	8 pages	€ 6.500,-
	12 pages	€ 8.450,-

136–170g/m² 10% extra charge on basic price

ab 170g/m² 15% extra charge on basic price

Glued postcards are charged as fixed inserts (see 'Postcards/Samples').

4 Loose inserts:

Delivery quantity: 15.300 copies

Delivery details: see 'Formats und technical data' on page 19

up to 25g	€ 185,- % _{oo}
up to 50g	€ 245,- % _{oo}
over 50g	on enquiry

5 Postcards/Samples:

Delivery quantity: 15.300 copies

Costs up to 25g	€ 90,- % _{oo}
Mechanical gluing	€ 80,- % _{oo}
Manual gluing	on enquiry

6 Contact, advice and booking:

Heiko Hartmann
Phone +49 6421 3086-11
hhartmann@sps-magazin.de

7 Terms of payment/Bank account data:

Payment within 14 days from date of invoice. For payments received within 8 days we grant a discount of 2%

Sparkasse Marburg-Biedenkopf:

Bank code 533 500 00, Acc.-No. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

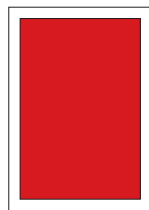
Bank code 500 100 60, Acc.-No. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

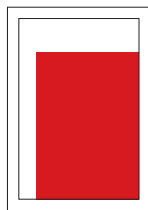
SWIFT-BIC: PBNKDEFF

- | | | | |
|----------------------------|---|---------------------|---|
| 1 Magazine format: | DIN A4: 210mm x 297mm (Width x Height)
Printsprace: 185mm x 270mm (Width x Height) | 10 Return: | Material is only returned by special requests of the customer. Storage obligation ends three months after the advertisement has been published. |
| 2 Printing process: | Offset: printing colours in Euro scale (CMYK) for offset according to ISO 12647-2, adhesive binding | 11 Warranty: | Only data existing on the data carrier can be exposed. The publisher assumes no liability for deviances in texts, illustrations and especially in colours. Misexposures effected by incomplete information are charged by expediture. Positives patterns being sent must be digitised and the customer is charged seperately for the additional work. |
| 3 Delivery: | Post mail: TeDo Verlag GmbH, Anzeigendisposition,
Post box 2140, 35009 Marburg
Courier mail service: TeDo Verlag GmbH, Anzeigendisposition,
Zu den Sandbeeten 2, 35043 Marburg | 12 Contact: | Michaela Preiß, Media ad reservation
Phone +49 6421 3086-44
E-Mail: mpreiss@sps-magazin.de |
| 4 Printing data: | High-Res-PDF, EPS (fonts covered into paths or embedded), TIFF (resolution 300dpi) | | |
| 5 Data carrier: | CD-ROM | | |
| 6 Colours: | When printing in four colours we use Cyan, Magenta, Yellow, Black (CMYK) as defined according to the Euro scale. It is absolutely necessary to choose this colour are in the programs.
Attention:
We cannot use colours defined in the RGB colour area or spot colours. | | |
| 7 Proof: | For checking purposes of an delivered Advertisement we need a 1:1 proof. When printing coloured advertisements a binding proof/printout is required to assure the authenticity of colours. Without these documents we do not guarantee colour fastness. The same applies to deviations that vary within the tolerance of industrial colour printing or as a result of the offset process. | | |
| 8 Graphic data: | TIFF, JPEG, EPS (with embedded fonts) | | |
| 9 Output profile: | ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004) | | |

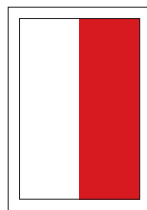
Size format print space (width x height)



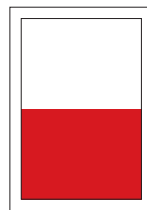
1/1 page
185mm x 270mm



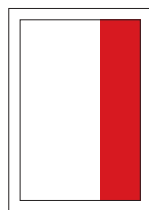
Junior Page
140mm x 190mm



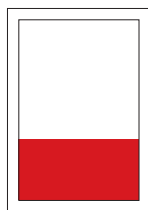
1/2 page vertical
90mm x 270mm



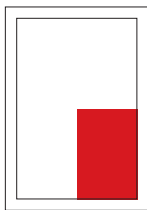
1/2 page oblong
185mm x 130mm



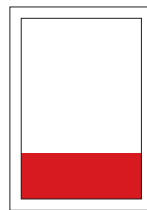
1/3 page vertical
60mm x 270mm



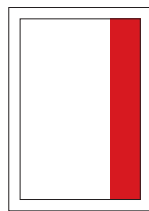
1/3 page oblong
185mm x 90mm



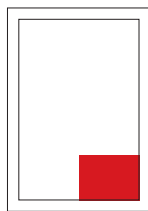
1/4 page
90mm x 130mm



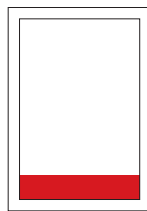
1/4 page oblong
185mm x 65mm



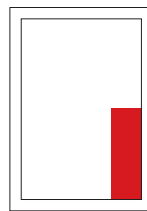
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

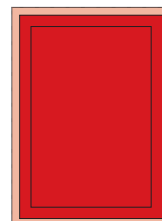


1/8 page oblong
185mm x 30mm

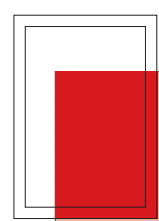


1/8 page vertical
45mm x 130mm

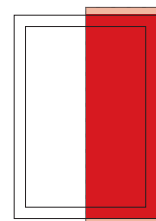
Size format with bleed (width x height)



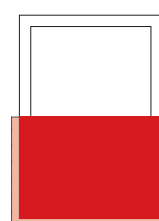
1/1 page
210mm x 297mm



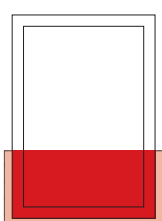
Junior Page
148mm x 210mm



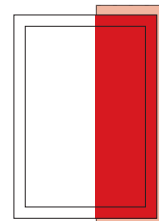
1/2 page vertical
105mm x 297mm



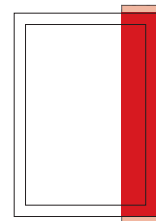
1/2 page oblong
210mm x 148mm



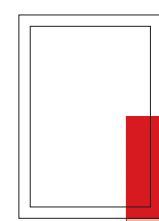
1/3 page oblong
210mm x 100mm



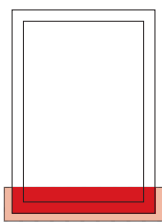
1/3 page vertical
70mm x 297mm



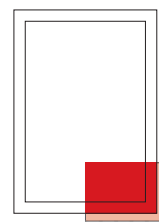
1/4 page vertical
52mm x 297mm
1/4 page oblong
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page vertical
52mm x 148mm



1/8 page oblong
210mm x 39mm

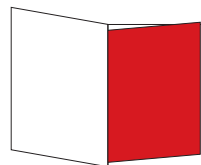


1/8 page
105mm x 74mm

Please note: To the formats above please add 3mm on each side for trim!

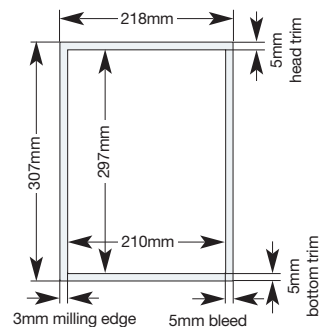


Bound inserts: Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds, multisheet bound-in supplements or those with flaps are to be delivered folded. The front page of the bound-in supplements needs to be marked. The placing is between two sheet parts. Multipage bound-in supplements need to be delivered folded and in uncut format. Cut pages, also within the gutter, need a 3mm margin per cut page.

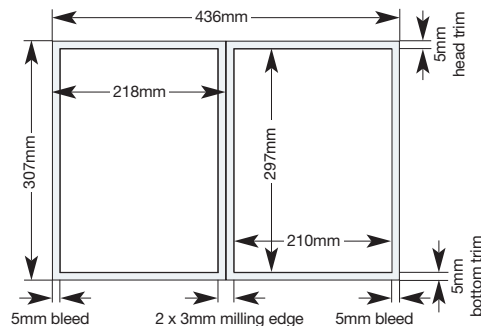


Minimal size: 147mm x 210mm
Maximum size: 210mm x 297mm
Minimal weight: for products with 4 pages 115g/m²

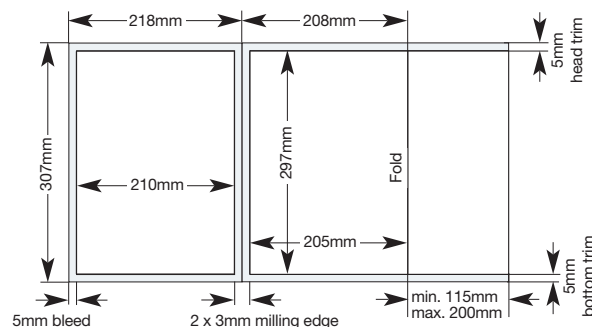
2 pages bound-in



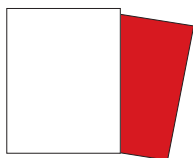
4 pages bound-in



4 pages bound-in with cover



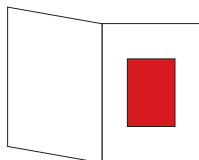
- 1 Loose inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. We need the inserts trimmed and clinched as final products.



Minimal size: 100mm x 210mm
 Maximum size: 205mm x 290mm
 Minimal weight: 115g/m²
 Maximum weight: on enquiry
 Positioning: undefined

- 2 Fixed inserts:** Mechanical gluing: Glued edge is fixed parallel to the flange, at least 10mm to maximum 60mm from the flange. Folded items have to be closing at the flange. Positioning on request.

Affixed postcards, product samples on bound inserts or full-paged advertisements are additionally charged as a fixed insert. Before the order is accepted and confirmed, we do require a copy of a binding sample with an indication of size and weight.



Minimal size: 105mm x 147mm
 Maximum size: 148mm x 190mm
 Minimal weight: 160g/m²

Delivery: The delivery of any bound-in inserts and fixed inserts always requires a delivery note. To guarantee an unobstructed production, please fix a sample of the content on the pallet's outside. Please also send an additional sample to the publisher.

Delivery quantity: 26.800 Exemplare

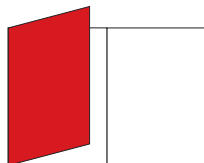
Delivery address: The delivery address for bound-in inserts and any supplements will be given to you with the confirmation.

Delivery deadline: The printing material deadline is the material delivery deadline for the issue (see 'Editorial calendar' on page 4)

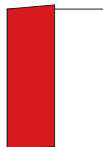
3 Contact: Markus Lehnert, Advertising management
 Phone +49 6421 3086-594
 E-Mail: mlehner@sp-s-magazin.de

1 Special advertising:

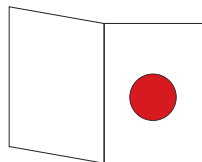
Gatefolder



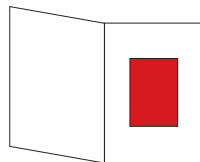
Flying sheet



CD-ROM



Postcard/Sample



2 Prices for special advertising:

on enquiry

3 Reprint:



The reprint of technical contributions, interviews and product information is a flexible opportunity to connect your product and brand messages with SPS-MAGAZIN's credibility and good reputation, all at a reasonable price.

We take care of printing, creation of an electronic file for your web presence and, on request, the distribution through our lettershop for you.

4 Price list reprint:

2 pages, 4 colours, 135g/m ²					
Circular	500	1.000	2.000	5.000	10.000
Euro	€ 725,-	€ 770,-	€ 865,-	€ 1.180,-	€ 1.395,-
4 pages, 4 colours, 135g/m ²					
Circular	500	1.000	2.000	5.000	10.000
Euro	€ 810,-	€ 850,-	€ 975,-	€ 1.385,-	€ 2.010,-

5 Reprint license:

If you want to reprint an article after publication in the SPS-MAGAZIN on your own, you can purchase a reprint license, including a high resolution PDF.

Reprint license	
Copies	up to 1.000
Price	€ 240,-

6 Low-res-PDF:

If you want to use your article online after publication, we are pleased to provide you a free low resolution PDF, that is suited perfectly for online usage.

7 Contact and booking:

Markus Lehnert, Advertising management
 Phone +49 6421 3086-594
 E-Mail: mlehner@sp-s-magazin.de

1 Product overview:

Any issue of SPS-MAGAZIN enables you to advertise in combination with certain topics (each topic only once a year!) easily and at a reasonable price. Our graphic department designs your product advertisement in SPS-MAGAZIN with your own material. Of course you will receive a proof copy before print.

Price: 4 coloured product display: € 880,-

For a reasonable price of only 720,-€ for a 1/4 page (b/w) we present your products – for low surcharges also in coloured form.

Format: 91mmx110mm within the given layout

Order form: www.sps-magazin.de/produktuebersichten

Contact Judith Vogler

Product overviews: Advertisement/Media consultant

Phone +49 6421 3086-19

E-Mail: jvogler@sp-s-magazin.de

2 Company portrait:

Kurzcharakteristik:

Each issue of SPS-MAGAZIN offers you the opportunity to present your company. On a 1/2 page with aprox. 1,400 characters, you can present your company image and logo according to your wishes.

- integrated layout with logo, company image (address, profiles, products etc.)
- approx. 1,400 characters
- bookable as 1/2 page 4c

Price: 1/2 page, 4c 1.350€

Don't have time for advertisements?

Just send us your material - we will take care of the rest!

anzeigen@sp-s-magazin.de

What do we need? - Required data check:

- Contact information – Everything important, like phone, fax, web-address, e-Mail
- Logo – Please send us your digitized company logo
- Product image – We need your image with a minimum resolution of 300dpi
- Text – Word and other text files like rtf up to a maximum of 800 characters
- QR-Code – A direct link to your online contents





1 Circulation control:



2 Circulation analysis: Copies per issue on average from August 1st 2014 until June 30th 2015 (Q3 + Q4 2014 und Q1 + Q2 2015)

Printed copies:	26.500		
Actually distributed copies (ADC):	26.145	thereof internat.	772
Sold copies	1.261	thereof internat.	242
• Subscribed copies	1.240	Member copies	none
• Other sale	-	-	-
• Single sale	21	thereof internat.	2
• Returned copies	-	-	-
Free copies:	24.884	thereof internat.	530
Remaining, archive and voucher copies:	355		

3a Economic area:

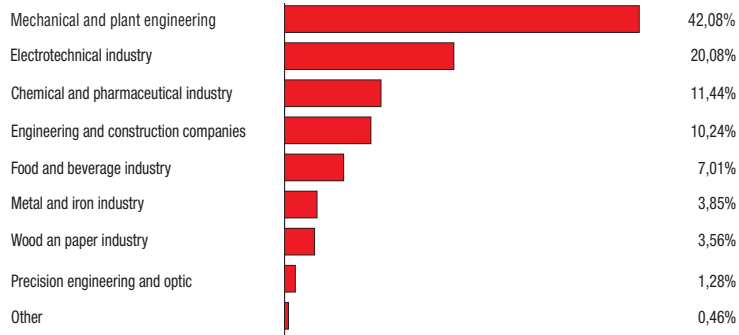
Percentage of actual distributed circulation

	Copies	%
Germany	25.373	97,05%
International	772	2,95%
Actual distributed circulation	26.145	100%

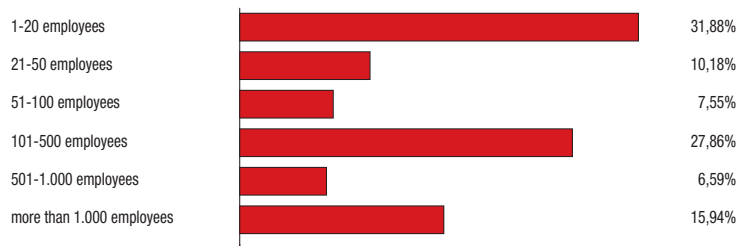
3b National distribution by postal code

Postal code 0	1.103	4,35%
Postal code 1	893	3,52%
Postal code 2	1.725	6,8%
Postal code 3	2.672	10,53%
Postal code 4	3.073	12,11%
Postal code 5	3.654	14,4%
Postal code 6	2.776	10,94%
Postal code 7	4.463	17,59%
Postal code 8	2.662	10,49%
Postal code 9	2.352	9,27%
Actual distributed circulation	25.373	100%

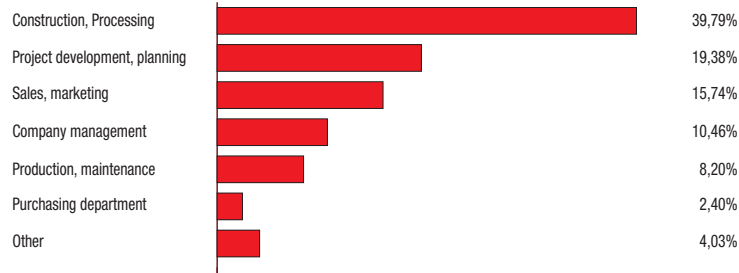
Target markets



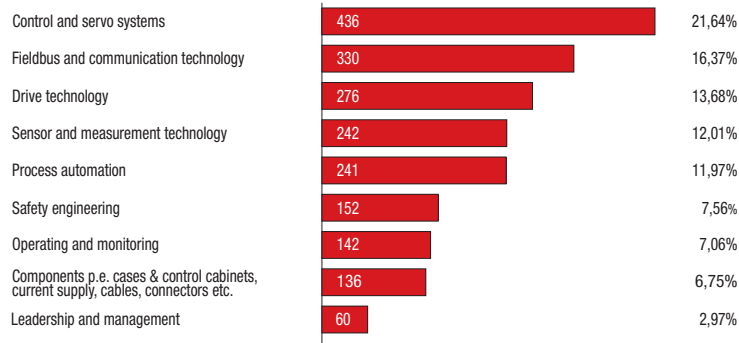
Company size



Sectors



Content analysis of the editorial part



- 1 Usage data:** approx. 27.500 visitors per month, approx. 155.500 page impressions per month
- 2 Profile in brief:** Online advertising has become indispensable for extensive campaigning nowadays and is the ideal medium for precise advertisement messages. Our homepage www.sps-magazin.de enables you to place your advertisements next to the constantly updated news.
- 3 Target group:** Users from the plant and mechanical engineering sector
- 4 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 Pixel	Integrated prominent placing in the content section of the website	€ 1.220,-
2. Skyscraper	120 x 600 Pixel	Portrait advertisement space to the right alongside of the content	€ 1.450,-
3. Expandable-Skyscraper	160 x 600 Pixel 300 x 600 Pixel opened	Not only long in the user's field of vision, but also interactive via mouse-over	€ 2.460,-
4. Super-Banner	728 x 90 Pixel	Prominently placed at the heading section with a lot of space for product presentations	€ 1.390,-
5. Expandable-Super-Banner	728 x 90 Pixel 728 x 160 Pixel opened	Even more space for your product presentations in the eye-catching heading section	€ 2.340,-
6. Content-Side-Banner	345 x 200 Pixel	Outstanding in the editorial content and big enough for the most creative advertisements	€ 1.350,-
7. Billboard	970 x 250 Pixel	Very prominent placing with a maximum area, especially suited for big motives	€ 3.200,-
8. Standard Top	170 x 60 Pixel	Smaller ad space to the right alongside of the content	€ 1.000,-
9. Cornersquare-Banner	345 x 90 Pixel	Prominent placing in the upper right corner	€ 1.000,-

5 File format: GIF, PNG, JPEG, HTML5

6 Data delivery: Please send the following data upon delivery to: anzeigen@sp-s-magazin.de

- Customer name
- Contact for requests
- target URL

1. Fullsize-Banner



2. Skyscraper



3. Expandable-Skyscraper



4. Super-Banner



5. Expandable-Super-Banner



6. Content-Side-Banner



7. Billboard



8. Standard Top



9. Cornersquare Banner



1 Name: Automation Newsletter



2 Profile in brief:

The Automation Newsletter keeps you informed about current topics of the automation sector. For more than 9 years it is the sector's newsletter and serves as customer-oriented advertising medium for quick and direct advertising messages with high repeating frequency.

3 Target group:

Operators and experts from the plant construction and mechanical engineering sector

4 Frequency:

50 x per year

5 Volume:

11th volume 2016

6 Publisher:

TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg

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Kai Binder, Editor in chief
Phone +49 6421 3086-39
E-Mail: kbinder@sps-magazin.de
Mathis Bayerdörfer, Editor in chief
Phone +49 6421 3086-597
E-Mail: mbayerdoerfer@sps-magazin.de

7 Contact:

Online-Werbung:
Heiko Hartmann, Advertisement/Media consultant
Phone +49 6421 3086-11
E-Mail: hhartmann@sps-magazin.de

January	February	March	April	May	June
07.01.2016 Thu	04.02.2016 Thu	03.03.2016 Thu	07.04.2016 Thu	04.05.2016 Wed	02.06.2016 Thu
14.01.2016 Thu	11.02.2016 Thu	10.03.2016 Thu	14.04.2016 Thu	12.05.2016 Thu	09.06.2016 Thu
21.01.2016 Thu	18.02.2016 Thu	17.03.2016 Thu	21.04.2016 Thu	19.05.2016 Thu	16.06.2016 Thu
28.01.2016 Thu	25.02.2016 Thu	24.03.2016 Thu	28.04.2016 Thu	25.05.2016 Wed	23.06.2016 Thu
		31.03.2016 Thu			30.06.2016 Thu

July	August	September	October	November	December
07.07.2016 Thu	04.08.2016 Thu	01.09.2016 Thu	06.10.2016 Thu	03.11.2016 Thu	01.12.2016 Thu
14.07.2016 Thu	11.08.2016 Thu	08.09.2016 Thu	13.10.2016 Thu	10.11.2016 Thu	08.12.2016 Thu
21.07.2016 Thu	18.08.2016 Thu	15.09.2016 Thu	20.10.2016 Thu	17.11.2016 Thu	15.12.2016 Thu
28.07.2016 Thu	25.08.2016 Thu	22.09.2016 Thu	27.10.2016 Thu	24.11.2016 Thu	
		29.09.2016 Thu			

SPS-MAGAZIN-News-App

The SPS-MAGAZIN News App provides a quick and clear access to information about news, background news and reports out of the automation sector. The app enables direct access to informations from www.sps-magazin.de. Moreover it presents the Automation Newsletter of SPS-MAGAZIN in the current version 1.0.



www.sps-magazin.de/News-App

1 Prices and advertising forms in the Automation Newsletter:

Format	Placement	Page 1	From page 2
185 x 30mm	Top	€ 1.200,-	€ 950,-
90 x 65mm	Middle	€ 1.000,-	€ 850,-
185 x 30mm	Bottom	€ 950,-	€ 800,-
123 x 87mm	Bottom	-	€ 1.250,- (only page 2)
35 x 15mm	Up	€ 700,-	-
49 x 84mm	Middle	-	€ 650,- (page before Zahlenfutter)
90 x 65mm Sommer special	Variable	€ 299,-	

2 File format:

Please send us data only in the RGD colour space and in a resolution of 300dpi. Data in the CMYK color space can lead to colour loss during the production process. Supported data file formats are PDF or EPS with embedded fonts resp. fonts changed in trailers.

3 Material delivery:

Please send the following data on delivery to: anzeigen@sps-magazin.de

- Customer name
- Contact for requests
- Target URL

4 Deadline:

7 days before release

5 Usage data:

Circulation 10.517 (September 2015)

Page 1



Page 2



Page 3



Page 4



1 Name: Automation Product Newsletter



January	February	March	April	May	June
19.01.16 Tue	02.02.16 Tue	01.03.16 Tue	05.04.16 Tue	03.05.16 Tue	07.06.16 Tue
26.01.16 Tue	09.02.16 Tue	08.03.16 Tue	12.04.16 Tue	10.05.16 Tue	14.06.16 Tue
	16.02.16 Tue	15.03.16 Tue	19.04.16 Tue	17.05.16 Tue	21.06.16 Tue
	23.02.16 Tue	22.03.16 Tue	26.04.16 Tue	24.05.16 Tue	28.06.16 Tue
		29.03.16 Tue		31.05.16 Tue	



July	August	September	October	November	December
05.07.16 Tue	02.08.16 Tue	06.09.16 Tue	04.10.16 Tue	01.11.16 Tue	06.12.16 Tue
12.07.16 Tue	09.08.16 Tue	13.09.16 Tue	11.10.16 Tue	08.11.16 Tue	13.12.16 Tue
19.07.16 Tue	16.08.16 Tue	20.09.16 Tue	18.10.16 Tue	15.11.16 Tue	
26.07.16 Tue	23.08.16 Tue	27.09.16 Tue	25.10.16 Tue	22.11.16 Tue	
	30.08.16 Tue			29.11.16 Tue	

2 Kurzcharakteristik: Recipients of the Automation Product Newsletter know news long before it appears in print. The Newsletter shows news not only earlier but also shorter and more concise. Thereby you get a quick overview about new components, systems and solutions. APN's concept: Not one unnecessary word. Readers wishing for more in-depth information will get advice for additional literature and a link to read on.

3 Target group:

Operators and experts from the plant construction and mechanical engineering sector

4 Usage data:

10.777 subscribers (Sep. 15)

5 Frequency:

48 per year

6 Publisher:

TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg
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Phone +49 6421 3086-16
cworm@sps-magazin.de

8 Prices and advertising forms:

1) Sponsoring Newsletter:

- 3 product news*
- 1 Banner (900x150px)
- Your company logo
- Price: 3.000,-€

2) Stand Alone Newsletter:

- at least 8 up to 10 Product news*
- 1-3 Banner (900x150px)
- Your company logo
- Price: 6.000,-€

* each product news with 500-1.000 characters

The product news are linked to the target URL via www.sps-magazin.de.

9 File format:

JPEG, PNG or animated GIF in the RGB colour space with 72dpi

10 Material delivery:

Please send us the following data upon delivery to:
cworm@sps-magazin.de

- Customer name
- Contact for requests
- Target URL
- Company logo
- Sponsoring-News (Text as Word, RTF etc. + picture)
- Banner in a 900x150px format

11 Deadline:

7 days before release



1 Address: www.i-need.de

2 Profile in brief: i-need.de is the new product search engine for the automation sector uniting all products out of the market overviews from SPSMAGAZIN.

On i-need.de all important information about your products converge.

3 Basic Account: Our free Basic Account is your perfect entry to www.i-need.de

	Basic Account	Premium Account
Market overview entry	X	X
① Manufacturers information		X
② Overview of all products		X
③ Editorial articles		X
③ Product news		X
④ Premium listing		X
⑤ Product ranking		X
⑥ Video download		X
⑦ Whitepaper download		X
⑧ Microsite		X
Contract period 12 months	free	€ 2.200,-

4 Basic account services:

- Unlimited number of products per account
- Intelligent filter options for users
- Fast access to results
- well-arranged presentation
- Printed market overviews in SPS-MAGAZIN with reference to www.i-need.de

5 Premium Account: Mit dem i-need.de Premium Account können Sie Ihre Produkte weiter in den Vordergrund rücken und haben Zugriff auf weitere exklusive Features.



6 Premium-Account services:

With a premium account users get quick access to their::

- Overview of all products
- Product ranking:
See, which of your products have been seen and searched the most
- Published editorial articles & product news
- Automatic link to published technical contributions and news
- Premium listing per market overview
- Manufacturer information
- Microsite
- No contract duration/
automatic expiration after 12 months
- Cheap annual contribution

In addition you have the option to provide a download for videos and whitepapers

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Ziffer 2: Anzeigen sind im Zweifel zur Veröffentlichung innerhalb eines Jahres nach Vertragsabschluss abzurufen. Ist im Rahmen eines Abschlusses das Recht zum Abruf einzelner Anzeigen eingeräumt, so ist der Auftrag innerhalb eines Jahres seit Erscheinen der ersten Anzeige abzuwickeln, sofern die erste Anzeige innerhalb der in Satz 1 genannten Frist abgerufen und veröffentlicht wird.

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