Media Kit 2015

SPS MAGAZIN

- Automation technology
- Market – Trends – Technics
- Sensor & Measurement technology
- inMotion
- Safe Automation



Media kit online
SPS media kit as PDF download
directly to your smartphone or tablet
www.sps-magazin.de/Media2015EN

TeDo VERLAG

ivw-geprüft

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1 Title: SPS-MAGAZIN

2 Profile in brief: 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 the field. Our range of topics has increased constantly over the years. The single 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.

3 Target group: operators and experts

4 Frequency: 13x per year plus 5 special issues:
4x Industrial Ethernet Journal, Process Automation,

5 Size: DIN A4

6 Volume: 28th volume 2015

7 Purchase prices:

Annual subscription	Germany € 92,52 (plus sales tax), international € 115,-
price per copy	€ 8,41 (plus sales tax)
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9 Memberships: -

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14 Volume analysis

2013 = 26 issues

Size	DIN A4, 210mm (width) x 297mm (height)		
Total volume	3.172 pages	=	100,0%
Editorial section	2.480 pages	=	78,2%
Advertisement section	692 pages	=	21,8%
thereof bound-in inserts	57 pages	=	1,8%
Publisher's Ads	38 pages	=	1,2%
Loose enclosures	14 copies		

Regular contents: Products 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 measure-ment technology	Fairs and events
1+2 Publication date: **04-02-2015** Advertisement deadline: 26-01-2015 Editorial deadline: 19-12-2014	Small and compact PLC-Systems *with market overview* Embedded hardware *with Marktspiegel* High-level-language programming	Panel-PCs with multi touch	Servo technology	Safety bus products *with market overview*	Inductive sensors Data loggers *with market overview*	LogiMat Stuttgart, 10-02-15 - 12-02-15 embedded world Nürnberg, 24-02-15 - 26-02-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Industrial Ethernet	Air conditioning in modular enclosure systems	Engineering environment	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews	PC-based controllers Embedded-Systeme	Telecontrol and remote maintenance				

Issue and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measure-ment technology	Fairs and events
3 Publication date: **27-02-2015** Avertisement deadline: 09-02-2015 Editorial deadline: 16-01-2015	Embedded OS *with market overview* Medium and big PLC-systems *with market overview* Project orientation pros and cons	Web-based operating and monitoring	Frequency converter Gear motors *with market overview*	Safety evaluation instruments *with market overview*	Thermography Opto sensors *with market overview*	CeBIT Hannover, 16-03-2015 - 20-03-15 all about automation Dortmund, 11-03-15 - 12-03-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Gateways	Casings and modular enclosure systems	Electronic CAD systems *with market overview*	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews	AS-Interface components and I-O-Link products	Display units and control panels			Data writers and data loggers	

Issues and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measure-ment technology	Fairs and events
4 Publication date: **19-03-2015** Advertisement deadline: 05-03-2015 Editorial deadline: 10-02-2015	Multifunctional devices: PLC Systems with inte-grated operating panels *with market overview* Codesys introduction	Multitouch displays	Compact drive and mini servo controller Motor starters *with market overview*	Safety emergency shut-down switches *with market overview*	Identification (Codes, RFID) Light barriers / light grids *with market overview*	Hannover Messe Hannover, 13-04-15 - 17-04-15 Automatisierungstreff Böblingen, 24-03-15 - 26-03-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Fiber optics	Overvoltage protection	Simulation	Current topics around security	G&M in engineering, electrical engineering and automation	
Product overviews	Fieldbus products				Vision sensors NEW	

Issues and dates	Protocols and standards	Components and solutions	Application and industry	Security	Market overview / Marktspiegel	Fairs and events
Industrial Ethernet Journal Issue I* Publication date: **19-03-2015** Advertisement deadline: 02-03-2015 Editorial deadline: 10-02-2015 *seperate price list on page 15	Profinet Safetynet p	Ethernet in drive engineering	Automotive industry	Redudant communication	Serial adapters for Ethernet *with market overview*	Hannover Messe Hannover, 13-04-15 - 17-04-15
Product overviews					Wireless products	

Regular content: Best Practice, Market, Trends, Technics, Systems, Technologies, Infrastructure, Wireless, Protocols, Realtime-Ethernet, Security

Regular contents: Products 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 measure-ment technology	Fairs and events
Hannover Messe Publication date: **07-04-2015** Advertisement deadline: 19-03-2015 Editorial deadline: 26-02-2015	Comprehensive Hannover Messe special Controlling news around Hannover Messe	Process visualisation systems *with market overview* The fast way to visualisation	Energy-efficient motors *with market overview* Encoders & position sensors	Standards and directives	Hydraulic and fluid sensors Pressure measurement *with market overview*	Hannover Messe Hannover, 13-04-15 - 17-04-15 MEORGA MSR-Spezialmesse Halle (Saale), 22-04-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Fieldbus wiring GSM-/GPRS modems *with market overview*	Energy distribution	Engineering trends	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews	Ethernet components	Process visualisation systems				

Issue and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measure-ment technology	Fairs and events
5 Publication date: **30-04-2015** Advertisement deadline: 13-04-2015 Editorial deadline: 31-03-2015	Mobile machinery automation *with market overview* Automation according to IEC61499	HMI software	Low-voltage switch-gear/motor protection circuit breaker *with market overview*	Soft-PLC	Temperaturmesstechnik Temperature measurement technology *with market overview*	Sensor + Test Nürnberg, 19-05-15 - 21-05-15 Control Stuttgart, 05-05-15 - 08-05-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Wireless in production	Connectors	CAD and CAE	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews	Industrial computers	Industrial power supply				

Issue and dates	Protocols and standards	Components and solutions	Application and industry	Safety	Market overview / Marktspiegel	Fairs and events
Industrial Ethernet Journal Issue II* Publication date: **22-05-2015** Advertisement deadline: 05-05-2015 Editorial deadline: 17-04-2015 *seperate price list on page 15	Ethercat Modbus TCP/IP	Ethernet connection technology	Food and beverage industry	Internet of things	Wireless LAN for industry	
Product overview					IT and network security	

Regular content: Best Practice, Market, Trends, Technics, Systems, Technologies, Infrastructure, Wireless, Protocols, Realtime-Ethernet, Security

Issue and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measure-ment technology	Fairs and events
6 Publication date: **03-06-2015** Advertisement deadline: 05-05-2015 Editorial deadline: 17-04-2015	Industrial PCs *with market overview*	IPC processors in performance comparison OPC UA – introduction	Stepper motors *with market overview* Ethernet in drive technology	Safety I/O units *with market overview*	Level measurement technology Pressure measurement *with market overview*	all about automation friedrichshafen all about automation Friedrichshafen, 09-06-15 - 10-06-15 ACHEMA 2015 Achema Frankfurt am Main, 15-06-15 - 19-06-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Near-sensor communication	Cables for automation	Online tools	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews	CoDeSys products	Displays, touchscreens, keyboards and peripheral products				

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

Issue and dates	Application	Content	Fairs and events
Process Automation* Publication date: **03-06-2015** Advertisement deadline: 05-05-2015 Editorial deadline: 17-04-2015 *seperate price list on page 15	Our topic: Automation technology in process industry! Our topic: Automation technology in process industry! SPS-MAGAZIN's special issue 'Process Automation' covers ACHEMA 2015 for all readers focusing on automation technology in process industries. Our special issue offers a perfect platform to companies which enables them to present their solutions for industries like the chemical industry, the pharmaceutical industry, food and beverage as well as biotechnology, but also paper, automobile and the supply industries.	Energy efficiency, wireless communication, instrinsically safe field devices and remote-IOs, measurement technology, process engineering, process control systems, profibus PA/Foundation Fieldbus, asset management, additional content after submission	ACHEMA 2015 Achema Frankfurt a.M. , 15-06-15 - 19-06-15 MEORGA MSR-Spezialmesse Nord MEORGA MSR-Spezialmesse Hamburg-Schnelsen, 10-06-15

Issue and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measurement technology	Fairs and events
7 Publication date: **02-07-2015** Advertisement deadline: 15-06-2015 Editorial deadline: 28-05-2015	PC-based control systems *with market overview* S7 programming	Operating and monitoring news Mice, keyboards and joysticks	Encoders (Singleturn encoders) *with market overview* IE3/IE4 motors	Safety controllers *with market overview*	Condition Monitoring (inkl. Big Data analysis) Level measurement technology *with market overview*	
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Protocol converters and multi protocol solutions Fieldbus products *with market overview*	Switches, switchgears and push buttons	Mechatronic engineering	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews		Cables, wires and plug-in connectors		Apps for automation		

Issue and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measure-ment technology	Fairs and events
8 Publication date: **23-07-2015** Advertisement deadline: 03-07-2015 Editorial deadline: 12-06-2015	PC-based control sys-tems (integrated sys-tems) *with market overview* Version management for PLC-projects	Telecontrol and remote maintenance *with market overview* Portals for remote services	Linear direct drives *with market overview* Robotics and motion control	Holistic security concepts	Ultrasound Coulour sensors *with market overview*	
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Ethernet-cabling M2M and remote access *with market overview*	New components for automation technology	PLM and PDM	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews		Switches, relays, safegu-ards and key buttons	Drive technology			

Issue and dates	Protocols and standards	Components and solutions	Application and industry	Security	Market overview / Marktspiegel	Fairs and events
Industrial Ethernet Journal Issue III* Publication date: **02-09-2015** Advertisement deadline: 14-08-2015 Editorial deadline: 29-07-2015 *seperate price list on page 15	Ethernet/IP Varan	Power-over-Ethernet	Packaging industry	Holistic security	Cables for Industrial Ethernet *with market overview* Security *with Marktspiegel*	
Product overviews					Industrial Ethernet in drive technology Industrial Ethernet in measurement technology	

Regular content: Best Practice, Market, Trends, Technics, Systems, Technologies, Infrastructure, Wireless, Protocols, Realtime-Ethernet, Security

Regular contents: Products 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: **02-09-2015** Advertisement deadline: 14-08-2015 Editorial deadline: 29-07-2015	Micro control units *with market overview* Scalable control solutions	Operating and monitoring news	Efficiency and recovery system Drive dimension	Safety position switches (Version 1) *with market overview*	Data loggers Temperature measurement *with market overview*	HUSUM Wind Husum Wind Husum, 15-09-15 - 18-09-15 IAA IAA Nutzfahrzeuge Hannover, 17-09-15 - 27-09-15 all about automation leipzig all about automation Leipzig, 23-09-15 - 24-09-15 MEORGA MSR-Spezialmesse Südost MEORGA MSR-Spezialmesse Landshut, 16-09-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Industrial Ethernet	Energy supply and uninterruptible power supplies	Engineering trends	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews			Elektro-CAD systems		Ident systems / RFID	

Issue			
Wind See issue 9/2015	This issue is adressed to users and decision makers focusing on the technical equipment sector for wind energy plants. The journal offers a platform to companies which enables them to get current and comprehensive information about innovations, new components, solutions and technical trends within the industry, but also about Smart Grids and other renewable energies.	Sensor technology, Condition Monitoring, Control technology, Operating and monitoring, Engineering, Communication, Safety, Drive technology, Image processing, Measurement technology	

Issue and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measurement technology	Fairs and events
10 Publication date: **01-10-2015** Advertisement deadline: 11-09-2015 Editorial deadline: 28-08-2015	Engineering systems for PLCs	Machine visualization *with market overview* Signaling devices and indicator lights	Drive technology *mit Marktspiegel* Linear technology and handling	Safety laser scanners *with market overview*	Flow measurement technology Multimeter *with market overview*	Motek Motek Stuttgart, 05-10-15 - 08-10-15 MEORGA MSR-Spezialmesse Niedersachsen MEORGA MSR-Spezialmesse Braunschweig, 14-10-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Fieldbus and Ethernet diagnostics	Cable routing and energy chains	Integration	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews	PLC systems	Casings and modular enclosure systems			Process measuring technology	

Issue and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measure-ment technology	Fairs and events
11 Publication date: **28-10-2015** Advertisement deadline: 05-10-2015 Editorial deadline: 25-09-2015	Industrial PCs *with market overview* STEP7-compatible controls	Gesture control	Frequency converters *with market overview* Rotary encoders and sensors	Safe drive technology *with market overview*	Sensors for mobile machinery *(Hydraulics, rotary encoders, position...)* Vision sensors *with market overview*	 SPS IPC Drives Nürnberg, 24-11-15 - 26-11-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Industrial Ethernet components *with market overview*	Signal technology	Simulation	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews	Fieldbus products				Sensors	

Issue and dates	Protocols	Components	Application	Security	Market overview /	Fairs and events
Industrial Ethernet Journal Issue IV* Publication date: **28-10-2015** Avertisement deadline: 05-10-2015 Editorial deadline: 25-09-2015 *seperate price list on page 15	Ethernet Powerlink Sercos III	Diagnostic for Ethernet	Measurement and process technology	Access protection and firewalls	I/O-systems for Ethernet *with market overview*	 SPS IPC Drives Nürnberg, 24-11-15 - 26-11-15
Product overviews					Industrial Ethernet components	

Regular content: Best Practice, Market, Trends, Technics, Systems, Technologies, Infrastructure, Wireless, Protocols, Realtime-Ethernet, Security

Regular contents: Products 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 measure-ment technology	Fairs and events
SPS-Special Publication date: **18-11-2015** Advertisement deadline: 29-10-2015 Editorial deadline: 13-10-2015	Programming software for PLCs *with market overview* Micro control systems *with market overview* Automation based on canned solutions	Process control systems *with market overview* Industrial keyboards	Electric motors *with market overview* Decentralised drive concepts	Safety products *with market overview*	Light barriers Inductive sensors *with market overview*	 SPS IPC Drives Nürnberg, 24-11-15 - 26-11-15
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Router & Access points	New components for automation technology	Mechatronic	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews				Safety products	Products for the Ex area	

Issue and dates	Control technology	Operating and monitoring	Drive technology	Safe automation Safety	Sensor and measure-ment technology	Fairs and events
12 Publication date: **16-12-2015** Advertisement deadline: 30-11-2015 Editorial deadline: 06-11-2015	Decentral I/O systems *with market overview* Programming strategies for control technology	Control terminals *with market overview*	Drive units and mechatronic Conveyor technology	Safety light grids *mit Marktübersicht*	Review: Sensor innovations 2015 RFID *with market overview*	
	Communication	**Components**	**Construction and mechatronics**	**Security**	**Guidance and management**	
	Redundant communication	New components for automation technology	Enigeering interfaces	Current topics concerning security	G&M in engineering, electrical engineering and automation	
Product overviews					Process controls	

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)				
1/1 page	185mm x 270mm	210mm x 297mm	€ 5.425,-	€ 6.125,-	€ 6.465,-	€ 6.825,-
2/3 page	120mm x 270mm	210mm x 198mm	€ 3.640,-	€ 4.240,-	€ 4.540,-	€ 4.850,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 3.200,-	€ 3.710,-	€ 3.950,-	€ 4.200,-
1/2 page vertical	90mm x 270mm	105mm x 297mm	€ 2.720,-	€ 3.230,-	€ 3.470,-	€ 3.720,-
1/2 page oblong	185mm x 130mm	210mm x 148mm	€ 2.720,-	€ 3.230,-	€ 3.470,-	€ 3.720,-
1/3 page vertical	60mm x 270mm	70mm x 297mm	€ 1.810,-	€ 2.195,-	€ 2.375,-	€ 2.570,-
1/3 page oblong	185mm x 90mm	210mm x 100mm	€ 1.810,-	€ 2.195,-	€ 2.375,-	€ 2.570,-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1.360,-	€ 1.680,-	€ 1.840,-	€ 1.995,-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1.360,-	€ 1.680,-	€ 1.840,-	€ 1.995,-
1/4 page oblong	185mm x 65mm	210mm x 74mm	€ 1.360,-	€ 1.680,-	€ 1.840,-	€ 1.995,-
1/8 page	90mm x 65mm	105mm x 74mm	€ 720,-	€ 960,-	€ 1.070,-	€ 1.190,-
1/8 page vertical	45mm x 130mm	52mm x 148mm	€ 720,-	€ 960,-	€ 1.070,-	€ 1.190,-
1/8 page oblong	185mm x 30mm	210mm x 39mm	€ 720,-	€ 960,-	€ 1.070,-	€ 1.190,-
Cover pages	210mm x 297mm		€ 6.200,-	€ 6.900,-	€ 7.240,-	€ 7.600,-

*Product overviews available only for certain topics and in a layout determined by SPS-MAGAZIN. Each topic is usually published once a year (see editorial calendar page 4-12).

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

Front page on enquiry

Colour surcharges	1/1 p.	2/3 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 700,-	€ 600,-	€ 510,-	€ 385,-	€ 320,-	€ 240,-
3-coloured	€ 1.040,-	€ 900,-	€ 750,-	€ 565,-	€ 480,-	€ 350,-
4-coloured	€ 1.400,-	€ 1.210,-	€ 1.000,-	€ 760,-	€ 635,-	€ 470,-
Special colour each	€ 950,-	€ 950,-	€ 810,-	€ 810,-	€ 810,-	€ 810,-

Placing extra charge of 10% on basic price (b/w) on binding and confirmed placings
Agency discount 15%
Colour surcharge non-discountable
Format surcharges advertisements over binding, gutter bleed: 10% on basic price

VAT All prices are zero rated for VAT.
Occasion discount 10% (Job advertisements)

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%

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 'Technical data' p.18

80 - 135 g/m²	2 pages	€ 4.850,-
	4 pages	€ 6.495,-
	8 pages	€ 9.785,-
	12 pages	€ 12.945,-
136 - 170g/m²	10% extra charge on basic price	
ab 170g/m²	15% extra charge on basic price	

Loose inserts Delivery quantity: 26.800 copies
Delivery details: see 'Technical data' p.19

		‰ price
up to 25 g	€ 5.725,-	€ 216,-
up to 50 g	€ 8.300	€ 313,-
over 50 g	on enquiry	

Fixed inserts Delivery quantity: 26.800 copies
Delivery details: see 'Technical data' p.19

Fixed inserts up to 5 g (without gluing)	€ 895,-
Mechanical gluing	€ 980
Manual gluing	on enquiry

6 Contact advice and booking
Markus Lehnert, Advertising management
Phone.: +49 6421 3086-594

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:	Postbank Frankfurt/Main:
bank code 533 500 00, acc.no. 1037305320	bank code 500 100 60, acc.no. 517 030-603
IBAN: DE83 5335 0000 1037 3053 20	IBAN: DE 51 5001 0060 0517 0306 03
SWIFT-BIC: HELADEF1MAR	SWIFT-BIC: PBNKDEFF

Circulation 15.000

1 Advertising formats and prices:

(All prices are zero rated for VAT.)

Size	Width x Height	b/w	2c	3c	4c
1/1 page	185mm x 270mm	€ 3.165,-	€ 3.480,-	€ 3.795,-	€ 4.105,-
2/3 page	120mm x 270mm	€ 2.285,-	€ 2.525,-	€ 2.760,-	€ 3.000,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2.000,-	€ 2.175,-	€ 2.345,-	€ 2.520,-
1/2 page vertical	90mm x 270mm	€ 1.740,-	€ 1.915,-	€ 2.085,-	€ 2.260,-
1/2 page oblong	185mm x 130mm	€ 1.740,-	€ 1.915,-	€ 2.085,-	€ 2.260,-
1/3 page vertical	60mm x 270mm	€ 1.240,-	€ 1.375,-	€ 1.510,-	€ 1.645,-
1/3 page oblong	185mm x 90mm	€ 1.240,-	€ 1.375,-	€ 1.510,-	€ 1.645,-
1/4 page	90mm x 130mm	€ 985,-	€ 1.080,-	€ 1.175,-	€ 1.275,-
1/4 page vertical	45mm x 270mm	€ 985,-	€ 1.080,-	€ 1.175,-	€ 1.275,-
1/4 page oblong	185mm x 65mm	€ 985,-	€ 1.080,-	€ 1.175,-	€ 1.275,-
1/4 page special advertising format**	91mm x 110mm	€ 600,-	€ 700,-	€ 700,-	€ 700,-
1/8 page	90mm x 65mm	€ 560,-	€ 630,-	€ 685,-	€ 740,-
1/8 page vertical	45mm x 130mm	€ 560,-	€ 630,-	€ 685,-	€ 740,-
1/8 page oblong	185mm x 30mm	€ 560,-	€ 630,-	€ 685,-	€ 740,-
Cover pages	185mm x 270mm	€ 3.575,-	€ 3.890,-	€ 4.205,-	€ 4.515,-

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/m²	4 pages	€ 4.000,-
	8 pages	€ 5.900,-
	12 pages	€ 7.850,-
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 'Fixed inserts').

4 Loose inserts

Delivery quantity: 15.300 copies

		per 1.000 copies
up to 25g	€ 2.775,-	€ 185,-
up to 50g	€ 3.675,-	€ 245,-
more than 50g		on enquiry

5 Fixed inserts

Delivery quantity : 15.300 copies

Fixed inserts (up to 5g without gluing)	€ 845,-
Mechanical gluing	€ 930,-
Manual gluing	on enquiry

6 Contact advice and booking

Process Automation
Heiko Hartmann
Phone: +49 6421 3086-11

Industrial Ethernet Journal
Thomas Möller
Phone: +49 6421 3086-13

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%

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bank code 533 500 00, acc.no. 1037305320
IBAN: DE83 5335 0000 1037 3053 20
SWIFT-BIC: HELADEF1MAR

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IBAN: DE 51 5001 0060 0517 0306 03
SWIFT-BIC: PBNKDEFF

1 Magazine format

DIN A4 210mm x 297mm (width x height)
Printspace: 185mm x 270mm (width x height)

2 Printing process

Offset: printing colours in Euro scale (CMYK) for offset according to ISO 12647-2, adhesive binding

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

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

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 (ISO 12647-2:2004)

10 Return

Material is only returned by special requests of the customer. Storage obligation ends three months after the advertisement has been published.

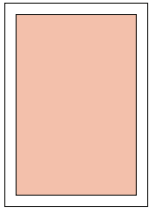
11 Warranty

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.

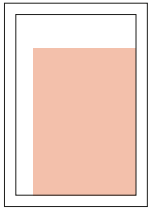
12 Contact

Michaela Preiß, Media Ad Reservation
Phone: +49 6421 3086-44
E-Mail: mpreiss@sps-magazin.de
anzeigen@sps-magazin.de

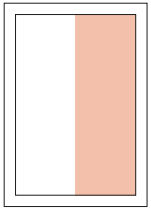
Size format print space (width x height):



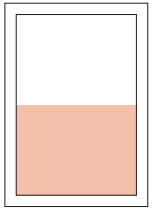
1/1 page
185mm x 270mm



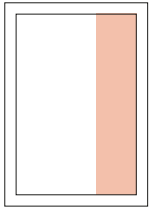
1/2 page A5 (junior)
140mm x 190mm



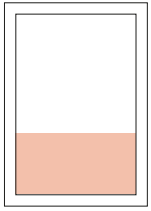
1/2 page vertical
90mm x 270mm



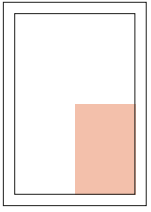
1/2 page oblong
185mm x 130mm



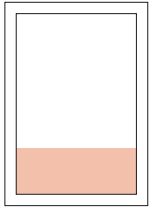
1/3 page vertical
60mm x 270mm



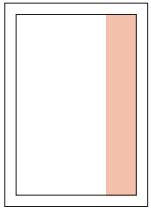
1/3 page oblong
185mm x 90mm



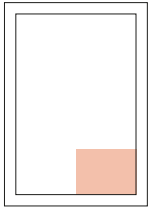
1/4 page
90mm x 130mm



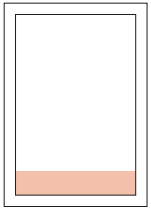
1/4 page oblong
185mm x 65mm



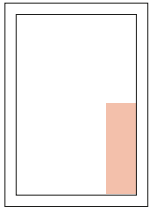
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

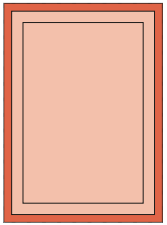


1/8 page oblong
185mm x 30mm

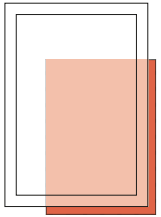


1/8 page vertical
45mm x 130mm

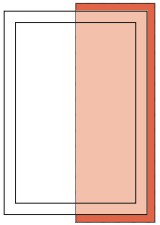
Size format with bleed (width x height):



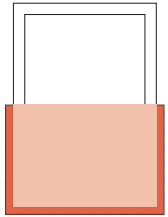
1/1 page
210mm x 297mm



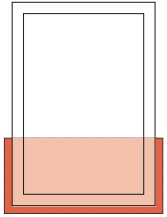
1/2 page A5 (junior)
148mm x 210mm



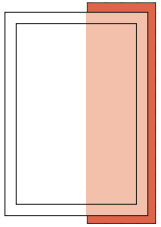
1/2 page vertical
105mm x 297mm



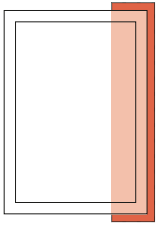
1/2 page oblong
210mm x 148mm



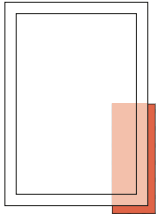
1/3 page oblong
210mm x 100mm



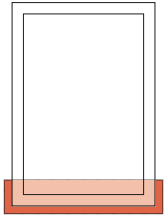
1/3 page vertical
70mm x 297mm



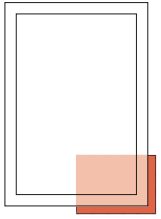
1/4 page vertical
52mm x 297mm
1/4 page oblong
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page vertical
52mm x 148mm



1/8 page oblong
210mm x 39mm

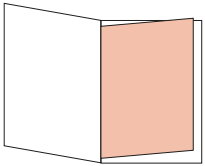


1/8 page
105mm x 74mm

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

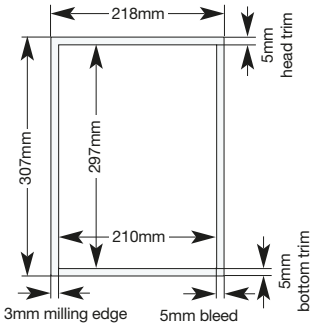
Bound inserts Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds, multisheet bound-in supplements or those with flaps are to be delivered folded. The front page of the bound-in supplements needs to be marked

Placing between to parts of one sheet of paper. Multipage bound-in supplements neet to be delivered folded and in uncut ormat. Cut pages, also within the gutter, need a 3mm margin per cut page.

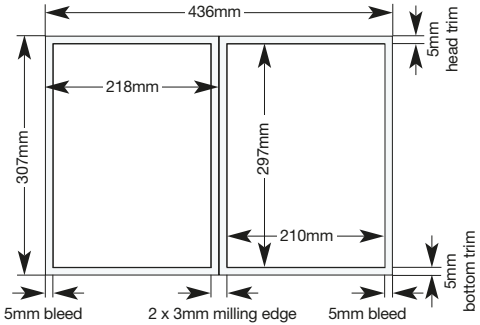


Minimal size	147mm x 210mm
Maximum size	210mm x 297mm
Minimal weight	for products with 4 pages 115g/m²

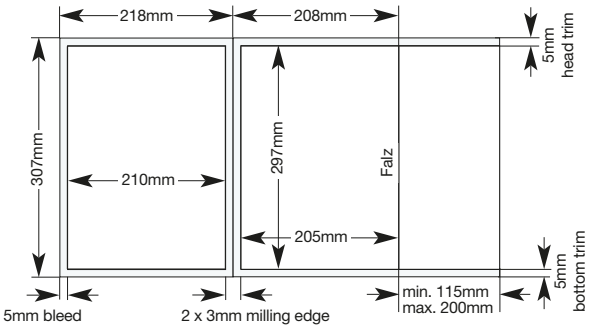
2 pages bound-in



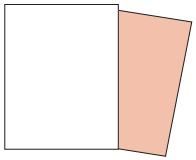
4 pages bound-in



4 pages bound-in with cover



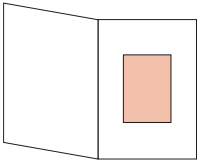
1 Loose inserts Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weights. We need the inserts trimmed and clinched as final products



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 foll-paged advertisements we additionally charge 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 onubstructed production, please fix a sample of the content on the pallet's outside. Please send an additional sample to the publisher.

Delivery quantity 26.800 copies

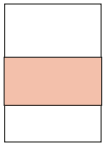
Delivery address The delivery address for bound-in inserts and any supplements will be given to you with the confirmation.

Delivery deadline The printing material deadline is the material delivery deadline for the issue (see 'Editorial calenda' p. 4.).

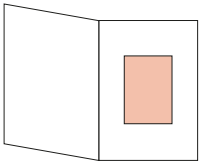
3 Contact:
Markus Lehnert Advertising management
Phone: +49 6421 3086-594
E-Mail: mlehnert@sps-magazin.de

1 Special Advertising

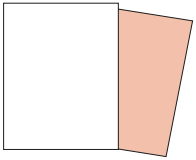
Banderole



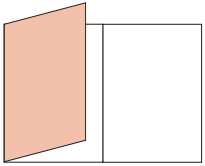
Affixed Postcard



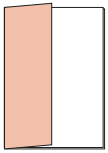
Supplement



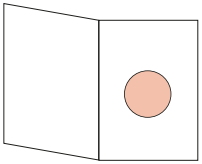
Gatefolder



Flying Sheet



CD-ROM



2 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.



3 Price list

2 pages, 4-coloured, 135g/m²					
Circular	500	1.000	2.000	5.000	10.000
Euro	€ 725,-	€ 770,-	€ 865,-	€ 1.180,-	€ 1.395,-
4 pages, 4-coloured, 135g/m²					
Circular	500	1.000	2.000	5.000	10.000
Euro	€ 810,-	€ 850,-	€ 975,-	€ 1.385,-	€ 2.010,-

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 material. Of course you will receive a proof copy before print.

Sampler prices

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

1/4 page b/w		1/4 with logo coloured	1/4 page coloured
Basic price	€ 720,-	€ 720,-	€ 720,-
Product coloured	--	--	€ 100,-
Logo coloured	--	€ 60,-	€ 60,-
Online-version	--	--	--
Special price only	**€ 720,-**	**€ 780,-**	**€ 880,-**

Order form www.sps-magazin.de/produktuebersichten
Format 91mm x 110mm

Don't have time for advertisements?

Please send us the materials – we will do the rest for you!
anzeigen@sps-magazin.de

What data do we need? – Required data check:

- Contact information – phone, fax, we-address, e-mail
- Logo – please send your digitized logo
- Product image – we need your image with a minimum resolution of 300dpi
- Text – word- and other text files, RTF files up to a maximum of 800 characters

QR-Code

Now every advertisement with an individual QR-Code.
So our readers can scan the code of your ad with an iPhone/Android Smart Phone and are directly forwarded to the desired web page.

Contact product overviews:

Judith Vogler
Advertisement/Media consultant
Phone.: +49 6421 3086-19
E-Mail: jvogler@sps-magazin.de

Company portrait

1 Profile in brief

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

- integrated layout with logo, company image (address, profiles, products etc.)
- approx. 1.400 characters
- bookable as ½ page 4c

2 Price

1/2 page 4c 1.350€



1 Circulation control

2 Circulation analysis Copies per issue on average from April 1st 2014 until June 30th 2014 (2nd quarter 2014)

Printed copies:	26.500		
Actually distributed copies (ADC):	26.147	thereof international	768
Sold copies	1.244	thereof international	249
• Subscribed copies	1.212	Member copies	none
• Other sale	-	-	
• Single sale	32	thereof international	8
• Returned copies	-	-	
Free copies:	24.903	thereof international	519
Remaining, archive, voucher copies:	353		

3a Econimoic area

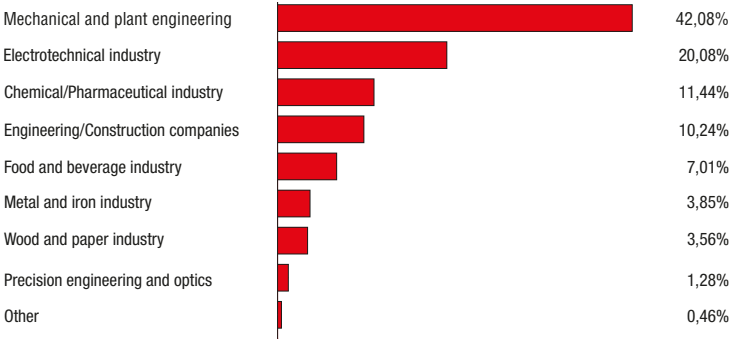
Percentage of actual distributed circulation

	copies	%
Germany	25.379	97,06%
International	768	2,94%
Actual distributed circulation	26.147	100%

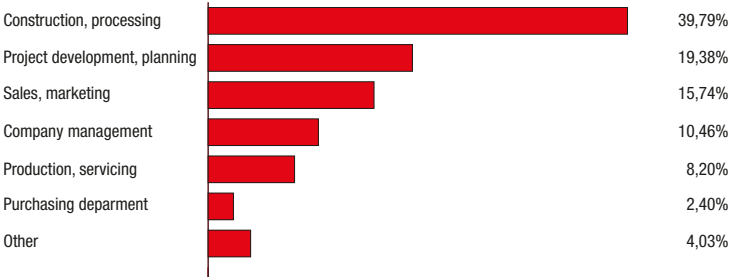
3b National distribution by postal code

Postal code 0	1.025	4,04%
Postal code 1	1008	3,97%
Postal code 2	1.718	6,77%
Postal code 3	2.683	10,57%
Postal code 4	3.089	12,17%
Postal code 5	3.284	12,94%
Postal code 6	2.865	11,29%
Postal code 7	4.360	17,18%
Postal code 8	3.071	12,10%
Postal code 9	2.276	8,97%
Actual distributed circulation	25.379	100%

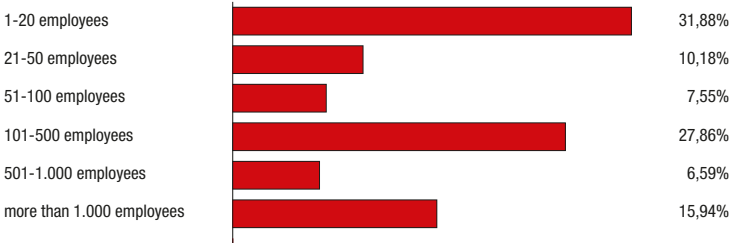
Target markets



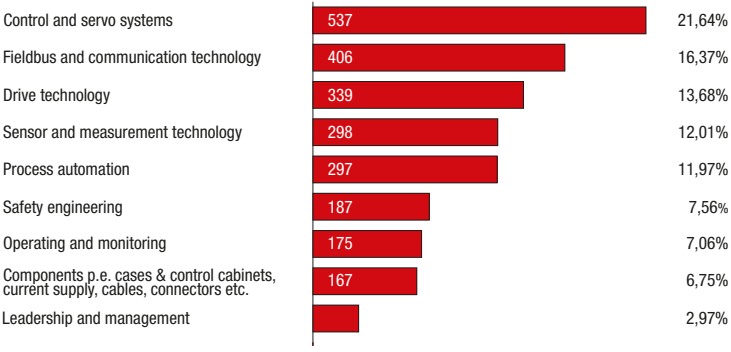
Sectors



Company sizes



Content analysis of the editorial part



1 Usage data approx. 21.000 visitors per month, approx. 394.000 page impressions per month

2 Profile in brief:

Online advertising has become indispensable for extensive campagning 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 users field of vision, also interactive via mouse-over	€ 2.460,-
4. Super-Banner	728 x 90 Pixel	Prominently placed at the heading section with lots of space for product presentations	€ 1.390,-
5. Expandable-Super-Banner	728 x 90 Pixel 728 x 160 Pixel opened	A whole lot 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 big enough for the most creative advertisements	on enguiry
7. Wallpaper	961 x 90 Pixel 160 x 600 Pixel	Combine the advantages of Skyscrapers and Super banner. You can even define the background colour!	€ 3.200,-
8. Standard Top	170 x 60 Pixel	Smaller ad space to the right alongside of the content	€ 1.000,-

5 File format GIF, PNG, JPEG, Flash with a maximal file size of 4MB

6 Data delivery Please send the following data upon delivery to:
anzeigen@sps-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. Wallpaper



8. Standard Top



Producers Microsite



Present your products to your precise target group on our 'producers microsites'. Accessible at any time, throughout the year – and at a more than reasonable price.

You'll be able to reach your entire target group and get a unique combination of print and online presence.

On your own microsite you can present your company or your products. Additionally you can present your news. You can modify the contents of your microsite at any time via the login/members area.

The following tools will be generaterd automatically:

Your product news



Product news that have been published in the SPS-MAGAZIN will be listed here and can be accessed easily by the users. Of course this service is being maintained automatically.

Your editorial articles



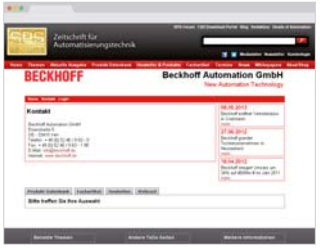
Editorial articles published in SPS-MAGAZIN are listed here, will be automatically visible for the user and can be accessed easily. With this tool you will get a press review without effort.

Your market overviews



Market overviews published in SPS-MAGAZIN are an important base of decision-making for users in the automation sector. Here your products are filtered from the regular market overviews and presented in a separate market overview containing your products only.

Your contacts



Enquiries about your products and contributions can be easily forwarded to you via the contact form.

**Price 1.650,- €
(+VAT) for 12 months**

Webcast



Webcasts, audio/video contents designed specifically for internet presentation, are getting more and more popular. Through dynamic presentation the webcast uses sensory approaches similar to television and radio. Your messages are available at any time for our users. If you're looking to present your webcast to a clearly defined target audience, this is the right place for you.

Price list

Contract period	Prices
6 months	€ 1.500,-
12 months	€ 2.400,-

Whitepaper



Place your customer references, case studies and market research findings in our section 'Whitepapers' and inform decision makers in the automation sector about your companies' capabilities.

Price list

Contract period	Prices
6 months	€ 750,-
12 months	€ 1.200,-

Placement

Whitepaper placement in PDF file format (per max. 3MB storage)

1 Name: Automation Newsletter



January	February	March	April	May	June
08-01-2015 Thu	05-02-2015 Thu	05-03-2015 Thu	01-04-2015 Thu	07-05-2015 Thu	03-06-2015 Wed
15-01-2015 Thu	12-02-2015 Thu	12-03-2015 Thu	09-04-2015 Thu	13-05-2015 Wed	11-06-2015 Thu
22-01-2015 Thu	19-02-2015 Thu	19-03-2015 Thu	16-04-2015 Thu	21-05-2015 Thu	18-06-2015 Thu
29-01-2015 Thu	26-02-2015 Thu	26-03-2015 Thu	23-04-2015 Thu	28-05-2015 Thu	25-06-2015 Thu
			30-04-2015 Thu		

July	August	September	October	November	December
02-07-2015 Thu	06-08-2015 Thu	03-09-2015 Thu	01-10-2015 Thu	05-11-2015 Thu	03-12-2015 Thu
09-07-2015 Thu	13-08-2015 Thu	10-09-2015 Thu	08-10-2015 Thu	12-11-2015 Thu	10-12-2015 Thu
16-07-2015 Thu	20-08-2015 Thu	17-09-2015 Thu	15-10-2015 Thu	19-11-2015 Thu	17-12-2015 Thu
23-07-2015 Thu	27-08-2015 Thu	24-09-2015 Thu	22-10-2015 Thu	26-11-2015 Thu	
30-07-2015 Thu			29-10-2015 Thu		

2 Profile in brief

The Automation Newsletter keeps you informed about current topics from 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 Publisher

TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg

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SPS-MAGAZIN News App

The SPS-MAGAZIN News App provides a quick and clear access to information from 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

Ad size	Placement	Page 1	only page 2
185 x 30mm	top	€ 1.150,-	€ 920,-
90 x 65mm	middle	€ 990,-	€ 820,-
185 x 30mm	bottom	€ 940,-	€ 760,-
123 x 87mm	bottom	-	€ 1.250,- (only page 2)
35 x 15mm	top	€ 650,-	-
49 x 84mm	middle	-	€ 650,- (page before 'Zahlenfutter')

2 File format PDF or EPS (RGB-colourspace) with embedded fonts resp. changed in trailers. Bitmap-resolution: 300dpi
Please do not assign passwords.

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

- Customer name
- Contact for requests
- target URL

3 Deadline 7 days before release data

4 Usage data Circulation: 11.620

page 1



page 2



page 3



page 4



1 Name: Automation Product Newsletter



January	February	March	April	May	June
20-01-15 Tue	03-02-15 Tue	03-03-15 Tue	14-04-15 Tue	12-05-15 Tue	09-06-15 Tue
	17-02-15 Tue	17-03-15 Tue	28-04-15 Tue	26-05-15 Tue	23-06-15 Tue
		31-03-15 Tue			

July	August	September	October	November	December
07-07-15 Tue	04-08-15 Tue	01-09-15 Tue	06-10-15 Tue	03-11-15 Tue	08-12-15 Tue
21-07-15 Tue	18-08-15 Tue	15-09-15 Tue	13-10-15 Tue	10-11-15 Tue	
		29-09-15 Tue	20-10-15 Tue	17-11-15 Tue	
			27-10-15 Tue	24-11-15 Tue	

2 Profile in brief

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

12.170 subscribers

5 Frequency

28 per year

6 Publisher

TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg

7 Contact

Christina Worm
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cworm@sps-magazin.de

8 Prices and advertising forms



1) **Sponsoring Newsletter:**
3 product news
1 banner
Your company logo
Price: 3000,-€

2) **Stand Alone Sponsoring:**
Max. 10 product news
1-3 banner
Your company logo
Price: 6000,-€

9 File format

TIF, JPG, PNG or animated GIF in the RGB colour space at 72dpi

10 Material delivery

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

- Customer name
- Contact for requests
- Target URLs
- Company logo
- Sponsoring-News (Text as Word, RTF, etc. + picture)
- Banner in a 680x90 pixels format

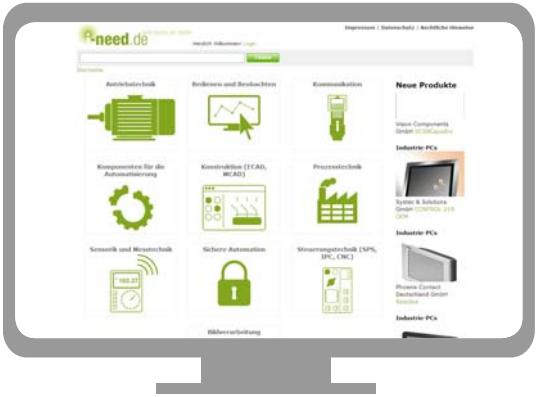
11 Deadline

7 days before release

Content 2015

Month	Publishing date	Focus
January	20-01-2015 Tue	Control technology (PLC, Engineering, Industrial PCs)
February	03-02-2015 Tue	Drive technology (Frequency converter, Servo converter, Motors)
	17-02-2015 Tue	Embedded hardware and embedded operating systems
March	03-03-2015 Tue	Communication systems (Fieldbus and Ethernet)
	17-03-2015 Tue	Encoders and position sensors
	31-03-2015 Tue	S7-Special/News about Hannover Messe
April	14-04-2015 Tue	Safety systems for automation
	28-04-2015 Tue	Operating and monitoring (HMI, Visualization systems, Panels)
May	12-05-2015 Tue	Casings and modular enclosure systems for industrial applications
	26-05-2015 Tue	Industrial PCs: New processors and technologies
June	09-06-2015 Tue	OPC UA: Technology and products
	23-06-2015 Tue	Control technology (PLC, Engineering, Industrial PCs)
July	07-07-2015 Tue	Drive technology (Frequency converter, Servo converter, Motors)
	21-07-2015 Tue	Hygenic Design: Automation components for Food, Bev. & Pharma
August	04-08-2015 Tue	Opto sensors
	18-08-2015 Tue	Construction and mechatronics
September	01-09-2015 Tue	Safety systems for automation
	15-09-2015 Tue	CoDeSys special
	29-09-2015 Tue	Drive technology (Frequency converter, Servo converter, Motors)
October	06-10-2015 Tue	Control technology (PLC, Engineering, Industrial PCs)
	13-10-2015 Tue	Operating and monitoring (HMI, Visualization systems, Panels)
	20-10-2015 Tue	Industrial realtime Ethernet products
	27-10-2015 Tue	Drive technology (Frequency converter, Servo converter, Motors)
November	03-11-2015 Tue	Control technology (PLC, Engineering, Industrial PCs)
	10-11-2015 Tue	News about SPS IPC Drives
	17-11-2015 Tue	News about SPS IPC Drives
	24-11-2015 Tue	Production sensor technology and image processing
December	08-12-2015 Tue	Communication systems (Fieldbus and Ethernet)

1 Name 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 SPS-MAGAZIN.

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

Your advantages

- Unlimited number of products per account
- Product ranking:
  See which of your products have been seen/searched the most.
- Automatic link to published technical contributions and news
- Your products are already online
- No additional expediture
- No contract duration/ automatic expiration after 12 month
- reasonable annual contribution
- intelligent filter option for users
- quick access to results
- well-arranged presentation
- printed market overviews in SPS-MAGAZI with reference to www.i-need.de

3 Premium Account

With a premium account users get quick access to their:

- Overview of all products
- published editorial articles & product news
- premium listing per market overview
- manufacturers information

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

	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 Produkt ranking NEW		X
6 Video download		X
7 Whitepaper download		X
Contract period		
12 months	free	€ 2.200,-

4 Contact, Consulting & Booking

Heiko Hartmann
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E-Mail: hhartmann@sps-magazin.de



1 Manufacturer information



3 All published editorial articles & product news



2 Overview of all products



4 Premium listing per market overview

Die **einzige** Fachzeitschrift für Schaltschrankbau

Das Magazin 'Schaltschrankbau' berichtet als erste Fachzeitschrift ausschließlich über relevante Technologien, Produkte und Trends für Hersteller von Schaltschränken. Von Montagewerkzeug über Energie-, Unterverteilung und Gehäuse bis hin zu digitalen Planungswerkzeugen liefert jede Ausgabe aktuelles Wissen für Unternehmen aus Handwerk und Industrie.



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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.
Ziffer 3: Bei Abschlüssen ist der Auftraggeber berechtigt, innerhalb der vereinbarten bzw. der in Ziffer 2 genannten Frist auch über die im Auftrag genannte Anzeigenmenge hinaus weitere Anzeigen abzurufen.
Ziffer 4: Wird ein Auftrag aus Umständen nicht erfüllt, die der Verlag nicht zu vertreten hat, so hat der Auftraggeber, unbeschadet etwaiger weiterer Rechtspflichten, den Unterschied zwischen dem gewährten und dem der tatsächlichen Abnahme entsprechenden Nachlass dem Verlag zu erstatten. Die Erstattung entfällt, wenn die Nichterfüllung auf höherer Gewalt im Risikobereich des Verlages beruht.
Ziffer 5: Aufträge für Anzeigen, Einhefter und Fremdbeilagen, die erklärtermaßen ausschließlich in bestimmten Nummern, bestimmten Ausgaben oder an bestimmten Plätzen der Druckschrift veröffentlicht werden sollen, müssen so rechtzeitig beim Verlag eingehen, dass dem Auftraggeber noch vor Anzeigenschluss mitgeteilt werden kann, wenn der Auftrag auf diese Weise nicht auszuführen ist.
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Ziffer 10: Der Auftraggeber hat bei ganz oder teilweise unleserlichem, unrichtigem oder bei unvollständigem Abdruck der Anzeige Anspruch auf Zahlungsminderung oder eine einwandfreie Ersatzanzeige, aber nur in dem Ausmaß, in dem der Zweck der Anzeige beeinträchtigt wurde. Lässt der Verlag eine ihm hierfür gestellte angemessene Frist verstreichen oder ist die Ersatzanzeige erneut nicht einwandfrei, so hat der Auftraggeber ein Recht auf Zahlungsminderung. Schadensersatzansprüche aus positiver Forderungsverletzung, Verschulden bei Vertragsabschluss und unerlaubter Handlung sind — auch bei telefonischer Auftragserteilung – ausgeschlossen; Schadensersatzansprüche aus Unmöglichkeit der Leistung und Verzug sind beschränkt auf Ersatz des vorhersehbaren Schadens und auf das für die betreffende Anzeige oder Beilage zu zahlende Entgelt. Dies gilt nicht für Vorsatz und grobe Fahrlässigkeit des Verlegers, seines gesetzlichen Vertreters und seines Erfüllungsgehilfen. Eine Haftung des Verlages für Schäden wegen des Fehlens zugesicherter Eigenschaften bleibt unberührt. Für Fehler jeder Art aus telefonischer Übermittlung haftet der Verlag nur bei Vorsatz oder grober Fahrlässigkeit. Im kaufmännischen Geschäftsverkehr haftet der Verlag darüber hinaus auch nicht für grobe Fahrlässigkeit von Erfüllungsgehilfen; in den übrigen Fällen ist gegenüber Kaufleuten die Haftung für grobe Fahrlässigkeit dem Umfang nach auf den voraussehbaren Schaden bis zur Höhe des betreffenden Anzeigenentgelts beschränkt. Reklamationen müssen – außer bei nicht offensichtlichen Mängeln – innerhalb von vier Wochen nach Eingang der Rechnung und Beleg geltend gemacht werden.
Ziffer 11: Werden Anzeigenmotive vom Auftraggeber digital übermittelt, so ist die Haftung des Verlages für ganz oder teilweise unleserliche, unrichtige oder unvollständige Wiedergaben der entsprechenden Anzeigen ausgeschlossen.
Ziffer 12: Für vom Auftraggeber bereitgestelltes Material (Einhefter, Beilagen usw.) übernimmt der Verlag keine Gewähr für die Richtigkeit der als geliefert bezeichneten Mengen oder Qualitäten.
Ziffer 13: Probeabzüge werden nur auf ausdrücklichen Wunsch geliefert. Der Auftraggeber trägt die Verantwortung für die Richtigkeit der zurückgesandten Probeabzüge. Der Verlag berücksichtigt alle Fehlerkorrekturen, die ihm innerhalb der bei der Übersendung des Probeabzuges gesetzten Frist mitgeteilt werden.
Ziffer 14: Sind keine besonderen Größenvorschriften gegeben, so wird die nach Art der Anzeige übliche, tatsächliche Abdruckhöhe der Berechnung zugrunde gelegt.
Ziffer 15: Falls der Auftraggeber nicht Vorauszahlung leistet, wird die Rechnung sofort, möglichst aber 14 Tage nach Veröffentlichung der Anzeige, übersandt. Die Rechnung ist innerhalb der aus der Preisliste ersichtlichen, vom Empfang der Rechnung an laufenden Frist zu bezahlen, sofern nicht im einzelnen Fall eine andere Zahlungsfrist oder Vorauszahlung vereinbart ist. Etwaige Nachlässe für vorzeitige Zahlung werden nach der Preisliste gewährt.
Ziffer 16: Bei Zahlungsverzug oder Stundung werden Zinsen sowie die Einziehungskosten berechnet. Der Verlag kann bei Zahlungsverzug die weitere Ausführung des laufenden Auftrages bis zur Bezahlung zurückstellen und für die restlichen Anzeigen Vorauszahlung verlangen. Bei Vorliegen begründeter Zweifel an der Zahlungsfähigkeit des Auftraggebers ist der Verlag berechtigt, auch während der Laufzeit eines Anzeigenabschlusses das Erscheinen weiterer Anzeigen ohne Rücksicht auf ein ursprünglich vereinbartes Zahlungsziel von der Vorauszahlung des Betrages und von dem Ausgleich offenstehender Rechnungsbeträge abhängig zu machen.
Ziffer 17: Der Verlag liefert mit der Rechnung auf Wunsch einen Anzeigenbeleg. Je nach Art und Umfang des Anzeigenauftrages werden Anzeigenausschnitte, Belegseiten oder vollständige Belegnummern geliefert. Kann ein Beleg nicht mehr beschafft werden, so tritt an seine Stelle eine rechtsverbindliche Bescheinigung des Verlages über die Veröffentlichung und Verbreitung der Anzeige.
Ziffer 18: Kosten für die Anfertigung bestellter Druckvorlagen sowie für vom Auftraggeber gewünschte oder zu vertretende erhebliche Änderungen ursprünglich vereinbarter Ausführungen hat der Auftraggeber zu tragen.
Ziffer 19: Bei Ziffernanzeigen wendet der Verlag für die Verwahrung und rechtzeitige Weitergabe der Angebote die Sorgfalt eines ordentlichen Kaufmanns an. Einschreibebriefe und Eilbriefe auf Ziffernanzeigen werden nur auf dem normalen Postweg weitergeleitet. Die Eingänge auf Ziffernanzeigen werden vier Wochen aufbewahrt. Zuschriften, die in dieser Frist nicht abgeholt werden, werden vernichtet. Wertvolle Unterlagen sendet der Verlag zurück, ohne dazu verpflichtet zu sein. Der Verlag behält sich im Interesse und zum Schutz des Kunden das Recht vor, die eingehenden Angebote zur Ausschaltung von Missbrauch des Ziffernddienstes zu Prüfzwecken zu öffnen. Zur Weiterleitung von geschäftlichen Anpreisungen und Vermittlungsangeboten ist der Verlag nicht verpflichtet.
Ziffer 20: CDs werden nur auf besondere Anforderung an den Auftraggeber zurückgesandt. Die Pflicht zur Aufbewahrung endet drei Monate nach Ablauf des Auftrages.
Ziffer 21: Werbungsvermittler und Werbeagenturen sind verpflichtet, sich in ihren Angeboten, Verträgen und Abrechnungen mit den Werbungtreibenden an die Preisliste des Verlages zu halten. Die vom Verlag gewährte Mittlergebühr darf an den Kunden weder ganz noch teilweise weitergegeben werden.
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