



IMN: The Magazine for the Fourth Industrial Revolution

Technology, Working Environment, Society – the INDUSTRIAL MANAGEMENT NEWS (IMN) show the whole picture

The fourth industrial revolution is in full swing and almost all people are participating in this transformation process. Time for a magazine that takes a holistic look at the topic. A purely technical explanation of the fourth industrial revolution is not enough, therefore we report to the same extent on the three pillars technology / working environment / society. The INDUSTRIAL MANAGEMENT NEWS also places special emphasis on education and technology transfer.

Our claim: All the important information from all the areas involved at on glance.

Every 14 days, we keep you up to date on the latest developments of the fourth industrial revolution - from the latest news from companies, associations, politicians, employers and trade unions to technical contributions on the topics of technology and standardization in varying technical depth. We have set ourselves the goal of descriptively reviewing all areas of industry and providing comprehensive information.

The digital transformation is in full swing and affects all areas of society. The right magazine for it: The INDUSTRIAL MANAGEMENT NEWS



Publication Dates 2020:

January	February	March	April	May	June
1 16.01.2020	3 13.02.2020	5 12.03.2020	7 02.04.2020*	9 07.05.2020	12 04.06.2020
2 30.01.2020	4 27.02.2020	6 26.03.2020	8 08.04.2020	10 20.05.2020	
				11 28.05.2020*	
July	August	September	October	November	December
13 02.07.2020	16 13.08.2020	18 10.09.2020	20 08.10.2020	22 05.11.2020*	24 03.12.2020
14 16.07.2020	17 27.08.2020	19 24.09.2020	21 22.10.2020	23 19.11.2020	25 17.12.2020
15 30.07.2020					

* with print editions for Hannover Messe, Automatica and SPS

Publication Frequency: every 14 days / 25 issues 2020

Format: elektronically (PDF)

Size: DIN-A4

Amount of Pages: approx. 16 to 20

Content: Technology, working environment, politics, society, universities and education in the context of digital transformation towards industrie 4.0



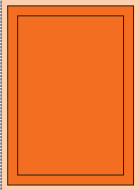
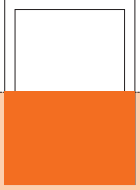
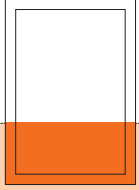


TECHNICAL DATA & PRICE LISTS

- 1. Title:** INDUSTRIAL MANAGEMENT NEWS
- 2. Brief Description:** Technology - Working Environment - Society are the three most important areas covered by the INDUSTRIAL MANAGEMENT NEWS. Every 14 days, the PDF magazine offers current topics on all areas of the fourth industrial revolution. From current developments on the job market - with a special focus on training - to studies, statistics and technical solutions.
- 3. Target Group:** Managing directors, company management, division and department heads, decision-makers, users and experts
- 4. Publication Frequency:** every 14 days / 25 issues 2020
- 5. Usage Data:** 3,172 subscribers (as of August 2019). Additional linking via the IT&Production newsletter and two newsletters from SPS-MAGAZIN (approx. 15,000 recipients).

- 8. Format:** PDF-file

6. Advertisement Formats and Prices:

		
1/1 page 210mm x 297mm 3,820,- €	1/2 page horizontal 210mm x 148mm 2,670,- €	1/3 page horizontal 210mm x 100mm 2,020,- €

Info:
Prices plus
19% VAT.

Issues 7, 11 and 22 will be accompanied by print editions for over 25,000 recipients each at Hannover Messe, Automatica and SPS Messe.
Double the advertising rates apply to these editions. The media kit can be found on page 4.

7. Banner in Cover Letter:



Recipients:
3,172 direct subscribers
(August 2019)

Format:
468 x 60 Pixel
(Fullsize)

Price:
640,- €
(plus 19% VAT.)

- 9. Size:** DIN A4
- 10. Volume:** 5th volume 2020
- 11. Subscription Price:** free
- 12. Publishing House:** TeDo Verlag GmbH
Postal address: P.O. Box 2140 | 35009 Marburg
Delivery Address: Zu den Sandbeeten 2 | 35043 Marburg
- 13. Publisher:** Dipl.-Stat. B. Al-Scheikly



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- 16. Ad Scheduling:** E-Mail: banner@tedo-verlag.de

- 17. Data Formats:** Please provide us with data exclusively in RGB colour space and in 72dpi. When sending data in the CMYK colour space, colour deviations may occur in the production process. Permissible file formats are JPEG and PNG.

- 18. Data Delivery:** Please send us the following data by e-mail upon delivery to: banner@tedo-verlag.de
- Customer name
- Contact person for queries
- Target URL

- 19. Delivery Deadline:** One week before publication of the issue

- 20. Terms of Payment/ Bank Account Details:** The invoice amount is payable within 14 days of the invoice date. For payments within 8 days we grant a 2% discount.

Sparkasse Marburg-Biedenkopf:
BLZ 533 500 00, Acc. 1037 305 320
IBAN: DE83 5335 0000 1037 3053 20
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:
BLZ 500 100 60, Acc. 517 030-603
IBAN: DE51 5001 0060 0517 0306 03
SWIFT-BIC: PBNKDEFF



DIGITALE TRANSFORMATION & INDUSTRIE 4.0

INDUSTRIAL MANAGEMENT NEWS

TECHNIK // ARBEITSWELT // GESELLSCHAFT

Website: www.i40-magazin.de

- Website:** www.i40-magazin.de
- Brief Description:** For cross-media communication, online advertising is the decisive factor and an effective medium for targeted advertising messages. On the INDUSTRIAL MANAGEMENT NEWS website, you always place your message in a highly topical environment. The digital transformation is in full swing and affects all areas of society. Be part of the appropriate medium: www.i40-magazin.de
- Usage Data:** 01. July 2018 - 30. June 2019
24,467 visitors, 36,138 page impressions
- Target Group:** Managing directors, company management, division and department heads, decision-makers, users and experts
- Publishing House:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- Data Formats:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5
Data size max. 4MB
No evaluations for flash banners or via i-frames integrated banners possible.



7. Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize Banner	468 x 60 Pixel	Integrated prominent placement in the content of the website	€ 670,-
2. Skyscraper	160 x 600 Pixel	Portrait advertising spaces to the right of the content	€ 990,-
3. Super Banner	728 x 90 Pixel	Prominently placed at the header with plenty of space for your advertising message	€ 1,090,-
4. Medium Rectangle	300 x 250 Pixel	Striking in the middle of the editorial environment	€ 720,-
5. Standard Top	300 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 520,-
6. Cornersquare Banner	405 x 90 Pixel	Noticeable placement at top right	€ 520,-
7. Wallpaper	1133 x 90 Pixel 160 x 600 Pixel	Combine the advantages of Skyscraper, Cornersquare Banner und Super Banner	€ 1,930,-

Other formats on request. All prices plus 19% VAT.



DIGITALE TRANSFORMATION & INDUSTRIE 4.0

INDUSTRIAL MANAGEMENT NEWS

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Print Issue 2020

The INDUSTRIAL MANAGEMENT NEWS will be published exclusively as a printed version for the Hannover Messe, Automatica and the SPS Messe. Use this wide-ranging magazine for your advertising messages in print and digital.

IMN: The magazine for the fourth industrial revolution
Technology // Working Environment // Society
The INDUSTRIAL MANAGEMENT NEWS (IMN) show the whole picture

Book Now for the
Newsletter and the
Print Issue of the Fair!
43,000 RECIPIENTS



Circulation:

Print: 25,000 copies for each fair

Distribution Print:

- Full supplement SPS-MAGAZIN in the issues Special Hannover Messe, issue 6/2020 und SPS Special
- Distribution at Hannover Messe, Automatica and SPS fair

Distribution of the newsletter:

- IMN Newsletter (3,172 subscribers)
Linking via:
- Automation Newsletter (6,073 subscribers)
- Automation Product Newsletter (5,107 subscribers)
- IT&Production Newsletter (3,818 subscribers)



Media kit online

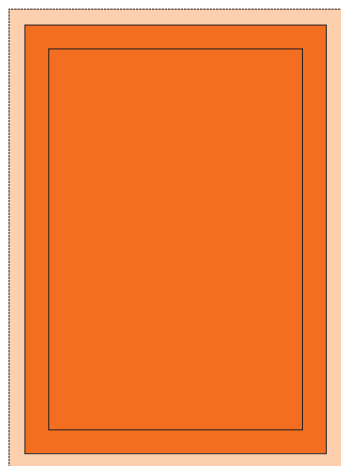


TECHNICAL DATA OF THE PRINT ISSUES



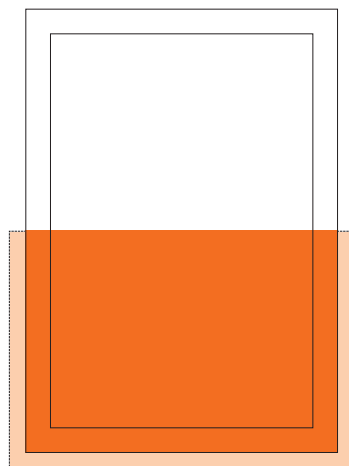
Dates:	Advertising Deadline:	02. April 2020	26. May 2020	04. November 2020
	Publication Date:	16. April 2020	09. June 2020	18. November 2020
Advertisement Data:	High-Res-PDF, TIF (300dpi for image width to be printed), EPS (fonts either converted into paths or embedded)			
Data Delivery:	Please send us the advertisement data with customer name and contact person to the following e-mail address: anzeigen@tedo-verlag.de			
Publishing House:	TeDo Verlag GmbH Postal address: Postfach 2140, 35009 Marburg Delivery address: Zu den Sandbeeten 2, 35043 Marburg			
Publisher:	Dipl.-Stat. B. Al-Scheikly			

ADVERTISING FORMATS AND PRICES FOR PRINT EDITIONS



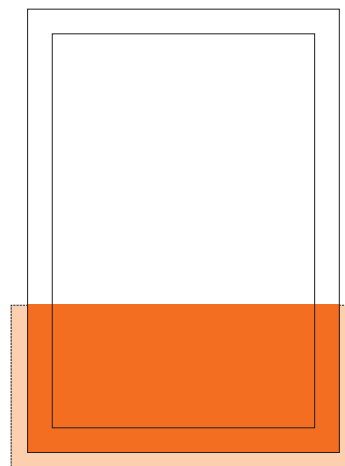
1/1 page
285mm x 435mm
(Add 3mm trim)

7,630,- €



1/2 page horizontal
285mm x 217,5mm
(Add 3mm trim)

5,330,- €



1/3 page horizontal
285mm x 145mm
(Add 3mm trim)

4,040,- €

The prices are valid for a newsletter issue and a print issue plus a valid VAT rate.



SPONSORED POST

1. Brief Description:

An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. The only difference between a sponsored post and editorial content is the following note: - Ad -

Success factors for a sponsored post are contents with relevance for the reader that offer added value or benefits. The advertiser is a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The formulation of the headline has a decisive influence on the click rate of the user.

2. Contents and Formats:

a) Sponsored Post

The user gets to the full article on www.i40-magazin.de by clicking on the link in the Sponsored Post where there is a link to your target URL.

b) Text Teaser

By clicking on the link in the Sponsored Post preview text, the user is taken directly to your target URL.

3. Data Delivery:

Please send us your data one week prior to publication by e-mail to:
banner@tedo-verlag.de

In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4. Prices Newsletter

Medium and Type	Placement	Duration	Price
Sponsored Post Premium	Page 1	1 Issue	€ 2.150,-
Sponsored Post Standard	Page 2 and the following	1 Issue	€ 1.850,-
Text Teaser Premium	Page 1	1 Issue	€ 990,-
Text Teaser Standard	Page 2 and the following	1 Issue	€ 900,-

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target URL
Sponsored Post	max. 30 characters	max. 250 characters	Image rights required	appr. 2.500 characters	Bildrechte erforderlich	to your web-site
Text Teaser	max. 30 characters	max. 250 characters	Image rights required	-	-	to your web-site

5. Placement in the Newsletter



Linkings





SPONSORED POST

6. Prices Website

Medium and Type	Placement	Laufzeit	Preis
Sponsored Post Premium	Head Section	14 Days	€ 1,450,-
Sponsored Post Standard	Bottom Section	14 Days	€ 1,390,-
Text Teaser Premium	Head Section	14 Days	€ 1,250,-
Text Teaser Standard	Bottom Section	14 Days	€ 1,100,-

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target URL
Sponsored Post	max. 30 characters	max. 250 characters	Image rights required	appr. 2.500 characters	Image rights required	to your website
Text Teaser	max. 30 characters	max. 250 characters	Image rights required	—	—	to your website

All images as JPEG, GIF or PNG in RGB color space at 72dpi.

7. Placement Website



Linkings

Sponsored Post
Linking within
www.i40-magazin.de



Teaser-Text
Linking to your target URL



INDUSTRIAL MANAGEMENT NEWS is neither responsible for the content nor for any products offered.

THE APP FOR OUR INDUSTRIAL MANAGEMENT NEWS

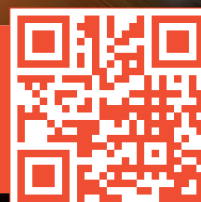
STAY UP TO DATE WITH THE LATEST DIGITAL TRANSFORMATION NEWS



With its easy-to-use navigation as well as its exclusive features such as the read aloud function, push messages and bookmark lists, INA guides you through all relevant I4.0 topics - such as technology, working environment and society - daily by presenting them in a quick, efficient and yet transparent way.



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DIGITALE TRANSFORMATION & INDUSTRIE 4.0

INDUSTRIAL MANAGEMENT NEWS

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