

Cameras & Interfaces

Components

Embedded Vision & Industrial PCs

Systems & Applications



## Media Kit Online

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## TRADE JOURNAL

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Our general terms and conditions can be found on  
[www.tedo-verlag.de/agb](http://www.tedo-verlag.de/agb)

## Our Media Brand

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[www.i-need.de](http://www.i-need.de)  
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- 1 Title:** inVISION
- 2 Brief Description:** inVISION (8th edition, circulation: 15,000 copies) is the leading German-language trade journal for machine and embedded vision and 3D metrology. Subdivided into the categories cameras & interfaces, components (lenses, lighting, software, vision sensors, frame grabbers...), embedded vision & industrial PCs (smart cameras, deep learning, industrial PCs...) and solutions (3D metrology, spectral imaging, thermography, X-ray/CT...), it shows users the possibilities of current inspection systems. In addition to the six print editions per year, our inVISION Newsletter - the official industry newsletter of the world's leading trade fair VISION - is published every two weeks in cooperation with the VISION trade fair
- 3 Target Group:** Users and engineers from all industries who use machine vision and optical metrology to test their products, as well as system integrators.
- 4 Frequency of Publication:** 6 issues per year (+ two ePapers)
- 5 Format:** DIN A4
- 6 Volume:** 7th volume 2018
- 7 Subscription price:**
- |                      |  |
|----------------------|--|
| Annual subscription: | Germany: € 36,- (incl. shipping and VAT)       |
|                      | Other countries: € 42,- (incl. shipping costs) |
| Retail price:        | € 7,- (incl. VAT / excl. shipping costs)       |
| ISSN-Nr.             | 2199-8299                                      |

**8 Media Partnerships:**

**9 Membership/Participation:**

**10 Publishing Company:**



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Post address • P.O.Box 2140 • 35009 Marburg  
Delivery address • Zu den Sandbeeten 2 • 35043 Marburg

**11 Publisher:**

Dipl.-Stat. B. Al-Scheikly

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**13 Editorial:**

**Dr.-Ing. Peter Ebert, Chief Editor**

Phone: +49 6421 3086-275  
E-Mail: pebert@invision-news.de












**14 Print Copies:**









**15.000 copies**

**15 Volume Analysis:**

2016 = 6 Volumes

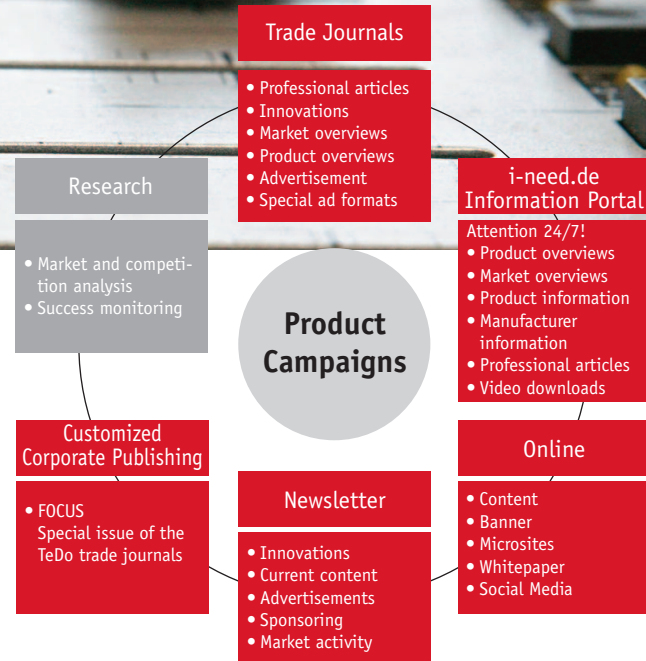
Format	DIN A4, 210mm (W) x 297mm (H)
Total Size	584 pages = 100,0%
Editorial Part	461 pages = 78,9%
Advertisement	123 pages = 21,1%
Publisher's Ads	9 pages = 1,5%
Loose Inserts	5 pieces

Issues and Deadlines	Trade Fairs	Regular Topics	Main Focus	Topics	Markt Overviews
<b>Issue 1</b>  Release Date: <b>06.03.2018</b> Advertising Deadline: <b>20.02.2018</b> Editorial Deadline: <b>06.02.2018</b>	 Stuttgart, 13.03. – 15.03.2018   <b>Boston Vision Show</b> Boston, 10.04. – 12.04.2018   Hannover, 23.04. – 27.04.2018	<b>Cameras &amp; Interfaces</b>  <b>Components</b>  <b>Embedded Vision &amp; Industrial PCs</b>  <b>Systems &amp; Applications</b>	<b>Cameras</b>  Embedded Vision Deep Learning Industry PCs Vision Sensors & Smart Cameras inVISION Top Innovation 2018	Line Scan Cameras CoaXPress Frame Grabber	
<b>Issue 2</b>  Release Date: <b>16.04.2018</b> Advertisind Deadline: <b>03.04.2018</b> Editorial Deadline: <b>19.03.2018</b>	 Stuttgart, 24.04. – 27.04.2018   Frankfurt, 15.05. – 17.05.2018		<b>3D inspection</b>  Cameras >20MP Lenses & Optics Thermography & Hyperspectral Imaging Computer Tomography CAQ (Computer Aided Quality)	Lenses Software / Libraries	
<b>Issue 3</b>  Release Date: <b>05.06.2018</b> Advertising Deadline: <b>23.05.2018</b> Editorial Deadline: <b>08.05.2018</b>	 ACHEMA 2018 Frankfurt, 11.06. – 15.06.2018   München, 19.06. – 22.06.2018   SENSOR-TEST 2018 DIE MESSTECHNIK-MESSE Nürnberg, 26.06. – 28.06.2018		<b>Optics &amp; Lenses</b>  High Speed Interfaces & Cameras (USB3.1, CXP, CLHS, 10GigE...) Software / Libraries 3D inspection Frame Grabber Robot Vision	USB3 Cameras Thermography	
<b>Issue 4</b>  Release Date: <b>13.09.2018</b> Advertising Deadline: <b>30.08.2018</b> Editorial Deadline: <b>16.08.2018</b>	 Stuttgart, 08.10. – 11.10.2018   BLECH Hannover, 23.10. – 28.10.2018   VISION Stuttgart, 06.11. – 08.11.2018		<b>Cameras &amp; Interfaces</b>  Frame Grabber 3D Cameras Telecentric Lenses Embedded Vision Industrial PCs	Board Level Cameras High Speed Cameras from 5Gbps	

Issue and Deadlines	Exhibitions	Regular Topics	Main Focus	Topics	Market Overviews
<b>Special Issue 1 ePaper</b>  Release Date: <b>02.10.2018</b> Advertising Deadline: <b>18.09.2018</b> Editorial Deadline: <b>04.09.2018</b>	 <b>VISION</b> Stuttgart, 06.11. – 08.11.2018	<b>inVISION ePaper            'Lenses &amp; Illumination'</b>			Lenses Illumination
<b>Issue 5</b>  Release Date: <b>30.10.2018</b> Advertising Deadline: <b>16.10.2018</b> Editorial Deadline: <b>02.10.2018</b>	 <b>VISION</b> Stuttgart, 06.11. – 08.11.2018  <b>Compamed</b> Düsseldorf, 12.11. – 15.11.2018  <b>electronica</b> München, 13.11. – 16.11.2018	<b>Cameras            &amp; Interfaces</b>  <b>Components</b>	<b>VISION 2018</b>	Cameras Lenses, Lasers & Lighting Software / Libraries Thermography & Hyperspectral Imaging Image Sensors (CMOS, CCD)	Illumination Industry PCs
<b>Issue 6</b>  Release Date: <b>19.11.2018</b> Advertising Deadline: <b>05.11.2018</b> Editorial Deadline: <b>22.10.2018</b>	 <b>SPS IPC Drives</b> Nürnberg, 27.11. – 29.11.2018	<b>Embedded Vision            &amp; Industrial PCs</b>  <b>Systems            &amp; Applications</b>	<b>Embedded Vision</b>	Cameras > 20MP Vision Sensors & Intelligent Cameras Computer Tomography Industrial PCs Deep Learning	Vision Sensors Intelligent Cameras
<b>Special Issue 2 ePaper</b> Release Date: <b>26.11.2018</b> Advertising Deadline: <b>12.11.2018</b> Editorial Deadline: <b>29.10.2018</b>		<b>inVISION ePaper: VISION 2018 Postscript</b> Special issue about the topics Cameras & Interfaces, Components (Lenses, Lighting, Software...), Embedded Vision & IPCs, Systems			

## Benefit from the Know-how of a Recognised Specialist Publisher

From the evaluation of the market and the competition situation, the strategic goal definition, to the derivation of communication goals, efficient media planning and finally success control, we support you in the successful implementation of your marketing campaign! If you want to communicate messages in target groups that are affectionate to industry and trade and want to build up awareness quickly, you can rely on the services of established specialist media with a high reach in the respective market segment. We advise you for your optimal marketing mix and the successful networking of digital and analogue trade media.



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

Format	Width x Length		b/w	2c	3c	4c
	Print Space	Bleed (add 3mm trim on each side)				
Front page	–	–	–	–	–	€ 6.100,-
Cover pages	210mm x 297mm	–	€ 3.900,-	€ 4.220,-	€ 4.530,-	€ 4.860,-
1/1 page	185mm x 270mm	210mm x 297mm	€ 3.420,-	€ 3.740,-	€ 4.050,-	€ 4.380,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2.160,-	€ 2.340,-	€ 2.510,-	€ 2.710,-
1/2 page vertical	90mm x 270mm	105mm x 297mm	€ 1.880,-	€ 2.060,-	€ 2.230,-	€ 2.430,-
1/2 page horizontal	185mm x 130mm	210mm x 148mm	€ 1.880,-	€ 2.060,-	€ 2.230,-	€ 2.430,-
1/3 page vertical	60mm x 270mm	70mm x 297mm	€ 1.350,-	€ 1.500,-	€ 1.620,-	€ 1.800,-
1/3 page horizontal	185mm x 90mm	210mm x 100mm	€ 1.350,-	€ 1.500,-	€ 1.620,-	€ 1.800,-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1.080,-	€ 1.200,-	€ 1.270,-	€ 1.380,-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1.080,-	€ 1.200,-	€ 1.270,-	€ 1.380,-
1/4 page horizontal	185mm x 65mm	210mm x 74mm	€ 1.080,-	€ 1.200,-	€ 1.270,-	€ 1.380,-
1/8 page	90mm x 65mm	105mm x 74mm	€ 630,-	€ 730,-	€ 780,-	€ 830,-
1/8 page vertical	45mm x 130mm	52mm x 148mm	€ 630,-	€ 730,-	€ 780,-	€ 830,-
1/8 page horizontal	185mm x 30mm	210mm x 39mm	€ 630,-	€ 730,-	€ 780,-	€ 830,-

- 2 Surcharges:** Colour advertisements are printed according to the Euro scale.  
All other colours are considered special colours.

Colour Surchar.	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 320,-	€ 180,-	€ 150,-	€ 120,-	€ 100,-
3-coloured	€ 630,-	€ 350,-	€ 270,-	€ 190,-	€ 150,-
4-coloured	€ 960,-	€ 550,-	€ 450,-	€ 300,-	€ 200,-
Special colours € 550,-					

Placing:	Extra charge of 10% on basic price (b/w) on binding and confirmed placings.
Colour surcharges:	non-discountable
Format surcharges:	Advertisements over binding, gutter bleed: 10% of basic price
Journal format:	Din A4, 210mm x 297mm (width x length)
Print space:	185mm x 270mm (width x length)
VAT:	All prices are zero rated for VAT.

- 3 Discount:** In case of purchase within 12 months  
15%
- |                  |        |         |         |          |
|------------------|--------|---------|---------|----------|
| Agency discount: | 3 x 5% | 6 x 10% | 9 x 15% | 12 x 20% |
| Quantity:        | 2 Ads  | 4 Ads   | 8 Ads   | 12 Ads   |

- 4 Job Offers:** For job offers we grant a 30% discount on the respective basic price (b/w)

**5 Special Advertising Formats:**

Bound Inserts:	Quantity: 15.300 copies Delivery: see 'Technical data' on p. 11
----------------	--

80 – 135g/m <sup>2</sup>	4 Pages	€ 4.080,-
	8 Pages	€ 6.020,-
	12 Pages	€ 8.010,-
136 – 170g/m <sup>2</sup>	10% Zuschlag auf den Grundpreis	
ab 170g/m <sup>2</sup>	15% Zuschlag auf den Grundpreis	

Inserts:	Quantity: 15.300 copies		
	Delivery: see 'Technical data' on p.12		
		Full supplement	Each 1.000 copies
	up to 25g	€ 3.730,-	€ 243,79,-
	up to 50g	€ 4.790,-	€ 313,07,-
	above 50g	upon request	upon request

Post Cards/Samples:	Quantity: 15.300 copies	
	Delivery: see 'Technical data' on p.12	
		Each 1.000 Copies
	Glued-in inserts up to 5g (without mounting)	€ 90,- %
	Mechanical bonding	€ 80,- %
	Manual bonding	upon request

- 6 Contact and Booking:** **Daniel Katzer, Media Consulting**  
Phone: +49 6421 3086-517  
E-Mail: dkatzer@invision-news.de

- 7 Terms of Payment/Bank Account Details:**  
Payment withing 14 days from date of invoice. For payments received within 8 days we grant a discount of 2%

<u>Sparkasse Marburg-Biedenkopf:</u>	<u>Postbank Frankfurt/Main:</u>
Bank Code 533 500 00, Acc. No. 1037 305 320	Bank Code 500 100 60, Acc. No. 5170 30-603
IBAN: DE83 5335 0000 1037 3053 20	IBAN: DE51 5001 0060 0517 0306 03
SWIFT-BIC: HELADEF1MAR	SWIFT-BIC: PBNKDEFF

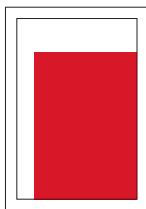


- |  |   |
|--|---|
| <p><b>1 Sizes:</b></p> <p>DIN A4            210mm x 297mm (width x length)<br/>         Print space    185mm x 270mm (width x length)</p> <p><b>2 Printing Process:</b></p> <p>Offset: Printing colours in Euro Scale (CMYK) for offset according to ISO12647-2, back stitching</p> <p><b>3 Data Transmission:</b></p> <p>Electronically via e-mail to:<br/>         Michaela Preiß, Ad Disposition/Planning<br/>         Phone: +49 6421 3086-444<br/>         E-Mail: mpreiss@invision-news.de</p> <p><b>4 Printing Data:</b></p> <p>High-res PDF, EPS (fonts either converted to paths or embedded), TIF (resolution of 300dpi with image width to be printed)</p> <p><b>5 Colours:</b></p> <p>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 there colours in your programs.<br/> <b>Attention:</b> RGB colours or solid colours can only be used after a consultation with the publishing company!</p> <p><b>6 Proof:</b></p> <p>A 1:1 printout is absolutely necessary to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or print. Without these documents, no liability or warranty can be assumed for any errors. The publisher cannot accept any guarantee for colour deviations caused by different types of paper (proof to production paper). This also applies to deviations within the tolerance range from expression to industrial colour printing or offset printing.</p> <p><b>7 Permissible Image Formats:</b></p> <p>TIF, JPEG, EPS (with embedded fonts)</p> | <p><b>8 Output Profile:</b></p> <p>ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)</p> <p><b>9 Return Consignment:</b></p> <p>Delivered printing material will only be returned to the respective client upon a special request. The obligation on behalf of the publisher to keep records ends three months after publication of the advertisement.</p> <p><b>10 Warranty:</b></p> <p>Only what is part of the data can be exposed. The publisher accepts no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to incomplete or wrong files, incorrect settings or incomplete information will be charged according to effort. Sent film positives must be digitized. The additional costs incurred in this connection will be invoiced separately.</p> <p><b>11 Contact:</b></p> <p><b>Michaela Preiß, Ad Disposition/Planning</b><br/>         Phone: +49 6421 3086-444<br/>         E-mail: mpreiss@invision-news.de</p> |
|--|---|

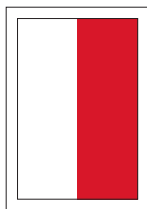
## Size Format Print Space



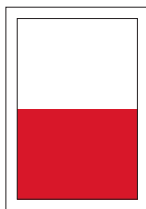
1/1 page  
185mm x 270mm



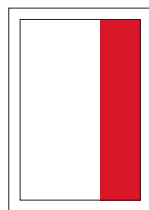
Junior page  
140mm x 190mm



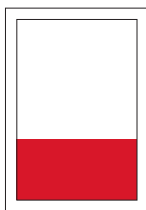
1/2 page vertical  
90mm x 270mm



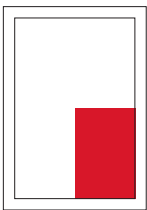
1/2 page horizontal  
185mm x 130mm



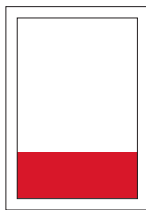
1/3 page vertical  
60mm x 270mm



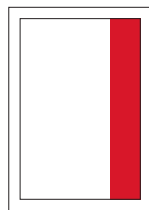
1/3 page horizontal  
185mm x 90mm



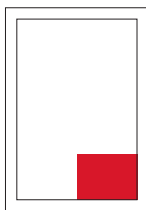
1/4 page  
90mm x 130mm



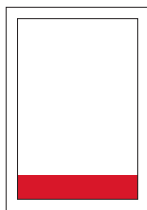
1/4 page horizontal  
185mm x 65mm



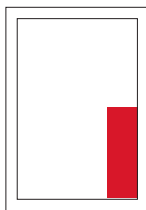
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1/8 page  
90mm x 65mm

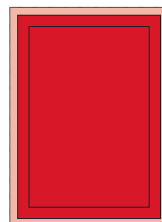


1/8 page horizontal  
185mm x 30mm

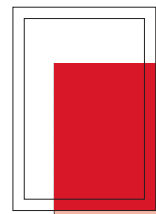


1/8 page vertical  
45mm x 130mm

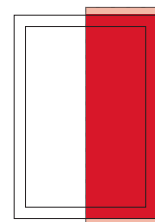
## Size Format with Bleed



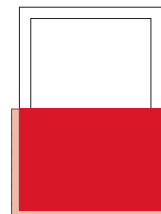
1/1 page  
210mm x 297mm



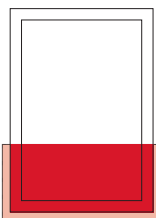
Junior page  
148mm x 210mm



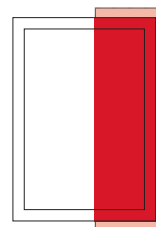
1/2 page vertical  
105mm x 297mm



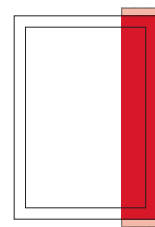
1/2 page horizontal  
210mm x 148mm



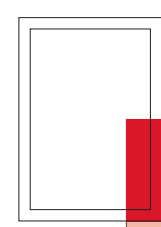
1/3 page horizontal  
210mm x 100mm



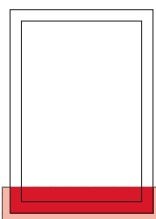
1/3 page vertical  
70mm x 297mm



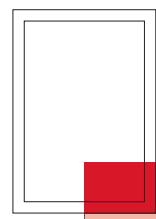
1/4 page vertical  
52mm x 297mm  
1/4 page horizontal  
210mm x 74mm  
1/4 page  
105mm x 148mm



1/8 page vertical  
52mm x 148mm



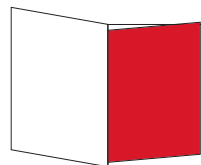
1/8 page horizontal  
210mm x 39mm



1/8 page  
105mm x 74mm

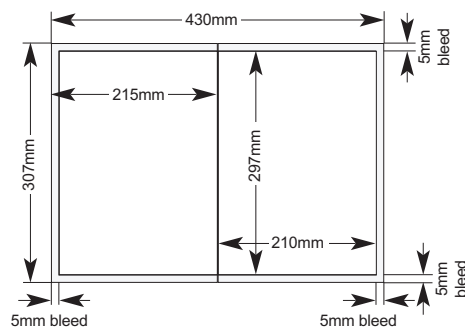
Attention: Please add 3mm on each side for trim on all formats above!

**Bound Inserts:** Before accepting and confirming the order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted. Inserts must be delivered with the bleed allowances specified below. Multi-page bound inserts and bound inserts with cover must be delivered folded. The front side of the bound insert must be marked.

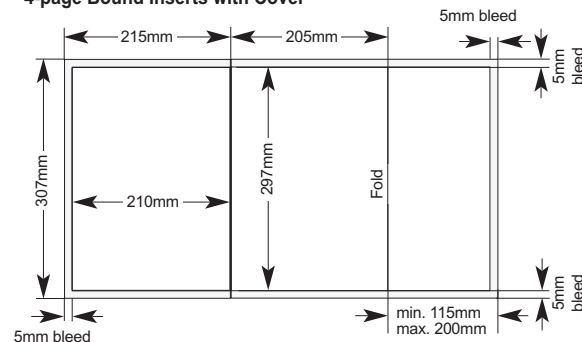


Minimal Format:	147mm x 210mm
Maximum Format:	210mm x 297mm
Minimal Weight:	for products with 4 pages 115g/m <sup>2</sup>

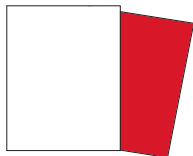
### 4-page Bound Inserts



### 4-page Bound Inserts with Cover



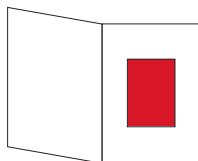
- 1 Loose Inserts:** Before accepting and confirming an order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted. Inserts must be trimmed and folded and delivered as finished end products.



**Minimal Format:** 100mm x 210mm  
**Maximum Format:** 205mm x 290mm  
**Minimal Weight:** 115g/m<sup>2</sup>  
**Maximales Gewicht:** nach Anfrage  
**Positionierung:** unbestimmt

- 2 Fixed Inserts:** Mechanical gluing: Adhesive edge parallel to the waistband, at least 1cm to a maximum distance of 6cm from the waistband. Folded products must be closed towards the waistband. Positioning on request.

Affixed postcards, samples on bound-in inserts or full-paged advertisements will be charged as fixed inserts. Before accepting and confirming an order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted.



**Minimal Format:** 105mm x 147mm  
**Maximum Format:** 148mm x 190mm  
**Minimal Weight:** 160g/m<sup>2</sup>

**Delivery:** Deliveries of any bound-in inserts and fixed inserts always require a delivery note in order to guarantee an unobstructed production. Therefore, a sample of the content on the pallets outside is necessary. Please, send also an additional sample to the publisher.

**Delivery Quantity:** 15.300 copies

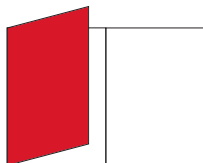
**Delivery Address:** The delivery address for inserts and any other supplement will be communicated with the order confirmation.

**Delivery Deadline:** The printing documents deadline is also the delivery date for the agreed issue (see Editorial Calendar starting p. 4).

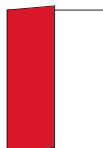
**Contact:** **Daniel Katzer, Media Consulting**  
 Phone: +49 6421 3086-517  
 E-Mail: [dkatzer@invision-news.de](mailto:dkatzer@invision-news.de)

## 1 Special Advertising Formats:

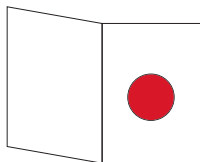
Gatefolder



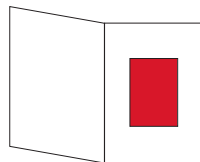
Flap



CD-ROM



Product sample



## 2 Prices for Special Advertising:

Upon request

## 3 Reprint:

Reprinting publications is a flexible and inexpensive possibility for a successful promotion by combining your product and brand message with the credibility and excellent reputation of inVISION.

We take care of the print and the creation of an electronic file for your website.



## 4 Price List for Reprint:

2 pages, 4-coloured, 135g/m <sup>2</sup>					
Circulation	500	1.000	2.000	5.000	10.000
Price	€ 725,-	€ 770,-	€ 865,-	€ 1.180,-	€ 1.395,-
4 pages, 4-coloured, 135g/m <sup>2</sup>					
Circulation	500	1.000	2.000	5.000	10.000
Price	€ 810,-	€ 850,-	€ 975,-	€ 1.385,-	€ 2.010,-

All prices plus 19% VAT.

## 5 License for Self Printing:

If you would like to reprint your article after publication in inVISION, you can purchase a reprinting license.

Reprinting License	
Circulation	up to 1.000 pieces
Price	€ 240,-

incl. a high-resolution PDF file. All prices plus 19% VAT.

## 6 Low-res-PDF:

If you would like to use your trade article after printing for online use, we would be pleased to create a PDF in low resolution for you free of charge, which is ideally suited for on line use.

## 7 Contact:

**Markus Lehnert, Advertising Manager**

Phone: +49 6421 3086-594

E-mail: [mlehnert@invision-news.de](mailto:mlehnert@invision-news.de)

**1 Inner Cover:** Advertise in a targeted and precise way in your topic environment!

**2 Brief Description:** With the format 'Inner Cover', inVISION offers a special form of advertising. You open a topic or one of the permanent categories or with your ad and can thus highlight your special position in the industry. This enables you to bring yourself into the readers' consciousness even more specifically. The format 'Inner Cover' contains the following elements for your cross-media communication:

- 1 Your inner cover about the topic introduces the particular section
- 2 Introducing article in the same section (in consultation with the editorial staff)
- 3 Publication of the technical article as a teaser in the inVISION News
- 4 Publication of the article on [www.invision-news.de](http://www.invision-news.de)
- 5 Publication of the article on Facebook and Google+

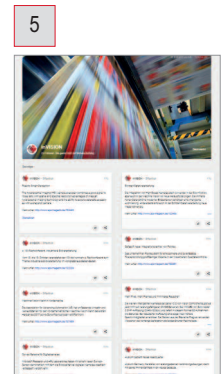
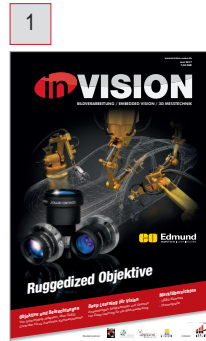
Possible topics are:

- Cameras & Interfaces
- Lenses & Lighting
- Components
- Embedded Vision & Industry PCs
- Systems & Applications

**3 Format:** Inner Cover Image: 210x212mm (plus 3 mm trim on all sides)

**4 Data Delivery:** PDF, JPEG or TIF with 300dpi,  
Trade article: Text with approx. 8.000 characters, logo,  
images as JPEG, TIF with 300dpi

**5 Price:** € 3.570,- (zero rated for VAT)





## 1 Circulation control:

## 2 Circulation analysis: Copies per issue on average for the period from 01.07.2016 - 30.06.2017 (Q3 + Q4 2016 and Q1 + Q2 2017)

<b>Print run:</b>	15.000		
<b>Actual distributed circulation (ADC):</b>	14.667	thereof abroad	307
Sold copies	1.576	thereof abroad	1
• Subscribed copies	76	Member pieces	none
• Other sales	1500	–	–
• Retail sales	–	thereof abroad	–
• Returned copies	–	–	–
<b>Free copies:</b>	13.091	thereof abroad	306
<b>Remaining, archived and proof copies:</b>	333		

## 3 Economic Area: Statistic of Actual Circulation:

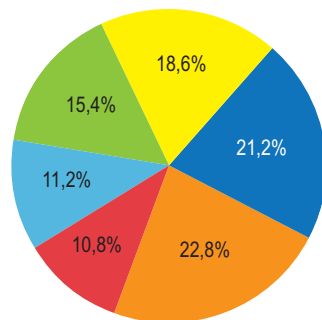
	Copies	
Germany	14.360	97,91 %
International	307	2,09 %
<b>Actual Distributed Circulation</b>	14.667	100%

## 4 National Distribution by Postal Code:

Postal zone 0	715	4,98%
Postal zone 1	541	3,77%
Postal zone 2	1.013	7,05%
Postal zone 3	1.471	10,24%
Postal zone 4	1.677	11,68%
Postal zone 5	2.219	15,45%
Postal zone 6	1.544	10,75%
Postal zone 7	2.421	16,86%
Postal zone 8	1.423	9,91%
Postal zone 9	1.336	9,30%
<b>Actual distribution in Germany</b>	14.360	100%

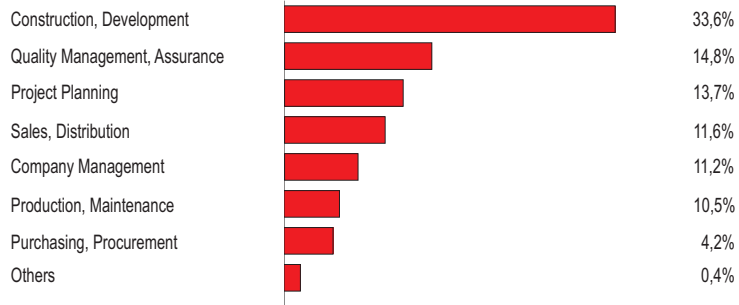
## Editorial analysis 2016

- Components (Lighting, Lenses, Software, ...)
- Cameras & Framegrabbers
- Embedded Vision & IPC
- 3D Machine Vision
- Applications
- Spectral Imaging



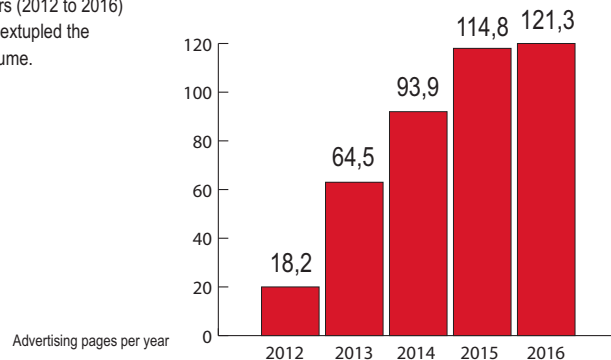
Editorial analysis 2016  
without special issue 'Cameras & Interfaces'

## Fields of Activity

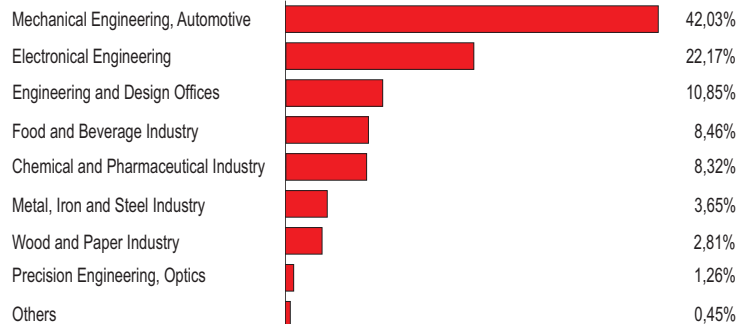


## Advertisement Analysis 2016

Within five years (2012 to 2016)  
the inVISION sextupled the  
advertising volume.



## Distribution





**1 Website:** [www.invision-news.de](http://www.invision-news.de)

**2 Usage Data:** From 1st July 2017 to 30th June 2018  
Visits: 65.227, Page views: 59.597

**3 Brief Description:** Online advertising is an important element for an efficient cross-media campaign that places your advertising message accurately targeted. On our website [www.invision-news.de](http://www.invision-news.de) you will always publish your advertising message very close to the latest news or suitable editorial content.

**4 Target groups:** Users of components and systems for machine vision and optical metrology.

**5 Publisher:** TeDo Verlag GmbH  
Zu den Sandbeeten 2 • 35043 Marburg

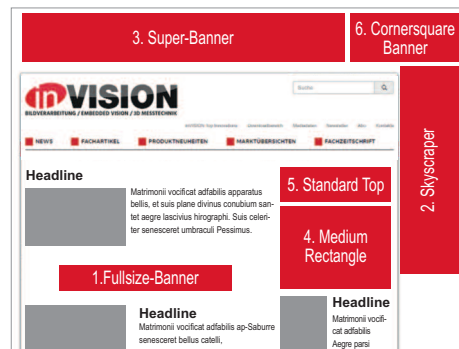
#### 6 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 pixel	Integrated placement within the content.	€ 820,-
2. Skyscraper	160 x 600 pixel	Portrait advertising space to the right of the content	€ 1.100,-
3. Super-Banner	728 x 90 pixel	Prominent placed at the header with plenty of space for your advertising message	€ 1.100,-
4. Medium Rectangle	300 x 250 pixel	Strikingly right in the middle of the editorial environment	€ 750,-
5. Standard Top	300 x 60 pixel	Concise smaller advertising space to the right of the content	€ 550,-
6. Cornersquare Banner	405 x 90 pixel	Striking placement in the upper right corner	€ 750,-
7. Wallpaper	728 x 90 pixel + 160 x 600 pixel	Combine the advantages of Skyscraper and Super-Banner	€ 1.900,-

Further formats upon request. All prices are zero rated for VAT.

**7 Data Formats:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5  
file size max. 250KB

**8 Contact:** Daniel Katzer, Media Consulting  
Phone: +49 6421 3086-517  
E-mail: [dkatzer@invision-news.de](mailto:dkatzer@invision-news.de)



## Whitepaper



Format	Total size	Headline	Teaser text	Size teaser image
Whitepaper	300x250px	approx. 40 char.	approx. 250 char.	approx. 100x100px

### 1 Brief Description:

Place your teaser banner on [www.invision-news.de](http://www.invision-news.de), which leads the visitor directly to the whitepaper with your user descriptions, case studies or market research results. Thus, decision-makers from the fields of machine vision and optical measurement technology can inform themselves directly about the performance capabilities of your company.

### 2 Target Groups:

Users of components and systems for machine vision and optical measurement technology

### 3 Publisher:

TeDo Verlag GmbH  
Zu den Sandbeeten 2, 35043 Marburg

### 4 Prices:

Duration	Prices
3 months	€ 600,-
6 months	€ 1.000,-
9 months	€ 1.510,-
12 months	€ 1.920,-

### 5 Data Delivery:

Please send us your data by e-mail up to one week before the start of the contract period to: [anzeigen@sps-magazin.de](mailto:anzeigen@sps-magazin.de)

### 6 Contact:

**Daniel Katzer, Media Consulting**  
Phone: +49 6421 3086-517  
E-mail: [dkatzer@invision-news.de](mailto:dkatzer@invision-news.de)

**1 Name:** inVISION Newsletter

**2 Brief Description:** The German-language inVISION Newsletter is the official industry newsletter of the world's leading trade fair VISION. Together with Messe Stuttgart, the newsletter is published every two weeks and reports on news (acquisitions, personnel, sales figures, dates...) from the fields of machine and embedded vision and 3D metrology. The only product news in the inVISION newsletter are those of the respective sponsor.

**3 Target Groups:** Users and engineers from all industries who use machine vision and optical metrology to test their products, as well as system integrators.

**4 Release Dates:**

January	February	March	April	May	June
01   10.01.18	03   07.02.18	05   07.03.18 Logimat	07   04.04.18 Hannover Messe	09   02.05.18 Oplatec	11   06.06.18 Automatica
02   24.01.18	04   21.02.18 embedded World	06   21.03.18	08   18.04.18 Control	10   16.05.18	12   20.06.17 Sensor + Test

July	August	September	October	November	December
13   04.07.18	15   01.08.18	17   12.09.18	19   02.10.18 Motek	22   14.11.18 SPS IPC Drives	24   12.12.18
14   18.07.18	16   29.08.18	18   26.09.18	20   17.10.18 Vision	23   26.11.18 SPS IPC Drives	
			21   31.10.18 Vision Electronica		

**5 Frequency:** 24 x per year

**6 Usage Data:** 4.873 subscribers (August 2018)

**7 Contact:**  
**Editorial Department**  
**Peter Ebert, Chief Editor**  
 Phone: +49 6421 3086-275  
 E-mail: pebert@invision-news.de

**Online-Advertisement**  
**Daniel Katzer, Media Consulting**  
 Phone: +49 6421 3086-517  
 E-Mail: dkatzer@invision-news.de

Exclusive partner of the  
VISION trade fair



Florian Niethammer, Project Manager VISION (l.), and Dr.-Ing. Peter Ebert, Chief Editor inVISION (r.)

**1 Advertising Formats:** In the inVISION newsletter, you have the option of either placing a banner or, as an exclusive sponsor, additionally presenting your own products and your company logo.

**2 Exclusive Sponsoring:** Become exclusive sponsor in the inVISION Newsletter  
This sponsoring includes:

- [a] **Company Logo** as sponsor incl. individual link
- [b] **2 Product News** incl. individual links on our homepage
- [c] **Sponsor Banner** size 550x100 pixel (inVISION NL) &

Price for the  
total package  
€ 4.100,-

**3 Banner:** Positioning after receipt of booking

- [d] **Banner** in 550x100 pixel format (inVISION NL) &
- Price per placing:  
€ 1.000,-

**4 Whitepaper:** Positioning after receipt of booking

- [e] **Whitepaper** Teaser image and text with approx. 300 char.
- Price per placing:  
€ 500,-

**2 Data Format:** 72dpi as JPG within the RGB colour space  
File size max. 250KB  
Please only supply us with data in RGB colour space. Sending data in the CMYK colour space can lead to deviations in the production process.

**3 Job Ads:** € 1.200,-  
(All prices are zero rated for VAT.)

## inVISION Newsletter



1 Name: i-need.de – Information and marketing portal

2 Brief Description: i-need.de bundles all important information about your products, your company and your editorial publications. It provides users with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo media for following areas: automation technology, production technology, machine vision, robotics, switch cabinet construction, building services engineering, Industrie 4.0.

i-need.de is unique because it summarises product information by industry. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. Users appreciate the high quality of search results, which are an important part of strategic information retrieval. With the three packages Basic, PRO and PREMIUM i-need.de offers you interesting communication channels on a highly frequented information platform for industrial products and services.

3 Target Groups: Selection of the most important target groups, since i-need.de addresses numerous industrial sectors: design engineers, plant managers and production managers, manufacturing industry, technical purchasers and users from mechanical and plant engineering, integrators, architects, electrical engineering industry, engineering offices, machine vision, switch cabinet manufacturers, enclosure manufacturers, building trades, electrical fitters, specialist planners.

4 Usage Data: 01. June 2016 - 01. June 2017  
Visitors: 73.615, page views: 446.810

5 Publisher: TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg



### Boost your campaign with the premium cross-media package from i-need.de

- + Your product news in one of our newsletters with a high reach
- + Your product news on i-need.de
- + Your product news in the relevant topic area online
- + Content ad placement on i-need.de for 12 weeks
- + Placement of your profile on the i-need.de pinboard in the magazine

#### PREMIUM

**499,00 €**

Price per month plus 19% VAT.

Comprehensive cross-media marketing package

Preferential display of your data and extensive evaluation tools

 Free customer support  
 Optional: Data maintenance

#### PRO

**199,00 €**

Price per month plus 19% VAT.

Enter unlimited number of products

Preferential display of your data and evaluation tools

 Free customer support  
 Optional: Data maintenance

#### Basic

**0,00 €**

Enter unlimited number of products

All products will be displayed

Without customer support and data maintenance

With the FREE-PROMOTION campaign you can save 1.788,00 €

Book the promotion package until Hannover Messe 2018 and push your marketing with 12 free promotion bookings.



The individual packages can be booked as an annual subscription. The subscription is valid for one year and will be automatically renewed for a further year, unless it is cancelled three months before the end of the subscription. Posted and unused benefits expire at the end of each month and cannot be added up. Invoices are issued annually. With monthly payments, the monthly subscription price for PRO and PREMIUM increases by 7%.

### Current Performance Table

Prices per month plus 19% VAT..

Basic

PRO

PREMIUM

- Topseller -

€ 0,00

€ 199,00

€ 499,00

	Basic	PRO	PREMIUM
1	<b>Present unlimited products on the market</b> Place an unlimited number of products on i-need.de.	✓	✓
2	<b>Printing of market overviews in the TeDo media</b> Depending on editorial selection	✓	✓
3	<b>Extensive company presentation: Present your company!</b> i-need.de bundles your company profile, your products, technical articles, product news and your solution competence.	✓	✓
4	<b>Your logo</b> Always prominently above the search results with your products.	✓	✓
5	<b>Preferential display of your products</b> Search results show PRO and PREMIUM customers above, Basic customers below.	✓	✓
6	<b>Communicate product news</b> Inform yourself about your latest product highlights.	✓	✓
7	<b>Publish videos</b> Link and distribute your product and company videos via i-need.de.	✓	✓
8	<b>Automatic or individual content linking</b> Your products and articles that are visible on a single page will be linked and connected automatically.	✓	✓
9	<b>Link product data sheets</b> Complete your product entries with additional helpful information such as data sheets.	✓	✓
10	<b>i-Icon for increased attention</b> Green icon increases the attention of your posts	✓	✓
11	<b>'Send inquiry' button</b> Interested parties can contact you quickly and easily using the enquiry function.	✓	✓
12	<b>Easily forward content</b> Interested parties can forward your product entry by e-mail.	✓	✓
13	<b>Share products and trade articles on social media</b> Facebook, Google+, Twitter	✓	✓
14	<b>Access statistics</b> See exactly where and how often your content has been published and clicked.	✓	✓
15	<b>Automatic search suggestions</b> Your company and products appear in the automatic suggestions in the search field.	✓	✓
16	<b>Promote product</b> Push your product to a top position and increase your impressions immediately and significantly!	✓	✓
17	<b>Newsletter for the efficient marketing mix</b> Publish up to 2 product announcements per month in our newsletters with a high reach	✓	✓
18	<b>Personal contact</b> One and the same contact person to help you with all questions about i-need.de	✓	✓
19	Optional: Service data maintenance for PRO and PREMIUM Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.		

 Only  
**€ 299,00**

## i-need.de Special Advertising Formats on i-need.de

**Promote Product:** Use the 'Promote Product' function to increase the frequency with which your product is displayed at the top. You book 'Promote product' on a weekly basis and are liable to pay a fee. The prominent placement on the start page makes your content appear more often and increases the likelihood of clicks.

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 E-Mail: ckirschenmann@it-production.com

### Banner and Content Advertisement:

Banner	Size (Pixel)	Description	Prices/ Month
1. Skyscraper	160x600 pixel	Portrait format placement conspicuously to the right of the content	€ 4.880,-
2. Skyscraper Small	120x600 pixel	Portrait Placement directly to the right of the content	€ 4.150,-
3. Fullsize	468x60 pixel	Integrated, prominent placement in the content of the website	€ 1.880,-
4. Superbanner	728x90 pixel	Centrally placed and with plenty of space for your message	€ 2.180,-
5. Content Small	250x450 pixel	Concise advertising space in the middle of the content	€ 2.200,-
6. Content Medium	400x331 pixel	Striking placement in the editorial environment	€ 2.450,-
7. Content Ad	Image: 200x150 pixel Title: 70 characters Text: 200 characters	Your ad is designed in the design of the editorial environment and can only be distinguished from editorial content by means of the reference - advertisement.	€ 5.530,-

All prices plus 19% VAT.

€ 399,-	€ 198,-	€ 149,-
PRICE FOR BASIC-CUSTOMERS	PRICE FOR PRO-CUSTOMERS	PRICE FOR PREMIUM-CUSTOMERS

**Promoted product on the i-need.de homepage**

Pay-per-Use-IoT-Plattform im Maschinenbau

Objektiv Correctal T200/0,3

4. Superbanner

5. Content Small

6. Content Medium

2. Skyscraper Small

3. Fullsize-Banner

5. Content Small

7. Content Ad

1. Skyscraper



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