

Cameras & Interfaces

Components

Embedded Vision & Industrial PCs

Systems & Applications



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TRADE JOURNAL

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You can find our general terms and conditions at
www.tedo-verlag.de/agb

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App Industrial News Arena
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- 1 Title:** inVISION
- 2 Brief Description:** The trade journal inVISION (8th year, circulation: 15,000 copies) is the leading German-language trade journal for Machine Vision, Embedded Vision and 3D metrology. Divided into the categories cameras & interfaces, components (lenses, illumination, software, vision sensors, frame grabbers...), embedded vision & industrial PCs (intelligent cameras, deep learning, industrial PCs...) and solutions (3D metrology, spectral imaging, thermography, x-ray/CT...) it shows the user the possibilities of current inspection systems. In addition to the six print issues per year, the inVISION Newsletter - the official industry newsletter of the world's leading trade fair Vision - is published every two weeks in cooperation with Messe Vision.
- 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 Publication Frequency:** 6 x per year + two ePaper issues
- 5 Format:** DIN A4
- 6 Volume:** 8th volume 2019
- 7 Subscription Prices:** All prices include VAT.

ISSN-Nr. 2199-8299	Trade Journal		ePaper		Trade Journal + ePaper	
	Germany	Abroad	Germany	Abroad	Germany	Abroad
Annual Subscription	€ 36,- (incl. postage)	€ 48,- (incl. postage)	€ 24,-	€ 24,-	€ 44,- (incl. postage)	€ 56,- (incl. postage)
Retail Price	€ 7,- (plus postage)	€ 7,- (plus postage)	€ 4,60	€ 4,60	€ 10,50 (plus postage)	€ 10,50 (plus postage)

8 Media Partnerships:



9 Membership/Participation:

–

10 Publishing House:

TeDo Verlag GmbH
Postanschrift • Postfach 2140 • 35009 Marburg
Lieferanschrift • Zu den Sandbeeten 2 • 35043 Marburg

11 Publisher:

Dipl.-Stat. B. Al-Scheikly

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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:

2017 = 6 Issues
Format DIN A4, 210mm (W) x 297mm (H)
Total Size 528 pages = 100,0%
Editorial Part 408 pages = 77,3%
Ad Section 120 pages = 22,7%
Publisher's Ads 5 pages = 0,9%
Inserts 2 pieces

Regular Topics: Cameras & Interfaces, Components for Image Processing, Embedded Vision & Industrial PCs, Systems & Applications

Issue and Deadlines	Trade Fairs	Main Focus	Topics	Market Overviews
Special Issue 1 - ePaper Publication Date: 13/2/2019 Advertising Deadline: 30/1/2019 Editorial Deadline: 09/01/2019 	Embedded World Nuremberg, 26.02. - 28.02.2019 Logimat Stuttgart, 19.02. - 21.02.2019	inVISION ePaper 'Embedded Vision'	Board Level Cameras Deep Learning Smart Cameras Embedded Vision Systems Industrial PCs	Board Level Cameras Smart Cameras Industrial PCs for Vision
Issue 1 - March Publication Date: 20/3/2019 Advertising Deadline: 06/3/2019 Editorial Deadline: 14/2/2019 	Hannover Messe Hannover, 01.04. - 05.04.2019	Cameras & Framegrabber	InVISION Top Innovation 2019 Customizable Vision Systems (Apps, FPGAs...) Machine Vision for Food & Beverage Vision Sensors & Smart Cameras Industrial PCs & Deep Learning	Line Scan Cameras CoaXPress Framegrabber
Issue 2 - April Publication Date: 25/4/2019 Advertising Deadline: 11/4/2019 Editorial Deadline: 21/3/2019 	Control Stuttgart, 07.05. - 10.05.2019	3D Metrology (including CT)	Lenses & Lightings Polarization Cameras Thermography & Hyperspectral Imaging Time of Flight (ToF) & 3D Sensors Computertomographie (CT)	Lenses Software & Libraries
Issue 3 - June Publication Date: 07/6/2019 Advertising Deadline: 24/5/2019 Editorial Deadline: 03/5/2019 	Laser World of Photonics Munich, 24.06 - 27.06.2019 Sensor + Test Nuremberg, 25.06 - 27.06.2019	Lenses & Lighting	High Speed Interfaces & Cameras 3D Laser Sensors & 3D Scanner Software (Deep Learning, CAQ, Libraries...) Robot Inspection Topography and Interferometry	Board Level Cameras Line Illumination (including Laser)

Regular Topics: Cameras & Interfaces, Components for Image Processing, Embedded Vision & Industrial PCs, Systems & Applications

Issue	Trade Fairs	Main Focus	Topics	Market Overviews
Issue 4 - September Publication Date: 12/9/2019 Advertising Deadline: 29/8/2019 Editorial Deadline: 08/8/2019 	EMO Hannover, 16.09. - 21.09.2019	Cameras & Framegrabber	Telecentric Lenses SWIR Cameras 3D Metrology (including CT) Thermography & Hyperspectral Imaging Machine Vision Asia	USB3 Cameras Thermography
Issue 5 - October Publication Date: 02/10/2019 Advertising Deadline: 18/9/2019 Editorial Deadline: 28/8/2019 	Stemmer Technology Forum Unterschleißheim, 08.10. - 09.10.2019 Motek Stuttgart, 07.10. - 10.10.2019  Dusseldorf , 16.10. - 23.10.2019	3D Metrology (including CT)	Lenses & Lighting High Speed Interfaces & Cameras Software (Deep Learning, CAQ, Libraries...) Computertomography (CT) 3D Laser Sensors & 3D Scanner	Telecentric Lenses Smart Cameras
Issue 6 - November Publication Date: 07/11/2019 Advertising Deadline: 24/10/2019 Editorial Deadline: 02/10/2019 	SPS IPC Drives Nuremberg, 26.11. - 28.11.2019 Formnext Frankfurt, 19.11. - 22.11.2019 Productronica Munich, 12.11. - 15.11.2019	Vision Sensors & Smart Cameras	Board Level Cameras Customizable Vision Systems (Apps, FPGAs...) 3D Sensors & Time of Flight (ToF) Industrial PCs & Deep Learning Machine Vision & PLC	Vision Sensors Industrial PCs for Vision
Special Issue 2 - ePaper Publication Date: 20/11/2019 Advertising Deadline: 06/11/2019 Editorial Deadline: 16/10/2019 	SPS IPC Drives Nuremberg, 26.11. - 28.11.2019	inVISION ePaper 'Vision Sensors & Smart Cameras'	Vision Sensors Smart Cameras 3D Sensors Code Readers Laser Sensors	Vision Sensors Smart Cameras

1 Advertising Formats and Prices: (All prices are zero rated for VAT.)

Format	Width x Height		b/w	2c	3c	4c
	Print Space	Bleed (add 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 6.200,-
Cover Pages	210mm x 297mm	–	€ 3.980,-	€ 4.300,-	€ 4.610,-	€ 4.940,-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 3.490,-	€ 3.810,-	€ 4.120,-	€ 4.450,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2.200,-	€ 2.380,-	€ 2.550,-	€ 2.750,-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1.920,-	€ 2.100,-	€ 2.270,-	€ 2.470,-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1.920,-	€ 2.100,-	€ 2.270,-	€ 2.470,-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1.380,-	€ 1.530,-	€ 1.650,-	€ 1.830,-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1.380,-	€ 1.530,-	€ 1.650,-	€ 1.830,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1.100,-	€ 1.220,-	€ 1.290,-	€ 1.400,-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 1.100,-	€ 1.220,-	€ 1.290,-	€ 1.400,-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 1.100,-	€ 1.220,-	€ 1.290,-	€ 1.400,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 640,-	€ 740,-	€ 790,-	€ 840,-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 640,-	€ 740,-	€ 790,-	€ 840,-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 640,-	€ 740,-	€ 790,-	€ 840,-

- 2 Surcharges:** Colour advertisements are printed according to the Euroscale.
All other colours are 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	On request				

- Placing: On binding and confirmed placements 10% of the basic price (b/w) will be charged.
- Colour surcharges: Not discountable
- Format surcharges: Advertisements over binding, bleed advertisements: 10% of the basic price
- Journal format: Din A4, 210mm x 297mm (width x height)
- Print space: 185mm x 270mm (width x height)
- VAT: All prices are zero rated for VAT.

- 3 Discount:** For orders accepted within one insertion year 15%
- Agency discount:
- Frequency: 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 advertisements we grant a discount of 30% on the respective basic price (b/w).

5 Special Advertising:

- Bound-in inserts: Delivery quantity: 15.300 copies
Delivery: see 'Technical Data' on p. 11

80 – 135g/m ²	4 pages	€ 4.160,-
	8 pages	€ 6.140,-
	12 pages	€ 8.170,-
136 – 170g/m ²	10% Surcharge on the basic price	
	from 170g/m ² 15% Surcharge on the basic price	

- Inserts: Delivery quantity: 15.300 copies
Delivery: see 'Technical Data' on p. 12
- | | | |
|-----------|-----------------|------------------|
| | Full supplement | Each 1000 copies |
| up to 25g | € 3.800,- | € 248,- |
| up to 50g | € 4.880,- | € 319,- |
| above 50g | on request | on request |

- Postcards/Samples: Delivery quantity: 15.300 copies
Delivery: see 'Technical Data' on p. 13
- | | |
|---|------------------|
| | Each 1000 copies |
| Adhesive inserts up to 5g (witho. mount.) | € 90,- % |
| Mechanical bonding | € 80,- % |
| Manual bonding | on request |

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

7 Terms of Payment/Bank Details:

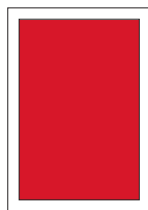
- The invoice amount is payable within 14 days of the invoice date.
For payments within 8 days we grant 2% discount.

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

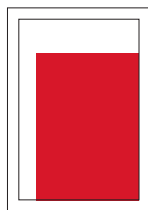
Postbank Frankfurt/Main:
Bank code 500 100 60, Acc. 5170 30-603
IBAN: DE51 5001 0060 0517 0306 03
SWIFT-BIC: PBNKDEFF

- | | | | |
|-------------------------------------|--|--------------------------|--|
| 1 Format: | DIN A4 210mm x 297mm (width x height)
Print space 185mm x 270mm (width x height) | 8 Output Profile: | ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004) |
| 2 Printing Method: | Offset: Printing with colours from the Euro colour scale for offset printing according to ISO12647-2, back stitching | 9 Return: | Printing material supplied will only be returned to the respective client upon special request. The obligation on the part of the publisher to retain the documents ends three months after the publication of the advertisement. |
| 3 Data Transmission: | Electronically by e-mail to:
Michaela Preiß, Ad Sheduling
Phone: +49 6421 3086-444
E-Mail: mpreiss@invision-news.de | 10 Warranty: | 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 incorrect files, incorrect settings or incomplete information will be charged on a time and material basis. Sent film positives must be digitised. The additional costs incurred will be invoiced separately. |
| 4 Advertisement Data: | High-res PDF, EPS (fonts either converted into paths or embedded), TIF (resolution 300dpi with image width to be printed) | 11 Contact: | Michaela Preiß, Ad Sheduling
Tel.: +49 6421 3086-444
E-Mail: mpreiss@invision-news.de |
| 5 Colours: | In four-colour printing, the colours are used according to the Euro scale: Cyan, Magenta, Yellow, Black (CMYK). This color space must be selected in the respective program.
Attention:
RGB colours or spot colours may not be used or only after consultation with the publisher. | | |
| 6 Proof/Printing: | 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 press proof. Without these documents no liability or warranty can be assumed for any errors. The publisher cannot assume any guarantee in the event of colour deviations resulting from different papers (proof/print proof to edition paper). This shall also apply to deviations which are within the tolerance from printout to industrial colour printing or which are due to the offset printing process. | | |
| 7 Permissible Image Formats: | TIF, JPEG, EPS (with embedded fonts) | | |

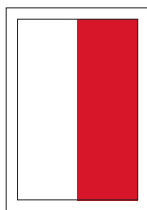
Advertisement Formats in Print Space



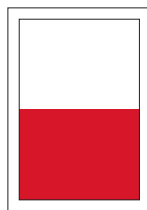
1/1 page
185mm x 270mm



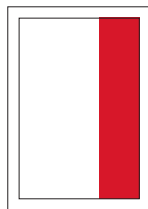
Junior Page
140mm x 190mm



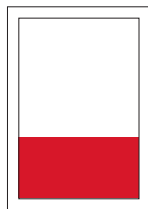
1/2 page vertical
90mm x 270mm



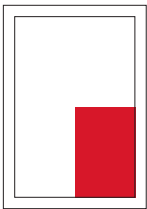
1/2 page horizontal
185mm x 130mm



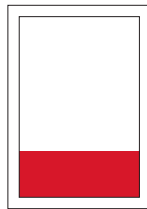
1/3 page vertical
60mm x 270mm



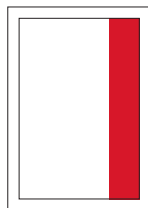
1/3 page horizontal
185mm x 90mm



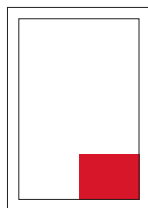
1/4 page
90mm x 130mm



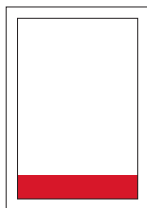
1/4 page horizontal
185mm x 65mm



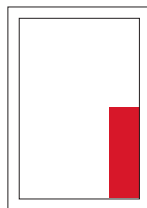
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

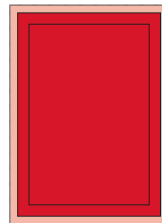


1/8 page horizontal
185mm x 30mm

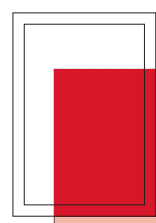


1/8 page vertical
45mm x 130mm

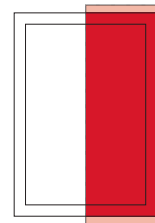
Advertisement Formats in Bleed



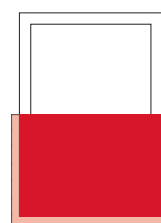
1/1 page
210mm x 297mm



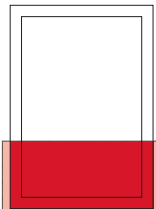
Junior Page
148mm x 210mm



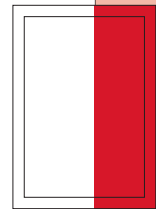
1/2 page vertical
105mm x 297mm



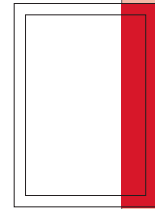
1/2 page horizontal
210mm x 148mm



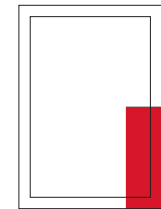
1/3 page horizontal
210mm x 100mm



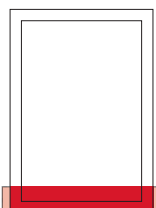
1/3 page vertical
70mm x 297mm



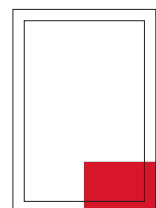
1/4 page horizontal
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page vertical
52mm x 148mm



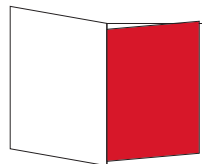
1/8 page horizontal
210mm x 39mm



1/8 page
105mm x 74mm

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

Bound Inserts: Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted. Inserts must be delivered with the bleed allowances specified below. Multi-page bound-in inserts and bound-in inserts with flap must be delivered folded. The front side of the bound-in insert must be marked.

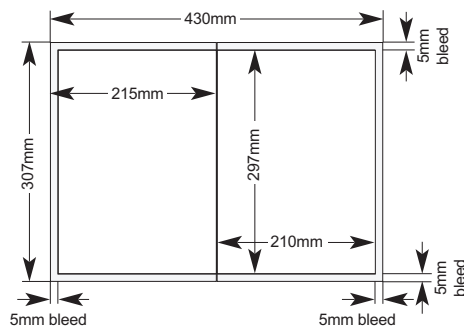


Minimum format: 147mm x 210mm

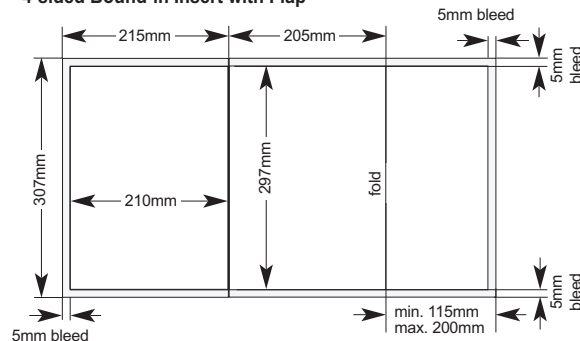
Maximum format: 210mm x 297mm

Minimum weight: for 4-sided products 115g/m²

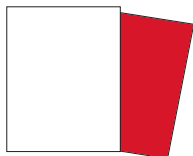
4-sided Bound-in Insert



4-sided Bound-in Insert with Flap



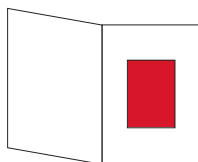
- 1 Inserts:** Before accepting and confirming an order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted. Inserts must be trimmed and folded and delivered as finished end products.



Minimal Format: 100mm x 210mm
Maximum Format: 205mm x 290mm
Minimal Weight: 115g/m²
Maximum Weight: on request
Positioning: undefined

- 2 Stickers:** Mechanical gluing: Adhesive edge parallel to waistband, minimum 1cm to maximum 6cm away from waistband. Folded products must be closed towards the waistband. Positioning on request.

Afixed postcards, product samples on bound-in inserts or full-page advertisements are additionally charged as stickers. Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted.



Minimal Format: 105mm x 147mm
Maximum Format: 148mm x 190mm
Minimal Weight: 160g/m²

Delivery: The delivery of the inserts, bound-in inserts and glued-in inserts must be accompanied by delivery note. A sample of the pallet contents must be attached to the outside of the container to ensure smooth production. Please always send a sample to the publisher at the same time.

Delivery Quantity: 15.300 copies

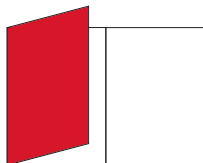
Delivery Address: The delivery address for inserts and any other supplement will be communicated with the order confirmation.

Delivery Deadline: The deadline for printing documents is at the same time the delivery date for the agreed issue (see Editorial Calendar starting on page 4).

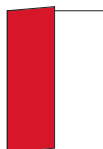
Contact: **Daniel Katzer, Media Consulting**
 Phone: +49 6421 3086-517
 E-Mail: dkatzer@invision-news.de

1 Special Advertising Formats:

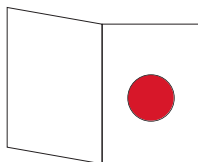
Gatefolder



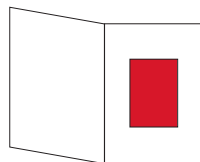
Flap



CD-ROM



Sample



2 Prices: 3 Reprint:

On request

Publication reprinting is a flexible and cost-effective way to combine your product and brand message with the credibility and excellent reputation of inVISION.

We can print and create an electronic file for your website.



4 Prices Reprint:

2 pages, 4 colours, 135g/m ²					
Circulation	500	1.000	2.000	5.000	10.000
Price	€ 740,-	€ 780,-	€ 880,-	€ 1.200,-	€ 1.400,-
4 pages, 4 colours, 135g/m ²					
Circulation	500	1.000	2.000	5.000	10.000
Price	€ 830,-	€ 870,-	€ 1000,-	€ 1.450,-	€ 2.050,-

All prices are zero rated for VAT.

5 License for Self Printing:

If you would like to reprint your article yourself after publication in inVISION, you can purchase a license for self-printing.

License for Self Printing	
Circulation	up to 1.000 copies
Price	€ 300,-

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

6 Low-res PDF:

If you would like to use your technical contribution for online use after printing, we will be happy to create a low-resolution PDF for you free of charge, which is ideally suited for online use.

7 Contact:

Markus Lehnert, Advertising Management

Phone: +49 6421 3086-594

E-Mail: mlehnert@invision-news.de

1 Inner Title: Targeted and precise advertising in your subject area!

2 Brief Description: With the inner title format, inVISION offers a special form of advertising. With the advertisement you open one of the permanent categories and thus stand out from the crowd. This way you bring yourself even more specifically into the readers' consciousness. The internal title format contains the following elements for your cross-media communication:

- 1 Your inner title to the particular editorial section
- 2 Introductory article (topic in consultation with the editorial staff)
- 3 Publication of a teaser of the article in the inVISION News
- 4 Publication of the article on www.invision-news.de
- 5 Publication of the article on Facebook and Google+

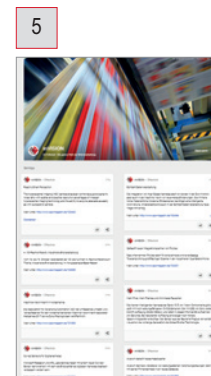
Possible categories are for example:

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

3 Format: Motif Inner Title: 210x212mm (plus 3mm bleed on all sides)

4 Data Delivery: PDF, JPEG or TIF in a resolution of 300dpi,
Article: Text with approx. 8.000 characters, logo,
images as JPEG, TIF in a resolution of 300dpi

5 Price: € 3.640,- (plus VAT)





1 Circulation Control:

2 Circulation Analysis: Copies per issue on average for the period from 01.07.2017 - 30.06.2018 (Q3 + Q4 2017 and Q1 + Q2 2018)

Print run:	15.000		
Actual Circulation:	14.690	thereof abroad	332
Sold copies	1.576	thereof abroad	
• subscribed copies	76	thereof abroad	1
thereof member copies	–		
• other sales	1.500	thereof abroad	–
• retail sales	–	–	–
• returned copies	–	–	–
Free copies:	13.114	thereof abroad	
Remaining, archived and proof copies:	310	thereof abroad	331

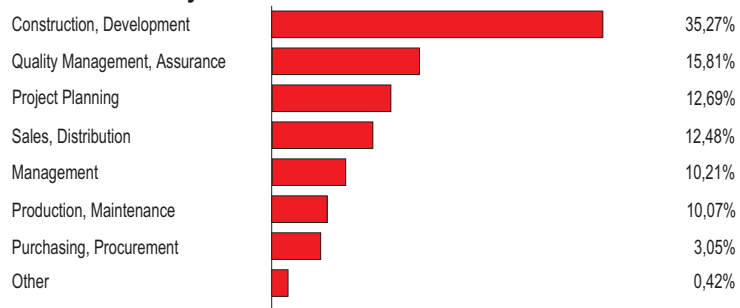
3 Economic Area: Statistic of actual circulation:

	Copies	
Germany	14.358	97,74 %
International	332	2,26 %
Actual distributed circulation	14.690	100%

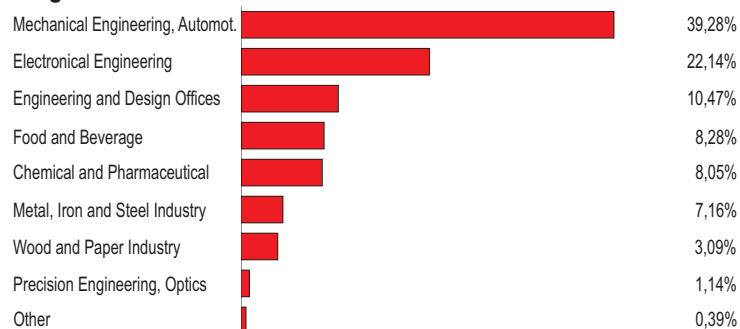
4 Distribution by Postcode:

Postal zone 0	695	4,94%
Postal zone 1	528	3,69%
Postal zone 2	938	6,53%
Postal zone 3	1.400	9,75%
Postal zone 4	1.548	10,78%
Postal zone 5	2.040	14,21%
Postal zone 6	1.489	10,37%
Postal zone 7	2.854	19,88%
Postal zone 8	1.589	11,07%
Postal zone 9	1.276	8,89%
Actual distribution in Germany	14.358	100%

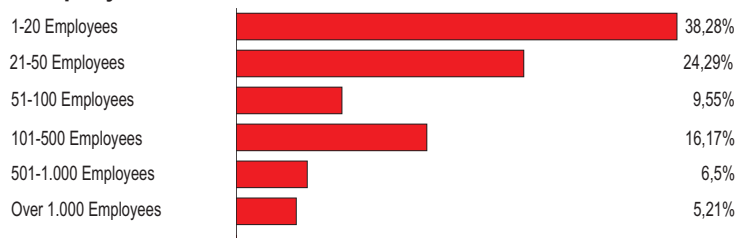
Fields of Activity



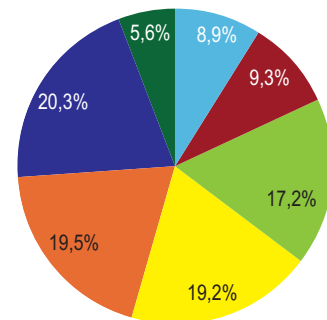
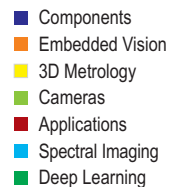
Target Markets



Company Size



Editorial Analysis 2017



- 1 Website:** www.invision-news.de
- 2 Usage Data:** From 01st July 2017 to 30th June 2018
Visitors: 65.191, Page impressions: 94.466
- 3 Brief Profile:** Online advertising is an important element for an efficient cross-media campaign that precisely places your advertising message. On our website www.invision-news.de you always publish your advertising message very close to the latest news or suitable editorial content.
- 4 Target Group:** Users of components and systems for machine vision and optical metrology.
- 5 Publishing House:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg • Germany

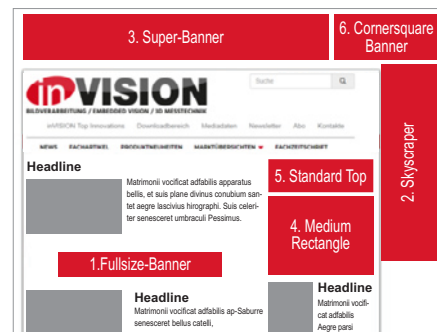
6 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 Pixel	Integrated placement within the content	€ 830,-
2. Skyscraper	160 x 600 Pixel	Portrait advertising space to the right of the content	€ 1.120,-
3. Super-Banner	728 x 90 Pixel	Prominent placed at the header with plenty of space for your advertising message	€ 1.120,-
4. Medium Rectangle	300 x 250 Pixel	Strikingly right in the middle of the editorial content	€ 760,-
5. Standard Top	300 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 560,-
6. Cornersquare Banner	405 x 90 Pixel	Striking placement in the upper right corner	€ 760,-
7. Wallpaper	1133 x 90 Pixel + 160 x 600 Pixel	Combine the advantages of Skyscraper and Super-Banner	€ 1.940,-

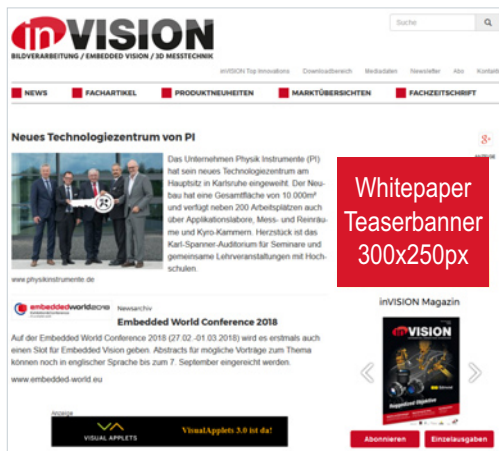
Other formats on request. All prices plus 19% VAT.

Sponsored Post - Prices and information on page 21

- 7 Data Formats:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5 file size max. 250KB.
No evaluations for flash banners or banners integrated via i-frames possible.
- 8 Contact:** **Daniel Katzer, Media Consulting**
Phone: +49 6421 3086-517
E-Mail: dkatzer@invision-news.de



Whitepaper



Format	Total Size	Headline	Teaser	Image
Whitepaper	300x250px	approx. 40 char.	approx. 250 char.	100x100px 300dpi

1 Brief Description:

Place your teaser banner on www.invision-news.de, which leads the visitor directly to the whitepaper with your user descriptions, case studies or market research results. In this way, you can directly inform decision-makers from the fields of industrial image processing and optical metrology about the performance capabilities of your company.

2 Target Group:

Users of components and systems for industrial image processing and optical metrology

3 Publishing House:

TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

4 Prices:

Duration	Prices
3 months	€ 610,-
6 months	€ 1.040,-
9 months	€ 1.510,-
12 months	€ 1.960,-

5 Data:

Please send us your data up to one week before the start of the term by e-mail to: dkatzer@invision-news.de

- PDF file
- Company logo
- Introductory text with max. 1,200 characters incl. spaces

6 Contact:

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

1 Name: inVISION Newsletter

2 Brief Description: The German 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 vision, embedded vision and 3D metrology. The only new products in the inVISION newsletter are those of the respective sponsor.

3 Target Group: Users and designers from all industries who use image processing and optical metrology to test their products, as well as system integrators.

4 Release Dates:

January	February	March	April	May	June
1 16.01.19	3 13.02.19 Logimat	5 06.03.19	9 01.04.19	14 06.05.19	18 05.06.19
2 30.01.19	4 25.02.19 Embedded World	6 13.03.19	10 10.04.19	15 15.05.19	19 12.06.19
		7 20.03.19	11 17.04.19	16 22.05.19 Control	20 18.06.19 Laser
		8 27.03.19 Hannover Messe	12 24.04.19 Control	17 29.05.19	21 27.06.19
			13 30.04.19		

July	August	September	October	November	December
22 03.07.19	26 14.08.19	28 04.09.19	32 02.10.19	37 06.11.18 Productronica	41 04.12.19
23 10.07.19	27 28.08.19	29 11.09.19 EMO	33 07.10.19	38 13.11.18	42 11.12.19
24 17.07.19		30 18.09.19	34 16.10.19	39 20.11.19 SPS	43 18.12.19
25 31.07.19		31 25.09.19 Molek Stemmer Forum	35 23.10.19	40 25.11.19 SPS	
			36 30.10.19		

5 Frequency: 43 x per year

6 Usage Data: 4.930 subscribers (November 2018)

7 Contacts:
Editorial Department
Dr.-Ing. Peter Ebert, Chief Editor
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 E-Mail: pebert@invision-news.de

Online Advertising
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 Phone: +49 6421 3086-517
 E-Mail: dkatzer@invision-news.de



Exclusive partner of the
Vision trade fair



Bild: Messe Stuttgart

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

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

[a] Company Logo	as sponsor incl. individual linking
[b] 2 Product News	incl. individual links to homepage
[c] Sponsor Banner	in 550x100 pixel format

Price for the whole package:
€ 3.300,-

3 Banner:

[d] **Banner** in 550x100 pixel format

Price per placement:
€ 815,-

4 Whitepaper: Placement after booking receipt

[e] [Whitepaper](#) Teaser image and text with 300 characters

Price per placement:
€ 400 -

2 Data Format: 72dpi as JPG within the RGB colour space
File size max. 250KB
Please supply us with data exclusively in RGB colour space. When sending data in the CMYK colour space, colour deviations may occur in the production process.

3 Job Ads: € 950,-
(All prices plus 19% VAT.)

inVISION Newsletter



1 Brief Description: An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored post is identified by the note 'advertisement' and differs from editorial content in this respect.

By clicking on the link 'Read more' at the end of the sponsored post, the reader reaches the full article at www.invision.de. There is a link to the customer.

Success factors for a sponsored post are contents with relevance for the reader that offer him added value or benefits. The advertiser positions himself as a competent solution partner with target-group-specific formulations, appealing images or the simple presentation of complex facts.

2 Content and Formats: The Sponsored Post Format includes:

- the headline (max. 30 characters)
- a teaser text (max. 250 Zeichen)
- the main text (approx. 2.500 characters)
 - a teaser image (JPEG or PNG in the RGB colour space with 72dpi)
- images for the main text (JPEG or PNG in the RGB colour space with 72dpi)
- a target URL
- Logo (JPEG or PNG in the RGB colour space with 72dpi)

Please send us your data by e-mail to: anzeigen@invision-news.de

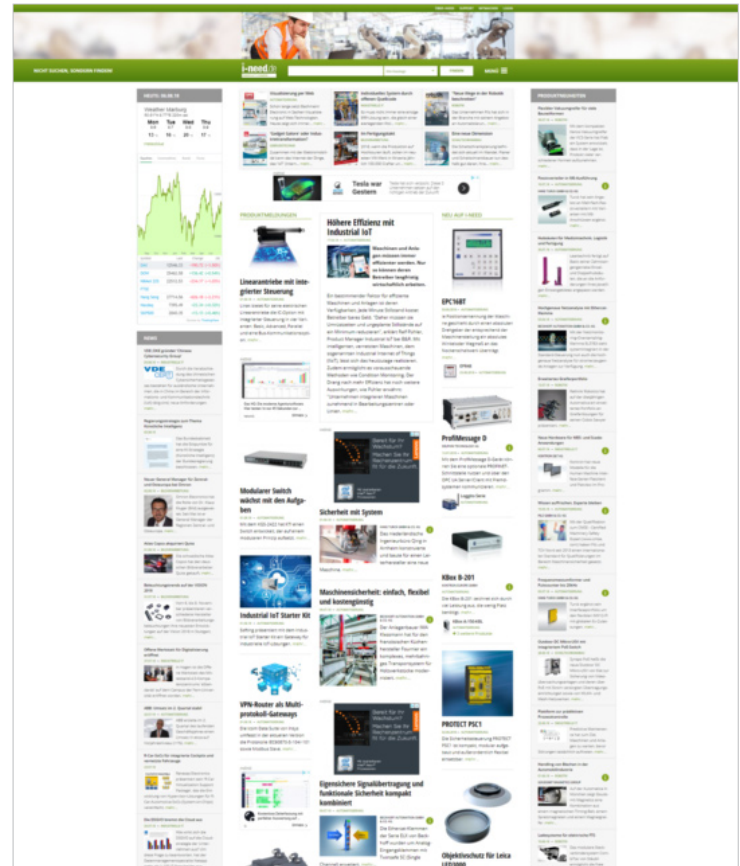
Contact: Markus Lehnert, Advertising Management
mlehnert@invision-news.de
 Phone: +49 6421 3086-594

Daniel Katzer, Media Consulting
dkatzer@invision-news.de
 Phone: +49 6421 3086-517

Medium and Type	Placement	Price
Website - Premium-Teaser	In the header area	€ 1.120,-
Website - Standard-Teaser	In the lower area	€ 1.010,-



- 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 the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo trade media for these areas: Automation technology, production technology, industrial image processing, robotics, switch cabinet construction, building technology, industry 4.0.
- i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important part of strategic information procurement.
- With the three packages Basic, PRO and PREMIUM, i-need.de offers you interesting communication channels on a highly frequented information platform for automation products and services.
- 3 Target Groups:** Selection of the most important target groups, since i-need.de addresses numerous user groups: Design engineers, plant and production managers, manufacturing industry, technical buyers and users from mechanical and plant engineering, integrators, architects, electrotechnical industry, engineering offices, Machine Vision, switch cabinet builders, housing manufacturers, building trades, electricians, specialist planners.
- 4 Usage Data:** 01st July 2017 – 30th June 2018
Visitors: 115.689, Page impressions: 283.847
- 5 Publishing House:** TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg



i-need.de
Best Price-Performance Ratio
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	PRO	Basic
499,00 € <small>Price per month plus 19% VAT.</small>	199,00 € <small>Price per month plus 19% VAT.</small>	0,00 €
Comprehensive cross-media marketing package	Enter unlimited number of products	Enter unlimited number of products
Preferential display of your data and extensive evaluation tools	Preferential display of your data and evaluation tools	All products will be displayed
Free customer support Optional: Data maintenance	Free customer support Optional: Data maintenance	Without customer support and data maintenance

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

Book the promotion package until Hannover Messe 2019 and push your marketing with 12 free promotion bookings.



The individual packages can be booked as annual subscriptions. The subscription is valid for one year and is automatically renewed for a further year if not cancelled three months before the end of the subscription. Booked and unused services expire at the end of each month and cannot be added up. Invoices are issued annually. In the case of 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	Present unlimited products to the market Place an unlimited number of products on i-need.de.	✓	✓
2	Prints of the market overviews in the TeDo media Depending on editorial selection	✓	✓
3	Extensive company presentation: Present your company! i-need.de clearly bundles your company portrait, your products, professional articles, Product news and your solution competence.	✓	✓
4	Your logo Always prominently above the search results with your products.	✓	✓
5	Preferred display of your products Search results show PRO and PREMIUM customers above, Basic customers below.	✓	✓
6	Communicate product news Keep up to date with your latest product highlights.	✓	✓
7	Publish videos Link and distribute your product and company videos via i-need.de.	✓	✓
8	Automatic or individual content linking Your products and professional articles, which are visible on one page, will be automatically linked or individually compiled by you.	✓	✓
9	Link product data sheets Supplement your product entries with additional helpful information such as Datasheets.	✓	✓
10	i-Icon for increased attention Green icon increases the attention of your contributions	✓	✓
11	'Send inquiry' button Interested parties can contact you quickly and easily using the enquiry function.	✓	✓
12	Easily forward content Interested parties can forward your product entry by e-mail.	✓	✓
13	Share products and articles on social media Facebook, Google+, Twitter	✓	✓
14	Access statistics See exactly where and how often your content has been published and clicked.	✓	✓
15	Automatic search suggestions Your company and products will appear in the automatic search suggestions in the Search field.	✓	✓
16	Promote product Push your product to a top position and increase your impressions immediately and measurably!	✓	✓
17	Newsletter for an efficient marketing mix Publish up to two product announcements per month in our high-circulation newsletters	✓	✓
18	Personal contact One and the same contact person who will help you with all your questions about i-	✓	✓
19	Optional: Data Maintenance Service for PRO and PREMIUM Up to 10 new products / month and 50 updates / month, Automatic completion of your product portfolio and publication after your release.		

Only
€ 299,00

i-need.de

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 front. Book 'Promote product' on a weekly basis and for a fee. The prominent placement on the start page will increase the frequency with which your content is displayed and the likelihood of clicking on it.

Contact:

Sina Debus, Media Consulting

Phone: +49 6421 3086-519

E-Mail: sdebus@tedo-verlag.de

Christoph Kirschenmann, Advertising Manager IT&Production

Phone: +49 6421 3086-536

E-Mail: ckirschenmann@it-production.com

Banner and Sponsored Post:

Banner	Size (Pixel)	Description	Prices/ Month
1. Skyscraper	160x600 Pixel	Portrait placement conspicuous to the right of the content	€ 4.980,-
2. Skyscraper Small	120x600 Pixel	Portrait Placement directly to the right of the content	€ 4.250,-
3. Fullsize	468x60 Pixel	Integrated, prominent placement in the content of the website	€ 1.950,-
4. Superbanner	728x90 Pixel	Centrally placed and with plenty of space	€ 2.250,-
5. Content Small	250x450 Pixel	Concise advertising space in the middle	€ 2.250,-
6. Content Medium	400x331 Pixel	Auffällige Platzierung im redaktionellen Umfeld	€ 2.500,-
7. Sponsored Post	Image: 200x150 Pixel Headline: 70 characters Text: 200 characters	Your advertisement is designed in the editorial environment and can only be distinguished as an advertisement from editorial content by the reference advertisement.	€ 5.650,-

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

The screenshot shows the i-need.de homepage with a green header. Below the header, there are several product listings. A blue box highlights a 'Promoted product' section featuring a 'Pay-per-Use-IO-Plattform im Maschinenbau' (Pay-per-Use-IO Platform in Mechanical Engineering) and a 'Objektiv Correctal T2007/03' lens. The text 'Promoted product on the i-need.de homepage' is overlaid on the image.

The screenshot shows the i-need.de website with various advertising formats highlighted by green boxes and labels:

- 4. Superbanner**: A large banner at the top of the main content area.
- 2. Skyscraper Small**: A vertical banner on the right side of the page.
- 6. Content Medium**: A medium-sized rectangular ad within the content flow.

The screenshot shows the i-need.de website with various advertising formats highlighted by green boxes and labels:

- 3. Fullsize-Banner**: A large banner at the top of the main content area.
- 5. Content Small**: A small rectangular ad within the content flow.
- 7. Sponsored Post**: A post that looks like editorial content but is clearly marked as an advertisement.
- 1. Skyscraper**: A tall vertical banner on the right side of the page.

Paragraph 1: "Advertising order" in the sense of the following General Terms and Conditions means the contract for the publication of one or more advertisements by an advertiser in publications of the publishing company or the contract for the addition of supplements or inserts to such publications for the purpose of distribution.

Paragraph 2: In case of doubt, advertisements are to be called up for publication within one year after conclusion of the contract. If the right to call up single advertisements is granted within the framework of a contract, the order must be processed within one year of publication of the first advertisement, provided that the first advertisement is called up and published within the period specified in sentence 1.

Paragraph 3: In the case of contracts, the client is entitled to call up further advertisements beyond the quantity of advertisements specified in the order within the agreed period or the period specified in item 2.

Paragraph 4: If an order is not fulfilled for reasons for which the publisher is not responsible, the customer must return the difference between the discount granted and the discount corresponding to the actual purchase, without prejudice to any further legal obligations. The refund does not apply if the non-fulfilment is due to force majeure in the risk area of the publisher.

Paragraph 5: Orders for advertisements, bound inserts and external inserts which are declared to be published exclusively in certain numbers, certain editions or at certain positions in the publication must be received by the publisher in sufficient time for the customer to be informed before the advertising deadline if the order cannot be executed in this way.

Paragraph 6: Advertisements will only be accepted at certain positions if these special placements have been confirmed by the publisher in written form.

Paragraph 7: Cancellation of booked advertisements must always be made in written form, fax or e-mail is sufficient. Cancellation of advertisements already booked is possible free of charge up to 14 days before the advertising deadline, according to media data. Cancellation 13 to 7 days before the advertising deadline will be charged with a cancellation fee of 50% of the gross advertising price. For cancellations received later than 7 days before the advertising deadline, the publisher can charge the full gross advertising price.

There is no right of withdrawal for print and online advertisements with special placements (including cover pages, special formats and product overviews) as well as for title and interior title pages. Cancellations of online advertisements must be made in written form eight weeks before the start of publication. Cancellation less than eight weeks before the start of the placement is not possible. The advertisement will thus be charged in full at the agreed advertisement price.

Paragraph 8: The publisher reserves the right to reject advertising orders - including single call-offs within the scope of a contract - and supplement orders due to their content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official regulations or their publication by the publisher is unreasonable. This also applies to orders placed with branch offices, acceptance offices or representatives. Orders for inserts are only binding for the publisher after presentation of a sample of the insert and its approval. Inserts which, due to their format or presentation, give the reader the impression of being part of the magazine or contain third-party advertisements will not be accepted.

Paragraph 9: The client is responsible for the timely delivery of the advertisement text and flawless printing documents or inserts. The publisher will immediately request a replacement for noticeably unsuitable or damaged printing documents. The publisher guarantees the usual printing quality for the title used within the scope of the possibilities provided by the printing documents. Damages incurred for the publisher due to the late submission of printing documents are to be paid by the customer.

Paragraph 10: In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the customer is entitled to a reduction in payment or a faultless replacement, but only to the extent that the purpose of the advertisement has been impaired. If the publisher fails to meet a reasonable deadline for this purpose or if the replacement advertisement is again not faultless, the customer is entitled to a reduction in payment. Claims for damages arising from positive breach of claim, faults upon conclusion of the contract and unauthorised actions are - even when placing an order by telephone - excluded; claims for damages arising from impossibility of performance and delay are limited to compensation for the foreseeable damage and the remuneration paid for the relevant advertisement or supplement. This does not apply to intent and gross negligence of the publisher, his legal representative and his vicarious agent. The Publisher's liability for damages due to the absence of warranted characteristics remains unaffected. The publisher is only liable for faults of any kind resulting from telephone transmission in the event of intent or gross negligence. In commercial business transactions, the publisher shall also not be liable for gross negligence

on the part of vicarious agents; in other cases, liability towards merchants for gross negligence is limited to the foreseeable damage up to the amount of the relevant advertising fee. Complaints must be made within four weeks of receipt of the invoice, except in the case of non-obvious defects.

Paragraph 11: If advertising motifs are transmitted digitally by the customer, the liability of the publisher for completely or partially illegible, incorrect or incomplete reproduction of the corresponding advertisements is excluded.

Paragraph 12: For material provided by the customer (bound inserts, supplements, etc.), the publisher assumes no guarantee for the correctness of the quantities or qualities designated as delivered.

Paragraph 13: TeDo Verlag assumes that the image and copyright of data received by TeDo Verlag from third parties is held by the sender or his employer, unless otherwise indicated. TeDo Verlag assumes no liability if a warning notice is issued in such a case.

Paragraph 14: Proofs will only be supplied upon explicit request. The customer is responsible for the correctness of the returned proofs. The publisher will consider all error corrections that are reported to him within the deadline set in the proof.

Paragraph 15: If no special size regulations are given, the calculation is based on the usual print height for this type of advertisement.

Paragraph 16: If the client does not pay in advance, the invoice will be sent immediately, if possible 14 days after publication of the advertisement. The invoice is to be paid within the period indicated in the price list, running from receipt of the invoice, unless a different payment period or advance payment has been agreed in individual cases. Any discounts for early payment are granted according to the price list.

Paragraph 17: In the event of default or deferment of payment, interest and collection costs will be charged. In the event of default in payment, the publisher may defer further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there are justified doubts about the solvency of the customer, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment terms. This also applies during the term of an advertisement contract.

Paragraph 18: Upon request, the publisher supply a copy of the advertisement with the invoice. Depending on the type and scope of the advertisement order, excerpts of advertisements, document pages or complete document numbers are delivered. If a document can no longer be provided, it is replaced by a legally binding certificate from the publisher confirming the publication and distribution of the advertisement.

Paragraph 19: Costs for the production of ordered artwork as well as for substantial changes to originally agreed designs requested or for which the customer is responsible are charged to the customer.

Paragraph 20: In the case of numerical advertisements, the publisher exercises the care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered letters and express letters on numerical displays are only forwarded by normal mail. Receipts on numerical displays are kept for four weeks. Submissions that are not collected within this period will be destroyed. The publisher will return valuable documents without being obliged to do so. In the interest and for the protection of the customer, the publisher reserves the right to open the incoming offers to prevent misuse of the number service for verification purposes. The publisher is not obliged to pass on business promotions and brokerage offers.

Paragraph 21: CDs will only be returned to the client on special request. The storage obligation ends three months after expiry of the order.

Paragraph 22: Advertising agents and advertising agencies are obliged to stick to the publisher's price list in their offers, contracts and invoices with the advertisers. The agency fee granted by the publisher may not be passed on to the customer in whole or in part.

Paragraph 23: Place of performance and jurisdiction is the registered office of the publisher. Insofar as the publisher's claims are not asserted in the dunning procedure, the place of jurisdiction for non-merchants is determined by their place of residence. If the domicile or habitual abode of the client is unknown at the time the lawsuit is filed, or if the client has moved his domicile or habitual abode out of the scope of application of the law after conclusion of the contract, the place of jurisdiction is agreed to be the registered office of the publisher.

Paragraph 24: In the event of partial or total invalidity of any provision, the validity of the remaining provisions will remain unaffected.

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