

MEDIA KIT

2021

inVISION

Cameras & Interfaces

Components

Embedded Vision & AI

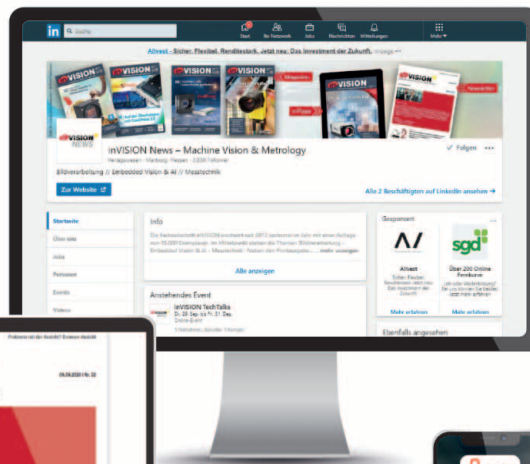
Systems & Applications



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MEDIA EXPERTS UNDER:

+49 6421 3086-111



TRADE JOURNAL

1	Title Portrait	Page 3
T	Editorial Calendar	Page 4
	TeDo Verlag Media Brands	Page 7
P	Price List	Page 8
F	Prices, Formats and Technical Data	Page 10
F	Special Advertising Formats	Page 14
F	Company Profile	Page 15
F	Special Placements	Page 16
2	Circulation and Distribution Analysis	Page 17
3-E	Recipient Structure	Page 18
4	eMagazin	Page 19

inVISION WEBSITE

1	Portrait	Page 20
P	Prices, Formats and Technical Data	Page 20
N	Usage Data	Page 20
F	Website Sponsored Post	Page 22
P	Prices, Formats and Technical Data	Page 23
	invision-news.com	

NEWSLETTER

1	inVISION News Portrait and Dates	Page 25
N	inVISION News Usage Data	Page 25
P	inVISION News Prices, Formats and Technical Data	Page 26
2	inVISION Product Newsletter Portrait and Dates	Page 27
P	inVISION Product Newsletter Prices, Formats and Technical Data	Page 27
F	inVISION Product Newsletter Sponsored Post	Page 28

WEBINARS

P	inVISION TechTalks	Page 29
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I-NEED

P	i-need.de Product Finder	Page 30
---	--------------------------	---------

YOUTUBE CHANNEL

P	inVISION TV	Page 31
---	-------------	---------

YOUR CONTACTS AT TEDO VERLAG

Page 32

The Media Brand**Cross-Media Offer****Editorial Calendar 2021**

Page 4

Website

Page 20

Newsletter

Page 25

i-need.de**Product Finder**

Page 30



i-need.de
PRODUCT FINDER |



The general terms and conditions can be found at:
www.tedo-verlag.de/agb

- 1 Title:** inVISION
- 2 Brief Description:** The trade journal inVISION is the leading German-language trade journal for machine vision, embedded vision and 3D metrology (inline and production-related). Divided into the categories cameras & interfaces, components (lenses, illumination, software, vision sensors, frame grabbers...), embedded vision (industrial PCs, smart cameras, deep learning, camera modules...) and solutions (systems, inline and production-related 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 is published weekly with over 5,000 subscribers - the official industry newsletter of the world's leading trade fair 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 + one eMagazine issues
- 5 Format:** DIN A4
- 6 Volume:** 10th volume 2021

7 Subscription Prices:

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

All prices include statutory VAT.

8 Media Partnerships:



9 Membership/Participation:

–

10 Publishing House:

TeDo Verlag GmbH
Postal Address • Postfach 2140 • 35009 Marburg
Delivery Address • Zu den Sandbeeten 2 • 35043 Marburg

11 Publisher:

Dipl.-Stat. B. Al-Scheikly

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13 Editorial Staff:

Dr.-Ing. Peter Ebert, Chief Editor
Phone: +49 6421 3086-275
E-Mail: pebert@tedo-verlag.de




14 Print Copies:

15,000 copies



15 Volume Analysis:

2019 = 6 Issues
Format DIN A4, 210mm (W) x 297mm (H)
Total Size 590 pages = 100,0%
Editorial Part 468 pages = 79,3%
Ad Section 122 pages = 20,7%
Bound-in Inserts 0 pages = 0,0%
Publisher's Ads 0 pages = 0,0%
Inserts 1 piece

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

Issue and Deadlines	Trade Fairs	Focus	Topics	Market Surveys
Special Issue – eMagazin Publication Date: 17/02/2021 Advertising Deadline: 03/02/2021 Editorial Deadline: 20/01/2021	 embeddedworld2021 <small>Exhibition & Conference ...it's a smarter world</small> Embedded World Nuremberg, 02. - 04.03.2021 Tire Technology Hanover, 02. - 04.03.2021	inVISION eMagazin 'Embedded Vision & AI'	Deep Learning & AI Board Level Cameras (incl. MIPI) & Smart Cameras IPCs, Boards & Processors	Board Level Cameras
1 (March) Publication Date: 17/03/2021 Advertising Deadline: 03/03/2021 Editorial Deadline: 10/02/2021	 Hannover Messe Hanover, 12. - 16.04.2021 Drupa Dusseldorf, 20. - 30.04.2021	Cameras & Frame Grabbers	Smart Cameras & Vision Sensors Vision at the Edge (IPC, Deep learning, Embedded Vision...) inVISION Top Innovations 2021	Line Scan Cameras CoaXPress Frame Grabbers
2 (April) Publication Date: 21/04/2021 Advertising Deadline: 07/04/2021 Editorial Deadline: 17/03/2021	 Control Stuttgart, 04. - 07.05.2021 Sensor+Test Nuremberg, 04. - 07.05.2021	Inline & Shop-Floor Metrology (2D/3D, Surface, CT, Topography)	Optics & Illuminations 3D: Sensors, Scanners & Cameras CAQ	Software

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

Issue and Deadlines	Trade Fairs	Focus	Topics	Market Surveys
3 (June) Publication Date: 09/06/2021 Advertising Deadline: 26/05/2021 Editorial Deadline: 05/05/2021	 Munich, 21. - 24.06.2021 ACHEMA Frankfurt, 14. - 18.06.2021 Logimat Stuttgart, 22. - 24.06.2021	Optics & Illuminations	High-End-Cameras & Interfaces (10GigE, CXP, USB, CLHS,...) Spectral Imaging (Thermography, Hyperspectral, Polarization, SWIR...) Inline & Shopfloor Metrology	Illuminations
4 (September) Publication Date: 08/09/2021 Advertising Deadline: 25/08/2021 Editorial Deadline: 04/08/2021	Schweissen & Schneiden Dusseldorf, 13. - 17.09.2021 FachPack Nuremberg, 28. - 30.09.2021  Stuttgart, 05. - 07.10.2021	Cameras & Frame Grabbers	Embedded Vision Software & Deep Learning Robot Inspection (Machine Vision & Metrology)	Thermography
5 (October) Publication Date: 27/09/2021 Advertising Deadline: 13/09/2021 Editorial Deadline: 23/08/2021	Motek Stuttgart, 04. - 07.10.2021  Stuttgart, 05. - 07.10.2021	 VISION VISION 2021	Cameras & Frame Grabbers Spectral Imaging (Thermography, Hyperspectral, Polarization, SWIR...) Optics & Illuminations	Optics

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

Issue and Deadlines	Trade Fairs	Focus	Topics	Market Surveys
6 (November) Publication Date: 10/11/2021 Advertising Deadline: 27/10/2021 Editorial Deadline: 06/10/2021	sps smart production solutions Nuremberg, 23. - 25.11.2021 Productronica Munich, 16. - 19.11.2021 Formnext Frankfurt 16. - 19.11.2021	Smart Cameras & Vision Sensors	Smart Cameras & Vision Sensors Vision at the Edge (IPC, Deep learning, Embedded Vision...) Inline & Shopfloor Metrology	Vision Sensors



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Timing: CW 41 | 2020



1 Advertising Formats and Prices: (The applicable VAT rate must be added to all prices)

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	€ 4,060,-	€ 4,380,-	€ 4,690,-	€ 5,020,-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 3,560,-	€ 3,880,-	€ 4,190,-	€ 4,520,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,250,-	€ 2,430,-	€ 2,600,-	€ 2,800,-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1,960,-	€ 2,140,-	€ 2,310,-	€ 2,510,-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1,960,-	€ 2,140,-	€ 2,310,-	€ 2,510,-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1,410,-	€ 1,560,-	€ 1,680,-	€ 1,860,-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1,410,-	€ 1,560,-	€ 1,680,-	€ 1,860,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1,130,-	€ 1,250,-	€ 1,320,-	€ 1,430,-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 1,130,-	€ 1,250,-	€ 1,320,-	€ 1,430,-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 1,130,-	€ 1,250,-	€ 1,320,-	€ 1,430,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 660,-	€ 760,-	€ 810,-	€ 860,-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 660,-	€ 760,-	€ 810,-	€ 860,-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 660,-	€ 760,-	€ 810,-	€ 860,-

- 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 15% of the 4c price will be charged.
- Colour surcharges: Not discountable
- Format surcharges: For special placings there is a 15% surcharge on the 4c price for the following formats: Table of contents, editorial
For advertisements over binding and bleed advertisements 15% of the basic price will be charged.
- Journal format: DIN A4, 210mm x 297mm (width x height)
- Print space: 185mm x 270mm (width x height)
- VAT: The applicable VAT rate must be added to all prices

- 3 Discount:** For orders accepted within one insertion year
- Agency discount: 15%
- 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 15% on the respective basic price.

5 Special Advertising:

- Bound-in inserts: Delivery quantity: 15,300 copies
Delivery: see 'Technical Data' on p. 12
- | | | |
|--------------------------|---------|-----------|
| 80 – 135g/m ² | 2 pages | € 3,980,- |
| | 4 pages | € 4,850,- |
| | 8 pages | € 7,250,- |
- More than 8 pages bound-in inserts on request
- | | |
|---------------------------|----------------------------------|
| 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. 13
- | | | |
|-----------|-----------------|-------------------|
| | Full supplement | Each 1,000 copies |
| up to 25g | € 3,890,- | € 266,- |
| up to 50g | € 4,980,- | € 341,- |
| above 50g | on request | on request |

- Postcards/Samples: Delivery quantity: 15,300 copies
Delivery: see 'Technical Data' on p. 13
- | | |
|---|-------------------|
| | Each 1,000 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@tedo-verlag.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)
- 2 Printing Method:** Offset: Printing with colours from the Euro colour scale for offset printing according to ISO12647-2, back stitching
- 3 Data Transmission:** Electronically by e-mail to:
 anzeigen@tedo-verlag.de
- 4 Advertisement Data:** High-res PDF (with embedded fonts and transparency reduction)
- 5 Colours:** In four-colour printing, the colours are used according to the Euro scale: Cyan, Magenta, Yellow, Black (CMYK). This colour 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 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)
- 8 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.

9 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.

10 Contact:

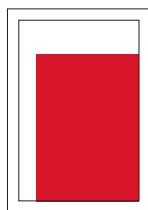
Electronically by e-mail to:
 anzeigen@tedo-verlag.de



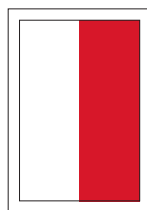
Advertisement Formats in Print Space



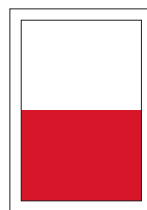
1/1 page
185mm x 270mm



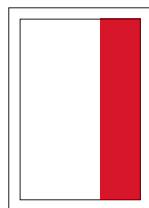
Junior Page
140mm x 190mm



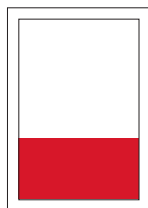
1/2 page vertical
90mm x 270mm



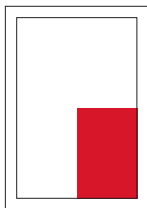
1/2 page horizontal
185mm x 130mm



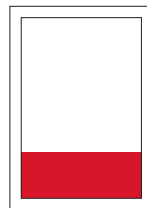
1/3 page vertical
60mm x 270mm



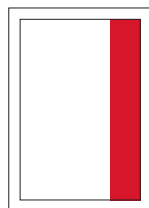
1/3 page horizontal
185mm x 90mm



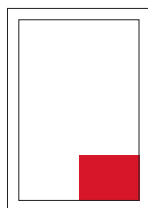
1/4 page
90mm x 130mm



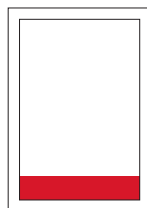
1/4 page horizontal
185mm x 65mm



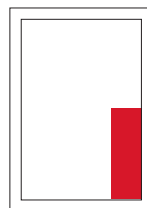
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

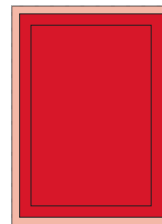


1/8 page horizontal
185mm x 30mm

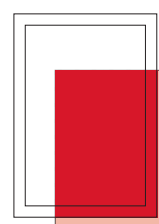


1/8 page vertical
45mm x 130mm

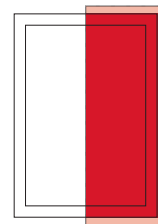
Advertisement Formats in Bleed



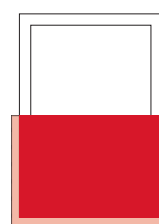
1/1 page
210mm x 297mm



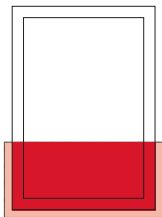
Junior Page
148mm x 210mm



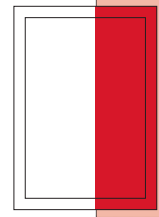
1/2 page vertical
105mm x 297mm



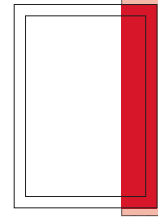
1/2 page horizontal
210mm x 148mm



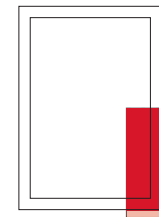
1/3 page horizontal
210mm x 100mm



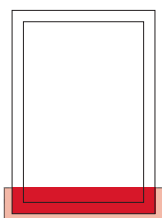
1/3 page vertical
70mm x 297mm



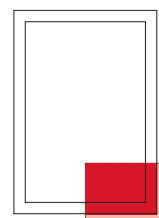
1/4 page vertical
52mm x 297mm
1/4 page horizontal
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page vertical
52mm x 148mm



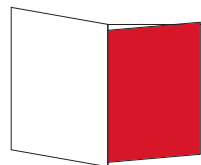
1/8 page horizontal
210mm x 39mm



1/8 page
105mm x 74mm

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

Bound Inserts: 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.

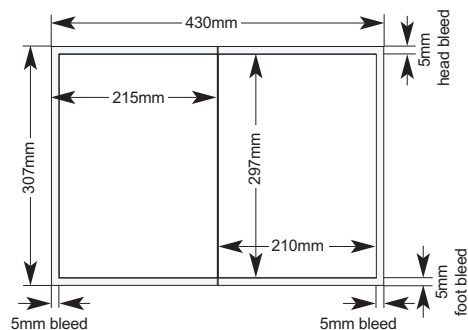


Minimum format: 147mm x 210mm

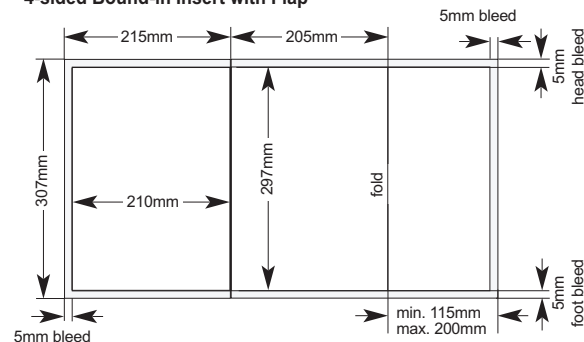
Maximum format: 210mm x 297mm

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

4-sided Bound-in Insert

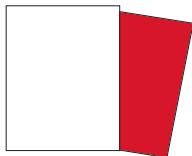


4-sided Bound-in Insert with Flap



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.

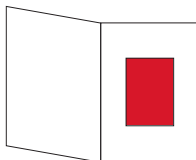


Minimal Format: 100mm x 210mm
Maximum Format: 205mm x 290mm
Minimal Weight: 115g/m²
Maximum Weight: on request
Positioning: undefined

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.

Afired 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 a 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:

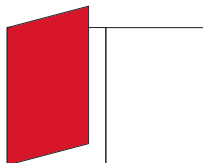
Daniel Katzer, Media Consulting

Phone: +49 6421 3086-517

E-Mail: dkatzer@tedo-verlag.de

1 Special Advertising Formats:

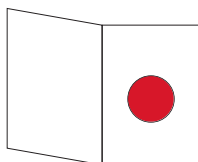
Gatefolder



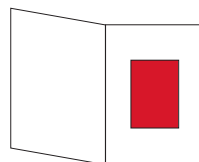
Flap



CD-ROM



Sample



2 Prices:

On request

3 Reprint:



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	€ 790,-	€ 850,-	€ 980,-	€ 1.750,-	€ 2.340,-
4 pages, 4 colours, 135g/m ²					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 895,-	€ 945,-	€ 1,180,-	€ 1,930,-	€ 2,940,-

All prices plus statutory 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	€ 400,-

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

6 Single license:

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.

Single license: € 150,- (plus statutory VAT)

7 Contact:

Markus Lehnert, Advertising Management

Phone: +49 6421 3086-594

E-Mail: mlehnert@tedo-verlag.de

1 Brief Description:

Present your company briefly and concisely on a 1/2 page or 1/1 page with your company image and logo.

2 Prices:

1/2 page € 2,240,-
1/1 page € 4,440,-
All prices are zero rated for VAT.

3 Information Required:

- Contact data (address, phone, fax, e-mail, web address)
 - Digitised logo as EPS file
 - Product image - with a minimum resolution of 300dpi
 - Text about your company in Word or other text files, RTF formats also possible
- 1/2 page with approx. 1,400 characters
1/1 page with approx. 2,800 characters

The design of the profile is done by our graphics department and is included in the price.

4 Contact:

Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehner@tedo-verlag.de



Example 1/2 page



Example 1/1 page

Front Page



- Booking of the cover image (including a 2- to 3-page exclusive cover story by arrangement with the editorial staff)
- Is only assigned once per issue
- Layout and design of the front page is done by TeDo Verlag
- Application or product images should be used
- Picture 210 x 200 mm (width x height) + 3 mm bleed all around, image resolution at least 300 dpi

€ 6,200,-

Inner Title



- Booking of the inside cover picture (including a 2- to 3-page exclusive inside cover story after consultation with the editorial staff)
- Placement at the beginning of the respective topic
- Layout and design of the inner title page is done by TeDo Verlag
- Application or product images should be used
- Picture 210 x 200 mm (width x height) + 3 mm bleed all around, image resolution at least 300dpi

€ 3,720,-

Eye-Catcher



- Prominently placed in the front third of the magazine / category eye-catcher
- Is only assigned once per issue
- Layout and design by TeDo Verlag
- Editing of the short press text takes place in our editorial office (max. 1,200 characters)
- XXL image 420x297mm (width x height) + 3mm bleed all around, image resolution at least 300dpi
- Maximum two additional small images, detail photos possible
- No logos, advertising texts and slogans possible!

€ 3,850,-



1 Circulation Control:

2 Circulation Analysis: Copies per issue on average for the period from 01. July 2019 - 30. June 2020 (Q3 + Q4 2019 und Q1 + Q2 2020)

Print run:	15,000		
Actual Circulation:	14,624	thereof abroad	308
Sold copies	1,340	thereof abroad	2
• subscribed copies	88	thereof abroad	2
thereof member copies	none	thereof abroad	none
• other sales	1,251	thereof abroad	–
• retail sales	1	thereof abroad	–
• returned copies	–	thereof abroad	306
Free copies:	13,284	thereof abroad	0
Remaining, archived and proof copies:	376	thereof abroad	–

3 Economic Area:

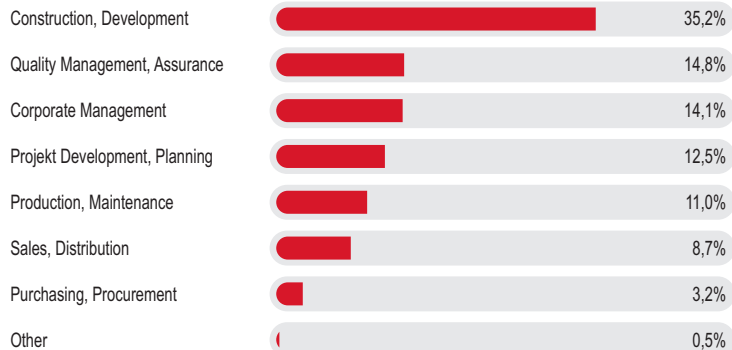
Statistic of actual circulation:

Germany	14,316	97,9%
International	308	2,1%
Actual distributed circulation	14,624	100%

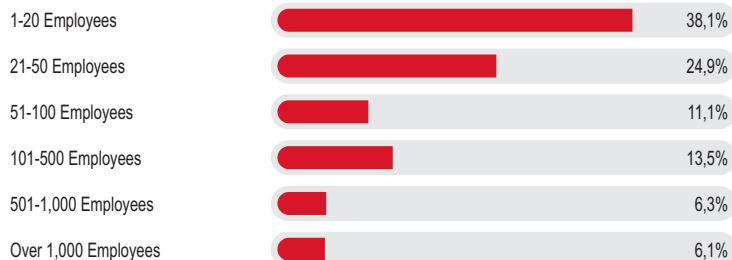
4 Distribution by Postcode:

Postal zone 0	669	4,7 %
Postal zone 1	503	3,5 %
Postal zone 2	1,001	7,0 %
Postal zone 3	1,399	9,8 %
Postal zone 4	1,673	11,7 %
Postal zone 5	2,265	15,8 %
Postal zone 6	1,607	11,2 %
Postal zone 7	2,381	16,6 %
Postal zone 8	1,453	10,1 %
Postal zone 9	1,365	9,5 %
Actual distribution in Germany	14,316	100%

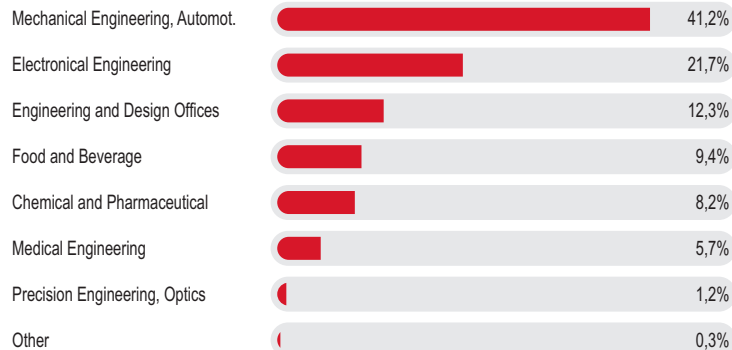
Fields of Activity



Company Size

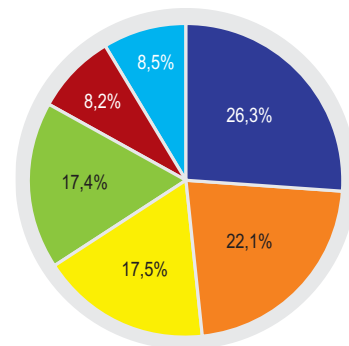


Target Markets



Editorial Analysis 2019

- Embedded Vision & Deep Learning
- Components for Image Processing
- Optical Metrology
- Cameras & Interfaces
- Applications
- Spectral Imaging



Editorial Analysis 2019

- 1 Title:** inVISION eMagazine
- 2 Brief Description:** The inVISION eMagazine will be published once in 2021 and will focus on Embedded Vision & AI. The eMagazine is sent to subscribers of the inVISION newsletter and is distributed via LinkedIn.
- 3 Target Group:** Users and engineers from all industries who use image processing and optical metrology to test their products, as well as system integrators.
- 4 Publication Frequency:** 1 x in the year 2021
- 5 Format:** DIN A4 (PDF)
- 6 Volume:** 3rd Volume 2021



7 Formats and Prices:

All prices include VAT.

Format	Width x Height		Prices
	Print Space	Bleed	
Front Page	–	–	€ 3,500,-
Cover Pages	210mm x 297mm	–	€ 2,800,-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 2,300,-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1,450,-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1,450,-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1,000,-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1,000,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 750,-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 750,-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 750,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 500,-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 500,-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 500,-

- 8 Advertisements:** Daniel Katzer, Media Consulting
Phone: +49 6421 3086-517
E-Mail: dkatzer@tedo-verlag.de
- 9 Editorial Staff:** Dr.-Ing. Peter Ebert, Chief Editor
Phone: +49 6421 3086-275
E-Mail: pebert@tedo-verlag.de

- 10 Distribution:** 5.316 Subscribers of the inVISION newsletter
(August 2020, additionally distributed via LinkedIn)

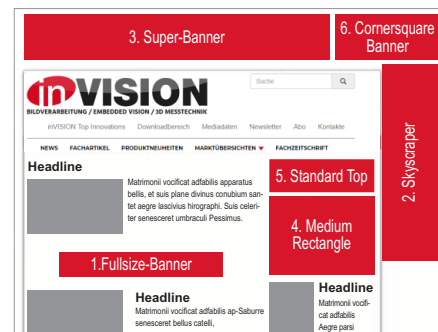
- 1 Website:** www.invision-news.de
- 2 Usage Data:** From August 1st, 2019 to August 1st, 2020
Visitors: 73,197, Page Impressions: 95,595
- 3 Brief Description:** Online advertising is an important element of an efficient cross-media campaign that places your advertising message in the right place. On our website www.invision-news.de you can publish your advertising message always 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 pixels	Integrated placement within the content	€ 850,-
2. Skyscraper	160 x 600 pixels	Portrait advertising space to the right of the content	€ 1,150,-
3. Super-Banner	728 x 90 pixels	Prominent placed at the header with plenty of space for your advertising message	€ 1,150,-
4. Medium Rectangle	300 x 250 pixels	Strikingly right in the middle of the editorial content	€ 780,-
5. Standard Top	300 x 60 pixels	Concise smaller advertising space to the right of the content	€ 580,-
6. Cornersquare Banner	405 x 90 pixels	Striking placement in the upper right corner	€ 780,-
7. Wallpaper	1133 x 90 pixels + 160 x 600 pixels	Combine the advantages of Skyscraper and Super-Banner	€ 1,980,-

Other formats on request. All prices are exclusive of statutory VAT.
Sponsored Post - Prices and information on page 22

- 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@tedo-verlag.de



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	€ 630.-
6 months	€ 1,060.-
9 months	€ 1,550.-
12 months	€ 2,000.-

5 Data:

Please send us your data up to one week before the start of the term by e-mail to: banner@tedo-verlag.de
• Your whitepaper ad PDF file or weblink

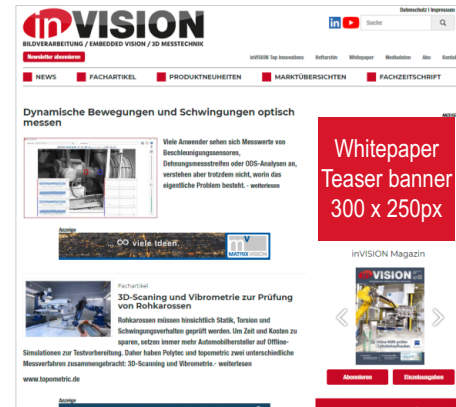
For the teaser banner*:

- Company logo
 - Teaser banner headline with max. 50 characters incl.
 - Teaser banner text with max. 200 characters incl.
 - Teaser image (ca. 100x100 Pixel, in RGB, 72dpi)
- (*Layout and design of the banner is done in TeDo Verlag)

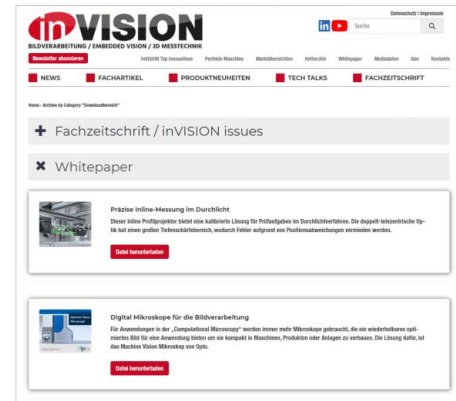
6 Contact:

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

Teaser banner*



Whitepaper



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 -

The success factor for a sponsored post is content that is relevant to the reader and offers 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.invision-news.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 Text-Teaser the user is taken **directly to your target URL**.

Required Data	Headline	Preview Text	Teaser Image	Main Text	Main Image	Target URL
Sponsored Post	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	Approx. 2,500 characters	Width min. 750 Pixel	To your website
Text Teaser	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	–	–	To your website

All images as JPEG, GIF or PNG in RGB colour space at 72 dpi. Copyrights required.

3 Date:

Please send us your data five working days prior to publication by e-mail to:
banner@tedo-verlag.de

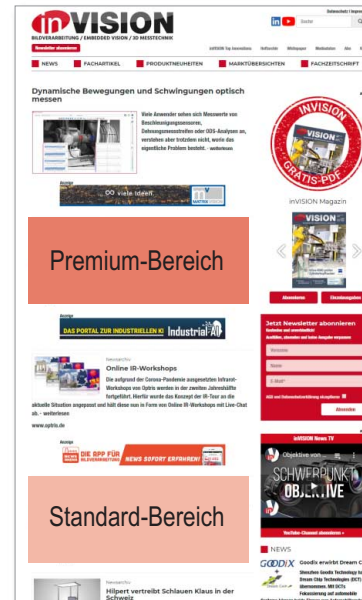
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium and Type	Placing	Duration	Price
Sponsored Post Premium	In the upper section	14 Days	€ 1,350.-
Sponsored Post Standard	In the lower section	14 Days	€ 1,150.-
Text Teaser Premium	In the upper section	14 Days	€ 990.-
Text Teaser Standard	In the lower section	14 Days	€ 890.-

(All prices plus 19% VAT.)

5 Placing Website:



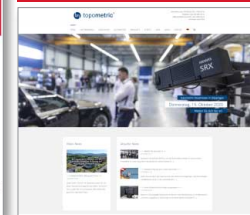
Linking:

Sponsored Post
Linking within
www.invision-news.de



Text-Teaser

Linking to your target URL



inVISION is neither responsible for the content nor for any products offered.

- 1 Website:** www.invision-news.com
- 2 Brief Description:** English online advertising is an important element for an efficient cross-media campaign that precisely places your advertising message. On our website www.invision-news.com your advertising message is always published very close to the latest news or suitable editorial content. Starting this year, this is now also possible in English.
- 3 Target Group:** Users of components and systems for industrial image processing and optical metrology
- 4 Publishing House:** TeDo Verlag GmbH
Zu den Sandbeeten 2
35043 Marburg

5 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 pixels	Integrated placement within the content	€ 850,-
2. Skyscraper	160 x 600 pixels	Portrait advertising space to the right of the content	€ 1,150,-
3. Super-Banner	728 x 90 pixels	Prominently placed at the header with plenty of space for your advertising message	€ 1,150,-
4. Medium Rectangle	300 x 250 pixels	Strikingly in the middle of the editorial content	€ 780,-
5. Standard Top	300 x 60 pixels	Concise smaller advertising space to the right of the content	€ 580,-
6. Cornersquare Banner	405 x 90 pixels	Striking placement in the upper right corner	€ 780,-
7. Wallpaper	1133 x 90 pixels + 160 x 600 pixels	Combine the advantages of Skyscraper and Super-Banner	€ 1,980,-

- 6 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@tedo-verlag.de



inVISION

**4,200
FOLLOWER**

LinkedIn



FOLLOW US!

**BECOME PART OF OUR PROFESSIONAL
COMMUNITY AND NETWORK WITH EXPERTS.**

WWW.LINKEDIN.COM/COMPANY/INVISION-NEWS

1 Name: inVISION Newsletter

2 Brief Description: The German inVISION newsletter is the official industry newsletter of the world's leading trade fair Vision and has more than 5,000 subscribers. Together with Messe Stuttgart, the newsletter is published weekly and reports on news (acquisitions, personnel, sales figures, dates...) from the fields of machine vision, embedded vision and measurement technology. 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 Publication Dates:

January	February	March	April	May	June
01 13.01.2021	04 03.02.2021	08 03.03.2021	13 07.04.2021	17 05.05.2021	21 02.06.2021
02 20.01.2021	05 10.02.2021	09 10.03.2021	14 14.04.2021	18 12.05.2021	22 09.06.2021
03 27.01.2021	06 17.02.2021	10 17.03.2021	15 21.04.2021	19 19.05.2021	23 16.06.2021
	07 24.02.2021	11 24.03.2021	16 28.04.2021	20 26.05.2021	24 23.06.2021
		12 31.03.2021			25 30.06.2021

July	August	September	October	November	December
26 07.07.2021	29 18.08.2021	31 01.09.2021	36 06.10.2021	40 03.11.2021	44 01.12.2021
27 14.07.2021	30 25.08.2021	32 08.09.2021	37 13.10.2021	41 10.11.2021	45 08.12.2021
28 21.07.2021		33 15.09.2021	38 20.10.2021	42 17.11.2021	46 15.12.2021
		34 22.09.2021	39 27.10.2021	43 24.11.2021	
		35 29.09.2021			

5 Frequency: 46 x per year

6 Usage Data: 5,316 subscribers (August 2020)

7 Contacts:
Editorial Department
Dr.-Ing. Peter Ebert, Chief Editor
 Phone: +49 6421 3086-275
 E-Mail: pebert@tedo-verlag.de

Online Advertising
Daniel Katzer, Media Consulting
 Phone: +49 6421 3086-517
 E-Mail: dkatzer@tedo-verlag.de



Exclusive partner of
the fair Vision



Picture: 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	<div style="font-size: 3em; vertical-align: middle;">}</div> <div style="display: inline-block; vertical-align: middle; text-align: center;"> <p>Price for the whole package: € 3,300,-</p> </div> <div style="font-size: 3em; vertical-align: middle;">}</div>	<div style="display: inline-block; vertical-align: middle; text-align: center;"> <p>Price Sponsoring Plus: € 3,990,-</p> </div>
[b] 2 Product News	Text with 450 characters incl. individual links on homepage		
[c] Sponsor Banner	im 600 x 150 pixels format		
Sponsoring Plus	2 banners 600 x 150 pixels in newsletters with adjacent deadlines		

3 Banner: Placement after booking receipt

[e] **Banner** im 600 x 150 pixels format Price per placement: € 815,-

4 Whitepaper: Placement after booking receipt

[f] **Whitepaper** Teaser image and text with approx. 300 characters Price per placement: € 400,-

5 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.

6 Job Ads: € 970,-
(All prices plus statutory VAT)

inVISION Newsletter



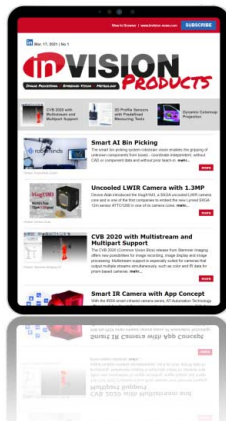
1 Name: inVISION Product Newsletter

2 Release Dates:

January	February	March	April
		1 17.03.2021	3 14.04.2021
		2 31.03.2021	4 28.04.2021

May	June	July	August
5 12.05.2021	7 09.06.2021	9 07.07.2021	11 18.08.2021
6 26.05.2021	8 23.06.2021	10 21.07.2021	

September	October	November	December
12 01.09.2021	15 13.10.2021	17 10.11.2021	19 08.12.2021
13 15.09.2021	16 27.10.2021	18 24.11.2021	
14 29.09.2021			



3 Brief Description:

Recipients of the inVISION Product Newsletter know earlier what's new – long before it's published in a printed magazine. The inVISION Product Newsletter presents new products not only in a highly topical manner, but also briefly, concisely and to the point. It provides a quick overview of new components, systems and solutions. In a nutshell: this is the concept behind the inVISION Product Newsletter.

4 Target Group:

Users and experts from the mechanical and plant engineering sector

5 Frequency::

every 14 days

6 Contacts:

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

7 Prices and forms of advertising:

Designation	Format	Price
Banner	600 x 150px	€ 850.-
Standalone (Exclusive newsletter that exclusively communicates your content)	<ul style="list-style-type: none"> • 8-10 product news* (500 to 1.000 characters) • 1 to 3 Banners (600 x 150px) • Company logo (eps-file) 	€ 5,100.-

All ad sizes are subject to the above unit prices exclusive of the statutory VAT. *Texts are editorially edited
Information on the Sponsored Post/Text-Teaser can be found on next page.

8 Data Formats:

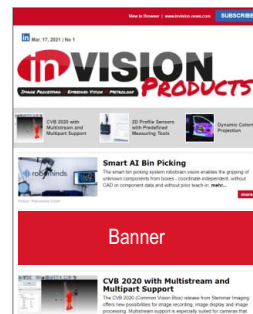
JPEG or PNG with 72dpi in the RGB colour space
Company logos as eps-file

9 Data Delivery:

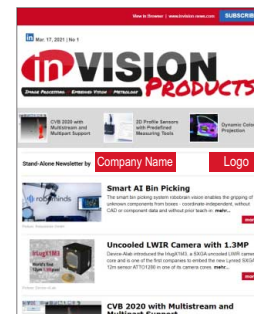
Please send us the following data one week before publication of the newsletter by e-mail to: banner@tedo-verlag.de

- Customer name
- Target URL
- Sponsoring News (Text as Word, RTF etc. + image)
- Contact for requests
- Company logo

Banner



Standalone 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 differs from editorial content by the following note: - Advertisement -

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

2 Content und Formats:a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at www.invision-news.com. From there, there is a link to your target URL.

b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly** to your target URL.

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target-URL
Sponsored Post	max. 30 characters	max. 250 characters	Width min. 750px	ca. 2.500 characters	Width min. 750px	to your web-site
Text-Teaser	max. 30 characters	max. 250 characters	Width min. 750px	–	–	to your web-site

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

- 3 Deadline:** Please send us your data **five working days** before publication via e-mail to: banner@tedo-verlag.de

In addition to the placements described here, we will be pleased 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 coverage.

4 Prices:

Medium and Format	Placement	Term	Price
Sponsored Post Premium	Head Section	1 Issue	€ 1,290.-
Sponsored Post Standard	Bottom Section	1 Issue	€ 980.-
Text-Teaser Premium	Head Section	1 Issue	€ 890.-
Text-Teaser Standard	Bottom Section	1 Issue	€ 750.-

All prices are exclusive of the statutory VAT.

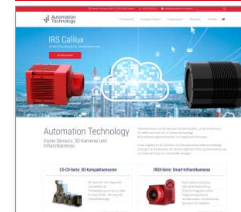
5 Placement Newsletter:

Linking:

Sponsored Post
Linking within
www.sps-magazin.de



Text-Teaser
Linking to your Target-URL



INVISION is neither responsible for the content nor for any products offered.

The smart way to win new leads

One topic - Three companies - One hour



1 Name: inVISION TechTalks

2 Brief Characteristics: The inVISION TechTalks present the latest trends in industrial Image processing and 3D metrology in various one-hour webinars. For every topic, three companies present their current products and solutions in twenty-minute presentations each.

3 Topics:

- High Speed Interfaces
- Bin Picking
- 3D Metrology
- Deep Learning
- Embedded Vision
- Smart Cameras & Vision Sensors
- Optic & Lenses
- Spectral Imaging

(Further topics in planning)

4 Language: English

5 Moderation: **Dr.-Ing. Peter Ebert, Editor-in-Chief inVISION**
 Phone: +49 6421 3086-275
 E-Mail: pebert@tedo-verlag.de

6 Prices: Presentation 20min (incl. Q&A)
 € 2,990,- (plus the legal value added tax)

7 Contact: **Daniel Katzer, Media Consulting**
 Tel.: +49 6421 3086-517
 E-Mail: dkatzer@tedo-verlag.de

Talk to us, we will be happy to advise you!

invision-news.com/techtalks

- 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.

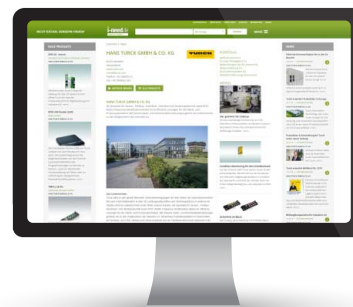
i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important 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:** 01. July 2019 - 01. July 2020
 Visitors: 143,507
 Page impressions: 287,907

- 5 Publishing House:** TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg



**Your entry into the
Market overviews.**

We are happy to advise you.

with the
BASIC-ACCOUNT
 from
0,00 €

Please contact us.

- 6 Kontakt:** Markus Lehnert,
 Advertising Management
 Phone: +49 6421 3086-594
 E-Mail: mlehner@tedo-verlag.de

- Christoph Kirschenmann,
 Advertising Management IT&Production
 Phone: +49 6421 3086-536
 E-Mail: ckirschenmann@tedo-verlag.de

PRESENT

**YOUR COMPANY,
 YOUR PRODUCTS,
 YOUR SERVICE**

- ✓ Quickly introduce new products
- ✓ Show solution competence
- ✓ Aktive participation in the market

Give us a call:
 06421-3086-111

Our media consultants will
 show you how easy it is!

www.i-need.de/?About



1 Name: inVISION TV – YouTube

2 Brief Description: inVISION regularly publishes three-minute video clips with the three most interesting product innovations in industrial image processing. Video clips as a source of information are also becoming increasingly popular in B2B communication.

For your marketing mix, use the YouTube channel of inVISION, the most well-known specialized medium for industrial image processing! Besides the publication on your own website, you can significantly increase the range of your video message and reach the target audience without large scattering losses of relevant target persons.

3 Distribution: Placement of the video for 14 days on www.invision-news.de and one-time placement in the inVISION News.

4 This is what we do for you Production of a 1-minute product video, which is presented together with two other videos in one issue and is published on YouTube. Distribution via the TeDo trade media channels YouTube, print, online, Newsletter, INA App an Social Media.

5 Prices:

1-minute product video: € 1,450,-

The video will be presented together with two other videos in one issue and published on Youtube.

Stand-alone video: € 4,350,-

Production of a 3-minute product video, which exclusively presents three of your products in one broadcast and is published on Youtube. Distribution via the TeDo trade media channels.

Your self-produced 1-minute video: € 1,350,-

6 Key figures:

over 3,400 channel views since Q3/2019

7 For this we need:

- Your company logo as eps or png
- 1 - 3 product images in maximum available resolution and at best exempted
- 3 - 5 keywords assigned to the product
- Headline (approx. 50 characters)
- Main text with approx. 1,000 characters including spaces
- 3 - 4 key points from the main text, which are faded in the video (about 150 - 200 characters)

8 Kontakt:

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inVISION TV

SHOW THE MOST IMPORTANT TRENDS AND NEWS AS VIDEO.



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