

MEDIA KIT

2018

IT&Production
Zeitschrift für erfolgreiche Produktion

Industrie 4.0

Production Management

Manufacturing IT

PLM, CAD und Engineering

Infrastructure and Hardware

Intralogsitics and Warehouse

Green Production

Manufacturing Technology

Industrial Management

The trend-setting
Industrie 4.0 magazine



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- 1 Titel:** IT&Production
- 2 Brief Description:** As the leading brand on the German-speaking market, IT&Production reports exclusively and comprehensively on all aspects of industrial IT - and has been doing so for 18 years. Decision-makers, plant and operations managers as well as IT managers from all industries will find information on our channels for process optimization, investment decisions and innovative technology. Our content is in greater demand than ever, because in the Industrie 4.0 age, sustainable success in global competition is hardly possible without the right software and hardware and coordinated processes. As a media companion for industrial digital transformation, we work closely with key stakeholders to provide our readers with useful information for their business practices. The spectrum of our topics ranges from the management level through research and development to sales, automation and production.
- 3 Target Group:** Plant and operations manager, company manager
- 4 Frequency:** 10x annually plus 3 special supplements:
 MES Wissen Kompakt
 Produktentwicklung Wissen Kompakt
 ERP/CRM Wissen Kompakt
- 5 Size:** DIN A4
- 6 Volume:** 19th volume 2018
- 7 Purchase Price:** Annual subscription: Germany: € 60,-
 (incl. shipping costs and VAT.)
 Other countries: € 82,-
 (incl. shipping costs and VAT.)
 Price per copy: € 6,90 (incl. VAT. / excl. shipping costs)
 ISSN-Nr. 1439-7722
- 8 Organ:** -
- 9 Publishing Company:** TeDo Verlag GmbH
 Post address • P.O.Box 2140 • 35009 Marburg
 Delivery address • Zu den Sandbeeten 2 • 35043 Marburg
- 10 Publisher:** Dipl.-Stat. B. Al-Scheikly
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- 14 Print run:** 18.000 Copies
- 15 Volume Analysis:** 2016 = 10 issues incl. 3 special supplements 'Wissen Kompakt'

Format	DIN A4, 210mm (width) x 297mm (height)
Volume	1.348 pages = 100%
Editorial Part	885 pages = 65,7%
Advertisement	404 pages = 30%
- Bound-in Inserts	11 pages = 2,7%
- Publisher's Ads	48 pages = 11,9%
Loose Inserts	4 copies

Issue February	Issue Topics	Industry Special Machine- and Plant Construction	Special Section Product Lifecycle Management (PLM)	Special Section IPCs and HMIs Machine Interface (HMI)	Exhibitions and Events
Release Date: 05.02.2018 Advertising and Material Deadline: 22.01.2018 Editorial Deadline: 07.12.2017  Deadline Market Overviews: 08.01.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine integration, Warehouse Management, Tracking & Tracing, Operating Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps) Product Development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging) Hardware and Infrastructure (e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Software for Individual Manufacturers <i>Efficient Implementation for Customers</i> Connectivity Inside the Machine <i>Components for M2M Communication</i> Digital Business Models <i>Machine- and Plant Constructors reinvent themselves</i> Technical Documentation <i>Digital Assistants alongside the Production</i> Special Section Computer Aided Manufacturing (CAM) CAM-Processes Integrated <i>Software and Integration for cComputer-aided Manufacturing</i> New Fields of Application <i>Technical Trends in CAM-Software</i> Simulation & Visualisation <i>Less Mistakes and quicker Solutions</i> CAM out of the Cloud <i>Work Preparation 'as a Service'?</i>	PLM-Structures Supported by Software <i>PLM-Solutions and Process Composition in the digital Age</i> The Digital Twin <i>The matching Software for Constructors</i> Product Data Management <i>Development Data made available and comprehensive</i> Data Streams Redirected <i>How Constructors benefit from IoT-Data</i> Collaboration Without Boundaries <i>Organizing interdisciplinary Collaboration</i> Thematic Focus Industrie 4.0 - The latest Trends - Backgrounds - Technical Papers - Suppliers and Products	Hardware for the Industry <i>Industry PCs, portable Devices and sturdy Components</i> Visualisation Technology and - Concepts <i>Precise Information for every Worker</i> Advantage Usability and Ergonomics <i>User Experience in the industrial Environment</i> Modular Systems <i>Changing and extending compact Components</i>	METAV Düsseldorf, 20.02. – 24.02.2018 maintenance Dortmund, 21.02. – 22.02.2018 INservFM Frankfurt, 27.02. – 01.03.2018 embedded world Nürnberg, 27.02. – 01.03.2018

Issue March	Issue Topics	Special Section Artificial Intelligence	Special Section Digital Platform Economy	Special Section Switch Cabinet Construction	Exhibitions and Events
Release Date: 05.03.2018 Advertising and Material Deadline: 12.02.2018 Editorial Deadline: 17.01.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking & Tracing, Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps) Product development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-Planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging) Hardware and Infrastructure (e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Production Planning <i>Getting to the best Scheduling automatically</i> Industrial Robotics <i>Smart Machines in Production and Logistics</i> Technology <i>From Deep Learning and Neural Networks</i> Predictive Maintenance <i>System Selection and Integration</i> AI Supported Business Decisions <i>AI Information for Managers</i>	The Individual Ecosystem <i>The Basics for disruptive Business Models</i> Platform Economics and IoT <i>To not lose the Connection to the Market</i> Innovation Engines Startup <i>Creating Structures for new Things</i> Learning from Apple, Amazon and Co. <i>Making industrial B2C Business Models</i>	Workshop Equipment and Supplies <i>Ergonomics and Efficiency at the Workplace</i> Software for Switch Cabinet Construction <i>CAE-Systems, Business-IT and Infrastructure</i> Industrie 4.0 in the Switch Cabinet Construction <i>Sustainable Processes and developing Products</i> Digital Process Accelerator <i>From the Network Tool to the IT controlled Lighting</i>	all about automation Friedrichshafen, 07.03. – 08.03.2018 LogiMAT Stuttgart, 13.03. – 15.03.2018 Automatisierungstreff Böttingen, 10.04. – 12.04.2018
 Deadline Market Overviews: 29.01.2018		Special Section Robotics and Handling Cobots – Collaborative Robots <i>New Robots close up with Humans</i> Planning and Implementing Robot Cells <i>Planning, Simulating, Realising and Optimising</i> At the End of the Robot Arm <i>Tools for Grabbing, Working and Calculating</i> Robotics Service Providers and Integrators <i>With matching Demands to the matching Partner</i>	Special Section Time and Access Digital Access Control <i>Safe Environments for Co-workers</i> Integrated Time Management <i>Integrating Staff Work Time logging into Systems and Processes</i> Hardware and Technology Trends <i>From Biometrics to manual Vein Detection and networked Turnstiles</i> Working Mobile, Recording Mobile <i>Mobile Time recording Solutions and Concepts</i>	Thematic Focus Industrie 4.0 - The latest Trends - Backgrounds - Technical Papers - Suppliers and Products	Exhibition Special Issue Automatisierungstreff - Useful Information for Decision Makers - New Technologies - Products and Trends 

Issue April	Issue Topics	Special Section CAD- and CAE-Systems	Special Section Additive Manufacturing	Special Section Internet of Things (IoT)	Exhibitions and Events
Release date: 06.04.2018 Advertising and Material Deadline: 16.03.2018 Editorial Deadline: 23.02.2018  Deadline Market Overviews: 02.03.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine integration, Warehouse Management, Tracking & Tracing, Operating Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps) Product development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging) Hardware and Infrastructure (e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Computer Aided Engineering <i>Current Systems and Functions</i> Software for Special Tasks <i>Special Tools for special Needs</i> CAD-Integrated Simulation <i>Solving without Specialist Department or Service Provider</i> Integrating Construction Software <i>The Goal: Developing without Media Discontinuity</i> Already Producing Additively while Thinking <i>Designing for generative Manufacturing</i>	Printer, Powder and Software <i>Current Technology and Procedure</i> Reverse Engineering <i>Old Components quickly reprinted</i> Generatively Mass-Producing <i>3D-Print on the Line</i> Service Provider and Outsourcing <i>Deep Integration of external Knowledge</i> Rapid Prototyping <i>Potential is far from exhausted</i>	Hardware Platforms and Technology Suppliers <i>The suitable Hardware for IoT-Projects</i> Artificial Intelligence in the IoT <i>AI-Applications from Production to Big Data</i> Device Management <i>Managing thousands of IoT Devices</i> IoT-Platforms, Ecosystems- and Operating Systems <i>For every Task the suitable Partner</i> IT-Security <i>Detect and close Attack Vectors</i>	conhIT Berlin, 17.04 – 19.04.2018 AERO Friedrichshafen, 18.04. – 21.04.2018 Hannover Messe / Digital Factory Hannover, 23.04. – 27.04.2018 Control Stuttgart, 24.04. – 27.04.2018
		Special Section Networks and Components Creating and Developing Industrial Networks <i>Design and Implementation of IT Infrastructure Projects</i> Router, Switches, Gateways <i>Sturdy Hardware for the Industry</i> Machines on the Network <i>The Machine Tool as a Network Component</i> Special Demands under Control <i>From demilitarized Zones to Explosion Protection to the highest Level of IT Security</i> A Chance: Internet of Things <i>The Industry Network in the Cloud</i>	Special Supplement: MES Wissen Kompakt 2018/2019 Focus on Manufacturing Execution Systems: - Tips and Trends - Suppliers and Solutions 		Exhibition-Special Issue Hannover Messe 2018 - News and innovations - Backgrounds - Interviews 

Issue May	Issue Topics	Special Edition SAP-Partner	Special Section Enterprise Content Management (ECM / DMS)	Special Section Variant Manufacturing	Exhibitions and Events
Release Date: 18.05.2018 Advertising and Material Deadline: 27.04.2018 Editorial Deadline: 29.03.2018  Deadline Market overviews: 13.04.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking & Tracing, Operating Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps) Product Development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging) Hardware and Infrastructure (e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Industry Solutions for Manufacturers <i>Special Process without Customising</i> Enterprise Resource Planning <i>Controlling Business Dealings with SAP</i> SAP on the Shop Floor <i>Controlling Production with SAP</i> Benefit from InMemory Technology <i>Quick and precise Decisions</i> IoT with Leonardo <i>Innovations from the SAP-Partner Landscape</i>	Document Management <i>Managing Data and Tasks efficient</i> Mobile ECM <i>Fitting Solutions to go</i> On-Premise, Cloud and Hybrid Cloud <i>Making Infrastructure Decisions correctly</i> Artificial Intelligence <i>How Machines sort Documents</i>	Individualised Mass Production <i>More efficient Production of Variants with Industry 4.0-Technology</i> Managing Diversity with a System <i>Solutions for variable Batch Sizes</i> Manufacturing Execution Systems <i>Focus on Production Control</i> Software for Field Service <i>Configurators, CRM- and Service Solutions</i> Variant Manufacturing as a Management Task <i>Creating streamlined Processes</i>	pcim Europe Nürnberg, 05.06. – 07.06.2018 all about automation Essen, 06.06. – 07.06.2018 Achema Frankfurt, 11.06. – 15.06.2018 CeBIT Hannover, 11.06. – 15.06.2018 Aachener ERP-Tage Aachen, 19.06. + 20. – 21.06.2018 Automatica München, 19.06. – 22.06.2018
		Special Section Telecontrol and Remote Maintenance + M2M Components, Systems and Solutions <i>Planning, setting-up and using Access from far Distances</i> The Future of Remote Maintenance <i>From Cloud Solutions to Virtual Reality</i> IT-Security <i>Connections secured as required</i> Usability and Ergonomics <i>Contemporary User Interfaces</i>	Thematic Focus Industrie 4.0 - The latest Trends - Backgrounds - Technical Papers - Suppliers and Products		Exhibition Special Issue CeBIT 2018 - Exhibition Novelties - Backgrounds - Interviews CEBIT®
					Exhibition Special Issue Automatica 2018 - News for Decision Makers - New Technologies - Products and Trends AUTOMATICA OPTIMIZE YOUR PRODUCTION

Issue June	Issue Topics	Special Section Enterprise Resource Planning (ERP)	Special Section Simulation	Special Section Large Industry Displays	Exhibitions and Events
Release Date: 19.06.2018 Advertising and Material Deadline: 29.05.2018 Editorial Deadline: 04.05.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking & Tracing, Operating Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps) Product development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging) Hardware and Infrastructure (e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Industry Solutions <i>ERP-Systems for producing cCompanies</i> Data Hub ERP-System <i>The Hub for digital Transformation</i> Mobile Planning of Resources <i>Practical Apps for ERP User</i> Automated ERP-Processes <i>Routine Tasks transferred to automatic Machines</i> Business Analytics <i>When Analyses are able to do more than just reporting</i> System Houses <i>Close to the User, close to the Process</i>	Numerical Simulation <i>Application in the Product Development</i> The Factory on the Screen <i>Saving Time and Money with virtual Kommissioning</i> Simulated Supply Chain <i>Less Risk in the Value Creation Network</i> New Tools for Developers <i>From Virtual Reality to 3D Printers</i> Collaboration & Process Integration <i>Including intern and extern Simulation Specialists effectively</i>	Oversized Screens <i>Easily visible Hardware</i> Visualising Shop Floor-Processes <i>Which Data helps where?</i> Large Display, Great Impact <i>Bringing out Information for Customers and Visitors</i> Display Systems Embedded <i>Complete Solutions for Visualisation</i>	Sensor+Test 2018 Nürnberg, 26.06 – 28.06.2018 Automation VDI Baden-Baden, 03.07 – 04.07.2018
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		Special Section Blockchain Blockchain for Industry <i>Chances, Use and practical Examples</i> The digital Product Memory <i>Quality Management with Blockchain-Technology</i> Confidentiality and Data Security <i>Knowhow Security at a new Level</i> Outlook: Learning from the financial Industry <i>What Manufacturers could learn</i>	Thematic Focus Industrie 4.0 - The latest Trends - Backgrounds - Technical Papers - Suppliers and Products		
Deadline Market Overviews: 15.05.2018					

Issue July/August	Issue Topics	Industry Special Machine and Plant Construction	Special Issue Microsoft Partner	Sonderteil Customer Relationship Management	Exhibitions and Events
Release Date: 18.07.2018 Advertising and Material Deadline: 27.06.2018 Editorial Deadline: 31.05.2018  Deadline Market Overviews: 13.06.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking & Tracing, Operating Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps) Product Development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging) Hardware and Infrastructure (e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Software for the Special Production <i>IT Support for individual Plants or Machines</i> Digital Transformation in medium-sized Businesses <i>Spreading Industrie 4.0 broadly</i> Customised Quality Assurance <i>Ensuring best Results in smaller Lot Sizes</i> Tools for Constructors <i>Machine Design on the PC</i> Knowledge Management & Newcomers <i>Tips against the Lack of Specialists and for optimally distributed Knowledge</i> Special Section Industry PC and Human Machine Interface (HMI) Focus on Hardware <i>Latest Technology for rough Environments</i> Web-Technologies on the Factory Floor <i>Flexible Systems for mobile and on-site</i> Multitalent Industry PCs <i>Using the Power Reserves of current industrial Computers</i> Virtual, Augmented and Mixed Reality <i>Innovative HMI-Concepts and Applications</i>	ERP Industry Solutions for Producers <i>Microsoft Solutions precisely adapted</i> Internet of Things with Azure <i>What the Microsoft Cloud can do for Manufacturers</i> Customer Relationship Management 4.0 <i>Maintaining Customer Relationships with Microsoft Tools</i> Consumerisation in the Industry <i>Industrial IT for digital Natives</i> Microsoft-Hardware in Practice <i>HoloLens and Surface-Tablets in industrial Processes</i> Special Section Internet of Things Trends and Applications <i>Focus on Platforms, Successes and Business Models</i> Analytics via IoT <i>New Technology for Big Data Processing</i> Edge Computing <i>Centralized and decentralized Data Processing according to Demand</i> Advisor: IoT and Platform Economics <i>How Producers get to their own Platform</i>	Industry Solutions <i>CRM-Systems for the Industry</i> M2M Services for Customers <i>Developing better Services and new Businesses with IoT Data</i> Active in Social Media <i>Bringing Messages to the Social Network</i> Multi Channel Communication <i>Modelling seamless Customer Journeys</i> Cloud Technology and Mobility <i>How Cloud Computing promotes mobile Work</i> Thematic Focus Industrie 4.0 - Current Technical Papers - Market Trends - Suppliers and Products	

Issue September	Headings in this Issue	Industry Special Automotive Industry	Special Section IT-Security	Special Section Machine Learning	Exhibitions and Events
Release Date: 06.09.2018 Advertising and Material Deadline: 16.08.2018 Editorial Deadline: 17.07.2018	Manufacturing IT <i>(e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking & Tracing, Operating Material Management)</i> Production Management <i>(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)</i> Product Development <i>(e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)</i> Automation and Robotics <i>(e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)</i> Hardware and Infrastructure <i>(e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access)</i> Industrie 4.0 <i>(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)</i>	Industry Solutions <i>Industrial IT for OEM and Suppliers</i> IT-Technology Trends in Automotive Engineering <i>From Entertainment Systems to autonomous Driving</i> The Race for the new Power Unit <i>Development Tools for Constructors</i> Supply Chain Management <i>Modelling branched value-added Networks</i> Serial Individuality <i>New manufacturing Technology for efficient individual Production</i>	Security for Industrial Control Systems <i>Concepts, Solutions and Integration</i> Processes: Keeping up with the Law <i>Implementing new Laws and Compliance consequently</i> Intrusion Detection and Prevention Systems <i>Aggravating, detecting and defusing Cyber Attacks</i> Building Internal Barriers <i>Instructions, Protection Mechanisms and external Service Providers</i> IoT Security <i>Designing new Ways safely</i>	Predictive Maintenance <i>Avoiding Downtimes with Algorithms</i> Producing less Scrap <i>Keeping AI supported Processes running smoothly</i> Customer Relationship Management <i>Machine Learning at Industry to Industry Businesses</i> Manufacturing-as-a-Service <i>More Latitude for Contract Manufacturers with AI</i>	MEORGA Ludwigshafen, 12.09.2018 all about automation Leipzig, 12.09. – 13.09.2018 AMB Stuttgart, 18.09. – 22.09.2018 Motek Stuttgart, 08.10. – 11.10.2018 it-sa Nürnberg, 09.10. – 11.10.2018
					
Deadline Market Overviews: 02.08.2018		Special Section Robotics and Handling Human Machine Collaboration <i>Machine and Man working together</i> Creating Robot-Applications efficiently <i>New tools for teaching</i> Mobile Robotics <i>Current solutions for portable robots</i> Robots outside the Factory <i>Using Ideas from Service Robotics</i>	Special Section Augmented und Virtual Reality (VRA) New Hardware and Devices <i>Data Glasses, Smartwatches and Drones</i> Advisor: From Idea to Solution <i>VR, MR and AR implemented quickly</i> Instructions and Trainings <i>Quick Commissioning with Virtual and Mixed Reality</i>	Thematic Focus Industrie 4.0 - The latest Trends - Backgrounds - Technical Papers - Suppliers and Products	Exhibition Special Issue it-sa 2018 - Useful Information for Decision Makers - New Technologies - Products and Trends 

Issue October	Issue Topics	Industry Special plastics industry	Special Section Computer Aided Quality (CAQ)	Special Section Big Data	Exhibitions and Events
Release Date: 08.10.2018 Advertising and Material Deadline: 17.09.2018 Editorial Deadline: 22.08.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine integration, Warehouse Management, Tracking & Tracing, Operating Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps) Product development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging) Hardware and Infrastructure (e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Assistance Systems for Plastics Producers <i>Focus on Quality and Verification Obligations</i> Networked Machine Park <i>Process Parameters always in View</i> Industry Solutions in Practice <i>How Companies master digital Transformation</i> Generative Manufacturing and new Materials <i>Disruptive Technology for Plastics Manufacturer</i> New Engineering Tools and Approaches <i>Innovations quickly brought to the Market</i>	Via Software to the Test Plan <i>Solutions for IT supported Quality Management</i> Actionable Production Processes <i>Linking Quality-relevant Data, saving Costs</i> Focus on Initial Sampling <i>Lean Processes in the Quality System</i> Tracking & Tracing <i>Solutions and Concepts for seamless Traceability</i> CAQ in a Company-wide System Network <i>The Role of the CAQ-Systems in the modern IT Landscape</i>	Deep Learning for Industry <i>Solutions, Concepts and Applications</i> Fishing in the Data Lake <i>Networking Data Sources, creating Benefits</i> Big Data Access from the Specialist Department <i>Self Service Business Intelligence on a new Level</i> Hadoop, Sparc, Microsoft ML and Co. <i>The right Base for Big Data Infrastructures</i> Data Scientists Wanted <i>Dealing with the Shortage of skilled Workers</i>	Fakuma Friedrichshafen, 16.10. – 20.10.2018 FMB Bad Salzungen, 07.11. – 09.11.2018
Deadline Market Overviews: 03.09.2018		Special Section Energy Management Systems Components, Systems, Solutions <i>Choosing and implementing IT supported Energy Management</i> Predictive Energy Management <i>Saving Energy with a prescient Algorithm</i> Saving Electricity with good Planning <i>Production Planning aligned to Load Peak</i> Expertise from Outside <i>What do external Energy Consultants do?</i>	Special Section Switch Cabinet Construction The Switch Cabinet on the Computer <i>From digital Product Description to virtual Prototypes</i> Configurators and Product Selection <i>Digital Engineering Helpers</i> Automation in Switch Cabinet Construction <i>New Approaches in the Process Automation</i> Accessories for Switch Cabinet Construction <i>Tools, Installation and Visualisation</i>	Special Supplement: Produktentwicklung Wissen Kompakt 2018/19 Focus on Product Development: - Tipps and Trends - Suppliers and Solutions 	Exhibitions Special Issue Fakuma 2018 - Useful Information for Decision Makers - New Technologies - Products and Trends 



Issue November	Issue Topics	Special Section Manufacturing Execution Systems (MES)	Special Section Mobile Soft- and Hardware	Special Section Production Planning and detailed Planning	Exhibitions and Events
Date of Publication: 08.11.2018 Advertising and Material Deadline: 18.10.2018 Editorial Deadline: 25.09.2018  Deadline Market Overviews: 04.10.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking & Tracing, Operating Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant Management, Industrial Apps) Product development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging) Hardware and Infrastructure (e.g. Industry PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Solutions and System Introductions <i>Practical Tips for Shop Floor IT Integration</i> Data Hub MES <i>Connectivity to third-Party Systems and Machines</i> Predictive Production Control <i>Artificial Intelligence on a MES Level</i> Mobility and Visualisation <i>Bringing Information to the Worker as required</i> Blockchain on the Shop Floor <i>When does the Blockchain arrive on the Shop Floor?</i> Special Section Telecontrol and remote maintenance + M2M Components, Systems and Solutions <i>New Products, Technology Trends and practical Tips</i> Remote Maintenance via Web Portal <i>Easier Detection of Disruptions with Audio and Video Transmissions</i> Point to Point or Cloud Technology <i>Finding the suitable Communication Channel</i> Secured According to Demand <i>IT-Security for new Remote Maintenance Approaches</i>	Tablets, Wearables and Handhelds <i>Mobile industrial-suited Hardware</i> Mobile Shop Floor-IT <i>Assistance Systems for the Pocket</i> Software for Management <i>Mobile ERP and BI-Apps</i> Augmented Reality <i>New Application for Mobile Devices</i> Mobile Sales and Customer Service <i>Value-added Solutions and Processes</i> Special Section Internet of Things (IoT) Hardware Platforms and Technology Suppliers <i>Hardware for IIoT Projects</i> IIoT Platforms, Ecosystems and Operating Systems <i>For every Task the right Solution</i> Cross-industry Applications <i>IIoT is not solely applicable in the Production</i> Developing Business Models externally <i>Going new Ways with Service Providers</i>	Planning with an ERP-System <i>Production Planning with Board Resources</i> Retrofitting Detailed Planning <i>Special Applications for Production Planning</i> From Target Times to Machine Downtimes <i>Processes and Solutions as a Base for good Planning Runs</i> Integration: Continuously planned from S&OP to MES <i>Implementing strategic Goals down to the Shop Floor</i> New Planning Models <i>What Machine Learning can do for Planners</i> Exhibition Special Issue SPS/IPC/Drives 2018 • News and Innovations • Backgrounds • Interviews 	SPS IPC Drives Nürnberg, 27.11. – 29.11.2018

Issue December/January	Issue Topics	Special Section Operating and Monitoring	Special Section Industrial Identification	Special Section Supply Chain Management (SCM)	Exhibitions and Events
Release Date: 14.12.2018 Advertising and Material Deadline: 23.11.2018 Editorial Deadline: 31.10.2018	Manufacturing IT (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking & Tracing, Operating Material Management) Production Management (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant Management, Industrial Apps) Product development (e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance) Automation and Robotics (e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging) Hardware and Infrastructure (e.g. Industry-PCs, Network Components, Mobile Devices, Handhelds, HMI, Wireless, Cloud Computing, IT-Security, Database Technology, RFID- and AutoID-Hardware, Virtual and Augmented Reality, Telecontrol, Time and Access) Industrie 4.0 (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy)	Complete Systems from a single Source <i>Solution Providers and their Concepts</i> Data Collectors and Historians <i>Hardware and Solutions for the Scada Environment</i> Human Machine Interfaces <i>Easily interact with Machines</i> Plant Monitoring on an Industrie 4.0 Level <i>Of Web-Services, Cloud-Infrastructures and Mobile Scada</i> Scada Security <i>Secured Processes well documented</i>	Hardware and Complete Systems <i>Interpreting and integrating RFID and Co.</i> AutoID Technology for Tracking & Tracing <i>Material Flow, Production and Logistics controlled safely</i> Portable Devices for Barcode, RFID, 2D-Code and RTLS <i>Mobile Hardware for Man and Vehicle</i> Identification and Image Processing <i>Sensors and Cameras see more and more</i> Picking Systems <i>Mechanical and manual Solutions</i>	Seamless Supply Chain Management <i>Preventing Bottlenecks and Overcapacities with networked Software</i> Close to the Customer with IoT and Big Data <i>The Supply Chain tailored to your Needs</i> Automated Supply Chain <i>Saving Resources with Technology</i> SCM Solutions from the Cloud <i>Advantages of Software from the Net</i>	
		Special Section Additive Manufacturing	Thematic focus Industrie 4.0	Special Supplement: ERP/CRM Wissen Kompakt 2019	
Deadline Market Overviews: 09.11.2018		Printer, Powder and Software <i>Current Technology and Procedures</i> Additive Manufacturing and Robotics <i>3D-Printer on the Robot Arm</i> Hybrid Technologies <i>Material applied and removed in the same Machine</i> Metal from the Printer <i>Economic Use of selective Laser melting</i> Customized Mass Production <i>Flying high with 3D printing?</i>	- The latest Trends - Backgrounds - Technical Papers - Suppliers and Products	Focus on ERP and CRM Systems: - Tipps and Trends - Suppliers and Solutions	



1 Advertising formats and prices:

Size	Width x Height		Prices*			
	Print Space	Bleed (add 3mm trim on each side)	b/w	2c	3c	4c
Title pages	-	210mm x 297mm	-	-	-	€ 5.400,-
1/1 page	185mm x 270mm	210mm x 297mm	€ 4.280,-	€ 4.520,-	€ 4.760,-	€ 5.000,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2.410,-	€ 2.540,-	€ 2.670,-	€ 2.800,-
1/2 page vertical	90mm x 270mm	105mm x 297mm	€ 2.290,-	€ 2.410,-	€ 2.530,-	€ 2.650,-
1/2 page oblong	185mm x 130mm	210mm x 148mm	€ 2.290,-	€ 2.410,-	€ 2.530,-	€ 2.650,-
1/3 page vertical	60mm x 270mm	70mm x 297mm	€ 1.660,-	€ 1.740,-	€ 1.820,-	€ 1.900,-
1/3 page oblong	185mm x 90mm	210mm x 100mm	€ 1.660,-	€ 1.740,-	€ 1.820,-	€ 1.900,-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1.320,-	€ 1.380,-	€ 1.440,-	€ 1.500,-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1.320,-	€ 1.380,-	€ 1.440,-	€ 1.500,-
1/4 page oblong	185mm x 65mm	210mm x 74mm	€ 1.320,-	€ 1.380,-	€ 1.440,-	€ 1.500,-
1/8 page	90mm x 65mm	105mm x 74mm	€ 710,-	€ 740,-	€ 770,-	€ 800,-
1/8 Page vertical	45mm x 130mm	52mm x 148mm	€ 710,-	€ 740,-	€ 770,-	€ 800,-
1/8 Page oblong	185mm x 30mm	210mm x 39mm	€ 710,-	€ 740,-	€ 770,-	€ 800,-

*All prices are zero rated for VAT.

2 Surcharges:	upon request
Front Page:	Extra charge of 10% on basic price (b/w) on binding and confirmed placement.
Placement:	
Colour surcharges:	non discountable
Format surcharges:	without surcharges
VAT:	All prices are zero rated for VAT.
3 Advertorials:	1/1 page € 3.400,-
(Company and product portrait)	1/1 page € 1.900,-
	See also p.16+18+20
	Image-Advertorials:
	1/1 page € 3.900,-
	See also p.17
4 Discount:	For orders placed within one insertion year.
Frequency:	3 x 5% 6 x 10% 9 x 15% 12 x 20%
Quantity:	2 pages 5% 4 pages 10% 8 pages 15% 12 pages 20%
Agency Discount:	15%
5 Job Ads:	On job ads we grant a 30% discount on the particular basic price.
6 Special Advertisements:	
Bound Inserts:	Delivered Quantity: 18.200 copies
	Delivery: See 'Formats and Technical Data' p. 23
	80-135g/m ² 4 Pages € 5.580,-
	8 Pages € 8.190,-
	12 Pages € 11.475,-
	136-170g/m ² 10% surcharge on basic price
	starting 170g/m ² 15% surcharge on basic price

Loose Inserts:	Delivered Quantity: 18.200 Copies
	Delivery: see 'Technical data' p. 24
	Full supplement % Price
up to 25g	€ 4.680,- € 260,- %
up to 50g	€ 6.300,- € 350,- %
more than 50g	upon request

Postcards /Samples:	Delivery Quantity: 18.200 Copies
	Delivery: see 'Technical Data' p. 24
	Full supplement % Price
Glued-in inserts up to 5g (without mounting)	€ 1.620,- € 90,- %
Mechanical Bonding	€ 1.440,- € 80,- %
Manual Bonding	upon request

7 Contact	Christoph Kirschenmann, Head of Advertisement
Consulting	Phone: +49 6421 3086-536
Booking:	Monika Zimmer, Marketing Assistant
	Phone: +49 6421 3086-531
	Moritz Ernst, Media Consulting
	Phone: +49 6421 3086-537

8 Terms of Payment/Bank Account details:

Payment within 14 days from date of invoice. For payments received within 8 days we grant a discount of 2 %.

Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Acc. No. 1037305320
 IBAN: DE 83 5335 0000 1037 3053 20
 SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank Code 500 100 60, Acc. No. 517 030-603
 IBAN: DE 51 5001 0060 0517 0306 03
 SWIFT-BIC: PBNKDEFF

All prices are zero rated for VAT.

Advertorials (Company and Product Portraits)

1 Brief Description:

In addition to product-neutral reporting in the editorial part of IT&Production, we inform our readers through 'Advertorials' about suppliers and products. Advertorials offer the reader the opportunity to obtain detailed information about individual IT, infrastructure and software solutions and to contact the provider directly. The placement of an 'Advertorial' is done in a thematically related section.

- Issue integrated layout with logo, company image and content-related customisable portrait components (address, profile, products etc.)
- 1/1 page approx. 3.000 characters

2 Prices*:

1/1 page, 4c € 3.400,-

1/2 page, 4c € 1.900,-

The design of your Advertorial is included in the price.

3 Online Upgrade:

You can upgrade your 'Advertorial' in the trade journal IT&Production, your advertorial will appear as a digital product portrait with a duration of four months in the industrial online magazine www.it-production.com
Upgrade price*: € 400, -



4 Data Delivery:

Send us the following data via e-mail to mzimmer@it-production.com

- Text – Word and other text files such as RTF files.
1/1 Page approx. 3.000 characters, 1/2 Page approx. 1.500 characters
- Contact data – Everything necessary:
Phone, fax, web address, e-mail
- Logo – Send us your digitalized logo (300dpi)
- Product image – We require your image with a minimum resolution of 300dpi

* Please notice the different prices for image 'Advertorials' (see also p. 17)

All prices are zero rated for VAT.

Image Advertorials

1 Brief Description:

'Image-Advertorials' are placed section-independently in the journal front part and offer the opportunity to present the performance of IT-companies to our readers. Because of the individual layout, 'Image-Advertorials' stand out clearly from other advertising forms and offer an alternative to simple image ads.

- Individual layout with logo, company image and content-related customisable portrait components (address, profile, products etc.)
- 1/1 page approx. 3.000 characters

2 Prices*:

1/1 page, 4c € 3.900,-

The design of your Advertorial is included in the price.

3 Online Upgrade:

You can upgrade your 'Image-Advertorial' in the trade journal IT&Production into a 'Digitorial' (digital product portrait) for our industrial online journal www.it-production.com with a period of four months.
Upgrade-Price*: € 400,-

Layout Examples:



4 Data Delivery:

Send us the following data via e-mail to mzimmer@it-production.com

- Text – Word and other text files such as RTF files.
1/1 Page approx. 3.000 characters, 1/2 Page approx. 1.500 characters
- Contact data – Everything necessary:
Phone, fax, web adress, e-mail
- Logo – Send us your digitalized logo (300dpi)
- Product image – We require your image with a minimum resolution of 300dpi

* All prices are zero rated for VAT.



Industry Special Machinery and Plant Construction

Highest flexibility and quality distinguish the German machine and plant construction industry. All made possible by the consistent transparency of digital data in all areas of the company. The display of all processes in the value-added chain in software modules forms the basis for the success of the capital goods industry.

Erscheinungstermine: 05.02.2018 + 18.07.2018



Industry Special Automotive

The pace of structural change is clearly gaining momentum. Today's talk of innovative technologies in automobile production means that production IT and automation technology can no longer be considered separate from each other. Manufacturing technology, which is already established in this industry, is often used successfully in other industries shortly afterwards.

Erscheinungstermin: 06.09.2018



Industry Special Plastics Industry

As a supplier for various branches of industry, companies in the plastics industry have to adapt not only to legal requirements, but also to the requirements of their customers in terms of flexibility, ability to deliver and documentation. At the same time, rising energy and raw material prices are forcing companies in the sector to take a closer look at their own competitiveness.

Erscheinungstermin: 08.10.2018

1 Prices:

Advertorials	Prices*
1/1 page	€ 3.400,-
1/2 page	€ 1.900,-

Advertisements (4c)	Prices*
1/1 page	€ 5.000,-
1/2 page	€ 2.650,-
1/3 page	€ 1.900,-
1/4 page	€ 1.500,-

*All prices are zero rated for VAT.

2 Distribution:

As print inserts in IT&Production

As an e-paper on www.it-production.com

(Period 6 months)

3 Data Delivery:

Send us the following data via e-mail to mzimmer@it-production.com

- Text – Word and other text files such as RTF files.
1/1 Page approx. 3.000 characters, 1/2 Page approx. 1.500 characters
- Contact data – Everything necessary:
Phone, fax, web adress, e-mail
- Logo – Send us your digitalized logo (300dpi)
- Product image – We require your image with a minimum resolution of 300dpi



WISSEN KOMPAKT MES 2018/19



MES WISSEN KOMPAKT 2018/2019

Manufacturers want to actively meet the challenges of the globalised market. The strategic conceptual design of an MES project can help decision makers to shorten delivery times and keep an eye on quality in real time. In order to fully exploit all the potential of an MES - both the complete cost-effectiveness and the full performance potential of an MES. With the "MES Wissen Kompakt" approach, the success-critical factors are used to steer manufacturing companies in a forward-looking manner and to be able to react quickly to deviations. In addition, 'MES Wissen Kompakt' presents a broad spectrum of company portraits, product innovations and services in the MES environment.

Deadlines: Editorial deadline: 16.02.18 • Advertising deadline: 09.03.18 • Publication: 06.04.18



WISSEN KOMPAKT ERP/CRM 2018/19



ERP/CRM WISSEN KOMPAKT 2019

The introduction of an ERP solution alone is not a one-stop shop for eliminating organisational challenges; both the choice of solution and the procedure for implementation need to be well thought out. Good advice on investment decisions is expensive. A company dealing with the selection of an ERP system has to deal with both a complex software market and partly conflicting interests of the departments. The question of the future and investment security of the technology of an ERP solution also needs to be clarified. To support a goal-oriented approach to software selection, the special supplement 'ERP/CRM Wissen Kompakt' informs decision makers about sustainable investments in a more efficient IT infrastructure.

Deadlines: Editorial deadline: 22.10.18 • Advertising deadline: 16.11.18 • Publication: 14.12.18

**All advertisements need a 5mm trim on each side.

*All prices are zero rated for VAT.



WISSEN KOMPAKT PRODUKT- ENTWICKLUNG 2018/19



PRODUKTENTWICKLUNG WISSEN KOMPAKT 2018/2019

Flexibility in the development of new and sophisticated products is one of the most important success factors for manufacturing companies. In order to transform innovations into marketable products, IT is of central importance. With the right engineering solution and efficient product lifecycle management, it is possible to create freedom for design engineers that can lead to shorter time-to-market, better products and higher quality. The special supplement PRODUKTENTWICKLUNG WISSEN KOMPAKT provides valuable information from industry and research with the help of solution approaches and practical knowledge in order to uncover the efficiency potential of product development.

Deadlines: Editorial deadline: 17.08.18 • Advertising deadline: 10.09.18 • Publication: 08.10.18

1 Prices:

Advertising Formats	Prices*
1/1 page advertisement** (175x246mm)	€ 3.400,-
1/1 page advertorial (165x215mm)	€ 2.900,-

Delivery Quantity: 15.000 copies

2 Delivery:

- As insert in the IT&Production
- As PDF on www.it-production.com (period of 12 months)

3 Data Delivery:

Send us the following data via e-mail to mzimmer@it-production.com

- Text – Word and other text files such as RTF; 1/1 Page approx. 2.100 characters
- Contact data – Everything necessary: Phone, fax, web address, e-mail
- Logo – Send us your digitalized logo (300dpi)
- Product image – We require your image with a minimum resolution of 300dpi

Spezialausgaben:

SAP Partner

In search of new solutions and the latest innovations and in comparison to the competition, more and more companies are networking with external experts and partners. With the SAP ecosystem, SAP has built a network that provides a platform for building partnerships, access to resources, and a framework for dialogues and collaborations. In the May issue of IT&Production, our readers receive an up-to-date overview of the SAP ecosystem in the manufacturing industry. In addition to a clear overview of the market for solution providers, the special section of the magazine also includes a broad spectrum of in-depth expertise from selected partners!

Deadlines: Editorial deadline: 29.03.2018 • Advertising deadline: 27.04.2018 • Publication: 18.05.2018


Microsoft Partner

Medium-sized companies invest in Microsoft technologies even in difficult times because they are convinced that their staff productivity increases and their cost structure improves. Microsoft has built a network with the Microsoft Partner Network that offers business opportunities for building partnerships, access to resources, and a framework for dialogue and collaboration. For our readers, the July/August issue of IT&Production's Microsoft Partner Survey provides IT&Production with tips for finding a suitable industry or special solution in the manufacturing sector. In addition to a clear overview of the market for solution providers, the special section of the magazine also includes a broad spectrum of in-depth expertise from selected partners!

Deadline: Editorial deadline: 31.05.2018 • Advertising deadline: 27.06.2018 • Publication: 18.07.2018

1 Delivery:

- As insert in the IT&Production
- As PDF download on www.it-production.com (Duration of 12 months)

2 Preise (Advertorials):

Size DIN A4	Prices*
1/1 page	€ 3.400,-
1/2 page	€ 1.900,-

*All prices are zero rated for VAT.

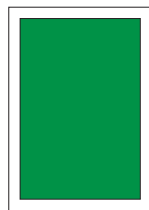
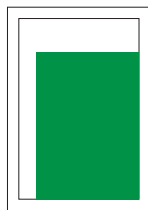
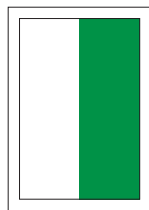
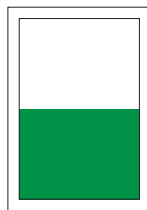
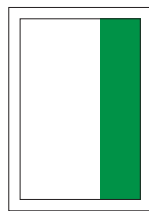
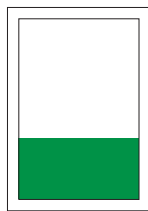
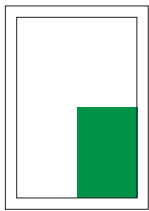
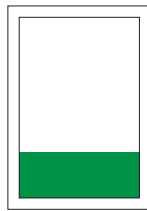
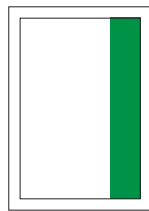
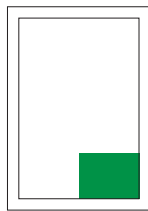
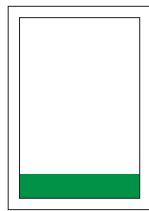
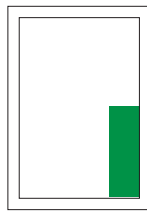
The design of your Advertorial is included in the price.

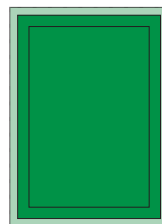
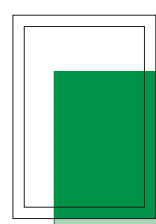
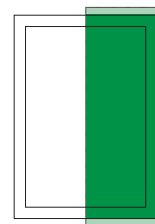
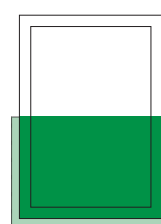
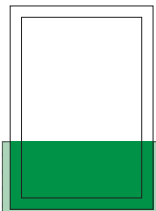
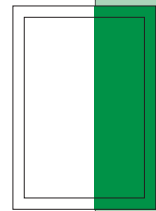
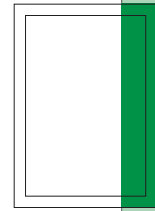
3 Data Delivery:

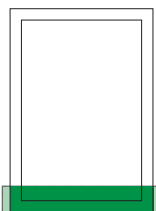
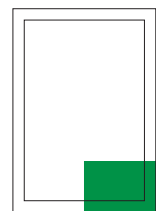
Send us the following data via e-mail to mzimmer@it-production.com

- Text – Word and other text files such as RTF files. 1/1 Page approx. 3.000 characters, 1/2 Page approx. 1.500 characters
- Contact data – Everything necessary: Phone, fax, web adress, e-mail
- Logo – Send us your digitalized logo (300dpi)
- Product image – We require your image with a minimum resolution of 300dpi

- | | |
|--|--|
| <p>1 Sizes: DIN A4 210mm x 297mm (width x height)
 Printscape: 185mm x 270mm (width x height)</p> <p>2 Printing Process: Offset: Printing is done with colours of the Euro colour scale for offset printing according to DIN16 539, back stitching</p> <p>3 Delivery: Post address: TeDo Verlag GmbH, Anzeigendisposition,
 P.O.Box 2140, 35009 Marburg
 Delivery service: TeDo Verlag GmbH, Anzeigendisposition,
 Zu den Sandbeeten 2, 35043 Marburg</p> <p>4 Advertisement Details: High-Res-PDF, EPS (fonts are either converted to paths or embedded) TIF (resolution: 300dpi)</p> <p>5 Data carrier: CD-ROM</p> <p>6 Colours: In four-colour printing, the colours are printed according to the Euro scale: cyan, magenta, yellow, black (CMYK). This color space must be selected in the respective program.
 Attention: We can't use RGB or solid colours!</p> <p>7 Proof: A 1:1 printout is absolutely necessary to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or print. Without these documents, no liability or warranty can be assumed for any errors. The publisher cannot accept any guarantee for colour deviations caused by different types of paper (proof/printing to production paper). This also applies to deviations within the tolerance range from expression to industrial colour printing or offset printing.</p> | <p>8 Image Formats: TIF, JPEG, EPS (with embedded font)</p> <p>9 Output Profile: ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)</p> <p>10 Return: Delivered printing documents will only be returned to the respective client on special request. The obligation of the publisher to retain the advertisement ends three months after publication of the advertisement.</p> <p>11 Warranty: Only what is present on the data carrier can be exposed. The publisher accepts no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to incomplete or faulty files, incorrect settings or incomplete information will be charged according to effort. Sent film positives must be redigitized. The resulting additional costs will be invoiced separately.</p> <p>12 Contact: Monika Zimmer, Marketing Assistant
 Phone: +49 6421 3086-531
 E-Mail: mzimmer@it-production.com</p> |
|--|--|

Anzeigenformate im Satzspiegel

1/1 page
 185mm x 270mm

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

1/2 page vertical
 90mm x 270mm

1/2 page oblong
 185mm x 130mm

1/3 page vertical
 mm x 270mm

1/3 page oblong
 185mm x 90mm

1/4 page
 90mm x 130mm

1/4 page oblong
 185mm x 65mm

1/4 page vertical
 45mm x 270mm

1/8 page
 90mm x 65mm

1/8 page oblong
 185mm x 30mm

1/8 page vertical
 45mm x 130mm

Anzeigenformate im Anschnitt

1/1 page
 210mm x 297mm

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

1/2 page vertical
 105mm x 297mm

1/2 page oblong
 210mm x 148mm

1/3 page oblong
 210mm x 100mm

1/3 page vertical
 70mm x 297mm

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

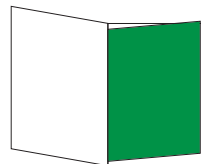
1/8 page vertical
 52mm x 148mm

1/8 page oblong
 210mm x 39mm

1/8 page
 105mm x 74mm

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



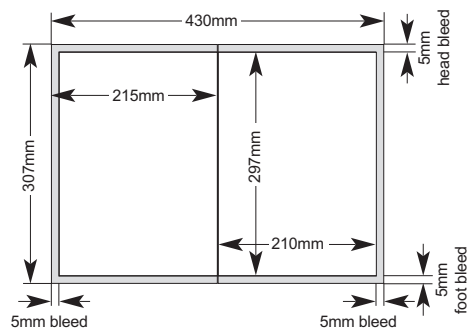
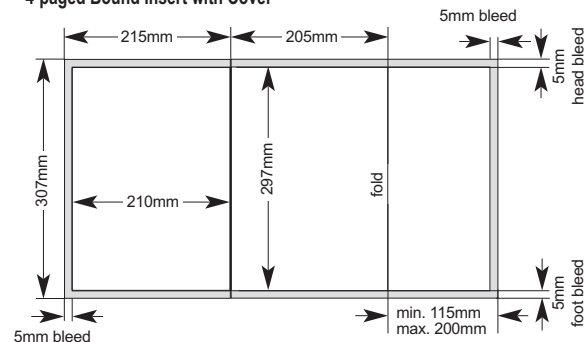
Bound Inserts:

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



Minimal Size:
Maximum Size:
Minimal Weight:

147mm x 210mm
 210mm x 297mm
 for products with 4 pages 115g/m²

4-paged Bound Insert

4-paged Bound Insert with Cover


1 Loose Inserts:

Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. The delivered inserts must be trimmed and folded as final products.



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

Delivery:

The delivery of inserts and glued 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 in parallel.

Delivery Quantity:

18.200 copies

Delivery Address:

The delivery address for inserts and additional supplements will be send with the order confirmation.

Delivery Deadline:

The printing deadline is the same as the material deadline of the issue (see schedule and editorial calendar beginning on p. 4.).

3 Contact:

Christoph Kirschenmann, Head of Marketing

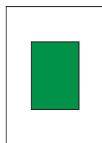
Phone: +49 6421 3086-536

E-Mail: ckirschenmann@it-production.com

2 Fixed Inserts:

Mechanical Bonding: Adhesive edge parallel to the waistband, at least 1 cm to maximum distance of 6 cm from the waistband. Folded products must be closed towards the waistband. Positioning upon request.

Affixed postcards, samples on bound-in inserts or full-paged advertisements are additionally charged as fixed inserts. Before the order is accepted and confirmed, we require a copy o a binding sample with an indicator of size and weight.



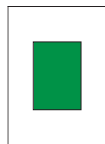
Minimal Size: 105mm x 147mm
Maximum Size: 148mm x 190mm
Minimal Weight: 160g/m²

1 Special Advertising Forms:

Banderole



Affixed postcard



Insert



Gatefolder



Flap



2 Reprint:



Reprinting technical papers, interviews and product information is a flexible and cheap possibility to strengthen your product and brand message on the market. Please see the current prices listed in the following tables.

We take care of printing, creation of an electronic file for your web presence and upon request the distribution through our lettershop for you.

3 Price List:

2 pages, 4-coloured, 135g/m ²					
Circulat.	500	1.000	2.000	5.000	10.000
Price*	€ 725,-	€ 770,-	€ 865,-	€ 1.180,-	€ 1.395,-
4 pages, 4-coloured, 135g/m ²					
Circulat.	500	1.000	2.000	5.000	10.000
Price*	€ 810,-	€ 850,-	€ 975,-	€ 1.385,-	€ 2.010,-

*All prices are zero rated for VAT.

4 Reprinting License:

If you want to reprint your paper after it was published in our trade journal IT&Production you can purchase a reprinting license.



Reprinting License	
Circulation	up to 1.000 copies
Price*	€ 240,-

incl. high-resolution PDF file.

5 Low-Res-PDF:

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



1 Circulation Control:



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

3a Economic Area:

Printed copies:	18.000		
Actual distributed circulation (ADC):	17.683	thereof abroad	555
• Sold copies	4.799	thereof abroad	134
• Subscribed copies	4.793	thereof abroad	134
thereof memberships	4.528	thereof abroad	107
• Other sales	–	–	–
• Retail sales	6	thereof abroad	–
• Returned copies	–	–	–
Free copies:	12.884	thereof abroad	421
Remaining, archive and proof copies:	317		



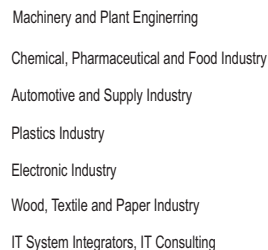
Statistic of Actual Circulation:

	Copies	%
Germany	17.128	96,86%
International	555	3,14%
Actual distributed circulation	17.683	100%

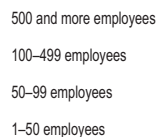
3b National distribution by postal code:

Postal zone 0	871	5,09%
Postal zone 1	695	4,06%
Postal zone 2	1.352	7,89%
Postal zone 3	1.853	10,82%
Postal zone 4	2.217	12,94%
Postal zone 5	2.361	13,78%
Postal zone 6	1.819	10,62%
Postal zone 7	2.803	16,37%
Postal zone 8	1.864	10,88%
Postal zone 9	1.293	7,55%
Germany	17.128	100%

Target Markets



Company Sizes



Target Groups



* *Production managers, warehouse and logistic managers, Head of quality control and maintenance*

** *Company management, plant management, brand management, executive board, commercial management, marketing/sales, purchasing, controlling*

*** *IT managers, consultants, system integrators, analysts, developers*

Content Analysis of the Editorial Part





Christoph Kirschenmann
Marketing/Advertisement Manager
IT&Production

The IT&Production online magazine (www.it-production.com) is one of the most important sources of information for decision makers of IT investments in the industry and the perfect complement to the trade journal IT&Production. As a central research platform for producers and industrial managers, IT&Production Online offers the latest market information in a compact and clear format. Numerous user reports, industry news, market overviews, events, interviews and technical articles form an extensive knowledge archive for strategic investments in industrial IT solutions.

The hit rates are also impressive: based on the evaluations of the first half of 2017, IT&Production Online had over 260,762 page impressions and 129,702 visits. Use the IT&Production online magazine for a holistic target group approach to your company and benefit from our many years of experience in contact with decision-makers in the industry.

Have fun with the media planning!

Christoph Kirschenmann



Suppliers and Products

Digital product information presents products and services from providers of industrial IT solutions.

Technical Papers

On the basis of numerous application cases, practice-related articles show how industrial companies optimize their processes through the use of IT and software solutions.

News

Latest news from the IT industry: cooperations, takeovers, deals, new products and personnel decisions.

E-Paper

Selected topics and special parts of the IT&Production print edition are available for download the whole year.

Videos

Whether product trailers, company clips, webinar recordings or trade fair videos - here you will find the most interesting films on the subject of 'successful production'.

Whitepaper

Latest studies and market analysis by suppliers of industrial IT solutions.

Events

Exhibitions, congresses and workshops about industrial IT solutions.

Market Overviews

Detailed market overviews provide an overview of the overall market for industrial IT solutions.

IT Job Market

Current job offers for IT professionals.

Banner Ads

- 1 Usage Data:** 260.762 page impressions and 129.702 visits (1st half of 2017)
- 2 Brief Description:** Banner advertising is a tried and tested and effective way of increasing brand awareness for banner advertising campaigns with a high reach and striking impact.
- 3 Target Group:** Company management, production management, IT management
- 4 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 5 File Format:** GIF, PNG or JPEG with a maximum size of 4MB

7 Data Delivery:

Please send us the following data one week before the beginning of the contract period via e-mail to: onlineservice@it-production.com

- Customer name
- Contact for request
- Target URL

6 Prices:

Banner	Size (Pixel)	Price*/Month
1. Fullsize-Banner	468 x 60 pixel max. 50KB	€ 700,-
2. Sidebar-Banner	170 x 140 pixel max. 40KB	€ 600,-
3. Content AD (Medium Rectangle)	300 x 250 pixel max. 100KB	€ 2.200,-
4. Super-Banner (Leaderboard)	728 x 90 pixel max. 100KB	€ 2.200,-
5. Skyscraper-Banner	160 x 600 pixel max. 100KB	€ 2.200,-
6. Hockeystick-Banner	728 x 90 + 160 x 600 pixel each max. 100KB	€ 3.200,-

*All prices are zero rated for VAT.



Videos

- 1 Usage Data:** 260.762 page impressions and 129.702 visits (1st half of 2017)
- 2 Brief Description:** Publish your company's business clips in the videos section. Whether product trailers, corporate and image films, the webinar recordings of your company or trade fair videos - we will publish your video in the thematically appropriate sections of our online magazine. www.it-production.com
- 3 Target Group:** Company management, production management, IT management
- 4 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 5 File Format:** MPG, AVI, FLV format or your YouTube video
- 6 Prices:**
- | Duration | Prices* |
|-----------|-----------|
| 6 months | € 900,- |
| 12 months | € 1.300,- |
- *All prices are zero rated for VAT.
- 7 Data Delivery:** Please send us your data one week before the beginning of the contract period via e-mail at: onlineservice@it-production.com



Whitepapers

- 1 Usage Data:** 260.762 page impressions and 129.702 visits (1st half of 2017)
- 2 Brief Description:** In our whitepapers section you can place your users' descriptions, case studies or market research results and inform decision-makers from company management, production managers and IT managers about the performance of your company (up to three whitepapers at the same time).
- 3 Target Group:** Company management, production management, IT management
- 4 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 5 File Format:** PDF file (max. 3 whitepaper)
- 6 Preise:**

Duration	Prices*
6 months	€ 900,-
12 months	€ 1.300,-

*All prices are zero rated for VAT.

- 7 Data Delivery:** Please send us your data one week before the beginning of the contract period via e-mail at: onlineservice@it-production.com



Digitalior (Sponsored Post)

- 1 Usage Data:** 260.762 page impressions and 129.702 visits (1st half of 2017)
- 2 Brief Description:** Our Digitaliors are the right place to promote your company products and solutions. You open as a small product window by clicking on it and provide the prospective customer with further information about your company. Digitaliors ensure that your company and product information reaches where it is perceived: in the specialist articles and in the 'Suppliers & Products' section.
- 3 Target Groups:** Company management, production management, IT management
- 4 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 5 File Format:** GIF, PNG, JPEG, HTML5
- 7 Data delivery:** Please send us your data one week before the beginning of the contract period
via e-mail to: onlineservice@it-production.com
- 6 Prices:**

Duration	Prices*
6 months	€ 1.900,-
12 months	€ 2.900,-

*All prices are zero rated for VAT.

- Text up to 5.000 characters
- Images
- Your company logo (GIF or JPEG, max. 170x100 pixel, max. 100KB)



Link

Link to your company website.

Contact Field

The contact field contains all information to get in contact with your company.

Company Logo

Placement of your logo

Product Presentation

The text window provides room for 5.000 characters and multiple images and graphics for a detailed company and product presentation.

Our graphics department takes care of the design of your Digitalior which is included in the price.

Events

- 1 Brief Description:** Use our 'Events' section to publish your company events. Whether trade fair appearances, congresses, webinars, workshops, roadshows or simply your 'open day' - in the online magazine www.it-production.com you can reach a qualified and interested audience.
- 2 Target Group:** Company management, production management, IT management
- 3 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 4 File Format/
Data Delivery:** Your partner account will be activated, so that you have the opportunity to place your event on your own.
- Text up to a 400 characters maximum
 - Company logo
- 5 Price:** (per event)

Duration	Prices*
3 months	€ 200,-

*All prices are zero rated for VAT.

VERANSTALTUNGEN AN
 Datum

SUCHE
 Begriff

SUCHE VERANSTALTUNG

ANZEIGEN ALS
 Liste

Anstehende Veranstaltungen

September 2017

9. Aachener Montage-Tagung

September 27 - September 28
Aachen

Interaktive Workshops/Breakout-Sessions sowie eine Industrieschau und eine attraktive Abendveranstaltung

WZL-forum
an der RWTH Aachen

Erfahren Sie mehr »

all about automation Leipzig 2017

September 27 - September 28
Leipzig

Die Automatisierungsmesse für Anwender aus Mitteleuropa

all about automation
leipzig

Erfahren Sie mehr »

Oktober 2017

Grundlagen IT-Sicherheit für kritische Infrastrukturen

Oktober 4 - Oktober 5
Offenbach, Coelnherrg 59
Offenbach, 63067 Deutschland • Google Karte

VDE
VERLAG

aktuelle Gesetzgebung, Anatomie von Cyberangriffen, IT-Sicherheitsmanagement #ITS

Mit der zunehmenden Digitalisierung der Gesellschaft wächst das Bedrohungspotenzial von Cyberattacken deutlich an. Neben bisherigen Angriffen treten auch Angriffsszenarien auf Kritische Infrastrukturen und hochskalierbare Angriffe auf Industrieanlagen in den Vordergrund. Die eigene Lage reflektieren um ein »Bewusstsein« für Cybersicherheit zu schaffen, bildet dabei den Schlüssel zur erfolgreichen Begegnung mit Hackerangriffen.

Erfahren Sie mehr »

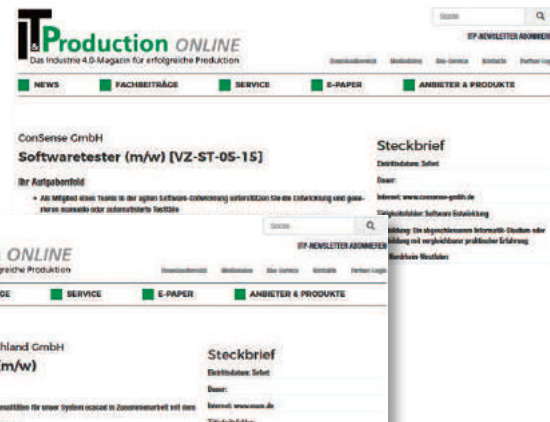
IT Job Market

- 1 **Brief Description:** Use our 'IT Job Market' section to place your job offers.
- 2 **Target Groups:** Company management, production management, IT management
- 3 **Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 4 **File Format/
Data Delivery:** Your partner account will be activated, so that you have the opportunity to place your job offer on your own.
 - Text up to 1.500 characters
 - Company logo
- 5 **Prices:** (per job offer)

Price per month*

€ 100,-

*All prices are zero rated for VAT.



Premium Account

1 Brief Description:

With a premium account on www.it-production.com you can intensify your target group approach and highlight the services of your company. Below you will find an overview of the benefits of a premium account.

2 Account Services Overview:

- Digital product portrait (sponsored post)
(text approx. 5.000 characters + images + company logo)
in the 'Suppliers and Products' section and in technical articles.
- Events section (max. 10 entries)
incl. company and/or event logo
- Job market section (max. 5 entries)
incl. individual format and company logo
- Publication of your whitepapers (max. 3 entries)
- Vides section
Inclusion of a company video in the corresponding topic section

3 Target Groups:

Company management, production managemet, IT management

4 Publisher:

TeDo Verlag GmbH
 Zu den Sandbeeten 2 • 35043 Marburg



My recommendation: Become a premium partner and use our service for your content marketing.

Christoph Kirschenmann
 Head of Marketing IT&Production

5 Prices*:

Duration	Prices
6 months	€ 2.500,-
12 months	€ 3.800,-

*All prices are zero rated for VAT.

1 Name: IT&Production E-Mail Newsletter

2 Brief Description: In addition to the online magazine www.it-production.com and the trade journal IT&Production, the IT&Production e-mail newsletter is published every two weeks.

Our editorial team put together interesting facts, trends, news and current events in the sector of industrial IT solutions for the subscribers of our E-Mail newsletter. So you can find topics discussed in manufacturing companies directly on your desktop.

3 Target Groups: Company management, production management, IT management

4 Release Dates 2018:

January	February	March	April	May	June
24.01.2018	07.02.2018	07.03.2018	04.04.2018	09.05.2018	06.06.2018
	21.02.2018	21.03.2018	18.04.2018	23.05.2018	20.06.2018
July	August	September	October	November	December
04.07.2018	01.08.2018	05.09.2018	10.10.2018	07.11.2018	05.12.2018
18.07.2018	15.08.2018	19.09.2018	24.10.2018	21.11.2018	19.12.2018

Deadline for advertisements and documents is one week prior to the publication date of the IT&Production Newsletter.

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

6 Contacts:
Editorial Department
Advertisements
Media Consulting

Patrick C. Prather
Christoph Kirschenmann
Monika Zimmer
Moritz Ernst



IT&Production E-Mail Newsletter

1 Advertising Formats and Prices:

Format	Format in Pixel	Placement	Price*
185 x 30mm	2.185 x 354px	top – bottom	€ 400,-
90 x 65mm	1.063 x 768px	middle	€ 400,-
185 x 65mm	2.185 x 768px	bottom	€ 450,-
210 x 297mm	2.480 x 3.508px	full page	€ 950,-
185 x 30mm	524 x 85px	in the letter - top	€ 400,-

2 Price:*

Insertion	Discount	1/8 p. vertical or normal
1		€ 400,-
3	10%	€ 360,- per issue
5	20%	€ 320,- per issue

*All prices are zero rated for VAT.

3 File Format:

Please send us only data in RGB color space and in a resolution of 300dpi. If data is sent in the CMYK color space, there may be color deviations in the production process. Permissible file formats are PDF or EPS with embedded fonts or fonts converted into paths.

4 Newsletter Format:

PDF

5 Data Delivery:

Please send the following data via e-mail to:
mzimmer@it-production.com:

- Advertisement
- Target URL

6 Delivery Deadline:

1 week prior to the release date.

7 Usage Data:

Circulation 4.605 subscribers (September 2017)



1 Title: INDUSTRIE 4.0-MAGAZIN (I40M)

2 Brief Description: The fourth industrial revolution is in full swing and almost all people are taking part in this transformation process. Time for a magazine that takes a holistic view of the topic. A purely technical explanation of the fourth industrial revolution is not enough, therefore we report to the same extent about technology / world of work / society. In INDUSTRIE 4.0-MAGAZIN, the areas of education and technology transfer also play a special role. Our claim: All important information from all involved areas at a glance.

Since September 2016 we have been keeping you up to date on the latest developments of the fourth industrial revolution every 14 days. We provide information on current reports from companies, associations, politicians, employers and trade unions as well as specialist contributions on the topics of technology and standardization in varying technical depths. We have set ourselves the goal of using the new magazine to give a clear overview of all areas of Industrie 4.0 and to provide comprehensive information.

The digital transformation is in full swing and affects all areas of society. The right magazine for it: INDUSTRIE 4.0-MAGAZINE.

3 Frequency of Publication: every 14 days
4 Format: electronical (PDF), in DIN A4
5 Size: approx. 16 up to 32 pages

6 Content: Technology, world of work, politics, society, universities and education in connection to digital transformation processes and Industrie 4.0

7 Publisher: TeDo Verlag GmbH
Postal address • P.O.Box 2140 • 35009 Marburg
Delivery address • Zu den Sandbeeten 2 • 35043 Marburg

8 Contact: Kai Binder, Chief Editor
Phone: +49 6421 3086-139

E-Mail: kbinder@i40-magazin.de

Marco Steber, Editorial Department
Phone: +49 6421 3086-240
E-Mail: msteber@i40-magazin.de

Christoph Kirschenmann, Head of Marketing and Advertisement
Phone: +49 6421 3086-536
E-Mail: ckirschenmann@i40-magazin.de



www.i40-magazin.de

- 1 Name:** i-need.de – Information und Marketing Portal
- 2 Brief Description:** i-need. de bundles all important information about your products, company and 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 the following areas: automation technology, production technology, machine vision, robotics, switch cabinet construction, building engineering and Industrie 4.0.

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

- 3 Target Group:** Selection of the most important target groups, such as: design engineers, plant managers and production managers, manufacturing industry, technical purchasers and users from mechanical and plant engineering, integrators, architects, electrical engineering industry, engineering offices, machine vision, switch cabinet manufacturers, enclosure manufacturers, building trades, electrical fitters, specialist planners.

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

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



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

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

PREMIUM	PRO	Basic
499,00 € Price per month plus 19% VAT.	199,00 € Price per month plus 19% VAT.	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 extensive evaluation tools	All products will be displayed
Free customer support Optional: Data maintenance	Free customer support Optional: Data maintenance	Without support and data maintenance

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

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Current Performance Table

Prices per month plus 19% VAT.

		Basic	PRO	PREMIUM - Topseller -
		€ 0,00	€ 199,00	€ 499,00
1	Present unlimited products on the market Place an unlimited number of products on i-need.de.	✓	✓	✓
2	Printing of market overviews in the TeDo media Depending on editorial selection	✓	✓	✓
3	Extensive company presentation: Promote your company! i-need.de bundles your company profile, your products, technical articles, product news and your solution competence.		✓	✓
4	Your logo Always highlighted above the search results with your products.		✓	✓
5	Preferential display of your products Search results show PRO and PREMIUM customers above, Basic customers below.		✓	✓
6	Communicate product news Inform yourself about 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 articles that are visible on a single page will be linked and connected automatically.		✓	✓
9	Link product data sheets Complete your product entries with additional helpful information such as Data sheets.		✓	✓
10	i-Icon for increased attention Green icon increases the attention of your posts		✓	✓
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 via e-mail.		✓	✓
13	Share products and trade 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 appear in the automatic search suggestions		✓	✓
16	Promote product Push your product to a top position and increase your impressions immediately and significantly!!		✓	✓
17	Newsletter for the efficient marketing mix Publish up to 2 product announcements per month in our newsletters with a high reach			✓
18	Personal contact One and the same contact person to help you with all questions about i-need.de			✓
19	Optional: Service data maintenance for PRO and PREMIUM Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.			✓

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€ 299,00

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

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Banner and Content Ad:

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

All prices plus 19% VAT.

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

Promoted product on the i-need.de homepage

Pay-per-use-to-Plattform im Maschinenbau

Objektiv Correctal T20070,03

4. Superbanner

2. Skyscraper Small

6. Content Medium

3. Fullsize-Banner

5. Content Small

Content Add

1. Skyscraper

IT & Production E-PAPER

SONDERTEILE, BRANCHENSPECIALS, THEMENSCHWERPUNKTE

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TeDo
VERLAG

Ziffer 1: „Anzeigenauftrag“ im Sinn der nachfolgenden Allgemeinen Geschäftsbedingungen ist der Vertrag über die Veröffentlichung einer oder mehrerer Anzeigen eines Werbungstreibenden oder sonstigen Inserenten in Publikationen des Verlages oder der Vertrag über die Beifügung von Beilagen oder Einheftern zu solchen Publikationen zum Zweck der Verbreitung.

Ziffer 2: Anzeigen sind im Zweifel zur Veröffentlichung innerhalb eines Jahres nach Vertragsabschluss abzurufen. Ist im Rahmen eines Abschlusses das Recht zum Abruf einzelner Anzeigen eingeräumt, so ist der Auftrag innerhalb eines Jahres seit Erscheinen der ersten Anzeige abzuwickeln, sofern die erste Anzeige innerhalb der in Satz 1 genannten Frist abgerufen und veröffentlicht wird.

Ziffer 3: Bei Abschlüssen ist der Auftraggeber berechtigt, innerhalb der vereinbarten bzw. der in Ziffer 2 genannten Frist auch über die im Auftrag genannte Anzeigenmenge hinaus weitere Anzeigen abzurufen.

Ziffer 4: Wird ein Auftrag aus Umständen nicht erfüllt, die der Verlag nicht zu vertreten hat, so hat der Auftraggeber, unbeschadet etwaiger weiterer Rechtspflichten, den Unterschied zwischen dem gewährten und dem der tatsächlichen Abnahme entsprechenden Nachlass dem Verlag zu erstatten. Die Erstattung entfällt, wenn die Nichterfüllung auf höherer Gewalt im Risikobereich des Verlages beruht.

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Ziffer 6: Anzeigen werden an bestimmten Positionen nur aufgenommen, wenn diese Sonderplatzierungen jeweils vom Verlag schriftlich bestätigt wurden.

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Stand: November 2015

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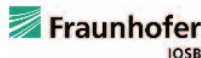


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