# MEDIA KIT 2019

**IT&Production**
Zeitschrift für erfolgreiche Produktion

- Manufacturing IT
- Production Management
- Product Development
- Hardware und Infrastructure
- Industrie 4.0
- Automation and Robotics

The trendsetting Industry 4.0 journal!

**IT&Production**
Zeitschrift für erfolgreiche Produktion

Best-of-Breed-ERP im Schalungsbau

## Individuelles System durch offenen Quellcode
*Seite 18*

Das Industrie 4.0 Magazin

**ERP-Systeme**
29 Seiten zum Enterprise Ressource Planning

**Simulierte Fabrik**
Simulation von Materialfluss und Montage am PC

**Technik und Tools**
Wie Blockchain und die Industrie zusammenpassen

**Projekt Prosense**
Benutzerführung bei der Produktions-feinplanung

caniasERP

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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 19 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, IT managers construction

**4 Frequency:** 10x annualy plus 3 special supplements:
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| Issue February | Issue Topics | Industry Special Machine and Plant Construction | Special Section Product Lifecycle Management | Special Section Industry-PC and HMI | **Exhibitions and Events** |
|---|---|---|---|---|---|
| Release Date: **08.02.2019**<br><br>Advertising and Material Deadline: **23.01.2019**<br><br>Editorial Deadline: **15.12.2018** | **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)*<br><br>**Production Management** *(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)*<br><br>**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)*<br><br>**Automation and Robotics** *(e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging)*<br><br>**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)*<br><br>**Industrie 4.0** *(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)* | **A lifetime of Digital Support** *Digital Twin for Plant Construction*<br><br>**Service and Maintenance** *IT-based Service Business*<br><br>**Plattforms and Internet of Things** *Digital Products and Services*<br><br>**Virtual and Augmented Reality** *New Possibilities for Visualization*<br><br>**Industry Solutions Machinery and Plant Construction** *From ERP to Field Service Applications* | **Processes for Knowledge and Innovation** *Joint Development of complex Products*<br><br>**Deeply Integrated Engineering Solutions** *Guide for Homogeneous IT Landscapes*<br><br>**Industrie 4.0 meets Construction** *Agile Development and Production*<br><br>**Integration of External Service Providers** *From 3D Printing to Extended Workbench*<br><br>**IT Basics for Designers** *From CAD to Parts List to Simulation* | **IPC for the Factory Building** *Robust Hardware for Industry*<br><br>**Mobile Communication with Explosion Protection** *Smartphones, Handhelds, Tablets and Notebooks*<br><br>**User-friendly Systems** *Human Machine Interface Trends 2019*<br><br>**Uniform Surfaces on all Devices** *Responsive Web Design and More* | **Automatisierungstreff** Böblingen, 19.02. – 21.02.2019<br><br>**Logimat** Suttgart, 19.02. – 21.02.2019<br><br>**FMB Süd** Augsburg, 20.02. – 21.02.2019<br><br>**maintenance** Dortmund, 20.02. – 21.02.2019<br><br>**embedded world** Nürnberg, 26.02. – 28.02.2019<br><br>**all about automation** Friedrichshafen, 12.03. – 13.03.2019<br><br>**ICE Europe** München, 12.03. – 14.03.2019 |
| | | **Thematic Focus Industrie 4.0** | **Special Section Intralogistics + Trade Fair Special Logimat** | **Trade Fair Special Edition Automatisierungstreff** | |
| | | - Market Trends<br>- Suppliers and Products<br>- Practical Applications<br>- Best Practices<br>- Knowledge Transfer<br>- Research<br>- Politics and Society | **LogiMAT 2019**<br><br>**Warehouse Automation and Robotics** *Processes supported by Technology*<br><br>**Integrated Intralogistics** *Solutions and Concepts for smooth Material Flow*<br><br>**Warehouse Management Systems** *Warehouse Management Applications*<br><br>**Tracking and Tracing** *From AutoID across Hardware to Real Time Locating Systems* | **Automatisierungstreff** IT & AUTOMATION 2019 19. - 21. Februar 2019 l Kongresshalle Böblingen<br><br>- Solutions and Products<br>- Worth Knowing for the Manufacturing Industry<br>- Trade Fair Novelties | |

| Issue March | Issue Topics | Special Section CAD and CAE-Systems | Special Section Internet of Things (IoT) | Special Section Artificial Intelligence | Exhibitions and Events |
|---|---|---|---|---|---|
| Release Date: **12.03.2019**<br><br>Advertising and Material Deadline: **14.02.2019**<br><br>Editorial Deadline: **24.01.2019** | **Manufacturing IT**<br>*(e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking & Tracing, Material Management)*<br><br>**Production Management**<br>*(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)*<br><br>**Product Development**<br>*(e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-Planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)*<br><br>**Automation and Robotics**<br>*(e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging)*<br><br>**Hardware and Infrastructure**<br>*(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)*<br><br>**Industrie 4.0**<br>*(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)* | **CAD Software in 2019**<br>*Software Trends and Function Updates*<br><br>**Model-based Definitions**<br>*Engineers and Software Condition Up for MBD*<br><br>**Additive Manufacturing**<br>*Optimizing Hand or AI Designs for 3D Printing*<br><br>**Internet of Things**<br>*Thinking about Networking from the Start*<br><br>**Simulation, Mechatronics and Co.**<br>*Disciplines closely linked per Software* | **Platforms and Ecosystems**<br>*Solutions, Approaches, Products*<br><br>**Hardware from Sensor to Complete Solution**<br>*Finding the Right Hardware*<br><br>**IoT in the Shop Floor**<br>*IoT-supported Optimization Initiatives*<br><br>**New Business Models for Producers**<br>*Networked Thinking and Production* | **Applications & Best Practices**<br>*Artificial Intelligence in Use*<br><br>**Robots in the Office**<br>*AI for Business Transactions and Routine Tasks*<br><br>**Automotive Industry Focus**<br>*AI along the Value Chain*<br><br>**AI-supported Decisions**<br>*Models and Solutions for Executives*<br><br>**Artificial Intelligence as Planner**<br>*Production and Logistics Planning using AI* | **eltefa**<br>Stuttgart, 20.03. – 22.03.2019<br><br>**Hannover Messe**<br>Hannover, 01.04. – 05.04.2019<br><br>**conhiT**<br>Berlin, 09.04. – 11.04.2019<br><br>**AERO**<br>Friedrichshafen, 10.04. – 13.04.2019 |
| | | **Special Section Robotics and Handling** | **Special Section Networking and Components** | **Special Supplement MES Wissen Kompakt 2019/2020** | **Exhibition Special Edition Hannover Messe 2019** |
| | | **Collaborative Robotics**<br>*Side by Side with small Vending Machines*<br><br>**High Performance in the Robotic Cell**<br>*Applications and Integration*<br><br>**Robot Teaching Made Easy**<br>*New Ways of Robot Programming*<br><br>**Finding the appropriate Integrator**<br>*Services around Robotics*<br><br>**Virtual Commissioning**<br>*Digital Cell Planning and Simulation* | **Router, Switches and Co.**<br>*Industrial-suited Hardware*<br><br>**Wireless in the Factory Building**<br>*Selection, Integration and Preparation of Wireless Factory Networks*<br><br>**Secure Industrial Networks**<br>*Protective Measures for Communication*<br><br>**Network Diagnostics and Network Monitoring**<br>*Locating Errors from Fieldbus to Ethernet*<br><br>**Bring your own Device 2019**<br>*Secure Integration of Employee Hardware* | **WISSEN KOMPAKT MES**<br><br>IN KOOPERATION MIT:<br>VDMA<br><br>**Focus Manufacturing Execution Systems:**<br>- Tipps and Trends<br>- Suppliers and Solutions | - Technology Trends<br>- Trade Fair Novelties<br>- Backgrounds<br>- Interviews<br><br>HANNOVER MESSE |

| Issue April | Issue Topics | Industry Special Automotive Industry | Special Section PTC-Partner | Thematic Focus Industrie 4.0 | Exhibitions and Events |
|---|---|---|---|---|---|
| Release date: **08.04.2019**<br><br>Advertising and Material Deadline: **18.03.2019**<br><br>Editorial Deadline: **21.02.2019** | **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)*<br><br>**Production Management** *(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)*<br><br>**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)*<br><br>**Automation and Robotics** *(e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging)*<br><br>**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)*<br><br>**Industrie 4.0** *(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)* | **Software for Suppliers** *Industry Applications for Automotive Industry*<br><br>**Secure Internet of Things** *Secure Infrastructure for Worldwide Data Traffic*<br><br>**Connectivity and M2M** *Develop and maintain Interfaces to Customers and Suppliers*<br><br>**Business Models and Re-engineering** *Strategies for sustainable Supplier Companies*<br><br>**Automation and Robotics for Mid-sized Sector** *Practical Automation for smaller Businesses* | **Developing with Creo, Windchill und Co.** *Construction and Cooperation*<br><br>**Internet of Things** *IoT Applications for Plant and Product*<br><br>**Product Lifecycle Management** *PTC Solutions in an Integrated Network*<br><br>**Augmented Reality** *Benefits from Sales to Service* | - Market Tends<br>- Suppliers and Products<br>- Practical Applications<br>- Best Practices<br>- Knowledge Transfer<br>- Research<br>- Politics and Society | **Control** Stuttgart, 07.05. – 10.05.2019<br><br>**PCIM Europe** Nürnberg, 07.05. – 09.05.2019 |
| | | **Special Section Time and Access** | **Special Section Platform Economy** | **Special Section Computer Aided Quality** | **Exhibition Special Edition CONTROL 2019** |
| | | **Locks, Terminals, Recognition** *New Hardware and Solutions*<br><br>**From RFID to Biometrics** *The Appropriate Protection for Every Department*<br><br>**Staff Time Recording** *Efficient Control of operational Processes*<br><br>**Software-as-a-Service or On-Prem?** *System Selection Guide* | **Innovator Mechanical Engineering** *Creating or Connecting Platforms*<br><br>**Engineering in the Platform Age** *Approaches for networked Products and Factories*<br><br>**Knowledge Transfer IT Industry** *Learning from Apple, Amazon and Co.*<br><br>**New Potential for Contract Manufacturers** *Order Acquisition on the Internet*<br><br>**Customer Relationship Management** *Satisfied Customers in the Age of Valuation Economics* | **Integrated Quality Management** *Safe Processes for good Products*<br><br>**Stand Alone-System or integrated?** *Selecting and Setting Up CAQ Software and Infrastructure*<br><br>**New Software and Modules** *Software Trends in the CAQ Environment*<br><br>**Artificial Intelligence in Quality Assurance** *Controlling Processes with Advanced Technology* | - Worth Knowing for Producers<br>- Technology Trends<br>- Focus on Trade Fair Innovations |

| Issue May | Issue Topics | Special Issue SAP-Partner | Special Section Enterprise Content Management | Special Section Telecontrol and Remote Maintenance | **Exhibitions and Events** |
|---|---|---|---|---|---|
| Release Date: **10.05.2019** | **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)* | **What Leonardo is all About** *SAP Innovation Portfolio* | **Document Management** *Safe handling of internal Knowledge* | **Components, Software and Solutions** *New Products and Services* | **Moulding Expo** Stuttgart, 21.05. – 24.05.2019 |
| Advertising and Material Deadline: **18.04.2019** | | **SAP-based Industry Solutions** *Tailor-made Processes for Every Branch of Industry* | **From Data Lakes and Data Warehouses** *Basics for Big Data Applications* | **IT-Security** *Control and secure Remote Accesses* | **Aachener ERP-Tage** Aachen, 04.06. – 05.06.2019 |
| Editorial Deadline: **27.03.2019** | **Production Management** *(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)* | **SAP at the Factory** *MES and IoT from Walldorf* | **Technical Documentation** *Efficient Creation of Documentation in Batch Size One* | **Remote Maintenance and Plant Monitoring at the Web Portal** *Tapping new Potential through Networking* | **transport logistic** München, 04.06. – 07.06.2019 |
| | **Product Development** *(e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factoryplanning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)* | **Customer Relationship Management** *Maintaining Customer Relationships with SAP Software* | **Processes and Compliance** *Observing Rules with Defined Workflows* | **Maintenance and Service** *Preventing Plant Shutdowns from Distance* | **all about automation** Essen, 05.06. – 06.06.2019 |
| | **Automation and Robotics** *(e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging)* | **Software for Product Developers** *Integrating and Controlling Development Processes* | | **Augmented Reality and Data Glasses** *Skilled Worker simply connected in* | |
| | **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)* | **Special Section Variant Manufacturing** | **Thematic Focus Industrie 4.0** | **Special Section Mobile Soft- und Hardware** | |
| | **Industrie 4.0** *(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)* | **Customized Mass Production** *Industrie 4.0 Technology for efficient variant Production* | - Market Trends - Suppliers and Products - Practical Applications - Best Practices - Research - Politics and Society | **Hardware for Rough Environments** *From Wearables, Tablets up to Smartphones and Handhelds* | |
| | | **Engineering – modular and agile** *Designing Efficiently despite decreasing Batch Sizes* | | **Scada and HMI** *Plant Monitoring in the Pocket* | |
| | | **Mechanical and Plant Engineering** *Industry Solutions for Batch Size Specialists* | | **Seamless Processes** *The ERP system on the Move* | |
| | | **Product Configuration and Costing** *IT Tools for Field Service and Developers* | | **Mobile Intralogistics** *Systems and Concepts for Warehouse Logistics* | |
| | | | | **Decision Support for Managers** *Business Intelligence on Mobile Devices* | |

| Issue June | Issue Topics | Special Section Enterprise Resource Planning | Special Section Simulation | Special Section Large Industrial Displays | Exhibitions and Events |
|---|---|---|---|---|---|
| Release Date: **11.06.2019**<br><br>Advertising and Material Deadline: **21.05.2019**<br><br>Editorial Deadline: **26.04.2019** | **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)*<br><br>**Production Management** *(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)*<br><br>**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)*<br><br>**Automation and Robotics** *(e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)*<br><br>**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)*<br><br>**Industrie 4.0** *(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)* | **Industry Applications** *Specific Solutions for each Niche*<br><br>**Add-ons and System Enhancements** *Individual Development of Standard Software*<br><br>**Data Hub ERP System** *Benchmark for Machine and IoT Data*<br><br>**System Introductions & Change Management** *Large IT Projects completed with Low Friction*<br><br>**Artificial Intelligence in the Enterprise System** *Free Employees from Routine Tasks* | **Numerical Simulation** *Safe Design of high-tech Products*<br><br>**Infrastructure for Computing-intensive Tasks** *Acquire Simulation Software from the Cloud*<br><br>**Virtual Commissioning** *Simulate Production Lines, Robot Cells and Warehouse Processes*<br><br>**Simulated Planning Runs** *Simulation-supported Production Planning* | **Oversized Screens** *Widely visible Hardware*<br><br>**Large Display, Large Effect** *Information for Visitors and Customers largely published*<br><br>**Visualize Shop Floor Processes** *Relevant Data for Workers*<br><br>**The Smartboard in the Conference Room** *Visual Support for Decisions* | servparc Frankfurt, 25.06. – 26.06.2019<br><br>**Sensor+Test** Nürnberg, 25.06. – 27.06.2019<br><br>**Automation VDI** Baden-Baden, 02.07. - 03.07.2019 |
| | | **Special Section Internet of Things (IoT)** | **Special Section Big Data** | | |
| | | **Technology and Application** *Project Reports from the Manufacturing Industry*<br><br>**Integrating Machines and Data** *Optimizing Production with IoT*<br><br>**The Core of IoT Application** *Performance Features of current IoT Systems*<br><br>**Sensors, Chips and Communication** *Hardware for the Internet of Things*<br><br>**Developing Business Models** *Learning from Innovation Leaders* | **Integrating Systems and Data** *Approaches for networked Producers*<br><br>**Internet of Things** *Develop and roll out Data-driven Business Models*<br><br>**Infrastructure & Data Center** *Hardware for Data Lake*<br><br>**Data Scientists Wanted** *Finding or Developing Skilled Workers Yourself*<br><br>**Artificial Intelligence** *New Potential for Data Analysis* | | |

| Issue July/August | Issue Topics | Industry Special Machine and Mechanical Engineering | Special Issue Microsoft Partner | Special Section Industrie-PC and HMI | Exhibitions and Events |
|---|---|---|---|---|---|
| Release Date: **18.07.2019** <br><br> Advertising and Material Deadline: **27.06.2019** <br><br> Editorial Deadline: **31.05.2019** | **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)* <br><br> **Production Management** *(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)* <br><br> **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)* <br><br> **Automation and Robotics** *(e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly orkplaces,Filling and Packaging)* <br><br> **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)* <br><br> **Industrie 4.0** *(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)* | **IT as a Competitive Factor** *Creating Added Value with Digital Tools* <br><br> **Added Value with After Sales** *Solutions for Efficient Service* <br><br> **Internet of Things** *Linking Platforms and Machines* <br><br> **ERP System for Mechanical Engineering** *Modules, Functions, Systems for all Branches of Industry* <br><br> **Master Complex Engineering** *Software and Infrastructure for variant Management* <br><br><br> **Thematic Focus Industrie 4.0 - Market Trends** <br><br> - Suppliers and Products <br> - Practical Applications <br> - Best Practices <br> - Knowledge Transfer <br> - Research <br> - Politics and Society | **With Microsoft to Smart Factory** *Portfolio for Producers* <br><br> **The Cloud Ecosystem Azure** *IoT and more from the Cloud* <br><br> **ERP Systems and Industry Solutions** *MS Dynamics and its Derivatives* <br><br> **Process Integration** *Office, Power BI and ERP highly Integrated* <br><br> **Focus on Best Practice** *Internet of Things in Worldwide Use* <br><br><br> **Special Section Customer Relationship Management** <br><br> **No Distribution is Like the Other** *CRM-Software for the Industry* <br><br> **From Cross- and Up-Selling to Omnichanneling** *Sales methods in the Digital Age* <br><br> **Configurators and Calculators** *IT Support for selling complex Goods* <br><br> **Taking the Initiative** *Successful with Software-driven Campaigns* <br><br> **Maintaining Contact with the Machine** *How networked Products unleash Upselling Potential* | **Hardware, Software and Processes** *New Industrial Products and Services* <br><br> **Data Management on the Shop floor** *Workers involved at IPC and Co.* <br><br> **Complex Processes Simply Executed** *Focus on User Guidance* <br><br> **Each Machine a Business Card** *Designing Displays with Corporate Design* <br><br><br> **Special Section Switch Cabinet Construction** <br><br> **Digital Twins in Switchgear Construction** *Product Descriptions in the Industrie 4.0 Era* <br><br> **Configurators and Product Selection** *Trends in Engineering Software* <br><br> **Automation and Processes** *New Approaches to Process Automation* <br><br> **Accessories for Switch Cabinet Construction** *Small Digital Networked Helpers* | **all about automation** Leipzig, 11.09. – 12.09.2019 |

IT&Production
Zeitschrift für erfolgreiche Produktion

| Issue September | Issue Topics | Industry Special Automotive Industry | Special Section IT-Security | Special Section Robotics and Handling | **Exhibitions and Events** |
|---|---|---|---|---|---|
| Release Date:<br>**06.09.2019**<br><br>Advertising and Material Deadline:<br>**16.08.2019**<br><br>Editorial Deadline:<br>**10.07.2019** | **Manufacturing IT**<br>*(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)*<br><br>**Production Management**<br>*(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)*<br><br>**Product Development**<br>*(e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration,Compliance)*<br><br>**Automation and Robotics**<br>*(e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)*<br><br>**Hardware and Infrastructure**<br>*(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)*<br><br>**Industrie 4.0**<br>*(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)* | **Autonomous Driving and E-mobility**<br>*Engineering Challenges*<br><br>**In Time with the Supply Chain**<br>*Low Risk Management of complex Value Creation Networks*<br><br>**Special Software for Suppliers**<br>*From EDI Connection to Quality Management*<br><br>**Worldwide Cooperation Orchestrated**<br>*Uniform Software and Processes in every Subsidiary*<br><br>**Focus on Time-to-Market**<br>*Agile Project Management for a fast Production Start* | **Safety at Industrial Level**<br>*Special Applications for Producers*<br><br>**Safe Industrial Control Systems**<br>*Data Security at Scada Level*<br><br>**IT Security as Management Discipline**<br>*Processes, Training Courses and Systems Geared to Safety*<br><br>**Security-by-Design**<br>*The Solution for all Security Problems?*<br><br>**Standards, Compliance and Certificates**<br>*Proof Provided, Business Done* | **Products and Services**<br>*New Grippers, Telematics and Tools*<br><br>**Machine Tool and Robotics Combined**<br>*Automation on a New Level*<br><br>**Scara-, Six-axis Robots and Cobots**<br>*The Appropriate Telematics or Solution for every Task*<br><br>**Displaying the Robot Cell on the Computer**<br>*Engineering Software with Robotics Focus*<br><br>**Machine Vision**<br>*Trends of Industrial Image Recognition* | **MEORGA Südwest**<br>Ludwigshafen, 18.09.2019<br><br>**Motek**<br>Stuttgart, 07.10. – 10.10.2019<br><br>**it-sa**<br>Nürnberg, 08.10. – 10.10.2019 |
| | | **Special Section Machine Learning** | **Special Section Augmented and Virtual Reality** | **Special Supplement Internet of Things (IoT) Wissen Kompakt 2019/20** | **Exhibition Special Issue it-sa 2019** |
| | | **Applications**<br>*Industrial Application Reports*<br><br>**Setting up AI-enabled Infrastructure**<br>*Creating the Basis for Usage of Artificial Intelligence*<br><br>**Production Processes on the Test Bench**<br>*A quantum leap more Efficiency*<br><br>**AI for Customer Service**<br>*When Algorithms help with Work*<br><br>**Intelligent Sensors**<br>*Sensors as Active IoT Components* | **Hardware, Software, Complete Suites**<br>*Focus on new Solutions*<br><br>**Virtual Reality in Engineering**<br>*Cooperation Reorganized*<br><br>**Augmented Reality as Customer Benefit**<br>*Digital Added Value for Customer Loyalty*<br><br>**Trainings and Education**<br>*Training with Modern Technology*<br><br>**Data Helmet instead of Manual**<br>*VR/AR for Maintenance Staff* | - Introduction and Selection<br><br>- Tipps and Trends<br><br>- Suppliers and Solutions<br><br>IT&Production<br>**WISSEN KOMPAKT Internet of Things IoT**<br>IN KOOPERATION MIT: | - Worth Knowing for Producers<br><br>- Technology Trends<br><br>- Focus on Trade Fair Innovations<br><br>it-sa |

| Issue October | Issue Topics | Industry Special Filling and Packaging Industry | Special Section Additive Manufacturing | Special Section Product Lifecycle Management | Exhibitions and Events |
|---|---|---|---|---|---|
| Release Date: **07.10.2019** Advertising and Material Deadline: **16.09.2019** Editorial Deadline: **26.08.2019** | **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, Digital Twin)* | **Digital Automation and Mechanical Engineering** *Software and networking in the Packaging Industry* **Agile Engineering** *Interlinked Construction for faster Projects* **Software for the Field Service** *Mobile IT tools for sales support* **Robotics and Handling** *Components for high-tech Machines* **Internet of Things** *Networked Product Worlds* | **Tools from the Printer** *Change in Tool making with 3D printing* **Software for Generative Manufacturing** *Tools for Engineers* **3D Printing Outsourced** *External Service Provider meaningfully Integrated* **Powder, Machines and Solutions** *New Hardware and Materials* **Rapid Prototyping** *Fast Production of Models from Plastics* | **Product Lifecycle Management** *Strategy and Software around the Product Lifecycle* **Simulation** *From CAD-integrated tools to Simulation in high-performance Computing Centers* **Additive Manufacturing** *Orderly Production: Prototypes, small series and spare parts* **Customizing and Add-ons** *Connecting Processes with small Tools and Adjustments* **Platform for Cooperation** *Ecosystems for Collaboration, Contracts and Supply Chain* | **K- Fair for Plastics and Rubber** Düsseldorf, 16.10. – 23.10.2019 **MEORGA Südost** Landshut, 23.10.2019 **Coilex** Stuttgart, 05.11. – 08.11.2019 **FMB** Bad Salzuflen, 06.11. - 08.11.2019 |
| | | **Special Section Predictive Maintenance** | **Thematic Focus Industrie 4.0** | **Special Section Time and Access** | **Exhibitions Special Issue K-Messe 2019** |
| | | **System Implementation** *From process Identification to Operation* **Infrastructure, Networking and Edge Computing** *Integrate Machine & Sensor Data and create Data Hubs* **Analysis and KI** *The right Engine for Predictive Maintenance* **Big Data and Cloud Computing** *Efficiently manage large Amounts of Data* | - The latest Trends - Backgrounds - Technical Contributions - Supplier and Products | **Hardware and Solutions** *Market Novelties and Services* **Case Studies and Project Reports** *Users Report from Practice* **Secure Access for all Employees** *Customized Protection* **Safety in the Regulated Industry** *Access Control in high-security Areas* | - Worth Knowing for Producers - Technology Trends - Focus on Trade Fair Innovations |

| Issue November | Issue Topics | Special Section Manufacturing Execution Systems | Special Section Production+Fine Planning | Special Section Telecontrol and Remote Maintenance | Exhibitions and Events |
|---|---|---|---|---|---|
| Date of Publication: **08.11.2019**<br><br>Advertising and Material Deadline: **18.10.2019**<br><br>Editorial Deadline: **18.09.2019** | **Manufacturing IT**<br>*(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)*<br><br>**Production Management**<br>*(e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant Management, Industrial Apps)*<br><br>**Product Development**<br>*(e.g. PLM, PDM, CAD and CAE, Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)*<br><br>**Automation and Robotics**<br>*(e.g. Process Automation, Scada, Interconnected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)*<br><br>**Hardware and Infrastructure**<br>*(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)*<br><br>**Industrie 4.0**<br>*(e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Econom, Digital Twin)* | **Systems and Suppliers**<br>*From Standard Solution to Industry System*<br><br>**MES Infrastructures in Change**<br>*New Approaches for production-related Software*<br><br>**Operating and Machine Data Logging**<br>*Laying the Foundation for Networking*<br><br>**Applications and Best Practices**<br>*Case Studies from Industrial Practice*<br><br>**Quality Assurance and Industrie 4.0**<br>*New Technology for highest Product Quality* | **Avoid Production Shortages with Software**<br>*Advisor on Digital Planning Solutions and Approaches*<br><br>**Advanced Planning & Scheduling**<br>*High Granular Planning and Production*<br><br>**ERP-integrated Production Planning**<br>*Effective use of on-board Resources*<br><br>**Integrated Planning Scenarios**<br>*Logistics, Machines and Workers networked* | **Components, Systems and Solutions**<br>*New Products, Technology Trends and Practical tips*<br><br>**Remote Maintenance on the PC Screen**<br>*New Approaches for Monitoring, Plant control and Service*<br><br>**Point-to-point or Cloud Technology**<br>*Finding the right Communication Channel*<br><br>**IT Security at the Factory**<br>*Secure and manage Remote Accesses* | **Smart Production Solutions**<br>Nürnberg, 26.11. – 28.11.2019 |
| | | **Special Section Operation and Monitoring** | **Special Section Internet of Things (IoT)** | | **Exhibition Special Issue Smart Production Solutions** |
| | | **Complete Systems from a Single Source**<br>*Solution Providers and their Concepts*<br><br>**Data Collectors and Archiving**<br>*Infrastructures for the Scada Level*<br><br>**Visualization and Human Machine Interfaces**<br>*Making Machine Interaction as easy as possible*<br><br>**Mobile System Monitoring and Control**<br>*Components, Apps and Solutions for Mobile Scada*<br><br>**Scada Security**<br>*Solutions & Concepts for the secured Plant* | **Platforms and Ecosystems**<br>*Solutions, Approaches, Products*<br><br>**Guide for Platform Change**<br>*Avoid Pitfalls when changing Providers*<br><br>**IoT in a Worldwide Network**<br>*Worldwide Overview of networked Products*<br><br>**Edge Computing**<br>*IoT Infrastructure close to Machines* | | - Technology Trends<br>- Exhibition Novelties<br>- Backgrounds<br>- Interviews |

| Issue December/January | Issue Topics | Special Section Assistance Systems for Technicians | Special Section Industrial Identification | Special Section Supply Chain Management | Exhibitions and Events |
|---|---|---|---|---|---|
| Release Date: **13.12.2019** Advertising and Material Deadline: **22.11.2019** Editorial Deadline: **25.10.2019** | **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 und Robotik** *(e.g. Process Automation, Scada, Interconnected Manufacturing, 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, Digital Twin)* | **Visual Guided tour for Workers** *Technicians provide Support with Pick-by-light or Augmented Reality* **Human/Robot Collaboration** *From assembly Assistants and driver-less Transport Vehicles* **Ergonomic Assembly** *Sophisticated Shelves and Systems* **Training and Maintenance** *Quickly deploy Employees productively* **Planning Assembly on the PC** *Planning and simulating Workplaces using Software* | **RFID Systems and Services** *Designing and setting up Wireless Systems* **Real-Time Locating Systems** *Solutions and Applications for Real-time localization* **AutoID Technology for Tracking and Tracing** *Every Component constantly on the Screen* **Mobile Hardware for Warehouse and Production** *Industrial Readers, Tablets and Wearables* | **Expert Systems for Supply Chain Management** *Use and Set Up firm SCM Software* **SCM Modules and ERP System on-board Resources** *Leaner Supply Chains with Add-ons* **Sales & Operations Planning** *Interlocked from Planning to Delivery* **Risk Management** *Limit Risks in turbulent Times* | **Nortec** Hamburg, 21.01. - 24.01.2020 |

| | | Special Section Energiemanagement-Systeme | Thematic Focus Industrie 4.0 | Special Supplement ERP/CRM Wissen Kompakt 2020 | |
|---|---|---|---|---|---|
| | | **Saving Energy with Software** *Energy Management Systems & Integration* **Power-efficient Components** *Laying the Foundations for Energy Efficiency* **Peak load Management and Co.** *Reducing electricity Costs through Networking* **Simulating Power Consumption** *Create Forecasts, evaluate and take Measures* | - Market Trends - Suppliers and Products - Practical Applications - Best Practices - Knowledge transfer - Research - Politics and Society | **Focus on ERP- and CRM-Systems:** - Tipps and Trends - Suppliers and Products | |

IT&Production
Zeitschrift für erfolgreiche Produktion
**WISSEN KOMPAKT ERP/CRM**
IN KOOPERATION MIT:

**1 Advertising Formats and Prices:**

| Format | Width x Height | | Prices* | | | |
|---|---|---|---|---|---|---|
| | Print space | Bleed (add 3mm trim on each side) | b/w | 2c | 3c | 4c |
| Title pages | – | 210mm x 297mm | – | – | – | € 5.500,- |
| 1/1 page | 185mm x 270mm | 210mm x 297mm | € 4.370,- | € 4.610,- | € 4.850,- | € 5.090,- |
| 1/2 Junior (DIN A5) | 140mm x 190mm | 148mm x 210mm | € 2.460,- | € 2.580,- | € 2.700,- | € 2.820,- |
| 1/2 page vertical | 90mm x 270mm | 105mm x 297mm | € 2.340,- | € 2.460,- | € 2.580,- | € 2.700,- |
| 1/2 page horizontal | 185mm x 130mm | 210mm x 148mm | € 2.340,- | € 2.460,- | € 2.580,- | € 2.700,- |
| 1/3 page vertical | 60mm x 270mm | 70mm x 297mm | € 1.700,- | € 1.780,- | € 1.860,- | € 1.940,- |
| 1/3 page horizontal | 185mm x 90mm | 210mm x 100mm | € 1.700,- | € 1.780,- | € 1.860,- | € 1.940,- |
| 1/4 page | 90mm x 130mm | 105mm x 148mm | € 1.400,- | € 1.460,- | € 1.520,- | € 1.580,- |
| 1/4 page vertical | 45mm x 270mm | 52mm x 297mm | € 1.400,- | € 1.460,- | € 1.520,- | € 1.580,- |
| 1/4 page horizontal | 185mm x 65mm | 210mm x 74mm | € 1.400,- | € 1.460,- | € 1.520,- | € 1.580,- |
| 1/8 page | 90mm x 65mm | 105mm x 74mm | € 730,- | € 760,- | € 790,- | € 820,- |
| 1/8 page vertical | 45mm x 130mm | 52mm x 148mm | € 730,- | € 760,- | € 790,- | € 820,- |
| 1/8 page horizontal | 185mm x 30mm | 210mm x 39mm | € 730,- | € 760,- | € 790,- | € 820,- |

* All prices plus statutory 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 plus statutory VAT.

**3 Advertorials:**
(Company and product portrait)

| | | |
|---|---|---|
| 1/1 page | € 3.600,- | |
| 1/2 page | € 2.100,- | |

See also pages 16+18+20

Image-Advertorials:

| | |
|---|---|
| 1/1 page | € 4.100,- |
| 1/2 page | € 2.300,- |

See also page17

**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 Seiten 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' page 24

| | | |
|---|---|---|
| 80−135g/m² | 4 pages | € 5.580,- |
| | 8 pages | € 8.190,- |
| | 12 pages | € 11.475,- |
| 136−170g/m² | 10% surcharge on basic price | |
| from 170g/m² | 15% surcharge on basic price | |

**Loose Inserts:**     Delivered Quantity: 18.200 copies
Delivery: see 'Technical data' page 25

| | Full supplement | % Price |
|---|---|---|
| up to 25g | € 4.680,- | € 260,- ‰ |
| up to 50g | € 6.300,- | € 350,- ‰ |
| more than 50g | upon request | |

**Postcards /Samples:**
**Glued-in inserts:**     Delivery Quantity: 18.200 Copies
Delivery: see 'Technical Data' page 25

| | 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**
**Consulting**
**Booking:**

**Christoph Kirschenmann, Head of Advertisement**
Phone: +49 6421 3086-536

**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

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 plus statutory 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)
• 1/1 page approx. 3.000 characters

**2  Prices\*:**    1/1 page, 4c € 3.600,-
1/2 page, 4c € 2.100,-

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:**

\* Please notice the different prices for image 'Advertorials' (see also p. 17)
  All prices plus statutory 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 € 4.100,-
1/2 page, 4c € 2.300,-

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:**

* All prices plus statutory VAT.

**IT&Production**
Zeitschrift für erfolgreiche Produktion

**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 valueadded chain in software modules forms the basis for the success of the capital goods industry.

BRANCHENSPECIAL:
**MASCHINEN- UND ANLAGENBAU**
Ausgabe Februar 2017

**Publishing Date:** **08.02.2019 + 18.07.2019**

**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 seperate from each other. Manufacturing technology, which is already established in this industry, is often used successfully in other industries shortly afterwards.

BRANCHENSPECIAL:
**AUTOMOBILINDUSTRIE**
Ausgabe September 2017

**Publishing Date:** **08.04.2019 + 06.09.2019**

**Industy Special Filling and Packaging**
In the industry special filling and packaging, we report on software systems and process automation to shorten planning and production processes, ensure compliance and traceability, and support coordination across supply chains.

BRANCHENSPECIAL:
**VERPACKUNGS- UND ABFÜLLINDUSTRIE**
Ausgabe Juni 2016

**Publishing Date:** **07.10.2019**

**1  Prices:**

| Advertorials | Prices* |
|---|---|
| 1/1 page | € 3.600,- |
| 1/2 page | € 2.100,- |

| Advertisements (4c) | Prices* |
|---|---|
| 1/1 page | € 5.090,- |
| 1/2 page | € 2.700,- |
| 1/3 page | € 1.940,- |
| 1/4 page | € 1.580,- |

*All prices plus statutory VAT.

**2  Distribution:**
As print inserts in IT&Production
As an e-paper on www.it-production.com
(Period 6 months)

**3  Data Delivery:**

Please 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**

Everything relating to Manufacturing Execution Systems (MES):
- System selection and introduction
- Machine Interfaces
- Manufacturing Intelligence, Analytics and Key figures
- Industrie 4.0 and IIoT (Industrial Internet of Things)
- Features (BDE, CAQ, MDE, PPS etc.)
- Tracking and Tracing, Intralogistics and Logistics Integration
- Servicing and Predictive Maintenance
- Assembly organization und Process design
- Norms, Standards and Compliance
- Artificial Intelligence, Blockchain,
  Augmented Reality und Co.
- IT-Security

**Deadlines:** Editorial deadline: 15.01.2019 • Advertising deadline: 11.02.2019 • Publication: 12.03.2019

**WISSEN KOMPAKT ERP/CRM**

Everything relating to Enterprise Resource Planning-
and Customer Relationship Management Systems (ERP/CRM):
- System selection and implementation,
  Customizing and Add-ons
- Analyses und Key Figures, Predictive Analytics
- Industrie 4.0 and IoT
- Process Design and Automation
- Production Planning, APS, SCM
- AI, Blockchain, Augmented Reality and co.
- CRM-Integration and -Automation
- Multichannel and Omnichannel Marketing
- Lead Generation, Nurturing and Scoring
- Customer Journey and Touchpoints

**Deadlines:** Editorial deadline: 21.10.2019 • Advertising deadline: 15.11.2019 • Publication: 13.12.2019

**\*\*All advertisements need a 5mm trim on each side.**
 **\*All prices plus statutory VAT.**

**WISSEN KOMPAKT Internet of Things**

Everything relating to the own IoT/IIoT-Application:
- Strategic Development, Project Planning, Engineering
- Supplier, System, Provider and Infrastructure Selection
- Business Models
- Hardware: Sensors, Network, Edge, Rechenzentren etc.
- Protocols, Standards, Norms
- Data Lakes & Big Data Analytics
- Predictive Maintenance, Predictive Quality
- Artificial Intelligence, Blockchain, Augmented Reality and co.
- Production Optimisation und Process Control
- AutoID, Geofencing, Logistics
- IT-Security

**Deadlines:** Editorial deadline 15.07.2019 • Advertising deadline: 09.08.2019 • Publication: 06.09.2019

**1  Prices:**

| Advertising Formats | Prices* |
|---|---|
| 1/1 page advertisement** (175x246mm) | € 3.600,- |
| 1/1 page advertorial (165x215mm) | € 3.100,- |

**Delivery Quantity:** 15.000 copies

**2  Delivery:**
- As insert in the IT&Production
- As e-paper on www.it-production.com (period of 12 months)
- At fairs and events

**3  Data Delivery:**

**Special Issue: 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.

**Deadlines:** Editorial deadline: 27.03.2019 • Advetising deadline: 18.04.2019 • Publication: 10.05.2019

**Special Isse: PTC-Partner**

With the expansion of PTC's business model and acquisitions such as Thingworx, Kepware and Vuforia, completely new and complementary partner networks have emerged recently. Digitalisation is also noticeably changing roles and goals in partner networks. The American software manufacturer has therefore realigned its partner network in order to get the best out of the PTC portfolio for manufacturing companies from Creo to ThingWorx.

**Deadline:** Editorial deadline: 21.02.2019 • Advertising deadline: 18.03.2019 • Publication: 08.04.2019

**Special Issue: 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.

**Deadline:** Editorial deadline: 31.05.2019 • Advertising deadline: 27.06.2019 • Publication: 18.07.2019

**1  Delivery:**
 • As insert in the IT&Production
 • as e-paper on
   www.it-production.com (period of 12 months)

**3  Data Delivery:**

**2  Prices (Advertorials):**

| Format DINA4 | Price* |
|---|---|
| 1/1 page | € 3.600,- |
| 1/2 page | € 2.100,- |

 *All prices plus statutory VAT.

The disign of your Advertorial is included in the price.

Please 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

**1 Brief Description:**

The IT&Production Dossiers are regularly updated e-papers. The editorial management bundles the most informative technical contributions of the last 12 months on a current topic. In terms of advertising, you can place yourself in the dossiers at any time and determine the duration of your ad yourself.

**2 Delivery:**

• As E-Paper on www.it-production.com (period 12 months)
• Application in the IT&Production Newsletter
• Application in the trade journal IT&Production

**3 Prices:**

Period   3 months:1/1 advertisement: EUR 450,-
Period   6 months:1/1 advertisement: EUR 800,-
Period   9 months:1/1 advertisement: EUR 1.080,-
Laufzeit 12 Monate:1/1 Anzeige: EUR 1.200,-
*Alle Preise zzgl. der gesetzlichen Mwst.
**Your ad will be linked**



DOSSIER:
**ADDITIVE FERTIGUNG**

Ausgabe April 2018

**Dossier: Additive Manufacturing**
Topics in detail:
- Reverse Engineering: Old components quickly reprinted
- Generative series production: 3D printing on the line
- Providers and Outsourcing: External knowledge deeply integrated
- Rapid Prototyping: Potential far from beeing exhausted
- Hybrid Technology: Material application and removal
  in the same machine
- Customised mass production: Altitude flight through 3D printing?
- Printer, Powder and Software: Current technology and methods

**Deadlines:**  Advertising deadline: 08.03.2019 • Launch Date: 15.03.2019
**Period:** 12 months • **Format:** e-paper (PDF for download)



DOSSIER:
**IT-SICHERHEIT**

Ausgabe September 2018

**Dossier: IT-Security**
Topics in detail:
- Securing Industrial Control Systems: Concepts, Solutions and Integrations
- Processes: Keeping pace with the law: New Legislations and
  Compliance systematically implemented
- Intrusion Detection and Prevention-Systems: Complicate, detect
  (and defuse) cyber attacks
- Build internal ramparts: Trainings, Protective mechanisms
  and exteral Providers
- IoT-Security: Safely designing new paths

**Deadlines:**  Advertising deadline: 13.02.2019 • Launch Date: 20.02.2019
**Period:** 12 months • **Format:** e-paper (PDF for download)



DOSSIER:
PRODUKT-
ENTWICKLUNG

**Dossier: Product Development**
Topics in detail:
- Product Lifecycle Management (PLM)
- CAD + CAE
- Simulation
- Systems Engineering
- Enterprise Content Management (ECM)
- Additive Manufacturing
- Virtual Reality
- Service and After Sales

**Deadlines:** Advertising deadline: 02.10.2019 • Launch Date: 09.10.2019
**Period:** 12 months • **Format:** e-paper (PDF for download)

**1  Sizes:**   DIN A4     210mm x 297mm (width x height)
Printspace:   185mm x 270mm (width x height)

**2  Printing Process:**   Offset: Printing is done with colours of the Euro colour scale for offset printing according to DIN16 539, back stitching

**3  Delivery:**   Post address: TeDo Verlag GmbH, Ad scheduling,
P.O Box 2140, 35009 Marburg
Delivery service: TeDo Verlag GmbH, Ad scheduling,
Zu den Sandbeeten 2, 35043 Marburg

**4  Advertisement Details:**   High-Res-PDF, EPS (fonts are either converted to paths or embedded) TIF (resolution: 300dpi)

**5  Data Carrier:**   CD-ROM

**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!

**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.

**8  Image Formats:**   TIF, JPEG, EPS (with embedded font)

**9  Output Profile:**   ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)

**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.

**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 redigitalized. The resulting additional costs will be invoiced separately.

**12  Contact:**   Monika Zimmer, Marketing Assistant
Phone: +49 6421 3086-531
E-Mail: mzimmer@it-production.com

**1/1 page**
185mm x 270mm

**1/2 page A5 (Junior)**
140mm x 190mm
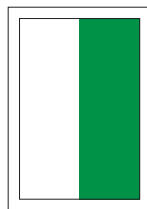
**1/2 page vertical**
90mm x 270mm
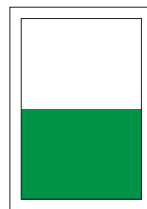
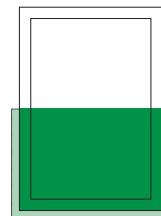**1/2 page horizontal**
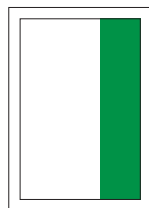185mm x 130mm
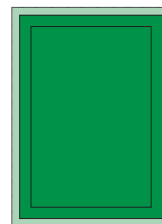
**1/1 page**
210mm x 297mm
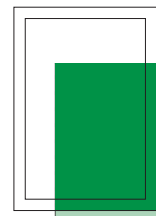
**1/2 page A5 (Junior)**
148mm x 210mm
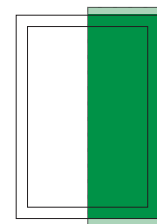
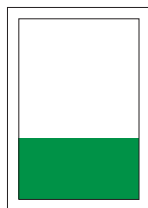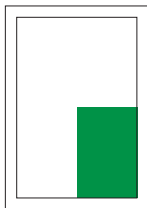**1/2 page vertical**
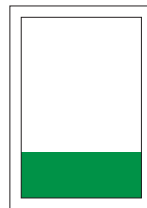105mm x 297mm

**1/2 page horizontal**
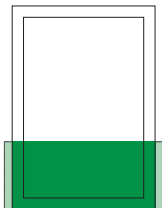210mm x 148mm

**1/3 page vertical**
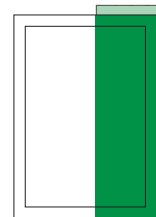60mm x 270mm

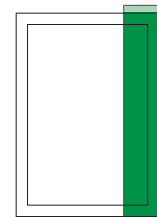**1/3 page horizontal**
185mm x 90mm

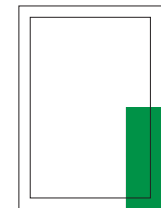**1/4 page**
90mm x 130mm

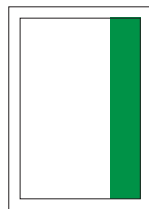**1/4 page horizontal**
185mm x 65mm

**1/3 page horizontal**
210mm x 100mm

**1/3 page vertical**
70mm x 297mm

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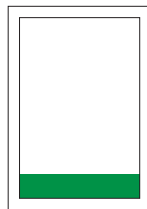**1/4 page horizontal**
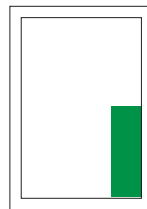210mm x 74mm
**1/4 page**
105mm x 148mm

**1/8 page vertical**
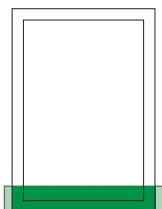52mm x 148mm

**1/4 page vertical**
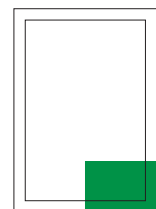45mm x 270mm
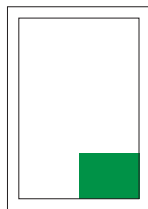
**1/8 page**
90mm x 65mm

**1/8 page horizontal**
185mm x 30mm

**1/8 page vertical**
45mm x 130mm

**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!**
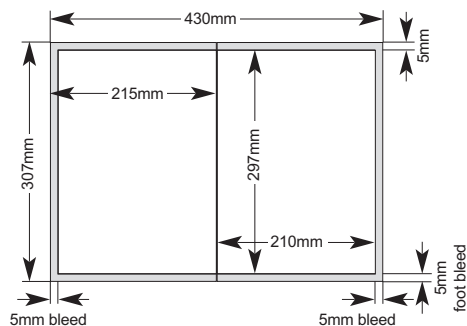**Beschnittzugabe von 3mm ringsum!**

**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.
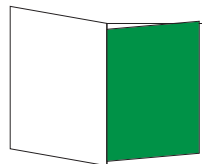
**Minimal Size:** 147mm x 210mm
**Maximum Size:** 210mm x 297mm
**Minimal Weight:** for products with 4 pages 115g/m²

**4-paged Bound Insert**



430mm
215mm
307mm
297mm
210mm
5mm
5mm foot bleed
5mm bleed
5mm bleed

**4-paged Bound Insert with Cover**



215mm
205mm
5mm bleed
307mm
297mm
210mm
Falz
5mm
5mm bleed
min. 115mm
max. 200mm
5mm food bleed
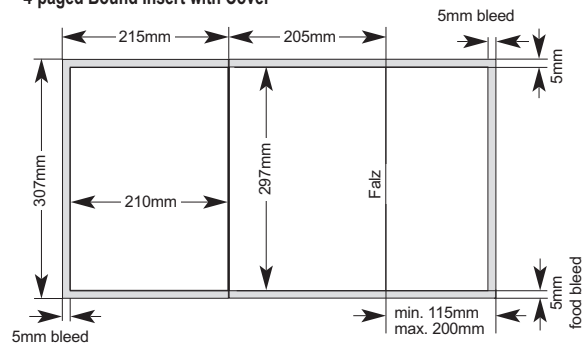
**1 Loose Inserts:**

Before the order is accepted and confirmed, we require a copy of a bindingsample 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 |

**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.

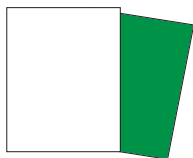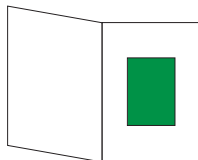Affixed postcards, samples on bound-in inserts or full-paged advertisements are additionally charged as fixed inserts. Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight.

| | |
|---|---|
| **Minimal Format:** | 105mm x 147mm |
| **Maximal Format:** | 148mm x 190mm |
| **Minimal Weight:** | 160g/m² |

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.

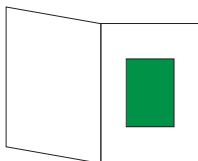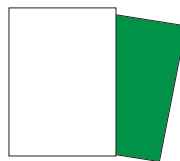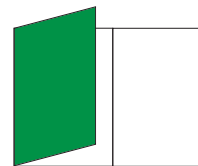| | |
|---|---|
| Delivery Quantity: | 18.200 copies |
| Delivery Address: | Die Lieferanschrift für Beilagen, Einhefter und Beikleber wird mit der Auftragsbestätigung mitgeteilt. |
| Delivery Deadline: | The printing deadline is the same as the material deadline of the issue (see schedule and editorial calendar beginning on page 4). |

**3 Contact:** **Christoph Kirschenmann, Head of Marketing**
Phone: +49 6421 3086-536
E-Mail: ckirschenmann@it-production.com

## 1 Special Advertising Forms:
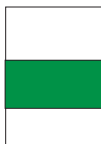
| Banderole | Affixed postcard | Insert | Gatefolder | Flap |
|---|---|---|---|---|

### 2 Reprint:

Reprinting technical papers, interviews and product information is a flexibleand 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.

### 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.

| Lizenz zum Selbstdruck | |
|---|---|
| Circulation | up to 1.000 copies |
| Price* | € 300,- |

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.

### 3 Price List:

| 2 pages, 4-coloured, 135g/m² | | | | |
|---|---|---|---|---|
| **Circulat.** | 500 | 1.000 | 2.000 | 5.000 | 10.000 |
| **Price*** | € 725,- | € 770,- | € 865,- | € 1.180,- | € 1.395,- |
| **4 pages, 4-coloured, 135g/m²** | | | | |
| **Circulat.** | 500 | 1.000 | 2.000 | 5.000 | 10.000 |
| **Price*** | € 810,- | € 850,- | € 975,- | € 1.385,- | € 2.010,- |

*All prices plus statutory VAT.

**1 Circulation control:** [IVW]

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

**3a Economic Area:**

| | | | |
|---|---|---|---|
| **Printed copies:** | 18.000 | | |
| **Actual distributed circulation (ADC):** | 17.674 | thereof abroad | 551 |
| • Sold copies | 4.839 | – | – |
| • Subscribed copies | 4.834 | thereof abroad | 195 |
| • Thereof memberships | 4.560 | thereof abroad | 104 |
| • Other sales | – | – | – |
| • Retail sales | 5 | thereof abroad | – |
| • Returned copies | – | – | – |
| **Free copies:** | 12.835 | thereof abroad | 356 |
| **Remaining, archive and proof copies:** | 326 | | |

[IVW]

**Statistic of Actual Circulation:**

| | Copies | % |
|---|---|---|
| Germany | 17.123 | 96,86% |
| International | 551 | 3,12% |
| **Actual distributed circulation** | 17.674 | 100% |

**3b National Distribution by Postal Code:**

| | | |
|---|---|---|
| Postal zone 0 | 558 | 3,26% |
| Postal zone 1 | 784 | 4,58% |
| Postal zone 2 | 1.360 | 7,94% |
| Postal zone 3 | 1.788 | 10,44% |
| Postal zone 4 | 2.152 | 12,57% |
| Postal zone 5 | 2.120 | 12,38% |
| Postal zone 6 | 1.936 | 11,31% |
| Postal zone 7 | 2.862 | 16,72% |
| Postal zone 8 | 2.259 | 13,19% |
| Postal zone 9 | 1.305 | 7,62% |
| Inland | 17.123 | 100% |

## Target Markets

| | |
|---|---|
| Machinery and Plant Engineering | 27,03% |
| Chemical, Pharmaceutical and Food Industry | 15,84% |
| Automotive and Supply Industry | 20,27% |
| Plastics Industry | 15% |
| Electronic Industry | 10,13% |
| Wood, Textile and Paper Industry | 9,55% |
| IT System Integrators, IT Consulting | 2,18% |
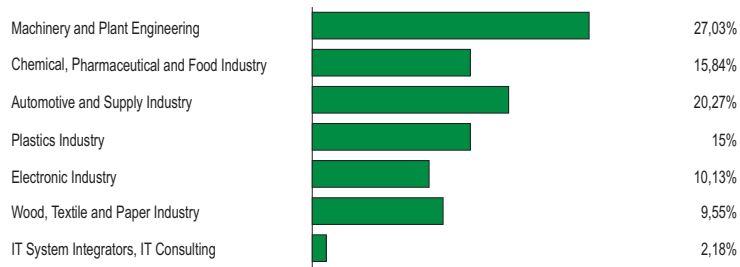
## Target Groups

| | |
|---|---|
| Production Management* | 43,29% |
| Company Management** | 35,82% |
| IT Management*** | 20,89% |

*\* Production managers, warehouse and logistic managers, Head of quality control and maintenance*
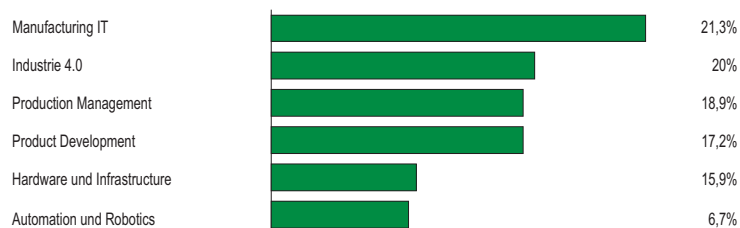
*\*\* Company management, plant management, brand management, executive board, commercial management, marketing/sales, purchasing, controlling*

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

## Company Sizes

| | |
|---|---|
| 500 and more employees | 36,76% |
| 100–499 employees | 42,59% |
| 50–99 employees | 18,28% |
| 1–49 employees | 2,37% |

## Content Analysis of the Editorial Part

| | |
|---|---|
| Manufacturing IT | 21,3% |
| Industrie 4.0 | 20% |
| Production Management | 18,9% |
| Product Development | 17,2% |
| Hardware und Infrastructure | 15,9% |
| Automation und Robotics | 6,7% |

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 2018 IT&Production Online had over 95.202 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.

**1 Usage Data:** 127.524 page impressions and 95.202 visits (1st half of 2018)

**2 Brief Description:** Banner advertising is a tried, 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, Construction

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

**5 File Format:** GIF, PNG, or JPEG with a maximum size of 4MB
HTML5, iFrame
No evaluations for flash banners or via i-frames integrated banners possible.

**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 | € 700,- |
| 3. Content AD (Medium Rectangle) | 300 x 250 Pixel max. 100KB | € 2.600,- |
| 4. Super-Banner (Leaderboard) in Rotation | 728 x 90 Pixel max. 100KB | € 2.600,- |
| 5. Skyscraper-Banner | 160 x 600 Pixel max. 100KB | € 2.600,- |
| 6. Hockeystick-Banner | 728 x 90 + 160 x 600 Pixel je max. 100KB | € 3.600,- |
| 7. Half Page Ad | 300 x 600 Pixel | € 4.400,- |

*All prices plus statutory VAT.
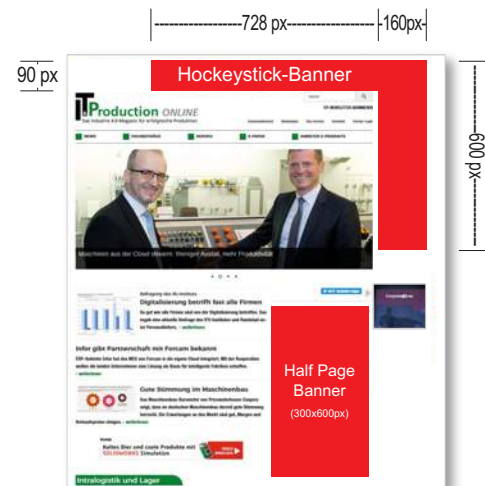
**1 Usage Data:**          127.524 page impressions and 95.202 visits (1st half of 2018)

**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, Construction

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

**5 File Format:**         MPG-, AVI-, FLV-Format format or your YouTube-Video

**6 Prices:**

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

*All prices plus statutory 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
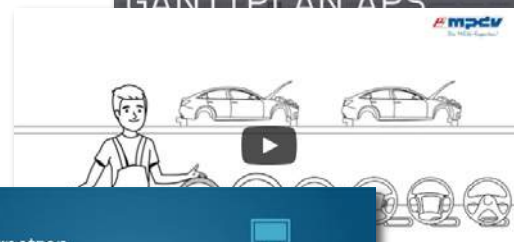
**1 Usage Data:** 127.524 page impressions and 95.202 visits (1st half of 2018)

**2 Brief Description:** In our whitepapers section you can place your users' descriptions, case studies or market research results and inform decision-makers from co pany 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, Construction

**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 plus statutory 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

**1 Usage Data:** 127.524 page impressions and 95.202 visits (1st half of 2018)

**2 Brief Description:** Our Digitorials 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. Digitorials 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, construction

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

**5 Data Delivery:** GIF, PNG, JPEG, HTML5

**6 Prices:**

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

*All prices plus statutory VAT.

**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
• 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 Digitorial which is included in the

**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, Construction

**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  Prices:**    (per event)

| Duration | Prices* |
|----------|---------|
| 3 months | € 200,- |

*All prices plus statutory VAT.

**1 Performance:** Placement of your contribution in a Sponsored Post-Box (promotional marked contribution) , format 620x160 pixel, in rotation. The Sponsored Post Box contains a picture, a headline and an abstract (max. 300 characters of text). The 'Read more' button leads the reader to your contribution (max. 4,000 characters + images). The graphic design of the Sponsored Post Box and the technical contribution is carried out by our graphics department.

The Sponsored Post-Box appears in the IT&Production online magazine in a category of your choice (available are the categories Production-related IT, Product Development, Hardware and Infrastructure, Industrie 4.0, Production Management and Automation as well as Robotics).

Within this category the Sponsored Post appears in rotation:
- on the home page (www.it-production.com)
- to position 3 of the selected heading.
- in all technical contributions of the selected category.

**2 Additional placement:** -in the category professional articles on position 3 (www.it-production.com/fachartikel/)
- in the IT&Production e-mail newsletter in an issue of your choice.

**3 Minimum Term:** One month

**4 Price per month:** EUR 2.900,00, plus VAT.

**5 Content and Formats:** The Sponsored Post format includes:

- Heading (max. 30 characters)
- Teaser text (max. 300 characters)
- Main body (approx. 4.000 characters)
  - Teaser Image (JPEG or PNG in RGB colour space at 72 dpi)
- Images for main body
  (JPEG or PNG in RGB colour space at 72 dpi)
- Ziel-URL für externe Verlinkung
  (JPEG or PNG in RGB colour space at 72 dpi)
- Company logo

**6 Sections:** **Manufacturing IT:** for example MES, BDE, CAQ, Maintenance, M2M, Tracking & Tracing and Warehouse management.

**Product Development:** for example PLM, ECM, DMS, CAD, CAE, CAM, additive manufacturing, Compliance, Technical documentation.

**Hardware and Infrastructure:** for example Industry-PC, network, HMI, Wireless, IT-Security, AutoID, VR and AR, Handhelds.

**Industrie 4.0:** for example IoT, Big Data, Artificial intelligence, Business models, Consortia, Platform economy.

**Produktion management:** for example ERP, PPS, APS, CRM, SCM,BPM, Lean Production, Industrial Apps.
**Automation and Robotics:** for example Automation, Scada, Robotics, Cobots, Handling Technology, Automated assembly.



Sponsored Post-Box

Sponsored Post-Box

Ansicht
Sponsored Post

Please send us your data via e-mail to: online@it-production.com
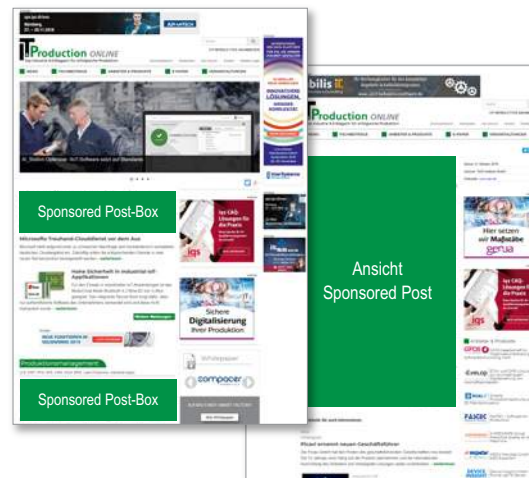
**1 Brief Description:**

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
  (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

- Publication of your whitepapers (max. 3 entries)

- Video section
  Inclusion of a company video in the corresponding topic section

- Job market section (max. 5 entries)
  incl. individual format and company logo

**3 Target Groups:**

Company management, production managemet, IT management, Construction

**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*:**

| Durations | Prices |
|-----------|--------|
| 6 months | € 2.500,- |
| 12 months | € 3.800,- |

*All prices plus statutory VAT.

IT&Production NEWSLETTER
Das E-Mail-Magazin für erfolgreiche Produktion

**1 Name:** IT&Production E-Mail Newsletter

**2 Brief Description:** Our editorial team will put together interesting facts, trends, news and current events in the sector of industrial IT solutions for the subscribers of our EMail newsletter. So you can find topics discussed in manufacturing companies directly on your desktop.

**3 Target Group:** Company management, production management, IT management, Construction

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

**6 Contacts:**
Editorial Department — Patrick C. Prather, Marco Steber
Advertisements — Christoph Kirschenmann
Monika Zimmer
**Media Consulting** — Moritz Ernst

**4 Release Dates 2019:**

| January | February | March | April | May | June |
|---|---|---|---|---|---|
| 01 | 16.01.2019 | 04 | 06.02.2019 | 08 | 06.03.2019 | 12 | 03.04.2019 | 17 | 08.05.2019 | 21 | 05.06.2019 |
| 02 | 23.01.2019 | 05 | 13.02.2019 | 09 | 13.03.2019 | 13 | 10.04.2019 | 18 | 15.05.2019 | 22 | 12.06.2019 |
| 03 | 30.01.2019 | 06 | 20.02.2019 | 10 | 20.03.2019 | 14 | 17.04.2019 | 19 | 22.05.2019 | 23 | 19.06.2019 |
| | 07 | 27.02.2019 | 11 | 27.03.2019 | 15 | 24.04.2019 | 20 | 29.05.2019 | 24 | 26.06.2019 |
| | | | 16 | 30.04.2019 | | |

| July | August | September | October | November | December |
|---|---|---|---|---|---|
| 25 | 03.07.2019 | 30 | 07.08.2019 | 34 | 04.09.2019 | 38 | 02.10.2019 | 43 | 06.11.2019 | 47 | 04.12.2019 |
| 26 | 10.07.2019 | 31 | 14.08.2019 | 35 | 11.09.2019 | 39 | 09.10.2019 | 44 | 13.11.2019 | 48 | 11.12.2019 |
| 27 | 17.07.2019 | 32 | 21.08.2019 | 36 | 18.09.2019 | 40 | 16.10.2019 | 45 | 20.11.2019 | 49 | 18.12.2019 |
| 28 | 24.07.2019 | 33 | 28.08.2019 | 37 | 25.09.2019 | 41 | 23.10.2019 | 46 | 27.11.2019 | |
| 29 | 31.07.2019 | | | 42 | 30.10.2019 | | |

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

**IT&Production E-Mail Newsletter**

**1  Advertising Formats and Prices:*:**

| Format | Format in Pixel | Price |
|---|---|---|
| Banner position 1 | 600 x 150 Pixel | € 550,- |
| Banner position 2 | 600 x 150 Pixel | € 500,- |
| from position 3 | 600 x 150 Pixel | € 400,- |
| Sponsoring Paket | • 2 Product news<br>  (500 up tp 1.000 characters)<br>• 1 Banner (600 x 150px)<br>• Company logo top right<br>• Naming your company with "sponsored by..." | € 2.250,- |

The new products are linked to the desired URL via www.it-production.com.

**2  Prices:***

| Circuits | Discount |
|---|---|
| 3 | 10% |
| 5 | 20% |

*All prices plus statutory VAT.

**3  File Format:**   Please send us only data in RGB color space and in a resolution of 72dpi. 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.

**4  Newsletter Format:**   HTML

**5  Datenanlieferung:**   Please send the following data via e-mail to: mzimmer@it-production.com:
• Advertisement
• Target-URL

**6  Lieferfrist:**   1 week prior to the release date.

**7  Nutzungsdaten:**   Circulation 3.222 subscribers (October 2018)
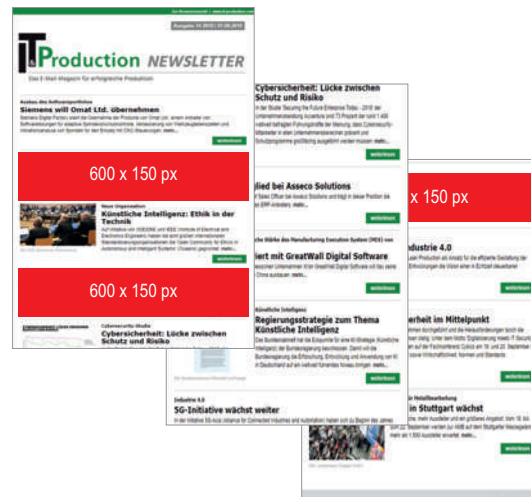
**1 Title:**      Industrial Security News

**2 Brief Description:**      Current digitalization trends in the industry call for tailor-made and reliable IT security measures. This point of view has reached all company levels since Industrie 4.0 and Co. at the latest. At the same time, the number of solutions available on the market, from firewalls to embedded systems, is growing rapidly. This does not make it easy for users to find the right solution and system providers also find it more difficult to be perceived with their messages.

With the new Security Newsletter, the trade media of the TeDo Verlag are dedicating themselves to this sensitive subject area together, for the first time. The editorial offices of IT&Production, SPS-MAGAZIN and INDUSTRIE 4.0-MAGAZIN provide objective and balanced information about new approaches, attack vectors and solutions 12 times a year in order to cost-effectively and effectively establish a suitable level of IT security.

**3 Topics of the newsletter:**      > New Safety Concepts
> Legal regulations
> News
> Deadlines
> Products and Solutions

Demonstrate your relevance to all security topics and use the Industrial Security News as an effective advertising platform.

**4 Frequency of Publication:**      Monthly / 12 issues 2019

**5 Format:**      Electronical (HTML)

**6 Target Group:**      Users and experts of security systems

**7 Usage Data:**      9.097 recipients (incl. link via IT&Production newsletter and the newsletter of the SPS-MAGAZIN)

**8 Volume:**      1st volume 2019

**9 Subscription Price:**      free of cost

**10 Publisher:** TeDo Verlag GmbH
Postal Address:
P.O Box 2140, 35009 Marburg
Delivery Address:
Zu den Sandbeeten 2, 35043 Marburg

**11 Editor:** Dipl.-Stat. B. Al-Scheikly

**12 Advertising Formats & Prices:** Top Banner, 240 x 140 px, 750,- €
Header Banner, 600 x 150 px, 695,- €
Premium Banner 600 x 150 px, 675,- €
Standard Banner 600 x 150 px, 655,- €
(plus 19% VAT)

**13 Data Format:** 72dpi as JPG in RGB color space, file size max. 250KB

Please send us only data in RGB color space and in a resolution of 72dpi.
If data is sent in the CMYK color space, there may be color deviations in
the production process.

**14 Data Delivery:** Please send us the following data via e-mail upon delivery to:
**anzeigen@tedo-verlag.de**
> Customer Name
> Contact person for queries
> Target-URL

**15 Delivery Deadline:** 7 days prior the release date of the newsletter

| | | |
|---|---|---|
| **01 \|** 24. January | **05 \|** 16. May | **09 \|** 5. September |
| **02 \|** 21. February | **06 \|** 27. June | **10 \|** 10. October |
| **03 \|** 21. March | **07 \|** 25. July | **11 \|** 7. November |
| **04 \|** 17. April | **08 \|** 15. August | **12 \|** 19. December |

Top Banner
Premium Banner
Header Banner
Standard Banner
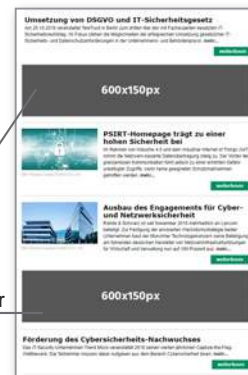
**14 Contacs:**

**Kai Binder, Chief Editor**
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E-Mail: kbinder@it-production.com

**Christoph Kirschenmann, Head of Marketing and Advertisement**
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E-Mail: ckirschenmann@it-production.com

**Patrick C.Prather, Managing Director**
Phone: +49 6421 3086-225
E-Mail: pprather@it-production.com

**Moritz Ernst, Media Consulting**
Phone: +49 6421 3086-537
E-Mail: mernst@it-production.com

**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-MAGAZIN.

**3  Frequency of Publication:**      Every 14 days

**4  Format:**                        Electronical (PDF), in DIN A4

**5  Size:**                          Approx. 16 up to 32 Seiten

**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**
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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 Descritption:**  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 al 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, 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. July 2017 – 30. June 2018
Visitors: 115.689, page views: 283.847

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

## i-need.de
### Best Price-Performance Ratio
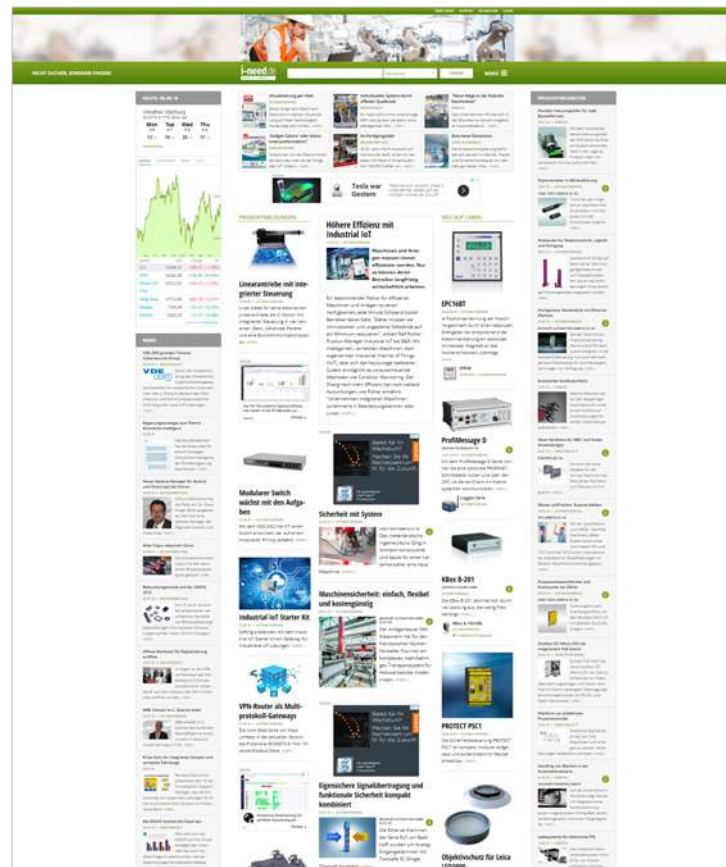
**Boost your campaign with the premium cross-media package from i-need.de**

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

| PREMIUM | PRO | Basic |
|---|---|---|
| **499,00 €** 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 €**

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

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

### Current Performance Table

Prices per month plus 19% VAT.

| | | Basic | PRO - Topseller - | PREMIUM |
|---|---|---|---|---|
| | | € 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. | | | |

Only € 299,00

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

**Product Promotion:** 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.

**Contact:**

**Sina Debus, Media Consulting**
Phone: +49 6421 3086-519
E-Mail: sdebus@tedo-verlag.de

**Christoph Kirschenmann, Head of Advertisement IT&Production**
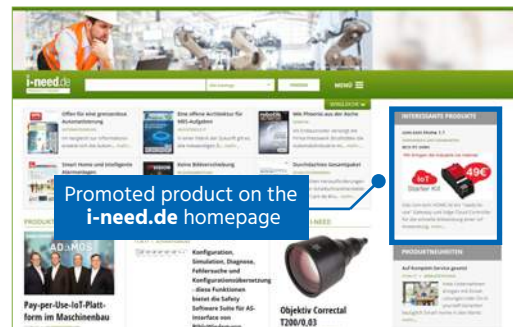Phone: +49 6421 3086-536
E-Mail: ckirschenmann@it-production.com

**Banner and Sponsored Post:**

| Banner | Size (Pixel) | Description | Price/Month |
|---|---|---|---|
| 1. Skyscraper | 160x600 Pixel | Portrait format placement conspicuously to the right of the content | € 4.980,- |
| 2. Skyscraper Small | 120x600 Pixel | Portrait placement directly to the right next to the content | € 4.250,- |
| 3. Fullsize | 468x60 Pixel | Integrated, prominent placement in the content of the website | € 1.950,- |
| 4. Superbanner | 728x90 Pixel | Centrally placed and with plenty of space for your content | € 2.250,- |
| 5. Content Small | 250x450 Pixel | Concise advertising space in the middle of the content | € 2.250,- |
| 6. Content Medium | 400x331 Pixel | Prominent placement in the editorial environment | € 2.500,- |
| 7. Sponsored Post | 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. | € 5.650,- |
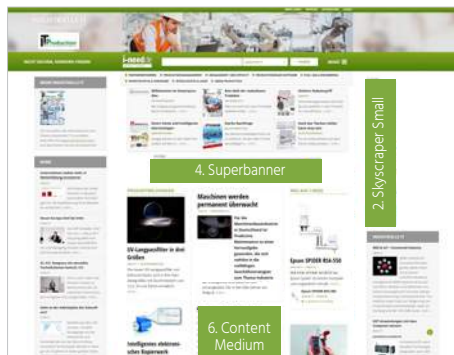
All prices plus 19% VAT.

| € 399,- | € 198,- | € 149,- |
|---|---|---|
| PRICE FOR BASIC-CUSTOMERS | PRICE FOR PRO-CUSTOMER | PRICE FOR PREMIUM-CUSTOMERS |
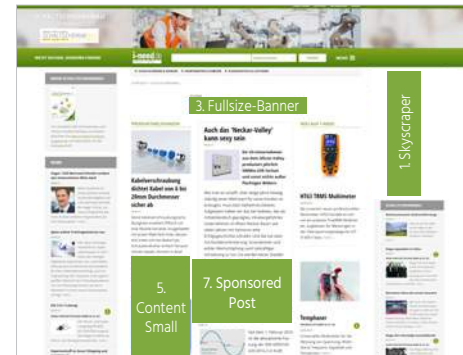
Promoted product on the **i-need.de** homepage

4. Superbanner

2. Skyscraper Small

6. Content Medium

3. Fullsize-Banner

1. Skyscraper

5. Content Small

7. Sponsored Post

## SCHALTSCHRANKBAU
**Cabinet and Switchgear Construction**

| Trade Journal | Newsletter | Website |
|---|---|---|
| 7 Issues | 24 Issues | 85 .000 Visits |
| 140.000 Contacts | 42.000 Contacts | |

**267.000 Contacts**

## INDUSTRIAL SAFETY NEWS

| Newsletter |
|---|
| 12 Issues |
| 73.000 Contacts |

## INDUSTRIAL COMMUNICATION JOURNAL
**Ethernet, Wireless, Security**

| Trade Journal |
|---|
| 4 Issues |
| 60.000 Contacts |

## INDUSTRIAL SECURITY NEWS

| Newsletter |
|---|
| 12 Issues |
| 111.000 Contacts |

## SPS-MAGAZIN
**Automation Technology**

| Trade Journal | 2 Newsletter | Website |
|---|---|---|
| 13 Issues | 99 Issues | 227.000 Visits |
| 325.000 Contacts | 523.000 Contacts | |

**1.075.000 Contacts**

### TeDo VERLAG
**Media Brands**
reach more than
# 3,2 Mio.
Contacts

**i-need.de**
PRODUCT FINDER

**Information Portal for the Industry**

## IT&Production
**Production, IT and Software**

| Trade Journal | Newsletter | Website |
|---|---|---|
| 10 Issues | 49 Issues | 177.000 Visits |
| 180.000 Contacts | 155.000 Contacts | |

**512.000 Contacts**

## GEBÄUDEDIGITAL
**Electrical Installation & Building Technology**

| Trade Journal | Newsletter | Website |
|---|---|---|
| 7 Issues | 24 Issues | 45.000 Visits |
| 140.000 Contacts | 86.000 Contacts | |

**271.000 Contacts**

## IoT-DESIGN
**Smart Systems for the Internet of Things**

| Trade Journal | Newsletter | Website |
|---|---|---|
| 6 Issues | 25 Issues | 40.000 Visits |
| 42.000 Contacts | 57.000 Contacts | |

**137.000 Contacts**

## inVISION
**Machine Vision & 3D Metrology**

| Trade Journal | Newsletter | Website |
|---|---|---|
| 6 Issues | 24 Issues | 65.000 Visits |
| 90.000 Contacts | 122.000 Contacts | |

**277.000 Contacts**

## ROBOTIK UND PRODUKTION
**Integration, Applications, Solutions**

| Trade Journal | Newsletter | Website |
|---|---|---|
| 5 Issues | 24 Issues | 55.000 Visits |
| 87.500 Contacts | 40.000 Contacts | |

**183.000 Contacts**

## INDUSTRIE 4.0-MAGAZIN
**Industrial Management News**

| Messezeitungen | Newsletter | Website |
|---|---|---|
| 2-3 Issues | 26 Issues | 21.000 Visits |
| 30.000 Contacts | 290.000 Contacts | |

**341.000 Contacts**

kte = Kumulierte Kontakte pro Jahr

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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