

# MEDIA KIT

# 2020

**IT&Production**  
Zeitschrift für erfolgreiche Produktion

Manufacturing IT

Production Management

Product Development

Hardware und Infrastructure

Industrie 4.0/ IoT

Automation and Robotics

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- 1 Title:** 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 20 years. Decision-makers, plant and operations managers as well as IT managers from all industries will find information on our channels for process optimisation, 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
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Issue 1 (January/February)	Issue Topics	Industry Special Machine and Plant Construction	Special Section Product Lifecycle Management	Special Section Industry-PC and HMI	Exhibitions and Events
<p>Release Date: <b>06.02.2020</b></p> <p>Advertising and Material Deadline: <b>21.01.2020</b></p> <p>Editorial Deadline: <b>13.12.2019</b></p> 	<p><b>Manufacturing IT</b> (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking &amp; Tracing, Operating Material Management)</p> <p><b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)</p> <p><b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPQ Systems Engineering, CAM, Factory-planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)</p> <p><b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging)</p> <p><b>Hardware and Infrastructure</b> (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)</p> <p><b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)</p>	<p><b>Enterprise Ressource Planning</b> <i>Modern Systems for Mechanical Engineering</i></p> <p><b>Webshops and Spare Parts Catalogues</b> <i>Digital Sales and After-sales Support</i></p> <p><b>Business Models and IoT</b> <i>IT Platforms for Machine Manufacturers</i></p> <p><b>Digital from BIM to Roofing Ceremony</b> <i>Solutions for Digitised Plant Construction</i></p> <p><b>Complex Products Efficiently Designed</b> <i>CAE- and PLM-Tools for Product Developers</i></p>	<p><b>Digital Twins and Co.</b> <i>Benefit from Virtual Images</i></p> <p><b>Easy Integration of PLM Tools</b> <i>Using the Advantages of Modern PLM Architectures</i></p> <p><b>Process Consulting and Software Support</b> <i>External Help for Construction</i></p> <p><b>Cloud PLM and Collaboration</b> <i>Orchestrate Teams and Projects Worldwide</i></p> <p><b>Construction – Production – Construction</b> <i>Exchange Data, Improve Products</i></p>	<p><b>Hardware and Equipment</b> <i>From Wearable to Terminal</i></p> <p><b>Visualisations from Small to Large</b> <i>Bringing Information to People</i></p> <p><b>IT Technology for Scada Tasks</b> <i>From Augmented Reality to Web-Technology</i></p> <p><b>From Hardware Distributor to Solution Provider</b> <i>Advantages of the All-in-one Approach</i></p> <p><b>Modular Solutions for Factory IT</b> <i>Cost-effective and Reliable due to Configurable Hardware</i></p>	<p><b>maintenance</b> Dortmund, 12.02. – 13.02.2020</p> <p><b>FMB Süd</b> Augsburg, 12.02. – 13.02.2020</p> <p><b>embedded world</b> Nuremberg, 25.02. – 27.02.2020</p> <p><b>all about automation</b> Friedrichshafen, 04.03. – 05.03.2020</p> <p><b>Logimat</b> Stuttgart, 10.03. – 12.03.2020</p> <p><b>METAV</b> Düsseldorf, 10.03. – 13.03.2020</p>
		<p><b>Collaborative Robotics</b></p> <p><b>Robots and Software</b> <i>New Cobot Solutions and Integration Tools</i></p> <p><b>Automatic Machines for the Middle Class</b> <i>Robotics Against Limited Resources</i></p> <p><b>Cobots in Intralogistics</b> <i>Top Trends in Warehouse Automation</i></p> <p><b>Overall Solutions with Cobots</b> <i>Flexible Solutions Out-of-box</i></p>	<p><b>Thematic Focus Industrie 4.0</b></p> <ul style="list-style-type: none"> <li>- Market Trends</li> <li>- Suppliers and Products</li> <li>- Practical Applications</li> <li>- Best Practices</li> <li>- Knowledge Transfer</li> <li>- Research</li> <li>- Politics and Society</li> </ul>	<p><b>Special Section Intralogistics + Exhibition Special Issue Logimat</b></p> <p><b>IT-supported Warehouse Management</b> <i>Solutions and Add-ons for Warehouse Management</i></p> <p><b>Connected Logistics up to the Assembly Line</b> <i>Technology and Concepts for Perfect Material Flow</i></p> <p><b>Turnkey projects for the warehouse</b> <i>Warehouse Automation Turnkey Ready</i></p> <p><b>Track&amp;Trace and Blockchain</b> <i>Creating IT-based Trust</i></p>	

Issue 2 (March)	Issue Topics	Special Section Internet of Things (IoT)	Special Section Artificial Intelligence	Special Section PTC-Partner	Exhibitions and Events
<p>Release Date: <b>09.03.2020</b></p> <p>Advertising and Material Deadline: <b>17.02.2020</b></p> <p>Editorial Deadline: <b>27.01.2020</b></p> 	<p><b>Manufacturing IT</b> (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking &amp; Tracing, Material Management)</p> <p><b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)</p> <p><b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPO, Systems Engineering, CAM, Factory-Planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)</p> <p><b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging)</p> <p><b>Hardware and Infrastructure</b> (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)</p> <p><b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)</p>	<p><b>Hardware, Platforms and Engines</b> <i>Components for IoT and IIoT</i></p> <p><b>Measuring and Improving OEE</b> <i>Collecting Key Figures and Learning from them</i></p> <p><b>Infrastructure Concepts</b> <i>Connectivity from Gateway to Machine Tool Included</i></p> <p><b>Join or Create a Platform</b> <i>Arguments for the Appropriate Platform Strategy</i></p> <p><b>Manufacturing Execution Systems</b> <i>Production-related Functions as Microservices</i></p>	<p><b>II for Robotics and Worker Assistance</b> <i>How Artificial Intelligence can Help Workers</i></p> <p><b>Intelligent ERP-Systems</b> <i>Smart Processes at Business Level</i></p> <p><b>Finding the Right Project Partner</b> <i>AI Integration Partner with Domain Knowledge</i></p> <p><b>Strong Weak Artificial Intelligence</b> <i>Bringing AI Technology Leaps into Industrial Practice</i></p>	<p><b>Design Software and PLM Integration</b> <i>PTC Engineering Tools and Useful Addons</i></p> <p><b>Customised IoT Solutions</b> <i>Improving Products and Production with Thingworx</i></p> <p><b>Augmented Reality</b> <i>Business Cases for Augmented Reality</i></p> <p><b>Simulation in the PTC World</b> <i>Integrate PTC and Third-party Software</i></p>	<p><b>TWENTY2X</b> Hanover, 17.03. – 19.03.2020</p> <p><b>Automatisierungstreff</b> Böblingen, 24.03. – 26.03.2020</p>
		<p><b>Special Section Robotics and Handling</b></p> <p><b>New Solutions and Systems</b> <i>From Scara, 6-axis Robots to Software Suites</i></p> <p><b>Efficient Integration of Robots</b> <i>Design, Implementation and Maintenance</i></p> <p><b>Transformable Robotics</b> <i>Automatic Machines Taken Out of the Enclosure</i></p> <p><b>Robotics in Medium-sized Businesses</b> <i>Automate with Limited Resources</i></p>	<p><b>Special Section Networking and Components</b></p> <p><b>Hardware and Complete Systems</b> <i>Router, Switches and Gateways</i></p> <p><b>Infrastructure for Plant IT</b> <i>Data Exchange from MES to IIoT</i></p> <p><b>Troubleshooting in the Field</b> <i>Prevent and Fix Network Errors</i></p> <p><b>Industrial Networks without Cables</b> <i>From WirelessHart to 5G</i></p>		<p><b>Exhibition Special Issue Automatisierungstreff</b></p> <ul style="list-style-type: none"> <li>- Solutions and Products</li> <li>- Worth Knowing for the Manufacturing Industry</li> <li>- Exhibition Innovations</li> </ul>



Issue 3 (April)	Issue Topics	Industry Special Automotive Industry	Thematic Focus Industrie 4.0	Thematic Focus 5G	Exhibitions and Events
<p>Release Date: <b>07.04.2020</b></p> <p>Advertising and Material Deadline: <b>17.03.2020</b></p> <p>Editorial Deadline: <b>20.02.2020</b></p> 	<p><b>Manufacturing IT</b> (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking &amp; Tracing, Material Management)</p> <p><b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)</p> <p><b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPO, Systems Engineering, CAM, Factory-Planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)</p> <p><b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging)</p> <p><b>Hardware and Infrastructure</b> (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)</p> <p><b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)</p>	<p><b>Industry Solutions Automotive</b> <i>From the ERP System to the EDI Platform</i></p> <p><b>Transparent through MES Software</b> <i>Connecting Worldwide Factory Networks</i></p> <p><b>Developing Sustainable Systems</b> <i>Designing Products for the Next Generation of Automobiles</i></p> <p><b>Software as a Service</b> <i>IT Competence and System Delivered</i></p> <p><b>Transforming Automotive Value Creation</b> <i>New Sales Concepts, Platforms and Products</i></p>	<ul style="list-style-type: none"> <li>- Market Trends</li> <li>- Suppliers and Products</li> <li>- Practical Applications</li> <li>- Best Practices</li> <li>- Knowledge Transfer</li> <li>- Research</li> <li>- Politics and Society</li> </ul>	<p><b>Internet of Things with 5G Technology</b> <i>Hardware and Concepts for the New Wireless Generation</i></p> <p><b>Wireless-supported Integration of Machines</b> <i>Hardware for Machine Connection</i></p> <p><b>Tracking and Tracing</b> <i>Every Object on the Screen</i></p> <p><b>Partner for the Campus Network</b> <i>When Producers operate Mobile Networks</i></p> <p><b>Business Cases and Use Cases</b> <i>Benefit from the Experience of Early Users</i></p>	<p><b>Hannover Messe</b> Hanover, 20.04. – 24.04.2020</p> <p><b>DMEA</b> Berlin, 21.04. – 23.04.2020</p> <p><b>AERO</b> Friedrichshafen, 23.04. – 26.04.2020</p> <p><b>PCIM Europe</b> Nuremberg, 05.05. – 07.05.2020</p> <p><b>Control</b> Stuttgart, 05.05. – 08.05.2020</p> <p><b>IT im Unternehmen</b> Leipzig, 14.05.2020</p>
		Special Section Time and Access	Special Section Computer Aided Quality	Special Supplement MES Wissen Kompakt 2020/2021	Exhibition Special Issue Control
		<p><b>Complete Systems and Solutions</b> <i>Control Access to Office, Plant and R&amp;D on Demand</i></p> <p><b>Access Control and Identity Management</b> <i>Integrate Physical and Logical Access Control</i></p> <p><b>Biometrics, Gestures and Co.</b> <i>High-tech Solutions for Special Applications</i></p> <p><b>Access Solutions with Additional Function</b> <i>PZE, Payment and Mobility on Board</i></p>	<p><b>No Compromises in Quality Assurance</b> <i>Best-of-breed Approach to Product Quality</i></p> <p><b>MES-integrated Quality Assurance</b> <i>Modules and Add-ons with CAQ Functions</i></p> <p><b>Predictive Quality</b> <i>Use Process and Operating Data with Foresight</i></p> <p><b>Measuring Equipment and Machines</b> <i>Integrating Tools and Data</i></p> <p><b>Creating a Framework for High-quality Products</b> <i>Quality Management Rolled out Vertically</i></p>	<p><b>Focus Manufacturing Execution Systems:</b></p> <ul style="list-style-type: none"> <li>- Tips and Trends</li> <li>- Suppliers and Solutions</li> </ul> 	<ul style="list-style-type: none"> <li>- Worth Knowing for Producers</li> <li>- Technology Trends</li> <li>- Focus on Exhibition Innovations</li> </ul> 

Issue 4 (May)	Issue Topics	Special Issue SAP-Partner	Special Section Enterprise Content Management	Special Section Variant Manufacturing	Exhibitions and Events
Release Date: <b>12.05.2020</b>  Advertising and Material Deadline: <b>21.04.2020</b>  Editorial Deadline: <b>26.03.2020</b>	<b>Manufacturing IT</b> (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)  <b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)  <b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPQ, Systems Engineering, CAM, Factoryplanning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)  <b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Bottling and Packaging)  <b>Hardware and Infrastructure</b> (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)  <b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)	<b>SAP-based Industry Solutions</b> <i>Domain Knowledge Poured into Software</i>  <b>From Analytics to Collaboration</b> <i>Develop Leonardo Solutions with SAP Partners</i>  <b>Cloud Services and In-Memory</b> <i>Reasons to go to the Cloud</i>  <b>SAP for the Factory Group</b> <i>SAP ME and MI as Data Hubs</i>  <b>Integrators and Service Providers</b> <i>Local SAP Partners Worldwide</i>	<b>Information Management for Producers</b> <i>ECM and DMS with Industry-specific Functionality</i>  <b>From Groupware and Co.</b> <i>Support Collaboration with Software</i>  <b>Top Trends in Data Management</b> <i>KI, Blockchain und Mobile ECM</i>  <b>Technical Documentation</b> <i>Data Management from Sale to Delivery</i>  <b>Robotic Process Automation</b> <i>Automate Routine Tasks</i>	<b>Manufacturing Control</b> <i>The Balancing Act between Standard Part and Unique Specimen</i>  <b>One System, Many Variations</b> <i>ERP Software for Variant Manufacturers</i>  <b>Configurators and Price Calculation</b> <i>Competitively Manufacture Complex Products</i>  <b>Software for Multi-variant Design</b> <i>Component Search, Reusability and Modular Development</i>  <b>Industrie 4.0 and Variant Production</b> <i>New Technology for Individualized Production</i>	all about automation Essen, 27.05. – 28.05.2020
		<b>Special Section Factory Planning and Commissioning</b>	<b>Special Section Low-Code Development</b>	<b>Special Section Blockchain</b>	<b>Thematic Focus Industrie 4.0</b>
		<b>Planning Factories on the Computer</b> <i>Current Solutions and Functional Trends</i>  <b>(3D-) Simulation and Virtual Commissioning</b> <i>Fast Production Start without Errors</i>  <b>Factory Planning for Executives</b> <i>Tools for Project Managers and Controllers</i>  <b>Factory Conversion and Space Optimisation</b> <i>Getting the Most out of the Inventory</i>  <b>Setting up Robotic Cells</b> <i>Automation Accelerated with IT Technology</i>	<b>Industrial Platforms and Solutions</b> <i>Suppliers, Systems and Concepts</i>  <b>Interface Low-Code/Code</b> <i>Bring together Process Experts and Programmers</i>  <b>From Insights to the Business Model</b> <i>Bringing Digital Services to the Market more Quickly</i>  <b>Configuring Internet of Things</b> <i>Low-Code and the Machine Connection</i>  <b>Without Programming to Industrial Software</b> <i>Potential and Limits of Current No-Code Technology</i>	<b>Integrating without Hype</b> <i>Detect Problems and Solve them with Blockchain Technology</i>  <b>Data for Eternity</b> <i>Storing Documents and Processes Unchangeably</i>  <b>New Ways in the Process Industry</b> <i>Building Trust in a Regulated Environment</i>  <b>Supply Chain and Blockchain</b> <i>Data Exchange within the Supply Chain</i>  <b>Blockchain and the Law</b> <i>Interpret and Follow Privacy Rules</i>	<ul style="list-style-type: none"> <li>- Market Trends</li> <li>- Suppliers and Products</li> <li>- Practical Applications</li> <li>- Best Practices</li> <li>- Knowledge Transfer</li> <li>- Research</li> <li>- Politics and Society</li> </ul>


Issue 5 (June)	Issue Topics	Special Section Enterprise Resource Planning	Special Section Simulation	Special Section Generative Manufacturing	Exhibitions and Events
<p>Release Date: <b>10.06.2020</b></p> <p>Advertising and Material Deadline: <b>20.05.2020</b></p> <p>Editorial Deadline: <b>29.04.2020</b></p> 	<p><b>Manufacturing IT</b> (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine Integration, Warehouse Management, Tracking &amp; Tracing, Operating Material Management)</p> <p><b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)</p> <p><b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPQ, Systems Engineering, CAM, Factoryplanning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)</p> <p><b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)</p> <p><b>Hardware and Infrastructure</b> (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)</p> <p><b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)</p>	<p><b>Panoramic View of the ERP Market</b> <i>New Approaches for the Mother of Business Systems</i></p> <p><b>ERP System with Expertise</b> <i>Special Applications for Every Industry</i></p> <p><b>User Friendliness of Current Systems</b> <i>Operator Guidance, Configurability and AI</i></p> <p><b>Add-ons for ERP Applications</b> <i>Retrofitting Functions from Chatbot to CRM System</i></p> <p><b>System Integration and Cloud Computing</b> <i>Consolidate Heterogeneous System Environments Worldwide</i></p>	<p><b>Simulation for Product Development</b> <i>Innovative Functions and Functionalities</i></p> <p><b>Digital Helpers for Engineers</b> <i>Special Tools for Electrical, Fluid, Acoustic Simulation and Co.</i></p> <p><b>Simulating Business Processes</b> <i>Improving Computer Processes</i></p> <p><b>Generative Design</b> <i>Next Stage Simulation</i></p> <p><b>Process Engineering</b> <i>Chemical Processes Safely Simulated</i></p>	<p><b>Printers, Powders, Software Suites</b> <i>New Solutions for the Industry</i></p> <p><b>Make-or-buy Decisions in a Well-founded Manner</b> <i>Purchase a Printer or Service</i></p> <p><b>Key Markets and their Solutions</b> <i>Products for Automotive, Healthcare and Aviation Industries</i></p> <p><b>Technology Duo for Innovations</b> <i>Combining 3D Printing and Machine Tools</i></p> <p><b>Focus: High-tech Product Powder</b> <i>What new Materials can do</i></p>	<p><b>Aachener ERP-Tage</b> Aachen, 17.06. – 18.06.2020</p> <p><b>servparc</b> Frankfurt, 17.06. – 18.06.2020</p> <p><b>Sensor+Test</b> Nuremberg, 23.06. – 25.06.2020</p> <p><b>Automation VDI</b> Baden-Baden, 30.06. - 01.07.2020</p>
		<p><b>Special Section Large Industrial Displays</b></p> <p><b>Visualisation Trends</b> <i>Hardware, Concepts and Software</i></p> <p><b>Clearly Visible from a Distance</b> <i>Large Displays for Drivers, Workers and Customers</i></p> <p><b>Andon 2021</b> <i>Efficient Communication of Production Data</i></p> <p><b>When Pictures say more than Words</b> <i>Large Screens for Reception and Conference Room</i></p>	<p><b>Special Section Robotic Process Automation</b></p> <p><b>Robots Control Processes</b> <i>Platforms, Solutions and Concepts</i></p> <p><b>Data Mining</b> <i>Recognize Processes, Automate Processes</i></p> <p><b>Foundation for First Walking Attempts</b> <i>What is needed to get started with RPA?</i></p> <p><b>Changing Qualifications</b> <i>Continuing Education and Training</i></p> <p><b>RPA and Artificial Intelligence</b> <i>Outlook for the Next Generation</i></p>	<p><b>Thematic Focus Industrie 4.0</b></p> <ul style="list-style-type: none"> <li>- Market Trends</li> <li>- Suppliers and Products</li> <li>- Practical Applications</li> <li>- Best Practices</li> <li>- Knowledge Transfer</li> <li>- Research</li> <li>- Politics and Society</li> </ul>	<p><b>Exhibition Special Issue Hannover Messe</b></p> <ul style="list-style-type: none"> <li>- Technology Trends</li> <li>- Exhibition Innovations</li> <li>- Backgrounds</li> <li>- Interviews</li> </ul> 

Issue 6 (July/August)	Issue Topics	Industry Special Machine and Mechanical Engineering	Special Issue Microsoft Partner	Special Section Industrie-PC and HMI	Exhibitions and Events
<p>Release Date: <b>16.07.2020</b></p> <p>Advertising and Material Deadline: <b>25.06.2020</b></p> <p>Editorial Deadline: <b>29.05.2020</b></p> 	<p><b>Manufacturing IT</b> (e.g. MES, CAQ, Maintenance, M2M, Operator's Guide, Assembly Processes and Workplaces, Production Data and Machine integration, Warehouse Management, Tracking &amp; Tracing, Operating Material Management)</p> <p><b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)</p> <p><b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPQ, Systems Engineering, CAM, Factoryplanning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)</p> <p><b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly workplaces, Filling and Packaging)</p> <p><b>Hardware and Infrastructure</b> (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)</p> <p><b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)</p>	<p><b>Software for Special Machine Construction</b> <i>From ERP Solutions to MES</i></p> <p><b>Maintaining and Nurturing Business Customers</b> <i>CRM Solutions with B2B Focus</i></p> <p><b>Virtual Reality in Mechanical Engineering</b> <i>New Services as a Competitive Advantage</i></p> <p><b>Big Data Management in Medium-sized Companies</b> <i>Infrastructure for Analytics and Data Management</i></p>	<p><b>Business Software from Redmont</b> <i>Functions, Add-ons, Implementation</i></p> <p><b>Focus on Customers</b> <i>CRM Software from the Cloud and On-premise</i></p> <p><b>Edge Computing and IoT</b> <i>Vertical Integration Solutions</i></p> <p><b>Mobile Hardware</b> <i>Surface and HoloLens in Industrial Use</i></p> <p><b>Collaboration</b> <i>Groupware from Field Service to Construction</i></p>	<p><b>Factory Hardware</b> <i>New Solutions for Harsh Environments</i></p> <p><b>Configuring Industrial Computers</b> <i>Customizing Custom-fit Systems</i></p> <p><b>Thin Clients and Their Servers</b> <i>Decentralised Visualisation, Centralised Computing Power</i></p> <p><b>Lean and informative GUIs</b> <i>Suites, Concepts, Technology</i></p>	<p><b>IFA</b> Berlin, 04.09. – 09.09.2020</p>
		<p>-----</p> <p><b>Thematic Focus Internet of Things</b></p>	<p><b>Special Section Digital Twin</b></p>	<p><b>Special Section Customer Relationship Management</b></p>	<p><b>Special Section Climate Friendly Production</b></p>
		<p><b>Machine Networking Retrofit</b> <i>Creating Interoperability with IoT Technology</i></p> <p><b>Monitoring and Analysis</b> <i>Transparency Across the Entire Plant Network</i></p> <p><b>Edge Computing</b> <i>Hardware between Machine and Cloud</i></p> <p><b>IT-driven Business Models</b> <i>Setting up new Products with Data</i></p> <p><b>Artificial Intelligence in IoT and IIoT</b> <i>Use Cases and Best Practices</i></p>	<p><b>How to get Started</b> <i>Fields of Application, Solutions, Concepts for the Digital Shadow</i></p> <p><b>Technology: Products and their Digital Image</b> <i>Link Engineering Data with Live Data</i></p> <p><b>Digitize Factories and Assets</b> <i>Lever for Process Improvements</i></p> <p><b>Data Feedback for Product Development</b> <i>How Digital Twins Change the Construction</i></p> <p><b>Everything-as-a-Service</b> <i>Machine and Plant Manufacturers as Service Providers</i></p>	<p><b>No more Duplicate Data Storage</b> <i>Selecting and Implementing CRM Systems</i></p> <p><b>Marketing Automation</b> <i>Free up Working Time for Promising Leads</i></p> <p><b>Configurators and Pricing</b> <i>Successfully Selling Complex Products</i></p> <p><b>Artificial Intelligence vs. Rules and Regulations</b> <i>What does AI do, What do Rule-based Systems do?</i></p> <p><b>Omni-Channel-Marketing</b> <i>Successful Use of all Channels</i></p>	<p><b>Energy Management Systems</b> <i>Measuring and Reducing Consumptions</i></p> <p><b>New Concepts for Quality Assurance</b> <i>Save Resources by Reducing Waste</i></p> <p><b>Retrofit for Machines and Plants</b> <i>Retrofit Connectivity and Functionality</i></p> <p><b>Augmented Reality for Service Technicians</b> <i>Video Glasses Instead of Travel Expenses</i></p> <p><b>Additive Manufacturing</b> <i>Print Locally instead of Flying in Worldwide</i></p>

Issue 7 (September)	Issue Topics	Industry Special Automotive Industry	Special Section Robotics and Handling	Special Section Artificial Intelligence	Exhibitions and Events
Release Date: <b>03.09.2020</b>  Advertising and Material Deadline: <b>13.08.2020</b>  Editorial Deadline: <b>06.07.2020</b>	<b>Manufacturing IT</b> (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)  <b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)  <b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPQ, Systems Engineering, CAM, Factoryplanning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)  <b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)  <b>Hardware and Infrastructure</b> (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)  <b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)	<b>ERP Software for Suppliers</b> <i>Industry Processes Out of the Box</i>  <b>Timely Development of Complex Systems</b> <i>Dynamics in Construction</i>  <b>Lean Processes for more Efficiency</b> <i>Better Margin through Digital Shop Floor Control</i>  <b>Robotics and AGV in Medium-sized Companies</b> <i>Flexible Automation with Limited Resources</i>  <b>Getting B2B Sales Going</b> <i>Service and Sales Tailored to Corporate Customers</i>	<b>New Models for Every Task</b> <i>Innovative Telematics, Grippers and Applications</i>  <b>New Reference Models for Robots</b> <i>Advantages of Leasing, Pay-per-use and Co.</i>  <b>Software as a Key</b> <i>IT Innovations for Easy Teaching</i>  <b>Faster Through the Ramp-up Phase</b> <i>Cell Planning and Virtual Commissioning</i>	<b>AI Instead of Crystal Ball</b> <i>Business Decision Support</i>  <b>Improve Production Intelligence</b> <i>Predictive Maintenance and Quality</i>  <b>Improve Customer Relations via AI</b> <i>Predictive Analytics and Chatbots in CRM</i>  <b>Field of Application Construction</b> <i>Artificial Intelligence for Product Developers</i>	<b>AMB</b> Stuttgart, 15.09. – 19.09.2020  <b>MEORGA Südwest</b> Ludwigshafen, 16.09.2020  <b>all about automation</b> Chemnitz, 23.09. – 24.09.2020  <b>Motek</b> Stuttgart, 05.10. – 08.10.2020  <b>it-sa</b> Nuremberg, 06.10. – 08.10.2020  <b>Fakuma</b> Friedrichshafen, 13.10. – 17.10.2020
		<b>Special Section Augmented and Virtual Reality</b>	<b>Special Section IT-Security</b>	<b>Special Supplement Internet of Things (IoT) Wissen Kompakt 2020/21</b>	<b>Exhibition Special Issue it-sa</b>
		<b>Hardware and Ecosystems</b> <i>Wearables and the Right Software</i>  <b>Service and Maintenance</b> <i>Using Expert Knowledge from Afar</i>  <b>Design and Engineering</b> <i>Worldwide Teams with the Same Perspective</i>  <b>Warehouse and Intralogistics</b> <i>Pecking with Data Glasses</i>  <b>Visit on the PC, Buy real</b> <i>Creating Virtual Reality Applications for the Sales Department</i>	<b>Security Concepts for Offices and Factories</b> <i>Solutions, Implementation and Operation</i>  <b>From Pen-Test to IT Forensics</b> <i>What does the IT-Security-Ambulanz do?</i>  <b>Security by Design</b> <i>How Developers Secure IoT Devices</i>  <b>IT-safety Management</b> <i>Align Employees and Processes with IT</i>	<ul style="list-style-type: none"><li>- Introduction and Selection</li><li>- Tips and Trends</li><li>- Suppliers and Solutions</li></ul>	<ul style="list-style-type: none"><li>- Worth Knowing for Producers</li><li>- Technology Trends</li><li>- Focus on Exhibition Innovations</li></ul> 
					
					<ul style="list-style-type: none"><li>- Market Trends</li><li>- Suppliers and Products</li><li>- Practical Applications</li><li>- Best Practices</li><li>- Research</li><li>- Politics and Society</li></ul>

Issue 8 (October)	Issue Topics	Industry Special Food & Beverage	Special Section Product Lifecycle Management	Special Section Predictive Maintenance	Exhibitions and Events
Release Date: <b>05.10.2020</b>  Advertising and Material Deadline: <b>14.09.2020</b>  Editorial Deadline: <b>19.08.2020</b>	<b>Manufacturing IT</b> (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)  <b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant-Management, Industrial Apps)  <b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPQ, Systems Engineering, CAM, Factoryplanning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration)  <b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)  <b>Hardware and Infrastructure</b> (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)  <b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)	<b>Business Systems for the Industry</b> From ERP Systems to Engineering Tools  <b>Customer Service and Social Media</b> Create Effect Close to the Consumer  <b>Advanced Analytics and AI</b> Know what Customers want Before they Know it  <b>Packaging and Filling</b> Automation and Serialisation  <b>Traceability and IoT</b> Data from Harvest to Consumer  <b>Software for the Process Industry</b> MES and Scada Solutions and Process Engineering	<b>Product Lifecycle Management</b> Software-supported Development Processes  <b>Internet of Things</b> Circuits from Data, Requirements and Design  <b>Digital Twins for the Middle Class</b> Concepts and Technologies  <b>Simulation</b> From CAD-integrated Tools to Services  <b>Systems Engineering</b> Guidelines for Interdisciplinary Product Development	<b>Standard Solution or Self Knitted</b> Platforms and Components for Predictive Maintenance  <b>Retrofit and Infrastructure</b> Making old Systems and Machines Speak for Themselves  <b>Sensors and Hardware</b> Faster to Application with Innovations  <b>New Level for Service Business</b> Design and Structure Business Models	<b>Fakuma</b> Friedrichshafen, 13.10. – 17.10.2020  <b>MEORGA Rhein-Ruhr</b> Bochum, 04.11.2020  <b>FMB</b> Bad Salzungen, 04.11. - 06.11.2020
					<b>Exhibition Special Issue</b> <b>Fakuma</b>
					<ul style="list-style-type: none"> <li>- Worth Knowing for Producers</li> <li>- New Technologies</li> <li>- Products and Trends</li> </ul>
		<b>Special Section</b> <b>Time and Access</b>	<b>Special Section</b> <b>Maintenance and Field Service</b>	<b>Special Section</b> <b>Configure Price Quote</b>	<b>Fakuma</b> 
		<b>Sluices, Terminals, Recognition</b> New Hardware, Components and Software Suite  <b>Sustainable Systems</b> Secure now, Upgrade later – Modular Solutions  <b>Access Solutions and Building Automation</b> Networking from the Door Threshold to the Cloud  <b>From RFID, NFC and Biometrics</b> Technology for Every Area	<b>IT-supported Resource Planning</b> Best Possible Technical Knowledge Planning  <b>Sensors on the Machine Park</b> Condition Monitoring and Predictive Maintenance  <b>Augmented Reality and Co.</b> Get Help from Afar  <b>Digital Twin</b> Data Basis for Plant Maintenance 4.0  <b>Knowledge Management</b> System-based Preservation of Expert Knowledge	<b>Complex Products Quickly Priced in</b> Pricing in Mechanical Engineering and Plant Construction  <b>CPQ also for Sales Partners</b> Roll out Internal Tools in the Ecosystem  <b>How to Get Started</b> Select, Integrate and Maintain CPQ Software  <b>AI for Price Determination</b> Benefit from Learning Algorithms in Practice  <b>Cloud Solutions</b> Obtaining CPQ from the Cloud	

Issue 9 (November)	Issue Topics	Special Section Manufacturing Execution Systems	Special Section Production+Fine Planning	Special Section Edge Computing	Exhibitions and Events
Release Date: <b>10.11.2020</b>  Advertising and Material Deadline: <b>20.10.2020</b>  Editorial Deadline: <b>23.09.2020</b>	<b>Manufacturing IT</b> (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)  <b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant Management, Industrial Apps)  <b>Product Development</b> (e.g. PLM, PDM, CAD and CAE, CPQ, Systems Engineering, CAM, Factory planning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)  <b>Automation and Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)  <b>Hardware and Infrastructure</b> (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)  <b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)	<b>Production Control with MES</b> Strategy, Selection and Roll-out  <b>MES in a Factory Network</b> Create Transparency Across Plants  <b>Solutions for Every Industry</b> Specific MES Software  <b>Changing Infrastructures</b> ME-systems as Micro Service or from the Cloud  <b>Narrow Solutions for Small Producers</b> Low-cost Entry into the Smart Factory	<b>Producing without Spreadsheets</b> Stand-alone Software and Integrated Modules for PPS and APS  <b>Everything in the Right Rhythm</b> Producing Synchronously  <b>Variant Production</b> Challenges for the Planning Systems  <b>Worldwide Alliances Interlocked</b> Coordinating Different Production sites with Each Other  <b>The Basis for Delivery Reliability</b> From Work Preparation to Supplier	<b>Hardware trends in Edge Computing</b> Smaller, Faster and More Connectivity  <b>Hardware Integration as a Service</b> IT Service Provider with Industry Know-how  <b>Benefit from Data Exchange</b> Applications, Best Practices and Use Cases  <b>Edge Devices for Extensive Grounds</b> Establish Wireless Connectivity  <b>Rules and Algorithms</b> Data Processing at the Edge of the Network	<b>SPS – Smart Production Solutions</b> Nürnberg, 24.11. – 26.11.2020
		<b>Special Section Internet of Things (IoT)</b>	<b>Special Section Platform Economy</b>	<b>Special Section Multi Cloud and Cloud Migration</b>	<b>Exhibition Special Issue SPS – Smart Production Solutions</b>
		<b>Technology Providers and Hardware Platforms</b> Hardware for IoT and IIoT Initiatives  <b>From Use Case to Best Practice</b> Recognize and Introduce Established Concepts  <b>Knowledge Management</b> Aligning Internal Knowledge to New Business  <b>Advanced Analytics</b> Transforming Data into Insights  <b>Intelligent Network Edge</b> Data Carrier Edge Device	<b>Platform User or Operator?</b> Criteria for Your Own Positioning  <b>Collect and Analyse Data</b> Basics for IIoT Initiatives  <b>Distribute Simple Goods on Marketplaces</b> From B2C Retail to C Parts Sales  <b>Protect Customer Interface</b> Initiate Sales of Complex Products via Platform  <b>Buy external Knowledge</b> Consultants and Technology Partners at Eye Level	<b>Internal Mapping of Multi-cloud Operation</b> System Selection and Process Integration  <b>Reconciling ERP-, CRM- und IIoT-Cloud</b> Solutions and Methods for Multi Cloud Management  <b>Middleware for Cloud Migration</b> Helper for Smooth Data Transfer  <b>From Lift and Shift until Full Rebuild</b> For every Software the Appropriate Migration  <b>Reading the Fine Print</b> From Licensing Models to Changing Cloud Providers	<ul style="list-style-type: none"> <li>- Technology Trends</li> <li>- Exhibition Innovations</li> <li>- Backgrounds</li> <li>- Interviews</li> </ul>

Issue 10 (December)	Issue Topic	Special Section Simulation	Special Section AutoID and Track&Trace	Special Section Material Flow and Supply Chain	Exhibitions and Events
Release Date: <b>14.12.2020</b>  Advertising and Material Deadline: <b>23.11.2020</b>  Editorial Deadline: <b>29.10.2020</b>	<b>Manufacturing IT</b> (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)  <b>Production Management</b> (e.g. ERP, Production Scheduling, CRM, BI, SCM, Service Management, BPM, Energy Management, Variant Management, Industrial Apps)  <b>Produktentwicklung</b> (e.g. PLM, PDM, CAD and CAE, CPQ, Systems Engineering, CAM, Factoryplanning, Additive Manufacturing, ECM/DMS, Simulation, Technical Documentation, Project Management and Collaboration, Compliance)  <b>Automation und Robotics</b> (e.g. Process Automation, Scada, Inter-connected Automation, Robotics, Handling, Automated Assembly Workplaces, Filling and Packaging)  <b>Hardware and Infrastructure</b> (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)  <b>Industrie 4.0</b> (e.g. Internet of Things, Big Data, Artificial Intelligence and Machine Learning, Business Models, Blockchain, Standards and Consortia, Platform-Economy, Digital Twin)	<b>Multiphysical Simulation</b> <i>Complete Solutions and Special Tools</i>  <b>Material Flow and Factory Planning</b> <i>Simulate Intralogistics and Assembly Processes</i>  <b>Virtual Commissioning</b> <i>First Simulate Plants, then Build them</i>  <b>Supply Chain Management</b> <i>Finding Risks and Weaknesses via Simulation</i>  <b>Set up Suitable Infrastructures</b> <i>From Self-Service to Simulation Service Provider</i>	<b>RFID, Barcode, 2D-Code, RTLS</b> <i>New Devices, Solutions and Best Practices</i>  <b>AutoID and IoT</b> <i>Two Technologies are Merging</i>  <b>Blockchain</b> <i>Trustworthy Exchange of Goods</i>  <b>Tracking and Tracing</b> <i>Wireless-supported Production Optimisation</i>  <b>Collecting and Using Data</b> <i>New Added Value with AutoID Technology</i>	<b>Supply Chain Management</b> <i>Expert Systems and Software Modules</i>  <b>Big Data Analytics</b> <i>The Best Path through the Supplier Network</i>  <b>IoT, 3D-Printing and Co.</b> <i>Integrating new Technologies into the Supply Chain</i>  <b>Seamless through the Hall Gate</b> <i>Logistics and Intralogistics Linked via IT</i>  <b>Manufacturing Execution Systems</b> <i>Warehouse and Production Networked</i>	<b>Thematic Focus Industrie 4.0</b> <ul style="list-style-type: none"> <li>- Market Trends</li> <li>- Suppliers and Products</li> <li>- Practical Applications</li> <li>- Best Practices</li> <li>- Knowledge Transfer</li> <li>- Research</li> <li>- Politics and Society</li> </ul>
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		<b>Special Section Assembly and Assistance Systems</b>  <b>Mounting in Batch Size 1 without an Error</b> <i>Individual Worker Guidance with IT</i>  <b>Production and Assembly Automation</b> <i>IT Hardware, Automation and Human-Robot Collaboration</i>  <b>Worker Guidance Deeply Integrated</b> <i>Networking Assembly Workstations with the Production IT System</i>  <b>Technology-supported Knowledge Transfer</b> <i>New Approaches to Schooling and Learning</i>  <b>Plan, Execute, Lock in Case of Emergency</b> <i>Design and Implement Secure Processes</i>	<b>Special Section Telecontrol-Remote Maintenance</b>  <b>Components, Solutions and Software</b> <i>Innovative Products and Integration Concepts</i>  <b>Remote Access Retrofitted</b> <i>Connectivity and Sensors for Retrofit</i>  <b>From Sensor to Internet of Things</b> <i>Basics for Predictive Maintenance</i>  <b>Monitoring Machine Performance</b> <i>Log and Analyze Operating Data</i>  <b>Value Creation Rethought</b> <i>Remote Access as Basis for new Business Models</i>	<b>Focus on ERP- and CRM-Systems:</b> <ul style="list-style-type: none"> <li>- Tips and Trends</li> <li>- Suppliers and Products</li> </ul>	

**1 Advertising Formats and Prices:** (All prices shall be subject to the applicable VAT rate.)

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	€ 4,450.-	€ 4,690.-	€ 4,930.-	€ 5,170.-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,510.-	€ 2,630.-	€ 2,750.-	€ 2,870.-
1/2 page vertical	90mm x 270mm	105mm x 297mm	€ 2,390.-	€ 2,510.-	€ 2,630.-	€ 2,750.-
1/2 page horizontal	185mm x 130mm	210mm x 148mm	€ 2,390.-	€ 2,510.-	€ 2,630.-	€ 2,750.-
1/3 page vertical	60mm x 270mm	70mm x 297mm	€ 1,740.-	€ 1,820.-	€ 1,900.-	€ 1,980.-
1/3 page horizontal	185mm x 90mm	210mm x 100mm	€ 1,740.-	€ 1,820.-	€ 1,900.-	€ 1,980.-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1,430.-	€ 1,490.-	€ 1,550.-	€ 1,610.-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1,430.-	€ 1,490.-	€ 1,550.-	€ 1,610.-
1/4 page horizontal	185mm x 65mm	210mm x 74mm	€ 1,430.-	€ 1,490.-	€ 1,550.-	€ 1,610.-
1/8 page	90mm x 65mm	105mm x 74mm	€ 750.-	€ 780.-	€ 810.-	€ 840.-
1/8 page vertical	45mm x 130mm	52mm x 148mm	€ 750.-	€ 780.-	€ 810.-	€ 840.-
1/8 page horizontal	185mm x 30mm	210mm x 39mm	€ 750.-	€ 780.-	€ 810.-	€ 840.-

## 2 Surcharges:

Front Page:	Upon request
Placement:	Extra charge of 15% on the 4c price on binding and confirmed placements.
Colour surcharges:	Non discountable
Format surcharges:	Without surcharges
VAT:	All prices plus statutory VAT.

## 3 Advertorials: (Company and Product Profile)

1/1 page	€ 3,800.-
1/2 page	€ 2,200.-

See also pages 16+18+20

Image-Advertorials:

1/1 page	€ 4,300.-
1/2 page	€ 2,400.-

See also page 17

## 4 Discount:

	For orders placed within one insertion year			
Frequency:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Quantity:	2 pages 5%	4 pages 10%	8 pages 15%	12 pages 20%

Agency Discount: 15%

## 5 Job Ads: On job ads we grant a 30% discount on the particular basic price.

## 6 Special Advertisements:

### Bound Inserts:

Delivered Quantity: 18.200 copies  
Delivery: See 'Formats and Technical Data' page 24

80–135g/m<sup>2</sup> 4 pages € 5,580.-

8 pages € 8,190.-

12 pages € 11,475.-

136–170g/m<sup>2</sup> 10% surcharge on basic price

from 170g/m<sup>2</sup> 15% surcharge on basic price

## Loose Inserts:

Delivery Quantity: 18.200 copies  
Delivery: see 'Technical Data' page 24

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 24

Full Supplement	% Price
Glued-in Inserts up to 5g (without mounting)	€ 1,620.- € 90.- %
Mechanical Bonding	€ 1,440.- € 80.- %
Manual Bonding	Upon request

## 7 Contact

**Christoph Kirschenmann, Head of Advertisement IT&Production**

Phone: +49 6421 3086-536, ckirschenmann@tedo-verlag.de

**Monika Zimmer, Marketing Assistant**

Phone: +49 6421 3086-531, mzimmer@tedo-verlag.de

**Moritz Ernst, Media Consulting**

Phone: +49 6421 3086-537, mernst@tedo-verlag.de

## 8 Terms of Payment/Bank Account Details:

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

### Sparkasse Marburg-Biedenkopf:

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

### Postbank Frankfurt/Main:

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

All prices plus statutory VAT.

## Advertorials (Company and Product Profiles)

### 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
- 1/2 page approx. 1,500 characters

### 2 Prices\*:

1/1 page, 4c € 4,300.-

1/2 page, 4c € 2,400.-

The design of your Advertorial is included in the price.

### 3 Online Upgrade:

Besides the publication in the trade journal IT&Production your Advertorial appears as Digitalorial (digital product profile) with a duration of four months in the industrial online magazine [www.it-production.com](http://www.it-production.com)  
Upgrade price\*: € 500.-



### 4 Data Delivery:

Please send us the following data via e-mail to [mzimmer@tedo-verlag.de](mailto:mzimmer@tedo-verlag.de)

- Text – Word and other text files such as RTF files.  
1/1 Page approx. 3,000 characters, 1/2 Page approx. 1,500 characters
- Contact data – Everything necessary:  
Phone, fax, web address, e-mail
- Logo – Send us your digitalised logo (300dpi)
- Product image – We require your image with a minimum resolution of 300dpi

\* 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
- 1/2 page approx. 1,500 characters

**2 Prices\*:**

1/1 page, 4c € 4,300.-

1/2 page, 4c € 2,400.-

The design of your Advertorial is included in the price.

### 3 Online-Upgrade:

Besides the publication in the trade journal IT&Production your Advertorial appears as Digital (digital product profile) with a duration of four months in the industrial online magazine **[www.it-production.com](http://www.it-production.com)**  
Upgrade-Price\*: € 500,-

Layout Examples:



#### 4 Data Delivery:

Please send us the following data via e-mail to [mzimmer@tedo-verlag.com](mailto:mzimmer@tedo-verlag.com)

- Text – Word and other text files such as RTF files.  
1/1 Page approx. 3,000 characters, 1/2 Page approx. 1,500 characters
- Contact data – Everything necessary:  
Phone, fax, web address, e-mail
- Logo – Send us your digitalized logo (300dpi or as an EPS file)
- Product image – We require your image with a minimum resolution of 300dpi



### Industry Special Machinery and Plant Construction

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

**Publishing Date:** 06.02.2020 + 16.07.2020



### Industry Special Automotive

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

**Publishing Date:** 07.04.2020 + 03.09.2020



### Industry Special Food Sector

Food producers must adapt to ever more individual customer wishes and at the same time survive in tough competition. First-class processes from production to customer service are the key to success. IT supports them from production control to product development up to the business system.

**Publishing Date:** 05.10.2020

### 1 Prices:

Advertorials	Prices*
1/1 page	€ 3,800.-
1/2 page	€ 2,200.-

Advertisements (4c)	Prices*
1/1 page	€ 5,170.-
1/2 page	€ 2,750.-
1/3 page	€ 1,980.-
1/4 page	€ 1,610.-

\*All prices plus statutory VAT.

### 2 Distribution:

As print inserts in IT&Production

As an ePaper on [www.it-production.com](http://www.it-production.com)  
(period of 12 months)

### 3 Data Delivery:

Please send us the following data via e-mail to [mzimmer@tedo-verlag.de](mailto:mzimmer@tedo-verlag.de)

- 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 or as an EPS file)
- Product image – We require your image with a minimum resolution of 300dpi



## WISSEN KOMPAKT MES

IN KOOPERATION MIT:



### 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: 10.02.2020 • Advertising deadline: 10.03.2020 • Publication: 07.04.2020


## WISSEN KOMPAKT ERP/CRM

IN KOOPERATION MIT:



### 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 und IIoT
- Process Design and Automation
- Production Planning, APS, SCM
- AI, Blockchain, Augmented Reality und co.
- CRM-Integration and -Automation
- Multichannel und Omnichannel Marketing
- Lead Generation, Nurturing und Scoring
- Customer Journey und Touchpoints
- Mobile, Social und Self Service CRM

**Deadlines:** Editorial deadline: 22.10.2020 • Advertising deadline: 13.11.2020 • Publication: 14.12.2020

\*All prices plus statutory VAT.

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



## WISSEN KOMPAKT Internet of Things IoT

IN KOOPERATION MIT:



### WISSEN KOMPAKT Internet of Things

Everything relating to the own IIoT/IIoT-Application:

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

**Deadlines:** Editorial deadline 06.07.2020 • Advertising deadline: 06.08.2020 • Publication: 03.09.2020

### 1 Prices:

Advertising Formats	Prices*
1/1 page advertisement** (175 x 246mm)	€ 3,700.-
1/1 page advertorial (165 x 215mm)	€ 3,200.-

**Delivery Quantity:** 15,000 copies

### 2 Delivery:

- As print supplement in the IT&Production
- As ePaper on [www.it-production.com](http://www.it-production.com) (period of 12 months)
- At fairs and events

### 3 Data Delivery:

 Please send us the following data via e-mail to [mzimmer@tedo-verlag.de](mailto:mzimmer@tedo-verlag.de)

- Text – Word and other text files such as RTF; 1/1 Page approx. 2,100 characters
- Contact data – Everything necessary: Phone, fax, web adress, e-mail
- Logo – Send us your digitalized logo (300dpi or as an EPS file)
- Product image – We require your image with a minimum resolution of 300dpi



### Special Issue: 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.

**Deadlines:** Editorial deadline: 27.01.2020 • Advertising deadline: 17.02.2020 • Publication: 09.03.2020



### 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 Microsoft Partner Survey in the July/August issue of the IT&Production provides tips for finding a suitable industry or special solution in the manufacturing sector.

**Deadlines:** Editorial deadline: 29.05.2020 • Advertising deadline: 25.06.2020 • Publication: 16.07.2020



### 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.

**Deadline:** Editorial deadline: 26.03.2020 • Advertising deadline: 21.04.2020 • Publication: 12.05.2020

#### 1 Delivery:

- As print insert in the IT&Production
- As ePaper on [www.it-production.com](http://www.it-production.com) (period of 12 months)

#### 2 Prices (Advertorials):

Format DIN A4	Price*
1/1 page	€ 3,800.-
1/2 page	€ 2,200.-

\*All prices plus statutory VAT.

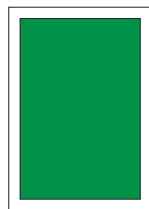
The design of your Advertorial is included in the price.

#### 3 Data Delivery:

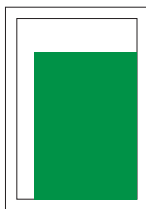
Please send us the following data via e-mail to [mzimmer@tedo-verlag.de](mailto:mzimmer@tedo-verlag.de)

- Text – Word and other text files such as RTF files. 1/1 Page approx. 3,000 characters, 1/2 Page approx. 1,500 characters
- Contact data – Everything necessary: Phone, fax, web address, e-mail
- Logo – Send us your digitalized logo (300dpi or as an EPS file)
- Product image – We require your image with a minimum resolution of 300dpi

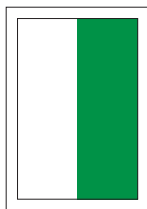
- |  |   |
|--|---|
| <p><b>1 Magazine Format:</b> DIN A4 210mm x 297mm (width x height)<br/>         Printsace: 185mm x 270mm (width x height)</p>  | <p><b>7 Image Formats:</b> TIF, JPEG, EPS (with embedded font)</p>  |
| <p><b>2 Printing Process:</b> Offset: Printing is done with colours of the Euro colour scale for offset printing according to DIN16 539, back stitching</p>  | <p><b>8 Output Profile:</b> ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)</p>   |
| <p><b>3 Data Delivery:</b> Electronically via e-mail to<br/>         banner@tedo-verlag.de</p>   | <p><b>9 Return:</b> Delivered printing documents will only be returned to the respective client on special request. The obligation of the publisher to retain the advertisement ends three months after publication of the advertisement.</p>   |
| <p><b>4 Advertisement Details:</b> High-Res-PDF, EPS (fonts are either converted to paths or embedded) TIF (resolution: 300dpi)</p>  | <p><b>10 Warranty:</b> 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 redigitalised. The resulting additional costs will be invoiced separately.</p> |
| <p><b>5 Colours:</b> In four-colour printing, the colours are used according to the Euro scale: cyan, magenta, yellow, black (CMYK). This color space must be selected in the respective program.<br/>         Attention: We can't use RGB or solid colours!</p>   | <p><b>11 Contact:</b> <b>Monika Zimmer, Marketing Assistant</b><br/>         Phone: +49 6421 3086-531<br/>         E-Mail: mzimmer@tedo-verlag.de</p>   |
| <p><b>6 Proof:</b> A 1:1 printout is absolutely necessary to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or print. Without these documents, no liability or warranty can be assumed for any errors. The publisher cannot accept any guarantee for colour deviations caused by different types of paper (proof/printing to production paper). This also applies to deviations within the tolerance range from expression to industrial colour printing or offset printing.</p> |   |



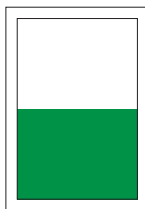
**1/1 page**  
185mm x 270mm



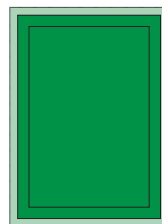
**1/2 page A5 (Junior)**  
140mm x 190mm



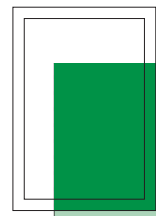
**1/2 page vertical**  
90mm x 270mm



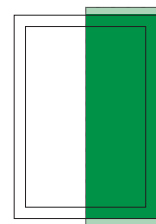
**1/2 page horizontal**  
185mm x 130mm



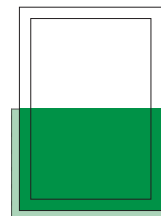
**1/1 page**  
210mm x 297mm



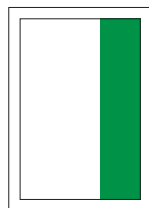
**1/2 page A5 (Junior)**  
148mm x 210mm



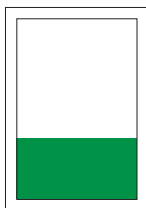
**1/2 page vertical**  
105mm x 297mm



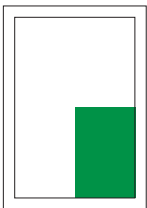
**1/2 page horizontal**  
210mm x 148mm



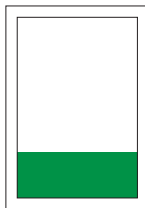
**1/3 page vertical**  
60mm x 270mm



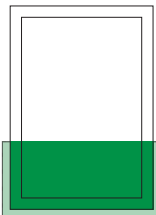
**1/3 page horizontal**  
185mm x 90mm



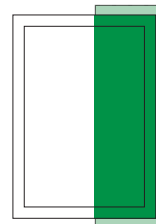
**1/4 page**  
90mm x 130mm



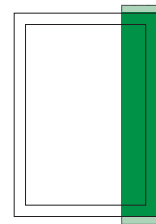
**1/4 page horizontal**  
185mm x 65mm



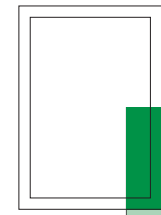
**1/3 page horizontal**  
210mm x 100mm



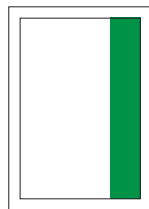
**1/3 page vertical**  
70mm x 297mm



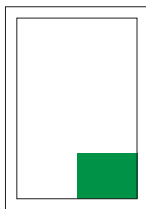
**1/4 page vertical**  
52mm x 297mm  
**1/4 page horizontal**  
210mm x 74mm  
**1/4 page**  
105mm x 148mm



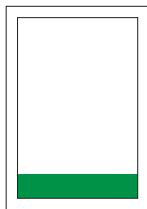
**1/8 page vertical**  
52mm x 148mm



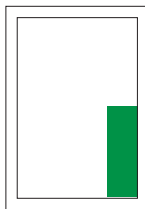
**1/4 page vertical**  
45mm x 270mm



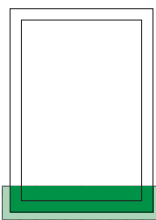
**1/8 page**  
90mm x 65mm



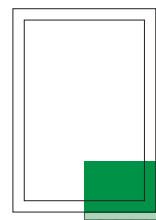
**1/8 page horizontal**  
185mm x 30mm



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



**1/8 page horizontal**  
210mm x 39mm

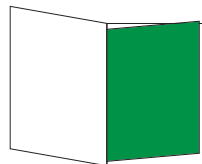


**1/8 page**  
105mm x 74mm

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

**Bound Inserts:**

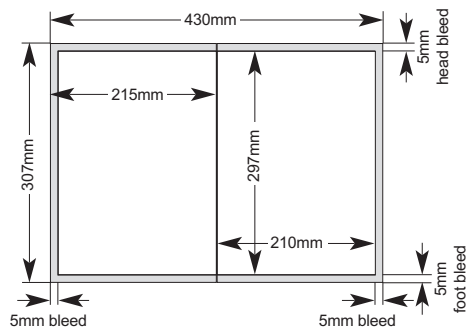
Before accepting and confirming the order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted. Inserts must be delivered with the bleed margins specified below. Multi-page inserts and inserts with flap must be delivered folded. The front side of the insert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



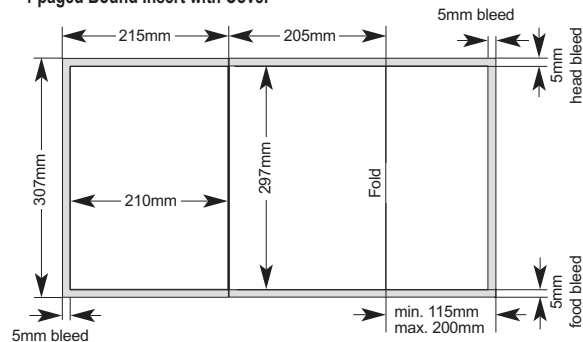
Minimal Format:  
Maximum Format:  
Minimal Weight:

147mm x 210mm  
210mm x 297mm  
For products with 4 pages 115g/m<sup>2</sup>

4-paged Bound Insert

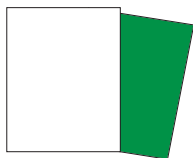


### 4-paged Bound Insert with Cover



### 1 Loose Inserts:

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

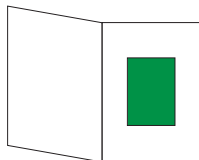


**Minimal Format:** 100mm x 210mm  
**Maximum Format:** 205mm x 290mm  
**Minimal Weight:** 115g/m<sup>2</sup>  
**Maximum Weight:** Upon request  
**Positioning:** Undefined

### 2 Fixed Inserts:

**Mechanical Bonding:** Adhesive edge parallel to the waistband, at least 1cm to maximum distance of 6cm 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/m<sup>2</sup>

### Delivery:

The delivery of inserts, bound-in 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.

### Required

**Delivery Quantity:** 18,200 copies

### Delivery Address:

The delivery address for inserts, bound-in inserts and glued inserts will be provided with the order confirmation.

### Delivery Deadline:

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

### 3 Contact:

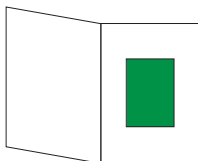
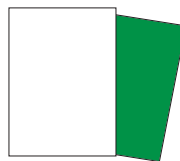
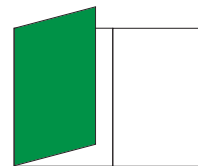
**Christoph Kirschenmann, Head of Marketing IT&Production**

Phone: +49 6421 3086-536

E-Mail: ckirschenmann@tedo-verlag.de

## 1 Special Advertising Forms:

**Banderole**

**Affixed Postcard**

**Insert**

**Gatefolder**

**Flap**


## 2 Reprint:



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

We take care of printing and creation of an electronic file for your web presence.

## 4 Reprinting License:

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



Reprinting License	
Circulation	up to 1,000 copies
Price*	€ 300.-

\*incl. high-resolution PDF file.

## 3 Price List:

2 pages, 4-coloured, 135g/m <sup>2</sup>					
Circulat.	500	1,000	2,000	5,000	10,000
Price*	€ 725.-	€ 770.-	€ 865.-	€ 1,180.-	€ 1,395.-
4 pages, 4-coloured, 135g/m <sup>2</sup>					
Circulat.	500	1,000	2,000	5,000	10,000
Price*	€ 810.-	€ 850.-	€ 975.-	€ 1,385.-	€ 2,010.-

\*All prices plus statutory VAT.

## 5 PDF (72dpi):

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



**1 Circulation Control:****2 Circulation Analysis:** Copies per issue on average for the period from  
01 July 2018–30 June 2019 (Q3 + Q4 2018 and Q1 + Q2 2019)

<b>Printed copies:</b>	18,000		
<b>Actual distributed circulation (ADC):</b>	17,688	thereof abroad	512
• Sold copies	4,746	–	–
• Subscribed copies	4,738	thereof abroad	168
• Thereof memberships	4,457	thereof abroad	72
• Other sales	–	–	–
• Retail sales	8	thereof abroad	–
• Returned copies	–	–	–
<b>Free copies:</b>	12,942	thereof abroad	344
<b>Remaining, archive and proof copies:</b>	312		

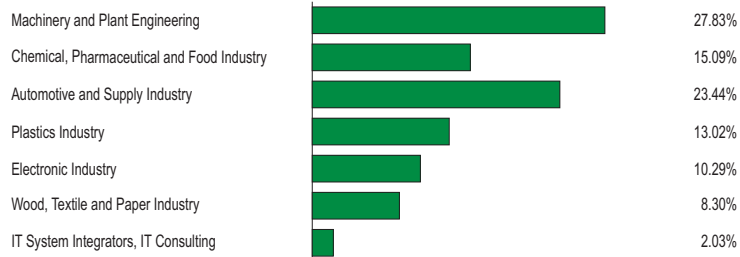
**3 Economic Region:****Statistic of Actual Circulation:**

	Copies	%
Germany	17,176	97.11%
International	512	2.89%
<b>Actual distributed circulation</b>	<b>17,688</b>	<b>100%</b>

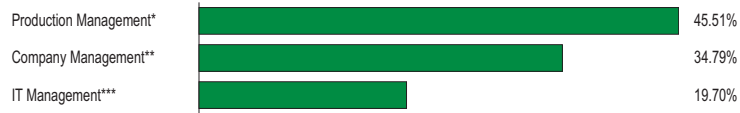
**4 National Distribution by Postal Code:**

Postal zone 0	853	4.97%
Postal zone 1	705	4.10%
Postal zone 2	1,449	8.44%
Postal zone 3	1,928	11.22%
Postal zone 4	2,175	12.66%
Postal zone 5	2,237	13.02%
Postal zone 6	1,790	10.42%
Postal zone 7	2,923	17.02%
Postal zone 8	1,854	10.79%
Postal zone 9	1,262	7.35%
<b>Inland</b>	<b>17,176</b>	<b>100%</b>

## Target Markets



## Target Groups



\* *Production managers, warehouse and logistic managers, head of quality control and maintenance*

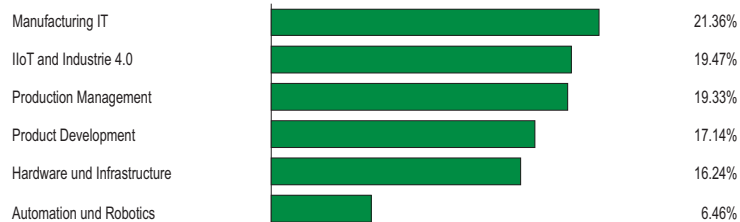
\*\* *Company management, plant management, brand management, executive board, commercial management, marketing/sales, purchasing, controlling*

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

## Company Sizes



## Content Analysis of the Editorial Part





Christoph Kirschenmann  
Marketing/Advertisement Manager  
IT&Production

The IT&Production online magazine ([www.it-production.com](http://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 2019 IT&Production Online had 22,328 visits per month on the average. 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 media planning

*C. Kirschenmann*

Christoph Kirschenmann



## Suppliers and Products

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

## Technical Articles

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:** 22.328 visits per month (1st half of 2019)
- 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: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)

- Customer name
- Contact for request
- Target URL

**6 Prices:**

Banner	Size (Pixel)	Price*/Month
1. Super-Fullsize-Banner	600 x 100 Pixel max. 100KB	€ 1,400.-
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 per max. 100KB	€ 3,600.-
7. Half Page Ad	300 x 600 Pixel	€ 4,400.-

\*All prices plus statutory VAT.

- 1 Usage Data:** 22.328 visits per month (1st half of 2019)
- 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 IT&Production online magazine.
- 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 to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)



- 1 Usage Data:** 22,328 visits per month (1st half of 2019)
- 2 Brief Description:** In our whitepapers section you can place your users' descriptions, case studies or market research results and inform decision-makers from company management, production managers and IT managers about the performance of your company (up to three whitepapers at the same time).
- 3 Target Group:** Company management, Production management, IT management, Construction
- 4 Publisher:** TeDo Verlag GmbH  
Zu den Sandbeeten 2 • 35043 Marburg
- 5 File Format:** PDF file (max. 3 whitepaper)

**6 Pices:**

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 to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)



**1 Usage Data:** 22.328 visits per month (1st half of 2019)

**2 Brief Description:** Our Online Advertorial 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. Online Advertorials 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 File Format:** GIF, PNG, JPEG, HTML5

**6 Prices:**

Duration	Prices*
6 months	€ 2,100.-
12 months	€ 3,300.-

\*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 to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)

- Text up to 5,000 characters
- Images
- Your company logo (GIF or JPEG, max. 170x100 Pixel, max. 100KB)



#### Contact Field

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

#### Link

Link to your company website.

#### 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 Online Advertorial which is included in the price.

**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](http://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 max. 400 characters
- Company logo

**5 Prices:**

(per event)

Duration	Prices*
3 months	€ 200.-

\*All prices plus statutory VAT.

## Anstehende Veranstaltungen

**VERANSTALTUNGEN AM**  
 Datum

**SUCHE**  
 Begriff

**VERANSTALTUNGEN SUCHE**

**ANZEIGEN ALS**  
 Liste

### September 2019

#### Von Lean Production zur Industrie 4.0 2019

**September 10**

WZLforum an der RWTH Aachen, Steinbachstr. 19  
 Aachen, 52074 • [Google Karte](#)

Das Seminar adressiert die Aufgabengebiete des Produktionsmanagements und stellt Grundkenntnisse, Methoden und aktuelle Beispiele dar, welche gemeinsam mit den Teilnehmern diskutiert werden.

[Mehr erfahren »](#)

**WZLforum**  
 an der RWTH Aachen

#### EMO 2019

**September 16 - September 21**

Deutsche Messe Hannover, Messegelände  
 Hannover, 30521 • [Google Karte](#)

Die EMO Hannover 2019, Weltleitmesse der Metalbearbeitung, geht vom 16. bis 21. September unter dem Motto „Smart technologies driving tomorrow's production“ an den Start. Damit rückt sie den Paradigmenwechsel in der Industrieproduktion in den Fokus. Im Mittelpunkt der Industrieproduktion steht nicht mehr (nur) „besser, schneller, genauer“, sondern die Entwicklung und Umsetzung neuer Funktionen im Rahmen von Industrie 4.0. Digitalisierung und intelligente Vernetzung in Kombination mit vielen neuen Entwicklungen von Big Data über Datenanalyse und künstliche Intelligenz bis hin zur Plattformökonomie schaffen die Grundlage für neue Geschäftsmodelle, damit Kunden und Anbieter eine neue Stufe der Produktivität erreichen können.

[Mehr erfahren »](#)

#### 6. CYBICS Konferenz 2019 – Industrie 4.0 meets Cyber Security

**September 17 - September 18**

LPS Lern- und Forschungsfabrik, Ruhr-Universität Bochum, Industriestraße 38c  
 Bochum, 44894 • [Google Karte](#)

Vernetzte Produktionsanlagen sind anfällig für Angriffe von Cyberkriminellen. Deshalb nimmt die IT-Sicherheit in der Entwicklung der Industrie 4.0 eine Schlüsselrolle ein. Auf der 6. CYBICS – Cyber Security for Industrial Control Systems erfahren Sie, welche Maßnahmen Industrieanlagen im Zeitalter der Industrie 4.0 schützen und wie diese implementiert werden. Unter dem Motto „Industrie 4.0 meets Cyber Security“ treffen Sie in der modernen LPS Lern- und Forschungsfabrik in Bochum 14 hochkarätige Sprecher aus Industrie, Wirtschaft und Wissenschaft. Diese stellen anwesende Experten für IT-Sicherheitsaspekte, IT-Leiter, Discomanager und IT-Verantwortliche im Umfeld von Industrie und

## 1 Brief Description:

An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A Sponsored Post differs from editorial content only by the reference: - Advertisement-

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

## 2 Content and Formats:

### a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at [www.it-production.com](http://www.it-production.com). From there you will be redirected to your target URL.

### b) Text-Teaser

By clicking on the link in the Sponsored Post preview text, the user is taken **directly to your target URL**.

Required Data	Heading	Teaser Text	Thumbnail Image	Main Text	Main Image	Target URL
Sponsored Post	max. 30 characters	max. 250 characters	Image credits required	ca. 2,500 Zeichen	Image credits required	to your Website
Text-Teaser	max. 30 characters	max. 250 characters	Image credits required	—	—	to your Website

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

## 3 Deadline:

Please send us your data **five working days** before publication via e-mail to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)

The Sponsored Post/Text-Teaser 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/IoT, Production Management and Automation and Robotics).

Within this category the Sponsored Post appears in rotation:

- on the home page ([www.it-production.com](http://www.it-production.com))
- to position 3 of the selected heading
- in all technical contributions of the selected category

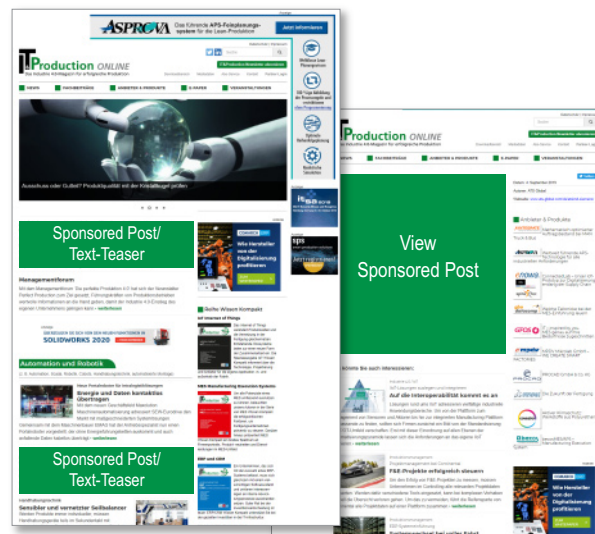
Additional placement:

- in the category professional articles on position 3 ([www.it-production.com/fachartikel/](http://www.it-production.com/fachartikel/))
- in the IT&Production e-mail newsletter in one issue

## 4 Prices:

Medium and Type	Placement	Duration	Price/Month
Sponsored Post /Text-Teaser	In the upper area	1 Month	€ 2,900.-

(\*All prices plus statutory VAT.)



**1 Brief Description:**

With a premium account on [www.it-production.com](http://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:**

- Online Advertorial  
(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 Group:**

Company management, Production management, 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	€ 2,610.-
12 months	€ 3,960.-

\*All prices plus statutory VAT.

- 1 Name:** IT&Production 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 E-Mail newsletter. In this way, our readers receive weekly information about what is being discussed in manufacturing companies today.
- 3 Target Group:** Company management, Production management, IT management, Construction

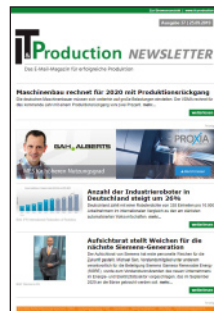
#### 4 Release Dates 2020:

January	February	March	April	May	June
01   08.01.2020	05   05.02.2020	09   04.03.2020	13   01.04.2020	18   06.05.2020	22   03.06.2020
02   15.01.2020	06   12.02.2020	10   11.03.2020	14   08.04.2020	19   13.05.2020	23   10.06.2020
03   22.01.2020	07   19.02.2020	11   18.03.2020	15   15.04.2020	20   20.05.2020	24   17.06.2020
04   29.01.2020	08   26.02.2020	12   25.03.2020	16   22.04.2020	21   27.05.2020	25   24.06.2020
			17   29.04.2020		

July	August	September	October	November	December
26   01.07.2020	31   05.08.2020	35   02.09.2020	40   07.10.2020	44   04.11.2020	48   02.12.2020
27   08.07.2020	32   12.08.2020	36   09.09.2020	41   14.10.2020	45   11.11.2020	49   09.12.2020
28   15.07.2020	33   19.08.2020	37   16.09.2020	42   21.10.2020	46   18.11.2020	50   16.12.2020
29   22.07.2020	34   26.08.2020	38   23.09.2020	43   28.10.2020	47   25.11.2020	
30   29.07.2020		39   30.09.2020			

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

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



#### 6 Contacts:

##### Editorial Department:

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**Marco Steber, Editor**  
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E-Mail: mernst@tedo-verlag.de

## IT&Production Newsletter

### 1 Advertising Formats and Prices:\*

Designation	Format	Price
Header Position Banner or Text-Ad	Banner Format 600 x 150 Pixel JPEG, 72dpi, RGB	€ 550.-
Premium Position Banner or Text-Ad	Text-Ad: Text (max. 300 characters) 1 image (200 x 110px), 72dpi, RGB	€ 500.-
Standard Position Banner or Text-Ad		€ 400.-
Sponsoring Paket	<ul style="list-style-type: none"> <li>• 2 Product news incl. image (500 up tp 1.000 characters)</li> <li>• 1 Banner (600 x 150px)</li> <li>• Company logo top right</li> <li>• Naming your company with 'sponsored by...'</li> </ul>	€ 1.400.-

The product news are linked to the desired URL via [www.it-production.com](http://www.it-production.com).

### a) Sponsoring-Paket

By clicking on the link in the Sponsored Post, the user can access the **complete article** at [www.it-production.com](http://www.it-production.com). From there you will be redirected to **your target URL**.

### b) Text-Ad

By clicking on the link in the Sponsored Post preview text, the user is taken **directly to your target URL**.

### 2 Discount:\*

Circuits	Discount
3	10%
5	20%

\*All prices plus statutory VAT.

### 3 File Format:

Please send us only data in RGB color space and with 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 Data Delivery:

Please send the following data via e-mail to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de):

- Advertisement
- Target-URL

### 6 Delivery Deadline:

One week prior the release date

### 7 Usage Data:

3,915 subscribers (September 2019)



- 1 Title:** Industrial Security News
- 2 Brief Description:** In order to guarantee secure data exchange across all company levels in the course of Industrie 4.0, the topic of security is increasingly moving into the focus of users and manufacturers. The editorial departments of the magazines IT&PRODUCTION, SPS-MAGAZIN and INDUSTRIAL MANAGEMENT NEWS cover all aspects of security for production-related IT in the new and monthly newsletter Industrial Security News.
- 3 Topics of the Newsletter:**
- > Cloud Security
  - > Compliance
  - > Data Protection
  - > Data Security
  - > Identity- and Access-Management
  - > Mobile Security
  - > Network Security
  - > Platform Security
  - > Security Management
  - > Safety for Industrie 4.0 and IoT
  - > New Safety Concepts
  - > Statutory Regulations
- 4 Frequency of Publication:** Monthly
- 5 Format:** Electronical (HTML)
- 6 Target Group:** Users and experts of security systems
- 7 Usage Data:** 565 subscribers (Status 9/2019). Additional link via IT&Production Newsletter and the SPS-MAGAZIN Newsletter (above 15,000 recipients).

- 8 Volume:** 2nd volume 2020
- 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:** Header Banner € 750.-  
 Premium Banner € 695.-  
 Standard Banner € 675.-  
 Sponsored Post: upon request  
 (plus 19% VAT)
- 13 Data Format:** 72dpi as JPG in RGB color space,  
 file size max. 80KB
- 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:  
**banner@tedo-verlag.de**  
 > Customer Name  
 > Contact person for queries  
 > Advertisement  
 > Target-URL
- 15 Delivery Deadline:** One week prior the release date of the newsletter



Header Banner

Standard Banner

Premium Banner

Standard Banner

**16 Contacs:**

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 Phone: +49 6421 3086-139  
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**Patrick C. Prather, Managing Director**  
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**Moritz Ernst, Media Consulting**  
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**Publication Dates 2020:**

<b>01</b>   23. January	<b>05</b>   14. May	<b>09</b>   03. September
<b>02</b>   20. February	<b>06</b>   10. June	<b>10</b>   01. October
<b>03</b>   19. March	<b>07</b>   09. July	<b>11</b>   29. October
<b>04</b>   16. April	<b>08</b>   06. August	<b>12</b>   19. November



- 1 Title:** INDUSTRIAL MANAGEMENT NEWS (IMN)
- 2 Brief Description:** The fourth industrial revolution is in full swing and almost all people are participating in this transformation process. The INDUSTRIAL MANAGEMENT NEWS take a holistic look at this topic. A purely technical explanation of the fourth industrial revolution is not enough, therefore we report to the same extent on the three pillars technology / working world / society. The INDUSTRIAL MANAGEMENT NEWS also places special emphasis on education and technology transfer. Our claim: All important information from all areas involved at a glance.

Every 14 days, we keep you up to date on the latest developments in the fourth industrial revolution. From the latest news from companies, associations, politicians, employers and trade unions to technical articles of varying technical depth. We have set ourselves the goal of describing all areas of the fourth industrial revolution vividly and providing comprehensive information with the new magazine.

The digital transformation is in full swing and affects all areas of society. The right magazine for it: INDUSTRIAL MANAGEMENT NEWS.

- 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

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tedo-verlag.de/mediadaten

1 Name: i-need.de – Information and Marketing Portal

2 Brief Description: i-need.de bundles all important information about your products, your company and your editorial publications. It provides the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo trade media for these areas: Automation technology, production technology, industrial image processing, robotics, switch cabinet construction, building technology, industry 4.0.

i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important part of strategic information procurement.

With the three packages Basic, PRO and PREMIUM, i-need.de offers you interesting communication channels on a highly frequented information platform for automation products and services.

3 Target Groups: Selection of the most important target groups, since i-need.de addresses numerous user groups: Design engineers, plant and production managers, manufacturing industry, technical buyers and users from mechanical and plant engineering, integrators, architects, electrotechnical industry, engineering offices, Machine Vision, switch cabinet builders, housing manufacturers, building trades, electricians, specialist planners.

4 Usage Data: 01. July 2018 – 30. June 2019  
Visitors: 148,378  
Page impressions: 324,602



**45% Visits**  
to the same period of the  
previous year

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

The screenshot displays the i-need.de website interface. At the top, there's a navigation bar with the i-need.de logo and a search bar. Below the navigation bar, the main content area is divided into several sections. On the left, there's a 'NEU! PRODUKTE' section featuring a 'HANZ TURCK GMBH & CO. KG' product. The middle section shows a large image of a modern building, likely a factory or office. On the right, there's a 'PORTFOLIO' section with various product images and descriptions. The bottom section features a 'Kontaktieren Sie uns' button and a list of 'Produktkategorien' (Product Categories) including 'Wechselstrom', 'Gleichstrom', and 'Schaltgeräte'.

Your entry into Market Overviews

Prerequisite for consideration in the popular Market Overviews is an i-need.de basic account (free of charge). Talk to us. We will be happy to advise you.

## 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
- + Helpful analysis tools to evaluate your campaign

Price per month plus 19% VAT.

PREMIUM
<b>€ 499,00</b>
Comprehensive cross-media marketing package
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

Price per month plus 19% VAT.

PRO
<b>€ 199,00</b>
Enter unlimited number of products
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

BASIC
<b>€ 0,00</b>
Enter unlimited number of products
All products will be displayed
Without customer support and data maintenance

Save € 398.- with the PRO Cross-Media Package!

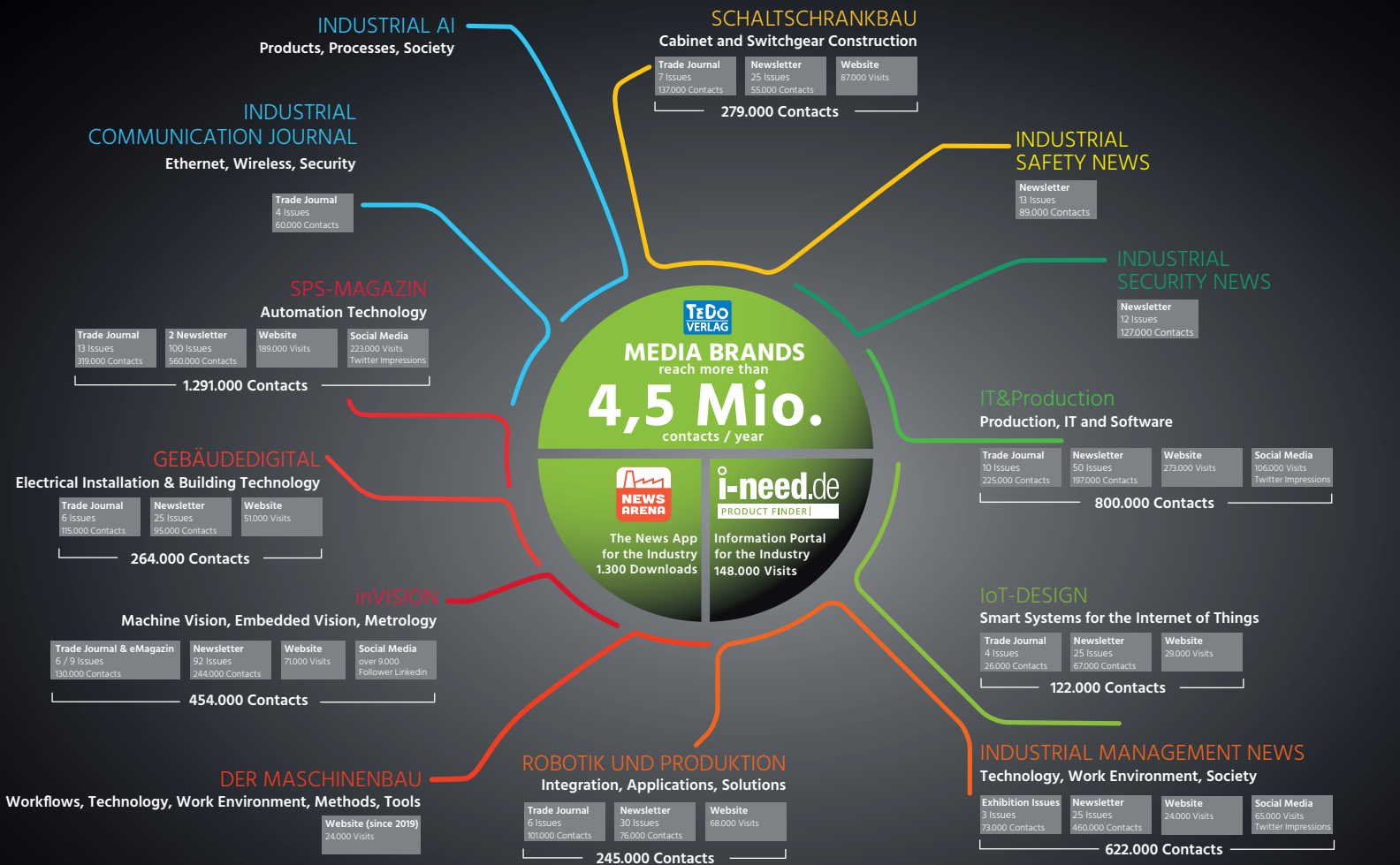
**Boost your campaign:  
Book 12 months, pay 10 only!**

The individual packages can be booked as annual subscriptions. The subscription is valid for one year and is automatically renewed for a further year if not cancelled three months before the end of the subscription. Booked and unused services expire at the end of each month and cannot be added up. Invoices are issued annually. In the case of monthly payments, the monthly subscription price for PRO and PREMIUM increases by 7%.

		BASIC	PRO	PREMIUM
			- Topseller -	
Current Performance Table		€ 0.00	€ 199.00	€ 499.00
Prices per month plus 19% VAT.				
1	<b>Present unlimited products on the market</b> Place an unlimited number of products on i-need.de.	✓	✓	✓
2	<b>Printing of market overviews in the TeDo trade media</b> Depending on editorial selection	✓	✓	✓
3	<b>Extensive company presentation</b> i-need.de bundles: company portrait, products, professional articles, product news		✓	✓
4	<b>Your logo</b> Always prominently above the search results with your products.		✓	✓
5	<b>Preferential display of your products</b> Search results show PRO and PREMIUM customers above, Basic customers below.		✓	✓
6	<b>Prioritization of your products</b> Weight your product entries on i-need.de according to your sales strategy. The ranking influences the probability of publication in our trade magazines.		✓	✓
7	<b>Submit articles</b> Present publications about your company and your products.		✓	✓
8	<b>Communicate product news</b> Keep up to date with your latest product highlights.		✓	✓
9	<b>Whitepaper</b> Present your user reports, case studies or market research results.		✓	✓
10	<b>Publish videos</b> Link and distribute your product and company videos on i-need.de.		✓	✓
11	<b>Automatic or individual content linking</b> Your products and articles that are visible on a single page will be linked and connected automatically.		✓	✓
12	<b>Link product data sheets</b> Complete your product entries with additional helpful information such as data sheets.		✓	✓
13	<b>i-icon for increased attention</b> Green icon increases the attention of your posts.		✓	✓
14	<b>'Send inquiry' button</b> Interested parties can contact you quickly and easily using the inquiry function.		✓	✓
15	<b>Forward content easily</b> Interested parties can forward your product entry via e-mail.		✓	✓
16	<b>Share products and articles on social media</b> Facebook, Twitter		✓	✓
17	<b>Access statistics</b> See exactly where and how often your content has been published and clicked.		✓	✓
18	<b>Automatic search suggestions</b> Your company and products appear in the automatic search suggestions in the search field.		✓	✓
19	<b>Newsletter for the efficient marketing mix</b> Publish up to two product announcements per month in our newsletters with high reach.			✓
20	<b>Personal contact</b> One and the same contact person to help you with all questions about i-need.de			✓
21	<b>Optional: Service data maintenance for PRO and PREMIUM</b> Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.			✓

Only  
**€ 299.00**





contacts = cumulative contacts per year

Timing: CW 49/2019

**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.

**Ziffer 9:** The client is responsible for the timely delivery of the advertisement text and flawless printing documents or inserts. The running times of the media formats begin and end according to the booked periods. This applies to all formats in all publishing media. If the data is delivered to the publisher later than the deadlines published in the media data, the media delivery time will be shortened accordingly. The Publisher will invoice the booked periods. 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:** The European Commission provides a platform for out-of-court online settlement of disputes (the so-called OS platform) under <http://ec.europa.eu/consumers/odr/>. We are neither willing nor obliged to participate in a dispute resolution procedure before a consumer arbitration board.

**Paragraph 24:** 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 25:** In the event of partial or total invalidity of any provision, the validity of the remaining provisions will remain unaffected.

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