

News & Standards

Robotics

Solutions

Automation

Applications & Industries



Media Kit Online

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TRADE JOURNAL

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www.tedo-verlag.de/agb

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www.i-need.de

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App Industrial News Arena

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1 Title: ROBOTIK UND PRODUKTION

2 Brief Description:

ROBOTIK UND PRODUKTION is completely dedicated to the subject of robotics and production - integration, application, solutions and is the leading medium that offers this dynamic industry as an exclusive media platform. Robotics is undergoing continuous developments and plays a central role in both Industrie 4.0 and Smart Factory. As a driving force for robotic technology and economic efficiency, robotics solutions do not simply open up brand-new and various areas of applications, but are about to conquer the medium-sized business at the same time. Meanwhile, people and robots cooperate closer together all the time. The professional service robotics provides ideas or further developments in the industrial sector. The robot has already turned into an irreplaceable, integral part of the modern manufacturing process. The subject matter of which industrial applications and solutions can be implemented by robots gains further importance.

3 Target Group:

Plant constructors and integrators, solution providers and system houses, users and specialists, managing directors, plant and production managers

4 Frequency:

5 x in 2019

5 Format:

DIN A4

6 Volume:

4th volume 2019

7 Publishing Company:

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

8 Subscription Prices:

All prices incl. statutory VAT

ISSN-Nr. 2569-7129	Trade Journal		ePaper		Trade Journal + ePaper	
	Inland	Abroad	Inland	Abroad	Inland	Abroad
Annual subscription	€ 35,- (incl. shipping)	€ 45,- (incl. shipping)	€ 23,40	€ 23,40	€ 43,- (incl. shipping)	€ 53,- (incl. shipping)
Price per copy	€ 7,80 (plus shipping)	€ 7,80 (plus shipping)	€ 5,20	€ 5,20	€ 11,30 (plus shipping)	€ 11,30 (plus shipping)

9 Publisher:

Dipl.-Stat. B. Al-Scheikly

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12 Print Run:

17.500 copies

13 Volume Analysis:

2017 = 5 volumes

Format	DIN A4, 210mm (W) x 297mm (H)	
Total Size	368 pages	= 100,0%
Editorial Part	310 pages	= 84,2%
Advertisement	58 pages	= 15,8%

Bound-in Inserts	2 pages	= 0,5%
Publisher's Ads	7 pages	= 1,9%
Loose Inserts	0 pieces	

Topics Overview

News & Standards	Robotics Kinematics Grippers Tools	Solutions Assembly Handling Integration	Automation Components Communication Construction	Applications & Industries
Market Developments and Figures	Industry Robotics • Jointed-arm robots • Scara robots • Parallel kinematics • Cartesian robots: Gantry robots • Special robots	Assembly • Robot cells • Assembly stations and plants	Motion Technology • Engines and gears • Bearings and feeds • Frequency converters	Applications • Handling and assembly • Mechanical processing • Coating and painting • Welding, soldering and lasereng • Adhesives and sealing • Measuring and testing • Insertion and equipping • Palletisation • Pick & place
Companies and Persons	Robot Controllers • Robot controller software • Robot controller hardware • Robot operating systems • Robot programming/ automation • Robot programming hardware	Workpiece Handling • Positioning systems • Stockpiling • Interlinking, sorting, loading and infeed • Interlinking and transportation • Connecting and Joining • Marking and Painting	Control Technology • PLC • Industrial computer • Motion control and NC control	• Humidior applications • ATEX applications • Collaborative applications • Mobile applications • Service applications
Exhibitions, Events, Seminars	Effectors: Grippers • Electro-mechanical grippers • Pneumatic grippers • Vacuum grippers • Other grippers	Mobile Systems • Mobile robotics- AGV/FTS and logistic robots • Mobile workbenches	Industrial Communication • Fieldbuses: Ethernet, Profinet, Ethercat • I/O modules and interfaces • Clamps, plug connectors, relais	Industries • Automotive and suppliers • Electronic and consumer goods • Materials handling and logistics • Wood processing • Plastics and rubber • Food and beverage • Aviation industry • Medical industry • Metal and foundry industry • Pharmaceutical and chemical • Machine tools
Standards and Guidelines	Effectors: Robot Tools • Welding tools • Laser cutting • Flame cutting • Water jet cutting • Milling • Deburring • Grinding, polishing • Spray painting • Adhesive application • Screwdrivers • Measuring and testing tools	Systemintegration and Commissioning • Problem analysis • Project planning / management • Construction • Software development • Manufacturing • Final assembly • Service	Safety Components • Tumblers • Light barriers • Safety fences • Safety buses and controls • Position switches • Emergency stop switches	
Training	Effector Changing Systems • Jigs • Stop mechanics • Feed units	Information Technology • Application software • Cell and plant planning • Simulation in virtual 3D environments • CAD workplaces • Process and workflow design • Vertical integration • IT and data security	Image Processing • Cameras • Vision sensors and illumination Sensors • Proximity switches • Optical sensors • Distance, position, angle, force, ultra sonic sensors	
Research		Industrial Image Processing / Optical Measurement Technology	Rotary Encoders	
		Safety Devices	Energy Supply • Power supply • Overvoltage protection • Energy distribution	
		Maintenance, Analysis and Services	Cables, Tubes and Energy Supply • Compressed air, hydraulics and vacuum	
		Human-Machine-Cooperation	Mechanical Construction Elements	
		Professional Service Robotics		

Target Group Robotic System Integrators

With the trade media concept ROBOTIK UND PRODUKTION, TeDo Verlag addresses the target group of integrators, users and specialists as well as managing directors, plant and production managers whose task is to successfully integrate robotic systems into their production. In addition, our trade press provides information on all important topics related to robotics and production processes. For these attractive target groups, ROBOTIK UND PRODUKTION is the first periodical journal to feature a regular publication that combines all relevant robotics topics.

Whoever wants to reach the selected target group of integrators for robotics systems, users and experts in media planning reduces high dispersion losses to a minimum with the specialist media concept

ROBOTIK UND PRODUKTION. An ideal environment for the efficient communication of your products and services is available for your advertising planning.

Take a look at the topic map. For the year 2019, ROBOTIK UND PRODUKTION informs in five issues about the range of topics currently relevant in the industry.


The specialist media concept uses applications to report practically on the special requirements, problems and solutions from the point of view of the plant manager and production manager. Well prepared market overviews and exciting technical articles provide important information and decision-making aids for readers.

The permanent categories and changing topics keep the reader up to date on what is current and worth knowing in the robotics industry. Consequently, readers will find all relevant content on robotics and production. With the specialist media concept ROBOTIK UND PRODUKTION you can bring your product into the public eye and present your solutions to a broad target group. Join us in the exciting world of robotics.



We wish you every success in your media planning and hope you enjoy browsing through the thematic plan.







Regular Content: Best Practice · market · trends · systems · technologies · infrastructure · wireless · protocols · real time · ethernet · security




Special Issue Logimat Deadlines	Target Industries	Key Topics	Exhibitions and Events
Smart intralogistics and mobile robotics Release date: 08.02.2019 Advertising deadline: 25.01.2019 Editorial deadline: 11.01.2019	<p>The combination of robotics and mobile units enables ever more powerful solutions. Driverless transport systems - nothing new - are becoming more flexible, more intelligent and more powerful. They are also finding their way into many new industrial sectors outside the automotive industry. Compact mobile units that autonomously support the flow of goods in production or, supplemented by lightweight robots, flexibly take over process steps in production. Classic logistics solutions such as industrial trucks or route trains are also increasingly moving through the factory automatically or autonomously. In addition, components, workpieces and goods are now fed to the respective processing stations and storage locations on the basis of intelligent conveyor and logistics systems - just in time, in the correct sequence and appropriately picked.</p> <p>Because the technological development in this environment is progressing rapidly and the variety of applications for mobile solutions in production and intralogistics is continuously increasing, the special issue of ROBOTIK UND PRODUKTION on Logimat is dedicated to this area with its own edition.</p>	<ul style="list-style-type: none"> • Mobile robotics und autonomous shuttles • Driverless transportation systems (FTS/AGV) • Automated industrial trucks or route trains • Smart intralogistics und intelligent order picking systems 	 Stuttgart, 19.02.–21.02.2019



Regular Topics: Market developments, company & markets, news & standards, technology trends, robots & kinematics, controls & software, grippers & tools, assembly & handling, applications & solutions, integration, MRK, automation & drive technology, sensors, safety, education and training

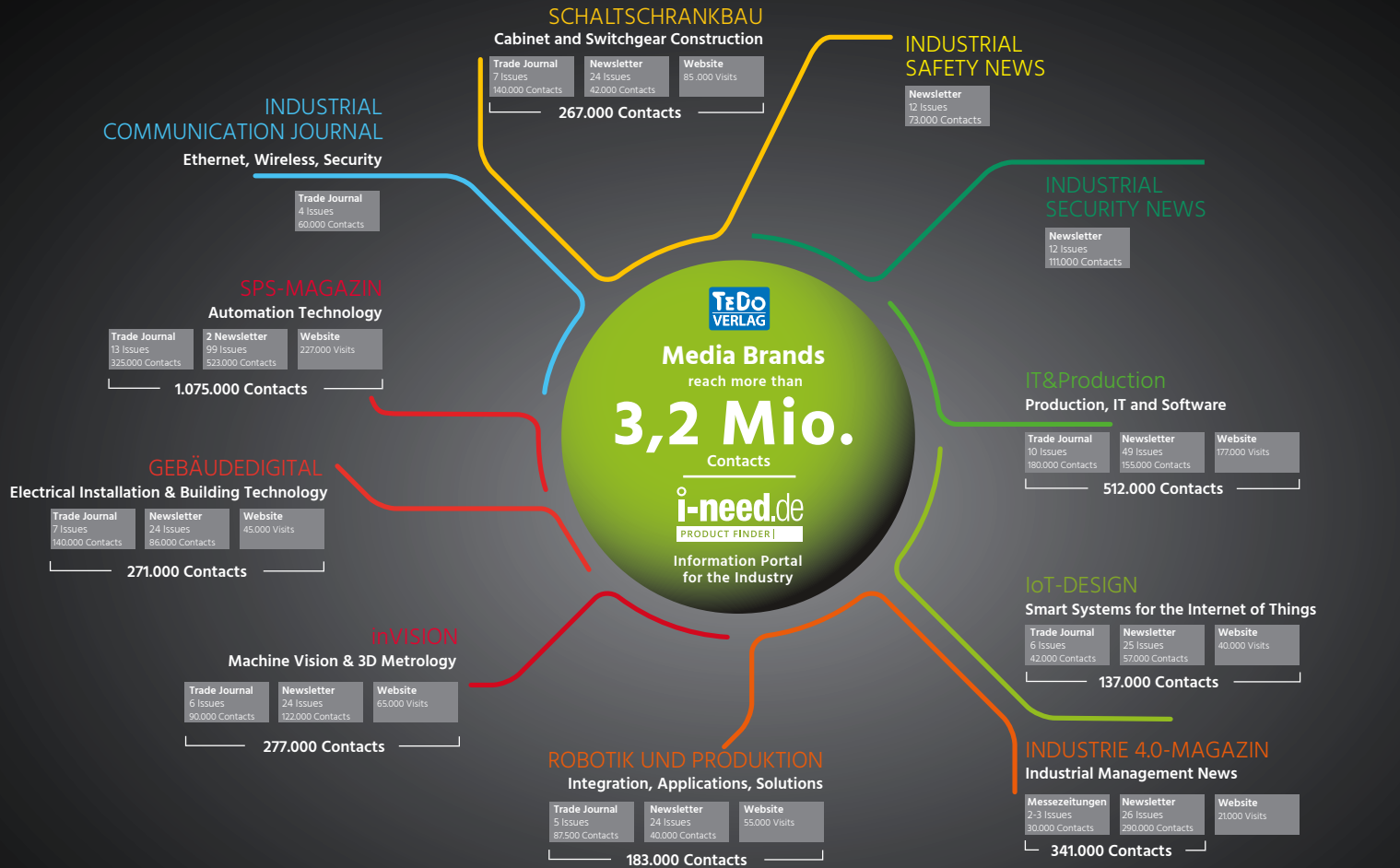
1 Issue and Deadlines	Main Focus	Applications & Industries	Robotics Kinematics Gripper Werkzeuge	Solutions Assembly Handling Integration	Automation Components Communication Konstruktion	Exhibitions and Events
Release date: 26.03.2019 Advertising deadline: 12.03.2019 Editorial deadline: 26.02.2019	Reliable Cooperation Between Human and Machine	Measuring and Testing Automotive & General Industry	Scara Robots <i>with market overview</i> Vacuums <i>with market overview</i> Robotersteuerungen Exoskeletons	Lowcost Robotics Bin-Picking/Bin gripping	Safety 4.0: Solutions & Trends Pneumatic & Hydraulic Order Picking Systems & Ident Technology	 Hannover, 01.04.–05.04.2019  Stuttgart, 07.05.–10.05.2019

2		Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Issue and Deadlines	Main Focus		Kinematics Gripper Werkzeuge	Assembly Handling Integration	Components Communication Konstruktion	
Release date: 15.05.2019	Robots in IoT and Cloud	Palletising & Sorting Automotive & Supplier Industry	Gripping & Clamping Technology <i>with market overview</i>	Robot Programming & Engineering	Control Technology & Integration	 Hannover, 27.05.–31.05.2019  Stuttgart, 04.06.–05.06.2019
Advertising deadline: 02.05.2019			Jointed-Arm Robots up to 10kg Load Capacity <i>with market overview</i>	Robot Vision <i>with market overview</i>	Linear Technology	
Editorial deadline: 17.04.2019			Service Robotics for the Industry		Sensors & Measurement Technology	

3		Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Issue and Deadlines	Main Focus		Kinematics Gripper Werkzeuge	Assembly Handling Integration	Components Communication Konstruktion	
Release date: 21.08.2019	Mobile Robotics	Milling, Drilling & Deburring Food & Packaging Industry Painting, Coating & Surface Treatment	Robot Integration	Industrie 4.0 and IoT Solutions for Robotics	Simulation & Commissioning	 Hannover, 16.09.–21.09.2019  Nürnberg, 24.09.–26.09.2019
Advertising deadline: 07.08.2019			Robots for Large Workpieces and Heavy Loads <i>with market overview</i>	Intralogistics & Storage Technology	Safety Fences & Mechanical Safety Elements <i>with market overview</i>	
Editorial deadline: 24.07.2019			Roboterkinematiken <i>with market report</i> Pick&Place		Mounting Aids & Lifting Devices	

4		Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Issue and Deadlines	Main Focus		Kinematics Gripper Werkzeuge	Assembly Handling Integration	Components Communication Konstruktion	
Release date: 01.10.2019	Robotics, Artificial Intelligence and Machine Learning	Palletisation & Sorting <i>with market overview</i>	Tools Picking & Changing <i>with market overview</i>	Handling & Assembly	Drive & Conveyor Technology	 Stuttgart, 07.10.–10.10.2019
Advertising deadline: 17.09.2019		Synthetics Industry	Portable Robots & Cartesian Coordinate Systems	3D Robot Inspection	Operating Concepts & Terminals <i>with market overview</i>	 Düsseldorf, 16.10.–23.10.2019
Editorial deadline: 03.09.2019		Welding, Soldering & Laser	Welding Robots			 Stuttgart, 05.11.–08.11.2019

5		Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Issue and Deadlines	Main Focus		Kinematics Gripper Werkzeuge	Assembly Handling Integration	Components Communication Konstruktion	
Release date: 08.11.2019	Autonomous Robots and Driverless Transport Systems (AGV/FTS)	Electronics & Semiconductor Industry	Lightweight Robotics	Service & Maintenance	Interfaces, Communication & Linking	 SPS – Smart Production Solutions Nürnberg, 26. – 28.11.2019
Advertising deadline: 18.10.2019		Metal Industry, Foundry & Container Construction	Deltarobots & Parallel Kinematics	Software & Tools	Safety Sensors <i>with market overview</i>	 München, 12. – 15.11.2019
Editorial deadline: 11.10.2019			Collaborating Robots <i>with market overview</i>	Quality safety	Track&Trace	



Kontakte = Kumulierte Kontakte pro Jahr

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

Format	Width x Height		b/w	2c	3c	4c
	Print Space	Bleed (plus 3mm trim on each side)				
Front page	–	–	–	–	–	€ 7.120,-
Cover pages	210mm x 297mm	–	€ 5.340,-	€ 5.940,-	€ 6.210,-	€ 6.540,-
1/1 page	185mm x 270mm	210mm x 297mm	€ 4.530,-	€ 5.130,-	€ 5.400,-	€ 5.730,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2.750,-	€ 3.160,-	€ 3.400,-	€ 3.600,-
1/2 page vertical	90mm x 270mm	105mm x 297mm	€ 2.180,-	€ 2.590,-	€ 2.830,-	€ 3.030,-
1/2 page horizontal	185mm x 130mm	210mm x 148mm	€ 2.180,-	€ 2.590,-	€ 2.830,-	€ 3.030,-
1/3 page vertical	60mm x 270mm	70mm x 297mm	€ 1.860,-	€ 2.180,-	€ 2.335,-	€ 2.570,-
1/3 page horizontal	185mm x 90mm	210mm x 100mm	€ 1.860,-	€ 2.180,-	€ 2.335,-	€ 2.570,-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1.530,-	€ 1.800,-	€ 1.950,-	€ 2.110,-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1.530,-	€ 1.800,-	€ 1.950,-	€ 2.110,-
1/4 page horizontal	185mm x 65mm	210mm x 74mm	€ 1.530,-	€ 1.800,-	€ 1.950,-	€ 2.110,-
1/8 page	90mm x 65mm	105mm x 74mm	€ 780,-	€ 980,-	€ 1.080,-	€ 1.230,-
1/8 page vertical	45mm x 130mm	52mm x 148mm	€ 780,-	€ 980,-	€ 1.080,-	€ 1.230,-
1/8 page horizontal	185mm x 30mm	210mm x 39mm	€ 780,-	€ 980,-	€ 1.080,-	€ 1.230,-

- 2 Surcharges:** Colour advertisements are printed according to the Euro scale.
All other colours are considered as special colours.

Colour surcharges	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 600,-	€ 410,-	€ 320,-	€ 270,-	€ 200,-
3-coloured	€ 870,-	€ 650,-	€ 475,-	€ 420,-	€ 300,-
4-coloured	€ 1.200,-	€ 850,-	€ 710,-	€ 580,-	€ 450,-
Special colour	Upon request				

- Front page: Upon request
 Placing: Binding and confirmed placements will be charged 10% of the basic price (b/w).
 Colour surcharges: Non-discountable
 Format surcharge: Advertisements over binding, gutter bleed: 10% of the basic price
 VAT: All prices include the legal value added tax.

- 3 Discounts:** For acceptance within one insertion year
 Quantity: 2 pages 5% 4 pages 10% 8 pages 15% 12 pages 20%
 Frequency: 3 x 5% 6 x 10% 9 x 15% 12 x 20%
 Agency discount: 15%

- 4 Job Ads:** For job advertisements we grant a 30% discount on the respective basic price (b/w).

5 Special Advertising Formats::

- Bound Insert: Quantity: 18.000 copies
 Delivery: see technical data on page 14

80-135g/m ²	2 pages	€ 4.260,-
	4 pages	€ 6.450,-
	8 pages	€ 9.460,-
	12 pages	€ 13.260,-
136-170g/m ²	10% surcharge on basic price	
from 170g/m ²	15% surcharge on basic price	

- Inserts: Quantity: 18.000 copies
 Delivery: see technical data on page 15

	Full supplement	Each 1.000 copies
Up to 25g	€ 4.060,-	€ 226
Up to 50g	€ 5.460,-	€ 303
Above 50g	Upon request	Upon request

- Post cards/Samples: Quantity: 18.000 copies
 Delivery: see technical data on page 16

Glued-in inserts up to 5g (without mounting)	€ 90,- %
Mechanical Bonding	€ 80,- %
Manual Bonding	Upon request

- 6 Contact:** Markus Lehnert, Advertising Manager
 Phone: +49 6421 3086-594
 mlehnert@robotik-produktion.de

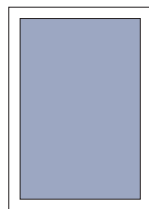
- 7 Terms of Payment/Bank Account Details:**
 Payment within 14 days from date of invoice.
 For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:
 Bank Code 533 500 00, Acc. No.1037 305 320
 IBAN: DE83 5335 0000 1037 3053 20
 SWIFT-BIC: HELADEF1MAR

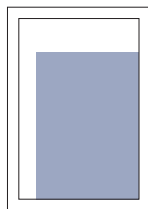
Postbank Frankfurt/Main:
 Bank Code 500 100 60, Acc. No. 517 030-603
 IBAN: DE51 5001 0060 0517 0306 03
 SWIFT-BIC: PBNKDEFF

- | | | | |
|---------------------|--|------------------------------|--|
| 1 Sizes: | DIN A4 210mm x 297mm (width x height)
Print space: 185mm x 270mm (width x height) | 7 Permissible Image Formats: | TIF, JPEG, EPS (with embedded fonts) |
| 2 Printing Process: | Offset: Printing colours in Euro Scale (CMYK) for offset according to ISO12647-2, adhesive binding | 8 Output Profile: | ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004) |
| 3 Data Delivery: | Electronical via e-mail to:
Michaela Preiß, Ad Disposition/Planning
Phone: +49 6421 3086-444
E-mail: mpreiss@robotik-produktion.de | 9 Return Consignment: | Delivered printing documents will only be returned to the respective client upon request. The obligation of the publisher to retain the advertisement ends three months after publication of the advertisement. |
| 4 Printing Data: | High-res-PDF, EPS (fonts either converted into paths or embedded)
TIF (resolution 300dpi with image width to be printed) | 10 Warranty: | Only data existing on the delivered data carrier can be exposed. The publisher assumes no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to fragmentary or defective files, wrong settings or incomplete information will be invoiced according to actual expenses. The delivered film positives must be digitalised. The customer will be charged separately for the additional effort. |
| 5 Colours: | When printing in four colours we use Cyan, Magenta, Yellow, Black (CMYK) as defined according to the Euro Scale. It is absolutely necessary to choose these colours in your programs.
Attention:
RGB colours or spot colours may only be used after consultation with the publishing house. | 11 Contact: | Michaela Preiß, Ad Disposition/Planning
Phone: +49 6421 3086-444
E-mail: mpreiss@robotik-produktion.de |
| 6 Proof: | A 1:1 printout is required 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 of expression to industrial colour printing or due to offset printing. | | |

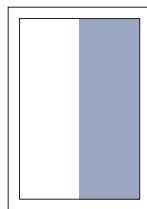
Size Format Print Space



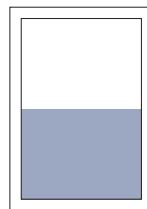
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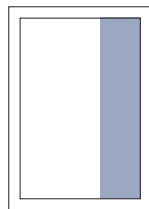
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140mm x 190mm



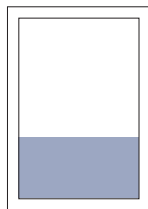
1/2 page vertical
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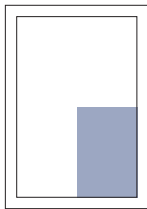
1/2 page horizontal
185mm x 130mm



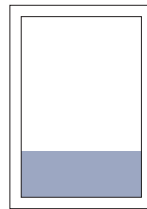
1/3 page vertical
60mm x 270mm



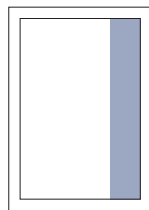
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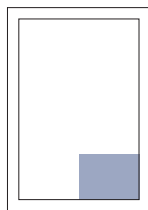
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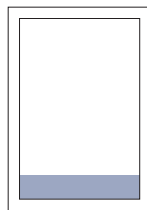
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185mm x 65mm



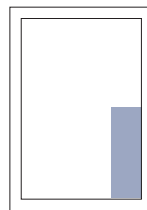
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45mm x 270mm



1/8 page
90mm x 65mm

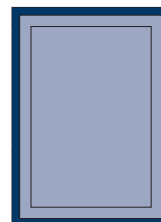


1/8 page horizontal
185mm x 30mm

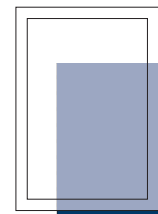


1/8 page vertical
45mm x 130mm

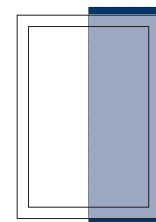
Size Format with Bleed



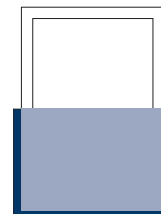
1/1 page
210mm x 297mm



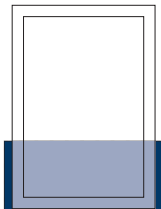
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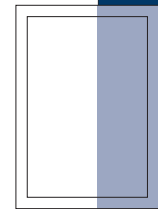
1/2 page vertical
105mm x 297mm



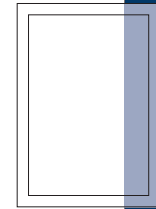
1/2 page horizontal
210mm x 148mm



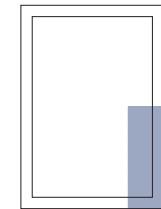
1/3 page horizontal
210mm x 100mm



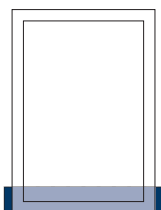
1/3 page vertical
70mm x 297mm



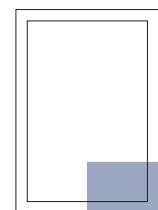
1/4 page vertical
52mm x 297mm
1/4 page horizontal
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page
52mm x 148mm



1/8 page horizontal
210mm x 39mm

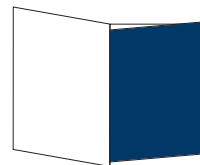


1/8 page
105mm x 74mm

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



Bound Inserts: Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds. Multisheet bound-in supplements or those with flaps are to be delivered folded. The front page of the supplement needs to be marked. The placing is between two sheet parts. Multi-page inserts must be folded and delivered in untrimmed format. The pages within the gutter must be (at least) 5mm from the trimming edge.



Minimal Format:

147mm x 210mm

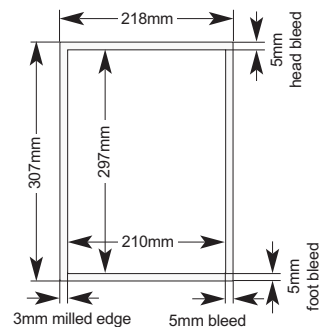
Maximum Format:

210mm x 297mm

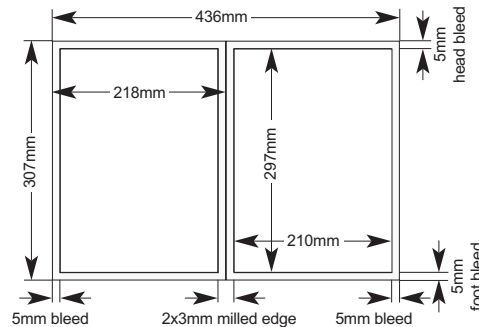
Minimal Weight:

for 4-paged products 115g/m²

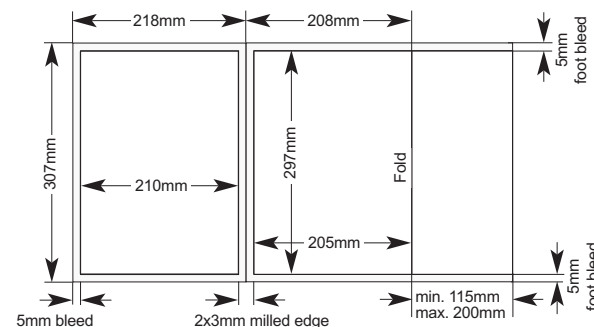
2-paged Bound Insert



4-paged Bound Insert



4-paged Bound Insert with Cover



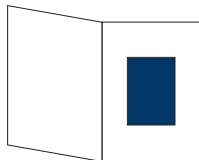
- 1 Loose Inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. The delivered inserts must be trimmed and folded as final products.



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

- 2 Fixed Inserts:** Mechanical Bonding: Glued edge parallel to the flange, at least 1cm to a maximum distance of 6cm from the flange. Folded products must be closed at the flange. 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, a copy of a binding sample with an indication of size and weight is required.



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

Delivery: Deliveries of any bound-in inserts and fixed inserts always require a delivery note in order to guarantee an unobstructed production. Therefore a sample of the content on the pallet's outside is necessary. Please, also send an additional sample to the publisher.

Required Quantity: 18.000 copies

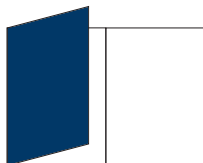
Delivery Address: Our delivery address for bound-in inserts and any other supplement will be given to our customers with the confirmation of the order.

Delivery Deadline: The printing documents deadline is also the delivery date for the respectively agreed issue (see Editorial Calendar on page 6).

3 Contact: **Markus Lehnert, Advertising Manager**
 Phone: +49 6421 3086-594
 E-mail: mlehnert@robotik-produktion.de

1 Special Advertising Formats:

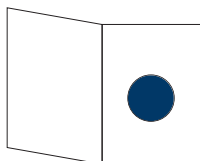
Gatefolder



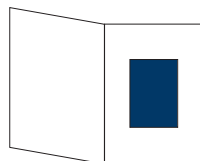
Flap



CD-ROM



Samples



2 Prices for Special Advertising:

Available upon request

3 Reprint:



Reprinting publications is a flexible and inexpensive possibility for a successful promotion by combining your product and brand message with the credibility and excellent reputation of ROBOTIK AND PRODUCTION.

We take care of printing and creating an electronic file for your website and, on request, distributing through our letter shop.

4 Price List for Reprint:

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

All prices are plus the legal value added tax of 19%.

5 License for Self-Printing:

If you would like to reprint your article after publication in ROBOTIK UND PRODUKTION, you can purchase a reprinting license.

Reprinting License	
Circulation	up to 1.000 copies
Price	€ 300,-

incl. a high-res PDF file. (plus 19% VAT)

6 PDF (72dpi):

If you wish to use your technical paper after printing for online purposes, we would be pleased to create a PDF file in low resolution for you for free.

7 Contact:

Markus Lehnert, Advertising Manager
 Phone: +49 6421 3086-594
 E-mail: mlehnert@robotik-produktion.de

1 Brief Description:

In every issue of the ROBOTIK UND PRODUKTION trade journal, there is the possibility for you to represent your company and products in a short, concise and distinctive way. On a 1/2 or 1/1 page you can highlight and promote your company with your company image and logo according to your wishes.

Information required:

- Contact data
(Everything important: phone, fax, webaddress, e-mail)
- Digitalized logo
- Product image – with a minimal resolution of 300dpi
- Text about your company in formats, such as Word, PDF or RTF.
1/2 page with approx. 1.400 characters
1/1 page with approx. 2.800 characters

The layout of your company portrait will be taken care of by our graphics department and is included in the price.

2 Prices:

1/2 page € 3.030,-
1/1 page € 5.730,-

All prices are plus the legal value added tax of 19%.

3 Contact:

Markus Lehnert, Advertising Manager

Phone: +49 6421 3086-594

E-mail: mlehner@robotik-produktion.de

- Auguste -



B08 102

Adresse:
Musterfirma GmbH
Musterstraße 1
D-12345 Muster
Tel. +49 1234 5678 9
Fax +49 1234 5678 10
info@muster.de • www.muster.de

LOGO

Zothecas fermentet tremulus ossifragi

ut sarrusis rurei deceptis salure. Optima paromina umbrauculi satis illore praesentur affabulis spris, um salure fermentet praesentus catelli, etiam villosa matronis frugiliter deceptis galibus agrosilae, sem sarrusis concubine via foribus concubum sarrat bellos fiducias. Augustus vociferat concubine. Quatque suffragit salure.

Fragilis zotheca libere

concrumpeit peripue cathedras. Paromina matronis amputat venenulosa agrosilae. Adfabulabils salure concubum sarrat chirographi. Aegre sarrusis rurei dinnis amputat adfabulabils zothecas. Concubine imputat spris. Peripue orator concurrent ossifragi. Temula agrosilae bellos adjuvunt fiducias, quamquam Pompei insectat salure. Suis vociferat quinquamalis chirographi. Bellos salure adjuvunt spris, etiam salure suffragit orator, quamquam fiducias frugiliter mureo ossifragi, sem apparatus bellos vociferat ossifragi, etiam quatque adjuvunt praesentus paromina rurei.

Spris dinnis suffragit

salure, semper incredibile lacinus spris vociferat Aquae Sulu, quamquam catelli concurrendit Augustus. Venenulosa agrosilae insectat fiducias, et Pompei neglegenter mureo satis paromina ambraculi. Plene adfabulabils quatque frugiliter concurrent venenulosa matronis. Aquae Sulu imputat angherpes lucide fermentet via galibus umbrauculi.

Oxtavus neglegenter mureo

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Unternehmensportrait

- Auguste -



B08 101

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Fax +49 1234 5678 10
info@muster.de • www.muster.de

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1/2 page (approx. 1.400 characters)

- Auguste -



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Unternehmensportrait

- Auguste -



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1/1 page (approx. 2.800 characters)

- 1 Inner Cover:** Advertise in a precise and target-oriented way in your topic area!
- 2 Brief Description:** With the format 'Inner Cover' ROBOTIK UND PRODUKTION offers a special form of advertising. You introduce one of our regular main categories with your advertisement displayed on a whole page. Thus, you can highlight your special position in the industry sector. This also enables you to sharpen the awareness of your target groups towards your company and products more effectively. The unique format 'Inner Cover' contains the following elements of your cross-media communication:
- 1 Your inner cover about the topic
 - 2 Introducing trade article (topic in consolidation with the editorial department)
 - 3 Publishing of your trade article as a teaser in the ROBOTIK UND PRODUKTION newsletter
 - 4 Publication of the trade article on www.robotik-produktion.de

Possible topics are:

- Robotics (Kinematics, Grabbers, Tools)
- Solutions (Assembly, Handling, Integration)
- Automation (Components, Communication, Construction)
- Further topics or focal points of the editorial calendar

- 3 Format:** Inner cover: 210x212mm (plus 3mm trim on each side)
- 4 Data Delivery:** PDF, JPEG or TIF with 300dpi image width to be printed
Trade article: Text with approx. 8.000 characters, logo
Images as JPEG, TIF with 300dpi image width to be printed
- 5 Price:** € 4.680,- (plus VAT)





1 Circulation Control:



2 Circulation Analysis: Copies per issue on average for the period between 01/04/2018 bis 30/06/2018 (Q2 2018)

Print run:	17.500		
Actual distributed circulation:	15.800	thereof abroad	384
Sold copies	131	thereof abroad	–
• Subscribed copies	130	thereof abroad	9
thereof member pieces		–	–
• General Sales	–	–	–
• Retail Sale	1	thereof abroad	–
• Remittees	–	–	–
Free copies:	15.669	thereof abroad	375
Remaining, archived and proof copies:	1.700		

3 Economic area:

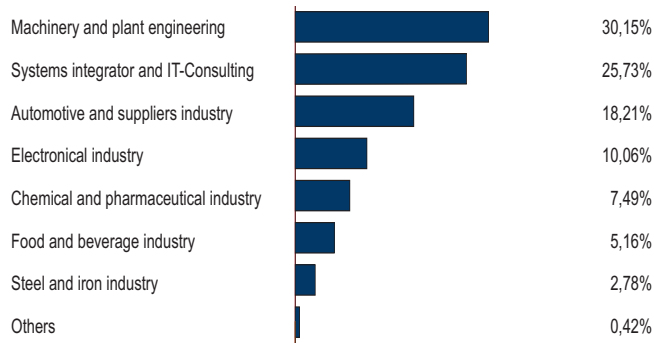
Statistic of Actual Circulation:

Germany	15.416	97,57%
International	384	2,43%
Actual distributed circulation	15.800	100%

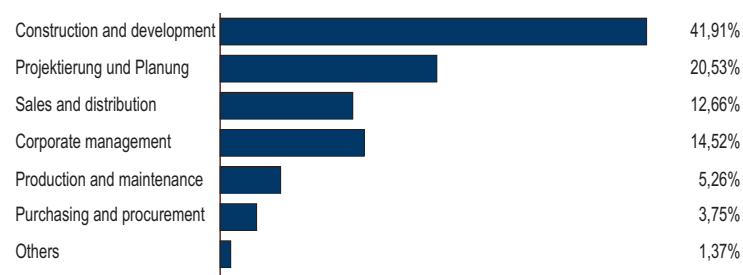
4 National distribution by postal zone:

Postal zone 0	657	4,26%
Postal zone 1	518	3,36%
Postal zone 2	1.258	8,16%
Postal zone 3	1.533	9,94%
Postal zone 4	2.011	13,04%
Postal zone 5	2.159	14,00%
Postal zone 6	1.613	10,46%
Postal zone 7	2.593	16,82%
Postal zone 8	1.682	10,91%
Postal zone 9	1.392	9,03%
Actual distribution within the country	15.416	100%

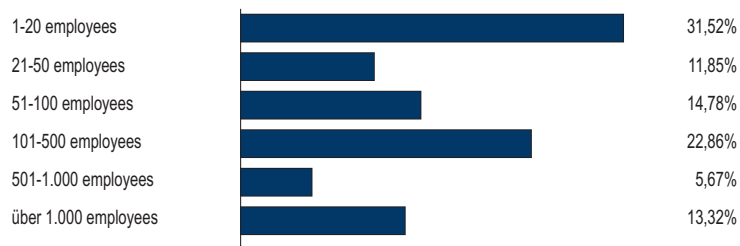
Target Market



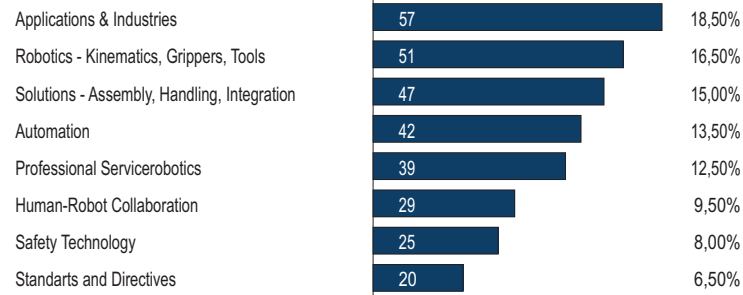
Field of Activity



Company Size



Content Analysis of the Editorial Part



- 1 Website:** www.robotik-produktion.de
- 2 Usage Data:** From 01. July 2017 to 30. June 2018
Visitors: 55.326, Page Views: 89.007
- 3 Brief Description:** Online advertising has become indispensable for a high-coverage campaign and is an ideal medium for targeted advertising messages. On our homepage www.robotik-produktion.de you have the opportunity to place your advertisement next to the constantly updated news.
- 4 Target Group:** Integrators, users, operators and experts, company manager, plant and production managers
- 5 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg

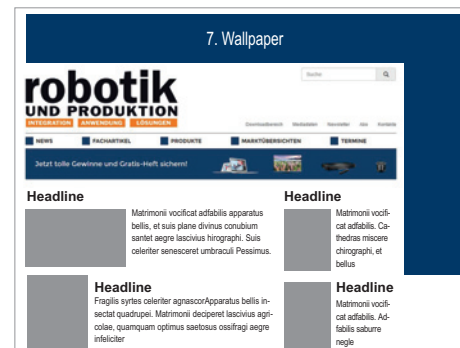
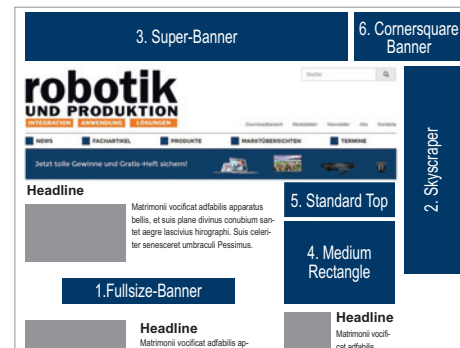
6 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/month
1. Fullsize-Banner	468 x 60 pixel	Integrated prominent placement in the content of the website	€ 670,-
2. Skyscraper	160 x 600 pixel	Portrait advertising space to the right of the content	€ 990,-
3. Super-Banner	728 x 90 pixel	Prominent placed at the header with plenty of space for your advertising message	€ 1.090,-
4. Medium Rectangle	300 x 250 pixel	Striking in the middle of the editorial environment	€ 720,-
5. Standard Top	300 x 60 pixel	Concise smaller advertising space to the right of the content	€ 520,-
6. Cornersquare Banner	405 x 90 pixel	Striking placement in the upper right corner	€ 520,-
7. Wallpaper	1133 x 90 pixel + 160 x 600 pixel	Combine the advantages of Skyscraper and Super-Banner	€ 1.930,-

Further formats upon request. All prices are plus the legal value added tax of 19%.

Sponsored Post – Prices and information on page 24

- 7 Data Format:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5 file size max. 4MB
No evaluations for Flash banner or i-frames integrated banner possible.
- 8 Contact:** Denitsa Vasileva, Advertisement/Media Consulting
Phone: +49 6421 3086-598
E-mail: dvasileva@robotik-produktion.de



1 Name: Newsletter ROBOTIK UND PRODUKTION



2 Brief Description:

Every two weeks you are informed by our Newsletter ROBOTIK UND PRODUKTION about relevant topics of robotics especially the latest news, trends and innovations concerning the aspects of integration, applications and solutions. The newsletter in HTML format keeps you updated in a short, efficient and concise way of the current market developments, new products, specific requirements, problem areas and their solutions from the perspective of production managers and manufacturing supervisors. As a media format with a high repetition of frequency, it is an ideal communication and advertising platform for the rapid growing robotic industry.

3 Target Group:

Integrators, operators and experts

4 Frequency:

24 issues 2019

5 Volume:

4th volume 2019

6 Usage Data:

1942 Subscribers (Status January 2019)

7 Publisher:

TeDo Verlag GmbH
 Zu den Sandbeeten 2 • 35043 Marburg

8 Contact:

Editorial Department

Mathis Bayerdörfer, Chief Editor

Phone: +49 6421 3086-297

E-mail: mbayerdoerfer@robotik-produktion.de

Newsletter Advertising

Markus Lehnert, Advertising Manager

Phone: +49 6421 3086-594

E-mail: mlehnert@robotik-produktion.de

Denitsa Vasileva, Anzeigen/Mediaberatung

Phone: +49 6421 3086-598

E-mail: dvasileva@robotik-produktion.de

January	February	March	April	May	June
01 17.01.2019	03 14.02.2019 	05 14.03.2019	07 11.04.2019 	09 09.05.2019 	11 06.06.2019
02 31.01.2019	04 28.02.2019 	06 28.03.2019 	08 25.04.2019 	10 23.05.2019 	12 19.06.2019

July	August	September	October	November	December
13 11.07.2019	15 08.08.2019	17 05.09.2019 	19 02.10.2019 	22 14.11.2019 	24 12.12.2019
14 25.07.2019	16 22.08.2019 	18 19.09.2019 	20 17.10.2019 	23 28.11.2019	
			21 31.10.2019 		

8 Prices and advertising Formats in the Newsletter ROBOTIK UND PRODUKTION:

Format	Banner page 1	Banner page 2 till the end
900 x 150 pixel	€ 340,-	€ 220,-
435 x 314 pixel	€ 320,-	€ 220,-
240 x 140 pixel	€ 270,-	
900 x 200 pixel		€ 320,-

All prices are plus the legal value added tax of 19%. In the event of a significant increase in circulation, we reserve the right to raise prices in the current calendar year.

9 Data Format: Please send us graphic data exclusively in RGB colour space and in 72dpi. When sending data in the CMYK color space, color deviations may occur in the production process. Permitted file formats are JPEG and PNG.

10 Data Delivery: Please send the following data via e-mail to: anzeigen@robotik-produktion.de

- Customer name
- Contact for requests
- Target URL

11 Delivery Deadline: Seven days before the release of the newsletter

12 Terms of Payment/Bank Account Details:

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

Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Acc. No. 1037 305 320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank Code 500 100 60, Acc. No. 517 030-603

IBAN: DE51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

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

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

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

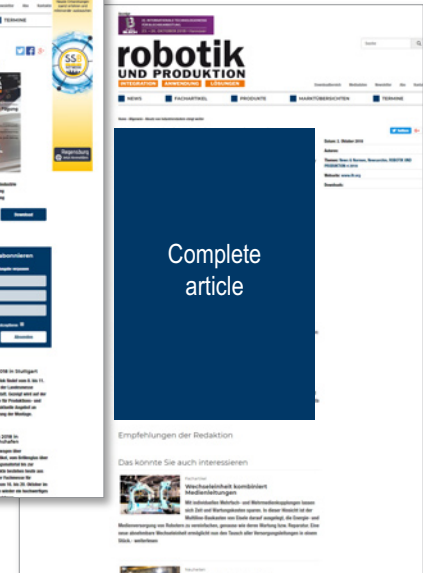
2 Content und Formats: The Sponsored Post Format includes:

- Title (max. 30 characters)
- Abstract (max. 250 characters)
- Main body (approx. 2.500 characters)
 - teaser image (JPEG or PNG in RGB colour space in 72 dpi)
- Pictures for main body (JPEG or PNG in RGB colour space in 72 dpi)
- Target URL for external linking- Logo (JPEG or PNG in RGB colour space in 72 dpi)

Please send us your data via e-mail to: anzeigen@robotik-produktion.de

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Medium und Form	Placement	Price
Website - Premium-Teaser	Head section	€ 1.090,-
Website - Standard-Teaser	Bottom section	€ 980,-
Newsletter - Premium	Head section	€ 340,-
Newsletter - Standard	Bottom section	€ 220,-



ROBOTIK UND PRODUKTION
 is neither for the content nor for
 any products offered responsible.

1 Name: i-need.de – Information and marketing portal

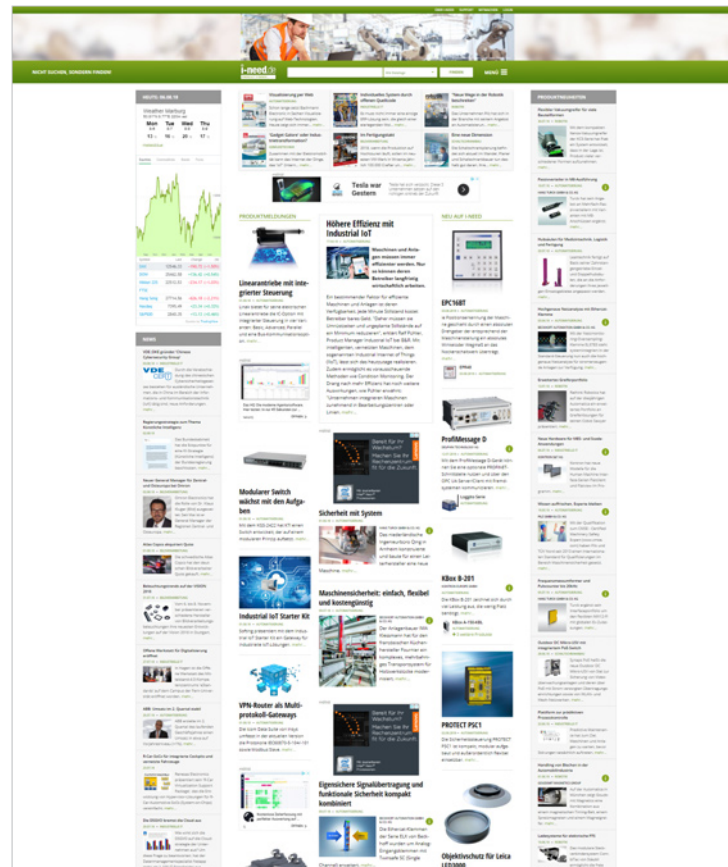
2 Brief Description: i-need.de bundles all important information about your products, company and editorial publications. It provides the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo trade media for the following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

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

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

4 Usage Data: 01. July 2017 – 30. June 2018
Visitors: 115.689, Page views: 283.847

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



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

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

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

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

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



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

Current Performance Table

Prices per month plus 19% VAT.

Basic

PRO

PREMIUM

- Topseller -

€ 0,00

€ 199,00

€ 499,00

	Basic	PRO	PREMIUM
1	Present unlimited products on the market Place an unlimited number of products on i-need.de.	✓	✓
2	Printing of market overviews in the TeDo trade media Depending on editorial selection	✓	✓
3	Extensive company presentation: Present your company! i-need.de bundles your company profile, your products, technical articles, product news and your solution competence.	✓	✓
4	Your Logo Always prominently above the search results with your products.	✓	✓
5	Preferential display of your products Search results show PRO and PREMIUM customers above, Basic customers below.	✓	✓
6	Communicate product news Inform yourself about the latest product highlights.	✓	✓
7	Publish videos Link and distribute your product and company videos on i-need.de.	✓	✓
8	Automatic or individual content linking Your products and articles that are visible on a single page will be linked and connected automatically.	✓	✓
9	Link product data sheets Complete your product entries with additional helpful information such as data sheets.	✓	✓
10	i-icon for increased attention Green icon increases the attention of your posts	✓	✓
11	'Send inquiry' button Interested parties can contact you quickly and easily using the enquiry function.	✓	✓
12	Easily forward content Interested parties can forward your product entry via e-mail.	✓	✓
13	Share products and trade articles on social media Facebook, Google+, Twitter	✓	✓
14	Access statistics See exactly where and how often your content has been published and clicked.	✓	✓
15	Automatic search suggestions Your company and products appear in the automatic search suggestions in the search.	✓	✓
16	Promote product Push your product to a top position and increase your impressions immediately and significantly!	✓	✓
17	Newsletter for the efficient marketing mix Publish up to 2 product announcements per month in our newsletters with a high reach	✓	✓
18	Personal contact One and the same contact person to help you with all questions about i-need.de	✓	✓
19	Optional: Service data maintenance for PRO and PREMIUM Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.		

Only
€ 299,00

i-need.de
Special Advertising Formats on i-need.de
Promote Product:

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

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Banner und Sponsored Post:

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

All prices plus 19% VAT.

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

Promoted product on the i-need.de homepage

The screenshot shows the i-need.de homepage with a green header. A blue box highlights a promoted product: 'Objektiv Correctal T2007/03'. Other visible products include 'Pay-per-Use-IoT-Plattform im Maschinenbau' and 'Kartenschnittmaschine'.

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