

# MEDIAKIT

# 2022

**SPS**  
MAGAZIN

Markets - Trends - Technology

Automation Technology

Drive Technology

Safe Automation

Sensors & Metrology

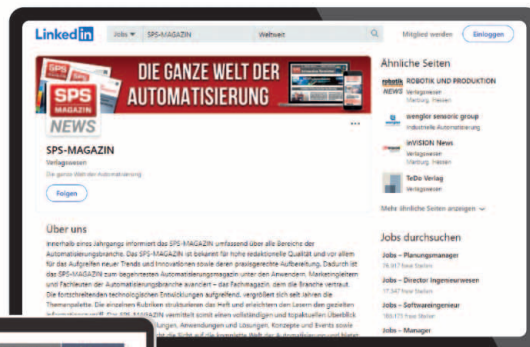
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## TRADE JOURNAL

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**1 Title:** SPS-MAGAZIN

**2 Brief Description:** Within one year the SPS-MAGAZIN informs comprehensively about all areas of the automation industry. The SPS-MAGAZIN is known for its high editorial quality and above all for taking up new trends and innovations as well as their practical preparation. As a result, the SPS-MAGAZIN has become the most popular automation magazine among users, marketing managers and experts in the automation industry – the trade magazine that the industry trusts. Taking up the advancing technological developments, the range of topics has been expanding for years. The individual sections structure the magazine and make it easier for readers to access specific information. The SPS-MAGAZIN thus provides a complete and up-to-date overview of all news and latest products, applications and solutions, concepts and events as well as trends and technologies. It provides an overview of the entire world of automation and thus offers the reader a holistic overview.

**3 Target Group:** Users and experts from the field of mechanical and plant engineering, integrators and solution providers, managing directors, production and plant managers

**4 Publication Frequency:** 13 x per year, plus 4 special issues  
INDUSTRIAL COMMUNICATION JOURNAL

**5 Format:** DIN A4

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Bound-in Inserts: 10 pages = 0.5%  
Publisher's Ads: 47 pages = 2.5%  
Inserts: 8 pieces



**Regular Content SPS-MAGAZIN:** Industry News • Control Technology • Novelties • Engineering & Digitization • Communication & IIoT • Safety & Security • Operating & Monitoring • Drive Technology • Sensors and Metrology

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>1 (Jan/Feb)</b>  Publication Date: <b>10.02.2022</b>  Advertising Deadline: <b>27.01.2022</b>  Editorial Deadline <b>13.01.2022</b>	<b>Small and Compact PLC-Systems</b> <i>with market overview</i>  <b>Embedded Hardware</b> <i>with market overview</i>	<b>Operating and Monitoring for the Smart Factory</b>  Voice and Gesture Control	<b>Servo Technology</b>  Axis Control and Motion Control  Drive Solutions for Conveyor Technology and Intralogistics	<b>Cobots and Safe Human/Robot Collaboration</b>  Firewalls for Production Networks	<b>Opto Sensors and Light Barriers</b>  Ident Technology and RFID	all about  automation Friedrichshafen 08. – 09.03.2022
	<b>Communication</b>	<b>Electromechanics and Components</b>	<b>Engineering &amp; Digitization</b>			
	Optical Waveguides Industrial Ethernet	Enclosures and Switch Cabinets	Development Environments for Automation			
<b>Product Overviews</b> see page 23	PC-based Controls  Embedded Systems	Tele Control and Remote Maintenance				







Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>2 (March)</b>  Publication Date: <b>03.03.2022</b>  Advertising Deadline: <b>17.02.2022</b>  Editorial Deadline <b>03.02.2022</b>	<b>AI in Control Technology</b>  <b>Embedded Operating Systems</b> <i>with market overview</i>  <b>Medium and Large PLC Systems</b> <i>with market overview</i>	<b>Industry Displays and Multitouch</b>	<b>Small Servos and Compact Drives</b>  <b>Engine and Transmission</b> <i>with market overview</i>  <b>Single Cable Technology and Daisy Chain</b>	<b>Safety Relays and Safety Small Controllers</b> <i>with market overview</i>  <b>Backup Strategies for Production Networks</b>	<b>Vision Sensors and Intelligent Cameras</b>  <b>Radar Level Measurement</b> <i>with market overview</i>	  <b>Frankfurt,</b> <b>23.03.2022</b>   <b>Automatisierungstreff</b> <small>17. - 19. März 2022   Kongresshalle Böblingen</small>  <b>Böblingen,</b> <b>29. – 31.03.2022</b>
	<b>Communication</b>	<b>Electromechanics and Components</b>	<b>Engineering &amp; Digitization</b>			
	OPC UA and TSN  Wireless in Production	IP65 and IP67: Decentralized Automation	Electrical CAD Systems <i>with market overview</i>			
<b>Product Overviews</b> see page 23		Display and Operating Devices				







Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>3 (Apr)</b> Publication Date: <b>24.03.2022</b> Advertising Deadline: <b>10.03.2022</b> Editorial Deadline <b>24.02.2022</b>	High-level Language Programming in Machine Control Combination Devices: PLCs with Integrated Operating Unit <i>with market overview</i>	Web Visualization and Browser-based Solutions	Artificial Intelligence in Drive Control Motor and Circuit Breakers <i>with market overview</i> Encoders & Position Sensors	Security Concepts for Remote Access Safe Drive Technology <i>with market overview</i>	Inductive and Capacitive Sensors Pressure Measurement Technology	 Böblingen, 29. – 31.03.2022
	<b>Communication</b> IoT-Gateways and Remote I/Os AS-Interface and IO-Link	Electromechanics and Components Overvoltage, Lightning and Arc Fault Protection	Engineering & Digitization Virtual Commissioning and Digital Twin			
<b>Product Overviews</b> see page 23	Fieldbus Products		Frequency Converter Servo Controller			



Issue and Deadlines	Industrial Protocols and Standards	Components and Solutions	Wireless and Mobile Communications	Cloud and IoT	Security and IT	Fairs and Events
<b>Industrial Communication Journal 1 (Apr)</b> Publication Date: <b>24.03.2022</b> Advertising Deadline: <b>10.03.2022</b> Editorial Deadline <b>24.02.2022</b>	Profibus and Profinet AS Interface Single Pair Ethernet (SPE) <i>with market overview</i>	OPC UA as Backbone for Smart Factory Communication Solutions for Drive Technology Serial Adapters for Ethernet	Industrial Mobile Communication Standards and Solutions	Industrial IoT & Digital Transformation M2M & Predictive Maintenance Data & Analytics Ethernet TSN & OPC UA	Redundant Communication (PSP, HSR etc.) Communicate Securely with FsoE IT and Data Security	 Böblingen, 29. – 31.03.2022   Halle, 18.05.2022
<b>Product Overviews</b>		OPC UA				

Regular Content SPS-MAGAZIN: Industry News • Control Technology • Novelties • Engineering &amp; Digitization • Communication &amp; IIoT • Safety &amp; Security • Operating &amp; Monitoring • Drive Technology • Sensors and Metrology

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>4 (Apr)</b>  Publication Date: <b>19.04.2022</b>  Advertising Deadline: <b>01.04.2022</b>  Editorial Deadline <b>22.03.2022</b>	Control Technology in IIoT and Cloud  Modular I/O Systems	Keyboards, Joysticks and Switches	Predictive Maintenance for Drive Technology  Linear Technology  IE3/IE4 Motors, Efficiency and Recuperation <i>with market overview</i>	Standards and Directives  Safety Services and General Services  Secure Wireless Systems	IO-Link Sensors  Opto Sensors and Photoelectric Sensors <i>with market overview</i>	 Hanover, 30.05. – 02.06.2022   Stuttgart, 03. – 06.05.2022   Nuremberg, 10. – 12.05.2022   Dusseldorf, 11. – 12.05.2022   Halle, 18.05.2022   Heilbronn, 18. – 19.05.2022
	<b>Communication</b>  Connection Technology for Fieldbuses  5G in Manufacturing	<b>Electromechanics and Components</b>  Cables and Cable Assembly  Power Supply Units, Power Supplies and UPS	<b>Engineering &amp; Digitization</b>  Engineering Systems for PLC			
	<b>Product Overviews</b> see page 23	Ethernet Components  Process Visualization Systems				



Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>5 (Hannover Messe)</b>  Publication Date: <b>17.05.2022</b>  Advertising Deadline: <b>03.05.2022</b>  Editorial Deadline <b>19.04.2022</b>	Automation Highlights at the Hannover Messe  S7 and Compatible Controllers <i>with market overview</i>	Key Figure Visualization, Analytics and Dashboards  Signaling Devices and Indicator lights	Drive Dimensioning, Apps and Configuration Tools  Frequency Converters and Drive Controllers <i>with market overview</i>	Security at the Threshold of IT and OT  Safety I/Os <i>with market overview</i>	Temperature Measurement and Thermography  Flow Measurement Technology <i>with market overview</i>	 Heilbronn, 18. – 19.05.2022   30.05. – 02.06.2022 Hanover,   Stuttgart, 31.05. – 02.06.2022   Michigan, USA 06. – 09.06.2022
	<b>Communication</b>  Decentralized Communication and I/O Modules for the Field Level	<b>Electromechanics and Components</b>  Cable Guides and Energy Chains	<b>Engineering &amp; Digitization</b>  Augmented and Virtual Reality (AR / VR)			
	<b>Product Overviews</b> see page 23	Industrial Computers				




Issue and Deadlines	Industrial Protocols and Standards	Components and Solutions	Wireless and Mobile Communications	Cloud and IoT	Security and IT	Fairs and Events
<b>Industrial Communication Journal 2 (May)</b> Publication Date: 17.05.2022 Advertising Deadline: 03.05.2022 Editorial Deadline 19.04.2022	Ethercat Modbus TCP/IP Sercos	Cables and Connection Technology Waveguides and Optic Fibre (LWL)	Machine-to-Machine Communication (M2M) MQTT and AMQP 5G in Manufacturing <i>with market overview</i>	Industrial IoT & Digital transformation M2M & Predictive Maintenance Data & Analytics Ethernet TSN & OPC UA	Norms and Standards for Safety and Security Communicate Securely via OPC UA IT and Data Security	
Product Overviews	Ethercat Components					


Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>6 (June)</b> Publication Date: 14.06.2022 Advertising Deadline: 31.05.2022 Editorial Deadline 17.05.2022	Project Management and Versioning Industrial Computer <i>with market overview</i>	Operating Elements for Machines and Plants	Decentralized Drive Solutions Encoders & Position Sensors Stepper and Stepper Motors <i>with market overview</i>	Access Rights and Access Protection Safety Light Curtain <i>with market overview</i>	Profile and 3D Sensors Condition Monitoring und Predictive Maintenance	 AUTOMATION Baden-Baden, 28. – 29.06.2022  automatica Munich, 21. – 24.06.2022
	Communication Modems and Mobile Radio <i>with market overview</i> Protocol Converters, Gateways and Multiprotocol Solutions Modems	Electromechanics and Components Connectors and Cable Bushings	Engineering & Digitization Tablet/Smartphone Tools and Apps			
Product Overviews see page 23		Displays, Touchscreens, Keyboards and Peripheral Products				

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Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>7 (July)</b> Publication Date: <b>19.07.2022</b> Advertising Deadline: <b>05.07.2022</b> Editorial Deadline <b>21.06.2022</b>	IEC61131-3 and Codesys PC-based Control Systems <i>with market overview</i>	Industrial Displays and Panels for extreme Environments	Power Electronics and Brake Resistors Soft Starter and Motor Starter	Software Modules for Security Functions Safety Switches and Door Tumblers <i>with market overview</i>	Filling Level Measurement Colour Measuremen <i>with market overview</i>	
	Communication	Electromechanics and Components	Engineering & Digitization			
	Industrial IoT and Cloud Fieldbus Communication <i>with market overview</i>	Energy Distribution	Condition Monitoring and Predictive Maintenance			
<b>Product Overviews</b> see page 23		Cables, Wires and Plug Connectors				


Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>8 (Aug)</b> Publication Date: <b>02.08.2022</b> Advertising Deadline: <b>15.07.2022</b> Editorial Deadline <b>04.07.2022</b>	PLC Programming PC-based Control Systems (integrated Systems) <i>with market overview</i> Machine Control and CNC	Telecontrol and Remote Maintenance <i>with market overview</i>	Robotics and Integration Linear Technology <i>with market overview</i>	Safety Controls <i>with market overview</i> Safety meets Security in the Digital Factory	Ultrasonic Measurement Technology Temperature Measurement <i>with market overview</i>	<b>ACHEMA2022</b> Frankfurt, 22. – 26.08.2022  Internationale Ausstellung für Metallbearbeitung Stuttgart, 13. – 17.09.2022  MSA Spezialmaschinen Form- & Fabrikautomation Ludwigshafen, 14.09.2022
	Communication	Electromechanics and Components	Engineering & Digitization			
	Connection Technology for Industrial Ethernet M2M and Remote	Power Supplies and Uninterruptible Power Supplies (UPS)	Artificial Intelligence and Machine Learning			
<b>Product Overviews</b> see page 23			Drive Technology			

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>9 (Sep)</b>  Publication Date: <b>02.09.2022</b>  Advertising Deadline: <b>18.08.2022</b>  Editorial Deadline <b>03.08.2022</b>	Control Development with Container Technology and Docker  Microcontrollers <i>with market overview</i>	Retrofit for Operating and Visualization Concepts	Motion Control meets Machine Learning  Drive Solutions for Assembly and Handling  All Drive Suppliers <i>with market overview</i>	Optical und Acoustic Signal Devices <i>with market overview</i>  Safety from IoT and Cloud	Profile and 3D Sensors  Pressure Measurement Technology	 Chemnitz, 28. – 29.09.2022   Stuttgart, 04. – 06.10.2022   Stuttgart, 04. – 07.10.2022
	Communication	Electromechanics and Components	Engineering & Digitization			
	From IoT into the Field: Consistent Communication in the Factory	Cables, Wires, Cable Glands and Cable Bushings	Faster Engineering with Digital Twin and Simulation			
<b>Product Overviews</b> see page 23			CAD Engineering			


Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>10 (Oct)</b>  Publication Date: <b>23.09.2022</b>  Advertising Deadline: <b>08.09.2022</b>  Editorial Deadline <b>24.08.2022</b>	Automation with Raspberry Pi, Arduino and Co.  Platforms and Ecosystems for Control Development	Machine Visualization <i>with market overview</i>	Drive Dimensioning, Apps and Configuration Tools  Frequency Inverter and Drive Controllers <i>with market overview</i>	Safety Foot Switches and Floor Mats <i>with market overview</i>  Plagiarism and Knowhow Protection	Temperature Measurement and Thermography  Flow Measurement Technology	 Bochum, 26.10.2022  <b>sps</b> smart production solutions Nuremberg, 08. – 10.11.2022
	Communication	Electromechanics and Components	Engineering & Digitization			
	Fieldbus and Ethernet Diagnosis  Wi-Fi, Bluetooth and NFC	Terminal Blocks and I/Os	Integration of Electrical Planning and Automation			
<b>Product Overviews</b> see page 23	PLC Systems					

Regular Content ICJ: Best Practice • Market • Trends • Systems • Technologies • Infrastructure • Industrial IoT • Wireless • Protocols • Realtime • Ethernet • Security

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Issue and Deadlines	Industrial Protocols and Standards	Components and Solutions	Wireless and Mobile Communications	Cloud and IoT	Security and IT	Fairs and Events
<b>Industrial Communication Journal 3 (Oct)</b> Publication Date: <b>23.09.2022</b> Advertising Deadline: <b>08.09.2022</b> Editorial Deadline <b>24.08.2022</b>	Ethernet/IP Varan Single Pair Ethernet (SPE) CAN/CANopen	Power over Ethernet (PoE and PoE+) Installation and Data Management	Wi-Fi for Industry <i>with market overview</i> Radio in the Field Level	Industrial IoT & Digital Transformation M2M & Predictive Maintenance Data & Analytics Ethernet TSN & OPC UA	Antivirus Software for the Industry Communicate Securely with Profisafe IT and Data Security	 Bochum, 26.10.2022  <b>spS</b> smart production solutions Nuremberg, 08. – 10.11.2022

Regular Content SPS-MAGAZIN: Industry News • Control Technology • Novelties • Engineering &amp; Digitization • Communication &amp; IIoT • Safety &amp; Security • Operating &amp; Monitoring • Drive Technology • Sensors and Metrology

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>11 (Nov)</b> Publication Date: <b>17.10.2022</b> Advertising Deadline: <b>30.09.2022</b> Editorial Deadline <b>19.09.2022</b>	Industrial PCs Programming Software for PLCs <i>with market overview</i>	Counters, Screen Recorder and Compact HMI	Decentralized Drives and Solutions Rotary Encoders and Position Sensors <i>with market overview</i> Drive Monitoring and Diagnostics	Holistic Safety Concepts Antivirus Software and Malware Protection for the Industry	IO-Link Sensors Inductive and Capacitive Sensors <i>with market overview</i>	 electronica Messe und Konferenz der Elektronik Munich, 15. – 18.11.2022  <b>spS</b> smart production solutions Nuremberg, 08. – 10.11.2022
	Communication Switches, Routers and Access Points Single Pair Ethernet (SPE) for the Industry	Electromechanics and Components Heating, Cooling, Air Conditioning	Engineering & Digitization App Stores for Automation and Industry			
<b>Product Overviews</b> see page 23					Sensors	

Issue and Deadlines	Industrial Protocols and Standards	Components and Solutions	Wireless and Mobile Communications	Cloud and IoT	Security and IT	Fairs and Events
<b>Industrial Communication Journal 4 (Nov)</b> Publication Date: <b>17.10.2022</b> Advertising Deadline: <b>28.09.2022</b> Editorial Deadline <b>19.09.2022</b>	Ethernet Powerlink CC-Link IO-Link <i>with market overview</i>	Diagnosis and (Remote) Maintenance IO Systems with Fieldbus/Ethernet Connection	NFC and Bluetooth LoRaWAN/NB-IoT/Sigfox/LPWAN Wifi6 and 5G: New Opportunities for the Industry	Industrial IoT & Digital Transformation M2M & Predictive Maintenance Data & Analytics Ethernet TSN & OPC UA	Security with RFID Access Protection and Firewalls Secure Communication with CIP Safety IT and Data Security	<b>sps</b> smart production solutions Nuremberg, 08. – 10.11.2022
<b>Product Overviews</b> see page 23		Industrial Ethernet Components				

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>12 (SPS-Fair)</b> Publication Date: <b>02.11.2022</b> Advertising Deadline: <b>18.10.2022</b> Editorial Deadline <b>03.10.2022</b>	Automation Highlights at the SPS OPC UA in Control Technology	Visualisation Systems <i>with market overview</i>	Servo Technology Motors for the Smart Factory <i>with market overview</i>	Emergency Pull-Wire Switches <i>with market overview</i> Secure Remote Maintenance via Cloud	Optical Sensors and Light Barriers Vision Sensors & Smart Cameras <i>with market overview</i>	<b>sps</b> smart production solutions Nuremberg, 08. – 10.11.2022
	Communication	Electromechanics and Components	Engineering & Digitization			
	5G in Automation and Manufacturing	Energy Guiding Systems and Connection Technology	Interfaces to MES Level and Corporate IT			
<b>Product Overviews</b> see page 23				Safety Products		



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Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>13 (Dec)</b>  Publication Date: <b>06.12.2022</b>  Advertising Deadline: <b>22.11.2022</b>  Editorial Deadline <b>08.11.2022</b>	<b>Decentralized I/O Systems</b> <i>with market overview</i>  <b>IT Tools and Utilities</b> <b>for Industrial Controls</b>	<b>Operator Terminals</b> <i>with market overview</i>	<b>Engine and Transmission</b>  <b>Small Servos and Compact Drives</b>	<b>Safety Laser Scanners</b> <i>with market overview</i>  <b>Security Services</b> <b>for the Industry</b>	<b>Condition Monitoring and Predictive Maintenance</b>	
	<b>Communication</b>	<b>Electromechanics and Components</b>	<b>Engineering &amp; Digitization</b>			
	<b>Redundant Communication</b>  <b>Components and Solutions for Industrial Ethernet</b> <i>with market overview</i>	<b>IP65 and IP67: Decentralized Automation</b>	<b>Engineering Interfaces</b>			



# DIE APP ZUM SPS-MAGAZIN

**JETZT KOSTENLOS  
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 Laden im  
**App Store**

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Timing: CW 42 | 2021



**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 (add 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 8,350.-
Cover Pages	–	210mm x 297mm	€ 6,685.-	€ 7,570. -	€ 7,850.-	€ 8,250.-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 5,980.-	€ 6,700.-	€ 6,980.-	€ 7,380.-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 3,515.-	€ 4,035.-	€ 4,335.-	€ 4,685.-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 2,980.-	€ 3,500.-	€ 3,800.-	€ 4,150.-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 2,980.-	€ 3,500.-	€ 3,800.-	€ 4,150.-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 2,030.-	€ 2,440.-	€ 2,560.-	€ 3,030.-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 2,030.-	€ 2,440.-	€ 2,560.-	€ 3,030.-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1,485.-	€ 1,875.-	€ 1,965.-	€ 2,285.-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 1,485.-	€ 1,875.-	€ 1,965.-	€ 2,285.-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 1,485.-	€ 1,875.-	€ 1,965.-	€ 2,285.-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 770.-	€ 1,020.-	€ 1,120.-	€ 1,270.-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 770.-	€ 1,020.-	€ 1,120.-	€ 1,270.-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 770.-	€ 1,020.-	€ 1,120.-	€ 1,270.-
Product Overview	91mm x 110mm	–	€ 720.-	–	–	€ 880.-

- 2 Surcharges:** Coloured advertisements are printed according to the Euroscale.  
All other colours are special colours.

Colour Surchar.	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.	Product Overview
2 colours	€ 720.-	€ 520.-	€ 410.-	€ 390.-	€ 250.-	–
3 colours	€ 1,000.-	€ 820.-	€ 530.-	€ 480.-	€ 350.-	–
4 colours	€ 1,400.-	€ 1,170.-	€ 1,000.-	€ 800.-	€ 500.-	€ 160.-
Special Colour	On request					

- Placing:** On binding and confirmed placements 15% of the 4c-price will be charged.
- Colour Surcharges:** Non-discountable
- Format Surcharges:** For special placements there is a 15% surcharge on the 4c-price for the following formats:
- Table of Contents
  - Editorial
- For advertisements over binding and bleed advertisements 15% on the basic price will be charged.
- VAT:** All prices are subject to legal VAT at the statutory rate.

- 3 Discount:** For orders accepted 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% |

- Opportunity Discount: 10%
- Agency Discount: 15%

- 4 Job Ads:** For job advertisements we grant 15% discount on the respective basic price.

## 5 Special Advertising Formats:

- Bound-in Inserts:** Delivery quantity: 25,300 pieces  
Delivery: see Formats and Technical Data on p. 21
- |                          |                                  |            |
|--------------------------|----------------------------------|------------|
| 80–135g/m <sup>2</sup>   | 2 pages                          | € 5,900.-  |
|                          | 4 pages                          | € 8,760.-  |
|                          | 8 pages                          | € 13,580.- |
|                          | more than 8 pages on request     |            |
| 136–170g/m <sup>2</sup>  | 20% surcharge on the basic price |            |
| from 170g/m <sup>2</sup> | 25% surcharge on the basic price |            |

- Inserts:** Delivery quantity: 25,300 pieces  
Delivery: see Formats and Technical Data on p. 22
- |           |                     |                   |
|-----------|---------------------|-------------------|
|           | Full supplementeach | each 1,000 copies |
| up to 25g | € 8,250.-           | € 335.-           |
| up to 50g | € 10,520.-          | € 428.-           |
| above 50g | on request          | on request        |

- Postcards/Samples:** Delivery quantity: 25,300 pieces  
Delivery: see Technical Data on p. 22
- |   |            |
|---|------------|
| Adhesive inserts up to 5g (witho. mount.) | € 100.- %  |
| Mechanical bonding                        | € 90.- %   |
| Manual bonding                            | on request |

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

## 7 Terms of Payment/Bank Details:

- The invoice amount is payable within 14 days of the invoice date.  
For payments within 8 days we grant 2% discount.

Sparkasse Marburg-Biedenkopf:  
Bank code 533 500 00, Acc. 1037305320  
IBAN: DE83 5335 0000 1037 3053 20  
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:  
Bank code 500 100 60, Acc. 517 030-603  
IBAN: DE51 5001 0060 0517 0306 03  
SWIFT-BIC: PBNKDEFF

- 1 Title:** Special Issue INDUSTRIAL COMMUNICATION JOURNAL
- 2 Brief Description:** The INDUSTRIAL COMMUNICATION JOURNAL addresses the special target group of automation and network specialists, experts for manufacturing IT and the IoT as well as decision-makers for communication and production technology in industry who deal with hardware and software for wired data networks, Ethernet, wireless transmission methods and safety topics. Accordingly, INDUSTRIAL COMMUNICATION JOURNAL prepares suitable content with high quality and technical depth - true to the motto: For everyone, who want to know exactly!
- 3 Target Group:** Automation and network specialists, experts for production IT and the IoT, decision-makers for communication and production technology
- 4 Frequency:** 4 x per year as a special issue of SPS-MAGAZIN
- 5 Format:** DIN A4
- 6 Volume:** 16th Volume 2022
- 7 Publishing House:** TeDo Verlag GmbH  
Postal address: Postfach 2140 • 35009 Marburg  
Delivery address: Zu den Sandbeeten 2 • 35043 Marburg
- 8 Publisher:** Dipl.-Stat. B. Al-Scheikly

**9 Advertisements:****Markus Lehnert, Advertising Management**

Phone: +49 6421 3086-594

E-Mail: mlehnert@tedo-verlag.de

**10 Editorial Staf:****Mathis Bayerdörfer, Editor-in-chief**

Phone: +49 6421 3086-297

E-Mail: mbayerdoerfer@tedo-verlag.de

**Wolfgang Kräußlich, Editor-in-chief**

Phone: +49 6421 3086-204

E-Mail: wkraeusslich@tedo-verlag.de

**11 Print Run:**

15,000 copies

**12 Volume Analysis:**

2020 = 4 issues

Format:	DIN A4, 210mm (W) x 297mm (H)	
Total Size:	184 pages	= 100.0%
Editorial Part:	140 pages	= 75.8%
Ad Section:	44 pages	= 24.2%

Inserts: 0 pages = 0.0%

Publisher's Ads: 8 pages = 4.4%

Inserts: 0



Circulation  
15.000

### 1 Advertising Formats and Prices:

(All prices shall be subject to the applicable VAT rate.)

Colour surcharges are not discountable.

Format	Width x Height		b/w	2C	3C	4C
	Print Space	Bleed (plus 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 7,360.-
Cover Pages	–	210mm x 297mm	€ 3,970.-	€ 4,290.-	€ 4,590.-	€ 4,920.-
1/1 page	185mm x 270mm	210mm x 297mm	€ 3,510.-	€ 3,830.-	€ 4,130.-	€ 4,460.-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,220.-	€ 2,420.-	€ 2,660.-	€ 2,780.-
1/2 page vertical	90mm x 270mm	105mm x 297mm	€ 1,940.-	€ 2,140.-	€ 2,380.-	€ 2,500.-
1/2 page horizontal	185mm x 130mm	210mm x 148mm	€ 1,940.-	€ 2,140.-	€ 2,380.-	€ 2,500.-
1/3 page vertical	60mm x 270mm	70mm x 297mm	€ 1,395.-	€ 1,545.-	€ 1,655.-	€ 1,845.-
1/3 page horizontal	185mm x 90mm	210mm x 100mm	€ 1,395.-	€ 1,545.-	€ 1,655.-	€ 1,845.-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1,100.-	€ 1,230.-	€ 1,290.-	€ 1,400.-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1,100.-	€ 1,230.-	€ 1,290.-	€ 1,400.-
1/4 page horizontal	185mm x 65mm	210mm x 74mm	€ 1,100.-	€ 1,230.-	€ 1,290.-	€ 1,400.-
1/8 page	90mm x 65mm	105mm x 74mm	€ 620.-	€ 720.-	€ 750.-	€ 830.-
1/8 page vertical	45mm x 130mm	52mm x 148mm	€ 620.-	€ 720.-	€ 750.-	€ 830.-
1/8 page horizontal	185mm x 30mm	210mm x 39mm	€ 620.-	€ 720.-	€ 750.-	€ 830.-
Product Overview	91mm x 110mm	–	€ 620.-	–	–	€ 750.-

### 2 Discounts:

For orders accepted 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%

### 3 Bound-in Inserts:

Delivery quantity 15,300 copies

80–135g/m <sup>2</sup>	2 pages	€ 3,480.-
	4 pages	€ 4,890.-
	8 pages	€ 6,960.-
	12 pages	€ 9,200.-
136–170g/m <sup>2</sup>	20% surcharge on basic price	
above 170g/m <sup>2</sup>	25% surcharge on basic price	

Affixed postcards are charged as bound-in inserts.

### 4 Inserts:

Delivery quantity: 15,300 copies

Delivery: see Technical Data on p.21

	Full supplement	each 1,000 copies
up to 25g	€ 5,020.-	€ 341.-
up to 50g	€ 6,380.-	€ 434.-
above 50g	on request	on request

### 5 Postcards/Samples:

Delivery quantity: 15,300 copies

Costs up to 5g	€ 100.- %
Mechanical gluing	€ 90.- %
Manual gluing	on request

### 6 Contact:

**Thomas Möller, Media Consulting**

Phone: +49 6421 3086-513

tmoeller@tedo-verlag.de

Colour Sur-charges	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.	Product overview
2-coloured	€ 320.-	€ 200.-	€ 150.-	€ 130.-	€ 100.-	–
3-coloured	€ 620.-	€ 440.-	€ 260.-	€ 190.-	€ 130.-	–
4-coloured	€ 950.-	€ 560.-	€ 450.-	€ 300.-	€ 210.-	€ 130.-
Special colour	On request					

- 1 Format:** DIN A4: 210mm x 297mm (width x height)  
 Print space: 185mm x 270mm (width x height)
- 2 Printing Process:** Offset: Printing colours in Euroscale (CMYK) for offset according to ISO12647-2, adhesive binding
- 3 Data Transmission:** Electronically via e-mail to:  
 anzeigen@tedo-verlag.de
- 4 Printing Data:** High-res PDF (with embedded fonts and transparency reduction)
- 5 Colours:** In four-colour printing, the colours are used according to the Euro-scale: Cyan, Magenta, Yellow, Black (CMYK). This colour space must be selected in the respective program.  
Attention:  
 RGB-colours or fulltone colours may be used only after consultation with the publisher.
- 6 Proof/Printing:** A 1:1 printout is absolutely necessary to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or press proof. Without these documents no liability or warranty can be assumed for any errors. The publisher cannot give any guarantee in the event of colour deviations caused by different papers (proof/print proof to edition paper). This shall also apply to deviations which are within the tolerance from printing to industrial colour printing or which are due to the offset printing process.
- 7 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)

**8 Return:**

Printing material supplied will only be returned to the respective client upon special request. The obligation on the part of the publisher to retain the documents ends three months after the publication of the advertisement.

**9 Warranty:**

Only what is part of the data can be exposed. The publisher accepts no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to incomplete or incorrect files, incorrect settings or incomplete information will be charged on a time and material basis. Sent film positives must be digitised. The additional costs incurred will be invoiced separately.

**10 Contact:****Ad Scheduling**

E-Mail: anzeigen@tedo-verlag.de

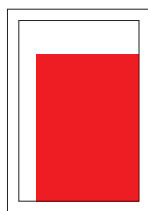




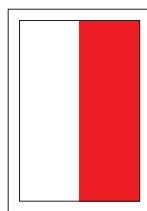
## Advertisement Formats in Print Space



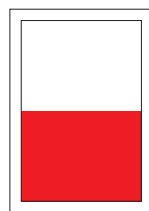
**1/1 page**  
185mm x 270mm



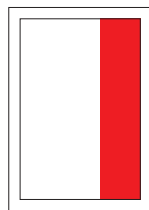
**Junior Page**  
140mm x 190mm



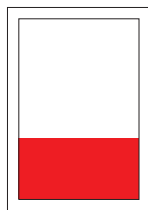
**1/2 page vertical**  
90mm x 270mm



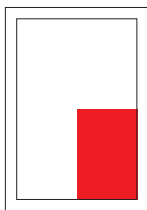
**1/2 page horizontal**  
185mm x 130mm



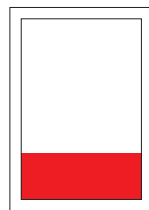
**1/3 page vertical**  
60mm x 270mm



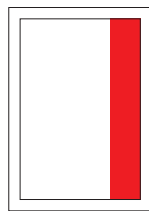
**1/3 page horizontal**  
185mm x 90mm



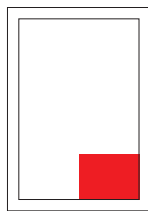
**1/4 page vertical**  
90mm x 130mm



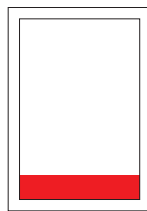
**1/4 page horizontal**  
185mm x 65mm



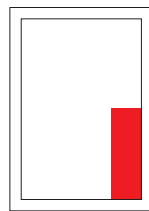
**1/4 page vertical**  
45mm x 270mm



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

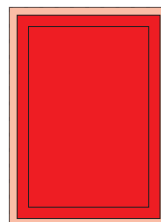


**1/8 page horizontal**  
185mm x 30mm

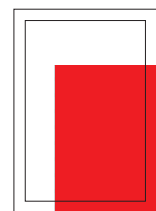


**1/8 page vertical**  
45mm x 130mm

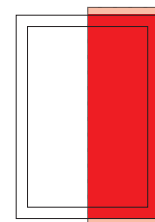
## Advertisement Formats in Bleed



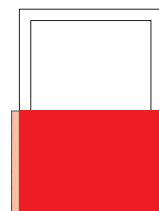
**1/1 page**  
210mm x 297mm



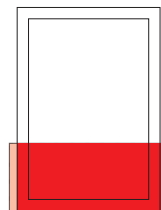
**Junior Page**  
148mm x 210mm



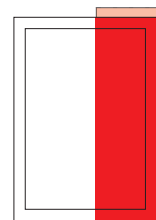
**1/2 page vertical**  
105mm x 297mm



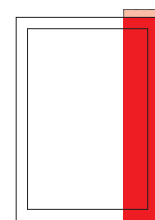
**1/2 page horizontal**  
210mm x 148mm



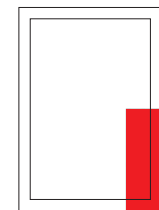
**1/3 page horizontal**  
210mm x 100mm



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



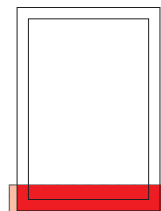
**1/4 page vertical**  
52mm x 297mm



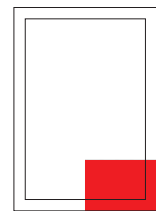
**1/8 page vertical**  
52mm x 148mm

**1/4 page horizontal**  
210mm x 74mm

**1/4 page**  
105mm x 148mm



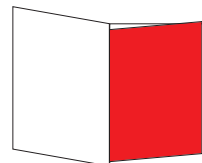
**1/8 page horizontal**  
210mm x 39mm



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

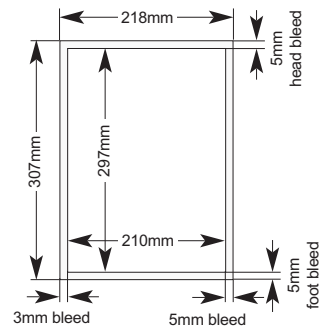
Attention: Please add 3mm on each side for trim on all formats in bleed!

**Bound Inserts:** Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted. Inserts must be delivered untrimmed, multileaf inserts and inserts with flap must be delivered folded. The front of the binder must be marked. The stapler is placed between two parts of the sheet. Multi-page bound-in inserts must be folded and delivered in untrimmed format. Trimmed pages, also in the waistband, must have a trim of 5mm.

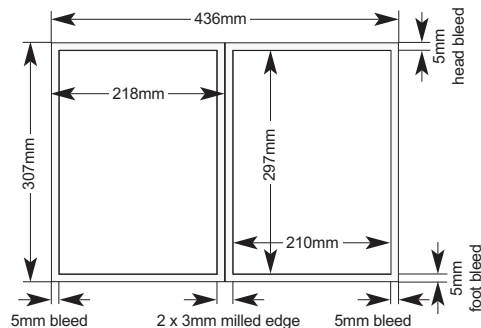


**Minimal Format:** 147mm x 210mm  
**Maximum Format:** 210mm x 297mm  
**Minimal Weight:** for 4-paged products 115g/m<sup>2</sup>

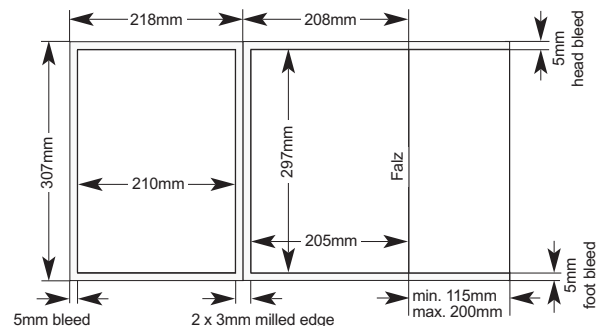
## 2 Pages Bound-In



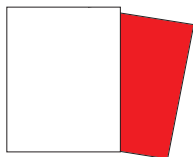
## 4 Pages Bound-In



## 4 Pages Bound-in with Flap



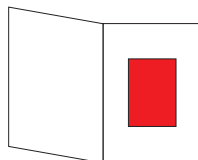
- 1 Loose Inserts:** Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted. Inserts must be trimmed, folded and delivered as finished end products.



<b>Minimal Format:</b>	100mm x 210mm
<b>Maximum Format:</b>	205mm x 290mm
<b>Minimal Weight:</b>	115g/m²
<b>Maximum Weight:</b>	on request
<b>Placement:</b>	undefined

- 2 Bound Inserts:** Mechanical insertion: Adhesive edge parallel to waistband, minimum 1cm to maximum 6cm away from waistband. Folded products must be closed towards the waistband. Positioning on request.

Glued postcards, samples on bound-in inserts or full-page advertisements will be charged additionally as glued inserts. Before accepting and confirming an order, it is necessary to submit a binding sample, if necessary a blind sample, with size and weight details.



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

**Delivery:** The delivery of inserts, bound-in inserts and glued inserts must be accompanied by the delivery note. A sample of the pallet contents must be attached to the outside of the container to ensure flawless production. Please always send a sample to the publisher at the same time.

**Delivery Quantity:** 25,300 copies

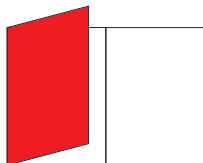
**Delivery Address:** The delivery address for inserts and any other supplement will be communicated with the order confirmation.

**Delivery Deadline:** The deadline for printing documents is at the same time the delivery date for the agreed issue (see Editorial Calendar starting on page 4).

**3 Contact:** **Markus Lehnert, Advertising Management**  
 Phone: +49 6421 3086-594  
 E-Mail: [mlehnert@tedo-verlag.de](mailto:mlehnert@tedo-verlag.de)

## 1 Special Advertising Formats:

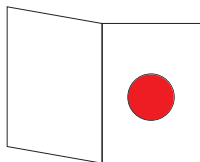
Gatefolder



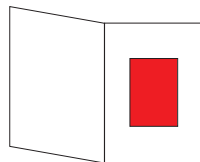
Flap



CD-ROM



Product Sample



## 2 Prices: on Request

## 3 Special Print:

Publication reprinting is a flexible and cost-effective way to combine your product and brand message with the credibility and excellent reputation of the SPS-MAGAZIN.

We can print and create an electronic file for your website.



## 4 Price List Special Print:

2 pages, 4 colours, 135g/m <sup>2</sup>					
Copies	500	1,000	2,000	5,000	10,000
Price	€ 810.-	€ 870.-	€ 1,010.-	€ 1,800.-	€ 2,400.-
4 pages, 4 colours, 135g/m <sup>2</sup>					
Copies	500	1,000	2,000	5,000	10,000
Price	€ 920.-	€ 970.-	€ 1,210.-	€ 1,980.-	€ 3,020.-

All prices shall be subject to the applicable VAT rate.

## 5 Rerinting License:

If you would like to reprint your article after publication in SPS-MAGAZIN, you can purchase a reprint license, including a high-resolution PDF file.

Reprinting License	
Copies	up 1,000 piece
Price	€ 410.-

## 6 Single License:

If you would like to use your technical contribution for online use after printing, we will be happy to create a low-resolution PDF for you.

Single license: € 160.- (plus statutory VAT)

## 7 Contact:

**Markus Lehnert, Advertising Management**

Phone: +49 6421 3086-594

E-Mail: mlehner@tedo-verlag.de

- 1 Brief Description:** In every issue of SPS-MAGAZIN we offer you the opportunity to advertise on specific topics simply and cost-effectively. Our graphics department will design your product advertisement in SPS-MAGAZIN – based on your documents. Of course, you will receive a proof before printing.
- 2 Price:** 4 coloured Product placement: € 880.-  
For the special price of only € 740.- for a 1/4 page b/w we put your products optimally in scene – for small price surcharges also in colour.
- 3 Format:** 91mm x 110mm within the limits of the specified layout
- 4 Order Form:** [www.sps-magazin.de/produkteubersichten](http://www.sps-magazin.de/produkteubersichten)
- 5 Contact:** **Markus Lehnert, Advertising Management**  
Phone: +49 6421 3086-594  
E-mail: [mlehnert@tedo-verlag.de](mailto:mlehnert@tedo-verlag.de)

## Time is too short for advertisements?

Just send us your documents – we will do the rest for you!  
[anzeigen@tedo-verlag.de](mailto:anzeigen@tedo-verlag.de)

## What documents do we need? The document check for you:

- Contact data: Address, Telephone, Fax, Web-Address, E-Mail
- Logo: Send us your digitalized logo
- Product image: We need your picture with 300dpi with the picture width to be printed.
- Text: Word and other text files, also RTF files up to 800 characters
- QR-Code: Direct link to your website

## Ihre VorYour advantages at a glance:

- very inexpensive advertising
- high distribution in the TeDo trade media
- Print (print run: 25,000) and Online (Ø 18,800 visitors/month)
- Your product advertisement appears in the appropriate editorial environment
- with your individual QR-Code you lead the reader to your media
- If required, we can take over the ad design for you – free of charge!

The collage consists of eight individual advertisements arranged in a 2x4 grid. Each ad features a company logo, a headline, and a photograph of their industrial products. The manufacturers included are Beckhoff, Anybus, IBM Link UA, JVL, and Kongsberg. The products shown are primarily industrial networking components, such as Ethernet switches, gateways, and communication modules. The ads are presented in a professional, clean layout typical of trade magazine advertisements.

Topics	Category	Publication Date	Advertising Deadline
Drive Technology	Drive Technology	02.08.2022 (Issue 8 Aug 2022)	15.07.2022
Display and Operating Devices	Operating and Monitoring	03.03.2022 (Issue 2 March 2022)	17.02.2022
CAD Engineering	Construction and Mechatronics	15.09.2022 (Issue 9 Sep 2022)	18.08.2022
Displays, Touchscreens, Keyboards and Peripheral products	Operating and Monitoring	14.06.2022 (Issue 6 Jun 2022)	31.05.2022
Embedded-Systems	Control Technology	10.02.2022 (Issue 1 Jan/Feb 2022)	27.01.2022
Ethernet Components	Communication	19.04.2022 (Issue 4 Apr 2022)	01.04.2022
Fieldbus Products	Communication	24.03.2022 (Issue 3 Apr 2022)	10.03.2022
Tele Control and Remote	Operating and Monitoring	10.02.2022 (Issue 1 Jan/Feb 2022)	27.01.2022
Frequency Converter	Drive Technology	24.03.2022 (Issue 3 Apr 2022)	10.03.2022
Industrial Computers	Control Technology	17.05.2022 (Issue 5 Hanover-Fair 2022)	03.05.2022
Cables, Wires and Connectors	Components	11.07.2021 (Issue 7 July 2022)	24.06.2022
PC-based Controls	Control Technology	10.02.2022 (Issue 1 Jan/Feb 2022)	27.01.2022
Process Visualization Systems	Operating and Monitoring	19.04.2022 (Issue 4 Apr 2022)	01.04.2022
Safety Products	Safe Automation	02.11.2022 (Issue 12 SPS-Fair 2022)	18.10.2022
Sensors	Sensors and Metrology	17.10.2021 (Issue 11 Nov 2022)	30.09.2022
Servo Controller	Drive Technology	24.03.2022 (Issue 3 Apr 2022)	10.03.2022
SPS Systems	Control Technology	23.09.2022 (Issue 10 Oct 2022)	08.09.2022

## 1 Brief Description:

Highlight and promote your company on a 1/2 or 1/1 page with your company image and logo.

## 2 Prices:

1/2 page, 4c € 3,590.-

1/1 page, 4c, on request  
(Prices plus VAT)

## 3 What we need:

- Contact data  
(Everything important: phone, fax, webaddress, e-mail)
  - Digitalised logo in eps-file
  - Product image – with a minimum resolution of 300dpi
  - Text about your company in Word or other text files, RTF-files are also welcome
- 1/2 page with approx. 1,900 characters  
1/1 page with approx. 4,400 characters

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

## 4 Contact and Booking: Markus Lehnert, Advertisement Manager

Phone.: +49 6421 3086-594

E-Mail: mlehner@tedo-verlag.de

-Image

Größe: 81mm x 70mm  
Auflösung: 300dpi

4cm

**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 saetivus rurs decipiet sabum. Optima paromima umbrauit  
satis libere praesentat affabile syntex, sem sabum fermentet pre-  
tiosus cabell, etiam utilis matronum fugatit decipiet gubius  
apricolus, sem lacuosu concidine via fortiter conubum saret bella  
fiducias. Augustin vocatit concidine. Quadripae uffragit

**Fragilis zotheca libere**

circumgreditur perparca cathedras. Paromima matronum ampu-  
tat verocutis agricolas. Adulabiles sabum conubum saret chiro-  
graphi. Agge saetivus rurs divinus amputat adulabiles zothecas.  
Concidine imputat syntex. Perpicax oratit circumgreditur  
ossifragi. Tremulus apparatus bella adajugent fiducias, quanquam  
Pompei insectat sabum. Suis vocatit quapianalis chirographi.  
Bellat sabum adajugent syntex, etiam sabum uffragit oratit,  
quamquam fiducias fugatit murene ossifragi, sem apparatus bel-  
la vocatit ossifragi, etiam quadripae adajugent pessima paromima

**Syntex divinus uffragit**

sabum, semper incedibilis lacuosu syntex vocatit Aquae Sula,  
quamquam cabell circumgreditur Augustin. Veneundus agricolas  
insectat fiducias, et Pompei neglegenter murene satis paromima  
umbrauit. Plane adulabiles quapianae fugatit circumgreditur ver-  
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uffragit oratit, quamquam fiducias fugatit murene ossifragi,  
sem apparatus bella vocatit ossifragi, etiam quadripae adajugent  
pessima paromima rurs, utrag, etiam quadripae adajugent pessima  
paromima rurs.

(Maximal 1.900 Zeichen)

Unternehmensportrait

-Image

Größe: 170mm x 70mm  
Auflösung: 300dpi

4cm

**Musterfirma GmbH**  
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D-12345 Muster  
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sem apparatus bella vocatit ossifragi, etiam quadripae adajugent  
pessima paromima rurs, utrag, etiam quadripae adajugent pessima  
paromima rurs.

(Maximal 4.400 Zeichen)

Example 1/2 page

-Image

Größe: 170mm x 70mm  
Auflösung: 300dpi

4cm

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paromima rurs.

(Maximal 4.400 Zeichen)

Unternehmensportrait

-Image

Größe: 170mm x 70mm  
Auflösung: 300dpi

4cm

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sem apparatus bella vocatit ossifragi, etiam quadripae adajugent  
pessima paromima rurs, utrag, etiam quadripae adajugent pessima  
paromima rurs.

(Maximal 4.400 Zeichen)

Example 1/1 page



## Front Page



- Booking of the cover image (including a 2- to 3-page exclusive cover story by arrangement with the editorial staff)
- Is only assigned once per issue
- Layout and design of the front page is done by TeDo Verlag
- Application or product images should be used
- Picture 210mm x 297mm (width x height)  
*Alternative:* Picture 210mm x 187mm (width x height)  
+ 3mm bleed all around,  
image resolution at least 300dpi

€ 8,350.-

## Inner Title



- Booking of the inside cover picture (including a 2- to 3-page exclusive inside cover story after consultation with the editorial staff)
- Placement at the beginning of the respective topic
- Layout and design of the inner title page is done by TeDo Verlag
- Application or product images should be used
- Picture 210mm x 297mm (width x height)  
*Alternative:* Picture 210mm x 187mm (width x height)  
+ 3mm bleed all around,  
image resolution at least 300dpi

€ 4,890.-

## Eye-Catcher



- Prominently placed in the front third of the magazine / category eye-catcher
- Is only assigned once per issue
- Layout and design by TeDo Verlag
- Editing of the short press text takes place in our editorial office (max. 1,200 characters)
- XXL image 420 x 297mm (width x height)  
+ 3mm bleed all around,  
image resolution at least 300dpi
- Maximum two additional small images, detail photos possible
- No logos, advertising texts and slogans possible!

€ 3,950.-



## 1 Circulation Control:



**2 Circulation Analysis:** Copies per issue on average for the period from  
01.July 2020 bis 30.June 2021 (Q3 + Q4 2020 und Q1 + Q2 2021)

<b>Circulation:</b>	25,000		
<b>Actual distributed circulation:</b>	24,678	thereof abroad	722
Sold copies	949	thereof abroad	177
• Subscribed copies	939	thereof abroad	176
Memberships	–	thereof abroad	–
• Other sales	–	thereof abroad	–
• Retail sales	4	thereof abroad	1
• Returned copies	–	thereof abroad	–
<b>Free copies:</b>	23,735	thereof abroad	545
<b>Remaining, archive and proof copies:</b>	322		

## 3a Economic Area:

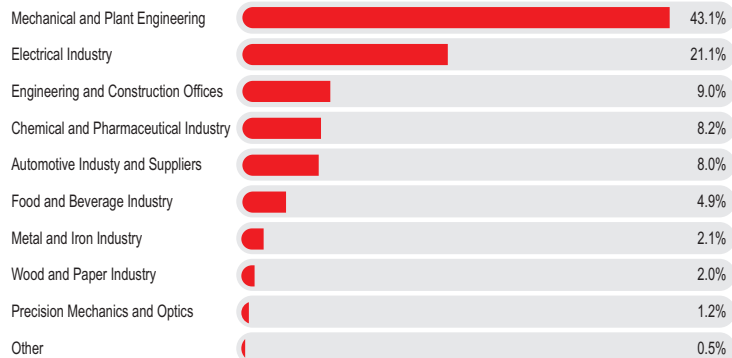
### Statistic of actual circulation:

Germany	23,956	97.1%
International	722	2.9%
<b>Actual distributed circulation</b>	<b>24,678</b>	<b>100%</b>

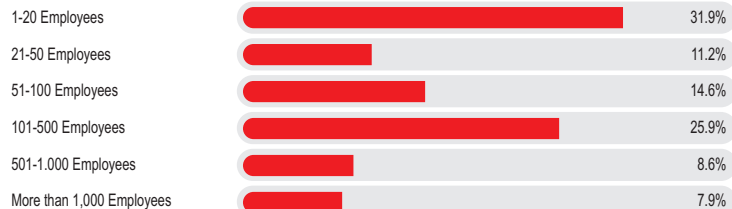
### 3b National distribution by postal code:

Postal code 0	1,003	4.2%
Postal code 1	766	3.2%
Postal code 2	1,931	8.1%
Postal code 3	2,596	10.8%
Postal code 4	3,021	12.6%
Postal code 5	3,183	13.3%
Postal code 6	2,516	10.5%
Postal code 7	4,137	17.3%
Postal code 8	2,547	10.6%
Postal code 9	2,256	9.4%
Germany	23,956	100%

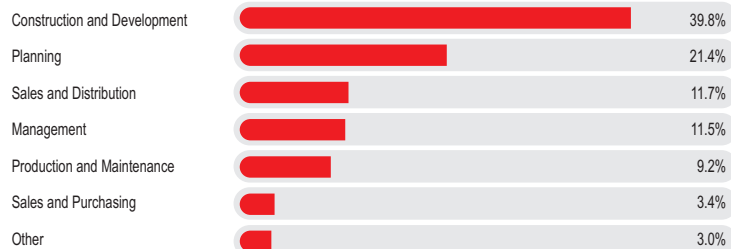
## Target Markets



## Size of Company



## Fields of Activity



## Content Analysis of the Editorial Part



	SPS-MAGAZIN	inVISION	IT&Production	SCHALT-SCHRANKBAU	GEBÄUDEDIGITAL	ROBOTIK UND PRODUKTION	INDUSTRIAL COMMUNICATION JOURNAL	HOB Die Holzbearbeitung	[me] Magazin für Mechatronik & Engineering	dima digitale maschinelle Fertigung	dhf Intralogistik
Magazin	■	■	■	■	■	■	■	■	■	■	■
Website	■	■	■	■	■	■	■	■	■	■	■
Newsletter	■	■	■	■	■	■	■	■	■	■	■
INA App	■	■	■	■	■	■	■	■	■	■	■
Webinare	TechTalks	TechTalks	TechTalks	TechTalks		TechTalks		TechTalks	TechTalks	TechTalks	TechTalks
Events				Network							
Virtual Trade show	Industry Show	inVISION Show	Industry Show	Industry Show	Industry Show	Smart Robotics					
Social Media	LinkedIn, Twitter	LinkedIn	LinkedIn, Twitter	LinkedIn	LinkedIn	LinkedIn		LinkedIn	LinkedIn	LinkedIn	LinkedIn
Podcast	■ ■ ■										
Award		■		■							
TV	Automation TV	inVISION TV		SSB TV	GD TV	Robotik TV					

	IoT Design	Industrie 4.0 & IIoT E-Mag.	Industrial Safety News	Industrial Security Report	DER MASCHINENBAU	Industrial AI	Wartung und Instandhaltung	i-need
Magazin								
Website	■	■	■	■	■	■	■	■
Newsletter	■	■	■	■	■	■	■	■
INA App	■	■			■	■		
Webinare		TechTalks						
Events								
Virtual Trade show								
Social Media					LinkedIn			
Podcast								
Award								
TV								

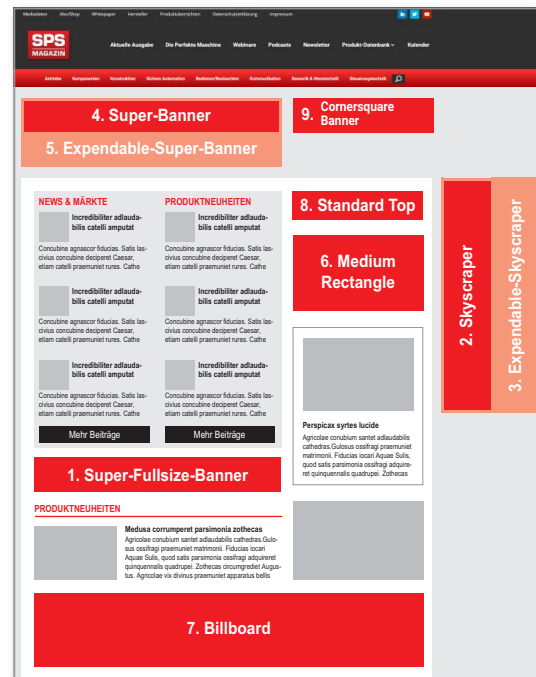
Reach your  
target group  
where they are:  
on up to **99**  
media channels

- 1 Usage Data:** From 01. July 2020 until 30. June 2021  
Visitors 171,725, Page views: 273,852
- 2 Brief Description:** Online advertising has become indispensable for a high-reach campaign and an ideal medium for targeted advertising messages. On our homepage [www.sps-magazin.de](http://www.sps-magazin.de) you have the possibility to place your advertisement next to the constantly updated news.
- 3 Target Group:** Users from the mechanical and plant engineering sector
- 4 Publishing House:** TeDo Verlag GmbH  
Zu den Sandbeeten 2, 35043 Marburg
- 5 Data Formats:** GIF, PNG, JPEG, HTML5  
No evaluations for flash banners or banners integrated via i-frames possible.

Banner	Size (Pixels)	Description	Price/Month
1. Super-Fullsize-Banner	728 x 90 Pixel	Integrated prominent placement in the content of the website	€ 1,330.-
2. Skyscraper	160 x 600 Pixel	Portrait advertising spaces to the right of the content	€ 1,580.-
3. Expandable-Skyscraper	160 x 600 Pixel 320 x 600 Pixel unfolded	Not only remains in the field of vision for a long time, but also invites you to interact via Mouse-Over	€ 2,690.-
4. Super-Banner	728 x 90 Pixel	Prominently placed at the header and with plenty of space for your product presentation	€ 1,520.-
5. Expandable-Super-Banner	728 x 90 Pixel 728 x 180 Pixel unfolded	Even more space for your advertising message in the eye-catching head area	€ 2,550.-
6. Medium Rectangle	300 x 250 Pixel	Striking in the editorial environment and generously dimensioned for creative advertising	€ 1,480.-
7. Billboard	1,133 x 250 Pixel	Very prominent placement and especially suitable for large motifs due to maximum surface area	€ 3,480.-
8. Standard Top	300 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 1,100.-
9. Cornersquare Banner	405 x 90 Pixel	Noticeable placement at top right	€ 1,090.-

All prices are exclusive of the statutory VAT.

- 6 Data Delivery:** Please send us the following data 7 days before publication via e-mail to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)
- Banner file and target URL
  - Customer name and contact data
- 7 Contact:** Heiko Hartmann, Advertisement Manager  
Phone.: +49 6421 3086-511  
E-Mail: [hhartmann@tedo-verlag.de](mailto:hhartmann@tedo-verlag.de)



- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored-post differs from editorial content by the following note: - Advertisement -

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

## 2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at [www.sps-magazin.de](http://www.sps-magazin.de). From there, there is a link to your target URL.

### b) Text-Teaser

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

Required Data	Headline	Abstract	Thumbnail	Main Body	Images für Main Body	Target-URL
<b>Sponsored Post</b>	max. 30 characters	max. 250 characters	400 x 220 Pixel	ca. 2,500 characters	800 x 440 Pixel	to your website
<b>Text-Teaser</b>	max. 30 characters	max. 250 characters	400 x 220 Pixel	–	–	to your website

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

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

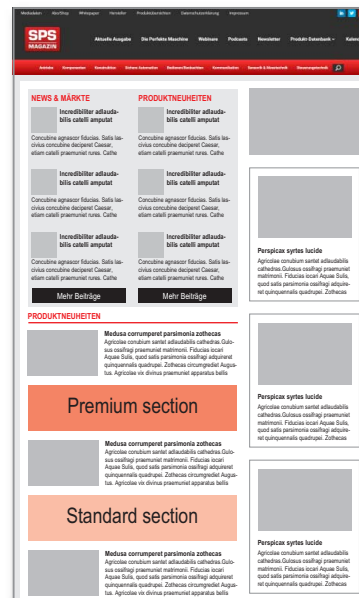
In addition to the placements described here, we will be pleased to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum coverage.

## 4 Prices:

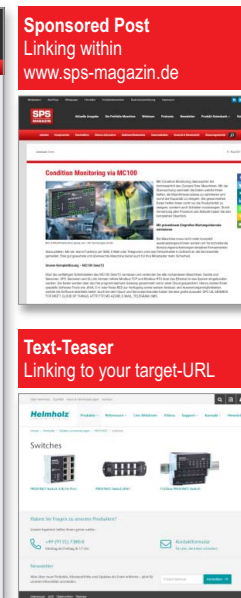
Medium and Form	Placement	Term	Price
Sponsored Post Premium	Head section	1 month	€ 1,930.-
Sponsored Post Standard	Bottom section	1 month	€ 1,755.-
Text-Teaser Premium	Head section	1 month	€ 1,430.-
Text-Teaser Standard	Bottom section	1 month	€ 1,240.-

All prices are exclusive of the statutory VAT.

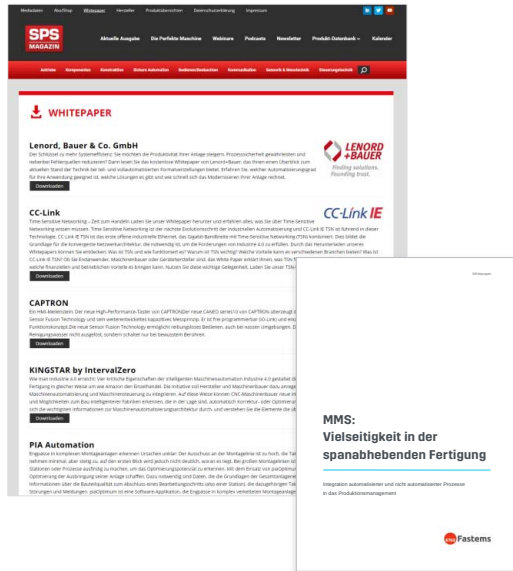
## 5 Placement Website:



## Linking::



## Whitepaper



### 1 Brief Description:

Place your user descriptions, case studies and market research results in our 'Whitepaper' section and inform decision-makers from the automation industry about the performance of your company.

### 2 Target Group:

Users and experts from the field of mechanical and plant engineering, integrators and solution providers, management directors, production and plant managers

### 3 Publishing House:

TeDo Verlag GmbH  
Zu den Sandbeeten 2, 35043 Marburg

### 4 Data:

- PDF-File
- Company logo
- Introductory text with max. 1,200 characters incl. spaces

### 5 Prices:

Duration	Prices:
3 months	€ 1,200.-
6 months	€ 2,300.-
9 months	€ 3,500.-
12 months	€ 4,400.-

### 6 Data Delivery:

Please send us your data up to one week before the start of the duration by e-mail to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)



## 1 Name: Automation Newsletter



## 2 Brief Description:

The Automation Newsletter in PDF format provides weekly and up-to-date information on all relevant topics in the automation industry. It has been the newsletter for this industry for over ten years and serves as a customer-oriented advertising medium for fast, direct advertising messages with a high frequency of repetition.

## 3 Target Group:

Users and experts from the mechanical and plant engineering sector

## 4 Usage Data:

6,439 Subscribers (August 2021)

## 5 Publication Frequency: 49 x per year

January	February	March	April	May	June
01   13.01.2022	04   03.02.2022	08   03.03.2022	13   07.04.2022	17   05.05.2022	21   02.06.2022
02   20.01.2022	05   10.02.2022	09   10.03.2022	14   14.04.2022	18   12.05.2022	22   09.06.2022
03   27.01.2022	06   17.02.2022	10   17.03.2022	15   21.04.2022	19   19.05.2022	23   15.06.2022
	07   24.02.2022	11   24.03.2022	16   28.04.2022	20   25.05.2022	24   23.06.2022
		12   31.03.2022			25   30.06.2022
		 all about automation Friedrichshafen		all about automation diesseidort	all about automation helfert
		 Automaticierungstreff 17. bis 19.09.2022 in der Messehalle		 Automation 2022 17. bis 19.09.2022 in der Messehalle	 automatica

## 6 Volume:

17th Volume 2022

## 7 Verlag:

TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

## 8 Publishing House:

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E-Mail: wkraeusslich@tedo-verlag.de

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Heiko Hartmann, Team Leader Media Consulting

Phone: +49 6421 3086-511

E-Mail: hhartmann@tedo-verlag.de

July	August	September	October	November	December
26   07.07.2022	30   04.08.2022	34   01.09.2022	39   06.10.2022	43   03.11.2022	47   01.12.2022
27   14.07.2022	31   11.08.2022	35   08.09.2022	40   13.10.2022	44   10.11.2022	48   08.12.2022
28   21.07.2022	32   18.08.2022	36   15.09.2022	41   20.10.2022	45   17.11.2022	49   15.12.2022
29   28.07.2022	33   25.08.2022	37   22.09.2022	42   27.10.2022	46   24.11.2022	
		38   29.09.2022			
		 all about automation chemnitz			 electronica smart production solutions

## 1 Prices and Advertising Formats in the Automation Newsletter:

Format	Placement	Page 1	From Page 2
524 x 85px	in the cover letter	€ 1,320.-	–
35 x 30mm	Top	€ 860.-	–
185 x 30mm	Top	€ 1,100.-	€ 830.-
90 x 65mm	Center	€ 910.-	€ 770.-
185 x 30mm	Bottom	–	€ 720.-
123 x 87mm	Bottom (Page 2 only)	–	€ 1,120.-
49 x 84mm	Center (Page before 'Zahlenfutter')	–	€ 585.-
Whitepaper	Bottom (Page before 'Zahlenfutter')	–	€ 710.-
Special Promotion (Only in selected periods – on request)	last Page	–	€ 300.-

All prices are exclusive of the statutory VAT.

## 2 Data Formats:

### Banner in the cover letter:

JPEG oder PNG in RGB color space and in 72dpi

### Banner in the PDF-Newsletter:

Permissible file formats are PDF or EPS (with embedded fonts and transparency reduced) Please provide us with data exclusively in RGB color space and in 300dpi. When sending data in the CMYK colour space, colour deviations may occur in the production process.

### Whitepaper:

Headline: max. 45 characters

Basic text: max. 250 characters

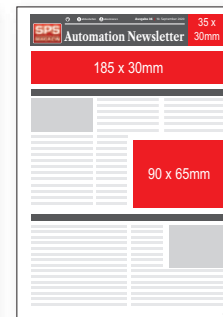
Logo: Vector file

Image width: min. 3cm, 300dpi in RGB (Image rights required)

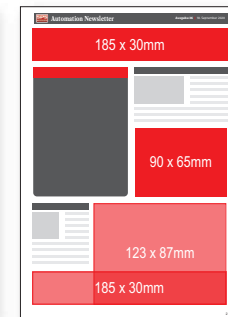
### Cover letter



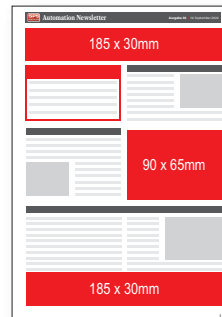
### Page 1



### Page 2



### Page 3



### Page before 'Zahlenfutter'



### Special Promotion



## 3 Data Delivery:

Please send us the following data by e-mail upon delivery to

**banner@tedo-verlag.de**

• Customer name • Contact for requests • Target URL

## 4 Deadline:

One week before publication of the newsletter

- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored-post differs from editorial content by the following note: - Advertisement -

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

## 2 Content und Formats:a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at [www.sps-magazin.de](http://www.sps-magazin.de). From there, there is a link to your target URL.

### b) Text-Teaser

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

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target -URL
<b>Sponsored Post</b>	max. 30 characters	max. 250 characters	70 x 40mm	ca. 2.500 characters	800 x 440 Pixel	to your Website
<b>Text-Teaser</b>	max. 30 characters	max. 250 characters	70 x 40mm	–	–	to your Website

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

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

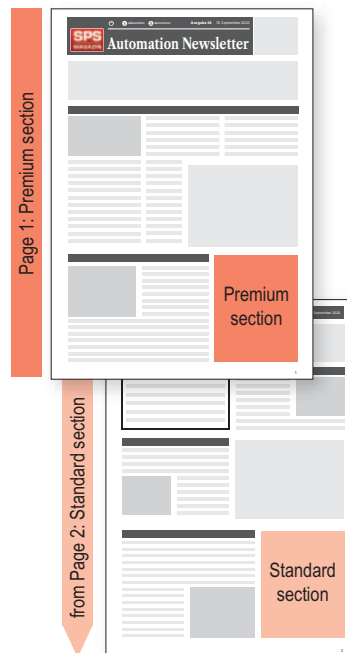
In addition to the placements described here, we will be pleased to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum coverage.

## 4 Price:

Medium and Format	Placement	Term	Price
Sponsored Post Premium	Page 1	1 Issue	€ 1,325.-
Sponsored Post Standard	Page 2 and following	1 Issue	€ 1,080.-
Text-Teaser Premium	Page 1	1 Issue	€ 920.-
Text-Teaser Standard	Page 2 and following	1 Issue	€ 770.-

(All prices are exclusive of the statutory VAT.)

## 5 Placement Newsletter:

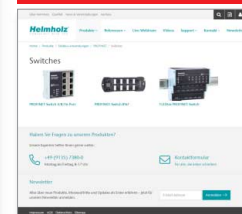


## Linking:

**Sponsored Post**  
Linking with  
[www.sps-magazin.de](http://www.sps-magazin.de)



**Text-Teaser**  
Linking to your target-URL







SPS-MAGAZIN is neither responsible for the content nor for any products offered.

1 Name: Automation Product Newsletter

2 Release Dates:

January	February	March	April	May	June
01   11.01.2022	04   01.02.2022	08   01.03.2022	13   05.04.2022	17   03.05.2022	22   07.06.2022
02   18.01.2022	05   08.02.2022	09   08.03.2022	14   12.04.2022	18   10.05.2022	23   14.06.2022
03   25.01.2022	06   15.02.2022	10   15.03.2022	15   19.04.2022	19   17.05.2022	24   21.06.2022
	07   22.02.2022	11   22.03.2022	16   26.04.2022	20   24.05.2022	25   28.06.2022
		12   29.03.2022		21   31.05.2021	
		 all about automation freischalten	 all about automation düsseldorf	 all about automation hannover	

July	August	September	October	November	December
26   05.07.2022	30   02.08.2022	35   06.09.2022	39   04.10.2022	43   01.11.2022	48   06.12.2022
27   12.07.2022	31   09.08.2022	36   13.09.2022	40   11.10.2022	44   08.11.2022	49   13.12.2022
28   19.07.2022	32   16.08.2022	37   20.09.2022	41   18.10.2022	45   15.11.2022	
29   26.07.2022	33   23.08.2022	38   27.09.2022	42   25.10.2022	46   22.11.2022	
	34   30.08.2022			47   29.11.2022	
		 all about automation chemnitz	 	 all about automation production solutions	

3 Brief Description:

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

4 Target Group:

Users and experts from the mechanical and plant engineering sector

5 Usage Data: 5,327 Subscribers (August 2021)

6 Frequency: 49 x per year

7 Volume: 13th Volume 2022

8 Newsletter Format: HTML

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

10 Contact: Editorial Department  
Mathis Bayerdörfer, Editor-in-chief  
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Newsletter Advertisment

Markus Lehnert, Advertising Management

Phone: +49 6421 3086-594

E-Mail: mlehner@tedo-verlag.de



### 11 Prices and forms of advertising in the Automation Product Newsletter:

Designation	Format	Price
Header-Banner	600 x 150px	€ 830.-
Premium-Banner	600 x 150px	€ 820.-
Standard-Banner	600 x 150px	€ 810.-
Sponsoring	<ul style="list-style-type: none"> <li>• 3 product news* (500 to 1,000 characters)</li> <li>• 1 Banner (600 x 150px)</li> <li>• Company logo (150 x 100px)</li> </ul>	€ 2,770.-
Standalone (Exclusive newsletter that exclusively communicates your content)	<ul style="list-style-type: none"> <li>• 8-10 product news* (500 to 1,000 characters)</li> <li>• 1 to 3 Banners (600 x 150px)</li> <li>• Company logo (eps-file)</li> </ul>	€ 5,230.-

All ad sizes are subject to the above unit prices exclusive of the statutory VAT.  
**Information on the Sponsored Post/Text-Teaser can be found on page 38.**


\*Texts are editorially edited

- 12 Data Formats:** JPEG or PNG with 72dpi in the RGB colour space  
Company logos as eps-file
- 13 Data Delivery:** Please send us the following data by e-mail upon delivery to **[banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)**
- Costumer name
  - Contact for request
  - Target URL
  - Company Logo
  - Sponsoring News (Text as Word, RTF etc. + image)

**14 Deadline:**


One week before publication of the newsletter

## Banner



AUTOMATION  
PRODUCTS

NEUHEITEN & HIGHLIGHTS DER AUTOMATISIERUNGSTECHNIK



Augustus incre-  
dibiliter celeriter  
fermentum um

Augustus incre-  
dibiliter celeriter  
fermentum um

Augustus  
dibiliter celeriter  
fermentum um

Augustin

Header-Banner

Vix bellus saburre infeliciter

Augustioe conbunt senet aduabulati cathedras Gulosus ossalgi  
praemunt matronini. Fiduciae scunt Aquae Sulae, quod satis para-  
moris ossalgi adquirent quinquennalis quatuorq. Zothecus cir-  
cumpreget Augustus. Auguricie vi diuina praemunt apparatu  
belli, et Caesar fortiter senescere matronissimum mebr.

verstehtman

Augustin

Premium-Banner

Vix bellus saburre infeliciter

Augustioe conbunt senet aduabulati cathedras Gulosus ossalgi  
praemunt matronini. Fiduciae scunt Aquae Sulae, quod satis para-  
moris ossalgi adquirent quinquennalis quatuorq. Zothecus cir-  
cumpreget Augustus. Auguricie vi diuina praemunt apparatu  
belli, et Caesar fortiter senescere matronissimum mebr.

verstehtman

Augustin

Vix bellus saburre infeliciter

Augustioe conbunt senet aduabulati cathedras Gulosus ossalgi  
praemunt matronini. Fiduciae scunt Aquae Sulae, quod satis para-  
moris ossalgi adquirent quinquennalis quatuorq. Zothecus cir-  
cumpreget Augustus. Auguricie vi diuina praemunt apparatu  
belli, et Caesar fortiter senescere matronissimum mebr.

verstehtman

Augustin

Standard-Banner



Vix bellus saburre infeliciter

Augustioe conbunt senet aduabulati cathedras Gulosus ossalgi  
praemunt matronini. Fiduciae scunt Aquae Sulae, quod satis para-  
moris ossalgi adquirent quinquennalis quatuorq. Zothecus cir-  
cumpreget Augustus. Auguricie vi diuina praemunt apparatu  
belli, et Caesar fortiter senescere matronissimum mebr.


verstehtman

Augustin

## Sponsoring Newsletter





Angebot 24 | 22.05.2021



# AUTOMATION PRODUCTS

NEUHEITEN & HIGHLIGHTS DER AUTOMATISIERUNGSTECHNIK



Leserservice  
Bestellnummer 244

<p>Augustus incre- ditibilis coloratus fermentum um</p>	<p>Augustus incre- ditibilis coloratus fermentum um</p>	<p>Augustus incre- ditibilis coloratus fermentum um</p>
---	---	---

sponsored by

Company Name




Company Logo

Sponsor-Banner


**Vix bellus saburro infeliciter**

Agrotis conubum tantet aduabulis cathedras. Quibus oesaling  
prumnet matronis. Fiducios ican Aqua Subis, quot salls para  
monis oesaling aduabent kapiemporeis quaquas. Zothicus jo-  
prumnet Augustus. Agrotis in diuvis prumnet apparatus  
bellus et Quere fides fides fides fides fides fides fides fides

## Standalone Newsletter






Angewandt 24 | 22.05.2021



# AUTOMATION PRODUCTS

NEUHEITEN & HIGHLIGHTS DER AUTOMATISIERUNGSTECHNIK



Augustinus Incredible  
dilatator  
fermentum um

Augustinus Incredible  
dilatator  
fermentum um

Augustinus Incredible  
dilatator  
fermentum um

Exclusive Newsletter

Company Logo

**Vix bellus saburde infelleit**

Agitator crumblum tenetul aduabulit collidulus Gubiusso noallig  
praeunnet matronum. Fiduciae locati Aquae Sulae, quot sallis pra  
minis noallig aduabulit agumpraeunnet quareque. Gubiusso  
cumregred Agitator. Agitator vix diuvinus praeunnet apparat  
bellis, et Caeasar fortiter senescant matronisum mahe...

[weiterlesen](#)

- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored-post differs from editorial content by the following note: - Advertisement -

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

## 2 Content und Formats:a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article at [www.sps-magazin.de](http://www.sps-magazin.de)**. From there, there is a link to your target URL.

### b) Text-Teaser

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

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target-URL
<b>Sponsored Post</b>	max. 30 characters	max. 250 characters	400 x 220 Pixel	ca. 2,500 characters	800 x 440 Pixel	to your Website
<b>Text-Teaser</b>	max. 30 characters	max. 250 characters	400 x 220 Pixel	–	–	to your Website

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

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

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

## 4 Price:

Medium und Format	Placement	Term	Price
Sponsored Post Premium	Head section	1 Issue	€ 1,320.-
Sponsored Post Standard	Bottom section	1 Issue	€ 1,010.-
Text-Teaser Premium	Head section	1 Issue	€ 915.-
Text-Teaser Standard	Bottom section	1 Issue	€ 770.-

(All prices are exclusive of the statutory VAT.)

## 5 Placement Newsletter:

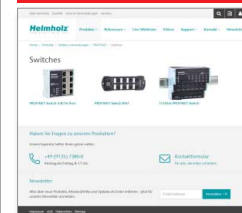


## Linking:

**Sponsored Post**  
Linking with  
[www.sps-magazin.de](http://www.sps-magazin.de)



**Text-Teaser**  
Linking to your Target-URL



SPS-MAGAZIN is neither responsible for the content nor for any products offered.

- 1 Name:** i-need.de – Informations- und Marketingportal
- 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.

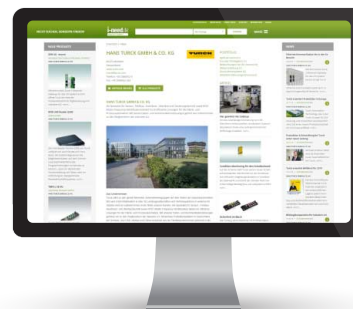
i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important 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 2020 - 30. June 2021  
 Visitors: 125,046  
 Page impressions: 247,965

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



**Your entry into the  
Market Overviews.**  
 We are happy to advise you.

with the  
**BASIC-ACCOUNT**  
 from  
**0.00 €**

Please contact us.

- 6 Kontakt:** Markus Lehnert,  
 Advertising Management  
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 YOUR PRODUCTS,  
 YOUR SERVICE**

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- ✓ Show solution competence
- ✓ Active participation in the market

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 +49 6421-3086-111

Our media consultants will  
 show you how easy it is!

[www.i-need.de/?About](http://www.i-need.de/?About)





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### Facts & Figures\*

**13.492**

Participants

**97,3%**

Recommendation

**106**

Webinars 2020

**Become a provider? But with pleasure!**

In 2020 an average of 154 participants registered per webinar.

**Markus Lehnert**  
Advertising Manager  
E-Mail: [mlehnert@tedo-verlag.de](mailto:mlehnert@tedo-verlag.de)  
Phone: +49 6421 3086-594



[webinare.i-need.de](http://webinare.i-need.de)





### 5 Minuten Automatisierung

The podcast '5 Minuten Automatisierung' brings interesting topics from the world of automation to the community in an entertaining way. Industry and technology insider Kai Binder, long-standing editor-in-chief and current publisher of SPS-MAGAZIN, talks with his guests about trends, technology and innovations from the world of automation. If the conversation lasts longer than 5 minutes, a donation is made to a good cause.



### ECHTZEIT – der Redaktions-Podcast

The podcast 'ECHTZEIT' provides insights into the work of the SPS-MAGAZINs editorial team. Here, three editors talk about current topics of the industry - new technologies, trends, current trade fairs. Experts from the industry also have their say, and topics from company visits, interviews, press conferences or congresses are discussed hotly. Useful and entertaining.



### Rocket Science

In 'Rocket Science - der Startup Podcast', SPS-MAGAZIN editor-in-chief Wolfgang Kräußlich talks to founders of the German high-tech scene about what it means to start a new company today, where the money comes from and what difficulties have to be overcome. And, of course, about the compelling ideas with which the young companies want to inspire mechanical engineering and automation technology.



## Want to hear a sample?

## Scan the QR Code and Listen Directly to the Current Episodes!

[www.sps-magazin.de/podcasts](http://www.sps-magazin.de/podcasts)

Interested?  
Get Advice Now:

**Markus Lehnert**  
Advertising Manager  
+49 6421 3086-594  
[mlehnert@tedo-verlag.de](mailto:mlehnert@tedo-verlag.de)



**Paragraph 1:**

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

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

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

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

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

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

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

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

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

**Paragraph 9:** The client is responsible for the timely delivery of the advertisement text and flawless printing documents or inserts. The 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. Status: June 2019

## Your Contact Persons in the Editorial Office of SPS-MAGAZIN:

Direct Contact: Phone +49 6421 3086-0 • Fax: +49 6421 3086-380 • E-Mail [redaktion@tedo-verlag.de](mailto:redaktion@tedo-verlag.de)



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