

MEDIA KIT 2018



Market-Trends-Technology

Automation Technology

inMOTION

Safe Automation

Sensor & Measurement Technology

Education & Training

Service



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PRODUCT FINDER |

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|------------------------------------|--|---|--|--------|-------------------------------|------------|--------------------|----------------|---------------------|---------------|-------------------|------------------|-----------------|----------------|-----------------|---------------|-----------|
| 1 Title: | SPS-MAGAZIN | | | | | | | | | | | | | | | | |
| 2 Brief Description: | <p>Within the space of one volume, SPS-MAGAZIN informs comprehensively about all topics concerning the automation sector. SPS-MAGAZIN is known for a high quality in its editorial section and for picking up new trends and innovations as well as their practical presentation. Thereby SPS-MAGAZIN has become the most popular automation magazine among operators, marketing leaders and experts in the automation sector within only a few years – a trusted asset in this field. Our range of topics has increased constantly over the years. The categories structure the magazine topically and allow readers an easy access to specific information. SPS-MAGAZIN provides a general and comprehensive information on the latest product innovations, concepts, events and trends. Altogether SPS-MAGAZIN presents the entire world of automation and allows an systematic overview.</p> | | | | | | | | | | | | | | | | |
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Regular content of SPS-MAGAZIN: Product News - Control Technology - Engineering - Communication - Security - Operation & Observation - Drive Technology - Sensors and Measurement Technology - Safety - Training

Issues and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
1+2 Release date: 08.02.2018 Advertising deadline: 25.01.2018 Editorial deadline: 15.01.2018	Small and Compact PLC-Systems <i>with market overview</i> Embedded Hardware <i>with market overview</i>	Operation and Observation for Smart Factories	Servo Technology and Motion Control Motor Starter <i>with market overview</i>	Human-Robot-Cooperation: Safe and secure	Thermography Vision Sensors <i>with market overview</i>	 Exhibition & Conference 13. - 15.03.2018 Nürnberg, 27.02. – 01.03.2018  all about  automation friedrichshafen Friedrichshafen, 07.03. – 08.03.2018
Product overviews see page 25	Communication Industrial Ethernet	Components Cabinet Systems and Housing	Construction and Mechanics Engineering Environments and Tools			
	PC-based Controllers Embedded Systems	Telecontrol and Remote Maintenance				

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
3 Release date: 01.03.2018 Advertising deadline: 15.02.2018 Editorial deadline: 01.02.2018	Embedded Operating Systems <i>with market overview</i> Medium and Large PLC Systems <i>with market overview</i> Objektorientierung Pro und	Multitouch Displays: Standardization in Gesture Control	Drives and Frequency Converters Geared Motors <i>with market overview</i>	Safety Evaluation Devices <i>with market overview</i>	Inductive Sensors Level Measurement <i>with market overview</i>	 Stuttgart, 13.03. – 15.03.2018
	Communication Optical Fiber	Components Industry 4.0 suitable Components for Automation	Construction and Mechanics Electrical CAD Systems <i>with market overview</i>			
Product overviews see page 25	AS Interface and IO Link Products	Monitoring and Operating Devices	Linear Technology, Robotics and Handling		Data Recorder and Data Loggers	

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
4 Release date: 28.03.2018 Advertising deadline: 14.03.2018 Editorial deadline: 28.02.2018	Combined Devices: PLCs with Integrated Operating Units <i>with market overview</i>	M2M: New Machine Communication Standards	Small Servos and Compact Drives Rotary Encoders and Position Sensors	Safe Drive Technology <i>with market overview</i>	Identification (Codes, RFID etc.) Light Barriers <i>with market overview</i>	 Böblingen, 10.04. – 12.04.2018
	Control Technology for Smart Factories					 Hannover, 23.04. – 27.04.2018
	Communication	Components	Construction and Mechanics			 Stuttgart, 24.04. – 27.04.2018
	Current Products and Solutions	Overvoltage, Lightning and Arc Fault Protection	Mechatronic Engineering			 Nürnberg, 11.04. – 12.04.2018
Product overviews see page 25	Fieldbus Products		Frequency Converters			

Issue and Deadlines	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Exhibitions and Events
Industrial Communication Journal I Release date: 28.03.2018 Advertising deadline: 14.03.2018 Editorial deadline: 28.02.2018 Price list page 17	Profibus and Profinet AS Interface	OPC UA as Backbone for Industrie 4.0 Communication Solutions for Drive Technology Serial Adapters for Ethernet <i>with market overview</i>	Industrial Mobile Radio Standards and Solutions	Redundant Communication (PSP, HSR etc.) Know-how and Piracy Protection Safe Communication with FSoE	Industrial IoT Cloud and M2M Big Data and Analysis Data Consistency Security Ethernet TSN	 Hannover, 23.04. – 27.04.2018
Product overviews		OPC UA	Wireless Products			

Issue and Deadlines	Target Industries	Content and Main Focus	Exhibitions and Events
Process Automation Release date: 28.03.2018 Advertising deadline: 14.03.2018 Editorial deadline: 28.02.2018 Price list: page 18	Topic: The automation technology of the process industry! The issue Process Automation of the SPS-MAGAZIN addresses all those readers whose work focuses on automation technology in the process industry. Our special publication provides an ideal platform for companies whose target groups include users in the chemical, pharmaceutical, food and beverage, biotechnology and industrial sectors, but also in the paper, automotive and supply industries.	• Energy Efficiency • Wireless Communication • Safe Field Devices and Remote I/Os • Measurement and Process Technology • Process Control Systems • Profibus PA/Foundation Fieldbus • Asset Management • Further topics after submission!	 Hannover, 23.04. – 27.04.2018 ACHEMA 2018 Frankfurt, 11.06. – 15.06.2018

Regular contents of SPS-MAGAZIN: Product News - Control Technology - Engineering - Communication - Security - Operation & Observation - Drive Technology - Sensors and Measurement Technology - Safety - Training

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
Exhibition-Special Hannover Messe Release date: 17.04.2018 Advertising deadline: 03.04.2018 Editorial deadline: 20.03.2018	Big Special: Hannover Messe	Standards for Industrie 4.0	IE3/IE4-Drives, Efficient and Energetic Recovery <i>with market overview</i> Drive Technology 4.0	Standards and Guidelines Safety Services	3D Sensors Pressure Measuring Systems <i>with market overview</i>	 Hannover, 23.04. – 27.04.2018  Leverkusen, 16.05.2018
	Communication	Components	Construction and Mechanics			
	Fieldbus Wiring AS Interface and IO Link	Cables for Automation Power Supply Units, Power Supplies and UPS	Engineering Trends			
Product overviews see page 25	Ethernet Components	Process Visualisation Systems	Electric Motors			

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
5 Release date: 15.05.2018 Advertising deadline: 02.05.2018 Editorial deadline: 17.04.2018	S7 and Compatible Controls <i>with market overview</i> Products & Know-How: Redundant Controls	Artificial Intelligence and Data Analysis	Low Voltage Switchgears and Motor Protection Switches <i>with market overview</i> Power Electronics and Brake Resistors	Safety I/O Units <i>with market overview</i>	Temperature Sensors Flow Measurement <i>with market overview</i>	all about  automation essen Essen, 06.06. – 07.06.2018 ACHEMA 2018 Frankfurt, 11.06. – 15.06.2018  München, 19.06. – 22.06.2018
	Communication	Components	Construction and Mechanics			
	Current Products and Solutions	Cable Routing and Energy Chains	Simulation and Virtual Commissioning			
Product overview see page 25	Industrial Computers	Industrial Energy Supply	Rotary Encoder			

Regular content of Industrial Communication Journal: Best Practice - Market - Trends - Systems - Technologies - Infrastructure - Wireless - Protocols - Realtime - Ethernet - Security

Issue and Deadlines	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Exhibitions and Events
Industrial Communication Journal II Release date: 15.05.2018 Advertising deadline: 02.05.2018 Editorial deadline: 17.04.2018 Price list: page 17	Ethercat Modbus TCP/IP CC-Link	Cable and Connection Technology <i>with market overview</i> Fibre Optic Cables and Optic Fibre (FOC)	Machine to Machine Communication (M2M) MQTT and AMQP	IT Security Law Secured Communication with Opensafety	Industrial IoT Cloud and M2M Big Data and Analysis Data Consistency Security Ethernet TSN	all about  automation essen Essen, 06.06. – 07.06.2018  München, 19.06. – 22.06.2018
Product overviews	Ethercat Components			IT and Network Security		

Regular content of SPS-MAGAZIN: Product News - Control Technology - Engineering - Communication - Security - Operation & Observation - Drive Technology - Sensors and Measurement Technology - Safety - Training

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
6 Release date: 12.06.2018 Advertising deadline: 29.05.2018 Editorial deadline: 15.05.2018	Industrial Computer <i>with market overview</i> Codesys Controls	VPN Machine Access	Decentralized Drive Concepts and Solutions Step Motors <i>with market overview</i>	Safety Light Grids <i>with market overview</i>	Data Logger and Data Acquisition Machine Vision	 OPTIMIZE YOUR PRODUCTION München, 19.06. – 22.06.2018  SENSOR+TEST 2018 DIE MESSTECHNIK-MESSE The Measurement Fair Nürnberg, 26.06 – 28.06.2018
	Communication	Components	Construction and Mechanics			
	Modems and Mobile <i>with market overview</i> Wireless Production	Plug Connectors	Online Tools and Apps			
	Codesys Products	Displays, Touchscreens, Keyboards and Tools				
Product overview see page 25						

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
7 Release date: 16.07.2018 Advertising deadline: 02.07.2018 Editorial deadline: 18.06.2018	PC Based Control Systems <i>with market overview</i> S7 Programming	Industrie 4.0 News Mice, Keyboards and Joysticks	Rotary Encoder <i>with market overview</i> Position Sensors Intralogistics and Conveying Systems	Safety Emergency Off/Stop Switches <i>with market overview</i>	Pressure Measurement Colour Sensors <i>with market overview</i>	Automation VDI Baden-Baden, 03.07 – 04.07.2018
	Communication	Components	Construction and Mechanics			
	Protocol Converter and Multi Protocol Solutions Fieldbus Products <i>with market overview</i>	Energy Distribution	Mechanical Engineering			
		Cables, Wires and Plug Connectors		Safety Sensors		
Product overviews see page 25						

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
8 Release date: 20.08.2018 Advertising deadline: 06.08.2018 Editorial deadline: 23.07.2018	PC Based Control Technology Integrated Systems <i>with market overview</i> Version Management for PLC Projects	Telecontrol and Remote Maintenance <i>with market overview</i> Cloud Solutions for Automation Technology	Linear Technology <i>with market overview</i> Robotics, MRK and Integration	Safety Controls <i>with market overview</i>	Ultrasonic Measurement Technology Thermography <i>with market overview</i>	 Ludwigshafen, 12.09.2018 all about  automation leipzig Leipzig, 12.09. – 13.09.2018  Stuttgart, 18.09. – 22.09.2018
	Communication	Components	Construction and Mechanics			
	Ethernet Wiring M2M and Remote <i>with market overviews</i>	Power Supply and USV	Electrical Planning and Automation			
Product overviews see page 25		Switches, Relays, Contactors and Buttons	Drive Technology			

Issue and Deadlines	Control	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
9 Release date: 17.09.2018 Advertising deadline: 03.09.2018 Editorial deadline: 20.08.2018	Microcontrollers <i>with market overview</i> Quick and Easy PLC Programming	Modern Operating and Visual Concepts	Servo Technology and Motion Control Complete Drives and Handling	Safety Position Switches (Construction Type 1) <i>with market overview</i>	Level Sensors Temperature Measurement <i>with market overview</i>	 Stuttgart, 08.10. – 11.10.2018  Bochum, 10.10.2018
	Communication	Components	Construction and Mechanics			
	Fieldbus and Ethernet Diagnostic WLAN, Bluetooth and NFC	Switchgears and Push Buttons	Simulation and Virtual Commissioning			
Product overviews see page 25		Electric CAD Engineering			Identity Systems/RFID	

Regular content of SPS-MAGAZIN: Product News - Control Technology - Engineering - Communication - Security - Operation & Observation - Drive Technology - Sensors and Measurement Technology - Safety - Training

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
10 Release date: 05.10.2018 Advertising deadline: 21.09.2018 Editorial deadline: 07.09.2018	Engineering Systems for PLCs Scalable Control Solutions	Machine Visualising <i>with market overview</i> Signal Devices and Indicator Lamps	Drive Design and Configuration Tools Drive Technology 4.0 <i>with market overview</i>	Safety Technology <i>with market overview</i>	Flow Measurement Multimeter <i>with market overview</i>	 VISION Stuttgart, 06.11. – 08.11.2018  FMB ZULIEFERMESSE MASCHINENBAU Bad Salzungen, 07.11. – 09.11.2018
	Communication Current Products and Solutions	Components Signal Technology	Construction and Mechanics E-CAD and M-CAD Integration			
	PLC Systems	Housing and Cabinet Systems	Servo Technology and Motion Control			
Product overviews see page 25						

Regular content of Industrial Communication Journal: Best Practice - Market - Trends - Systems - Technologies - Infrastructure - Wireless - Protocols - Realtime - Ethernet - Security

Issue and Deadlines	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Exhibitions and Events
Industrial Communication Journal III Release date: 05.10.2018 Advertising deadline: 21.09.2018 Editorial deadline: 07.09.2018 Price list: page 17	Ethernet/IP Varan CAN/CANopen	Power over Ethernet (PoE und PoE+) Installation and Data Management	WLAN for Industry <i>with market overview</i> Radio at Field Level	Antivirus Software for Industry Secured Communication with Profisafe Security <i>with market overview</i>	Industrial IoT Cloud and M2M Big Data and Analysis Data Consistency Security Ethernet TSN	 FMB ZULIEFERMESSE MASCHINENBAU Bad Salzungen, 07.11. – 09.11.2018  electronica München, 13.11. – 16.11.2018
Product overviews		Industrial Ethernet in Drive Technology Industrial Ethernet in Measurement Technology				

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
11 Release date: 29.10.2018 Advertising deadline: 15.10.2018 Editorial deadline: 01.10.2018	Industrial PCs <i>with market overview</i> Controllers for Smart Factories	Gesture Control	Rotary Encoders and Position Sensors Drives and Frequency Converters <i>with market overview</i>	Holistic Safety Policies	Vision Sensors & Smart Cameras Rotary Encoders & Position Sensors	COMPAMED  Düsseldorf, 12.11. – 15.11.2018  München, 13.11. – 16.11.2018  SPS IPC Drives Nürnberg, 27.11. – 29.11.2018
	Communication	Components	Construction and Mechanics			
	Switches, Routers and Access Points	Air Conditioning in Switch Cabinets	Configurator Tools			
Product overviews see page 25	Fieldbus Products				Sensors	

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
Exhibition-Special SPS IPC Drives Release date: 19.11.2018 Advertising deadline: 05.11.2018 Editorial deadline: 22.10.2018	Programming Software for PLCs <i>with market overview</i> Microcontrollers <i>with market overview</i> OPC UA in Control Systems	Visualising Software <i>with market overview</i>	Electric Motors <i>with market overview</i> Drive Technology Highlights at SPS IPC Drives Rotary Encoders <i>with market overview</i>	Safety Components	Opto Sensors Inductive Sensors <i>with market overview</i>	 SPS IPC Drives Nürnberg, 27.11. – 29.11.2018
	Communication	Components	Construction and Mechanics			
	New Products and Solutions	New Components for Automation	Engineering Trends			
Product overviews see page 25				Safety Products	Products in Ex-Area	

Regular content of Industrial Communication Journal: Best Practice - Market - Trends - Systems - Technologies - Infrastructure - Wireless - Protocols - Realtime - Ethernet - Security

Issue and Deadlines	Protocols and Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Exhibitions and Events
Industrial Communication Journal IV Release date: 19.11.2018 Advertising deadline: 05.11.2018 Editorial deadline: 22.10.2018 Price list: page 17	Ethernet Powerlink Sercos IO Link	Diagnosis and (Remote) Maintenance IO Systems with Fieldbus/ Ethernet Connection <i>with market overview</i>	NFC and Bluetooth	Security with RFID Access Protection and Firewalls Safe Communication with CIP Safety	Industrial IoT Cloud and M2M Big Data and Analysis Data Consistency Security Ethernet TSN	 SPS IPC Drives Nürnberg, 27.11. – 29.11.2018
Product overviews		Industrial Ethernet Components				

Regular content of SPS-MAGAZIN: Product News - Control Technology - Engineering - Communication - Security - Operation & Observation - Drive Technology - Sensors and Measurement Technology - Safety - Training

Issue and Deadlines	Control Technology	Operation and Observation	Drive Technology	Safe Automation	Sensors and Measurement	Exhibitions and Events
12 Release date: 10.12.2018 Advertising deadline: 26.11.2018 Editorial deadline: 29.10.2018	Decentralised I/O Systems <i>with market overview</i> Programming Strategies for New Controls	Operating Terminals <i>with market overview</i>	Drive Units and Mechanics Small Servos and Compact Drives	Safety Laser Scanners <i>with market overview</i>	Sensors for Industrie 4.0	
	Communication Redundancy Ethernet Components <i>with market overview</i>	Components New Components for Automation	Construction and Mechanics Engineering Interfaces			
Product overviews see page 25					Process Controller	

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1/2 page oblong	185mm x 130mm	210mm x 148mm	€ 2.800,-	€ 3.320,-	€ 3.620,-	€ 3.970,-
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1/3 page oblong	185mm x 90mm	210mm x 100mm	€ 1.900,-	€ 2.310,-	€ 2.430,-	€ 2.900,-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1.390,-	€ 1.780,-	€ 1.870,-	€ 2.190,-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1.390,-	€ 1.780,-	€ 1.870,-	€ 2.190,-
1/4 page oblong	185mm x 65mm	210mm x 74mm	€ 1.390,-	€ 1.780,-	€ 1.870,-	€ 2.190,-
1/8 page	90mm x 65mm	105mm x 74mm	€ 730,-	€ 980,-	€ 1.080,-	€ 1.280,-
1/8 page vertical	45mm x 130mm	52mm x 148mm	€ 730,-	€ 980,-	€ 1.080,-	€ 1.280,-
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Payment within 14 days from date of invoice. For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:

BLZ 533 500 00, Kto.-Nr. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

BLZ 500 100 60, Kto.-Nr. 517 030-603

IBAN: DE51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

- 1 Title:** Special Issue INDUSTRIAL COMMUNICATION JOURNAL
- 2 Brief Characteristic:** The INDUSTRIAL COMMUNICATION JOURNAL addresses the special target group of automation and network specialists, the experts in Manufacturing IT and IoT as well as decision-makers in communication and production technology in the industry who deal with hardware and software for wired data networks, Ethernet, wireless transmission methods and security issues. Correspondingly, the INDUSTRIAL COMMUNICATION JOURNAL prepares suitable content with high quality and technical depth - true to the motto: For all who want to know exactly what it is!
- 3 Target Group:** Automation and network specialists, experts for Manufacturing IT, decision-makers for communication and product technologies
- 4 Frequency:** 4 times a year as a special issue of the SPS-MAGAZIN
- 5 Format:** DIN A4
- 6 Volume:** 12th Volume 2018
- 7 Publishing Company:** TeDo Verlag GmbH
P.O. Box 2140 • 35009 Marburg
Delivery address: Zu den Sandbeeten 2 • 35043 Marburg
- 8 Publisher:** Dipl.-Stat. B. Al-Scheikly
- 9 Advertisement:** Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehrnert@sps-magazin.de

10 Editors:

Kai Binder, Chief Editor
 Phone: +49 6421 3086-139
 E-Mail: kbinder@sps-magazin.de

Mathis Bayerdörfer, Chief Editor
 Phone: +49 6421 3086-297
 E-Mail: mbayerdoerfer@sps-magazin.de

11 Print Run:

15.000 Copies

12 Volume Analysis 2016:

4 Issues	
Format:	DIN A4, 210mm (w) x 297mm (h)
Volume:	280 pages = 100,0%
Editorial Part:	238 pages = 85,0%
Advertisement:	42 pages = 15,0%
Bound-in Inserts:	1 page = 0,4%
Publisher's Ads:	5 pages = 1,8 %



Circulation
15.000

1 Advertising Formats and Prices:

(All prices are zero rated for VAT.)

Colour surcharges are non-discountable.

Format	Width x Height	b/w	2c	3c	4c
Cover pages	185mm x 270mm	€ 3.720,-	€ 4.040,-	€ 4.340,-	€ 4.670,-
1/1 page	185mm x 270mm	€ 3.290,-	€ 3.610,-	€ 3.910,-	€ 4.240,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2.080,-	€ 2.280,-	€ 2.520,-	€ 2.640,-
1/2 page vertical	90mm x 270mm	€ 1.810,-	€ 2.010,-	€ 2.250,-	€ 2.370,-
1/2 page oblong	185mm x 130mm	€ 1.810,-	€ 2.010,-	€ 2.250,-	€ 2.370,-
1/3 page vertical	60mm x 270mm	€ 1.300,-	€ 1.450,-	€ 1.560,-	€ 1.750,-
1/3 page oblong	185mm x 90mm	€ 1.300,-	€ 1.450,-	€ 1.560,-	€ 1.750,-
1/4 page	90mm x 130mm	€ 1.030,-	€ 1.160,-	€ 1.220,-	€ 1.330,-
1/4 page vertical	45mm x 270mm	€ 1.030,-	€ 1.160,-	€ 1.220,-	€ 1.330,-
1/4 page oblong	185mm x 65mm	€ 1.030,-	€ 1.160,-	€ 1.220,-	€ 1.330,-
1/8 page	90mm x 65mm	€ 580,-	€ 680,-	€ 710,-	€ 790,-
1/8 page vertical	45mm x 130mm	€ 580,-	€ 680,-	€ 710,-	€ 790,-
1/8 page oblong	185mm x 30mm	€ 580,-	€ 680,-	€ 710,-	€ 790,-
Product overview	91mm x 110mm	€ 620,-	–	–	€ 750,-

2 Discounts:

For orders placed within one insertion year

Frequency:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Quantity:	2 pages 5%	4 pages 10%	8 pages 15%	12 pages 20%

3 Bound Inserts:

Delivery quantity 15.300 Copies

80–135g/m²² 2 pages € 3.260,-

4 pages € 4.590,-

8 pages € 6.530,-

12 pages € 8.620,-

136–170g/m²² 10% surcharges on the basic price

starting 170g/m²² 15% surcharges on the basic price

Affixed postcards are charged as bound inserts (see 'Bound Inserts').

4 Inserts:

Delivery quantity: 15.300 Copies

Delivery: see Technical Data on p.22

Full Supplement 1.000 Copies each

up to 25g € 2.830,- € 185,-

up to 50g € 3.750,- € 245,-

more than 50g upon request upon request

5 Postcards/Samples:

Delivery quantity: 15.300 Copies

Costs up to 5g € 90,-

Mechanical bonding € 80,-

Manual bonding upon request

6 Contact:

Thomas Möller, Media Consultant

Phone: +49 6421 3086-513

tmoeller@sps-magazin.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. 1037305320

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

Circulation
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(All prices are zero rated for VAT.)

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1/3 page oblong	185mm x 90mm	€ 1.300,-	€ 1.450,-	€ 1.560,-	€ 1.750,-
1/4 page	90mm x 130mm	€ 1.030,-	€ 1.160,-	€ 1.220,-	€ 1.330,-
1/4 page vertical	45mm x 270mm	€ 1.030,-	€ 1.160,-	€ 1.220,-	€ 1.330,-
1/4 page oblong	185mm x 65mm	€ 1.030,-	€ 1.160,-	€ 1.220,-	€ 1.330,-
1/8 page	90mm x 65mm	€ 580,-	€ 680,-	€ 710,-	€ 790,-
1/8 page vertical	45mm x 130mm	€ 580,-	€ 680,-	€ 710,-	€ 790,-
1/8 page oblong	185mm x 30mm	€ 580,-	€ 680,-	€ 710,-	€ 790,-

2 Discounts:

For orders placed within one insertion year

Quantity: 2 pages 5% 4 pages 10% 8 pages 15% 12 pages 20%

3 Bound Inserts:

Delivery Quantity 15.300 Copies

80-135g/m²² 2 pages € 3.260,-

4 pages € 4.590,-

8 pages € 6.530,-

12 pages € 8.620,-

136-170g/m²² 10% surcharge on the basic price

starting 170g/m²² 15% surcharge on the basic price

Affixed postcards are charged as bound inserts (see 'Bound Inserts').

4 Loose Inserts:

Delivery quantity: 15.300 Copies

Delivery: see Technical Data on p.22

Full Supplement 1.000 Copies each

up to 25g € 2.830,- € 185,-

up to 50g € 3.750,- € 245,-

more than 50g upon request upon request

5 Postcards/Samples:

Delivery quantity: 15.300 Copies

Costs up to 5g € 90,-

Mechanical bonding € 80,-

Manual bonding upon request

6 Contact:

Heiko Hartmann, Media Consultant

Phone: +49 6421 3086-511

hhartmann@sps-magazin.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. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

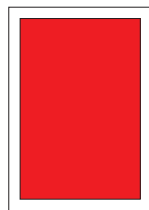
Bank Code 500 100 60, Acc.No. 517 030-603

IBAN: DE51 5001 0060 0517 0306 03

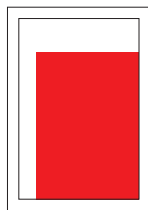
SWIFT-BIC: PBNKDEFF

- | | |
|---|---|
| <p>1 Sizes: DIN A4: 210mm x 297mm (width x height)
 Satzspiegel: 185mm x 270mm (width x height)</p> <p>2 Printing Process: Offset: Printing colours in Euro Scale (CMYK) for offset according to ISO12647-2, adhesive binding</p> <p>3 Data Transmission: Electronically via e-mail to:
 Michaela Preiß, Ad Disposition/Planning
 Phone: +49 6421 3086-444
 E-Mail: mpreiss@sps-magazin.de</p> <p>4 Printing Data: High-Res-PDF, EPS (fonts either converted into paths or embedded), TIF (resolution of 300dpi)</p> <p>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 will not be used.</p> <p>6 Proof: For checking purposes of a delivered advertisement we need a 1:1 proof. When printing coloured advertisements, a binding proof/printout is required to assure the authenticity of colours. Without these documents, no liability or warranty can be assumed for defects. Furthermore the publisher cannot assume liability for colour deviations caused by different types of paper. The same applies to deviations that vary within the tolerance of industrial colour printing or as a result of the offset processes.</p> <p>7 Permissible Image Formats: TIF, JPEG, EPS (with embedded fonts)</p> <p>8 Output Profile: ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)</p> | <p>9 Return Consignment: Delivered printing material will only be returned to the respective client on a special request. The obligation on behalf of the publisher to keep records ends three months after publication of the advertisement.</p> <p>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 redigitalised. The customer will be charged separately for the additional effort.</p> <p>11 Contact: Michaela Preiß, Media Ad Disposition/Planning
 Phone +49 6421 3086-444
 E-Mail: mpreiss@sps-magazin.de</p> |
|---|---|

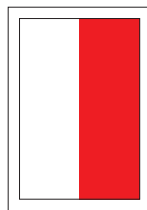
Size Format Print Space



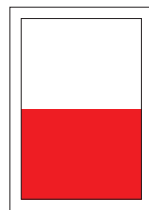
1/1 page
185mm x 270mm



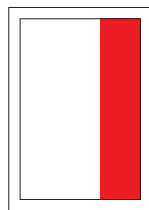
Junior page
140mm x 190mm



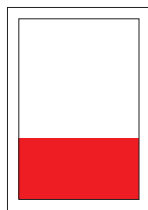
1/2 page vertical
90mm x 270mm



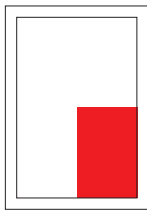
1/2 page oblong
185mm x 130mm



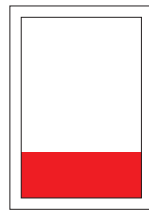
1/3 page vertical
60mm x 270mm



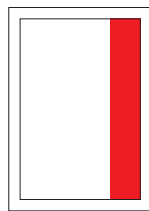
1/3 page oblong
185mm x 90mm



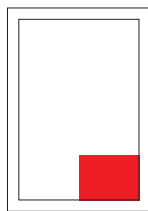
1/4 page
90mm x 130mm



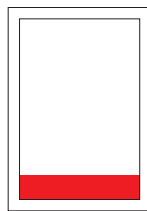
1/4 page oblong
185mm x 65mm



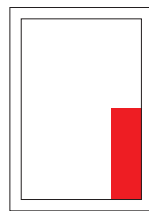
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

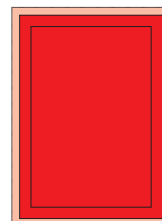


1/8 page oblong
185mm x 30mm

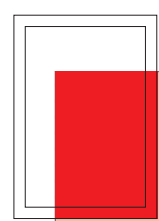


1/8 page vertical
45mm x 130mm

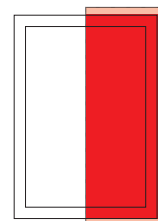
Size Format with Bleed



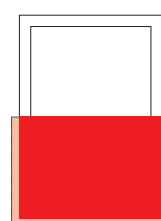
1/1 page
210mm x 297mm



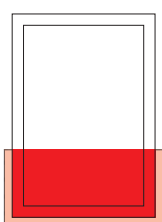
Junior page
148mm x 210mm



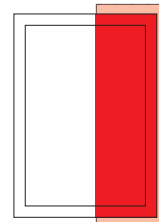
1/2 page vertical
105mm x 297mm



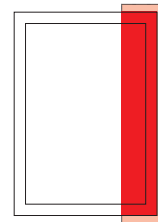
1/2 page oblong
210mm x 148mm



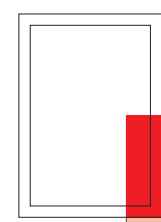
1/3 page oblong
210mm x 100mm



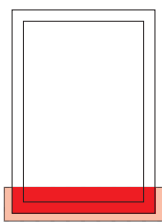
1/3 page vertical
70mm x 297mm



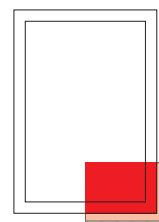
1/4 page vertical
52mm x 297mm
1/4 page oblong
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page vertical
52mm x 148mm



1/8 page oblong
210mm x 39mm

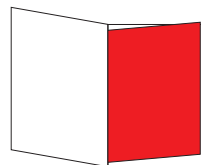


1/8 page
105mm x 74mm

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

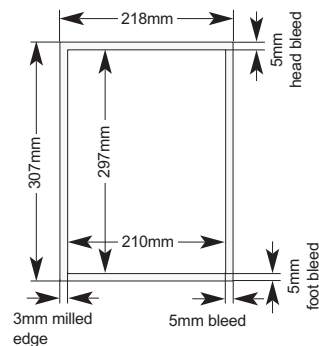


Bound Inserts: Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds. Multisheet bound-in supplements or those with flaps are to be delivered folded. The front 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.

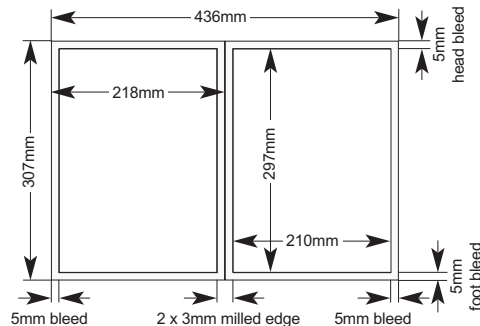


Minimal Size: 147mm x 210mm
Maximum Size: 210mm x 297mm
Minimal Weight: for products with 4 pages 115g/m²

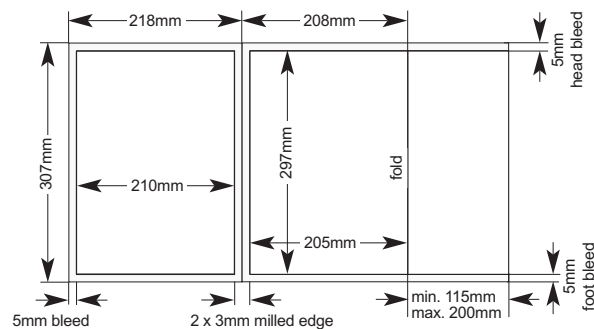
2-paged Bound Insert



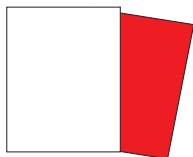
4-paged Bound Insert



4-paged Bound Insert with Cover



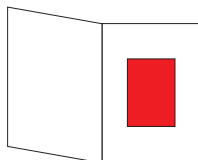
- 1 Loose Inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. The delivered inserts must be trimmed and folded as final products.



Minimal Size:	100mm x 210mm
Maximum Size:	205mm x 290mm
Minimal Weight:	115g/m ²
Maximum Weight:	upon request
Positioning or Placement:	undefined

- 2 Fixed Inserts:** Mechanical Bonding: glued edge is fixed parallel to the flange, at least 1cm to a maximum of 6cm from the flange. Folded Items 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, we require a copy of a binding sample with an indication of size and weight.



Minimal Size:	105mm x 147mm
Maximum Size:	148mm x 190mm
Minimum Weight:	160g/m ²

Delivery: Deliveries of any bound-in inserts and fixed in-

serts 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.

Delivery Quantity: 25.300 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 material deadline is also the date of delivery for the respectively agreed issue. (see Editorial Calendar on page 4).

3 Contact: Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@sps-magazin.de

1 Inner Cover:

Advertise in a precise and targeted-oriented way in your topic area!

2 Brief Description:

The format 'Inner Cover' in SPS-MAGAZIN is a special form of advertising. By starting one of the regular headliners with your advertisement, you can highlight your special place in the industry sector. This enables you to sharpen the awareness of your target groups towards your company and products more effectively. The format 'Inner Cover' contains the following elements for your cross-media communication:

1. Your 'Inner Cover' about the topic introduces the particular headliner
2. Technical article in the same headliner (after consultation with our editors)
3. Publication of your trade article as teaser in the Automation Product Newsletter
4. Publication of your trade article on www.sps-magazin.de
5. Publication of your trade article on Facebook und Google+

Topics:

- Control technology
- Communication
- Drive technology
- Safe automation / Safety
- Operating and Monitoring
- Components
- Construction and mechanics
- Sensors and measurement

3 Format:

Inner cove image: 210x212mm (plus 3mm bleed on each side)

4 Data Delivery:

PDF, JPEG or TIF with a 300dpi resolution,
trade article: Text with approx. 8.000 characters, logo,
graphic material allowed: JPEG, TIF with 300dpi

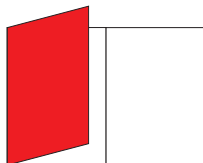
5 Price:

€4.590,- (price zero rated for VAT)



1 Special Advertising Formats:

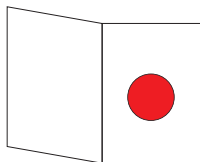
Gatefolder



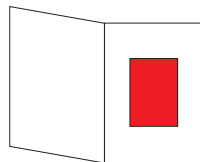
Flap



CD-ROM



Product samples



2 Prices for Special Advertising:

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 SPS-MAGAZIN.

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

(All prices plus 19% VAT)

5 License for Self-Printing:

If you would like to reprint your article after publication in SPS-MAGAZIN, you can purchase a license for self-printing incl. a high-resolution PDF file from us.

Reprint License	
Circulation	up to 1.000 copies
Price	€ 240,-

6 Low-res-PDF:

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. This makes it perfectly suitable for online advertising.

7 Contact and Booking:

Markus Lehnert, Adverting Manager
Phone: +49 6421 3086-594
E-mail: mlehnert@sps-magazin.de

- 1 Brief Description:** In each issue of the SPS-MAGAZIN we offer you the possibility to advertise easily and inexpensively within specific topics. Our graphics department designs your product advertisement in the SPS-MAGAZIN - based on your delivered materials. Naturally, you will receive a proof copy before printing.
- 2 Price:** 4-coloured product placement: €880,-
For a special price of only €720,- for a 1/4 page b/w we put your products in the most effective way - at a low cost also available in coloured form.
- 3 Format:** 91mm x 110mm within the limits of the specified layout
- 4 Order Form:** www.sps-magazin.de/produktuebersichten
- 5 Contact:** Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
E-mail: mlehnert@sp-s-magazin.de



Time is too short for advertisements?

Simply send us your documents - we will take care of the rest for you!
anzeigen@sp-s-magazin.de

Which documents do we need? – Your checklist:

- Contact data – Everything, that is relevant: Telephone, Fax, Web-Adress, E-Mail
- Logo – Send us your digitalized logo
- Product image – We need your images with a 300dpi resolution
- Text – Word and other text files, also RTF files up to 800 characters
- QR-Code – Direct link to your website

in the TeDo trade press:

Print (tvA: 25,700) and Online (Ø 17,000 visitors/month)

- Your product advertisement appears in the related editorial context
- With your individual QR code you link the reader to your media
- We can take care of your advertisements for you - free of charge!

Topic	Release Date	Material Deadline
Drive technology	20.08.2018 (Issue 8/2018)	06.08.2018
Display and operational devices	01.03.2018 (Issue 3/2018)	15.02.2018
AS interface and IO Link products	01.03.2018 (Issue 3/2018)	15.02.2018
CoDeSys products	18.06.2018 (Issue 6/2018)	04.06.2018
Data Recorder and loggers	01.03.2018 (Issue 3/2018)	15.02.2018
Displays, touchscreens, keyboards and peripheral products	18.06.2018 (Issue 6/2018)	04.06.2018
Rotary encoder	24.05.2018 (Issue 5/2018)	09.05.2018
Electrical CAD engineering	17.09.2018 (Issue 9/2018)	03.09.2018
Electric motors	28.03.2018 (Issue HMI/2018)	14.03.2018
Embedded systems	08.02.2018 (Issue 1+2/2018)	25.01.2018
Ethernet components	17.04.2018 (Issue HMI-Special/2018)	03.04.2018
Fieldbus products	28.03.2018 (Issue 4/2018)	14.03.2018
Fieldbus products	29.10.2018 (Issue 11/2018)	15.10.2018
Telecontrol and remote maintenance	08.02.2018 (Issue 1+2/2018)	25.01.2018
Frequency converters	28.03.2018 (Issue 4/2018)	14.03.2018
Cabinet systems and housing	05.10.2018 (Issue 10/2018)	21.09.2018
Identification systems/RFID	17.09.2018 (Issue 9/2018)	03.09.2018
Industrial computers	24.05.2018 (Issue 5/2018)	09.05.2018
Industrial power supplies	24.05.2018 (Issue 5/2018)	09.05.2018
Cables and plug connectors	16.07.2018 (Issue 7/2018)	02.07.2018
Linear technology/robotics and handling technology	01.03.2018 (Issue 3/2018)	15.02.2018
M2M	18.06.2018 (Issue 6/2018)	04.06.2018
OPC UA	19.11.2018 (Issue SPS-Special/2018)	05.11.2018
PC based controllers	08.02.2018 (Issue 1+2/2018)	25.01.2018
Products in ex-area	19.11.2018 (Issue SPS-Special/2018)	05.11.2018
Process controller	10.12.2018 (Issue 12/2018)	26.11.2018
Process visualisation systems	17.04.2018 (Issue HMI-Special/2018)	03.04.2018
Safety products	19.11.2018 (Issue SPS-Special/2018)	05.11.2018
Switches, relays, contactors and sensing technologies	20.08.2018 (Issue 8/2018)	06.08.2018
Sensors	29.10.2018 (Issue 11/2018)	15.10.2018
Servo technology / motion control	05.10.2018 (Issue 10/2018)	21.09.2018
Safety sensors	16.07.2018 (Issue 7/2018)	02.07.2018
PLC systems	05.10.2018 (Issue 10/2018)	21.09.2018

1 Brief Description:

In every issue of the SPS-MAGAZIN there is the possibility for a short, concise and distinctive representation of your company. On a page with a limited space of approx. 1,400 characters, you can highlight and promote your company with your company image and the company logo according to your wishes.

- Issue integrated layout with logo, company image and textually customizable portrait components (address, profile, products etc.)
- approx. 1.400 characters
- As ½ page 4c bookable

2 Price:

1/2 page, 4c € 2.800,-
(plus 19% VAT.)

3 Information Required:

- Full contact data
- Digitalized logo

- Images in sufficient size and 300dpi
- Text about your company in Word or text files

The layout of your company portrait will be taken care of by our graphics department and is included in the price. You will receive a proof copy before printing.

4 Contact and Booking:

Markus Lehnert, Advertising Manager

Phone: +49 6421 3086-594

E-mail: mlehnert@sps-magazin.de





1 Circulation Control:



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

In 2017, the SPS-MAGAZIN will be published with a circulation of 25.000 copies.

Printed copies:	26.154		
Actual distributed circulation (ADC):	25.771	thereof abroad	822
Sold copies	1.722	thereof abroad	223
• Subscribed copies	1.184	member copies	none
• Other sales	529	–	–
• Retail sales	9	thereof abroad	1
• Returned copies	–	–	–
Free copies:	24.049	thereof abroad	599
Remaining, archive and proof copies:	383		

3a Economic Area:

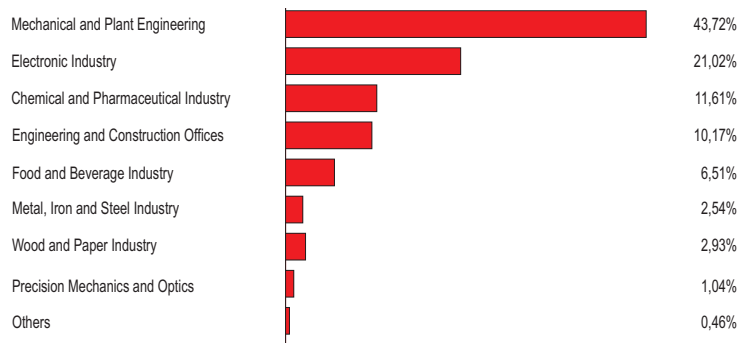
Statistic of Actual Circulation:

	Copies	%
Germany	24.949	96,81%
International	822	3,19%
Actual distributed circulation	25.771	100%

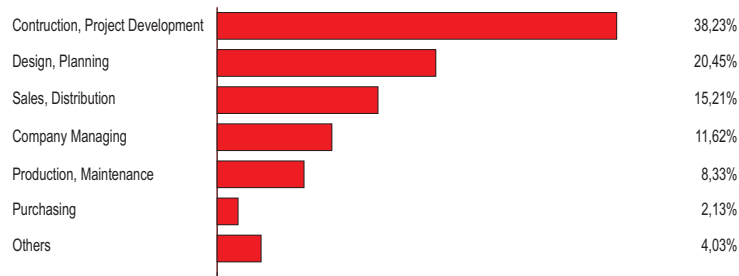
3b National distribution by postal code:

Postal zone 0	958	3,84%
Postal zone 1	762	3,05%
Postal zone 2	1.971	7,90%
Postal zone 3	2.804	11,24%
Postal zone 4	3.069	12,30%
Postal zone 5	3.517	14,10%
Postal zone 6	2.713	10,87%
Postal zone 7	4.105	16,45%
Postal zone 8	2.702	10,83%
Postal zone 9	2.348	9,41%
Germany	24.949	100%

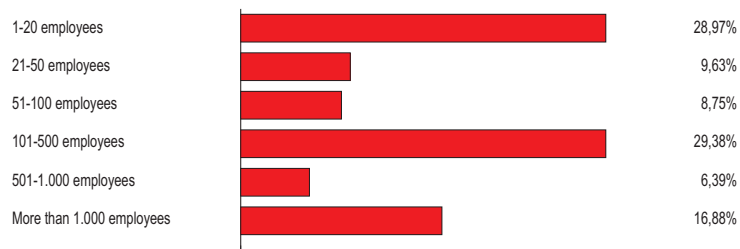
Target Markets



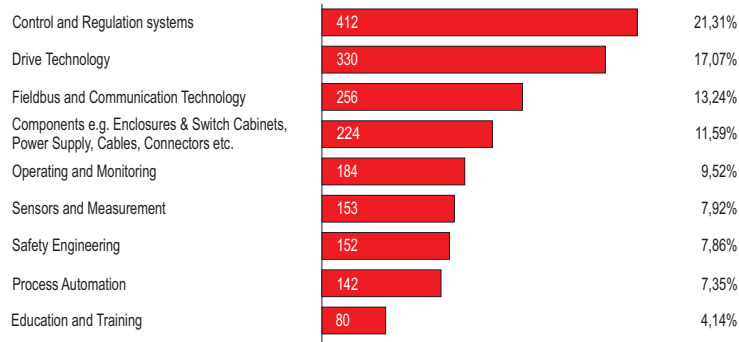
Fields of Activity



Company Sizes



Content Analysis of the Editorial Part



- 1 Usage Data:** From 01. July 2016 to 30. June 2017
Visitors: 197.186, Page views: 388.564
- 2 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.sps-magazin.de you have the opportunity to place your advertisement next to the constantly updated news.
- 3 Target Groups:** Users from the mechanical and plant engineering sector
- 4 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 pixel	Integrated and prominent placing in the content section of the website	€ 1.250,-
2. Skyscraper	120 x 600 pixel	Portrait advertisement space to the right alongside of the content	€ 1.480,-
3. Expandable-Skyscraper	160 x 600 pixel 300 x 600 pixel opened	Not only long in the user's field of vision, but also interactive via mouse-over	€ 2.510,-
4. Super-Banner	728 x 90 pixel	Prominently placed at the heading section with a lot of space for product presentations	€ 1.420,-
5. Expandable-Super-Banner	728 x 90 pixel 728 x 160 pixel open	Even more space for your product presentations in the eye-catching heading section	€ 2.390,-
6. Medium Rectangle	345 x 200 pixel	Outstanding in the editorial content and big enough for the most creative advertisements	€ 1.380,-
7. Billboard	970 x 250 pixel	Very prominent placing with a maximum area, specially suited for big motives	€ 3.260,-
8. Standard Top	170 x 60 pixel	Smaller ad space to the right alongside of the content	€ 1.020,-
9. Cornersquare Banner	345 x 90 pixel	Prominent placing in the upper right corner	€ 1.020,-

(All prices are zero rated 19% for VAT.)

- 5 Data Formats:** GIF, PNG, JPEG, HTML5
- 6 Data Delivery:** Please send us your data via e-mail to anzeigen@sp-s-magazin.de
- Customer name
 - Contact person
 - Target URL

1. Fullsize-Banner



2. Skyscraper



3. Expandable-Skyscraper



4. Super-Banner



5. Expandable-Super-Banner



6. Medium Rectangle



7. Billboard



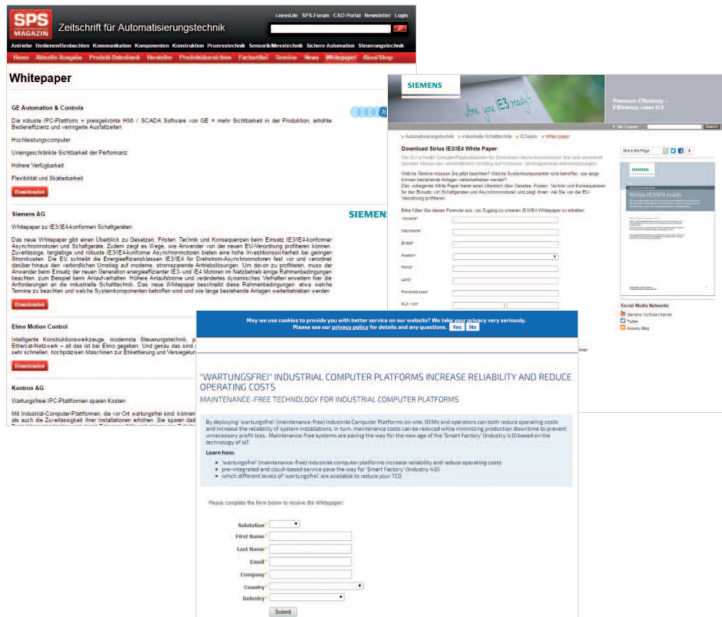
8. Standard Top



9. Cornersquare Banner



Whitepaper:



1 Brief Description:

In our 'Whitepapers' section you can place your user descriptions, case studies and market research results and inform decision-makers from the automation industry about the performance of your company.

2 Target Groups:

Experts from the mechanical and plant engineering sector

3 Publisher:

TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

4 Data Formats:

PDF file (overall there is a maximum of 3MB web space available)

5 Prices:

Duration	Prices
3 months	€ 580,-
6 months	€ 980,-
9 months	€ 1.480,-
12 months	€ 1.880,-

6 Data Delivery:

Please submit your data at least one week before the start of your whitepaper campaign to: anzeigen@sps-magazin.de

SPS-MAGAZIN News-App

The SPS-MAGAZIN App provides clear and fast access to messages and background reports from the automation industry. The app gives direct access to the information from www.sps-magazin.de. In addition, the Automation Newsletter is presented in the latest version 1.0 of SPS-MAGAZIN.



www.sps-magazin.de/News-App

Celebrate our Anniversary!
The Automation Newsletter No. 555
will be published in March 15th, 2018!

1 Name: Automation Newsletter



January	February	March	April	May	June
Thu 11.01.2018	Thu 01.02.2018	Thu 01.03.2018	Thu 05.04.2018	Thu 03.05.2018	Thu 07.06.2018
Thu 18.01.2018	Thu 08.02.2018	Thu 08.03.2018	Thu 12.04.2018	Wed 09.05.2018	Thu 14.06.2018
Thu 25.01.2018	Thu 15.02.2018	Thu 15.03.2018	Thu 19.04.2018	Thu 17.05.2018	Thu 21.06.2018
	Thu 22.02.2018	Thu 22.03.2018	Thu 26.04.2018	Thu 24.05.2018	Thu 28.06.2018
		Thu 29.03.2018		Wed 30.05.2018	
					

July	August	September	October	November	December
Thu 05.07.2018	Thu 02.08.2018	Thu 06.09.2018	Thu 04.10.2018	Thu 01.11.2018	Thu 06.12.2018
Thu 12.07.2018	Thu 09.08.2018	Thu 13.09.2018	Thu 11.10.2018	Thu 08.11.2018	Thu 13.12.2018
Thu 19.07.2018	Thu 16.08.2018	Thu 20.09.2018	Thu 18.10.2018	Thu 15.11.2018	Thu 20.12.2018
Thu 26.07.2018	Thu 23.08.2018	Thu 27.09.2018	Thu 25.10.2018	Thu 22.11.2018	
	Thu 30.08.2018			Thu 29.11.2018	
					

2 Brief Description:

The Automation Newsletter provides weekly and up-to-date information on all relevant topics about the automation industry in PDF format. For more than ten years, it has been the up-to-date newsletter in the industrial fields. It continues to serve as a customer-oriented advertising medium for quick, efficient advertising messages with a high repetition rate.

3 Target Groups:

Experts from the mechanical and plant engineering sector

4 Usage Data:

10.708 subscribers

5 Frequency of Publication:

50 x per year

6 Volume:

13th volume 2018

7 Publisher:

TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

8 Contacts:

Editorial Department

Kai Binder, Chief Editor

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Online Advertising

Heiko Hartmann, Media Consultant

Phone: +49 6421 3086-511

E-Mail: hhartmann@sps-magazin.de

1 Prices and Advertising Formats in the Automation Newsletter:

Format	Placement	Page 1	from Page 2
524 x 85px	In the covering letter	€ 1530,-	–
185 x 30mm	top	€ 1.260,-	€ 975,-
90 x 65mm	middle	€ 1.050,-	€ 895,-
185 x 30mm	bottom	€ 980,-	€ 840,-
123 x 87mm	bottom	–	€ 1.306,- (only page 2)
35 x 15mm	top	€ 730,-	–
49 x 84mm	middle	–	€ 690,- (page before 'Zahlenfutter')
Whitepaper	bottom	–	€ 101,- (page before 'Zahlenfutter')

(All prices are zero rated for 19% VAT.)

2 Data Dormats:

Please send us data only in RGB color space and in a resolution of 72dpi. If data is sent in the CMYK color space, there may be color deviations and thus data loss in the production process. PDF or EPS with embedded font or converted into paths are permitted file formats.

3 Data Delivery:

Please send us the following data via e-mail to anzeigen@sps-magazin.de

- Customer name
- Contact person
- Target URL

4 Material Deadline:

7 days before the release date of the newsletter

Page 1



Page 2



Page 3



Page 4



1 Name: Automation Product Newsletter

2 Release Dates:

January	February	March	April	May	June
Tue 16.01.2018	Tue 06.02.2018	Tue 06.03.2018	Tue 03.04.2018	Tue 02.05.2018	Tue 05.06.2018
Tue 23.01.2018	Tue 13.02.2018	Tue 13.03.2018	Tue 10.04.2018	Tue 08.05.2018	Tue 12.06.2018
Tue 30.01.2018	Tue 20.02.2018	Tue 20.03.2018	Tue 17.04.2018	Tue 15.05.2018	Tue 19.06.2018
	Tue 27.02.2018	Tue 27.03.2018	Tue 24.04.2018	Tue 22.05.2018	Tue 26.06.2018
				Tue 29.05.2018	
					

July	August	September	October	November	December
Di 03.07.2018	Di 07.08.2018	Di 04.09.2018	Di 02.10.2018	Di 06.11.2018	Di 04.12.2018
Di 10.07.2018	Di 14.08.2018	Di 11.09.2018	Di 09.10.2018	Di 13.11.2018	Di 11.12.2018
Di 17.07.2018	Di 21.08.2018	Di 18.09.2018	Di 16.10.2018	Di 20.11.2018	Di 18.12.2018
Di 24.07.2018	Di 28.08.2018	Di 25.09.2018	Di 23.10.2018	Di 27.11.2018	
Di 31.07.2018			Di 30.10.2018		
					

3 Brief Description:

Recipients of the Automation Product Newsletter know when new products are available long before they appear in a printed magazine. The newsletter presents the latest news in content and also in a straightforward, brief and concise manner. This provides a quick overview of the latest components, systems and solutions. Not one unnecessary word! This is the basic concept of the Automation Product Newsletter.

4 Target Groups: Users and experts from the machine and plant engineering sector

5 Usage Data: 10.579 subscribers (Status: June 2017)

6 Frequency: 49 per year

7 Volume: 9th Volume 2018

8 Newsletter Format: HTML

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

10 Contact: Markus Lehnert,
Advertising Manager
Phone: +49 6421 3086-594
E-Mail: mlehnert@sps-magazin.de



11 Prices and Advertising Formats in the Automation Product Newsletter:

Name	Format	Price
Banner 1	900 x 150px	€ 970,-
Banner 2	435 x 314px	€ 970,-
Advertorial	900 x 200px	€ 1.180,-
Sponsoring Newsletter	• 3 product news (500-1.000 characters) • 1 banner (900 x 150px) • Your company logo	€ 3.270,-
Standalone Newsletter	• Min. 8-10 product news • 1-3 banner (900 x 150px) • Your company logo	€ 6.120,-

The products will be linked to the desired URL via www.sps-magazin.de
(All prices plus 19% VAT)

12 File Formats: JPEG or PNG in RGB colour-space with a 72dpi resolution

13 Data Delivery: Please send the following data via e-mail to anzeigen@sps-magazin.de

- Customer name
- Contact person
- Target URL
- Company logo
- Sponsoring news (Text as Word, RTF etc. + image)

14 Material Deadline: 7 days before the release date of the newsletter

Banner 1+2



Advertorial



Sponsoring Newsletter



Standalone Newsletter



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. June 2016 – 01. June 2017
Visitors: 73.615, page views: 446.810

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



i-need.de

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

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

PREMIUM**499,00 €**

Price per month plus 19% VAT.

Comprehensive cross-media marketing package

Preferential display of your data and extensive evaluation tools

Free customer support
Optional: Data maintenance**PRO****199,00 €**

Price per month plus 19% VAT.

Enter unlimited number of products

Preferential display of your data and extensive evaluation tools

Free customer support
Optional: Data maintenance**Basic****0,00 €**

Enter unlimited number of products

All products will be displayed

Without customersupport 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

1	Present unlimited products on the market Place an unlimited number of products on i-need.de.	✓	✓	✓
2	Printing of market overviews in the TeDo media Depending on editorial selection	✓	✓	✓
3	Extensive company presentation: Promote your company! i-need.de bundles your company profile, your products, technical articles, product news and your solution competence.		✓	✓
4	Your logo Always highlighted above the search results with your products.		✓	✓
5	Preferential display of your products Search results show PRO and PREMIUM customers above, Basic customers below.		✓	✓
6	Communicate product news Inform yourself about your latest product highlights.		✓	✓
7	Publish videos Link and distribute your product and company videos 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 Advertisement 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 first page makes your content appear more often and increases the probability of clicks. Markus Lehnert, Advertising Manager TeDo Verlag
Phone: +49 6421 3086-594
E-Mail: mlehner@tedo-verlag.de

Contact:

Christoph Kirschenmann, Advertising Manager IT&Production
Phone: +49 6421 3086-536
E-Mail: ckirschenmann@it-production.com

Banner and Content Advertisement:

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

All prices plus 19% VAT.

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

Promoted product on the i-need.de homepage

Pay-per-Use-IoT-Plattform im Maschinenbau

Objektiv Correctal T200/0,3

4. Superbanner

2. Skyscraper Small

6. Content Medium

3. Fullsize-Banner

5. Content Small

1. Skyscraper

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

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

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

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

Ziffer 5: Aufträge für Anzeigen, Einhefter und Fremdbeilagen, die erklärtermaßen ausschließlich in bestimmten Nummern, bestimmten Ausgaben oder an bestimmten Plätzen der Druckschrift veröffentlicht werden sollen, müssen so rechtzeitig beim Verlag eingehen, dass dem Auftraggeber noch vor Anzeigenschluss mitgeteilt werden kann, wenn der Auftrag auf diese Weise nicht auszuführen ist.

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

Ziffer 7: Eine Stornierung von gebuchten Anzeigen muss immer schriftlich erfolgen, Telefax oder E-Mail ist ausreichend. Die Stornierung von bereits gebuchten Anzeigen ist bis 14 Tage vor Anzeigenschluss, laut Mediadaten, kostenfrei möglich. Bei Stornierung 13 bis 7 Tage vor Anzeigenschluss fallen Stornogebühren in Höhe von 50 % des Anzeigenbruttopreises an. Für Stornierungen, die später als 7 Tage vor Anzeigenschluss eingehen, kann der Verlag den vollen Anzeigenbruttopreis in Rechnung stellen.

Für Print- und Online-Anzeigen mit Sonderplatzierungen (auch Umschlagseiten, Sonderformate und Produktübersichten) sowie für Titel- und Innentitelseiten besteht kein Rücktrittsrecht. Abbestellungen von Online-Anzeigen müssen acht Wochen vor Schaltungsbeginn schriftlich erfolgen. Eine Stornierung von weniger als acht Wochen vor Schaltungsbeginn ist nicht möglich. Die Anzeige wird somit in voller Höhe des vereinbarten Anzeigenpreises berechnet.

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Ziffer 9: Für die rechtzeitige Lieferung des Anzeigentextes und einwandfreier Druckunterlagen oder der Beilagen ist der Auftraggeber verantwortlich. Für erkennbar ungeeignete oder beschädigte Druckunterlagen fordert der Verlag unverzüglich Ersatz an. Der Verlag gewährleistet die für den belegten Titel übliche Druckqualität im Rahmen der durch die Druckunterlagen gegebenen Möglichkeiten. Für den Verlag entstandene Schäden durch das nicht rechtzeitige Einreichen von Druckunterlagen sind vom Auftraggeber zu leisten.

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