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App Industrial News Arena
Download now for free!
Title: SPS-MAGAZIN

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 new 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.

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

Publication Frequency: 13 x per year, plus 5 special issues: 4 x INDUSTRIAL COMMUNICATION JOURNAL, 1 x Process Automation

Format: DIN A4

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Bound-in Inserts 32 pages = 1,5%
Publisher’s Ads 43 pages = 2,1%
Inserts 14 pieces

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#### Process Automation

**Issue and Deadlines**
- **Publication Date:** 25.04.2019
- **Advertising Deadline:** 11.04.2019
- **Editorial Deadline:** 28.03.2019

**Price List see page 18**

**Target Industries**
- Topic: Automation technology in the process industry!
- The Process Automation issue of the SPS-MAGAZIN is aimed at all readers whose main focus is automation technology in the process industry. Our special publication offers an optimal platform for companies whose target groups include users in the chemical, pharmaceutical, food and beverage and biotechnology industries, as well as in the paper, automotive and supplier industries.

**Topics and Content**
- Energy Efficiency,
- Wireless Communication,
- Intrinsically Safe Field Devices and Remote-IOs,
- Metrology,
- Process Control Systems,
- Profinet PA/Foundation Fieldbus,
- Asset Management,
- Further Topics After Submission

**Fairs and Events**
- **MT CONNECT**
  - Nürnberg, 21.05 – 23.05.2019
- **MOULDING EXPO**
  - Stuttgart, 21.05 – 24.05.2019
- **sps ipc drives ITALIA**
  - Parma 28.05 – 30.05.2019

### Permanent content SPS-MAGAZIN:
- News
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- Safety
- Training and Education

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**Issue and Deadlines**
- **Publication Date:** 25.04.2019
- **Advertising Deadline:** 11.04.2019
- **Editorial Deadline:** 28.03.2019

**Operating and Monitoring**
- Combi devices: PLCs with Integrated Operating Unit with market overview
- Control Technology for the Smart Factory

**Drive Technology**
- Human/Machine Interfaces for Industrie 4.0
- Small Servos and Compact Drives

**Safe Automation**
- Safe Drive Technology with market overview

**Sensors and Metrology**
- Sensors for Industrie 4.0 and IoT (PM, CM, Big Data, ...)
- Pressure with market overview

**Fairs and Events**
- **Control**
  - Stuttgart, 07.05 – 10.05.2019
- **SMAR**
  - Linz, 14.05 – 16.05.2019

**Component**
- Communication
- Components
- Construction and Mechatronics

**Construction and Mechatronics**
- Current Products and Solutions
- Overvoltage, Lightning and Arc Fault Protection
- Mechatronic Engineering

**Product Overviews**
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**Fieldbus Products**
- Fieldbus Products

**Frequency Converters**
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**Advertising Deadline:** 02.05.2019  
**Editorial Deadline:** 17.04.2019  

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Waveguides and Optic Fibre | Machine to Machine Communication (M2M)  
MQTT and AMQP | IT Security Law  
Communicate Securely with Opensafety | Industrial IoT  
Cloud and M2M  
Big Data and Analysis  
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- **Advertising Deadline:** 07.08.2019
- **Editorial Deadline:** 24.07.2019

#### Issue 9
- **Publication Date:** 11.09.2019
- **Advertising Deadline:** 28.08.2019
- **Editorial Deadline:** 14.08.2019

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- News • Novelties • Control Technology • Engineering • Communication • Security • Operating & Monitoring • Drive Technology • Sensors and Metrology • Safety • Training and Education

### Fairs and Events

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- Hannover, 16.09. – 21.09.2019
- Ludwigshafen, 18.09.2019

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### Product Overviews

#### Issue 8
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- Quick and Easy Access to PLC Programming
- Fieldbus and Ethernet Diagnosis
- WLAN, Bluetooth and NFC

#### Issue 9
- Microcontrollers with market overview
- Modern Operating and Visualization Concepts
- Drive and Motion Control Safety Encoder
- Complete Drives and Handling
- Cables, Wires and Cable glands

### Online Access

- [www.sps-magazin.de](http://www.sps-magazin.de)
## Issue and Deadlines

### Industrial Communication Journal III
- **Publication Date:** 11.09.2019
- **Advertising Deadline:** 28.08.2019
- **Editorial Deadline:** 14.08.2019

### Fairs and Events
- **Industrial IoT Cloud and M2M**
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### Fairs and Events
- **Stuttgart, 07.10 – 10.10.2019**
- **Landshut, 23.10.2019**

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- **Best Practice**
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<td>SPS IPC Drives</td>
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## Permanent content ICJ: Best Practice • Market • Trends • Systems • Technologies • Infrastructure • Wireless • Protocols • Realtime • Ethernet • Security

### Issue and Deadlines

**Industrial Communication Journal IV**

- **Publication Date:** 20.11.2019
- **Advertising Deadline:** 06.11.2019
- **Editorial Deadline:** 23.10.2019
- **Price List see page 17**

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<td>Security with RFID</td>
<td>Industrial IoT</td>
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### Product Overviews

- Industrial Ethernet Components

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## Permanent content SPS-MAGAZIN: News • Novelties • Control Technology • Engineering • Communication • Security • Operating & Monitoring • Drive Technology • Sensors and Metrology • Safety • Training and Education

### Issue and Deadlines

**12**

- **Publication Date:** 10.12.2019
- **Advertising Deadline:** 26.11.2019
- **Editorial Deadline:** 12.11.2019
- **Price List see page 26**

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### Product Overviews

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

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<tr>
<td>Cover Pages</td>
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(All prices shall be subject to the applicable VAT rate.)
2 Surcharges:

Coloured advertisments are printed according to the Euroscale. All other colours are special colours.

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Special colours: On request

Placing:
On binding and confirmed placements 10% of the basic price (b/w) will be charged.

Colour surcharges:
Not discountable

Format surcharges:
Advertisements over binding, bleed advertisements:
10% of the basic price

VAT:
All prices are subject to 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:
On request

5 Special Advertising Formats:

Bound-in Inserts:
Delivery quantity: 25.300 pieces
Delivery: see Formats and Technical Data on p. 21

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<td>4 pages</td>
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<td>8 pages</td>
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<td>12 pages</td>
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<td>from 170g/m²</td>
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Inserts:
Delivery quantity: 25.300 pieces
Delivery: see Formats and Technical Data on p. 22

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<tr>
<td>up to 50g</td>
<td>€ 10.060,-</td>
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<tr>
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Postcards/Samples:
Delivery quantity: 25.300 pieces
Delivery: see Technical Data on p. 22

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<th>Manual bonding</th>
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Manual bonding: on request

6 Contact and Booking:
Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@spmagazin.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 0600 0517 0306 03
SWIFT-BIC: PBNKDEFF
Title: Special Issue INDUSTRIAL COMMUNICATION JOURNAL

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!

Target Group: Automation and network specialists, experts for production IT and the IoT, decision-makers for communication and production technology

Frequency: 4 x per year as a special issue

Format: DIN A4

Volume: 13. volume 2019

Publishing House: TeDo Verlag GmbH
Postal address: Postfach 2140 • 35009 Marburg
Delivery address: Zu den Sandbeeten 2 • 35043 Marburg

Publisher: Dipl.-Stat. B. Al-Scheikly

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

Editorial Staff:
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

Print Run: 15,000 copies

Volume Analysis:

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Publisher: Dipl.-Stat. B. Al-Scheikly
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(All prices shall be subject to the applicable VAT rate.)
Colour surcharges are not discountable.

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<td>€ 1.180,-</td>
<td>€ 1.240,-</td>
<td>€ 1.350,-</td>
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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/m² 2 pages € 3.320,-
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<th>Price</th>
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Affixes postcards are charged as bound-in inserts.

4 Inserts:
Delivery quantity 15.300 copies
Delivery: see Technical Data on p.22

<table>
<thead>
<tr>
<th>Format</th>
<th>Full supplement</th>
<th>each 1.000 copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25g</td>
<td>€ 2.887,-</td>
<td>€ 189,-</td>
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<tr>
<td>up to 50g</td>
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<td>€ 250,-</td>
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<tr>
<td>above 50g</td>
<td>on request</td>
<td>on request</td>
</tr>
</tbody>
</table>

5 Postcards/Samples:
Delivery quantity 15.300 copies
Costs up to 5g € 90,- %
Mechanical gluing € 80,- %
Manual gluing on request

6 Contact:
Thomas Möller, Media Consulting
Phone: +49 6421 3086-513
tmoeller@sps-magazin.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 Advertising Formats and Prices:
(All prices shall be subject to the applicable VAT rate.)
Colour surcharges are not discountable.

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>b/w</th>
<th>2c</th>
<th>3c</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover pages</td>
<td>185mm x 270mm</td>
<td>€ 3.790,-</td>
<td>€ 4.110,-</td>
<td>€ 4.410,-</td>
<td>€ 4.740,-</td>
</tr>
<tr>
<td>Front page</td>
<td>185mm x 270mm</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>1/1 page</td>
<td>185mm x 270mm</td>
<td>€ 3.350,-</td>
<td>€ 3.670,-</td>
<td>€ 3.970,-</td>
<td>€ 4.300,-</td>
</tr>
<tr>
<td>1/2 Junior (DIN A5)</td>
<td>140mm x 190mm</td>
<td>€ 2.120,-</td>
<td>€ 2.320,-</td>
<td>€ 2.560,-</td>
<td>€ 2.680,-</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>90mm x 270mm</td>
<td>€ 1.850,-</td>
<td>€ 2.050,-</td>
<td>€ 2.290,-</td>
<td>€ 2.410,-</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>185mm x 130mm</td>
<td>€ 1.850,-</td>
<td>€ 2.050,-</td>
<td>€ 2.290,-</td>
<td>€ 2.410,-</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>60mm x 270mm</td>
<td>€ 1.330,-</td>
<td>€ 1.480,-</td>
<td>€ 1.590,-</td>
<td>€ 1.780,-</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>185mm x 90mm</td>
<td>€ 1.330,-</td>
<td>€ 1.480,-</td>
<td>€ 1.590,-</td>
<td>€ 1.780,-</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90mm x 130mm</td>
<td>€ 1.050,-</td>
<td>€ 1.180,-</td>
<td>€ 1.240,-</td>
<td>€ 1.350,-</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>45mm x 270mm</td>
<td>€ 1.050,-</td>
<td>€ 1.180,-</td>
<td>€ 1.240,-</td>
<td>€ 1.350,-</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>185mm x 65mm</td>
<td>€ 1.050,-</td>
<td>€ 1.180,-</td>
<td>€ 1.240,-</td>
<td>€ 1.350,-</td>
</tr>
<tr>
<td>1/8 page</td>
<td>90mm x 65mm</td>
<td>€ 590,-</td>
<td>€ 690,-</td>
<td>€ 720,-</td>
<td>€ 800,-</td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td>45mm x 130mm</td>
<td>€ 590,-</td>
<td>€ 690,-</td>
<td>€ 720,-</td>
<td>€ 800,-</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>185mm x 30mm</td>
<td>€ 590,-</td>
<td>€ 690,-</td>
<td>€ 720,-</td>
<td>€ 800,-</td>
</tr>
</tbody>
</table>

2 Discount: For orders accepted within one insertion year
Quantity: 2 pages 5% 4 pages 10% 8 pages 15% 12 pages 20%

3 Bound-in Inserts:
Delivery quantity 15.300 copies

| 80−135g/m² | 2 pages | € 3.320,- |
| 4 pages    | € 4.680,- |
| 8 pages    | € 6.660,- |
| 12 pages   | € 8.790,- |

136−170g/m² 10% Surcharge on basic price
above 170g/m² 15% Surcharge on basic price

Affixed postcards are charged as fixed inserts (see inserts).

4 Inserts:
Delivery quantity: 15.300 copies
Delivery: see Technical Data on p.22

| 2 pages | € 2.887,- | € 189,- |
| 4 pages | € 3.825,- | € 250,- |
| 8 pages | auf Anfrage | auf Anfrage |

5 Postcards/Samples:
Delivery quantity: 15.300 copies
Costs up to 5g € 90,-‰
Mechanical bonding € 80,-‰
Manual bonding on request

6 Contact:
Heiko Hartmann, Media Consulting
Phone: +49 6421 3086-511
hhartmann@sps-magazin.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 Format: DIN A4: 210mm x 297mm (width x height)
Print space: 185mm x 270mm (width x height)

2 Printing Process: Offset: Printing colours in Euro Scale (CMYK) for offset according to ISO12647-2, adhesive binding

3 Data Transmission: Electronically by e-mail to:
Michaela Preiß, Ad Sheduling
Phone: +49 6421 3086-444
E-Mail: mpreiss@sps-magazin.de

4 Advertisement Data: High-res PDF, EPS (fonts either converted into paths or embedded), TIF (resolution 300dpi with image width to be printed)

5 Colours: In four-colour printing, the colours are used according to the Euro scale: Cyan, Magenta, Yellow, Black (CMYK). This color space must be selected in the respective program.
Attention: RGB colours or spot colours may not be used or 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 Permissible Image Formats: TIF, JPEG, EPS (with embedded fonts)


9 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.

10 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.

11 Contact: Michaela Preiß, Ad Sheduling
Phone: +49 6421 3086-444
E-Mail: mpreiss@sps-magazin.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
90mm x 130mm

1/4 page horizontal
185mm x 65mm

1/4 page vertical
45mm x 270mm

1/8 page
90mm x 65mm

1/8 page horizontal
185mm x 30mm

1/8 page vertical
45mm x 130mm

1/8 page horizontal
210mm x 39mm

1/8 page
105mm x 74mm

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
185mm x 90mm

1/3 page vertical
70mm x 297mm

1/4 page vertical
52mm x 297mm

1/4 page horizontal
210mm x 74mm

1/4 page
105mm x 148mm

1/8 page vertical
52mm x 148mm

1/8 page horizontal
210mm x 39mm

1/8 page
105mm x 74mm

Attention: Please add 3mm on each side for trim on all formats above!
Bound Inserts: 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-sided products 115g/m²
1 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 and folded and delivered as finished end products.

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

2 Stickers:

- 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.

- Minimal Format: 105mm x 147mm
- Maximum Format: 148mm x 190mm
- Minimal Weight: 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@sps-magazin.de
1 Inner Title: Targeted and precise advertising in your subject area!

2 Brief Description: With the inner title format, the SPS-MAGAZIN offers a special form of advertising. With your motif you open one of the permanent categories and stand out from the crowd. In this way you bring yourself even more specifically into the consciousness of the reader. The internal title format contains the following elements for your cross-media communication:

1. Your inner title to the particular editorial section
2. Introductory article (topic in consultation with the editorial staff)
3. Publication of the technical article as teaser in the Automation Product Newsletter
4. Publication of the article on www.sps-magazin.de

Possible categories are:
• Control Technology
• Industrial Communication
• Drive Technology
• Safe Automation
• Operation and Monitoring
• Components
• Construction and Mechatronics
• Sensors and Measurement Technology

3 Format: Motif Inner Title: 210x212mm (plus 3mm bleed on all sides)

4 Data Delivery: PDF, JPEG or TIF with 300dpi resolution with image width to be printed,
Articles: Text with approx. 8,000 characters, logo, Images as JPEG, TIF with 300dpi

5 Price: € 4.680,- (plus VAT)
1 Special Advertising Formats:

- Gatefolder
- Flap
- CD-ROM
- Sample

2 Prices:

On request

3 Reprint:

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 Reprint:

<table>
<thead>
<tr>
<th>2 pages, 4 colours, 135g/m²</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies</td>
<td>500</td>
<td>1.000</td>
<td>2.000</td>
<td>5.000</td>
</tr>
<tr>
<td>Price</td>
<td>€ 740,-</td>
<td>€ 780,-</td>
<td>€ 880,-</td>
<td>€ 1.200,-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4 pages, 4 colours, 135g/m²</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies</td>
<td>500</td>
<td>1.000</td>
<td>2.000</td>
<td>5.000</td>
</tr>
<tr>
<td>Price</td>
<td>€ 830,-</td>
<td>€ 870,-</td>
<td>€ 1.000,-</td>
<td>€ 1.400,-</td>
</tr>
</tbody>
</table>

(All prices plus 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.

<table>
<thead>
<tr>
<th>License for Self Printing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copies</td>
</tr>
<tr>
<td>up to 1.000</td>
</tr>
<tr>
<td>Price</td>
</tr>
<tr>
<td>€ 300,-</td>
</tr>
</tbody>
</table>

incl. a high-resolution PDF file.

6 Low-res PDF:

If you would like to use your technical contribution for online use after printing, we are happy to create a low-resolution PDF for you free of charge, which is ideally suited for online use.

7 Contact and Booking:

Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@sps-magazin.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 €720,- for a 1/4 page b/w we put your products optimally in scene - against 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/produktuebersichten

5 Contact: Sina Debus, Media Consulting
Phone: +49 6421 3086-519
E-mail: sdebus@sps-magazin.de

Time is too short for advertisements?
Just send us your documents - we will do the rest for you!
anzeigen@sps-magazin.de

What documents do we need? The document check for you:
• Contact data: Everything, that is relevant: Telephone, Fax, Web-Adress, 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

Your 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!
<table>
<thead>
<tr>
<th>Topics</th>
<th>Publication Date</th>
<th>Material Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Technology</td>
<td>21.08.2019 (Issue 8/2019)</td>
<td>07.08.2019</td>
</tr>
<tr>
<td>Display and Operating Devices</td>
<td>06.03.2019 (Issue 3/2019)</td>
<td>20.02.2019</td>
</tr>
<tr>
<td>AS Interface and IO Link Products</td>
<td>06.03.2019 (Issue 3/2019)</td>
<td>20.02.2019</td>
</tr>
<tr>
<td>Codesys Products</td>
<td>12.06.2019 (Issue 6/2019)</td>
<td>29.05.2019</td>
</tr>
<tr>
<td>Data Recorder and Data Logger</td>
<td>06.03.2019 (Issue 3/2019)</td>
<td>20.02.2019</td>
</tr>
<tr>
<td>Displays, Touchscreens, Keyboards and Peripheral Products</td>
<td>12.06.2019 (Issue 6/2019)</td>
<td>29.05.2019</td>
</tr>
<tr>
<td>Rotary Encoders</td>
<td>15.05.2019 (Issue 5/2019)</td>
<td>02.05.2019</td>
</tr>
<tr>
<td>Electric Motors</td>
<td>26.03.2019 (Issue HMI/2019)</td>
<td>12.03.2019</td>
</tr>
<tr>
<td>Embedded Systems</td>
<td>08.02.2019 (Issue 1+2/2019)</td>
<td>25.01.2019</td>
</tr>
<tr>
<td>Ethernet Components</td>
<td>26.03.2019 (Issue HMI/2019)</td>
<td>12.03.2019</td>
</tr>
<tr>
<td>Telecontrol and Remote Maintenance</td>
<td>08.02.2019 (Issue 1+2/2019)</td>
<td>25.01.2019</td>
</tr>
<tr>
<td>Enclosures and Cabinet Systems</td>
<td>01.10.2019 (Issue 10/2019)</td>
<td>17.09.2019</td>
</tr>
<tr>
<td>Industrial PCs</td>
<td>15.05.2019 (Issue 5/2019)</td>
<td>02.05.2019</td>
</tr>
<tr>
<td>Industrial Power Supplies</td>
<td>15.05.2019 (Issue 5/2019)</td>
<td>02.05.2019</td>
</tr>
<tr>
<td>Linear Technology, Robotics and Handling Technology</td>
<td>06.03.2019 (Issue 3/2019)</td>
<td>20.02.2019</td>
</tr>
<tr>
<td>PC based Controllers</td>
<td>08.02.2019 (Issue 1+2/2019)</td>
<td>25.01.2019</td>
</tr>
<tr>
<td>Products in Ex-Areas</td>
<td>20.11.2019 (Issue SPS-Special/2019)</td>
<td>06.11.2019</td>
</tr>
<tr>
<td>Process Visualization Systems</td>
<td>26.03.2019 (Issue HMI/2019)</td>
<td>12.03.2019</td>
</tr>
<tr>
<td>Safety Products</td>
<td>20.11.2019 (Issue SPS-Special/2019)</td>
<td>06.11.2019</td>
</tr>
<tr>
<td>Switches, Relays, Contactors and Sensing Technologies</td>
<td>21.08.2019 (Issue 8/2019)</td>
<td>07.08.2019</td>
</tr>
<tr>
<td>Servo Technology and Motion Control</td>
<td>01.10.2019 (Issue 10/2019)</td>
<td>17.09.2019</td>
</tr>
<tr>
<td>PLC Systems</td>
<td>01.10.2019 (Issue 10/2019)</td>
<td>17.09.2019</td>
</tr>
</tbody>
</table>
1 Brief Description: In all issues of SPS-MAGAZIN we offer you the opportunity to present your company briefly and concisely. On a ½ page with a size of approx. 1,400 characters, your company image and the company logo, you can present your company according to your wishes.
   • Layout integrated into the magazine with logo, corporate image and freely designable portrait modules (address, profile, products, etc.)
   • approx. 1,400 characters

2 Price: 1/2 page, 4c € 2,860,- (plus VAT)

3 For this we need: • complete contact details
   • digitized logo
   • Pictures in sufficient size and 300dpi
   • Text about your company in Word or other text files

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

4 Contact and Booking: Markus Lehnert, Advertising Management
   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 01.07.2017 to 30.06.2018 (Q3 + Q4 2017 and Q1 + Q2 2018)

2019 SPS-MAGAZIN is published with a print run of 25,000 copies.

<table>
<thead>
<tr>
<th>Circulation:</th>
<th>25,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual distributed circulation:</td>
<td>24,669 thereof abroad 847</td>
</tr>
<tr>
<td>Sold copies</td>
<td>1,150  thereof abroad –</td>
</tr>
<tr>
<td>• Subscribed copies</td>
<td>1,142  thereof abroad 216</td>
</tr>
<tr>
<td>Memberships</td>
<td>–      –</td>
</tr>
<tr>
<td>• Other sales</td>
<td>–      –</td>
</tr>
<tr>
<td>• Retail sales</td>
<td>8      thereof abroad 1</td>
</tr>
<tr>
<td>• Returned copies</td>
<td>–      –</td>
</tr>
<tr>
<td>Free copies:</td>
<td>23,519 thereof abroad 630</td>
</tr>
<tr>
<td>Remaining, archive and proof copies:</td>
<td>331</td>
</tr>
</tbody>
</table>

3a Economic Area:

Statistic of actual circulation:

<table>
<thead>
<tr>
<th></th>
<th>Copies</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>23,822</td>
<td>96,57%</td>
</tr>
<tr>
<td>International</td>
<td>847</td>
<td>3,43%</td>
</tr>
<tr>
<td>Actual distributed circulation</td>
<td>24,669</td>
<td>100%</td>
</tr>
</tbody>
</table>

3b National distribution by postal code:

<table>
<thead>
<tr>
<th>Postal code</th>
<th>Copies</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>0</td>
<td>867</td>
<td>3,64%</td>
</tr>
<tr>
<td>1</td>
<td>722</td>
<td>3,03%</td>
</tr>
<tr>
<td>2</td>
<td>1,801</td>
<td>7,56%</td>
</tr>
<tr>
<td>3</td>
<td>2,809</td>
<td>11,79%</td>
</tr>
<tr>
<td>4</td>
<td>2,973</td>
<td>12,48%</td>
</tr>
<tr>
<td>5</td>
<td>3,390</td>
<td>14,23%</td>
</tr>
<tr>
<td>6</td>
<td>2,535</td>
<td>10,64%</td>
</tr>
<tr>
<td>7</td>
<td>3,959</td>
<td>16,62%</td>
</tr>
<tr>
<td>8</td>
<td>2,654</td>
<td>11,14%</td>
</tr>
<tr>
<td>9</td>
<td>2,113</td>
<td>8,87%</td>
</tr>
<tr>
<td>Germany</td>
<td>23,822</td>
<td>100%</td>
</tr>
</tbody>
</table>
Target Markets

- Mechanical and Plant Engineering: 43.58%
- Electrical Industry: 21.73%
- Chemical and Pharmaceutical Industry: 10.56%
- Engineering and Construction Offices: 10.32%
- Food and Beverage Industry: 6.49%
- Metal and Iron Industry: 2.71%
- Wood and Paper Industry: 2.95%
- Precision Mechanics and Optics: 1.17%
- Other: 0.49%

Fields of Activity

- Construction and Development: 36.23%
- Planning: 20.55%
- Sales and Distribution: 14.83%
- Management: 12.72%
- Production and Maintenance: 9.12%
- Sales and Purchasing: 3.26%
- Other: 3.29%

Company Sizes

- 1-20 employees: 29.81%
- 21-50 employees: 9.18%
- 51-100 employees: 14.26%
- 101-500 employees: 27.34%
- 501-1.000 employees: 5.29%
- More than 1.000 employees: 14.12%

Content Analysis of the Editorial Part

- Control and Regulation Systems: 21.40%
- Drive Technology: 17.34%
- Fieldbus and Communication Technology: 12.99%
- Components e.g. Switch Cabinets, Power Supply, Cables, Connectors usw.: 11.42%
- Operating and Monitoring: 9.41%
- Sensors and Measurement: 8.09%
- Safety Engineering: 7.17%
- Process Automation: 6.95%
- Education and Training: 5.23%
1 **Usage Data:**  From 01. July 2017 to 30. June 2018  
Visitors: 226.778, Page views: 359.062

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 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

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size (Pixel)</th>
<th>Description</th>
<th>Price/ Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Fullsize-Banner</td>
<td>468 x 60 Pixel</td>
<td>Integrated prominent placement in the content of the website</td>
<td>€ 1.270,-</td>
</tr>
<tr>
<td>2. Skyscraper</td>
<td>120 x 600 Pixel</td>
<td>Portrait advertising spaces to the right of the content</td>
<td>€ 1.510,-</td>
</tr>
<tr>
<td>3. Expandable-Skyscraper</td>
<td>160 x 600 Pixel</td>
<td>Not only remains in the field of vision for a long time, but also invites you to interact via Mouse-Over</td>
<td>€ 2.560,-</td>
</tr>
<tr>
<td>4. Super-Banner</td>
<td>728 x 90 Pixel</td>
<td>Prominently placed at the header and with plenty of space for your product presentation</td>
<td>€ 1.450,-</td>
</tr>
<tr>
<td>5. Expandable-Super-Banner</td>
<td>728 x 90 Pixel</td>
<td>Even more space for your advertising message in the eye-catching head area</td>
<td>€ 2.430,-</td>
</tr>
<tr>
<td>6. Medium Rectangle</td>
<td>345 x 200 Pixel</td>
<td>Striking in the editorial environment and generously dimensioned for creative advertising</td>
<td>€ 1.410,-</td>
</tr>
<tr>
<td>7. Billboard</td>
<td>970 x 250 Pixel</td>
<td>Very prominent placement and especially suitable for large motifs due to maximum surface area</td>
<td>€ 3.320,-</td>
</tr>
<tr>
<td>8. Standard Top</td>
<td>170 x 60 Pixel</td>
<td>Concise smaller advertising space to the right of the content</td>
<td>€ 1.040,-</td>
</tr>
<tr>
<td>9. Cornersquare Banner</td>
<td>345 x 90 Pixel</td>
<td>Conspicuous placement at top right</td>
<td>€ 1.040,-</td>
</tr>
</tbody>
</table>

(All prices plus VAT)

5 **Data Formats:**  GIF, PNG, JPEG, HTML5  
No evaluations for flash banners or banners integrated via i-frames possible.

6 **Data Delivery:**  Please send us the following data by e-mail upon delivery to anzeigen@sps-magazin.de  
- Banner file and target URL  
- Customer name and contact data

---

**Usage Data:**  From 01. July 2017 to 30. June 2018  
Visitors: 226.778, Page views: 359.062

**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 you have the possibility to place your advertisement next to the constantly updated news.

**Target Group:**  Users from the mechanical and plant engineering sector

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

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size (Pixel)</th>
<th>Description</th>
<th>Price/ Month</th>
</tr>
</thead>
<tbody>
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<td>Conspicuous placement at top right</td>
<td>€ 1.040,-</td>
</tr>
</tbody>
</table>

(All prices plus VAT)
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 from the mechanical and plant engineering industry

3 Publishin House: TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

4 Data: – PDF
– Company logo
– Introductory text with max. 1,200 characters incl. spaces

5 Prices:

<table>
<thead>
<tr>
<th>Duration</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>€ 920,-</td>
</tr>
<tr>
<td>6 months</td>
<td>€ 1,530,-</td>
</tr>
<tr>
<td>9 months</td>
<td>€ 1,840,-</td>
</tr>
<tr>
<td>12 months</td>
<td>€ 2,090,-</td>
</tr>
</tbody>
</table>

6 Data Delivery: Please send us your data up to one week before the start of the term by e-mail to: anzeigen@sps-magazin.de

Website: www.sps-magazin.de
Prices/Advertising Forms
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: 5,786 Subscribers (August 2018)

5 Publication Frequency: 50 x per year

6 Volume: 14. volume 2019

7 Publishing House: TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

8 Contacts:

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Newsletter Advertising
Heiko Hartmann, Advertisements / Media Consulting
Phone: +49 6421 3086-511
E-Mail: hhartmann@sps-magazin.de

Anniversary Edition!
The 600th Newsletter will be published on February 7, 2019!
1 Prices and Advertising Formats in the Automation Newsletter:

<table>
<thead>
<tr>
<th>Format</th>
<th>Placement</th>
<th>Page 1</th>
<th>From Page 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>524 x 85px</td>
<td>in the cover letter</td>
<td>€ 1,250,-</td>
<td>–</td>
</tr>
<tr>
<td>185 x 30mm</td>
<td>Top</td>
<td>€ 1,050,-</td>
<td>€ 790,-</td>
</tr>
<tr>
<td>90 x 65mm</td>
<td>Center</td>
<td>€ 860,-</td>
<td>€ 730,-</td>
</tr>
<tr>
<td>185 x 30mm</td>
<td>Bottom</td>
<td>–</td>
<td>€ 680,-</td>
</tr>
<tr>
<td>123 x 87mm</td>
<td>Bottom</td>
<td>–</td>
<td>€ 1,070,-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(only page 2)</td>
</tr>
<tr>
<td>35 x 15mm</td>
<td>Top</td>
<td>€ 600,-</td>
<td>–</td>
</tr>
<tr>
<td>49 x 84mm</td>
<td>Center</td>
<td>–</td>
<td>€ 560,-</td>
</tr>
<tr>
<td>Whitepaper</td>
<td>Bottom</td>
<td>–</td>
<td>€ 100,-</td>
</tr>
</tbody>
</table>

(All prices plus VAT.)

2 Data Formats: 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. Permissible file formats are PDF or EPS with embedded font or converted into paths.

3 Data Delivery: Please send us the following data by e-mail upon delivery to anzeigen@sps-magazin.de

- Customer name
- Contact for requests
- Target URL

4 Deadline: 7 days before publication of the newsletter
1 Name: Automation Product Newsletter

2 Release Dates:

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15.01.2019</td>
<td>4</td>
<td>05.02.2019</td>
<td>8</td>
<td>05.03.2019</td>
</tr>
<tr>
<td>2</td>
<td>22.01.2019</td>
<td>5</td>
<td>12.02.2019</td>
<td>9</td>
<td>12.03.2019</td>
</tr>
<tr>
<td>4</td>
<td>05.02.2019</td>
<td>9</td>
<td>12.03.2019</td>
<td>13</td>
<td>09.04.2019</td>
</tr>
<tr>
<td>5</td>
<td>12.02.2019</td>
<td>9</td>
<td>12.03.2019</td>
<td>13</td>
<td>09.04.2019</td>
</tr>
<tr>
<td>8</td>
<td>02.04.2019</td>
<td>17</td>
<td>07.05.2019</td>
<td>21</td>
<td>04.06.2019</td>
</tr>
</tbody>
</table>

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: 4,996 subscribers (June 2018)

6 Frequency: 51 per year

7 Volume: 10. volume 2019

8 Newsletter Format: HTML

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

10 Contact: Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@sps-magazin.de
11 Prices and forms of advertising in the Automation Product Newsletter:

<table>
<thead>
<tr>
<th>Forms</th>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner 1</td>
<td>435 x 314px</td>
<td>€ 790,-</td>
</tr>
<tr>
<td>Banner 2</td>
<td>900 x 150px</td>
<td>€ 790,-</td>
</tr>
<tr>
<td>Banner 3</td>
<td>900 x 200px</td>
<td>€ 960,-</td>
</tr>
<tr>
<td>Sponsoring Newsletter</td>
<td>• 3 product news (500 to 1,000 characters)</td>
<td>€ 2,650,-</td>
</tr>
<tr>
<td></td>
<td>• 1 Banner (900 x 150px)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Company logo</td>
<td></td>
</tr>
<tr>
<td>Standalone Newsletter</td>
<td>• 8-10 product news (500 to 1,000 characters)</td>
<td>€ 4,990,-</td>
</tr>
<tr>
<td></td>
<td>• 1 to 3 Banner (900 x 150px)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Company logo</td>
<td></td>
</tr>
</tbody>
</table>

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

12 Data Formats: JPEG or PNG with 72dpi in the RGB colour space

13 Data Delivery: Please send us the following data by e-mail upon delivery to anzeigen@sps-magazin.de
• Customer name
• Contact for requests
• Target URL
• Company logo
• Sponsoring news (Text as Word, RTF etc. + image)

14 Deadline: 7 days 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 is identified by the note "advertisement" and differs from editorial content in this respect.

Click on the "Read more" link at the end of the Sponsored Post to read the full article at www.sps-magazin.de. There is a link to the customer.

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

2 Content and Formats: The Sponsored Post Format includes:
- a headline (up to 30 characters)
- a teaser (up to 250 characters)
- the main text (approx. 2.500 characters)
- the teaser image (JPEG or PNG in RGB color space at 72 dpi)
- Images for the main text (JPEG or PNG in RGB color space at 72 dpi)
- Target URL for external linking
- Logo (JPEG or PNG in RGB colour space at 72 dpi)

Please send us your data by e-mail to: anzeigen@sps-magazin.de

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

<table>
<thead>
<tr>
<th>Medium and Type</th>
<th>Placing</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website - Premium-Teaser</td>
<td>In the head area</td>
<td>€ 1.450,-</td>
</tr>
<tr>
<td>Website - Standard-Teaser</td>
<td>In the bottom area</td>
<td>€ 1.300,-</td>
</tr>
<tr>
<td>ANL Newsletter - Premium</td>
<td>In the head area</td>
<td>€ 1.050,-</td>
</tr>
<tr>
<td>ANL Newsletter - Standard</td>
<td>In the bottom area</td>
<td>€ 790,-</td>
</tr>
<tr>
<td>APN Newsletter - Premium</td>
<td>In the head area</td>
<td>€ 1.090,-</td>
</tr>
<tr>
<td>APN Newsletter - Standard</td>
<td>In the bottom area</td>
<td>€ 990,-</td>
</tr>
</tbody>
</table>

(All prices plus VAT.)

SPS-MAGAZIN is neither responsible for the content nor for any products offered.
1 Name:  
i-need.de – Information and Marketing Portal

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

i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important and an integral 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:  
Visitors: 115,689, Page impressions: 283,847

5 Publishing House:  
TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg
The individual packages can be booked as annual subscriptions. The subscription is valid for one year and is automatically renewed for a further year if not cancelled three months before the end of the subscription. Booked and unused services expire at the end of each month and cannot be added up. Invoices are issued annually. In the case of monthly payments, the monthly subscription price for PRO and PREMIUM increases by 7%.

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Advertising Forms on i-need.de

Promote Products: Use the 'Promote product' function to increase the frequency with which your product is displayed at the front. Book 'Promote product' on a weekly basis and for a fee. The prominent placement on the start page will increase the frequency with which your content is displayed and the likelihood of clicking.

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

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

Banner and Sponsored Post:

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size (Pixel)</th>
<th>Description</th>
<th>Price/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Skyscraper</td>
<td>160x600 Pixel</td>
<td>Portrait placement to the right of the content</td>
<td>€ 4,980,--</td>
</tr>
<tr>
<td>2. Skyscraper Small</td>
<td>120x600 Pixel</td>
<td>Portrait placement directly to the right of the content</td>
<td>€ 4,250,--</td>
</tr>
<tr>
<td>3. Fullsize</td>
<td>468x60 Pixel</td>
<td>Integrated, prominent placement in the content of the website</td>
<td>€ 1,950,--</td>
</tr>
<tr>
<td>4. Superbanner</td>
<td>728x90 Pixel</td>
<td>Centrally placed and with plenty of space for your message</td>
<td>€ 2,250,--</td>
</tr>
<tr>
<td>5. Content Small</td>
<td>250x450 Pixel</td>
<td>Concise advertising space in the middle of the content</td>
<td>€ 2,250,--</td>
</tr>
<tr>
<td>6. Content Medium</td>
<td>400x331 Pixel</td>
<td>Striking placement in the editorial environment</td>
<td>€ 2,500,--</td>
</tr>
<tr>
<td>7. Sponsored Post</td>
<td>Image: 200x150 Pixel</td>
<td>Your advertisement is designed in the editorial environment and can only be distinguished as an advertisement from editorial content by the reference - advertisement.</td>
<td>€ 5,650,--</td>
</tr>
</tbody>
</table>

All Prices plus VAT.
Your Contacts at SPS-MAGAZIN

Your contact persons in the editorial office of the SPS-MAGAZINs:
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  Phone: +49 6421 3086-232

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  Phone: +49 6421 3086-570

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