

Markets - Trends - Technology

Automation Technology

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**1 Title:** SPS-MAGAZIN

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

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

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


**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	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>1+2</b> Publication Date: <b>08.02.2019</b> Advertising Deadline: <b>25.01.2019</b> Editorial Deadline: <b>11.01.2019</b>	<b>Small and Compact PLC Systems</b> <i>with market overview</i> <b>Embedded Hardware</b> <i>with market overview</i>	<b>Operating and Monitoring for Smart Factory</b>	<b>Servo Technology</b> <b>Drive and Motion Control</b> <b>Motor Starter</b> <i>with market overview</i>	<b>Safe Human/Robot Collaboration</b>	<b>Optical Sensors and Light Barriers</b> <b>Vision Sensors</b> <i>with market overview</i>	 <b>Stuttgart, 19.02 – 21.02.2019</b>  <b>Böblingen, 19.02 – 21.02.2019</b>  <b>Augsburg, 20.02 – 21.02.2019</b>
	<b>Communication</b> <b>Industrial Ethernet</b>	<b>Components</b> <b>Housing and Switch Cabinets</b>	<b>Construction and Mechatronics</b> <b>Engineering Environment and Tools</b>			
	<b>PC-based Controls</b> <b>Embedded Systems</b>	<b>Telecontrol and Remote Maintenance</b>				
<b>Product Overviews</b> <i>see page 26</i>						



Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>3</b> Publication Date: <b>06.03.2019</b> Advertising Deadline: <b>20.02.2019</b> Editorial Deadline: <b>06.02.2019</b>	<b>Embedded Operating Systems</b> <i>with market overview</i> <b>Medium and Large PLC Systems</b> <i>with market overview</i>	<b>Multitouch Displays and Gesture Control</b>	<b>Frequency Converters</b> <b>Engine and Transmission</b> <i>with market overview</i>	<b>Safety Evaluation Devices</b> <i>with market overview</i>	<b>Inductive and Capacitive Sensors</b> <b>Filling Level</b> <i>with market overview</i>	 <b>Friedrichshafen, 12.03 - 13.03.2019</b>  <b>Chicago / USA, 08.04 – 11.04.2019</b>
	<b>Communication</b> <b>Optical Fibres</b>	<b>Components</b> <b>Industry 4.0-suitable Components for Automation</b>	<b>Construction and Mechatronics</b> <b>Electrical CAD Systems</b> <i>with market overview</i>			
	<b>AS Interface and IO Link Products</b>	<b>Display and Operating Devices</b>	<b>Linear Technology, Robotics and Handling</b>		<b>Data Recorder and Logger</b>	
<b>Product Overviews</b> <i>see page 26</i>						


Issue and Deadlines	Protocols und Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Fairs and Events
<b>Industrial Communication Journal I</b>  Publication Date: <b>06.03.2019</b>  Advertising Deadline: <b>20.02.2019</b>  Editorial Deadline: <b>06.02.2019</b>  Price list see 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.)  Plagiarism and Know-How Protection  Secure Communication with FSoE	Industrial IoT  Cloud and M2M  Big Data and Analyse  Data Consistency  Security  Ethernet TSN	 Hannover, 01.04 – 05.04.2019
Product Overviews		OPC UA	Wireless Products			

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>Fair Special Hannover Messe</b>  Publication Date: <b>26.03.2019</b>  Advertising Deadline: <b>12.03.2019</b>  Editorial Deadline: <b>26.02.2019</b>	Automation Highlights at the Hanover Fair	Standards for Industrie 4.0	Rotary Encoders & Position Sensors  IE3/IE4 Motors, Efficiency and Recuperation <i>with market overview</i>  Drive Solutions for IIoT and Cloud	Standards and Guidelines  Safety Services and Support	Identification (Image Processing, Vision Sensors, Code Readers...)  Light Barriers <i>with market overview</i>	 Hannover, 01.04 – 05.04.2019   Halle, 10.04.2019
	Communication	Components	Construction and Mechatronics			
	Fieldbus Wiring  AS Interface and IO Link	Cables for Automation  Power Supplies and UPS	Engineering Trends			
Product Overviews see page 26	Ethernet Components	Process Visualization Systems	Electric Motors			

Issue and Deadlines	Target Industries	Topics and Content	Fairs and Events
<b>Process Automation</b>  Publication Date: <b>26.03.2019</b>  Advertising Deadline: <b>12.03.2019</b>  Editorial Deadline: <b>26.02.2019</b>  Price List see page 18	<b>Topic: Automation technology in the process industry!</b>  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.	<ul style="list-style-type: none"> <li>• Energy Efficiency,</li> <li>• Wireless Communication,</li> <li>• Intrinsically Safe Field Devices and Remote-IOs,</li> <li>• Metrology,</li> <li>• Process Control Systems,</li> <li>• Profibus PA/Foundation Fieldbus,</li> <li>• Asset Management,</li> <li>• Further Topics After Submission</li> </ul>	<b>MT-CONNECT</b> Nürnberg, 21.05 – 23.05.2019   Stuttgart, 21.05. – 24.05.2019  <b>sps ipc drives</b> ITALIA Parma 28.05 – 30.05.2019





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Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>4</b>  Publication Date: <b>25.04.2019</b>  Advertising Deadline: <b>11.04.2019</b>  Editorial Deadline: <b>28.03.2019</b>	<b>Combi devices:</b> PLCs with Integrated Operating Unit <i>with market overview</i>  <b>Control Technology for the Smart Factory</b>	<b>Human/Machine Interfaces</b> for Industrie 4.0	<b>Small Servos and Compact Drives</b>	<b>Safe Drive Technology</b> <i>with market overview</i>	<b>Sensors for Industrie 4.0 and IoT</b> (PM, CM, Big Data....)  <b>Pressure</b> <i>with market overview</i>	 Stuttgart, 07.05 – 10.05.2019   Linz, 14.05 – 16.05.2019
	<b>Communication</b>	<b>Components</b>	<b>Construction and Mechatronics</b>			
	<b>Current Products and Solutions</b>	<b>Overvoltage, Lightning and Arc Fault Protection</b>	<b>Mechatronic Engineering</b>			
<b>Product Overviews</b> siehe Seite 26	<b>Fieldbus Products</b>		<b>Frequency Converters</b>			

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>5</b> Publication Date: <b>15.05.2019</b> Advertising Deadline: <b>02.05.2019</b> Editorial Deadline: <b>17.04.2019</b>	<b>S7 and compatible Controls</b> <i>with market overview</i> <b>Products and Know How: Redundant Controls</b>	<b>Artificial Intelligence and Data Analysis</b>	<b>Motor-Protective Circuit-Breaker</b> <i>with market overview</i> <b>Drive Dimensioning, Apps and Configuration Tools</b>	<b>Safety I/O Units</b> <i>with market overview</i>	<b>3D Sensors and 3D Cameras</b> <b>Data Loggers</b> <b>Flow Rate</b> <i>with market overview</i>	<b>MT-CONNECT</b> Nürnberg, 21.05 – 23.05.2019  Stuttgart, 21.05. – 24.05.2019 <a href="#">sps ipc drives</a> Parma, 28.05.2019 – 30.05.2019 all about automation essen Essen, 05.06 – 06.06.2019
	<b>Communication</b>	<b>Components</b>	<b>Construction und Mechatronics</b>			
	<b>Current Products and Solutions</b>	<b>Cable Guides and Energy Chains</b>	<b>Simulation and Virtual Commissioning</b>			
<b>Product Overviews</b> see page 26	<b>Industrial Computer</b>	<b>Industrial Power Supplies</b>	<b>Rotary Encoder</b>			


Issue and Deadlines	Protocols und Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Fairs and Events
<b>Industrial Communication Journal II</b> Publication Date: <b>15.05.2019</b> Advertising Deadline: <b>02.05.2019</b> Editorial Deadline: <b>17.04.2019</b> Price List see page 17	<b>Ethercat</b> <b>Modbus TCP/IP</b> <b>CC Link</b>	<b>Cables and Connectivity</b> <i>with market overview</i> <b>Waveguides and Optic Fibre</b>	<b>Machine to Machine Communication (M2M)</b> <b>MQTT and AMQP</b>	<b>IT Security Law</b> <b>Communicate Securely with Opensafety</b>	<b>Industrial IoT</b> <b>Cloud and M2M</b> <b>Big Data and Analysis</b> <b>Data Consistency</b> <b>Security</b> <b>Ethernet TSN</b>	<a href="#">sps ipc drives</a> ITALIA Parma, 28.05.2019 – 30.05.2019
<b>Product Overviews</b>	<b>Ethercat Components</b>			<b>IT and Network Security</b>		



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Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>6</b> Publication Date: <b>12.06.2019</b> Advertising Deadline: <b>29.05.2019</b> Editorial Deadline: <b>15.05.2019</b>	<b>Industrial Computer</b> <i>with market overview</i> <b>Codesys Controls</b>	<b>Via VPN to the Machine</b>	<b>Decentralised Drive Technology and Solutions</b> <b>Heavy-Duty Encoder</b> <b>Stepper Motors</b> <i>with market overview</i>	<b>Safety Light Grids</b> <i>with market overview</i>	<b>Temperature and Thermography</b> <b>Data Loggers</b> <i>with market overview</i>	 Hamburg, 19.06.2019   München, 24.06 – 27.06.2019   Nürnberg, 25.06 – 27.06.2019   Baden-Baden, 02.07 – 03.07.2019
	<b>Communication</b>	<b>Components</b>	<b>Construction and Mechatronics</b>			
	<b>Modems and Mobile Radio</b> <i>with market overview</i> <b>Wireless in der Produktion</b>	<b>Plug Connectors</b>	<b>Online Tools and Apps</b>			
<b>Product Overviews</b> see page 26	<b>Codesys Products</b>	<b>Displays, Touchscreens, Keyboards and Peripheral Products</b>				

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>7</b> Publication Date: <b>23.07.2019</b> Advertising Deadline: <b>09.07.2019</b> Editorial Deadline: <b>25.06.2019</b>	<b>PC based Control Systems</b> <i>with market overview</i> <b>S7 Programming</b>	<b>Industrie 4.0 - News for Operating and Monitoring</b> <b>Mice, Keyboards and Joysticks</b>	<b>Power Electronics and Brake Resistors</b> <b>Intralogistics and Conveyor Technology</b>	<b>Safety Switches and Door Tumblers</b> <i>with market overview</i>	<b>Flow Rate</b> <b>Colour</b> <i>with market overview</i>	
	<b>Communication</b>	<b>Components</b>	<b>Construction and Mechatronics</b>			
	<b>Protocol Converters and Multiprotocol Solutions</b> <b>Fieldbus Products</b> <i>with market overview</i>	<b>Energy Distribution</b>	<b>Mechatrical Engineering</b>			
<b>Product Overviews</b> see page 26		<b>Cables, Wires and Plug Connectors</b>		<b>Safety Sensors</b>		





Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>8</b> Publication Date: <b>21.08.2019</b> Advertising Deadline: <b>07.08.2019</b> Editorial Deadline: <b>24.07.2019</b>	<b>PC-based Control Systems (Integrated Systems)</b> <i>with market overview</i> <b>Project Management for Automation</b>	<b>Telecontrol and Remote Maintenance</b> <i>with market overview</i> <b>Cloud Solution for Automation</b>	<b>Linear Technology</b> <i>with market overview</i> <b>Robotics, HRC and Integration</b>	<b>Safety Controls</b> <i>with market overviews</i>	<b>Ultrasonic Temperature</b> <i>with market overview</i>	 all about automation leipzig Leipzig, 11.09 – 12.09.2019
	<b>Communication</b>	<b>Components</b>	<b>Construction and Mechatronics</b>			
	<b>Ethernet Cabling M2M and Remote</b> <i>with market overview</i>	<b>Power Supplies and Uninterruptible Power Supplies (UPS)</b>	<b>Electrical Planning and Automation</b>			
<b>Product Overviews</b> see page 26		<b>Switches, Relays, Contactors and Buttons</b>	<b>Drive Technology</b>			


Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>9</b> Publication Date: <b>11.09.2019</b> Advertising Deadline: <b>28.08.2019</b> Editorial Deadline: <b>14.08.2019</b>	<b>Microcontrollers</b> <i>with market overview</i> <b>Quick and Easy Access to PLC Programming</b>	<b>Modern Operating and Visualization Concepts</b>	<b>Drive and Motion Control Safety Encoder</b> <b>Complete Drives and Handling</b>	<b>Optical and Acoustic Signalling Devices</b> <i>with market overview</i>	<b>Radar Level Measurement Technology</b> <b>Thermography</b> <i>with market overview</i>	 EMO Hannover Hannover, 16.09. – 21.09.2019  MEORGA with special interest in... Ludwigshafen, 18.09.2019
	<b>Communication</b>	<b>Components</b>	<b>Construction and Mechatronics</b>			
	<b>Fieldbus and Ethernet Diagnosis</b> <b>WLAN, Bluetooth and NFC</b>	<b>Cables, Wires and Cable glands</b>	<b>Simulation and virtual Commissioning</b>			
<b>Product Overviews</b> siehe Seite 26		<b>Electrical CAD Engineering</b>			<b>Ident Systems / RFID</b>	


Permanent content ICJ: Best Practice · Market · Trends · Systems · Technologies · Infrastructure · Wireless · Protocols · Realtime · Ethernet · Security

Issue and Deadlines	Protocols und Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Fairs and Events
<b>Industrial Communication Journal III</b> Publication Date: <b>11.09.2019</b> Advertising Deadline: <b>28.08.2019</b> Editorial Deadline: <b>14.08.2019</b> Preisliste Seite 17	Ethernet/IP Varan CAN/CANopen	Power over Ethernet (PoE and PoE+) Installation and Data Management	WLAN for Industry <i>with market overview</i> Radio in the Field Level	Antivirus Software for Industry Secure Communication with Profisafe Security <i>with market overview</i>	Industrial IoT Cloud and M2M Big Data and Analysis Data Consistency Security Ethernet TSN	
Product Overviews		Industrial Ethernet in Drive Technology Industrial Ethernet in Metrology				


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Issue and Termine	Control Technology	Operating	Drive Technology	Safe Automation	Sensors	Fairs and Events
<b>10</b> Publication Date: <b>01.10.2019</b> Advertising Deadline: <b>17.09.2019</b> Editorial Deadline: <b>03.09.2019</b>	Engineering Systems for PLCs Scalable Automation Platforms	Machine Visualization <i>with market overview</i> Signal Devices and Light Indicators	Drive Dimensioning, Apps and Configuration Tools Engines and Transmission Drive Technology 4.0 <i>with market overview</i>	Safety Foot Switch <i>with market overview</i>	Identification (Image Processing, Vision Sensors, Code Readers...) Multimeter <i>with market overview</i>	 Stuttgart, 07.10 – 10.10.2019   Landshut, 23.10.2019
	Communication	Components	Construction and Mechatronics			
	Current Products and Solutions	Signalling	Integration of ECAD and MCAD			
Product Overviews siehe Seite 26	PLC Systems	Housing and Cabinet Systems	Servo Technology and Motion Control			

Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>11</b> Publication Date: <b>28.10.2019</b> Advertising Deadline: <b>14.10.2019</b> Editorial Deadline: <b>30.09.2019</b>	<b>Industrial Computers</b> <i>with market overview</i> <b>Control Technology for Smart Factories</b>	<b>Gesture Control</b>	<b>Servo Technology</b> <b>Frequency Converters</b> <i>with market overview</i> <b>Decentralized Drives and Solutions</b>	<b>Holistic Safety Concepts</b> <b>Security from IoT and Cloud</b>	<b>Inductive and Capacitive Sensors</b> <b>Smart Cameras</b> <i>with market overview</i>	 Nürnberg, 26.11.-28.11.2019
	<b>Communication</b>	<b>Components</b>	<b>Construction and Mechatronics</b>			
	<b>Switches, Routers and Access Points</b>	<b>Air Conditioning in the Control Cabinet</b>	<b>Configurators</b>			
<b>Product Overviews</b> siehe Seite 26	<b>Fieldbus Products</b>				<b>Sensors</b>	

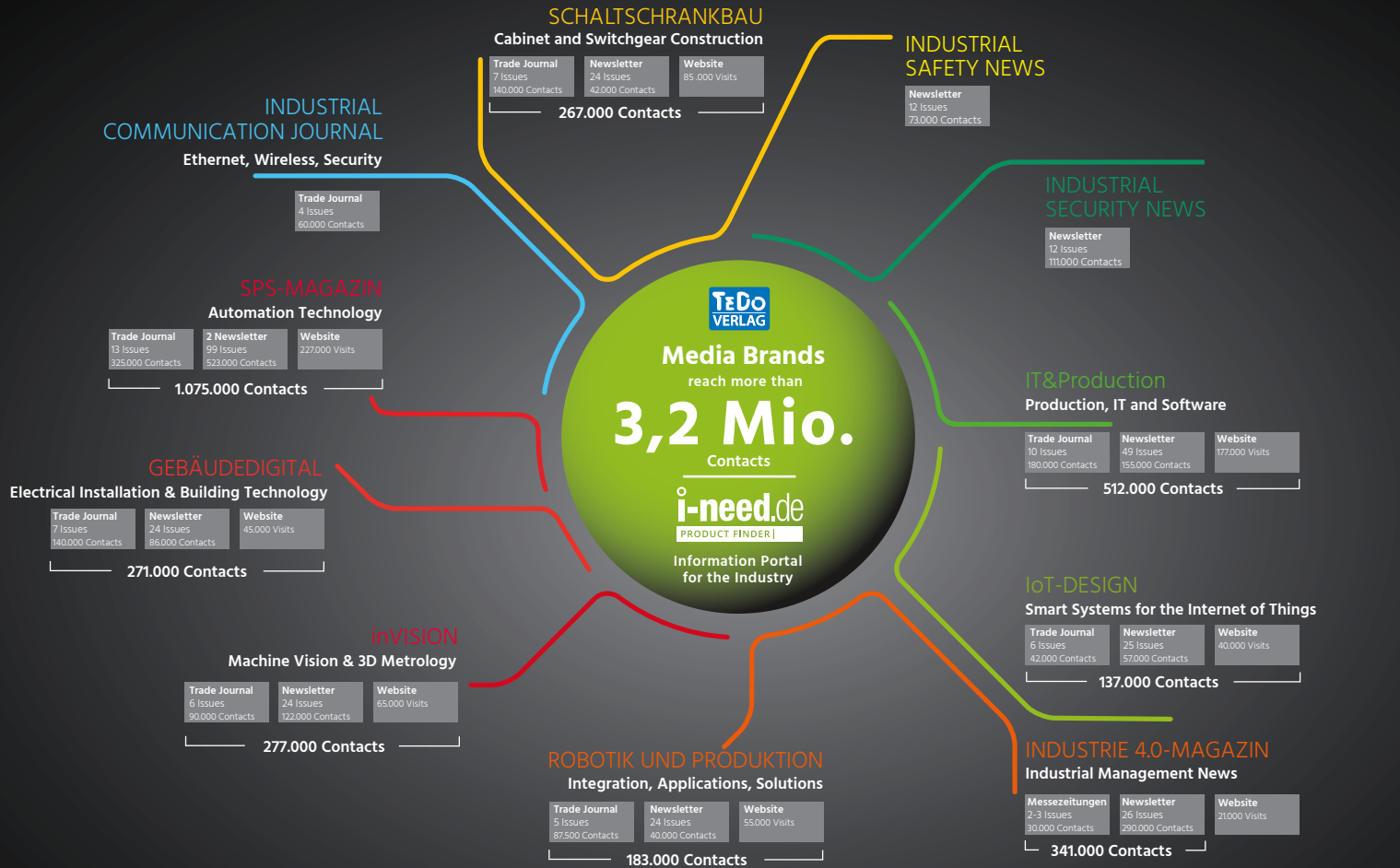
Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>Fair Special SPS IPC Drives</b> Publication Date: <b>20.11.2019</b> Advertising Deadline: <b>06.11.2019</b> Editorial Deadline: <b>23.10.2019</b>	<b>Programming Software for PLCs</b> <i>with market overview</i> <b>Microcontrollers</b> <i>with market overview</i> <b>Current Status: OPC UA in the Controller</b>	<b>Visualization Systems</b> <i>with market overview</i>	<b>Drive Highlights at the SPS IPC Drives</b> <b>Electric Motors</b> <i>with market overview</i> <b>Encoders and Position Sensors</b> <i>with market overview</i>	<b>Emergency Pull-Wire Switch</b> <i>with market overview</i>	<b>Optical Sensors and Light Barriers</b> <b>Inductive Sensors</b> <i>with market overview</i>	 Nürnberg, 26.11.-28.11.2019
	<b>Communication</b>	<b>Components</b>	<b>Construction and Mechatronics</b>			
	<b>Current Products and Solutions</b>	<b>Energy Supply Systems and Connection Technology for Automation</b>	<b>Engineering Tools</b>			
<b>Product Overviews</b> siehe Seite 26				<b>Safety Products</b>	<b>Products in the EX Area</b>	

Permanent content ICJ: Best Practice · Market · Trends · Systems · Technologies · Infrastructure · Wireless · Protocols · Realtime · Ethernet · Security

Issue and Deadlines	Protocols und Standards	Components and Solutions	Wireless and Remote	Security	Industrial Communication 4.0	Fairs and Events
<b>Industrial Communication Journal IV</b> Publication Date: <b>20.11.2019</b> Advertising Deadline: <b>06.11.2019</b> Editorial Deadline: <b>23.10.2019</b> Price List see 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 Secure Communication with CIP Safety	Industrial IoT Cloud and M2M Big Data and Analysis Data Consistency Security Ethernet TSN	 Nürnberg, 26.11.-28.11.2019
Product Overviews		Industrial Ethernet Components				

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Issue and Deadlines	Control Technology	Operating and Monitoring	Drive Technology	Safe Automation	Sensors and Metrology	Fairs and Events
<b>12</b> Publication Date: <b>10.12.2019</b> Advertising Deadline: <b>26.11.2019</b> Editorial Deadline: <b>12.11.2019</b>	Decentralized I/O Systems <i>with market overview</i> Programming Strategies for New Controls	Operator Terminals <i>with market overview</i>	Diagnosis and Predictive Maintenance Small Servos and Compact Drives	Safety Laser Scanners <i>with market overview</i>	Sensors for Industrie 4.0 and IoT (PM, CM, Big Data....)	
	Communication	Components	Construction and Mechatronics			
	Redundancy Ethernet Components <i>with market overview</i>	Energy Distribution	Engineering Interfaces			
Product Overviews siehe Seite 26					Process Controllers	



Kontakte = Kumulierte Kontakte pro Jahr

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1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 2.850,-	€ 3.370,-	€ 3.670,-	€ 4.020,-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 2.850,-	€ 3.370,-	€ 3.670,-	€ 4.020,-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1.940,-	€ 2.350,-	€ 2.470,-	€ 2.940,-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1.940,-	€ 2.350,-	€ 2.470,-	€ 2.940,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1.420,-	€ 1.810,-	€ 1.900,-	€ 2.220,-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 1.420,-	€ 1.810,-	€ 1.900,-	€ 2.220,-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 1.420,-	€ 1.810,-	€ 1.900,-	€ 2.220,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 740,-	€ 990,-	€ 1.090,-	€ 1.290,-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 740,-	€ 990,-	€ 1.090,-	€ 1.290,-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 740,-	€ 990,-	€ 1.090,-	€ 1.290,-
Product Overview	91mm x 110mm	–	€ 720,-	–	–	€ 880,-

**2 Surcharges:**

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

Colour Surchar.	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.	Product Overview
2 colours	€ 720,-	€ 520,-	€ 410,-	€ 390,-	€ 250,-	–
3 colours	€ 1.000,-	€ 820,-	€ 530,-	€ 480,-	€ 350,-	–
4 colours	€ 1.400,-	€ 1.170,-	€ 1.000,-	€ 800,-	€ 550,-	€ 160,-
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

80–135g/m <sup>2</sup>	2 pages	€ 5.250,-
	4 pages	€ 7.130,-
	8 pages	€ 10.670,-
	12 pages	€ 13.890,-
136–170g/m <sup>2</sup>	10% surcharge on the basic price	
from 170g/m <sup>2</sup>	15% surcharge on the basic price	

Inserts: Delivery quantity: 25.300 pieces

Delivery: see Formats and Technical Data on p. 22

	Full supplement	each 1.000 copies
up to 25g	€ 7.890,-	€ 312,-
up to 50g	€ 10.060,-	€ 398,-
above 50g	on request	on request

Postcards/Samples: Delivery quantity: 25.300 pieces

Delivery: see Technical Data on p. 22

Adhesive inserts up to 5g (witho. mount.)	€ 90,- %
Mechanical bonding	€ 80,- %
Manual bonding	on request

**6 Contact and Booking:**

**Markus Lehnert, Advertising Management**

Phone: +49 6421 3086-594

E-Mail: mlehner@sp-s-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 Title:** Special Issue INDUSTRIAL COMMUNICATION JOURNAL
- 2 Brief Description:** The INDUSTRIAL COMMUNICATION JOURNAL addresses the special target group of automation and network specialists, experts for manufacturing IT and the IoT as well as decision-makers for communication and production technology in industry who deal with hardware and software for wired data networks, Ethernet, wireless transmission methods and safety topics. Accordingly, INDUSTRIAL COMMUNICATION JOURNAL prepares suitable content with high quality and technical depth - true to the motto: For everyone, who want to know exactly!
- 3 Target Group:** Automation and network specialists, experts for production IT and the IoT, decision-makers for communication and production technology
- 4 Frequency:** 4 x per year as a special issue
- 5 Format:** DIN A4
- 6 Volume:** 13. volume 2019
- 7 Publishing House:** TeDo Verlag GmbH  
Postal address: Postfach 2140 • 35009 Marburg  
Delivery address: Zu den Sandbeeten 2 • 35043 Marburg
- 8 Publisher:** Dipl.-Stat. B. Al-Scheikly

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

Phone: +49 6421 3086-594

E-Mail: mlehner@sp-s-magazin.de

**10 Editorial Staf:****Kai Binder, Chief Editor**

Phone: +49 6421 3086-139

E-Mail: kbinder@sp-s-magazin.de

**Mathis Bayerdörfer, Chief Editor**

Phone: +49 6421 3086-297

E-Mail: mbayerdoerfer@sp-s-magazin.de

**11 Print Run:**

15.000 copies

**12 Volume Analysis:**

2017 = 4 Issues

Format: DIN A4, 210mm (W) x 297mm (H)

Total Size: 272 pages = 100,0%

Editorial Part: 222 pages = 81,6%

Ad Section: 50 pages = 18,4%

Publisher's Ads: 3 pages = 1,1%





Circulation  
15.000

### 1 Advertising Formats and Prices:

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

Colour surcharges are not discountable.

Format	Width x Height	b/w	2c	3c	4c
Cover Pages	185mm x 270mm	€ 3.790,-	€ 4.110,-	€ 4.410,-	€ 4.740,-
Front Page	185mm x 270mm	-	-	-	€ 7.040,-
1/1 page	185mm x 270mm	€ 3.350,-	€ 3.670,-	€ 3.970,-	€ 4.300,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2.120,-	€ 2.320,-	€ 2.560,-	€ 2.680,-
1/2 page vertical	90mm x 270mm	€ 1.850,-	€ 2.050,-	€ 2.290,-	€ 2.410,-
1/2 page horizontal	185mm x 130mm	€ 1.850,-	€ 2.050,-	€ 2.290,-	€ 2.410,-
1/3 page vertical	60mm x 270mm	€ 1.330,-	€ 1.480,-	€ 1.590,-	€ 1.780,-
1/3 page horizontal	185mm x 90mm	€ 1.330,-	€ 1.480,-	€ 1.590,-	€ 1.780,-
1/4 page	90mm x 130mm	€ 1.050,-	€ 1.180,-	€ 1.240,-	€ 1.350,-
1/4 page vertical	45mm x 270mm	€ 1.050,-	€ 1.180,-	€ 1.240,-	€ 1.350,-
1/4 page horizontal	185mm x 65mm	€ 1.050,-	€ 1.180,-	€ 1.240,-	€ 1.350,-
1/8 page	90mm x 65mm	€ 590,-	€ 690,-	€ 720,-	€ 800,-
1/8 page vertical	45mm x 130mm	€ 590,-	€ 690,-	€ 720,-	€ 800,-
1/8 page horizontal	185mm x 30mm	€ 590,-	€ 690,-	€ 720,-	€ 800,-
Product overview	91mm x 110mm	€ 620,-	-	-	€ 750,-

### 2 Discounts:

For orders accepted within one insertion year

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

### 3 Bound-in Inserts:

Delivery quantity 15.300 copies

80-135g/m <sup>2</sup>	2 pages	€ 3.320,-
	4 pages	€ 4.680,-
	8 pages	€ 6.660,-
	12 pages	€ 8.790,-

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

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

Affixes postcards are charged as bound-in inserts.

### 4 Inserts:

Delivery quantity: 15.300 copies

Delivery: see Technical Data on p.22

Full supplement each 1.000 copies

up to 25g	€ 2.887,-	€ 189,-
up to 50g	€ 3.825,-	€ 250,-
above 50g	on request	on request

### 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

Circulation  
15.000

## 1 Advertising Formats and Prices:

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

Colour surcharges are not discountable.

Format	Width x Height	b/w	2c	3c	4c
Cover pages	185mm x 270mm	€ 3.790,-	€ 4.110,-	€ 4.410,-	€ 4.740,-
Front page	185mm x 270mm	-	-	-	€ 7.040,-
1/1 page	185mm x 270mm	€ 3.350,-	€ 3.670,-	€ 3.970,-	€ 4.300,-
1/2 Junior (DIN A5)	140mm x 190mm	€ 2.120,-	€ 2.320,-	€ 2.560,-	€ 2.680,-
1/2 page vertical	90mm x 270mm	€ 1.850,-	€ 2.050,-	€ 2.290,-	€ 2.410,-
1/2 page horizontal	185mm x 130mm	€ 1.850,-	€ 2.050,-	€ 2.290,-	€ 2.410,-
1/3 page vertical	60mm x 270mm	€ 1.330,-	€ 1.480,-	€ 1.590,-	€ 1.780,-
1/3 page horizontal	185mm x 90mm	€ 1.330,-	€ 1.480,-	€ 1.590,-	€ 1.780,-
1/4 page	90mm x 130mm	€ 1.050,-	€ 1.180,-	€ 1.240,-	€ 1.350,-
1/4 page vertical	45mm x 270mm	€ 1.050,-	€ 1.180,-	€ 1.240,-	€ 1.350,-
1/4 page horizontal	185mm x 65mm	€ 1.050,-	€ 1.180,-	€ 1.240,-	€ 1.350,-
1/8 page	90mm x 65mm	€ 590,-	€ 690,-	€ 720,-	€ 800,-
1/8 page vertical	45mm x 130mm	€ 590,-	€ 690,-	€ 720,-	€ 800,-
1/8 page horizontal	185mm x 30mm	€ 590,-	€ 690,-	€ 720,-	€ 800,-

## 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/m <sup>2</sup>	2 pages	€ 3.320,-
	4 pages	€ 4.680,-
	8 pages	€ 6.660,-
	12 pages	€ 8.790,-
136-170g/m <sup>2</sup>	10% Surcharge on basic price	
above 170g/m <sup>2</sup>	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

	Full supplement	each 1.000 copies
up to 25g	€ 2.887,-	€ 189,-
up to 50g	€ 3.825,-	€ 250,-
above 50g	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:

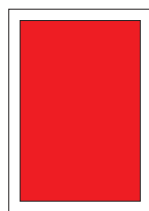
Bank code 500 100 60, Acc. 517 030-603

IBAN: DE51 5001 0060 0517 0306 03

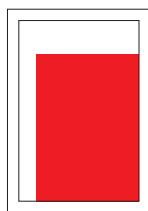
SWIFT-BIC: PBNKDEFF

- |  |   |
|--|---|
| <p><b>1 Format:</b> DIN A4: 210mm x 297mm (width x height)<br/>       Print space: 185mm x 270mm (width x height)</p> <p><b>2 Printing Process:</b> Offset: Printing colours in Euro Scale (CMYK) for offset according to ISO12647-2, adhesive binding</p> <p><b>3 Data Transmission:</b> Electronically by e-mail to:<br/> <b>Michaela Preiß, Ad Sheduling</b><br/>       Phone: +49 6421 3086-444<br/>       E-Mail: mpreiss@sps-magazin.de</p> <p><b>4 Advertisement Data:</b> High-res PDF, EPS (fonts either converted into paths or embedded), TIF (resolution 300dpi with image width to be printed)</p> <p><b>5 Colours:</b> In four-colour printing, the colours are used according to the Euro scale: Cyan, Magenta, Yellow, Black (CMYK). This color space must be selected in the respective program.<br/> <b>Attention:</b><br/>       RGB colours or spot colours may not be used or only after consultation with the publisher.</p> <p><b>6 Proof/Printing:</b> A 1:1 printout is absolutely necessary to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or 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.</p> <p><b>7 Permissible Image Formats:</b> TIF, JPEG, EPS (with embedded fonts)</p> | <p><b>8 Output Profile:</b> ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)</p> <p><b>9 Return:</b> 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.</p> <p><b>10 Warranty:</b> 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.</p> <p><b>11 Contact:</b> <b>Michaela Preiß, Ad Sheduling</b><br/>       Phone: +49 6421 3086-444<br/>       E-Mail: mpreiss@sps-magazin.de</p> |
|--|---|

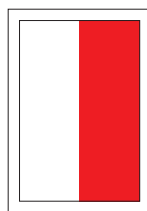
## Advertisement Formats in Print Space



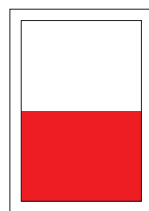
**1/1 page**  
185mm x 270mm



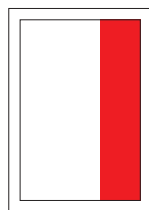
**Junior page**  
140mm x 190mm



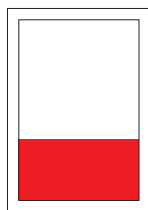
**1/2 page vertical**  
90mm x 270mm



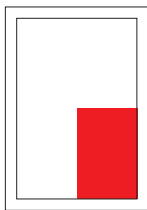
**1/2 page horizontal**  
185mm x 130mm



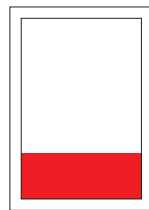
**1/3 page vertical**  
60mm x 270mm



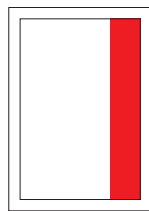
**1/3 page horizontal**  
185mm x 90mm



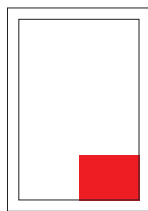
**1/4 page**  
90mm x 130mm



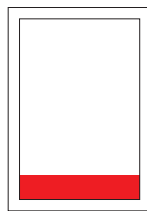
**1/4 page horizontal**  
185mm x 65mm



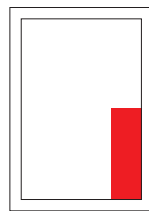
**1/4 page vertical**  
45mm x 270mm



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

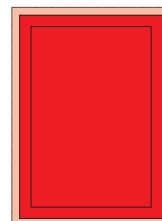


**1/8 page horizontal**  
185mm x 30mm

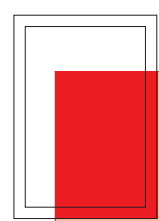


**1/8 page vertical**  
45mm x 130mm

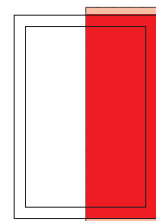
## Advertisement Formats in Bleed



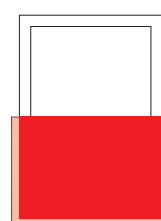
**1/1 page**  
210mm x 297mm



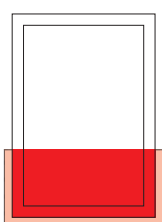
**Junior page**  
148mm x 210mm



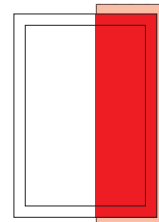
**1/2 page vertical**  
105mm x 297mm



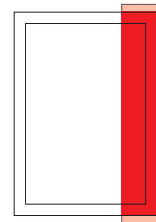
**1/2 page horizontal**  
210mm x 148mm



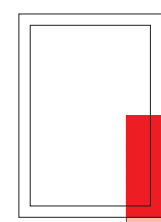
**1/3 page horizontal**  
210mm x 100mm



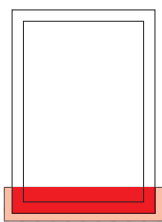
**1/3 page vertical**  
70mm x 297mm



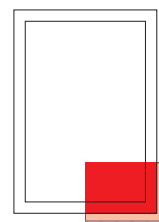
**1/4 page vertical**  
52mm x 297mm  
**1/4 page horizontal**  
210mm x 74mm  
**1/4 page**  
105mm x 148mm



**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!

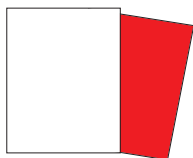
**Minimal Format:** 147mm x 210mm  
**Maximum Format:** 210mm x 297mm  
**Minimal Weight:** for 4-sided products 115g/m<sup>2</sup>

Figure 10.1 illustrates the dimensions of a book page. The outer dimensions are 218mm in width and 307mm in height. The inner dimensions, representing the text area, are 210mm in width and 297mm in height. The margins are defined as follows: 3mm bleed on the left and bottom, and 5mm bleed on the top and right.

Technical drawing of a book cover layout. The drawing shows a rectangular area divided into sections. Dimensions are indicated by arrows and text:

- Top horizontal dimensions: 218mm (left section), 208mm (right section).
- Left vertical dimension: 307mm (total height).
- Inner horizontal dimensions: 210mm (left section), 297mm (right section).
- Inner vertical dimension: 205mm (bottom section).
- Right vertical dimension: 5mm bleed (top section).
- Bottom horizontal dimensions: 5mm bleed (left section), 2 x 3mm bleed (middle section), min. 115mm / max. 200mm (right section).
- Bottom right vertical dimension: 5mm bleed (bottom section).
- Text "fold" is written vertically in the right section.

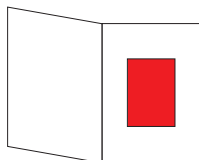
- 1 Inserts:** Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted. Inserts must be trimmed and folded and delivered as finished end products.



Minimal Format: 100mm x 210mm  
 Maximum Format: 205mm x 290mm  
 Minimal Weight: 115g/m<sup>2</sup>  
 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/m<sup>2</sup>

- 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](mailto: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](http://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



2



3

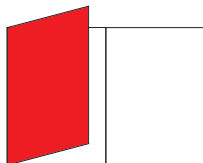


4



## 1 Special Advertising Formats:

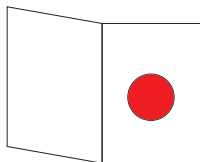
Gatefolder



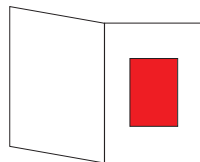
Flap



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:

2 pages, 4 colours, 135g/m <sup>2</sup>					
Copies	500	1.000	2.000	5.000	10.000
Price	€ 740,-	€ 780,-	€ 880,-	€ 1.200,-	€ 1.400,-
4 pages, 4 colours, 135g/m <sup>2</sup>					
Copies	500	1.000	2.000	5.000	10.000
Price	€ 830,-	€ 870,-	€ 1.000,-	€ 1.400,-	€ 2.020,-

(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.

License for Self Printing	
Copies	up to 1.000
Price	€ 300,-

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](mailto: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](http://www.sps-magazin.de/produktuebersichten)
- 5 Contact:** **Sina Debus, Media Consulting**  
Phone: +49 6421 3086-519  
E-mail: [sdebus@sp-s-magazin.de](mailto:sdebus@sp-s-magazin.de)



## Time is too short for advertisements?

**Just send us your documents - we will do the rest for you!**  
[anzeigen@sp-s-magazin.de](mailto:anzeigen@sp-s-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!

Topics	Publication Date	Material Deadline
Drive Technology	21.08.2019 (Issue 8/2019)	07.08.2019
Display and Operating Devices	06.03.2019 (Issue 3/2019)	20.02.2019
AS Interface and IO Link Products	06.03.2019 (Issue 3/2019)	20.02.2019
Codesys Products	12.06.2019 (Issue 6/2019)	29.05.2019
Data Recorder and Data Logger	06.03.2019 (Issue 3/2019)	20.02.2019
Displays, Touchscreens, Keyboards and Peripheral Products	12.06.2019 (Issue 6/2019)	29.05.2019
Rotary Encoders	15.05.2019 (Issue 5/2019)	02.05.2019
Electrical CAD Engineering	11.09.2019 (Issue 9/2019)	28.08.2019
Electric Motors	26.03.2019 (Issue HMI/2019)	12.03.2019
Embedded Systems	08.02.2019 (Issue 1+2/2019)	25.01.2019
Ethernet Components	26.03.2019 (Issue HMI/2019)	12.03.2019
Fieldbus Products	25.04.2019 (Issue 4/2019)	11.04.2019
Fieldbus Products	28.10.2019 (Issue 11/2019)	14.10.2019
Telecontrol and Remote Maintenance	08.02.2019 (Issue 1+2/2019)	25.01.2019
Frequency Converters	25.04.2019 (Issue 4/2019)	11.04.2019
Enclosures and Cabinet Systems	01.10.2019 (Issue 10/2019)	17.09.2019
Identification Systems/RFID	11.09.2019 (Issue 9/2019)	28.09.2019
Industrial PCs	15.05.2019 (Issue 5/2019)	02.05.2019
Industrial Power Supplies	15.05.2019 (Issue 5/2019)	02.05.2019
Cables and Plug Connectors	23.07.2019 (Issue 7/2019)	09.07.2019
Linear Technology, Robotics and Handling Technology	06.03.2019 (Issue 3/2019)	20.02.2019
PC based Controllers	08.02.2019 (Issue 1+2/2019)	25.01.2019
Products in Ex-Areas	20.11.2019 (Issue SPS-Special/2019)	06.11.2019
Process Visualization Systems	26.03.2019 (Issue HMI/2019)	12.03.2019
Process Controller	10.12.2019 (Issue 12/2019)	26.11.2019
Safety Products	20.11.2019 (Issue SPS-Special/2019)	06.11.2019
Switches, Relays, Contactors and Sensing Technologies	21.08.2019 (Issue 8/2019)	07.08.2019
Sensors	28.10.2019 (Issue 11/2019)	14.10.2019
Servo Technology and Motion Control	01.10.2019 (Issue 10/2019)	17.09.2019
Safety Sensors	23.07.2019 (Issue 7/2019)	09.07.2019
PLC Systems	01.10.2019 (Issue 10/2019)	17.09.2019

## 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](mailto: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.

Circulation:	25.000		
Actual distributed circulation:	24.669	thereof abroad	847
Sold copies	1.150	thereof abroad	–
• Subscribed copies	1.142	thereof abroad	216
Memberships	–	–	–
• Other sales	–	–	–
• Retail sales	8	thereof abroad	1
• Returned copies	–	–	–
Free copies:	23.519	thereof abroad	630
Remaining, archive and proof copies:	331		

## 3a Economic Area:

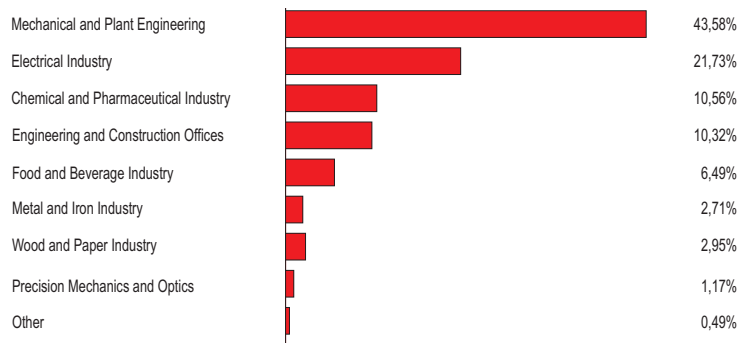
### Statistic of actual circulation:

	Copies	
Germany	23.822	96,57%
International	847	3,43%
Actual distributed circulation	24.669	100%

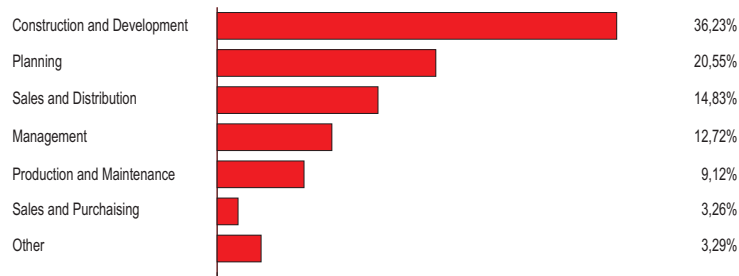
## 3b National distribution by postal code:

Postal code 0	867	3,64%
Postal code 1	722	3,03%
Postal code 2	1.801	7,56%
Postal code 3	2.809	11,79%
Postal code 4	2.973	12,48%
Postal code 5	3.390	14,23%
Postal code 6	2.535	10,64%
Postal code 7	3.959	16,62%
Postal code 8	2.654	11,14%
Postal code 9	2.113	8,87%
Germany	23.822	100%

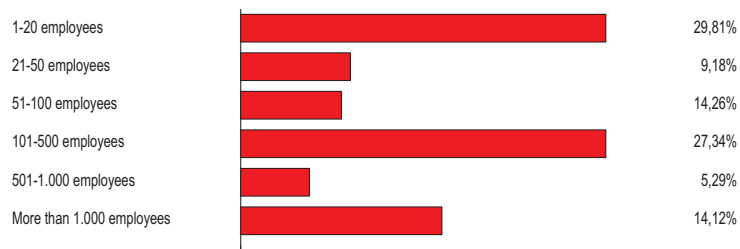
## Target Markets



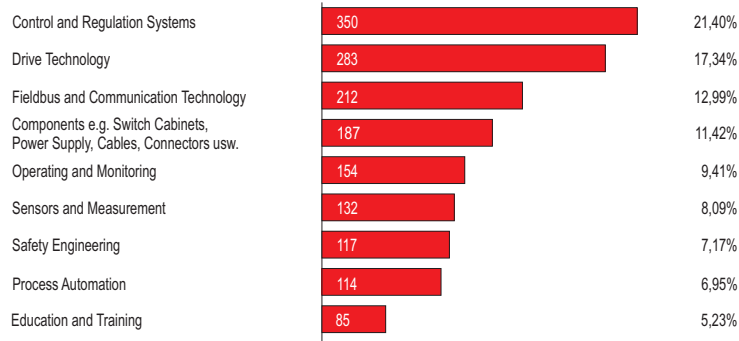
## Fields of Activity



## Company Sizes



## Content Analysis of the Editorial Part



- 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](http://www.sps-magazin.de) you have the possibility to place your advertisement next to the constantly updated news.
- 3 Target Group:** Users from the mechanical and plant engineering sector
- 4 Publishing House:** TeDo Verlag GmbH  
Zu den Sandbeeten 2, 35043 Marburg

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 Pixel	Integrated prominent placement in the content of the website	€ 1.270,-
2. Skyscraper	120 x 600 Pixel	Portrait advertising spaces to the right of the content	€ 1.510,-
3. Expandable-Skyscraper	160 x 600 Pixel 300 x 600 Pixel aufgeklappt	Not only remains in the field of vision for a long time, but also invites you to interact via Mouse-Over	€ 2.560,-
4. Super-Banner	728 x 90 Pixel	Prominently placed at the header and with plenty of space for your product presentation	€ 1.450,-
5. Expandable-Super-Banner	728 x 90 Pixel 728 x 160 Pixel aufgeklappt	Even more space for your advertising message in the eye-catching head area	€ 2.430,-
6. Medium Rectangle	345 x 200 Pixel	Striking in the editorial environment and generously dimensioned for creative advertising	€ 1.410,-
7. Billboard	970 x 250 Pixel	Very prominent placement and especially suitable for large motifs due to maximum surface area	€ 3.320,-
8. Standard Top	170 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 1.040,-
9. Cornersquare Banner	345 x 90 Pixel	Conspicuous placement at top right	€ 1.040,-

(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@sp-s-magazin.de](mailto:anzeigen@sp-s-magazin.de)
- Banner file and target URL
  - Customer name and contact data

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

The screenshot shows the SPS MAGAZIN website with a navigation bar at the top. The main content area features a whitepaper titled "Siemens: Die industrielle PC-Plattform - getriebene mit IEC 61131-3 Software". The whitepaper is presented in a two-column layout. The left column contains the title and a brief introduction. The right column contains a large image of a Siemens logo and a text box with the title "Siemens: Die industrielle PC-Plattform - getriebene mit IEC 61131-3 Software". Below the text box, there is a form with fields for "Name", "E-Mail", "Firma", and "Telefon", and a "Submit" button. The website also features a sidebar with a "Whitepaper" section and a "Siemens" section.

## 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:

Duration	Prices
3 months	€ 920,-
6 months	€ 1.530,-
9 months	€ 1.840,-
12 months	€ 2.090,-

## 6 Data Delivery:

Please send us your data up to one week before the start of the term by e-mail to: [anzeigen@spms-magazin.de](mailto:anzeigen@spms-magazin.de)

**Anniversary Edition!**  
The 600th Newsletter will be published on February 7, 2019!

## 1 Name: Automation Newsletter



January	February	March	April	May	June
01   10.01.2019	05   07.02.2019	09   07.03.2019	13   04.04.2019	17   02.05.2019	22   06.06.2019
02   17.01.2019	06   14.02.2019	10   14.03.2019	14   11.04.2019	18   09.05.2019	23   13.06.2019
03   24.01.2019	07   21.02.2019	11   21.03.2019	15   18.04.2019	19   16.05.2019	24   19.06.2019
04   31.01.2019	08   28.02.2019	12   28.03.2019	16   25.04.2019	20   23.05.2019	25   27.06.2019
				21   29.05.2019	

July	August	September	October	November	December
26   04.07.2019	30   01.08.2019	35   05.09.2019	39   02.10.2019	44   07.11.2019	48   05.12.2019
27   11.07.2019	31   08.08.2019	36   12.09.2019	40   10.10.2019	45   14.11.2019	49   12.12.2019
28   18.07.2019	32   15.08.2019	37   19.09.2019	41   17.10.2019	46   21.11.2019	50   19.12.2019
29   25.07.2019	33   22.08.2019	38   26.09.2019	42   24.10.2019	47   28.11.2019	
	34   29.08.2019		43   31.10.2019		

## 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:

### Editorial Department

**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

### Newsletter Advertising

**Heiko Hartmann, Advertisements / Media Consulting**

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 cover letter	€ 1.250,-	–
185 x 30mm	Top	€ 1.050,-	€ 790,-
90 x 65mm	Center	€ 860,-	€ 730,-
185 x 30mm	Bottom	–	€ 680,-
123 x 87mm	Bottom	–	€ 1.070,- (only page 2)
35 x 15mm	Top	€ 600,-	–
49 x 84mm	Center	–	€ 560,- (page in front of Zahlenfutter)
Whitepaper	Bottom	–	€ 100,- (page in front of Zahlenfutter)

(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](mailto:anzeigen@sps-magazin.de)

- Customer name
- Contact for requests
- Target URL

## 4 Deadline:

7 days before publication 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
1   15.01.2019	4   05.02.2019	8   05.03.2019	12   02.04.2019	17   07.05.2019	21   04.06.2019
2   22.01.2019	5   12.02.2019	9   12.03.2019	13   09.04.2019	18   14.05.2019	22   11.06.2019
3   29.01.2019	6   19.02.2019	10   19.03.2019	14   16.04.2019	19   21.05.2019	23   18.06.2019
	7   26.02.2019	11   26.03.2019	15   23.04.2019	20   28.05.2019	24   25.06.2019
			16   30.04.2019		
					

July	August	September	October	November	December
25   02.07.2019	30   06.08.2019	34   03.09.2019	38   01.10.2019	43   05.11.2019	47   03.12.2019
26   09.07.2019	31   13.08.2019	35   10.09.2019	39   08.10.2019	44   12.11.2019	48   10.12.2019
27   16.07.2019	32   20.08.2019	36   17.09.2019	40   15.10.2019	45   19.11.2019	49   17.12.2019
28   23.07.2019	33   27.08.2019	37   24.09.2019	41   22.10.2019	46   26.11.2019	
29   30.07.2019			42   29.10.2019		
					

**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](mailto:mlehnert@sps-magazin.de)



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

Forms	Format	Price
Banner 1	435 x 314px	€ 790,-
Banner 2	900 x 150px	€ 790,-
Banner 3	900 x 200px	€ 960,-
Sponsoring Newsletter	<ul style="list-style-type: none"> <li>• 3 product news (500 to 1.000 characters)</li> <li>• 1 Banner (900 x 150px)</li> <li>• Company logo</li> </ul>	€ 2.650,-
Standalone Newsletter	<ul style="list-style-type: none"> <li>• 8-10 product news (500 to 1.000 characters)</li> <li>• 1 to 3 Banner (900 x 150px)</li> <li>• Company logo</li> </ul>	€ 4.990,-

The new products will be linked to the desired URL via [www.sps-magazin.de](http://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](mailto: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

**Banner 1+2**



**Banner 3**



**Sponsoring Newsletter**



**Standalone 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](http://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@sp-s-magazin.de](mailto:anzeigen@sp-s-magazin.de)

**Contact:** Markus Lehnert, Advertising Management  
[mlehnert@sp-s-magazin.de](mailto:mlehnert@sp-s-magazin.de)  
 Phone: +49 6421 3086-594

Medium and Type	Placing	Price
Website - Premium-Teaser	In the head area	€ 1.450,-
Website - Standard-Teaser	In the bottom area	€ 1.300,-
ANL Newsletter - Premium	In the head area	€ 1.050,-
ANL Newsletter - Standard	In the bottom area	€ 790,-
APN Newsletter - Premium	In the head area	€ 1.090,-
APN Newsletter - Standard	In the bottom area	€ 990,-

(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 part of 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:** 01. July 2017 – 30. June 2018  
Visitors: 115.689, Page impressions: 283.847

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



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

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

#### PREMIUM

**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 customer support and data maintenance

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

**Book the promotion package until Hannover Messe 2019 and push your marketing with 12 free promotion bookings.**



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%.

### Current Performance Table

Prices per month plus 19% VAT.

Basic

PRO

PREMIUM

- Topseller -

€ 0,00

€ 199,00

€ 499,00

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

Only  
**€ 299,00**



## i-need.de 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.

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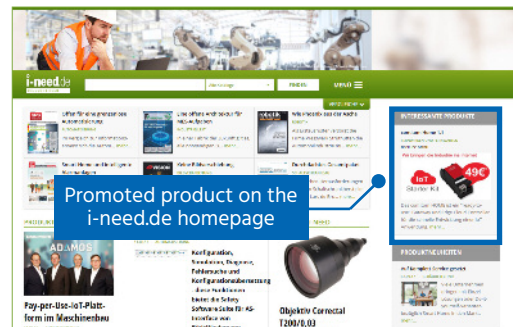
E-Mail: ckirschenmann@it-production.com

### Banner and Sponsored Post:

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

All Prices plus VAT.

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

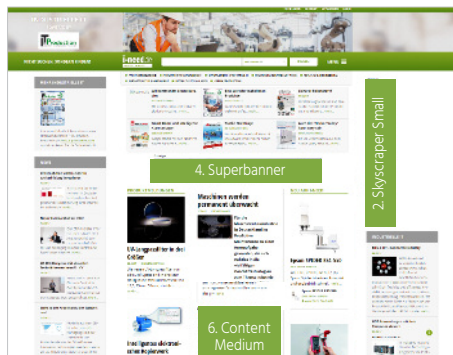


**Promoted product on the i-need.de homepage**

Pay-per-Use-to-Platform im Maschinenbau

Kaufgaranten, Transaktionen, Designen, Fehleruche und Konfigurationsanpassungen

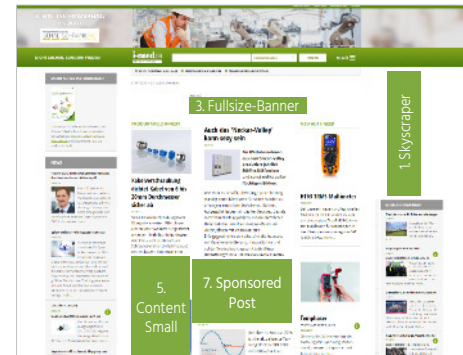
Objektiv Correctal 120016,02



**4. Superbanner**

**2. Skyscraper Small**

**6. Content Medium**



**3. Fullsize-Banner**

**5. Content Small**

**7. Sponsored Post**

**1. Skyscraper**

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