

## Editorial policy

Provide decision makers with what they need:

- 1 or 2 added value analyses per month written by highly skilled editors
- Product news representing an innovation
- Application stories giving new ideas of improvement

## Editorial Team



Guillaume CLASS  
Editorial Coordinator



Pierre BONY



Adam KP



Maria BRUEVA



Sergio LORENZI



Silvia Brún PERREIRA



Siva PRAKASH



Stefano CAZZANI



Lekshman RAMDAS



Milton D'SILVA



Gerald SCHEFFELS



Bruno FORGUE



Steed WEBZELL



Fadi GHADBAN



Rhys WILLIAMS

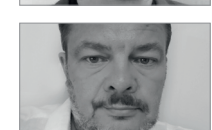
## Sales team



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| ADVERTISING RATES  | Price per month |
|--|-----------------|
| <b>Digital magazine</b>  |                 |
| • Cover - 105 W x 160 H mm                                     | 2 000 €         |
| • Small Cover - 105 W x 52 H mm                                | 1 000 €         |
| • 1/1 Page - 210 W x 297 H mm + 3 mm bleed                     | 2 000 €         |
| • 1/2 Horizontal - 190 W x 130 H mm                            | 1 000 €         |
| • 1/2 Vertical - 90 W x 273 H mm                               | 1 000 €         |
| <b>Website</b>   |                 |
| • Top Banner - 728 x 90 px                                     | 1 200 €         |
| • Sidebar Banner - 320 x 250 px                                | 1 100 €         |
| • Footer Banner - 728 x 90 px                                  | 500 €           |
| <b>E-Newsletter</b>  |                 |
| • Banner - 728 x 90 px   | 2 000 €         |
| • Advertorial  | 2 150 €         |
| <b>E-mailing</b>   |                 |
| • HTML File  | 4 000 €         |
| <b>Leadtime for all material: 5-10 days before publication</b> |                 |
| <b>TARGETED AUDIENCE</b>                                       |                 |
| Aerospace+Defense  | 1%              |
| Automotive industry  | 4%              |
| Chemical+Pharmaceutical+Health sector                          | 5%              |
| Energy+Renewable energy+Electrical assembly                    | 12%             |
| Environment  | 7%              |
| Food/beverage  | 14%             |



## 5 ADVERTISING OPTIONS

• Weekly **eNewsletters** focused on the latest industry news, products, white papers, application stories and interviews.

• **E-mailings** with up to 6,000 unique clickers

• 78 **websites**

• **Magazines** are promoted by our eNewsletters, our social networks and available on the Issuu publishing platform: [www.issuu.com](http://www.issuu.com)

• Posts on **Social Media**

Please refer to **Mediakit for prices lists...**



## MAGAZINES

| Cover        | Small Cover | 1/1 Page                       | 1/2 Horizontal | 1/2 Vertical |
|--------------|-------------|--------------------------------|----------------|--------------|
|              |             |                                |                |              |
| 105 x 160 mm | 105 x 52 mm | 210 x 297 mm + 3 or 5 mm bleed | 190 x 130 mm   | 90 x 273 mm  |



## NEWSLETTERS

## E-MAILINGS



Digital **publishing** and **online media** for the **industry**

Websites • Digital Magazines • E-newsletters • Webinars

A NEW GENERATION OF “PUSH” MEDIA

Real decision makers from your key markets

Best reach in the industrial sector

Best cost per click



## A NEW GENERATION OF "PUSH" MEDIA

We have created a new generation of media. We want to deliver the latest information directly to the real decision makers. They receive selected news through highly performing **eNewsletters** and **social media posts**. It is known now that decision-makers spend less and less time reading printed magazines, which haven't been replaced by online media yet.

### Real decision makers from your key markets

Potential readers have been identified through extensive market studies



**98%** of our readers have an influence in purchasing decisions within their organisation

### Best reach in the industrial market

Generate High Level Traffic on your website

- 2 million contacts in a full GDPR process
- 4 million visits per year
- 75,000 Social Media followers

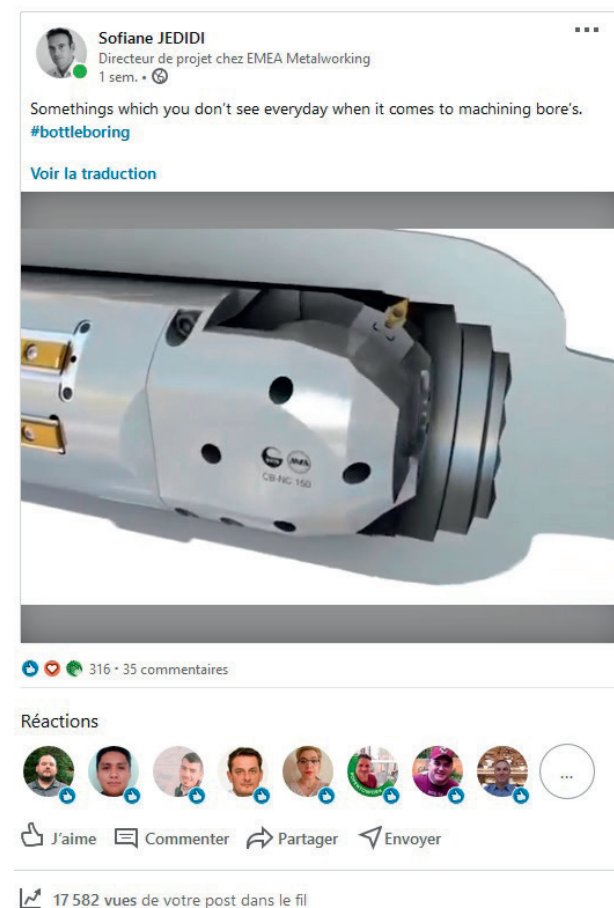


2,000 000 contacts

4,000 000 visits per year cumulated number on our portals

**75,000**

Social Media followers  
Post and Video high engagement rate  
(18,000 views for this video)



### Best cost per click

**40%** opening rate

Clear and easy to read eNewsletter with key articles and innovation news

31,981 Total clicks

Online (Click here) **6,353** View in browser

**1,733 / 5.42%**  
INDUSTRY USA  
Read the last issue for free  
**1,728 / 5.40%** [www.magazine-industry-usa.com](http://www.magazine-industry-usa.com)

**1,830 / 5.72%**  
BORGWARNER SECURES BUSINESS WIN FOR ITS FIRST MASS-MARKET ETURBO™ APPLICATION  
More than 200 percent transient boost improvement and a 50 percent reduction in time-to-torque virtually eliminates turbo lag and results in exceptional low-end torque.  
**1,907 / 5.96%** Read more...

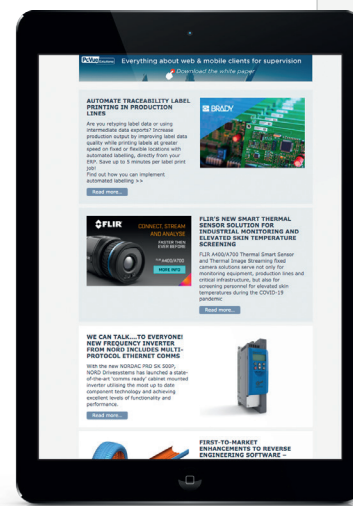
**1,794 / 5.61%**  
STANDARDIZED PARALLEL POLE TECHNOLOGY FOR MILLING APPLICATIONS ON YOUR MACHINE TOOL  
Whether narrow, thin or bulky ferromagnetic workpieces are to be clamped for a milling application, square pole plates sometimes reach their limits, since not all the poles are covered, and the magnetic field is not balanced.  
**1,825 / 5.71%** Read more...

**1,820 / 5.69%**  
TDK VENTURES INVESTS IN GAN LASER LIGHT PIONEER SLD LASER  
TDK Ventures makes third investment from \$50 million fund in SLD Laser, a GaN materials pioneer commercializing the next generation of visible laser light sources for automotive, mobility, medical, LiFi communication, sensing, specialty lighting, and consumer applications.  
**1,764 / 5.52%** Read more...

**1,794 / 5.61%**  
BALLUFF WAFER MAPPING SENSOR DELIVERS PRECISION IN THE SMALLEST SPACES  
Balluff's new wafer mapping sensor, SCHNÖDZ, utilizes a highly precise photoelectric sensor for quick and reliable detection of semiconductor wafers and slotting errors in FOUPs - front opening unified pods.  
**1,745 / 5.46%** Read more...

**1,788 / 5.59%**  
FESTO INTRODUCES NEXT GENERATION LIQUID DISPENSING AND GAS HANDLING PRODUCTS AT SLAS  
The Festo Technology Engineering Center becomes a new hub for developing performance life science products.  
**1,844 / 5.77%** Read more...

Up to **80%** click rate once opened average is 50%



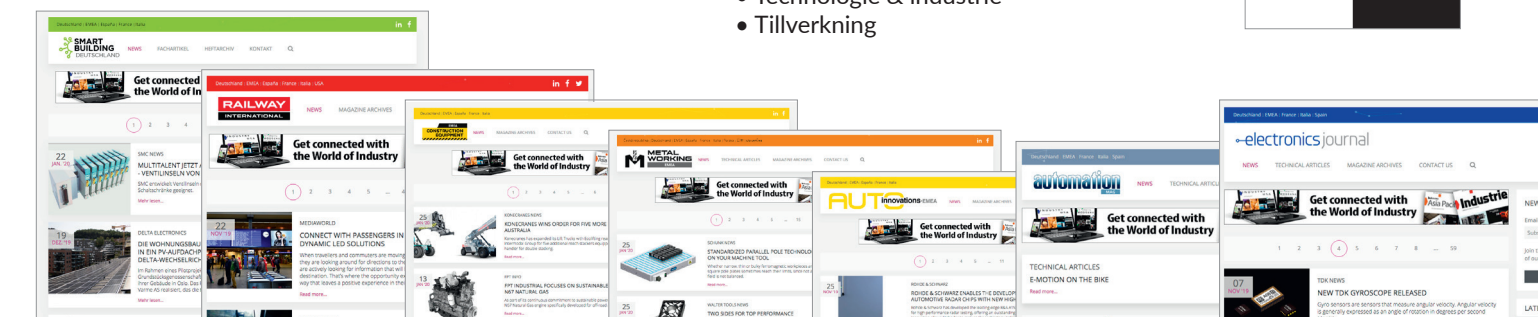
**500,000** clicks on our eNewsletters/month

## KEY MARKETS



- **HORIZONTAL** (17 languages): Machine builders, automotive OEM, Aeronautics OEM, food process, energy.
- **AUTOMATION** (5 languages): Machine builders, engineering and users.
- **AUTOMOTIVE** (5 languages): OEM, tier-one suppliers and after-market workshops.
- **CONSTRUCTION EQUIPMENT** (5 languages): OEM and final users.
- **ELECTRONICS** (5 languages): Aeronautics and defense, telecom, automotive, engineering companies, measurement devices OEM.
- **FOOD PROCESS & PACKAGING AUTOMATION** (5 languages): Food process factories and machine OEM.
- **METALWORKING** (10 languages): Machine builders, large subcontractors and small workshops.
- **RAILWAY** (5 languages): Rolling stock OEM, track infrastructure suppliers and railway operators.
- **SMART BUILDING** (5 languages): Building contractors, architects, installators, engineering companies.

| SECTORS                       | CONTACTS         |
|-------------------------------|------------------|
| <b>HORIZONTAL</b>             | <b>1 267 085</b> |
| <b>VERTICAL</b>               |                  |
| <b>AUTOMATION</b>             | <b>174 513</b>   |
| <b>AUTOMOTIVE</b>             | <b>127 152</b>   |
| <b>CONSTRUCTION EQUIPMENT</b> | <b>65 429</b>    |
| <b>ELECTRONICS</b>            | <b>141 245</b>   |
| <b>FOOD &amp; PACKAGING</b>   | <b>64 000</b>    |
| <b>METALWORKING</b>           | <b>212 624</b>   |
| <b>RAILWAY</b>                | <b>92 301</b>    |
| <b>SMART BUILDING</b>         | <b>214 262</b>   |



### HORIZONTAL WEBSITES

- Asia Pacific • Benelux • Brasil • China • Czech • Denmark • EMEA • Finland • France • Germany • Hungary • Indonesia • Italy • Japan • Korea • Latin America/Spain • Mexico • Middle East • North Africa • Norway • Poland • Portugal • Russia • Sweden • Taiwan • Thailand • Turkey • USA • Vietnam

### VERTICAL WEBSITES

- AUTOMATION**  
Automation FR • Automation DE • Automation Mag EMEA • Automatización ES • Automazione Italia IT • Revista Automação BR
- AUTOMOTIVE**  
Auto-Innovaciones ES • Auto-Innovationen DE • Auto-Innovations FR • Auto-Innovazioni IT • Aftermarketme EMEA
- CONSTRUCTION EQUIPMENT**  
Construction Equipment DE • Construction Equipment EMEA • Construction Equipment ES • Construction Equipment FR • Construction Equipment IT
- ELECTRONICS**  
Electronica ES • Electronica IT • Electronics Journal EMEA • Elektronik News DE • Electronique News FR
- FOOD PROCESS & PACKAGING AUTOMATION**  
Foodpackautomation DE • Foodpackautomation EMEA • Foodpackautomation ES • Foodpackautomation FR • Foodpackautomation IT
- METALWORKING**  
Metalworking EMEA • Metalworking DE • Metalworking ES • Metalworking FR • Metalworking IT • Metalworking Japan • Metalworking Polska • Metalworking Česká Republika • Metalworking Thailand
- RAILWAY**  
Eisenbahn International DE • Ferrovía Internazionale IT • Le Rail FR • Railway International EMEA • Railway USA • Tecnologia Ferroviaria ES
- SMART BUILDING**  
Smart Building DE • Smart Building EMEA • Smart Building ES • Smart Building FR • Smart Building IT

### DIGITAL MAGAZINES

- Automação
- Engineering China
- Engineering Japan
- Fabricación
- Industrie Afrique du Nord
- Industrie
- Industry Asia Pacific
- Industry EMEA
- Industry USA
- Konstruktion-Industrie
- Industria
- México Industrial
- Technologie & industrie
- Tillverknig

