Gekonnt vernetzt
Wie Rittal und Eplan Effizienzpotenziale heben, Seite 14

MEINUNG 10
HARALD SCHÖPPNER
Der Leiter Engineering bei Jumo erläutert, wie wichtig es ist, mehr ›in Plattformen zu denken‹.

HANNOVER MESSE 29
SPEZIAL
Automatisierungslösungen sowie Neu- und Weiterentwicklungen für die Fertigungsindustrie auf über 80 Seiten.
1. PROFILE IN BRIEF:
Topical, objective, critical, technically sound, well-researched: automation, as a recognised specialist magazine, has for more than 30 years been offering sector-spanning information on all facets of manufacturing and process automation, including electrical automation technology. Application-oriented reporting focuses on examples of solutions to automation – from the field level via levels of control and processes, up to plant and corporate management levels. The readers gain important information and support for sustainable investment decisions by way of on-site reporting, new and ongoing development of processes and technical products, market and industry sector analyses, company profiling and interviews with market leaders and opinion formers in the automation industry.

2. FREQUENCY:
8 issues per year + special issue

3. EDITION:
37th edition 2020

4. WEB ADDRESS:
www.automationnet.de

5. MEMBERSHIPS:
–

6. ORGAN:
–

7. PUBLISHER:
Henrich Publikationen GmbH

8. PUBLISHING HOUSE:
Henrich Publikationen GmbH
Postal Address: Talhofstraße 24 b, 82205 Gilching, Germany
Telephone: +49 810 538 53-80
Fax: +49 810 538 53-11
Email: aut@verlag-henrich.de

9. EDITORIAL STAFF:
Joachim Vogl, Editor-in-chief
joachim.vogl@verlag-henrich.de
Oliver Krüth
oliver.krueuth@verlag-henrich.de
Marie Christin Wiens
marie.wiens@verlag-henrich.de

10. MEDIA SALES:
Florian Beisser, Head of Media Sales
florian.beisser@verlag-henrich.de
Jürgen Fellner
juergen.fellner@verlag-henrich.de
Susanne Müller
susanne.mueller@verlag-henrich.de

11. DISTRIBUTION:
Henrich Publikationen GmbH, Stella Schumann
Telephone: +49 810 538 53-64, Fax: +49 810 538 53-11
vertrieb@verlag-henrich.de

12. SUBSCRIPTION PRICES:
Single purchase: 12.40 €
Annual subscription (Print + Online): 96.00 €
(€ 95.00 Print+€ 1.00 Online)
All prices are recommended prices only.
Postage extra. For Germany they include the VAT:
Print 7%; Online and Digital 19%.

13. ISSN:
1612-6475

14. PAGE ANALYSIS: 2018 = 9 issues
Magazine format: 230 x 325 mm
Total pages: 774 pages = 100.0 %
Editorial share: 592 pages = 76.5 %
Share of advertisements: 182 pages = 23.5 %
Of these: Occasional advertisements: 0 pages = 0.0 %
Bound inserts: 11 pages = 6.0 %
Ads from publishers and printers: 15 pages = 8.2 %
Loose inserts: 2

15. EDITORIAL CONTENT ANALYSIS: 2018 = 592 pages

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plants/systems</td>
<td>83</td>
<td>14.0 %</td>
</tr>
<tr>
<td>Industrial robots</td>
<td>77</td>
<td>13.0 %</td>
</tr>
<tr>
<td>Image processing</td>
<td>16</td>
<td>2.7 %</td>
</tr>
<tr>
<td>Measurement and testing technology</td>
<td>3</td>
<td>0.5 %</td>
</tr>
<tr>
<td>Sensors/actuators</td>
<td>21</td>
<td>3.6 %</td>
</tr>
<tr>
<td>Safety engineering</td>
<td>13</td>
<td>2.2 %</td>
</tr>
<tr>
<td>Identification technology</td>
<td>9</td>
<td>1.5 %</td>
</tr>
<tr>
<td>Industrial electronics</td>
<td>41</td>
<td>6.9 %</td>
</tr>
<tr>
<td>Drive technology</td>
<td>74</td>
<td>12.5 %</td>
</tr>
<tr>
<td>Industrial communications</td>
<td>32</td>
<td>5.4 %</td>
</tr>
<tr>
<td>Control/monitoring</td>
<td>12</td>
<td>2.0 %</td>
</tr>
<tr>
<td>Measurement/regulation and process control</td>
<td>9</td>
<td>1.5 %</td>
</tr>
<tr>
<td>Management/software</td>
<td>8</td>
<td>1.4 %</td>
</tr>
<tr>
<td>Product/trade fair news</td>
<td>28</td>
<td>4.7 %</td>
</tr>
<tr>
<td>People/companies/services</td>
<td>56</td>
<td>9.5 %</td>
</tr>
<tr>
<td>Interview/portrait</td>
<td>105</td>
<td>17.8 %</td>
</tr>
</tbody>
</table>
### 16. AUDITED DISTRIBUTION:

- **Member of “Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.”** (translation: German Circulation Control Board e. V.)

### 17. CIRCULATION ANALYSIS:

Average number of copies per issue (1st July 2018-30th June 2019)

<table>
<thead>
<tr>
<th><strong>Print run:</strong></th>
<th>20,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of distributed copies:</strong></td>
<td>20,227 Other countries 37</td>
</tr>
<tr>
<td><strong>Sold copies:</strong></td>
<td>67 Other countries 10</td>
</tr>
<tr>
<td>– Subscribed copies</td>
<td>66</td>
</tr>
<tr>
<td>– Single purchase</td>
<td>–</td>
</tr>
<tr>
<td>– Others</td>
<td>1</td>
</tr>
<tr>
<td><strong>Free copies:</strong></td>
<td>20,160</td>
</tr>
<tr>
<td><strong>Remaining and archive copies:</strong></td>
<td>286</td>
</tr>
</tbody>
</table>

### 18. ANALYSIS OF GEOGRAPHICAL DISTRIBUTION:

Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Region</th>
<th>Proportion of total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>99.82 %</td>
<td>20,190</td>
</tr>
<tr>
<td>Other countries</td>
<td>0.18 %</td>
<td>37</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100 %</td>
<td>20,227</td>
</tr>
</tbody>
</table>

#### 18.1 ANALYSIS OF GEOGRAPHICAL DISTRIBUTION IN GERMANY

According to Nielsen Areas:

Publisher information: planned distribution for 2020

| Nielsen area 1: (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony) | 11.61 % | 2,344 |
| Nielsen area 2: (North Rhine-Westphalia) | 23.43 % | 4,731 |
| Nielsen area 3a: (Hesse, Rhineland-Palatinate, Saarland) | 12.77 % | 2,578 |
| Nielsen area 3b: (Baden-Wurttemberg) | 21.15 % | 4,270 |
| Nielsen area 4: (Bavaria) | 19.19 % | 3,874 |
| Nielsen area 5-7: (Berlin and eastern federal states of Germany) | 11.85 % | 2,393 |

**Actual circulation in Germany:** 100 % 20,190
19. FIELDS OF BUSINESS/ECONOMIC SECTORS:

Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Department/Group/Class*</th>
<th>Recipient groups Classied by industry/trade German classification of economic activities, Federal Office of Statistics, edition 2008</th>
<th>Proportion of total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Food and beverage industry</td>
<td>5.63 %</td>
<td>1,139</td>
</tr>
<tr>
<td>10-12</td>
<td>Manufacture of textiles, clothing and leather</td>
<td>5.93 %</td>
<td>1,199</td>
</tr>
<tr>
<td>13-15</td>
<td>Manufacture of wooden products (excluding production)</td>
<td>3.25 %</td>
<td>657</td>
</tr>
<tr>
<td>16</td>
<td>Manufacture of coke and mineral oil products, manufacture of chemicals</td>
<td>4.73 %</td>
<td>957</td>
</tr>
<tr>
<td>19-20</td>
<td>Manufacture of rubber and plastic products</td>
<td>4.70 %</td>
<td>951</td>
</tr>
<tr>
<td>22</td>
<td>Manufacture of glass, ceramics, manufacture of non-metallic products</td>
<td>3.86 %</td>
<td>781</td>
</tr>
<tr>
<td>08; 23</td>
<td>Manufacture of fabricated metal products</td>
<td>3.73 %</td>
<td>754</td>
</tr>
<tr>
<td>24</td>
<td>Manufacture of basic metals</td>
<td>8.66 %</td>
<td>1,752</td>
</tr>
<tr>
<td>25</td>
<td>Electrical engineering and electronics, manufacture of medical equipment, manufacture of equipment for measuring and control and regulatory technology, optical equipment</td>
<td>15.20 %</td>
<td>3,074</td>
</tr>
<tr>
<td>28</td>
<td>Mechanical engineering</td>
<td>34.88 %</td>
<td>7,055</td>
</tr>
<tr>
<td>29-30</td>
<td>Manufacture of motor vehicles, trailers and semi-trailers, manufacture of other transport equipment</td>
<td>5.85 %</td>
<td>1,183</td>
</tr>
<tr>
<td>31; 32.12; 32.2; 32.3; 32.4</td>
<td>Manufacture of furniture, jewellery, musical instruments, pieces of sports equipment</td>
<td>2.91 %</td>
<td>589</td>
</tr>
<tr>
<td>Manufacturing sector in total</td>
<td></td>
<td>99.33 %</td>
<td>20,091</td>
</tr>
<tr>
<td>70.22; 71.12.2; 71.12.9, 71.2</td>
<td>Management consulting</td>
<td>0.67 %</td>
<td>136</td>
</tr>
</tbody>
</table>

Actual circulation 100 % 20,227

Please note: Details on the survey method on page AMF-O.
20. SIZE OF ORGANISATION:
Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Proportion of total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-99 employees</td>
<td>4,078</td>
</tr>
<tr>
<td>100-199 employees</td>
<td>6,800</td>
</tr>
<tr>
<td>200-499 employees</td>
<td>4,794</td>
</tr>
<tr>
<td>500-999 employees</td>
<td>1,966</td>
</tr>
<tr>
<td>&gt; 1,000 employees</td>
<td>2,567</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>20,227</td>
</tr>
</tbody>
</table>

21.1 JOB CHARACTERISTIC: SCOPE OF FUNCTIONS
No data are available for this topic.

21.2 JOB CHARACTERISTIC: POSITION IN ORGANISATION
Publisher information: planned distribution for 2020

<table>
<thead>
<tr>
<th>Proportion of total circulation</th>
<th>Copies</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holders, members of the executive board, managing directors, authorised signatories</td>
<td>18.31 %</td>
<td>3,704</td>
</tr>
<tr>
<td>Technical management, managers of production and manufacturing</td>
<td>54.06 %</td>
<td>10,935</td>
</tr>
<tr>
<td>Including purchase and production site planning management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research and development; design</td>
<td>24.44 %</td>
<td>4,943</td>
</tr>
<tr>
<td>Development and construction managers, project managers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager quality management, laboratory engineers, laboratory managers, material testing manager, measurement technicians</td>
<td>3.19 %</td>
<td>645</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100 %</td>
<td>20,227</td>
</tr>
</tbody>
</table>

Please note: Details on the survey method on page AMF-O.

22. EDUCATION/TRAINING: No data are available for this topic due to its limited relevance for the magazine.

23. AGE:
1. **CIRCULATION:**

   Print run: 20,500
   Annual average number of distributed copies (in line with AMF-scheme 2, no. 17): 20,227

2. **MAGAZINE FORMAT:**

   230 mm width, 325 mm height

   **TYPE AREA:**
   200 mm width, 282 mm height, number of columns: 4, column width: 47 mm

3. **PRINTING METHOD/PRINTING MATERIAL:**

   Offset, adhesive binding
   Please send printing material in digital form. For further details see footnote: „TECHNICAL DATA ADVERTS/BOUND INSERTS/LOOSE INSERTS/SPECIAL ADVERTISING“.

4. **DEADLINES:**

   **Frequency:** 8 issues per year + special issue
   **Dates of publication:** see editorial schedule
   **Closing dates (advertising):** see editorial schedule

5. **PUBLISHER:**

   Henrich Publikationen GmbH
   Telephone: + 49 810 538 53-80
   Talhofstraße 24 b
   Fax: + 49 810 538 53-11
   82205 Gilching, Germany
   aut@verlag-henrich.de

6. **TERMS OF PAYMENT:**

   The invoiced amount is payable net (without deduction) within 30 days of the invoice date. If payment is made within eight days, the publisher grants the customer a discount of 2 %.
   Tax no. 2645 223 73105, VAT ident no. DE 163 778 434

   **BANK DETAILS:**
   Postbank München, IBAN DE81 7001 0080 0915 0428 02, BIC PBNKDEFF

7. **ADVERTISEMENT RATES AND FORMATS:**

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height in mm</th>
<th>Basic rate b/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>430 x 282</td>
<td>11,135.00 €</td>
</tr>
<tr>
<td>1/1 page</td>
<td>200 x 282</td>
<td>5,840.00 €</td>
</tr>
<tr>
<td>2/3 page</td>
<td>132 x 282 / 200 x 184</td>
<td>3,915.00 €</td>
</tr>
<tr>
<td>Junior page</td>
<td>149 x 202</td>
<td>3,230.00 €</td>
</tr>
<tr>
<td>1/2 page</td>
<td>200 x 140 / 98 x 282</td>
<td>2,940.00 €</td>
</tr>
<tr>
<td>1/3 page</td>
<td>200 x 92 / 64 x 282</td>
<td>1,950.00 €</td>
</tr>
<tr>
<td>1/4 page</td>
<td>200 x 68 / 98 x 140 / 47 x 282</td>
<td>1,500.00 €</td>
</tr>
<tr>
<td>1/8 page</td>
<td>200 x 32 / 98 x 68 / 47 x 140</td>
<td>805.00 €</td>
</tr>
</tbody>
</table>

9. **SPECIAL ADVERTISEMENT FORMATS:** on request

10. **DISCOUNTS:**

    for insertions within 12 months
    Frequency discounts
    3 adverts 5 % 6 adverts 10 % 10 adverts 15 %
    Volume discounts
    2 pages 5 % 4 pages 10 % 6 pages 15 %

11. **COMBINATIONS:**

    Further rates, combinations and multi-year contracts on request.
PREFERENTIAL PLACEMENT:

<table>
<thead>
<tr>
<th>Cover</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>7,040.00 €</td>
</tr>
<tr>
<td>Cover 3</td>
<td>6,710.00 €</td>
</tr>
<tr>
<td>Cover 4</td>
<td>7,040.00 €</td>
</tr>
</tbody>
</table>

Front cover and inside front page on request.

LAYOUT SURCHARGES:
Costs for technical services like layout and lithograph production are invoiced at cost price.

8. SURCHARGES:

8.1 COLOUR SURCHARGES:

<table>
<thead>
<tr>
<th>Scale Colour</th>
<th>up to 2/1 page</th>
<th>up to 1/1 page</th>
<th>up to 1/2 page</th>
<th>up to 1/3 page</th>
<th>up to 1/8 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1,110.00 €</td>
<td>555.00 €</td>
<td>370.00 €</td>
<td>320.00 €</td>
<td>180.00 €</td>
</tr>
</tbody>
</table>

For each special colour (which cannot be extracted from a 4c typeset) 895.00 €

8.2 PLACEMENTS:

Fixed placements of advertisements and inserts: 10 % surcharge.
Fixed placements are possible as of a third page.
Bleed/double page spread: 10 % surcharge.
All surcharges and technical costs are not subject to any discount!

12. BOUND INSERTS:

<table>
<thead>
<tr>
<th>Paper weight</th>
<th>&lt; 120 g</th>
<th>&lt; 170 g</th>
<th>&gt; 170 g</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>6,860.00 €</td>
<td>7,205.00 €</td>
<td>7,555.00 €</td>
</tr>
<tr>
<td>4 pages</td>
<td>10,310.00 €</td>
<td>10,835.00 €</td>
<td>11,365.00 €</td>
</tr>
<tr>
<td>8 pages</td>
<td>13,710.00 €</td>
<td>13,940.00 €</td>
<td>14,640.00 €</td>
</tr>
</tbody>
</table>

A sample insert is required when placing an order.
Formats and technical data see point 3 PRINTING METHOD/PRINTING MATERIAL.

13. LOOSE INSERTS:

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Total Price per thousand</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
<td>277.00 €</td>
</tr>
<tr>
<td>up to 30 g</td>
<td>302.00 €</td>
</tr>
<tr>
<td>up to 35 g</td>
<td>322.00 €</td>
</tr>
<tr>
<td>up to 40 g</td>
<td>359.00 €</td>
</tr>
<tr>
<td>up to 45 g</td>
<td>392.00 €</td>
</tr>
<tr>
<td>up to 50 g</td>
<td>426.00 €</td>
</tr>
</tbody>
</table>

A sample insert is required when placing an order.
Formats and technical data see point 3 PRINTING METHOD/PRINTING MATERIAL.

14. INSERT STICKERS:

In combination with an advert or insert 2,590.00 €
When processed by machine, gluing costs are included
– Manual processing on request

15. TECHNICAL DETAILS/HANDLING 12-14

FIRMENGRUPPE APPL
appl Druck GmbH,
Angerstraße 54, 85354 Freising, Germany.
Label: “automation” and the according issue.
Delivery until closing date, required copies: 20,800.

TECHNICAL DATA ADVERTS/BOUND INSERTS/LOOSE INSERTS/SPECIAL ADVERTISING:

In order to process your order optimally we receive your motives as highend-pdf. Please send your data via email to disp@verlag-henrich.de. The processing will be free of charge as long as the data comply with our common terms of digital data acceptance of advertisements. Information about, you will find in the technical data sheet. Additional expenditure incurred due to data being incorrect will be invoiced at cost price.

Formats and further important technical information about the delivery of bound and loose inserts and special advertising, you will find in the technical data sheet as well. The „technical data sheet“ you will find in our media center at www.henrich-mediacenter/fachzeitschriften/technischenedaten.
**ADVERTISEMENT INFORMATION FORMATS**

Supplement to advertisement price list no. 38
Valid from 1st October 2019

---

### Type areas

<table>
<thead>
<tr>
<th>Section</th>
<th>Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed*</td>
<td>2/3 page</td>
<td>430 x 282 mm / 460 x 325 mm</td>
</tr>
<tr>
<td></td>
<td>1/2 page</td>
<td>200 x 282 mm / 230 x 325 mm</td>
</tr>
<tr>
<td></td>
<td>2/3 page, vertical</td>
<td>132 x 282 mm / 147 x 325 mm</td>
</tr>
<tr>
<td></td>
<td>2/3 page, horizontal</td>
<td>200 x 184 mm / 230 x 207 mm</td>
</tr>
<tr>
<td>Junior page</td>
<td>1/2 page, vertical</td>
<td>149 x 202 mm / 164 x 225 mm</td>
</tr>
<tr>
<td></td>
<td>1/2 page, horizontal</td>
<td>98 x 282 mm / 113 x 325 mm</td>
</tr>
<tr>
<td></td>
<td>1/8 page, 1-columned</td>
<td>200 x 32 mm / 230 x 55 mm</td>
</tr>
<tr>
<td></td>
<td>1/8 page, 2-columned</td>
<td>132 x 282 mm / 147 x 325 mm</td>
</tr>
<tr>
<td></td>
<td>1/8 page, 4-columned</td>
<td>47 x 140 mm / 62 x 162 mm</td>
</tr>
<tr>
<td></td>
<td>1/4 page, 2-columned</td>
<td>200 x 68 mm / 230 x 91 mm</td>
</tr>
<tr>
<td></td>
<td>1/4 page, 4-columned</td>
<td>47 x 140 mm / 62 x 162 mm</td>
</tr>
<tr>
<td></td>
<td>1/4 page, 1-columned</td>
<td>98 x 68 mm / 113 x 91 mm</td>
</tr>
<tr>
<td></td>
<td>1/4 page, horizontal</td>
<td>98 x 140 mm / 113 x 162 mm</td>
</tr>
</tbody>
</table>

---

*For technical reasons the printing material for each bleed advert has to have additional 3 mm on all sides for trimming.

All information in mm (width x height)
1. WEB ADDRESS: www.automationnet.de

2. PROFILE IN BRIEF: The information provided on the website includes sector-relevant news, such as personalities, current product announcements, user examples and interviews. Yet more information also offers exclusive contents and individual micro sites. The user will also find a wealth of solutions, which extend far beyond the magazine contents, for example access provider content in the form of white papers or videos.

3. TARGET GROUP: Executive producers and production managers, company directors and executive officers in production automation, electro-automation, process automation in the mechanical as well as in the plant engineering sectors.

4. PUBLISHER: Henrich Publikationen GmbH
Contact
   Florian Beisser
   Telephone: +49 810 538 53-73
   florian.beisser@verlag-henrich.de

5. PRICES AND TYPES OF ADVERTISEMENT: see next page

6. ACCESS CONTROL: IVW

7. USAGE DATA: www.ivw.de

*As of: August 2019
## Prices and Formats:

<table>
<thead>
<tr>
<th>Type of Advertisement</th>
<th>Placement</th>
<th>Format/size in pixels</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>below navigation/within content</td>
<td>468 x 60</td>
<td>648.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>outskirt area/within content</td>
<td>728 x 90</td>
<td>1,112.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>left or right</td>
<td>120/160 x 600</td>
<td>1,304.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>left or right</td>
<td>120/160 x 300</td>
<td>828.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>within content</td>
<td>300 x 250</td>
<td>1,352.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>below navigation</td>
<td>960 x 250</td>
<td>2,040.00</td>
</tr>
<tr>
<td>Double Sitebar</td>
<td>left and right</td>
<td>300 x 600</td>
<td>2,552.00</td>
</tr>
<tr>
<td>Tower Ad expandierend</td>
<td>Wide Skyscraper right hand, expanding leftwards</td>
<td>160 → 400/600</td>
<td>1,736.00</td>
</tr>
<tr>
<td>Welcome Ad</td>
<td>centrally across the homepage</td>
<td>640 x 480</td>
<td>1,736.00</td>
</tr>
<tr>
<td>Banderole Ad</td>
<td>centrally across the homepage</td>
<td>1,000 x 250</td>
<td>1,532.00</td>
</tr>
<tr>
<td>Fireplace</td>
<td>Top Banner/Wide Skyscraper left and right</td>
<td>1040 x 90 + 120/160 x 600 (twice)</td>
<td>2,754.00</td>
</tr>
<tr>
<td>Hockeystick</td>
<td>Superbanner/Wide Skyscraper right hand</td>
<td>728 x 90 + 120/160 x 600</td>
<td>2,420.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>Hockeystick with background colouration</td>
<td>728 x 90 + 120/160 x 600</td>
<td>2,920.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>homepage</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>328.00/week</td>
</tr>
</tbody>
</table>

Additional formats and special ads on request. Data volume up to 200 KB.
1. NAME: automation-Newsletter

2. PROFILE IN BRIEF:
   Today, if you want to be successful, you have to rely on up-to-date information. Which way is the market moving? What are the companies’ news? Which products are bringing competitors up to the starting posts? The newsletter automatically provides answers to these questions. Simply subscribe to receive regular updates on the most significant information.

3. TARGET GROUP:
   Executive producers and production managers, company directors and executive officers in production automation, electro-automation, process automation in the mechanical as well as in the plant engineering sectors.

4. FREQUENCY:
   weekly

5. PUBLISHER:
   Henrich Publikationen GmbH
   Contact: Florian Beisser
   Telephone: +49 810 538 53-73
   florian.beisser@verlag-henrich.de

6. PRICES AND TYPES OF ADVERTISEMENT:

<table>
<thead>
<tr>
<th>Type of advertisement</th>
<th>Format/size in pixels</th>
<th>Price in €/dispatch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Banner</td>
<td>234 x 60</td>
<td>275.00</td>
</tr>
<tr>
<td>Full Banner</td>
<td>468 x 60</td>
<td>445.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>620.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>695.00</td>
</tr>
<tr>
<td>Half Skyscraper</td>
<td>160 x 300</td>
<td>375.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>920.00</td>
</tr>
<tr>
<td>Text Ad</td>
<td>1,500 characters + picture (1,000 x 563 px)</td>
<td>450.00</td>
</tr>
</tbody>
</table>

We recommend static image files. Flash files cannot be processed. Data volume up to 100 KB.

7. USAGE DATA:
   5,438 recipients (as of 07/31/2019)

Visit www.henrich-mediacenter.de for detailed information.
The perfect addition to your cross-medial advertising efforts: direct mailing efforts

**General information**
- Selection lump sump: € 170.00
- Minimum contract value: € 475.00
- Minimum purchase after matching: 70%

**Customized Address**
- by position/function: € 0.30
- + Line of business: € 0.34
- + Company size and/or regional limitation: € 0.38

We gladly take care of the entire handling!

**Exemplary calculation to our lettershop 1-paged laser letter DIN-long format + flyer**

<table>
<thead>
<tr>
<th>Circulation</th>
<th>500</th>
<th>2,000</th>
<th>4,000</th>
<th>8,000</th>
<th>12,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address rental customized address (1 characteristic incl. selection lump sump)</td>
<td>€ 320.00</td>
<td>€ 770.00</td>
<td>€ 1,370.00</td>
<td>€ 2,570.00</td>
<td>€ 3,770.00</td>
</tr>
<tr>
<td>Production laser letter (customized: laser printing 1/0-coloured DIN A4)</td>
<td>€ 202.50</td>
<td>€ 255.00</td>
<td>€ 340.00</td>
<td>€ 510.00</td>
<td>€ 680.00</td>
</tr>
<tr>
<td>Production laser letter (customized: laser printing 1/0-coloured DIN A4)</td>
<td>€ 180.00</td>
<td>€ 180.00</td>
<td>€ 183.60</td>
<td>€ 367.20</td>
<td>€ 469.20</td>
</tr>
<tr>
<td>Domestic postal charges*</td>
<td>€ 190.00</td>
<td>€ 760.00</td>
<td>€ 1,120.00</td>
<td>€ 2,240.00</td>
<td>€ 3,360.00</td>
</tr>
<tr>
<td><strong>Total cost</strong></td>
<td><strong>€ 892.50</strong></td>
<td><strong>€ 1,965.00</strong></td>
<td><strong>€ 3,013.60</strong></td>
<td><strong>€ 5,687.20</strong></td>
<td><strong>€ 8,279.20</strong></td>
</tr>
</tbody>
</table>

* The prices are to be understood plus Value Added Tax. The data processing is carried out via lettershop according to the current legal data security regulations.
* 20 g, DIN-lang, from circulation of 500 copies as Dialogpost Easy and from 4,000 copies as Dialogpost possible.
** plus envelope DIN-long with window; € 12.50 per thousand.
We will put together a cross-media media package to help you reach your marketing goal!

- **Print**
  - Advertisements
  - Front page sponsorship
  - Inner cover

- **Websites**
  - Banners
  - Text advertisements
  - Videos / Image clips
  - Company portraits

- **Social media**
  - Twitter
  - Xing

- **Newsletters**
  - Text advertisements
  - Stand-alone newsletters
  - Banners

- **Lead generation**
  - Whitepapers
  - Webinars

- **Direct mailing campaigns**
  - Address rental
  - Companies
  - Personalised
Sector-specific editorial offices · established networks · special solutions

Industry-related
Henrich editors are in direct daily contact with engineers, design engineers, developers, production managers and decision-makers in trade and industry. This provides the best conditions for effective corporate communication.

Established
Henrich Publications, founded in 1994 and since 2010 a member of the Hanser Group, is an extremely influential publishing company. Take advantage of our networks.

Special feature
No other publishing company combines technical competence with the literary world of best-selling authors. Make use of these qualities for your particular needs.
SUMMARY OF THE SURVEY METHOD OF THE RECIPIENT STRUCTURE ANALYSIS (AMF-SCHEME 2, NO. 18 AND AMF-SCHEME 3-E, NO. 19 TO 21)

1. **Research method:**
   Distribution analysis in form of file analysis – total collection

2. **Description of the recipients at the time of data collection:**
   2.1 **Character of the file:**
   The recipient file includes the addresses of all recipients. Due to the existing postal information, the file can be sorted according to zip code or according to recipients from Germany and abroad.
   2.2 **Total number of recipients included in the file:** 25,366
   2.3 **Total number of changing recipients:** 19,713
   2.4 **Recipient’s structure of an average edition according to sales structure:**
   – Paid circulation 67
   Of these: Subscribed copies 66
   Single purchase 0
   Others 1
   – Free copies 20,160
   Of these: Permanent free copies 391
   Alternating free copies 19,713
   Promotional free copies 56

3. **Description of the survey:**
   3.1 **Total circulation (analysed proportion):**
   Actual circulation 20,227 = 100%
   Of these not included in the analysis:
   Promotional copies 56 = 0.28%
   The analysis represents of the actual circulation: 20,171 = 99.72%
   3.2 **Date of the analysis:** 07/23/2019
   3.3 **Description of the survey’s base:**
   The survey is based on the total file. The distribution percentages were determined according to the annual average total circulation in Germany and abroad in line with AMF, no. 17.
   3.4 **Target persons of the survey:**
   All recipients included in this analysis: Personal recipients in institutions (companies and plants).
   3.5 **Definition of the reader:** No data are available for this topic.
   3.6 **Period of the analysis:** 07/01/2018-06/30/2019
   3.7 **Conduction of the analysis:** Publisher

This survey meets the latest requirements of the ZAW framework for advertising media analysis regarding structure, implementation and reporting.
YOUR DIRECT LINE TO OUR TEAM

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Issue 3/May
CD*: 05/04/2020
DOP: 05/06/2020

Hannover Messe special in issue 2/2020
Industrial automation & IT, IIoT and networking, energy & environmental technology (renewable and conventional energy generation), industrial delivery (lightweight construction), research and development (and technology transfer), drive and fluid power technology

CD*: 05/11/2020
DOP: 06/09/2020

● Worldwide in issue 8/2020
In automation 8/2020, we will report on the winners and runners-up in the worldwide robotics market. This topic is covered in the issue with a planned level of about 40 percent and the latest developments. Interviews with market leaders, surveys, user reports and specialist articles provide a comprehensive overview of the sector (feeder and gripper devices, sensor and image processing systems, energy supply and safety technologies, software, measurement technology).

CD*: 07/27/2020
DOP: 08/24/2020

Issue 4/August
CD*: 08/24/2020
DOP: 09/09/2020

World ranking robotics
In automation 4/2020, we will report on the winners and runners-up in the worldwide robotics market. This topic is supplemented by information on applications in the robotics peripheral sector (feeder and gripper devices, sensor and image processing systems, energy supply and safety technologies, control cabinet design etc.) that we pick up on this issue with a planned level of about 40 percent and the latest developments. Interviews with market leaders, surveys, user reports and specialist articles provide a comprehensive overview of the whole world of robotics.

CD*: 09/22/2020
DOP: 10/15/2020

Issue 5/September
CD*: 09/09/2020
DOP: 10/06/2020
Special title (magazine insert) in the upcoming issues 2020:

Hannover Messe spezial
Issue: 02/2020
Editorial deadline: 03/10/2020
Closing date: 03/13/2020
Date of publication: 04/09/2020

We bring this special report in advance of the most important industrial trade show in the world, the Hanover Fair, regarding cutting-edge solutions and production innovations, which can be seen in Hanover. The core areas of HMI include industrial automation and IT, energy and environmental technologies, industrial supply, production technologies and services as well as research and development.

motek spezial
Issue: 05/2020
Editorial deadline: 08/20/2020
Closing date: 08/27/2020
Date of publication: 09/22/2020

An increasing number of trade show visitors have increasingly less time. Therefore, they must know in advance of their visit which presenters and which exhibits are of interest to them and plan their visit accordingly. In our motek special, we are thus presenting innovative solutions for production and assembly automation as well as for effective handling and supply of components.

Vision spezial
Issue: 06/2020
Editorial deadline: 09/17/2020
Closing date: 09/22/2020
Date of publication: 10/19/2020

With an increase of 14 percentage points to the previous event, the Vision 2018 achieves a new visitor record. Reason enough to dedicate a special pull-out section to this trade fair. This will contain selected articles on industrial machine image processing systems employed in practice and on the latest innovations and developments in the sector that are to be showcased at Vision 2018.

SPS spezial
Issue: 07/2020
Editorial deadline: 10/15/2020
Closing date: 10/22/2020
Date of publication: 11/17/2020

The SPS IPC Drives in Nuremberg includes the entire spectrum of electrical automation. Additionally, the annual record numbers of exhibitors and visitors indicate that the trade fair is gaining in importance. Reason enough to devote a special “magazine insert” for this event and to report up front about the trade show highlights.
ENERGIEFÜHRUNG – Energieketten von Igus sorgen für Automatisierungslösungen: Die SEW-Eurodrive, Plattformen denken «heute».

Mit der Standveranstaltung die chancen in der nachhaltigen Mobilität und der Energiewirtschaft.

Die Elektrobranche wird der Gewinner.

www.energie-speztrum.de

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