

# MediaKit

2023

**IEE** INDUSTRIE  
ENGINEERING  
EFFIZIENZ

AUTOMATISIERUNG. WISSEN. AUF DEN PUNKT.



**Hüthig**

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**1 Magazine:** IEE – Industry Engineering Efficiency  
Automation. Know-how. To the point.

**2 Profile in brief:**

IEE is a solution-oriented specialist magazine for automation in the mechanical engineering industry and other manufacturing sectors. Thematically IEE focuses on the huge changes in automation technology: innovations and concepts, such as the Internet of Things (IoT) and Industry 4.0, are transforming the traditional automation pyramid. In this process of upheaval IEE accompanies readers on the path to "Production 4.0" – comprehensive, expert, reliable and always application-oriented. As a modern specialist magazine, IEE belongs to the leading sources of information for investment decision-makers in all industries and functions.

The automation magazine IEE and its four related electronic journals now form the Hüthig Electronic Media Group under the umbrella of the all-electronics online portal. Advertising customers will find a unique portfolio here that allows them to reach their target group across a range of media in an accurate and comprehensive manner.

- 3 Target group:** Decision-makers and engineers in technical engineering, specialists in automation
- 
- 4 Publication:** 6x per year + special issues
- 
- 5 Magazine format:** 210 mm wide x 297 mm high
- 
- 6 Volume/year:** Volume 68/2023
- 
- 7 Purchase conditions and prices (including VAT):**  
 domestic € 130.00 + € 10.20 shipping costs = € 140.20  
 foreign € 130.00 + € 20.40 shipping costs = € 150.40  
 single copy price € 23.00 including VAT, not including shipping costs
- 
- 8 Organ:** –
- 
- 9 Memberships:** Deutsche Fachpresse, IVW
- 
- 10 Publishing company:** Hüthig GmbH  
 Managing Director: Moritz Warth  
 Address: Im Weiher 10, D-69121 Heidelberg  
 Tel.: +49 6221 489-363, Fax: +49 6221 489-482  
 Internet: [www.all-electronics.de](http://www.all-electronics.de) / [www.iese-online.de](http://www.iese-online.de)
- 
- 11 Publisher:** –
- 
- 12 Advertising dept.:** Frank Henning (Head of Sales)
- 
- 13 Editorial dept.:** Peter Koller (Editor-in-chief)

### Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

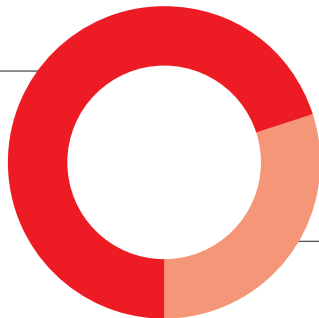
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

#### 14 Volume analysis

Total volume:  
6 issues in 2021  
384 pages = 100%

**75.8%**

Editorial content:  
291.1 pages



**24.2%**

Advertising content:  
92,9 pages

of which:

9.1 ads by the publishing house itself  
6 supplements

#### 15 Editorial content analysis

**1.4%**  
Editorial (4 pages)

**3.3%**  
Content (9.7 pages)

**14.3%**  
Latest news (41.6 pages)

**2.5%**  
Control technology (7.4 page)

**5.6%**  
Drive technology (16.2 pages)

**0.6%**  
Operating and monitoring (1.7 pages)

**12.3%**  
Communication (36 pages)

**0.6%**  
Components (1.7 pages)

**7.7%**  
Software and engineering (22.4 pages)

**6.0%**  
Sensor technology (17.4 pages)

**4.3%**  
Industry 4.0 (12.6 pages)

**4.6%**  
Robotics and handling (13.4 pages)

**7.9%**  
Title (23 pages)

**28.9%**  
Sections / Other ( 84.2 pages)

IEE 2021 = 291.1 pages

## 1 Advertising rates in EUROS (for formats – see page 6):

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	5,670.00	5,386.00	5,103.00	4,819.50	4,536.00
2/3 page	3,760.00	3,572.00	3,384.00	3,196.00	3,008.00
Junior page	3,290.00	3,125.50	2,961.00	2,796.50	2,632.00
1/2 page	2,900.00	2,755.00	2,610.00	2,465.00	2,320.00
1/3 page	1,930.00	1,833.50	1,737.00	1,640.50	1,544.00
1/4 page	1,490.00	1,415.50	1,341.00	1,266.50	1,192.00
1/8 page	800.00	760.00	720.00	680.00	640.00
Total rates 2c advertisements*	2c-rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	6,310.00	6,026.50	5,743.00	5,459.50	5,176.00
2/3 page	4,145.00	3,957.00	3,769.00	3,581.00	3,393.00
Junior page	3,675.00	3,510.50	3,346.00	3,181.50	3,017.00
1/2 page	3,285.00	3,140.00	2,995.00	2,850.00	2,705.00
1/3 page	2,315.00	2,218.50	2,122.00	2,025.50	1,929.00
1/4 page	1,690.00	1,615.50	1,541.00	1,466.50	1,392.00
1/8 page	1,000.00	960.00	920.00	880.00	840.00
Total rates 4c advertisements*	4c-rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	6,745.00	6,461.50	6,178.00	5,894.50	5,611.00
2/3 page	4,605.00	4,417.00	4,229.00	4,041.00	3,853.00
Junior page	4,135.00	3,970.50	3,806.00	3,641.50	3,477.00
1/2 page	3,745.00	3,600.00	3,455.00	3,310.00	3,165.00
1/3 page	2,775.00	2,678.50	2,582.00	2,485.50	2,389.00
1/4 page	2,090.00	2,015.50	1,941.50	1,866.50	1,792.00
1/8 page	1,400.00	1,360.00	1,320.00	1,280.00	1,240.00

\*Complete rates including color charge

## 2 Surcharges

### Placements:

Inside front cover, outside or inside back cover	b/w	€ 5,950.–
Binding placements	10 % on basic rate	
Prices and conditions for cover placement upon request.		

### Color surcharges: (not discountable)

	2-color	4-color
1/1 page	€ 640.–	€ 1,075.–
2/3 to 1/3 page	€ 385.–	€ 845.–
1/4 and smaller	€ 200.–	€ 600.–

Surcharges apply to Euroscale colors

### Format:

Bled-off and gutter bleed advertisements	10 % surcharge on basic rate
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## 3 Discounts: for purchase within 12 months (always on basic rate)

### Frequency discount rate:

3 x publication	5 %
6 x publication	10 %
9 x publication	15 %
12 x publication	20 %

### Quantity discount rate:

2 pages	5 %
3 pages	10 %
5 pages	15 %
8 pages	20 %

## 4 Job vacancies/Classified ads:

Per mm/1 column (1 column = 41 mm)	€ 3.–
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## 5 Special advertising: on request

**Bound inserts:** delivered folded, untrimmed, without back stapling

Volume	min. weight	up to 135 g/m <sup>2</sup>	over 135 g/m <sup>2</sup>
2 pages	120 g/m <sup>2</sup>	€ 5,750.–	€ 6,000.–
4 pages	80 g/m <sup>2</sup>	€ 9,740.–	€ 10,230.–

Bound inserts to be delivered to the printers free of charge and correctly packed no later than 14 days prior to publication date (see schedule) of the agreed issue. Required supply quantity: 21,600

## Inserts:

Min. format 10.5 x 14.8 cm, min. weight per single sheet 150 g/m <sup>2</sup>	
Up to 25 g weight	€ 5,660.–
Up to 50 g weight	€ 8,630.–
Each additional 25 g weight	€ 2,870.–
Max. paper format 20 x 28 cm	
Delivery: Specimens to be supplied as of order placement, circulation up to 10 days prior to publication.	
Required supply quantity: 21,600; partial supplements upon request	

## Stick-on advertising media:

Min. format 6.0 x 7.5 cm with 150 g/m <sup>2</sup>	
Placement upon request	
In conjunction with advertisement or bound insert plus adhesive costs	€ 730.–
– for machine processing	€ 1,370.–
– for manual processing	€ 2,730.–

## Delivery address for bound inserts and inserts:

Vogel Druck und Medienservice GmbH  
Leibnizstraße 5  
D-97204 Höchberg  
(clearly marked: "For IEE, Issue No. ...")

## 6 Contact: see page 31/32

## 7 Terms of payment:

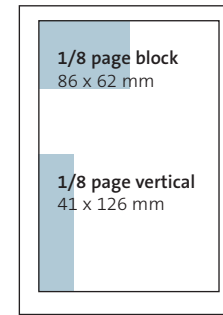
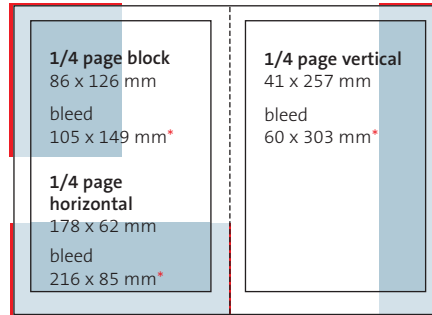
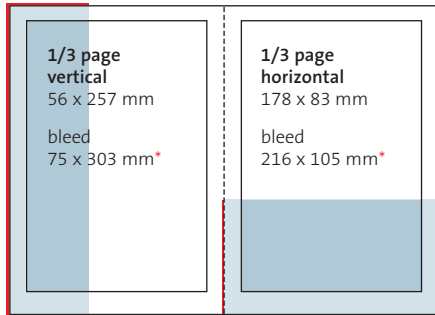
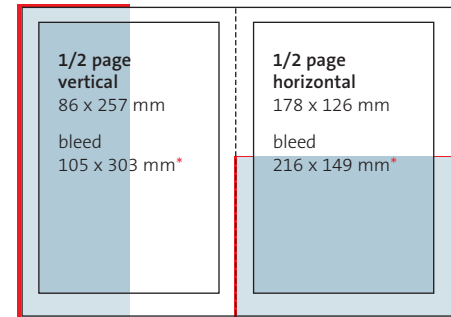
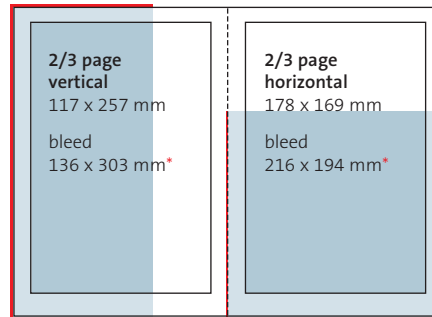
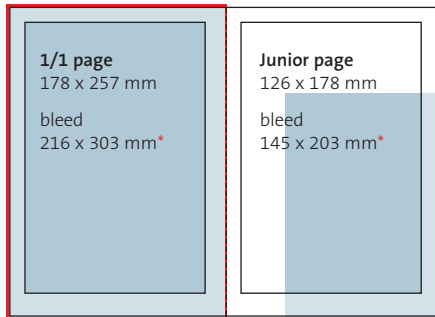
Net within 14 days of invoice date, 2 % discount for direct debit  
Rates do not include VAT.

### Bank details:

UniCredit Bank AG  
Account: 381 712 91  
Bank code: 700 202 70  
IBAN: DE70 7002 0270 0038 1712 91  
BIC: HYVEDEMMXXX

— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats    ■ Bleed formats





- 1 **Magazine format:** 210 mm wide, height 297 mm, DIN A4  
**Type area:** 178 mm wide, height 257 mm  
Number of columns: 4 columns, column width: 41 mm

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- 2 **Printing process:** Rotary offset  
**Binding process:** Adhesive binding

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- 3 **Data delivery:** all-dispo@huethig.de

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- 4 **Data formats:** Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller from version 4.0 forward, and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.

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- 5 **Colors:** For digitally delivered masters for color advertisements, the customer must furnish a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). Failure to provide such proof shall result in the customer forfeiting claims for compensation with respect to possible color deviations

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- 6 **Proof:** Per the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO\_LWC\_Improved\_eci.icc for content as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated\_v2\_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

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- 7 **Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

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- 8 **Warranty:**  
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

- 
- 9 **Contact:** Advertisement processing:  
Sabine Greinus  
Tel.: +49 6221 489-598  
Fax: +49 6221 489-310  
E-mail: all-dispo@huethig.de

Strong presence combined with lead generation:

## Tech competition

The unique form of cross-media advertising that's bound to attract attention!

**AUTOMOBIL  
ELEKTRONIK**

**elektronik  
industrie**

**all-electronics.de**  
DEVELOPMENT. MANUFACTURING. AUTOMATION

**emobilitytec**

**IEE** INDUSTRY  
ENGINEERING  
EFFIZIENZ

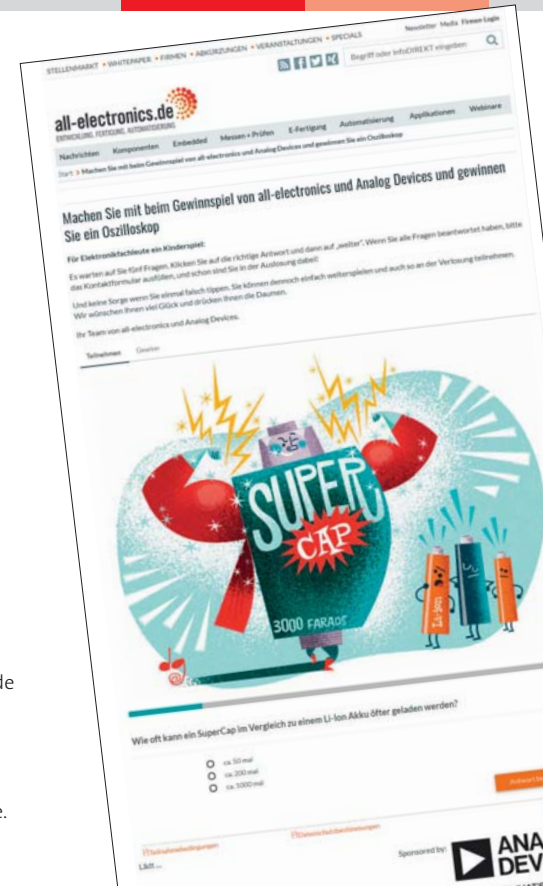
**productronic**

You and your products or your company can be the main star of the tech competition at all-electronics.de! Your text will give participants all the information they need to solve the puzzle. The competition involves participants answering a series of multiple-choice questions. Users who get all the questions right can enter their details to take part in a prize draw for one of your products or a tech-oriented non-cash prize worth around € 500.–.

### Services included:

- Design of your personalised competition (multiple choice) with your questions
  - ▶ Straightforward process: you send us a brief description of your product including a photo and up to five questions with three possible answers for each. We do the rest.
- Design of the microsite at all-electronics.de.
- At least one full-page ad in the printed magazine and e-paper. The ad will be designed by us and feature your company logo as a sponsor.
- Distribution to our readers and users – your customers (banner in the newsletter, banner at all-electronics.de).
- Prizes: customer provides the non-cash prize themselves (reduces final cost by € 500.–). Alternatively, we provide the non-cash prize worth around € 500.– ourselves.
- Prize draw and processing for the competition.
- Participant leads after completing the puzzle (consent will be requested on participation).

Your product will become the main star of the tech competition for a price of € 8,800.– or € 9,300.– plus VAT per issue.





### More contacts to professionals at SPS smart production solutions

#### IEE SPS TradeFairGuide

There from day one: the IEE editorial team played a major role in the inception of the SPS fair. Since the move to Nuremberg, IEE has focused on the industry event with a special SPS TradeFairGuide.

Covering trend reports, exhibitor innovations, the latest buzz from the industry and trade fair developments at the SPS smart productions solutions, it provides an exciting platform for addressing your customers and visitors.

It also features reports and expert interviews on trend topics such as Industry 4.0, cloud automation and a careers section with job adverts.

Thematic overviews (print and online) direct trade fair visitors to the hotspots at SPS smart production solutions.

An essential guide for trade fair visitors and an invaluable advertising vehicle for you!

#### Your benefits:

- Print run of 40,000 copies (in a convenient DIN A4 format) + E-paper
- Distribution to our readers before the trade fair
- Distribution at the trade fair on all event days
- Displayed in numerous Nuremberg hotels
- Attractive combination offers at top conditions

**\*\*Bookable only in combination with the follow trade show issue:**

	Publication date:	Advertising deadline:
IEE 6/2023 SPS trade fair preview	November 07	October 09

\*nv = neue verpackung, specialist magazine on industrial packaging

#### Your price advantage:

1 trade show issue + TradeFairGuide =  
**5% combination discount**

**Publishing date:** November 07, 2023

**Advertising deadline:** October 09, 2023

Combination and contract discounts are applied to the basic rate of the trade show issues (pages 4/5).



SPS TradeFairGuide formats and combination rates**	b/w or 4c
1/1 page	€ 1,990.–
2/3 page	€ 1,360.–
Junior page	€ 1,230.–
1/2 page	€ 1,130.–
1/3 page	€ 840.–
1/4 page	€ 630.–
1/8 page	€ 420.–

We would also be happy to advise you on our print-online offers for a combined presence on our portal [www.all-electronics.de](http://www.all-electronics.de). Just ask us!

This special issue is not IVW certified.



**elektronik industrie** defines itself as the leading technical print medium for electronics developers in German-speaking world. The editorial content focuses on practical and application-oriented articles and trends for all relevant sectors. The specialist information, which we research ourselves, can be applied and implemented by readers directly in the professional environment.

**elektronik industrie** and its four sister publications make up the Hüthig Elektronik media group under the umbrella of the all-electronics website. Advertising customers will find a unique portfolio here that allows them to reach their target group across a wide range of media in an accurate and comprehensive manner.



**productronic** is aimed at decision-makers and specialists in electronics manufacturing and anyone involved in technology development or services concerning electronics manufacturing. As an opinion-shaper, **productronic** provides comprehensive information that it researches itself on all aspects of efficient and cost-effective electronics manufacturing. The highly regarded industry magazine also publishes news and trend reports both in print and online. **productronic** comprehensively covers the electronics manufacturing industry in German speaking countries.



**AUTOMOBIL-ELEKTRONIK** covers the entire value-creation chain of vehicle electronics from components and assemblies to software, tools and development techniques. Together with the leading annual **Automobil-Elektronik Kongress** conference in Ludwigsburg, **AUTOMOBIL-ELEKTRONIK** provides a combination that is unique on the market thus demonstrating its expertise both technically and in terms of business.



**IEE** is the solution-oriented trade magazine for automation in mechanical and plant engineering and in other manufacturing industries. **IEE** focuses on the major changes in automation technology: innovations and concepts such as the Industrial Internet of Things (IIoT) and Industry 4.0 are rendering the conventional automation pyramid obsolete. In this process of upheaval and disruption, **IEE** takes its readers on a journey toward Production 4.0 – comprehensive and competent, reliable and always practice-oriented. As a modern trade magazine, **IEE** is therefore one of the best sources of information for investment decision-makers in all industries and functions.



**mobilitytec** is the technical and technological publication for hybrid vehicles and electromobility. The journal bridges the gap between the disciplines and presents new technologies and applications in all relevant areas. The focus is on concepts and solutions for electric drive technology, energy storage, vehicle electronics and lightweight construction. It also covers all other relevant automotive components as well as infrastructure and the political/economic environment.



**all-electronics.de** is the specialist journalistic website of Hüthig GmbH's five specialist electronics magazines. The site primarily focuses on electronics development, electronics manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the site's journalistic focus centers on well-founded technical articles, background reports and technical knowledge. There are extensive search options available on **all-electronics.de**. A company directory, the job market and a newsletter published twice a week with 11,000 registered subscribers round off the offering.



**Mega circulation:  
68,000 copies!**

## The 2024 all-electronics.de Wall Calendar – effective advertising all year around!

Take advantage of this fantastic advertising opportunity for your company and products.

The 2024 wall calendar will be enclosed with the entire circulation of our trade fair issue IEE 6/2023, elektronik industrie issue 11/2023 and AUTOMOBIL-ELEKTRONIK issue 05/2023 and thus distributed at **SPS smart production solutions 2023!**

**Calendar format:** DIN A1 (594 mm x 841 mm)

**Circulation:** 68,000 copies


**Publication dates:**  
 AUTOMOBIL-ELEKTRONIK 05/2022: November 24, 2023  
 elektronik industrie 11/2022: November 07, 2023  
 IEE 06/2022: November 07, 2023

**Advertising/printing copy deadline:** October 09, 2023

## Secure your preferred position now!

Formats	Prices 4c
Format 1 (77 mm x 77 mm)	€ 1,050.–
Format 2 (154 mm x 77 mm)	€ 2,080.–
Format 3 (77 mm x 231 mm)	€ 2,890.–



**1 Circulation monitoring:** 

**2 Circulation analysis:** Average annual number of copies  
July 1, 2021 - June 30, 2022

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<b>Print run:</b>	21,985		
<b>Number of copies actually distributed (TAC):</b>	21,760	of which abroad:	1,011
<b>E-paper (TAC):</b>	10,881		
<b>Total (TAC):</b>	32,641		
<b>Copies sold:</b>	1,871	including abroad:	67
– subscribed copies:	35	including association member copies:	–
– other sales:	1,836		
– single copy sales:	0		

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**Free copies incl. e-paper:** 30,770

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**Residual, archive and specimen copies:** 225

**3 Geographical distribution analysis:**

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	96.8	31,592
Abroad	3.1	1,011
Other*	0.1	38
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>32,641</b>

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	21.9	6,900
Bavaria	18.8	5,952
Berlin, Brandenburg, Mecklenburg-Western Pomerania	3.1	989
Bremen, Hamburg, Schleswig-Holstein	3.4	1,084
Hesse	8.5	2,677
Lower Saxony	8.6	2,699
North Rhine-Westphalia	20.7	6,541
Rhineland-Palatinate	5.0	1,562
Saarland	2.0	640
Saxony, Saxony-Anhalt	4.2	1,336
Thuringia	3.8	1,212
<b>Copies actually distributed Germany**</b>	<b>100.0</b>	<b>31,592</b>

Breakdown of foreign circulation:***	Percentage of copies actually distributed	
	%	copies
Austria	50.9	515
Switzerland	35.7	361
Other countries	13.4	135
<b>Copies actually distributed abroad**</b>	<b>100.0</b>	<b>1,011</b>

\* portion of circulation not analyzed, e.g. trade fair and congress copies etc.

\*\* incl. e-paper. The basis of the % distribution is the print version.

\*\*\*publisher's claim

## 1.1 Sectors / industries

WZ 2008 Code	Recipient Groups (acc. to industrial sector classification, WZ 2008)	Proportion of copies actually distributed	
		%	Recipients
28	Manufacture of machinery and equipment	30.9	10,075
26, 27, 35.11	Manufacture of computers, appliances for measuring and testing, manufacture of electric motors, control apparatus, cables and electrical equipment, production of electricity	27.2	8,880
20, 21, 22	Manufacture of chemicals and chemical products, basic pharmaceutical products and pharmaceutical preparations, rubber and plastic products	12.7	4,144
72.12, 62	Consulting engineers, service providers	14.3	4,678
29, 30	Manufacture of motor vehicles and other transport equipment	7.1	2,327
	Other industries	7.7	2,499
	Miscellaneous*	0.1	38
<b>Copies actually distributed**</b>		<b>100.0</b>	<b>32,641</b>

\* Section of circulation not analyzed such as trade fair and congress copies etc.

\*\* incl. e-paper. The basis of the % distribution is the print version.

## 1.2 Size of Business Unit

	Proportion of copies actually distributed	
	%	Recipients
1 - 49 employees	39.8	12,997
50 - 199 employees	28.2	9,199
200 - 499 employees	14.6	4,754
500 and more employees	17.3	5,653
Other*	0.1	38
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>32,641</b>

## 2.1 Job feature: position in company

	Proportion of copies actually distributed	
	%	Recipients
Management, owner, management board, branch/plant/operations manager	32.0	10,445
Department head/division manager/project management (incl. head of purchasing)	41.6	13,579
Skilled staff	26.3	8,579
Other*	0.1	38
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>32,641</b>

The description of the survey method can be found on page 14.

## 2.1 Job feature: area of activity (multiple selections)

	Proportion of copies actually distributed	
	%	Recipients
Company management	28.8	9,404
Research, development	10.2	3,329
Design, planning, ICA	18.0	5,859
Production, manufacturing	13.3	4,336
Sales, marketing	2.7	884
Quality management, maintenance	9.1	2,955
Procurement and purchasing	10.4	3,411
Further functions	7.4	2,425
Other*	0.1	38
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>32,641</b>

\* Section of circulation not analyzed such as trade fair and congress copies etc.

\*\* incl. e-paper. The basis of the % distribution is the print version.

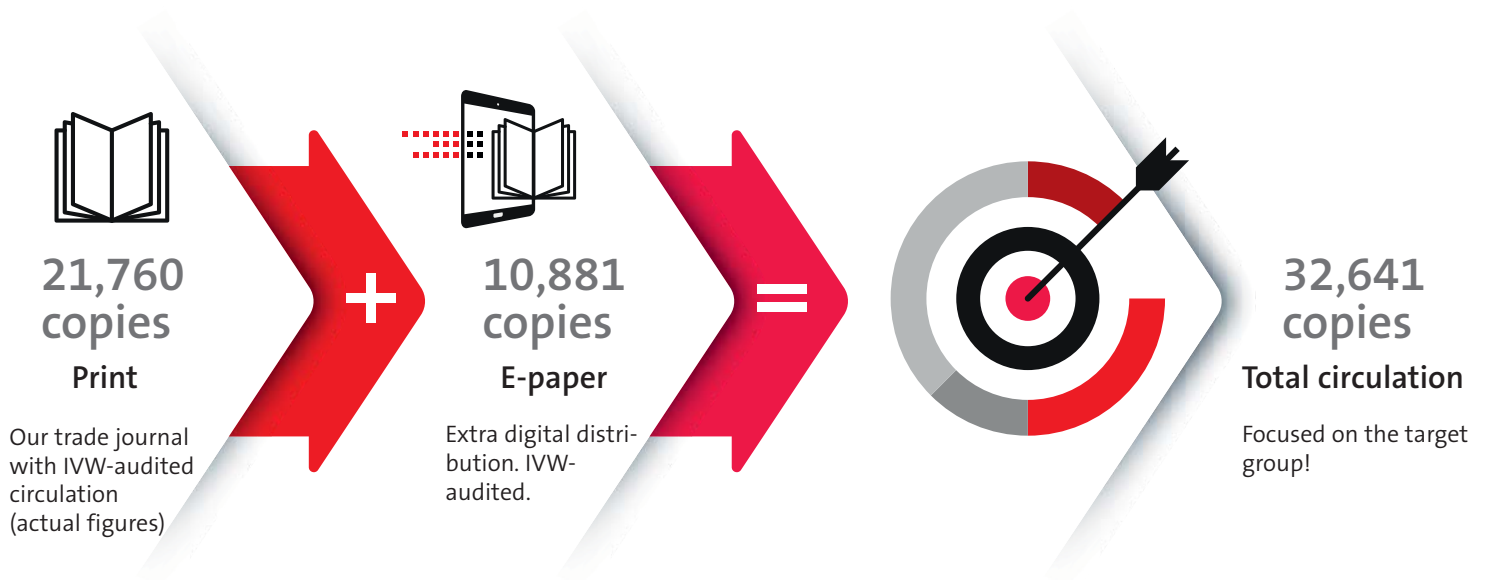
### Summary of collection method

- Total number of recipients in the file\*\*:** 56,154
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC)\*\* 32,641 = 100.0 %  
Not included in the survey: 225 = 0.69 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** vom July 1, 2021 til June 30, 2022
- Survey implementation:** Aug. 2, 2022

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.

## Our coverage to secure your successful communication

Industry experts get their information in many different ways, now more so than ever.  
Reach your target group – via both analog and digital channels.





## Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database

## Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- **\*Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent  
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

## Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



Alexander Zöller  
Tel.: +49 8191 125-345  
alexander.zoeller@mi-connect.de



## Head into the Fourth Dimension with Us

### How it works:








Our magazines are available as e-papers via the web browser. Editorial articles are also enhanced with digital content and can be called up as a digital overlay. We can also link your advertising to digital content. The benefit of this is that there is no change of medium: the reader remains within the magazine and consumes the digital content directly on the page.

Speak to our sales team; we will be happy to show you exactly how everything works!



### Digital overlay

The “e-paper” offers the possibility of using “digital overlays”. These are small items that are placed on the advertisements or in editorial articles and indicate to the reader that they will find additional informative content there.

-  Text (text field appears with your customized text)
-  Image (a photo or graphic)
-  Gallery (multiple photos or graphics for swiping through)
-  Link (direct link to your homepage or to the advertised product)
-  YouTube video (implemented from your channel)
-  Vimeo video (implemented from your channel)
-  Transparent overlay

Transparent overlays can accommodate any type of overlay and are not visible as you continue through the document but are clickable. Transparent overlays are always a good choice where the page or advertisement already indicates to the reader/user by graphical means that they can perform an action there.

Price per digital overlay: € 250.–

**all-electronics.de**

**1 Website (URL):** www.all-electronics.de

**2 Profile in brief:**

all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH. The portal focuses chiefly on the topics of electronic development, electronic manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the portal's journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines.

The online presence is reinforced by a newsletter with about 11,000 registered subscribers. The offering is rounded out by an extensive job market featuring positions for skilled staff and executive management in the electronics industry.

**3 Target group:**

The portal's target group is comprised of developers and decision-makers in the electronics industry, automotive industry as well as automation specialists from all industries. The majority of users are engineers and designers.

**4 Publisher:** Hüthig GmbH

**5 Editorial Contact:**

Dipl.-Ing. Alfred Vollmer, Editor-in-chief  
Tel.: +49 8191 125-206, E-mail: alfred.vollmer@huethig.de

Dipl.-Ing. Petra Gottwald, Editor-in-chief  
Tel.: +49 6221 489-221, E-mail: petra.gottwald@huethig.de

**6 Contact – Online Advertising:**

Frank Henning, Head of Sales  
Tel.: +49 6221 489-363, E-mail: frank.henning@huethig.de

**7 Data delivery:**

Sabine Greinus, Tel.: +49 6221 489-598, E-mail: all-dispo@huethig.de

**8 External ad server used:**

Google Ad Manager from Google

**Ad technologies and creatives**

We only work with providers who are IAB vendors and Google ATPs.

We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns.

Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared.

N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL.

Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

**Facts**

**Traffic**

- 168,560 visits / month<sup>1</sup>
- 11,477 newsletter subscribers<sup>2</sup>

**Content**

- technical articles
- product reports
- news
- interviews
- videos

**Channels**

- Market
- Automation
- Electronics development
- Electronics manufacturing
- Automotive



<sup>1</sup>Source: IVW, as of 3/2022 <sup>2</sup>Source: Emarsys, as of 6/2022

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per month	Price in Euro in trade fair months*
	Billboard	RoS under Header	Desktop Tablet	940x250	5,390.–	5,940.–
	Halfpage	RoS (sticky)	Desktop	300x600	5,610.–	6,160.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	4,290.–	4,730.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	5,370.–	5,830.–
	Skyscraper left	RoS	Desktop	160x600	2,750.–	3,000.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	3,360.–	3,690.–
	Leaderboard Basic	Post, behind 1. text block or end of posting	Desktop Tablet	728x90	2,750.–	3,030.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	3,740.–	4,050.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	2,970.–	3,280.–
	Baseboard	RoS	Desktop Tablet	960x90	4,510.–	4,950.–
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	1,740.–	1,920.–

\* Trade fair months: March, May, November

## Business directory

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our Business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery	✓	✓
Company profile	✓	✓
Specific contact partners	✓	✓
Link to sales offices or branches	✓	✓
Additional informations as a link or file	✓	✓
Embedding company videos	✓	✓
Embedding whitepapers	✓	✓
Price/year	€ 440,-	€ 640,-

All prices in Euros without applicable VAT

The screenshot shows the website interface for all-electronics.de. At the top, there is a search bar and navigation links. The main content area features a large image of a circuit board and a search filter. Below this, there is a section for 'Hüthig GmbH' with contact details: 'Kontaktadresse: Im Weiher 10, 69121 Heidelberg, Deutschland'. The page also includes a 'Über Hüthig GmbH' section with a history of the company, starting from 1925. There are also sections for 'Angebotspalette' and 'Kundenservice' with contact information for 'Zeilstrasse 2, 69102 Mannheim'. The footer contains 'Bildergalerie' and 'Produktgruppen' sections.



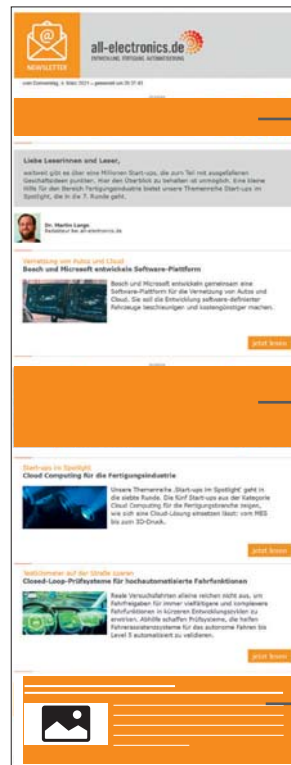
About 11,000 subscribers!<sup>1</sup>



- 1 **Name:** all-electronics.de-Newsletter
- 2 **Profile in brief:**  
Each Tuesday and Thursday, our weekly newsletter is sent to about 11,000 subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.
- 3 **Target group:**  
The portal's target group is comprised of developers and decision-makers in the electronics industry, as well as automation specialists from all industries. The majority of users are engineers and designers.
- 4 **Frequency:** 2 x per week, on Tuesday and Thursday
- 5 **Editorial Contact:**  
Dr.-Ing. Alfred Vollmer, Editor-in-chief  
Tel.: +49 8191 125-206  
E-mail: alfred.vollmer@huethig.de  
  
Dipl.-Ing. Petra Gottwald, Editor-in-chief  
Tel.: +49 6221 489-221  
E-mail: petra.gottwald@huethig.de
- 6 **Contact – Online Advertising:** Frank Henning, Head of Sales  
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E-mail: frank.henning@huethig.de
- 7 **Data delivery:** Sabine Greinus  
Tel.: +49 6221 489-598  
E-mail: all-dispo@huethig.de

<sup>1</sup> publisher's claim

All prices in Euros without applicable VAT



**Header Ad<sup>2</sup>**

**Format:** 650 x 60 pixels  
**Price/issue:** € 1,210.–/€ 1,270.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

**Content Ad<sup>2</sup>**

**Format:** 650 x 150 pixels  
**Price/issue:** € 870.–/€ 940.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

**Text ad (image + text)<sup>2</sup>**

**Image:** 620 x 349 pixels  
**Text:** max. 330 characters  
**Price/issue:** € 960.–/€ 1,050.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

<sup>2</sup> The banners and text ads in the newsletter are visible for one week after publication.

<sup>3</sup> Increased price before trade fairs (March, May, November)

<sup>4</sup> Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.

## Content Placement

Content placement is an article posted on all-electronics.de that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or a topic page of all-electronics.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

You can freely choose the text and images of your content.

The frequency of this form of advertising is strictly limited!

**Format:** HTML content page, delivery of content as a Word document.  
Maximum of 5 images in png or jpg format.

**Price:** € 2,310.- / 2,590.-\*

### You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: A maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

\* Price increase before trade fairs (March, May, November)

All prices in Euros without applicable value added tax



Reach more  
customers with  
the **SOCIAL MEDIA  
BOOST!**  
Price: € 550.-



Example Content Placement

## Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

### Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company
- You bring about a positive change in your image, right through to being viewed as an expert
- You become established as an opinion maker
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information
- You increase your range and gain far greater visibility
- You benefit from protecting and boosting sales figures and your bottom line for the long-term



### We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

### Interested? For a customized quote, contact:



Frank Henning, Head of Sales  
Tel.: +49 6221 489-363  
frank.henning@huethig.de

## The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

### The benefits of the webinar package at a glance

- **Comprehensive promotional package**  
We plug your webinar, thereby generating your leads
- **New contacts**  
Get to know new potential customers that are interested in your product.  
You receive all information about the registered participants for commercial use at your company
- **Expert implementation**  
You provide the speaker; our experienced team will take care of moderation and technical implementation
- **Image boost**  
Modern companies use modern media formats
- **Cost and time savings**  
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**  
You share video, audio and files with the participants
- **Direct contact**  
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**  
Results of surveys, the interest rate and the average attendance duration of the participants

### Your webinar services:

- Advertisement of your webinar on the website with logo, text and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports

### Interested?

For a customized quote, contact:



Frank Henning, Head of Sales  
Tel.: +49 6221 489-363  
frank.henning@huethig.de





## The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

### With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise
- you provide readers with added value by addressing a highly specific problem for your target group, for example
- you create trust and credibility by avoiding a sales pitch of any kind
- you generate new B2B leads for your company

### Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hühlig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.



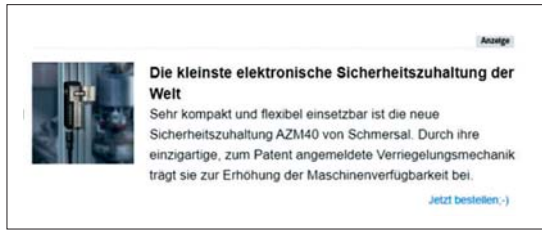
Interested? For a customized quote, contact:



Frank Henning, Head of Sales  
Tel.: +49 6221 489-363  
frank.henning@huethig.de



## Native Content Ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).  
The “character limits” can vary depending on the location of the ad.
- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

**CMP € 190**

## Native Video Ad



In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4  
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

**CMP € 190**

# Data-driven online marketing



With our audience products, you can reach your target market precisely where they are to be found – even outside of our platforms.

## Talk to us and find out more about

- Account-based marketing campaigns
- Intent scoring
- CPL models
- Reach extensions
- High-quality traffic with guaranteed clicks

## This is what we offer:

- Campaigns delivered to defined target markets across networks and devices
- Maximum control over your advertising budget thanks to precise campaign analyses
- Low scatter as only targeted users are addressed
- Various pricing models

Issues	1 February	2 April	3 June
Publication date	Feb. 21, 2023	Apr. 5, 2023	Jun 20, 2023
Advertising deadline	Jan. 25, 2023	Mar. 9, 2023	May 22, 2023
Editorial deadline	Jan. 5, 2023	Feb. 20, 2023	May 2, 2023
Trade fairs	<b>Automatisierungstreff 2023, Böblingen, Mar. 28–30, 2023</b>	<b>HANNOVER MESSE, Hannover, Apr. 17-21, 2023</b>	<b>automatica, Munich, Jun. 27-30, 2023</b>
Control and regulation	<p><b>Production control:</b> Industry 4.o, SCADA, Digital Twin</p> <p><b>Machine control:</b> PLC, industrial PC, control cabinet technology</p> <p><b>Human Machine Interface HMI:</b> touch panels, signal lights, HMI software</p>	<p><b>Safety &amp; Security:</b> Access control, secure communication, light barriers.</p> <p><b>Production control:</b> Industry 4.o, SCADA, Digital Twin</p> <p><b>Machine control:</b> PLC, industrial PC, control cabinet technology</p>	<p><b>Human Machine Interface HMI:</b> touch panels, signal lights, HMI software</p> <p><b>Safety &amp; Security:</b> Access control, secure communication, light barriers</p> <p><b>Production control:</b> Industry 4.o, SCADA, Digital Twin</p>
IT & network technology	<p><b>Communication:</b> Fieldbuses and Ethernet, remote maintenance, cloud and edge systems</p> <p><b>Electromechanics/Interfaces:</b> Energy chains, connectors and cables, switches and relays</p> <p><b>Software:</b> MES systems, AI/Machine Learning, CAx systems</p>	<p><b>Engineering:</b> Smart factory, plant design, energy management</p> <p><b>Communication:</b> Fieldbuses and Ethernet, remote maintenance, cloud and edge systems</p> <p><b>Electromechanics/Interfaces:</b> Energy chains, connectors and cables, switches and relays</p>	<p><b>Software:</b> MES systems, AI/machine learning, CAx systems.</p> <p><b>Engineering:</b> Smart Factory, plant planning, energy management</p> <p><b>Communication:</b> Fieldbuses and Ethernet, remote maintenance, cloud and edge systems</p>
Sensors & Actuators	<p><b>Image processing:</b> Cameras, vision systems, barcode/ident systems.</p> <p><b>Measurement technology:</b> Data acquisition/analysis, measuring transducers, energy meters</p> <p><b>Sensor technology:</b> Pressure, temperature, level sensors, encoders, IO-Link</p> <p><b>Drive technology:</b> Electric motors, linear drives, frequency converters</p>	<p><b>Robotics &amp; Handling:</b> Industrial Robots, Collaborative Robotics, Intralogistics.</p> <p><b>Actuators:</b> Grippers, servos, piezo actuators</p> <p><b>Image processing:</b> Cameras, vision systems, barcode/ident systems</p> <p><b>Measurement technology:</b> Data acquisition/analysis, transducers, energy meters</p>	<p><b>Sensors:</b> Pressure, temperature, level sensors, encoders, IO-Link</p> <p><b>Drive technology:</b> Electric motors, linear drives, frequency converters</p> <p><b>Robotics &amp; Handling:</b> Industrial robots, collaborative robotics, intralogistics</p> <p><b>Robotics &amp; Handling:</b> Human-robot collaboration (MRC), grippers, robots (Scara, Delta, Portal, articulated arm)</p> <p><b>Actuators:</b> Grippers, servos, piezo actuators</p>
Special topics	<b>SPECIAL Intralogistics</b>	<b>SPECIAL Hannover Messe</b>	<b>SPECIAL Collaborative robotics</b>
Focus spots	Autonomous mobile robots take the internal goods economy to a new level	Trade fair preview: The exhibitors' innovations and trends	Collaborative and lightweight robotics provide highly flexible automation

Issues	4 September	5 October	6 November	6a sps trade fair guide
Publication date	Sep. 12, 2023	Oct. 10, 2023	Nov. 7, 2023	Nov. 7, 2023
Advertising deadline	Aug. 16, 2023	Sep. 12, 2023	Oct. 9, 2023	Oct. 9, 2023
Editorial deadline	Jul. 27, 2023	Aug. 24, 2023	Sep. 19, 2023	Sep. 19, 2023
Trade fairs		Motek, Stuttgart, Oct. 10-13, 2023	TRADE FAIR ISSUE sps – smart production solutions 2023, Nuremberg, Nov. 14–16, 2023	Special issue to mark sps – smart production solutions 2023, Nuremberg, Nov. 14–16, 2023
Control and regulation	<b>Production control:</b> Industry 4.0, SCADA, Digital Twin <b>Machine control:</b> PLC, industrial PC, control cabinet technology <b>Human Machine Interface HMI:</b> Touch panels, signal lights, HMI software	<b>Safety &amp; Security:</b> Access control, secure communication, light barriers <b>Production control:</b> Industry 4.0, SCADA, Digital Twin <b>Machine control:</b> PLC, industrial PC, control cabinet technology	<b>Human Machine Interface HMI:</b> Touch panels, signal lights, HMI software <b>Safety &amp; Security:</b> Access control, Secure communication, Light barriers <b>Production control:</b> Industry 4.0, SCADA, Digital Twin	All innovation and trends from sps – smart production solutions  Compact guide on site and for preparation  Technology experts provide perspectives and insights on developments  Strategy interviews with market leaders
IT & network technology	<b>Communication:</b> Fieldbuses and Ethernet, remote maintenance, cloud and edge systems. <b>Electromechanics/Interfaces:</b> Energy chains, connectors and cables, switches and relays <b>Software:</b> MES systems, AI/machine learning, CAX systems	<b>Engineering:</b> Smart factory, plant design, energy management <b>Communication:</b> Fieldbuses and Ethernet, remote maintenance, cloud and edge systems <b>Electromechanics/Interfaces:</b> Energy chains, connectors and cables, switches and relays	<b>Software:</b> MES systems, AI/machine learning, CAX systems. <b>Engineering:</b> Smart Factory, plant planning, energy management <b>Communication:</b> Fieldbuses and Ethernet, remote maintenance, cloud and edge systems	Tour planner for trade fair innovations:  • IIoT/ Industry 4.0  • Drives  • PLC / IPC  • Image processing  • Sensor technology  • Robotics / HRC  • AI / machine learning  Careers section for your job ad
Sensors & Actuators	<b>Image processing:</b> Cameras, vision systems, barcode/ident systems. <b>Measurement technology:</b> Data acquisition/analysis, measuring transducers, energy-counters <b>Sensor technology:</b> Pressure, temperature, level sensors, encoders, IO-Link <b>Drive technology:</b> electric motors, linear drives, frequency converters	<b>Robotics &amp; Handling:</b> Industrial Robots, Collaborative Robotics, Intralogistics. <b>Actuators:</b> Grippers, servos, piezo actuators <b>Image processing:</b> Cameras, vision systems, barcode/ identification systems <b>Measurement technology:</b> Data acquisition/analysis, measuring transducers, energy meters	<b>Sensors:</b> Pressure, temperature, level sensors, encoders, IO-Link <b>Drive technology:</b> electric motors, linear drives, frequency converters <b>Robotics &amp; Handling:</b> Industrial robots, collaborative robotics, intralogistics <b>Robotics &amp; Handling:</b> Human-robot collaboration (MRC), grippers, Robots (scara, delta, gantry, articulated arm). <b>Actuators:</b> Grippers, servos, piezo actuators	
Focus topics	<b>SPECIAL Smart drive technology</b>	<b>SPECIAL Retrofit</b>	<b>SPECIAL Digital factory</b>	
Focus spots	Sensors and digital control make the drive technology variable and efficient.	How proven machines and plants are made fit for the future	How the Cloud and the Digital Twin are revolutionising manufacturing	

# Your contacts and representatives

## **PUBLISHER**

Hüthig GmbH  
Im Weiher 10  
**D-69121 Heidelberg**  
Internet: [www.huethig.de](http://www.huethig.de)

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## **Media Administration:**

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## **EDITORIAL TEAM**

### **Editor-in-chief:**

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Fax: +49 921 32875  
E-mail: [taylor.m@t-online.de](mailto:taylor.m@t-online.de)

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