

## Contents and Specifications

10 yıldan beri Endüstri Dünyası dergisi, yeni ürün ve çözüm arayan endüstriyel karar vericilerin başvurdukları en güvenilir kaynak olmayı başardı. Dijitalleşen dünyada B2B alanında dijitalleşmeyi başaran ender sektörel medya firmalardan biridir. Seçkin bir abone kitlesine sahip olan Endüstri Dünyası dergisinin her sayısı, Türkiye çapında özenle seçilmiş endüstri profesyonellerine ücretsiz olarak ulaştırılır. Endüstri Dünyası, yeni dijitalleşmiş sanayi dünyasının değişimleri ve ilerlemeleri ile şekillenen özel içeriklerin yer aldığı B2B pazarında çığır açan haberlerin yayınlanmasında en önde yer almaktadır. Entegre medya kampanyanız için ihtiyac duyacağınız herşeyi bulabilirsiniz. Okuyucuların interaktif olarak kullanabileceği medya platformu Endüstri Dünyası basılı dergisinin her sayısı dijital formatta da yayınlanmaktadır.

In the last 10 years Endüstri Dünyası has become the most trusted source for industrial decision makers looking for new products and solutions. With an unmatched readership and response, it reaches industrial designers and manufacturing executives across the spectrum of the Turkish industry. It is at the forefront of publishing groundbreaking news in the B2B marketplace, where special content is shaped by the changes and progress of the new digitalized industrial world.

Language: Turkish - Launched: 2007



# 18.823

Total subscribers

# 31.000

Website visitors per month

## Main Topics

- Elektronik - Elektrik
- Electronics - Electricity
- Endüstriyel Malzemeler
- Ekipmanlar-Industrial Supply
- Hareket ve güç İletimi
- Motors & Drives
- Hidrolik - Pnömatik
- Hydraulics & Pneumatics
- Makineler ve Aletler
- Machines & Tools
- Otomasyon - Robotik
- Automation - Robotics
- Test - Ölçüm
- Test & Measurement
- Endüstri 4.0 • Industry 4.0
- Sensör Teknolojisi
- Sensor Technology
- 3b Baskı - Additive Manufacturing
- Additive Manufacturing - 3D Printing



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Advertisement Rates and Specifications



1/1 page

- 210 x 297 mm  
+5 mm bleed
- \*180 x 262 mm



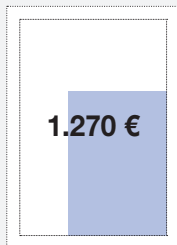
2/3 Dikey

- 2/3 vertical
- \*119 x 262 mm



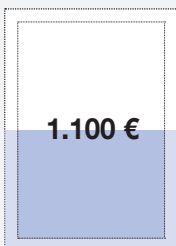
2/3 Yatay

- 2/3 horizontal
- \*180 x 171 mm



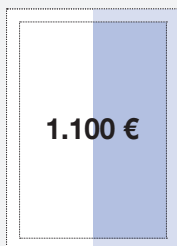
1/2 island

- 1/2 island
- \*119 x 170 mm



1/2 Yatay

- 1/2 horizontal
- 210 x 148,5 mm  
+5 mm bleed
- \*180 x 125 mm



1/2 Dikey

- 1/2 vertical
- 105 x 297 mm  
+5 mm bleed
- \*88 x 262 mm



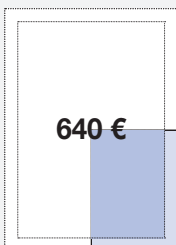
1/3 Yatay

- 1/3 horizontal
- 220 x 105 mm  
+5 mm bleed
- \*180 x 80 mm



1/3 Dikey

- 1/3 vertical
- 77 x 307 mm  
+5 mm bleed
- \*57 x 262 mm



1/4 page

- 105 x 148,5 mm  
+5 mm bleed
- \*105 x 148,5 mm

### \*Type area, centered

Dimensions (width x depth). Prices in Euro (Excl. VAT).  
Trim size 210 x 297 mm

### Special positioning













Inside front, inside back, outside back: +15%  
Cover story, Cover presence incl. three inner pages,  
inserts: pricing and further information on request

## Publishing Schedule 2019

Sayı Issue	Focus Focus	Fuarlar / Etkinlikler Shows / Events	Tarihler Dates
<b>1/2 Ocak / Şubat</b> January/February Reklam Kapanış - Closing Date 29.01 Postalama - Mailing Date 05.02	Industrial Communication	FIT 2019 (Futura Industrial Technologies Fair) İstanbul Tube Fair	21-24.02 28.02-02.03
<b>3 Mart</b> March Reklam Kapanış - Closing Date 05.03 Postalama - Mailing Date 12.03	<b>WIN EURASIA</b> Hannover Messe Special Edition Renewable Energies	<b>Metal Working (Sheet Metal Processing)</b> <b>IAMD (Integrated Automation, Motion &amp; Drives)</b> <b>Welding (Cutting Technologies)</b> <b>Surface Technology (Treatment &amp; Welding)</b> <b>CEMAT (Materials Handling, Supply Chain Management, Interlogistics)</b> <b>Elctrotech (Energy, Electric and Electronic Technologies)</b> <b>Hannover Messe, Hanover</b> <b>REW İstanbul 15<sup>th</sup> International Recycling, Environmental Technologies and Waste Management Fair</b> <b>IFAT EURASIA 2019 (Eurasia's Leading Trade Fair)</b>	14-17.03 14-17.03 14-17.03 14-17.03 14-17.03 14-17.03 01-05.04 21-24.03 28-30.03
<b>4 Nisan</b> April Reklam Kapanış - Closing Date 02.04 Postalama - Mailing Date 10.04	Rail Systems Test and Measurement Systems	Eurasia Rail 2019 MAKTEK Konya (Machine Tools, Metal - Sheet Metal Processing Machines, Tool Holders - Cutting Tools, Quality Control - Measurement Systems, CAD/CAM, PLM Software and Manufacturing Technologies Fair) Automekanika İstanbul International Automotive Spare Parts Trade Fair Test İstanbul 2019 Solarex (Solar Energy and Technologies Fair) PLAST PAK Plastic and Packaging Technologies Machinery and Equipment Fair	10-12.04 10-13.04 04-07.04 16.04 04-06.04 09-13.04
<b>5 Mayıs</b> May Reklam Kapanış - Closing Date 02.05 Postalama - Mailing Date 13.05	Robotics & Automation Hannover Messe Report	ICCI- 25 <sup>th</sup> International Energy & eEnvironmental Fair& Conference	15-17.05
<b>6 Haziran</b> June Reklam Kapanış - Closing Date 11.06 Postalama - Mailing Date 20.06	ERP Solutions		
<b>7/8 Temmuz-Ağustos</b> July-August Reklam Kapanış - Closing Date 03.07 Postalama - Mailing Date 11.07	Factory Automation		
<b>9 Eylül</b> September Reklam Kapanış - Closing Date 05.09 Postalama - Mailing Date 13.09	Machine Industry Electric-Electronics Branch		
<b>10 Ekim</b> October Reklam Kapanış - Closing Date 02.10 Postalama - Mailing Date 10.10	Industrial Equipment Electronics and Electric Supplement Smart Factories	ISK - SODEX 2019 (heating, ventilation, air conditioning, refrigeration, pumps, valves, fittings, water treatment and insulation exhibition) SANTEK 2019-6 <sup>th</sup> Eastern Marmara Industry And Tecnology Fair Food-Tech Eurasia STT Euarisa Surface Treatment Technologies Fair Maktek İzmir 2019 (2. Machine Tools, Metal - Sheet Metal Processing Machines, Tool Holders - Cutting Tools, Quality Control - Measurement Systems, CAD/CAM, PLM Software and Manufacturing Technologies Fair) ALUEXPO 2019 - 6 <sup>th</sup> International Aluminium Technology, Machinery and Products Trade Fair Rubber 2019 11 <sup>th</sup> İstanbul Rubber Industry Fair 5 <sup>th</sup> International Composites Industry Exhibition Kalite 2019 (9 <sup>th</sup> Control, Metrology, Testing Equipment and Industrial Software Exhibiton)	31.10-03.11 30.10-02.11 30.10-02.11 24-26.10 09-12.10 09-12.10 10-12.10 23-26.10 25-27.10 23-26.10
<b>11 Kasım</b> November Reklam Kapanış - Closing Date 01.11 Postalama - Mailing Date 13.11	Industrial Communication	16 <sup>th</sup> Bursa International Electric, Electronic and Machinery Automation Fair 18 <sup>th</sup> Bursa Metal Processing Technologies Fair 11 <sup>th</sup> Bursa Sheet Metal Processing Technologies Fair 11 <sup>th</sup> Mould Eurasia Fair 2019 Turkchem ChemShow Eurasia Putech Eurasia & Eurasian Composites Show 2019 International Composites Industry Exhibition	28.11-01.12 28.11-01.12 28.11-01.12 28.11-01.12 07-09.11 28-30.11 08-10.11
<b>12 Aralık</b> December Reklam Kapanış - Closing Date 03.12 Postalama - Mailing Date 12.12	Plastics Technology Power Supplies & Energy	Plast Eurasia 29 <sup>th</sup> International Plastic Industry Fair	04-07.12

### Print + Digital: Circulation 2019

Sektöre Göre	By industry	Baskı Print	Dijital Digital	Kayıtlı okuyucu Subscribers	%
Otomotiv, uçak ve tasimacilik	Automotive, Aircraft & Transportation	681	5.733	6.414	34,1%
Kimyasallar ve Türevleri	Chemicals and Allied Products	481	144	625	3,3%
Insaat	Construction	156	36	192	1,0%
Ham Petrol, dogalgaz ve madenler	Crude Petroleum, Natural Gas, Mining and Quarring	169	65	234	1,2%
Eğitim	Education	67	100	167	0,9%
Elektrik/Elektronik/Bilgisayar	Electric, Electronic, Computing & Communication	1.942	732	2.674	14,2%
Su ve Enerji	Energy & Water Supplies	105	46	151	0,8%
Mühendislik Firmalari	Engineering Firms	346	217	563	3,0%
Islenmis Metal Ürünler	Fabricated Metalproducts	507	221	728	3,9%
Gida, içecek, tütün	Food, Beverage, Tobacco	371	108	479	2,5%
İthalatçılar, brokerlar, distribütörler	Importer, Dealers, Distributors, of Industrial Products	180	104	284	1,5%
Lojistik ve Tasima	Logistics and Transportation	12	19	31	0,2%
Makina ve Aksamlari	Machinery (Excluding Electrical)	2.229	637	2.866	15,2%
Bakim ve Onarim	Maintenance	272	141	413	2,2%
Diger Üretim Sektörleri	Other Manufacturing Industries	307	184	491	2,6%
Diger işletme Endüstrileri	Other Processing Industries	146	50	196	1,0%
Digerleri	Others Related to the Field	485	238	723	3,8%
Kagit, tekstil, deri	Paper, Textile, Leather	320	158	478	2,5%
Plastik, kauçuk, petrol ürünleri	Plastics, Rubber, Petroleum & Coal	240	106	346	1,8%
Islenmemis Metaller	Primary Metals	154	82	236	1,3%
Kamu kuruluslari/Savunma Sanayi	Public Administration, Government & Military	132	61	193	1,0%
Bilimsel ölçüm ve kontrol	Scientific, Measuring & Control Equipment	109	47	156	0,8%
Tas, kil, cam	Stone, Clay, Glass	100	19	119	0,6%
Ahsap, kereste, mobilya	Wood, Timber, Furniture	47	17	64	0,3%
<b>TOPLAM</b>	<b>TOTAL</b>	<b>9.558</b>	<b>9.265</b>	<b>18.823</b>	<b>100%</b>

Şirketteki görevine göre By job function	Kayıtlı okuyucu Subscribers	%
Tasarim Mühendisligi Design Engineering 	643	3,4%
Üst Düzey Yönetim /Müdürlükler General or Corporate Management 	4.203	22,3%
Lojistik Yönetimi Logistic Management 	435	2,3%
Bakim Üniteleri Sorumlusu Operations/Maintenance Engineering 	1.275	6,8%
Diger Mühendislikler Other Engineering 	1.015	5,4%
Fabrika Yönetimi Plant Management 	33	0,2%
Üretim Mühendisligi Production Engineering 	1.212	6,4%
Proje Yönetimi Project Management 	183	1,0%
Satinalma Yetkilisi Purchasing or Procurement 	1.004	5,3%
Arastirma - ARGE Sorumlusu Research 	424	2,3%
Kalite Kontrol Mühendisligi Test/Quality/Standards Engineering 	377	2,0%
Digerleri (Lütfen Tanimlayiniz) Other Functions 	8.019	42,6%
<b>TOPLAM - TOTAL</b>	<b>18.823</b>	<b>100%</b>

Source: Publisher's projection 2019