

Contents and Specifications

Since 1975, IEN Europe (Industrial Engineering News) has been the favourite source of information for industrial decision makers when searching for new products and solutions.

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Automation

Fieldbus Systems, Ethernet, Cameras, Industrial PCs, Human Machine Interfaces, Displays, Controls, Industrial Communication, Robotics, I/O-Modules, Vision Systems, Industrial Software, Industry 4.0, Cyber Security, Robots, 3D printing, Digital Factory etc.

Motion Technology

Frequency Inverters, Electric Motors, Miniature Motors, Actuators, Linear Systems, Electric Drives, Brakes, Gears, Motor Starters, Bellows, Bearings, Couplings, Positioning Systems, Dampers, etc.

Sensors, Test & Measurement

Microscopes, Endoscopes, Encoders, Measuring Systems, Analysers, Calibrators, Sensors, Infrared Cameras, Test & Calibration Systems, Displays, Transducers, etc.

Industrial Equipment & Supplies

Adhesives, Sealants, Coatings, Lubricants, Greases, CNC Machines, Lighting, Soldering, Marking Systems, Machine Elements, Mechanical Joints, Springs, Clamping Devices, Containers & Cases, Fans, Dryers, Blowers, Heating Systems, Conveyor Belts, Hoisting Devices, Chains etc.

Hydraulics & Pneumatics

Compressors, Pumps, Filters, Valves, Pipes & Tubes, Couplings, Cylinders, Clamps, Brackets, Gaskets, Hydraulic & Pneumatic Motors, Aggregates, etc.

Industrial Electronics

Interfaces, Power Supplies, Connectors, Electro Mechanics, Energy Chains, Power Distribution, Enclosures, Relays, Cabling & Equipment, Switches, Contactors, Racks & Cabinets, LED, Regulators, Transformers, Converters, Electric Generators, etc.



Advertisement Rates and Specifications

	Ad format	Dimensions (width x depth in mm)	Type area, centered	4C, Euro (excl. VAT)
A	1/1 page	180 x 259		9 740
B	1/1 page bleed	210 x 285 +5 mm bleed	180 x 259	9 740
C	2/3 page vertical	119 x 259		8 070
D	2/3 page horizontal	180 x 171		8 070
E	1/2 page island	119 x 170		7 350
F	1/2 page horizontal	180 x 125		6 950
G	1/2 page horizontal bleed	210 x 138 +5 mm bleed	180 x 125	6 950
H	1/2 page vertical	88 x 259		6 950

	Ad format	Dimensions (width x depth in mm)	Type area, centered	4C, Euro (excl. VAT)
I	1/2 page vertical bleed	103 x 285 +5 mm bleed	88 x 259	6 950
J	1/3 page horizontal	180 x 80		4 100
K	1/3 page horizontal bleed	210 x 98 +5 mm bleed	180 x 80	4 100
L	1/3 page vertical	57 x 259		4 100
M	1/3 page vertical bleed	72 x 285 +5 mm bleed	57 x 259	4 100
N	1/4 page	88 x 125		2 790
O	1/8 page	88 x 57		1 470

IENT Europe Rate Card no. 43. Rates are subject to change. Effective from 1 January 2017

Technical information	
Trim size	210 x 285 mm
Type area	180 x 259 mm

Special positioning	
Inside front, inside back, outside back	+15%
Cover story. Cover presence incl. three inner pages.	Pricing and further information on request

Publishing Schedule 2017

Issue	Focus	Show/Events	Dates
1/2 January/February Closing Date 20.01 Mailing Date 15.02	Special: Transport & Logistics Sensors, Test & Measurement Industrial Equipment & Machinery	indumation.be, Kortrijk easyFairs Maintenance Schweiz, Zurich WIN Eurasia Metalworking, Istanbul Z - Internationale Zuliefermesse, Leipzig	08-10.02 08-09.02 09-12.02 07-10.03
3 March Closing Date 10.02 Mailing Date 08.03	Focus: CeBIT Machinery and Robots Systems Predictive Maintenance/Analysis	embedded world, Nuremberg CeBIT, Hannover Southern Manufacturing, Farnborough Automatisierungstreff, Böblingen Mecspe, Parma Maintenance, Antwerp	14-16.03 20-24.03 21-23.03 28-30.03 23-25.03 29-30.03
4 April Closing Date 17.03 Mailing Date 12.04	Focus: Hannover Messe Factory of the Future - IIoT - Industry 4.0 HMI, SCADA and Process Control Solutions Motion Technology and Drive Engineering WEBmag (see page D10)	Hannover Messe, Hannover Interpack, Düsseldorf Control, Stuttgart Smart Automation, Linz PCIM, Nuremberg	24-28.04 04-10.05 09-12.05 16-18.05 16-18.05
5 May Closing Date 21.04 Mailing Date 17.05	Focus: Sensor+Test ICT Innovation for Manufacturing Power Supplies IEEN Europe Catalogue (see page D10)	SPS IPC Drives Italy, Parma Sensor+Test, Nuremberg Power-Gen, Cologne Intersolar Europe, ees Europe, Munich Automotive Testing Expo, Stuttgart LASER World of photonics, Munich	23-25.05 30.05-01.06 30.05-01.06 31.05-02.06 20-22.06 26-29.06
6/7 June/July Closing Date 05.06 Mailing Date 29.06	Special: Food & Beverage Industrial Identification Hydraulics & Pneumatics	Husum Wind, Husum Powtech, Nuremberg	12-15.09 26-28.09
9 September Closing Date 01.09 Mailing Date 27.09	Focus: Motek Electromechanics, Interface Technology, Cables and Energy Chains Energy Efficiency and Renewable Energy	Sensor & Instrumentation, Birmingham Motek, Stuttgart Fakuma, Friedrichshafen	09-12.10 17-21.10
10 October Closing Date 22.09 Mailing Date 18.10	Special: Steel and Metal Industry Cyber Security in Industrial Automation 3D Printing and Technology IEEN Europe Catalogue (see page D10)	Maintain, Munich Euromold, Düsseldorf Productronica, Munich	24-26.10 25-27.10 14-17.11
11 November Closing Date 20.10 Mailing Date 15.11	Focus: SPS IPC Drives Industrial Safety & Security Digital Automation WEBmag (see page D10)	SPS IPC Drives, Nuremberg	28-30.11
12 December Closing Date 10.11 Mailing Date 06.12	Special: Automotive Mechatronics & Factory Automation Additive Manufacturing		



Print + Digital: Circulation 2017

By industry	Print	Digital	Total	%
Manufacturing Industries	22.784	42.424	65.208	51%
Fabricated metal products	1.863	6.671	8.534	7%
Machinery (excluding electrical)	5.055	9.063	14.118	11%
Electric, electronic, computing & communication	6.723	10.144	16.867	13%
Scientific, measuring & control equipment	2.219	7.017	9.236	7%
Automotive, aircraft & transportation	2.937	6.512	9.449	7%
Other manufacturing industries	3.987	3.017	7.004	6%
Processing Industries	3.255	23.205	26.460	21%
Primary metals	509	2.899	3.408	3%
Chemicals and allied products	723	5.871	6.594	5%
Plastics, rubber, petroleum & coal	433	3.217	3.650	3%
Crude petroleum, natural gas, mining and quarrying	104	3.985	4.089	3%
Food, beverage, tobacco	226	3.455	3.681	3%
Paper, textile, leather	369	1.749	2.118	2%
Other processing industries	891	2.029	2.920	2%
Services and others	7.782	27.559	35.341	28%
Energy & water supply	998	3.252	4.250	3%
Engineering firms, consultants, contractors	2.355	9.530	11.885	9%
Public administration, government & military	774	2.863	3.637	3%
Education	965	3.525	4.490	4%
Importer, dealers, distributors, of industrial products	1.023	3.371	4.394	3%
Others related to the field	1.667	5.018	6.685	5%
TOTAL	33.821	93.188	127.009	100%

Source: Publisher's Projection 2017

By number of employees	Print	Digital	Subscribers	%
Up to 24	9.987	28.636	38.623	30%
25 to 49	5.214	22.478	27.692	22%
50 to 249	9.354	18.665	28.019	22%
250 to 499	3.954	13.743	17.697	14%
500 and more	5.312	9.666	14.978	12%
TOTAL	33.821	93.188	127.009	100%

By geographical area	Print	Digital	Subscribers	%
France	5.688	18.652	24.340	17%
Germany	6.543	17.523	24.066	16%
UK	5.660	12.412	18.072	14%
Italy	3.516	8.520	12.036	11%
Netherlands (The)	1.682	6.572	8.254	6%
Spain	1.003	5.517	6.520	5%
Belgium	1.023	5.043	6.066	4%
Turkey	794	4.863	5.657	4%
Switzerland	923	2.021	2.944	2%
Sweden	558	1.896	2.454	2%
Romania	452	994	1.446	1%
Denmark	523	602	1.125	1%
Greece	447	714	1.161	1%
Portugal	309	709	1.018	1%
Other	387	680	1.067	1%
Austria	507	523	1.030	1%
Poland	385	602	987	1%
Israel	401	572	973	1%
Finland	388	480	868	1%
Baltic States	236	508	744	1%
Czech Republic	401	389	790	1%
Norway	271	402	673	1%
Hungary	202	432	634	1%
Slovenia	302	360	662	1%
Slovakia	351	298	649	1%
Russian Federation	227	405	632	1%
Serbia and Montenegro	174	395	569	1%
Bulgaria	135	404	539	1%
Ireland	127	392	519	1%
Croatia	206	308	514	1%
TOTAL	33.821	93.188	127.009	100%

By job function	Print	Digital	Subscribers	%
General or Corporate Management	10.236	25.114	35.350	28%
Product Design Engineering	6.823	20.147	26.970	21%
System Design Engineering	2.482	16.892	19.374	15%
Production Engineering	2.234	8.920	11.154	9%
Test/Quality/ Standard Engineering	1.891	5.773	7.664	6%
Operations/ Maintenance Engineering	2.675	4.813	7.488	6%
Other Engineering	2.902	3.274	6.176	5%
Purchasing or Procurement	2.752	5.236	7.988	6%
Other Functions	1.826	3.019	4.845	4%
TOTAL	33.821	93.188	127.009	100%

