

# Contents and Specifications

Total subscribers: 101.557  
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IEN Europe (Industrial Engineering News) is the most important source of information for industrial decision makers in the B2B editorial market. With more than 40 years of history, IEN Europe has been the reference magazine for new products and solutions, reaching the pan-European industrial world and market.

## Good reasons to invest in Europe

According to the International Monetary Fund (IMF), the EU is the largest economy in the world and has a total Gross Domestic Product (GDP) of \$16,447.26 billion. The European Union has always been known for its investor-friendly policies. European Union is the largest exporter as well as largest importer in the entire world. The EU exports large amounts of Machinery followed by energy, Chemicals and Transport Equipment and textiles clothing. Other commodities that are exported by the EU include dairy products, meat, iron and steel, wood pulp, paper products, alcoholic beverages, pharmaceuticals, motor vehicles, air craft, plastics and paper products. The European Union (EU) is the world's leading producer of motor vehicles. The automotive industry is one of the most significant contributors to its economy. EU has also a leading position in robotics and industrial robots: about one third of all industrial robots are produced in Europe.

## Main Topics

- Automation
- Motors & Drives
- Sensor Technology
- Test & Measurement
- Hydraulics & Pneumatics
- Industrial Supply
- Electronics - Electricity
- Industry 4.0
- Energy Efficiency
- Vision & Identification
- Additive Manufacturing - 3D Printing



## 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

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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

Issue	Focus	Show/Events	Dates
<b>1/2 January/February</b> Closing Date 19.01 Mailing Date 14.02	<b>Special: Chemical &amp; Pharmaceutical</b> Machinery and Robotic Systems 3D Printing and Additive Manufacturing	embedded world, Nuremberg	27.02-01.03
<b>3 March</b> Closing Date 09.02 Mailing Date 07.03	<b>Special: Energy Efficiency and Renewable Energy</b> Factory of the Future - IIoT - Industry 4.0 Sensors, Test and Measurement <b>Preview: Hannover Messe</b>	<b>WIN Eurasia, Istanbul</b> light+building, Frankfurt AUTOMATICON, Warsaw Maintenance, Antwerp Mecspe, Parma Industrie, Paris	15-18.03 18-23.03 20-23.03 21-22.03 22-24.03 27-30.03
<b>4 April</b> Closing Date 16.03 Mailing Date 10.04	<b>Focus: Hannover Messe</b> Industrial Equipment and Machinery Motion Technology and Drive Engineering	Automatisierungstreff, Böblingen <b>Hannover Messe, Hannover</b> Control, Stuttgart	10-12.04 23-27.04 24-27.04
<b>5 May</b> Closing Date 13.04 Mailing Date 09.05	Identification and Vision Systems Power Supplies <b>Sensor + Test preview</b>  <b> IEN Europe Catalogue</b>	Smart Automation, Vienna <b>SPS ICP Drives Italy, Parma</b> Automotive Testing Expo, Stuttgart PCIM, Nuremberg <b>ACHEMA, Frankfurt</b> <b>CeBIT, Hannover</b>	15-17.05 22-24.05 05-07.06 05-07.06 11-15.06 11-15.06
<b>6/7 June/July</b> Closing Date 25.05 Mailing Date 19.06	<b>Focus: Sensor + Test</b> <b>Special: Food and Beverage</b> Predictive Maintenance/Analysis Hydraulics and Pneumatics	automatica, Munich Intersolar Europe, ees Europe, Munich <b>Sensor+Test, Nuremberg</b> Sindex, Bern	19-22.06 20-22.06 26-28.06 28-30.08
<b>9 September</b> Closing Date 31.08 Mailing Date 25.09	<b>Focus: Motek</b> Industrial Communication Industrial Safety and Security	Fachpack, Nuremberg Sensors & Instrumentation, Birmingham WindEnergy, Hamburg <b>Motek, Stuttgart</b> Fakuma, Friedrichshafen	25-27.09 25-26.09 25-28.09 08-11.10 16-20.10
<b>10 October</b> Closing Date 21.09 Mailing Date 17.10	<b>Special: Automotive</b> Cyber Security in Industrial Automation Mechatronics and Factory Automation  <b> IEN Europe Catalogue</b>	vision, Stuttgart <b>electronica, Munich</b>	06-08.11 13-16.11
<b>11 November</b> Closing Date 19.10 Mailing Date 14.11	<b>Focus: SPS IPC Drives</b> Digital Automation Sensors, Test and Measurement	<b>SPS IPC DRIVES, Nuremberg</b> <b>Valve World Expo</b>	27-29.11 27-29.11
<b>12 December</b> Closing Date 09.11 Mailing Date 05.12	<b>Special: Transport and Logistics</b> HMI, SCADA and Process Control Solutions Cables and Energy Chains		
<b>WEBmags</b>			
<b>4 April</b> Closing Date 04.04 Mailing Date 17.04	<b>Hannover Messe Webmag</b>	<b>Hannover Messe, Hannover</b>	23-27.04
<b>11 November</b> Closing Date 06.11 Mailing Date 20.11	<b>SPS IPC Drives Webmag</b>	<b>SPS IPC DRIVES, Nuremberg</b>	27-29.11

# Readership Profile 2018

## Print + Digital: Circulation 2018

By industry	Print	Digital	Total	%
<b>Manufacturing Industries</b>	<b>26.087</b>	<b>36.147</b>	<b>62.234</b>	<b>61,28%</b>
Fabricated metal products	1909	3670	5.579	5,49%
Machinery (excluding electrical)	6063	7771	13.834	13,62%
Electric, electronic, computing & communication	7946	12334	20.280	19,97%
Scientific, measuring & control equipment	2967	3279	6.246	6,15%
Automotive, aircraft & transportation	3077	2946	6.023	5,93%
Other manufacturing industries	4125	6147	10.272	10,11%
<b>Processing Industries</b>	<b>3.723</b>	<b>8.162</b>	<b>11.885</b>	<b>11,70%</b>
Primary metals	595	286	881	0,87%
Chemicals and allied products	844	1674	2.518	2,48%
Plastics, rubber, petroleum & coal	503	786	1.289	1,27%
Crude petroleum, natural gas, mining and quarrying	188	661	849	0,84%
Food, beverage, tobacco	255	676	931	0,92%
Paper, textile, leather	406	375	781	0,77%
Other processing industries	932	3704	4.636	4,56%
<b>Services and others</b>	<b>8.822</b>	<b>18.616</b>	<b>27.438</b>	<b>27,02%</b>
Energy & water supply	1163	1100	2.263	2,23%
Engineering firms, consultants, contractors	2471	4184	6.655	6,55%
Public administration, government & military	813	777	1.590	1,57%
Education	1112	1742	2.854	2,81%
Importer, dealers, distributors, of industrial products	1374	1340	2.714	2,67%
Others related to the field	1899	9473	11.372	11,20%
<b>TOTAL</b>	<b>38.632</b>	<b>62.925</b>	<b>101.557</b>	<b>100%</b>

Source: Publisher's Projection 2018

By number of employees	Print	Digital	Subscribers	%
Up to 24	10.225	19.146	29.371	29%
25 to 49	6.033	5.933	11.966	12%
50 to 249	10.483	11.164	21.647	21%
250 to 499	4.836	3.846	8.682	9%
500 and more	5.868	8.172	14.040	14%
Extra Distribution	1.187	14.664	15.851	16%
<b>TOTAL</b>	<b>38.632</b>	<b>62.925</b>	<b>101.557</b>	<b>100%</b>

By geographical area	Print	Digital	Subscribers	%
Austria	632	460	1.092	1,08%
Baltic States	288	91	379	0,37%
Belgium	1.543	2.049	3.592	3,54%
Bulgaria	159	251	410	0,40%
Croatia	236	153	389	0,38%
Czech Republic	557	394	951	0,94%
Denmark	602	596	1.198	1,18%
Finland	411	471	882	0,87%
France	6.217	7.295	13.512	13,30%
Germany	7.033	8.982	16.015	15,77%
Greece	502	757	1.259	1,24%
Hungary	251	394	645	0,64%
Ireland	133	433	566	0,56%
Israel	439	604	1.043	1,03%
Italy	3.893	4.949	8.842	8,71%
Netherlands (The)	2.017	2.614	4.631	4,56%
Norway	331	370	701	0,69%
Poland	412	628	1.040	1,02%
Portugal	384	938	1.322	1,30%
Romania	503	873	1.376	1,35%
Russian Federation	307	298	605	0,60%
Serbia and Montenegro	202	263	465	0,46%
Slovenia	321	242	563	0,55%
Slovakia	312	185	497	0,49%
Spain	1.514	2.155	3.669	3,61%
Sweden	896	662	1.558	1,53%
Switzerland	1.047	961	2.008	1,98%
Turkey	1.006	1.429	2.435	2,40%
UK	6.034	8.026	14.060	13,84%
Other	450	15.402	15.852	15,61%
<b>TOTAL</b>	<b>38.632</b>	<b>62.925</b>	<b>101.557</b>	<b>100%</b>

By job function	Print	Digital	Subscribers	%
General or Corporate Management	12.668	21.502	34.170	34%
Product Design Engineering	7.441	8.642	16.083	16%
System Design Engineering	2.669	3.795	6.464	6%
Production Engineering	2.415	3.761	6.176	6%
Test/Quality/ Standard Engineering	2.011	1.717	3.728	4%
Operations/ Maintenance Engineering	2.883	1.812	4.695	5%
Other Engineering	3.034	2.889	5.923	6%
Purchasing or Procurement	3.445	3.649	7.094	7%
Other Functions	2.066	15.158	17.224	17%
<b>TOTAL</b>	<b>38.632</b>	<b>62.925</b>	<b>101.557</b>	<b>100%</b>

