

Contents and Specifications

IEN Europe (Industrial Engineering News) is the most important source of information for industrial decision makers in the B2B pan-European market.

Since 1975, IEN Europe has been the reliable resource that industry professionals choose when searching for new products and solutions in the industrial field. With an unmatched readership and response, IEN Europe reaches industrial designers and manufacturing executives across the spectrum of the European industry. IEN Europe is at the forefront of publishing groundbreaking news in the B2B market, featuring exclusive contents that shape up along with the changes and advancements of the new digitalized industrial world.

This year, the keywords for IEN Europe will be: Digitalization, Artificial Intelligence and Safety. These pivotal topics will be declined in different manners, putting in the spotlight innovative concepts such as Smart Factory, Integrated Automation, Digital Twin, Machine Learning, Augmented Reality, Logistics 4.0. The investigation of the technology progress will go even further, with dedicated presentations of innovative products, launched onto the market with terrific upgrades or introduced for the first time.

Language: English - Launched: 1975



90.957

Total subscribers

75.000

Website visitors per month

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
- Artificial Intelligence



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Advertisement Rates and Specifications



9.740 €

1/1 page

- 210 x 285 mm +5 mm bleed
- *180 x 259 mm



8.070 €

2/3 page vertical

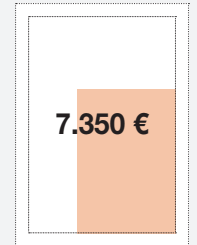
- *119 x 259 mm



8.070 €

2/3 page horizontal

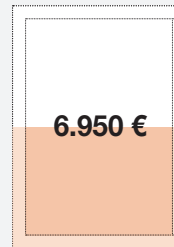
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7.350 €

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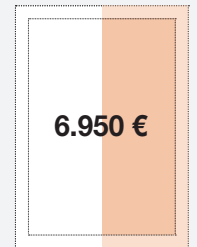
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6.950 €

1/2 page horizontal

- 210 x 138 mm +5 mm bleed
- *180 x 125 mm



6.950 €

1/2 page vertical

- 103 x 285 mm +5 mm bleed
- *88 x 259 mm



4.100 €

1/3 page horizontal

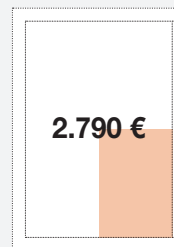
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4.100 €

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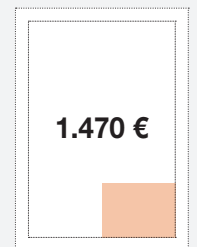
- 72 x 285 mm +5 mm bleed
- *57 x 259 mm



2.790 €

1/4 page

- *88 x 125 mm



1.470 €

1/8 page

- *88 x 57 mm

***Type area, centered**

Dimensions (width x depth). Prices in Euro (Excl. VAT). Trim size 210 x 285 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

Issue	Focus	Shows/Events	Dates
1/2 January/February Closing Date 18.01 Mailing Date 13.02	Special: Integrated Automation, Motion & Drives Preview: Hannover Messe Hydraulics and Pneumatics Machinery and Robotic Systems 3D Printing and Additive Manufacturing	Automatisierungstreff, Böblingen embedded world, Nuremberg	19-21.02 26-28.02
3 March Closing Date 15.02 Mailing Date 13.03	Focus: Hannover Messe Special: Motion Control Technology Digital Transformation Predictive Maintenance and Analysis	WIN Eurasia, Istanbul Automaticon, Warsaw Maintenance, Antwerp Industrie, Lyon Mecspe, Parma Hannover Messe, Hannover	14-17.03 26-29.03 27-28.03 27-30.03 28-30.03 01-05.04
4 April Closing Date 15.03 Mailing Date 08.04	Special: Artificial Intelligence Collaborative Robots Industrial Equipment and Machinery Logistics 4.0 and Smart Supply	Bauma, Munich Powtech, Nuremberg	08-14.04 09-11.04
5 May Closing Date 12.04 Mailing Date 07.05	Special: Energy Efficiency & Energy Management Virtual and Augmented Reality Cyber Security IEN Europe Catalogues	PCIM, Nuremberg Control, Stuttgart Smart Automation, Linz Intersolar Europe, Munich Automotive Testing Expo, Stuttgart SPS ICP Drives Italy, Parma	07-09.05 07-10.05 14-16.05 15-17.05 21-23.05 28-30.05
6/7 June/July Closing Date 17.05 Mailing Date 12.06	Focus: Sensor+Test Sensors, Test and Measurement Focus: CeBIT Industrial Communication and Connectivity	CeBIT, Hannover Sensor+Test, Nuremberg Husum Wind, Husum	24-28.06 25-27.06 10-13.09
9 September Closing Date 30.08 Mailing Date 24.09	Focus: Motek Special: Material Handling 4.0 Industrial Safety and Security Lubricants and Lubrication Systems	EMO, Hannover FachPack, Nuremberg Motek, Stuttgart Sensors & Instrumentation, Birmingham	16-21.09 24-26.09 07-10.10 25-26.09
10 October Closing Date 20.09 Mailing Date 16.10	Focus: AI Event Special: Machine Learning Smart Factory - IIoT - Industry 4.0 Electronic Components and Systems IEN Europe Catalogue	AI Event, Brussels	26.09
11 November Closing Date 18.10 Mailing Date 12.11	Focus: SPS IPC Drives Special: Mechatronics and Factory Automation Digital Twin Power Supplies	Power-Gen Europe, Paris SPS IPC DRIVES, Nuremberg Maintec, Birmingham	12-14.11 26-28.11 tbd
12 December Closing Date 08.11 Mailing Date 04.12	Special: Automotive Mobility and Transportation Identification and Vision Systems Cables and Energy Chains		
WEBmags			
4 April Closing Date 12.03 Mailing Date 26.03	Hannover Messe Webmag	Hannover Messe, Hannover	01-05.04
11 November Closing Date 05.11 Mailing Date 19.11	SPS IPC Drives Webmag	SPS IPC DRIVES, Nuremberg	26-28.11

Readership Profile 2019

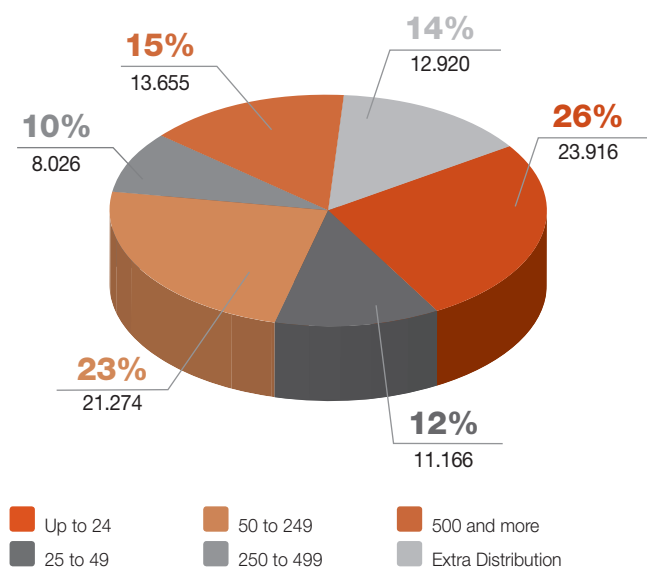
Print + Digital: Circulation 2019

By industry	Print	Digital	Subscribers	%
Manufacturing Industries	24.760	27.293	52.053	57,23%
Fabricated metal products	1.773	2.235	4.008	4,41%
Machinery (excluding electrical)	5.816	4.695	10.511	11,56%
Electric, electronic, computing & communication	7.512	9.160	16.672	18,33%
Scientific, measuring & control equipment	2.779	2.835	5.614	6,17%
Automotive, aircraft & transportation	2.997	2.827	5.824	6,40%
Other manufacturing industries	3.883	5.541	9.424	10,36%
Processing Industries	3.536	8.548	12.084	13,29%
Primary metals	606	366	972	1,07%
Chemicals and allied products	818	1.499	2.317	2,55%
Plastics, rubber, petroleum & coal	477	833	1.310	1,44%
Crude petroleum, natural gas, mining and quarrying	135	642	777	0,85%
Food, beverage, tobacco	240	649	889	0,98%
Paper, textile, leather	376	386	762	0,84%
Other processing industries	884	4.173	5.057	5,56%
Services and others	7.595	19.225	26.820	29,49%
Energy & water supply	1.022	1.167	2.189	2,41%
Engineering firms, consultants, contractors	2.114	4.583	6.697	7,36%
Public administration, government & military	774	874	1.648	1,81%
Education	895	1.805	2.700	2,97%
Importer, dealers, distributors, of industrial products	1.125	1.891	3.016	3,32%
Others related to the field	1.665	8.905	10.570	11,62%
TOTAL	35.891	55.066	90.957	100%

By geographical area	Print	Digital	Subscribers	%
Austria	599	380	979	1,08%
Baltic States	217	246	463	0,51%
Belgium	1.247	1.675	2.922	3,21%
Bulgaria	133	212	345	0,38%
Croatia	188	128	316	0,35%
Czech Republic	487	345	832	0,91%
Denmark	554	596	1.150	1,26%
Finland	338	408	746	0,82%
France	5.883	5.985	11.868	13,05%
Germany	7.130	7.822	14.952	16,44%
Greece	449	636	1.085	1,19%
Hungary	221	341	562	0,62%
Ireland	99	382	481	0,53%
Israel	377	520	897	0,99%
Italy	3.312	4.069	7.381	8,11%
Netherlands (The)	1.885	2.112	3.997	4,39%
Norway	299	293	592	0,65%
Poland	340	529	869	0,96%
Portugal	327	742	1.069	1,18%
Romania	488	671	1.159	1,27%
Russian Federation	251	256	507	0,56%
Serbia and Montenegro	138	213	351	0,39%
Slovenia	274	207	481	0,53%
Slovakia	258	154	412	0,45%
Spain	1.446	1.705	3.151	3,46%
Sweden	664	528	1.192	1,31%
Switzerland	994	784	1.778	1,95%
Turkey	894	1.207	2.101	2,31%
UK	5.997	6.952	12.949	14,24%
Other	402	14.968	15.370	16,90%
TOTAL	35.891	55.066	90.957	100%

Source: Publisher's Projection 2019

By number of employees



By job function	Subscribers	%
General or Corporate Management	25.643	28%
Product Design Engineering	13.032	14%
System Design Engineering	6.342	7%
Production Engineering	5.962	7%
Test/Quality/Standard Engineering	3.893	4%
Operations/Maintenance Engineering	4.886	5%
Other Engineering	6.834	8%
Purchasing or Procurement	7.299	8%
Other Functions	17.066	19%
TOTAL	90.957	100%