



**IE**N 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: 5G, Industrial IoT and Advanced Automation. These pivotal topics will be declined in different manners, putting in the spotlight innovative concepts such as Smart Factory, Robotics, Embedded Technology, Remote Services, Digital Thread, Additive Manufacturing, 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**

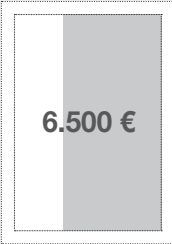
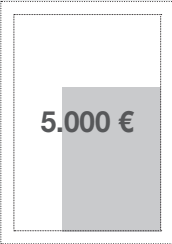

**83.770**  
Total subscribers

**75.000**  
Website visitors per month

**Main Topics**

- Automation
- Motors & Drives
- Sensor Technology
- Test & Measurement
- Cyber Security
- Industrial Supply
- Electronics & Electricity
- Industry 4.0
- Energy Efficiency
- Vision & Identification
- Predictive Maintenance
- 3D Printing
- Artificial Intelligence
- Covid-19

**Advertisement Rates and Specifications**

 <p><b>8.000 €</b></p> <p><b>1/1 page</b> 210 x 285 mm +5 mm bleed *180 x 259 mm</p>	 <p><b>6.500 €</b></p> <p><b>2/3 page vertical</b> *119 x 259 mm</p>	 <p><b>6.500 €</b></p> <p><b>2/3 page horizontal</b> *180 x 171 mm</p>	 <p><b>5.000 €</b></p> <p><b>1/2 page island</b> *119 x 170 mm</p>	 <p><b>4.500 €</b></p> <p><b>1/2 page horizontal</b> 210 x 138 mm +5 mm bleed *180 x 125 mm</p>
 <p><b>4.500 €</b></p> <p><b>1/2 page vertical</b> 103 x 285 mm +5 mm bleed *88 x 259 mm</p>	 <p><b>3.500 €</b></p> <p><b>1/3 page horizontal</b> 210 x 98 mm +5 mm bleed *180 x 80 mm</p>	 <p><b>3.500 €</b></p> <p><b>1/3 page vertical</b> 72 x 285 mm +5 mm bleed *57 x 259 mm</p>	 <p><b>2.500 €</b></p> <p><b>1/4 page</b> *88 x 125 mm</p>	 <p><b>1.300 €</b></p> <p><b>1/8 page</b> *88 x 57 mm</p>

**\*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
<b>1/2</b> January/February Closing Date 22.01 Mailing Date 19.02	<b>Special: Robotics</b> <b>Special Covid-19: Digital Solutions</b> Predictive Maintenance and Analysis 3D Printing and Additive Manufacturing	Interplastica, Moscow Maintenance, Zurich interpack, Düsseldorf	26-29.01 10-11.02 25.02-03.03
<b>3</b> March Closing Date 12.02 Mailing Date 11.03	<b>Special: Embedded Technology &amp; IT</b> <b>Special Covid-19: Remote Services &amp; Solutions</b> Networking & Security Industrial Communication and Connectivity	<b>embedded world, Nuremberg</b> all about automation, Friedrichshafen WIN Eurasia, Istanbul Automaticon, Warsaw Global Industrie, Lyon Solids, Dortmund	01-05.03 09-10.03 10-13.03 16-18.03 16-19.03 17-18.03
<b>4</b> April Closing Date 05.03 Mailing Date 01.04	<b>Focus: Hannover Messe</b> <b>Special: Advanced Automation</b> <b>Special Covid-19: Medical Industry</b> Motion Control Technology Logistics and Intralogistics 4.0 ● <b>SPECIAL: Energy Efficiency Business &amp; Industry Supplement</b>	<b>Hannover Messe, Hannover</b> Southern Manufacturing & Electronics, Farnborough Maintenance, Antwerp	12-16.04 20-22.04 28-29.04
<b>5</b> May Closing Date 23.04 Mailing Date 21.05	<b>Focus: Sensor+Test</b> <b>Special: 5G Technology</b> Smart Control & Automation Cyber Security  <b>IEN Catalogues</b>	<b>Sensor+Test, Nuremberg</b> PCIM Europe, Nuremberg Control, Stuttgart Smart Automation, Linz SPS Italia, Parma	04-06.05 04-06.05 04-07.05 18-20.05 25-27.05
<b>6/7</b> June/July Closing Date 21.05 Mailing Date 18.06	<b>Special: Sensors, Test and Measurement</b> IT-OT Systems Motors & Drives Industrial Safety	JEC World, Paris Automotive Testing Expo, Stuttgart automatica, Munich Intersolar Europe, ees Europe, Munich Mecspe, Bologna Achema, Frankfurt Interschutz, Hannover LogiMAT, Stuttgart Sensors & Instrumentation Live, Birmingham	01-03.06 08-10.06 TBC 09-11.06 10-12.06 14-18.06 14-19.06 22-24.06 29-30.06
<b>9</b> September Closing Date 20.08 Mailing Date 17.09	<b>Focus: Motek</b> <b>Special: Digital Thread</b> Material Handling 4.0 Electronic Components and Systems ● <b>SPECIAL: Energy Efficiency Business &amp; Industry Supplement</b>	Sindex, Bern AM Expo, Lucerne FachPack, Nuremberg automation & electronics, Zurich	31.08-02.09 14-15.09 28-30.09 29-30.09
<b>10</b> October Closing Date 17.09 Mailing Date 15.10	<b>Special: Sensors &amp; Instrumentation</b> Smart Factory - IIoT - Industry 4.0 Power Supplies and Electronics  <b>IEN Catalogue</b>	Emo, Hannover <b>Motek, Stuttgart</b> Fakuma, Friedrichshafen AI Convention Europe, Brussels	04-09.10 05-08.10 12-16.10 14.10
<b>11</b> November Closing Date 15.10 Mailing Date 12.11	<b>Focus: SPS Smart Production Solutions</b> <b>Special: Mechatronics &amp; Digital Automation</b> Collaborative Robots Virtual and Augmented Reality ● <b>SPECIAL: Energy Efficiency Business &amp; Industry Supplement</b>	<b>SPS Smart Production Solutions, Nuremberg</b> Enlit Europe, Milan	23-25.11 30.11-02.12
<b>WEBMag</b>			
<b>4</b> April Closing Date 26.03 Mailing Date 07.04	<b>Focus: Hannover Messe</b> Motors & Drives Electronics & Electricity Industrial Equipment and Machinery		
<b>11</b> November Closing Date 05.11 Mailing Date 16.11	<b>SPS Smart Production Solutions WEBMags</b> Sensor Technology Control & Automation Big Data		
<b>12</b> December Closing Date 03.12 Mailing Date 13.12	<b>Special: Automotive</b> IoT & e-Mobility Identification and Vision Systems Cables and Energy Chains		

For WEBMag rates see page 42

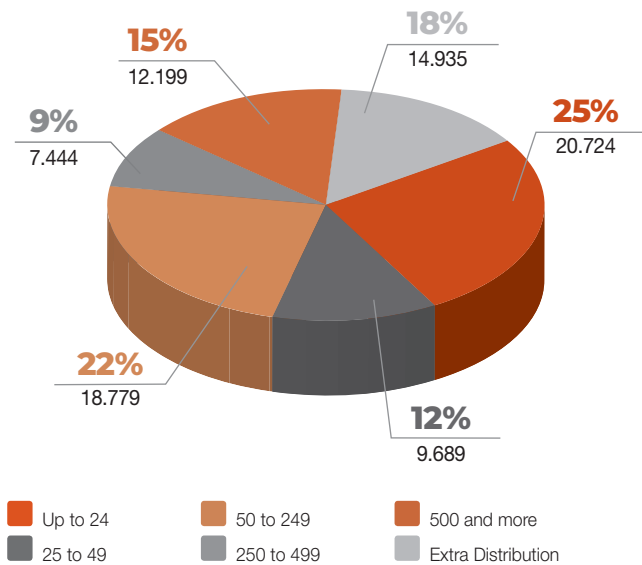
Print + Digital: Circulation 2021

By industry	Print	Digital	Subscribers	%
<b>Manufacturing Industries</b>	<b>21.886</b>	<b>22.267</b>	<b>44.153</b>	<b>52,71%</b>
Fabricated metal products	1.663	1.960	3.623	4,32%
Machinery (excluding electrical)	5.108	4.338	9.446	11,28%
Electric, electronic, computing & communication	6.527	7.630	14.157	16,90%
Scientific, measuring & control equipment	2.323	2.605	4.928	5,88%
Automotive, aircraft & transportation	2.647	2.652	5.299	6,33%
Other manufacturing industries	3.618	3.082	6.700	8,00%
<b>Processing Industries</b>	<b>3.155</b>	<b>9.054</b>	<b>12.209</b>	<b>14,57%</b>
Primary metals	553	336	889	1,06%
Chemicals and allied products	776	1.401	2.177	2,60%
Plastics, rubber, petroleum & coal	412	772	1.184	1,41%
Crude petroleum, natural gas, mining and quarrying	118	607	725	0,87%
Food, beverage, tobacco	202	610	812	0,97%
Paper, textile, leather	316	364	680	0,81%
Other processing industries	778	4.964	5.742	6,85%
<b>Services and others</b>	<b>5.690</b>	<b>21.718</b>	<b>27.408</b>	<b>32,72%</b>
Energy & water supply	963	1.111	2.074	2,48%
Engineering firms, consultants, contractors	1.134	4.287	5.421	6,47%
Public administration, government & military	630	820	1.450	1,73%
Education	778	1.690	2.468	2,95%
Importer, dealers, distributors, of industrial products	882	1.752	2.634	3,14%
Others related to the field	1.303	12.058	13.361	15,95%
<b>TOTAL</b>	<b>30.731</b>	<b>53.039</b>	<b>83.770</b>	<b>100%</b>

Source: Publisher's Projection 2021

By geographical area	Print	Digital	Subscribers	%
Austria	510	345	855	1,02%
Baltic States	194	258	452	0,54%
Belgium	1.287	1.576	2.863	3,42%
Bulgaria	121	238	359	0,43%
Croatia	154	126	280	0,33%
Czech Republic	443	328	771	0,92%
Denmark	478	473	951	1,14%
Finland	289	393	682	0,81%
France	4.101	5.498	9.599	11,46%
Germany	6.857	7.107	13.964	16,67%
Greece	349	606	955	1,14%
Hungary	186	320	506	0,60%
Ireland	73	359	432	0,52%
Israel	295	495	790	0,94%
Italy	2.869	3.714	6.583	7,86%
Netherlands (The)	1.616	1.893	3.509	4,19%
Norway	225	276	501	0,60%
Poland	308	501	809	0,97%
Portugal	285	710	995	1,19%
Romania	440	625	1.065	1,27%
Russian Federation	237	239	476	0,57%
Serbia and Montenegro	112	202	314	0,37%
Slovenia	207	197	404	0,48%
Slovakia	238	146	384	0,46%
Spain	1.221	1.620	2.841	3,39%
Sweden	596	481	1.077	1,29%
Switzerland	884	711	1.595	1,90%
Turkey	739	1.146	1.885	2,25%
UK	4.976	6.479	11.455	13,67%
Other	441	15.977	16.418	19,60%
<b>TOTAL</b>	<b>30.731</b>	<b>53.039</b>	<b>83.770</b>	<b>100%</b>

By number of employees



By job function	Subscribers	%
General or Corporate Management	23.208	28%
Product Design Engineering	11.658	14%
System Design Engineering	5.568	7%
Production Engineering	5.108	6%
Test/Quality/Standard Engineering	3.022	4%
Operations/Maintenance Engineering	4.215	5%
Other Engineering	6.490	8%
Purchasing or Procurement	6.819	8%
Other Functions	17.682	21%
<b>TOTAL</b>	<b>83.770</b>	<b>100%</b>