

Contents and Specifications

PCN Europe is an essential source of information for professionals in the broad field of processing industries since 2004.

We are looking into different areas, reporting about new developments and trends in the field of Measurement and Instrumentation, e.g. sensors, transmitters, gauges and more. Also Motion Technology (motors, drives, handling equipment, hydraulics and pneumatics) as well as Pumps, Valves and Fittings and Processing Machinery is in the editorial focus of PCN Europe. With the increasing importance of Digitalization and Industry 4.0 for processing and faster innovation and product cycles, products solution and standards in the Automation and Communication are getting even more important and we will keep you informed about trends and evolutions. In each issue we focus on products and solutions for a different industry sector and its special requirements.

Language: English - Launched: 2004



62.812

Total subscribers

23.000

Website visitors per month

Main Topics

- Measurement & Instrumentation
- Automation & Communication
- Pumps, Valves & Compressors
- Processing Machinery
- Explosion Protection & Safety
- Equipment & Services
- Industry 4.0
- Maintenance

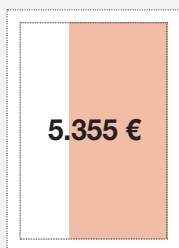
Advertisement Rates and Specifications



6.845 €

1/1 page

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



5.355 €

2/3 page vertical

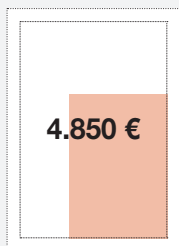
*119 x 259 mm



5.355 €

2/3 page horizontal

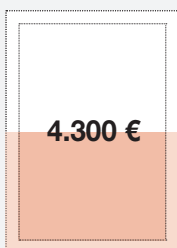
*180 x 171 mm



4.850 €

1/2 page island

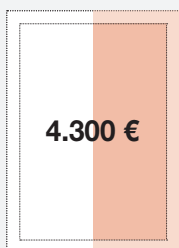
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4.300 €

1/2 page horizontal

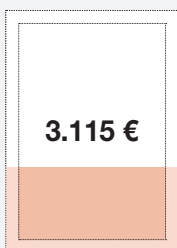
210 x 138 mm
+5 mm bleed
*180 x 125 mm



4.300 €

1/2 page vertical

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



3.115 €

1/3 page horizontal

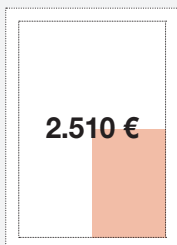
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*180 x 80 mm



3.115 €

1/3 page vertical

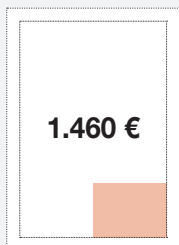
72 x 285 mm
+5 mm bleed
*57 x 259 mm



2.510 €

1/4 page

*88 x 125 mm



1.460 €

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



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Publishing Schedule 2019

| Issue | Focus | Shows/Events | Dates |
|--|--|--|--|
| 3 March Closing Date 08.02 Mailing Date 07.03 | Hannover Messe Focus Special: Food & Beverage Packaging Explosion Protection & Safety Process Control Networks | Salon Analyse Industrielle, Paris Interpharm, Berlin StocExpo Europe, Rotterdam Automaticon, Warsaw Hannover Messe, Hannover Powtech, Nuremberg Neftegaz, Moscow | 05-06.02 15-16.03 26-28.03 26-29.03 01-05.04 09-11.04 15-18.04 |
| 5 May Closing Date 05.04 Mailing Date 02.05 | Special: Chemical & Pharmaceutical Industry Medical Logistics 4.0 Industrial Biotechnology | PCiC Europe, Paris Cosmetic Business, Munich Sensor+Test, Nuremberg | 07-09.05 05-06.06 25-27.06 |
| 9 September Closing Date 30.08 Mailing Date 25.09 | Special: Cosmetics Process Modularization Laboratory Technology Motion & Control Technology | Fachpack, Nuremberg Solids, Rotterdam Ilmac, Basel | 24-26.09 02-03.10 24-27.09 |
| 11 November Closing Date 04.10 Mailing Date 05.11 | ADIPEC Focus Special: Oil & Gas Industry Filtration Technology Pumps, Valves & Compressors Measurement Technology | ADIPEC, Abu Dhabi Power-GEN Europe, Paris SPS IPC Drives, Nuremberg | 11-14.11 12-14.11 26-28.11 |







Readership Profile 2019

Print + Digital: Circulation 2019

| By industry | Print | Digital | Subscribers | % |
|--|---------------|---------------|---------------|-------------|
| Agricultural Chemicals | 89 | 122 | 211 | 0,34% |
| Cosmetics, Toilet Preparations | 31 | 58 | 89 | 0,14% |
| Energy, Water Supply, Waste Water Treatment | 2.244 | 2.180 | 4.424 | 7,04% |
| Engineering, Consulting, Subcontract Services | 5.668 | 6.863 | 12.531 | 19,95% |
| Food, Drinks, Tobacco | 4.133 | 1.990 | 6.123 | 9,75% |
| Industrial Chemicals | 6.773 | 4.670 | 11.443 | 18,22% |
| Lumber, Wood, Furniture & Fixtures | 1.144 | 638 | 1.782 | 2,84% |
| Oil, Gas, Petroleum Refining & Related Products | 1.032 | 1.591 | 2.623 | 4,18% |
| Paints, Varnishes, Lacquers & Allied Products | 118 | 99 | 217 | 0,35% |
| Paper, Printing & Allied Products | 2.015 | 1.279 | 3.294 | 5,24% |
| Pharmaceuticals | 228 | 348 | 576 | 0,92% |
| Plastic Materials and Synthetics | 967 | 1.109 | 2.076 | 3,31% |
| Primary Metals Industries | 1.683 | 1.170 | 2.853 | 4,54% |
| Rubber & Plastic Products | 843 | 970 | 1.813 | 2,89% |
| Sealants, Explosives, Ink, Carbon, Chemical Products | 144 | 135 | 279 | 0,44% |
| Soap, Detergents, Cleaning Products, Perfumes | 104 | 123 | 227 | 0,36% |
| Stone, Clay, Glass & Concrete Products | 996 | 694 | 1.690 | 2,69% |
| Textile, Apparel, Leather | 2.113 | 1.155 | 3.268 | 5,20% |
| Others related to the field | 2.893 | 4.400 | 7.293 | 11,61% |
| TOTAL | 33.218 | 29.594 | 62.812 | 100% |

Source: Publisher's Projection 2019

| By geographical area | Print | Digital | Subscribers | % |
|----------------------------------|---------------|---------------|---------------|---------------|
| Austria | 233 | 287 | 520 | 0,83% |
| Belgium | 1.669 | 2.112 | 3.781 | 6,02% |
| Czech Republic | 88 | 90 | 178 | 0,28% |
| Denmark | 144 | 159 | 303 | 0,48% |
| Finland | 121 | 128 | 249 | 0,40% |
| France | 7.123 | 6.896 | 14.019 | 22,32% |
| Germany | 3.818 | 3.875 | 7.693 | 12,25% |
| Greece | 350 | 377 | 727 | 1,16% |
| Hungary | 75 | 44 | 119 | 0,19% |
| Ireland | 316 | 352 | 668 | 1,06% |
| Italy | 3.115 | 3.885 | 7.000 | 11,14% |
| Netherlands (The) | 1.019 | 1.186 | 2.205 | 3,51% |
| Norway | 120 | 147 | 267 | 0,43% |
| Poland | 133 | 167 | 300 | 0,48% |
| Portugal | 449 | 500 | 949 | 1,51% |
| Spain | 1.671 | 2.619 | 4.290 | 6,83% |
| Sweden | 221 | 226 | 447 | 0,71% |
| Switzerland | 440 | 432 | 872 | 1,39% |
| Turkey | 412 | 414 | 826 | 1,32% |
| UK | 2.886 | 3.874 | 6.760 | 10,76% |
| Extra-Europe Distribution | 8.815 | 1.824 | 10.639 | 16,94% |
| Total | 33.218 | 29.594 | 62.812 | 100% |

| By job function | Subscribers | % |
|--|---------------|-------------|
| Engineering  | 19.944 | 31,75% |
| General & Corporate Management  | 12.916 | 20,56% |
| Others  | 12.841 | 20,44% |
| Plant Operations, Maintenance, Quality Control  | 6.736 | 10,72% |
| Purchasing  | 6.508 | 10,36% |
| Research & Development  | 3.867 | 6,16% |
| TOTAL | 62.812 | 100% |