

2022 | RATE CARD

Targeted Marketing for the Industry
PRINT - DIGITAL - EVENTS

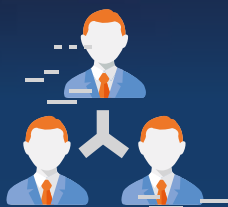


AUTOMATION | PROCESS CONTROL | INDUSTRY 4.0 | ARTIFICIAL INTELLIGENCE |
MAINTENANCE | SENSOR TECHNOLOGY | TEST & MEASUREMENT | SAFETY |
LOGISTICS | HYDRAULICS | PNEUMATICS | ENERGY EFFICIENCY | ELECTRONICS

Impactful and cost-effective.

Our websites offer access to all magazine articles, to thousands of suppliers, and to a custom-made search engine focusing solely on industry.

A wide range of display advertising and sponsored content options are available, to increase your company and product visibility among potential clients and to generate extra qualified leads.



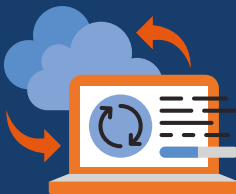
over 3,6 million
website visitors annually



over 2,5 million
unique visitors annually



2:30 minutes
visit duration



4 pages
per visits



over 100.000
newsletter subscribers

Website Display Advertising Options

All TIMGlobal Media websites are truly responsive, making them suited for desktop, tablet and smartphone access.

1.

TOP LEADERBOARD

728 x 90 pixels

In rotation with max. **3** other advertisers. Presence on all pages

9.

SPLASH

800 x 600 or
1000 x 800 pixels

Displayed upon entering the website, max. **Once** per day per visitor, **only 1** items

2/3.

RECTANGLE/VIDEO

300 x 250 pixels

In rotation with max. **4** other advertisers. Presence on all pages

4.

HALF-RECTANGLE

300 x 90 pixels

In rotation with max. **3** other advertisers. Presence on all pages

8.

SKIN (*)

1920 x 800 pixels

Appears behind the content of the website, only one item (*) with 1178 px width **TRANSPARENT** area in the middle (website width)

7.

IN-PAGE LEADERBOARD

728 x 90 pixels

In rotation with max. **3** other advertisers. Presence on all pages

6.

VERTICAL BANNER

300 x 600 pixels

In rotation with max. **3** other advertisers. Presence on all pages

5.

BUTTON

120 x 120 pixels

In rotation with max. **3** other advertisers. Presence on all pages

Specification

Online adverts must be provided with destination URL

• Banner specification

Format: Jpg, Png, Gif.
File size: max size 500 KB

• Skin specification

Format: Jpg, Png, Gif.
File size: max size 2 MB

• Video specification

Format: MOV, MPEG4, MP4, AVI,
WMV, MPEGPS, FLV, 3GPP, WebM
File size: max 30 sec.

Minimum resolution required: 72 dpi

Monthly Rates

	Euro, excl. VAT	IEN EU	PCNE	AI IEN	IEN D-A-CH	PEI	IEN ITA	EDT	Manutenzione	CMI
1	Top Leaderboard	2 500	1 800	1 000	1 800	1 800	1 300	800	1 300	1 300
2 3	Rectangle/Video	2 150	1 500	900	1 500	1 500	1 150	650	1 150	1 150
4	Half Rectangle	950	700	450	700	700	550	300	550	550
5	Button	750	500	250	500	500	350	250	350	350
6	Vertical Banner	3 250	2 250	1 250	2 250	2 250	1 700	1 000	1 700	1 700
7	In-page Leaderboards	2 000	1 350	800	1 350	1 350	1 050	600	1 050	1 050

Weekly Rates

8	Skin	3 800	3 000	1 650	3 000	3 000	2 150	1 350	2 150	2 150
9	Splash	4 500	3 250	1 900	3 250	3 250	2 500	1 500	2 500	2 500

2022 rates (Euro, excl. VAT)



Mobile Advertising Opportunities

Complete your online presence or buy the mobile ad version at the following rates:

1.



MOBILE BANNER LARGE

dimensions: 320 x 160 px

Leaderboard

dimensions: 728 x 90 px

2.



MOBILE SPLASH

dimensions: 320 x 640 px

Splash

dimensions: 800 x 600 px

3.



MOBILE HIGH IMPACT AD

dimensions: 320 x 320 px

Rectangle

dimensions: 300 x 250 px

4.



MOBILE CONTENT VIDEO AD

dimensions: all formats available

Video

dimensions: 300 x 250 px



Specifications

	Ad format	Mobile Ad Format	Mobile Ad Dimensions (pixels)	File type	Destination URL
1	Leaderboard	Mobile Banner Large	320 x 160	Jpg, Png, Gif - Max 250 Kb	yes
2	Splash	Mobile Splash	320 x 640	Jpg, Png, Gif - Max 250 Kb	yes
3	Rectangle	Mobile High Impact Ad	320 x 320	Jpg, Png, Gif - Max 250 Kb	yes
4	Video	Mobile Content Video Ad	all formats available	MOV, MPEG4, MP4, AVI, WMV, MPEGPS, FLV, 3GPP, WebM - max 30 sec.	no

All advertisements may be in rotation with other advertisers.

Monthly Rates

	Ad format	Mobile Ad Format	IEN EU	PCNE	IEN D-A-CH	PEI	IEN ITA	EDT	Manutenzione	CMI
1	Leaderboard	Mobile Banner Large	1 150	900	750	900	600	400	600	600
2	Splash	Mobile Splash	2 250	2 000	1 650	2 000	1 400	900	1 400	1 400
3	Rectangle	Mobile High Impact Ad	700	500	450	500	350	250	350	350
4	Video	Mobile Content Video Ad	1 250	1 000	900	1 000	700	500	700	700

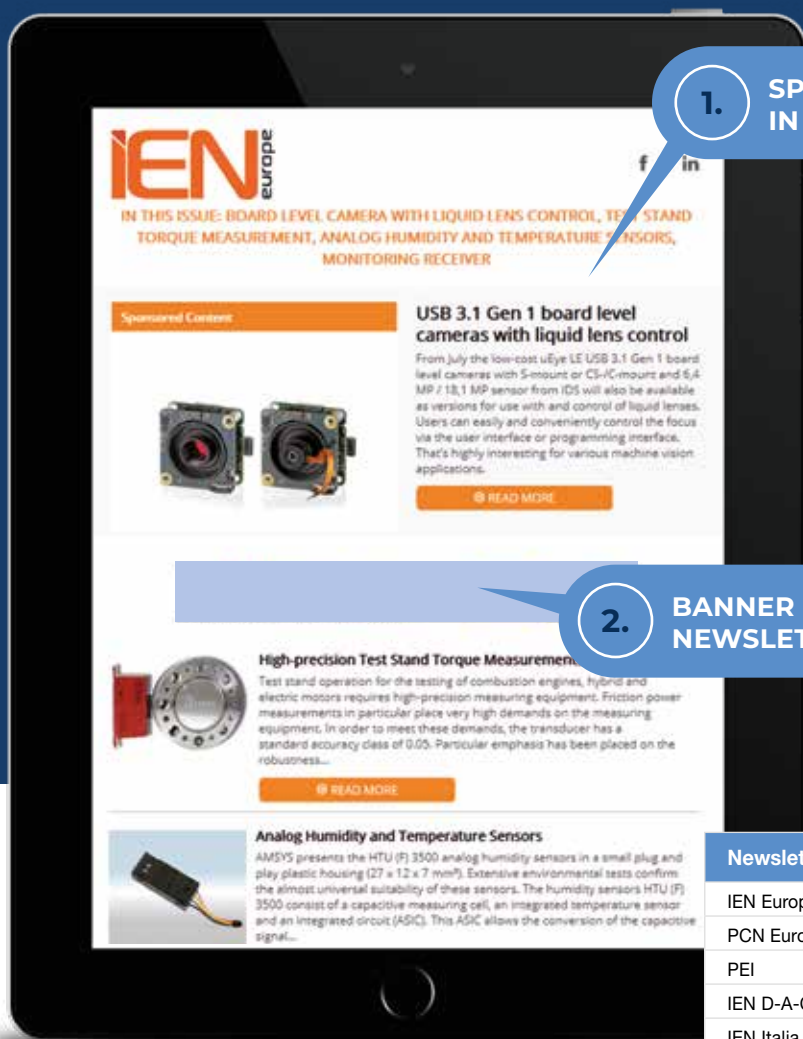
2022 rates (Euro, excl. VAT)

Newsletters

The best way to keep you informed about the latest industry news, technology articles and the most recent products from every industrial sector/area.

The newsletter consists of products, industry news, flash products, white papers, interviews and application. Each product and each news displayed in the newsletter has been previously published on our websites.

Thanks to this condition, each product is linked to the related article online. This guarantees two different audiences: firstly our digital database, and secondly our websites users. The newsletter is sent twice a month.



1. SPONSORED CONTENT IN NEWSLETTER

• Material specifications:

Title: 50 characters max.; Subtitle: 50 characters max.
Description: 500 to 1000 characters incl. spaces; keywords.
Square image: 500 x 500 px, PNG, JPG (72 dpi).
Product Category (Topic).
Recommended on website: datasheet (PDF) and/or video (MPG, AVI, MOV, Youtube).

2. BANNER IN NEWSLETTER

• Material specifications:

Banner: 468 x 60 px (JPG, PNG, GIF, no Flash - GIF format only for Web e-mail clients), 72 dpi, max 80 Kb.
Link to your homepage or product page.

Newsletters	Subscribers	Open rate
IEEN Europe	40.333	14%
PCN Europe	16.291	13%
PEI	18.478	16%
IEEN D-A-CH	14.343	13%
IEEN Italia	5.877	13%
Manutenzione & Asset Management	2.945	16%
CMI Costruzione E Manutenzione Impianti	4.175	14%
Endüstri Dünyası	7.578	14%

Rates

	Euro, excl. VAT	IEEN EU	PCNE	IEEN D-A-CH	PEI	IEEN ITA	EDT	Manutenzione	CMI
1	Sponsored Content in Newsletter	1 800	1 500	1 200	1 800	1 000	1 000	1 000	1 000
2	Banner in Newsletter	1 200	1 000	880	1 200	880	500	880	880

2022 rates (Euro, excl. VAT)

Topical E-Mailings

The strongest way to promote your products and the most effective tool to generate qualified leads through targeting opt-in subscribers

The Topical E-Mailing consists of 6-12 products. A short text including illustration describes the main features of each product. Additional multi-media elements (data sheet download or video) are optional. Interested recipients can directly request further information. Each Topical e-Alert (at least

one shot per month) corresponds to a specific and qualified database with thousands of subscribers.

One month's presence in the "Product in Spotlight" section on the homepage, in rotation with other advertisers, and 12 months' presence in the "Products" listing.

SPONSORED CONTENT IN TOPICAL E-MAILINGS

• Material specifications:

Title: 50 characters max.;

Subtitle: 50 characters max.

Description: 500 to 1000 characters incl. spaces; keywords.

Square image: 500 x 500 px, PNG, JPG (72 dpi).

Product Category (Topic).

Recommended on website: data-sheet (PDF) and/or video (MPG, AVI, MOV, Youtube).





"PRODUCT IN SPOTLIGHT" SECTION

Rates


Euro, excl. VAT	 IEN EU	 PCNE	 IEN D-A-CH	 PEI	 IEN ITA	 EDT	 Manutenzione	 CMI
Sponsored Content in Topical E-Mailings	2 200	1 900	1 700	1 800	1 300	1 000	1 200	1 200







2022 rates (Euro, excl. VAT)


 Subscribers for Topic	IEN EU
Hydraulics & Pneumatics	23.973
Automation	26.996
Electronics - Electricity	27.431
Industrial Supply	27.212
Motors & Drives	33.116
Sensor Technology	27.572
Test & Measurement	27.696
Industry 4.0	38.464
Energy	38.353
Vision	38.604
Artificial Intelligence	20.447


 Subscribers for Topic	PCNE
Automation & Communication	2.886
Equipment & Services	2.691
Measurement & Instrumentation	2.789
Processing Machinery	2.941
Pumps, Valves & Compressors	2.536
Explosion Protection & Safety	2.998
Industry 4.0	2.971
Maintenance	2.563


 Subscribers for Topic	IEN D-A-CH
Motoren - Antriebstechnik / Motors and Drives	3.516
Automatisierungstechnik / Factory Automation	4.017
Elektronik - Elektrik / Electronics - Electrical Components	3.749
Industrie Equipment / Industrial Equipment	3.104
Messtechnik / Measurement and Testing	3.870
Sensorik / Sensors	3.676
Hydraulik - Pneumatik / Hydraulics & Pneumatics	5.284
Sicherheit - Industrieversorgung / Safety - Industrial supply	5.331
Industrie 4.0 / Industry 4.0	5.316

 Subscribers for Topic	Manutenzione
Fluid Engineering / Fluid Engineering	2.558
Manutenzione Meccanica / Mechanical Maintenance	1.563
Manutenzione Elettrica / Electrical Maintenance	1.423
Strumentazione & Controllo / Control & Instrumentation	2.247
Manutenzione & ICT / Maintenance & ICT	2.369
Utensili & Attrezzature / Tools and Equipment	2.440
Manutenzione 4.0 / Maintenance 4.0	2.680

 Topics	CMI
Accessori e Materiali di Consumo / Accessories and Industrial Consumer Products	
Automazione / Automation	
Circolazione Fluidi / Fluid Handling	
Componenti / Components	
Industria 4.0 / Industry 4.0	
Servizi / Services	
Strumentazione & Controllo / Instrumentation & Monitoring	

 Subscribers for Topic	PEI
Automatisation / Automation	7.004
Capteurs & Transmetteurs / Sensors & Transducers	7.006
Composants Hydrauliques & Pneumatiques / Hydraulic & Pneumatic	5.900
Composants Mécaniques / Mechanical	9.282
Electricité & Electronique / Electricity & Industrial Electronics	7.332
Informatique Industrielle / Industrial Computers	6.308
Logistique & Fournitures Industrielles / Logistics and Industrial Supplies	5.467
Moteurs & Entraînements / Motors and Drives	6.025
Production & Fabrication / Production Equipment	5.657
Protection et Sécurité / Safety	9.079
Mesures & Contrôles / Test and Measurement	6.712
Catalogues / Catalogs	9.296
Equipements de Vision, Caméras / Vision	9.274
Industrie 4.0 / Industry 4.0	9.342

 Subscribers for Topic	IEN ITA
Automazione / Automation	1.988
Elettronica & Componenti Elettrici / Electronics - Electrical Components	1.943
Motori & Azionamenti / Motors & Drives	1.697
Idraulica & Pneumatica / Hydraulics and Pneumatics	1.477
Test & Measurement / Test and Measurement	1.768
Accessori e Materiali di Consumo / Accessories and Consumables	1.648
Industria 4.0 / Industry 4.0	2.377
Energia / Energy	2.338
Sistemi di Visione / Vision	2.306
Stampa 3D / 3D Printing	2.295

 Subscribers for Topic	EDT
Endüstriyel Malzemeler - Ekipmanlar / Industrial Equipment	3.630
Elektronik - Elektrik / Electronics - Electrical Components	2.594
Otomasyon - Robotik / Automation - Robotics	2.939
Hareket ve güç İletimi / Motion Control	2.337
Hidrolik - Pnömatik / Hydraulics & Pneumatics	2.286
Sensör Teknolojisi / Sensors & Transducers	2.809
Test - Ölçüm / Test and Measurement	2.731
Makineler ve Aletler / Machines & Tools	2.189
Endüstri 4.0 / Industry 4.0	5.227
3b Baskı / Additive Manufacturing	2.388

WEBMag

A totally digital version available on our website

The WEBMag was born as a special edition dedicated to such important exhibitions as Hannover Messe and SPS Nuremberg.

This is a specific tool created in order to give more visibility to our partners who participate to these significant events.

In fact, thanks to the conciseness of this edition, to interactive videos and to the high visibility given to advertisements, the WEBMag is an essential showcase for industry players.

The WEBMag has now a new graphic design, for easier access to information and contents: exclusive interviews, datasheets, articles, news and events.

- The IEN Europe WEBMag will be released in April, November and December (see page 13).
- The IEN D-A-CH WEBMag will be released in April, November and December (see page 21).











- The Endüstri Dünyası WEBMag will be released in July/August and December (see page 33). Additionally, the AI IEN (Artificial Intelligence for Industry), first released September 2019, will be published every other month as of 2022.

AI IEN WEBMAG - PUBLISHING SCHEDULE 2022

Issue	Focus	Shows/Events	Dates
1 January/February	AI in Automation & Robotics	The RE•WORK Deep Learning Summit, San Francisco JETZT Artificial Intelligence, Vienna CCEAI 2022, Sapporo Intelligent Health AI, London	17-18.02 TBD 06-08.01 09-10.02
2 March/April	AI & Cybersecurity	AI & Big Data Expo, London Hannover Messe, Hannover International Conference and Expo on Robotics & Artificial Intelligence, Roma RAAI, Singapore Big Data & AI World, London ICISAI 2022, London	17-18.03 25-29.04 24-25.03 14-16.04 02-03.03 11-12.03
3 May/June	AI & Blockchain Technology	World Summit AI Americas, Montreal AI World Congress London.ai, London ECAI 2020 : 24th European Conference on Artificial Intelligence, Santiago de Compostela International Conference on Artificial Intelligence for Robotics ICAIR	04-05.05 TBD TBD 23-29.07 14-16.07
4 Sept/Oct	AI & Machine Learning	AI Convention Europe, Brussels IoT Mobility Europe, Brussels MACHINA Summit.AI, London 6th Intelligent Automation World Summit, Germany Big-Data.AI Summit, Berlin	01-08.12 TBD TBD TBD 14-15.09
5 Nov/Dec	AIoT	4th RPA & AI for BSFI, London SPS Smart Production Solutions, Nuremberg Third Annual AI for Good Summit, Seattle AI & Big Data Expo Europe 2021, Amsterdam	TBD TBD 10-11.11 TBD

Rates

Ad format	 IEN EU	 AI IEN	 IEN D-A-CH	 EDT
Specifications as the related print issues				
1/1 page	5 000	5 000	3 500	950
2/3 page vertical	4 200	4 200	2 400	700
2/3 page horizontal	4 200	4 200	2 400	700
1/2 page island	3 800	3 800	2 100	650
1/2 page horizontal	3 600	3 600	1 900	600

Ad format	 IEN EU	 AI IEN	 IEN D-A-CH	 EDT
Specifications as the related print issues				
1/2 page vertical	3 600	3 600	1 900	600
1/3 page horizontal	2 100	2 100	1 200	500
1/3 page vertical	2 100	2 100	1 200	500
1/4 page	1 400	1 400	950	350
1/8 page	750	750	550	

2022 rates (Euro, excl. VAT)

White Papers

Our websites offer an effective platform that gives the opportunity to promote white papers and generate leads

Downloadable solely by registered users, the white papers receive extensive promotion with presence on the homepage, prime positioning within search results and on directory pages as well as presence in the white papers section, newsletters and topical e-Alerts.

Main Benefits

- Helps building brand awareness
- Helps educate potential buyers
- Assists with purchasing decisions

Annual Rates

White Paper	Rates in Euro/Year
Euro, excl. VAT	2 850

WHITE PAPERS

• Material specifications:

White paper in MS Word or PDF format. A descriptive text presenting your white paper, up to 1.000 characters. Up to 10 keywords. Title: 50 characters max., 3 words min. Subtitle: 50 characters max. Square image: 500 x 500 px, PNG, JPG (72 dpi).



Catalogues

Catalogues are published twice a year in a dedicated section within magazines.

Your catalogue, brochure or website is promoted through an advert in 1/4-page format.

IEN D-A-CH Katalog Distributor: May and October

IEN Europe Catalogue: May and October

NCI (Nouveaux Catalogues Industriels): June and December

Katalog Tanitim: April and October

Online showcase

All catalogues will also be displayed in a dedicated section of the following websites:

- www.iem.eu/catalogues
- www.iem-dach.de/katalogdistributor
- www.pei-france.com/catalogues
- www.endustri-dunyasi.com/katalogtanitim

This online advert can be enhanced with a deep link to your company webpage where e.g. the catalogue can be found.



Rates

Euro, excl. VAT	Katalog Distributor 	NCI 	Katalog Tanitim 	IEN EU Catalogue 
Print + Web + e-Alert	1 100	1 000	1 100	1 100

2022 rates (Euro, excl. VAT)

E-mail presentation

All catalogues are promoted via two direct e-mailings: a general e-alert inviting readers to view the last issue and an e-alert

presenting all catalogues and websites from the latest issue. Readers can request a copy of catalogues directly from the e-mail.

ProPacks

(on-line sponsored contents)

Sponsored content on websites enables suppliers to present their new products and solutions to industrial professionals across Europe. Company can choose 1, 5 or 10 products (ProPack1, ProPack5, ProPack10).

The ProPack includes a Company profile in directory with

full address, company logo, telephone/fax number and the website's URL.

One month's presence in homepage, in rotation with other advertisers, 12 months' presence in the "Premium Position" and prime positioning within search results.

• Material specifications for each product

Title: 50 characters max., 3 words min. Subtitle: 50 characters max., 5 words min. that examine the product more.

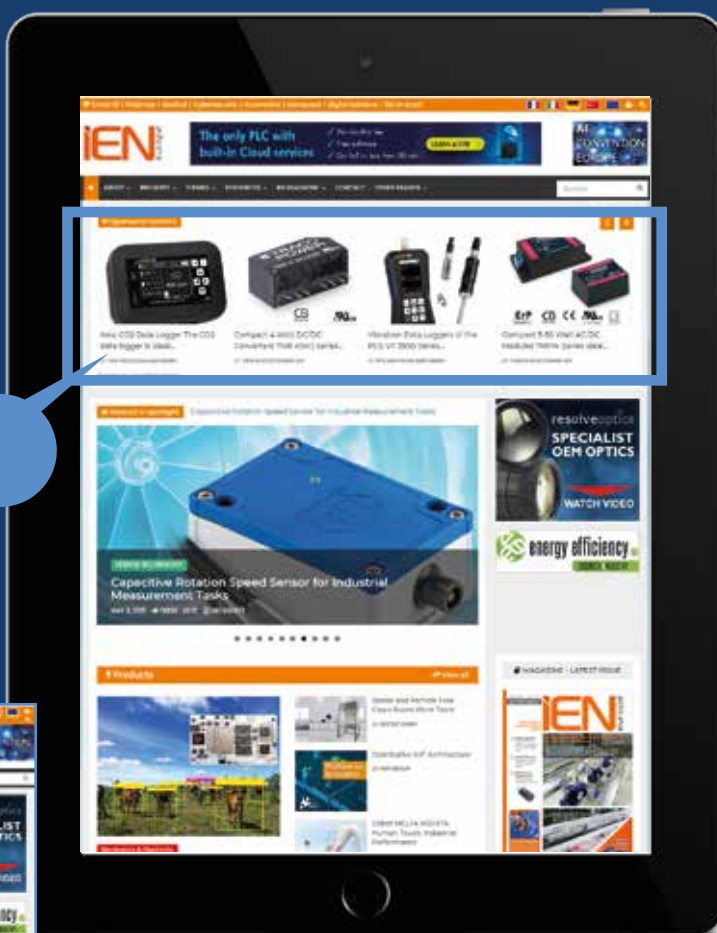
Description: up to 1000 characters incl. spaces; keywords (20 max.). Product Category.

Square image: 500 x 500 px, PNG, JPG (72 dpi).

Recommended on website: datasheet (PDF)

and/or video (MPG, AVI, MOV, Youtube)

ON-LINE SPONSORED CONTENTS







• Material specifications for Company Profile

Logo 310 x 200 px, PNG, JPG (72 dpi).

Company description 200 char. max, no formatting.

PRIME POSITIONING WITHIN SEARCH RESULTS

Annual Rates

Euro, excl. VAT	 IEN EU	 PCNE	 IEN D-A-CH	 PEI	 IEN ITA	 EDT	 Manutenzione	 CMI
1 product	2 000	1 700	1 500	1 700	1 200	800	1 200	1 200
2 to 5 products	3 800	3 200	2 700	3 200	2 200	1 100	2 200	2 200
6 to 10 products	5 500	4 700	4 100	4 700	3 200	1 500	3 200	3 200

2022 rates (Euro, excl. VAT)

Webinars

TIMGlobal Media helps you get in touch with your potential customer even remotely!

With our modular webinar service we provide:

- Qualified **databases** (including international ones) to promote your virtual event
- Webinar **platform** with multiple features (such as screensharing, virtual whiteboard, chat with participants ect.)
- **Visibility** on our channels before, during and after the live date.

The entire webinar production process is completely turnkey. We prepare all marketing materials and generate leads from our pool of influential contacts including industrial designers, manufacturing executives as well as processing professionals. Our audience watch webinars to get the latest information on new technologies, applications and products across topics for the processing and industrial world. By enlisting your subject matter experts, we can build exclusive content that attendees can't get anywhere else.

Present in a 45-minute interactive format that includes a 15-minute Q&A session. You can track engagement metrics

through resource downloads and surveys. Our sophisticated reporting dashboards allow you to analyze and nurture your top sales targets and get the 2022 sales cycle rolling

Technical specifications

The webinar is promoted via mailings campaign (3-4 shots before the event) to the full database or to specific targets (i.e. selected by job function, by company size etc.)

The webinar remains online 1 year, during which it is promoted via customized banners, industry news and social media, in order to generate leads.

The video recording, available on demand, is shared with the customer after the live date: it is an important added value, permitting the customer to promote it in further campaigns.

Contact our Sales Office (See page 48) for pricing and specs or to make your reservations on the open available dates, no matter your location or time zone!



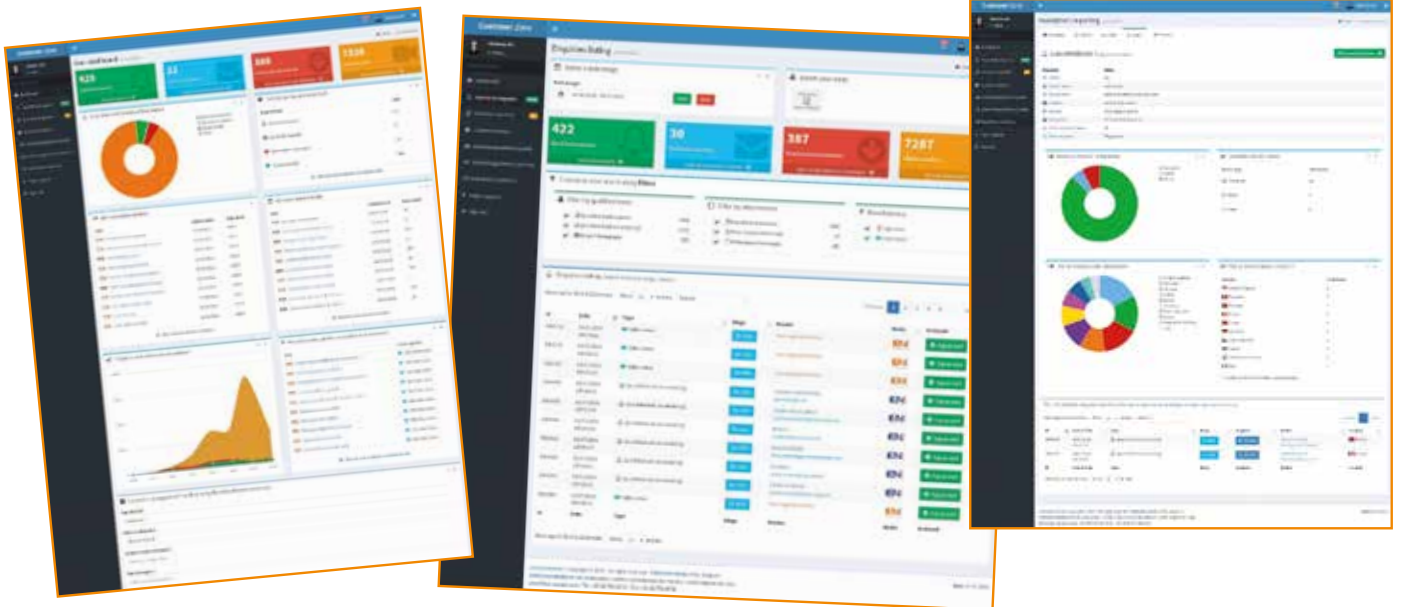
Direct access to your marketing results

TIMLAB Customer Zone™ allows you to measure the ROI of your marketing campaigns.

Your dashboard gives you, at a glance, an overview of your:

- Total number of pages read (web & e-mail campaigns)
- Total number of viewer actions (clicks, inquiries, downloads, video views, etc.)
- Total contents published
- Total leads generated through both print and digital media.

Via your dashboard you can directly view and download each sales lead generated by any of TIMGlobal Media's brands. E-mail alerts and live notifications are sent to you each time an inquiry occurs.



How we generate LEADS:





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AI Events & Webinars

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Tel: +33 1 842 00 300

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