

# 2027 | 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

## INDUSTRY NEVER STOPS. NEITHER DO WE.

For more than 50 years, TIMGlobal Media has connected industrial professionals with the technologies, companies and people shaping manufacturing and process industries.

Today, that connection goes far beyond the printed page.

Across our international network of specialist media, editorial content, digital publishing, newsletters, social media and video work together to create an **always-on industrial media ecosystem**, reaching more than 350,000 professionals in **five languages across Europe and beyond**.

Our network combines **pan-European coverage with media firmly established in their respective markets – France, Italy, Germany and Türkiye**. This allows industrial companies to communicate on a European scale while remaining close to their local audiences.

### WHERE INDUSTRY HAPPENS

Industrial communication is changing. So are we.

Our growing LinkedIn communities for IEN Europe and PEI France combine trusted technical content with original posts, expert insights and short interviews produced **where industry meets: at trade shows, events and directly with industry players**.

PEI France, for instance, is also exploring Instagram and TikTok as new ways to bring industrial technologies to **young professionals and the future generations who will join the industry**.

This outreach will also extend to schools and educational institutions, bringing students closer to industrial technologies and the companies behind them. It is a long-term commitment to sharing industrial knowledge and ensuring that our media **remain trusted references for the generations to come**.

### BEYOND THE SHOW FLOOR

An interview recorded at a trade show can become a social video. A product launch can live on through editorial coverage and newsletters. A technical article remains searchable long after publication.

**EXPO Channel** builds on this approach, extending trade-show communication before, during and after the event.

And through our **TIMLAB Customer Zone**, advertisers can track campaign performance, engagement and leads 24/7.

Because industrial media in 2027 is no longer about choosing between **print, digital, social media, video or events**.



Orhan Erenberk,  
President & Editorial Director  
o.erenberk@tim-europe.com

It is about making them work together.



INDUSTRIAL CONTENT

CONNECTED AUDIENCES

MEASURABLE IMPACT

- 2** Our Vision
- 4** Magazine & Website Overview & Audience
- 8** Events
- 9** Trade Shows
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- 15** PEI France
- 17** IEN D-A-CH
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### **GDPR Compliance Statement Brussels, May 25, 2018**

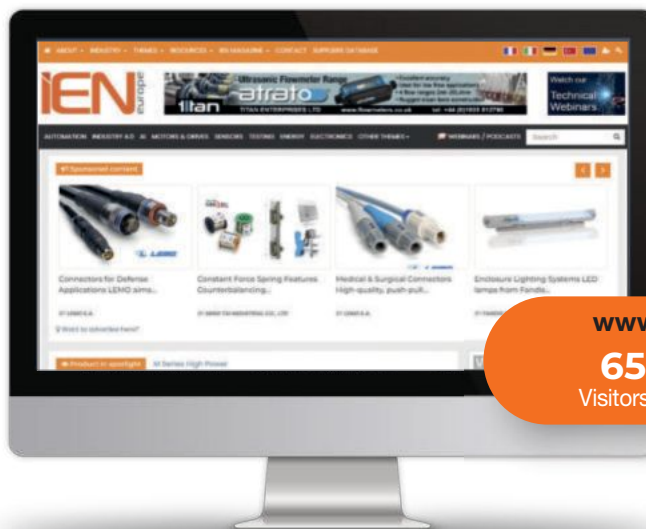
- All our data bases have always been based on subscription request
- All our data bases are fully encrypted for enhanced security
- All our data bases are directly managed by our company
- All our subscriber data bases are stored on our own servers at a world class provider's premises physically located in France
- Since July 2017, all our e-mailings go via a European GDPR-certified e-mail provider
- Since 2008, specific opt-ins are requested for e-newsletters, digital publication, topical e-mailings and third party e-mailings
- A double opt-in and subscriber e-mail verification system has now also been put in place
- All online subscriber registration forms have been updated to comply with GDPR
- All lead generation mechanisms have been updated to contain clear subscriber consent to be contacted for follow-up of his/her inquiry
- At any given time, subscribers may also opt-out and manage their profile on-line as they wish
- Privacy policy and cookie consent policy have been updated

<https://www.ien.eu/privacy-policy/>

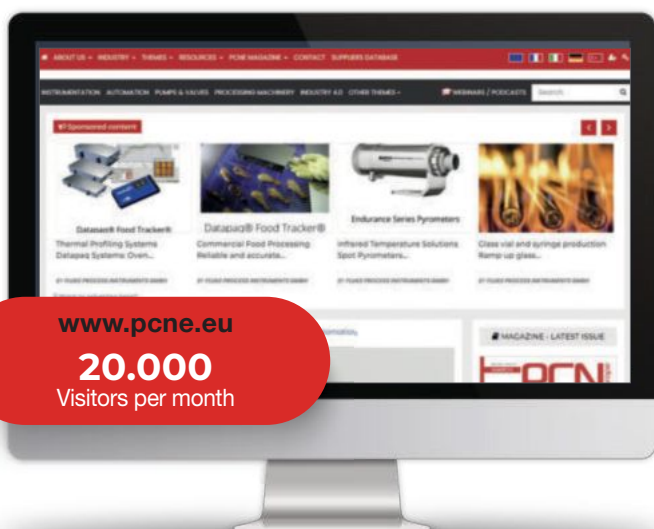
## MAGAZINES AND WEBSITE OVERVIEW & AUDIENCE



 Total subscribers: **54.114**  
Language: English  
Launched: 1975



**www.ien.eu**  
**65.000**  
Visitors per month



**www.pcni.eu**  
**20.000**  
Visitors per month



**WEBMag + online**  
**17.183**  
readers distribution



 Total subscribers: **37.099**  
Language: French  
Launched: 1989



**www.pei-france.com**  
**60.000**  
Visitors per month



 Total subscribers: **35.048**  
Language: German  
Launched: 1982



[www.ien-dach.de](http://www.ien-dach.de)

**25.000**  
Visitors per month



[www.ien-italia.eu](http://www.ien-italia.eu)

**40.000**  
Visitors per month



 Total subscribers: **20.986**  
Language: Italian  
Launched: 1999



 Total subscribers: **7.587**  
Language: Italian  
Launched: 2007



[www.distributore-industriale.it](http://www.distributore-industriale.it)

**5.000**  
Visitors per month

## MAGAZINES AND WEBSITE OVERVIEW & AUDIENCE



[www.manutenzione-online.com](http://www.manutenzione-online.com)

**10.000**

Visitors per month



[www.rivistacmi.it](http://www.rivistacmi.it)

**7.000**

Visitors per month

 **Total subscribers: 9.979**  
**Language: Italian**  
**Launched: 1999**



[www.endustri-dunyasi.com](http://www.endustri-dunyasi.com)

**28.000**

Visitors per month



 **Total subscribers: 31.419**  
**Language: Turkish**  
**Launched: 2007**



**IENT Europe  
WEBMag Circulation**  
**37.000** Readers



**IENT D-A-CH  
WEBMag Circulation**  
**13.000** Readers



**PEI  
WEBMag Circulation**  
**17.000** Readers



**Endüstri Dünyası  
WEBMag Circulation**  
**7.000** Readers



**IENT Italia  
WEBMag Circulation**  
**10.000** Readers



***We organize and partner with events all over the world***



**CONGRESS**

**WEBINAR**



**EXHIBITION**

## TIMGlobal Media will be present at the following trade shows:



**SEPEM**  
Rouen  
24-26 January



**WAM Morocco**  
Casablanca  
26-28 January



**A&T Automation & Testing**  
Turin  
10-12 February



**WAM Saudi**  
Riyadh  
February (TBD)



**MECSPE**  
Bologna  
3-5 March



**Key Energy**  
Rimini  
10-12 March



**Global Industrie**  
Lyon  
15-18 March



**Embedded World**  
Nürnberg  
16-18 March



**LogiMAT**  
Stuttgart  
16-18 March



**Hannover Messe**  
Hannover  
5-8 April



**Tech for Industry Show**  
Paris  
19-20 May



**Gisec Global**  
Dubai  
5-7 May



**Sensor+Test**  
Nürnberg  
11-13 May



**PCIM Europe**  
Nürnberg  
11-13 May



**SPS Italia**  
Parma  
25-27 May



**Automotive Testing Expo**  
Stuttgart  
2-3 June



**WIN Eurasia**  
Istanbul  
2-5 June



**SEPEM**  
Martigues  
8-9 June



**Drives and Controls**  
Birmingham  
9-10 June



**Micronora Americas**  
Montreal  
14-16 September



**SIDO**  
Lyon  
15-16 September



**SEPEM**  
Colmar  
21-23 September



**MIAC**  
Lucca  
October (TBD)



**SEPEM**  
Angers  
12-14 October



**Formnext**  
Frankfurt  
26-29 October



**A&T Automation & Testing**  
Vicenza  
November (TBD)



**ADIPEC**  
Abu Dhabi  
November (TBD)



**Productronica**  
Munich  
16-19 November



**SPS smart production solutions**  
Nürnberg  
23-25 November

**Special newsletters are scheduled before, during and after the main trade shows.**  
**Promote your participation with a sponsored content!**

For specs and rates see page 35.

**NEW!** Check our new Expo Channel, see pages 43-44



## IEN Europe: Leading Industrial Innovation Since 1975

For 50 years, **IEN Europe (Industrial Engineering News)** has been the trusted source for industrial decision-makers across Europe. From cutting-edge products to breakthrough solutions, we deliver the insights that drive the B2B market.

With a dedicated readership, we connect designers and executives with the latest in industrial innovation. As industries evolve through digitalization, IEN Europe stays ahead, offering exclusive content that addresses the key challenges facing hybrid, process, and discrete manufacturing sectors.

Thanks to the integration of **PCN Europe**, we also cover the specific needs of the process industry—both in print and through the **PCN Europe WebMag**.

This year, we focus on **Industrial IoT, Energy Efficiency, and AI in Production**, highlighting innovations like software-defined automation, smart factories, and robotics. At IEN Europe, we're committed to helping you navigate the future of industry.

Language: English - Launched: 1975

**54.114**

Total  
subscribers

**65.000**

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
- Artificial Intelligence

## Advertisement Rates and Specifications

|                                                                                                         |                                                                                                          |                                                                                                        |                                                                       |                                                                                                            |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <p><b>8.000 €</b></p> <p><b>1/1 page</b><br/>210 x 285 mm<br/>+5 mm bleed<br/>*180 x 259 mm</p>         | <p><b>6.500 €</b></p> <p><b>2/3 page vertical</b><br/>*119 x 259 mm</p>                                  | <p><b>6.500 €</b></p> <p><b>2/3 page horizontal</b><br/>*180 x 171 mm</p>                              | <p><b>5.000 €</b></p> <p><b>1/2 page island</b><br/>*119 x 170 mm</p> | <p><b>4.500 €</b></p> <p><b>1/2 page horizontal</b><br/>210 x 138 mm<br/>+5 mm bleed<br/>*180 x 125 mm</p> |
| <p><b>4.500 €</b></p> <p><b>1/2 page vertical</b><br/>103 x 285 mm<br/>+5 mm bleed<br/>*88 x 259 mm</p> | <p><b>3.500 €</b></p> <p><b>1/3 page horizontal</b><br/>210 x 98 mm<br/>+5 mm bleed<br/>*180 x 80 mm</p> | <p><b>3.500 €</b></p> <p><b>1/3 page vertical</b><br/>72 x 285 mm<br/>+5 mm bleed<br/>*57 x 259 mm</p> | <p><b>2.500 €</b></p> <p><b>1/4 page</b><br/>*88 x 125 mm</p>         | <p><b>1.300 €</b></p> <p><b>1/8 page</b><br/>*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/Event                                                                                                                                                        | Dates                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>1 January</b><br><br><br><br>Closing Date 08.01<br>Mailing Date 18.01     | Communication and Networks<br>Intelligent Motors & Drives<br><br>Remote Measurement and Control Products<br>Cyber Security for Process Industry                                                                           | CES, Las Vegas<br>Sepem Industries Nord-Ouest, Rouen                                                                                                               | 06-09.01 2027<br>26-28.01 2027                                                   |
| <b>2 February</b><br><br><br>Closing Date 05.02<br>Mailing Date 15.02                                                                                         | IPCs, HMIs and Displays                                                                                                                                                                                                   | A&T Automation & Testing, Turin                                                                                                                                    | 10-12.02                                                                         |
| <b>3 March</b><br><br><br>Closing Date 19.02<br>Mailing Date 16.03                                                                                            | <b>Special: Hannover Messe</b><br>Decentralized Motion and Automation<br>Software for Automation<br><br>PCN Europe Focus:<br>Digitalization and Automation<br>Process Monitoring and Controls                             | Intec, Leipzig<br>Z Zuliefermesse, Leipzig<br>MECSPE, Bologna<br>Global Industrie, Lyon<br>embedded world, Nuremberg<br>Logimat, Stuttgart<br>maintenance, Antwerp | 02-05.03<br>02-05.03<br>03-05.03<br>15-18.03<br>16-18.03<br>16-18.03<br>17-18.03 |
| <b>4 April</b><br><br><br><br>Closing Date 06.04<br>Mailing Date 16.04      | <b>Special: Hannover Messe</b><br>Intelligent Automation: Products and Solutions<br><br>Energy Efficiency In Process Industries<br>Safety and Security for Process Industries<br>Products & Solutions for Food & Beverage | Hannover Messe, Hannover                                                                                                                                           | 05-08.04                                                                         |
| <b>5 May</b><br><br><br><br><br>Closing Date 23.04<br>Mailing Date 12.05 | (Cyber)security for Networks and Communication<br>Intelligent Sensors and Measurement Solutions<br>Artificial Intelligence for Industry<br><br>Hardware and Software for Process Control<br>Pumps & Valves                | Smart Automation Austria, Linz<br>Sensor+Test, Nuremberg<br>PCIM, Nuremberg<br>control, Stuttgart<br><b>SPS Italia, Parma</b>                                      | 11-13.05<br>11-13.05<br>11-13.05<br>11-14.05<br>25-27.05                         |
| <b>6 June</b><br><br><br>Closing Date 14.05<br>Mailing Date 09.06                                                                                           | Ease of Use Robotics for Automated Production<br>Automation & Control: Intelligent Hardware and<br>Software at the Edge<br><br>PCN Europe Focus:<br>Ethernet APL: Applications & Products<br><b>Special: ACHEMA</b>       | Automotive Testing Expo, Stuttgart<br>WIN Eurasia, Istanbul<br>ACHEMA, Frankfurt<br>Battery Show, Stuttgart<br>Automatica, Munich<br>World of Quantum, Munich      | 02-03.06<br>02-05.06<br>14-18.06<br>22-24.06<br>22-25.06<br>22-25.06             |
| <b>7 July</b><br><br><br><br>Closing Date 05.07<br>Mailing Date 15.07    | Sensors, Test and Measurement<br>Process Control and Monitoring<br><br>Measurement & Instrumentation<br>Software for Process Industries<br>Energy Efficiency for Process Industry                                         |                                                                                                                                                                    |                                                                                  |

| Issue                                                                                                                                                                                                                                        | Focus                                                                                                                                                                                             | Shows/Event                                                         | Dates                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------|
| <b>8 August</b><br><br><br>Closing Date 02.08<br>Mailing Date 12.08        | Cables, Connectors & Energy Chains<br>Energy Saving Solutions<br><br>Energy Efficiency: Equipment and Strategies<br>Communication and Networks<br>Condition Monitoring and Maintenance Strategies |                                                                     |                                     |
| <b>9 September</b><br><br>Closing Date 27.08<br>Mailing Date 14.09                                                                                          | Artificial Intelligence in Production<br>Solutions for Automated Handling<br><b>PCN Europe Focus: Intelligent Measurement and Instrumentation; Boosting Brownfield Intelligence</b>               | SINDEX, Bern<br>Fachpack, Nuremberg<br>ILMAC, Basel                 | 31-08-02.09<br>21-23.09<br>21-23.09 |
| <b>10 October</b><br><br>Closing Date 17.09<br>Mailing Date 12.10                                                                                           | Industrial Safety and Cybersecurity<br>Decentralized Motion & Drives                                                                                                                              | EMO, Milan<br>parts2clean, Stuttgart<br>Formnext, Frankfurt         | 04-08.10<br>05-07.10<br>26-29.10    |
| <b>11 November</b><br><br>Closing Date 15.10<br>Mailing Date 10.11                                                                                          | <b>Special: SPS</b><br>Intelligent and Flexible Automation<br><b>PCN Europe Focus: Digital Transformation; Solutions for Energy Efficient Process Industries</b>                                  | ADIPEC, Abu Dhabi<br>Productronica, Munich<br><b>SPS, Nuremberg</b> | TBD<br>16-19.11<br>23-25.11         |
| <b>12 December</b><br><br><br>Closing Date 03.12<br>Mailing Date 13.12 | Highlights 2027: Products and Solutions<br>sps Show Highlights and Trends<br><br>Pumps & Valves<br>Automation and Communication                                                                   |                                                                     |                                     |

For IEN Catalogue rates see page 39

For WEBMag rates see page 40

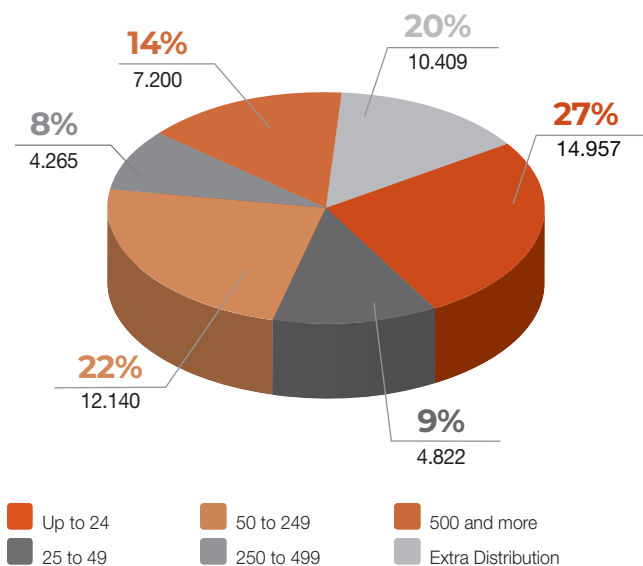
## Print + Digital: Circulation 2027

| By industry                                             | Print         | Digital       | Subscribers   | %              |
|---------------------------------------------------------|---------------|---------------|---------------|----------------|
| <b>Manufacturing Industries</b>                         | <b>12.780</b> | <b>14.998</b> | <b>27.778</b> | <b>51,30%</b>  |
| Fabricated metal products                               | 857           | 1.135         | 1.992         | 3,70%          |
| Machinery (excluding electrical)                        | 3.017         | 2.474         | 5.491         | 10,10%         |
| Electric, electronic, computing & communication         | 3.933         | 6.226         | 10.159        | 18,80%         |
| Scientific, measuring & control equipment               | 1.595         | 1.760         | 3.355         | 6,20%          |
| Automotive, aircraft & transportation                   | 1.344         | 1.627         | 2.971         | 5,50%          |
| Other manufacturing industries                          | 2.035         | 1.777         | 3.812         | 7%             |
| <b>Processing Industries</b>                            | <b>1.663</b>  | <b>5.591</b>  | <b>7.254</b>  | <b>13,40%</b>  |
| Primary metals                                          | 263           | 164           | 427           | 0,8%           |
| Chemicals and allied products                           | 429           | 839           | 1.268         | 2,30%          |
| Plastics, rubber, petroleum & coal                      | 211           | 361           | 572           | 1,10%          |
| Crude petroleum, natural gas, mining and quarrying      | 45            | 285           | 330           | 0,60%          |
| Food, beverage, tobacco                                 | 116           | 414           | 530           | 1%             |
| Paper, textile, leather                                 | 168           | 267           | 435           | 0,80%          |
| Other processing industries                             | 432           | 3.260         | 3.692         | 6,80%          |
| <b>Services and others</b>                              | <b>2.993</b>  | <b>16.089</b> | <b>19.082</b> | <b>35,30%</b>  |
| Energy & water supply                                   | 596           | 879           | 1.475         | 2,70%          |
| Engineering firms, consultants, contractors             | 664           | 3.514         | 4.178         | 7,70%          |
| Public administration, government & military            | 313           | 642           | 955           | 1,80%          |
| Education                                               | 391           | 1.268         | 1.659         | 3,10%          |
| Importer, dealers, distributors, of industrial products | 303           | 1.071         | 1.374         | 2,50%          |
| Others related to the field                             | 726           | 8.715         | 9.441         | 17,40%         |
| <b>TOTAL</b>                                            | <b>17.436</b> | <b>36.678</b> | <b>54.114</b> | <b>100,00%</b> |

Source: Publisher's Projection 2027

| By geographical area  | Print         | Digital       | Subscribers   | %           |
|-----------------------|---------------|---------------|---------------|-------------|
| Austria               | 283           | 281           | 564           | 1%          |
| Baltic States         | 143           | 111           | 254           | 0,50%       |
| Belgium               | 819           | 833           | 1.652         | 3,10%       |
| Bulgaria              | 69            | 111           | 180           | 0,30%       |
| Croatia               | 91            | 86            | 177           | 0,30%       |
| Czech Republic        | 263           | 213           | 476           | 0,90%       |
| Denmark               | 289           | 303           | 592           | 1,10%       |
| Finland               | 157           | 204           | 361           | 0,70%       |
| France                | 2.227         | 3.931         | 6.158         | 11,40%      |
| Germany               | 3.932         | 5.373         | 9.305         | 17,20%      |
| Greece                | 210           | 395           | 605           | 1,10%       |
| Hungary               | 84            | 185           | 269           | 0,50%       |
| Ireland               | 30            | 190           | 220           | 0,40%       |
| Israel                | 169           | 350           | 519           | 1%          |
| Italy                 | 1.433         | 2.568         | 4.001         | 7,40%       |
| Netherlands (The)     | 965           | 1.235         | 2.200         | 4,10%       |
| Norway                | 79            | 174           | 253           | 0,50%       |
| Poland                | 134           | 291           | 425           | 0,80%       |
| Portugal              | 134           | 398           | 532           | 1%          |
| Romania               | 261           | 281           | 542           | 1%          |
| Russian Federation    | 85            | 113           | 198           | 0,40%       |
| Serbia and Montenegro | 49            | 69            | 118           | 0,20%       |
| Slovenia              | 88            | 68            | 156           | 0,30%       |
| Slovakia              | 168           | 60            | 228           | 0,40%       |
| Spain                 | 672           | 1.126         | 1.798         | 3,30%       |
| Sweden                | 377           | 284           | 661           | 1,20%       |
| Switzerland           | 563           | 327           | 890           | 1,60%       |
| Turkiye               | 475           | 479           | 954           | 1,80%       |
| UK                    | 2.947         | 5.107         | 8.054         | 14,90%      |
| Other                 | 240           | 11.532        | 11.772        | 21,80%      |
| <b>TOTAL</b>          | <b>17.436</b> | <b>36.678</b> | <b>54.114</b> | <b>100%</b> |

## By number of employees



| By job function                           | Subscribers   | %              |
|-------------------------------------------|---------------|----------------|
| <b>General or Corporate Management</b>    | <b>16.113</b> | <b>29,80%</b>  |
| Product Design Engineering                | 7.446         | 13,80%         |
| <b>System Design Engineering</b>          | <b>3.250</b>  | <b>6%</b>      |
| Production Engineering                    | 3.497         | 6,50%          |
| <b>Test/Quality/ Standard Engineering</b> | <b>1.746</b>  | <b>3,20%</b>   |
| Operations/ Maintenance Engineering       | 2.072         | 3,80%          |
| <b>Other Engineering</b>                  | <b>3.350</b>  | <b>6,20%</b>   |
| Purchasing or Procurement                 | 3.947         | 7,30%          |
| <b>Other Functions</b>                    | <b>12.693</b> | <b>23,50%</b>  |
| <b>TOTAL</b>                              | <b>54.114</b> | <b>100,00%</b> |



For WEBMag rates  
see page 40

## READERSHIP PROFILE 2027

| By industry                                          | Digital       | %              |
|------------------------------------------------------|---------------|----------------|
| Agricultural Chemicals                               | 47            | 0,28%          |
| Cosmetics, Toilet Preparations                       | 16            | 0,09%          |
| Energy, Water Supply, Waste Water Treatment          | 2.488         | 14,86%         |
| Engineering, Consulting, Subcontract Services        | 3.912         | 23,36%         |
| Food, Drinks, Tobacco                                | 969           | 5,79%          |
| Industrial Chemicals                                 | 2.314         | 13,82%         |
| Lumber, Wood, Furniture & Fixtures                   | 304           | 1,82%          |
| Oil, Gas, Petroleum Refining & Related Products      | 894           | 5,34%          |
| Paints, Varnishes, Lacquers & Allied Products        | 53            | 0,32%          |
| Paper, Printing & Allied Products                    | 820           | 4,90%          |
| Pharmaceuticals                                      | 191           | 1,14%          |
| Plastic Materials and Synthetics                     | 712           | 4,25%          |
| Primary Metals Industries                            | 753           | 4,50%          |
| Rubber & Plastic Products                            | 371           | 2,22%          |
| Sealants, Explosives, Ink, Carbon, Chemical Products | 54            | 0,32%          |
| Soap, Detergents, Cleaning Products, Perfumes        | 53            | 0,32%          |
| Stone, Clay, Glass & Concrete Products               | 255           | 1,52%          |
| Textile, Apparel, Leather                            | 597           | 3,57%          |
| Others related to the field                          | 1.943         | 11,60%         |
| <b>TOTAL</b>                                         | <b>16.746</b> | <b>100,00%</b> |

Source: Publisher's Projection 2027

| By geographical area             | Digital       | %              |
|----------------------------------|---------------|----------------|
| Austria                          | 103           | 0,62%          |
| Belgium                          | 1.359         | 8,12%          |
| Czech Republic                   | 47            | 0,28%          |
| Denmark                          | 89            | 0,53%          |
| Finland                          | 49            | 0,29%          |
| France                           | 3.009         | 17,97%         |
| Germany                          | 2.601         | 15,53%         |
| Greece                           | 242           | 1,45%          |
| Hungary                          | 37            | 0,22%          |
| Ireland                          | 183           | 1,09%          |
| Italy                            | 2.346         | 14,01%         |
| Netherlands                      | 747           | 4,46%          |
| Norway                           | 76            | 0,45%          |
| Poland                           | 54            | 0,32%          |
| Portugal                         | 182           | 1,09%          |
| Spain                            | 1.066         | 6,37%          |
| Sweden                           | 129           | 0,77%          |
| Switzerland                      | 201           | 1,20%          |
| Türkiye                          | 172           | 1,03%          |
| Uk                               | 1.991         | 11,89%         |
| <b>Extra-Europe Distribution</b> | <b>2.063</b>  | <b>12,32%</b>  |
| <b>Total</b>                     | <b>16.746</b> | <b>100,00%</b> |

| By job function                                | Digital       | %           |
|------------------------------------------------|---------------|-------------|
| Engineering                                    | 4.792         | 28,62%      |
| General & Corporate Management                 | 3.685         | 22,01%      |
| Others                                         | 2.747         | 16,40%      |
| Plant Operations, Maintenance, Quality Control | 2.092         | 12,49%      |
| Purchasing                                     | 1.913         | 11,42%      |
| Research & Development                         | 1.517         | 9,06%       |
| <b>Total</b>                                   | <b>16.746</b> | <b>100%</b> |



**Orhan Erenberk**  
Editorial Director  
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## CONTENTS AND SPECIFICATIONS

### PEI: Your Trusted Source for Industrial Innovation in France

For more than 35 years, PEI (Produits Equipements Industriels) has been the leading resource for French-speaking industrial buyers and engineers looking for the latest products, technologies, and solutions. With an unmatched readership and strong industry network, **PEI connects you directly with key decision-makers, industrial designers, and engineers** across France and French-speaking countries. Our editorial coverage spans dynamic sectors such as automation, measurement, and motors. In 2027, we're highlighting the most impactful trends driving industry forward: **Industry 4.0, Artificial Intelligence, and Energy Efficiency.**

By partnering with PEI, you ensure your brand stays visible, relevant, and aligned with the innovations shaping the future of French industry.

Language: French - Launched: 1989

### Main Topics

- Automation
- Sensors & Transducers
- Hydraulics and Pneumatics
- Mechanical Equipment
- Motors and Drives
- Electricity & Industrial Electronics
- Vision Systems
- Logistics and Industrial Supplies
- Industrial Computers
- Test & Measurement
- Production Equipment
- Safety
- Industry 4.0
- Additive Manufacturing - 3D Printing



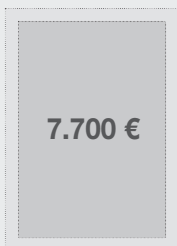
**37.099**

Total subscribers

**60.000**

Website visitors per month

## Advertisement Rates and Specifications



**7.700 €**

### 1/1 page

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



**6.000 €**

### 2/3 page vertical

- \*119 x 259 mm



**6.000 €**

### 2/3 page horizontal

- \*180 x 171 mm



**4.800 €**

### 1/2 page island

- \*119 x 170 mm



**4.200 €**

### 1/2 page horizontal

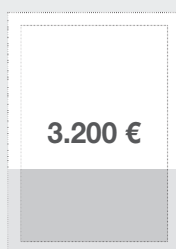
- 210 x 138 mm +5 mm bleed
- \*180 x 125 mm



**4.200 €**

### 1/2 page vertical

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



**3.200 €**

### 1/3 page horizontal

- 210 x 98 mm +5 mm bleed
- \*180 x 80 mm



**3.200 €**

### 1/3 page vertical

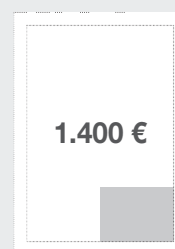
- 72 x 285 mm +5 mm bleed
- \*57 x 259 mm



**2.000 €**

### 1/4 page

- \*88 x 125 mm



**1.400 €**

### 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

## PUBLISHING SCHEDULE 2027

| Issue |                                                  |                          | Focus                                                                                                        | Shows/Events                                                                                   | Dates                                        |
|-------|--------------------------------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------|
| 1/2   | January/February<br>Closing Date<br>Mailing Date | WEBMag<br>22.01<br>04.02 | Energy efficiency and process electrification<br>New catalogues                                              | Hyvolution<br>SEPEM Industries Rouen                                                           | 19-21.01<br>26-28.01                         |
| 3     | March<br>Closing Date<br>Mailing Date            | PRINT<br>05.02<br>02.03  | Global Industrie & Hannover Messe Preview<br>Advanced automation & flexible manufacturing<br>Motors & drives | CFIA, Rennes<br>Global Industrie, Lyon<br>Maintenance, Antwerp<br>Machineering, Brussels       | 09-11.03<br>15-18.03<br>17-18.03<br>24-26.03 |
| 4     | April<br>Closing Date<br>Mailing Date            | PRINT<br>19.03<br>14.04  | Industrial AI & Edge Computing<br>Pumps, valves & fluid management                                           | Hannover Messe, Hannover                                                                       | 20-24.04                                     |
| 5     | May<br>Closing Date<br>Mailing Date              | PRINT<br>16.04<br>12.05  | Sensors, measurement & instrumentation<br>SCADA, MES & industrial software                                   | TECH for Industry Show, Paris<br>SPS Italia, Parma                                             | 19-20.05<br>25-27.05                         |
| 6     | June<br>Closing Date<br>Mailing Date             | WEBMag<br>28.05<br>08.06 | Predictive maintenance & diagnostics                                                                         | WIN Eurasia, Istanbul<br>SEPEM Industries Martigues<br>Automatica, Munich                      | 02-05.06<br>08-09.06<br>22-25.06             |
| 9     | September<br>Closing Date<br>Mailing Date        | PRINT<br>23.07<br>07.09  | Robotics & cobotics<br>Industrial connectivity & communications                                              | Micronora Americas, Montréal<br>SIDO, Lyon<br>3D PRINT, Lyon<br>SEPEM Industries Colmar        | 14-16.09<br>15-16.10<br>15-16.10<br>21-23.10 |
| 10    | October<br>Closing Date<br>Mailing Date          | PRINT<br>10.09<br>01.10  | Machine safety & industrial cybersecurity (OT)<br>Intralogistics & material handling                         | Industrie Grand Ouest, Nantes<br>SEPEM Industries, Angers<br>Pollutec, Lyon<br>Siane, Toulouse | 06-08.10<br>12-14.10<br>12-15.10<br>13-15.10 |
| 11    | November<br>Closing Date<br>Mailing Date         | PRINT<br>15.10<br>09.11  | SPS Nuremberg Preview<br>Automation & control<br>Electrical components & industrial electronics              | Tech Show, Paris<br>Productronica, Munich<br>SPS, Nuremberg                                    | mid-november<br>16-19.11<br>23-25.11         |
| 12    | December<br>Closing Date<br>Mailing Date         | WEBMag<br>26.11<br>06.12 | HMI, visualization & digital twins                                                                           | World Nuclear Exhibition, Paris<br>CES, Las Vegas<br>SEPEM Industries Douai                    | 07-09.12<br>11-14.01.2028<br>25-27.01.2028   |

For New Industrial Catalogs rates see page 39 - For WEBMag rates see page 40

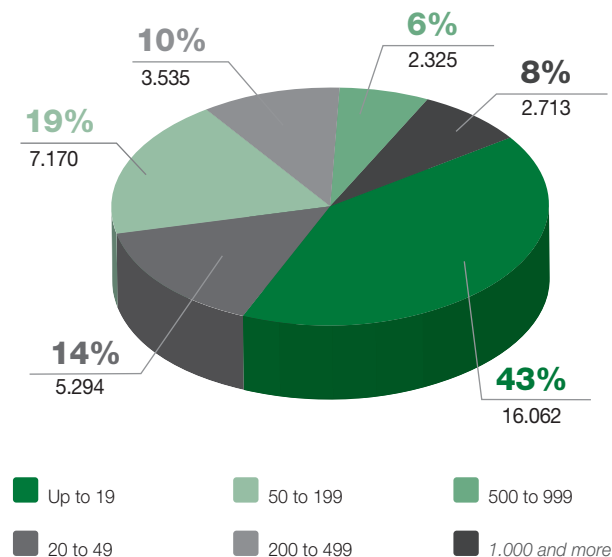
## Print + Digital: Circulation 2027

| By industry                                     | Print         | Digital       | Subscribers   | %              |
|-------------------------------------------------|---------------|---------------|---------------|----------------|
| Autre industrie                                 | 2.457         | 7.471         | 9.928         | 26,76%         |
| Bâtiment. travaux publics                       | 182           | 316           | 498           | 1,34%          |
| Chimie. parachimie. pharmacie                   | 426           | 654           | 1.080         | 2,91%          |
| Commerce inter-industriel                       | 298           | 688           | 986           | 2,65%          |
| Construction mécanique                          | 2.955         | 1.864         | 4.819         | 12,99%         |
| Construction électrique                         | 1.148         | 1.280         | 2.428         | 6,54%          |
| Distribution énergie                            | 226           | 262           | 488           | 1,31%          |
| Electronique Professionnelle                    | 1.589         | 1.270         | 2.859         | 7,70%          |
| Electronique grand-public                       | 141           | 270           | 411           | 1,10%          |
| Extraction de minéraux. fabr. verre ou céramiq. | 417           | 281           | 698           | 1,88%          |
| Formation professionnelle                       | 107           | 210           | 317           | 0,85%          |
| Industrie Automobile                            | 433           | 656           | 1.089         | 2,93%          |
| Industrie agro-alimentaire. boissons            | 295           | 301           | 596           | 1,60%          |
| Industrie bu bois. ameublement                  | 89            | 93            | 182           | 0,49%          |
| Ingénierie. consultant                          | 562           | 795           | 1.357         | 3,65%          |
| Instruments de précision. mesure. contrôle      | 662           | 885           | 1.547         | 4,17%          |
| Métallurgie. 1ère transformation des métaux     | 1.693         | 1.085         | 2.778         | 7,48%          |
| Papier. carton. impress. artes graphiques. pres | 298           | 350           | 648           | 1,74%          |
| Plastiques et caoutchouc                        | 495           | 74            | 569           | 1,53%          |
| Production d'énergie                            | 427           | 293           | 720           | 1,94%          |
| Secteur-Santé                                   | 129           | 181           | 310           | 0,83%          |
| Service public. Recherche. Défense              | 766           | 863           | 1.629         | 4,39%          |
| Sous-traitance                                  | 125           | 316           | 441           | 1,18%          |
| Textile. habillement. cuir. chaussures          | 131           | 234           | 365           | 0,98%          |
| Transport                                       | 164           | 192           | 356           | 0,96%          |
| <b>TOTAL</b>                                    | <b>16.215</b> | <b>20.884</b> | <b>37.099</b> | <b>100,00%</b> |

Source: Publisher's Projection 2027

| By job function                              | Subscribers   | %              |
|----------------------------------------------|---------------|----------------|
| Acheteur                                     | 1.812         | 4,88%          |
| Autres                                       | 10.598        | 28,57%         |
| Chef de service. Chef de projet. Ingénieur   | 10.174        | 27,42%         |
| Chef d'entreprise. détablissement. Directeur | 10.544        | 28,42%         |
| Technicien. Agent Technique                  | 3.971         | 10,70%         |
| <b>TOTAL</b>                                 | <b>37.099</b> | <b>100,00%</b> |

Number of employees





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## IENT D-A-CH: Your Industrial Innovation Hub for the German-Speaking Market

Launched in the early '80s as Technische Revue, **IENT D-A-CH** has been the essential link between industrial product and service providers and users in the German-speaking market. We deliver crucial insights to developers, designers, and technical managers across all sectors of discrete manufacturing.

Our editorial covers a comprehensive range of product groups and solutions in **automation, sensor, measurement, and drive technology**. Through exclusive content, application stories, and expert interviews, we highlight the latest technological trends shaping the industry.

As **Digital Transformation** accelerates and **Energy Efficiency** becomes more critical, we focus on emerging software trends, cybersecurity, collaborative robotics, 3D printing, and energy-saving technologies. With IEN D-A-CH, you stay informed about the innovations driving the future of production and efficiency.

Language: German - Launched: 1982

### Main Topics

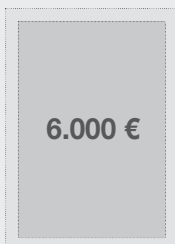
- Automation
- Electronics - Electricity
- Hydraulics & Pneumatics
- Industrial Supplies & Safety
- Motors, Drives & Power Transmission
- Test & Measurement
- Sensor Technology
- Industry 4.0
- Additive Manufacturing - 3D Printing



**35.048**  
Total  
subscribers

**25.000**  
Website visitors  
per month

## Advertisement Rates and Specifications



**6.000 €**

### 1/1 page

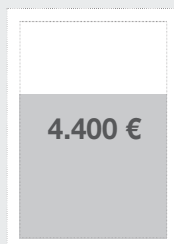
- 210 x 285 mm  
+5 mm bleed
- \*180 x 259 mm



**4.400 €**

### 2/3 page vertical

- \*119 x 259 mm



**4.400 €**

### 2/3 page horizontal

- \*180 x 171 mm



**3.900 €**

### 1/2 page island

- \*119 x 170 mm



**3.500 €**

### 1/2 page horizontal

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



**3.500 €**

### 1/2 page vertical

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



**2.200 €**

### 1/3 page horizontal

- 210 x 98 mm  
+5 mm bleed
- \*180 x 80 mm



**2.200 €**

### 1/3 page vertical

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



**1.600 €**

### 1/4 page

- \*88 x 125 mm



**1.000 €**

### 1/8 page

- \*88 x 57 mm

| Issue     |                  |               | Focus                                                                                                                        | Shows/Events                                                                                                                                                               | Dates                                                                            |
|-----------|------------------|---------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>1</b>  | <b>January</b>   | <b>WEBMag</b> | Additive Manufacturing and 3D Printing<br>Safety and Cybersecurity                                                           |                                                                                                                                                                            |                                                                                  |
|           | Closing Date     | 12.01         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 22.01         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>2</b>  | <b>February</b>  | <b>WEBMag</b> | IPCs, HMIs and Displays<br>IIoT: Artificial Intelligence at the Edge                                                         | A&T Automation & Testing, Turin                                                                                                                                            | 10-12.02                                                                         |
|           | Closing Date     | 09.02         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 19.02         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>3</b>  | <b>March</b>     | <b>PRINT</b>  | <b>Special Hannover Messe</b><br>Advanced Automation for Flexible Production<br>Software Solutions for Industrial Production | Intec, Leipzig<br>Z Zuliefermesse, Leipzig<br>MECSPE, Bologna<br>Global Industries, Lyon<br><b>embedded world, Nuremberg</b><br>Logimat, Stuttgart<br>maintenance, Antwerp | 02-05.03<br>02-05.03<br>03-05.03<br>15-18.03<br>16-18.03<br>16-18.03<br>17-18.03 |
|           | Closing Date     | 12.02         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 09.03         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>4</b>  | <b>April</b>     | <b>PRINT</b>  | <b>Special Sensor+Test</b><br>Energy Efficient Motion<br>Sensors, Test & Measurement                                         | <b>Hannover Messe, Hannover</b>                                                                                                                                            | 05-08.04                                                                         |
|           | Closing Date     | 12.03         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 01.04         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>5</b>  | <b>May</b>       | <b>WEBMag</b> | Industrial Communication and Networks<br>Intelligent Vision, Identification and Optical Sensors                              | Smart Automation Austria, Linz<br>Sensor+Test, Nuremberg<br>PCIM, Nuremberg<br>control, Stuttgart<br><b>SPS Italia, Parma</b>                                              | 11-13.05<br>11-13.05<br>11-13.05<br>11-14.05<br>25-27.05                         |
|           | Closing Date     | 04.05         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 14.05         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>6</b>  | <b>June</b>      | <b>PRINT</b>  | Flexible Robotics and Automation<br>Efficient and Reliable Power Supply                                                      | Automotive Testing Expo, Stuttgart<br>WIN Eurasia, Istanbul<br>ACHEMA, Frankfurt<br>Battery Show, Stuttgart<br>Automatica, Munich<br>World of Quantum, Munich              | 02-03.06<br>02-05.06<br>14-18.06<br>22-24.06<br>22-25.06<br>22-25.06             |
|           | Closing Date     | 21.05         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 15.06         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>7</b>  | <b>July</b>      | <b>WEBMag</b> | Transformation to the All Electric Society<br>Safe and Intelligent Automation                                                |                                                                                                                                                                            |                                                                                  |
|           | Closing Date     | 02.07         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 12.07         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>8</b>  | <b>August</b>    | <b>WEBMag</b> | Energy Efficient Motors and Drives<br>Additive Manufacturing and 3D Printing                                                 |                                                                                                                                                                            |                                                                                  |
|           | Closing Date     | 03.08         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 13.08         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>9</b>  | <b>September</b> | <b>PRINT</b>  | Condition Monitoring and Efficient<br>Maintenance Strategies<br>Cables, Connectors and Energy Chains                         | SINDEX, Bern<br>Fachpack, Nuremberg<br>ILMAC, Basel                                                                                                                        | 31.08-02.09<br>21-23.09<br>21-23.09                                              |
|           | Closing Date     | 20.08         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 14.09         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>10</b> | <b>October</b>   | <b>PRINT</b>  | Intelligent and Energy Efficient Motion<br>Power Supplies<br>Sensors, Test & Measurement                                     | EMO, Milan<br>parts2clean, Stuttgart<br>Formnext, Frankfurt                                                                                                                | 04-08.10<br>05-07.10<br>26-29.10                                                 |
|           | Closing Date     | 24.09         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 14.10         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>11</b> | <b>November</b>  | <b>PRINT</b>  | <b>Special: SPS</b><br>Intelligent Automation: Hard- and Software<br>Vision and and AI in Production Processes               | ADIPEC, Abu Dhabi<br>Productronica, Munich<br><b>SPS smart production solutions, Nürnberg</b>                                                                              | TBD<br>16-19.11<br>23-25.11                                                      |
|           | Closing Date     | 22.10         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 16.11         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
| <b>12</b> | <b>December</b>  | <b>WEBMag</b> | Highlights 2027: Products and Solutions<br>sps Show Highlights and Trends                                                    |                                                                                                                                                                            |                                                                                  |
|           | Closing Date     | 30.11         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |
|           | Mailing Date     | 10.12         |                                                                                                                              |                                                                                                                                                                            |                                                                                  |

For Katalog Distributor rates see page 39

For WEBMag rates see page 40

## Print + Digital: Circulation 2027

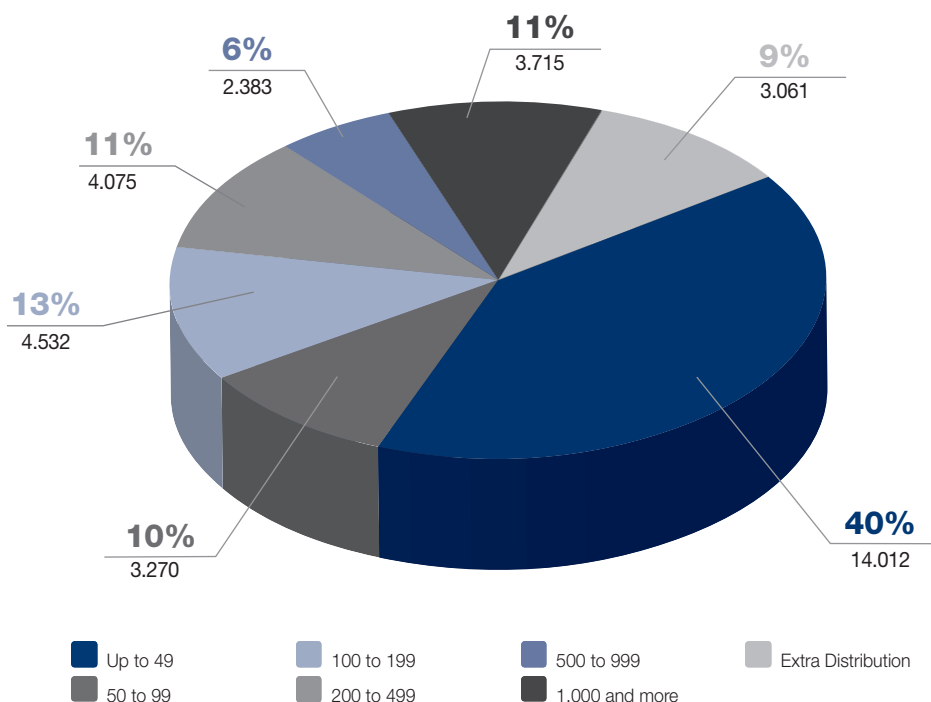
| By industry                                  | Print         | Digital       | Subscribers   | %           |
|----------------------------------------------|---------------|---------------|---------------|-------------|
| Mechanical & plant engineering               | 9.542         | 3.028         | 12.570        | 35,90%      |
| Automotive industry / vehicle construction   | 775           | 767           | 1.542         | 4,40%       |
| Metal industry                               | 489           | 700           | 1.189         | 3,40%       |
| Precision mechanics / optics                 | 657           | 576           | 1.233         | 3,50%       |
| Electrotechnics / electronics                | 6.800         | 3.406         | 10.206        | 29,10%      |
| Communication equipment / IT                 | 450           | 393           | 843           | 2,40%       |
| Chemistry / plastics / rubber                | 606           | 477           | 1.083         | 3,10%       |
| Cellulose / paper / cardboard / printing     | 65            | 162           | 227           | 0,60%       |
| Wood / glass / ceramics / mining / quarrying | 81            | 143           | 224           | 0,60%       |
| Food / beverage / tobacco                    | 68            | 80            | 148           | 0,40%       |
| Energy / water treatment                     | 201           | 172           | 373           | 1,10%       |
| Engineering firms / System integrators       | 187           | 393           | 580           | 1,70%       |
| Technical institutes / universities          | 285           | 621           | 906           | 2,60%       |
| Other industries                             | 399           | 1.260         | 1.659         | 4,70%       |
| Extra distribution                           | 498           | 1.767         | 2.265         | 6,50%       |
| <b>TOTAL</b>                                 | <b>21.103</b> | <b>13.945</b> | <b>35.048</b> | <b>100%</b> |

Source: Publisher's Projection 2027

| By geographical area | Print         | Digital       | Subscribers   | %           |
|----------------------|---------------|---------------|---------------|-------------|
| Germany              | 19.480        | 11.032        | 30.512        | 87,10%      |
| Austria              | 345           | 475           | 820           | 2,30%       |
| Switzerland          | 733           | 653           | 1.386         | 4%          |
| Poland               | 97            | 189           | 286           | 0,80%       |
| Hungary              | 112           | 99            | 211           | 0,60%       |
| Czech Republic       | 30            | 128           | 158           | 0,50%       |
| Slovakia             | 12            | 38            | 50            | 0,10%       |
| Slovenia             | 41            | 80            | 121           | 0,30%       |
| Baltic states        | 8             | 25            | 33            | 0,10%       |
| Extra distribution   | 245           | 1.226         | 1.471         | 4,20%       |
| <b>TOTAL</b>         | <b>21.103</b> | <b>13.945</b> | <b>35.048</b> | <b>100%</b> |

| By job function                           | Subscribers   | %              |
|-------------------------------------------|---------------|----------------|
| Design management / design                | 5.253         | 15,00%         |
| Development management / development      | 6.353         | 18,10%         |
| Research management / research            | 1.104         | 3,10%          |
| Project management                        | 549           | 1,60%          |
| Technical purchasing / purchasing         | 4.079         | 11,60%         |
| Manufacturing management / manufacturing  | 2.638         | 7,50%          |
| Planning / rationalisation                | 332           | 0,90%          |
| Quality control                           | 421           | 1,20%          |
| Maintenance                               | 496           | 1,40%          |
| Company management / technical management | 8.880         | 25,30%         |
| Other function                            | 1.560         | 4,50%          |
| Extra distribution                        | 3.383         | 9,70%          |
| <b>TOTAL</b>                              | <b>35.048</b> | <b>100,00%</b> |

## By number of employees





**20.986**

Total subscribers

**40.000**

Website visitors per month

## IEN Italia: Your Trusted Partner in Industrial Innovation

Since 1999, **IEN Italia** has been the go-to source for industry decision makers seeking new products, solutions, and insights. Over the years, we've continuously evolved — adapting to the transformations in both publishing and industry.

Today, at the forefront of the Fourth Industrial Revolution, IEN Italia remains a key player, covering every aspect of industrial automation. Our presence at the most important global trade fairs, combined with our monthly special features, ensures that the latest trends and technologies reach our readers first.

Throughout the year, we explore a broad spectrum of topics: from cornerstone sectors like **Food & Beverage, Energy Efficiency, Packaging, Aerospace, and Automotive**, to disruptive innovations such as **3D Printing, Additive Manufacturing, and Cyber Security**.

With IEN Italia, Industry 4.0 unfolds in all its forms and potential — clear, accessible, and always ahead of the curve.

Language: Italian - Launched: 1999

## Main Topics

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

## Advertisement Rates and Specifications

|                                                                                                         |                                                                                                          |                                                                                                        |                                                                       |                                                                                                            |
|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <p><b>4.000 €</b></p> <p><b>1/1 page</b><br/>210 x 285 mm<br/>+5 mm bleed<br/>*180 x 259 mm</p>         | <p><b>3.100 €</b></p> <p><b>2/3 page vertical</b><br/>*119 x 259 mm</p>                                  | <p><b>3.100 €</b></p> <p><b>2/3 page horizontal</b><br/>*180 x 171 mm</p>                              | <p><b>3.000 €</b></p> <p><b>1/2 page island</b><br/>*119 x 170 mm</p> | <p><b>2.800 €</b></p> <p><b>1/2 page horizontal</b><br/>210 x 138 mm<br/>+5 mm bleed<br/>*180 x 125 mm</p> |
| <p><b>2.800 €</b></p> <p><b>1/2 page vertical</b><br/>103 x 285 mm<br/>+5 mm bleed<br/>*88 x 259 mm</p> | <p><b>1.900 €</b></p> <p><b>1/3 page horizontal</b><br/>210 x 98 mm<br/>+5 mm bleed<br/>*180 x 80 mm</p> | <p><b>1.900 €</b></p> <p><b>1/3 page vertical</b><br/>72 x 285 mm<br/>+5 mm bleed<br/>*57 x 259 mm</p> | <p><b>1.500 €</b></p> <p><b>1/4 page</b><br/>*88 x 125 mm</p>         | <p><b>800 €</b></p> <p><b>1/8 page</b><br/>*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 February</b><br>Closing Date 22.01<br>Mailing Date 05.02  | <b>PRINT</b><br><b>Smart Manufacturing, Industrial AI &amp; Sensoristica</b><br>Sensors & Transmitters<br>PLC, PAC & Industrial PC       | A&T Automation&Testing, Turin<br>MECSPE, Bologna<br>Key Energy, Rimini<br>embedded word, Nuremberg<br><b>Hannover Messe, Hannover</b> | 10-12.02<br>03-05.03<br>10-12.03<br>16-18.03<br>05-08.04 |
| <b>2 May</b><br>Closing Date 30.04<br>Mailing Date 14.05       | <b>PRINT</b><br><b>Focus: SPS Italia</b><br><b>Robotics, Motion Control &amp; Digitalisation</b><br>Drives & Motors<br>Industrial Vision | SPS Italia, Parma<br>WIN Eurasia, Istanbul                                                                                            | 25-27.05<br>02-05.06                                     |
| <b>3 June/July</b><br>Closing Date 18.06<br>Mailing Date 07.07 | <b>PRINT</b><br><b>Industry 5.0, Energy Efficiency &amp; Cybersecurity</b><br>Mechatronics<br>Hydraulics & Pneumatics                    |                                                                                                                                       |                                                          |
| <b>4 September</b><br>Closing Date 03.09<br>Mailing Date 28.09 | <b>PRINT</b><br><b>Digital Twin, Maintenance &amp; Process Automation</b><br>Predictive Maintenance<br>Sensors & Instrumentation         | Motek, Stuttgart                                                                                                                      | 06-08.10                                                 |
| <b>5 November</b><br>Closing Date 05.11<br>Mailing Date 22.11  | <b>PRINT</b><br><b>Supply Chain Smart &amp; Additive Manufacturing</b><br>3D Printing<br>Smart protection                                | ADIPEC, Abu Dhabi<br><b>SPS Smart Production Solutions, Nuremberg</b>                                                                 | 01-04.11<br>23-25.11                                     |

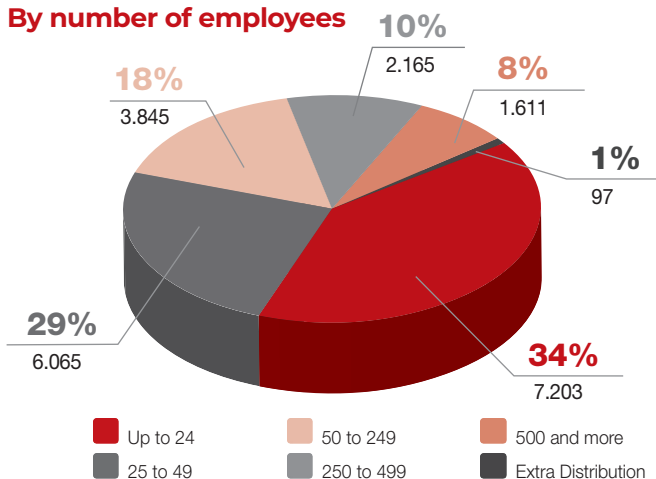
## Print + Digital: Circulation 2027

| By industry                                        | Print        | Digital       | Subscribers   | %           |
|----------------------------------------------------|--------------|---------------|---------------|-------------|
| Public administration/government/military          | 93           | 584           | 677           | 3,23%       |
| Food and tobacco                                   | 871          | 505           | 1.376         | 6,56%       |
| Other process industries                           | 255          | 434           | 689           | 3,28%       |
| Other manufacturing industries                     | 160          | 574           | 734           | 3,50%       |
| Other                                              | 49           | 301           | 350           | 1,67%       |
| Electrical equipment, electronic computer          | 761          | 1.089         | 1.850         | 8,82%       |
| Equipment for the automotive industry              | 528          | 787           | 1.315         | 6,27%       |
| Scientific equipment. measurement and control      | 646          | 1.252         | 1.898         | 9,04%       |
| Paper factory. Textile. Tanning factory            | 310          | 436           | 746           | 3,55%       |
| Chemical and pharmaceutical                        | 903          | 700           | 1.603         | 7,64%       |
| Culture                                            | 103          | 781           | 884           | 4,21%       |
| Crude oil. Natural gas. Mining                     | 78           | 651           | 729           | 3,47%       |
| Of plastic. Eraser. Of oil. Coal                   | 678          | 575           | 1.253         | 5,97%       |
| Supply of energy and water                         | 149          | 538           | 687           | 3,27%       |
| Import. Trade. Distribution of industrial products | 160          | 682           | 842           | 4,01%       |
| Machinery (non-electrical) and equipment           | 528          | 795           | 1.323         | 6,30%       |
| Metallurgical                                      | 423          | 631           | 1.054         | 5,02%       |
| Metalworkers' products                             | 1.238        | 985           | 2.223         | 10,59%      |
| Engineering company. consultancy and procurement   | 169          | 584           | 753           | 3,59%       |
| <b>TOTAL</b>                                       | <b>8.102</b> | <b>12.884</b> | <b>20.986</b> | <b>100%</b> |

Source: Publisher's Projection 2027

| By job function                           | Subscribers   | %              |
|-------------------------------------------|---------------|----------------|
| Purchases or supplies                     | 2.749         | 13,10%         |
| Other types of engineering/design         | 1.573         | 7,50%          |
| Other (please specify)                    | 719           | 3,43%          |
| General or corporate management           | 4.017         | 19,14%         |
| Production engineering                    | 3.114         | 14,84%         |
| Plant/maintenance engineering             | 1.348         | 6,42%          |
| Engineering for testing/quality/standards | 984           | 4,69%          |
| Systems design                            | 1.471         | 7,01%          |
| Product design                            | 5.011         | 23,88%         |
| <b>TOTAL</b>                              | <b>20.986</b> | <b>100,00%</b> |

## By number of employees





## Il Distributore Industriale: The Voice of Industrial Distribution in Italy

Published quarterly, Il Distributore Industriale is the key reference point for the Italian industrial distribution market. Each issue features in-depth analyses of the economic landscape, exclusive interviews with industry leaders, and articles designed to guide and support professionals in the field.

The magazine is further enriched with expert columns and product news — contributed both by supplier companies and distributors — offering readers a comprehensive, authoritative view of the market.

Language: Italian - Launched: 2007



## PUBLISHING SCHEDULE 2027

| Issue                                                          | Focus                                                  | Shows/Events                                                                 | Dates                            |
|----------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------------------------------|----------------------------------|
| <b>1 April</b><br>Closing Date 12.03<br>Mailing Date 02.04     | Metal Cutting, Precision Tooling & General Engineering | Hannover Messe, Hannover<br>SPS Italia, Parma                                | 05-08.04<br>25-27.05             |
| <b>2 June/July</b><br>Closing Date 14.05<br>Mailing Date 08.06 | Fluid Power, Power Transmission & MRO                  | Achema, Frankfurt                                                            | 14-18.06                         |
| <b>3 October</b><br>Closing Date 17.09<br>Mailing Date 11.10   | DPI & Safety, Workshop Equipment, Lifting & Logistics  | EMO, Milano<br>Motek, Stuttgart<br>SPS Smart Production Solutions, Nuremberg | 04-08.10<br>06-08.10<br>23-25.11 |

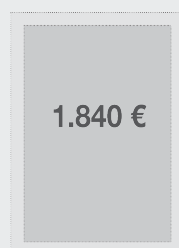
**7.587**

Total subscribers

**5.000**

Website visitors per month

## Advertisement Rates and Specifications



### 1/1 page

210 x 285 mm  
+5 mm bleed  
\*180 x 237 mm



**IIª Cop. - Inside front**  
**IIIª Cop. - Inside back**  
**IVª Cop. - Outside back**  
210 x 285 mm +5 mm bleed  
\*180 x 237 mm



**2/3 page vertical**  
121 x 285 mm  
+5 mm bleed  
\*106 x 237 mm



**1/2 page island**  
\*118 x 160 mm



**1/2 page horizontal**  
210 x 141,5 mm  
+5 mm bleed  
\*180 x 118,5 mm

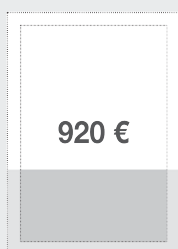
**\*Type area, centered**  
Dimensions (width x depth).  
Prices in Euro (Excl. VAT).  
Trim size 210 x 285 mm.

**Special positioning**  
Inside front, inside back,  
outside back: +15%  
Cover story, Cover presence  
incl. three inner pages,  
inserts: pricing and further  
information on request



### 1/2 page vertical

103 x 285 mm  
+5 mm bleed  
\*88 x 237 mm



**1/3 page horizontal**  
210 x 99 mm  
+5 mm bleed  
\*180 x 76 mm



**1/3 page vertical**  
72 x 285 mm  
+5 mm bleed  
\*57 x 237 mm



**1/4 page**  
\*88 x 118,5 mm



**Martina Matteucci**  
Editor  
m.matteucci@tim-europe.com

## Manutenzione & Asset Management: Excellence in Maintenance and Reliability.

**Manutenzione & Asset Management**, the official publication of A.I.M.A.N. — the Italian Maintenance Association, is the trusted source for high-quality, peer-reviewed content dedicated to maintenance and asset management professionals. Each issue, curated by a technical-scientific committee, explores crucial themes such as asset lifecycle management, Industry 4.0 integration, advanced maintenance processes, and reliability engineering.

With contributions from leading experts across Italy, the magazine delivers practical insights, real-world case studies, and forward-looking perspectives on best practices and emerging trends. By also covering major industry events and technological innovations, **Manutenzione & Asset Management** has become an indispensable resource for professionals committed to improving asset performance, operational efficiency, and long-term sustainability.



Language: Italian - Launched: 1999

### Main Topics

- Maintenance & Business
- Maintenance Processes
- Reliability & Maintenance Engineering
- Asset Lifecycle Management
- Maintenance & Industry 4.0
- Competences in maintenance



**12.668**

Total  
subscribers

**10.000**

Website visitors  
per month

## Advertisement Rates and Specifications



### Gatefold front cover

- 405 x 285 mm  
+5 mm bleed
- \*375 x 237 mm

### Double page

- 420 x 285 mm +5 mm bleed



- IIª Cop. - Inside front
- IIIª Cop. - Inside back
- IVª Cop. - Outside back
- 1/1 page

- 210 x 285 mm +5 mm bleed
- \*180 x 237 mm



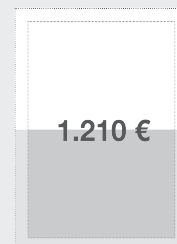
### 2/3 page vertical

- 121 x 285 mm  
+5 mm bleed
- \*106 x 237 mm



### 1/2 page island

- 133 x 179 mm  
+5 mm bleed
- \*118 x 160 mm



### 1/2 page horizontal

- 210 x 141,5 mm  
+5 mm bleed
- \*180 x 118,5 mm

### BUYERS GUIDE: Box Company name + Logo

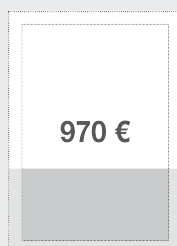
- \*60 x 20 mm

**200 €**



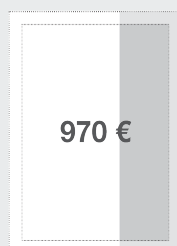
### 1/2 page vertical

- 103 x 285 mm  
+5 mm bleed
- \*88 x 237 mm



### 1/3 page horizontal

- 210 x 99 mm  
+5 mm bleed
- \*180 x 76 mm



### 1/3 page vertical

- 72 x 285 mm  
+5 mm bleed
- \*57 x 237 mm



### 1/4 page

- \*88 x 118,5 mm



### 1/6 page

- \*88 x 79 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

## PUBLISHING SCHEDULE 2027

| Issue                                                                                   | Focus                                                              | Shows/Events                                                                  | Dates                            |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------|
| <b>1/2 January/February</b> <b>PRINT</b><br>Closing Date 15.01<br>Mailing Date 08.02    | Maintenance & Transport<br><b>Speciale: A.I.MAN. Opening Day</b>   | A&T Automation&Testing, Turin<br>MECSPE, Bologna<br>Key Energy, Rimini        | 10-12.02<br>03-05.03<br>10-12.03 |
| <b>3/4 March/April</b> <b>PRINT</b><br>Closing Date 12.03<br>Mailing Date 01.04         | Maintenance & Service                                              | <b>Hannover Messe, Hannover</b>                                               | 05-08.04                         |
| <b>5 May</b> <b>PRINT</b><br>Closing Date 16.04<br>Mailing Date 12.05                   | Maintenance & Digitalization                                       | <b>SPS Italia, Parma</b>                                                      | 25-27.05                         |
| <b>6 June</b> <b>PRINT</b><br>Closing Date 14.05<br>Mailing Date 10.06                  | Maintenance & Safety<br><b>Speciale: MiT</b>                       | Achema, Frankfurt                                                             | 14-18.06                         |
| <b>7/8 July/August</b> <b>PRINT</b><br>Closing Date 02.07<br>Mailing Date 18.08         | Maintenance & Infrastructure                                       |                                                                               |                                  |
| <b>9 September</b> <b>PRINT</b><br>Closing Date 20.08<br>Mailing Date 15.09             | Maintenance & Sustainability<br><b>Speciale: Maintenance Forum</b> |                                                                               |                                  |
| <b>10 October</b> <b>PRINT</b><br>Closing Date 10.09<br>Mailing Date 01.10              | Maintenance OEM & Distribution<br>Maintenance & HR                 | EMO, Milano<br>Motek, Stuttgart<br>SPS, Smart Production Solutions, Nuremberg | 04-08.10<br>06-08.10<br>23-25.11 |
| <b>11/12 November/December</b> <b>PRINT</b><br>Closing Date 05.11<br>Mailing Date 03.12 | Maintenance & Training                                             |                                                                               |                                  |

Each issue of the magazine contains special editorial features dedicated to:  
**Condition Monitoring, Diagnostics, Hydraulics & Pneumatics, Maintenance Software, Protective Equipment, Tools, Mechanical Systems, Energy**



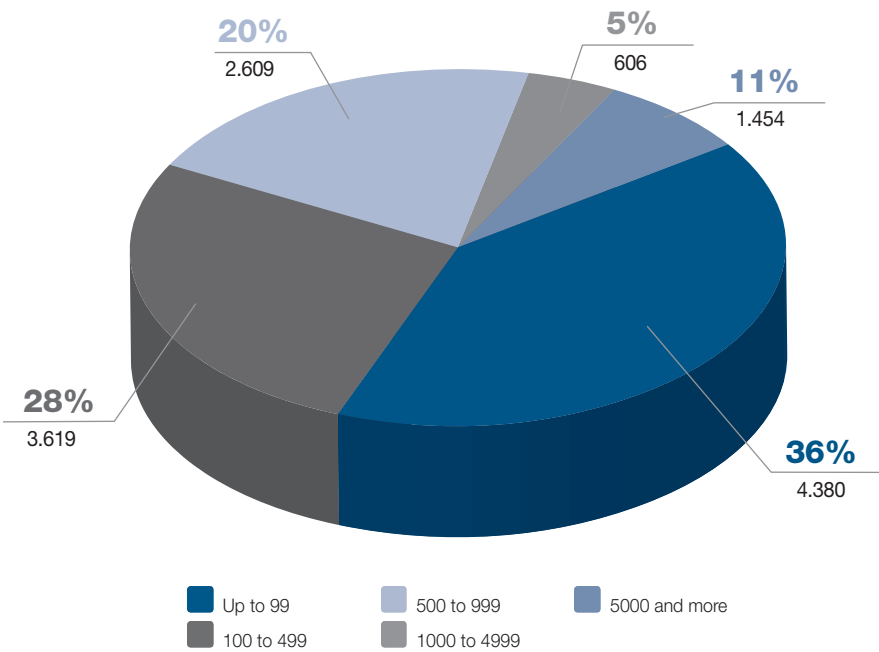
Print + Digital: Circulation 2027

| By industry                    | Subscribers | %       |
|--------------------------------|-------------|---------|
| Food & Beverage                | 1.258       | 9,93%   |
| Textile & Synhetics Fibres     | 559         | 4,41%   |
| Paper, Cellulose & Wood        | 826         | 6,52%   |
| Metallurgy & Iron Industry     | 998         | 7,88%   |
| Mechanical & Electromechanical | 1.973       | 15,57%  |
| Ceramic & Stoneware            | 739         | 5,83%   |
| Chemicals & Petrolchemicals    | 1.860       | 14,69%  |
| Energy productions             | 600         | 4,73%   |
| Maintenance Services           | 1.915       | 15,12%  |
| Others                         | 1.940       | 15,31%  |
| TOTAL                          | 12.668      | 100,00% |

| By job function             | Subscribers | %       |
|-----------------------------|-------------|---------|
| General Manager             | 1.787       | 14,11%  |
| Plant Engineering Manager   | 2.063       | 16,29%  |
| Maintenance Manager         | 2.849       | 22,49%  |
| Maintenance Staff           | 2.059       | 16,26%  |
| Sales & Procurement         | 1.610       | 12,71%  |
| Maintenance Service Manager | 1.192       | 9,41%   |
| Others                      | 1.108       | 7,00%   |
| TOTAL                       | 12.668      | 100,00% |

Source: Publisher's Projection 2027

By number of employees





**In Collaboration with ANIMA  
Confindustria's Associations:  
Assopompe, AVR and Uman**

**9.979**

**Total  
subscribers**

**7.000**

**Website visitors  
per month**

**CMI - Costruzione e Manutenzione Impianti** is an essential resource for professionals in industrial plant construction and maintenance. Targeted at purchasing managers, design engineers, maintenance technicians, and installers, it offers clear insights on the latest innovations and technological advancements. Each issue covers key topics such as automation, instrumentation, fluid circulation, and machine components, providing practical knowledge to optimize processes and enhance system reliability.

**Language: Italian - Launched: 1999**

## Focus 2027

- Fluid Handling
- Automation
- Instrumentation
- Industrial Consumer Products
- Components
- Services & Digital Solutions
- Robotics
- Energy Efficiency



## Vendor List

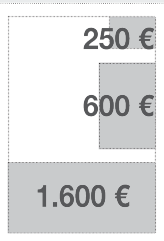
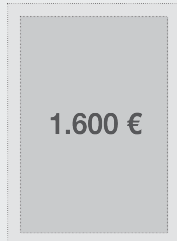
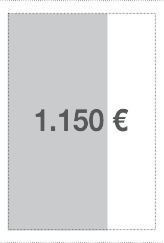
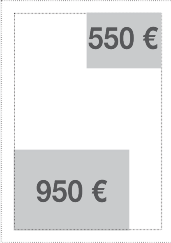
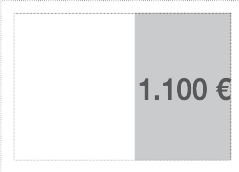
Vendor List is the annual publication that analyzes the trend of the automation & instrumentation, fluid circulation, systems and components markets. It is distributed to 4,000 Purchasing Managers and Production/Maintenance Managers.  
**Date of publication: March 2027**



## Italian Vendors' List

Italian Vendors' List is the English edition that publishes the profiles of Italian manufacturers. It is distributed to buyers of foreign companies operating in the design, construction and maintenance of plants. Special distribution during international fairs.  
**Date of publication: June 2027**

## Advertisement Rates and Specifications

|                                                                                                                        |                                                                                                    |                                                                                                    |                                                                                                            |                                                                                                                                         |                                                                                                                                                                                                                 |                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
|  <p>250 €<br/>600 €<br/>1.600 €</p> |  <p>400 €</p>   |  <p>1.600 €</p> |  <p>1.460 €</p>         |  <p>1.000 €</p>                                     |  <p>1.150 €</p>                                                                                                            |  <p>900 €</p> |
| <b>Cover - manchette</b><br>53 x 47 mm<br><b>Cover - news</b><br><b>Cover - 1/3 horizontal</b><br>228 x 110 mm         | <b>Back Cover - manchette</b><br>135 x 90 mm                                                       | <b>1/1 page Tabloid</b><br>245 x 337 + 5 mm bleed                                                  | <b>1/1 page + news</b><br>182 x 256 mm                                                                     | <b>1/2 page horizontal</b><br>245 x 168,5 mm + 5 mm bleed                                                                               | <b>2/3 page horizontal</b><br>228 x 230 mm                                                                                                                                                                      | <b>1/3 page horizontal</b><br>228 x 110 mm                                                         |
|  <p>1.150 €</p>                     |  <p>1.000 €</p> |  <p>850 €</p>   |  <p>550 €<br/>950 €</p> |  <p>1.100 €</p>                                     | <b>*Type area, centered</b><br>Dimensions (width x depth).<br>Prices in Euro (Excl. VAT).<br>Trim size 210 x 285 mm.                                                                                            |                                                                                                    |
| <b>2/3 page vertical</b><br>134 x 312 mm                                                                               | <b>1/2 page vertical</b><br>120 x 337 mm + 5 mm bleed                                              | <b>Island</b><br>134 x 186 mm                                                                      | <b>1/6 pagina</b><br>134 x 105 mm<br><b>1/2 Pagina + news</b><br>182 x 130                                 | <b>Island - Vendor List + Company Profile</b><br>150 x 210 mm<br><b>Island - Italian Vendors List + Company Profile</b><br>150 x 210 mm | <b>Special positioning</b><br>Front cover (1/3 page) € 1.600<br>Inside front cover (1/3 page) € 1.500<br>Manchette inside back cover € 400<br>Back cover Tabloid € 2.200<br>Section "L'azienda informa" € 1.000 |                                                                                                    |
|                                                                                                                        |                                                                                                    |                                                                                                    |                                                                                                            |                                                                                                                                         |                                                                                                                                                                                                                 | For quantity discount, inserts and special positioning: pricing and further information on request |

In each issue:

**Fluid Handling, Automation, Instrumentation, Components, Industrial Consumer Products**

| Issue                                                            | Focus                                                                                                                    | Shows/Events                                                    | Dates                |
|------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------|
| <b>1 February</b><br>Closing Date 15.01<br>Mailing Date 02.02    | <b>PRINT</b><br>Predictive Maintenance<br>Sensors & Asset Management                                                     | A&T Automation&Testing, Turin<br>Key Energy, Rimini             | 11-12.02<br>10-12.03 |
| <b>2 April</b><br>Closing Date 16.03<br>Mailing Date 01.04       | <b>PRINT</b><br>Fluid Handling<br><b>Special: Pumps &amp; Valves</b>                                                     | Hannover Messe, Hannover<br>Heat Pump Technologies, Milan       | 05-08.04<br>07-08.04 |
| <b>3 June</b><br>Closing Date 18.05<br>Mailing Date 01.06        | <b>PRINT</b><br>Energy Efficiency & Sustainability                                                                       | WIN Eurasia, Istanbul<br>Achema, Frankfurt                      | 02-05.06<br>14-18.06 |
| <b>4 July/August</b><br>Closing Date 25.06<br>Mailing Date 23.07 | <b>PRINT</b><br>Safety, Fire Protection,<br>Environmental Protection & Cybersecurity<br><b>Special: ATEX Environment</b> |                                                                 |                      |
| <b>5 October</b><br>Closing Date 17.09<br>Mailing Date 08.10     | <b>PRINT</b><br>Revamping, Retrofit & Digital Twin                                                                       | ADIPEC, Abu Dhabi<br>SPS, Smart Production Solutions, Nuremberg | 01-04.11<br>23-25.11 |
| <b>6 December</b><br>Closing Date 19.11<br>Mailing Date 10.12    | <b>PRINT</b><br>Mechanical Components,<br>Power Transmission & Plant Logistics<br><b>Special: Bearings &amp; Seals</b>   |                                                                 |                      |

## Print + Digital: Circulation 2027

| By industry                            | Subscribers  | %              |
|----------------------------------------|--------------|----------------|
| Oil & Gas                              | 2.119        | 21,23%         |
| Food                                   | 1.722        | 17,26%         |
| Chemical & Petrochemical Industry      | 1.947        | 19,51%         |
| Plants for Water & Aqueducts Treatment | 853          | 8,55%          |
| Plant Maintenance                      | 740          | 7,42%          |
| Chemical & Pharmaceutical Industry     | 761          | 7,63%          |
| Steel & Mechanical Industries          | 602          | 6,03%          |
| Energy Saving Solutions                | 761          | 7,63%          |
| Plasting Processing                    | 96           | 0,97%          |
| Textiles                               | 65           | 0,65%          |
| Engineering Companies                  | 178          | 1,78%          |
| Industrial Distributors                | 43           | 0,43%          |
| Ceramics & Glass                       | 92           | 0,93%          |
| <b>TOTAL</b>                           | <b>9.979</b> | <b>100,00%</b> |

Source: Publisher's Projection 2027

| By job function               | Subscribers  | %              |
|-------------------------------|--------------|----------------|
| Installers                    | 289          | 2,90%          |
| Production & Factory Managers | 2.097        | 21,02%         |
| Systems Designers             | 1.862        | 18,66%         |
| Maintenance Managers          | 2.209        | 22,14%         |
| Purchasing Managers           | 3.057        | 31,00%         |
| Design Managers               | 465          | 4,66%          |
| <b>Total</b>                  | <b>9.979</b> | <b>100,00%</b> |

### GUIDA AGLI ACQUISTI

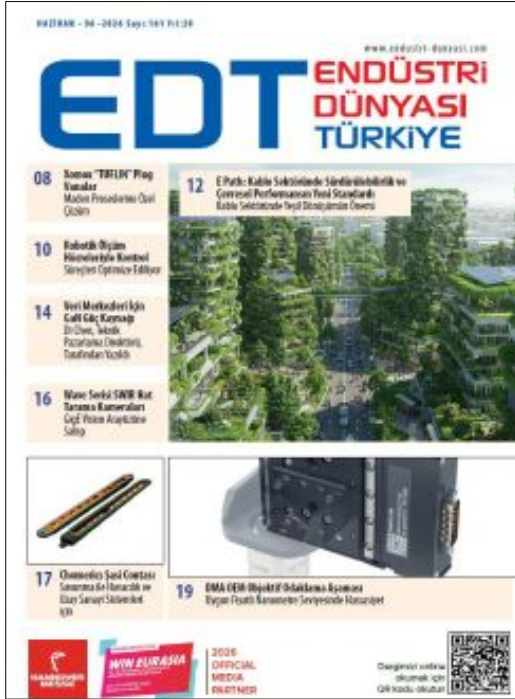
Your solutions in the highlight through your customers' voice

With CMI - Costruzione e Manutenzione Impianti "GUIDA AGLI ACQUISTI" you can connect to the Purchasing Managers through the direct experience of those who are doing the same job.

Customer's Purchasing Manager Interview (print + digital)  
+ Full Page Advertising

€ 1.600





### Endüstri Dünyası: Your Gateway to Industrial Innovation in Türkiye

Since its launch in 2007, Endüstri Dünyası has been the trusted resource for industrial decision makers seeking products, solutions, and insights. **Endüstri Dünyası** delivers timely application stories, industry news, product updates, and expert interviews — keeping Turkish industrial professionals informed about both local developments and global trends.

Reaching industrial designers, manufacturing executives, and engineers, **Endüstri Dünyası** stands at the forefront of B2B publishing, covering the latest advancements **shaping the digitalized industrial world**. From groundbreaking innovations to emerging technologies, it provides the knowledge and perspective needed to thrive in today's fast-paced industrial landscape.

Language: Turkish - Launched: 2007

#### Main Topics

- Electronics - Electricity
- Industrial Supply
- Motors & Drives
- Hydraulics & Pneumatics
- Machines & Tools
- Automation - Robotics
- Test & Measurement
- Industry 4.0
- Sensor Technology
- Additive Manufacturing - 3D Printing

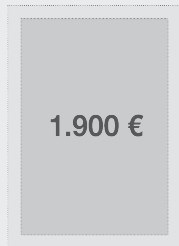
**31.419**

Total  
subscribers

**28.000**

Website visitors  
per month

### Advertisement Rates and Specifications



1.900 €

#### 1/1 page

- 210 x 297 mm  
+5 mm bleed
- \*180 x 262 mm



1.400 €

#### 2/3 page vertical

- \*119 x 262 mm



1.400 €

#### 2/3 page horizontal

- \*180 x 171 mm



1.300 €

#### 1/2 page island

- \*119 x 170 mm



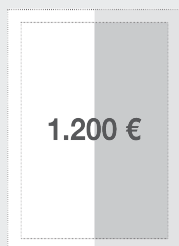
1.200 €

#### 1/2 page horizontal

- 210 x 148,5 mm  
+5 mm bleed
- \*180 x 125 mm

**\*Type area, centered**  
Dimensions (width x depth).  
Prices in Euro (Excl. VAT).  
Trim size 210 x 297 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*



1.200 €

#### 1/2 page vertical

- 105 x 297 mm  
+5 mm bleed
- \*88 x 262 mm



1.000 €

#### 1/3 page horizontal

- 220 x 105 mm  
+5 mm bleed
- \*180 x 80 mm



1.000 €

#### 1/3 page vertical

- 77 x 307 mm  
+5 mm bleed
- \*57 x 262 mm



700 €

#### 1/4 page

- 105 x 148,5 mm  
+5 mm bleed
- \*105 x 148,5 mm

| Issue                                                                                    | Focus                                                                                                                     | Shows/Events                                                                                                                                                                                                                                                                                                                                                                               | Dates                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1/2 January/February</b><br>Closing Date 29.01<br>Mailing Date 06.02<br><b>WEBMag</b> | Digitalization in Industry, Industry 4.0, IoT, Industrial Software, Software Security, Cloud Systems, ERP / MRP Solutions | Electricity Eurasia 2027<br>ICCI 2027<br>Makina Hangar- Manufacturing Technologies Summit                                                                                                                                                                                                                                                                                                  | 20-22.01<br>20-22.01<br>26-27.01                                                                                                                                                             |
| <b>3 March</b><br>Closing Date 25.02<br>Mailing Date 04.03<br><b>WEBMag</b>              | Hannover Messe Special Edition<br><b>Rail Systems Supplement (Print+Digital)</b>                                          | Automechanika Istanbul<br>Eurasia Rail<br>Replast Eurasia                                                                                                                                                                                                                                                                                                                                  | 24-27.03<br>24-26.03<br>2-26.03                                                                                                                                                              |
| <b>4 April</b><br>Closing Date 26.03<br>Mailing Date 07.04<br><b>PRINT</b>               | Test and Measurement Systems<br><br>Katalog Tanıtım                                                                       | Hannover Messe, Hannover<br>SOLAREX Istanbul<br>Tube Eurasia<br>Wire Eurasia<br>ELES Expo<br>Petroleum Istanbul<br>WOM 2027                                                                                                                                                                                                                                                                | 05-08.04<br>07-09.04<br>07-10.04<br>07-10.04<br>15-17.04<br>15-17.04<br>15-17.04                                                                                                             |
| <b>5 May</b><br>Closing Date 29.04<br>Mailing Date 05.05<br><b>PRINT</b>                 | Hannover Messe Report                                                                                                     | IDEF<br>IFAT Eurasia<br>TESKON 2027<br>Asansör Istanbul<br>IMMAT<br>MINEX Izmir                                                                                                                                                                                                                                                                                                            | 03-09.05<br>05-07.05<br>05-07.05<br>06-09.05<br>26-28.05<br>26-29.05                                                                                                                         |
| <b>6 June</b><br>Closing Date 03.06<br>Mailing Date 10.06<br><b>PRINT</b>                | WIN EURASIA 2027<br>Robotics & Automation                                                                                 | WIN Eurasia<br>FOTEG ISTANBUL<br>Makina Hangar- Boiler Summit<br>Nuclear Powerplants Expo                                                                                                                                                                                                                                                                                                  | 02-05.06<br>09-11.06<br>16-17.06<br>21-22.06                                                                                                                                                 |
| <b>7/8 July/August</b><br>Closing Date 30.07<br>Mailing Date 05.08<br><b>WEBMag</b>      | Factory Automation                                                                                                        | F Istanbul 2027                                                                                                                                                                                                                                                                                                                                                                            | 25-28.08                                                                                                                                                                                     |
| <b>9 September</b><br>Closing Date 25.08<br>Mailing Date 02.09<br><b>PRINT</b>           | Machine Industry<br>Electronics and Electric Supplement                                                                   | Makina Hangar-Robotic Automation Solutions Summit<br>Gitex AI Türkiye<br>METALEXPO<br>Fastener Expo Eurasia<br>HOW-Hub of Warehouse<br>ALUEXPO<br>Atech                                                                                                                                                                                                                                    | 14-16.09<br>15-16.09<br>15-17.09<br>16-19.09<br>23-25.09<br>23-25.09<br>29.09-02.10                                                                                                          |
| <b>10 October</b><br>Closing Date 30.09<br>Mailing Date 07.10<br><b>PRINT</b>            | Industrial Equipment<br>Smart Factories<br><br>Katalog Tanıtım                                                            | MOBISAD-IMEX<br>Data Center Expo<br>ISAF Smart Exhibitions<br>Eurasia Packaging Istanbul<br>Food-Tech Eurasia<br>Cleanroom Istanbul Exhibition<br>ISK-SODEX<br>Makina Hangar- Internal Logistics and Warehouse Automation Solutions<br>Turkcomposite Show<br>Maktek Konya<br>ISK - SODEX                                                                                                   | 06-09.10<br>06-09.10<br>06-09.10<br>12-15.10<br>12-15.10<br>14-16.10<br>19-22.10<br>19-21.10<br>20-22.10<br>20-23.10<br>20-23.10                                                             |
| <b>11 November</b><br>Closing Date 28.10<br>Mailing Date 05.11<br><b>PRINT</b>           | Industrial Communication                                                                                                  | Powder Dosing Expo<br>Kalite Fair<br>SMTECH Eurasia<br>PUExpo<br>Makina Hangar- Factory Automation Solutions Summit<br>Istanbul Hardware Fair<br>ANAMAK<br>MEX Machine Excellence Expo<br>MEEX Machine Excellence Expo<br>Eurasian Composites Show<br>PUTECH Eurasia<br>SURTECH Eurasia<br>Paint Expo Eurasia<br>EV Charge Show<br>Light + Intelligent Building Istanbul<br>IFTEX Istanbul | 03-05.11<br>03-06.11<br>09-12.11<br>11-13.11<br>16-18.11<br>17-20.11<br>18-21.11<br>24-27.11<br>24-27.11<br>24-26.11<br>24-26.11<br>24-26.11<br>24-26.11<br>25-27.11<br>25-27.11<br>25-27.11 |
| <b>12 December</b><br>Closing Date 02.12<br>Mailing Date 08.12<br><b>WEBMag</b>          | Power Supplies & Energy                                                                                                   | Plast Eurasia<br>Pack&Plast Izmir                                                                                                                                                                                                                                                                                                                                                          | 01-04.12<br>01-04.12                                                                                                                                                                         |

For WEBMag rates see page 40

## Print + Digital: Circulation 2027

| By industry                                             | Print        | Digital       | Subscribers   | %             |
|---------------------------------------------------------|--------------|---------------|---------------|---------------|
| Automotive, Aircraft & Transportation                   | 76           | 4350          | 4426          | 14,1%         |
| Chemicals and Allied Products                           | 32           | 575           | 607           | 1,9%          |
| Construction                                            | 30           | 270           | 300           | 1,0%          |
| Crude Petroleum, Natural Gas, Mining and Quarring       | 32           | 288           | 320           | 1,0%          |
| Education                                               | 22           | 240           | 262           | 0,8%          |
| Electric, Electronic, Computing & Communication         | 263          | 3.831         | 4.094         | 13,0%         |
| Energy & Water Supplies                                 | 20           | 168           | 188           | 0,6%          |
| Engineering Firms                                       | 43           | 571           | 614           | 2,0%          |
| Fabricated Metalproducts                                | 57           | 340           | 397           | 1,3%          |
| Food, Beverage, Tobacco                                 | 49           | 270           | 319           | 1,0%          |
| Importer, Dealers, Distributors, of Industrial Products | 43           | 282           | 325           | 1,0%          |
| Logistics and Transportation                            | 5            | 131           | 136           | 0,4%          |
| Machinery (Excluding Electrical)                        | 179          | 4.589         | 4.768         | 15,2%         |
| Mainenance                                              | 80           | 1.419         | 1.499         | 4,8%          |
| Other Manufacturing Industries                          | 40           | 800           | 840           | 2,7%          |
| Automation & Robotic                                    | 301          | 6.351         | 6.652         | 21,2%         |
| Others Related to the Field                             | 70           | 3.697         | 3.767         | 12,0%         |
| Paper, Textile, Leather                                 | 14           | 265           | 279           | 0,9%          |
| Plastics, Rubber, Peroleum & Coal                       | 30           | 360           | 390           | 1,2%          |
| Primary Metals                                          | 41           | 340           | 381           | 1,2%          |
| Public Administration, Government & Military            | 44           | 169           | 213           | 0,7%          |
| Scientic, Measuring & Control Equipment                 | 21           | 345           | 366           | 1,2%          |
| Stone, Clay, Glass                                      | 10           | 98            | 108           | 0,3%          |
| Wood, Timber, Furnitue                                  | 9            | 159           | 168           | 0,5%          |
| <b>TOTAL</b>                                            | <b>1.511</b> | <b>29.908</b> | <b>31.419</b> | <b>100,0%</b> |

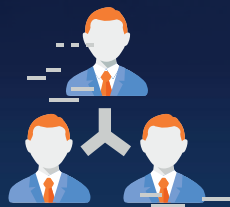
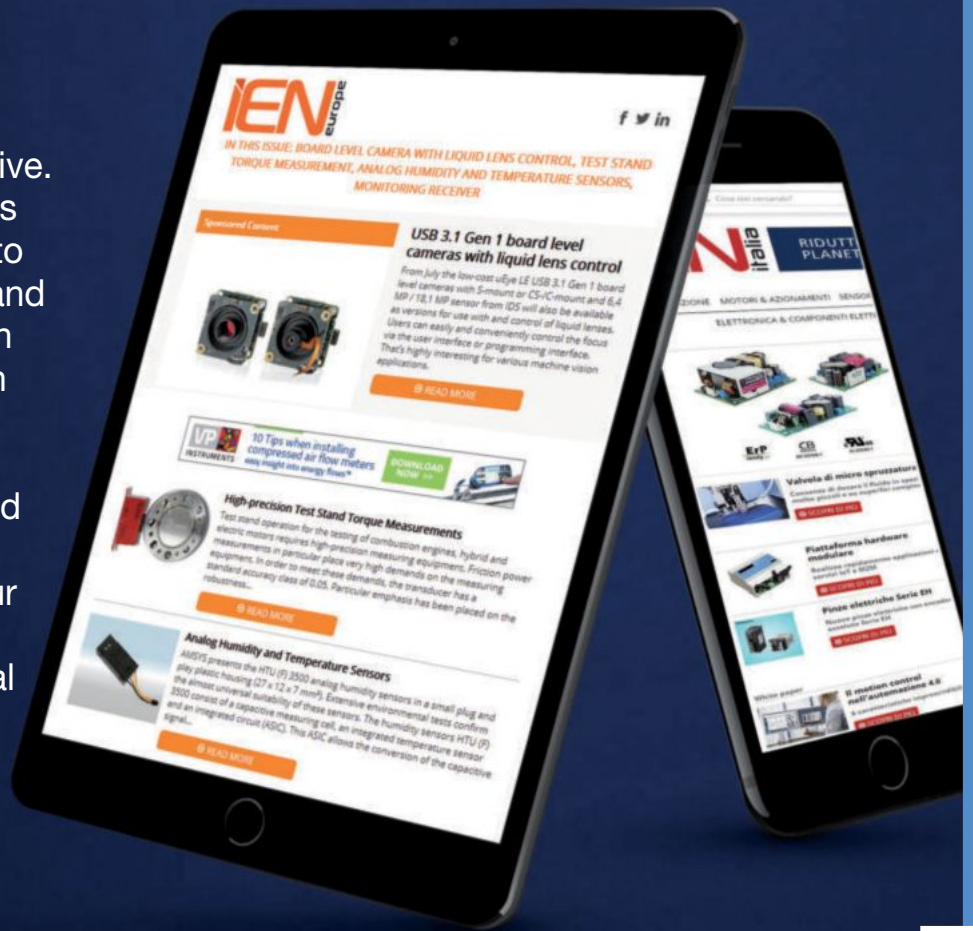
Source: Publisher's Projection 2027

| By job function                    | Subscribers   | %           |
|------------------------------------|---------------|-------------|
| <b>Design Engineering</b>          | <b>1.315</b>  | <b>4,2%</b> |
| General or Corporate Management    | 9.255         | 29,5%       |
| <b>Logistic Management</b>         | <b>697</b>    | <b>2,2%</b> |
| Operations/Maintenance Engineering | 3.000         | 9,5%        |
| <b>Other Engineering</b>           | <b>3.126</b>  | <b>9,9%</b> |
| Other Functions                    | 5.044         | 16,1%       |
| <b>Plant Mangement</b>             | <b>1.401</b>  | <b>4,5%</b> |
| Production Engineering             | 2.439         | 7,8%        |
| <b>Project Management</b>          | <b>1.033</b>  | <b>3,3%</b> |
| Purchasing or Procurement          | 2.129         | 6,8%        |
| <b>Research</b>                    | <b>1.063</b>  | <b>3,4%</b> |
| Test/Quality/Standards Engineering | 917           | 2,9%        |
| <b>TOTAL</b>                       | <b>31.419</b> | <b>100%</b> |



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.



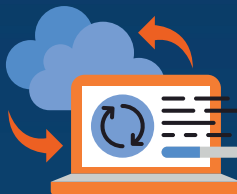
**over 3,6 million**  
website visitors annually



**over 2,5 million**  
unique visitors annually



**2:30 minutes**  
visit duration



**4 pages**  
per visits



**over 100.000**  
newsletter subscribers

## DIGITAL PRODUCTS

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

**NEW!**

### 10. SUPER LEADERBOARD

1.140 x 280 pixels

Present on all pages, **only 1** item

### 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

### Specification

#### • Banner specification

Format: Jpg, Png, Gif  
Minimum resolution required: 72 dpi  
Online adverts must be provided with destination URL

#### • Video specification

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

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

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

## Rates

|                                                                                                                                                                                                     | Euro, excl. VAT |  IEN EU |  PCNE |  IEN D-A-CH |  PEI |  IEN ITA |  EDT |  Manutenzione |  CMI |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
|  Top Leaderboard - Monthly Rates                                                                                   |                 | 3 000                                                                                    | 2000                                                                                   | 1 800                                                                                        | 1 800                                                                                 | 1 300                                                                                     | 1 000                                                                                   | 1 300                                                                                            | 1 300                                                                                   |
|   Rectangle/Video - Monthly Rates |                 | 2 150                                                                                    | 1 700                                                                                  | 1 500                                                                                        | 1 500                                                                                 | 1 150                                                                                     | 650                                                                                     | 1 150                                                                                            | 1 150                                                                                   |
|  Half Rectangle - Monthly Rates                                                                                    |                 | 1000                                                                                     | 800                                                                                    | 700                                                                                          | 700                                                                                   | 550                                                                                       | 300                                                                                     | 550                                                                                              | 550                                                                                     |
|  Button - Monthly Rates                                                                                            |                 | 750                                                                                      | 500                                                                                    | 500                                                                                          | 500                                                                                   | 350                                                                                       | 250                                                                                     | 350                                                                                              | 350                                                                                     |
|  Vertical Banner - Monthly Rates                                                                                   |                 | 2 050                                                                                    | 1500                                                                                   | 1 400                                                                                        | 1 400                                                                                 | 1 100                                                                                     | 650                                                                                     | 1 100                                                                                            | 1 100                                                                                   |
|  In-page Leaderboards - Monthly Rates                                                                              |                 | 2 000                                                                                    | 1450                                                                                   | 1 350                                                                                        | 1 350                                                                                 | 1 050                                                                                     | 600                                                                                     | 1 050                                                                                            | 1 050                                                                                   |
|  Skin -Monthly Rates                                                                                               |                 | 5 000                                                                                    | 4 500                                                                                  | 4 000                                                                                        | 4 000                                                                                 | 2 800                                                                                     | 2 000                                                                                   | 2 800                                                                                            | 2 800                                                                                   |
|  Splash -Weekly Rates                                                                                              |                 | 3 800                                                                                    | 3 500                                                                                  | 3 250                                                                                        | 3 250                                                                                 | 2 500                                                                                     | 1 500                                                                                   | 2 500                                                                                            | 2 500                                                                                   |
|   Super Leaderboard                |                 | 3 600                                                                                    | 2 600                                                                                  | 2 400                                                                                        | 2 400                                                                                 | 1 900                                                                                     | 1 600                                                                                   | 1 900                                                                                            | 1 900                                                                                   |

2027 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

### Super Leaderboard **NEW!**

dimensions: 1140 x 280 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                                                    | yes             |
| 2             | Splash                          | Mobile Splash           | 320 x 640                     | Jpg, Png, Gif                                                    | yes             |
| <b>NEW!</b> 3 | Super Leaderboard/<br>Rectangle | Mobile High Impact Ad   | 320 x 320                     | Jpg, Png, Gif                                                    | 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 |
| <b>NEW!</b> 3 | Super Leaderboard/<br>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   |

2027 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;  
Image: 790 x 405 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.  
Link to your homepage or product page.

3.

### SPONSORED CONTENT IN NEWSLETTER - 2<sup>ND</sup> POSITION

## Rates

|   | Euro, excl. VAT                                            |  IEN EU |  PCNE |  IEN D-A-CH |  PEI |  IEN 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                                                                                       |
| 3 | Sponsored Content in Newsletter - 2 <sup>nd</sup> position | 1 200                                                                                      | 1 000                                                                                    | 880                                                                                            | 1 200                                                                                   | 880                                                                                         | 500                                                                                      | 880                                                                                                | 880                                                                                       |

2027 rates (Euro, excl. VAT)

## E-blasts

With third-party e-mailings TIMGlobal Media promotes the products or services of your company. The databases are updated daily, and targeting possibilities are available prior to each e-blast. Please contact our Sales Office (See page 45) for pricing and specifications

## 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.  
Image: 790 x 405 px, PNG, JPG (72 dpi).  
Image in home page: 790 x 405 px PNG, JPG (72 dpi).  
Product Category (Topic).  
Recommended on website: data-sheet (PDF) and/or video (MPG, AVI, MOV, Youtube).



## 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                                                                                     |

2027 rates (Euro, excl. VAT)

|  Subscribers for Topic | IEN EU |
|---------------------------------------------------------------------------------------------------------|--------|
| Hydraulics & Pneumatics                                                                                 | 21.498 |
| Automation                                                                                              | 24.301 |
| Electronics - Electricity                                                                               | 24.652 |
| Industrial Supply                                                                                       | 24.332 |
| Motors & Drives                                                                                         | 29.974 |
| Sensor Technology                                                                                       | 24.694 |
| Test & Measurement                                                                                      | 24.763 |
| Industry 4.0                                                                                            | 34.582 |
| Energy                                                                                                  | 34.748 |
| Vision                                                                                                  | 34.658 |
| Artificial Intelligence                                                                                 | 23.864 |

|  Subscribers for Topic | PCNE  |
|---------------------------------------------------------------------------------------------------------|-------|
| Automation & Communication                                                                              | 2.496 |
| Equipment & Services                                                                                    | 2.298 |
| Measurement & Instrumentation                                                                           | 2.502 |
| Processing Machinery                                                                                    | 2.633 |
| Pumps, Valves & Compressors                                                                             | 2.114 |
| Explosion Protection & Safety                                                                           | 2.537 |
| Industry 4.0                                                                                            | 2.489 |
| Maintenance                                                                                             | 2.103 |

|  Subscribers for Topic | IEN D-A-CH |
|-----------------------------------------------------------------------------------------------------------|------------|
| Motoren - Antriebstechnik / Motors and Drives                                                             | 3.118      |
| Automatisierungstechnik / Factory Automation                                                              | 3.648      |
| Elektronik - Elektrik / Electronics - Electrical Components                                               | 3.341      |
| Industrie Equipment / Industrial Equipment                                                                | 2.822      |
| Messtechnik / Measurement and Testing                                                                     | 3.526      |
| Sensorik / Sensors                                                                                        | 3.326      |
| Hydraulik - Pneumatik / Hydraulics & Pneumatics                                                           | 4.710      |
| Sicherheit - Industrierversorgung / Safety - Industrial supply                                            | 4.782      |
| Industrie 4.0 / Industry 4.0                                                                              | 4.789      |

|  Subscribers for Topic | Manutenzione |
|-----------------------------------------------------------------------------------------------------------|--------------|
| Fluid Engineering / Fluid Engineering                                                                     | 2.436        |
| Manutenzione Meccanica / Mechanical Maintenance                                                           | 1.611        |
| Manutenzione Elettrica / Electrical Maintenance                                                           | 1.488        |
| Strumentazione & Controllo / Control & Instrumentation                                                    | 2.236        |
| Manutenzione & ICT / Maintenance & ICT                                                                    | 2.224        |
| Utensili & Attrezzature / Tools and Equipment                                                             | 2.348        |
| Manutenzione 4.0 / Maintenance 4.0                                                                        | 2.583        |

|  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                                                                             | 6.643 |
| Capteurs & Transmetteurs / Sensors & Transducers                                                        | 6.646 |
| Composants Hydrauliques & Pneumatiques / Hydraulic & Pneumatic                                          | 5.550 |
| Composants Mécaniques / Mechanical                                                                      | 8.655 |
| Electricité & Electronique / Electricity & Industrial Electronics                                       | 6.949 |
| Informatique Industrielle / Industrial Computers                                                        | 5.936 |
| Logistique & Fournitures Industrielles / Logistics and Industrial Supplies                              | 5.106 |
| Moteurs & Entrainements / Motors and Drives                                                             | 5.683 |
| Production & Fabrication / Production Equipment                                                         | 5.335 |
| Protection et Sécurité / Safety                                                                         | 8.647 |
| Mesures & Contrôles / Test and Measurement                                                              | 6.393 |
| Catalogues / Catalogs                                                                                   | 8.274 |
| Equipements de Vision, Caméras / Vision                                                                 | 8.642 |
| Industrie 4.0 / Industry 4.0                                                                            | 8.623 |

|  Subscribers for Topic | IEN ITA |
|---------------------------------------------------------------------------------------------------------|---------|
| Automazione / Automation                                                                                | 1.831   |
| Elettronica & Componenti Elettrici / Electronics - Electrical Components                                | 1.854   |
| Motori & Azionamenti / Motors & Drives                                                                  | 1.463   |
| Idraulica & Pneumatica / Hydraulics and Pneumatics                                                      | 1.392   |
| Test & Measurement / Test and Measurement                                                               | 1.551   |
| Accessori e Materiali di Consumo / Accessories and Consumables                                          | 1.473   |
| Industria 4.0 / Industry 4.0                                                                            | 2.185   |
| Energia / Energy                                                                                        | 2.156   |
| Sistemi di Visione / Vision                                                                             | 2.102   |
| Stampa 3D / 3D Printing                                                                                 | 2.143   |

|  Subscribers for Topic | EDT   |
|-----------------------------------------------------------------------------------------------------------|-------|
| Endüstriyel Malzemeler - Ekipmanlar / Industrial Equipment                                                | 3.483 |
| Elektronik - Elektrik / Electronics - Electrical Components                                               | 2.521 |
| Otomasyon - Robotik / Automation - Robotics                                                               | 2.794 |
| Hareket ve güç İletimi / Motion Control                                                                   | 2.653 |
| Hidrolik - Pnömatik / Hydraulics & Pneumatics                                                             | 2.379 |
| Sensör Teknolojisi / Sensors & Transducers                                                                | 2.748 |
| Test - Ölçüm / Test and Measurement                                                                       | 2.620 |
| Makineler ve Aletler / Machines & Tools                                                                   | 2.017 |
| Endüstri 4.0 / Industry 4.0                                                                               | 5.118 |
| 3b Baskı - Additive Manufacturing                                                                         | 2.133 |

## 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.

ProPacks include a 12 months' high-impact presence in homepage, in rotation with other advertisers, and prime positioning within search results.

### • Material specifications for each product

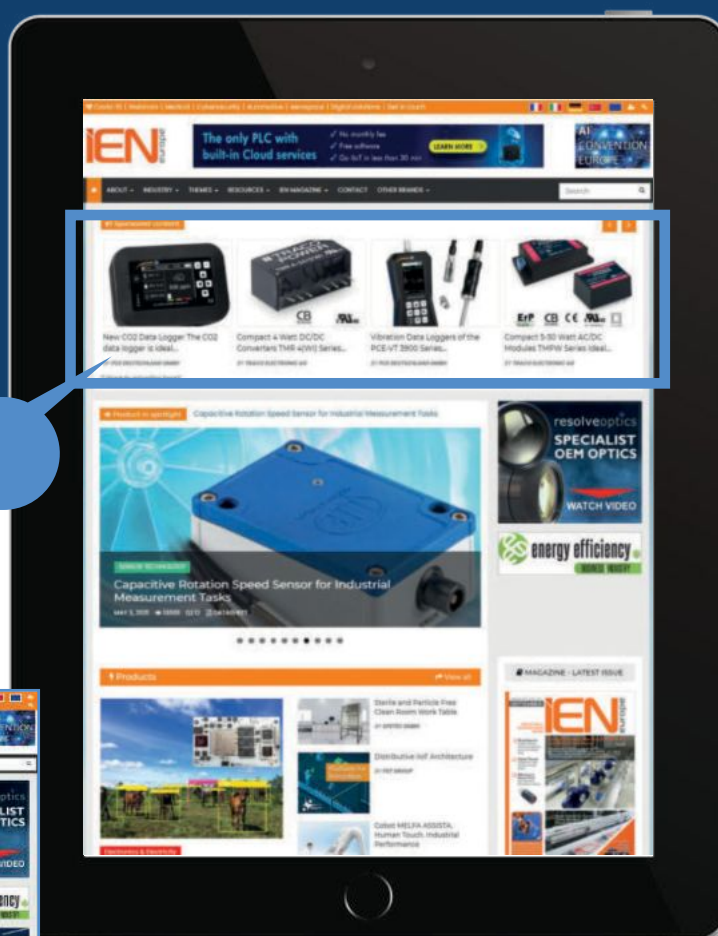
Title: 50 characters max., 3 words min. Subtitle: 50 characters max., 5 words min. that examine the product more.

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

Image: 790 x 405 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 |

2027 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.

Presence on homepage among the 5 most recently published. 12-months' presence, listed in the white papers section. Prime positioning of your company in the website's directory.

### Main Benefits

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

### 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. Image: 790 x 405 px, PNG, JPG (72 dpi).

### Annual Rates

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

## Catalogues

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

Your catalogue, brochure or website is promoted through an advert in ¼-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](http://www.iem.eu/catalogues)
- [www.iem-dach.de/katalogdistributor](http://www.iem-dach.de/katalogdistributor)
- [www.pei-france.com/catalogues](http://www.pei-france.com/catalogues)
- [www.endustri-dunyasi.com/katalogtanitim](http://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 |  IEN Italia Catalogue |
|-----------------------|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Print + Web + e-Alert | 1 100                                                                                                   | 1 000                                                                                   | 1 100                                                                                               | 1 100                                                                                                  | 1 000                                                                                                      |

2027 rates (Euro, excl. VAT)

Special Offer: Promote your catalogue across Europe (    ). 3 000 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.



## WEBMag

A totally digital version available on our website

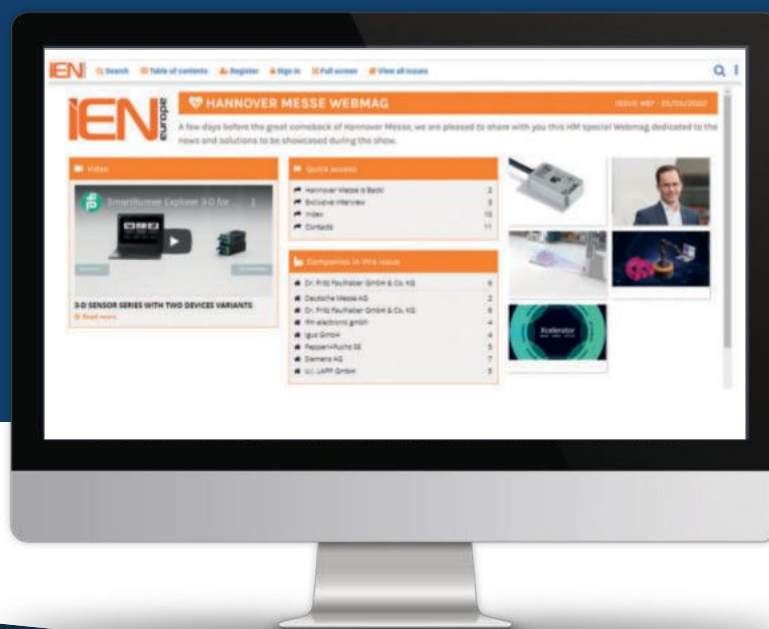
The WEBMag was born as a special edition dedicated to such important exhibitions as Hannover Messe and SPS Nuremberg.

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 allows easy access to information and contents: exclusive interviews, datasheets, articles, news and events.

- The IEN Europe WEBMag will be released in January, February, April, July, August, and December (see page 11).
- The IEN D-A-CH WEBMag will be released in January, February, May, July, August and December (see page 18).
- The IEN Italia WEBMag will be released in March, May, June/ July and December (see page 21).
- The PEI WEBMag will be released in February, June and December (see page 16).
- The Endüstri Dünyası WEBMag will be released in January



**News**  
CONFIGURATORS  
**Interviews**  
**E-SHOPS**  
Events  
**Interactive Videos**  
**INDUSTRY CASES**  
**Datasheets**

## Rates

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

| Ad format                                  |  IEN EU PCN EU |  IEN D-A-CH |  PEI |  IEN ITA |  EDT |
|--------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Specifications as the related print issues |                                                                                                    |                                                                                                  |                                                                                           |                                                                                               |                                                                                           |
| 1/2 page vertical                          | 3 600                                                                                              | 1 900                                                                                            | 3 000                                                                                     | 1 700                                                                                         | 600                                                                                       |
| 1/3 page horizontal                        | 2 100                                                                                              | 1 200                                                                                            | 1 900                                                                                     | 1 000                                                                                         | 500                                                                                       |
| 1/3 page vertical                          | 2 100                                                                                              | 1 200                                                                                            | 1 900                                                                                     | 1 000                                                                                         | 500                                                                                       |
| 1/4 page                                   | 1 400                                                                                              | 950                                                                                              | 1 300                                                                                     | 800                                                                                           | 350                                                                                       |
| 1/8 page                                   | 750                                                                                                | 550                                                                                              | 650                                                                                       | 450                                                                                           |                                                                                           |

2027 rates (Euro, excl. VAT)

## Webinars & Podcasts

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

Contact our Sales Office (See page 47) for pricing and specs or to make your reservations on the open available dates, no matter your location or time zone!

through resource downloads and surveys. Our sophisticated reporting dashboards allow you to analyze and nurture your top sales targets and get the 2027 sales cycle rolling.

Webinars and Podcasts are available on TIMGlobal Media websites before, during and after the live date.

## Technical specifications

The webinar is promoted via mailings campaigns (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.

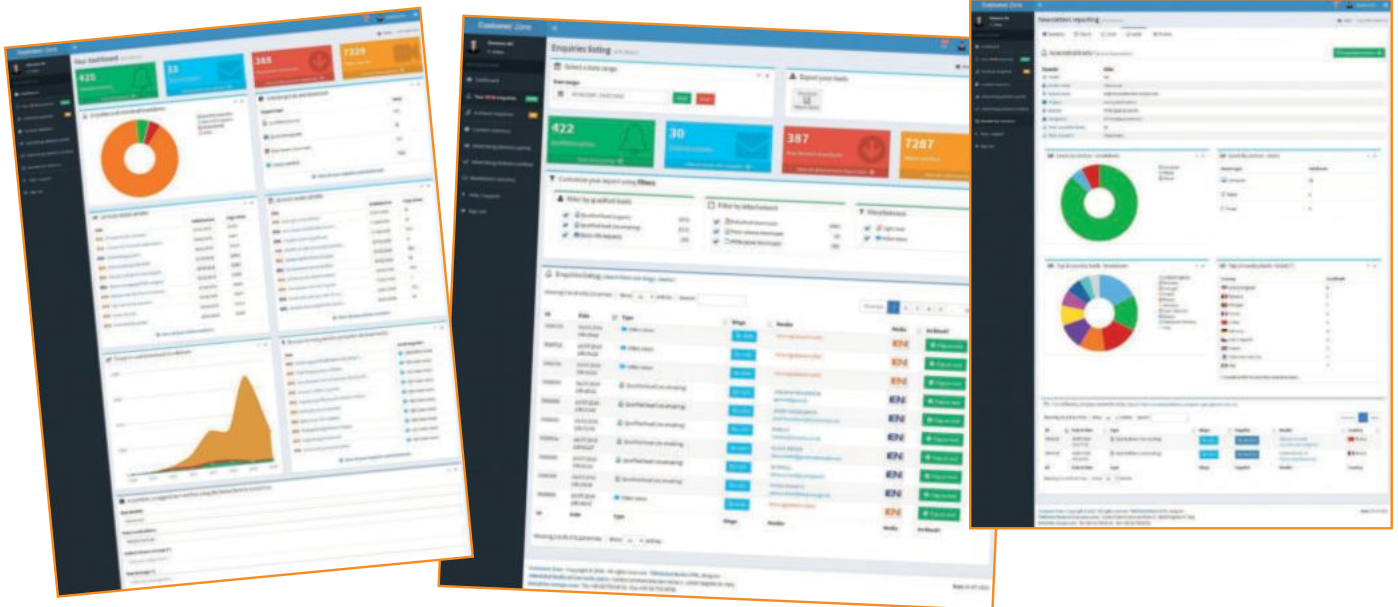
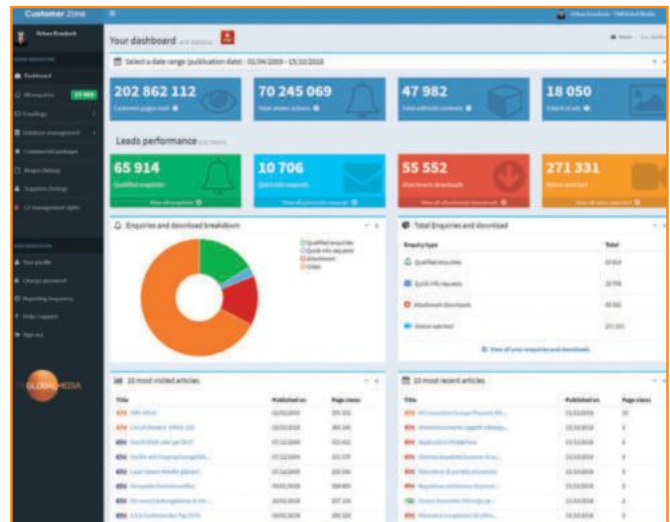
## Direct access to your marketing results

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.



## MAKE YOUR TRADE FAIR WORK HARDER.

TURN A FEW DAYS ON THE FLOOR INTO YEAR-ROUND VISIBILITY.

Expo Channel extends your trade fair presence before, during and after the show — connecting your brand with industrial audiences across our international network.

### MORE THAN A TRADE FAIR PAGE.

#### ONE EVENT. A FULL DIGITAL PRESENCE.

- Expo Channel brings your participation to life with:
- News & product launches
- Exhibitor interviews & on-site videos
- Daily trade fair updates
- Exhibitor & product profiles
- Show highlights & event reports
- Multi-channel promotion across our network



## FROM THE SHOW FLOOR TO GLOBAL REACH.

Your content doesn't stop when the show ends. It reaches industrial professionals, buyers and decision-makers worldwide.

### ONE CHANNEL. OUR ENTIRE NETWORK.

Expo Channel is integrated across each of our channels (website/newsletter/LinkedIn/Youtube/Instagram/Facebook/TikTok/), giving your brand a dedicated space and visibility that outlasts the event itself.

More visibility. More engagement. More leads.

## MAKE YOUR BRAND PART OF THE STORY. FLEXIBLE CONTENT. TAILORED EXPOSURE.

Our editorial team builds tailored content and sponsorship formats around each event — from dedicated profiles and premium placements to multimedia formats.

You bring the products. We bring the audience.

### WHY EXPO CHANNEL?

**BEFORE** — Build anticipation before the doors open.

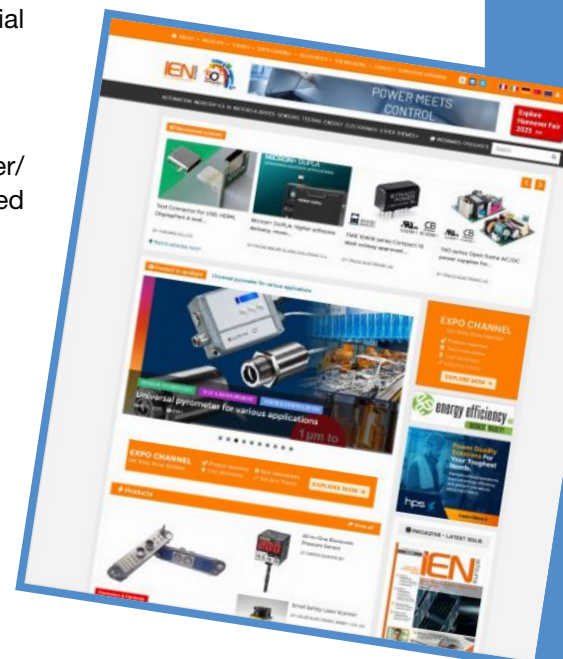
**DURING** — Capture attention while the industry is on-site. At the show.

**AFTER** — Stay visible long after the show closes.

### ONE TRADE FAIR. A MUCH BIGGER AUDIENCE.

#### Flexible Packages for every exhibitor.

|   |                                                                  | Media                                                     | Starter        | Business               | Premium                    |
|---|------------------------------------------------------------------|-----------------------------------------------------------|----------------|------------------------|----------------------------|
| 1 | Product listing on Expo channel                                  | web                                                       | ✓              | ✓                      | ✓                          |
| 2 | Newsletter Mention: Logo + Link (see page 44)                    | mail, web                                                 | ✓              | ✓ (priority placement) | ✓ (priority placement)     |
| 3 | Product in Spotlight Package on Expo Channel (see page 44)       | web, mail                                                 |                | ✓                      | ✓                          |
| 4 | Social Media                                                     | LinkedIn/Youtube/<br>Instagram/Facebook (meta)<br>/TikTok | Shared content | Exclusive content      | Exclusive premium contents |
| 5 | Product Presentation or Interview video on booth (all-inclusive) | All channels                                              |                |                        | ✓ (Limited availability)   |
| 6 | Rectangle Banner                                                 | web                                                       |                | Half (300x90)          | Full (300x250)             |



## Rates

|          |  IEN EU PCN EU |  IEN D-A-CH |  PEI |  IEN ITA |  EDT |
|----------|-------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Starter  | 1 250€                                                                                          | 950€                                                                                         | 1 000€                                                                                | 700€                                                                                      | 500€                                                                                  |
| Business | 2 500€                                                                                          | 1 900€                                                                                       | 2 000€                                                                                | 1 350€                                                                                    | 1 000€                                                                                |
| Premium  | 6 000€                                                                                          | 4 500€                                                                                       | 4 800€                                                                                | 3 200€                                                                                    | 2 400€                                                                                |



## Expo Channel Trade Fairs and Media

| Trade Fairs                               | Media providing dedicated editorial coverage |
|-------------------------------------------|----------------------------------------------|
| Hannover Messe (5-8 April 2027)           | IEN Europe, IEN D-A-CH                       |
| SPS (Nürnberg, 23-25 November 2027)       | IEN Europe, IEN D-A-CH                       |
| Global Industrie (Lyon, 15-18 March 2027) | PEI                                          |
| Pollutec (Lyon, 12-15 October, 2027)      | PEI                                          |
| WIN Eurasia (Istanbul, 2-5 June 2027)     | EDT                                          |
| SPS Italia (Parma, 25-27 May 2027)        | IEN Italia                                   |

## Optional Display Formats for Expo Channel packages

| Package                                                                   | Starter           | Business          | Premium           |
|---------------------------------------------------------------------------|-------------------|-------------------|-------------------|
| Print Advertising in Show Issue (see publishing schedules)                | 10% off rate card | 15% off rate card | 20% off rate card |
| Top Leaderboard, Super Leaderboard, In-page leaderboard (see pages 32-33) | 10% off rate card | 15% off rate card | 20% off rate card |

1 3 6

### Expo Channel Page



Contact our Sales Office (See page 47) for pricing and specs or to make your reservations on the open available dates, no matter your location or time zone!

4 5

### Interview & Social Media



2

### Newsletter and Social Media



**Expo Channel — more than visibility, a complete communication strategy for trade shows.**

## TIMGlobal Media International Editorial Team

TIMGlobal Media reaches over **350,000** qualified subscribers with decision making power in the industry all across Europe.

With our international editorial team working out of five languages (English, German, French, Italian and Turkish), we make sure to provide our subscribers with instant coverage of new products and solutions for the industrial world, to generate useful and targeted

contacts through information request forms, thus creating the right environment for your marketing message. Through their presence at shows and events all over the world, our editors are able to conduct field interviews with leading suppliers and innovative start-ups, and gather the latest information on groundbreaking technology solutions.



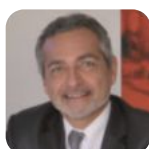
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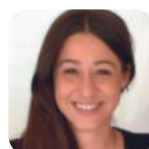
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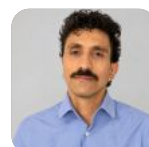
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### Editorial Submissions Guidelines

Although we consider editorial proposals for print and on-line publication, because of the volume of unsolicited editorial material we receive, we are not able to answer every email. Before you contact us, please read our guidelines under: <https://www.ien.eu/about/editorial-guidelines/>

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