



IEN D-A-CH, was launched in the early '80s as "Technische Revue" as interface between industrial provider and user. We deliver relevant information to developers, designers and technical management in all sectors of discrete manufacturing in the German-speaking area. We offer an editorial selection of all product groups and solutions in the fields of automation, sensor, measuring and drive technology and cover these areas with a mix of exclusive editorial contents, application stories, interviews about technological trends and more. With the ongoing trends of Industry 4.0 and the dissolution of the classical automation pyramid new software trends and cyber security is becoming a topic for our reporting as well as (collaborative) robotics or 3D-printing/additive manufacturing in the production process.

Language: German - Launched: 1982

54.640
Total subscribers

27.000
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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

Advertisement Rates and Specifications

<p>6.000 €</p> <p>1/1 page □ 210 x 285 mm +5 mm bleed ■ *180 x 259 mm</p>	<p>4.400 €</p> <p>2/3 page vertical ■ *119 x 259 mm</p>	<p>4.400 €</p> <p>2/3 page horizontal ■ *180 x 171 mm</p>	<p>3.900 €</p> <p>1/2 page island ■ *119 x 170 mm</p>	<p>3.500 €</p> <p>1/2 page horizontal □ 210 x 138 mm +5 mm bleed ■ *180 x 125 mm</p>
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***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
2/3 February/March Closing Date 05.02 Mailing Date 04.03	Focus: Industrial PCs, HMI and Displays Focus: Digital Transformation and IIoT Special Heavy Duty: Drives, Sensors and more for extreme environments	embedded world (digital only)	02.-04.03.
4 April Closing Date 05.03 Mailing Date 01.04	Focus: Hannover Messe Focus: Sensors, Test & Measurement	HANNOVER MESSE, Hannover	12.-16.04.
5 May Closing Date 23.04 Mailing Date 21.05	Special: Food & Beverage Focus: Condition Monitoring & Maintenance Focus: Cable, Connectivity and Energy Chains	SENSOR+TEST, Nürnberg PCIM, Nürnberg	04.-06.05 04.-06.05
6/7 June/July Closing Date 28.05 Mailing Date 25.06	Focus: Decentralised Motion and Automation Special: Ease-of-use Robotics Focus: Industrial Safety	Automatica, München	TBC
9 September Closing Date 20.08 Mailing Date 17.09	Focus: Motek Focus: Motion & Drives Focus: Assembly and Handling Technology	MOTEK, Stuttgart Vision, Stuttgart	05.-08.09 05.-07.09
10 October Closing Date 10.09 Mailing Date 08.10	Focus: Power Supplies and Batteries Focus: 3D Printing and Additive Manufacturing AI in Automation		
11 November Closing Date 15.10 Mailing Date 12.11	Focus: SPS Focus: Industrial Communication: Ethernet, Fieldbus and Wireless Focus: Automation 4.0	SPS, Nürnberg	23.-25.11

WEBMag			
4 April Closing Date 22.03 Mailing Date 06.04	HANNOVER MESSE Industry 4.0		
12 December Closing Date 02.12 Mailing Date 14.12	Products and Solutions: Highlights 2021 Highlights SPS		

For WEBMag rates see page 42



Print + Digital: Circulation 2021

By industry	Print	Digital	Subscribers	%
Mechanical & plant engineering	14.832	4.978	19.810	36,26%
Automotive industry / vehicle construction	1.032	1.586	2.618	4,79%
Metal industry	962	1.029	1.991	3,64%
Precision mechanics / optics	990	832	1.822	3,33%
Electrotechnics / electronics	8.417	5.857	14.274	26,12%
Communication equipment / IT	634	766	1.400	2,56%
Chemistry / plastics / rubber	904	974	1.878	3,44%
Cellulose / paper / cardboard / printing	103	267	370	0,68%
Wood / glass / ceramics/ mining / quarrying	115	242	357	0,65%
Food / beverage /tobacco	94	152	246	0,45%
Energy / water treatment	241	310	551	1,01%
Engineering firms / System integrators	224	870	1.094	2,00%
Technical institutes / universities	348	902	1.250	2,29%
Other industries	534	1.893	2.427	4,44%
Extra distribution	812	3.740	4.552	8,33%
TOTAL	30.242	24.398	54.640	100%

Source: Publisher's Projection 2021

By geographical area	Print	Digital	Subscribers	%
Germany	27.989	19.244	47.233	86,44%
Austria	447	713	1.160	2,12%
Switzerland	992	1.089	2.081	3,81%
Poland	134	314	448	0,82%
Hungary	163	211	374	0,68%
Czech Republic	54	215	269	0,49%
Slovakia	21	73	94	0,17%
Slovenia	67	133	200	0,37%
Baltic states	18	51	69	0,13%
Extra distribution	357	2.355	2.712	4,96%
TOTAL	30.242	24.398	54.640	100%

By job function	Subscribers	%
Design management / design	7.810	14,29%
Development management / development	9.338	17,09%
Research management / research	1.597	2,92%
Project management	964	1,76%
Technical purchasing / purchasing	6.305	11,54%
Manufacturing management / manufacturing	4.417	8,08%
Planning / rationalisation	545	1,00%
Quality control	683	1,25%
Maintenance	870	1,59%
Company management / technical management	14.247	26,07%
Other function	2.326	4,26%
Extra distribution	5.538	10,14%
TOTAL	54.640	100%

By number of employees

