



**IENT 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


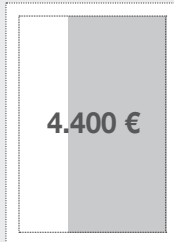

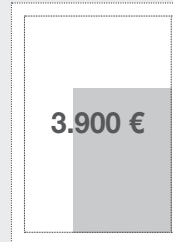
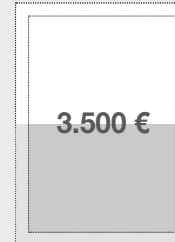
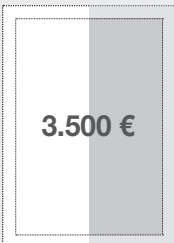


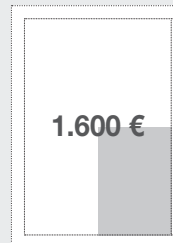

**48.962**  
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### Main Topics

- 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><b>6.000 €</b></p> <p><b>1/1 page</b> □ 210 x 285 mm +5 mm bleed □ *180 x 259 mm</p>	 <p><b>4.400 €</b></p> <p><b>2/3 page vertical</b> □ *119 x 259 mm</p>	 <p><b>4.400 €</b></p> <p><b>2/3 page horizontal</b> □ *180 x 171 mm</p>	 <p><b>3.900 €</b></p> <p><b>1/2 page island</b> □ *119 x 170 mm</p>	 <p><b>3.500 €</b></p> <p><b>1/2 page horizontal</b> □ 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

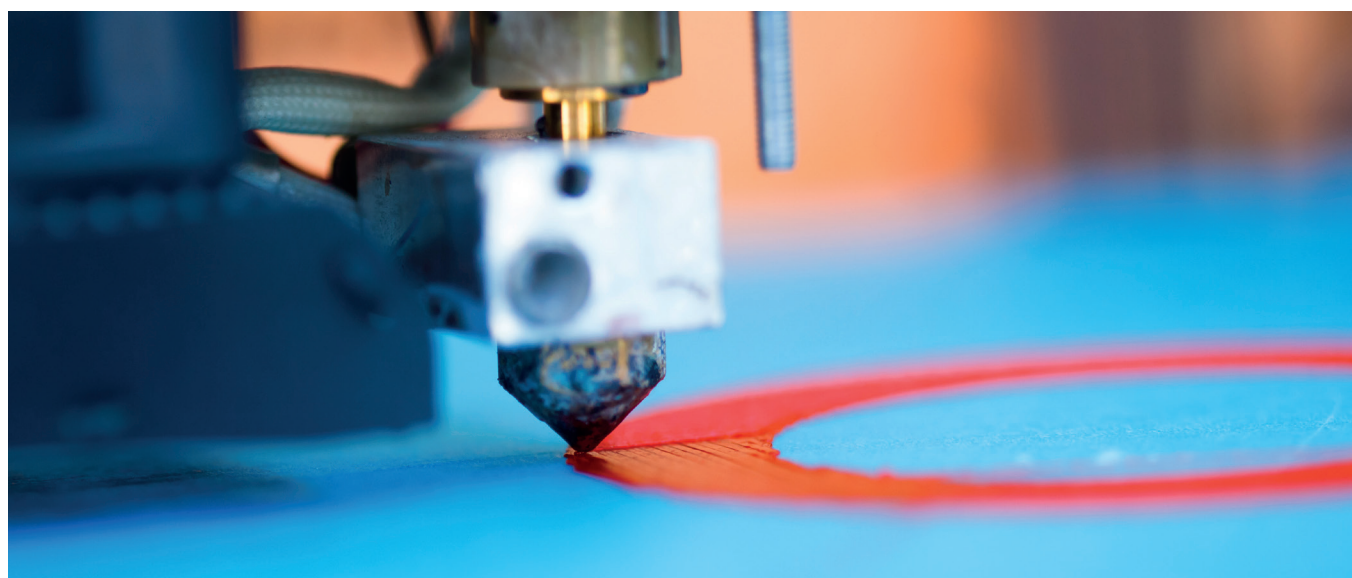
**Special positioning**  
Inside front, inside back,  
outside back: +15%  
Cover story, Cover presence  
incl. three inner pages, inserts:  
pricing and further information  
on request

Issue	Focus	Shows/Events	Dates
<b>2/3 February/March</b> Closing Date 11.02 Mailing Date 09.03	<b>Special: IPCs, HMIs and Displays</b> Hannover Messe Preview Industrial Safety	Light + Building, Frankfurt Embedded World, Nürnberg Achema, Fankfurt	13.-17.04. 15.-17.03. 04.-08.04.
<b>4 April</b> Closing Date 18.03 Mailing Date 12.04	<b>Focus: Hannover Messe</b> <b>Special: Sensors, Test &amp; Measurement</b> Motion & Drives	<b>Hannover Messe, Hannover</b> Laser World of Photonics, München Control, Stuttgart <b>Sensor+Test, Nürnberg</b> PCIM, Nürnberg Smart Automation Austria, Wien	25.-29.04. 26.-29.04. 03.-06.05. 10.-12.05. 10.-12.05. 10.-13.05.
<b>5 May</b> Closing Date 22.04 Mailing Date 18.05	<b>Focus: Ease-of-use Robotics</b> <b>Special: Automation and Industry 4.0</b> Condition Monitoring & Maintenance  <b>Katalog Distributor</b>	SPS Italia, Parma Automotive Testing Expo, Stuttgart <b>Automatica, München</b>	24.-26.05. 21.-23.06. 21.-24.06.
<b>6/7 June/July</b> Closing Date 27.05 Mailing Date 22.06	<b>Focus: Cables, Connectivity &amp; Energy Chains</b> <b>Special Heavy Duty: Drives, Sensors and more for special environments</b> Mobile Automation	WindEnergy, Hamburg	27.-30.09.
<b>9 September</b> Closing Date 02.09 Mailing Date 23.09	<b>Focus: Motek</b> Assembly and Handling Technology Energy-efficient Motion & Drives	<b>MOTEK, Stuttgart</b> automation & electronics, Zürich	04.-07.10. 05.-06.10.
<b>10 October</b> Closing Date 23.09 Mailing Date 19.10	<b>Special: 3D-Printing and Additive Manufacturing</b> Power Supplies & Battery Solutions SPS Preview  <b>Katalog Distributor</b>	bauma, München	24.-30.10.
<b>11 November</b> Closing Date 14.10 Mailing Date 09.11	<b>Focus: Industrial Communication: Ethernet, Fieldbus and Wireless</b> <b>Special: SPS</b> Industry 4.0	<b>electronica, München</b> Formnext, Frankfurt <b>SPS Smart Production Solutions, Nürnberg</b>	15.-18.11. 15.-18.11. 22.-24.11.

**WEBMag**

<b>4 April</b> Closing Date 04.04 Mailing Date 14.04	<b>Focus: Hannover Messe</b> Robotics Automation and Industry 4.0		
<b>11 November</b> Closing Date 05.11 Mailing Date 16.11	<b>Industrial Communication: Ethernet, Fieldbus and Wireless</b> <b>Special: SPS</b> Artificial Intelligence Sensors		
<b>12 December</b> Closing Date 05.12 Mailing Date 12.12	Highlights Products & Solutions 2022 Highlights SPS		

For WEBMag rates see page 42



## READERSHIP PROFILE 2022

### Print + Digital: Circulation 2022

By industry	Print	Digital	Subscribers	%
Mechanical & plant engineering	12.954	4.112	17.066	34,86%
Automotive industry / vehicle construction	995	1.244	2.239	4,57%
Metal industry	912	936	1.848	3,77%
Precision mechanics / optics	884	740	1.624	3,32%
Electrotechnics / electronics	8.104	5.133	13.237	27,04%
Communication equipment / IT	621	552	1.173	2,40%
Chemistry / plastics / rubber	887	703	1.590	3,25%
Cellulose / paper / cardboard / printing	85	214	299	0,61%
Wood / glass / ceramics/ mining / quarrying	109	203	312	0,64%
Food / beverage /tobacco	84	144	228	0,47%
Energy / water treatment	224	274	498	1,02%
Engineering firms / System integrators	207	773	980	2,00%
Technical institutes / universities	315	886	1.201	2,45%
Other industries	448	1.765	2.213	4,52%
Extra distribution	799	3.655	4.454	9,10%
<b>TOTAL</b>	<b>27.628</b>	<b>21.334</b>	<b>48.962</b>	<b>100%</b>

Source: Publisher's Projection 2022

By geographical area	Print	Digital	Subscribers	%
Germany	25.607	17.036	42.643	87,09%
Austria	403	684	1.087	2,22%
Switzerland	889	908	1.797	3,67%
Poland	121	276	397	0,81%
Hungary	140	186	326	0,67%
Czech Republic	39	190	229	0,47%
Slovakia	17	64	81	0,17%
Slovenia	58	105	163	0,33%
Baltic states	12	38	50	0,10%
Extra distribution	342	1.847	2.189	4,47%
<b>TOTAL</b>	<b>27.628</b>	<b>21.334</b>	<b>48.962</b>	<b>100%</b>

By job function	Subscribers	%
Design management / design	7.005	14,31%
Development management / development	8.594	17,55%
Research management / research	1.495	3,05%
Project management	801	1,64%
Technical purchasing / purchasing	5.429	11,09%
Manufacturing management / manufacturing	3.759	7,68%
Planning / rationalisation	447	0,91%
Quality control	561	1,15%
Maintenance	665	1,36%
Company management / technical management	13.430	27,43%
Other function	1.999	4,08%
Extra distribution	4.777	9,76%
<b>TOTAL</b>	<b>48.962</b>	<b>100%</b>

### By number of employees

