



IEN Europe (Industrial Engineering News) is the most important source of information for industrial decision makers in the B2B pan-European market.

Since 1975, IEN Europe has been the reliable resource that industry professionals choose when searching for new products and solutions in the industrial field. With an unmatched readership and response, IEN Europe reaches industrial designers and manufacturing executives across the spectrum of the European industry. IEN Europe is at the forefront of publishing groundbreaking news in the B2B market, featuring exclusive contents that shape up along with the changes and advancements of the new digitalized industrial world.

This year, the keywords for IEN Europe will be: 5G, Industrial IoT and Advanced Automation. These pivotal topics will be declined in different manners, putting in the spotlight innovative concepts such as Smart Factory, Robotics, Embedded Technology, Remote Services, Digital Thread, Additive Manufacturing, Logistics 4.0. The investigation of the technology progress will go even further, with dedicated presentations of innovative products, launched onto the market with terrific upgrades or introduced for the first time.

Language: English - Launched: 1975

83.770

Total
subscribers

75.000

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
- 3D Printing
- Artificial Intelligence
- Covid-19

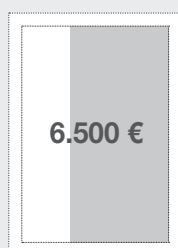
Advertisement Rates and Specifications



8.000 €

1/1 page

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



6.500 €

2/3 page vertical

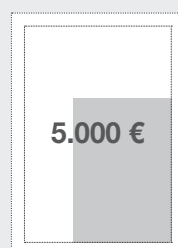
- *119 x 259 mm



6.500 €

2/3 page horizontal

- *180 x 171 mm



5.000 €

1/2 page island

- *119 x 170 mm



4.500 €

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



4.500 €

1/2 page vertical

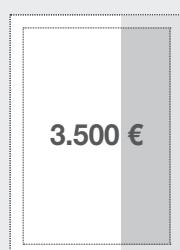
- 103 x 285 mm
+5 mm bleed
- *88 x 259 mm



3.500 €

1/3 page horizontal

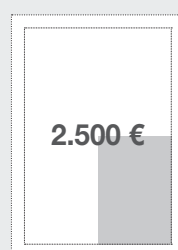
- 210 x 98 mm
+5 mm bleed
- *180 x 80 mm



3.500 €

1/3 page vertical

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



2.500 €

1/4 page

- *88 x 125 mm



1.300 €

1/8 page

- *88 x 57 mm

| Issue | Focus | Shows/Events | Dates |
|---|---|--|---|
| 1/2 January/February Closing Date 22.01 Mailing Date 19.02 | Special: Robotics Special Covid-19: Digital Solutions Predictive Maintenance and Analysis 3D Printing and Additive Manufacturing | Interplastica, Moscow Maintenance, Zurich interpack, Düsseldorf | 26-29.01 10-11.02 25.02-03.03 |
| 3 March Closing Date 12.02 Mailing Date 11.03 | Special: Embedded Technology & IT Special Covid-19: Remote Services & Solutions Networking & Security Industrial Communication and Connectivity | embedded world, Nuremberg all about automation, Friedrichshafen WIN Eurasia, Istanbul Automaticon, Warsaw Global Industrie, Lyon Solids, Dortmund | 01-05.03 09-10.03 10-13.03 16-18.03 16-19.03 17-18.03 |
| 4 April Closing Date 05.03 Mailing Date 01.04 | Focus: Hannover Messe Special: Advanced Automation Special Covid-19: Medical Industry Motion Control Technology Logistics and Intralogistics 4.0 ● SPECIAL: Energy Efficiency Business & Industry Supplement | Hannover Messe, Hannover Southern Manufacturing & Electronics, Farnborough Maintenance, Antwerp | 12-16.04 20-22.04 28-29.04 |
| 5 May Closing Date 23.04 Mailing Date 21.05 | Focus: Sensor+Test Special: 5G Technology Smart Control & Automation Cyber Security IEN Catalogues | Sensor+Test, Nuremberg PCIM Europe, Nuremberg Control, Stuttgart Smart Automation, Linz | 04-06.05 04-06.05 04-07.05 18-20.05 |
| 6/7 June/July Closing Date 21.05 Mailing Date 18.06 | Special: Sensors, Test and Measurement IT-OT Systems Motors & Drives Industrial Safety | JEC World, Paris Automotive Testing Expo, Stuttgart automatica, Munich Intersolar Europe, ees Europe, Munich MECSPE, Bologna Interschutz, Hannover LogiMAT, Stuttgart Sensors & Instrumentation Live, Birmingham SPS Italia, Parma | 01-03.06 08-10.06 TBC 09-11.06 10-12.06 14-19.06 22-24.06 29-30.06 06-08.07 |
| 9 September Closing Date 20.08 Mailing Date 17.09 | Focus: Motek Special: Digital Thread Material Handling 4.0 Electronic Components and Systems ● SPECIAL: Energy Efficiency Business & Industry Supplement | Sindex, Bern AM Expo, Lucerne FachPack, Nuremberg automation & electronics, Zurich | 31.08-02.09 14-15.09 28-30.09 29-30.09 |
| 10 October Closing Date 17.09 Mailing Date 15.10 | Special: Sensors & Instrumentation Smart Factory - IIoT - Industry 4.0 Power Supplies and Electronics IEN Catalogue | Emo, Hannover Motek, Stuttgart Fakuma, Friedrichshafen AI Convention Europe, Brussels | 04-09.10 05-08.10 12-16.10 14.10 |
| 11 November Closing Date 15.10 Mailing Date 12.11 | Focus: SPS Smart Production Solutions Special: Mechatronics & Digital Automation Collaborative Robots Virtual and Augmented Reality ● SPECIAL: Energy Efficiency Business & Industry Supplement | SPS Smart Production Solutions, Nuremberg Enlit Europe, Milan | 23-25.11 30.11-02.12 |
| WEBMag | | | |
| 4 April Closing Date 26.03 Mailing Date 07.04 | Focus: Hannover Messe Motors & Drives Electronics & Electricity Industrial Equipment and Machinery | | |
| 11 November Closing Date 05.11 Mailing Date 16.11 | SPS Smart Production Solutions WEBMags Sensor Technology Control & Automation Big Data | | |
| 12 December Closing Date 03.12 Mailing Date 13.12 | Special: Automotive IoT & e-Mobility Identification and Vision Systems Cables and Energy Chains | | |

For WEBMag rates see page 42

READERSHIP PROFILE 2021

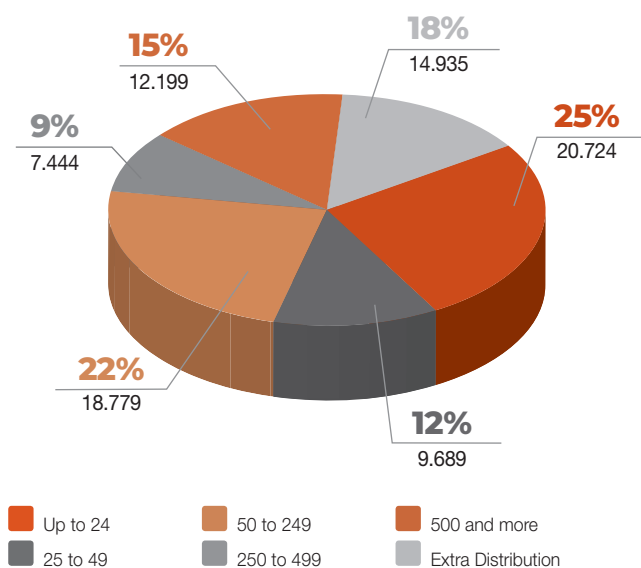
Print + Digital: Circulation 2021

| By industry | Print | Digital | Subscribers | % |
|---|---------------|---------------|---------------|---------------|
| Manufacturing Industries | 21.886 | 22.267 | 44.153 | 52,71% |
| Fabricated metal products | 1.663 | 1.960 | 3.623 | 4,32% |
| Machinery (excluding electrical) | 5.108 | 4.338 | 9.446 | 11,28% |
| Electric, electronic, computing & communication | 6.527 | 7.630 | 14.157 | 16,90% |
| Scientific, measuring & control equipment | 2.323 | 2.605 | 4.928 | 5,88% |
| Automotive, aircraft & transportation | 2.647 | 2.652 | 5.299 | 6,33% |
| Other manufacturing industries | 3.618 | 3.082 | 6.700 | 8,00% |
| Processing Industries | 3.155 | 9.054 | 12.209 | 14,57% |
| Primary metals | 553 | 336 | 889 | 1,06% |
| Chemicals and allied products | 776 | 1.401 | 2.177 | 2,60% |
| Plastics, rubber, petroleum & coal | 412 | 772 | 1.184 | 1,41% |
| Crude petroleum, natural gas, mining and quarrying | 118 | 607 | 725 | 0,87% |
| Food, beverage, tobacco | 202 | 610 | 812 | 0,97% |
| Paper, textile, leather | 316 | 364 | 680 | 0,81% |
| Other processing industries | 778 | 4.964 | 5.742 | 6,85% |
| Services and others | 5.690 | 21.718 | 27.408 | 32,72% |
| Energy & water supply | 963 | 1.111 | 2.074 | 2,48% |
| Engineering firms, consultants, contractors | 1.134 | 4.287 | 5.421 | 6,47% |
| Public administration, government & military | 630 | 820 | 1.450 | 1,73% |
| Education | 778 | 1.690 | 2.468 | 2,95% |
| Importer, dealers, distributors, of industrial products | 882 | 1.752 | 2.634 | 3,14% |
| Others related to the field | 1.303 | 12.058 | 13.361 | 15,95% |
| TOTAL | 30.731 | 53.039 | 83.770 | 100% |

Source: Publisher's Projection 2021

| By geographical area | Print | Digital | Subscribers | % |
|-----------------------|---------------|---------------|---------------|-------------|
| Austria | 510 | 345 | 855 | 1,02% |
| Baltic States | 194 | 258 | 452 | 0,54% |
| Belgium | 1.287 | 1.576 | 2.863 | 3,42% |
| Bulgaria | 121 | 238 | 359 | 0,43% |
| Croatia | 154 | 126 | 280 | 0,33% |
| Czech Republic | 443 | 328 | 771 | 0,92% |
| Denmark | 478 | 473 | 951 | 1,14% |
| Finland | 289 | 393 | 682 | 0,81% |
| France | 4.101 | 5.498 | 9.599 | 11,46% |
| Germany | 6.857 | 7.107 | 13.964 | 16,67% |
| Greece | 349 | 606 | 955 | 1,14% |
| Hungary | 186 | 320 | 506 | 0,60% |
| Ireland | 73 | 359 | 432 | 0,52% |
| Israel | 295 | 495 | 790 | 0,94% |
| Italy | 2.869 | 3.714 | 6.583 | 7,86% |
| Netherlands (The) | 1.616 | 1.893 | 3.509 | 4,19% |
| Norway | 225 | 276 | 501 | 0,60% |
| Poland | 308 | 501 | 809 | 0,97% |
| Portugal | 285 | 710 | 995 | 1,19% |
| Romania | 440 | 625 | 1.065 | 1,27% |
| Russian Federation | 237 | 239 | 476 | 0,57% |
| Serbia and Montenegro | 112 | 202 | 314 | 0,37% |
| Slovenia | 207 | 197 | 404 | 0,48% |
| Slovakia | 238 | 146 | 384 | 0,46% |
| Spain | 1.221 | 1.620 | 2.841 | 3,39% |
| Sweden | 596 | 481 | 1.077 | 1,29% |
| Switzerland | 884 | 711 | 1.595 | 1,90% |
| Turkey | 739 | 1.146 | 1.885 | 2,25% |
| UK | 4.976 | 6.479 | 11.455 | 13,67% |
| Other | 441 | 15.977 | 16.418 | 19,60% |
| TOTAL | 30.731 | 53.039 | 83.770 | 100% |

By number of employees



| By job function | Subscribers | % |
|------------------------------------|---------------|-------------|
| General or Corporate Management | 23.208 | 28% |
| Product Design Engineering | 11.658 | 14% |
| System Design Engineering | 5.568 | 7% |
| Production Engineering | 5.108 | 6% |
| Test/Quality/Standard Engineering | 3.022 | 4% |
| Operations/Maintenance Engineering | 4.215 | 5% |
| Other Engineering | 6.490 | 8% |
| Purchasing or Procurement | 6.819 | 8% |
| Other Functions | 17.682 | 21% |
| TOTAL | 83.770 | 100% |