



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

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

<div> <div>8.000 €</div> <div>1/1 page</div> <div> <div>210 x 285 mm</div> <div>+5 mm bleed</div> <div>*180 x 259 mm</div> </div> </div>	<div> <div>6.500 €</div> <div>2/3 page vertical</div> <div> <div>*119 x 259 mm</div> </div> </div>	<div> <div>6.500 €</div> <div>2/3 page horizontal</div> <div> <div>*180 x 171 mm</div> </div> </div>	<div> <div>5.000 €</div> <div>1/2 page island</div> <div> <div>*119 x 170 mm</div> </div> </div>	<div> <div>4.500 €</div> <div>1/2 page horizontal</div> <div> <div>210 x 138 mm</div> <div>+5 mm bleed</div> <div>*180 x 125 mm</div> </div> </div>
<div> <div>4.500 €</div> <div>1/2 page vertical</div> <div> <div>103 x 285 mm</div> <div>+5 mm bleed</div> <div>*88 x 259 mm</div> </div> </div>	<div> <div>3.500 €</div> <div>1/3 page horizontal</div> <div> <div>210 x 98 mm</div> <div>+5 mm bleed</div> <div>*180 x 80 mm</div> </div> </div>	<div> <div>3.500 €</div> <div>1/3 page vertical</div> <div> <div>72 x 285 mm</div> <div>+5 mm bleed</div> <div>*57 x 259 mm</div> </div> </div>	<div> <div>2.500 €</div> <div>1/4 page</div> <div> <div>*88 x 125 mm</div> </div> </div>	<div> <div>1.300 €</div> <div>1/8 page</div> <div> <div>*88 x 57 mm</div> </div> </div>

***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
1/2 January/February Closing Date 21.01 Mailing Date 16.02	Special: Robotics 5G Technology Predictive Maintenance and Analysis 3D Printing and Additive Manufacturing		
3 March Closing Date 18.02 Mailing Date 15.03	Special: Embedded Technology & IT Special Covid-19: Remote Services & Solutions Networking & Security Industrial Communication and Connectivity	Maintenance, Antwerp all about automation, Friedrichshafen	23-24.03 05-06.04
4 April Closing Date 18.03 Mailing Date 13.04	Special: Advanced Automation Medical Industry Motion Control Technology Logistics and Intralogistics 4.0 ● SPECIAL: Energy Efficiency Business & Industry Supplement - Water-energy Nexus	JEC World, Paris Control, Stuttgart Sensor+Test, Nuremberg PCIM Europe, Nuremberg Intersolar Europe, ees Europe, Munich	03-05.05 03-06.05 10-12.05 10-12.05 11-13.05
5 May Closing Date 15.04 Mailing Date 15.05	Focus: Hannover Messe Special: Sensor+Test Smart Control & Automation Cybersecurity Industrial Safety AI in Automation IEN Catalogues	Global Industrie, Lyon SPS Italia, Parma Hannover Messe, Hannover LogiMAT, Stuttgart Mecspe, Bologna 0 WIN Eurasia, Istanbul	17-20.05 24-26.05 30.05-02.06 31.05-02.06 9-11.06 08-11.06
6/7 June/July Closing Date 20.05 Mailing Date 17.06	Focus: Sensor + Test Special: Sensors, Test and Measurement IT-OT Systems Motors & Drives Vision & Identification	Interschutz, Hannover Automotive Testing Expo, Stuttgart automatica, Munich embedded world, Nuremberg Solids, Dortmund Emo, Hannover	20-25.06 21-23.06 21-24.06 21.06-23.06 22-23.06 18-23.09
9 September Closing Date 02.09 Mailing Date 23.09	Focus: Motek Special: Digital Thread Material Handling 4.0 Electronic Components and Systems ● SPECIAL: Energy Efficiency Business & Industry Supplement	Sensors & Instrumentation Live, Birmingham FachPack, Nuremberg Motek, Stuttgart automation & electronics, Zurich	27-28.09 27-29.09 04-07.10 05-06.10
10 October Closing Date 23.09 Mailing Date 19.10	Focus: SPS Smart Production Solutions Special: Sensors & Instrumentation Smart Factory - IIoT - Industry 4.0 Power Supplies and Electronics IEN Catalogue	AI Convention Europe, Brussels SPS Smart Production Solutions, Nuremberg	TBC 08-10.11
11 November Closing Date 14.10 Mailing Date 09.11	Special: Mechatronics & Digital Automation Collaborative Robots Mechatronics & Digital Automation Virtual and Augmented Reality	Enlit Europe	29.11-01.12
WEBMag			
5 May Closing Date 09.05 Mailing Date 19.05	Focus: Hannover Messe Motors & Drives Electronics & Electricity Industrial Equipment and Machinery		
10 October Closing Date 18.10 Mailing Date 28.10	SPS Smart Production Solutions WEBMags Sensor Technology Big Data		
12 December Closing Date 02.12 Mailing Date 12.12	Special: Automotive IoT & e-Mobility Identification and Vision Systems Cables and Energy Chains		

For WEBMag rates see page 42

READERSHIP PROFILE 2022

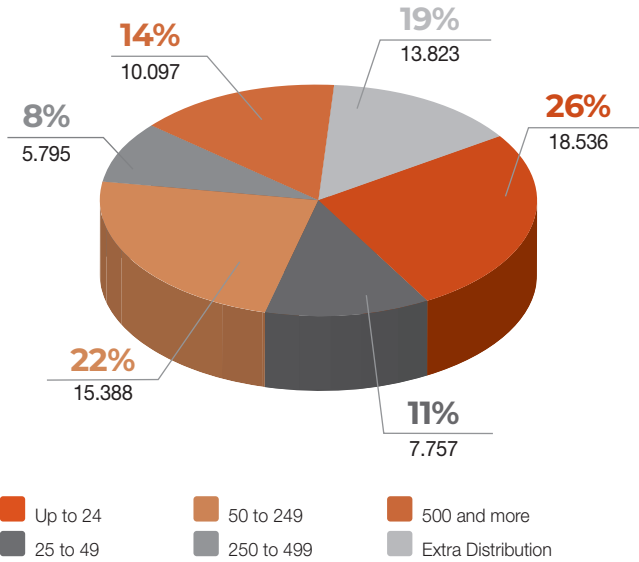
Print + Digital: Circulation 2022

By industry	Print	Digital	Subscribers	%
Manufacturing Industries	18.341	18.596	36.937	51,74%
Fabricated metal products	1.247	1.576	2.823	3,95%
Machinery (excluding electrical)	4.036	3.221	7.257	10,16%
Electric, electronic, computing & communication	5.874	7.221	13.095	18,34%
Scientific, measuring & control equipment	2.066	2.247	4.313	6,04%
Automotive, aircraft & transportation	2.003	2.033	4.036	5,65%
Other manufacturing industries	3.115	2.298	5.413	7,58%
Processing Industries	2.669	7.204	9.873	13,83%
Primary metals	448	224	672	0,94%
Chemicals and allied products	661	1.038	1.699	2,38%
Plastics, rubber, petroleum & coal	332	554	886	1,24%
Crude petroleum, natural gas, mining and quarrying	103	403	506	0,71%
Food, beverage, tobacco	173	542	715	1,00%
Paper, textile, leather	284	319	603	0,84%
Other processing industries	668	4.124	4.792	6,71%
Services and others	4.780	19.806	24.586	34,44%
Energy & water supply	884	995	1.879	2,63%
Engineering firms, consultants, contractors	1.002	3.884	4.886	6,84%
Public administration, government & military	554	703	1.257	1,76%
Education	663	1.554	2.217	3,11%
Importer, dealers, distributors, of industrial products	603	1.540	2.143	3,00%
Others related to the field	1.074	11.130	12.204	17,09%
TOTAL	25.790	45.606	71.396	100%

Source: Publisher's Projection 2022

By geographical area	Print	Digital	Subscribers	%
Austria	442	333	775	1,09%
Baltic States	183	226	409	0,57%
Belgium	1.039	1.249	2.288	3,20%
Bulgaria	109	203	312	0,44%
Croatia	137	112	249	0,35%
Czech Republic	389	306	695	0,97%
Denmark	441	402	843	1,18%
Finland	227	312	539	0,75%
France	3.501	4.483	7.984	11,18%
Germany	5.743	6.214	11.957	16,75%
Greece	302	503	805	1,13%
Hungary	137	241	378	0,53%
Ireland	60	278	338	0,47%
Israel	223	433	656	0,92%
Italy	2.447	3.014	5.461	7,65%
Netherlands (The)	1.438	1.662	3.100	4,34%
Norway	174	212	386	0,54%
Poland	210	430	640	0,90%
Portugal	209	661	870	1,22%
Romania	403	501	904	1,27%
Russian Federation	187	204	391	0,55%
Serbia and Montenegro	88	143	231	0,32%
Slovenia	146	162	308	0,43%
Slovakia	238	103	341	0,48%
Spain	882	1.443	2.325	3,26%
Sweden	502	420	922	1,29%
Switzerland	773	664	1.437	2,01%
Turkey	683	998	1.681	2,35%
UK	4.145	5.789	9.934	13,91%
Other	332	13.905	14.237	19,94%
TOTAL	25.790	45.606	71.396	100%

By number of employees



By job function	Subscribers	%
General or Corporate Management	20.847	29%
Product Design Engineering	9.718	14%
System Design Engineering	4.820	7%
Production Engineering	4.649	7%
Test/Quality/Standard Engineering	2.407	3%
Operations/Maintenance Engineering	3.124	4%
Other Engineering	5.028	7%
Purchasing or Procurement	5.569	8%
Other Functions	15.234	21%
TOTAL	71.396	100%