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## CONTENTS AND SPECIFICATIONS

**IEEN Italia** represents the most reliable source that industry decision makers rely upon when looking for new products and solutions that meet their needs. Since 1999, IEN Italia has been able to regenerate itself in all the changes that both Publishing and Industry have had to face. And even today, in the panorama of the so-called Fourth Industrial Revolution, IEN Italia is actively present and addresses all aspects of industrial automation. Through participation in the most important trade fairs in the world and the creation of monthly special sections, Industry 4.0 unfolds within IEN Italia in all its forms and potential: throughout the year there will be a succession of topics that range from typical and exemplary themes such as Food & Beverage, Energy Efficiency, Packaging, Aerospace and Automotive, to increasingly innovative and disruptive technological concepts such as 3D Printing, Additive Manufacturing, Cyber Security.

**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



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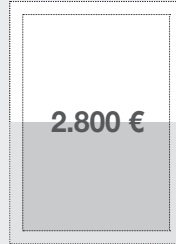


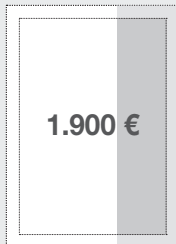
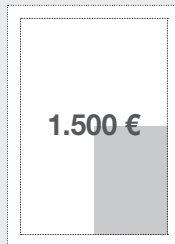

**28.118**

**Total  
subscribers**

**52.000**

**Website visitors  
per month**

## Advertisement Rates and Specifications

|   |   |   |   |  |
|---|---|---|---|--|
|  <p><b>4.000 €</b></p> <p><b>1/1 page</b></p> <ul style="list-style-type: none"> <li>□ 210 x 285 mm +5 mm bleed</li> <li>■ *180 x 259 mm</li> </ul>         |  <p><b>3.100 €</b></p> <p><b>2/3 page vertical</b></p> <ul style="list-style-type: none"> <li>□ *119 x 259 mm</li> </ul>                                     |  <p><b>3.100 €</b></p> <p><b>2/3 page horizontal</b></p> <ul style="list-style-type: none"> <li>□ *180 x 171 mm</li> </ul>                                 |  <p><b>3.000 €</b></p> <p><b>1/2 page island</b></p> <ul style="list-style-type: none"> <li>□ *119 x 170 mm</li> </ul> |  <p><b>2.800 €</b></p> <p><b>1/2 page horizontal</b></p> <ul style="list-style-type: none"> <li>□ 210 x 138 mm +5 mm bleed</li> <li>■ *180 x 125 mm</li> </ul> |
|  <p><b>2.800 €</b></p> <p><b>1/2 page vertical</b></p> <ul style="list-style-type: none"> <li>□ 103 x 285 mm +5 mm bleed</li> <li>■ *88 x 259 mm</li> </ul> |  <p><b>1.900 €</b></p> <p><b>1/3 page horizontal</b></p> <ul style="list-style-type: none"> <li>□ 210 x 98 mm +5 mm bleed</li> <li>■ *180 x 80 mm</li> </ul> |  <p><b>1.900 €</b></p> <p><b>1/3 page vertical</b></p> <ul style="list-style-type: none"> <li>□ 72 x 285 mm +5 mm bleed</li> <li>■ *57 x 259 mm</li> </ul> |  <p><b>1.500 €</b></p> <p><b>1/4 page</b></p> <ul style="list-style-type: none"> <li>■ *88 x 125 mm</li> </ul>         |  <p><b>800 €</b></p> <p><b>1/8 page</b></p> <ul style="list-style-type: none"> <li>■ *88 x 57 mm</li> </ul>  |

**\*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>1/2</b> January/February<br>Closing Date 15.01<br>Mailing Date 08.02        | <b>Special: Packaging</b><br>Electrical Components<br>Hydraulics and Pneumatics  | Automation&Testing, Torino   | 10-12.02  |
| <b>3</b> March<br>Closing Date 19.02<br>Mailing Date 18.03                     | <b>Special: 3D Printing - Additive Manufacturing</b>   | Embedded World, Norimberga<br>WIN Eurasia, Istanbul<br>Global Industrie, Lione<br>Cosmoprof-Cosmopack, Bologna       | 02-04.03<br>10-13.03<br>16-19.03<br>18-21.03    |
| <b>4</b> April<br>Closing Date 12.03<br>Mailing Date 09.04                     | <b>Special: Robotics</b><br><b>Focus: Hannover Messe</b><br><b>Special: Cobotics</b>                                   | <b>Hannover Messe, Hannover</b><br>MCM/Save/mcT, Milano<br>mcTER Alimentare, Bergamo                                 | 12-16.04<br>TBC<br>TBC                          |
| <b>5</b> May<br>Closing Date 16.04<br>Mailing Date 14.05                       | <b>Focus: MECSPE</b><br>Motors and Drives<br>Maintenance 4.0   | IVS, Bergamo<br>mcTER/mcT Petrolchimico, Roma<br><b>MECSPE, Bologna</b>  | 25-27.05<br>TBC<br>10-12.06                     |
| <b>6/7</b> June/July<br>Closing Date 04.06<br>Mailing Date 02.07               | <b>Focus: SPS Italia</b><br><b>Special: Energy Efficiency in Industrial Plant</b><br>Cybersecurity                     | Accadueo, Bologna<br><b>SPS Italia, Parma</b>  | 23-25.06<br>06-08.07                            |
| <b>9</b> September<br>Closing Date 27.08<br>Mailing Date 17.09                 | <b>Special: Automotive</b><br>Mechatronics<br>Test & Measurement   |  |   |
| <b>10</b> October<br>Closing Date 17.09<br>Mailing Date 12.10                  | <b>Special: Food and Beverage</b><br>Industrial Vision<br>Sensors & Transmitters                                       | EMO, Milano<br>Motek, Stoccarda<br>MCM/Save/mcTER, Verona  | 04-09.10<br>05-08.10<br>TBC                     |
| <b>11</b> November<br>Closing Date 08.10<br>Mailing Date 05.11                 | <b>Special: Aerospace</b><br><b>Focus: SPS Smart Production Solutions</b><br>Focus: Solutions for the Medical Industry | ADIPEC, Abu Dhabi<br>Ecomondo, Rimini<br><b>SPS - Smart Production Solutions, Norimberga</b><br>Enlit Europe, Milano | 08-11.11<br>09-12.11<br>23-25.11<br>30.11-02.12 |
| <b>12</b> December - <b>WEBMag</b><br>Closing Date 02.12<br>Mailing Date 14.12 | <b>Special: Chemical-pharmaceutical industry</b><br>Tools and Equipments<br>Industrial Software                        |  |   |



## Print + Digital: Circulation 2021

| By industry                                  | Print         | Digital       | Subscribers   | %           |
|--|---------------|---------------|---------------|-------------|
| Government, Military, Public Administration  | 130           | 747           | 877           | 3,12%       |
| Food, Beverage & Tobacco                     | 1.132         | 663           | 1.795         | 6,38%       |
| Other Processing Industries                  | 343           | 708           | 1.051         | 3,74%       |
| Other Manufacturing Industries               | 206           | 745           | 951           | 3,38%       |
| Others                                       | 98            | 383           | 481           | 1,71%       |
| Electric, Electronic, Computing              | 903           | 2.170         | 3.073         | 10,93%      |
| Automotive                                   | 568           | 943           | 1.511         | 5,37%       |
| Scientific, measuring & control equipment    | 882           | 1.667         | 2.549         | 9,07%       |
| Paper, Textile, Leather                      | 447           | 673           | 1.120         | 3,98%       |
| Chemical, Pharmaceuticals                    | 1.174         | 980           | 2.154         | 7,66%       |
| Culture                                      | 158           | 873           | 1.031         | 3,67%       |
| Crude Petroleum, Gas, Mining, Quarrying      | 133           | 690           | 823           | 2,93%       |
| Plastics, Rubber, Oil, Coal                  | 838           | 772           | 1.610         | 5,73%       |
| Energy & Water Treatment                     | 192           | 724           | 916           | 3,26%       |
| Import, Dealers & Distributors               | 164           | 824           | 988           | 3,51%       |
| Machinery (Excluding Electrical)             | 662           | 990           | 1.652         | 5,88%       |
| Metallurgical                                | 578           | 818           | 1.396         | 4,96%       |
| Fabricated Metal Products                    | 1.466         | 1.378         | 2.844         | 10,11%      |
| Engineering Firms, Consultants & Contractors | 263           | 1.033         | 1.296         | 4,61%       |
| <b>TOTAL</b>                                 | <b>10.337</b> | <b>17.781</b> | <b>28.118</b> | <b>100%</b> |

Source: Publisher's Projection 2021

| By job function                      | Subscribers   | %           |
|--------------------------------------|---------------|-------------|
| Purchasing or Procurement            | 3.846         | 13,68%      |
| Other Engineering/Project Management | 1.685         | 5,99%       |
| Other                                | 967           | 3,44%       |
| General or corporate management      | 4.829         | 17,17%      |
| Production Engineering               | 4.072         | 14,48%      |
| Test, Standards and Quality Control  | 1.794         | 6,38%       |
| Planning / rationalisation           | 1.231         | 4,38%       |
| System Design Engineering            | 1.837         | 6,53%       |
| Product Design Engineering           | 7.857         | 27,94%      |
| <b>TOTAL</b>                         | <b>28.118</b> | <b>100%</b> |

## By number of employees

