



IEN 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



Add a VIDEO in IEN Italia Digital Edition FREE of Charge!

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

24.613
Total subscribers

45.000
Website visitors per month

Advertisement Rates and Specifications

| | | | | |
|---|--|--|---|--|
| 4.000 € | 3.100 € | 3.100 € | 3.000 € | 2.800 € |
| 1/1 page □ 210 x 285 mm +5 mm bleed ■ *180 x 259 mm | 2/3 page vertical □ *119 x 259 mm | 2/3 page horizontal □ *180 x 171 mm | 1/2 page island □ *119 x 170 mm | 1/2 page horizontal □ 210 x 138 mm +5 mm bleed ■ *180 x 125 mm |
| 2.800 € | 1.900 € | 1.900 € | 1.500 € | 800 € |
| 1/2 page vertical □ 103 x 285 mm +5 mm bleed ■ *88 x 259 mm | 1/3 page horizontal □ 210 x 98 mm +5 mm bleed ■ *180 x 80 mm | 1/3 page vertical □ 72 x 285 mm +5 mm bleed ■ *57 x 259 mm | 1/4 page □ *88 x 125 mm | 1/8 page □ *88 x 57 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

PUBLISHING SCHEDULE 2022

| Issue | Focus | Shows/Events | Dates |
|--|---|--|--|
| 1/2 January/February Closing Date 14.01 Mailing Date 09.02 | Special: Packaging Electrical Components Hydraulics & Pneumatics | A&T Automation & Testing, Turin MECFOR, Parma | 23-25.02 24-26.02 |
| 3 March Closing Date 18.02 Mailing Date 16.03 | Special: 3D Printing - Additive Manufacturing Industrial Software | MCE Expocomfort, Milan COSMOPACK, Bologna embedded world, Nuremberg WIN Eurasia, Istanbul Global Industrie, Lyon | 08-11.03 10-13.03 15-17.03 TBC TBC |
| 4 April Closing Date 11.03 Mailing Date 06.04 | Focus: Hannover Messe Special: Robotics Automation 4.0 | ACHEMA, Frankfurt Hannover Messe, Hannover | 04-08.04 25-29.04 |
| 5 May Closing Date 15.04 Mailing Date 11.05 | Focus: SPS Italia Special: Energy Efficiency in Industrial Plant Cybersecurity | SPS Italia, Parma IVS, Bergamo IFAT, Munich MECSPE, Bologna | 24-26.05 25-26.05 30.05-03.06 TBC |
| 6/7 June/July Closing Date 10.06 Mailing Date 06.07 | Special: Aerospace Motors & Drives Maintenance 4.0 | | |
| 9 September Closing Date 26.08 Mailing Date 21.09 | Special: Automotive Mechatronics & Robotics Test & Measurement | | |
| 10 October Closing Date 16.09 Mailing Date 12.10 | Special: Food and Beverage Industrial Vision Sensors & Transmitters | Motek, Stuttgart BI-MU, Milan MIAC, Lucca | 04-07.10 12-15.10 TBC |
| 11 November Closing Date 07.10 Mailing Date 03.11 | Focus: SPS Smart Production Solutions Special: Solutions for the Medical Industry Solutions for Digitization | Ecomondo, Rimini SPS Smart Production Solutions, Nuremberg ADIPEC, Abu Dhabi Valve World Expo | TBC TBC TBC 29.11-01.12 |
| 12 December - WEBMag Closing Date 05.12 Mailing Date 12.12 | Special: Chemical-Pharmaceutical Industry Tools & Equipments | | |



Print + Digital: Circulation 2022

| By industry | Print | Digital | Subscribers | % |
|--|--------------|---------------|---------------|-------------|
| Government, Military, Public Administration | 103 | 668 | 771 | 3,13% |
| Food, Beverage & Tobacco | 948 | 612 | 1.560 | 6,34% |
| Other Processing Industries | 312 | 592 | 904 | 3,67% |
| Other Manufacturing Industries | 174 | 731 | 905 | 3,68% |
| Others | 66 | 347 | 413 | 1,68% |
| Electric, Electronic, Computing | 824 | 1.415 | 2.239 | 9,10% |
| Automotive | 533 | 903 | 1.436 | 5,83% |
| Scientific, Measuring & Control Equipment | 741 | 1.332 | 2.073 | 8,42% |
| Paper, Textile, Leather | 406 | 575 | 981 | 3,99% |
| Chemical, Pharmaceuticals | 1.035 | 882 | 1.917 | 7,79% |
| Culture | 127 | 835 | 962 | 3,91% |
| Crude Petroleum, Gas, Mining, Quarrying | 103 | 641 | 744 | 3,02% |
| Plastics, Rubber, Oil, Coal | 738 | 703 | 1.441 | 5,85% |
| Energy & Water Treatment | 184 | 683 | 867 | 3,52% |
| Import, Dealers & Distributors | 153 | 739 | 892 | 3,62% |
| Machinery (Excluding Electrical) | 650 | 893 | 1.543 | 6,27% |
| Metallurgical | 531 | 725 | 1.256 | 5,10% |
| Fabricated Metal Products | 1.352 | 1.211 | 2.563 | 10,41% |
| Engineering Firms, Consultants & Contractors | 186 | 960 | 1.146 | 4,66% |
| TOTAL | 9.166 | 15.447 | 24.613 | 100% |

Source: Publisher's Projection 2022

| By job function | Subscribers | % |
|--------------------------------------|---------------|-------------|
| Purchasing or Procurement | 3.527 | 14,33% |
| Other Engineering/Project Management | 1.608 | 6,53% |
| Other | 892 | 3,62% |
| General or Corporate Management | 4.629 | 18,81% |
| Production Engineering | 3.797 | 15,43% |
| Test, Standards and Quality Control | 1.555 | 6,32% |
| Planning / Rationalisation | 1.161 | 4,72% |
| System Design Engineering | 1.668 | 6,78% |
| Product Design Engineering | 5.776 | 23,47% |
| TOTAL | 24.613 | 100% |

By number of employees

