

# Successful companies and decision-makers rely on the only official daily newspaper for SPS 2021

**THIS YEAR  
ALSO AS  
E-PAPER!**

**50,000 COPIES  
+  
200,000  
NEWSLETTER  
RECIPIENTS  
PER ISSUE OF  
THE E-PAPER**

**sps 2021**  
**THE OFFICIAL DAILY 2021**

PUBLISHED BY  
**Elektronik**  
elektronik.de

**Markt & Technik**  
markt-technik.de

**DAY 1**  
24. November 2020

Messe-News  
Seiten 1 bis 14

Vortragsprogramm  
Seiten 16 bis 19

Produkte  
Seiten 20 bis 33

Twittern Sie mit!  
#sps\_live und  
@spsmesse

**Die erste SPS Connect**

**Virtuelles Matchmaking**  
Die SPS Connect unterscheidet sich natürlich von einer physischen Messe. Damit Besucher jedoch den passenden Aussteller für ihre Anforderungen finden, steht im Hintergrund der virtuellen Plattform ein KI-gestütztes Matchmaking bereit. Dieses sorgt dafür, dass Aussteller und Besucher aufgrund ihrer Angaben im Bereich Suche/Biete zusammengebracht werden. Die Daten der individuellen Profile sowie das Nutzerverhalten jedes Teilnehmers nutzt die KI, um die richtigen Personen einander vorzuschlagen. Teilnehmer können für sie relevante Kontakte sehen, Interesse bekunden und proaktiv Termine vereinbaren. Bei der Planung unterstützt ein persönlicher Messe-Terminkalender. Auch auf das gewohnte Vortragsprogramm müssen Teilnehmer der SPS Connect nicht verzichten. An allen drei Messtagen können sich Besucher ihr persönliches Vortragsprogramm zusammenstellen. Die Vorträge stehen zudem als Aufzeichnung bis Ende des Jahres zur Verfügung.  
Andrea Gillhuber

**Dr. Markus Söder speaks on the Main Stage**  
At 10 am, SPS Connect begins with its extensive lecture program. The highlight today is the presentation by Dr. Markus Söder, Bavarian Prime Minister, at 2:30 pm. Afterwards, the CSU chairman will be available for questions.  
Six billion euros from 2015 to 2022: the 'BAYERN DIGITAL' program created the foundations for digitization in Bavaria. Further efforts followed, including the 'Hightech Agenda Bayern' in October. The 'Hightech Agenda Bayern' is particularly close to the heart of Minister President Dr. Markus Söder. The aim of the agenda is to invest more in artificial intelligence and SuperTech, to strengthen Bavaria and thus Germany in the global competition for technological dominance. As well as strengthening teaching and research, this project also includes a sustainable SME offensive for Bavarian industry.  
Andrea Gillhuber

SPS Connect – THE OFFICIAL DAILY 2020

Computer & AUTOMATION Elektronik Markt & Technik www.elektroniknet.de



**FOR OVER 15 YEARS**  
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# The only official daily newspaper for SPS 2021

23. – 25.11.2021

The latest trends and innovations in the automation industry await you at SPS.

THE OFFICIAL DAILY - the only official trade show daily newspaper - reports daily and up-to-the-minute on the press conferences, trends, product highlights and innovations. Use this exclusive platform for your advertising presence during the trade show a without wastage!



Secure your preferred placement in the only official daily newspaper for SPS 2021 now!

# A strong medium for a strong trade fair!

## ➤ The only official one!

The only official daily newspaper for **SPS 2021**, published by Computer&AUTOMATION, Elektronik and Markt&Technik, is published exclusively in cooperation with the successful organizer of **SPS - Mesago Messe Frankfurt GmbH**.

## ➤ Daily updated content!

Every day from November 23 to November 25, 2021, brand-new content directly from the virtual trade fair for visitors! What suits your high-quality products better than a high-quality editorial environment?

## ➤ For successful providers!

Since 2004, successful providers have relied on the special media performance of **SPS** and the strengths of the only official daily newspaper. In **2021**, you, too, as a successful company with strong products and solutions, must not be left out.

## ➤ International customer approach!

For international trade visitors and exhibitors, the only official daily newspaper for **SPS 2021** once again includes an English-language section - for „boundless advertising success“. The distribution is additionally made to more than 6,000 international newsletter recipients.

## ➤ Interactive e-paper!

The only official daily newspaper for the **SPS** will appear in **2021** as an e-paper on computer-automation.de, elektroniknet.de, elektronik.de and markt-technik.de. The interactive format allows readers to be directed from your ad directly to your website.

## ➤ Overarching editing!

The editorial teams of the renowned trade magazines Computer&AUTOMATION, Elektronik and Markt&Technik deliver top-class content with bundled expertise, the perfect source of information for all trade fair visitors & newsletter recipients.

## **200,000 newsletter recipients!**

Each issue is sent to WEKA FACHMEDIEN & WEKA BUSINESS MEDIEN newsletter recipients via stand-alone newsletters. In addition, the e-paper issue is distributed via the channels of Mesago Messe Frankfurt GmbH and the social media channels of WEKA FACHMEDIEN & WEKA BUSINESS MEDIEN.

## ➤ 50,000 copies!

Only the official daily newspaper for **SPS 2021** is distributed exclusively to trade visitors and exhibitors in the entrance areas, congress area and gastronomy zones of the Exhibition Center Nuremberg and at the same time in hotels, at railroad stations and at the airport - with a print run of 50,000 copies hot off the press.

**Secure placement now in all three editions of the only official daily newspaper for SPS 2021!**

ON THREE DAYS OF THE FAIR!

**DAILY NEW**

sps 2021

Mit Marktübersicht!

THE OFFICIAL DAILY 2021



Your contact persons

in media consulting:



**Peter Eberhard**  
Publishing Director  
Phone: +49 89 255 56-1385  
peberhard@weka-fachmedien.de



**Tiffany Dinges**  
Sales Director  
Telefon +49 89 255 56-1363  
tdinges@weka-fachmedien.de



**Christine Gässler**  
Key Account Manager  
Phone: +49 89 255 56-1308  
cgaessler@weka-fachmedien.de



**Andreas Zepf**  
Media consulting  
Phone: +49 89 255 56-1364  
azepf@weka-fachmedien.de

Your contact persons

in the editorial office:



**Andrea Gillhuber**  
Phone: +49 89 255 56-1039  
agillhuber@weka-fachmedien.de



**Meinrad Happacher**  
Phone: +49 89 255 56-1085  
mhappacher@weka-fachmedien.de



**Markus Haller**  
Phone: +49 89 255 56-1371  
mhalter@weka-fachmedien.de



**Andreas Knoll**  
Phone: +49 89 255 56-1319  
aknoll@weka-fachmedien.de



**Inka Krischke**  
Phone: +49 89 255 56-1373  
ikrischke@weka-fachmedien.de



**Tobias Schlichtmeier**  
Phone: +49 89 255 56-1368  
tschlichtmeier@weka-fachmedien.de



**Joachim Kroll**  
Phone: +49 89 255 56-1335  
jkroll@weka-fachmedien.de



**Ute Häußler**  
Phone: +49 89 255 56-1369  
uhaeußler@weka-fachmedien.de

Publication dates:

23. November +  
24. November +  
25. November 2021

Advertising deadline:

29. October 2021  
(for all 3 issues)

Ad delivery:

05. November 2021  
(for all 3 issues)

**200.000**  
NEWSLETTER  
RECIPIENTS  
PER ISSUE

For production reasons, only all three issues can be documented.

Prices and formats for ads and job market (package price for all 3 days)

format	bw	2c	3c	4c	Type area in mm	Bleed format in mm
1/1	10.128 €	12.120 €	13.158 €	14.160 €	195 x 262	230 x 297
9/16 (junior)	5.718 €	6.729 €	7.344 €	7.983 €	140 x 190	148 x 213
1/2 high	5.124 €	6.150 €	6.594 €	7.098 €	95 x 262	112 x 297
1/2 cross	5.124 €	6.150 €	6.594 €	7.098 €	195 x 131	230 x 154
1/3 high	3.408 €	4.038 €	4.374 €	4.803 €	61 x 262	72 x 297
1/3 cross	3.408 €	4.038 €	4.374 €	4.803 €	195 x 87	230 x 110
1/4 high	2.739 €	3.090 €	3.363 €	3.585 €	45 x 262	53 x 297
1/4 cross	2.739 €	3.090 €	3.363 €	3.585 €	195 x 65	230 x 88
1/4 2 column	2.739 €	3.090 €	3.363 €	3.585 €	95 x 131	112 x 143
1/8 cross	1.284 €	1.515 €	1.650 €	1.803 €		230 x 38
1/8 2 column	1.284 €	1.515 €	1.650 €	1.803 €	112 x 87	
Millimeter price	6,12 €	7,05 €	7,95 €	8,70 €		

Digital inserts on request

Special forms of advertising

Flap	23.193 €
Island display title	9.363 €
Island display	6.423 €
Center stapler 4-sided	13.524 €

Prices for all three days. Discounts are taken from the master objects.



A successful trade show needs a successful daily newspaper!

Official media partner

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