<table>
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The media brand of automation for cross-media communication!

For 25 years, the monthly automation magazine "Computer&Automation" has been a companion to the growing interconnectivity in the manufacturing and process industries, providing in-depth coverage of the convergence of IT and OT (Operational Technology).

The traditional topics encompassed by the automation pyramid, such as control technology, sensor technology, drive technology, and networking, have now expanded to include emerging trends like Industry 4.0, Industrial IoT, sustainability, human-robot cooperation, safety & security, machine learning, and data analytics. Additionally, the magazine explores interoperability and real-time Ethernet (TSN), as well as IT technologies like edge & cloud computing.

The publication presents the added value and benefits of these technologies in a neutral, sophisticated, and independent manner through user-oriented specialist articles. Reporting also includes insights into product innovations, market trends, and analyses.

The interactive e-paper editions of the monthly print magazine, enriched with videos, GIF animations, links to additional information, and podcasts, provide an enhanced reader experience.

For 25 years, the monthly automation magazine Computer&Automation has accompanied the increasing networking in the manufacturing and process industry and has been reporting in-depth on the fusion of IT and OT (Operational Technology).

Total distributed circulation: 58.158*
Of which extended e-paper: 45.272*

*Source: IVW Q2/2023
Target group

Attention to advertising

- never: 2%
- rare: 11%
- always/occasionally: 87%

Focal area of work

- IT, organisation, network: 13%
- Quality control/assurance: 7%
- Company management/management: 29%
- Purchasing/Procurement: 29%
- Production and manufacturing: 30%
- Product management/sales: 31%
- Customer Service: 40%
- Construction: 45%
- Project planning/planning: 24%
- Research/Development: 76%

Due to adverts in the Computer&Automation in the last 12 months ...

- bought advertised products or services: 72%
- Visited the company at a trade fair: 31%
- Visited the company’s website: 79%
- Asked for more information about the company: 43%
- Talked to an employee about the company or its...: 72%
- passed the advert on to someone: 61%
- Recommended purchase: 31%
- At least one of the above reactions: 92%

In which of the following processes are you involved in IT, automation, electronics or similar decisions, to whatever degree?

- Involved in at least one of the phases: 95%
- Purchasing, order: 37%
- Purchase authorisation: 31%
- Final selection of suppliers, source of supply: 49%
- Evaluation, recommendation of source of supply: 74%
- Final product decision: 65%
- Evaluation, recommendation of manufacturers, ...: 87%
- Product description, definition of necessary...: 36%
- Determination of requirements: 74%

Source: Copytest 6-2019, conducted by IFAK Institute
Target group/dissemination

**Target group:** Decision-makers in the user industries of the automation technology

**Publication:** monthly, 12 issues + 4 special issues (3 in the magazine) + trade fair newspaper THE OFFICIAL DAILY for SPS 2024

**Booklet size:** 230 mm × 297 mm

**Year:** 25th year 2024

**Circulation:** 25,719 copies

**Membership/Participation:** IVW

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**Subscription prices:**
Annual subscription print domestic 78.40 €, thereof 49.00 € magazine, 29.40 € postage
Annual print subscription abroad € 88.60, thereof € 49.00 magazine, € 39.60 postage incl. the current VAT.
Single issue print 7.50 €, incl. VAT, plus 3.00 € shipping costs
Annual subscription digital e-paper (domestic/abroad) €24.99, incl. VAT, excluding shipping costs
Single issue digital e-paper (domestic/abroad) €2.99, incl. current VAT without shipping costs
# Topics / Dates 1st half-year 2024

<table>
<thead>
<tr>
<th>Print edition with extended e-paper</th>
<th>Dates</th>
<th>In focus</th>
<th>In this issue</th>
<th>Special topic</th>
<th>Product display</th>
<th>Trade fairs &amp; events</th>
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<tr>
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<td></td>
<td></td>
<td></td>
<td>- Sensors</td>
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<td>- Measurement technology</td>
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<tr>
<td>01/02-2024</td>
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<td>Distribution</td>
<td>Operate &amp; monitor IoT platforms</td>
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<td>- Industrial PC</td>
<td>LogiMAT (19 - 21 March)</td>
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<td>AD: 12.01.24</td>
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<td>Software &amp; IT</td>
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<td>- Fieldbuses, Gateways</td>
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<td>MD: 22.01.24</td>
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<td>- Operating &amp; monitoring/ HMI</td>
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<td>03-2024</td>
<td>FPD: 12.03.24</td>
<td>Intralogistics</td>
<td>Measurement technology &amp; quality assurance</td>
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<td>- Robot solutions</td>
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<td>04-2024</td>
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<td>OT meets IT</td>
<td>sustainability</td>
<td>Robotics &amp; Automation</td>
<td>- Trade fair innovations</td>
<td>embedded world (09. - 11.04.) Hanover Fair (22. - 26.04)</td>
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<td>- Communication &amp; Networking</td>
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## Topics / Dates 2nd half-year 2024

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<th>Print edition with extended e-paper</th>
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<th>Special topic</th>
<th>Product display</th>
<th>Trade fairs &amp; events</th>
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<td>Energy management</td>
<td>Power supply, IoT platforms, Software &amp; IT</td>
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## Advertising in the editorial environment

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<th>02/2024</th>
<th>03/2024</th>
<th>04/2024</th>
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<th>09/2024</th>
<th>10/2024</th>
<th>11/2024</th>
<th>12/2024</th>
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<tr>
<td><strong>Drive technology</strong>&lt;br&gt;Frequency inverters, gearboxes, geared motors, intelligent drives, complete drives, couplings, linear axes, linear drives, motors, motor protection/motor monitoring, pump drives, soft starters, contactors, swivelling drives, servomotors, actuators, final control elements, valve terminals</td>
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<tr>
<td><strong>Operating &amp; monitoring / HMI</strong>&lt;br&gt;Displays, augmented/virtual reality, displays, distributed control systems (DCS), input devices, handholds, HMI architectures, HMI software, control systems/process control systems, panel PCs, SCADA systems, smartphones, tablets, keyboards, stationary and mobile terminals, touch panels, visualisation systems, wearables</td>
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<tr>
<td><strong>Image processing</strong>&lt;br&gt;3D, lighting, embedded vision, hardware, (smart) cameras, robot vision, software, systems, vision sensors</td>
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<td><strong>Electromechanics / Interface technology</strong>&lt;br&gt;Control and signalling devices (horns, indicator lights, switches, buttons), I/O modules, EMC components, Ex barriers, Ex-i isolating switch amplifiers, enclosures, limit value switches, installation/wiring concepts (Ex/non-Ex), cables, terminals, climate control components, coupling modules, transducers, terminal blocks, relays, remote I/O, control cabinets, drag chains, safety components (e.g. emergency stop, signal converters, power supply isolators, connectors, isolating stages). (e.g. emergency stop), signal converters, power supply isolators, connectors, isolators</td>
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<td><strong>IoT platforms / embedded systems</strong>&lt;br&gt;Real-time operating systems, cloud computing, computer boards, edge/fog computers, embedded Linux, embedded PCs, industrial computers, complete IPC systems, mobile PCs, rugged PCs, single board computers</td>
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<tr>
<td><strong>Measurement technology &amp; quality assurance</strong>&lt;br&gt;Data loggers, EMC measuring devices, hardware and software for data acquisition, calibration, measurement technology cards, measurement technology software, measuring transducers, multimeters, oscilloscopes, PC-based measurement technology, portable measuring devices, (process) recorders, testing and calibration devices, recording devices, thermography</td>
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<td><strong>Robotics &amp; Mechatronics</strong>&lt;br&gt;Axis modules, human-robot collaboration/cooperation (HRC), mobile robotics, assembly systems, profiles, robot safeguards, robot peripherals, robot controllers, robot systems, clamping and gripping technology, transfer systems, valves, cylinders</td>
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# Topic matrix

## Advertising in the editorial environment

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<td>Security</td>
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<td>Cyber security/industrial security, firewalls, hardware and software components</td>
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</tr>
<tr>
<td>Rotary encoders, encoders, identification systems (barcode, RFID), I/O link, transducers, proximity switches, optical sensors (e.g. light barriers), sensors for measured variables (distance, speed, pressure/differential pressure, flow, colour, humidity, fill level, gases, conductivity, pH/redox, temperature, vibration, volume/mass flows), actuators, angle encoders</td>
<td>✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
</tr>
<tr>
<td>Software/IT solutions for production and development</td>
<td>04/2024</td>
<td>✔</td>
</tr>
<tr>
<td>Asset management, automation framework, batch/batch management, BDE/BDV, big data (analytics), CAD, CAE, CAM, cloud in industry, data analyses, databases, EDM/PDM, ERP, engineering (expansion, commissioning, modernisation, project planning), maintenance/servicing, IoT software, IT network, artificial intelligence (machine learning, deep learning, etc.), managed services, manufacturing execution system (MES)</td>
<td>✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
</tr>
<tr>
<td>Controls &amp; regulations</td>
<td>05/2024</td>
<td>✔</td>
</tr>
<tr>
<td>CNC control systems, edge controllers, hybrid control technology, intelligent I/O modules, logic modules, motion control, PAC, PC control systems, controllers, PLCs, PLC software, software, safety-related control systems</td>
<td>✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
</tr>
<tr>
<td>Power supply</td>
<td>06/2024</td>
<td>✔</td>
</tr>
<tr>
<td>Energy management, energy monitoring, (top-hat rail) power supply units, UPS systems, converters</td>
<td>✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
</tr>
<tr>
<td>Networking &amp; communication</td>
<td>07/2024</td>
<td>✔</td>
</tr>
<tr>
<td>Networking &amp; communication 5G technology, AS-i, Bluetooth, CAN variants, (cloud) portal solutions, condition monitoring, Devicenet, Ethercat, Ethernet/ TSN, fieldbus couplers, remote maintenance, telecontrol, Foundation Fieldbus, gateways, HART, I/O-Link, IoT gateways/protocols, communication modules (radio data transmission), LON, M2M systems, Modbus, Ethernet-based network architectures, network security, OPC UA, Powerlink, predictive maintenance, Profibus, Profinet, routers, Sercos, safety-related networking, software systems, switches, wireless variants, WLAN</td>
<td>✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔</td>
</tr>
</tbody>
</table>
Ad formats

Dimensions width x height
* bleed format: 5 mm bleed allowance on the open sides
Print advertising rates

Advertising rates and formats (excluding VAT)
Advertising price list valid from 01.01.2024

Discounts
If purchased within 12 months (insertion year)

Colouring scale Quantity scale

<table>
<thead>
<tr>
<th>from</th>
<th>Displays</th>
<th>from</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>3</td>
<td>3</td>
<td>10 %</td>
</tr>
<tr>
<td>6</td>
<td>10 %</td>
<td>6</td>
<td>15 %</td>
</tr>
<tr>
<td>9</td>
<td>15 %</td>
<td>9</td>
<td>20 %</td>
</tr>
<tr>
<td>12</td>
<td>20 %</td>
<td>12</td>
<td>25 %</td>
</tr>
</tbody>
</table>

Complete inserts and bound inserts are counted as one page towards the quantity scale.

Special forms of advertising

Special advertising formats (covers, flaps, inserts, bound inserts, etc.) Prices and formats see from page 12 onwards

E-Paper

In all e-paper editions of our print editions you can optionally multimedia content can be integrated into your advertising medium.

| Video integration | 300 € |
| Gif animation     | 300 € |
| Survey            | from 500 € |
| Picture gallery   | 700 € |

Classified adverts

The format-bound prices apply. A double insertion of the same job advert in the following issue is discounted by 25 % on the basic advertising price.

Term of payment

Payment within 21 days without deduction.

Bank details: HypoVereinsbank, Munich
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX
VAT ID No. DE 811 190 616
Special forms of advertising E-Paper

The interactive e-paper experience!

All our issues are published in print and as an ‘extended e-paper.’ This provides both us and you with the opportunity to enhance editorial content, as well as advertisements and special advertising formats, with interactive elements. The integration of multimedia content into specialist reports, interviews, and product news creates an interactive user experience for our readers.

You can also showcase your advertising designs in the Computer & Automation e-paper editions, benefiting from new multimedia options and professional reading functions.

For surcharges on prices see page 11

<table>
<thead>
<tr>
<th>For surcharges on prices see page 11</th>
<th>Video integration</th>
<th>GIF animation</th>
<th>Survey</th>
<th>Picture gallery</th>
<th>YouTube video*</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 €</td>
<td>300 €</td>
<td>from 500 €</td>
<td>700 €</td>
<td>1,900 €</td>
<td></td>
</tr>
</tbody>
</table>

Displays including video integration

Adverts including integration of your individual survey

We are happy to support you with the design and take care of the technical realisation.

Publication of your video

Send us your video file or a YouTube link along with a brief description, and we’ll take care of the rest!

Advertisements including integration of your picture gallery

Enhance your advertisement by including an image gallery to provide readers with additional impressions of your promoted solutions.

*No ad booking necessary
**Screen Edition 2024 - the new e-paper**

The ‘SCREEN EDITION 2024’ of Computer & Automation will be published for the first time in January 2024. This special e-paper is regularly updated, serving readers as an up-to-date industry guide throughout the year, divided into 12 categories.

Choose your suitable product category and use the new e-paper to showcase your latest videos or specifically draw the reader’s attention to your portfolio and offers.

The ‘SCREEN EDITION 2024’ will be promoted to the relevant target group through a long-term campaign via newsletters, the website, banners, social media, and advertisements in the print editions of Computer & Automation.

The ‘SCREEN EDITION 2024’ includes the presentation of your matchmaker profile, including a clickable website, or your advertorial in connection with your video news on a 1/1 page each. The optional flat rate gives you the opportunity to update your video content at any time.

### Option 1: Advertorial + video news

- Illustration on 1/1 page
- Headline + teaser text
- Main text
- Social media buttons
- Video
- Optional video flat rate (your video content can be updated at any time over a period of 12 months)

$1,900 € / $2,900 € with flat rate

### Option 2: matchmaker + live website

- matchmaker profile with all services incl. 2 keywords
- Presentation of the profile including integration of the clickable live website of your premium entry in the e-paper
- incl. update flat rate (with every update of your Premium entry, we also update the live website in the e-paper)

$3,900 €

### Option 3: Advertorial + video news + matchmaker + live website

- All services from options 1 and 2
- Video flat rate (your video content can be updated at any time over a period of 12 months)
- Including promotion of your videos via our LinkedIn channel and on computer-automation.de

$5,900 €

### Option 4: Advertorial + video news

- Illustration on 1/2 page
- Logo
- Text
- Address data
- Social media buttons
- Video

$5,900 €
Copytest digital

Whether on a computer, smartphone, or tablet, Computer&Automation’s e-papers are accessible anytime and anywhere, making them particularly appealing to our readers due to their location independence. Our new digital copy test will assess how well your advertisements are received and their effectiveness in both the digital and optional interactive versions.

The digital copy test is scheduled for issue 07/2024. Seize this opportunity and select from our various participation offers.

**Advertising deadline: 06.06.2024**

<table>
<thead>
<tr>
<th>Format</th>
<th>Participation Copytest</th>
<th>Optional multimedia integration (GIF, video or similar, others on request)</th>
</tr>
</thead>
<tbody>
<tr>
<td>≥ 1/2 page*</td>
<td>free of charge</td>
<td>300 €</td>
</tr>
<tr>
<td>≤ 1/3 page*</td>
<td>300 €**</td>
<td>300 €</td>
</tr>
<tr>
<td>Video only + short description</td>
<td>2,500 €**</td>
<td>-</td>
</tr>
</tbody>
</table>

*Base prices see page 10  **Fixed price (not discountable)

High contact opportunity for advertising

Many advertisers already appreciate the digital counterpart to our print editions. And rightly so, as a study by BDZV and ZMG showed last year. A total of 10,983 readers of newspaper adverts were surveyed for the study and the advertising impact of printed and digital adverts was analysed and compared.

After dividing the target group into readers of printed editions only, readers with contact to the e-paper edition only and combined users who have read both variants. Both variants are used intensively: 92 per cent of print readers state that they have read at least half of all pages. The same applies to 89 per cent of e-paper readers and 95 per cent of combination readers.
Special print advertising formats

**Title**
Your product or solution on the front page and in editorial coordination as a multi-page cover story in Computer&Automation. Achieve maximum presence and visibility for your company, your solutions and your topic. Present your company as a know-how provider and (automation) partner.

11,650 €

**Bound inserts**
incl. postage share Calculation requirement: 3 % subsidy

Price (total print run):
- 2-sided € 7,580
- 4-sided 10.300 €
- 8-sided 15.700 €
- 12-sided € 19,100
- 14-page and more on request

**Supplements**
Partial occupancy according to postcode or Nielsen areas or partial occupancy according to qualified addresses on request

Minimum order amount: € 640
Inserts over 25 g Price on request
Calculation circulation: 3 % subsidy

(price up to 25 g, incl. postage) 7,700 €

**Title flap**
front: W 115 mm × H 227 mm
inside: W 115 mm × H 297 mm

17,100 €

All formats are available on request. Other special advertising formats are possible. Talk to your media experts.
Special print advertising formats

### Banderole
- Format: W 520 mm × H 100 mm + 5 mm bleed
- Back 55 mm unprinted due to adhesive edge
- Price: 19,260 €

### Advertorial
- Approx. 4,000 characters (without spaces), 1 to 2 images and optional logo
- Includes online publication, newsletter promotion + e-paper publication
- Animation
- 1/1 page 9,890 €

### Company portrait
- Only possible in special issues
- You provide us with the necessary data, we take care of the layout for you.
- 1/4 page 2,600 €
- 1/2 page 1,575 €
- 1/4 page 980 €

### Product adverts
- You provide us with the necessary data, we take care of the layout for you.
- Pure image motif: 89 mm × 100 mm
- Text advert without image: max. 2,250 characters
- Text advert with image: max. 1,750 characters
- 1/4 page 730 €
  - incl. website and social media publication 900 €
  - Topics see page 16

All formats are available on request. Other special advertising formats are possible. Talk to your media experts.
Special forms of advertising

Social media adverts

Advertise your social media channels using our standardised template, which can be animated on request, and lead directly to your desired network with a click. Simply send us your data and images and we will take care of the layout for you, including optional moving images:

- Description text with 320 characters incl. spaces
- Logo (max. width: 55 mm)
- Image 55 × 30 mm
- Video URL or GIF file
- Specify the desired network.

Social media adverts can be booked in the “SCREEN EDITION 2024” (see page 12).

Post-it

The self-adhesive sticky note, which can be removed without leaving a trace, stands out thanks to its placement directly on your advert. The reader can remove the post-it and use it as a reminder.

Format: 82 mm × 70 mm

The Post-it can be printed on your advertising motif from the format of a 1/2 page. Further options on request.

Including production and printing €5,900

Question of the month

Is the opinion of our readers important to you? We publish your individual question in the current affairs section of the desired issue and guide the reader directly to the short survey via URL and QR code (max. three questions and five answer options each). The question of the month can be clicked directly in the e-paper.

The survey is presented with the note “The question of the month is presented to you by [company name].”

Incl. technical handling of the survey, newsletter and social media promotion.

1,890 €
**Product adverts**

<table>
<thead>
<tr>
<th>Print edition with extended e-paper</th>
<th>Dates</th>
<th>Product display</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1 - extended E-Paper</td>
<td>FPD: 26.01.24 AD: 18.01.24 MD: 23.01.24</td>
<td>- Control technology - Sensors - Measurement technology</td>
</tr>
<tr>
<td></td>
<td>FPD: 06.02.24 AD: 12.01.24 MD: 22.01.24</td>
<td>- Industrial PC - Fieldbuses, Gateways - Operating &amp; monitoring/ HMI</td>
</tr>
<tr>
<td>03-2024</td>
<td>FPD: 12.03.24 AD: 15.02.24 MD: 26.02.24</td>
<td>- Cables and wires - Drive technology - Robot solutions</td>
</tr>
<tr>
<td>SH 01-2024</td>
<td>FPD: 09.04.24 AD: 12.03.24 MD: 21.03.24</td>
<td>- Safety components - Security</td>
</tr>
<tr>
<td>04-2024</td>
<td>FPD: 07.05.24 AD: 10.04.24 MD: 19.04.24</td>
<td>- Communication &amp; Networking - Embedded computing - Digital twin</td>
</tr>
<tr>
<td>05-2024</td>
<td>FPD: 04.06.24 AD: 06.05.24 MD: 16.05.24</td>
<td>- Codesys products - Measurement technology - IoT platforms - Sensors - Image processing - Machine Vision</td>
</tr>
<tr>
<td>SH 02-2024</td>
<td>FPD: 02.07.24 AD: 06.06.24 MD: 17.06.24</td>
<td>- Fieldbuses, gateways - Condition monitoring - Industrial PC</td>
</tr>
<tr>
<td>08-2024</td>
<td>FPD: 06.08.24 AD: 11.07.24 MD: 22.07.24</td>
<td>- Robot peripherals - Cameras - Operating &amp; monitoring/ HMI</td>
</tr>
<tr>
<td>09-2024</td>
<td>FPD: 03.09.24 AD: 07.08.24 MD: 19.08.24</td>
<td>- Plug connector - Rotary encoder - CAD, CAE - Single Pair Ethernet - Remote maintenance/remote control - OPC UA</td>
</tr>
<tr>
<td>SH 03-2024</td>
<td>FPD: 01.10.24 AD: 05.09.24 MD: 16.09.24</td>
<td>- Control systems - Measurement technology - Image processing</td>
</tr>
<tr>
<td>10-2024</td>
<td>FPD: 05.11.24 AD: 09.10.24 MD: 18.10.24</td>
<td>- Switch cabinets - Drive technology - Trade fair innovations</td>
</tr>
</tbody>
</table>

Present your products, solutions, and services in various issues and special editions of Computer & Automation at attractive fixed prices! Product advertisements will appear in a standardized layout, including your company logo and desired contact details. We will, of course, take care of the layout for you.

Pure image motif: 89 mm × 100 mm or
- Text advert without image: max. 2,250 characters or
- Text advert with image: max. 1,750 characters

730 €
The Official Daily 2024
The only official trade fair newspaper

8 good reasons for your advertising presence:
The exclusive official trade fair newspaper for SPS. Exclusively published by the specialized editorial teams of Computer&Automation, Elektronik, and Markt&Technik, the official media partners of the trade fair organizer Mesago Messe Frankfurt. These editorial teams provide high-caliber content with bundled expertise, making it the perfect source of information for all trade fair visitors.

Interactive e-paper! The only official daily newspaper for SPS is also published as an e-paper on computer-automation.de, elektroniknet.de, and markt-technik.de. Thanks to the interactive format, readers can be directed from your advert straight to your website and can even be inspired by your multimedia content on day 1.

Daily updated reporting: With independent editions on all three days of the trade fair, THE OFFICIAL DAILY provides up-to-the-minute reporting directly from SPS - smart production solutions.

International visitor address: THE OFFICIAL DAILY reports in German and English to inform international trade visitors about the trade fair news.

Changing motifs: Use the only official daily newspaper for your campaign and employ a different advertising motif for each of the three publication days.

With job market: THE OFFICIAL DAILY is the ideal platform for finding qualified specialists without wastage at the international meeting place for the automation technology industry.

30,000 copies - exclusively distributed:
THE OFFICIAL DAILY will be distributed exclusively to trade visitors and exhibitors in the entrance areas and throughout the exhibition grounds. This ensures the optimal distribution of 30,000 freshly printed copies.

200,000 newsletter recipients!
Each issue is sent to the newsletter recipients of WEKA FACHMEDIEN & WEKA BUSINESS MEDIEN via standalone newsletters. Additionally, the e-paper edition is distributed through Mesago Messe Frankfurt GmbH channels and the social media channels of WEKA FACHMEDIEN & WEKA BUSINESS MEDIEN.

<table>
<thead>
<tr>
<th>Format</th>
<th>sw</th>
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<tr>
<td>1/1</td>
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<td>13,290 €</td>
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<td>15,350 €</td>
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<td>9/16 (junior page)</td>
<td>6,300 €</td>
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<td>1/2 high</td>
<td>5,650 €</td>
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<td>7,230 €</td>
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<td>1/2 across</td>
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<td>4,450 €</td>
<td>4,820 €</td>
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<td>3,400 €</td>
<td>3,710 €</td>
<td>3,950 €</td>
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<tr>
<td>1/3 transverse</td>
<td>1,890 €</td>
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<td>2,410 €</td>
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<tr>
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<td>1,420 €</td>
<td>1,670 €</td>
<td>1,840 €</td>
<td>1,980 €</td>
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<tr>
<td>1/4 2-column</td>
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<tr>
<td>Island display</td>
<td></td>
<td>10,100 €</td>
<td></td>
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<tr>
<td>Island display title</td>
<td></td>
<td></td>
<td>25,890 €</td>
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<tr>
<td>Flap</td>
<td></td>
<td></td>
<td></td>
<td>1,600 €</td>
</tr>
<tr>
<td>Supplement up to 25 g</td>
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<td></td>
<td></td>
<td>12,550 €</td>
</tr>
<tr>
<td>Centre binder 4-sided</td>
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<td></td>
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<td>14,700 €</td>
</tr>
<tr>
<td>Millimetre price</td>
<td>6.80 €</td>
<td>7.70 €</td>
<td>8.70 €</td>
<td>9.40 €</td>
</tr>
</tbody>
</table>

Publication dates: 12.11.2024 13.11.2024 14.11.2024
Advertising deadline: 18 October 2024 (for all three issues)
Print material deadline: 25 October 2024 (for all three issues)
Every issue of THE OFFICIAL DAILY comes with our floor plan, aiding visitors in navigating the exhibition center and offering you the chance to attract attention to your exhibition space. Print run: 30,000 copies.

A connecting line guides directly to your stand, and your company name is highlighted in color in the overview.

Moreover, your logo can be animated via GIF in the e-paper version of the floor plan.

With 200,000 newsletter recipients, the floor plan is distributed to WEKA FACHMEDIEN & WEKA BUSINESS MEDIEN subscribers through stand-alone newsletters. Additionally, the e-paper edition is disseminated through the channels of Mesago Messe Frankfurt GmbH and the social media platforms of WEKA FACHMEDIEN & WEKA BUSINESS MEDIEN.

Book a logo presence for your company from as little as € 490 and transfer your data directly and conveniently here.
Wheel of fortune for SPS 2024

At the Computer & Automation stand during SPS 2024, visitors can look forward to a wheel of fortune with many exciting prizes. The wheel of fortune is a crowd-puller and an ideal way for you to attract attention to your company before, during, and after the trade fair. Optionally, it can be used specifically for your trade fair presentation.

Wheel of fortune package*

- In the run-up to the trade fair, naming as a sponsor and logo image on computer-automation.de with additional advertising in at least 6 newsletters
- Self-advertisement in Computer&Automation 11/24 and in THE OFFICIAL DAILY on 12, 13 and 14 November
- Your logo on the wheel of fortune
- Your logo on the roll-up for advertising at the trade fair
- Issue of your promotional gift and recommendation to visit your trade fair stand
- Mailing sent after the trade fair to all Wheel of Fortune participants with mention of name and logo presence
- Optional: Sponsorship of a main prize with separate live raffle

€ 2,900

*Limited number of available slots
Readers' choice and market overviews

Computer&Automation readers' choice 'Products of the year 2025'

The editorial team nominates a total of 96 products across 12 categories and invites readers to vote for the ’Products of the Year 2025.’ The nominated products and the corresponding call will be published in the December 2024 issue.

The results and winners will be announced in the April 2025 issue, as well as in several special newsletters and on social networks. Winners of the award are permitted to use the official logos in their brand and marketing communications.

Product proposals for the ‘Products of the Year 2025’ can be submitted until September 13, 2024, with the subject line ‘Products of the Year 2025.’

Benefit from the high level of attention of the Computer&Automation readers’ poll ‘Products of the Year’!

Market overviews

In the Computer&Automation market overviews, companies present their products and services in various product and topic groups. The portfolio of the participating companies on computer-automation.de is presented in the interactive overview.

Users can select according to their desired specifications and have the appropriate hits displayed. Participation in a market overview is free of charge, but you have the option of highlighting your company contribution with a company logo. This service costs a flat rate of €390 and includes a recommendation from the editorial team.

All market overviews are advertised via all Computer&Automation channels, print and digital.

Contact:
Michaela Stolka
+49 89 25556-1376
mstolka@weka-fachmedien.de

<table>
<thead>
<tr>
<th>Topic</th>
<th>Publication date</th>
<th>Closing date</th>
</tr>
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<tbody>
<tr>
<td>Distributors in the industry</td>
<td>06.02.2024</td>
<td>02.02.2024</td>
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<tr>
<td>Safety</td>
<td>27.02.2024</td>
<td>23.02.2024</td>
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<tr>
<td>Security</td>
<td>05.03.2024</td>
<td>01.03.2024</td>
</tr>
<tr>
<td>Robotics &amp; Automation</td>
<td>12.03.2024</td>
<td>08.03.2024</td>
</tr>
<tr>
<td>Edge &amp; Cloud Control</td>
<td>08.04.2024</td>
<td>05.04.2024</td>
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<tr>
<td>Image processing</td>
<td>14.05.2024</td>
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<td>Sensors</td>
<td>21.05.2024</td>
<td>17.05.2024</td>
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<td>Connection technology</td>
<td>18.06.2024</td>
<td>14.06.2024</td>
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<td>Measurement technology</td>
<td>15.07.2024</td>
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<td>Fieldbus &amp; networking</td>
<td>27.08.2024</td>
<td>23.08.2024</td>
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<tr>
<td>Control technology</td>
<td>24.09.2024</td>
<td>20.09.2024</td>
</tr>
<tr>
<td>Drive technology</td>
<td>02.10.2024</td>
<td>01.10.2024</td>
</tr>
<tr>
<td>SPS - Smart Production Solutions</td>
<td>04.11.2024</td>
<td>30.10.2024</td>
</tr>
</tbody>
</table>
Banner formats website

BANNER FORMATS WEBSITE
- Skyscraper
- Billboard
- Medium Rectangle/Video Ad
- Halfpage Ad
- Native Ad
- Content Super Banner

SPECIAL FORMATS WEBSITE
- Wallpaper 1
- Wallpaper 2
- Fireplase

MOBILE ADVERTISING FORMATS
- Mobile Banner 4:1
- Mobile Banner 6:1
- Mobile Rectangle
- Halfpage Ad
- Mobile interstitial
## Website advertising rates

<table>
<thead>
<tr>
<th>STANDARD ADVERTISING FORMATS</th>
<th>DIMENSION (px)</th>
<th>TKP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>270 €</td>
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<tr>
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<td>Large Leaderboard</td>
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<td>Sitebar</td>
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**FILE FORMATS**

GIF, JPEG, HTML5, PNG, third-party codes
Specifications correspond to recommended file size,
max. 1 MB possible

**TECHNICAL SPECIFICATIONS**

Download with all key data, formats and details per advertising form at a glance.

[To the download](#)

**DATA DELIVERY**

Stefan Buchner
Project Manager Disposition
+89 25556-1481
dispo.computerundautomation@wekanet.de
Dear Mr Mustermann,

AMD could catch up with its rival Intel, at least in terms of its product portfolio: Rumours are intensifying that AMD wants to take over FPGA specialist Xilinx. This would mean that AMD would also have these components in its portfolio, which Intel had already acquired in 2015 through the purchase of Altera. Even then, rumours immediately emerged that Xilinx was also up for sale. However, there was no one in sight at the time who was willing or able to buy Xilinx. That seems to have changed now.

Ingo Kuss
Editor-in-Chief Markt&Technik

---

**BANNER FORMS**

**Leaderboard (630x90)**

**Position 1**
Below the editorial

**Position 2 and 3**
Within the messages

**Position 4**
At the end of the newsletter

**Small Rectangle (291x156)**

**Native ad without logo**
Visualisation like article
Headline + image + text and advert URL (max. 1 link) Image: 225 x 127 pixels, max. 200 KB Headline: max. 40 characters, text: max. 300 characters each incl. spaces

**Text ad with logo**
like Native Ad only with logo (150x150 px)

**Video Ad**
Click to open the video in a separate window.
Format: mp4, YouTube or VimeoLink

---

**PRICES**

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<tr>
<td>advert URL (max. 1 link) in two newsletters</td>
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Every week, computer-automation.de sends out a newsletter with customised news, product reports and technical articles to around 8,900 recipients* from the automation industry.

In addition, online readers receive special newsletters focussing on specific automation topics as well as trade fairs and events in the industry.

The Computer&Automation newsletters are therefore your ideal advertising environment. All newsletter advertising formats are optimised for mobile devices.

The English-language Sunday newsletter “OFFICIAL SUN DAILY”.

---

* *This includes the English-language Sunday newsletter "OFFICIAL SUN DAILY".*
# Newsletter Quarter 1/2024

## January

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<thead>
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<td>11</td>
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<tr>
<td>16</td>
<td>Tue</td>
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<tr>
<td>18</td>
<td>Do</td>
<td>Smart Factory</td>
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<tr>
<td>21</td>
<td>So</td>
<td>Official Sun Daily</td>
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<tr>
<td>23</td>
<td>Tue</td>
<td>News, Expertise, Product news</td>
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<tr>
<td>25</td>
<td>Do</td>
<td>Sensors &amp; measurement technology</td>
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<td>26</td>
<td>Fri</td>
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## February

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<td>Mo</td>
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<td>Siemens quarterly figures Q1/2024</td>
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<td>Tue</td>
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<td>15</td>
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<td>Artificial intelligence &amp; machine learning</td>
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<td>Distribution</td>
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<td>So</td>
<td>Official Sun Daily</td>
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<td>27</td>
<td>Tue</td>
<td>News, Expertise, Product news</td>
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## March

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<td>Robotics &amp; Automation</td>
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<td>15</td>
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<td>17</td>
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<td>Mo</td>
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<td>Do</td>
<td>Networking &amp; communication</td>
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<td>24</td>
<td>So</td>
<td>Official Sun Daily</td>
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<tr>
<td>26</td>
<td>Tue</td>
<td>News, Expertise, Product news</td>
</tr>
<tr>
<td>28</td>
<td>Do</td>
<td>Drive technology</td>
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<td>Fri</td>
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<td>April</td>
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<td>June</td>
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<td>-----------------------------</td>
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<tr>
<td>2 Tue News, Expertise, Product news</td>
<td>2 Do Robotics &amp; Automation</td>
<td>2 So Official Sun Daily</td>
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<td>4 Do Safety &amp; Security</td>
<td>5 Mo E-paper of issue 05-2024</td>
<td>3 Mo E-paper of issue 06-2024</td>
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<td>6 Mo E-paper of issue 06-2024</td>
<td>7 Mo E-paper of the Sensor&amp;Vision special issue</td>
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<tr>
<td>7 So Official Sun Daily</td>
<td>7 Tue News, Expertise, Product news</td>
<td>8 So Official Sun Daily</td>
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<td>10 Mo E-paper of the Sensor&amp;Vision special issue</td>
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<td>9 Tue News, Expertise, Product news</td>
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<td>11 Tue News, Expertise, Product news</td>
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<td>11 Do Human-machine interface / HMI</td>
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<td>12 Mo E-paper of the Sensor&amp;Vision special issue</td>
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<td>14 So Official Sun Daily</td>
<td>13 Do Sensors &amp; Image processing</td>
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<td>14 So Official Sun Daily</td>
<td>16 Do Siemens quarterly figures Q2/2024</td>
<td>16 So Official Sun Daily</td>
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<td>18 Do Communication &amp; networking</td>
<td>18 Tue News, Expertise, Product news</td>
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<td>20 Do Edge &amp; Cloud Computing</td>
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<td>23 So Official Sun Daily</td>
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<td>24 Mi Hannover Fair - Day 1</td>
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<td>27 Do Measurement technology</td>
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# Newsletter Quarter 3/2024

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<td>13 Tue News, Expertise, Product news</td>
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<td>16 Tue</td>
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<td>Sensors</td>
<td>20 Tue News, Expertise, Product news</td>
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<td>23 Tue</td>
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<td>25 Do</td>
<td>Communication &amp; networking</td>
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<td>Official Sun Daily</td>
<td>29 Do Robotics &amp; Automation</td>
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<td>30 Fri The top articles from August</td>
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**CW**: Calendar Week

**KW**: Issue Number
# Newsletter Quarter 4/2024

## October

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<td>Mo</td>
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<td>Operate &amp; monitor</td>
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<td>25</td>
<td>Fri</td>
<td>SPS - Warm-up</td>
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## November

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<td>Fri</td>
<td>SPS - Warm-up</td>
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<td>So</td>
<td>Official Sun Daily</td>
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<td>Fri</td>
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## December

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</tbody>
</table>
Benefit from the high-quality newsletter address pool of computer-automation.de and send your customised information exclusively to a user group of computer-automation.de defined by you on the desired date.

**One message per customised newsletter**
Scope: max. 3 images + 1 message + 1 logo
Text: max. 2,000 characters without spaces
Variant A: 1 header image 630 × 200 pixels + 2 additional images 270 × 200 pixels each
Variant B: 3 × 270 × 200 pixels
Subject line: max. 150 characters incl. spaces
Links: max. 5
Video-Ad optional

Sender: computer-automation.de and advertiser
Maximum of 1 customised newsletter per week per company, dates on request

**Prices (not discountable):**
Selection by product interest possible
Base price: €1,990
Per thousand recipients: €290

**Non-binding enquiry**
Select the recipients of your customised newsletter here according to product interest and we will provide you with a non-binding offer!

- COMPANY LEVEL (ALL)
  - Engineering
  - Production software
- CONTROL LEVEL (ALL)
  - Operate & monitor
  - Industrial PC
  - Telecontrol Measurement
  - Technology Control & Regulation
  - Safety & Security
- FIELD LEVEL (ALL)
  - Drives
  - Mechanics
  - Image processing
  - E-mechanics & interfaces
  - Networking
  - Sensors
  - Power supplies
  - Robotics

Select now and reach your target group without wastage!
Special forms of advertising

All this offers you Matchmaker+

Advantages
- Address customers when they are interested in your topics and products!
- Build trust and benefit from our strong content and brands!
- Generate qualified leads thanks to the professional presentation of your company and your products as a premium provider!

PLACEMENT NEXT TO RELEVANT CONTENT

THE PREMIUM PROFILE AS YOUR BUSINESS

FIRST-CLASS DISPLAY IN THE PROVIDER

<table>
<thead>
<tr>
<th></th>
<th>Starter</th>
<th>Advanced</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium company profile with extended design options</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo insertion in our newsletters</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Red. Integration as a partner in our print editions</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Topic keywords** to place your message alongside suitable editorial content</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Customised design of the placement as a content box</td>
<td>-</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Post on the LinkedIn social media channel with a link to the premium entry</td>
<td>-</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Profile maintenance and setup by our team</td>
<td>-</td>
<td>-</td>
<td>●</td>
</tr>
</tbody>
</table>

* Term 12 months, start date freely selectable. After 12 months, the subscription is extended indefinitely with a cancellation period of one month.
** Topics or products that match your company. Keywords limited to a maximum of 36,000 page views per year; additional keywords or extensions can be booked at any time.
Customised E-Paper

The editors of Computer & Automation have published several reports on your company? Then bundle these articles into an interactive e-paper customised for your company!

Whether technical reports, current news or articles on products and solutions - all publications are summarised in the layout of Computer & Automation.

We will work with you to design a concise title and a meaningful cover image!

On request, we can supplement your reports or free layout areas with your adverts or interactive elements such as videos, animations or image galleries. Use these options to provide readers with further information about your company.

After publication of a new report or news item, this article will be added to your customised e-paper and automatically published on the computer-automation.de web portal, sent to registered recipients by newsletter and advertised via social networks.

Benefit from the independent, editorial reporting and use your e-paper for your own marketing campaigns*!

---

**All services at a glance**

- Layout creation and customisation of 3 articles
- Integration of product news
- Cover design
- Display and multimedia integration
- Banner advertising
- Newsletter integration
- Social media promotion
- Integration of own content/texts*
- Web publication

**Sample edition**

from € 3,900

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*Please also note our options for customised e-paper services on page 30!
Social Media XXL

Online advertorial & social media XXL

The online advertorial is ideal for presenting complex topics to Computer & Automation readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This synergy effect gives your content a high level of credibility. Combine this native communication solution with the ‘Social Media Plus Package’ and increase your social media reach at the same time!

Material you need

- Lead image*: 16:9 aspect ratio (ideal format 1,256 × 706 pixels)
- Optionally 1 - 2 additional images in the body text
- Headline: max. 65 characters incl. spaces
- Teaser text: max. 280 characters incl. spaces
- Advertorial text, approx. 6,000 characters incl. spaces
- Links: max. 4 links in the text
- Social media hashtags (max. 15)

Please send data delivery and queries to socialmedia@computer-automation.de

Services

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment on the home page and in the appropriate topic section of computer-automation.de
  incl. picture and link
- Article with link in a newsletter from computer-automation.de
- Post on the social media channels of Computer & Automation (LinkedIn, Xing, X, Instagram) with a link to the advertorial
- Digital playout: content and teasers are displayed on both desktop and mobile devices
- Push message to registered subscribers of computer-automation.de

Total price: € 2,990
Supplement your market communication and achieve a greater reach for your products, solutions, videos, web seminars and services via our social media channels. Choose your preferred date and benefit from the synergy effect of the independent thematic environment of Computer&Automation and the appeal to a national and international target group.

- Direct link to your desired URL
- Prominent placement in editorial content
- News in real time
- Increase in brand awareness
- Smart content for the right target group

**Direct Link Programme - Your direct link for more sales**

The direct link programme directs our readers / your customers directly to your website using **keywords defined by you**. The combination of specialised content and innovative technology guarantees you a high ROI.

**Example “Artificial intelligence”**

- Direct link to your page

**per post:** €590 (not discountable)

**per month/website:** €990 (not discountable)
**Social media theme days 2024**

Computer&Automation’s social media theme days take place at regular intervals within the LinkedIn, X and Instagram channels. During this period, the editorial team posts the latest reports, product news, interviews and specials on the respective topic.

Show our followers your products, solutions or news in this environment and book your individual post as part of the theme days.

### Material you need
- Text with max. 600 characters incl. spaces (LinkedIn, Instagram) and with max. 256 characters incl. spaces (X)
- Image in landscape, portrait or square format with at least 800 pixels on the longest side
- Additional image in square format advantageous (Instagram)
- Target URL
- max. 10 hashtags

Please send data delivery and queries to socialmedia@computer-automation.de

<table>
<thead>
<tr>
<th>month</th>
<th>Topic</th>
<th>Data submission</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Machine Learning &amp; Artificial Intelligence</td>
<td>10.01.2024</td>
</tr>
<tr>
<td>February</td>
<td>Distribution</td>
<td>22.01.2024</td>
</tr>
<tr>
<td>March</td>
<td>Intralogistics</td>
<td>23.02.2024</td>
</tr>
<tr>
<td>April</td>
<td>Safety &amp; Security</td>
<td>22.03.2024</td>
</tr>
<tr>
<td>April</td>
<td>Hanover Fair</td>
<td>08.04.2022</td>
</tr>
<tr>
<td>May</td>
<td>Sustainability</td>
<td>25.04.2023</td>
</tr>
<tr>
<td>June</td>
<td>Sensor &amp; Vision</td>
<td>24.05.2024</td>
</tr>
<tr>
<td>July</td>
<td>Operate &amp; monitor</td>
<td>21.06.2024</td>
</tr>
<tr>
<td>August</td>
<td>Edge &amp; Cloud Computing</td>
<td>25.07.2024</td>
</tr>
<tr>
<td>September</td>
<td>SPS goes West</td>
<td>19.08.2024</td>
</tr>
<tr>
<td>September</td>
<td>TSN &amp; OPC UA</td>
<td>10.09.2024</td>
</tr>
<tr>
<td>November</td>
<td>SPS 2024</td>
<td>23.10.2024</td>
</tr>
<tr>
<td>November</td>
<td>Drive technology</td>
<td>21.10.2024</td>
</tr>
<tr>
<td>December</td>
<td>Networking &amp; communication</td>
<td>27.11.2024</td>
</tr>
</tbody>
</table>

per post: €490 (not discountable)
Lead generation

Webinar
Communicate specific expertise and involve your customers actively and live in the event. Your audience can ask you questions via chat. Emphasise the benefits of your products and the expertise of your company with a dynamic and interactive presentation.

Services:
- Advance notice of the webinar in two newsletters from computer-automation.de
- Announcement in a section for a total of one month
- A customised newsletter for computer-automation.de users
- Participant registration
- Briefing of your speaker and technical realisation
- A live broadcast incl. moderation on & off air
- Afterwards, the webinar will be available for download as a on-demand webcast available for download

Price (not discountable): 4,490 €

optional: plus 1/1 page announcement of the webinar in Computer&Automation (design by the publisher)
Price (total): € 6,900

Whitepaper
Present your whitepaper in the editorial environment of computer-automation.de and generate high-quality leads! Available in three promotion packages.

<table>
<thead>
<tr>
<th>Package</th>
<th>Package 2</th>
<th>Package 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcements of the white paper in the newsletter with a link to customer registration</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Presentation of the whitepaper including your company logo on computer-automation.de</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company URL (link to the website)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Announcement of the whitepaper in a category of your choice (duration 4 weeks). Incl. company name, headline (37 characters), teaser text (280 characters), description and image (628 x 353 pixels), link to registration</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Announcement with picture in an info box</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Customised Newsletter</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Price
990€ 2,990€ 3,990€
Special forms of advertising online

**E-Paper Service**
We create your own e-paper from your customer magazines, brochures, flyers, catalogues and other advertising material, which is available and accessible to you, your customers and partners via a web link. Optionally enriched with web links, videos, picture galleries, podcasts, download options and many other possibilities, you benefit from an extended information content of your advertising messages.

from 500 €

**Video/Webcast**
Publish your own video or webcast in the media centre and YouTube channel of computer-automation.de! Optionally including application in the newsletter as a moving video ad or via screenshot.

from € 1,490

**Trade fair clip**
Capture your trade fair appearance in image and sound and present your company in a short, professionally produced clip in web quality. Price includes shooting, production, publication and promotion.

from € 2,490
Events

Become a partner of the TSN/A Conference 2024

Standard Time Sensitive Networking extends Ethernet to achieve excellent time synchronisation and high worst-case latency for applications that require robust, deterministic connectivity. TSN is particularly important in application areas such as industrial, automotive and pro AV/consumer IP networking.

The TSN/A Conference 2024 is jointly organised by the Avnu Alliance in cooperation with the trade media Computer&Automation and Elektronik automotive. The expert meeting will highlight the technological aspects of the standard as well as application-specific topics from various markets and industries.

The accompanying exhibition is an ideal opportunity to present your products and solutions to a competent and interested audience. The clear focus of the event minimises wastage and ensures an optimal target group approach.

Become a partner from € 5,500

01 + 02 October 2024
Stuttgart
Technical data

Inserts / bound-in inserts / stickers / CDs

<table>
<thead>
<tr>
<th>Supplements</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum format</td>
<td>105 mm width × 148 mm height</td>
</tr>
<tr>
<td>Maximum format</td>
<td>10 mm smaller in height and width than the carrier product</td>
</tr>
<tr>
<td>Minimum weight</td>
<td>150 gsm for single sheet</td>
</tr>
<tr>
<td>Maximum weight</td>
<td>on request</td>
</tr>
<tr>
<td>Positioning</td>
<td>best possible</td>
</tr>
</tbody>
</table>

Inserts must be delivered trimmed and folded as finished end products and be suitable for machine processing. Booking options: Print run or partial run according to postcode or Nielsen area.

<table>
<thead>
<tr>
<th>Bound inserts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope</td>
<td>4 pages (more pages on request)</td>
</tr>
<tr>
<td>Minimum format</td>
<td>105 mm width × 148 mm height</td>
</tr>
<tr>
<td>Maximum format</td>
<td>Format of the carrier product</td>
</tr>
<tr>
<td>Trimmed pages</td>
<td>must have a bleed of 5 mm</td>
</tr>
<tr>
<td>Minimum weight</td>
<td>for 4-sided products 100 g / square metre</td>
</tr>
<tr>
<td>Placement</td>
<td>between the different parts of the arch</td>
</tr>
</tbody>
</table>

Bound inserts must be delivered folded and in untrimmed format and must be suitable for machine processing.

<table>
<thead>
<tr>
<th>Sticker</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Folded products must be closed towards the collar and suitable for machine processing. Positioning and formats on request. Booking options: Print run and partial run of stickers according to postcode or Nielsen areas.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CDs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning on request</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technical specifications / processing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing methods and processing</td>
<td></td>
</tr>
<tr>
<td>Cover Sheetfed offset</td>
<td></td>
</tr>
<tr>
<td>Contents</td>
<td>Web offset</td>
</tr>
<tr>
<td>Paper</td>
<td>Improved newsprint</td>
</tr>
<tr>
<td>Further processing</td>
<td>Saddle stitching</td>
</tr>
<tr>
<td>Format</td>
<td>Trimmed format: 230 mm × 297 mm 5 mm bleed on all open sides</td>
</tr>
<tr>
<td>Type area</td>
<td>195 mm × 262 mm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>File name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>File names must be assigned according to the following pattern:</td>
<td>Advertiser_c+a_issue (example: Mustermann_c+a_1_24)</td>
</tr>
<tr>
<td>Proof: are in 4 colour mode based on the standard</td>
<td>Content: &quot;PSO_LWC_Improved_eci.icc&quot;</td>
</tr>
<tr>
<td>Cover: &quot;ISOcoated_v2_eci.icc&quot; for offset printing.</td>
<td>The corresponding profiles are available for download at <a href="http://www.eci.org">www.eci.org</a>. Minor tonal value deviations are due to the tolerance range of web offset printing.</td>
</tr>
<tr>
<td>Black solid areas should be underlaid with a 40% screen in cyan. FTP access: on request</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technical specifications</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Position all image elements (e.g. logos, QR codes) 5 mm from the outer edge. Files in PDF format according to the PDF/X-3 standard.</td>
<td>Please request our reproduction and proofing instructions from the following contacts:</td>
</tr>
<tr>
<td>Content: &quot;PSO_LWC_Improved_eci.icc&quot;</td>
<td>Jeanette Blaukat, Scheduling, Phone + 49 89 25556-1014 <a href="mailto:DISPO.connectProfessional@wekanet.de">DISPO.connectProfessional@wekanet.de</a></td>
</tr>
<tr>
<td>Cover: &quot;ISOcoated_v2_eci.icc&quot; for offset printing.</td>
<td>The corresponding profiles are available for download at <a href="http://www.eci.org">www.eci.org</a>.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Delivery date and delivery address</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Please enquire about the delivery date and conditions with the contact persons known to you.</td>
<td>L.N. Schaffrath DruckMedien GmbH &amp; Co KG</td>
</tr>
<tr>
<td>Delivery note: Inserts for CUSTOMER, for Computer &amp; Automation Issue xy/2024</td>
<td>Marktweg 42-50, 47608 Geldern</td>
</tr>
</tbody>
</table>
Contact media consulting

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