

**1 Portrait**

- 1 Name:** INDUSTRIELLE AUTOMATION Newsletter
- 2 Brief profile:** The INDUSTRIAL AUTOMATION Newsletter, published bi-weekly provides information on developments, trends, events, companies, trade fairs in the field of measurement and automation technology. More than 5,000 newsletter subscribers have given their consent to receive mailings by using the „double opt-in“ procedure.
- 3 Target groups:** Developers and designers in the automation sector (OEMs), system integrators in mechanical engineering and electrical technology, as well as persons responsible for production.
- 4 Published:**

25 times a year				
	Closing date	Publishing date		Publishing date
01	07/01/2016	13/01/2016	14	07/07/2016
02	21/01/2016	27/01/2016	15	21/07/2016
03	04/02/2016	10/02/2016	16	04/08/2016
04	18/02/2016	24/02/2016	17	16/08/2016
05	03/03/2016	09/03/2016	18	01/09/2016
06	17/03/2016	23/03/2016	19	15/09/2016
07	31/03/2016	06/04/2016	20	28/09/2016
08	13/04/2016	19.04.2016	21	13/10/2016
09	28/04/2016	04/05/2016	22	26/10/2016
10	11/05/2016	18/05/2016	23	10/11/2016
11	25/05/2016	01/06/2016	24	24/11/2016
12	09/06/2016	15/06/2016	25	08/12/2016
13	23/06/2016	29/06/2016		14/12/2016

- 5 Publisher:** Vereinigte Fachverlage GmbH
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**P Pricelist/Ad-formats**

1 Type of advertising and prices: (plus the applicable VAT)

Type of advertising	Formats/ size in pixels	Data volume	Price in € first place	Price in € other position
	<b>SUPERBANNER</b> 570 x 80	30 KB	600.-	550.-
	<b>CONTENT-AD</b> 570 x 210 400 characters including Spaces, image size 172x127 pixels (linkable to your content, such as video)	30 KB	750.	680.-
	<b>BUTTON</b> 160 x 160 (no transparency, no rounded corners)	30 KB	350.-	320.-

2 Discounts:

Acceptance within 12 months (insertion year)		
Frequency scale	Volume scale	
3 placements	from € 1,000.-	5 %
6 placements	from € 2,000.-	10 %
12 placements	from € 3,000.-	15 %
24 placements	from € 4,000.-	20 %

No discount possible for a combination between print and newsletter.



**Stand-Alone-Newsletter:**  
Exclusively for your business:  
■ your Text ■ our design ■ our addresses  
Price: per recipient address € 0.70  
plus the applicable VAT.  
Only supply of the total readership possible  
Further selected digital target groups on request

**F Formats and technical details**

- 1 File formats:** jpg, gif and png (not animated)
- 2 Newsletter format:** Multipart (HTML+text)
- 3 Delivery address:** by e-mail to: druckunterlagen@vfmz.de
- 4 Delivery date:** at least four working days prior placement

**N Usage data**

2 Subscribers: 5,424 (August 2015)