

INDUSTRY.forward HAKAHAKA 2025

THE INDUSTRY'S ANNUAL REFERENCE BOOK.
FOR FORWARD THINKERS & FUTURE MAKERS.

HAKAHAKA presents the most important companies, technologies and people of the year as a reference book for the industry.

Publication date: October 24, 2024



The spectrum of content in 7 topic stages

INDUSTRY ZERO & TRANSFORMATION	NEXT TECHNOLOGY	INDUSTRIAL SOLUTIONS	FACTORY	PROCESS	ELECTRONICS	ENERGY
Sustainability	Quantum Computing	Efficiency & Flexibility	Factory Automation	Process Automation	Embedded & Microprocessors	Industrial Energy Transition
Transformation	Future Mobility	Availability	Control Technology	Control Technology	Power & Power Electronics	Digital Energy & Energy Efficiency
Digitalization	Smart Maintenance	Connectivity	Robotics	Control Cabinet Technology	Development Tools & Prototyping	Energy Procurement & Generation
Open Innovation & Ecosystem	Smart Building	Sustainable Manufacturing	Machine Vision	Industrial Software	Components	Security of Supply & Self-Sufficiency Concepts
New Business Models	Additive Manufacturing	Safety & Security	Control Cabinet Technology	Edge Computing	Connection Methods	Renewables
Circular Economy	Smart Production	Industrial Communication	Industrial Software	Industrial Cloud	Housing & Cooling Technology	Energy Monitoring
Future Leadership	Smart Development	Industrial 5G	Edge Computing	Explosion Protection	Distribution & Service	Energy Management
Technology Integration	All Electric Society	Artificial Intelligence	Industrial Cloud	Process Engineering	Displays & HMI Components	CO ₂ Management
Resilience	Materials & Resources	Data Management	Drive Technology	Pumps & Compressors	Measurement Technology	Power-to-X
Supply Chain	Industrial Metaverse	Human Machine Interface	Sensors & Measurement	Sensors & Measurement	Laser & Photonics	Storage & Batteries
Reshoring	Future Food	Logistics & Intralogistics		Plant Engineering & Operation	Smart Sensors	Hydrogen Solutions
People & Culture				Powder & Bulk	Software & Security	Heat Recovery
INDUSTRY ZERO & TRANSFORMATION	NEXT TECHNOLOGY	INDUSTRIAL SOLUTIONS	AD	PA	EE	energy

Editorial concept – Unique & relevant

Change defines our times and changes our society, our companies, all of us. In change is the freedom to shape it. But who will shape the future of the industry and its sectors? And how?

PEOPLE = DESIGNERS & MAKERS

75 forward thinkers & future makers - 75 views and perspectives on and from change. Very personal, with plenty of space for inspiring and critical thoughts. And lots of good ideas.

TECHNOLOGIES = DRIVERS & ENABLERS

Best-of specialist articles from our media A&D, E&E, ENERGY, P&A and INDUSTR.com provide relevant knowledge for change. Editorially selected, technically sound, valuable content.

YOUR ADDED VALUE AS AN ADVERTISING PARTNER

RANGE: Highly relevant reach and visibility in the most important industry sectors - cross-media.

AWARENESS: The compilation of ideas, developments, outlooks and selected specialist articles on change in the industry creates a high degree of emotionality and relevance and ensures the reader's attention.

LEADERSHIP: As a high-quality industry reference book, INDUSTRY.forward sets the stage for HAKAHAKA companies to position themselves as forward thinkers in change. Your presence strengthens the perception of your innovation, technology and solution capabilities in the long term.

HAKAHAKA
{Polynesian: free space}

Mission: Free space for ideas & thoughts on change in the industry



Change defines our time

Social change, technological change, climate change, value change, organizational change, etc.

Those who think of change in narrow terms are wasting potential. Change requires freedom for new ideas and perspectives as well as personalities who want to make use of this.

HAKAHAKA is an invitation

To think along, think ahead and reflect. 75 people from the industry share their perspectives on and from change.

Why? Because they have inspired us, in personal meetings and conversations, through controversial opinions and honest stories. Because they are changing the future.

A reference book worthy of the name: unconventional, highly relevant, emotional, motivating. Unique!

HAKAHAKA is a reference

Nominated and awarded: Best-of articles show important technological trends and solutions for change.

Panel talks with industry experts focus on current topics of high relevance.

Participation opportunities (1/2)

BUSINESS PROFILE

Show us what you've got!

Your double-sided business profile presents your best products and services.

What makes your company unique? Show your performance, your expertise and your ideas.

Package features

- Company logo
- Anchor image/key visual
- CEO picture & quote
- Company description
- Product highlight (text and image)
- Target sectors



EUR 3,290.-



STATEMENT PACKAGE

Position your opinion leader!

The personal statement of a forward thinker with a view to the future and development underlines the competence and opinion leadership of your company.

Package features

- Publication of the statements + lead photo + 2-page (print + e-paper)
- Business profile (double-sided, see above)
- 10 copies of HAKAHAKA print edition
- E-paper with link to the success story
- Statement landing page on INDUSTR.com

EUR 3,600.-

Participation opportunities (2/2)

SUCCESS STORY PACKAGE

Inspire with your success story!

Let others share in your success and tell your customer, product or company success story as part of an advertorial.

Package features

- Publication of the success story, 2-page (print + e-paper)
- Business profile (double-sided, see page 5)
- 20 copies of HAKAHAKA print edition
- E-paper with link to the statement
- Statement landing page on INDUSTR.com



EUR 4,900.-



EUR 8,250.-

TOPIC PARTNER PACKAGE

Make a topic your own!

You exclusively brand the topic stages of your choice and thus cover a topic with your claim and the expertise of your company. In addition, the 2-page statement by a forward thinker underlines your pioneering position.

Package features

- 1/1 ad next to topic stage opener
- Logo presence on topic stage opener
- Publication of the statements + lead photo, 2-page (print + e-paper)
- 20 copies of HAKAHAKA print edition
- E-paper with link to the success story
- Statement landing page on INDUSTR.com

INDUSTRY.forward HAKAHAKA – Price list

Booking deadline:
29.08.2024

Each form of participation includes the presentation of your company logo on the INDUSTRY.forward HAKAHAKA partner board.

PACKAGES ADVERTORIALS	PRICE (PLUS VAT)
Business Profile - Page 5	EUR 3,290.-
Statement Package - Page 5	EUR 3,600.-
Success Story Package - Page 6	EUR 4,900.-
Topic Partner Package - Page 6	EUR 8,250.-
Topic Stage Report (6-page, exclusive per Topic Stage)	EUR 8,910.-
Digital Extension - Digital extension of the success story or topic stage report on INDUSTR.com incl: 3 newsletter posts, 1 month feature start page, 12 months content area, media library and corporate channel	EUR 1,850.-
SHOW AD SPECIALS	PRICE (PLUS VAT)
1/1 advertisement	EUR 7,150.-
1/1 Display U4	EUR 8,250.-
2/1 display U2 or U3 (gatefold cover)	EUR 9,350.-
HAKAHAKA bookmark (exclusive)	EUR 7,980.-

Secure access to 30,000 decision-makers in the industry

Strategic & technical decision-makers in industry: owners, board members, managing directors, plant & factory managers, division, group, department and project managers



... in the following areas of responsibility:

- Corporate Management (Technical & Commercial)
- Corporate Technology
- Energy & Operations Management
- Design / Development / Engineering
- Planning & Project Planning
- Production / Operation / Manufacturing
- Product Management / Sales / Distribution
- Maintenance / Servicing / Service
- Quality Assurance / Test Laboratory / Test
- Intralogistics

... in the following sectors:

- Electrical Engineering / Electronics (Industrial Electronics, Medical Electronics, Consumer Electronics, Communication Electronics)
- Mechanical & Plant Engineering
- Chemicals / Pharmaceuticals / Plastics
- Technical Planning & Consulting
- Food & Beverage
- Automotive
- Energy Industry
- Software

75 forward thinkers & future makers from these companies, among others



We create business for industries

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