The leading industrial trade magazine in India that offers a three-dimensional perspective on technology, markets and management aspects of Industrial Automation & Digitisation, covering factory automation & process automation

*Print Magazine, Digital Edition, Online Contents, Events*
INTRODUCTION

A&D India

The leading industrial trade magazine on Industrial Automation & Digitisation, from Publish Industry India Pvt Ltd, the 100% subsidiary of Publish Industry Verlag GmbH, Germany.

The magazine is aimed at not only the top-decision-makers but also engineers and technocrats from the industrial automation, robotics & digitalisation segments, OEMs and the end-user manufacturing industry, covering both process & factory automation.

Frequency: Bi-monthly
A&D India

Comprehensive coverage on the latest technology and market trends, interesting & innovative applications, business opportunities, new products and solutions in the industrial automation, robotics, & digitalisation area.

The contents have clear focus on editorial subjects, with in-depth and practical-oriented analysis. The magazine is highly competent in terms of presentation & quality of articles, and has close links to the technology community. It offers a better and broader platform facilitating effective interaction among key decision makers of automation, robotics, digitalisation and allied industry & user-fraternities.
Its comprehensive editorial contents cover the following topics:

- Drives & Components
- Control & Regulation Technology
- Fieldbuses & Networks
- Sensors & Encoders
- Image Processing and Test & Measurement
- Industrial Computers & Peripheries
- Software & Engineering Tools
- Robotics & Handling
- Gears & Motors
- Safety & Integration
- Wireless Automation
- Digitalisation
- Artificial Intelligence
- Machine Learning
- Cloud Computing
- 3D Printing
Salient Features

- A ready-reference for the decision-makers of senior & middle level management from industrial automation, robotics & allied industry, digitalisation segments, covering both process & factory automation
- Has been well-accepted and appreciated in the market by readers & advertisers, as a preferred media in the industrial automation, robotics, digitalisation & related areas
- Has a premium readership and advertising market in India
- Controlled circulation with a highly filtered database
- Covers technology, management as well as marketing aspects, with comprehensive contents attuned to the readers’ interest
- Has an Editorial Advisory Board - a good mix of experts from Industry, Associations, Consultants & Institutes
- Tie-ups with relevant associations and technology organisations

**Parent Company:** Publish Industry Verlag GmbH, Germany

**Overseas Partner:** Ringier Trade Publishing Ltd, China & Taiwan, South-East Asia and North America
P V Sivaram
Non-executive Chairman – B&R Industrial Automation

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Vice President & GM
(South and South-East Asian operations)
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Anup Wadhwa
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Kuka Robotics India

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International Institute of Information Technology
Bangalore

Mandar Phadke
CEO, Abhisam Software
Former Head – Process Control
Lanxess India Pvt Ltd

Arcot Rajabahadur
Automation Consultant & Industry Analyst

Jasbir Singh
Vice President – Electrical & Instrument
Essar Project Management Consultants
Readers

- User Group...Who Buys
  - Automation & Robotics users in manufacturing industry
- Target industry: Chemical & process, refinery, food processing, pharmaceuticals, packaging, automotive, machine tools, metal & steel, oil & gas, power & energy

Advertisers

- Supplier Group...Who Sells
  - Automation, Robotics & Digitalisation solution providers & equipment/component manufacturers
### Industry Break-up

- Oil & Gas: 2%
- Engineering & Technical Consulting: 3%
- Steel & Metal Production: 5%
- Food & Beverage, Packaging: 7%
- IT - Embedded Systems, Electronics, Hardware: 7%
- Machine Tools: 8%
- Power & Energy: 9%
- Pharmaceuticals, Packaging: 11%
- Industrial Machinery: 12%
- Chemical & Process Industry: 16%
- Automotive & Related Manufacturing: 20%

### Readers Break-up

- Production/Technical Heads: 36%
- CEO/MD: 30%
- Engineers/Operators: 29%
- Sales/Marketing: 5%

### Region Break-up

- North: 28%
- South: 33%
- West: 34%
- East: 5%
OUR PARTNERS IN SUCCESS

*The logos used here are only for representation purpose*
<table>
<thead>
<tr>
<th>ISSUES</th>
<th>PUBLICATION DATE</th>
<th>EDITORIAL DEADLINE</th>
<th>ADVT DEADLINE</th>
<th>INDUSTRY FOCUS</th>
<th>TECHNOLOGY FOCUS</th>
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<td>Artificial Intelligence AR/VR</td>
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**ADVERTISEMENT FORMATS (STANDARD)**

**1/1 page**
- 210 (W) x 273 (H) mm
  - Without bleed
- 216 (W) x 279 (H) mm
  - With bleed

**Junior page**
- 105 (W) x 279 (H) mm
  - Without bleed
- 216 (W) x 138 (H) mm
  - With bleed

**1/2 page vertical**
- 130 (W) mm x 190 (H) mm
  - Without bleed
- 136 (W) mm x 196 (H) mm
  - With bleed

**1/2 page horizontal**
- 210 (W) x 135 (H) mm
  - Without bleed
- 216 (W) x 138 (H) mm
  - With bleed

**1/3 page vertical**
- 74 (W) x 279 (H) mm

**1/3 page horizontal**
- 216 (W) x 71 (H) mm

**1/4 page square (Quarter page)**
- 87 (W) x 131 (H) mm

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**File Format:** Press-Ready PDF (Preferred)

**Color:** File color must match CMYK colors.
- **Images:** must be CMYK, not RGB.
- 4 color jobs must only contain CMYK Cyan, Magenta, Yellow, and Black inks.

**Bleed:** If your artwork goes to the edge of the document, an 1/8” (.125”) bleed is required.

**Safety:** All critical elements (text, images, logos, etc.) must be kept at least 1/16” (.0625”) inside the edge. Anything too close to the edge may be cut off during trimming.
## ADVERTISEMENT RATES

### STANDARD ADVT

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<td>Half Page</td>
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<tr>
<td>1/3 Page Horizontal / Vertical</td>
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<td>Back Cover</td>
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<tr>
<td>Back Inside Cover</td>
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<tr>
<td>1/3 size on Editorial Page</td>
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<tr>
<td>Cover on Cover</td>
<td>500,000</td>
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<tr>
<td>Exclusive Advt Box on Front Cover &amp; Contents Page, &amp; 2 x 1/8 spread below Contents</td>
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### SPECIAL ADVT PRODUCTS

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<td>Exclusive Advertorial (per Page)</td>
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Online Advt
http://www.industr.com/en

- Corporate Channel
- Content Marketing
- Display Advertising (Web Banner)
- e-Newsletter
- White Papers
- Webinars
- International Automotive Manufacturing Summit
- Virtual Automotive Manufacturing Summit
- Virtual Smart Manufacturing Summit
- Virtual Plant Leadership Session
- Virtual Chemical & Pharma Industry Summit
- Virtual Interactive Session on Digitalisation Technologies for SMEs
- Virtual Interactive Session on Sales & Marketing in Challenging Times
- Virtual Manufacturing Technology Expo
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