

# MEDIA-KIT 2021

**publish  
industry  
India**



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*

**A&D<sup>®</sup>**  
INDIA  
AUTOMATION & DIGITISATION

## 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.

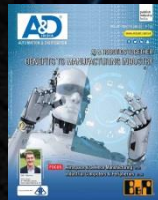
**Frequency: Bi-monthly**



## 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.

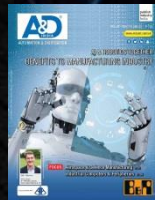




## A&D India

Its comprehensive editorial contents cover the following topics:

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

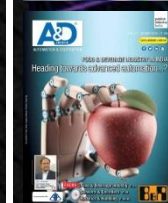
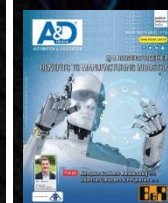


## Salient Features

- 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

## **Ganapathiraman G**

Vice President & GM

(South and South-East Asian operations)

ARC Advisory Group

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Managing Director, Pepperl+Fuchs (FA)

President - AIA

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Director – AIA (Automation Industry Association)

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Managing Director

Kuka Robotics India

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Automation Consultant & Former Professor

International Institute of Information Technology

Bangalore

## **Mandar Phadke**

CEO, Abhisam Software

Former Head – Process Control

Lanxess India Pvt Ltd

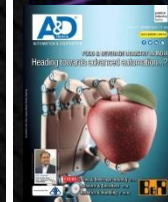
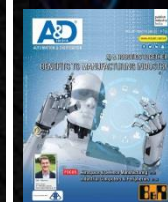
## **Arcot Rajabhadur**

Automation Consultant & Industry Analyst

## **Jasbir Singh**

Vice President – Electrical & Instrument

Essar Project Management Consultants





## Readers

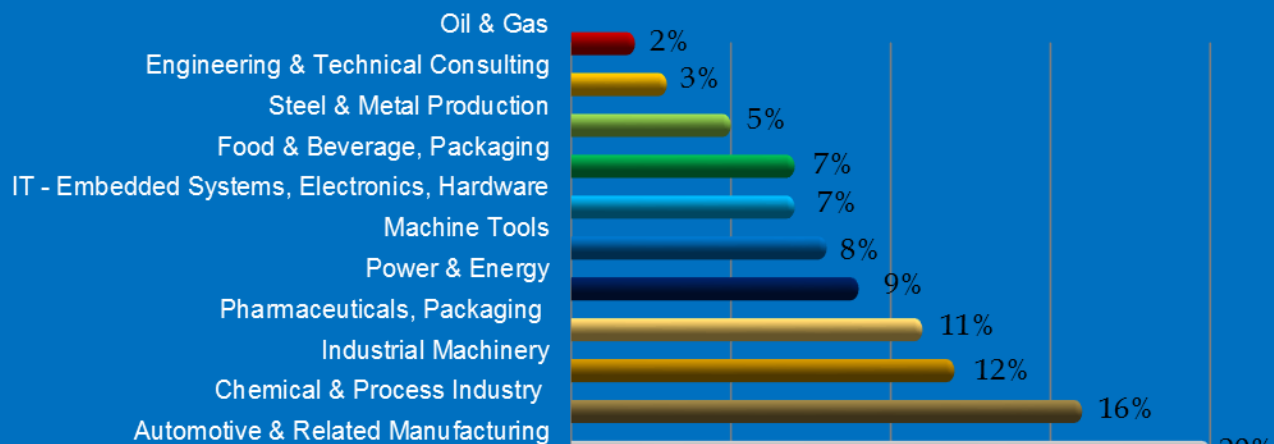
- User Group...Who Buys
  - *Automation & Robotics users in manufacturing industry*
- Target industry: Chemical & process, refinery, food processing, pharmaceuticals, packaging, automotive, machine tools, metal & steel, oil & gas, power & energy

## Advertisers

- Supplier Group...Who Sells
  - *Automation, Robotics & Digitalisation solution providers & equipment/component manufacturers*



## Industry Break-up



## Readers Break-up

Production/Technical Heads

36%

CEO/MD

30%

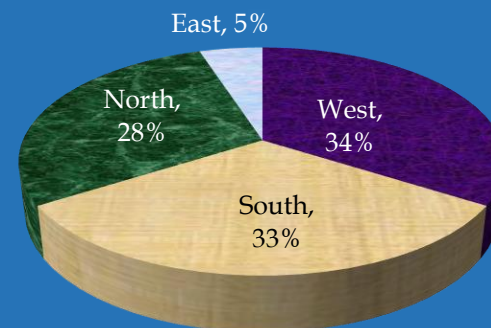
Engineers/Operators

29%

Sales/Marketing

5%

## Region Break-up





# OUR PARTNERS IN SUCCESS

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Altair | HyperWorks

**BECKHOFF**

**Rexroth**  
Bosch Group

Baumer

Bharat Bijlee

**connectwell**  
THE RIGHT CONNECTION

**CONTRINEX**

**FESTO**

**GÜDEL**

**Kübler**

**TURCK**

**HMS**

**MURR**  
ELEKTRONIK  
*stay connected*

**SCHMERSAL**  
Safe solutions for your industry

**VEGA**  
**Rockwell**  
**Automation**

**SIEMENS**

**PHOENIX**  
**CONTACT**  
INSPIRING INNOVATIONS

**KUKA**

**PEPPERL+FUCHS**

**SCHUNK**

**hummel**

**OMRON**

**RENU**  
ELECTRONICS PVT. LTD.

**NATIONAL**  
**INSTRUMENTS**

**SICK**  
Sensor Intelligence.

**MIFA SYSTEMS**  
**JANATICS**  
Pneumatic

**FARO**

**DELTA**

**CHIANTO**

**hilscher**  
COMPETENCE IN  
COMMUNICATION

KELLER

**WE**  
MICRO-EPSILON

**CST**  
CUSTOM SENSORS & TECHNOLOGIES

**PILZ**  
THE SPIRIT OF SAFETY

**NORD**  
DRIVESYSTEMS

**red ion**

**BER**

**ifm**  
ifm electronic

**GALIL**  
WE MOVE THE WORLD

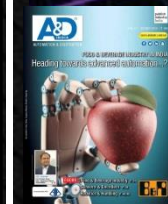
**ICP**  
**DAS**

**ePLAN**

→ \*The logos used here are only for representation purpose



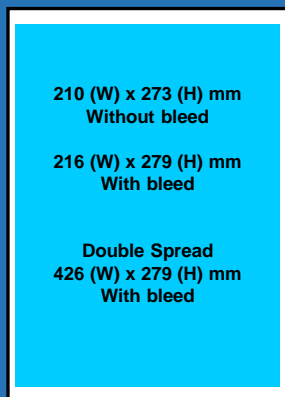
| ISSUES                                | PUBLICATION DATE | EDITORIAL DEADLINE | ADVT DEADLINE | INDUSTRY FOCUS              | TECHNOLOGY FOCUS   | EVENTS                       |
|---------------------------------------|------------------|--------------------|---------------|-----------------------------|--|------------------------------|
| <b>Feb-Mar</b>                        | 20.02.2021       | 05.02.2021         | 10.02.2021    | Pharmaceuticals & Packaging | Drives & Components<br>Software & Engineering Tools        | Hannover Messe 2021, Germany |
| <b>Apr-May</b><br>Anniversary Special | 20.04.2021       | 05.04.2021         | 10.04.2021    | Chemical & Process          | Additive Manufacturing<br>Wireless Automation              | IMTEX 2021, Bangalore        |
| <b>June-July</b>                      | 20.06.2021       | 05.06.2021         | 10.06.2021    | Power & Energy              | Fieldbuses & Networks<br>Test & Measurement                |                              |
| <b>Aug-Sept</b>                       | 20.08.2021       | 05.08.2021         | 10.08.2021    | Automotive                  | Artificial Intelligence<br>AR/VR                           | Automation Expo 2021, Mumbai |
| <b>Oct-Nov</b>                        | 20.10.2021       | 05.10.2021         | 10.10.2021    | Food & Beverage Processing  | Sensors & Encoders<br>Robotics & Handling                  |                              |
| <b>Dec-Jan</b>                        | 20.12.2021       | 05.12.2021         | 10.12.2021    | Machine Tools               | Industrial Computers & Peripherals<br>Safety & Integration |                              |



# ADVERTISEMENT FORMATS (STANDARD)

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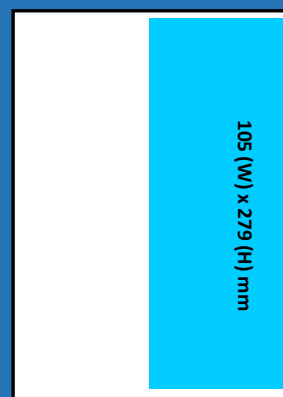
11



1/1 page



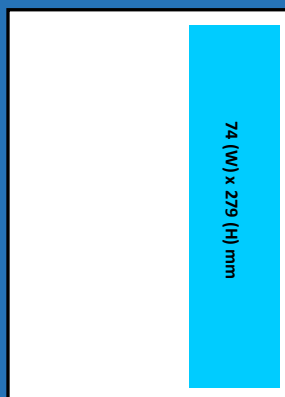
Junior page



1/2 page vertical



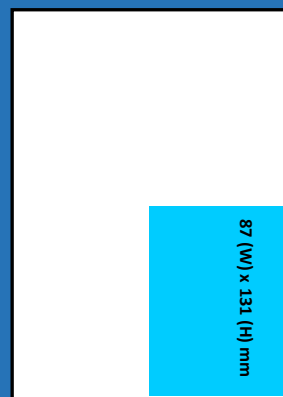
1/2 page horizontal



1/3 page vertical



1/3 page horizontal



1/4 page square  
(Quarter page)

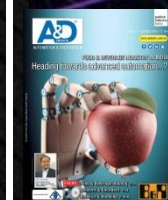
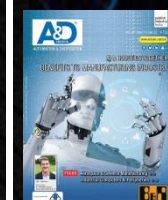
**File Format:** Press-Ready PDF (Preferred)  
High Resolution PDF, InDesign CS3,  
Illustrator CS3 Photoshop CS3.

**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

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## STANDARD ADVT

| Advt Format                    | INR    |  |  |
|--------------------------------|--------|--|--|
| Full Page                      | 85,000 |  |  |
| Half Page                      | 48,000 |  |  |
| 1/3 Page Horizontal / Vertical | 35,000 |  |  |
| Quarter Page                   | 24,000 |  |  |

## PREMIUM ADVT POSITIONS

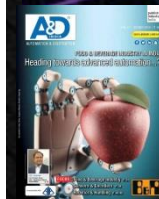
|   |         |  |  |
|---|---------|--|--|
| Front Inside Cover  | 110,000 |  |  |
| Back Cover  | 120,000 |  |  |
| Back Inside Cover   | 105,000 |  |  |
| 1/3 size on Editorial Page  | 52,000  |  |  |
| Cover on Cover  | 500,000 |  |  |
| Exclusive Advt Box on Front Cover & Contents Page, & 2 x1/8 spread below Contents | 100,000 |  |  |

## SPECIAL ADVT PRODUCTS

|   |         |  |  |
|---|---------|--|--|
| Cover Story ( Picture on Cover + Article inside + Full Pg Advt )      | 300,000 |  |  |
| Exclusive Photo Feature (4 Pages)                                     | 140,000 |  |  |
| Exclusive Advertorial (per Page)                                      | 55,000  |  |  |
| Exclusive Sponsorship of Round-Table Section + 3 Island or Strip Advt | 96,000  |  |  |
| Wrap Band with Double Spread Advt                                     | 170,000 |  |  |

## INSERTS

|   |                |  |  |
|---|----------------|--|--|
| Loose Insert: 2 Pages<br>Bookmark (without printing)<br>(Material supplied by client) | INR 5 per copy |  |  |
| Bound Insert: 1Page (210 gsm) with TAB – RHS  | INR 115,000    |  |  |
| Bound Insert: 1Page (210 gsm) without TAB - RHS                                       | INR 102,000    |  |  |
| Bookmark (with printing): Size 1: 22 (H) x 7 (W) cm                                   | INR 96,000     |  |  |
| Bookmark (with printing): Size 2: 16 (H) x 7 (W) cm                                   | INR 85,000     |  |  |
| Bound Insert: 1Page (210 gsm) with TAB - LHS  | INR 90,000     |  |  |
| Bound Insert: 1Page (210 gsm) without TAB - LHS                                       | INR 82,000     |  |  |



## 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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