

DIGITAL

EVENTS

MAGAZINES

ENERGY – EMPOWER NET ZERO INDUSTRY

MEDIA KIT 2024



NET ZERO INDUSTRY | SMART ENERGY | ENERGY SOLUTIONS

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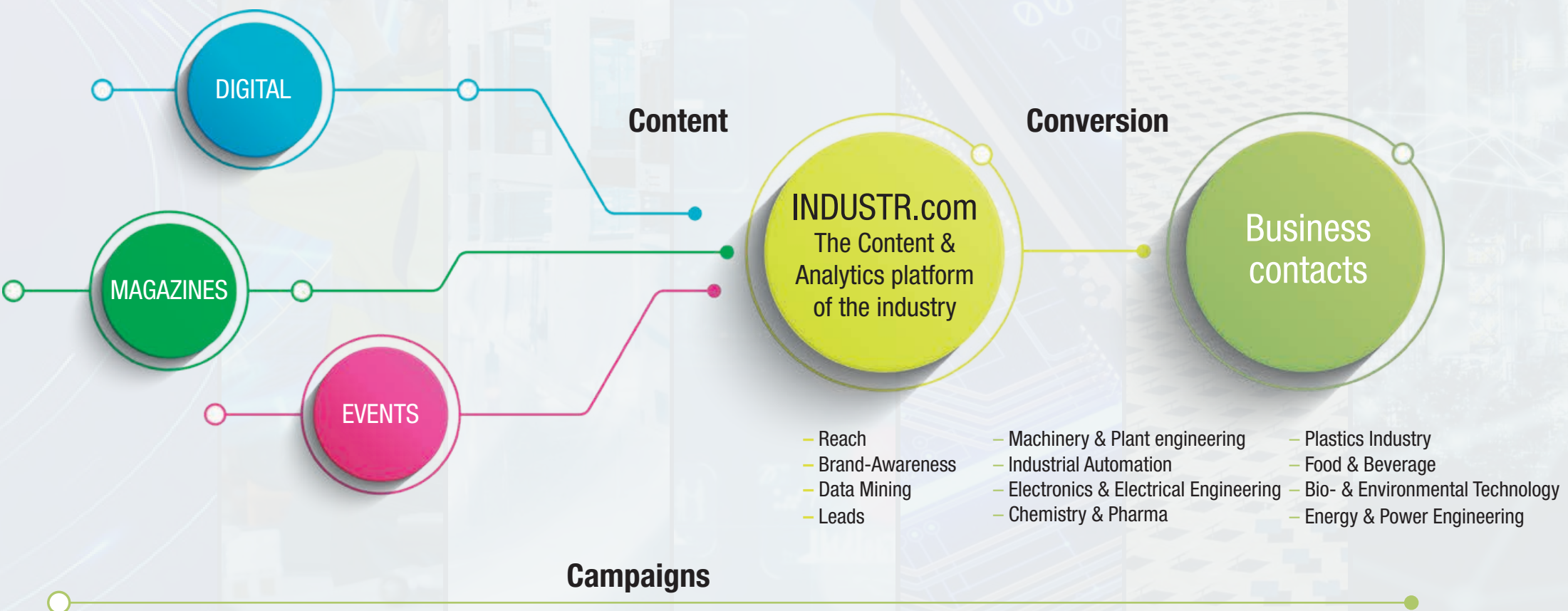
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ENERGY is part of the INDUSTRY.forward ecosystem and offers active support to companies in initiating business: „We create business for industries“.		Overview of all advertising formats and rates of E&E – Magazine, Special Publications, Newsletter, Online, Lead Generation & Events.		Top-class events in various formats: Network Events, INDUSTRY.forward EXPO and INDUSTRY.forward Summit.	
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ENERGY is the pioneering brand when it comes to energy solutions and power technology in the industry.		Overview of all formats and data of the ENERGY.		INDUSTRY.forward HAKAHAKA - The yearbook of industry. INDUSTRY.zero REPORT - Solutions for climate neutrality and sustainability in industry.	
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225,000 Managers and decision-makers in the manufacturing industry, the energy-intensive process industries with a focus on chemicals & pharmaceuticals and food & beverages, mechanical & plant engineering, public utilities, private utilities, industrial parks, and relevant service providers.		INDUSTR.com turns your content into business contacts. Be a part of INDUSTR.com with one of our packages.		Your ENERGY topic and sales contacts.	
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In print editions, weekly newsletters and online on INDUSTR.com ENERGY reports on current developments and technology from the world of energy technology.		Reach, attention, interaction & leads for your sales funnel - Data-based campaign strategies & smart campaigns for the industry.			

WE CREATE BUSINESS FOR INDUSTRIES

publish-industry is one of the leading publishers with 30 years of experience in providing content for high-tech markets.

Our wide network reaches deep into the industry.

Extensive industry and technology know-how are the fundament for groundbreaking media brands with a variety of successful print, online & event channels.





THE INDUSTRY.FORWARD ECOSYSTEM

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 & Ressources	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	A&D	P&A	E&E	energy

ENERGY TURNS YOUR CONTENT INTO BUSINESS CONTACTS

ENERGY creates direct access to 225,000* decision-makers in industry and supports them in successfully leading their companies into the climate-neutral future. **ENERGY** is together with **INDUSTR.com** part of the **INDUSTRY.forward** ecosystem.



ENERGY shows the industry the way to sustainable, stable and affordable energy solutions. **ENERGY** reaches decision-makers in the industry and supports them in their information and purchasing processes via all omni-channel publishing channels:

- 01 The technology magazine ENERGY**
which inspires with high quality content and appearance
- 02 Special publications on solutions for climate neutrality, sustainability and the transformation in the industry**
that convince with forward-looking, innovative content
- 03 Newsletter, e-paper, web magazines, whitepaper, webinars, social media, videos, podcasts, INDUSTRY.forward EXPO**
Modern digital formats for data mining marketing and lead generation
- 04 INDUSTRY.forward network events and INDUSTRY.forward SUMMIT**
Meeting places for exclusive exchange at senior management level

EMPOWER NET ZERO INDUSTRY **energy**

Climate-neutral, available and affordable - **ENERGY** presents solutions for the sustainable energy supply of the manufacturing industry.

ENERGY-AUDIENCE & REACH

225,000 Managers and decision-makers* in

the Manufacturing Industry (Consumer Goods Manufacturers, Automotive, etc.), the Energy-intensive Process Industries with a Focus on Chemicals & Pharmaceuticals and Food & Beverages, Mechanical & Plant Engineering, Industrial Parks, and relevant Service Providers.

70,000

ENERGY magazine readers p.a.

750,000

ENERGY newsletter recipients p.a.

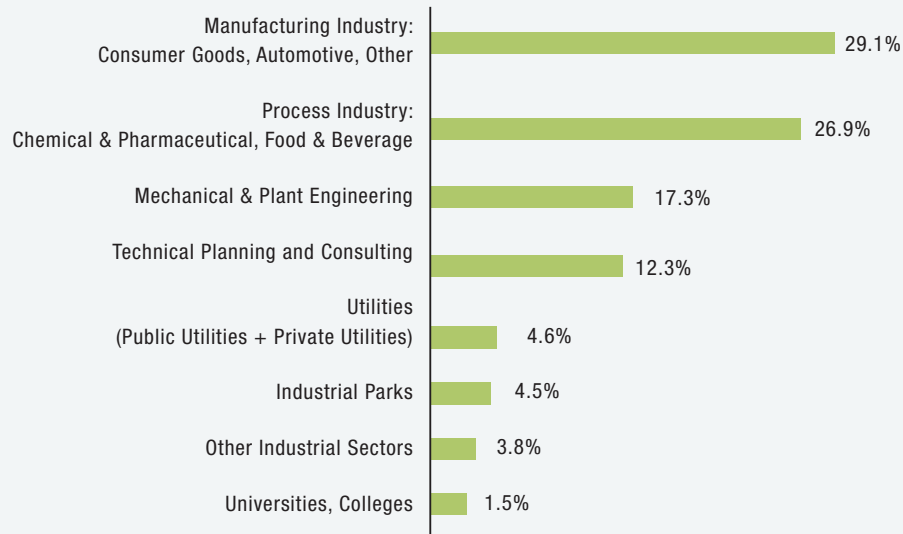
6,400,000

Google impressions on ENERGY contents p.a.

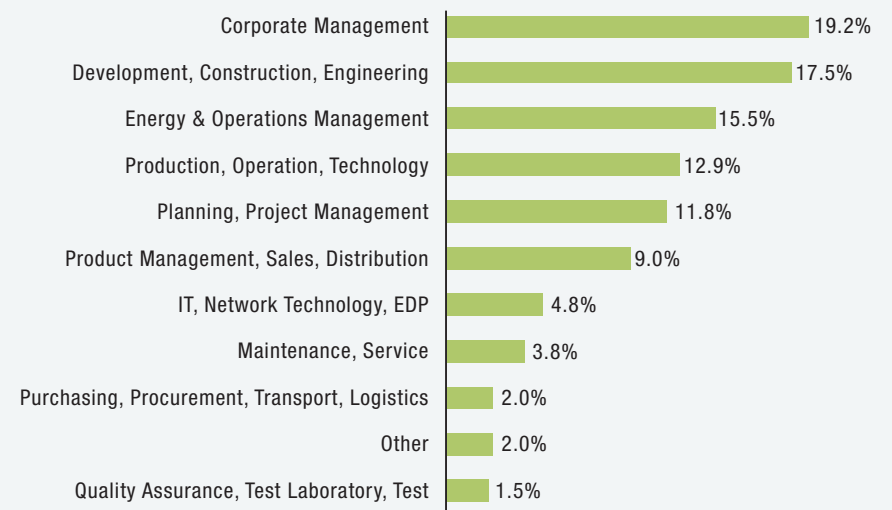
225,000

INDUSTR.com users on ENERGY contents p.a.

RECIPIENT ANALYSIS INDUSTRIES/TARGET MARKETS**



RECIPIENT ANALYSIS TASK AREA**



* google analytics: unique users of ENERGY relevant content, evaluation period: May 2022 - April 2023

** average values 2023 for magazine, newsletter & ENERGY audience on INDUSTR.com

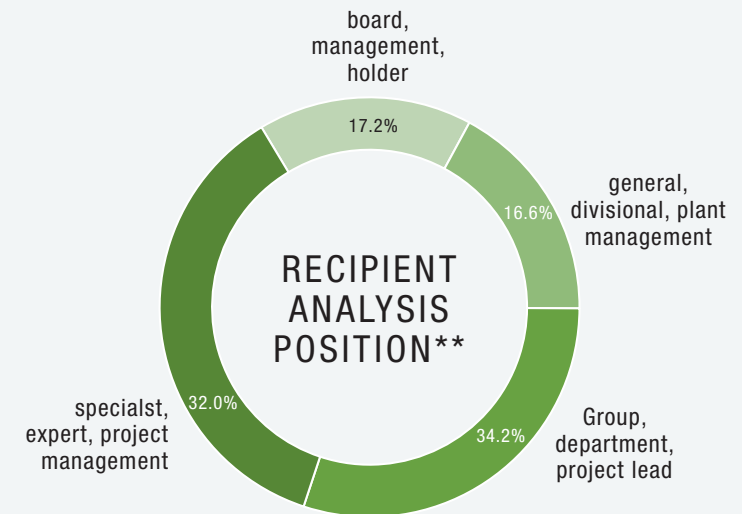
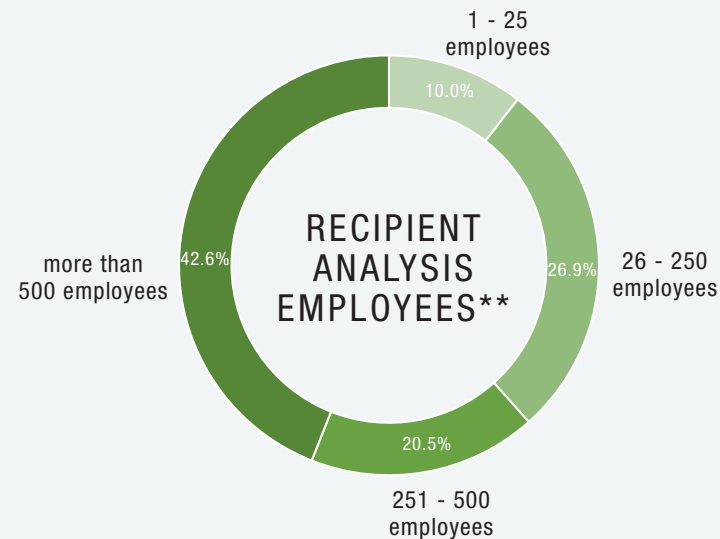
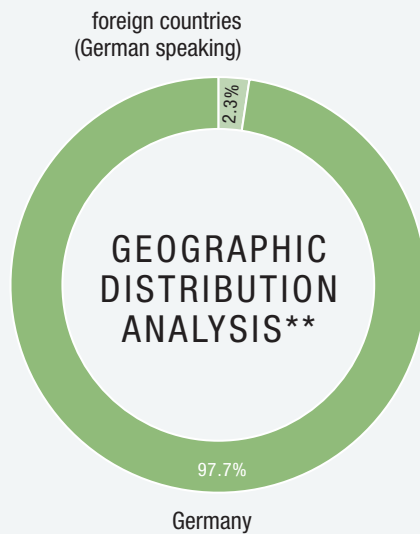
ENERGY-AUDIENCE & REACH

EDITION ANALYSIS MAGAZINE & SPECIAL PUBLICATIONS

	MAGAZINE	INDUSTRY.ZERO REPORT	HAKAHAKA
Distributed edition total	17,600	30,000	30,000
Print edition	10,000	15,200	10,000
Distributed edition print	9,600	15,000	9,700
Thereof foreign countries	130	400	100
Distributed edition e-paper	8,000	15,000	20,300
Thereof foreign countries	290	750	510

EDITION ANALYSIS NEWSLETTER

	ENERGY week	INDUSTRIAL SOLUTIONS	NEXT TECHNOLOGY	INDUSTRY.ZERO & TRANSFORMATION	INDUSTR.- HIGHLIGHTS
Mailed circulation per e-mail	6,900	9,200	7,100	11,900	17,500
Thereof foreign countries	275	405	300	320	620
Opening rate*	32%	32%	31%	30%	33%
Click (through) rate	29%	28%	27%	26%	31%



* Note opening rate: The latest update to Apple's „Apple Mail Privacy Protection“(AMPP) feature prevents tracking of opens for all Apple users. This makes the opening rate of newsletters virtually unusable as a success indicator.

** google analytics: unique users of ENERGY relevant content, evaluation period: May 2022 - April 2023

EDITORIAL CALENDAR – ENERGY MAGAZINE & WEEK NEWSLETTER

ENERGY – Topic Overview Magazine & Newsletter

ENERGY Cover Topic	Green Gas, Solar, Wind, Energy Storage
ENERGY Special	CO2 Management, smarter E 2024, Energy Management, E-Drives
Net Zero Industry	Energy Transition, Sustainable Energy, Electrification, Renewable Energies, Decarbonization, Energy Self-Sufficiency, Energy Efficiency, Process Optimization, Energy Procurement, Energy Recovery, Metaverse for Energy, Business Intelligence, Green Energy
Smart Energy	Smart Building, Energy Services, Smart IoT, Smart Communication, Demand Site Management, Smart Metering, Energy Monitoring, Energy Management, Energy Networks/ Smart Grids, AI/Big Data, Intelligent Maintenance, Intelligent Charging Infrastructure, Air Conditioning Infrastructure
Energy Solutions	<p>Energy Generation & Renewable Energies: Centralized and Decentralized Energy Generation, Photovoltaics, Solar Thermal Energy, Hydropower, Geothermal Energy, Wind, Fuel Cells, CHP (Combined Heat and Power), Hydrogen (H2), Power-to-X (Conversion of Electricity into other Energy Sources such as Hydrogen or Synthetic Fuels), E-Fuels (Synthetic Fuels), Green Gas (Environmentally friendly produced Gas)</p> <p>Energy Storage & Energy Distribution: Energy Storage (General term for Energy Storage), Battery Storage, Hydrogen Storage, Water Storage, Swarm Storage, Emergency Power Supply, Vehicle-to-Grid (Use of Electric Vehicle Batteries as Power Storage and Feeding back into the Power Grid), Air Conditioning, Mobile Charging Stations, Charging Infrastructure (Charging Infrastructure for Electric Vehicles)</p> <p>Energy Procurement & Energy Trading: Spot Market Procurement, Power Purchase Agreements (PPA), Balancing Energy Market, Direct Marketing, Energy Contracting, Own (Energy) Supply, Energy Suppliers</p> <p>Digitalization, Networking & Platforms: Energy Grids, Regional and Local Energy Platforms, H2 Ecosystem, Sector Coupling, Intelligent Networking, Remote Maintenance, Monitoring Solutions, Electromobility, Digital Energy Distribution, Virtual Power Plants, Digital Twin</p>

EDITORIAL CALENDAR – ENERGY MAGAZINE & WEEK NEWSLETTER

ISSUE	MARCH	APRIL	JUNE + EPB
Publishing Date	03/28/2024	04/12/2024	06/11/2024
Publishing Date E-paper	03/27/2024	04/11/2024	06/10/2024
Material Close	02/26/2024	03/08/2024	05/06/2024
Ad Close	02/26/2024	03/08/2024	05/06/2024
Copy Date	02/12/2024	02/23/2024	04/19/2024
ENERGY Cover Topic	Green Gas		Solar
ENERGY Special	CO2 Management		Smarter E 2024
Net Zero Industry	Energy Transition, Sustainable Energy, Electrification		Energy Self-Sufficiency, Energy Efficiency, Process Optimization
Smart Energy	Smart IoT, Energy Monitoring, Energy Services		Smart Building, Air Conditioning Infrastructure, Energy Management
Energy Solutions	Energy Generation & Renewable Energies: Photovoltaics, Solar Thermal Energy, Hydropower, Geothermal Energy, Wind, Fuel Cells, CHP, Cogeneration, Hydrogen, Power-to-X, E-Fuels		Energy Storage & Energy Distribution: Battery Storage, Hydrogen Storage, Water Storage, Emergency Power Supply, Vehicle-to-Grid, Mobile Charging Stations, Charging Infrastructure
Exhibitions & Exhibition Pocket Booklet (EPB)	Hanover Fair 22.-26.04.2024 E-World 20.-22.02.2024 Light+Building 03.-08.03.2024 WindEurope 19.-21.03.2024 i-Mobility 04.-07.04.2024		The smarter E Europe 19.-21.06.2024 (MTB) (Intersolar Europe, ees Europe, Power2Drive Europe, EM-Power Europe) INDUSTRY.forward EXPO 07.-17.05.2024 INDUSTRY.forward SUMMIT 02.-03.07.2024
ENERGYweek-Newsletter W = weeks	W January		W April
	2 Smart Building		14 Smart Maintenance
	3 Energy Services		15 Charging Infrastructures
	4 Heat Pumps		16 Battery Storage
	5 Smart IoT		16a Hanover Fair
	W February		17 Emergency Power Supply
	6 Energy Storage		18 Air Conditioning
	6a E-World		W May
	7 Smart Metering		19 Energy Trading
	7a E-World		20 Green Energy
	8 Energy Management		21 Solar Technologies
	9 Energy Grids/Smart Grids		22 Energy Grids/Smart Grids
	9a Light+Building		W June
	W March		23 Energy Services
	10 AI/Big Data		23a The smarter E Europe
	11 Solar Technologies		24 Smart Building
	11a WindEurope		24a The smarter E Europe
	12 Hydrogen (H2)		25 Heat Pumps
	13 Wind		26 Energy Storage
	13a i-Mobility		

EDITORIAL CALENDAR – ENERGY MAGAZINE & WEEK NEWSLETTER

ISSUE	SEPTEMBER	OCTOBER	NOVEMBER
Publishing Date	09/18/2024	10/24/2024	11/08/2024
Publishing Date E-paper	09/17/2024	10/23/2024	11/07/2024
Material Close	08/16/2024	08/19/2024	10/07/2024
Ad Close	08/16/2024	08/19/2024	10/07/2024
Copy Date	08/01/2024	06/03/2024	09/20/2024
ENERGY Cover Topic	Wind		Energy Storage
ENERGY Special	Energy Management		E-Drives
Net Zero Industry	Metaverse for Energy, Business Intelligence		Decarbonization, Green Energy, Energy Procurement, Energy Recovery
Smart Energy	Smart Metering, Smart Energy Technology, Smart Charging Infrastructure		Digitalization, AI/Big Data, Smart Maintenance, Smart Communication
Energy Solutions	Energy Procurement & Energy Trading: Spot Market, Power Purchase Agreements (PPA), Balancing Energy Market, Direct Marketing, Energy Contracting, Own (Energy) Supply, Energy Suppliers, Power-to-X		Digitalization, Networking & Platforms: Energy Grids, Energy Platforms, H2 Ecosystem, Sector Coupling, Intelligent Networking, Remote Maintenance, Electromobility, Digital Energy Distribution, Digital Twin
Exhibitions & Exhibition Pocket Booklet (EPB)	WindEnergy 24.-27.09.2024 metering days		SPS 12.-14.11.2024 INDUSTRY.forward EXPO 26.11.-05.12.2024
ENERGYweek-Newsletter W = weeks	W July	<div>2024</div> <div>The Yearbook of the Industry. For Forward Thinkers and Future Makers.</div> <div>INDUSTRY.FORWARD</div> <div>NAVIGATE THE CHANGE</div>	W October
	27 Smart IoT		41 Energy Services
	28 Smart Metering		42 Smart IoT
	29 Charging Infrastructures		43 Smart Metering
	30 Energy Management		44 Energy Grids/Smart Grids
	31 Solar Technologies		W November
	W August		45 Energy Management
	32 Hydrogen (H2)		45a SPS
	33 Smart Maintenance		46 Charging Infrastructures
	34 Battery Storage		47 Solar Technologies
	35 Air Conditioning		48 Battery Storage
	W September		W December
	36 Emergency Power Supply		49 Smart Maintenance
	37 Energy Trading		50 Emergency Power Supply
	38 Green Energy		51 Green Energy
	38a WindEnergy		
	39 Security		
	40 Smart Building		

ADVERTISING FORMS & RATES – MAGAZINE

STANDARD ADVERTISING FORMS

RATE	1/1 PAGE	JUNIOR PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
ENERGY Magazine	7,581.–	4,399.–	3,999.–	2,730.–	2,027.–
INDUSTRY.zero REPORT	8,350.–	4,860.–	4,390.–	3,040.–	2,410.–

AD SPECIALS & EXCLUSIVE PRESENCES

MAGAZINE	RATE
Cover Sponsoring Magazine ¹	11,380.–
Cover Sponsoring/Trade show issues ¹	12,380.–
Inside Cover Sponsoring (in ENERGY Special) ¹	5,920.–
Photo Sponsoring Section Opener	4,670.–
Promotion „Right in the Middle“ (4 Pages in the Middle of Magazine)	9,310.–
Promotion „Milestones“ (Fold-out, 3 Pages)	8,390.–
Promotion „Made in ... (e. g. Germany)“ (2 Pages)	6,990.–
Promotion „Top Products“ (2 Pages)	6,990.–
Promotion „Storyboard“ (per Page)	3,830.–
Promotion Photo Sequence S/M/L (2,4 or 6 Page Photo Sequence + Storyboard)	4,630.–/8,780.–/10,520.–
Promotion Photo Sequence – Enhanced Right of Use	1,310.–
1/1 Cover Page IFC,IBC / BC	9,190.–/8,510.–
1/3 Page next to Editorial	3,340.–
1/3 Page / 1/4 Page next to Table of Contents	3,340.–/2,600.–
Business profile (1/1 page)	2,630.–

LOOSE INSERTS/ BOUND INSERTS	RATE
Loose Inserts (incl. Postage) up to 25 g/up to 50 g ²	5,250.–/on request
Bound Inserts 2-Page up to 135 g/qm/ 4-Page and more ³	5,160.–/on request

Prices including color (CMYK) and bleed (for print ads) in Euro plus VAT.

A detailed description of ad specials and special advertising formats can be found in the factbook Ad Specials & Exclusive Presents.

Special surcharges: Trade show editions +10%, per special color 1,640.- Euro, binding placement rules: +12% on 4c ad price

Discounts: Time scale: 3 placements 5% - 6 placements 10%, Quantity scale: 3 pages 10% - 6 pages 15%

¹ not eligible for AE discount

² Inserts not eligible for e-paper

³ Production required on FSC®-certified paper and printer and marking on delivery bill.

INDUSTRY.ZERO REPORT	RATE
Cover Sponsoring ¹	11,380.–
1/1 Cover Page IFC,IBC / BC	9,190.–/8,510.–
Promotion „Storyboard“ (1 page/2 pages)	3,830.–/6,990.–
Business profile (1/1 page)	4,700.–

INDUSTRY.FORWARD HAKAHAKA (YEARBOOK)	RATE
1/1 Page	7,150.–
2/1 Cover Page IFC or BC (Fold-out format)	9,350.–
1/1 Cover Page IBC	8,250.–
Bookmark (incl. printing)	7,980.–
Business profile HAKAHAKA (2/1 pages)	3,290.–
Feature (2-page advertorial, placement within a topic stage)	4,630.–
Topic partner (1/1 ad + logo + statement)	8,250.–
Topic report (6-page, exclusive per topic stage)	8,910.–
Audio podcast (dubbing of the statement incl. marketing package)	2,120.–

EXHIBITION POCKET BOOKLET	RATE
Premium Sponsoring Package of EPB ¹	9,140.–
Cover Sponsoring of EPB	3,550.–
1/1 Cover Page IFC, IBC, BC	2,990.–
Showcase S/M (company presentation 1/2 or 1/1 page)	1,120.–/2,220.–

SPECIALS & SERVICES	RATE
Digital Extension <i>Digital extension to print content marketing formats on INDUSTR.com incl. 3 newsletter posts, 12 months presence in content area, media library and company channel</i>	1,930.–
Exclusive Sponsoring Wall Planner 2025	on request
PDF Inclusive Right of Use (printable)	670.–

ADVERTISING FORMS & RATES – DIGITAL

AWARENESS MODULES	RATE
CONTENT MARKETING IN WEEK NEWSLETTER	
Sponsored Post (Text image promotion)	1,270.–
Newsletter Banner (1024 x 127 Px)	1,270.–
Surcharge - placement/trade fair month*	plus 120.–/220.–
CONTENT MARKETING ON INDUSTR.com	
Cover image sponsorship <i>Cover picture on the front page of the web magazine, incl. promotion of the sponsoring in 3 newsletters, 1 month presence in header area</i>	2,930.–
Product of the month: Image/text promotion <i>Image gallery with 3-5 images, text with up to 3,000 characters incl. promotion of sponsoring in 3 newsletters, 1 month feature on start page</i>	2,270.–
Video promotion: corporate or product clip <i>Publication & marketing of your video incl. promotion in 3 newsletters, 1 month feature on homepage</i>	2,270.–
“DIE ROTE COUCH” <i>Present your product highlight in a 90-second video interview take live on a trade fair, incl. publication on INDUSTR.com, YouTube and in the magazine (plus 1,200.– for voice-over)</i>	2,850.–
Podcast <i>Dubbing & editing of your contribution by our professional speakers and podcast experts incl. publication on streaming platforms and INDUSTR.com</i>	2,120.–
Digital Extension <i>Digital extension to print content marketing formats on INDUSTR.com incl. 3 newsletter posts, 12 months presence in content area, media library and corporate channel</i>	1,930.–
BANNER FORMATS ON INDUSTR.com	
Full Banner, Super Banner, (Wide) Skyscraper, Medium Rectangle	1,160.–
Halfpage Ad, Billboard Ad	1,790.–

* Fair months: Feb, Mar, Apr, May, Jun, Sep, Oct, Nov

INDUSTR.com – CORPORATE PUBLISHING FLATRATES <i>Self-publishing of press releases (instant online)</i>	RATE
Flatrate 10 (10 press releases in 12 months)	2,500.–
Flatrate 25 (25 press releases in 12 months)	5,000.–
INDUSTR.COM PACKAGES: CONTENT-2-CONVERSION	
Essential (annual payment)	1,990.–
Professional (annual payment)	4,390.–
Lead Campaign	on request
INTERACTION, CONVERSION & LEAD MODULES	
INDUSTRY.FORWARD EXPO	
Festival package “Awareness”	3,330.–
Festival package “Lead”	4,990.–
Festival package “Topic partnership”	15,000.–
Tech Session (additional)	1,190.–
Smart Lead Package 100/75/50/25	8,500.–/6,750.–/4,900.–/3,000.–
DIRECT MAILING	
Single-E-Mail-Shot (min. 5,000 Recipients)	1,20/Adress
ON INDUSTR.COM	
INDUSTR.com Topic Stage Partnership <i>for Industrial Automation, Electronics, Energy, Process, Industry.zero & Transformation, Next Technology or Industrial Solutions</i>	14,800.–
Hot Topic Channel Partner <i>Choose your editorial topic on INDUSTR.com with the aim of interaction and topic readership; including WhoVisited© tracking & conversion mailing (Duration: 4 Months)</i>	7,850.–
Whitepaper Basic/Full	2,320.–/2,740.–
Webinar (plus 50,- per lead, max. 9.200,- with up to 120 leads)	5,000.–

Prices in EUR, plus VAT; minimum booking volume: 2.000,-.

ADVERTISING FORMS & RATES – EVENTS

INDUSTRY.FORWARD SUMMIT	RATE	INDUSTRY.FORWARD EXPO	RATE
BENCHMARKING, NETWORKING, INTERACTION, LEADS		CONTENT-2-CONVERSION: AWARENESS, LEARNING, INTERACTION, LEADS	
Main Sponsor	14,900.–	Participation with lecture	
		Festival Package “Awareness” (incl. 1 Tech Session)	3,330.–
Dinner Sponsor	12,900.–	Festival Package “Lead” (incl. 1 Tech Session)	4,990.–
		Festival Package “Topic Partnership” (incl. 3 Tech Sessions)	15,000.–
Topic Table Partner	9,900.–	Participation without lecture (with lead guarantee)	
		Smart Lead Package 100 (100 thematically selected leads)	8,500.–
		Smart Lead Package 75 (75 thematically selected leads)	6,750.–
Basic Partner	5,000.–	Smart Lead Package 50 (50 thematically selected leads)	4,900.–
		Smart Lead Package 25 (25 thematically selected leads)	3,000.–


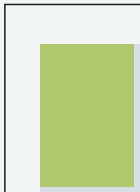
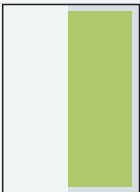
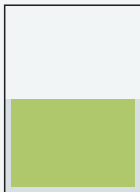
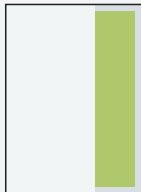
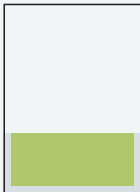
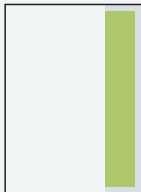
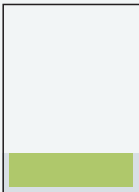
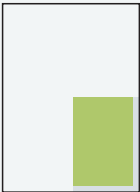
NETWORKING EVENT – BENCHMARKING, LEARNING, NETWORKING

INDUSTRY.forward Network partnership 8-10 participations per year	Management Roundtables A&D, E&E, P&A	Digital Innovation Partnerships Sales & Marketing 4.0, Business Model Innovation, Reinventing Organizations, Performance & Sustainability
19,990.–	9,900.–	9,900.–



FORMATS & DATA – MAGAZINE & NEWSLETTER

STANDARD ADVERTISING FORMATS

	1/1 Page	Junior Page	1/2 Page		1/3 Page		1/4 Page		
									
			Vertical	Horizontal	Vertical	Horizontal	Vertical	Horizontal	Square
PRINT AREA* W x H (mm)	178 x 232**	133 x 174	87 x 232 / 178 x 114		56 x 232 / 178 x 75		42 x 232 / 178 x 55 / 87 x 114		
BLEED* W x H (mm)	210 x 275**	149 x 197	103 x 275 / 210 x 135		72 x 275 / 210 x 98		58 x 275 / 210 x 78 / 103 x 135		

* Applies to all ad formats in Energy 4.0. Please note that there will be a reduction in size of approx. 4 percent for the magazine editions. Similarly, the supplied ad motifs will also be reduced in size by approx. 4 percent. **Please add 3 mm bleed incl. cutting marks on all pages.**

** Also applies to the IFC, IBC, BC.

Please note that for the advertisement **1/1 page** in the yearbook HAKAHAKA the type area is 167 x 230 mm and the format in the bleed is 195 x 250 mm. **Please add 3 mm bleed incl. cutting marks on all pages.**

PRINT DOCUMENTS

Print material to: sales@publish-industry.net

If the material is sent to a different e-mail adress, the publishing house does not give any warranty for correct, timely reproduction.

Preferably PDF/X (standard for the secure transmission of digital master copies), The publisher is not liable for errors in published advertisements which were transferred by „open“ files.

- Please set up decorative colors (Pantone, HKS etc.) as well as RGB and indicated colors in CMYK of Euroscale.
- Images within the document should be placed 1:1 as far as possible and have a resolution of 300 dpi, line drawings 1,200 dpi.
- Please add 3 mm bleed incl. cutting marks on all pages.

INSERTS

Minimum format: optional

Maximum format: Height and width on all sides each 5 mm

smaller than publication.

Processing of A4 format on request.

The inserts must be delivered as finished product, cut and folded and suitable for further machine processing. We request a binding sample in advance to avoid complications during production.

BOUND INSERTS

Minimum format: min. A6 (10.5 cm x 14.8 cm incl. head trim), variable width

Maximum format: format of the publication.

Bleed bound-in inserts must be printed on FSC® certified paper by a certified printery. The FSC® certification must be proved in the delivery note. We request a binding sample in advance to avoid complications during production. For the e-paper version of your bound insert we need the data of the bound insert exactly in the format of the particular publication

DATA FOR NEWSLETTER

In our newsletters there is the possibility to provide banner and text ads with a link.

- Please send banner documents as png or HTML5 file in RGB color mode in the size 1024 x 127 pixels by e-mail to sales@publish-industry.net
- The target link must be given for each banner
- Maximum banner file size: 100 KB
- For Sponsored Post:
 - Text with min. 350 characters to max. 750 characters incl. space
 - Heading max. 50 characters
 - Roof line max. 30 characters
 - Prefix max. 160 characters
 - Image 960 x 540 px landscape format with 180 dpi Resolution with short caption
 - 3-5 matching keywords
 - Further link to target website

DIGITIZATION CHANGES B2B PURCHASE DECISION PROCESSES PERMANENTLY

**57% of the purchasing
process in B2B business takes
place before decision-makers
contact you as a supplier.**

Source: Roland Berger

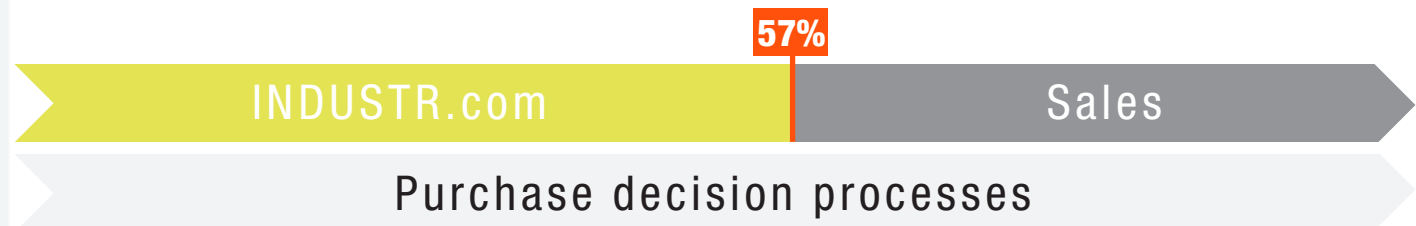


Suppliers are required to adapt their customer interfaces to this development:

The new „pull logic“ of the Customer Journey

The impulse comes from the customer side. The customer decides when and where the sales department of a supplier comes into play. B2B purchasing processes begin with the procurement of information on neutral platforms - such as those we make available to the industry with INDUSTR.com and our media brands, independent of suppliers.

publish-industry serves the first 57% of the purchase decision processing for high-tech markets!



INDUSTR.COM – THE CONTENT & ANALYTICS PLATFORM OF THE INDUSTRY

**ENERGY provides direct access to 225,000* executives
and decision-makers in the energy industry and is part of INDUSTR.com**

With 30 years of publishing expertise and industry know-how, INDUSTR.com comprehensively aggregates editorially selected content from the entire manufacturing industry and thus generates reach and relevant attention. As a supplier, you can be part of INDUSTR.com and use this service for your integrated marketing & sales approach.

Content-2-Conversion: INDUSTR.com connects network and knowledge with business - INDUSTR.com is the industry's content & analytics platform that turns content into business leads with reach, awareness and data mining.



Network

INDUSTR.com provides direct access to a total of 900,000** industry decision makers from 60,000 companies per year. With over 3 million active contacts INDUSTR.com focuses on the following market segments Mechanical & Plant Engineering, Industrial Automation, Electronics & Electrical Engineering, Chemicals & Pharmaceuticals, Plastics Industry, Food & Beverage, Bio & Environmental Technology, Energy & Power Engineering - the entire manufacturing industry.



Knowledge

INDUSTR.com is the industry's leading content & analytics platform. The founder publish-industry Verlag is one of the leading publishers of content for high-tech markets with 30 years of experience.

The close-knit network of INDUSTR.com experts reaches deep into the industry. Their high level of industry & technology know-how forms the foundation for groundbreaking media brands (A&D, E&E, ENERGY, P&A and INDUSTRY.forward) with a variety of successful print, online & event channels. Highly qualified communication professionals use all the tools of modern digital and analog communication. This is how the more than 20,000 articles, videos and whitepapers on INDUSTR.com are created, read more than 1.3 million times a year.



Business

For suppliers INDUSTR.com is creating reach and brand awareness in the industry - from the first moment of information gathering up to the decision-making process.

INDUSTR.com analytics functions and data mining are the basis for business initiation and convert content into business contacts and leads.

Leverage the relevance and sustainability of the media brand ENERGY for the topics Net Zero Industry, Smart Energy and Energy Solutions together with the reach and attention of INDUSTR.com. Fill your sales funnel with relevant audience and specific customer journey data.

* google analytics: unique users ENERGY-relevant content

** unique users google analytics Evaluation period: May 2022 - April 2023

INDUSTR.COM PACKAGES

INDUSTR.com turns your content into business contacts

As a supplier you can become part of INDUSTR.com with one of our packages.

ESSENTIAL

Get reach & brand awareness
in the industry

essential functions:

Coverage

- ✓ 900,000 Industry decision-makers from 60,000 companies per year
- ✓ 3,000 Industry Suppliers
- ✓ 3 million newsletter audience per year

Brand Awareness

- ✓ Company logo on INDUSTR.com
- ✓ Company landing page on INDUSTR.com

Content

- ✓ Content Clipping
- ✓ Content Publications on INDUSTR.com max. 4 publications/year

Analytics

- ✓ Success-Monitoring
- ✓ Brand & Content Views

Support

- ✓ Support via e-Mail
- ✓ Set up & maintenance service

EUR 1,990

for annual payment, plus VAT

PROFESSIONAL

Use additional data mining as
a basis for your business development

in addition to ESSENTIAL:

Content

- ✓ Content publications INDUSTR.com max. 12 publications/year
- ✓ Content publications Newsletter max. 12 publications/year
- ✓ Express mailbox to the INDUSTR.com newsdesk

SEO

- ✓ Editor
- ✓ Keywords
- ✓ Backlinks

Analytics

- ✓ Advanced Analytics

Data Mining

- ✓ WhoVisited Tracking
- ✓ Identified Companies
- ✓ Identified Users

Conversion & Leads

- ✓ Initial Leads

Support

- ✓ Support via phone
- ✓ Content & Analytics Support
- ✓ Training: INDUSTR.com Analytics Dashboard

EUR 4,390

for annual payment, plus VAT

LEAD CAMPAIGN

Convert your content into
leads professionally

in addition to PROFESSIONAL:

Design your individual INDUSTR.com lead campaign in consultation with our campaigning experts.

Content & Publishing Know-How

The INDUSTR.com editorial team will prepare your content person-specific and thus increases the effectiveness in your relevant target groups. INDUSTR.com achieves more than 29 million search impressions on Google every year.

Lead & Conversion Expertise

Our campaigning experts plan your individual campaign along the customer journey of your clients. With experience, a consistent orientation towards the sales funnel and systematic lead nurturing, INDUSTR.com achieves maximum conversion rates for you from the first touch point to the qualified lead with opt-in.

Market access

With over 3 million active contacts annually, the Ecosystem – media brands, events & networks – focuses on the entire manufacturing industry:

- ✓ Mechanical & Plant Engineering
- ✓ Industrial Automation
- ✓ Electronics & Electrical Engineering
- ✓ Bio- & Environmental Technology
- ✓ Chemistry & Pharma
- ✓ Plastic industry
- ✓ Food & Beverage
- ✓ Energy & Power Engineering

on demand

INDUSTR.COM – CORPORATE PUBLISHING-FLATRATES

Self-Upload Flatrates for single booking or in combination with a package.

NEW!

FLATRATE 10

Publish up to 10 press releases
on INDUSTR.com via online access

- ✓ Self-upload & editing of text and images including thematic rubrication
- ✓ Instant-Online: News go online immediately on INDUSTR.com
- ✓ Publication of **up to 10 press releases**
- ✓ Upload service available around the clock
- ✓ Publication marked as “Corporate Content“
- ✓ Reach of 900,000 industry decision-makers from 60,000 companies per year

EUR 2,500/12 months
plus VAT

FLATRATE 25

Publish up to 25 press releases
on INDUSTR.com via online access

- ✓ Self-upload & editing of text and images including thematic rubrication
- ✓ Instant-Online: News go online immediately on INDUSTR.com
- ✓ Publication of **up to 25 press releases**
- ✓ Upload service available around the clock
- ✓ Publication marked as “Corporate Content“
- ✓ Reach of 900,000 industry decision-makers from 60,000 companies per year

EUR 5,000/12 months
plus VAT



INDUSTR.COM NEWSLETTER

For your newsletter marketing, we offer a total of eight thematic newsletters with attractive target groups.

	INDUSTRY.ZERO & TRANSFORMATION @INDUSTR.com	NEXT TECHNOLOGY @INDUSTR.com	INDUSTRIAL SOLUTIONS @INDUSTR.com	A&Dweek	P&Aweek	E&Eweek	ENERGYweek
Alignment	Strategies, innovations and topics that shape change and future of the Industry	News about Technologies of the Future	Smart and digital solutions for today's and tomorrow's Industry Needs	Trends & Innovations along the entire Automation Value Chain	Technological developments from the disciplines of Process Technology and Process Automation	Trends & Developments in the Electronics Industry	Energy Solutions for the Industry
Reader	Strategic thought leaders and Industry leaders such as Managing Directors, CEOs, CTOs, CDOs, Heads of Transformation, Development Managers	Leaders, Innovation drivers and Developers from all major Industry Segments	Decision-makers from the areas of Innovation, Development, Production and Logistics	Decision-makers in mechanical and plant engineering and in Production Automation	Decision-makers in the Process Industries	Decision-makers in Development & Electronics	Decision-makers in the Manufacturing and Process Industries
Topics	Sustainability, Transformation, Digitalization, Open Innovation & Ecosystem, New Business Models, Circular Economy, Future Leadership, Technology Integration, Resilience, Supply Chain, Reshoring, People & Culture	Quantum Computing, Future Mobility, Smart Maintenance, Smart Building, Additive Manufacturing, Smart Production, Smart Development, All Electric Society, Materials & Ressources, Industrial Metaverse, Future Food	Efficiency & Flexibility, Availability, Connectivity, Sustainable Manufacturing, Safety & Security, Industrial Communication, Industrial 5G, Artificial Intelligence, Data Management, Human Machine Interface, Logistics & Intralogistics	Factory Automation, Control Technology, Robotics, Machine Vision, Control Cabinet Technology, Industrial Software, Edge Computing, Industrial Cloud, Drive Technology, Sensors & Measurement Technology	Process Automation, Control Technology, Control Cabinet Technology, Industrial Software, Hygienic Design, Industrial Cloud, Explosion Protection, Process Engineering, Pumps & Compressors, Sensors & Measurement Technology, Plant Engineering & Operation, Powder & Bulk Solids	Embedded & Microprocessors, Power & Power Electronics, Development Tools & Prototyping, Components, Connection Methods, Packaging & Cooling Technology, Distribution & Services, Displays & HMI Components, Metrology, Laser & Photonics, Smart Sensors, Software & Security	Industrial Energy Transition, Digital Energy & Energy Efficiency, Energy Procurement & Generation, Security of Supply & Self-Sufficiency Concepts, Renewables, Energy Monitoring & Management, CO ₂ Management, Power-to-X, Storage & Batteries, Hydrogen Solutions, Heat Recovery
Subscribers	11,900	7,100	9,200	7,800	6,300	8,800	6,900
Opening Rate*	30%	31%	32%	31%	31%	30%	32%
Click Rate	26%	27%	28%	29%	29%	28%	29%
Dispatch Day	Thursday	Sunday	Wednesday	Tuesday	Monday	Monday	Tuesday

INDUSTR.COM-HIGHLIGHTS

The highlights and most-read articles of the week summarized in one newsletter


17,500 Subscribers

Opening Rate: 33%

Click Rate: 31%

Dispatch: Friday

* Note opening rates: Apple's „Apple Mail Privacy Protection“ (AMPP) feature prevents tracking of opens for all Apple users. This makes the open rate of newsletters virtually unusable as a performance indicator.



OUR CAMPAIGNS - PERFORMANCE PROMISE

**Reach, attention, interaction
and leads for your sales funnel!**

Your company is unique!

publish-industry campaigns ensure that your target audience understands your USPs, appreciates them, and most importantly, knows what your company stands for. With one of our campaign packages, we help you tell your brand story. Our content specialists prepare your story in a way that targets each unique audience across different channels. Whether it's an article, a webinar, or a tech talk, we help you reach your goals with our relevant media brands and our industry network.

01

ATTENTION

Building & utilizing the audience for your mission with content that we create for you and combine with already existing thematically relevant content on INDUSTR.com. This enables us to identify your audience of relevant people and provide them with appropriate content. You benefit from content, reach and "SEOfication".

02

ANALYSIS

Analysis of audience & user behavior with the help of our analytical tools. Based on your content and the "related contents" we provide concrete statements about all readers transactions (WhoVisited© tracking). You receive relevant statements about the interest of the audience in your and related content. You benefit from data and analytical findings on Customer Journey of your target group.

03

INTERACTION & CONVERSION

By means of suitable conversion modules and channels we use the identified audience to interact with the target group and transform relevant people into an usable lead.

CAMPAIGN VARIANTS

Reach, attention, interaction & leads for your sales funnel - Data-based campaign strategies for the industry, consisting of modules that build on each other depending on the budget.



Thought Leadership Campaign

Customized, cross-media campaigns included mission & persona workshops

Target: Innovation leadership, opinion/topic leadership

Together with you, we determine the mission, goals and KPIs in strategic workshops. Leads are defined in close consultation with our customers and their marketing & sales managers. Our content specialists develop your individual story for and with you and, based on this, a persona-specific campaign along the respective customer journey. Timeline, topics, media brands, channels and modules are optimally aligned with the objective and, if necessary, adapted in an agile manner during the course of the campaign. The campaign is controlled and played out by publish-industry.

Campaign

Customized, cross-media campaigns

Target: Awareness, Interaction, Leads

You have the mission and target-persona idea and you want to achieve reach, penetration and interaction with your target groups.

Leads are an important tool for your marketing and sales strategy. Our content specialists develop your individual story for and with you and, based on this, a persona-specific campaign along the respective customer journey.

Control and playout of the campaign is carried out by publish-industry.

Smart Campaign

Pre-designed digital campaign packages

Target: Interaction, Leads

No effort for you! With the Smart Campaign variants such as Webinar, Whitepaper, INDUSTRY.forward EXPO or INDUSTR.com Topic Partnership, we offer various preconceived campaign packages for your marketing and lead generation.

We combine target group-focused marketing via various media brands and channels with an interaction module for lead generation.

Hosting, controlling and playout of the campaign is carried out by publish-industry.

INDUSTRY.FORWARD NETWORK

Networking, Learning, Benchmarking

The INDUSTRY.forward network connects top-level decision-makers from different companies and industries. It creates a platform where participants exchange ideas about the same challenges in a very open, personal and discreet way, while building a personal network.

We invite you to become a member of this exclusive network and participate in selected dates of the seven different network rounds - Digital Innovation Partnerships (DIP) as well as Management Roundtable (MRT).

Please contact us if you are interested in participating.



DIGITAL INNOVATION PARTNERSHIP (DIP)

Sales & Marketing 4.0 (DIP 1)

Realignment of market approach and customer management in the industry

Digital Strategy & Business Innovation (DIP 2)

From Industry 4.0 to the Digital Value Chain

Reinventing Organizations (DIP 3)

Successfully shaping the digital transformation (leadership, working environment, culture, processes) of industrial companies

Performance AND Sustainability (DIP 4)

Digitalization, decarbonization and sustainable business success

MANAGEMENT-ROUNDTABLE (MRT)

A&D Management Roundtable

The network for managers in Factory Automation

E&E Management Roundtable

The network for managers in the Electronics Industry

P&A Management Roundtable

The network for managers in the Process Industry

INDUSTRY.FORWARD EXPO

The digital festival of the industry

Technology, change, future -
Smart solutions for industry.

The core of the 2-week festival is a high-quality
technical conference program with
Keynote presentations as well as tech sessions.

As a festival partner you can use the
INDUSTRY.forward EXPO actively for lead generation
and your business initiation in the industry.

410
Sessions

480
Speaker

320
Companies

4,800
Participants

LEARN
MORE

Total values 2021/2022/2023

INDUSTRY.FORWARD EXPO

DIGITAL. CONFERENCE. FESTIVAL.

May 7 - 17, 2024
November 26 - December 5, 2024

YOUR VALUES AS A FESTIVAL PARTNER

AWARENESS

High digital reach and visibility through targeted marketing and advertising in the industry sectors

COMPETENCE

The festival provides companies with a stage for innovations, technologies and relevant topics and issues concerning the future of industry

INTERACTION

Thematic meeting points, moderated in terms of content by content specialists, as relevant touchpoints for Industrial companies: Q&A with all participants, chat, direct contact & networking opportunities

LEAD GENERATION

Contact & interest data of the participants registered for your presentations or alternatively on selected topics become your leads

FLEXIBILITY

All sessions will remain available for on-demand viewing after the presentation and even when the live festival has ended (INDUSTR.com, YouTube)

INDUSTRY.FORWARD EXPO – DIGITAL. CONFERENCE. FESTIVAL.

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FESTIVAL-PACKAGES (PARTICIPATION & LEAD GENERATION WITH LECTURE)	AWARENESS	LEAD	TOPIC PARTNERSHIP
PRE-FESTIVAL MARKETING: Attention & Reach to Industry Decision Makers & Executives			
PRE-FESTIVAL MARKETING: Attention & reach to decision makers & industry executives	✓	✓	✓
Reach the Industrial Ecosystem: festival marketing via all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazine, LinkedIn)	✓	✓	✓
Speaker Package: material for your marketing and social media channels (visual, speaker teaser, session teaser, agenda link, hashtags and text modules)	✓	✓	✓
Company logo in pre-festival marketing emails	✓	✓	✓
Company logo on festival registration page	✓	✓	✓
Speaker and company listing on festival website	✓	✓	✓
Individual speaker briefing and technology check	✓	✓	✓
FESTIVAL: Content, Interaction, Networking, Leads			
Company logo and name on festival website	✓	✓	✓
Tech session with expert moderation via Zoom (20 min. presentation plus 10 min. Q&A)	1 Tech Session	1 Tech Session	3 Tech Sessions
Announcement and reminder mailings for the tech sessions	✓	✓	✓
Tech session as part of the festival agenda (incl. five search tags for interest-based agenda planning)	✓	✓	✓
Company Hub: your festival landing page (logo, link to company website, social media links, company description, direct contact opportunity, company links to your tech sessions, downloads for product information, whitepapers etc., other link opportunities)	✓	✓	✓
Leads: All registrations and attendees of your talk(s)		✓	All Leads of 5 Topic Clusters
Leads: All visitors to your Company Hub		✓	✓
POST-FESTIVAL COMMUNICATION: Awareness & Engagement			
Reach the Industrial Ecosystem: festival content marketing across all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazine, LinkedIn)	✓	✓	✓
Company logo in post-event thank-you mails	✓	✓	✓
Results of the post-festival survey		✓	✓
Your tech session recorded for your channels (talk plus moderated Q&A session)		✓	✓
Exclusive mailing to 3,000 recipients with link to your tech session recording			✓
PRICE (plus VAT)	EUR 3,330.–	EUR 4,990.–	EUR 15,000.–
Additional Tech Session	EUR 1,190.–	EUR 1,190.–	EUR 1,190.–

INDUSTRY.FORWARD EXPO – DIGITAL. CONFERENCE. FESTIVAL.

LEARN
MORE

SMART LEAD PACKAGES (PARTICIPATION & LEAD GENERATION WITHOUT LECTURE)	Smart Lead Package 100	Smart Lead Package 75	Smart Lead Package 50	Smart Lead Package 25
PRE-FESTIVAL MARKETING: Attention & Reach to Industry Decision Makers & Executives				
PRE-FESTIVAL MARKETING: Attention & reach to decision makers & industry executives	✓	✓	✓	✓
Reach the Industrial Ecosystem: festival marketing via all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazine, LinkedIn)	✓	✓	✓	✓
Company logo in pre-festival marketing mailings, on festival registration page, festival website	✓	✓	✓	✓
FESTIVAL: Content, Interaction, Networking, Leads				
Company logo and name on festival website	✓	✓	✓	✓
Company Hub: your festival landing page (logo, link to company website, social media links, company description, direct contact opportunity, company links to your tech sessions, downloads for product information, whitepapers etc., other link opportunities)	✓	✓	✓	✓
Selection of 3 topic clusters for which you would like to generate leads	✓	✓	✓	✓
Lead guarantee (selection from 100-400 anonymized participant contacts)	100	75	50	25
POST-FESTIVAL COMMUNICATION: Awareness & Engagement				
Company logo in post-event thank-you emails	✓	✓	✓	✓
PRICE (plus VAT)	EUR 8,500.–	EUR 6,750.–	EUR 4,900.–	EUR 3,000.–

TOPIC CLUSTER

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

INDUSTRY.FORWARD SUMMIT – THE CXO FUTURE CONFERENCE OF THE INDUSTRY

**Impulse event and annual meeting place
for thought leaders in the industry**

With their presentations, exquisite leaders and experts from successful industrial and medium-sized companies will provide a blueprint for the digital transformation of industry.

Learning, benchmarking and networking at eye level.

**INDUSTRY.FORWARD
SUMMIT**
DIE ZUKUNFTSKONFERENZ
DER INDUSTRIE

180+

Participants

30+

Speaker

130+

Companies

Values 2023



**July 2 - 3, 2024
Spreespeicher, Berlin**

YOUR ADDED VALUE AS A PARTNER

PERSONAL CONTACTS

Make valuable, business-relevant contacts with high-caliber decision-makers from successful industrial & family businesses.

LEAD GENERATION

The contact details of attendees with opt-in become your leads.

NETWORKING & EXCHANGE

Thematic meeting points, a familiar atmosphere, interactive formats (e.g. topic table) and extensive networking enables intensive exchange.

AWARENESS & BRANDING

Be at eye level with 180+ industry CxOs as a relevant partner and guarantee you high reach and strong visibility.

"It's never been easier to engage in conversation with so many industry leaders." - SUMMIT participant 2023

INDUSTRY.FORWARD SUMMIT – THE INDUSTRY'S FUTURE CONFERENCE

Gather and network industry thought leaders in one place. Learning from each other.

Become a partner of the INDUSTRY.forward Summit and establish personal contacts with 180+ high-class decision-makers of leading industrial companies. Be a prominent part of the event in Berlin and of the extensive accompanying communication (online, newsletter, social media, print) as a leading competence

partner - to shape the digital transformation of the industry. We are also happy to realize individual partner packages on request with additional networking & lead modules.

LEARN
MORE

MAIN SPONSOR

- ✓ 3 SUMMIT tickets
- ✓ 3 Networking Dinner tickets
- ✓ **Sounding Board Member**
- ✓ Branding Panel
- ✓ Branding Lanyards
- ✓ Partner communication & logo presence entire term (website, newsletter, print, conference)
- ✓ 10 free VIP tickets for your customers
- ✓ Participant contacts with Opt-In as Leads
- ✓ INDUSTRY.forward HAKAHAKA: 1 statement + 1/1 ad
- ✓ Featured Content: INDUSTR.com, Newsletter
- ✓ Social Media Post
- ✓ Roll up (on request)

14,900 EUR

DINNER SPONSOR

- ✓ 3 SUMMIT tickets
- ✓ 3 Networking Dinner tickets
- ✓ **Exclusive dinner sponsoring (incl. personal intro of the presenter)**
- ✓ Partner communication & logo presence entire term (website, newsletter, print, conference)
- ✓ 10 free VIP tickets for your customers
- ✓ Participant contacts with Opt-In as Leads
- ✓ INDUSTRY.forward HAKAHAKA: 1/1 ad
- ✓ Featured Content: INDUSTR.com, Newsletter
- ✓ Social Media Post
- ✓ Roll up (on request)

12,900 EUR

TOPIC TABLE PARTNER

- ✓ 3 SUMMIT tickets
- ✓ 3 Networking Dinner tickets
- ✓ **1 Topic Table Hosting: Impulse/Moderation/Expert**
- ✓ Partner communication & logo presence entire term (website, newsletter, print, conference)
- ✓ 5 free VIP tickets for your customers
- ✓ Participant contacts with Opt-In as Leads
- ✓ INDUSTRY.forward HAKAHAKA: 1/1 ad
- ✓ Featured Content: INDUSTR.com, Newsletter
- ✓ Social Media Post
- ✓ Roll up (on request)

9,900 EUR

BASIC PARTNER

- ✓ 2 SUMMIT tickets
- ✓ 2 Networking Dinner tickets
- ✓ Partner communication & logo presence entire term (website, newsletter, print, conference)
- ✓ 5 free VIP tickets for your customers
- ✓ Participant contacts with Opt-In as Leads
- ✓ Featured Content: INDUSTR.com, Newsletter
- ✓ Social Media Post
- ✓ Roll up (on request)

5,000 EUR

INDUSTRY.ZERO REPORT

Solutions for climate neutrality and sustainability in industry

Exclusive interviews, reports and deep dives with decision-makers and thought leaders from industry, associations and the energy supply sector - in INDUSTRY.zero REPORT, we dive deep into the world of industry and provide insights on strategies, challenges and case studies of industry on the way to a climate-neutral and resource-conserving lifestyle and future.

In addition, INDUSTRY.zero REPORT presents the latest and most innovative solutions, products and services that make this sustainable value creation possible.

15,000 Print Recipients & Trade Fair Visitors

Managers & decision-makers in the manufacturing industry, the process industry and in industry-related service companies

15,000 E-Paper-Subscribers

Sending the e-paper to a selection of relevant subscribers of our media brands A&D, P&A, ENERGY, E&E, INDUSTRY.forward and INDUSTR.com



publishing date:
04/12/2024

Industry is the heart of our society. It is not only the driving force behind our economic strength, but also the pioneer in our quest for a climate-neutral and resource-conserving way of life. But its commitment is not limited to its own factory sites - it extends across the entire value chain and the entire life cycle of its products.

YOUR ADDED VALUE AS AN ADVERTISING PARTNER

TARGET GROUP ALIGNMENT

INDUSTRY.zero REPORT addresses a specifically selected and highly relevant target group, including decision-makers, executives and thought leaders from industry. It is published together with the June 2024 issue of Energy and is available at the following trade fairs: Hanover Fair, Achema, The smarter E, electronica.

VISIBILITY AND REACH

By participating in INDUSTRY.zero REPORT, you place your company in an environment that focuses on industry trends and innovations. As a result, your company will be perceived as a pioneer for solutions for a climate-neutral and resource-conserving future for industry.

CREDIBILITY AND AUTHORITY

INDUSTRY.zero REPORT leverages the reputation of publish-industry media brands. With a placement you strengthen your company's credibility and authority. Your ad or advertorial is presented in an editorial environment that is appreciated by industry experts and decision-makers and positions your company as a trusted source of innovative solutions.

INDUSTRY.FORWARD HAKAHAKA 2024

THE YEARBOOK OF THE INDUSTRY. FOR FORWARD THINKERS & FUTURE MAKERS.

Change defines our time and transforms our society, our companies, all of us. In change lies freedom to shape.

But who will shape the future of industry and its sectors?
And how?

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

9,700 handpicked
Print Receivers

Executives & decision-makers in high-tech companies, in discrete manufacturing, process industry and industry-related service companies

20,300 E-Paper-
Subscribers

Sending the e-paper to a selection of highly qualified decision-makers



publishing
date:
10/24/2024

INDUSTRY.forward HAKAHAKA is an invitation: To think along, to think ahead, but also to reflect. In addition, the yearbook offers scope for forward-looking innovations and services. Readers will find companies, products and people that everyone should know!

YOUR ADDED VALUE AS AN ADVERTISING PARTNER

REACH

High relevant reach and visibility to decision makers in key industry sectors.

AWARENESS

The broad compilation of ideas, developments, opinions as well as outlooks on the change in the industry creates a high degree of emotionality, which ensures the attention of INDUSTRY.forward HAKAHAKA's readers.

LEADERSHIP

As a high-quality industry annual reference book INDUSTRY.forward HAKAHAKA sets the stage for companies to position themselves as forward thinkers for change.

PERFORMANCE

The HAKAHAKA portrait chapter offers space for trendsetting companies, products and services. Your HAKAHAKA portrait sustainably strengthens the perception of your innovation, technology and solution capabilities.

Bookable magazine advertising formats see page 11. You will find a selection of special presentations on the next page.

STORYTELLING – FEATURE

Inspire with your story!

Storytelling – tell your company or product story. You provide content and image material for a 2-page advertorial - we place it in the editorial environment of a topic stage.

Exciting technologies and company developments convey know-how and expertise to the readers. The advertorials fit harmoniously and at the same time eye-catchingly into the editorial environment of our topic stages. Inspire readers with exciting insights into your world!

EUR 4,630.–



BUSINESS PROFILE

The stage is yours:

Your business profile showcases your best products and services. What makes your company unique?

Show your efficiency, your competence and your ideas. Make readers curious to learn MORE about you.

Components of your business profile:

- Company logo
- Anchor Image/Key Visual
- CEO Image & Quote
- Company description
- Product highlight (text and image)
- Target industries
- QR Code

EUR 3,290.–



TOPIC PARTNERSHIP - WE MAKE A TOPIC YOURS!

7 topic stages structure the editorial content of INDUSTRY.forward HAKAHAKA:
Industry.zero & Transformation | Next Technology | Industrial Solutions | Industrial Automation | Electronics | Energy | Process

As a topic partner you exclusively brand a selected topic stage with an advertisement and your company logo. In addition a 2-page statement provides your future vision of the industry and change.

EUR 8,250.–



INDUSTRY.FORWARD HAKAHAKA 2024 – FORMS OF PARTICIPATION

TOPIC STAGE PARTNER	AVAILABILITY	PRICE (PLUS VAT)
Topic partner (1/1 ad opposite theme day opener + logo on topic stage opener + statement)	7	8,250.–
Topic stage reportage (6-page, exclusive per topic stage / optional: including photo shoot)	7	8,910.– / 10,780.–
BRAND BOOSTER		
1/1 ad	15	7,150.–
1/1 ad BC	1	8,250.–
2/1 ad IFC or IBC (flip cover)	1	9,350.–
Bookmark (exclusive)	1	7,980.–
STORYTELLING		
Feature (2-page advertorial, placement within a topic stage)	10	4,630.–
Audio podcast (professional sound recording of the statement incl. marketing package)		2,120.–
BUSINESS PROFILE		
Business profile (2 pages)		3,290.–
DIGITAL EXTENSION		
Digital Extension - Digital extension of topic stage reportage or feature on INDUSTR.com (incl. 3 newsletter posts, 1 month feature home page, 12 months content area, media library and corporate channel)		1,930.–



SUCCESSFUL COMPANIES USE OUR ECOSYSTEM FOR THEIR BUSINESS INITIATION IN THE INDUSTRY



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