

DIGITAL

EVENTS

MAGAZINES

P&A – RESHAPE PROCESS INDUSTRY

# MEDIA KIT 2024

NET ZERO INDUSTRY | DIGITAL PROCESS INDUSTRY | PROCESS INDUSTRY SOLUTIONS

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P&A 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 P&A – Magazine, Special Publications, Newsletter, Online, Lead Generation & Events.		Top-class events in various formats: Network Events, INDUSTRY.forward EXPO and INDUSTRY.forward Summit.	
<b>P&amp;A – Reshape Process Industry</b>	<b>05</b>	<b>Formats &amp; Data</b>	<b>13</b>	<b>INDUSTRY.forward Special Publications</b>	<b>28</b>
P&A is the pioneering brand when it comes to process digitization and automation in the process industry.		Overview of all formats and data of the P&A.		INDUSTRY.forward HAKAHAKA - The yearbook of industry. INDUSTRY.zero REPORT - Solutions for climate neutrality and sustainability in industry.	
<b>Audience &amp; Reach</b>	<b>06</b>	<b>INDUSTR.com</b>	<b>14</b>	<b>Contact</b>	<b>33</b>
210,000 executives and decision-makers in the process industry: machine, plant & equipment manufacturers, plant operators, planners, system integrators, project planners and service & maintenance providers		INDUSTR.com turns your content into business contacts. Be a part of INDUSTR.com with one of our packages.		Your P&A topic and sales contacts.	
<b>Editorial Calendar</b>	<b>08</b>	<b>Campaigns</b>	<b>18</b>		
In print editions, weekly newsletters and online on INDUSTR.com P&A reports on current developments and technology from the world of automation.		Reach, attention, interaction & leads for your sales funnel - Data-based campaign strategies & smart campaigns for the industry.			

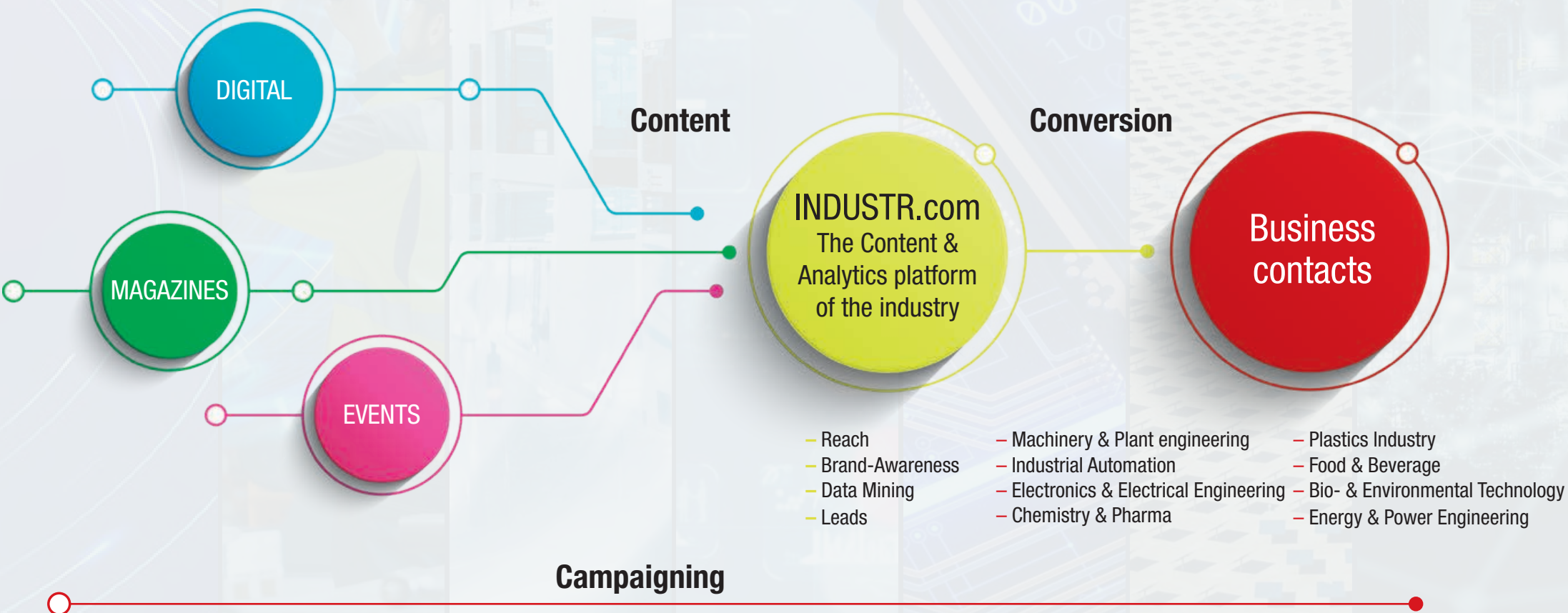


# WE CREATE BUSINESS FOR INDUSTRIES

**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 <sub>2</sub> 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

## P&A TURNS YOUR CONTENT INTO BUSINESS CONTACTS

**P&A provides direct access to 210,000\* decision-makers in the process industry and is together with INDUSTR.com part of the INDUSTRY.forward ecosystem**

## P&A RESHAPE PROCESS INDUSTRY

More flexibility, more digitalization, more resilience and more sustainability are a must for the competitive and future-proof process industry. P&A presents solutions and strategies for this transformation.

\* google analytics: unique users of P&A-relevant content  
Evaluation period: May 2022 – April 2023



P&A is the pioneering brand when it comes to automation in the process industry. The focus is on technologies and solutions for decarbonizing the industry and overcoming current challenges. P&A reaches decision-makers in the process industry in their information & purchasing processes via all omni-channel publishing channels:

- 01 The technology magazine P&A**  
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

## P&A AUDIENCE & REACH

**210,000 managers and decision-makers\* in the process industry:**

Machine, Plant & Equipment Manufacturers, Plant Operators, Planners,  
System Integrators, Project Planners and Service & Maintenance Providers

**85,000**

P&A magazine readers p.a.

**680,000**

P&A newsletter recipients p.a.

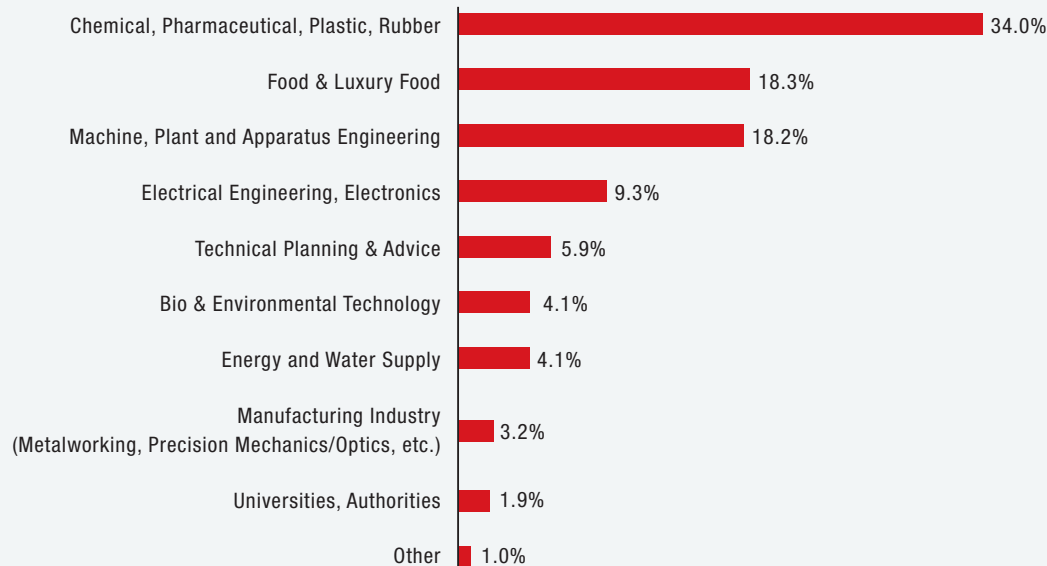
**5,300,000**

Google impressions on P&A contents p.a.

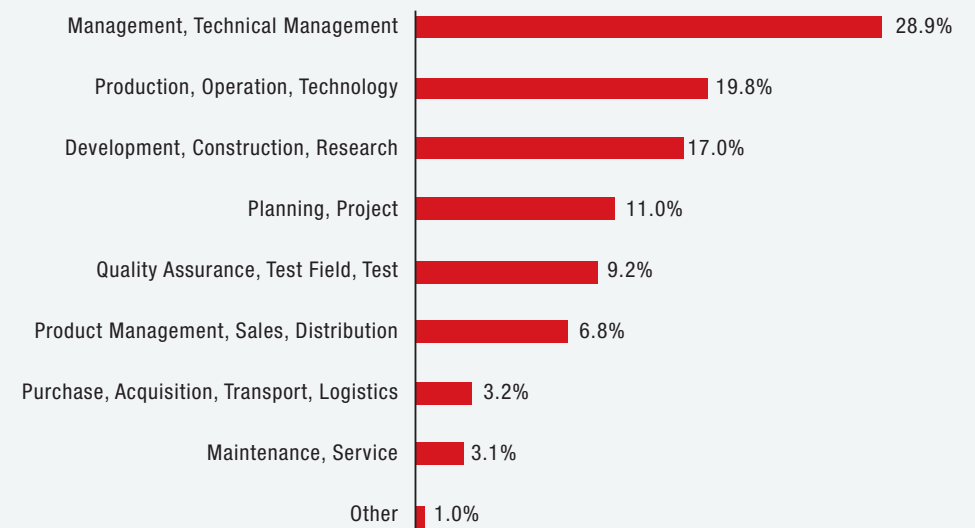
**210,000**

INDUSTR.com users on P&A contents p.a.

### RECIPIENT ANALYSIS INDUSTRIES/TARGET MARKETS\*\*



### RECIPIENT ANALYSIS TASK AREA\*\*



\* google analytics: unique users of P&A relevant content, evaluation period: May 2022 – April 2023

\*\* average values 2023 für Magazine, Newsletter & P&A audience on INDUSTR.com



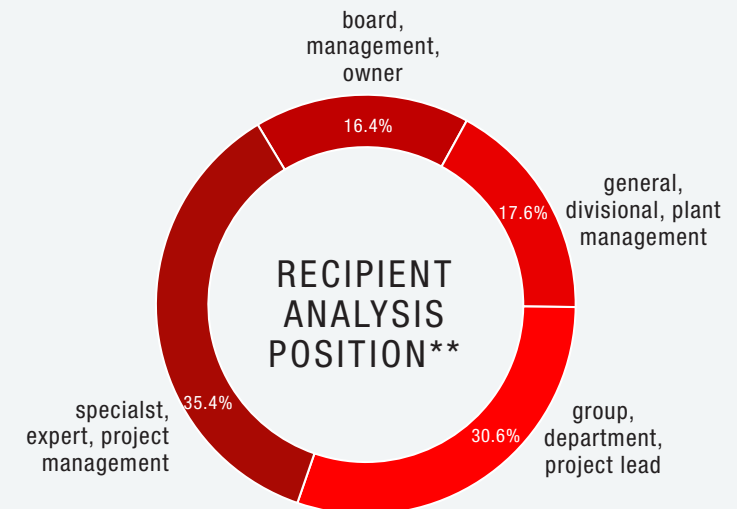
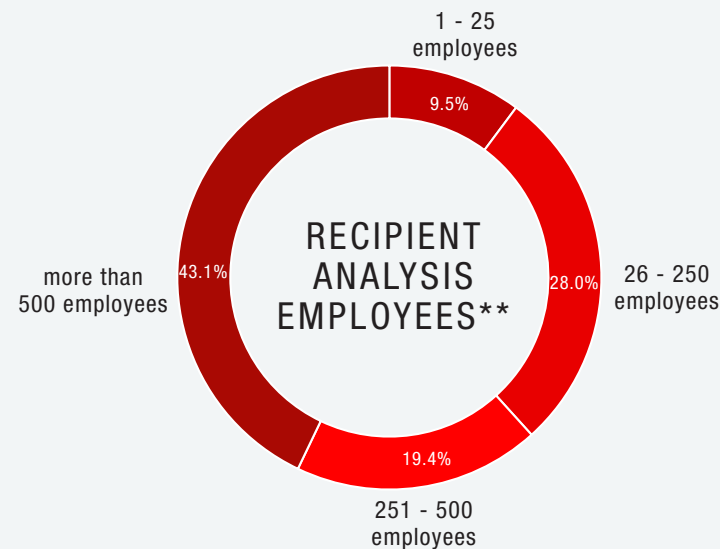
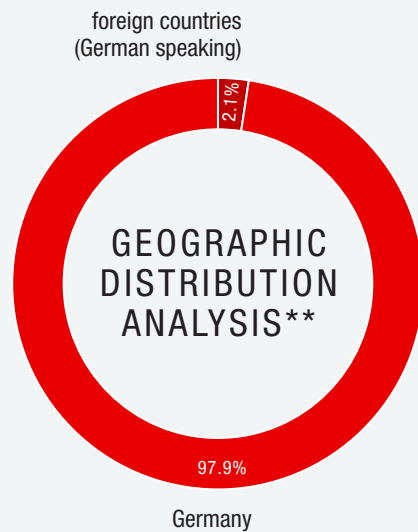
## P&A AUDIENCE & REACH

### EDITION ANALYSIS MAGAZINE & SPECIAL PUBLICATIONS

	MAGAZINE	INDUSTRY.ZERO REPORT	HAKAHAKA
<b>Distributed edition total</b>	<b>17,100</b>	<b>30,000</b>	<b>30,000</b>
Print edition	10,000	15,200	10,000
<b>Distributed edition print</b>	<b>9,600</b>	<b>15,000</b>	<b>9,700</b>
Thereof foreign countries	110	400	100
<b>Distributed edition e-paper</b>	<b>7,500</b>	<b>15,000</b>	<b>20,300</b>
Thereof foreign countries	250	750	510

### EDITION ANALYSIS NEWSLETTER

	P&Aweek	INDUSTRIAL SOLUTIONS	NEXT TECHNOLOGY	INDUSTRY.ZERO & TRANSFORMATION	INDUSTR,- HIGHLIGHTS
<b>Mailed circulation per e-mail</b>	<b>6,300</b>	<b>9,200</b>	<b>7,100</b>	<b>11,900</b>	<b>17,500</b>
thereof foreign countries	260	405	300	320	620
<b>Opening rate*</b>	<b>31%</b>	<b>32%</b>	<b>31%</b>	<b>30%</b>	<b>33%</b>
<b>Click (through) rate</b>	<b>29%</b>	<b>28%</b>	<b>27%</b>	<b>26%</b>	<b>31%</b>



\* Note opening rate: The latest update of 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 metric.

\*\* Average values 2023 for magazine, newsletter & P&A audience on INDUSTR.com

# EDITORIAL CALENDAR – P&A MAGAZINE & WEEK NEWSLETTER

## P&A – Topic Overview Magazine & Newsletter

<b>P&amp;A Cover Topic</b>	Achema, Filling & Packaging Technology, Chemicals & Pharmaceuticals, Food & Beverage, Process Industry 4.0
<b>Net Zero Industry</b>	Exhaust Gas and Exhaust Air Purification, Circular Economy, Electrification, Energy Efficiency, Energy Management, Green Packaging, Green Hydrogen Economy, Process Heat, Recycling, Resource Conservation, Retrofitting, Environmental Technology, Water & Wastewater
<b>Digital Process Industry</b>	Plant Engineering and Operation, Asset Management, Augmented/Virtual Reality, Data Analytics, Diagnostic Tools, Digital Twin, Engineering Software, ERP, Ethernet APL, HMI, IIoT, Industrial Cloud, Industrial Communication, Industrial Metaverse, Industry 4.0, Artificial Intelligence (AI), MES, Modular & Connected Production, New Business Models, Process Digitization, Process Optimization, Smart Maintenance, Smart Sensor Technology, Software, Location Management, Visualization
<b>Process Industry Solutions</b>	Filling Technology, System Concepts, Drives, Fittings, Fire and Lightning Protection, Containment, Seals, Dosing, Dosing Pumps, Compressed Air Generation and Treatment, Labeling, Explosion Protection, Field Devices, Conveyor and Storage Technology, Conveying, Functional Safety, Blowers, Hazardous Material Storage, Hygienic Design, Identification, Cables, Marking, Compressors, Corrosion and Wear Protection, Control Technology & Systems, Machine Vision, Material Feeders, Mechanical/Thermal/Biotechnological Processes, Mobile Robotics, Personal Protective Equipment, Process Analytics, Process Automation, Process Pumps, Process Technology, Cleaning, Pipeline Construction, Tracing, Switch Cabinet Technology, Hoses, Bulk Solids Technology, Security Solutions, Actuators, Positioners, Controls, Environmental/Measurement and Analysis Technology, Vacuum Pumps, Valves, Processing & Packaging Machines, Process Engineering, Packaging Technology, Weighing Technology, Shredding



# EDITORIAL CALENDAR – P&A MAGAZINE & WEEK NEWSLETTER

ISSUE	MARCH	APRIL	MAY	JUNE + EPB
Publishing Date	03/14/2024	04/12/2024	05/02/2024	06/05/2024
Publishing Date E-paper	03/13/2024	04/11/2024	04/30/2024	06/04/2024
Material Close	02/12/2024	03/08/2024	03/27/2024	04/29/2024
Ad Close	02/12/2024	03/08/2024	03/27/2024	04/29/2024
Copy Date	01/29/2024	02/23/2024	03/13/2024	04/15/2024
P&A Cover Topic	Food & Beverage		Chemistry & Pharma	Achema
P&A Special	KI & IT-Security		Water 4.0	Maintenance & Servicing
Net Zero Industry	Retrofitting ----- Sustainable Process Industry		Waste Management & Recycling ----- Electrification	Green Hydrogen Economy ----- Process Heat
Digital Process Industry	Smart Production & IIoT ----- Plant Operation & Process Optimization		Condition Monitoring & Predictive Maintenance ----- Smart Sensors & Machine Vision	Process Industry 4.0 ----- Industrial Communication & Ethernet APL
Process Industry Solutions	Hygienic Design ----- Dosing & Weighing Technology		Fittings, Seals & Valves ----- Pumps & Compressors	Process & Control Technology ----- Explosion Protection & Functional Safety
Exhibitions & Exhibition Pocket Booklet (EPB)	<b>Hanover Fair</b> 22.-26.04.2024 <b>Anuga Foodtec</b> 19.-22.03.2024		<b>IFAT</b> 13.-17.05.2024 <b>all about automation</b> 15.-16.05.2024 <b>INDUSTRY.forward EXPO</b> 07.-17.05.2024	<b>Achema</b> 10.-14.06.2024 (MTB) <b>INDUSTRY.forward SUMMIT</b> 02.-03.07.2024
P&Aweek-Newsletter W = weeks	W January	 <p>2024</p> <p>Solutions for climate neutrality and sustainability in industry</p> <p><b>INDUSTRY.FORWARD</b> NAVIGATE THE CHANGE</p>	W April	W June
	2 Dosing & Weighing Technology		14 Industry 4.0	23 Trade Fair News Achema
	3 Pick & Place		15 Trade Fair News Hanover Fair	24 Recycling & Environmental Technology
	4 Process Engineering		16 Trade Fair News Hanover Fair	25 Pumps & Compressors
	5 Hygienic Design		17 Energy Management	26 Plant Construction & Operation
	W February		18 Water & Wastewater	W July
	6 Industrial Ethernet		W May	27 Drive Technology
	7 Ident Technology		19 Trade Fair News IFAT	28 Piping Systems & Seals
	8 Explosion Protection & Safety		20 Pharma	29 Software Solutions
	9 Food		21 Bulk Material	30 Compressed Air & Vacuum Technology
	W March		22 Trade Fair News Achema	31 Labeling
	10 Ident Technology			
	11 Trade Fair News Anuga Foodtec			
	12 Industrial Security			
	13 Food & Beverage			

# EDITORIAL CALENDAR – P&A MAGAZINE & WEEK NEWSLETTER

ISSUE	SEPTEMBER	OCTOBER	NOVEMBER
Publishing Date	09/11/2024	10/24/2024	10/28/2024
Publishing Date E-paper	09/10/2024	10/23/2024	10/25/2024
Material Close	08/08/2024	08/19/2024	09/24/2024
Ad Close	08/08/2024	08/19/2024	09/24/2024
Copy Date	07/25/2024	06/03/2024	09/10/2024
P&A Cover Topic	Filling and Packaging Technology		Process Industry 4.0
P&A Special	Plastics		Hygienic Design
Net Zero Industry	Green Packaging ----- Circular Economy		Environmental Technology ----- Water & Wastewater
Digital Process Industry	HMI & Visualization ----- Security Trends & Technologies		IIoT & Industrial Cloud ----- Industry Standards
Process Industry Solutions	Bulk Material & Conveyor Technology ----- Compressed Air & Vacuum Technology		Explosion Protection & Safety ----- Drives & Controls
Exhibitions & Exhibition Pocket Booklet (EPB)	<b>FachPack</b> 24.-26.09.2024 <b>Schüttgut/Solids</b> 09.-10.10.2024 <b>Fakuma</b> 15.-19.10.2024 <b>all about automation</b> 18.-19.09.2024		<b>SPS</b> 12.-14.11.2024 <b>Brau Beviale</b> 26.-28.11.2024 <b>Valve World</b> 03.-05.12.2024 <b>Namur Hauptversammlung</b> <b>INDUSTRY.forward EXPO</b> 26.11.-05.12.2024
<b>P&amp;Aweek-Newsletter</b> W = weeks	<b>W August</b> 32 HMI & Visualization 33 Filling Systems 34 Data Analytics 35 Green Packaging	<div>2024</div> <div>The Yearbook of the Industry. For Forward Thinkers and Future Makers.</div> <div> <b>INDUSTRY.FORWARD</b>            NAVIGATE THE CHANGE         </div>	<b>W October</b> 41 Trade Fair News Fakuma 42 Fittings & Valves 43 Measurement Technology 44 Digital Twin
	<b>W September</b> 36 Process Digitalization 37 Machines & Components 38 Trade Fair News FachPack 39 Paints & Lacquers 40 Trade Fair News Schüttgut		<b>W November</b> 45 Trade Fair News SPS 46 IIoT & Industrial Cloud 47 Trade Fair News Brau Beviale 48 Trade Fair News Valve World
			<b>W December</b> 49 Environmental Technology 50 Machine Vision 51 Highlight Newsletter: That was the year 2024

# ADVERTISING FORMS & RATES – MAGAZINE

## STANDARD ADVERTISING FORMS

RATE	1/1 PAGE	JUNIOR PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
P&A Magazine	8,350.–	4,860.–	4,390.–	3,040.–	2,410.–
INDUSTRY.zero REPORT	8,350.–	4,860.–	4,390.–	3,040.–	2,410.–

## AD SPECIALS & EXCLUSIVE PRESENCES

MAGAZINE	RATE
Cover Sponsoring Magazine <sup>1</sup>	11,380.–
Cover Sponsoring/Trade show issues <sup>1</sup>	12,380.–
Inside Cover Sponsoring (in P&A Special) <sup>1</sup>	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 <sup>2</sup>	5,250.–/on request
Bound Inserts 2-Page up to 135 g/qm/ 4-Page and more <sup>3</sup>	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%

<sup>1</sup> not eligible for AE discount

<sup>2</sup> Inserts not eligible for e-paper

<sup>3</sup> Production required on FSC®-certified paper and printer and marking on delivery bill.

INDUSTRY.ZERO REPORT	RATE
Cover Sponsoring <sup>1</sup>	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 <sup>1</sup>	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
<b>CONTENT MARKETING IN WEEK NEWSLETTER</b>	
Sponsored Post (Text image promotion)	1,270.–
Newsletter Banner (1024 x 127 Px)	1,270.–
Surcharge - placement/trade fair month*	plus 120.–/220.–
<b>CONTENT MARKETING ON INDUSTR.com</b>	
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 &amp; 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 &amp; 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.–
<b>BANNER FORMATS ON INDUSTR.com</b>	
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.–
<b>INDUSTR.COM PACKAGES: CONTENT-2-CONVERSION</b>	
Essential (annual payment)	1,990.–
Professional (annual payment)	4,390.–
Lead Campaign	on request
<b>INTERACTION, CONVERSION &amp; LEAD MODULES</b>	
<b>INDUSTRY.FORWARD EXPO</b>	
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.–
<b>DIRECT MAILING</b>	
Single-E-Mail-Shot (min. 5,000 Recipients)	1,20/Adress
<b>ON INDUSTR.COM</b>	
INDUSTR.com Topic Stage Partnership <i>for Industrial Automation, Electronics, Energy, Process, Industry.zero &amp; 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 &amp; 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.–
		Smart Lead Package 50 (50 thematically selected leads)	4,900.–
Basic Partner	5,000.–	Smart Lead Package 25 (25 thematically selected leads)	3,000.–


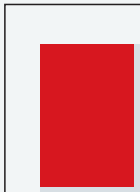
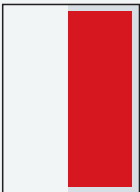

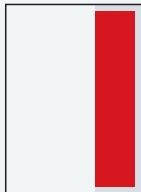

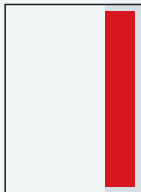

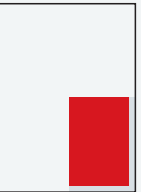
### NETWORKING EVENT – BENCHMARKING, LEARNING, NETWORKING

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 P&A and in the INDUSTRY.zero Report. 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](mailto: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](mailto: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

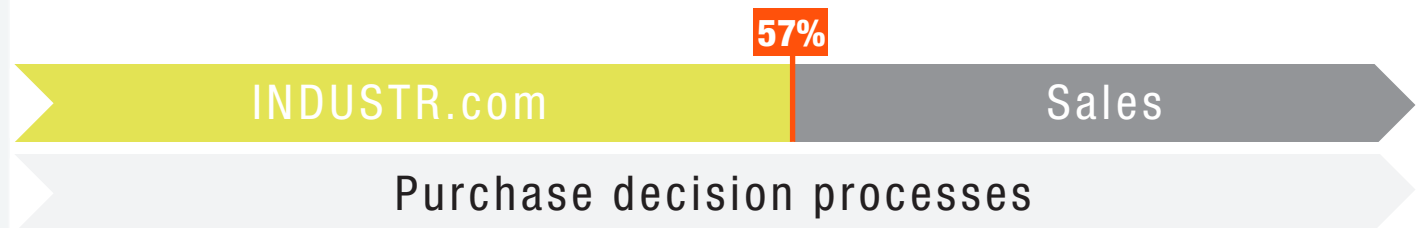


Suppliers are required to adapt their customer interfaces to this development:

### 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

**P&A creates direct access to 210,000\* executives and decision-makers in the process 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. Be a 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 P&A for the topics Net Zero Industry, Digital Process Industry and Process Industry 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 P&A-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 <sub>2</sub> 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.

### **ATTENTION**

**01**

**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".

### **ANALYSIS**

**02**

**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.

### **INTERACTION & CONVERSION**

**03**

**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

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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
<b>PRE-FESTIVAL MARKETING: Attention &amp; Reach to Industry Decision Makers &amp; Executives</b>			
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	✓	✓	✓
<b>FESTIVAL: Content, Interaction, Networking, Leads</b>			
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		✓	✓
<b>POST-FESTIVAL COMMUNICATION: Awareness &amp; Engagement</b>			
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.

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SMART LEAD PACKAGES (PARTICIPATION & LEAD GENERATION WITHOUT LECTURE)	Smart Lead Package 100	Smart Lead Package 75	Smart Lead Package 50	Smart Lead Package 25
<b>PRE-FESTIVAL MARKETING: Attention &amp; Reach to Industry Decision Makers &amp; Executives</b>				
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	✓	✓	✓	✓
<b>FESTIVAL: Content, Interaction, Networking, Leads</b>				
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
<b>POST-FESTIVAL COMMUNICATION: Awareness &amp; Engagement</b>				
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 <sub>2</sub> 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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