









MEDIA KIT 2027

part of INDUSTR.COM

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Your A&D contacts

A&D RESHAPE MANUFACTURING INDUSTRY



A&D DRIVES YOUR CONTENT INTO BUSINESS

A&D is the specialist media brand for automation and digitalization in discrete manufacturing.

A&D shows how automation, digitalization, and AI are shaping tomorrow's manufacturing and which solutions are already making a difference today.

A&D reaches decision-makers and technical experts along their information and decision-making processes, with an integrated portfolio of technology magazine, web magazine, e-paper, newsletters, videos, webinars, and social media. The content offering is complemented by INDUSTRY.forward EXPO, the INDUSTRY.forward Network, the INDUSTRY.forward SUMMIT, and FREDDIE – The Industrial AI Award.

Together with the content platform INDUSTR.com, A&D combines professional relevance and personal encounters with digital touchpoints, creating the foundation for qualified business contacts.

"A&D is the only media brand that consistently combines automation and digitalization from the user's perspective, thereby providing manufacturing companies with guidance in the transformation process."

Christian Vilsbeck, Managing Editor A&D



PUBLISH-INDUSTRY'S TOPIC UNIVERSE FOR MANUFACTURING

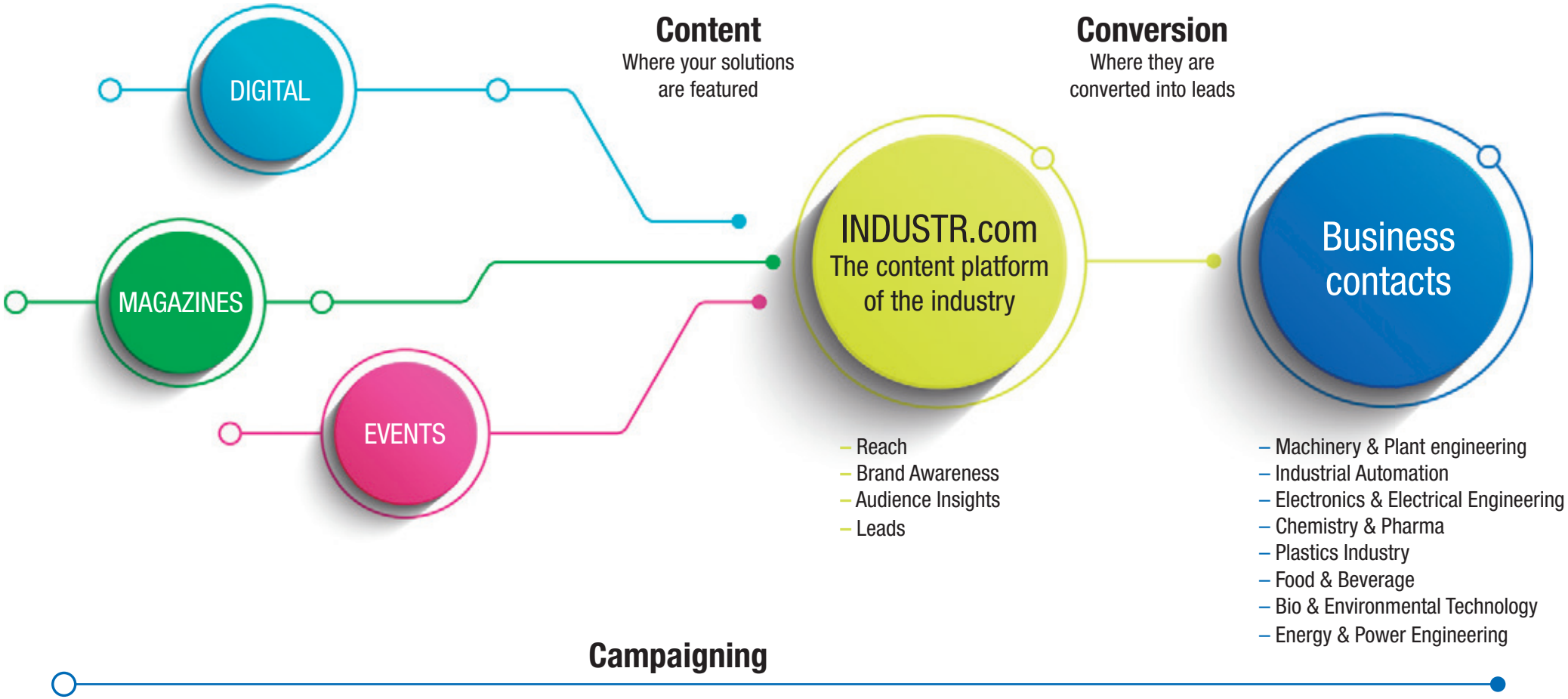
INDUSTRY.FORWARD	DEFENCE	INDUSTRIAL AI	FACTORY AUTOMATION	PROCESS	ELECTRONICS	ENERGY
Strategy	Dual-Use Technologies	Artificial Intelligence	Smart Production & AI	Process Automation & AI	Embedded Systems & Microprocessors	Industrial Energy Transition
Transformation	Electronic Warfare	Machine Learning	Control Engineering	Control Engineering	Power & Power Electronics	Digital Energy & Energy Efficiency
Sustainability	Civil-Military Cooperation	Data Analytics	Robotics	Industrial Software & Industrial Cloud	Development Tools & Prototyping	Energy Procurement & Generation
AI & Digitalization	Drones & Unmanned Systems	Predictive Maintenance & Anomaly Detection	Machine Vision	Hygienic Design	Components	Security of Supply & Self-Sufficiency Concepts
Open Innovation & Ecosystem	Sensors & Reconnaissance	Process Excellence	Control Cabinet Technology	Explosion Protection	Connection Technology	Renewables
Business Model Innovation	Military Communications	Machine Vision & Image Recognition	Industrial Software	Process Engineering	Enclosures & Cooling Technology	Energy Monitoring
Circular Economy	Logistics	Edge AI & Embedded Intelligence	Edge Computing	Pumps & Compressors	Distribution & Services	Energy Management
Future Leadership	Resilience & Crisis Preparedness	Autonomous Systems & Physical AI	Sensors & Measurement Technology	Sensors & Measurement Technology	Displays & HMI Components	CO_2 Management
Technology Integration	Procurement & Tendering Procedures	Digital Twins & AI Simulation	Drive Technology	Plant Construction & Operations	Measurement Technology	Power-to-X
Resilience	Defence Startups & Scale-ups	Data Governance & Training Data	Industrial Cloud	Powders & Bulk Materials	Communications	Storage & Batteries
Supply Chain	Capital & Financing	Regulation & EU AI Act	Industrial Communication	Food & Beverage	Sensors	Hydrogen
People & Culture	Supply Chains & Production Networks	Skills & Competence Development	Human Machine Interface	Packaging Technology	Software & Security	E-Mobility
Knowledge Management & Transfer	Production Automation	AI-Driven Automation	Logistics & Intralogistics	Human-Machine Interface	Smart Engineering	Smart Building
All Electric Society	Contract Manufacturing	Transformation Mindset	Smart Maintenance	Smart Maintenance	Materials & Resources	Research & Development
Future Mobility	Security	Sustainability by AI	Safety & Security	Safety & Security		Photonics
Market Management	Law & Regulation	Explainable AI (XAI) & Trustworthy AI	Autonomous Systems			Future Materials
			Additive Manufacturing			

INDUSTRY.FORWARD | Zukunft.DEFENCE | FREDDIE DER INDUSTRIAL AI AWARD | A&D | P&A | E&E | energy

WE CREATE BUSINESS FOR INDUSTRIES

For more than 30 years, publish-industry has connected your solutions with decision-makers and experts in the manufacturing sector through a diverse portfolio of successful magazines, digital platforms, and events.

Our network reaches deep into the industry, from developers to executives. This industry expertise informs every one of our channels and helps turn them into business connections across seven key sectors, from mechanical and plant engineering to industrial automation, chemicals and pharmaceuticals and energy technology. When you advertise with us you reach the right people, the buyers and decision-makers in high-tech markets.



A&D – RESHAPE MANUFACTURING INDUSTRY

For decision-makers and experts in the manufacturing industry:

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

MAGAZINES

23,300
Copies/Issue
Print | E-Paper

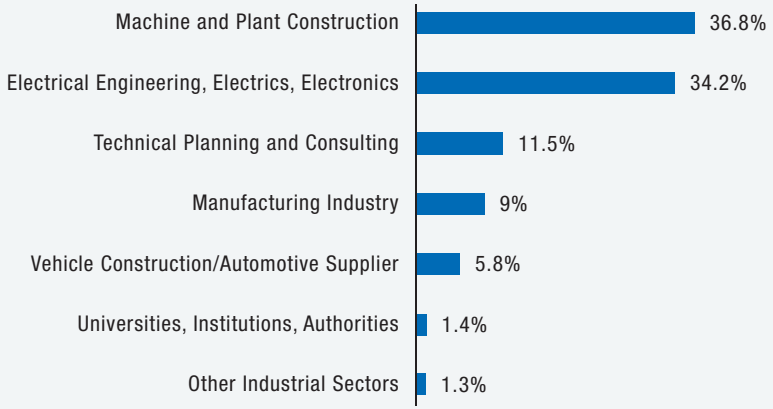
NEWSLETTER

27,500
Newsletter subscriptions/week

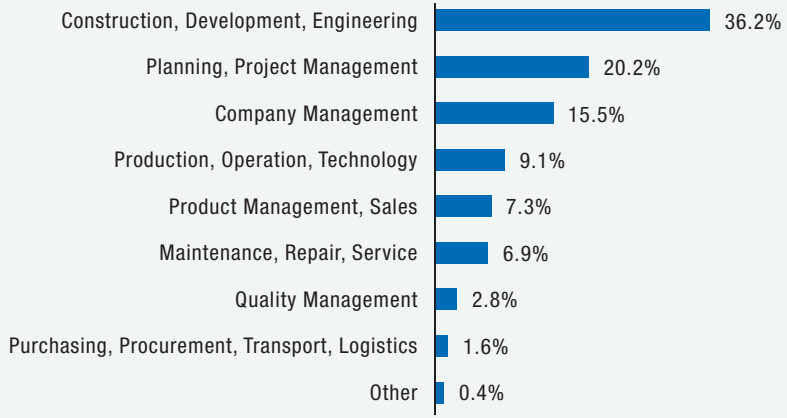
ONLINE

255,000
Pageviews p.a.*
A&D@INDUSTR.com

RECIPIENT ANALYSIS INDUSTRIES/TARGET MARKETS**



RECIPIENT ANALYSIS TASK AREA**



* matomo: users of A&D-relevant content, evaluation period: July 2025 – June 2026
** Average values for 2026 from magazine, newsletter, and online A&D@INDUSTR.com

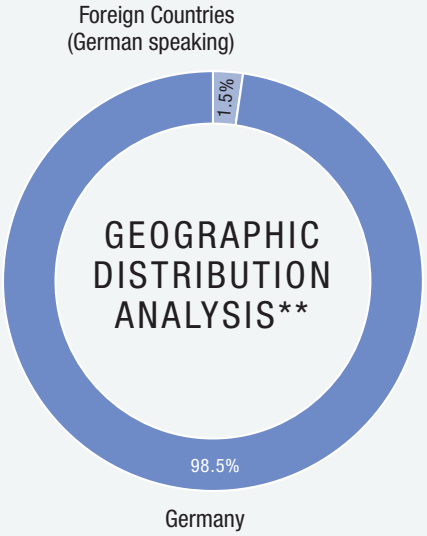
A&D AUDIENCE & REACH

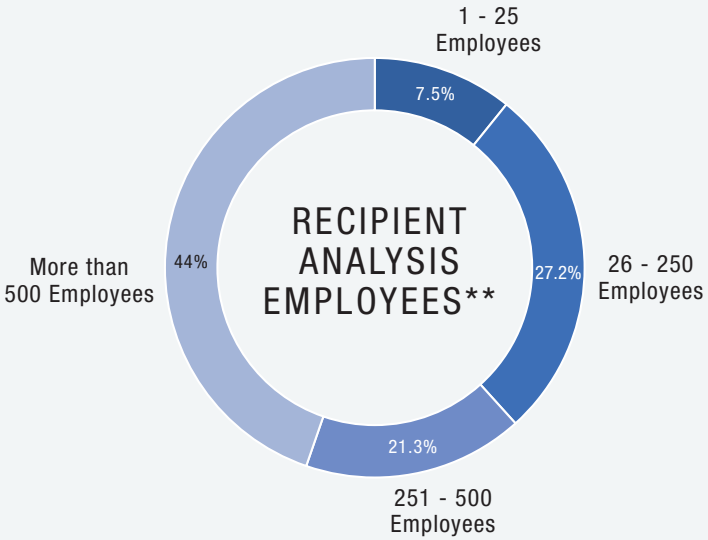
CIRCULATION MAGAZINE & SPECIAL ISSUES

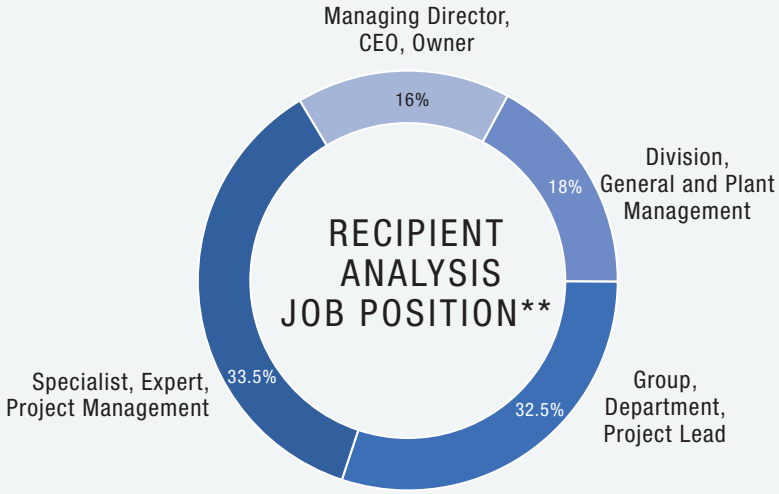
	MAGAZINE	INDUSTRY.ZERO REPORT	HAKAHAKA
Copies/Issue	**23,300**	**30,000**	**29,000**
Print	12,000	11,000	8,500
E-Paper	11,300	19,000	20,500

EDITION ANALYSIS NEWSLETTER

	A&Dweek	FREDDIES INDUSTRIAL AI BRIEFING	INDUSTRY.FORWARD
Mailed circulation per e-Mail	**7,650**	**8,500***	**11,350**
Opening Rate	**26%**	**26%***	**29%**
Click Rate	**22.2%**	**22%***	**23%**







* New for 2027. Estimated values based on empirical data
** Average values for 2026 from magazine, newsletter, and online A&D@INDUSTR.com

ADVERTISING FORMATS & RATES – MAGAZINES

STANDARD ADVERTISING FORMATS

RATE	1/1 PAGE	JUNIOR PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
A&D Magazine & INDUSTRY.ZERO REPORT	8,510.–	5,100.–	4,600.–	3,250.–	2,600.–
INDUSTRY.forward HAKAHAKA	8,510.–	–	–	–	–
griephan Edition – Zukunft.DEFENCE	3,990.–	–	2,650.–	2,120.–	1,820.–

AD SPECIALS & EXCLUSIVE PRESENCES

MAGAZINE	RATE
Cover Sponsoring Magazine[1]	11,380.–
Cover Sponsoring/Trade show issues[1]	12,380.–
Inside Cover Sponsoring[1] (in A&D Special)	5,920.–
Photo Sponsoring Section Opener	4,790.–
Promotion „Right in the Middle“ (4 Pages in the Middle of Magazine)	9,310.–
Promotion „Milestones“ (Fold-out, 3 Pages)	8,600.–
Promotion „Made in ... (e. g. Germany)“ (2 Pages)	6,990.–
Promotion „Top Products“ (2 Pages)	6,990.–
Promotion „Storyboard“ (per Page)	3,900.–
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]	1,310.–
Reprint of Editorial Report[1] (1,000 copies, 4-page)	1,930.–
1/1 Cover Page IFC,IBC / BC	9,650.–/9,600.–
1/3 Page next to Editorial	3,700.–
1/3 Page / 1/4 Page next to Table of Contents	3,700.–/2,990.–
Business profile (1/1 page)	2,890.–

LOOSE INSERTS / BOUND INSERTS	RATE
Loose Inserts (incl. Postage)[2] up to 25 g/up to 50 g	5,570.–/on request
Bound Inserts 2-Page[3] up to 135 g/m² / 4-Page and more	5,430.–/on request

SPECIAL PUBLICATIONS	RATE
INDUSTRY.ZERO REPORT	
Cover Sponsoring[1]	11,380.–
1/1 Cover Page IFC, IBC / BC	9,650.–/9,600.–
Promotion „Storyboard“ (1 page/2 pages)	3,900.–
Business profile (1/1 page)	2,890.–
INDUSTRY.forward HAKAHAKA	
2/1 Cover Page IFC, IBC (Fold-out format)	9,950.–
1/1 Cover Page IBC/BC	9,650.–/9,600.–
Bookmark (incl. printing)	7,980.–
Business profile (2/1 pages)	3,500.–
Statement package (2-page statement + business profile)	3,700.–
Success Story package (2-page success story + business profile)	4,990.–
griephan EDITION – Zukunft.DEFENCE	
Business profile (1/1 pages)	3,990.–
Content Marketing Package (Article + Business profile)	4,990.–

SPECIALS & SERVICES	RATE
Digital Extension Digital extension to print content marketing formats on INDUSTR.com incl. 3 newsletter posts and 12 months presence in: Content area, media library and corporate channel	2,245.–
Exclusive Sponsoring Wall Planner 2028[1]	on request
Corporate Publishing Booklet incl. insert[1]	11,980.–
Printable PDF (without third-party ads), including usage rights[1]	687.–

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 agency discount | [2] Inserts not eligible for e-paper | [3] Production required on FSC®-certified paper and printer and marking on delivery bill.

Please note: Our General Terms and Conditions are available online on https://www.publish-industry.net/en/gtc

ADVERTISING FORMATS & RATES – DIGITAL

AWARENESS MODULES	RATE
CONTENT MARKETING ON INDUSTR.com	
Cover sponsoring online[1] Cover picture on the front page of the web magazine, incl. promotion of the sponsoring in 3 newsletters, 1 month presence in header area	3,064.–
Product of the month: Image/Text Promotion Image gallery with 3-5 images, text with up to 3,000 characters incl. promotion of sponsoring in 3 newsletters, 1 month feature on home-page	2,373.–
Video promotion: Corporate or Product Clip Publication & marketing of your video incl. promotion in 3 newsletters, 1 month feature on homepage	2,373.–
DIE ROTE COUCH: Trade Fair Video & Promotion Video interview on product highlights at the trade fair stand, including usage rights and publication on INDUSTR.com, YouTube, and magazine (plus €1,230 for voice-over recording; plus €1,090 for video white label)	2,980.–
DIE ROTE COUCH DIGITAL: Video & Promotion Product highlight in a digitally conducted 90-second video interview on INDUSTR.com, including publication on YouTube and in two newsletter editions	2,980.–
CONTENT MARKETING IN NEWSLETTER	
Sponsored Post (Text image promotion)	1,400.–
Surcharge[1] **- placement/trade fair month***	plus 140.–/240.–
BANNER FORMATS IN NEWSLETTERS AND ON INDUSTR.com	
Newsletter Banner (1024 x 127 px)	1,400.–
Full Banner, Super Banner, (Wide) Skyscraper, Medium Rectangle	1,250.–
Halfpage Ad, Billboard Ad	1,890.–
Surcharge[1] **- placement/trade fair month***	plus 140.–/240.–

INDUSTR.com PACKAGES: CONTENT-2-CONVERSION	RATE
CONTENT Subscription Take advantage of our extensive content presence in the industry and find out who is reading what, when, and for how long.	4,490.–
LEADS Subscription Engage with your community and convert your content into leads.	7,490.–
THOUGHT LEADER Subscription Demonstrate thought leadership and innovation leadership in your target market.	14,990.–

INTERACTION, CONVERSION & LEAD MODULES	RATE
INDUSTRY.FORWARD EXPO	
Lead Package (Tech Session or Expert Talk incl. Leads)	4,990.–/5,990.–
additional Tech Session incl. Leads	1,290.–
DIRECT E-MAILING EDM	
Single-E-Mail-Shot (min. 3,000 Recipients)	1.20/Address
ON INDUSTR.COM	
Lead Campaign Design your own customized INDUSTR.com lead generation campaign in collaboration with our campaign experts	on request
Webinar	7,900.–
Hot Topic Editorially selected topic environment on INDUSTR.com incl. WhoVisited© tracking & conversion mailing (duration: 4 months)	7,850.–
Whitepaper	4,900.–

SELF-PUBLISHING PRESS RELEASES ON INDUSTR.COM	RATE
Corporate Publishing Flatrate 10 (10 press releases in 12 months)	2,600.–
Corporate Publishing Flatrate 25 (25 press releases in 12 months)	5,150.–

Rates in EUR, plus VAT; minimum booking volume: 2,000.–
[1]not AE-rebate eligible | *Trade fair months: Feb, Mar, Apr, May, Jun, Sep, Oct, Nov

Further information & data on our digital advertising formats can be found in our INDUSTR.com media kit: learn more.

ADVERTISING FORMATS & RATES – EVENTS

INDUSTRY.FORWARD NETWORK – BENCHMARKING, LEARNING, NETWORKING		
INDUSTRY.forward Network partnership up to 8 participations per year	**Management Roundtable** up to 4 participations per year	**Digital Innovation Partnership** up to 4 participations per year
19,990.–	9,900.–	9,900.–

INDUSTRY.FORWARD SUMMIT JUNE 30 AND JULY 1, 2027	RATE
PARTNER PACKAGES WITH CONTENT	
Topic table partners Put your topic in the spotlight: Become a topic table host!	on request
Topic boat partners Let‘s sail together on the Spree.	on request
Panel partners Your content on stage	on request
EXCLUSIVE PARTNER PACKAGES	
Pre Get Together partners Casual Event Warm-up	on request
Networking Evening partner Your Evening – Your Guests – Pure Networking	on request
SUPPORT INDUSTRY.FORWARD SUMMIT	
Supporting partner I Supporting partner Plus Make a difference as a conceptual supporter of the INDUSTRY.forward SUMMIT	on request

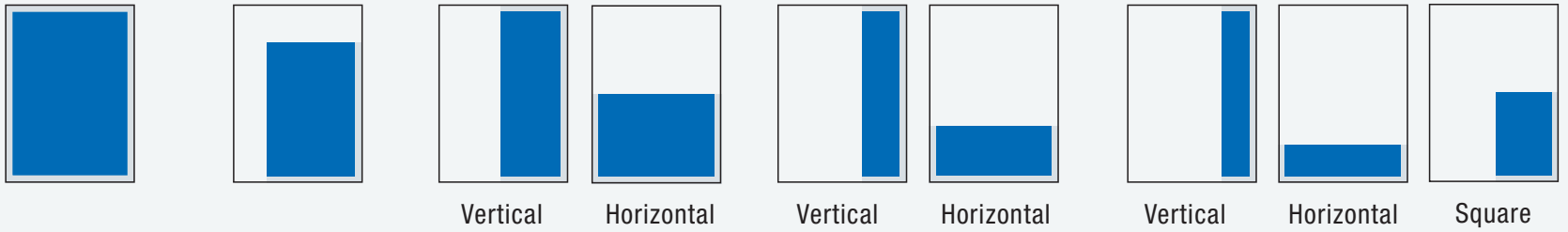
FREDDIE – THE INDUSTRIAL AI AWARD OCTOBER 20, 2027	RATE
Co Host Opening Keynote on Stage	on request
Category Ambassador I Category Ambassador Plus A speech honoring a category on stage	on request
Networking Partner Exclusive Branding for the Flying Dinner	on request
Supporting Partner Branding, get connected and make a statement	on request

ZUKUNFT.DEFENCE JUNE 3, 2027 & DECEMBER 2, 2027	RATE
Supporting partner I Supporting partner Plus Make a difference as a conceptual supporter	on request
Topic table partners Partner package with content	on request
Networking Partner Exclusive branding of a networking break (breakfast I lunch break I coffee break)	on request
Stage Partner For companies that want to position themselves as thought leaders in the defence dialogue	on request

Discover our INDUSTRY.forward formats at https://www.industry-forward.com

FORMATS & DATA – MAGAZINE & NEWSLETTER

STANDARD ADVERTISING FORMS



	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 A&D and in 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 note that for the advertisement **1/1 page** in the reference book HAKAHAKA the type area is 167 x 230 mm and the format in the bleed is 195 x 250 mm.
Please add 3 mm trim 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 address, 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 spot 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 trim incl. cutting marks on all pages.

Special regulation for print content marketing formats:
Please note that when booking content marketing formats in print editions, the copy deadline is brought forward and is the same as the editorial deadline.

INSERTS

Minimum format: any
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, DIN A4 on request.
Bleed bound-in inserts must be printed on FSC® certified paper by a certified printing company. 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

- Please send **banner** as png or HTML5 (preferred) file in RGB color mode in the size 1024 x 127 pixel 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. 750 characters to max. 1,500 characters incl. space
  - Heading max. 50 characters
  - Overline max. 30 characters
  - Teaser min. 160 characters to max. 260 characters
  - Image 960 x 540 px landscape format with 180 dpi Resolution with short caption
  - 3-5 matching keywords
  - Link to landing page

EDITORIAL CALENDAR – A&D MAGAZINE & WEEK NEWSLETTER

A&D – Topic Overview Magazine & Newsletter	
A&D Cover Topic	Current trends in a 360-degree view: Edge & Cloud Computing: HMI, IPC, Embedded Systems & Data Analytics I Self-Optimizing Factory: AI for Connected Manufacturing I The Future of Work in Manufacturing: Smart Robotics & Humanoid Robotics I Industrial Communication: SPE, Profinet, OPC UA, IO-Link, TSN, and others I Cyber Resilience in Manufacturing: Industrial Security, CRA & NIS2 I The Path to Autonomous Manufacturing: The Software-Defined Factory
A&D Special	Intralogistics I IIoT: IO-Link, SPE, Ethernet I Energy Monitoring & Energy Management I Cobots, Pick & Place, Grippers I Control Cabinet Technology & Connectivity Technology I Mobile Automation: Agricultural and Construction Machinery
A&D Industry Focus	Defence Manufacturing I Wood Processing I Battery Pack Production I Packaging Technology I Sheet Metal Fabrication & Metalworking I Medical Technology
Net Zero Industry	Additive Manufacturing, All Electric Society, Circular Economy, DC Technology, Decarbonization & Energy Recovery, Energy Efficient Solutions, Energy Efficiency, Energy Management, Energy Monitoring, Power Distribution, Cooling (Air Conditioning, Fans), Materials & Resources, Sustainability Strategies, Retrofitting, Regenerative Power, Power Supply, Supply Chain Innovation, Sustainability, UPS, Sustainable Production, Efficient Production, Carbon neutral Production, DC, Energy Recovery
Digital Factory	IIoT, AI, Data Analytics, Industrial Cloud, Manufacturing-X, Software-based Automation, Modular Machines, New Business Models, Industrial Metaverse Industrial Communication: Industrial Ethernet, Fieldbuses, OPC UA, TSN, Wireless LAN, Bluetooth, Mobile Communication, 5G, Remote Access & Monitoring, Sensor/Actuator Communication, Gateways, Switches, Network Components, SPE, IO-Link Industrial Software Solutions: Project Planning Software, MES, PDM, PLM, ERP, Industrial APPs, Software Services, Data Management, Data Analytics Smart Development: Digital Twin, Visualization, Simulation, Engineering Software, CAD/CAE, Programming Systems, Digital Product Pass Smart Maintenance: Condition Monitoring, Predictive Maintenance, Augmented Reality Smart Intralogistics (Automated Guided Vehicles) Control Technology: PLC, CNC, SCADA, HMI, Panels, Control, Industrial PC, Embedded Automation, Control, Edge Computing, Multitouch, Edge Devices, Displays
Factory Automation Solutions	**Drive Technology:** Motors, Drives, Frequency Converters, Motion Control, Fluid Technology, Drive Accessories, Servo Technology **Connectivity:** Connection Methods, Connectors, I/O Components, Terminal Systems, Cable Routing, Cables, Energy Chains **Handling:** Linear Technology, Conveyor Technology, Handling, Clamping & Gripping, Pick & Place **Machine Vision:** Industrial Image Processing, Quality Control, Inspection, Deep Learning, Thermography, Infrared, 3D Vision **Measurement Technology:** Data Acquisition, Inspection Technology **Robotics:** Lightweight Robots, Low Cost Robotics, Cobots, Heavy Industrial Robots, HRC, Mobile Robots, Service Robots, Robot Controllers, Robot Programming, Robot Services, Humanoid Robots **Safety & Security:** HRC, Emergency Stop, Safe Stop, Safety Network, Safety Control, Safety Sensors, Cyber Security, Firewalls, Security Software, Defense Strategies, Mobile Security, Guidelines & Standards, CRA, NIS2 **Control Cabinet Technology:** Control Cabinets, Industrial Enclosures, Power Supply, Unit Power Supply, Relays, Switches, Contactors **Smart Sensors:** Sensors, Encoders, Industrial Identification, RFID, Labeling, Sensors for Angle, Displacement, Distance

EDITORIAL CALENDAR – A&D MAGAZINE

ISSUE	FEBRUARY/MARCH	SPECIAL ISSUE	APRIL	JUNE
Publishing Date	**02/25/27**	**03/17/27**	**04/01/27**	**06/03/27**
E-Paper	02/24/27	03/16/27	03/31/27	06/02/27
Material Close	01/25/27	02/12/27	02/25/27	04/28/27
Ad Close	01/25/27	02/12/27	02/25/27	04/28/27
Copy Date	01/11/27	01/29/27	02/11/27	04/14/27
Trade Fair Focus	LogiMAT		HANNOVER MESSE	automatica
A&D Cover Topic	Edge & Cloud Computing: HMI, IPC, Embedded Systems & Data Analytics		Self-Optimizing Factory: AI for Connected Manufacturing	The Future of Work in Manufacturing: Smart Robotics & Humanoid Robotics
A&D Special	Intralogistics	**INDUSTRY.ZERO REPORT 2027** Solutions for climate neutrality and sustainability in industry Exclusive interviews, features, and deep dives with decision-makers and thought leaders from industry, trade associations, and the energy sector. **FOCUS TOPICS** Sustainable & Resilient Production I Circular Value Creation & Material Cycles I Smart Energy Ecosystems I Industrial AI & Process Optimization I Sustainable Supply Chains The INDUSTRY.zero REPORT will be available at the following trade fairs & events: **Hanover Fair** **INDUSTRY.forward SUMMIT** **The Smarter E Europe** **Achema** **SPS**	IIoT: IO-Link, SPE, Ethernet	Energy Monitoring & Energy Management
A&D Industry Focus	Defence Manufacturing		Wood Processing	Battery Pack Production
Net Zero Industry	Decarbonized Infrastructure & All-Electric Society --- Energy Monitoring & Energy Management		Energy-efficient Drives, Frequency Converters, Power Feedback --- Circular Economy & Retrofitting	Carbon-Neutral Production & Sustainability --- Power Supply & Energy Recovery
Digital Factory	Simulation, Digital Twin & AI-Based Engineering --- Security, VPN & Remote Access, Wireless		PLC --- MES/ERP, Data Management & Documentation	IPCs, Panels & HMIs --- Condition Monitoring & Predictive Maintenance
Factory Automation Solution	Track & Trace, RFID, Identification Technology, Labelling --- Motion Control, Servo Technology & Drive Technology, Frequency Converters		Encoders, inductive sensors, ultrasonic and proximity sensors --- Connectors, cable management, cables & energy chains --- Measurement & testing technology, quality assurance	Machine Vision, 3D Vision & Industrial Image Processing --- Safety: Safety Interlocks, Safety Sensors, Light Curtains, Light Barriers --- Handling & Linear Technology
Trade Fairs & Events	**Enforce Tac** 01.–03.03.27 **DSEI Germany** 09.–12.03.27 **LogiMAT** 16.–18.03.27 **embedded world** 16.–18.03.27		**Hanover Fair** 05.–08.04.27 **all about automation Wetzlar** 21.–22.04.27 **Control** 27.–30.04.27 **INDUSTRY.forward EXPO** 28.04–05.05.27 **SENSOR+TEST** 11.–13.05.27	**Zukunft.DEFENCE** 03.06.27 **The smarter E Europe** 08.–10.06.27 **automatica** 22.–25.06.27 **INDUSTRY.forward SUMMIT** 30.06.–01.07.27

griephan
EDITION 1.2027 –
Zukunft.DEFENCE
02/24/2027
LEARN MORE ON PAGE 17

EDITORIAL CALENDAR – A&D MAGAZINE

ISSUE	SEPTEMBER	OCTOBER	SPECIAL ISSUE	NOVEMBER
Publishing Date	**09/03/27**	**10/01/27**	**10/20/27**	**11/11/27**
E-Paper	09/02/27	09/30/27	10/19/27	11/10/27
Material Close	08/03/27	08/31/27	08/16/27	10/08/27
Ad Close	08/03/27	08/31/27	08/16/27	10/08/27
Copy Date	07/20/27	08/17/27	06/01/27	09/24/27
Trade Fair Focus	FACHPACK	it sa		sps smart production solutions
A&D Cover Topic	Industrial Communication: SPE, Profinet, OPC UA, IO-Link, TSN, and others	Cyber Resilience in Manufacturing: Industrial Security, CRA & NIS2		The Path to Autonomous Manufacturing: Software-Defined Factory
A&D Special	Cobots, Pick & Place, Grippers	Control Cabinet Technology & Connectivity Technology	**HAKAHAKA 2028** {Polynesian: open space} INDUSTRY.forward reference book. For forward thinkers and future makers. **FOCUS TOPICS:** The European Business Model Industrial AI Resilient Production Next Generation of Electronics Secure Supply Chains Smart Energy Future of Food & Beverage Edge AI & Embedded Intelligence Batteries & Storage Defence	Mobile Automation: Agricultural and Working Machinery
A&D Industry Focus	Packaging Technology	Sheet Metal Fabrication & Metalworking		Medical Technology
Net Zero Industry	Circular Economy ---- Control Cabinet Cooling, Fans, Air Conditioning	DC in Manufacturing --- Additive Manufacturing & 3D Printing		Power Distribution, Power Supply & UPS ---- Supply Chain Innovation
Digital Factory	Industrial Cloud, Remote Access & Remote Monitoring ---- Digital Product Passport & Digital Twin	Visualization, Operation & Monitoring ---- Gateways, Switches, Edge Devices ---- I/O Systems		Physical AI in Manufacturing ---- Smart Development ---- IIoT & Wireless Communication
Factory Automation Solution	Connectors, Cable Management, Cables & Energy Chains, Control Cabinets & Enclosures --- Machine Vision, 3D Vision & Industrial Image Distribution	Smart Sensors ---- Relays, Switches & Circuit breakers		Motion Control, Servo Technology & Drive Technology, Frequency Converters ---- Encoders, Sensors for Displacement, Angle, and Distance ---- Machine Safety
Trade Fairs & Events	**IAA MOBILITY** 07.–12.09.27 **FACHPACK** 21.–23.09.27	**it-sa** 05.–07.10.27 **Fakuma** 11.–15.10.27 **Blechexpo/Schweisstec** 26.–29.10.27 **INDUSTRY.forward EXPO** 25.–29.10.27	**INDUSTRY.forward SUMMIT 2028**	**Agritechnica** 14.–20.11.27 **MEDICA** 15.–18.11.27 **productronica** 16.–19.11.27 **SPS** 23.–25.11.27 **Zukunft.DEFENCE** 02.12.27

griephan
EDITION 2.2027 –
Zukunft.DEFENCE
10/13/2027
LEARN MORE ON PAGE 17

EDITORIAL CALENDAR – A&D WEEK NEWSLETTER 2027

MONTH	CW	DATE	TOPIC OF THE WEEK	TRADE FAIRS
January	1	05.01.	Highlights of 2026	
	2	12.01.	Machine Safety	
	3	19.01.	Remote Access	all about automation Berlin
	4	26.01.	Hardware & Software PLCs	all about automation Berlin
February	5	02.02.	Cables & Connectors	
	6	09.02.	Control Cabinets & Enclosures	
	7	16.02.	Drive & Servo Technology	all about automation Friedrichshafen
	8	23.02.	IPC & HMI	embedded world
March	9	02.03.	**A&Dspecial** Robotics March 2027	
	9a	04.03.	Trade Fair News	embedded world
	10	09.03.	Track & Trace: Ident	LogiMAT
	10a	11.03.	Trade Fair News	LogiMAT
	11	16.03.	Encoders	
	11a	18.03.	Trade Fair News	Hanover Fair
	12	23.03.	**A&Dspecial** Security March 2027	
	12a	25.03.	Trade Fair News	Hanover Fair
	13	30.03.	MES & ERP	Hanover Fair
April	14	06.04.	AI & Data Analytics	Hanover Fair
	15	13.04.	Connectors	all about automation Wetzlar
	16	20.04.	Inspection	Control
	17	27.04.	Smart Sensors & IO-Link	Sensor & Test
May	18	04.05.	Wireless	all about automation Heilbronn
	19	11.05.	Servo Technology	
	20	18.05.	Cables & Energy Chains	
	21	25.05.	Power Supply & Distribution	all about automation HH, The Smarter E
June	22	01.06.	Energy Monitoring & Management	The Smarter E
	23	08.06.	**A&Dspecial** Robotics June 2027	
	23a	10.06.	Trade Fair News	automatica
	24	15.06.	Industrial Image Distribution & Machine Vision	automatica
	24a	17.06.	Trade Fair News	automatica
	25	22.06.	Safety Sensors	automatica
	26	29.06.	Connectors	
July	27	06.07.	Motion Control	
	28	13.07.	IIoT	
	29	20.07.	**A&Dspecial** Security July 2027	
	30	27.07.	Operation & Monitoring	
August	31	03.08.	Connectors & Cables	
	32	10.08.	Drives & Frequency Converters	
	33	17.08.	Industrial Ethernet	
	34	24.08.	**A&Dspecial** Robotics August 2027	
	35	31.08.	Climate Control & Ventilation	all about automation Chemnitz
September	36	07.09.	Converter Technology	Fachpack
	37	14.09.	Displacement, Angle & Distance Sensors; Encoders	all about automation Graz
	38	21.09.	Testing Technology & Quality Assurance	EMO, all about automation D
	39	28.09.	**A&Dspecial** Security September 2027	
October	40	05.10.	AI	it-sa
	41	12.10.	**A&Dspecial** Robotics October 2027	
	42	19.10.	Remote Monitoring & Control	
	43	26.10.	Labelling	
November	44	02.11.	Mobile Automation	Agritechnica
	45	09.11.	Edge & Cloud Computing	SPS
	45a	11.11.	Trade Fair News	SPS
	46	16.11.	Engineering Software & Simulation	SPS
	46a	18.11.	Trade Fair News	SPS
	47	23.11.	Measurement & Testing Technology	SPS
	48	30.11.	**A&Dspecial** Security November 2027	
December	49	07.12.	Connectors	
	50	14.12.	Industrial Communication	
	51	21.12.	Software	

A&D@ INDUSTRY.ZERO REPORT

Solutions for climate neutrality and sustainability in industry

Exclusive interviews, features 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 added value creation possible.

11,000 Print Recipients & Trade Fair Visitors

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

19,000 E-Paper-Subscribers

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

LEARN MORE



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. However, its commitment is not limited to its own factory premises - it extends across the entire value chain and the entire life cycle of its products.

FOCUS TOPICS

Sustainable & Resilient Production | Circular Value Creation & Material Cycles | Smart Energy Ecosystems | Industrial AI & Process Optimization | Sustainable Supply Chains

VISIBILITY AND REACH

The INDUSTRY.zero REPORT addresses a specifically selected and highly relevant target group, including decision-makers, managers and thought leaders in the industry.
It is published together with the March 2027 issue of ENERGY and is available at the following trade fairs and events: **Hanover Fair, The Smarter E, ACHEMA, SPS and INDUSTRY.forward SUMMIT**.

By participating in the INDUSTRY.zero REPORT, you position your company as a pioneer for solutions for a climate-neutral and resource-saving future for industry.

A&D@ INDUSTRY.FORWARD HAKAHAKA 2028

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

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

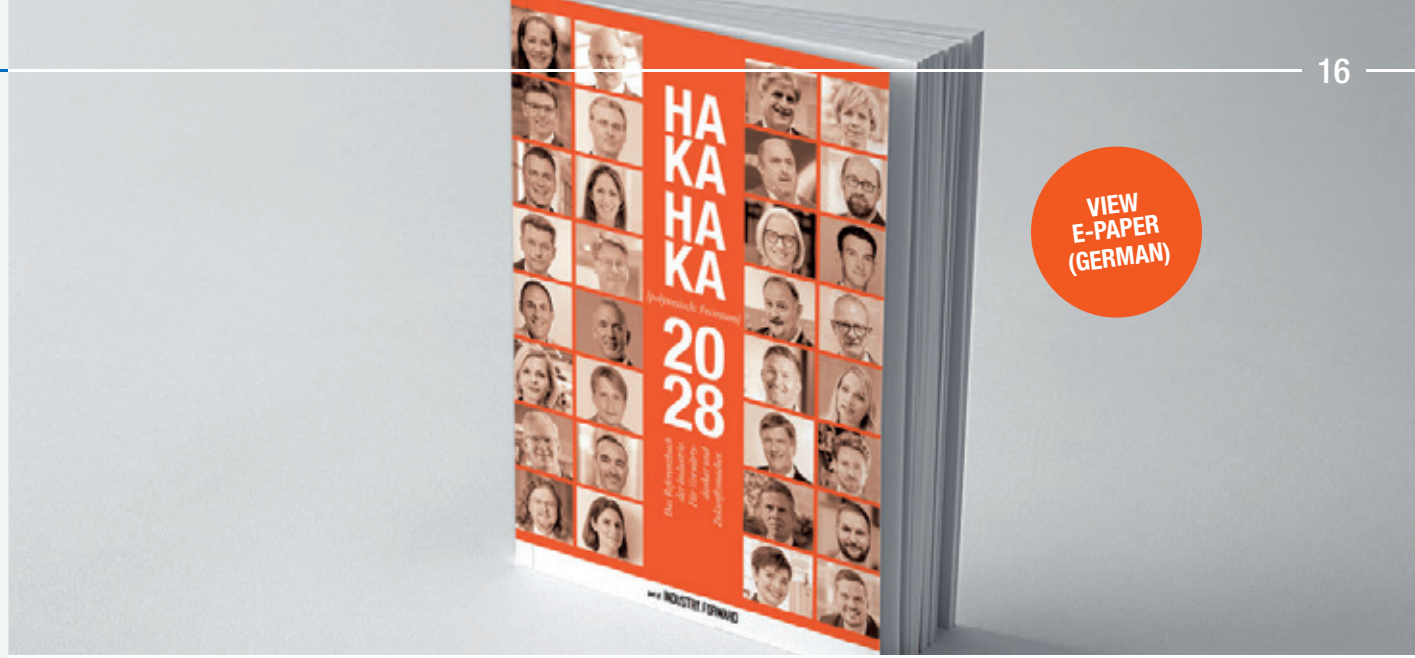
But who will shape the future of industry and its sectors? And how?

LEARN MORE

50 forward thinkers & future makers – 50 views and perspectives on and of change. Very personal, with plenty of room for inspiring and critical thoughts. And lots of good ideas.

8,500 handpicked Print Recipients
Executives & decision-makers in high-tech companies, in discrete manufacturing, process industry and industry-related service companies

20,500 E-Paper-Subscribers
Sending the e-paper to a selection of highly qualified decision-makers



VIEW E-PAPER (GERMAN)

INDUSTRY.FORWARD HAKAHAKA IS AN INVITATION:

To think along, to think ahead, but also to reflect. In addition, the reference book offers scope for forward-looking innovations and services. Readers will find companies, products and people that everyone should know!

Focus topics for the 2028 issue
The European Business Model | Industrial AI | Resilient Production | Next Generation of Electronics | Secure Supply Chains | Smart Energy | Future of Food & Beverage | Edge AI & Embedded Intelligence | Batteries & Storage | Defence

YOUR ADDED VALUE AS AN ADVERTISING PARTNER

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

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

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

GRIEPHAN EDITION – ZUKUNFT.DEFENCE

NEW BUSINESS MODELS FOR THE CIVILIAN INDUSTRY



Since 1964, griephan has been synonymous with information expertise in the field of national security and defence and enjoys a reputation as the industry leader. griephan Briefe provides weekly specialist and insider information on the equipment requirements of the Bundeswehr (German Armed Forces), from Bundestag committees, and analyses of the defence industry.

10,000
E-Paper Subscribers
Distribution of the e-paper to the Bundeswehr, the defence industry, as well as policymakers and consultants

1,500
Print Recipients & Trade Fair/Conference Visitors
DSEI | Enforce Tac | DVZ Defence Logistics Conference | Airtec | Zukunft.DEFENCE | Military Schengen | Maritime Convention

LEARN MORE

BE VISIBLE NOW, WHEN NEW BUSINESS AREAS ARE EMERGING, INDUSTRY PARTNERS ARE BEING SOUGHT AND SUPPLY CHAINS ARE BEING ESTABLISHED.

Against the backdrop of a changing security policy environment, the question of how civilian value creation, technological expertise, and industrial capacities will be integrated into the realm of comprehensive national security in the future is becoming a key issue for the years ahead. With a series of events and two griephan editions (February and October 2027), Zukunft.DEFENCE establishes a media platform to foster dialogue and cooperation between civilian industry, the Bundeswehr, political decision-makers, and the defence industry.

CORE QUESTIONS

SITUATION & ASSESSMENT
Germany's current security landscape and the implications for industry and economic growth.

CAPACITY & RESILIENCE
How industrial capabilities and technological innovations can strengthen resilience.

COLLABORATION & OUTLOOK
Exploring the new state-industry partnerships needed for the future.

griephan Edition 1.2027 – Zukunft.DEFENCE
PD: 02/24/2027 | CD: 02/01/2027

griephan Edition 2.2027 – Zukunft.DEFENCE
PD: 10/13/2027 | CD: 09/20/2027



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.

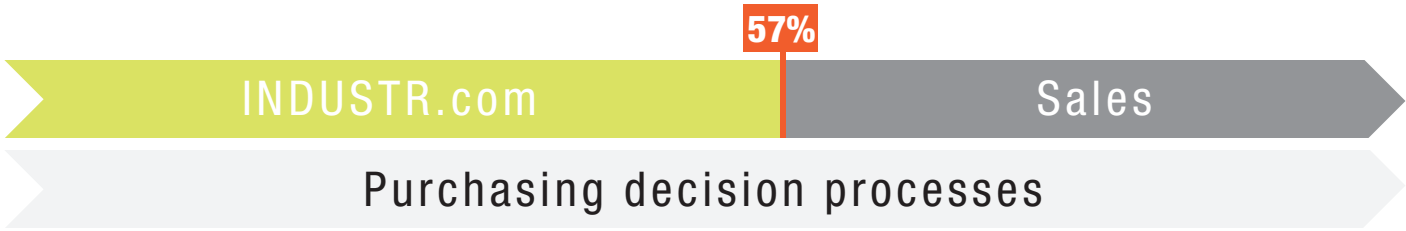
Source: Roland Berger

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

The „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. Purchasing processes begin with the sourcing of information on neutral platforms – such as those we make available to the industry with INDUSTR.com and our media brands, independent of suppliers.

For industrial markets, INDUSTR.com is serving the first 57% of the purchasing decision process!



INDUSTR.COM – THINKING AHEAD IN INDUSTRY

As part of the INDUSTR.com industry platform, A&D provides direct access to decision-makers and experts—precisely when investment decisions are being prepared. INDUSTR.com not only ensures reach and branding in your target group, but also secures your future visibility through SEO and AI relevance.



Network

As a cross-media industry platform, INDUSTR.com combines specialist editorial content, digital media formats, and target group-oriented distribution. With over 3 million active contact points annually, INDUSTR.com focuses on the manufacturing industry (A&D), the process industries, and the market segments of electronics & electrical engineering and energy & energy technology.

Technical articles, product information, videos, and white papers relevant to machine and plant engineering and industrial automation are accessed 255,000 times per year* on INDUSTR.com. As part of INDUSTR.com, A&D provides direct access to decision-makers and experts in the manufacturing industries – exactly when and where they are preparing their investment decisions.



Knowledge

High relevance and reach: INDUSTR.com is the leading content and analytics platform for industry. With more than 30 years of experience as a curator and publisher of content for high-tech markets, the specialist media publisher publish-industry pools over 40,000 articles, videos and white papers on INDUSTR.com, which are read more than 1.3 million times a year.

The close-knit network of INDUSTR.com experts reaches deep into the industry. Their high level of industry and technical expertise forms the foundation for pioneering media brands (A&D, E&E, ENERGY, P&A and INDUSTRY.forward) with a variety of successful print, online and event channels. Highly qualified communications professionals use all the tools of modern digital and analog communication to reach decision-makers and technical experts in a targeted manner.



Business

INDUSTR.com creates content-driven brand awareness and relevance for providers among the target group, reaching them as early as the orientation and information phase of the purchasing decision process – providing direct access to active information seekers.

Additional INDUSTR.com analytics functions and data mining form the basis for content-driven lead generation and business development. If you want to be visible today, you need to be present where decision-makers are looking for solutions. As a professional portal, INDUSTR.com not only ensures reach and branding in your target group, but also secures your future visibility through its SEO and AI relevance.

* matomo: users A&D relevant content Evaluation period: July 2025 - June 2026

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.

CONTENT

Take advantage of our extensive content presence in the industry and find out who is reading what, when, and for how long.

essential functions:

Brand Awareness

- ✓ Company logo on INDUSTR.com
- ✓ Company landing page on INDUSTR.com
- ✓ ø 22,000 Brand Visibility p.a.

Content

- ✓ Content publications on INDUSTR.com with up to 12 publications/year
- ✓ Content publications in the newsletter with up to 12 publications/year
- ✓ Content Monitoring

SEO/GEO

- ✓ Editorial team
- ✓ Keywords
- ✓ Backlinks

Data Mining – who is reading what, when, for how long?

- ✓ WhoVisited-Tracking
- ✓ Identified Companies

Content Analytics

- ✓ Analytics Dashboard
- ✓ Benchmarking: How are your competitors performing?
- ✓ Success Monitoring

Support

- ✓ Set-up & maintenance service
- ✓ Support via phone
- ✓ Express mailbox to the INDUSTR.com newsdesk
- ✓ Training: INDUSTR.com Analytics Dashboard

CONTENT

4,490.– EUR p.a.*

RECOMMENDED

LEADS

Engage with your community and turn your content into leads.

additional to CONTENT:

Content

- ✓ 20-minute tech session at the INDUSTRY.forward EXPO (spring or fall)
- ✓ Expert moderation of the presentation by a publish-industry content expert
- ✓ Followed by a 10-minute Q&A session with the community

Leads

- ✓ Contact information for tech session participants as GDPR-compliant leads
- ✓ ø 60 Leads

Marketing

- ✓ Invitation, Announcement and Reminder Emails
- ✓ Session Feature on LinkedIn
- ✓ Promotion on INDUSTR.com
- ✓ Newsletter Coverage

CONTENT + LEADS

7,490.– EUR p.a.*

THOUGHT LEADER

Demonstrate thought leadership and innovation leadership in your target market

additional to CONTENT & LEAD:

Exclusive Topic Partnership

- ✓ Hot Topic channel on INDUSTR.com: An editorially curated, cross-vendor topic channel with your branding
- ✓ Topic partner branding at the INDUSTRY.forward EXPO (spring or fall)

Data Mining – who is reading what, when, for how long?

- ✓ WhoVisited tracking for all topic-relevant articles in your Hot Topic channel
- ✓ Identified Companies for all topic-relevant articles in your Hot Topic channel

Content Analytics

- ✓ Analytics Dashboard – Extended

Leads

- ✓ Contact information for participants in your session and all sessions relevant to the topic, as GDPR-compliant leads
- ✓ ø 140 Leads

Interaktion

- ✓ Exclusive email campaign to 3,000 newsletter subscribers with a link to your tech session recording & topic partnership

CONTENT + LEADS + THOUGHT LEADER

14,990.– EUR p.a.*

*Subscription term: 12 months, with automatic renewal; can be canceled at any time.

CONTENT MARKETING ON INDUSTR.COM

Your expertise in the right environment – visible, credible, successful

With the content marketing formats on INDUSTR.com and in seven different editorial newsletters, industrial companies present their expertise directly in the relevant specialist field. Exciting technical articles, best practices, and success stories – this is how effective content is created that generates visibility, reach, and trust among the key target groups.

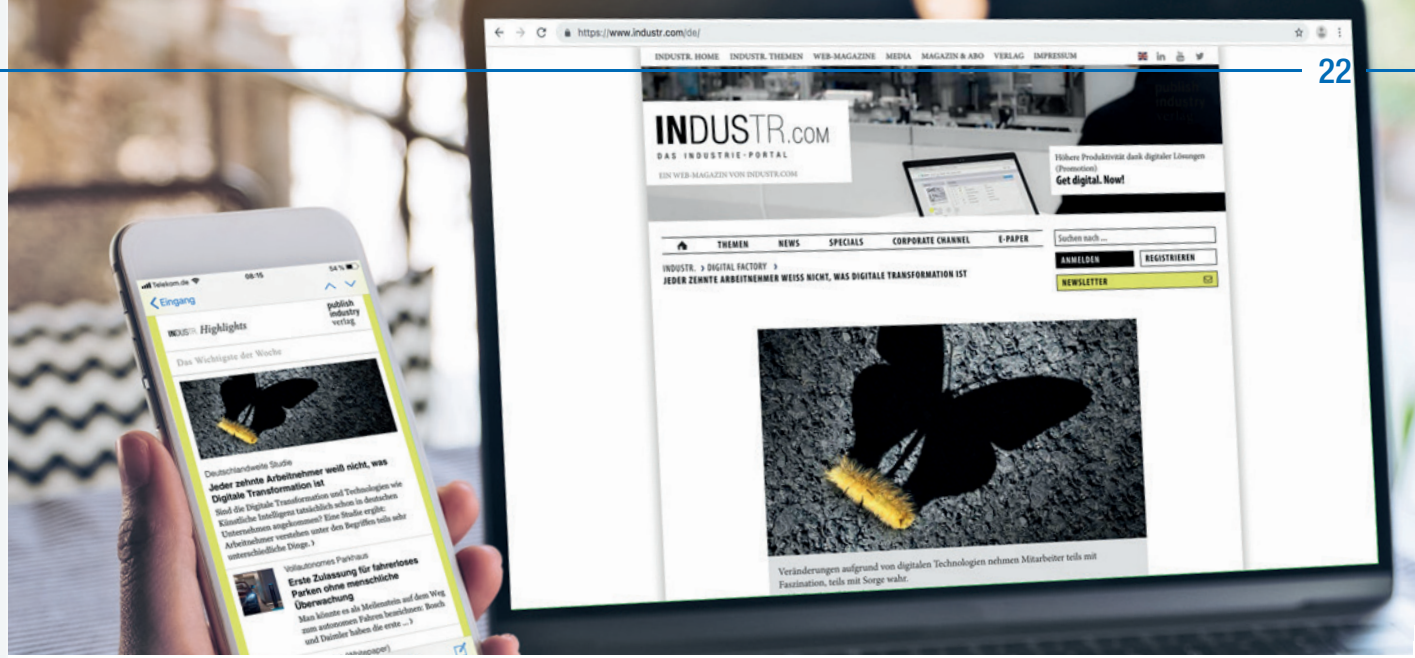
	COVER PAGE SPONSORSHIP – MAXIMUM VISIBILITY!	PRODUCT OF THE MONTH – YOUR HIGHLIGHTS IN THE SPOTLIGHT!	VIDEO PROMOTION – MAKE A LASTING IMPACT AND STAY TOP OF MIND!
EXAMPLE			
DESCRIPTION	Web magazine cover image with a linked feature article	An article about a best-practice example, a success story, or a photo gallery featuring a product or product line	The world is going video! Presentation of an interesting product or a successful product line in the form of a submitted video clip
SCOPE			
MEDIA	Header image and approx. 3–5 images submitted by the client	up to 5 submitted images	approx. 3 minutes runtime
CONTENT	Submitted article; 5,000–8,000 characters	Captions for each image Submitted article; up to 3,000 characters	Submitted video clip Submitted article; up to 3,000 characters
MEDIA SERVICES			
DURATION	1-month feature in the header section of the web magazine 12 months of articles in the content section and company channel	1-month feature on the web magazine's homepage 12 months of photo gallery in the content section and company channel	1-month feature on the web magazine's homepage 12-month video feature in the content section and on the company channel
PROMOTION	Includes 3 newsletter content posts		
RATE (PLUS VAT)	3,064 €	2,373 €	2,373 €

Please email your materials two weeks before publication to: sales@publish-industry.net. Please submit graphic files as PNG or HTML5 (preferred) files in RGB color mode.

CONTENT MARKETING: SPONSORED POST

Your expertise in the right context—as an online article and a teaser in the newsletter.

7,650 recipients per mailing* | 26% opening rate*



HERE'S HOW IT WORKS

Determine topic and target audience
Submit the article
Editorial quality check
Publication on INDUSTR.com
Newsletter distribution
Reporting

Sponsored posts combine the reach of our established trade media with the professional relevance of high-quality content, while offering you the opportunity to reach your target audience in an effective, measurable, and sustainable way.

Your article will appear permanently as a labeled trade article on INDUSTR.com and will be featured in our newsletter via an eye-catching image and text teaser.

TIP from our editorial team: Develop content that is relevant, practical, understandable, and clearly tailored to your target audience—while subtly but consistently guiding readers toward your service offerings.

We're here to support you: Every article is reviewed by our content specialists to ensure the greatest possible value for readers and, consequently, the best possible visibility for you.

Reporting included: open and click-through rates, clicks, and article views.

BOOK AS A BUNDLE AND SAVE MONEY

SINGLE/BUNDLE	RATE	UNITE RATE	SAVINGS
1 Sponsored Post	1,400 €	1,400 €	0%
4 Sponsored Posts	4,480 €	1,120 €	20 %
6 Sponsored Posts	6,048 €	1,008 €	28 %
8 Sponsored Posts	**7,280 €**	**910 €**	**35 %**

An additional fee may apply per sponsored post:

Placement fee: 140 €
Trade fair month fee: 240 €

*Average figures from the A&Dweek newsletter, 2026.

NEWSLETTER OVERVIEW

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

INDUSTR.COM-HIGHLIGHTS

The highlights and most-read articles of the week summarized

17,950 Subscribers | Opening Rate: 32% | Click Rate: 26.5% | Dispatch days: Friday + Sunday

	INDUSTRY.forward Briefing	Zukunft.DEFENCE Briefing	FREDDIES Industrial AI Briefing	A&Dweek	P&Aweek	E&Eweek	ENERGYweek
Dispatch Day	every second Thursday of the month	every fourth Thursday of the month	Wednesday, every 14 days	Tuesday	Monday	Monday	Tuesday
Alignment	Strategies, innovations, and topics that are shaping the industry's transformation and future	Needs, procurement channels, framework conditions, business opportunities, cutting-edge technologies and products at the component and solution levels.	AI Applications in the Manufacturing Industry: Innovations, Solutions, and Services—Needs, Pain Points, and Upcoming Investments	Trends & Innovations along the entire Automation Value Chain	Technical 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, and heads of development	Key players from the civilian and defence industries, as well as procurement officials and the armed forces	Digital Transformation and IT Managers, Production Managers, Business Development, Research & Development, Product Management	Decision-makers in machinery 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	Civil-Military Cooperation, Procurement & Contracting Procedures, Dual-Use Technologies, Electronic Warfare, Drones & Unmanned Systems, Sensors & Reconnaissance, Defence Communications, Resilience & Crisis Preparedness, Defence Startups & Scale-ups, Capital and Financing, Supply Chains & Production Networks, Production Automation, Contract Manufacturing, Security, Law & Regulation	Customer Experience, Process Excellence, NextGen AI, Sustainability through AI, Transformation, Models & Technologies, Development Tools & Prototyping, No- and low-code	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, Powders & Bulk Materials	Embedded & Microprocessors, Power & Power Electronics, Development Tools & Prototyping, Components, Connection Technology, Packaging & Cooling Technology, Distribution & Services, Displays & HMI Components, Measurement Technology, 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	11,350	8,500*	4,700*	7,650	6,500	9,000	7,490
Opening Rate	29%	26%*	22%*	26%	23%	25%	27%
Click Rate	23%	22%*	20%*	22.2%	21%	22.1%	23.5%

* New for 2027. Estimated values based on empirical data



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 to 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 content“ we provide specific statements about all readers’ transactions (WhoVisited© tracking). You receive relevant information about the interest of the audience in your content and related content. You benefit from data and analytical findings on the 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 persons into a 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, opinion/topic leadership

In cooperation, we determine the mission, goals and KPIs in strategic workshops. Leads are defined in close consultation with you and your 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 process of the campaign. The campaign is controlled and played out by publish-industry.



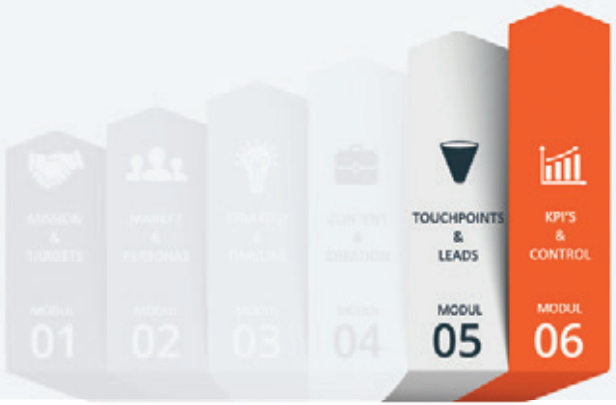
Campaign
Customized, cross-media campaigns

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.

publish-industry is running & aligning your campaign.



Smart Campaign
Pre-designed digital campaign packages

Target: Interaction, Leads

No effort required on your part! With smart campaign options such as **webinars, white papers, INDUSTRY. forward EXPO, and Hot Topic Partners,** we offer you a variety of pre-designed and ready-made campaign packages for marketing and lead generation.

We combine target group-focused marketing via various media brands and channels with an interaction module for lead generation.
publish-industry is hosting, running & aligning your campaign



INDUSTRY.FORWARD EXPO

THE DIGITAL INDUSTRY CONFERENCE

April 28–May 5, 2027, and October 25–29, 2027

Technology, change, future – smart solutions for industry.

INDUSTRY.forward EXPO is THE digital industry conference that brings together decision-makers, specialists, and technology providers from the industrial value chain twice a year in a virtual setting. The aim is to work together to find answers to the pressing questions of industrial transformation and to highlight concrete solutions for a climate-neutral future.

As a partner, you can actively use INDUSTRY.forward EXPO for awareness, lead generation and business development in the industry.

NEW INTERVIEW FORMAT:
The 20-minute expert talks with our editors-in-chief.

12 successfull issues

130+ Strategy & Tech Sessions 2025 & 2026

LEARN MORE

YOUR VALUES AS A PARTNER

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

COMPETENCE
The conference provides companies with a stage for innovations, technologies and relevant topics and issues relating to the future of the industry

INTERACTION
Different thematic meeting places, moderated by content specialists, as relevant touchpoints for industrial companies: Q&A with all participants, chat, direct contact options

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

FLEXIBILITY
All sessions will be livestreamed and will be available online for on-demand viewing after the conference ends (INDUSTR.com, YouTube)

INDUSTRY.FORWARD NETWORK

NETWORKING, LEARNING, BENCHMARKING



The INDUSTRY.forward network connects top level decision makers from various companies and industries. It provides a platform where participants can discuss shared challenges in an open, personal, and discreet manner while building a personal network.

We invite you to become a member of this exclusive network and participate in select events within the various network groups: **Digital Innovation Partnership** and **Management Roundtable.**

Please contact us if you are interested in joining the INDUSTRY.forward network.

MANAGEMENT-ROUNDTABLE

THE TOP MANAGEMENT NETWORK IN THE INDUSTRY

THE NETWORK

Management Roundtable membership involves cross-company exchanges among top and middle management from industrial companies to ensure successful strategic alignment.

TOPICS

STRATEGY.agenda

Direction – Where are we headed?

#Geostrategy #BusinessModel #Portfolio #Investment #Competitiveness #MadeInEurope

TECH.impact

Execution – How are we performing?

#AI #TechnologyLeadership #Innovation #Operations #ROI

LEADER.ship

Attitude – How do we lead?

#VUCA #Change #(China-)Speed #Culture #Values

PARTICIPANTS

CEO | Managing Director | Senior Vice President | Member of the Management Board | Executive Board Member

DIGITAL INNOVATION PARTNERSHIP

THE NETWORK FOR INDUSTRY EXECUTIVES

THE NETWORK

Membership in the Digital Innovation Partnership includes cross-company networking for executives in sales, marketing, business development and innovation, aimed at successfully securing and further developing business models and customers in industrial companies.

TOPICS

FUTURE.business

Business Models –
How do we secure and develop our (core) business?

#BusinessModelInnovation #Portfolio #Prioritization #TimeToValue #Collaboration

NEXT.sales&marketing

Growth – How do we acquire, retain and develop customers?

#Markets #NewCustomers #Loyalty #Brand #MarketingAutomation #GoToMarket

PARTICIPANTS

Head of Sales | Head of Business Development | Head of Marketing | Manager Corporate Strategy | Head of Sales Excellence | Head of Marketing Communication

INDUSTRY.FORWARD SUMMIT

THE FUTURE CONFERENCE OF THE INDUSTRY

June 30 and July 1, 2027 | Berlin



Keynote speech by Thomas Böck, CEO of Festo, at the INDUSTRY.forward SUMMIT 2026

LEARN MORE

Decide. Act. Grow.

The INDUSTRY.forward SUMMIT is the industry's future-focused conference for top and middle management, as well as business leaders at medium-sized industrial companies who make decisions regarding strategy, investment, and transformation.

Key Topics for 2027:
Business Model.EUROPE | Tech.IMPACT | Growth.MARKETS

140+
Participants

30+
Speakers

100+
Companies

INDUSTRY.FORWARD SUMMIT
DIE ZUKUNFTSKONFERENZ DER INDUSTRIE

YOUR ADDED VALUE AS A PARTNER

PERSONAL CONTACTS
In a personal atmosphere, build valuable, business-relevant connections with top-tier decision-makers from successful industrial and family-owned companies.

LEAD GENERATION
You'll receive participants' contact information with their opt-in consent.

NETWORKING & EXCHANGE
Thematic meet-ups, CEO keynotes in TED format, 3 panels, interactive sessions (6 topic tables, 3 topic boats), and extensive networking opportunities (pre-event get-together, networking evening and breaks) facilitate in-depth exchanges.

BRANDING
Awareness across all publish-industry channels: LinkedIn, INDUSTR.com, industry-forward.com, invitation mailings, editorial newsletters, magazines, YouTube, onsite, highlight video, and sponsored content in our media brands A&D, P&A, ENERGY, and E&E, your logo placement in the right context.

Here's what participants at the INDUSTRY.forward SUMMIT 2026 had to say:
"The INDUSTRY.forward SUMMIT is a must-attend event for German SMEs!"
"Once again, this was a great platform for constructive discussions!"
"A space for exchange has been created here that is so rare. And one that is becoming increasingly important, especially now."

FREDDIE

THE INDUSTRIAL AI AWARD

October 20, 2027 | Munich



The 2026 FREDDIE Award Winners

LEARN MORE

publish-industry and UnternehmerTUM are selecting the AI champions of Germany's manufacturing industry for the third time!

→ A showcase of implemented AI use cases
→ Live in action in the industry
→ With measurable impact

JURY: The independent, interdisciplinary jury consists of representatives from the Fraunhofer Institute, the University of St. Gallen, the Munich Center for Machine Learning and UnternehmerTUM.

AWARD CATEGORIES:
Customer Experience | Process Excellence | NextGen Industrial AI | Sustainability by AI | Transformation Mindset | Game Changer

70+ Applicants
35 Nominees
120 Participants

YOUR ADDED VALUE AS A PARTNER

YOUR CONTENT FOR THE INDUSTRY
As a Category Ambassador, you will give the laudatory speech on stage participate in the winners fishbowl discussion and position yourself as a strong partner to the industry through networking.

LEAD GENERATION
You will receive the contact details of the submitters and participants with opt-in.

COMMUNITY BUILDING
You are now part of the FREDDIE Industrial AI Award initiative and a member of the FREDDIE community.

AWARENESS & BRANDING
Exclusive visibility as a partner (website, mailings, social media, newsletters, and onsite). You position yourself as a strong partner to the industry.

EXCLUSIVE TARGET GROUP
All applicants, their CEOs, and leading industry CEOs invited on an invite-only basis will attend the awards ceremony.

"Now is the time to showcase the most outstanding AI applications in the manufacturing industry and honor the people behind them!"

ZUKUNFT.DEFENCE

TOGETHER FOR SOVEREIGNTY & SECURITY IN EUROPE

June 3, 2027 and December 2, 2027 | Dusseldorf

Zukunft.DEFENCE is the twice-yearly specialist conference for civilian industrial companies considering new business models in the security and defence sector.

It serves as the central platform for dialogue between the civilian sector, the security and defence industries, and the Bundeswehr (German Armed Forces) as a procurer.

The conference's objectives are to identify needs, procurement channels, framework conditions, realistic business potential, and limitations, as well as to foster partnerships.

250 Participants

35 Speaker

170 Companies



Zukunft.DEFENCE conference

LEARN MORE

YOUR ADDED VALUE AS A PARTNER

VISIBILITY & POSITIONING

You'll position yourself among industry decision-makers who are actively preparing to enter the defence market (strategy, business development, sales).

LEAD GENERATION

You'll receive the contact information of participants who have opted in.

NETWORKING & CONTACTS

You'll strengthen your network and establish new strategic contacts. Interaction and networking sessions provide opportunities for concrete follow-up discussions.

"The conference offers an excellent platform for in-depth discussions on current developments, challenges, and opportunities in the defence sector."

Initiators:

publish industry verlag · INDUSTRY.FORWARD NAVIGATE THE CHANGE · griephan · DVV Media Group · RHEINISCHE POST

TRADE FAIRS 2027

Would you like to position yourself as a potential solution provider and draw attention to your trade fair highlights?

A&D creates highly relevant editorial environments around the following industry meeting places. Take advantage of these and make the most of your opportunities in 2027: **LogiMat, Hanover Fair, automatica, Fachpack, it-sa and SPS.**

Our A&D content specialists recommend:

Content marketing in B2B is a strategic tool for sustainably increasing visibility and trust – perfect for positioning and thought leadership in the run-up to trade fairs (INDUSTR.com/Magazine/Newsletter: Product of the Month, Storyboard, Cover Image Sponsorship, and much more).

Lead generation starts before you even get to the trade fair stand! Even before the trade fair begins, you can generate high-quality, valuable contacts with our specialist media (INDUSTRY.forward EXPO | White papers | Webinars).

The world is going video! In B2B, videos are not just short-term eye-catchers, but strategic content assets. A live interview at your trade fair booth as a video can be used multifunctionally in the long term, conveys credibility, creates trust, and sticks in the memory (DIE ROTE COUCH – see page 32).

LogiMAT

Print + E-paper
A&D Magazine February/March

Newsletter
A&Dweek 10, 10a

automatica

Print + E-paper
A&D Magazine June

Newsletter
A&Dweek 23a, 24, 24a, 25

it sa
HOME OF IT SECURITY

Print + E-paper
A&D Magazine October

Newsletter
A&Dweek 40

HANNOVER MESSE

Print + E-paper
A&D Magazine April
P&A Magazine February
ENERGY Magazine March
E&E Magazine March
griephan Edition 1.2027
INDUSTRY.zero REPORT 2027

Newsletter
A&Dweek 12a, 13, 13a, 14
P&Aweek 13
ENERGYweek 13a
E&Eweek 11a

FACHPACK

Print + E-paper
A&D Magazine September
P&A Magazine September

Newsletter
A&Dweek 36
P&Aweek 37a

sps
smart production solutions

Print + E-paper
A&D Magazine November
P&A Magazine November
ENERGY Magazine November
E&E Magazine November
INDUSTRY.zero Report 2027
griephan Edition 2.2027

Newsletter
A&Dweek 45, 45a, 46, 46a, 47
P&Aweek 45, 46
ENERGYweek 44a
E&Eweek 46

DIE ROTE COUCH



DIE ROTE COUCH

TECHNOLOGY TALKS ON PRODUCTS THAT MAKE A DIFFERENCE

embedded world, The Smarter E, ACHEMA and SPS

publish-industry invites you:
Present your product highlight in a 90-second video interview

THE WORLD TAKES VIDEO
In B2B, videos are more than a short-term attention grabber—they're a strategic content asset.

YOUR BENEFITS
A live video interview at your trade show booth can be repurposed across channels over the long term. It conveys credibility, builds trust, and makes a lasting impression.

Package price: EUR 2,980

Optional add-ons:
English voice-over: EUR 1,230
White-label version: EUR 1,090

DIE ROTE COUCH

DIE ROTE COUCH PACKAGE

VIDEO PRODUCTION

– Record a video interview in the live atmosphere of the trade show, right at your booth. Total time at your booth: approximately 30 minutes, including a pre-interview briefing, the recorded interview, and photos. No preparation is required on your part.
– Editing and delivery of the finished video interview, including all usage rights, the following day.

MEDIA SERVICES

– Social media: LinkedIn post on the INDUSTRY.forward channel and availability of the video interview on YouTube
– Online: Video interview featured for 12 months on INDUSTR.com's "DIE ROTE COUCH" landing page
– Newsletter promotion: Timed to align with relevant trade shows, promoting your video to your target audience
– Print: Your video interview featured as a product spotlight, with text and photos, in one of our magazines (A&D | E&E | ENERGY | P&A), or as a magazine insert in "DIE ROTE COUCH"

DIE ROTE COUCH: 2027 TRADE SHOWS

In 2027, our editorial and video teams will be on site at the following events:
embedded world | The Smarter E Europe | ACHEMA | SPS

DIE ROTE COUCH DIGITAL

Need high-quality content outside of trade show season? Showcase your product highlight in a professionally produced 90-second video interview, recorded remotely. Includes publication on INDUSTR.com and YouTube, plus placement in two relevant newsletter editions.

SUCCESSFUL COMPANIES USE OUR ECOSYSTEM TO GROW THEIR BUSINESS IN THE INDUSTRY



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