



The Technology and Practice Oriented Brand for
Automation Technology and Electrical Engineering



etz

The brand etz includes the following products:

- the professional journal etz elektrotechnik & automation as technology and practice-oriented magazine for automation and electrical engineering with the topics: "Discrete Manufacturing & Machine Automation", "Process Automation & Energy Automation", "Drive Engineering & Switching Technology", and "Components & Periphery",
- the special editions "Components for the Control Cabinet", and "SPS smart production solutions",
- the etz.de channel on the smart-production.de portal,
- the monthly published etz-newsletter (+ special editions),
- the etz@tour,
- the virtual webinar formats etz Business Talk and Best of Days.



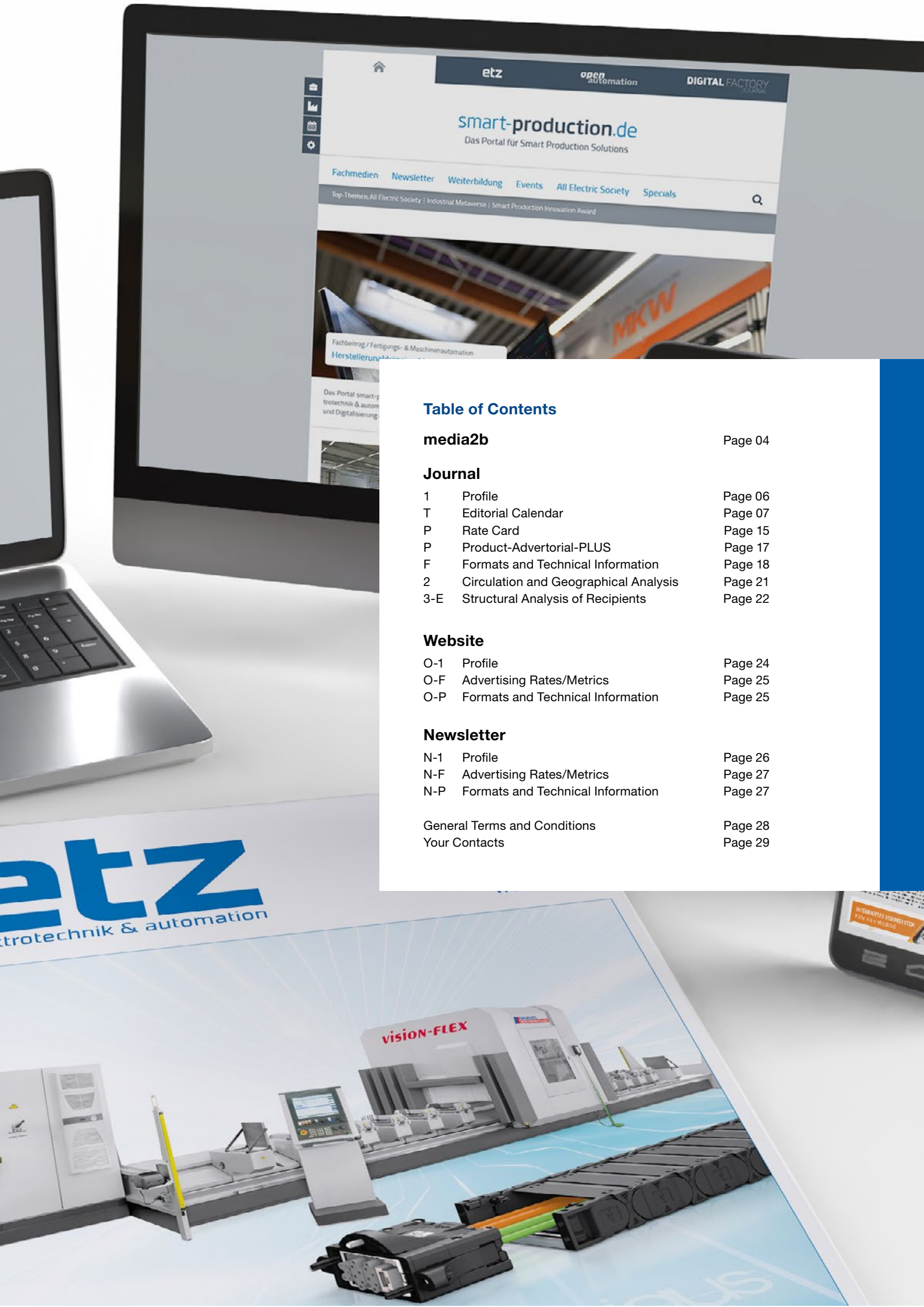


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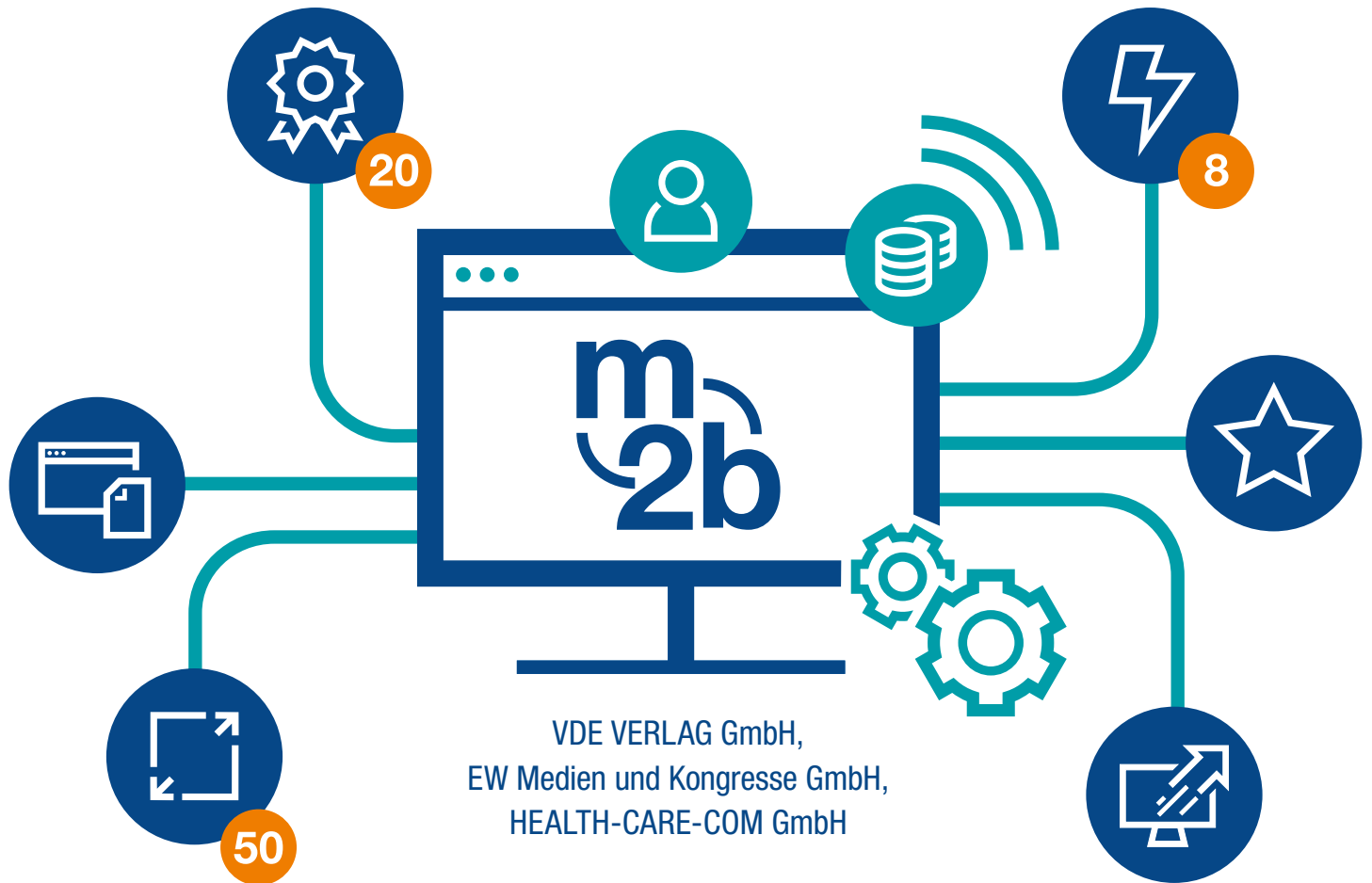
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media2b

The media network for your B2B marketing



media2b is the media network for successful B2B marketing in eight sectors.

The portal bundles the services of the leading media of VDE VERLAG GmbH, EW Medien und Kongresse GmbH and HEALTH-CARE-COM GmbH and offers a variety of advertising formats for optimal lead generation and the efficient use of media budgets. Strategic and conceptual consulting is also included in addition to pure media services in the group of companies' network.

www.media2b.de



Twenty brands

avn. – allgemeine vermessungsnachrichten, building & automation, Digital Factory Journal, EHEALTHCOM, energie.de, et – Energiewirtschaftliche Tagesfragen, etz elektrotechnik & automation, EUROHEAT&POWER, ew – Magazin für die Energiewirtschaft, EW Medien und Kongresse, gis.Business, gisPoint.de, gis.Science, netzpraxis, openautomation, smart-production.de, StE – Steuern der Energiewirtschaft, Sonne Wind & Wärme, VDE VERLAG, VDVmagazin, Wichmann Verlag



Diverse channels

Print, web, newsletter, videos, podcasts, social media, etc.



Customized advertising formats

Almost 50 different advertising formats from advertorials to junior pages and wallpapers



Eight sectors

Electrical engineering, energy, automation & drive technology, e-health & medical technology, digitalization & information and communication technology, heating, ventilation, air conditioning and refrigeration technology, geo-IT & geodesy, building technology



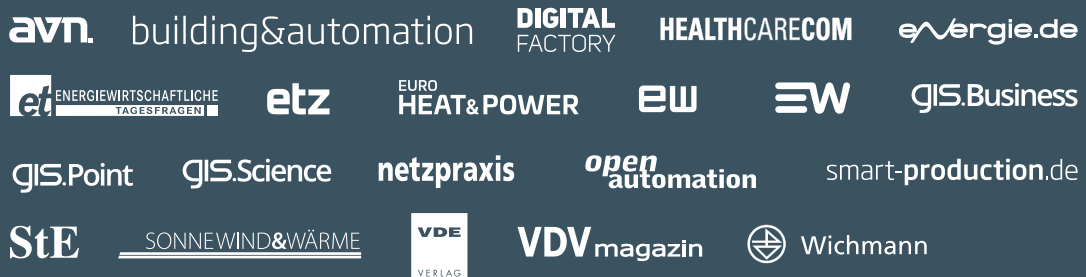
Events

Trade fairs, congresses, exhibitions and sponsorship



Agency services

Full-service offerings for the development and implementation of your B2B communication campaigns

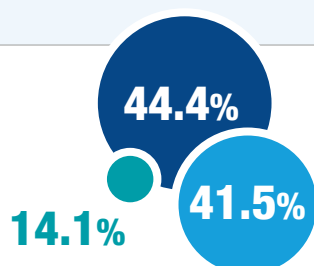




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1 Title	etz elektrotechnik & automation	
2 Short Summary	etz is published monthly with 4 special editions and offers information on electrical engineering, automation and drive technologies, energy and process automation, test and measurement as well as switch cabinet construction in a technology and practice-oriented way. Besides the technical and application oriented articles, interviews, and product news, the journal gives valued information on a regular basis on all electrotechnical safety standards and drafts. etz has one of the highest percentage of subscribers of all journals in German targeting the market of industrial electrotechnical and automation technology.	
3 Target Group	etz provides engineers and technicians in the field of discrete manufacturing & machine automation, electrotechnical and supply industry with valuable information as a basis for the decision making processes in their professional field.	
4 Publication Frequency	monthly plus 4 special issues	
5 Size of Journal	DIN A4 (210 mm × 297 mm)	
6 Volume	147 th Volume 2026	
7 Subscription Rates	Subscription (1 year) € 182,00* Single copy € 16,00*	
8 Organ	Organ of the VDE, the GMA and the ETG	
9 Memberships	IVW, AMF, Media Database of the German Trade Press	
10 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8 A 63067 Offenbach, Germany www.vde-verlag.de	
11 Publisher	VDE Verband der Elektrotechnik Elektronik Informationstechnik e.V. (German Association for Electrical, Electronic and Information Technologies)	
12 Advertising	Olaf Schneider, Head of Sales and Advertising Phone: +49 69/84 0006-13 40 olaf.schneider@vde-verlag.de	
13 Editors	Dipl.-Ing. Ronald Heinze, Editor-in-Chief Dipl.-Ing. (FH) Andreas Fuchs, Deputy Editor-in-Chief Dipl.-Ing. Inge Hübner Dipl.-Ing. Markus Hohl Phone: +49 69/84 0006-13 31 etz-redaktion@vde-verlag.de	
14 Content Analysis 2024 = 15 Issues	Total Volume Editorial Part Advertisements thereof: Publisher's own ads Inserts	1,410 pages = 100.0 % 1,070 pages = 75.9 % 340 pages = 24.1 % 45 pages = 3.2 % 10
15 Content Analysis of the Editorial Part 2024 = 1,070 pages	By type of contribution: Technical and application-oriented articles: Product information, Market and sector information: Notifications of Standards and Miscellaneous:	44,4 % 14,1 % 41,5 %

* plus postage





Issues and Deadlines	Discrete Manufacturing and Machine Automation	Process Automation and Energy Automation	Drive Engineering and Switching Technology	Components and Periphery	Fairs and Events
1 - 2 PD: 24.02.26 AC: 03.02.26 ED: 06.01.26	Engineering, Simulation, Virtual Commissioning, and Augmented Reality PLC, PC-Based and Virtual Controls Identification Systems (RFID, Barcode, Scanner, Traceability) Networking & Industrial Communication Optical and Vision Sensors and Light Barriers Web and Cloud Solutions IoT, Embedded & Edge Computing	Scada and Control Systems, Process Control, and Visualization Fieldbuses, Ethernet APL, and Remote IO Condition Monitoring & Predictive Maintenance Energy Management and Measurement Technology Augmented Maintenance	Switches, Contactors, and Relays Frequency Inverters, Drive and Motion Control Decentralized Drives AC, DC and Gear Motors	Smart IO Components Housing Technology for Decentralized Automation Data Acquisition, Signal Processing, and Data Recording Digital Engineering DC Technology	Maintenance Dortmund, 25. – 26.02.2026 Embedded World Nuremberg, 10. – 12.03.2026 Light + Building Frankfurt, 08. – 13.03.2026 MSR-Spezialmesse Frankfurt, 18.03.2026
3 PD: 17.03.26 AC: 24.02.26 ED: 26.01.26	Safety-Oriented Automation Industrial Computers Decentralized and Cabinet-Free Automation Artificial Intelligence, Machine Learning, and Data Analytics Fieldbus Systems and Industrial Ethernet Position and Angle Measurement, Rotary Encoders IT/OT Security Automation Solutions for Logistics	Data Loggers and Data Recorders Modular Automation/MTP Automation for Hazardous Areas IoT Connectivity for Plants Energy Monitoring	Servo, Step, and Linear Drives Integrated Safety in Drive Technology Small and Compact Drives Switchgear and Accessories Product Transport Systems Safe Human-Robot Collaboration	Measurement of Electrical Parameters Power Supplies, UPS, Converters, and Transformers Cables, Wires, and Cable Glands Light Barriers and Grids Displays and Control Devices EMC, Lightning, and Surge Protection	Logimat Stuttgart, 24. – 26.03.2026 EMV Cologne, 24. – 26.03.2026 Coiltech Augsburg, 25. – 26.03.2026 Wire Düsseldorf, 13. – 17.04.2026
S1 PD: 13.04.26 AC: 12.03.26 ED: 11.02.26	Special Issue Components for the Control Cabinet Enclosures and Cabinets, Engineering, Air Conditioning, Switching Power Supplies, Switches, Relays, Push Buttons, Contactors and Fuses, Motor Protection, Cables and Wires, Cable Assembly, Busbars, Interface Technology, Connectors and Terminals, Multimeters, Infrared Measuring Devices, Tools, Engineering, Labeling Systems, Built-In Measuring Devices, Electrical Measuring Instruments, Switchgear & Accessories, Energy Storage Solutions, Cabinet-Free Automation, Electrical Infrastructure for Data Centers				Hannover Messe Hanover, 20. – 24.04.2026 IFAT Munich, 04. – 07.05.2026 All About Automation Heilbronn, 06. – 07.05.2026 Data Centre World Frankfurt/M., 06. – 07.05.2026
4 PD: 13.04.26 AC: 19.03.26 ED: 18.02.26	SPE, IO-Link, and ASi Remote Control, Condition Monitoring, and Predictive Maintenance Logic Modules and Compact Controls Edge and Cloud Control Networking & Industrial Communication Digital Twin Quality Assurance AI in Practice 5G Private Networks	Control and Engineering Systems M2M, Remote Control, and Remote Maintenance Ethernet APL Sensors for Pressure, Level, Temperature, Humidity, and Flow Power Grid Quality and Monitoring Ultrasonic Sensors All Electric Society	Converter Technology and Network Effects Soft Start and Motor Protection Power Quality and Reactive Power Compensation Low-Voltage Switchgear	Smart IO Components Push Buttons, Keyboards, Displays, Monitors, and Terminals Interface Technology, Connectors, and Connection Technology Portable Measuring Devices Power Electronics Components	Hannover Messe Hanover, 20. – 24.04.2026 IFAT Munich, 04. – 07.05.2026 MSR-Spezialmesse Bochum, 06.05.2026 All About Automation Heilbronn, 06. – 07.05.2026
Special: H2 compact – Journal for the Hydrogen Economy					



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Issues and Deadlines	Discrete Manufacturing and Machine Automation	Process Automation and Energy Automation	Drive Engineering and Switching Technology	Components and Periphery	Fairs and Events
5 PD: 18.05.26 AC: 23.04.26 ED: 26.03.26	Safety-Oriented Automation Sensors Semantic Communications (OPC UA) Identification Systems (RFID, Scanner, Traceability) IoT Gateways and IoT Controllers Industrial Image Processing Big Data & Data Spaces Compact Controls Edge AI	Energy Automation and Virtual Power Plants Grid Stability Energy Management and Measurement Technology M2M, Teleservice, Remote Operation, and Remote Monitoring IT/OT Security Scada and Control Systems, Process Control, and Visualization	Drive Controllers and Control Systems Linear and Direct Drives Electrical Drive Technology Switches, Contactors, Fuses, and Relays	Cables, Wires, and Cable Glands Testing and Measurement EMC, Lightning, and Surge Protection Components for Hazardous Areas Construction Materials and Insulating Materials DC Technology Generative AI in Engineering	CWIEME Berlin, 19. – 21.05.2026 All About Automation Wels (A), 20. – 21.05.2026 EMPACK Hamburg, 02. – 03.06.2026 All About Automation Hamburg, 02. – 03.06.2026 Sensor+Test Nuremberg, 09. – 11.06.2026 PCIM Nuremberg, 09. – 11.06.2026 Battery Show Stuttgart, 09. – 11.06.2026 CIREC Brussels, 09. – 10.06.2026 All About Automation Straubing, 10. – 11.06.2026 Best of Cabinet Building Day Online-Event of VDE VERLAG, June 2026
S2 PD: 09.06.26 AC: 07.05.26 ED: 09.04.26	Special Issue Components for the Control Cabinet Enclosures and Cabinets, Engineering, Air Conditioning, Switching Power Supplies, Switches, Relays, Push Buttons, Contactors and Fuses, Motor Protection, Cables and Wires, Cable Assembly, Busbars, Interface Technology, Connectors and Terminals, Multimeters, Infrared Measuring Devices, Tools, Engineering, Labeling Systems, Built-In Measuring Devices, Electrical Measuring Instruments, Switchgear & Accessories, Energy Storage Solutions, Cabinet-Free Automation				
6 PD: 09.06.26 AC: 13.05.26 ED: 16.04.26	PLC, Controllers, and PC-based Controls Industrial Communication, Interfaces MES and IT-Supported Production Optimization Operation, Observation, Visualization Open Source in Automation IO-Link Sensors Data Acquisition and Processing AI, Machine Learning, and Data Analytics Robotics, Robot Integration & Handling Single Pair Ethernet (SPE)	Sensors for Pressure, Level, Temperature, Humidity, and Flow Rate Signal Isolators, Measuring Transducers, and Isolating Amplifiers Decentralized IO Systems and Modular Automation Smart Measurement and Control Technology Ultrasonic Sensors	Protection Technology Small and Compact Drives Drive Technology Safety Solutions Frequency Converters and Servo Controllers Medium Voltage Technology	Safety Relays and Components Light Barriers and Grids Push Buttons, Keyboards, Displays, Monitors, and Terminals Engineering Systems Battery Storage Systems Power Supplies, UPS, and Converters Decentralized Power Supply Systems for Industry	Automatisierungstreff Heilbronn, 16. – 17.06.2026 MSR-Spezialmesse Halle (Saale), 17.06.2026 The Smarter E Europe Munich, 23. – 25.06.2026 SicherheitsExpo Munich, 01. – 02.07.2026 Best of Digital Factory Day Online-Event of VDE VERLAG, July 2026



Issues and Deadlines	Discrete Manufacturing and Machine Automation	Process Automation and Energy Automation	Drive Engineering and Switching Technology	Components and Periphery	Fairs and Events
7 PD: 16.07.26 AC: 25.06.26 ED: 26.05.26 Copytest Issue	Panel, Rack, Box and Embedded PCs Position and Angle Measurement, Rotary Encoders Operation, Observation, Visualization S7-Compatible Control Solutions Safety-Oriented Automation and Machinery Directive Networking & Industrial Communication Interoperability with OPC UA and MQTT	Components for Hazardous Areas Life Cycle Management Temperature Measurement and Control M2M, Condition Monitoring & Predictive Maintenance Data Loggers and Data Recorders Energy System of the Future Energy Measurement Technology	Energy-Efficient Drives AC, DC and Gear Motors Switchgear and Accessories Switches, Contactors, and Relays Product Transport Systems	Connectors and Terminals Cooling and Air Conditioning Cables, Wires, and Optical Fibers Industrial Ethernet Infrastructure Components Command and Signaling Devices Labeling Systems DC Technology	
8-9 PD: 11.09.26 AC: 21.08.26 ED: 21.07.26	Safety-Oriented Automation IoT Gateways, Controllers, and Platforms Industrial Image Processing Vibration Measurement and Monitoring Augmented Reality and Virtual Commissioning Wireless: 5G and WLAN6 Automation Solutions for the Packaging Industry IO-Link and IO-Link Safety Virtual Factory Planning & Industrial Metaverse	Energy Management and Measurement Technology Modular Automation/MTP Fieldbuses, Ethernet APL, and Remote IO Scada and Control Systems, Process Control, and Visualization IoT Connectivity for Plants	Frequency and Servo Converters Linear Drives Motion Control Integrated Safety in Drive Technology Soft Start and Motor Protection	Safety Components Smart IO Components Energy Supply Systems Housing Technology for Decentralized Automation Light Barriers and Grids Engineering Tools Measuring Devices for Control Cabinets	AMB Stuttgart, 15. – 19.09.2026 MSR-Spezialmesse Ludwigshafen, 16.09.2026 All About Automation Düsseldorf, 17. – 18.09.2026 WindEnergy Hamburg, 22. – 25.09.2026 Security Essen, 22. – 25.09.2026 All About Automation Chemnitz, 30.09. – 01.10.2026 Motek/Bondexpo Stuttgart, 06. – 08.10.2026 VISION Stuttgart, 06. – 08.10.2026
10 PD: 15.10.26 AC: 24.09.26 ED: 24.08.26	Integrated Automation Systems Industrial Computers and Panel PCs Networking & Industrial Communication Integrated Engineering and Simulation Software Operation, Observation, Visualization Edge & Cloud Control Identification Systems (RFID, Barcode, Traceability) Optical and Color Sensors	Sensors for Pressure, Level, Temperature, Humidity, and Flow Rate Systems for Hazardous Areas IT/OT Security M2M, Remote Operation and Remote Monitoring Signal Isolators, Measuring Transducers, and Isolating Amplifiers	Direct Drives Special and Small Motors Drive Controllers and Control Systems Low-Voltage Switchgear Energy-Efficient Drive Technology	Signal Lights and Indicator Lights Cables, Wires, and Energy Chains Data Acquisition, Signal Processing, and Data Recording Portable Measuring Devices Lightning and Surge Protection	It-sa Nuremberg, 27. – 29.10.2026 FMB Bad Salzflun, 03. – 05.11.2026 Best of Automation Day with Focus Industrial Security Online-Event of VDE VERLAG, November 2026
S3 PD: 05.11.26 AC: 08.10.26 ED: 08.09.26	Special Issue Components for the Control Cabinet Enclosures and Cabinets, Engineering, Air Conditioning, Switching Power Supplies, Switches, Relays, Push Buttons, Contactors and Fuses, Motor Protection, Cables and Wires, Cable Assembly, Busbars, Interface Technology, Connectors and Terminals, Multimeters, Infrared Measuring Devices, Tools, Engineering, Labeling Systems, Built-In Measuring Devices, Electrical Measuring Instruments, Switchgear & Accessories, Energy Storage Solutions, Cabinet-Free Automation				electronica Munich, 10. – 13.11.2026 SPS Smart Production Solutions Nuremberg, 24.–26.11.2026



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Issues and Deadlines	Discrete Manufacturing and Machine Automation	Process Automation and Energy Automation	Drive Engineering and Switching Technology	Components and Periphery	Fairs and Events
11 PD: 05.11.26 AC: 15.10.26 ED: 14.09.26	Sensors, Measurement, and Control Technology Operation, Observation, and Visualization PLC, PC-Based and Virtual Controls IoT Gateways and IoT Controllers Industrial Ethernet and Fieldbuses Industrial Image Processing Panel and Embedded PCs MES and IT-Supported Production Digital Twin & Digital Passport Functional Safety and IT Security in Automation	Scada and Control Systems, Process Control, and Visualization Process Data Communication Energy Management and Energy Monitoring Remote Maintenance, Condition Monitoring, and Predictive Maintenance Integrated Engineering Ultrasonic Sensors	Frequency Converters and Servo Controllers Integrated Drive Solutions Decentralized Drives Robot Integration	Engineering Tools Push Buttons, Keyboards, Displays, Monitors, and Terminals Light Barriers and Grids Power Electronics Components Power Supplies and Transformers Connectors and Terminals Energy Measurement Technology	electronica Munich, 10. – 13.11.2026 Formnext Frankfurt/M., November 2026 SPS Smart Production Solutions Nuremberg, 24. – 26.11.2026
S4 PD: 17.11.26 AC: 27.10.26 ED: 25.09.26	Special Issue Novelties from SPS Smart Production Solutions Everything about Electrical Automation and Drive Technology, Digitalization Solutions, AI, and IoT with many Practical Reports				SPS Smart Production Solutions Nuremberg, 24. – 26.11.2026
12 PD: 15.12.26 AC: 26.11.26 ED: 26.10.26	Decentralized Automation Components PLC, PC-Based and Virtual Controls Encoders and Position Sensors Networking & Industrial Communication IoT Platforms, IoT Ecosystems & App Stores Components for the S7-PLC Safe Automation: Safety and IT/OT Security Digitalization Solutions and IoT	Artificial Intelligence, Machine Learning, and Data Analytics Sensors for Pressure, Level, Temperature, Humidity, and Flow Rate Energy Automation, Smart Grid & Smart Metering Power Grid Quality and Monitoring M2M, Remote Operation, and Remote Maintenance Motion Control	Protection Technology Switches, Contactors, and Relays Small and Compact Drives Motion Control	Interface Technology Housing Technology for Decentralized Automation Cables and Wires Integrated Engineering and Simulation Software DC Technology	
Special Section: Best of Automation					

Topics	Issue													
	1-2	3	S1	4	5	S2	6	7	8-9	10	S3	11	S4	12
AC, DC and Gear Motors	✓							✓					✓	
All About Automation			✓	✓	✓				✓					
All Electric Society				✓										
AMB									✓					
Artificial Intelligence, Machine Learning, and Data Analytics		✓		✓			✓						✓	✓
Augmented Maintenance	✓													
Augmented Reality and Virtual Commissioning									✓					
Automation for Hazardous Areas		✓												
Automation Solutions for Logistics		✓												
Automation Solutions for the Packaging Industry									✓					
Automatisierungstreff							✓							
Battery Show					✓									
Best of Automation Day with Focus Industrial Security										✓				
Best of Cabinet Building Day						✓								
Best of Digital Factory Day							✓							
Big Data & Data Spaces					✓									
Cables, Wires, Optical Fibers, and Cable Glands		✓	✓		✓	✓		✓		✓	✓			✓
CIRED					✓									
Coiltech		✓												
Command and Signaling Devices								✓						
Compact Controls					✓									
Components for Hazardous Areas					✓			✓						
Components for the Control Cabinet			✓			✓					✓			
Components for the S7-PLC								✓						✓
Condition Monitoring & Predictive Maintenance	✓												✓	
Connectors and Terminals			✓			✓		✓			✓	✓		
Control Cabinet Construction			✓			✓					✓			
Control Systems				✓										
Cooling and Air Conditioning								✓						
CWIEME					✓									
Data Acquisition and Processing							✓							
Data Acquisition, Signal Processing, and Data Recording	✓									✓				
Data Centre World			✓											
Data Loggers and Data Recorders		✓						✓						
DC Technology and Components	✓				✓			✓						✓
Decentralized and Cabinet-Free Automation		✓												✓
Decentralized Drives	✓											✓	✓	
Digital Engineering	✓													
Digital Twin & Digital Passport				✓								✓	✓	
Digitalization Solutions and IoT														✓
Direct Drives										✓			✓	
Drive Controllers and Control Systems					✓					✓			✓	

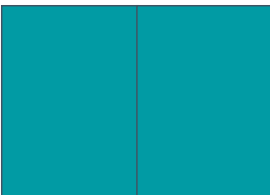
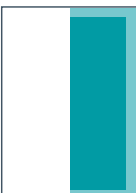
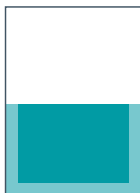
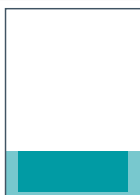
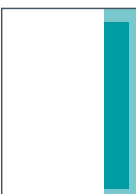
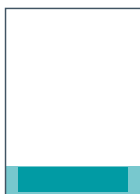
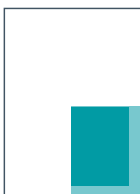
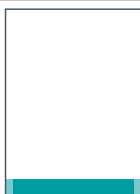


Topics	Issue														
	1-2	3	S1	4	5	S2	6	7	8-9	10	S3	11	S4	12	
Edge & Cloud Control				✓						✓			✓		
Edge AI					✓										
Electrical Drive Technology					✓								✓		
Electrical Measuring Instruments			✓			✓					✓				
electronica											✓	✓			
Embedded World	✓														
EMC, Lightning, and Surge Protection		✓			✓					✓					
EMPACK					✓										
EMV		✓													
Enclosures and Cabinets, Air Conditioning and Cooling Technology			✓			✓					✓				
Encoders and Position Sensors														✓	
Energy Automation, Smart Grid, Virtual Power Plants, and Grid Stability					✓									✓	
Energy Management and Measurement Technology	✓	✓			✓			✓	✓			✓			
Energy Storage Solutions			✓			✓					✓				
Energy Supply Systems									✓	✓					
Energy System of the Future								✓							
Energy-Efficient Drives								✓		✓			✓		
Engineering Tools									✓			✓			
Engineering, Simulation, Virtual Commissioning, and Augmented Reality	✓		✓			✓					✓				
Ethernet APL				✓											
Fieldbuses, Industrial Ethernet und Remote IO	✓	✓	✓			✓			✓		✓		✓		
FMB										✓					
Formnext												✓			
Frequency Inverters, Drive and Motion Control	✓			✓					✓			✓	✓		
Functional Safety, IT Security, and Electrical Safety												✓	✓		
Generative AI in Engineering					✓										
Hannover Messe			✓	✓											
Housing Technology for Decentralized Automation	✓		✓			✓			✓		✓			✓	
Human-Machine Collaboration		✓													
Identification Systems (RFID, Barcode, Scanner, Traceability)	✓				✓					✓					
IFAT			✓	✓											
Industrial Communication and Interfaces							✓								
Industrial Computers and Panel-PC		✓								✓					
Industrial Ethernet and Fieldbuses												✓			
Industrial Ethernet Infrastructure Components								✓							
Industrial Image Processing					✓				✓			✓			
Integrated Automation Systems										✓			✓		
Integrated Drive Solutions		✓										✓	✓		
Integrated Engineering and Simulation Software										✓		✓		✓	
Integrated Safety in Drive Technology									✓						
Intelligent Measurement and Control Technology													✓		
Interface Technology & Interfaces			✓	✓		✓					✓			✓	

Topics	Issue													
	1-2	3	S1	4	5	S2	6	7	8-9	10	S3	11	S4	12
Interoperability with OPC UA and MQTT								✓						
IO-Link and IO-Link Safety									✓					
IO-Link Sensors							✓							
IO-Modules, Connectors, Connection Technology, Terminals			✓	✓		✓					✓			
IoT Connectivity for Plants									✓					
IoT Gateways, Controllers, and Platforms		✓			✓				✓			✓	✓	
IoT Platforms, IoT Ecosystems & App Stores														✓
IoT, Embedded & Edge Computing	✓												✓	
IT/OT Security		✓			✓					✓			✓	
It-sa										✓				
Labeling Systems			✓			✓		✓			✓			
Life Cycle Management								✓						
Light + Building	✓													
Light Barriers and Grids		✓							✓			✓		
Linear and Direct Drives					✓				✓					
Logic Modules and Compact Controls				✓										
Logimat	✓	✓												
Low-Voltage Switchgear			✓	✓		✓				✓	✓			
M2M, Condition Monitoring & Predictive Maintenance								✓						
M2M, Teleservice, Remote Operation, and Remote Monitoring					✓					✓				✓
Maintenance	✓													
Materials and Insulating Materials			✓		✓	✓					✓			
Measurement of Electrical Parameters		✓											✓	
Measuring Devices for Control Cabinets			✓			✓			✓		✓			
MES and IT-Supported Production Optimization							✓					✓		
Modular Automation		✓							✓					
Motek/Bondexpo									✓					
Motion Control									✓					✓
MSR-Spezialmesse	✓			✓			✓		✓					
Networking & Industrial Communication	✓			✓				✓		✓				✓
Open Source in Automation							✓							
Operation, Observation, Visualization		✓					✓	✓		✓		✓	✓	
Optical and Color Sensors										✓				
Optical and Vision Sensors and Light Barriers	✓													
Panel, Rack, Box and Embedded PC								✓				✓		
PCIM					✓									
PLC, PC-Based and Virtual Controls	✓						✓					✓	✓	✓
Portable Measuring Devices				✓						✓				
Position and Angle Measurement, Rotary Encoders		✓						✓						
Power Electronics Components				✓								✓		
Power Grid Quality and Monitoring				✓										✓
Power Quality and Reactive Power Compensation				✓										



Topics	Issue													
	1-2	3	S1	4	5	S2	6	7	8-9	10	S3	11	S4	12
Power Supplies, UPS, Converters, and Transformers		✓	✓			✓					✓	✓		
Process Data Communication												✓		
Product Transport Systems		✓						✓						
Push Buttons, Keyboards, Displays, Monitors, and Terminals				✓									✓	
Quality Assurance				✓										
Remote Control, Remote Maintenance, Condition Monitoring & Predictive Maintenance				✓								✓		
Robotics, Robot Integration & Handling							✓					✓		
S7-Compatible Control Solutions								✓						
Safety Components									✓					
Safety in Drive Technology		✓											✓	
Safety-Oriented Automation, Safety Components		✓			✓			✓	✓				✓	✓
Scada and Control Systems, Process Control, and Visualization	✓				✓				✓			✓		
Security					✓				✓					
Semantic Communications (OPC UA)					✓									
Sensor+Test					✓									
Sensors for Pressure, Level, Temperature, Humidity, and Flow				✓						✓				✓
Sensors, Measurement and Control Technology					✓							✓	✓	
Servo, Step, and Linear Drives		✓											✓	
SicherheitsExpo					✓		✓							
Signal Isolators, Measuring Transducers, and Isolating Amplifiers										✓				
Signal Lights and Indicator Lights										✓				
Single Pair Ethernet (SPE)							✓							
Small and Compact Drives, Special Drives		✓											✓	✓
Smart IO Components	✓			✓					✓					
Soft Start and Motor Protection				✓					✓				✓	
Special and Small Motors										✓				
SPS Smart Production Solutions											✓	✓	✓	
Switches, Contactors, Fuses, and Relays	✓		✓		✓	✓		✓			✓			✓
Switchgear and Accessories		✓	✓			✓		✓			✓			
Systems and Components for Hazardous Areas										✓				
Temperature Measurement and Control								✓						
Terminals/Terminal Blocks			✓			✓					✓			
Testing and Measuring						✓								
The Smarter E Europe							✓							
Ultrasonic Sensors				✓								✓		
Vibration Measurement and Monitoring									✓					
Virtual Factory Planning & Industrial Metaverse									✓					
Vision									✓					
Web and Cloud Solutions	✓													
WindEnergy									✓					
Wire		✓												
Wireless: 5G and WLAN 6									✓					

1 Advertising Sizes and Prices: Please add the appropriate value added tax to all prices, if applicable			Format	Type Area Width × Height in mm column spacing: 6 mm	Bleed Width × Height in mm add 3 mm on all four rims	Price in €
			Titel Page			9,750
			Regular Issue	-	200 × 190	
			Special Issue	-	210 × 205	
			Control Cabinet			
			2/1	-	420 × 297	12,750
			1/1	170 × 248	210 × 297	8,650
			Juniorpage	125 × 186	150 × 210	6,350
			1/2	horizontal: 82 × 248 vertical: 170 × 121	horizontal: 107 × 297 vertical: 210 × 148	5,650
			1/3	horizontal: 53 × 248 vertical: 170 × 78	horizontal: 78 × 297 vertical: 210 × 103	4,500
			1/4	horizontal: 38 × 248 vertical: 170 × 57 standard: 82 × 121	horizontal: 52 × 297 vertical: 210 × 82 standard: 107 × 146	2,850
			1/8	horizontal: 38 × 121 vertical: 170 × 26 standard: 82 × 57	horizontal: 52 × 146 vertical: 210 × 40 standard: 107 × 82	2,100

Please add the appropriate value added tax to all prices, if applicable



P

2 Preferential Placements

Title Page: (1/1 page 4c)

€ 9,750

Four-colored only. The price includes a 4c picture repetition and a legend in the table of contents. No discounts can be given. Size of the picture 200 mm width and 190 mm height. Please be aware that the address label will be pasted at the bottom on the left-hand side. Closing date and binding closing day for printing material (electronic file): 5 weeks before publication date.

Inside Front Cover: (Format: 185 mm × 175 mm) **€ 5,250**
Page 2 and Back Cover: (1/1 page 4c)

€ 9,050
Inside Back Cover: (1/1 page 4c)

€ 8,850
Binding Placement:
€ 246

The Title Page image and the Inside Front Cover must fit into the journal's editorial standard. Please contact the editorial staff in case of queries.

3 Discounts

On purchase within one year, starting with the publication of the first advertisement. Only one discount scale can be applied.

Frequency Scale: 2 × 3 % 3 × 6 % 5 × 10 %

Volume Scale: 2 pages 5 % 3 pages 10 % 5 pages 12 %

4 Rubrics

Recruitment and Classified Advertisements: Upon request

5 Special Advertisements

Technical Information on pages 18 and 19

Prices for loose inserts, supplements, and adhesive advertising media available upon request.



Contact for Advice, Booking:

Olaf Schneider
 Head of Sales and Advertising
 Phone: +49 69/84 00 06-13 40
 olaf.schneider@vde-verlag.de

Terms of Payment/Bank Accounts

Weberbank Actiengesellschaft, Berlin,
 IBAN DE 36 1012 0100 6123 5490 39
 SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,
 IBAN DE 78 1002 0890 0002 6683 86
 SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.



Issue	Topics
1 - 2 PD: 24.02.26 AC: 03.02.26	Monitoring, Human Machine Interfaces, Operating Devices, Energy Measuring Devices Industrial Ethernet Components, IoT-Gateways
3 PD: 17.03.26 AC: 24.02.26	Fieldbus and IO-Link Components Embedded Computing
S1 PD: 13.04.26 AC: 12.03.26	Power Supplies, UPS Control Cabinet Technology
4 PD: 13.04.26 AC: 19.03.26	Energy Management Remote Maintenance Switches, Contactors, Fuses, and Relays
5 PD: 18.05.26 AC: 23.04.26	Edge Controller and Edge Computer Cables, Wires & Connectors
S2 PD: 09.06.26 AC: 07.05.26	Control Cabinet Technology Industrial PC and Displays
6 PD: 09.06.26 AC: 13.05.26	Controls, SPS, and, Controllers Safety Components
7 PD: 16.07.26 AC: 25.06.26	Intelligent Sensor Technology IoT Gateways

Issue	Topics
8 - 9 PD: 11.09.26 AC: 21.08.26	Drive Engineering Human Machine Interfaces, Visualisation, Scada Industrial PC and Panel PC Frequency and Servo Converter
10 PD: 15.10.26 AC: 24.09.26	IoT Gateways & IoT Controller Intelligent Sensor Technology
S3 PD: 05.11.26 AC: 08.10.26	Control Cabinet Technology Connectors and Terminals
11 PD: 05.11.26 AC: 15.10.26	Safety Components IoT Solutions
S4 PD: 17.11.26 AC: 27.10.26	Controls, SPS, and, Controllers Industrial Ethernet Components
12 PD: 15.12.26 AC: 26.11.26	Industrial PC and Panel PC Industrial Communication

Further topics upon request.



Your Advantages with Product Advertorial PLUS

- 1/4 product ad* in etz
- 1/4 online ad in etz-newsletter
- thematic positioning
- far reach for your product advertisement

We create print- and online-compatible product advertisements in a basic layout (format: 1/4 page, 4c within typing area) for € 1,350

* Further formats upon request.



We Design Your Advertisement

We only need your company logo, an image and a short description of your product (max. 500 characters) as well as a link for the newsletter ad. Of course, you'll get a galley proof before printing. If you want to design your ad yourself, please provide the print files in the format 82 mm x 105 mm (w x h) and we will incorporate them in the basic layout. The ads will be published in the etz in the following thematic areas. They will also be published in the next newsletter as well (format: 82 mm x 121 mm).



**F**

1 Size of Journal	210 mm wide, 297 mm high, DIN A4
Full Page Type Area	170 mm wide, 248 mm high 4 columns each 38 mm wide
2 Printing and Binding	Offset printing (sheets or rolls), saddle stitch or glue binding is used.
3 Electronic Data Submission	Please deliver your digital data to anzeigen@vde-verlag.de . Please remark on delivery • order name/name and issue of publication • final output format (specify a bleed of 3 mm, if applicable).
4 Data File Formats	We recommend the delivery of PDF data files. In addition, the following programs are supported: • Adobe InDesign/Photoshop/Illustrator up to Version CC • Microsoft Word up to Version 2024 The file must be printable: all fonts need to be embedded, continuous-tone pictures require a resolution of 300 dpi and line art pictures of at least of 600 dpi. No password protection.
5 Color Processing	Process colors (CMYK) according to ISO 12647-2 (PSO), special colors upon request. Our standard offset profile is „Coated FOGRA39 (ISO 12647-2:2004)“ of ECI.
6 Proof	Color proofs for “standard print media” (bvdn). Digital proofs need to have the Fogra media wedge included to verify the color accuracy (available for purchase at the www.fogra.org). Proofs must have an official print control strip.
7 Data Archiving	Data will be archived, therefore unchanged repetitions are possible. However, a guarantee on data archiving is not provided.
8 Guarantee	Upon delivery of incomplete or incorrect data (text, colors, images), we assume no liability for printing results. Exposure errors due to incomplete or corrupted data files, incorrect preferences or incomplete information will be charged. This also applies to additional composition or reproduction work and for the consequences of incorrect proofs.

**Contact**

Leonie Ströver
Order Management
Phone: +49 69/84 00 06-13 42
leonie.stroeuer@vde-verlag.de

Requirements for a Smooth Production Flow

If not delivering a PDF/X-3 data file: Please make sure that all files and data necessary for reproduction are included. All TIFF or EPS picture files (including logos) have to be supplied. Do not save files in JPEG or GIF Format.

Please make sure that all fonts used (in EPS files as well) are included or supplied additionally as printer and screen fonts.

We are not able to modify or correct any Postscript files.

For color advertisements you may only use the process colors cyan, magenta, yellow and black (CMYK), no RGB colors. If you are using special spot colors it must be denoted clearly as they have to be printed in a separate form and they are charged separately.

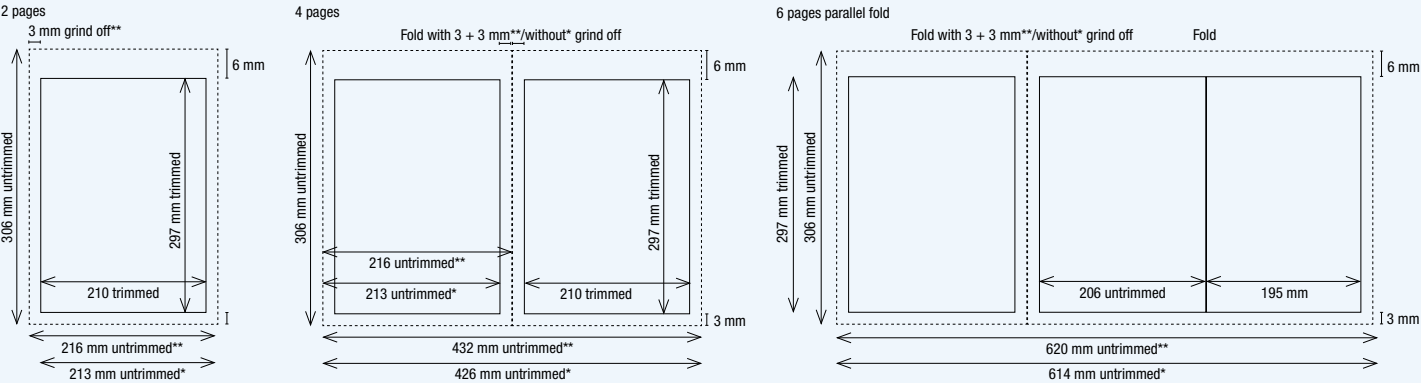
Please include a binding proof/laser printout.



Bound-In Inserts

Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned bound-in inserts. Bound-in inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained by the technical possibilities. Bound-in inserts printed on a non-paper material are only allowed if the publisher has the consent of the postal authorities.

Formats	Each sheet 306 mm high, 213/216 mm wide (including bleed: 6 mm at the head, 3 mm at the foot, 3 mm at inner and outer edge with adhesive binding or 3 mm at outer rim only with wire stitching.
Copies required	23,500 copies
Technical Specifications	The bound-in inserts are to be delivered untrimmed (and folded, if applicable). The front page of the inserts have to be clearly marked. They have to be ready for insertion without the need of further work. If any additional folding and/or gluing work is necessary, it will be charged seperately. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of the insertion). Otherwise extra costs have to be charged.



* wire stitching only ** adhesive binding only

Delivery Address:

Prepaid delivery, untrimmed and ready for insertion, with delivery note
“For ‘etz’ Edition ... (No.)” to:



Buch- u. Offsetdruckerei H. Heenemann GmbH & Co. KG,
Bessemerstr. 83–91
12103 Berlin



Loose Inserts	Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned inserts. Loose inserts are only allowed if they promote the sales program of one company only. According to postal regulations, they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of loose inserts is constrained by the technical possibilities.
Insertion Note	A free note is included in the table of contents.
Copies Required	23,500 copies
Delivery Date	Up to 10 days after the deadline for advertisements, see schedule and editorial calendar.
Format	Maximum 205 mm wide × 292 mm high
Technical Specifications	Loose inserts have to be composed of one piece and must be ready for insertion without further treatment. If any additional work (e.g. folding) is necessary, it will be charged separately. Inserts printed on a non-paper material are only accepted after presentation of a final sample and if the publisher has the consent of the printing shop and the postal authorities. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of insertion).

Delivery Address for Loose Inserts:

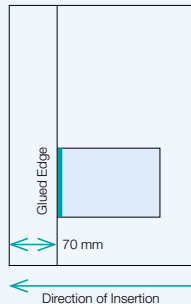
Delivery of the inserts by trucks with tail-lift only, freight paid and ready for insertion, with delivery note
“For ‘etz’ Edition ... (No.)” to:
Scholz|Direct · Kundenmanagement
Richard Scholz GmbH,
Bessemerstr. 38–42
12103 Berlin



Affixed Advertising Media	Affixed Advertising Media are charged as inserts. Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 page. Other advertising material (samples, CD/DVD, etc.) is charged as loose insert.
Copies Required	23,500 copies

Delivery Address for
Affixed Advertising Media:

Prepaid delivery and ready for insertion,
with delivery note “For ‘etz’ Edition ... (No.)” to:
Buch- u. Offsetdruckerei H. Heenemann GmbH & Co. KG,
Bessemerstr. 83–91
12103 Berlin



1 Circulation Monitoring



2 Circulation Analysis

Average number of copies July 1 st , 2024 – June 30 th , 2025) (according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2024 – II/2025	
Copies Printed	22,000
Actual Distributed Circulation (ADC):	20,908
thereof abroad:	374
thereof late entries from previous reporting periods:	0
Sold Copies ¹⁾ :	676
thereof abroad:	73
• by subscription ¹⁾ :	581
thereof member-copies:	94
• other sales ¹⁾ :	95
• individual copies sold:	–
Free Copies ¹⁾ :	19,414
Surplus, Archive, and Specimen Copies ¹⁾ :	160

3 Geographical Distribution Analysis

Economic Area	Percentage of actual distribution	
	Percentage	Copies
Federal Republic of Germany	98.2 %	20,534
Foreign countries (mainly Austria and Switzerland)	1.8 %	374
Actual Distributed Circulation (ADC)	100.00 %	20,908

4 Classification of the Copies per Region

Federal States	Percentage of actual distribution	
	Percentage	Copies
Baden-Württemberg	19.2 %	4,020
Bavaria	14.1 %	2,946
Berlin	2.4 %	494
Brandenburg	1.8 %	379
Bremen	0.7 %	149
Hamburg	1.4 %	293
Hesse	8.3 %	1,735
Mecklenburg-Western Pomerania	1.0 %	202
Lower Saxony	7.9 %	1,654
North-Rhine Westphalia	23.8 %	4,977
Rhineland-Palatinate	4.7 %	981
Saarland	1.4 %	303
Saxony	4.4 %	920
Saxony-Anhalt	1.5 %	318
Schleswig-Holstein	2.6 %	550
Thuringia	2.1 %	431
Abroad	1.7 %	363
Others ²⁾	0.9 %	194
Rounding Difference	0.1 %	– 1
ADC (annual average)	100.00 %	20,908

1) Source: IVW report on circulation, 2nd quarter 2025
2) Others = not analysed copies (e. g.: copies for fairs and events, book stores, individual copies sold, Postbox ZIP code in conjunction with federal states, etc.)



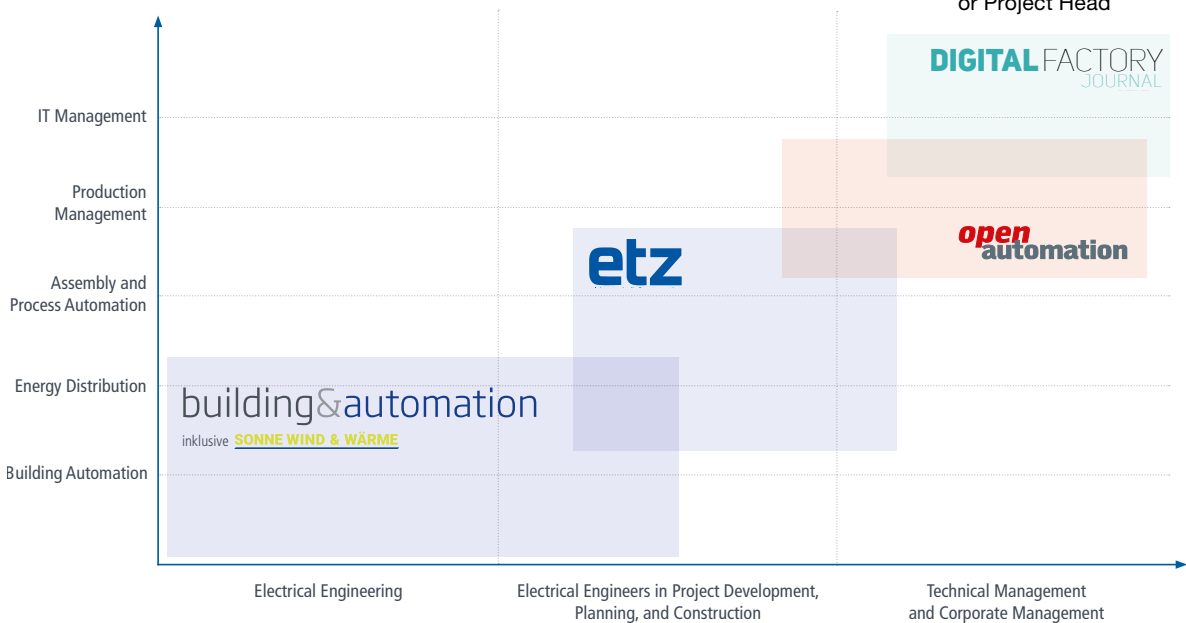
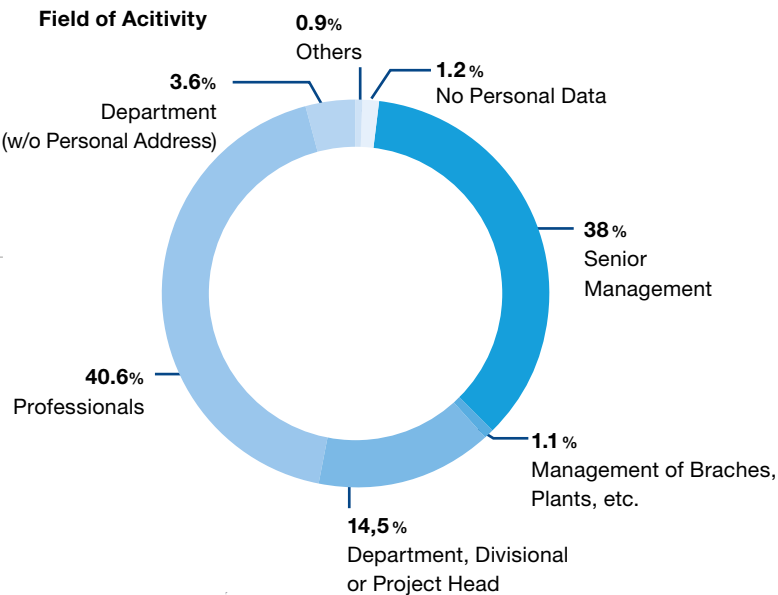
Average number of copies July 1st, 2024 – June 30th, 2025) (according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2024 – II/2025

1 Branches

WZ 2008 Code	Branche	Percentage
35, 36	Energy Supply, Water Supply, Mining	8.5 %
20, 21	Chemical and Pharmaceutical Industry	2.0 %
24, 25	Metal Production and Processing	6.5 %
26, 26.1, 27, 27.1, 27.3	Electrical Engineering, Electronics	18.5 %
26.5	Measurement and Control Technology, Automation Technology	16.5 %
28	Mechanical and Plant Engineering	21.0 %
29, 30, 46, 47	Automotive Industry	3.6 %
62, 71	Engineering Consultants, Software Companies, Systems Houses, Systems Integrators	7.2 %
10, 11	Food and Beverage Industry	3.0 %
85, Other	Other, Education and Training, Universities	1.5 %
99999	Branches according to EDA not collected	2.5 %
	Other Branches e.g. Self-Employed Persons	9.0 %
	Rounding-off Difference	- 0.1 %
Actually Distributed Circulation		100.00 %

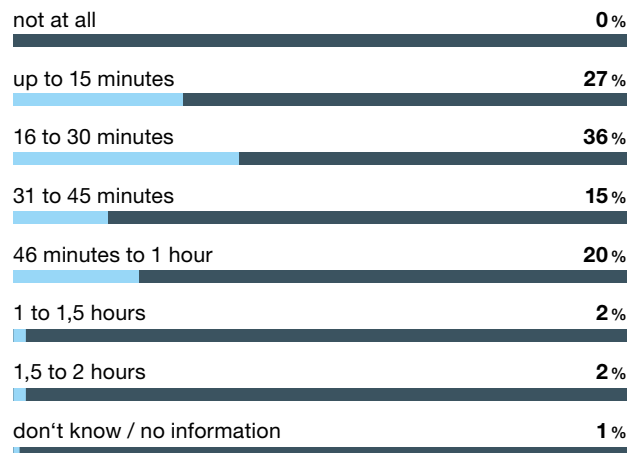
2 Position of the Recipients

Function of the Personal Recipients	Percentage
Senior Management	38.9 %
Planning, Consulting, Development	25.8 %
Production & Quality Control	2.6 %
Purchase, Sales	3.7 %
Technical Management	3.0 %
Automation, Process Measuring and Control Technology	1.1 %
Private Persons/Self-Employed Persons	1.4 %
Other Functions	4.6 %
Functions according to EDA not collected	16.2 %
Others	0.9 %
Rounding-off Difference	0.0 %
Actually Distributed Circulation	100.00 %



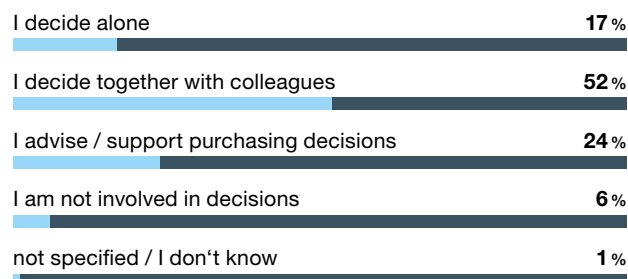
How long do you spend reading each issue of the magazine „etz - elektrotechnik & automation“?

Average
reading time
23 minutes!



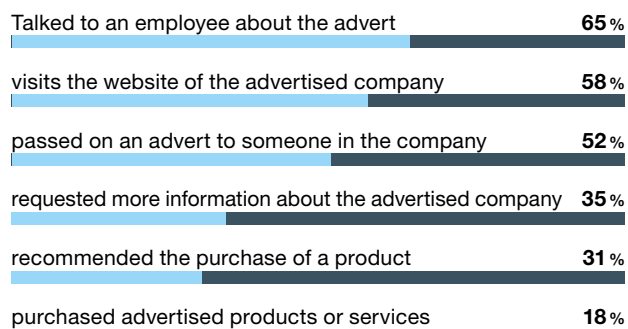
If a machine, device, material or service is to be purchased or acquired: In what way are you usually involved?

93%
decision
maker!



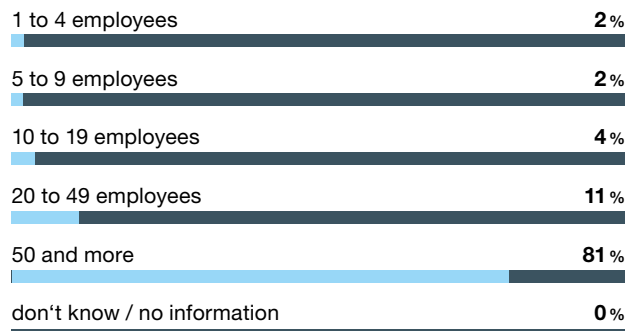
Have you taken any action as a result of an advertisement you saw in the magazine „etz - elektrotechnik & automation“ within the last 12 months?

100%
Active readers



Target group:
Medium-sized and
large companies!

How many employees does your company or organisation employ across all locations?



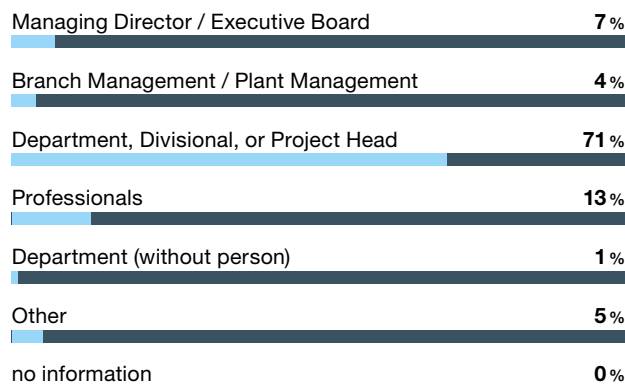
4.5
Readers
per issue!

How many people read your copy of the magazine „etz - elektrotechnik & automation“? Please tell us the number of readers overall.



95%
Specialists and
managers!

What is your position in your company?



Results from the etz Copytest - Issue 7/2023 (Institute conducting the test: teleResearch, Ludwigshafen)
The objective of the ad copy test was to measure campaign perception through visual presentation to the target group



O-1

1 Web Address	www.etz.de
2 Short Summary	The technology and practice based orientation of the journal etz is reflected in its website. On a daily basis, the newest products, solutions, and news in the fields of industrial electrical engineering, automation and drive industry are published. The information portal is rounded off with specials like the Security Blog or etz@tour. www.etz.de is part of the internet portal www.smart-production.de.
3 Target Group	www.etz.de provides engineers and technicians in the field of discrete manufacturing & machine automation, electrotechnical and supply industry valueable information as a basis for the decision making processes in their professional field.
4 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8A 63067 Offenbach Germany www.vde-verlag.de
5 File Formats	GIF, JPG, HTML5 (without inclusion of any cookies), incl. fallback-GIF, max. 40 kB per file
6 Delivery Deadline	7 days before start of campaign With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense. On delivering your files we need the following data: • customer name • campaign name • contact for questions/check back • Target-URL/Click-URL • Alt-Text/Title-Text (optional) Reporting: You can request an evaluation of ad impressions and ad clicks.

**Online Advertising:**

Olaf Schneider
Head of Sales and Advertising
Phone: +49 69/84 00 06-13 40
olaf.schneider@vde-verlag.de

**Contact:**

Leonie Ströver
Phone: +49 69/84 00 06-13 42,
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Dipl.-Ing. (FH) Andreas Fuchs
Deputy Editor-in-Chief
Phone: +49 69/84 00 06-13 31
etz-redaktion@vde-verlag.de

**Delivery Address:**

Please send your advertising material/files for your campaign to the following address:
anzeigen@vde-verlag.de

O-F / O-P



1 Advertising Sizes and Prices	Format/ Placement	Width × Height in Pixel	Price in €
	Billboard	960 × 250 (Mobiles: 320 × 50)	2,850
	Super Banner	728 × 90 (Mobiles: 320 × 50)	1,350
	Wide Skyscraper	160 × 600 (Mobiles: 320 × 50)	1,550
	Medium Rectangle	300 × 250	1,300
	Fullbanner Top	468 × 60	750
	Fullbanner Base	468 × 60	650
	Text Ad		1,350
	Text Ad Feed (incl. Text Ad)		2,200
	Text Ad (as Banner) • Headline: max. 100 characters (incl. spaces) • Preview image: 1320 × 904 px (JPEG PNG max. 200 kB) • plus target link/URL		
	Text Ad Feed (as News*) • Headline: max. 100 characters (incl. spaces) • Teaser text: max. 300 characters (incl. spaces) • Short Teaser: max. 156 characters (incl. spaces) • Content text: max. 1,500 characters (incl. spaces) • Target link/URL • Keywords: 5 – 7 Keywords (what the text is about) • Preview image: 1320 × 904 px (JPG PNG max. 200 kB) • Image caption: max. 220 characters (incl. spaces) and image source <i>*Unlimited access within the archive. No repetitive content.</i>		
	Job Advertisement „Premium-Jobs“	term: 2 months www.smart-production.de	1,100
	Whitepaper	3 months 6 months 12 months	950 1,500 2,050

2 Discounts:

-

3 Sections:

- News
- Topics (Companies & Branches, Discrete Manufacturing and Machine Automation, Process Automation and Energy Automation, Drive Engineering and Switching Technology, Components and Periphery)
- etz Magazine
- All Electric Society
- Specials (etz@tour, Alles für den Schaltschrankbau, Security-Blog, Podcast)

The Banners (with the exception of Fullbanner Base) are placed "run of site" exclusively without rotation! On etz.de you can place, most of the ad formats of the "Universal Ad Package" along common ad formats.



Metrics

1 Control

-

2 Metrics

On Request



Terms of Payment/Bank Accounts

Weberbank Actiengesellschaft, Berlin,
IBAN DE 36 1012 0100 6123 5490 39,
SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,
IBAN DE 78 1002 0890 0002 6683 86
SWIFT/BIC HYVEDEMM488

*Payments are due in full within 30 days.
The Publisher reserves the right to demand
advances from new customers.*



N-1

1 Name	etz-Newsletter			
2 Short Summary	The PDF Newsletter gives its readers short informations on brand-new products, technical articles, news and events in the industry sectors Electrical Engineering, Automation and Drive Technology, Process and Electric Power Industry as well as Test and Inspection Techniques. Each information is linked to more detailed information on our website, giving a fast in-depth approach to the subject.			
3 Target group	The etz Newsletter provides engineers and technicians in the field of discrete manufacturing & machine automation, electrotechnical and supply industry valuable information as a basis for the decision making process.			
4 Frequency	monthly Deadline for Ads: 7 days prior to publication date			
Publication Dates:				
Regular etz Newsletter Topics				
• Discrete Manufacturing and Machine Automation	Issue	Date	Issue	Date
• Process Automation and Energy Automation	1/2026	28.01.2026	7/2026	29.07.2026
• Drive Engineering and Switching Technology	2/2026	25.02.2026	8/2026	26.08.2026
• Components and Periphery	3/2026	25.03.2026	9/2026	30.09.2026
	4/2026	15.04.2026	10/2026	28.10.2023
	5/2026	27.05.2026	11/2026	18.11.2026
	6/2026	24.06.2026	12/2026	16.12.2026
Special Edition Newsletters: Alles für den Schaltschrankbau (Cabinet Building)				
	Issue	Date	Issue	Date
	SSB 1/2026	04.02.2026	SSB 4/2026	10.06.2026
	SSB 2/2026	18.03.2026	SSB 5/2026	17.09.2026
	SSB 3/2026	05.05.2026	SSB 6/2026	03.11.2026
5 Publishing House	VDE VERLAG GMBH, Kaiserleistraße 8A, 63067 Offenbach, Germany, www.vde-verlag.de			
6 File Formats	• Advertising for PDF newsletter: PDF files (Acrobat 8, all fonts included, with at least 150 dpi CMYK pictures, no password protection) • Advertising for HTML Email: JPG, GIF (not animated), max. 40 kB (72 dpi RGB picture files) Please specifiy your target URL/link on delivery (e.g. your website)!			
7 Format of the Newsletter	HTML, Text and PDF			
8 Delivery Deadline	7 days before start of campaign With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense. On delivering your files we need the following data: • customer name, • campaign name, • contact for questions/check back, • Target-URL/Click-URL, • Alt text/Title text (optional, only for the html Email)			

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**Delivery Address:**

Please send your advertising material/files for your campaign to the following address:
anzeigen@vde-verlag.de

1 Advertising Sizes and Prices Newsletter Announcement (HTML Email)	Format	Width × Height in pixel	Price in €
	Billboard	600 × 250	3,100
	Native Billboard	Picture: 600 × 250 Text: Headline max 55 char. Text max 475 char.	3,250
	Native Teaser	Picture: 275 × 135 Text: Headline max 55 char. Text max 375 char.	1,550
	Fullbanner	468 × 60	1,500,-
	Medium Rectangle	300 × 250	1,250

PDF Newsletter Title Page	Format	Width × Height in pixel	Price in €
	Titel Ad (Head)	190 × 30	900
	1/8	center: 93 × 60 bottom: 190 × 30	850
PDF Newsletter Follow Pages	Format	Width × Height in pixel	Price in €
	1/4	93 × 120	800
	1/8	standard: 93 × 60 horizontal: 190 × 30	550
	Advertorial*	1/8 page (max. 630 char. + picture) 1/4 page (max. 1,350 char. + picture) 1/2 page (max. 2,200 char. + picture) 1/1 page (max. 5,700 char. + 2 pictures)	650 1,050 1,800 3,050

* We only need your text, the picture(s), and the web link.
We will then take care of the layout of the advertorial.
A detailed information sheet is available upon request.



Metrics

1 Subscribers users, planers and suppliers of innovative solutions for the industry automation and persons responsible in the Management of industrial IT and industrial production.

2 Distribution 6.673 recipients
(as of: August 2025)

3 Discounts -

Stand-Alone Newsletter

Reach the newsletter subscribers of the „etz“ exclusively with your advertising message. With an individual mailing date and the etz newsletter template, you can position your products, services, whitepapers, webinars, events or other information in a target group-oriented way.

Price and number of recipient upon request.



General Terms of Business of VDE VERLAG GMBH

for advertisements and third party inserts in magazines and books and for online advertising

1. Area of Application

Insofar as nothing else is expressly confirmed in writing by VDE VERLAG GMBH ("the Publisher") all contractual relationships of each of the Publisher's customers with the Publisher are governed solely by the following General Terms of Business. They are also solely binding when conflicting general terms of business of the Customer's have not been explicitly rejected by the Publisher.

2. Definitions

- 2.1. An advertisement is any promotional publication in printed materials or online offers of the Publisher.
- 2.2. An advertising order is a contract for publication of one or more advertisements of an advertiser or other person placing them on an online offer or in printed materials of the Publisher for the purpose of distribution. To become effective, such a contract must be confirmed in writing by the Publisher.
- 2.3. A standard advertising contract is one with a term of 12 months.
- 2.4. Online advertising is, for example, advertising banners, pop-ups, white papers, webcasts, microsites, webinars, special interest and/or keyword placements on the Publisher's online offers and in its electronic newsletters.

3. Rebates

Rebates on contracts with term of 12 months are based on the actual published scope of the advertisements during the 12 month period, insofar as the Publisher is not responsible for deviations from the agreed scope. In such a case the Customer shall pay the difference between the rebate granted in advance and the rebate as based on the actual scope of advertising.

4. Placement

- 4.1. The Customer shall notify the Publisher in good time before the closing time for advertisements in the event that advertisements, inserts and other supplements are to be published in particular numbers, particular editions or in particular places of printed matter.
- 4.2. Such a notification is made in good time if, assuming a normal course of business, the Customer can still be notified in writing in the event that the Customer's request cannot be carried out.
- 4.3. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher's free discretion.
- 4.4. If the Customer decides that contrary to the original order an advertisement is not to appear in a preferred location, then the Customer must notify the Publisher of this in writing at least 6 weeks before closing time for advertisements.
- 4.5. Online advertising is placed by the Publisher at its equitable discretion with due consideration given to the interests of the Customer. Insofar as nothing else is agreed, the Customer does not have a right to a particular placement within the Publisher's online offers or newsletters.

5. Contents and Arrangement

- 5.1. The Publisher is entitled to refuse to publish advertisements, inserts or other supplements, as well as online advertising, because of its contents, its origin or its technical form, insofar as its contents violate applicable law or public morals or publication would be unreasonable for the Publisher. A publication is unreasonable for the Publisher if, for example, inserts or other supplements can give readers the impression, through their form or design, that these are parts of the printed matter for which the Publisher is responsible, or, if they contain advertising from any third party. The Customer will be notified of any such refusal to publish.
- 5.2. The publication of inserts and other supplements presupposes in principle that a sample has been submitted in advance.
- 5.3. Online advertising must be delivered by the Customer in accordance with the technical requirements of the Publisher no later than the deadline agreed in the order. The Publisher does not check whether or to what extent the advertising materials provided by the Customer are suitable for the Customer's advertising purpose and are in keeping with the Customer's needs. In the case of online advertising which due to its technical design allows collection and storage of usage data, the Customer assures that all such collection and storage of data is done in accordance with the statutory requirements (particularly those of the EU's General Data Protection Regulation (GDPR)).
- 5.4. Advertisements and online advertising which due to their editorial design cannot be recognized as such can be made recognizable as such by a clear notice such as "Advertisement" that is added by the Publisher.
- 5.5. The Customer warrants that the advertising materials supplied by the Customer as well as any linked target sites do not violate applicable law, and do not compromise or violate any rights of any type of any third party. In particular, the Customer warrants that the advertising materials are designed so that (a) the impression of a system message cannot arise and (b) all functional elements (e.g. search screens, pop-up menus, selection boxes) can actually be activated.
- 5.6. The Customer is responsible for timely delivery of printing materials. The Publisher's obligation to keep printing materials expires three months after the advertisement was published.
- 5.7. If the Customer does not notify the publisher of any dimensions for the advertisement, the Publisher will execute it in the smallest format that is possible.
- 5.8. The Customer assures that it is the holder of all required usage and exploitation rights to the advertisements and grants the Publisher a usage right to the advertising materials that is simple, non-exclusive, non-transferable, worldwide, and limited in time to the period and in contents to the purpose of the contract. The Customer agrees to indemnify the Publisher upon first demand of all claims of third parties that assert a violation of rights and to render the Publisher compensation for all disadvantages and damages the Publisher sustains in this connection.

6. Publisher's Warranty and Liability

- 6.1. The Publisher warrants the print quality customary for orders of the type in question, in the context of the possibilities prescribed by the printing materials. If the printed advertisement is entirely or partially illegible, incorrect or incomplete, and if the Publisher is responsible for this, then the Customer shall have a right, as the Customer may choose, to a reduction in the price of the advertisement or to a replacement advertisement unless a replacement advertisement would be possible only at disproportionate costs.
- 6.2. The Publisher shall place online advertisements during the agreed period of time and keep the relevant websites available. The Publisher warrants that the website(s) on which online advertisements appear are available at least 161 hours per week. If, during the period of the contract, this availability stays behind what is contractually agreed, then the Customer shall be entitled to a reasonable reduction of the price. This does not apply if the inferiority of performance is insignificant.
- 6.3. The liability of the Publisher for compensation for damages is limited to intention and gross negligence, insofar as there is no loss of human life, bodily injury or damage to health and insofar as there is no violation of essential contractual obligations. In cases of slightly negligence violations of essential contractual obligations, the Publisher is liable only for the amount of damages that are typical of this type of contract and that could be foreseen when the contract was concluded. Liability of the Publisher for slightly negligent violations of non-essential obligations is barred.
- 6.4. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions lie within the Publisher's sphere of responsibility.

7. Proofs

Proofs are delivered only at the express request of the Customer. The Customer bears the risk that proofs are not delivered in time and that returned corrected proofs are not correct. If the corrected proofs are not received by the Publisher within the period of time specified by the Publisher, then permission to print will be deemed to have been granted when this period of time for receiving corrected proofs has expired.

8. Specimen Copies

After publication, the Customer shall receive a complete copy as documentary evidence. With job and occasional advertisements, the page on which the advertisement appeared will be sent as documentary evidence. If it is no longer to procure a specimen copy, the Publisher will certify in writing that the advertisement was published.

9. Prices

- 9.1. All prices are stated as net prices in addition to which the applicable statutory value added tax is to be paid.
- 9.2. Price changes that occur during the period of a 12 month contract with a company go into effect immediately, insofar as nothing else was already agreed.
- 9.3. The preparation of drawings, printing materials and significant changes in submitted printing materials are charged at cost.
- 9.4. Insofar as nothing else is agreed, online advertising is offered at monthly fixed prices. The Publisher does not guarantee particular levels of click rates, ad impressions, leads or other access statistics.

10. Review of Online Advertising

When online advertising is broadcast for the first time, the Customer will review it without delay for proper placement and report any errors to the provider within three working days. Online advertising to which no objections are raised within this period is deemed to have been accepted.

11. Cancellation of advertisements and online advertising

- 11.1. Commissioned advertisements and online advertising can be canceled before the agreed start of placement. Cancellation must be made in writing.
- 11.2. Preferred ad placements can be canceled free of charge up to 2 weeks before the advertising deadline and front pages can be canceled free of charge up to 4 months before the advertising deadline.
- 11.3. Cancellation of online advertising up to 8 weeks before the start of placement is free of charge. If canceled within 8 weeks before the start of placement, the publisher is entitled to charge the following cancellation costs:
 - 50% of the net order value if canceled 8 weeks or more before the start of placement;
 - 75% of the net value of the order in the event of cancellation from 4 weeks before the start of placement;
 - 100% of the net order value if canceled 1 week or more before the start of placement.

12. Reduced Print Runs

A reduced print run constitutes a defect that justifies a price reduction only if the shortfall is 20 % or more with a print run of up to 50,000 copies. Then the price reduction is proportional to the shortfall.

13. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

14. Payment Default

- 14.1. If payment is not received within 30 days after the date of first appearance, then the Customer enters payment default even if there is no reminder. In a case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euros. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers which are entrepreneurs are also charged default interest in the amount of 9 % above the base interest rate.
- 14.2. If the Customer is in payment default, the Publisher reserves the right to make further appearances of advertisements dependent on payment of advances even during an ongoing standard advertising contract.

15. Applicable Law and Place of Jurisdiction

- 15.1. This contract is governed by the law of the Federal Republic of Germany.
- 15.2. The place of fulfillment and jurisdiction for business with merchants, legal entities of public law and public law special funds is the legal domicile of the Publisher. If the place of residence or usual abode of the Customer is not known when litigation is filed or if the Customer has moved his, her or its residence or place of usual abode to a location outside the area of applicability of the ZPO (German Code of Civil Procedure), then it is agreed that the place of jurisdiction is the legal domicile of the publisher.

16. Data Processing

During the course of its business activity the Publisher uses a data processing system to process customer data in the framework prescribed by the EU's General Data Protection Regulation (GDPR) as permissible. A data protection officer has been appointed by the Publisher.

17. Other Regulations

The publisher does not take part in alternative dispute resolutions in front of consumer conciliation boards.

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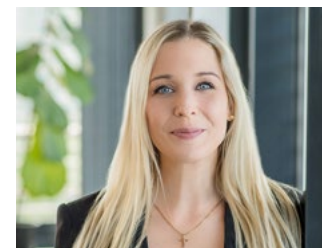
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