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Gemeinsam. Mehr erreichen.

VDE VERLAG

Media Kit 2026

open automation

The Management-Oriented Platform
for Industrial Automation Technology

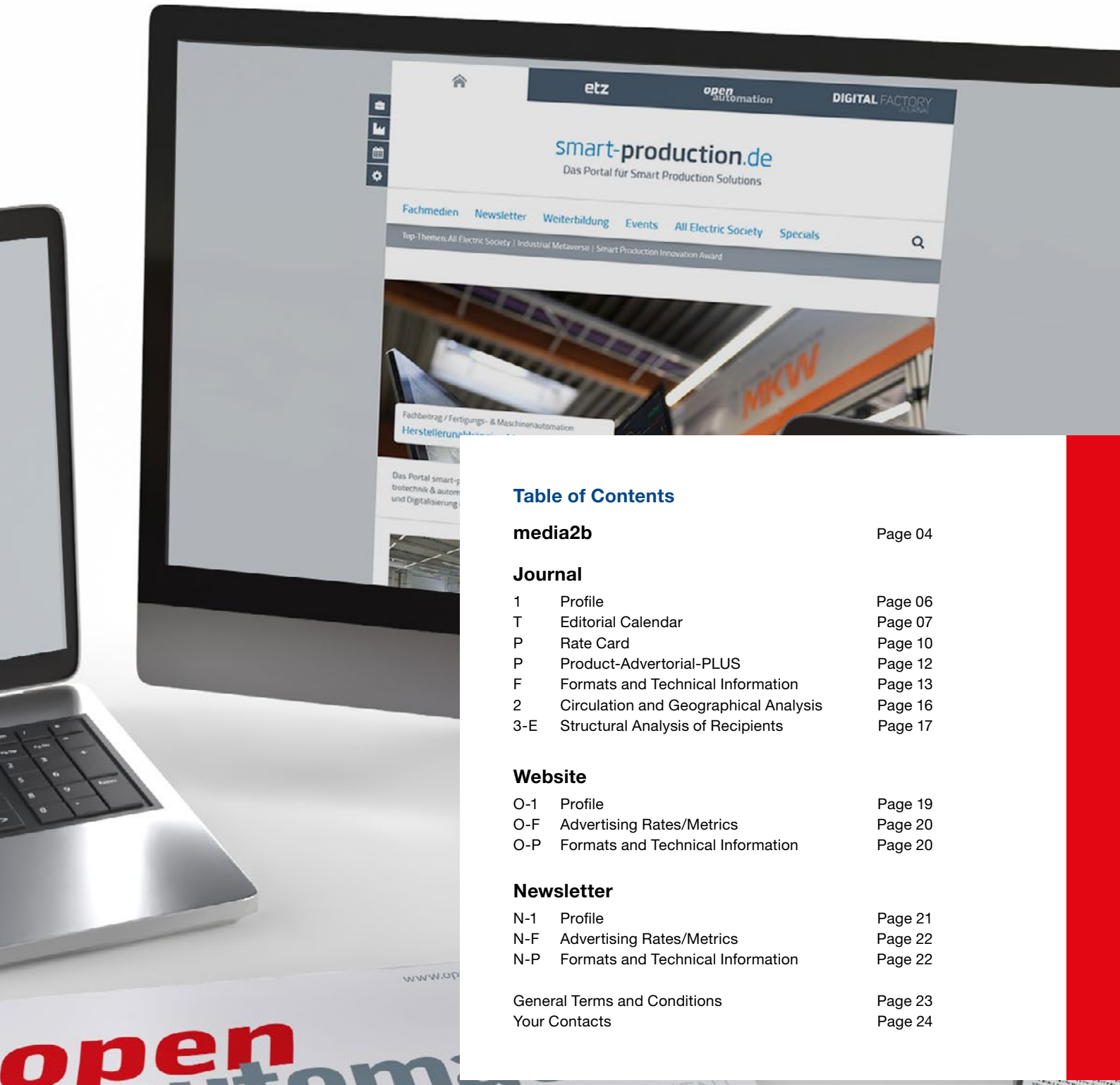
IVW EDA AMF

www.media2b.de

open automation

The brand openautomation includes the following products:

- the professional journal openautomation as a management-oriented magazine for the industrial automation with the topics „Collecting Level“, Visualizing & Control Level“, „Analyzing & Optimization Level“ and „Strategy Level”,
- the www.openautomation.de channel on the smart-production.de portal,
- the monthly published openautomation-newsletter (+ special editions) and
- the virtual webinar formats openautomation Business Talk and Best of Day.



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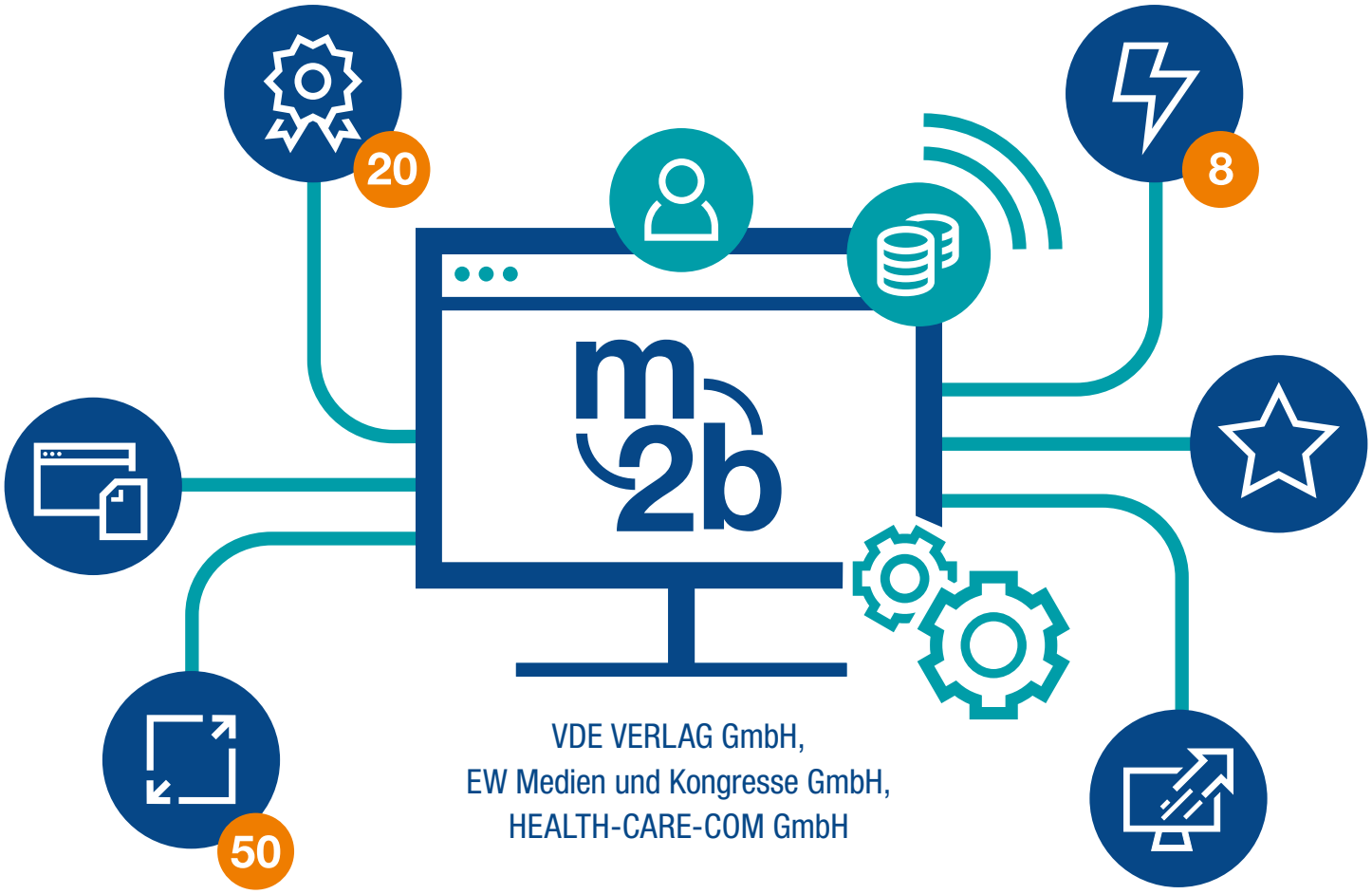
media2b

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

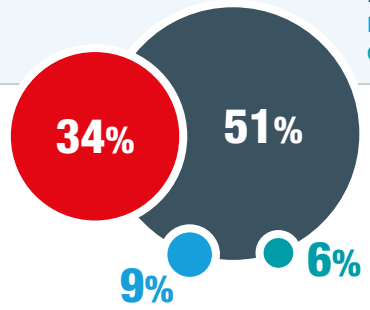
Agency services
Full-service offerings for the development and implementation of your B2B communication campaigns

avn. building&automation DIGITAL FACTORY HEALTHCARECOM energie.de
et ENERGIEWIRTSCHAFTLICHE TAGESFRAGEN etz EURO HEAT&POWER ew EW gis.Business
gis.Point gis.Science netzpraxis open automation smart-production.de
StE SONNE WIND&WÄRME VDE VERLAG VDV magazin Wichmann

open automation

EDA AMF 1

1 Title	***open*automation** The Management-Oriented Magazine	
2 Short Summary	Innovative and open automation solutions play a key role in a smart factory: They allow to generate data in the production machines, to collect, transmit, process, display and to analyse these data, so that in the end they can be used to generate added value and new business models. openautomation highlights all these aspects in detail and gives its readership background information for the whole picture: clear and comprehensible, structured, and cross-thematic. And always in the focus: Managers in leading positions. They are responsible for the technical innovations and to achieve the strategic cornerstones.	
3 Target Group	openautomation is focused on the users, planers and suppliers of innovative solutions for the industry automation and also on persons responsible in the management of industrial IT and industrial production.	
4 Publication Frequency	6 times a year, including one double issue	
5 Size of Journal	DIN A4 (210 mm × 297 mm)	
6 Volume	28th 2026	
7 Subscription Rates	Subscription € 64.00* Single copy € 15.00*	
8 Organ	GMA	
9 Memberships	IVW, AMF, Media Database of the German Trade Press	
10 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8A 63067 Offenbach, Germany www.vde-verlag.de	
11 Publisher	-	
12 Advertising	Olaf Schneider, Head of Sales and Advertising Tel.: +49 69/84 00 06-13 40 olaf.schneider@vde-verlag.de	
13 Editors	Dipl.-Ing. Ronald Heinze, Editor-in-Chief Dipl.-Ing. Inge Hübner Tel.: +49 69/84 00 06-13 31 openautomation@vde-verlag.de	
14 Content Analysis 2024 = 5 Issues	Total Volume Editorial Part Advertisements thereof: Publisher's own ads Inserts	380 pages = 100.0 % 347 pages = 70.3 % 113 pages = 29.7 % 20 pages = 5.3 % 4
15 Content Analysis of the Editorial Part 2024 = 347 pages	By type of contribution: Application-oriented articles: Interviews and trend reports: Brief reports: Other:	 **34 %** **51 %** **9 %** **6 %**



* plus postage

Issues	Collecting Level	Visualizing & Control Level	Analyzing & Optimization Level	Strategy Level	Fairs and Events
1 - 2 **PD: 08.04.26** **Ac: 16.03.26** **ED: 16.02.26**	Energy Efficient Drives and Motion Solutions Components for Hazardous Areas Infrastructure Components for Ethernet-APL and SPE Smart Sensors and Vision Systems Gateways and Interfaces IT-OT Convergence	**Focus: *open*automation** for the Packaging Industry Modern Controlling and Visualization Concepts M2M and Remote Access Solutions Edge Computing, Edge AI & Embedded Intelligence Safety in Automation and the new Machinery Directive Transport Systems	Virtual Start of Operation AI-based Process Optimization Digital Twins & Asset Administration Shell **Special *open*automation & Digital Factory Journal: Industrial Security** Smart Manufacturing (MES and MOM) Traceability & Digital Product Passport	**Special: Security** Future-oriented Use of Generative AI in Companies **we live *open*automation** – Success Stories from the Ecosystem	**Hannover Messe** Hanover, 20. – 24.04.2026 **All About Automation** Heilbronn, 06. – 07.05.2026 **Interpack** Düsseldorf, 07. – 13.05.2026 **MSR-Spezialmesse** Bochum, 06.05.2026
3 **PD: 09.06.26** **AC: 15.05.26** **ED: 13.04.26**	Safety Components and Communication (IO-Link Safety, Profisafe, Ethercat FSoE) Focus on Sensors, Vision & Robotics Wireless Communication (5G, WLAN, NB-IoT, …) Semantic Communication Smart IO Components Motion Control, Servo Drives, Frequency Inverters & Co.	**Focus: *open*automation** for Battery Production Decentralized Automation Embedded- and Edge Computing Modular Machines Virtualization & Containerization Solutions for Human-Machine Collaboration	Digital Engineering & MBSE IT-OT Security Condition Monitoring & Predictive Maintenance IIoT Platforms, Ecosystems and App Stores Industrial Data Spaces Scada and Control Systems, Process Control, and Visualization	Green Automation – Sustainability as a Competitive Factor **we live *open*automation** – Success Stories from the Ecosystem	**The Battery Show Europe** Stuttgart, 09. – 11.06.2026 **Sensor+Test** Nuremberg 09. – 11.06.2026 **All About Automation** Straubing, 10. – 11.06.2026 **Automatisierungstreff** Heilbronn, 16. – 17.06.2026 **MSR-Spezialmesse** Halle (Saale), 17.06.2026 **Best of Digital Factory Day** Online-Event of VDE VERLAG, July 2026
4 **PD: 15.09.26** **AC: 25.08.26** **ED: 24.07.26**	Energy Efficient Drives and Motion Solutions Focus on KI, Vision & Robotics Communication Protocols: IO-Link, SPE, APL, Profinet & Co. Cables, Connectors & Co. Smart Measurement and Control Technology	**Focus: *open*automation** für Machine Tools Focus on S7 Solutions Modern Operating and Visualization Solutions IIoT Gateways and Controllers Safety in Automation Cabinet-free Automation	Cyber Security Systems Engineering & MBSE Digital Twins & Simulation Tools Generative KI in Engineering, Service & Maintenance Software-centric Production	MVO, NIS-2, CRA – Safety & Security in Transition **we live *open*automation** – The Ecosystem – an Open Network	**MSR-Spezialmesse** Ludwigshafen, 17.09.2026 **All About Automation** Düsseldorf, 17. – 18.09.2026 **Security** Essen, 22. – 25.09.2026 **Vision** Stuttgart, 06. – 08.10.2026 **Motek** Stuttgart, 06. – 08.10.2026
5 **PD: 19.10.26** **AC: 28.09.26** **ED: 28.08.26**	Solutions for the DC Industry Motion Control, Servo Drives, Frequency Inverters & Co. Smart Vision and Sensors Gateways and Interfaces Smart IO Components Wireless Communication (5G, WLAN, NB-IoT, …)	PLC, PC-based and Virtual Control Systems Functional Safety Decentralized Automation HMI, Mobile Devices & Data Glasses M2M Solutions and Teleservice, Remote Control **Focus: *open*automation** for Existing Plants	Generative AI Optimizes Workflows and Processes Scada and Control Systems, Process Control, and Visualization Industrial Dataspaces **Special *open*automation & Digital Factory Journal: Industrial Security** Virtual Start of Operation Digital Product Passport	Paths and Solutions to Green Automation & Circular Economy **we live *open*automation** – from ego to eco	**it-sa** Nuremberg, 27. – 29.10.2026
6 **PD: 18.11.26** **AC: 28.10.26** **ED: 28.09.26**	Components for Hazardous Areas Cables, Connectors & Co. Efficient Drives and Motion Solutions Smart Vision/Industrial Image Processing Communication Protocols: IO-Link, SPE, Profinet, Ethercat & Co. IT-OT Convergence	**Focus: *open*automation** for Sustainable Production Edge Computing, Edge AI & Embedded Intelligence Remote Control & Assistance Software-centric Automation Modern Operating and Visualization Solutions Safety and the new Machinery Directive	Digital Twins & AAS MES and Vertical Integration Digital Engineering & MBSE IIoT Platforms, Ecosystems and App Stores Condition Monitoring & Predictive Maintenance	Asset Administration Shell and Digital Twins – New Standard for End-to-end Data Flows **we live *open*automation** – Success Stories from the Ecosystem	**electronica** Munich, 10. – 13.11.2026 **Formnext** Frankfurt/M., 17. – 20.11.2026 **SPS - Smart Production Solutions** Nuremberg, 24. – 26.11. 2026 **Best of Automation Day** with Focus on Industrial Security, Online-Event of VDE VERLAG, November 2026

open automation

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Topics	Issues 1-2	3	4	5	6
AI und Generative AI	✓	✓	✓	✓	✓
All About Automation	✓	✓	✓		
Asset Management Solutions	✓	✓			
Automation in Hazardous Areas	✓				✓
Automatisierungstreff		✓			
Best of Automation Day					✓
Best of Digital Factory Day		✓			
Co-Creation/New Business Models	✓	✓	✓	✓	✓
Communication Standards	✓	✓	✓	✓	✓
Condition Monitoring, Predictive Maintenance	✓	✓		✓	✓
Connectivity Solutions	✓	✓	✓	✓	✓
Digital Engineering & MBSE		✓	✓		✓
Digital Twins, Digital Product Passport, Asset Administration Shell (AAS)	✓		✓	✓	✓
Drives & Motion	✓	✓	✓	✓	✓
electronica					✓
Embedded & Edge Computing	✓	✓			✓
Energy Efficiency, Sustainability	✓	✓	✓	✓	✓
Engineering		✓	✓		✓
Formnext					✓
Gateways	✓	✓	✓	✓	✓
Hannover Messe	✓				
Interpack	✓				
IoT Platforms		✓			✓
IT-OT Convergence	✓				✓
it-sa				✓	
M2M	✓			✓	
MES, ERP, PLM	✓				✓
Motek			✓		
MSR-Spezialmesse	✓	✓	✓		
Operating Systems	✓				✓
PLC, PC-based and Virtual Control Systems		✓	✓	✓	
Remote Control	✓			✓	✓
Robotics	✓	✓	✓	✓	
Safety (Funktional Safety)	✓		✓	✓	✓
Scada & Process Control Systems			✓		✓
Security			✓		
Security	✓	✓	✓	✓	✓

Topics	Issues 1-2	3	4	5	6
Sensor+Test		✓			
Sensors & Vision	✓	✓	✓	✓	✓
SPS - Smart Production Solutions					✓
The Battery Show Europe		✓			
Tracking & Tracing	✓				✓
Transport Systems	✓				
Virtual Start of Operation	✓			✓	
Vision				✓	
Visualization (HMI)	✓	✓		✓	✓
Wireless Communication		✓		✓	

Regular Topics

Collecting Level

Sensors for Manufacture Automation (Optical, Vision, Inclination, Vibration Sensors, Rotary Encoders, Proximity Switches, etc.), Sensors for Process Automation (Sensors for the Measurement of Pressure, Fill Level, Flow, etc.), Industrial Image Processing, Wireless Data Transmission, Access Points, Cables and Wires, Interface Technology, IO Modules, Gateways, Industrial Ethernet Systems (Profinet, Ethercat, Powerlink, CC Link IE, Sercos, …), Bus Systems (AS-i, Profibus, …), Components for Hazardous Areas (Remote IO Systems, Rotary Encoders, …), Drives (Servo Drives, Frequency Convertors, …), Integrated Drive Technology, Motion Control, Mechatronics.

Visualizing & Control Level

Control Technology (Industrial PC, Small and Compact Control Systems, Embedded Systems, Plug-In Cards, etc.), Operating and Observing (Human Machine Interfaces (HMI), Panel PC, Tablet PC, Smart Watches, etc.), Machine-to-Machine Communication (M2M), Teleservice, Remote Control (Telecontrol and Remote Maintenance), Augmented Reality, Safety-oriented Automation (Automation Solutions for Functional Safety).

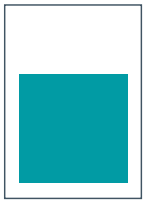
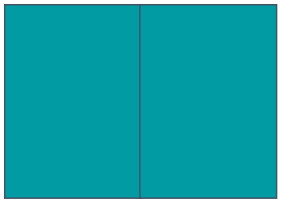
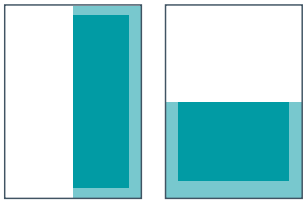
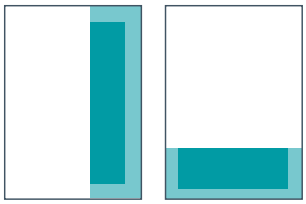
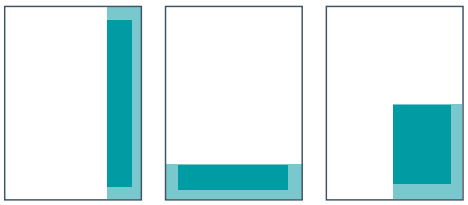
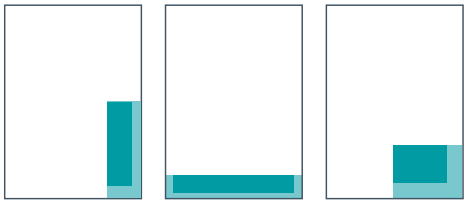
Analyzing & Optimization Level

Enterprise Resource Planning (ERP), Manufacturing Execution Systems (MES), Scada Systems, Control Systems, Engineering, Simulation Tools, Design Tools, Condition Monitoring, Predictive Maintenance, Data Exchange Formats (AutomationML, FDI, MQTT & OPC UA), Industrial Security, Tracking & Tracing, Identification Systems (Barcode, QR-Code, RFID, etc.), Virtual Planning and Virtual Start of Operation, Automation in the Cloud, IT-based Optimization of Manufacture, Quality Assurance, Cyber-physical Systems.

Strategy Level

we live *open*automation, New Business Models, Networking/Co-Creation, Female Role Models, Success Models, Attractive Workplace Strategies, Platforms, Business Strategies, Trends, Career, Advanced Training.

EDA AMF **P**

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	-	198 × 198	9,750
	2/1	-	420 × 297	11,850
	1/1	170 × 248	210 × 297	7,850
	Juniorpage	125 × 186	150 × 210	5,150
	1/2	horizontal: 82 × 248 vertical: 170 × 121	horizontal: 107 × 297 vertical: 210 × 148	4,250
	1/3	horizontal: 53 × 248 vertical: 170 × 78	horizontal: 78 × 297 vertical: 210 × 103	3,050
	1/4	horizontal: 38 × 248 vertical: 170 × 57 standard: 82 × 121	horizontal: 52 × 297 vertical: 210 × 82 standard: 107 × 146	2,750
	1/8	horizontal: 38 × 121 vertical: 170 × 26 standard: 82 × 57	horizontal: 52 × 146 vertical: 210 × 40 standard: 107 × 82	1,700

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

2	**Preferential Placements**	**Titelpage**: (1/1 Seite 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 198 mm width and 196 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: 188 mm × 192 mm) **€ 5,450** **Page 2:** (1/1 Seite 4c) **€ 8,550** **Page 3:**(1/1 Seite 4c) **€ 7,850** **Back Cover:** (1/1 Seite 4c) **€ 8,550** **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 14 and 15 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

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

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PPA

Your Advantages with Product Advertorial PLUS

- 1/4 product ad in openautomation
- 1/4 online ad in openautomation-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.–**

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 × 105 mm (w × 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 × 121 mm).

Issue	Topics
1 - 2 **PD: 08.04.26** **AC: 16.03.26**	Monitoring, HMI, Operating Devices, Energy Measuring Devices Industrial Ethernet Components IoT Gateways
3 **PD: 09.06.26** **AC: 15.05.26**	Fieldbus and IO-Link Components Embedded Computing
4 **PD: 15.09.26** **AC: 25.08.26**	Energy Management Remote Maintenance Switches, Fuses and Relays
5 **PD: 19.10.26** **AC: 28.09.26**	Edge Controller and Edge Computer Cables, Wires & Connectors
6 **PD: 18.11.26** **AC: 28.10.26**	Control Systems/PLC/Controllers Safety Components

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, contiunuos-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” (bvdm). 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.stroever@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.

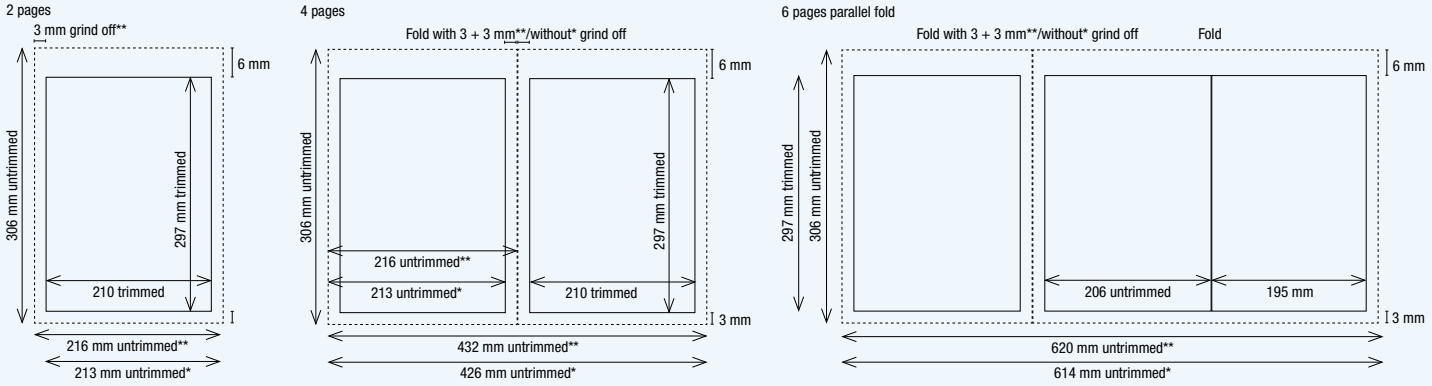
We are not able to modify or correct any Postscript files.

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 seperate form and they are charged seperately.

Please include a binding proof/laser printout.

EDA AMF **F**

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 to 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	18,500 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.



Delivery Address:

Prepaid delivery, untrimmed and ready
for insertion, with delivery note
"For 'openautomation'Edition … (No.)" to:

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

* wire stitching only ** adhesive binding only

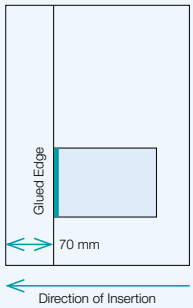
Loose Inserts	Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned inserts. Loose inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of loose inserts is constrained to the technical possibilities.
Insertion Note	A free note is included in the table of contents.
Copies Required	18,500 copies
Delivery Date	Up to 8 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 seperately. 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 ‚openautomation' 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	18,500 copies



Delivery Address for Affixed Advertising Media:

Prepaid delivery and ready for insertion, with delivery note „**For ‚openautomation' Edition … (No.)**" to:

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

EDA AMF 2

1 Circulation Monitoring

EDA

2 Circulation Analysis

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

Copies Printed	**18,200**
Actual Distributed Circulation (ADC):	**18,033**
thereof abroad:	142
thereof late entries from previous reporting periods:	0
Sold Copies [1]:	4,779
thereof abroad:	4
• by subscription[1]:	4,779
thereof member-copies:	4,700
• other sales[1]:	0
• individual copies sold:	–
Free Copies [1]:	13,182
Surplus, Archive, and Specimen Copies [1]:	239

3 Geographical Distribution Analysis

Economic Area	Percentage of actual distribution	
	Percentage	Copies
Federal Republic of Germany	99.2 %	17,812
Foreign countries (mainly Austria and Switzerland)	0.8 %	159
Actual Distributed Circulation (ADC)	100.00 %	18,033

4 Classification of the Copies per Region

Federal States	Percentage of actual distribution	
	Percentage	Copies
Baden-Württemberg	19,8 %	3,576
Bavaria	15,1 %	2,728
Berlin	2,4 %	434
Brandenburg	1,5 %	275
Bremen	0,6 %	114
Hamburg	1,4 %	251
Hesse	8,4 %	1,523
Mecklenburg-Western Pomerania	0,9 %	155
Lower Saxony	8,3 %	1,488
North-Rhine Westphalia	23,3 %	4,207
Rhineland-Palatinate	4,2 %	754
Saarland	1,0 %	187
Saxony	3,9 %	703
Saxony-Anhalt	1,5 %	279
Schleswig-Holstein	2,6 %	466
Thuringia	1,8 %	328
Abroad	0,8 %	142
Others [2]	2,3 %	423
Rounding Difference	0,0 %	0
ADC (annual average)	100,0 %	18,033

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.)

3-E AMF IVW EDA

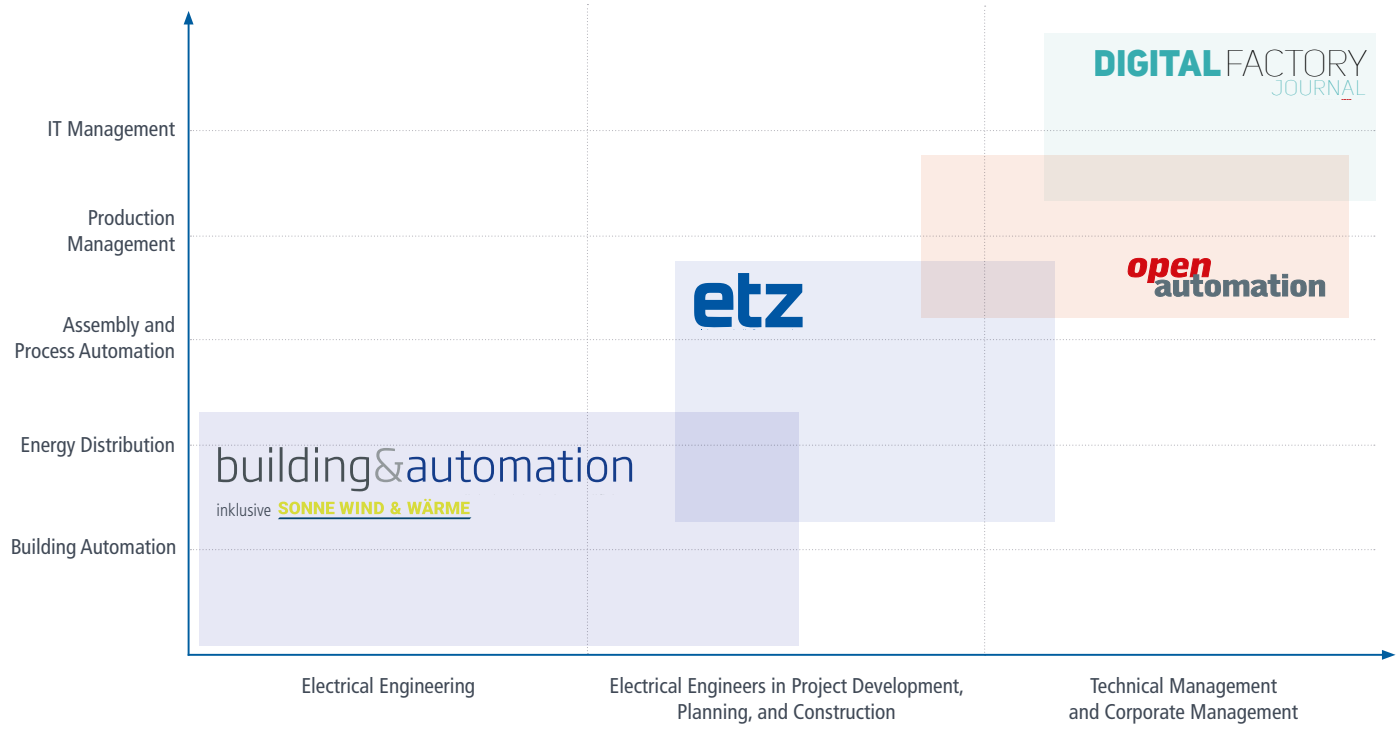
Average number of copies July 1st, 2024 – June 30th, 2025) (according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2024 – II/2025

1 Branches

WZ 2008 Code	Branche	prozentualer Anteil
35	Energy Supply, Water Supply, Mining	2.2 %
20, 21	Chemical and Pharmaceutical Industry	2.4 %
26, 261, 27, 271	Electrical Engineering, Electronics	19.2 %
46	Electrical Wholesle and Retail	0.1 %
265	Measurement and Control Technology, Automation Technology	30.2 %
28	Mechanical and Plant Engineering	23.5 %
29	Automotive Industry	1.9 %
62, 71	Engineering Consultants, Software Companies, Systems Houses, Systems Integrators	8.4 %
10, 11	Food Industry	4.3 %
85, Sonstige	Other, Education and Training, Universities	2.9 %
99999	Branches according to EDA not collected	0.7 %
	Other Branches, e.g. Private/Self Employed Persons	4.0 %
	Rounding-off Difference	0.1 %
Actually Distributed Circulation (ADC)		100,00 %

2 Position of the Recipients

Funktion der persönlichen Empfänger	prozentualer Anteil
Without Personalisation	0.1 %
Management/ Executive Board	37.9 %
Supervisory Board/ Advisory Board	0.1 %
Branch Management, Plant Management, Operations Management	1.4 %
Department Management, Division Management	17.5 %
Assistance/ Secretariat	0.0 %
Project Management	0.1 %
Specialist	40.3 %
Department (without person)	0.4 %
Others	2.3 %
Rounding-off Difference	0.0 %
Actually Distributed Circulation (ADC)	100,00 %



Belesen: Average reading time 21 minutes!

How long do you spend reading each issue of the magazine „openautomation“?

not at all	0 %
up to 15 minutes	63 %
16 to 30 minutes	28 %
31 to 45 minutes	5 %
46 Minuten to 1 hour	2 %
1 to 1,5 hours	1 %
1,5 to 2 hours	1 %
don‘t know	1 %

89% decision maker!

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

I decide alone	18 %
I decide together with colleagues	49 %
I advise / support purchasing decisions	22 %
I am not involved in decisions	10 %
not specified / I don‘t know	1 %

100% Active readers

Have you taken any action as a result of an advertisement you saw in the magazine „openautomation“ within the last 12 months?

Talked to an employee about the advert	42 %
visits the website of the advertised company	43 %
passed on an advert to someone in the companyn	38 %
requested more information about the advertised company	26 %
recommended the purchase of a product	17 %
purchased advertised products or services	11 %

Target group: Medium-sized and large companies!

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

1 to 4 employees	10 %
5 to 9 employees	8 %
10 to 19 employees	11 %
20 to 49 employees	17 %
50 and more	54 %
don‘t know / no information	0 %

3,2 Readers per issue!

How many people read your copy of the magazine „openautomation“? Please tell us the number of readers overall.

no fellow readers / I read alone	32 %
1 fellow reader	19 %
2 fellow reader	17 %
3 fellow reader	12 %
4 fellow reader	7 %
more than 4 fellow readers	11 %
no information	2 %

90% Specialists and managers!

What is your position in your company?

Managing Director / Executive Board	34 %
Branch Management / Plant Management	4 %
Department, Divisional, or Project Head	43 %
Professionals	9 %
Department (without person)	2 %
Other	8 %
no information	0 %

Results from the openautomation Copytest - Issue 3/2023 (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 Adress:	**www.openautomation.de**
2 Short Summary:	The Internet presentation of openautomation consequently implements the same unique concepts and strategies as the jounal does. With the web portal www.openautomation.de the character of the branch-orientated magazine is consistently transferred to the Internet. Users can find not only daily news and articles from the print medium, but also a special section on Industrie 4.0 including Industrie 4.0 Innovation Award. www.openautomation.de is a channel on the www.smart-production.de portal.
3 Target Group:	The contents of openautomation.de addresses all those, who want to be informed on the markets, trends, and innovations in automation and industrial IT.
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.

Delivery Address

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

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openautomation@
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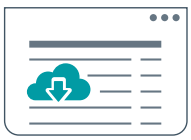
open automation

IVW EDA AMF

O-F /O-P

1 Advertising Sizes and Prices	Format/ Placement	Width × Height *in Pixel*	Price *in €*
	Billboard	960 × 250 (Mobiles: 320 × 50)	3,300
	Super Banner	728 × 90 (Mobiles: 320 × 50)	1,550
	Wide Skyscraper	160 × 600 (Mobiles: 320 × 50)	1,300
	Medium Rectangle	300 × 250	1,300
	Fullbanner Top Fullbanner Base	468 × 60 468 × 60	850 750
	Text Ad Text Ad Feed (incl. Text Ad)		1,350 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 **Unlimited access to the archive. No repetitive content.*		
	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
- Newsletter
- Topics (Companies & Branches; Data Generation, Collection & Transfer; Data Use for Control & Visualization; Data Processing & Analytics; Data for New Business Models)
- openautomatio Magazine
- we live open automation
- Specials (Smart Production Innovation Award, Industrial Metaverse)

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

Metrics

1 Control	-
2 Metrics	Upon 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.

1 Name	***open*automation-Newsletter**
2 Short Summary	The monthly openautomation Newsletters and the special newsletters provide information on far more than the up-to-date news. They also refer to online published rounds of talks, comments, interviews, etc. Current trends of the media, testing school knowledge, and humorous notes supplement the neutral information.
3 Target group	The openautomation Newsletter is targeted at the user, planer and supplier of innovative solutions for the industry automation and also for persons responsible in the Management of industrial IT and industrial production.
4 Frequency	12 times per year plus two special issues Deadline for Ads: 7 days prior to publication date

Publication Dates:

Regular openautomation-Newsletter

Rubrics
- Collecting Level
- Visualizing & Control Level
- Analyzing & Optimization Level
- Strategy Level

Issue	Date
1/2026	15.01.2026
2/2026	16.02.2026
3/2026	16.03.2026
4/2026	15.04.2026
5/2026	18.05.2026
6/2026	15.06.2026

Issue	Date
7/2026	15.07.2026
8/2026	17.08.2026
9/2026	15.09.2026
10/2026	15.10.2023
11/2026	16.11.2026
12/2026	07.12.2026

Issue	Date
S1 Hannover Messe	16.04.2026
S2 SPS	18.11.2026

Special edition newsletters: we live open automation

Issue	Date
wloa 1/2026	10.04.2026
wloa 2/2026	12.06.2026

Issue	Date
wloa 3/2026	21.09.2026
wloa 4/2026	13.11.2026

5 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8 A 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 und 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)

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

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Head of Sales and Advertising
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olaf.schneider@vde-verlag.de

open automation

IVW EDA AMF

N-F / N-P

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	1,300
	1/8	center: 93 × 60 bottom: 190 × 30	1,200

PDF Newsletter Follow Pages	Format	Width × Height *in pixel*	Price *in €*
	1/4	93 × 120	1,050
	1/8	standard: 93 × 60 landscape: 190 × 30	800
	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

2 Distribution 7.359 recipients
(as of: August 2025)

Stand-Alone Newsletter

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

Price and 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 fulfilment 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 concilation boards.

We are here for you

media2b.
Gemeinsam. Mehr erreichen.

Media Consulting

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Subject to price changes and errors. Delivery and Payment terms of VDE VERLAG apply.