

WILEY



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Competent, up to date, informative – for over **30 years**

Official Media-Partners



2025 Media Guide **messtec drives Automation**

Convincing solutions through strategic partnerships



messtec drives Automation

messtec drives Automation (mdA) always has its finger on the pulse and offers comprehensive, cross-industry information on all aspects of automation. For over 30 years, mdA has been your sought-after trade journal for factory and process automation.

With an IVW-certified circulation of 46,000 (12,000 print + ~34,000 digital), you reach all relevant decision-makers in the market.

In addition to the established print editions, it offers the digital formats interactive, topic-specific e-specials German and English newsletters (D-A-CH region and international)

- B2B-Portal **www.wileyindustrynews.com**
(German & English)
- Podcast
- Webinars

The presence on social media also increases distribution in this area. The clear design and structured presentation contribute to the reading experience and promote the best advertising impact.

Overview

Publication Frequency
7 issues (print) +
5 E-specials +
special newsletter (digital)

Volume
34th year 2025

Circulation
Ø 30.000 - For circulation
mix Print/e-Paper per
quarter see ivw.de



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Editor-in-chief**
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Advertising Administration
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Subscription
Single Copy Rate: 17 €
Subscription: 95.20 €
Digital Subscription: 95.20 €
Subscription for Students 50% discount

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Analyses

Distribution Print + Online (IVW Q2/2024) 	Copies
Distribution	48,955
Print copies	18,000
ePaper	30,955

Reichweite Print + Online <small>(Digitale Verbreitung Stand: 30. Juli 2024)</small>	Copies
Print	18,000
ePaper (IVW Q2/24)	30,955
Wiley Industry News/ WIN Unique Visitors per month	10,200
Social Media (Follower)*	19,000
WIN-Newsletter (german)	34,135

Analysis of recipients According to Industry

Industry	%	Recipients
Machine & Plant Engineering	35,8	6,419
Food & Beverage	26,2	4,698
Automotive / Rail / E-Mobility	16,4	2,940
Chemistry / Pharmaceutical	16,1	2,887
Electronics & Electro-technology	2,4	430
Energy	3,1	556
Total	100,0	17,930

All statistics are averages, rounded up percentages Based on distribution data 2024

Editorial Analysis*

Topic	%
Automation incl. IPC	34.5
Sensors	26.9
Drive technology	14.3
Measuring technology	16.8
Image Processing	7.5

* Analyse der Ausgaben August 2023 bis Juli 2024

Empfängeranalyse nach Aufgabenbereichen

Area of responsibility	%	Recipients
Research & Development	35.9	6,437
Management	20.3	3,640
Production / Manufacturing	18.9	3,389
Logistics	16.5	2,958
Other	8.4	1,506
Total	100.0	17,930

All statistics are averages, rounded up percentages Based on distribution data 2024

Dates & Contents: PRINT (also distributed as E-Paper)

Issues	1 February	2 March	3 April	4 June
Publishing Date ¹	20.02.2025	24.03.2025	24.04.2025	16.06.2025
Advertising Deadline	05.02.2025	10.03.2025	12.04.2025	02.06.2025
Editorial Deadline	15.01.2025	17.02.2025	14.03.2025	12.05.2025
FAIRS & EXHIBITIONS	Maintenance Dortmund 19.+20.02.2025	Hannover Messe Hanover 31.03-04.04.2025	Sensor+Test Nuremberg 06.-08.05.2025	MSR-Spezialmesse Hamburg 18.06.2025
	all about Automation Friedrichshafen 25.+26.02.2025		Control Stuttgart 06.-09.05.2025	Automatica Munich 24.-27.06.2025
	Logimat Stuttgart 11.-13.03.2025		all about Automation Heilbronn 14.+15.05.2025	all about Automation Wetzlar 10.+11.09.2025
	Embedded World Nuremberg 11.-13.03.2025		all about Automation Hamburg 03.+04.06.2025	
	MSR-Spezialmesse Leverkusen 09. April 2025		Transport Logistic Munich 02.-05.06.2025	

Topics	Packaging & Logistics Embedded Technology Condition Monitoring & Predictive Maintenance Food & Beverage	Sustainability: Electrification, Decarbonisation, Hydrogen, Recycling Economy, Recycling, Storage Technologies AI & Machine learning Digitalisation	Sensors & Measuring Technology & Calibration Quality assurance Industrial 3D Printing Logistics & Mobile Automation	Digitalisation & AI: Digital Transformation Robots & Co.: Legal requirements, standardization, safety. Co-operation between humans and machines: How Cobots and Robotics are changing the working world

ISSUE-NEWSLETTER	20.02.2025	27.03.2025	24.04.2025	20.06.2025
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Topics	20.02.2025	27.03.2025	24.04.2025	20.06.2025
Automation	IoT & Cloud, Control Cabinets & Housing, Automated Guided Vehicles (AGV) HMI, Embedded Vision, Displays, Housing, Robotics & Cobots, Handling Systems, Safety	IoT, Data Security, Cloud Solutions, Wireless & 5G MRK & MRI, Condition Monitoring, Predictive Maintenance	Industrial Communication, (Industrial Ethernet, LWL, Field buses) Cables, Wires & Connectors Safety Technology & Services	Industry & Service Robotics Gripper, Positioning & Handling Systems Software & Cloud Computing
Drive Technology	Servo technology Linear Technology Gears	Electric Drive Technology Micromotors & Compact Drives	Frequency Inverters, Drive Control & Motion, Control Rails, Axles & Bearings, Linear Technology	AC, DC & Geared Motors, Drive Technology for Robotics Energy-Efficient Drive Technology
Sensors	Conveying & Storage Marking, Identifying & Localizing	Pressure, Temperature, Fill Level, Limit Level, Flow Rate, Humidity Sensors for Decarbonisation	OPC UA IO-Link	Displacement & Angle Measurement, Rotary Encoders, Position Sensors, Inclination, Ultrasonic, Length
Image Processing	Smart-Kameras	Image Evaluation Deep Learning	Opto Sensors, Vision-Sensoren & Light Barriers	Robot Vision Vision-Systems AI in Industrial Image Processing
Measuring Technology	Testing Machines & Systems Calibration	Measuring Technology for the Production & Use of Green Hydrogen	Quality Assurance Calibration Data Logger Software	Measurement Data Acquisition, Signal Processing & Measured Value Recording

BASICS

Basic contribution explain the How, What & why

TECHNOLOGY

This column is all about technology. In articles and interviews, we explain the technology behind a product, ask about the added value for the user and possible fields of application.

APPLICATION

Theory is one thing, putting it into practice is another. We use specific applications to show you what technologies can achieve in real life.

Dates & Contents: PRINT (also distributed as E-Paper)

Issues	5 September	6 October	7 November
Publishing Date ¹	09.09.2025	29.09.2025	10.11.2025
Advertising Deadline	25.08.2025	15.09.2025	22.10.2025
Editorial Deadline	28.07.2025	11.08.2025	22.09.2025
FAIRS & EXHIBITIONS	MSR-Spezialmesse Ludwigshafen 10. September 2025	Motek Stuttgart 08.-11.10.2024	Productronica Munich 18.-21.11.2025
	all about Automation Dusseldorf 17.+18.09.2025	MSR-Spezialmesse Landshut 15. Oktober 2025	Formnext Frankfurt 18.-21.11.2025
	Fachpack Nuremberg 23.-25.09.2025		sps smart production solutions Nuremberg 25.-27.11.2025
	Powtech Technopharm Nuremberg 23.-25.09.2025		
	all about Automation Chemnitz 30.09-01.10.2025		

Topics	Intralogistics: Identification Technology, Transport Systems, Conveyor & Storage Technology Process Technology Mobile Automation	Robotics & Cobots Assembly & Handling Technology Intelligent & Efficient Automation Services Food & Beverage	SPS – Smart Production Solutions: Sensors, Drive Technology, Control Technology, Industrial Communication Productronica: PLC Automation, OT meets IT, OPC UA, Cloud Solutions, Artificial Intelligence, Quality Assurance, Condition Monitoring & Predictive Maintenance, Human-Robot Collaboration (HRC)
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ISSUE-NEWSLETTER	11.09.2025	01.10.2025	13.11.2025
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Topics			
Automation	Lightning & overvoltage protection Simulation & Digital Twin (Virtual) SPS Safety & Ex-Equipment	Cable Routing & Energy Chains HMI, Embedded Vision, Displays, Housing	Energy & Power Supply Interface & Connection Technology Switchgears Industrial Communication
Drive Technology	Precision Gearboxes Rails, Axles & Bearings	Decentralized Drive Technology Drives & Motors	Servo technology Linear Technology Gears
Sensors	Dosage, Filling, Packaging, Labeling, Marking and Identification Technology	Pressure, Temperature, Level, Limit Level, Flow Rate, Humidity	Displacement & Angle Measurement, Rotary Encoders, Position Sensors, Inclination, Ultrasonic, Length
Image Processing	Machine Learning Vision – Sensors & Systems	2D/3D Lighting & Objectives	Smart-Cameras Vision – Sensors & Systems
Measuring Technology	Software	Cloud-Solutions for Measuring Technology Calibration	Testing Machines & Systems Calibration

BASICS	TECHNOLOGY	APPLICATION
Basic contribution explain the How, What & why	This column is all about technology. In articles and interviews, we explain the technology behind a product, ask about the added value for the user and possible fields of application.	Theory is one thing, putting it into practice is another. We use specific applications to show you what technologies can achieve in real life.

Dates & Contents: DIGITAL



Issues	E-Specials			Special Newsletter	
	April	June	November	May	September
Distribution date	29.04.2025	17.06.2025	18.11.2025	06.05.2025	09.09.2025
Advertising Deadline	23.04.2025	11.06.2025	12.11.2025	22.04.2025	26.08.2025
Editorial Deadline	14.04.2025	02.06.2025	03.11.2025	22.04.2025	26.08.2025
TOPIC FAIRS	Sensors + Measuring Technology	Smart Automation + Robotics	SPS Smart Production Solutions	Automate May 12-15, 2025 Detroit, USA	SPS Atlanta September 16-18, 2025 Atlanta, USA
Recipients	31,000 E-paper recipients (IVW checked) 19,000 Social Media = 50.000 Recipients	31,000 E-paper recipients (IVW checked) 19,000 Social Media = 50.000 Recipients	31,000 E-paper recipients (IVW checked) 19,000 Social Media = 50.000 Recipients	over 135,000 contacts in North America	over 135,000 contacts in North America

Focus Topics	Sensors: Level, limit level, pressure, distance, temperature, rotary encoder, ultrasound, safety, radar, distance, length	Robotik & Cobots Intelligent Automation Logistics	SPS – Smart Production Solutions: Sensors, Control technology, industrial communication, artificial intelligence, safety & security, sustainability & energy efficiency	Additive manufacturing Cameras & smart cameras Controls Conveyors End-of-arm tooling Frame grabbers Industrial IoT Laser equipment & systems Metrology equipment Motion control systems Motors Robots Safety products Sensors & feedback devices Software & AI Vision systems 5G technology	Drive systems and components Sensor technology Control technology Factory power – grids and -supplies Interface and interface technology Low voltage-switching devices Mechanical infrastructure IPCs Software & IT in manufacturing Human-machine-interface devices Industrial communication Training and consulting PLCs Cybersecurity Wireless systems for industrial environments
	Measuring & testing technology: materials testing, data acquisition and evaluation				

Prices & Formats

Advertisements	mm	Price €
1/1 Page	210 x 297*	8,190
1/2 Page portrait	90 x 260	4,960
1/2 Page landscape	185 x 128	4,960
Juniorpage	137 x 190	5,280
1/3 Page portrait	58 x 260	3,020
1/3 Page landscape	185 x 85	3,020
1/4 Page classic	90 x 128	2,460
1/4 Page portrait	43 x 260	2,460
1/4 Page landscape	185 x 63	2,460
1/8 Page classic	90 x 63	1,650
1/8 Page landscape	185 x 30	1,650
Job Advertisements – 25% discount on standard advertisements		

*plus 3 mm overlap on all sides

Preferred Positions		Price €
Title Page + Story ¹		9,500
Inner cover + Story ¹		3,815
Inside front/back page ¹	210 x 297*	8,600
Back page ¹	210 x 297*	8,840
1. page right ¹	210 x 297*	8,600
Title corner	73 x 51 x 51*	3,430
Postcards ²		230

*plus 3 mm overlap on all sides

1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

2 Postcards: 230 €, Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

Beihefter	mm	Price €
2-page A4*	210 x 297	6,220

* Head: 3 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts ³	weight	Price €
	up to 25 g	390
	up to 50 g	500

Product-Advertorial

Only print 1/6 page	450 characters incl. spaces plus product image (min. 250 dpi)	760
Print 1/6 and Online (6 months)		970
Only Print 1/2 page	1,200 characters incl. spaces plus product image (min. 250 dpi)	2,250
Print 1/2 and online (6 months)		2,350

Reprints

We would be pleased to provide you with the PDF file of your article for a nominal charge for your internet presence **300 €** (plus VAT). A printable PDF is available at a price of **980 €** (plus VAT).

Contact:

Nicole Schramm · +49 (0) 6201 606 559 · nschramm@wiley.com

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

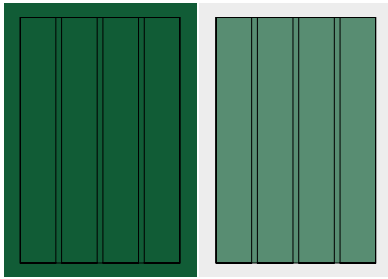
VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2024 and supersedes all previous price lists.

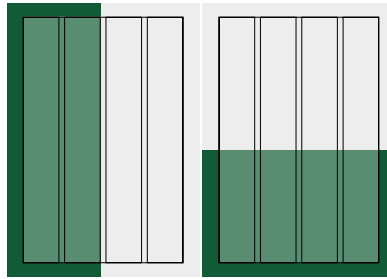
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

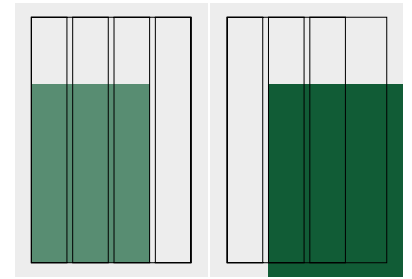
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

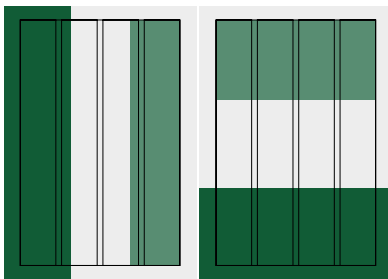
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

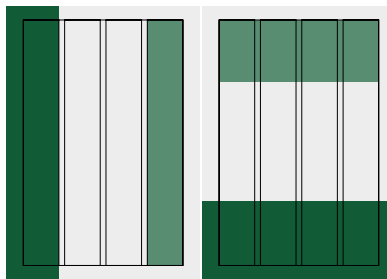
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

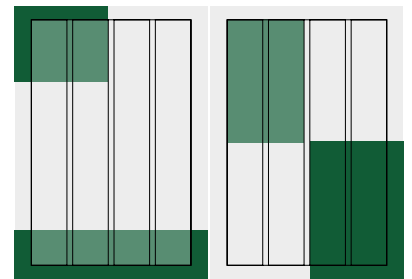
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Page
Type Area/Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm



1/4 | 1/8
Page Type Area/Bleed Size

Type Area:
classic: 90 x 128 mm

Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm

Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

Technical Specifications

Magazine format

210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4, column width 43 mm

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts/bound-in-inserts

The delivery quantity and delivery address
as well as the delivery date are stated
on the order confirmation.

Data format

We accept the following data formats:
PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

by e-mail to kerstin.kunkel@wiley.com



Wiley-VCH GmbH
FAO: Kerstin Kunkel
Boschstrasse 12 · 69469 Weinheim
Tel.: +49 (0) 6201 606 731

E-Special: 100 % Content – 100 % Digital

The most important information to start with: With our **digital format- the E-Special** – you can reach **over 21,000 recipients** via social media and WIN - Wiley Industry News, this is the joint portal of the trade magazines messtec drives Automation, inspect and PhotonicViews.

Range of distribution

Social Media	19.000
E-Paper-Recipients (IVW-approved)	31.000
Total number of recipients*	50.000

as of 30. July 2024

With numerous, integrated videos and links to relevant websites our e-specials provide you with an attractive and interactive reading experience. Every E-Special has a focus topic. The advantage of digital formats: your ads will be provided with surface and deep links so that potential customers can reach the webpage for your products directly. Are several topics interesting for you? Ask our sales team about the flat-rate option.

Advertising format

Cover page + Cover story (max. 4,000 characters) + Interview (10 minutes, digital)	3,600
1/1 Advert 4c (1,600 x 1,200 Pixel)	2,600
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel)	1,800
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel at Editorial)	2,600

Price €

Topic

Sensorik + Messtechnik	29. April 2025
Smart Automation + Robotics	17. June 2025
SPS – Smart Production Solutions	18. November 2025

Date

Wiley Industry News

WIN NEWS www.WileyIndustryNews.com

www.wileyindustrynews.com (WIN>NEWS) is the target group portal for all professionals and decision-makers in the fields of automation, image processing and photonics. Whether daily industry news, product reports, user reports, technical articles, web and podcasts or the print and e-issue archive - with its wide range of information, WIN>NEWS offers the ideal environment for your advertising and content .

Display/Bannerwerbung

Display/banner advertising Give your company a face, show your presence, communicate a product launch – in short, benefit from our reach! Supplement your print advertising in messtec drives Automation with an image campaign on **www.WileyIndustryNews.com** and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1,345 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,225 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,345 / month, run of site*

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

**the mobile optimized version requires an additional Medium Rectangle format

Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of **www.WileyIndustryNews.com**. Reach your target group 24/7/365.

Scope of Service: Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1-4 Images, Contact Information

Running Time: 1 month prominent as a Top Feature Story. Additionally, your highlight remains for a total of ***€ 1,730** six months in the portal's database

Combo offer: Feature on Portal + Newsletter **€ 2,370**

*in a rotation scheme with other Top Feature Stories. Text is subject to editorial criteria.

Accesses to the website

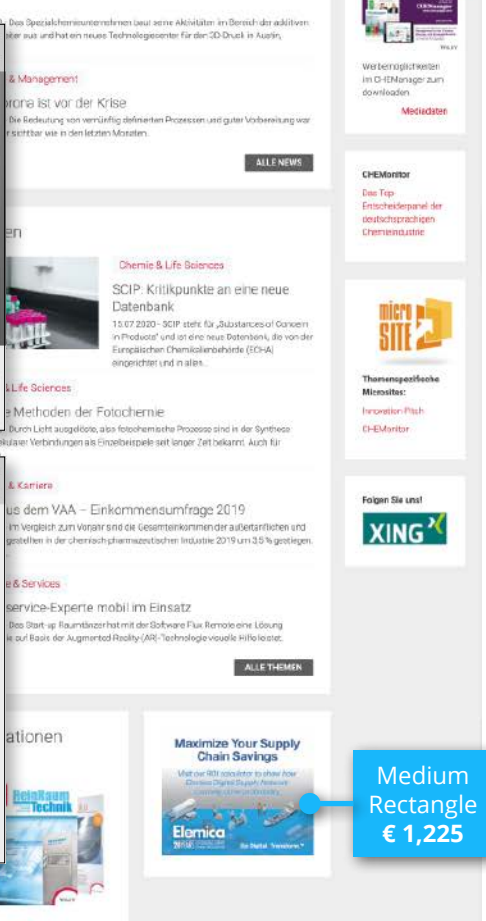
Page Impressions/Month	15,600
Unique Visits/Month	10,200

Mean values from January to June 2024

See next page for technical specifications



Mobile



Desktop

Newsletter – Formats & Prices

The two newsletters from wileyindustrynews.com provide their subscribers regularly and competently with the most important news from the world of automation, image processing and photonics. The weekly German-language WIN>Newsletter (D) for the DACH region and the bi-weekly English-language WIN>Newsletter (INT), which is distributed worldwide, thus offer the ideal platform for your advertising messages

Newsletter: Banner formats & prices

Full Banner	468 x 60 Pixel	€ 1,120
Medium Rectangle	300 x 250 Pixel	€ 1,350
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,225
Content Ad direct		€ 1,445
Combo offer: Top Feature on website + newsletter		€ 2,370
Event announcement: name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 545
Job advertisement: description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 560

Material to be submitted 7 days before distribution date of booked news letter

Medium Rectangle
€ 1,350

Feature
€ 1,225

Full Banner
€ 1,120

Exclusive access to your customers
Single Sponsored Newsletter
5,335 €

Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/ Tag

Target-website

please tell us the exact URL, where your banner should be linked to.

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG

Webcast

Data format: any video format is possible
Youtube or Vimeo link possible.

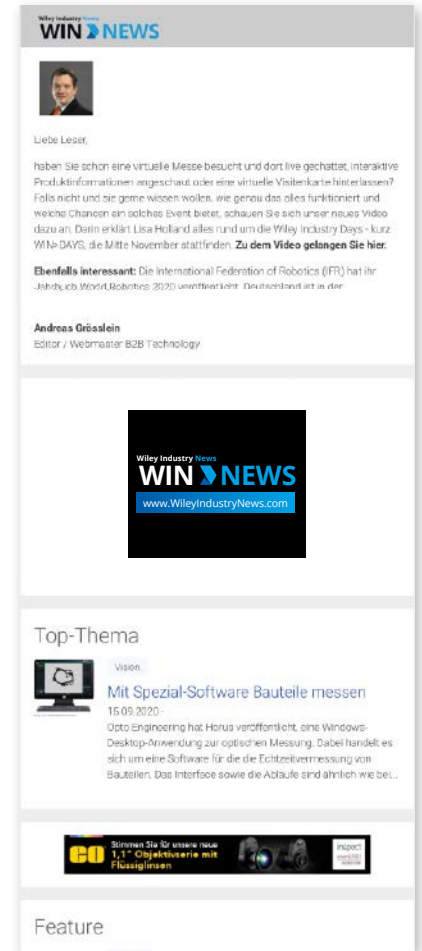
Newsletter

Regular Newsletter (WIN deutsch)

Month	Date
January	13.01.2025
	20.01.2025
	27.01.2025
February	03.02.2025
	10.02.2025
	17.02.2025
March	24.02.2025
	03.03.2025
	10.03.2025
April	17.03.2025
	24.03.2025
	31.03.2025
	07.04.2025
May	14.04.2025
	22.04.2025
	28.04.2025
June	05.05.2025
	12.05.2025
	19.05.2025
	26.05.2025
July	02.06.2025
	10.06.2025
	16.06.2025
	23.06.2025
August	30.06.2025
	07.07.2025
	14.07.2025
September	21.07.2025
	28.07.2025
	04.08.2025
October	11.08.2025
	18.08.2025
	25.08.2025
November	01.09.2025
	08.09.2025
	15.09.2025
	22.09.2025
December	29.09.2025
	06.10.2025
	13.10.2025
January	20.10.2025
	27.10.2025
	03.11.2025
February	10.11.2025
	17.11.2025
	24.11.2025
March	01.12.2025
	08.12.2025
	15.12.2025

Internationaler Newsletter (WIN engl.)

Month	Date
January	13.01.2025
	27.01.2025
February	10.02.2025
	24.02.2025
March	10.03.2025
	24.03.2025
April	07.04.2025
	22.04.2025
May	05.05.2025
	19.05.2025
June	02.06.2025
	16.06.2025
	30.06.2025
July	14.07.2025
	28.07.2025
August	11.08.2025
	25.08.2025
September	08.09.2025
	22.09.2025
October	06.10.2025
	20.10.2025
November	03.11.2025
	17.11.2025
December	01.12.2025
	15.12.2025



E-Beilage

Our specialist magazines are also published digitally. Therefore, you are welcome to use the opportunity to integrate your supplement, a special catalog or a product or company brochure into the digital version of the print edition or our e-specials. The digital version and the e-specials are distributed via the newsletter distribution list and our social media channels.

Digital Insert up to 12 pages: 3,060 €

Digital Insert up to 20 pages: 3,860 €

AutomationsBest Award 2025

There are many awards, but there is only one AutomationsBest Award. The Prize is awarded at the SPS – Smart Production Solutions in three categories:

• **Best Product** | • **Best Solution** | • **Best Start-up**

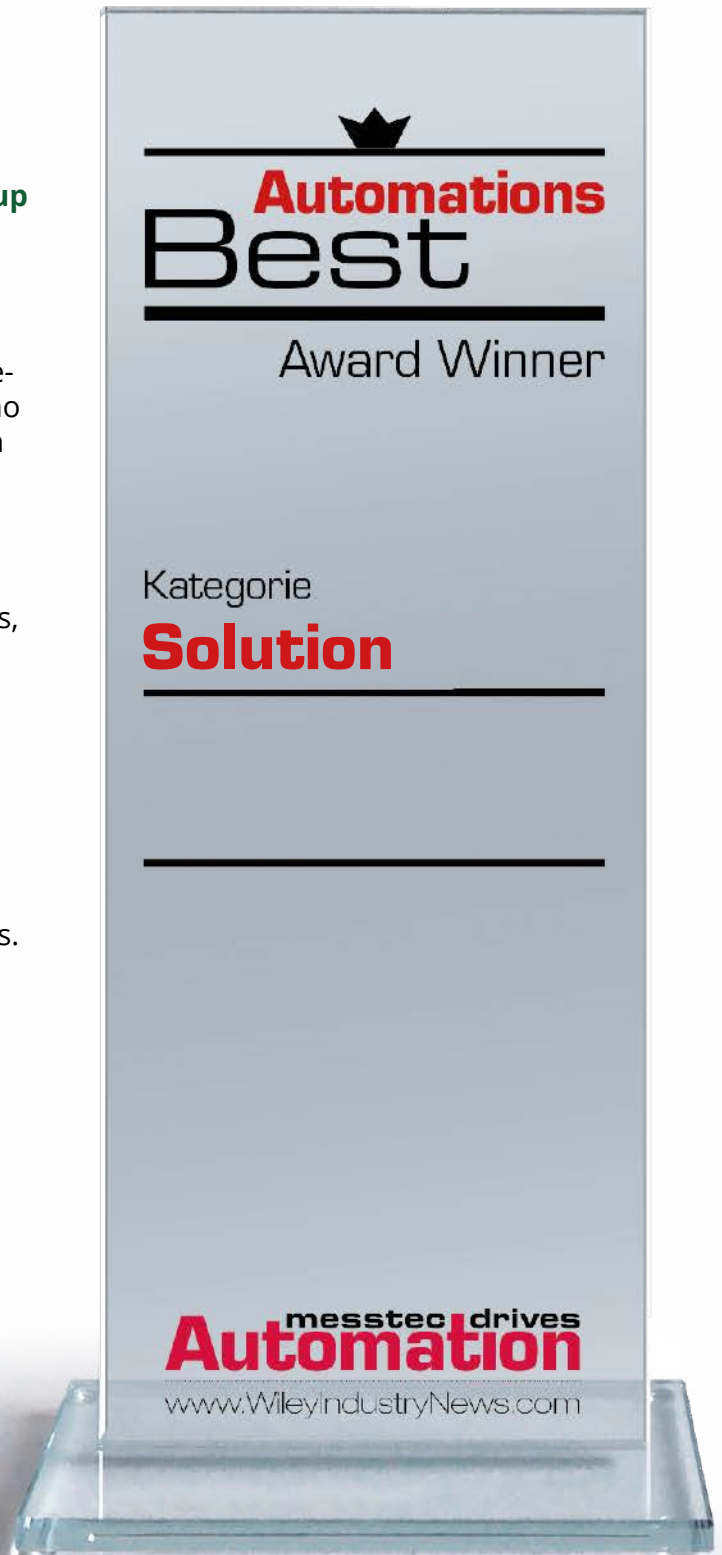
Any company can apply with a new, innovative product or a specific solution for a specific problem or customer request. Companies that are active in the field of industrial automation (discrete manufacturing/process automation) and are no older than five years can submit their application for the Start-up category.

Step 1: Apply by following the QR code below.

Step 2: A jury selects a maximum of five products, solutions or start-ups, which we will present in issue 05/25 of messtec drives Automation. Our readers will now decide in an online vote which submissions will receive the AutomationsBest Award.

Step 3: The candidates with the most votes per category will be honored on the first day of the trade fair at the SPS – Smart Production Solutions. Here we will present the awards to the three winners in the categories Product, Solution and Start-up in a celebratory setting.

Further information can be found at:



WIN-Quiz: SPRINGT ins Auge, BLEIBT im Kopf!????

Do you want to present a product in a different way than in a classic press release? And do you want to reach over 103,000 recipients in one go via newsletter, social media and our WileyIndustryNews portal? Then our quiz is just the thing for you!

What options do you have

- ▶ You book an advertorial (1,500 characters) including an image (850 x 566 px) and we design a suitable quiz, with three to five questions that the user can answer just by reading your text.

- ▶ **Costs:** Advertorial 2,470 euros + Quiz 1,150 € = 3,620 € – for you in combination 2,500 €

- ▶ You can book banners within the quiz. See page 11 in this media kit for prices.

- ▶ **Surveys:** Do you want to know which features are important to users of smart cameras? Or whether the industry is ready for a virtual PLC? Ask what interests you and the readers of messtec drives Automation, inspect and PhotonicsViews will vote.

- ▶ Sponsorship of the prize by your company

What do you get?

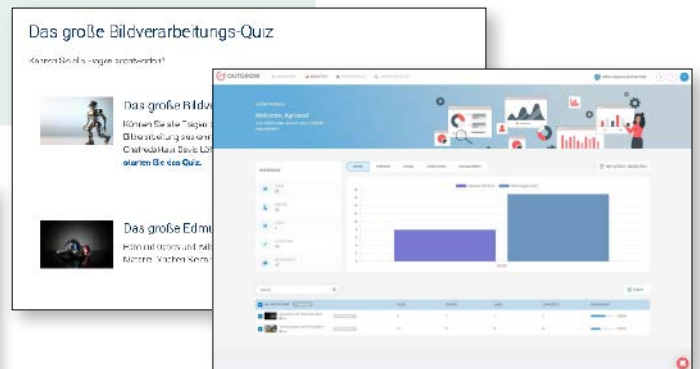
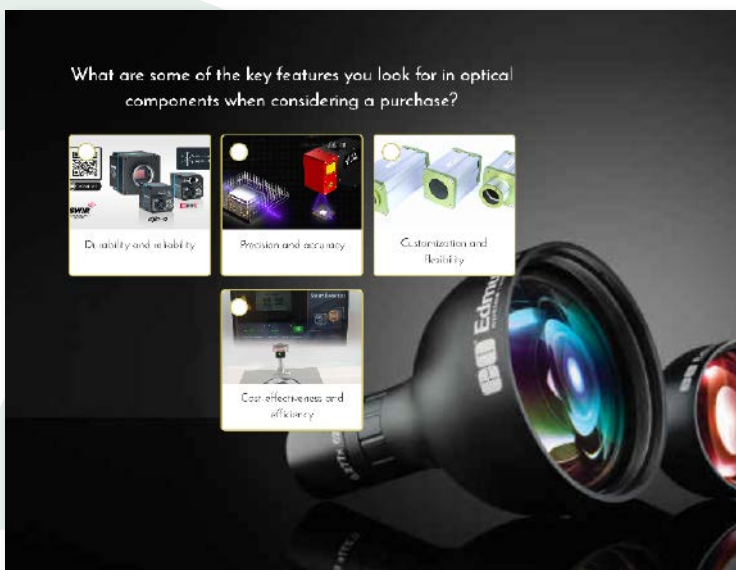
- ▶ Promotion of the quiz in relevant print editions (in the form of a disruptor) and newsletters as well as via social media and on our portal www.wileyindustrynews.com. In total, you will reach over 103,000 recipients.

Social media	19,000 contacts
wileyindustrynews	74,000 visitors/month
Newsletter (German/English)	74,000 recipients

- ▶ The quiz will be displayed on the portal for a period of three months and highlighted accordingly on the start page.

- ▶ Leads: We will provide you with the participants' data.

- ▶ **And most importantly, your product gets attention and stays in people's minds.**



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Definitions

1. In these terms and conditions:

- (a) **"Wiley"** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
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- (g) **"Reprint Quotation"** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
- (h) **"Terms"** means these terms and conditions.

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- 9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, or as previously provided by Wiley in relation to the particular publication.
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- 11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any 'impression goals' or the like provided are non-binding. Online Advertising described in the Booking Confirmation as '100% sponsorships' will not be subject to any impression or viewability guarantees.
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- (c) the Advertising is accurate, truthful and non-deceptive and does not violate any laws regarding false advertising;

- (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;

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- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b));
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Terms will prevail, to the extent of the inconsistency.

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19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

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Advertising and Reprint Production Terms and Conditions

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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

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- 30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.
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- 39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.
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