

Industrial Outlook

Our focussed media power for your success



Circulation
953,220

CPT*
10 euros



Place your innovations in the spotlight

As the Official Partner of the HANNOVER MESSE, we offer you, with our publication Industrial Outlook in newspaper format, diverse possibilities for leads, product placing and international reach despite the cancellation of the live event.



The offer in overview

In order to reach the specialist public for the world's leading trade fair and other target groups beyond that, we have bundled all the power of our media brands. The result? The newspaper Industrial Outlook, in two languages and with sensational reach. The newspaper will be enclosed with the editions of our media brands, sent as an e-paper via the Newsletter, and circulated in the Chinese market using WeChat.

Main focus

Print: Germany, Austria and Switzerland
Digital: Europe and China

Two languages

 English and German

Newspaper format

255 mm wide × 350 mm high

Circulation

Print _____ 240,620 copies
E-Paper _____ 712,600 copies
Total circulation _____ 953,220 copies

Deadlines

Advertising deadline _____ 2nd Oct 20
Editorial copy deadline _____ 8th Oct 20

CPT
10 euros



Topics and dissemination

■ Topics

- Fluid technology
- Automation
- Handling & robot technology
- Drive technology
- Smart Factory
- E-mobility
- Energy technology
- Renewable energies
- Engineered solutions
- Energy efficiency
- Additive manufacturing
- Lightweight construction & materials
- Suppliers
- Research & development
- Material flow
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■ Dissemination

- In October / November 2020
- Print: Germany, Austria and Switzerland
- Digital: Europe and China

■ Print

- MM MaschinenMarkt | Issue 20 | PD 14th Dec 20
- MM LOGISTIK | Issue 6 | PD 3rd Dec 20
- konstruktionspraxis | Issue 11 | PD 17th Nov 20
- »Automobil Industrie« | Issue 11-12 | PD 21st Nov 20
- elektrotechnik | Issue 11 | PD 17th Nov 20
- PROCESS | Issue 11/12 | PD 17th Nov 20
- ELEKTRONIKPRAXIS | Issue 19 | PD 15th Oct 20
- SMM Schweizer MaschinenMarkt | Issue 22 | PD 28th Oct 20
- Schüttgut | Yearbook | PD 1st Dec 20



Digital

The e-paper is sent out with a Special Newsletter as well as to all recipients of the newsletters of:

- MM MaschinenMarkt | 15,700 recipients
- MM LOGISTIK | 8,100 recipients
- konstruktionspraxis | 21,000 recipients
- »Automobil Industrie« | 26,000 recipients
- elektrotechnik | 14,000 recipients
- PROCESS | 24,000 recipients
- ELEKTRONIKPRAXIS | 21,000 recipients
- SMM Schweizer MaschinenMarkt | 6,300 recipients
- MM Magazyn Przemysłowy | 9,000 recipients
- MM Műszaki Magazin | 7,000 recipients
- MM Korea | 5,000 recipients
- PharmaTEC | 5,900 recipients
- Schüttgut | 5,000 recipients
- Industry of Things | 15,000 recipients
- DeviceMed | 9,500 recipients
- MISSION ADDITIVE | 6,000 recipients
- PROCESS Worldwide | 28,000 recipients
- ETMM | 6,100 recipients



Exclusive China-Special

The e-paper is disseminated in the Chinese market via our WeChat channels and reaches 480,000 users.

Advertisement formats, prices and placing

Advertisement prices (4c)

Advertisement format	W x H in mm	Price
1/1 page	226 x 313	9,950,- €
1/2 page	226 x 140	7,950,- €
Junior page	134 x 189	7,500,- €
2/5 page	88 x 287	6,950,- €
1/3 page	134 x 140 226 x 91	5,950,- €
1/4 page	88 x 189 180 x 91	4,950,- €
1/5 page	42 x 287 88 x 140 134 x 91	3,950,- €

*All prices in euros, VAT extra.

Preferential placing (4c)

Header
(65 x 76, title page) _____ 16,950,- €

Footer strip ad
(226 x 42, title page) _____ 14,950,- €

Inside front cover
(226 x 313) _____ 11,950,- €

Back cover
(226 x 313) _____ 12,950,- €

2/1 across gutter
(2 x 226 x 313) _____ 17,950,- €

Frame ad
(42 x 42) _____ 950,- €

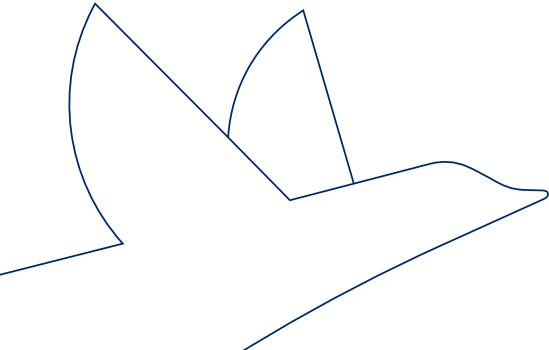


We are the Official Partner of the Hannover Messe

Get in touch!
We are looking
forward to hearing
from you.



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