



computer &  
**automation**

computer &  
**automation**

Fachmedium der Automatisierungstechnik

computer-automation.de



Paradigmenwechsel  
**Hardware-unabhängig  
steuern**

Safety & Security  
**Sicher vernetzt  
produzieren**

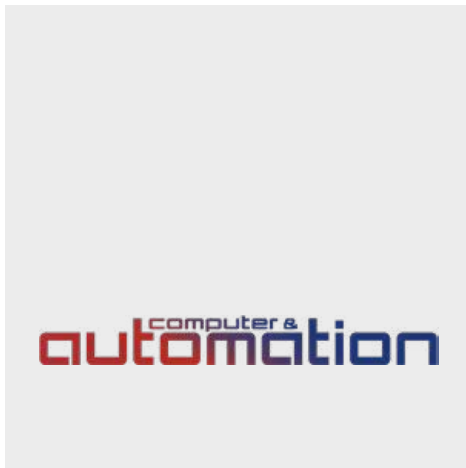
Immer in Bewegung  
**Vom Antrieb bis  
zum Roboter**



MEDIA GUIDE  
**2025**

Print | Digital | Events | Services

# Table of Contents



<a href="#">Media Brand</a> .....	03	<a href="#">Special Forms of Advertising Online</a> .....	25
<a href="#">Title Portrait</a> .....	04	<a href="#">Matchmaker</a> .....	26
<a href="#">Circulation / Distribution</a> .....	05	<a href="#">Newsletter Banner Formats</a> .....	27
<a href="#">Target Group</a> .....	06	<a href="#">Newsletter Topic Plan</a> .....	28
<a href="#">Topics</a> .....	07	<a href="#">Customized Newsletter</a> .....	31
<a href="#">Print Ad Formats</a> .....	11	<a href="#">Native Advertising</a> .....	32
<a href="#">Print Advertising Rates</a> .....	12	<a href="#">Lead Generation</a> .....	33
<a href="#">Extended E-Paper</a> .....	13	<a href="#">Social Media</a> .....	34
<a href="#">Screen Edition 2025</a> .....	14	<a href="#">Customized E-Paper</a> .....	37
<a href="#">Special Print Advertising Formats</a> .....	15	<a href="#">Readers' Choice and Market Overviews</a> .....	38
<a href="#">Product Adverts</a> .....	17	<a href="#">Event</a> .....	39
<a href="#">Robotics &amp; Automation</a> .....	18	<a href="#">Technical Data</a> .....	40
<a href="#">The Official Daily 2025</a> .....	19	<a href="#">General Terms and Conditions</a> .....	41
<a href="#">Wheel of Fortune for SPS 2025</a> .....	21	<a href="#">Contact</a> .....	42
<a href="#">Banner Formats</a> .....	22	<a href="#">Contact Pelemedia GmbH</a> .....	43

# Media Brand



## Your successful media brand at a glance:

- Total monthly distribution **32.549** Copies (source IVW, Q2/2024)
- **106,528** page impressions on a monthly average (source IVW, Q2/2024)
- **Over 22,000** newsletter subscribers (publisher's statement 8/2024)
- **Over 21,000** followers on the relevant social media channels (publisher's information 8/2024)

## The media brand of automation for crossmedia communication!

- **A credible environment**
- **High range**
- **High utility value for the target groups**

## For more than 25 years...

...the monthly automation magazine **Computer&Automation** has been following the increasing networking in the manufacturing and process industry and has been reporting on the fusion of IT and OT in technological depth ever since.

## "High target group affinity"

Our readers and users are the decision-makers in the user industries of automation technology.

"Computer&Automation, the media brand for your successful B2B communication!"

With **Computer&Automation**, you can reach your target group in a crossmedia and networked way: Trade magazine, e-paper, website, newsletter, social media and events.

"With Computer&Automation, you can reach decision-makers directly in a high-quality editorial environment."

Total monthly circulation 32,549 copies (source: IVW)

"Computer&Automation - The monthly automation magazine"

The range of topics in the once classic automation pyramid, such as control technology, sensor technology, drive technology and networking, is supplemented by the trends of Industry 4.0, Industrial IoT, sustainability, human-robot cooperation, safety & security, machine learning and data analytics, interoperability and real-time Ethernet (TSN) as well as IT technologies such as edge & cloud computing.

"Around the clock - With computer-automation.de and the relevant social media channels!"

Over 106,000 page impressions (IVW-Online, 8/2024,) and over 21,000 followers on LinkedIn, XING, X, YouTube, Instagram and Facebook: **Computer&Automation** stands for successful online communication.

"Computer&Automation - Events in presence and digital."

The webinar theme days, the **Computer&Automation** Product of the Year awards ceremony and the TSN/A Conference are events for decision-makers in the industry.

# Title Portrait



<b>Title</b>	<b>Computer&amp;Automation</b>
<b>Description</b>	<p><b>For over 25 years...</b></p> <p>... the monthly automation magazine Computer&amp;Automation has been following the increasing networking in the manufacturing and process industry and has been reporting in-depth on the "fusion" of IT and OT (Operational Technology) ever since.</p> <p>The range of topics in the once classic automation pyramid, such as control technology, sensor technology, drive technology and networking, is supplemented by the trends of Industry 4.0, Industrial IoT, sustainability, human-robot cooperation, safety &amp; security, machine learning and data analytics, interoperability and real-time Ethernet (TSN) as well as IT technologies such as edge &amp; cloud computing. The added value and benefits of the technologies used are illustrated in a neutral, sophisticated and independent manner in user-orientated technical articles. Product innovations, market trends and analyses also contribute to the reporting. The interactive e-paper editions of the monthly print magazine, which are enriched with videos, GIF animations, links to further information and podcasts, offer added value.</p>
<b>Target Group</b>	Decision-makers in the user industries of automation technology
<b>Publication Frequency</b>	12 issues per year plus special issues and SPS trade fair newspaper
<b>Booklet Format</b>	Width: 230 mm, height: 297 mm
<b>Volume</b>	26th year 2025

<b>Subscription Price</b>	Annual domestic subscription 109.00 € Annual international subscription 119.00 € ' incl. current VAT, incl. shipping		
	Single issue print 11,00 € incl. the current VAT, plus 3,00 € shipping		
	Annual subscription to digital e-paper (domestic/abroad) 90.00 €, incl. current VAT.		
	Single issue digital e-paper (domestic/foreign) 9,00 €, incl. VAT.		
<b>Circulation</b>	32,549 Copies		
<b>Membership / Participation</b>	IVW, IVW-Online		
<b>Publishing House</b>	<b>Pelemedia GmbH</b> Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 25556-1900 www.computer-automation.de, www.pelemedia.de		
<b>Publisher</b>	Pelemedia GmbH		
<b>Sales</b>	<b>Tiffany Dinges</b> Sales Director Phone: +49 89 25556-1363 tdinges@pelemedia.de	<b>Paola Bonazzi-Riedel</b> Account Manager Phone: +49 89 25556-1364 pbonazzi-riedel@pelemedia.de	
<b>Editorial Office</b>	<b>Andrea Gillhuber</b> Editor-in-Chief Phone: +49 89 25556-1039 agillhuber@pelemedia.de	<b>Inka Krischke</b> Editor Phone: +49 89 25556-1373 ikrischke@pelemedia.de	<b>Alexandra Hose</b> Chief of Service Phone: +49 89 25556-1354 ahose@pelemedia.de

# Circulation / Distribution

## Trade journal circulation and distribution analysis

### 1. Circulation control

#### 2. Circulation analysis Copies per issue on average of the 2nd quarter 2024\*

Print run:	10,567
Actually distributed circulation:	10,207 / thereof abroad: 11
Sold circulation	71 / thereof abroad: 11
Subscribed circulation	71 / thereof abroad: 11
Free units	10,136 / thereof abroad: 2
Remaining, voucher and archive copies	360
plus stand-alone paper	22,342
plus stand-alone paper sensor & vision	22,015

\*(01.04.2024 - 30.06.2024)

### 3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	Copies
<b>Germany</b>	99.9	10,196
<b>Abroad</b>	0.1	11
Actual print circulation	100.0	10,207

## Total distribution Computer&Automation

**10,207** + **22,342** = **32,549**

Print circulation

Digital circulation (e-paper)

Total circulation

additionally 1x in June  
22,015 E-Paper special edition Sensor&Vision

*The current digital edition is actively distributed via the e-paper newsletter and also via the website [www.computer-automation.de](http://www.computer-automation.de). (IVW, Q2/2024)*

### 3.1. Distribution by postcode area

Postal routing district 2  
618 copies

Postal routing district 4  
1,139 copies

Postal routing district 3  
1,213 copies

Postal routing district 5  
1,353 copies

Postal routing district 6  
899 copies

Postal routing district 7  
1,580 copies

Postal routing district 1  
296 copies

Postal routing district 0  
632 copies

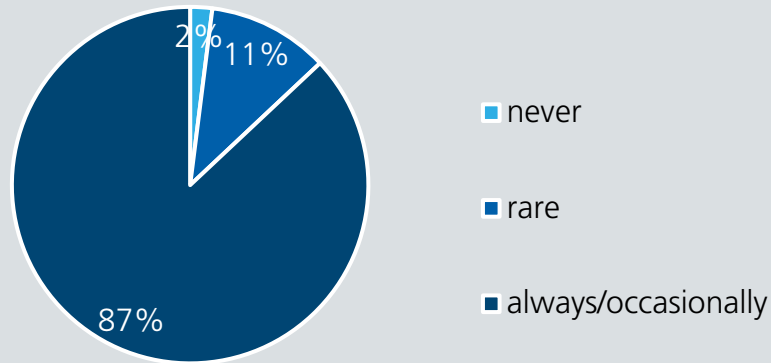
Postal routing district 9  
1,276 copies

Postal routing district 8  
1,190 copies

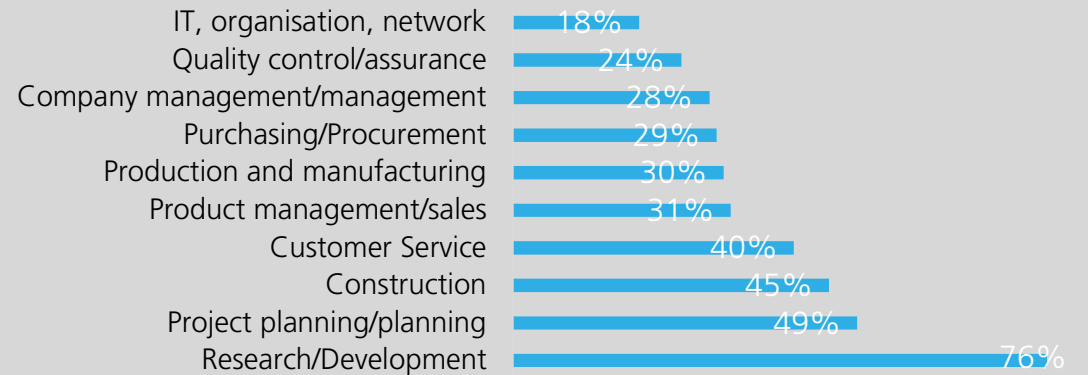


# High-Class Target Group

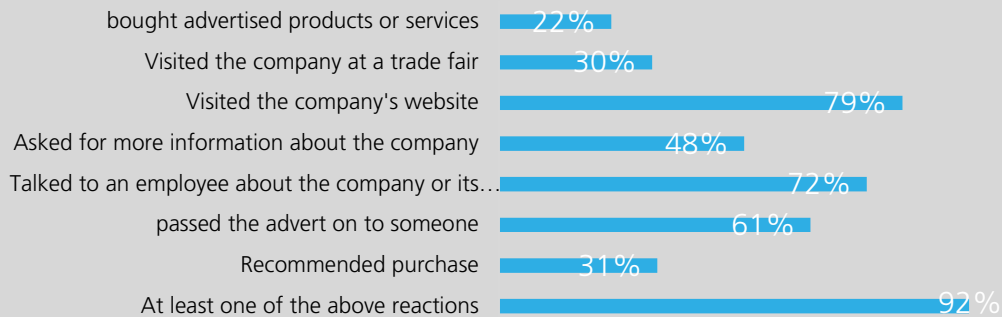
## Attention to advertising



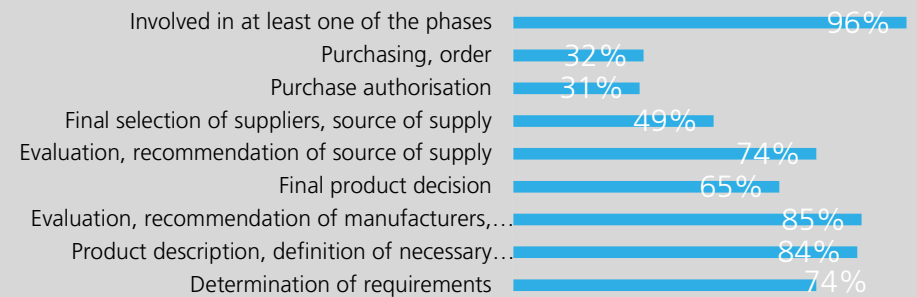
## Focal area of work




## Due to adverts in the Computer&Automation in the last 12 months ...





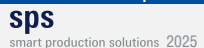

## In which of the following processes are you involved in IT, automation, electronics or similar decisions, to whatever degree?



# Topics 2025

Print edition with extended e-paper	Dates	In focus	In this issue	Special topic	Product adverts	Trade fairs & events
<b>SH Digital 1</b>	PD: Start of quarter AD: 28.03.2025, 30.06.2025, 30.09.2025, 19.12.2025	<b>Screen Edition 2025 - The year-round e-paper</b>				
<b>SH 01 - Issue as extended e-paper</b>	PD: 24.01.2025 AD: 16.01.2025 PM: 21.01.2025	Computer&Automation International	Communication & networking Security	English-language edition as e-paper	<ul style="list-style-type: none"> <li>Control technology</li> <li>Sensors</li> <li>Measurement technology</li> </ul>	
<b>01-02</b>	PD: 21.02.2025 AD: 03.02.2025 PM: 06.02.2025	Distribution	Measurement technology & quality assurance Safety		<ul style="list-style-type: none"> <li>Industrial PC</li> <li>Fieldbuses, gateways</li> <li>Operating &amp; monitoring / HMI</li> </ul>	
<b>03</b>	PD: 18.03.2025 AD: 26.02.2025 PM: 03.03.2025	All electric society	Operating & monitoring Sustainability Software & IT	Robotics & Automation 	<ul style="list-style-type: none"> <li>Trade fair innovations</li> <li>Remote maintenance</li> <li>Drive technology</li> </ul>	embedded world Logimat Hanover Fair
<b>04</b>	PD: 11.04.2025 AD: 24.03.2025 PM: 27.03.2025	Edge & cloud control	OT meets IT	Security Safety	<ul style="list-style-type: none"> <li>Cables and wires</li> <li>Drive technology</li> <li>Robot solutions</li> </ul>	
<b>SH 02</b>						
<b>05</b>	PD: 06.05.2025 AD: 16.04.2025 PM: 16.04.2025	Artificial intelligence	Power supply IoT platforms	Measurement technology	<ul style="list-style-type: none"> <li>Communication &amp; networking</li> <li>Embedded computing</li> <li>Artificial intelligence</li> </ul>	pcim Control Sensor+Test Industrial Tech Summit SPS Italia
<b>06</b>	PD: 03.06.2025 AD: 14.05.2025 PM: 19.05.2025	Simulation	Connectors Cables	Power supply	<ul style="list-style-type: none"> <li>Codesys products</li> <li>Measurement technology</li> <li>IoT platform</li> </ul>	Automatica
<b>SH 03</b>						

# Topics 2025

Print edition with extended e-paper	Dates	In focus	In this issue	Special topic	Product adverts	Trade fairs & events	
<b>07</b>	PD: 08.07.2025 AD: 18.06.2025 PM: 23.06.2025	Recycling & ircular economy	Software & IT Sensors		<ul style="list-style-type: none"> <li>• Fieldbuses, gateways</li> <li>• Condition monitoring</li> <li>• Industrial PC</li> </ul>		
<b>08</b>	PD: 05.08.2025 AD: 16.07.2025 PM: 21.07.2025	Electromechanics	Controls & regulations Communication & networking	Robotics & Automation 	<ul style="list-style-type: none"> <li>• Robot peripherals</li> <li>• Cameras</li> <li>• Operating &amp; monitoring/HMI</li> </ul>		
<b>09</b>	PD: 09.09.2025 AD: 20.08.2025 PM: 25.08.2025	TSN, OPC UA & Co	Drive technology IoT platforms Edge & cloud control		<ul style="list-style-type: none"> <li>• Single pair ethernet</li> <li>• Remote maintenance/remote control</li> <li>• OPC UA</li> </ul>	TSN/A Conference SPS Atlanta	
<b>10</b>	PD: 07.10.2025 AD: 17.09.2025 PM: 22.09.2025	Edge & cloud control	Operating & monitoring Safety Remote maintenance	Robotics & Automation 	<ul style="list-style-type: none"> <li>• Control system</li> <li>• Measurement technology</li> <li>• Image processing</li> </ul>	Motek	
<b>SH 04</b>		<b>Special issue: Sensor &amp; Vision</b>			<ul style="list-style-type: none"> <li>• Sensors</li> <li>• Image processing</li> <li>• Machine vision</li> </ul>		
<b>11</b>	PD: 11.11.2025 AD: 22.10.2025 PM: 27.10.2025	Drive technology	Electromechanics Security Quality assurance		<ul style="list-style-type: none"> <li>• Switch cabinets</li> <li>• Drive technology</li> <li>• Trade fair innovations</li> </ul>	SPS	
	PD: 25.-27.11.2025 AD: 30.10.2025 PM: 06.11.2025	<b>THE OFFICIAL DAILY 2025: The official trade fair daily newspaper for SPS 2025</b>				 <small>smart production solutions 2025</small>	
<b>12</b>	PD: 18.12.2025 AD: 01.12.2025 PM: 04.12.2025	Products of the year 2026		Robotics & Automation 	<ul style="list-style-type: none"> <li>• I/O modules</li> <li>• TSN</li> </ul>		

Subject to change without notice.

**PD:** Publication date, **AD:** Advertising deadline, **PM:** Printing material deadline



# Topics Matrix 2025

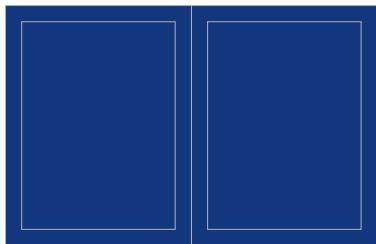
TOPICS	SH 01	01/02	03	04	SH 02	05	06	SH 03	07	08	09	10	SH 04	11	12
<b>Drive technology</b> Frequency inverters, gearboxes, geared motors, intelligent drives, complete drives, couplings, linear, linear drives, motors, motor protection/motor monitoring, pump drives, soft starters, contactors, part-turn actuators, servomotors, actuators, final control elements, valve terminals	✓		✓			✓				✓		✓		✓	✓
<b>Operating &amp; monitoring/HMI</b> Displays, augmented/virtual reality, displays, distributed control systems (DCS), input devices, handhelds, HMI architectures, HMI software, control systems/process control systems, panel PCs, SCADA systems, smart-phones, tablets, keyboards, stationary and mobile terminals, touch panels, visualization systems, wearables	✓		✓	✓			✓		✓			✓		✓	✓
<b>Image processing</b> 3D, lighting, embedded vision, hardware, (smart) cameras, artificial intelligence/machine learning, machine vision, robot vision, software, systems, vision sensors	✓		✓			✓		✓				✓	✓	✓	✓
<b>Electromechanics/interface technology</b> Control and signaling devices (horns, indicator lights, switches, push-buttons), I/O modules, EMC components, Ex , Ex-i isolating switch amplifiers, enclosures, limit switches, installation/wiring concepts (Ex/non-Ex), cables, terminals, air conditioning components, coupling modules, transducers, terminal blocks, relays, remote I/O, control cabinets, drag chains, safety components (e.g. emergency stop, signal converters, power supply isolators, connectors, isolators).(e.g. emergency stop), signal converters, power supply isolators, connectors, isolators	✓	✓	✓				✓			✓		✓		✓	✓
<b>IoT and computer platforms/embedded systems</b> Real-time operating systems, cloud computing, computer boards, edge/fog computers, embedded Linux, embedded PCs, industrial computers, complete IPC systems, mobile PCs, rugged PCs, single board computers	✓		✓	✓	✓						✓	✓		✓	✓
<b>Measurement technology &amp; quality assurance</b> Data loggers, EMC measuring devices, hardware and software for data acquisition, calibration, measurement technology cards, measurement technology software, measuring transducers, multimeters, oscilloscopes, PC-based measurement technology, portable measuring devices, (process) recorders, testing and calibration devices, recording devices, thermography	✓		✓			✓			✓			✓	✓	✓	✓
<b>Robotics &amp; Mechatronics</b> Axis modules, autonomous and driverless transport systems (AGVs), human-robot (HRC), mobile robotics, assembly systems, profiles, robot safeguards, robot peripherals, robot controllers, robot systems, clamping and gripping technology, transfer systems, valves, cylinders	✓		✓					✓		✓		✓		✓	✓

# Topics Matrix 2025

TOPICS	SH 01	01/02	03	04	SH 02	05	06	SH 03	07	08	09	10	SH 04	11	12
<b>Safety</b> Functional safety, light curtains, safety components (e.g. emergency stop), safety-related networking, safety sensors/actuators, safety PLC/controller, services	✓		✓		✓			✓		✓		✓		✓	✓
<b>Security</b> Cyber security/industrial security, firewalls, hardware and software components	✓		✓	✓	✓						✓	✓		✓	✓
<b>Sensors</b> Rotary encoders, encoders, identification systems (barcode, RFID), I/O-Link, transducers, proximity switches, optical sensors (e.g. light barriers), sensors for measured variables (distance, speed, pressure/differential pressure, flow rate, colour, humidity, fill level, gases, conductivity, pH/redox, temperature, vibration, volume/mass flows), actuators, angle encoders	✓		✓			✓		✓		✓		✓	✓	✓	✓
<b>Software &amp; IT</b> Asset management, automation framework, batch/batch management, BDE/BDV, big data (analytics), CAD, CAE, CAM, cloud in industry, data analyses, databases, EDM/PDM, ERP, engineering (extension, Commissioning, modernisation, project planning), maintenance/servicing, IoT software, IT network, artificial intelligence (machine learning, deep learning, etc.), managed services, manufacturing execution system (MES)	✓		✓	✓		✓	✓		✓			✓		✓	✓
<b>Controls &amp; regulations</b> CNC controllers, edge controllers, hybrid control technology, intelligent I/O modules, logic modules, motion control, PAC, PC controllers, controllers, PLCs, PLC software, software, soft PLCs, safety-related controllers, virtual controllers	✓		✓	✓	✓				✓			✓		✓	✓
<b>Power supply</b> Energy management, energy monitoring, contactless power supply, (top-hat rail) power supply units, UPS systems, converters (AC/DC, DC/DC)	✓		✓			✓	✓		✓			✓		✓	✓
<b>Networking &amp; Communication</b> 5G/6G technology, AS-i, Bluetooth, CAN variants, (cloud) portal solutions, condition monitoring, devicenet, ethercat, ethernet/TSN, fieldbus couplers, remote maintenance, telecontrol, foundation fieldbus, gateways, HART, I/O-Link, IoT gateways/protocols, communication modules (radio data transmission), LON, M2M systems, modbus, ethernet-based network architectures, network security, OPC UA, powerlink, predictive maintenance, profibus, profinet, routers, sercos, safety-related networking, software systems, switches, wireless variants, WLAN	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓

# Print Ad Formats

Dimensions width x height in mm



**2x 1/1 page above gutter**

460 x 297 mm\*



**2x 1/2 side over waistband**

S: 425 x 131 mm  
A: 460 x 154 mm\*



**1/1 page**

S: 195 x 262 mm  
A: 230 x 297 mm\*



**3/4 page landscape**

S: 195 x 196 mm  
A: 230 x 214 mm\*

**3/4 page portrait**

S: 141 x 262 mm  
A: 149 x 297 mm\*



**Junior Page**

S: 140 x 190 mm  
A: 148 x 213 mm\*

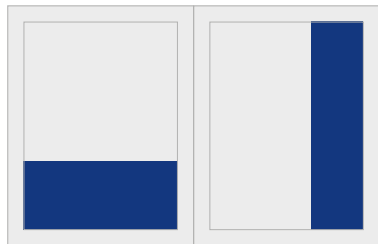


**1/2 page landscape**

S: 195 x 131 mm  
A: 230 x 154 mm \*

**1/2 page portrait**

S: 95 x 262 mm  
A: 112 x 297 mm \*

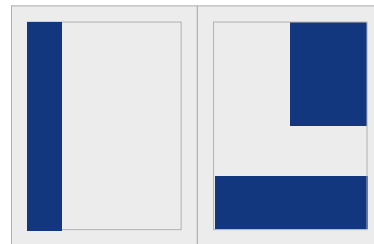


**1/3 page landscape**

S: 195 x 87 mm  
A: 230 x 110 mm\*

**1/3 page portrait**

S: 61 x 262 mm  
A: 72 x 297 mm\*

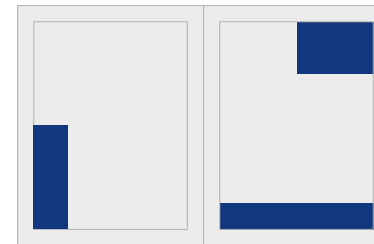


**1/4 page portrait**

S: 45 x 262 mm  
A: 53 x 297 mm\*

**1/4 page landscape**

S: 195 x 65 mm  
A: 230 x 88 mm\*

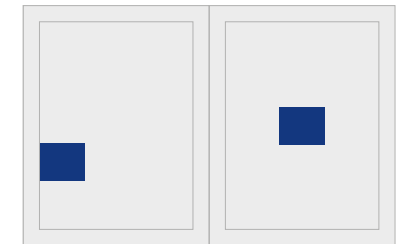


**1/8 page portrait**

S: 45 x 131 mm  
A: 53 x 139 mm\*

**1/8 page landscape**

S: 195 x 33 mm  
A: 230 x 38 mm\*



**Island display**

60 x 50 mm

Magazine format 230 x 297 mm

S: Type area format

A: Bleed format without bleed allowances

\* Trimming allowance: 5 mm on the open sides

**1/4 page corner**

S: 95 x 131mm  
A: 112 x 143 mm\*

**1/4 page corner**

S: 95 x 65mm  
A: 112 x 68 mm\*



# Print Advertising Rates

Advertising price list valid from 01.01.2025

Format	Base price b/w	Base price 4c
1/1 page	€ 7,850	€ 10,750
3/4 page	€ 5,890	€ 8,120
Juniorpage	€ 4,410	€ 6,100
1/2 page	€ 3,930	€ 5,430
1/3 page	€ 2,630	€ 3,620
1/4 page	€ 1,980	€ 2,720
1/8 page	€ 1,020	€ 1,340
Island display	€ 2,280	
Cover picture + Cover story		€ 11,990
Cover pages: U2 and U3		€ 11,800
Cover page: U4		€ 11,970
1/2 page flap		€ 11,970
1/4 product display		€ 730

## Special forms of advertising

Cover pictures, flaps, inserts, bound inserts etc.  
Prices and formats see from page 14

## Extended E-Paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising format or individual videos.

Video integration	€ 300
GIF animation	€ 300
Survey	from € 500
Picture gallery	€ 700
YouTube-Video only	€ 1,900

(not discountable)

## Rubrics

The format-bound prices apply. A double insertion of the same job advertisement in the following issue is discounted by 25 % on the basic advertisement price.

Job adverts

## Discounts

Acceptance within one insertion year.  
(Beginning with the publication of the first advert)

Painting relay		Quantity scale	
from 3 adverts	5%	from 2 pages	5 %
from 6 adverts	10%	from 4 pages	10 %
from 9 adverts	15%	from 6 pages	15 %
from 12 adverts	20%	from 9 pages	20 %
		from 12 pages	25 %

No discount on ad specials, inserts and technical costs.  
Combined discounts for cross-media campaigns on request.



## Terms of payment

Direct debit with 2% discount, 10 days net

**Bank details:** HypoVereinsbank, Munich  
**IBAN:** DE 54 700 20 27 0001 002 1500  
**BIC:** HYVEDEMMXXX

# Extended E-Paper with Interactive Elements

Even more attention and reach for your advertisement

## Use the interactive possibilities of our extended e-paper:

Supplement your advert booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. Bring your advertised products and solutions to life and offer users considerable added value.

## Prices Extended E-Paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium or individual videos.

Video integration € 300

GIF-animation € 300

Survey from € 500

Picture gallery € 700

YouTube Video € 1,900

### Interactive surveys

With our flexible survey tool we offer you different interactive possibilities:

- option 1:** Your own survey with your questions and answers integrated into your advert motif.
- option 2:** Your own survey with your questions and answers embedded in the editorial content content in a section of your choice.
- option 3:** The computer & automation editorial team provides a survey with 3 questions on the topic of your choice. Your advert is displayed as a frame below the question.

All options can be customised according to colouring to your colour and layout and can be customised with your company logo on request.



All prices not discountable

# Screen Edition 2025

The "SCREEN EDITION 2025" of Computer&Automation will be published in January 2025. This special e-paper will be updated regularly, providing readers with an up-to-date industry guide at all times throughout the year.

Use the new e-paper to distribute your latest videos or draw the reader's attention specifically to your portfolio and your offers.

The "SCREEN EDITION 2025" will be advertised to the relevant target group in a long-term campaign via newsletter, website, banners, social media and adverts in the print editions of Computer&Automation.

The "SCREEN EDITION 2025" optionally includes the presentation of your matchmaker profile including clickable website or your advertorial in connection with your video news on 1/1 page each. With the flat rate you have the option to share your video content at any time.

## Option 1: Advertorial + Videonews

- ✓ Illustration on 1/1 page
- ✓ Headline + Teaser text
- ✓ Main text
- ✓ Social media buttons
- ✓ Video
- ✓ Optional video flat rate (over the period 12 months your video content can be updated at any time)

**1,990 € / 2,990 € with flat rate**

## Option 2: Matchmaker + live website

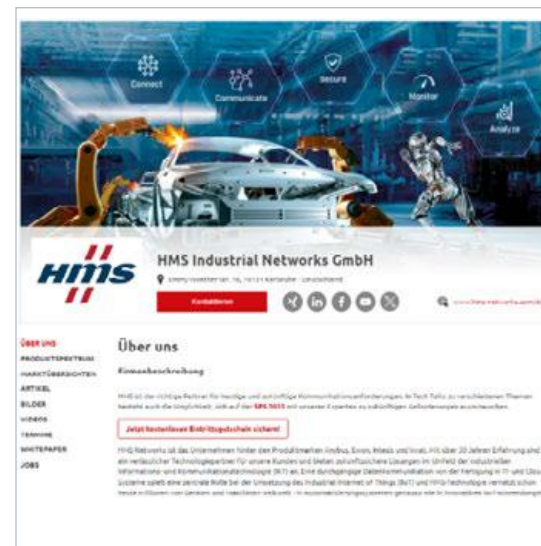
- ✓ matchmaker profile with all services incl. 2 keywords
- ✓ Presentation of the profile incl. integration of the clickable live website of your premium partner. Entry in the e-paper
- ✓ incl. update flat rate (with every update of your Premium entry, current we will also be synchronising the live website in the e-paper)

**3,990 €**

## Option 3: Advertorial + Videonews + Matchmaker+ Live website

- ✓ All services from options 1 and 2
- ✓ Video flat rate (over the period 12 months your video content can be updated at any time)
- ✓ incl. promotion of your videos via our LinkedIn channel and on computer-automation.de

**5,990 €**



## Option 1: Advertorial + Videonews

- ✓ Illustration on 1/2 page
- ✓ Logo
- ✓ Text
- ✓ Address data
- ✓ Social media buttons
- ✓ Video

**1,990 €**

# Special Print Advertising Formats



**Format:** Width 214 mm x height 204 mm  
Your solution on the front page and in editorial coordination as a multi-page cover story in Computer&Automation. Achieve maximum presence and visibility for your company, your solutions and your topic. Present your company as a know-how provider and (automation) partner.

**Price: € 11,990**

Cover page and cover story



**1/1 page advertorial:**

Approx. 4,000 characters (without spaces), 1 to 2 images and optional logo incl. online publication, Newsletter promotion+ E-paper animation

**1/1 page Price: € 9,890**  
(not discountable)

Advertorial



80 - 135 g/m<sup>2</sup>

2 sheets = 4 pages € 10,850

3 sheets = 6 pages € 13,680

4 sheets = 8 pages € 16,560

2-sided as bound-in insert € 7,690

Required delivery quantity: 10,400 copies

Bound-in inserts

All formats are available on request. Other special advertising formats are possible. Talk to your media experts.



We offer numerous special advertising formats for your individual advertising presence - please contact us.



Partial allocation according to postcode or Nielsen areas or partial allocation according to qualified addresses on request.

Mindestauftragssumme: € 1,580

Inserts over 25g Price on request

Calculation circulation: 3% subsidy

Full edition Price (up to 25g, incl. postage) € 7,900

Supplements



Shipping address for special forms of advertising

**Delivery note:** For Computer&Automation, Issue (no.)

Vogel Druck, Leibnizstr. 5, 97204 Höchberg

# Special Print Advertising Formats



**Format:**  
 Front: W 115 mm x H 227 mm  
 Inside: W 115 mm x H 297 mm

**Price: € 17,950**

Title flap



You provide us with the necessary data and we take care of the layout for you.

Pure picture motif:  
 89 mm x 100 mm

Text display without image:  
 max. 2.250 Zeichen

Text advert with picture:  
 max. 1,750 characters

**1/4 page € 730**

incl. social media publication  
 (LinkedIn, X, Xing)

**€ 850**

Product display



**Format:**  
 W 520 mm x H 100 mm  
 + 5 mm bleed  
 Back 55 mm  
 unprinted due to  
 adhesive edge

**Price: € 21,180**

Banderole



Only possible in special issues

**1/1 page € 2,600**  
**1/2 page € 1,575**  
**1/4 page € 980**

Company portrait



We offer numerous special advertising formats for your individual advertising presence - please contact us.



Shipping address for special forms of advertising

**Delivery note:** For Computer&Automation, Issue (no.)

Vogel Druck, Leibnizstr. 5, 97204 Höchberg



# Product Adverts

Issue		PD	AD	PM	Product adverts
<b>JAN</b>	<b>SH 1</b>	24.01.	16.01.	21.01.	<ul style="list-style-type: none"> <li>Control technology</li> <li>Sensors</li> <li>Measurement technology</li> </ul>
<b>FEBR</b>	<b>1-2</b>	21.02.	03.02.	10.02.	<ul style="list-style-type: none"> <li>Industrial PC</li> <li>Fieldbuses, gateways</li> <li>Operating &amp; monitoring / HMI</li> </ul>
<b>MARCH</b>	<b>3</b>	18.03.	26.02.	05.03.	<ul style="list-style-type: none"> <li>Trade fair innovations</li> <li>Drive technology</li> <li>Drive technology</li> </ul>
<b>APRIL</b>	<b>4</b>	11.04	24.03	31.03	<ul style="list-style-type: none"> <li>Cables and wires</li> <li>Drive technology</li> <li>Robot solutions</li> </ul>
<b>APRIL</b>	<b>SH 2</b>	11.04.	24.03.	31.03.	<ul style="list-style-type: none"> <li>Safety components</li> <li>Security</li> </ul>
<b>MAY</b>	<b>5</b>	06.05.	16.04.	23.04.	<ul style="list-style-type: none"> <li>Communication &amp; networking</li> <li>Embedded computing</li> <li>Artificial intelligence</li> </ul>
<b>JUNE</b>	<b>6</b>	03.06.	14.05.	21.05.	<ul style="list-style-type: none"> <li>Codesys products</li> <li>Measurement technology</li> <li>IoT platforms</li> </ul>
<b>JUNE</b>	<b>SH 3</b>	03.06.	14.05.	21.05.	<ul style="list-style-type: none"> <li>Robot control</li> <li>Machine Vision</li> <li>Robot peripherals</li> </ul>
<b>JULY</b>	<b>7</b>	08.07.	18.06.	25.06.	<ul style="list-style-type: none"> <li>Fieldbuses, gateways</li> <li>Condition monitoring</li> <li>Industrial PC</li> </ul>
<b>AUG</b>	<b>8</b>	05.08.	16.07.	23.07.	<ul style="list-style-type: none"> <li>Robot peripherals</li> <li>Cameras</li> <li>Operating &amp; monitoring/HMI</li> </ul>
<b>SEP</b>	<b>9</b>	09.09.	20.08.	27.08.	<ul style="list-style-type: none"> <li>Single Pair Ethernet</li> <li>Remote maintenance/remote control</li> <li>OPC UA</li> </ul>
<b>OCT</b>	<b>10</b>	07.10.	17.09.	24.09.	<ul style="list-style-type: none"> <li>Controls</li> <li>Measurement technology</li> <li>Image processing</li> </ul>
<b>OCT</b>	<b>SH 4</b>	07.10.	17.09.	24.09.	<ul style="list-style-type: none"> <li>Sensors</li> <li>Image processing</li> <li>Machine Vision</li> </ul>
<b>NOV</b>	<b>11</b>	11.11.	22.10.	29.10.	<ul style="list-style-type: none"> <li>Switch cabinets</li> <li>Drive technology</li> <li>Trade fair innovations</li> </ul>
<b>DEC</b>	<b>12</b>	18.12.	01.12.	08.12.	<ul style="list-style-type: none"> <li>E/A-Module</li> <li>TSN</li> </ul>

Present your products, solutions and services in the various issues and special editions of Computer&Automation at attractive fixed prices!

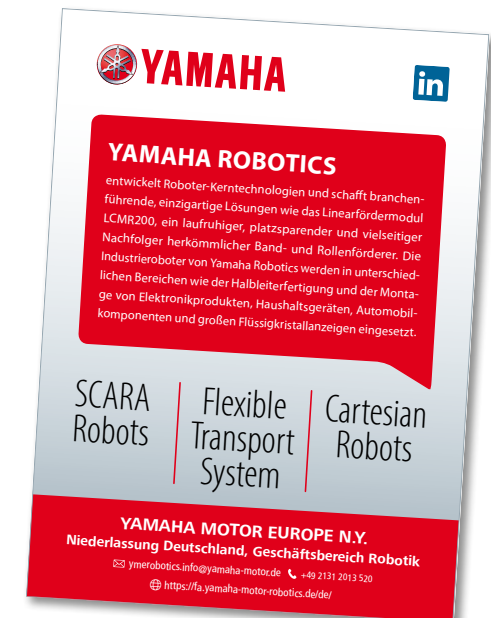
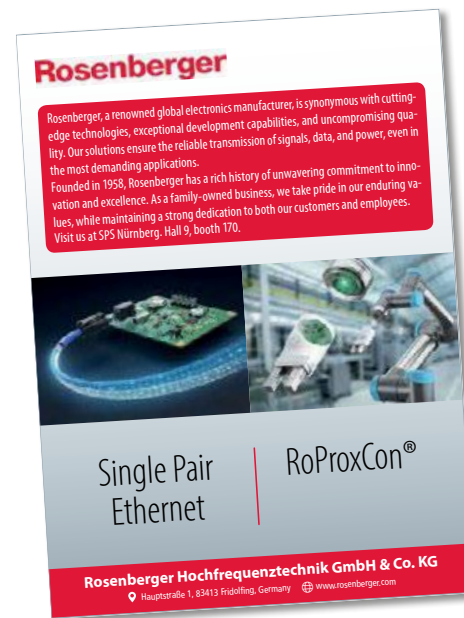
Product adverts appear in a standardised layout including your company logo and your desired contact details. We will of course take care of the layout for you.

**Variant 1: Pure image motif:** 89 mm x 100 mm

**Variant 2: Text advert with image:** max. 1.750 Zeichen

**730 €**

(Surcharge 120 € incl. social media publication (LinkedIn, X, Xing) for the publication of the content of your product advert (incl. image) in a special and permanently available image gallery within computer-automation.de).



# Robotics & Automation – Die Taktgeber

## Robotics & Automation – Die Taktgeber

Robotics & Automation - Die Taktgeber provides the reader with specific information on the solutions and focal points of the companies and thus depicts the automation market in close cooperation with robotics.

## Robotics & Automation – Die Taktgeber

It is a trend-setting medium for the search for suitable project and development partners and offers you the right thematic background to present your company, your products and systems as well as your technologies.

Robotics & Automation – Die Taktgeber is published including a report on **automatica** 2025

This special edition is an indispensable platform for companies that deal with:

- Robotics & Mechatronics
- Cobots
- Robots and safety controls
- Image processing + Machine or robot vision
- Drive technology
- Electromechanical components for robotics
- Safety
- Sensors
- Robot integration



1/1 Seite page company profile*	1/1 page advertorial*
Incl. logo, image, contact details, description of your portfolio, company presentation, video integration in the e-paper	Incl. logo, 2 images, text with approx. 4,000 characters, on-line publication website incl. Newsletter, social media post
<b>2,620 €</b>	<b>5,780 €</b>
1/1 page company portrait* + 1/1 page advert	Brief profile
Incl. logo, 2 images, text with approx. 4,000 characters, on-line publication website incl. Newsletter, social media post	Incl. logo, company name, URL and email, company size, 3 focal points of your portfolio, annual turnover, 1 social media button with link, optional logo animation in the e-paper
<b>5,780 €</b>	<b>730 €</b>

\* We take care of the layout



Publication date: 03.06.2025

Advertising deadline: 14.05.2025

Deadline for printing material: 19.05.2025



# The Official Daily 2025

## The only official SPS trade fair newspaper

### 8 good reasons for your advertising presence:

The only official daily newspaper for SPS 2025, published by Computer&Automation, INDUSTRIAL Production and KUNSTSTOFF MAGAZIN, is published exclusively in cooperation with successful organiser of SPS - Mesago Messe Frankfurt GmbH.

### Interactive e-paper!

The only official daily newspaper for SPS will be published in 2025 as an e-paper on computer-automation.de, industrial-production.de and kunststoff-magazin.de as well as on the accompanying digital SPS on air. Thanks to the interactive format, readers can be directed from your advert straight to your website and even be inspired by your multi-media content on day 1.

### Daily updated reporting:

With independent editions on all three days of the trade fair

**THE OFFICIAL DAILY** daily for up-to-the-minute reporting direct from SPS - smart production solutions.

### International visitor address:

**THE OFFICIAL DAILY** reports in German and English in order to inform international trade visitors about the trade fair news.

### Changing motifs:

Use the only official daily newspaper for your campaign and use a different advertising motif for each of the three publication days.

### With job market:

**THE OFFICIAL DAILY**, the ideal platform for finding qualified specialists without wastage at the international meeting place for the automation technology industry.



### 30,000 copies – exclusively distributed:

Only **THE OFFICIAL DAILY** will be distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds.

This ensures the best possible distribution of 30,000 copies hot off the press.

### 100,000 newsletter recipients!

Each issue is sent to the newsletter recipients of Pelemedia GmbH via stand-alone newsletters. In addition, the e-paper edition distributed via the channels of Mesago Messe Frankfurt GmbH and the social media channels of Pelemedia GmbH.

Format	BW	2c	3c	4c
1/1	12,800 €	13,950 €	15,120 €	16,120 €
9/16 Junior Page	6,620 €	7,760 €	8,500 €	9,190 €
1/2 high	5,930 €	7,090 €	7,590 €	8,190 €
1/2 across	3,940 €	4,670 €	5,060 €	5,570 €
1/3 high				
1/3 transverse	3,200 €	3,570 €	3,900 €	4,150 €
1/4 high				
1/4 across				
1/4 2-column	1,980 €	2,330 €	2,530 €	2,730 €
1/6 landscape	1,490 €	1,750 €	1,930 €	2,080 €
1/8 across	1,490 €	1,750 €	1,930 €	2,080 €
1/82-column				
Island display				6,780 €
Island display title				9,950 €
Flap				24,840 €
Supplement up to 25g				11,070 €
Supplement up to 45g				12,180 €
Centre binder 4-sided				14,250 €
Millimetre price	7,10 €	8,10 €	9,10 €	9,90 €

### Publication dates:

25.11.2025 26.11.2025 27.11.2025

### Advertising deadline:

30.10.2025 (for all three issues)

### Deadline for printing material:

06.11.2025 (for all three issues)

# The Official Daily 2025

## The integrated hall plan

Every issue of **THE OFFICIAL DAILY** comes with our hall plan, which helps visitors find their way around the exhibition centre and gives you the opportunity to draw attention to your exhibition space. Print run: 30,000 copies

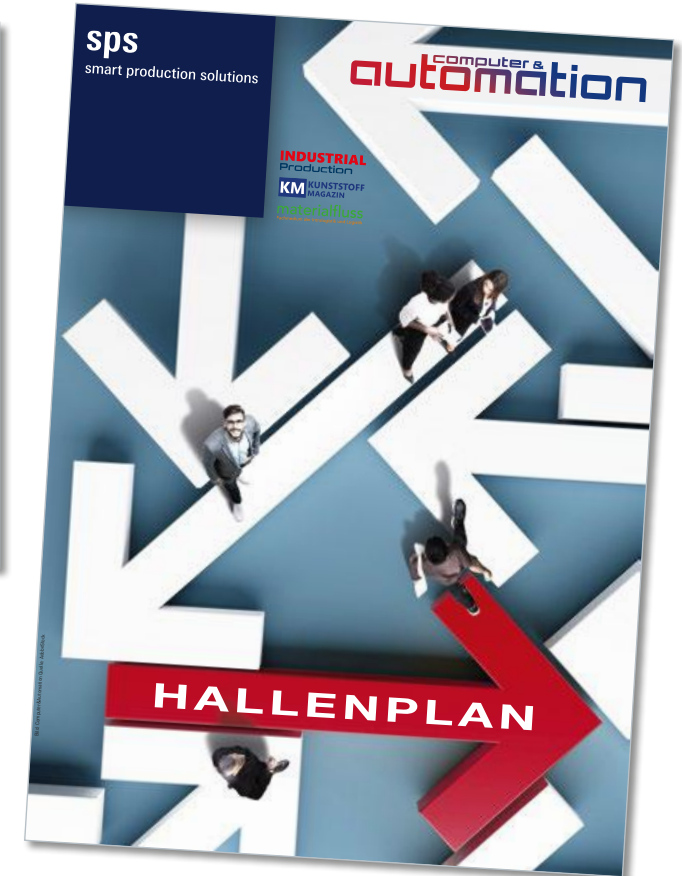
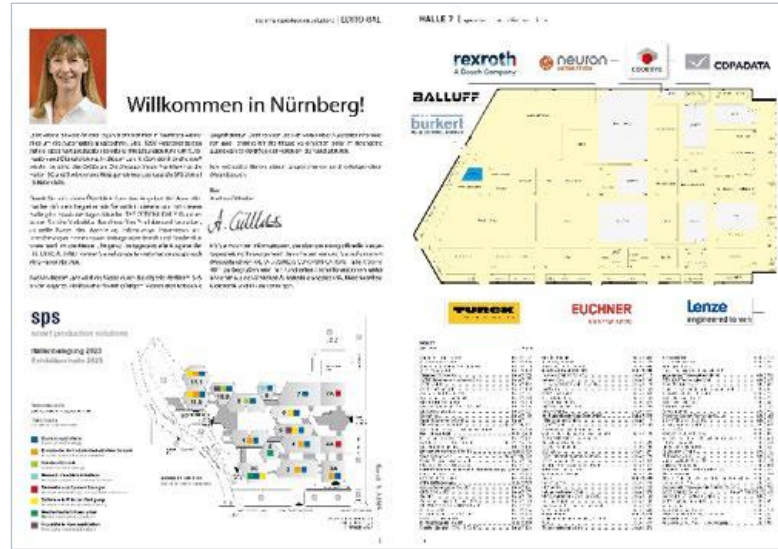
A connecting line leads directly to your stand and your company name is also highlighted in colour in the overview.

Your logo can even be animated via GIF in the e-paper of the hall plan.

### 100,000 newsletter recipients!

The hall plan is to Pelemedia GmbH newsletter recipients via stand-alone newsletters. In addition, the e-paper edition is distributed via the channels of Mesago Messe Frankfurt GmbH and the social media channels of Pelemedia GmbH.

Book a logo presence for your company **from as little as € 490** and transfer your data directly and conveniently here.



### Publication dates:

25.11.2025 26.11.2025 27.11.2025

### Advertising deadline:

30.10.2024 (for all three issues)

### Deadline for printing material:

06.11.2024 (for all three issues)

# Wheel of Fortune for SPS

At the **Computer&Automation** stand during SPS 2025, visitors can look forward to a wheel of fortune with lots of great prizes.

The wheel of fortune is a visitor magnet and the ideal way for you to attract attention before, during and after the trade fair your company and, optionally, your trade fair presence.

## Wheel of fortune package\*

- In the run-up to the trade fair, naming as a sponsor and logo image on computer-automation.de with additional advertising in at least 6 newsletters
- Self-advertisement in Computer&Automation 11/25 and in **THE OFFICIAL DAILY** on 25.11.2025, 26.11.2025 and 27.11.2025
- Your logo on the wheel of fortune
- Your logo on the roll-up for advertising at the trade fair
- Issue of your promotional gift and recommendation to visit your trade fair stand
- Mailing sent out after the trade fair to all wheel of fortune participants with mention of name and logo presence
- Optional: Sponsorship of a main prize with separate live raffle

€ 2,900

\*Limited number of available slots





## (1) Superbanner

€ 280 / 1.000 ad impressions  
(728 x 90 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (2) Billboard Ad

€ 410 / 1.000 ad impressions, (800 x 250 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (2) Billboard Video Ad

€ 550 / 1.000 ad impressions

## (3) Skyscraper

€ 180 left / 1.000 ad impressions  
€ 210 right sticky / 1.000 ad impressions  
(120 x 600 Pixel or 160 x 600 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (4) Halfpage Ad

€ 320 / 1.000 ad impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel

## (5) Medium Rectangle

€ 220 / 1.000 ad impressions, (300 x 250 Pixel)

## (5) Medium Rectangle Video Ad

€ 380 / 1.000 ad impressions

## (6) Baseboard Ad

€ 380 / 1.000 ad impressions  
(728 x 90 Pixel or 940 x 90)  
\* Mobile: 6:1 / 300 x 50 Pixel

## (7) Fullsize

€ 190 / 1.000 ad impressions  
(468 x 60 Pixel)

## (8) Halfsize

€ 150 / 1.000 ad impressions  
(234 x 60 Pixel)

## (9) Landscape Video Ad

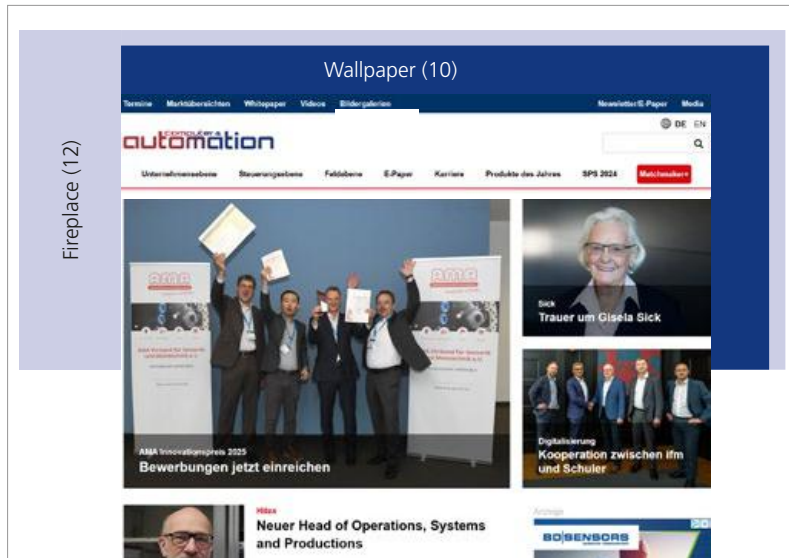
€ 560 / 1.000 ad impressions



Possible file formats: GIF, JPEG, HTML5,  
File size: max. 80 KB,  
Prices = price per thousand contacts  
Data delivery: 5 working days before campaign start  
Specifications Video Ad: see page 24



# Banner Formats & Banner Overview Mobile



## (10) Wallpaper

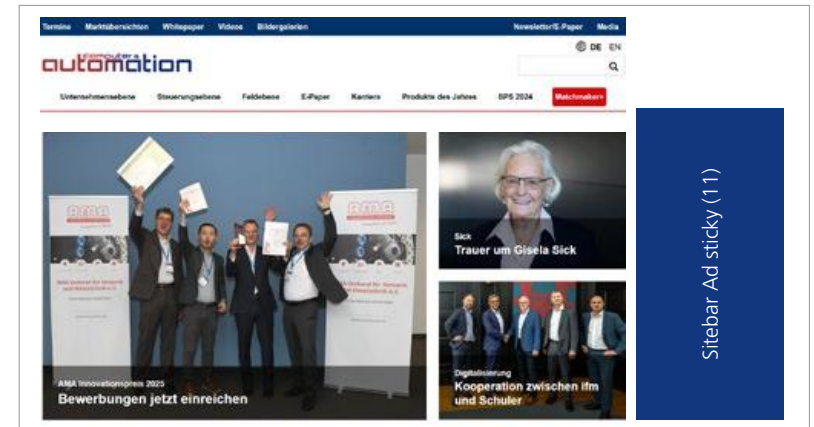
€ 400 / 1.000 ad Impressions  
 (728 x 90 Pixel / above,  
 120 x 600 Pixel / right, or  
 160 x 600 Pixel / right)  
 \* Mobile: 2:1 / 300 x 150 Pixel

## (11) Sitebar Ad (sticky)

€ 400 / 1.000 ad Impressions  
 (300 x 600 Pixel)  
 \* Mobile: 2:1 / 300 x 150 Pixel

## (12) Fireplace

€ 540 / 1.000 ad Impressions  
 1.000 x 90 Pixel above / right  
 and left 120 x 600 Pixel or  
 160 x 600 Pixel each



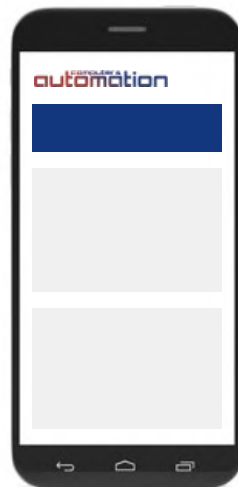
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB Prices = price per thousand contacts, data delivery: 5 working days before the start of the campaign

To ensure that your banner also be delivered on mobile devices, please also send us the appropriate banner format.

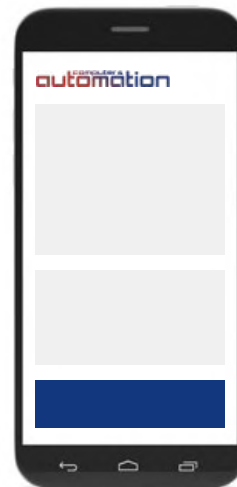
## Banner overview mobile



**Mobile Content Ad 4:1**  
 300 x 75 Pixel  
 max. 50 KB



**Mobile Content Ad 6:1**  
 300 x 50 Pixel  
 max. 50 KB



**Mobile Content Ad 6:1**  
 300 x 50 Pixel  
 max. 50 KB



**Mobile Content Ad 2:1**  
 300 x 150 Pixel  
 max. 50 KB

# Banner Formats Website Video Ads



## New: Video Ads

- Integration of video adverts on our specialist portals

### Placements:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

(Can be booked individually or as a video rotation package).

### Features:

- Video starts automatically without sound, audio can be activated by user interaction
- Full responsiveness: can also be played on mobile
- Video advert is clickable and can be linked to a landing page
- Full tracking: AIs, clicks, CTR

### Playout:

- On all home, category and article sites

### Data delivery:

- Convenient delivery of a single video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

### 3GPP / MPEG-4

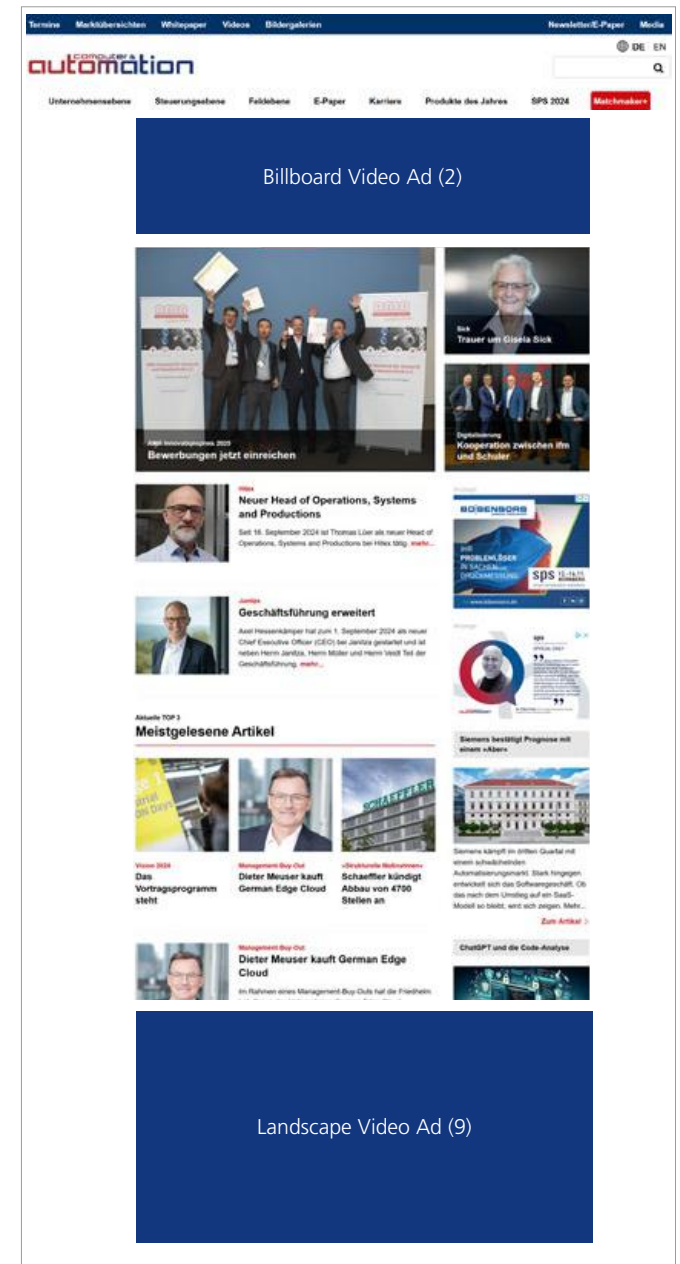
Resolution	Target bit rate for Video files	Target bit rate for Audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

### MP4 / H.264 / AAC

Resolution	Target bit rate for Video files	Target bit rate for Audio files
1920 x 1080	4.000 kBit/s	128 kBit/s
1280 x 720	3.000 kBit/s	128 kBit/s
1280 x 720	2.000 kBit/s	128 kBit/s
854 x 480	1.500 kBit/s	128 kBit/s
854 x 480	1.000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s

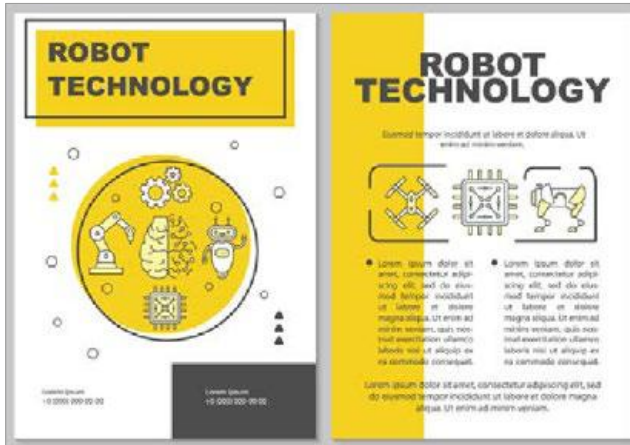


Possible file formats: GIF, JPEG, HTML5,  
file size: max. 80 KB,  
Prices = thousand-contact price  
Data delivery: 5 working days before campaign start





# Special Forms of Advertising Online

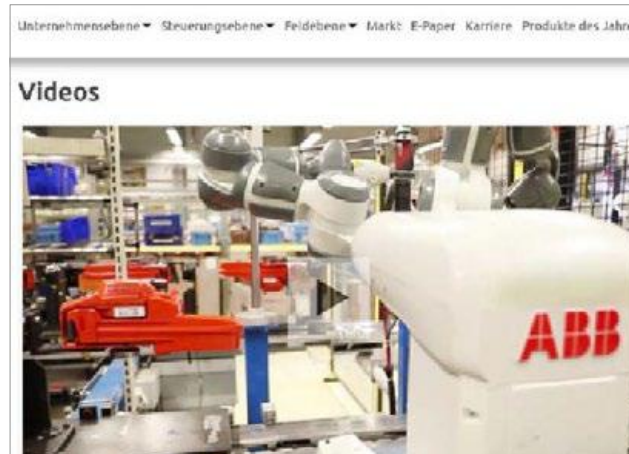


## E-Paper Service

We create your own e-paper from your customer magazines, brochures, flyers, catalogues and other advertising material, which is available and accessible to you, your customers and partners via a web link.

Optionally enriched with web links, videos, picture galleries, podcasts, download options and many other possibilities, you benefit from an extended information content of your advertising messages.

**from 550 €**



## Video/Webcast

Publish own video or webcast in the media centre and YouTube channel of computer-automation.de! Optionally including application in the newsletter as moving video ad or via screenshot.

**from 1,490 €**



## Trade fair clip

Capture your trade fair appearance in image and sound and present your company in a short, professionally produced clip in web quality. Price including shooting, production, publication and promotion.

**from 2,620 €**

# Matchmaker+

## Computer&Automation Matchmaker+ – Your guide to the automation

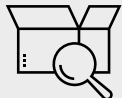
Computer&Automation Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, webshop, e-paper and much more.



Theme specials



Videos



Market overviews



Events



E-Paper



Webshop



Webinars



Whitepaper

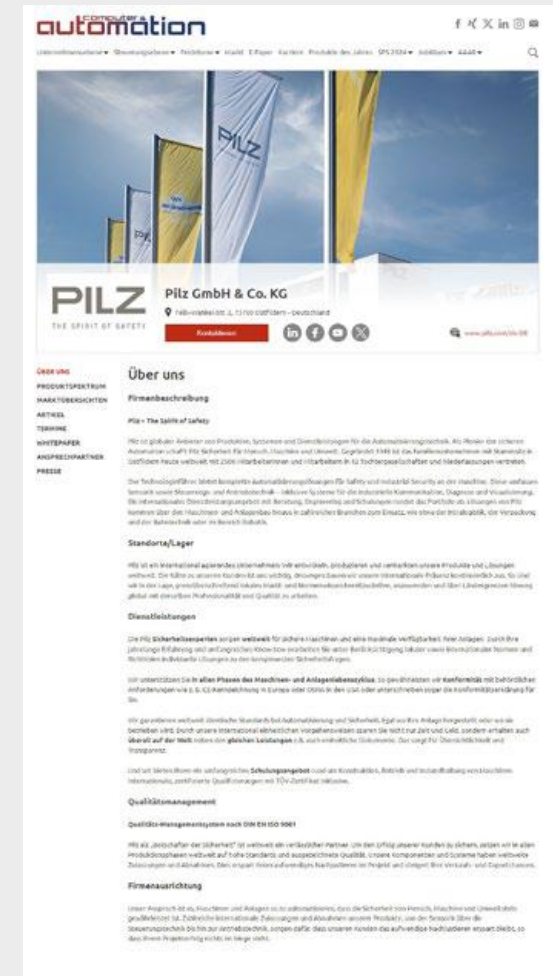
### Your advantages:

- Premium profile: Your business card
- Multimedia content
- Listing of articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial specialist articles
- Keyword Advertising
- Integration in the newsletter
- Social Media Postings

	Starter	Premium	Professional
• Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product classification	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of specialised articles in the company profile	✓	✓	✓
• Jobangebote	✓	✓	✓
• Customised contact information including Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo insertion incl. linking in all editorial article pages	✓	✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x per year)		✓ (6x/Jahr)	✓ (12x/Jahr)
• Keyword advertising: 4 keywords with direct link to the premium profile		✓	✓
• Social media postings: on LinkedIn, Xing, Instagram and Twitter (4x/year)			✓
<b>Price</b>	<b>2,990 €</b>	<b>4,990 €</b>	<b>6,190 €</b>

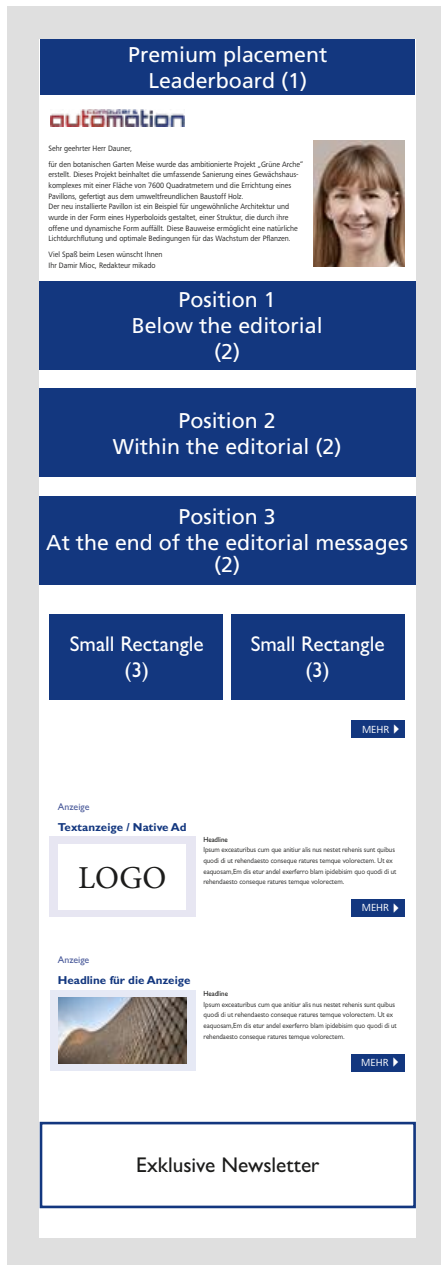
12 months, annual billing - start date freely selectable.

At the end of 12 months, the subscription is extended indefinitely with a cancellation period of one month.



Sample

# Newsletter Banner Formats



Several times a week, **computer-automation.de** sends out a newsletter with customized news, product reports and specialist articles to over 22,000 recipients\* from the automation industry. In addition, online readers receive special newsletters focusing on specific automation topics as well as trade fairs and events in the industry.

The Computer&Automation newsletters are therefore your ideal advertising environment. And our English-language newsletter "Official SUNdaily" is published every Sunday.

\* As of August 2024 (publisher's information)

## (1) Leaderboard

**€ 1,670 (exclusively in the e-paper € 2,590)**

(630 x 90 Pixel, max. 200 KB),

## (2) Text Ad / Billboard

**Position 1: € 2,090 Position 2+3: € 1,690**

**Position 4: € 1,390**

Possible forms of advertising

Text ad / Native ad / Video ad /  
Billboard (630 x 200 pixels, max. 200 KB)

## (3) Small Rectangle

**€ 930**

(291 x 156 Pixel, max. 200 KB),

An image to be supplied by the customer  
(logo or logo with textual content)

## Text Ad / Native Ad

Visualization such as article  
heading+ Text+ Image and  
target URL (max. 1 link)  
Image: 225 x 127 pixels, max. 200 KB  
Headline: max. 40 characters,  
Text: max. 300 haracters  
each incl. spaces

## Video Ad

Click to open the video in a separate window. Links to videos on YouTube or Vimeo possible.

## Exclusive newsletter

**€ 7,060**

4 forms of insertion (leaderboard and 3 text adverts/billboard)

- + 2 redaktionelle Meldungen
- + Erwähnung in der Betreffzeile (nicht rabattfähig)

The computer-automotion.de editorial team reserves the right to revise the articles after consultation with the customer.

All newsletter advertising formats are optimised for mobile devices

**File format:** PNG, JPEG, GIF\* (\*only without animation)  
**Data delivery:** 5 working days before campaign start

# Topics Newsletter

CW	Date	Topic	
2	Thursday, 9 January	Industrial IoT & Smart Factory	
2	Sunday, 12 January	Official SUNdaily - Computer&Automation International	
3	Tuesday, 14 January	News, Products, Expertise	
3	Thursday, 16 January	Image Processing / Machine Vision	SNL
3	Sunday, 19 January	Official SUNdaily - Computer&Automation International	SNL
4	Tuesday, 21 January	News, Products, Expertise	
4	Thursday, 23 January	Communication & networking	SNL
4	Sunday, 26 January	Official SUNdaily - Computer&Automation International	SNL
5	Tuesday, 28 January	News, Products, Expertise	
5	Thursday, 30 January	Sensors & measurement technology	SNL
5	Friday, 31 January	Top articles from January	SNL
5	Sunday, 2 February	Official SUNdaily - Computer&Automation International	SNL
6	Tuesday, 4 February	News, Products, Expertise	
6	Thursday, 6 February	Siemens quarterly figures Q1.2025	SNL
6	Sunday, 9 February	Official SUNdaily - Computer&Automation International	SNL
7	Tuesday, 11 February	News, Products, Expertise	
7	Thursday, 13 February	Robotics & Automation	SNL
8	Monday, 17 February	Official SUNdaily - Computer&Automation International	SNL
8	Tuesday, 18 February	News, Products, Expertise	
8	Thursday, 20 February	Artificial intelligence	SNL
8	Friday, 21 February	E-paper of issue 1.2-2025	
8	Sunday, 23 February	Official SUNdaily - Computer&Automation International	SNL
9	Tuesday, 25 February	News, Products, Expertise	
9	Thursday, 27 February	Industrial IoT & Embedded Systems	
9	Friday, 28 February	Top articles from February	SNL
9	Sunday, 2 March	Official SUNdaily - Computer&Automation International	SNL
10	Tuesday, 4 March	News, Products, Expertise	
10	Thursday, 6 March	Trade fair warm-up embedded world	SNL
10	Friday, 7 March	Trade fair warm-up Logimat	SNL
10	Sunday, 9 March	Official SUNdaily - Computer&Automation International	SNL
11	Tuesday, 11 March	News, Products, Expertise	

CW	Date	Topic	
11	Thursday, 13 March	Safety & Security	SNL
11	Sunday, 16 March	Official SUNdaily - Computer&Automation International	SNL
12	Monday, 17 March	E-paper of issue 3-2025	
12	Tuesday, 18 March	News, Products, Expertise	
12	Thursday, 20/ March	Communication & networking	SNL
12	Friday, 21 March	Trade fair warm-up Hannover Messe Part 1	SNL
12	Sunday, 23 March	Official SUNdaily - Computer&Automation International	SNL
13	Tuesday, 25 March	News, Products, Expertise	
13	Thursday, 27 March	All Electric Society / Sustainability	SNL
13	Friday, 28 March	Trade fair warm-up Hannover Messe Part 2	SNL
13	Sunday, 30 March	Official SUNdaily - Computer&Automation International	SNL
14	Monday, 31 March	Hannover Messe Daily - Day 1	
14	Monday, 31 March	Top articles from March	
14	Tuesday, 1 April	Hannover Messe Daily - Day 2	
14	Tuesday, 1 April	Hannover Messe - News from the fair part 1	
14	Wednesday, 2 April	Hannover Messe Daily - Day 3	
14	Thursday, 3 April	Hannover Messe - News from the fair part 1	SNL
14	Thursday, 3 April	Hannover Messe Daily - Day 4	
14	Friday, 4 April	Hannover Messe Daily - Day 5	
14	Sunday, 6 April	Official SUNdaily - Computer&Automation International	SNL
15	Tuesday, 8 April	News, Products, Expertise	
15	Thursday, 10 April	Electromechanics / Connection technology	SNL
15	Friday, 11 April	E-paper of issue 4-2025	
15	Sunday, 13 April	Official SUNdaily - Computer&Automation International	SNL
16	Tuesday, 15 April	News, Products, Expertise	
16	Thursday, 17 April	Control technology	SNL
16	Sunday, 20 April	Official SUNdaily - Computer&Automation International	SNL
17	Tuesday, 22 April	News, Products, Expertise	
17	Thursday, 24 April	Drive technology	SNL
17	Sunday, 27 April	Official SUNdaily - Computer&Automation International	SNL
18	Tuesday, 29 April	News, Products, Expertise	

# Topics Newsletter

CW	Date	Topic	
18	Wednesday, 30 April	Top articles from April	SNL
18	Sunday, 4 May	Official SUNdaily - Computer&Automation International	SNL
19	Monday, 5 May	E-paper of issue 5-2025	
19	Tuesday, 6 May	News, Products, Expertise	
19	Wednesday, 7 May	Siemens quarterly figures Q2.2025	
19	Thursday, 8 May	Sensors & measurement technology	SNL
19	Sunday, 11 May	Official SUNdaily - Computer&Automation International	SNL
20	Tuesday, 13 May	News, Products, Expertise	
20	Thursday, 15 May	Artificial intelligence	SNL
20	Sunday, 18 May	Official SUNdaily - Computer&Automation International	SNL
21	Tuesday, 20 May	News, Products, Expertise	
21	Thursday, 22 May	Communication & networking	SNL
21	Sunday, 25 May	Official SUNdaily - Computer&Automation International	SNL
22	Tuesday, 27 May	News, Products, Expertise	
22	Friday, 30 May	Top articles from May	SNL
22	Sunday, 1 June	Official SUNdaily - Computer&Automation International	SNL
23	Monday, 2 June	E-paper of issue 6-2025	
23	Tuesday, 3 June	News, Products, Expertise	
23	Thursday, 5 June	Operating & monitoring / HMI	SNL
23	Sunday, 8 June	Official SUNdaily - Computer&Automation International	SNL
24	Tuesday, 10 June	News, Products, Expertise	
24	Thursday, 12 June	Safety & Security	SNL
24	Sunday, 15 June	Official SUNdaily - Computer&Automation International	SNL
25	Tuesday, 17 June	News, Products, Expertise	
25	Friday, 18 June	Automatica trade fair warm-up	
25	Sunday, 22 June	Official SUNdaily - Computer&Automation International	SNL
26	Tuesday, 24 June	News, Products, Expertise	
26	Thursday, 26 June	Robotics & Automation	SNL
26	Sunday, 29 June	Official SUNdaily - Computer&Automation International	SNL
27	Monday, 30 June	Top articles from June	
27	Tuesday, 1 July	News, Products, Expertise	

CW	Date	Topic	
27	Thursday, 3 July	Image Processing / Machine Vision	
27	Sunday, 6 July	Official SUNdaily - Computer&Automation International	SNL
28	Monday, 7 July	E-paper of issue 7-2025	
28	Tuesday, 8 July	News, Products, Expertise	
28	Thursday, 10 July	Industrial IoT & Smart Factory	SNL
28	Sunday, 13 July	Official SUNdaily - Computer&Automation International	SNL
29	Tuesday, 15 July	News, Products, Expertise	
29	Thursday, 17 July	Sensors & measurement technology	SNL
29	Sunday, 20 July	Official SUNdaily - Computer&Automation International	SNL
30	Tuesday, 22 July	News, Products, Expertise	
30	Thursday, 24 July	Electromechanics / Connection technology	SNL
30	Sunday, 27 July	Official SUNdaily - Computer&Automation International	SNL
31	Tuesday, 29 July	News, Products, Expertise	
31	Thursday, 31 July	Top articles from July	SNL
31	Sunday, 3 August	Official SUNdaily - Computer&Automation International	SNL
32	Tuesday, 5 August	News, Products, Expertise	
32	Thursday, 7 August	Siemens quarterly figures Q3.2025	SNL
32	Sunday, 10 August	Official SUNdaily - Computer&Automation International	SNL
33	Monday, 11 August	E-paper of issue 8-2025	
33	Tuesday, 12 August	News, Products, Expertise	
33	Thursday, 14 August	Artificial intelligence	SNL
33	Sunday, 17 August	Official SUNdaily - Computer&Automation International	SNL
34	Tuesday, 19 August	News, Products, Expertise	
34	Thursday, 21 August	Operating & monitoring / HMI	SNL
34	Sunday, 24 August	Official SUNdaily - Computer&Automation International	SNL
35	Tuesday, 26 August	News, Products, Expertise	
35	Thursday, 28 August	Communication & networking	SNL
35	Friday, 29 August	Top articles from August	SNL
35	Sunday, 31 August	Official SUNdaily - Computer&Automation International	SNL
36	Tuesday, 2 September	News, Products, Expertise	
36	Thursday, 4 September	Safety & Security	SNL

# Topics Newsletter

CW	Date	Topic	
36	Sunday, 7 September	Official SUNdaily - Computer&Automation International	SNL
37	Monday, 8 September	E-paper of issue 9-2025	
37	Tuesday, 9 September	News, Products, Expertise	
37	Thursday, 11 September	Image Processing / Machine Vision	SNL
37	Sunday, 14 September	Official SUNdaily - Computer&Automation International	SNL
38	Tuesday, 16 September	News, Products, Expertise	
38	Thursday, 18 September	Sensors & measurement technology	SNL
38	Sunday, 21 September	Official SUNdaily - Computer&Automation International	SNL
39	Tuesday, 23 September	News, Products, Expertise	
39	Thursday, 25 September	Robotics & Automation	SNL
39	Sunday, 28 September	Official SUNdaily - Computer&Automation International	SNL
40	Tuesday, 30 September	News, Products, Expertise	
40	Wednesday, 1 October	Top articles from September	SNL
40	Thursday, 2 October	Drive technology	SNL
40	Sunday, 5 October	Official SUNdaily - Computer&Automation International	SNL
41	Monday, 6 October	E-paper of the 10-2025 issue	
41	Tuesday, 7 October	News, Products, Expertise	
41	Thursday, 9 October	Control technology	SNL
41	Sunday, 12 October	Official SUNdaily - Computer&Automation International	SNL
42	Tuesday, 14 October	News, Products, Expertise	
42	Thursday, 16 October	Artificial intelligence	SNL
43	Monday, 20 October	Official SUNdaily - Computer&Automation International	SNL
43	Tuesday, 21 October	News, Products, Expertise	
43	Thursday, 23 October	Electromechanics / Connection technology	SNL
43	Sunday, 26 October	Official SUNdaily - Computer&Automation International	SNL
44	Tuesday, 28 October	News, Products, Expertise	
44	Thursday, 30 October	SPS - The trade fair warm-up - Part 1	SNL
44	Friday, 31 October	Top articles from October	SNL
44	Sunday, 2 November	Official SUNdaily - Computer&Automation International	SNL
45	Tuesday, 4 November	News, Products, Expertise	
45	Thursday, 6 November	Communication & networking	

CW	Date	Topic	
45	Friday, 7 November	SPS - The trade fair warm-up - Part 2	SNL
45	Sunday, 9 November	Official SUNdaily - Computer&Automation International	SNL
46	Monday, 10 November	E-paper of issue 11-2025	
46	Tuesday, 11 November	News, Products, Expertise	
46	Thursday, 13 November	Siemens quarterly figures Q4.2025	
46	Friday, 14 November	SPS - The trade fair warm-up - Part 3	SNL
46	Sunday, 16 November	Official SUNdaily - Computer&Automation International	SNL
47	Tuesday, 18 November	News, Products, Expertise	
47	Thursday, 20 November	Industrial IoT & Smart Factory	
47	Friday, 21 November	SPS - The trade fair warm-up - Part 4	SNL
47	Sunday, 23 November	Official SUNdaily - Computer&Automation International	SNL
48	Monday, 24 November	SPS - The trade fair warm-up - Part 5	SNL
48	Tuesday, 25 November	SPS - Day 1 of the industry get-together	
48	Tuesday, 25 November	SPS - THE OFFICIAL DAILY - E-Paper Day 1	
48	Wednesday, 26 November	SPS - Day 2 of the industry get-together	
48	Wednesday, 26 November	SPS - THE OFFICIAL DAILY - E-Paper Day 2	
48	Thursday, 27 November	SPS - Day 3 of the industry get-together	
48	Thursday, 27 November	SPS - THE OFFICIAL DAILY - E-Paper Day 3	
48	Friday, 28 November	SPS - The trade fair review	SNL
48	Sunday, 30 November	Official SUNdaily - Computer&Automation International	SNL
49	Monday, 1 December	Top articles from November	SNL
49	Tuesday, 2 December	SPS - The trade fair review - Part 2	
49	Thursday, 4 December	Drive technology	SNL
49	Sunday, 7 December	Official SUNdaily - Computer&Automation International	SNL
50	Tuesday, 9 December	News, Products, Expertise	
50	Thursday, 11 December	Robotics & Automation	SNL
50	Sunday, 14 December	Official SUNdaily - Computer&Automation International	SNL
51	Tuesday, 16 December	News, Products, Expertise	
51	Thursday, 18 December	Top articles from the year 2025	SNL
51	Friday, 19 December	Call for readers to vote for "Products of the Year 2026"	SNL
51	Friday, 19 December	E-paper of issue 12-2025	
52	Sunday, 21 December	Official SUNdaily - Computer&Automation International	SNL

# Customized Newsletter

## Customized Newsletter – Exclusively your news to the target group

Send your personalized information exclusively to the Computer&Automation newsletter address pool

### One message per customized newsletter

**Scope:** 1 image + 1 message + 1 logo

**Text:** max. 1,500 characters (incl. spaces)

**Image width:** 630 Pixel, maximum image height: 300 Pixel

**Subject line:** max. 100 characters (incl. spaces)

**Links:** max. 5

**Sender:** Computer&Automation and advertiser

*Dates on request*

#### Advantages:

- Exclusive newsletter for your information
- High level of attention for your company and your offer
- Individual appointment coordination
- Maximum of 1 customized newsletter per week per company



**Base price: € 2,090**

**Per thousand recipients: € 290**

Selection according to product interest  
(not discountable)

**Special configurations on request**

**Computer & Automation** 5.6.2024 | 10:00

**Sonderthema:**  
**Stromversorgungsmethoden mit Single Pair Ethernet (SPE)**

**TE Connectivity**

**BENEFITS OF A HYBRID CONNECTIVITY SOLUTION OVER PoDL**

Wo liegen die Vorteile von Hybrid-Verbindungslösungen gegenüber PoDL? Im Bericht zeigt TE Connectivity die Möglichkeiten dieser hybriden Verbindungslösung im Vergleich zu bestehenden Stromversorgungsansätzen. Für viele Anwendungen dürfte PoDL ausreichen, aber für industrielle Anwendungen schlägt TE Connectivity eine hybride Verbindungslösung vor.

Erfahren Sie im Whitepaper mehr über

- Stromversorgungsmethoden mit Single Pair Ethernet (SPE)
- Vergleich von Netztopologien/Energieverteilungsstrukturen
- Energieübertragung mit Hybrid-Steckverbindern – Diskussion der M8-Schnittstelle (standardisiert in IEC 63171-6) und M12-Hybrid-Schnittstellentypen (standardisiert in IEC 63171-7)

[Zum Whitepaper](#)

f X in

Sample

# Native Advertising

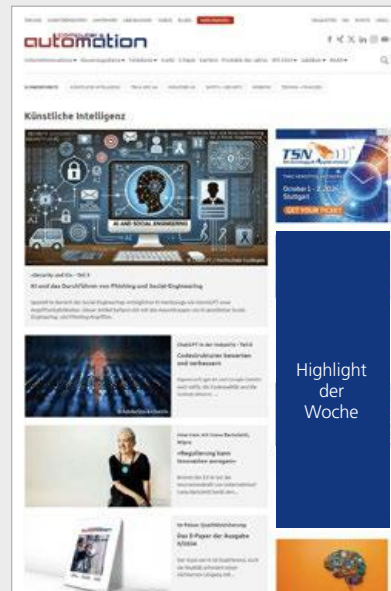
Native advertising - Your information with the look and feel of the editorial offices



The online advertorial is ideal for presenting complex topics to readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility. Combine this native communication solution with the Social Media Plus package and increase your social media reach at the same time!

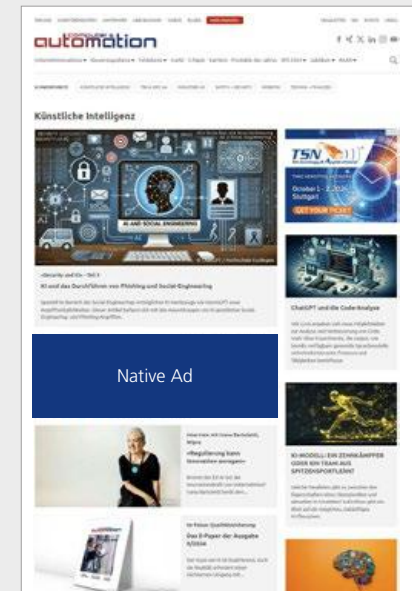
## Highlight of the week also including newsletter

- Present your product, webinar or event for a week on our specialist portal
- Headline: 40 characters incl. spaces, text: 250 characters incl. spaces, image: 300 x 250 pixels
- Linking to your website or a microsite designed by us with your contributions



## Native ad of the week also including newsletter and social media plus

- Native ad with the look & feel of our specialist portal
- Headline: 40 characters incl. spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- Linking to your website or a microsite designed by us with your contributions



€ Highlight of the week **Price: € 680**  
 Highlight of the week combi **Price: € 2,440**  
 (including a text advert/native ad in the newsletter, see newsletter page for specifications)

€ Native ad of the week **Price: € 910**  
 Native ad combi **Price: € 2,680**  
 (including a text advert/native ad in the newsletter, see newsletter page for specifications)  
 Native Ad Combi Social Plus **Price: € 3,330**  
 (additional publication on our social media channels)



# Lead Generation

## Whitepaper



- Your whitepaper will be published on [www.computer-automation.de](http://www.computer-automation.de) and promoted with accompanying online advertising media.
  - Banner for advertising in at least two Computer&Automation newsletters
  - At least two posts on the social media channels of Computer&Automation
  - Presentation of your whitepaper in the teaser area of [computer-automation.de](http://computer-automation.de) for two months
- The link is to a landing page created by us with input fields for download requests (GDPR-compliant).
- You generate a high level of visibility on our channels and receive valuable leads after valuable leads at the end of the campaign.
- We will be happy to provide you with a customized offer and support you in the creation of the the white paper and advertising material.



### Whitepaper



Period: 2 months

**Price: € 3,960** plus € 70 per lead  
Optionally bookable with a customized newsletter.

**Price: € 5,720** plus € 70 per lead

## Webinar

Communicate specific expertise and your customers actively and live in the event. Your audience can ask you questions via chat place. Emphasize the benefits of your products and the expertise of your company with a dynamic and interactive presentation.

### Services:

- Advance notice of the webinar in two newsletters from [computer-automation.de](http://computer-automation.de)
- Announcement in a section for a total of one month
- A customized newsletter for [computer-automation.de](http://computer-automation.de) users
- Participant registration
- Briefing of your speaker and technical realization
- A live broadcast incl. moderation on & off air
- Afterwards, the webinar is still available for download as an on-demand webcast that requires registration



Image: fizkes / stock.adobe.com



### Webinar:

**Price: € 5,160**

Optionally bookable with a full-page announcement of the webinar.  
(The advertorial is designed by the publisher)

**Price: € 7,580**



Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect Details correspond to recommended file size, max. 1 MB possible

# Social Media Posting

## Social media posting - Share content successfully via our channels

Supplement your market communication and generate more attention for your products, solutions, videos, webinars and services via our social media channels. Choose your preferred date and utilize the synergy effect of the independent topic environment of Computer&Automation and the reach of an interactive target group.w2



**Price: € 690**  
(not discountable)

**Followers: over 21,000**  
(Publisher's statement, as of August 2024)



### Your advantages

- News in real time
- Increase in brand awareness
- Smart content for the right target group
- Interactive social media community
- NEW: additional, English-language LinkedIn channel

# Social Media XXL

## Online advertorial & social media XXL

The online advertorial is ideal for presenting complex topics to Computer&Automation readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This synergy effect gives your content a high level of credibility. Combine this native communication solution with the 'Social Media Plus Package' and increase your social media reach at the same time!

### Services

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment on the home page and in the appropriate topic section of computer-automation.de
- incl. picture and link
- Article with link in a newsletter from computer-automation.de
- Post on the social media channels of Computer&Automation (LinkedIn, Xing, X, Instagram) with a link to the advertorial
- Digital playout: content and teasers are displayed on both desktop and mobile devices
- Push message to registered subscribers of computer-automation.de



Total price € 2,990



## Material you need

- Lead image\*: Image ratio 16:9 (ideal format 1,256x 706 pixels)
- Optionally 1 - 2 additional images in the body text
- Headline: max. 65 characters incl. spaces
- Teaser text: max. 280 characters incl. spaces
- Advertorial text, approx. 6,000 characters incl. spaces
- Links: max. 4 links in the text
- Social media hashtags (max. 15)

Please send data delivery and queries to [socialmedia@computer-automation.de](mailto:socialmedia@computer-automation.de)



# Social Media Theme Days

**Computer&Automation's social media theme days** take place at regular intervals within the LinkedIn, X and Instagram channels. During this period, the editorial team posts the latest reports, product news, interviews and specials on the respective topic. Show our followers your products, solutions or news in this environment and book your individual post as part of the theme days.



per post: € 520 (not discountable)

Month	Topic	Data submission
January	Security	21.01.2025
february	Measurement technology	18.02.2025
March	LogiMAT trade fair news	28.02.2025
March	Hannover Messe Trade Fair News	13.03.2025
April	Edge & Cloud	16.04.2025
May	Artificial intelligence	13.05.2025
June	Robotics	05.06.2025
June	Connectors, cables, wires	17.06.2025
July	Sensors	08.07.2025
August	Controls & regulations	06.08.2025
September	TSN+ OPC UA	09.09.2025
october	Safety	06.10.2025
october	Image processing	14.10.2025
November	Drive technology	05.11.2025
November	SPS trade fair news	18.11.2025
December	Image processing	04.12.2025



## Material you need

- Text with max. 600 characters incl. spaces (LinkedIn, Instagram) and with max. 256 characters incl. spaces (X)
- Image in landscape, portrait or square format with at least 800 pixels on the longest side
- Additional image in square format advantageous (Instagram)
- Target URL
- max. 10 hashtags

Please send data delivery and queries to [socialmedia@computer-automation.de](mailto:socialmedia@computer-automation.de)

# Customized E-Paper

The editors of **Computer&Automation** have published several reports on your company? Then bundle these articles into an interactive e-paper customised for your company!

Whether technical reports, the latest news or articles on products and solutions - all publications are summarised in the Computer&Automation layout.

We will work with to design a concise title and a meaningful cover image! On request, we can supplement your reports or free layout areas with your adverts or interactive elements such as videos, animations or image galleries. Use these options to provide readers with further information about your company.

After publication of a new report or news item, your customised e-paper is supplemented with this article and automatically published on the computer-automation.de web portal, sent to registered recipients by newsletter and promoted via social networks.

Benefit from the independent, editorial reporting and use your e-paper for your own marketing campaigns!

## All services at a glance

- Layout creation and customisation of 3 contributions
- Integration of product news
- Cover design
- Ad and multimedia integration
- banner advertising
- Newsletter integration
- Social media promotion
- Integration of own content/texts\*
- Web publication

**from 3,990 €**



# Readers' Choice and Market Overviews

## Computer&Automation readers' choice 'Products of the year 2026'



The editorial team nominates a total of 96 products from 12 categories and puts them to the readers to vote for the 'Products of the Year 2026'.

The nominated products and the corresponding call will be published in issue 12/2025.

Publication of the results and winners in issue 04/2026 as well as in several special newsletters and social networks.

The winners of the award may use the official logos in their brand and market communication.

The submission of your product suggestions with the subject

"Products of the Year 2026" is possible until 15 September 2025.

**Benefit from the high level of attention of the Computer&Automation readers' poll 'Products of the Year'!**

## Market overviews

In the Computer&Automation market overviews, companies present their products and services in various product and topic groups. In an interactive overview, the portfolio of participating companies is presented in tabular form on computer-automation.de. Users can select according to their desired specifications and have the appropriate hits displayed.

Participation in a market overview is free of charge, but you have the option of highlighting your company contribution with a company logo. This service costs a flat rate of € 390 and includes a recommendation from the editorial team.

All market overviews are advertised via all Computer&Automation channels, print and digital.

Topic	EVT	Closing date for entries
Distribution	21.02.2025	03.02.2025
Edge & Cloud Control	18.03.2025	26.02.2025
Security	11.04.2025	24.03.2025
Safety	11.04.2025	24.03.2025
Measurement technology	06.05.2025	16.04.2025
Power supply	03.06.2025	14.05.2025
Robotics	03.06.2025	14.05.2025
Software	08.07.2025	18.06.2025
Connection technology	05.08.2025	16.07.2025
Fieldbus & networking	09.09.2025	20.08.2025
Control technology	07.10.2025	17.09.2025
Sensors Image processing	07.10.2025	17.09.2025
Drive technology PLC – Smart Production Solutions	11.11.2025	22.10.2025

### Contact:

Michaela Stolka  
+49 89 25556-1376  
mstolka@pelemedia.de

# Events

## Become a partner of the TSN/A Conference 2025

The Standard Time Sensitive Networking extends Ethernet to achieve excellent time synchronization and high worst-case latency for applications that require robust, deterministic connectivity.

TSN is particularly important in application areas such as industrial, automotive and pro AV/consumer IP networking.

The TSN/A Conference 2025 is jointly organised by the Avnu Alliance in co-operation with the trade media Computer&Automation and Elektronik automotive. The expert meeting will highlight the technological aspects of the standard as well as application-specific topics from various markets and industries.

The accompanying exhibition is an ideal opportunity to present your products and solutions to a competent and interested audience. The clear focus of the event minimizes wastage and ensures an optimal target group approach.

**Become a partner  
from € 6,300**




**23. - 24. September  
2025 in Stuttgart**



# Technical Data - Print

## Technical details / Processing

Printing process	Processing
Magazine format	cropped format 230 mm wide x 297 mm high plus 3 mm bleed on all open sides 
type area	195 mm wide x 262 mm high 4 columns each 45 mm wide
Printing process	Cover: Sheet-fed offset Content: Web offset
Colors	Printing colours (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are possible on request. Minor tonal value deviations are due to the tolerance range of web offset printing. Solid black areas should be underlaid with a 40 % screen in cyan
Data Formats	Printable closed PDF files. Please send one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm away from the bleed. Image resolution 300 dpi
Proof	Colour proof according to "Medienstandard Druck" (bvdm). Digital proofs without FOGRA media wedges are not considered to be colour binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are for download at <a href="http://www.eci.org">www.eci.org</a> .
Data transmission	Please send the data (up to 10 MB) to: DISPO.ComputerundAutomation@pelemedia.de
Data archiving	Data is archived, unchanged repetitions are therefore generally possible. However, no data guarantee is given.
Warranty	For delays and errors by incorrect data, we cannot accept any liability.
Contact	Marc Schneider Phonet.: +49 89 25556-1509 mschneider@pelemedia.de

## Inserts / bound-in inserts / stickers / CDs

Supplements	
Minimum format	105 mm width x 140 mm height
Maximum format	200 mm width x 290 mm height

Inserts must be delivered trimmed and folded as finished end products.  
 Folded products must be closed towards the bundle and be suitable for machine processing.  
 Please observe the delivery conditions of our printing partner.

Bound inserts -- at least 4 pages / 100 g/m <sup>2</sup>	
Minimum format	105 mm width x 140 mm height
Maximum format	Format of the carrier product
Trimming	Booklet size: Head trim 6 mm, Front and foot trim min. 3 mm, plus + 3 mm trimming margin in the gutter

Bound inserts must be delivered uncut and folded. Multi-page bound inserts must be closed towards the binding and suitable for machine processing. The type and design of bound inserts must be such that additional preparation and processing not required.

Difficulties and additional folding and gluing work will be invoiced separately.

Before accepting and confirming the order, a binding sample or, if necessary, a blank sample with size and weight specifications must be submitted.

Bound inserts must be designed in such a way that they are recognisable as advertising and cannot be confused with the editorial section. The placement of bound inserts depends on the technical possibilities. Bound inserts printed on material other than paper can only be accepted with the prior consent of Swiss Post, which must be obtained from the publisher.



### Shipping address

#### Delivery note::

For Computer&Automation,  
 Issue (no.)  
 Vogel Druck, Leibnizstr. 5  
 97204 Höchberg

Our general terms and conditions apply  
 ([www.pelemedia.de/AGB](http://www.pelemedia.de/AGB))



### Terms of payment

Direct debit with 2% discount, 10 days net

**Bank details:** HypoVereinsbank, Munich  
**IBAN:** DE 54 700 20 27 0001 002 1500  
**BIC:** HYVEDEMMXXX



# General Terms and Conditions

## General Terms and Conditions for Advertisements and Advertising of Pelemedia GmbH (as at 2024)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of Pelemedia GmbH, which apply to the use of Pelemedia's services.

For a service requiring registration with Pelemedia, you must give your consent to the terms of use applicable to the use of this service. To do this, please click on the "" field or tick the box to give your consent as part of the opt-in procedure. By clicking on the "Agree" box or ticking the box, you declare that you have read the GTC and agree them. You can also print out or download the GTC.

**1. Scope of application:** The GTC apply to all services offered to the user on the Pelemedia website, in particular to chargeable content and services, competitions and the marketplace and community area. Deviations from these GTC or special terms of use for individual services shall only be deemed to have been agreed if they have been expressly confirmed in writing by Pelemedia. In particular, the mere omission of an objection by Pelemedia to other general terms and conditions does not mean that they are deemed to have been agreed. Pelemedia is authorised to amend these GTC at any time. Pelemedia will the user in good time of any changes to the GTC applicable to the user. The amendment is deemed to have been approved by the user if the user does not object to the amendment or terminate the contract within one month of receipt of the notification of amendment. In the event of an objection, Pelemedia is entitled to terminate the contract with due notice. Pelemedia will make special reference to the possibilities of objection and cancellation, the deadline and the legal consequences, in particular with regard to failure to object, in the notification of the changes.

In particular, Pelemedia is entitled to amend or replace a condition with effect for existing contracts if it becomes invalid, or to amend the affected conditions in accordance with the purpose of the changed legal situation in the event of a change to a statutory provision or supreme court judgement, if this change one or more conditions of the contractual relationship, provided that the user is not worse off as a result of the new or amended conditions than under the original conditions. Each amendment, including the updated version of the GTC, will be sent to the User by e-mail. Pelemedia is not responsible for the internet services provided by third parties to which Pelemedia links from its pages or which Pelemedia mediates. The terms of use of the respective providers apply to these services. This applies in particular to co-operation partners on Pelemedia. The offers of the co-operation partners on Pelemedia merely represent a sales platform of the respective partners of Pelemedia. When using the services offered by co-operation partners, a separate legal relationship is established between the user and the co-operation partner, which is independent of any legal relationship between Pelemedia and the user. The legal relationship between the partner and the user is governed exclusively by the terms and conditions and operating processes of the co-operation partner. Pelemedia accepts no liability or warranty for this.

**2. Access and participation authorisation:** In principle, all users are authorised to access and participate. The following minimum information is required for competitions. All persons over the age of 18 or who provide a declaration of consent from a parent or legal guardian are eligible to enter. By taking part in the competition, every competition participant agrees to be published in the print edition and on the website with their name and photo, as well as agreeing to further rights of use for advertising and sales purposes. Employees of Pelemedia GmbH and persons involved in the organisation of the game are not permitted to take part in competitions. This also applies to their relatives. Furthermore, Pelemedia the right to change or correct the rules of competitions at any time. Pelemedia only concludes contracts for chargeable content and for the provision of Internet access with persons over the age of 18 or with the express consent of their legal representative. Furthermore, the Internet pages are not directed at persons in countries that prohibit the provision or access of the content posted therein. Each user is responsible for informing themselves about any restrictions before accessing these web pages and for complying with them.

**3. Availability:** The services of Pelemedia are offered to the user subject to availability. Pelemedia shall endeavour to ensure that the services of Pelemedia are available to the user without disruption. Maintenance work and/or further development and/or other disruptions may limit and/or temporarily interrupt the possibilities of use. This may also in loss of data. This does not give rise to any claims for compensation on the part of the affected users. Pelemedia is also authorised to change or discontinue the services offered at any time at its own discretion without prior notice.

**4. Contractual relationship:** The contractual relationship for the use of chargeable content from Pelemedia is established by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the chargeable content is opened. The use of third-party services advertised by Pelemedia on its website, or to which Pelemedia provides access via its website, in a contractual relationship exclusively between the user and the third party offering the service. Pelemedia assumes no liability or warranty for this.

**5. Opening a user account:** For certain services on the Pelemedia website, the user must register or can open a user account. The user assures that the services provided by him within the scope of Pelemedia

is responsible for ensuring that the personal details provided during registration or when opening a user account on the Pelemedia website, in particular the user's first name, surname, postal address, date of birth and e-mail address, are true and correct, and that the user informs Pelemedia immediately of any changes to the details provided.

**6. Payment transactions:** The fees for chargeable content are settled with a payment system provider to be selected by the user before the service is provided. Only the terms and conditions of use of the payment system provider selected by the user shall apply, to which reference is made at the appropriate point and corresponding assistance is provided. The payment claims are to be settled with the selected payment system provider in accordance with the respective terms of use.

If the user does not his payment obligations or payment actions are not carried out or are charged back, Pelemedia is entitled, subject to further claims, block the user's . If access is blocked due to outstanding debts and user settles these, access will be unblocked again. Pelemedia the right to commission third parties to carry out debt collection.

**7. Obligations of the user:** The user not to any applicable legal provisions or any contractual provisions when using the services of Pelemedia. In particular, the user undertakes to ensure that any content disseminated by him/her does not infringe the rights of third parties (e.g. copyrights, patent and trade mark rights), copyrights, patent and trademark rights), that the applicable criminal laws and youth protection regulations are observed and that no racist, Holocaust-denying, grossly offensive, pornographic or sexual, youth-endangering, extremist, violence-glorifying or trivialising content is used, glorify or trivialise violence, glorify war, promote a terrorist or extremist political organisation, incite to commit a criminal offence, contain defamatory statements, insulting or unsuitable for minors or other punishable content. The user further undertakes to comply with the recognised principles of data security in order to protect the data and to observe the obligations of the data protection regulations. The user further undertakes to observe the recognised principles of data security and to comply with the obligations of the data protection regulations, to check any e-mails and queries sent to Pelemedia for viruses with the greatest possible care, to comply with legal, official and technical regulations, to any user name and identification and password secret, not to pass them on, not to tolerate or allow them to be known and to take the necessary measures to ensure confidentiality and to notify Pelemedia in the event of misuse or loss of this information or suspicion thereof. Pelemedia must also be notified immediately of any indications of misuse of Pelemedia content or the payment system. The user shall indemnify Pelemedia against any claims asserted by third parties against Pelemedia due to infringement of their rights by this user. This also includes the costs of reasonable legal prosecution and defence. Pelemedia reserves right to block the user's access to its content and any existing user account and to involve the investigating authorities in the event of justified suspicion of misuse of Pelemedia's services or payment systems. The user may only offset claims by Pelemedia against undisputed or legally enforceable claims. The user is only entitled to rights of retention on the basis of claims arising from the individual, specific contractual relationship of which these GTC form an integral part.

**8. Liability:** Pelemedia and its representatives or vicarious agents shall only be liable for damages, in particular due to delay, non-performance, poor performance or unauthorised action, in the event of a breach of essential contractual obligations, the fulfilment of which could be relied upon to a particular degree. The exclusion of liability shall not apply to intent and gross negligence. In all other cases, Pelemedia shall not be liable unless mandatory statutory apply. Pelemedia shall only be liable for foreseeable damages. Liability for indirect damages, in particular consequential damages, unforeseeable damages or atypical damages as well as loss of profit is excluded. The same applies to the consequences of labour disputes, accidental damage and force majeure. Pelemedia provides its own information and data as well as information from other providers by means of hyperlinks (internet links) on the internet and on mobile devices. This information and data is provided for information purposes only, without the user being able to rely on the timeliness, accuracy or completeness of the information. In this respect, Pelemedia assumes no warranty or liability, in particular not for direct or indirect damages arising from the use of the information or data found on the Pelemedia websites. In particular, Pelemedia accepts no responsibility for the content or the functionality, accuracy or legality of third-party websites linked from the Pelemedia websites. Pelemedia offers discussion forums and chats. The content and information exchanged by users in these forums is not subject to any control by Pelemedia. For this reason, Pelemedia accepts no liability for the content and information posted in the forums. The responsibility for the content published by the user on the pages of Pelemedia lies exclusively with the user. Pelemedia any liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular in the dispatch of prizes to be handed over as part of a competition. The above limitations of liability apply to all contractual and non-contractual claims.

**9. Liability for defects:** If the user objects to chargeable content due to incomplete or defective services provided by Pelemedia, the user must notify either Pelemedia or the payment of the objections immediately after becoming aware of them, in accordance with the terms of use of the payment system provider chosen by the user. If Pelemedia is liable for justified and timely complaints

Pelemedia shall, in the case of incomplete performance, make subsequent deliveries and, in the case of defective performance, either repair or replace the goods its discretion. The user may demand a reduction of the fees Pelemedia refuses to rectify the defect or supply a replacement, or if this is impossible or fails in any other way. There is no right of withdrawal in favour of the user.

**10. Copyright:** All content, information, images, videos, databases and computer programmes (e.g. widgets) published on the Pelemedia website are protected by copyright. Use is only permitted for private personal use. Any other use, in particular the private and commercial reproduction, modification, distribution or storage of information or data, in particular of texts, parts of texts, images and film material, requires the prior express consent of Pelemedia. This also applies to inclusion in electronic databases and reproduction on CD-ROM, DVD, etc. Private and/or commercial reproduction, modification, distribution or other misuse of computer programmes is not permitted. The user does not acquire any property rights by downloading or sending the source code of a computer programme. No copyrights or other ancillary copyrights are transferred. If the service and/or the services are , the user is obliged to delete the source code provided immediately. In all other respects, the legal limits arising from copyright law and other applicable statutory provisions shall apply.

**11. Content submitted by the user:** Users submit their own content e.g. videos, photos, photo series, texts, etc.) to Pelemedia (e.g. as part of competitions, reader campaigns, Internet competitions) agree by submitting their content that the submitted content may reproduced, distributed and publicly reproduced free of charge on the Internet and in print. The user further declares that he/she owns all copyrights and other rights to the submitted content and that persons depicted on submitted graphic content (e.g. videos, photos, photo series) who are not merely accessories to a location or part of depicted gatherings, processions or similar events agree to publication. For persons under the age of 18, the consent of the legal guardian is required. Contributions sent by post cannot returned to the participant. Users not to Pelemedia any content that is illegal, grossly offensive, pornographic or sexual, harmful to minors, extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political organisation, incites to commit a criminal offence, contains defamatory statements or other punishable content. The user also undertakes not to send any content containing advertising or commercial content. Pelemedia the right not to publish any content sent in. The user indemnifies Pelemedia in full against all third-party claims arising from the fact that the user breaches his/her obligations under these terms and conditions or - contrary to this declaration - the user does not own all rights to the submitted content or persons depicted - not agree to the publication. The content submitted is the personal opinion of the user and does not represent the opinion of Pelemedia. The user has no legal claim to the publication of the submitted content.

**12. Right of cancellation:** The user is entitled to cancel his declaration of intent to conclude a contract within two weeks. The cancellation period begins at the earliest upon receipt of this instruction. Timely dispatch of the declaration of cancellation is sufficient to meet the deadline. It must be made in writing without giving reasons and addressed to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar. In the event of an effective cancellation, the services received by both parties must be returned and any benefits derived must be surrendered. If the user is unable to return the services received in whole or in part or only in a deteriorated condition, compensation must be paid. However, the right of cancellation does not apply if Pelemedia has begun to perform the service with the consent of the user before the end of the cancellation period or if the user has initiated this performance himself (e.g. by downloading, etc.).

**13. Termination:** Each party reserves the right to terminate the contract for good cause. Good cause exists in particular if the user continues to violate essential provisions of these GTC despite a warning and/or if the user commits misconduct directed against third parties by using Pelemedia's services for illegal purposes or for purposes that harass third parties. All cancellations under these GTC must be made in writing to the address stated in point 12. Access to Pelemedia's services will be blocked once the cancellation takes effect.

**14. Place of fulfilment/jurisdiction:** The place of fulfilment is the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action is the registered office of the provider. Insofar as claims of the provider are not asserted in dunning proceedings, the place of jurisdiction for non-merchants shall be determined by their place of residence. German law shall apply.

If the domicile or habitual residence of the customer, even in the case of non-merchants, is unknown at the time the action is brought or if the customer has moved his domicile or habitual residence outside the area of application of the law after conclusion of the contract, the place of jurisdiction be the registered office of the provider if the contract was concluded in writing.

**15. Final provisions:** Legal recourse is in connection with participation in competitions. Should individual provisions of these GTC, including these regulations, be wholly or partially invalid, the validity of the remaining provisions or parts of such provisions

# Contact

## Media Sales



### Tiffany Dinges

Sales Director  
Phone: +49 89 25556-1363  
tdinges@pelemedia.de



### Paola Bonazzi-Riedel

Account Manager  
Phone: +49 89 25556-1364  
pbonazzi-riedel@pelemedia.de

## Editorial Office



### Andrea Gillhuber

Editor-in-Chief  
Phone: +49 89 25556-1039  
agillhuber@pelemedia.de



### Alexandra Hose

Chief of Service  
Phone: +49 89 25556-1354  
ahose@pelemedia.de



### Inka Krischke

Editor  
Phone: +49 89 25556-1373  
ikrischke@pelemedia.de



### Michaela Stolka

Assistance  
Phone: +49 89 25556-1376  
mstolka@pelemedia.de

## Online / Market Research



### Christoph Dück

Head of Online  
Phone: +49 89 25556-1905  
cdueck@pelemedia.de



### Christian Dressler

Deputy Head of Online  
Phone: +49 89 25556-1906  
cdressler@pelemedia.de

## Data / Distribution / Production



### Marc Schneider

Head of Data | Distribution |  
Production | Authorised  
Signatory  
Phone: +49 89 25556-1509  
mschneider@pelemedia.de



### Irina Wutz

Data | Production | Distribution  
Phone: +49 89 25556-1510  
iwutz@pelemedia.de

## Publisher



### Heike Heckmann

Publishing Director |  
Authorized Signatory  
Phone: +49 89 25556-1902  
heckmann@pelemedia.de



### Peter Eberhard

Managing Director  
Phone: +49 89 25556-1901  
peberhard@pelemedia.de



[www.computer-automation.de](http://www.computer-automation.de)



computer &  
**automation**



Pelemedia GmbH  
Richard-Reitzner-Allee 2, 85540 Haar  
Phone: +49 89 25556-1900  
info@pelemedia.de  
www.pelemedia.de