

# automation

THE MAGAZINE FOR MODERN PRODUCTION TECHNOLOGY

## Media Kit 2019



[www.automation.se](http://www.automation.se)

21.000 readers – 45 years in the industry

# Publishing dates and editorial program 2019

No	Publishing	Week	Copy date	Trade fairs
1	Jan 28	5	Jan 7	<i>Autogloben, Göteborg, January 30–31</i> <i>Industrimässorna Syd, Malmö, February 6–7</i> <i>ITF Automationsdag, February 6–7 – Increased circulation</i>
2	Feb 22	8	Feb 4	
3	Mar 18	12	Feb 25	<i>Advanced Engineering, Göteborg, March 27–28</i> <i>Hannovermässan, March 31 – April 5</i>
4	Apr 18	16	Mar 27	<i>Elfack Göteborg, May 7–10</i> <i>Plastteknik Nordic, Malmö, May 8–9</i>
5	May 17	20	Apr 25	
6	Jun 10	24	May 17	
7	Sep 3	36	Aug 12	
8	Sep 30	40	Sep 9	
9	Oct 29	44	Oct 8	<i>Empack / Packaging Innovations, Stockholm, October 2–3</i> <i>Elmia Subcontractor, Jönköping, November 12–15</i>
10	Nov 22	47	Nov 1	<i>SPS / IPC / Drives, Nürnberg, November 26–29</i>
11	Dec 16	51	Nov 26	

Automation Magazine participates at all Euro Expo Trade fairs.

## Formats and Advertising rates 2019

Size	Width x Height	Placement	Price SEK	
Spread	420 x 297 mm	Facing text Before text	53.500:- 42.800:-	
1/1-page	210 x 297 mm	Facing text Before text After text	32.800:- 25.900:- 19.900:-	
1/2-page	90 x 265 mm 185 x 131 mm	Facing text Before text After text	21.900:- 17.500:- 13.900:-	
1/4-page	42 x 265 mm 90 x 131 mm 185 x 62 mm	Facing text Before text After text	15.700:- 12.500:- 7.900:-	
1/8-page	90 x 62 mm	Facing text After text	10.100:- 6.400:-	

## Insert

We can distribute your brochure, education plan, product sheet etc in Automation Magazine.

A cost effective way to get exposure! A4 flyer/2-sided 24.500:- SEK. Contact us for quotes on other types of inserts.

## Native Advertising

Native Advertising is content advertising in line with Automation Magazines visual language and user experience. Integrated in the editorial flow, but still easily identifiable as advertising.

Contact us for a quote.

# Automation Companies website 2019



## Automation's corporate website.

Profile and show your webpage and branding for Automation readers.

Advertisement package contains logo, website address and subtitle in a year (11 issues).

The price also includes one years publishing and banner on our new website in Automation companies' own tab. **Price 13.200:- SEK.**

## Automation Online

Automation's readers online follow developments in terms of industrial automation, modern production technology and new system solutions. Find training and search providers within Automation's overall industry summary.

Size	Width x Height	Price SEK
Top banner	985 x 150pxl	5950:-/week
Promotion film Module	555 x 300pxl 555 x 250pxl	5950:-/week 4950:-/week
Streamer	555 x 80pxl	3950:-/week
Side banner	200 x 200pxl	2950:-/week

## Automation Newsletter

Our newsletter has become a big success! For readers who want relevant information in their mail, our newsletter is the given choice. Distributed Tuesdays uneven weeks.

Top banner	555 x 80pxl	5950:-/mailing
Streamer	555 x 80pxl	4950:-/mailing
Side banner	200 x 200pxl	2950:-/mailing



## Swedish Automation and Measure Companies

This is Automation Magazine's great compilation of suppliers in Sweden, a unique guide to be featured in. Complete with logotype, website link and contact details. **Price 3.900:- SEK/year.**

# Automation readers

We are measured continuously and have an increased reach of 72.000 readers, according to Orvesto Näringsliv. \*accumulated reach if advertising a full year.

Subscription and print circulation: 8.000 copies.

Automation is the official journal of Instrument technical Association in Sweden - For industrial automation



We write about the automatization and systems of the industry, all types of robots including collaborative robots, IT security, Industry 4.0, 3D printers/additive manufacturing, voice controlled systems, enhanced reality, gamification, machine learning, the cloud, digitalization of the industry etc.

Automation readers are System integrators, IT and Production systems engineers, Engineering managers, Instrument managers, Process engineers, Operations, Machinery and Maintenance managers, Consultants, CEO and Business owners.”

## Automation readers operate in the following industry areas

Automotive • Paper / Cellulose • Chemistry • Iron / Steel • Food • Water / sewer • Building • Heat Distribution • Electric power • Nuclear • Rail and other transport • Engineering

## Technical Information

Size: A4 (210 mm width x 297 mm height).

Type area full page: 185 x 265 mm. Full page 210 x 297 mm + 3 mm bleed.

Advertisement Material: Digital. High resolution PDF (300 ppi) CMYK

Materials Address: [annons@automation.se](mailto:annons@automation.se) Maria Ribbing Tel: +46-8-51493413.

Cancellations should be made five weeks before publication date.

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## Five leading Industry Magazines

**Automation** is part of Förlags AB Verkstadstidningen which also publish the following publications:  
**Verkstadstidningen – Transportnytt – Järn/Bygg/Färg – Byggaren**



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