

industrial ethernet book

The Journal of Industrial Networking and IoT

Media Guide 2018

**The Industrial IoT authority.
Since 1999.**

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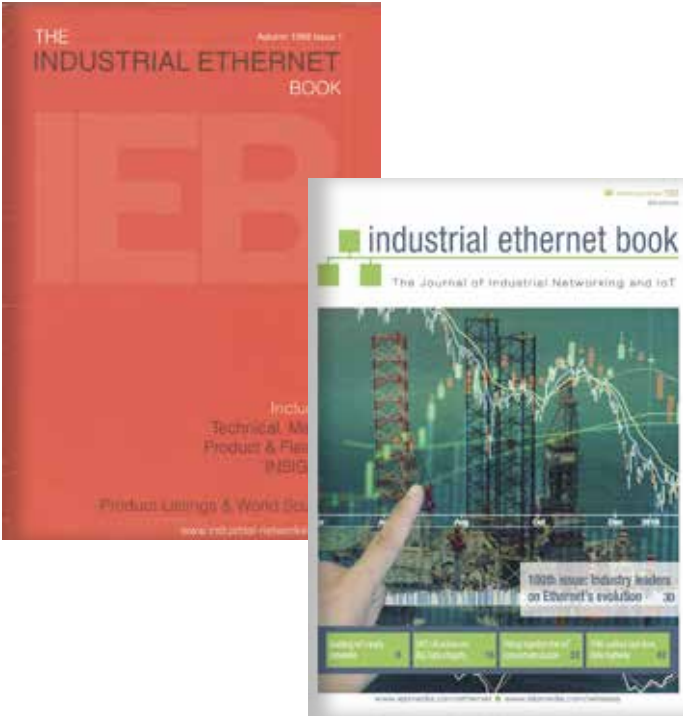
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The IIoT authority

In the late 1990's the automation industry started its journey toward the smart factory, and Industrial Ethernet Book became the tour guide on this trip.

We covered Industry 4.0, Smart Factory and Industrial Internet of Things concepts, although these terms were not yet invented then. Forward looking plant managers and network administrators turned to Industrial Ethernet Book for an in-depth understanding of how these technologies would impact their work. This is what we continue to do today. We provide the information resources for OT and IT professionals to make the most out of the latest advances in network communication technology.

Industrial Ethernet Book continues to be the respected Industrial Internet of Things authority.



Industrial Ethernet Book issue 1 (1999) and issue 100 (2017)

History

Very often, Industrial Ethernet Book is the first source where industry professionals learn about new technologies, e.g.

- 1999: The Case for Industrial Ethernet
- 2000: Decentralised controlling
- 2001: Bringing the factory floor to the desktop
- 2002: Data acquisition with web server
- 2003: Running real-time on Ethernet
- 2004: Secure wireless networks for industrial applications
- 2005: Object-oriented route to industrial automation
- 2006: The magic of OPC Unified Architecture
- 2007: Power over Ethernet: the new industrial opportunity
- 2008: Converging IT with industrial networks
- 2009: IPv6 addressing for industrial networks?
- 2010: Internet Protocol for Smart Objects
- 2011: Converged plantwide Ethernet design and implementation
- 2012: Internet of Things industrial network convergence.
- 2013: Automation services from the cloud
- 2014: A pioneering project: Industry 4.0 security
- 2015: Time Sensitive Networking
- 2016: Fog vs. edge computing
- 2017: Low complexity Ethernet

Circulation

We distribute the journal internationally to highly qualified subscribers, a targeted circulation profile which we have built up over many years. The subscriber list is updated continuously, and maintained monthly to freshen the readership for each issue.

Industrial Ethernet Book sponsors and attends major International events with an industrial Ethernet/Wireless content, including Embedded World, Hanover Fair, IAS Shanghai, Automation Fair, Sensors Expo, IoT World and SPS/IPC/Drives.

| Region | | Country | |
|---|--------------|---------|--------------|
| Europe | 6937 | USA | 6556 |
| North America | 6721 | Germany | 2430 |
| BRIC* | 3097 | UK | 1713 |
| APAC** | 2423 | China | 1436 |
| Middle East | 451 | France | 934 |
| RoW | 371 | Benelux | 895 |
| Total | 20000 | Japan | 525 |
| Delivery | | | |
| Total (Print + Digital de-duplication) | | | 20000 |
| Print | | | 12000 |
| Digital | | | 10400 |

* Brazil, Russia, India, China

** Asia/Pacific excluding China and India

Company Activity

| | |
|---|-----|
| System Integration/Design/Engineering | 17% |
| Manufacturing Automation/Engineering | 16% |
| Oil & Gas/Chemical Industry/instrumentation | 14% |
| Power Generation/Water/Utilities | 10% |
| Aerospace/Automotive/Transport | 10% |
| Construction/Mining/Metal processing | 9% |
| Industrial/Consumer Electronics | 7% |
| Medical/Pharmaceutical/Food & Drink | 7% |
| Telecomms/Datacomms | 4% |
| Packaging/Textiles/Rubber | 4% |
| Research/Scientific/Education | 2% |

Job Activity

| | |
|--------------------------------------|-----|
| Engineer - Instrumentation & Control | 18% |
| Manager - Technical | 16% |
| Designer - Systems/Hardware/Software | 13% |
| Engineer - Works/Plant/Process/Test | 13% |
| Engineer - Research/Development | 13% |
| Manager - Commercial or Financial | 12% |
| Manager - Plant & Process/Quality | 9% |
| Manager - Design | 2% |
| Engineer/Manager - Sales | 2% |
| Education/Market research/Scientific | 2% |

Dimensions

Publication size: Trim size: 210 x 280 mm, 8 1/4 x 11 " (W x H) Type area: 185 x 252 mm, 7 1/4 x 9 7/8 " (W x H)

| Format | Type / bleed | WxH mm | WxH inches |
|----------------------|--------------|-----------|-----------------|
| Double page spread | bleed | 426 x 286 | 16 3/4 x 11 1/4 |
| Full page | bleed | 216 x 286 | 8 1/2 x 11 1/4 |
| Island page | type | 120 x 185 | 4 3/4 x 7 1/4 |
| Half page vertical | bleed | 108 x 286 | 4 1/4 x 11 1/4 |
| | type | 85 x 252 | 3 3/8 x 9 7/8 |
| Half page horizontal | bleed | 216 x 143 | 8 1/2 x 5 5/8 |
| | type | 185 x 120 | 7 1/4 x 4 3/4 |
| 1/3 vertical | bleed | 75 x 286 | 3 x 11 1/4 |
| | type | 65 x 252 | 2 1/2 x 9 7/8 |
| 1/3 horizontal | bleed | 216 x 96 | 8 1/2 x 3 3/4 |
| | type | 185 x 78 | 7 1/4 x 3 1/8 |
| 1/4 page | type | 85 x 120 | 3 3/8 x 4 3/4 |

Bleed sizes: Keep all vital material at least 6mm (1/4") from the trim edges

Rates

All prices are for 4-colour ads

| | | |
|----------------------|------------|---------------|
| Double page spread | € 6,410.00 | US\$ 8,860.00 |
| Full page | € 4,480.00 | US\$ 6,200.00 |
| Island | € 3,310.00 | US\$ 4,580.00 |
| Half page exclusive* | € 3,150.00 | US\$ 4,380.00 |
| Half page | € 2,900.00 | US\$ 3,980.00 |
| 1/3 page exclusive* | € 2,800.00 | US\$ 3,860.00 |
| 1/3 page | € 2,650.00 | US\$ 3,550.00 |
| Quarter page | € 2,120.00 | US\$ 2,550.00 |
| Inside Front Cover | € 5,390.00 | US\$ 7,240.00 |
| Outside Back Cover | € 5,390.00 | US\$ 7,240.00 |
| Contest sponsor ** | € 5,700.00 | US\$ 7,700.00 |

Frequency discount: 3 ads: 10% 6 ads: 15%

* Fractional page exclusive: Your ad on a full editorial spread with no other ads.

US Dollar rates are offered only as a guideline. Advertisers should reconfirm prices, based on current Euro exchange rate, at time of booking.

Material Specifications

We accept advertisements as PDF file (produced by Adobe Acrobat Distiller with job options set as 'PREPRESS' and compatibility Adobe Acrobat v5.0.) and CMYK TIF file (minimum resolution of 300dpi, 600dpi recommended for best reproduction quality). We do not accept QuarkXpress, Adobe Illustrator, Freehand or InDesign files in native file format.

All materials should be directed to: materials@iebmedia.com. An ftp server is available to upload materials.

General Contract and Rate Policy

All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be cancelled at the time the change in rate becomes effective. The publisher reserves the right to reject any advertisement.

The publisher is not liable for delays in delivery in the event of Force Majeure, action by any governmental, natural disasters, or any condition beyond the control of the publisher affecting production. Failure by the publisher to insert an ad in any particular issue voids the insertion order for that issue but will not constitute a breach of contract.

Payment terms: Net 30 days. Advertisers will be short-rated if, within a 12-month period, they do not meet their frequency. In the event that an advertiser wishes to cancel any booking it shall notify IEB Media in writing. The compensation fee is 100% of the total value of the cancelled advertisement where notice of cancellation is received by IEB Media after the ad close date of an issue.



Contest Sponsor:

Become the exclusive sponsor of our popular "Private Ethernet" giveaway contest in an issue. Your full page ad faces the contest page and your company logo appears as contest sponsor and also on the registration page on the website.

A great branding opportunity and also a lead generation program, as you receive the contact details of the participants.

Online Advertising

Industrial Ethernet Book Website

Industrial Ethernet Book Online is located at www.iebmedia.com/ethernet. The website receives over 80,000 visitors every month generating over 260,000 page views. As well as news, technical articles and events, it provides a searchable archive of articles published in the Industrial Ethernet book. These, together with the searchable Online Directory of Industrial Ethernet Products and their Sources, make the site a unique resource and repository for industrial network information.

The popularity of the site makes it a great place to promote your products/services. Please see below for details of banner positions and costs.

Industrial Wireless Book Website

The online presence of Industrial Wireless Book at www.iebmedia.com/wireless is similar to the Industrial Ethernet Book website, with a Directory of Products and Services, and many useful information resources. It receives over 28,000 separate visitors every month viewing over 90,000 pages.



| | Industrial Ethernet Book | | Industrial Wireless Book | |
|--|--------------------------|--------------|--------------------------|------------|
| Home Page | | | | |
| [A] Leaderboard per month: | € 1,160.- | US\$ 1,584.- | € 620.- | US\$ 840.- |
| [B] Content banner per month: | € 1,040.- | US\$ 1,420.- | € 550.- | US\$ 750.- |
| [C] Right side Button per month: | € 850.- | US\$ 1,160.- | € 310.- | US\$ 420.- |
| Index pages (Products, News, Events, Articles, Resources) | | | | |
| [A] Leaderboard per month: | € 465.- | US\$ 632.- | € 240.- | US\$ 320.- |
| [B] Content banner per month: | € 400.- | US\$ 542.- | € 210.- | US\$ 278.- |
| [C] Right side Button per month: | € 310.- | US\$ 420.- | € 170.- | US\$ 225.- |

Banner Ad Specifications

Banners can be stationary or have animation up to five loops. GIF or JPEG files are accepted. SWF (Flash) files are not recommended due to limited visibility caused by firewalls.

Leaderboard: 600 x 100 pixel, max 30kB

Content banner: 486 x 60 pixel, max 30kB

Button: 120 x 150 pixel, max 15kB

Newsletter ad: 486 x 60 pixel, max. 30kB

Newsletter Featured Content: max 6 words headline, 50 words text and link URL

Frequency discounts: 3x – 5%, 6x – 10%, 12x – 15%

US Dollar rates are offered only as a guideline. Advertisers should reconfirm prices, based on current Euro exchange rate, at time of booking.

| Position | Newsletter | |
|-------------------------------|-----------------|--------------|
| [A] Top per issue | € 930.- | US\$ 1,260.- |
| [B] Middle per issue | € 700.- | US\$ 945.- |
| [C] Featured Content | € 630.- | US\$ 846.- |
| Bottom per issue | € 460.- | US\$ 610.- |
| Mailing dates | Deadline | |
| 2nd Tuesday each month | 5 days prior | |
| 4th Tuesday each month | 5 days prior | |

Email Newsletters

The Industrial Ethernet Book email newsletter mails twice a month, on the 2nd and 4th Tuesday, and goes to over 13,000 registered subscribers around the world.

industrial networks news

News | Technology | Case Studies | Products | Subscribe
April 25, 2017

A EN 50155-Certified IP Cameras for the Exterior of Trains

Hello Soroush Afkhami Meybodi, we are currently reporting from Hannover Messe, the world's largest industrial trade show. Follow @IEBook on Twitter for the latest news on factory automation and Industrial IoT from the fairground. If you happen to be in Hannover, here are some suggestions what you can do after (or instead of) going to the trade fair.

Industrial Ethernet Book

B Leading manufacturers rely on POWERLINK

Case Studies Predictive maintenance strategies
Computers play a pivotal role in today's power substations. Any computer-related performance issue or failure has the potential to disrupt the power distribution system. Therefore, the reliability and availability of substation computers is a key factor for the efficient operation of a substation, making it essential that they be managed on par with the other critical equipment in the substation.
[Full story](#)

Promoted Story
The Master to Network Deployment
Traditional networking management, it can take a lot of time to configure each network device. A better solution is proposed: one that is portable, easy to install and embedded in network devices without extra cost. Read this exclusive white paper to learn how IXM technology is changing the game in industrial network management.
[Download white paper](#)

C

Email list rental

Your email message sent from our mail server, only to readers who have opted-in to receive 3rd-party emails. Demographic selection by country, job function and industry is available.

Price per 1,000 selection € 550.- US\$ 750.-
Set-up fee € 250.- US\$ 345.-

Industrial Ethernet Book

Is your factory connected?

At: Leopold Pflaier

A special notification for Industrial Ethernet Book readers

Hello Leopold Pflaier,

Discover the **Cisco Connected Factory - PROFNET** solution: a secure and validated architecture integrating PROFNET-based automation onto standards-based IP networks. See how it provides new, flexible plant-wide connectivity between machines, workflows, databases, processes, and people.

[Click here to read the exclusive White Paper "Connected Factory - PROFNET"](#)

IEB Media GmbH, Bachmühlstrasse 12, 8000 Schönenfeld, Germany
You're receiving this email because you are a subscriber of Industrial Ethernet Book and are subscribed via info@iebook.com

Native Advertising

St.O.R.M.(Strategic Online Response Marketing) is an in-feed ad unit according to the Interactive Advertising Bureau standards. The content is created in partnership with our editorial team, and is formatted for maximum impact in the different communication channels.

St.O.R.M. harnesses the power of Industrial Ethernet Book's presence on social networks to promote your solution or events at exactly the right time. Reach thousands of engaged readers that have built a relationship with Industrial Ethernet Book over many years. Readers who not just see your story, but actively share and promote the content.

St.O.R.M. is ideal for targeted, precisely timed campaigns like product launches, trade show invitations, white paper downloads, customer surveys, competitions and give aways, seminars and roadshows, presentation of new videos and more.

Where your content is seen

Website news page

Instagram: Industrial Ethernet Book Gesponsert

Twitter: Video: Learn how to cover all Industrial Ethernet protocols with one communication chip.

Facebook: Multi-protocol Industrial Ethernet

Facebook: RZ/N1 SOLUTION KIT

Facebook: Industrial communications made easy

Facebook: Smart Access web server module

Facebook: Industrial IoT applications

For two weeks your story is the exclusive 'Sponsored Content' on:

- Website news page
- Email newsletter
- IEBMedia on Twitter
- IndustrialNetworks on Facebook
- Industrial Ethernet Book RSS feed
- Industrial Networks on Google+

No artwork necessary

You save on creative as you don't have to produce expensive artwork. Simply send us text, photos, videos, presentations or other material. Our editorial team will create a strong message in the style that IEB readers appreciate.

Price per 2 week campaign € 750.- US\$ 1,070.-

2018 Editorial Calendar

This editorial calendar is a guideline. Actual content may change as unscheduled topics come into topical focus.

| Issue | Deadlines | Application | Technology |
|---|---|--|---|
| IEB 104 January/February Published: 25th January | Editorial: 21st Dec 2017 Advertising: 8th Jan Materials: 12th Jan | Energy & Smart Grid Power Transmission & Distribution Substation Automation Renewable Energy | Smart Grid IoT Precision Time Protocols Software Defined Networking (SDN) Cyber Security |
| IEB 105 March/April Published: 22nd March | Editorial: 16th Feb Advertising: 2nd March Materials: 9th March | Smart Cities Water/Wastewater Building Automation Smart Lighting | Remote Monitoring Embedded IoT I/O Modules Smart Sensors |
| Technology Leaders | | Corporate Profiles Section | |
| IEB 106 May Published: 3rd May | Editorial: 30th March Advertising: 13th April Materials: 20th April | Oil & Gas Up-, Mid- and Downstream Petrochemical Industry Process Automation | Cabling & Connectors Fibre Optics Network Infrastructure IoT Mesh Networks |
| IEB 107 July Published: 12th July | Editorial: 8th June Advertising: 22nd June Materials: 29th June | Transportation Intelligent Transportation Systems Train Networks Rail-Trackside Communication | Power over Ethernet Switches Cyber Physical Systems Mobile Automation |
| IEB 108 September/October Published: 13th September | Editorial: 10th Aug Advertising: 24th Aug Materials: 31st Aug | Factory Automation Manufacturing Robotics Print & Packaging | Realtime Protocols Time Sensitive Networking (TSN) Edge Computing Industrial IoT |
| IEB 109 November Published: 8th November | Editorial: 2nd Oct Advertising: 15th Oct Materials: 22nd Oct | Enterprise Connectivity SCADA Big Data IoT Middleware | Industrial Internet of Things OPC UA TSN Gateways IoT Standards |



Download

Use this QR code to download a Pdf of the Industrial Ethernet Book media guide



Twitter

Use this QR code to follow Industrial Ethernet Book on Twitter (@IEBook)

Technology Leaders

Run a full or half page ad in IEB 99 and get a free same size Corporate Profile in that issue.

| Features | Industrial Wireless | Regular Sections | Industry Events |
|---|---|--|---|
| IoT Gateways Network Redundancy Critical Infrastructure Sercos | Bluetooth WirelessHART 802.11x ISA100 | New products Industry news Case studies Standards | embedded world (Germany) Industry of Things World (USA) SPS Guangzhou (China) Smart Factory Expo (Japan) |
| Cloud Connectivity MQTT/AMQP Big Data EtherNet/IP | ZigBee RFID GPRS/GSM/UMTS 802.15.4 | New products Industry news Case studies Standards | Hannover Fair (Germany) Light+Building (Germany) Drives&Controls (UK) IoT Asia (Singapore) |
| Energy Harvesting Network Monitoring IO-Link Profinet | 802.11x WirelessHART WiMAX Lowpower radio | New products Industry news Case studies Standards | Smart Automation (Austria) Computex (Taipei) Industrial Automation Shenzhen Achema (Germany) |
| Internet of Things Ethernet Extender IP Video Powerlink | GPRS/GSM/UMTS RFID 6LoWPAN 802.15.4 | New products Industry news Case studies Standards | Automatica (Germany) Semicon West (USA) Sensors Expo (USA) Taipei Automation (Taiwan) |
| HMI's Motion Control IoT Connectivity EtherCAT | WirelessHART 802.11x GPRS/GSM/UMTS Bluetooth | New products Industry news Case studies Standards | IoT Tech Expo (Germany) Pack Expo (USA) InnoTrans (Germany) WindEnergy (Germany) |
| Industry 4.0 Network Management Fog Computing CCLink/IE | 802.15.4 Bluetooth RFID WISA | New products Industry news Case studies Standards | SPS/IPC/Drives (Germany) IAS (China) Automation Fair (USA) |



Facebook

Use this QR code to join Industrial Ethernet Book on Facebook



Website

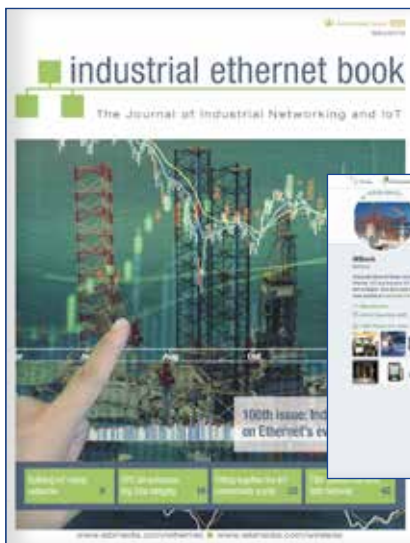
Use this QR code to go straight to the Industrial Ethernet Book website

Delivery Options

For well over a decade we've heard that "print is dead". Rather than trusting self-proclaimed experts, we simply listen to our readers. Our subscribers* have the free choice between print magazine and a digital edition for desktop, tablet and smart phone.

The numbers speak for themselves: About two thirds of our readers still prefer the print edition, and this ratio has not changed much over the last years.

* Print edition not available in certain countries in Africa and Asia.



Online Community

Beyond the magazine, thousands of readers use social media platforms to interact with us and stay up to date on industrial IoT news and technology. Industrial Ethernet Book has a strong presence on Twitter, Facebook, Google+ and YouTube.

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www.facebook.com/IndustrialNetworks



www.twitter.com/IEBook

Editorial Contributions

Each issue includes industry news from around the world, plus the latest products, applications, market insights and technical articles. We constantly seek high quality feature-length articles of up to 3000 words from industry experts. Articles intended for publication should be written in a style that offers explanation, comparison and discussion in largely generic terms. We are unable to include straight product marketing information within journal editorial features.

We welcome suggestions and proposals for technical articles. Please send a 50 to 100 word synopsis to the editor for review. We reserve the right to edit submitted material.

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**Eco-friendly printed:
Carbon neutral print production with organic,
mineral oil-free inks on FSC®- certified paper.**