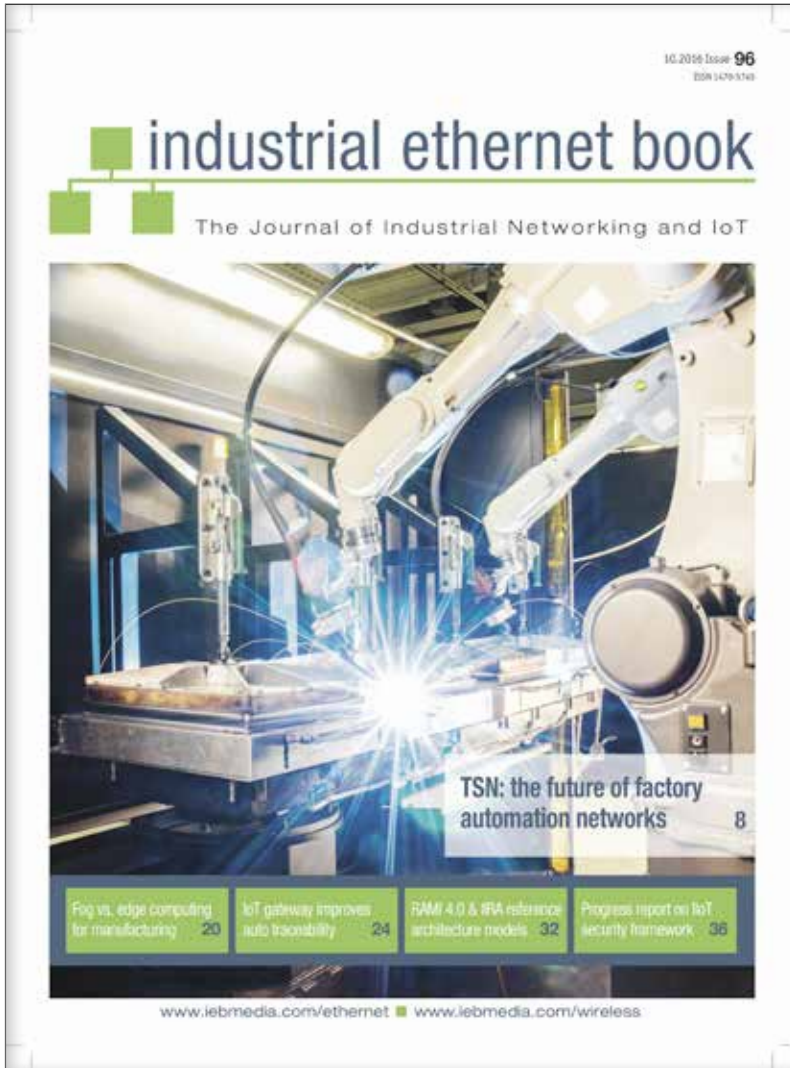


industrial ethernet book

The Journal of Industrial Networking and IoT

Media Guide 2017



The Trip Advisor for the Journey to the Industrial Internet of Things

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Mission

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 still is the respected trip advisor for the journey to the Industrial Internet of Things.



First issue of Industrial Ethernet Book, 1999

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

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, Industrial Automation North America, IoT World and SPS/IPC/Drives.

Region		Country	
Europe	6912	USA	6538
North America	6696	Germany	2418
BRIC*	3124	UK	1713
APAC**	2420	China	1442
Middle East	463	France	941
RoW	385	Benelux	903
Total	20000	Japan	534

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	18%
Manufacturing Automation/Engineering	16%
Oil & Gas/Chemical Industry/Instrumentation	14%
Power Generation/Water/Utilities	11%
Aerospace/Automotive/Transport	10%
Construction/Mining/Metal processing	10%
Industrial/Consumer Electronics	7%
Medical/Pharmaceutical/Food & Drink	6%
Telecomms/Datacomms	4%
Packaging/Textiles/Rubber	4%
Research/Scientific/Education	2%

Job Activity

Engineer - Instrumentation & Control	19%
Manager - Technical	15%
Designer - Systems/Hardware/Software	15%
Engineer - Works/Plant/Process/Test	13%
Engineer - Research/Development	13%
Manager - Commercial or Financial	11%
Manager - Plant & Process/Quality	8%
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
DPS	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	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 70,000 visitors every month generating over 220,000 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.



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.-



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



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	€ 1,070.-	US\$ 750.-
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2017 Editorial Calendar

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

Technology Leaders

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

Issue	Deadlines	Application	Technology	Features	Industrial Wireless	Regular Sections	Industry Events
IEB 98 January/February Published: 26th January	Editorial: 22nd Dec 2016 Advertising: 9th Jan Materials: 13th Jan	Energy & Smart Grid Electricity T&D Substation Automation Renewable Energy	Cyber Security Precision Time Protocols Smart Grid IoT Software Defined Networking (SDN)	IoT Gateways Network Redundancy Critical Infrastructure TTEthernet	Bluetooth WirelessHART 802.11x ISA100	New products Industry news Case studies Standards	embedded world (Germany) Industry of Things World (USA) ATX West (USA) IoT Tech Expo Europe (UK)
IEB 99 March/April Published: 23rd March	Editorial: 17th Feb Advertising: 3rd March Materials: 10th March	Smart Cities Water/Wastewater Building Automation Traffic Management	Remote Monitoring Embedded IoT I/O Modules Fibre Optics	Internet of Things Cloud Connectivity Big Data EtherNet/IP	ZigBee RFID GPRS/GSM/UMTS 802.15.4	New products Industry news Case studies Standards	Hannover Fair (Germany) SPS Guangzhou (China) Drives&Controls (UK) IoT Asia (Singapore)
		Technology Leaders	Corporate Profiles Section				
IEB 100 May Published: 4th May	Editorial: 31st March Advertising: 14th April Materials: 21st April	Oil & Gas Petrochemical Industry Pipelines Process Automation	Cabling & Connectors Smart Sensors Network Infrastructure M2M	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 Wind Power Expo (USA)
		Anniversary issue: A history of Industrial IoT					
IEB 101 July Published: 13th July	Editorial: 9th June Advertising: 23rd June Materials: 30th June	Transportation Intelligent Transportation Systems Train Networks Rail-Tracksides Communication	Power over Ethernet Switches Cyber Physical Systems Mobile Automation	Surge Protection Ethernet Extender IP Video Powerlink	GPRS/GSM/UMTS RFID 6LoWPAN 802.15.4	New products Industry news Case studies Standards	Drupa (Germany) IoT Tech Expo (Germany) Sensors Expo (USA) Taipei Automation (Taiwan)
IEB 102 September/October Published: 14th September	Editorial: 11th Aug Advertising: 25th Aug Materials: 1st Sept	Factory Automation Manufacturing Robotics Print & Packaging	Realtime Protocols Time Sensitive Networking (TSN) Safety over Ethernet Machine Control	HMIs Motion Control IoT Connectivity EtherCAT	WirelessHART 802.11x GPRS/GSM/UMTS Bluetooth	New products Industry news Case studies Standards	Husum Wind (Germany) Pack Expo (USA) EMO Hannover (Germany)
IEB 103 November Published: 6th November	Editorial: 29th Sept Advertising: 13th Oct Materials: 20th Oct	Enterprise Connectivity SCADA Big Data Industrial Internet	Industrial Internet of Things OPC UA Cloud Connectivity IoT Standards	Industry 4.0 Network Management Connected Factory CCLink/IE	802.15.4 Bluetooth RFID WISA	New products Industry news Case studies Standards	SPS/IPC/Drives (Germany) IAS (China) Automation Fair (USA)

**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)

**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.iebmedia.com/ethernet



www.iebmedia.com/wireless



www.iebmedia.com/rss/news/feed.xml



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.