

Media Information 2010

open
automation

Markets ● Trends ● Innovations

Distribution: 18 000 copies

Editions, Dates of publishing and Closing Dates	Process Control Area	Process Area	Field Area	Management & Business	Fairs/Events
1-2 Apr 8 th Closing Date Mar 16 th	Engineering Tools Digital Factory MES and Vertical Integration Data Interfaces in Automation	Reader´s Choice PLC and PC-based Controls Safety in Automation Human Machine Communication Remote Control and Maintenance/ M2M	Drives, Motion & Energy Efficiency Sensors in Process Automation and in Utility Automation Industrial Ethernet, Bussystems Wireless Communication Automation at Ex Area Identification Systems and RFID	<u>Campaign 2010</u> Companies, Organisations and Foundations get a word in edgeways	Hanover Fair Hannover, Apr 19 th to 23 rd Control Stuttgart, May 4 th to 7 th PCIM Europe Nürnberg, May 4 th to 6 th Sensor+Test Nürnberg, May 18 th to 20 th
Special: Energy Efficiency and Optimization of Production					
3 May 27 th Closing Date May 4 th	Machine Data Acquisition / Operating Data Acquisition Maintenance Systems SCADA Systems, Process Visualization and Process Control Systems Tracking and RFID	Around the S7 Decentral Components of Automation and Drives Technology Availability and Condition Monitoring Operating and Monitoring Automation Solutions for Automotive Engineering	Reader´s Choice Frequency Inverter and Servo Drives Cables and Wires Remote IO and Interface Technology Industrial Ethernet and Bussystems Profile and Production Logs	<u>Italy:</u> Automation Solutions from the partner country of the Hanover Fair	Automation Baden-Baden, Jun 15 th to 16 th Automatica Munich, Jun 8 th to 11 th
Special: Robotics					
4 Sep 9 th Closing Date Aug 19 th	Web in Automation Engineering Tools CAx-Systems MES and Vertical Integration	Reader´s Choice Open Control Architecture Regulator HMI/PLC, PAC and Industrial PC Safety in Automation Automation Solutions for Packaging Industry	Mechatronics and Motion Control Sensors in Utility Automation Wireless in Industry Industrial Ethernet & Safety	Growth Industries for Automation Supplier	Motek Stuttgart, Sep 21 st to 24 th ICC Blomberg, Sep 15 th to 16 th Fachpack/Printpack Nürnberg, Sep 29 th to Oct 1 st Maintain Munich, Oct 13 th to 15 th
Special: Automation Technology for Wind Energy Plants					

Editions, Dates of publishing and Closing Dates	Process Control Area	Process Area	Field Area	Management & Business	Fairs/Events
5 Oct 8 th Closing Date Sep 17 th	Reader's Choice Automation Security ERP, PLM, SCM Quality Management Systems Standards for Data Exchange Machine Data Acquisition / Operating Data Acquisition	Open Source Software in Automation Distributed Automation Remote Control and Maintenance/ M2M Embedded Systems Visualisation	Automation at Ex Area Mechatronics in Mechanical Engineering Measurement of Distance and Angle Cabinets, Keypads and LC-Displays Cables, Wires and Interface Technology	Successful Concepts for Tradefairs in Foreign Countries	Vienna-Tec Vienna, Austria, Oct 12 th to 15 th K Düsseldorf, Oct 27 th to Nov 3 rd Electronica Munich, Nov 9 th to 12 th Vision Stuttgart, Nov 9 th to 11 th
Special: Industrial Image Processing Systems and Smart Vision Sensors in Industrial Applications					
6 Nov 16 th Closing Date Oct 26 th	IT-Solutions for Process Optimization Monitoring and Diagnostics for Industrial Networks SCADA Systems, Process Visualization and Process Control Systems MES and Vertical Integration	Safety in Automation Automation Solutions for Increase in Productivity Integrated Automation Operating and Monitoring Energymanagement / Profienergy	Reader's Choice Drives, Motion & Energy Efficiency Gateways and Interfaces Industrial Ethernet, Bussystems Wireless Communication Sensors in Utility Automation	Successful Management Concepts of Mechanical Engineers and Plant Engineers	SPS/IPC/Drives Nürnberg, Nov 23 rd to 25 th
Special: Highlights of SPS/IPC/Drives					

1 Size of journal: 210 mm wide, 297 mm high, Din A4

2 Print Area 175 mm wide, 246 mm high
Number of Columns: 3 columns, width of column: 56 mm

3 Printing and Binding, Copy:

Offset printing, backstitch or adhesive binding, only digital printing material; special rules apply (cf. information sheet 'electronically transmitted printing material' on the next page).

4 Schedule:

Publication Frequency: 6 editions

Publishing Date/Closing Date for Advertisements: cf. Schedule

5 Publisher:

VDE VERLAG GMBH

Address: Merianstr. 29, 63069 Offenbach

Internet: www.vde-verlag.de

Advertising Sales

Department: Tel: +49-69-840006-1341

Fax: +49-69-840006-1398

e-mail: anzeigen@vde-verlag.de

6 Payment Terms

A 3 % discount is given in case of prepayment, 2 % for payment within 10 days, the full price becomes payable thereafter within 30 days of publication. For new customers the publisher reserves the right to demand prepayment at the closing date.

Banking Connections:

Postbank Berlin, Acc. No. 2 889 102, BLZ 100 100 10

IBAN DE 60 100 100 10 000 2 889 102, SWIFT PBNKDEFF

Bayerische Hypo- und Vereinsbank Berlin, Acc. No. 2 668 386, BLZ 100 208 90

IBAN DE 78 1002 0890 0002 6683 86, SWIFT HYVEDEMM488

7 Advertisement Sizes and Prices:

Please add the appropriate value added tax to all prices.

Size	Height x Width mm	s/w Price €	2c Price €	4c Price €
1/1 page	270 x 189	4 000,-	4 490,-	5 320,-
junior page	200 x 135	2 335,-	2 635,-	3 345,-
1/2 page	270 x 92 or 132 x 189	2 130,-	2 380,-	2 850,-
1/3 page	270 x 60 or 86 x 189	1 430,-	1 655,-	2 000,-
1/4 page	270 x 44 or 64 x 189 or 132 x 92	1 055,-	1 265,-	1 660,-
1/8 page	64 x 92	585,-	700,-	910,-
Special sizes	H. till 65 mm / W. till 55 mm			1 110,-
Special sizes, price per mm		3,40	4,90	5,30

8 Priority placements:

Title page (Details on request) € 4 610,-

inside front cover and back cover 1/1 page 4 colors € 5 850,-

Prescribed Position € 185,-

9 Color surcharges: --

10 Formatting Surcharges: none

11 Recruitment and Classified Advertisements: Price upon request

12 Discounts:

On purchase within a year, starting with the publication of the first advertisement.

Frequency scale: 2 x 3 % 4 x 6 % 5 x 10 %

Volume scale : 2 pages 5 % 3 pages 10 % 5 pages 12 %

13 Bound-in insert

Paper weight	2-sided	4-sided	6-sided
up to 120 g/m ²	€ 4 545,-	€ 6 720,-	€ 8 945,-

Multiple pages and more than 180 g/m² on request.

Size of each sheet 305 mm high, 214 mm wide

(including trim, 5 mm at the head, 3 mm at the foot, 4 mm at the sides).

Prepaid delivery to the printer, untrimmed and ready to be inserted. Insertion into part of the circulation is impossible.

A sample has to be handed in at the time of ordering.

Discount: 1 sheet = 1 page of advertisement

Necessary quantity to deliver: 18 300 copies.

14 Inserts

We charge (no discounts):

€ 250,-‰ inserts until 25g incl. postage

inserts with higher weight on request

A sample has to be sent in.

Prepaid delivery to the printer (cf. below), and ready for insertion. Maximum sizes 292 mm x 205 mm.

Necessary quantity to deliver: 18 300 copies.

15 Adhesive Postcards/Samples and equivalent

Adhesive answering cards are counted as inserts.

Insert surcharge until 25g € 82,-‰ incl. postage (higher weight on request) charge for gumming € 72,-‰

Necessary quantity to deliver: 18 300 copies.

16 Address of the printer for bound-in inserts, inserts and adhesive postcards/samples:

Druckerei Heenemann GmbH & Co

Bessemerstr. 83, 12103 Berlin, GERMANY

Remark on delivery note: for "openautomation" edition..... (No.)

Consult our website for all advertisement possibilities:

www.vde-verlag.de

1 Digital Delivery:

- via e-mail: scholz@vde-verlag.de
- CD-ROM/DVD

2 Software (preferably PDF/X-3)

- QuarkXPress until version 7.5
- Adobe Indesign until version CS4
- Adobe Photoshop until version CS4
- Adobe Illustrator until version CS4

3 Printing and Binding, Copy:

- name/title of the order
- output format
- fonts used
- laser print-out (color or black-and-white)
- applications used listing software versions (including files placed)
- list of files

4 Construction of PDF-files

- only high resolution printing files 2400 dpi / 175 lpi,
all fonts included, only Highres-CMYK-pictures
- no password

5 Important Information

Make sure that all files and data necessary are included. All picture files (including logos) have to be present (TIFF or EPS). Do not save files as JPEG or GIF (too much information is lost that way).

Please make sure that all fonts used (in EPS-files as well) are included or added as printer and screen fonts. Postscript files (ASCII) can be used as a condensed attachment to an e-mail. Postscript files should only be used if the file is ready for printing (colored with CMYK = process colors). We cannot make any corrections on PS-files

For color advertisements use only the process colors cyan, magenta, yellow and black (no RGB-colors). For special colors we calculate a surcharge equivalent to the additional work. This color is then printed as a fifth color.

Please include a binding laser printout or proof respectively.

6 Prices

Faulty exposures due to incomplete or faulty files, faulty adjustments or incomplete information are added to the price.

The same applies to additional setting or litho work and the production of proofs.

7 Warranty:

Only the data or the storage medium can be exposed. The publisher does not accept liability for deviations where texts, pictures and especially colors are concerned.

1. Summary:

openautomation is a magazine for the world of open automation. It is published five times a year and gives relevant information about the world of open automation and their solutions: comprehensible, actual, practically oriented and qualified. It gives more than technical information, it shows further the background in its entirety. openautomation is made for the user, planer and supplier of innovative solutions for the industry automation and also for responsables in the IT Management.

2 Memberships: IVW, AMF
Media Database of the German Trade press

3 Organ: -

4 Publisher: -

5 Editors: Dipl.-Ing. Ronald Heinze, Editor-in-Chief
Dipl.-Ing. Inge Hübner

6 Advertisements: Markus Lehnert, Advertising Manager

7 Volume: 12. Volume 2010
Publication frequency: bi-monthly

8 Publishing house: VDE VERLAG GMBH

9 Postal Address: Merianstraße 29
D-63069 Offenbach

10 Telephone: +49-69-84 00 06-1341 – advertisements
+49-69-84 00 06-1323 – editorial office

Fax: +49-69-84 00 06-1398 – advertisements
+49-69-84 00 06-1399 – editorial office

11 internet: www.vde-verlag.de
e-mail: anzeigen@vde-verlag.de
openautomation@vde-verlag.de

12 Publication-Schedule: cf. Page 3

13 Subscription Price (domestic): **Subscription (1 year):** € 51,00*
Individual Sales Price: € 11,50*
*plus postage
ISSN 1439-9733

14 Volume Analysis 2008 = 5 issues

Size of Journal	DIN A4
Overall Volume :	500 pages = 100 %
Editorial Part :	246 pages = 49 %
Advertisements:	254 pages = 51 %
Inserts:	9 items

15 Analysis of the contents of the editorial part 2008 = 246 pages**Analysis according to subject groups**

Process Control Area (Scada, ERP, MES, Databases)	13 %
Process Area (Controls, Industrial PC, HMI)	40 %
Field Area (Fieldbusses, Sensors, Actors)	30 %
Management & Business	12 %
Others	4 %

Analysis of the kind of articles

Reportage and Application Stories	51 %
Interviews	14 %
Trend Reports	11 %
Short Articles	23 %
Others	5 %

16 Circulation Control: IVW

17a Circulation-Analysis: Copies per issue averaged (Juli 1st, 2008 to June 30th, 2009)

Copies printed	19 133		
Actual distribution	18 351	Of these circulation outside Germany:	2 240
Sold copies:	152	Of these circulation outside Germany:	9
- through subscription	126	Of these by members:	0
- general sales	26		
- individual sales:	0		
Free copies	18 199		
Surplus, archive and voucher copies	782		

18 Geographical Circulation Analysis

Market	Share of actually distributed circulation	
	%	Copies
Federal Republic of Germany	87,8	16 111
Outside Germany	12,2	2 240
Actually Distributed Circulation	100,0	18 351

19 Trades/Branches of the Industry/Special subjects/Professions

Department/Group/Category	Recipients (acc. to classification of the branches of the industry)	Share of the actually distributed Circulation	
		%	No. of Copies
D/DK/29 D/DM/34/35	Mechanical Engineering, Vehicle Construction	20,4	3 744
D/DL/30-33	Electrical Engineering, Electronics, Automation, Measurement & Control	49,2	9 029
FC/CA-CB/10/14 E/EA/40/41	Energy Management, Water Supply, Mining	3,6	661
M/MA/80/80.3	Science, Research, Education	4,4	807
K/KA/74/74.1.2,4-8 K/KA/72	Engineering Offices, Software and System Houses, System Integrators	4,0	734
F/FA/45/45.3 D/DG/24/24.4	Plant, Chemical and Pharmaceutical Industry	10,4	1 909
D/DA/15-16 D/DC-DE/20-25	Packaging Industry, Food Industry	3,2	587
D/DA-DN/15-37	Other Processing Industries	3,6	661
	Not indicated	1,2	220
	Actually Distributed Circulation	100	18 351

Overview over the Method of acquisition:

"openautomation"

Structural Analysis of recipients by phone based data collection

Random Sample Collection (rotational distribution)

1 Type of File: The file of the recipients contains the addresses of all the recipients. The file is structured according to the country of residence of the recipients. The addresses of the domestic recipients is categorized according to the postal codes, the recipients outside of Germany are sorted in relation to the country they reside in.

2 Type of Investigation: Structural Analysis of Recipients by phone based data collection – random sample collection

3 Day of the random sample taking: Jun 12th, 2007

4 Structure of the Recipients:

a) Overall number of recipients in file:	37 104
b) Structure of one edition according to its type of distribution :	
Recipients in the file 'sold copies'	129
Recipients in the file 'permanently free copies'	735
Number of the recipients 'alternating free copies'	<u>18 106</u>
Actually distributed circulation (adc) thereof:	18 970
Of these Federal Republic of Germany:	15 949
Of these outside Germany:	3 021

c) Overall Number of recipients in the File 'Changing Recipients' (changes after 4 editions)	36 240
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5 Basic Entirety (investigated share):

Basic entirety (adc-domestic)	18 970 =	100,0 %
Of these not covered by the investigation:		
Foreign Countries	56 =	0,3 %
Of the basic entirety (adc-domestic) this investigation represents:	18914 =	99,7%

6 Description of the Sampling System

Random sampling, layered according to subscribers/continual free copy recipients and rotational recipients.

Basic sample:	416 cases	=	100,0 %
Address-related failures:	60 cases	=	14,4 %

Subscriber can not be found/ died or company defunct	37 cases	=	8,9 %
address/telephone-number incorrect/changed	<u>23 cases</u>	=	<u>5,5 %</u>
Gross sample:	356 cases	=	100,0 %
Failures:	106 cases	=	29,8 %
targeted person not available	37 cases	=	10,4 %
targeted person on vacation or ill	2 cases	=	0,6 %
answer refused	36 cases	=	17,7 %
breakup in interview	<u>4 cases</u>	=	<u>1,1 %</u>
Net sample (evaluable)	250 cases	=	70,2 %

7 Persons Targeted by the Investigation

The targeted person was defined as the first recipient of the journal.

8 Definition of the reader: deleted

9 Variance:

The results of an investigation based on a random survey are subject to statistical variances. The maximum variance that has to be declared acc. to ZAW for a mean at 50 % (highest theoretical value) and a 90-%-confidence-level for 250 evaluated net cases amounts to ±5.2 %.

10 Execution of the investigation:

TNS EMNID, Bielefeld

11 Investigation period: Jun 14th to Jul 30th, 2007

Weighing: Proportional weighing of the disproportional random sample

This investigation corresponds as far as set up, execution and reporting are concerned with the ZAW-System for analyses of advertising vehicles, topical edition.

General Terms and Conditions

for advertisements and inserts in journals and books published by the VDE VERLAG GMBH

1. Application

If the publishers do not explicitly state otherwise in writing, the general terms and conditions listed in the following apply exclusively. They also apply if conflicting ordering conditions of the customer have not been explicitly rejected by the publishers.

2. Definitions

2.1. An advertising order is the contract on the publication of one or more advertisements of an advertiser or any other space buyer in a printed publication with the intent of circulation. The contract is only considered as concluded after the written confirmation by the publishers.

2.2. The duration of the so-called advertising-conclusions is 12 months.

3. Discount

Decisive for the granting of a discount is the actually published quantity of advertisements. If the order is not fulfilled owing to circumstances the publishers are not responsible for, the customer has to pay the difference between the discount given and the discount he is entitled to, according to his actual purchase.

4. Placement

4.1. Instructions for advertisements, inserts and supplements, that are only to be published in certain issues, certain editions or at certain positions of the publication have to reach the publishers in sufficient time before the closing date for advertisements.

4.2. These placement instructions are in sufficient time, if the publishers are allowed to inform the customer before the closing date for advertisements, if the wishes of the customer cannot be realized as planned.

4.3. Placement specifications without a placement surcharge are placed according to the publishers equitable discretion.

4.4. Shall an advertisement in contrary to the initial order not be placed on a preferential place, the customer has to inform the publishers 6 weeks in advance to the advertising deadline in written form.

5. Contents and Layout

5.1. The publishers are entitled to reject advertisements, inserts or supplements due to their contents, their origin or their technical form in spite of existing orders, if the contents violate laws or common conventions or the publication constitutes an imposition to the publishers. Examples for the latter are inserts or supplements, which give the impression, that they are part of the publishers journal or book or if they contain advertisements of a third party. The customer will be informed of the rejection.

5.2. The publication of inserts and supplements is in general due to the presentation of a sample copy in advance.

5.3. Advertisements that cannot be recognized as such owing to their design or layout will be labeled "Anzeige" (advertisement) by the publishers.

5.4. The customer is responsible for the timely delivery of the printing materials. The obligation to store the customers material expires after 3 months.

5.5. If the customer does not define the final size of an advertisement, the publishers will choose the smallest applicable size.

6. Limitation of Liability

6.1. The publishers guarantee the typical printing quality for the reserved issue in line with the standards set by the printing material. In case of a partly or completely illegible, incorrect or incomplete printing of the advertisement – as far this lies within the liability of the publishers – the customer has a claim to a reduction of the price or to a replication of the advertisement.

6.2. To the full extent allowed by applicable law the liability of the publishers is restricted to intention or gross negligence. This does not exclude the publishers liability for damages caused to body, life or health which result by his negligence.

7. Proofs

Proofs will only be sent if specifically demanded. The customer is responsible for the timely return and accuracy of the returned proofs. If a proof does not reach the publishers within the adequately set timeframe, the permission to print is considered given.

8. Voucher Copies

After publication, a complete issue will be delivered to the customer as a voucher copy. For recruitment and classified advertisements the relevant page is sent as a voucher. If a voucher copy cannot be procured anymore, it is replaced by a legally binding declaration by the publishers stating the publication and circulation of the advertisement.

9. Pricing

9.1. In case of changing prices, the new prices apply also to contracts that are already in effect if no agreements to the contrary have been made.

9.2. The preparation of drawings, printing material and considerable changes for sent printing material is billed to the customer at cost price.

10. Terms of Payment

A 3 % discount is given in case of prepayment, a 2 % discount for payment within 10 days, the full price becomes payable thereafter within 30 days of publication. For new customers the publishers reserve the right to demand prepayment.

11. Delay of Payment

11.1. Delay in payment sets in on the 31. day after the day of publication without any reminder. From the day of delay in payment fees in the amount of

€ 5 become applicable for any written reminder, as well as interest on late payments in the amount of 8 % or – in the case of end-consumers.

11.2. In the case of delay in payment of the customer the publishers are entitled to demand prepayment for any further publication of advertisements.

12. Applicable Law and Place of Jurisdiction

12.1. Only the German law is applicable.

12.2. In business dealings with business people or legal entities of public law the places of fulfilment and jurisdiction are at the place of the registered office of the publishers. If the customer's abode or his usual place of residence is unknown at the time of filing a lawsuit, or if the customer has moved his abode or his usual place of residence outside of the jurisdiction of the German law following the conclusion of the contract, the place of fulfilment becomes the place of the registered office of the publishers.

13. Data processing

In the course of its business transaction, the publishers use a data processing unit and store data of its customers, as far as necessary for the business fulfilment and according to the German Data Protection Act (Datenschutzgesetz). A data protection officer (Datenschutzbeauftragter) has been appointed.

Information

I would like to receive the following information

- Media Data: building & automation
 etz Electrical Engineering + Automation
 ntz - Journal on Information and Communication Technologies
 open automation
- Sample Issue: building & automation
 etz Electrical Engineering and Automation
 ntz - Journal on Information and Communication Technologies
 open automation

From
Company:
Name:
Department:
Street:
Postal Code/City:
Telephone:
Fax:

Contact

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