

AUTOMATION NL

TRADE MAGAZINE FOR INDUSTRIAL AUTOMATION

Platform for the
professionals in
the Industrial
Automation

Planning & Rates 2023



AutomationNL

The development of industry goes hand in hand with the development of industrial automation these days. Industry is becoming faster, more efficient, safer, and more sustainable thanks to Industrial Automation. In recent years, IA has become an essential technology for industry, and the market is progressing positively, presenting new opportunities each year.

Alea Publishers in Zeist, The Netherlands, publisher of trade journals, websites, and events, is launching a new magazine this autumn: AutomationNL, a trade magazine for professionals in industrial automation. A daily news service is provided on www.automationnl.nl and eight times a year we publish a print edition. Our goal is to keep you up to date on the latest developments and report on successful case studies and technological solutions.

We cover topics like sustainability, safety, and innovation in addition to the purely technical aspects of Industrial Automation. Our content is divided into four distinct sections: Digitalisation, Process Technology, Production Automation, and Vision, Robotics & Motion. There are two themes in every print issue.

AutomationNL provides targeted information for professionals working in the field of Industrial Automation who wish to keep up with the latest developments in the field.

► Statistics

Trade Magazine

8 times a year, circulation 2.500

Website

automationNL.nl

Digital Newsletter

Reach: 1.000

Socials

- LinkedIn
- Twitter

Publication dates 2023 Print and Digital

| Edition | Theme | Closure of delivery | Closure of delivery for advertising materials | Publication date |
|---------|---|---------------------|---|------------------|
| 1 | Production and Machine Automation: Cybersecurity / Smart IA ideas for energy management and energy management And additional theme: Lab Technology (12/13 April) | 13 January | 20 January | 10 February |
| 2 | Exhibition special: Food technology (12-13 April): Industrial Automation in the food & feed* | 17 February | 24 February | 17 March |
| 3 | Exhibition special Vision, Robotics, Motion & Drives (June 7-8)*: Update: PLC systems and software SCADA | 24 March | 31 March | 21 April |
| 4 | Measure, Control and Control | 28 April | 5 May | 26 April |
| 5 | Flow, Level, Control Valves & Pumps | 16 June | 23 June | 14 July |
| 6 | Process Safety & Machine Safety - SIL / ATEX | 25 August | 1 September | 22 September |
| 7 | Process Instrumentation & Process Automation | 29 September | 6 October | 27 October |
| 8 | Sensors, Pressure, Temperature & Level | 10 November | 17 November | 8 December |

* Increased circulation: 3500

Digitalisation section

Governance, management, and monitoring of production processes require digitization. It delivers valuable data collected through analysis (like business intelligence, but also artificial intelligence and machine learning) to bring significant quality improvements. We keep you updated on the latest trends and developments at AutomationNL.

Process Technology section

Automation and digitization are key to optimizing process installations. AutomationNL investigates and describes how process installations can be optimized and made more efficient by applying innovations in mechanical engineering, electrical engineering, and industrial automation.

Production Automation section

Manufacturing automation brings a number of advantages, including lower costs, better quality, shorter production and changeover times, and more data. Production, logistics, purchasing, service, customer support, and the like can be greatly improved due to the high degree of digitization in manufacturing today.

Vision, Robotics & Motion section

Industrial robots and sensors can be used in a smart way to improve production and quality of finished products. This is especially true if robots and their sensors are part of the digitization strategy. In the field of vision & robotics, AutomationNL identifies and describes the best applications and innovations.



Print Advertisements

| Size Format | Specification (w x h mm) | Rate € |
|----------------------------|-----------------------------|----------------|
| 1/1 page | 230 x 300 (excl 3 mm bleed) | € 1.575 |
| 1/2 page portrait | 93 x 275 | € 1.025 |
| 1/2 page landscape | 190 x 135 | € 1.025 |
| 1/4 page portrait | 93 x 135 | € 725 |
| 1/4 page landscape | 190 x 65 | € 725 |
| Surcharge branded content* | | + 750 per page |
| Leaflet/insert | | Upon request |

* Including editing

Multimedia campaign

Multimedia campaign AutomationNL offers various options for online and offline advertising. Think of advertisements, partner and branded content, online bannering, or online advertorials. This media card provides an overview of the standard possibilities. Customization is of course also possible. Please contact our media advisor for a suitable (multimedia) campaign for your marketing objectives.

Digital Magazine

With a number of themes Alea Publishers will, in addition to the paper publications, also publish a digital magazine. A beautifully designed full screen online magazine, in which all interesting content regarding the theme is bundled and can be read in a pleasant way on desktop computer, tablet and phone.

By offering the digital magazine through all of Alea Publishers' food websites and newsletters the number of readers of these editions increases greatly. And by posting it on the social media channels, (including LinkedIn) a nice spin-off is created.

Branded content can also be included in the digital magazine; a standalone digital magazine for a service or product is also possible. Contact one of our media advisors and we will be happy to help you.

Go here for an overview:
<https://digitaalmagazine.evmi.nl/>

AutomationNL.nl & Digitale Newsletter

Maximize your exposure: use our website and digital newsletter. The digital newsletter is issued twice a week, on Tuesdays and Thursdays.

Advertising AutomationNL.nl

<https://www.automationnl.nl/>

| Size Format | Specification | Rate € |
|----------------------|-------------------------------|-----------------|
| Full banner | 468 x 60, 320 x 50 (mobile) | € 500 a month |
| Leaderboard | 728 x 90, 320 x 50 (mobile) | € 950 a month |
| Large Rectangle | 336 x 280, 300 x 250 (mobile) | € 950 a month |
| Video / film | | € 1.250 a month |
| Digitale advertorial | | € 500 |

► Video/film

A (YouTube) video on the AutomationNL homepage, alternating between the three rectangle positions on the right side.

► Bannering

A banner on the homepage and/or underlying pages. A banner can be presented in a carousel of maximum three banners.

► Logo link

A logo link is a short clickable text, combined with a logo leading to a website.

► Digitale advertorial

A digital advertorial is a short text about the company or product. The layout with a maximum of 250 words is carried out by AutomationNL and is submitted to you for approval.

Adverteren Digital Newsletter

| Format | b x h pixels | Rate € |
|---------------------|--------------|--------|
| Banner | 320 x 50 | € 500 |
| Digital advertorial | | € 500 |

Specifications online banners

| | Website | Newsletter |
|--------------|-------------------------------|--------------------|
| File type | jpg, gif, animated gif, html5 | jpg |
| Color mode | RGB | RGB |
| Resolution | 72 dpi | 72 dpi |
| Maximum | 99 kb | 99 kb |
| Landing page | Insert web address | Insert web address |

Business Directory

Inclusion of your company data in the online database at www.evmi.nl and in every edition of the magazine.

In AutomationNL magazine: eight times a year, under a logo and data entry.

On AutomationNL online: full company description, social channels, video, add your own news, and more, € 650,-* per year.

Register via this link: <https://www.automationnl.nl/bedrijvengids/paid-vermelding>

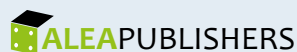
**With a free AutomationNL business listing, only your basic information will be included in the online business directory*

Submitting advertising material

Use the AD | Portal to submit your advertising material. We will send an email requesting you to supply the necessary materials. Please note: this e-mail can sometimes end up in your spam/unwanted email folder.

Materials for online placements can be submitted by email to traffic@virtumedia.nl. You will receive a request to provide the required materials.

For many of our customers we also take care of the (advertisement) layout. Contact us to discuss the options.



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