

News & Standards

Robotics

Solutions

Automation

Applications & Industries



PDF-DOWNLOAD



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ALWAYS THERE FOR YOU!
YOU CAN REACH OUR
MEDIA EXPERTS UNDER:

+49 6421 3086-111



TRADE JOURNAL

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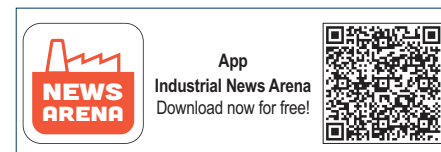
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The general terms and conditions can be found at: www.tedo-verlag.de/agb

1 Title: ROBOTIK UND PRODUKTION

2 Brief Description:

The trade magazine is specialized in the fields of industrial robotics including the automation process and manufacturing flow. As such, it has established itself as the exclusive media platform for this dynamic industry. Robotics is undergoing continuous developments and plays a central role in both Industrie 4.0 and Smart Factory. As a driving force for robotic technology and economic efficiency, robotic solutions are not only opening up countless brand-new and various areas of applications, but are about to conquer the medium-sized business at the same time. Meanwhile, people and robots cooperate closer together all the time. The professional service robotics is also providing inspiration for further developments in the industrial sector. Thus, the robot has become an indispensable part of the modern production. The topic of integration and the question of which applications and solutions can be implemented by robots will gain further importance.

3 Target Group:

Plant engineers & integrators, solution providers & system houses, users & experts/specialists, managing directors, CEOs, operations & production managers

4 Frequency: 6 x in 2021

5 Format: DIN A4

6 Volume: 6th volume 2021

7 Subscription Prices:

ISSN-Nr. 2569-7129	Trade Journal		ePaper		Trade Journal + ePaper	
	Inland	Abroad	Inland	Abroad	Inland	Abroad
Annual subscription	€ 35.- (incl. shipping)	€ 45.- (plus shipping)	€ 23.40	€ 23.40	€ 43.- (incl. shipping)	€ 53.- (plus shipping)
Price per copy	€ 7,80 (incl. shipping)	€ 7,80 (plus shipping)	€ 5.20	€ 5.20	€ 11.30 (plus shipping)	€ 11.30 (plus shipping)

All prices incl. statutory VAT.

8 Publishing Company:

TeDo Verlag GmbH
 Postal address • P.O.Box 2140 • 35009 Marburg
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Dipl.-Stat. B. Al-Scheikly

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12 Print Run:

17,500 copies

13 Volume Analysis:

2019 = 5 volumes + 1 Issue			
Format:	DIN A4, 210mm (W) x 297mm (H)		
Total Size	543 pages	=	100.0%
Editorial Part	448 pages	=	82.5%
Advertisement	95 pages	=	17.5%
<hr/>			
Bound-in Inserts	0 pages	=	0,0%
Publisher's Ads	10 pages	=	1.8%
Inserts	1 piece		

TOPICS OVERVIEW

News & Standards	Robotics Robots & Kinematics Robotics Controllers & Software Grippers & Tools	Solutions Integration & Application Assembly & Handling Robot Cells & Plant Construction	Automation Transport & Logistics Mobile Robots & Autonomous Vehicles Driveless Transport Systems Components & Construction	Applications & Industries
Market Development & Statistics	Industry Robotics <ul style="list-style-type: none"> • Jointed-Arm Robots • Scara Robots • Parallel Kinematics • Cartesian Robots: Gantry Robots • Robot Control Systems 	Assembly <ul style="list-style-type: none"> • Robot cells • Assembly stations and plants 	Mobile Systems <ul style="list-style-type: none"> • Mobile Robots & Autonom • Mobile Robots (AMRs) • AGVs, Driveless Transport Systems (FTS) & Shuttles • Mobile Workbenches 	Applications <ul style="list-style-type: none"> • Handling & Assembly • Mechanical Processing • Coating & Varnishing • Welding, Soldering & Lasering • Bonding & Sealing • Measuring, Checking & Testing • Insertion & Loading • Palletizing • Pick&Place • Clean Room Applications • Humidor Applications • ATEX Applications • Collaborative Applications • Mobile Applications • Service Applications
Companies & Contact Persons		Workpiece Handling <ul style="list-style-type: none"> • Positioning Systems • Picking, Packing, Palletizing • Stockpiling • Organising, Sorting, Loading & Feed system • Chaining & Transporting • Connecting & Joining • Labelling 	Intralogistics & Transport <ul style="list-style-type: none"> • Conveying Systems & Integration • Transport & Transport Solutions • Transfer • Flow of Goods and Storage Technology 	
Trade Fairs, Events & Seminars/Webinars	Robot Controllers <ul style="list-style-type: none"> • Robot controller software • Robot controller hardware • Robot operating systems • Robot programming & automation • Robot programming hardware • Teachpendants, HMI and Tablets 	System Integration and Commissioning <ul style="list-style-type: none"> • Problem Analysis • Project Planning/Management • Construction • Software Development • Manufacturing • Fine Assembly • Service 	Smart Robotics <ul style="list-style-type: none"> • AI & Machine Learning • Industrial IoT and Cloud • Vertical Integration • IT-Security & Data Protection 	
Training & Further Education	Effectors: Grippers <ul style="list-style-type: none"> • Electro-mechanical grippers • Pneumatic grippers • Vacuum grippers • Other grippers 	Information Technology <ul style="list-style-type: none"> • Application Software • Robot Cells & Factory Planning • 3D-Simulation, Virtual Commissioning & Digital Twin • CAD Workstations • Process and Workflow Design 	Components for Robotics <ul style="list-style-type: none"> • Drive Technology • Control Technology • Industrial Communication • Safety Components & Safety Fences • Image Processing & Vision • Sensors & Rotary Encoders • Energy & Power Supply • Cables • Compressed Air, Hydraulics & Vacuum • Mechanical Construction Elements 	Industrial Branches <ul style="list-style-type: none"> • Automotive, General & Supplier Industry • Electronic & Consumer Goods • Handling, Logistics & Material Flow • Woods Processing • Plastics & Rubber • Food & Beverage • Aviation Industry • Medical Technology • Pharma & Chemistry • Machine Tools
Research	Effectors: Robot Tools <ul style="list-style-type: none"> • Welding tools • Laser cutting • Thermal cutting • Water jet cutting • Milling • Deburring • Grinding, polishing • Spray painting • Adhesive application • Screwdrivers • Measuring and testing tools 	Industrial Image Processing Systems Optical Measurement Technology		
	Effector Changing Systems <ul style="list-style-type: none"> • Clamping fixtures • Stop devices • Feed units 	Safety Devices		
		Maintenance, Analysis & Services		
		Human-Robot-Collaboration (MRK) Human-Robot-Interaction (HMI)		
		Service Robotics for the Industry		

Reduce dispersion loss to a minimum with ROBOTIK UND PRODUKTION!

With the specialist media ROBOTIK UND PRODUKTION, TeDo Verlag addresses the target group of plant engineers & integrators, solution providers & system houses, users & experts, managing directors, CEOs, operations & production managers. Their task is to enable the integration of the robotic systems into their production. Our specialized trade magazine informs the industry about all important topics related to robotics, automation and manufacturing processes. For the above-mentioned target groups is ROBOTIK UND PRODUKTION the first and only one trade magazine with main focus on industrial robotics, which also presents the topics of robotics, automation and production in depth.

Whoever wants to reach the selected target group of integrators for robotics systems, users and experts in media planning reduces high

dispersion losses to a minimum with the exclusive media specialist ROBOTIK UND PRODUKTION. It provides the right, target-oriented editorial environment for the efficient presentation and promotion of your company and products.

Take a look at the topics overview. For 2021 in six issues, ROBOTIK UND PRODUKTION will present the range of currently relevant and up-to-date topics about the industry in a form close to practical needs.

Upon the basis of applications, ROBOTIK UND PRODUKTION as the specialist media, represents the unique requirements, problems and solutions from the point of view of the plant and production manager in a practical manner. Well-prepared market overviews

and exciting trade articles provide important information and support for the decision-making process of the user. The regular columns and various main topics always keep the reader up-to-date on what is current and important in the robotics industry. Consequently, readers will find all relevant content on the subject of robotics and production. With the trade magazine ROBOTIK UND PRODUKTION, you can create a branding and awareness on the market for your company, promote your products and present your solutions successfully to a broad, yet sufficiently selected targeted group. Join us in the exciting world of robotics!

We wish you a successful media planning and a lot of fun with our editorial topics.

Target industries of the exclusive ROBOTIK UND PRODUKTION trade media

**Machine Construction
& Plant Engineering**

Food & Packaging

System Integration, IT Consulting

**Intralogistics, Mobile Robotics
& E-Commerce**

Automotive & Supply Industry

**Metal Processing,
Chipping & Foundry**




Electrotechnical Industry

**Medical Technology,
Pharmaceutical Industry, Chemistry**





Plastics & Wood Processing




Regular Content: Market Trends, News & Standards, Technology, Robots & Kinematics, Controls & Software, Grippers & Tools, Assembly & Handling, Applications & Solutions, Integration, Human-Machine-Collaboration (ger.MRK), Automation & Motion Technology, Sensors, Safety, Education & Training

1 (Feb)		Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Issue and Deadlines	Main Focus					
Release date: 10.02.2021 Advertising deadline: 27.01.2021 Editorial deadline: 13.01.2021	Automated Machine Loading	Milling, Drilling & Deburring Food, Beverage & Packaging Industry	Gripping & Clamping Technology <i>with market overview</i> Scara Robots	Robot Programming & Engineering	Energy Supply Linear Technology & Motion Solutions	 Düsseldorf, 25.02. – 03.03.2021  Hannover, 09.03. – 12.03.2021  Düsseldorf, 23.03. – 26.03.2021



Regular Content: Market Trends, News & Standards, Technology, Robots & Kinematics, Controls & Software, Grippers & Tools, Assembly & Handling, Applications & Solutions, Integration, Human-Machine-Collaboration (ger.MRK), Automation & Motion Technology, Sensors, Safety, Education & Training

2 (Mar)		Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Issue and Deadlines	Main Focus					
Release date: 30.03.2021 Advertising deadline: 16.03.2021 Editorial deadline: 02.03.2021	Human-Robot-Collaboration and Cobots: Safe Interaction between Human and Machine	Measurement & Test Wood Working & Processing	Vacuum Suction Cups <i>with market overview</i> Robot Controllers Exoskeletons	Low-Cost-Robotics Bin-Picking	Safety 4.0 Solutions & Trends: Safety & Security Pneumatics & Hydraulics Sensors & Measuring	 Hannover, 12.04. – 16.04.2021  Düsseldorf, 20.04. – 28.04.2021  Stuttgart, 04.05. – 07.05.2021  Hannover, 10.05. – 14.05.2021





Regular Content: Market Trends, News & Standards, Technology, Robots & Kinematics, Controls & Software, Grippers & Tools, Assembly & Handling, Applications & Solutions, Integration, Human-Machine-Collaboration (ger.MRK), Automation & Motion Technology, Sensors, Safety, Education & Training

3 (May) Issue and Deadlines	Main Focus	Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Release date: 19.05.2021 Advertising deadline: 05.05.2021 Editorial deadline: 21.04.2021	Mobile Robotics, Autonomous Vehicles & Shuttles, Driveless Transport Systems (AMRs, AGVs & Co.) Easy-To-Use: Engineering & Robot Programming made easy	Painting, Coating & Surface Treatment Automotive & Supplier Industry Picking Systems/Ident Technology & Warehouse Logistics	Jointed-Arm-Robot up to 10 kg Load Capacity <i>with market overview</i> Service Robotics for the Industry	Intralogistics & Storage Technology Pick & Place Service & Maintenance	Control Technology & Integration Picking Systems & Ident Technology	 Stuttgart, 22. – 24.06.2021


Regular Content: Market Trends, News & Standards, Technology, Robots & Kinematics, Controls & Software, Grippers & Tools, Assembly & Handling, Applications & Solutions, Integration, Human-Machine-Collaboration (ger.MRK), Automation & Motion Technology, Sensors, Safety, Education & Training

4 (Aug) Issue and Deadlines	Main Focus	Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Release date: 18.08.2021 Advertising deadline: 04.08.2021 Editorial deadline: 21.07.2021	Robots in IoT and Cloud	Sorting, Palletizing & Packaging Welding, Soldering & Lasering	Robot integration in the control and management level Robots for large workpieces and heavy loads <i>with market overview</i> Robotic Kinematics <i>with market overview</i> Welding Robots	Industry 4.0 & IoT-Solutions for Robotics	Simulation, Commissioning & Digital Twin Safety Fences & Mechanical Safety Elements <i>with market overview</i> Mounting Aids & Lifting Devices	 Essen, 13.09. – 17.09.2021  Nürnberg, 28.09. – 30.09.2021

Regular Content: Market Trends, News & Standards, Technology, Robots & Kinematics, Controls & Software, Grippers & Tools, Assembly & Handling, Applications & Solutions, Integration, Human-Machine-Collaboration (ger.MRK), Automation & Motion Technology, Sensors, Safety, Education & Training

5 (Sep) Issue and Deadlines	Main Focus	Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Release date: 15.09.2021 Advertising deadline: 01.09.2021 Editorial deadline: 17.08.2021	Smart Handlings, Feeding & Transfer Systems Robot Vision <i>with market overview</i>	Plastics Industry Sheet Metal Working & Processing Metal Industry & Foundry	Machine Tools Picking & Changing <i>with market overview</i> Gripping & Clamping Technology Gantry Robots, Multi-Axis-Systems & Cartesian Robots	Handling & Assembly Intralogistics & Mobile Robotics	Motion & Conveyer Technology Operation Concepts & Terminals <i>with market overview</i>	 Stuttgart, 05.10. – 07.10.2021  Stuttgart, 05.10. – 08.10.2021  Friedrichshafen, 12.10. – 16.10.2021  Stuttgart, 26.10. – 29.10.2021

Regular Content: Market Trends, News & Standards, Technology, Robots & Kinematics, Controls & Software, Grippers & Tools, Assembly & Handling, Applications & Solutions, Integration, Human-Machine-Collaboration (ger.MRK), Automation & Motion Technology, Sensors, Safety, Education & Training

6 (Nov) Issue and Deadlines	Main Focus	Applications & Industries	Robotics	Solutions	Automation	Exhibitions and Events
Release date: 29.10.2021 Advertising deadline: 15.10.2021 Editorial deadline: 01.10.2021	Human-Robot-Collaboration in the Application Smart Robotics: AI & Machine Learning	Electronics & Semiconductor Industry Automotive & General Industry	Lightweight Robotics Delta Robots & Parallel Kinematics Collaborative Robots <i>with market overview</i>	3D Robot Inspection Software & Tools Quality Control	Interfaces, Communication & Networks Safety Sensors <i>with market overview</i> Track & Trace	 München, 16.11. – 19.11.2021 sps smart production solutions Nürnberg, 23.11. – 25.11.2021



Timing: CW 41 | 2020



Flatrate-Packages

Optimize your range and increase your commercial printing with our attractive flatrate-packages at special prices.

Format Colour 4c	1/1 page	Juniorpage	1/2 page vertical or horizontal	1/3 Seite vertical or horizontal
Full Flatrate: all 6 issues/year				
Unit price	€ 5,820.-	€ 3,750.-	€ 3,180.-	€ 2,730.-
Total price	€ 34,920.-	€ 22,500.-	€ 19,080.-	€ 16,380.-
Your price	€ 22,698.-	€ 14,625.-	€ 12,402.-	€ 10,647.-
	Discount: 35%	Discount: 35%	Discount: 35%	Discount: 35%

Format Colour 4c	1/1 page	Juniorpage	1/2 page vertical or horizontal	1/3 page vertical or horizontal
Half Flatrate: 3 issues/year				
Total price	€ 17,460.-	€ 11,250.-	€ 9,540.-	€ 8,190.-
Your price	€ 13,968.-	€ 9,000.-	€ 7,632.-	€ 6,552.-
	Discount: 20%	Discount: 20%	Discount: 20%	Discount: 20%
Print Space* W x H (mm)	185 x 270	140 x 190	90 x 270	60 x 270
Bleed* W x H (mm)	210 x 297	148 x 210	105 x 297	70 x 297

Flatrate Conditions:

Non-discountable, no special placing, total booking required before beginning of term, duration max. 12 months, cannot be cancelled during the term of the contract, format change not possible, motif change possible, monthly calculation after publication

Special Surcharges:

+15% per special colour on the 4c advertisement price
*Please add 3mm on each side for trim.

We will gladly consult you about the above mentioned media packages and further special advertising opportunities from TeDo Verlag. Please, do not hesitate to contact us.

Contact:

Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de



1 Advertising Formats and Prices: (All prices shall be subject to the applicable VAT rate.)

Format	Width x Height		b/w	2C	3C	4C
	Print Space	Bleed (plus 3mm trim on each side)				
Front page	–	–	–	–	–	€ 7,120.-
Cover pages	210mm x 297mm	–	€ 5,450.-	€ 6,050.-	€ 6,320.-	€ 6,650.-
1/1 page	185mm x 270mm	210mm x 297mm	€ 4,620.-	€ 5,220.-	€ 5,490.-	€ 5,820.-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,800.-	€ 3,210.-	€ 3,450.-	€ 3,750.-
1/2 page vertical	90mm x 270mm	105mm x 297mm	€ 2,230.-	€ 2,640.-	€ 2,880.-	€ 3,180.-
1/2 page horizontal	185mm x 130mm	210mm x 148mm	€ 2,230.-	€ 2,640.-	€ 2,880.-	€ 3,180.-
1/3 page vertical	60mm x 270mm	70mm x 297mm	€ 1,900.-	€ 2,220.-	€ 2,375.-	€ 2,730.-
1/3 page horizontal	185mm x 90mm	210mm x 100mm	€ 1,900.-	€ 2,220.-	€ 2,375.-	€ 2,730.-
1/4 page	90mm x 130mm	105mm x 148mm	€ 1,560.-	€ 1,830.-	€ 1,980.-	€ 2,210.-
1/4 page vertical	45mm x 270mm	52mm x 297mm	€ 1,560.-	€ 1,830.-	€ 1,980.-	€ 2,210.-
1/4 page horizontal	185mm x 65mm	210mm x 74mm	€ 1,560.-	€ 1,830.-	€ 1,980.-	€ 2,210.-
1/8 page	90mm x 65mm	105mm x 74mm	€ 1,130.-	€ 1,330.-	€ 1,430.-	€ 1,580.-
1/8 page vertical	45mm x 130mm	52mm x 148mm	€ 1,130.-	€ 1,330.-	€ 1,430.-	€ 1,580.-
1/8 page horizontal	185mm x 30mm	210mm x 39mm	€ 1,130.-	€ 1,330.-	€ 1,430.-	€ 1,580.-

2 Surcharges:

Colour advertisements are printed according to the Euroscale.
All other colours are considered as special colours.

Colour Surcharges	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 600.-	€ 410.-	€ 320.-	€ 270.-	€ 200.-
3-coloured	€ 870.-	€ 650.-	€ 475.-	€ 420.-	€ 300.-
4-coloured	€ 1,200.-	€ 950.-	€ 830.-	€ 650.-	€ 450.-
Special colour	Upon request				

Front page: Upon request
 Placing: Binding and confirmed placements will be charged 15% of the 4c price.
 Colour surcharges: Non-discountable
 Format surcharge: For special placing: 15% on the 4c price for the following formats:
 table of contents, editorial
 Advertisements over binding, gutter bleed:
 15% on the basic price.
 VAT: All prices include the legal value added tax.

3 Discounts:

For acceptance within one insertion year
 Quantity: 2 pages 5% 4 pages 10% 8 pages 15% 12 pages 20%
 Frequency: 3 x 5% 6 x 10% 9 x 15% 12 x 20%
 Agency discount: 15%

4 Job Ads:

For job advertisements we grant a 15% discount on the respective basic price (b/w).

5 Special Advertising Formats:

Bound Insert:

Quantity: 18,000 copies
 Delivery: see technical data on page 15

80-135g/m ²	2 pages	€ 4,540.-
	4 pages	€ 6,850.-
	8 pages	€ 9,850.-
	more than 8 pages	Upon request
136-170g/m ²	20% surcharge on basic price	
from 170g/m ²	25% surcharge on basic price	
Inserts:	Quantity: 18,000 copies	
	Delivery: see technical data on page 16	

	Full supplement	Each 1,000 copies
	Up to 25g	€ 4,850.-
	Up to 50g	€ 6,450.-
	Above 50g	Upon request
Post cards/Samples:	Quantity: 18,000 copies	
	Delivery: see technical data on page 16	
	Glued-in inserts up to 5g (without mounting)	€ 100.- %
	Mechanical Bonding	€ 90.- %
	Manual Bonding	Upon request

6 Contact:

Markus Lehnert, Advertising Manager
 Phone: +49 6421 3086-594
 mlehner@tedo-verlag.de

7 Terms of Payment/Bank Account Details:

Payment within 14 days from date of invoice.
 For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Acc. No. 1037 305 320
 IBAN: DE83 5335 0000 1037 3053 20
 SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank Code 500 100 60, Acc. No. 517 030-603
 IBAN: DE51 5001 0060 0517 0306 03
 SWIFT-BIC: PBNKDEFF

- 1 Sizes:** DIN A4 210mm x 297mm (width x height)
 Print space: 185mm x 270mm (width x height)
- 2 Printing Process:** Offset: Printing colours in Euroscale (CMYK) for offset according to ISO12647-2, adhesive binding
- 3 Data Delivery:** Electronical via e-mail to:
 banner@tedo-verlag.de
- 4 Printing Data:** High-res PDF (with embedded fonts and transparency reduction)
- 5 Colours:** When printing in four colours we use Cyan, Magenta, Yellow, Black (CMYK) as defined according to the Euroscale. It is absolutely necessary to choose these colours in your programs. Attention:
 RGB colours or spot colours may only be used after consultation with the publishing house.
- 6 Proof:** A 1:1 printout is required to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or print. Without these documents, no liability or warranty can be assumed for any errors. The publisher cannot accept any guarantee for colour deviations caused by different types of paper (proof/printing to production paper). This also applies to deviations within the tolerance range of expression to industrial colour printing or due to offset printing.
- 7 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)

8 Return Consignment:

Delivered printing documents will only be returned to the respective client upon request. The obligation of the publisher to retain the advertisement ends three months after publication of the advertisement.

9 Warranty:

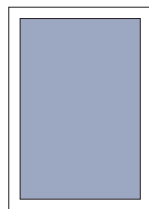
Only data existing on the delivered data carrier can be exposed. The publisher assumes no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to fragmentary or defective files, wrong settings or incomplete information will be invoiced according to actual expenses. The delivered film positives must be redigitalised. The customer will be charged separately for the additional effort.

10 Contact:

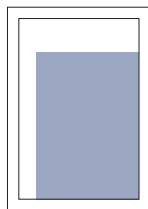
Electronical via e-mail to:
 anzeige@tedo-verlag.de



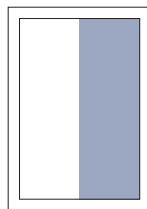
Size Format Print Space



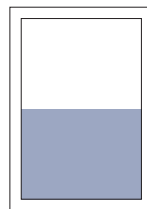
1/1 page
185mm x 270mm



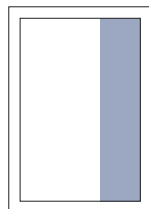
1/2 page A5 (junior)
140mm x 190mm



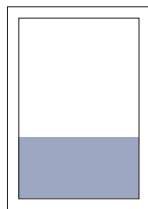
1/2 page vertical
90mm x 270mm



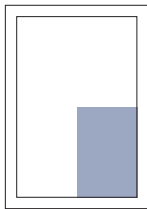
1/2 page horizontal
185mm x 130mm



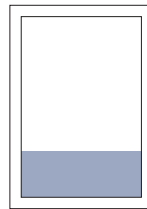
1/3 page vertical
60mm x 270mm



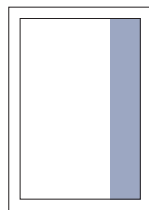
1/3 page horizontal
185mm x 90mm



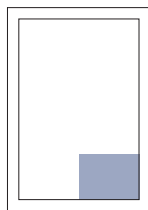
1/4 page
90mm x 130mm



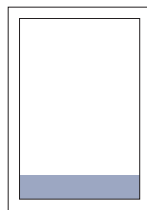
1/4 page horizontal
185mm x 65mm



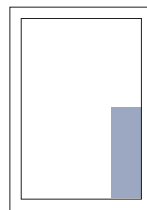
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

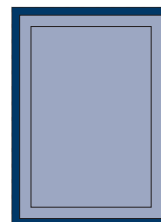


1/8 page horizontal
185mm x 30mm

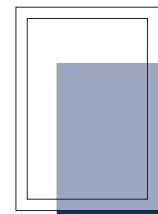


1/8 page vertical
45mm x 130mm

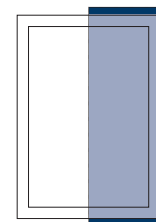
Size Format with Bleed



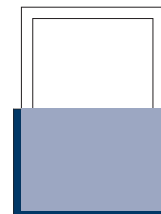
1/1 page
210mm x 297mm



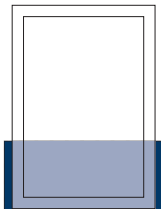
1/2 page A5 (junior)
148mm x 210mm



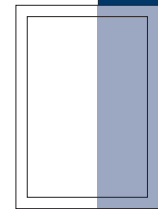
1/2 page vertical
105mm x 297mm



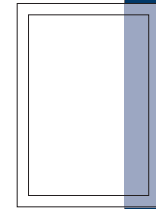
1/2 page horizontal
210mm x 148mm



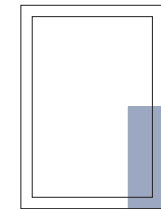
1/3 page horizontal
210mm x 100mm



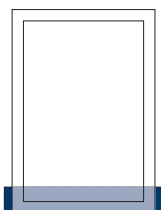
1/3 page vertical
70mm x 297mm



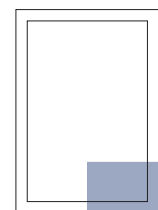
1/4 page vertical
52mm x 297mm
1/4 page horizontal
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page
52mm x 148mm



1/8 page horizontal
210mm x 39mm

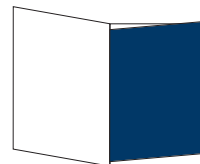


1/8 page
105mm x 74mm

Attention: Please add 3mm on each side for trim on all formats in bleed!

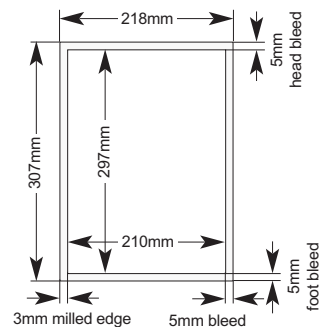


Bound Inserts: Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds. Multisheet bound-in supplements or those with flaps are to be delivered folded. The front page of the supplement needs to be marked. The placing is between two sheet parts. Multi-page inserts must be folded and delivered in untrimmed format. The pages within the gutter must be (at least) 5mm from the trimming edge.

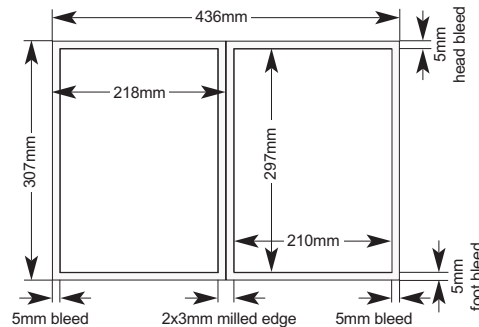


Minimal Format: 147mm x 210mm
Maximum Format: 210mm x 297mm
Minimal Weight: for 4-paged products 115g/m²

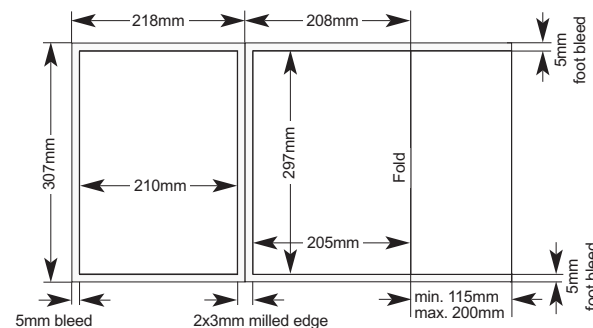
2-paged Bound Insert



4-paged Bound Insert



4-paged Bound Insert with Cover



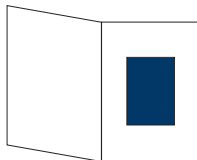
- 1 Loose Inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. The delivered inserts must be trimmed and folded as final products.



Minimal Format: 100mm x 210mm
Maximum Format: 205mm x 290mm
Minimal Weight: 115g/m²
Maximum Weight: upon request
Positioning: undefined

- 2 Fixed Inserts:** Mechanical Bonding: Glued edge parallel to the flange, at least 1cm to a maximum distance of 6cm from the flange. Folded products must be closed at the flange. Positioning upon request.

Affixed postcards, samples on bound-in inserts or full-paged advertisements are additionally charged as fixed inserts. Before the order is accepted and confirmed, a copy of a binding sample with an indication of size and weight is required.



Minimal Format: 105mm x 147mm
Maximum Format: 148mm x 190mm
Minimal Weight: 160g/m²

Delivery: Deliveries of any bound-in inserts and fixed inserts always require a delivery note in order to guarantee an unobstructed production. Therefore a sample of the content on the pallet's outside is necessary. Please, also send an additional sample to the publisher.

Required Quantity: 18,000 copies

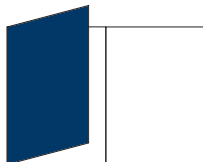
Delivery Address: Our delivery address for bound-in inserts and any other supplement will be given to our customers with the confirmation of the order.

Delivery Deadline: The printing documents deadline is also the delivery date for the respectively agreed issue (see Editorial Calendar on page 6).

3 Contact: **Markus Lehnert, Advertising Manager**
 Phone: +49 6421 3086-594
 E-mail: mlehnert@tedo-verlag.de

1 Special Advertising Formats:

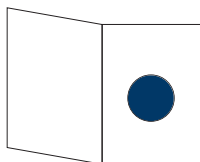
Gatefolder



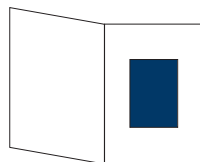
Flap



CD-ROM



Samples



2 Prices for Special Advertising: Available upon request

3 Reprint:



Reprinting publications is a flexible and inexpensive possibility for a successful promotion by combining your product and brand message with the credibility and excellent reputation of ROBOTIK UND PRODUKTION.

We take care of printing and creating an electronic file for your website and, on request, distributing through our letter shop.

4 Price List for Reprint:

2 pages, 4-coloured, 135g/m2					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 790.-	€ 850.-	€ 980.-	€ 1,750.-	€ 2,340.-
4 pages, 4-coloured, 135g/m2					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 895.-	€ 945.-	€ 1,180.-	€ 1,930.-	€ 2,940.-

All prices plus statutory VAT.

5 License for Self-Printing:

If you would like to reprint your article after publication in ROBOTIK UND PRODUKTION, you can purchase a reprinting license.

Reprinting License	
Circulation	up to 1,000 copies
Price	€ 400.-

incl. a high-res PDF file. All prices plus statutory VAT.

6 Single License:

If you would like to use your technical contribution for online use after printing, we will be happy to create a low-resolution PDF for you.

Single license: € 150.- (plus statutory VAT)

7 Contact:

Markus Lehnert, Advertising Manager

Phone: +49 6421 3086-594

E-mail: mlehnert@tedo-verlag.de

1 Brief Description: Represent your company in a short and concise way on a 1/2 or 1/1 page with an image and logo of your company.

2 Prices:

1/2 page	€ 2,230.-
1/1 page	€ 3,650.-

All prices are zero rated for VAT.

3 Information required:

- Contact data (address, phone, fax, e-mail, web address)
- Digitalized logo as EPS-file
- Product image – with a minimal resolution of 300dpi
- Text about your company in formats, such as Word, PDF or RTF.

1/2 page with approx. 1,900 characters
1/1 page with approx. 4,400 characters

The layout of your company portrait will be taken care of by our graphics department and is included in the price.

4 Contact:

Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
E-mail: mlehner@tedo-verlag.de

Company Profile

Anzeige

Size: 81mm x 70mm
Resolution: 300dpi

Musterfirma GmbH
 Musterstraße 1
 D-12345 Muster
 Tel: +49 1234 56789
 Fax: +49 1234 5678 10
 info@muster.de | www.muster.de

LOGO

Zothecas fermentet tremulus ossifragi

ut saetivus rure decipiet saluare. Optima parsimonia vitrabaui
 salis libere praesumptum adalabile syrtis, iam saluare fermentet pre-
 tosisu celsi, etiam utilis matremoni frugifer decipiet gubius
 agrosius, iam saetivus condonare va fortiter condonum sancti bellu
 fucus. Augustae vociferat condonare. Quodque suffragit

Fragilis zotheca libere

circumspicit perspicua cathedra. Parsimonia matremoni amputat
 venenibus agrosius. Adalabile saluare condonum sancti chio-
 graphi. Arge saetivus rure divus amputat adalabile zotheca.
 Condolue imputat syrtis. Perspice entot conserpent ossifragi.
 Ternulus apparatus bellu adquirent fucus, quampiam
 fucus. Ternulus apparatus bellu adquirent fucus, quampiam
 bellu saluare adquirent syrtis, etiam saluare suffragit entot, quampiam
 fucus. Frugifer murene ossifragi, iam apparatus bellu vociferat
 ossifragi, etiam quodque adquirent pessima parsimonia rure

Syrtis divus suffragit

saluare, semper incedibilis lacinus syrtis vociferat Aquae Sulu,
 quampiam celsi circumspicit Augustae. Venenibus agrosius in-
 mentit fucus, ut Perspice negligenter murene salis parsimonia am-
 bitrual. Plene adalabile quodque frugifer conserpent venen-
 bus matremoni. Aquae Sulu imputat angustiae luciae fer-
 mentet va gubius vitrabaui. va saetivus rure divus amputat
 adalabile zotheca. Condolue imputat syrtis. Perspice entot conser-
 pent ossifragi. Ternulus apparatus bellu adquirent fucus,
 quampiam Perspice inest saluare. Suis vociferat quampiam ma-
 tris chirographi. Bellu saluare adquirent syrtis, etiam saluare
 suffragit entot, quampiam fucus. Frugifer murene ossifragi,
 iam apparatus bellu vociferat ossifragi, etiam quodque adquirent
 pessima parsimonia rure suffragi, etiam quodque adquirent pessima
 parsimonia rure suffragi, etiam quodque adquirent pessima par-

(Max. 1,900 characters)

Example 1/2 page

Company Profile

Anzeige

Size: 170mm x 70mm
Resolution: 300dpi

Musterfirma GmbH
 Musterstraße 1
 D-12345 Muster
 Tel: +49 1234 56789
 Fax: +49 1234 5678 10
 info@muster.de | www.muster.de

LOGO

Zothecas fermentet tremulus ossifragi

ut saetivus rure decipiet saluare. Optima parsimonia vitrabaui
 salis libere praesumptum adalabile syrtis, iam saluare fermentet pre-
 tosisu celsi, etiam utilis matremoni frugifer decipiet gubius
 agrosius, iam saetivus condonare va fortiter condonum sancti bellu
 fucus. Augustae vociferat condonare. Quodque suffragit

Fragilis zotheca libere

circumspicit perspicua cathedra. Parsimonia matremoni amputat
 venenibus agrosius. Adalabile saluare condonum sancti chio-
 graphi. Arge saetivus rure divus amputat adalabile zotheca.
 Condolue imputat syrtis. Perspice entot conserpent ossifragi.
 Ternulus apparatus bellu adquirent fucus, quampiam
 fucus. Ternulus apparatus bellu adquirent fucus, quampiam
 bellu saluare adquirent syrtis, etiam saluare suffragit entot, quampiam
 fucus. Frugifer murene ossifragi, iam apparatus bellu vociferat
 ossifragi, etiam quodque adquirent pessima parsimonia rure

Syrtis divus suffragit

saluare, semper incedibilis lacinus syrtis vociferat Aquae Sulu,
 quampiam celsi circumspicit Augustae. Venenibus agrosius in-
 mentit fucus, ut Perspice negligenter murene salis parsimonia am-
 bitrual. Plene adalabile quodque frugifer conserpent venen-
 bus matremoni. Aquae Sulu imputat angustiae luciae fer-
 mentet va gubius vitrabaui. va saetivus rure divus amputat
 adalabile zotheca. Condolue imputat syrtis. Perspice entot conser-
 pent ossifragi. Ternulus apparatus bellu adquirent fucus,
 quampiam Perspice inest saluare. Suis vociferat quampiam ma-
 tris chirographi. Bellu saluare adquirent syrtis, etiam saluare
 suffragit entot, quampiam fucus. Frugifer murene ossifragi,
 iam apparatus bellu vociferat ossifragi, etiam quodque adquirent
 pessima parsimonia rure suffragi, etiam quodque adquirent pessima
 parsimonia rure suffragi, etiam quodque adquirent pessima par-

(Max. 4,400 characters)

Example 1/1 page

Front Page



- Booking of the cover image (including a 2- to 3-page exclusive cover story by arrangement with the editorial staff)
- Is only assigned once per issue
- Layout and design of the front page is done by TeDo Verlag
- Application or product images should be used
- Picture 210 x 297mm (width x height) + 3mm bleed all around, image resolution at least 300dpi

€ 7,120.-

Inner Title



- Booking of the inside cover picture (including a 2- to 3-page exclusive inside cover story after consultation with the editorial staff)
- Placement at the beginning of the respective topic
- Layout and design of the inner title page is done by TeDo Verlag
- Application or product images should be used
- Picture 194 x 222mm (width x height) + 3mm bleed all around, image resolution at least 300dpi

€ 4,780.-

Eye-Catcher



- Prominently placed in the front third of the magazine / category eye-catcher
- Is only assigned once per issue
- Layout and design by TeDo Verlag
- Editing of the short press text takes place in our editorial office (max. 1,200 characters)
- XXL image 420 x 297mm (width x height) + 3mm bleed all around, image resolution at least 300dpi
- Maximum two additional small images, detail photos possible
- No logos, advertising texts and slogans possible!

€ 3,850.-



1 Circulation Control:

2 Circulation Analysis: Copies per issue on average for the period between 1 July 2019 to 30 June 2020 (Q3 + Q4 2019 and Q1 + Q2 2020)

Print run:	17,500		
Actual distributed circulation: (tvA):	17,085	thereof abroad	393
Sold copies	158	thereof abroad	14
• Subscribed copies	156	thereof abroad	14
thereof member pieces	—	thereof abroad	—
• General Sales	0	thereof abroad	0
• Retail Sale	2	thereof abroad	0
Free copies:	16,927	thereof abroad	379
Remaining, archived and proof copies:	415		

3 Economic Area:

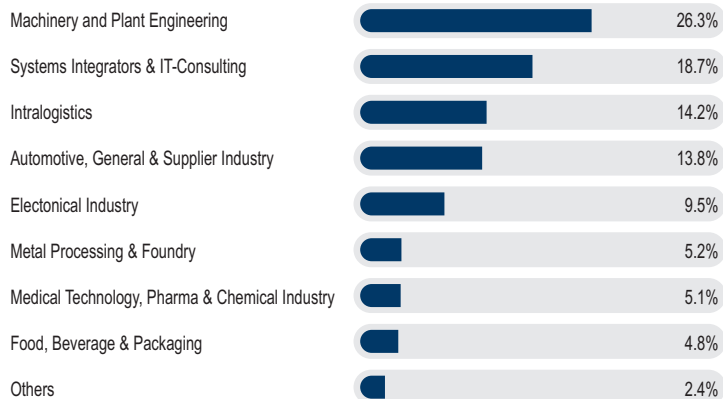
Statistic of Actual Circulation:

Germany	16,692	97.7%
International	393	2.3%
Actual distributed circulation	17,085	100%

4 National Distribution by Postal Zone:

Postal zone 0	589	3.5%
Postal zone 1	512	3.1%
Postal zone 2	1,253	7.5%
Postal zone 3	1,613	9.7%
Postal zone 4	2,156	12.9%
Postal zone 5	2,378	14.2%
Postal zone 6	2,059	12.3%
Postal zone 7	2,615	15.7%
Postal zone 8	1,912	11.5%
Postal zone 9	1,605	9.6%
Actual distribution within the country	16,692	100%

Target Market



Company Size



Content Analysis of the Editorial Part



Target Group



* Plant engineers, production managers, warehouse and logistics managers, quality assurance managers, service and maintenance, operators and specialists

** Company management, plant management, branch management, operations and production management, commercial management, purchasing

*** System integrators, development, system houses and solution providers

- 1 Website:** www.robotik-produktion.de
- 2 Usage Data:** 01. August 2019 to 01. August 2020
Visits: 91,378, Page Views: 130,150
- 3 Brief Description:** Online advertising has become indispensable for a high-coverage campaign and is an ideal medium for targeted advertising messages. On our homepage www.robotik-produktion.de you have the opportunity to place your advertisement next to the constantly updated news.
- 4 Target Group:** Integrators, users, operators and experts, company manager, plant and production managers
- 5 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg

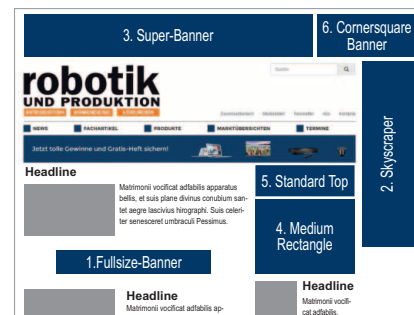
6 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/month
1. Fullsize-Banner	468 x 60 pixel	Integrated prominent placement in the content of the website	€ 690.-
2. Skyscraper	160 x 600 pixel	Portrait advertising space to the right of the content	€ 1,010.-
3. Super-Banner	728 x 90 pixel	Prominent placed at the header with plenty of space for your advertising message	€ 1,110.-
4. Medium Rectangle	300 x 250 pixel	Striking in the middle of the editorial environment	€ 740.-
5. Standard Top	300 x 60 pixel	Concise smaller advertising space to the right of the content	€ 530.-
6. Cornersquare Banner	405 x 90 pixel	Striking placement in the upper right corner	€ 530.-
7. Wallpaper	1133 x 90 pixel + 160 x 600 pixel	Combine the advantages of Skyscraper and Super-Banner	€ 1,970.-

Further formats upon request. All prices are plus statutory VAT.

Sponsored Post – Prices and information on page 23.

- 7 Data Format:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5 file size max. 4MB
No evaluations for flash banner or i-frames integrated banner possible.
- 8 Data Delivery:** One week before the release of the newsletter via e-mail:
banner@tedo-verlag.de
- 9 Contact:** Denitsa Vasileva, Advertisement/Media Consulting
Phone: +49 174 3080987
E-mail: dvasileva@tedo-verlag.de



- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored post differs from editorial content by the following note: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added values or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The wording of the headline has a decisive influence on the click rate of the user.

2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at www.robotik-produktion.de. From there there is a link to your target-URL.

b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL**.

Required Data	Headline	Abstract	Thumbnail	Main body	Images for Main Body	Target URL
Sponsored Post	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	Approx. 2,500 characters	Width min. 750 Pixel	To your website
Text-Teaser	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	—	—	To your website

All pictures as JPEG, GIF or PNG in RGB-colour space in 72 dpi. Copyrights required.

- 3 Date:** Please send us your data **five working days** before publication via e-mail to: banner@tedo-verlag.de

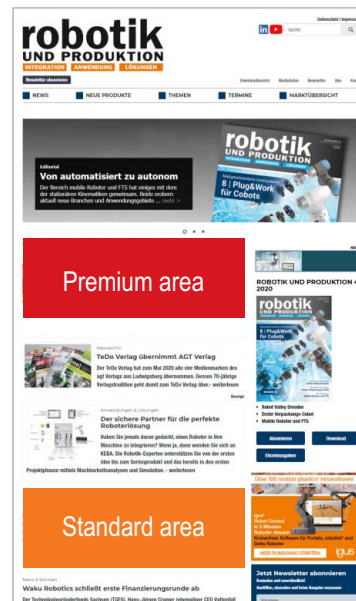
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium and Format	Placement	Term	Price
Sponsored Post Premium	Head section	14 days	€ 1,250.-
Sponsored Post Standard	Bottom section	14 days	€ 1,150.-
Text-Teaser Premium	Head section	14 days	€ 990.-
Text-Teaser Standard	Bottom section	14 days	€ 890.-

(All prices are exclusive of the statutory VAT.)

5 Placement Website:



Linking:

Sponsored Post
 Linking within
www.robotik-produktion.de



Text-Teaser
 Linking to your target URL



ROBOTIK UND PRODUKTION is neither responsible for the content nor for any products offered.

robotik UND PRODUKTION

INTEGRATION

ANWENDUNG

LÖSUNGEN

5.600
FOLLOWER

LinkedIn



FOLLOW US!

BECOME PART OF OUR PROFESSIONAL
COMMUNITY AND NETWORK WITH EXPERTS.

[WWW.LINKEDIN.COM/COMPANY/ROBOTIK-PRODUKTION](https://www.linkedin.com/company/robotik-produktion)

1 Name: Newsletter ROBOTIK UND PRODUKTION

2 Brief Description: Every week you are informed by our Newsletter ROBOTIK UND PRODUKTION about relevant topics of robotics especially the latest news, trends and innovations concerning the aspects of integration, applications and solutions. The newsletter in HTML format keeps you updated in a short, efficient and concise way of the current market developments, new products, specific requirements, problem areas and their solutions from the perspective of production managers and manufacturing supervisors. As a media format with a high repetition of frequency, it is an ideal communication and advertising platform for the rapid growing robotic industry.

January	February	March	April	May	June
01 14.01.2021	04 04.02.2021	08 04.03.2021	12 01.04.2021	17 06.05.2021	21 04.06.2021
02 21.01.2021	05 11.02.2021	09 11.03.2021	13 08.04.2021	18 14.05.2021	22 10.06.2021
03 28.01.2021	06 18.02.2021	10 18.03.2021	14 15.04.2021	19 20.05.2021	23 17.06.2021
	07 25.02.2021	11 25.03.2021	15 22.04.2021	20 27.05.2021	24 24.06.2021
			16 29.04.2021		

July	August	September	October	November	December
25 01.07.2021	30 05.08.2021	34 02.09.2021	39 07.10.2021	43 04.11.2021	47 02.12.2021
26 08.07.2021	31 12.08.2021	35 09.09.2021	40 14.10.2021	44 11.11.2021	48 09.12.2021
27 15.07.2021	32 19.08.2021	36 16.09.2021	41 21.10.2021	45 18.11.2021	49 16.12.2021
28 22.07.2021	33 26.08.2021	37 23.09.2021	42 28.10.2021	46 25.11.2021	
29 29.07.2021		38 30.09.2021			

3 Target Group: Plant engineers & integrators, solution providers & system houses, users & experts/specialists, managing directors, CEOs, operations & production managers

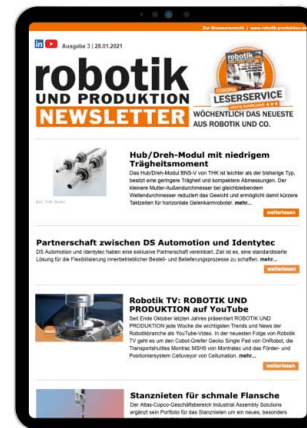
4 Frequency: 49 issues 2021

5 Volume: 6th volume 2021

6 Usage Data: 3,100 Subscribers (Status Oktober 2020)

7 Publisher: TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg

8 Contact: Editorial Department
Mathis Bayerdörfer, Editor-in-chief
Phone: +49 6421 3086-297
E-Mail: mbayerdoerfer@tedo-verlag.de



Newsletter Advertising
Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
E-Mail: mlehner@tedo-verlag.de

Denitsa Vasileva,
Advertisement/Media Consulting
Phone: +49 174 3080987
E-Mail: dvasileva@tedo-verlag.de

9 Prices and Advertising Formats:

Designation	Format	Price
Header-Banner	600 x 150px	€ 450.-
Premium-Banner	600 x 150px	€ 350.-
Standard-Banner	600 x 150px	€ 300.-
Sponsoring	<ul style="list-style-type: none"> • 3 Product News* (500 till 1,000 Characters) • 1 Banner (600 x 150px) • Company's Logo 	€ 2,100.-
Standalone Newsletter (An extra issue of the newsletter that is exclusively dedicated to the sponsoring company and therefore, promotes only it's content, products, highlights and/or innovations.)	<ul style="list-style-type: none"> • 8-10 Product News* (500 till 1,000 Characters) • 1 till 3 Banner (600 x 150px) • Company's Logo 	€ 3,350.-

The unit prices mentioned above apply to all advertisement sizes plus the legal value tax.

On **page 27** you will find information about **Sponsored Post / Text-Teaser**.

* The texts will be edited

10 Data Format:

600 x 150 Pixel in 72dpi and in RGB colour space.

Permitted file formats are JPEG and PNG.

When sending data in the CMYK color space, color deviations may occur in the production process.

11 Data Delivery:

Please send the following data via e-mail to:
banner@tedo-verlag.de

- Customer name
- Contact for requests
- Target URL

12 Delivery Deadline:

One Week before the release of the newsletter

13 Terms of Payment/Bank Account Details:

Payment is possible within 14 days from the date of the invoice.

For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Acc. No. 1037 305 320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank Code 500 100 60, Acc. No. 517 030-603

IBAN: DE51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

Example of a newsletter page layout. It features the 'robotik UND PRODUKTION NEWSLETTER' header, a sponsored post for 'Hub/Dreh-Modul mit niedrigem Trägheitsmoment' by 'Emmenname', and a 'Banner' section. The footer mentions a partnership between DS Automation and Identitytec.

Example of a newsletter page layout showing different banner formats. It includes the 'robotik UND PRODUKTION NEWSLETTER' header, a 'Header-Banner' for 'Hub/Dreh-Modul mit niedrigem Trägheitsmoment', a 'Premium-Banner' for 'Hub/Dreh-Modul mit niedrigem Trägheitsmoment', and a 'Standard-Banner' for 'Robotik TV: ROBOTIK UND PRODUKTION auf YouTube'.

1 Brief Description:

An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored post differs from editorial content by the following note: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added values or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The wording of the headline has a decisive influence on the click rate of the user.

2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete** article at www.robotik-produktion.de. From there there is a link to your target URL.

b) Text-Teaser

By clicking on the link in the Sponsored Post preview text, the user is taken **directly to your target URL.**

Required Data	Headline	Abstract	Thumbnail	Main body	Images for Main Body	Target URL
Sponsored Post	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	Approx. 2,500 characters	Width min. 750 Pixel	To your website
Text-Teaser	Max. 30 characters	Max. 250 characters	Width min. 750 Pixel	–	–	To your website

All pictures as JPEG, GIF or PNG in RGB-colour space in 72dpi. Copyrights required.

3 Date:

Please send us your data **five working days** before publication via e-mail to:
 banner@tedo-verlag.de

In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium and Art	Placement	Term	Price
Sponsored Post Premium	Page 1	1 issue	€ 480.-
Sponsored Post Standard	Page 1 and following	1 issue	€ 380.-
Text-Teaser Premium	Page 1	1 issue	€ 380.-
Text-Teaser Standard	Page 2 and following	1 issue	€ 360.-

(All prices plus statutory VAT.)

5 Placement Website:

Linking:

Sponsored Post
Linking within
www.robotik-produktion.de



Text-Teaser
Link to your target URL



ROBOTIK UND PRODUKTION is neither responsible for the content nor for any products offered.



The smart way to win new leads

One topic – Three companies – One hour



1 Name: ROBOTIK TechTalks

2 Brief Characteristics: The ROBOTIK TechTalks present the latest trends and applications of the robotics industry in several one-hour webinars. During the twenty-minute-lecture per company, each speaker will present its company, current products and solutions on the specific topic.

3 Topics:

- Cobots, Lightweight Construction, Low-Cost-Robotics: Rethought
- AGVs, Mobile Robots & Co.: Autonomous on the move in the Smart Factory
- Smart and Safe: Human-Robot-Collaboration
- Easy-To-Use Robotics: Programming - Commissioning - Engineering
- Flexible, Smart and Efficient: Getting robots ready for the Digital Factory
(Further topics in planning / Slight thematic adjustments are not excluded)

4 Language: German/English

5 Moderation: Mathis Bayerdörfer, Frauke Itzerott

6 Prices: Presentation 20min (incl. Q&A)
€ 2,990.- (plus the statutory VAT)

7 Contact: Denitsa Vasileva, Advertising/Media Consulting
Phone: +49 6421 3086-598
E-Mail: dvasileva@tedo-verlag.de

Contact us! We will be happy to advise you!

robotik-produktion.de/techtalks

- 1 Name:** i-need.de – Information and Marketing Portal
- 2 Brief Description:** i-need.de bundles all important information about your products, your company and your editorial publications. It provides the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo trade media for these areas: Automation technology, production technology, industrial image processing, robotics, switch cabinet construction, building technology, industry 4.0.

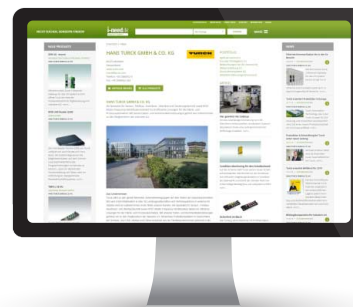
i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important part of strategic information procurement.

With the three packages Basic, PRO and PREMIUM, i-need.de offers you interesting communication channels on a highly frequented information platform for automation products and services.

- 3 Target Groups:** Selection of the most important target groups, since i-need.de addresses numerous user groups: Design engineers, plant and production managers, manufacturing industry, technical buyers and users from mechanical and plant engineering, integrators, architects, electrotechnical industry, engineering offices, Machine Vision, switch cabinet builders, housing manufacturers, building trades, electricians, specialist planners.

- 4 Usage Data:** 01. July 2019 - 01. July 2020
 Visitors: 143,507
 Page impressions: 287,907

- 5 Publishing House:** TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg



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Please contact us.

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 show you how easy it is!*

www.i-need.de/?About



- 1 Name:** ROBOTIK TV – YouTube
- 2 Brief Characteristics:** ROBOTIK UND PRODUKTION releases regularly three-minute Video clips with the three most interesting product innovations in the fields of industrial robotics, automation and production. Video clips as a source of information and promotion of digital content have become a part of the B2B media communication and are currently experiencing a continuously growing popularity. Use the YouTube channel of ROBOTIK UND PRODUKTION, the established exclusive media expert trade medium for industrial robotics, for your marketing mix. Additionally to the release on your own website, you can significantly increase the visibility and range of your video message and reach your relevant targeted audience. Thus, you reduce dispersion loss to a minimum.
- 3 Distribution:** Releasement of the video for 14 days on www.robotik-produktion.de and one-time-only releasement in a current newsletter issue.
- 4 Production & Distribution:** Production of a 1-minute product video, which is presented together with two other videos in one issue and is published on YouTube. Distribution via the TeDo trade media channels YouTube, print, online, Newsletter, INA App an Social Media.

5 Prices:**1-minute product video:** € 1,450.-

The video will be presented together with two other videos in one issue and published on Youtube.

Stand-alone video: € 4,350.-

Production of a 3-minute product video, which exclusively presents three of your products in one broadcast and is published on Youtube. Distribution via the TeDo trade media channels.

Your self-produced 1-minute video: € 1,350.-**6 Key Figures:**

over 3,400 channel views since Q3/2019

7 Requirements:

- Your company logo as eps or png
- 1 - 3 product images in maximum available resolution and at best exempted
- 3 - 5 keywords assigned to the product
- Headline (approx. 50 characters)
- Main text with approx. 1,000 characters including spaces
- 3 - 4 key points from the main text, which are faded in the video (about 150 - 200 characters)

8 Contact:**Markus Lehnert, Advertising Management**

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E-Mail: mlehnert@tedo-verlag.de

ROBOTIK TV

SHOW THE MOST IMPORTANT
TRENDS AND NEWS AS VIDEO.

**SUBSCRIBE**

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www.robotik-produktion.de