



# Media Kit 2022



**VOGEL** COMMUNICATIONS  
GROUP **SWISS**



# *“The trade medium for automation and digitisation”*

The monthly „at - Aktuelle Technik“ is the leading specialist trade medium in the field of automation, industrial electronics, electrical engineering and digital transformation in Switzerland. It offers up-to-date information and exclusive reports on innovative technologies, trends, trade fairs, products, processes and applications from the relevant sectors. „At“ is the source of information for decision-makers in Swiss technology sectors with additional exclusive contributions from research and development, interviews with well-known personalities and reports from universities.



*„With the ,at‘, you will not miss any trends in automation and digitalisation.“*

Silvano Böni  
Editor-in-chief at - Aktuelle Technik

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### **Print-ready documents**

Please submit your print-ready documents as PDF files by e-mail to:  
media@vogel-communications.ch

### **PDF**

We recommend the international standard PDF/X-1a.

- All colours must be supplied in CMYK mode.
- Half-tone images must have a resolution of 300 dpi.
- Line art must have a resolution of 1200 dpi.

Please also make sure you observe the planned advertisement formats.

### **Printers**

AVD Goldach, Sulzstrasse 10, CH-9403 Goldach

### **Print methods**

Web offset

### **Screen**

b&w 70, CMYK 70

### **Colour scale**

Europe normal (special colours are converted into range colours)

# Key Facts

**Print**  
45 years at  
9'000 Issues



For further information visit

[www.aktuelle-technik.ch](http://www.aktuelle-technik.ch)

- **Print run** 9'000 copies
- **Frequency of Publications** 1x monthly
- **Verbreitung** All of German-speaking Switzerland and the German-speaking area near the border
- **Purchase Price** (Domestic price in CHF, incl. VAT and postage)  
Single issue CHF 7.00  
Annual subscription (12 issues + 1 special edition) CHF 64.00  
2 Years (24 issues + 2 special editions) CHF 97.–

## Partnerships

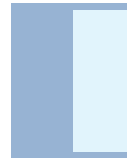
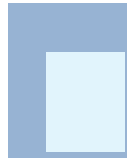
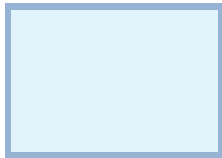


# Editorial Plan

| AT | Appears    | Advert deadline | Topics/Dossiers        | Fairs / Exhibitions  | Permanent topics   |
|----|------------|-----------------|------------------------|--|--|
| 1  | 24.01.2022 | 03.01.2022      | Safety & Security      |  | <ul style="list-style-type: none"> <li>Automation Technology</li> <li>Digital Transformation</li> </ul>              |
| 2  | 14.02.2022 | 25.01.2022      | Maintenance            | all about automation, 08. – 09. 03.2022, Friedrichshafen<br>Ble.ch, 08. – 10.03.2022, Bern | <ul style="list-style-type: none"> <li>Sensors</li> <li>Drive Technology</li> <li>Pneumatics / Hydraulics</li> </ul> |
| 3  | 10.03.2022 | 18.02.2022      | Embedded-Systems       | Embedded World, 15.03. – 17.03.2022, Nuremberg   | <ul style="list-style-type: none"> <li>Industrial Informatics</li> <li>Measurement Technology</li> </ul>             |
| 4  | 07.04.2022 | 18.03.2022      | Digital Transformation | Hanover Fair, 25.04. – 29.04.2022, Hanover   | <ul style="list-style-type: none"> <li>Electrical and Electronics</li> <li>Safety &amp; Security</li> </ul>          |
| 5  | 06.05.2022 | 14.04.2022      | Sensorics & Vision     | PCIM/SMT, 10.05. – 12.05.2022, Nuremberg<br>Sensor+Test, 10.05. – 12.05.2022, Nuremberg    | <ul style="list-style-type: none"> <li>IoT</li> <li>Robotics</li> </ul>  |
| 6  | 07.06.2022 | 16.05.2022      | Robotics               | Automatica, 22.06. – 24.06.2022, Munich  | <ul style="list-style-type: none"> <li>Education and Training</li> </ul>   |

| AT | Appears    | Advert deadline | Topics/Dossiers                     | Fairs / Exhibitions  | Permanent topics  |
|----|------------|-----------------|-------------------------------------|--|---|
| 7  | 05.07.2022 | 14.06.2022      | Virtual Reality & Augmented Reality |  | <ul style="list-style-type: none"> <li>Automation Technology</li> <li>Digital Transformation</li> </ul>                                   |
| 8  | 19.08.2022 | 28.07.2022      | Energy Technology                   | AT AutomationsFORUM, 21.09.2022, Fair Lucerne  | <ul style="list-style-type: none"> <li>Sensors</li> <li>Drive Technology</li> </ul>   |
| 9  | 16.09.2022 | 29.08.2022      | Industrial Communication            | Motek/Bondexpo 04.10. – 07.10.2022, Stuttgart<br>Automation & Electronics, 05.10. – 06.10.2022, Zurich | <ul style="list-style-type: none"> <li>Pneumatics / Hydraulics</li> <li>Industrial Informatics</li> <li>Measurement Technology</li> </ul> |
| 10 | 20.10.2022 | 29.09.2022      | IoT / Industry 4.0                  | Electronica, 15.11. – 18.11.2022, Munich   | <ul style="list-style-type: none"> <li>Electrical and Electronics</li> <li>Safety &amp; Security</li> </ul>                               |
|    | 20.10.2022 | 27.09.2022      | Annual Main Edition «Engineering»   |  | <ul style="list-style-type: none"> <li>IoT</li> <li>Robotics</li> <li>Education and Training</li> </ul>                                   |
| 11 | 15.11.2022 | 25.10.2022      | Automation & Drive Technology       | SPS, 22.11. – 24.11.2022, Nuremberg  |   |
| 12 | 12.12.2022 | 22.11.2022      | Education and Training              |  |   |

# Ad Formats



| Size          | <b>2/1 page</b>              | <b>1/1 page</b>           | <b>Junior Page</b>           | <b>1/2 page (vertical)</b>   | <b>1/2 page (horizontal)</b> | <b>1/3 page (vertical)</b>  |
|---------------|------------------------------|---------------------------|------------------------------|------------------------------|------------------------------|-----------------------------|
| Printing area |                              | 196 × 267 mm              | 122 × 166 mm                 | 94 × 267 mm                  | 196 × 130 mm                 | 61 × 267 mm                 |
| Bleed margin  | 440 × 297 mm<br>(+3 mm trim) | 220 × 297<br>(+3 mm trim) | 142 × 192 mm<br>(+3 mm trim) | 104 × 297 mm<br>(+3 mm trim) | 220 × 145 mm<br>(+3 mm trim) | 69 × 297 mm<br>(+3 mm trim) |



| Size          | <b>1/3 page (horizontal)</b> | <b>1/4 page (vertical)</b>  | <b>1/4 page (horizontal)</b> | <b>1/4 Seite</b> | <b>1/8 page (horizontal)</b> | <b>1/8 page</b>             |
|---------------|------------------------------|-----------------------------|------------------------------|------------------|------------------------------|-----------------------------|
| Printing area | 196 × 88 mm                  | 43 × 267 mm                 | 196 × 61 mm                  | 94 × 130 mm      | 94 × 61 mm                   | 196 × 27 mm                 |
| Bleed margin  | 220 × 92 mm<br>(+3 mm trim)  | 54 × 297 mm<br>(+3 mm trim) | 220 × 75 mm<br>(+3 mm trim)  | no bleed margin  | no bleed margin              | 220 × 33 mm<br>(+3 mm trim) |

**Bleed margin:**  
Please add an additional  
3 mm trim per outer  
margin for  
advertisements  
with a bleed!



# Rate Card

## Print Advertising

| SIZE                  | 1x    | 3x    | 6x    | 9x    | 12x   |
|-----------------------|-------|-------|-------|-------|-------|
| <b>2/1 page</b>       | 8'000 | 7'600 | 7'200 | 6'800 | 6'400 |
| <b>1/1 page</b>       | 4'500 | 4'275 | 4'050 | 3'825 | 3'600 |
| <b>1/2 page</b>       | 2'600 | 2'470 | 2'340 | 2'210 | 2'080 |
| <b>1/3 page</b>       | 1'900 | 1'805 | 1'710 | 1'615 | 1'520 |
| <b>1/4 page</b>       | 1'400 | 1'330 | 1'260 | 1'190 | 1'120 |
| <b>1/8 page</b>       | 900   | 855   | 810   | 765   | 720   |
| <b>Front page</b>     | 5'100 |       |       |       |       |
| <b>2nd Cover page</b> | 5'000 |       |       |       |       |
| <b>3rd Cover page</b> | 4'700 |       |       |       |       |
| <b>4th Cover page</b> | 5'600 |       |       |       |       |

## Placement options

| SIZE   | 1x    | 3x (5%) | 6x (10%) | 9x (15%) | 12 (20%) |
|--|-------|---------|----------|----------|----------|
| <b>1st advertisement page</b><br>right                 | 5'000 | 4'750   | 4'500    | 4'250    | 4'000    |
| <b>1/2 Junior Page</b><br>right outside                | 3'000 | 2'850   | 2'700    | 2'550    | 2'400    |
| <b>1/2 Junior Page</b><br>left outside                 | 2'700 | 2'565   | 2'430    | 2'295    | 2'160    |
| <b>1/2 page vertical</b><br>right outside <sup>1</sup> | 2'900 | 2'755   | 2'610    | 2'464    | 2'320    |
| <b>1/3 page vertical</b><br>right outside <sup>1</sup> | 2'300 | 2'185   | 2'070    | 1'955    | 1'840    |
| <b>1/3 page vertical</b><br>left outside <sup>1</sup>  | 2'100 | 1'995   | 1'980    | 1'785    | 1'680    |
| <b>1/4 page vertical</b><br>right outside <sup>1</sup> | 1'800 | 1'710   | 1'620    | 1'530    | 1'420    |
| <b>1/4 page vertical</b><br>left outside <sup>1</sup>  | 1'600 | 1'520   | 1'440    | 1'360    | 1'280    |
| <b>1/8 page horizontal</b><br>under Editorial          | 1'200 | 1'140   | 1'080    | 1'020    | 960      |

<sup>1</sup> Streifeninsetrate, welche die ganze Seitenhöhe einnehmen. Andere Formate auf Anfrage.

## Surcharges

|                              |        |
|------------------------------|--------|
| <b>Margin surcharge</b>      | 250.00 |
| <b>Placement regulations</b> | 200.00 |

Placement requests: Free of charge, will be considered if possible, but cannot be guaranteed for technical reasons. Placement requests that are not complied with do not entitle the customer to any price reductions.

Special colours: Colours outside the ISO scale on request.

## Inserts/Supplements

|                    | 2-sided | 4-sided | 8-sided  | 16-sided    |
|--------------------|---------|---------|----------|-------------|
| <b>Price*</b>      | 4'500   | 4'700   | 5'100    | 5'900       |
| <b>Weight</b>      | 1-50 g  | 51-75 g | 76-100 g | über 100g   |
| <b>Inserts</b>     | -       | 1'326   | 1'530    | auf Anfrage |
| <b>Supplements</b> | 1'122   | 1'326   | 1'530    | auf Anfrage |

\*plus weight-dependent postage costs.

No discounts/commissions on postage costs. Repeat discounts on request.

## Customer Portraits\*\*\*

|                                 | Closing customers | Others |
|---------------------------------|-------------------|--------|
| <b>Company contribution 1/1</b> | 2'100             | 3'200  |
| <b>Company contribution 2/1</b> | 3'150             | 4'800  |
| <b>Top-Info 1/1</b>             | 1'700             | 2'500  |
| <b>at-Info, 1/4 page</b>        | 500               | 800    |

\*All prices excl. VAT \*\*Agency commission: The commission for consultants and agencies is 10%. No commission is granted on surcharges. \*\*\*In cooperation with the editorial office according to the publisher's layout concept.

Prices in CHF, excl. VAT

# B2B CONTENT MARKETING

## Content Creation

Do you need high quality content that is versatile and generate leads? Are you looking for support in the creation of text or other content formats?

Specialist editors create the content for you, so your content receives the necessary professional depth and reaches your target group at eye level.

In addition, you can book a digital package, including newsletter dispatch and online publication.

## How to participate

You have sophisticated technologies and solutions at your disposal where customers could benefit from. Further, your goal is to reach a wider readership of specialist who are interested in your solutions. Then contact us, we are looking forward to work with you and to boost your marketing success.

The editorial team at SMM will write up your company portrait. You will receive a visit from a journalist who will draft up the portrait together with you.

Prices in CHF, excl. VAT



| SIZE   | NUMBER OF IMAGES | PRICE PRINT * |
|--|------------------|---------------|
| <b>1/1 page</b>  | 2 to 3           | 4,200.00      |
| <b>2/1 page</b>  | 4 to 5           | 6,000.00      |
| <b>3/1 page</b>  | 5 to 6           | 7,800.00      |
| <b>4/1 page</b>  | 6 to 8           | 9,600.00      |
| for each subsequent page                                 |                  | 1,800.00      |
| with distribution in the Newsletter and published online |                  | 830.00        |

\*Without print - price on request

# Company Profile

## The Content Hub for Your Target Group

The company profile is a platform for your company to distinctively present your products and services.

Your profile is connected with thematically related technical articles, and your content is integrated in the Vogel industry media newsletters. This way, you can be where your target group is – to demonstrate presence and to be remembered.

## Your Benefit

- **Top-quality content mix**  
Your company profile is populated with both your own material and with related articles by our editors.
- **Enhanced findability**  
Enhance the visibility and reach of your content through search engine optimised integration in articles and newsletters. Bring traffic to your website and improve your ranking.
- **Defined target group – minimum waste coverage**  
Reach exactly the right users: Your company profile is placed in the professional media read by the decision makers in your target group.
- **Transparent reporting and easy updates in our Customer Center**  
You can access values for ad impressions, clicks and CTR at any time to efficiently measure the success of your company profile.

## Price per Year

Basic Price Premium

900.00

Prices in CHF, excl. VAT



In the upper section, you present your company with your logo, background image, domain and social media contacts.

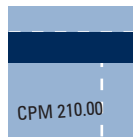
The overview page shows a high-quality mix of your own content and articles by our editors. The user clicks to see the full article.

You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



# Banner

Generate attention in the relevant target group and enhance the awareness of your brand and products.



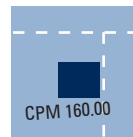
## Billboard Ad

Placement:  
under navigation  
960 × 250 px  
max. 80 KB



## Brandgate

980 × 90 px top  
160 × 600 px or  
120 × 600 px right/left  
+ Hexcode for background  
+ Background picture  
1,280 × 1,024 px (optional)  
each max. 50 KB



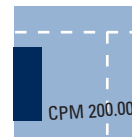
## Content Ad/Rectangle

300 × 250 px  
max. 50 KB



## Floor Ad

960 × 120 px  
960 × 400 px (extended)  
max. 50 KB per file



## Halfpage Ad

300 × 600 px  
max. 50 KB



## Leaderboard

728 × 90 px  
max. 50 KB



## Native Ad

Placement in the:  
content, with  
text on top  
Text: max. 35  
characters  
+ optional overline  
300 × 300 px  
max. 50 KB



## Scroll Ad

960 × 600 px  
max. 80 KB



## Skyscraper

160 × 600 px or  
120 × 600 px  
max. 50 KB



## Video Ad XL

300 px wide  
Duration: max. 3 min  
Data rate: 700 kbit/sec.  
Media: mpg, mpeg,  
wmv, avi



## Wallpaper

728 × 90 px top  
160 × 600 px or  
120 × 600 px right  
+ Hexcode for  
background  
+ Background picture  
1,280 × 1,024 px (optional)  
each max. 50 KB



## Sticky Ad

Placement: on the left  
or right border  
120 × 600 px or  
160 × 600 px  
max. 50 KB

**CPM:** Price per 1,000 Ad Impressions  
with banner rotation. Only visible ad  
impressions are calculated

**ROS:** Run of site, positioning on the  
whole portal

Prices in CHF, excl. VAT

You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



# Newsletter Advertising

Advertising in the newsletter offers you direct target group access at the desired point in time.

## Your Benefit

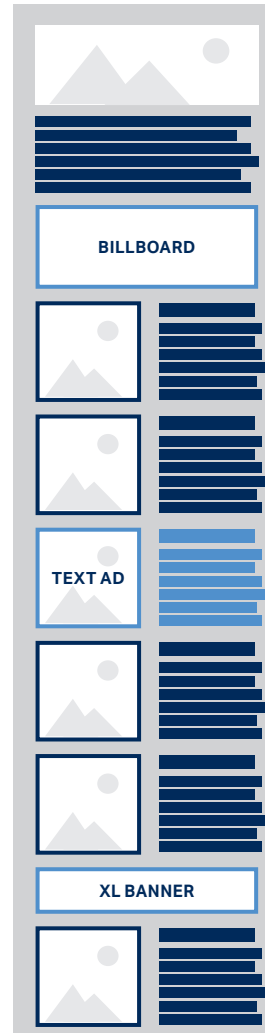
The high reach ensures an effective penetration of your target group, which is informed with current and relevant topics.

## Price

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Publishing Dates</b> | once a week (thursdays)             |
| <b>BILLBOARD</b>        | 1,200.00 (630 x 250 px, max. 50 KB) |
| <b>TEXT AD</b>          | 830.00 (300 x 300 px, max. 50 KB)   |
| <b>XL Banner</b>        | 830.00 (630 x 140 px, max. 50 KB)   |

Prices in CHF, excl. VAT

You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



All newsletters are optimised for mobile devices, such as smartphones or tablets.

**Roof line:** 40 characters  
**Heading:** 40 characters  
**Continuous text:** 300 characters

# Keyword Advertising

Place your banner along with articles in the Vogel network that contain at least one of your **15 to 20** keywords. We will evaluate the potential for success of your keywords in advance.

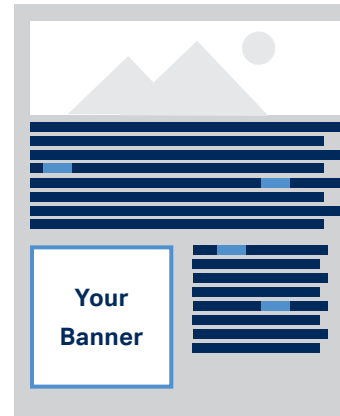
## Your Benefit

- Attention – at the right time, in the right thematically related environment
- Optimised reach in the Vogel Network
- Reduced waste coverage
- Activation of new target groups due to high potential for new customers

## Price per 1,000 Ad Impressions

|             |        |             |        |
|-------------|--------|-------------|--------|
| Billboard   | 345.00 | Native Ad   | 290.00 |
| Brandgate   | 345.00 | Scroll Ad   | 400.00 |
| Content Ad  | 200.00 | Skyscraper  | 200.00 |
| Floor Ad    | 345.00 | Video Ad XL | 290.00 |
| Halfpage    | 290.00 | Wallpaper   | 345.00 |
| Leaderboard | 200.00 | Sticky Ad   | 190.00 |

Prices in CHF, excl. VAT



Your banner is displayed in the relevant subject environment using your keywords.

You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



# Audience Targeting

Reach the B2B users from the Vogel network in the B2C environment of Facebook and the Google Display Network as well.

We will be happy to evaluate whether your desired reach level can be achieved without a detrimentally high contact frequency.

## Your Benefit

- Enhanced brand awareness through repeated approaches at different touchpoints
- Display across multiple devices
- Reduced waste coverage – only users interested in a certain topic are approached
- High potential for new customers
- Performance boost – we optimise your campaign and perform efficiently in the most suitable channel

## Formats

Banner package comprising Leaderboard, Skyscraper, Content Ad and Facebook Ad

## Price

Minimum order amount 30,000 Ad

CPM 170.00

**CPM:** Price per 1,000 Ad impressions, all prices in CHF, excl. VAT



You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



1 Users deal with the topics they are interested in on the professional portal.



2 Users who exhibit interest in a specific topic area are tagged.



3 Exactly these users are now shown your banners in the booked thematic channel, in their Facebook timeline as well as on partner pages of the Google Display network. This way, you reach your target group efficiently.

# Stand Alone Mailing

Profit from maximum exclusivity through a stand alone mailing.

Your message gets to the mailbox of your target group and reaches them directly. You provide us with input on the content and desired target group, and we will take care of the rest.

## Your Benefit

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

## Price per Transmission

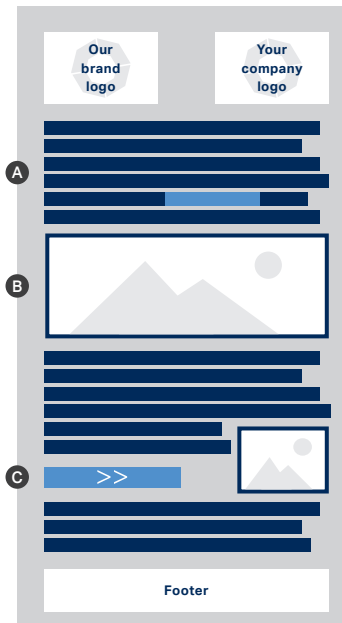
5,000 recipients

3,700.00

Prices in CHF, excl. VAT



You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



A: **text with link\***

B: **picture material\***

C: **Call-to-action button\***

\* can be chosen freely



# Native Special Newsletter

A native special newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment with which readers are familiar and position yourself as a solution provider in your area of expertise.

## Your Benefit

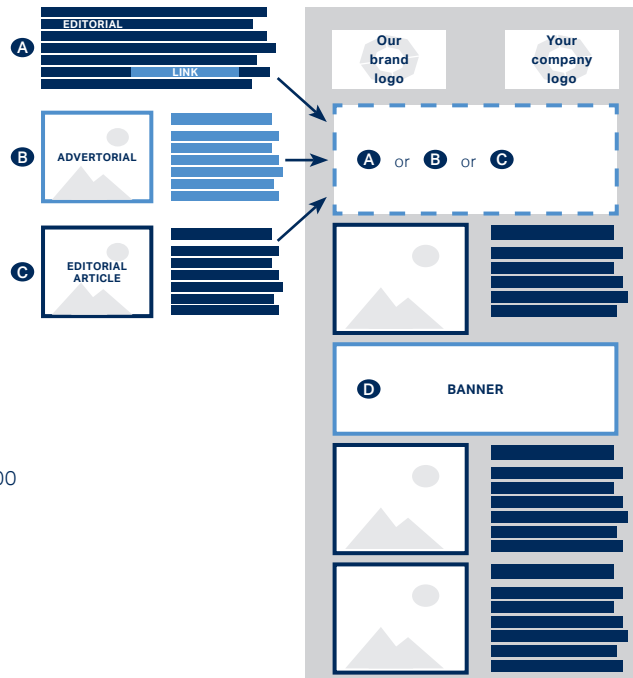
- Positioning as an expert on a specific topic
- High acceptance due to the editorial environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting

## Price per Mailing

To subscribers of the editorial Newsletter 4,900.00

Prices in CHF, excl. VAT

You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



A: **Editorial with link**  
or  
B: **Advertorial**  
or  
C: **Editorial Article\***

\* can be chosen freely

D: **Exclusive occupancy of banners**  
(maximum of three banners)

# Online Advertorial Campaign

Outcome-oriented content, in the context of our editorial articles,  
generates a high degree of attention among the readership.  
Communicate your message through an advertorial and  
position yourself as a solution provider.

## Campaign Elements

- Promotion via newsletter and other channels
- Support by campaign management
- Implementation by a professional editor
- Correct tagging
- Multimedia content possible

## Your Benefit

- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look and feel of our editorial content
- High findability through search engines and high-quality links to your website
- Positioning as a solution provider

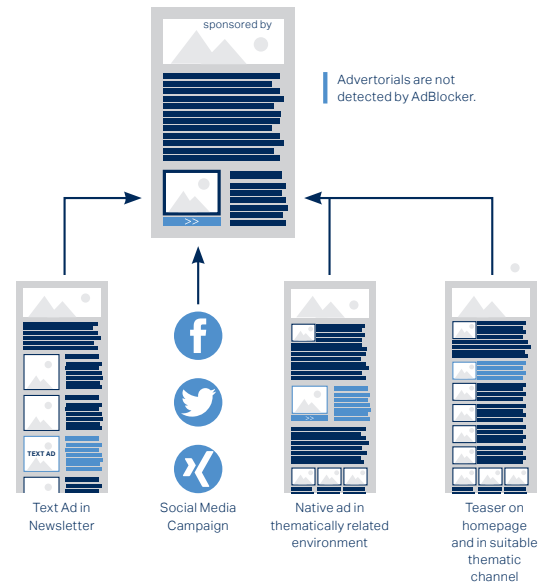
## Price per Campaign

Term of 3 months 4,500.00

\*Advertorial Light (incl. Newsletter mailing) 1,500.00

\* No measures to generate a high distribution,  
no social media campaign, no reporting

Prices in CHF, excl. VAT



You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



# Lead Product Portfolio

In a personal chat we will analyse your objectives and find out which lead product is right for you. Together with you, we develop the perfect lead strategy for your company.

## Lead Generator

**You will receive new contacts for your email marketing, using methods that are cost effective and not financially risky.**

Create your initial contact to interested parties for your subject matter and use them for other marketing activities. You can expand your contact pool quickly and easily by using self-created whitepapers.

## Lead Campaign

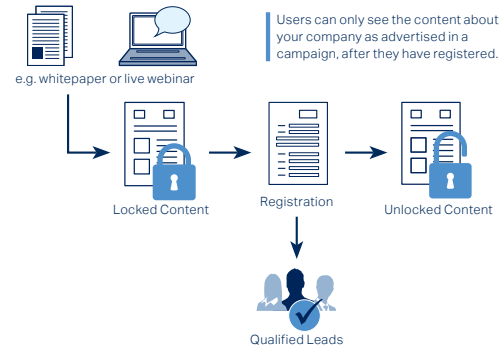
**You will receive the business card data of new contacts, which show initial interest in your offer.**

Your whitepaper or webinar will be published on a specialist portal and promoted using relevant measures. You will receive leads with multiple criteria as well as the initial interest.

## Lead Solution

**Based on your specifications, you will receive qualified sales opportunities with specific interest in your offer.**

Conduct individual lead campaigns with us, which are aligned with your target markets and individuals. You will receive suitable contacts that will fit the requested criteria.



## Price per Campaign

|  |               |
|--|---------------|
| Lead Generator with whitepaper or prize draw         | from 4,500.00 |
| Lead Campaign with whitepaper or infographics CH     | 5,500.00      |
| Lead Campaign with whitepaper or infographics DACH   | 7,500.00      |
| Lead Campaign with advertorial for a product testing | 8,500.00      |
| Lead Campaign with Live Webinar                      | 8,500.00      |
| Lead Campaign with multimedia presentation           | 8,500.00      |
| Lead Solution  | on request    |

Prices in CHF, excl. VAT

You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



# Partnerzone

## Your Benefit

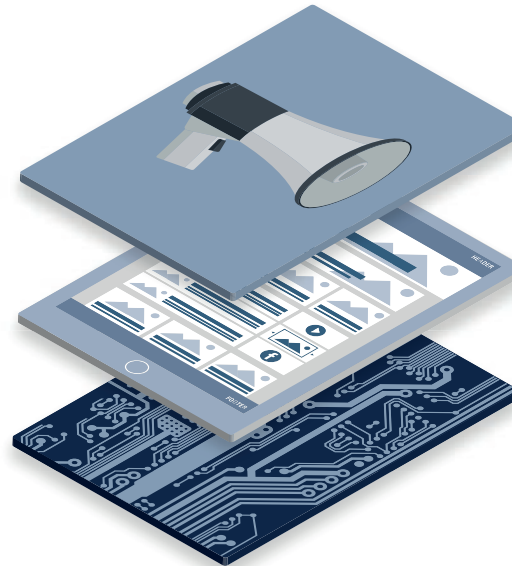
- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reach package
- Full transparency and measurability through our reporting

## Price per Campaign

### Premium Partnerzone

- You choose the design in line with the brand layout
- Individual Reach Package – you choose the elements
- Term per 12 months from 25,000.00  
each subsequent month 1,000.00

Prices in CHF, excl. VAT



An **individual reach package** guarantees a high degree of attention.

Enhanced credibility through a **mix of own and editorial content**

**Design, technical implementation and hosting** – the foundation of your partnerzone

You can find the technical specifications here:  
<https://www.aktuelle-technik.ch/fachmedia/>



# Events

## **at** AUTOMATIONS FORUM

### The Meeting Place for Swiss Automation and Drive Technology

**Date:** 21. September 2022

**Place:** Fair Lucerne

**Participant:** Around 200 participants

**Target audience:** Automation and drive specialists, electrical engineers, electronic engineers, production managers, system technicians, engineers and managing directors, designers

**Costs:** CHF 7.800.-/Company  
**Extensive service package** incl. VIP tickets. Free of charge 10 VIP tickets worth CHF 150 each.

**More info:** [automationsforum.com](https://www.automationsforum.com)



Bilder: Entzeroth, Halle 550



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*We empower you!*

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