



Media Kit 2022



“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

- **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

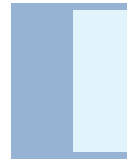
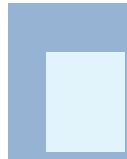
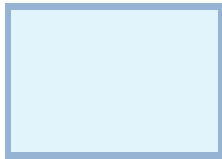


Editorial Plan

AT	Appears	Advert deadline	Topics	Fairs / Exhibitions	Permanent topics
1	24.01.2022	03.01.2022	Safety & Security		<ul style="list-style-type: none"> • Automation Technology • Digital Transformation • Sensors • Drive Technology • Pneumatics / Hydraulics • Industrial Informatics • Measurement Technology • Electrical and Electronics • Safety & Security • IoT • Robotics • Education and Training
2	14.02.2022	25.01.2022	Maintenance		
3	10.03.2022	18.02.2022	Embedded-Systems	all about automation, 05. – 06. 04.2022, Friedrichshafen	
4	07.04.2022	18.03.2022	Digital Transformation		
5	06.05.2022	14.04.2022	Sensorics & Vision	PCIM/SMT, 10.05. – 12.05.2022, Nuremberg Sensor+Test, 10.05. – 12.05.2022, Nuremberg Hanover Fair, 30.05. – 02.06.2022, Hanover	
6	07.06.2022	16.05.2022	Robotics	Embedded World, 21. – 23.06.2022, Nuremberg Automatica, 22.06. – 24.06.2022, Munich	

AT	Appears	Advert deadline	Topics	Fairs / Exhibitions	Permanent topics
7	05.07.2022	14.06.2022	Virtual Reality & Augmented Reality		<ul style="list-style-type: none"> Automation Technology Digital Transformation
8	19.08.2022	28.07.2022	Energy Technology	Ble.ch, 20. – 22.09.2022, Bern AT AutomationsFORUM, 21.09.2022, Fair Lucerne all about automation, 31.08. – 01.09.2022, Zurich	<ul style="list-style-type: none"> Sensors Drive Technology Pneumatics / Hydraulics
9	16.09.2022	29.08.2022	Industrial Communication	Motek/Bondexpo 04.10. – 07.10.2022, Stuttgart	<ul style="list-style-type: none"> Industrial Informatics Measurement Technology
10	20.10.2022	29.09.2022	IoT / Industry 4.0	Electronica, 15.11. – 18.11.2022, Munich SPS, 08.11. – 10.11.2022, Nuremberg	<ul style="list-style-type: none"> Electrical and Electronics Safety & Security
	20.10.2022	27.09.2022	Annual Main Edition «Engineering»		<ul style="list-style-type: none"> IoT Robotics Education and Training
11	15.11.2022	25.10.2022	Automation & Drive Technology Education and Training		

Ad Formats



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



Size	1/3 page (horizontal)	1/4 page (vertical)	1/4 page (horizontal)	1/4 Seite	1/8 page (horizontal)	1/8 page
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 (+3 mm trim)	54 × 297 mm (+3 mm trim)	220 × 75 mm (+3 mm trim)	no bleed margin	no bleed margin	220 × 33 mm (+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
2/1 page	8'000	7'600	7'200	6'800	6'400
1/1 page	4'500	4'275	4'050	3'825	3'600
1/2 page	2'600	2'470	2'340	2'210	2'080
1/3 page	1'900	1'805	1'710	1'615	1'520
1/4 page	1'400	1'330	1'260	1'190	1'120
1/8 page	900	855	810	765	720
Front page	5'100				
2nd Cover page	5'000				
3rd Cover page	4'700				
4th Cover page	5'600				

Surcharges

Margin surcharge	250.00
Placement regulations	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
Price*	4'500	4'700	5'100	5'900
Weight	1-50 g	51-75 g	76-100 g	über 100g
Inserts	-	1'326	1'530	auf Anfrage
Supplements	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
Company contribution 1/1	2'100	3'200
Company contribution 2/1	3'150	4'800
Top-Info 1/1	1'700	2'500
at-Info, 1/4 page	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

Placement options

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

¹ Streifeninsetrate, welche die ganze Seitenhöhe einnehmen. Andere Formate auf Anfrage.

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 *
1/1 page	2 to 3	4,200.00
2/1 page	4 to 5	6,000.00
3/1 page	5 to 6	7,800.00
4/1 page	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.

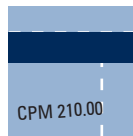
The overview page shows a high-quality mix of your own content and articles by our editors. The user clicks to see the full article.

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.



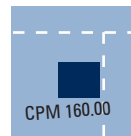
Billboard Ad

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



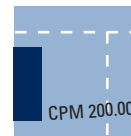
Content Ad/Rectangle

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



Newsletter Advertising

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

Your Benefit

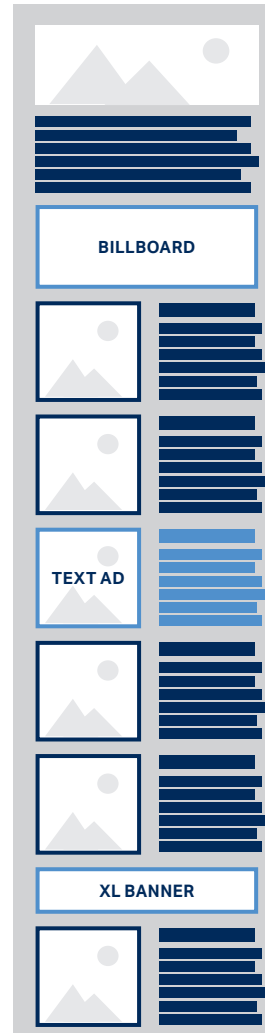
The high reach ensures an effective penetration of your target group, which is informed with current and relevant topics.

Price

Publishing Dates	once a week (thursdays)
BILLBOARD	1,200.00 (630 x 250 px, max. 50 KB)
TEXT AD	830.00 (300 x 300 px, max. 50 KB)
XL Banner	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.

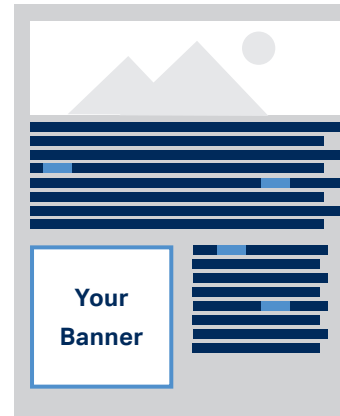
Your Benefit

- 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

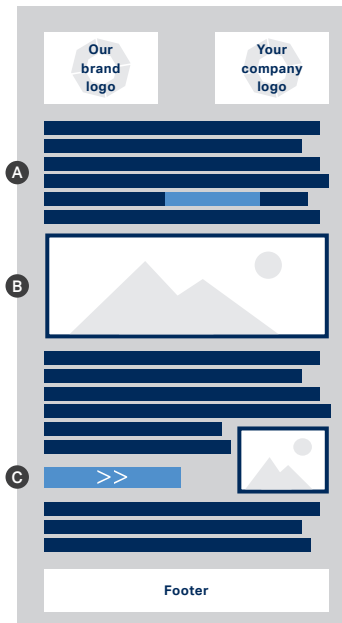
5,000 recipients

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.

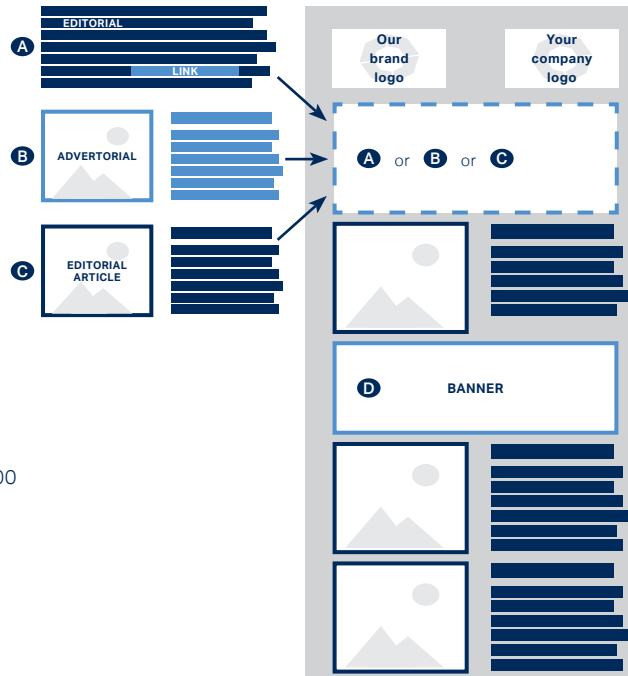
Your Benefit

- 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



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

* can be chosen freely

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

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



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

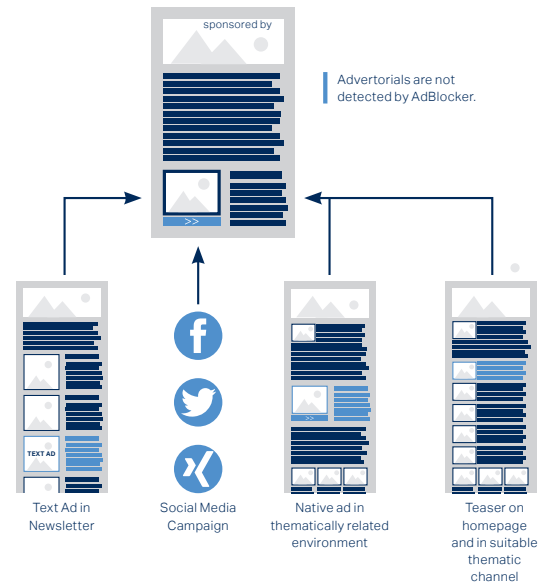
Price per Campaign

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

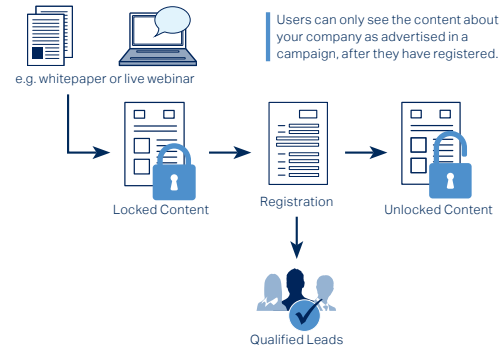
You will receive the business card data of new contacts, which show initial interest in your offer.

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

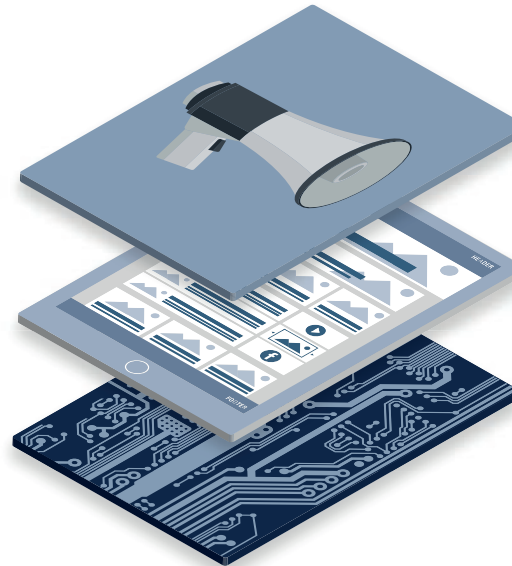
- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reach package
- Full transparency and measurability through our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

Smart production: The path to the value chain of the future

Date: 21. September 2022

Place: Fair Lucerne

Participant: Around 200 participants

Target audience: Managing directors, engineers, development managers, automation and drive specialists as well as production managers and technicians.

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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