



Media Kit 2025



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. Since 48 years, “at” publication has provided up-to-date information current and exclusive reports on innovative technologies, trends, trade fairs, products, processes and applications within the relevant industries. The “at” serves as the information source 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.”

Anne Richter
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

since 48 years
9,000 Issues



Online

12,000 Visits per month (144,000 per year)
18,000 Page Impressions per month (216,000 per year)
5,000 Registered Users

For further information visit www.aktuelle-technik.ch

- **Print run** 9,000 copies
- **Frequency of Publications** 8 x yearly + 1 Special Publication
- **Distribution** German-speaking part of Switzerland and the German-speaking area near the border
- **Notarial certifications** AVD Goldach AG / Notary's Office St. Gallen
- **Purchase Price**

Trial subscription (5 issues)	32.00
Annual subscription (10 issues)	64.00
Domestic price in CHF, incl. VAT and postage	
* incl. SMM / MSM GUIDE	
Combined subscription	
at – aktuelle technik / SMM*	190.00

Partnerships

BERNEXPO[®]
GROUPE

 **SCHWEIZER MEDIEN**
MÉDIAS SUISSES | STAMPA SVIZZERA | SWISS MEDIA

 **SWISSMEM**

BLECH
Tagesschau für Metall- und
Schweißtechnik

SIAMS

swissT.net
swiss technology network

 **EASYFAIRS**
Visit the future

ilmac[•]
INSPIRING THE FUTURE OF
CHEMISTRY AND LIFE SCIENCES.

 **MESSELUZERN**

 **INNOTEQ**
INDUSTRIE 2025
INDUSTRIA INDUSTRY

SINDEX
MASSGEBEND IN TECHNOLOGIE

sps
smart production solutions

 **all about
automation**

Agency services

Our unique range of services combines the best of specialized media and agency world

Further Informations: vogel-communications.ch/agenturleistungen



Data M-Services GmbH



eviom GmbH



HRTbeat GmbH



MEORGA GmbH

schoesslers

schoesslers GmbH



Vogel Corporate Solutions
GmbH



Vogel Event Solutions GmbH



Vogel Ventures



Werbeboten Media GmbH

WIADOK

BRAND-
PULSION
DIGITAL

WIADOK GmbH & Co. KG



Editorial Plan

at	Published	Advertising deadline	Topics	Fairs / Exhibitions	Permanent topics
1	24.02.2025	10.02.2025	Embedded World Preview Electronics & Embedded Systems Automation in practice	all about automation, 25.02.–26.02.2025, Friedrichshafen Lopec, 25.02.–27.02.2025, Munich Embedded world 11.03.–13.03.2025, Nuremberg Logimat, 11.03.–13.03.2025, Stuttgart INNOTEQ, 11.03.–14.03.2025, Bern	Drive Technology Automation Digital Transformation Electrical Engineering Electronics & Electronic Components
2	24.03.2025	10.03.2025	Hannover Fair Preview Automation & Drive Technology, Sensors Electronics & Electrical Engineering	EMV, 25.03.–27.03.2025, Cologne Hannover Fair, 31.03.–04.04.2025, Hannover	Industrial Informatics IoT Metrology
3	28.04.2025	10.04.2025	Special topic: Sensors & Measurement Technology Power Electronics & Drive Technology Digitalisation & AI Safety & Security	PCIM, 06.05.–08.05.2025, Nuremberg Sensor+Test, 06.05.–08.05.2025, Nuremberg Control, 06.05.–09.05.2025, Stuttgart	Pneumatics/Hydraulics Robotics Safety & Security Sensors
4	16.06.2025	28.05.2025	Robotics, Automation & Drive Technology Electronics & Electronic Components, Connectors Vision & Sensors	automatica, 24.06.–27.06.2025, Munich Laser World of Photonics, 24.06.–27.06.2025, Munich	Software Education & Training

Editorial Plan 2025

at	Published	Advertising deadline	Topics	Fairs / Exhibitions	Permanent topics
5	21.07.2025	07.07.2025	Special topic: Engineering – With more efficiency to the new product Electronics & Electrical Engineering Drive Technology & Sensors		Drive Technology Automation Digital Transformation Electrical Engineering Electronics & Electronic Components Industrial Informatics IoT Metrology Pneumatics/Hydraulics Robotics Safety & Security Sensors Software Education & Training
6	25.08.2025	08.08.2025	Sindex Preview Automation & Drive Technology, Sensors Digitalisation & AI	Sindex, 02.09.–04.09.2025, Zurich Swiss Medtech Expo, 09.09.–10.09.2025, Lucerne Meorga, 10.09.2025, Ludwigshafen Ilmac, 16.09.–18.09.2025, Basel Motek/Bondexpo, 07.10.–09.10.2025, Stuttgart	
7	13.10.2025	26.09.2025	Special topic: Medical Technology Robotics, Automation & Handling Electronics & Electronics Manufacturing Industrial Software	at-Technologietag Automation, 30.10.2025, Lucerne Productronica, 18.11–21.11.2025 Munich	
8	17.11.2025	03.11.2025	SPS Preview Automation & Drive Technology, Sensors Electrical Engineering & Industrial Communication	SPS, 25.11.–27.11.2025, Nuremberg maintenance Switzerland, 26.11–27.11.2025, Zurich Pumps & Valves, 26.11.–27.11.2025, Zurich Aqua Suisse, 26.11.–27.11.2025, Zurich Swiss Plastic Expo, 20.01.–22.01.2026, Lucerne	
S	17.11.2025	23.10.2025 Editorial deadline: 09.10.2025	Special Publication Best of Automation D-A-CH		



Editorial Contents

Drive technology

Complete drives, gearboxes, electric motors, motion control, frequency converters, speed controllers and encoders, energy efficiency, pneumatics and hydraulics

Automation and robotics

Automation systems and infrastructure, industrial robots, service robotics, collaborative robots, artificial intelligence and software, driverless transport systems, robot controls, programming and simulation, assembly cells, vacuum systems, grippers, handling technology, clamping devices, positioning systems, rotating and swiveling units, operating systems, usability

Measurement technology, sensors and vision

Image processing, camera systems, sensors, IBV software

Control, regulation and testing technology

Measuring devices, PC measurement technology, energy measurement technology, signal acquisition, measuring transducers, data loggers, relays, controls, industrial computers and operating systems, security technology, industrial communication, fieldbuses, I/O modules, switches, gateways, sensor-actuator communication, I/O-Link, OPC-UA, MMS, panels, keyboards, UX, usability

Connection and supply technology

Electrical installations, housings and control cabinet technology, power supplies (AC/DC, converters, power supplies, UPS systems, switchgear, busbars, surge protection, EMC, energy technology), connectors

Electronics and electronics manufacturing

Embedded systems, microcontrollers, processors, FPGAs, embedded boards and modules, IoT, SoCs, Intelligent Edge, electronic

components, memory, connection technology, drive electronics, housing technology and cabinets, electronic design, lighting technology and optoelectronics, power supplies, circuit protection, electronics manufacturing, Circuit board technology, resistors, capacitors, inductors and transformers, measurement technology

Software and Engineering

E-CAD, 3D engineering, simulation, digital twin, data management, machine learning, VR/AR, virtual commissioning, programming, standards, security, data networks and cloud, production control, process visualization

Process automation and control technology

Automation and MSR technology, instrumentation, sensors, measurement, control and laboratory technology, process analytics, weighing technology, process and operations control technology

Fluid engineering

Pumps, compressors, compressed air technology, vacuum technology, fittings, valves, seals, pipes, hoses, fittings

Initial and continuing education

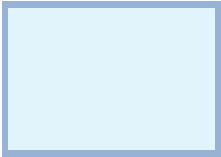
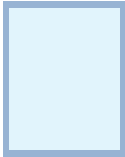
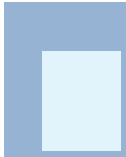
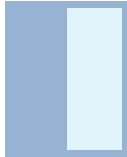
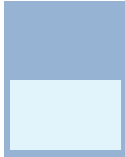
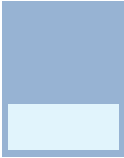
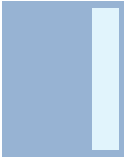
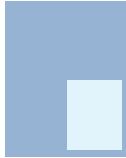
Permanent topics

Industry 4.0, digitalization, artificial intelligence

Industry sectors

General mechanical engineering, special mechanical engineering, engineering, medical technology, plant engineering, process technology, food technology, logistics and packaging, water and wastewater management, renewable energies, heating and refrigeration technology, research and development

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 page	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!

All advertisements in the
e-paper with linking will be
additional charged with
a 10% surcharge.



Rate Card

SIZE	ADVERTISEMENT PRICE 4c	WIDTH X HIGHT in mm
1/1 page Printing area Bleed margin	4,500.00	196×267 220×297*
Junior Page Printing area Bleed margin	2,700.00 3,000.00	122 × 166 142 × 192 *
1/2 page Printing area Bleed margin	2,600.00 2,900.00	94 × 267 / 196 × 130 104 × 297 / 220 × 145 *
1/3 page Printing area Bleed margin	1,900.00 2,300.00	61 × 267 / 196 × 88 69 × 297 / 220 × 92 *
1/4 page Printing area Bleed margin	1,000.00 1,400.00	43 × 267 / 196 × 61 / 94 × 130 54 × 297* / 220 × 75*
1/8 page Printing area Bleed margin	900.00 1,200.00	94 × 61 / 196 × 27 220 × 33

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

Prices in CHF, excl. VAT

Surcharges

Placement options

Placement	surcharge (on gross price b&w)
Placement surcharge	10 %
Editorial (size 1/3 portrait)	25 %
Table of contents (size 1/2 portrait)	25 %
Text connection	25 %
Advertising (size: 1/4 up to 1/8)	100 %
Isolated ads *	300 %

* Binding sample must be provided by the advertisement deadline

2nd and 4th cover page: Prices see page 11

Surcharge for layout

If we have to make any changes on your print-ready document, a surcharge of 120.00/hour will be charged.

Reply box fees

12.00 per advert

SIZE	ADVERTISEMENT PRICE 4c	WIDTH X HIGHT in mm
2 × 1/1 Panorama Bleed margin	8,459.00	440 × 297*
2. Cover page Printing area Bleed margin	5,000.00 5,000.00	196 × 267 220 × 297 *
3. Cover page Printing area Bleed margin	4,700.00 4,700.00	196 × 267 220 × 297 *
4. Cover page Printing area Bleed margin	5,600.00 5,600.00	196 × 267 220 × 297 *
Cover Page with Advertorial / Company Portrait 1-2 pages	5,100.00	196 × 267

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

Prices in CHF, excl. VAT

Discounts

Sales discount for multiple published advertisements, supplements*

Runtime 12 months	Frequency	Discount
	3 x	6 %
	5 x	12 %
	6 x	18 %
	9 x	24 %

*Discounts for multi-publication supplements apply only to the cost of advertising.

Combination discount

Sales discounts can be individually or cumulatively applied per title, SMM, MSM, SMM/MSM GUIDE for all our titles

Consulting commission

10% of the net price (only for ASW and BSW approved agencies).

Discounts also apply to colour prices!

Prices in CHF, excl. VAT



Price List for Inserts and Supplements

Inserts

WEIGHT	ADVERTISE- MENT COSTS per 1,000 Copies	TECHNICAL COSTS	
		Postage	12,500 Copies
Up to 20 g	259.00	–	615.00
Up to 30 g	327.00	–	615.00
Up to 40 g	395.00	–	615.00
Up to 50 g	464.00	–	615.00

Price for an insert over 50 g on request.

Sizes

min. 140 × 40 mm, max. 210 × 297 mm, plus trim:
Inside: 3 mm, outside 10 mm, head 4 mm, foot 14 mm
3 mm milling edge, 4 mm head trim

Delivery of inserts and supplements:

6 working days before publication. Specifying publication title and issued to:

AVD Goldach AG, Warenannahme, Sulzstrasse 10-12,
CH-9403 Goldach

A day before delivery, please provide telephone notification by
12:00 PM to our dispatch: Phone +41 71 844 95 80.

Special features:

For special editions or large print runs, the technical costs of
SMM & MSM are cumulated.

Prices in CHF, excl. VAT

Supplements

WEIGHT	ADVERTISE- MENT COSTS per 1,000 Copies	TECHNICAL COSTS	
		Postage	12,500 Copies
Up to 20 g	229.00	1,375.00	615.00
Up to 30 g	241.00	1,375.00	615.00
Up to 40 g	252.00	1,375.00	615.00
Up to 50 g	260.00	1,375.00	615.00
Up to 60 g	267.00	1,625.00	615.00
Up to 70 g	284.00	1,625.00	615.00
Up to 100 g	334.00	1,875.00	615.00
Up to 125 g	368.00	3,625.00	615.00

Price for an insert over 125 g on request.

Placement surcharge between the 4th cover page and the film: 30%

Sizes

min. 148 × 105 mm, max. 200 × 287mm

Conditions

- Advertisement costs are subject to a consultant commission and final agreement
- Prices may be subject to change due to postal costs or print-run adjustments.
- Inserts/supplements/inserts with third-party advertisements: Price on request
- **No** split runs

Product Announcements and Advertorials / Company Portraits

Product Announcement

SIZE	NUMBER OF IMAGES	NUMBER OF CHARACTERS (incl. spaces)	PRICE
1/4 page	1	ca. 800	952.00
1/2 page	1	ca. 1,600	1,788.00
1/2 page	1	ca. 1,600	*894.00

Advertorial / Company Portrait

SIZE	NUMBER OF IMAGES	NUMBER OF CHARACTERS (incl. spaces)	PRICE
1/1 page	1	ca. 3,000	3,517.00
2/1 page	2 up to 3	ca. 6,000	5,275.00

PR ABO

SIZE	NUMBER OF IMAGES	NUMBER OF CHARACTERS (incl. spaces)	PRICE
2x 1/2 page	1	ca. 1,600	3,000.00
4x 1/2 page	1	ca. 1,600	5,000.00
6x 1/2 page	1	ca. 1,600	7,000.00
with distribution in the Newsletter and published online			830.00

Prices in CHF, excl. VAT

Example: 1/4 page



Example: 2/1 page

Neue Horizonte mit innovativen Antriebssystemen erkunden

maxon ist ein spezialisierter Schweizer Hersteller von elektrischen Antriebssystemen mit globaler Präsenz. Ein Kennmerk für Aktuatoren ist die Robustheit, die sich in einem rasanten Wandel und Wachstum befindet. In diesem Artikel berichtet der Autor ein Bild davon, wie ein Antriebssystem der nächsten Generation für Roboter aussehen könnte. Wir können die Zukunft zwar nicht vorheragen, aber wir können einige Trends extrapolieren, um eine Vision zu entwickeln.

Maxon Robotics (www.maxon-robotics.com) ist ein Unternehmen, das sich auf die Entwicklung und Herstellung von elektrischen Antriebssystemen für Roboter und industrielle Anwendungen spezialisiert hat. Die Produkte sind in der Lage, hohe Drehmomente bei niedrigen Drehzahlen zu liefern, was sie für eine Vielzahl von Anwendungen geeignet macht.

Die Bedeutung von Antriebssystemen in der Robotik ist entscheidend, da sie die Bewegung und Positionierung des Roboters steuern. Ein Roboterarm benötigt ein Antriebssystem, um die Kraft zu erzeugen, die erforderlich ist, um die Last zu heben und zu bewegen. Ein Roboter mit einem leistungsfähigen Antriebssystem kann schneller und präziser arbeiten, was zu einer höheren Produktivität führt.

Die Herausforderungen bei der Entwicklung von Antriebssystemen für Roboter sind vielfältig. Ein wichtiges Kriterium ist die Miniaturisierung, da die Antriebssysteme in der Regel in einem begrenzten Raum untergebracht werden müssen. Ein weiteres Kriterium ist die Effizienz, da ein Roboter mit einem energieeffizienten Antriebssystem länger und zuverlässiger arbeiten kann. Ein drittes Kriterium ist die Robustheit, da die Antriebssysteme in der Regel in einem rauen Umfeld eingesetzt werden.

Die Zukunft von Antriebssystemen liegt in der Entwicklung von intelligenten und adaptiven Systemen, die in der Lage sind, sich an verändernde Bedingungen anzupassen. Ein solches System könnte die Drehzahl und das Drehmoment automatisch anpassen, um die Leistung zu optimieren. Ein weiteres Ziel ist die Entwicklung von Antriebssystemen, die in der Lage sind, Energie zu speichern und zu nutzen, um den Energieverbrauch zu reduzieren.

Die Bedeutung von Antriebssystemen für die Robotik wird in Zukunft weiter zunehmen, da Roboter in einer Vielzahl von Bereichen eingesetzt werden. Ein Roboter mit einem leistungsfähigen Antriebssystem kann eine Vielzahl von Aufgaben ausführen, von der Montage bis zur Wartung. Ein Roboter mit einem energieeffizienten Antriebssystem kann länger und zuverlässiger arbeiten, was zu einer höheren Produktivität führt. Ein Roboter mit einem robusten Antriebssystem kann in einem rauen Umfeld eingesetzt werden, was zu einer höheren Flexibilität führt.

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Conditions

- Incl. layout and production costs (SMM layout)
- Not subject to a consultant commission and final agreement
- Subject to subsequent processing by the editors

* Contact your respective vendor for the special conditions.

entitled to discount from a minimum turnover of 3,000.00 per year

Maxon Robotics ist ein Unternehmen, das sich auf die Entwicklung und Herstellung von elektrischen Antriebssystemen für Roboter und industrielle Anwendungen spezialisiert hat. Die Produkte sind in der Lage, hohe Drehmomente bei niedrigen Drehzahlen zu liefern, was sie für eine Vielzahl von Anwendungen geeignet macht.

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Special Publication

BEST OF AUTOMATION D-A-CH



Editorial deadline:
09.10.2025

Advert deadline:
23.10.2025

Appears:
17.11.2025

Your Benefits

- Distribution in the D-A-CH region (German speaking): in Switzerland edition at - aktuelle technik No. 8, in Germany in Elektronikpraxis and Elektrotechnik as well as in MM Austria
- Publication of a one or two-page company portrait in a paper with a high circulation
- **Incl. digital package**
 - Permanent listing in **aktuelle-technik.ch** including a link to your company website
 - Distribution via a special newsletter to more than 30,000 e-mail recipients
- **Exclusivity:** Annual publication and max. 40 companies per issue

B2B-Content Marketing

Are you in need of high-quality content that is versatile and capable of generating leads? Do you seek assistance with writing or creating content formats?

Our specialist editors will craft content tailored to your needs, ensuring it has the professional depth required to engage your target audience effectively.

Additionally, you can opt for a digital package that includes newsletter distribution and online publication.

You have advanced technologies and solutions that can benefit customers, and you aim to reach a broader audience of specialists interested in your solutions. If so, please get in touch with us – we look forward to collaborating with you to enhance your marketing success. Our editorial team will craft a company profile for you, and a journalist will visit to work with you in developing the portrait together.



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

Prices in CHF, excl. VAT.



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 will be linked to related technical articles and your content will be included in Vogel's 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**

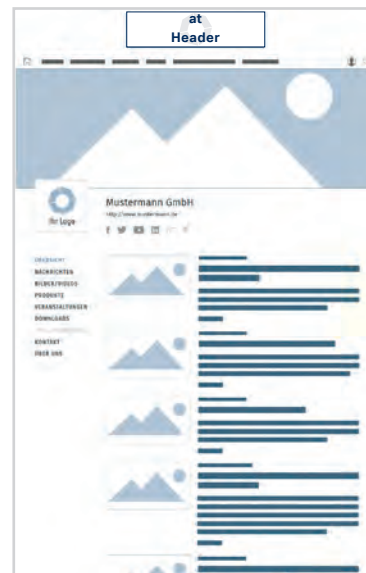
You can access values for ad impressions, clicks and CTR at any time to efficiently measure the success of your company profile.

Price per Year

Basic Price Premium 895.00

Prices in CHF, excl. VAT

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



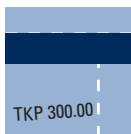
In the upper section, you present your company with your logo, background image, domain and social media contacts.

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.

Banner

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



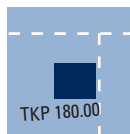
Billboard Ad

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



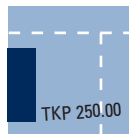
Brandgate

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



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



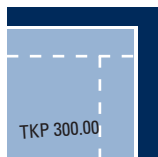
Skyscraper

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

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

Subscribers	5,000
Publishing Dates	at least once a week (Tuesday)
BILLBOARD	1,500.00 (630 x 250 px, max. 50 KB)
TEXT AD	950.00 (300 x 169 px, max. 50 KB)
XL Banner	950.00 (630 x 140 px, max. 50 KB)

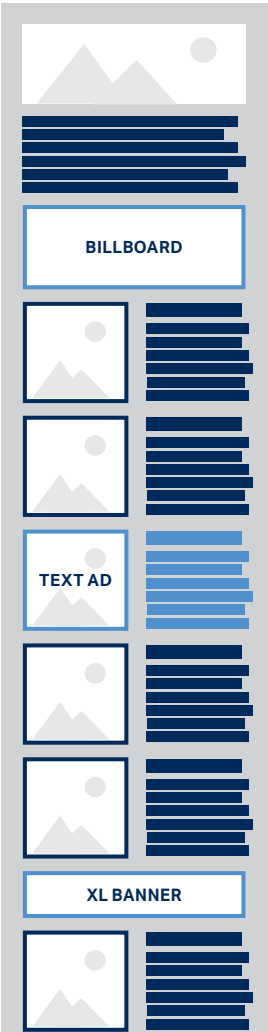
Special Newsletter

Trade Fair Newsletter		
Mailing date	Editorial deadline	Subject
24.02.2025	10.02.2025	Embedded World: 11.–13.03.2025 (D)
24.03.2025	10.03.2025	Hannover Fair: 31.03.–04.04.2025 (D)
16.06.2025	02.06.2025	automatica: 24.–27.06.2025 (D)
25.08.2025	11.08.2025	Sindex: 02.–04.09.2025 (Bern)
17.11.2025	03.11.2025	SPS: 25.–27.11.2025 (D)

Sector Newsletter		
Mailing date	Editorial deadline	Subject
24.04.2025	10.04.2025	Measurement & Sensor Technology
22.05.2025	08.05.2025	Robotic
18.09.2025	04.09.2025	Digitalisation & AI
16.10.2025	02.10.2025	Battery Engineering & E-Mobility

Product Announcements:
Number of characters max.: 1,500
Number of images: 1
Price: 1,200.00

Technical Article:
Number of characters max.: 1,500–5,000
Number of images: 4–10
Price: 1,500.00



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

- Roof line:** 40 characters
- Heading:** 40 characters
- Continuous text:** 250 characters



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

Prices in CHF, excl. VAT

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.

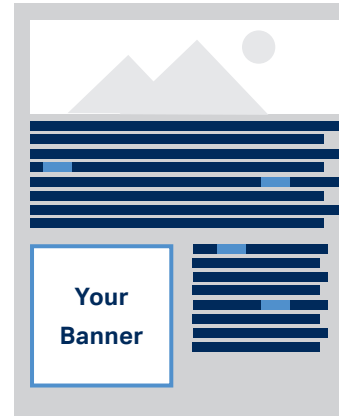
Your Benefit

- 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	400.00	Scroll Ad.....	400.00
Content Ad	200.00	Skyscraper.....	200.00
Video Ad XL	290.00	Halfpage.....	290.00
Wallpaper.....	345.00	Leaderboard....	200.00

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 TKP 175.00

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

You can find the technical specifications here:
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 These same users will now see your banners in the themed channel you have booked, in their Facebook timeline and on partner sites in the Google Display Network. This is an efficient way to reach your target audience.

Standalone Mailing

Profit from maximum exclusivity through a Standalone 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

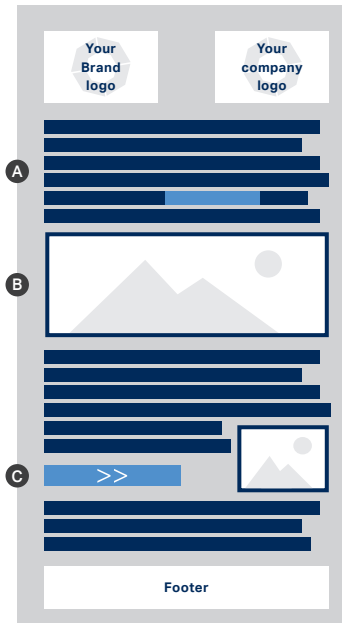
- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

Price per Transmission

5,000 recipients 3,900.00

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

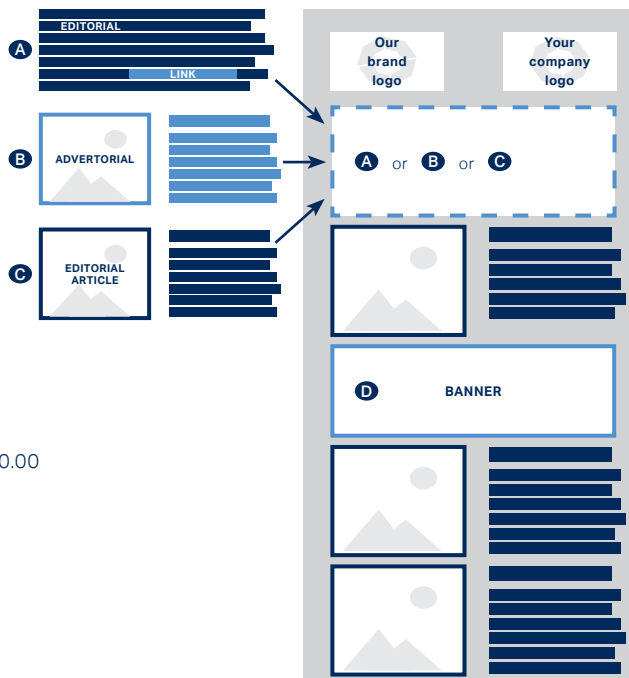


Native Special Newsletter

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



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

* can be chosen freely

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

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/>



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

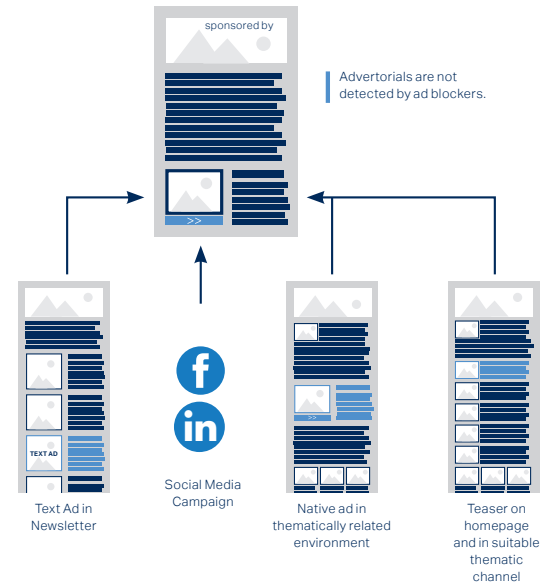
Price per Campaign

Term of 3 months 4,900.00

*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:
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

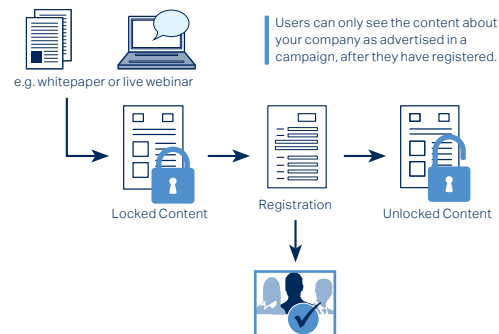
You will receive the business card data of new contacts, which show initial interest in your offer.

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 D-A-CH	8,000.00
Lead Campaign with Live Webinar	 9,000.00
Lead Campaign with web conference	 5,500.00
Lead Campaign with Dossier-Sponsoring 75	 4,500.00
Lead Campaign with Dossier-Sponsoring 120	 6,000.00
Lead Solution	 from 10,000.00

Prices in CHF, excl. VAT

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



Partner Zone

The exclusive Partner Zone forms the centre of your campaign, accompanied by an individual outreach campaign.

Your Benefits

- 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

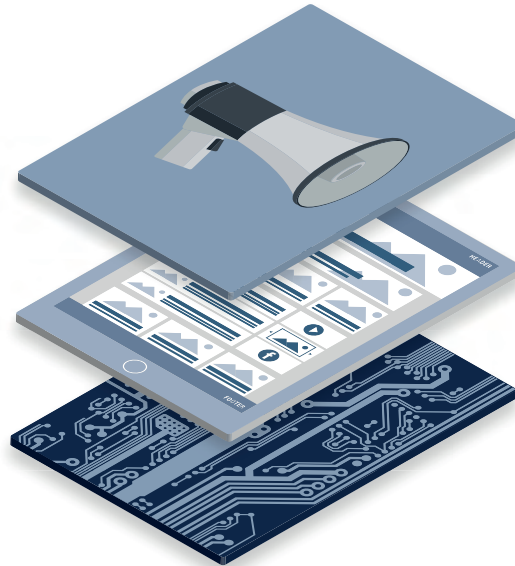
Price per Campaign

Premium Partner Zone

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

Prices in CHF, excl. VAT

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



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 Partner Zone

Event



at-Technologietag Automation

Drives – controls – sensors – vision – electronics – software – measurement technology – engineering

The „at-Technologietag Automation“ is an important industry meeting point for industrial automation and digitalization in Switzerland and covers the entire value chain of automation in the industrial environment.

With specialist lectures and on an exhibition area, specialists will present their solutions, innovations and latest technological developments as well as best practice examples and use cases. All areas of automation for mechanical engineering and electrical engineering are covered: drives, controls, measurement technology, vision systems, sensors, power electronics, software.

Date: Thursday, 30th October 2025

Participant: around 100 participants

Target audience: Developers, designers, automation specialists,
Engineers, managing directors

Further information: at-technologietag.ch



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Testimonial

“For us at Sigmatek, at – aktuelle technik is the ideal medium for presenting our automation solutions and services in Switzerland with product presentations and technical reports. The fact that at – aktuelle technik has a strong presence both in print and on online channels helps to significantly increase our level of recognition.”



Beat Meili
Managing Director & Sales Vorarlberg,
SIGMATEK Schweiz AG



“For us as a broadline distributor, at – aktuelle technik offers an important platform to present ourselves as a solution provider, to communicate our expertise to a broad readership and to present ourselves as a brand on the market. We greatly appreciate the co-operation with the team of at – aktuelle technik.”

Giovanni Grazioso
Country Manager **Switzerland**
Rutronik Elektronische Bauelemente AG

“I want to thank the at – aktuelle technik team for the fast and uncomplicated cooperation. We have received an interesting and specific enquiry from a major industry supplier for an online publication in at – aktuelle technik. It is interesting to note that a German company found what it was looking for in a Swiss magazine. Perfect.”



Markus Bicker
Managing Director
Bicker Elektronik GmbH