

MEDIA INFORMATION 2017

ident

The Leading User Magazine for Automatic Data Capture and Identification



We connect the industry!

Practice-conform information for more than 20 years

Technologies like RFID, NFC, RTLS, labeling, sensor systems, part marking, logistic software, order picking and barcodes, with all their different technological designs and application fields, have developed rapidly over the past years. They are the basis for efficient processes and enable the application of economic and powerful information systems.

ident has been contributing to this sector for many years in order to inform the readers and future applicants in an intelligible, practical and intersectoral way about the entire spectrum of the AIDC industry.

For further information, *ident* provides an internet portal at www.ident.de, *ident* MARKET – The Provider Directory, the list of producers, resellers and system integrators.

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1 ident in brief:

ident – The leading user magazine for automatic data capture and identification. The magazin provides intersectoral and practical oriented information, user reports, product introductions and actual news covering technologies like RFID, NFC, RTLS, Identification, Mobile IT, Print & Apply, Sensor Systems, Logistic Software and Barcode. Accompanying to these subject areas **ident** supplies an internet portal on www.ident.de – the **ident** AIDC market – the list of producers, resellers and system integrators.

2 Organ:

AIM-D e.V.
Deutschland – Österreich – Schweiz

3 Issuer:

Ident Verlag & Service GmbH

4 Editor-in-chief:

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6 Year:

22. Volume 2017

7 publication structure:

7 Magazines, 1 Annual and Specials

8 Publisher:

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13 Internet:

www.ident.de

14 Subscription price:

Annual subscription € 70 + shipping costs
Single issue € 12 + shipping costs

15 Circulation analysis:

Copies per issue on annual average
(01. July 2015 – 30. June 2016)

Circulation:	12,000		
Effective distributed circulation):	11,600		
Sold circulation:	1,187	Subscriptions:	709
		Member copies:	130
		Retail copies:	348
Reader copies:	10,413		
Leftover, archive and voucher copies	400		

Issue/ Date of publication	Print document deadline	Print document deadline	Editorial deadline	Application area	Technology focus	Trade Fairs, Congresses & Events
Annual 2017 20. February	30. January	26. January	13. January	ident Annual Enterprises of the AIDC branch present themselves and the spectrum of their services.	Company Presentations Technical Reports AIM Member List Standards	Overview Dates and Events
1 / 2017 06. February	23. January	19. January	13. January	Logistic & Trade LogiMAT Trade Fair Special Logistic Software	Voice Technology Barcodes RFID Systems	EuroShop (05.03.-09.03.) LogiMAT (14.03.-16.03.) CeBIT (20.03.-24.03.)
2 / 2017 13. March	27. February	23. February	17. February	Industry 4.0 & Packaging Process Optimization Distribution	Printed Electronics Location Systems Product Protection	LOPE-C (29.03.-30.03.) HMI (24.04.-28.04.) interpack (04.05.-10.05.)
3 / 2017 24. April	10. April	06. April	31. March	Logistic & Mobile IT Transportation Automotive	Textile Labelling RFID Transponder Printer Technology	Transport Logistic (09.05.-11.05.) Control (09.05.-12.05.) Sensor+Test (30.05.-01.06.)
4 / 2017 05. June	22. May	18. May	12. May	RFID & NFC Information Systems Tracing & Tracing	Access Control Part Marking Smart Cards	all about automation Essen (21.06.-22.06.) SicherheitsExpo (05.07.-06.07.)
PRODUKTE 03. July	19. June	15. June	09. June	ident PRODUKTE Products and solutions: Barcode, Printer, 2D-Codes, NFC, BLE, Mobile IT, RFID, Labeling, Sensor Systems and Logistic Software.	System Integrator Producer End-user Reseller	
5 / 2017 04. September	21. August	17. August	11. August	Labeling & Identification Mobile Computing Warehouse Logistic	Security Systems Print & Apply RTLS	Labelexpo Europe (25.09.-28.09.) it-sa (10.10.-12.10.) Dt. Logistik-Kongress (25.10.-27.10.)
6 / 2017 09. October	25. September	21. September	15. September	Automation & Sensor Systems Optical Identification System Integration	NFC Technology POS Systems 2D Codes	Medica (13.11.-16.11.) Productronica (08.11.-13.11.) SPS/IPC/DRIVES (28.11.-30.11.)
7 / 2017 13. November	30. October	26. October	20. October	Auto-ID Innovations 2017 Warehouse Management Trade Logistic	Barcode Printers RFID Reader Scanner	

* Themes and dates are subject to change

Advertising prices and formats:

→ Please add **3 mm bleed** to the cut format on each sides of the advertisement.

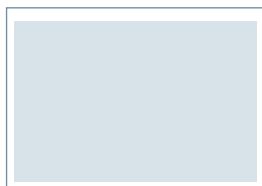
Format	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
1/1 page	186 x 265mm	210 x 297mm	4,400 €
1/2 page	91 x 265mm 186 x 132mm	100 x 297mm 210 x 144mm	2,450 €
1/3 page	60 x 265mm 186 x 88mm	71 x 297mm 210 x 98mm	1,800 €
1/4 page	47 x 265mm 186 x 66mm 93 x 132mm	55 x 297mm 210 x 79mm –	1,400 €
1/6 page	60 x 131mm 186 x 44mm	– –	1,150 €
1/8 page	44 x 131mm 93 x 66mm 186 x 33mm	– – –	1,000 €
Formats on double pages	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
2/1 page	396 x 265mm	420 x 297mm	7,700 €
Special formats	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
Cover page + best practice story or advertorial	216 x 186mm 186 x 128mm	– –	5,800 €

All prices plus VAT.

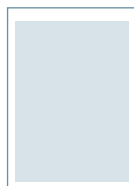
Ads in type area (Width x Height):



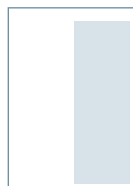
Title page
213 x 186mm



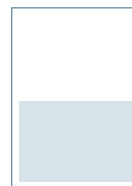
2/1 page
396 x 265mm



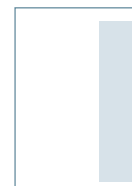
1/1 page
186 x 265mm



1/2 page
91 x 265mm



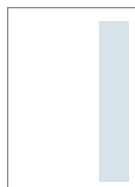
1/2 page
186 x 132mm



1/3 page
60 x 265mm



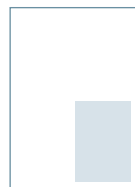
1/3 page
186 x 88mm



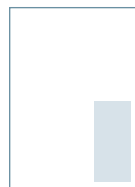
1/4 page
47 x 265mm



1/4 page
186 x 66mm



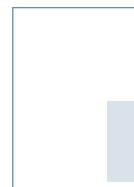
1/4 page
93 x 132mm



1/6 page
60 x 131mm



1/6 page
186 x 44mm



1/8 page
44 x 131mm

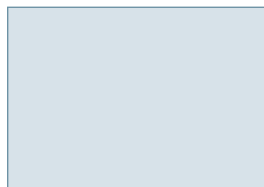


1/8 page
93 x 66mm

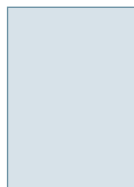


1/8 page
186 x 33mm

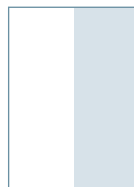
Bleeded Ads (Width x Height): → Please add **3 mm bleed** to the cut format on each sides of the advertisement.



2/1 page
420 x 297mm



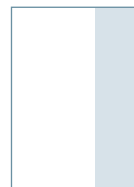
1/1 page
210 x 297mm



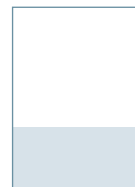
1/2 page
100 x 297mm



1/2 page
210 x 144mm



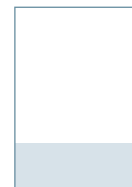
1/3 page
71 x 297mm



1/3 page
210 x 98mm



1/4 page
55 x 297mm



1/4 page
210 x 79mm

1 Prices/special formats/Surcharges for preferential placement:

Fold-out cover 2 Pages	5,900 €
3 Pages	6,700 €
Banderole	4,200 €
Inside front cover 4C	4,800 €
Inside back cover 4C	4,800 €
Back cover 4C	5,300 €

2 Colour surcharges: Special colours, per colour (HKS, Pantone) 1,200 €

3 Prices for vacancy advertisements and other classified ads:

Situations offered per mm (1 column, 42 mm wide)	3 €
Situations wanted per mm (1 column, 42 mm wide)	2 €
Code charge	15 €

4 supplements:

two-page	3,500 €
four-page	6,300 €

Folding supplement 10% Surcharge. Supplements to be delivered in magazine format plus 3 mm bleed to the cut format, uncut, plano, preview sample required. Number of supplements to be supplied (incl. surcharge) and delivery deadline available on request. Info on minimum / maximum supplement weight available on request.

5 Inserts: Max size 205 mm x 285 mm (< DIN A4) up to 25 gr. per thou. 250 €
Number of supplements to be supplied and deadline available on request. Partial binding available on request. Info on maximum insert weight available on request. Preview sample required.

6 Postcards: Machine glueing per thou. 60 €

7 Discounts for repeated advertising over calendar year:

No. of occasions:	Amount:
2 appearances 3%	2 Pages 5%
4 appearances 5%	4 Pages 10%
6 appearances 10%	6 Pages 15%
8 appearances 15%	8 Pages 20%

8 Specifications for advertisements sent digitally:

File format: EPS
standard Adobe structure; fonts and high-definition graphics data
File format: PDF
standard Adobe PDF/X-3 Norm (ISO 15930-3); fonts and high-definition graphics data
File format: TIFF
Line-art: definition: min. 700 dpi; Half-tone, colour: definition 300 dpi

9 Postal address for supplements, inserts and postcards:

Service Gesellschaft mbH
Am Industriehof 7-9
60487 Frankfurt
Germany

10 Design/Layout/Production:

RAUM X Agentur für kreative Medien · Ristea, Ristea-Makdisi GbR
Tel.: +49 231 84796035 · www.raum-x.de · E-Mail: mail@raum-x.de

Discounts do not apply to inserts, supplements, postal charges, special colours and additional technical costs. All prices plus VAT.

ident ANNUAL

The *ident* ANNUAL is the supplier list of Auto-ID companies and presents their range of services, for example Barcode, Printer, Mobile IT, RFID, NFC, Labeling, Sensor Technology and Logistics Software. It connects decision makers for projects with suppliers, producers and cooperation partners from the fields of hardware, software and system integration. The *ident* editorial and recognized authors from the industry make the preparation of the technical contributions. The *ident* ANNUAL is aimed at producers, system integrators, resellers and end users of AIDC technologies in all fields of industry, trade and service companies.

Content of the Annual

- Barcode, RFID & Mobile IT
- Logistics Software & WMS
- Industry 4.0 & Sensors
- Labelling & Printing
- Auto-ID Competence Matrix
- Professional Articles & AIM-D e.V.

The Processing

Binding: Stable adhesive bond

Format: DIN A4

Extent: 140 pages

Adverting deadline: 26. January 2017

Print documents deadline: 30. January 2017

Release Date: February 2017

Frequency: Annually



The Circulation / Distribution

Total circulation: 16,000 copies
Shipping Circulation 12,000 copies
90% Germany
10% Austria and Switzerland

Another 3,000 copies are distributed at all relevant trade fairs, congresses and trade events such as LogiMAT, FachPack, Lope-C, EHI Card Congress, security, SPS, and BVL transport logistic, all about automation, BVL Logistics Congress. 1,000 copies served as references, retail sale and archive.

Your Presentation on the Internet

The complete *ident* ANNUAL containing your company profile is made available on the highly popular *ident* website (www.ident.de) for all visitors to download free of charge.

1/1 PAGE COMPANY PRESENTATION

- Company logo
- 3,000 characters w/o blanks
- 1-3 images (JPG/TIF/PDF at least 300 dpi)
- Your company's contact
- Layout included, 4 colors

1/1 Page

2,950 €

2/1 PAGE COMPANY PRESENTATION:

- Company logo
- 6,000 characters w/o blanks
- 2-6 images (JPG/TIF/PDF at least 300 dpi)
- Your company's contact data and persons
- Layout included, 4 colors

2/1 Page

3,950 €

All prices plus VAT.

ident PRODUCTS

We present selected products and solutions from the sectors barcode, 2D codes, mobile IT, NFC, RFID, identification systems, print & apply, sensor systems, wireless data, system integration and Logistic Software. We give Auto-ID products of all kinds, Hardware, Software, System integration or consulting services a focus for potential customers. The high acceptance and the growing coverage of the special issue **ident** PRODUKTE prove the relevance of the guide to products through the Auto-ID business activities.

Target Group

ident PRODUCTS is aimed towards producers, system integrators, retailers and end users of AIDC technologies in all industry, retail and service sectors. Readers from different businesses get information about solutions and business activities directly from the suppliers. **ident** PRODUCTS gives you the opportunity to inform existing and potential customers directly of products and solutions from your company.

Circulation

Total circulation 14,000 copies
Shipped circulation 10,500 copies
90 % Germany
10 % Austria/Switzerland

3,000 copies are distributed at industry fairs conventions and conferences.
500 copies are reserved for specimen copies, individual sales and archiving.

The Processing

- ➔ Stable binding
- ➔ High quality of paper
- ➔ Format: DIN A5
- ➔ Date of publication: July 2017
- ➔ Frequency of publication: yearly

Additional Features

- ➔ Well arranged Layout: One product per page
- ➔ Presentation by categories
- ➔ Competence Matrix

CATEGORY 1:
Readers (Barcode & RFID), Terminals,
NFC, BLE, Sensor Systems, Voice Picking

CATEGORY 2:
Print & Apply, Labeling, Transponder, Labels

Category 3:
Software, Consulting, RTLS,
System Integration

FOR 1/1 PAGE PRODUCT PRESENTATION

- ➔ Compnay Logo
- ➔ 1,500 characters w/o blanks
- ➔ 1-2 images (JPG/TIF/PDF at least 300 dpi)
- ➔ Your contact data
- ➔ Layout included, 4 colors

1/1 Page 990 €

Every further page 490 €

All prices plus VAT.



ident OFFPRINT

Use technical contributions as advertisement

Offprints can be used to accompany existing brochures or can replace them. Adding editorial content to your advertisement media transfers independent and objective information about your products and -solutions. Because the reports are already edited they can be produced quick and easily as offprints.

Use best practice stories published by *ident* for acquisition, mailing or direct distribution to existing and potential customers on fairs, congresses or in personal appointments. The offprints consist of the existing best practice stories published by *ident* with explicit reference and added information from your company


We offer high quality offset printing from 2 pages to 8 pages with saddle stitch, reproducing reports of every volume. In addition to the print version on high quality art paper you receive an optimized screen PDF for use in the internet.

Offprint

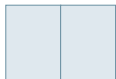
- ➔ Reproduction of your best practice stories
- ➔ Customizing of the contribution
- ➔ Photos, illustrations and graphics
- ➔ Layout included
- ➔ Your logo on the title page
- ➔ Contact information of your company
- ➔ High quality paper
- ➔ PDF, optimized for the screen additionally



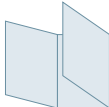
2 pages DIN A4

	Print run	Price
 Both sides 4 colour	2,000	1,370 €
	4,000	1,570 €
	9,000	1,970 €


4 pages DIN A4

	Print run	Price
 Persistent 4 colour, 1 fold	2,000	1,560 €
	4,000	1,860 €
	9,000	2,360 €

6 pages DIN A4

	Print run	Price
 Persistent 4 colour, letterfold	2,000	1,850 €
	4,000	2,250 €
	9,000	2,850 €

8 pages DIN A4

	Print run	Price
 Persistent 4 colour, saddle stitch	2,000	2,240 €
	4,000	2,740 €
	9,000	3,440 €

All prices plus VAT.

ident MARKET – THE PROVIDER DIRECTORY

STANDARD

- Listing your business in one category of your choice from the COMPETENCE MATRIX
- Publication in the **ident** MARKET the print edition (40 mm height) and online in the **ident** Provider Directory www.ident.de/anbieterverzeichnis.
- Presentation of the contact information, logo and a short company profile (maximum 400 words) in the online **ident** Provider Directory
- The price for the STANDARD company entry in **ident** MARKET - The Provider Directory **for one year is 980 €**

PRINT



ONLINE

PREMIUM

- Listing your business in one category of your choice from the COMPETENCE MATRIX
- Publication in the **ident** MARKET the print edition (60 mm height) and online in the **ident** Provider Directory www.ident.de/anbieterverzeichnis.
- Presentation of the contact information, logo and a short company profile (maximum 600 words) in the online **ident** Provider Directory
- With PREMIUM status we publish online more information about your company (up to 4 PDF-files, such as flyers, catalogs and brochures) and your company receives a priority placement in the listing of companies in the online **ident** Provider Directory
- The price for the PREMIUM company entry in **ident** MARKET - The Provider Directory **for one year is 1,250 €**



- With the second STANDARD company entry you will automatically receive the PREMIUM status
- Each additional company entry in a category of your choice from the COMPETENCE MATRIX in the **ident** MARKET print edition (similar to the selected height of the first entry) and in the online **ident** Provider Directory **for one year is 490 €**



Basicly: Invoices are for one year in advance. All entries have an initial term of one year and will be extended automatically if no notice is given 14 days prior to expiration of the term. All Prices plus VAT.

ident ONLINE ADVERTISING

By combination of print and internet we offer you a cross media presentation in our publications to establish direct contacts. The internet portal www.ident.de is visited more than 80,000 times per year and generates more than 360,000 page impressions per year. Our readers can profit from current news, product information, dates and schedules, the magazine archive, the online supplier directory and much more. The current issue of *ident* and our annual are ready for download as PDF completely free of charge.

Top Promotion

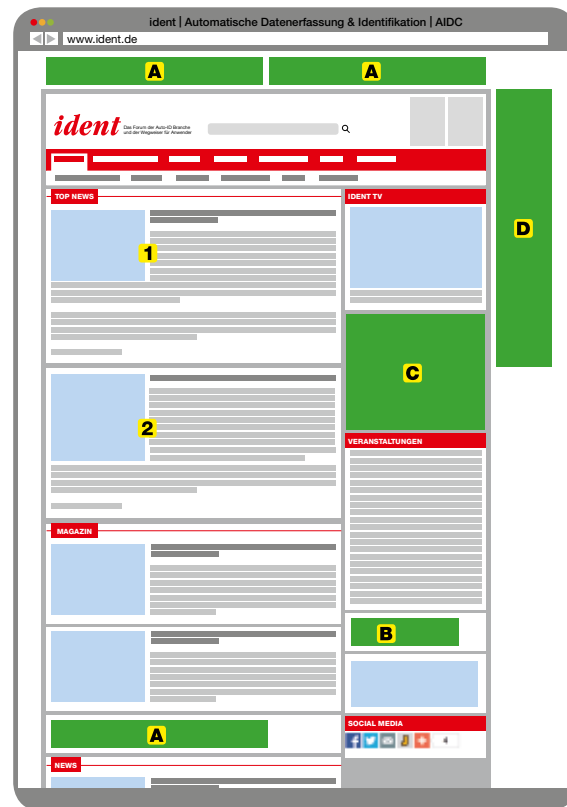
Presentation of a success story or a product information including graphics or pictures on the *ident* website. If a paid company entry exists in the *ident* MARKET – The Provider Directory, the Top Promotion is linked to the online company profile automatically.

- 1** Top Advertorial for 950 € per month
- 2** Top Product for 670 € per month

Banner Advertisement

The banner advertisement is presented cyclically on the start page and on most of the follow-up pages of www.ident.de. File format: GIF, animated GIF. Maximum file size: 50 KB.

- A** Fullsize Banner (468 x 60 Pixel) for 730 € per month
- B** Halfsize Banner (234 x 60 Pixel) for 440 € per month
- C** Medium Rectangle (300 x 250 Pixel) for 770 € per month
- D** Skyscraper (120 x 600 Pixel) for 980 € per month



All prices plus VAT.

ident INDEX OF ADVERTISERS

3M	Datalogic	IEE	Novexx	Soredi touch systems
Aberle	Datamax O'Neil	Ingram Micro Distribution	Opticon	SpanSet
ACD Elektronik	Deister Electronic	Isafe	Panasonic	SSI Schäfer
AIM-D	Dematic	Janam	Panmobil	Stielow
aitronic	Denso	Kathrein	Paul Leibinger	Systemprint
Balluff	Dlog	Knapp	PAV	Taufenbach
Baltech	Domino	Leuze Electronic	PDS	The Tag Factory
beic ident	Dynamic Systems	4logistik	Pepperl + Fuchs	Top Senso
B-Id	Ehrhard und Partner	LogiMAT	Plöckl	Topsystem
Bison	Elatec	Logopak	Prologis	Toshiba TEC
Bixelon	Ecom	M2M	ProLogistik	Trimble
Bizerba	Euroexpo	Mecomo	RAKO	TSC Auto ID Technology EMEA
BlueStar	eyepc	Meshed System	REA Elektronik	Turck
Bluhm Systeme	Feig Electronic	Messe Frankfurt	Robos	ubigrade
Brady	FIS Organisation	Messe Nürnberg	Sato	unitech
Bressner technology	Fleischhauer	Mediaform	Scandit	Valentin
Brother	GERA-IDENT	METRIC mobility solutions	ScanSource Europe	Viastore
BSR	Godex Europe	Microplex	Schneider-Kennzeichnung	Vitronic
CAB	GS1 Germany	Microscan	Schreiner Logidata	Vocollect
Carema	Hand Held	Microsensys	SEEBURGER	Weilandt
Casio	Harting	MMS	Sensopart	Winckel
centiveo	HID	Mobile Mark	SIC Marking	witte plusprint
CipherLab EMEA	Honeywell	movis	SICK	Wyrwal Ident
Citizen	ICS Identcode	Münchener Magnet	Siemens	Zebra
Cognex	Identec Solutions	Murata	SMARTRAC Technology	Zeno Track
Contrinex	IDENTPRO	Newland	Smart-tec	
Dalektron	IDTRONIC	Nordic ID	Solcon	



ident

target group-oriented
practical content
high circulation
crossmedia

**We connect
the industry**

target group orientated

Because of high acceptance of users from all relevant business fields, *ident* is the definite source of information for decision makers in your target group.

practical content

With intersectoral, practical orientated reports, product presentations and latest news *ident* brings information about technologies like RFID, NFC, Mobile IT, Sensory Technology, System Integration, Logistic Software, Print & Apply and the barcode.

high circulation

Seven print issues, the *ident* annual and special editions surpasses a total printed circulation of more than 110,000 copies and establishes more than 440,000 contacts. The internet portal www.ident.de is visited more than 80,000 times per year and generates more than 360,000 page impressions per year.

crossmedia

By combination of print and internet we offer you a cross media presentation in our publications to establish direct contacts.

ident – For more than 21 years forum for the AIDC branch and guide for users.

www.ident.de