

FACTORY

THE KNOWLEDGE ABOUT TECHNOLOGY.

www.factorynet.at

media
planner
2022

FACTORY

THE KNOWLEDGE ABOUT TECHNOLOGY



WEKA
INDUSTRIE
MEDIEN

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5737 8700, BIC GIBAATWWXXX

FACTORY

is the journal for the producing industry. We provide managers with vital technical information for production and manufacturing. We understand decision-makers and offer you a comprehensive insight into technology, industries, trends and engineering.

TECHNOPHILE: The journal for operative executives.

CIRCULATION: 12,100 copies 10 times per year

AUDIENCE:

Print Audience

12.100 decision-makers operating within the producing industry receive our print issue monthly.

Online Community

35,000 accesses/month on factorynet.at

7,500 newsletter subscribers

8,000 followers on social media

Benefit: 68 % read 1/4 and more of each issue

PUBLISHED SINCE: 2002

CONTACT



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Media Consultant
Phone +43 (0)1-97000-427
martin.mock@factorynet.at



Dear advertisers,

Decision-makers of the Austrian manufacturing industry do not shy away from progress and we provide the accurate and necessary information. In addition to classic technical topics, digitization and Industry 4.0 move our readers. They read FACTORY to be sure to not miss any details about recent developments within the sector, about you, the manufactures and suppliers. Whether in our print editions or via our online channels: With journalistic diligence and enthusiasm for technology we are a driving force and reliable source of information!

We are looking forward to working with you!
Cornelia Groiss



Cornelia Groiss
Editor-in-chief
Phone +43 (0)1-97000-416
cornelia.groiss@industriemedien.at

OUR READERS & MAGAZINE SHIPMENT

THE COMPREHENSIVE OVERVIEW
OF PRODUCTION PROCESSES

Male
72 %
GENDER
Female
28 %

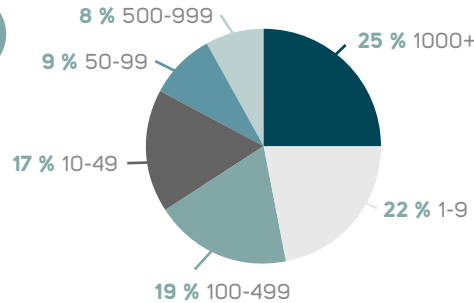
POSITION

EMPLOYEE -----> 45 %
MIDDLE MANAGEMENT -----> 31 %
CEO, BOARD MEMBER -----> 24 %

GEOGRAPHICAL DISTRIBUTION

24 % VIENNA **23 %** UPPER AUSTRIA
17 % LOWER AUSTRIA **11 %** STYRIA
10 % GERMANY **6 %** TYROL **6 %** SALZBURG
6 % VORARLBERG **5 %** CARINTHIA
2 % BURGENLAND **1,5 %** SWITZERLAND

NUMBER OF EMPLOYEES



AREA OF RESPONSIBILITY

16 % › MANAGEMENT
14 % › PRODUCTION
12 % › SALES
11 % › RESEARCH & DEVELOPMENT
9 % › ENGINEERING
9 % › MAINTENANCE
8 % › OTHER
7 % › IT & TELECOMMUNICATIONS
5 % › MARKETING
5 % › SUPPLY CHAIN / LOGISTICS
4 % › PURCHASING

TOP-SECTORS

› MACHINERY AND PLANT ENGINEERING › METAL PRODUCTION AND PROCESSING › AUTOMATION
› INDUSTRY-RELATED SERVICES › ELECTRONICS INDUSTRY › AUTOMOTIVE AND AUTOMOTIVE SUPPLY INDUSTRY

FACTORY

12.100 CIRCULATION

PUBLISHED
10 TIMES/YEAR

THEMATIC AREAS FACTORY

- › BRILLIANT MINDS & CONCEPTS MANUFACTURING & PRODUCTION
- › FERTIGUNG & PRODUKTION
- › IT & AUTOMATION
- › WAREHOUSE & LOGISTICS
- › START-IT-UP

35.000
ACCESSES/MONTH

factorynet.at

23.800
DESKTOP

8.400
MOBILE

2.800
TABLET

8.000
SOCIAL MEDIA



7.500
NEWSLETTER
RECIPIENT

INDUSTRIE
4.0

WEEKLY
NEWS

NICHE
CHAMPIONS

This is how your message reaches
decision-makers in the industry. By
being a media partner you profit
thematically and content-related!

Our thematic areas

MAIN TOPIC FACTORY		FOCUS TOPIC
02 FEBRUARY	AD: 26. 01. PD: 09. 02.	Autonomous mobile robots-systems (AMR), smooth operation: this is what you have to keep in mind during the SPS programming during the connection of sensores, actuators and drive units. Developments in machine assembly for clamping and set-up Exhibition preview: LogiMAT, all about automation friedrichshafen, METAV
03 MARCH	AD: 23. 02. PD: 09. 03.	Cyber-physical systems: Solutions for the IT/OT connectivity ICT: Information and communication technology Embedded systems and cloud computing
04 APRIL	AD: 23. 03. PD: 06. 04.	Which IT-infrastructure is necessary for manufacturing in the future Connection technology: New cable and plug-in connections M2M Communication: What IoT and 5G in production are all about Exhibition preview: Hannover Messe, Instandhaltungstage
05 MAY	AD: 20. 04. PD: 04. 05.	Laser technology: Measure, cutting, welding, marking Quality control: New methods for the quality assessment Surface treatment: Opportunities for workpiece optimisation Exhibition preview: Control, Intertool, Sensor + Test
06 JUNE	AD: 18. 05. PD: 01. 06.	EHS – Environment, Health and Safety Gear: Opportunities and challenges Machine and plant safety: Which solutions score with which features Exhibition preview: automatica, analytics, O&S, Lasys, Servparc
7/8 JULY/AUG.	AD: 23. 06. PD: 06. 07.	HMI: New developments in the human-machine interaction Maintenance products: Innovations for greasing, degreasing and sealing Developments regarding energy and battery cells Rolling bearings: Which providers score with which features
09 SEPTEMBER	AD: 17. 08. PD: 31. 08.	News from tool manufacturing and mould construction UMATI – universal machine tool interface and multiple machine operation Internal personnel development/ Education of specialists Exhibition preview: AMB
10 OCTOBER	AD: 21. 09. PD: 05. 10.	Component cleaning and surface treatment Separation technology: Different procedures in comparison Plastics industry: New material developments Exhibition preview: MOTEK, FAKUMA, Part2clean, Euroblech
11 NOVEMBER	AD: 19. 10. PD: 02. 11.	Switch cabinet construction: Components in the switch cabinet Alternative form of operation such as voice control, AR and VR Electric drive technology, motion control and control technology Exhibition preview: SPS, Formnext, electronica
12/1 DEC./JAN.	AD: 23. 11. PD: 07. 12.	Supply reliability with raw materials and energy Facility management: Innovation at manufacturing facilities Retrofit at machines and plant Remote production & dark factory

ONLINE TOPICS

Smart intralogistics solutions

SPS programming and industrial communication

Developments in the measurement technology

Data management systems and process diagnostics

Innovation in workpiece and die clamping, cutting tools

Developments in laser technology

Keep this in mind when it comes to greasing and cooling machines

AI applications

Manufacturing systems in additive manufacturing

Recent developments in regards to the material ceramics

FOCUS ONLINE

How do you benefit?

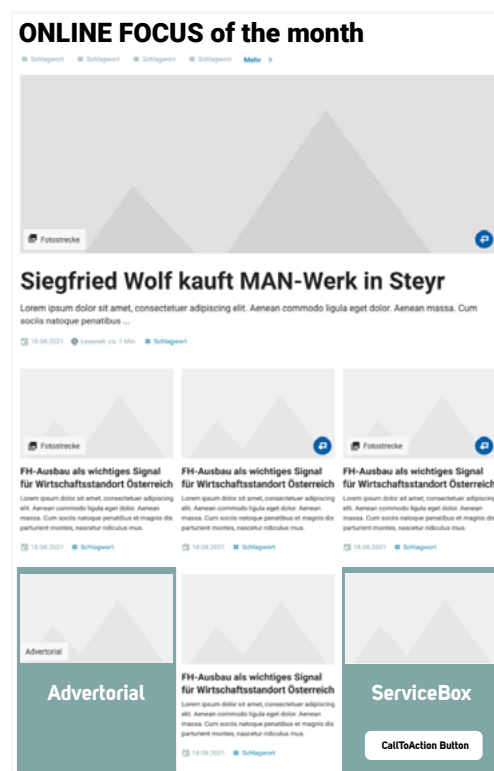
We support and drive digitalization of content: Every month an up-to-date focus topic offers 360-degree information about issues that move the sector.

Your advertisement is featured on its own topic-stage on our website. Thus the visibility of your product or content is guaranteed and you are present at your most important focal points.

Reports, interviews, specialist articles, commentaries, videos and product information comprehensively offer everything that experts and decision-makers need to know. Our newsletter summarizes the findings and delivers them combined to our readers.

Your benefit!

Your advertisement is being embedded in a topic exclusive online stage in this SEO-optimized environment. Therefore, the visibility of your advertising message within a suitable thematic focus is guaranteed.



Online Advertorial

Technical data:

200 visible characters*
(Headline, heading + text)
+ min. 1 picture in landscape (16:9)
+ Text to create an article

ServiceBox

Technical data:

+ 1 picture in landscape (16:9)
max. 150 characters (Heading + Teaser)
+ 1 image landscape format
+ CallToAction button (Link / URL)

As they complement each other, you can book them together to be the sole advertiser!

*The 200 characters refer to the visible text on the homepage. These are not identical to the first 200 characters of the advertorial text.

Prices & Formats – Print Issue

Valid from 1. 1. 2022

Cover



Format
185 x 253 mm
+ 2 Pages Story

€ 6,250.–

1/1



Type area
185 x 253 mm
Full bleed
210 x 280 mm¹⁾

€ 5,050.–

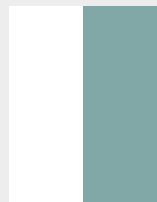
Junior



Type area
125 x 185 mm
Full bleed
140 x 210 mm¹⁾

€ 3,990.–

1/2 portrait



Type area
90 x 253 mm
Full bleed
104 x 280 mm¹⁾

€ 3,120.–

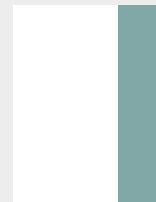
1/2 landscape



Type area
185 x 125 mm
Full bleed
210 x 140 mm¹⁾

€ 3,120.–

1/3 portrait



Type area
60 x 253 mm
Full bleed
74 x 280 mm¹⁾

€ 2,250.–

1/3 2 columns



Type area
121 x 125 mm

€ 2,250.–

1/3 landscape



Type area
185 x 80 mm
Full bleed
210 x 90 mm¹⁾

€ 2,250.–

1/4 portrait



Type area
90 x 125 mm

€ 1,790.–

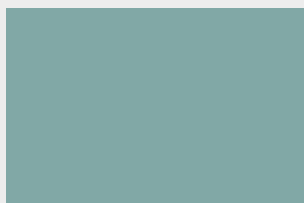
1/8 / Triangle



Type area
90 x 60 mm

€ 1,260.–

Case Study / User Report



2 pages article (approx. 6.500 characters)
Print publication
Editorial and graphic editing
Online publicationg

€ 5,050.–

Advertorials

1/1 Page
approx. 3000
characters
+ Images

1/2 Page
approx. 1500
characters
+ Images

1/3 Page:
approx. 1000 characters
+ Images

Supplements

per 1.000 copies

up to 10 g	€ 350.–
up to 20 g	€ 365.–
up to 30 g	€ 390.–
up to 40 g	€ 400.–

Circulation under 3.000 copies (+ flat rate)

up to 10 g	€ 0,36/Pieces	+ € 400.–
up to 20 g	€ 0,38/Pieces	+ € 400.–
up to 30 g	€ 0,40/Pieces	+ € 400.–
up to 40 g	€ 0,42/Pieces	+ € 400.–

Attachment

per 1.000 Stück

up to 10 g	€ 400.–
up to 20 g	€ 490.–
up to 30 g	€ 580.–
up to 40 g	€ 660.–

Placement U2 or U4: Surcharge +15%

All formats: width x height

¹⁾ **Full bleed Formats** require a bleed of 3 mm on all sides.

Processable file types: Adobe InDesign, Adobe Photoshop, printable PDFs.

E-Mail: anzeigen@industriemedien.at

Prices und formats factorynet.at

Display Ads

This way you are visible for your target group on our platforms.



1) IAB Billboard

Price:

€ 320,- CPM

Format:

970 x 250 px

monthly

€ 1.990,-

2) Wallpaper

Price: € 360,- per month

Formats: Leaderboard
+ Wide Skyscraper

7) HalfPage Ad

Price:

€ 320,- CPM

Format:

300 x 600 px

monthly

€ 1.990,-

also **MOBILE!**

9) CMS Advertorial

see:

FOCUS ONLINE

3) IAB Wide Skyscraper

Price:

€ 260,- CPM

Format:

160 x 600 px

monthly

€ 1.610,-

4) Sidebar

Price:

€ 300,- CPM

Format:

dynamic, sticky

monthly

€ 1.890,-

also **MOBILE!**

8) IAB Medium Rectangle

Price:

€ 230,- CPM

Format:

300 x 250 px

monthly

€ 1.420,-

also **MOBILE!**

5) IAB Leaderboard

Price:

€ 270,- CPM

Format:

970 x 90 px

monthly

€ 1.660,-

6) Online-Advertorials

The ideal addition to your content marketing.

Homepage-Advertorial

Combination of an article, that will be on our website for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.

Requirements:

- + 1 picture in 16:9 ratio
- + Title: approx. 50 characters
- + Teaser text: 180 characters
- + URL or, if necessary, material for creating a subpage.

Price per week: € 1.800,-

* Banners are displayed in category B. This means, that they are always displayed in rotation with other category B banners, except when they are used for category A (= fixed agreed number of impressions).

Newsletter Products

Whether with advertorials or display-ads, with our newsletter your message reaches the mailboxes of your target group in a reliable and direct manner.

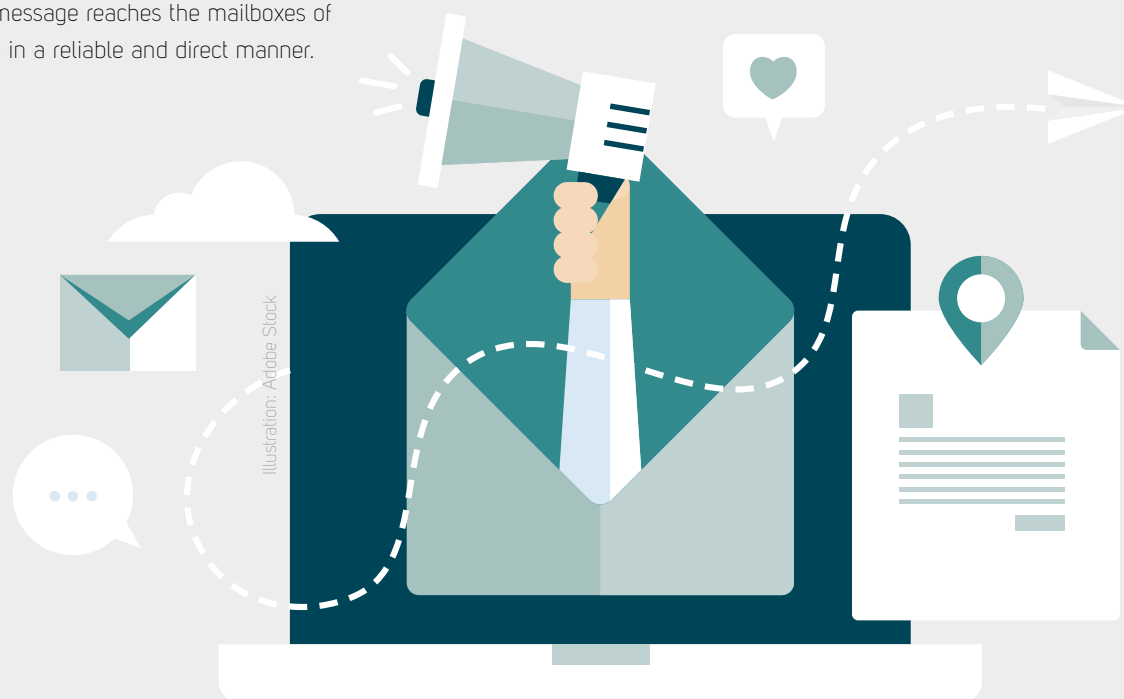


Illustration: Adobe Stock

1. Main Newsletter „Weekly Briefing“

Frequency: 1x per week on Wednesdays

Topics: Up-to-date news from and for the industry, manufacturing and production, IT and automation, Start-It-Up, warehouse and logistics, brilliant minds and concepts

Reach: approx. 5.300 subscribers

	Format	Price
1 IAB Medium Rectangle	300 x 250 px	€ 520.–
2 Business Link	300 Characters + 1 image*	€ 520.–
3 Video Preview	300 Characters	€ 520.–

2. Topic Newsletter

Topic: Industry 4.0/Niche champions

	Industry 4.0	Niche champions
Reach	2.181**	1.246**
Frequency	1x per month	2x a year
1 IAB Medium Rectangle	€ 450.–	€ 450.–
2 Business Link	€ 450.–	€ 450.–

* ideally landscape format or. 4:3 ** Stand 27.8.2021



Your Newsroom



RIPTAL GmbH

Kurzprofil:
Rittal ist ein weltweit führender Systemanbieter für Schaltschrank-, Stromverteilung-, Klimatisierung-, IT-Infrastruktur sowie Software & Service. Systemlösungen von Rittal kommen in allen Bereichen der Industrie, im Maschinen- und Anlagenbau sowie in der ITK-Branche zum Einsatz. Zum breiten Leistungsspektrum gehören dabei auch Konzeptsolungen für modulare und energieeffiziente Rechenzentren, vom vernetzten Sicherheitskonzept bis zur physikalischen Daten- und Systemicherung der IT-Infrastruktur. Der führende Softwareanbieter EPLAN sowie die Firma Klesing, Hersteller von Bearbeitungsmaschinen für den Schaltschrankbereich, ergänzen die Rittal Systemlösungen disziplinübergreifend.

News direkt aus dem Unternehmen

UNTERNEHMENS-REPORTING:
Die integrierte Werbefunktion am 16.10.2020 virtuell erleben!

RIPTAL:
Rittal Configuration System ausprobieren und 20 Euro kassieren!

RIPTAL:
Rittal auf der Web Summit: Von IT-Risk zu Edge-Advantage für die Industrielle Transformation

RIPTAL:
Rittal Configuration System ist eine neue Dimension der Schaltschrank-Konfiguration. Sie spart viel Zeit und bis 60.12.2020, 20 Euro noch dazu.

RIPTAL:
Ermöglicht präsentiert sich die Handover Messe in einem rein digitalen Format – und auch mit ihr Rittal als einer der ersten Premiumpartner der Digital Days am 14. und 15. Juli 2020. Der Systemanbieter stellt sein Leistungsspektrum und seine Neulieferungsbereiche über einen virtuellen Messestand sowie per Video-Präsentationen live aus dem

RITTAL GmbH | Newsrooms | Factory

factorynet.at

Rittal ist ein weltweit führender Systemanbieter für Schaltschrank-, Stromverteilung-, Klimatisierung-, IT-Infrastruktur sowie Software & Service. Systemlösungen von Rittal kommen in allen Bereichen der Industrie, im Maschinen- und Anlagenbau sowie in der ITK-Branche zum Einsatz. Zum breiten Leistungsspektrum gehören dabei auch Konzeptsolungen für modulare und energieeffiziente Rechenzentren, vom vernetzten Sicherheitskonzept bis zur physikalischen Daten- und Systemicherung der IT-Infrastruktur. Der führende Softwareanbieter EPLAN sowie die Firma Klesing, Hersteller von Bearbeitungsmaschinen für den Schaltschrankbereich, ergänzen die Rittal Systemlösungen disziplinübergreifend.

The newsroom is a regular embedding of your articles in our platform.

Give our readers an understanding of your content and ensure meaningful and constant presence.

YOUR NEWEST
ADDITIONS WILL BE
SHOWN HERE

In the Newsletter

Meldungen aus den Newsrooms

EPLAN Schulungen auch Online:
Schulungen und Kurse rund um Eplan Software gibt es bei der Eplan Training Academy

Viel Leistung auf kleinstem Raum:
Die meisten Anwender brauchen keine einzelnen Motoren, um ihre Antriebssysteme zu

Rangweite einfach so-fällig machen:
Die Kommunikationstaktung von Maschinen und Anlagen ist Grundvoraussetzung

On the
homepage

News direkt aus den Unternehmen

KÜHLER LACK
Warum Kältetechnik das Lackbild von LKWs verbessert

FAULHABER
Viel Leistung auf kleinstem Raum - Antriebssysteme weitergedacht

WEITERBILDUNG
Gibt es Eplan Schulungen auch Online? Ja klar!

TESTSPIEL
Rittal Configuration System ausprobieren und 20 Euro kassieren!

- Integration of your reports on our homepage
- Unlimited number of reports with images per year
- Long-term, SEO-relevant storage if prolonged

Total costs per year:
€ 6,980.–



Mehr Profit mit digitalen After Sales-Services | Dossiers | Factory
factorynet.at

Mehr Profit mit digitalen After Sales-Services.

DAS DOSSIER

A topic page sponsored by you!

Price:
on request!

WE MANAGE YOUR PAGE:

- Research
- Editing + SEO-optimisation of in total 12 articles
- 6 focusing on production
- 6 focusing on topics



FACTORY

Mehr Profit mit digitalen After Sales-Services

POWERED BY ToolSense

SPICHER VERNETZT
Industrie 4.0: Die Risiken der vernetzten Produktion

27.09.2020 11:40

AFTER SALES
Opa erobert das Industrial IoT

23.09.2020 13:21

Die digitale vernetzte Produktion fordert hohen technologischen Einsatz. Welches Risiko? Unternehmen auf dem Weg zur Smart Factory begegnen und warum sich der Weg zur Industrie 4.0 so schnell lohnt.

Der Alte hat und Jahrzehnten seinen festen Platz in der Produktion. Durch kein neues Equipment ist er, der Opa des Maschinenbaus, zu ersetzen. Doch was, wenn die vierte industrielle Revolution, 5G und Internet of Things in der Produktion Einzug haben? Kommt er dann auf die Gebrauchsmaschinenbühne?

The Whitepaper platform

With our whitepaper-service you can find out, who is interested in your technological developments.

Reach your target group of interested decision-makers and pay only for the selection of leads that are valuable and of interest to you.

BASIC PACKAGE

E-Mail-Adresse

(verified by Sending the download link)

Price: 30 Leads = € 1.500,-

The following information can be requested for a surcharge:

- personal information
- companyname
- location of the company
- information about the company
- employment details
- phonenumber



SEAL OF QUALITY

Get an editorial seal of approval by submitting your white paper to our FACTORY editorial review and can be optimized if necessary.

How to boost lead generation and significantly increase conversion!

Seal of quality without optimization:
€ 1500,-

Seal of quality with optimization
of content/page:
€ 450,-

Webcast / Webinar

A webinar that is hosted by and carried out together with FACTORY.

- In the base package as a 45 minute session
- ☐ + Q&A session with up to 100 participants,
- ☐ incl. personal landing page for the registration of participants

- Advertisement and invitation of potential participants through the medium
- Management of participants and presentation by the FACTORY editors
- Follow-up: Evaluation of participants

Price: € 3,700.-

Add-Ons:

Post-processing and lead generation via the whitepaper platform that offers subsequent access to the event.

Surcharge: **€ 1,290.-**

Top-up of the license for up to 500 participants: € 300.-

Film studio usage Surcharge: € 2,100.-

Additional adoptions on request

(i. e. Webinar series, digital studio, longer sessions, etc.)

Special advertisement formats



The connecting banderole

With the banderole across cover and U4 the reader can turn and rotate it and on both sides the reader holds your advertising message in hands.

Format open: 480 mm width x 100 mm height

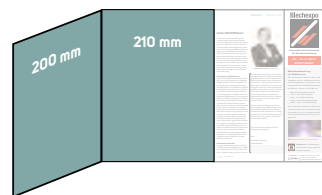
Price: On request



Tip-on card

Die Tip-on-Card ist ein interaktives Inserat: Überraschen Sie Ihre Zielgruppe mit origineller Gestaltung – sowohl der Karte als auch des Untergrunds. Die Tip-on-Card macht neugierig und sorgt für haptischen Kontakt.

Price: On request



Flap on the U2

3 full pages for your success. Select your best subject for the U2 and position yourself on an additional double page. We are also looking forward to supporting you in regards to layout and text if needed.

Format U2:
210 mm landscape x 280 mm portrait
Format open:
410 mm landscape x 280 mm portrait

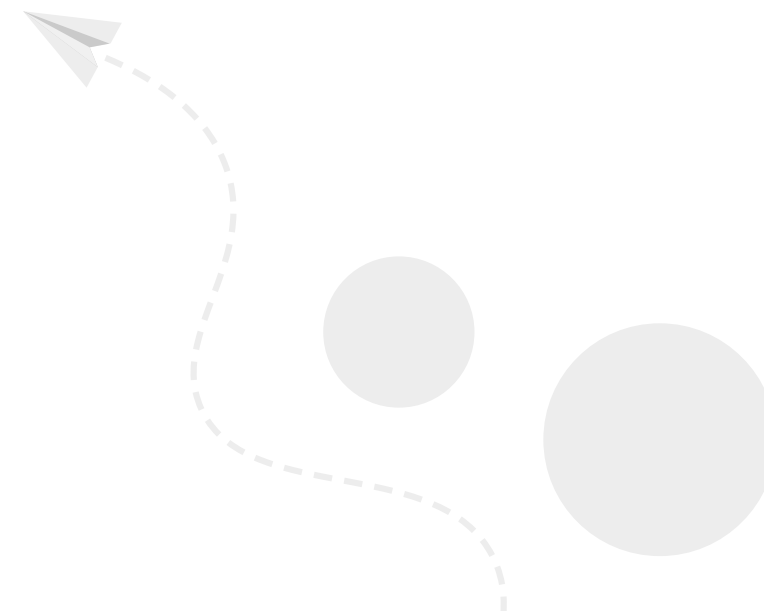
Price: On request



Greetings to your target group

For the shipment of Factory to our readers we produce an envelope with the dedication "personal" according to your wishes. They are printed single-faced in 4c and ready to be used for your advertising message.

Price: On request



Advertorial design

Prices for designing advertorials (excl. advertising space)

Format	1/1 Page	1/2 Page	1/3 or 1/4 Page
Characters incl. blank spaces	3.000–3.500	1.500–1.700	1/3 Page: 900–1.200 1/4 Page: 650–730
Design according to style sheet with provided text (small adaptations, cuts and editing are included).	€ 250.–	€ 190.–	€ 180.–
Development of an independent advertorial design	€ 450.–	€ 400.–	€ 350.–
Editorial creation of your text – inclusive briefing, research and final adjustments.	€ 500.–	€ 400.–	€ 360.–

Advertorials will be marked as "Advertorial" or "Paid for ad". The prices regarding the design process are non-discountable, non-provisionable fixed prices. The rate includes graphics, editing and minor textual changes/text production. After agreement in principle in regards to form and content, two correction runs are included. On request we also take over photo productions.

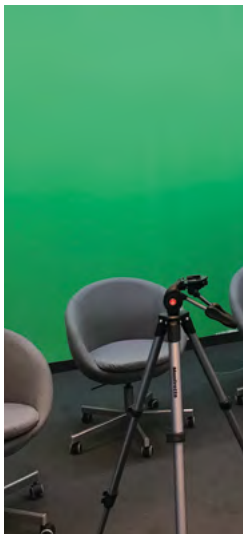
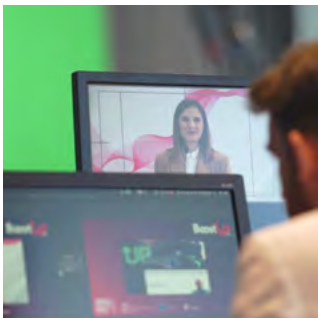
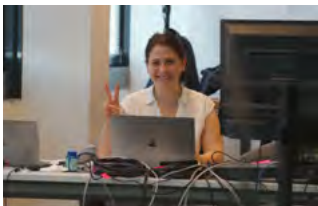
B2B-Events



WEKA film studio

We realise your audio- and videoproduction professionally in our WEKA studio in Vienna. On 80 square meters we offer you, with our state of the art technic incl. Green-screen technology, a comprehensive service package: Videoproduction, panel discussions with professional host, press conferences, hybrid congresses, podcasts and much more, branded in accordance to our publishing media or completely in accordance to your corporate identity.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone +43-1-97000-431



MEE+YOO

the virtual platform for your content

Our high-end product meetyoo, that has won multiple the German "Innovationspreis IT" multiple times, is a content-plattform for conducting virtual fairs as well as large-scale online conferences. Due to streaming possibilities even live events can be made virtually accessible in form of hybrid events. Another interesting point: you can link meetyoo with your website in form of a long-term content-plattform.

Requests: Patricia Schubirsch, MSc
patricia.schubirsch@b2impact.com
Phone +43-1-97000-443

Video content

We do not only distribute your clips and videos, we are also looking forward to producing them for you!

Our experienced videoteam supports you through the entire production process: from storyboard to the video shoot and the scoring of the video as well as the reproduction and distribution on one of our successful online platforms.

- Tutorials
- Product videos
- Webinars
- Event videos
- Commercial trailers
- Explanatory videos

Our congresses for your lead(ing)-success



www.ersatzteilltagung.at

INDUSTRIErobotik

www.industrierobotik.at

Instandhaltungs
konferenz

www.instandhaltungskonferenz.com

Industrie
kongress

industriekongress.com



www.mmp-symposium.at

Fabrik
2022



Is it already working?

We are talking about your marketing. You know: the one, where unfortunately even Henry Ford did not know, which 50 per cent of the invested capital was poorly spent. Today we know better. Digital tools make the effect and the result of B2B-campaigns more measurable than ever before. B2IMPACT is the new agency of WEKA Industrie Medien and with Content, Performance and Creation it reaches exactly the communication objectives that you have defined. And Henry Ford? Most probably we could have helped him as well.