

AUTlook

www.autlook.at

media
planner
2022

AUTLOOK

THE FIRST AUSTRIAN JOURNAL FOR
AUTOMATION TECHNOLOGY



AUTLOOK

is the voice of the automation sector.
We communicate, what automators need!

CIRCULATION: 6.700 copies 5 times a year

NEWSLETTER-RECIPIENTS: 1.400 subscribers

READERSHIP:

Automation executives in industry,
manufacturing industry, technical
commerce and services

PUBLISHED SINCE: 1999

SELF-DESCRIPTION

AUTlook informs since 22 years comprehensively about all aspects of industrial automation. Next to the local scene our focus lies on special technological developments, international trends and global challenges, as automation has a key role during the transition from the third to the fourth industrial revolution. AUTlook especially focuses on automation in manufacturing industries and mechanical engineering and towards suppliers and engineering offices for automation as well as technical decision-makers in the industry.



WEKA INDUSTRIE MEDIEN GMBH
Dresdner Straße 43 |
1200 Vienna | Austria
Phone: +43 1 97000-200
Fax: +43 1 97000-5200
www.industriemedien.at/kontakt
www.industriemedien.at
VAT ID: ATU72312035
Commercial Court Vienna, FN 360567 x
Erste Bank, IBAN AT58 2011 1837 5737
8700, BIC GIBAATWWXXX

CONTACT



Harald Fischer
Media Consultant
Phone: +43 (0)1-97000-417
harald.fischer@industriemedien.at

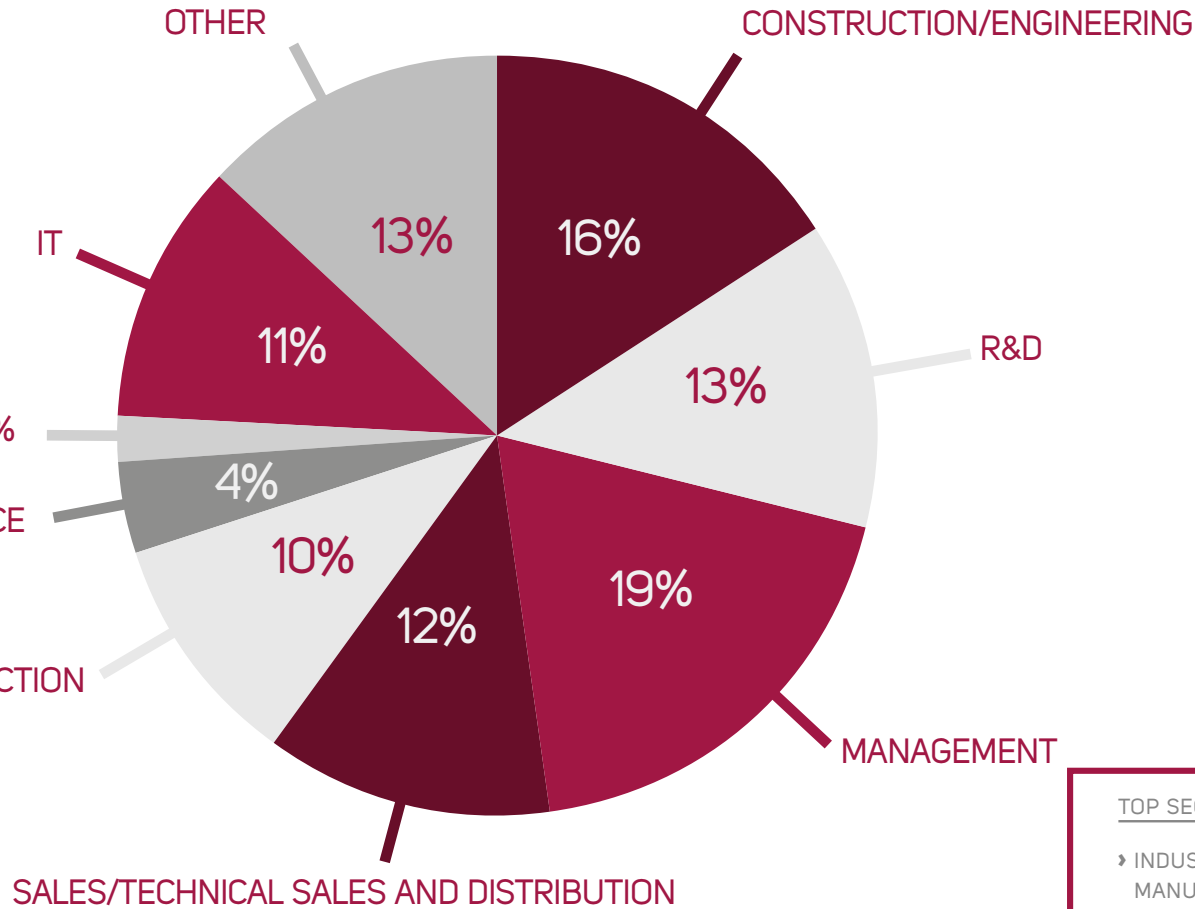


Klaus Paukovits
Editor-in-Chief
Phone: +43-1-97000-437
Mobil: +43-650-4414557
klaus.paukovits@industriemedien.at

OUR READERS & MAGAZINE SHIPMENT

THE COMPREHENSIVE INSIGHT
INTO AUTOMATION

This is how your message arrives at
the decision-makers of the industry.
As media partner your profit thematic-
and content-wise.



AUTLOOK

CIRCULATION:
6.700 COPIES

- PUBLISHED 5
TIMES PER YEAR

TOP SECTORS

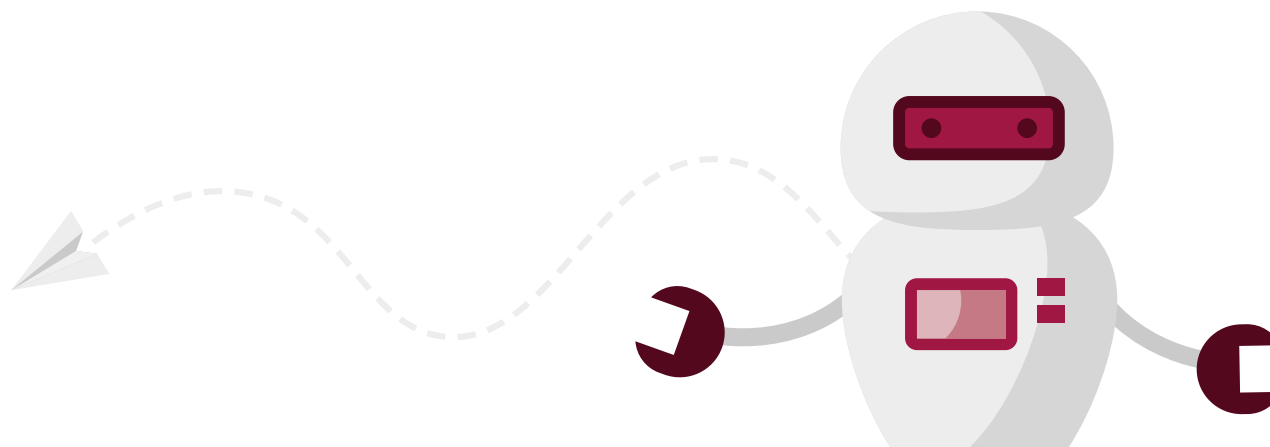
- › INDUSTRY &
MANUFACTURING INDUSTRY
- › ENGINEERING, PLANT
ENGINEERING AND APPARATUS
CONSTRUCTION
- › TECHNICAL TRADE
- › ENGINEERING OFFICES &
TECHNOLOGY SERVICE
PROVIDERS AUTOMATION

Our thematic areas

Issue		Topics	Product focus
1/2022	AD: 02. 02. PD: 16. 02.	Industrial communications: from the hierarchy to vertical exchange: Fieldbuses, industrial ethernet, OPC UA over TSN, SPE Single Pair Ethernet, IoT, 5G, Clouds & Data Sharing, standardization Exhibition preview: all about automation friedrichshafen	M2M-communications, field devices, gateways, OT/IT-interfaces, connectivity, embedded systems, drive technology
2/2022	AD: 13. 04. PD: 27. 04.	The modular production: Industry 4.0 in the factory hall: Dissolution of the automation pyramid, connected production, Digital Twins, machine vision, intelligent transportation systems, lot size 1, safety and security, quality management, certification Exhibition preview: Intertool	Special: The most innovative products of the year - the AUTlook election HTL-competition AUTstanding: The presentation of the best diploma projects of automation technology
3/2022	AD: 25. 05. PD: 08. 06.	Process technology: safe automation for critical infrastructure: Digitalisation, instrumentation, energy production & management, measuring/controlling/regulating - energy industry, water and sewage, food/beverages, chemicals/pharma Exhibition preview: Automatica, Analytica	Sensors, measurement of flow, pressure, filling level, temperature, sealing, dampness, conductivity; Cooling technology, pump technology, wireless data transfer, packaging
4/2022	AD: 31. 08. PD: 14. 09.	Human & machine: automating, operating, controlling, maintaining: AI, robotics & cobots, industry 5.0, assistance systems, gamification, predictive maintenance, multiple machine operation Exhibition preview: Motek, BrauBeviale	HMI, displays, operating panels, visualization, IPC, edge-computing
5/2022	AD: 19. 10. PD: 02. 11.	Digital transformation: from the engineering office to the shopfloor: Digital engineering, digital twin, retrofit, smart factory & smart city Exhibition preview: SPS, electronica	SPS Nürnberg - the highlights of the premier fair

NEW!

ONLINE SPECIALS 2022	
JANUARY	connection technology: field buses, ethernet, SPE
FEBRUARY	Digital twins & digital engineering
MARCH	IT & OT: Infrastructure of automation
APRIL	Data sharing, IoT & clouds: Providers, standards, technologies
MAY	HMI & assistance systems
JUNE	Safety, security and cybersecurity
JULY	The controlling: Changes at the heart of automation
AUGUST	Embedded systems
SEPTEMBER	Machine Vision/ Industrial image processing
OCTOBER	Measurement technology in the process industry
NOVEMBER	Robotics integration and gripping technology
DECEMBER	Drive technology



FOCUS ONLINE

How do you benefit?

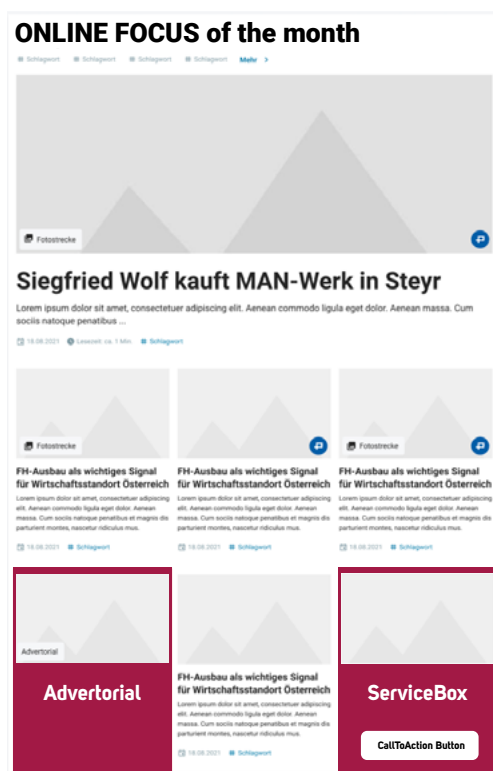
We support and drive digitalization of content: Every month an up-to-date focus topic offers 360-degree information about issues that move the sector.

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 260 mm
+ 2 pages story

€ 6.200,-

1/1



Type area
185 x 260 mm
Full bleed
210 x 297 mm¹⁾

€ 4.420,-

Junior



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

€ 3.310,-

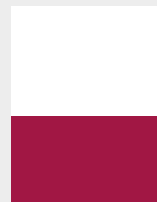
1/2 portrait



Type area
90 x 260 mm
Full bleed
105 x 297 mm¹⁾

€ 2.710,-

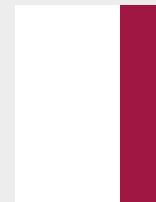
1/2 landscape



Type area
185 x 125 mm
Full bleed
210 x 148 mm¹⁾

€ 2.710,-

1/3 portrait



Type area
60 x 260 mm
Full bleed
74 x 297 mm¹⁾

€ 2.050,-

1/3 2-columns



Type area
121 x 125 mm

€ 2.050,-

1/3 landscape



Type area
185 x 90 mm
Full bleed
210 x 105 mm¹⁾

€ 2.050,-

1/4 portrait



Type area
90 x 125 mm

€ 1.690,-

1/8 / Triangle



Type area
90 x 60 mm

€ 980,-

Technology report



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

€ 4.420,-

Placement U2, U3 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

Advertorials

1/1 page

approx. 3.000 characters
+ images

1/2 page

approx. 1.500 characters
+ images

1/3 page

approx. 1.000 characters
+ images

Supplement

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

(+ standard amount)

up to 10 g € 0,36/copies + € 400,-
up to 20 g € 0,38/copies + € 400,-
up to 30 g € 0,40/copies + € 400,-
up to 40 g € 0,42/copies + € 400,-

Attachment

per 1.000 copies

up to 10 g € 400,-
up to 20 g € 490,-
up to 30 g € 580,-
up to 40 g € 660,-

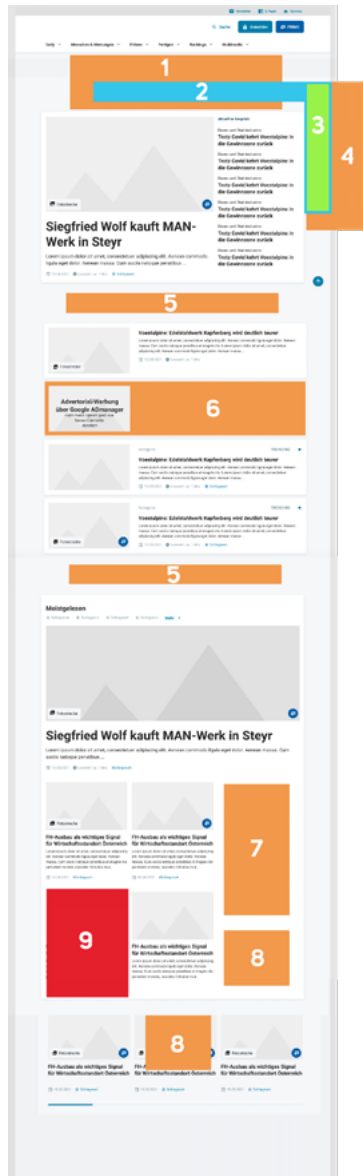
Prices and formats outlook.at

Valid 1. 1. 2022

Display Ads

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

ONLINE



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

Price per week: € 1.800,-

CPM (= Cost per Mille / price per 1000 impressions)

Prices excl. VAT.

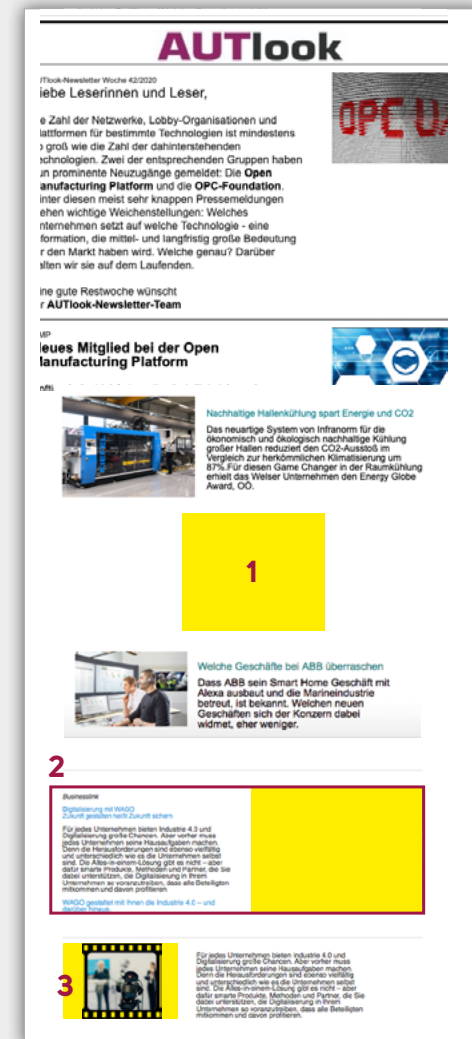
Newsletter products

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

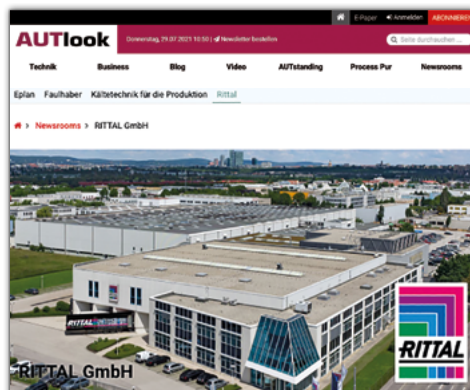
Illustration: Adobe Stock

The **AUTlook-Newsletter** is published every other **Tuesday** with up-to-date of the world of automation. Sector news, images, interviews, videoa and opinions in reagrd to topics from drive technology to robotics, from sensor technology to switch cabinet construction und from autonomous mobility to process engineering. The subscribers registered on www.autlook.at also have access to the complete E-Paper archives and enjoy additional benefits such as the direct link to the editorial department, exclusive competitions and much more.

	Format	Prices
1 IAB Medium Rectangle	300 x 250 px	€ 480,-
2 Business Link	300 characters + 1 image*	€ 480,-
3 Video Preview	300 characters	€ 480,-



Your newsroom



Kurzprofil

Rittal ist ein weltweit führender Systemanbieter für Schaltschränke, 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 Komplettlösungen für modulare und energieeffiziente Rechenzentren, vom innovativen Sicherheitskonzept bis zur physikalischen Daten- und Systemsicherung der IT-Infrastruktur. Der führende Softwareanbieter EPLAN sowie die Firma Kiesling, Hersteller von Bearbeitungsmaschinen für den Schaltschrankbereich, ergänzen die Rittal Systemlösungen disziplinenübergreifend.

News direkt aus dem Unternehmen

ONLINEPRÄSENTATION
Die integrierte Wertschöpfungskette am 16.10.2020 virtuell erleben!

TESTSPIEL
Rittal Configuration System ausprobieren und 20 Euro kassieren!

RITTAL AUF DEN HANNOVER
Van IT-Rack bis Edge: Antworten für die industrielle Transformation

RITTAL GmbH | Newsrooms | Factory
factorynet.at

Rittal ist ein weltweit führender Systemanbieter für Schaltschränke, 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 Komplettlösungen für modulare und energieeffiziente Rechenzentren, vom innovativen Sicherheitskonzept bis zur physikalischen Daten- und Systemsicherung der IT-Infrastruktur. Der führende Softwareanbieter EPLAN sowie die Firma Kiesling, Hersteller von Bearbeitungsmaschinen für den Schaltschrankbereich, ergänzen die Rittal Systemlösungen disziplinenübergreifend.

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 Antriebslösungen zu realisieren.

Kühlergeräte einfach IoT-fähig machen
Die Kommunikationsfähigkeit von Maschinen und Anlagen ist Grundvoraussetzung für die Automatisierung.

On the homepage

News direkt aus den Unternehmen

KÜHLER LACK
Warum Kältetechnik das Lackbild von LKWs verbessert

FAULHABER
Viel Leistung auf kleinstem Raum - Antriebsysteme 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 price per year:
€ 6.980,-



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

Mehr Profit mit digitalen After Sales-Services.

THE 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

AUTlook Donnerstag, 19.07.2021 10:01 | Newsletter bestellen

Technik Business Blog Video AI/standing Process Pur Newsrooms

Automated Engineering

Am Anfang eines jeden Automatisierungsprozesses steht die Standardisierung, denn ohne eine etablierte und standardisierte Struktur sowie der anschließenden Modularisierung sind die täglichen Herausforderungen im Arbeitsleben nur schwer zu bewältigen. Beide sind die Voraussetzung dafür, dass einzelne Konstruktionsschritte automatisierbar werden.

Die digitale Zusammenarbeit in Projekten gewinnt immer mehr an Bedeutung. Ob wegen der umfangreichen Daten, der verkürzten Projektlaufzeit oder auch der laufend wechselnden Projektpartner, es treten immer neue Hindernisse auf, die es gilt, rasch zu erkennen und darauf zu reagieren. Neue Technologien wie cloudbasierte Softwarelösungen können hier unterstützen.

Industrie 4.0: Die Risiken der vernetzten Produktion

Die digitale vernetzte Produktion fordert hohen technologischen Einsatz. Welchen Risiken Unternehmen auf dem Weg zur Smart Factory begegnen und warum sich der Weg zur Industrie 4.0 trotzdem lohnt, weiterlesen ...

Opa erobert das Industrial IoT

Der Opa hat seit Jahrzehnten seinen festen Platz in der Produktion. Durch kein neues Equipment ist er, der Opa des Maschinenparks, zu ersetzen. Doch was, wenn die vierte Industrielle Revolution, 5G und Internet of Things in der Produktion Einzug halten? Kommt er dann auf die Gebrauchsmaschinenbörse? weiterlesen ...

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 AUTlook 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,-

Augmented Reality enables experiences of you product!

With our new augmented reality tool you, we can create experiences of your product for your customers. Our technology functions without an app, just screen it with your phone and follow the instructions.

Suitable for every end product like online products like whitepapers or stories, print products or virtual exhibition stands.

Prices:

1 Object with info and soundbutton
€ 1.500,-

4 objects (1 QR-code) with the provision of a 3D-file.
€ 1.900,-

In case of no 3D-model being present, we are looking forward to creating it according to KV for you.



Webcast / Webinar

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

- 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 AUTlook 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,-

Studio usage surcharge: **€ 2.100,-**

Additional adaptations 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

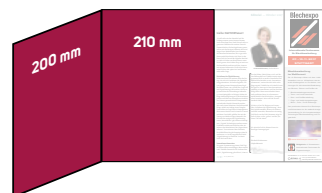
Price: on request



Tip-on card

The tip-on card is an interactive ad: Surprise your target group with an original design of the card itself and its underground. The Tip-on-Card makes curious and enables haptic contact.

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.

Format U2: 210 mm width x 280 mm height

Format open: 410 mm width x 280 mm height

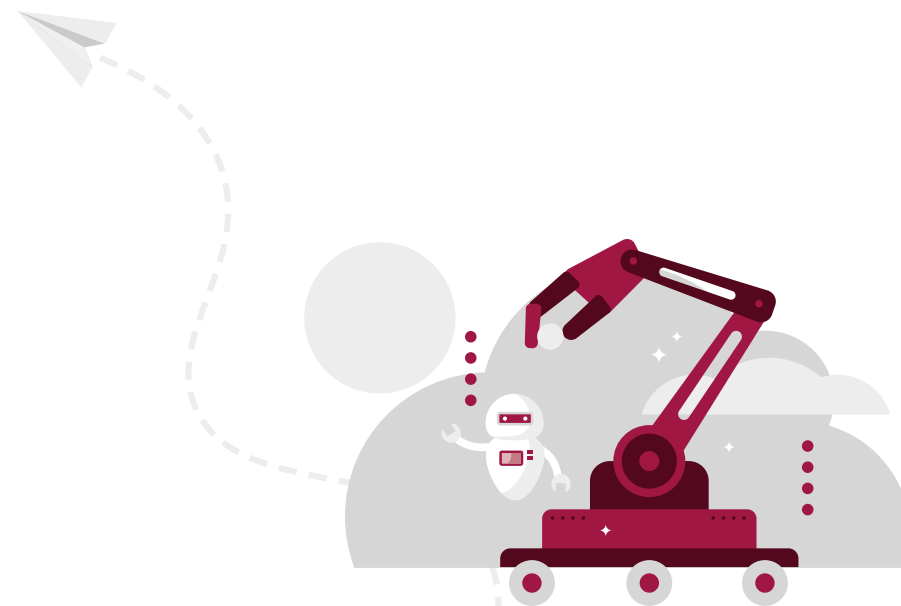
Price: on request



Greetings to your target group

For the shipment of AUTlook 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 Advertorial design (exkl. Werbefläche)

Format

characters incl. blank characters



1/1 page

3.000–3.500



1/2 page

1.500–1.700



1/3 or 1/4 page

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 for your advertising material.

€ 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.

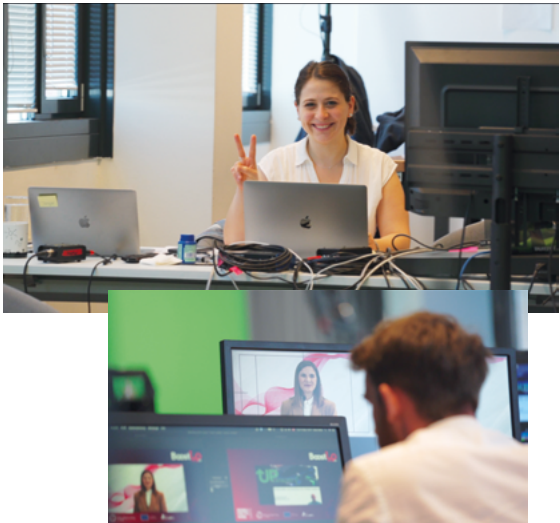
B2B-Events



WEKA-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 with 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

Videocontent

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
- advertising trailers
- explanatory videos

Our congresses for your lead(ing) success!



www.mmp-symposium.at



www.autstanding.at



Instandhaltungskonferenz

www.instandhaltungskonferenz.com



industriekongress.com



industrirobotik.at



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 is 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.