

# FACTORY

THE KNOWLEDGE ABOUT TECHNOLOGY.

[www.factorynet.at](http://www.factorynet.at)

media  
planner  
2022

# FACTORY

THE KNOWLEDGE ABOUT TECHNOLOGY



**WEKA**  
INDUSTRIE  
MEDIEN

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## 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  
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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 %**

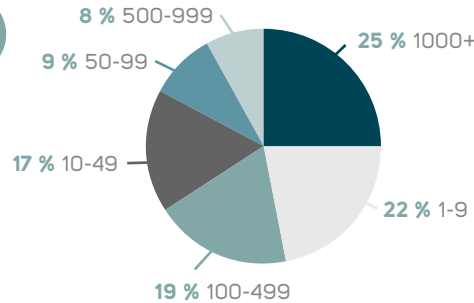
## POSITION

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

### 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?

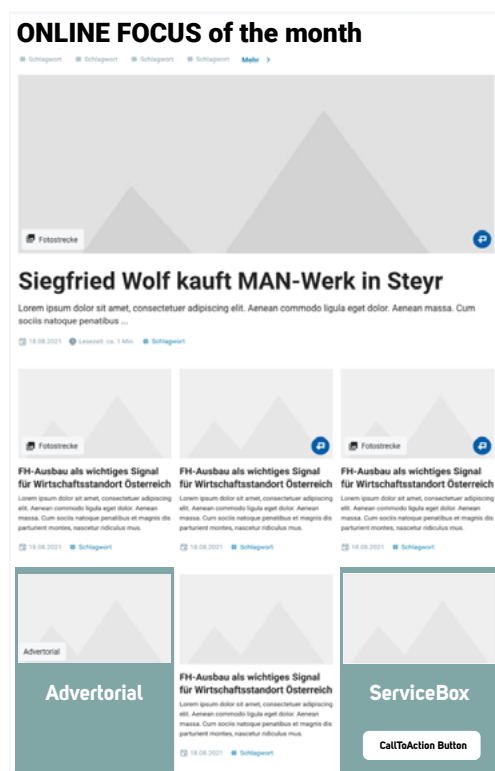
We support and drive digitalization of content: Every month an up-to-date focus topic offers 360-degree information about issues that move the sector.

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 mm<sup>1)</sup>

€ 5,050.–

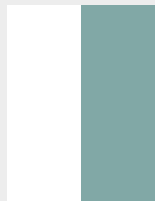
## Junior



**Type area**  
125 x 185 mm  
**Full bleed**  
140 x 210 mm<sup>1)</sup>

€ 3,990.–

## 1/2 portrait



**Type area**  
90 x 253 mm  
**Full bleed**  
104 x 280 mm<sup>1)</sup>

€ 3,120.–

## 1/2 landscape



**Type area**  
185 x 125 mm  
**Full bleed**  
210 x 140 mm<sup>1)</sup>

€ 3,120.–

## 1/3 portrait



**Type area**  
60 x 253 mm  
**Full bleed**  
74 x 280 mm<sup>1)</sup>

€ 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 mm<sup>1)</sup>

€ 2,250.–

## 1/4 portrait



**Type area**  
90 x 125 mm

€ 1,790.–

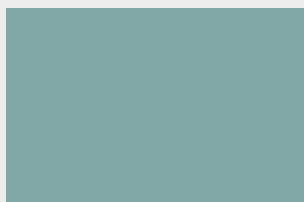
## 1/8 / Triangle



**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

<sup>1)</sup> **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 for 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.

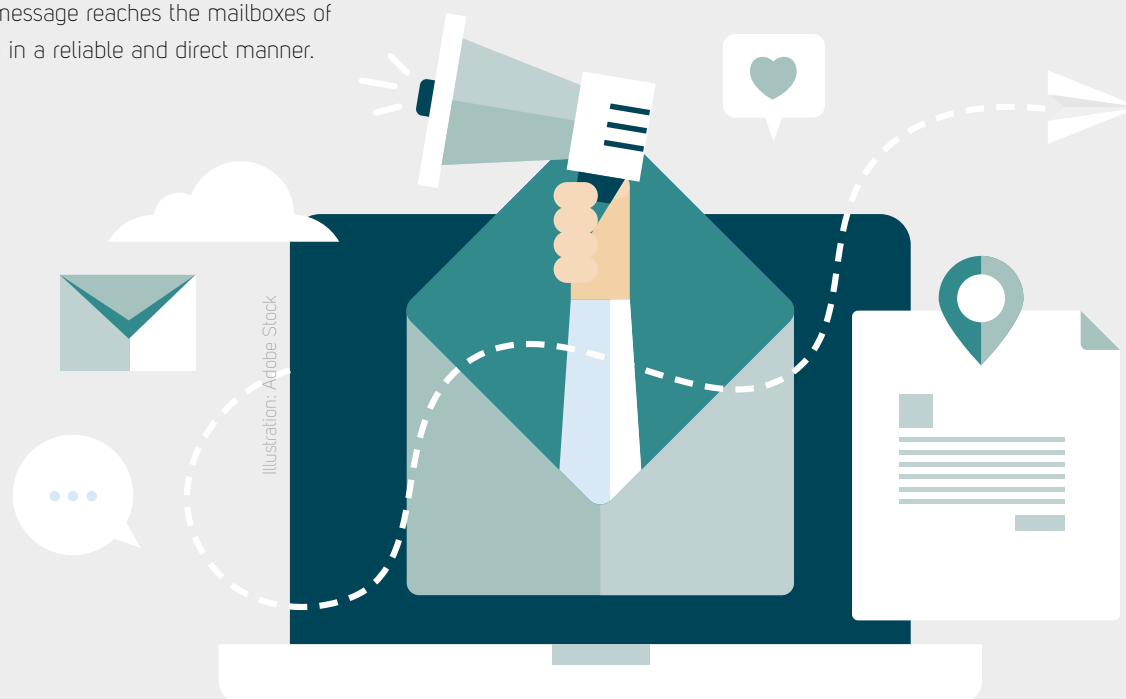


Illustration: Adobe Stock

## 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

### FACTORY

**Additive Fertigung: realitätsnah simuliert**  
Im Maschinen-, Anlagen- und Fahrzeugbau stößt die additive Fertigung auf ein stetig wachsendes Interesse. Um die Zuverlässigkeit derartig gefertigter Bauteile besser steuern zu können, hat das Fraunhofer-Institut für Betriebsfestigkeit und Systemzuverlässigkeit LBF ein neues Laboratorium eingerichtet.

**Nachhaltige Hallenkühlung spart Energie und CO2**  
Das neuartige System von Infranorm für die ökonomisch und ökologisch nachhaltige Kühlung großer Hallen reduziert den CO2-Ausstoß im Vergleich zur herkömmlichen Klimatisierung um 87%. Für diesen Game Changer in der Raumkühlung erhielt das Welter Unternehmen den Energy Globe Award, ÖÖ.

**Welche Geschäfte bei ABB überraschen**  
Dass ABB sein Smart Home Geschäft mit Alexa ausbaut und die Marineindustrie betreut, ist bekannt. Welchen neuen Geschäften sich der Konzern dabei widmet, eher weniger.

2

**Businesslink**  
Digitalisierung mit WAGO  
Zukunft gestalten mit Zukunft sichern  
Für jedes Unternehmen bieten Industrie 4.0 und Digitalisierung große Chancen. Aber vorher muss jedes Unternehmen seine Hausaufgaben machen. Denn die Herausforderungen sind komplex und unterschiedlich wie es die Unternehmen selbst sind. Die ABB-Innovationen gibt es nicht – aber dafür smarte Produkte, Methoden und Partner, die Sie dabei unterstützen, die Digitalisierung in Ihren Unternehmen zu verankern, dass alle Beteiligten profitieren und davon profitieren.  
WAGO gestaltet mit Ihnen die Industrie 4.0 – und darüber hinaus.

3

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## 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**  
Von IT-Bauk bis Edge: Antworten für die industrielle Transformation

Wie sieht die Fertigung von Schaltschränken in der Zukunft aus und was sind die Schlüsselfaktoren für eine erfolgreiche Automatisierung und Digitalisierung im Schaltschrankbau?

Rittal Configuration System ist eine neue Dimension der Schaltschrank Konfiguration. Sie spart viel Zeit und bis 65.12.2020, 20 Euro noch dazu.

Erstmals präsentiert sich die Hannover Messe in einem rein digitalen Format – und auch mit ihr Rittal als einer der zehn Premiumpartner der Digital Days am 14. und 15. Juli 2020. Der Systemanbieter stellt sein Leistungsangebot und seine Neuzahlen web-basiert über einen virtuellen Messstand sowie per Video-Präsentationen live aus dem

**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  
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

**Kühlergeräte einfach**  
soT-fähig machen  
Die Kommunikationsfähigkeit 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 - 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 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**  
powered by ToolSense

**Mehr Profit mit digitalen After Sales-Services**

**21.09.2020 12:40**  
Industrie 4.0: Die Risiken der vernetzten Produktion

**21.09.2020 13:31**  
AFTER SALES  
Opa erobert das Industrial IoT

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 ...

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 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,-**

## Augmented Reality enables experiences of your 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.

### Price:

1 Object including info and a sound button  
**€ 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 your request.



## 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

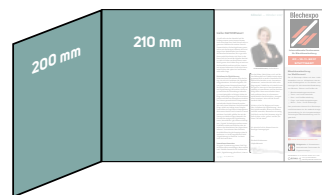
**Price: On request**



## 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

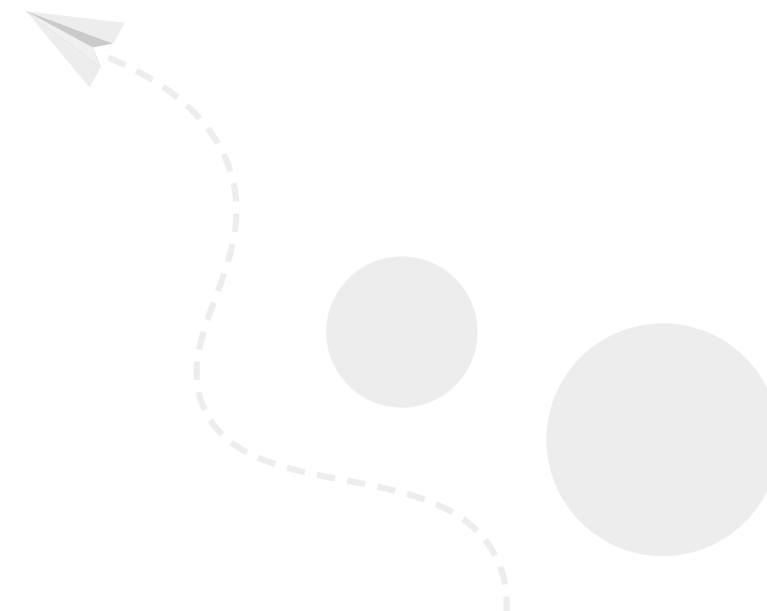
**Price: On request**



## 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.

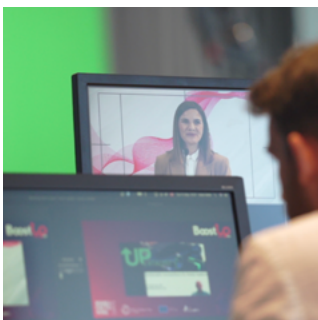
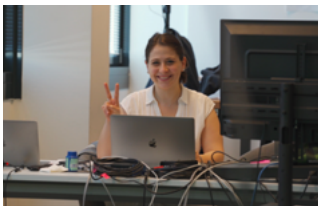
## B2B-Events



### 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](http://www.ersatzteilltagung.at)

INDUSTRIErobotik

[www.industrierobotik.at](http://www.industrierobotik.at)

Instandhaltungs  
konferenz

[www.instandhaltungskonferenz.com](http://www.instandhaltungskonferenz.com)

Industrie  
kongress

[industriekongress.com](http://industriekongress.com)



[www.mmp-symposium.at](http://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.