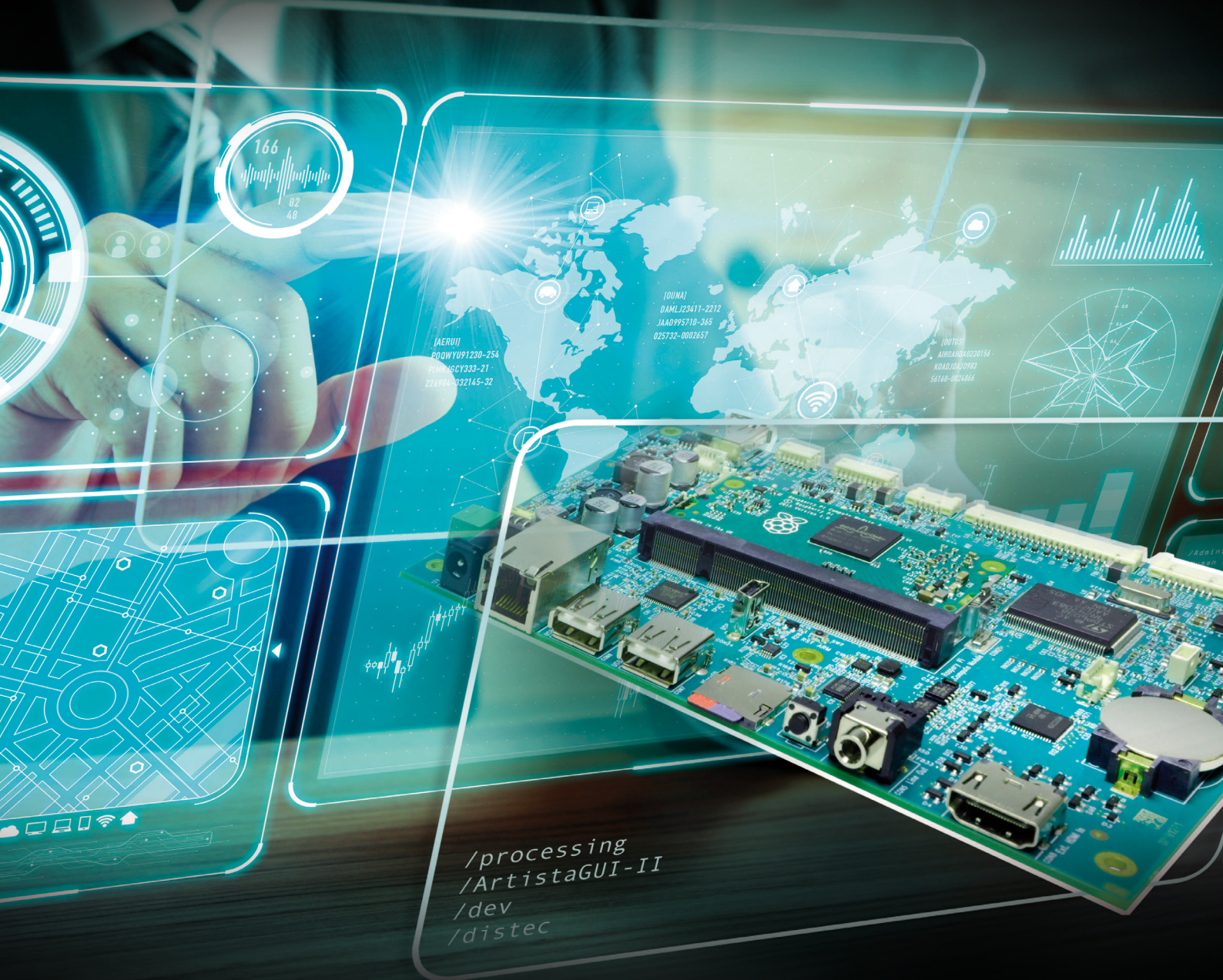


# PC & Industrie

Zeitschrift für Mess-, Steuer- und Regeltechnik

**media kit 2019**



# PC & Industrie

Zeitschrift für Mess-, Steuer- und Regeltechnik

## brief description

**PC & Industrie** is a monthly technical journal that informs about new technologies, components, and applications from the areas of industrial automation, measurement, control, and automatic control.

The magazine introduces new products as well as trends and new technologies through detailed articles, technical features and news updates.

Moreover, there will be 11 different buyers' guides and specials. Have a look at its specific topics on the following page. The registration of your company and product index will be free of charge as always.

## readership

**PC & Industrie** is sent free to qualified readers working in the following areas:

- Industrial automation
- Manufacturing systems engineering
- Production and maintenance
- Test facilities
- Communication technology
- Mechatronics
- Automotive
- Air and Space travel
- Universities and administration
- Service
- Engineer's office

## fields of activity

The reader's areas of responsibility are:

- Development
- Research
- Production
- Service
- Purchase
- Quality assurance
- Education and Training
- Planning and design

## content

**PC & Industrie** covers the following subjects regularly:

- Industrial computers and Embedded Systems
- Measuring and Sensor Technology
- Control and Automation Engineering
- Operation and Visualisation Solutions
- Automation
- Industrial Image Processing
- Communication and Field Busses
- Interfaces and I/O Systems
- Electrical Power Supply
- Electrical and electromechanical Components
- Software/Tools/Kits

## editorial staff

Dipl.-Ing. Christiane Erdmann  
Dipl.-Ing. Reinhard Bichel

[redaktion@beam-verlag.de](mailto:redaktion@beam-verlag.de)

# PC & Industrie

Zeitschrift für Mess-, Steuer- und Regeltechnik

**Publisher:** beam-Verlag  
Krummbogen 14, D - 35039 Marburg  
Phone.: 0049-6421-9614-0, Fax: -23

[info@beam-verlag.de](mailto:info@beam-verlag.de)

**Advertising:** Myrjam Weide, Phone: 0049-6421-9614-16

[m.weide@beam-verlag.de](mailto:m.weide@beam-verlag.de)

**Circulation:** 7500 (Germany, Austria, Switzerland)

**Magazine format:** 210 mm w x 297 mm h

**Type area format:** 4 columns 264 x 43 mm or 3 columns 264 x 58 mm (h x w)

## Advertising Formats (mm) and Prices

*All prices without VAT*

| Type Area Format (Standard)    |                              |          | Bleed Format                                                                                                                                     |          |
|--------------------------------|------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1/1 page 4-c                   | 185 w x 264 h                | 2450,- € | 210 w x 297 h*                                                                                                                                   | 2530,- € |
| 1/2 page upright format 4-c    | 91 w x 264 h                 | 1330,- € | 105 w x 297 h*                                                                                                                                   | 1380,- € |
| 1/2 page horizontal format 4-c | 185 w x 132 h                | 1330,- € | 210 w x 148 h*                                                                                                                                   | 1380,- € |
| 1/3 page upright format 4-c    | 58 w x 264 h                 | 950,- €  | 70 w x 297 h*                                                                                                                                    | 990,- €  |
| 1/3 page horizontal format 4-c | 185 w x 88 h                 | 950,- €  | 210 w x 106 h*                                                                                                                                   | 990,- €  |
| 1/4 page upright format 4-c    | 91 w x 132 h or 43 w x 264 h | 730,- €  | 54 w x 297 h*                                                                                                                                    | 770,- €  |
| 1/4 page horizontal format 4-c | 185 w x 66 h                 | 730,- €  | 210 w x 84 h*                                                                                                                                    | 770,- €  |
| 1/8 page upright format 4-c    | 43 w x 132 h                 | 420,- €  | *Printable Area Format, 3 mm margin for bleed must be calculated additionally<br><b>Please Note:</b> Other margin formats cost an additional 15% |          |
| 1/8 page horizontal format 4-c | 91 w x 66 h                  | 420,- €  |                                                                                                                                                  |          |
| 1/16 page 4-c                  | 43 w x 66 h                  | 250,- €  |                                                                                                                                                  |          |

**Discount rates:** please contact us!

*Sender is liable for all advertisements.*

## Dates 2019

**Order cancellations will be honoured only through the advertising close date!**

| Issue                                                 | Advertising close date | Print Media  | Publication date |
|-------------------------------------------------------|------------------------|--------------|------------------|
| 1-2/2019 with Buyers Guide Industrial PCs             | 07. 12. 2018           | 14. 12. 2018 | 11. 01. 2019     |
| 3/2019 with Buyers Guide Embedded Systems             | 18. 01. 2019           | 25. 01. 2019 | 15. 02. 2019     |
| 4/2019 with main theme Quality Management             | 15. 02. 2019           | 22. 02. 2019 | 15. 03. 2019     |
| 5/2019 with Buyers Guide Power Supply                 | 15. 03. 2019           | 22. 03. 2019 | 12. 04. 2019     |
| 6/2019 with Buyers Guide Visualization and Operation  | 12. 04. 2019           | 18. 04. 2019 | 10. 05. 2019     |
| Buyers Guide Measuring and Sensor Technology          | 10. 05. 2019           | 17. 05. 2019 | 14. 06. 2019     |
| 7/2019 with Buyers Guide Software/Tools/Kits          | 24. 05. 2019           | 31. 05. 2019 | 21. 06. 2019     |
| 8/2019 with Buyers Guide Industrial Communications    | 28. 06. 2019           | 05. 07. 2019 | 26. 07. 2019     |
| 9/2019                                                | 26. 07. 2019           | 02. 08. 2019 | 23. 08. 2019     |
| 10/2019 with Buyers Guide Electronic Components       | 23. 08. 2019           | 30. 08. 2019 | 20. 09. 2019     |
| 11/2019 with Buyers Guide Industrial Image Processing | 20. 09. 2019           | 27. 09. 2019 | 18. 10. 2019     |
| Buyers Guide Production Automation                    | 18. 10. 2019           | 25. 10. 2019 | 15. 11. 2019     |
| 12/2019                                               | 01. 11. 2019           | 08. 11. 2019 | 29. 11. 2019     |