PC & Industrie

Fachzeitschrift für industrielle Automatisierung



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MEDIA KIT 2027

PC & Industrie Technical Journal for industrial Automation

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Technical Journal for Industrial Automation

PC & Industrie is a monthly technical journal covering new technologies, components, and applications from the areas of industrial automation, measurement, control and automation.

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

There are also 11 different Buyers' Guides and Specials. Have a look at the specific topics on the following page. Registration of your company and product index is, as always, free of charge.

All articles and buyers guides are in german language.



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Content

PC & Industrie covers the following topics on a regular basis:

- Industrial Computers and Embedded Systems
- Measurement and Sensors
- Control and automation
- Operation and visualisation solutions
- Factory Automation
- Industrial Image Processing
- Communication and Field Busses
- Interfaces and I/O Systems
- Electrical power supply
- Electrical and Electromechanical Components
- Software/Tools/Kits
- Machine vision
- Quality Management

Readers

PC & Industrie is sent free of charge to qualified readers working in the following fields:

- Industrial Automation
- Manufacturing Systems Engineering
- Production and maintenance
- Test facilities
- Communications
- Mechatronics
- Automotive
- Airospace
- Universities and Administration
- Service Industry
- Engineerings office

Addresses are frequently updated.

The reader's responsibilities are:

- Research & Development
- Manufacturing
- Customer Service
- Purchasing
- Quality Assurance
- Education and training
- Planning and design

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PC & Industrie

Advertising Formats and Pricing

Standard Formats (type area)

Format	Size (width x height, in mm)	Prize (+ VAT)
1/1	186 x 276	2650,– €
1/2 upright	91 x 268	1460,– €
1/2 horizontal	186 x 132	1460,– €
1/3 upright	59 x 268	1045,– €
1/3 horizontal	186 x 88	1045,– €
1/4 upright	91 x 132	810,– €
	44 x 268	810,– €
1/4 horizontal	186 x 66	810,– €
1/8 upright	44 x 132	480,– €
1/8 horizontal	91 x 66	480,– €
1/16	44 x 66	285,– €

Bleed Formats

Format	Size (width x height, in mm)	Prize (+ VAT)
1/1	210 x 297	2730,– €
1/2 upright	100 x 297	1515,– €
1/2 horizontal	210 x 148	1515,– €
1/3 upright	68 x 297	1075,– €
1/3 horizontal	210 x 106	1075,– €
1/4 upright	53 x 297	850,– €
1/4 horizontal	210 x 84	850,– €

For advertisements in bleed, 3 mm trim allowance must be added to the margins!
The client is solely liable for the technical correctness of the advertisement!

Specials

	Prize (+VAT)	
Cover Picture		1390,– €
Job Advert	50 % of Original Format Price	
Company Portrait (Design inclusive)	1/4 upright	395,– €
	1/2 horizontal	790,– €
	1/1	1190,– €
Additional Flyers, etc	on demand	

Magazine Format	DIN A4, 210 x 297 mm (width x height)
Type Area Format	4 columns à 44 x 247 mm 3 columns à 59 x 247 mm (width x height)

Dates 2027

(Cancellations will only be honoured up to the advertising deadline!)

Issue	Focused Themes	Exhibition Presence	Editorial and Advertising Closing Date	Print Media Accepted until	Publication Date
1-2/2027	Buyer's guide Industrial PCs		20.11.2026	04.12.2026	30.12.2026
3/2027	Buyer's guide Embedded Systems	Embedded World	29.01.2027	12.02.2027	05.03.2027
4/2027	Buyer's guide Power supply	PCIM	26.02.2027	12.03.2027	02.04.2027
5/2027	Buyer's guide Measurement & Test/ Quality Management	Sensor+Test Control	25.03.2027	09.04.2027	30.04.2027
6/2027	Buyer's guide Visualization and Operation		23.04.2027	07.05.2027	28.05.2027
7/2027	Buyer's guide Industrial communication	Automatica	14.05.2027	28.05.2027	18.06.2027
8/2027			11.06.2027	25.06.2027	16.07.2027
9/2027	Buyer's guide Electronic components		09.07.2027	23.07.2027	13.08.2027
10/2027	Buyer's guide Industrial image processing		06.08.2027	20.08.2027	10.09.2027
11/2027			03.09.2027	17.09.2027	08.10.2027
special edition	Buyer's guide Automated Production	sps	17.09.2027	01.10.2027	22.10.2027
12/2027	Buyer's guide Software/Tools/Kits	sps	15.10.2027	29.10.2027	19.11.2027

Ad formats

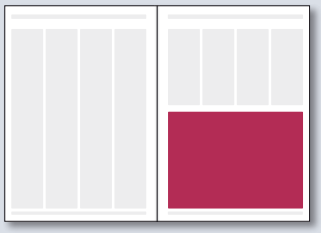
Advertisements in the type area



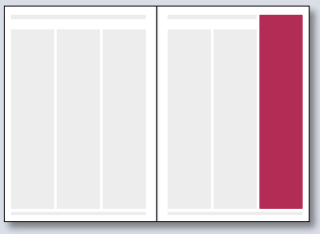
1/1 186 x 276 mm



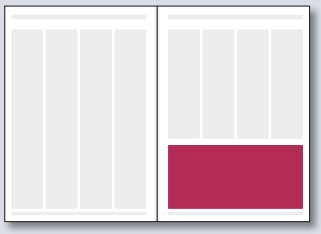
1/2 upright 91 x 268 mm



1/2 horizontal 186 x 132 mm



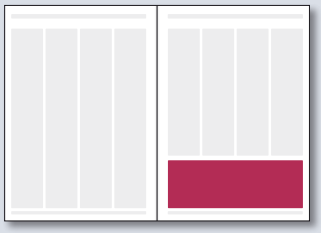
1/3 upright 59 x 268 mm



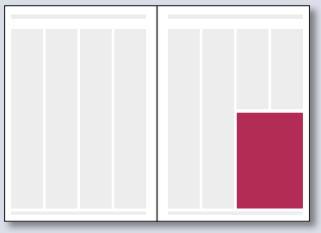
1/3 horizontal 186 x 88 mm



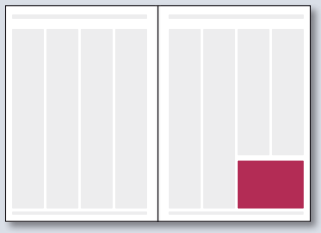
1/4 upright 44 x 268 mm



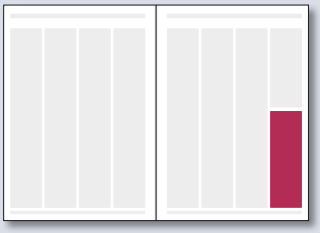
1/4 horizontal 186 x 66 mm



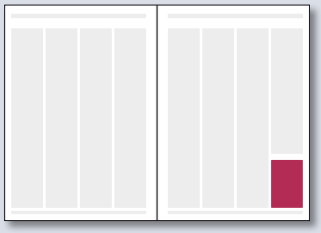
1/4 upright 91 x 132 mm



1/8 horizontal 91 x 66 mm



1/8 hoch 44 x132 mm

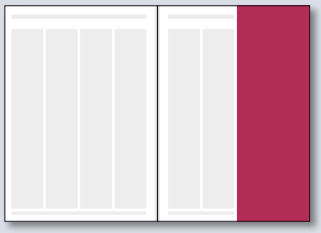


1/16 44 x 66 mm

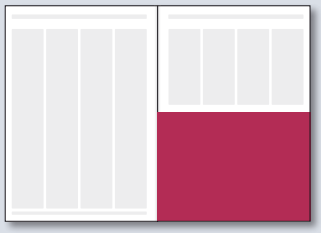
Advertisements in bleed (+ 3 mm bleed)



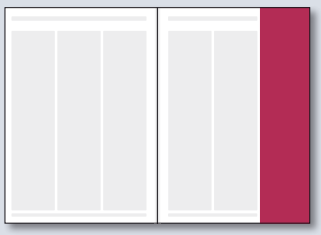
1/1 210 x297



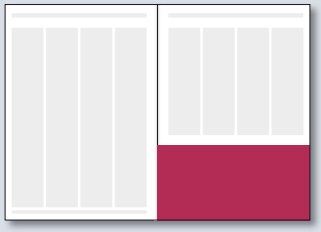
1/2 upright 100 x 297 mm



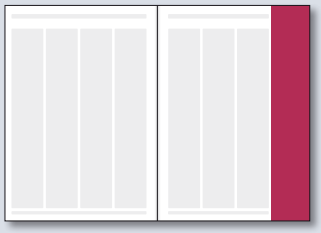
1/2 horizontal 210 x 148 mm



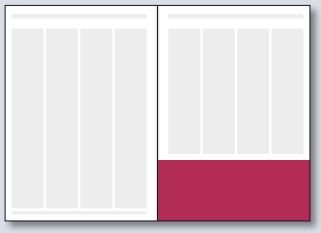
1/3 upright 68 x 297 mm



1/3 horizontal 210 x 106 mm



1/4 upright 53 x 297 mm



1/4 horizontal 210 x 84 mm

Specials

Cover Picture	Your press release/article will be published as a cover story. You supply a finished cover picture. Optionally, we can support you with the design.
Job Advert	We remit 50% of the advertising price for job advertisements.
Company Portrait	We will design a company portrait in consultation with you using the image and text material you provide. Please provide us with relevant information, such as the color values of your corporate colors or your corporate font.
Additional Flyer, etc.	Other advertising formats are also possible on request. Talk to us!

Data delivery/placement etc.

For adverts in the bleed, 3 mm bleed allowance must be added to the edges! Please create trim marks to ensure correct positioning.

Image data requires a resolution of at least 300 dpi in the final format.

Important information (text fields) should be placed at a minimum distance of 5 mm from the edge of the advert.

Provide your data in the CMYK colour space and please do not use any special colours. Please use the FOGRA 39 colour profile when creating data - if you use other colour profiles, especially for data created in the RGB colour space, colour deviations may occur during printing.

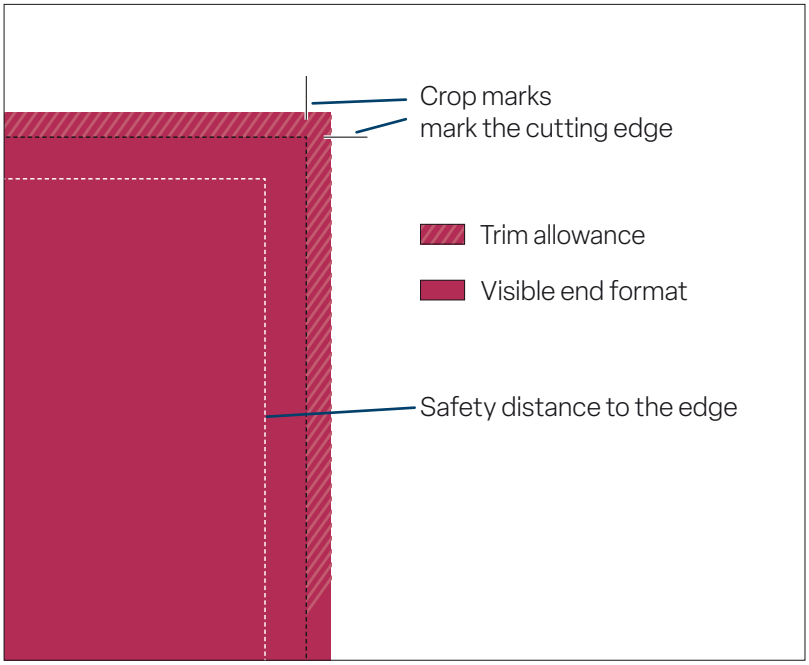
If you use a light-coloured font on a dark background, please set this to „omit“ and not to „overprint“, as otherwise display errors may occur.

Please transmit advert data as PDF-X1a files.
(PDF-X1 is a PDF standard with automatic transparency flattening).

The client is solely liable for the technical correctness of the advertisement!

We regularily send proofs of company portraits, and on request also of adverts or press articles. If we do not receive any corrections or feedback by the deadline set, approval is deemed to have been granted!

We generally place adverts in the appropriate theme section. Please let us know if you would like your advert to be placed in a particular section, on the right or left-hand page or in a particular part of the magazine. We will be happy to take these requests into account as far as this is technically possible.







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