



2025

AUSTROMATISIERUNG ■ AT
AUTOMATION JOURNAL



MEDIA DATA

AUSTRIA'S ADVANCED TRADE MAGAZINE
FOR FACTORY AND PROCESS AUTOMATION



TARGETING READER'S BENEFIT



A trade magazine has to be worth reading

Austromatisierung considers itself as the advanced Austrian trade magazine for all topics in the field of factory automation and process automation. With technically correct and up-to-date reporting being presented in the appropriate context and in an appealing layout, the magazine's B2B format has been attracting the attention of a broad readership for more than 15 years now.

Austromatisierung implies

- advanced journalistic instinct
- advanced style of writing
- advanced layout

For quickly cross-readers just as for avid readers

Austromatisierung provides – with its modern editorial plan – a balanced mix of short articles limited to essential information on the one, and specialised in-depth, technical articles on the other hand. Each and every issue of **Austromatisierung** shows that this does not necessarily mean for reporting to become superficial or lengthy!

**more than 15 years
for the industry**

Content and topic structure

In order to immediately find the relevant content, one is looking for in **Austromatisierung**, the magazine's structure closely follows automation technology's evergreens and puts emphasis on these issues by arranging them in separate, differently coloured magazine sections. In addition, it is distinguished between the following three topic categories: »business news and events«, »pure technology« and »best practice stories«. Each contribution is clearly labelled, so that the reader is able to identify the type of report at a glance.

Austromatisierung provides up-to-date and specialised in-depth information on all topics of automation technology, such as measurement, sensor and control technology (hardware and software), human machine interface (HMI/Scada), industrial PC's, PLM/CAX software, business software systems, cabinets, connectivity, mechatronics, electricity supply, electromechanics, robotics and handling technology as well as on peripheral issues and additionally focalises.

Technology themes in separate subject sections

- Embedded and Electronic
- Motion Control and Drives
- Safe Automation – Safety and Security
- Industrial Communication and IIoT
- Vision and Identification
- Process Automation



AUTOMATION AS WE UNDERSTAND IT

Business news and events

The current market situation in Austria, Europe and on a global scale – including the industry-specific news on economy, which are not dealt with in daily or weekly newspapers – is depicted in this category, together with reports on relevant trade fairs; respectively in the run-up to events, interviews and market studies.

Pure technology

The editorial description of new or enhanced products and solutions is one of the key elements of **Austromatisierung** reporting. Accordingly, each issue devotes much space to the introduction of recent innovations. Furthermore, this category is complemented by well-founded technical articles on technology.

Best practice stories

The most technologically sophisticated and thus interesting applications – researched exclusively – show the broad spectrum of automation and provide new insights. Unsurprisingly, this is the category attracting most attention!

Focus topics

Several times a year, **Austromatisierung** comes up with detailed reports on focus topics – in 2025 among other: »Automation and Sustainability«, »Artificial Intelligence in automation«, »Robotic trends«, »Innovations for the digital transformation« and »Solutions for the food and beverage industry«.

Scope and content analysis

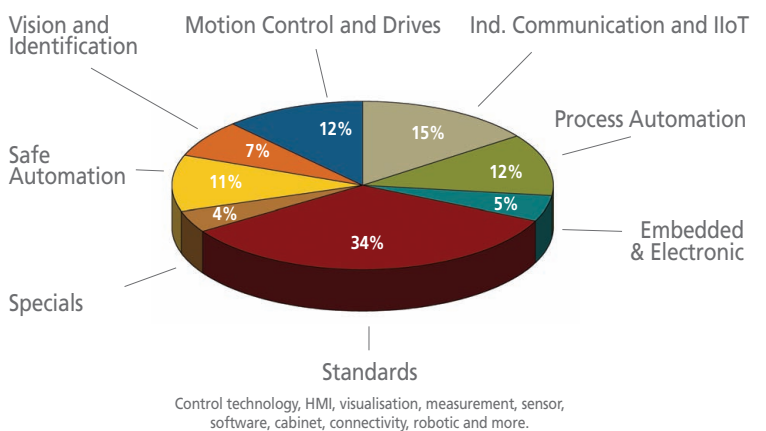
Statistics Oct. 2023 to Sept. 2024

	8 issues/year	Ø per issue
Total amount of pages:	584 pages	73,00
thereof editorial content:	443 pages (~76%)	55,38
thereof advertisements:	141 pages (~24%)	17,62

Classification by type of reporting

	8 issues/year	Ø per issue
Pure technology:	66 technical articles	8,25
Best practice:	47 reports	5,88
Business events:	17 stories	2,13
Product news:	378 short articles	47,25
Business news:	120 summaries	15,00
Columns:	33 comments	4,13

Classification by subject sections on an annual average





8 issues/year!

Separate subject sections in each issue!

- SAFETY & SECURITY
- SAFE AUTOMATION
- MOTION CONTR. & DRIVES
- IND. COMMUNICATION & IIoT
- VISION & IDENTIFICATION
- EMBEDDED & ELEKTRONIC
- PROCESS AUTOMATION
- STANDARDS
- Controls – PLC, IPC and I/O, HMI – hard- and software
- Sensors, measurement
- Automation and Sustainability
- CAX and PLM software
- Cabinets
- Connectivity
- Mechatronic and pneumatic
- Robotic and handling technology
- TOPICS

ISSUES & THEMES 2025

MEDIA DATA 2025



Issue	Safety & Security	SAFE AUTOMATION	MOTION CONTR. & DRIVES	IND. COMMUNICATION & IIoT	VISION & IDENTIFICATION	EMBEDDED & ELEKTRONIC	PROCESS AUTOMATION	STANDARDS	Controls – PLC, IPC and I/O, HMI – hard- and software	Sensors, measurement	Automation and Sustainability	CAX and PLM software	Cabinets	Connectivity	Mechatronic and pneumatic	Robotic and handling technology	TOPICS
Austromatisierung 1/2025 Fair preview »AAA Friedrichshafen« Date of Publication: 13 rd February 2025 Reaches reader: 14th – 20th February 2025 Editorial deadline: 17 th January 2025 Advertising deadline: 22 nd January 2025	■	■	■		■	■	■				■	■	■				Productnews of the year 2025
Austromatisierung 2/2025 Fair preview »Hannover Fair« Date of Publication: 13 rd March 2025 Reaches reader: 14th – 20th March 2025 Editorial deadline: 14 th February 2025 Advertising deadline: 19 th February 2025	■	■	■			■	■		■	■	■	■	■	■	■	■	Smart sensor – from the field to the IIoT
Austromatisierung 3/2025 Fair preview »Smart Automation« Date of Publication: 2 nd May 2025 Reaches reader: 5th – 9th May 2025 Editorial deadline: 4 th April 2025 Advertising deadline: 9 th April 2025	■	■	■	■	■	■	■		■	■	■	■	■	■	■	■	Artificial Intelligence in automation
Austromatisierung 4/2025 Fair preview »Automatica« Date of Publication: 5 th June 2025 Reaches reader: 6th – 12th June 2025 Editorial deadline: 9 th May 2025 Advertising deadline: 14 th May 2025	■	■	■	■		■	■		■	■	■	■	■	■	■	■	Trends in Robotic, AI and ML



**print magazine
and webpaper!**

Separate subject sections in each issue!



ISSUES & THEMES 2025

	SAFE AUTOMATION	MOTION CONTR. & DRIVES	IND. COMMUNICATION & IIoT	VISION & IDENTIFICATION	EMBEDDED & ELECTRONIC	PROCESS AUTOMATION	STANDARDS	Controls - PLC, IPC and I/O, HMI - hard- and software, Sensors, measurement	Automation and Sustainability	CAX and PLM software	Cabinets	Connectivity	Mechatronic and pneumatic	Robotic and handling technology	TOPICS	
Austromatisierung 5/2025 Fair preview »Motek« Date of Publication: 4 th September 2025 Reaches reader: 5 th – 11 th September 2025 Editorial deadline: 8 th August 2025 Advertising deadline: 13 th August 2025	■	■	■	■			■	■	■	■	■	■	■	■	■	Ind. communication in IIoT and OT
Austromatisierung 6/2025 Date of Publication: 2 nd October 2025 Reaches reader: 3 rd – 9 th October 2025 Editorial deadline: 5 th September 2025 Advertising deadline: 10 th September 2025	■	■	■				■	■	■	■	■	■	■	■	■	Solutions for the food and beverage industry
Austromatisierung 7/2025 Fair preview »SPS« Date of Publication: 6 th November 2025 Reaches reader: 7 th – 13 th November 2025 Editorial deadline: 10 th October 2025 Advertising deadline: 15 th October 2025	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	Innovations for the digital transformation

Issues with focus on specially trade fairs generally appear in such a way that they reach the readers around a week before start of the fair (usually even earlier). Exhibition editions will also be printed in an increased edition and offered to fair visitors free of charge!

Please note: Actuality has priority! The actual subject schedule may differ from this overview.

MEDIA DATA 2025



ADVERTISEMENT FORMATS & PRICES

Magazine format: DIN A4 – 210 mm x 297 mm
Print space: 185 mm x 260 mm (width x height)

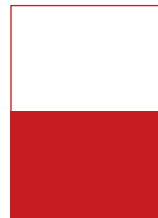
Print copy can be received digitally as printable PDF documents (min. 300 dpi); files of other programs available upon request. In order to ensure highest print quality, we kindly ask you to keep in mind that fonts have to be embedded or converted into paths while generating the printable PDF. Bleed formats are possible with a bleed of at least 3 mm and crop marks being correctly proportioned and visible.



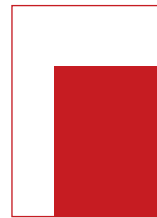
1/1 page
185 x 260 mm



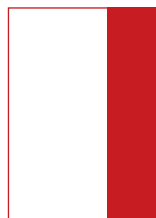
1/2 vertical
90 x 260 mm



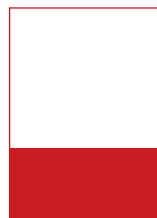
1/2 horizontal
185 x 125 mm



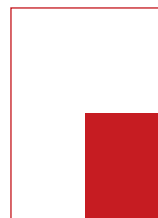
1/2 juniorpage
125 x 185 mm



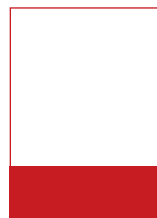
1/3 vertical
60 x 260 mm



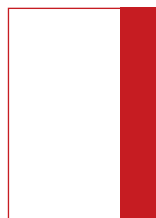
1/3 horizontal
185 x 80 mm



1/4 vertical
90 x 125 mm



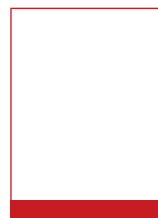
1/4 horizontal
185 x 60 mm



1/4 double vertical
45 x 260 mm



1/8 vertical
90 x 60 mm



1/8 horizontal
185 x 30 mm

All formats width x height.

All prices quoted shall be exclusive of 5% advertising tax and 20% VAT. All invoices are due for net payment without discount within 14 days subsequent to the invoice date. The general terms and conditions of the AlexanderVerlag.at GmbH apply.

Format	Price
Cover	7.300 Euro
Topic cover inside	5.600 Euro
1/1 page	5.200 Euro
4. U / back cover	5.850 Euro
2. U / inside cover	5.650 Euro
3. U / inside cover	5.550 Euro
1/2 page	3.000 Euro
1/3 page	2.300 Euro
1/4 page	1.700 Euro
1/8 page	1.100 Euro

Special formats, inserts, supplements and sticker, online advertising, as well as promotion and advertorials upon request.

Webpaper without print

1/1 »digital only«	800 Euro
as 3-pack each <small>3 issues or 3 times each issue</small>	690 Euro

Progressive approach leading to your advantage

- Guaranteed exclusive placement starting at the 1/3-page-format!
- All formats also available with bleed – **without surcharge!**
- Whether B&W or 4C – **no surcharge** for CMYK colours!
- **Published automatically online** – every issue is simultaneously available as web-paper and can be downloaded as pdf!
- **Digital advertisements** can be booked for webpaper **only!**



DATA & FACTS

Austromatisierung will be published in 2025 with a total of 7 issues and will therefore continue to have high frequency during peak business time of the year!

Austromatisierung ■ at: Each issue is simultaneously available as webpaper to leaf through online and can be downloaded as PDF – free of charge and without registration!

Characteristics

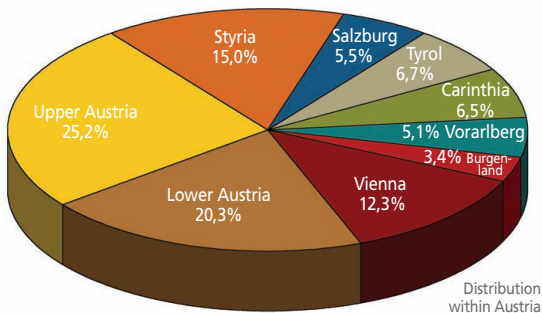
Austromatisierung is the advanced Austrian trade magazine for all topics of factory automation and process automation.

Target group

Engineers & decision-makers in all of Austria's manufacturing industries, in the field of mechanical engineering, special-purpose machines and plant design, in process industries, in municipal facilities, of system integrators & engineering offices, of energy suppliers, as well as young people who are undergoing specialisation training.

Circulation

10.000 copies (qualified addresses are cross-checked and monthly), increased circulation at trade fairs.



Circulation Austria: 9.650* copies
Other countries: 210*
Samples and archiv: Remaining
Total circulation: 10.000 copies

*rounded up to tens

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General Terms and Conditions

AlexanderVerlag.at GmbH

1. Scope and General Information

1.1 AlexanderVerlag.at GmbH – in the following referred to as publisher – exclusively performs its services on the basis of the present General Terms and Conditions (GTC). They shall also apply to all future business relations, even if there is no explicit reference to them.

1.2 By submitting an advertising order, the client agrees with these GTC and is bound to them.

1.3 Any side agreement, reservation, change or amendment of these GTC requires the written form in order to be valid.

1.4 If individual provisions of this GTC shall become ineffective in part or in whole due to mandatory legal regulations, the remaining provisions of the GTC shall not be affected.

1.5 Any quotations, advertising orders and all other information, customer service and complaint management are handled in German language throughout.

2. Ordering and Conclusion of Contract

2.1 By issuing an advertising order – verbally or in written form – the client and the publisher conclude a contract on the publication of one or several advertisements and the attachment of inserts or supplements in the publisher's printed media for the purpose of their distribution.

2.2 The conclusion of contract is founded on the basis of the publisher's quotation, respectively, or on the ordering of the client, in which the scope of service and payment is stated. The publisher's quotations are non-binding and subject to alteration.

2.3 The written (also digitally delivered) confirmation of order of the publisher is decisive for the formation of the contract. The contract shall become effective on the date on which the confirmation of order is received.

2.4 The publisher reserves the right to reject orders – including individual placements as part of a standing order – without giving any reason. The rejection of order is communicated to the client.

2.5 The dates of publication of the individual issues listed in the media data are the days on which the publication is delivered to the publisher or shipping partner by the printing partner. The period in which each issue is effectively delivered to the readership may take up to ten working days.

Additionally, the publisher reserves the right to change the actual date of publication of individual issues without giving reasons.

2.6 No warranty is given for the implementation of advertisements in certain issues and for the date of publication stated in the media data; with the exception of orders their validity of which is explicit subject to the compliance with certain dates.

2.7 Even already confirmed orders of inserts and supplements are binding on the publisher only where a sample insert is submitted and approved. This sample has to be sent to the publisher on time and in any case prior to the copy deadline stated in the media data of the magazine. Inserts giving the reader the impression of being an integral part of the publication as a result of their format or presentation shall not be accepted. Inserts or supplements including foreign advertisements have to be communicated to the publisher prior to the date of quotation. Such inserts and supplements are only possible where they have been expressly authorised by the publisher.

2.8 Advertising agencies have to stick to the publisher's prices concerning their own clients' quotations, contracts and invoicing. The agency commission granted by the publisher may not be transmitted, in whole or in part, to the client.

3. Order Processing

3.1 The client is responsible for the on-time delivery of technically correct and proper printing documents, inserts or supplements. The publisher shall request replacement for any recognisably unsuitable or damaged printing material. The publisher shall guarantee the usual standard of printing quality for the publication concerned and possible on the basis of the printing material provided.

3.2 Inserts, supplements and any stickers (tip-on-cards, CD's, etc.) shall be delivered to the publisher's printing or shipping partner on time and in any event before the date stated by the publisher for each order. The costs of delivery are paid by the customer.

3.3 The publisher shall not be obliged to check the contents of an advertisement; the client shall assume full liability thereof. Additionally, the client shall bear any



damage arising from the publication and suffered by the publisher.

3.4 In the event of colour deviations in the printed advertisements, the client shall only be entitled to assert claims for compensation if he has sent the publisher a final colour proof of the advertisement.

3.5 Proofs are supplied upon express request only and only digitally in the form of a PDF file. The publisher shall take into account all corrections of errors, of which it shall be informed within the period set at the time of providing the proofs. The costs thus incurred shall be borne by the client, charged according to effort expended and invoiced separately.

3.6 The placement of advertisements within the agreed issue of each publication shall be the task of the publisher, unless a clear indicator for placement was explicitly determined in the confirmation of order. Requests for placement are only binding in the case of an explicitly agreed surcharge for placement.

3.7 Advertisements that are not clearly recognisable as such due to their presentation shall be identified as advertisements by the publisher.

3.8 Any printing material is only kept for three months from the date of fulfilment of the order; data carriers of all kinds are returned upon express request only and kept only for three months from the date of fulfilment.

4. Cancellation Conditions

4.1 The cancellation or changing of an order has to be at the publisher's hands in written form and no later than on the date of the copy deadline. A manipulation charge of up to 15% of the advertising costs can be invoiced.

4.2 Effectively confirmed orders for the booking of covers cannot be cancelled.

5. Invoicing

5.1. After the publication of the respective issue, the publisher charges the in the advertising order defined publishing of the advertisement.

5.2. The publisher shall provide a complete specimen copy of the respective issue, along with the invoice, as proof of the advertisement.

5.3 Complaints will only be accepted within 14 days after receipt of the specimen copy.

6. Payment Conditions

6.1. All prices quoted in the media data of the publisher's respective publication shall be exclusive of 5% advertising tax and 20% VAT.

6.2 All invoices are due for net payment within 14 days subsequent to the invoice date and without discount. Any delay of payment shall give rise to charging 15% p.a. interest and collection costs.

6.3 The client shall undertake to bear all costs and expenditures associated with the collection of claims, including but not limited to collection fees or other costs necessary for an adequate prosecution of the matter.

6.4 Where payment is delayed, the publisher shall be able to defer the further execution of current orders until payment is made and to demand advanced payment for the remaining advertisements.

6.5 In the event of operational down-time or interventions due to force majeure, the publisher shall be entitled to full payment, if at least 70% of the assured circulation is delivered.

6.6 Invoice claims shall only be recognised within four weeks following receipt of the invoice.

7. Applicable Law

7.1 Austrian law shall be applied exclusively to all legal relations between the client and the publisher, excluding any and all international reference principles. The provisions of the United Nations Convention on Contracts for the International Sale of Goods (CISG) shall not apply.

7.2 Place of fulfilment is the registered office of the publisher: 3712 Maissau, Austria.

7.3 The court of jurisdiction for all disputes arising directly or indirectly from the contractual relationship between the publisher and client is the agreed relevant local and competent Austrian court.

AlexanderVerlag.at GmbH
Hauptplatz 11 (DG)
A-3712 Maissau

FN 329843p, Landes-/Firmenbuchgericht Korneuburg
Shareholders and CEOs:
Monika Alexander & Thomas Reznicek

GTC, 9th Nov. 2010

