

Concept

Editorial concept

The monthly German-language specialized magazine "at - Aktuelle Technik" is the leading Swiss specialized journal for industrial electronics, electrical technology, digital transformation and automation. Due to its varied articles, its clearly structured categories and its current online information offer. It is the leading German-language specialized magazine for industrial electronics, electrical engineering, digital transformation and automation. The independent technical articles and exclusive reports on innovative technologies, trends, trade fairs, products, applications and processes are aimed at decision-makers from the relevant specialist sectors and are primarily aimed at engineers and electrical specialists [41 % engineers, 24 % electronics technicians, electrical engineers, 10 % designers, 6 % industrial buyers, 5 % chemists, physicists as well as professors and technical educators and others]. It publishes exclusive contributions from research and development, interviews with well-known personalities and reports from universities. Top information about new products and services completes the offer. The standard magazine "at - Current Technology" is extended every year by a special issue focusing on "Engineering" [see separate media data]. The technical journal "at - Aktuelle Technik" is distributed within Switzerland by subscription, target mailing and at trade fairs.

Editorial boxes for advertisers

Editorial publications such as market- and product-overviews as well as product presentations are subjected to the same editorial responsibility such as all editorial publications. In addition, advertisers are offered the opportunity to advertise their specifications with paid public reports which are labelled as such and which, in contrast to advertisements, conform to the editorial guidelines of the publisher.



Media Kit 2020

b Verlag

Contact

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Q
Publikation
FOKUSSIERT
KOMPETENT
TRANSPARENT

printed in
switzerland

We are committed to
Switzerland as a work-
place

«at - Aktuelle Technik»
is certified by the Swiss
Media Association
«Verband Schweizer
Medien» as a Quali-
täts-Publikation [publica-
tion of high quality].



Advertising

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Basic data

Number of issues 12 per year, Volume 43, since 1978
Number of copies 10'200 copies
Editors Thomas Meier, thomas.meier@blverlag.ch
 Andreas Leu, andreas.leu@blverlag.ch
Printing AVD Goldach, Sulzstrasse 10-12, 9403 Goldach
Subscription 1 year [12 issues + 1 special issue]: CHF 64.-,
 2 years [24 issues + 2 special issues]: CHF 97.-
 Single issue: CHF 7.-
 [Abroad: plus postage]
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Certified by WEMF / SW 2019



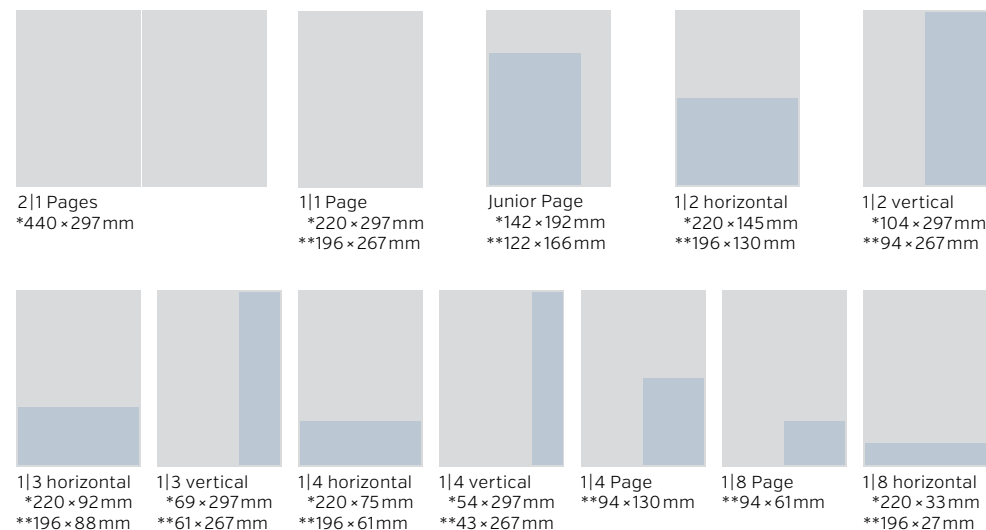
Total circulation 10'198 copies
sold copies 2'764 copies
Additionally: Trial and advertising copies (esp. trade fairs and events) 202 copies
Number of copies 10'200 copies

Partnership

«at – Aktuelle Technik» is the official publication of the associations SwissT.net [Swiss Technology Network] covering sections 10 [Sensors], 14 [Electronic Packaging], 17 [Industrial power systems] und 46 [Vision].

Additional informations

Sizes



Technical data

Technical information, printing material		Data delivery	
Format	220 × 297 mm [adhesive binding]	PDF	Highend, at least X3
Type area	196 × 267 mm	Picture files	To be saved as TIFF or EPS files with a resolution of 300 dpi for the original, images and illustrations [EPS / AI] in CMYK-colorspace (no RGB-files)
Kind of printing	Web-fed offset [up to 4 colours]	Fonts	all fonts used in the files must also be provided
Raster	70	Proof	The print shop needs for an optimal reproduction of the advertisement a binding proof according to ISO Coated Standard. There must be a Fogra media wedge on the proof. If no colour proof is available as a reference, your order will be printed according to our PSO standard.
Color Profile	PSO Uncoated ISO12647 [ECI]		
Printing Material	Elektronik data		
Cut	Trim for bleed advertisings: + 3 mm per bleed page, Inserts: header trim 4 mm, inner edge grind off 3 mm		
Insert size	Max. 210 × 292 mm		

*Bleed margin [bleed measurements +3mm trimming per bleed border]. **Type area

Publishing dates

Issue	Published	Closing-date	Trade Fairs	Focus 1	Focus 2	swissT.net	Permanent topics
1/2020	27.01.2020	03.01.2020	Maintenance, Zurich, 12.2. – 13.2.2020	Predictive Maintenance	drive technology		automation engineering manufacturing automation process automation explosion protection Mobile Automation robotics Human and machine safety
2/2020	17.02.2020	24.01.2020	Embedded World, Nuremberg (D), 25.2. – 27.2.2020 AM Expo, Lucerne, 3.3. – 4.3.2020 all about automation, Friedrichshafen (D), 4.3. – 5.3.2020	Embedded	power supplies	Sensors Vision Power	
3/2020	13.03.2020	20.02.2020	EMV, Köln, 17.3. – 19.3.2020 Lopec, Munich (D), 24.3. – 26.3.2020	EMV	medical technology	Sensors Electronic Packaging Power	digitalisation big data predictive maintenance deep learning virtual reality cyber security IoT quality assurance 3-D printing
4/2020	15.04.2020	23.03.2020	Hannover Messe, Hannover (D), 20.4. – 24.4.2020 SIAMS, Moutier, 21.4. – 24.4.2020 PCIM/SMT, Nuremberg (D), 5.5. – 7.5.2020 Control, Stuttgart (D), 5.5. – 8.5.2020	The perfect control cabinet	oscilloscopes	Electronic Packaging Vision	
5/2020	12.05.2020	17.04.2020		microelectronics	image processing	Sensors Power	sensor technology
6/2020	10.06.2020	15.05.2020	Automatica, Munich (D), 16.6. – 19.6.2020 Sensor + Test, Nuremberg (D), 23.6. – 25.6.2020	robots	Fieldbus systems	Electronic Packaging Vision	drive technology drives motion control frequency converters
7/2020	06.07.2020	15.06.2020		control technology	CAD / CAM	Sensors Power	Pneumatics / Hydraulics
8/2020	19.08.2020	30.07.2020		Industry 4.0	Cables / Connectors	Electronic Packaging Vision	industrial informatics
9/2020	15.09.2020	24.08.2020	SINDEX, Bern, 22.9. – 24.9.2020 Motek / Bondexpo / Microsys, Stuttgart (D), 5.10. – 8.10.2020	Automation	safety engineering, IT-Security	Sensors Power	metrology
annual edition «Engineering»	14.10.2020	20.09.2020					Electrical and electronic components plug connector connection technique rechargeable batteries switch cabinet processors memory communication modules
10/2020	21.10.2020	29.09.2020	VISION, Stuttgart (D), 10.11. – 12.11.2020 Electronica, Munich (D), 10.11. – 13.11.2020	RFID	Operating devices / Displays	Electronic Packaging Vision	
11/2020	16.11.2020	23.10.2020	SPS – Smart Production Solutions, Nuremberg (D), 24.11. – 26.11.2020	Virtual Reality Augmented Reality	BDI, ERP, PLM	Sensoren Power	
12/2020	10.12.2020	20.11.2020		education	Industrial communication	Vision	

Subject to alteration

Print rates*

Advertisements**

		1×	3×	6×	9×	12×
2/1 pages	CHF	8'000.-	7'600.-	7'200.-	6'800.-	6'400.-
1/1 page	CHF	4'500.-	4'275.-	4'050.-	3'825.-	3'600.-
1/2 page	CHF	2'600.-	2'470.-	2'340.-	2'210.-	2'080.-
1/3 page	CHF	1'900.-	1'805.-	1'710.-	1'615.-	1'520.-
1/4 page	CHF	1'400.-	1'330.-	1'260.-	1'190.-	1'120.-
1/8 page	CHF	900.-	855.-	810.-	765.-	720.-
Cover page	CHF	5'100.-				
2 nd Cover page	CHF	5'000.-				
3 rd Cover page	CHF	4'700.-				
4 th Cover page	CHF	5'600.-				

Special placements (rates including placement surcharge)

1 st advertise page Placement: right page	CHF	5'000.-	4'750.-	4'500.-	4'250.-	4'000.-
1/2 junior Page Placement: right page, right	CHF	3'000.-	2'850.-	2'700.-	2'550.-	2'400.-
1/2 junior Page Placement: left page, left	CHF	2'700.-	2'565.-	2'430.-	2'295.-	2'160.-
1/2 page vertical Placement: right page, right ¹	CHF	2'900.-	2'755.-	2'610.-	2'464.-	2'320.-
1/3 page vertical Placement: right page, right ¹	CHF	2'300.-	2'185.-	2'070.-	1'955.-	1'840.-
1/3 page vertical Placement: left page, left ¹	CHF	2'100.-	1'995.-	1'980.-	1'785.-	1'680.-
1/4 page vertical Placement: right page, right ¹	CHF	1'800.-	1'710.-	1'620.-	1'530.-	1'420.-
1/4 page vertical Placement: left page, left ¹	CHF	1'600.-	1'520.-	1'440.-	1'360.-	1'280.-
1/8 page horizontal Placement: below editorial	CHF	1'200.-	1'140.-	1'080.-	1'020.-	960.-
			[5%]	[10%]	[15%]	[20%]

¹Strip Advertisements witch occupy the entire page height. Other formats upon request

Extra charges

Bleed advertisements	CHF	250.-
Mandatory placements	CHF	200.-

Special placements: Free of charge. Requests for special placements will be met whenever possible. However, for technical reasons we cannot give any guarantees. Special discounts will not be granted for special placement requests that we are unable to meet. Special colours (if not on ISO scale) upon request.

Inserts (bound and loose)

		2 pages	4 pages	8 pages	16 pages
	CHF	4'500.-	4'700.-	5'100.-	5'900.-
plus weight-dependent postage costs:					
Weight		1-50g	51-75g	76-100g	over 100g
Inserts bound	CHF	-	1'326.-	1'530.-	on request
Inserts loose	CHF	1'122.-	1'326.-	1'530.-	on request

No discount is granted for Inserts.

Press releases***

		Advertisers	Other
Company contribution 1/1 page	CHF	2'100.-	3'200.-
Company contribution 2/1 pages	CHF	3'150.-	4'800.-
Top-Info 1/1 page	CHF	1'700.-	2'500.-
at-Info, approx. 1/4 page	CHF	500.-	800.-

*All prices excl. VAT **Agency commission: The commission for consultants and agencies is 10 %. No commission is granted on surcharges. ***In cooperation with the editorial office according to the layout concept of the publishing house.

Online

Prices online advertising, online formats and paid content online

Online advertising is controllable, measurable and interactive. We offer you the right online advertising for your target group. You will find the formats and prices on our website aktuelle-technik.ch/werbung



General terms and conditions

The legal provisions for the placement of advertising in the media of BL Verlag AG can be found in the General Terms and Conditions at www.blverlag.ch/agb





Media Kit 2020

Paid Content Online

Advertorials on the start page and a subpage of your choice

	Runtime		
Advertorials text [4000 characters] / images [3-5] / text box [800 characters] / URL At the customer's request, advertorials can also be edited especially for the magazine's website and then published online. The online publication takes place on the homepage of the magazine as well as on a subpage of your choice.	until the publication of the next issue on the homepage; in category unlimited	CHF	2200.-

Product PR on the «Products» page

PR «Online» text [800 characters] / image [1] / URL	unlimited	CHF	600.-
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Company profile on the «Suppliers» page

Company profile «standard» text [company portrait] / form fields / URL / adress /logo	1 year	CHF	600.-
Company profile «excellence» text [company portrait] / images / film[s] / spot[s] / campaign[s] / form fields / URL / adress / logo / automatic compilation of all published content	1 year	CHF	900.-

Base material PR
 Adequate product descriptions and pictures as well as technical specifications / data sheets of the products to be presented must be provided by the customer. On the basis of this basic material, the editorial department prepares the PR, which is then prepared by the production department according to the design specifications of the magazine and placed on the internet.

Basic material Advertorials
 Online advertorials are designed according to the publisher's layout specifications and placed on the net. Text contributions and photos can be contributed by both the customer and the publisher. Moving image material (films / TV spots etc.) and illustrations or technical drawings / plans must be prepared and made available by the customer free of charge so that they can be taken into account in the design of the advertorial.

Base material Company profiles
 All material, including logos, addresses, fields of activity, moving and still images, technical plans and drawings, company and product descriptions, etc., must be provided by the customer. The publisher brings the material into the given form and puts it online for one year.

Online rates

	AD-Zones	Exclusive	Runtime	dynamic* [CHF]	static** [CHF]
1	AD-Zone «Full Header» On all entry pages	yes	4 weeks	2'400.-	1'800.-
2	AD-Zone «Movie-Star» On all entry pages	yes	4 weeks	2'400.-	
3	AD-Zone «Top-Right» Front page (current issue) Category page	no	4 weeks	960.- 640.-	720.- 480.-
4	AD-Zone «Grid Top 10» Front page (current issue) Category page	nein	4 weeks	960.- 640.-	720.- 480.-
5	AD-Zone «Grid Top 25» Front page (current issue) Category page	nein	4 weeks	600.- 400.-	450.- 300.-

Advertorials from the print magazine

If the customer wishes, the adverts and advertorials from the current print issue can also be published online on the magazine's home page as well as within the same category as in the print issue. The size and placement of the adverts and advertorials correspond to those in the print issue (print sizes, number of pages). Print discounts are not carried over.

flat rate 5 % of the print tariffs

Online-Formate

1



AD-Zone «Full Header»
Positioning on the slider of the site's header

Visibility: On all entry pages



2



AD-Zone «Movie-Star»
Positioning on the top right

Visibility: On all entry pages



3



AD-Zone «Top-Right»
Positioning on the upper right

Visibility: Home page or category of your choice



4



AD-Zone «Grid Top 10»
Positioning on the top of the grid / Preferred placement in the smart-phone view

Visibility: Home page or category of your choice



5



AD-Zone «Grid Top 25»
Positioning on the bottom of the grid / Preferred placement in the smart-phone view

Visibility: Home page or category of your choice



File formats



* mpg, mov, gif,
Link zu «YouTube»
or «Vimeo»



**jpg, PNG

1

Area of Ad-Zone:
width: 1360 pixels
height: 240 pixels

2

Area of Ad-Zone:
Preferred position for
embedded movie clip/
spot [YouTube, Vimeo]

3, 4, 5

Area of ad zone that
can be freely
designed:
width: 280 pixels
height: 450 pixels

Special formats/extra large sizes upon request. The data supplied must be able to be displayed responsively. Image or banner size max. 5 MB.