

AUTOMATION NL

TRADE MAGAZINE FOR INDUSTRIAL AUTOMATION

Platform for the
professionals in
the Industrial
Automation

Planning & Rates 2024



AutomationNL

The development of industry goes hand in hand with the development of industrial automation these days. Industry is becoming faster, more efficient, safer, and more sustainable thanks to Industrial Automation. In recent years, IA has become an essential technology for industry, and the market is progressing positively, presenting new opportunities each year.

Alea Publishers in Zeist, The Netherlands, publisher of trade journals, websites, and events, is launching a new magazine this autumn: AutomationNL, a trade magazine for professionals in industrial automation. A daily news service is provided on www.automationnl.nl and eight times a year we publish a print edition. Our goal is to keep you up to date on the latest developments and report on successful case studies and technological solutions.

We cover topics like sustainability, safety, and innovation in addition to the purely technical aspects of Industrial Automation. Our content is divided into four distinct sections: Digitalisation, Process Technology, Production Automation, and Vision, Robotics & Motion. There are two themes in every print issue.

AutomationNL provides targeted information for professionals working in the field of Industrial Automation who wish to keep up with the latest developments in the field.

► Statistics

Trade Magazine

4 times a year, circulation 3000

Website

automationNL.nl

Digital Newsletter

Reach: 1500

Socials

- LinkedIn
- Twitter

Publication dates 2023 Print and Digital

Edition	Theme	Closure of delivery	Closure of delivery for advertising materials	Publication date
1	measuring & control technology sensors - temperature, flow, flow rate, pressure: industrial pumps	16 January	25 January	9 February
2	vision, Robotics & motion (5 and 6 June); Cyber security in industry*	30 April	7 May	14 May
3	WOTS 2024 (24 t/m 27 sept. 2024); process automation & PLC/Scada; Machine automation*	20 August	27 August	13 September
4	flow & safety; Pressure measurement, flow measurement and flow measurement; industrial safety (ATEX/SIL) and gas detection	23 September	31 September	18 October

* Increased circulation: 5000

Digitalisation section

Governance, management, and monitoring of production processes require digitization. It delivers valuable data collected through analysis (like business intelligence, but also artificial intelligence and machine learning) to bring significant quality improvements. We keep you updated on the latest trends and developments at AutomationNL.

Process Technology section

Automation and digitization are key to optimizing process installations. AutomationNL investigates and describes how process installations can be optimized and made more efficient by applying innovations in mechanical engineering, electrical engineering, and industrial automation.

Production Automation section

Manufacturing automation brings a number of advantages, including lower costs, better quality, shorter production and changeover times, and more data. Production, logistics, purchasing, service, customer support, and the like can be greatly improved due to the high degree of digitization in manufacturing today.

Vision, Robotics & Motion section

Industrial robots and sensors can be used in a smart way to improve production and quality of finished products. This is especially true if robots and their sensors are part of the digitization strategy. In the field of vision & robotics, AutomationNL identifies and describes the best applications and innovations.



Print Advertisements

Size Format	Specification (w x h mm)	Rate €
1/1 page	230 x 300 (excl 3 mm bleed)	€ 1.575
1/2 page portrait	93 x 275	€ 1.025
1/2 page landscape	190 x 135	€ 1.025
1/4 page portrait	93 x 135	€ 725
1/4 page landscape	190 x 65	€ 725
Surcharge branded content*		+ 750 per page
Leaflet/insert		Upon request

* Including editing

Multimedia campaign

Multimedia campaign AutomationNL offers various options for online and offline advertising. Think of advertisements, partner and branded content, online bannering, or online advertorials. This media card provides an overview of the standard possibilities. Customization is of course also possible. Please contact our media advisor for a suitable (multimedia) campaign for your marketing objectives.

Digital Magazine

With a number of themes Alea Publishers will, in addition to the paper publications, also publish a digital magazine. A beautifully designed full screen online magazine, in which all interesting content regarding the theme is bundled and can be read in a pleasant way on desktop computer, tablet and phone.

By offering the digital magazine through all of Alea Publishers' food websites and newsletters the number of readers of these editions increases greatly. And by posting it on the social media channels, (including LinkedIn) a nice spin-off is created.

Branded content can also be included in the digital magazine; a standalone digital magazine for a service or product is also possible. Contact one of our media advisors and we will be happy to help you.

Go here for an overview:
<https://digitaalmagazine.evmi.nl/>

AutomationNL.nl & Digitale Newsletter

Maximize your exposure: use our website and digital newsletter. The digital newsletter is issued twice a week, on Tuesdays and Thursdays.

Advertising AutomationNL.nl

<https://www.automationnl.nl/>

Size Format	Specification	Rate €
Full banner	468 x 60, 320 x 50 (mobile)	€ 500 a month
Leaderboard	728 x 90, 320 x 50 (mobile)	€ 950 a month
Large Rectangle	336 x 280, 300 x 250 (mobile)	€ 950 a month
Video / film		€ 1.250 a month
Digitale advertorial		€ 500

► Video/film

A (YouTube) video on the AutomationNL homepage, alternating between the three rectangle positions on the right side.

► Bannering

A banner on the homepage and/or underlying pages. A banner can be presented in a carousel of maximum three banners.

► Logo link

A logo link is a short clickable text, combined with a logo leading to a website.

► Digitale advertorial

A digital advertorial is a short text about the company or product. The layout with a maximum of 250 words is carried out by AutomationNL and is submitted to you for approval.

Adverteren Digital Newsletter

Format	b x h pixels	Rate €
Banner	320 x 50	€ 500
Digital advertorial		€ 500
Dedicated newsletter		€ 1250 each time

Specifications online banners

	Website	Newsletter
File type	jpg, gif, animated gif, html5	jpg
Color mode	RGB	RGB
Resolution	72 dpi	72 dpi
Maximum	99 kb	99 kb
Landing page	Insert web address	Insert web address

Business Directory

Inclusion of your company data in the online database at www.evmi.nl and in every edition of the magazine.

In AutomationNL magazine: eight times a year, under a logo and data entry.

On AutomationNL online: full company description, social channels, video, add your own news, and more, € 650,-* per year.

Register via this link: <https://www.automationnl.nl/bedrijvengids/paid-vermelding>

**With a free AutomationNL business listing, only your basic information will be included in the online business directory*

Submitting advertising material

Use the AD | Portal to submit your advertising material. We will send an email requesting you to supply the necessary materials. Please note: this e-mail can sometimes end up in your spam/unwanted email folder.

Materials for online placements can be submitted by email to traffic@virtumedia.nl. You will receive a request to provide the required materials.

For many of our customers we also take care of the (advertisement) layout. Contact us to discuss the options.



ALEAPUBLISHERS

Publishing House Alea Publishers
Huis ter Heideweg 13
3705 MA Zeist

Publisher Roeland Dobbelaer

Editorial Team Robbert Hoeffnagel
Editor in Chief
robberthoeffnagel@aleapublishers.nl
0651282040

Lennart Kik
Webredactie
lennartkik@betapublishers.nl

Advertisement Bas van den Engel
basvandenengel@aleapublishers.nl
06 423 069 37

Delivery of advertising material Afdeling traffic
traffic@virtumedia.nl
030 691 33 12

Subscriptions klantenservice@virtumedia.nl

Knowledge partners:

EVmi **mikrocentrum**
opleiden • ontmoeten • ondernemen

All amounts mentioned are in euros, exclusive of VAT