



MEDIA INFORMATION 2018

ident

The Leading User Magazine for Automatic Data Capture and Identification



We connect the industry!



Barcode | RFID | Sensors | Identification | Mobile IT | NFC | IoT | Scanning | Logistic Software | Print & Apply

Practice-conform information for more than 22 years

Technologies like RFID, NFC, RTLS, Labeling, Mobile IT, Sensor Systems, IoT, Part Marking, Logistic Software, order Picking and Barcodes, with all their different technological designs and application fields, have developed rapidly over the past years. They are the basis for efficient processes and enable the application of economic and powerful information systems.

ident has been contributing to this sector for many years in order to inform the readers and future applicants in an intelligible, practical and intersectoral way about the entire spectrum of the AIDC industry.

For further information, *ident* provides an internet portal at www.ident.de, *ident* MARKET – The Provider Directory, the list of producers, resellers and system integrators.

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1 ident in brief:

ident – The leading user magazine for automatic data capture and identification. The magazin provides intersectoral and practical oriented information, user reports, product introductions and actual news covering technologies like RFID, NFC, RTLS, Identification, Mobile IT, Print & Apply, Sensor Systems, IoT, Logistic Software and Barcode. Accompanying to these subject areas **ident** supplies an internet portal on www.ident.de – the **ident** AIDC market – the list of producers, resellers and system integrators.

2 Organ:

AIM-D e.V.
Deutschland – Österreich – Schweiz

3 Issuer:

Ident Verlag & Service GmbH

4 Editor-in-chief:

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6 Year:

23. Volume 2018

7 publication structure:

6 Magazines, 1 Annual and Specials

8 Publisher:

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13 Internet:

www.ident.de

14 Subscription price:

Annual subscription € 70 + shipping costs
Single issue € 12 + shipping costs

15 Circulation analysis:

Copies per issue on annual average
(01. July 2016 – 30. June 2017)

Circulation:	12.000		
Effective distributed circulation):	11.500		
Sold circulation:	1.161	Subscriptions:	704
		Member copies:	144
		Retail copies:	313
Reader copies:	10.339		
Leftover, archive and voucher copies	500		

Issue/ Date of publication	Print document deadline	Print document deadline	Editorial deadline	Application area	Technology focus	Trade Fairs, Congresses & Events
Annual 2018 19. February	22. January	18. January	12. January	ident Annual Enterprises of the AIDC branch present themselves and the spectrum of their services.	Company Presentations Technical Reports AIM Member List Standards	Overview Dates and Events
1 / 2018 05. February	22. January	18. January	12. January	Intralogistics & Trade LogiMAT Trade Fair Special Print & Apply	Printer Technology Storage Logistics POS Systems RFID Reader	EuroCIS (27.02.-01.03.) LogiMAT (13.03.-15.03.) LOPE-C (13.03.-15.03.)
2 / 2018 26. March	12. March	08. March	02. March	Industry 4.0 & Logistics CeMAT/HMI/IIoT Trade Fair Special Information Systems	Printed Electronics Product Protection Voice Technology Mobile IT	Empack Zürich (11.04.-12.04.) conHIT (17.04.-19.04.) CeMAT/HMI (23.04.-27.04)
3 / 2018 14. May	30. April	26. April	20. April	RFID/NFC & IIoT Automotive Logistics Software	Barcode Scanner Textile Labeling RFID Systems Part Marking	all about automation (06.06.-07.06.) CeBIT (11.06.-15.06.) AUTOMATICA (19.06.-22.06.)
PRODUKTE 09. July	11. June	07. June	01. June	ident PRODUKTE Products and solutions: Barcode, Printer, 2D-Codes, NFC, Mobile IT, RFID, IIoT, Labeling, Sensor Systems and Logistic Software.	System Integrator Producer End-user Reseller	
4 / 2018 03. September	20. August	16. August	10. August	Packaging & Labeling FachPack Trade Fair Special Process Optimization	Barcode Testing Equipment Printer (RFID/Barcode) Access Control Ex Protection	FachPack (25.09.-27.09.) Security (25.09.-28.09.) Dt. Logistik Kongress (17.10.-19.10.)
5 / 2018 15. October	01. October	27. September	21. September	Automation & Sensor Systems SPS/IPC/DRIVES Trade Fair Special Optical Identification	Internet of Things (IIoT) NFC Technology Healthcare WMS	VISION (06.11.-08.11.) Medica (12.11.-15.11.) SPS/IPC/DRIVES (27.11.-29.11.)
6 / 2018 19. November	05. November	01. November	26. October	Auto-ID Innovationen Highlights 2018 Special Edition Labeling	Scanner (Barcode/RFID) Barcode Printer Trade Logistics Smart Cards	

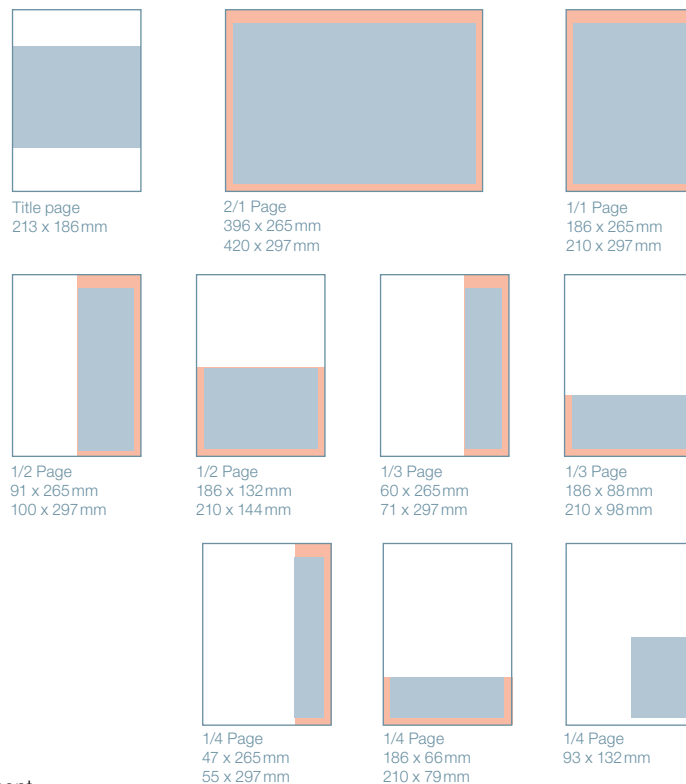
Advertising prices and formats:

Format	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
1/1 page	186 x 265mm	210 x 297 mm	4,400 €
1/2 page	91 x 265mm 186 x 132mm	100 x 297mm 210 x 144mm	2,400 €
1/3 page	60 x 265mm 186 x 88mm	71 x 297mm 210 x 98mm	1,800 €
1/4 page	47 x 265mm 186 x 66mm 93 x 132mm	55 x 297mm 210 x 79mm -	1,400 €
Formats on double pages	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
2/1 page	396 x 265mm	420 x 297 mm	7,700 €
Special formats	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
Cover page + best practice story or advertorial	216 x 186mm 186 x 128mm	- -	5,800 €

All prices plus VAT.

➔ Please add **3 mm bleed** to the cut format on each sides of the advertisement.

Ads ■ in type area ■ Bleeded Ads (Width x Height):



1 Prices/special formats/Surcharges for preferential placement:

Fold-out cover 2 Pages	5,900 €
3 Pages	6,700 €
Banderole	4,200 €
Inside front cover 4C	4,800 €
Inside back cover 4C	4,800 €
Back cover 4C	5,300 €

2 Colour surcharges: Special colours, per colour (HKS, Pantone) 1,200 €

3 Prices for vacancy advertisements and other classified ads:

Situations offered per mm (1 column, 42 mm wide)	3 €
Situations wanted per mm (1 column, 42 mm wide)	2 €
Code charge	15 €

4 supplements:

two-page	3,500 €
four-page	6,300 €

Folding supplement 10% Surcharge. Supplements to be delivered in magazine format plus 3 mm bleed to the cut format, uncut, plano, preview sample required. Number of supplements to be supplied (incl. surcharge) and delivery deadline available on request. Info on minimum / maximum supplement weight available on request.

5 Inserts: Max size 205 mm x 285 mm
(< DIN A4) up to 25 gr. per thou. 250 €
Number of supplements to be supplied and deadline available on request.
Partial binding available on request. Info on maximum insert weight available on request. Preview sample required.

6 Postcards: Machine glueing per thou. 60 €

7 Discounts for repeated advertising over calendar year:

No. of occasions:	Amount:
2 appearances 3%	2 Pages 5%
4 appearances 5%	4 Pages 10%
6 appearances 10%	6 Pages 15%

8 Specifications for advertisements sent digitally:

File format: EPS
standard Adobe structure; fonts and high-definition graphics data

File format: PDF
standard Adobe PDF/X-3 Norm (ISO 15930-3); fonts and high-definition graphics data

File format: TIFF
Line-art: definition: min. 700 dpi; Half-tone, colour: definition 300 dpi

9 Postal address for supplements, inserts and postcards:

Service Gesellschaft mbH
Am Industriehof 7
60487 Frankfurt
Germany

10 Design/Layout/Production:

RAUM X Agentur für kreative Medien · Ristea, Ristea-Makdisi GbR
Tel.: +49 231 84796035 · www.raum-x.de · E-Mail: mail@raum-x.de

Discounts do not apply to inserts, supplements, postal charges, special colours and additional technical costs. All prices plus VAT.

20 YEARS ANNUAL

ident ANNUAL

The *ident* ANNUAL is the supplier list of Auto-ID companies and presents their range of services, for example Barcode, Printer, Mobile IT, RFID, NFC, IoT, Labeling, Sensor Technology and Logistics Software. It connects decision makers for projects with suppliers, producers and cooperation partners from the fields of hardware, software and system integration. The *ident* editorial and recognized authors from the industry make the preparation of the technical contributions.

Content of the Annual

- ➔ Barcode, RFID & Mobile IT
- ➔ Logistics Software & WMS
- ➔ Industry 4.0, IoT & Sensors
- ➔ Labelling & Printing
- ➔ Auto-ID Competence Matrix
- ➔ Professional Articles & AIM-D e.V.

The Processing

Binding: Stable adhesive bond
Extent: 120 pages DIN A4
Release Date: February 2018
Frequency: Annually

The Circulation / Distribution

Total circulation: 15,000 copies
Shipping Circulation 11,500 copies
90% Germany
10% Austria and Switzerland

At all relevant trade fairs, congresses and trade events such as LogiMAT, FachPack, SPS and BVL Logistics Congress we distribute another 3,000 copies. 500 copies served as references, retail sale and archive.

Your Presentation on the Internet

For download as PDF-Document and E-Paper, the complete *ident* ANNUAL containing your company profile, will be available free of charge on the highly popular *ident* website (www.ident.de). As a PDF-Document, we also present your company profile on the *ident* Online Supplier List.



1/1 PAGE COMPANY PRESENTATION

- ➔ Company logo
- ➔ 3,000 characters w/o blanks
- ➔ 1-3 images (JPG/TIF/PDF at least 300 dpi)
- ➔ Your company's contact
- ➔ Layout included, 4 colors

1/1 Page 2,950 €

2/1 PAGE COMPANY PRESENTATION:

- ➔ Company logo
- ➔ 6,000 characters w/o blanks
- ➔ 2-6 images (JPG/TIF/PDF at least 300 dpi)
- ➔ Your company's contact data and persons
- ➔ Layout included, 4 colors

2/1 Page 3,750 €

APPLICATION STORY PUBLISHED IN THE IDENT ANNUAL

Exclusive Anniversary Offer

If your company has booked a company profile in the *ident* Annual, it is possible to publish an application story after consultation with the *ident* editorial team. The *ident* will make the four-color layout.

Prices for publication:

One-page Application Story 490,-€
Two-page Application Story 870,-€

All prices plus VAT.

ident PRODUCTS

We present selected products and solutions from the sectors barcode, 2D codes, mobile IT, NFC, RFID, identification systems, print & apply, sensor systems, IoT, system integration and Logistic Software. We give Auto-ID products of all kinds, Hardware, Software, System integration or consulting services a focus for potential customers. The high acceptance and the growing coverage of the special issue **ident** PRODUKTE prove the relevance of this guide.

Target Group

ident PRODUCTS is aimed towards producers, system integrators, retailers and end users of AIDC technologies in all industry, retail and service sectors. Readers from different businesses get information about solutions and business activities directly from the suppliers. **ident** PRODUCTS gives you the opportunity to inform existing and potential customers directly of products and solutions from your company.

Circulation

Total circulation	14,000 copies
Shipped circulation	10,500 copies
	90 % Germany
	10 % Austria/Switzerland

3,000 copies are distributed at industry fairs conventions and conferences. 500 copies are reserved for individual sales and archiving.

The Processing

- Stable binding
- Format: DIN A5
- Date of publication: July 2018
- Frequency of publication: yearly

Additional Features

- Well arranged Layout: One product per page
- Presentation by categories
- Competence Matrix

CATEGORY 1:
Readers (Barcode & RFID), Terminals,
NFC, BLE, Sensor Systems, Voice Picking

Category 2:
Software, Consulting, RTLS, IoT
System Integration

CATEGORY 3:
Print & Apply, Labeling, Transponder, Labels

FOR 1/1 PAGE PRODUCT PRESENTATION

- Compnay Logo
- 1,500 characters w/o blanks
- 1-2 images (JPG/TIF/PDF at least 300 dpi)
- Your contact data
- Layout included, 4 colors

1/1 Page	990 €
Every further page	490 €

From four product pages we grant you special conditions.
All prices plus VAT.



ident OFFPRINT

Use technical contributions as advertisement

Offprints can be used to accompany existing brochures or can replace them. Adding editorial content to your advertisement media transfers independent and objective information about your products and -solutions. Because the reports are already edited they can be produced quick and easily as offprints.

Use best practice stories published by *ident* for acquisition, mailing or direct distribution to existing and potential customers on fairs, congresses or in personal appointments. The offprints consist of the existing best practice stories published by *ident* with explicit reference and added information from your company


We offer high quality offset printing from 2 pages to 8 pages with saddle stitch, reproducing reports of every volume. In addition to the print version on high quality art paper you receive an optimized screen PDF for use in the internet.

Offprint

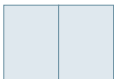
- ➔ Reproduction of your best practice stories
- ➔ Customizing of the contribution
- ➔ Photos, illustrations and graphics
- ➔ Layout included
- ➔ Your logo on the title page
- ➔ Contact information of your company
- ➔ High quality paper
- ➔ PDF, optimized for the screen additionally



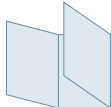
2 pages DIN A4

	Print run	Price
 Both sides 4 colour	2,000	1,370 €
	4,000	1,570 €
	9,000	1,970 €


4 pages DIN A4

	Print run	Price
 Persistent 4 colour, 1 fold	2,000	1,560 €
	4,000	1,860 €
	9,000	2,360 €

6 pages DIN A4

	Print run	Price
 Persistent 4 colour, letterfold	2,000	1,850 €
	4,000	2,250 €
	9,000	2,850 €

8 pages DIN A4

	Print run	Price
 Persistent 4 colour, saddle stitch	2,000	2,240 €
	4,000	2,740 €
	9,000	3,440 €

All prices plus VAT.

ident MARKET – THE PROVIDER DIRECTORY

STANDARD

- Listing your business in one category of your choice from the COMPETENCE MATRIX
- Publication in the **ident** MARKET the print edition (40mm height) and online in the **ident** Provider Directory www.ident.de/anbieterverzeichnis
- Presentation of the contact information, logo and a short company profile (maximum 400 words) in the online **ident** Provider Directory
- The price for the STANDARD company entry in **ident** MARKET - The Provider Directory **for one year is 980 €**

PRINT



ONLINE



PREMIUM

- Listing your business in one category of your choice from the COMPETENCE MATRIX
- Publication in the **ident** MARKET the print edition (60mm height) and online in the **ident** Provider Directory www.ident.de/anbieterverzeichnis
- Presentation of the contact information, logo and a short company profile (maximum 600 words) in the online **ident** Provider Directory
- With PREMIUM status we publish online more information about your company (up to 4 PDF-files, such as flyers, catalogs and brochures)
- The price for the PREMIUM company entry in **ident** MARKET - The Provider Directory **for one year is 1,250 €**



- With the second STANDARD company entry you will automatically receive the PREMIUM status
- Each additional company entry in a category of your choice from the COMPETENCE MATRIX in the **ident** MARKET print edition (similar to the selected height of the first entry) and in the online **ident** Provider Directory **for one year is 490 €**



Basically: Invoices are for one year in advance. All entries have an initial term of one year and will be extended automatically if no notice is given 14 days prior to expiration of the term. All Prices plus VAT.

ident ONLINE ADVERTISING

By combination of print and internet we offer you a cross media presentation in our publications to establish direct contacts. The internet portal www.ident.de is visited more than 80,000 times per year and generates more than 360,000 page impressions per year. Our readers can profit from current news, product information, dates and schedules, the magazine archive, the online supplier directory and much more. The current issue of *ident* and our annual are ready for download as PDF completely free of charge.

Top Promotion

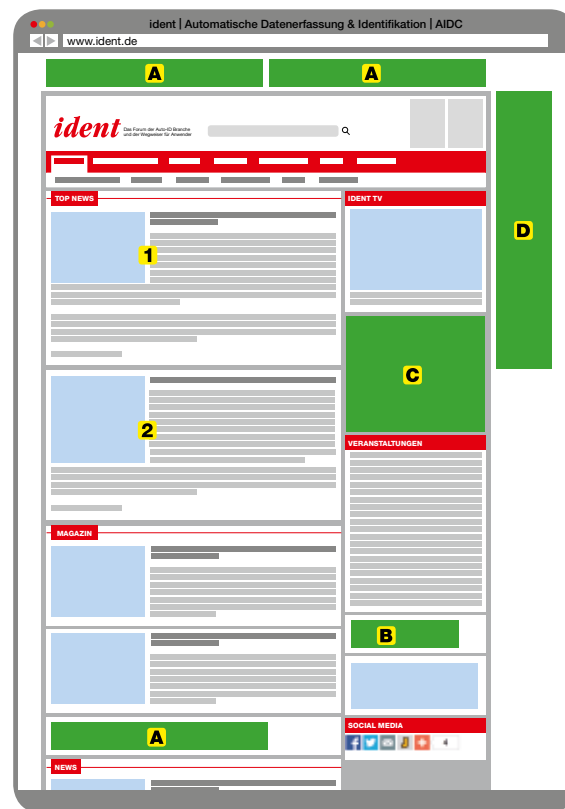
Presentation of a success story or a product information including graphics or pictures on the *ident* website. If a company entry exists in the *ident* MARKET – The Provider Directory, the Top Promotion is linked to the online company profile automatically.

- 1** Top Advertorial for 890 € per month
- 2** Top Product for 650 € per month

Banner Advertisement

The banner advertisement is presented cyclically on the start page and on most of the follow-up pages of www.ident.de. File format: GIF, animated GIF. Maximum file size: 50 KB.

- A** Fullsize Banner (468 x 60 Pixel) for 730 € per month
- B** Halfsize Banner (234 x 60 Pixel) for 440 € per month
- C** Medium Rectangle (300 x 250 Pixel) for 680 € per month
- D** Skyscraper (120 x 600 Pixel) for 950 € per month



All prices plus VAT.

target group oriented
practical content
high circulation
crossmedia

ident INDEX OF ADVERTISERS

4logistik	Druesicke	Messe Frankfurt	SIC Marking
Aberle	Ecom	Messe Nürnberg	SICK
ACD Elektronik	Ehrhard und Partner	METRIC mobility solutions	Siemens
ACI	Elatec	Microplex	SMART Technologies
AIM-D	Euroexpo	Microscan	SMARTRAC Technology
aitronic	eyepc	Microsensys	Smart-tec
Balluff	Feig Electronic	MMS	Solcon
Baltech	FIS Organisation	Mobile Mark	Soredi touch systems
beic ident	Fleischhauer	movis	SpanSet
B-Id	GERA-IDENT	Münchner Magnet	SSI Schäfer
Bison	Godex Europe	Murata	Stielow
Bixolon	GS1 Germany	Newland	Systemprint
Bizerba	Hand Held	NiceLabel	Taufenbach
BlueStar	Harting	Nordic ID	Teklynx
Bluhm Systeme	Hellermann Tyton	Novexx	The Tag Factory
Brady	HID	Opticon	Top Senso
Bressner technology	Honeywell	Panasonic	Topsystem
Brother	ICS Identcode	Panmobil	Toshiba TEC
BSR	Identec Solutions	Paul Leibinger	TSC Auto ID Technology
CAB	IDENTPRO	PAV	EMEA
Carema	iDTRONIC	PDS	Turck
Casio	IFM	Pepperl + Fuchs	ubigrate
centiveo	Ingram Micro Distribution	Plöckl	unitech
CipherLab EMEA	Isafe	PrintID	Valentin
Citizen	Janam	Prologis	Viastore
Cognex	Kathrein	ProLogistik	Vitronic
comprion	KBA Metronic	RAKO	Vocollect
Contrinex	Knapp	REA Elektronik	Weilandt
Dalektron	Leuze Electronic	Sato	Winckel
Datalogic	LogiMAT	Scandit	witte plusprint
Deister Electronic	Logopak	ScanSource Europe	Zebra
Dematic	M2M	Schneider-	Zeno Track
Denso	Mecomo	Kennzeichnung	
Dlog	Mediaform	Schreiner Logidata	
Domino	Meshed System	Sensopart	

target group orientated

Because of high acceptance of users from all relevant business fields, **ident** is the definite source of information for decision makers in your target group.

practical content

With intersectoral, practical orientated reports, product presentations and latest news **ident** brings information about technologies like RFID, NFC, Mobile IT, Sensory Technology, IoT, System Integration, Logistic Software, Print & Apply and the barcode.

high circulation

Print issues, the **ident** annual and special editions surpasses a total printed circulation of more than 110,000 copies and establishes more than 440,000 contacts. The internet portal www.ident.de is visited more than 80,000 times per year and generates more than 360,000 page impressions per year.

crossmedia

By combination of print and internet we offer you a cross media presentation in our publications to establish direct contacts.

ident – For more than 22 years forum for
the AIDC branch and guide for users.