





The ident annual is the user's guide that connects project decision makers with suppliers, manufacturers and collaborators.



The ident annual is the directory of companies in the Auto-ID industry and presents their range of services, such as barcode, printers, mobile IT, RFID, NFC, scanners, labeling, IoT, sensors, AI and logistics software. It connects project decision makers with suppliers, manufacturers and cooperation partners in the areas of hardware, software and system integration.

The technical articles are written by the ident editorial team and recognized industry authors.

### The Target Group

The ident annual is aimed at manufacturers, system integrators, resellers and end users of Auto-ID technologies from all sectors of industry, trade and service companies. Companies from the Auto-ID sector present themselves and their range of services. To make navigation easier for the reader, the competence matrix provides a direct route to the right supplier.

### Contents of the annual

- Barcode, RFID & NFC
- Labeling & Printing
- Logistics Software & Mobile IT
- Industry 4.0 & IoT, Sensors
- Auto-ID Competence Matrix
- AIM-D e.V. Member List
- User Reports
- Technical Papers

### Processing

**Binding:** Durable adhesive binding

**Format:** DIN A4

**Volume:** Approximately 100 pages

**Publication date:** End of February 2024

**Frequency of publication:** Annually

### Circulation / Distribution

<b>Total circulation:</b>	12,000 copies
<b>Mail order circulation:</b>	10,000 copies
	90% Germany
	10% Austria and Switzerland

An additional 2,000 copies are distributed at all relevant trade fairs, congresses and professional events such as LogiMAT, SPS, Medica, all about automation, FachPack, LOPEC, HMI, DMEA and EuroCIS.

### Your presentation on the Internet

The annual is also available free of charge as a PDF version and as an e-paper on the highly frequented ident website [www.ident.de](http://www.ident.de). Many readers take advantage of this free service and read the ident annual in digital form. The annual company profile is also available as a PDF document with your company entry in the ident online supplier directory.



# ident

## The Annual

### ident Competence Fields

- Barcode Printers | Label Printers
- Barcode Readers | Scanners
- Barcode Software | Verifiers
- Distribution | Resellers
- Labels | Production Equipment
- Marking | Labeling
- Order Picking | Voice Systems
- Logistics Software | WMS | SAP
- Localization (RTLS) | Telematics
- Mobile IT | Tablets | Terminals
- NFC | Bluetooth | Radio Transmission
- Optical Identification | Vision Systems
- RFID Read/Write Systems | Hardware
- RFID Tags | Chips | Software
- Sensors | Automation
- Security Systems | Payment | Smart Cards
- System Integration | Consulting
- Association | Institution | Exhibition
- Consumables | Mounts | Accessories
- 2D Code Readers | Direct Marking

### 1/1 PAGE COMPANY PROFILE

#### Scope of

#### company presentation:

- Company logo
- Text approx. 3000 characters without spaces
- 1-3 photos (JPG / TIF / PDF min. 300 dpi)
- Company contact information
- Layout included, four-color

**3,300€**

### 2/1 PAGE COMPANY PROFILE

#### Scope of

#### company presentation:

- Company logo
- Text approx. 6000 characters without spaces
- 2-6 photos (JPG / TIF / PDF min. 300 dpi)
- Company contact information
- Layout included, four-color

**3,900€**

### APPLICATION REPORT IN 2024 ANNUAL

#### EXCLUSIVE OFFER

If your company has booked a company profile in the ident annual, you have the option of publishing an application report in consultation with the ident editorial team. The four-color layout will be done by ident. Prices for publication:

<b>One-page application report</b>	<b>680€</b>
<b>Two-page application report</b>	<b>990€</b>

All prices including VAT

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