



MEDIA INFORMATION 2025 PRINT & DIGITAL

ident

The Magazine for Automatic Identification & Digitalization



We connect the industries!



Practice-conform information for more than 29 years

Technologies like RFID, NFC, RTLS, Labeling, Mobile IT, Sensor Systems, AI, IoT, Part Marking, Logistic Software, Scanning, Accessories, 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 Provider Directory, the list of producers, resellers and system integrators.

Thorsten Aha, Editor-in-chief



Editor-in-chief:
Dipl.-Ing. Thorsten Aha
Tel.: +49 231 72546090
E-Mail: aha@ident.de



Sales Manager:
Bernd Pohl
Tel.: +49 6182 9607890
E-Mail: pohl@ident.de

1 ident in brief:

ident - The Magazine for Automatic Identification & Digitalization. The magazin provides intersectoral and practical oriented information, user reports, product introductions and actual news covering technologies like RFID, NFC, RTLS, Scanning, Mobile IT, Print & Apply, Sensor Systems, AI, IoT, Accessories, 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:

Thorsten Aha
Durchstr. 75, 44265 Dortmund
Tel.: +49 231 72546090
E-Mail: aha@ident.de

5 Advertising:

Bernd Pohl
Tel.: +49 6182 9607890
E-Mail: pohl@ident.de

6 Year:

30. Volume 2025

7 publication structure:

5 Magazines, ident ANNUAL and
ident PRODUKTE

8 Publisher:

Ident Verlag & Service GmbH

9 Postal address:

Durchstr. 75
44265 Dortmund

10 Telephone:

+49 231 72546092

11 E-Mail:

verlag@ident.de

12 Internet:

www.ident.de

13 subscription price:

Annual subscription € 90 + shipping costs
Single issue € 16 + shipping costs

14 Circulation analysis:

Copies per issue on annual average
(01. July 2023 - 30. June 2024)

Circulation:	11,000		
Effective distributed circulation):	10,800		
Sold circulation:	1,109	Subscriptions:	730
		Member copie:	160
		Retail copie:	219
Fairs and Congresses:	800		
Reader copies:	8,891		
Leftover, archive and voucher copies	200		

15 Digital Distribution:

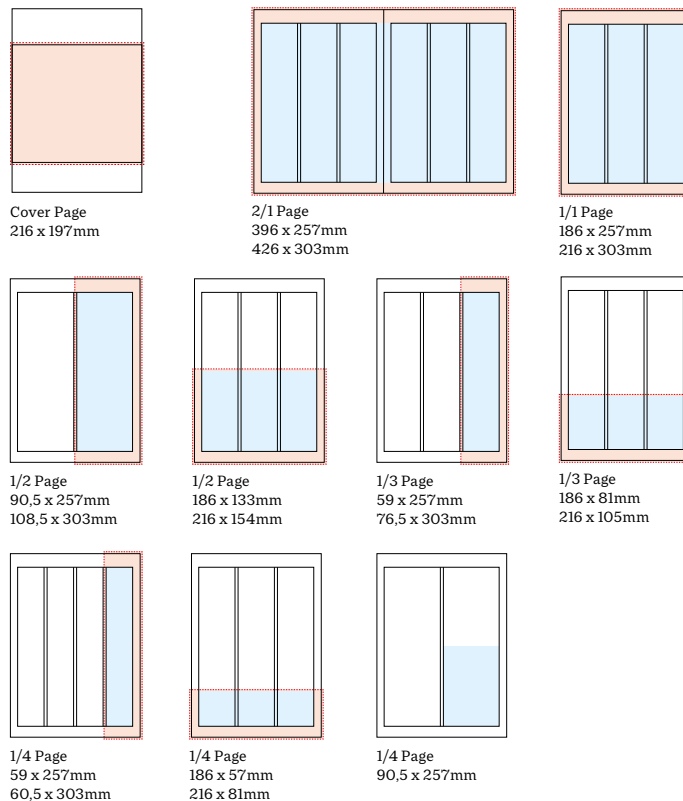
2,400 copies (PDF) per issue
on average per year

Issue/ Date of publication	Print document deadline	Print document deadline	Editorial deadline	Application area	Technology focus	Trade Fairs, Congresses & Events
ANNUAL 2025 17. February	27. January	23. January	17. 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/ 2025 10. February	27. January	23. January	17. January	LOGISTIK & INDUSTRIE LogiMAT Special Labeling	Packaging technology Artificial intelligence Barcode printers Mobile IT	EuroCIS (18.02.-20.02.) LOPEC (25.02.-27.02.) LogiMAT (11.03.-13.03.) HMI (31.03.-04.04.)
2/ 2025 07. April	24. March	20. March	14. March	AUTOMATION & TRADE Digitization Special Optical Identification	Order picking Barcode reader RFID labels IT accessories	SENSOR+TEST (06.05.-08.05.) Logistics & Automation (07.05.-08.05.) aaa Heilbronn (14.05.-15.05.) Transport Logistic (02.06.-05.06.)
3/ 2025 02. June	19. May	15. May	09. May	PACKAGING & SECURITY Packaging Special Cyber Security	Printer technologies Quality assurance Barcode inspection devices RFID readers	Achema (14.06.-18.06.) Automatica (24.06.-27.06.) SicherheitsExpo (25.06.-26.06.) FachPack (23.09.-25.09.)
PRODUKTE 2025 21. July	30. June	26. June	20. June	ident PRODUKTE Readers (barcode and RFID), mobile IT, sensors, voice systems, printers, marking, labels, IoT, NFC, AI, holders, software and accessories	Producers, system integrators, resellers and users of Auto-ID systems.	
4/ 2025 22. September	08. September	04. September	29. August	SENSORS & DISTRIBUTION RFID Special Warehouse Management	Localization (RTLs) Vision systems Special labels RFID systems	aaa Chemnitz (30.09.-01.10.) BVL Supply Chain CX (22.10.-24.10) Medica (17.11.-20.11.) SPS (25.11.-27.11)
5/ 2025 24. November	10. November	06. November	31. October	AUTO-ID INNOVATIONS Highlights 2025 Special Printing & Applying	Consumables Polymer electronics NFC technology Product protection	

9 Advertising prices and formats:

Format	Ads in type area (Width x Height)	Bleeded Ads incl. 3mm bleed (Width x Height)	Colour (Euroscale) CMYK
1/1 page	186 x 257mm	216 x 303mm	4,900 €
1/2 page	90,5 x 257mm 186 x 133mm	108,5 x 303mm 216 x 154mm	2,900 €
1/3 page	59 x 257mm 186 x 81mm	76,5 x 303mm 216 x 105mm	2,100 €
1/4 page	42,5 x 257mm 186 x 57mm 90,5 x 133mm	60,5 x 303mm 216 x 81mm -	1,700 €
2/1 page	396 x 257mm	426 x 303mm	7,900 €
Special formats	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
Cover page & article/ advertorial (2-3 pages)	-	216 x 197mm	6,600 €
Inside Cover page & article/ advertorial (1-2 pages)	-	216 x 200mm	3,700 €
Article/ advertorial (1-2 pages)	-	-	2,900 €

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



The diagram illustrates various ad formats with their respective type areas (blue) and bleed areas (dotted lines). The formats are arranged in a grid:

- Cover Page:** 216 x 197mm. A large rectangular ad area covering most of the page.
- 2/1 Page:** 396 x 257mm (width) and 426 x 303mm (height). A wide ad area spanning two pages.
- 1/1 Page:** 186 x 257mm (width) and 216 x 303mm (height). A full-page ad.
- 1/2 Page (vertical):** 90,5 x 257mm (width) and 108,5 x 303mm (height). A vertical ad on the right side of the page.
- 1/2 Page (horizontal):** 186 x 133mm (width) and 216 x 154mm (height). A horizontal ad at the bottom of the page.
- 1/3 Page (vertical):** 59 x 257mm (width) and 76,5 x 303mm (height). A vertical ad on the right side of the page.
- 1/3 Page (horizontal):** 186 x 81mm (width) and 216 x 105mm (height). A horizontal ad at the bottom of the page.
- 1/4 Page (vertical):** 42,5 x 257mm (width) and 60,5 x 303mm (height). A vertical ad on the right side of the page.
- 1/4 Page (horizontal):** 186 x 57mm (width) and 216 x 81mm (height). A horizontal ad at the bottom of the page.

11 Prices/special formats/Surcharges for preferential placement:

Fold-out cover 2 Pages	6,400 €
Fold-out cover 3 Pages	7,400 €
Banderole	4,800 €
Inside front cover 4C	5,400 €
Inside back cover 4C	5,400 €
Back cover 4C	5,800 €

12 Colour surcharges: Special colours, per colour (HKS, Pantone)

1,400 €

13 Prices for vacancy advertisements and other classified ads::

Situations offered per mm (1 column, 42 mm wide)	5 €
Situations wanted per mm (1 column, 42 mm wide)	4 €
Code charge	22 €

14 supplements:

two-page	3,900 €
four-pag	6,800 €
Folding supplement 10% Surcharge. Supplements to be delivered in magazine format plus 3mm 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.	

15 Inserts: Max size 205mm x 285mm (< DIN A4) up to 25 gr. per thou.

300 €

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.

16 Postcards: Machine glueing per thou.

90 €

17 Discounts for repeated advertising over calendar year: Upon request

18 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: JPG / TIFF
Line-art: definition: min. 700 dpi; Half-tone, colour: definition 300 dpi

Color mode: CMYK
The CMYK color space is used for printing. Please ensure that no RGB colors or special colors are included, otherwise the print result may differ significantly.

19 Postal address for supplements, inserts and postcards:

Service Gesellschaft mbH
Am Industriehof 7
60487 Frankfurt
Germany

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, Assessories, Labeling, Sensor Technology, AI and Digitalization. It connects decision makers for projects with suppliers, producers and cooperation partners from the fields of hardware, software and system integration.

Content of the annual

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

The Processing

Binding: Stable adhesive bond
Extent: approx. 100 pages DIN A4
Release Date: February 2025
Frequency: Annually



The Circulation/Distribution

Total circulation: 11.000 copies
Shipping Circulation: 9.000 copies
90 % Germany
10 % Austria and Switzerland
Digital Distribution: 2,400 copies (PDF)

2,000 copies will be distributed at relevant trade fairs, congresses and specialist events.

Your presentation on the internet

The ident ANNUAL is also available as a PDF document for free download on the ident website www.ident.de. Many readers use this service and read the ident yearbook in digital form. The yearbook company profile is also available for download as a PDF document with your company entry in the ident online provider directory.



1/1 page company presentation

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

1/1 Page 3,300 €

2/1 page company presentation

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

2/1 Page 3,900 €

SPECIALIST ARTICLE 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 680,-€

Two-page Application Story 990,-€

ident PRODUCTS

The special edition presents selected products and solutions from the areas of barcodes, 2D codes, mobile IT, scanners, holders, RFID, NFC, RTLS, labelling, printing & application, accessories, sensor technology, AI, system integration and digitalisation. Thanks to the DIN A5 format and the presentation of one selected product per page, gives your entry an exclusive setting.

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.

The Circulation/Distribution

Total circulation: 11,000 copies

Shipping Circulation: 9,000 copies

90 % Germany

10 % Austria and Switzerland

Digital Distribution: 2,400 copies (PDF)

2,000 copies will be distributed at relevant trade fairs, congresses and specialist events.

The Processing

- Stable binding
- Extent: approx. 90 pages DIN A5
- Date of publication: July 2025
- Frequency: Annually

Fair price/performance ratio

We offer you the opportunity to place several products, each on its own page, at a reasonable price.

Presentation in categories

The categories guide the reader safely to the products. This creates a guide through the magazine.

CATEGORY 1

READING DEVICES • TERMINALS • RFID/NFC/BLE • SENSORS • VOICE SYSTEMS • MOUNTS

CATEGORY 2

DIGITALIZATION/AI • AUTOMATION • SOFTWARE • CONSULTING • ROBOTICS

CATEGORY 3

PRINT & APPLY • MARKING • LABELS • TRANSPONDERS/CHIPS • LOCALIZATION/RTLS

FOR 1/1 PAGE PRODUCT PRESENTATION

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

1/1 Page

1,200 €

Every further page

600 €

From four product pages we grant you special conditions.



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



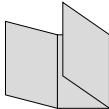
2 pages DIN A4

	Print run	Price
	2,000	1,500 €
Both sides 4 colour	4,000	1,700 €
	9,000	2,200 €

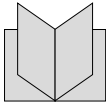
4 pages DIN A4

	Print run	Price
	2,000	1,700 €
Persistent 4 colour, 1 fold	4,000	2,100 €
	9,000	2,600 €

6 pages DIN A4

	Print run	Price
	2,000	2,000 €
Persistent 4 colour, letterfold	4,000	2,500 €
	9,000	3,100 €

8 pages DIN A4

	Print run	Price
	2,000	2,500 €
Persistent 4 colour, saddle stitch	4,000	3,000 €
	9,000	3,800 €

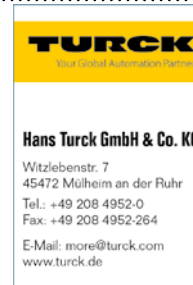
ident PROVIDER DIRECTOR PRINT & ONLINE

PRINT

ONLINE

STANDARD

- Listing your company in one category of your choice from the COMPETENCE MATRIX.
- Publication in the ident Provider Directory in the print edition (40 mm high) and online on the ident website www.ident.de/anbieterverzeichnis.
- Presentation of the contact information, logo and a company profile (maximum 400 words) in the online ident Provider Directory.
- More information about your company (up to 4 PDF files such as flyers, catalogs and brochures) will be published.
- A company video is linked to the company profile and presented on the website.
- The price for the STANDARD company entry in ident Provider Directory for one year is 1.200 €



PREMIUM

- Listing your company in one category of your choice from the COMPETENCE MATRIX.
- Publication in the ident Provider Directory in the print edition (60 mm high) and online on the ident website www.ident.de/anbieterverzeichnis.
- Presentation of the contact information, logo and a short company profile (maximum 600 words) in the online ident Provider Directory.
- More information about your company (up to 6 PDF files such as flyers, catalogs and brochures) will be published.
- Up to 4 company videos are linked to the company profile and presented on the website.
- The price for the PREMIUM company entry in ident Provider Directory for one year is 1.500 €

- 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 Provider Directory print edition (similar to the selected height of the first entry) and in the online ident Provider Director for one year is 600 €

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.



ident ONLINE ADVERTISING

News, product information, dates, magazine archives, yearbooks, supplier directory and much more connect the industry and make www.ident.de the German-language internet portal for Auto-ID. Quality and competence in reporting create a cross-media combination of print and online presence that ensures the attention and findability of products, services and solutions. By combining digital advertising options and print advertising, you can present your company to your customers cross-medially and comprehensively. The internet portal www.ident.de has around 60,000 backlinks and more than 40,000 visitors with more than 70,000 page views per year.

Top Promotion

With the Top Promotion, a text article with images or a product with a photo is presented in an attention-grabbing manner on the homepage of www.ident.de. If there is a company entry in the supplier directory, the Top Promotion is automatically linked to the supplier directory.

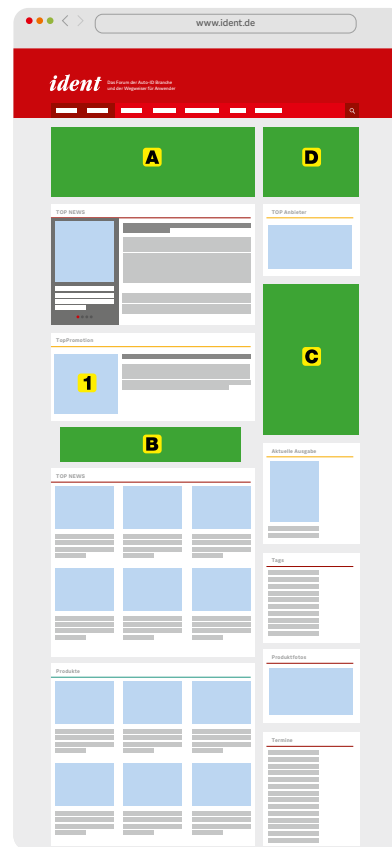
1 Top Advertorial

900 € / per month

Banner

The banners are presented on a rolling basis on the homepage and on almost all other content pages of www.ident.de and can be linked to your own website. JPG, PNG and GIF with a resolution of 72 DPI and a maximum size of 150 KB can be used as banner formats. On request, we can provide a monthly statistical evaluation for the banner.

A	Billboard	970 x 250	(Width x Height)	1.200 € / per month
B	Leaderboard	728 x 90	(Width x Height)	900 € / per month
C	Half Page	300 x 600	(Width x Height)	800 € / per month
D	Medium Rectangle	300 x 250	(Width x Height)	700 € / per month



ident INDEX OF ADVERTISERS (EXCERPT)

ACD Elektronik
Acentvis
Advantech
AIM-D
Aitronic
AKL-tec
all about automation
All4Labels Smart + Secure
Almex
Argox
Artdev
Balluff
B-ID
Bixelon
Bizerba
BlueStar
Bressner Technology
Brother
CAB
CipherLab
Circlon
Citizen
Collatz + Trojan
Compron
Contrinex
Datalogic
Deister Electronic
Denso
Di-soric
Domino
Dreusicke
DTM
Ecom
Ehrhard und Partner
Eikona
Elatec
Element Logic
EMEA
Euroexpo
Eyepc
FaubelFeldbaum & Vogt
GeBE
GERA-IDENT
Godex Europe

GS1 Germany
Gustav Wilms
H.G.L.
Hagmaier Etiketten
Handheld
Harting
Hellermann Tyton
Herpa print
HID
ICS Identcode
ID Systec Vertrieb
IDENTPRO
Identitytag
iDTRONIC
Inotec
IOSS
Isafe
Ivvi
JLT
Kathrein
KBS Industrieelektronik
Knapp
Kortho
Labelident
Lead
Leuze Electronic
LogiMAT
Logopak
M2M
Marshal
Maxicard
Mediaform
Melzer
Meshed System
Messe Frankfurt
Messe Nürnberg
Microplex
Microsensys
movis
Newland
Nimmsta
Novexx
ONK
Opticon

Panasonic
Paul Leibinger
PAV
Pepperl + Fuchs
Plöckl
PrintID
Printronic
Prologis
proLogistik
Quad
RAM Mounts
REA Electronic
Reiner
Sato
Schneider-Kennzeichnung
Schreiner Logidata
Sensopart
SIC Marking
SICK
SMART Technologies
SMARTRAC Technology
smart-TEC
Solcon
SOTI
SSI Schäfer
Starcode Etikettentechnik
Systemprint
Taufenbach
Team Logistikforum
Teklynx
Top Senso
Topex
Topsystem
Toshiba TEC
TSC Auto ID Technology
Turck
ubigrate
unitech
Valentin
Viascore
Vitronic
Weilandt
Werock
Winckel

ident target group oriented, high circulation,
practical content, crossmedia

TARGET GROUP ORIENTATED

Due to the high level of acceptance of ident among users from all relevant industries, ident is the source of information for decision-makers in your target group. ident brings companies together and makes them successful together.

HIGH CIRCULATION

With 5 print editions, the ident ANNUAL and the ident PRODUCTS, ident has a total annual circulation of more than 80,000 copies and generates more than 140,000 contacts. The internet portal www.ident.de has around 40,000 visitors with more than 70,000 page views per year.

PRACTICAL CONTENT

With cross-industry, practice-oriented user reports, product presentations and current news, we provide information on technologies such as RFID, labeling, mobile IT, sensors, AI, NFC, printing & applying, order picking, sensors, logistics software and barcodes.

CROSSMEDIA

By combining print and internet presence, we offer you a cross-media presence in our media, with which you can establish direct contacts.

ident -For more than 29 years forum for
the AIDC branch and guide for users.

