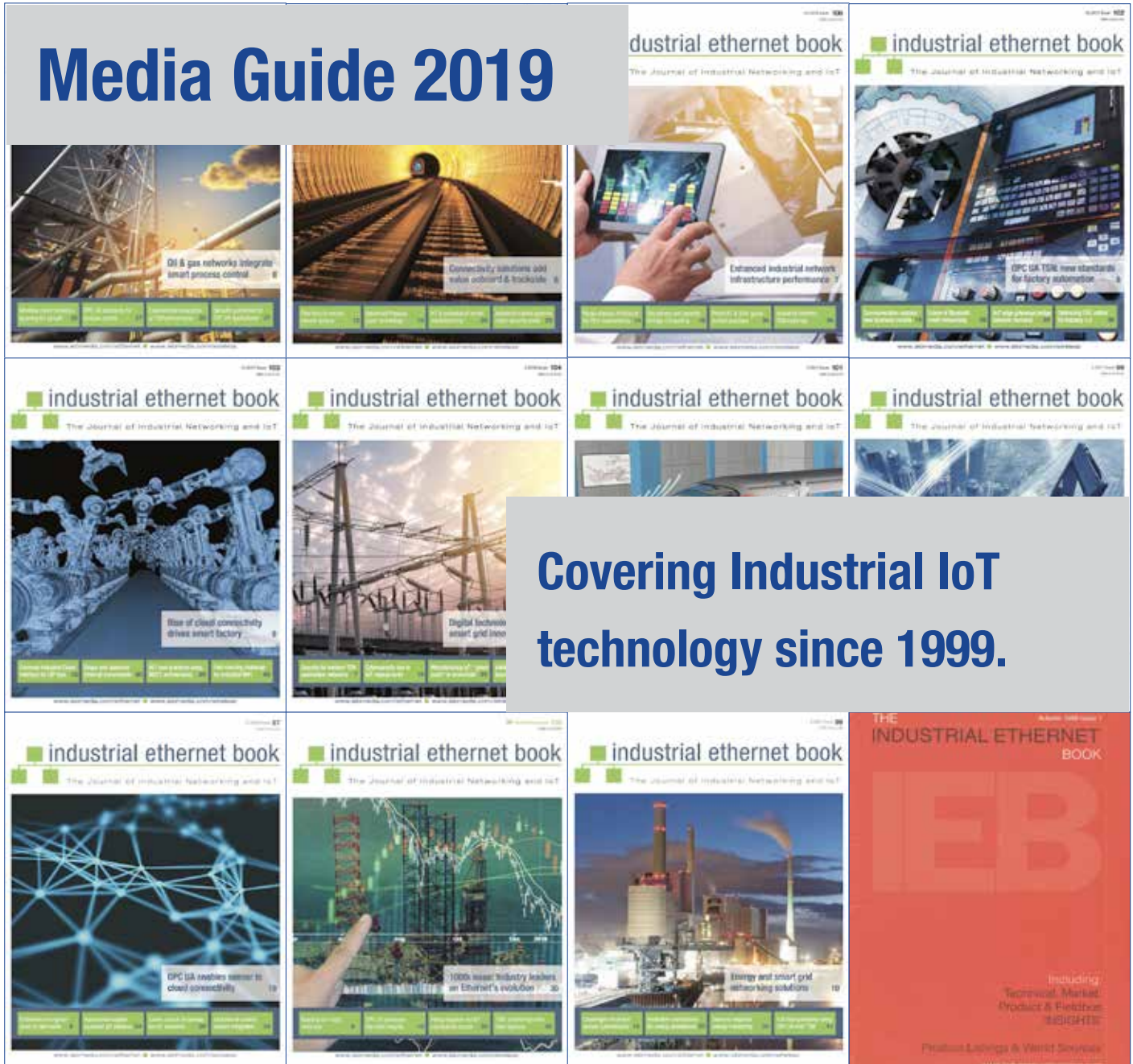


# industrial ethernet book

The Journal of Industrial Networking and IoT

## Media Guide 2019



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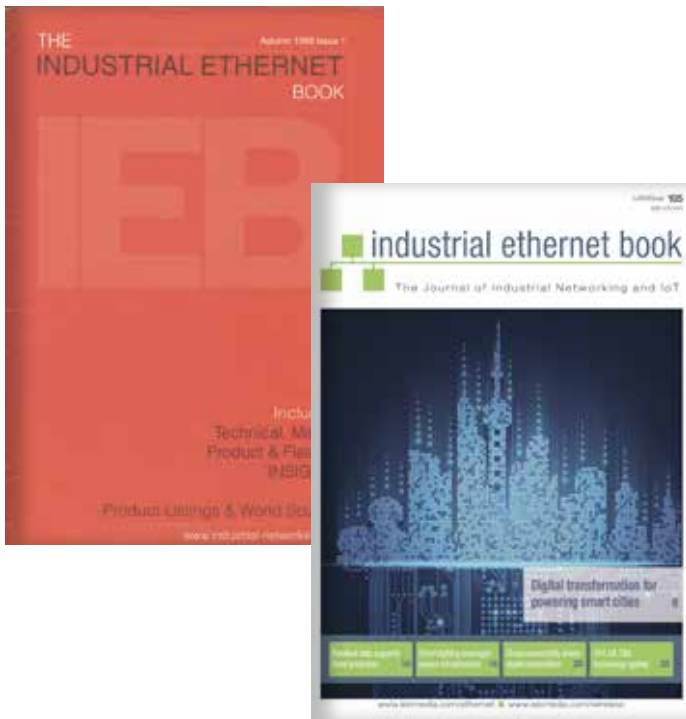
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## The IIoT authority

In the late 1990's the automation industry started its journey toward the smart factory, and Industrial Ethernet Book was there right from the beginning.

We covered Industry 4.0, Smart Factory and Industrial Internet of Things concepts, although these terms were not yet invented then. Forward looking plant managers and network administrators turned to Industrial Ethernet Book for an in-depth understanding of how these technologies would impact their work. This is what we continue to do today. We provide the information resources for OT and IT professionals to make the most out of the latest advances in network communication technology.



Industrial Ethernet Book issue 1 (1999) and issue 105 (2018)

## History

Very often, Industrial Ethernet Book is the first source where industry professionals learn about new technologies, e.g.

- 1999: The Case for Industrial Ethernet
- 2000: Decentralised controlling
- 2001: Bringing the factory floor to the desktop
- 2002: Data acquisition with web server
- 2003: Running real-time on Ethernet
- 2004: Secure wireless networks for industrial applications
- 2005: Object-oriented route to industrial automation
- 2006: The magic of OPC Unified Architecture
- 2007: Power over Ethernet: the new industrial opportunity
- 2008: Converging IT with industrial networks
- 2009: IPv6 addressing for industrial networks?
- 2010: Internet Protocol for Smart Objects
- 2011: Converged plantwide Ethernet design and implementation
- 2012: Internet of Things industrial network convergence.
- 2013: Automation services from the cloud
- 2014: A pioneering project: Industry 4.0 security
- 2015: Time Sensitive Networking
- 2016: Fog vs. edge computing
- 2017: Low complexity Ethernet
- 2018: Advanced Physical Layer powers Ethernet to the field

## Circulation

We distribute the journal internationally to highly qualified subscribers, a targeted circulation profile which we have built up over many years. The subscriber list is updated continuously, and maintained monthly to freshen the readership for each issue.

Industrial Ethernet Book sponsors and attends major International events with an industrial Ethernet/Wireless content, including Embedded World, Hanover Fair, IAS Shanghai, Japan IT Week, Sensors Expo, IoT World and SPS/IPC/Drives.

Region		Country	
Europe	6950	USA	6577
North America	6889	Germany	2438
BRIC*	2908	UK	1705
APAC**	2468	China	1441
Middle East	432	France	929
RoW	353	Benelux	902
<b>Total</b>	<b>20000</b>	Japan	518

### Delivery

<b>Total (Print + Digital de-duplication)</b>	<b>20000</b>
Print	11500
Digital	11200

\* Brazil, Russia, India, China

\*\* Asia/Pacific excluding China and India

### Company Activity

System Integration/Design/Engineering	17%
Manufacturing Automation/Engineering	16%
Oil & Gas/Chemical Industry/instrumentation	13%
Power Generation/Water/Utilities	11%
Aerospace/Automotive/Transport	10%
Construction/Mining/Metal processing	8%
Industrial/Consumer Electronics	7%
Medical/Pharmaceutical/Food & Drink	7%
Packaging/Textiles/Rubber	5%
Telecomms/Datacomms	4%
Research/Scientific/Education	2%

### Job Activity

Engineer - Instrumentation & Control	18%
Manager – Technical	17%
Designer - Systems/Hardware/Software	13%
Engineer - Works/Plant/Process/Test	13%
Engineer - Research/Development	12%
Manager - Commercial or Financial	12%
Manager - Plant & Process/Quality	8%
Manager - Design	3%
Engineer/Manager - Sales	2%
Education/Market research/Scientific	2%

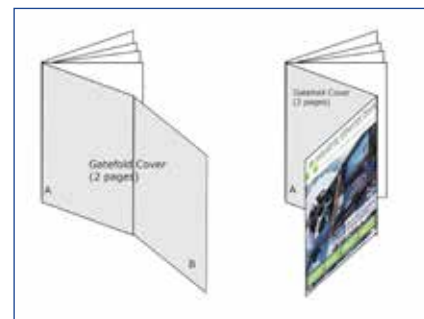
## Dimensions

Publication size: Trim size: 210 x 280 mm, 8 1/4 x 11 " (W x H) Type area: 185 x 252 mm, 7 1/4 x 9 7/8 " (W x H)

Format	Type / bleed	WxH mm	WxH inches
Cover gatefold	bleed	426 x 286	16 3/4 x 11 1/4
Double page spread	bleed	426 x 286	16 3/4 x 11 1/4
Full page	bleed	216 x 286	8 1/2 x 11 1/4
Island page	type	120 x 185	4 3/4 x 7 1/4
Half page vertical	bleed	108 x 286	4 1/4 x 11 1/4
	type	85 x 252	3 3/8 x 9 7/8
Half page horizontal	bleed	216 x 143	8 1/2 x 5 5/8
	type	185 x 120	7 1/4 x 4 3/4
1/3 vertical	bleed	75 x 286	3 x 11 1/4
	type	65 x 252	2 1/2 x 9 7/8
1/3 horizontal	bleed	216 x 96	8 1/2 x 3 3/4
	type	185 x 78	7 1/4 x 3 1/8

## New: Cover gatefold

The cover gatefold gives your marketing message a highly visible double page spread, behind the front cover page. This is the most exclusive advertising position, right at the very front of the magazine.



Bleed sizes: Keep all vital material at least 6mm (1/4") from the trim edges

## Rates

All prices are for 4-colour ads

Cover gatefold	€ 8,200.00	US\$ 11,350.00
Double page spread	€ 6,400.00	US\$ 8,860.00
Full page	€ 4,480.00	US\$ 6,200.00
Island	€ 3,310.00	US\$ 4,580.00
Half page exclusive*	€ 3,150.00	US\$ 4,380.00
Half page	€ 2,900.00	US\$ 3,980.00
1/3 page exclusive*	€ 2,800.00	US\$ 3,860.00
1/3 page	€ 2,650.00	US\$ 3,550.00
Inside Front Cover	€ 5,390.00	US\$ 7,240.00
Outside Back Cover	€ 5,390.00	US\$ 7,240.00
Contest sponsor **	€ 5,700.00	US\$ 7,700.00

Frequency discount: 3 ads: 10% 6 ads: 15%

\* Fractional page exclusive: Your ad on a full editorial spread with no other ads.

US Dollar rates are offered only as a guideline. Advertisers should reconfirm prices, based on current Euro exchange rate, at time of booking.

## Material Specifications

We accept advertisements as PDF file (produced by Adobe Acrobat Distiller with job options set as 'PREPRESS' and compatibility Adobe Acrobat v5.0.) and CMYK TIF file (minimum resolution of 300dpi, 600dpi recommended for best reproduction quality). We do not accept QuarkXpress, Adobe Illustrator, Freehand or InDesign files in native file format.

All materials should be directed to: materials@iebmedia.com. An ftp server is available to upload materials.

## General Contract and Rate Policy

All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be cancelled at the time the change in rate becomes effective. The publisher reserves the right to reject any advertisement.

The publisher is not liable for delays in delivery in the event of Force Majeure, action by any governmental, natural disasters, or any condition beyond the control of the publisher affecting production. Failure by the publisher to insert an ad in any particular issue voids the insertion order for that issue but will not constitute a breach of contract.

Payment terms: Net 30 days. Advertisers will be short-rated if, within a 12-month period, they do not meet their frequency. In the event that an advertiser wishes to cancel any booking it shall notify IEB Media in writing. The compensation fee is 100% of the total value of the cancelled advertisement where notice of cancellation is received by IEB Media after the ad close date of an issue.



## Contest Sponsor:

Become the exclusive sponsor of our popular "Private Ethernet" giveaway contest in an issue. Your full page ad faces the contest page and your company logo appears as contest sponsor and also on the registration page on the website.

A great branding opportunity and also a lead generation program, as you receive the contact details of the participants.



## Online Advertising

### Industrial Ethernet Book Website

Industrial Ethernet Book Online is located at [www.iebmedia.com/ethernet](http://www.iebmedia.com/ethernet). The website receives over 80,000 visitors every month generating over 260,000 page views. As well as news, technical articles and events, it provides a searchable archive of articles published in the Industrial Ethernet book. These, together with the searchable Online Directory of Industrial Ethernet Products and their Sources, make the site a unique resource and repository for industrial network information.

The popularity of the site makes it a great place to promote your products/services. Please see below for details of banner positions and costs.

### Industrial Wireless Book Website

The online presence of Industrial Wireless Book at [www.iebmedia.com/wireless](http://www.iebmedia.com/wireless) is similar to the Industrial Ethernet Book website, with a Directory of Products and Services, and many useful information resources. It receives over 28,000 separate visitors every month viewing over 90,000 pages.



#### Industrial Ethernet Book

#### Industrial Wireless Book

	Industrial Ethernet Book		Industrial Wireless Book	
<b>Home Page</b>				
<b>[A] Leaderboard per month:</b>	€ 1,160.-	US\$ 1,584.-	€ 620.-	US\$ 840.-
<b>[B] Content banner per month:</b>	€ 1,040.-	US\$ 1,420.-	€ 550.-	US\$ 750.-
<b>[C] Right side Button per month:</b>	€ 850.-	US\$ 1,160.-	€ 310.-	US\$ 420.-
<b>Index pages</b> (Products, News, Events, Articles, Resources)				
<b>[A] Leaderboard per month:</b>	€ 465.-	US\$ 632.-	€ 240.-	US\$ 320.-
<b>[B] Content banner per month:</b>	€ 400.-	US\$ 542.-	€ 210.-	US\$ 278.-
<b>[C] Right side Button per month:</b>	€ 310.-	US\$ 420.-	€ 170.-	US\$ 225.-

### Banner Ad Specifications

Banners can be stationary or have animation up to five loops. GIF or JPEG files are accepted. SWF (Flash) files are not recommended due to limited visibility caused by firewalls.

**Leaderboard:** 600 x 100 pixel, max 30kB

**Content banner:** 486 x 60 pixel, max 30kB

**Button:** 120 x 150 pixel, max 15kB

**Newsletter ad:** 486 x 60 pixel, max. 30kB

**Newsletter Featured Content:** max 6 words headline, 50 words text and link URL

Frequency discounts: 3x – 5%, 6x – 10%, 12x – 15%

US Dollar rates are offered only as a guideline. Advertisers should reconfirm prices, based on current Euro exchange rate, at time of booking.

Position	Newsletter	
<b>[1] Top per issue</b>	€ 930.-	US\$ 1,260.-
<b>[2] Middle per issue</b>	€ 700.-	US\$ 945.-
<b>[3] Featured Content</b>	€ 630.-	US\$ 846.-
<b>Bottom per issue</b>	€ 460.-	US\$ 610.-
<b>Mailing dates</b>	<b>Deadline</b>	
<b>2nd Tuesday each month</b>	5 days prior	
<b>4th Tuesday each month</b>	5 days prior	

## Email Newsletters

The Industrial Ethernet Book email newsletter mails twice a month, on the 2nd and 4th Tuesday, and goes to over 13,000 registered subscribers around the world.

**1** industrial networks news  
 News | Technology | Case Studies | Products | Subscribe  
 October 9, 2018

**2** **CERTIFIED PROFINET RT AND IRT SOLUTIONS**  
 Net Load Class III Performance, PriorityChannel™ Technology

Hello Allen Preshler,  
 the digital edition of our October issue Industrial Ethernet Book 108 is now available. To read the magazine on your computer or mobile device, you can [download the Pdf here](#).

Industrial Ethernet Book

**3** **News**  
**Renesas and Alibaba Cloud**  
 Renesas Electronics has entered a strategic alliance with Alibaba Cloud to accelerate the growth of China's IoT market. [Full story](#)

**Deutsche Bahn TechLOK Project**  
 DB Cargo AG has selected Eurotech Edge Controllers, IoT Products and Services for its TechLOK Project. [Full story](#)

**Cybersecurity for EU institutions**  
 The EU has selected Airbus CyberSecurity and Atos to protect the IT systems of 17 European institutions. [Full story](#)

**POWERLINK** **OPC UA TSN** Open road to a common goal: Your Industrial IoT future

**Technology**  
**TSN on EtherNet/IP networks**  
 Deterministic Ethernet is widely used in industrial control systems. Many industrial protocols solve the problem of determinism over Ethernet using proprietary layer 2 solutions. The new IEEE 802.1 TSN standards promise to supplant proprietary solutions in favor of a standards-based approach. The ODVA has tasked its Distributed Motion and Time Synchronization special interest group with evaluating how to merge these TSN standards into the existing CIP standards for EtherNet/IP networks. [Full story](#)

**Promoted Story**  
**Spotlight at AACHEMA**  
 We will be in hall 11 at the Profibus & Profinet International Pavilion (booth C43) and the adjacent Fieldcom Group Pavilion (booth E44). We will show you how to use the basis for more efficiency and flexibility in your process plant with our products and solutions for digital communication. [Learn more](#).

## Email list rental

Your email message sent from our mail server, only to readers who have opted-in to receive 3rd-party emails. Demographic selection by country, job function and industry is available.

Price per 1,000 selection € 550.- US\$ 750.-  
 Set-up fee € 250.- US\$ 345.-

Industrial Ethernet Book  
 Learn How SDN is Revolutionizing OT Networking  
 Art: Industrial Ethernet Book

**SEL** Control Unit | Software

**Discover How SEL SDN Is Redefining Ethernet Performance for Mission-Critical Applications**

Today's industrial control system engineers need the convenience of Ethernet combined with low latency, fast healing, and cybersecurity to support mission-critical applications.

Learn how SEL is employing software-defined networking (SDN) to enhance the dependability, performance, and security of operational technology (OT) networks.

## Native Advertising

St.O.R.M.(Strategic Online Response Marketing) is an in-feed ad unit according to the Interactive Advertising Bureau standards. The content is created in partnership with our editorial team, and is formatted for maximum impact in the different communication channels.

St.O.R.M. harnesses the power of Industrial Ethernet Book's presence on social networks to promote your solution or events at exactly the right time. Reach thousands of engaged readers that have built a relationship with Industrial Ethernet Book over many years. Readers who not just see your story, but actively share and promote the content.

St.O.R.M. is ideal for targeted, precisely timed campaigns like product launches, trade show invitations, white paper downloads, customer surveys, competitions and give aways, seminars and roadshows, presentation of new videos and more.

## Where your content is seen

Industrial Ethernet Book  
 Promoted content: Industrial Ethernet made simple  
 The introduction of EtherNet/IP, PROFINET and EtherCAT was significantly faster than the introduction of other industrial protocols. This is due to the fact that these protocols are not proprietary but use standard protocols. This makes them easy to implement and use. The introduction of these protocols is the result of a joint effort by the Profibus & Profinet International Association.

IEBook  
 Simple implementation of #EtherNet/IP, #PROFINET, #EtherCAT with middleware for the Renesas RZ/N1 bit.ly/RenFeb18

Industrial Ethernet Book  
 Promoted content: Simple implementation of EtherNet/IP, PROFINET and EtherCAT with (Q)M, middleware for the Renesas RZ/N1 family of MCUs. <http://bit.ly/RenFeb18>

Cloud-based SCADA for water treatment  
 Modern water and wastewater treatment regulations require water districts to maintain systems for monitoring, data acquisition, alarming, and reporting on the quality of water delivered to residents. Smaller water districts, often located in

For two weeks your story is the exclusive 'Sponsored Content' on:

- Website news page
- Email newsletter
- IEBMedia on Twitter
- IndustrialNetworks on Facebook
- Industrial Ethernet Book RSS feed

## No artwork necessary

You save on creative as you don't have to produce expensive artwork. Simply send us text, photos, videos, presentations or other material. Our team will edit the material to best fit the different delivery platforms. This create a strong message in the style that IEB readers appreciate.

Price per 2 week campaign € 1,000.- US\$ 1,420.-

## 2019 Editorial Calendar

This editorial calendar is a guideline. Actual content may change as unscheduled topics come into topical focus.

Issue	Deadlines	Application	Technology
<b>IEB 110</b> January/February Published: 24th January	Editorial: 21st Dec 2018 Advertising: 7th Jan Materials: 11th Jan	<b>Energy &amp; Smart Grid</b> Power Transmission & Distribution Substation Automation Renewable Energy	APL Ethernet Precision Time Protocols Software Defined Networking (SDN) Cyber Security
<b>IEB 111</b> March/April Published: 21st March	Editorial: 15th Feb Advertising: 1st March Materials: 8th March	<b>Smart Cities</b> Water/Wastewater Building Automation Smart Lighting	Remote Monitoring Embedded IoT Batch Manufacturing Smart Sensors
<b>Technology Leaders</b>		<b>Corporate Profiles Section</b>	
<b>IEB 112</b> May Published: 2nd May	Editorial: 29th March Advertising: 12th April Materials: 19th April	<b>Oil &amp; Gas</b> Up-, Mid- and Downstream Petrochemical Industry Process Automation	Cabling & Connectors Fibre Optics Advanced Physical Layer IoT Mesh Networks
<b>IEB 113</b> July Published: 11th July	Editorial: 7th June Advertising: 21st June Materials: 28th June	<b>Transportation</b> Intelligent Transportation Systems Train Networks Rail-Trackside Communication	Power over Ethernet Switches Fog Computing Mobile Automation
<b>IEB 114</b> September/October Published: 12th September	Editorial: 9th Aug Advertising: 23rd Aug Materials: 30th Aug	<b>Factory Automation</b> Manufacturing Robotics Print & Packaging	Realtime Protocols Time Sensitive Networking (TSN) Edge Computing Industrial IoT
<b>IEB 115</b> November Published: 7th November	Editorial: 4th Oct Advertising: 18th Oct Materials: 25th Oct	<b>Enterprise Connectivity</b> SCADA Big Data IoT Middleware	10BASE-T1L OPC UA TSN Cloud Computing IoT Standards



### Download

Use this QR code to download a Pdf of the Industrial Ethernet Book media guide



### Twitter

Use this QR code to follow Industrial Ethernet Book on Twitter (@IEBook)

## Technology Leaders

Run a full or half page ad in IEB 99 and get a free same size Corporate Profile in that issue.

Features	Industrial Wireless	Regular Sections	Industry Events
IoT Gateways Network Redundancy Critical Infrastructure Sercos	Bluetooth NB-IoT 802.11x ISA100	New products Industry news Case studies Standards	embedded world (Germany) Industry of Things World (USA) IAMD Shenzhen (China) (China) Japan IT Week (Japan)
Cloud Connectivity MQTT/AMQP Big Data EtherNet/IP	ZigBee SigFox LoRaWAN WI-SUN	New products Industry news Case studies Standards	Hannover Fair (Germany) IoT Tech Expo Global (UK) SPS Guangzhou (China) Smart Industries Lyon (F)
Smart Manufacturing Network Monitoring IO-Link Profinet	802.11x WirelessHART WiMAX Lowpower radio	New products Industry news Case studies Standards	Smart Automation (Austria) Computex (Taipei) IAMD Beijing (China) Japan IT Week (Japan)
Internet of Things Discrete Manufacturing IP Video Powerlink	GPRS/GSM/UMTS RFID 6LoWPAN NB-IoT	New products Industry news Case studies Standards	IoT Tech Expo Europe (NL) Semicon West (USA) Sensors Expo (USA) Taipei Automation (Taiwan)
HMI's Motion Control IoT Connectivity EtherCAT	WirelessHART 802.11x LoRaWAN Bluetooth	New products Industry news Case studies Standards	Industry of Things World Berlin Pack Expo (USA) Japan IT Week (Japan) Husum Wind (Germany)
Industry 4.0 Network Management Fog Computing CCLink/IE	802.15.4 Bluetooth RFID LTE-M	New products Industry news Case studies Standards	SPS/IPC/Drives (Germany) IAS (China) IoT Tech Expo USA



### Facebook

Use this QR code to join Industrial Ethernet Book on Facebook



### Website

Use this QR code to go straight to the Industrial Ethernet Book website



## Delivery Options

For well over a decade we've heard that "print is dead". Rather than trusting self-proclaimed experts, we simply listen to our readers. Our subscribers\* have the free choice between print magazine and a digital edition for desktop, tablet and smart phone. The numbers speak for themselves: About 60% of our readers prefer the print edition, and this ratio has not changed much over the last years.

\* Print edition not available in certain regions of Africa and Asia.



## Online Community

Beyond the magazine, thousands of readers use social media platforms to interact with us and stay up to date on industrial IoT news and technology. Industrial Ethernet Book has a strong presence on Twitter, and YouTube, and +10,000 followers on Facebook.

## Contacts

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### Editorial

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[www.iebmedia.com/ethernet](http://www.iebmedia.com/ethernet)



[www.iebmedia.com/wireless](http://www.iebmedia.com/wireless)



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[www.facebook.com/IndustrialNetworks](http://www.facebook.com/IndustrialNetworks)



[www.twitter.com/IEBook](http://www.twitter.com/IEBook)

## Editorial Contributions

Each issue includes industry news from around the world, plus the latest products, applications, market insights and technical articles. We constantly seek high quality feature-length articles of up to 3000 words from industry experts. Articles intended for publication should be written in a style that offers explanation, comparison and discussion in largely generic terms. We are unable to include straight product marketing information within journal editorial features. We welcome suggestions and proposals for technical articles. Please send a 50 to 100 word synopsis to the editor for review. We reserve the right to edit submitted material.



## Advertising

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Carbon neutral print production with 100%  
renewable energy on FSC®- certified paper.**