

September/October 2023 138  
ISSN 1470 1745

**industrial ethernet book**  
Industrial Ethernet Automation Networking & IIoT

Corporate Profiles  
**Industrial Ethernet  
Automation  
Solutions**  
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**Industrial Cybersecurity  
Special Report: 2023** 6

# 2024 MEDIA GUIDE

IEB is the only publication worldwide dedicated to Industrial Ethernet automation networking and the IIoT.

**industrial ethernet book**  
Industrial Networking & IIoT





## industrial ethernet book

Industrial Networking & IoT

Special Supplement

# Industrial Ethernet Showcase

Learn about the technology and trends, new applications and products shaping the newest generation of Industrial Ethernet solutions.

**industrial ethernet**  
The Journal of Industrial Networking & IoT

Special Supplement  
**EtherCAT solutions update**  
Page 31

**SPE and Ethernet-APL moving ahead**

|  |    |
|--|----|
| SPE ready for big breakthrough?                      | 10 |
| Ethernet-APL, industrial process control ready to go | 20 |
| EtherCAT communication throughput 50%                | 30 |
| Using the cloud to improve quality                   | 40 |

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# IEB Offerings

Helping companies reach a worldwide audience of Industrial Ethernet, IIoT and Industry 4.0 Buyers & Specifiers.

## eBooks



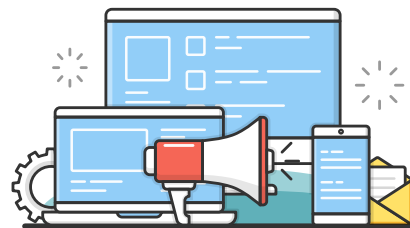
20,000+ visitors/month

## Web Advertising



75,000+ page views

## Featured Editorial

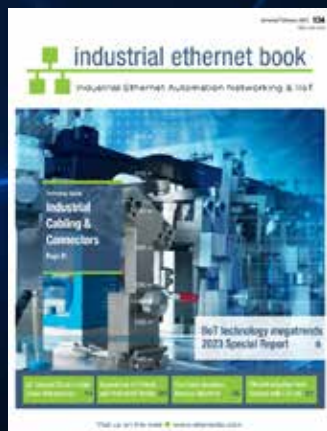
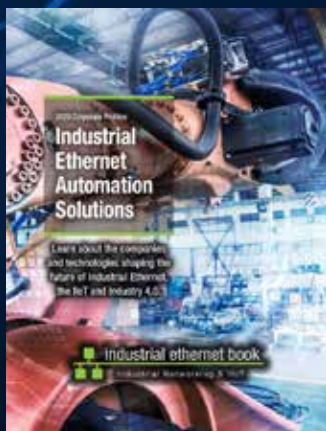
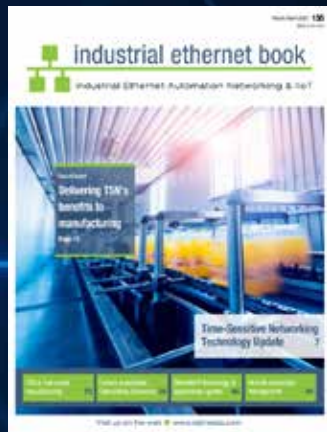
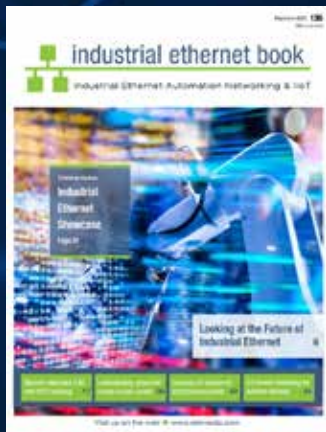
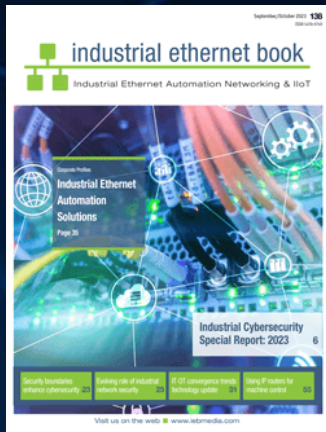


Promote new products & events

## Social Media



12,500+ social media followers



# About Us

IEB is the only publication worldwide dedicated to Industrial Ethernet networking, the IIoT & Industry 4.0 for manufacturing & process automation.

Founded in 1999, IEB has always focused on automation and machine control networking—connectivity to enterprise systems, and today the Industrial Internet of Things & Industry 4.0.

## Average Monthly Visitors : 20,000

| Region        | Country |                   |
|---------------|---------|-------------------|
| Europe        | 35%     | United States 33% |
| North America | 35%     | Germany 12%       |
| BRIC*         | 15%     | UK 8%             |
| APAC**        | 12%     | China 7%          |
| Rest of World | 3%      | France 5%         |
|               |         | Benelux 5%        |
|               |         | Japan 3%          |

\* - Brazil, Russia, India, China,

\*\* - Asia/Pacific excluding China and India.



# Circulation

**IEB's magazine is sent to highly qualified subscribers, a targeted circulation profile built up over many years. The list is updated continuously, and maintained monthly to freshen the readership for each issue.**

## Company Activity

|   |     |
|---|-----|
| System Integration/Design/Engineering       | 18% |
| Manufacturing Automation/Engineering        | 17% |
| Oil & Gas/Chemical Industry/instrumentation | 15% |
| Power Generation/Water/Utilities            | 11% |
| Aerospace/Automotive/Transport              | 11% |
| Construction/Mining/Metal processing        | 8%  |
| Industrial/Consumer Electronics             | 7%  |
| Medical/Pharmaceutical/Food & Drink         | 7%  |
| Packaging/Textiles/Rubber                   | 4%  |
| Telecomms/Datacomms                         | 2%  |
| Research/Scientific/Education               | 2%  |

## Job Activity

|                                      |     |
|--------------------------------------|-----|
| Engineer - Instrumentation & Control | 20% |
| Manager – Technical                  | 17% |
| Designer - Systems/Hardware/Software | 15% |
| Engineer - Works/Plant/Process/Test  | 13% |
| Engineer - Research/Development      | 11% |
| Manager - Commercial or Financial    | 9%  |
| Manager - Plant & Process/Quality    | 8%  |
| Manager - Design                     | 3%  |
| Engineer/Manager - Sales             | 2%  |
| Education/Market research/Scientific | 2%  |



# Editorial Focus

**Our content focuses exclusively on Industrial Ethernet networking, IIoT and Industry 4.0 objectives to achieve digital transformation in industry.**

Each digital magazine provides in-depth technology and application features for smart manufacturing, Industrial IoT devices, edge and cloud computing, networking data analytics and other technologies designed to help our dedicated readership navigate important job responsibilities.

## Editorial Focus

- In-depth Technical Articles
- Application Case Studies
- New Products
- Industry News

# 2024 Editorial Calendar

| Cover Story  | Features   | Applications  | Special Topics   | Dates & Deadlines  |
|--|--|---|--|--|
| <b>Focus on Digital Transformation</b><br>January/February   | Impact of AI<br>Digital Twins<br>Evolution of the IIoT<br>Data Analytics   | Factory Automation<br>Transportation<br>Smart Manufacturing<br>Remote Monitoring            | <b>OPC UA Technology Update</b><br><br><b>Industry 4.0</b>                                 | Publish Date: Jan 19<br>Editorial: Jan 12<br>Advertising: Jan 12     |
| <b>Time-Sensitive Networking</b><br>March/April              | Time Sensitive Networks<br>OPC UA TSN<br>Ethernet Protocols<br>Product Showcase  | Motion Control<br>Automotive<br>Factory Automation<br>IO-Link                               | <b>TSN Technology &amp; Applications</b><br><br><b>Product Showcase</b>                    | Publish Date: Mar 22<br>Editorial: March 15<br>Advertising: March 15 |
| <b>Single Pair Ethernet Technologies</b><br>May/June         | Cables & Connectors<br>Advanced Physical Layer<br>Ethernet Infrastructure<br>Single Pair Ethernet                          | Application reports<br>Automotive<br>Process Automation<br>Embedded IIoT                    | <b>Connectivity Report: Industrial Ethernet</b><br><br><b>Industrial Ethernet Switches</b> | Publish Date: May 21<br>Editorial: May 10<br>Advertising: May 10     |
| <b>Industrial Edge Special Report</b><br>July/August         | Edge Architectures<br>Distributed Networks<br>Edge Device Showcase<br>AI/Machine Learning                                  | Application reports<br>Cloud computing<br>SCADA/HMIs<br>Data analytics                      | <b>Remote Connectivity Solutions Showcase</b><br><br><b>Cloud Computing</b>                | Publish Date: July 23<br>Editorial: July 12<br>Advertising: July 12  |
| <b>Industrial Cybersecurity</b><br>September/October         | Network Security<br>Defense-in-Depth<br>Remote Access<br>Product Showcase<br><b>Industrial Ethernet Corporate Profiles</b> | Security Solutions<br>Network Management<br>Factory Automation<br>Sensors                   | <b>IT-OT Convergence Special Report</b><br><br><b>Security Showcase</b>                    | Publish Date: Sept 20<br>Editorial: Sept 13<br>Advertising: Sept 13  |
| <b>Industrial Wireless Technologies</b><br>November/December | Industrial 5G<br>WiFi7<br>WirelessHART<br>Product Showcase   | Smart Factory solutions<br>Connected devices<br>Software innovations<br>Industrial Ethernet | <b>Factory Automation Connectivity</b><br><br><b>Industrial 5G</b>                         | Publish Date: Nov 19<br>Editorial: Nov 8<br>Advertising: Nov 8       |



# Advertising Bonuses

## Place advertising with the Industrial Ethernet Book, and receive a listing in our Buyer's Guide and Corporate Profiles.

Each issue provides an outstanding environment to reach decision makers along with the following benefits to increase exposure.

### Free Buyer's Guide Listing for Advertisers

- All advertisers can create a free sponsor profile for the website Buyer's Guide. Profiles are promoted in the New Products and Industry News sections on the website.
- <https://iebmedia.com/buyers-guide/>
- Cost for non-advertisers: \$750

### Free for Advertisers: Corporate Profile

- Advertisers who place an ad in any issue can provide a one-page corporate profile for the Special "Industrial Automation Networking Solutions" Section in our September issue.
- <https://iebmedia.com/ebooks/2023-industrial-ethernet-book-corporate-profiles/>
- Cost for non-advertisers: \$750



# IEB eBook Advertising

## Advertising Rates and Specifications

| Format            | Per Ad  | 3x*         | 6x*         | Type/Bleed | WxH (mm)  | WxH (in.)       |
|-------------------|---------|-------------|-------------|------------|-----------|-----------------|
| Two page spread   | \$3,950 | \$3,160 ea. | \$2,765 ea. | bleed      | 426 x 286 | 16 3/4 x 11 1/4 |
| Full page Ad      | \$2,650 | \$2,120 ea. | \$1,855 ea. | bleed      | 216 x 286 | 8 1/2 x 11 1/4  |
| Island page Ad    | \$2,025 | \$1,620 ea. | \$1,418 ea. | type       | 120 x 185 | 4 3/4 x 7 1/4   |
| 1/2 Vertical Ad   | \$2,025 | \$1,620 ea. | \$1,418 ea. | bleed      | 108 x 286 | 4 1/4 x 11 1/4  |
|                   | \$2,025 | \$1,620 ea. | \$1,418 ea. | type       | 85 x 252  | 3 3/8 x 9 7/8   |
| 1/2 Horizontal Ad | \$2,025 | \$1,620 ea. | \$1,418 ea. | bleed      | 216 x 143 | 8 1/2 x 5 5/8   |
|                   | \$2,025 | \$1,620 ea. | \$1,418 ea. | type       | 185 x 120 | 7 1/4 x 4 3/4   |
| 1/3 Vertical Ad   | \$1,550 | \$1,240 ea. | \$1,085 ea. | bleed      | 75 x 286  | 3 x 11 1/4      |
|                   | \$1,550 | \$1,240 ea. | \$1,085 ea. | type       | 65 x 252  | 2 1/2 x 9 7/8   |
| 1/3 Horizontal Ad | \$1,550 | \$1,240 ea. | \$1,085 ea. | bleed      | 216 x 96  | 8 1/2 x 3 3/4   |
|                   | \$1,550 | \$1,240 ea. | \$1,085 ea. | type       | 185 x 78  | 7 1/4 x 3 1/8   |

\* 3X and 6X refers to cost per insertion for advertising incorporating three or six ads that are placed as a campaign.

All invoices in US dollars. Advertisers should reconfirm prices, based on exchange rate at time of booking.



# Promo Packages

Advertising packages reduce costs and increase ad frequency and reach.

## Advertising Packages

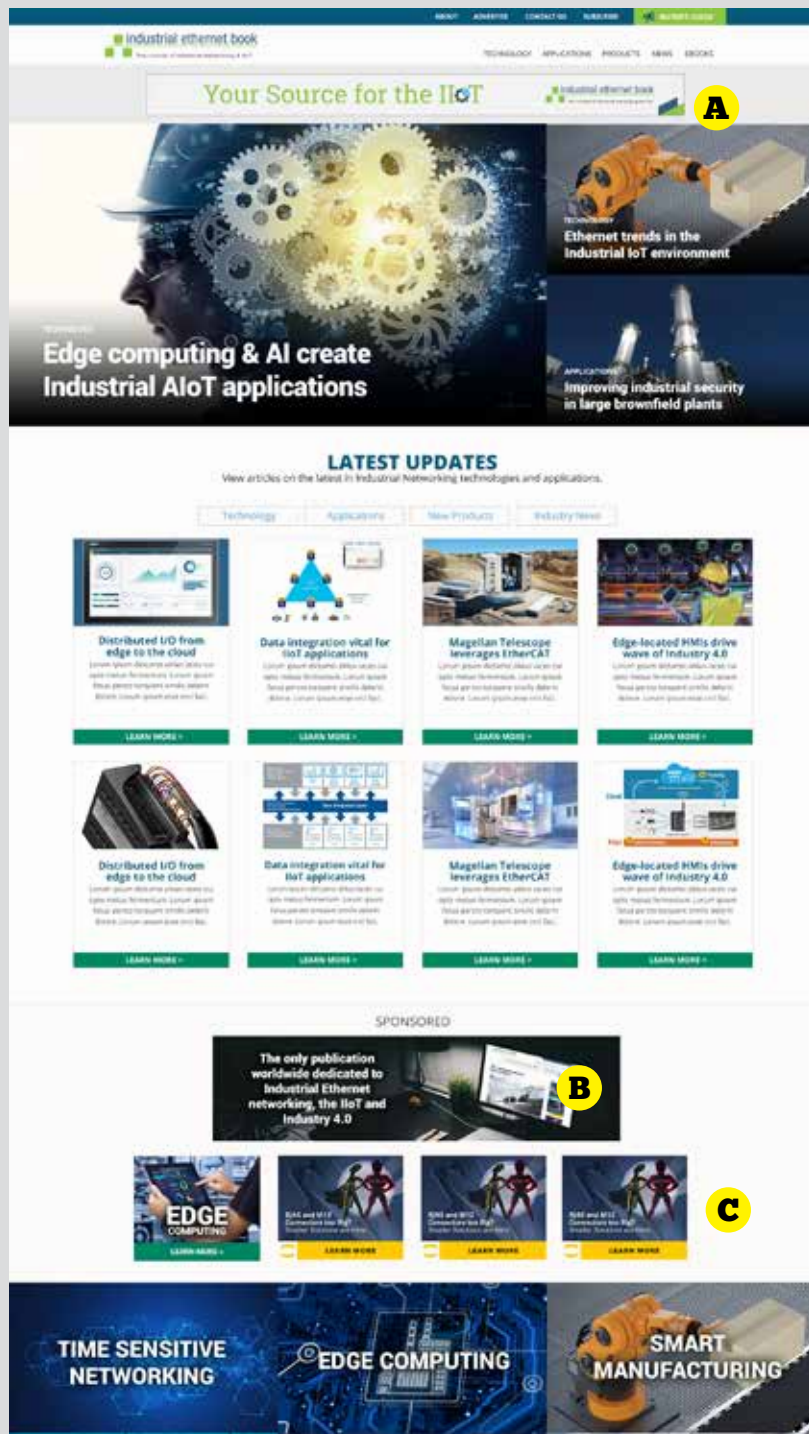
Optimize impact of your IEB advertising by combining display advertising with banner ads and/or featured editorial.

| Package                       | 1x      | 3x*         | 6x*         |
|-------------------------------|---------|-------------|-------------|
| Full Page Ad/Banner           | \$3,500 | \$2,800 ea. | \$2,450 ea. |
| Full Page Ad/Banner/Editorial | \$4,350 | \$3,480 ea. | \$3,045 ea. |
| Half Page Ad/Banner           | \$2,875 | \$2,650 ea. | \$2,300 ea. |
| Half Page Ad/Banner/Editorial | \$3,725 | \$2,980 ea. | \$2,608 ea. |

\* 3X and 6X refers to cost per insertion for advertising incorporating three or six packages that are placed with IEB as a campaign.

Let us know your proposed campaign budget and the mix of media that makes the most sense for your company. We'll respond with a customized program and options tailored to your objectives along with discounts that will help stretch your budget.





# Web Banners

The Industrial Ethernet Book website offers a high level of unique visitors each month.

A variety of banner advertisement opportunities are available on the Home page, and also on the Technology, Applications, Industry News and New Products landing pages within the site.

## Billboard Ad

Sizes: 1,280 x 100 or 900 x 100 pixels

| Location                            | One Month | 3x        | 6x        |
|-------------------------------------|-----------|-----------|-----------|
| Home Page                           | \$1,050   | \$840 ea. | \$735 ea. |
| Technology (All pages in section)   | \$950     | \$760 ea. | \$665 ea. |
| Applications (All pages in section) | \$450     | \$360 ea. | \$315 ea. |
| Product News (All pages in section) | \$450     | \$360 ea. | \$315 ea. |

\* 3X and 6X refers to cost per insertion for advertising incorporating three or six packages that are placed with IEB as a campaign.



# Banner Ads

## Leaderboard Ad B

Sizes: 970 x 250 or 900 x 100 pixels

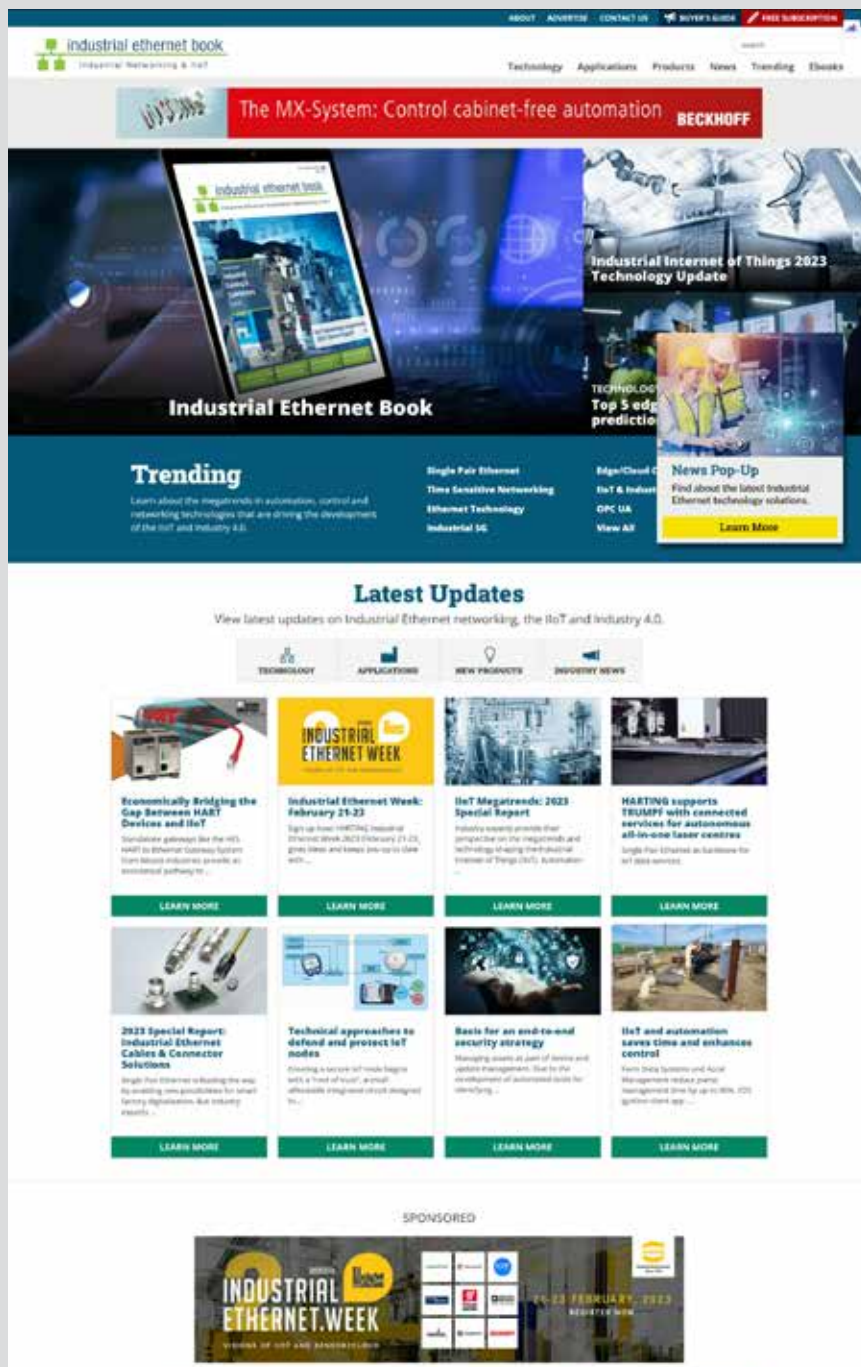
| Location                            | One Month | 3x        | 6x        |
|-------------------------------------|-----------|-----------|-----------|
| Home Page                           | \$1,050   | \$840 ea. | \$735 ea. |
| Technology (All pages in section)   | \$950     | \$760 ea. | \$665 ea. |
| Applications (All pages in section) | \$450     | \$360 ea. | \$315 ea. |
| Product News (All pages in section) | \$450     | \$360 ea. | \$315 ea. |

## Large Rectangle or Square Ad

Sizes: 300 x 250 pixels

| Location                            | One Month | 3x        | 6x        |
|-------------------------------------|-----------|-----------|-----------|
| Home Page                           | \$450     | \$360 ea. | \$315 ea. |
| Technology (All pages in section)   | \$450     | \$360 ea. | \$315 ea. |
| Applications (All pages in section) | \$300     | \$240 ea. | \$210 ea. |
| Product News (All pages in section) | \$225     | \$240 ea. | \$210 ea. |





# Featured Editorial

Highlight your latest technologies, new products or upcoming events.

Promote your new products, seminars or events on IEB home page via "Latest Updates" listing for one month and "News Pop-up" for two weeks.

## Editorial or Event Promotion

|                    | One Month | 3x        | 6x        |
|--------------------|-----------|-----------|-----------|
| Featured Editorial | \$850     | \$680 ea. | \$595 ea. |

## Package Details

Promote valuable content on the IEB website:

- Featured Editorial articles up to 500 words with banner image (1280 x 720 pixels)
- News Pop-up provides Featured Editorial link on home page for two weeks to increase exposure (see home page mockup)
- Email promotion in IEB subscriber newsletter: article title, excerpt, photo and link to article on website
- Postings on IEB social media: Twitter, Facebook and LinkedIn; More than 12,500 followers





Sponsored content formats are designed to highlight technical resources for website visitors (averaging more than 20,000 per month in 2023).



"News Pop-up" provides increased exposure for two week period.

# Sponsored Content

Your technology, products or applications featured on the IEB website's home page.

Promote white papers, technical articles, case studies or upcoming events on IEB website home page using one of our pre-built content formats.

## Sponsored Content

Promote sponsored content in a premium position on the IEB website home page for one month.

- Featured Editorial articles up to 1,500 words with banner image (1280 x 720 pixels) and additional images.
- Email promotion in IEB subscriber newsletter: article title, excerpt, photo and link to article on website
- News Pop-up provides Sponsored Content link on home page for two weeks to increase exposure (see mockup)
- Postings on IEB social media: Twitter, Facebook and LinkedIn (more than 12,500 followers)



|                     | One Month | 3x        | 6x        |
|---------------------|-----------|-----------|-----------|
| Sponsored Editorial | \$850     | \$680 ea. | \$595 ea. |




[industrial-ethernet.com](http://industrial-ethernet.com)



**Latest issue highlights IIoT Progress Report**

**January/February Issue of Industrial Ethernet Book**

The cover story of our newest issue is an Industrial Internet of Things Progress Report. Read what industry experts think is ahead, and also enjoy a series of articles on 5G, cybersecurity and Industrial Ethernet automation control networking.

**Your Source for the IIoT**

industrial ethernet book

[SUBSCRIBE NOW](#)

**Features**

**Industrial Internet of Things Progress Report**

A broad set of IIoT-enabling technologies from Industrial 5G to OPC UA, cloud and edge computing, Time Sensitive Networking and Single Pair Ethernet are continuing to emerge and will empower and drive new levels of innovation. [More>](#)

**Secure remote access via public 5G networks**

The flexibility of 5G with its different implementation approaches, private and/or public, makes this standard the most versatile mobile communications solution for industry, and solutions previously not feasible are now within reach. [More>](#)



**Your Source for the IIoT**

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**News & Updates**

**Single chip solution offers TSN feature set**

Microchip's Spax-Si family of Ethernet switches enables increased connectivity and network optimization while lowering costs for industrial automation networks. [More>](#)

# Email Newsletter

The IEB email newsletter mails twice a month to our subscribers.

Place a banner ad or promote your new products, seminars or events through sponsored content.

## Options

|                                     |        |
|-------------------------------------|--------|
| Top banner ad (600 x 100 pixels)    | \$ 450 |
| Middle banner ad (600 x 100 pixels) | \$ 450 |

## Package Details

Promote valuable content in a premium position in the IEB bi-monthly eNewsletter.

## Schedule

eNews mailings twice per month. Exact dates to be determined. Deadline for submissions is one week prior to mailing date.



# Sponsored eBlasts

Promote your products directly to the listing of IEB email subscribers.

Promote your new products, technologies, applications focus and more through a single sponsor email campaign developed in conjunction with IEB.

## Package Details

Launching a new product? Have a stellar piece of content you want to promote? Highlight your valuable content using single sponsor email to generate leads directly.

## Cost

Per email

US \$1,750



# Notes

## General Ad 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 after the ad close date of an issue.

## 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 3,000 words from industry experts.

Most of our submitted, bylined articles are in the range of 1,000 and 1,500 words. Articles should include 2-3 high resolution graphics, illustrations or photos to accompany text of article.

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.

# Contact Us

## General

IEB Media

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## Social Media

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

[www.linkedin.com/company/ieb-media/](https://www.linkedin.com/company/ieb-media/)

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

## Advertising

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