

2025 MEDIA GUIDE

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







IEB Offerings

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

eBooks



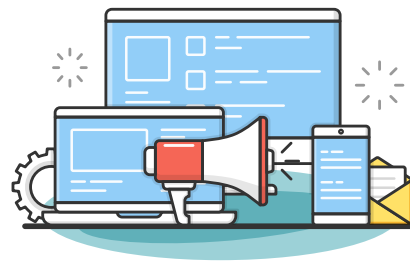
20,000+ visitors/month

Web Advertising



75,000+ page views

Featured Editorial

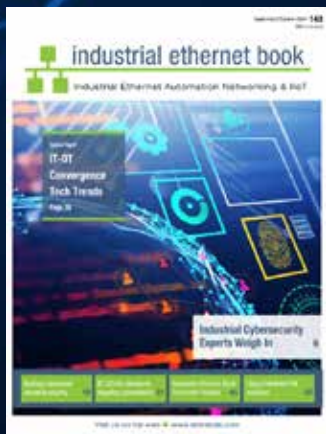
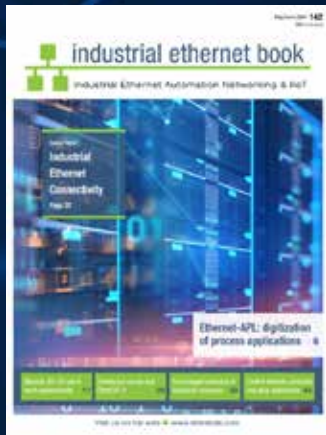


Promote new products & events

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	Percentage
Europe	United States	33%
North America	Germany	12%
BRIC*	UK	8%
APAC**	China	7%
Rest of World	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

2025 Editorial Calendar

Cover Story	Features	Applications	Special Topics	Dates & Deadlines
AI & Digital Transformation January/February	Impact of AI Digital Twins Evolution of the IIoT Data Analytics	Factory Automation Transportation Smart Manufacturing Remote Monitoring	OPC UA Technology Industry 4.0	Publish Date: Jan 21 Editorial: Jan 10 Advertising: Jan 10
TSN/Motion Control Solutions March/April	Time Sensitive Networks OPC UA TSN Ethernet Protocols Product Showcase	Motion Control Automotive Factory Automation IO-Link	TSN Technology & Applications Motion Control Showcase	Publish Date: Mar 21 Editorial: March 14 Advertising: March 14
Single Pair Ethernet Technologies May/June	Cables & Connectors Advanced Physical Layer Infrastructure Solutions Ethernet Connectivity	Application reports Automotive Process Automation Embedded IIoT	Connectivity Report: Industrial Ethernet Industrial Ethernet Switches	Publish Date: May 18 Editorial: May 9 Advertising: May 9
Industrial Edge Technology Update July/August	Edge Architectures Distributed Networks Edge Device Showcase AI/Machine Learning	Application reports Cloud computing SCADA/HMIs Data analytics	Remote Connectivity Solutions Cloud Computing	Publish Date: July 18 Editorial: July 11 Advertising: July 11
Industrial Cybersecurity September/October	Network Security Defense-in-Depth Remote Access Product Showcase Industrial Ethernet Corporate Profiles	Security Solutions Network Management Factory Automation Sensors	IT-OT Convergence Special Report Security Showcase	Publish Date: Sept 19 Editorial: Sept 10 Advertising: Sept 10
Industrial Wireless Solutions November/December	Industrial 5G WiFi7 WirelessHART Product Showcase	Smart Factory solutions Connected devices Software innovations Industrial Ethernet	Factory Automation Showcase Industrial 5G	Publish Date: Nov 21 Editorial: Nov 14 Advertising: Nov 14



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	\$2,675	\$2,250 ea.	\$1,950 ea.	bleed	216 x 286	8 1/2 x 11 1/4
Island page Ad	\$1,950	\$1,725 ea.	\$1,450 ea.	type	120 x 185	4 3/4 x 7 1/4
1/2 Vertical Ad	\$1,950	\$1,725 ea.	\$1,450 ea.	bleed	108 x 286	4 1/4 x 11 1/4
	\$1,950	\$1,725 ea.	\$1,450 ea.	type	85 x 252	3 3/8 x 9 7/8
1/2 Horizontal Ad	\$1,950	\$1,725 ea.	\$1,450 ea.	bleed	216 x 143	8 1/2 x 5 5/8
	\$1,950	\$1,725 ea.	\$1,450 ea.	type	185 x 120	7 1/4 x 4 3/4
1/3 Vertical Ad	\$1,550	\$1,300 ea.	\$1,050 ea.	bleed	75 x 286	3 x 11 1/4
	\$1,550	\$1,300 ea.	\$1,050 ea.	type	65 x 252	2 1/2 x 9 7/8
1/3 Horizontal Ad	\$1,550	\$1,300 ea.	\$1,050 ea.	bleed	216 x 96	8 1/2 x 3 3/4
	\$1,550	\$1,300 ea.	\$1,050 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 during a 12 month period.
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.

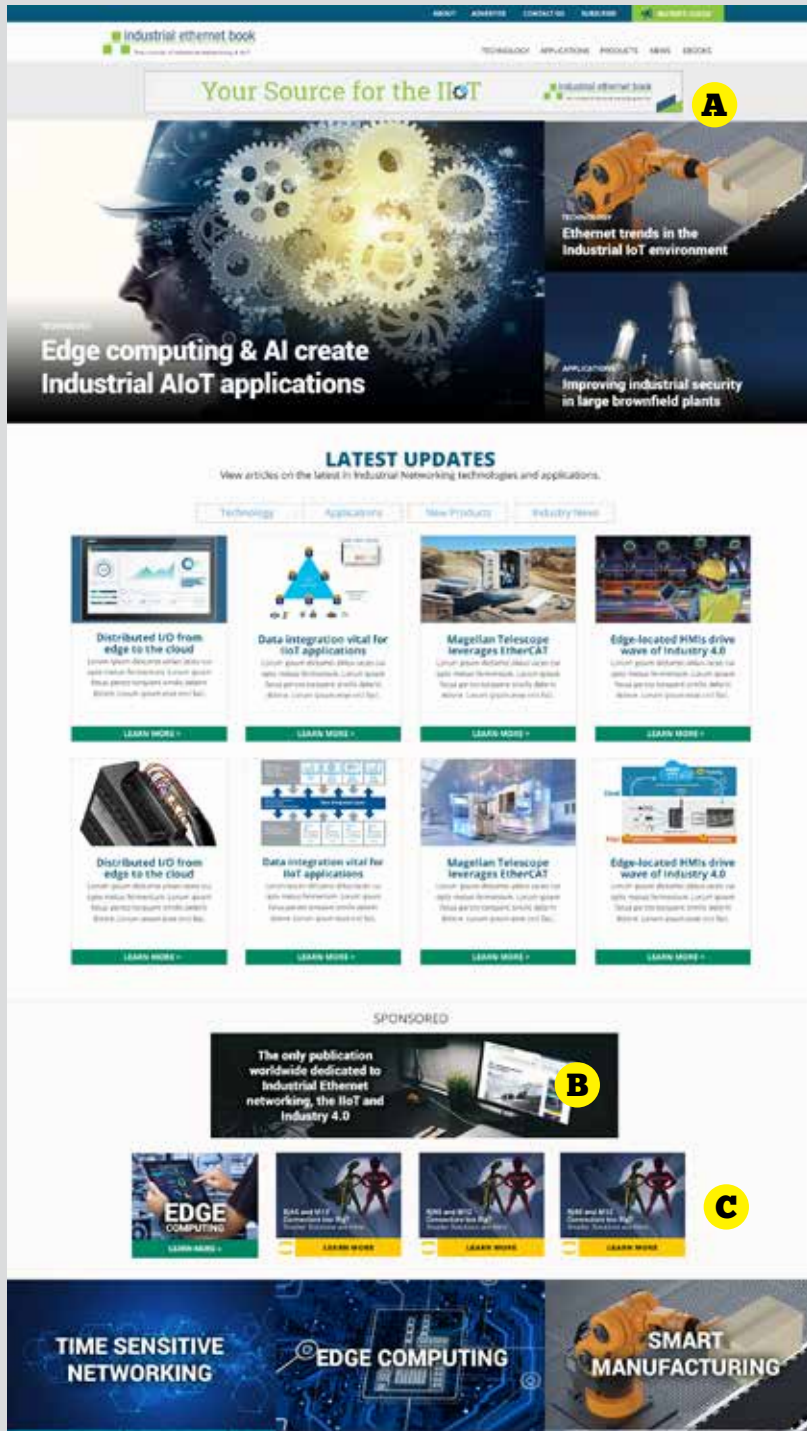
Advertising Packages

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	\$2,950	\$2,750 ea.	\$2,450 ea.
Full Page Ad/Banner/Editorial	\$3,450	\$3,250 ea.	\$2,950 ea.
Half Page Ad/Banner	\$2,275	\$2,050 ea.	\$1,950 ea.
Half Page Ad/Banner/Editorial	\$2,925	\$2,750 ea.	\$2,600 ea.

* 3X and 6X refers to cost per insertion for advertising incorporating three or six packages that are placed with IEB as a campaign within a 12 month period.

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.

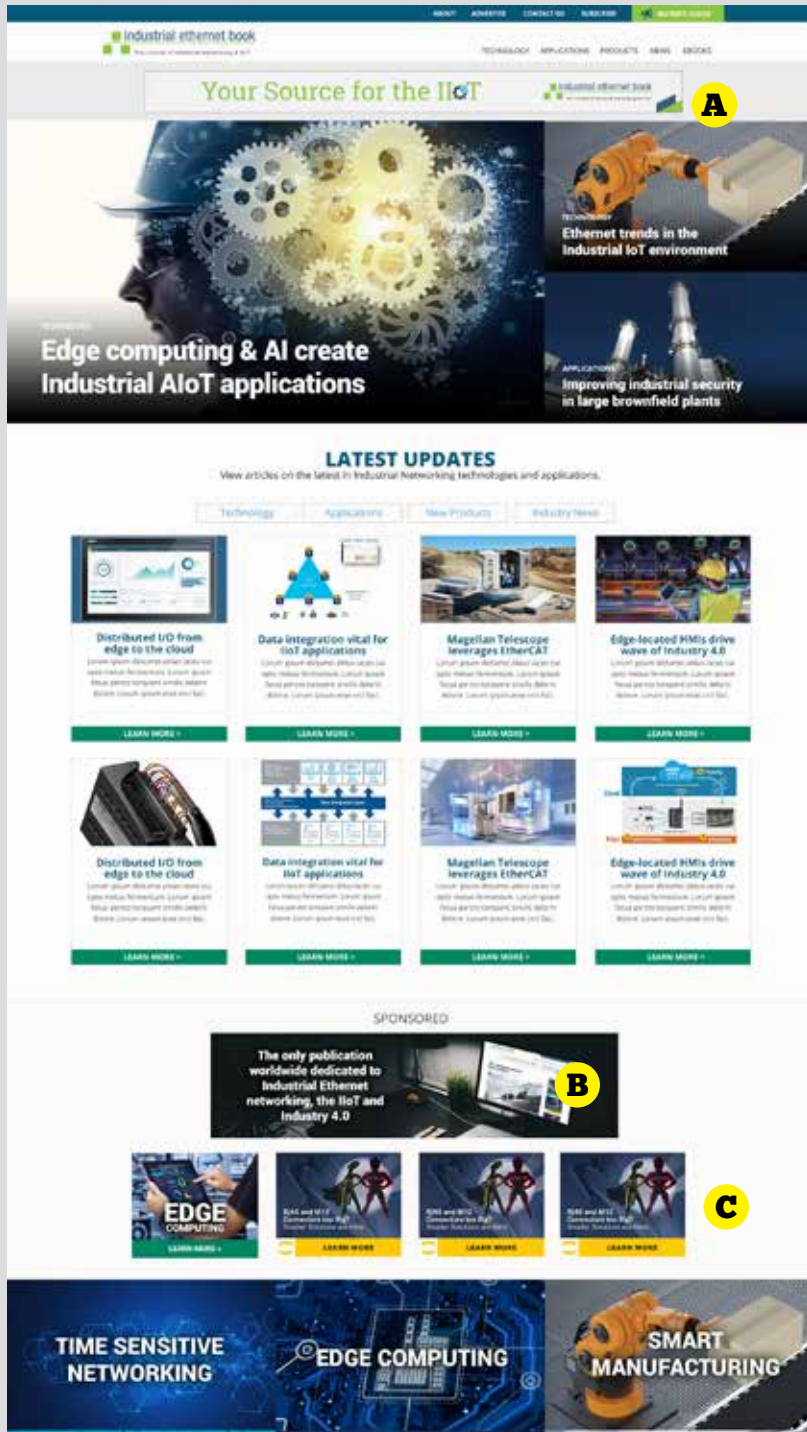
A variety of banner advertisement opportunities are available on the Home page, and also on the Technology, Applications, Industry News and New Products landing pages within the site.

Billboard Ad A

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**

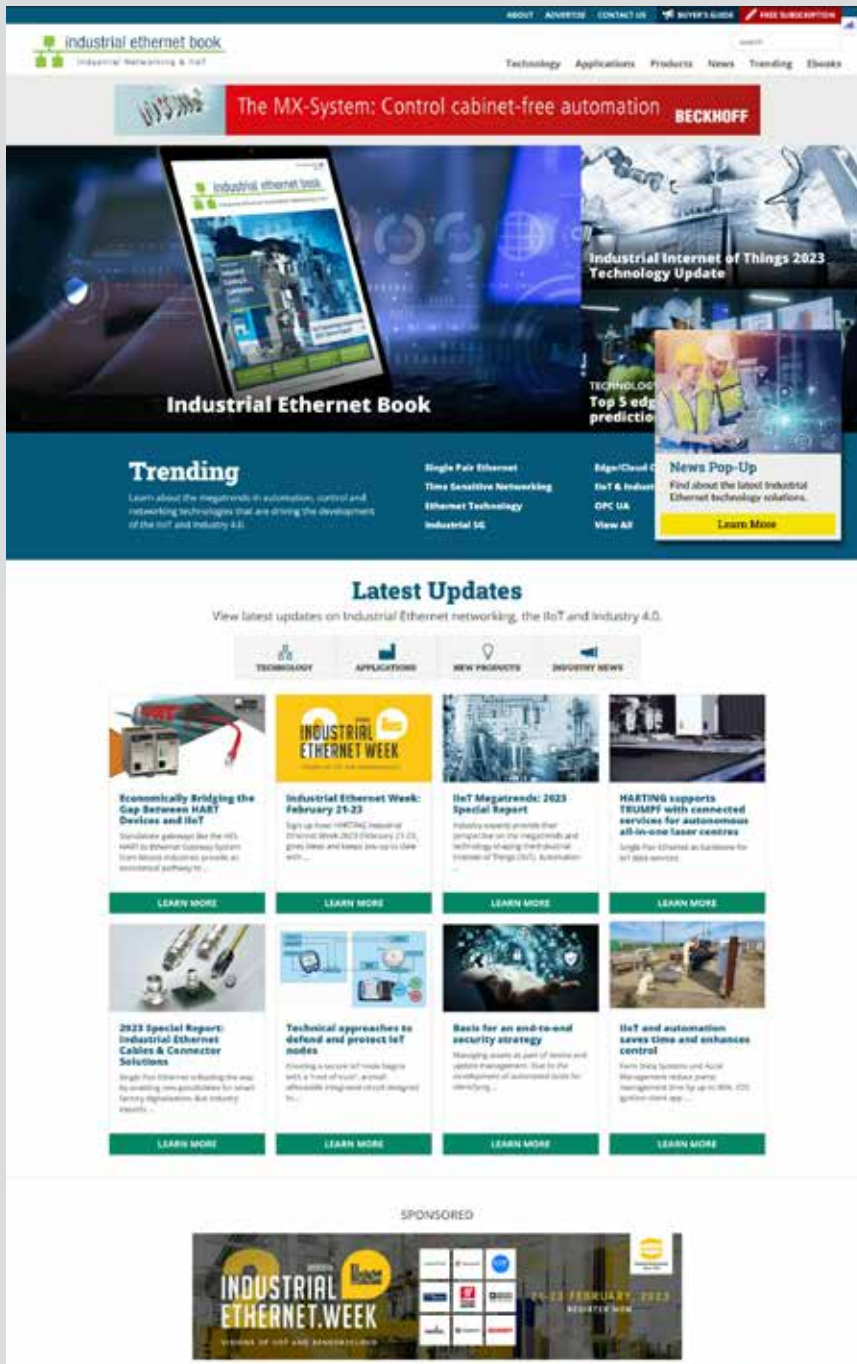
Sizes: 970 x 250 or 900 x 100 pixels

Location	One Month	3x	6x
Home Page	\$750	\$650 ea.	\$550 ea.
Technology (All pages in section)	\$650	\$550 ea.	\$450 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 **C**

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.	\$575 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 one week 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 one week 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.



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
 industrial ethernet book [SUBSCRIBE NOW](#)

News & Updates

Single chip solution offers TSN feature set

Microchip's SparX-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.

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