FAST FORWARD AUTONOMOUS INDUSTRY

AUTOMATION magazine

















MEDIAKIT PRINT & ONLINE CAMPAIGNS





2027

AUTOMATION MAGAZINE

SUPERCHARGE YOUR BRAND IN THE 18 K AUTOMATION FAST FORWARD HYBRID PLATFORM





WHO

Automation Magazine is the official media platform for more than 63-member technology companies from the Benelux automation sector, active in motion control, drive technology, sensor and vision systems, industrial ICT and OT/ICS, corobotics, IIoT and all digital applications and components for Industry 4.0.

This 51yearold hybrid information platform consolidates decadeslong readerships of the leading industrial technology players united under the technology federation InduMotion (www.indumotion.be).

WHAT

With Automation Fast Forward, Automation Magazine shifts to a hybrid print-and-online platform where news remains relevant for both readers and advertisers. Campaigns, branding and product launches are tailor-made by the AM team in close co-creation and continuous monitoring with the advertiser, taking budget, TAM, objectives and portfolio into account. Relevant, impartial dossiers and insights on the platform serve as triggers and provide the editorial angles advertisers can meaningfully leverage. Product launches with immediate priority are promoted on the online platform (9,700 visits/month) and via the weekly newsletter (7,000 subscribers); the same applies to banners, white papers and opinion pieces. Content that remains structurally and timelessly relevant is compiled four times a year in the French- and Dutch-language print edition, reaching 11,000 readers.

WHY

InduMotion currently comprises over 63 loyal industrial technology suppliers who, in a world of "overexposed media," want to reach their industrial customers efficiently, reliably and in a verified way - without overkill. Joining the InduMotion community offers potential advertisers a broad portfolio of peertopeer networking opportunities and a more costeffective entry into the AM platform.

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TARGET AUDIENCE SUBSCRIBERS

Both Print & Online readers is subscribers only mix from Belgian and Dutch leads from partners and visitors from industrial exhibitions. Subscribing is free of charge, but the profiles must be at least :

- C-levels & business unit management in discrete & process industry (aerospace, petrochemical, automotive, agrifood, pharma, port & logistics, metal & plastics …)with a level of decision making or technological process competence within manufacturing, engineering, supply chain, logistics, maintenance, automation, quality, innovation, digitization, security ...
- OEMs, High Tech Systems and Mechatronics & Research Centers
- Bachelor/Master Students Mechatronics, Engineering, Industrial Sciences & Cybersecurity

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PRINT ADVERTISING

Sizes, Specs, Prices

Cover 2, 3, 4 & Centerfold: ask quotation

Discounts (annual contracts):
Only on annual deals or InduMotion Member

Physical inserts/Flyers/Booklets:
3200 € (20 grms) >20 grams quotation

Automation Magazine is printed with eco-friendly inks on recycled paper.

Size: 210 x 297 mm.

Offset printing:
cover stock 250 g wood-free offset, FSC Mix Credit;
interior 120 g wood-free offset, FSC Mix Credit.

Automation Magazine is mailed to 11 K subscribers sealed in a biodegradable sleeve.Submit advertisements in full colour, saved as PDF (embed fonts and printer's proof).

Images: 2,400 / 3,600 pixels per inch. Photos and graphics should be supplied at a minimum of 300 dpi at actual size.

Materials can be sent to:
magazines@automation-magazine.be

If you request layout/design by Automation Magazine, an additional fee of €150 will be charged.



¼ page (FC) French/Dutch = 1.430 euro
Vertical Portrait: **90 B x 130 H mm**



½ page (FC) French/Dutch = 2.470 euro
Horizontal Landscape: **190 B x 130 H mm**
or Vertical Portrait: **98 B x 265 H mm**



1/1 page (FC) French/Dutch = 3.800 euro
210 B x 297 H mm (+ bleed 3 mm everywhere)

If you wish to advertise in Automation Magazine, please contact Karl D'haveloose to learn about available discounts and/or receive a fully tailored quotation.

CONTACT AUTOMATION **Magazine:magazines@automation-magazine.be**
+32 (0)475 235 488

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C 100C 0M 0Y 0K
M 0C 100M 0Y 0K
Y 0C 0M 100Y 0K
K 0C 0M 0Y 100K

DIGITAL ADVERTISING

Prices & Options

Article publication + inclusion in the newsletter:
€200 per national language (NL, FR)

Job vacancy publication + inclusion in the newsletter:
€250 per 2 national languages (NL, FR)

White paper download publication + inclusion in the newsletter:
€300 per 2 languages (NL, FR, or ENG)

Inclusion in the online company directory with extended company profile:
€650 (permanent)

Small vertical advertising banner site + newsletter (width 350 x height 640 px):
€450/month

Large horizontal advertising banner site + newsletter (width 1,306 x height 191 px):
€1,200/month





On the popular website **www.automation-magazine.be** (9700 hits/month), relevant industry news and updates from members of InduMotion are published daily. A newsletter is sent weekly to subscribers every Thursday (except public holidays).

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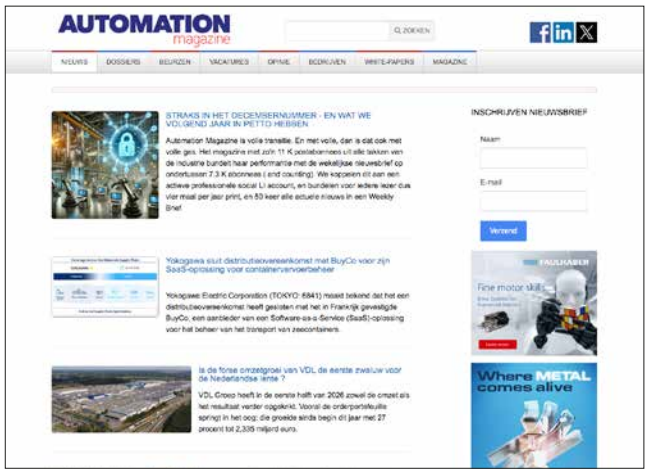

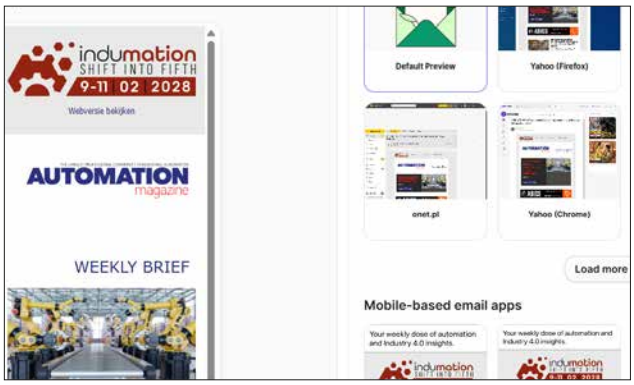

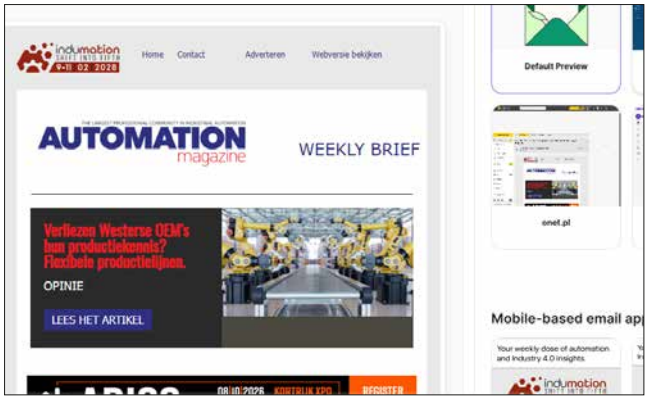

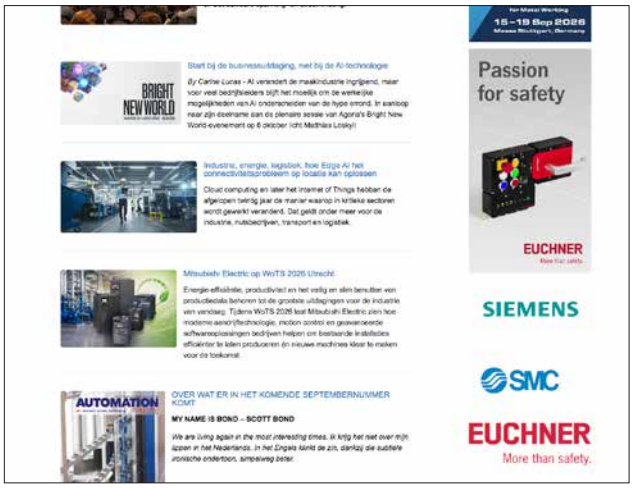

DIGITAL ALL YEAR BUNDLES

No more uncertainty about whether your content will be published. You get priority and certainty: peace of mind for you, and above all for your demanding clients. It does not matter who your clients are. You can spread the cost across several accounts – you remain firmly in control. Do the math. You can demonstrate to your clients that their press releases will be published with certainty. With the Gold Package, you can even spread the investment across several accounts.

BRONZE PACKAGE (for one specific client) **€1,600 (ex VAT)**

One product release or press release posted every week on our news page, in French and Dutch.

SILVER PACKAGE (for one specific client) **€2,400 (ex VAT)**

One product release or press release posted every week on our news page, in French and Dutch, and included in our weekly newsletter.

GOLD PACKAGE **€4,000 (ex VAT)**

Unlimited posts per week for all your clients, plus the inclusion of one selected message per week in our newsletter.

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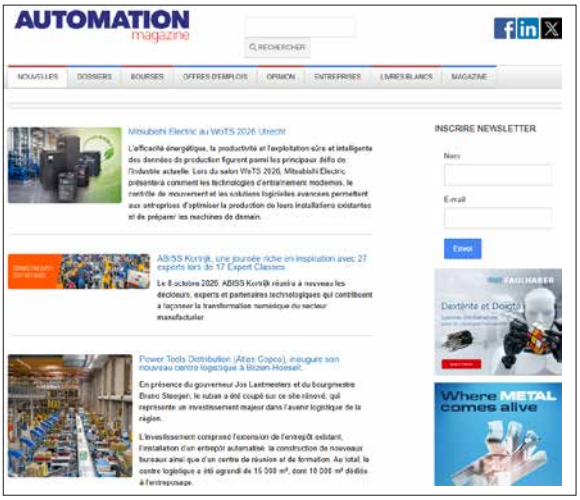



HYBRID ADVERTISING

Combine print and mix for a complete campaign coverage

Prices & Options

HYBRID ONE: **€4.000 (ex VAT)**

1 x 1/1 p + advertorial print/online + 4 product placements

HYBRID TWO: **€6.000 (ex VAT)**

4 x 1/2 p + advertorial print/online + 4 product placements

HYBRID THREE: **€7.200 (ex VAT)**

Hybrid Two + 1 exclusive newsletter/whitepaper + 1 banner

HYBRID PREMIUM: **€11.000 (ex VAT)**

4 x 1/1 p + unlimited product placements + exclusive newsletter/whitepaper + 1 banner & logo site + newsletter

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CONTENT & DEADLINES 2027







Nr 246 (december 2026)

MONITORING SYSTEMS (Production, Maintenance, Safety, Asset Performance) / Indumation Network Event 2027 / SPS DRIVES NURNBERG AFTERSHOW / Motion Control / IT/OT/IioT / OTCysec / (Co)Robotix / Digital / Automation FFWD

deadline pdf ads: November 25th
print: December 9th
postdrop: December 16th

Nr 247 (March 2027)

Cybersecurity for Manufacturing / Hannover Messe Industrie Preview / Precision in Motion Control (in high-tech systems) / IT/OT/IioT / OTCysec / (Co)Robotix / Digital / Automation FFWD / Event Calendar

deadline reservations: February 20th
deadline pdf ads: March 4th
print: March 18th
postdrop: March 25th

Nr 248 (June 2027)

New Sensor Tech & Applications / Aftershow HMI 2027 / Battery driven motion trends / IT/OT/IioT / OTCysec / (Co)Robotix / Digital / Automation FFWD / Event Calendar

deadline reservations : May 10th
deadline pdf ads: May 20th
print: June 3rd
postdrop: June 10th

Nr 249 (September 2027)

Smart Logistics & Warehousing / Entry barriers and solutions for robot programming and integrations / Preview SPS Nürnberg / Motion Control / IT/OT/IioT / OTCysec/(Co)Robotix / Digital / Automation FFWD / Event Calendar

deadline reservations: August 25th
deadline ads: September 2nd
print: September 16th
postdrop: September 23th

Nr 250 (December 2027 / Distribution January 2028)

Themes: Flexible production automation / Indumation 2028 Ultimate Preview & Catalogue / Motion Control in harsh or hazardous environments / IT/OT/IioT / OTCysec / (Co)Robotix / Digital / Automation FFWD / Event Calendar

deadline reservations in preview & catalogue : December 1st
deadline pdf ads: December 15th
print: January 10th
postdrop: January 20th

Let's discuss your next brand campaign and product launches with your editor in motion:

KARL D'HAVELOOSE

- magazines@automation-magazine.com
- +32 475 235 488
- www.automation-magazine.be
- LI: https://www.linkedin.com/company/9305769

INDU MOTION

ABB

ABFLEX+ HYDRAULIC SOLUTIONS

actin time mechatronics

APEX DYNAMICS

ATB Automation Mechanics | Motion Control

the power of hydraulics

Atlas Copco

BCI elektromotoren

BECKHOFF

CJC C.C.JENSEN Oil & Diesel Fuel Filtration

Clippard

cqs technologies nv Only the best solutions

DevTeix

Doedijns FLUID INDUSTRY

DVH ydraulics

EMERSON AVENTICS

elsto Drives & Controls | boekholt

EPLAN

ERIKS

EUREGIO Hydraulics

FANUC

FESTO

FOCQUET

HANSA FLEX

HYDAC

Hydrauvision

igus

IMI

INNOMOTICS

JIE EURONORM

KOMOTION

LDA Solutions for Life

LM Systems

METAL WORK PNEUMATIC

MGH

MOTIX

NORD DRIVESYSTEMS Our Solution. Your Success.

Parker

PHOENIX MECANO

PIRTEK 24/7 hydrauliekservice

Promation Creating the future together

RegalRexnord

REM-B HYDRAULICS

Retron

rexroth A Bosch Company

RITTAL

ROTERO ELECTRICAL MOTION & CONTROL

RUBIX

Schneider Electric

SEW EURODRIVE

SIEMENS

SMC

STÄUBLI

TAS

Van Meeuwen IMPROVING INDUSTRIES

VANSICHEN LINEAR TECHNOLOGY

V3 PARTS HYDRAULIEK

VIALEC

weg

WITTENSTEIN

YASKAWA

ZIMMER group