

MEDIA INFORMATION 2010

www.ident.de

ident

The Leading User Magazine for Automatic Data Capture and Identification



Contact your target group!

Barcode (1D/2D) | RFID | Mobile IT | Scanning | Voice Systems | Logistics Software | Print & Apply

Practice-conform information

Technologies like RFID, data communication, labelling, sensor technology, marking, logistics software, order picking, and of course barcodes with all their different technological designs and application fields have developed rapidly over the past years. They are the basis for smooth and efficient processes and enable the application of economic and powerful information systems.

ident has been contributing to this sector for over 13 years in order to inform the reads and future applicants in an intelligible, practice-conform and intersectoral way about the entire performance spectrum of the industry.

For further information about these issues, *ident* provides an information portal in the Internet at www.ident.de and the *ident* market – list of suppliers for all readers and other interested parties.

Your *ident* editorial office



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1 ident in brief:

ident – since more than 13 Years Germany's only magazine for Automatic Identification and Data Capture (AIDC). With its practice-oriented, non-sector-specific reports and its extensive product presentations ident supplies decision makers with the helpful, up-to-date information they need to acquire and implement identification technologies within their company.

2 Organ: Industrieverband AIM-D e.V.

3 Publishers: Ident Verlag & Service GmbH
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6 Year + publication structure: 7 + 1 Yearbook, Volume 14, 2010

7 Circulation analysis:

Copies per issue on annual average
(1 July 2008 – 30 June 2009)

Print run: 11.500 | Copies distributed: 11.250

	602 Subscriptions
	160 member copies
	– other sales
Copies sold:	932 170 direct sales
Free copies:	10.318
	250 residual and archived copies

8 Geographical distribution analysis:

Economic region	Share of actually distributed copies	
	%	Copies
Federal Republic of Germany	82	9.225
Austria and Switzerland	14	1.575
Other foreign countries	4	450
Actual number of distributed copies	100	11.250

9 Analysis of recipients: Managing director, CEO, Head of logistics, Head of marketing, Head of organisation, Technical manager

10 Sectors: Waste management and recycling, Plant/machine engineering, Automotive industry and suppliers, Consultants/advisors, Chemical and pharmaceutical industry, Service providers, IT companies, Wholesalers/retailers, Public services, Auto ID system integrators, Transport and storage companies, Packaging industry, Resellers

1 Advertising prices and formats:

Format	Width x Height	Cut format* ¹	b/w	Colour (Euroscale)
1/1 page	186 x 265 mm	213 x 303 mm	€ 3400	€ 4000
Junior page	138 x 195 mm	153 x 211 mm	€ 2200	€ 2700
1/2 page	91 x 265 mm 186 x 132 mm	106 x 303 mm 213 x 151 mm	€ 1900	€ 2250
1/3 page	60 x 265 mm 186 x 88 mm	75 x 303 mm 213 x 104 mm	€ 1400	€ 1650
1/4 page	47 x 265 mm 93 x 132 mm 186 x 66 mm	—	€ 1100	€ 1300
1/6 page	60 x 131 mm 186 x 44 mm	—	€ 900	€ 1000
1/8 page	44 x 131 mm 93 x 66 mm 186 x 33 mm	—	€ 800	€ 875
Formats on double pages	Width x Height	Cut format* ¹	b/w	Colour (Euroscale)
2/1 page	396 x 265 mm	426 x 303 mm	—	€ 7500
Special formats	Width x Height	Cut format* ¹	b/w	Colour (Euroscale)
Cover page + ½ Gate fold or best practice story	210 x 186 mm 186 x 128 mm	—	—	€ 5500

*1 Please take into account the integrated cutting margin of 3 mm on the corresponding page.
All prices plus VAT.

2 Prices/special formats/surcharges for preferential placement:

Cover page + ½ Gate fold	€ 5500
Fold-out cover 2 Pages	€ 5750
3 Pages	€ 6500
Banderole	€ 4000
Inside front cover 4C	€ 4550
Inside back cover 4C	€ 4550
Back cover 4C	€ 4950
Contents 1/2 portrait format 4C	€ 2450

3 Colour surcharges:

Special colours, per colour (HKS, Pantone)	€ 1100
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4 ident industry guide (column width 42 mm):

- **Height 40 mm** per issue and column € 140 | Each additional column € 70
- **Height 50 mm** per issue € 180 | Each additional column € 90
- **Height 60 mm** per issue € 200 | Each additional column € 100

The term of your placement(s) is initially 7 consecutive issues (one year) and extended automatically if not terminated after the 7th issue. All prices plus VAT.

5 Prices for vacancy advertisements and other classified ads:

Situations offered per mm (1 column, 42 mm wide)	€ 3
Situations wanted per mm (1 column, 42 mm wide)	€ 2
Code charge	€ 13

6 supplements:

two-page	€ 3400
four-page	€ 6200

Folding supplement 10% Surcharge. Supplements to be delivered in magazine format plus 3mm cutting margin, 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.

7 Inserts: Max size 205 mm x 285 mm

(< DIN A4) up to 25 gr. per thou.	€ 250
Postal charges up to 25 gr. per thou.	€ 50

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.

8 Postcards*:

Machine glueing per thou. € 60
Postal service charges for postcards glued or advertising samples.
Info on number of postcards / samples available on request.

9 Discounts for repeated advertising over calendar year:

No. of occasions:	Amount:
2 appearances 3%	2 Pages 5%
4 appearances 5%	4 Pages 10%
6 appearances 10%	6 Pages 15%
8 appearances 15%	8 Pages 20%

10 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: TIFF

Line-art: definition: min. 700 dpi; Half-tone, colour: definition 300 dpi

Basic guidelines:

File size reflects ad size, colours to be defined in CMYK, special colours with prior arrangement. A paper print sample or colour proof should be included for quality control, if available.

Postal address for supplements, inserts and postcards:

Druckerei Strube OHG, Herr Leistikow
Stimmerswiesen 3, D-34587 Felsberg
(NB: for ident No.)

Design/layout/production:

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* Discounts do not apply to inserts, supplements, postal charges, special colours and additional technical costs.

Issue/Date of publication	Closing date	Print document closing date	Editorial deadline	Application area	Technology focus	Fairs and congresses
Yearbook 2010 29. January	19. Jan.	15. Jan.	08. Jan.	ident yearbook The performance profile of the auto ID sector	Company presentations Expert contributions (Barcode, RFID, etc.) State of technology & standards List of suppliers & auto ID glossary	CeBIT, LogiMAT, EURO ID, Logistics Network Congress, Transport&Logistik, FachPack/LogIntern, SPS/IPC/DRIVES
1 / 2010 15. February	05. Feb.	01. Feb.	22. Jan.	Logistic software	LogiMAT Special RF identification Barcode scanner IT Systeme/Middleware	LogiMAT (02.03. – 04.03.) EuroCIS (02.03. – 04.03.) CeBIT (02.03. – 06.03.) Logistics Forum (10.03. – 11.03.)
2 / 2010 22. March	12. Mar.	08. Mar.	26. Feb.	Production Transportation & traffic	Printer Special Sensor technology Voice technology Direct marking (DPM)	Dt. Materialfluss-Kongr. (15.04. – 16.04.) HANNOVER MESSE (19.04. – 23.04.) E_PROCURE & SUPPLY (28.04. – 29.04.)
3 / 2010 19. April	09. Apr.	05. Apr.	26. Mar.	Automation Inventory management	Euro ID Special RFID systems Polymer electronics Localisation technology (RTL / GPS)	EURO ID 2010 (04.05. – 06.05.) POSITIONALE (18.05. – 20.05.) LOPE-C (31.05 – 02.06.) AUTOMATICA (08.06. – 11.06.)
4 / 2010 14. June	04. June	31. May	21. May	System integration Material flow	RFID Special Pick by voice warehousing EAN / EPC application	SicherheitsExpo (07.07. – 08.07.) MOTEK (13.09 – 16.09.) Dortmunder Gespräche (14.09. – 15.09.)
5 / 2010 06. September	27. Aug.	23. Aug.	13. Aug.	Packaging Product and brand protection	FachPack & LogIntern Special Smartcards Order picking Print & Apply	FachPack + LogIntern (28.09. – 30.09.) Security (05.10. – 08.10.) SPS/IPC/DRIVES (23.10. – 25.10.) Dt. Logistik-Kongress (20.10. – 22.10.)
6 / 2010 18. October	08. Oct.	04. Oct.	24. Sep.	Retail & Distribution Pharmaceutical industry	Logistic software Special Mobile Tagging Item security (EAS, RFID)	VISION (09.11. – 11.11.) Electronica (09.11. – 12.11.) MEDICA (17.11. – 20.11.)
7 / 2010 22. November	12. Nov.	08. Nov.	29.Oct.	Mobility Tracking & Tracing	Barcode (1D/2D) Special Wireless communication Industrial Scanners&Printers Near Field Communication	

* Themes subject to change



Target group:

The ident yearbook is geared towards producers, system integrators, retailers and end users of auto ID technologies in all industry, retail and service sectors.

Circulation/distribution:

The total circulation is 19,000 copies. Of those, 12,000 are distributed by mail (86% Germany, 14% Austria and Switzerland). 6,000 copies are distributed at industry fairs conventions and conferences. 1,000 copies are reserved for specimen copies, individual sales and archiving.

Design:

Stable threadless binding for intense and frequent use, cover finish and high paper quality: cover 200 g/m², interior 115 g/m². Format: DIN A4 with approx. 96 page volume. Publication date: January 2010, published annually.

Presentation in the Internet:

The yearbook is also available for download (PDF-version) at www.ident.de.

Content:

Companies in the auto ID sector present themselves and their performance spectrum, especially in the barcode, 2D code, RFID, mobile working, data broadcasting, sensory technology, system integration, logistics software as well as the print & apply sector.

The expert contributions reflect the state and perspectives of the different ident technologies and the auto ID glossary explains the most important terminology in German and English.

As an official body of AIM Deutschland e.V., we also publish the list of AIM-D members in the ident yearbook.

Fair price/performance ratio:

Page 1/1, 4-colour incl. layout 2950 EUR

Performance profile with approx.
3,000 characters w/o blanks
2 images plus logo (JPG/TIF at least 300 dpi)
Your company's contact data and persons
Display of your logo on the cover page

Page 1/2, 4-colour incl. layout 3950 EUR

Performance profile with approx.
6,000 characters w/o blanks
4 images plus logo (JPG/TIF at least 300 dpi)
Your company's contact data and persons
Display of your logo on the cover page

We will take care of the rest for you!
If so desired, we shall be glad to translate your portrait into German at no additional charge.

market – the supplier directory

ident's supplier directory offers you an ideal combination of print and online presence. In one year (7 issues), ident has achieved a total circulation of more than 80,000 copies. More than 10,500 users visit the online portal www.ident.de each month on average.

The contributions in ident have a fixed width of 42 mm and you can present your company in three different sizes (height 40, 50 and 60 mm) or with several entries in different product categories.

- **Height 40 mm** per issue and column 140 EUR
Each additional column 70 EUR | with silver online status
- **Height 50 mm** per issue and column 180 EUR
Each additional column 90 EUR | with silver online status
- **Height 60 mm** per issue and column 200 EUR
Each additional column 100 EUR | with gold online status

More than one column with 40, 50 or 60 mm with gold online status

Silver online status

The extended entry in the online market includes the company's performance profile and logo. Good placement in the list and the search results. Complete contact data, contact persons and links to your website.

Gold online status

Additional possibility to publish further information about your company online (1 to 3 PDF documents, e.g. flyers, brochures, catalogs). You will also receive a top placement in the list of search results.

The term of your placement(s) is initially 7 consecutive issues (one year) and extended automatically if not terminated after the 7th issue. All prices plus VAT.

Online advertising

The information portal www.ident.de has on average more than 10,500 visitors and more than 42,000 page calls per month. Our readers and other interested parties can profit from current news, product information, dates and schedules, the magazine archive, the online supplier directory and much more.

Please contact us if you would like to find out more about special types of advertising and benefit from our two proven online presentation products:

1. Top Promotion:

Includes your logo, a short text, a link and a download option. Placement on the start page. Price: 1750 EUR per month

2. Banner Advertisement:

The following formats are available:

Half size banner (234 x 60 pixels) for 400 EUR per month
Full size banner (468 x 60 pixels) for 625 EUR per month
Skyscraper (120 x 600 pixels) for 890 EUR per month

The banner advertisement is presented cyclically on the start page and on most of the follow-up pages of www.ident.de.

