

MEDIA INFORMATION 2012

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 16 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 – The leading user magazine for automatic data capture and identification. ident provides intersectoral and practical oriented information, user reports, product introductions and actual news covering technologies like RFID, Identification, Mobile IT-systems, Print & Apply, Order Picking, Sensor Systems, Logistics Software and of course the Barcode. Accompanying to these subject areas ident supplies an internet portal on www.ident.de and the ident market - the provider directory for your readers and potential buyers.

2 Organ: AIM-D e.V.
Deutschland – Österreich – Schweiz

3 Issuer Ident Verlag & Service GmbH

4 Editor-in-chief: Thorsten Aha
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6 Year + publication structure: 7 Magazines, 1 Annual and Specials

7 Publisher Ident Verlag & Service GmbH

8 Postal address

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12 Internet

www.ident.de

13 Publication / Thematic Plan: see Appendices

14 Subscription price

Annual subscription € 70 + shipping costs
Single issue € 12 + shipping costs

15 Circulation analysis

Copies per issue on annual average
(01 July 2010 – 30 June 2011)

Circulation	12,000		
Effective distributed circulation	11,620		
Sold circulation	1,008	Subscriptions:	618
		Member copies:	144
		Retail copies:	246
Reader copies	10,592		
Leftover, archive and voucher copies	400		

Issue/Date of publication	Print document deadline	Advertising deadline	Editorial deadline	Application area	Technology focus	Fairs and congresses
Annual 2012 10. February	24. Jan.	16. Jan.	06. Jan.	ident Annual The performance profile of the AIDC sector	Company Presentations Standards & Glossar AIM Member List Technical Reports	Overview Dates and Events 2012
1 / 2012 13. February	30. Jan.	26. Jan.	20. Jan.	LogiMAT Special Trade & Distribution Material Flow	Localisation (RTLS) Voice Technology Barcode Printers	EuroCIS (28.02.-01.03.) CeBIT (06.03.-10.03.) LogiMAT (13.03.-15.03.)
2 / 2012 26. March	12. Mar.	08. Mar.	02. Mar.	EURO ID Special Mobility Production	RFID Solutions Logistic Software Labeling	HMI (23.04.-27.04.) EURO ID (24.04.-26.04.) Drupa (03.05.-16.05.)
3 / 2012 30. April	16. Apr.	12. Apr.	06. Apr.	Labeling & Mobile IT Special Logistic Systems Transportation	Near Field Communication (NFC) Polymer Electronics Direct Marking (DPM)	transfairlog (12.06.-14.06.) Automatica (12.06.-15.06.) Lope-C (19.06.-21.06.)
4 / 2012 11. June	28. May	24. May	18. May	RFID Special Tracking & Tracing ERP Systems	Mobile Barcodes Product Protection RFID Reader	Sicherheits-Expo (04.07.-05.07.) Do-Gespräche (11.09.-12.09.)
PRODUKTE 11. June	28. May	24. May	18. May	ident PRODUKTE Products and solutions from the branches Barcode, 2D-Codes, Mobile IT, RFID, Labeling, Sensor Systems and Logistics Software	Producers, System Integrators, Reseller and Enduser of Auto-ID Technologies	
5 / 2012 03. September	20. Aug.	16. Aug.	10. Aug.	Logistics & Packaging Special Process Control Software Systems	Barcode Reader Access Systems Transponder	LogIntern/FachPack (25.09.-27.09.) Security (09.10.-12.10.) BVL Kongress (17.10.-19.10.)
6 / 2012 22. October	08. Oct.	04. Oct.	28. Sep.	Automation & Sensor Special Health Care Packaging	Order Picking Optical Systems Person Identification	Vision (06.11.-08.11.) Pack&Move (20.11.-23.11.) SPS/IPC/DRIVES (27.11.-29.11.)
7 / 2012 26. November	12. Nov.	08. Nov.	02. Nov.	Barcode (1D+2D) Special System Integration Inventory Control	RFID Technology Identification Wireless Communication	

* Themes subject to change

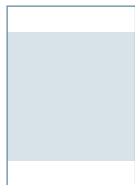
Advertising prices and formats:

Format	Width x Height	Cut format*	b/w	Colour (Euroscale)
1/1 page	186 x 265 mm	213 x 303 mm	3,600,- €	4,200,- €
Junior page	138 x 195 mm	153 x 211 mm	2,400,- €	2,800,- €
1/2 page	91 x 265 mm 186 x 132 mm	106 x 303 mm 213 x 151 mm	2,000,- €	2,350,- €
1/3 page	60 x 265 mm 186 x 88 mm	75 x 303 mm 213 x 104 mm	1,450,- €	1,700,- €
1/4 page	47 x 265 mm 93 x 132 mm 186 x 66 mm	—	1,200,- €	1,350,- €
1/6 page	60 x 131 mm 186 x 44 mm	—	1,000,- €	1,100,- €
1/8 page	44 x 131 mm 93 x 66 mm 186 x 33 mm	—	850,- €	950,- €
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	—	€ 7,600
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	—	—	€ 5,700

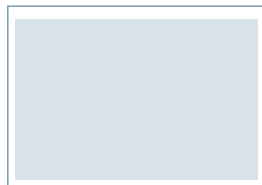
* Please take into account the integrated cutting margin of 3 mm on the corresponding page.

All prices plus VAT.

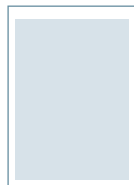
Ads in the type area



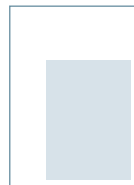
Title page
213 x 186 mm



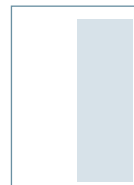
2/1 page 396 x 265 mm



1/1 page
186 x 265 mm



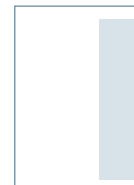
Junior page
138 x 195 mm



1/2 page
91 x 265 mm



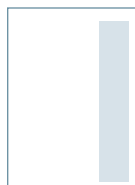
1/2 page
186 x 132 mm



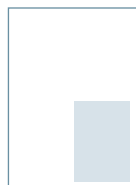
1/3 page
60 x 265 mm



1/3 page
186 x 88 mm



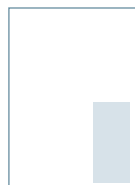
1/4 page
47 x 265 mm



1/4 page
93 x 132 mm



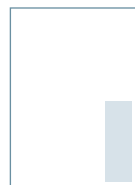
1/4 page
186 x 66 mm



1/6 page
60 x 131 mm



1/6 page
186 x 44 mm



1/8 page
44 x 131 mm

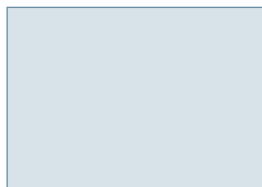


1/8 page
93 x 66 mm

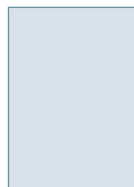


1/8 page
186 x 33 mm

Bleeded Ads



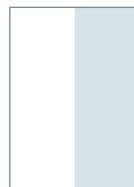
2/1 page
426 x 303 mm



1/1 page
213 x 303 mm



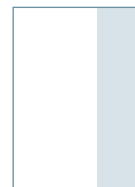
Junior page
153 x 211 mm



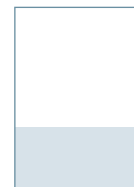
1/2 page
106 x 303 mm



1/2 page
213 x 151 mm



1/3 page
75 x 303 mm



1/3 page
213 x 104 mm

1 Prices/special formats/surcharges for preferential placement:

Fold-out cover	2 Pages	€ 5,900
	3 Pages	€ 6,700
Banderole		€ 4,200
Inside front cover 4C		€ 4,650
Inside back cover 4C		€ 4,650
Back cover 4C		€ 5,150
Contents 1/2 portrait format 4C		€ 2,550

2 Colour surcharges:

Special colours, per colour (HKS, Pantone)	€ 1,200
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3 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	€ 15

4 supplements:

two-page	€ 3,500
four-page	€ 6,300
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.	

5 Inserts: Max size 205 mm x 285 mm

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

6 Postcards*:

Machine gluing per thou.	€ 60
Postal service charges for postcards glued or advertising samples.	

7 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%

8 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

9 Basic guidelines:

File size reflects ad size, colours to be defined in CMYK, special colours with prior arrangement.

10 Postal address for supplements, inserts and postcards:

Service Gesellschaft mbH
Am Industriehof 7-9
60487 Frankfurt
Germany

11 Design/layout/production:

raum-x kommunikationsdesign · Ranja Ristea-Makdissi · Stefan Ristea
Tel.: +49 231 84 796035
www.raum-x.de · mail@raum-x.de

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

All prices plus VAT.

PRINT

ONLINE

STANDARD

One entry (40mm height) in one category of your choice for one year in the printed edition of *ident*. Complete contact information including logo and link to your company website in the online market of the *ident* web portal (www.ident.de).

The Price for the STANDARD Market entry for one year: € 980

Further entries (40mm height) in another category are reduced in price by 50% and only costs € 490. With your second entry you automatically receive the PREMIUM STATUS.



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Hermann-Bahlsen Str. 11
30890 Barsinghausen
Tel.: +49 (0) 51 05/51 61 11
Fax: +49 (0) 51 05/51 62 17
E-Mail: info@deister-gmbh.de
www.deister.com




PREMIUM

One entry (60mm height) in one category of your choice for one year in the printed edition of *ident*. In addition to the STANDARD market entry we offer you the publication of further information about your company on the website of *ident* (up to 3 PDF-files, like catalogues, flyer, company brochure). In addition you receive a special placement in the Online market

The Price for the STANDARD Market entry for one year: € 1,340

Further entries (60mm height) in another category are reduced in price by 50% and only costs € 670 (60mm height) or € 490 (40mm height).



TSC Auto ID Technology
EMEA GmbH
Georg-Wimmer-Ring 25
D- 85604 Zorneding
Tel.: +49 (0) 8106 / 37979 - 00
Fax: +49 (0) 8106 / 37979 - 05
E-Mail: info@tsceu.com
www.tsceprinters.com



OR

The term of all placements is initially one year (= 7 printed issues of *ident* and 365 days of online presentation) and extended automatically if not terminated. The billing is for one year in advance. You can change your entry at any time. You can see examples on the *ident* website: www.ident.de



cab Produkt
GmbH & Co KG
Wilm-Schickard-Str. 14
D-76131 Karlsruhe
Tel. 0721 6625-293
Internet: www.cab.de
e-mail: info@cab.de



All prices plus VAT.

ident ONLINE ADVERTISING

Combining print and online publication we offer you crossmedia presentation of your company using our media to establish contact directly to interested readers and potential customers. The information portal www.ident.de has more than 12,000 visitors per month and more than 340,000 page calls per year.

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. The current issue of **ident** and our annual are ready for download as PDF completely free of charge.

1. Top Promotion:

Includes your logo, a short text, a link and a download option. Placement on the **ident** start page. You receive the following: product picture, text, link to your company site, PDF download.

Top Promotion für € 1,800 per month

2. Banner Advertisement

The following formats are available:

- a) Halfsize Banner (234 x 60 pixels) for € 400 per month
- b) Fullsize Banner (468 x 60 pixels) for € 650 per month
- c) Skyscraper (120 x 600 pixels) for € 900 per month

All prices plus VAT.

The banner advertisement is presented cyclically on the start page and on most of the follow-up pages of www.ident.de. File format: GIF, animated GIF, Flash. Maximum file size: 50 KB.



ident PRODUCTS

We present selected products and solutions from the sectors barcode, 2D codes, mobile IT systems, RFID, identification systems, print & apply, sensor systems, wireless data, system integration and logistics software. Because of the DIN A5 format **ident** PRODUKTE is a handy companion and every product receives an exclusive setting for presentation.

Target Group

ident PRODUCTS is geared towards producers, system integrators, retailers and end users of AIDC technologies in all industry, retail and service sectors. Readers from different businesses get information about solutions and business activities directly from the suppliers. **ident** PRODUCTS gives you the opportunity to inform existing and potential customers directly of products and solutions from your company.

Circulation

Total circulation	14,000 copies
Shipped circulation	10,500 copies
	89% Germany
	11% Austria/Switzerland

3,000 copies are distributed at industry fairs conventions and conferences. 500 copies are reserved for specimen copies, individual sales and archiving.

The processing

- Stable binding
- High quality of paper
- Format: DIN A5
- Date of publication: summer 2012
- Frequency of publication: yearly

Additional Features:

- Competence Matrix
- Well arranged Layout: One product per page
- Presentation by categories:

CATEGORY 1: Readers (Barcode & RFID), Terminals, Sensor Systems, Voice Systems

CATEGORY 2: Print & Apply, Labelling, Transponder

CATEGORY 3: Software, Consulting, System Integration

Already two editions of **ident** PRODUKTE are published. We give Auto-ID products of all kinds, Hardware, Software, System integration or consulting services a focus for potential customers. The high acceptance and the growing coverage of the special issue **ident** PRODUKTE prove the relevance of the guide to products through the Auto-ID business activities.



Für 1/1 Seite Produktpräsentation

- Company logo
- 1,500 characters w/o blanks
- 1-2 images (JPG/TIF/PDF at least 300 dpi)
- Your contact data
- Layout included

1/1 page 4-colour € 850
Every further page € 510

All prices plus VAT.

ident OFFPRINT

Use technical contributions as advertisement

Offprints can be used to accompany existing brochures or can replace them. Adding editorial content to your advertisement media transfers independent and objective information about your products and solutions. Because the reports are already edited they can be produced quick and easily as offprints.

Use best practice stories published by *ident* for acquisition, mailing or direct distribution to existing and potential customers on fairs, congresses or in personal appointments. The offprints consist of the existing best practice stories published by *ident* with explicit reference and added information from your company

We offer high quality offset printing from 2 pages to 8 pages with saddle stitch, reproducing reports of every volume. In addition to the print version on high quality art paper you receive an optimized screen PDF for use in the internet.



Offprint:

- ➔ Reproduction of your best practice stories
- ➔ Customizing of the contribution
- ➔ Photos, illustrations and graphics
- ➔ Complete text
- ➔ Layout included
- ➔ Your logo on the title page
- ➔ Contact information of your company
- ➔ High quality art paper
- ➔ PDF, optimized for the screen additionally

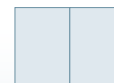
2 pages DIN A4



Both sides 4 colour

Print run	Price
1,000	€ 980
2,500	€ 1,180
5,000	€ 1,480
10,000	€ 1,880

4 pages DIN A4



Persistent 4 colour, 1 fold

Print run	Price
1,000	€ 1,250
2,500	€ 1,450
5,000	€ 1,750
10,000	€ 2,150

6 pages DIN A4



Persistent 4 colour, letterfold

Print run	Price
1,000	€ 1,460
2,500	€ 1,660
5,000	€ 1,960
10,000	€ 2,460

8 pages DIN A4



Persistent 4 colour, saddle stitch

Print run	Price
1,000	€ 1,690
2,500	€ 1,990
5,000	€ 2,390
10,000	€ 2,890

All prices plus VAT.

Target group:

The *ident* Annual is directed towards producers, system integrators, resellers and end-users of AIDC technologies from all areas of the industry (e.g. plant and mechanical engineering, the automotive branch, chemistry, the pharmaceutical branch, commerce, logistics, transport and packaging).



ident ANNUAL

The Contents

Enterprises of the AIDC branch present themselves and the spectrum of their services. Especially from the areas of barcode, 2D-code, RFID, mobile IT, sensors, system integration, software and the area of print & apply. Specialist contributions: the current state and perspectives of the various ident technologies. The preparation of specialist contributions is made by the ident editorial staff and by recognised authors in the field. Auto-ID glossary with the most important specialist terms: English-German and German-English. As the official journal of AIM Germany (registered association), we are publishing the AIM list of members in the ident Annual .

The Edition/Distribution

Total Circulation: 20,000 Copies
Shipped Circulation: 12,000 Copies
89% Germany,
11% Austria and Switzerland
7,000 copies are being distributed at all relevant trade fairs, congresses and specialist events, including, for example, LogiMat, CeBit, HMI, Fachpack, Logistics Congress and Road Shows.
1,000 copies as reference, retail sales and archive.

Processing

Stable adhesive binding for intensive and frequent use.
Envelope processing and high paper quality:
Envelope: 300 g/m²,
Inner part: 115 g/m².
Format: DIN A4
Length: approx. 150 pages
Editorial deadline: 07. January
Advertising deadline: 16. January
Print documents deadline: 24. January
Date of publication: February 2012
Frequency: annually

The presentation in the internet

The Annual is also being offered for downloading in a PDF version under www.ident.de.

A Fair Price-Performance Ratio

for your enterprise portrait and the reproduction of your logo on the title page. If so desired, we shall be glad to translate your portrait into german at no additional charge.

1/1 page company presentation:

- ➔ Company logo
- ➔ 3,000 characters w/o blanks
- ➔ 1-3 images (JPG/TIF/PDF at least 300 dpi)
- ➔ Your company's contact data and persons
- ➔ Layout included

1/1 page, 4-colour: € 2,950

2/1 page company presentation:

- ➔ Company logo
- ➔ 6,000 characters w/o blanks
- ➔ 2-6 images (JPG/TIF/PDF at least 300 dpi)
- ➔ Your company's contact data and persons
- ➔ Layout included

2/1 page, 4-colour: € 3,950

All prices plus VAT.



ident

target group-oriented

practical content

high circulation

crossmedia

target group orientated

Because of high acceptance of users from all relevant business fields, ident is the definite source of information for decision makers in your target group

practical content

With intersectoral, practical orientated reports, product presentations and latest news ident brings information about technologies like RFID, mobile working, data broadcasting, sensory technology, system integration, Logistics Software as well as the print & apply and off course the barcode.

high circulation

Seven print issues and the ident annual surpasses a total printed circulation of more than 90,000 copies and establishes more than 400,000 contacts. The internet portal (www.ident.de) is visited more than 12,000 times a month and generates more than 340,000 page impressions per year.

crossmedia

By combination of print and internet we offer you a cross media presentation in our publications to establish direct contacts.

ident – For more than 16 years forum for the AIDC branche and guide for users.

www.ident.de