# *ident*

The Magazine for Automatic Identification & Digitalization

# We connect the industry!

*ident*.de

**Barcode | RFID | Sensors | Identification | Mobile IT | NFC | IoT | Scanning | Logistic Software | Print & Apply**

## Practice-conform information for more than 28 years

Technologies like RFID, NFC, RTLS, Labeling, Mobile IT, Sensor Systems, AI, IoT, Part Marking, Logistic Software, Scanning, Payment, Order Picking and Barcodes, with all their different technological designs and application fields, have developed rapidly over the past years. They are the basis for efficient processes and enable the application of economic and powerful information systems.

*ident* has been contributing to this sector for many years in order to inform the readers and future applicants in an intelligible, practical and intersectoral way about the entire spectrum of the AIDC industry.

For further information, *ident* provides an internet portal at www.*ident*.de, *ident* MARKET – The Provider Directory, the list of producers, resellers and system integrators.

**Thorsten Aha**, Editor-in-chief

**Editor-in-chief:**
**Dipl.-Ing. Thorsten Aha**

Tel.: +49 231 72546090
E-Mail: aha@ident.de

**Sales Manager:**
**Bernd Pohl**

Tel.: +49 6182 9607890
E-Mail: pohl@ident.de

# *ident*

**The Magazine for Automatic Identification & Digitalization**

**Media Information 2024**

**Editorial office**
**Publisher information**
**Volume analysis**

**3**

## 1 ident in brief:

*ident* – The Magazine for Automatic Identification & Digitalization. The magazin provides intersectoral and practical oriented information, user reports, product introductions and actual news covering technologies like RFID, NFC, RTLS, Scanning, Mobile IT, Print & Apply, Sensor Systems, AI, IoT, Payment, Logistic Software and Barcode. Accompanying to these subject areas *ident* supplies an internet portal on www.*ident*.de – the *ident* AIDC market – the list of producers, resellers and system integrators.

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

**3 Issuer:** Ident Verlag & Service GmbH

**4 Editor-in-chief:** Thorsten Aha
Durchstr. 75, 44265 Dortmund
Tel.: +49 231 72546090
Fax: +49 231 72546091
E-Mail: aha@ident.de

**5 Advertising:** Bernd Pohl
Tel.: +49 6182 9607890
E-Mail: pohl@ident.de

**6 Year:** 29. Volume 2024

**7 publication structure:** 6 Magazines, 1 Annual and ident PRODUKTE

**8 Publisher:** Ident Verlag & Service GmbH

**9 Postal address:** Durchstr. 75
44265 Dortmund

**10 Telephone:** +49 231 72546092
**11 E-Mail:** verlag@ident.de
**12 Internet:** www.ident.de

**13 Subscription price:** Annual subscription € 90 + shipping costs
Single issue € 16 + shipping costs

**14 Circulation analysis:** Copies per issue on annual average
(01. July 2022 – 30. June 2023)

| | | | | |
|---|---|---|---|---|
| Circulation: | 12.000 | | | |
| Effective distributed circulation): | 11.800 | | | |
| Sold circulation: | 1.162 | Subscriptions: | 738 | |
| | | Member copies: | 164 | |
| | | Retail copies: | 260 | |
| Fairs and Congresses | 800 | | | |
| Reader copies: | 9.838 | | | |
| Leftover, archive and voucher copies | 200 | | | |

# ident

**The Magazine for Automatic Identification & Digitalization**

**Media Information 2024**

*ident* publication and thematic plan* **4**

| Issue/ Date of publication | Print document deadline | Print document deadline | Editorial deadline | Application area | Technology focus | Trade Fairs, Congresses & Events |
|---|---|---|---|---|---|---|
| **ANNUAL 2024** 19. February | 29. January | 25. January | 18. January | **ident ANNUAL** Enterprises of the AIDC branch present themselves and the spectrum of their services. | Company Presentations Technical Reports AIM Member List Standards | Overview Dates and Events |
| **1 / 2024** 12. February | 29. January | 25. January | 18. January | **LOGISTICS & POS** LogiMAT Trade Fair Special Packaging Technology | Printed Electronics Barcode Printer RFID Reader Mobile IT | EuroCIS (27.02.-29.02.) LOPEC (05.03.-07.03.) aaa Friedrichshafen (05.03.-06.03.) LogiMAT (19.03.-21.03.) |
| **2 / 2024** 01. April | 18. March | 14. March | 08. March | **INDUSTRY & LABELING** Digitalization Special Artificial Intelligence | Locating Systems (RTLS) Barcode Reader IT Equipment RFID Labels | HMI (22.04.-26.04.) Logistics & Automation (15.05.-16.05.) aaa Heilbronn (15.05.-16.05.) drupa (28.05.-07.06.) |
| **3 / 2024** 27. May | 13. May | 09. May | 03. May | **AUTOMATION & DISTRIBUTION** RFID Special Warehouse Management | Anti-Counterfeiting Barcode Printer Bluetooth (BLE) 2D Codes | Transport Logistic (02.06.-05.06.) Achema (10.06.-14.06.) Sensor & Test (11.06.-13.06.) aaa Straubing (26.06.-27.06.) |
| **PRODUKTE 2024** 15. July | 24. June | 20. June | 14. June | **ident PRODUKTE** Products and solutions: Barcode, Printer, 2D-Codes, NFC, Payment, Mobile IT, RFID, IoT, Labeling, Sensor Systems and Logistic Software. | System Integrator Producer End-user Reseller | |
| **4 / 2024** 02. September | 19. August | 15. August | 09. August | **PACKAGING & SUSTAINABILITY** Packaging Special Optical Identification | Sensor Networks Cyber Security Special Labels Payment | Security (17.09.-20.09.) FachPack (24.09.-26.09.) aaa Düsseldorf (01.10.-02.10.) Vision (08.10.-10.10.) |
| **5 / 2024** 14. October | 30. September | 26. September | 20. September | **SENSOR SYSTEMS & DIGITALIZATION** SPS Trade Fair Special Order Picking | Barcode Testing Devices Internet of Things NFC Technology Print & Apply | Dt. Logistik Kongress (23.10.-25.10.) SPS (12.11.-14.11.) |
| **6 / 2024** 25. November | 11. November | 07. November | 01. November | **AUTO-ID INNOVATIONS 2024** Products Highlights Special Printer Technology | Direct Part Marking Barcode Software Consumables RFID Systems | |

## Advertising prices and formats:

| Format | Ads in type area (Width x Height) | Bleeded Ads (Width x Height) | Colour (Euroscale) CMYK |
|---|---|---|---|
| 1/1 page | 186 x 265 mm | 210 x 297 mm | 4,900,- € |
| 1/2 page | 91 x 265 mm<br>186 x 132 mm | 100 x 297 mm<br>210 x 144 mm | 2,900,- € |
| 1/3 page | 60 x 265 mm<br>186 x 88 mm | 71 x 297 mm<br>210 x 98 mm | 2,100,- € |
| 1/4 page | 47 x 265 mm<br>186 x 66 mm<br>93 x 132 mm | 55 x 297 mm<br>210 x 79 mm<br>– | 1,700,- € |
| **Formats on double pages** | **Ads in type area (Width x Height)** | **Bleeded Ads (Width x Height)** | **Colour (Euroscale) CMYK** |
| 2/1 page | 396 x 265 mm | 420 x 297 mm | 7,900 € |
| **Special formats** | **Ads in type area (Width x Height)** | **Bleeded Ads (Width x Height)** | **Colour (Euroscale) CMYK** |
| Cover page + best practice story or advertorial | 216 x 186 mm<br>186 x 128 mm | –<br>– | 6,600 € |

*All prices plus VAT.*

➜ Please add **3 mm bleed** to the cut format on each sides of the advertisement.

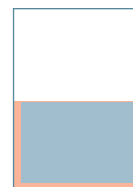**Ads** ▮ **in type area** ▮ **Bleeded Ads (Width x Height):**
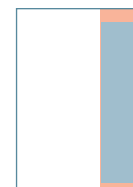


Cover Page
213 x 186 mm

2/1 Page
396 x 265 mm
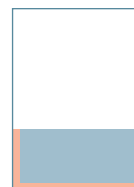420 x 297 mm
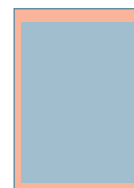
1/1 Page
186 x 265 mm
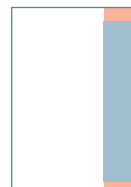210 x 297 mm
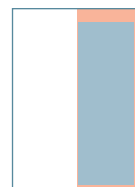
1/2 Page
91 x 265 mm
100 x 297 mm

1/2 Page
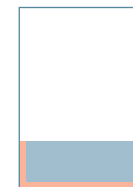186 x 132 mm
210 x 144 mm

1/3 Page
60 x 265 mm
71 x 297 mm

1/3 Page
186 x 88 mm
210 x 98 mm

1/4 Page
47 x 265 mm
55 x 297 mm

1/4 Page
186 x 66 mm
210 x 79 mm

1/4 Page
93 x 132 mm

# *ident*

**The Magazine for Automatic
Identification & Digitalization**

**Media Information
2024**

**Advertising prices and supplements**

**6**

**1 Prices/special formats/Surcharges for preferential placement:**

| | | |
|---|---|---:|
| Fold-out cover | 2 Pages | 6,400 € |
| | 3 Pages | 7,400 € |
| Banderole | | 4,800 € |
| Inside front cover 4C | | 5,400 € |
| Inside back cover 4C | | 5,400 € |
| Back cover 4C | | 5,800 € |

**2 Colour surcharges:** Special colours, per colour (HKS, Pantone)    1,400 €

**3 Prices for vacancy advertisements and other classified ads:**

| | |
|---|---:|
| Situations offered per mm (1 column, 42 mm wide) | 5 € |
| Situations wanted per mm (1 column, 42 mm wide) | 4 € |
| Code charge | 22 € |

**4 supplements:**

| | |
|---|---:|
| two-page | 3,900 € |
| four-page | 6,800 € |

Folding supplement 10% Surcharge. Supplements to be delivered in magazine format plus 3 mm bleed to the cut format, 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.    300 €

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 glueing per thou.    90 €

**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 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: JPG/TIFF**
Line-art: definition: min. 700 dpi; Half-tone, colour: definition 300 dpi

**9 Postal address for supplements, inserts and postcards:**

Service Gesellschaft mbH
Am Industriehof 7
60487 Frankfurt
Germany

**10 Design/Layout/Production:**

RAUM X  Agentur für kreative Medien · Ristea, Ristea-Makdisi GbR
Tel.: +49 231 84796035 · www.raum-x.de · E-Mail: mail@raum-x.de

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

*All prices plus VAT.*

# *ident*
### The Magazine for Automatic Identification & Digitalization

**Media Information**
# 2024

SPECIAL ISSUE
*ident* ANNUAL

# 7

## *ident* ANNUAL

The *ident* ANNUAL is the supplier list of Auto-ID companies and presents their range of services, for example Barcode, Printer, Mobile IT, RFID, NFC, Payment, Labeling, Sensor Technology, AI and Digitalization. It connects decision makers for projects with suppliers, producers and cooperation partners from the fields of hardware, software and system integration. The *ident* editorial and recognized authors from the industry make the preparation of the technical contributions.

### Content of the annual
➔ Barcode, RFID & Mobile IT
➔ Logistics Software & WMS
➔ Industry 4.0, IoT & Sensors
➔ Labelling & Printing
➔ Auto-ID Competence Matrix
➔ Professional Articles & AIM-D e.V.

### The Processing
**Binding:** Stable adhesive bond
**Extent:** approx. 100 pages DIN A4
**Release Date:** February 2024
**Frequency:** Annually

### The Circulation / Distribution
Total circulation: 12,000 copies
Shipping Circulation 10,000 copies
90% Germany
10% Austria and Switzerlan

At all relevant trade fairs, congresses, and trade events such as LogiMAT, FachPack, HMI, all about automation, LOPEC, EuroCIS, and SPS we distribute another 2,000 copies.

### Your presentation on the internet
For download as PDF-Document and E-Paper, the complete *ident* ANNUAL containing your company profile, will be available free of charge on the highly popular ident website (www.*ident*.de). As a PDF-Document, we also present your company profile on the ident Online Supplier List.

### 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
➔ Layout included, 4 colors

| 1/1 Page | 3,300 € |
|---|---|

### 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, 4 colors

| 2/1 Page | 3,900 € |
|---|---|

### APPLICATION STORY PUBLISHED IN THE IDENT ANNUAL

**Exclusive Anniversary Offer**

If your company has booked a company profile in the ident Annual, it is possible to publish an application story after consultation with the ident editorial team. The ident will make the four-color layout. Prices for publication:

| One-page Application Story | 680,– € |
|---|---|
| Two-page Application Story | 990,– € |

*All prices plus VAT.*

## *ident* PRODUCTS

We present selected products and solutions from the sectors barcode, 2D codes, mobile IT, NFC, RFID, identification systems, print & apply, sensor systems, scanning, payment, system integration and Digitalization. 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 this guide.

## Taget Group

*ident* PRODUCTS is aimed 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 | 12,000 copies |
| Shipped circulation | 10,000 copies |
| | 90 % Germany |
| | 10 % Austria/Switzerland |

2,000 copies are distributed at industry fairs, conventions and conferences

## The Processing

➜ Stable binding
➜ Extent: approx. 90 pages DIN A5
➜ Date of publication: July 2024
➜ Frequency: Annualy

## Additional Features

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

**CATEGORY 1**
READING DEVICES • TERMINALS • RFID/NFC/BLE • SENSORS • VOICE SYSTEMS • MOUNTS

**CATEGORY 2**
DIGITALIZATION/AI • AUTOMATION • SOFTWARE • CONSULTING • ROBOTICS

**CATEGORY 3**
PRINT & APPLY • MARKING • LABELS • TRANSPONDERS/CHIPS • LOCALIZATION/RTLS

### FOR 1/1 PAGE PRODUCT PRESENTATION

➜ Compnay Logo
➜ 1,500 characters w/o blanks
➜ 1-2 images (JPG/TIF/PDF at least 300 dpi)
➜ Your contact data
➜ Layout included, 4 colors

| | |
|---|---|
| **1/1 Page** | **1,200 €** |
| **Every further page** | **600 €** |

**From four product pages we grant you special conditions.**
*All prices plus VAT.*

## *ident* OFFPRINT

### Use technical contributions as advertisement

Offprints can be used to accompany existing brochures or can re-place them. Adding editorial content to your advertisement media transfers independent and objective information about your products and -solutions. Because the reports are allready 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 ad-dition 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
➜ Layout included
➜ Your logo on the title page
➜ Contact information of your company
➜ High quality paper
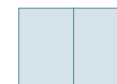➜ PDF, optimized for the screen additionally

**2 pages DIN A4**

| | Print run | Price |
|---|---|---|
| | 2,000 | 1,500 € |
| | 4,000 | 1,700 € |
| **Both sides 4 colour** | 9,000 | 2,200 € |

**4 pages DIN A4**

| | Print run | Price |
|---|---|---|
| | 2,000 | 1,700 € |
| | 4,000 | 2,600 € |
| **Persistent 4 colour, 1 fold** | 9,000 | 2,540 € |

**6 pages DIN A4**
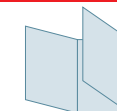
| | Print run | Price |
|---|---|---|
| | 2,000 | 2,000 € |
| | 4,000 | 2,500 € |
| **Persistent 4 colour, letterfold** | 9,000 | 3,100 € |

**8 pages DIN A4**

| | Print run | Price |
|---|---|---|
| | 2,000 | 2,500 € |
| | 4,000 | 3,000 € |
| **Persistent 4 colour, saddle stitch** | 9,000 | 3,800 € |

*All prices plus VAT.*

## ident MARKET – THE PROVIDER DIRECTORY

| | PRINT | ONLINE |
|---|---|---|

### STANDARD

- Listing your company in one category of your choice from the COMPETENCE MATRIX.
- Publication in the ident MARKET the print edition (40 mm height) and online in the ident Provider Directory www.ident.de/anbieterverzeichnis
- Presentation of the contact information, logo and a company profile (maximum 400 words) in the online ident Provider Directory.
- More information about your company (up to 4 PDF files such as flyers, catalogs and brochures) will be published.
- A company video is linked to the company profile and presented on the website.
- The price for the STANDARD company entry in ident MARKET - The Provider Directory **for one year is 1,200 €**



### PREMIUM

- Listing your company in one category of your choice from the COMPETENCE MATRIX.
- Publication in the ident MARKET the print edition (60 mm height) and online in the ident Provider Directory www.ident.de/anbieterverzeichnis
- Presentation of the contact information, logo and a short company profile (maximum 600 words) in the online ident Provider Directory.
- More information about your company (up to 6 PDF files such as flyers, catalogs and brochures) will be published.
- Up to 4 company videos are linked to the company profile and presented on the website.
- The price for the PREMIUM company entry in ident MARKET - The Provider Directory **for one year is 1,500 €**
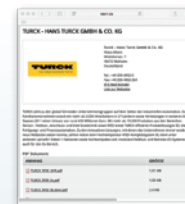


- With the second STANDARD company entry you will automatically receive the PREMIUM status
- Each additional company entry in a category of your choice from the COMPETENCE MATRIX in the ident MARKET print edition (similar to the selected height of the first entry) and in the online ident Provider Directory **for one year is 600 €**

*Basically: Invoices are for one year in advance. All entries have an initial term of one year and will be extended automatically if no notice is given 14 days prior to expiration of the term. All Prices plus VAT.*

## *ident* ONLINE ADVERTISING

By combination of print and internet we offer you a cross media presentation in our publications to establish direct contacts. The internet portal www.*ident*.de has more than 70,000 visitors per year and generates more than 240,000 page impressions per year. Our readers 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.

### Top Promotion

Presentation of a success story or a product information including graphics or pictures on the *ident* website. If a company entry exists in the *ident* MARKET – The Provider Directory, the Top Promotion is linked to the online company profile automatically.

| | | |
|---|---|---|
| **1** | Top Advertorial | for 900 € per month |
| **2** | Top Product | for 700 € per month |

### Banner Advertisement

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. Maximum file size: 50 KB.

| | | | |
|---|---|---|---|
| **A** | Fullsize Banner | (468 x 60 Pixel) | for 800 € per month |
| **B** | Halfsize Banner | (234 x 60 Pixel) | for 500 € per month |
| **C** | Medium Rectangle | (300 x 250 Pixel) | for 700 € per month |
| **D** | Skyscraper | (120 x 600 Pixel) | for 900 € per month |
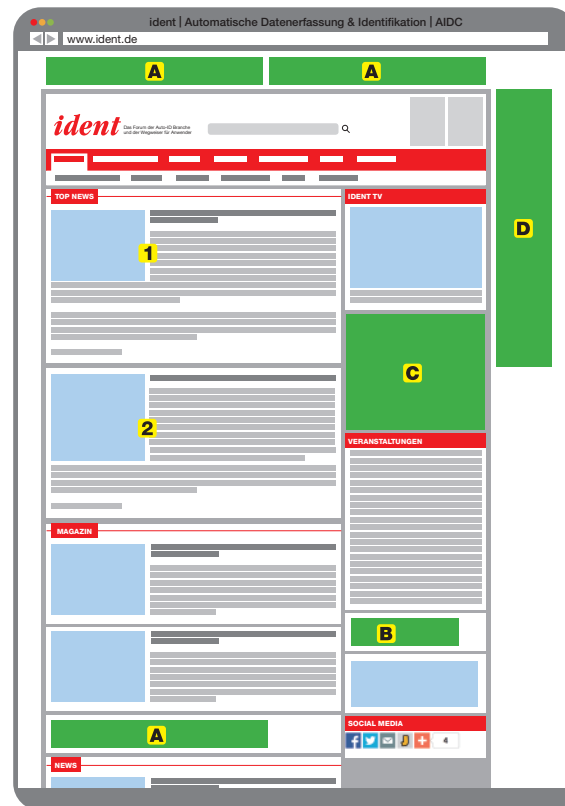
*All prices plus VAT.*

## *ident* INDEX OF ADVERTISERS

# *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, NFC, Mobile IT, Scanning, Sensor Systems, AI, IoT, Payment, System Integration, Logistic Software, Print & Apply and the barcode.

## high circulation
Print issues, the *ident* annual and special editions surpasses a total printed circulation of more than 100,000 copies and establishes more than 300,000 contacts. The internet portal www.*ident*.de has more than 70,000 visitors per year and generates more than 240,000 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 28 years forum for the AIDC branch and guide for users.**

*www.ident.de*