SPECIAL EDITION
ANNUAL 2025
PRINT & DIGITAL

ident

The Magazine for Automatic Identification & Digitalisation

Barcode | Printer | RFID | Mobile IT | Scanner | NFC | Sensors | AI | IoT | Labeling | Logistics Software

The ident annual is the user's guide that connects project decision makers with suppliers, manufacturers and collaborators.

The Target Group

The ident annual is the directory of companies in the Auto-ID industry and presents their range of services. It connects project decision makers with suppliers, manufacturers and cooperation partners in the areas of hardware, software and system integration. The technical articles are written by the ident editorial team and recognized industry authors.

Contents of the annual

- Company Profiles
- Barcode, RFID & NFC
- Labeling & Printing
- Logistics Software & Mobile IT
- Industry 4.0 & IoT, Sensors
- Auto-ID Competence Matrix
- AIM-D e.V. Member List
- User Reports
- Technical Papers

Processing

Binding: Durable adhesive binding
Format: DIN A4
Volume: Approximately 100 pages
Publication date: End of February 2025
Frequency of publication: Annually

Circulation / Distribution

Total circulation:	11,000 copies
Mail order circulation:	9,000 copies
	90% Germany
	10% Austria and Switzerland
Digital Distribution:	2,400 copies (PDF)

An additional 2,000 copies are distributed at all relevant trade fairs, congresses and professional events.

Your presentation on the Internet

The annual is also available free of charge as a PDF version on the highly frequented ident website **www.ident.de**. Many readers take advantage of this free service and read the ident annual in digital form. The annual company profile is also available as a PDF document with your company entry in the ident online supplier directory.

ident
The Annual

ident Competence Fields

- Barcode Printers | Label Printers
- Barcode Readers | Scanners
- Barcode Software | Verifiers
- Distribution | Resellers
- Labels | Production Equipment
- Marking | Labeling
- Order Picking | Voice Systems
- Logistics Software | WMS | SAP
- Localization (RTLS) | Telematics
- Mobile IT | Tablets | Terminals
- NFC | Bluetooth | Radio Transmission
- Optical Identification | Vision Systems
- RFID Read/Write Systems | Hardware
- RFID Tags | Chips | Software
- Sensors | Automation
- Security Systems | Payment | Smart Cards
- System Integration | Consulting
- Association | Institution | Exhibition
- Consumables | Mounts | Accessories
- 2D Code Readers | Direct Marking

1/1 PAGE COMPANY PROFILE

Scope of company presentation:

- Company logo
- Text approx. 3000 characters without spaces
- 1-3 photos (JPG / TIF / PDF min. 300 dpi)
- Company contact information
- Layout included, four-color **3,300€**

2/1 PAGE COMPANY PROFILE

Scope of company presentation:

- Company logo
- Text approx. 6000 characters without spaces
- 2-6 photos (JPG / TIF / PDF min. 300 dpi)
- Company contact information
- Layout included, four-color **3,900€**

APPLICATION REPORT IN 2024 ANNUAL

EXCLUSIVE OFFER

If your company has booked a company profile in the ident annual, you have the option of publishing an application report in consultation with the ident editorial team. The four-color layout will be done by ident. Prices for publication:

One-page application report	**680€**
Two-page application report	**990€**

All prices including VAT

Ihr Ansprechpartner:
Bernd Pohl
+49 6182 9607890
pohl@ident.de

»What‘s this over here?«
»He‘s heading für that small moon.«
»That‘s no moon. It‘s a space station.«
»Not that one, the other.«
»I see. This is the new ident website.«
Our Internet portal **ident.de** with the latest news from the Auto-ID industry the extensive magazine archive and the supplier directory, our Internet portal is not only a source of information, but also a connecting element for hardware manufacturers, software developers, system integrators and end customers - now technically revised, even more user-friendly and with better performance.
Magazine
Annual
Products
Internet
ident.de