



MEDIA INFORMATION 2026 PRINT & DIGITAL

ident

The Magazine for Automatic Identification & Digitalization



We connect the industries!



ident.de

BARCODE | RFID | SENSORS | IDENTIFICATION | MOBILE IT | NFC | IOT | SCANNING | LOGISTIC SOFTWARE | PRINT & APPLY

Practice-conform information for more than 30 years

Technologies like RFID, NFC, RTLS, Labeling, Mobile IT, Sensor Systems, AI, IoT, Part Marking, Logistic Software, Scanning, Accessories, 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 Provider Directory, the list of producers, resellers and system integrators.

Thorsten Aha, Editor-in-chief

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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, Accessories, Logistic Software and Barcode. Accompanying to these subject areas ident provides 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:

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6 Year:

31. Volume 2026

7 publication structure:

5 Magazines, ident ANNUAL and
ident PRODUKTE

8 Publisher:

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9 Postal address:

Durchstr. 75
44265 Dortmund

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+49 231 72546092

11 E-Mail:

verlag@ident.de

12 Internet:

www.ident.de

13 ubscription price:

Annual subscription € 90 + shipping costs
Single issue € 16 + shipping costs

14 Circulation analysis:

Copies per issue on annual average
(01. July 2024 – 30. June 2025)

Circulation:	11,000		
Effective distributed circulation):	10,800		
Sold circulation:	1,075	Subscriptions:	704
		Member copie:	160
		Retail copie:	211
Fairs and Congresses:	900		
Reader copies:	8,825		
Leftover, archive and voucher copies	200		

15 Digital Distribution:

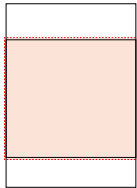
2,200 copies (PDF) per issue
on average per year

Issue/ Date of publication	Print document deadline	Print document deadline	Editorial deadline	Application area	Technology focus	Trade Fairs, Congresses & Events
ANNUAL 2026 17. February	02. February	29. January	23. January	ident Annual Companies in the AIDC and Digitization industry present their range of services.	Company Profiles Technical and User Articles AIM Member List Standards	Overview Dates and Events
1 / 2026 09. February	26. January	22. January	16. January	LogiMAT SPECIAL & LOGISTICS Labeling Warehouse Management	Order Picking Label Printers Barcode Readers Payment Systems	EuroSHOP (22.02.-26.02.) LOPEC (24.02.-26.02.) LogiMAT (24.03.-26.03.) HMI (20.04.-24.04.)
2 / 2026 13. April	30. March	26. March	20. March	DIGITIZATION & RETAIL Digitization Optical Identification	Localization (RTLs) Consumables Barcode Scanners Handhelds/Tablets	aaa Heilbronn (06.05.-07.05.) interpack (07.05.-13.05.) Logistics & Automation (02.06.-03.06.) SENSORT+TEST (09.06.-11.06.)
3 / 2026 08. June	25. May	21. May	15. May	30 YEARS ident Anniversary Edition Barcode & RFID Cyber Security	Artificial Intelligence RFID Systems Product Protection Standards	SicherheitsExpo (01.07.-02.07.) aaa Zürich (26.08.-27.08.) Security (22.09.-25.09.) aaa Chemnitz (23.09.-24.09.)
PRODUCTS 2026 20. July	29. June	25. June	19. June	ident PRODUCTS Readers (Barcode & RFID), Mobile IT, Sensor Technology, Voice Systems, Printers, Marking, Labels, IoT, NFC, AI, Payment, Software, and Accessories.	Manufacturers, System Integrators, Resellers, and Users of Auto-ID Systems	
4 / 2026 21. September	07. September	03. September	28. August	SENSOR TECHNOLOGY & AUTOMATION RFID Production	NFC Technology Special Labels Vision Systems IT Accessories	VISION (06.10.-08.10.) BVL Supply Chain CX (21.10.-23.10) Medica (16.11.-19.11.) SPS (24.11.-26.11)
5 / 2026 23. November	09. November	05. November	30. October	AIDC INNOVATIONS Highlights 2026 Printing & Application	Barcode Printers RFID Readers Mobile IT Robotics	

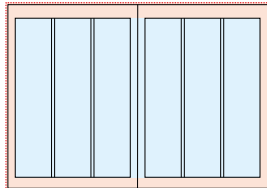
9 Advertising prices and formats:

Format	Ads in type area (Width x Height)	Bleeded Ads incl. 3mm bleed (Width x Height)	Colour (Euroscale) CMYK
1/1 page	186 x 257mm	216 x 303mm	3,900 €
1/2 page	90,5 x 257mm 186 x 133mm	108,5 x 303mm 216 x 154mm	2,900 €
1/3 page	59 x 257mm 186 x 81mm	76,5 x 303mm 216 x 105mm	2,100 €
1/4 page	42,5 x 257mm 186 x 57mm 90,5 x 133mm	60,5 x 303mm 216 x 81mm -	1,700 €
2/1 page	396 x 257mm	426 x 303mm	5,900 €
Special formats	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
Cover page & article/ advertorial (2-3 pages)	-	216 x 197mm	5,900 €
Inside Cover page & article/ advertorial (1-2 pages)	-	216 x 200mm	4,200 €
Article/ advertorial (1-2 pages)	-	-	1,800 €

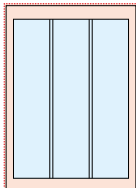
10 Ads in type area Bleeded Ads (Width x Height):



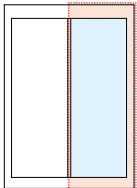
Cover Page
216 x 197mm



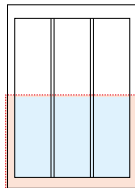
2/1 Page
396 x 257mm
426 x 303mm



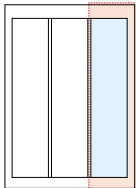
1/1 Page
186 x 257mm
216 x 303mm



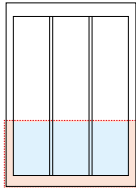
1/2 Page
90,5 x 257mm
108,5 x 303mm



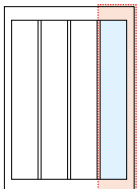
1/2 Page
186 x 133mm
216 x 154mm



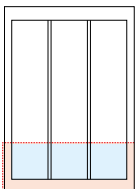
1/3 Page
59 x 257mm
76,5 x 303mm



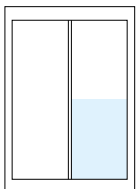
1/3 Page
186 x 81mm
216 x 105mm



1/4 Page
59 x 257mm
60,5 x 303mm



1/4 Page
186 x 57mm
216 x 81mm



1/4 Page
90,5 x 257mm

11 Prices/Special formats/Surcharges for preferential placement:

Inside front cover 4C	4,600 €
Inside back cover 4C	4,600 €
Back cover 4C	4,900 €

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

13 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 €

14 Supplements:

two-page	3,900 €
four-pag	6,800 €
Folding supplement 10% Surcharge. Supplements to be delivered in magazine format plus 3mm 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.	

15 Inserts: Max size 205mm x 285mm

(< 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.	

16 Postcards: Machine glueing per thou. 90 €

17 Discounts for repeated advertising over calendar year: Upon request

18 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

Color mode: CMYK
The CMYK color space is used for printing. Please ensure that no RGB colors or special colors are included, otherwise the print result may differ significantly.

19 Postal address for supplements, inserts and postcards:

Service Gesellschaft mbH
Am Industriehof 7
60487 Frankfurt
Germany

ident ANNUAL

The ident ANNUAL is the provider list of Auto-ID companies and presents their range of services, for example Barcode, Printer, Mobile IT, RFID, NFC, Assessories, Labeling, Sensor Technology, AI and Digitalization. It connects decision makers for projects with providers, producers and cooperation partners from the fields of hardware, software and system integration.

Content of the annual

- ➔ Company profiles
- ➔ Barcode, RFID & Mobile IT
- ➔ Logistics Software & WMS
- ➔ Industry 4.0, IoT & Sensors
- ➔ Labelling & Printing
- ➔ Auto-ID Competence Matrix
- ➔ Professional Articles & AIM-D e.V.
- ➔ User reports

The Processing

Binding: Stable adhesive bond
Extent: approx. 100 pages DIN A4
Release Date: February 2026
Frequency: Annually

The Circulation/Distribution

Total circulation: 11.000 copies
Shipping Circulation: 9.000 copies
90 % Germany
10 % Austria and Switzerland
Digital Distribution: 2,600 copies (PDF)

2,000 copies will be distributed at relevant trade fairs, congresses and specialist events.

Your presentation on the internet

The ident ANNUAL is also available as a PDF document for free download on the ident website www.ident.de. Many readers use this service and read the ident yearbook in digital form. The yearbook company profile is also available for download as a PDF document with your company entry in the ident Provider Directory.



1/1 PAGE COMPANY PRESENTATION

- ➔ Company logo
- ➔ 3,000 characters w/o blanks
- ➔ 1-3 images (JPG/TIF/PDF at least 300dpi)
- ➔ Your company's contact
- ➔ Layout included, 4 colors

1/1 Page 2,900 €

2/1 PAGE COMPANY PRESENTATION

- ➔ Company logo
- ➔ 6,000 characters w/o blanks
- ➔ 2-6 images (JPG/TIF/PDF at least 300dpi)
- ➔ Your company's contact data and persons
- ➔ Layout included, 4 colors

2/1 Page 3,500 €

SPECIALIST ARTICLE IN THE ident ANNUAL

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 700 €
Two-page Application Story 900 €

ident PRODUCTS

The special edition presents selected products and solutions from the areas of barcodes, 2D codes, mobile IT, scanners, holders, RFID, NFC, RTLS, labelling, printing & application, accessories, sensor technology, AI, system integration and digitalisation. Thanks to the DIN A5 format and the presentation of one selected product per page, gives your entry an exclusive setting.

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.

The Circulation/Distribution

Total circulation: 11,000 copies
Shipping Circulation: 9,000 copies
90 % Germany
10 % Austria and Switzerland
Digital Distribution: 2,600 copies (PDF)

2,000 copies will be distributed at relevant trade fairs, congresses and specialist events.

The Processing

- ➔ Stable binding
- ➔ Extent: approx. 90 pages DIN A5
- ➔ Date of publication: July 2026
- ➔ Frequency: Annually

Fair price/performance ratio

We offer you the opportunity to place several products, each on its own page, at a reasonable price.

Presentation in categories

The categories guide the reader safely to the products. This creates a guide through the magazine.

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

1/1 PAGE PRODUCT PRESENTATION

- ➔ Compnay Logo
- ➔ 1,500 characters w/o blanks
- ➔ 1-2 images (JPG/TIF/PDF at least 300dpi)
- ➔ 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.



ident PROVIDER DIRECTOR PRINT & ONLINE

PRINT

ONLINE

STANDARD

- Listing your company in one category of your choice from the COMPETENCE MATRIX.
- Publication in the ident Provider Directory in the print edition (40 mm high) and online on the ident website 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 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 Provider Directory in the print edition (60 mm high) and online on the ident website 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 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 Provider Directory print edition (similar to the selected height of the first entry) and in the online ident Provider Director 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.



ident ONLINE ADVERTISING

News, product information, dates, magazine archives, yearbooks, provider directory and much more connect the industry and make www.ident.de the German-language internet portal for Auto-ID. Quality and competence in reporting create a cross-media combination of print and online presence that ensures the attention and findability of products, services and solutions. By combining digital advertising options and print advertising, you can present your company to your customers cross-medially and comprehensively. The internet portal www.ident.de has around 60,000 backlinks and more than 40,000 visitors with more than 70,000 page views per year.

Top Promotion

With Top Promotion, a text article with images (Top Advertorial) or a product (Top Product) with a photo is presented in an eye-catching manner on the home page of www.ident.de. After the Top Promotion expires, the Top Advertorial and Top Product will be presented for at least 1 year under the menu items Articles or Magazine. If there is a company entry in the Provider Directory, the Top Promotion will automatically be linked to the Provider Directory.

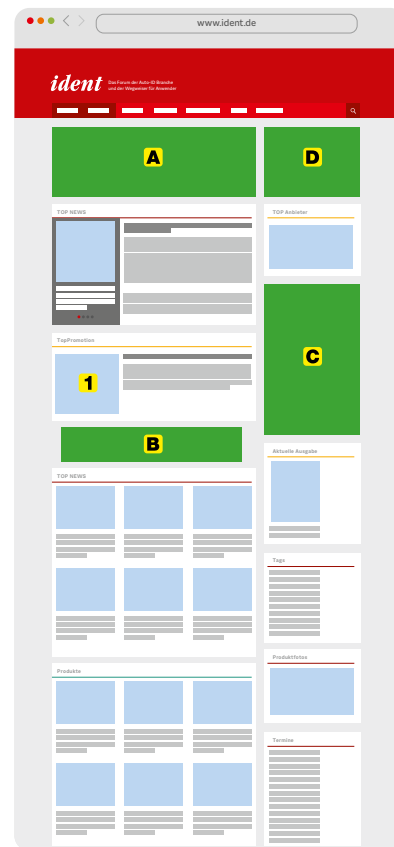
1 Top Promotion

800 €/per month

Banner

The banners are presented on a rolling basis on the homepage and on almost all other content pages of www.ident.de and can be linked to your own website. JPG, PNG and GIF with a resolution of 72 DPI and a maximum size of 150 KB can be used as banner formats. On request, we can provide a monthly statistical evaluation for the banner.

A	Billboard	970 x 250	(Width x Height)	900 € / per month
B	Leaderboard	728 x 90	(Width x Height)	800 € / per month
C	Half Page	300 x 600	(Width x Height)	600 € / per month
D	Medium Rectangle	300 x 250	(Width x Height)	500 € / per month



ident NEWSLETTER

The ident newsletter is a central source of information for professionals in industry, trade, logistics, and IT. Companies can place their messages in a targeted manner and reach decision-makers, purchasers, developers, and users in the field of Auto-ID and Digitization. The ident newsletter is therefore an important component for successful B2B marketing and customer loyalty.

Advertising format

The newsletter is published several times a year with over 1,200 subscribers and an open rate of approximately 60%. Readers include end users, system integrators, resellers, and planners of technologies and solutions in the fields of Automatic Identification and Digitization. Upon request, we can provide statistical analysis for the newsletter or banner. JPG, PNG, and GIF formats with a resolution of 72 dpi and a maximum size of 150 KB can be used for banners. Animated banners cannot be used. Prices for multiple bookings are available upon request.



A Newsletter Banner

(Banner + link in the newsletter)

Delivery by the customer: Billboard (970 x 250 pixels) or leaderboard (728 x 90 pixels). Link to external website or identical web portal.

Price: 500 € per Newsletter

B Newsletter Promotion

(Short text, 1 image, and link in the newsletter)

Delivery by customer: Text with approx. 500 characters (including spaces), one image in 564 x 800 pixel format, headline max. 50 characters (including spaces). Link to external website or ident web portal.

Price: 600 € / Newsletter

C Newsletter Advertorial

(Longer text, 1-2 images and link in the newsletter)

Delivery by customer: Text with approx. 1,000 characters (including spaces), 1 or 2 images in 564 x 800 pixel or 564 x 600 format, headline max. 50 characters (including spaces). Link to external website or ident web portal.

Price: 700 € / Newsletter

D Newsletter Promotion & ONLINE Top Promotion

(Short text, 1 image, link in the newsletter and in the TOP promotion on the ident website)

Delivery by customer: Text with approx. 500 characters (including spaces), one image in 564 x 800 pixel format, headline max. 50 characters (including spaces). For further information, see ident ONLINE ADVERTISING page 10.

Price: 500 € / Newsletter and Top Promotion 600 € / month

ident INDEX OF ADVERTISERS (EXCERPT)

ACD Elektronik
Acventis
ADS
Advantech
AIM-D
AISCi
Aitronic
AKLTec
all about automation
Almex
Argox
Bailluff
beic ident
Bixolon
BOX-ID
Brady
Bressner Technology
Brother
CAB
Checkpoint Systems
Circlon
Cisper
Citizen
Cognex
Collatz + Trojan
Contrinex
Datalogic
Deister Electronic
Denso
Di soric
DMEA
Domino
Dreusicke
DTM
Ehrhard und Partner
Elatec
Element Logic EMEA
Etifix
Euroexpo
Eyepc
Faubel
Feldbaum & Vogt
FIR
GeBE

GERAIDENT
Godex Europe
GS1 Germany
Gustav Wilms
H.G.L.
Hagmaier Etiketten
Handheld
Herpa print
HID
ICS
IDENTPRO
Identytag
iDTRONIC
imin
Inotec
IOSS
Isafe
Ivvi
JLT
Kathrein
KBS
Knapp
Kortho
Labelident
Leuze Electronic
LogiMAT
Logopak
M2M
Marshal
Maxicar
Maxxvision
Mediaform
Melzer
Meshed System
Messe Frankfurt
Messe Nürnberg
Microplex
Microsensys
Movis
Nimmsta
Novexx
ONK
Opticon
Panasonic

Paul Leibinger
PAV
Pepperl + Fuchs
Plöckl
Point Mobile
PrintID
Printronic
PriorityID
Prismat
Prologis
proLogistik
Quad
REA Elektronik
Reiner
Sato
SchneiderKennzeichnung
Schreiner Logidata
Sensopart
SIC Marking
SICK
SMART Technologies
SMARTAC Technology
smartTEC
Solcon
Taufenbach
Team Logistikforum
Teklynx
Top Senso
Topex
Topsystem
Toshiba TEC
TSC Auto ID Technology
Turck
ubigrate
unitech
V&K Lagerlogistik
Valentin
Viestore
Vitronic
Weilandt
Werock
Winckel
Zebra

ident

target group oriented, high circulation,
practical content, crossmedia

TARGET GROUP ORIENTATED

Due to the high level of acceptance of ident among users from all relevant industries, ident is the source of information for decision-makers in your target group. ident brings companies together and makes them successful together.

HIGH CIRCULATION

With 5 print editions, the ident ANNUAL and the ident PRODUCTS, ident has a total annual circulation of more than 80,000 copies and generates more than 140,000 contacts. The internet portal www.ident.de has around 40,000 visitors with more than 70,000 page views per year.

PRACTICAL CONTENT

With cross-industry, practice-oriented user reports, product presentations and current news, we provide information on technologies such as RFID, labeling, mobile IT, sensors, AI, NFC, printing & applying, order picking, sensors, logistics software and barcodes.

CROSSMEDIA

By combining print and internet presence, we offer you a cross-media presence in our media, with which you can establish direct contacts.

ident -For more than 30 years forum for
the AIDC branch and guide for users.



ident.de