



MEDIA INFORMATION 2023

ident

The Magazine for Automatic Identification & Digitalization



We connect the industry!



[ident.de](https://www.ident.de)

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

Practice-conform information for more than 27 years

Technologies like RFID, NFC, RTLS, Labeling, Mobile IT, Sensor Systems, 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

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, 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:

28. Volume 2023

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 2021 – 30. June 2022)

Circulation:	12.000		
Effective distributed circulation):	11.700		
Sold circulation:	1.183	Subscriptions:	744
		Member copies:	168
		Retail copies:	271
Reader copies:	10.517		
Leftover, archive and voucher copies	300		

Issue/ Date of publication	Print document deadline	Print document deadline	Editorial deadline	Application area	Technology focus	Trade Fairs, Congresses & Events
ANNUAL 2023 20. February	30. January	26. January	20. 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 / 2023 06. February	23. January	19. January	13. January	Trade & Digitalization Trade Special Print & Apply	Barcode Testing Devices Printed Electronics POS Systems RFID Label	EuroShop (26.02.-02.03.) EuroCIS (26.02.-02.03.) LOPEC (28.02.-02.03.)
2 / 2023 27. March	13. March	09. March	03. March	Logistics & Industry 4.0 LogiMAT Trade Fair Special Packaging Technology	Barcode Printer Voice Systems Bluetooth Mobile IT	HMI (17.04.-21.04.) LogiMAT (25.04.-27.04.) DMEA (25.04.-27.04.) Interpack (04.05.-10.05.)
3 / 2023 15. May	01. May	27. April	21. April	Automation & Labeling RFID Special Warehouse Management	Internet of Things Security Systems RFID Reader 2D Codes	Logistics & Automations Dortmund (24.05.-25.05.) Automatica (27.06.-30.06.)
PRODUKTE 2023 10. July	19. June	15. June	09. 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 / 2023 04. September	21. August	17. August	11. August	Packaging & Transport Packaging Special Order Picking	Direct Part Marking NFC Technology Special Labels Payment	Labelexpo Europe (11.09.-14.09.) aaa Chemnitz (27.09.-28.09.) aaa Düsseldorf (18.10.-19.10.)
5 / 2023 16. October	02. October	28. September	22. September	Sensor Systems & Healthcare SPS Trade Fair Special Optical Identification	Locating Systems (RTLS) Data Transmission RFID/Sensors IT Equipment	Medica (13.11.-16.11.) SPS (14.11.-16.11.)
6 / 2023 20. November	06. November	02. November	27. October	Auto-ID Innovations Products Highlights Special Labeling	Printer Technology Barcode Reader 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 265mm	210 x 297 mm	4,790,- €
1/2 page	91 x 265mm 186 x 132mm	100 x 297mm 210 x 144mm	2,800,- €
1/3 page	60 x 265mm 186 x 88mm	71 x 297mm 210 x 98mm	2,000,- €
1/4 page	47 x 265mm 186 x 66mm 93 x 132mm	55 x 297mm 210 x 79mm –	1,600,- €
Formats on double pages	Ads in type area (Width x Height)	Bleeded Ads (Width x Height)	Colour (Euroscale) CMYK
2/1 page	396 x 265mm	420 x 297mm	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 186mm 186 x 128mm	– –	6,400 €

All prices plus VAT.

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

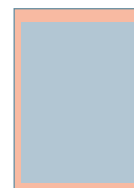
Ads ■ in type area ■ **Bleeded Ads (Width x Height):**



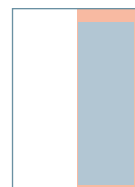
Cover Page
213 x 186mm



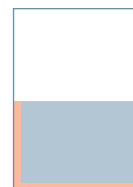
2/1 Page
396 x 265mm
420 x 297mm



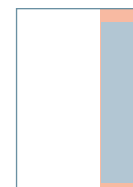
1/1 Page
186 x 265mm
210 x 297mm



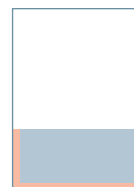
1/2 Page
91 x 265mm
100 x 297mm



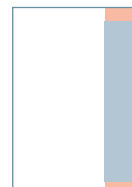
1/2 Page
186 x 132mm
210 x 144mm



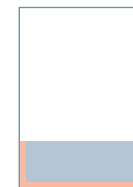
1/3 Page
60 x 265mm
71 x 297mm



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



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



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



1/4 Page
93 x 132mm

1 Prices/special formats/Surcharges for preferential placement:

Fold-out cover 2 Pages	6,400 €
3 Pages	7,300 €
Banderole	4,600 €
Inside front cover 4C	5,300 €
Inside back cover 4C	5,300 €
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	3,800 €
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. 290 €
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. 80 €

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 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 and Logistics Software. 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 2023
Frequency: Annually



The Circulation / Distribution

Total circulation: 12,000 copies
Shipping Circulation 10,000 copies
90% Germany
10% Austria and Switzerland

At all relevant trade fairs, congresses, and trade events such as LogiMAT, interpack, HMI, all about automation, LOPEC, EuroShop, 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 3,200 €

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 Logistic Software. 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.

Target 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 2023
- ➔ Frequency: Annually

Additional Features

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

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

Category 2:
Software, Consulting, RTLS, Payment,
System Integration

CATEGORY 3:
Print & Apply, Labeling, Transponder, Labels

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 **1,100 €**

Every further page **550 €**

**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 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
- ➔ 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



Both sides 4 colour

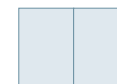
Print run

2,000
4,000
9,000

Price

1,500 €
1,700 €
2,200 €

4 pages DIN A4



Persistent 4 colour, 1 fold

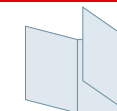
Print run

2,000
4,000
9,000

Price

1,700 €
2,600 €
2,540 €

6 pages DIN A4



Persistent 4 colour, letterfold

Print run

2,000
4,000
9,000

Price

2,000 €
2,500 €
3,100 €

8 pages DIN A4



Persistent 4 colour, saddle stitch

Print run

2,000
4,000
9,000

Price

2,500 €
3,000 €
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 1,160 €**



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 1,450 €**



- 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 570 €**

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 300,000 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

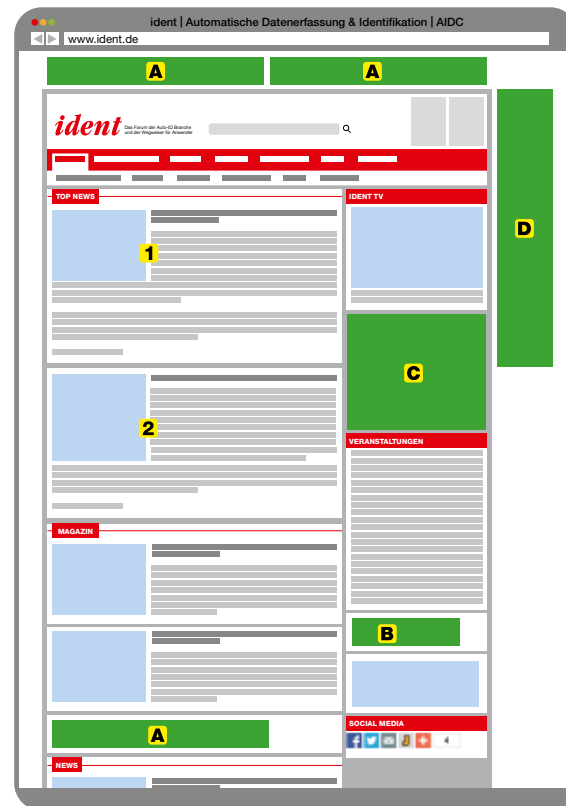
Presentation of a success story or a product information including graphics or pictures on the *ident* website. If a company entry exists in the *ident* MARKET – The Provider Directory, the Top Promotion is linked to the online company profile automatically.

1 Top Advertorial	for 970 € 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 790 € per month
B Halfsize Banner	(234 x 60 Pixel)	for 470 € per month
C Medium Rectangle	(300 x 250 Pixel)	for 700 € per month
D Skyscraper	(120 x 600 Pixel)	for 870 € per month



All prices plus VAT.

ident INDEX OF ADVERTISERS

3M	Faabel	Panasonic
ACD Elektronik	Feig Electronic	Paul Leibinger
Advantech	Feldbaum & Vogt	PAV
AIM-D	GeBE	Pepperl + Fuchs
Aitronic	GERA-IDENT	Plöckl
AKL-tec	Godex Europe	Point Mobile
all about automation	GS1 Germany	PrintID
All4Labels Smart + Secure	Gustav Wilms	Printronic
Almex	Handheld	Prologis
Argox	Harting	proLogistik
Artdev	Herpa print	Quad
Balluff	HID	REA Elektronik
beic ident	ICS Identcode	Reiner
B-ID	IDENTPRO	Rugged IT
Bixolon	Identytag	Sato
Bizerba	IDTRONIC	Schneider-Kennzeichnung
BlueStar	ifm	Schreiner Logidata
Bluhm Systeme	IOSS	Sensopart
Bressner Technology	Isafe	SIC Marking
Brother	Ivvi	SICK
CAB	JLT	Siemens
Carema	Kathrein	SMART Technologies
Casio	Knapp	SMARTRAC Technology
CipherLab	Kortho	smart-TEC
Circlon	Lead	Solcon
Citizen	Leuze Electronic	SSI Schäfer
Cognex	LogiMAT	Systemprint
Collatz + Trojan	Logopak	Taufenbach
Compron	M2M	Teklynx
Contrinex	Marshall	The Tag Factory
Cretec	Maxicard	Top Senso
Datalogic	Mecomo	Topex
Deister Electronic	Mediaform	Topsystem
Denso	Meshed System	Toshiba TEC
DMEA	Messe Frankfurt	TSC Auto ID Technology
Domino	Messe Nürnberg	Turck
Dreusicke	Microplex	ubigrate
DTM	Microsensys	unitech
Ecom	movis	Valentin
Ehrhard und Partner	Münchner Magnet	Viastore
Eikona	Newland	Vitronic
Elatec	NiceLabel	Weilandt
Element Logic	Nimmsta	Winckel
EMEA	Novexx	Zebra
Euroexpo	ONK	
Eyepc	Opticon	

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, 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 400,000 contacts. The internet portal www.ident.de has more than 70,000 visitors per year and generates more than 300,000 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 27 years forum for the AIDC branch and guide for users.

www.ident.de