



**MEDIA INFORMATION 2022**  
VERSION 2

# ident

The Leading User Magazine for Automatic Data Capture and Identification



## 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 26 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](http://www.ident.de), *ident* MARKET – The 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 leading user magazine for automatic data capture and identification. 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](http://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:**

27. Volume 2022

**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 Fax:**

+49 231 72546091

**12 E-Mail:**

[verlag@ident.de](mailto:verlag@ident.de)

**13 Internet:**

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

**14 Subscription price:**

Annual subscription € 80 + shipping costs  
Single issue € 14 + shipping costs

**15 Circulation analysis:**

Copies per issue on annual average  
(01. July 2020 – 30. June 2021)

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Circulation:	12.000		
Effective distributed circulation):	11.700		
Sold circulation:	1.180	Subscriptions:	731
		Member copies:	161
		Retail copies:	288
Reader copies:	10.520		
Leftover, archive and voucher copies	300		

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Issue/ Date of publication	Print document deadline	Print document deadline	Editorial deadline	Application area	Technology focus	Trade Fairs, Congresses & Events
<b>ANNUAL 2022</b> 21. February	31. January	27. January	21. January	<b>ident ANNUAL</b> 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
<b>1 / 2022</b> 07. February	24. January	20. January	14. January	<b>Trade &amp; Distribution</b> RFID Special Print & Apply	RFID Technology Voice Systems Labeling Payment	
<b>2 / 2022</b> 21. March	07. March	03. March	25. February	<b>Industry 4.0 &amp; Digitalization</b> HMI/Sensor Systems Special Order Picking	Barcode Testing Devices Polymer Electronic Direct Part Marking Special Labels	DMEA (26.04.-28.04.) Labelexpo Brüssel (26.04.-29.04.)
<b>3 / 2022</b> 09. May	25. April	21. April	15. April	<b>Logistics &amp; Automation</b> LogiMAT Special Internet of Things	Scanner (Barcode/RFID) Locating Systems (RTLS) Barcode Printer IT Equipment	HMI (30.05.-02.06.) LogiMAT (31.05.-02.06.) EuroCIS (31.05.-02.06.) Automatica (21.06.-24.06.)
<b>PRODUKTE 2022</b> 11. July	20. June	16. June	10. June	<b>ident PRODUKTE</b> 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	
<b>4 / 2022</b> 05. September	22. August	18. August	12. August	<b>Packaging &amp; Transport</b> Logistic Software Special Optical Identification	Packaging Systems Process Optimization RFID Label/Tag 2D Code Reader	FachPack (27.09.-29.09.) aaa Chemnitz (28.09.-29.09.) Vision (04.10.-06.10.) Dt. Logistik Kongress (19.10.-21.10.)
<b>5 / 2022</b> 17. October	03. October	29. September	23. September	<b>Sensor Systems &amp; Healthcare</b> SPS Trade Fair Special Warehouse Management	Consumables NFC Technology Sensor Systems/RFID Mobile IT	Medica (14.11.-17.11.) Hypermotion (15.11.-17.11.) SPS (22.11.-24.11.)
<b>6 / 2022</b> 21. November	07. November	03. November	28. October	<b>Auto-ID Innovations 2022</b> Products Highlights Special Labeling	RFID Reader/Writer Barcode Reader Printing Systems Bluetooth (BLE)	LogiMAT 2023 EuroShop 2023

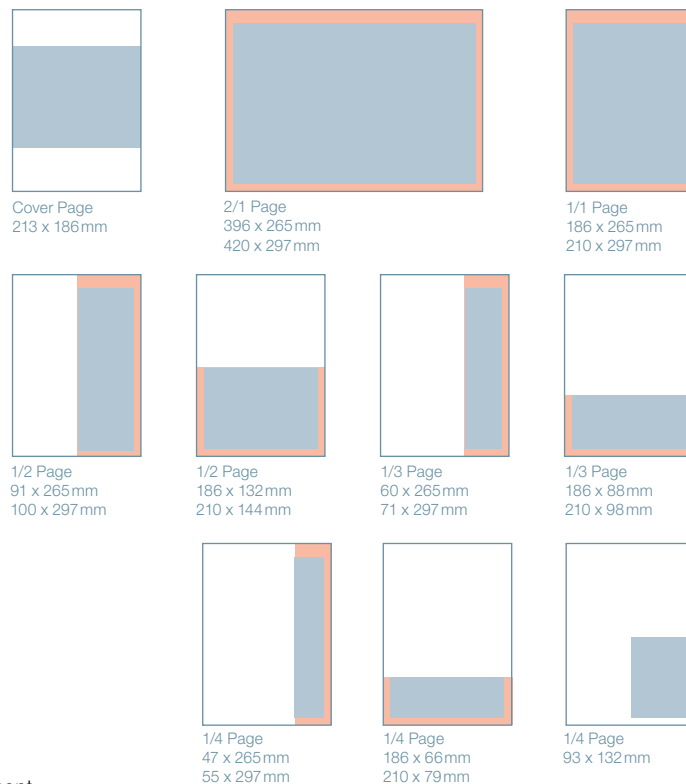
**Advertising prices and formats:**

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	4,700 €
1/2 page	91 x 265mm 186 x 132mm	100 x 297mm 210 x 144 mm	2,600 €
1/3 page	60 x 265mm 186 x 88mm	71 x 297mm 210 x 98mm	1,900 €
1/4 page	47 x 265mm 186 x 66mm 93 x 132mm	55 x 297mm 210 x 79mm -	1,500 €
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 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 186mm 186 x 128mm	- -	6,200 €

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):



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

Fold-out cover 2 Pages	6,100 €
3 Pages	7,000 €
Banderole	4,400 €
Inside front cover 4C	5,000 €
Inside back cover 4C	5,000 €
Back cover 4C	5,500 €

**2 Colour surcharges:** Special colours, per colour (HKS, Pantone) 1,300 €

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

Situations offered per mm (1 column, 42 mm wide)	4 €
Situations wanted per mm (1 column, 42 mm wide)	3 €
Code charge	20 €

**4 supplements:**

two-page	3,700 €
four-page	6,700 €
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. 270 €  
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. 70 €

**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: 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.*

*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. 120 pages DIN A4  
**Release Date:** February 2022  
**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 interpack, LogiMAT, all about automation, LOPEC, EuroCIS, Drupa 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](http://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 3,100 €**

### 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 640,-€**  
**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. 100 pages DIN A5
- ➔ Date of publication: July 2022
- ➔ 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

<b>1/1 Page</b>	<b>1,070 €</b>
<b>Every further page</b>	<b>530 €</b>

**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**

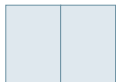
- ➔ Reproduction of your best practice stories
- ➔ Customizing of the contribution
- ➔ Photos, illustrations and graphics
- ➔ Layout included
- ➔ Your logo on the title page
- ➔ Contact information of your company
- ➔ High quality paper
- ➔ PDF, optimized for the screen additionally



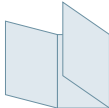
**2 pages DIN A4**

	Print run	Price
 Both sides 4 colour	2,000	1,420 €
	4,000	1,630 €
	9,000	2,120 €


**4 pages DIN A4**

	Print run	Price
 Persistent 4 colour, 1 fold	2,000	1,680 €
	4,000	2,000 €
	9,000	2,540 €

**6 pages DIN A4**

	Print run	Price
 Persistent 4 colour, letterfold	2,000	1,990 €
	4,000	2,430 €
	9,000	3,070 €

**8 pages DIN A4**

	Print run	Price
 Persistent 4 colour, saddle stitch	2,000	2,410 €
	4,000	2,950 €
	9,000	3,710 €

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](http://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 1,060 €**



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](http://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 1,350 €**



- 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 530 €**



*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](http://www.ident.de) has more than 80,000 visitors per year and generates more than 340,000 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

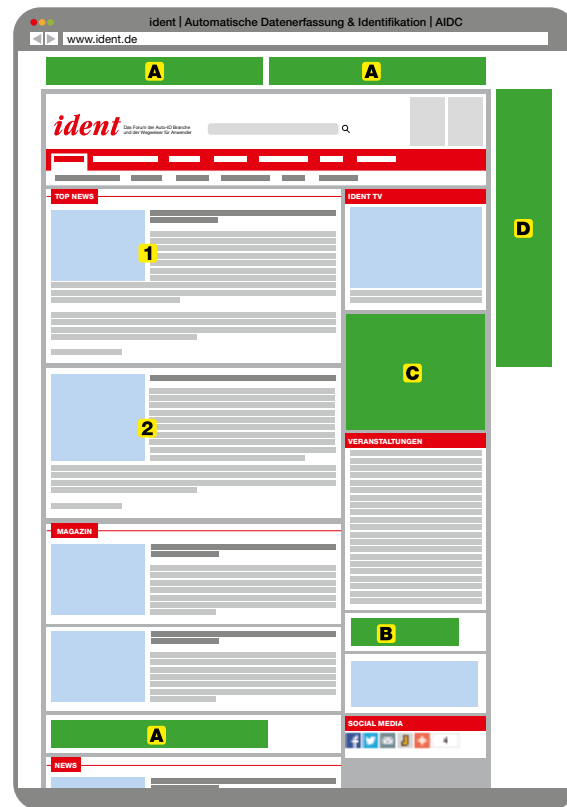
Presentation of a success story or a product information including graphics or pictures on the *ident* website. If a company entry exists in the *ident* MARKET – The Provider Directory, the Top Promotion is linked to the online company profile automatically.

<b>1</b> Top Advertorial	for 920 € per month
<b>2</b> Top Product	for 670 € 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](http://www.ident.de). File format: GIF, animated GIF. Maximum file size: 50 KB.

<b>A</b> Fullsize Banner	(468 x 60 Pixel)	for 760 € per month
<b>B</b> Halfsize Banner	(234 x 60 Pixel)	for 460 € per month
<b>C</b> Medium Rectangle	(300 x 250 Pixel)	for 700 € per month
<b>D</b> Skyscraper	(120 x 600 Pixel)	for 970 € per month



All prices plus VAT.

## ident INDEX OF ADVERTISERS

3M  
6 River Systems  
ACD Elektronik  
AIM-D  
Aitronic  
AKL-tec  
all about automation  
All4Labels Smart + Secure  
Almex  
Argox  
Artdev  
Balluff  
beic ident  
Bizerba  
BlueStar  
Bluhm Systeme  
Bressner Technology  
Brother  
CAB  
Carema  
Casio  
CipherLab  
Citizen  
Cognex  
Collatz + Trojan  
Compron  
Contrinex  
Cretec  
Datalogic  
Deister Electronic  
Denso  
Dlog  
DMEA  
Domino  
Dreusicke  
DTM  
Ecom  
Ehrhard und Partner  
Eikona  
Elatec  
EMEA  
eQ-3  
Euroexpo  
eyepc  
Feig Electronic  
GeBE  
GERA-IDENT  
Godex Europe  
GS1 Germany  
Gustav Wilms  
Hand Held  
Harting  
Herpa print  
HID  
Hypermotion  
ICS Identcode  
IDENTPRO  
Identytag  
iDTRONIC  
ifm  
Ingram Micro Distribution  
IOSS  
Isafe  
Janam  
Kathrein  
Knapp  
Kortho  
Lead  
Leuze Electronic  
LogiMAT  
Logopak  
M2M  
Marshal  
Maxicard  
Mecomo  
Mediaform  
Meshed System  
Messe Frankfurt  
Messe Nürnberg  
Microplex  
Microsensys  
movis  
Münchner Magnet  
Newland  
NiceLabel  
Nimmsta  
Novexx  
ONK  
Opticon  
Panasonic  
Paul Leibinger  
PAV

PDS  
Pepperl + Fuchs  
Plöckl  
Point Mobile  
PrintID  
Printronic  
Prologis  
proLogistik  
Quad  
REA Elektronik  
Reiner  
Rugged IT  
Sato  
Schneider-Kennzeichnung  
Schreiner Logidata  
Sensopart  
SIC Marking  
SICK  
Siemens  
Sihl  
SMART Technologies  
SMARTRAC Technology  
smart-TEC  
Solcon  
Soredi touch systems  
SSI Schäfer  
Systemprint  
Taufenbach  
Teklynx  
The Tag Factory  
Top Senso  
Topex  
Topsystem  
Toshiba TEC  
TSC Auto ID Technology  
Turck  
ubigrate  
unitech  
Valentin  
Viastore  
Vitronic  
Weiland  
Winckel  
Zebra

# 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 110,000 copies and establishes more than 400,000 contacts. The internet portal [www.ident.de](http://www.ident.de) has more than 80,000 visitors per year 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 26 years forum for the AIDC branch and guide for users.

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