WA 3000

Media Data 2024

eMagazines Industrial Automation

Your touchpoint for addressing specialists of electrical automation

Solving automation tasks in the smart factory and other related areas in industry requires a lot of different measures and solution paths. Digitalisation, smart controlling of machines, advanced drive technologies, IIoT, robotics, cloud integration, low energy consumption are some important technologies. WA3000 Industrial Automation highlights different technologies, suitable components, software, and solutions. Our eMagazine supports you in addressing the professionals in the dynamic automation industry through digital channels – worldwide thanks to international editions.

The features of our publications are an easy-to-read format, compelling appearance, up-to-date product presentations, technical reports, case studies, eBrochures, interactive ads, and videos.

The multiplier of your communication

WA3000 distributes its eMagazines via publishing and marketing channels such as social media, magazine portals and eNewsletters. They reach highly qualified readers who are intensively involved with automation and associated current technologies. With your content, our smart algorithms, and other related technologies such as repurposing and SEO, we increase the traffic to your landing pages. Additionally, you will profit from an impressive long-term impact. We would be happy to make you an offer for 2024 – also for individually tailored campaigns in our German and international eMagazines. > Contact

- Based on a proven Web framework with a flexible multi-layer design
- Efficient cross-media distribution service
- One price, many marketing channels
- Product presentations with your branding and an eye-catching design
- Responsive design: perfect presentation on smartphone, tablet and desktop
- Improved visibility on the web
- Long term impact through smart algorithms
- WA3000 Web App keep users informed about key automation topics

eMagazines 2024

FEBRUARY	
Issue 1	**FEBRUARY DACH, German**
Publication date	2024, February 8
Editorial deadline	2024, January 25
Issue 2	**FEBRUARY International, English**
Publication date	2024, February 15
Editorial deadline	2024, January 25
Focus topics	IIOT & cloud/edge computing, industrial PC, panel PC, embedded PC, HPC, HMI, displays, sensors, IO-Link, connectors, logistics automation/autonomous transport systems, Green Automation & IT/decarbonization, industrial wireless & 5G, additive manufacturing, virtual/augmented reality, software

MARCH	
Issue 3	**MARCH DACH, German**
Publication date	2024, March 7
Editorial deadline	2024, February 22
Issue 4	**MARCH International, English**
Publication date	2024, March 14
Editorial deadline	2024, February 22
Focus topics	Box PC, mobile PCs, embedded PCs, HPC, AI accelerator cards, HMI, displays, IIoT & cloud/edge computing, sensors IO-Link, digitalisation, industrial ethernet, condition monitoring, predictive maintenance, remote control, power modules, power converter, power solutions, digital twin

APRIL	
Issue 5	**APRIL DACH, German**
Publication date	2024, April 4
Editorial deadline	2024, March 18
Issue 6	**APRIL International, English**
Publication date	2024, April 18
Editorial deadline	2024, March 18
Focus topics	Digital platforms, connectors, embedded intelligence, sensors, RFID, IO-Link, drive technology, cloud/edge computing, **Novelties from Hannover Messe & Embedded World,** additive manufacturing, industrial PCs, AI, Green Automation & IT, virtual/augmented reality, power electronics, battery technology
Trade fairs	Embedded World 8 - 11 April Hannover Messe 22 - 26 April

JUNE	
Issue 9	**JUNE DACH, German**
Publication date	2024, June 20
Editorial deadline	2024, June 6
Issue 10	**JUNE International, English**
Publication date	2024, June 27
Editorial deadline	2024, June 6
Focus topics	Industrial robots, cobots, operator & control consoles, HMI, displays, panel PCs, industrial PCs, machine vision systems, industrial image processing, AI, connectors, IO-Link, IIoT/cloud/edge computing, remote/predictive maintenance, condition monitoring

MAY	
Issue 7	**MAY DACH, German**
Publication date	2024, May 16
Editorial deadline	2024, April 26
Issue 8	**MAY International, English**
Publication date	2024, May 23
Editorial deadline	2024, April 26
Focus topics	Connectors, circular connectors, hybrid connectors, power electronics, power modules, power converter, power supplies, energy management, sensors, **Novelties from PCIM / Sensor+Test**, Green Automation & IT, drive technology, motion control, manufacturing cloud, software, additive manufacturing
Trade fairs	Sensor+Test / PCIM 11 - 13 June

JULY	
Issue 11	**JULY DACH, German**
Publication date	2024, July 18
Editorial deadline	2024, July 4
Issue 12	**JULY International, English**
Publication date	2024, July 25
Editorial deadline	2024, July 4
Focus topics	Software, digital twin, industrial connectors, industrial/box PCs, HMI, IIoT & cloud/edge computing, robotics, I/O modules, coupling modules, power supplies, power modules, IIoT components, quality inspection, optical identification, additive manufacturing, autonomous driving

SEPTEMBER	
Issue 13	**SEPTEMBER DACH, German**
Publication date	2024, September 19
Editorial deadline	2024, September 5
Issue 14	**SEPTEMBER International, English**
Publication date	2024, September 26
Editorial deadline	2024, September 5
Focus topics	Power electronics, battery technology, servo/stepper motors, linear motors, motion controllers, fans, HMI, image processing, machine vision, decarbonation solutions, **Novelties from Motek/Vision** sustainable industry, virtual/augmented reality (VR/AR), PLC, sensors, IO-Link, industrial PC, machine safety
Trade fairs	Motek 8 - 11 October Vision 8 - 10 October

NOVEMBER	
Issue 17	**NOVEMBER DACH, German**
Publication date	2024, November 7
Editorial deadline	2024, October 23
Issue 18	**NOVEMBER International, English**
Publication date	2024, November 21
Editorial deadline	2024, October 23
Focus topics	Industry 4.0, solutions for smart production, **Novelties from SPS,** Green Automation & IT, decarbonization, motion controllers, drives, linear technology, safety devices, industrial PCs, panel PCs, PLC, HMI, Displays, industrial wireless & 5G, VR & AR, machine vision, AI, IIoT, sensors, IO-Link
Trade fair	SPS 12 - 14 November

OCTOBER	
Issue 15	**OCTOBER DACH, German**
Publication date	2024, October 17
Editorial deadline	2024, October 2
Issue 16	**OCTOBER International, English**
Publication date	2024, October 24
Editorial deadline	2024, October 2
Focus topics	Power supplies, DC/DC converters, drives, OT/IT security, cyber security, **Novelties from it-sa/SPS,** displays, HMI, sensors, additive manufacturing, machine vision, image analysis, vision sensors/controllers, quality inspection, industrial PC, IIoT/cloud/edge computing, manufacturing cloud, AI accelerators, connectors
Trade fair	it-sa 22 - 24 October

WebApp

The WA3000 WebApp makes it even easier for the reader to access the current eMagazine. Take advantage of the opportunity to reach your target groups with an innovative format.

To the instructions
WA3000 WebApp:
eMagazines english
eMagazines german

Your additional benefit

- **Clicks of high relevance**
  By publishing in the WA3000 eMagazines, you are addressing highly qualified experts in the automation industry. WA3000 will support your publications with links to landing pages of your choice. A click is to be classified as very valuable, since the reader visits your landing pages after looking at the publication. The reader thus shows a particularly strong interest in your products and services.

- **Generates more traffic on your landing pages**
  Links to your landing pages with further content at the end of each article make it comfortable for Automation specialist to learn more about your solutions.

- **High conversion rates**
  Links to your landing pages, information such as videos, datasheets and white papers.
  Our experience shows that appealing landing pages with further information, videos, datasheets, and white papers result in high conversion rates.

- **Content repurposing**
  With smart algorithms and proven methods, WA3000 Industrial Automation ensures that the number of clicks on your landing pages increases for a longer period after publication. This is perfect for the automation industry, whose products and solutions are available on the market for a long time.

eMagazines – Overview of formats/prices

Product presentations, technical articles, case studies

Product presentations	Scope	Prices*
TITLE Story Title plus 6-8 pages	approx. 10 pictures, text approx. 5000-7000 characters	2493,-
1-2 pages	approx. 2-3 pictures, text approx. 1500-2000 characters	320,-
3-4 pages	approx. 3-4 pictures, text approx. 3000 characters	550,-
5-6 pages	approx. 4-6 pictures, text approx. 5000 characters	650,-

Multimedia/Video/Webinar AD

Ad formats	Dimensions W x H	Prices*
1/1 - page	210 x 284 mm	1422,-**
1/2 - page	100 x 284 mm / 210 x 142 mm	942,-**

* Production cost subsidy; all prices in Euro plus VAT.

** Price incl. Insertion in 3 WA3000 eMagazine issues.

eBrochure/eCatalogue AD

Catalogue / brochure size	Dimensions W x H	Price*
Up to 100 pages	ad 1/1 in eMagazine	2100,-**

Your Technology/Product Special in our eMagazine

Publishing format	Scope	Prices*
Inside Title plus 6-8 pages	approx. 10 pictures, text approx. 5000-7000 characters	2160,-
Inside Title plus 10-12 pages	approx. 15 pictures, text approx. 7000-10000 characters	2955,-

Custom eMagazine

Publishing format	Prices*
Publish your own eMagazine via WA3000 media You benefit from a fresh design and up-to-date online publishing technology. Your customers receive a custom eMagazine with brilliant presentation on smartphone, tablet and desktop.	
Custom eMagazine up to 40 pages + cross-media distribution	8510,-

Standalone eNewsletter

Advertising format	Prices*
Focus on your offer Put your product or service at the centre of the reader's attention. With the Standalone eNewsletter you will also use the cross-media distribution of WA3000 Media for your offer.	
Standalone eNewsletter + cross-media distribution	1660,-

* Production cost subsidy; all prices in Euro plus VAT.

** Price incl. insertion in 3 WA3000 eMagazine issues.

Data delivery

Product presentations/technical articles

Text in Word, pictures as JPG (300 dpi at 1500 px width), videos, links to landing pages and contact e-mail address for reader inquiries (lead generation) please send to: produktion@wa3000.de

Multimedia/Video/Webinar AD

Digital delivery of the Multimedia / video ads as jpg (300 dpi, 1500 px x 2028 px), the smartphone version (300 dpi, 1157 px x 2008 px), videos and links to landing pages to: produktion@wa3000.de

Target groups

Focus on electrical automation, industry 4.0 and innovative technologies

WA3000 Industrial Automation is aimed at specialists in automation and plant engineering, drive technology, electrical engineering, mechanical engineering, and motion control from the following areas: automation, manufacturing, process technology and related fields. Readers include engineers, engineering offices, developers, integrators, project managers, and other automation-relevant groups.

Distribution area

eMagazine DACH German: Germany, Austria, Switzerland

eMagazine International English: Albania, Austria, Australia, Belgium, Bulgaria, Brazil, Canada, China, Czech Republic, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Iceland, India, Italy, Lithuania, Luxembourg, Latvia, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Switzerland, Spain, South Korea, Serbia, Sweden, Slovakia, Turkey, Taiwan, United Kingdom, United States of America.

Job title

Specialists for automation, plant engineering, drive technology, electrical engineering, mechanical engineering, motion control in the areas of production and process engineering and engineers, engineering offices, developers, system integrators, and further automation-relevant groups, electronics engineers for automation technology, electronics and communication engineering, engineer, electrical engineering, ingenieria industrial, engineering, mechanical engineering manager.

Field of study

Power system engineering, automation technology, mechanical engineering, ingenieria industrial, engenharia de controle e automação, instrumentation and control engineering, ingeniería de sistemas, electrician, manufacturing engineering, automation, electrical engineering, mechanical engineering technology, manufacturing engineering, electronics & communication engineering.

Key topics of digital automation

- **Artificial Intelligence (AI):** AI accelerator cards, AI controllers, AI solutions, systems for machine learning
- **Control Engineering:** PLC/SPS, PAC, robotics control, controllers, motion controllers, field logic controller, machine safety, condition monitoring
- **Connector Technology:** Industrial connectors, field-attachable connectors, hybrid connectors, terminal blocks, junction boxes, inductive coupling
- **Drive Technology:** Servo drives, stepper motors, linear drives, actuators, motion controllers, brushless / brushed motors, precision drive systems
- **Green Automation & IT:** Decarbonation solutions, sustainable industry, appropriate hardware and software
- **HMI – Display:** Operator & control consoles, process visualisation, industrial monitors, multitouch displays, touch panels, industrial controls
- **IIoT & Edge:** IIoT infrastructure, IIoT solutions, IIoT controller, edge controller, IO-Link components, condition monitoring, IIoT/edge computing
- **Industrial PC:** Panel PC, box PC, embedded PC, flat client, AI accelerator, GPU system, HPC, systems for deep learning, edge PC
- **Innovative Technologies:** Digital twin, digital ecosystem, AR & VR, additive manufacturing, autonomous driving, AI, energy solutions, workplace solutions
- **Interface Technologies:** Digital & analogue I/O modules, IO-Link devices, I/O systems, fieldbus devices, signal conditioners, programmable gateways
- **Measurement Engineering:** Measurement systems, condition monitoring, data acquisition, condition monitoring, predictive maintenance
- **Networking and Security:** OT/IT security, manufacturing cloud, Industrial internet, IIoT, industrial WiFi, industrial 5G, IO-Link, Cloud/Edge Computing
- **Power:** Power supply systems, power supplies for the field, power modules, power components, DIN rail power supplies, UPS systems
- **Robotics:** Industrial robots, mobile robots, cobots, robot controllers, linear axis for robots, automated guided vehicles (AGV)
- **Sensors:** Position measurement, distance/proximity, colour/part/tool identification, inductive/capacitive/resistive/vision sensors, RFID
- **Software:** Digital twin, image analysis, simulation, AI, operating systems, engineering/visualisation tools, industrial cloud, condition monitoring
- **Vision:** Machine vision, image analysis, smart cameras, vision sensors/controllers, quality inspection, optical identification, virtual/augmented reality

Cross-media

Range optimization through cross-media distribution

WA3000 is constantly expanding the reach of its online media. All active measures, including social media campaigns, refer to current issues of the eMagazine.

With your advertisements, product presentations, technical articles, success stories and case studies you use the multiplier effect for your communication.

Monthly distribution	Recipients
eMagazines 9 issues per year in German and 9 issues per year in English for desktop, tablet, and smartphone – with technical articles, success stories, case studies, interactive advertisements, attractive product presentations, video integration, eBrochures, and much more. **Dispatch by e-newsletter** eMAGAZINE WA3000 Industrial Automation (DACH), eMAGAZINE WA3000 Industrial Automation (International English) **Subscribers Social Media** Postings of the eMagazines and the individual articles, social media campaigns, Facebook WA3000 Industrial Automation International English, Facebook WA3000 Industrial Automation German, LinkedIn WA3000 Industrial Automation **Web-portals** Publication in WA3000 portals (DACH, International English), Publication in international magazine portals	Ø 44000

2023, October

Product presentations

Our traffic machine for your landing pages

Turn on the spotlight on your new products with articles in editorial style. With one or more product images, a concise text and videos, you can inform your target groups from the Industrial Automation sector about your novelties.

In the box "Find out more now!" at the end of each article you have the opportunity to link to data sheets, application reports or other additional information on your landing pages. By using smart algorithms and proven methods such as content repurposing WA3000 Industrial Automation ensures that the number of clicks on your landing pages increases for a longer period after publication.

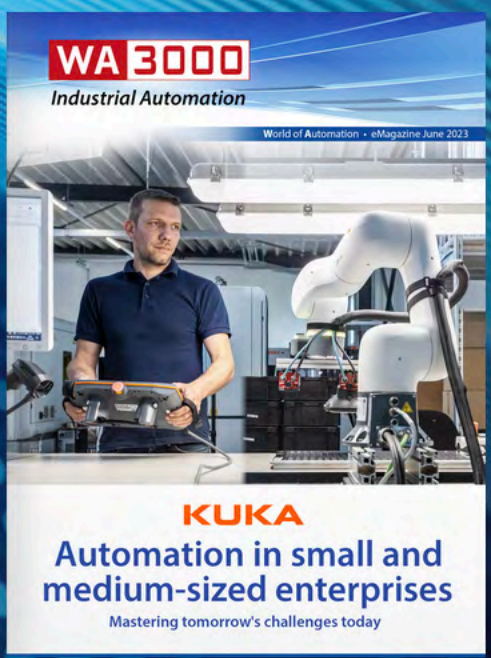
Multimedia ads

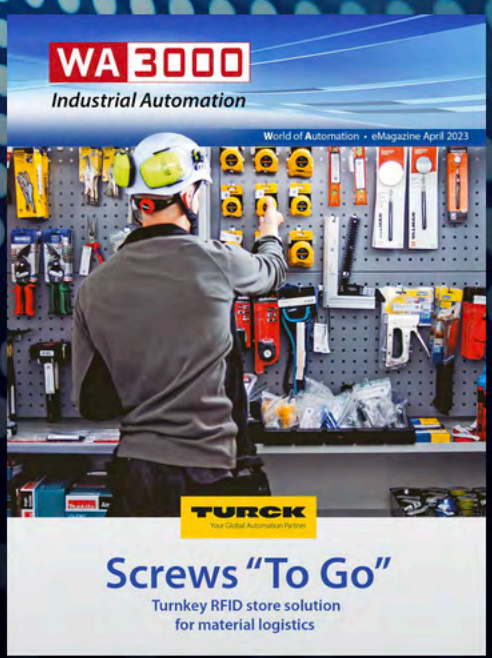
More response with multimedia / video ads

Strong branding and high market penetration thanks to advertising in up to 18 issues of our eMagazine if you book the DACH and international issues. You benefit from the excellent long-term impact of our eMagazines according to our principle "One price, many marketing channels".

Experience shows that videos are clicked more often and draw more attention to your products, services, and your company. Place your multimedia presentations in a target-group-specific manner – in our eMagazines and eNewsletters. WA3000 media can host your videos and animations or link to them.

Convince yourself





More eMagazines

Top Focus

Drive technology	IIoT & Edge	HMI - Display	Industrial PC
Innovative technology	Interface technologies	Artificial Intelligence (AI)	Measurement Engineering
Power	Robotics	Sensors	Software
Control Engineering	Connector technology	Networking and Security	Vision

Multimedia web portal

All product presentations, technical articles, case studies, news, videos and eCatalogues are also presented on the WA3000 web portal.

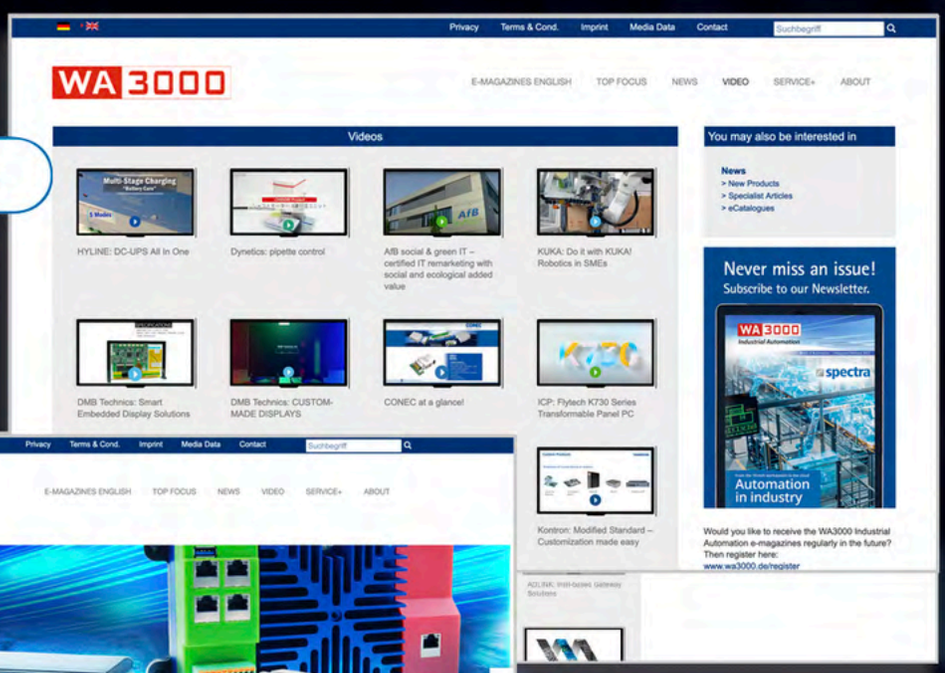
Thanks to responsive design, prospects can access them using desktop computers, notebooks, tablets and smartphones. In the Top Focus area, all eMagazine articles are broken down by category, e. g. by drive technology, HMI display, industrial PC, sensors, software, ..., networking & security, vision.

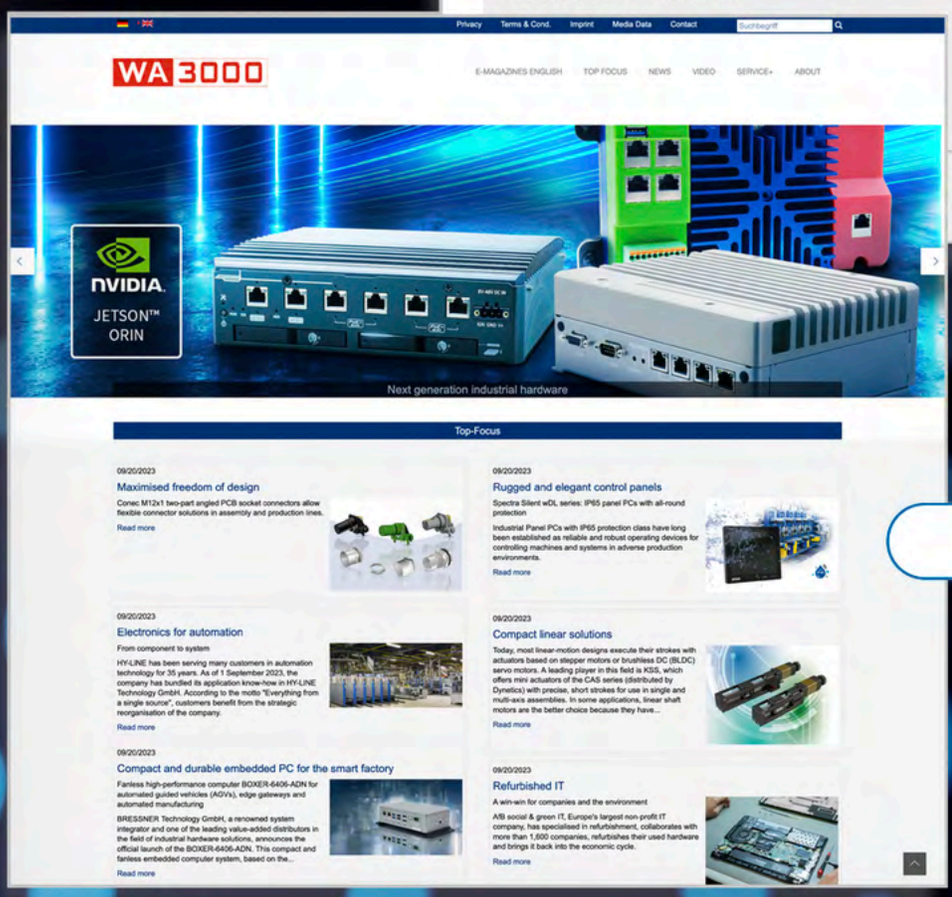
WebApp

eCatalogues

Latest videos

Case studies





New products

Top Focus

Specialist articles

Terms and Conditions

§ 1 Service and Scope of Application

WA3000.de is a service of WA3000 MEDIEN, Dieter Strauß & Alois Mangler GbR, Pliening. WA3000.de is the interactive website for the eMagazine and eNewsletter WA3000 Industrial Automation. It is the specialist and practice-oriented source of information for buyers, engineers, developers, planners, system integrators and manufacturers in the areas of procurement, product handling, service and news. The website offers all users the opportunity to access content stored there free of charge.

WA3000.de is entitled, but not obliged, to publish the content provided by industry, trading and service companies (customers) on the website for the agreed time period. WA3000.de is entitled, but not obliged, to use the respective contents of the customer for other purposes, in particular to publish them in all existing and future WA3000.de products and on partner sites. This applies in particular to the Facebook, LinkedIn and Instagram presences operated by WA3000.de .

Deviating conditions of the customer are not recognized, unless the validity is expressly agreed in writing. The content shown on WA3000.de, in the eMagazines and eNewsletters is created by both the editorial staff and the customer. Editorial contents are marked accordingly. WA3000.de assumes no liability for the content, accuracy or completeness of the content provided by customer. These do not represent an expression of opinion by WA3000.de. WA3000.de controls these contents within the scope of its legal and actual possibilities. WA3000.de has the right to remove the content partially or completely upon becoming aware of any legal infringements.

§ 2 Copyright

All content and works created by WA3000.de and provided by customers are subject to German copyright law. The provisions are also applicable if the required level of creation (Section 2 UrhG) has not been reached. The contents are legally protected. Duplication (even in part) is not permitted without prior written consent.

§ 3 Rights and obligations of the customer

The customer is obliged to check data and data carriers which he sends to WA3000.de for viruses or other harmful programs. The customer is obliged to ensure that the content provided is free of third-party rights.

In particular, he must check that he has the necessary publication rights to the material sent. The customer assures to be in possession of all necessary rights. If, contrary to this insurance, the customer is not entitled to the necessary rights, the customer shall indemnify WA3000.de against the claims of third parties. The customer is also obliged to immediately provide WA3000.de with all documents required for legal defence. Unless otherwise agreed in writing, customer shall transfer to WA3000.de the rights of use necessary for the execution of the order.

Any transfer of the rights of use to third parties requires written agreement. A cancellation of the order by the customer can only be made in writing. Any cancellation received by WA3000.de less than 15 days before the publication of the eMagazine and the eNewsletter is invalid.

§ 4 Design

For the order there is design freedom within the framework of the uniform appearance of WA3000.de. WA3000.de is entitled to modify the documents submitted in order to comply with them.

§ 5 Liability

WA3000.de processes all orders with the greatest possible care. Liability exists only in cases of intent and gross negligence. WA3000.de is obliged to carefully and conscientiously select all agents and to monitor them to the extent possible. Beyond this, there is no liability for vicarious agents.

No liability is accepted for admissibility under competition and trademark law. Defects must be asserted in writing to WA3000.de within 7 days after publication of the work. Thereafter, the work is deemed to be free of defects.

§ 6 Terms of payment and order

Unless otherwise agreed in writing, the scope and price of the order stated in the order confirmation shall be decisive.

Unless otherwise stated in the order confirmation, payment is due within 30 days of the invoice date. The default of payment occurs without further reminder after exceeding the term of payment.

§ 7 Data protection

The data required for business transactions (in particular personal/company-related information) of the customer may be stored. The customer expressly agrees to this collection, processing and use of his data.

§ 8 Final clauses

Place of performance is Pliening. The law of the Federal Republic of Germany shall apply. The place of jurisdiction is the Amtsgericht Ebersberg or the Landgericht München. Should individual provisions of these conditions be or become invalid, this shall not affect the validity of the remaining provisions.

In this case, the invalid provisions shall be replaced by valid provisions that come as close as possible to the economic purpose of the invalid provision.

Terms & Conditions as of October 2020

Follow us on Facebook

Read articles on products and services about Industry 4.0, Artificial Intelligence (AI), Industrial IoT, software and hardware solutions for digitalisation and automation. Crisp and clear – easy reading on mobile devices and desktop computers. The eMagazines are published 18 times a year.

www.wa3000.com

Contact

The eMagazine WA3000 Industrial Automation, the platform www.wa3000.de (incl. the respective country domains) and the social media presences are a service of WA3000 MEDIEN, Dieter Strauß & Alois Mangler GbR, Mövenstr. 15, D - 85652 Pliening/Landsham, **Phone: +49 (0) 89 46 82 49,** info@wa3000.de

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The General Data Protection Regulation (GDPR) sets new standards of transparency and accountability for companies that use personal data. We have therefore revised our data protection statement for you.
You can find it here: Data Protection Statement and revocation hint.