



AUTOMATIE

Proces Automation and Instrumentation

Mediakit

MAGAZINE AUTOMATIE | PMA



PMA

Production and Machine Automation

Publisher

AUTOMATIE BV

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Sales

ADVERCOM

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Upon request of the publisher of Automatie | PMA, independent agency "ADV Market research", held a survey among Automatie | PMA readership.

2018

OVER
46.000
READERS

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The technical magazine Automatie is focused on readers, interested in industrial automation and instrumentation in general for the past 57 years. The magazine is published 8 times a year and is read by 46,000 readers in the Netherlands and Belgium who work at different levels within companies and branch organisations. These technicians, engineers and operators work with instrumentation and process automation. But even managers and directors who are also related to equipment and systems for automation, ICT and ERP, read Automatie. Independent specialists and editors with expertise in different areas are member of our editorial board. It is thanks to this fact to maintain the actuality of the news and the good relationship with the national and international market.

Editor-in-chief Automatie

Willem van der Bijl
w.vdbijl@produca.nl



The growing similarities between different industrial sectors in the automation field and the interest from the market, made us decide several years ago to extend the magazine Automatie with a section called PMA, Production and Machine Automation. The positive response from the market has justified an extension of the section to a full magazine now. Like Automatie, the target readers can be specified as technicians, engineers, operators, specialists and managers, who are active in the machine building, engineering and OEM market. Our team of technical editors has been expanded with a number of specialists from the PMA sector, so that both reversely bonded magazines share equal topicality and quality.

Editor-in-chief PMA

Liam van Koert
liam@thetextfactory.eu



The key benefits

- 1 TRUE READERS**
An aware and attentive reader population - not just a distribution list. We only send copies to serious buyers who actually wish to receive and read Automatie | PMA.
- 2 FULL COVERAGE**
A full coverage of the most important constituent of process sectors responsible for control, maintenance and construction of plants and machines.
- 3 100% RANGE**
100% focused on process sectors such as; chemical and petrochemical industry, pharmaceuticals, food & drink, electro technical, electrical industry, the build of plants and machines.
- 4 QUALITY GUARANTEE**
A high quality editorial magazine with over 60 years of experience in publishing.
- 5 CURRENT EVENTS**
Every month the latest news brought by our large and independent editorial team.
- 6 HIGH READING FACTOR**
On average 4,5 persons within a company actually read Automatie. This high factor is a result of excellent quality and the bound interest of our readers.

EDITORIAL QUALITY | Produced by experienced specialist writers and with valuable contributions of industry scientists, leading industry experts & real engineering practitioners, Automatie | PMA has been acknowledged for providing the industrial industry with useful, essential information and analysis for over 50 years. The power of advertising only works with frequently read magazines. Therefore Automatie | PMA focuses on new technologies, products and services that deliver actual improvements to plant operations. Each month, Automatie provides engineers with detailed case studies on end-user plants, the latest news from around Europe and new technical solutions. Every issue covers the key operational constituents: processing, control, maintenance and plant development. As roles have become increasingly multi-functional and as the separate parts of plant operation have become more and more interdependent, it is vital that the engineers are provided with best possible editorial intelligence. That's the added value of Automatie | PMA.

THE SUBSCRIBER | Automatie | PMA has 10,168 subscribers (5,216 of which are paying subscribers). A recent independently held survey has shown that our subscribers exclusively consist of highly educated and extremely interested decision makers. In short, Automatie | PMA is read by specialists who are closely involved in the purchase and decision making process in the entire chain of industrial automation.

PI NETHERLANDS | The PI association Netherlands, has teamed up with magazine Automatie | PMA. PI Benelux is a network of suppliers, developers, system integrators and end users who have a common interest in promoting, supporting and using PROFIBUS, PROFINET and IO-Link. Joining forces has allowed us to reach a significant audience in the process, production and machine automation community.

YOU HAVE THE RIGHT PRODUCT, WE HAVE THE RIGHT MEDIUM: THE PERFECT COMBINATION!

EDITORIAL COMMITTEE 2018

Qualitative and trustworthy information is priceless. Especially when it comes to up-to date information. This kind of information is essential to create an excellent strategy and company vision. Therefore an excellent and professional editorial team is essential for Automatie. The editorial team of Automatie exists of highly driven specialists within the field of Industrial Engineering. They are part of our editorial board and have committed themselves personally (therefore independently from their employer/company) to Automatie. Any conflict of interest is avoided in order for Automatie to maintain its independency and objectivity.



TEAM | Editorial team

BOARD | Editorial board

	Name	Specialism	Company	team	board
1	Peter van den Berg BSc.	Industrial Automation and education	Avans Hogeschool Den Bosch		✓
2	Bernard Bos BSc.	Industry and Marketing	Siemens Nederland		✓
3	Ton Bol BSc.	Measure instruments and Flow	Director A-B-T BV		✓
4	Willem van der Bijl BSc.	Instrumentation & Valves	Chief editor Automatie, Director Producta	✓	✓
5	Frits Boddeman BSc.	System Integration	Cofely Industrial Automation		✓
6	André Braakman	General Industry	Manager Engineering Atrium Group		✓
7	Adrian de Bruijn BSc.	Consultancy	Director 4ProcessMation		✓
8	Paul Petersen MSc.	Strategic Marketing	Director FHI		✓
9	Harold van den Hauten MSc	Analyzing Systems & IT	Technical journalist	✓	✓
10	Rob Hulsebos BSc.	Bus Systems and Cyber Security	DELEM	✓	✓
11	Liam van Koert BSc.	Production and Machine Automation	Chief editor PMA	✓	✓
12	Mrs. Janet Kooren	Editorial	PuntNet	✓	✓
13	Peter Korsten BSc.	Technical and Industrial Automation	Technical Innovation Manager at Bavaria NV		✓
14	Hans Mosselman MSc	Technical and Industrial Automation	Gain Automation Technology		✓
15	Mr. Jaco J. Otto	Industry and Marketing	Publisher Automatie, Director APR groep BV	✓	✓
16	Wim Oxenaar Eur Erg MSc.BSc.	Ergonomics	Director TotalFunction		✓
17	Remco Rijsenbrij BSc.	Food Industry	Johma		✓
18	Bianca Scholten MSc	Automation Systems	Consulting Principal at Accenture	✓	✓
19	Ad Spijkers MSc.	Production and Machine Automation	Spijkers Technische Teksten	✓	✓
20	Mr. Marc Vissers	Agile Marketing & Industry 4.0	Lenze Europe		✓
21	Karel Walinga BSc.	Control system and processautomation	Quercus Technical Services	✓	✓
22	Hans van Wijk MSc	System Integration			✓
23	Nick de With BSc.	Safety and CE-markers	Director Fusacon B.V.	✓	✓



READER SURVEY 2018

A recent survey has shown that the subscribers of Automatie | PMA are professionals in the industries described in the following table.

Automatie | PMA has 10,168 subscribers in total.

AUTOMATIE

Industry	subscribers
(petro)Chemical and pharmaceutical industry	1.766
Food industry	812
Electrotechnical and electronics industry	701
Engineering and consultancy agencies	627
Trade- and installations agencies	485
Energy industry	409
University and Bachelor schools	352
Environmental branches, graphics and paper industry, maritime sector, glass-, asphalt- and concrete industry, R&D, textile, off shore	249
subscribers total	
	5.399

PMA

Industry	subscribers
Machine building and OEM	1.409
Food industry	926
Electrotechnical and electronics industry	758
Steel- and metal industry	492
Engineering and consultancy agencies	332
Installations agencies and system integrators	190
Pharmaceutical industry	156
University and Bachelor schools	93
Packaging industry, plastic industry, paper and textile industry, transport/storage and distribution	413
subscribers total	
	4.769

PROFILE

PROFILE	SUBSCRIBERS	CO-READERS	
Engineer	3,586	1 - 3	56%
Technical Manager	1,640	4 - 9	24%
Director Owner	1,235	10 >	20%
Technical service	1,118	<i>Median average</i>	3,5
Consultant Advisor	739		
Sales Account manager	515	TOTAL READERS	
Projectleader	488	Receiver (subscriber reader)	1
Teacher Trainer	263	Average Co-reader	3,5 +
Purchaser	210		
PR Marketeer	186	Average Readers	4,5
Others	189	Circulation	10,168 x
		Total Readers	45,757

APPRECIATION

The survey has shown that Automatie | PMA readers have given the magazine an average of 7,3 out of 10.

10	3%	7	48%
9	5%	6	5%
8	38%	< 6	1%

PURPOSE OF READING

For general information/ orientation	66%
For daily operations	61%
As reference book	32%

ADVERTISEMENT READERS

The survey has shown that over 80% of the readers actually read and look at our advertisements.

YEARS OF SUBSCRIPTION

73% of the readers has been subscribed to Automatie for a period of 3 years.

> 10 jaar	21%
3 tot 10 jaar	49%
< 3 jaar	30%

LEVEL OF EDUCATION

Higher education University	8,272
College	1,896

THEMES FOR 2018

Each year we select themes in order to provide our readers with a guiding principle for editorial interpretations. In addition these themes offer our (potential) advertisers insight in particular editions of Automatie to which they want to relate their advertisements.

AUTOMATIE

Theme	Edition
Process Instrumentation & Cyber Security	nr. 1 - Feb
Measurement and Control	nr. 2 - Mar
Flow, Level, Control Valves and Pumps	nr. 3 - Apr
Process Instrumentation	nr. 4 - May
Process Safety, SIL & ATEX	nr. 5 - Jun
Official WoTS 2018 trade fair edition PROCESS AUTOMATION AND INSTRUMENTATION	nr. 6 - Sep
Flow, Level, Pressure and Temperature	nr. 7 - Oct
Process Automation and Process Instrumentation	nr. 8 - Dec

PMA

Theme	Edition
Drives, Control and Robotics	nr. 1 - Feb
Factory Automation & Cyber Security	nr. 2 - Mar
Vision, Robotics & Motion	nr. 3 - Apr
Controllers & Motion Control	nr. 4 - May
Sensors, Vision & RFID	nr. 5 - Jun
Official WoTS 2018 trade fair edition FACTORY AUTOMATION AND MOTION & DRIVES	nr. 6 - Sep
Machine building & Machine Safety	nr. 7 - Oct
Drives & Motion Control	nr. 8 - Dec

Official WoTS trade fair edition with a circulation of over 18,000 copies:

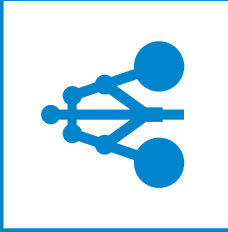
10,168 copies to subscribers before the event, and **8,000** copies are distributed by FHI amongst all WoTS visitors.

FURTHERMORE FEATURING THE STANDARD SECTIONS

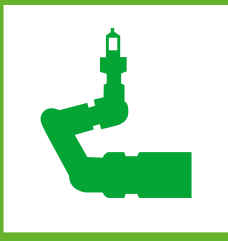
agenda, column, market & technique, B2B exhibitions, IA news, WIB, information, Verbinding, ISA-NL, FHI news, NEN news, editorial, SIL/ATEX/CE, Cyber Security and book reviews.

FURTHERMORE FEATURING THE STANDARD SECTIONS

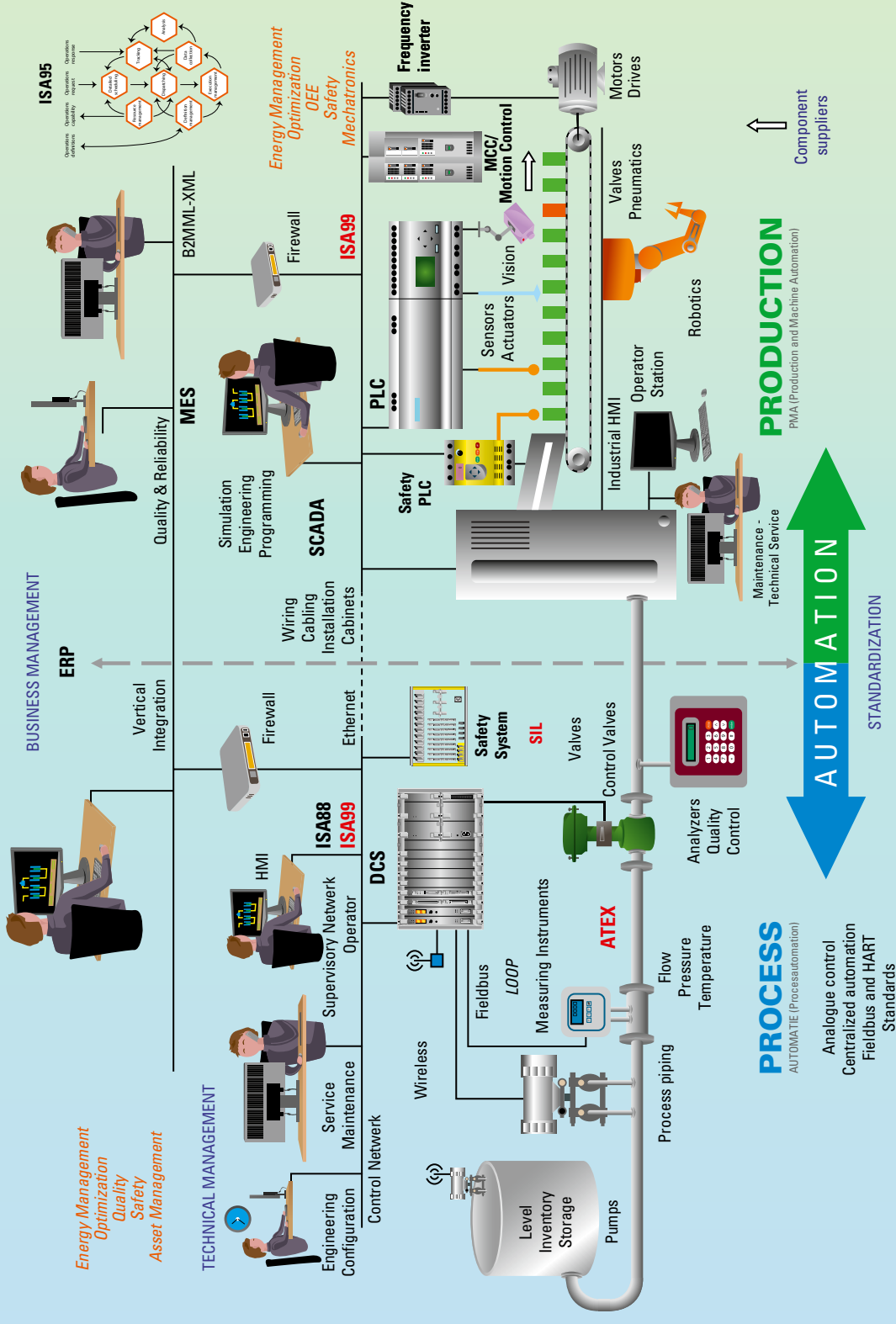
column, market & technique, B2B exhibitions, Verbinding, PROFInews, FEDA news, CAD, CAM, RFID, PLM, PDM, CAE, Smart Factory, Robotics, Industry 4.0, editorial, Cyber Security and book reviews.



SYSTEMINTEGRATIE
SIL DCS
MES
 ANALYSETECHNIKEN
POMPEN
 PROCESVEILIGHEID
SCADA/HMI
 ASSET MANAGEMENT
PLC ATEX
ERP SENSOREN
VELDBUSSEN
INDUSTRIALISA
ETHERNET/ISA
 PROCESMANAGEMENT
 SOFTWARE OPLOSSINGEN
FLOWMETING



SYSTEM
ENGINEERING
BUSTECHNIKEN
ROBOTICA
MECHATRONICA
 MACHINEVEILIGHEID
ACTUATOREN
TRACKING
& TRACING
PLC OEE
RFID
SENSOREN
AANDRIJVEN
& BESTUREN
VISIONSYSTEMEN
MOTION CONTROL



NSTD 2018

GENERAL INFORMATION

Title	AUTOMATIE PMA
Subtitle	The industrial automation magazine for process-, production- and machine automation and instrumentation in the Netherlands and Belgium.
Published By	AUTOMATIE BV, The Netherlands PO box 2696, 3800 GE Amersfoort Spacelab 2, 3824 MR Amersfoort Tel +31 (0)33 456 70 50 Internet www.automatie-pma.com E-mail info@automatie-pma.com
Circulation	10.700 copies <i>10,168 subscribers, 532 extra issues</i>
Total readers	Over 45,000
Publication frequencies	8x a year
Chief editor	Mr. BSc. W. van der Bijl
Editorial commission	See page 3
Publisher	Mr. J.J. Otto
Advertisements	Advercom, Mr. Erik de Jong edejong@advercom.nl
Delivery conditions	In accordance with the Dutch 'Rules for the advertising industry'
Design	APR Media Groep BV, Amersfoort
Digital issues	www.automatie-pma.com and www.issuu.com Automatie App, PMA App,

FORMAT

Type page: 210 mm width x 297 mm high

	Staand	Liggend
1/1 page	210 mm x 297 mm	
1/2 page	86 mm x 252 mm	180 mm x 122 mm
1/2 page	101 mm x 297 mm	210 mm x 152 mm
1/4 page	86 mm x 122 mm	180 mm x 57 mm

* 3 mm bleed excluded.

** 3 mm bleed excluded. The special cost 15% more than regular.

It is not possible to include leaflets en bound inserts in our magazine.

It is possible to include digital files in our magazine: Ask for our rates.

RATES

Black/White	1x	5x	10x
1/1 page	2,130	2,030	1,930
1/2 page	1,490	1,425	1,400
1/4 page	855	815	770

Full Colour	1x	5x	10x
1/1 page	3,225	3,070	2,760
1/2 page	2,260	2,150	1,940
1/4 page	1,290	1,230	1,175

All prices are in euro's and excluding VAT, additional DTP, reproduction of material and additional corrections. Automatie BV can not be held responsible for any faults caused by the delivery of (colour-) material without adequate colour print.

TECHNICAL DATA

Printing process	Sheet offset
Paper type	Machine coated, selfcover 115 gr
Advertising materials	Only digital as certified PDF (OPPO-norm). B-W with one colour. It is not possible to submit Pantone colours

PLANNING

Nr	Edition	Closing date	Publication date
1	Jan/Feb	January 18	Februari
2	Feb/Mrt	February 20	March
3	Mar/Apr	March 27	April
4	May/Jun	May 8	May
5	Jun/Jul	June 12	June
6	Aug/Sep	August 9	September
7	Sep/Oct	September 18	October
8	Nov/Dec	November 20	December

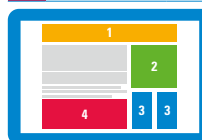
SUBSCRIPTIONS

The Netherlands	€ 79 (a year)
Abroad	€ 140 (a year)

ONLINE & DIGITAL MEDIA 2018

Monthly fee

	1 x	3 x	6 x	12 x	24 x
1	690	600	550	500	400
2	350	300	275	250	200
3	300	250	225	200	150
4	590	500	450	400	300



1 Leaderboard banner	728 x 90 px
2 Rectangle banner	300 x 250 px
3 Vertical banner	120 x 240 px
4 Content banner	620 x 150 px

Our digital factsheet with the most recent visitor statistics can be found at www.automatie-pma.com/adverteren.

BANNERS IN THE DIGITAL NEWSLETTER

Rates per digital newsletter

	1 x	3 x	6 x	12 x	24 x
4	490	440	390	290	190



Digital newsletter banner	560 x 200 px
Circulation	19.800
Publication	Every 2 weeks

A digital newsletter is sent every fortnight to nearly 20,000 recipients. An online example can be found at www.automatie-pma.com/nieuwsbrief-voorbeeld

Requirements and specifications

All banners are static and may not contain any motion graphics. We only accept material in JPEG format, smaller than 100 kb. An animated GIF is NOT an accepted file format. For every banner placement a URL should be supplied to which the banner should link. Additional costs caused by supplying incomplete content will be charged at € 85,- an hour.

**** ASK FOR OUR SPECIAL COMBINATION RATES FOR PRINT AND ONLINE ADVERTISEMENTS ****