

2015 Publishing Guide





The APA (Automation, Components, Applications)

APA is Polish leading magazine for automation technology sector. APA deals with automation and control, energy distribution, software, robotics and other issues that are relevant to the industry. Due to the experience and expertise of the editorial team and its understanding of the Polish automation technology market, the magazine is the publication of choice for professionals. These include executives, engineers, managers working in production industry, plant maintenance staff, system integrators, designers and decision-makers concerning the purchase of components and materials.

APA has the highest amount of published editorial on the market that is solely based on locally created articles. During last decade it has become a premier Polish magazine for an automation industry. Each month over 100 pages with business and technical news, interviews, special reports and applications descriptions is published. This is supplemented by several ads and company presentations – the world's biggest manufacturers and distributors have trusted the credibility of APA and its advertising effectiveness.

The APA magazine focuses on automation, control systems, software, energy distribution, robotics and other issues. Covered market areas include:

- ➔ Manufacturing industry – APA shows products, applications and solutions for all discrete production and process industry, including automotive, products manufacturing, chemical, water and wastewater, food, pharmaceutical and other sectors.
- ➔ Machine building sector (OEM).
- ➔ Building and infrastructure sector.
- ➔ Energy sector (including green energy and industrial energy distribution).
- ➔ Automated assembly and robotics sector.
- ➔ Industrial software sector.

The range of information provided within the magazine includes the following regular sections:

- ➔ **Business News** – The latest news from domestic and world markets, investments, reports on recent changes within companies, market trends and conference and trade fair reports.
- ➔ **Interview of the Month** – Interviews with business leaders in the industry both from Poland and the rest of the world.
- ➔ **Main topic** – Longer articles on the latest automation solutions and new technologies.

APA IN DETAIL

- ➔ Each APA issue: on average 100-130 A4 color pages, 12 issues a year
- ➔ Monthly circulation: 10000 copies. 80% of all copies are distributed through qualified subscription. APA can also be bought at newsagents and in media rooms of distribution networks such as: Garmond Press and Empik bookshops. APA is also distributed free to leading Polish industrial companies and associations
- ➔ The magazine is distributed at commercial fairs, business meetings, professional training seminars and scientific conferences where it acts as a participant or the media partner
- ➔ APA is also published as free digital edition, which has a growing number of users. The registered number of digital subscribers is currently over 3000
- ➔ Supplement: Automation Technology Market Directory, published once a year
- ➔ Website – portal on automation technology and business: www.automatykab2b.pl

- ➔ **Special Reports** – A review of the domestic market within a specific automation technology components, software or services. The reports enable readers to understand the current opportunities, highlight firms providing the particular component or service and find out about the features and market values of each product within the options available. The core report is supported by articles on the same theme and relevant advertising and product presentation sections.
- ➔ **Technical Texts** – Articles dedicated to specific technical solutions for engineers, designers and system integrators in relation to the design of automation control systems and applications.
- ➔ **New Products** – The latest news on components and modules used in automation technology, featuring up to 70 announcements each month.
- ➔ The APA team exhibit, host or media-sponsor a number of popular branch-related shows such as the Automaticon and Energetab fairs. Twice a year (in March and September) a **special issue dedicated to the fairs** is published.

AutomatykaB2B.pl and newsletter

- ➔ The official website of the magazine – www.automatykaB2B.pl – is a service portal for those who are professionally engaged in industrial production and automation technology. The searchable portal provides access to company information, industry news and product catalogues. The website presents articles, news and other content that is published in the printed edition of APA and business-to-business functionality allows sharing information between companies, including product enquiries.
- ➔ An electronic newsletter sent to about 11000 subscribers is also available to accompany the site, produced in partnership with www.automatykaB2B.pl.
- ➔ Advertisement formats and prices can be found in a separate media pack.



Internet e-edition

APA is now available as a digital subscription, which provides you with all the information of the printed magazine together with added features such as a search facility, hyperlinks to all websites and e-mails and multimedia options. The digital edition is distributed free of charge and has a growing number of users (currently over 3000). Visit the site for more details: www.automatykab2b.pl/eprenumerata.

APA REGULAR SECTIONS AND TOPICS

- ➔ PLCs, PACs, DCS
- ➔ Drives and motors, servo systems
- ➔ Industrial PCs and embedded systems
- ➔ HMIs, panel computers
- ➔ SCADA, Historian, MES and production management software
- ➔ Robots, manipulators, close-range transport systems
- ➔ Electro-installation and low-voltage components
- ➔ Industrial networks and I/O modules (including wireless)
- ➔ Sensors and transducers (including proximity and environmental sensors)
- ➔ Measurement equipment, DAQs (including portable)
- ➔ Machine vision and thermography
- ➔ Connectors, cables, energy transmission
- ➔ Industrial enclosures
- ➔ Industrial safety
- ➔ Mechanical and electromechanical components
- ➔ Signal and control equipment
- ➔ Hydraulics and pneumatics, pumps
- ➔ Renewable energy components and systems
- ➔ Machines and production line equipment
- ➔ Plant maintenance



Automation Technology Market Directory

The Automation Technology Market Directory (“Informator Rynkowy Automatyki”) is a regularly updated guide to products and services for industry and automation sector. The Directory provides companies with the opportunity to present their organization to the broad range of APA’s readers, making it easier to reach potential clients. The clear format of the directory allows readers to compare products and services from a range of providers. The Automation Technology Market Directory has a distribution of 16000 copies and is delivered as a supplement to APA, and made available at trade fairs, seminars and all kinds of branch-related shows, where APA acts as a media sponsor.

The Automation Technology Market Directory contains market analysis and both economy and technology-centered tests discussing trends and phenomena that are present in the automation technology market. The analysis provides readers with industry insight and consolidates product knowledge. The Directory is a valuable source of information on the market and its leaders, pinpointing potential market difficulties and opportunities within the automation technology sector.

The catalogue is also available in the online and digital edition at www.automatykab2b.pl.



IRA – most valuable source of information for Polish automation technology managers and engineers!

Editorial Calendar 2015

Issue	Market report	Main article issue	Special issues and supplements
January	Industrial PCs	Energy efficient electric motors	
February	Machine vision and thermography	Painting automation	
March	Hydraulics and pneumatics and electric linear drives	HVAC control	Automaticon Fair special issue
April	Industrial networks and I/O modules	IP67 & more	
May	ATEX systems and components	Tagging, labeling & RFID	
June	Electro-installation and low-voltage components	Metalworking & automated welding	
July	Industrial software	Food industry automation	
August	Proximity and optical sensors	Climate control – from small devices to full-scale cabinets	
September	Signaling and control elements	Mobile automation	Automation Technology Market Directory 2014 Energetab Fair special issue
October	PLCs and PACs	Industry on the move –intralogistics, drive transmission and lubrication	
November	Machine safety	Embedded systems and IPC’s	
December	Connectors	Thermography in plant maintenance and electric installation	

Advert orders and other deadlines

Deadlines	Dates	Examples
Publication date	First day of the month	For issue 01/2015 this is 5 January 2015
Deadlines for advert orders	First day of the month before	For issue 01/2015 this is 1 December 2014
Deadlines for providing advert files	8th day of the month before	For issue 01/2015 this is 8 December 2014
Deadlines for submitting editorials	First day of the month before	For issue 01/2015 this is 1 December 2014

Please note that in case of missing deadlines for submitting editorials we cannot guarantee their publication in the current APA issue.

The world's biggest manufacturers and distributors have trusted the credibility of APA and its advertising effectiveness



APA for promotion and advertising

The APA magazine is an attractive and effective means for advertising in automation and industrial sectors:

- ➔ Effective medium for advertising and promotion. APA reaches executives, engineers, managers working in production industry, plant maintenance staff, system integrators, designers and decision-makers concerning the purchase of components and materials. This includes industrial, building, infrastructure, energy and other sectors.
- ➔ APA has the highest amount of published editorial compared to other titles on the market and is solely based on locally created articles. During last decade it has become a premier Polish magazine for an automation industry. The world's biggest manufacturers and distributors have trusted the credibility of APA and its advertising effectiveness.
- ➔ APA is an exhibitor of many commercial fairs (Automaticon, Energetab, Automa and others). The magazine is distributed at that fairs as well as business meetings, professional training seminars and scientific conferences where it acts as a participant or the media patron.
- ➔ There are different forms of promotion and advertising options available in APA. These include advertisements, company-sponsored articles and textual presentation of firms and products related to key topics within the magazine. Non-standard advertisements such as flyers, insertions and label bands are also available. These can be targeted and placed within a specific section of the magazine to accurately reach your target market.

Examples of ads and company articles



Ads placed in different issue areas*



Company articles placed in different issue areas*

*) More examples can be found in a separate media pack.



Price List

Standard advertisements printed inside the magazine

Advertisement Format	Price (euro)
1/8 page	260
1/4 page	513
1/3 page	695
1/2 page	870
1/2 junior page	970
1/1 (full page)	1360
1/1 (3rd magazine page)	1620
1/1 (7th, 9th, 11th magazine page)	1500
III cover	1540
II cover	1700
IV cover	2030

Non-standard forms of advertisement

Advertisement Format	Price (euro)
Inserted flyer	830
Inserted flyer printed by publishing house	To be agreed on
Inserted booklet	To be agreed on
Header box	335
Reverse-side cover folder	To be agreed on
Label band	To be agreed on
Next-to-report or next-to-issue-topic presentation	500
Company-sponsored article	735
Cardboard insertion 1	1700
Cardboard insertion 2	To be agreed on
DB1 Banner	200
DB2 Banner	100

The VAT has been accounted in the prices above.

When ordering a series of adverts we offer the following discounts:

- ➔ 4-6 ads per year – 10%
- ➔ 7-11 ads – 20%
- ➔ 12 or more – 30%

Prices of non-standard advertisements are not the subject to discounts.

Technical requirements for advertisements and other important information are published in Mediakit additional notes document.

Editorial and marketing team



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