

# mpk 40

Acquiring, processing  
and communicating **data**  
in the **Industrial IoT**



4.0  
INDUSTRY

3.0  
INDUSTRY

2.0  
INDUSTRY

1.0  
INDUSTRY

Media kit  
2025

[www.mpk.felchner-medien.de](http://www.mpk.felchner-medien.de)

**mpk4.0** – acquiring, processing and communicating data in the Industrial IoT.

The digitalization of industrial production – within the context of Industry 4.0 – is gaining pace. In the Industrial Internet of Things (IIoT), data plays a pivotal role. It holds the greatest potential for innovation, but also poses the greatest challenge.

The **mpk 4.0** trade journal supports engineers with practical and useful reporting on sensor technology, metrology and testing, data processing, data communication, power supply and human-machine interfaces.

Components, assemblies, devices and systems for data acquisition, data processing and data communication are just as much a part of the editorial spectrum as processes and methods, modeling and simulation, Artificial Intelligence and the appropriate software.

**mpk4.0** stands for highly-targeted and valuable content. The trade journal provides engineers with practical and in-depth knowledge. Featuring specialist information on technologies, products and industrial trends, as well as news from companies and industries, **mpk 4.0** supports decision-making processes for flexible and efficient production in the context of Industry 4.0 and Industrial IoT.

Readers benefit from the expertise of our authors and interview guests. In **mpk 4.0**, they will find answers – from experts to professionals – and implementable solutions for their engineering tasks.

[mpk.felchner-medien.de](http://mpk.felchner-medien.de) provides a comprehensive digital platform of technical information.

Our blog [www.mpk-technikforum.de](http://www.mpk-technikforum.de) and the IIoT podcast 'VIER NULL Industriefunk' complement the highly attractive cross-media offering of **mpk4.0**.

### Target group

- Engineers
- R&D managers
- Quality managers
- Technical sales managers
- Design engineers
- Technical purchasing managers
- Project managers/engineers
- Technical chairs at universities and universities of applied sciences

### Business sectors

Mechanical engineering, automotive engineering, environmental technology, plant engineering, tool and mould making, measurement and control technology, electronics industry, medical and laboratory technology, packaging technology, chemical industry, plastics processing

## 03 Our print and digital distribution

Editorial plan

Prices and formats

Technical data

Supplier index

Wall calendar

Digital channels

Contact



@istockphoto.com / NanoStockk,  
Freepik

**5,000  
copies**

**Print**

Our specialist journal  
with IVW-certified  
circulation (tvA)

**+**

**7,010  
copies**

**E-paper**

Additional digital  
distribution with  
IVW-certified  
circulation

**=**

**12,010  
copies**

**Total circulation**

To accurately  
address your target  
audience within the  
Industrial IoT

## 04 Dissemination analysis

Editorial plan

Prices and formats

Technical data

Supplier index

Wall calendar

Digital channels

Contact

### Circulation analysis IWW-audited 2<sup>nd</sup> quarter 2024



| Print run                | 6,000 copies  |  |
|--------------------------|---------------|--|
| Of which Germany         | 5,855         |  |
| International            | 95            |  |
| Archive                  | 50            |  |
| E-paper circulation      | 7,010         |  |
| <b>Total circulation</b> | <b>13,010</b> |  |

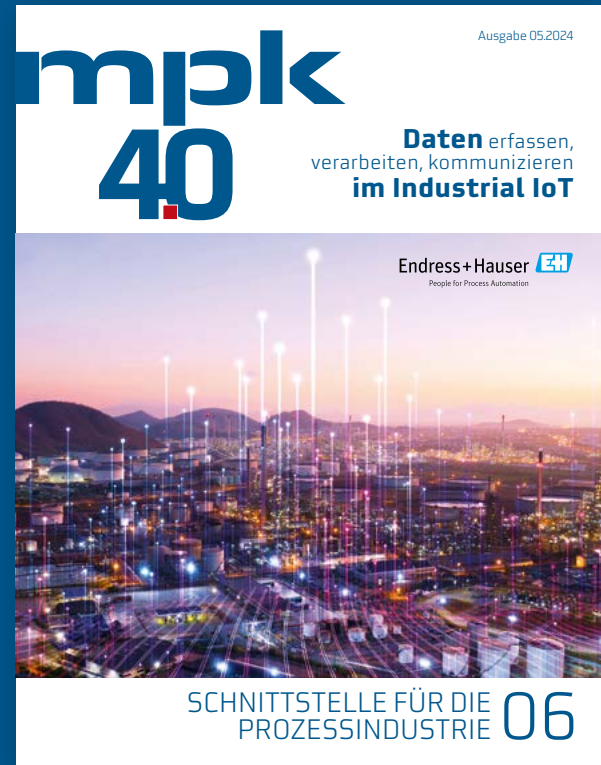
| Domestic distribution according to postcode | %     | copies |
|---|-------|--------|
| Postcode area 0                             | 5.70  | 334    |
| Postcode area 1                             | 2.80  | 164    |
| Postcode area 2                             | 4.99  | 292    |
| Postcode area 3                             | 11.44 | 670    |
| Postcode area 4                             | 15.05 | 881    |
| Postcode area 5                             | 10.96 | 642    |
| Postcode area 6                             | 9.72  | 569    |
| Postcode area 7                             | 18.57 | 1,087  |
| Postcode area 8                             | 12.21 | 715    |
| Postcode area 9                             | 8.56  | 501    |

| Job characteristic     | %             | copies       |
|------------------------|---------------|--------------|
| Business management    | 34.09         | 2,050        |
| Marketing              | 9.03          | 542          |
| Maintenance            | 6.51          | 391          |
| Research & development | 13.66         | 814          |
| Construction           | 16.10         | 966          |
| Manufacturing          | 11.25         | 675          |
| Quality control        | 8.95          | 537          |
| Not specified          | 0.41          | 25           |
|                        | <b>100.00</b> | <b>6,000</b> |

| Position                    | %             | copies       |
|-----------------------------|---------------|--------------|
| Management board            | 32.08         | 1,925        |
| Factory management          | 2.63          | 158          |
| Department management       | 29.83         | 1,789        |
| Project management          | 2.95          | 177          |
| Specialist                  | 27.73         | 1,664        |
| Department (without person) | 4.78          | 287          |
|                             | <b>100.00</b> | <b>6,000</b> |

# REMARKABLE

Tech journalism for experts:  
selected innovations, technologies,  
applications and insights.



|                       |                    |                |                |               |                  |         |
|-----------------------|--------------------|----------------|----------------|---------------|------------------|---------|
| <b>Editorial plan</b> | Prices and formats | Technical data | Supplier index | Wall calendar | Digital channels | Contact |
|-----------------------|--------------------|----------------|----------------|---------------|------------------|---------|

| Issue   | Dates  | Topics  | Trade fairs  |
|---|--|---|--|
| <p><b>Permanent topics:</b> Sensor technology, test &amp; measurement, image processing, controls, embedded electronics, semiconductors, power supply, connection technology, housing &amp; assembly systems, human machine interface, industrial electronics, automation technology, robotics, medical technology, automotive technology, quality assurance, industrial communication, EMC, modeling &amp; simulation, software, safety &amp; security, industry 4.0, digitalization, Industrial IoT technologies and components</p> |  |   |  |
| <p><b>mpk 4.0</b><br/><b>01.2025</b></p> <p>February</p>  | <p><b>Publication date:</b><br/>Feb 25, 2025<br/><b>Advertising deadline:</b><br/>Feb 10, 2025<br/><b>Editorial deadline:</b><br/>Jan 27, 2025</p> | <ul style="list-style-type: none"> <li>• Smart factory</li> <li>• Predictive maintenance</li> <li>• Cloud/edge computing</li> <li>• Material flow &amp; intralogistics</li> <li>• Intelligent drives</li> </ul> | <p>Feb 12 – 14, 2025 <b>Elektrotechnik 2025, Dortmund</b><br/>                     Feb 19 – 20, 2025 <b>Maintenance, Dortmund</b><br/>                     Feb 25 – 26, 2025 <b>All About Automation, Friedrichshafen</b><br/>                     Mar 11 – 13, 2025 <b>Embedded World, Nuremberg</b><br/>                     Mar 11 – 13, 2025 <b>LogiMAT, Stuttgart</b><br/>                     Mar 11 – 14, 2025 <b>Intec, Leipzig</b><br/>                     Mar 19 – 20, 2025 <b>W3+ Fair, Wetzlar</b><br/>                     Mar 31 – Apr 04, 2025 <b>Hannover Messe, Hanover</b><br/>                     Apr 08 – 10, 2025 <b>Automatisierungstreff, Heilbronn</b><br/>                     Apr 09, 2025 <b>Meorga, Leverkusen</b></p> |
| <p><b>mpk 4.0</b><br/><b>02.2025</b></p> <p>April</p>   | <p><b>Publication date:</b><br/>Apr 25, 2025<br/><b>Advertising deadline:</b><br/>Apr 03, 2025<br/><b>Editorial deadline:</b><br/>Apr 20, 2025</p> | <ul style="list-style-type: none"> <li>• Smart sensors in the IIoT</li> <li>• AI &amp; machine learning</li> <li>• Test &amp; measurement</li> <li>• Power supply</li> <li>• Battery technology</li> </ul>      | <p>May 06 – 08, 2025 <b>PCIM, Nuremberg</b><br/>                     May 06 – 08, 2025 <b>Sensor+Test, Nuremberg</b><br/>                     May 06 – 09, 2025 <b>Control, Stuttgart</b><br/>                     May 13 – 15, 2025 <b>Rapid.Tech 3D, Erfurt</b><br/>                     May 14 – 15, 2025 <b>All About Automation, Heilbronn</b><br/>                     May 20 – 22, 2025 <b>Automotive Testing Expo, Stuttgart</b></p>   |
| <p><b>mpk 4.0</b><br/><b>03.2025</b></p> <p>May</p>   | <p><b>Publication date:</b><br/>May 26, 2025<br/><b>Advertising deadline:</b><br/>May 08, 2025<br/><b>Editorial deadline:</b><br/>Apr 24, 2025</p> | <ul style="list-style-type: none"> <li>• Wireless</li> <li>• Cybersecurity</li> <li>• Semiconductor technology</li> <li>• Opto-electronics</li> <li>• Connectors &amp; cables</li> </ul>                        | <p>Jun 03 – 04, 2025 <b>All About Automation, Hamburg</b><br/>                     Jun 12 – 13, 2025 <b>Tech.Con, Dornbirn / Austria</b><br/>                     Jun 18, 2025 <b>Meorga, Hamburg</b><br/>                     Jun 11 – 12, 2025 <b>iVT Expo, Cologne</b><br/>                     Jun 24 – 27, 2025 <b>Automatica, Munich</b><br/>                     Jun 24 – 27, 2025 <b>World of Photonics/Quantum, Munich</b></p>  |

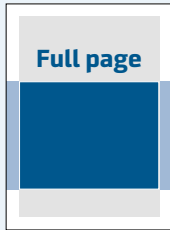
# 07 Editorial plan

|                       |                    |                |                |               |                  |         |
|-----------------------|--------------------|----------------|----------------|---------------|------------------|---------|
| <b>Editorial plan</b> | Prices and formats | Technical data | Supplier index | Wall calendar | Digital channels | Contact |
|-----------------------|--------------------|----------------|----------------|---------------|------------------|---------|

| Issue   | Dates  | Topics  | Trade fairs   |
|---|--|---|---|
| <b>mpk 4.0</b><br><b>04.2025</b><br><br>July      | <b>Publication date:</b><br>Jul 17, 2025<br><b>Advertising deadline:</b><br>Jul 01, 2025<br><b>Editorial deadline:</b><br>Jun 17, 2025 | <ul style="list-style-type: none"> <li>• Digital twin</li> <li>• Metrology &amp; controls</li> <li>• Robotics</li> <li>• Operating &amp; monitoring</li> <li>• Factory &amp; process automation</li> </ul>        | Sep 09 - 10, 2025 <b>AM Expo, Luzern / Switzerland</b><br>Sep 10, 2025 <b>MEORGA, Ludwigshafen</b><br>Sep 10 - 11, 2025 <b>All About Automation, Wetzlar</b><br>Sep 15 - 19, 2025 <b>Schweißen &amp; Schneiden, Essen</b><br>Sep 17 - 18, 2025 <b>All About Automation, Düsseldorf</b><br>Sep 22 - 26, 2025 <b>EMO, Hanover</b><br>Sep 23 - 25, 2025 <b>Efa:ON, Leipzig</b><br>Sep 24 - 25, 2025 <b>W3+ Fair, Jena</b><br>Sep 30 - Oct 01, 2025 <b>All About Automation, Chemnitz</b> |
| <b>mpk 4.0</b><br><b>05.2025</b><br><br>September | <b>Publication date:</b><br>Sep 29, 2025<br><b>Advertising deadline:</b><br>Sep 10, 2025<br><b>Editorial deadline:</b><br>Aug 21, 2025 | <ul style="list-style-type: none"> <li>• Sensors &amp; actuators</li> <li>• Wireless</li> <li>• Power supply</li> <li>• Embedded vision</li> <li>• AI &amp; machine learning</li> </ul>                           | Oct 15, 2025 <b>MEORGA, Landshut</b><br>Nov 09 - 15, 2025 <b>Agritechnica, Hanover</b>  |
| <b>mpk 4.0</b><br><b>06.2025</b><br><br>November  | <b>Publication date:</b><br>Nov 06, 2025<br><b>Advertising deadline:</b><br>Oct 21, 2025<br><b>Editorial deadline:</b><br>Oct 07, 2025 | <ul style="list-style-type: none"> <li>• Test &amp; Measurement</li> <li>• Metrology &amp; controls</li> <li>• Semiconductor technology</li> <li>• Connectors &amp; cables</li> <li>• Smart healthcare</li> </ul> | Nov 17 - 20, 2025 <b>Medica / Compamed, Düsseldorf</b><br>Nov 18 - 21, 2025 <b>Productronica, Munich</b><br>Nov 25 - 27, 2025 <b>SPS, Nuremberg</b>   |

## 08 Prices and formats

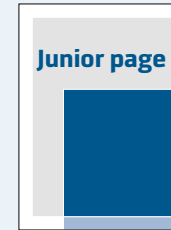
|                |                           |                |                |               |                  |         |
|----------------|---------------------------|----------------|----------------|---------------|------------------|---------|
| Editorial plan | <b>Prices and formats</b> | Technical data | Supplier index | Wall calendar | Digital channels | Contact |
|----------------|---------------------------|----------------|----------------|---------------|------------------|---------|



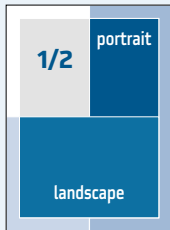
**Full page**  
incl. technical  
article  
**7,850.00 €**  
**A:** 210 x 275 mm



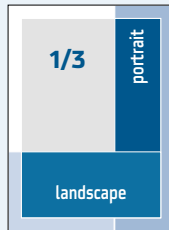
**2./4. Cover page**  
**4,720.00 €**  
**S:** 180 x 240 mm  
**A:** 210 x 275 mm



**Junior page**  
**3,170.00 €**  
**S:** 115 x 182 mm  
**A:** 130 x 200 mm



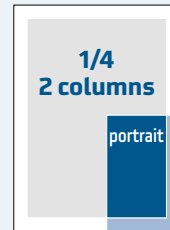
**2,530.00 €**  
**1/2 page portrait**  
**S:** 87 x 240 mm  
**A:** 102 x 275 mm



**2,190.00 €**  
**1/3 page portrait**  
**S:** 55 x 240 mm  
**A:** 70 x 275 mm



**1,770.00 €**  
**1/4 page portrait**  
**S:** 42 x 240 mm  
**A:** 57 x 275 mm



**1,770.00 €**  
**1/4 page 2 columns**  
**S:** 87 x 120 mm  
**A:** 102 x 134 mm



**1,060.00 €**  
**1/8 page portrait**  
**S:** 42 x 120 mm  
**A:** 57 x 134 mm



**1,060.00 €**  
**1/8 page 2 columns**  
**S:** 87 x 56 mm  
**A:** 102 x 72 mm

**1/2 page landscape**  
**S:** 180 x 114 mm  
**A:** 210 x 134 mm

**1/3 page landscape**  
**S:** 180 x 78 mm  
**A:** 210 x 94 mm

**1/4 page landscape**  
**S:** 180 x 58 mm  
**A:** 210 x 72 mm

**1/8 page landscape**  
**S:** 180 x 34 mm  
**A:** 210 x 50 mm

**S:** Type area, **A:** Bleed: 3 mm bleed on all sides, all formats width x height

\* Cancellations of these bookings are only possible until the editorial deadline for technical reasons.



## 09 Bound-in inserts and supplements

Editorial plan

**Prices and formats**

Technical data

Supplier index

Wall calendar

Digital channels

Contact

### Bound-in inserts (no discounts)

|                            |                                   |                   |
|----------------------------|-----------------------------------|-------------------|
| 80 – 135 g/m <sup>2</sup>  | 2 pages                           | <b>3,345.00 €</b> |
|                            | 4 pages                           | <b>4,460.00 €</b> |
| 136 – 170 g/m <sup>2</sup> | 10 % surcharge on the basic price |                   |

**Delivery quantity: 5,000 copies**

### Delivery

Submission of a binding sample when placing the order, blind sample with size and weight information required, if applicable. Delivery of a screen-optimized PDF of the insert for the e-paper version.

### Format

Bound-in inserts are to be delivered untrimmed 216 mm (width) x 281 mm (height), multiple-sheet bound inserts and bound inserts with flaps must be delivered folded to the above format

### Loose inserts (no discounts)

|                             |                   |
|-----------------------------|-------------------|
| max. weight 25 g            | <b>3,345.00 €</b> |
| every further 25 g          | <b>1,460.00 €</b> |
| max. format 205 mm x 278 mm |                   |

**Delivery quantity: 5,000 copies**

### Affixed postcards

In connection with advertisement / bound-in insert on request plus adhesive costs

### E-paper plus

Increase the level of attention of your article in the magazine with interactive features in the e-paper. Possibilities: picture gallery, videos, additional links. Pricing on request

### Discounts (for several ads within one year of insertion)

| Series discount |      | Quantity discount |      |
|-----------------|------|-------------------|------|
| 3 ads           | 5 %  | 2 pages           | 5 %  |
| 6 ads           | 10 % | 3 pages           | 10 % |
|                 |      | 6 pages           | 15 % |

### Terms of payment

Net within 14 days of the invoice date

**For international customers:** transfer free of charge for the beneficiary

### Delivery address for bound-in inserts and supplements

Holzmann Druck GmbH & Co. KG  
Gewerbestr. 2, D-86825 Bad Wörishofen  
Kennwort: mpk 4.0 issue xx/2025

### Journal format

210 mm (width) x 275 mm (height)

### Type area format

180 mm (width) x 240 mm (height)

3 columns, width of each column

58 mm (width)

### Printing and binding specifications

Sheet-fed offset printing in CTP-process,  
adhesive binding

### Data transfer

Via email to [info@felchner-medien.de](mailto:info@felchner-medien.de)

### File formats

Printable PDF file (IsoCoated v2, X4)

→ Embedded fonts and images

→ Minimum image resolution of 300 dpi

→ Printing colors CMYK

### Ads

3 mm bleed on all sides without  
printer's marks

### Proof

Color-compliant proof  
(Direct shipment to Holzmann)

Holzmann Druck GmbH & Co. KG  
Gewerbstrasse 2  
D-86825 Bad Wörishofen

### Data archiving

Printing material will not be kept by  
the publisher for longer than 1 year after  
the last insertion.

### Guarantee

In the case of incomplete and incorrect  
data /printing documents, a complaint  
cannot be accepted.

### Contact

**Tanja Fiedler** (Media disposition)

Tel. +49 8341 96617-86

[tf@felchner-medien.de](mailto:tf@felchner-medien.de)

### Frequency

6 x per year

Membership / participation:



### Bank details

Account holder: Felchner Medien GmbH  
IBAN DE25 7335 0000 0010 4127 81  
BIC BYLADEM1ALG

All prices are subject to VAT at the  
statutory rate.

Price list no. 61 valid Jan 01, 2025

# 11 List of sources of supply

|                |                    |                |                       |               |                  |         |
|----------------|--------------------|----------------|-----------------------|---------------|------------------|---------|
| Editorial plan | Prices and formats | Technical data | <b>Supplier index</b> | Wall calendar | Digital channels | Contact |
|----------------|--------------------|----------------|-----------------------|---------------|------------------|---------|

Promote your company to a wide audience in a long-term and effective way using the **mpk 4.0** supplier directory. Listed in the product categories that cover your portfolio, your entry will keep you visible to your potential customers and open up additional sales opportunities.

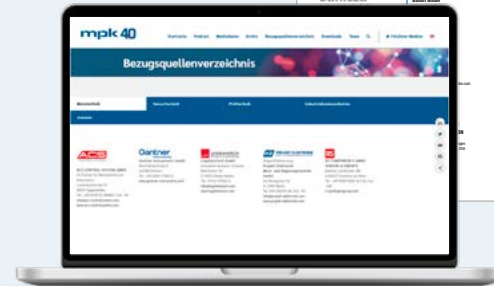
For a detailed order form with a comprehensive overview of product groups, visit: [mpk.felchner-medien.de/downloads/](http://mpk.felchner-medien.de/downloads/)

Or give us a call: we will be happy to send you specific order documents.

|              |                                       |                 |
|--------------|---------------------------------------|-----------------|
| <b>Price</b> | Basic entry with logo per issue       | <b>120.00 €</b> |
|              | 5 lines (max. 26 characters per line) |                 |
|              | per additional category per issue     | <b>65.00 €</b>  |
|              | per additional line                   | <b>10.00 €</b>  |

**Term** The minimum term is 1 year = 6 issues.  
New entries and changes can be made with each issue.

**Payment** Invoicing takes place once a year after publication of the of the first entry. Billing is without discounts and without agency commission.



For further information,  
please contact

**Christoph Gehr**  
Tel. +49 8341 96617-85  
[cg@felchner-medien.de](mailto:cg@felchner-medien.de)



# 12 Wall calendar

|                |                    |                |                |                      |                  |         |
|----------------|--------------------|----------------|----------------|----------------------|------------------|---------|
| Editorial plan | Prices and formats | Technical data | Supplier index | <b>Wall calendar</b> | Digital channels | Contact |
|----------------|--------------------|----------------|----------------|----------------------|------------------|---------|

Put your company in the spotlight and stay in front of your potential customers every day for an entire year in a cost-effective and long-lasting manner.

**2026**  
**mpk**  
**40**

Daten erfassen, verarbeiten, kommunizieren im Industrial IoT

| Januar  | Februar | März    | April   | Mai     | Juni    | Juli    | August  | September | Oktober | November | Dezember |
|---------|---------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|
| 1. ...  | 1. ...  | 1. ...  | 1. ...  | 1. ...  | 1. ...  | 1. ...  | 1. ...  | 1. ...    | 1. ...  | 1. ...   | 1. ...   |
| 2. ...  | 2. ...  | 2. ...  | 2. ...  | 2. ...  | 2. ...  | 2. ...  | 2. ...  | 2. ...    | 2. ...  | 2. ...   | 2. ...   |
| 3. ...  | 3. ...  | 3. ...  | 3. ...  | 3. ...  | 3. ...  | 3. ...  | 3. ...  | 3. ...    | 3. ...  | 3. ...   | 3. ...   |
| 4. ...  | 4. ...  | 4. ...  | 4. ...  | 4. ...  | 4. ...  | 4. ...  | 4. ...  | 4. ...    | 4. ...  | 4. ...   | 4. ...   |
| 5. ...  | 5. ...  | 5. ...  | 5. ...  | 5. ...  | 5. ...  | 5. ...  | 5. ...  | 5. ...    | 5. ...  | 5. ...   | 5. ...   |
| 6. ...  | 6. ...  | 6. ...  | 6. ...  | 6. ...  | 6. ...  | 6. ...  | 6. ...  | 6. ...    | 6. ...  | 6. ...   | 6. ...   |
| 7. ...  | 7. ...  | 7. ...  | 7. ...  | 7. ...  | 7. ...  | 7. ...  | 7. ...  | 7. ...    | 7. ...  | 7. ...   | 7. ...   |
| 8. ...  | 8. ...  | 8. ...  | 8. ...  | 8. ...  | 8. ...  | 8. ...  | 8. ...  | 8. ...    | 8. ...  | 8. ...   | 8. ...   |
| 9. ...  | 9. ...  | 9. ...  | 9. ...  | 9. ...  | 9. ...  | 9. ...  | 9. ...  | 9. ...    | 9. ...  | 9. ...   | 9. ...   |
| 10. ... | 10. ... | 10. ... | 10. ... | 10. ... | 10. ... | 10. ... | 10. ... | 10. ...   | 10. ... | 10. ...  | 10. ...  |
| 11. ... | 11. ... | 11. ... | 11. ... | 11. ... | 11. ... | 11. ... | 11. ... | 11. ...   | 11. ... | 11. ...  | 11. ...  |
| 12. ... | 12. ... | 12. ... | 12. ... | 12. ... | 12. ... | 12. ... | 12. ... | 12. ...   | 12. ... | 12. ...  | 12. ...  |
| 13. ... | 13. ... | 13. ... | 13. ... | 13. ... | 13. ... | 13. ... | 13. ... | 13. ...   | 13. ... | 13. ...  | 13. ...  |
| 14. ... | 14. ... | 14. ... | 14. ... | 14. ... | 14. ... | 14. ... | 14. ... | 14. ...   | 14. ... | 14. ...  | 14. ...  |
| 15. ... | 15. ... | 15. ... | 15. ... | 15. ... | 15. ... | 15. ... | 15. ... | 15. ...   | 15. ... | 15. ...  | 15. ...  |
| 16. ... | 16. ... | 16. ... | 16. ... | 16. ... | 16. ... | 16. ... | 16. ... | 16. ...   | 16. ... | 16. ...  | 16. ...  |
| 17. ... | 17. ... | 17. ... | 17. ... | 17. ... | 17. ... | 17. ... | 17. ... | 17. ...   | 17. ... | 17. ...  | 17. ...  |
| 18. ... | 18. ... | 18. ... | 18. ... | 18. ... | 18. ... | 18. ... | 18. ... | 18. ...   | 18. ... | 18. ...  | 18. ...  |
| 19. ... | 19. ... | 19. ... | 19. ... | 19. ... | 19. ... | 19. ... | 19. ... | 19. ...   | 19. ... | 19. ...  | 19. ...  |
| 20. ... | 20. ... | 20. ... | 20. ... | 20. ... | 20. ... | 20. ... | 20. ... | 20. ...   | 20. ... | 20. ...  | 20. ...  |
| 21. ... | 21. ... | 21. ... | 21. ... | 21. ... | 21. ... | 21. ... | 21. ... | 21. ...   | 21. ... | 21. ...  | 21. ...  |
| 22. ... | 22. ... | 22. ... | 22. ... | 22. ... | 22. ... | 22. ... | 22. ... | 22. ...   | 22. ... | 22. ...  | 22. ...  |
| 23. ... | 23. ... | 23. ... | 23. ... | 23. ... | 23. ... | 23. ... | 23. ... | 23. ...   | 23. ... | 23. ...  | 23. ...  |
| 24. ... | 24. ... | 24. ... | 24. ... | 24. ... | 24. ... | 24. ... | 24. ... | 24. ...   | 24. ... | 24. ...  | 24. ...  |
| 25. ... | 25. ... | 25. ... | 25. ... | 25. ... | 25. ... | 25. ... | 25. ... | 25. ...   | 25. ... | 25. ...  | 25. ...  |
| 26. ... | 26. ... | 26. ... | 26. ... | 26. ... | 26. ... | 26. ... | 26. ... | 26. ...   | 26. ... | 26. ...  | 26. ...  |
| 27. ... | 27. ... | 27. ... | 27. ... | 27. ... | 27. ... | 27. ... | 27. ... | 27. ...   | 27. ... | 27. ...  | 27. ...  |
| 28. ... | 28. ... | 28. ... | 28. ... | 28. ... | 28. ... | 28. ... | 28. ... | 28. ...   | 28. ... | 28. ...  | 28. ...  |
| 29. ... | 29. ... | 29. ... | 29. ... | 29. ... | 29. ... | 29. ... | 29. ... | 29. ...   | 29. ... | 29. ...  | 29. ...  |
| 30. ... | 30. ... | 30. ... | 30. ... | 30. ... | 30. ... | 30. ... | 30. ... | 30. ...   | 30. ... | 30. ...  | 30. ...  |
| 31. ... | 31. ... | 31. ... | 31. ... | 31. ... | 31. ... | 31. ... | 31. ... | 31. ...   | 31. ... | 31. ...  | 31. ...  |

- Calendar format** 795 mm x 550 mm
- Advertising field size** 82 mm x 77 mm, 4-colors
- Print run** 5,000 copies  
Distribution with issue 06.2025 from Nov 20, 2025
- Advertising deadline** Oct 14, 2025
- Price advertising field** **1,100.00 €**

For further information, please contact

**Christoph Gehr**  
Tel. +49 8341 96617-85  
cg@felchner-medien.de

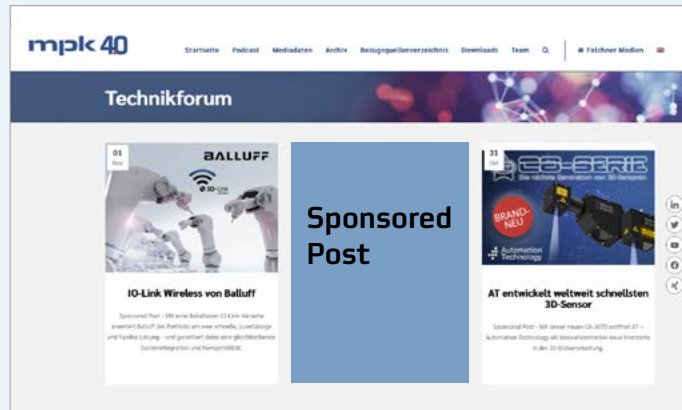


# 13 Sponsored Post

|                |                    |                |                |               |                         |         |
|----------------|--------------------|----------------|----------------|---------------|-------------------------|---------|
| Editorial plan | Prices and formats | Technical data | Supplier index | Wall calendar | <b>Digital channels</b> | Contact |
|----------------|--------------------|----------------|----------------|---------------|-------------------------|---------|

New articles are published as posts on a weekly basis. In this thematic environment, your Sponsored Post will gain a high level of attention. The Sponsored Post offers plenty of space for information.

Sponsored Posts remain in the blog stream for 4 weeks, just like editorial news articles. After that, they will be archived and remain accessible.



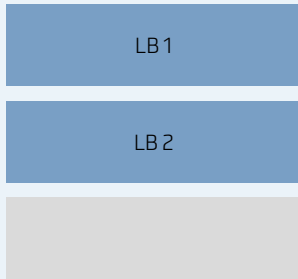
**Usage data:**  
157,894 visitors  
530,279 page views  
per year

**Sponsored Post**  
2,500 types, 1 picture 1000 x 800 px **1,100.00 €**

Please also provide us with German and English versions of your advertising material. You will not incur any additional costs for this.

## 14 Banner formats

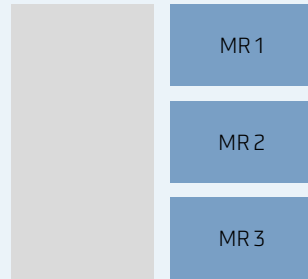
|                |                    |                |                |               |                         |         |
|----------------|--------------------|----------------|----------------|---------------|-------------------------|---------|
| Editorial plan | Prices and formats | Technical data | Supplier index | Wall calendar | <b>Digital channels</b> | Contact |
|----------------|--------------------|----------------|----------------|---------------|-------------------------|---------|



### Leaderboard

730 x 90 px

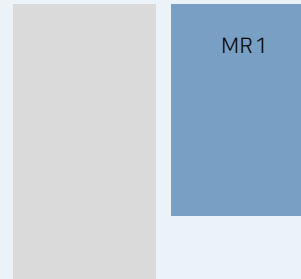
**1,460.00 €** per month



### Medium Rectangle

300 x 250 px

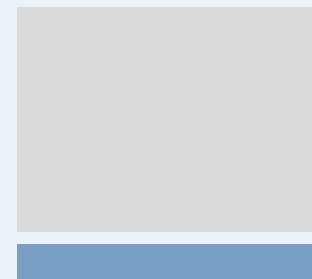
**1,100.00 €** per month



### Large Rectangle

300 x 500 px

**1,460.00 €** per month



### Sticky Footerbanner

950 x 125 px

**1,460.00 €** per month

This is where the industry keeps up to date and where our customers' banners get the attention of **mpk 4.0** readers.

**Get in touch with us!** Whether print or digital: the Felchner Medien team is comfortable in both worlds. No matter what idea you have in mind: talk to us! We will be happy to provide you with a customized offer tailored to your goals that combines the best of the print and digital worlds!

Please also provide us with German and English versions of your advertising material. You will not incur any additional costs for this.

# 15 Newsletter

|                |                    |                |                |               |                  |         |
|----------------|--------------------|----------------|----------------|---------------|------------------|---------|
| Editorial plan | Prices and formats | Technical data | Supplier index | Wall calendar | Digital channels | Contact |
|----------------|--------------------|----------------|----------------|---------------|------------------|---------|

The monthly newsletter of **mpk 4.0** informs about current trends, news and important facts from the world of the Industrial IoT.

Place your advertisement in the **mpk 4.0** newsletter and reach your target group without scattering loss.

|                           |              |              |              |              |
|---------------------------|--------------|--------------|--------------|--------------|
| <b>Monthly newsletter</b> | Jan 28, 2025 | Feb 27, 2025 | Mar 25, 2025 | Apr 29, 2025 |
|                           | May 28, 2025 | Jun 24, 2025 | Jul 22, 2025 | Aug 26, 2025 |
|                           | Sep 23, 2025 | Oct 28, 2025 | Nov 18, 2025 | Dez 16, 2025 |

|                           |                  |                      |
|---------------------------|------------------|----------------------|
| <b>Advertising Format</b> | Text- / image ad | <b>915.00 €</b>      |
|                           |                  | Price per newsletter |

Maximum 45 characters headline,  
maximum 350 characters teaser, including blanks  
Picture: 300 x 200 px – max. 100 kb jpg/png  
Target URL

|  |                 |
|--|-----------------|
| Banner   | <b>915.00 €</b> |
| Format: 590 x 120 px – max. 100 kB jpg/png/gif |                 |

|                         |  |
|-------------------------|--|
| <b>Date of delivery</b> | 5 working days before dispatch to<br>tf@felchner-medien.de |
|-------------------------|--|

**Reach:**  
6,703 receiver  
21% opening rate  
15% click rate  
Stand Q3/2024



[f Newsletter archive →](#)

## 16 Social media

Editorial plan

Prices and formats

Technical data

Supplier index

Wall calendar

**Digital channels**

Contact

### Social-media special: 100 % content, 100 % digital

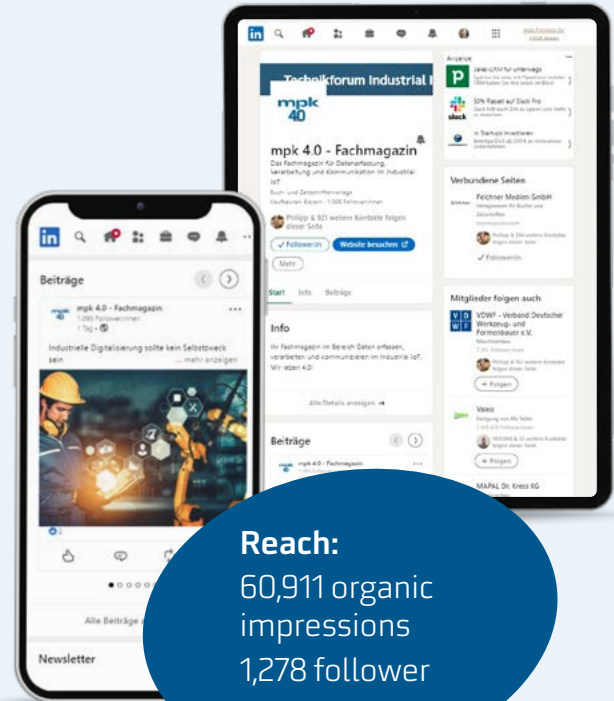
Increase the reach of your articles via the social-media platforms of Felchner Medien.

**Package 1** Posting of the selected article on our LinkedIn channels.

**Price** 290.00 €

**Package 2** Posting and sponsoring of the article on LinkedIn, in order to maximise the target group (min. 22,000) – details by arrangement.

**Price** 540.00 €



**Reach:**  
60,911 organic  
impressions  
1,278 follower  
(July 23 – June 24)



# 17 Technology speed dating

|                |                    |                |                |               |                         |         |
|----------------|--------------------|----------------|----------------|---------------|-------------------------|---------|
| Editorial plan | Prices and formats | Technical data | Supplier index | Wall calendar | <b>Digital channels</b> | Contact |
|----------------|--------------------|----------------|----------------|---------------|-------------------------|---------|

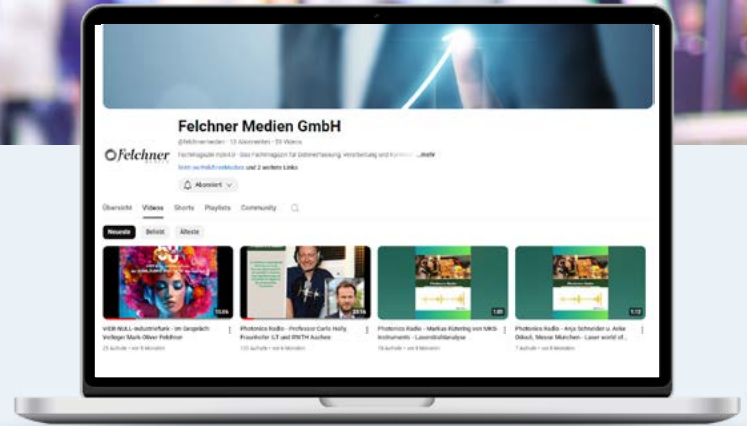


## Technology speed dating with mpk 4.0

Present your trade fair highlight in a short video sequence of max. 90 seconds and use the additional reach of our channels on YouTube and LinkedIn.

Post the presented trade fair highlight on our LinkedIn channels.

**Price** 750.00 €



## VIER NULL Industriefunk

The **mpk 4.0** podcast on the future topics of the industry

### We talk to entrepreneurs, market insiders, researchers, technology and product experts

- Which innovations will shape the evolution of future production?
- How does digitalization change working life, industries and society?
- How can companies successfully shape the transformation? What technologies and products promise the greatest benefit?
  - We produce the podcast for you and publish it on the **mpk 4.0** website, on our social media channels and on the most relevant podcast platforms such as Spotify, YouTube and Podcast.de.
  - The podcast will be handed over to you for your own presentation on your website.

**mpk 4.0-Podcast**    **4,200.00 €**

Prices without discount and agency fee.

For further information, please contact

**Dr. Matthias Laasch** | Host

Tel. +49 8152 9041558

redaktion@felchner-medien.de



„The high level of professionalism in the realisation of the podcast was very impressive and is capable of setting standards.“  
Frederik Dostal, Analog Devices Inc.

In a short video you will find everything important and all interesting facts about the production of your podcast by Felchner Medien.

Take a look inside:



## **Publisher**

Felchner Medien GmbH  
Alte Steige 26  
D-87600 Kaufbeuren  
Managing director:  
Dipl.-Kfm. Mark-Oliver Felchner  
Tel. +49 8341 96617-81  
Fax +49 8341-871404  
info@felchner-medien.de  
www.felchner-medien.de

## **Managing director**

Dipl.-Kfm. Mark-Oliver Felchner  
Tel. +49 8341 96617-81  
mof@felchner-medien.de

## **Publishing director**

Sylvia Felchner  
Tel. +49 8341 96617-82  
sf@felchner-medien.de

## **Editorial team**

Dr. Matthias Laasch (Editor-in-Chief)  
Tel. +49 8152 9041558  
Dr. Matthias Gerlach  
(Deputy Editor-in-Chief)  
Tel +49 8341 96617-88  
redaktion@felchner-medien.de

## **Advertising | marketing**

Christoph Gehr (Advertising manager)  
Tel. +49 8341 96617-85  
cg@felchner-medien.de

## **Media disposition | subscriber service**

Tanja Fiedler  
Tel. +49 8341 96617-86  
tf@felchner-medien.de

## **Trade fairs | events | social media**

Julia Pagelkopf  
Tel. +49 8341 96617-83  
jp@felchner-medien.de

## **Readers' service**

VU.SOLUTIONS GmbH & Co. KG  
Große Hub 10c  
D-65344 Eltville-Martinsthal  
Tel. +49 6123 9238-249  
Fax +49 6123 9238-244  
mpk@vuservice.de

## **Annual subscription**

Domestic (incl. VAT and postage) 125.00 €  
Abroad (excl. VAT, incl. shipping  
costs) 145.00 €  
e-paper (domestic / abroad) 120.00 €  
ISSN 0938-9172

## **Volume**

Volume 61  
Price list no. 61 valid Jan 01, 2025

All prices are subject to VAT at the  
statutory rate.

Please note our general terms  
and conditions

[www.felchner-medien.de/agb](http://www.felchner-medien.de/agb)

## Your contact persons



**Dipl.-Kfm. Mark-Oliver Felchner**

Managing director

Tel. +49 8341 96617-81

[mof@felchner-medien.de](mailto:mof@felchner-medien.de)



**Dr. Matthias Laasch**

Editor-in-Chief

Tel. +49 8152 9041558

[redaktion@felchner-medien.de](mailto:redaktion@felchner-medien.de)



**Dr. Matthias Gerlach**

Deputy Editor-in-Chief

Tel. +49 8341 96617-88

[redaktion@felchner-medien.de](mailto:redaktion@felchner-medien.de)



**Christoph Gehr**

Advertising manager

Tel. +49 8341 96617-85

[cg@felchner-medien.de](mailto:cg@felchner-medien.de)



**Sylvia Felchner**

Publishing director

Tel. +49 8341 96617-82

[sf@felchner-medien.de](mailto:sf@felchner-medien.de)



**Tanja Fiedler**

Media disposition |

subscriber service

Tel. +49 8341 96617-86

[tf@felchner-medien.de](mailto:tf@felchner-medien.de)



**Julia Pagelkopf**

Trade fairs | events |

social media

Tel. +49 8341 96617-83

[jp@felchner-medien.de](mailto:jp@felchner-medien.de)