

**ciA**

*CAN in Automation GmbH*

*Media kit*  
*2024*

*CAN Newsletter magazine*

*CiA Product Guides*

*CiA product panels*

*Cross media*



*CAN in Automation*

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**32 656**

downloads of complete magazine



**214 797**

downloads of single articles



**149**

Countries coverage

### ***CiA publication distribution***

CiA publications are focused on CAN technology. The given figures refer to one year (July 2022 to June 2023) and are based on Google Analytics.

<b><i>CAN Newsletter magazine*</i></b>	32 656	downloads of complete magazine
	214 797	downloads of single articles
<b><i>CiA Product Guides*</i></b>	33 073	page views per year
<b><i>CAN Community News</i></b>	22 337	subscribers

\*These publications are referenced in the CAN Community News.

*Facts & figures*





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### **Overview**

CiA publications provide technical information on CAN technology, CAN-related products and services, as well as on CAN applications and developments in this field. They are intended for CAN users and decision makers. In 2023, readers and visitors from 149 countries were reached.

### **Advertising in CiA's publications**

CiA offers several advertising opportunities for your CAN-related products and services:

- Advertisement in the CAN Newsletter magazine
- CiA Product Guides are referenced in other CiA publications
- Advertisement in special-purpose CiA publications

### **Appeal to the CAN community directly with CiA publications!**

All CiA publications are hyperlinked to each other. This includes the CAN Newsletter magazine, the CiA Product Guides, the CAN Community News, and social media channels.

### **Editorial team**



Olga  
Fischer



Nickel  
Plankermann



Holger  
Zeltwanger

### **Marketing team**



Julia  
Dallhammer



Tobias  
Kammerer

For any subject, feel free to contact us via e-mail:

Editorial team: [pr@can-cia.org](mailto:pr@can-cia.org)

Marketing team: [marketing@can-cia.org](mailto:marketing@can-cia.org)

or by phone: +49-911-928819-0

or you can make an appointment for an e-meeting.





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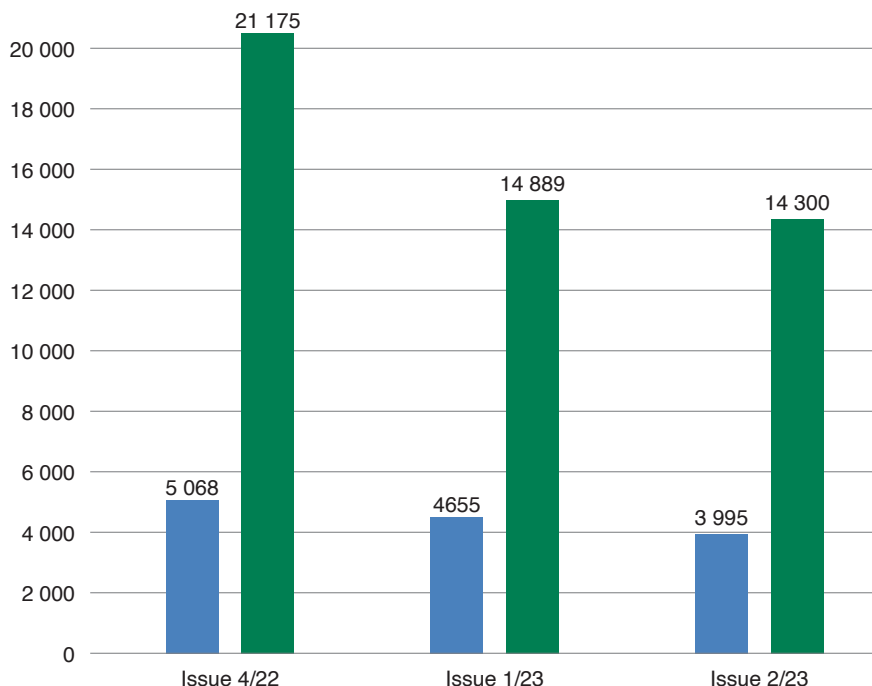
### CAN Newsletter magazine

The CAN Newsletter magazine (pdf) provides latest technical developments and application reports for CAN newcomers and CAN experts. Side notes provide service information such as abstracts, summaries, links, and brief company or technical background information.

Issue	1/24	2/24	3/24	4/24
<b>Publication date</b>	March 01	June 01	September 01	December 01
<b>Closing date for editorials</b>	January 20	April 12	July 19	October 06
<b>Closing date for ad orders</b>	February 06	May 05	August 07	October 23
<b>Closing date for art work</b>	February 15	May 17	August 18	November 13

Scope analysis 2023	Quantity
<b>Articles in issues 2023</b>	49
<b>Advertising companies in 2023</b>	15

CAN Newsletter magazine 2022/2023  
 Downloads from publication date (status July 2023):  
 - [complete magazine](#)  
 - [single articles](#)



Figures from Google Analytics

CAN Newsletter magazine

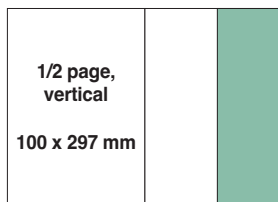
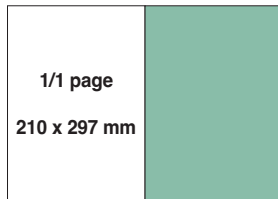




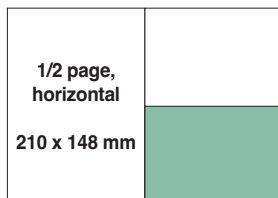
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**CAN Newsletter magazine advertisements**



or



CAN Newsletter magazine	CiA members	Non-members
<b>1/1 page, full color advertisement</b>		
1 issue	1.650,00 €	1.980,00 €
2 issues	2.970,00 €	3.564,00 €
3 issues	4.332,00 €	5.197,00 €
4 issues	5.610,00 €	6.732,00 €

CAN Newsletter magazine	CiA members	Non-members
<b>1/2 page, full color advertisement horizontal or vertical</b>		
1 issue	1.105,00 €	1.326,00 €
2 issues	1.989,00 €	2.387,00 €
3 issues	2.900,00 €	3.480,00 €
4 issues	3.757,00 €	4.508,00 €

All rates are given in Euro excluding German VAT. Please contact us at [marketing@can-cia.org](mailto:marketing@can-cia.org) for your individual offer.

CAN Newsletter magazine advertisements





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### **CiA Product Guides**

CiA Product Guides list CAN, CANopen, or J1939 products and services. Besides your technical description, worldwide contacts for sales and engineers are given.



### **Analysis**

Total page views: 33 073

Total CiA Product Guide entries: 185

Visitors worldwide

Source: Google Analytics, from July, 2022 to June, 2023.

CiA Product Guides CANopen, CAN and J1939	CiA members	Non-members	Special rates
Each entry (1 year duration)	250,00 €	500,00 €	on request

CiA Product Guide entries have a duration of one year, starting with the date of publication. With the order confirmation you receive instructions on how to provide your material for your entry in the CiA Product Guides.

*CiA Product Guides*





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### Further marketing opportunities

CiA offers further opportunities to advertise your CAN-related products and services. This includes for example product panels on the CiA exhibition stands.

For more details, please visit our website at [www.can-cia.org](http://www.can-cia.org). Furthermore, we recommend that you subscribe to our advertising sales e-mail distribution list for staying informed on latest CiA marketing opportunities.

Simply send us an e-mail with your contact details to [marketing@can-cia.org](mailto:marketing@can-cia.org).

Further marketing opportunities







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### **General information**

Rates: All rates are given in Euro excluding German VAT and do not include any agency discount.

CAN Newsletter magazine: Please, send your artwork preferable as pdf file with a 300-dpi resolution by e-mail to [marketing@can-cia.org](mailto:marketing@can-cia.org).

General: Please, send all information to be advertised and to be used for editorial purposes only in English language.

Press: Our editors are looking forward to receiving your press releases and detailed technical articles at [pr@can-cia.org](mailto:pr@can-cia.org).

### **Contact data**

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*General information*

