

CiA publications - Media kit 2019



Home

CiA publications provide technical articles including expert information for system designers, for development engineers, and for decision makers working with CAN technology.

CiA publications are addressed to readers all over the world, working with embedded CAN-based networks.

Advertising in CiA's publications

CiA offers several advertising opportunities for your products and services:

- Advertisements in the CAN Newsletter magazine (pdf) combined with banner ads in the CAN Newsletter Online
- Banner ads in the CAN Newsletter Online
- Banner ads in CiA's Weekly Telegraph for actual product or event announcements
- Product entries in the CiA Product Guides, which are linked to the related frames in the CAN Newsletter Online

Please, feel free to [contact us](#). We look forward to providing you with an offer according to your requirements.

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[CAN Newsletter \(CNL\)](#)

[CiA Product Guides](#)

[Information](#)

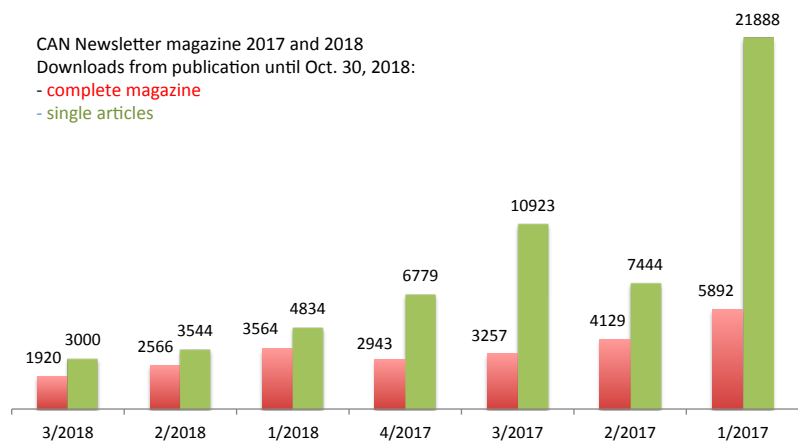
www.can-newsletter.org

www.cia-productguides.org

CAN Newsletter magazine – Overview

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

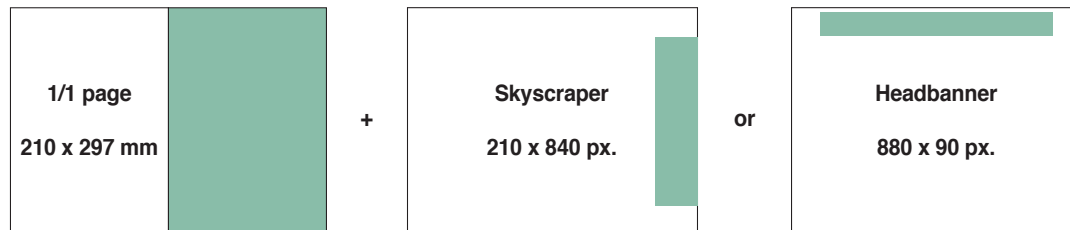
Issue	1/19	2/19	3/19	4/19
Publication date	February 20	June 3	September 2	November 20
General topics	Technology articles, application-reports, interviews, company profile, application notes, etc.			
Closing date for editorials	January 04	April 18	July 19	September 30
Closing date for ad orders	January 18	May 3	August 2	October 15
Closing date for art work	February 1	May 10	August 10	November 1



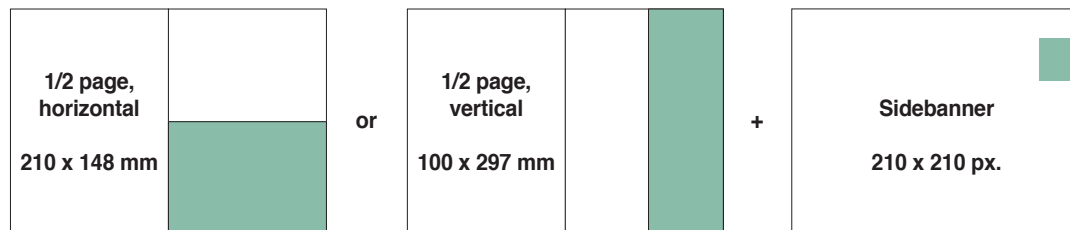
Figures from Google



CAN Newsletter magazine advertisements



	CiA members	Non-members
1/1 page, full color advertisement + skyscraper or headbanner		
1 issue + 3-months banner	1.650,00 €	1.980,00 €
2 issues + 6-months banner	2.970,00 €	3.564,00 €
3 issues + 9-months banner	4.332,00 €	5.197,00 €
4 issues + 12-months banner	5.610,00 €	6.732,00 €



	CiA members	Non-members
1/2 page, full color advertisement horizontal or vertical + sidebanner		
1 issue + 3-months banner	1.105,00 €	1.326,00 €
2 issues + 6-months banner	1.989,00 €	2.387,00 €
3 issues + 9-months banner	2.900,00 €	3.480,00 €
4 issues + 12-months banner	3.757,00 €	4.508,00 €

All rates are given in Euro plus German VAT. Different combinations of advertisement and banner sizes are possible. Please, ask for your special offer.

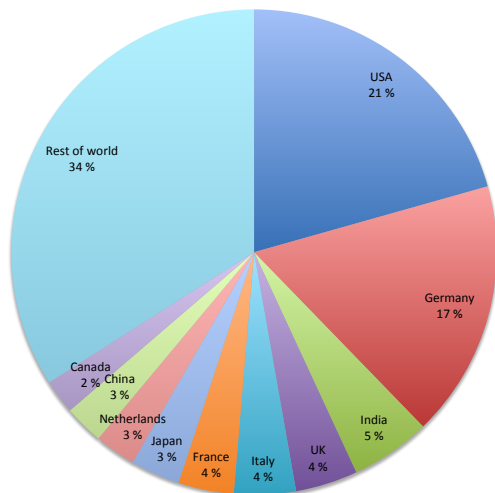
• [Orderform](#)

CAN Newsletter Online - Banner ads

Category pages	Skyscraper (210 x 840 px.)		Headbanner (880 x 90 px.)		Sidebanner (210 x 210 px.)	
Duration	CiA members	Non-members	CiA members	Non-members	CiA members	Non-members
3 months	600,00 €	720,00 €	500,00 €	600,00 €	300,00 €	360,00 €
6 months	1.080,00 €	1.296,00 €	900,00 €	1.080,00 €	540,00 €	648,00 €
9 months	1.575,00 €	1.890,00 €	1.312,00 €	1.575,00 €	787,00 €	945,00 €
12 months	2.040,00 €	2.448,00 €	1.700,00 €	2.040,00 €	1.020,00 €	1.224,00 €

Start (home) page	Skyscraper (210 x 840 px.)		Headbanner (880 x 90 px.)		Sidebanner (210 x 210 px.)	
Duration	CiA members	Non-members	CiA members	Non-members	CiA members	Non-members
3 months	1.200,00 €	1.440,00 €	1.000,00 €	1.200,00 €	600,00 €	720,00 €

Each banner ad is also published on the four category overview pages (limited to one company, three months a year).



Average monthly page views: 11900
 Average monthly visitors: 6900
 Average session duration: 01:22 min

Visitors worldwide
 June 2017 to May 2018
 Figures from Google

The screenshot shows the CAN Newsletter Online interface. At the top, there's a navigation bar with categories: HARDWARE, SOFTWARE, TOOLS, ENGINEERING, MAGAZINE, and SUBSCRIBE. Below this is a search bar. The main content area features a large banner advertisement for 'Ioibus Breakaway, diagnostic, and in-cab connectors' with a background image of a tractor. Below the banner are several smaller article teasers, including 'CAN-BASED SOFTWARE For assembly control systems', '32-BIT MCU With two CAN modules on chip', and 'CAN I/O Multi-purpose I/O board'.

• Orderform

CiA´s Weekly Telegraph - Banner ads

Headbanner (560 x 60 px.)		
Calender week	CiA members	Non-members
Per banner and mailing	250,00 €	350,00 €

Subscribers in 2018: approximately 13.000

CiA Product Guide

CANopen, CAN and J1939	CiA members	Non-members	Special rates
Each product guide entry	250,00 €	500,00 €	on request

Product guide entries will run for one year from date of publication.
 With our order confirmation you will receive instructions on how to provide your material for your product guide entries.

Technical data

- Rates: All rates are given in Euro plus German VAT and do not include any agency discount. We will be glad to provide special offers on request.
- Art work for ads in CNL: Please, send your artwork preferably as pdf-file in print-resolution by email to publications@can-cia.org.
- Banner ads: Please, send your files as gif-, jpg-, png- or flash-files to publications@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 look forward to receiving your technical articles at pr@can-cia.org.

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CAN Newsletter (CNL)

www.can-newsletter.org

CiA Product Guides

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Information

Contact data

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