

CiA publications - Media kit 2017



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Advertising in CiA's publications

CiA offers several opportunities for advertising your products and services:

- Advertisements in the CAN Newsletter pdf-magazine combined with banner-ads in the CAN Newsletter Online
- Banner-ads in the CAN Newsletter Online with different durations
- Banner-ads in CiA's Weekly Telegraph (especially suited for event announcements, product news, etc.)
- Sponsored links in the CAN Newsletter Online, either topic (frame) related (temporarily bookable) or article (page) related (staying permanently with your article)
- Product entries in the CiA Product Guide (valid for one year) are linked to the related frames in the CAN Newsletter Online automatically

Please [contact us](#), we will be glad to provide you an offer according to your request and budget.

CAN Newsletter pdf-magazine – Overview

CAN in Automation is going to celebrate its 25th anniversary in March 2017.

Therefore the first issue of the CAN Newsletter magazine 2017 will be published in print as the special anniversary issue. It will be distributed during the 16th international CAN Conference in Nuremberg (Germany) and during the Embedded world 2017 exhibition. Additionally, the anniversary issue will be available as downloadable PDF-file as well.

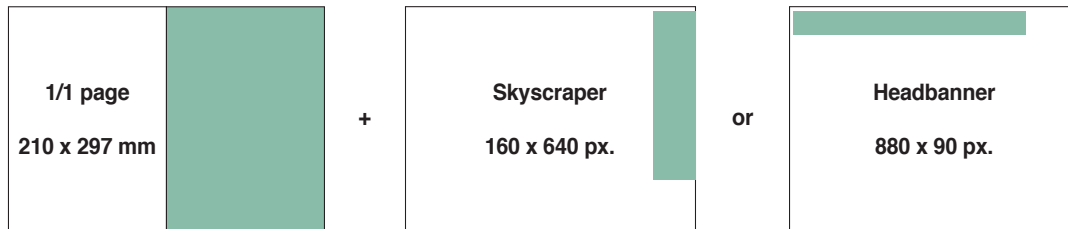
Please plan your advertisement for this special issue in time and contact us with any questions (publications@can-cia.org).

If you want to submit a technical article for the anniversary issue, please contact our editors (pr@can.cia.org)

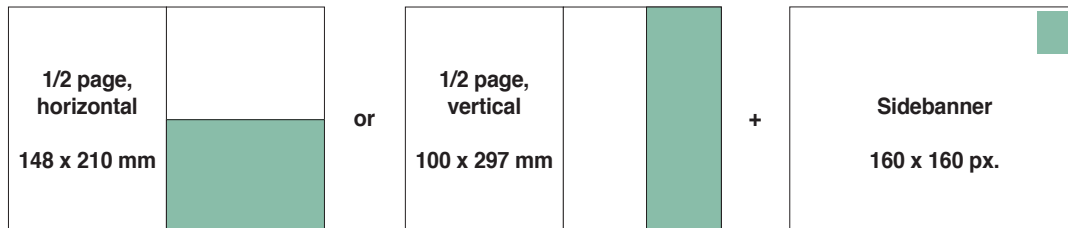
Issue*	1/17 anniversary issue *	2/17	3/17	4/17
Publication date	March 1	June 1	September 1	December 1 (November 28)
General topics	Technology articles, application-reports, interviews, company profile, application notes, etc.			
Closing date for editorials	January 16	May 2	August 1	October 27
Closing date for ad orders	January 16	May 2	August 1	October 27
Closing date for art work	January 27	May 11	August 10	November 7

* For this issue we need your artwork in print resolution! Special issues on request.

CAN Newsletter magazine advertisements



	CiA-members	Non-members
Full color advertisement + skyscraper or headbanner		
1 issue + 3-months banner	1600,00 €	1780,00 €
2 issues + 6-months banner	2990,00 €	3400,00 €
3 issues + 9-months banner	4375,00 €	4925,00 €
4 issues + 12-months banner	5500,00 €	6400,00 €



	CiA-members	Non-members
Full color advertisement horizontal or vertical + sidebanner		
1 issue + 3-months banner	1020,00 €	1170,00 €
2 issues + 6-months banner	1975,00 €	2250,00 €
3 issues + 9-months banner	2865,00 €	3260,00 €
4 issues + 12-months banner	3690,00 €	4210,00 €

Combinations of advertisement sizes with other banner sizes are possible. Please ask for your special offer.

• [Orderform](#)

CAN Newsletter Online - Banner-ads

Duration	Skyscraper (160 x 640 px.)		Headbanner (880 x 90 px.)		Sidebanner (160 x 160 px.)	
	CiA-members	Non-members	CiA-members	Non-members	CiA-members	Non-members
3 months	600,00 €	700,00 €	450,00 €	530,00 €	300,00 €	350,00 €
6 months	1.100,00 €	1.250,00 €	850,00 €	960,00 €	575,00 €	650,00 €
9 months	1.500,00 €	1.750,00 €	1.200,00 €	1.360,00 €	825,00 €	920,00 €
12 months	1.800,00 €	2.200,00 €	1.500,00 €	1.740,00 €	1.050,00 €	1.170,00 €

CAN Newsletter Online - Sponsored links

Sponsored links	Number / Duration	Rates CiA-members	Rates non-members
Page-related links	1 link	65,00 €	79,00 €
	3 links	120,00 €	150,00 €
Frame-related links	1 month	65,00 €	79,00 €
	3 months	120,00 €	150,00 €
	6 months	210,00 €	270,00 €
White papers	1 piece	300,00 €	350,00 €

Page-related sponsored links may be EDS files, data sheets, product manuals, catalogues, brochures, application notes, software updates.

CiA´s Weekly Telegraph - Banner-ad (880 x 90 px.)

Calender week	Rates CiA-members	Rates non-members
per banner and mailing	250,00 €	350,00 €

• [Orderform](#)

CiA Product Guide

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

Product entries will run for one year from date of publication.

After receipt of your order we send an order confirmation, as well as detailed instructions on how to achieve best results on your product entries.

Statistics 2016

CAN Newsletter Online		
Visits	88353	Most important countries: Germany, USA, Great Britain, Italy France, India, Japan, Netherlands, Sweden, China
Impressions	161714	
CiA Product Guide		
Impressions	40934	Most important countries : Germany, USA, China, India, Great Britain, France, Italy, Netherlands, Japan, Spain
CiA's Weekly Telegraph		
Subscribers 2016	16000	

CAN Newsletter magazine (pdf)		
Issues	Downloads complete issue	Downloads single articles
4/2015	3059	6107
1/2016	16490	5029
2/2016	18224	12607

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CAN Newsletter (CNL)

CiA Product Guide

Statistics

Information

www.can-newsletter.org

www.cia-productguides.org

Technical data

Rates:

They are given all in € 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 with embedded fonts in web-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 your advertisements, product entries, banners, and articles only in English language.

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www.can-newsletter.org

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Contact data

Publisher

CAN in Automation GmbH
Kontumazgarten 3
DE-90429 Nuremberg

Phone: +49-911-928819-0
Fax: +49-911-928819-79
headquarters@can-cia.org
www.can-cia.org

Editors

Holger Zeltwanger
(responsible according to the press law)

pr@can-cia.org

Cindy Weißmüller
Nickel Plankermann

Advertising

Gisela Scheib
(responsible according to the press law)

publications@can-cia.org

Gertraud Weber