

# Automazione News

THE FIRST AUTOMATION PLATFORM  
FOR MANAGERS AND AUTOMATION

## info

Frequency: Monthly

Yearly issues 10

Established: 1968

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## magazine

### DESCRIPTION

Automazione News is the first integrated platform that includes a magazine and web portal dedicated to managers, engineers, and technicians working in the industrial sector who are interested in automation, providing them with the necessary tools to stay updated on the latest technological innovations and best practices.

The monthly magazine explores the new frontiers of industrial automation, such as artificial intelligence, collaborative robotics, and the Internet of Things, and analyzes their impact on production processes. It also offers theoretical insights on topics like the design of automatic systems, process control, and predictive maintenance, along with case studies from companies that have successfully implemented automation solutions.

The web portal provides the fastest and most powerful updates on the most important technological and market innovations.

The Automazione News platform is at the center of an integrated communication system that includes, in addition to the magazine and web portal, social media, newsletters, e-magazines, videos, webinars, white papers to support lead generation and content marketing projects, conferences, seminars, and events tailored to the advertiser's needs.

### ORMA – Observatory on Autonomous Mobile Robots

AutomazioneNews platform serves as the foundation for a permanent market study dedicated to the field of AMR, or Autonomous Mobile Robots. This market analysis activity is carried out in collaboration with the i-FAB research group led by Professor Tommaso Rossi at Carlo Cattaneo University – LIUC, with the aim of analyzing the technological and application aspects of AMR, as well as the real investment and introduction potential in manufacturing companies



491k

DIVISION TOTAL CONTACTS

43k

MAGAZINE TOTAL CONTACTS

72k

DIGITAL TOTAL CONTACTS

43k

SUBSCRIPTIONS

31k

WORLD MAGAZINE

76k

FIERE

### READERS

The careful segmentation of readers allows for more effective and engaging communication, increasing market relevance.

#### Managerial Area

- **Production Directors:** Interested in solutions to optimize production processes, increase efficiency, and reduce costs.
- **Technical Directors:** Focused on advanced technological solutions, process optimization, maintenance management, and plant safety.
- **Department Heads:** Focused on implementing new technologies and daily management of production lines.
- **Process Engineers:** Seek technical insights on the latest innovations in the field of automation.
- **R&D Directors:** Interested in new technologies and their potential applications in the company's products and processes.
- **IT Directors:** Involved in the selection and implementation of software and hardware solutions for automation.
- **Purchasing Managers:** Responsible for selecting suppliers of systems and components for automation.

#### Operational Area

- **Automation Systems Designers:** Deal with the overall design of automation systems, from requirement analysis to final implementation, and have a strong interest in innovative solutions and emerging technologies.
- **Maintenance Technicians:** Look for practical information on maintenance and repair of automatic systems.
- **Production Operators:** Interested in improving their skills in using machines and automated systems.
- **PLC and Robot Programmers:** Seek updates on new technologies and best programming practices.
- **Electricians and Instrument Technicians:** Interested in news in the field of industrial electronics and instrumentation.

## web

### SITE

AutomazioneNews.it is the information and analysis

## rates

### MAGAZINE

Full page 230×285 mm + bleed	3.000 €
1/2 page horizontal 230×140 mm + bleed	1.700 €
1/2 page vertical 112×285 mm + bleed	1.700 €
Front cover 230×170 mm + bleed	5.900 €
Inside front cover 230×285 mm + bleed	3.900 €
Inside back cover 230×285 mm + bleed	3.800 €
Outside back cover 230×285 mm + bleed	4.600 €
Folder in Front cover 454×285 mm + bleed	8.300 €
Folder in Outside back cover 454×285 mm + bleed	6.900 €
1st right hand page 230×285 mm + bleed	3.900 €
Advertorial 230×285 mm + bleed	3.600 €

### WEB

Leaderboard 728×90 pixel	2.000 €
Box 300×250 pixel	2.000 €
Injection	3.000 €
Pop-up	3.000 €
Skin	4.000 €
Sponsored content image, text, URL	2.000 €
Parallax	3.000 €
Video read 1.920×1.030 pixel	1.000 €

### NEWSLETTER

Banner 728×90 pixel	2.000 €
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### NEWSLETTER

Sponsored content image, text, URL	2500 €
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### NEWSLETTER SPECIAL

ClickTheGear Banner	contact us
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### DIGITAL MAGAZINE

Cover 1.536×1.700 pixel	3.200 €
Page 2,3,4,5 150×200 mm 300 dpi	1.500 €
Page 150×200 mm 300 dpi	1.100 €

### DEM

Contact collection dem	4.500 €
Advertising Dem	2.500 €

### LEAD GENERATION

Basic campaign	7.500 €
Repeated campaign	contact us
Pillar campaign	contact us

### EVENTS

Conferences, networking events, Focus meetings at customer's location or at our headquarters	contact us
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### WEBINAR

Eventi online, presso il cliente, presso la nostra sede o da remoto	5.500 €
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portal dedicated to the world of automation and digital transformation for Italian industry, supported by the authority of three of the most widely read magazines in the manufacturing industry: Automazione Integrata, Automazione Industriale. Factory automation, smart manufacturing, process control and digital transformation are the contents of the portal that allow you to know and understand the world of automation at 360°. Interviews, insights into automation technologies and products, white papers and downloadable documents, webinars, video interviews and video guides, a weekly newsletter and constant presence at the main events in the sector allow AutomazioneNews.it to provide timely and quality information.

## newsletter

### NEWSLETTER

#### AUTOMAZIONENEWS

AutomazioneNews newsletter is the best weekly full immersion in the world of industrial automation and digital transformation.

The Editorial team carefully selects the most interesting content, and the most useful insights related to automation applied in utilities and manufacturing and process contexts.

What can be found in the AutomazioneNews newsletter?

- MARKET RESEARCH AND ANALYSIS conducted by universities, institutions, or associations
- BOOKS AND COURSES essential for professional development
- IN-DEPTH INFORMATION ON HARDWARE AND SOFTWARE TECHNOLOGIES for automation applications in process control and monitoring
- CASE STUDIES where companies share how they are facing the challenges of digital and energy transition
- WHITE PAPERS on key topics of industrial automation in smart factory and smart utility contexts
- TECHNICAL WEBINARS with contributions from authoritative voices in the field of industrial automation

Every Thursday of the week there are already 75,000 professionals receiving the AutomazioneNews newsletter.

### CLICK THE GEAR

ClickTheGear is the newsletter aimed at the mechanical manufacturing industry. It offers a weekly selection of content published on the Manufacturing Division websites. It boasts an average Open Rate of 20% and a Click-to-Open Rate of 10 to 15%.

## editorial plan

# Automazione News

### 1 • January

Focus: Hybrid and Federated Artificial Intelligence  
Supply Chains: Pharma and Biomedical

### 2 • February

Focus: 3D Printing: Additive Manufacturing for Functional Production  
Supply Chains: Aerospace  
A&T Automation & Testing • Turin – Feb 11-13

### 3 • March

Focus: Robotics: End effectors and smart grippers  
Supply Chains: Food & Beverage  
MecSpe • Bologna – Mar 4-6

### 4 • April

Focus: Safety and Security by Design  
Supply Chains: Chemical Industry

### 5 • May

Focus: Data Center 5.0  
Supply Chains: Automotive  
Sps Ipc Drives Italia • Parma – May 26-Jun 28

### 6 • June

Focus: Human-machine interaction  
Supply Chains: Logistics / Intralogistics

### 7 • July

Focus: Digital Twin and immersive environments for training  
Supply Chains: Transport (rail/naval)

### 8 • September

Focus: Control systems and Industrial Business Continuity  
Supply Chains: Energy & Utility

### 9 • October

Focus: Intelligent Artificial Vision  
Supply Chains: Metallurgy / Mechanics  
Bimu • Milan – Oct 13-16  
A&T Nordest • Vicenza – Oct 28-30

### 10 • November

Focus: Reverse manufacturing. Automated Circular Economy  
Supply Chains: Agriculture / AgriTech

### 11 • December

Focus: Smart Actuators and Servo Drives  
Supply Chains: Smart Infrastructure