

Automations praxis

Media Kit **2026**

Print

Digital

Content marketing

Leads

Events & web sessions



One click takes you straight to the topics that matter to you!

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“What trends are shaping the field of robotics? Where are cobots, mobile robots, and humanoid robots headed? How is AI influencing the future of robotics? What exciting real-world solutions are already available today? With Automationspraxis, you can access the latest insights into robotics and intelligent automation in the magazine, on the website, in the newsletter and via LinkedIn. Automationspraxis also promotes interactive knowledge and experience sharing through web sessions and expert forums.”

Armin Barnitzke, Editor-in-Chief

Our editorial team on video!

Automationspraxis – smart robotics and intelligent automation

As a specialist publication focusing on smart robotics and intelligent automation, Automationspraxis always prioritises tangible solutions and real benefits. Editorial coverage is therefore defined by successful application examples.

We focus primarily on the latest trends in robotics, including industrial robots, collaborative robots (cobots), mobile robots, intelligent AI-driven robots, and humanoids. This is why Automationspraxis is the leading robotics magazine in Germany.

We provide context and evaluation, explaining what megatrends such as digitalisation and AI mean for everyday industrial practice. We are constantly in dialogue with key players and decision-makers in the industry, regularly publishing exclusive interviews, in-depth profiles, and valuable background reports.

As a modern media brand, we naturally offer a high-quality print magazine as well as strong online and social media channels. One of our particular strengths lies in our event expertise: through our web sessions and expert forums, we facilitate conversation between users and providers.



The editorial team



**Dipl.-Ing. (BA)
Armin Barnitzke**
Editor-in-Chief
☎ +49 711 7594-425
armin.barnitzke@konradin.de



Daniela Engel
Editorial Assistant
☎ +49 711 7594 452
daniela.engel@konradin.de

Social media

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Print

Digital

Content marketing

Leads

Events & web sessions

01 Title:	Automationspraxis	
02 In brief:	A practical and user-oriented trade magazine covering all aspects of robotics and flexible factory automation. Automationspraxis focuses on operational automation solutions in the manufacturing industry across all sectors.	
03 Target group:	Managing directors, plant managers and decision-makers in production-related management as well as specialists and executives looking for automation solutions for their own company.	
04 Frequency:	6 issues per year	
05 Format:	DIN A4	
06 Year:	21 st year 2026	
07 Subscription price:	Annual subscription:	
	Germany	€65.40
	Abroad	€65.40
08 Organ:	—	
09 Memberships:	bvik Bundesverband Industrie Kommunikation e.V.	

10 Publishing house:	Konradin-Verlag Robert Kohlhammer GmbH Ernst-Mey-Straße 8, 70771 Leinfelden-Echterdingen		
11 Publisher:	Katja Kohlhammer		
12 Advertising:	Joachim Linckh, Sales Director		
13 Editorial:	Armin Barnitzke, Editor-in-Chief		
14 Pagination analysis 2024 = 6 issues			
Total pages:	396 pages	=	100.0%
Editorial:	294 pages	=	74.2%
Advertising:	102 pages	=	25.8%
Loose inserts:	1 piece		
15 Content analysis of the editorial section in 2024	294 pages	=	100.0%
Robotics in practice	112 pages	=	38.0%
Assembly and handling technology	65 pages	=	22.0%
Digitalisation	43 pages	=	15.0%
Logistics and material flow	41 pages	=	14.0%
Controls/drives/ automation components	21 pages	=	7.0%
Vision/quality assurance/metrology	12 pages	=	4.0%



DIGITAL CHANNELS

MAGAZINE

Print magazine
print circulation 8,000

✓ E-paper 4,286

Total circulation
per issue 12,286
(plus additional print copy readers)

12,286
CONTACT OPPORTUNITIES

NEWSLETTER

✓ Editorial newsletter
per issue 4,259
Recipient addresses

Total circulation
2x per month 8,518

8,518
CONTACT OPPORTUNITIES

WEBSITE

www.automationspraxis.de

✓ Website per month Pls: 34,739
Users: 21,825

34,739
CONTACT OPPORTUNITIES

SOCIAL MEDIA / DIGITAL

✓ LinkedIn
followers 9,138

✓ Yumpu
per issue 8,518

TOTAL CROSS-MEDIA CONTACT OPPORTUNITIES per issue: 55,543

✓ Newsletter reporting, July 2025

✓ LinkedIn, July 2025

✓ Matomo, 1st HY 2025

✓ Yumpu, 1st HY 2025

For print inserts, partial circulation by postcode area is also possible. See page 15 for more details.

Postcode zone	0	1	2	3	4	5	6	7	8	9
Print run	458	398	598	726	730	798	714	1,922	1,058	546

1.1 Industries/industrial sectors: Recipient categories		Contact opportunities	
Industry codes acc. to classification of industrial sectors 2008	%	Readers	
10 Manufacture of foodstuffs and animal feeds	10.5	1,290	
11 Manufacture of beverages	1.4	174	
25 Manufacture of metal products	12.9	1,585	
26 Manufacture of data processing devices, electronic and optical products	6.8	835	
27 Manufacture of electrical equipment	5.5	676	
28 Mechanical engineering	25.6	3,145	
29 Manufacture of motor vehicles and vehicle components	15.0	1,843	
30 Other vehicle manufacturing	7.1	872	
31 Furniture manufacturing	3.9	479	
32 Manufacture of other goods	11.3	1,388	
	100.0	12,286	

1.2 Company size:		Contact opportunities Print magazine	
	%	Readers	
1 – 9 employees	6.6	811	
10 – 49 employees	10.8	1,327	
50 – 99 employees	13.8	1,695	
100 – 199 employees	15.3	1,880	
200 – 499 employees	17.6	2,162	
500 – 999 employees	20.0	2,457	
1,000 an more employees	13.6	1,671	
Not specified	1.0	123	
Non-commercial (colleges, etc.)	1.3	160	
	100.0	12,286	

2.1 Job function:		Contact opportunities Print magazine	
	%	Readers	
1 Area of responsibility			
General management	11.3	1,388	
Works management	17.2	2,113	
Production	10.6	1,302	
Production management	31.0	3,809	
Project preparation/planning	12.5	1,539	
Work preparation	6.3	774	
Industrial safety/safety engineering	5.7	700	
Maintenance	5.4	663	
	100.0	12,286	
2 Position in company			
Owner/managing director/plant manager	29.7	3,649	
Department managers in production-related management	28.0	3,440	
Group leader/master craftsman in craft segment	24.4	2,998	
Skilled worker/master craftsman	17.5	2,150	
No information	0.4	49	
	100.0	12,286	

Through its address management activities, Konradin constantly updates and enhances the address data of its target audience through a series of integrated measures – from the collection of company addresses from the commercial register to the use of telemarketing campaigns to enhance personal data.

Contact us for more information!

Robotics:

Industrial robots, articulated robots, delta robots, SCARA robots, gantry robots, linear robots, welding robots, palletising robots, cobots/collaborative robots, low-cost robotics, pick & place, service robots, mobile robotics, robot programming, robot control

In issues 1, 2, 3, 4, 5, 6

IoT/digitalisation:

Industry 4.0, digitalisation of production, machine learning/artificial intelligence, cloud & edge computing, data analytics, production IT (MES, PPC, MDA), simulation, digital twin, virtual commissioning

In issues 2, 3, 4, 6

Handling/assembly:

Electric grippers, pneumatic grippers, vacuum grippers, handling systems, clamping technology, assembly automation, joining technology (welding/bonding/screwing), positioning systems, material feeders, workpiece carrier transport, machine linking

In issues 1, 2, 3, 4, 5

Sensors/vision:

Sensors, vision sensors, cameras, 3D vision, image processing systems, vision software, inspection and measuring systems, quality assurance, robot vision, bin picking

In issues 2, 3, 5, 6

Intralogistics:

Transport systems, conveyor technology, storage systems, order picking, labelling, marking and identification systems, automated guided vehicles (AGVs), autonomous mobile robots (AMRs)

In issues 1, 3, 4, 5

Automation:

Control systems (PLC/motion control), safety, connectivity, industrial communication, cable and connector technology, energy supply systems/energy chains, drive technology, machine elements

In issues 1, 2, 4, 5, 6



Cross-media increases success!

Highlights of robotics and automation

Newsletter

Editors' special newsletter

E-mailing

Display ads

Standalone newsletter

Lead generation through white papers and webinars


Content marketing

Premium company profile

Video at your booth

Plan with our digital offers >> Further information from page 19

Issues	Technology	Special/feature	Fairs/events
<h2>1/2026</h2> <p>Publication date: 20.02.2026</p> <p>Editorial deadline: 21.01.2026</p> <p>Advertising deadline: 28.01.2026</p>	<p>Robotics: Low-cost robots, cobots/collaborative robots, simple robot programming, mobile robotics, pick&place, picking and palletising robots, industrial robots</p> <p>Handling/assembly: Grippers, handling systems, material feeders, workpiece carrier transport, machine linking</p> <p>Intralogistics: Transport systems, conveyor technology, storage systems, order picking, labelling, marking and ident systems, automated guided vehicles (AGVs/AMRs)</p> <p>Automation: Control systems, safety, connectivity, radio systems, drive technology, machine elements</p>	<p>Easy robotics: Cost-effective, simple and flexible robotics and cobot solutions, human-robot collaboration</p> <p>Spotlight on AGVs and AMRs: Mobile transport robots for automated material flow and mobile cobots</p> <p>Logistics automation: From bin-picking to palletising and order-picking robots, all the way to warehouse robotics</p>	<p>all about automation Berlin 28.01.+29.01.2026</p> <p>all about automation Friedrichshafen 25.02.+26.02.2026</p> <p>LogiMAT Stuttgart 24.03.-26.03.2026</p> <p>XPONENTIAL Dusseldorf 24.03.-26.03.2026</p>
<h2>2/2026</h2> <p>Publication date: 02.04.2026</p> <p>Editorial deadline: 03.03.2026</p> <p>Advertising deadline: 10.03.2026</p>	<p>Robotics: Cobots/collaborative robots, industrial robots, pick&place, robot control, robot programming</p> <p>IoT/digitalisation: Industry 4.0, machine learning/artificial intelligence, data analytics, production IT, simulation, digital twin</p> <p>Handling/assembly: Grippers, handling systems, clamping technology, assembly automation, joining technology, positioning systems, material feeders, machine linking</p> <p>Sensors/vision: Sensors, cameras, 3D vision, image processing software, robot vision, bin picking, inspection and measurement systems, quality control</p> <p>Automation: Control systems (PLC/motion control), safety, connectivity, industrial communication, cable and connection technology, energy management</p>	<p>Industrial robots and cobots in practical use</p> <p>Digital transformation: AI, cloud and IIoT ensure optimal processes in production</p> <p>Packaging automation: Robots pick, pack and palletise with flexible grippers</p> <p>Web session: “Easy robotics” on 14.04.2026. See page 34 for more information.</p>	<p>Hannover Messe 20.04.-24.04.2026</p> <p>18th mav Innovation Forum Böblingen 22.04.2026</p> <p>all about automation Heilbronn 06.05.+07.05.2026</p> <p>interpack Dusseldorf 07.05.-13.05.2026</p>

Issues	Technology	Special/feature	Fairs/events
<h2>3/2026</h2> <p>Publication date: 01.06.2026</p> <p>Editorial deadline: 27.04.2026</p> <p>Advertising deadline: 05.05.2026</p>	<p>Robotics: Industrial robots, articulated robots, delta robots, SCARA robots, cobots, low-cost robotics, service robotics, mobile robotics, robot programming</p> <p>IoT/digitalisation: Industry 4.0, digitalisation, artificial intelligence, data analytics, simulation, digital twin, virtual commissioning</p> <p>Handling/assembly: Grippers, handling systems, assembly automation, positioning systems, material feeders, machine linking</p> <p>Intralogistics: Mobile transport robots (AGVs/AMRs)</p> <p>Sensors/vision: Sensors, cameras, vision sensors, 3D vision, image processing software, robot vision, bin picking</p>	<p>Next generation robotics: The trends shaping the future of robotics</p> <p>Breaking new ground: Service robots and cobots in action beyond factory automation</p> <p>From cognitive robots to humanoids: Towards intelligent robotics with AI, vision and sensor technology</p>	<p>all about automation Hamburg 02.06.+03.06.2026</p> <p>The Battery Show Europe Stuttgart 09.06.-11.06.2026</p> <p>all about automation Straubing 10.06.+11.06.2026</p> <p>Konradin RobotX Forum Böblingen 18.06.2026</p> 
<h2>4/2026</h2> <p>Publication date: 03.09.2026</p> <p>Editorial deadline: 04.08.2026</p> <p>Advertising deadline: 11.08.2026</p>	<p>Robotics: Industrial robots, articulated robots, delta robots, SCARA robots, palletising robots, cobots, robot control</p> <p>IoT/digitalisation: Industry 4.0, digitalisation, artificial intelligence, data analytics, simulation, digital twin, virtual commissioning</p> <p>Handling/assembly: Grippers, handling systems, clamping technology, positioning systems, material feeders, workpiece carrier transport</p> <p>Intralogistics: Transport systems, conveyor technology, storage systems, picking, mobile transport robots (AGVs/AMRs)</p> <p>Automation: Control systems (PLC/motion control), safety, connectivity, energy management, drive technology</p>	<p>Robots for machine tools: Smart cells for machine loading and beyond.</p> <p>Integrated, intuitive, intelligent: A closer look at modern robotics and machine concepts</p> <p>Mobile transport robots (AGVs/AMRs) for automated material flow</p>	<p>AMB Stuttgart 15.09.-19.09.2026</p> <p>all about automation Chemnitz 23.09.+24.09.2026</p> <p>FachPack Nuremberg September 2026</p>

Issues	Technology	Special/feature	Fairs/events
<p>5/2026</p> <p>Publication date: 01.10.2026</p> <p>Editorial deadline: 01.09.2026</p> <p>Advertising deadline: 08.09.2026</p>	<p>Robotics: Industrial robots, linear robots, welding robots, cobots/collaborative robots, pick&place, mobile robotics, robot control, robot programming</p> <p>Handling/assembly: Grippers, handling systems, clamping technology, assembly automation, joining technology, positioning systems, material feeders, workpiece carrier transport</p> <p>Intralogistics: Transport systems, conveyor technology, order picking, labelling, marking and ident systems, mobile transport robots (AGVs/AMRs)</p> <p>Sensors/vision: Sensors, cameras, vision sensors, 3D vision, image processing software, robot vision, bin picking</p> <p>Automation: Control systems (PLC/motion control), safety, connectivity, energy management, drive technology, machine elements</p>	<p>Trends in assembly automation: Smart components, modular systems, flexible transport</p> <p>Seeing and sensing: Vision and sensor technology make robots and machines smart and flexible</p> <p>Welding robotics: Robots and cobots in welding, bonding and joining</p>	<p>Motek Vision Stuttgart 06.10.-08.10.2026</p> <p>Logistics Summit Dusseldorf 07.10.+08.10.2026</p> <p>Fakuma Friedrichshafen 12.10.-16.10.2026</p> <p>all about automation Dusseldorf 14.10.+15.10.2026</p> <p>EuroBLECH Hanover 20.10.-23.10.2026</p>
<p>6/2026</p> <p>Publication date: 10.11.2026</p> <p>Editorial deadline: 09.10.2026</p> <p>Advertising deadline: 16.10.2026</p>	<p>Robotics: Industrial robots, cobots/collaborative robots, service robots, mobile robotics, robot control, robot programming</p> <p>IoT/digitalisation: Industry 4.0, digitalisation of production, artificial intelligence, data analytics, simulation, digital twin, virtual commissioning</p> <p>Sensors/vision: Sensors, cameras, vision sensors, 3D vision, image processing software, robot vision, bin picking</p> <p>Automation: Control systems (PLC/motion control), safety, connectivity, industrial communication, cable and connector technology, energy management/chains, drive technology, machine elements</p>	<p>Smart production: Intelligent robotics and 3D simulation for flexible factories</p> <p>Smart components: Compact drives, integrated controllers and modular automation for robotics and manufacturing</p> <p>Open platforms for automation</p>	<p>SPS smart production solutions Nuremberg 24.11.-26.11.2026</p>
		<p>Web session: "Intelligent robotics" on 03.11.2026. See page 34 for more information.</p>	

**Magazine format:**

DIN A4, 210 mm wide x 297 mm high
Untrimmed: 216 mm wide x 303 mm high

Type area:

188 mm wide x 270 mm high, 4 columns, each 44 mm wide

Printing and binding:

Web offset, perfect binding

Position: Rate for guaranteed position (from 1/4 page)

Colour:

Print colours (CMYK) in accordance with ISO 2846-1

Formats: See pages 13-14

Agency commission: 15% on print media, 10% on digital media

Classified ads	Basic rate	
Premium company profile (online)	per year	1,980.00
Business card (print)	per year	1,280.00
Company profile + business card combo	per year	2,980.00

Your contact:**Advice, booking:**

see contacts on page 36

Your quick link to us: Phone +49 711 7594-554

Order confirmations, invoices, receipts, data delivery and technical details:

Order management

Stefanie Teichmann, Phone +49 711 7594-323

stefanie.teichmann@konradin.de

Data preparation:

Please design your advert with a safety margin of at least 5 mm all around. This means that all important content – in particular text, logos and key image elements – must be placed at least 5 mm inside the final format.

Data submission: Use our ad portal www.konradin-ad.de for data submission.

We prefer PDF/X4 and also accept EPS or TIFF. Please do not send open files.

Conditions: Prior to digital ad transfer, the publisher must have received the corresponding advertisement booking. The advertising deadlines are specified in the editorial schedule. Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.







In the case of advertising specials or special formats, specific positioning or technical specifications may also apply. Please visit <https://media.industrie.de/?lang=en> for more information.

Payment conditions: 2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date. VAT no.: DE 811 236 132

Bank account: Baden-Württembergische Bank, BIC: SOLADEST600, IBAN: DE28 6005 0101 0002 6238 87

Our **general terms and conditions** are available online at www.konradin.de. We would be happy to send you a copy on request.



Ads: Standard formats up to 4 colours

Formats	Rate up to 4 colours	5% discount 2 ads	10% discount 3-4 ads	15% discount from 5 ads	Format: width x height in mm Trim: add 3 mm to each side		
					Type area	Trim size	
1/1 page bleed type area	6,100.00 5,860.00	5,795.00 5,567.00	5,490.00 5,274.00	5,185.00 4,981.00			210 x 297 188 x 270
Junior page bleed type area	5,250.00 5,050.00	4,987.50 4,797.50	4,725.00 4,545.00	4,462.50 4,292.50		3col	151 x 205 140 x 190
1/2 page bleed type area	4,700.00 4,520.00	4,465.00 4,294.00	4,230.00 4,068.00	3,995.00 3,842.00		land. 4col port. 2col	210 x 150 103 x 297 188 x 133 92 x 270
1/3 page bleed type area	3,950.00 3,780.00	3,752.50 3,591.00	3,555.00 3,402.00	3,357.50 3,213.00		land. 4col port.	210 x 105 71 x 297 188 x 88 60 x 270
1/4 page bleed type area	2,750.00 2,630.00	2,612.50 2,498.50	2,475.00 2,367.00	2,337.50 2,235.50		land. 4col 2col port. 1col	210 x 82 103 x 150 55 x 297 188 x 65 92 x 133 44 x 270
1/8 page type area	1,560.00	1,482.00	1,404.00	1,326.00		land. 4col 2col port. 1col	not possible 188 x 32 92 x 65 44 x 133

Please see overleaf for special formats and ad specials

For more information and technical details, visit www.media.industrie.de/?lang=en

Ads: Special formats and positions up to 4 colours

Formats	Rate up to 4 colours	5% discount 2 ads	10% discount 3-4 ads	15% discount from 5 ads	Format: width x height in mm Trim: add 3 mm to each side	Type area	Trim size
2nd, 3rd and 4th cover page bleed type area	6,870.00 6,630.00	6,526,50 6,298,50	6,183.00 5,967.00	5,839,50 5,635,50		210 x 297	188 x 270
1/3 page next to editorial bleed type area	4,070.00 3,900.00	3,866,50 3,705,00	3,663.00 3,510.00	3,459,50 3,315,00		71 x 297	60 x 270
1/2 page next to table of contents bleed type area	4,980.00 4,800.00	4,731.00 4,560.00	4,482.00 4,320.00	4,233.00 4,080.00		103 x 297	92 x 270
Text box ad 1/4 page horizontal, 4c	3,240.00 5,832.00	3 placements 6 placements	Consisting of text, image, logo, company address incl. preparation of printing material			188 x 65	
Advertorial	from 4,520.00	Standard ad rates (from 1/2 page), see rate card p. 13 4-colour, produced by Konradin, layout adapted to Automationspraxis					
Cover page	7,999.00	Booking subject to editorial approval and includes cover page and cover story.					
Inside cover	5,555.00	Are designed by the editorial team and introduce a trade fair section or a special section. Your image on the inside cover is supplemented with a caption. Optional: Thematically relevant product message or user story.					
Business card	1,280.00 2,980.00	per year – print only per year – print + premium company profile (online)					60 x 82

	Specifications	Rates	Further options/ technical notes	Quantities/formats: width x height in mm
Loose insert up to 25 g	With reference to insert in magazine. Partial allocation by first digit of postcode is possible.	280.00 per thsd. Partial inserts on request.	Other formats and weights on request, with sample.	Maximum format of insert: 200 x 290 Quantity: 8,300 cop. Quantity for partial allocation on request
Tip-on Postcard 1	Postcard Automated gluing Minimum size of carrier ad: 1/1 page.	70.00 per thsd. 55.00 per thsd.* plus carrier ad	Manual gluing (pin-point accuracy) upon request	Quantity: 8,300 cop. Partial allocation not available Quantity: 8,000 cop.
Tip-on Post-it	Post-its, booklets, product samples and other glued-on advertising materials, manual gluing	upon request	upon request	Quantity: 8,300 cop. Partial allocation not available Quantity: 8,000 cop.
Bound insert	1 leaf = 2 pages 135–180 gsm 2 leaves = 4 pages 80–180 gsm	5,380.00 9,530.00	Front side marked. Other formats and weights on request, with sample.	Bound insert format: 210 x 297 Delivery: untrimmed Quantity: 8,300 cop.
Double gatefold bound insert 2		16,200.00	Advertising space 8 pages	
Gatefolder 3	Fold-out inside cover (gatefold)	12,800.00	Advertising space 3 pages	
Cover flap 4	105 mm wide, attached on left-hand side with magazine logo featured on front.	10,500.00	Front partially, back fully printable, advertising space approx. 0.9 pages	Format: 105 x 297 plus 3 mm bleed



*no agency commission on technical costs



For technical information on ad specials,
please refer to the sales document
(PDF file) at:

[https://media.industrie.de/services/
print/?lang=en](https://media.industrie.de/services/print/?lang=en)

Highlights of robotics and automation

Get your innovations noticed!

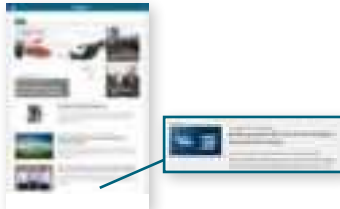
Your advertorial (print) will not only reach the numerous readers of our print magazine and e-paper, but also the visitors of our highly frequented online portal. Your advertorial will appear online in the "Highlights of robotics and automation" section. By actively promoting your advertorial in our editorial newsletter, we can also significantly increase its reach.

Cross-media
offer

Print advertorial



Online advertorial



Teaser in newsletter



Images for illustrative purposes only.

Exclusive benefits of your cross-media booking:

Publication of your advertorial in an issue of Automationspraxis of your choice	✓
Publication of your advertorial in the "Highlights of robotics and automation" section of our online portal	✓
Active promotion of your advertorial in an Automationspraxis newsletter	✓

Cross-media advertorial

Our services	What data do we need?	Your rate
1/1 page advertorial (print) + online advertorial + announcement in the newsletter	Headline: max. 30 characters* Preface: max. 330 characters* Body text: max. 1,300 characters* Caption: max. 80 characters* Contact: max. 7 lines of 30 characters* 2 images and your company logo	4,300.00
2/1 page advertorial (print) + online advertorial + announcement in newsletter	Headline: max. 30 characters* Preface: max. 330 characters* Body text: max. 4,700 characters* Caption: max. 130 characters* Contact: max. 7 lines of 30 characters* 3 images and your company logo	6,550.00

Agency commission: 15% on cross-media products (not on handling costs)

*incl. spaces

High
cross-media
reach



More information and technical details at

<https://media.industrie.de/services/digital-online/?lang=en>

Special sections – discover what drives the market

The special sections of Automationspraxis provide readers with in-depth information on a particular topic. Present your product on the cover page of the special section.

Logistics Robotics

Issue 1/2026

PD: 20.02., AD: 30.12.2025, DD: 14.01.

Digital Transformation

Issue 2/2026

PD: 02.04., AD: 10.02., DD: 24.02.

Next Generation robotX

Issue 3/2026

PD: 01.06., AD: 07.04., DD: 21.04.

Robotics at the Machine

Issue 4/2026

PD: 03.09., AD: 14.07., DD: 28.07.

Assembly Automation

Issue 5/2026

PD: 01.10., AD: 11.08., DD: 25.08.

Smart Factory

Issue 6/2026

PD: 10.11., AD: 18.09., DD: 02.10.

PD = publication date

AD = advertising deadline

DD = data delivery



Services

Special section cover image

Additional article on inside cover image on one of the following pages

Our tip:

Special section cover pages can also be booked for other topics or trade fairs. Simply contact: joachim.linckh@konradin.de

Your topic on the cover page of the special section

A large image of your topic will be featured on the inside cover for maximum impact. In addition to your special section cover image, you can place a product message or a feature article within the special section.

- Image in landscape format, min. 213 mm x 175 mm / 300 dpi
- Text length: 3,000 to max. 5,000 characters
The text will be edited by the editorial team.
- 2-3 images with at least 210x105 mm / 300 dpi

Please do not supply stock photos without written confirmation of sublicensing rights.

Your rate:

5,555.00

Print

Digital

Content marketing

Leads

Events & web sessions



automationspraxis.de – the portal for robotics and factory automation

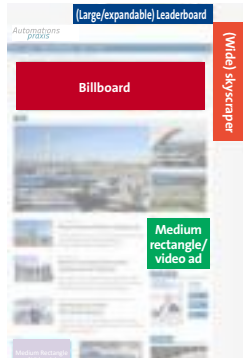
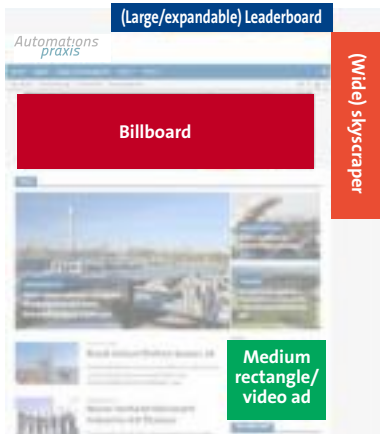
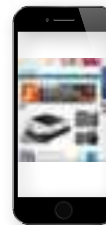
Desktop: Width 1,366 pixels



Tablet: Width less than 768 pixels



Smartphone: Width less than 640 pixels



www.automationspraxis.de

automationspraxis.de offers competent, subject-specific information for all specialists and managers working in the field of robotics and automation. The website is clearly structured and extremely user-friendly. We are constantly improving our visibility on Google through ongoing search engine optimisation.

Target group:

Managing directors, plant managers and decision-makers in production-related management as well as industry specialists looking for automation solutions for their own business and wanting to stay informed about industry developments.

Advertising formats and rates:

See next page for standard formats, other advertising formats available on request. Please also provide the correct advertising material for mobile formats.



For more information and technical details, see: <https://media.industrie.de/leistungen/online/?lang=en>

Advertising format on all pages*	Placement on desktop and tablet**	Size in pixels (w x h) - desktop and tablet	Description Desktop and tablet	Placement on mobile	Size in pixels (w x h) - mobile	Rate per week (Mon-Sun)
Leaderboard/ large leaderboard/ expandable leaderboard		728 x 90 970 x 90 728 x 90 and 728 x 300	Placement above header		300 x 50	600.00 620.00
(Sticky) skyscraper/ (sticky) wide skyscraper		120 x 600 160 x 600	Placement on far right next to content (sticky banner remains in field of view when scrolling the page)		300 x 50	600.00
Hockeystick/ wallpaper with additional HEX code background colour		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600	Leaderboard adjacent to skyscraper on the right		300 x 75	1,180.00
Frame ad		160 x 600 and 1,125 x 90 and 160 x 600	Leaderboard with skyscrapers on left and right (tablet display in hockeystick format only)		300 x 75	1,390.00
Billboard		970 x 250	Banner directly below navigation bar		300 x 75	720.00
Medium rectangle/ video ad		300 x 250	Banner in content or in outer column		300 x 250	600.00
Half-page ad		300 x 600	Banner in outer column in medium rectangle format		300 x 600	1,280.00

*Does not apply to selected partner/theme pages and company profiles.

**Size and position in pictures illustrative. Placement in rotation with a maximum of two other banners.

Submission of data: 7 days before start of campaign via our customer portal: kundenportal.konradin.de.

If you have any questions regarding the submission of advertising material, please contact: auftragsmanagement@konradin.de.

Additional ad formats:
Premium company profile, see page 22
Content marketing, see page 21



For further information, please refer to our detailed sales document: <https://media.industrie.de/services/digital-online/?lang=en>

Premium company profile

Your online presence on **industrie.de** and **14 additional Konradin Industrie websites** includes:

- Company logo and your own header image
- Links to your social media accounts
- Description of your company incl. 3 images
- 10 individual categories*
- In addition, a total of 3 offers, videos or PDFs (PDFs against registration, corresponding leads are provided free of charge)
- Company address and contact details (website and email links)
- Your publications in the Konradin Industrie network



**Categories may be modified by Konradin.*

Premium company profile	Online rate	Print + online combination
Premium company profile on industrie.de and 14 additional websites of Konradin Industrie		
Start possible anytime		
Basic rate for 1 year	1,980.00	2,980.00
Agency commission: 10% on digital products		
Book the online company profile in combination with the print business card at a special rate.		

Data submission: via email to auftragsmanagement@konradin.de

Business card

Your print business card includes:

- 1 year visibility
- in the trade magazine of your choice
- in the relevant category*



***Categories print (examples):**

Drive technology · industrial safety · automation · operating equipment · C-parts management · energy management · fluid engineering · used machinery · handling technology · industrial building · industrial services · components + systems · plastics processing · laser technology · logistics · material flow · microsystems technology · assembly technology · surface technology · quality assurance · robotics · joining technology · packaging · materials · tool and mould making · supply

**Categories may be modified by Konradin.*

Print business card in the trade magazine	Frequency	Print rate	Print + online combination
Automationspraxis	1x per quarter (4 issues)	1,200.00	2,980.00
Entry possible with any issue			
Format	60 mm wide x 82 mm high, logo, four-coloured 2 lines for company name and website address, 14 lines of text, approx. 50 characters each incl. spaces. Placement in the category of your choice*		
Book the print business card in combination with the online company profile at a special rate.			

Data submission: via email to auftragsmanagement@konradin.de



For further information, please refer to our detailed sales document:
<https://media.industrie.de/services/digital-online/?lang=en>

Content marketing will raise your company's profile and attract new sales prospects

Konradin Industrie's content marketing advertising options convey your messages to your target audience – persuasively, effectively and **packed with information**.

Combined with traditional forms of advertising, content marketing can help you build and consolidate your expertise on specific topics with your relevant target audiences.

Sponsored article PLUS

In brief: You provide the text and the editorial team will review and edit it as necessary. We recommend that you do not include any promotional messages in the text.

Placement: Integration as article (teaser) within the editorial section of the homepage. Teaser of your sponsored article via a LinkedIn post for the duration of the campaign.

Running time: Placement on the homepage is limited to an agreed period of time (minimum 4 weeks). After that, the sponsored article can still be found in the archive. You can start at any time.

Sponsored article PLUS – services and rates (minimum lead time 4 weeks)

Sponsored article (will be marked as “advertisement”)

- up to max. 6,000 characters (DOC) incl. spaces
- plus 1 teaser image and a maximum of 2-3 additional images (150 dpi, JPG)
- plus links within the text

LinkedIn post as teaser for the sponsored article for the duration of the campaign

Package rate per website	3,750.00
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For further information, please refer to our detailed sales document:

<https://media.industrie.de/leistungen/online/?lang=en>

Your benefits:

- Your content provides real benefits and added value to the reader/user.
- Your advertising and brand message is embedded in well-researched editorial articles on subject-related websites.
- Benefit from the high credibility and professional competence of our media brands.
- Your campaign will tap into the full potential of our target audiences.

Campaigns

No two campaigns are the same. That's why you value your individual concepts. We combine standard forms of advertising with exclusive advertising or content options for your campaign. Always tailored directly to your target audience, guided by your objectives and budget and embedded in your marketing strategy.

Examples of what we have realised:

- Objective: Qualified leads in hygienic design
Result: 65 SQLs + 70 MQLs
(SQL = sales-qualified lead, MQL = marketing-qualified lead)
- Objective: Increase the level of awareness
Result: 10,000 valuable and relevant ad impressions to a narrowly defined target group.

Whether you need to increase conversions, generate leads or build awareness, our experienced and knowledgeable contacts are here to help. Get in touch with us!

More content offers:



Increase your reach effectively with a sponsored post.
Your content on our LinkedIn channel!



Your
expertise,
our
followers

Your benefits:

- 
Target audience delivered
 Connect with your audience in their daily digital environment.
- 
Thought leadership
 Strengthens your expertise and brand visibility in the B2B environment.
- 
Measurable and transparent
 Performance and engagement metrics are fully transparent.
- 
High credibility
 Benefit from the trust our community places in our brand.

Sponsored post – Services and rates

Image post with text* Max. 1,900 characters Image formats: JPG/PNG - Square: 1,920 × 1,920 px - Portrait: 1,080 × 1,350 px	1,500.00
Video post* Max. 3 min Max. 5 GB, 192 kbit/s – 30 Mbit/s	1,700.00
Data submission: 1 week prior to publication date to auftragsmanagement@konradin.de	

* Rate per post.



Your social-media presence on LinkedIn: relevant, visible and effective.



Experience our LinkedIn presence live:
Scan the QR code for insights.
<https://www.linkedin.com/showcase/automationspraxis/posts/?feedView=all>



For more information and technical details, see:
<https://media.industrie.de/leistungen/online/?lang=en>



Simply scan the QR code to subscribe to the newsletter:
www.automationspraxis.de/newsletter



Editorial newsletter

In brief:

The newsletter provides up-to-date, competent and specialist information for all specialists and executive managers in industrial manufacturing working in the field of automation.

Frequency:

The newsletter is published fortnightly on Wednesdays and is also sent out more frequently during relevant industry trade fairs

Topic newsletter

In brief:

In two special Focus newsletters (in the run-up to LogiMAT and the Logistics Summit), we highlight trend topics ranging from automated guided vehicles (AGVs) to autonomous mobile robots (AMR) and mobile service robots.

Distribution:

Dispatch to approx. 4,250 personalised addresses

Target audience:

Decision-makers in production-related management as well as specialists and executive managers who are looking for automation solutions for their own operations.

Automationspraxis newsletter/Topic newsletter			
Ad format*/position		Size in pixels (w x h)	Rate
Leaderboard above header		728 x 90**	1,130.00
Text/image ad		Image: 200 x 150, text: 300 char. (incl. spaces)	960.00
Full banner		468 x 60** 590 x 100**	960.00
Medium rectangle		300 x 250	960.00

*Size and position in picture illustrative.

**Display on mobile devices: scaled to a width of 300 pixels



For further information, please refer to our detailed sales document:
<https://media.industrie.de/leistungen/online/?lang=en>

Standalone newsletter

The standalone newsletter guarantees you, as the sole partner, maximum exclusivity for your message. Automationspraxis enjoys an excellent reputation as a sender brand amongst your target audience.

The standalone newsletter is sent to the recipients of the regular newsletter utilising the brand and layout of Automationspraxis.

You determine the topic and the mailing date and provide the content of the newsletter.

We handle your
standalone newsletter
incl. mailing and reporting.



Standalone newsletter – services and rates (at least 2 weeks lead time)

Content

- Welcome text
- Contact details
- 3 - 5 individual articles incl. pictures
- Imprint

Circulation

approx. 4,250 newsletter recipients

Rate

4,500.00

Optional:

Extended reach to additional recipients available at extra cost

Agency commission: 10% on digital products (not on handling costs)



For further information, please refer to our detailed sales documentation:
<https://media.industrie.de/leistungen/online/?lang=en>

Email campaigns

Communicate successfully through professional email campaigns.
 Get in touch with us!

Benefit from our professional addresses and reach new customer groups for your business!

Select the relevant characteristics for your email campaigns from our qualified address database:

Region • Industry • Company size • Function • Position

We manage your email campaigns to prospects and customers, including dispatch and reporting. Multiple mailings lead to higher success rates.

You choose the content and look of your email campaign, allowing you to specifically target your desired audience.

There are two options for the design of the newsletter:

- We use your HTML template (in line with our standards)
- You choose from three attractive sample templates



Emailing campaigns – services and rates (at least 2 weeks lead time)

Address rental Minimum order value € 950.00 = 1,000 addresses	from 0.95 per address
Handling: 1 email campaign, 1 draft (proofreading), 1 selection, use of the existing template, dispatch, reporting	800.00
Multiple email campaigns: 1 reminder with same content, same template, same address selection	Handling 110.00 from 0.40 per address
Optional: Extended reach to additional recipients available at extra cost	
Agency commission: 10% on digital products (not on handling costs)	

Tip: Email campaigns are perfect for invitations to roadshows, open house events, trade fairs, webinars, webcasts, product launches and much more.



For further information, please refer to our detailed sales document:
<https://media.industrie.de/leistungen/online/?lang=en>

Account / keyword-based newsletter

Reach your target groups even more effectively with our customised solutions

Benefit from personalised communication tailored precisely to the needs and challenges of your topics or desired customers.

Account-based newsletter:

We target only the accounts you define. These may include companies that are not yet your customers.

Keyword-based newsletter:

We contact only those readers who have recently signalled interest in your topic.

You focus on content – we manage the campaign and maximise your impact!



Account / keyword-based newsletter

Services and rates (at least 2 weeks lead time)

Selection and address rental based on agreed criteria	Rate per address: up to 500 addr.: 5.20 each up to 1,000 addr.: 4.70 each over 1,000 addr.: 4.20 each
Handling Database selection, email template, revision, one dispatch and reporting	800.00
Multiple email campaign One reminder mailing with the same content, template and target group selection	Handling 110.00 from 1.80 per address
Agency commission: 10% on digital products (not on handling costs)	



For further information, please refer to our detailed sales document:

<https://media.industrie.de/leistungen/online/?lang=en>



batterie-produktion.de

Brief description:

With batterie-produktion.de, you can reach the key players in the battery and energy industry through the portal, the regular newsletter and several web sessions on lead generation.

Further information, advertising formats and rates can be found in the media data for batterie-produktion.de.

www.batterie-produktion.de

is the portal for battery technology, offering in-depth insights into **battery development, production and recycling**. The focus is on a comprehensive technical analysis of these areas, both for electromobility and for energy storage in companies.

With batterie-produktion.de, you can reach key players in the battery and energy storage industry, including experts in development, production, integration and recycling, as well as manufacturers, system integrators, factory planners, industrial users and specialists from the automotive sector.

Our platform supports and informs the entire value chain, from engineers to management, across industries and companies.

Make use of our various formats to address your target audience directly:

- **'Batterie-Insights' newsletter:** Get your message straight into your customers' inboxes.
- **Web sessions:** Present your solutions at exclusive digital events and generate valuable leads.
- **batterie-produktion.de:** Gain strong visibility in a dynamic market environment with attractive advertising formats for effective audience targeting.

Reach the industry's decision-makers – on batterie-produktion.de!



Print

Digital

Content marketing

Leads

Events & web sessions

White Paper – fixed running time

Concept and benefits

- 3 months presence on our website. You receive all GDPR-compliant leads generated for your unrestricted use.
- Highlighting competence: Position yourself as a competent business partner with your White Paper.



White Paper – pay-per-lead

Concept and benefits

- An interesting White Paper which will be published **exclusively** by Konradin.
- We agree on the number of leads in the desired target group.
- Based on this White Paper offer, we generate qualified GDPR-compliant leads within the **specified target group and in the specified quantity**.



White Paper – fixed running time – services and rates

Integration of your White Paper on the website with image and text


Basic rate for 3 months running time, including GDPR-compliant leads Agency commission: 10 % on digital products	2,000.00
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Further options at extra charge: GDPR-compliant leads after expiry of the 3-month running time	70.00/lead
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Further options: on request

Drafting of White Paper by specialist editor and/or English language variant: on request

Data submission: via e-mail to industrie.online@konradin.de

 **For further information, please refer to our detailed sales document:**
<https://media.industrie.de/leistungen/online/?lang=en>

White Paper – pay-per-lead (MQL = marketing qualified leads) services and rates

Target-group-compliant selection from our database

Audience targeting via email and, if required, via telephone to achieve your guaranteed leads

Promotion through digital channels

Request your personalised quote.
You will find your contact person on page 36.

Rate from 5,200.00

White Paper overview:
<https://automationspraxis.industrie.de/whitepaper/>



Webinar – share expertise, communicate benefits, generate leads



Webinar overview:
<https://automationspraxis.industrie.de/webinare/>



The advantages of our webinar package

- **Substantial reach** within your target group
- **New contacts** – get to know potential customers who are specifically interested in your product (MQL = marketing-qualified leads)
- **Konradin as a competent media partner** with years of webinar experience
- **Webinar recording** – we record your webinar and put it online as an on-demand webcast on our websites – **additional lead generation.**

Webinar – services and rate (minimum lead time 6 weeks)

Selection of the target audience from our database	
Invitation email • Reminder email • Appointment reminder • Follow-up email	
Extensive promotion	
Online webinar room • Live broadcast (approx. 60 minutes)	
Professional presenter • Inclusion of up to two speakers of your choice	
Technical check before the live event	
Optional integration of a video and a maximum of 3 polls into the live broadcast by prior arrangement	
GDPR-compliant leads from registrations following the webinar	
Detailed reporting	
On-demand webcast after the live event on our websites	
Package rate	7,700.00
Agency commission: 10% on digital products	

Options at extra charge:

Leads (after live webinar) from €70.00/lead

Optional: plus recording of your presentation for your own use + 500.00
 (This covers all usage rights and compensates the publisher for any addresses not received.)

Data submission: via e-mail to industrie.online@konradin.de



For further information, please refer to our detailed sales document:
<https://media.industrie.de/services/webinars-web-sessions/?lang=en>

2026

SAVE THE DATE



Events

Print

Digital

Content marketing

Leads

Events & web sessions



Competent, successful, established
Specialist events organised by Automationspraxis

Automationspraxis is your premium partner when it comes to planning and conducting events.

For over 10 years, the Automationspraxis team has been organising specialist events that inspire our partners and visitors alike. In doing so, we rely upon our extensive knowledge of the industry, a close network and a wide range of modern media services.

We are your partner for expert forums, in-house exhibitions, theme parks/joint stands and forums at trade fairs. Digital events (webinars and web sessions) and hybrid events are also part of our portfolio.

We can also develop individual event formats together with you!
Do not hesitate to contact us, we look forward to your enquiry.

Your contact person:

Ann-Kathrin Thieme

Phone +49 711 7594-338, ann-kathrin.thieme@konradin.de

Get ready for the following 2026 highlights:

- 18th mav Innovation Forum on 22.04.2026
- Konradin RobotX Forum (#KROX26) on 18.06.2026.

For the latest information on other events and projects, visit media.industrie.de/?lang=en
 Our event archive can be found at <https://automationspraxis.industrie.de/eventarchiv/>



Access to our
 event archive:



Video statement – Communicate your trade fair innovations to audiences far beyond the visitors at your stand.

Moving pictures say more!



Sample videos:
www.youtube.com/@konradinindustrie/videos



Achieve several communicative effects at the same time with a video statement produced by Automationspraxis at your exhibition stand.

- Generate reach by publishing your video on the Automationspraxis website and on YouTube
- Can be used in your own channels (website, mailing, social media, exhibition stand)
- Sales information and training for international representations
- Long-term effect through potential multiple teasers in subsequent editorial reports

Attractive carefree packages include the following services:

Standard

- Briefing for a seamless workflow
- Production at your trade fair stand
- Video production by professional team
- Post-production incl. editing, cutting and a correction run
- Video (HD quality, length < 5 min.) for free use
- Integration of the video in the Automationspraxis website and in the YouTube channel of Konradin Industrie

Price

1,800.00

Premium

- Briefing for a seamless workflow
- Production at your trade fair stand
- Video production by professional team
- Post-production incl. editing, cutting and a correction run
- Video (HD quality, length < 5 min.) for free use
- Integration of the video in the Automationspraxis website and in the YouTube channel of Konradin Industrie
- **Additional promotion package:**
 - 3 x button in the Automationspraxis newsletter (192x192; date to be arranged depending on availability)
 - 2-week video ad (300x250) on the Automationspraxis website
 - A post on the LinkedIn channel of the media brand

Price

2,700.00

You are interested in **further video options** such as application videos or company videos? Then we look forward to your call at +49 711 7594-554 or your e-mail to media.industrie@konradin.de.

You can find your contact person for a media consultation on page 37.

Show how you contribute to innovations in automation and generate new leads with your web session presentation.



Book fast!
Only 8 partners
per web session

Easy robotics

Date: 14.04.2026 | **Registration deadline:** 19.02.2026

Topics:

Cost-effective, simple and flexible robotics and cobot solutions, plug-and-play concepts, easy operation and programming, human-robot collaboration, marketplaces, low-cost automation

Intelligent robotics

Date: 03.11.2026 | **Registration deadline:** 15.09.2026

Topics:

Intelligent robots/cobots, software and AI, vision and sensor technology, intelligent grippers, smart cells and packages, modular systems/ecosystems.

Schedule of a web session:

- Welcome and moderation by the editorial team
- Partner 1 including Q&A session
- Partner 2 including Q&A session
- Partner 3 including Q&A session
- Partner 4 including Q&A session
- Panel discussion etc.

Web sessions – services and rate (minimum lead time 6 weeks)

Presentation including Q&A session (20 minutes per partner)

Introduction of topic and speaker by the editors of Automationspraxis

Organisation and execution of the webinar incl. advertisement and recruitment of participants

GDPR-compliant participant leads after the web session

Package rate	3,200.00
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Options at extra charge:

Optional: plus 1/1 page advertorial in print + 1,950.00

Optional: plus 2/1 page advertorial in print + 3,200.00

Optional: plus recording of your individual presentation at your disposal + 500.00
(This covers all usage rights and compensates the publisher for any addresses not received.)

Data submission: by email to industrie.online@konradin.de

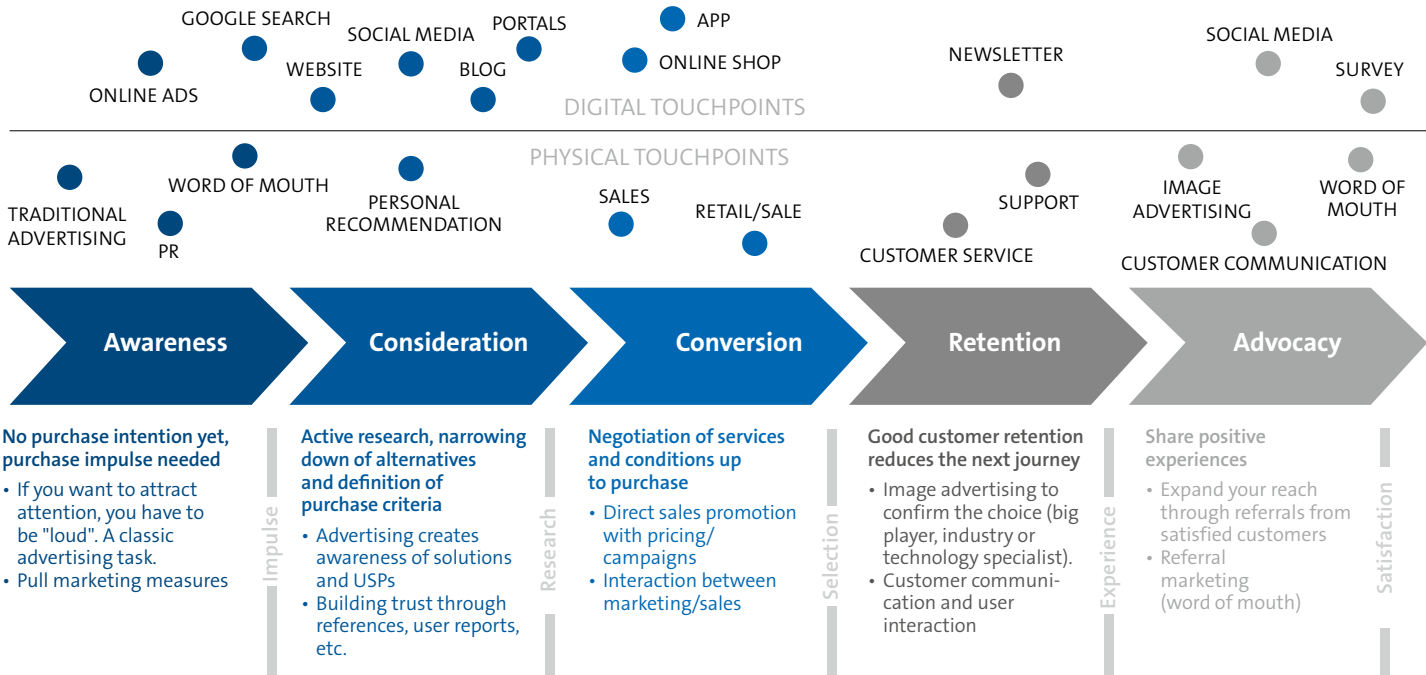
Max. 8 partners per webinar and max. 20 minutes for each partner presentation including Q&A session, resulting in a webinar duration of approximately 2.5 hours.



For further details, please refer to our extensive sales document:
<https://media.industrie.de/leistungen/webinars-web-sessions/?lang=en>

Konradin Industrie has the perfect cross-media offer for all phases of the customer journey

The customer journey model follows the constantly evolving needs of the target audience throughout the buying process. The marketing objective is to create optimal touchpoints.



Contacts

Media Advice

Your quick link to us: Phone +49 711 7594-554, email: media.industrie@konradin.de



**Sales Director
Joachim Linckh**

☎ +49 711 7594-565
joachim.linckh@konradin.de



Birgit Baum

☎ +49 711 7594-453
birgit.baum@konradin.de



Manuela Bumler

☎ +49 711 7594-347
manuela.bumler@konradin.de



Petra Gill

☎ +49 711 7594-547
petra.gill@konradin.de



Florian Gollinger

☎ +49 711 7594-535
florian.gollinger@konradin.de



Katja Hanft

☎ +49 711 7594-369
katja.hanft@konradin.de



Angelika Hörmann

☎ +49 711 7594-476
angelika.hoermann@konradin.de



Katrin Jost

☎ +49 151 5259-4895
katrin.jost@konradin.de



Andreas Hugel

☎ +49 711 7594-472
andreas.hugel@konradin.de



Julia Knapp

☎ +49 711 7594-327
julia.knapp@konradin.de



Martina Lebherz

☎ +49 711 7594-4651
martina.lebherz@konradin.de



Ingo Neubert

☎ +49 711 7594-477
ingo.neubert@konradin.de



Clemens Scheffler

30855 Langenhagen
☎ +49 511 90146-30
clemens.scheffler@konradin.de



Miriam Storz

☎ +49 711 7594-548
miriam.storz@konradin.de



Ann-Kathrin Thieme

☎ +49 711 7594-338
ann-kathrin.thieme@konradin.de

The Network of Expertise for Industry

› konradin
Industrie

Mechanical and
plant engineering

Electronics

Metal production/
machining

Automotive
engineering

18
media brands
› for all important
industry sectors

Precision
mechanics/optics

Medical
technology

Pharmaceutical
industry

Chemical industry

Food and beverage
industry

The right media
for you and your industry:
› [media.industrie.de/
?lang=en](https://media.industrie.de/?lang=en)



additive
Die Plattform für additive Fertigung

**Automations
praxis**

batterie-produktion.de

Beschaffung
aktuell

cav

dei

EPP

EPP
EUROPE

ErgoMed
Praktische Arbeitsmedizin

**Industrie
anzeiger**

Industrie.de

KEM
Konstruktion
Automation

mav
Innovation in der gesamten Fertigung

**medizin
& technik**

phpro

**QUALITY
ENGINEERING**

**Sicherheits-
beauftragter**

**Sicherheits-
ingenieur**