



Online media and digital **publishing** for the **industry**

Websites • Newsletters • Emailing marketing • Digital Magazines • Social Media

2024 MEDIA KIT



**EXPERIENCE A POWERFUL MEDIA SOLUTION
TO MAXIMIZE AWARENESS, DRIVE TRAFFIC,
AND GENERATE HIGH-QUALITY LEADS**

Induportals Media Publishing has created a new generation of media to reach the right decision makers internationally whatever the Industrial sector.

Through our 81 websites, 67 newsletters, targeted emailing marketing, and our constantly growing Social Media networks, we cover all important industrial sectors such as: Aeronautics & Defence, Automotive, Industrial Automation, Electronics, Medical Devices, Metal Working, Food Process & Packaging Automation, Oil & Gas Technologies, Railway, Construction Equipment, Smart Building, Water Treatment Plants.

Our global and specialized engineering and manufacturing media publish the latest industrial news on a daily basis delivered directly to real decision makers through highly performing newsletters and social media channels.

We continuously invest in improving the processes of our multimedia channels in order to maximize the reach while offering the best cost to our customers. In 2023, we introduced LinkedIn newsletters (15 000 subscribers) and a YouTube channel.



Added value content for decision makers

We boast an editorial team primarily composed of highly qualified specialists from the industrial sector. They expertly craft in-depth articles, research and curate the most relevant content for our global audience. Our focus encompasses analyses of emerging market trends and cutting-edge technologies, spotlighting noteworthy products, presenting application testimonials, and delivering key corporate insights.



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International presence & multimedia distribution channels



Reach your market with our Newsletters and Emailing Marketing

- Up to 90% click rate once opened – average is 50%
- 122 000 unique clicks / month
- Best cost per click
- All profiles are checked



Click on [Countries](#) for website access.
All formats and technical specifications can be found on the last page.

Countries	Recipients	NEWSLETTER	EMAILING - HTML file	WEBSITE
ASIA PACIFIC	27 292	• Banner • Advertorial \$ 2 520 \$ 2 835	• Customer File • IMP File \$ 3 150 \$ 3 350	• Top Banner • Side Banner • Bottom Banner \$ 1 785 \$ 1 575 \$ 1 050
BRAZIL	19 546	• Banner • Advertorial \$ 1 575 \$ 1 680	• Customer File • IMP File \$ 2 365 \$ 2 565	• Top Banner • Side Banner • Bottom Banner \$ 1 575 \$ 1 365 \$ 840
CHINA	6 075	• Banner • Advert. \$ 1 575 ~ 11 195 CNY \$ 1 680 ~ 11 940 CNY	• Customer File • IMP File \$ 2 365 ~ 16 810 CNY \$ 2 565 ~ 18 235 CNY	• Top Banner • Side Banner • Bottom Banner \$ 1 785 ~ 12 690 CNY \$ 1 575 ~ 11 195 CNY \$ 945 ~ 6 720 CNY
CZECH REPUBLIC	6 723	• Banner • Advertorial 1 050 € 1 260 €	• Customer File • IMP File 1 575 € 1 775 €	• Top Banner • Side Banner • Bottom Banner 1 260 € 1 050 € 630 €
DACH	36 980	• Banner • Advertorial 2 310 € 2 625 €	• Customer File • IMP File 3 150 € 3 350 €	• Top Banner • Side Banner • Bottom Banner 1 575 € 1 365 € 840 €
EMEA	39 700	• Banner • Advertorial 2 310 € 2 625 €	• Customer File • IMP File 3 150 € 3 350 €	• Top Banner • Side Banner • Bottom Banner 1 575 € 1 365 € 840 €
FRANCE	29 366	• Banner • Advertorial 2 100 € 2 625 €	• Customer File • IMP File 2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner 1 575 € 1 365 € 840 €
INDIA	8 019	• Banner • Advertorial \$ 2 000 \$ 2 200	• Customer File • IMP File \$ 3 150 \$ 3 350	• Top Banner • Side Banner • Bottom Banner \$ 1 260 \$ 1 050 \$ 630
INDONESIA	25 828	• Banner • Advertorial 1 050 € 1 260 €	• Customer File • IMP File 1 575 € 1 775 €	• Top Banner • Side Banner • Bottom Banner 1 260 € 1 050 € 630 €
ITALY	9 285	• Banner • Advertorial 2 100 € 2 625 €	• Customer File • IMP File 2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner 1 575 € 1 365 € 840 €
JAPAN	3 807	• Banner • Advertorial \$ 2 520 ~ 349 815 JPY \$ 2 888 ~ 400 900 JPY	• Customer File • IMP File \$ 2 365 ~ 328 300 JPY \$ 2 565 ~ 356 060 JPY	• Top Banner • Side Banner • Bottom Banner \$ 1 785 ~ 260 275 JPY \$ 1 575 ~ 218 635 JPY \$ 945 ~ 131 180 JPY
KOREA	3 675		• Customer File • IMP File 1 575 € 1 775 €	• Top Banner • Side Banner • Bottom Banner 1 260 € 1 050 € 630 €
MEXICO	9 009	• Banner • Advertorial \$ 1 575 \$ 1 680	• Customer File • IMP File \$ 2 365 \$ 2 565	• Top Banner • Side Banner • Bottom Banner \$ 1 260 \$ 1 050 \$ 630
NETHERLANDS	7 393	• Banner • Advertorial 1 575 € 1 680 €	• Customer File • IMP File 2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner 1 260 € 1 050 € 630 €
NORTH AFRICA	4 022	• Banner • Advertorial 1 050 € 1 260 €	• Customer File • IMP File 1 575 € 1 775 €	• Top Banner • Side Banner • Bottom Banner 1 260 € 1 050 € 650 €
POLAND	4 158	• Banner • Advertorial 1 575 € 1 680 €	• Customer File • IMP File 1 575 € 1 775 €	• Top Banner • Side Banner • Bottom Banner 1 260 € 1 050 € 630 €
SPAIN	15 220	• Banner • Advertorial \$ 1 470 ~ 1 420 € \$ 1 575 ~ 1 520 €	• Customer File • IMP File \$ 2 310 ~ 2 230 € \$ 2 510 ~ 2 420 €	• Top Banner • Side Banner • Bottom Banner \$ 1 890 ~ 1 825 € \$ 1 575 ~ 1 520 € \$ 1 050 ~ 1 015 €
SWEDEN	22 755	• Banner • Advertorial 1 575 € ~ 16 320 SEK 1 680 € ~ 17 410 SEK	• Customer File • IMP File 2 365 € ~ 24 510 SEK 2 565 € ~ 24 510 SEK	• Top Banner • Side Banner • Bottom Banner 1 575 € ~ 16 320 SEK 1 365 € ~ 14 145 SEK 840 € ~ 8 705 SEK
TURKEY	2 198	• Banner • Advertorial 1 575 € 1 680 €	• Customer File • IMP File 1 575 € 1 775 €	• Top Banner • Side Banner • Bottom Banner 1 260 € 1 050 € 630 €
UK	45 493		• Customer File • IMP File \$ 2 365 \$ 2 565	• Top Banner • Side Banner • Bottom Banner 1 575 € 1 365 € 840 €
USA	56 269	• Banner • Advertorial \$ 2 520 \$ 2 835	• Customer File • IMP File \$ 3 150 \$ 3 350	• Top Banner • Side Banner • Bottom Banner \$ 1 785 \$ 1 575 \$ 1 050

NEWSLETTER EMAILING MARKETING

Click on [Media/Sector](#) for website access.
All formats and technical specifications can be found on the last page.

Media/Sector	 DE	 EMEA	 ES	 FR	 IT	 USA	 REST OF THE WORLD	NEWSLETTER	EMAILING - HTML file	WEBSITE	Total number of recipients	Emailing to the whole world				
AERONAUTICS *	1 510	12 351	299	10 652	712	4 939	9 115	• Banner • Advertorial	2 000 € 2 200 €	• Customer File • IMP File	3 150 € 3 350 €	• Top Banner • Side Banner • Bottom Banner	1 260 € 1 050 € 630 €	39 037	• Customer File • IMP File	5 355 € 5 555 €
AUTOMATION	10 834	8 026	5 196	7 398	3 828	13 365		• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 575 € 1 365 € 840 €	48 647	• Customer File • IMP File	4 020 € 4 220 €
AUTOMAÇÃO ***							4 084	• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 575 € 1 365 € 840 €	4 084	• Customer File • IMP File	4 020 € 4 220 €
AUTOMOTIVE **	15 047	43 125	2 675	25 138	2 488	29 692	8 903	• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 260 € 1 050 € 630 €	127 068	• Customer File • IMP File	4 020 € 4 220 €
CONSTRUCTION EQUIPMENT	2 129	14 533	1 509	5 547	4 053			• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 260 € 1 050 € 630 €	27 771	• Customer File • IMP File	4 020 € 4 220 €
ELECTRONICS	16 953	38 298	7 712	29 024	6 014	11 502		• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 575 € 1 365 € 840 €	103 708	• Customer File • IMP File	4 020 € 4 220 €
FOOD PROCESS & PACKAGING AUTOMATION ****	2 920	18 754	3 342	3 450	4 002	4 927	1 511	• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 575 € 1 050 € 840 €	38 906	• Customer File • IMP File	4 020 € 4 220 €
MEDICAL DEVICES *	165	1 241		677	413	3 416	3 289	• Banner • Advertorial	2 000 € 2 200 €	• Customer File • IMP File	3 150 € 3 350 €	• Top Banner • Side Banner • Bottom Banner	1 260 € 1 050 € 630 €	9 217	• Customer File • IMP File	5 355 € 5 555 €
METALWORKING ****	8 724	5 787	5 682	6 027	4 044	1 570		• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 260 € 1 050 € 630 €	29 487	• Customer File • IMP File	4 020 € 4 220 €
OIL GAS *		12 366	388	13 161	1 843	18 589		• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 260 € 1 050 € 630 €	46 356	• Customer File • IMP File	4 020 € 4 220 €
P&T REVIEW		3 355						• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 575 € 1 365 € 840 €	3 355	• Customer File • IMP File	4 020 € 4 220 €
RAILWAY	11 502	13 347	914	7 797	1 836	10 884		• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	2 100 € 1 575 € 1 050 €	46 280	• Customer File • IMP File	4 020 € 4 220 €
SMART BUILDING ****	5 189	9 311	813	9 106	1 946	251		• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 260 € 1 050 € 630 €	26 616	• Customer File • IMP File	4 020 € 4 220 €
WATER *	4 050	7 240	4 120	5 340	2 140	2 247		• Banner • Advertorial	1 575 € 1 680 €	• Customer File • IMP File	2 365 € 2 565 €	• Top Banner • Side Banner • Bottom Banner	1 260 € 1 050 € 630 €	25 137	• Customer File • IMP File	4 020 € 4 220 €

* Newsletter is distributed worldwide. ** The Automotive newsletter is not distributed in France or the U.S., only emailings are. *** Revista Automação is distributed in Brasil. **** Newsletter not distributed in the U.S., only emailings are.

AERONAUTICS & DEFENCE TECHNOLOGIES

AUTOMATION MAG

AUTOinnovations

CONSTRUCTION EQUIPMENT

electronicsjournal

FOODPACK AUTOMATION

MEDICAL DEVICES TECHNOLOGIES

METAL WORKING EMEA

Oil Gas TECHNOLOGY

SMART BUILDING EMEA

RAILWAY INTERNATIONAL

P&T R
Power and Transmission Review

WATER PLANT TECHNOLOGY

le rail

evo rail

VINCI NEWS

EGIS NEWS

FOODPACK AUTOMATION

SMART BUILDING EMEA

Carrier

Lead Generation program

Objective

The objective of LinkedIn webinars is to attract quality leads and provide valuable insights and increase brand awareness and engagement with potential customers. Additionally, we aim to convert a significant percentage of registered attendees into leads to drive business growth.

Advantages

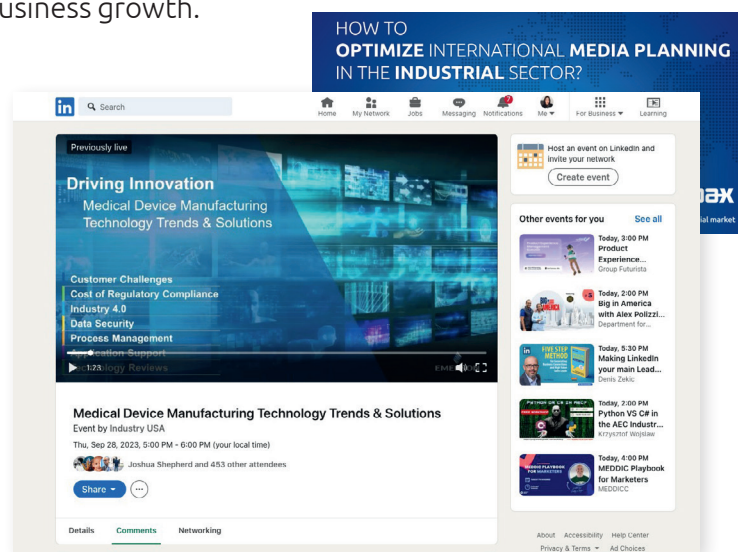
Quality Leads - Our team can invite the right profiles and companies to ensure that the attendees are quality leads that align with your target audience.

Cost-effective - LinkedIn webinars are a cost-effective way to generate leads and promote your brand.

Viral Effect - Due to LinkedIn's viral effect, we expect to generate more views than the number of live and on-demand attendees, increasing the reach and visibility of the webinar.

Process/Material

- **Teaser and Promotion:** A 5–10-line teaser explaining clearly for whom the webinar is aimed at and a picture to promote the webinar on partner media. Promotion can be done via your LinkedIn platform, but people accept invitations more readily when invitations they come from a third-party LinkedIn account.
- **Invitation Process:** Our team requires approximately 6 weeks to complete the invitation process. This includes reaching out to our first-degree relationships, sending targeted invitations to potential attendees, and utilizing social media to increase reach and engagement.
- **Target Definition:** Short definition of the targets such as key job functions, industries, and companies of potential attendees.
- **Webinar Recording:** We will need a recording of the webinar. We can also host the webinar live but we will ensure that we use LinkedIn-accepted platforms to ensure maximum reach and engagement.
- **Q&A Support:** It is essential to have a representative from your company available during the webinar to answer any questions that attendees may have.



Webinar organization includes

- Invitations to attend made by editors amongst their first-degree relationship. (About 200,000 people) – about 1000-2000
- Invitation to additional contacts according to the topic of the webinar: about 500
- Posts and social media work to increase reach and visibility.
- Webinar broadcasting and technical management.
- Reediting of the video to remove some live aspects of the webinar.
- A thank-you InMail message to all attendees, reminding them of the on-demand link if they did not watch the live webinar.
- Processing of an Excel file to get the missing information (LinkedIn doesn't provide phone numbers, for example).

Deliverable

- Statistics with the number of registered people, live attendees, and on-demand attendees.
- An Excel file with Name, Job Function, Company, Phone Number, Professional Email (in most cases), Personal Email, Industry, and LinkedIn profile link.
- We usually expect around 200+ attendees (up to 2000) when it is an international webinar.

Cost: 7 000 €

White Paper program

Targeting the right decision-makers amongst the 800,000 selected contacts in our database, White Paper program will ensure quality GDPR leads (users agree to your privacy conditions). Our priority is to reach the most relevant decision-makers using a wide array of White Paper promotional channels.

PACKAGES INCLUDE:

- **E-MAIL PROMOTION** (as many as needed)
White Paper sent to IMP relevant audience.
- **NEWSLETTER** (as many as needed)
White Paper promotion within newsletters.
- **SOCIAL MEDIA POSTS**
Social posts on LinkedIn, Facebook, TikTok, Instagram and Twitter to reach our 500,000 followers.
- **LINKEDIN INMAILS**
Sent to relevant targets.
- **LEAD GENERATION REPORT**
Lead reports with contact details.
- **TECH SUPPORT**
We develop and host a landing page to catch leads.

Cost: 1 000 € + 80 €/Lead



Maximize a produtividade e a sustentabilidade de seus projetos de sistema de automação e obtenha a vantagem competitiva que suas máquinas e linhas de produção precisam com a tecnologia certa de controle de movimento.

Saiba como selecionar a tecnologia de controle de movimento ideal para maximizar a sustentabilidade e a produtividade de sistemas de automação com o novo relatório técnico da Emerson.

• **E-MAIL PROMOTION** (as many as needed)
White Paper sent to IMP relevant audience.

• **NEWSLETTER** (as many as needed)
White Paper promotion within newsletters.

• **SOCIAL MEDIA POSTS**
Social posts on LinkedIn, Facebook, TikTok, Instagram and Twitter to reach our 500,000 followers.

• **LINKEDIN INMAILS**
Sent to relevant targets.

• **LEAD GENERATION REPORT**
Lead reports with contact details.

• **TECH SUPPORT**
We develop and host a landing page to catch leads.



Protocol Translation: Why One-Box Connectivity Is Better than Two

Are you delaying your projects due to overly complex installation and limited protocol support?

Preloaded with drivers and ready to support hundreds of data protocols, FieldServer's one-box solution can help to reach instant deployment. "get-it-done-and-get-it-done-now" solution without surprises, you minimize installation time and post-sales support.

- Fast, Easy Installation
- Upgrade Features – Without Replacing Hardware
- Smaller Footprint
- State-of-the-Art Security
- One Box, One Solution

Download the FieldServer Multi-Protocol IIoT Gateway Solution brochure and learn more about MSA's proven one-box solution that uses your existing devices and applications without big, expensive conversions.



DOWNLOAD THE BROCHURE





Advertising formats and technical specifications

All banners have to be associated with an active and direct URL.

Image in RGB mode. 72 dpi resolution. Dimensions in pixels, given as width x height.

File format: JPG, PNG, animated GIF.

WEBSITE

One month publication.

• Top Banner

Banner of **728 x 90** pixels. Below top menu.

• Side Banner

Banner of **320 x 250** pixels. Inside right sidebar.

• Bottom Banner

Banner of **728 x 90** pixels. Above the footer.

NEWSLETTER

One issue publication.

• Newsletter Advertorial

Image **600 x 400** pixels.

+ 50-word text file with short title

+ Direct links for image and CTA button.

Located at the top of the newsletter, by order of booking dates.

• Newsletter Banner

Banner of **728 x 90** pixels

Located in the body of the newsletter between the news, by order of booking dates.

EMAILING MARKETING

Emailing to a geographical targeted audience.

Two options available:

• HTML File designed by IMP

with responsive Brevo's Drag & Drop editor.

To be provided...

- Company logo + images (min. **600 px** width)

- Word file with email subject, campaign's title, texts + all active direct links.

• HTML File provided by customer.

No subscription or unsubscribe links inside your message.

We will not accept HTML built in Microsoft Word or code

copied from Microsoft Word or Powerpoint.

We will not accept HTML as an image only.

Image and link tags for Title and Alt.

Width set in table cells, not in the overall table.

Better no <div> tags as this can impact delivery rates.

Use 6 figure colour hex codes, eg: #ffffff, not 3 figure shortened codes.

Scripts

No Forms or Javascript can be accepted.

E-mail Title

Must not be more than 100 characters, with few capital letters, no symbols, icons or punctuation.

Images

Use only JPEG or non-animated GIF files.

No PNG images or Flash animation files.

Set images to the correct dimensions for the email, set the image dimensions in the HTML file. Set images to a display type of "block".

CSS Styles

Please use inline CSS for styling of fonts, size and colour.

Any CSS style that is set in the <head> section is removed by email clients.

Do not use background images, they are not displayed by all email clients.

Proof

You will be sent a proof to approve – once approved no further changes can be made.

Other Information

No attachments can be send with the email.

Please check content, spelling mistakes and code errors.

We are not responsible for errors submitted to us.

Image maps and spacer gif images are not recommended. They are not supported by all email clients.

When an email message is sent, nobody can guarantee the presentation of the mail in your mailbox or through a web mail service (also depending on your own mailbox settings, or server protections). However the online version link at the top of the email will allow you to see the final message presentation.

Please note it is not the responsibility of Induportals Media Publishing to amend the code to improve the level of deliverability.

WHITE PAPER

Document to be provided for the website landing page + emailing marketing promotion.

• White Paper program

- Company logo + images (min. **900 px** width)

- Word file with email subject, campaign's title, texts + all active direct links.

- White Paper PDF.

