



INDUPORTALS
MEDIA PUBLISHING

Online media and digital publishing for the industry

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

2025

2025 MEDIA KIT



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

●●● Mediakit 2025

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

Through our websites, newsletters, targeted emailing marketing, webinars, 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 2024, we introduced LinkedIn newsletters (20 000 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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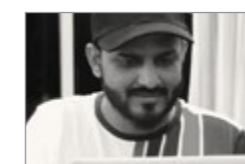


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Sales

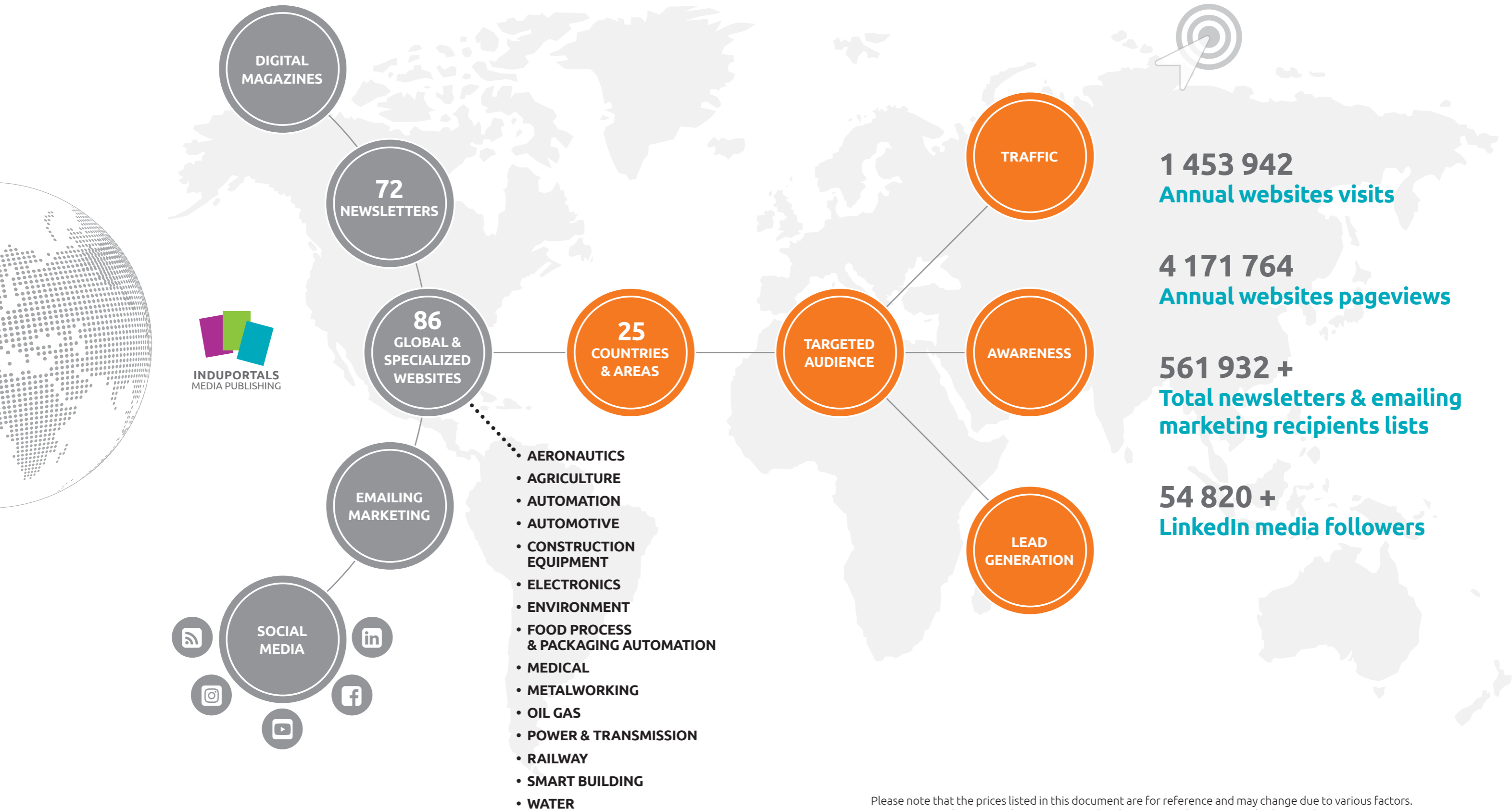


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International presence & multimedia distribution channels



Please note that the prices listed in this document are for reference and may change due to various factors. To get exact and negotiated pricing, personalized support, and a customized solution, please contact your Project Manager. Together, we will determine the best fit for your needs.

Reach your market with our Newsletters and Emailing Marketing

- Up to 90% click rate once opened - average is 50%
- 130 000 clicks / month on average
- 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.

Contact: Sales Manager - Belén Martínez - belen.martinez@ipmediaonline.com

Countries	Recipients	NEWSLETTER	EMAILING - HTML file	WEBSITE Banners
ASIA PACIFIC	21 268	• Banner \$ 2 520 • Advertorial \$ 2 835	• Custo. File \$ 3 150 • IMP File \$ 3 350	• Top \$ 1 785 • Side \$ 1 575 • Bottom \$ 1 050
AUSTRALIA	2 012	• Banner \$ 1 120 ~ 1 050 € • Advertorial \$ 1 330 ~ 1 260 €	• Custo. File \$ 1 700 ~ 1 575 € • IMP File \$ 1 900 ~ 1 775 €	• Top \$ 1 260 ~ 1 200 € • Side \$ 1 050 ~ 1 000 € • Bottom \$ 630 ~ 600 €
BRAZIL	4 857	• Banner \$ 1 575 • Advertorial \$ 1 680	• Custo. File \$ 2 365 • IMP File \$ 2 565	• Top \$ 1 575 • Side \$ 1 365 • Bottom \$ 840
CHINA	6 075	• Banner \$ 1 575 ~ 11 195 CNY • Advert. \$ 1 680 ~ 11 940 CNY	• Custo. File \$ 2 365 ~ 16 810 CNY • IMP File \$ 2 565 ~ 18 235 CNY	• Top \$ 1 785 ~ 12 690 CNY • Side \$ 1 575 ~ 11 195 CNY • Bottom \$ 945 ~ 6 720 CNY
CZECH REPUBLIC	3 658	• Banner 1 050 € • Advertorial 1 260 €	• Custo. File 1 575 € • IMP File 1 775 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
DACH	36 980	• Banner 2 310 € • Advertorial 2 625 €	• Custo. File 3 150 € • IMP File 3 350 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €
EMEA	31 700	• Banner 2 310 € • Advertorial 2 625 €	• Custo. File 3 150 € • IMP File 3 350 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €
FRANCE	29 947	• Banner 2 100 € • Advertorial 2 625 €	• Custo. File 2 365 € • IMP File 2 565 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €
INDIA	8 019	• Banner \$ 2 000 • Advertorial \$ 2 200	• Custo. File \$ 3 150 • IMP File \$ 3 350	• Top \$ 1 260 • Side \$ 1 050 • Bottom \$ 630
INDONESIA	11 233	• Banner 1 050 € • Advertorial 1 260 €	• Custo. File 1 575 € • IMP File 1 775 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
ITALY	4 311	• Banner 2 100 € • Advertorial 2 625 €	• Custo. File 2 365 € • IMP File 2 565 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €
JAPAN	2 511	• Banner \$ 2 520 ~ 349 815 JPY • Advertorial \$ 2 888 ~ 400 900 JPY	• Custo. File \$ 2 365 ~ 328 300 JPY • IMP File \$ 2 565 ~ 356 060 JPY	• Top \$ 1 785 ~ 260 275 JPY • Side \$ 1 575 ~ 218 635 JPY • Bottom \$ 945 ~ 131 180 JPY
KOREA	3 675		• Custo. File 1 575 € • IMP File 1 775 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
MEXICO	5 146	• Banner \$ 1 575 • Advertorial \$ 1 680	• Custo. File \$ 2 365 • IMP File \$ 2 565	• Top \$ 1 260 • Side \$ 1 050 • Bottom \$ 630
NETHERLANDS	7 393	• Banner 1 575 € • Advertorial 1 680 €	• Custo. File 2 365 € • IMP File 2 565 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
NORTH AFRICA	4 022	• Banner 1 050 € • Advertorial 1 260 €	• Custo. File 1 575 € • IMP File 1 775 €	• Top 1 260 € • Side 1 050 € • Bottom 650 €
POLAND	4 158	• Banner 1 575 € • Advertorial 1 680 €	• Custo. File 1 575 € • IMP File 1 775 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
SPAIN	11 231	• Banner \$ 1 470 ~ 1 420 € • Advertorial \$ 1 575 ~ 1 520 €	• Custo. File \$ 2 310 ~ 2 230 € • IMP File \$ 2 510 ~ 2 420 €	• Top \$ 1 890 ~ 1 825 € • Side \$ 1 575 ~ 1 520 € • Bottom \$ 1 050 ~ 1 015 €
SWEDEN	13 267	• Banner 1 575 € ~ 16 320 SEK • Advertorial 1 680 € ~ 17 410 SEK	• Custo. File 2 365 € ~ 24 510 SEK • IMP File 2 565 € ~ 24 510 SEK	• Top 1 575 € ~ 16 320 SEK • Side 1 365 € ~ 14 145 SEK • Bottom 840 € ~ 8 705 SEK
TURKEY	2 198	• Banner 1 575 € • Advertorial 1 680 €	• Custo. File 1 575 € • IMP File 1 775 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
USA	35 459	• Banner \$ 2 520 • Advertorial \$ 2 835	• Custo. File \$ 3 150 • IMP File \$ 3 350	• Top \$ 1 785 • Side \$ 1 575 • Bottom \$ 1 050



Media/Sector	DE	EMEA	ES	FR	IT	USA	REST OF THE WORLD	NEWSLETTER	EMAILING - HTML file to selected countries	WEBSITE	Total number of recipients	EMAILING to the whole world
AERONAUTICS *	1 510	1 810	299	10 652	712	4 939	9 115	• Banner 2 000 € • Advertorial 2 200 €	• Cust. File 3 150 € • IMP File 3 350 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	29 037	• Cust. File 5 355 € • IMP File 5 555 €
AGRICULTURE *							4 122	• Banner \$ 2 000 ~ 1 800 € • Advertorial \$ 2 000 ~ 1 800 €	• Cust. File \$ 2 800 ~ 2 600 € • IMP File \$ 3 000 ~ 2 800 €	• Top \$ 1 670 ~ 1 575 € • Side \$ 1 450 ~ 1 365 € • Bottom \$ 900 ~ 800 €	4 122	• Cust. File \$ 2 800 ~ 2 600 € • IMP File \$ 3 000 ~ 2 800 €
AUTOMATION	7 986	6 057	3 157	7 398	3 828	5 124		• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €	33 550	• Cust. File 4 020 € • IMP File 4 220 €
AUTOMAÇÃO ***							4 084	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €	4 084	• Cust. File 4 020 € • IMP File 4 220 €
AUTOMOTIVE **	7 985	23 125	2 675	25 138	2 488	29 692	8 903	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	100 006	• Cust. File 4 020 € • IMP File 4 220 €
CONSTRUCTION EQUIPMENT	2 129	10 164	1 509	5 595	2 692			• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	22 089	• Cust. File 4 020 € • IMP File 4 220 €
ELECTRONICS	11 845	21 564	4 256	15 124	6 014	5 265		• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €	64 068	• Cust. File 4 020 € • IMP File 4 220 €
ENVIRONMENT *							4 286	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	4 286	• Cust. File 4 020 € • IMP File 4 220 €
FOOD PROCESS & PACKAGING AUTOMATION ****	2 920	18 754	3 342	3 450	4 002	1 122	1 511	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 575 € • Side 1 050 € • Bottom 840 €	35 101	• Cust. File 4 020 € • IMP File 4 220 €
MEDICAL DEVICES *	165	1 241		677	413	3 432	3 289	• Banner 2 000 € • Advertorial 2 200 €	• Cust. File 3 150 € • IMP File 3 350 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	9 217	• Cust. File 5 355 € • IMP File 5 555 €
METALWORKING ****	6 724	7 431	3 251	6 027	1 697	1 570		• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	26 700	• Cust. File 4 020 € • IMP File 4 220 €
OIL GAS *		16 254	388	13 161	1 843	2 958		• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	34 500	• Cust. File 4 020 € • IMP File 4 220 €
P&T REVIEW		3 355						• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €	3 355	• Cust. File 4 020 € • IMP File 4 220 €
RAILWAY	8 452	11 347	914	4 821	1 836	10 884		• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 2 100 € • Side 1 575 € • Bottom 1 050 €	38 254	• Cust. File 4 020 € • IMP File 4 220 €
SMART BUILDING ****	2 014	3 611	813	2 547	1 946	251		• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	11 182	• Cust. File 4 020 € • IMP File 4 220 €
WATER *				1 055			4 287	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €	5 342	• Cust. File 4 020 € • IMP File 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.

Click on **Media/Sector** or **logos** for website access.

All formats and technical specifications can be found on the last page.

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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

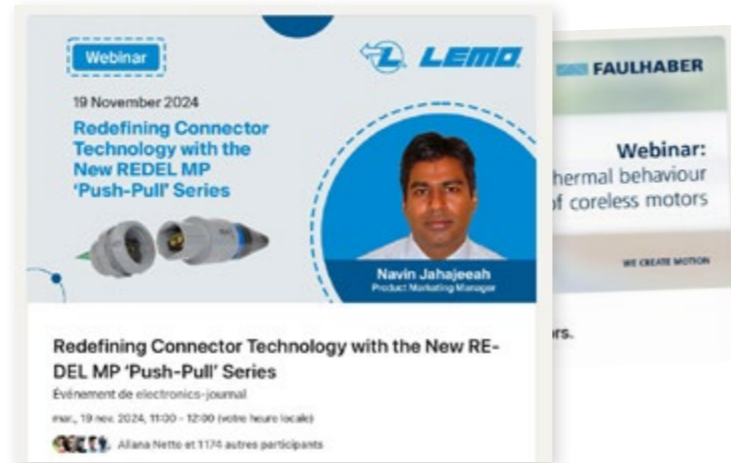
Teaser and Promotion: A 5–10-line teaser explaining clearly for whom the webinar is aimed at and a picture to promote the webinar on partner media. Promotion can be done via your LinkedIn platform, but people accept invitations more readily when invitations they come from a third-party LinkedIn account.

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:

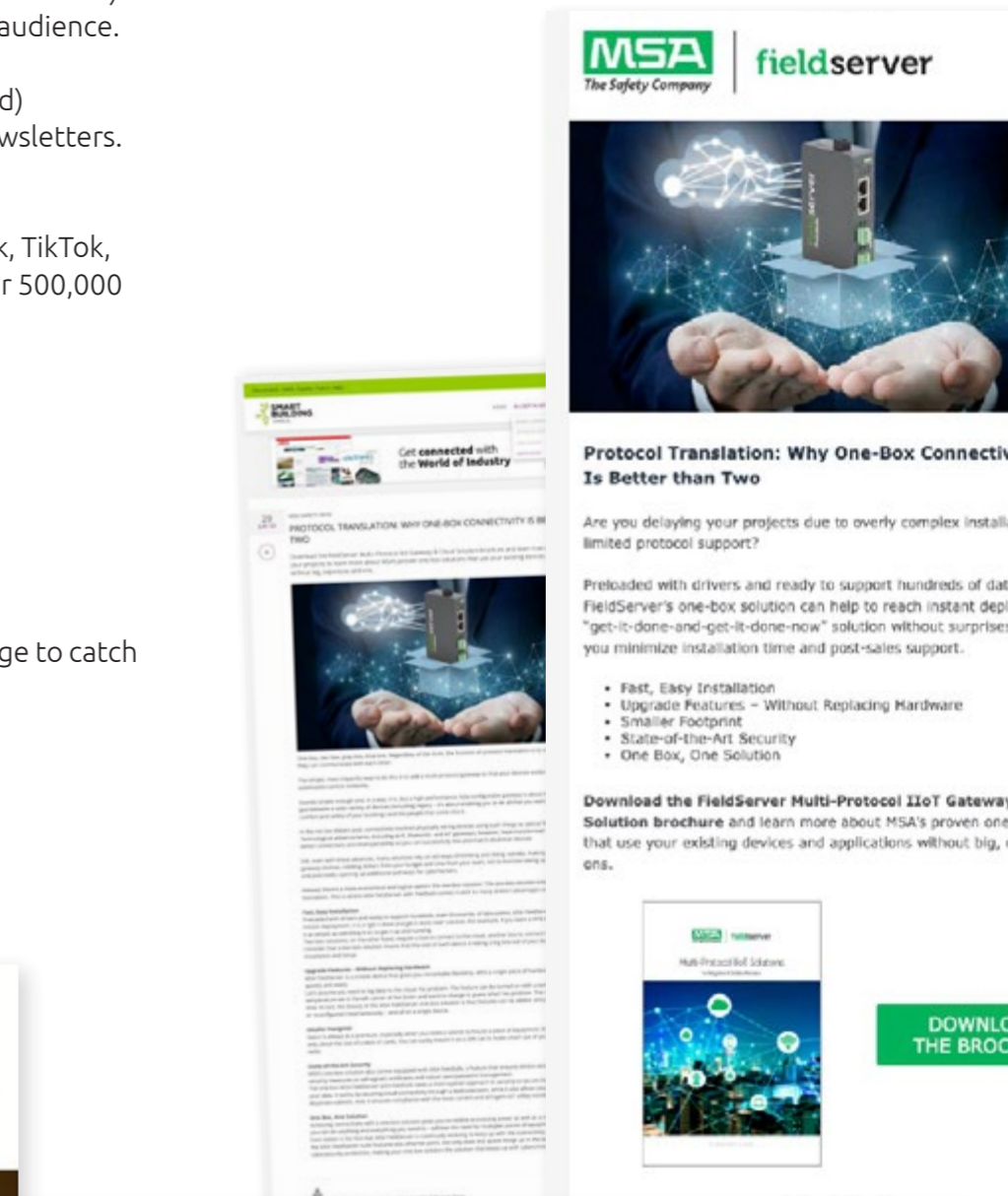
- **E-MAIL PROMOTION** (as many as needed) White Paper sent to IMP relevant audience.
- **NEWSLETTER** (as many as needed) White Paper promotion within newsletters.
- **SOCIAL MEDIA POSTS** Social posts on LinkedIn, Facebook, TikTok, Instagram and Twitter to reach our 500,000 followers.
- **LINKEDIN 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.



Digital Magazines

Digital magazines feature new products, relevant technical articles, case studies and innovative solutions in the industrial field. Published through the digital publishing platform www.issuu.com and available for download. Digital magazines are accessible on our websites, promoted through our newsletters mailing system and our Social Media networks.

INDUSTRY WORLDWIDE Circulation 251 981



Distribution
Worldwide

Calendar

- February
- April
- June
- August
- October
- December

• Cover	\$ 2 850	2 700 €
• Small Cover	\$ 1 400	1 300 €
• 1/1 Page	\$ 2 200	2 100 €
• 1/2 Horizontal	\$ 1 400	1 300 €
• 1/2 Vertical	\$ 1 400	1 300 €

RAILWAY INTERNATIONAL Circulation 26 907

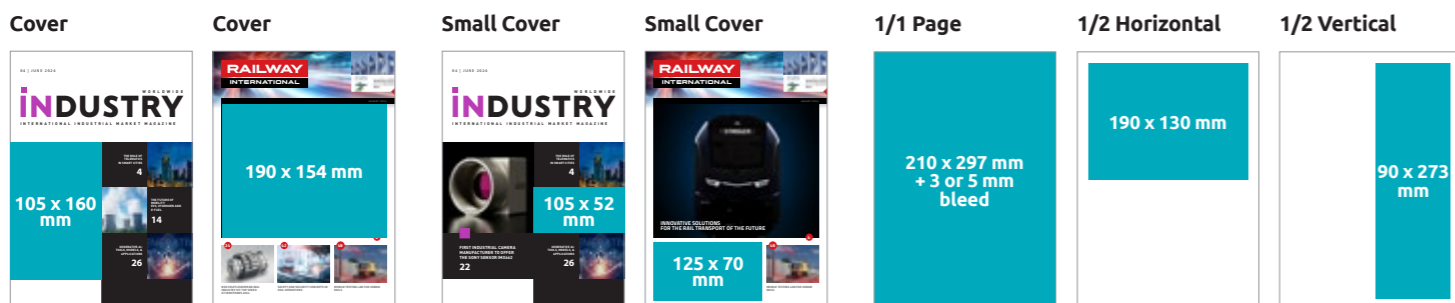


Distribution
EMEA

Calendar

- August
- October

• Cover	\$ 2 550	2 400 €
• Small Cover	\$ 1 300	1 200 €
• 1/1 Page	\$ 2 450	2 310 €
• 1/2 Horizontal	\$ 1 170	1 100 €
• 1/2 Vertical	\$ 1 170	1 100 €



TECHNICAL DATA required

High-resolution PDF format with fonts included + crop marks.
Cover and full page with 3 or 5 mm bleed expected.
Dimensions in **millimeters**, given as Width x Height.

Crop marks

Lines printed in the corners of the publication's sheets of paper to show the printer where to cut the paper.

Trim

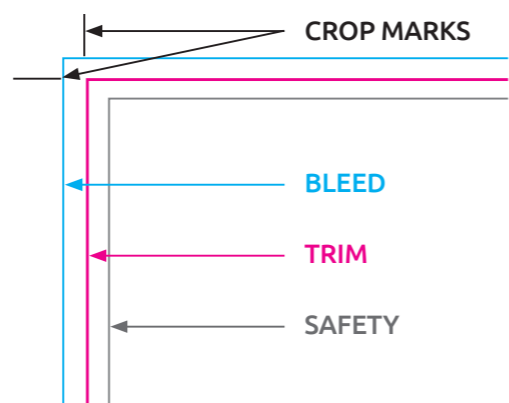
Refers to the dimensions of a document after it has been cut down.

Bleed

Zone extending beyond the trim edge to give the printer some margin in case of small errors when the cut is made.

Safety

Zone of security to avoid (close to the border of a page) for texts and images.



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.

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.

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.

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.

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.
Better 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.

Other important 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.

