



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

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

2026 MEDIA KIT



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

●●● Mediakit 2026

Induportals Media Publishing has developed next-generation media solutions. Our global and specialized engineering and manufacturing platforms deliver the latest industrial news daily, connecting directly with key decision-makers and industry leaders worldwide, across all sectors.

Our diffusion channels—including websites, newsletters, targeted email campaigns, webinars, videos, and an expanding presence on social media—span key industries such as: Agriculture, Aeronautics & Defence, Automotive, Automation, Construction Equipment, Datacenter, Electronics, Environment, Food Process & Packaging Automation, Intralogistics, Medical Devices, Metal Working, Oil & Gas Technologies, Power and Transmission, Railway, Smart Building, Water Treatment Plants.

We continuously invest in enhancing our multimedia platforms to boost reach and deliver optimal value 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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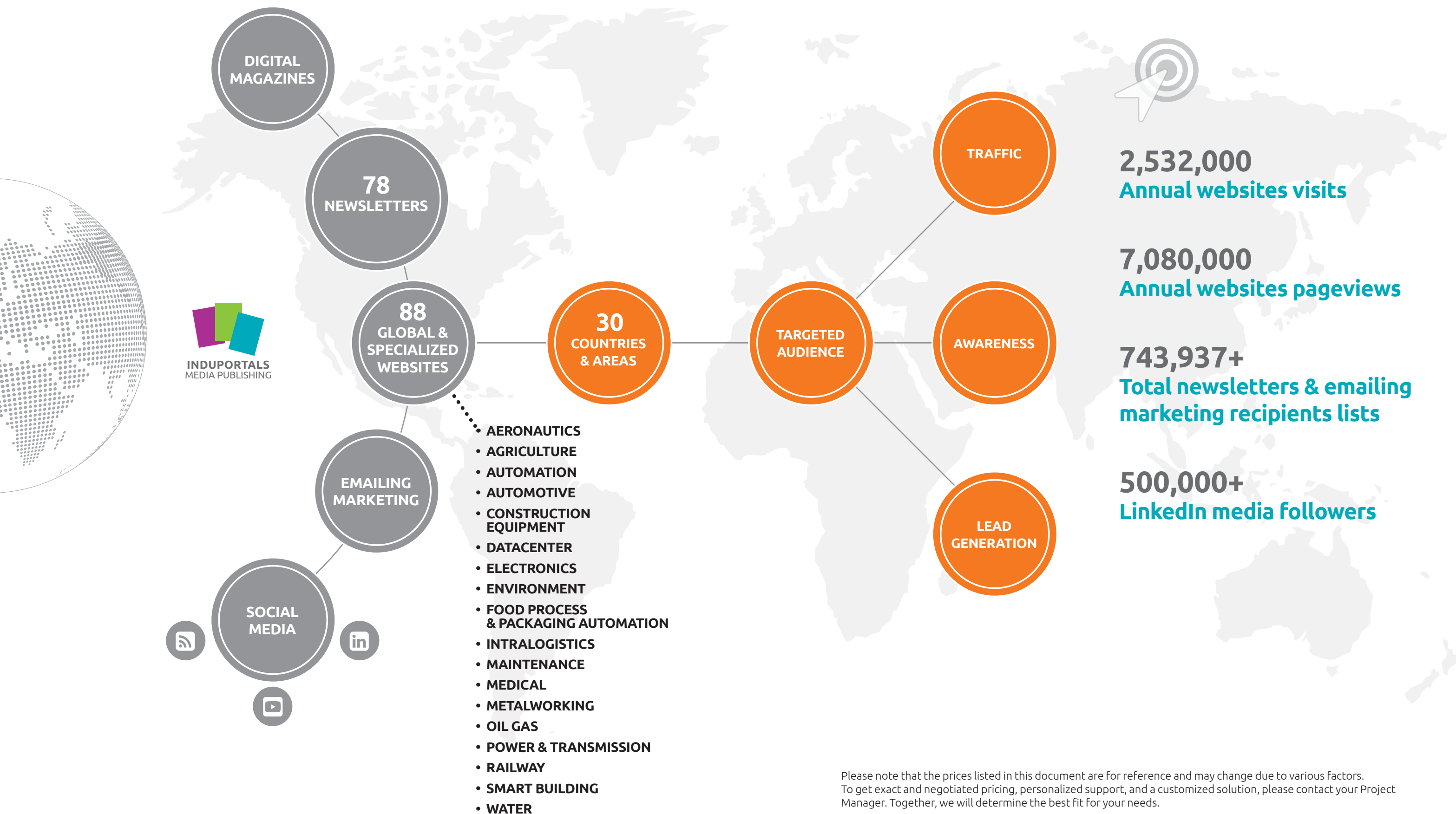
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International presence & multimedia distribution channels



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
- All profiles are checked
- Best cost per click



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

Click on **Countries** for website access.
All formats and technical specifications can be found on the last page.
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	DE	EMEA	ES	FR	IT	USA	REST OF THE WORLD	Total number of recipients	NEWSLETTER	EMAILING - HTML file to selected countries	EMAILING to the whole world	WEBSITE
AERONAUTICS & DEFENCE *	1 510	1 810	299	10 652	712	4 939	9 115	29 037	• Banner 2 000 € • Advertorial 2 200 €	• Cust. File 3 150 € • IMP File 3 350 €	• Cust. File 5 355 € • IMP File 5 555 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
AGRICULTURE *							4 122	4 122	• Banner \$ 2 000 ~ 1 800 € • Advertorial \$ 2 000 ~ 1 800 €	• Cust. Fil \$ 2 800 ~ 2 600 € • IMP File \$ 3 000 ~ 2 800 €	• Cust. Fil \$ 2 800 ~ 2 600 € • IMP File \$ 3 000 ~ 2 800 €	• Top \$ 1 670 ~ 1 575 € • Side \$ 1 450 ~ 1 365 € • Bottom \$ 900 ~ 800 €
AUTOMATION	7 986	6 057	3 157	7 398	3 828	5 124		33 550	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €
AUTOMAÇÃO ***							4 084	4 084	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €
AUTOMOTIVE **	7 985	23 125	2 675	25 138	2 488	29 692	8 903	99 006	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
CONSTRUCTION EQUIPMENT	2 129	10 164	1 509	5 595	2 692			22 089	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
DATACENTER *							20 240	20 240	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
ELECTRONICS	11 845	21 564	4 256	15 124	6 014	5 265		64 068	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €
ENVIRONMENT *							4 286	4 286	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
FOOD PROCESS & PACKAGING ****	2 920	18 754	3 342	3 450	4 002	1 122	1 511	35 101	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 575 € • Side 1 050 € • Bottom 840 €
INTRALOGISTICS *							19 840	19 840	• Banner 2 200 € • Advertorial 2 200 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
MAINTENANCE *				7 850			9 680	17 530	• Banner 2 000 € • Advertorial 2 200 €	• Cust. File 3 150 € • IMP File 3 350 €	• Cust. File 5 355 € • IMP File 5 555 €	
MEDICAL DEVICES *	165	1 241		677	413	3 432	3 289	9 217	• Banner 2 000 € • Advertorial 2 200 €	• Cust. File 3 150 € • IMP File 3 350 €	• Cust. File 5 355 € • IMP File 5 555 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
METALWORKING ****	6 724	7 431	3 251	6 027	1 697	1 570		26 700	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
OIL GAS *		16 254	388	13 161	1 843	2 958		34 604	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
POWER & TRANSMISSION		3 355						3 355	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 575 € • Side 1 365 € • Bottom 840 €
RAILWAY	8 452	11 347	914	4 821	1 836	10 884		38 254	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 2 100 € • Side 1 575 € • Bottom 1 050 €
SMART BUILDING ****	2 014	3 611	813	2 547	1 946	251		11 182	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €
WATER *				1 055			4 287	5 342	• Banner 1 575 € • Advertorial 1 680 €	• Cust. File 2 365 € • IMP File 2 565 €	• Cust. File 4 020 € • IMP File 4 220 €	• Top 1 260 € • Side 1 050 € • Bottom 630 €

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

Lead Generation program

The goal of our LinkedIn webinars is to generate high-quality leads, share valuable insights, and boost brand awareness and engagement among potential clients. We also focus on converting a strong proportion of registered attendees into actionable leads to help drive business growth.

Advantages

Quality Leads - By selecting and inviting the appropriate profiles and organizations, our team ensures your event attracts leads that match your target criteria.

Cost-effective - LinkedIn webinars deliver high-quality leads and boost your brand, all at a lower cost.

Viral Effect - With LinkedIn's viral boost, we anticipate the webinar will attract more views than actual live or on-demand attendees, expanding its overall reach and visibility.

Process/Material

• **Teaser and Promotion:** A concise 5–10-line teaser clearly states the target audience for your webinar, accompanied by an engaging image for promotion across partner media. While you can promote the event on your LinkedIn platform, invitations sent via a partner's third-party LinkedIn account tend to get a higher acceptance rate.

• **Invitation Process:** Our team typically needs around six weeks to carry out the full invitation process. This involves contacting first-degree connections, sending tailored invitations to prospects, and leveraging social media to broaden reach and boost 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

The White Paper program precisely targets key decision-makers from our robust database, ensuring that all leads are GDPR-compliant and backed by user consent. We maximize relevance through a combination of promotional tools and targeted channels.

PACKAGES INCLUDE:

• E-MAIL PROMOTION

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.

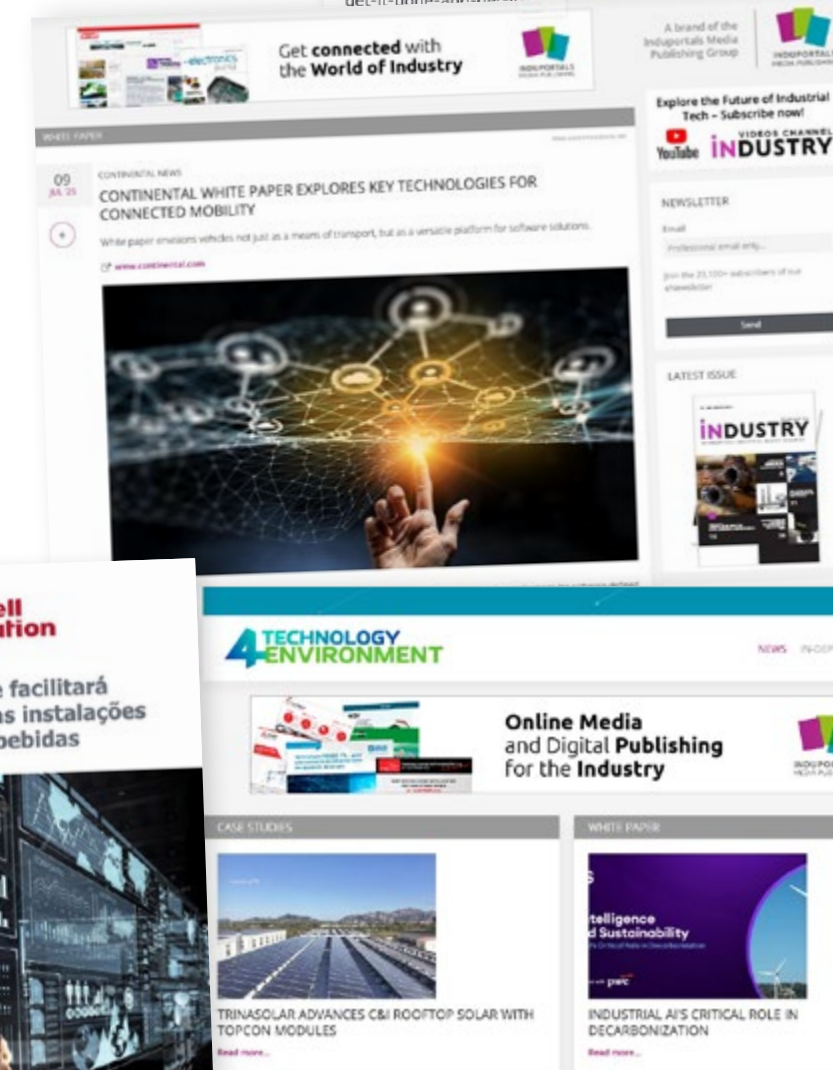
• LEAD GENERATION REPORT

Lead reports with contact details.

• TECH SUPPORT

We develop and host a landing page to catch leads.

Cost: 1 000 € + 80 €/Lead



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-right."

Digital Magazines

Our digital magazines offer a mix of the latest products, in-depth technical articles, inspiring case studies, smart solutions, and innovations for professionals in the industrial sector. They are available on our websites, for download, and are promoted via our newsletters and social media.

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

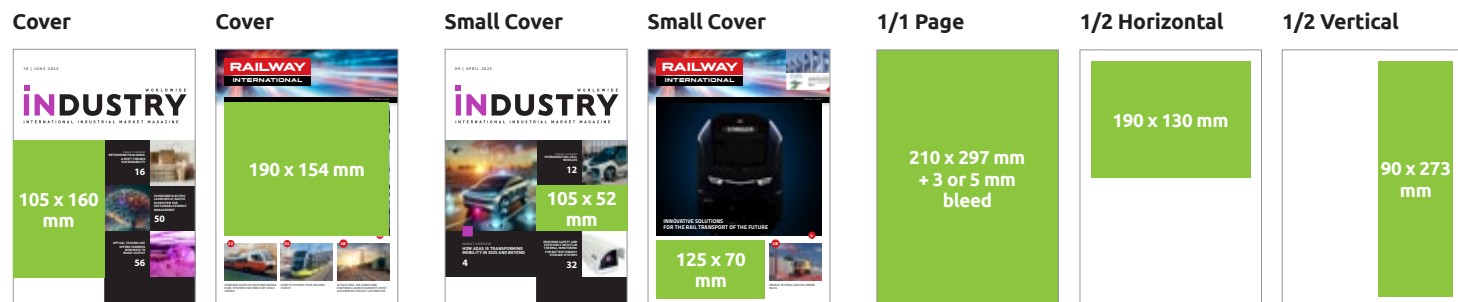


Distribution
EMEA

Calendar

- August
Only the years of the Innotrans trade fair
- 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

Crop marks are thin lines placed at the corners of a print layout, guiding the printer on exactly where to trim the paper to achieve the intended final size.

Trim

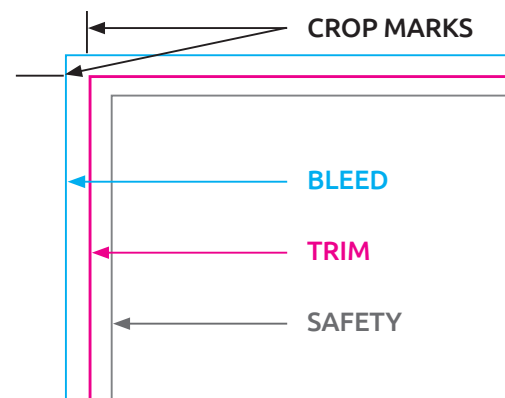
Trim designates the precise dimensions that a publication reaches once it has been neatly cut to its finished format.

Bleed

Bleed refers to the portion of artwork that runs outside the final trim size, ensuring that printed elements are not left with unintended white borders after the document is cut.

Safety

Safety is the area inside the trim where essential text and images should be kept, protecting them from being cut off during finishing.



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.

