

i4.0 today

Industry Smart Content.

**MEDIA
KIT '22**

i40today.com

About Us

A bit about the team, our experience and what to expect.

i4.0today
Industry Smart Content.

2017 saw the launch of i4.0 Today, our exclusive platform dedicated to the concept, technology and future of Industry 4.0. The only dedicated Industry 4.0 magazine in the electronics industry, offering digital and print marketing services for our clients.

i40today.com

smttoday[®]
Electronics Beyond Content.

Born in 2013, the SMT Today team — bursting with years of experience in online and offline marketing — created the first high quality, industry leading magazine for the world of electronics.

We quickly grew to be the clear market leader, by delivering quality content through the widest range of multi-media channels.

smttoday.com

our team

We are a team of strategic thinkers, creative geniuses and technical gurus. What we share is our passion for the electronics industry and delivering outstanding results for our clients.

our process

We really know our industry, but first we want to find out more about your business, your clients and your goals.

Then we begin our magic... We position your brand where it needs to be - in front of the right eyes, on the best platform and at that perfect moment.

our services

We are not just another publication we are an interface for sharing all Industry 4.0 news, research and development within electronics manufacturing.

Our mission is to lead the Industry 4.0 movement and give an insight into Robotics, Artificial Intelligence, Industrial Internet of Things, Smart Factories and Additive Manufacturing within Electronics.



Our Unique Relationships

i4.0 Today works with a wide array of industry associations, technology leaders and manufacturers throughout the world.

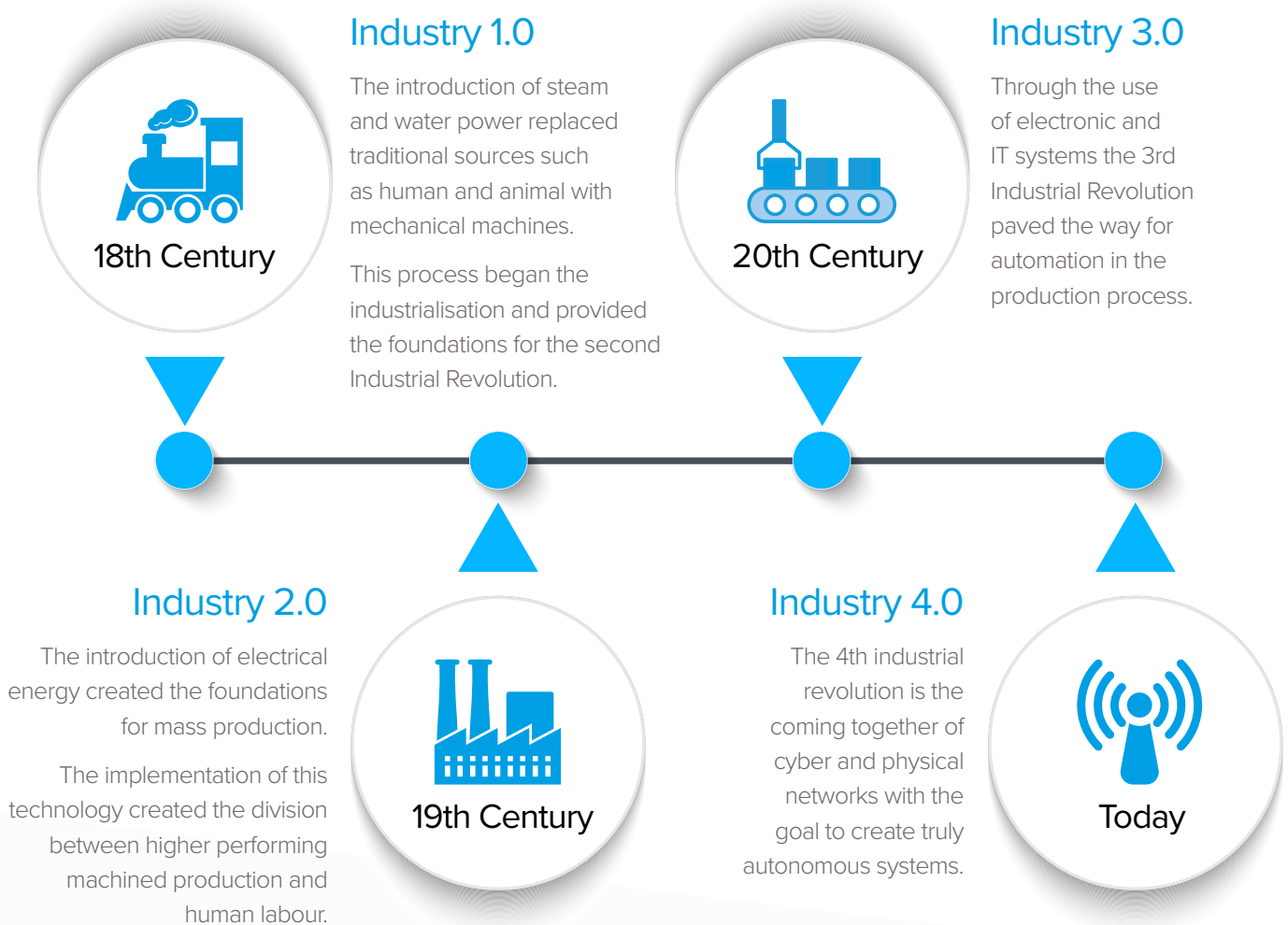


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The Fourth Industrial Revolution

Revolution is by its nature disruptive, and Industry 4.0 is no different from its predecessors.



Factors Influencing the Rise of Industry 4.0

Manufacturing transformation was enabled by the strong advancement in technology, more data, faster processing and better analytics.



Big Data

Advanced Analytics

Data is collected everywhere, from systems and sensors to mobile devices. This collection of data from traditional and digital sources inside and outside your company represents a source for discovery and analysis.

Smart Factory

Improve processes through advanced self-optimization

The concept of Smart Factory is the seamless connection of individual production steps, from planning stages to actuators in the field.



Internet of Things

IoT is the connection of all devices to the internet and each other

This interconnection will enable “smart factories” to take shape as equipment will use data to manufacture, move, report and learn.

Efficiency

Advanced flexibility required

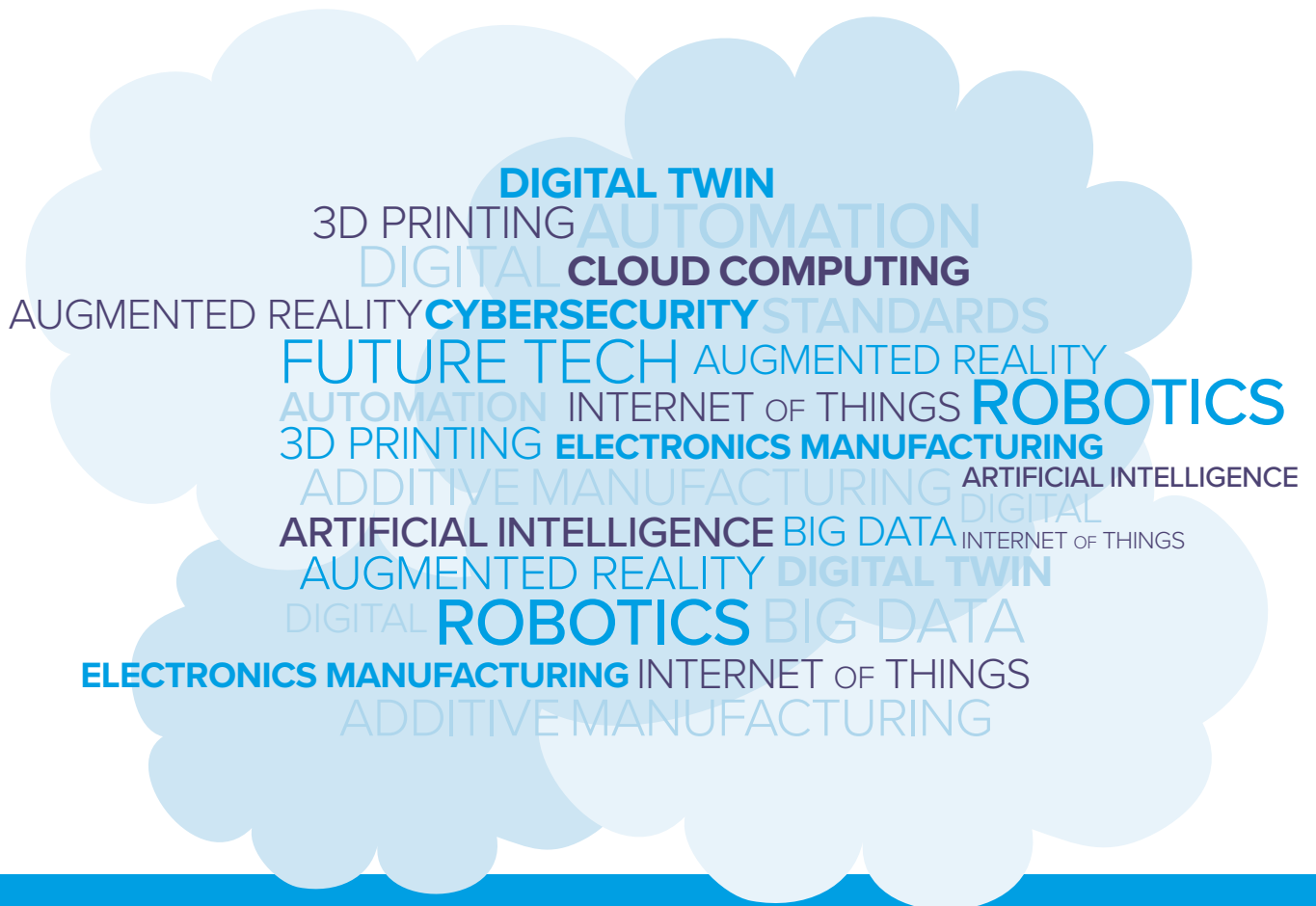
Increased efficiency and higher quality requirements from customers for production processes and products.



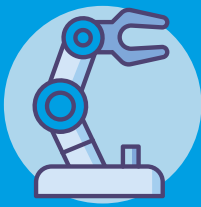
Readership, Facts & Figures

Our network enables your message to reach the right people within the electronics industry.

Areas of **focus**...



Engineering



Technology Leaders



Production Management



Management



CEO/President



VPs



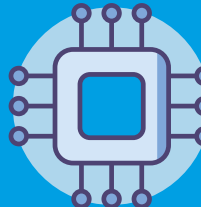
Lead Engineering



Senior Management



Purchasing Management



Director of Technology



Research and Development

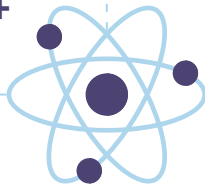
25,000+
CUSTOMERS



200,000+
ONLINE REACH



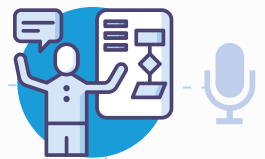
5,000+
COPIES
PRINTED



4 ISSUES
PRINTED
PER YEAR



10%+ ABOVE
INDUSTRY
STANDARD CLICK
THROUGH RATE



Targeted Regions:



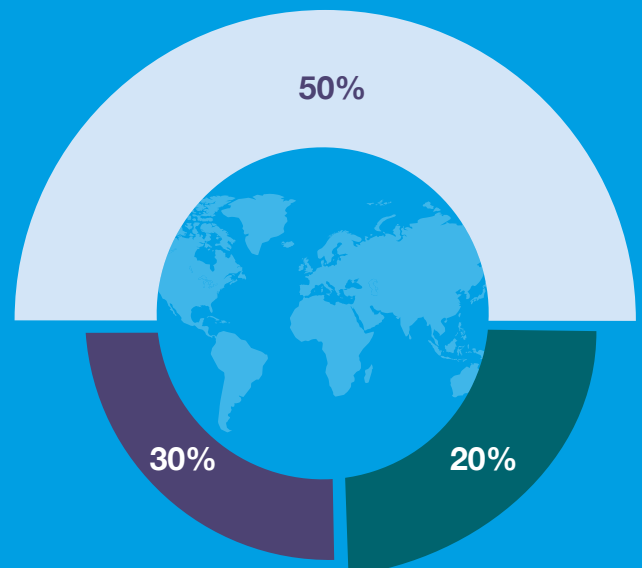
30%
Americas



50%
Europe



20%
Asia



Our Services

The Benefits of Working with **i4.0**today

Quarterly
Publication



Monthly
Newsletter



Premium
Website



Global
Technology
Events



VIP Networking



Top Industry
Speakers



i4.0 Today
Membership



Premium i4.0 Magazine

Leading the industry 4.0 movement.



Available for **FREE**
in both printed and
digital formats



Accurately promote
your Industry 4.0
research

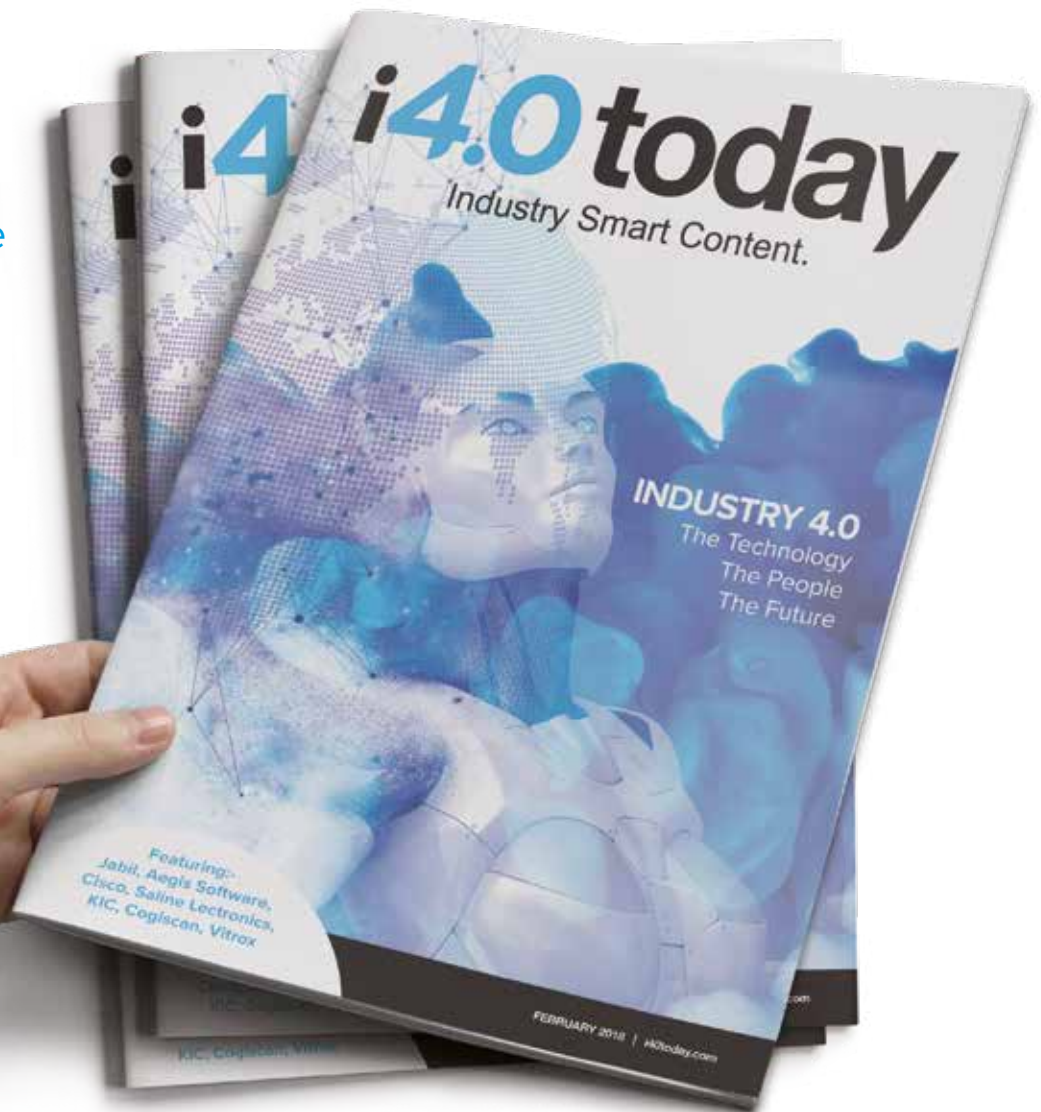


Valuable ROI

i4.0 Today is our beautiful quarterly magazine, launched in 2018.

We are the Media Partner of Choice within the industry for both clients and Trade Organisations who want to deliver their content to the widest, most relevant audience.

Once you hold a copy in your hand, nothing else compares!



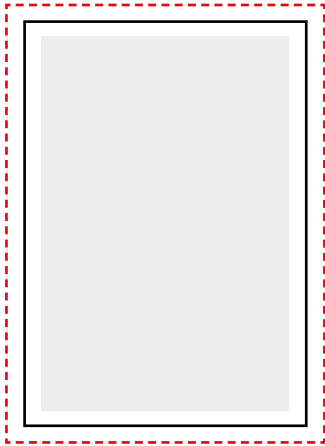
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Technical Data

Creativity comes from setting the spec' **i4.0today**

Print Advertising Specifications - Please send final artwork to connect@i40today.com



Artwork to be supplied CMYK, 300dpi print ready PDF.

Full page artwork to be supplied with 3mm, 0.15 inch bleed all round.

Text content to be no less than 5mm, 0.2 inch from **finished edge**.

Full page trim dimensions - finished size

210mm wide by 297mm high. | 8.26 inch wide by 11.7 inch high.

"Safe" Area for content

200mm wide by 287mm high. | 7.9 inch wide by 11.3 inch high.

Full page bleed dimensions

216mm wide by 303mm high. | 8.5 inch wide by 11.9 inch high.

Please send final artwork to connect@i40today.com

Website Advertising Specifications - Please send final artwork to connect@i40today.com

Artwork to be supplied RGB, 72dpi, JPEG or GIF format.

Top Page Ad

1070px wide by 200px high

Side Ad

Template available - please contact hello@smttoday.com for details.

Large Ad

696px wide by 400px high

Small Sidebar

138px wide by 230px high

Medium Sidebar

324px wide by 186px high

Responsive Ad (required)

1070px wide by 200px high

The screenshot shows the i4.0today website layout with several ad placements marked by dotted lines and labels:

- Top Page Ad:** A large banner at the top of the page with the headline "SOLVE PROCESS ISSUES WITH AI-POWERED MULTI-POINT INSPECTION".
- Side Ad:** A vertical advertisement on the left side of the page.
- Large Ad:** A large advertisement in the main content area featuring "Cogiscan Co-NECT YOUR FACTORY FLOOR" with a red robot icon.
- Small Sidebar:** A small vertical advertisement on the right side of the page.
- Medium Sidebar:** A medium-sized vertical advertisement on the right side of the page.

Email Advertising Specifications - Please send final artwork to connect@i40today.com

Artwork to be supplied RGB, 72dpi, JPEG or GIF format.

Full width banner dimensions

640px wide by 85px high

Box banner dimensions

1280px wide by 1080px high

i4.0 today

Key Dates & Deadlines

Planning your media schedule? We've identified the key dates across the year to keep you on track.

Issue	Deadline
Issue 16	31 ST JAN 2022
Issue 17	29 TH APRIL 2022
Issue 18	29 TH JULY 2022
Issue 19	28 TH OCT 2022



Contact us

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