

# i4.0 today

Innovation & future technologies



**MEDIA KIT** 2023



**AN EXCLUSIVE  
PLATFORM  
DEDICATED  
TO EMERGING  
TECHNOLOGY  
AND THE FUTURE  
OF INDUSTRIAL  
REVOLUTION.**

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.

With the ever changing world of innovation and technology constantly progressing, 2023 sees our brand reflect this - evolving to incorporate i4.0 technologies and beyond. This growth allows us to expand on our services, bringing the latest high technology news to audiences far and wide.

## OUR TEAM

We are a team of strategic thinkers, creative geniuses and technical gurus. What we share is our passion for high technology, innovation 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 innovative news, research and development within a huge range of industries.

Our mission is to lead the innovation movement and give an insight into Robotics, Artificial Intelligence, Internet of Things, Smart Factories, Additive Manufacturing, Aerospace & Space, Big Data and Automation.

“

**We've enjoyed working with i4.0 Today for a few years now, and it's been a wonderful experience. The publication sets itself apart from competitors with beautiful design aesthetics. The team isn't afraid to explore new marketing trends, which is hard to come by in this industry.**

# OUR UNIQUE RELATIONSHIPS

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



# EDITORIAL DEADLINES

## ISSUE 20

Editorial Deadline  
**3<sup>RD</sup> MARCH 2023**

## ISSUE 21

Editorial Deadline  
**16<sup>TH</sup> JUNE 2023**

## ISSUE 22

Editorial Deadline  
**1<sup>ST</sup> SEPTEMBER 2023**

## ISSUE 23

Editorial Deadline  
**3<sup>RD</sup> NOVEMBER 2023**



[connect@i40today.com](mailto:connect@i40today.com)

# PREMIUM MAGAZINE



**5,000+**  
Copies  
Printed

**50,000+**  
Digital  
Reach

- 4 ISSUES PER YEAR
- ALL ADVERTISING WITHIN MAGAZINES ARE **FULL PAGES**
- CONTENT:-
  - Articles (Q&A, Technical Piece, Testimonial, New Products, New Facility, Awards etc.)
  - Industry News – Top Press Releases
  - Latest Innovation – Industry Achievements and Advancements

# TECHNICAL DATA

## READERSHIP

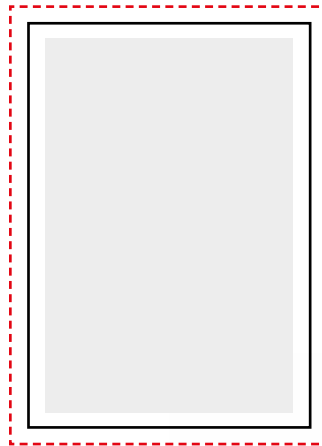
Engineering  
Technology Leaders & Directors  
Production Management  
CEO/President  
VPs  
Purchasing  
Research & Development

## INTERESTS

Digital Twin  
3D Printing  
Automation  
Augmented Reality  
Cybersecurity  
Robotics  
Internet of Things  
Artificial Intelligence  
Electronics Manufacturing  
Big Data  
5G  
Medical Technology  
Aerospace & Space

### Print Advertising Specifications -

Please send final artwork to [connect@i40today.com](mailto:connect@i40today.com)



#### KEY

- Full page trim dimensions  
210mm wide by 297mm high.  
(8.26" wide by 11.7" high.)
- "Safe" Area for content  
200mm wide by 287mm high.  
(7.9" wide by 11.3" high.)
- - - Submitted Size - full page  
bleed dimensions  
216mm wide by 303mm high.  
(8.5" wide by 11.9" high.)

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

**Full page artwork to be supplied at 216mm wide x 303mm high - this will include the 3mm (0.15") bleed all round. This will be trimmed during the print process to produce the final size of 210mm wide x 297mm high. This ensures ink will bleed off the edge of the page.**

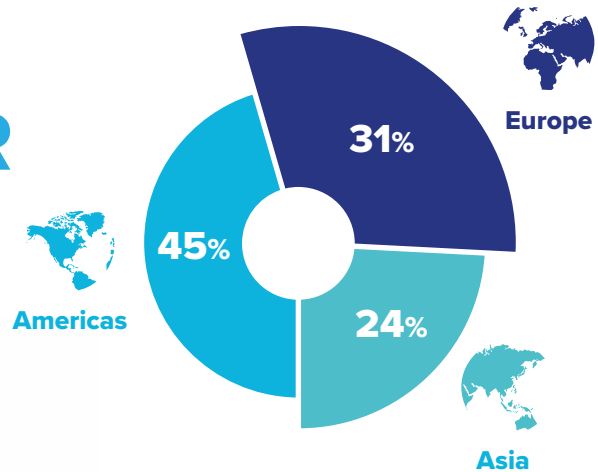
Text content to be no less than 5mm (0.2") from finished edge.

# NEWS WEBSITE & E-NEWSLETTER



**25,000+**  
Web Visitors  
Per Month

**10+CTR**  
Above Industry  
Standard



## NEWS WEBSITE

- UPDATED DAILY WITH LATEST PRESS RELEASES
- OPPORTUNITY TO BE FEATURE ON WEBSITE NEWS
- PLATFORM USED BY INDUSTRY PROFESSIONALS
- ADVERTISING OPPORTUNITIES
  - Small/Medium/Large Banners
  - Side Banners
  - Top Rotating Banner (Only 3 At One Time)

## E-NEWSLETTER

- DELIVERED TO FULL DATABASE MONTHLY
  - Top Stories
  - Advertisements (Side / Banner)



# TECHNICAL DATA

## Print Advertising Specifications -

Please send final artwork to [connect@i40today.com](mailto: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 [connect@i40today.com](mailto:connect@i40today.com) for details.

### Large Ad

696px wide by 400px high

### Medium Sidebar

324px wide by 186px high

### Responsive Ad (required)

1070px wide by 200px high



## E-Newsletter Specifications - Please send final artwork to [connect@i40today.com](mailto:connect@i40today.com)

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

### Full width banner dimensions

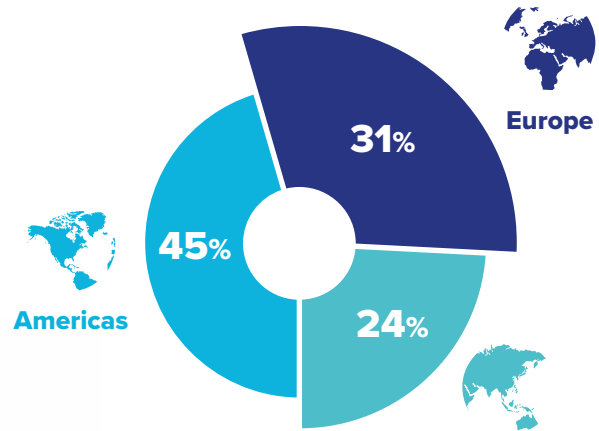
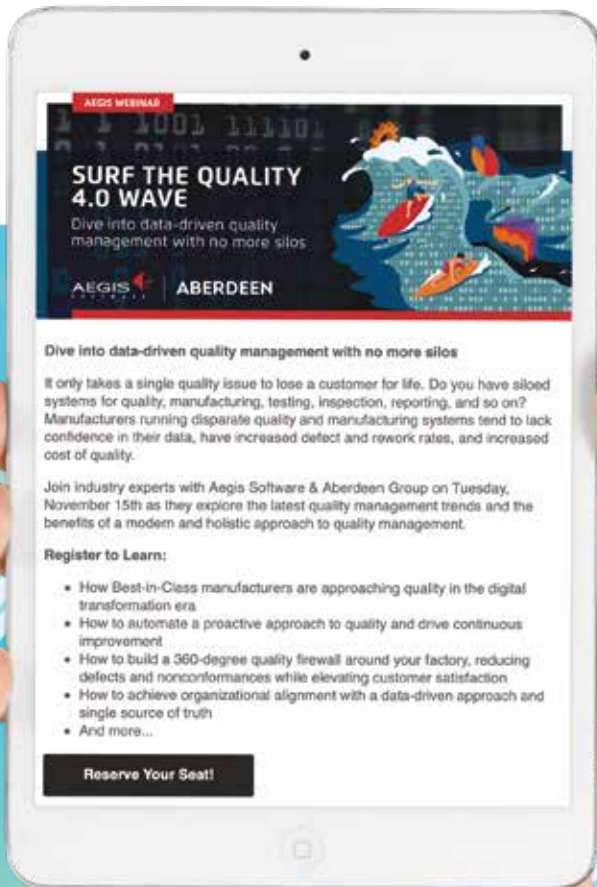
640px wide by 85px high

### Side MPU dimensions

1280px wide by 1080px high

[connect@i40today.com](mailto:connect@i40today.com)

# BESPOKE EMAIL MARKETING



**19,000+**  
Subscribers

**Reach the  
Right Industry  
Professionals**

- CAN BE DESIGNED FROM GIVEN BRIEF OR YOUR OWN HTML
- DELIVERED TO FULL DATABASE OF INDUSTRY PROFESSIONALS
- HIGH CLICK THROUGH RATE
- GIVE YOURSELF THE POWER OF DIRECT LEAD RETRIEVAL
- OWN CONTACTS CAN BE UPLOADED
- BOOSTS OFF-SITE SEO, RESULTING IN ENGAGEMENT

# MARKETING SERVICES

We like to see ourselves as an extension of your marketing department. Building and executing full marketing plans to drive your business.



## DESIGN FOR PRINT

- Product Brochures
- Leaflets
- Booth Graphics
- Printed Advertising
- Machine Specs
- Stationery

## DIGITAL DESIGN

- Web Ads
- Newsletter Ads
- Bespoke Emails
- Social Media Assets
- Digital Brochures
- Screen Designs
- Image Retouching
- Animated GIFs

## WEB DESIGN

- Design
- Optimization
- UI Design
- Building and Maintaining

## SOCIAL MEDIA

- Post & Story Design
- Annual / Monthly Calendars
- Planning & Scheduling
- Optimizing Profiles
- Engagement
- Targeted Ad Placements
- Message Management

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