i4.0 today
Innovation & future technologies

MEDIA KIT 2024

i40today.com
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, 2024 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.
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PREMIUM MAGAZINE

i4.0today
Innovation & future technologies

Detect & Resolve Machine Issues in Real-Time

Quality Content
Valuable ROI
Accurate Promotion

• 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

5,000+ Copies Printed
50,000+ Digital Reach

i40today.com
TECHNICAL DATA

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

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

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

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)

25,000+ Web Visitors Per Month

10+CTR Above Industry Standard

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 for details.

**Large Ad**
696px wide by 400px high

**Medium Sidebar**
324px wide by 186px high

**Responsive Ad (required)**
1070px wide by 200px high

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**E-Newsletter 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

**Side MPU dimensions**
1280px wide by 1080px high
BESPOKE EMAIL MARKETING

- 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

19,000+ Subscribers
Reach the Right Industry Professionals

31% Europe
45% Americas
24%
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

connect@i40today.com