

WILEY



2025 Media Guide
**inspect –
World of Vision**

Refresh your marketing



inspect – World of Vision

inspect is the leading trade journal for applied machine vision and optical metrology. With the industry's highest IVW-certified circulation of 12,000 print copies and an additional digital distribution to an average of 30,000 recipients, inspect reaches all relevant decision-makers in the market - also internationally with inspect Europe (total print/e-paper distribution: over 46,000) and inspect America, which is sent digitally to around 135,000 recipients in North America with a focus on quality engineers and system integrators.

In addition to the national and international editions of inspect, the established online formats such as the inspect e-specials, the inspect newsletter (D-A-CH and International), the B2B portal www.wileyindustrynews.com, podcasts and webcasts as well as the various social media channels used by the inspect editorial team round off the inspect digital portfolio.

For 25 years, inspect has been providing competent and comprehensive information on all important topics from the world of machine vision and thus offers the ideal platform for your content and advertising activities.

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Overview


Publication frequency

12 issues
(incl. inspect Europe, inspect America, Buyers Guide)

Volume

26nd year in 2025

Circulation

Ø 30,000 – For circulation mix Print/e-Paper per quarter see iwv.de 

Publishing Director

Steffen Ebert

Product Management

Anke Grytzka-Weinhold

Editor-in-Chief

David Löh

Commercial Manager

Jörg Wüllner

Order Management

Kerstin Kunkel

Subscription

€ 53 (+ VAT)

Single Copy rate

€ 17 (+ VAT, + Postage)
Subscription for students 50% discount

ISSN

1616-5284

Format of the magazine

DIN A4

Analysis

Circulation analysis

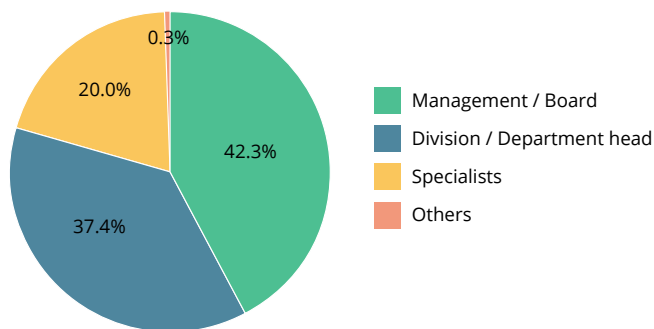
Circulation (IVW Q1/2021)	Copies
Printed copies	12,500
Actual circulation figures	43,510
Complimentary copies	43,474
Sold (incl. subscriptions)	72
Remainder & Archived copies	153

Breakdown of recipients according to position in the company / area of responsibility

(Basis: Shipping data 2021/2022)

Position / Area of responsibility	%	Recipients
Management / Board	42.3	5,223
Division / Department head	37.4	4,618
Specialists	20.0	2,469
Others	0.3	37
Total	100	12,347

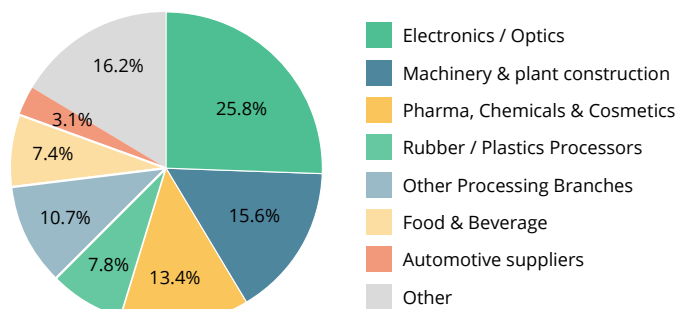
All figures are average values, percentages are rounded up. Basis: Shipping data 2022/2023.



Breakdown of recipients according to industry

Industry	%
Electronics / Optics	25.8
Machinery & plant construction	15.6
Pharma, Chemicals & Cosmetics	13.4
Rubber / Plastics Processors	7.8
Other Processing Branches	10.7
Food & Beverage	7.4
Automotive suppliers	3.1
Other	16.2
Total	100

All figures are average values, percentages are rounded up. Basis: Shipping data 2022/2023.














Range of Distribution Print + Online (german) | (digital data as of: Stand: 30. July 2024)

	Copies
Print	12,000
ePaper (IVW Q2/24)	31,163
Wiley Industry News Newsletter	34,135
Social Media (Follower*)	15,900

* Contacts of the inspect and messtec drives Automation team

Dates & Content: German Issues





Issues	inspect 1 February	inspect 2 April	inspect June	inspect 3 June
	 	 		
Publication date ¹	28.02.2025	11.04.2025	05.06.2025	13.06.2025
Advertising deadline	14.02.2025	28.03.2025	22.05.2025	30.05.2025
Editorial deadline	17.01.2025	28.02.2025	24.04.2025	02.05.2025
EXHIBITION ISSUE FOR	Hannover Messe Hanover, Germany 31.03-04.04.2025	Control Stuttgart, Germany 06.-09.05.2025	Automatica Munich, Germany 24.-27.06.2025	Automatica Munich, Germany 24.-27.06.2025
	Embedded World Nuremberg, Germany 11.-13.03.2025	Embedded Vision Summit Santa Clara, USA 20.-22.05.2025		
	Logimat Stuttgart, Germany 11.-13.03.2025	 Presentation of the Nominees Apply Products until 14.02.2025		
PRINT E-SPECIAL	PRINT	PRINT	E-SPECIAL	PRINT
NEWSLETTER for Issue	06.03.2025	17.04.2025		18.06.2025
TOPICS	<ul style="list-style-type: none"> • Logistics • Embedded Vision • Artificial intelligence • Coding & identification 	<ul style="list-style-type: none"> • Quality assurance • X-ray/computed tomography • Thermography & hyperspectral machine vision 	<ul style="list-style-type: none"> • Interviews • Product news • etc. 	





Issues	inspect 4 September	inspect 5 October	inspect 6 November
			 smart production solutions
Publication date ¹	26.09.2025	24.10.2025	14.11.2025
Advertising deadline	12.09.2025	10.10.2025	31.10.2025
Editorial deadline	15.08.2025	12.09.2025	02.10.2025
EXHIBITION ISSUE FOR	Motek Stuttgart, Germany tba	Interviews with the Winners	sps smart production solutions Nuremberg, Germany 25.-27.11.2025
	 Presentation of the Winners		
PRINT E-SPECIAL	PRINT	PRINT	PRINT
NEWSLETTER for Issue	02.10.2025	30.10.2025	20.11.2025
THEMEN IM HEFT	<ul style="list-style-type: none"> • Hyperspectral machine vision • Interfaces • Quality assurance • Material testing • Identification 	<ul style="list-style-type: none"> • Lenses • Lighting • Vision sensors • Camera accessories • Vision software • Embedded systems 	<ul style="list-style-type: none"> • Optical sensors • Robotics • Artificial intelligence • Measuring and testing

¹ postal dispatch may take up to 4 days

Basics	Basics for the world of machine vision
Vision	Components and Systems: Cameras, Frame grabbers, Objectives, Lighting, Vision-sensors, Smart Cameras, Embedded Systems, Processors & Computer components... Software & Processes: Vision software, AI, Virtual & Augmented Reality, Interfaces & Communication, CoaXpress, GenICam, GigE Vision, USB3 Vision, CameraLink (HS), Profinet, Ethercat... Hyperspectral Imaging: Components, Systems, Software
Automation	Measuring, recognition, guidance - 2D/3D measuring & comparing, form position... Testing - surface inspection, completeness checks, Texture analysis, Colour checks, Size accuracy, Tool monitoring... Identifying - Bar codes, OCR, 2D codes, Geometry...
Control	Material testing - Microscopy/ image analysis, X-Ray, Tomography, layer thickness, hardness, Interferometry, Holography... Measuring devices - Thermography, High-Speed-Cameras, Endoscopy, Laser measuring technology, measuring cameras... Dimensional measuring - Coordinate measuring devices, Profile projectors, Form measuring devices, Topography, Flatness, Track measurement...

Dates & Content: English Issues

EXHIBITION ISSUE FOR	inspect America 1 January  SPIE. PHOTONICS WEST	inspect America 2 April  AUTOMATE 	inspect Europe 1 May  automatica
Publication date ¹	22.01.2025	30.04.2025	23.05.2025
Advertising deadline	10.01.2025	17.04.2025	09.05.2025
Editorial deadline	06.12.2024	20.03.2025	11.04.2025
EXHIBITION ISSUE FOR	SPIE Photonics West San Francisco, USA, 28.-30.01.2025	Automate Detroit, USA, 12.05.-15.05.2025	The Battery Show Europe Stuttgart, Germany, 03.-05.06.2025
		Embedded Vision Summit Santa Clara, USA, 22.-22.05.2025	Automatica München, 24.-27.06.2025
PRINT E-SPECIAL	E-SPECIAL	E-SPECIAL	PRINT
NEWSLETTER for Issue			28.05.25
TOPICS	<ul style="list-style-type: none"> • Cameras • High-speed vision • lenses • optical filters • camera accessories 	<ul style="list-style-type: none"> • Lenses, lighting • Vision sensors • Vision software • Embedded systems 	<ul style="list-style-type: none"> • Artificial intelligence • Measuring and testing • Robotics • Bin-picking • Software

EXHIBITION ISSUE FOR	inspect America 3 July 	inspect America 4 September  embeddedworld North America	inspect Buyers' Guide December 
Erscheinungstermin ¹	09.07.2025	12.09.2025	12.12.2025
Anzeigenschluss	27.06.2025	29.08.2025	28.11.2025
Redaktionsschluss	30.05.2025	01.08.2025	31.10.2025
EXHIBITION ISSUE FOR		SPS - Smart Production Solutions Atlanta, USA 16.-18.09.2025	 Official Buyer's Guide of the European Machine Vision Association EMVA * Pricelist on page 13
		embedded world North America, tba	
PRINT E-SPECIAL	E-SPECIAL	E-SPECIAL	PRINT
NEWSLETTER for Issue			
TOPICS	<ul style="list-style-type: none"> • Interfaces, quality assurance • Measuring and testing • Robotics • Bin-picking • Software 	<ul style="list-style-type: none"> • Embedded systems, • Cameras, lighting • Artificial intelligence 	<ul style="list-style-type: none"> • Product overviews • Industrial applications • Market data

¹ postal dispatch may take up to 4 days

Basics	Basics for the world of machine vision
Vision	Components and Systems: Cameras, Frame grabbers, Objectives, Lighting, Vision-sensors, Smart Cameras, Embedded Systems, Processors & Computer components... Software & Processes: Vision software, AI, Virtual & Augmented Reality, Interfaces & Communication, CoaXpress, GenICam, GigE Vision, USB3 Vision, CameraLink (HS), Profinet, Ethercat... Hyperspectral Imaging: Components, Systems, Software
Automation	Measuring, recognition, guidance - 2D/3D measuring & comparing, form position... Testing - surface inspection, completeness checks, Texture analysis, Colour checks, Size accuracy, Tool monitoring... Identifying - Bar codes, OCR, 2D codes, Geometry...
Control	Material testing - Microscopy/ image analysis, X-Ray, Tomography, layer thickness, hardness, Interferometry, Holography... Measuring devices - Thermography, High-Speed-Cameras, Endoscopy, Laser measuring technology, measuring cameras... Dimensional measuring - Coordinate measuring devices, Profile projectors, Form measuring devices, Topography, Flatness, Track measurement...

Prices & Formats – inspect

Advertisements	width / length (mm)	Price € 4c
1/1 Page	210 x 297*	7,310
1/2 Page portrait	90 x 260	4,510
1/2 Page landscape	185 x 128	4,510
Juniorpage	137 x 190	4,800
1/3 Page portrait	58 x 260	2,730
1/3 Page landscape	185 x 85	2,730
1/4 Page classic	90 x 128	2,140
1/4 Page portrait	43 x 260	2,140
1/4 Page landscape	185 x 63	2,140
1/8 Page classic	90 x 128	1,540
1/8 Page landscape	185 x 30	1,540
Job Advertisements	25% discount on regular advertisement prices	

Preferred Positions

Title page + Story ¹		9,985
Inside front/back page ¹	210 x 297*	7,460
Back page ¹	210 x 297*	7,480
1 st page right-hand text ¹	185 x 260	7,415
Inner Cover (starts Topic)		5,000
Title Corner	73 x 51 x 51*	3,435
Postcards ²		230

*plus 3 mm overlap on all sides

Reprints and ePrints

Prices for printing and delivery of your reprint, as well as individual special formats (e.g. with cover picture and display ad or bundling of articles) are available on request. As are offers for reprints and eprints of scientific articles from Wiley peer-reviewed journals.

Contact:

Nicole Schramm, +49 (0) 6201 606 559,
nschramm@wiley.com

Product-Advertorial

1/6 page, print only	450 Characters incl. spaces plus product image (min. 250 dpi)	765
1/6 page plus und online (6 month)		865
1/2 page, print only	1,200 characters incl. spaces plus Product image (min. 250 dpi)	2,250
1/2 page plus und online (6 month)		2,350

Bound-In inserts	width / length (mm)	Price € 4c
2-page A4*	210 x 297	5,410

* Head: 5 mm; Foreedge: 3 mm; Foot + right: min. 3 mm

Loose inserts ³	weight	Price € 4c
	up to 25 g	395
	up to 50 g	500

Terms of Payment:

Payment within 30 days without deduction.

Bank details:

J.P. Morgan AG
Taunus Turm · Taunustor 1
60310 Frankfurt, Germany
IBAN: DE55501108006161517443
BIC: CHASDEFX

VAT-Id.No.: DE136766623

Tax No.: 47020/29082

All prices are subject to the statutory VAT.

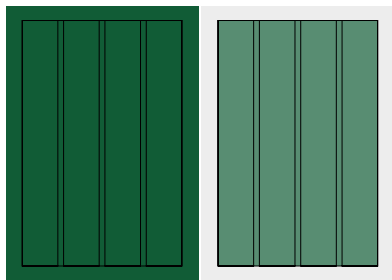
The new price list comes into effect on 1 October 2024 and supersedes all previous price lists.

1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.

2 Postcards: Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs

3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

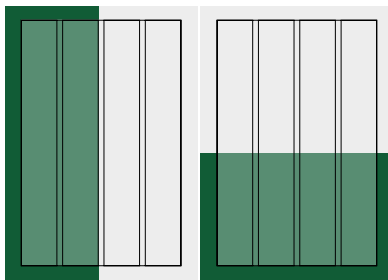
Formats



1/1 Page
Type Area/Bleed Size

Type Area:
185 x 260 mm

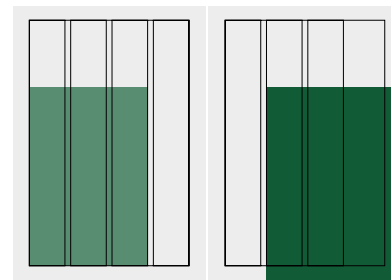
Bleed Size:
210 x 297 mm



1/2 Page
Type Area/Bleed Size

Type Area:
portrait: 90 x 260 mm
landscape: 185 x 128 mm

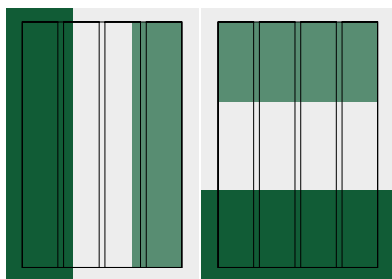
Bleed Size:
portrait: 102 x 297 mm
landscape: 210 x 147 mm



Juniorpage

Type Area:
137 x 190 mm

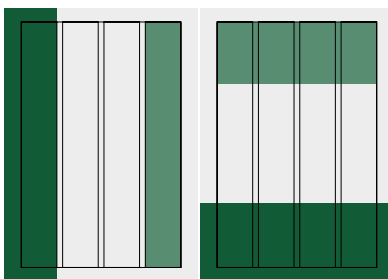
Bleed Size:
147 x 209 mm



1/3 Page
Type Area/Bleed Size

Type Area:
portrait: 58 x 260 mm
landscape: 185 x 85 mm

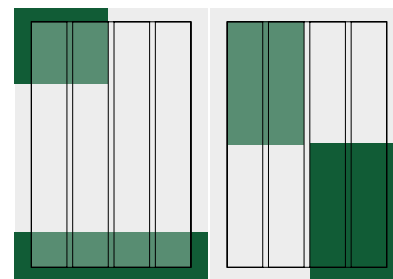
Bleed Size:
portrait: 70 x 297 mm
landscape: 210 x 104 mm



1/4 Page
Type Area/Bleed Size

Type Area:
portrait: 43 x 260 mm
landscape: 185 x 63 mm

Bleed Size:
portrait: 54 x 297 mm
landscape: 210 x 82 mm



1/4 | 1/8
Page Type Area/Bleed Size

Type Area:
classic: 90 x 128 mm

Bleed Size:
classic: 102 x 147 mm

Type Area:
classic: 90 x 63 mm
landscape: 185 x 30 mm

Bleed Size:
classic: 102 x 82 mm
landscape: 210 x 49 mm

Please provide advertisements in bleed size with 3 mm overlap on all sides.

Technical Specifications

Magazine format

210 x 297 mm (width x height), A4 size
185 x 260 mm (width x height), print space
Number of columns: 3; column width 58 mm or
Number of columns: 4, column width 43 mm

Print and binding methods

Sheet offset, adhesive binding

Colours

Euro scale

Screen ruling

70 ruling
Print profile: ISO Coated_v2_300 (39L)

Loose inserts

Minimum insert size: 105 x 148 mm (w x h)
Maximum insert size: 200 x 287 mm (w x h),
the back fold must be on the long side (287 mm)
Minimum weight for single-sheets inserts: 150 g/m²

Delivery of loose inserts/bound-in-inserts

The delivery quantity and delivery address
as well as the delivery date are stated
on the order confirmation.

Data format

We accept the following data formats:
PDF, EPS, TIFF, JPG.

Please observe the following points:

1. Embed all text or convert it into streams.
2. Use only CMYK colours.
3. With pixel-oriented data formats, we require a resolution of at least 250 dpi.
4. Do not compress JPG files too strongly, or this will lead to visible loss of image quality. Use the "maximum" or "high" quality gradings.

To avoid errors, please observe the following:

Send all text to be used and associated files together. Attach a hard copy/print-out to the layout check. Ensure that no RGB colours are used in any files, including the associated files. For files from programmes not intended for the creation of printed documents (e.g. Word, Excel, Powerpoint), the files must always be converted. This means inevitable changes in data and considerable additional work, which we have to add to your invoice.

Transmission options

by e-mail to kerstin.kunkel@wiley.com



Wiley-VCH GmbH
FAO: Kerstin Kunkel
Boschstrasse 12 · 69469 Weinheim
Tel.: +49 (0) 6201 606 731

inspect Europe – Continent wide readership

The English-language edition, formerly called “inspect international”, is now in its sixth year. From this year it is called inspect Europe, in order to underline the focus on the European machine vision market. The print run is 5,500 copies and it is dispatched as an e-paper to thousands of recipients.

The target group consists of European targeted dispatch recipients and users of the English-language portal www.wileyindustrynews.com/en where the inspect Europe is available to download. The English-language LinkedIn channel complements this offer.

In addition to current information on components and systems from the world of industrial machine vision, current technologies and in-depth user reports are an integral part of each issue. Reports on international markets, trade fairs and conferences as well as trends and moods keep our readers up to date at all times. Leading managers and experts also provide insights into their companies, market strategies projects and technologies.

in englischer
Sprache



inspect Europe

Publication date	23.05.2025
Advertising deadline	09.05.2025
Editorial deadline	11.04.2025

Prices & Formats inspect Europe

Advertisements	width / Height (mm)	Price €
1/1 Page	210 x 297**	4,480
1/2 Page portrait	90 x 260	3,010
1/2 Page landscape	185 x 128	3,010
Juniorpage	137 x 190	3,070
1/3 Page portrait	58 x 260	1,740
1/3 Page landscape	185 x 85	1,740
1/4 Page classic	90 x 128	1,510
1/4 Page portrait	43 x 260	1,510
1/4 Page landscape	185 x 63	1,510
1/8 Page classic	90 x 63	1,090
1/8 Page landscape	185 x 30	1,090
Purely digital format	50% of the above prices	
Job Advertisements	25% discount on regular advertisement prices	

**plus 3 mm overlap on all sides

Product-Advertorial

1/6 page, print only	450 Characters incl. spaces plus product image (min. 250 dpi)	760
1/6 page plus und online (6 month)		860
1/2 page, print only	1,200 characters incl. spaces plus Product image (min. 250 dpi)	2,230
1/2 page plus und online (6 month)		2,340

Analysis

Breakdown of recipients according to position in the company / area of responsibility

(Basis: Shipping data 2021/2022)

Position	%
Corporate Management	22.9
Business Unit-, Department-, Project Management	70
Specialists	6.7
Other	0.4

Preferred positions	width / Height (mm)	Price €
Title page + Story ¹		4,880
Inside front/back page ¹	210 x 297**	4,570
Back page ¹	210 x 297**	4,600
1 st page right-hand text ¹	210 x 297**	4,570
Title Corner	73 x 51 x 51*	2,050
Postcards ²		230

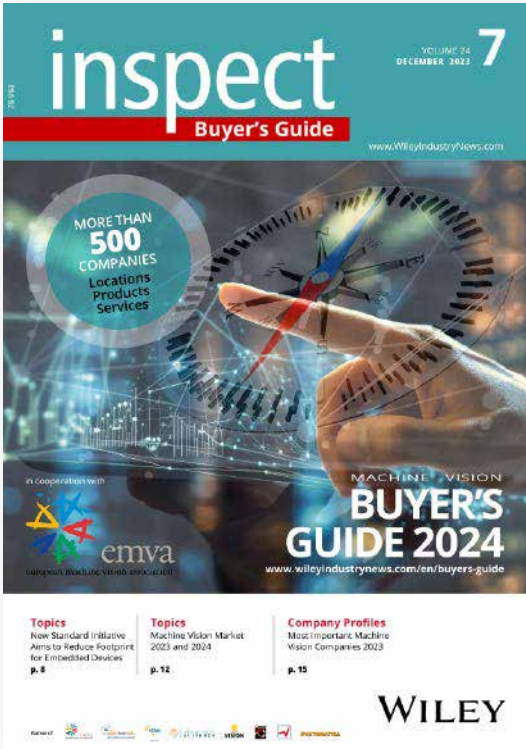
*plus 3 mm overlap above and on the right hand page

- 1 Cancellation only possible up to 8 weeks before advertising deadline.
Title page: the picture must be coordinated with publisher in advance and Wiley-VCH GmbH has exclusive rights of it for 6 months.
- 2 Postcards: Costs per thousand, affixed to a particular page on advertisement or bound-in insert + insertion costs
- 3 Costs per thousand – including postage; no discount for loose inserts, sample must be sent before order can be accepted.

Breakdown of recipients according to industry

Industry	%
Elektronics/Optics	31.7
Pharma, Chemicals & Cosmetics	33.3
Mechanical & plant engineering	6.6
Others in manufacturing industry	5.5
Automotive & Suppliers	4.2
Other	18.7

inspect Buyer's Guide 2025



The official Buyer's Guide of the EMVA

The inspect Buyer's Guide is the first official European Buyer's Guide of the European Machine Vision Association EMVA and the reference book for components, products, systems and services of machine vision and optical metrology.

At www.WileyIndustryNews.com/en/buyers-guide you will find company profiles, product information and market overviews all year round. In addition, the inspect Buyers Guide is published once a year in printed form (circulation 15,000) in English with overviews, trend reports and showcases.

	Company Profile	Showcase
1/1 4c Page Print & Online	€ 6,155	-
1/2 4c Page Print & Online	€ 3,840	-
1/4 4c Page Print & Online	-	€ 1,725

	Company Profile	Company Entry + Logo	Company Entry + Logo + Picture
1/6 Page Print & Online	-	€ 580	€ 1,160

← 1/1 Page Company Profile

↓ 1/2 Page Company Profile

← 1/4 Page Showcase

The inspect Buyers Guide is a crossmedia product. All entries from the online Buyers Guide will be published as well in the annual print version – and vice versa. →

inspect America - The Digital Edition



In addition to inspect Europe, *inspect America* completes the international portfolio. It is published four times a year in digital format and in English, and is aimed at machine vision users and integrators in North America. It includes and highlights any events and their focus topics for our readers in those areas. Every issue centers on the latest technologies, market trends and new products.

As with all digital editions of inspect, inspect America takes advantage of the full range of possibilities digitization brings with it. In addition to design benefits such as animations during page turning, internal and external links are integrated, so that readers always have easy access to the desired information and contact options. Videos of interviews, applications or products are included, as well as interactive elements, such as image galleries.

In addition to the 135,000 recipients of the E-Specials (see page 13), inspect America reaches another 5,000 users and integrators of machine vision in North America. The first issue is also sent to the recipients of the newsletter of our media partner Edge AI + Vision Alliance.

© kasheev - stock.adobe.com

Advertising format	Price €
Cover page + Cover story (max. 4,000 characters) + Interview (10 minutes, digital)	3,600
1/1 Advert 4c (1,600 x 1,200 Pixel)	2,600
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel)	1,800
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel at Editorial)	2,600

E-Special: 100 % Content, 100 % digital

With our digital format – the E-Special – you can reach over 28,000 recipients via social media and WIN – Wiley Industry News, the joint portal of the trade magazines inspect, messtec drives Automation, and PhotonicsViews.

Range of distribution

Social Media	19,000
E-Paper-Recipients (IVW-approved)	34,135
Total number of recipients*	53,135

* Total number of contacts of the inspect and messtec drives Automation teams



With numerous, integrated videos and links to relevant websites our e-specials provide you with an attractive and interactive reading experience. Every E-Special has a focus topic. The advantage of digital formats: your ads will be provided with surface and deep links so that potential customers can reach the webpage for your products directly. Are several topics interesting for you? Ask our sales team about the flat-rate option.



Advertising format

Cover page + Cover story (max. 4,000 characters) + Interview (10 minutes, digital)	3,225
1/1 Advert 4c (1,600 x 1,200 Pixel)	2,495
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel)	1,665
1/2 Advert 4c (800 x 1,200 Pixel or 1,600 x 600 Pixel) at Editorial	2.600

Price €

Topic

Sensorik + Messtechnik	29. April 2025
Smart Automation + Robotics	17. June 2025
SPS – Smart Production Solutions	18. November 2025

Date

Wiley Industry News

WIN NEWS www.WileyIndustryNews.com

Together we are stronger: Since fall 2020, the online editorial teams of inspect-online.com, md-automation.de, traffic and PhotonicsViews have joined forces and present the portal www.WileyIndustryNews.com, WIN for short. It provides readers with daily news from the automation, photonics and machine vision industries.

Among other things, users can find exciting user reports, webcasts and in-depth white papers that give a closer look at today's and tomorrow's technology. Plus all the products and solutions that help improve or expand their production. The portal with its modern layout is the central point of contact for everyone who is interested in hardware and software needed for the tough day-to-day work in industry.

Online-Advertisement

Give your company a face and show presence, communicate a product launch – in short: **benefit from our distribution range**. Combine your print advertising with an image campaign on www.WileyIndustryNews.com and increase your market penetration.

Leaderboard	728 x 90 Pixel	€ 1,345 / month, run of site*
Medium Rectangle	300 x 250 Pixel	€ 1,130 / month, run of site*
Wide Skyscraper**	160 x 600 Pixel	€ 1,225 / month, run of site*

* "run of site" means that the ad placements may appear on any page of the target site. They will be shown randomly in a rotating scheme by each new page impression (maximum of four banners at one position).

**the mobile optimized version requires an additional Medium Rectangle format

Top Feature

Promote your product, your application note, your event or any other highlight on the "cover page" of www.WileyIndustryNews.com. Reach your target group 24/7/365.

Scope of Service: Picture (476 x 315 px, Format 1,5:1), Headline, Intro on landing page (150 letters), Detailed Text (up to 4,000 characters recommended), 1–4 Images, Contact Information

Running Time: 1 month prominent as a Top Feature Story. Additionally, your highlight remains for a total of ***€ 1,730** six months in the portal's database

Combo offer: Feature on Portal + Newsletter **€ 2,370**

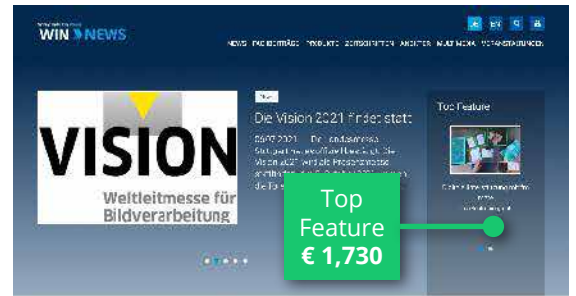
*in a rotation scheme with other Top Feature Stories. Text is subject to editorial criteria.

Accesses to the website

Page Impressions/Month	15,200
Visits/Month	9,950
Unique Visits/Month	9,100

Mean values from the 1st half of 2023

See next page for technical specifications



Newsletter: www.WileyIndustryNews.com

Information about sensors, automation, test & measurement, machine vision and photonics is available in the WIN newsletter, which is sent out weekly. We inform about company mergers, market developments and what else is new in the world of industry. Up-to-date and interesting, just as you are used to from the editorial offices of inspect, messtec drives Automation and PhotonicViews.

We also offer special newsletters in which we report on upcoming trade fairs and current key topics. Product or company specials that focus only on products or information from manufacturers are also possible.

For English-speaking target groups, the editors of inspect send out the official VISION newsletter, which is produced jointly with the Landesmesse Stuttgart, the organiser of VISION – the world's leading trade fair for machine vision.

Newsletter: Banner formats & prices

Date of Publication weekly.

With the booking of a „Feature“, your content will be placed on one of the prominent feature positions

Full Banner	468 x 60 Pixel	€ 1,120
Medium Rectangle	300 x 250 Pixel	€ 1,350
Feature Newsletter (Content ad)	Text (up to max. 4,000 characters advisable), headline, intro (150 characters), at least one image (format 1.5:1, at least W x H 476 x 315 px, better 750 x 500 px, max. 250 KB), three additional images possible (format see above), Contact information	€ 1,225
Content Ad direct		€ 1,445
Combo offer: Top Feature on website + newsletter		€ 2,370
Event announcement: name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 545
Job advertisement: description of position 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 560

Material to be submitted 7 days before distribution date of booked news letter

Technical Data:

Please send your files by mail to your sales representative. We will take care of all further steps.

Banner

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG, HTML5, any kind of Redirect/Tag

Target-website

please tell us the exact URL, where your banner should be linked to.

Webcast

Data format: any video format is possible
Youtube or Vimeo link possible.

Banner (Newsletter)

Size of data: max. 200 KB
Data formats: GIF, JPG, PNG



Medium Rectangle
€ 1,225

Top-Thema



Vision

Mit Spezial-Software Bauteile messen

15.09.2020 -

Opto Engineering hat Horus veröffentlicht, eine Windows-Desktop-Anwendung zur optischen Messung. Dabei handelt es sich um eine Software für die die Echtzeitvermessung von Bauteilen. Das Interface sowie die Abläufe sind ähnlich wie bei...

Full Banner
€ 1,120



Feature
€ 1,225

Feature



Control

Das Vision-System im - Streichholzschachtel-Format

21.09.2020 -

Der Bedarf in der Industrie an komplexen, entwickelten Bildverarbeitungssystemen. Zugleich schwindet der Platz, diese in den Schaltschränken unterzubringen. Vision...

Exclusive access to your customers
Single Sponsored Newsletter
5,335 €

Newsletter Dates

Regular Newsletter (WIN Ger)

Monat	ET	Monat	ET
January	13.01.2025	July	07.07.2025
	20.01.2025		14.07.2025
	27.01.2025		21.07.2025
February	03.02.2025	August	28.07.2025
	10.02.2025		04.08.2025
	17.02.2025		11.08.2025
March	24.02.2025	September	18.08.2025
	03.03.2025		25.08.2025
	10.03.2025		01.09.2025
	17.03.2025		08.09.2025
April	24.03.2025	October	15.09.2025
	31.03.2025		22.09.2025
	07.04.2025		29.09.2025
	14.04.2025		06.10.2025
May	22.04.2025	November	13.10.2025
	28.04.2025		20.10.2025
	05.05.2025		27.10.2025
	12.05.2025		03.11.2025
June	19.05.2025	December	10.11.2025
	26.05.2025		17.11.2025
	02.06.2025		24.11.2025
	10.06.2025		01.12.2025
	16.06.2025		08.12.2025
	23.06.2025		
30.06.2025			

International Newsletter (WIN engl.)

Monat	ET	Monat	ET
January	13.01.2025	August	11.08.2025
	27.01.2025		25.08.2025
February	10.02.2025	September	08.09.2025
	24.02.2025		22.09.2025
March	10.03.2025	October	06.10.2025
	24.03.2025		20.10.2025
April	07.04.2025	November	03.11.2025
	22.04.2025		17.11.2025
May	05.05.2025	December	01.12.2025
	19.05.2025		
June	02.06.2025		
	16.06.2025		
	30.06.2025		
July	14.07.2025		
	28.07.2025		



Special Newsletter
 automate 06.05.2025
 SPS 09.09.2025



Official Industry Newsletter of the World's Leading Trade Fair for Machine Vision



Dear readers,

Is the pandemic coming to an end? The signs are there. The vaccination rates in Great Britain, the USA and now also Germany are over 50 percent, the football stadiums fill up for the European Championship and the economy is booming. This has now also moved the VDMA to raise the real production forecast for 2021 from previously plus 7 percent in real terms to now plus 10 percent.

'An unusually low prior-year base, but also a powerful global industrial economy, are helping us to achieve high growth rates. In addition, the machinery and plant engineering sector is benefiting from extensive economic stimulus and growth packages in key sales markets,' said VDMA President Karl Haeusgen. [Read](#)

Best Regards,

Florian Niethammer
Project Manager VISION

Andreas Grösslein
Editor / Webmaster B2B Technology



Top Story



Vision

Sony Launches Visible and SWIR Based Imagers

15.09.2020 -

Sony Semiconductor Solutions has launched two new image sensors that include both the visible and short wavelength infrared (SWIR) ranges in captured images. The IMX990 and IMX991 sensors utilize the industry's smallest 5µm...



News



News

W3+ Fair Rheintal cancelled at short notice

11.09.2020 -

The machine vision and photonics trade fair W3+ Fair Rheintal in Dornbirn, Austria, was prohibited by the Vorarlberg provincial government.

INSPECT AWARD

The renowned award reflects the latest news and developments every year. The best entries are selected by an expert jury, judged by the inspect community in the readers' poll and awarded by the editorial team.

The 2025 timeline

- Submission of new products and systems by February 14, 2025 at www.inspect-award.com
- Presentation of the shortlisted candidates in inspect 2/25, publication date April 11, 2025
- Voting until May 31, 2025
- Presentation of the awards at Automatica from June 24-27, 2025 or around the same time

Die begehrte Auszeichnung ist jedes Jahr wieder ein Spiegel der Neuigkeiten und Entwicklungen. Unter den Einreichungen werden die Besten durch eine Fachjury ausgewählt und durch die inspect Community bei der Leserwahl bewertet und durch die Reaktion gekürt.

inspect-award participation

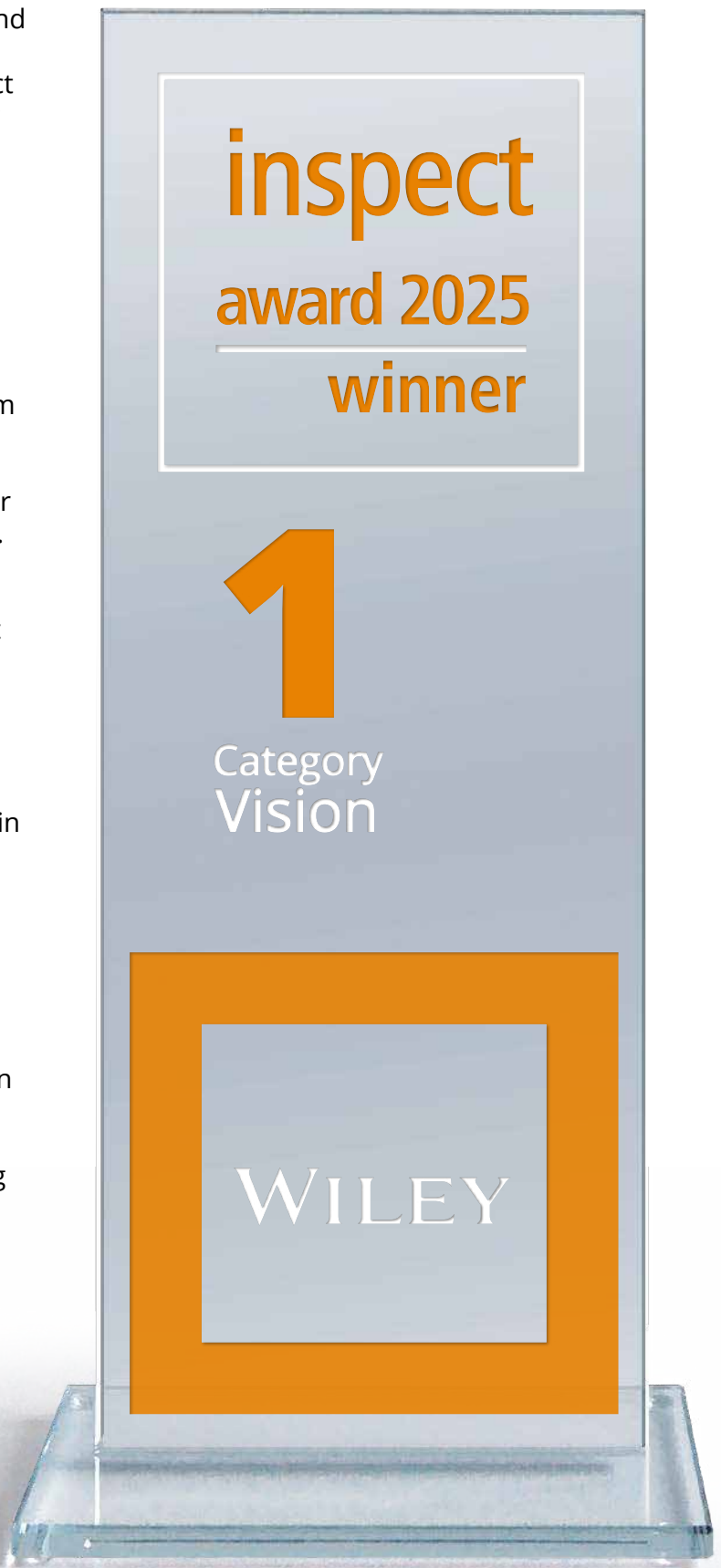
- Entering your current company details on the voting page including a link to your company
- Mention of your company and product name in the print and e-issues as well as on the online voting page
- inspect-award logo for use in your advertising

Free of charge • 0 Euro

inspect award Promo Package

- Publication of a detailed product description in the inspect print edition 2/25 on the award (1,500 characters with spaces) with correction option, the e-editions and on the online voting page
- Logo of your company on the online voting page
- Online feature promotion in the inspect newsletter during the voting phase
- Full banner promotion in the inspect newsletter during the voting phase
- Inclusion of your current company details on the voting page incl. link to your company
- Mention of your company and product name in the print and e-editions as well as on the online voting page
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- (b) Section IV (Reporting) (excluding clause IV(b));
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws)
- (d) Section XIII (Third Party Ad Serving and Tracking)

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Advertising and Reprint Production Terms and Conditions

PRICING

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English Language		Translations	
Point of Cancellation	% of order value – excluding shipping & expedited delivery fees	Point of Cancellation	% of order value – excluding shipping & expedited delivery fees
Purchase Order / confirmed order received	5%	Purchase Order / confirmed order received	5%
Order sent to printer / Proof compiled	10%	Translation work started	50%
Proof approved by customer	25%	Proof approved by customer	75%
ePrint created	35%	ePrint created	35%
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