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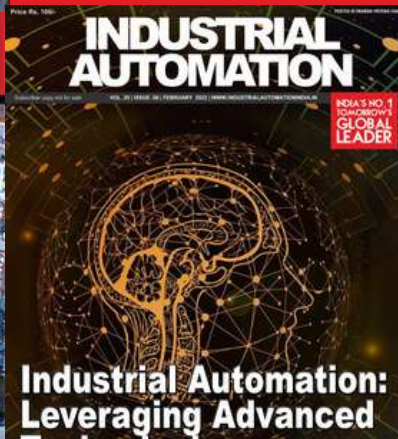


INDUSTRIAL AUTOMATION
www.industrialautomationindia.in

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Media Kit 2024

7/20 APRIL 2023

CHENNAI TRADE CENTER



Leading The Automation Ecosystem

Since its inception in 1980, Industrial Automation, Formerly "Instruments & Electronics Development" has been the country's most read and appreciated platform that caters to the consumers by seamlessly merging the world of industrial technologies with the people who are reinventing the world and provide solutions for the real world issues. Industrial Automation delivers insights and experiences of the industrial experts by exploring the intellectual wealth of the minds and discussing global and domestic challenges including consumer and manufacturer perspective's, Placing the readers ahead of the curve. Over the last few years, Industrial Automation has achieved stronger position as a unparalleled, influential and most preferred medium in a community that is constantly expanding and evolving.

Today we are a platform for the automation industry with print & digital presence increasing the global reach, providing insights and

critical information covering the idea to empire evolution, from established legends to the smallest startups as well as investment advice, insights on strategy. Industrial Automation publishes exclusive features produced by professional team of writers and editors. With one of the most experienced editorial teams among the industry magazines in the country, Industrial Automation provides invaluable information for the business community.

A handwritten signature in black ink, reading "Arokiyaswamy".

Dr. M Arokiyaswamy
Editor & Publisher

Industry Opinion About Us

Just read July issue of Industrial Automation. Power packed with excellent and relevant content. Liked cover article on DX. And thanks for publishing my article on 'Servitization in Manufacturing'

- Ms. Sujata Tilak

Thank you for promoting Industrial Automation technologies. I found it a great way to connect with manufacturers, suppliers, researchers. Keep doing the good works

- Mr. Damodar Sahu

Great content and insights on industrial automation trends. Amazing work by a team of professionals and experts. Keep up the fantastic work Industrial Automation magazine :-)

- Ms Nirmala D'Souza

A perfect Industrial Automation platform to look for information. Good read and worth waiting for its monthly publication. for all kinds of B2B Tech content. The only publication specializing for the same.

- Ms. Swati Jain

The finest and oldest magazine on Industrial Automation in India, it has kept pace with technology. The vision of its founder Mr. Arokiyaswamy is being implemented meticulously benefitting the readers and users of this magazine.

- Mr. Ramnath Mani

Industrial Automation Magazine is really informative covering many domains of industry today. It has latest news, latest research, latest technology, latest cybersecurity and much more in each edition. Best wishes to their team.

- Mr. Shekhar Pawar

Our Group Brands



IED Communications Ltd is not only the owner of Industrial Automation monthly, but is also the organiser of India's biggest and Asia's 2nd largest exhibition for the automation industry – Automation Expo (www.automationindiaexpo.com). Together with the magazine, the organisation has been in the business of promoting the automation industry in India for over nearly 4 decades now and has played a pivotal role in the evolution of the industry in India, first through the Industrial Automation magazine and later the exhibition.

A brainchild of Dr M Arokiaswamy, Founder & Managing Director, IED Communications Ltd endeavours to understand and anticipate the needs of the Indian engineering and manufacturing industries and cater to their requirement of a reliable source of quality products and vendors, providing the best solutions, services, products, technology and know-how through its twin properties.

Industrial Automation is a monthly magazine published by IED Communications since 1980, catering to the Factory and Process Automation needs of the industry. The magazine is one of the most widely read and referred trade journal in the automation industry. With a monthly circulation of 10,000 copies and readership of about 100,000, the magazine readers cover a wide spectrum of industry stakeholders including shop floor personnel and maintenance engineers, purchase heads, owner entrepreneurs of SMEs, key decision makers, system integrators & consultants, scientists & researchers, engineers, and above all, students of various engineering colleges & institutes.



Since 1983 Jyothi Process has been empowering business owners across various sections of the industry to market themselves professionally through the wide range of quality services in the shortest possible turn-around time, along with tools and equipment suited to every skill level and need, every job that we do has the best quality standards.

Today 40 years later, Jyothi Process has consolidated its market-leading position. We've greatly expanded our service offerings and advanced our technology in our inhouse facility spread over a area of 3000 sq ft in the heart of the city.

EDITORIAL CALENDAR 2024



JANUARY **Close Date** 20/12/2024

Factory Automation & Digitalisation
Hardware & Software; Robotics;
Sensors, Controllers, PLCs/SCADA;
Data Storage & Analytics, Cloud, etc/-

FEBRUARY **Close Date** 20/01/2024

Energy Transition
The global energy sector's shift from
fossil fuels to renewable energy
sources like wind and solar, etc

MARCH **Close Date** 20/02/2024

**The Digitalisation of Process
Industries**
Special Feature: Women in
Technology – A Special Annual...

READER PROFILE

PEOPLE WHO ARE

Presidents, Vice Presidents, Maintenance
Managers, Manufacturers,
Project Managers, Maintenance Engineers,
Operation Personnel, Cloud
Computing Specialists, Traders, Chief
Engineers, R&D Manager, Maintenance
Personnel, Managing Directors, Plant
Managers, Business Managers, Technical
Directors, Operations Managers, System
Integrators, OEM's, Design Engineers,
Marketing Managers, Software Engineers

APRIL **Close Date** 20/03/2024

Robots & Cobots in Manufacturing
Robots, Cobots, Mobile Robotics –
AMRs & AGVs, Machine Vision,
etc

MAY **Close Date** 20/04/2024

Material Handling & Warehousing
Automated storage and retrieval
systems (AS/RS); AGVs; Cranes
Conveyors, Carousels, Vertical lift...

JUNE **Close Date** 20/05/2024

**The Future of Oil & Gas – Green
Energy**
Green & Blue Hydrogen, Green
Ammonia, Synthetic Fuels

DEPARTMENTS / INSTITUTES

R&D Lab, Electricity Boards, Defence,
Space, Power Plants, Testing Centers,
Railways, Solar Energy, Atomic Energy,
BARC, Engineering Colleges, Technical
Universities, Automation Institutes,
Industry Forums, Associations, Advisory
Group, Events, Private Technical Institutes,
Industry Training Centers, Startup Zones,
Launchpads

JULY **Close Date** 20/06/2024

Test & Measuring Instruments
The instruments used to test
various parameters – electrical,
electronic, signals, mechanical...

AUGUST **Close Date** 20/07/2024

**Digitalisation of Food & Beverage
Industry**
Sensors, HVAC, Cold Chain, Factory
Automation, Material handling, etc

SEPTEMBER **Close Date** 20/08/2024

**Technology Transformation of
Process Automation**
The quest for increasing efficiency
of existing processes and drive...

OCTOBER **Close Date** 20/09/2024

Motion Control in Industry
Motors & Drives; Position Controls;
Actuators & Mechanical Systems;
Sensors and Feedback Devices

NOVEMBER **Close Date** 20/10/2024

**Intralogistics & Packaging
Automation**
Packaging solutions for Case Packing,
End of Line Packaging ...

DECEMBER **Close Date** 20/11/2024

**The Carbon Conundrum –
How Oil & Gas Companies Can
Help**

INDUSTRY SECTORS

Manufacturing, Logistics & Warehousing,
Instrumentation, RPA, IIOT, Healthcare,
Robotics, Renewable Energy, Adhesives &
Additive, Defence, Instrumentation,
Automotive, Sensors, Research Labs,
Datacenter, Maintenance & Monitoring, 3D
printing, Cyber Security, Network &
Communications, Factory Automation

Event Focus 2024

January
IMTEX Forming
January 19-23

February
India Energy Week
February 06-09

March
TMTS 2024 Taiwan
March 27-31

April
Hannover Messe
April 22-26

May
Metal Forming Expo
May 16-18

June
INTEC 2024 Coimbatore
June 06-10

July
ARC Industry Forum Asia
Bangalore, July 10-11

August
Automation Expo 2024
August 21-24

September
Globe-Tech Engineering Expo
September 19-22

October
34.BI-MU, Milan
October 09-12

November
SPS Nuremberg
November 12-14

December
bauma CONEXPO India
December 11-14

Email: sales@industrialautomationindia.in

Platform Influence

Our Rankings are 100% organic and results are long lasting unlike short life span paid promotions, Followed by over 101 search & social bots globally every 24 hrs, Some visit more frequently. We also have presence through news platforms like Google news, Bing, Flipboard, to name some and an active RSS feed which is updated in realtime with current content.

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8 min

DAILY PAGES VIEWED

21,000

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2,00,000+

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companies

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1- Newsletter advertisement: Rs 30,000/- (600 x 300 px)

2- Banners: Cost per banner is Rs 35,000/- (728 x 90 px)

3- Article/Interview: 1200 words with 4 images including author image with hyperlinks – Rs 25000/- 16:9 aspect ratio

4- Logo on Home Page – Rs 50,000/- (500 x 500 px)

5- Links & banner between Cover Story or other articles – Rs 40000/- (728 x 90 px)

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PRESENTS



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Organization logo on the participation certificate	YES	YES	YES	YES	YES
lanyards & batches for students	YES	YES	YES	YES	YES
T-shirts & caps for participants 150 participants plus automation tour guides	YES	YES	N/A	N/A	N/A
E- Bulletin for Expo	YES	YES	YES	YES	YES
Industrial automation magazine 12 months - annual contract	YES	YES	N/A	N/A	N/A
Interview in magazine	YES	YES	YES	YES	YES

PRESENTS



SCAN TO FILL THE FORM
LAST DAY 15TH DECEMBER 2023

HALL OF FAME

Empowering Women in Great Workplaces

Inviting Outstanding/Distinguished Woman Achievers in Technology
MARCH ISSUE - INDUSTRIAL AUTOMATION

DIGITALEVES – INNOVATION AND TECHNOLOGY – **NARI SHAKTI**

This Special Feature recognises lady technocrats, who have contributed substantially to the cause of

- INSTRUMENTATION & AUTOMATION ▪ ELECTRONICS & ELECTRICALS ▪ ARTIFICIAL INTELLIGENCE ▪ ADVANCED ROBOTICS ▪ INDUSTRIAL INTERNET OF THINGS
- EDGE & CLOUD COMPUTING ▪ IMMERSIVE TECHNOLOGIES ▪ ADDITIVE MANUFACTURING ▪ CYBERSECURITY ▪ 5G ▪ BLOCKCHAIN ▪ WEARABLES
- DIGITAL TRANSFORMATION

SELECTIONS FROM THE NOMINATIONS ARE BASED ON THE EXCEPTIONAL SERVICES IN THE ABOVE FIELD BY EXPERT JURY MEMBERS



Since 2018, Industrial Automation has been celebrating the success of Women in Technology in its March Edition coinciding with the International Women's Day.

WWW.INDUSTRIALAUTOMATIONINDIA.IN

Empowering Women in Great Workplaces



ELIGIBILITY

- leadership position
- Startup Founder
- Entrepreneur or Director/Partner
- Working on Management and Senior Management level - private & public sector
- Academician/Research Scholar.

PROCESS OF NOMINATION

- SELF NOMINATE
- Each company or individual can nominate 2 each category
selected candidates will be notified on **25th Jan 2024**



SCAN TO FILL THE FORM
LAST DAY 15TH DECEMBER 2023

E-nomination certificates shall be provided to all nominations

Nominees who are selected in the DigitalEves – Innovation and Technology – Nari Shakti jury, will be receiving the following deliverables

- Trophy by courier
- Certificate by courier
- Your interview in the women's specials in INDUSTRIAL AUTOMATION, MARCH ISSUE- 2 PAGES - 1200 WORDS, 3 IMAGES, we must rec your replies by **10th Feb 2024** to be featured
- Coffee table book will carry your feature
- There will a video on youtube
- Your digital interview will be uploaded on the INDUSTRIAL AUTOMATION website.

SPONSOR BENEFITS

- Trophy & certificate will carry logo
- 2 pages 1000 words 2 images about how their company is working towards women empowerment
- Video on women empowerment to be given by sponsor, we will upload on youtube social media and website
- Video will be made by us, logo with sponsor message will be incorporated
- Logo of sponsor on cover of march issue, industrial automation
- Sponsor can nominate 2 employees or individuals only in each category, subject to selection of jury

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