The IT special for the Hannover Messe 2020

Directly from the editorial offices
• News and backgrounds
• Topics and Dates
• Key data and facts

Your advantages as an advertiser
• theme-related environment
• competent readership
• attractive ad rates

Print run:
80,000 copies

30% combination discount in the HMI guide
with simultaneous booking c’t issue 09/20
and / or iX edition 05/20
The IT-Special for the HANNOVER MESSE 2020

“Industrial Transformation”: This is how HANNOVER MESSE outlines the challenges that producers and logistics have to face. Whether in networking all production steps, in tailor-made production or in planning a resource-saving infrastructure:

Digitalization is of central importance for change in industry. That’s why c’t and iX are bringing a joint IT special to HANNOVER MESSE that succinctly summarizes the digitization trends at the world’s leading trade show for the industry.

OUR FOCUS TOPICS:

- **Network everywhere**: 5G revolutionizes production and logistics
- **Artificial intelligence**: from data analysis to robotics
- **Lot size 1**: individual products mass-produced
- **Digital Twins**: IT supports Industry 4.0 with simulations
- **Industrial security**: the risks of digitization under control
- **Personnel**: lots of specialists at the Hanover Fair

INFORMATION AT A GLANCE

With a presence in this special, you will reach iX and c’t readers before the HMI starts, in order to draw attention to your trade fair presence and your offers.

FORMATS AND RATES

<table>
<thead>
<tr>
<th>2/1 Page</th>
<th>1/1 Page</th>
<th>1/2 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="2/1 Page" /></td>
<td><img src="image2" alt="1/1 Page" /></td>
<td><img src="image3" alt="1/2 Page" /></td>
</tr>
<tr>
<td>a) Type Area</td>
<td>338 × 232</td>
<td>185 × 232</td>
</tr>
<tr>
<td>b) Bleed</td>
<td>400 × 280</td>
<td>200 × 280</td>
</tr>
<tr>
<td>Price</td>
<td>€ 13,500</td>
<td>€ 6,950</td>
</tr>
</tbody>
</table>

**Format**: 200 mm × 280 mm  
**Type area**: 185 mm × 260 mm  
**All sizes**: width × height in millimeter

Extra charge for cover pages: 25 %; All rates are valid for colour ads as well (no extra charges); Other sizes and special colors on request

SPACE CLOSE:  
13 March, 2020

MATERIALS:  
16 March, 2020

ON SALE:  
c’t Magazin 09/20  11 April, 2020  
iX Magazin 05/20  16 April, 2020

*Your contact person* will be happy to make you an appropriate offer.