

WILEY



# 2025 Media Guide

## **inspect – World of Vision**

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# 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 45,000) 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](http://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

26<sup>nd</sup> year in 2025

### Circulation

Ø 30,000 – For circulation  
mix Print/e-Paper per  
quarter see [iwv.de](http://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

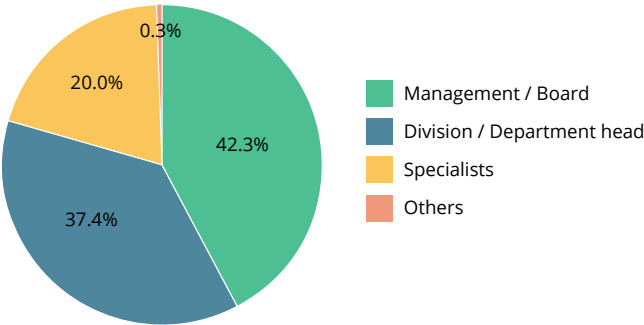
Circulation analysis

Circulation (IVW QI/2024)	Copies
Printed copies	15,000
Actual circulation figures (including epaper)	43,510
Complimentary copies	14,569
Sold (incl. subscriptions)	33
Remainder & Archived copies	153

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

Position / Area of responsibility	%
Management / Board	42.3
Division / Department head	37.4
Specialists	20.0
Others	0.3
Total	100

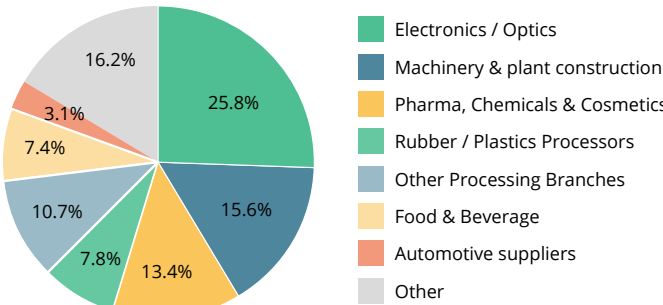
All figures are average values, percentages are rounded up.  
Basis: Shipping data 2022/2023.










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.



# Dates & Content: German Issues





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





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

<sup>1</sup> postal dispatch may take up to 4 days

<b>Basics</b>	Basics for the world of machine vision
<b>Vision</b>	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
<b>Automation</b>	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...
<b>Control</b>	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  <b>SPIE. PHOTONICS WEST</b>	inspect America 2   April  <b>AUTOMATE</b> 	inspect Europe 1   May  <b>automatica</b>
Publication date <sup>1</sup>	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	<b>SPIE Photonics West</b> San Francisco, USA, 28.-30.01.2025	<b>Automate</b> Detroit, USA, 12.05.-15.05.2025	<b>The Battery Show Europe</b> Stuttgart, Germany, 03.-05.06.2025
		<b>Embedded Vision Summit</b> Santa Clara, USA, 22.-22.05.2025	<b>Automatica</b> 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"> <li>• Cameras</li> <li>• High-speed vision</li> <li>• lenses</li> <li>• optical filters</li> <li>• camera accessories</li> </ul>	<ul style="list-style-type: none"> <li>• Lenses, lighting</li> <li>• Vision sensors</li> <li>• Vision software</li> <li>• Embedded systems</li> </ul>	<ul style="list-style-type: none"> <li>• Artificial intelligence</li> <li>• Measuring and testing</li> <li>• Robotics</li> <li>• Bin-picking</li> <li>• Software</li> </ul>

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

<sup>1</sup> postal dispatch may take up to 4 days

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

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

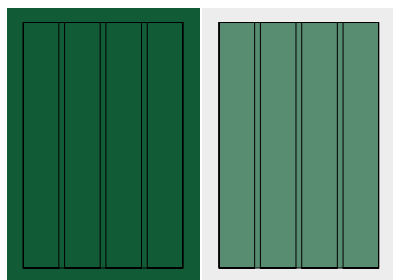
The new price list comes into effect on 1 October 2024 and supersedes all previous price lists.

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.

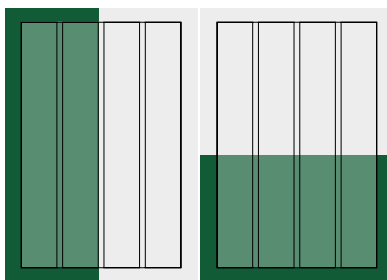
# Formats



**1/1** Page  
Type Area/Bleed Size

**Type Area:**  
185 x 260 mm

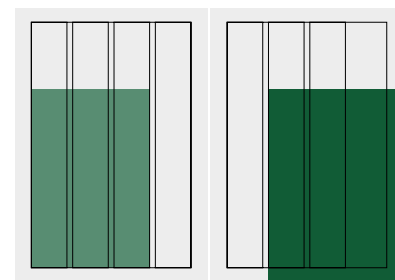
**Bleed Size:**  
210 x 297 mm



**1/2** Page  
Type Area/Bleed Size

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

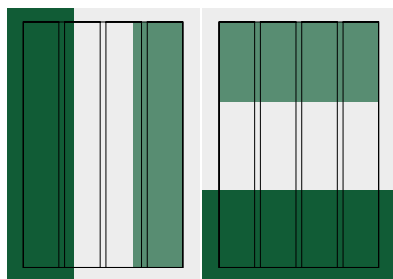
**Bleed Size:**  
portrait: 102 x 297 mm  
landscape: 210 x 147 mm



**Juniorpage**

**Type Area:**  
137 x 190 mm

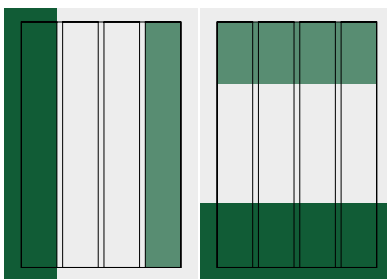
**Bleed Size:**  
147 x 209 mm



**1/3** Page  
Type Area/Bleed Size

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

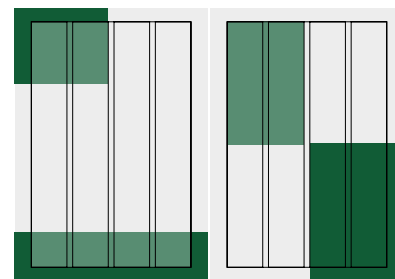
**Bleed Size:**  
portrait: 70 x 297 mm  
landscape: 210 x 104 mm



**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/m<sup>2</sup>

## 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](mailto: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

inspect Europe with a print-run of 5,500 copies has a digital distribution to over 40,000.

The target group consists of European targeted dispatch recipients and users of the English-language portal [www.wileyindustrynews.com/en](http://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.



### 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

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 <sup>1</sup>		4,880
Inside front/back page <sup>1</sup>	210 x 297**	4,570
Back page <sup>1</sup>	210 x 297**	4,600
1 <sup>st</sup> page right-hand text <sup>1</sup>	210 x 297**	4,570
Title Corner	73 x 51 x 51*	2,050
Postcards <sup>2</sup>		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](http://www.WileyIndustryNews.com/en/buyers-guide) you will find company profiles, product information and market overviews all year round. In addition, the inspect Buyers Guides 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

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. ➔

← 1/1 Page Company Profile

↓ 1/2 Page Company Profile

← 1/4 Page Showcase

Company Profile

**About Point Grey**

Point Grey is a global leader in the design and manufacturing of high-end machine vision cameras and software solutions. With over 20 years of experience, Point Grey has established a reputation for reliability, innovation, and customer support. The company's products are used in a wide range of applications, from industrial automation to scientific research. Point Grey's commitment to excellence is reflected in its ISO 9001 certification and its ISO 14001 environmental management system. The company's products are used in a wide range of applications, from industrial automation to scientific research. Point Grey's commitment to excellence is reflected in its ISO 9001 certification and its ISO 14001 environmental management system.

**Product Endorsement**

Point Grey's products are used in a wide range of applications, from industrial automation to scientific research. The company's commitment to excellence is reflected in its ISO 9001 certification and its ISO 14001 environmental management system. The company's products are used in a wide range of applications, from industrial automation to scientific research. Point Grey's commitment to excellence is reflected in its ISO 9001 certification and its ISO 14001 environmental management system.

Company Profile

**About Matrix Vision**

Matrix Vision is a leading manufacturer of high-speed machine vision cameras and software solutions. The company's products are used in a wide range of applications, from industrial automation to scientific research. Matrix Vision's commitment to excellence is reflected in its ISO 9001 certification and its ISO 14001 environmental management system. The company's products are used in a wide range of applications, from industrial automation to scientific research. Matrix Vision's commitment to excellence is reflected in its ISO 9001 certification and its ISO 14001 environmental management system.

**Product Endorsement**

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Company Profile

**About Micro-Epsilon**

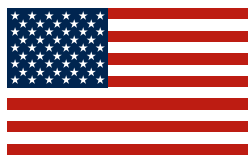
Micro-Epsilon is a leading manufacturer of high-speed machine vision cameras and software solutions. The company's products are used in a wide range of applications, from industrial automation to scientific research. Micro-Epsilon's commitment to excellence is reflected in its ISO 9001 certification and its ISO 14001 environmental management system. The company's products are used in a wide range of applications, from industrial automation to scientific research. Micro-Epsilon's commitment to excellence is reflected in its ISO 9001 certification and its ISO 14001 environmental management system.

**Product Endorsement**

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WILEY

# 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.

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**inspect America**  
Spring 2024  
www.wileyonlinelibrary.com

**Ximea: „Embedded Vision Industry is a Key Industry for Growth and Innovation“**

Embedded Vision Summit - Where Engineers Connect Directly

Interview about Smart Cameras: Fast Time to Market with Low Hardware Costs

**135,000 recipients in North America**

**Market Reports, Interviews, ...**

**Videos, Links, Intuitive Navigation**

**LIVE-DEMO**

**Embedded Vision: Many good reasons for continued strong growth**  
Market Report Embedded Vision

The embedded vision market continues to grow strongly. On the one hand, this is due to the increasing demand for automation in the manufacturing sector. On the other hand, however, the price for more technology is also falling sharply, which is a significant driving force. This market analysis will focus on these aspects and also provides examples of the key players in the market, including some product developments.

Accurate predictions based on the available data forecast a growth of 10.2% for the embedded vision market in 2022.

Unmanned systems account for a large share of the growing 3D sensing market. Through AI storage and using currently developed AI-based speed. The focus is on reducing the size of parts, which increases the accuracy and thus enables new applications. AI-based vision systems are also being used for quality control and defect detection. AI-based vision systems are also being used for quality control and defect detection. AI-based vision systems are also being used for quality control and defect detection.

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**German 3D Sensor Leader Recruits Seasoned US-Director to Boost Business in North America**  
Interview with Günther Appler, Business Director for North America at Automation Technology

For Germany-based machine vision and sensor specialist Heintz & Heintz, the US market is a strategic focus. The company is looking for a seasoned US-director to boost its business in North America. Günther Appler, who has been with the company for over 20 years, is currently the Business Director for North America. He will be responsible for the company's growth in the US market and for establishing a strong presence in the region.

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**"We are taking big steps to make the use of AMD technology easier for customers"**  
Interview with Michael Zupke, Marketing Lead Industrial at AMD

Michael Zupke, Marketing Lead Industrial at AMD, is taking big steps to make the use of AMD technology easier for customers. He is currently working on the development of new products and services that will enable customers to use AMD technology more effectively. He is also working on the development of new products and services that will enable customers to use AMD technology more effectively.

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## 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

## Range of distribution

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

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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 <b>Editorial</b> )	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](http://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](http://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](http://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](http://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	15,600
Unique Visits/Month	10,200

Mean values from January to June 2024

See next page for technical specifications

The collage displays various advertising opportunities on the Wiley Industry News portal. Key elements include:

- Top Feature:** A large banner at the top right for 'Die Vision 2021' priced at €1,730.
- Leaderboard:** A horizontal ad format shown in a green callout box, priced at €1,345.
- Wide Skyscraper:** A vertical ad format shown in a green callout box, priced at €1,300.
- Medium Rectangle:** A standard rectangular ad format shown in a green callout box, priced at €1,225.
- Mobile View:** A screenshot of the website on a smartphone, showing the 'Schwarzpigmente für Gin und Whisky Lagergebäude' article.
- Content Overview:** Various articles and images from the portal, including 'Anlagenservice-Experte mobil im Einsatz' and 'Media Guides 2021'.

# Newsletter: [www.WileyIndustryNews.com](http://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
<b>Combo offer:</b> Top Feature on website + newsletter		€ 2,370
<b>Event announcement:</b>		
name and date 50 characters, call-to-action 70 characters, graphic 476 x 315 pixels, external link		€ 545
<b>Job advertisement:</b>		
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

Medium Rectangle  
€ 1,350

Feature  
€ 1,225

Full Banner  
€ 1,120

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

## 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



# 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		28.07.2025
	10.02.2025	August	04.08.2025
	17.02.2025		11.08.2025
March	24.02.2025		18.08.2025
	03.03.2025		25.08.2025
	10.03.2025	September	01.09.2025
April	17.03.2025		08.09.2025
	24.03.2025		15.09.2025
	31.03.2025	October	22.09.2025
May	07.04.2025		29.09.2025
	14.04.2025		06.10.2025
	22.04.2025	November	13.10.2025
June	28.04.2025		20.10.2025
	05.05.2025		27.10.2025
	12.05.2025	December	03.11.2025
	19.05.2025		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		
July	30.06.2025		
	14.07.2025		
	28.07.2025		



### Special Newsletter

automate	06.05.2025
SPS	09.09.2025

**sps**

smart production solutions

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 Haeussgen. [Read](#)

Best Regards,

**Florian Niethammer**  
Project Manager VISION

**Andreas Grösslein**  
Editor / Webmaster B2B Technology

Access in-depth information in the R&D field of optical metrology

## 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](http://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

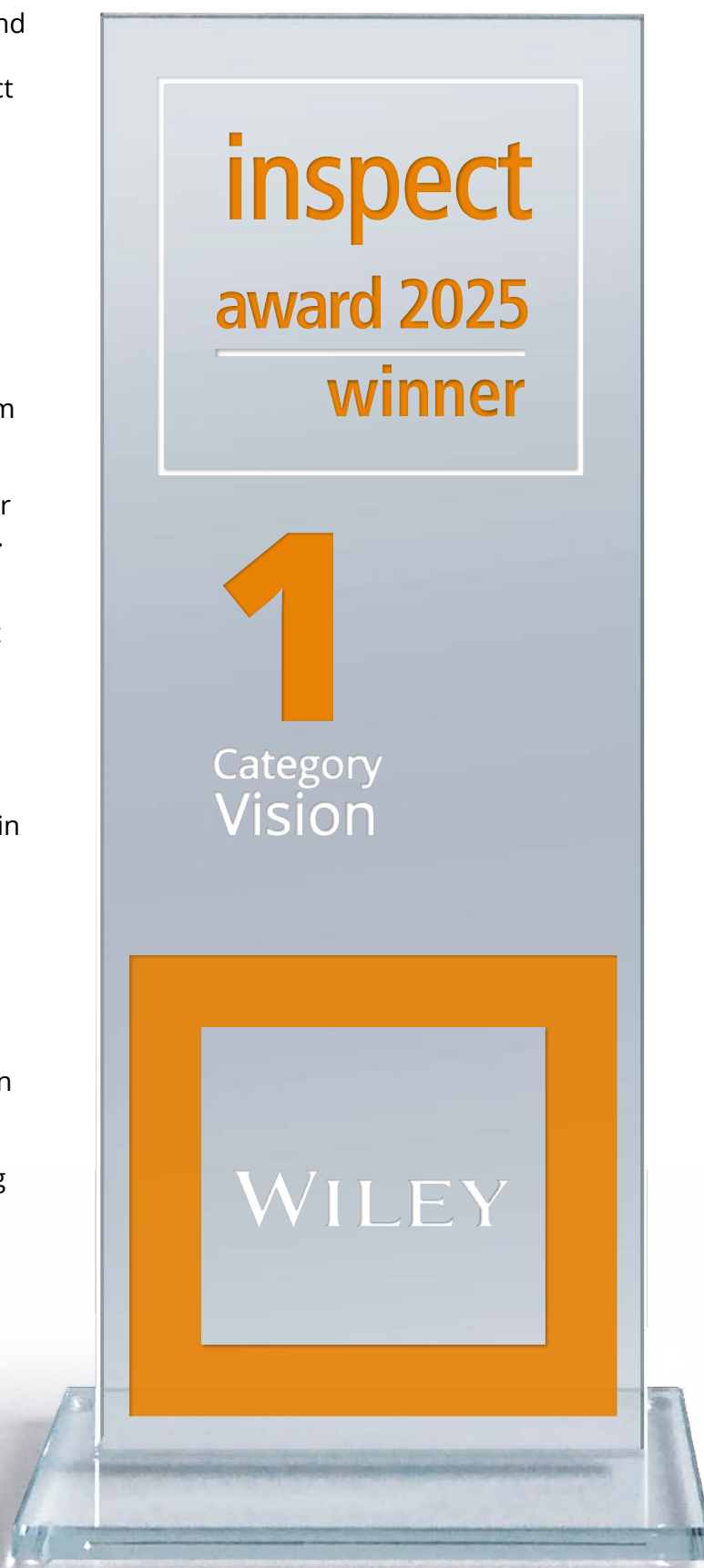
- Entering your current company details on the voting page including a link to your company
- Mention of your company and product name in the print and e-issues as well as on the online voting page
- inspect-award logo for use in your advertising

### 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
- inspect-award logo for use in your advertising

### Complete flat rate • 2,570 euros



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- (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
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  - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertisement will be confined to persons resident in various countries (ii) of the exact number of page impressions that will be delivered, (iii) regarding the quality of reproduction of the Advertisements; or (iv) as to the availability of any Online Advertising site or digital product.
18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Buys of Less than One Year (“[IAB Terms](#)”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a media agency booking advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertiser):
- (a) Section II (Ad Placement and Positioning);
  - (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

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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%
Copies printed / ePrint supplied	100%	Copies printed / ePrint supplied	100%

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