



SENSOR+TEST

THE INNOVATION MAGAZINE

powered by messweb.de



Price list valid from October 1, 2025

NEW: now with two Chinese editions



SENSOR+TEST 2025
DIE MESSTECHNIK-MESSE
The Measurement Fair

Willkommen zum
Innovationsdialog!

Welcome to the
Innovation Dialog!

#MEDIA

KIT

2026

www.sensor-test.com

Total
circulation:
65.000 +
worldwide

Sensors. Measurement. Automation.

SENSOR+TEST – more than a trade fair

The **SENSOR+TEST** is the world's leading forum for sensor, measuring, and testing technology. Every year, exhibitors and visitors from around the world meet in Nuremberg to engage in dialog on innovations and to exchange information about the latest developments and trends in our field.

The **SENSOR+TEST** not only connects all players in the sensor and measurement technology industry, but also bundles know-how, the latest technologies, processes and trends, exciting applications and innovations, knowledge streams, expertise and a wealth of experience with the accompanying conferences.

But the **SENSOR+TEST** is even more than that: it provides interested experts with valuable information all year round – via the website, the newsletter and the relevant social media channels. For many years, the cooperation and media partner AMA Digital Networks has played an important role with its digital portal for professional sensor and measurement technology – messweb.de.

Since 2023, **SENSOR+TEST – THE INNOVATION MAGAZINE** (powered by messweb.de) has been published three times a year as a further building block in year-round trade fair and topic communication – and from 2026 onwards, with two additional Chinese editions.



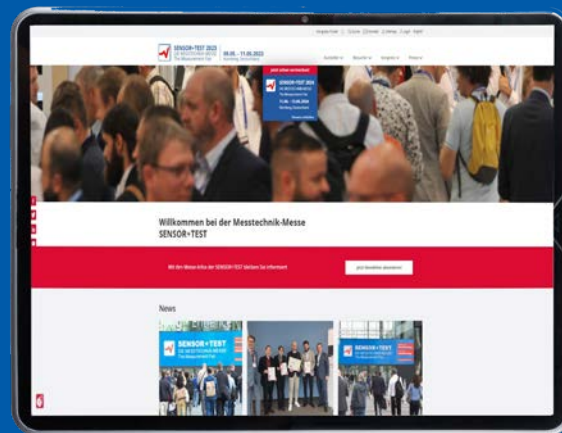
The digital magazine for sensor, measuring and automation technology covers the entire range of topics and provides valuable information for the relevant target groups. **SENSOR+TEST – THE INNOVATION MAGAZINE** provides insights into the latest trends and innovations of companies, presents best practise examples, and offers valuable information about the trade fair. And the best part is: decision-makers and experts can read this new source of information with numerous added values and a digital “reading feel” anywhere and worldwide!

Benefit from our combined experience and expertise – as a trade fair organizer and as a media maker.

*Elena Schultz (AMA Service GmbH) and
Dirk Schaar (AMA Digital Networks GmbH)*

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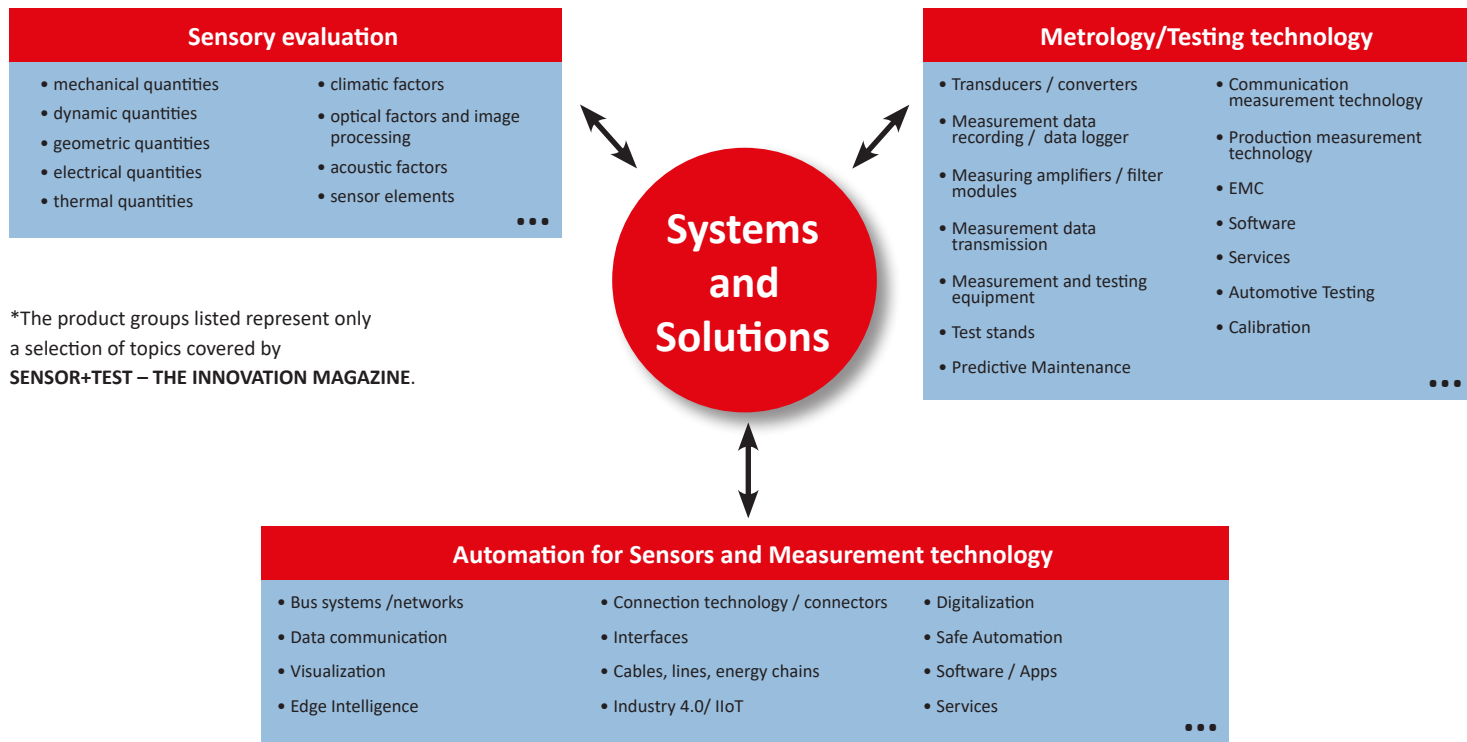
Please also visit the website of
SENSOR+TEST:



www.sensor-test.com

OUR TOPICS

SENSOR+TEST – THE INNOVATION MAGAZINE covers three main topics. The focus is always on the system and solution concept, because only through the clever combination and integration of sensors, measuring and testing systems, as well as components and systems from automation, do industrial processes gain the necessary intelligence and thus form an important basis for the digital factory of today and tomorrow. Here we give you an overview*:



*The product groups listed represent only a selection of topics covered by **SENSOR+TEST – THE INNOVATION MAGAZINE**.

TARGET GROUPS

Your information should reach your target groups. Our eMagazine ensures that this happens. The distribution of content via social media also contributes to this. Here is an overview of the areas and industries from which our readers come, among other things:

**Mechanical Engineering /
Plant Construction**

**Measurement and
Control Technology**

Automotive & Vehicle Construction

Electrical Technology

Machine Tools

Food and Beverages

Testing Technology

Logistics and Packaging

Medical Technology

Chemistry, Equipment, Processes

Control and Sensor Technology

Electronics Industry

Information Technology

Raw materials Industry

Engineering and Services

Automation Technology

Energy and Environment

Production

Aerospace and Defense

Railway Technology

Research and Development

DISTRIBUTION

SENSOR+TEST – THE INNOVATION MAGAZINE is published as a digital magazine – in German and English. The eMagazine is published via direct subscribers and increasingly via the channels of our other media brands **messweb.de**, **drivesweb** and **GO>>ing**. In addition, we distribute it via our social media channels (LinkedIn, X, Facebook, Instagram) and relevant user groups in LinkedIn. With a very high total distribution rate* to more than 65,000 recipients, we ensure that your information is distributed correctly and in a targeted manner to key decision-makers in industry.

On the go for you on numerous channels:



Total distribution*: **65.000+** per issue

Compact news for a quick overview

Keep it simple – that is the philosophy behind our eMagazine **SENSOR+TEST – THE INNOVATION MAGAZINE**. Readers should quickly get an overview of the latest topics and news. This way, they can read exactly what they are really interested in – always up-to-date and clearly structured. Large images guide the reader purposefully through the issues, and compact yet well-founded texts allow those interested in the industry to immerse themselves in the world of automation technology. We use deep links to guide our readers to further, in-depth and comprehensive background information. And we use entertaining videos or audio sequences to round off technology stories audiovisually. Quick contact with the respective provider is also just a click away.

All eMagazine issues are also published on the **SENSOR+TEST**, **messweb**, **drivesweb** and **GO>>ing websites** and made available to a broad pool of experts via the relevant social media channels and the newsletter of **SENSOR+TEST** and our messweb brand. This gives you as an advertiser the opportunity to target your marketing measures directly at our recipients.

With every issue of the eMagazine, you reach

more than **65,000** recipients via a variety of channels



Advertise – impress with digital content

With ads in our eMagazine, your messages will be heard.

Your ads will be linked to your website. This allows you to guide interested readers directly to the information you want them to access. You also have the option of incorporating a maximum of three multimedia content items such as videos, audio files, downloads or image galleries into your ads. This is how you achieve particular added value for your target readership.

Prices and Formats for Exhibitors at the SENSOR+TEST 2026/2027

Formats	Alignment	Typespace formats (WxH in mm)	Trim formats (WxH in mm)	Price 4C in Euros
1/1		185 x 265	210 x 297	1.200,- €
1/1	Inside back cover		210 x 297	1.500,- €
1/2	portrait-oriented	90 x 265	104 x 297	600,- €
1/2	landscape format	185 x 130	210 x 145	600,- €
1/3	portrait-oriented	60 x 265	72 x 297	400,- €
1/3	landscape format	185 x 90	210 x 105	400,- €
1/4	portrait-oriented	45 x 265	59 x 297	300,- €
1/4	landscape format	185 x 60	210 x 75	300,- €
1/4	2-column	90 x 130	104 x 145	300,- €

Tip!

With videos, audio clips and downloads, you can add value to your ads. We will be happy to advise you.

Please deliver your ad files in a timely manner as a PDF document to the following e-mail address: redaktion@ama-digital.de

Be there – even if you are not an exhibitor at the SENSOR+TEST 2026/2027

Even if you are not an exhibitor at the **SENSOR+TEST** trade fair, we warmly invite you to be represented with your advertisement in the eMagazine. So, if you have sensor or measurement technology in your product portfolio, we also offer the right target groups for your company.

Prices and formats for **non-exhibitors** at SENSOR+TEST 2026/2027

Formats	Alignment	Typespace formats (WxH in mm)	Trim formats (WxH in mm)	Price 4C in Euros
1/1		185 x 265	210 x 297	1.800,- €
1/1	Inside back cover		210 x 297	2.100,- €
1/2	portrait-oriented	90 x 265	104 x 297	900,- €
1/2	landscape format	185 x 130	210 x 145	900,- €
1/3	portrait-oriented	60 x 265	72 x 297	600,- €
1/3	landscape format	185 x 90	210 x 105	600,- €
1/4	portrait-oriented	45 x 265	59 x 297	450,- €
1/4	landscape format	185 x 60	210 x 75	450,- €
1/4	2-column	90 x 130	104 x 145	450,- €

Please deliver your ad files in a timely manner as a PDF document to the following e-mail address: redaktion@ama-digital.de

Display – also as a moving image

In addition to the classic ad formats, we also offer you the publication of animated ads. This allows you to put even more emphasis on your products and technologies and provide an even more attractive reading experience.

Animated GIF ads can also be linked to your website. A maximum of one link is available for this. For technical reasons, other hotspots such as videos, image galleries, etc. are not possible.

For technical production reasons, a safety margin of at least 6 mm from the edge must be observed for bleed ads!

Your ads with integrated YouTube or Vimeo videos

Do you have a video on your YouTube or Vimeo channel about your product, technology or application? We would be happy to integrate your video into your ads. This will significantly enhance your traditional advertising. We will insert your video into a free space* you create within the ad. If you wish, the video can start automatically when the page is opened. By default, a video starts when the reader clicks on it. The rest of the display area can be linked to your website. A maximum of one link is available for this purpose. Further hotspots such as videos, picture galleries, etc. are then not possible.

***For technical reasons, a free space within the ad with a proportion of 16:9 must be created, on which we will integrate your video.**

Prices:

For animated or video ads, the respective standard price of an ad size increases by 100 euros.

Content counts – impress with the digital text display

In addition to traditional advertisements, we also offer so-called text or content ads. These have the advantage that you can bring your products or technologies directly to your relevant target groups with comprehensible texts. You just have to provide us with a few details and we will incorporate the content ad into the eMagazine for you. You also have the option of adding multimedia content such as video, audio files, downloads or image galleries to your text ad. This way, you can achieve particular added value for your target readers.

Prices and formats for exhibitors at SENSOR+TEST 2026/2027:

1/2 Page text display:

Hier steht eine Headline mit max 55 Zeichen

Hier steht der Fließtext mit max. 1300 Zeichen inkl. Leerzeichen. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nrimod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet oita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy nrimod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet oita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy nrimod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet oita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

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Mustermann AG
Hauptstraße 112 • 12345 Musterhausen
Tel: +49 76 555 5555
info@mustermann.de • www.mustermann.de

mehr erfahren

1/2 Page: **350,- Euros**

1/1 Page: **700,- Euros**

1/1 Page text display:

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All the important data for our text ads is also available for download:

Download Data Sheet

Delivery address: redaktion@ama-digital.de

Content counts – even for non-exhibitors

You are welcome to book our text or content ads even if you are not an SENSOR+TEST exhibitor. Take advantage of the benefits and reach your relevant target groups directly.

Prices and formats for non-exhibitors of the SENSOR+TEST 2026/2027:

1/2 Page text display:

1/1 Page text display:

Hier steht eine Headline mit max 55 Zeichen

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mehr erfahren

1/2 Page: **450,- Euros**

1/1 Page: **900,- Euros**

All the important data for our text ads is also available for download:

Download Data Sheet

Delivery address: redaktion@ama-digital.de

Attention right from the start

With your front page and the corresponding title article, you will attract a great deal of attention from our readers – right on the first page. We link directly from the front page to the corresponding article, which also plays a special role in the eMagazine due to its large images and up to 4 pages in length. The title story is also posted on all social media channels, which has a further positive effect.

For the front page, we require:

- Image 210 x 200 mm (WxH) – 300 dpi

For the title article, we require:

- Headline max. 70 characters incl. spaces
- Lead text max. 200 characters incl. spaces
- Text: max. 7,000 characters incl. spaces
- at least 1 image as lead image + up to 10 additional images – 300 dpi
- additional links for direct linking or for downloads
- if desired, video(s) for embedding in the article

We require the following file formats:

- Texts: doc or txt or as an e-mail (not a PDF document!)
- Images: .jpg, .png
- Videos: mp4 or a link to YouTube

Delivery address: redaktion@ama-digital.de



1.700,- Euros

We do not grant agency commission on front pages.

SPECIAL PACKAGES



The world comes together at SENSOR+TEST 2026

SENSOR+TEST 2026 is your gateway to the highly innovative German market. Germany is considered one of the most important industrial locations worldwide, characterized by a strong automation and manufacturing industry as well as a high level of innovation. For foreign companies, this offers the opportunity to gain visibility among potential partners, customers, and investors.

With our exclusive product content ads (¼, ½ or 1/1 page) and advertisements in the special “The world visits Nuremberg”, you can be sure of attracting the attention of the german and the international audience of experts. Present your solutions where decision-makers are specifically looking for new technologies and partners – **only in our 2/2026 issue.**

Content-Packages

- 1/4 page content ad for product presentation
- including image and link to your company

Fixed price: 200,- Euros

- 1/2 page content ad for product presentation
- including image and link to your company

Fixed price: 350,- Euros

- 1/2 page content ad for product presentation
- including image and link to your company

Fixed price: 600,- Euros

Ad-Packages

- 1/4 page advertisement
- including link to your company

Fixed price: 250,- Euros

- 1/2 page advertisement
- including link to your company




Fixed price: 450,- Euros

- 1/1 page advertisement
- including link to your company

Fixed price: 800,- Euros

Four issues that have it all

Three issues of **SENSOR+TEST – THE INNOVATION MAGAZINE** will be published in 2026. Please refer to the following table for our dates:

Ausgabe	Erscheinungstermin	Anzeigenschlusstermin	
1/2026	03/03/2026	02/02/2026	<p>This edition is also published in Chinese and distributed in China!</p> 
2/2026	05/20/2026	04/20/2026	<p>The issue before the SENSOR+TEST 2026</p> 
3/2026	10/27/2026	09/28/2026	<p>This edition is also published in Chinese and distributed in China!</p> 

Tip!

You can find our topics on page 4.

It's also going to China!



In 2026, issues 1/2026 and 2/2026 of **SENSOR+TEST – THE INNOVATION MAGAZINE** will be published not only in German and English, but also in Chinese. And what's more, this issues will of course also be distributed on the Chinese market. Our Chinese cooperation partner for SENSOR+TEST will send the translated magazines to a large distribution list of at least **20,000 recipients**. This means that your advertising will not only reach the German- and English-speaking markets, but you will also be able to present your products and services in China – and all for a small additional charge. Would you like to be included in the Chinese editions as well as the German and English editions? Then the following prices apply:

Prices and formats for the China edition:

Formats	Alignment	Typespace formats (WxH in mm)	Trim formats (WxH in mm)	Price 4C in Euros
1/1		185 x 265	210 x 297	1.800,- €
1/1	Inside back cover		210 x 297	2.100,- €
1/2	portrait-oriented	90 x 265	104 x 297	900,- €
1/2	landscape format	185 x 130	210 x 145	900,- €
1/3	portrait-oriented	60 x 265	72 x 297	600,- €
1/3	landscape format	185 x 90	210 x 105	600,- €
1/4	portrait-oriented	45 x 265	59 x 297	450,- €
1/4	landscape format	185 x 60	210 x 75	450,- €
1/4	2-column	90 x 130	104 x 145	450,- €

Please deliver German and English ad files as PDF documents by the deadline. We also require your Chinese ad as a PDF document or the open, vectorized data for the English ad. We will then have these translated and redesigned. Please deliver the data to the following address:
redaktion@ama-digital.de



Content counts – even in the Chinese market

You can also book our text ads or content ads in the Chinese editions of issue 1/2026 and 2/2026. Take advantage of the benefits and reach your relevant target groups directly.

Prices and formats, including Chinese edition:

1/2 Page text display:

Hier steht eine Headline mit max 55 Zeichen

Hier steht der Fließtext mit max. 1300 Zeichen inkl. Leerzeichen. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy ermod tempor invidunt ut labore et dolore magna aliquam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Sit cilia kaid gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy ermod tempor invidunt ut labore et dolore magna aliquam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Sit cilia kaid gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy ermod tempor invidunt ut labore et dolore magna aliquam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Sit cilia kaid gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

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Get your text quickly and easily

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- You will receive a questionnaire with four to five questions
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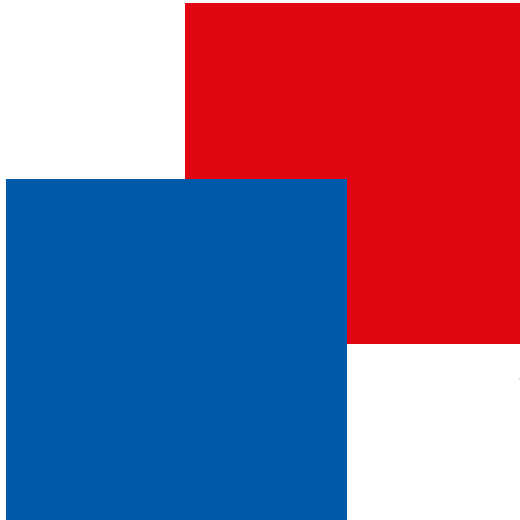
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