

With measurement technology and sensor
technology guide 2026

NEW: now with website newsletter banners

#MEDIA DATA 2026

Total
circulation
60.000 +
worldwide

The digital media brand for professional measurement technology

messweb – the network for sensor and measurement technology

Without sensor and measurement technology, nothing works in the world of technology, and in everyday life, artificial "sensory organs" have become indispensable. This is where messweb comes in. For over 25 years, our digital media brand has been the Competence center and largest portal for professional measurement technology, sensor technology, and automotive testing. We are the knowledge and information provider for designers, developers, scientists, OEMs, and end customers in their daily work.

Comprehensive, up-to-date, and indepth – this is how we reach the most important readers and decision-makers from numerous industries every day with our website and social media. Our measurement technology, sensor technology, and automotive testing newsletters, as well as special Newsletters on industry trade fairs round off the range of

information we offer – always targeted and focused on the essentials. And with our new digital **SENSOR+TEST – THE INNOVATION MAGAZINE and the Measurement Technology and Sensor Technology Guide**, we are not only expanding our expertise in multimedia e-papers, but also offering digital reading pleasure.

We know the technology you deal with every day. Together with experts, we are active in mechanical engineering, electrical engineering, automation, the process industry, and other areas, and we always have an ear to the Ground in your industry. This means you benefit from our editorial expertise—with exciting topics and in-depth information. We are your trend scouts and the network for innovations in sensor and measurement technology.



Dirk Schaar

Senior Editor-in-Chief and
Managing Director



CONTENT

Our topics	Page 4
Our products	Page 5
Target groups	Page 6
Distribution	Page 7

Newsletter	Page 8
Newsletter Content advertising	Page 9
Newsletter premium content	Page 10
Newsletter advertising	Page 11
Newsletter Website Banner (NEW)	Page 12
LinkedIn newsletter advertising	Page 13
Newsletter schedule	Page 14

Website	Page 16
Website Premium locations	Page 17
Website banner – Home page	Page 19
Website banners – Topic pages	Page 20
Website event banner	Page 21
Widget banner	Page 22
"Product of the Month"	Page 23
Event packages	Page 24
Blogs for businesses	Page 25
Microsites for businesses	Page 26
Job advertisements on messweb	Page 27
Company database	Page 28

E-Paper

SENSOR+TEST – THE INNOVATION MAGAZINE	Page 29
Measurement Technology & Sensor Technology Guide	Page 36

Social Media

Social media campaigns	Page 38
------------------------	---------

Videos

Video series "Klappstuhl" (Folding Chair)	Page 39
Online video interview	Page 40
Video production	Page 41
Trade fair videos	Page 42
Technology and company videos	Page 43

Services

Digitorials/storytelling	Page 44
Press service	Page 45

About

What our customers say	Page 48
drivesweb	Page 49
GO>>ing	Page 50
Schedule for 2026	Page 51
We are here for you	Page 52
Media partners	Page 53

OUR TOPICS

messweb covers five subject areas. The focus is always on systems and solutions, because only through the clever combination and integration of components such as sensors, controllers, and software can mechanical and electrical drives gain the necessary intelligence and thus form an important basis for the digital factory. Here is an overview*:



*The product groups listed are only a selection from the range of topics covered by **messweb**.



OUR PRODUCTS

Building blocks for your communication

The future of marketing and content is digital. We have compiled our product range with modern services. This enables us to provide decision-makers in B2B. We offer a comprehensive portfolio in this area, which can be adapted to the needs of industrial companies using modular components.

You can find an overview of our products on this page. Do you have ideas for modernizing your marketing? Get in touch with us.

We will be happy to work with you to develop targeted solutions.

Digitorial/
Storytelling

Company
database

Newsletter

Microsites/
Product of
the Month

Editorial
Media

Website

Target Group
marketing

Press
Relations

E-Magazines

Jobs

Videos

Online-
Advertising

Social Media

TARGET GROUPS

Your information should reach your target groups. We ensure this with our newsletters. The dissemination of information via websites and social media also contributes to this. Here we provide you with an overview of the areas and industries from which our readers come::

Mechanical engineering/
Plant engineering

Measurement and
Control technology

Automotive and
Vehicle construction

Electrical Engineering

Electronics Industry

Food and Beverages

Testing Technology

Logistics and Packaging

Metal Processing

Chemistry, Plants, Processes

Control Technology

Information Technology

Medical Technology

Energy Industry and Supply

Engineering and Services

DISTRIBUTION

The central element of **messweb** is the website, where all content is published in German. After publication, all texts remain in the archive for at least 12 months and can still be indexed by search engines. With a very high overall distribution* of our newsletters to more than 60,000 recipients via numerous channels, we also ensure the correct and targeted dissemination of your information to important decision-makers in the industry.

Available for you on these channels:



messweb in figures:

- Average of **5 million page impressions** per year on the website
- more than **40,000 followers** on social media channels worldwide
- **100 %** Engineers and decision-makers in industry
- Total newsletter circulation: **60,000+** per issue
- Up to **20,000** newsletter recipients (depending on the topic channel) + **> 40,000** recipients via social media + approx. 4,000 LinkedIn newsletter subscribers

= Total newsletter circulation: **60,000+** per issue



Compact news for a quick overview

Keep it simple – that's the philosophy behind our newsletters. Readers should be able to quickly get an overview of the latest topics and news. This allows them to read exactly what interests them – always up-to-date and clearly structured. We use deep links to guide our readers to further, in-depth, and comprehensive background information, which we provide on our website or which is stored on the websites of the respective providers.

Newsletters on regular topics are available to choose from:

- Measurement technology • Sensor technology • Automotive testing

Special measurement technology newsletters are published on the following topics:

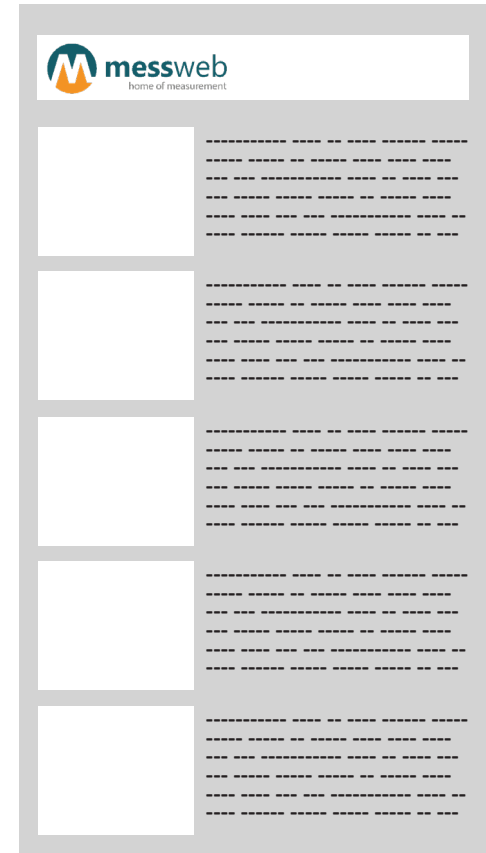
- Image processing • Process measurement technology

Special measurement technology newsletters are published for the following trade fairs and events:

- SENSOR+TEST • Automotive Testing Expo • sps smart production solutions

With each newsletter issue, we reach more than

60,000 recipients via a variety of channels





It's all about the content!

With content articles in our newsletters, your information reaches your potential customers directly.

Your publication will be linked to your corresponding long-form article on **messweb**. The long-form article will remain in our database free of charge for at least one year and will be freely available to all users for product research via our quick search function. It can also be found via search engines.

Your content article will also appear in the messweb LinkedIn newsletter (> 4,400 subscribers/as of September 1, 2025).

Prices, editions, and formats

Topic newsletter:

Price in Euros	No. of issues
510,- €	1 issue
900,- €	2 issues
1.295,- €	3 issues
1.680,- €	4 issues
2.250,- €	5 issues
2.410,- €	6 issues

Special topics, trade fairs,
and events:

Price in Euros	No. of issues
580,- €	1 issue
1.065,- €	2 issues
1.500,- €	3 issues
1.900,- €	4 issues

Delivery address: redaktion@ama-digital.de

For a content article in the newsletter, we require:

- Headline max. 70 characters including spaces
- Introductory text max. 200 characters including spaces (we reserve the right to make minor changes to the text). We are happy to create an introductory text on request.
- Long version of the article for linking and our archive (min. 500 to max. 6,000 characters including spaces)
- 1 lead image (800 x 600 px – at 300 dpi)
- + at least 1 image in the long text (1,200 x 720 px at 300 dpi) – more for longer texts
- Further link (if desired/available)

We require the following file formats:

- Texts: .doc, .txt or as an email (no PDF documents!)
- Images: .jpg, .png

Delivery times: at least 10 days* before publication date

*We reserve the right to make changes



Would you like a little more?

Make your content articles even more attractive to our target groups and supplement the content of the long text with videos and additional images, which we will integrate directly into the text flow. We are also happy to include links directly in the text. This allows you to strengthen and expand your advertising messages to our recipients in a targeted manner. This form of advertising is also particularly suitable for

Ihr Premium-Content erscheint ebenfalls im messweb-LinkedIn-Newsletter (> 4.400 Abonnenten/ Stand: 01.09.2025)

Preise, Ausgaben und Formate

Price in Euros	No. of issues
620,- €	1 issue
1.110,- €	2 issues
1.610,- €	3 issues
2.090,- €	4 issues
2.570,- €	5 issues
3.030,- €	6 issues

Delivery address: redaktion@ama-digital.de

For a premium content article in the newsletter, we require:

- Headline max. 70 characters including spaces
- Introductory text max. 200 characters including spaces (we reserve the right to make minor changes to the text). We are happy to create an introductory text on request.
- Long version of the article for linking and our archive (min. 1,000 to max. 8,000 characters including spaces)
- 1 lead image (800 x 600 px – at 300 dpi)
- + at least 3 images in the long text (1,200 x 720 px at 300 dpi) – more for longer texts
- Min. 1 to max. 3 videos (video file (.mp4) or YouTube link)
- Links in the text flow (if desired)
- Further link

We require the following file formats:

- Texts: .doc, .txt, or as an email (no PDFs!)
- Images: .jpg, .png

Delivery deadlines: at least 10 days* before publication date

*We reserve the right to make changes

Advertisements – convince with content

Advertisements in our newsletters also help get your message across.

Your ad text will be linked to your website. This allows you to direct interested readers to where your further information is located. This form of advertising is also particularly suitable for white papers or temporary campaigns.

Your ad text will also appear in the messweb LinkedIn newsletter (> 4,400 subscribers/as of September 1, 2025).

Prices, editions, and formats

Themed newsletter:

Price in Euros	No. of issues
510,- €	1 issue
900,- €	2 issues
1.295,- €	3 issues
1.680,- €	4 issues
2.250,- €	5 issues
2.410,- €	6 issues

Special topics, trade fairs,
and events:

Price in Euros	No. of issues
580,- €	1 issue
1.065,- €	2 issues
1.500,- €	3 issues
1.900,- €	4 issues

Delivery address: redaktion@ama-digital.de

For your advertisement in the newsletter, we require:

- Headline max. 70 characters including spaces
- Introductory text max. 250 characters including spaces (we reserve the right to make minor changes or abridgements to the text). We are happy to create the introductory text on request.
- 1 lead image (800 x 600 px – at 300 dpi)
- Related link

We require the following file formats:

- Texts: .doc, .txt, or as an email (no PDFs!)
- Images: .jpg, .png

Delivery deadlines: at least 10 days* before publication date

*We reserve the right to make changes

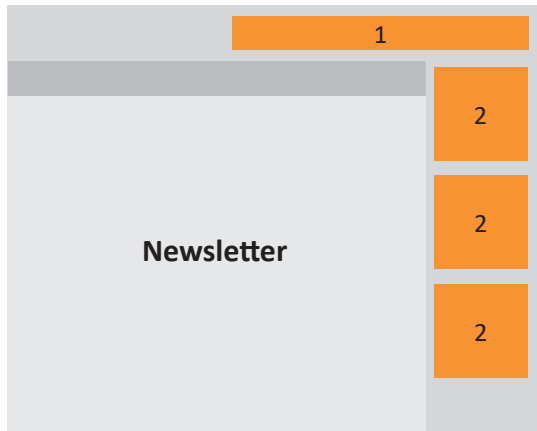


Banner – only in the website newsletter

We do not offer traditional banner formats in our messweb newsletters, which are sent by email and via social media. However, you can still be represented in the website newsletter with a banner: when readers click on an article in the email newsletter, they are redirected to the website newsletter. This has the advantage that they can continue reading the newsletter here without any further media disruption. We offer two types of banners in the website newsletter. These do not appear in the newsletter that is sent out, but only after a reader clicks on them for the first time on the website (or on the "View in browser" link at the top of the newsletter they receive).

With your banner, you can be included in virtually every newsletter, as we can only offer them on a half-yearly and annual basis:

Prices an formats



1 **2** only indicate the approximate size. Other positions are possible.

	Format and size in pixels	Price in € per Year	Price in € for 6 months
1	Head banner 720 × 90 px	2.400,- €	1.200,- €
2	Rectangle banner 250 × 210 px	1.800,- €	900,- €

Technical specifications

File formats: All common formats, proportionally adjusted to the respective banner pixel size (file size max. 50 KB)

Delivery deadlines: at least 10 days before the start of the respective banner period

Delivery address: redaktion@ama-digital.de



The newsletter on social media

Our new LinkedIn newsletter is published at the same time as the messweb email newsletter. All articles and marketing measures are also published here in parallel. Content ads or banners can also be booked in each LinkedIn newsletter issue. Your content ad (headline max. 70 characters, teaser text max. 300 characters + 1 image (1,200 x 600 px) will be linked directly to your website. Banners will also be linked directly to your desired URL. Prices apply to individual bookings.

You can also advertise in our messweb LinkedIn newsletter in the traditional way with a banner. The prices for content ads and the data for banners can be found on this page, and the publication dates on pages 14 & 15.

Prices, editions & formats

Price in Euros	No. of issues
110,- €	1 issue
200,- €	2 issues
285,- €	3 issues
360,- €	4 issues
425,- €	5 issues
480,- €	6 issues

For a banner, we require

- static banner in 1,200 x 300 px (jpg)
- a link

For a content article in the newsletter, we require:

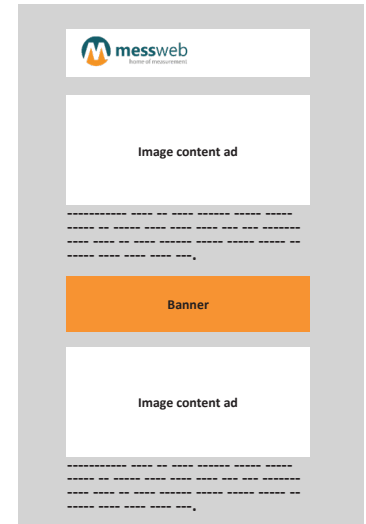
- Headline max. 70 characters including spaces
- Introductory text max. 300 characters including spaces (we reserve the right to make minor changes to the text). We are happy to create an introductory text on request.
- 1 lead image (1,200 x 720 px – at 300 dpi)
- Further link

We require the following file formats:

- Texts: .doc, .txt, or as an email (no PDFs!)
- Images: .jpg, .png

Delivery deadlines: at least 14 days before publication date

Delivery address: redaktion@ama-digital.de



Reach:
> 4,400 subscribers*

*As of: September 1, 2025

NEWSLETTER SCHEDULE

NL-No.	Publication date	Advertisement deadline	Focus topic/special topic
559mt	21.01.2026	07.01.2026	
560mt	04.02.2026	21.01.2026	
561mt	18.02.2026	04.02.2026	
562mt	04.03.2026	18.02.2026	with preview of embedded world 2026
563mt	18.03.2026	04.03.2026	
564mt	25.03.2026	11.03.2026	
565mt	01.04.2026	18.03.2026	
566mt	08.04.2026	19.03.2026	with a focus on Hannover Messe 2026
567mt	15.04.2026	27.03.2026	
568mt	13.05.2026	24.04.2026	with a focus on image processing
569mt	24.06.2026	10.06.2026	with a focus on process measurement technology
570mt	08.07.2026	19.06.2026	
571mt	22.07.2026	06.07.2026	
572mt	05.08.2026	17.07.2026	
573mt	19.08.2026	31.07.2026	
574mt	26.08.2026	07.08.2026	
575mt	02.09.2026	14.08.2026	
576mt	16.09.2026	02.09.2026	
577mt	30.09.2026	16.09.2026	with a focus on VISION 2026
578mt	14.10.2026	30.09.2026	
579mt	28.10.2026	14.10.2026	
580mt	11.11.2026	28.10.2026	with a focus on process measurement technology
581mt	25.11.2026	11.11.2026	

NEWSLETTER SCHEDULE

SEN

Sensory Analysis
Newsletter

CW	NL-No.	Publication date	Advertisement deadline
07	115sen	11.02.2026	28.01.2026
11	116sen	11.03.2026	25.02.2026
22	117sen	27.05.2026	08.05.2026
25	118sen	17.06.2026	29.05.2026
37	119sen	09.09.2026	26.08.2026
41	120sen	07.10.2026	23.09.2026
49	121sen	02.12.2026	18.11.2026

S+T

SENSOR+TEST-
Newsletter

CW	NL-No.	Publication date	Advertisement deadline
17	82sts	22.04.2026	01.04.2026
19	83sts	06.05.2026	20.04.2026
21	84sts	20.05.2026	04.05.2026
23	85sts	03.06.2026	13.05.2026

AT

Automotive
Testing-
Newsletter

CW	NL-No.	Publication date	Advertisement deadline
09	103at	25.02.2026	09.02.2026
18	104at	29.04.2026	15.04.2026
39	105at	23.09.2026	09.09.2026
43	106at	21.10.2026	07.10.2026

SPS

SPS-
Newsletter

CW	NL-No.	Publication date	Advertisement deadline
45	15sps	04.11.2026	21.10.2026
47	16sps	18.11.2026	04.11.2026

ATE

Automotive
Testing Expo-
Newsletter

CW	NL-No.	Publication date	Advertisement deadline
24	37ate	10.06.2026	21.05.2026

The newsletter is usually published on Wednesdays. However, in weeks with public holidays, it may be published up to two days earlier or later.

Please refer to our schedule for details.

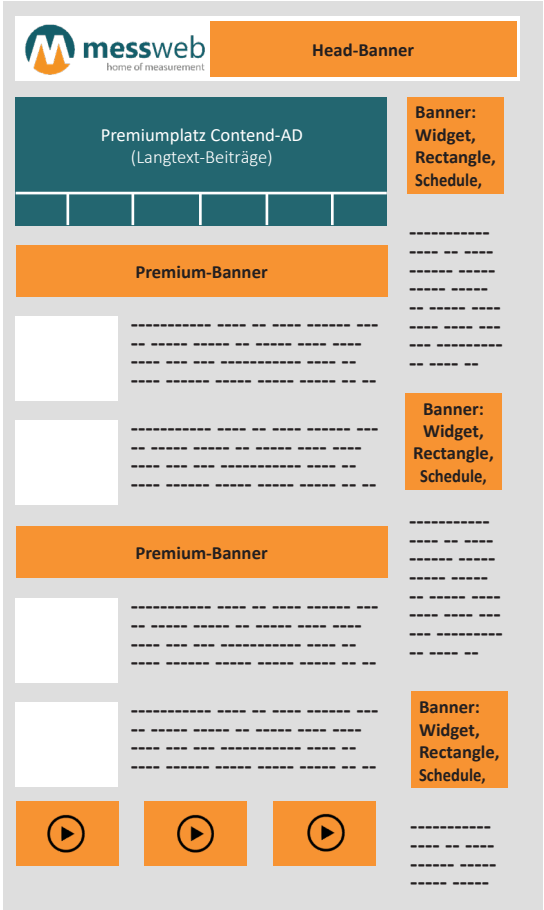
messweb.de – approx. 5 million impressions per year*

messweb is by far the largest portal for sensor technology and professional measurement technology. Compared to advertisements in print media, our website offers cost-effective, efficient, and permanent advertising opportunities. Permanent advertising ensures that your company's logo and name remain in the memory of Internet users. Another advantage over print media is that with a single click, your potential customers can access the full range of information on your website.

We offer the following forms of advertising on our website:

- Head, premium, and rectangle banners in top positions on the home page and topic pages
- Editorial widget banners
- Event banners (events, webinars, etc.)
- Editorial premium placements (content ads) in top positions on the home page and topic pages
- Publication of company and application videos
- Digitalorials: Scrolling websites with technology stories
- Customized company and topic blogs or microsites
- Product of the month
- Job advertisements
- Company listings
- White paper promotion

*Annual average according to measurements by messweb.de



Your content – always at the top

On the home page, you will find six premium editorial slots that can be filled with your articles. These have the following advantages over other editorial slots:

- Your article is available to readers immediately after they visit the website
- Your article will be published on a date agreed with you
- Your article will be linked to your website upon request

You will also find six premium editorial slots at the top of our following topic pages:

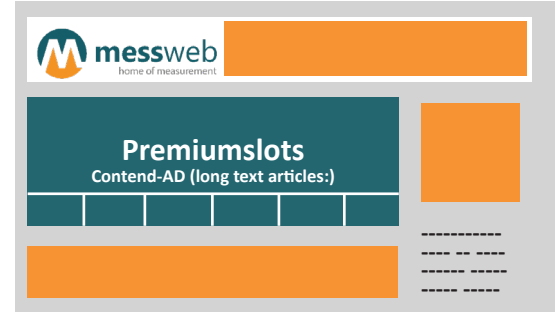
- Measurement technology
- Sensors
- Image processing
- Automotive testing
- Process measurement technology

advantages:

- Your article can be found quickly among the first 6 articles in the slider
- Visitors to the website will find your article in the relevant topic area
- Your article will be published on a date agreed with you
- Your article will be linked to your website upon request

All articles remain in the premium position for two weeks. They always start on Mondays in even calendar weeks. The long text remains in our database free of charge for at least one year and is freely available to all users for product research via our quick search function. It can also be found via search engines.

Startseite



Themenseite



WEBSITE PREMIUM SPACES

Preise und Formate

Auf der Startseite

Price in Euros	No. of weeks
285,- €	2 Weeks
510,- €	2 × 2 Weeks
725,- €	3 × 2 Weeks
850,- €	4 × 2 Weeks
1.145,- €	5 × 2 Weeks
1.345,- €	6 × 2 Weeks

Auf den Themenseiten

Prices in Euros	No. of weeks
160,- €	2 Weeks
295,- €	2 × 2 Weeks
410,- €	3 × 2 Weeks
530,- €	4 × 2 Weeks
655,- €	5 × 2 Weeks
770,- €	6 × 2 Weeks

All articles remain in the premium spot for **2 weeks**. Always starting on **Mondays** in an **even calendar week**. If you book publications with several desired dates, the **2-week blocks** do not have to be immediately consecutive.

For a post in a premium spot, we require:

- Headline max. 70 characters including spaces
- Introductory text max. 200 characters including spaces (we reserve the right to make minor changes to the text in editorial spaces). We are happy to create the introductory text on request.
- Long version of your article for linking and our archive (min. 500 to max. 6,000 characters including spaces)
- 1 lead image (1,200 x 720 px – at 300 dpi)
- + at least 1 additional image in the long text (1,200 x 720 px at 300 dpi) – more for longer texts
- (optional) Captions, max. 230 characters each, including spaces
- Further link

We require the following file formats:

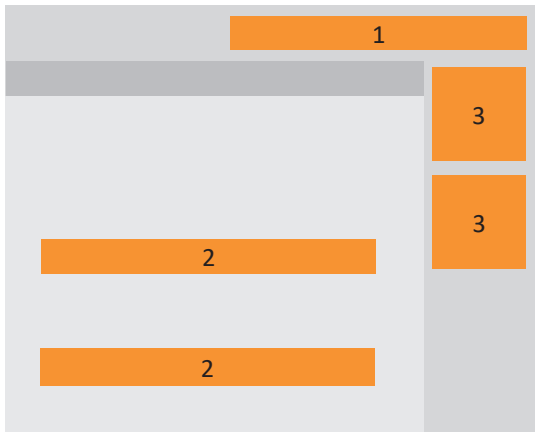
- Texts: .doc, .txt, or as an email (no PDF documents!)
- Images: .jpg, .png

Delivery deadlines: at least 10* days before the start of the respective term / *We reserve the right to make changes

Delivery address: redaktion@ama-digital.de

The coveted banners on the home page offer the best opportunity to catch the eye of users and deliver the highest number of hits. This ensures that your brand is always at the forefront.

Prices and formats



1 2 3 Only approximate sizes are given. Other positions are possible.

	Format and size in pixels	Price in € per Year	Price in € per Month	Price in € for 2 Weeks
1	Headbanner 720 × 90 px	5.500,- €	495,- €	----
2	Premium-Banner 720 × 90 px	4.900,- €	475,- €	280,- €
3	Rectangle-Banner 250 × 210 px	4.900,- €	475,- €	280,- €
	andere Formate	Prices on request	Prices on request	Prices on request

Please feel free to ask us for prices for other durations.

Technical specifications

File formats: .gif or .jpg, proportionally matching the respective banner pixel size (max. 50 KB)

Delivery deadlines: at least 10 days before the start of the respective banner run

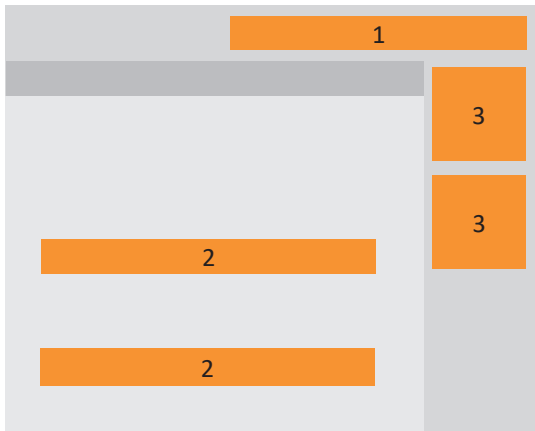
Delivery address: redaktion@ama-digital.de

Banner run not in the rotation!

WEBSITE BANNER – HOMEPAGE

The coveted banners on the home page offer the best opportunity to catch the eye of users and deliver the highest number of hits. This ensures that your brand is always at the forefront.

Prices and formats



1 2 3 Only approximate sizes are given.
Other positions are possible.

	Format and size in pixels	Price in € per year	Price in € per month	Price in € for 2 weeks
1	Headbanner 720 × 90 px	1.690,- €	210,- €	----
2	Premium Banner 720 × 90 px	1.590,- €	195,- €	140,- €
3	Rectangle Banner 250 × 210 px	1.590,- €	195,- €	140,- €
	Other formats	Prices on request	Prices on request	Prices on request

Please feel free to ask us for prices for other durations.

Technical specifications

File formats: .gif or .jpg, proportionally adjusted to the respective banner pixel size (max. 50 KB)

Delivery deadlines: at least 10 days before the start of the respective

Delivery addr: redaktion@ama-digital.de

Banner run not in the rotation!

WEBSITE EVENT BANNER

In the right-hand column of our homepage, under the heading "Top Dates," you can publish brief information about your company events in the form of date banners. Whether placed permanently or only for a short time, your announcements are always easy to find and up to date for visitors to our website. Your dates will also be displayed in the calendar. The very popular date banners are suitable for webinars or in-house customer events, for example, but also for advertising your participation in various trade fairs.

Prices and formats



Format and size in pixels	Price in € and run length
1 Event banner 220 x 120 px	280,- € for 2 Weeks
	495,- € for 2 x 2 Weeks
	690,- € for 3 x 2 Weeks
	910,- € for 4 x 2 Weeks
	1.115,- € for 5 x 2 Weeks
	1.310,- € for 6 x 2 Weeks

Prices for runs longer than 2 weeks only apply to directly consecutive publications. Please contact us for prices for other durations.

Technical details

Components of the event banners: • Name of the event • Image with link • Date • Location • Event name • 2 call-to-action buttons

Data delivery: • 1 image (220 x 120 px) • Labels and links for buttons and images, date (we automatically place this in the bottom right corner of the image)

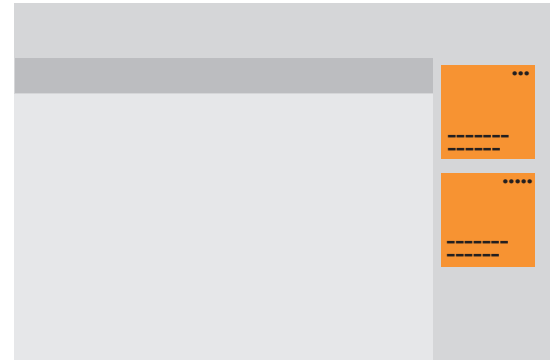
Delivery deadlines: at least 10 days before the start of the respective banner period

Delivery address: redaktion@ama-digital.de

Banners do not run in rotation!

More than "classic" banners

In addition to "classic" banners, we also offer so-called widget banners. These focus on **content** rather than advertising messages. The 250 x 205 px "boxes" contain up to 6 rotating images and headlines for your articles published on **messweb**. With one click, readers are taken directly to the desired text, where they can learn more about your products and technologies. Widget banners can be positioned on all pages in the right-hand column of the website and always contain content **from only one** company. Publication of the articles is also included.



Prices and formats

Format and size in pixels	Price in € per month/ 3 content articles	Price in € per month/ 6 content articles	Price in € for each additional month	Price in € per year for any number of content articles
Widget banner homepage 250 x 250 px	720,- €	890,- €	450,- €	5.300,- €
Widget banner topic page 250 x 250 px	450,- €	610,- €	175,- €	2.100,- €

Please contact us for prices for other durations.

Technical specifications

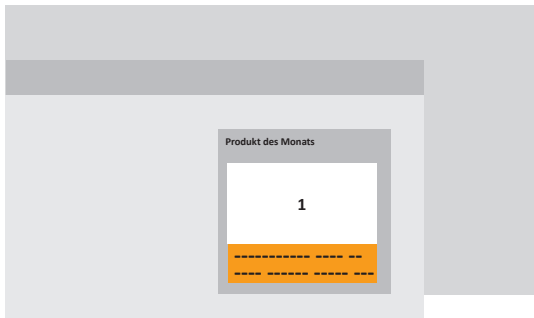
The requirements for premium website placements (see page 17) apply to the items. We will compile the widgets after consulting with you.

Delivery times: at least 14 days before the start of the respective

Delivery address: redaktion@ama-digital.de

messweb stands for professional measurement technology. Show our readers your new, intelligent product in an eye-catching format: we will feature your product on the website's home page (top right) for a whole month. With just one click, readers can get more information about the full range of the product – via text, images, videos, or other documents. And what's more, the "Product of the Month" will also be posted in our newsletter and across all our social media channels. This allows you to reach an even larger target group.

Prices and formats



Price in euros and length

1 1.350,- € for 1 Month

When you book, you will also receive a free premium company listing for 12 months.

The "Product of the Month" can only be booked for a maximum term of one month. Companies can advertise other products with at least one month's break between them, provided they do not have the same content. The term always begins on the first day of the month.

An example: www.messweb.de/pdm-2026

For the "Product of the Month," we require:

- Headline max. 70 characters including spaces
- Introductory text max. 300 characters including headline (we reserve the right to make minor changes to your text in editorial spaces).
- Lead image: 2,500 x 1,115 px at 300 dpi (without text – no important objects at the edge of the image!)
- Approx. 3-7 additional images depending on text length (landscape format only!) 1,100 x 640 px
- Long version of your article for linking and our archive (min. 3,000 to max. 6,000 characters)
- Further links
- Videos or downloads are possible
- Box text: What makes the product smart? – max. 500 characters
- List of the most important product features is possible
- The dimensions for the final image are: 2,100 x 410 px

We require the following file formats:

- Texts: .doc, .txt, or as an email (no PDF documents!)
- Images: .jpg, .png
- Videos: YouTube link or .mp4
- Downloads to be uploaded: .pdf

Delivery deadlines: at least 14 days before the start of the term

Delivery address: redaktion@ama-digital.de

Your event will be well received

Are you planning an event to which you would like to invite external guests? Whether it's a webinar or an in-person event, we at **messweb** have the right formats and channels for you. To save you from having to book each product from our portfolio individually, we have put together attractive event packages for you:

Package 1

- 2 weeks of event banners on the messweb homepage*
- 2 weeks event banner on the messweb event page
- Entry of the date in the messweb calendar
- 1x publication in the messweb newsletter
- 1x publication in the messweb LinkedIn newsletter

Fixed price: 590,- Euro

Package 2

- 4 weeks event banner on the messweb homepage*
- 4 weeks of event banner on the messweb events page
- Entry of the event in the messweb calendar
- 1x publication in the messweb newsletter
- 1x publication in the messweb LinkedIn newsletter

Fixed price: 750,- Euro

* Further information on page 21

** Further information on page 9

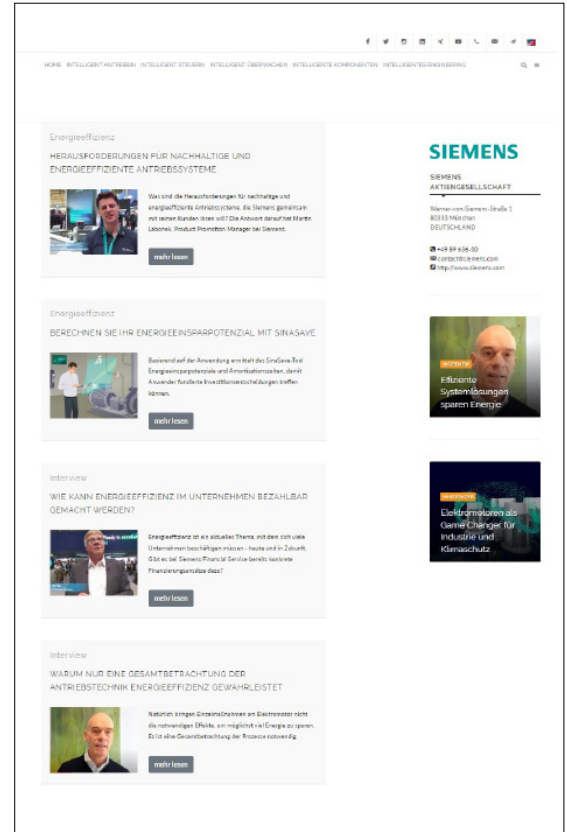
Your topics and technologies at a glance

Would you like to publish your technologies, products, videos, interviews, and other exciting information about **messweb** at regular intervals? Then a blog is the perfect solution. A blog usually runs for a whole year and is gradually filled with information. You provide the content, we take care of the preparation. However, we also offer to create and explore content together with you. All topics are not only visible to your target group on the **messweb** website, but each blog article is also posted on our social media channels. And best of all, the blog is free of advertising – but you are welcome to add your own advertising banners.

Prices and formats

Since every blog is customized and has different requirements, we cannot provide standard prices and formats. If you are interested, please contact us.

An example: www.messweb.de/blog-2026



As unique as your company

Would you like to showcase not just one product on **messweb**, but an entire story or your company in all its facets? Then a customized microsite is the right product for you. Here you can show our readers what your company can do with short texts, images, videos, and other concise content—and in an eye-catching format: on the website.

We put your microsite in the spotlight. With just one click, readers can find out more about the full range of services offered by the company and its technologies. This format is also ideal for designing other campaigns, e.g. on social media. It is also suitable for blogs.

Prices and formats

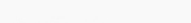
Since each microsite is custom-made, we cannot quote standardised prices and formats. If you are interested, please feel free to contact us.

Contact:
redaktion@ama-digital.de

An example: www.messweb.de/microsite-2026



Das mobile Kalibriersystem von SPEKTRA
Mit der Calibriersysteme CI-20 von SPEKTRA
Mobiles Kalibrieren kann so clever, einfach und vielseitig sein!



Kompakte Bauweise, zahlreiche Anwendungsmöglichkeiten
Der CI-20 ist ein mobiles Kalibriersystem, das die Flexibilität, Vielseitigkeit und Flexibilität von Messgeräten in der Industrie bietet. Das System ist kompakt und leicht zu transportieren und kann in verschiedenen Umgebungen eingesetzt werden. Es ist ideal für die Kalibrierung von Messgeräten in der Industrie, in der Forschung und in der Entwicklung.



„Die wichtigsten Anforderungen an das System sind: Portabilität und Flexibilität in der Anwendung.“
- Michael Meißner, Produktmanager, Daimler AG



Beste Option für zukünftige Investitionen
Das mobile Kalibriersystem CI-20 ist ein ideales Instrument für die Kalibrierung von Messgeräten in der Industrie. Es ist ein vielseitiges und leicht zu transportierendes System, das die Flexibilität und Vielseitigkeit von Messgeräten in der Industrie bietet.

Die mobile Kalibrierung ist ein wichtiger Bestandteil der Kalibrierung in der Industrie. Sie ermöglicht es, die Kalibrierung von Messgeräten in der Industrie zu vereinfachen und zu beschleunigen.

„Die mobile Kalibrierung ist ein wichtiger Bestandteil der Kalibrierung in der Industrie. Sie ermöglicht es, die Kalibrierung von Messgeräten in der Industrie zu vereinfachen und zu beschleunigen.“
- Michael Meißner, Produktmanager, Daimler AG

Jahreslange Kalibrierführung in einem tragbaren Koffer
Das mobile Kalibriersystem CI-20 ist ein ideales Instrument für die Kalibrierung von Messgeräten in der Industrie. Es ist ein vielseitiges und leicht zu transportierendes System, das die Flexibilität und Vielseitigkeit von Messgeräten in der Industrie bietet.





Your jobs at messweb

Companies can advertise their vacancies on **messweb.de**.

Is your company looking for motivated engineers in the fields of sensor technology, measurement technology, control technology, automation, or digitalization? Present your company where your job advertisements will be read: We have exactly the right target groups on our websites, in our newsletters, and on social media. Book your job advertisement at an attractive package price:

- 2 weeks online on the **messweb** website (also bookable on drivesweb or GO>>ing*)
- Publication of your job advertisement in the **messweb** newsletter or **drivesweb** newsletter (or alternatively in the **GO>>ing** LinkedIn newsletter)
- Posting your job vacancy via our **social media channels** to more than 40,000 followers

* drivesweb is our portal for drive technology, GO>>ing is our portal for automation technology.

Our sliding scale prices:

Price in euros	No. of Advertisements
285,- €	1 Ad
510,- €	2 Ads
725,- €	3 Ads
850,- €	4 Ads
1.145,- €	5 Ads

For a job advertisement, we require:

- Headline max. 70 characters including spaces
- Introductory text max. 200 characters including spaces
- 1 lead image (800 x 600 px – at 300 dpi)
- 1 long text image (1,200 x 700 px – at 300 dpi)
- Long version of your advertisement as a Word or .txt file – no PDFs! (min. 500 to max. 1,000 characters)
- Further link
- Company logo (optional)

We require the following file formats:

- Texts: .doc, .txt, or as an email (no PDFs!)
- Images: .jpg, .png

only 285,- Euro

Delivery times: at least 7 days before the start of the term

Delivery address:
redaktion@ama-digital.de

Permanent presence on messweb

Showcase your company with a company listing on **messweb**. This ensures you have a permanent presence on our website and visitors will find you quickly when searching. You can update or add to your company listing at any time.

We offer three options (minimum term 12 months):

Entry	Standard	Plus
Company name	•	•
Address	•	•
Phone/Fax	•	•
E-Mail	•	•
Link to website	•	•
Display all publications on messweb		•
Company logo		•
Company profile		•
Advertising banner in company listing		
Price/year	Free	130,- €



Interested? Get in touch with us!

Contact:
redaktion@ama-digital.de

SENSOR+TEST – THE INNOVATION MAGAZINE

SENSOR+TEST is the world's leading forum for sensor, measurement, and testing technology. Every year, exhibitors and visitors from all over the world meet in Nuremberg to engage in dialogue about innovation and to exchange information about the latest developments and trends in our field.

The cooperation and media partnership between Messe and messweb.de has played an important role for many years. Since 2023, **SENSOR+TEST – THE INNOVATION MAGAZINE** (powered by messweb.de) has been published three times a year, adding another building block to the year-round trade fair and topic communication. The digital and bilingual magazine for **sensor technology, measurement technology, and automation (in German and English)** covers the entire spectrum of topics and provides valuable information for the relevant reader target groups. automation. (in German and English) covers the entire spectrum of topics and provides valuable information for the relevant reader target groups.

SENSOR+TEST – THE INNOVATION MAGAZINE provides insight into the latest trends and innovations from companies, highlights best practice examples, and also provides valuable information about the trade fair. And best of all, decision-makers and experts can read this new source of information with numerous added benefits and a digital "reading experience" anywhere in the world! Benefit from our combined experience and expertise – as trade fair organizers



In 2026, there will also be one Chinese edition! (see page 35)

SENSOR+TEST – THE INNOVATION MAGAZINE

SENSOR+TEST – THE INNOVATION MAGAZINE is published as a digital magazine – in German and English, and from 2026 also with one edition in Chinese. 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, it will be distributed specifically via our social media channels (LinkedIn, X, Facebook, Instagram) and relevant user groups on LinkedIn. With a very high total distribution* of more than 65,000 recipients, we ensure the correct and targeted distribution of your information to key decision-makers in the industry.

Active for you on numerous channels:



Total circulation*: **65,000+** per issue

*Total across all channels excluding websites

Advertisements – convince with digital content

Advertisements in our eMagazine get your message across.

Your ads will be linked to your website. This allows you to direct interested readers to where your further information is located. You also have the option of including up to 3 multimedia contents such as videos, audio files, downloads, or image galleries in your ads. This allows you to achieve special added value for your target reader groups.

Bilingual!
 Advertisements appear in the German and English editions at no extra charge.

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

Formats	Orientation	Type area formats (WxH in mm)	Bleed formats (WxH in mm)	Price 4C in euros
1/1		185 x 265	210 x 297	1.200,- €
1/1	2nd cover page		210 x 297	1.500,- €
1/2	tall	90 x 265	104 x 297	600,- €
1/2	landscape	185 x 130	210 x 145	600,- €
1/3	tall	60 x 265	72 x 297	400,- €
1/3	landscape	185 x 90	210 x 105	400,- €
1/4	tall	45 x 265	59 x 297	300,- €
1/4	landscape	185 x 60	210 x 75	300,- €
1/4	2 columns	90 x 130	104 x 145	300,- €

Tip!

Videos, audio clips, and downloads add value to your ads. We would be happy to advise you.

Please send your German and English ad files as PDF documents to the following address by the deadline: redaktion@ama-digital.de

Be there – even if you are not an exhibitor at SENSOR+TEST

Even if you are not exhibiting at the **SENSOR+TEST** trade fair, we cordially invite you to advertise in our e-magazine. If your product portfolio includes sensor technology or measurement technology, we can offer the right target groups for your company.

Prices and formats for non-exhibitors at SENSOR+TEST

Formats	Orientation	Type area formats (WxH in mm)	Bleed formats (WxH in mm)	Price 4C in Euros
1/1		185 x 265	210 x 297	1.800,- €
1/1	2. Cover page		210 x 297	2.100,- €
1/2	tall	90 x 265	104 x 297	900,- €
1/2	landscape	185 x 130	210 x 145	900,- €
1/3	tall	60 x 265	72 x 297	600,- €
1/3	landscape	185 x 90	210 x 105	600,- €
1/4	tall	45 x 265	59 x 297	450,- €
1/4	landscape	185 x 60	210 x 75	450,- €
1/4	2 columns	90 x 130	104 x 145	450,- €

Bilingual!
Advertisements appear in the German and English editions at no extra charge.

Please deliver German and English ad files in PDF format to the following address by the deadline: redaktion@ama-digital.de.de



Advertisements – also as moving images

In addition to classic ad formats, we also offer the publication of animated ads. This allows you to highlight your products and technologies even more and ensure 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 purpose! 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 maintained 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 classic advertising. We will insert your video into a space you create within the ad. If desired, the video can start automatically when the page is turned.

By default, a video starts when the reader clicks on it. The remaining ad space can be linked to your website. A maximum of one link is available for this purpose. However, additional hotspots such as videos, image galleries, etc. are not possible..

For technical reasons, a free space with a 16:9 aspect ratio must be created within the ad, into which we will integrate your video.

Prices:

For animated ads or ads containing videos, the standard price for each Prices: ad size increases by €100.



3 issues that pack a punch

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

Issue	Publication date	Advertisement deadline
1/2026	03.03.2026	02.02.2026
2/2026	20.05.2026	20.04.2026
		<p>The issue before SENSOR+TEST 2026!</p> <p>This issue is also published in Chinese and distributed in China!</p>  
3/2026	27.10.2026	28.09.2026

Detailed media data is available at: www.messweb.de/mediadaten

It's also coming to China!



In 2026, issue 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 issue 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 Chinese editions:

Formats	Orientation	Type area formats (WxH in mm)	Bleed formats (WxH in mm)	Price 4C in Euros
1/1		185 x 265	210 x 297	1.800,- €
1/1	2nd cover page		210 x 297	2.100,- €
1/2	tall	90 x 265	104 x 297	900,- €
1/2	landscape	185 x 130	210 x 145	900,- €
1/3	tall	60 x 265	72 x 297	600,- €
1/3	landscape	185 x 90	210 x 105	600,- €
1/4	tall	45 x 265	59 x 297	450,- €
1/4	landscape	185 x 60	210 x 75	450,- €
1/4	2 columns	90 x 130	104 x 145	450,- €

Please deliver German and English ad files as PDF documents by the deadline. We also need 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 send the data to the following address:

redaktion@ama-digital.de

The virtual year in review

Over the course of a year, a whole host of new products in the field of sensor and measurement technology come onto the market. It is almost impossible to keep track of even the most important ones. For this reason, we summarize the highlights again at the end of the year – in a compact and clearly presented. We also provide an editorial outlook on the trends that will play an important role in the coming months.

Our digital **measurement technology and sensor technology guide** will be published in December 2026. The electronic magazine is completely flexible and available on any device. Further advantages: The medium is not only browsable and searchable, but can also be enriched with many added values, such as e.g. targeted links. This means you can reach your target groups anytime, anywhere with your ads. The

Our main topics:

- **Sensors**
- **Measurement technology**
- **Automotive testing**
- **Image processing**
- **Process measurement technology**



Publication date: December 2, 2026

Advertisement deadline: November 4, 2026

You choose your content

The Measurement Technology and Sensor Technology Guide offers three different ways to target our readers:

Advertisement

Content ad

Cover story*

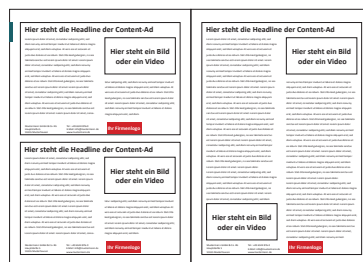
*The front page, including one page of articles or advertisements, is only available once per issue (first come, first served!).

Prices and formats

Marketing format	Size	Price in Euros
Content ad	1/2 page	310,-
Content ad	1/1 page	450,-
Advertisement	1/2 page	310,-
Advertisement	1/1 page	450,-
Cover story*	Cover + 4-page feature	1.400,-

Please contact us for special formats!

Content-Ad (Text ad):



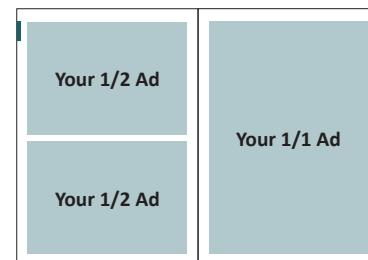
Key data: 1/2 page

Headline max. 70 characters (including spaces), other text length max. 1,500 characters (including spaces), 1 company logo + 1 image (each .jpg or .png), company contact details.

Key data: 1/1 page

Headline max. 70 characters (including spaces), other text length max. 3,000 characters (including spaces), 1 company logo + 1 image (each .jpg or .png), company contact details.

Anzeige:



Key data: 1/2 page

Ad format: 185 x 130 (WxH in mm)

Key data: 1/1 page

Ad format: 185 x 265 (WxH in mm)

Use modern #channels for your #messages

Advertising on social media channels is becoming increasingly important. We are also happy to spread your messages virally via **#LinkedIn** **#X** **#Instagram**. We offer you a reach of at least 40,000 followers nationally and internationally on these networks through our influencers and multipliers. We focus on the topics of sensor and measurement technology, automation technology, electrical engineering, process technology, and mechanical engineering. Through group posts, we can reach additional readers for you and thus cluster your messages even more specifically. Our campaigns are also ideal for promoting trade fairs and events.

Price example for an individual social media post:

- Publication of an article on **messweb** in your preferred topic channel for 2 weeks and a further 12 months in the archive
- One-time distribution of your article via our influencer social channels to at least 40,000 followers worldwide (group posts on request)
- Reporting on publications

**only 340,-
Euros**

That's less than 1 cent per contact!

We are also happy to plan your individual social media campaign and offer you graduated prices – get in touch with us!

We are also happy to provide prices for individual target groups (clusters) on request.



Reach more than 40,000 #followers!!!

Folding chair – more than a video interview

The stage is set, the chairs are ready. And our editor is already here. Now all that's missing is you. Come join us at **messweb Klappstuhl!** (messweb folding chair) In our series, we not only showcase your products in a video interview with an employee, but also focus on technologies and developments. And what's more: whether you're a product manager, head of development, managing director, or... – at **messweb folding chair**, people are also in the spotlight. – So it's set to be an unforgettable day of filming and an exciting video for your target groups!

Here's what we offer:

- Coordination of the filming location, interview partners, and questions before the video shoot, including scheduling
- Recording of the video interview at your company or at another location of your choice
- Recording footage at your company
- Editing and provision of the finished video interview (max. 5 min)
- Online: Publication of the video, including a short text, on **messweb** in your preferred topic channel for 3 months and a further 12 months in the archive
- Newsletter: Publication of the video via one of our newsletters
- Social media: Distribution of your video via our influencer social channels to at least 40,000 followers worldwide (group posts on request)

You can find an example video at the following link:

www.messweb.de/klappstuhl-2026

Contact:
redaktion@ama-digital.de

only 1.980,-
Euros

plus any travel expenses incurred



Images: Fraba Posital GmbH

Office-to-office communication

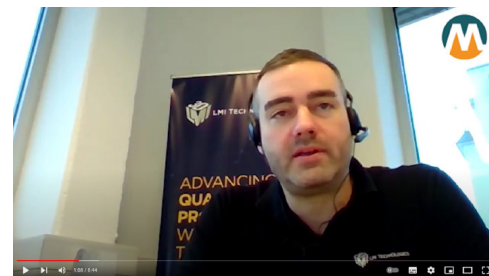
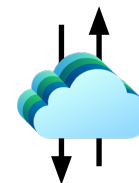
Digitalization in the office has advanced rapidly in recent months. Working from home is no longer a rarity, and travel has also been severely restricted. But that's no reason to withhold important information about new technologies or products from our readers. Meet our editor online! We ask the questions, you provide the answers. We record the interview as a video using modern communication platforms and then edit it into a complete video.

We provide the following services:

- Coordination of interview partners and questions (max. 4) before the video shoot, including scheduling
- Recording of the video interview via Zoom
- Possible embedding of footage material
- Editing and provision of the finished video interview (max. 5 min)
- Online: Publication of the video including a short text on messweb
- Newsletter: Publication of the video via one of our newsletters
- Social media: Distribution of your video via our influencer social channels to at least 40,000 followers worldwide

only 495,- Euros

Contact:
redaktion@ama-digital.de



You can find an example video at the following link:
www.messweb.de/online-interview-2026

Showcase your technologies in the best light

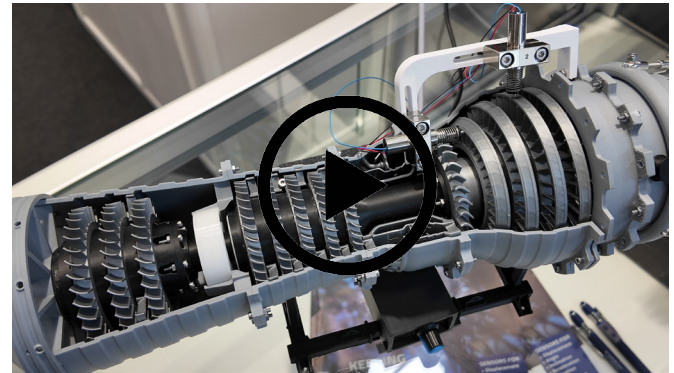
Would you like your own customized company or product video? We plan, shoot, and edit your video—short, concise, authentic, and using modern methods. We are also happy to come to you or your customers. Once completed, we publish the video on our online channels. We also make the video available to you for your own use. The price is based on the amount of work involved. We would be happy to provide you with a non-binding quote.

We offer the following services:

- Coordination of filming location and questions prior to video shoot, including scheduling
- Creation of a script
- Recording of video scenes at your company or another location of your choice
- Recording of footage material at your company
- Editing and delivery of the finished video
- Publication of the video, including a short text on messweb
- Newsletter: Publication of the video via one of our newsletters
- Social media: Distribution of your video via our social media channels

Prices are available on request.

This allows us to offer you a package tailored to your company's needs.



You can find an example video at the following link:
www.messweb.de/video-2026

Contact:
redaktion@ama-digital.de

Tell readers about your trade fair appearance

Not every engineer or technician attends every trade fair. To ensure that your messages still reach this audience, we offer short videos from your trade fair stand in which you can explain your new products in a concise manner and show the live atmosphere of the respective trade fair with footage. We plan, shoot, and edit your trade fair video – short, concise, authentic, and using modern technology.

We offer the following services:

- Coordination before the trade fair, including scheduling
- Recording of the video interview at your trade fair booth
- Recording of footage at your trade fair booth
- Editing and provision of the finished video interview after the trade fair (max. 3 min)
- Online: Publication of the video, including a short text, on messweb in your preferred topic channel for 2 months and a further 12 months in the archive
- Newsletter: Publication of the video via one of our newsletters
- Social media: Distribution of your video via our influencer social channels to at least 40,000 followers worldwide (group posts on request)

What do you have to do? Almost nothing, because the total time spent at the trade fair booth is approx. 45 minutes. You just have to choose the interview partner. We'll do the rest! We currently offer our videos for the following trade fairs: **LogiMat, embedded world, Hannover Messe, SENSOR+TEST, Automotive Testing Expo, AMB, Motek, VISION, sps smart production solutions**

If you are interested in another trade fair or event, please do not hesitate to contact us!



only 990,- Euros

Contact:
redaktion@ama-digital.de

Your story in moving images

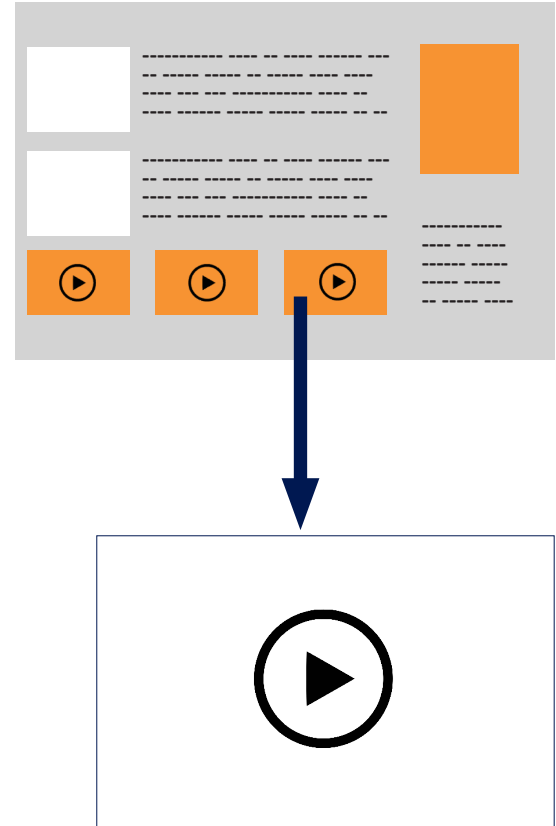
Pictures say more than a thousand words. Moving images say even more to viewers today and will continue to do so in the future. That's why you shouldn't ignore the "video" element in your marketing mix.

We promote your finished video:

Do you already have a finished video, but want to distribute it as widely as possible? Then give us the video and we will take care of the necessary target groups. It will be published on the messweb website homepage and can be played directly by the reader. We will also distribute your video via our social media channels. We offer the following packages:

Price in Euros	Number and duration of video publications
460,- €	1 Video for 4 weeks
810,- €	2 Videos for 4 weeks each
1.060,- €	3 Videos for 4 weeks each
1.360,- €	4 Videos for 4 weeks each

Contact:
redaktion@ama-digital.de



We bring stories to life!

Flat messages are out – scrollytelling is in! Our digitorials pick up on technology stories and use a scrolling website – a so-called one-pager – to tell about the various aspects of implementation. All digital formats are available here: text, images, galleries, videos, charts, interviews, statements. This page has no navigation elements, banners, sidebars, or other distracting elements. These would only detract from the content. The user navigates through the linear storyline by scrolling. Text, images, and video form a unified whole here. They merge into an overall concept. This means that you are guided through the website step by step. This is journalism of the future!

You send us your texts, images, videos, etc., and we build your digitorial. We then publish your story via our online channels.

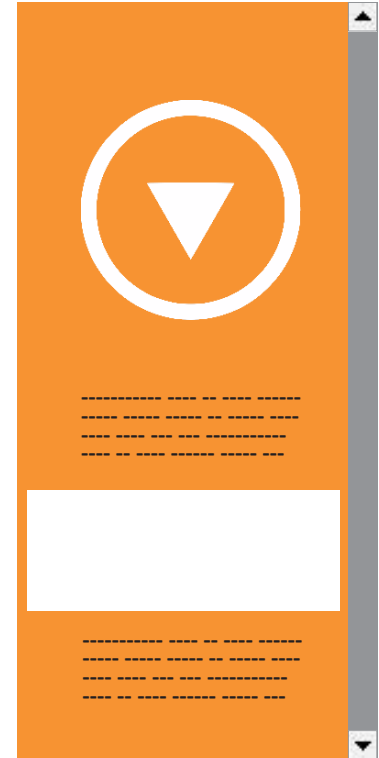
We take care of the following for you:

- Planning and editorial conception of the digitorial
- Creation of the scrolling website
- Final editing
- Publication on **messweb** in your preferred topic channel for at least 12 months
- Publication of the digitorial via one of our newsletters
- Distribution of your digitorial via our influencer social channels to at least 40,000 followers worldwide (group posts on request)

You can find an example of a digitorial at the following link:
www.messweb.de/digitorial-2026

only 1.490,-
Euros

Contact:
redaktion@ama-digital.de



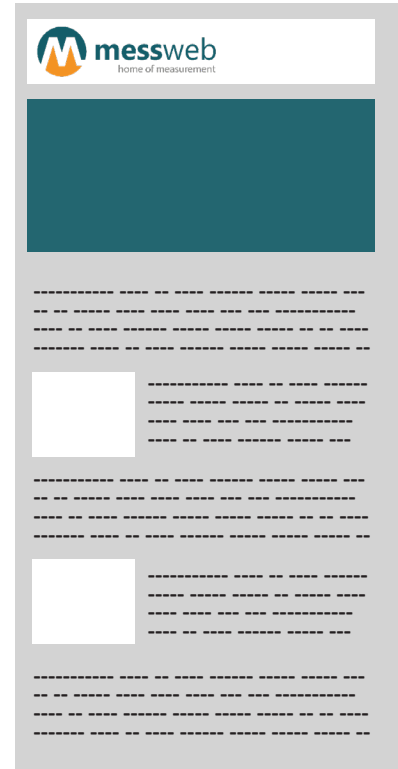
You know your technology – we write your texts

You know your products, services, and technologies best. But how do you get this information into the media in a way that appeals to your target audience? That's where we can help! Our editorial team will use their journalistic passion to make your technology a big hit. Whether for your website, newsletter, or social media, we produce your messages for our readers. And best of all, we guarantee publication on exactly the date you want.

We take care of the following for you:

- Editorial conception and research (at your premises or at your customers' premises)
- Creation of technical and user articles for all publication channels
- Preparation of press releases for all publication channels
- Final editing
- Publication on **messweb** in your preferred topic channel for 2 months and a further 12 months in the archive
- Publication of the article via one of our newsletters (60,000+ recipients)
- Distribution of your article via our influencer social channels to at least 40,000 followers worldwide (group posts on request)
- Creation of videos including publications
- Distribution of your press releases or specialist articles to selected editorial offices

Prices are available on request. This allows us to always offer you a package tailored to your company.



Contact:
redaktion@ama-digital.de

We promote your technology or application

Writing technology articles or user reports is time-consuming—from writing the article itself to maintaining the addresses and contact persons in the editorial offices to which it should be sent. We can support you with our article service. With our extensive journalistic experience, we write your articles and ensure that they reach the relevant editorial offices.

We offer the following services:

- Writing technical or user articles and formatting them into a uniform format
- Setting up a press distribution list tailored to your company
- Maintenance of the press distribution list
- Sending your article to relevant editorial offices
- Reporting on publications
- Your article will be published on the **messweb** website shortly.
- Your article will be published in a **messweb** newsletter in a timely manner
- We will also share your article via our social media channels with more than 40,000 followers

Have we piqued your interest? Then we would be happy to provide you with a non-binding offer tailored to your company.



Contact:
redaktion@ama-digital.de



Quick and easy press releases

Creating and distributing a press release has never been easier! We offer two standardized packages that will get your press release out quickly and cost-effectively. You don't have to do much! Just describe your new product or technology to us, just as you would to your customers in your daily conversations. We'll take care of the rest.

- You will receive a questionnaire with four to five questions
- You explain your product or technology using the questionnaire by creating a voice recording on your smartphone or PC (max. 4 to 5 minutes).
- You send us this audio file and one or two suitable images.
- We will use them to create your press release within a short time and coordinate it with you for approval.
- If desired, we will send your press release to our large German and/or international press distribution list.

You can find an example at the following link: www.messweb.de/Pressemitteilung-2026

Basic package

- Creation of your press release based on your instructions via audio file
- Approval process with a maximum of 2 revisions
- We will make your press release available to you
- We guarantee to publish the press release on **messweb.de**

Festpreis: 350,- Euro

Premium package

- Same as Basic Package
- We distribute the press release via our press distribution list to the relevant press representatives in Germany.
- We offer distribution to the international distribution list for a small additional fee

Festpreis: 550,- Euro

WHAT OUR CUSTOMERS SAY

For over 25 years, **messweb** has been the unique industry mirror for measurement and sensor technology. With its combination of various communication channels, consisting of digital formats, professionally designed social media presences, and a newsletter sent to a high-quality distribution list, it has played a significant role in multiplying the reach of our trade fair. In a networked world, **messweb** establishes contact with our customers throughout the year, thereby continuing to play a key role in ensuring the success of SENSOR+TEST."



Elena Schultz, Authorized Signatory, AMA Service GmbH



"We have been a member of the AMA Association for a long time. The integration of **messweb** with its digital focus was therefore a perfect fit for us. The right topics presented in a readable way and with a wide reach convinced us. With **drivesweb**, we were then able to take things even further in the right direction. The English translation of the articles significantly increases the reach once again."

Jörg Paulus, General Manager, Posital EMEA in the Fraba Group

"**messweb** has always been popular with a large user community and is therefore a very relevant communication channel for us. Whether it's the website or the newsletter, the fresh design and competent, agile editorial team ensure a wide reach, as we have seen time and time again. The latest addition, the e-magazine "**GO>>>ing**," brings fresh ideas to technical communication. We are happy to continue supporting all of this."



Klaus Albers, Head of Marketing Services & Public Relations, Hans Turck GmbH & Co. KG



"A must-have bookmark in the browsers of many industry insiders, because **messweb.de** is the top technology portal for suppliers and users of measurement technology and sensor technology in German-speaking countries. Together with its focused newsletters, it offers an ideal platform for finding the right solution for the task at hand from the wide range of products available, or simply for staying up to date."

Dr. Heinrich Steger, Product Manager, Polytec GmbH

drivesweb – intelligence in motion

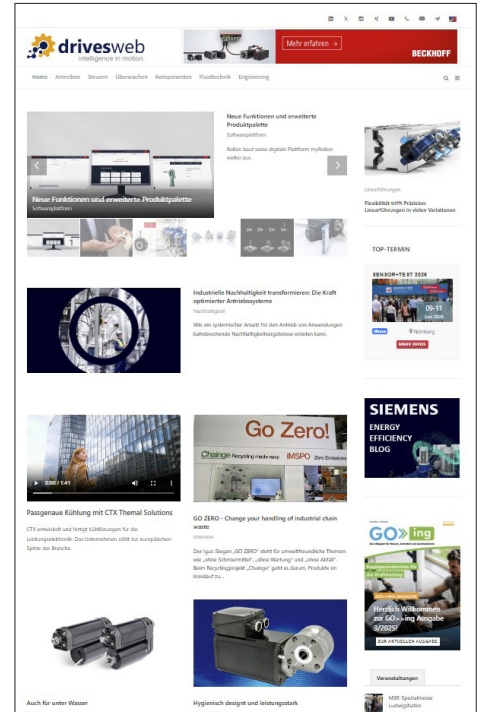
The digitalization of industry began long ago. Increasingly, intelligence is now also finding its way into drive technology to make machines and systems even more efficient, minimize downtime, and save costs.

Our bilingual digital media brand **drivesweb** picks up on this exciting topic and shows what is possible today and in the future. The focus is on intelligence in industrial motion processes. Hence our claim: **intelligence in motion**.

Comprehensive, up-to-date, and in-depth—this is how we reach the most important readers and decision-makers from a wide range of industries every day with our website, where not only drives, motors, and the like are used, but processes are viewed holistically.

Our newsletters, which are distributed via a wide range of channels, and our social media activities round off the information we provide – always targeted and focused on the essentials.

**For more information, visit: www.drivesweb.de and www.drivesweb.com
 You can find our media data at: www.drivesweb.de/media-data**



GO>>ing – the digital media brand for automation

Not only is the digitization of industry continuing to increase, but magazines are also becoming increasingly digital for users.

GO>>ing – the eMagazine for trade fairs, drives, and automation – is published seven times a year. It forms the thematic link between our existing digital networks and brands **messweb** and **drivesweb**.

GO>>ing. On the one hand, it stands for our target readership of engineers, and on the other, it is a source of information that you can read anywhere – **to GO>>!**

The content of our eMagazine issues, which are distributed via a wide variety of digital channels, is always targeted and focused on the essentials. What's more, GO>>ing is not simply a replica of a printed magazine, but is compiled from scratch as an e-paper – with numerous added values such as videos, audio files, Downloads, related links, and a reading mode for all devices. That's the digital "reading experience." Since 2025, the special brands GO>>ing **MOBILE AUTOMATION**, GO>>ing **INTRALOGISTICS**, and GO>>ing **ROBOTICS** have also been published.

The website and LinkedIn newsletters with in-depth and up-to-date information round off the GO>>ing offering.

For more information, visit: www.go-ing.net

**You can find our media data at:
www.go-ing.net/media-daten**



Distribution: 70,000+ recipients

SCHEDULE

CW		NL-No.	Publication date	Advert. deadline
4	messweb	559mt	21.01.2026	07.01.2026
6	messweb	560mt	04.02.2026	21.01.2026
7	messweb	115sen	11.02.2026	28.01.2026
8	messweb	561mt	18.02.2026	04.02.2026
9	messweb	103at	25.02.2026	09.02.2026
10	SENSOR+TEST – IM	eMagazine-issue 1/26	03.03.2026	02.02.2026
10	messweb	562mt	04.03.2026	18.02.2026
11	messweb	116sen	11.03.2026	25.02.2026
11	GO>>ing INTRALOGISTICS	eMagazine-Special 1/26	10.03.2026	20.02.2026
12	messweb	563mt	18.03.2026	04.03.2026
13	messweb	564mt	25.03.2026	11.03.2026
14	messweb	565mt	01.04.2026	18.03.2026
15	messweb	566mt	08.04.2026	19.03.2026
15	GO>>ing	eMagazine-issue 1/26	07.04.2026	06.03.2026
16	messweb	567mt	15.04.2026	27.03.2026
17	messweb	82sts	22.04.2026	01.04.2026
18	messweb	104at	29.04.2026	15.04.2026
19	messweb	83sts	06.05.2026	20.04.2026
20	messweb	568mt (IBV)	13.05.2026	24.04.2026

CW		NL-No.	Publication date	Advert. deadline
20	SENSOR+TEST – IM	eMagazine-issue 2/26	20.05.2026	20.04.2026
21	messweb	84sts	20.05.2026	04.05.2026
22	messweb	117sen	27.05.2026	08.05.2026
22	GO>>ing	eMagazine-issue 2/26	26.05.2026	23.04.2026
23	messweb	85sts	03.06.2026	13.05.2026
24	messweb	37ate	10.06.2026	21.05.2026
25	messweb	118sen	17.06.2026	29.05.2026
26	messweb	569mt (PMT)	24.06.2026	10.06.2026
26	GO>>ing	eMagazine-issue 3/26	23.06.2026	15.05.2026
28	messweb	570mt	08.07.2026	19.06.2026
30	messweb	571mt	22.07.2026	06.07.2026
32	messweb	572mt	05.08.2026	17.07.2026
34	messweb	573mt	19.08.2026	31.07.2026
35	messweb	mwm	26.08.2026	07.08.2026
36	messweb	574mt	02.09.2026	14.08.2026
37	messweb	119sen	09.09.2026	26.08.2026
37	GO>>ing	eMagazine-issue 4/26	08.09.2026	04.08.2026
38	messweb	575mt	16.09.2026	02.09.2026
39	messweb	105at	23.09.2026	09.09.2026

CW		NL-No.	Publication date	Advert. deadline
40	messweb	576mt (IBV)	30.09.2026	16.09.2026
41	messweb	120sen	07.10.2026	23.09.2026
42	messweb	577mt	14.10.2026	30.09.2026
43	messweb	106at	21.10.2026	07.10.2026
44	messweb	578mt	28.10.2026	14.10.2026
44	SENSOR+TEST – IM	eMagazine-issue 3/26	27.10.2026	28.09.2026
45	messweb	15sps	04.11.2026	21.10.2026
46	messweb	579mt (PMT)	11.11.2026	28.10.2026
46	GO>>ing	eMagazine-issue 5/26	10.11.2026	06.10.2026
47	messweb	16sps	18.11.2026	04.11.2026
48	messweb	580mt	25.11.2026	11.11.2026
49	messweb	121sen	02.12.2026	18.11.2026
49	messweb GUIDE	eMagazine-issue 2026	02.12.2026	04.11.2026
50	messweb	581mt	09.12.2026	25.11.2026
50	GO>>ing ROBOTICS	eMagazine-Special 2/26:	08.12.2026	03.11.2026

Schedule for 2026

Here you will find all our brands and editions at a glance.

Also available for download at:
www.messweb.de/mw-terminplan-2026

We reserve the right to make short-term changes due to current events.

WE ARE HERE FOR YOU



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