Industrial Ethernet

Automation Networking, IIoT and Industry 4.0

2026 MEDIA GUIDE

IEB Offerings

Helping companies reach a worldwide audience of Industrial Ethernet, IIoT and Industry 4.0 Buyers & Specifiers.
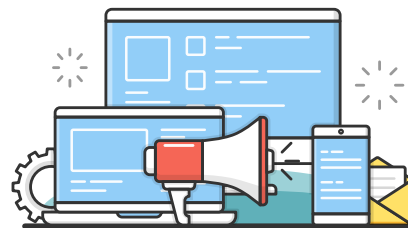
Advertising	**Website Banners**	**Sponsored Content**	**Promo Programs**
20,000+ visitors/month	75,000+ page views	Technical articles & applications	Promote products & events

January/February 2026 152
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Industrial Ethernet
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Visit us on the web ■ www.iebmedia.com

About Us

Rebranded *Industrial Ethernet* is dedicated to automation networking, the IIoT & Industry 4.0 for the discrete & process control industries.

Founded in 1999, IEB has always focused on automation and machine control networking—connectivity to enterprise systems, and today the Industrial Internet of Things & Industry 4.0.

Monthly Website Visitors : 20,000

Region		Country	
Europe	35%	United States	33%
North America	35%	Germany	12%
BRIC*	15%	UK	8%
APAC**	12%	China	7%
Rest of World	3%	France	5%
		Benelux	5%
		Japan	3%

* - Brazil, Russia, India, China,
** - Asia/Pacific excluding China and India.

Audience

The Industrial Ethernet magazine and blog has highly qualified, loyal subscriber and worldwide audience profile built up over 25 years. The primary audience is end users, OEM machine builders and automation system integrators.

Company Type

System Integration/Design/Engineering	18%
Manufacturing Automation/Engineering	17%
Oil & Gas/Chemical Industry/instrumentation	15%
Power Generation/Water/Utilities	11%
Aerospace/Automotive/Transport	11%
Construction/Mining/Metal processing	8%
Industrial/Consumer Electronics	7%
Medical/Pharmaceutical/Food & Drink	7%
Packaging/Textiles/Rubber	4%
Telecomms/Datacomms	2%
Research/Scientific/Education	2%

Job Activity

Engineer - Instrumentation & Control	20%
Manager – Technical	17%
Designer - Systems/Hardware/Software	15%
Engineer - Works/Plant/Process/Test	13%
Engineer - Research/Development	11%
Manager - Commercial or Financial	9%
Manager - Plant & Process/Quality	8%
Manager - Design	3%
Engineer/Manager - Sales	2%
Education/Market research/Scientific	2%

Editorial Focus

Content focuses exclusively on Industrial Ethernet networking, IIoT and Industry 4.0 objectives to achieve digital transformation in industry.

Each digital magazine and our blog provides in-depth technology and application features for smart manufacturing, Industrial IoT devices, edge and cloud computing, networking data analytics and other technologies designed to help our dedicated readership navigate important job responsibilities.

Editorial Focus

- In-depth Technical Articles
- Application Case Studies
- New Products
- Industry News

2026 Editorial Calendar

Cover Story	Features	Applications	Special Topics	Dates & Deadlines
Digital Transformation **January/February**	Impact of AI Digital Twins Evolution of the IIoT Data Analytics	Factory Automation Transportation Smart Manufacturing Remote Monitoring	**Time-Sensitive Networking** **Industry 4.0 / IIoT**	Publish Date: Jan 22 Editorial: Jan 9 Advertising: Jan 9
OPC UA Technologies **March/April**	Time Sensitive Networks OPC UA TSN Ethernet Protocols Product Showcase	Motion Control Automotive Factory Automation IO-Link	**Industrial Ethernet Connectivity** **Automation Showcase**	Publish Date: Mar 20 Editorial: March 10 Advertising: March 10
Single Pair Ethernet **May/June**	Cables & Connectors Advanced Physical Layer Infrastructure Solutions Ethernet Connectivity	Application reports Automotive Process Automation Embedded IIoT	**Report: Industrial Ethernet Switches** **Infrastructure Solutions**	Publish Date: May 22 Editorial: May 8 Advertising: May 8
Edge & Cloud Computing **July/August**	Edge Architectures Distributed Networks Edge Device Showcase AI/Machine Learning	Application reports Cloud computing SCADA/HMIs Data analytics	**Remote Connectivity Solutions** **Cloud Computing**	Publish Date: July 17 Editorial: July 8 Advertising: July 8
Industrial Cybersecurity **September/October**	Network Security Defense-in-Depth Remote Access Product Showcase **Industrial Ethernet Corporate Profiles**	Security Solutions Network Management Factory Automation Sensors	**IT-OT Convergence Special Report** **Security Showcase**	Publish Date: Sept 18 Editorial: Sept 9 Advertising: Sept 9
Industrial Wireless Solutions **November/December**	Industrial 5G WiFi7 WirelessHART Product Showcase	Smart Factory solutions Connected devices Software innovations Industrial Ethernet	**Factory Automation Showcase** **Industrial 5G**	Publish Date: Nov 20 Editorial: Nov 11 Advertising: Nov 11

Corporate Sponsors

Sponsorships offer the most cost-effective way to achieve maximum exposure with our audience.

Industrial Ethernet sponsorships provide an outstanding program to consistently connect with key decision-makers.

Gold Plan $9,000

- Six one-page ads (in 12-month period) in *Industrial Ethernet* magazine
- Six Sponsored Content items (articles and/or product highlights)
- Six banner ads (best available position)
- IEB Website Newsfeed: guest blogs and/or press releases
- Free listing: Buyer's Guide
- Free one-page Corporate Profile in September/October issue

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Silver Plan $4,800

- Three one-page ads (in 12-month period) in *Industrial Ethernet* magazine
- Three Sponsored Content items (articles and/or product highlights)
- Six banner ads (best available position)
- IEB Website Newsfeed: guest blogs and/or press releases
- Free listing: Buyer's Guide
- Free one-page Corporate Profile in September/October issue

Advertising Packages

Advertising packages reduce costs and increase ad frequency and reach.

Advertising Packages

Optimize impact of your IEB advertising by combining display advertising with banner ads and/or Sponsored Content.

Details

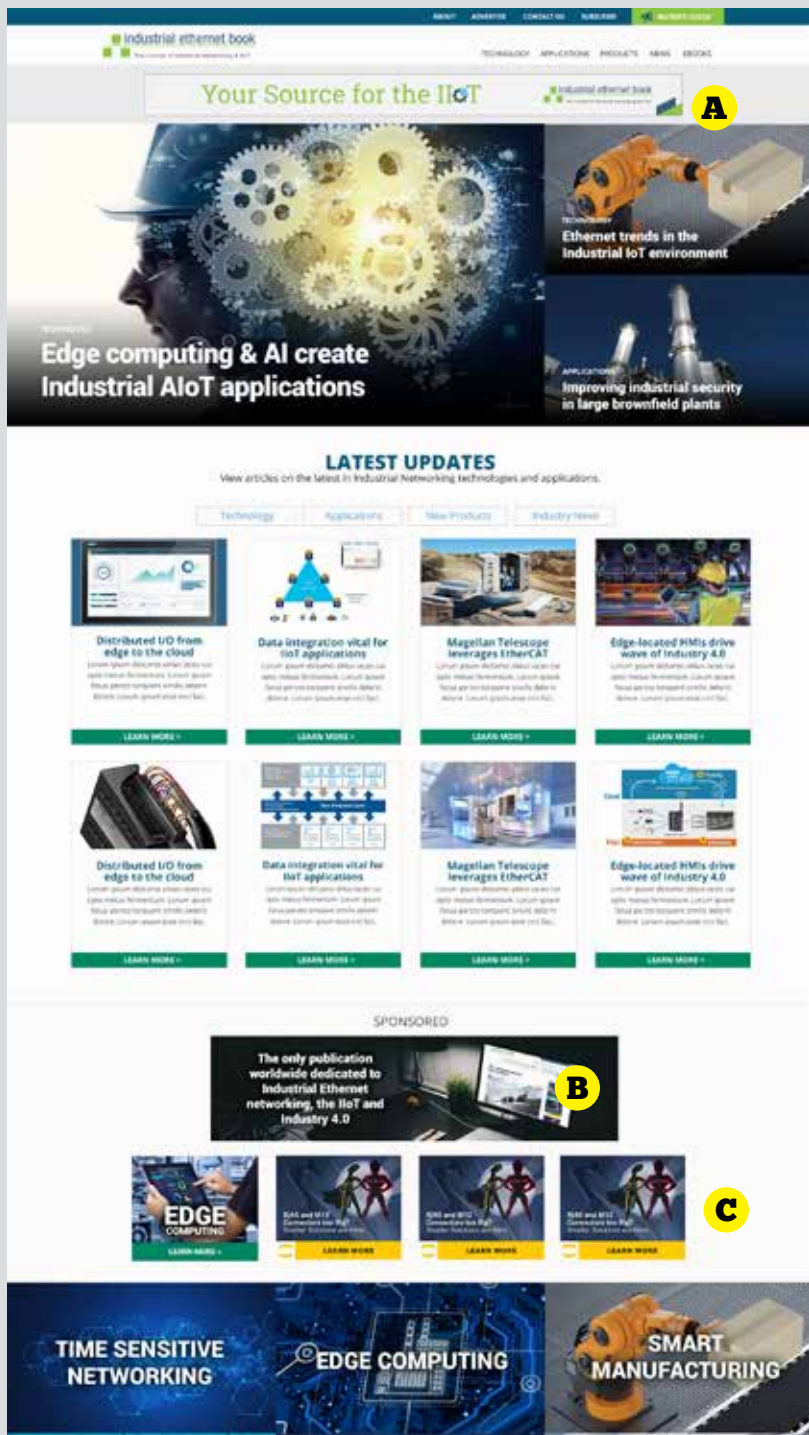|	
Full Page Ad and Website Banner Ad	$2,950
Full Page Ad, Banner Ad and Sponsored Content	$3,450
Half Page Ad and Website Banner Ad	$2,275
Half Page Ad, Banner Ad and Sponsored Content	$2,925

Let us know your proposed campaign budget and the mix of media that makes the most sense for your company. We'll respond with a customized program and options tailored to your objectives along with discounts that will help stretch your budget.

eBook Advertising

Advertising Rates and Specifications

Format	Per Ad	3x*	6x*	Type/Bleed	WxH (mm)	WxH (in.)
Full page Ad	$2,450	$2,250 ea.	$1,950 ea.	bleed	216 x 286	8 1/2 x 11 1/4
Island page Ad	$1,850	$1,725 ea.	$1,450 ea.	type	120 x 185	4 3/4 x 7 1/4
1/2 Vertical Ad	$1,850	$1,725 ea.	$1,450 ea	bleed	108 x 286	4 1/4 x 11 1/4
	$1,850	$1,725 ea.	$1,450 ea	type	85 x 252	3 3/8 x 9 7/8
1/2 Horizontal Ad	$1,850	$1,725 ea.	$1,450 ea	bleed	216 x 143	8 1/2 x 5 5/8
	$1,850	$1,725 ea.	$1,450 ea	type	185 x 120	7 1/4 x 4 3/4
1/3 Vertical Ad	$1,450	$1,300 ea.	$1,050 ea	bleed	75 x 286	3 x 11 1/4
	$1,450	$1,300 ea.	$1,050 ea.	type	65 x 252	2 1/2 x 9 7/8
1/3 Horizontal Ad	$1,450	$1,300 ea.	$1,050 ea.	bleed	216 x 96	8 1/2 x 3 3/4
	$1,450	$1,300 ea.	$1,050 ea.	type	185 x 78	7 1/4 x 3 1/8

* 3X and 6X refers to cost per insertion for advertising incorporating three or six ads that are placed as a campaign during a 12 month period.
All invoices in US dollars. Advertisers should reconfirm prices, based on exchange rate at time of booking.

Web Banner Ads

The Industrial Ethernet website offers a high level of consistent traffic and unique visitors each month.
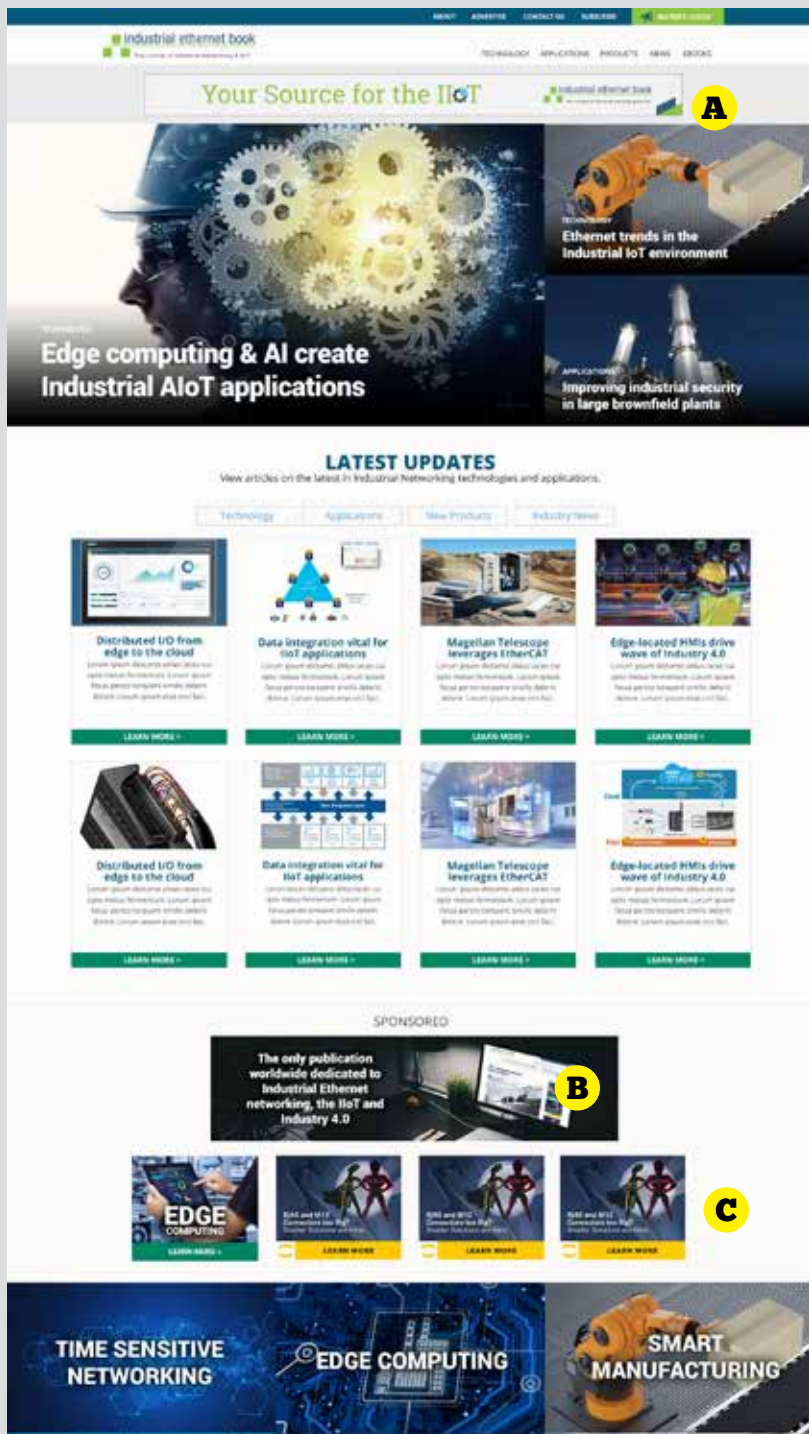
Banner advertisement opportunities are available on the Home page, and also on the Technology, Applications, Industry News and New Products landing pages within the site.

Billboard Ads **A**

Sizes: 1,280 x 100 or 900 x 100 pixels

Location	One Month	3x	6x
Home (Top banner)	$950	$840 ea.	$735 ea.
Home (Bottom banner)	$850	$760 ea.	$665 ea.
Technology (All pages in section)	$850	$760 ea.	$665 ea.
Applications (All pages in section)	$450	$360 ea.	$315 ea.
Product News (All pages in section)	$450	$360 ea.	$315 ea.

* 3X and 6X refers to cost per insertion for advertising incorporating three or six packages that are placed with IEB as a campaign.

Banner Ads

Leaderboard Ad (B)

Sizes: 970 x 250 or 900 x 100 pixels

Location	One Month	3x	6x
Home Page	$750	$650 ea.	$550 ea.
Technology (All pages in section)	$650	$550 ea.	$450 ea.
Applications (All pages in section)	$450	$360 ea.	$315 ea.
Product News (All pages in section)	$450	$360 ea.	$315 ea.

Large Rectangle or Square Ad

Sizes: 300 x 250 pixels (C)

Location	One Month	3x	6x
Home Page	$450	$360 ea.	$315 ea.
Technology (All pages in section)	$450	$360 ea.	$315 ea.
Applications (All pages in section)	$300	$240 ea.	$210 ea.
Product News (All pages in section)	$225	$240 ea.	$210 ea.

Content Marketing Packages

Sponsored Content via *Thought Leaders* is a powerful way to connect with decision makers.

Gold 6X Plan $3,000

- Opportunity to provide expert input to set of interview questions for Cover Story and Special Reports highlighted in *Industrial Ethernet* Editorial Calendar
- Six Sponsored Content items in 6 or 12 month period (articles, press releases or product highlights) to be published in *Industrial Ethernet* magazine and on website
- Six banner ads, one month placements, best available size and position
- IEB Website Newsfeed: guest blogs and/or press releases

Silver 3X Plan $1,500

- Three Sponsored Content items in 6 or 12 month period (articles, press releases or product highlights) to be published in *Industrial Ethernet* magazine and on website
- Three banner ads, one month placements, best available size and position
- IEB Website Newsfeed: guest blogs and/or press releases

Sponsored content formats are designed to highlight technical resources for website visitors (averaging more than 20,000 per month in 2023).

"News Pop-up" provides increased exposure for a one week period.

Sponsored Content

Technology, products or applications featured in eBook and on IEB website.

Promote white papers, technical articles, application case studies or upcoming events in both the *Industrial Ethernet* eBook and via the *Industrial Ethernet* website home page.

Sponsored Content $750

- Articles up to 1,500 words with banner image (1280 x 720 pixels) and additional images to promote technologies, products or industry events
- Sponsored content (article or product highlights) is to be published both in *Industrial Ethernet* magazine and on the IEB website
- Promotion of sponsored content
    - Highlighted on website home page for one month
    - Email promotion via IEB subscriber newsletter
    - News Pop-up link on home page for one week
    - Postings on IEB social media (X, Facebook and LinkedIn)

Email Banner Ads

The IEB email newsletter mails twice a month to our subscribers.

Place a banner ad to promote your products, seminars or events.

Options

Top banner ad (600 x 100 pixels)	$ 450
Middle banner ad (600 x 100 pixels)	$ 450

Package Details
Promote valuable content in a premium position in the IEB bi-monthly eNewsletter.

Schedule
eNews mailings twice per month. Exact dates to be determined. Deadline for submissions is one week prior to mailing date.

Notes

General Ad Contract and Rate Policy

All advertising contracts accepted are subject to change in rate upon notice from the publisher. Contracts may be cancelled at the time the change in rate becomes effective. The publisher reserves the right to reject any advertisement.

The publisher is not liable for delays in delivery in the event of Force Majeure, action by any governmental, natural disasters, or any condition beyond the control of the publisher affecting production. Failure by the publisher to insert an ad in any particular issue voids the insertion order for that issue but will not constitute a breach of contract.

Payment terms: Net 30 days. Advertisers will be short-rated if, within a 12-month period, they do not meet their frequency. In the event that an advertiser wishes to cancel any booking it shall notify IEB Media in writing. The compensation fee is 100% of the total value of the cancelled advertisement where notice of cancellation is received after the ad close date of an issue.

Editorial Contributions

Each issue includes industry news from around the world, plus the latest products, applications, market insights and technical articles. We constantly seek high quality feature-length articles of up to 3,000 words from industry experts.

Most of our submitted, bylined articles are in the range of 1,000 and 2,000 words. Articles should include 2-3 high resolution graphics, illustrations or photos to accompany text of article.

Articles intended for publication should be written in a style that offers explanation, comparison and discussion in largely generic terms. We are unable to include straight product marketing information within journal editorial features.

We welcome suggestions and proposals for technical articles. Please send a 50 to 100 word synopsis to the editor for review. We reserve the right to edit submitted material.

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