

# #MEDIA DATA 2024

Recruiting with  
added value and  
targeted  
reach!

The job exchange for all automation technology

## WELCOME TO JOBS4AUTOMATION

### Your job advertisement where it will be read

The times when companies still

Having a free choice and qualified applicants

competing for the jobs on offer are long gone. That's

how it has to be

Apply to the specialist today

and not the other way around. Especially in view of the

shortage of skilled workers in technical disciplines,

it is important to specifically optimize communication with potential candidates.

Are you looking for competent and motivated

specialists and engineers from all technical areas? – They come and go with us.

Because we have been achieving this with ours for 25 years

digital media brands **messweb**, **drivesweb**

and **GO>>ing** the most important target groups in the

areas of measurement technology, drive technology and the

entire automation. Therefore we belong

to the leading specialist media.

engineers, designers, developers,

Production managers and scientists

from a wide variety of industries

find out more in our networks

regularly about relevant trends and technologies

and rely on the useful, practical content for their

daily work.

The job exchange that has been successful for many years

Messweb **was** founded in January 2023 by the

New job portal "**Jobs4Automation**" replaced.

With the parallel integration into the **drivesweb** and

**GO>>ing** networks , we are giving companies even

broader access to highly qualified employees. Your

job advertisements will be published via newsletters,

websites and various

Social media channels are always shared with

a targeted group of interests.

So start your recruiting today

with "**Jobs4Automation**" and find it

Applicants who come to your

Team fit!



**Dirk Schaar**

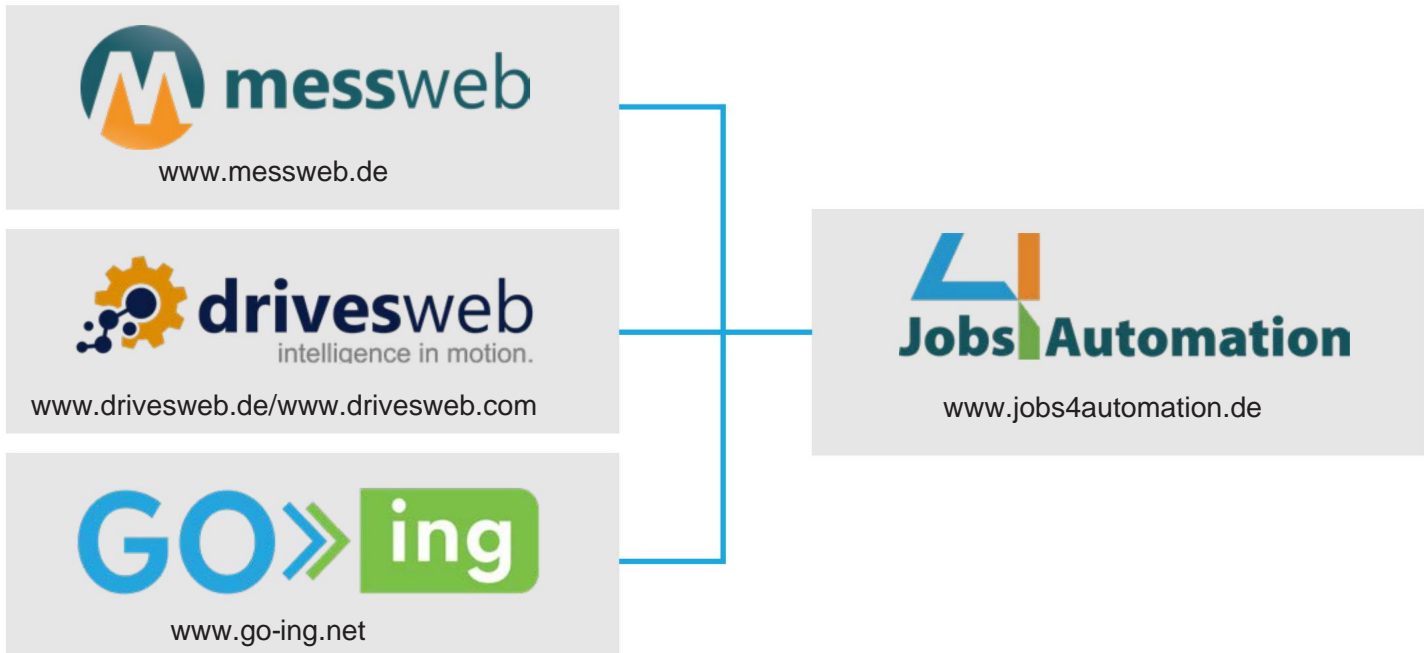
Managing Editor and

Managing Director

## OUR MEDIA BRANDS

### Strong networks for innovators

The three media brands **messweb** (network for professional measurement technology), **drivesweb** (network for intelligent drive technology) and **GO>>ing** (digital trade magazine for automation technology) forms the basic framework and the reader target groups of **"Jobs4Automation"**:



## TARGET GROUPS

### Recruiting potential in many technology industries

Your job advertisements should reach where your target groups are. We ensure this with our newsletters and websites. The distribution of content via social media also contributes to this. Here we give you an overview of the areas and industries from which our readers, among others, come:

Mechanical engineering/plant engineering

machine tools

Energy industry and supply

Electrical engineering

Science of measuring and control engineering

food and beverages

Drive technology

Logistics and packaging

Metal processing

Assembly and handling

Control technology and sensors

Electronics industry

Chemistry, systems, processes

Automotive and vehicle construction

Engineering and services

Automation technology

robotics

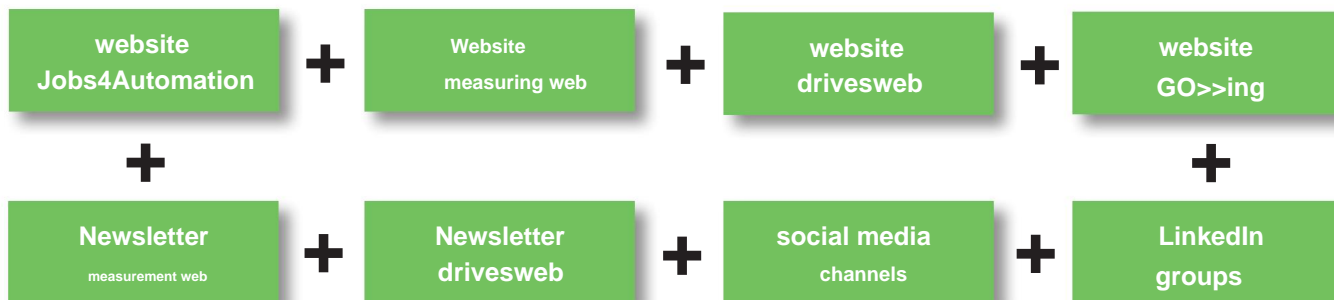
production

## DISTRIBUTION

### Recruiting with reach

Your job advertisements are not only made visible to applicants in one place, but in a large digital network. This begins with the websites of our diverse media brands and continues through our wide-reaching newsletters to the diverse social media channels (LinkedIn including relevant groups, Instagram, X (formerly Twitter), Xing). With a very high overall distribution\* to more than 70,000 recipients, we ensure the correct and targeted distribution of your job advertisement.

Your job advertisements on the go on numerous channels:



**Total distribution\*: 70,000+ per job advertisement**

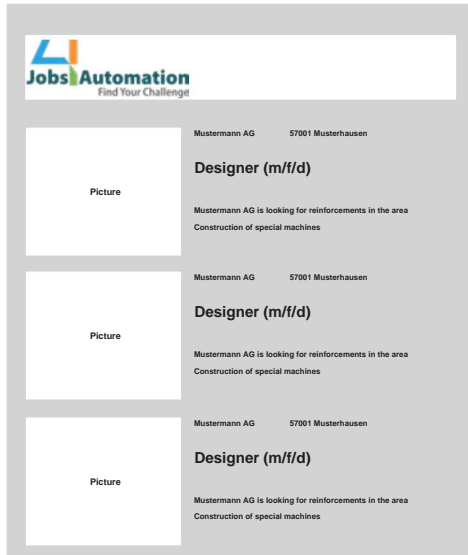
\*Total across all channels

# YOUR JOB ADVERTISING

## Three fixed sizes

Three main factors in the distribution of your job advertisements are our websites, our newsletters and our social media channels. Potential applicants will find several search functions on the websites to quickly find the right job.

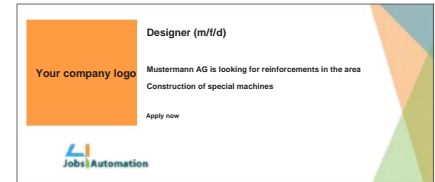
### On the websites:



### In the newsletters:



### On social media:



## BOOK A JOB ADVERTISEMENT

### From individual packages to attractive flat rates

Book your job advertisement at an attractive package price:

- Your job advertisement online **for 3 months** on the websites of **Jobs4Automation, messweb, drivesweb and GO>>ing**
- Publication of your job advertisement in the messweb newsletter or drivesweb newsletter under "Top Jobs" (depending on the target group)
- Posting your job advertisement via our **social media channels** to more than 40,000 followers worldwide

#### Our graduated prices:

| price in euro | Number of ads |
|---------------|---------------|
| €150          | 1 ad          |
| €280          | 2 ads         |
| €400          | 3 ads         |
| €510          | 4 ads         |

#### Our flat rates:

| price in euro | Number of ads |
|---------------|---------------|
| €605          | 5 ads         |
| €1250         | 10 ads        |
| €2750         | 25 ads        |
| €5000         | 50 ads        |

Our special packages for the trade fair  
**SENSOR+TEST** can be found on the  
following page...

For further packages please contact us  
happy to.

from just 100 euros

#### We need the following file formats:

- Job advertisement as a Word document
- Company logo 150 x 150 px (.jpg or .eps)
- Information about the location and postal code
- Appropriate lead image 200 x 150px (jpg)

You will receive detailed information from us when you book.

Delivery address: [Stellenanzeigen@jobs4automation.de](mailto:Stellenanzeigen@jobs4automation.de)

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

## BOOK A JOB ADVERTISEMENT

### With “trade fair reach” to SENSOR+TEST 2024

At the leading international trade fair **SENSOR+TEST 2024** in Nuremberg, we are creating an even greater reach for your job advertisements: In addition to our basic packages, we will publish your advertisement in the job exchange on the exhibition grounds.

#### Our offer for you:

- Displaying your job advertisement within the job exchange at SENSOR+TEST 2024
- 3 months online on the **messweb**, **drivesweb** and **GO>>ing** websites
- Publication of your job offer in the messweb newsletter or drivesweb newsletter at “Top jobs” (depending on the target group)
- Posting your job offer to more than 40,000 followers via our **social media channels**

This offer can only be booked from the start of the term on April 1, 2024.

Graduated prices for job advertisements for the SENSOR+TEST trade fair:

| price in euro | Number of ads |
|---------------|---------------|
| €180          | 1 ad          |
| €340          | 2 ads         |
| €580          | 3 ads         |
| €600          | 4 ads         |
| €700          | 5 ads         |

You will receive 10 advertisements in a package for 1,200 euros!!!



**only 180 euro**

#### We need the following file formats:

- Job advertisement as a PDF document
- Company logo 150 x 150 px (.jpg or .eps)
- Information about the location and postal code

Delivery address: [Stellenanzeigen@jobs4automation.de](mailto:Stellenanzeigen@jobs4automation.de)

Delivery times: at least 5 days before the start of the term



Direct access to your advertised positions

Does your company maintain a permanent job listings page on your website? Or would you like to receive unsolicited applications?

Then our job banners are the right choice for you. They don't just stay at Jobs4Automation temporarily, but for a long time

Periods, e.g. 6 or 12 months. This means potential applicants can go directly to your current job advertisements via a link and are just one click away from your company.

On the websites:



from just 100 euros per month

Our prices:

| Duration  | Banner position and size | price in euro |
|-----------|--------------------------|---------------|
| 6 months  | right, 250x210 px        | €900          |
| 12 months | right, 250x210 px        | €1200         |
| 6 months  | Center, 720x90 px        | €900          |
| 12 months | Center, 720x90 px        | €1200         |

We do not grant any agency commission on these prices.

Technical specifications

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

Delivery times: at least 10 days before the start of the respective term



## messweb – portal for professional measurement technology

Without sensors and measurement technology, nothing works in the world of technology any more. Artificial "sensory organs" have become an integral part of everyday life. This is where we come in with **messweb.de**. For over 25 years, our digital media brand has been the competence center and largest portal when it comes to professional measurement technology, sensor technology, automotive testing, image processing and process measurement technology.

We are the knowledge and information provider for designers, developers, scientists, OEMs and end customers for their daily work.

Comprehensive, up-to-date and in-depth – this is how our website reaches the most important readers and decision-makers from numerous industries every day.

Our fortnightly measurement technology and sensor technology newsletters, topic newsletters and special newsletters for industry trade fairs round off the information on offer - always targeted and focused on the essentials.



Information at: [www.messweb.de](http://www.messweb.de)

You can find our media data at: [www.messweb.de/media-data](http://www.messweb.de/media-data)

## drivesweb – intelligence in motion

The digitalization of the industry has long since begun. More and more intelligence is now making its way into drive technology in order to make machines and systems even more efficient, minimize downtimes and save costs.

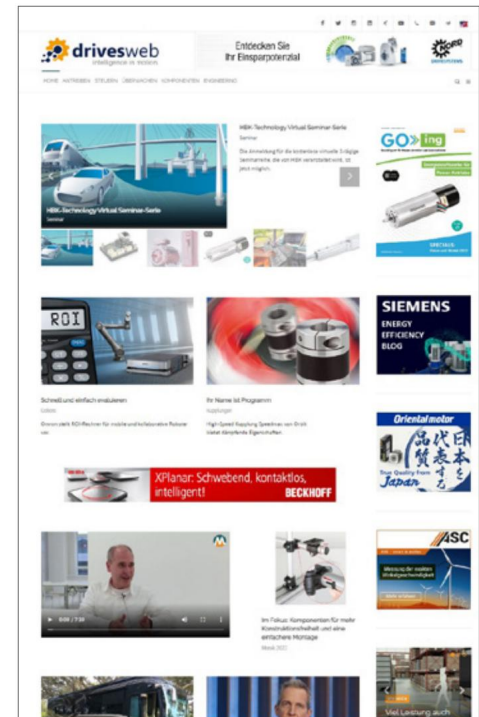
Our bilingual digital media brand **drivesweb** takes up this exciting topic environment and shows what is possible today and in the future. The focus is on intelligence in industrial movement sequences. Hence our claim: **intelligence in motion**.

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

Our newsletters, which are distributed via a variety of channels, as well as our social media activities round off the information on offer - always targeted and focused on the essentials.

Through the close media cooperation with SPS - smart production solutions, which also has drive technology as an important focus, the trade fair and media brand form a synergy that offers intelligence a permanent place in drive technology.

**Information at: [www.drivesweb.de](http://www.drivesweb.de) and [www.drivesweb.com](http://www.drivesweb.com)**  
**You can find our media data at: [www.drivesweb.de/media-data](http://www.drivesweb.de/media-data)**



## GO>>ing – the eMagazine for automation

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

**GO>>ing** – the eMagazine for measuring, driving and automating appears with six issues per year. It forms the thematic link around our previous digital networks and media brands **messweb** and **drivesweb**. So we not only cover topics such as measurement

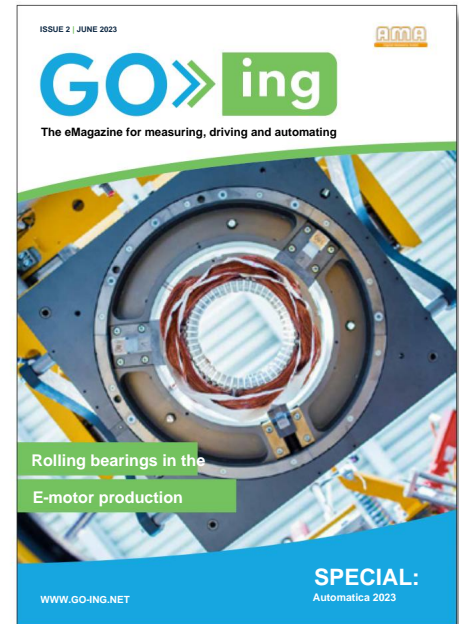
technology and drive technology, but the entire range of automation technology.

GO>>ing stands on the one hand for the reader target group of engineers, and on the other hand for a source of information that you can read anywhere - to **GO>>!**

The content of our eMagazine editions, which are distributed via a wide variety of digital channels, is always targeted and focused on the essentials. And there's more: **GO>>ing** is not a simple copy of a printed magazine, it is compiled from the ground up as an e-paper - with numerous added values such as videos, audio files, downloads, further links and a reading mode for all devices. This is the digital "reading feeling".

**Information at: [www.go-ing.net](http://www.go-ing.net)**

**You can find our media data at: [www.go-ing.net/media-daten](http://www.go-ing.net/media-daten)**



**Distribution: 70,000+ recipients**

## WE ARE HERE FOR YOU



Dipl.-Ing. (FH) Dirk Schaar  
Editor-in-Chief and Managing Director  
Telephone: +49 (0)6131 26751-33  
schaar@ama-digital.de



Natalie Intorf  
Project manager Jobs4Automation  
Telephone: +49 (0)6131 26752-32  
info@ama-digital.de



Dr. Johannes Jochum  
Sales manager  
Telephone: +49 (0)6131 26750-31  
jochum@ama-digital.de



Ulla Winter  
Editorial and sales assistant  
Telephone: +49 (0)6131 26750-30  
winter@ama-digital.de



Dipl.-Ing. (FH) Michael Kleine  
editor  
Telephone: +49 (0)6131 26750-38  
kleine@ama-digital.de

**You can also reach us by email:**

Sales/Sales: [info@ama-digital.de](mailto:info@ama-digital.de)

Data delivery: [Stellenanzeigen@jobs4automation.de](mailto:Stellenanzeigen@jobs4automation.de)

[www.jobs4automation.de](http://www.jobs4automation.de)

[www.jobs4automation.com](http://www.jobs4automation.com)



**AMA Digital Networks GmbH**

In Dividers 8a, 55129 Mainz

Telephone: +49 (0)6131 2675193 or

+49 (0) 6136 4689268

[www.ama-digital.de](http://www.ama-digital.de)

Terms and conditions are available at

[www.messweb.de/agb](http://www.messweb.de/agb)

Managing Director: Dirk Schaar

HRB 49808, Mainz District Court

VAT identification number: DE 812651947