

# The only official daily newspaper for SPS 2025!

**sps**  
smart production solutions

PUBLISHED BY

**computer & automation**

NOVEMBER  
**12**




## THE OFFICIAL DAILY

### Die Zukunft anpacken

Heute öffnet die SPS – Smart Production Solutions für drei Tage ihre Tore! Begleitet wird der Branchentreff der Automatisierungstechnik von zahlreichen Aktionen, darunter ein Makeathon sowie ein Young Talents Day.

„Automatisierungsbranche mit konjunktureller Delle bei intakten langfristigen Trends“, so fasste Steffen Winkler, CSO der Business Unit Automation bei Bosch Rexroth und Vorsitzender des Ausstellerrats der SPS, die konjunkturelle Lage im Rahmen der Vorpressekonferenz zusammen. Trotz des schwierigen Umfelds und einer parallel in München stattfindenden Electronica sind die Veranstalter positiv gestimmt. Mit rund 1200 erwarteten Ausstellern auf rund 125.000 m<sup>2</sup> Ausstellungsfläche (2023: 1229 Aussteller auf 128.000 m<sup>2</sup>) bewegt sich die diesjährige Messe auf Vorjahresniveau. „Es gibt kein Fragezeichen an der SPS“, ordnet Martin Roschkowski, Geschäftsführer der Mesago Messe Frankfurt, die Situation ein. Zwar gäbe es konjunkturell bedingt bei manchen – vor allem deutschen – Unternehmen Anpassungen an der Standfläche, aber generell sei man mit der Situation zufrieden. Der Anteil an internationalen Ausstellern liegt auch in diesem Jahr bei rund 40 %. Im



vergangenem Jahr lag der Anteil ausländischer Aussteller bei 38 %; 71 % davon kamen aus Europa, angeführt von Italien (17 %), Österreich (6 %) und der Schweiz (6 %). Den größten Anteil nach Ländern hatte jedoch mit 26 % China. „Chinesische Unternehmen haben die Copy-Ara verlassen“, so Winkler. Zwar finden sich die größten Abnehmer chinesischer Produkte noch immer in China selbst, doch sehen sich die Unternehmen nach neuen Märkten außerhalb Asiens um und entwickeln sich zu ernstzunehmenden Wettbewerbern. Es bleibt abzuwarten, welche Innovationen auf den Ständen der chinesischen Unternehmen zu sehen sein werden.

#### Sonderaktionen zur SPS 2024

In Bezug auf die Hallenaufteilung gibt es eine Anpassung: Der Ausstellungsschwerpunkt „Sensork und Systemlösung“ wächst und ist nun auch in Halle 6 vertreten. Neben der „Technology Stage“, dem gemeinsam von ZVEI und VDMA betreuten

Forum, gibt es Foren in den Halle 1, 6 und 8. In Halle 8 werden sich Start-ups präsentieren, dort befinden sich auch die Gemeinschaftsstände für junge Unternehmen: Im Rahmen der „Start-up Area“ präsentieren internationale Start-ups ihre Lösungen rund um die Automatisierungstechnik von morgen, der Gemeinschaftsstand „Young Innovators“ wird vom Bundesministerium für Wirtschaft und Klimaschutz (BMWK) gefördert. Dort finden sich junge Unter-

nehmen mit Sitz und wirtschaftlicher Tätigkeit in Deutschland, die neue oder verbesserte Produkte, Verfahren und Services entwickelt haben. Der Gemeinschaftsstand „Automation meets IT“ ist in Halle 6 zu finden. Rund 20 Aussteller präsentieren dort ihre Lösungen rund um IT-Management in der Fertigung, Cloud- und Edge-basierte Lösungen und Services, Security-Maßnahmen, Open Source sowie IoT- und KI-basierte Lösungen. >

#### Young Talents in Focus

Together with ITO and ZVEI New Automation, Mesago Messe Frankfurt is organising a Makeathon aimed at students. Hands-on workshops lasting 2.5 hours will be held in the mornings and afternoons on all three days of the trade fair, in which prototypes will be designed and created. There will be three groups with a maximum of ten students per workshop. Interested parties can follow the workshops live in the passageway between Hall 1 and Hall 3C. On November 14, the „Young Talents Day“ will take place with guided tours, during which companies can present themselves as potential employers to young professionals and students. At the same time, the „Career Day powered by VDI“ will take place in Hall 8, Booth 301. In addition to career counselling, there will also be a speed dating session to establish contacts. >



**AMKmotion**  
MEMBER OF THE ARBURG FAMILY

Ihr Lösungspartner  
für anspruchsvolle  
Antriebstechnik

Halle 4  
Stand 210

SPS – Smart Production Solutions – The Official Daily 2024

Co-published by:





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**sps**  
smart production solutions 2025

PUBLISHED BY  
**computer & automation**

IN COOPERATION WITH  
**INDUSTRIAL** Production  
**KM** KUNSTSTOFF MAGAZIN

# The official daily newspaper as a pulse generator of automation

25. – 27.11.2025  
#wirsinddabei

The latest trends and innovations in the automation industry await you at SPS.

THE OFFICIAL DAILY - the only official trade show daily newspaper - reports daily and up-to-the-minute on press conferences, trends, product highlights and innovations. Use this exclusive platform for your advertising presence during the trade show a without wastage!

Secure your placement now with optional multimedia element!



# THE OFFICIAL DAILY becomes interactive!

25. – 27.11.2025

#wirsinddabei

**OPTIONAL**  
multimedia  
content

Also this year it is possible to include multimedia content\* in your advertisement in the e-paper of the issue on day 1. Use videos, GIF files or logo animations and optionally take advantage of the new opportunity to interact with the reader and provide him or her with further information on your solutions, products and trade fair innovations of your company.



You can see the possibilities and how they work [here](#) with the example of the first interactive "THE OFFICIAL DAILY"



\*Prices see page 6

# Successful employees for successful companies - the job market in the official daily newspaper for SPS 2025

Job advertisements with immediate  
effect!

“THE OFFICIAL DAILY” gives  
you the opportunity to approach  
potential employees directly at  
the trade fair. Use your chance  
to draw attention to your vacant  
positions and meet suitable  
candidates from the industry  
already at the SPS.



Place your job application now in “THE OFFICIAL DAILY” on all three  
days of the fair. Circulation: 30,000 copies + e-paper.

# A strong medium for a strong trade fair!

## › The only official one!

The only official daily newspaper for **SPS 2025**, published by Computer&Automation, INDUSTRIAL Production and KUNSTSTOFF MAGAZIN, is published exclusively in cooperation with the successful organiser of **SPS - Mesago Messe Frankfurt GmbH**.

## › Daily updated content!

Every day from 25 November to 27 November 2025 brand-new content directly from the fair for visitors! What suits your high-quality products better than a high-quality editorial environment?

## › The platform for successful providers for over 20 years!

Since 2004, successful providers have relied on the special media performance of the **SPS** as well as on the strengths of the only official daily newspaper. In **2025**, you too, as a successful company with strong products and solutions, cannot be left out.

## › Addressing international customers!

For international trade visitors and exhibitors, the only official daily newspaper for **SPS 2025** once again includes an English-language section - for "unlimited advertising success". It is also distributed to over 6,000 international newsletter recipients.

## › Interactive e-paper!

The only official daily newspaper for the **SPS** will appear in 2025 as an e-paper on computer-automation.de, industrial-production.de and kunststoff-magazin.de as well as on the accompanying digital SPS on air. The interactive format means readers can be directed from your ad directly to your website and even be inspired by your multimedia content on day 1.

## › Overarching editorial office!

The editorial teams of the renowned trade magazines Computer&Automation, INDUSTRIAL Production and KUNSTSTOFF MAGAZIN deliver top-class content with bundled expertise, as a perfect source of information for all trade fair visitors & newsletter recipients.

## › 100,000 newsletter recipients!

Each issue is sent to Pelemedia GmbH newsletter recipients via stand-alone newsletters. In addition, the e-paper issue is distributed via the channels of Mesago Messe Frankfurt GmbH and the social media channels of Pelemedia GmbH.

## › 30,000 copies!

Only the official daily newspaper for SPS 2025 will be distributed exclusively to trade visitors and exhibitors in the entrance areas, in the congress area of the Exhibition Centre Nuremberg - and with a print run of 30,000 copies hot off the press.

## › Changing motifs!

Use the only official daily newspaper for your campaign and use a different advertising motif for each of the three days of publication. A brief indication of which motif is to be published on which day is sufficient.

Secure placement now in all three editions of the only official daily newspaper for SPS 2025!



ON ALL THREE FAIR DAYS!

**NEW DAILY**



THE **OFFICIAL DAILY**

PUBLISHED BY **computer & automation**

IN COOPERATION WITH **INDUSTRIAL Production** **KM KUNSTSTOFF MAGAZIN**

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**Publication dates: Advertising deadline: Ad delivery:**

**25. November +**      **30. October 2025**      **06. November 2025**  
**26. November +**      (for all three issues)      (for all three issues)  
**27. November 2025**

**100.000 NEWSLETTER-RECIPIENTS PER ISSUE**

For production reasons, only all three issues can be documented.

**Prices and formats for ads and job market (package price for all 3 days)**

Format	bw	2c	3c	4c	Type area in mm	Bleed format in mm
1/1	12,800 €	13,950 €	15,120 €	16,120 €	235 x 317	255 x 350
9/16 (junior)	6,620 €	7,760 €	8,500 €	9,190 €	170x 254	180 x 270
1/2 high	5,930 €	7,090 €	7,590 €	8,190 €	110 x 317	120 x 350
1/2 cross					235 x 154	255 x 171
1/3 high	3,940 €	4,670 €	5,060 €	5,570 €	72 x 317	79 x 350
1/3 cross					235 x 101	255 x 112
1/4 high	3,200 €	3,570 €	3,900 €	4,150 €	50 x 317	60 x 350
1/4 cross					235 x 74	255 x 83
1/4 2 column					110 x 154	120 x 171
1/8 2 column	1,490 €	1,750 €	1,930 €	2,080 €	110 x 40	120 x 50
Millimeter Price	7,10 €	8,10 €	9,10 €	9,90 €		

**Prices for Media Integration (for Day 1)**

Video, GIF integration, logo animation €250 each

**Digital inserts on request**

**Special forms of advertising**

Flap	27,100 €	125 x 350
Island display title	10,600 €	
Island display	7,320 €	55 x 75
Center stapler 4-sided	15,430 €	
Supplement up to 25g	12,100 €	
Supplement up to 45g	13,170 €	

Prices for all three days. Discounts are taken from the master objects.

