



elektroniknet.de

Elektronik

Fachmedium für industrielle Anwender und Entwickler

MEDIA GUIDE



2012





1 Title: Elektronik

2 Characteristics:

The bi-weekly technical journal Elektronik, the web service elektroniknet.de as well as the elektroniknet.de newsletter report about all aspects of industrial electronics. The editorial content ranges from components and devices to test & measurement and automation. It also covers communications technologies, hard- and software and computer aided design engineering, as well as manufacturing and testing.

3 Target group:

„Elektronik“ is the mediabrand for the target group of developers and industrial users of electronics products.

4 Publication frequency: fortnightly, 26 issues + 23 special issues

5 Format: A4

6 Volume: 61st volume 2012

7 Subscription rates:
 Domestic subscription: € 149.00
 Overseas subscription: € 156.00
 Single copy rate: € 6.00
 Shipping costs: € 3.00



8 Organ: -

9 Membership: LA ELFA (readership analysis of electronics trade media)
 IVW-EDA (certified audit of circulation)
 not for special issues.

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14 Editorial to advertising ratio: 2010 = 49 issues

total pages:	3,096 pages	=	100.00 %
editorial content:	2,266 pages	=	73.19 %
advertising content:	830 pages	=	26.81 %

15 Editorial content analysis: 2010

2,265.99 pages

latest news	970 pages	=	33.9 %
products market surveys	813 pages	=	28.4 %
technical papers	963 pages	=	33.6 %
economic topics	117 pages	=	4.1 %
scientific papers and specials	1,435.99 pages	=	63.37 %
components	227 pages	=	15.81 %
automation/production	56 pages	=	3.92 %
application/design practice	7.66 pages	=	0.53 %
optoelectronics	51.4 pages	=	3.58 %
power electronics	38 pages	=	2.63 %
sensors	27 pages	=	1.87 %
medical electronics	22 pages	=	1.51 %
image processing	4 pages	=	0.29 %
electromechanics	39 pages	=	2.72 %
design/development tools	41 pages	=	2.87 %
hardware/system technology	66 pages	=	4.62 %
measuring & test	146 pages	=	10.15 %
special embedded design	52 pages	=	3.64 %
communications	19 pages	=	1.33 %
power supplies	82 pages	=	5.69 %
software	44 pages	=	3.10 %
magazine/interviews	23 pages	=	1.58 %
automotive electronics	401 pages	=	27.94 %
microsystem technology	0 pages	=	0.00 %
distribution&services	64 pages	=	4.47 %
job & career (incl. K-Ing.)	25 pages	=	1.74 %
R&D management	0 pages	=	0.00 %
	1,436 pages	=	100.00 %
products	203.33 pages	=	8.97 %
technology & trends	294.92 pages	=	13.02 %
economy	93 pages	=	4.09 %
others (title, editorial, content, FAQ, imprint, advertiser index)	239 pages	=	15.55 %



1 Circulation audit:



2 Circulation breakdown:

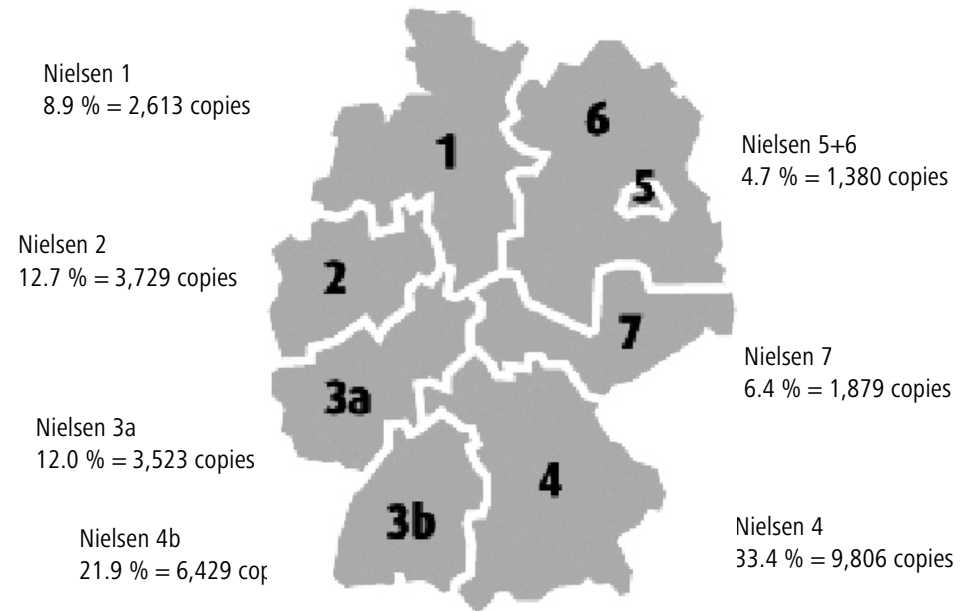
copies per issue/annual average
 (July 1st 2010 to June 30th 2011)

print run:	31,116	
total circulation:	30,576	abroad: 1,217
sold circulation:	5,392	abroad: 886
subscriptions:	4,753	
retail:	-	
other sales:	639	
controlled circulation:	25,185	
remainder, archive and voucher copies:	540	

3 Geographic circulation breakdown:

economic region	share of total circulation	
	%	copies
Germany	96.0	29,359
other countries	4.0	1,217
thereof Austria	1.5	455
thereof Switzerland	1.0	441
total circulation	100	30,576

3.1 Structure of the domestic market circulation by Nielsen-areas



Abstract of methodology

- 1 Method: circulation breakdown by file analysis – census
 - 2 Universe: total circulation Germany 29,359=100%
 - 3 Sample: census
 - 4 Target person of survey: omitted
 - 5 Period of analysis: July 2011
 - 6 Conduction of analysis: publisher
- Detailed methodology: www.next-community.de

Business sectors

Group of recipients	Share of average readership (99,900 readers) in percent	total
chemical industry, mineral-oil processing (base: 31,600)	7	6,900
automotive electronics / vehicle design (base: 61,000)	26	25,800
military electronics (base: 13,900)	7	7,200
consumer electronics (base: 52,700)	24	23,900
data processing (base: 111,500)	35	34,700
measurement and control technology (base: 93,400)	47	46,500
medical technology (base: 55,500)	26	26,200
precision and optical goods (base: 25,500)	9	8,900
engineering industry / apparatus industry (base: 89,300)	35	34,600
telecommunications (base: 64,300)	26	26,200
industrial electronics (base: 100,700)	48	48,000
components production (base: 30,500)	20	20,200
trade/distribution of electrical devices and components (base: 56,200)	27	27,400
consulting engineering company (base: 47,900)	24	23,600
others (base: 6,500)	2	2,400

multiple replies

Size of economic entity

	Share of average readership (99,900 readers) in percent	total
1 - 9 employees (base: 101,100)	33	33,400
10 - 99 employees (base: 101,400)	39	38,700
100 and more employees (base: 66,900)	28	27,800
	100	99,900

Fields of work

	Share of average readership (99,900 readers)	
	percent	total
development, research, design (base: 197,800)	89	89,200
purchasing, procurement (base: 164,100)	52	51,500
public authority, management (base: 108,300)	39	39,100
production, manufacture, quality control (base: 159,400)	54	54,100
organisation (base: 106,600)	34	33,700
	100	99,900

Vocational training

	Share of average readership (99,900 readers)	
	percent	total
apprenticeship completed (base: 17,000)	4	4,500
master craftsman's examination (base: 15,500)	4	4,100
technical school completed (base: 16,400)	6	6,100
engineering college (base: 12,900)	8	7,700
polytechnic college (base: 10,400)	3	3,100
technical college (base: 104,100)	39	38,400
university (base: 89,000)	34	33,900
doctorate (base: 4,100)	2	2,100
	100	99,900

Age

	Share of average readership (99,900 readers)	
	percent	total
18 to 29 years (base: 23,200)	7	6,900
30 to 39 years (base: 58,000)	20	20,100
40 to 49 years (base: 105,100)	37	37,400
50 to 59 years (base: 64,300)	28	27,700
60 years and above (base: 18,800)	8	7,800
	100	99,900

Gender

	Share of average readership (99,900 readers)	
	percent	total
Men (base: 262,900)	97	97,300
Women (base: 6,600)	3	2,600
	100	99,900

	universe = 269,400 persons percent	total	costs per 1,000 readers price list No. 47, 2012 1/1 page bw € 5,720.-
prompted recall	62.7	168,900	---
at least 1 of 12 issues read	53.1	143,000	€ 40.-
readers of an average issue	37.1	99,900	€ 57.26

Total readership in certain fields of work

Target group	Coverage / total readership (total readership in the last 3 month)	
	percent	total
development, research, design (base: 197,800)	55.1	108,900
public authority, management (base: 108,300)	45.5	49,300
Purchasing, procurement (base: 164,100)	45.6	74,900

Average readership in different fields of work

Target group	Coverage / average issue readership (readers of an average issue)	
	percent	total
development, research, design (base: 197,800)	45.1	89,200
public authority, management (base: 108,300)	36.1	39,100
Purchasing, procurement (base: 164,100)	31.4	51,500

Coverage according to product fields

Target groups	coverage per issue total
procurement decision makers active components (sole + joint decision-making, base: 141,700)	62,900
procurement decision makers passive components (sole + joint decision-making, base: 140,600)	61,800
procurement decision makers electromechanics (sole + joint decision-making, base: 116,100)	52,000
procurement decision makers Industrial computers (sole + joint decision-making, base: 152,000)	58,700
procurement decision makers optoelectronics (sole + joint decision-making, base: 60,800)	28,800
procurement decision makers design tools, development systems (sole + joint decision-making, base: 110,400)	47,800
procurement decision makers control engineering, testing systems (sole + joint decision-making, base: 106,500)	45,700
procurement decision makers automation engineering (sole + joint decision-making, base: 71,600)	24,300
procurement decision makers electronics manufacturing (sole + joint decision-making, base: 63,300)	33,900
procurement decision makers networks, communication (sole + joint decision-making, base: 158,100)	51,800
procurement decision makers power supply, UPS (sole + joint decision-making, base: 92,500)	36,200

universe: total circulation, according to clause 17 of AMF scheme 2 = 30,533 copies

Summary of the survey methodology for the coverage analysis (AMF 3-R)

a) Brief description

LA ELFA 07/08 (readership analysis of electronics trade media) indicates target group and investment potential as well as media use in the electronics industry. LA ELFA 07/08 is conducted on behalf of WEKA FACHMEDIEN GmbH. Data was collected by IFAK institute for market and social research. Overall control of LA ELFA 07/08 was also entrusted to an independent institution – TestLab, part of the Department of Psychology of Ludwig Maximilian University in Munich, more specifically to its team for psychological methodology and analysis. This team was responsible for the scientific correctness of LA ELFA 07/08, for its preparation, conception, supervision of questioning and evaluation of the collected data.

The survey refers in composition, realisation, coverage and reporting to the official guidelines for media analysis from the German Advertising Federation (ZAW). Universe of companies in relevant sectors is stated according to the sales tax statistics structure of the federal statistical office of Germany (Statistisches Bundesamt).

b) Methodology of LA ELFA 07/08

Sample size: 3,812 Screening interviews + 753 main interviews
Interviews conducted using masthead card technique
Period of survey: June 19th to October 5th, 2007
Region: Federal Republic of Germany

Address source: For the fieldwork the institutes only used third-party addresses from Europe's leading data base provider, Schober, from companies in relevant sectors according to the sales tax statistics structure of the federal statistical office of Germany (Statistisches Bundesamt). No data from any publishing house was used in the sample composition of this survey.

Preparation, conception, supervision of questioning and evaluation of the collected data by TestLab of Ludwig Maximilian University in Munich
Trade media played no part in surveying electronics industry decision makers and evaluating the results.

Scientific and methodological supervision: TestLab, psychological methodology and analysis, part of the Department of Psychology of Ludwig Maximilian University in Munich, Germany, Prof. Dr. Markus Bühner.

The survey refers in composition, realisation, coverage and reporting to the official guidelines for media analysis from the German Advertising Federation (ZAW).


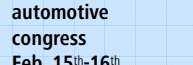



Evaluation tool available: MDS (media planning dialogue system) by Axel Springer AG, Hamburg, further information upon request: info@la-elfa.org.

c) Contact LA ELFA 07/08








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**MDS evaluation service at
www.la-elfa.org**

Schedule: January - March 2012









	issue	publication dates 2012	ad closing dates 2012	trade show issue	distribution news/logistics/ services	focus			specials		
						professional articles product news	product news				
January	1	Jan 10 th	Dec 16 th , 2011		distribution NEWS	development software articles (incl. CD-ROM)		crystals/ oscillators	relays		
	SI 1	Jan 17 th	Jan 3 th		1 - 2012	electronics trends & visions of the next generation automobile					
	2	Jan 24 th	Jan 2 th	EMV, Feb 7-9		EMC technology	analog/mixed signal ICs	plugs/terminal blocks	inductors/ transformers	embedded design	
February	3	Feb 7 th	Jan 17 th		distribution RENEWABLES	RF-ICs	starter/ reference kits	power supplies	drives/motors		
	SI 2	Feb 14 th	Jan 24 th	automotive congress Feb. 15 th -16 th		bus systems	development software	active components	measurement		
	4	Feb 21 th	Jan 31 th	embedded world Nuremberg, Feb 28 th - Mar 1 st Mobile World Barcelona, Feb 27 th - Mar 1		anniversary issue: 10 years embedded world		embedded product news	oscilloscopes/ multimeters	displays	
	+++ Official daily embedded world 2012** +++ Official daily embedded world 2012** +++										
	SI 3	Feb 28 th	Feb 7 th			power electronics	ac/dc, dc/dc, converters	ups, power supply units	motion control		
March	5	March 6 th	Feb 14 th	CeBIT, Hanover, Mar 6 - 10	distribution NEWS	RF/communications measurement	memory technologies	relays	sensor technology	wireless	
	SI 4	March 13 th	Feb 21 th		3 - 2012	vehicle electrical system	safety electronics	sensor technology	passive components		
	6	March 20 th	Feb 28 th	Smart Systems Integration, Zurich, Mar 21-22		heat and cooling management	programmable logic	switches/keys/ keyboards	emulators, debuggers		
	SI 5	March 27 th	March 6 th			battery-powered vehicles	drive control	infrastructure	accumulators, batteries	power electronics	

Schedule: April - June 2012

	issue	publication dates 2012	ad closing dates 2012	trade show issue	distribution news/logistics/ services	focus				specials
						professional articles product news		product news		
April	7	April 3 rd	March 13 rd	Light+Building, Frankfurt, April 15 th -20 th	distribution LIGHTING	automotive electronics	power supplies	analysers	LEDs/LED drivers	embedded design
	SI 6	April 10 th	March 16 th		4 - 2012	energy management	convenience electronics	measurement	optoelectronics	
	8	April 17 th	March 23 rd	Hannover Messe, Hanover, April 23 th -27 th		motion control SHOW ISSUE Hannover Messe	enclosures/ control cabinets	image processing	operational amplifiers	renewable energies
May	SI 7	April 24 th	March 30 th		1 - 2012	oscilloscopes/ multimeter	analysers/ communications measurement	PC measurement, sensor technology	lab power supply units, recorder	
	9	May 2 nd	April 10 th	SMT Hybrid Packaging + PCIM, Nuremberg, May 8 th -10 th Control, Stuttgart, May 8 th -10 th	Elektronik lighting congress,, Ludwigsburg, Oct 16 th -17 th distribution NEWS	electromechanics SHOW ISSUE SMT Hybrid Packaging SHOW ISSUE PCIM SHOW ISSUE Control	power electronics	PLDs/FPGAs	accumulators/ batteries	SMT/Hybrid/ Packaging
	SI 8	May 3 rd	April 11 th		5 - 2012	development tools	electromechanics	active & components	test & measurement	
	10	May 15 th	April 23 rd	SENSOR+TEST,, Nuremberg,, May 22-24	SHOW ISSUE SENSOR+TEST	sensor technology	PC-based measurement	connectors/ terminals	AC/DC -/ DC/DC- converters	embedded design
	SI 9	May 22 nd	April 27 th		Intersolar,, Munich,, June 13-15	automation	electro mobility	power electronics	inverter	lighting
June	11	May 29 th	May 4 th	Automotive Testing, Stuttgart, June 12-14	„Distributor of the year“	analog-/mixed signal signal ICs SHOW ISSUE Automotive Testing	automotive measurement	printed circuit board design system	power supplies	medical electronics
	SI 10	June 5 th	May 11 th		6/7 - 2012	bus systems	infotainment	active components	power supplies	
	12	June 12 nd	May 18 th	Intersolar,, Munich, June 13-15; LOPE-C/Printed Electronics, Munich, June 19-21	SHOW ISSUE Intersolar	passive components	organic electronics	IGBTs/ MOSFETs	single board/ industrial computers	photovoltaics + energy harvesting
	SI 11	June 19 th	May 25 th			design	logistics/ services	added value/ support	automotive, lighting, renewable energies	medical, industrial,
	13	June 26 th	June 4 th	anniversary issue		+++ 60 years „Elektronik“ +++				

Schedule: July - September 2012

	issue	publication dates 2012	ad closing dates 2012	trade show issue	distribution news/logistics/ services	focus				specials
						professional articles product news		product news		
July	14	July 10 th	June 19 th			power supplies	microcontrollers	capacitors/ resistors	PCBs	embedded design
	SI 12	July 17th	June 26th	Elektronik automotive <small>Fachmagazin für Entwicklungen in der EL, Elektronik und Telekomm.</small>	Special Issue electromobility	electro vehicles	accumulators/ batteries	battery management	testing	
	15	July 24 th	July 3 rd		distribution INDUSTRIAL	heat/cooling management	laboratory measurement	LEDs, LED drivers	switches/keys/ keyboards	
August	16	Aug 7 th	July 17 th			communications ICs	embedded operating systems	sensor technology	emulators/ debuggers	
	SI 13	Aug 14th	July 24th	Elektronik ecodesign <small>Fachmagazin für Grüne Elektronik</small>		power electronics	green electronics	energy saving electronics	design/ development tools	power supplies
	17	Aug 21 st	July 30 th	IFA 2012, Berlin, Aug 31 st -Sept 5 th	„distributor of the year“	digital signal processing	automation SHOW ISSUE IFA	relays	oscilloscopes/ multimeters	optoelectronics
September	SI 14	Aug 28th	Aug 6th	Elektronik components <small>Fachmagazin für passive und integrierte Bauelemente</small>		passive components	crystals/ oscillators	connectors, cables, cooling units, switches, keys	cases, cabinets	distribution
	18	Sept 4 th	Aug 13 th	electronica India, Bangalore, Sept 11 th -14 th		plugs	programmable logic/tools	crystals/ oscillators	test/simulation/ diagnosis	embedded design
	SI 15	Sept 4th	Aug 13th	Elektronik automotive <small>Fachmagazin für Entwicklungen in der EL, Elektronik und Telekomm.</small>	8/9 - 2012	body electronics	measurement	sensor technology	electromechanics	
	19	Sept 18 th	Aug 28 th	IAA Nfz, Hanover, Sept 20 th -27 th InnoTrans, Berlin, Sept 18 th -21 st	distribution AUTOMOTIVE	automotive electronics SHOW ISSUE IAA Nfz	development software	filter/inductivities/ transformers	single-board-computers/ industrial PCs	electro mobility
	SI 16	Sept 25th	Sept 4th		Elektronik lighting <small>Fachmedium für LED-Beleuchtung</small>	LEDs	LED driver	heat management	LED control	power supplies

	issue	publication dates 2012	ad closing dates 2012	trade show issue	distribution news/logistics/ services	focus				specials	
						professional articles product news	product news				
October	20	Oct 2 nd	Sept 11 st			electronics manufacturing	software testing	driver/interface ICs	heat/cooling management		
	SI 17	Oct. 5th	Sept. 13th			industrial computers	development tools	microcontrollers/ microprocessors	programmable logics		
	SI 18	Oct. 9th	Sept. 17th		10 - 2012	bus systems	optoelectronics	development software	active components		
	21	Oct. 16 th	Sept. 24 th	electronica, Nov. 13 th -16 th	Distribution NEWS	analog/mixed signal ICs	PC-based measurement	power supplies, electromechanics	electronica news pcb, CAE	wireless	
	SI 19	Oct. 19th	Sept. 27th	electronica, Nov. 13 th -16 th		power electronics	ac/dc, dc/dc, converters	ups, power supply units	motion control	PV/energy harvesting	
	SI 20	Oct. 25th	Oct. 4th	electronica, Nov. 13 th -16 th		oscilloscopes/ multimeter	analysers/ communications measurement	PC measurement, sensor technology	lab power supply units, recorder		
	22	Oct. 30 th	Oct. 9 th	electronica,, Nov. 13 th -16 th Vision, Nov. 6 th -8 th		electro-mechanics	microcontrollers	active / passive components, optoelectronics	electronica news measurement+test embedded hard- / software	image processing	
SI 21	Nov. 6th	Oct. 15th		11 - 2012	comfort electronics	energy management	measurement	passive components			
November	23	Nov. 13 rd	Oct. 22 nd	sps ipc drives, Nov. 27 th -29 th Medica, Nov. 14 th -17 th	Distribution MEDICAL	single-board-computers / industrial PCs	sensors technology	relays	laboratory measurement	medical electronics	
	+++ Official daily sps ipc drives 2012** +++ Official daily sps ipc drives 2012** +++										
	SI 22	Nov. 20th	Oct.29th	sps ipc drives Nov.. 27 th -29 th		active components	safety, security	fieldbus, ethernet wireless	drives- / control technology	sensors technology	
	24	Nov. 27 th	Nov. 6 th			passive components	RFID/ smard card-ICs	power supplies	IGBTs/MOSFETs	embedded design	
December	SI 23	Dec. 4th	Nov. 13rd		12 - 2012	bus systems	infotainment	development tools	active components		
	25	Dec. 11 st	Nov. 20 th		Distribution NEWS	motion control	oscilloscopes	connectors	lighting	PV/energy harvesting	
	26	Dec. 18th	Nov. 27th			guideline for design engineers standards, norms, case studies	Products of the year 2013: active/passive components, electromechanics, optoelectronics, sensors, power supplies, measurement, automation, embedded design, CAD/CAE				

Main topics	Elektronik issues	Elektronik automotive	Elektronik special issues
Automation			
drive technology	3, 8, 13, 17, 21, 22, 25, 26	SI 4, SI 12, SI 15, SI 21, SI 23	SI 5, SI 9, SI 22
observation & control	13, 17, 21, 22, 26	SI 1, SI 6, SI 12, SI 21	SI 22
image processing	13, 17, 21, 22, 26		SI 22
fieldbuses/networks/ethernet	13, 17, 21, 22, 26	SI 1, SI 2, SI 6, SI 10, SI 12, SI 15, SI 18; SI 21, SI 23	SI 9, SI 22
identification systems	13, 17, 21, 22, 26		SI 22
motion control	3, 8, 13, 17, 21, 22, 25, 26	SI 3, SI 9, SI 19, SI 22	
sensor technology/operation	5, 10, 13, 16, 17, 21, 22, 23, 26	SI 1, SI 4, SI 12, SI 15, SI 21, SI 23	SI 9, SI 22
control technologies	3, 13, 17, 21, 22, 26		SI 22
M2M	5, 13, 17, 21, 22, 26		SI 22
Automotive electronics	7, 13, 19, 21, 22, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 5, SI 9
Computer technology			
industrial computers/ embedded computing	2, 4, 7, 10, 12, 13, 14, 19, 21, 22, 23, 24, 26		SI 17,
Design tools			
realtime operators	2, 4, 7, 10, 13, 14, 16, 18, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 13
EDA tools	1, 2, 4, 7, 10, 11, 13, 18, 19, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 13, SI 17
development systems/emulators	1,2,4,6,7,10,13,14,16,18,19,21,22,24,26,	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 13, SI 17
programming devices	2, 4, 6, 7, 10, 13, 14, 18, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 14, SI 17
Distribution (news, services, logistics)	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 26		SI 11
Electronics production			
assembly production	9, 13, 20, 21, 22, 26		
production machines	9, 13, 20, 21, 22, 26		
PCBs	5, 8, 14, 21, 22, 24, 26	SI 1, SI 2, SI 6, SI 6, SI 10, SI 12, SI 15, SI 15, SI 21, SI 23	
Electromechanics			
cases/cabinets	8, 9, 13, 21, 22, 26		
relays	1, 5, 9, 13, 17, 21, 22, 23, 26	SI 1, SI 2, SI 6, SI 6, SI 10, SI 12, SI 15, SI 15, SI 21, SI 23	SI 14
switches/keys/input systems	6, 9, 13, 15, 21, 22, 26	SI 1, SI 2, SI 6, SI 6, SI 10, SI 12, SI 15, SI 15, SI 21, SI 23	SI 14
plugs and cables	2, 9, 10, 13, 18, 21, 22, 25, 26	SI 1, SI 2, SI 6, SI 6, SI 10, SI 12, SI 15, SI 15, SI 21, SI 23	SI 14
heat management/cooling technology	6, 9, 13, 15, 20, 21, 22, 26	SI 1, SI 2, SI 6, SI 6, SI 10, SI 12, SI 15, SI 15, SI 21, SI 23	SI 14, SI 16
EMC components	2, 13, 21, 22, 26	SI 1, SI 4, SI 8, SI 10, SI 12, SI 15, SI 21	
M2M technology	5, 13, 21, 22, 26	SI 1, SI 2, SI 6, SI 10, SI 12, SI 18, SI 21, SI, 23	SI 5
Networking technologies	5, 13, 21, 22, 26		

Main topics	Elektronik issues	Elektronik automotive	Elektronik special issues
Semiconductors			
analog/mixed signal ICs	2, 4, 7, 10, 11, 13, 18, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 17, SI 22
ASICs/system-on-Chip	2, 4, 7, 10, 13, 14, 18, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 17, SI 22
DSPs	2, 4, 7, 10, 13, 14, 17, 18, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 17, SI 22
communications ICs	3, 5, 13, 14, 16, 18, 20, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 17, SI 22
power electronics	8, 9, 12, 13, 14, 19, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 3, SI 5, SI 9, SI 13, SI 16, SI 19, SI 22
microcontroller/processors	3, 4, 7, 10, 13, 14, 18, 21, 22, 24, 25, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 9, SI 16, SI 17, SI 22,
programmable logic	2, 4, 6, 9, 13, 14, 18, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 17, SI 22
smart card ICs	4, 13, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 17, SI 22
other ICS	2, 4, 7, 10, 13, 14, 18, 20, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 17, SI 22
memory ICs	2, 4, 5, 7, 10, 13, 14, 18, 21, 22, 24, 26,	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 17, SI 22
M2M technology	5, 13, 21, 22, 26	SI 1, SI 2, SI 6, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 5
Networking technologies	5, 13, 21, 22, 26		
measurement			
analysers	5, 7, 13, 15, 20, 21, 22, 23, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 7, SI 20
automotive measurment	7, 11, 13, 21, 22, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 5, SI 7, SI 20
communication measurement	5, 13, 15, 21, 22, 23, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 7, SI 20
multimeters	4, 5, 11, 13, 15, 17, 21, 22, 23, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 7, SI 20
oscilloscopes	4, 5, 7, 13, 15, 17, 21, 22, 23, 25, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 7, SI 20
PC measurement	1, 7, 10, 13, 15, 19, 21, 22, 23, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 7, SI 20
test systems	5, 13, 15, 18, 20, 21, 22, 23, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 7, SI 20
optoelectronics			
displays	4, 13, 17, 21, 22, 26	SI 1, SI 2, SI 6, SI 10, SI 12, SI 18, SI 21	
laser products	13, 17, 21, 22, 26		
LEDs /LED Driver	4, 7, 13, 15, 17, 21, 22, 25, 26	SI 1, SI 2, SI 6, SI 10, SI 12, SI 18, SI 21	SI 9, SI 16
LWL components	3, 17, 21, 22, 26	SI 1, SI 2, SI 6, SI 10, SI 12, SI 18, SI 21	
optocouplers	4, 13, 15, 17, 21, 22, 26	SI 1, SI 2, SI 6, SI 10, SI 12, SI 18, SI 21	SI 9, SI 16
Passive components			
filters/protectors	4, 12, 13, 19, 21, 22, 24, 26	SI 1, SI 4, SI 8, SI 12, SI 18, SI 21	SI 14
Inductors/capacitors	2, 4, 12, 13, 19, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 14
condensators	4, 12, 13, 14, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 14
crystals and oscillators	1, 4, 12, 13, 18, 21, 22, 24, 26,	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 14
transformers	2, 4, 12, 13, 19, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 14
resistors	4, 12, 13, 14, 21, 22, 24, 26	SI 1, SI 2, SI 4, SI 6, SI 8, SI 10, SI 12, SI 15, SI 18, SI 21, SI 23	SI 14
Power supply			
AC/DC / DC/DC converters	3, 7, 11, 13, 14, 19, 21, 22, 24, 25, 26		SI 3, SI 13, SI 13, SI 19
batteries/accumulatorschargers	3, 7, 9, 11, 13, 14, 19, 21, 22, 24, 26	SI 1, SI 4, SI 8, SI 10, SI 12, SI 15, SI 21	SI 3, SI 5, SI 13, SI 19
DC/DC converter	3, 7, 11, 13, 14, 19, 21, 22, 24, 26	SI 1, SI 4, SI 8, SI 10, SI 12, SI 15, SI 21	SI 3, SI 13, SI 16, SI 19
power supply units	3, 7, 11, 13, 14, 19, 21, 22, 24, 26		SI 3, SI 13, SI 16, SI 19
photovoltaics/energy harvesting	12, 13, 21, 22, 25, 26,		SI 3, SI 9, SI 19
UPS	3, 7, 11, 13, 14, 21, 22, 24, 26		SI 3, SI 13, SI 19, SI 22
wind power	13, 21, 22, 24, 26		SI 3, SI 9, SI 13



1 Advertising formats and rates – Please add valid VAT rate.

Format	Width mm	x	Height mm	b/w	2c	3c	4c
1/1 page	185	x	260	€ 5,720.-	€ 6,810.-	€ 7,660.-	€ 8,490.-
3/4 page	185 135	x	195 260	€ 4,530.-	€ 5,470.-	€ 6,160.-	€ 7,020.-
A5 page	135	x	190	€ 3,550.-	€ 4,230.-	€ 4,760.-	€ 5,310.-
1/2 page	185 90	x	128 260	€ 3,030.-	€ 3,620.-	€ 4,070.-	€ 4,520.-
1/3 page	185 60	x	90 260	€ 2,030.-	€ 2,420.-	€ 2,700.-	€ 3,010.-
1/4 page	185 90 42	x	62 128 260	€ 1,510.-	€ 1,820.-	€ 2,060.-	€ 2,330.-
1/8 page	90 42	x	62 128	€ 760.-	€ 870.-	€ 1.000.-	€ 1,190.-
Pinboard	60	x	80	€ 260.-	€ 280.-	€ 300.-	€ 320.-
Seminar planer	60	x	80	€ 260.-	€ 280.-	€ 300.-	€ 320.-
cover page							€ 10,290.-
2 nd /3 rd cover page	185	x	260				€ 9,170.-
4 th cover page	185	x	260				9,660.-
mm-price, 1-column				€ 5.50	€ 6.60	€ 7.40	€ 8.20

Please add 4 mm bleed, more formats on request
 Total circulation: 30,576

2 Additional charges:

- placement** 2nd and 3rd cover page € 9,170.-
 4th cover page € 9,660.-
 We charge 10% of the basic price for requested and confirmed placements (at least € 160.-)
- colours** Priced apply for Euroskala
 Additional colour charges are discountable
- format** No additional charges for bleed and crossover print

3 Discounts:

(within a 12 month period, starting from the publication date of first ad)

Frequency discount		Volume discount	
3 or more insertions	3%	3 or more pages	5%
6 or more insertions	5%	6 or more pages	10%
9 or more insertions	10%	9 or more pages	15%
12 or more insertions	15%	12 or more pages	20%
18 or more insertions	20%	15 or more pages	25%
24 or more insertions	25%		

4 Classified advertisements:

Job market: minimum size 70 mm 2-columns

Recruitment ads:	€ 5.70
Applications for a job:	€ 2.20
Box number ad rate:	€ 11.25

(Germany; no discounts on applications for application and box numbers ads)

Double booking: discount of 25 % of the basic rate if a recruitment ad is booked in two consecutive issues.

Online job market:

€ 590.- per month
 € 250.- per month for online job market ads in combination with print ads
 contact job market: Phone: +49 89 25556-1374;
 e-mail: stellenanzeigen@elektronik.de

Business portraits:

1/4 page	€ 990.-
1/2 page	€ 1,980.-
1/1 page	€ 3,960.-

available only in special issues, no discounts, no agency commissions

Pinboard and seminar ads:

1/9 page bw	€ 260.-
1/9 page 4c	€ 320.-

Additional charges for colours: (Minimum size: 2 columns x 70 mm)
 1 scale colour: 20 % of the basic rate 2 scale colours: 30 %
 3 scale colours: 40 %

5 Special ads:

Island ads:

price per mm bw	€ 20.-
1 column minimum 50 mm height / maximum 80 mm height	

belly wrap, (cover) gate fold, flap on request

Bound inserts:

2-pages (including postage, total circulation)	€ 6,045.-
4-pages	€ 8,680.-
8-pages	€ 13,020.-
12-pages	€ 16,120.-
14-pages and more on request. Print run: 31,000 copies	

Loose inserts: (including postage)

up to 25g:	€ 7,440.-
higher weight on request	
split-run by zip-codes/Nielsen area per 1,000:	€ 260.-
split-run by qualified addresses per 1,000:	€ 430.-
minimum order sum:	€ 580.-
higher weight on request, Print run: 31,500 copies	

Tip-on ads (only in combination with 1/1-page – no discounts)

Tip-on postcards:

postage and gluing fee	€ 2,325.-
(non discountable, mechanical processing, manual processing on request)	

Tip-on CD-ROMs:

Booklet etc. available on request	€ 4,340.-
(no discounts, mechanical processing, manual processing on request)	

6 Contact:

Media sales: Sonja Winkler, swinkler@weka-fachmedien.de
 Inserts and tip-on ads: L.N. Schaffrath DruckMedien GmbH&Co.KG,
 Marktweg 42-50, D-47608 Geldern

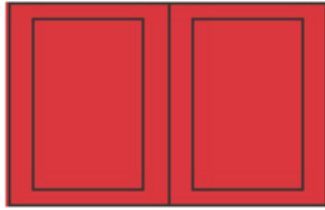
Delivery note: please mark clearly: "loose/bound insert CUSTOMER,
 for Elektronik-issue xy/2012"

7 Terms of payment:

2 % discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing.

Bank details:

HypoVereinsbank, München, Bank code: 700 202 70, Account No. 35 704 981
 IBAN: DE37 7002 0270 0035 7049 81, SWIFT (BIC): HYVEDEMMXXX

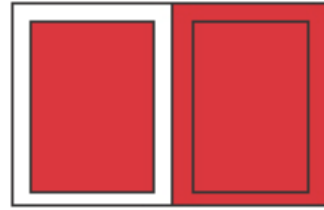


2/1 pages spread across gutter

Width x Height

420 x 297 mm ♦

394 x 260 mm

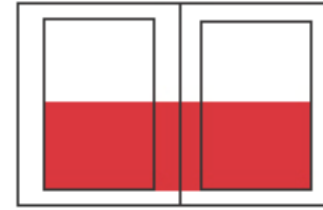


1/1 page

Width x Height

210 x 297 mm ♦

185 x 260 mm

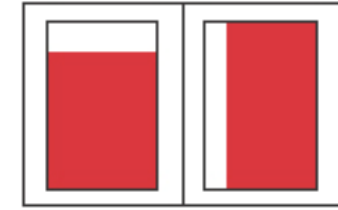


2 1/2 pages across gutter

Width x Height

420 x 148 mm ♦

394 x 128 mm



3/4 page horizontal

Width x Height

210 x 215 mm ♦

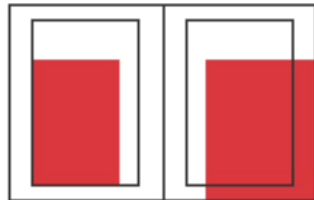
185 x 195 mm

3/4 page vertical

Width x Height

148 x 297 mm ♦

136 x 260 mm



Junior page

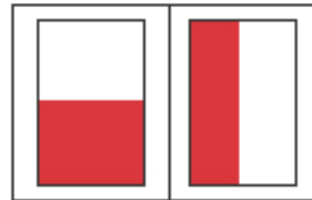
Width x Height

135 x 190 mm

trim size

Width x Height

147 x 210 mm ♦



1/2 page horizontal

Width x Height

210 x 148 mm ♦

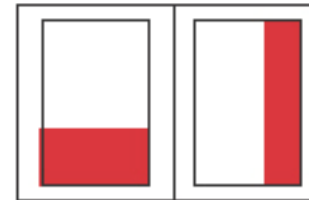
185 x 128 mm

1/2 page vertical

Width x Height

102 x 297 mm ♦

90 x 260 mm



1/3 page horizontal

Width x Height

210 x 110 mm ♦

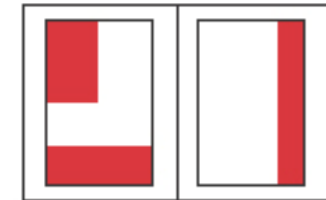
185 x 90 mm

1/3 page vertical

Width x Height

72 x 297 mm ♦

60 x 260 mm



1/4 page

Width x Height

102 x 148 mm ♦

90 x 128 mm

1/4 page horizontal

Width x Height

210 x 82 mm ♦

185 x 62 mm

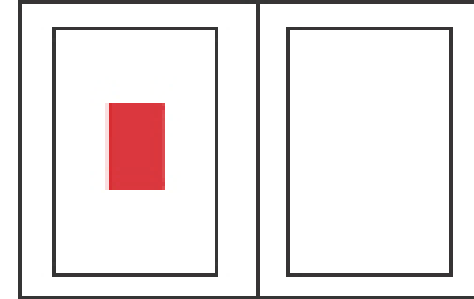
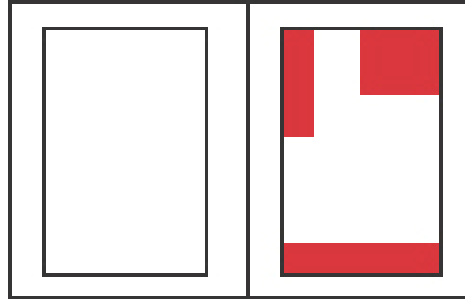
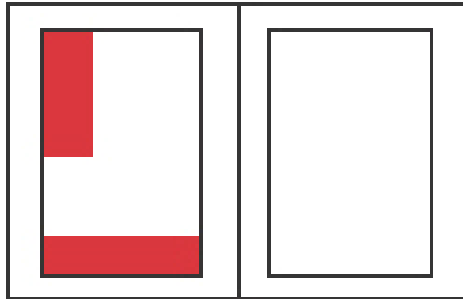
1/4 page vertical

Width x Height

54 x 297 mm ♦

42 x 260 mm

♦ trim size: add 4mm per trimmed edge for bleed size



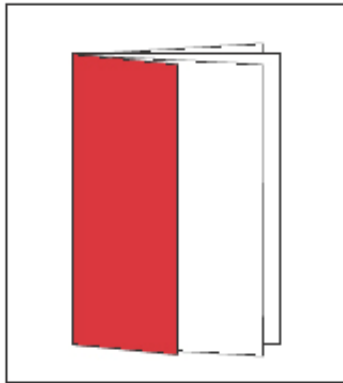
1/6 page horizontal	1/6 page vertical
Width x Height	Width x Height
210 x 63 mm ♦	72 x 148 mm ♦
185 x 43 mm	60 x 128 mm

1/8 page	1/8 page horizontal	1/8 page vertical
Width x Height	Width x Height	Width x Height
102 x 82 mm ♦	210 x 51 mm ♦	54 x 148 mm ♦
90 x 62 mm	185 x 31 mm	42 x 128 mm

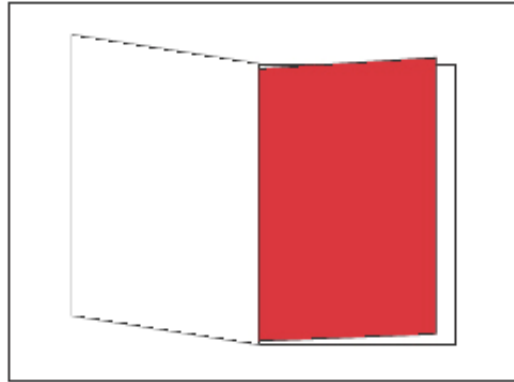
Island ad
Width x Height
43 x 50 mm x 80 mm

♦ trim size: add 4mm per trimmed edge for bleed size

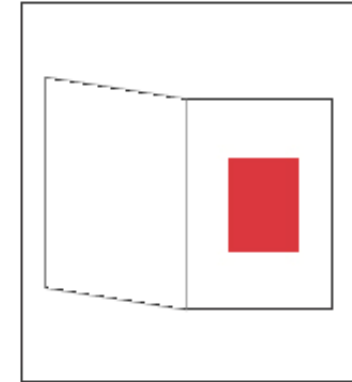
Examples of special ads



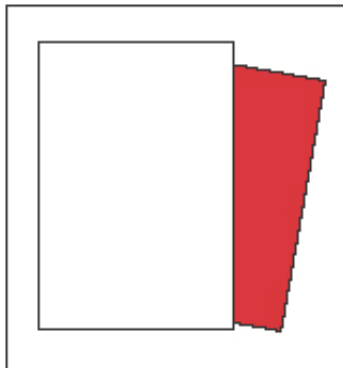
Flap



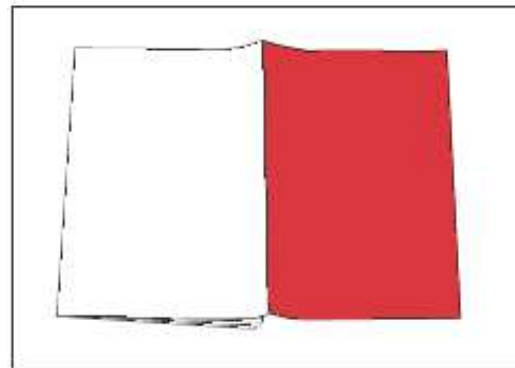
Bound inserts



Tip-on ads



Loose inserts



Cover gate folds



Ads

Printing technique:

web-fed offset, offsetpaper (uncoated, woody, free from chlorine), wire stitching

Paper: 60gr holmen plus 80

If necessary: Please request our reproduction and proof instructions.

Digital data transfer:

your contact person

Hildegund Roessler

Phone: +49 89 25556-1473

Fax: +49 89 25556-1690

E-mail: hroessler@weka-fachmedien.de

Please transmit your digital data by data medium (CD-ROM), e-mail or ISDN (MAC or PC). For detailed specifications please ask your contact person.

File names should be given as in the example :

customer_Elektronik_issue

(for example: Lexware_Elektronik_1_12)

Magazine format: 210 mm width x 297 mm height (DIN A4)

Type area: 185 mm width, 260 mm height,
4 column (each 44 mm)

Inserts / tip-on ads / CDs

Loose inserts:

minimum size: 105 x 148 mm

maximum size: 10 mm smaller than the magazine on each side

minimum weight: 150 gsm for single leaf

maximum weight: on request

positioning: best possible

Loose inserts must be delivered cut and folded and as a finished product and be adapted for mechanical processing.

placement possibilities: print run or part of circulation by zip-codes or Nielsen areas

Bound inserts:

minimum size: 105 x 148 mm

maximum size: format of the magazine

minimum weight: for pages 80gsm

Trimmed pages must have an additional 4 mm on each border to be cut off.

Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.

placement possibilities: print run

Tip-on ads:

Folded products must be close to the gutter and be adapted for mechanical processing.

placement possibilities: print run and part of circulation by zip codes or Nielsen areas

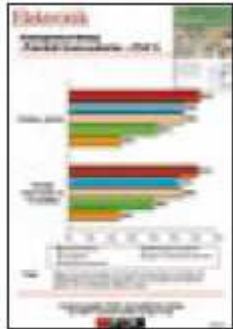
CDs:

CDs must be wrapped in standard paper cover without adhesive tape.

positioning on request

Delivery date for loose and bound inserts:

advert closing date of respective issue



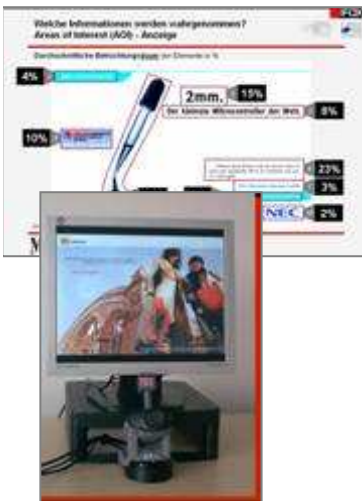
Copytest – Control your ads impact!

For all media experts who want to know what design engineers and technical managers think about their ads, products and image "Elektronik" offers exclusive copytests. "Elektronik"'s copytests report about content and design of advertisements. More than that, copytest participants receive a concise image analysis on top. "Elektronik"'s copytests answer important questions such as "Do customers pay attention to my ad?", "What information about my company is retained by the reader?" and "Does this ad help to get customers interested in my products and company?"

MDS – calculate your media plan's efficiency!

Comprehensive study LA ELFA (readership analysis of electronics trade media) brings detailed transparency and allows a reliable optimization of the advertising budget. Axel-Springer-Verlag AG supplies for LA ELFA the evaluation program MDS (media planning system).

MDS allows fast and reliable efficiency comparisons for media planning. Price lists of all publishing houses of electronics trade journals and coverages according to LA ELFA are also included. Marketing specialists are now able to order individual evaluations for their companies free of charge. More information can be found on the official LA ELFA website: www.la-elfa.org



Eye Tracking

While copytests measure processed, retained information "Elektronik"'s eye tracking analysis show pure reception of information. Eye tracking is a special version of the so-called eye flow analysis. You can look at your own ad from your customers point of view! The advertiser gets important information about the entry into the ad, duration of observation and eye flow.



Customized Publishing

"Elektronik" offers personalized letters, ads in elektroniknet.de newsletter and the whole range of customized publishing. You will be amazed by the large variety and efficiency of "Elektronik"'s ad possibilities. Please ask us.

For further information on service tools please visit www.elektroniknet.de/media or contact your "Elektronik" sales representative via Phone +49 89 25556-1383.

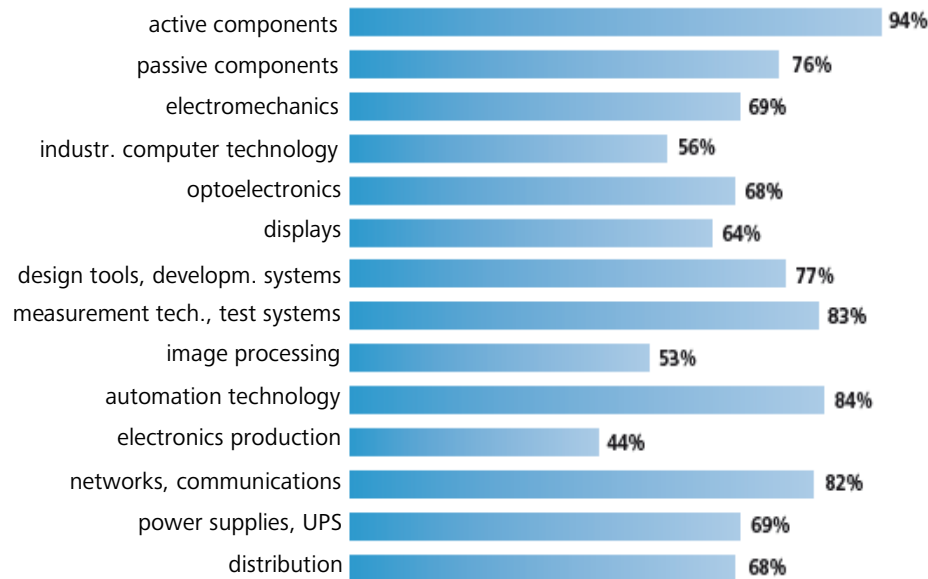
The leading IVW audited website for professional electronics in the German speaking market!

Page Impressions according to IVW-Online in electronics segment: elektroniknet.de overall leadership in electronics!

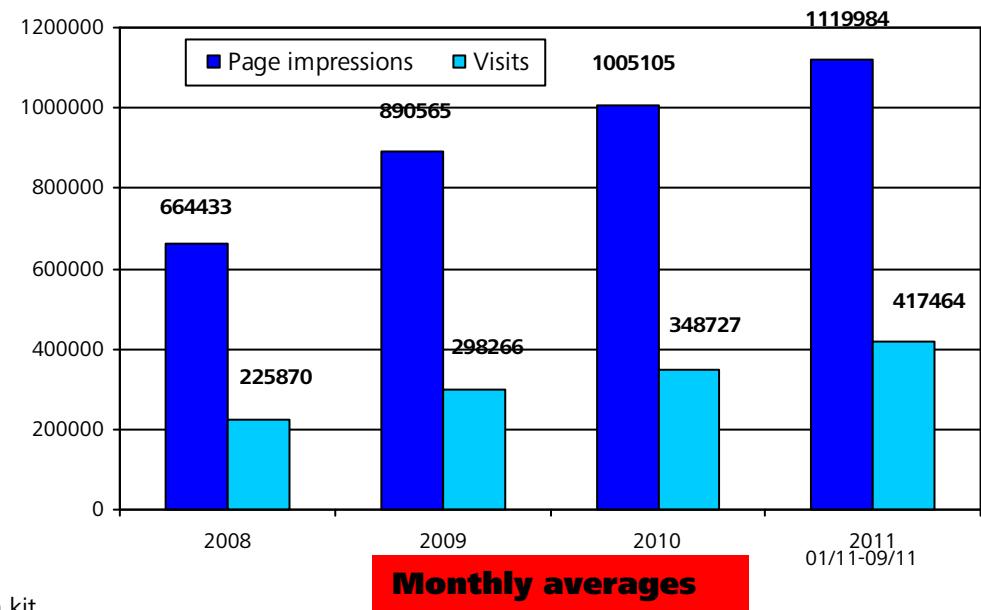
IVW is the official independent German institution which monitors the use of online advertising media. According to IVW Online elektroniknet.de is by far the leading web service in the segment professional electronics in Germany. Already since 1998 elektroniknet.de reports 24/24 hours about all important trends, products and company news of the whole electronics world. Behind the scenes elektroniknet.de is fed by the largest editorial team of electronic pros. Almost 30 specialized editors feed elektroniknet.de with news, product reports and knowledge. The performance data of elektroniknet.de is impressive – 13.2 million page impressions in the last 12 months, almost 30,000 news and product releases, about 10,000 companies within the supplier database. Eleven competence centers offer tailor made information for decision makers – from automation, automotive, components, distribution and embedded to e-mechanics, communications, measurement, opto and power.

elektroniknet.de's success is particularly justified by its content adjusted to its target group, developers, purchasers and managers in electronics. News, products and reports from the whole electronics world are presented in all forms of web-relevant data formats. elektroniknet.de provides its users with news feeds, database supported listings, blogs, closed forums, whitepapers and webcasts. The elektroniknet.de-newsletter addresses actually about 50,000 electronics decision makers – with an upward trend.

elektroniknet.de offers pinpoint communication possibilities to advertisers: banner advertisement, sponsoring, newsletter advertisement, presentation of important dates, webcasts, whitepapers and many other formats help suppliers in electronics to increase their communication success.



Page impressions (monthly average) in electronics (according to IVW-Online): elektroniknet.de – the leading media site in professional electronics



Find out more about elektroniknet.de's user structure in elektroniknet.de's media kit or visit elektroniknet.de/media

source: elektroniknet.de visitors analysis, 2011, n=1,348 persons

source: IVW online

Advertising in elektroniknet.de

For information about further advertising opportunities, such as expanded banners, combinations or whitepaper, please visit www.elektroniknet.de/werbemittel. Or please contact your sales representative.



Full Banner:	= € 125 -/1 000 Page Impressions
Skyscraper	= € 160 -/1.000 Page Impressions
Content ad	= € 160 -/1.000 Page Impressions
Leaderboard	= € 250 -/1.000 Page Impressions
Rectangle large	= € 380 -/1 000 Page Impressions
Peel down	= € 210 -/1,000 Page Impressions
Rectangle	= € 190 -/1.000 Page Impressions
Hockey Stick	= € 370 -/1,000 Page Impressions
Text Ad	= € 50 -/1 000 Page Impressions

Wallpaper ad: (only on homepage)
 honey stick + coloured background
 = € 410 -/1,000 page impressions



Webcast

Infobox for announcement of the webcast in a competence center on the homepage
 show webcast
 Webcast production

€ 1,750.-/month
 € 1,950.-/month on request
 € 2,490.- at least (no discount)

Whitepaper

including contact data and download area

publication for free
 € 9.-/lead (optional)

Supplier database

10,000 suppliers of 700 product groups are listed in the elektroniknet.de database.

Company listing:
 Premium listing >>> company portrait with 2 pictures, 1 video, 5 event dates and product portfolio

free of charge
 € 1,450.-/year

Webinar

technical realization and marketing

€ 2,790.-/webinar

Question of the week

exclusive market research tool
 rate includes analysis

€ 990.-/week

Microsite

a dedicated microsite within elektroniknet.de created especially for your company. (minimum 2 months) € 4,950.-/month

Market research

Exclusive tool with a maximum of 5 questions incl. analysis of the research € 1,700.-/research

Newsletter

several times a week elektroniknet.de sends its elektroniknet and its automotive newsletters to more than 50,000 qualified recipients in electronics and automation. The high click-through rates make the newsletter a perfect advertising medium.

Premium placement € 2,890.-
 Text ad/ banner € 2,490.-
 Platinum newsletter € 6,370.-

Gross sales per year for all forms of advertising in elektroniknet.de:

over € 2,000	3%	over € 5,000	8%	over € 10,000	10%
over € 25,000	15%	over € 50,000	18%	over € 75,000	20%
over € 100,000	22%	over € 150,000	25%	over € 200,000	27%

Special ad formats on request or visit www.elektroniknet.de/werbemittel.

5 Key reasons to partner with „Elektronik“ for your 2012 marketing campaigns

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

Elektronik has the **highest paid-for circulation** of all professional electronics titles in Europe!

(source: IVW Q II/2011)

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

Elektronik is the **most read** bi-weekly electronics magazine in the European market reaching 99,900 readers per issue.

(source: LA ELFA 07/08)

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

Each issue of Elektronik reaches on an average basis **89,200 decision makers from research, development and design**. This makes Elektronik the most read electronics trade journal in this sector.

(source: LA ELFA 07/08)

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

Elektronik is the **preferred** professional electronics title for technical indepth articles.

(source: LA ELFA 07/08)

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

According to IVW Online elektroniknet.de is by far the **leading** web service in the segment of professional electronics in Germany reporting more than 13.2 million page impressions per year.

(source: IVW-online, 10/10 – 09/11)





UK/EIRE

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USA West

Huson International Media
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General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2011)

1. An "order" in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of online advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party inserts in the magazines brought out by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.
2. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is unless the publisher expressly agrees to them.
3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of the inoperativeness of a term or condition, to add to or replace the latter with effect for existing contracts, and upon the alteration of a legal provision or supreme court decision if said alteration affects one or more terms and conditions of the contractual relationship, to adapt the affected terms and conditions to suit the purpose of the altered legal situation.
4. The order will be concluded with the acceptance of the client's order by the publisher. Such acceptance may be in writing or by e-mail.
5. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency as the ordering party and the issue of an order to the advertising agency verified in writing.
6. Advertising brokers and advertising agencies are duty bound to abide by the price list of the publisher in their proposals, contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.
7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher is free to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without the need for an express agreement.
8. Placement of online advertising will be made as reasonably seen fit with the greatest possible consideration of the client's interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date of appearance of online advertising for technical or other comprehensible reasons.
9. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.
10. Cancellation until two weeks before the commencement of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs:
 - 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion;
 - 50% of the net value of the order for cancellation within one week of the commencement of insertion;
 - for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed.
11. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.
12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format or layout, of being a constituent part of the magazine or that contain third-party advertisements will not be accepted. Refusal of an order will be communicated to the client immediately. Advertisements that are not recognizable as advertisements because of their editorial composition may be identified by the publisher by the word "Anzeige" [Advertisement]. In as much as online advertising is not obviously advertising, the publisher may also identify it as such, in particular by the word "Anzeige" [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.
13. The client is responsible for punctual delivery of proper ready to print copy or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.
14. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA [society for musical performing and mechanical reproduction rights in Germany] or other copyright associations and/or owners.
15. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).
16. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof supplied on paper. Differences in color are unavoidable without a color proof, but are no entitlement to a price reduction. In every case a printout is to be sent by fax to the print shop to be able to check factual correctness. The client must expressly request a faxed correction. Only correct color adjustment ensures correct color implementation within the usual tolerances.
17. Before a digital transmission of artwork the client is responsible for ensuring that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims. The publisher also reserves the right to claim for damages of the client should the publisher suffer damages as a result of such computer viruses being infiltrated by the client.
18. If artwork is transmitted to the publisher digitally by a data medium, it will only be returned on special request to the client.
19. Discernibly unsuitable or damaged ready to print copy and/or advertising material will be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready to print copy and/or of producing ordered advertising material and of substantial alterations to originally agreed versions that are wished by the client and for which the latter is responsible because of the technical quality of the supplied ready to print copy and/or advertising material will be borne by the client. Should any deficiencies in the ready to print copy and/or advertising material not be immediately discernible but only become so in the printing operation and/or upon insertion, the client is not entitled to raise any claims for an inadequate impression and/or poor insertion.
20. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect they indemnify the publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.
21. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that they will abide by the applicable data privacy legislation – in particular of the Federal and Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.
22. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set them for this purpose to pass by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (rehabilitative action).
23. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfillment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (rehabilitative action).
24. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.
25. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.
26. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or atypical damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.
27. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origination of such claims, that is unless they are founded on claims of deliberate negligence.
28. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include all error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.
29. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.
30. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.
31. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or advance payment is agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculate the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.
32. Upon default of payment or granting of a respite, interest of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and payment of any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.
33. On request the publisher will supply an advertisement proof. Depending on the nature and scope of the advertising order, advertisement cutouts, proof pages or complete proof numbers will be supplied. If a proof can no longer be obtained, it is replaced by legally binding certification by the publisher of the publication and distribution of the advertisement.
34. In the case of box number advertisements the publisher applies due diligence in safekeeping and forwarding the offers. Registered letters and express letters in response to box number advertisements are only forwarded by regular mail. Receipts from box number advertisements are kept for four weeks. Letters that are not collected during this time are destroyed.
35. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any joint discount.
36. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly withdraw from the contract. The client has no right to claims for compensation.
37. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to alterations to this clause.
38. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended business import of the term and condition now considered inoperative.
39. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law, a legal person governed by public law or a special fund under public law. The same shall apply in as much as the client, upon filing an action, possesses an office or a habitual residence in the Federal Republic of Germany.
40. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.