

Please note – we have a new address:
Richard-Reitzner-Allee 2 – D-85540 Haar
Germany
Phone: +49 (0) 89.255 56-1376
Fax: +49 (0) 89.255 56-1651

DESIGN & ELEKTRONIK

KNOW-HOW FÜR ENTWICKLER

MEDIA GUIDE

2011



66,500 readers per issue!

Source: LA ELFA 07/08

86.3 percent of the recipients are working in research, development and design!

Source: IWW-EDA 2010



LA ELFA
LESERANALYSE ELEKTRONIK-FACHMEDIEN



1 Characteristics:

The design guide concept of DESIGN&ELEKTRONIK is unique in the German electronics magazine market. Each month DESIGN&ELEKTRONIK presents latest news and an individual up-to-date special subject covering the whole spectrum of electronics over the course of the year from the design engineer's point of view. It provides the latest news on technology, new developments and trends as well as particular solutions for current problems in design engineering. Developers of electronic circuits and components benefit from a quick, focused and indepth insight by relying on just one medium instead of gathering information from various sources. DESIGN&ELEKTRONIK's design guide concept aims to provide electronics developers with a reference work that is positioned within reach during everyday work life.

2 Publication frequency:

monthly

3 Volume:

26th volume 2011

4 Web address (URL):

www.elektroniknet.de

5 Membership:

LA ELFA (readership analysis of electronics trade media)
IVW-EDA (certified audit of circulation)

6 Organ:

-

7 Publisher:

Prof. Dr. Matthias Sturm

8 Publishing house:

WEKA FACHMEDIEN GmbH
Gruber Str. 46a, D-85586 Poing
Phone: +49 (0) 8121.95 - 1376
Fax: +49 (0) 8121.95 - 1651
E-mail: media@design-elektronik.de

9 Editorial office:

Caspar Grote, editor-in-chief
cgrote@design-elektronik.de

10 Advertising:

Germany, Austria, Switzerland
other countries:

Christian Stadler, advertising manager
cstadler@design-elektronik.de
see contact page

11 Circulation department:

Marc Schneider, distribution manager
mschneider@wekanet.de

12 Subscription rates:

Domestic subscription: € 68.40
Overseas subscription: € 78.00
Single copy rate: € 7.50

13 ISSN:

0933-8667

14 Editorial to advertising ratio:

2009 = 14 issues

format of the magazine:

DIN A4

total pages:

856 pages = 100.00 %

editorial content:

642 pages = 75.0 %

advertising content:

214 pages = 25.0 %

loose inserts:

1 pieces

15 Editorial content analysis:

2009 = 642 pages

latest news

65 pages = 10.1 %

product articles

88 pages = 13.7 %

professional articles

489 pages = 76.2 %



16 Circulation audit:



17 Circulation breakdown:

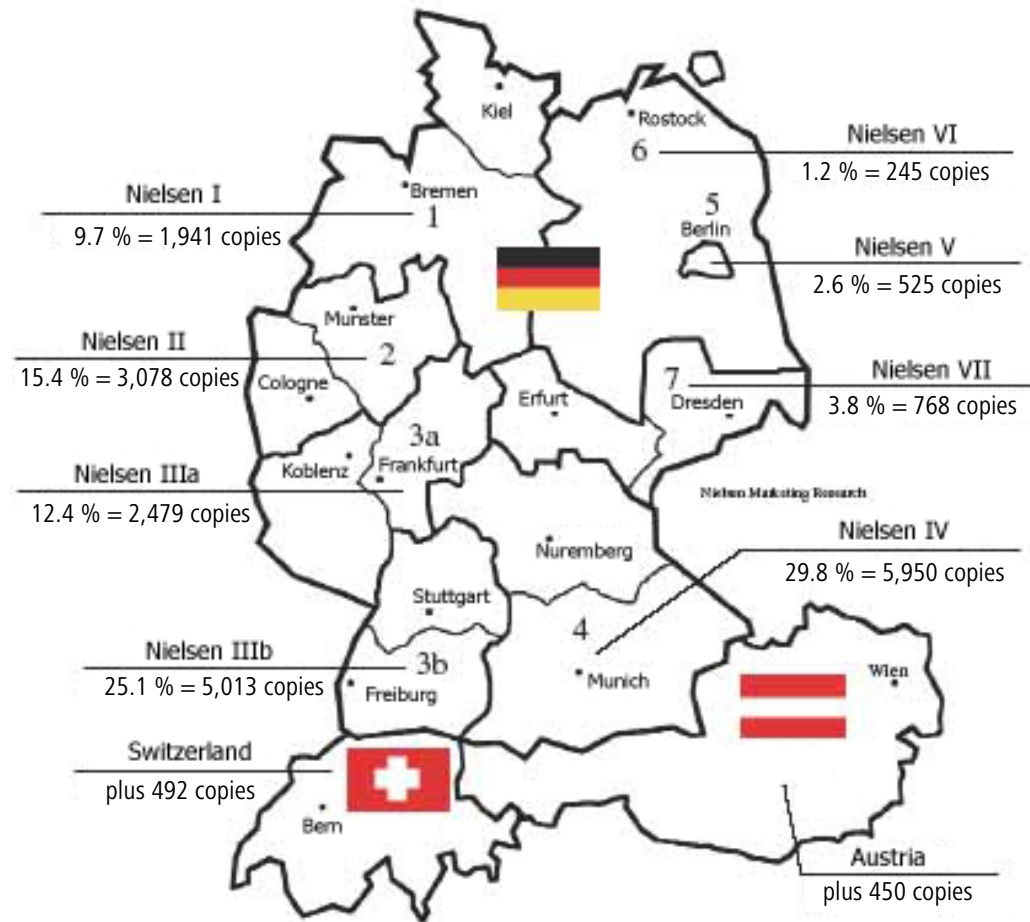
copies per issue/annual average
(July 1st 2009 to June 30th 2010)

print run:	21,900	
total circulation:	21,131	abroad: 1,132
sold circulation:	1,191	abroad: 282
subscriptions:	1,084	
other sales:	106	
controlled circulation:	19,941	
remainder, archive and voucher copies:	769	

18 Geographic circulation breakdown:

economic region	share of total circulation	
	%	copies
Germany	94.7	19,999
Austria	2.1	450
Switzerland	2.3	492
other countries	0.9	190
total circulation	100	21,131

Structure of the domestic market circulation by Nielsen-areas
(plus circulation of Austria and Switzerland)





Summary of the survey methodology for the circulation breakdown (AMF 2, clause 18)

1 Methodology of the survey:

circulation breakdown by file analysis - census

2 Description of the recipients at moment of data collection:

2.1 composition of the database

The addresses of all recipients are recorded in the recipients database. Due to comprehensive recipients qualifications the database can be sorted by zip-codes, by domestic and overseas recipients as well as by detailed demographic criteria.

2.2 total number of recipients in the database: 85,112

2.3 structure of recipients of an average issue by type of distribution:

- sold circulation		1,258
of which:	subscriptions	1,089
	other sales	169
- controlled circulation		19,879
of which:	constant free circulation	713
	changed free circulation	19,116
- total circulation		21,136
	domestic	19,996
	abroad	1,140

3 Description of survey:

3.1 universe (analysed share)

universe (total circulation)	21,136 = 100.0 %
of which not analysed in survey:	169 = 0.8 %
other sales	169

Survey represents of universe (total circulation) 20,967 = 99.2 %

3.2 Date of data analysis: August 6th, 2010

3.3 Description of data basis:

Survey is based on total database. Calculated shares for distribution areas were projected to total circulation according to AMF-clause 17.

3.4 Target person of survey: omitted

3.5 Definition of reader: omitted

3.6 Period of analysis: August 2010

3.7 Conduction of analysis: publisher



19R Business sectors

Group of recipients	Share of average readership (66,500 readers)	
	percent	total
chemical industry, mineral-oil processing (base: 31,600)	7	5,000
automotive electronics / vehicle design (base: 61,000)	24	16,300
military electronics (base: 13,900)	7	4,800
consumer electronics (base: 52,700)	25	16,900
data processing (base: 111,500)	44	29,100
measurement and control technology (base: 93,400)	50	33,500
medical technology (base: 55,500)	28	18,600
precision and optical goods (base: 25,500)	11	7,400
engineering industry / apparatus industry (base: 89,300)	39	25,800
telecommunications (base: 64,300)	33	22,200
industrial electronics (base: 100,700)	61	40,300
components production (base: 30,500)	18	11,900
trade/distribution of electrical devices and components (base: 56,200)	26	17,600
consulting engineering firm (base: 47,900)	23	15,100
others (base: 6,500)	2	1,500

19R Size of economic entity

	Share of average readership (66,500 readers)	
	percent	total
1 - 9 employees (base: 101,100)	33	22,100
10 - 99 employees (base: 101,400)	34	22,700
100 and more employees (base: 66,900)	33	21,700
	100	66,500

19R Fields of work

	Share of average readership (66,500 readers)	
	percent	total
development, research, design (base: 197,800)	87	58,000
purchasing, procurement (base: 164,100)	57	37,600
public authority, management (base: 108,300)	40	26,400
production, manufacture, quality control (base: 159,400)	56	37,500
organisation (base: 106,600)	38	25,600



19R Vocational training

	Share of average readership (66,500 readers)	
	percent	total
apprenticeship completed (base: 17,000)	6	3,800
master craftsman's examination (base: 15,500)	5	3,200
technical school completed (base: 16,400)	4	2,400
engineering college (base: 12,900)	10	6,500
polytechnic college (base: 10,400)	2	1,700
technical college (base: 104,100)	38	25,000
university (base: 89,000)	33	22,000
doctorate (base: 4,100)	3	1,900
	100	66,500

19R Age

	Share of average readership (66,500 readers)	
	percent	total
18 to 29 years (base: 23,200)	3	2,000
30 to 39 years (base: 58,000)	21	13,700
40 to 49 years (base: 105,100)	35	23,500
50 to 59 years (base: 64,300)	32	21,500
60 years and above (base: 18,800)	9	5,800
	100	66,500

19R Gender

	Share of average readership (66,500 readers)	
	percent	total
Men (base: 262,900)	98	64,900
Women (base: 6,600)	2	1,500
	100	66,500





19R Readership / coverage

	universe = 269,400 persons		costs per 1,000 readers price list No. 26,2011 1/1 page bw € 5,170.-
	percent	total	
prompted recall	56.9	153,300	---
at least 1 of 12 issues read	40.3	108,600	€ 47.60
readers of an average issue	24.7	66,500	€ 77.74

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)	47.3	93,600
public authority, management (base: 108,300)	41.6	45,100
Purchasing, procurement (base: 164,100)	34.4	56,400

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)	29.3	58,000
public authority, management (base: 108,300)	24.3	26,400
Purchasing, procurement (base: 164,100)	22.9	37,600

Coverage according to product fields

Target groups	coverage per issue total
procurement decision makers active components (sole + joint decision-making, base: 141,700)	45,300
procurement decision makers passive components (sole + joint decision-making, base: 140,600)	44,300
procurement decision makers electro mechanics (sole + joint decision-making, base: 116,100)	34,700
procurement decision makers Industrial computers (sole + joint decision-making, base: 152,000)	40,900
procurement decision makers opto-electronics (sole + joint decision-making, base: 60,800)	22,800
procurement decision makers design tools, development systems (sole + joint decision-making, base: 110,400)	33,300
procurement decision makers control engineering, testing systems (sole + joint decision-making, base: 106,500)	32,900
procurement decision makers automation engineering (sole + joint decision-making, base: 71,600)	18,200
procurement decision makers electronics manufacturing (sole + joint decision-making, base: 63,300)	17,900
procurement decision makers networks, communication (sole + joint decision-making, base: 158,100)	40,500
procurement decision makers power supply, UPS (sole + joint decision-making, base: 92,500)	23,800

universe: total circulation, according to clause 17 of AMF scheme 2 = 20,878 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

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
Phone: +49 (0) 89.2180 - 6257
Fax: +49 (0) 89.2180 - 3000
Email: buehner@edu.uni-muenchen.de

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

Issue	Publication date	Topic of the month	Special feature	Tech focus	Ad closing date	Trade shows	
February 1	Feb. 15 th	EMBEDDED WORLD semiconductors: microcontrollers, processors, DSPs, programmable logic, memory, I/O embedded software development: emulators, compilers, debuggers, EDA tools, starter kits, realtime operating systems, programming devices	industrial computers: compact PCI, slot CPUs, PC-104, COMExpress, box-IPCs, TCA, single board computers	show guide embedded world 2011	Jan. 19 th	embedded world 2011 Nuremberg, March 1 st – 3 rd	
March 2	March 10 th	INDUSTRIAL ELECTRONICS electromechanics: switches/keys, relays, cases/cabinets, heat management automation technology: industrial ethernet, image processing measuring technique: PC measuring techniques, multimeters, oscillators, sensors, testers	power supplies: AC/DC converters, DC/DC converters, batteries and accumulators	interconnect: connectors, cables, cable assembly, cable testers, terminal blocks	Feb. 11 th	Hannover Messe 2011 Hanover, April 4 th – 8 th	
D&E Kompakt	March 10 th	automotive electronics	actors, automotive bus systems, electric mobility, microcontrollers, GPS, realtime operating systems, interconnectors, simulation, power electronics			Feb 11 th	
March 3	March 31 st	LIGHT & ELECTRONICS displays: LCD, TFT, OLED, optocouplers, actuators, laser, touch screens	lighting: LEDs, actuators, lighting technology	image processing	March 4 th		
D&E Kompakt	March 31 st	distribution	products, solutions, tools, support and services for electronics developers			March 4 th	

Issue	Publication date	Topic of the month	Special feature	Tech focus	Ad closing date	Trade shows	
April	4 April 26 th	POWER ELECTRONICS power supplies: AC/DC converters, DC/DC converters passive components: condensers, transformers, inductors, resistors	power electronics: IGBTs, MOSFETs, power modules, voltage regulators	battery technology: batteries and accumulators, chargers	March 28 th	PCIM Europe 2011 Nuremberg, May 17 th - 19 th	
D&E Kompakt	April 26 th	software development	model based methods, UML, CASE Tools, emulators, debuggers, starter kits, middleware, compilers			March 28 th	
May	5 May 17 th	COMPONENTS & ENGINEERING semiconductors: microcontrollers, processors, DSPs, programmable logic, memory, I/O, power electronics, analog technology development systems: emulators, compilers, debuggers, EDA tools, starterkits, electronics production: PCB, components production, testers	electromechanics: interconnect, switches/keys, relays, cases/cabinets, heat management	optoelectronics: displays, LEDs, image processing	April 18 th		
D&E Kompakt	May 17 th	measurement & test	PC measurement technology, multimeters, measured value acquisition, testers, sensor technology, oscillators			April 18 th	SENSOR+TEST 2011 Nuremberg, June 7 th - 9 th
June	6 June 8 th	GREEN ELECTRONICS components: interconnect, heat management, MEMS, condensers, transformers, inductivities, resistors, oscillators	lighting: LEDs, actuations, lighting systems	power supplies & management: AC/DC converters, DC/DC converters, power supplies, UPS, IGBTs, MOSFETs, power modules, voltage regulators	May 11 th		

Issue	Publication date	Topic of the month	Special feature	Tech focus	Ad closing date	Trade shows
July 7	July 1 st	EMBEDDED COMPUTING semiconductors: microcontrollers, processors, DSPs, programmable logic, memory, I/O industrial computers: compact PCI, slot CPUs, PC-104, single board computers, COMExpress, box-IPCs, TCA	embedded software development: emulators, compilers, debuggers, EDA-tools, starter kits, realtime operating systems, programming devices	embedded goes medical: sensor technology, actuators, microcontrollers, medical PCs, imaging medical technologies	June 1 st	
D&E Kompakt	July 1 st	distribution	Products, solutions, tools, support and services for developers in professional electronics		June 1 st	
SI 1	Sept. 1 st	D&E Select	basic reports, technical articles and application notes from the electronics industry	measuring techniques, electromechanics, optoelectronics, power supplies	development systems, semiconductors, passive components	Aug. 4 th
September 8	Sept. 1 st	POWER MANAGEMENT analog technology: analog ICs, operation amplifiers, AD/DA converters power electronics: discrete components, IGBTs, MOSFETs, power modules	power supplies: DC/DC converters, AC/DC converters, batteries and accumulators, chargers	ECO design	Aug. 4 th	
September 9	Sept. 26 th	ELECTRO-MECHANICS switches/keys, plastic foil keyboards, relays, cases/cabinets, laboratory workstations, EMC components	interconnect: connectors, cables, terminal blocks, cable assembly, LWL components,	heat management	Aug. 30 th	
D&E Kompakt	Sept. 26 th	passive components	condensers, resistors, inductivities & transformers, quartzes & oscillators		Aug. 30 th	

Issue	Publication date	Topic of the month	Special feature	Tech focus	Ad closing date	Trade shows
October	10 Oct. 17 st	AUTOMOTIVE electric mobility: hybrid and electric drives, telematics, communications automotive electronics: actuators, microcontrollers, automotive buss systems, realtime operating systems, interconnect, simulation, power electronics, navigation systems, heat management, sensor technology	power supplies: DC/DC converters, AD/DC converters, batteries & accumulators, chargers, fuel cells	optoelectronics: image processing, displays & lighting	Sept. 19 th	Vision 2011 Stuttgart, November 8 th - 10 th productronica 2011 Munich, November 15 th - 18 th
D&E Kompakt	Oct. 17 st	distribution	Products, solutions, tools, support and services for developers in professional electronics		Sept. 19 th	
November	11 Nov. 10 th	INDUSTRIAL COMPUTING industrial computer technologies: box IPCs, slot CPUs, compact PCI, PC-104, single board computers, COMExpress, industrial cases, I/O, realtime operating systems, displays, backplanes, TCA embedded software development: emulators, compilers, debuggers, EDA-tools, starterkits,	industrial communications: industrial ethernet, industrial connectors, field bus technologies	show issue SPS/IPC/DRIVES 2011	Oct. 13 th	SPS/IPC/DRIVES 2011 Nuremberg, November 22 nd - 24 th
D&E Kompakt	Nov. 10 th	measurement & interpretation	PC measurement technology, sensor technology, data logging, testers, oscillators, multimeters		Oct. 13 th	
December	12 Dec. 5 th	ENERGY EFFICIENCY battery technology: batteries & accumulators, chargers power supplies: AC/DC converters, DC/DC converters, power supplies, UPSs	passive components: condensers, transformers, inductors, resistors	power electronics: IGBTs, MOSFETs, power modules, voltage regulators	Nov. 8 th	
D&E Kompakt	Dec. 5 th	displays & lighting	LEDs, LCDs, controls, digital signage, LED drivers, lighting strategies		Nov. 8 th	

Subject to alterations.

D&E Kompakt is published as a supplement of the regular issue of DESIGN&ELEKTRONIK.

1 Circulation:

print run: 21,900
total circulation (annual average): 21,131

2 Format of the magazine:

210 mm width x 297 mm height
type area: 186 mm width x 260 mm height
Volums: 1 column = 43 mm 2 columns = 90 mm
3 columns = 138 mm 4 columns = 186 mm

3 Printing and binding technique, printing material:

see technical data

4 Dates:

monthly
publication frequency: see schedule
advert closing dates: see schedule

5 Publishing house: WEKA FACHMEDIEN GmbH

Gruber Str. 46a, D-85586 Poing
phone: +49 (0) 8121.95 - 1376
fax: +49 (0) 8121.95 - 1651
e-mail: media@design-elektronik.de
website: www.elektroniknet.de

6 Terms of payment:

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

Bank detail: HypoVereinsbank, München
Bank code: 700 202 70 / Account No. 35 704 981

IBAN DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX

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

format	width mm x height mm	b/w	2c	3c	4c
1/1 page	186 x 260	€ 5,170.-	€ 6,200.-	€ 6,720.-	€ 7,240.-
2/3 page horizontal	186 x 176	€ 3,460	€ 4,150	€ 4,500.-	€ 4,850.-
2/3 page vertical	122 x 260				
A5 junior page	137 x 190	€ 2,930.-	€ 3,510.-	€ 3,810.-	€ 4,100
1/2 page horizontal	186 x 130	€ 2,610.-	€ 3,130	€ 3,400.-	€ 3,660.-
1/2 page vertical	90 x 260				
1/3 page horizontal	186 x 86	€ 1,770.-	€ 2,130.-	€ 2,300.-	€ 2,470.-
1/3 page vertical	58 x 260				
1/4 page horizontal	186 x 65	€ 1,340.-	€ 1,610.-	€ 1,740.-	€ 1,870.-
1/4 page vertical	43 x 260				
1/4 page	90 x 130				
1/6 page horizontal	186 x 43	€ 910.-	€ 1,100.-	€ 1,190.-	€ 1,270.-
1/6 page vertical	58 x 130				
1/8 page horizontal	186 x 33	€ 710.-	€ 850.-	€ 920.-	€ 980.-
1/8 page vertical	43 x 130				
1/8 page	90 x 65				
1/16 page horizontal	186 x 16	€ 360.-	€ 430.-	€ 470.-	€ 500.-
1/16 page vertical	43 x 65				
front cover					€ 9,980.-
covers 2 and 4 (only 4c)					€ 7,890.-
mm-price, 1- column		€ 5.30	€ 6.40	€ 6.90	€ 7.40



8 Additional charges:

We charge an additional fee of 10 % of the basic rate for requested and confirmed positions (minimum € 160.-)

9 Classified advertisement

Job market:

Recruitment ads: € 5.40 per mm

Applications for a job: € 2.20 per mm

Box number ad rate: € 11.25

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

Double booking: discount of 50 % 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 (0) 8121.95 - 1376;

E-mail: stellenanzeigen@design-elektronik.de

seminar ads: 58 mm width x 80 mm height

1 insertion € 198.- 10 insertions € 165.-

3 insertions € 184.- 12 insertions € 157.-

6 insertions € 174.-

contact: Martina Hapfelmeier, Phone: +49 (0) 8121.95 - 1373

E-mail: mhapfelmeier@design-elektronik.de

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 %

10 Special ads:

island ads: base rate b/w per mm € 22.50

minimum 1-column 50 mm height

maximum 1-column 80 mm height

cover page, belly wrap, flap, cover gate fold available on request.

11 Discounts:

(within a twelve month period, starting from the publication date of the first issue)

frequency discount (1/16 page and larger)

3 or more insertions 5 % 9 or more insertions 15 %

6 or more insertions 10 % 12 or more insertions 20 %

Volume discount (for full pages and double page spread)

3 or more pages 10 %

6 or more pages 15 %

9 or more pages 20 %

12 or more pages 25 %

12 Combinations: –

13 Bound inserts:

2-pages (including postage) € 5,980.-

4-pages € 6,850.-

4-pages plus flap € 7,540.-

8-pages € 8,410.-

8-pages plus flap € 9,360.-

12-pages € 10,130.-

Rate base: 22,000 copies

Other bound inserts available on request.

14 Loose inserts:

including postage up to 25 g: € 5,730.-

split-run by zip-codes or Nielsen areas per 1,000: € 280.-

split-run by qualified addresses per 1,000: € 430.-

minimum order sum: € 650.-

loose inserts more than 25g available on request

15 Tip-on ads

Tip-on postcards: including postage € 1,770.-

only in combination with 1/1-page, non discountable

mechanical processing: to 3 cm from the gutter to the centre

Tip-on CDs: including postage € 3,320.-

only in combination with 1/1-page, non discountable

mechanical processing: 15 mm - 60 mm from the gutter to the centre

manual processing on request

16 Delivery address for items 13 to 15:

L.N. Schaffrath DruckMedien GmbH & Co. KG

Marktweg 42-50, D-47608 Geldern

Delivery note: please mark clearly: "Loose/bound insert CUSTOMER, for DESIGN&ELEKTRONIK-issue xy/2011"

printing technique:

web-fed offset, wire stitching, Paper: 60 gr Holmen Plus 80

digital data transfer:

please contact Veronika Stockmayr

phone: +49 (0) 8121.95 - 1475

fax: +49 (0) 8121.95 - 1690

e-mail: vstockmayr@design-elektronik.de

Please transmit your digital data by data medium, e-mail or ISDN. For detailed specifications please ask your contact person.

file names should be given as in the example:

customer_D&E_issue (for example: Company_D&E_1_11)

If data transfer causes any problems please call
+49 (0) 8121.7791 - 0.

magazine format:

210 mm width x 297 mm height

type area:

186 mm width, 260 mm height

1 column = 43mm

2 columns = 90mm

3 columns = 138mm

4 columns = 186mm

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, part of circulation by zip-codes or by qualified addresses

bound inserts:

minimum size: 105 x 148 mm

maximum size: format of the magazine

minimum weight: 100 gsm

bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing
placement possibilities: print run and part of circulation by post code or Nielsen area
please allow an additional 3 mm gutter bleed for bound inserts

tip-on ads:

minimum size: 60 x 75mm

maximum size: 185 x 280 mm

folded products must be closed to the gutter and be adapted for mechanical processing

positioning on request

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

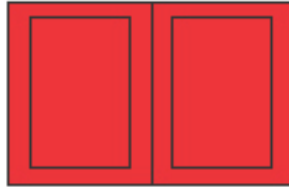
CDs:

CDs must be wrapped in standard paper cover without adhesive tape

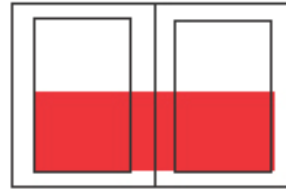
positioning on request

Delivery date for loose and bound inserts:

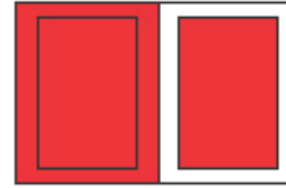
ad closing date of respective issue



double page spread across gutter
width x height
420 x 297 mm ♦

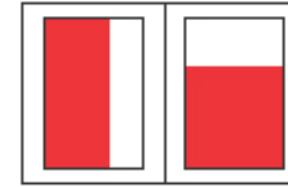


2 1/2 pages across gutter
width x height
388 x 130 mm
420 x 148 mm ♦



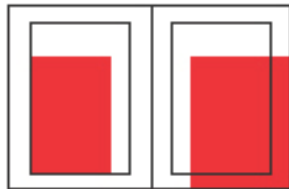
1/1 trim size
width x height
210 x 297 mm ♦

1/1 page
width x height
186 x 260 mm



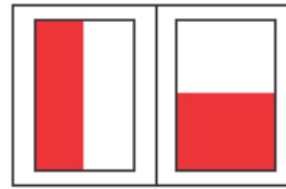
2/3 page horizontal
width x height
122 x 260 mm
140 x 297 mm ♦

2/3 page vertical
width x height
186 x 176 mm
210 x 198 mm ♦



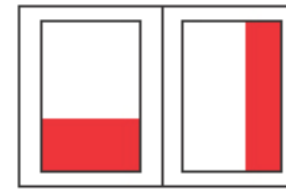
junior page
width x height
137 x 190 mm

trim size
width x height
152 x 205 mm ♦



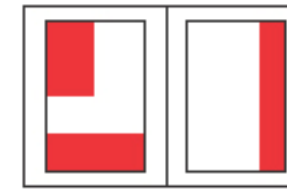
1/2 page horizontal
width x height
90 x 260 mm
105 x 297 mm ♦

1/2 page vertical
width x height
186 x 130 mm
210 x 146 mm ♦



1/3 page horizontal
width x height
186 x 86 mm
210 x 99 mm ♦

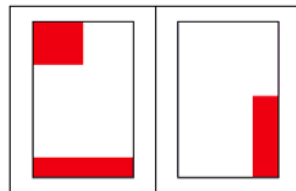
1/3 page vertical
width x height
58 x 260 mm
70 x 297 mm ♦



1/4 page
width x height
90 x 130 mm
105 x 142 mm ♦

1/4 page vertical
width x height
43 x 260 mm
52 x 297 mm ♦

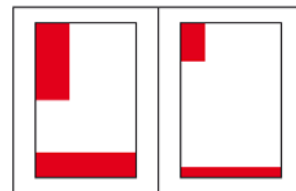
1/4 page horizontal
width x height
186 x 65 mm
210 x 74 mm ♦



1/8 page
width x height
90 x 65 mm
105 x 76 mm ♦

1/8 page vertical
width x height
43 x 130 mm
52 x 142 mm ♦

1/8 page horizontal
width x height
186 x 33 mm
210 x 37 mm ♦



1/6 page
width x height
58 x 130 mm
70 x 142 mm

1/16 page vertical
width x height
43 x 65 mm

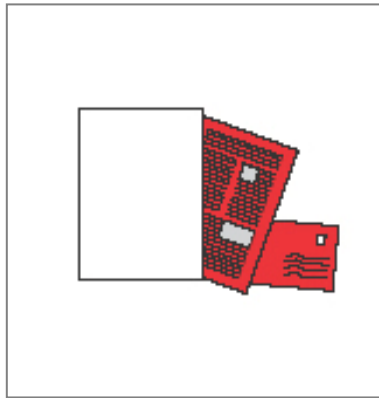
1/6 page horizontal
width x height
186 x 43 mm
210 x 50 mm ♦

1/16 page horizontal
width x height
186 x 16 mm

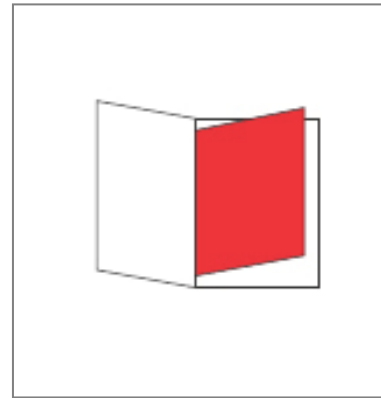


♦ trim size: add 4mm per trimmed edge for bleed size

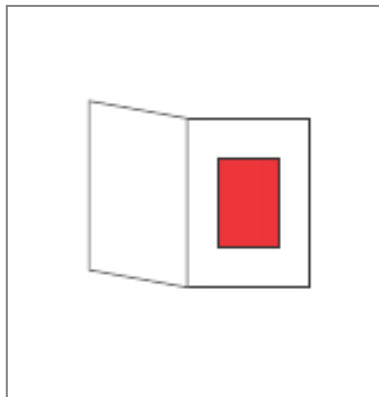
Examples of special ads



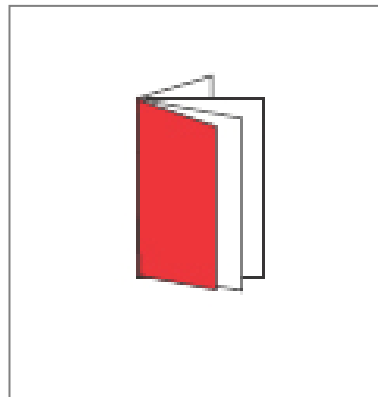
Loose inserts



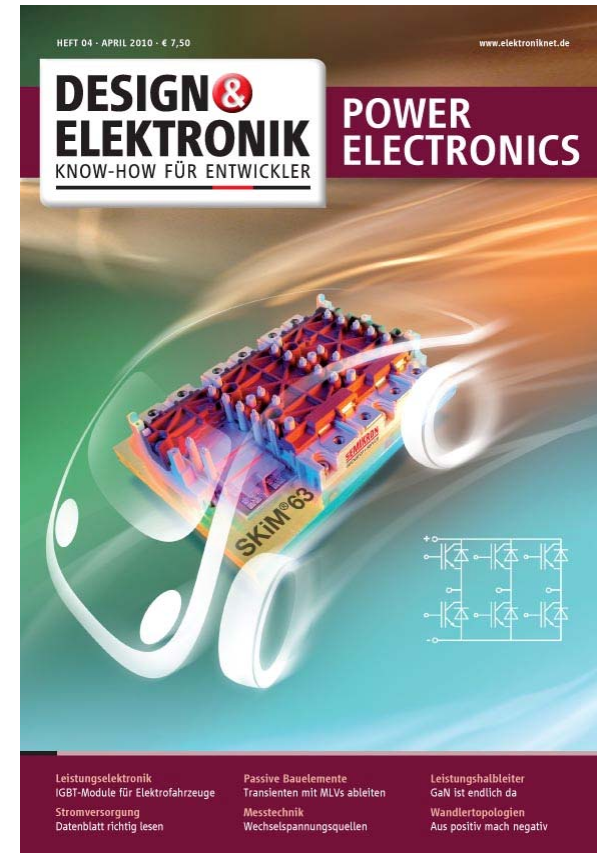
Bound inserts



Tip-on ads



Flap



The leading IVW proofed 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 feeded 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 – 12 million page impressions in the last 12 months, almost 30,000 news and product releases, about 10,000 companies within the supplier database.

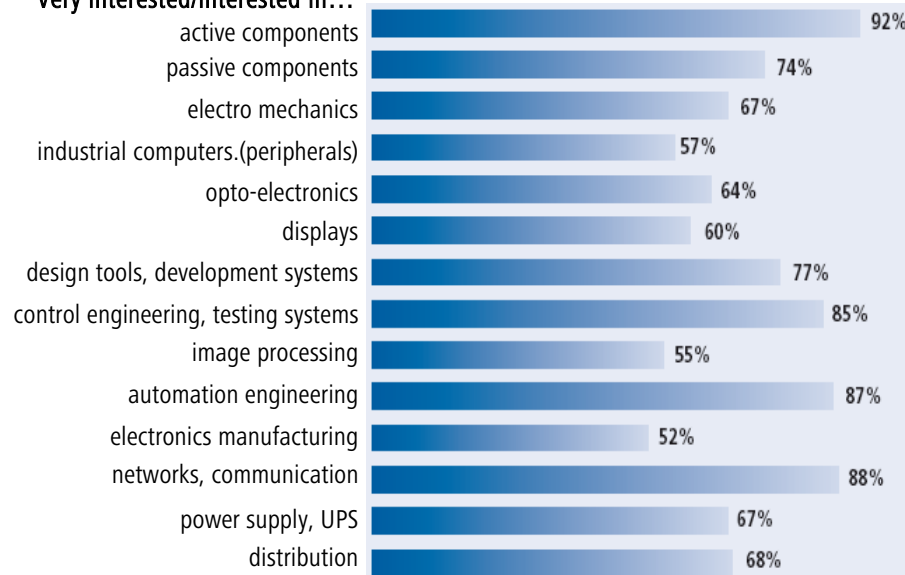
Eleven competence centers offer tailor made information for decision makers – from automation, automotive, components, distribution and embedded to e-mechanics, communications, measurement, opto and power.

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.

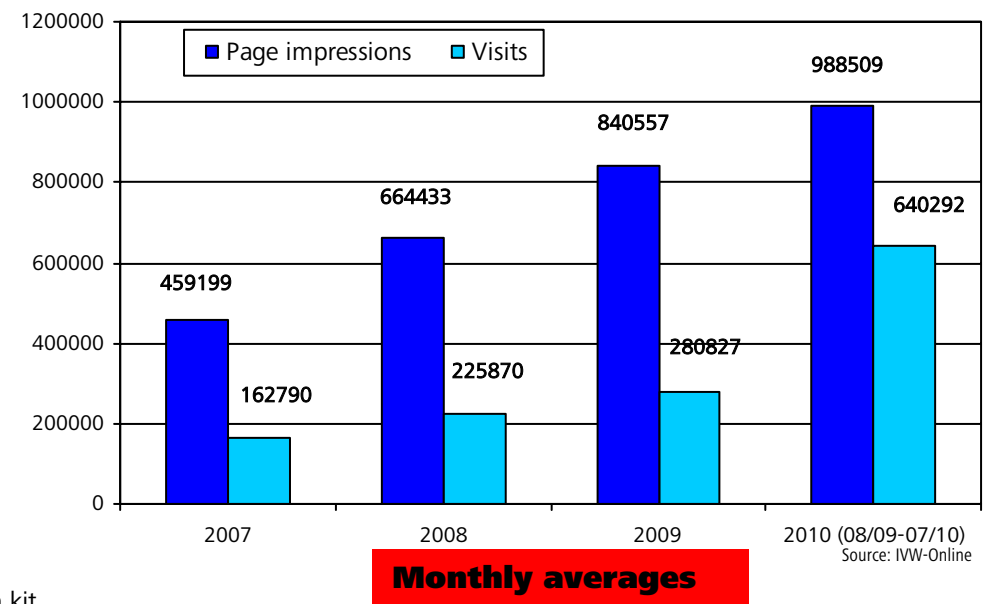
elektroniknet.de offers pinpoint communication possibilities to advertisers: banner advertisement, sponsoring, newsletter advertisement, presentation of important dates, webcasts, whitepapers and many other formats help suppliers in electronics to increase their communication success.

Visitors of elektroniknet.de

Very interested/interested in...



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

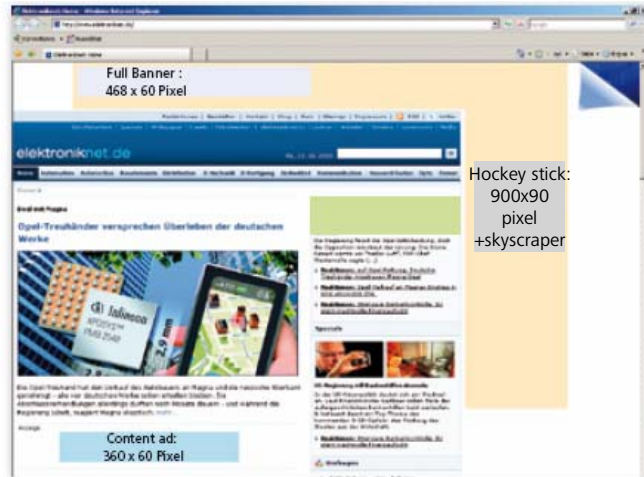


Find out more about elektroniknet.de's user structure in elektroniknet.de's media kit or visit elektroniknet.de/media

source: elektroniknet.de visitors analysis, 2009, n=1,597 persons

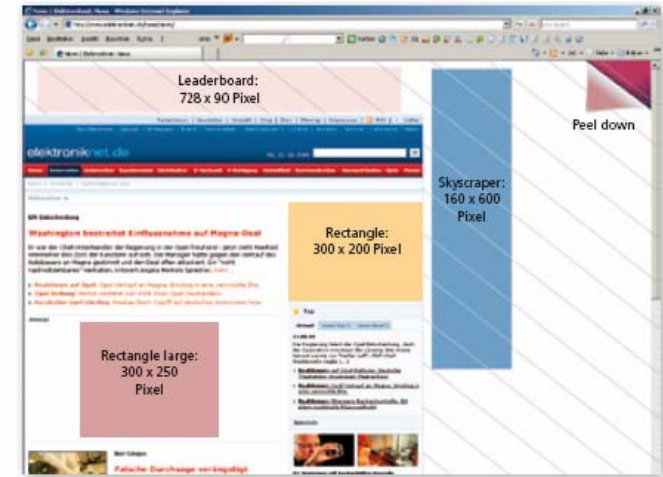
Advertising in elektroniknet.de

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

including contact data and logo € 1,450.-/month

Whitepaper

including contact data and download area € 9.-/lead (optional)

Supplier database

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

Company listing: free of charge

Premium listing >>> company portrait with 2 pictures, 1 video, 5 event dates and product portfolio € 1,200.-/year

Liveticker

sponsoring of live news from the most important German electronics trade shows: € 2,880.-/show

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 55,000 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.

Extra services for your company provided by DESIGN&ELEKTRONIK!

66,500 readers per issue according to LA ELFA 07/08 make DESIGN&ELEKTRONIK the trade journal achieving the highest reach of all monthly titles in Germany. DESIGN&ELEKTRONIK guarantees successful market communication proven by audited performance data and based on several service tools:

Recall and Impact Analysis (RIA)



DESIGN&ELEKTRONIK's RIAs provide you with information about the impact of your adverts on your customers. Important questions are answered, such as „Do customers really pay attention to my ad?“, „What information about my company is retained by the reader?“ and „Is there a way to excite new customers by my ad performance?“

DESIGN&ELEKTRONIK's RIAs don't just examine content and composition of the ads. An ad strategy has to be regarded in its overall context. Therefore, RIA examines also what purchase decision makers think about products and companies. Each participant receives a concise image analysis on top.

Eye Tracking



RIAs measure processed memorized informationen. However, eye tracking examines pure reception of information. DESIGN&ELEKTRONIK's exclusive eye tracking studies for ad clients guarantee important insights for successful advertising. Eye tracking is a special analysis of glances on ads measured by an eye camera. Advertisers receive important information about access in motifs, durance of attention and eye movement. Real time videos with eye movements of customers and an exciting presentation show in detail how an advert is actually perceived.

Beispielhafte Mediapläne im Vergleich

Mediaplan	Print	TV	Radio	Internet	Print	TV	Radio	Internet
Mediaplan A	100%	0%	0%	0%	100%	0%	0%	0%
Mediaplan B	80%	20%	0%	0%	80%	20%	0%	0%
Mediaplan C	60%	40%	0%	0%	60%	40%	0%	0%
Mediaplan D	40%	60%	0%	0%	40%	60%	0%	0%
Mediaplan E	20%	80%	0%	0%	20%	80%	0%	0%
Mediaplan F	10%	90%	0%	0%	10%	90%	0%	0%
Mediaplan G	5%	95%	0%	0%	5%	95%	0%	0%
Mediaplan H	2%	98%	0%	0%	2%	98%	0%	0%
Mediaplan I	1%	99%	0%	0%	1%	99%	0%	0%
Mediaplan J	0%	100%	0%	0%	0%	100%	0%	0%

MDS evaluation tool – calculate your media plan's efficiency!

How many customers does your ad really reach? What is the price of one customer contact? How is savings potential to be achieved? Which ad format is the best for your company regarded from an economical point of view? These questions and many more are answered by MDS-evaluation tool based on readership analysis electronics trade media (LA ELFA). Its methodical and academic quality and its practical transparency have been making LA ELFA an authoritative basis for media planning in the electronics industry. Axel-Springer-Verlag supplies its evaluation program MDS (media planning system) for LA ELFA. MDS allows fast and reliable efficiency comparisons for media planning. Results are based on the price lists of the publishing houses and the coverages of the media according to LA ELFA. For further information about the free evaluation tool please visit the official LA ELFA website www.la-elfa.org.

For further informationen on service tools please visit www.elektroniknet.de/media or contact your DESIGN&ELEKTRONIK sales representative via Phone +49 (0)8121.95 - 1309.

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Please note our new contact details:

General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2010)

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 (redhibitory 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 (redhibitory 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.