



# ENERGIE & TECHNIK

Fachmedium für Energieeffizienz

## MEDIA GUIDE

# 2011



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



**1 Characteristics**

Energie & Technik reports in each issue about the current market situation of modern energy technology, providing new product, innovation and background information from energy saving and renewable energies up to electric cars. It considers not only single aspects but places everything which has anything to do with energy-efficiency within a relevant context.

This leads to a continuous structure in the complex field of energy-efficiency, from the production and systems of energy through to industrial and household usage.

The entire value-added chain of photovoltaics will be explored - from cell material composition to effective module assembly.

Readers will learn about news and developments from deeply technical articles and interviews written by the experienced editorial staff.

Energie & Technik targets CEO's, technical and administration management, developers, purchasers, installers and other functions with responsibility for the production and use of energy.

[www.energie-und-technik.de](http://www.energie-und-technik.de) gives ongoing updates on the latest developments regarding renewable energies, energy efficiency, electro mobility and green electronics, as well as relevant political debates and new regulations.

The weekly newsletter of Energie & Technik reaches more than 50,000 recipients. Reports about current trends, products and specialist know-how make it a perfect advertising medium to reach this increasingly important target market.

- 2 Publication frequency:** six times per year
- 3 Volume:** 3rd volume 2011
- 4 Web address (URL):** [www.energie-und-technik.de](http://www.energie-und-technik.de)
- 5 Membership:** IVW (certified audit of circulation)
- 6 Organ:** -

- 7 Publisher:** WEKA FACHMEDIEN GmbH
- 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@energie-und-technik.de](mailto:media@energie-und-technik.de)
- 9 Editorial office:** Heinz Arnold, editor-in-chief  
[harnold@energie-und-technik.de](mailto:harnold@energie-und-technik.de)
- 10 Advertising:** Christian Stadler, advertising manager  
Germany, Austria, Switzerland [cstadler@energie-und-technik.de](mailto:cstadler@energie-und-technik.de)  
other countries see contact page
- 11 Circulation department:** Marc Schneider, distribution manager  
[mschneider@wekanet.de](mailto:mschneider@wekanet.de)
- 12 Subscription rates:** Domestic subscription: € 58.80  
Overseas subscription: € 65.80  
Single copy rate: € 9.80
- 13 ISSN:** 18694357



16 Circulation audit: 

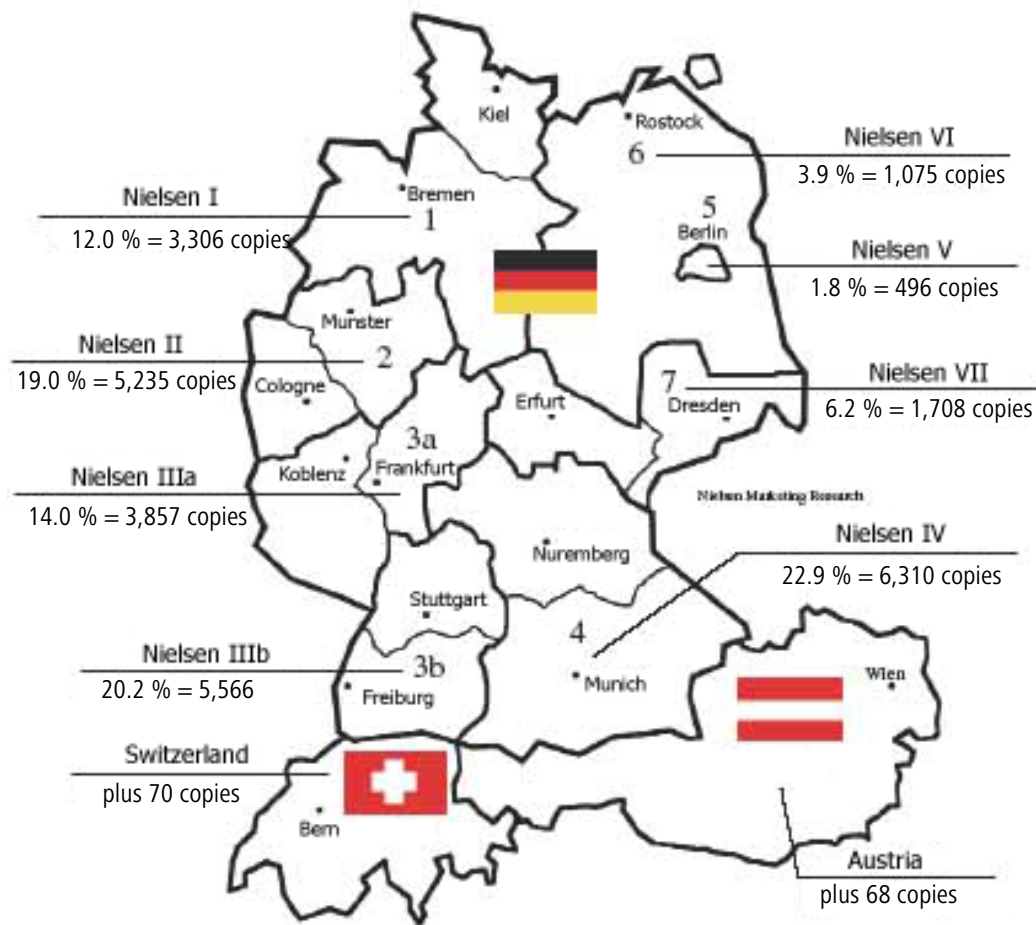
17 Circulation breakdown: 2<sup>nd</sup> quarter 2010

print run:	28,800	
total circulation:	27,735	abroad: 182
sold circulation:	54	abroad: -
subscriptions:	53	
other sales:	1	
controlled circulation:	27,681	
remainder, archive and voucher copies:	1,065	

18 Geographic circulation breakdown:

economic region	share of total circulation	
	%	copies
Germany	99.3	27,533
Austria	0.2	68
Switzerland	0.3	70
other countries	0.2	44
total circulation	100	27,735

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:** 44,636

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

- sold circulation		54	
of which:	subscriptions	53	
	other sales	1	
- controlled circulation		27,681	
of which:	constant free circulation	311	
	changed free circulation	27,371	
- total circulation		27,735	
	domestic	27,553	
	abroad	182	

**3 Description of survey:**

3.1 universe (analysed share)	
universe (total circulation)	27,735 = 100.0 %
Survey represents of universe (total circulation)	27,735 = 100.0 %

3.2 Date of data analysis: July 12<sup>th</sup>, 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.

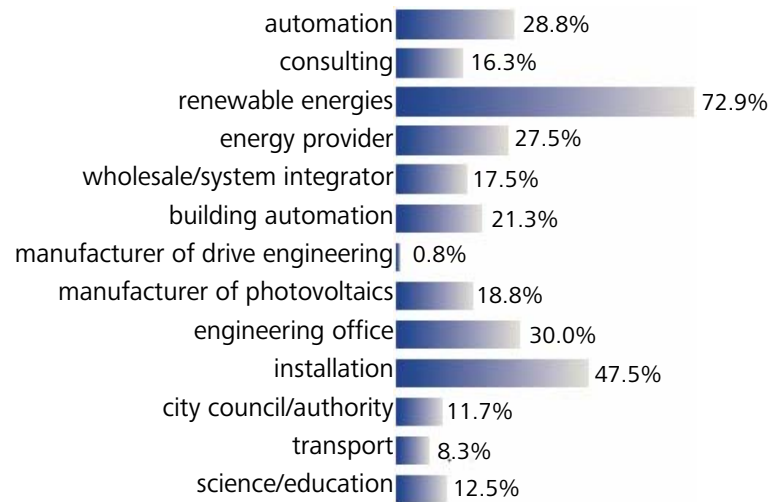
3.4 Target person of survey: omitted

3.5 Definition of reader: omitted

3.6 Period of analysis: July 2010

3.7 Conduction of analysis: publisher

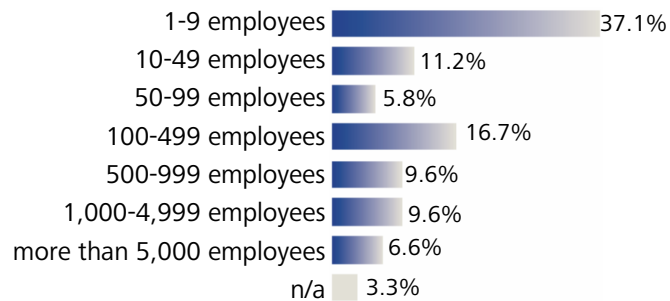
**Business line**



**Field of activity**

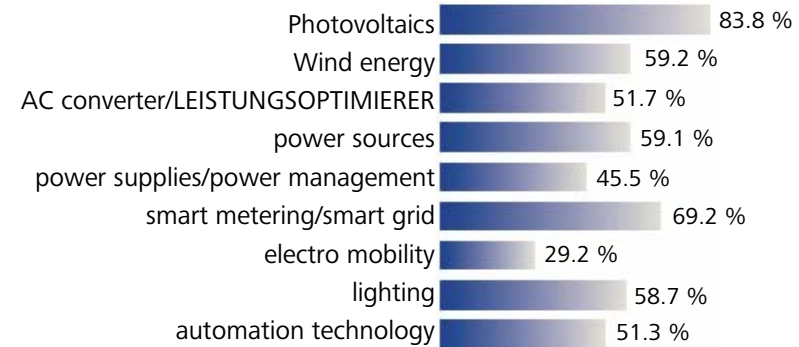


**Number of employees**



**Planned investments**

Sure/possibly planned investments in the next 12 months



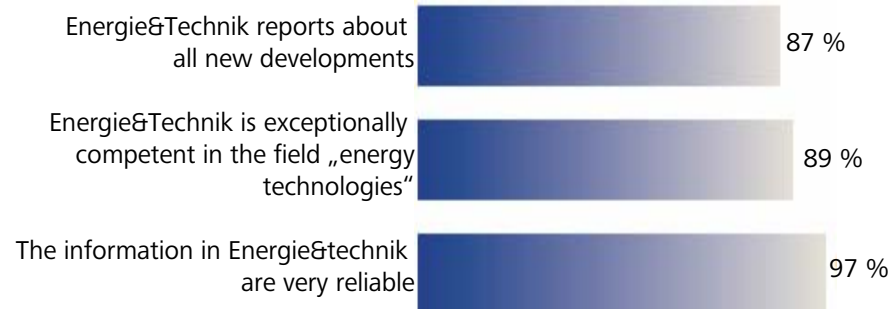
## Reader-magazine-relationship

That's what the recipients say: Energie&Technik is very good/good in the following criteria...



## Reader loyalty

Statement:



	Publication date	Aspect	Focus	Categories	Ad closing date	Trade shows
1	Mar. 15 <sup>th</sup>	<b>Wind energy:</b> power electronics, generators, control electronics, systems, IT infrastructure, drives, interconnect	<b>Smart grid/ smart metering:</b> power transmission, net technologies, power electronics, IT infrastructure	<b>Renewable energies</b> sun, photo voltaic and solar heat, bio, water, geothermal energies etc. <b>Lighting</b> LEDs, controls, drivers, lighting systems, networking <b>Ecodesign</b> power management, power supplies, energy efficient ICs <b>Traffic engineering</b> telematics, electro mobility, traffic management, security <b>Automation</b> industrial and building automation, field buses, wireless sensor networks <b>Energy storage</b> batteries, energy harvesting, fuel cells, super-condensators	Feb. 17 <sup>th</sup>	<b>Hannover Messe/ Wind 2011</b> Hanover, Apr. 4 <sup>th</sup> -8 <sup>th</sup>  <b>new energy 2011</b> Husum, Mar. 17 <sup>th</sup> -20 <sup>th</sup>
2	Apr. 28 <sup>th</sup>	<b>Ecodesign:</b> power management, power supplies, energy efficient ICs (controllers, processors, DSPs,/FPGAs and other ICs)	<b>Lighting:</b> LEDs, controls, drivers, lighting systems, networking	<b>Renewable energies</b> sun, photo voltaic and solar heat, bio, water, geothermal energies etc. <b>Traffic engineering</b> telematics, electro mobility, traffic management, security <b>Smart grid/ smart metering</b> power transmission, net technologies, power electronics, IT infrastructure, electronic counter <b>Automation</b> industrial and building automation, field buses, wireless sensor networks <b>Energy storage</b> batteries, energy harvesting, fuel cells, super-condensators	Mar. 31 <sup>st</sup>	<b>PCIM Europe 2011</b> Nuremberg, May 17 <sup>th</sup> -19 <sup>th</sup>
3	May 23 <sup>rd</sup>	<b>Solar energy:</b> photovoltaics, solar heat, AC converter, electro mechanics, controls/ monitoring, overvoltage protection	<b>Automation:</b> industrial and building automation, field buses, wireless sensor networks	<b>Renewable energies</b> sun, photo voltaic and solar heat, bio, water, geothermal energies etc. <b>Lighting</b> LEDs, controls, drivers, lighting systems, networking <b>Ecodesign</b> power management, power supplies, energy efficient ICs <b>Traffic engineering</b> telematics, electro mobility, traffic management, security <b>Smart grid/ smart metering</b> power transmission, net technologies, power electronics, IT infrastructure, electronic counter <b>Energy storage</b> batteries, energy harvesting, fuel cells, super-condensators	Apr. 27 <sup>th</sup>	<b>Intersolar 2011</b> Munich, June 8 <sup>th</sup> -10 <sup>th</sup>

	Publication date	Aspect	Focus	Categories	Ad closing date	Trade shows
4	July 7 <sup>th</sup>	<b>Smart grid/ smart metering:</b> power transmission, net technologies, power electronics, IT infrastructure	<b>Energy storage:</b> batteries, energy harvesting, fuel cells, super-condensators	<b>Renewable energies</b> sun, photo voltaic and solar heat, bio, water, geothermal energies etc. <b>Lighting</b> LEDs, controls, drivers, lighting systems, networking <b>Ecodesign</b> power management, power supplies, energy efficient ICs <b>Traffic engineering</b> telematics, electro mobility, traffic management, security <b>Automation</b> industrial and building automation, field buses, wireless sensor networks	June 9 <sup>th</sup>	
5	Sep. 1 <sup>st</sup>	<b>PV manufacturing technologies:</b> materials/ equipment for manufacturing of photovoltaic cells and modules	<b>Electro mobility:</b> hybrid and electro drives, telematics, communications, traffic management, security	<b>Renewable energies</b> sun, photo voltaic and solar heat, bio, water, geothermal energies etc. <b>Smart grid/ smart metering</b> power transmission, net technologies, power electronics, IT infrastructure, electronic counter <b>Automation</b> industrial and building automation, field buses, wireless sensor networks <b>Energy storage</b> batteries, energy harvesting, fuel cells, super-condensators <b>Lighting</b> LEDs, controls, drivers, lighting systems, networking	Aug. 5 <sup>th</sup>	<b>PVSEC 2011</b> Hamburg, Sep. 5 <sup>th</sup> -9 <sup>th</sup>  <b>IAA 2011</b> Frankfurt, Sep. 20 <sup>th</sup> -27 <sup>th</sup>
6	Oct. 25 <sup>th</sup>	<b>Automation:</b> industrial and building automation, field buses, wireless sensor networks	<b>Electronics production:</b> materials/ equipment for manufacturing of photovoltaic cells and modules	<b>Renewable energies</b> wind, bio, water, geothermal energies etc. <b>Lighting</b> LEDs, controls, drivers, lighting systems, networking <b>Ecodesign</b> power management, power supplies, energy efficient ICs <b>Traffic engineering</b> telematics, electro mobility, traffic management, security <b>Smart grid/ smart metering</b> power transmission, net technologies, power electronics, IT infrastructure, sensor networks, electronic counter <b>Energy storage</b> batteries, energy harvesting, fuel cells, super-condensators	Sep. 28 <sup>th</sup>	<b>productronica 2011</b> Munich, Nov. 15 <sup>th</sup> -18 <sup>th</sup>  <b>SPS/IPC/DRIVES 2011</b> Nuremberg, Nov. 22 <sup>nd</sup> -24 <sup>th</sup>



- 1 Circulation:** print run: 28,800  
total circulation (Q2/2010): 27,735
- 2 Format of the magazine:** 210 mm width x 297 mm height  
type area: 186 mm width x 260 mm height  
columns: 1 column = 43 mm, 2 columns = 90 mm  
3 columns = 138mm, 4 columns = 186 mm
- 3 Printing and binding technique, printing material:**  
see technical data
- 4 Dates:** 6 issues  
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: - 1651  
www.energie-und-technik.de

**6 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

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

format	widthxheight mm	TYPE AREA widthxheight mm	b/w	2c	3c	4c
1/1 page	210x297	186x260	€ 4,200.-	€ 5,040.-	€ 5,460.-	€ 5,880.-
A5 (junior page)	152x205	137x190	€ 2,470.-	€ 2,960.-	€ 3,210.-	€ 3,450.-
1/2 page	105x297	90x260	€ 2,170.-	€ 2,600.-	€ 2,820.-	€ 3,030.-
	210x146	186x130				
1/3 page	70x297	58x260	€ 1,450.-	€ 1,740.-	€ 1,890.-	€ 2,020.-
	210x 99	186x 86				
1/4 page	105x142	90x130	€ 1,140.-	€ 1,370.-	€ 1,480.-	€ 1,600.-
	52x297 210x 74	52x297 186x 65				
1/6 page	70x142	58x130	€ 780.-	€ 940.-	€ 1,020.-	€ 1,090.-
	210x 50	186x 43				
1/8 page	105x 74	90x 65	€ 590.-	€ 710.-	€ 770.-	€ 830.-
	52x142 210x 37	43x130 186x 33				
2 <sup>nd</sup> /4 <sup>th</sup> cover page						€ 6,470.-
Case study	1/1 page				no discounts	€ 2,900.-
	2/1 page				no discounts	€ 4,800.-
Company portrait	1/4 page					€ 980.-
	1/2 page					€ 1,800.-
	1/1 page					€ 2,900.-
	2/1 page					€ 4,800.-



**8 Additional charges:**

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

**9 Classified advertisements:**

**Job market:**

Recruitment ads: € 3.90 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 % on 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@energie-technik.de](mailto:stellenanzeigen@energie-technik.de)

**Seminar ads:**

format: 58 mm width x 80 mm height

1 insertion € 192.- 3 insertions (plus) € 178.-

6 insertions (plus) € 168.-

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

e-mail: [mhapfelmeier@energie-technik.de](mailto:mhapfelmeier@energie-technik.de)

**Additional charges for colours:**

1 scale colour: 20 % of the basic rate 2 scale colours: 30 %

3 scale colours: 40 %

**10 Special ads:**

**Island ads:** € 18.70/mm b/w

(cover page, belly wrap, flap, barn door, cover gate fold on request)

**11 Discounts:**

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

Frequency discount                      Volume discount

(1/8 page and larger)

2 or more insertions 10%                      2 or more pages 15%

4 or more insertions 15%                      4 or more pages 20%

6 or more insertions 20%                      6 or more pages 25%

**12 Combinations: –**

**13 Bound inserts:**

2-pages(including postage) € 5,590.-

4-pages € 5,910.-

4-pages plus flap € 6,670.-

8-pages € 7,920.-

8-pages plus flap € 8,810.-

12-pages € 9,550.-

further bound inserts on request

calculation circulation: 28,800

**14 Loose inserts:**

including postage up to 25g: € 5,070.-

split-run by zip-codes/Nielsen area per 1,000: € 220.-

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

minimum order sum: € 650.-

further loose inserts over 25g, customer magazines

and advertorials on request

**15 Tip-on ads (only in combination with 1/1-page – non discountable)**

**Tip-on postcards:** including postage € 1,650.-

mechanical processing: 3 cm from gutter to centre

**Tip-on CDs:** including postage € 3,180.-

mechanical processing: 15 mm to 60 mm from gutter to 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 Energie&Technik-issue xy/2011"

**printing technique:**

4-colored web offset printing, saddle stich  
Please require the reproduction and proof information.

**digital data transfer:**

please contact Veronika Stockmayr  
phone: +49 (0) 8121.95 - 1475  
fax: +49 (0) 8121.95 - 1690  
e-mail: vstockmayr@energie-technik.de  
Please transmit your digital data as a PDF via data medium(CD-Rom, e-mail or FTP).

**file names should be given as in the example: customer\_M&T\_issue (for example: Company\_E&T\_1\_11)**

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

**magazine format:**

210 mm width x 297 mm height (DIN A4)

**type area:**

186 mm width, 260 mm height

1 column = 43 mm

2 columns = 90 mm

3 columns = 138 mm

4 columns = 186 mm

**loose inserts:**

minimum size: 105 x 148 mm, maximum size: 10 mm smaller than the magazine on each side

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

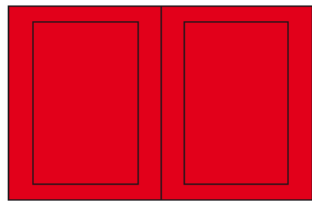
trimmed pages should have an additional 4 mm on each border to be cut off  
bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing  
placement possibilities: print run and part of circulation by post code or Nielsen area

**tip-on ads:**

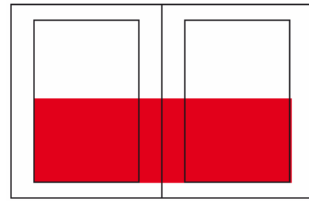
folded products must be close to the gutter and be adapted for mechanical processing  
positioning on request  
placement possibilities: print run and part of circulation of the tip-on inserts by zip codes

**Delivery date for loose and bound inserts:**

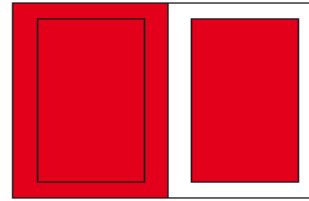
ad closing date of respective issue



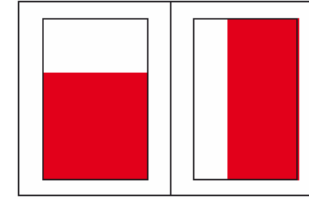
Double page spread across gutter  
width x height  
420 x 297 mm ♦



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

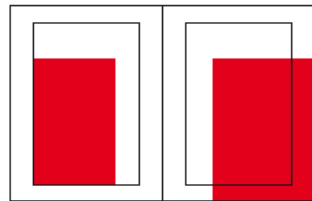


1/1 page  
width x height  
210 x 297 mm ♦  
186 x 260 mm



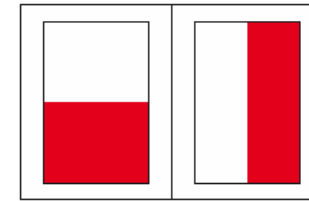
2/3 page horizontal  
width x height  
210 x 198 mm ♦  
186 x 176 mm

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



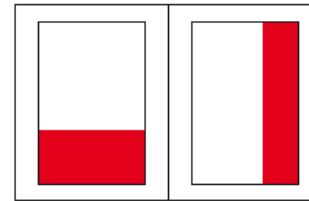
junior page  
width x height  
137 x 190 mm

trim size  
width x height  
152 x 205 mm ♦



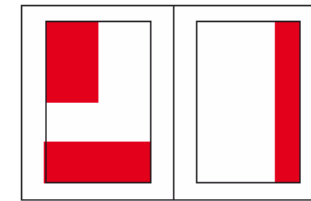
1/2 page horizontal  
width x height  
210 x 146 mm ♦  
186 x 130 mm

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



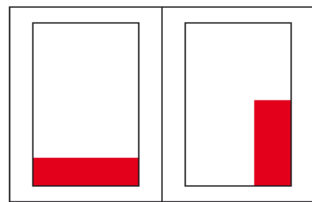
1/3 page horizontal  
width x height  
210 x 99 mm ♦  
186 x 86 mm

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



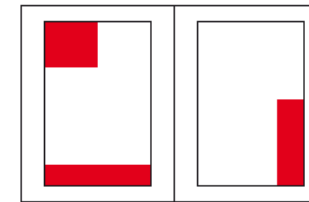
1/4 page  
width x height  
105 x 142 mm ♦  
90 x 130 mm

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



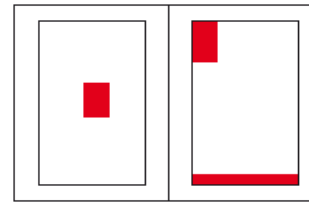
1/6 page horizontal  
width x height  
210 x 50 mm ♦  
186 x 43 mm

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



1/8 page  
width x height  
105 x 74 mm ♦  
90 x 65 mm

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



island ad  
width x height  
43 x 50 mm  
to 80 mm

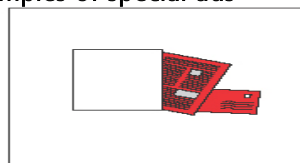
1/16 page  
width x height  
43 x 65 mm

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

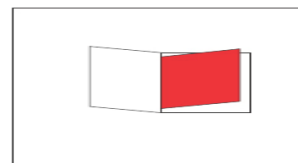
1/4 page horizontal  
width x height  
210 x 74 mm ♦  
186 x 65 mm

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

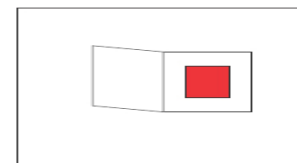
## Examples of special ads



Loose inserts



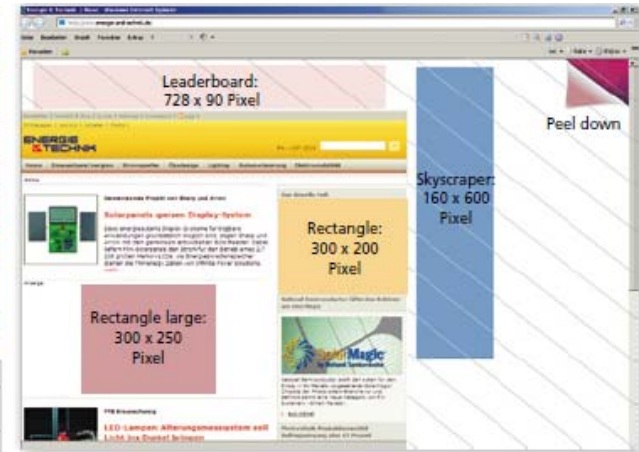
Bound inserts



Tip-on ads



<b>Full Banner</b>	= € 125,-/1.000 Page Impressions
<b>Skyscraper</b>	= € 160,-/1.000 Page Impressions
<b>Content ad</b>	= € 160,-/1.000 Page Impressions
<b>Leaderboard</b>	= € 250,-/1.000 Page Impressions
<b>Rectangle large</b>	= € 380,-/1.000 Page Impressions
<b>Peel down</b>	= € 210,-/1.000 Page Impressions
<b>Rectangle</b>	= € 190,-/1.000 Page Impressions
<b>Hockey Stick</b>	= € 370,-/1.000 Page Impressions
<b>Text Ad</b>	= € 50,-/1.000 Page Impressions
<b>Wallpaper ad:</b> (only on homepage) honey stick + coloured background	= € 410,-/1.000 page impressions



**Webcast**

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

**Whitepaper**

Publication free of charge  
including contact data and download area € 9.-/lead (optional)

**Supplier database**

10,000 suppliers of 700 product groups are listed in the energie-und-technik.de-database.  
Standard 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

**Webinar**

Complete commercialization and technical realization € 2,790.-/webinar

**Question of the week**

exclusive market research tool rate includes analysis placement in a competence centre of your choice € 990.-/week

**Microsite**

a dedicated microsite within energie-und-technik.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

Weekly energie-und-technik.de publishes its newsletter to more than 55,000 recipients. The high click rates make the newsletter to the ideal advertising platform.

**Premium placement** € 2,890.-

**Text ad with max. 500 characters** (max. 3 text ads per issue) € 2,490.-

Corporate logo and product picture  
Data size: max. 30 KB  
Data format: GIF, JPEG, TIF, EPS

**Skyscraper** € 2,490.-  
(160 x 600 pixel, max. 35 KB)  
Data format: GIF, JPEG, Flash, HTML

**Full Banner** € 2,490.-  
(468 x 60 pixel, max. 30 KB)  
Data format: GIF, JPEG, Flash, HTML

**Content Ad** € 2,490.-  
(360 x 60 pixel, max. 30 KB)  
Data format: GIF, JPEG, Flash, HTML

**Rectangle** € 2,490.-  
(200 x 200 pixel, max. 35 KB)  
Data format: GIF, JPEG, Flash, HTML

**Event listing in the newsletter** € 390.-  
The headline has maximum 70 characters including space.  
The date and location contains 35 characters incl. space

**Text ad within the newsletter** € 390.-  
headline + 2 text lines and ad URL

**Platinum newsletter** € 6,370.-  
text ads (exclusive)

Editorial service:  
1 product announcement  
1 news announcement  
1 specialized article  
Mention within the subject heading

## Sponsoring of a Competence Centre

**Gold – combination of three ad banners**  
Leaderboard + Skyscraper + Rectangle  
(total 70 KB)  
€ 450.- / 1,000 page impressions

**Silver I – combination of two ad banners**  
Content Ad + Rectangle  
(total 60 KB)  
€ 230.- / 1,000 page impressions

**Silver II – combination of two ad banners**  
Rectangle large + Rectangle  
(total 60 KB)  
€ 410.- / 1,000 page impressions

## Gross sales per year for all forms of advertising in energie-und-technik.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%

The editorial staff of elektroniknet.de reserves the right to edit the articles in corporation with the customer.



**Recall and Impact Analysis (RIA)**

Markt&Technik’s Recall and Impact Analysis report how advertising affects customers. RIA answers important questions like “Do customers pay attention to my ad?”, “Which message remains top of mind with my customers?” and “Is it possible to win new customers over with my ad?”. RIA is not just restricted to ad content and layout it also shows what decision makers think about your products and your company giving each survey participant a concise image analysis on top.

**Eye Tracking**

While RIA measures processed, retained information 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.

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### 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 (rehabilitatory 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 (rehabilitatory 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.