

Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

Keine Konsolidierung, sondern Expansion

Renesas Electronics und Nokia haben sich auf eine strategische Allianz geeinigt, um gemeinsam Modemtechnologien für die Mobilfunknetze HSPA+/LTE (Evolved High Speed Packet Access/Long-Term Evolution) zu entwickeln. Ein Teil der Vereinbarung sieht vor, dass Renesas Nokias Funkmodemsparte für rund 200 Mio. Dollar übernimmt. Darüber hinaus wollen beide Firmen gemeinsam im Bereich zukünftiger Funktechnologien forschen.



München – Dass Renesas Electronics jetzt mit Neugierden an den Markt betreten würde, war zu erwarten. Das Unternehmen hatte gleich zu Beginn seiner Firmengeschichte erklärt, innerhalb der ersten 100 Tage seines Bestehens einseitige Entscheidungen

über seine Zukunft treffen zu wollen – Renesas Electronics war am 1. April 2010 durch den Merger zwischen NEC Electronics und Renesas Technologies entstanden. Aber ansatz eine Konsolidierungsstrategie offenzulegen, expandiert das Unternehmen erst mal kühn

Interview der Woche
Nach dem harten Sparkurs ist Leoni in der Lage, auf Wachstum umzuschalten. Den Fokus richtet der Konzern dabei auf

Stärke von VLSIresearch zum Halbleiter-Equipment

Plus 96 Prozent in diesem Jahr

Rang	Firma	Q4/09	Q1/10	W
1	Applied Materials	1.214	1.741	
2	Telrad Electron	848	1.151	
3	ASML	858	1.026	
4	Lam Research	487	633	
5	KLA-Tencor	411	445	
6	Nikon	273	300	
7	Damipgon Screen	350	345	
8	Tandem	198	220	
9	ASIM International	250	250	
10	Novellus Systems	223	253	
Ancher		2.127	3.861	
Echaf		7.239	10.364	

Der Umsatz der größten zehn Hersteller von Maschinen zur Halbleiterfertigung im 4. Quartal 2009 und im 1. Quartal 2010 (in Mio. Dollar)

Santa Clara – Der Weltmarkt für Maschinen zur Fertigung von Halbleitern stieg laut VLSIresearch im 1. Quartal 2010 gegenüber dem 4. Quartal 2009 um 43 Prozent auf 10,4 Mrd. Dollar. Für 2010 rechnen die VLSIresearch-Analysten mit einem Umsatz von 47,6 Mrd. Dollar, was gegenüber 2009 ein Wachstum von 95,8 Prozent wäre. Marktführer ist nach wie vor Applied Materials. Unter den Top Ten erzielt Tereadyne mit 46 Prozent das höchste Wachstum, vor allem durch den starken Bedarf an SoC-Testsystemen. (ha)

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

Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

MEDIA GUIDE 2011



Highest readership!

source: according to LA ELFA 07/08 113,000 readers per issue

Highest advertising volume!

source: mediaskop VU Meynen, Q1-Q2/2011, segment: electronics





1 Characteristics:

Markt&Technik, the independent weekly newspaper for electronics, includes up-to-date information on the latest technology and its impact, business issues and trends, product development strategies, buying strategies, new product information and management techniques in the electronics industry. The editorial content meets the specific information requirements of decision makers in development, product planning, purchase, technical and administrative management. Clearly headed, extensive market surveys, focussed reports and product reports give a quick and reliable overview of all the important fields in electronics.

2 Publication frequency: weekly + 8 special issues + 4 quarterly reports + official show daily productronica

3 Volume: 35th 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)
Not concerning the special issues.

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@markt-technik.de

9 Editorial office: Heinz Arnold, editor-in-chief
harnold@markt-technik.de

10 Advertising: Christian Stadler, advertising manager
Germany, Austria, Switzerland
other countries: cstadler@markt-technik.de
see contact page

11 Circulation department: Marc Schneider, distribution manager
mschneider@wekanet.de

12 Subscription rates: Domestic subscription: € 219.00
Overseas subscription: € 232.00
Single copy rate: € 4.50

13 ISSN: 0344-8843

14 Editorial to advertising ratio: 2009 = 63 issues
format of the magazine: 230 mm x 297 mm
total pages: 3,794 pages = 100.00 %
editorial content: 2,802 pages = 73.9 %
advertising content: 992 pages = 26.1 %
loose inserts: 43 pieces

15 Editorial content analysis: 2009 = 2,802 pages
latest news 961 pages = 34.3 %
product articles/market surveys 983 pages = 35.1 %
professional articles 731 pages = 26.1 %
financial articles 127 pages = 4.5 %



16 Circulation audit:



17 Circulation breakdown:

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

print run:	32,013	
total circulation:	31,458	abroad: 1,993
sold circulation:	1,501	abroad: 164
subscriptions:	1,298	
other sales:	203	
controlled circulation:	29,957	
remainder, archive and voucher copies:	555	

18 Geographic circulation breakdown:

economic region	share of total circulation	
	%	copies
Germany	93.7	29,465
Austria	2.9	906
Switzerland	3.1	963
other countries	0.4	124
total circulation	100	31,458

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: 115,879

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

- sold circulation		1,388
of which:	subscriptions	1,252
	other sales	136
- controlled circulation		30,073
of which:	constant free circulation	491
	changed free circulation	29,582
- total circulation		31,460
	domestic	29,466
	abroad	1,994

3 Description of survey:

3.1 universe (analysed share)

universe (total circulation)	31,460 = 100.0 %
of which not analysed in survey:	135 = 0.5 %
other sales	135

Survey represents of universe (total circulation) 31,325 = 99.5%

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 (113,100 readers)	
	percent	total
chemical industry, mineral-oil processing (base: 31,600)	15	16,600
automotive electronics / vehicle design (base: 61,000)	31	34,800
military electronics (base: 13,900)	8	8,800
consumer electronics (base: 52,700)	21	24,300
data processing (base: 111,500)	36	41,300
measurement and control technology (base: 93,400)	42	47,600
medical technology (base: 55,500)	28	31,500
precision and optical goods (base: 25,500)	10	11,300
engineering industry / apparatus industry (base: 89,300)	37	41,300
telecommunications (base: 64,300)	29	32,700
industrial electronics (base: 100,700)	53	59,600
components production (base: 30,500)	17	18,800
trade/distribution of electrical devices and components (base: 56,200)	26	29,100
consulting engineering firm (base: 47,900)	22	24,700
others (base: 6,500)	2	1,900

19R Size of economic entity

	Share of average readership (113,100 readers)	
	percent	total
1 - 9 employees (base: 101,100)	32	36,700
10 - 99 employees (base: 101,400)	39	44,500
100 and more employees (base: 66,900)	28	31,900
	100	113,100

19R Fields of work

	Share of average readership (113,100 readers)	
	percent	total
development, research, design (base: 197,800)	77	87,200
purchasing, procurement (base: 164,100)	61	68,400
public authority, management (base: 108,300)	45	51,400
production, manufacture, quality control (base: 159,400)	58	66,100
Organisation, logistics (base: 106,600)	40	44,900



19R Vocational training

	Share of average readership (113,100 readers)	
	percent	total
apprenticeship completed (base: 17,000)	5	6,100
master craftsman's examination (base: 15,500)	3	3,700
technical school completed (base: 16,400)	5	5,200
engineering college (base: 12,900)	7	8,400
polytechnic college (base: 10,400)	3	3,100
technical college (base: 104,100)	41	46,800
university (base: 89,000)	33	37,500
doctorate (base: 4,100)	2	2,300
	100	113,100

19R Age

	Share of average readership (113,100 readers)	
	percent	total
18 to 29 years (base: 23,200)	7	8,100
30 to 39 years (base: 58,000)	18	20,000
40 to 49 years (base: 105,100)	43	48,100
50 to 59 years (base: 64,300)	26	29,800
60 years and above (base: 18,800)	6	7,200
	100	113,100

19R Gender

	Share of average readership (113,100 readers)	
	percent	total
men (base: 262,900)	98	111,100
women (base: 6,600)	2	2,000
	100	113,100





19R Readership / coverage

	universe = 269,400 persons		costs per 1,000 readers price list No. 34,2011 1/1 page bw € 6,020.-
	percent	total	
prompted recall	89.3	240,500	---
at least 1 of 12 issues read	66.0	177,800	€ 33.86
readers of an average issue	42.0	113,100	€ 53.23

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)	68.6	135,700
public authority, management (base: 108,300)	69.3	75,000
Purchasing, procurement (base: 164,100)	66.0	108,300

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)	44.1	87,200
public authority, management (base: 108,300)	47.5	51,400
Purchasing, procurement (base: 164,100)	41.7	68,400

Coverage according to product fields

Target groups	coverage per issue total
procurement decision makers active components (sole + joint decision-making, base: 141,700)	70,000
procurement decision makers passive components (sole + joint decision-making, base: 140,600)	69,100
procurement decision makers electro mechanics (sole + joint decision-making, base: 116,100)	62,200
procurement decision makers Industrial computers (sole + joint decision-making, base: 152,000)	65,800
procurement decision makers opto-electronics (sole + joint decision-making, base: 60,800)	34,200
procurement decision makers design tools, development systems (sole + joint decision-making, base: 110,400)	51,900
procurement decision makers control engineering, testing systems (sole + joint decision-making, base: 106,500)	48,800
procurement decision makers automation engineering (sole + joint decision-making, base: 71,600)	36,100
procurement decision makers electronics manufacturing (sole + joint decision-making, base: 63,300)	33,000
procurement decision makers networks, communication (sole + joint decision-making, base: 158,100)	62,000
procurement decision makers power supplies, UPS (sole + joint decision-making, base: 92,500)	37,600

universe: total circulation, according to clause 17 of AMF scheme 2 = 31,415 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	Technology focus	e-kompakt (topics including market surveys)	Trade shows	Ad closing date
January	1/2	Jan. 7 th , 2011	analysts' outlook for 2011	power supplies industrial computers & embedded systems		Dec. 21 st , 2010
	3	Jan. 14 th , 2011	IC & components testers	heat management/cooling technology connectors & cables		Dec. 29 th , 2010
	Q-1	Jan. 21 st , 2011	quarterly distribution & services			Jan. 7 th , 2011
	4	Jan. 21 st , 2011	analog & power management ICs	design tools & development systems EMC components		Jan. 7 th , 2011
	5	Jan. 28 th , 2011	cases & cabinets	electronics manufacturing sensor technology		Jan. 14 th , 2011
February	6	Feb. 4 th , 2011	industrial image processing <i>special: displays & illumination</i>	microcontrollers/processors/DSPs built-in printers		Jan. 21 st , 2011
	7	Feb. 11 th , 2011	SoCs, ASICs & IP-Cores <i>special: power supplies</i>	switches/keys/input systems measurement technologies		Jan. 28 th , 2011
	8	Feb. 18 th , 2011	quartzes/oscillators & transmitters <i>show guide: embedded world 2011</i>	batteries & accumulators, charging systems automotive components		Feb. 4 th , 2011
	SI-1	Feb. 25 th , 2011	special issue: green electronics			Feb. 1 st , 2011
	9	Feb. 25 th , 2011	memory ICs <i>show issue: embedded world 2011</i> <i>show issue: CeBIT 2011</i>	passive components relays	embedded world , Nuremberg, March 1 st – 3 rd , 2011 CeBIT 2011 , Hanover, March 1 st - 5 th , 2011	Feb. 11 th , 2011
March	10	Mar. 4 th , 2011	distribution salary report	heat management/cooling technology communications ICs & modules		Feb. 18 th , 2011
	11	Mar. 11 th , 2011	medical technology <i>show issue: EMV 2011</i>	connectors & cables cases & cabinets	EMV , Stuttgart, March 15 th - 17 th , 2011	Feb. 25 th , 2011
	P&S-1	Mar. 18 th , 2011	production & services			March 4 th , 2011
	12	Mar. 18 th , 2011	microcontrollers/processors/DSPs	power supplies optoelectronics		March 4 th , 2011
	SI-2	Mar. 25 th , 2011	special issue: measurement & automation			March 1 st , 2011
	13	Mar. 25 th , 2011	UPSs <i>review: embedded world 2011</i>	displays HF components		March 11 th , 2011

Issue	Publication date	Technology focus	e-kompakt (topics including market surveys)	Trade shows	Ad closing date	
April	14	April 1 st , 2011	organic electronics show issue: Hannover Messe 2011	RFID programmable logic	Hannover Messe , Hanover, April 4 th - 8 rd , 2011	March 18 th , 2011
	15	April 8 th , 2011	power semiconductors	batteries, accumulators & charging systems industrial computers & embedded systems		March 25 th , 2011
	SI-3	April 15 th , 2011	special issue: electromechanics & passive components			March 22 nd , 2011
	Q-2	April 15 th , 2011	quarterly distribution & services			April 1 st , 2011
	16	April 15 th , 2011	automotive	measurement technology analog technology		April 1 st , 2011
	17	April 21 st , 2011	LEDs/lightning	power supplies microcontrollers & processors/DSPs		April 7 th , 2011
	18	April 29 th , 2011	power & motion show issue: SMT/HYBRID/PACKAGING 2011	built-in printers displays	SMT/HYBRID/PACKAGING , Nuremberg, May 3 rd - 5 th , 2011	April 13 th , 2011
	May	19	May 6 th , 2011	oscilloscopes special: embedded components	image processing green electronics	
20		May 13 th , 2011	wireless show issue: PCIM 2011	operation & observation UPSs	PCIM Europe , Nuremberg, May 17 th - 19 th , 2011	April 29 th , 2011
21		May 20 th , 2011	development systems	switches/keys/input systems plugs/cables		May 6 th , 2011
22		May 27 th , 2011	industrial communications/ethernet/fieldbuses special: cases & cooling technology	batteries & accumulators relays		May 12 th , 2011
June	SI-4	June 3 rd , 2011	special issue: semiconductors			May 9 th , 2011
	23	June 3 rd , 2011	MEMs show issue: SENSOR+TEST 2011	optoelectronics power supplies	SENSOR+TEST , Nuremberg, June 7 th - 9 th , 2011	May 19 th , 2011
	P&S-2	June 10 th , 2011	production & services			May 26 th , 2011
	24	June 10 th , 2011	embedded software	displays quartzes & oscillators/transmitters		May 26 th , 2011
	25	June 17 th , 2011	EMC	industrial computers & embedded systems image processing		June 1 st , 2011
	26	June 24 th , 2011	passive components	connectors & cables medical technology		June 8 th , 2011

Issue	Publication date	Technology focus	e-kompakt (topics including market surveys)	Trade shows	Ad closing date
July	27	July 1 st , 2011	measurement technology	switches/keys/input systems design tools & development systems	June 16 th , 2011
	28	July 8 th , 2011	relays	opto electronics cases & cabinets	June 24 th , 2011
	SI-5	July 7 th , 2011	special issue: power supplies & power management		June 20 th , 2011
	Q-3	July 15 th , 2011	quarterly distribution & services		July 1 st , 2011
	29	July 15 th , 2011	communications ICs & modules	industrial communications/ethernet/fieldbuses sensor technology	July 1 st , 2011
	30	July 22 nd , 2011	industrial computers & embedded systems	microcontrollers/processors/DSPs heat management/cooling technology	July 8 th , 2011
	31	July 29 th , 2011	operation & observation Special: plugs & cables	measurement technology electronics productions	July 15 th , 2011
August	32	Aug. 5 th , 2011	HF components	displays quartzes & oscillators/transmitters	July 22 th , 2011
	33	Aug. 12 th , 2011	switches/keys/input systems	passive components analog technology	July 30 th , 2011
	34	Aug. 19 th , 2011	optoelectronics	power supplies cases & cabinets	Aug. 4 th , 2011
	35	Aug. 26 th , 2011	design tools & development systems Special: image processing	power electronics industrial computers & embedded systems	Aug. 11 th , 2011
September	36	Sept. 2 nd , 2011	distribution	Measurement technology batteries/accumulators & charging systems	Aug. 19 th , 2011
	P&S-3	Sept. 9 th , 2011	production & services		Aug. 26 th , 2011
	37	Sept. 9 th , 2011	heat management/cooling technology Professional training	industrial communications/ethernet/fieldbuses EMC components	Aug. 26 th , 2011
	38	Sept. 16 th , 2011	microcontrollers/processors/DSPs	relays plugs & cables	Sept. 2 nd , 2011
	39	Sept. 24 th , 2011	sensor technology Special: power supplies	quartzes & oscillators, transmitters passive components	Sept. 9 th , 2011
	SI-6	Sept. 30 th , 2011	special issue: industrial computers & embedded systems		Sept. 6 th , 2011
40	Sep. 30 th , 2011	programmable logic	switches/keys/input systems image processing	Sept. 16 th , 2011	

	Issue	Publication date	Technology focus	e-kompakt (topics including market surveys)	Trade shows	Ad closing date	
October	41	Oct. 7 th , 2011	batteries/accumulators, charging systems show issue: MOTEK 2011	displays power electronics	MOTEK 2011, Stuttgart, Oct. 10 th - 13 th , 2011	Sept. 22 th , 2011	
	Q-4	Oct. 14 th , 2011	quarterly distribution & services				Sept. 30 th , 2011
	42	Oct. 14 th , 2011	powerbound communications	cases & cabinets medical technology		Sept. 30 th , 2011	
	43	Oct. 21 st , 2011	cables & plugs special: measurement & test	heat management/cooling technology opto electronics		Oct. 7 th , 2011	
	44	Oct. 28 th , 2011	RFID show issue: Vision 2011	quartzes & oscillators, transmitters industrial computers & embedded systems	Vision, Stuttgart, Nov. 8 th - 10 th , 2011	Oct. 14 th , 2011	
November	SI-7	Nov. 4 th , 2011	special issue: SPS/IPC/DRIVES 2001				Oct. 25 th , 2011
	45	Nov. 4 th , 2011	analog & power management ICs show guide: productronica 2011	power supplies relays		Oct. 20 st , 2011	
	46	Nov. 11 th , 2011	built-in printers show issue: productronica 2011 show guide: SPS/IPC/DRIVES 2011	switches/keys/input systems EMC components	productronica, Munich, Nov. 15 th - 18 th , 2011	Oct. 27 th , 2011	
	Daily	Nov. 15 th -18, 2011	+++ OFFICIAL SHOW DAILY FOR PRODUCTRONICA +++				Oct. 25 th , 2011
	47	Nov. 18 th , 2011	terminal blocks show issue: SPS/IPC/DRIVES 2011	design tools & development systems passive components	SPS/IPC/DRIVES, Nuremberg, Nov. 22 nd - 24 th , 2011	Nov. 4 th , 2011	
December	48	Nov. 25 th , 2011	displays & illuminations special: automotive electronics	communications ICs & modules measurement technology		Nov. 11 th , 2011	
	SI-8	Dec. 2 nd , 2011	special issue: buyer's guide components 2012				Nov. 8 th , 2011
	49	Dec. 2 nd , 2011	industrial computers & embedded systems	power & motion programmable logic		Nov. 18 th , 2011	
	P&S-4	Dec. 9 th , 2011	production & services				Nov. 25 th , 2011
	50	Dec. 9 th , 2011	green electronics	image processing realtime and embedded software		Nov. 25 th , 2011	
	51/52	Dec. 16 th , 2011	semiconductor forum 2012	batteries/accumulators, charging systems plugs & cables		Dec. 2 nd , 2011	

Technology focus

Automation

power & motion
observation/control technologies
image processing
industrial ethernet/fieldbus systems
ID systems/RFID
sensor technology

Issues, trade show issues

SI-2, 14, 18, 41, SI-7, 46, 47, 49
SI-2, 14, 20, 31, 41, SI-7, 46, 47
6, SI-2, 14, 19, 25, 35, 40, 44, SI-7, 46, 47, 50
SI-2, 14, 22, 29, 37, SI-7, 46, 47
SI-2, 14 SI-7, 44, 46, 47
5, SI-2, 14, 23, 29, 39, SI-7, 46, 47

Automotive electronics

8, 16, SI-4, 48

Computer technologies

realtime & embedded software
built-in printers
industrial computers/embedded systems

8, 9, 13, 24, SI-6, 50
6, 9, 18, 46
1/2, 8, 9, 13, 15, 19, 25, 30, 35, SI-6,
44, SI-7, 46, 47, 49

Design tools

EDA tools
development tools

4, 27, 35, 47
4, 8, 9, 13, 21, 27, 35, SI-6, 47

Distribution

Q1, 10, Q2, Q3, 36, Q4, SI-8

Electronics production

PCB/components production
EMS

5, P&S-1, 18, P&S-2, 31, P&S-3, 45, 46, daily 1-4, P&S-4
P&S1, 18, P&S2, P&S3, 45, 46, daily 1-4, P&S4

Electromechanics

EMC components
cases /cabinets
heat management/cooling technology
relays
terminal blocks
switches/keys/input systems
plugs & cables

4, 11, SI-3, 25, 37, 46
5, 11, SI-3, 22, 28, 30, 34, 42, SI-8
3, 10, SI-3, 22, 37, 43, SI-8
9, SI-3, 22, 28, 38, 45, SI-8
3, 11, SI-3, 21, 26, 31, 38, 43, 47, SI-8, 51/52
7, SI-3, 21, 27, 33, 40, 46, SI-8
3, 11, SI-3, 21, 26, 31, 38, 43, SI-8, 51/52

Green electronics

SI-1, 19, SI-5, 50

Management

10,37

Communications technologies

10,20,SI-4, 29,42,48, SI-8

Technology focus

Semiconductors

analog technology
ASICs/system-on-Chip
communications ICs
power management
programmable logics
other ICs
microcontrollers/processors/DSPs
MEMs
HF components

Issues, trade show issues

4, 16, SI-4, 33, 45, SI-8, 51/52
7, SI-4, SI-8, 51/52
10, SI-4, 29, 48, SI-8, 51/52
4, 15, 20, SI-4, SI-5, 35, 41, 45, SI-8, 51/52
8, 9, 13, 14, SI-4, 40, 49, SI-8, 51/52
9, SI-4, SI-8, 51/52
6, 8, 9, 12, 13, 17, SI-4, 30, 38, SI-8, 51/52
SI-4, 23, SI-8
13, SI-4, 32, SI-8

Measuring technologies

test systems
multimeters
oscilloscopes
PC measuring techniques
communications measuring techniques

3, 7, SI-2, 16 ,23, 27, 31, 36, 43 ,48
7, SI-2, 16, 23, 27, 31, 36, 43, 48
7, SI-2, 16, 19, 23, 27, 31, 36, 43,48
7, SI-2, 16 , 23, 27, 31, 36, 43, 48
7, SI-2, 16, 23, 27, 31, 36, 43, 48

Opto-electronics

displays
laser products
LEDs
LWL components
optocouplers

6, 13, 18, 24, 32, 41, 48, SI-8
12, 23, 28, 34, 43, SI-8
6, 12, 17, 23, 28, 34, 43, 48, SI-8
12, 23, 28, 34, 43, SI-8
12, 23 ,28, 34, 43, SI-8

Passive components

inductors
condensers
quartzes/oscillators, transmitters
resistors/transformers

9, SI-3, 26, 33, 39, 47, SI-8
9, SI- 3, 26, 33, 39, 47, SI-8
8, SI-3, 24, 32, 39, 44, SI-8
9, SI-3, 26, 33, 39, 47, SI-8

Power supplies

AC/DC converters/ DC/DC converters
batteries/accumulators/charging systems
power supply units
UPS

1/2, 7, 12, 17, 23, SI-5, 34, 39, 45, SI-8
8, 15, 22, SI- 5, 36, 41, SI-8, 51/52
1/2, 7, 12, 17, 23, SI-5, 34, 39, 45, SI-8
13, 20, SI-5, SI-8

Medical technology

11, SI-4, 26, 42



- 1 Circulation:** print run: 32,013
total circulation (annual average): 31,458
- 2 Format of the magazine:** 230 mm width x 297 mm height
type area: 195 mm width x 260 mm height
columns: 1 column = 45 mm, 2 columns = 95 mm
3 columns = 145 mm, 4 columns = 195 mm
- 3 Printing and binding technique, printing material:**
see technical data
- 4 Dates:** weekly on Friday
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.elektroniknet.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	width mm	x	height mm	b/w	2c	3c	4c
1/1 page	195	x	260	€ 6,140.-	€ 7,370.-	€ 7,990.-	€ 8,580.-
2/3 page	127 195	x	260 176	€ 4,170.-	€ 4,990.-	€ 5,410.-	€ 5,830.-
A5 page	145	x	190	€ 3,550.-	€ 4,260.-	€ 4,620.-	€ 4,970.-
1/2 page	95 195	x	260 130	€ 3,130.-	€ 3,760.-	€ 4,070.-	€ 4,380.-
1/3 page	61 195	x	260 86	€ 2,140.-	€ 2,560.-	€ 2,770.-	€ 2,980.-
1/4 page	95 45 195	x	130 260 65	€ 1,620.-	€ 1,940.-	€ 2,100.-	€ 2,260.-
1/6 page	61 195	x	130 43	€ 1,100.-	€ 1,310.-	€ 1,420.-	€ 1,530.-
1/8 page	95 45 195	x	65 130 33	€ 830.-	€ 1,000.-	€ 1,090.-	€ 1,160.-
1/16 page	45 195	x	65 16	€ 430.-	€ 520.-	€ 560.-	€ 600.-
2 nd /4 th cover page	230	x	297				€ 9,140.-
mm-price, 1- column				€ 6.40	€ 7.70	€ 8.30	€ 8.95



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: € 5.95 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@markt-technik.de

Business ads:

(e. g. business connections, sales agency, sale and purchase, freelancers etc.)
 € 4.95 per mm b/w – minimum size: 1 column/25 mm

Seminar ads:

format: 61 mm width x 80 mm height
 1 insertion € 198.- 3 insertions (plus) € 184.-
 6 insertions (plus) € 174.- 10 insertions (plus) € 165.-
 12 insertions (plus) € 157.-

contact: Martina Hapfelmeier, Phone: +49 (0) 8121.95 - 1373;
 e-mail: mhapfelmeier@markt-technik.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:

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

Island ads:

(1 column minimum 50 mm height / maximum 80 mm height)
 cover b/w per mm € 99.- colour per mm € 139.-
 content b/w per mm € 25.50 colour per mm € 36.-

11 Discounts:

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

Frequency discount (1/16 page and larger)		Volume discount	
3 or more insertions	3%	3 or more pages	5%
6 or more insertions	5%	6 or more pages	10%
9 or more insertions	10%	9 or more pages	15%
12 or more insertions	15%	12 or more pages	18%
18 or more insertions	18%	15 or more pages	20%
24 or more insertions	20%	18 or more pages	22%
36 or more insertions	22%	24 or more pages	25%
48 or more insertions	25%		

12 Combinations: –

13 Bound inserts: (including postage)

2-pages	€ 7,900.-
4-pages	€ 8,810.-
4-pages plus flap	€ 10,190.-
8-pages	€ 11,290.-
8-pages plus flap	€ 12,890.-
12-pages	€ 14,380.-
further bound inserts on request	

14 Loose inserts:

including postage up to 25g:	€ 6,690.-
split-run by zip-codes/Nielsen area per 1,000:	€ 240.-
split-run by qualified addresses per 1,000:	€ 430.-
minimum order sum:	€ 650.-

further loose inserts over 25g, customer magazines and advertorials on request

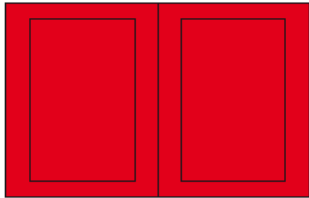
15 Tip-on ads (only in combination with 1/1-page – non discountable)

Tip-on postcards: including postage	€ 2,490.-
mechanical processing: 3 cm from gutter to centre	
Tip-on CDs: including postage	€ 4,130.-
mechanical processing: 15 mm to 60 mm from gutter to centre / manual processing on request	

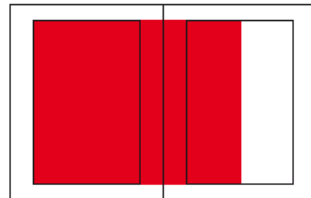
16 Delivery address for items 13 to 15:

L.N. Schaffrath DruckMedien GmbH&Co.KG, Marktweg 42-50, D-47608 Geldern

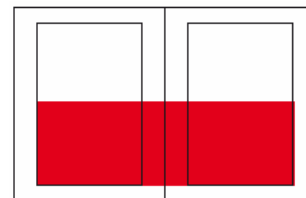
Delivery note: please mark clearly: "loose/bound insert CUSTOMER, for Markt&Technik-issue xy/2011"



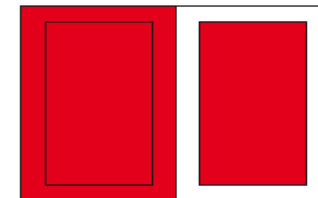
Double page spread across gutter
width x height
460 x 297 mm ♦



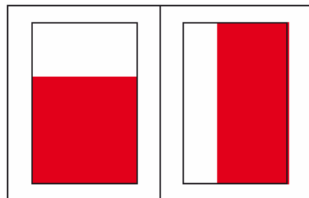
1 1/2 pages across gutter
width x height
345 x 297 mm ♦
310 x 260 mm



2 x 1/2 across gutter
width x height
460 x 148 mm ♦
414 x 130 mm

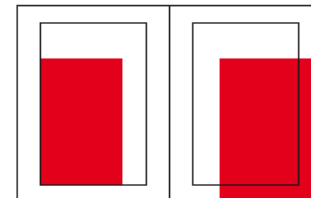


1/1 page
width x height
230 x 297 mm ♦
195 x 260 mm



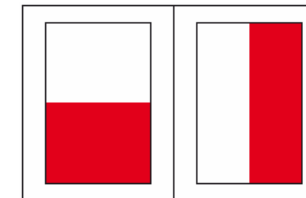
2/3 page horizontal
width x height
230 x 198 mm ♦
195 x 176 mm

2/3 page vertical
width x height
150 x 297 mm ♦
127 x 260 mm



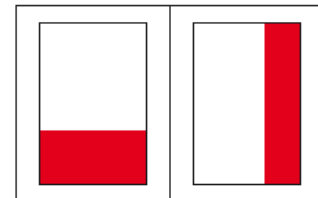
junior page
width x height
145 x 190 mm

trim size
width x height
168 x 205 mm ♦



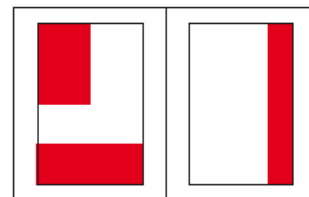
1/2 page horizontal
width x height
230 x 148 mm ♦
195 x 130 mm

1/2 page vertical
width x height
112 x 297 mm ♦
95 x 260 mm



1/3 page horizontal
width x height
230 x 99 mm ♦
195 x 86 mm

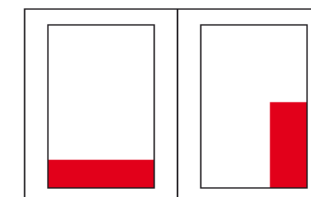
1/3 page vertical
width x height
72 x 297 mm ♦
61 x 260 mm



1/4 page
width x height
112 x 148 mm ♦
95 x 130 mm

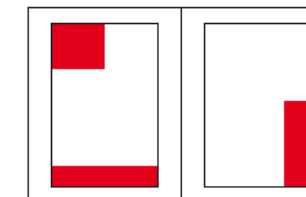
1/4 page vertical
width x height
53 x 297 mm ♦
45 x 260 mm

1/4 page horizontal
width x height
230 x 74 mm ♦
195 x 65 mm



1/6 page horizontal
width x height
230 x 50 mm ♦
195 x 44 mm

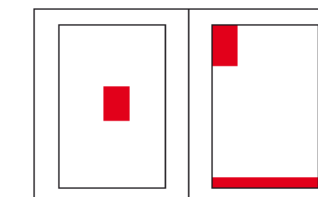
1/6 page vertical
width x height
72 x 148 mm ♦
61 x 130 mm



1/8 page
width x height
118 x 71 mm ♦
95 x 65 mm

1/8 page vertical
width x height
53 x 146 mm ♦
45 x 130 mm

1/8 page horizontal
width x height
230 x 37 mm ♦
195 x 33 mm



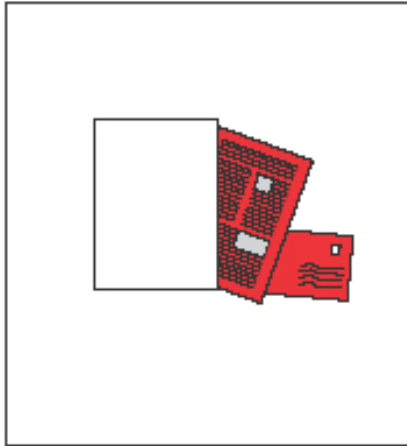
island ad
width x height
45 x 50 mm

1/16 page
width x height
45 x 65 mm

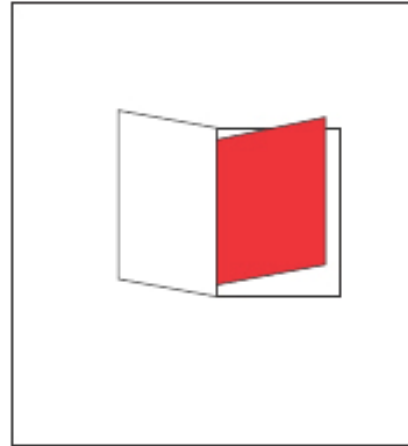
1/16 page horizontal
width x height
195 x 16 mm

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

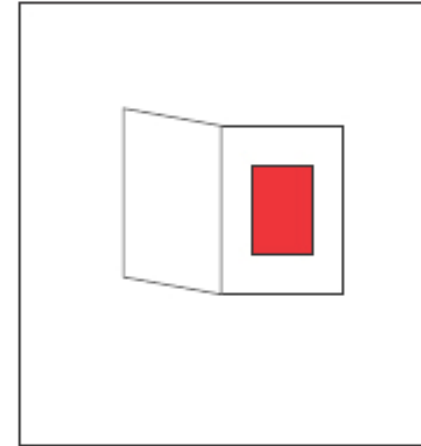
Examples of special ads



Loose inserts



Bound inserts



Tip-on ads

Examples of further special ads



Barn door



Cover gate fold



Flap



Belly wrap



Island ad

printing technique:

web-fed offset, wire stitching, Paper: 49 gr Holmen Plus 72

digital data transfer:

please contact Veronika Stockmayr

phone: +49 (0) 8121.95 - 1475

fax: +49 (0) 8121.95 - 1690

e-mail: vstockmayr@markt-technik.de

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

file names should be given as in the example: customer_M&T_issue (for example: Lexware_M&T_1_11)

If data transfer causes any problems please call

+49 (0) 8121.7791 - 0.

magazine format:

230 mm width x 297 mm height

type area:

195 mm width, 260 mm height

1 column = 45 mm

2 columns = 95 mm

3 columns = 145 mm

4 columns = 195 mm

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

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

please allow an additional 3 mm gutter bleed for bound inserts

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

CDs:

CDs must be wrapped in standard paper cover without adhesive tape

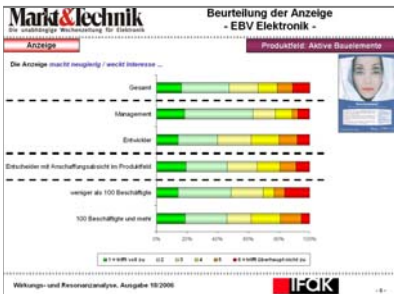
positioning on request

Delivery date for loose and bound inserts:

ad closing date of respective issue

Modern marketing controlling tools

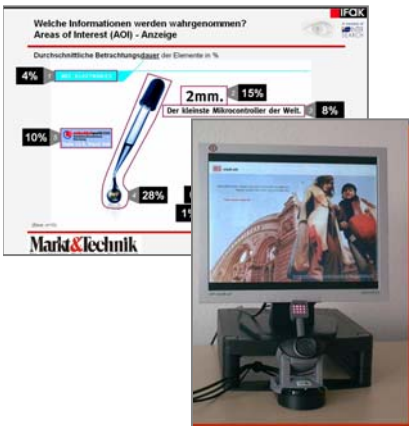
Markt&Technik offers useful media tools to control and optimize the advertising impact of your market communication:



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.

Markt&Technik-AD AWARD

The most influential jury in the electronics market – the Markt&Technik readership – votes for the best ads in Markt&Technik. The advertisers and agencies of the three best ads in the categories "best layout", "best slogan" and "most interesting product" will be awarded the official Markt&Technik AD AWARD.



Beispielhafte Mediapläne im Vergleich

Mediaplan	Plan A	Plan B	Plan C	Plan D	Plan E	Plan F	Plan G	Plan H	Plan I	Plan J
Reichweite	12,5%	14,5%	15,5%	16,5%	17,5%	18,5%	19,5%	20,5%	21,5%	22,5%
Impressions	1,5	1,8	2,1	2,4	2,7	3,0	3,3	3,6	3,9	4,2
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPA	1,5	1,4	1,3	1,2	1,1	1,0	0,9	0,8	0,7	0,6
CPM	1,5									

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 fedded by the largest editorial team of electronic pros. Almost 30 specialized editors fedd 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.

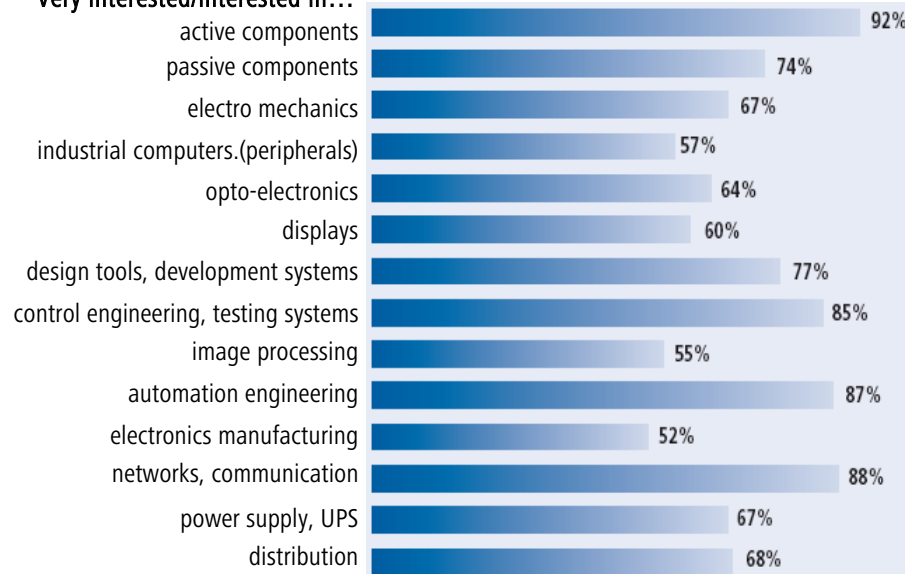
Eleven competence centers offer tailor made information for decision makers – from automation, automotive, components, distribution and embedded to e-mechanics, communcations, measurement, opto and power.

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 eletronics decision makers – with an upward trend.

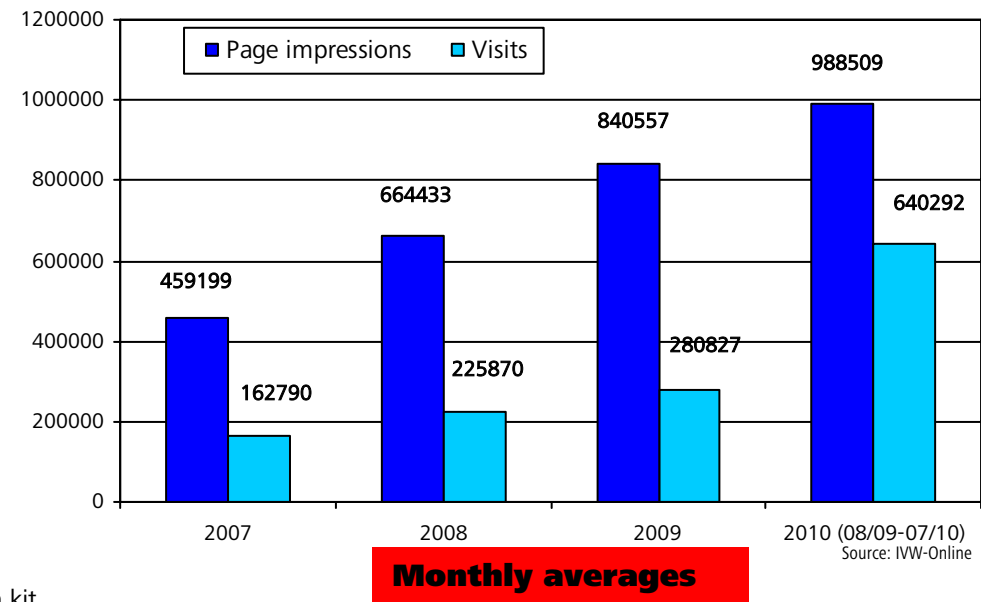
elektroniknet.de offers pinpoint communication possibilities to advertisers: banner advertisement, sponsoring, newsletter advertisement, presentation of important dates, webcasts, whitepapers and many other formats help suppliers in electronics to increase their communication success.

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

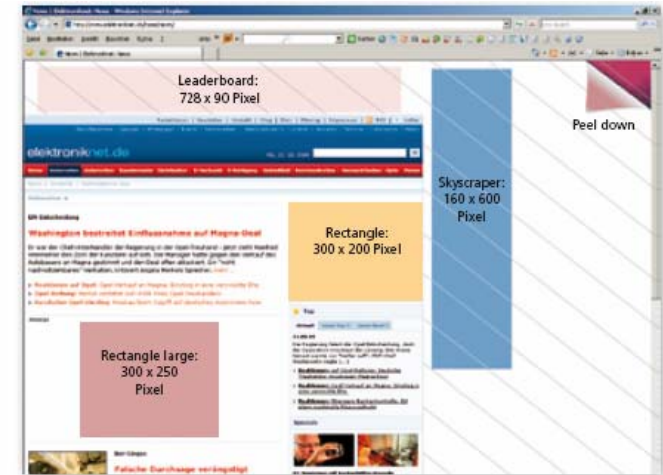
Advertising in elektroniknet.de

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.

Most readers!
Biggest advertising volume!

FACTS CONCERNING THE MOST SUCCESSFUL ADVERTISING MEDIUM AMONG ELECTRONICS TRADE JOURNALS!



reports the **highest coverage** among all European electronics trade journals reaching 113,100 readers per issue. (source: LA ELFA 07/08)



is by far the advertising medium with the **highest ad volume** among all German language electronics trade journals. (source: Mediaskop, Vertriebsunion Meynen, Q1-Q2/2009, segment electronics)



is by far the **No. 1 information source for up-to-date industry sector news** in electronics in Germany. (source: LA ELFA 07/08)



publishes the most product reports of all electronics trade journals in Germany. And Markt & Technik is the **No. 1 title for up-to-date product reports** of all electronics titles in Germany. (source: LA ELFA 07/08)



offers the **best price-performance ratio** of all electronics titles included in LA ELFA study. (source: LA ELFA 07/08; rates according to media guides 2009)



USA

Véronique Lamarque-Pandit
126 High Street
Mystic, CT 06355
USA
Tel: +1-860-536-6677
Fax: +1-860-572-2794
veroniquelamarque@gmail.com

UK

Alastair Swift
4 Jersey Lane,
St Albans,
Herts, AL4 9AB, UK
Tel: +44-1727-7655-42
Fax: +44-1727-752408
Mobile: +44-7910-073565
alastair@asa-media.com

Korea

Young Media Inc.
407 Jinyang Sangga,
120-3 Chungmuro 4 ga,
Chung-ku
Tel: +82-2-2273-4819
Fax: +82-2-2273-4818
ymedia@chol.com

Japan

Shinano International, Inc.
Mr. Kazuhiko Tanaka
Akasaka Kyowa Bldg. 2F
1-6-14 Akasaka
Minato-Ku
Tokyo 107-0052, Japan
Tel: +81-3-3584-6420
Fax: +81-3-3505-5628
kazujt@bunkoh.com

Please note our new contact details:



For all other territories
please contact:
Martina Schmid
International Account
Richard-Reitzner-Allee 2
85540 Haar
Germany
Phone: +49 (0) 89.255 56 - 1309
Fax: +49 (0) 89.255 56 - 1651
mschmid@markt-technik.de

Editorial contact:
Markt&Technik
Richard-Reitzner-Allee 2
85540 Haar
Germany

Editor-in-chief:
Heinz Arnold
Phone: +49 (0) 89.255 56 - 1253
Fax: +49 (0) 89.255 56 - 1399
harnold@markt-technik.de

Assistant:
Claudia Dunker
Phone: +49 (0)89.255 56 - 1317
Fax: +49 (0) 89.255 56 - 1399
cdunker@markt-technik.de

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.