DESIGN & ELEKTRONIK
KNOW-HOW FÜR ENTWICKLER

MEDIA GUIDE
2020
PRINT ONLINE EVENTS
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Assistant:
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mstolka@weka-fachmedien.de
1 Title: DESIGN&ELEKTRONIK

2 Characteristics: Each month DESIGN&ELEKTRONIK presents latest news and an individual up-to-date special subject covering the whole spectrum of electronics over the course of the year from the design engineer’s point of view. It provides the latest news on technology, new developments and trends as well as particular solutions for current problems in design engineering.

3 Target group: 90 percent of the DESIGN&ELEKTRONIK recipients are working in research, development and design (RIA 2018, IFAK Institut, Taunusstein).

4 Publication frequency: monthly

5 Format: A4

6 Volume: 35th volume 2020

7 Subscription rates: Domestic subscription: € 68.40  
Overseas subscription: € 78.00  
Single copy rate: € 7.50

8 Organ: -

9 Membership: LA ELFA (readership analysis of electronics trade media)  
IVW-EDA (certified audit of circulation)  
Not concerning the special issues

10 Publishing house: WEKA FACHMEDIEN GmbH  
Richard-Reitzner-Allee 2, D-85540 Haar  
Phone: +49 89 25556-1376  
www.design-elektronik.de  
www.weka-fachmedien.de

11 Publisher: WEKA FACHMEDIEN GmbH

12 Advertising: Martina Niekrawietz, International Account  
mniekrawietz@weka-fachmedien.de

13 Editorial office: Joachim Kroll, editor-in-chief  
jkroll@weka-fachmedien.de

14 Editorial to advertising ratio 2018 = 13 issues

total pages: 830 pages = 100 %

<table>
<thead>
<tr>
<th>editorial content</th>
<th>631 pages</th>
<th>= 76 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>advertising content</td>
<td>199 pages</td>
<td>= 24 %</td>
</tr>
<tr>
<td>of which are:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>house advertising</td>
<td>40 pages</td>
<td></td>
</tr>
<tr>
<td>loose inserts</td>
<td>7 pieces</td>
<td></td>
</tr>
</tbody>
</table>

15 Editorial content analysis 631 pages = 100 %

| latest news | 19 pages | = 3.0 % |
| product articles | 59 pages | = 9.4 % |
| professional articles | 553 pages | = 87.6 % |
advertising rates no. 35, valid from Jan 1st, 2020

1 Advertising formats and rates (in €)

<table>
<thead>
<tr>
<th>Format</th>
<th>bw</th>
<th>2c</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,160.-</td>
<td>7,400.-</td>
<td>8,620.-</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4,110.-</td>
<td>4,930.-</td>
<td>5,750.-</td>
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<td>junior page</td>
<td>3,480.-</td>
<td>4,180.-</td>
<td>4,870.-</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,090.-</td>
<td>3,700.-</td>
<td>4,320.-</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,110.-</td>
<td>2,530.-</td>
<td>2,950.-</td>
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<tr>
<td>¼ page</td>
<td>1,590.-</td>
<td>1,910.-</td>
<td>2,230.-</td>
</tr>
<tr>
<td>1/6 page</td>
<td>1,080.-</td>
<td>1,290.-</td>
<td>1,510.-</td>
</tr>
<tr>
<td>1/8 page</td>
<td>830.-</td>
<td>1,000.-</td>
<td>1,160.-</td>
</tr>
<tr>
<td>1/16 page</td>
<td>430.-</td>
<td>510.-</td>
<td>600.-</td>
</tr>
<tr>
<td>2nd/4th cover page</td>
<td>9,060.-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>cover page</td>
<td>9,980.-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>per mm (2-column)</td>
<td>6.40</td>
<td>7.70</td>
<td>9.00</td>
</tr>
<tr>
<td>island ads</td>
<td>25.40</td>
<td>30.40</td>
<td>35.50</td>
</tr>
</tbody>
</table>

success stories
1/1 page         | 3,900.-|
2/1 page         | 6,500.-|
cover page       | 9,980.-|
cover page flap  | 10,440.-|

loose insert     | from 6,820.-|
bound insert     | from 6,980.-|
QR Code          | 250.-

More formats on request, VAT excluded.
total circulation: 21,149 copies

2 Additional charges:
Position  We charge an additional fee of 10 % of the basic rate for requested and confirmed positions (minimum € 160.-)
Colour    Additional charge for each special colour on request.
Format    There is no additional charge for trim/printing gutter bleed.

3 Discounts:
(within a 12 months period, starting from the publication date of first ad)
Frequency discount, from 1/8 page
3 or more insertions  5 %  3 or more pages  10 %
6 or more insertions  10 %  6 or more pages  15 %
9 or more insertions  15 %  9 or more pages  20 %
12 or more insertions 20 %  12 or more pages  25 %

Bound and loose inserts count as one page for volume discount.

4 Classified advertisements:
Job market: per mm bw  € 6.40
Germany; double booking: discount of 50 % on the basic rate if a recruitment ad is booked in two consecutive issues.

5 Special adverts: rates on pages 6-7

6 Contact:
Consultation and booking: Martina Niekrawietz, International Account Manager,
mniekrawietz@weka-fachmedien.de

Digital data transfer:
Teresa Manuri, tmanuri@weka-fachmedien.de
Stefan Buchner, sbuchner@weka-fachmedien.de

7 Terms of payment:
Bank details: HypoVereinsbank München
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX
VAT No. DE 811 190 616
Direct debit 3 % discount. 2 % discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing
Examples advertising formats

**double page spread across gutter**
- Width x Height: 420 x 297 mm

**2 1/2 pages across gutter**
- Width x Height: 388 x 130 mm
- 420 x 143 mm

**1/2 page horizontal**
- Width x Height: 186 x 130 mm
- 210 x 143 mm

**1/2 page vertical**
- Width x Height: 186 x 260 mm
- 210 x 143 mm

**1/3 page horizontal**
- Width x Height: 122 x 260 mm
- 140 x 297 mm

**1/3 page vertical**
- Width x Height: 186 x 176 mm
- 210 x 198 mm

**1/4 page horizontal**
- Width x Height: 186 x 65 mm
- 210 x 37 mm

**1/4 page vertical**
- Width x Height: 43 x 130 mm
- 52 x 143 mm

**1/8 page horizontal**
- Width x Height: 186 x 33 mm
- 210 x 37 mm

**1/8 page vertical**
- Width x Height: 43 x 65 mm
- 52 x 143 mm

**1/16 page vertical**
- Width x Height: 43 x 65 mm

**Island ads**
- Width x Height: 43 x 50 mm up to 80 mm

 Examples for special ads:

**Loose inserts**
- Leaflets, cards or single sheets

**Bound inserts**
- Leaflets, postcards

**Tip-on-ads**
- Tip-on-card or CD-ROM (only in combination with 1/1 page ad)

**Flap**
- Half-page cover or cover page

More information on our special adverts on pages 6–7
- Trim size: add 5 mm per trimmed edge for bleed size
- Column width: 43 mm
Special adverts

media information 2020

Cover picture
DESIGN&ELEKTRONIK
incl. cover story
Format: 210 mm x 245 mm
€ 9,980.-
(no discounts)

Inside cover
cover picture
main topic
incl. cover story
Format: 210 mm x 260 mm
€ 6,500.-
(no discounts)

Bound inserts
2-pages (incl. postage) € 6,980.-
4-pages € 8,010.-
8-pages € 9,840.-
12-pages € 12,440.-

Delivery address for bound and loose inserts and tip-on ads:
L.N. Schaffrath DruckMedien GmbH & Co. KG,
Marktweg 42-50, D-47608 Geldern

Delivery note: Please mark clearly: “loose/bound insert CUSTOMER, for DESIGN&елеKTRONIK issue xy/2020”

Cover flap
incl. story and preparation
€ 10,440.-
(no discounts)
Format front page: 105 mm x 245 mm
Format back page: 105 mm x 297 mm

Belly wrap
€ 11,760.-
(no discounts)
incl. printing € 16,610.-
(no discounts)
Format: 540 mm x 100 mm
CASE STUDY 2009

Loose inserts

- including postage up to 25g € 6,820.-
- split-run by zip-codes or Nielsen areas € 370.- per thousand
- split-run by qualified addresses € 470.- per thousand
- minimum order sum € 650.-
- loose inserts more than 25g on request
- calculation run: 22,000 copies

Sponsorship package Innovator of Year

Silver sponsorship

- logo on roll-ups / posters
- sponsors named in the editorial postreporting of Innovator of the Year in DESIGN&ELEKTRONIK and in the business network elektroniknet.de as well as on medical-design.news and in the newsletter
- sponsor advertising in the picture gallery of Innovator of the Year
- logo in the pre-roll of the webcast for Innovator of the Year

€ 2,800.-

Gold sponsorship

services such as silver sponsorship and additionally
- presence on all voting tools
- mention in preliminary reports, print and online
- partner logo on all advertising motives for the voting, print and online

€ 6,200.-

Success stories / Advertorial

Customers’ recommendations is the best advertising

1/1 page € 3,900.- (no discounts)
2/1 page € 6,500.- (no discounts)

Snipe ad

Snipe ad content € 690.-
Format: 60 mm x 60 mm

Island ads

b/w € 25.90/mm
4c € 35.50/mm
Format (content) min. 1-column 50 mm height, max. 1-column 80 mm height

Cover gate fold

3 pages € 16,970.-

Tip-on ads

tip-on postcards, € 1,960.- incl. postage
only in combination with 1/1 page, no discounts
mechanical processing: up to 3 cm from the gutter to the centre, manual processing on request

QR Code

€ 250.-
Response element to a professional article or product report
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Main topic</th>
<th>Main topic</th>
<th>Main topic</th>
<th>Main topic</th>
<th>Trade shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Feb 05, 2020</td>
<td>Jan 09, 2020</td>
<td>embedded systems: medical PCs embedded hardware embedded software, displays components</td>
<td>power supply: AC/DC converters DC/DC converters battery and charging technologies power modules med. power supply</td>
<td>sensor technology/medicine 4.0: medical IoT, mHealth, eHealth artificial intelligence, security digitalisation smart medical devices</td>
<td>embedded world Exhibition &amp; Conference Nuremberg, Feb 25 – 27, 2020 BatteryWorld Munich, Jan 28 – 29, 2020 Forum power architectures Munich, Jan 28 – 29, 2020</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>embedded computing: industrial computers embedded hardware embedded software development and test tools artificial intelligence</td>
<td>displays &amp; HMIs: LCDs/TFTs switches/keys/foil keyboards interfaces sensors+actuators applications</td>
<td>power supply/ embedded power: battery and charging technologies DC/DC converter PCB power supply</td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>Mar 03, 2020</td>
<td>Feb 05, 2020</td>
<td>electromechanics: joining technique cases &amp; cooling technology keys/switches/HMI relays</td>
<td>test &amp; measurement: data logging, testers oscilloscopes sensor technology</td>
<td>LED/lighting Building Automation trade show issue Light + Building</td>
<td>Light + Building Frankfurt/Main, March, 08 – 13, 2020</td>
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<td>drive technology: microdrives pump motors, piezo motors DC motors brush-free drives</td>
<td>sensor technology/measurement: sensors, medical measurement technology, sensor IC, sensor design</td>
<td>electromechanics &amp; passive components: joining technique cases &amp; cooling technology keys/switches/HMI, relays condensers, resistors</td>
<td>MedtecLIVE Nuremberg, Mar 31 – Apr 02, 2020 DMEA Berlin, April 21 – 23, 2020</td>
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<tr>
<td>3</td>
<td>April 09, 2020</td>
<td>Mar 13, 2020</td>
<td>industry 4.0/IoT communication technology safety &amp; security components artificial intelligence</td>
<td>embedded computing: industrial computers embedded hardware embedded software development and test tools</td>
<td>power supply: AC/DC converters, DC/DC converter battery and charging technologies</td>
<td>Hannover Messe Hannover, April 20 – 24, 2020</td>
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<tr>
<td>Issue</td>
<td>Publication date</td>
<td>Ad closing date</td>
<td>Main topic</td>
<td>Main topic</td>
<td>Main topic</td>
<td>Trade shows</td>
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<tr>
<td>4</td>
<td>April 28, 2020</td>
<td>Mar 30, 2020</td>
<td><strong>smart mobility:</strong> autonomous driving, E-mobility Car2Car, Car2X communication virtualization techniques ML and AI techniques and components, fuel cells</td>
<td><strong>electromechanics:</strong> joining technique cases &amp; cooling technology keys/switches/HMI relays</td>
<td><strong>power electronics:</strong> IGBTs MOSFETs power modules trade show issue PCIM</td>
<td>PCIM Europe Nuremberg, May 05 – 07, 2020</td>
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<tr>
<td>3</td>
<td>Apr 30, 2020</td>
<td>Apr 01, 2020</td>
<td><strong>power supply:</strong> AC/DC converters, DC/DC converters battery and charging technologies power modules med. power supply focus: 3D print</td>
<td><strong>medicine 4.0:</strong> medical IoT, mHealth, eHealth artificial intelligence, security digitalisation smart medical devices trade show issue T4M-Expo</td>
<td><strong>electronics manufacturing:</strong> clean room production printed electronics industry 4.0 in medicine trade show issue SMTconnect</td>
<td>PCIM Europe Nuremberg, May 05 – 07, 2020 SMTconnect Nuremberg, May 05 – 07, 2020 T4M-Expo Stuttgart, May 05 – 07, 2020</td>
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<tr>
<td>5</td>
<td>May 20, 2020</td>
<td>Apr 22, 2020</td>
<td><strong>analog and power management ICs:</strong> analog ICs power management ICs IGBTs, MOSFETs</td>
<td><strong>displays &amp; lighting:</strong> LCDs/TFT lighting/LEDs activations</td>
<td><strong>embedded computing:</strong> industrial computers embedded hardware embedded software development and test tools artificial intelligence</td>
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</tr>
<tr>
<td>6</td>
<td>Jun 11, 2020</td>
<td>May 13, 2020</td>
<td><strong>test &amp; measurement:</strong> data logging testers oscilloscopes sensor technology trade show issue SENSOR+TEST</td>
<td><strong>passive components:</strong> condensators, transformers resistors, quartzes/oscillators inductors</td>
<td><strong>joining technique:</strong> plug connectors cables cable assembly series terminals</td>
<td>SENSOR+TEST Nuremberg, June 23 – 25, 2020 Application forum passive components Munich, July 01 – 02, 2020 Application forum EMC Munich, July 02, 2020</td>
<td></td>
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<tr>
<td>Issue</td>
<td>Publication date</td>
<td>Ad closing date</td>
<td>Main topic</td>
<td>Main topic</td>
<td>Main topic</td>
<td>Trade shows</td>
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<tr>
<td>4</td>
<td>Jun 30, 2020</td>
<td>Jun 02, 2020</td>
<td>electromechanics &amp; passive components: joining technique cases &amp; cooling technology keys/switches/HMI, relays condensers, resistors</td>
<td>embedded systems: medical PCs, embedded hardware, embedded software, displays components</td>
<td>image processing: medical image processing software for image processing artificial intelligence, microscopy focus: experts and junior staff</td>
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<tr>
<td>7</td>
<td>July 09, 2020</td>
<td>Jun 12, 2020</td>
<td>embedded computing: industrial computers embedded hardware embedded software development and test tools artificial intelligence</td>
<td>power supply: AC/DC converters DC/DC converters battery &amp; charging technology</td>
<td>semiconductors: microcontrollers, processors, DSPs programmable logics, interfaces</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Sep 01, 2020</td>
<td>Aug 05, 2020</td>
<td>electromechanics: joining technique cases &amp; cooling technology keys/switches/HMI relays</td>
<td>power electronics: IGBTs MOSFETs power modules</td>
<td>industry 4.0/IIoT: communication technology safety &amp; security components artificial intelligence</td>
<td></td>
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</tr>
<tr>
<td>9</td>
<td>Sep 17, 2020</td>
<td>Aug 21, 2020</td>
<td>rail engineering: power supply embedded computing embedded software displays</td>
<td>analog and power management ICs: analog ICs power management ICs IGBTs, MOSFETs</td>
<td>passive components: condensators, transformers resistors, quartzes/oscillators inductors</td>
<td>InnoTrans Berlin, Sep 22 – 25, 2020</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Sep 10, 2020</td>
<td>Aug 14, 2020</td>
<td>power supply: AC/DC converters DC/DC converters battery and charging technologies power modules med. power supply</td>
<td>medicine 4.0/pharma 4.0: medical IoT, mHealth, eHealth artificial intelligence, security digitalisation</td>
<td>electronics manufacturing: clean room production printed electronics industry 4.0 in medicine focus: plastics technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>Publication date</td>
<td>Ad closing date</td>
<td>Main topic</td>
<td>Main topic</td>
<td>Main topic</td>
<td>Trade shows</td>
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<tr>
<td>10</td>
<td>Oct 08, 2020</td>
<td>Sep 11, 2020</td>
<td><strong>previews electronica:</strong> electromechanics semiconductor optoelectronics passive components</td>
<td><strong>smart mobility:</strong> autonomous driving, E-mobility Car2Car, Car2X communication virtualization techniques fuel cells</td>
<td><strong>power supply:</strong> AC/DC converters DC/DC converters battery &amp; charging technology</td>
<td>Application forum sensor technology Munich, Oct 14, 2020 IoT – from sensor to cloud Sindelfingen, Oct 20 – 21, 2020 Application forum power semiconductors Munich, Oct 28 – 29, 2020</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Nov 03, 2020</td>
<td>Oct 07, 2020</td>
<td><strong>trade show issue electronica:</strong> electromechanics power supply optoelectronics passive components</td>
<td><strong>semiconductors:</strong> microcontrollers, processors, DSPs, programmable logics, interfaces</td>
<td><strong>subsystems:</strong> starter kits and development boards development software system components communication</td>
<td>electronica Munich, Nov 10 – 13, 2020</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Nov 03, 2020</td>
<td>Oct 07, 2020</td>
<td><strong>trade show issue electronica</strong> trade show issue MEDICA/COMPAMED</td>
<td><strong>drive technology:</strong> microdrives pump motors, piezo motors DC motors brush-free drives</td>
<td><strong>image processing:</strong> med. image processing software for image processing artificial intelligence, microscopy</td>
<td>electronica Munich, Nov 10 – 13, 2020 eMEC Munich, Nov 12, 2020 MEDICA/COMPAMED Duesseldorf, Nov 16 – 19, 2020 SPS Nuremberg, Nov 24 – 26, 2020</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Nov 17, 2020</td>
<td>Oct 21, 2020</td>
<td><strong>embedded computing:</strong> industrial computers embedded hardware embedded software development and test tools</td>
<td><strong>electromechanics:</strong> joining technique cases &amp; cooling technology keys/switches/HMI relays</td>
<td><strong>industry 4.0/IoT:</strong> communication technology safety &amp; security components artificial intelligence</td>
<td>SPS Nuremberg, Nov 24 – 26, 2020</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Dec 11, 2020</td>
<td>Nov 16, 2020</td>
<td><strong>semiconductors:</strong> microcontrollers, processors, DSPs, programmable logics, interfaces</td>
<td><strong>displays &amp; HMIs:</strong> LCDs/TFTs switches/keys/foil keyboards interfaces sensors+actuators applications</td>
<td><strong>power supply &amp; power management:</strong> AC/DC converters DC/DC converters battery &amp; charging technology IGBTs, MOSFETs, power modules</td>
<td></td>
<td></td>
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</tbody>
</table>
Methodology
Base: Readers of issue 04/2018 of the trade journal DESIGN&ELEKTRONIK in Germany.
Sample: 250 persons of the basic population were chosen at random of the recipient data set. (Gross sample: 360 Readers; exploitation: 70,0 %)
Realization: Experienced interviewers from IFAK, a well-known German market research institute, have conducted the survey via telephone using the CATI method. Realization according to the guidelines for media analysis (ZAW-Rahmenschema für Werbeträgeranalysen). The questionnaire was available for each interviewer electronically and binding in terms of order and wording of the questions.
Date of interviews: The interviews were conducted between May 2 and May 23, 2018.

Ad awareness (average of all ads)

- Paid attention to ad (total): 63%
- Paid attention to pictures: 57%
- Read the text: 56%
- Paid attention to logo: 54%
- Paid attention to web address: 23%

As a reaction to ads in DESIGN&ELEKTRONIK within the last 12 months ...
- I have purchased the advertised products / services: 21%
- I have recommended the products / services: 33%
- I have passed the ad on to somebody: 64%
- I have talked with a colleague about the company and / or their products: 78%
- I have requested more information about the company: 85%
- I have visited the website of the company: 93%
- At least one of the above mentioned reactions: 93%

Planned investments in the product field automation in the next 12 months ...

- Automation (net): 85%
- Industrial control systems: 19% / 15% / 34%
- Field bus components: 20% / 16% / 36%
- Sensors: 48% / 20% / 68%
- Industrial ethernet: 21% / 25% / 46%
- Engines: 20% / 16% / 36%
- Image data processing: 13% / 16% / 29%
- Safety & security: 25% / 28% / 53%

source: Recall and Impact Analysis DESIGN&ELEKTRONIK 4/2018, IFAK Institut, Taunusstein
### Planned investments in the product field electromechanics in the next 12 months …

<table>
<thead>
<tr>
<th>Component</th>
<th>Sure</th>
<th>Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electromechanics (net)</td>
<td>91%</td>
<td>84%</td>
</tr>
<tr>
<td>Cases / boards</td>
<td>38%</td>
<td>53%</td>
</tr>
<tr>
<td>Connectors / cables</td>
<td>71%</td>
<td>13%</td>
</tr>
<tr>
<td>Cooling technology / heat management</td>
<td>45%</td>
<td>25%</td>
</tr>
<tr>
<td>Switches</td>
<td>68%</td>
<td>20%</td>
</tr>
<tr>
<td>Relays</td>
<td>69%</td>
<td>49%</td>
</tr>
</tbody>
</table>

### Planned investments in the product field active components in the next 12 months …

<table>
<thead>
<tr>
<th>Component</th>
<th>Sure</th>
<th>Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active components (net)</td>
<td>92%</td>
<td>75%</td>
</tr>
<tr>
<td>Analogue components</td>
<td>58%</td>
<td>17%</td>
</tr>
<tr>
<td>Microcontrollers / microprocessors / DSPs</td>
<td>69%</td>
<td>10%</td>
</tr>
<tr>
<td>Programmable logics</td>
<td>35%</td>
<td>23%</td>
</tr>
<tr>
<td>ASICS</td>
<td>34%</td>
<td>18%</td>
</tr>
<tr>
<td>Storage</td>
<td>69%</td>
<td>48%</td>
</tr>
<tr>
<td>Standard logic ICs</td>
<td>64%</td>
<td>15%</td>
</tr>
<tr>
<td>Power semiconductors</td>
<td>61%</td>
<td>10%</td>
</tr>
<tr>
<td>HF components</td>
<td>61%</td>
<td>45%</td>
</tr>
</tbody>
</table>

### Planned investments in the product field power supply in the next 12 months …

<table>
<thead>
<tr>
<th>Component</th>
<th>Sure</th>
<th>Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power supply (net)</td>
<td>86%</td>
<td>61%</td>
</tr>
<tr>
<td>(Storage) batteries / charging devices</td>
<td>61%</td>
<td>42%</td>
</tr>
<tr>
<td>AC/DC converters</td>
<td>51%</td>
<td>36%</td>
</tr>
<tr>
<td>DC/DC converters</td>
<td>67%</td>
<td>50%</td>
</tr>
<tr>
<td>Uninterrupted power supply units</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>Others</td>
<td>52%</td>
<td>33%</td>
</tr>
</tbody>
</table>

### Planned investments in the product field passive components in the next 12 months …

<table>
<thead>
<tr>
<th>Component</th>
<th>Sure</th>
<th>Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passive components (net)</td>
<td>82%</td>
<td>73%</td>
</tr>
<tr>
<td>Inductors</td>
<td>64%</td>
<td>9%</td>
</tr>
<tr>
<td>Quartzes / oscillators</td>
<td>64%</td>
<td>53%</td>
</tr>
<tr>
<td>Condensers</td>
<td>75%</td>
<td>11%</td>
</tr>
<tr>
<td>Resistors</td>
<td>77%</td>
<td>11%</td>
</tr>
<tr>
<td>Transformers</td>
<td>44%</td>
<td>29%</td>
</tr>
</tbody>
</table>
Planned investments in the product field test & measurement in the next 12 months …

- Test & measurement (net) 87%
  - Oscilloscopes 31% 32% 63%
  - Multimeters 37% 31% 68%
  - Testers and test systems 19% 23% 42%
  - PC measurement 26% 30% 56%

Planned investments in the product field design tools in the next 12 months …

- Design tools (net) 89%
  - Starter kits 50% 33% 43%
  - Compilers / debuggers 27% 31% 58%
  - Programmers 30% 30% 60%
  - Design tools 35% 33% 68%

Planned investments in the product field communication in the next 12 months …

- Communication (net) 87%
  - Industrial communication / industrial ethernet 23% 25% 48%
  - Industry 4.0 / IIoT 23% 23% 46%
  - M2M 19% 21% 40%
  - Network components 41% 22% 63%
  - Wireless communication 42% 17% 59%
  - Wire-bound communication 42% 13% 55%
  - Communication modules 33% 23% 56%

Planned investments in the product field industrial computers in the next 12 months …

- Industrial computers (net) 64%
  - Single board computers 28% 22% 50%
  - Box PC 10% 19% 9%
  - Panel PC 12% 15% 27%
  - 19-inch computer engineering 10% 13% 23%
  - Computer on modules 20% 23% 43%

source: Recall and Impact Analysis DESIGN&ELEKTRONIK 4/2018, IFAK Institut, Taunusstein
Planned investments in the product field optoelectronics in the next 12 months ...

My copy of DESIGN&ELEKTRONIK is read by ...

Main field of activity

Industry of the company

source: Recall and Impact Analysis DESIGN&ELEKTRONIK 4/2018, IFAK Institut, Taunusstein
### Circulation / Distribution Analysis

#### 1. Circulation Audit

*Note: EDA*  

#### 2. Circulation Breakdown

**Copies per issue/annual average**  
(July 1, 2018 to June 30, 2019)

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print run</td>
<td>21,843</td>
</tr>
<tr>
<td>Total circulation</td>
<td>21,149</td>
</tr>
<tr>
<td>Sold copies</td>
<td>162</td>
</tr>
<tr>
<td>Subscription</td>
<td>153</td>
</tr>
<tr>
<td>Retail sales</td>
<td>–</td>
</tr>
<tr>
<td>Other sales</td>
<td>9</td>
</tr>
<tr>
<td>Controlled circulation</td>
<td>20,987</td>
</tr>
<tr>
<td>Remainder, archive and voucher copies</td>
<td>694</td>
</tr>
<tr>
<td>Abroad</td>
<td>798</td>
</tr>
<tr>
<td>Sold abroad</td>
<td>37</td>
</tr>
<tr>
<td>Subscription abroad</td>
<td>–</td>
</tr>
<tr>
<td>Other sales abroad</td>
<td>–</td>
</tr>
<tr>
<td>Total abroad</td>
<td>798</td>
</tr>
</tbody>
</table>

#### 3. Geographic Circulation Breakdown

<table>
<thead>
<tr>
<th>Economic Region</th>
<th>Share of Total Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>96.2% 20,351</td>
</tr>
<tr>
<td>Switzerland</td>
<td>1.9% 399</td>
</tr>
<tr>
<td>Austria</td>
<td>1.7% 359</td>
</tr>
<tr>
<td>Other countries</td>
<td>0.2% 40</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100.0% 21,149</td>
</tr>
</tbody>
</table>

*Except special issues*

### 3.1 Structure of the Domestic Market

**Circulation by Nielsen-Areas:**

- **Nielsen 1**  
  7.0% = 1,433 copies

- **Nielsen 2**  
  12.4% = 2,533 copies

- **Nielsen 3a**  
  9.8% = 1,999 copies

- **Nielsen 3b**  
  22.9% = 4,668 copies

- **Nielsen 4**  
  37.8% = 7,685 copies

- **Nielsen 5+6**  
  4.2% = 825 copies

- **Nielsen 7**  
  5.9% = 1,208 copies

#### Summary of the Survey Methodology

1. Methodology: Circulation breakdown by file analysis – census
2. Universe (domestic total circulation) 20,351 = 100%
3. Sample: Survey is based on total database
4. Target person of survey: omitted
5. Period of analysis: July 2019
6. Conduction of analysis: publisher
Technical data / processing

Printing technique / processing:
Cover: sheet-fed offset
Contents: web-fed offset
Paper: 55 gr Holmen Plus 72
Processing: wire stitching
Format: trimmed format: 210 x 297 mm
add 5 mm per trimmed edge for bleed size
type area: 186 mm x 260 mm

Please position all image elements 5 mm from the outer edges. We prefer non-separatet single-page PDFs in the format V1.3 or V1.4.

For detailed specifications please ask your contact person.
Stefan Buchner, sbuchner@weka-fachmedien.de
Teresa Manuri, tmanuri@weka-fachmedien.de
Delivery address for advertising material: werbemittel@weka-fachmedien.de

file names should be given as in the example: customer_d+e_issue (example: lexware_d+e_1_20)

Proof
Contents: Content proofs must be delivered in 4c based on the standard "PSO_INP_Paper_eci.icc" for offset printing.
Cover: Cover proofs must be delivered in 4c based on the standard "ISOcoated_v2_eci.icc" for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.

Small tone value variations may occur (tolerance range due to the web offset printing process.
In multi-colour print black full tone areas should have a 40% cyan to give a rich black.

FTP access: on request

Loose inserts / bound inserts / tip-on ads / CDs

Loose inserts:
Minimum format: 105 mm width x 148 mm height
Maximum format: 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:
Extent: 4 pages (more on request)
Minimum format: 105 mm width x 148 mm height
Maximum format: format of the magazine
trimmed pages should have an additional 5 mm on each border to be cut off
Minimum weight: for 4-pages products 100 gsm
bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing

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

CD:
positioning on request.

Delivery date and address for bound inserts, loose inserts and tip-on ads:
For dates and terms please ask your contact person.
L.N. Schaffrath DruckMedien GmbH & Co. KG, Marktweg 42-50, D-47608 Geldern
Delivery note: please mark clearly: "loose/bound insert CUSTOMER, for DESIGN&ELEKTRONIK-issue xy/2020"
**Customized Services**

WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a cross-media marketing portfolio across all industries.

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PR services / content creation</strong></td>
<td>Whether you want to arouse curiosity, convince or inform - we support and mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.</td>
</tr>
<tr>
<td><strong>Event management</strong></td>
<td>Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences - we organize your tailor-made event. Our event services include among others: conception, location selection, speaker placement, invitation management, catering.</td>
</tr>
<tr>
<td><strong>Lead generation</strong></td>
<td>Generate valuable contact data from potential customers, for example with: webinars, white paper, sweepstakes.</td>
</tr>
<tr>
<td><strong>Social media concepts</strong></td>
<td>With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.</td>
</tr>
<tr>
<td><strong>Cross-industry media planning</strong></td>
<td>Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.</td>
</tr>
<tr>
<td><strong>Video and audio productions</strong></td>
<td>Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing. Examples: company presentation, trade fair films, interviews, product clips.</td>
</tr>
<tr>
<td><strong>Translations</strong></td>
<td>Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.</td>
</tr>
<tr>
<td><strong>Market research</strong></td>
<td>Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.</td>
</tr>
</tbody>
</table>

**Contact:**
Marc Adelberg – Customer Brand Manager
phone: +49 89 25556-1572 - email: madelberg@weka-fachmedien.de
Further information and advertising possibilities as well as detailed technical specifications can be found in the media data of elektroniknet.de. Also available online www.weka-fachmedien.de/media/mediadaten-engelsch/ and in the showroom: www.elektroniknet.de/media/showroom
Your event partner

You want to meet your target group personally?
Then the events of DESIGN&ELEKTRONIK are just right for you.

Experts meets Experts is the motto

Visionary Keynotes, technical in-depth lectures, live networking, delicious catering and ambience form the framework of DESIGN&ELEKTRONIK events.

How can you participate?

- as a speaker with an relevant lecture
- as an exhibitor with your portfolio and advice
- as a sponsor with your marketing message in all promotion

We also offer customized events - the Exclusive-Package includes:

- program development
- speaker selection from a top-class network
- organization and realization of the exclusive event
- crossmedia marketing of the event

Give us a call and be part of the community!

Contact:
Corina Prell, Sales Manager Events, Phone: +49 89 25556-1393,
E-mail: cprell@weka-fachmedien.de
General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2019)

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 websites of the publisher. The general conditions will also apply to the placement of online advertising on other platforms or the publisher’s own domains if this is indicated in the offer of the publisher.

2. Different provisions to the effect that a specific advertising contract will not be recognized as an integral part of the contract, that is, unless the publisher expressly agrees to them.

3. The publisher reserves the right to change the advertisement and/or conditions at any time. They will inform their clients in good time of any alteration, at least one month in advance. A change will only be made where the publisher deems this necessary.

4. The publisher may authorize the insertion of advertisements only if they are complete, unless the publisher expressly agrees to them.

5. Should an advertising agency commission advertising orders on behalf of third parties, the contract will only be concluded between 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. Advertisers and advertising agencies are duty bound to abide by the general conditions 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.

7. Advertising brokers and advertising agencies are duty bound to abide by the general conditions.

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 a specific insertion date or position.

9. The client may cancel orders for online advertising after the conclusion of the contract. Cancellation must be in writing. The publisher will terminate the placement of the online advertising immediately after receipt of the cancellation.

10. Cancellation fee online: 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:

   a. 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion;

   b. 50% of the net value of the order for cancellation within one week of the commencement of insertion;

   c. For cancellation prior to the commencement of insertion 15% of the net value of the order is still due at the time of terminating insertion online advertising.

   The price of online advertising already inserted will also be billed.

11. Placement of advertising in the magazine will be based on the readiness of the ready to print copy 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.

12. 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.

13. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, originality, advertising form or uniform advertising formats, or their publication is not unconditionally permissible for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their appearance in the magazine.

14. Advertisements that create the impression with the reader, through their format or layout, of being a constituent part of the magazine or that contain supplements that create the impression with the reader, through their format or layout, of being a constituent part of the magazine are not acceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their appearance in the magazine.

15. 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, 5.5% above the prime lending rate or, if the client is a consumer and enters into a payment term with the publisher, the interest will be calculated at a maximum of 4% above the prime lending rate. Upon default of payment or granting of a respite, the publisher is entitled to bill the following costs:

   a. 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 online advertising.

   The price of online advertising already inserted will also be billed.

16. 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 for this purpose to be paid by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

21. 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.

22. 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 the publisher is entitled to resell the advertising material that are subject to joint discounts 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. Direct 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 notified to the publisher. The client has no right to requests for this purpose to pass by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

23. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultless substitute advertisement for this purpose to be paid by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

24. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfillment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).

25. 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.

26. 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 gross negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

27. 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 commercial damages, unproven or statutory 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.

28. 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.

29. 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.

30. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.

31. The client may only demand a price reduction for payment of an order by the client is only demanded in case of a discount at the price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price inquiries 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 site where the online advertising is placed or is paid if a pay-per-click basis, of the number of actual clicks.

32. Payment is due within the term shown on the price list, that is unleses from case to case a different term of payment or advance payment is agreed in writing. For early discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means are not preserved in every case. The price list is revised and announced.

33. 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, 5.5% above the prime lending rate or, if the client is a consumer and enters into a payment term with the publisher, the interest will be calculated at a maximum of 4% above the prime lending rate. Upon default of payment or granting of a respite, the publisher is entitled to bill the following costs:

   a. 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 online advertising.

   The price of online advertising already inserted will also be billed.

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 refused for collection are destroyed after four weeks.

35. 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 refused for collection are destroyed after four weeks.

36. 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 refused for collection are destroyed after four weeks.

37. 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.

38. 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 refused for collection are destroyed after four weeks.

39. 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.

40. 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.
DESIGN&ELEKTRONIK – know how for designers and special issue medical design

Your crossmedia brands

The up-to-date web service design-elektronik.de and the design-elektronik.de newsletter

The up-to-date web service medical-design.news and the medical design newsletter

Successful events

Media DESIGN&ELEKTRONIK
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Phone +49 89 25556-1376
Fax +49 89 25556-1651
E-mail: media@design-elektronik.de
www.design-elektronik.de
www.weka-fachmedien.de