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80 Kenrick Street
Brighton, MA 02135
Phone: +1-860-536-6677
veroniquelamarque@gmail.com
Skype: E&Tech Media

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Martina Niekrwietz
International Account Manager
Richard-Reitzner-Allee 2
85540 Haar
Germany
Phone: +49 89 25556-1309
Fax: +49 89 25556-1651
mniekrwietz@markt-technik.de

Editorial contact:
DESIGN&ELEKTRONIK
Richard-Reitzner-Allee 2
85540 Haar
Germany

Editor-in-chief:
Joachim Kroll
Phone: +49 89 25556-1335
jkroll@weka-fachmedien.de

Assistant:
Michaela Stolka
Phone: +49 89 25556-1376
Fax: +49 89 25556-1651
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 (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 %
   editorial content 631 pages = 76 %
   advertising content 199 pages = 24 %
   of which are:
   house advertising 40 pages
   loose inserts 7 pieces

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>b/w</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>
</tr>
<tr>
<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>
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<tr>
<td>1/3 page</td>
<td>2,110.-</td>
<td>2,530.-</td>
<td>2,950.-</td>
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<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>
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<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>
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<tr>
<td>2nd/4th cover page</td>
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<td></td>
<td>9,060.-</td>
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<tr>
<td>cover page</td>
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<td></td>
<td>9,980.-</td>
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<tr>
<td>per mm (2-column)</td>
<td>6.40</td>
<td>7.70</td>
<td>9.00</td>
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</table>

| island ads        | 25.40   | 30.40   | 35.50   |

### 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 %
  - 6 or more insertions: 10 %
  - 9 or more insertions: 15 %
  - 12 or more insertions: 20 %

- **Volume discount**
  - 3 or more pages: 10 %
  - 6 or more pages: 15 %
  - 9 or more pages: 20 %
  - 12 or more pages: 25 %

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

### 4 Classified advertisements:

- **Job market**: per mm b/w € 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

More formats on request, VAT excluded.

Total circulation: 21,149 copies
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 1/2 page vertical
width x height
90 x 260 mm
105 x 297 mm
186 x 130 mm
210 x 143 mm

1/3 page horizontal 1/3 page vertical
width x height
186 x 86 mm
210 x 99 mm
58 x 260 mm
70 x 297 mm

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

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

1/8 page vertical
width x height
43 x 130 mm
52 x 143 mm

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

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

1/16 page
width x height
58 x 65 mm
70 x 74 mm

1/1 trim size
width x height
210 x 297 mm
186 x 260 mm

1/1 page
width x height
122 x 260 mm
140 x 297 mm
186 x 260 mm
210 x 198 mm

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

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

junior page
width x height
137 x 190 mm
152 x 205 mm

trim size
width x height
137 x 190 mm
152 x 205 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
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.-

further bound inserts: on request
calculation run: 22,000 copies

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

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&ELEKTRONIK issue xy/2020”
## Loose inserts

- **Innovator of the Year in DESIGN&Elektronik**:
  - mention in preliminary reports, print and online
  - presence on all voting tools
  - sponsors named in the editorial postreporting

- **Silver sponsorship**
  - Silver sponsorship
  - Funding package Innovator of the Year
  - Supports Sicheres Spurleitsystem

- **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

## Sponsorship package Innovator of the Year

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver sponsorship</td>
<td></td>
</tr>
</tbody>
</table>
- 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**

<table>
<thead>
<tr>
<th>Format</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 3,900. (no discounts)</td>
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<tr>
<td>2/1 page</td>
<td>€ 6,500. (no discounts)</td>
</tr>
</tbody>
</table>

## Snipe ad

- Snipe ad content
- Format: 60 mm x 60 mm

**€ 690.**

## Island ads

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

## QR Code

- Response element to a professional article or product report

**€ 250.**

## Cover gate fold

- 3 pages

**€ 16,970.**

## Tip-on ads

- tip-on postcards
- 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

**€ 1,960.**
<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>Trade shows</th>
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<tbody>
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<td>embedded world</td>
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<td>trade show guide embedded world 2020</td>
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<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>2</td>
<td>Mar 25, 2020</td>
<td>Feb 27, 2020</td>
<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 focus: healthcare IT</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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<td>trade show issue MedtecLIVE</td>
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<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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<td>Issue</td>
<td>Publication date</td>
<td>Ad closing date</td>
<td>Main topic</td>
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<td>Trade shows</td>
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<td>4</td>
<td>April 28, 2020</td>
<td>Mar 30, 2020</td>
<td><strong>smart mobility:</strong> autonomous driving, E-mobility</td>
<td><strong>electromechanics:</strong> joining technique</td>
<td><strong>power electronics:</strong> IGBTs</td>
<td>PCIM Europe</td>
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<td>Car2Car, Car2X communication virtualization techniques ML and AI techniques and components, fuel cells</td>
<td>cases &amp; cooling technology keys/switches/HMI relays</td>
<td>MOSFETs power modules</td>
<td>Nuremberg, May 05 – 07, 2020</td>
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<td>trade show issue PCIM</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</td>
<td><strong>medicine 4.0:</strong> medical IoT, mHealth, eHealth artificial intelligence, security digitalisation smart medical devices</td>
<td><strong>electronics manufacturing:</strong> clean room production printed electronics industry 4.0 in medicine</td>
<td>PCIM Europe</td>
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<td>battery and charging technologies power modules med. power supply</td>
<td>trade show issue T4M-Expo</td>
<td>trade show issue SMTconnect</td>
<td>Nuremberg, May 05 – 07, 2020</td>
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<td>focus: 3D print</td>
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<td>SMTconnect</td>
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<td>Stuttgart, May 05 – 07, 2020</td>
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<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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<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</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</td>
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<td>Nuremberg, June 23 – 25, 2020</td>
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<td>Application forum passive components</td>
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<td>Munich, July 01 – 02, 2020</td>
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<td>Application forum EMC</td>
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Subject to alteration
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<th>Ad closing date</th>
<th><strong>Main topic</strong></th>
<th><strong>Main topic</strong></th>
<th><strong>Main topic</strong></th>
<th><strong>Trade shows</strong></th>
</tr>
</thead>
<tbody>
<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: med. image processing software for image processing artificial intelligence, microscopy</td>
<td>focus: experts and junior staff</td>
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<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</td>
<td>power supply: AC/DC converters DC/DC converters battery &amp; charging technology</td>
<td>semiconductors: microcontrollers, processors, DSPs programmable logics, interfaces</td>
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<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/IoT: communication technology safety &amp; security components artificial intelligence</td>
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<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>
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<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</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</td>
<td>focus: plastics technology</td>
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<td>Issue</td>
<td>Publication date</td>
<td>Ad closing date</td>
<td>Main topic</td>
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<td>Trade shows</td>
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<td>Oct 08, 2020</td>
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<td>previews electronica:</td>
<td>smart mobility:</td>
<td>power supply:</td>
<td>Application forum sensor technology</td>
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<td>electromechanics</td>
<td>autonomous driving, E-mobility</td>
<td>AC/DC converters</td>
<td>Munich, Oct 14, 2020</td>
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<td>semiconductor</td>
<td>Car2Car, Car2X communication</td>
<td>DC/DC converters</td>
<td>IoT – from sensor to cloud</td>
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<td>optoelectronics</td>
<td>virtualization techniques</td>
<td>battery &amp; charging technology</td>
<td>Sindelfingen, Oct 20 – 21, 2020</td>
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<td>passive components</td>
<td>fuel cells</td>
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<td>electromechanics</td>
<td>microcontrollers, processors, DSPs,</td>
<td>starter kits and development</td>
<td>Munich, Nov 10 – 13, 2020</td>
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<td>power supply</td>
<td>programmable logics, interfaces</td>
<td>boards</td>
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<td>optoelectronics</td>
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<td>development software</td>
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<td>system components</td>
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<td>communication</td>
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<td>6</td>
<td>Nov 03, 2020</td>
<td>Oct 07, 2020</td>
<td>trade show issue electronica</td>
<td>drive technology:</td>
<td>image processing:</td>
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<td></td>
<td>trade show issue</td>
<td>microdrives</td>
<td>med. image processing</td>
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<td></td>
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<td></td>
<td>MEDICA/COMPAMED</td>
<td>pump motors, piezo motors</td>
<td>software for image processing</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>focus: laser technology</td>
<td>DC motors</td>
<td>artificial intelligence, microscopy</td>
<td></td>
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<tr>
<td></td>
<td>+medical-design</td>
<td></td>
<td></td>
<td>brush-free drives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Nov 17, 2020</td>
<td>Oct 21, 2020</td>
<td>embedded computing:</td>
<td>electromechanics:</td>
<td>industry 4.0/IoT:</td>
<td>SPS</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>industrial computers</td>
<td>joining technique</td>
<td>communication technology</td>
<td>Nuremberg, Nov 24 – 26, 2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>embedded hardware</td>
<td>cases &amp; cooling technology</td>
<td>safety &amp; security</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>embedded software</td>
<td>keys/switches/HMI</td>
<td>components</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>development and test tools</td>
<td>relays</td>
<td>artificial intelligence</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Dec 11, 2020</td>
<td>Nov 16, 2020</td>
<td>semiconductors:</td>
<td>displays &amp; HMIs:</td>
<td>power supply &amp;</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>microcontrollers, processors, DSPs,</td>
<td>LCDs/TFTs</td>
<td>power management:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>programmable logics, interfaces</td>
<td>switches/keys/foil keyboards</td>
<td>AC/DC converters</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>interfaces</td>
<td>DC/DC converters</td>
<td></td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td>sensors+actuators</td>
<td>battery &amp; charging technology</td>
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<td></td>
<td></td>
<td>applications</td>
<td>IGBTs, MOSFETs, power modules</td>
<td></td>
</tr>
</tbody>
</table>

Subject to alterations
### 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.

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**Ad awareness (average of all ads)**

<table>
<thead>
<tr>
<th>Reaction</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have purchased the advertised products / services</td>
<td>21%</td>
</tr>
<tr>
<td>I have recommended the products / services</td>
<td>33%</td>
</tr>
<tr>
<td>I have passed the ad on to somebody</td>
<td>64%</td>
</tr>
<tr>
<td>I have talked with a colleague about the company and / or their products</td>
<td>76%</td>
</tr>
<tr>
<td>I have requested more information about the company</td>
<td>51%</td>
</tr>
<tr>
<td>I have visited the website of the company</td>
<td>85%</td>
</tr>
<tr>
<td>At least one of the above mentioned reactions</td>
<td>93%</td>
</tr>
</tbody>
</table>

---

**Planned investments in the product field automation in the next 12 months …**

<table>
<thead>
<tr>
<th>Product Field</th>
<th>Sure</th>
<th>Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automation (net)</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Industrial control systems</td>
<td>15%</td>
<td>34%</td>
</tr>
<tr>
<td>Field bus components</td>
<td>16%</td>
<td>36%</td>
</tr>
<tr>
<td>Sensors</td>
<td>20%</td>
<td>48%</td>
</tr>
<tr>
<td>Industrial ethernet</td>
<td>25%</td>
<td>68%</td>
</tr>
<tr>
<td>Engines</td>
<td>28%</td>
<td>53%</td>
</tr>
<tr>
<td>Image data processing</td>
<td>16%</td>
<td>29%</td>
</tr>
<tr>
<td>Safety &amp; security</td>
<td>28%</td>
<td>53%</td>
</tr>
</tbody>
</table>

---

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

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

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

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

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

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

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

- **Design tools (net)**: 89%
  - Starter kits: 50% sure, 33% possible, 83%
  - Compilers / debuggers: 27% sure, 31% possible, 58%
  - Programmers: 30% sure, 30% possible, 60%
  - Design tools: 35% sure, 33% possible, 68%

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

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

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

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

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

- **Optoelectronics (net)**: 80% sure, 20% possible
- **Displays / LCDs**: 60% sure, 17% possible, 23% not sure
- **Optical fibre components**: 69% sure, 13% possible, 23% not sure
- **LEDs**: 69% sure, 53% possible, 16% not sure
- **Optical couplers**: 56% sure, 38% possible, 18% not sure
- **Laser components**: 56% sure, 38% possible, 22% not sure

Main field of activity

- **Research & development**: 90% sure
- **Management**: 34% sure, 66% possible
- **Production / manufacturing / quality control**: 42% sure, 58% possible
- **Purchasing / procurement**: 32% sure, 68% possible

Industry of the company

- **Test & measurement**: 60% sure, 40% possible
- **Industrial electronics**: 59% sure, 41% possible
- **Automotive engineering**: 36% sure, 64% possible
- **Engineering office**: 35% sure, 65% possible
- **Data processing**: 33% sure, 67% possible
- **Apparatus engineering**: 32% sure, 68% possible
- **Engineering**: 30% sure, 70% possible
- **Medical engineering**: 26% sure, 74% possible
- **Consumer electronics**: 24% sure, 76% possible
- **Telecommunications**: 23% sure, 77% possible
- **Precision engineering, optics**: 20% sure, 80% possible
- **Transportation (railway, ship, airplane, heavy…)**: 19% sure, 81% possible
- **Military electronics**: 16% sure, 84% possible
- **Distribution of electronical devices, modules, etc.**: 14% sure, 86% possible
- **Component manufacturing**: 13% sure, 87% possible
- **Agricultural engineering**: 12% sure, 88% possible

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

- 1 person (only me): 37% sure
- 2 persons: 19% sure, 81% possible
- 3 persons: 17% sure, 83% possible
- 4 persons: 9% sure, 91% possible
- 5 persons: 8% sure, 92% possible
- 6 - 9 persons: 9% sure, 91% possible
- 10 persons and more: 1% sure, 99% possible

Average: 3 persons

source: Recall and Impact Analysis DESIGN&ELEKTRONIK 4/2018, IFAK Institut, Taunusstein
3.1 Structure of the domestic market
circulation by Nielsen-areas:

<table>
<thead>
<tr>
<th>Nielsen 1</th>
<th>7.0 % = 1,433 copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nielsen 2</td>
<td>12.4 % = 2,533 copies</td>
</tr>
<tr>
<td>Nielsen 3a</td>
<td>9.8 % = 1,999 copies</td>
</tr>
<tr>
<td>Nielsen 3b</td>
<td>22.9 % = 4,668 copies</td>
</tr>
<tr>
<td>Nielsen 4</td>
<td>37.8 % = 7,685 copies</td>
</tr>
<tr>
<td>Nielsen 5+6</td>
<td>4.2 % = 825 copies</td>
</tr>
<tr>
<td>Nielsen 7</td>
<td>5.9 % = 1,208 copies</td>
</tr>
</tbody>
</table>

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
- Maximum 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. Scharffrath 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.

PR services / content creation
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.

Event management
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.

Lead generation
Generate valuable contact data from potential customers, for example with: web-seminars, white paper, sweepstakes.

Social media concepts
With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.

Cross-industry media planning
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.

Video and audio productions
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.

Translations
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.

Market research
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.

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-englisch/ 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

Jan 28 – 29, 2020, Munich
Jan 28 – 29, 2020, Munich
Feb 25 – 27, 2020, Nuremberg
Feb 26 – 27, 2020, Nuremberg
Jul 01 – 02, 2020, Munich
Jul 02, 2020, Munich
Oct 14, 2020, Munich
Oct 20 – 21, 2020, Sindelfingen
Oct 28 – 29, 2020, Munich
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 regard, the client will not submit the advertising material to any third parties, will not use the advertising material in any manner that deviates from the original advertisement, and will not grant any rights to any third parties.

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. The order will be concluded with the acceptance of the client’s order by the publisher. Such acceptance may be in writing or by email.

The client is entitled to order advertisements from the publisher, including ads for technical or other comprehensible reasons.

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

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:

- 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;
- 100% of the net value of the order for cancellation within four days of the commencement of insertion.

The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, or because of the content of the order or for uniform reasons. In any case, the publisher will notify the client if their content violates laws or official stipulations, or their publication is not 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 publication. Advertisements bearing irrelevant or inappropriate impressions with their own announcement will be accepted. When originally agreed insertion times are not honored by the client, the ads will be placed in the next available place without any notice. In this case, the client is entitled to a proportional reduction of the agreed publication price. If ads are not free of faults, the client may claim a reduction of payment if the substitute advertisement is again not free of faults.

In the case of cancellations 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 will be borne by the client. Should any deficiencies in the ready to print copy and/or advertising material not be immediately discernible by the client, the client must expressly request a faxed correction. Only correct color adjustment ensures correct color implementation within the usual tolerances. Otherwise in the event of deficiencies in the printing result, the client will be entitled to a reduction of payment.

Should the client breach the contract, the client will be liable for all damages, including 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.

The client may only withdraw from the contract if the advertisement has been published. In this event, the client is entitled to receive a reduction of payment if the substitute advertisement is again not free of faults.

In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim correction of the incorrect impression, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable time period to pass for this purpose to be served, 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).

In the event of deficiencies in online advertising, the publisher will initially only offer other compensation or rectification. Should subsequent fulfillment fail, the client may only initiate a demand for a reduction of payment (abatement) or cancellation of the order (redhibitory action).

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.

In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim reduction of payment (abatement) or cancellation of the order (redhibitory action). 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.

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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

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

Media DESIGN&ELEKTRONIK
Richard-Reitzner-Allee 2 · D-85540 Haar
Phone +49 89 25556-1376
Fax +49 89 25556-1651
E-mail: media@design-elektronik.de
www.design-elektronik.de
www.weka-fachmedien.de