world of solutions

Elektronik

MEDIA GUIDE

2020

PRINT ONLINE EVENTS
Elektronik 2.0 world of solutions

Why the new Elektronik?

Manufacturers and distributors are becoming system suppliers in the value chain.

The new Elektronik follows this trend:

Instead of isolated topics, we design the individual issues to cover the spectrum of top technologies and markets.

The new Elektronik thus offers readers a holistic source of information and advertisers a market-analogue advertising environment in all relevant communication channels:
1 **Title:** Elektronik

2 **Characteristics:** The professional journal Elektronik - world of solutions provides cross-media information about solutions and components of professional electronics, analogous to the business models of manufacturers and distributors, with technology, trade fair and market editions.

With the illustration of value chains along the „hot“ topics, the brand Elektronik offers a unique selling point in the B2B communication market. From research to technology implementation and rounded off by the relevant business and trend topics, Elektronik - world of solutions - is the perfect source of information for electronics developers, technical purchasing/sales/business development and support engineers at distributors and manufacturers.

3 **Target group:** Elektronik - world of solutions is the media brand for developers of professional electronic products, technical purchasing/sales/business development and technical support organisations at distributors and manufacturers.

Elektronik reaches 96,000 electronics decision-makers per issue* - most-read bi-weekly electronics trade journal in Germany (*source LA ELFA 12/13)

4 **Publication frequency:** 26 technology issues fortnightly, 8 business issues, 4 issues neo, 12 Elektronik automotive issues and „THE OFFICIAL DAILY“ at embedded world

5 **Format:** A4

6 **Volume:** 69th volume 2020

7 **Subscription rates:** Domestic subscription: 179,00 €
Overseas subscription: 186,00 €
Single copy rate: 8,00 €

8 **Organ:** GMM VDE/VDI-GESELLSCHAFT MIKROELEKTRONIK, MIKROSYSTEM – UND FEINWERKTECHNIK

9 **Membership:** LA ELFA (readership analysis of electronics trade media)
IVW-EDA (certified audit of circulation)
not for special issues

10 **Publishing house:** WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2, D-85540 Haar
Phone +49 89 25556-1383

11 **Publisher:** WEKA FACHMEDIEN GmbH

12 **Advertising:**
Sonja Winkler, Sales Director
e-mail: swinkler@weka-fachmedien.de

13 **Editorial office:**
Frank Riemenschneider, editor-in-chief,
e-mail: friemenschneider@weka-fachmedien.de
Andrea Seidel, editorial assistant,
e-mail: aseidel@weka-fachmedien.de, phone +49 89 25556-1332
Silvia Langford, editorial assistant,
e-mail: slangford@weka-fachmedien.de, phone +49 89 25556-1331

14 **Editorial to advertising ratio 2018 = 52 issues**

<table>
<thead>
<tr>
<th>Total pages</th>
<th>3,032 pages</th>
<th>100.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial content</td>
<td>2,362 pages</td>
<td>77.90%</td>
</tr>
<tr>
<td>Advertising content</td>
<td>670 pages</td>
<td>22.50%</td>
</tr>
</tbody>
</table>

15 **Editorial content analysis 2018**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional articles/specials</td>
<td>1,464 pages</td>
</tr>
<tr>
<td>Products</td>
<td>143 pages</td>
</tr>
<tr>
<td>Impulses</td>
<td>531 pages</td>
</tr>
<tr>
<td>Others (title, editorial, content, FAQ, imprint, advertiser index)</td>
<td>224 pages</td>
</tr>
<tr>
<td>Editorial content</td>
<td>2,362 pages</td>
</tr>
<tr>
<td>Total</td>
<td>3,032 pages</td>
</tr>
</tbody>
</table>
1 Circulation audit: except special issues

2 Circulation breakdown: copies per issue/annual average (July 1st 2018 to June 30th 2019)

<table>
<thead>
<tr>
<th></th>
<th>print run: 31,032</th>
</tr>
</thead>
<tbody>
<tr>
<td>total circulation:</td>
<td>30,633 abroad: 782</td>
</tr>
<tr>
<td>sold circulation:</td>
<td>11,185 abroad: 626</td>
</tr>
<tr>
<td>subscriptions:</td>
<td>9,986 member copies: 7,602</td>
</tr>
<tr>
<td>retail sales:</td>
<td>–</td>
</tr>
<tr>
<td>other sales:</td>
<td>1,199</td>
</tr>
<tr>
<td>controlled circulation:</td>
<td>19,448</td>
</tr>
<tr>
<td>remainder, archive and voucher copies:</td>
<td>399</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></td>
<td>percent</td>
</tr>
<tr>
<td>Germany</td>
<td>97.4</td>
</tr>
<tr>
<td>Switzerland</td>
<td>1.1</td>
</tr>
<tr>
<td>Austria</td>
<td>1.0</td>
</tr>
<tr>
<td>Abroad others</td>
<td>0.4</td>
</tr>
<tr>
<td>total circulation</td>
<td>100.0</td>
</tr>
</tbody>
</table>

3.1 Structure of the domestic market circulation by Nielsen-areas:

- Nielsen 1: 8.8 % = 2,624 copies
- Nielsen 2: 13.6 % = 4,064 copies
- Nielsen 3a: 10.7 % = 3,204 copies
- Nielsen 3b: 25.3 % = 7,559 copies
- Nielsen 4: 30.5 % = 9,113 copies
- Nielsen 5+6: 5.0 % = 1,467 copies
- Nielsen 7: 6.1 % = 1,820 copies

Summary of the survey methodology:

1. Methodology: circulation breakdown by file analysis – census
2. universe (domestic total circulation) 29,851 = 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
Journal Advertising rates No. 55, valid from 01.01.2020

1 Advertising formats and rates (Prices in Euro):

<table>
<thead>
<tr>
<th>Format</th>
<th>basic prices</th>
<th>prices 2c</th>
<th>prices 3c</th>
<th>prices 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6.730,-</td>
<td>7.970,-</td>
<td>8.960,-</td>
<td>9.950,-</td>
</tr>
<tr>
<td>A5 page (junior page)</td>
<td>4.160,-</td>
<td>4.970,-</td>
<td>5.590,-</td>
<td>6.230,-</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.550,-</td>
<td>4.260,-</td>
<td>4.780,-</td>
<td>5.300,-</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.370,-</td>
<td>2.820,-</td>
<td>3.170,-</td>
<td>3.520,-</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page 2-columns</td>
<td>1.770,-</td>
<td>2.160,-</td>
<td>2.400,-</td>
<td>2.730,-</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>1.190,-</td>
<td>1.400,-</td>
<td>1.590,-</td>
<td>1.770,-</td>
</tr>
<tr>
<td>1/6 page horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page 2-columns</td>
<td>900,-</td>
<td>1.030,-</td>
<td>1.180,-</td>
<td>1.370,-</td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td></td>
<td></td>
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<tr>
<td>1/8 page horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pinboard / Seminar planer</td>
<td>295,-</td>
<td>320,-</td>
<td>340,-</td>
<td>360,-</td>
</tr>
<tr>
<td>Cover page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside cover special</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2½/3¼ cover page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th cover page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>mm-price, 1-column</td>
<td>6.60</td>
<td>7.80</td>
<td>8.80</td>
<td>9.80</td>
</tr>
</tbody>
</table>

2 Additional charges:
- We charge 10% of the basic price for requested and confirmed placements (at least € 160,-)
- Prices apply for Euroskala
- Charges for special colours on request
- No additional charges for bleed and crossover print

3 Discounts:
(written a 12 month period, starting from the publication date of first ad)

<table>
<thead>
<tr>
<th>Format</th>
<th>basic prices</th>
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</tr>
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<td></td>
<td></td>
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<tr>
<td>1/4 page 2-columns</td>
<td>1.770,-</td>
<td>2.160,-</td>
<td>2.400,-</td>
<td>2.730,-</td>
</tr>
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<td>9.80</td>
</tr>
</tbody>
</table>

4 Classified advertisements:

Employer Branding:
- 1/1 page 4c € 4.900
- 1/2 page 4c € 2.600

Double insertion: When booking the same ad in another issue, we grant 25% discount on the rate card price.

Business portraits:
- 1/4 page € 1,070,-
- 1/2 page € 2,110,-
- 1/1 page € 4,200,-

Pinboard:
- 1/9 page b/w € 295,-
- 1/9 page 4c € 360,-

Seminar planner:
- 1/9 page b/w € 295,-
- 1/9 page 4c € 360,-

Discount for high volume booking upon request.

5 Special Ads: Prices see page 8 to 10

6 Contact:
Consulting & booking: Sonja Winkler, Sales Director
phone +49 89 25556-1383, swinkler@weka-fachmedien.de
Digital file delivery: werbemittel@weka-fachmedien.de

7 Terms of payment:
Hypovereinsbank, München
IBAN: DE37 7002 0270 0035 7049 81, SWIFT (BIC): HYVEDEMMXXX
Tax ID number: DE 811 190 616
2 % discount for payment within 8 days after date of invoice or net payment within 21 days of invoicing.

Prices excl. VAT / tc: 30.633 copies
Formats

2/1 pages spread across gutter
width x height
420 x 297 mm
394 x 260 mm

1/1 page
width x height
210 x 297 mm
185 x 260 mm

2 x 1/2 across gutter
width x height
420 x 143 mm
394 x 128 mm

Junior Page
width x height
135 x 190 mm
147 x 210 mm

Pinboard Seminar planer
1/9 page
width x height
102 x 82 mm
90 x 62 mm

Island ad
1 column
minimum 50 mm height
maximum 80 mm height
column width 51 mm

1/6 page horizontal
width x height
210 x 63 mm
185 x 43 mm

trim size
width x height
72 x 143 mm
60 x 128 mm

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

1/3 page horizontal
width x height
210 x 110 mm
185 x 90 mm

1/4 page vertical
width x height
102 x 143 mm
90 x 128 mm

1/4 page horizontal
width x height
210 x 82 mm
185 x 62 mm

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

1/2 page horizontal
width x height
210 x 143 mm
185 x 128 mm

1/8 page vertical
width x height
54 x 143 mm
42 x 128 mm

1/8 page horizontal
width x height
210 x 51 mm
185 x 31 mm

1/8 page
width x height
102 x 82 mm
90 x 62 mm

trim size:
add 5 mm per trimmed edge
for bleed size
Cover
Cover creative + cover story
€ 10,900.-(no discount)

Inside Cover
product guide or main focus
inside cover special
€ 6,900.-(no discount)

Belly wrap
plus double page
format: 624 x 100 mm
with 5 mm trim size:
634 x 110 mm
€ 37,500.-

Belly wrap
format: 624 x 100 mm
with 5 mm trim size:
634 x 110 mm
€ 18,300.- (incl. printing)

Advertorial:
Present your technical contribution incl. company presentation in high-quality and appealing design within the scope of the category 'sponsored content'.
Secure the publication of your PR text in an edition of your choice with an advertorial*

Double page format: € 9,900.-
1/1 page format: € 6,900.-

Additional publication in a newsletter of elektronik.de: € 1,590.-
Specifications on request, different designs possible

Are you interested? Talk to us!

Island display / content
basic price b/w island display per mm € 28.-
basic price 4c island display per mm € 39.-
1 column minimum 50 mm height maximum 80 mm height
column width 51 mm

Other forms of advertising
on request
(gate folder, flap, altar fold)

Advertising material to be stuck on
on request
(Only in combination with 1/1 ad)
Customized Publishing

Whether print, online or event - with creativity and competence we bring your requirements and ideas into the right format: from booklet to advertorial pages to customer magazines.

Example Customized Publishing:

• concept (in coordination with client)
• editorial elaboration/support
• layout (in Elektronik or Elektronik automotive design or according to customer’s CI)
• print/processing
• loose or bound insert/tip-on in Elektronik, Elektronik automotive or the daily newspaper „THE OFFICIAL DAILY”

Individual offers on request

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Snipe ad on front cover

format: 50mm, round
€ 7,200.-

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Loose inserts

up to 25g (incl. postage) € 7,850.-
split-run by zip-codes/ Nielsen area € 260.- per thousand
split-run by qualified addresses € 450.- per thousand
minimum order amount € 650.- loose inserts over 25g price on request
print run: 31,000 copies

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Bound inserts

4-pages € 9,290.-
8-pages € 11,900.-
12-pages € 15,900.-
more on request

print run: 31,000 copies

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Delivery contact for inserts:

L.N. Schaffrath DruckMedien GmbH & Co. KG, Marktweg 42-50, 47608 Geldern
Delivery note: loose/bound insert CUSTOMER, for Elektronik issue xy/2020
Technical details see page 20
Elektronik Reader’s Proofed Products 2019 ★★★★★

Elektronik readers test
Have your product tested by an independent Elektronik-expert readership. In addition to high media attention, you will receive the credible Elektronik Reader’s Proofed Products test seal after the reader test.

The 5-Star-Plus-Package for your product
★ Product presentation (print, online, social media)
★ independent reader test
★ Interim report (print, online, social media)
★ Final report (print, online, social media)
★ credible test seal for your market communication
+ special print (1,000 copies)

price € 19,900,-

Profit from the high awareness of Elektronik readership elections!

The readership election „Elektronik distributor of the year 2020“. Call in Elektronik issue 11/2020, publication of the results in Elektronik issue 19/2020.
Special Newsletter: Winner Distributor of the Year on September 15, 2020

Special Newsletter: Winner Products of the Year on March 31, 2020

Special Newsletter readership election on December 14, 2020
Winners of these readership elections are allowed to use the official winner logos for their market communication.

hall plan embedded world 2020
loose insert in Elektronik and DESIGN+ELEKTRONIK logo placement € 890,-
total circulation: more than 50,000 copies
Copytest – Control your ads impact!

For all media experts who want to know what design engineers and technical managers think about their ads, products and image, Elektronik offers exclusive copytests. Elektronik’s copytests are not limited to content and design of advertisements. As a copytest-participant you will receive a concise image analysis ‘on top’, because the advertising presence must always be viewed in its overall context.

Elektronik copytests answer important questions such as “Do customers pay attention to my ad?”, “What information about my company is retained by the reader?” and “Does this ad help to get new customers interested in my products and company?”

Exemplary results
(Source: Copytest issue 18/2018, conducted by IFAK-Institut Taunusstein)

General reactions to ads / articles
As a reaction to ads / articles in Elektronik during the last 12 months, I have ...

- recommended the product/service: 41%
- passed the ad to someone: 68%
- talked with a colleague about the company and/or its products: 71%
- requested more information about the company: 48%
- visited the website of the company: 86%
- at least one of the above mentioned reactions: 94%

Further information on the service tools is available at www.elektroniknet.de/media or directly from your Elektronik media consultant at +49 89 25556-1383.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Themed worlds</th>
<th>Trade fairs and congresses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Elektronik Technologie 1</strong></td>
<td>Pub: Jan 14, 2020  Ad: Dez 16, 2019  PM: Dez 20, 2019</td>
<td><strong>TRENDS &amp; EXPERTS</strong>&lt;br&gt;What moves the embedded industry in 2020?&lt;br&gt;Opinions, expert interviews and statistics provide answers</td>
<td></td>
</tr>
<tr>
<td><strong>Elektronik Technologie 2</strong></td>
<td>Pub: Jan 23, 2020  Ad: Dez 30, 2019  PM: Jan 08, 2020</td>
<td><strong>DIGITALISATION</strong>&lt;br&gt;artificial intelligence, machine learning, virtual reality, industry 4.0, rapid prototyping, connectivity, microelectronics, big data</td>
<td>IEDM 2019 San Francisco 8.-11.12.2019</td>
</tr>
<tr>
<td><strong>Elektronik Technologie 3</strong></td>
<td>Pub: Feb 04, 2020  Ad: Jan 14, 2020  PM: Jan 20, 2020</td>
<td><strong>EMBEDDED TECHNOLOGY SMART &amp; SECURE</strong>&lt;br&gt;MCU/MPU/SoC and their power supplies, tools, development &amp; maker boards, intellectual property, programmable logic, safety &amp; security, connectivity, cloud, artificial intelligence, system design, sensors, embedded software engineering&lt;br&gt; + job exchange</td>
<td></td>
</tr>
<tr>
<td>Subject to change</td>
<td>Pub = Publication date / Ad = Ad closing date / PM = Deadline for print material</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUTONOMOUS DRIVING &amp; CONNECTED CAR</td>
<td>\textbf{microelectronic components, power supply, development tools, embedded hardware \ &amp; software, measurement technology, system design, software engineering, test \ &amp; inspection systems, infotainment systems, clusters, Car-to-Car-/Car-to-X communication, 3G/LTE/SG infrastructure, sensors, ethernet, TSN/A, GPS \ + job exchange}</td>
<td>Automotive World Tokio 15.-17.01. \textbf{Mobile World Congress Barcelona} 24.-27.02. \textbf{Embedded World} 25.-27.02.</td>
<td></td>
</tr>
<tr>
<td>THE OFFICIAL DAILY</td>
<td>\textbf{embedded world 2020}</td>
<td>Embedded World 25.-27.02.</td>
<td></td>
</tr>
<tr>
<td>Elektronik Technologie 5</td>
<td>\textbf{ANALOG &amp; POWER} \textbf{power electronics, batteries, rechargeable batteries, analog/mixed-signal ICs, DC/DC converters, power management, energy harvesting, passive components and electromechanics in power electronics}</td>
<td>Energy Storage 10.-12.03.</td>
<td></td>
</tr>
<tr>
<td>Elektronik Technologie 6</td>
<td>\textbf{PROCESSING &amp; INTELLECTUAL PROPERTY} \textbf{microcontrollers, processors, intellectual property, power supply, memory, artificial intelligence, machine learning, safety \ &amp; security, chip manufacturing, SoCs, programmable logic, open source hardware}</td>
<td>ISSCC San Francisco 16.-20.02.</td>
<td></td>
</tr>
<tr>
<td>Automotive 3</td>
<td>\textbf{E-VEHICLES &amp; CONNECTED CAR} \textbf{microelectronics, power supply, embedded hardware \ &amp; software, measurement technology, system design, software engineering, test \ &amp; inspection systems, hybrid vehicles, charging infrastructures, intelligent parking \ &amp; traffic control, E-bikes, E-scooters, Car-to-Car-/Car-to-X, 3G/LTE/SG, sensors, ethernet, TSN/A, GPS}</td>
<td>AmE - Automotive meets Electronics 10.-11.03. \textbf{eMobility World} 18.-22.03. \textbf{LOPEC} 24.-26.03. \textbf{Mobilitec} 25.-27.03.</td>
<td></td>
</tr>
<tr>
<td>Elektronik Technologie 7</td>
<td>\textbf{SYSTEMDESIGN &amp; SOFTWARE ENGINEERING} \textbf{system design \ &amp; verification tools, analyzers, control systems, signal processing \ &amp; wireless communication, code generation, image processing \ &amp; machine vision, development environments, RTOS \ &amp; embedded software, EMV}</td>
<td>For up-to-date news to each issue simply register for the info newsletter by e-mail to <a href="mailto:rboehm@weka-fachmedien.de">rboehm@weka-fachmedien.de</a></td>
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<td>Issue</td>
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<tr>
<td><strong>Business &amp; Märkte 2</strong></td>
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</tbody>
</table>
| Pub: Apr 08, 2020 | Ad: Mar 18, 2020 | PM: Mar 24, 2020 | **SMART MOBILITY**  
microelectronic components, power supply, power electronics, development tools, embedded hardware & software for commercial & rail vehicles, agricultural machinery, industrial trucks, aerospace, LEDs, passive components, electromechanics | Hannover Messe 20.-24.04.  
MobiiTec Hannover 23.-27.04. |
| **Elektronik Technologie 8** | | | |
industrial internet, industry 4.0, controls & IPCs, sensors, actuators, field communication, systems for manufacturing automation, connectivity, intelligent manufacturing | MobiiTec Hannover 23.-27.04.  
Smart Systems Integration Grenoble 01.-02.04.  
Hannover Messe 20.-24.04.  
MobiiTec Hannover 23.-27.04. |
| **Automotive 4** | | | |
microelectronics, power supply, embedded hardware & software, measurement technology, system design, software engineering, test & inspection systems, hybrid vehicles, charging infrastructures, intelligent parking & traffic control, E-bikes, E-scooters, driver assistance systems, infotainment systems, clusters | Hannover Messe 20.-24.04.  
MobiiTec Hannover 23.-27.04. |
| **Business & Märkte 3** | | | |
| Pub: Apr 20, 2020 | Ad: Mar 26, 2020 | PM: Apr 01, 2020 | **SMART CITIES & ENERGY**  
microelectronics, power supply, power electronics, embedded hardware & software for smart metering, passive components, electromechanics, smart grid, energy storage, power conversion, telecom & networks, wireless infrastructure, solar/wind energy, power supplies, smart grid protection and control, renewable energy generation | Hannover Messe 20.-24.04.  
PCIM Europe 05.-07.05. |
| **Elektronik Technologie 9** | | | |
power electronics, batteries, rechargeable batteries, DC/DC converters, power management, energy harvesting, power supply, passive components and electromechanics in power electronics | PCIM Europe 05.-07.05.  
SMT Connect 05.-07.05. |
| **Automotive 5** | | | |
| Pub: May 05, 2020 | Ad: Apr 09, 2020 | PM: Apr 17, 2020 | **SERVICES, SHARED MOBILITY, CONNECTED CAR**  
embedded hardware & software components, connectivity, measurement & test systems, apps for carsharing, smart parking, 3G/LTE/5G, sensors, microelectronics, power supply, system design, software engineering, Car-to-Car-/Car-to-X, 3G/LTE/5G infrastructure, ethernet, TSN/A, GPS | PCIM Europe 05.-07.05.  
SMT Connect 05.-07.05.  
Control Stuttgart 05.-08.05.  
Forum Künstliche Intelligenz 14.05. |
| **neo 2** | | | |
The magazine for students & young professionals | PCIM Europe 05.-07.05.  
SMT Connect 05.-07.05.  
Forum Künstliche Intelligenz 14.05. |
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<td>Apr 24, 2020</td>
<td>EMBEDDED TECHNOLOGY SMART &amp; SECURE</td>
<td>Forum Künstliche Intelligenz 14.05. Nvidia GTC San Jose, 22.03.-26.03.</td>
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<td></td>
<td>Pub: May 12, 2020</td>
<td>Ad: Apr 20, 2020</td>
<td>PM: Apr 24, 2020</td>
<td>MCU/MPU/SoC and their power supply, tools, development &amp; maker boards,</td>
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<td>sensor technology, embedded software engineering</td>
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<td>INDUSTRIAL &amp; EMBEDDED VISION</td>
<td>Forum Safety &amp; Security 22.-24.06.</td>
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<td>May 19, 2020</td>
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<td>microelectronic components, power supply, development tools,</td>
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<td>Business &amp; Märkte 4</td>
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<td>embedded hardware &amp; software for industry 4.0, passive devices,</td>
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<td>electromechanics, industrial internet of things (IIoT), neural</td>
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<td>networks, augmented reality, medical imaging, robotics, predictive</td>
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<td>intelligent connection between customers and suppliers. Microelectronics,</td>
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<td>development boards, analog/mixed-signal components, power</td>
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<td>electronics, passive components, electromechanics, sensor technology,</td>
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<td>SENSOR + test 23.-25.06.</td>
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| Elektronik Technologie 13     | Pub: Jun 23, 2020| PASSIVE COMPONENTS & ELECTROMECHANICS
- relays, housings, surface-mounted systems, switch cabinets, shielding, cables & cable assemblies,
- connectors, contacts, switches, buttons, keyboards, input systems, fans, heat sinks,
- thermally conductive materials, materials, coatings | IMEC FutureSummits Antwerpen
19.05.
NI Week Austin, 18.-21.5.
Anwenderforum Passive Bauelemente
01.-02.07. |
| Automotive 7                  | Pub: Jun 30, 2020| ALTERNATIVE DRIVES
- microelectronic components, power supply, development tools, embedded hardware & software,
- measurement technology, system design, software engineering, test & inspection systems for electric cars,
- hybrid Vehicles, charging infrastructures, intelligent parking & traffic control, E-bikes,
- E-scooters, batteries, battery cells, in-vehicle charging technology, fuel cells, E-fuels, battery management | |
| Elektronik Technologie 14     | Pub: Jul 07, 2020| EMBEDDED TECHNOLOGY SMART & SECURE
- MCU/MPU/SoC and their power supplies, tools, development & maker boards, intellectual property,
- programmable logic, safety & security, connectivity, cloud, artificial intelligence,
- system design, sensor technology, embedded software engineering, system design | VLSI Symposium Hawaii
10.-12.06.
Computex Taipei, 02.-06.06.
NXP Connects Santa Clara, Juni 2020 |
| Elektronik Technologie 15     | Pub: Jul 21, 2020| PROCESSING & INTELLECTUAL PROPERTY
- microcontrollers, processors, intellectual property, power supply, memory, artificial intelligence,
- machine learning, safety & security, chip manufacturing, SoCs, programmable logic, open source hardware | |
| Automotive 8                  | Pub: Jul 28, 2020| AUTONOMOUS DRIVING & CONNECTED CAR
- microelectronic components, power supply, development tools, embedded hardware & software,
- measurement technology, system design, software engineering, test & inspection systems,
- infotainment systems, clusters, Car-to-Car/Car-to-X communication, 3G/LTE/5G infrastructure,
- sensors, ethernet, TSN/A, GPS | VLSI Symposium Hawaii
10.-12.06.
NXP Connects Santa Clara, Juni 2020 |
| Elektronik Technologie 16     | Pub: Aug 04, 2020| SYSTEM DESIGN & SOFTWARE ENGINEERING
- system design & verification - tools, analyzers, control & regulatory systems, signal processing,
- wireless communication, code generation, image processing & machine vision, development environments, RTOS & embedded software | LETI InnovationDays Grenoble, 24.-28.06. |
| Elektronik Technologie 17     | Pub: Aug 18, 2020| DIGITIZATION
- artificial intelligence, machine learning, virtual reality, industry 4.0, rapid prototyping, connectivity, microelectronics | |
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<td>MCU/MPU/SoC and their power supply, tools, development &amp; maker boards, intellectual property, programmable logic, safety &amp; security, connectivity, cloud, artificial intelligence, system design, sensor technology, embedded software engineering</td>
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<td>neo 3</td>
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<td>Aug 13, 2020</td>
<td>Aug 19, 2020</td>
<td>TECHNOLOGY, KNOWLEDGE, VISIONS, CAREER</td>
<td>The magazine for students &amp; young professionals</td>
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<td><strong>Automotive 9</strong></td>
<td>Sep 08, 2020</td>
<td>Aug 18, 2020</td>
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<td>E-VEHICLES &amp; SERVICES, SHARED MOBILITY</td>
<td>Microelectronics, power supply, embedded hardware &amp; software, measurement technology, system design, software engineering, test &amp; inspection systems, hybrid vehicles, charging infrastructures, E-bikes, E-scooters, connectivity, apps for car sharing, smart parking, 3G/LTE/5G, GPS, sensors, Car-to-X communication</td>
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<td>Sep 10, 2020</td>
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<td>Aug 26, 2020</td>
<td>SMART MOBILITY</td>
<td>Microelectronic components, power supply, power electronics, passive components, electromechanics, development tools, embedded hardware &amp; software for commercial &amp; rail vehicles, agricultural machinery, industrial trucks, aerospace, LEDs</td>
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<td><strong>Elektronik Technologie 19</strong></td>
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<td>Aug 25, 2020</td>
<td>Aug 31, 2020</td>
<td>DISTRIBUTION - PARTNERING IN INNOVATION</td>
<td>The distributor as an innovative solution provider who creates an intelligent connection between customers and suppliers. Microelectronics, development boards, analog/mixed-signal components, power electronics, passive components, electromechanics, sensor technology, connectivity, embedded hardware &amp; software for smart applications in industry, the office, at home, in medicine &amp; energy industry, obsolescence management</td>
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<td><strong>Elektronik Technologie 20</strong></td>
<td>Sep 29, 2020</td>
<td>Sep 08, 2020</td>
<td>Sep 14, 2020</td>
<td>SENSING, MEASUREMENT+TEST</td>
<td>Oscilloscopes, spectrum analyzers, multimeters, network analyzers, signal generators, PC measurement technology, data loggers, recording, storing and evaluating measurement data (big data, IoT), test benches, component testing, test laboratories, sensor technology</td>
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Subject to change
Pub = Publication date / Ad = Ad closing date / PM = Deadline for print material
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<td>Automotive 12</td>
<td>Pub: Dez 08, 2020  Ad: Nov 17, 2020  PM: Nov 23, 2020</td>
<td>CONNECTED CAR  automotive ethernet, microelectronic components, power supply, development tools, embedded hardware &amp; software, measurement technology, system design, software engineering, test &amp; inspection systems for in-vehicle networks (IVN), Car-to-Car communication, Car-to-X communication, 3G/LTE/5G infrastructure, sensor technology, TSN/A, GPS</td>
<td>Arm TechCon San Jose 12.-16.10.</td>
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Subject to change
Pub = Publication date / Ad = Ad closing date / PM = Deadline for print material
Technical data

Printing technique / processing
Cover: sheet-fed offset
Contents: web-fed offset
Paper: improved newsprint
Processing: wire stitching
Format: trimmed format 210 mm x 297 mm
add 5 mm per trimmed edge for bleed size
type area: 185 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:
Hildegund Roessler, Disposition, Phone +49 89 25556-1473
Jeanette Blaukat, Disposition, Phone +49 89 25556-1014
werbemittel@wekanet.de

File names should be given as in the example:
Customer_ek_issue (for example: Mustermann_ek_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. 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 in width and height
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:
Volume: 4 pages (more pages 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 or Nielsen

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 Elektronik – issue xy/2020
Technical data

Printing technique / processing
Cover: sheet-fed offset
Contents: web-fed offset
Paper: improved newsprint PEFC certified
Processing: adhesive binding
Format: trimmed format 210 mm x 297 mm
   add 5 mm per trimmed edge for bleed size
   type area: 172 mm x 246 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:
Hildegund Roessler, Disposition, Phone +49 89 25556-1473
Jeanette Blaukat, Disposition, Phone +49 89 25556-1014
werbemittel@wekanet.de

File names should be given as in the example:
Customer_ek_issue (for example: Mustermann_ek_neo_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. 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
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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:
Volume: 2 pages (more pages 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 115 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 or Nielsen

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 Elektronik neo – issue xy/2020"
Methodology

• Base: Readers of issue 18/18 of the trade journal Elektronik in Germany.
• Sample: 320 persons of the basic population were chosen at random of the whole recipient data set
• Date of interviews: Interviews were conducted between September 5th and 18th, 2018.
• 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 to each interviewer electronically and binding in terms of order and wording of the questions.

General reactions to ads / articles

As a reaction to ads / articles in Elektronik during the last 12 months, I have …

- recommended the products/service: 41%
- passed on the ad to someone: 68%
- talked with a colleague about the company and/or their products: 71%
- requested more information about the company: 48%
- visited the website of the company: 86%
- at least one of the above mentioned reactions: 94%

*Source: Elektronik 18/18 Copytest September 2018

Planned investments

Planned investments in the next 12 months (sure/possible) …

- automation technology: 44%
- electromechanics: 74%
- power supply: 64%
- active components: 80%
- passive components: 85%
- measuring technology: 75%
- development systems: 76%
- industrial computers: 42%
- optoelectronics: 71%
- design/product service: 63%
The magazine, which prepares electronics topics excitingly for the young specialized audience

Content

+ Exciting trends from the electronics industry: artificial intelligence, cloud computing, autonomous systems, industry 4.0, electro-mobility, the Internet of Things, digitization
+ Basic knowledge of electrical engineering
+ Companies and start-ups that are interesting as employers
+ Everything you need to know about your career: career opportunities, continuing education, job descriptions, study programs and the influence of digitization on your professional life.
+ Events: electronics trade fairs, career-, maker- and start-up fairs, hackathons, conferences, workshops and seminars
+ Test reports, sweepstakes, interviews

Target group

+ college students
+ graduates & career starters
+ start-up companies
+ young professionals

Distribution

+ subscription shipment
+ partial shipment with Elektronik universities
+ networks for young professionals
+ embedded world 2020 electronica 2020
+ sps ipc drives 2020
+ maker & start-up fairs
+ hackathons
elektronik-neo.de is the modern web service for the young professional audience of the electronics industries.

Selina Doulah
Video specialist, AI enthusiast and feminist – keen to experiment and always in a good mood

Christina Deinhardt
Social media guru, idea machine and construction kit professional – thinks out of the mainstream box

Irina Hübner
Industry expert and all-rounder – pragmatic and open for new

Cornelia Meier
All-rounder, science fiction fan, word acrobat - thirsty for knowledge and open-minded

Special offer:
Employer Branding
1/1 page: € 4,000,- 1/2 page: € 2,000,- 1/4 page: € 1,000,-
*on rate card price

For advertising rates please see page 6.

Newsletter dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Date</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.01.2020</td>
<td>26.05.2020</td>
<td>22.09.2020</td>
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<td>18.02.2020</td>
<td>23.06.2020</td>
<td>20.10.2020</td>
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<td>24.03.2020</td>
<td>21.07.2020</td>
<td>17.11.2020</td>
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</table>

For information about online advertising please see page 28-29.

Nr. 2  | Pub: May 7, 2020 | Ad: Apr 15, 2020 | PM: Apr 21, 2020

For advertising rates please see page 6.

Now 20% discount on annual booking

Elektronik-neo.de
Is the modern web service for the young professional audience of the electronics industries.

For information about online advertising please see page 28-29.
THE OFFICIAL DAILY - the only official daily at embedded world 2020!
5 editorial teams, 3 up-to-date issues to target trade fair visitors even better.

Publication dates:
Feb 25, 2020
Feb 26, 2020
Feb 27, 2020

Ad closing date:
Feb 02, 2020
(for all 3 issues)

Deadline for print material:
Feb 11, 2020
(for all 3 issues)

Distribution:
21,000 copies

Advertising rates and formats (package rate for all 3 days)

<table>
<thead>
<tr>
<th>Tabloid format</th>
<th>bw</th>
<th>2c</th>
<th>3c</th>
<th>4c</th>
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<th>Bleed format in mm</th>
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<tbody>
<tr>
<td>Tab 1/1</td>
<td>8,400 €</td>
<td>10,180 €</td>
<td>11,900 €</td>
<td>13,730 €</td>
<td>260 x 337</td>
<td>280 x 380</td>
</tr>
<tr>
<td>Tab 9/16 (junior)</td>
<td>5,310 €</td>
<td>6,530 €</td>
<td>7,600 €</td>
<td>8,730 €</td>
<td>260 x 175</td>
<td>280 x 193</td>
</tr>
<tr>
<td>Tab 1/3 vertical</td>
<td>3,670 €</td>
<td>4,380 €</td>
<td>5,140 €</td>
<td>5,920 €</td>
<td>97 x 337</td>
<td>107 x 380</td>
</tr>
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<td>Tab 1/3 horizontal</td>
<td>6,310 €</td>
<td>7,540 €</td>
<td>8,820 €</td>
<td>10,140 €</td>
<td>260 x 175</td>
<td>280 x 193</td>
</tr>
<tr>
<td>Tab 1/4 vertical</td>
<td>2,890 €</td>
<td>3,450 €</td>
<td>4,020 €</td>
<td>4,600 €</td>
<td>65 x 337</td>
<td>75 x 380</td>
</tr>
<tr>
<td>Tab 1/4 horizontal</td>
<td>2,410 €</td>
<td>2,910 €</td>
<td>3,390 €</td>
<td>4,200 €</td>
<td>48 x 350</td>
<td>58 x 380</td>
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<td>Tab 1/8 horizontal</td>
<td>1,300 €</td>
<td>1,590 €</td>
<td>1,800 €</td>
<td>2,100 €</td>
<td>130 x 87</td>
<td>280 x 53</td>
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<td>IFC/OBC</td>
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<td></td>
<td></td>
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<td>12,900 €</td>
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</tr>
</tbody>
</table>

Special advertising formats

| Island ad front cover | 8,050 € |
| Flap                 | 19,000 € |

<table>
<thead>
<tr>
<th>Loose insert up to 25 g</th>
<th>1 day</th>
<th>2 days</th>
<th>3 days</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,450 €</td>
<td>4,300 €</td>
<td>6,150 €</td>
</tr>
</tbody>
</table>

| Centre bound-insert     |         |         | 9,790 € |
| 4 pages                 |         |         |         |

| mm price | 5 € | 6 € | 6.50 € | 7 € |
| Island ad mm price | 46 € | 51 € | 55 € | 60 € |

Price rates for all 3 issues.

Due to technical reasons, ads have to be booked for all 3 issues (except loose inserts).
7 good reasons for your advertisement:

The only official newspaper of the embedded world
Published by the editorial teams of WEKA FACHMEDIEN, the official media partner of the trade fair organizer NürnbergMesse.

21,000 copies – exclusively distributed
Only THE OFFICIAL DAILY will be distributed exclusively to the show visitors and exhibitors at the entrance and exhibition area. Additional distribution in hotels, train stations and airport secures circulation at its best with 21,000 copies hot-off-the-press.

Concentrated expert know how
The editorial departments of the renowned professional journals Elektronik, Markt&Technik, DESIGN&ELEKTRONIK and Computer&AUTOMATION offer top-class content with concentrated competence – the perfect source of information for the trade fair visitors.

Up-to-date news coverage
With separate issues on all 3 exhibition days, THE OFFICIAL DAILY covers the latest news directly from the fair.

International visitor approach
With regard to the international visitors, THE OFFICIAL DAILY reports from the fair in German and English.

Big format
The extensive tabloid format with its high level of awareness stages your ad and the promoted products in a perfect way.

Inclusive recruitment
THE OFFICIAL DAILY is the perfect platform for looking for qualified professionals – focused and without waste coverage on the world’s greatest trade fair of the embedded community.

THE OFFICIAL DAILY is published daily on each of the three days!

Contact: Konrad Nadler, international account manager
Phone: +49 89 25556-1382, knadler@weka-fachmedien.de
Customized Services

WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a crossmedia 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.

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

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.

Translators
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.

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.

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.

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.

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: madeberg@weka-fachmedien.de
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 advertising orders on the basis of the conditions that follow. The contract will be concluded by accepting the advertising order by the advertiser in the magazines bought out by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.

2. If a printer is not essential for the production of advertising clients will not be recognized as an integral part of the contract, that is unless the publisher expressly agrees.

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 before the commencement of insertion, and will withdraw or have withdrawn any advertisements for which the publisher is responsible for placing the advertisement in the particular number, the particular edition or at the particular place of the 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 or the particular place of the magazine, or that the publisher is authorized to insert in another number or in a different place 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.

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

5. Shapiro media will not be responsible for third parties. The contract will be concluded in full between the advertising agency and not with the ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency. The order will be concluded in full between the advertising agency and the ordering party. The publisher guarantees to the advertising agency that all necessary rights and obligations concerning the publication of advertising material in the electronic version of the offering publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (Telemediengesetz) or other applicable data protection laws.

6. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim imputation of a faultless substitute impression. If the substitute impression is not published within the time period required for the purpose of the notified reason or if the substitute impression is not as agreed upon in the contract, the publisher may charge the client for the imputation of a faultless substitute impression an additional cost of 10% of the value of the order. If a new impression is necessary, the additional cost of imputation of a faultless substitute impression is added to the order. The publisher may charge the client for the imputation of a faultless substitute impression an additional cost of 10% of the value of the order. If a new impression is necessary, the additional cost of imputation of a faultless substitute impression is added to the order. The publisher will immediately inform the client about the status of the substitute impression.

7. Cancellation terms print: Cancellation is possible free of charge until the ad closing date.

8. 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).

9. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client.

10. If a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of online advertising are not added to the prices if the order is changed to another price list or if the order is adjoined to another order. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will term the cancellation.

11. 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 joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions.

12. 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 marked "Box" in accordance with the usual regulations of the postal service. Receipts from box number advertisements are not responsible for the correctness of the sent proofs. The publisher will include the order number, the particular number, the particular edition or at the particular place of the magazine. The publisher reserves the right to change the date of appearance of online advertising for technical or other comprehensible reasons.

13. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution, and for transfer of publication of the advertising material.

14. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution, and for transfer of publication of the advertising material.
Successful events

Your trade journal for „hot topics“ in technologies and markets

The up-to-date webservice elektronik.de and the elektronik.de newsletter

Interactive

world of solutions

Elektronik

Media consulting
Richard-Reitzner-Allee 2
85540 Haar
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Fax  +49 89 25556-1670
E-Mail: media@elektronik.de
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