USA West
Huson International Media
Ralph Lockwood
1900 Camden Avenue, Suite 203-3
San Jose
California 95124
Phone: +1 408 879 6666
Fax: +1 408 879 6669
ralph.lockwood@husonmedia.com

USA East
Huson International Media
Kristen Riley
The Yard
106 West 32nd Street, Suite 124
New York, NY 10001
Phone: +1 -212 268 33 44
Fax: +1 -212 268 33 55
kristen.riley@husonmedia.com

For all other territories please contact:

Konrad Nadler
Phone: +49 89 25556 - 1382
Fax: +49 89 25556 - 1670
knadler@weka-fachmedien.de

Editorial office

Frank Riemenschneider
Dipl.-Ing.
Editor-in-Chief Elektronik, Elektro-
nik automotive & Elektronik neo
microelectronics, special projects
Phone +49 89 25556-1714
friemenschneider@weka-fachmedien.de

Gerhard Stelzer
Dipl.-Ing.
Editor-at-Large, microelectronics,
AI, 5G, Smart Mobility, Elektronik
readers test
Phone +49 89 25556-1337
gstelzer@weka-fachmedien.de

Markus Kien
Dipl.-Ing.
CV
Phone +49 89 25556-1333
mkien@weka-fachmedien.de

Selina Doulah
B.Sc.
Elektronik neo, passive compo-
nents, electromechanics
Phone +49 89 25556-1609
sdoulah@weka-fachmedien.de

Markus Haller
Dipl.-Phys.
embedded vision, displays, HMIs,
measurement/Text, Sensor
technology
Phone +49 89 25556-1371
mehler@weka-fachmedien.de

Ute Häußler
Dipl.-Kffr. (FH)
power supply, energy storage,
smart mobility
Phone +49 89 25556-1369
uhaeussler@weka-fachmedien.de

Tobias Schlichtmeier
B.Eng.
embedded systems, industry
4.0, IoT, system design, software
engineering
Phone +49 89 25556-1368
tschlichtmeier@weka-fachmedien.de

Matthäus Hose
Head of publishing house
Phone +49 89 25556 -1302
mhose@weka-fachmedien.de

Robin Belicke
Marketing
Phone +49 89 25556 -1340
rbelicke@weka-fachmedien.de
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 elektronics 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 (certified audit of circulation) not for special issues


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, email: friemenschneider@weka-fachmedien.de Andrea Seidel, editorial assistant, email: aseidel@weka-fachmedien.de, phone +49 89 25556-1332 Silvia Langford, editorial assistant, email: slangford@weka-fachmedien.de, phone +49 89 25556-1331

14 Editorial to advertising ratio 2018 = 52 issues

<table>
<thead>
<tr>
<th></th>
<th>total pages:</th>
<th>3,032 pages</th>
<th>100.00%</th>
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</thead>
<tbody>
<tr>
<td>editorial content</td>
<td>2,362 pages</td>
<td>77.90%</td>
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</tr>
<tr>
<td>advertising content</td>
<td>670 pages</td>
<td>22.50%</td>
<td></td>
</tr>
</tbody>
</table>

15 Editorial content analysis 2018 = 2,362 pages

<table>
<thead>
<tr>
<th>Professional articles/specials</th>
<th>1,464 pages</th>
<th>62.00%</th>
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</thead>
<tbody>
<tr>
<td>products</td>
<td>143 pages</td>
<td>6.00%</td>
</tr>
<tr>
<td>impulses</td>
<td>531 pages</td>
<td>22.50%</td>
</tr>
<tr>
<td>others (title, editorial, content, FAQ, imprint, advertiser index)</td>
<td>224 pages</td>
<td>9.50%</td>
</tr>
<tr>
<td>editorial content</td>
<td>2,362 pages</td>
<td>100.00%</td>
</tr>
<tr>
<td>total</td>
<td>3,032 pages</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
1 Circulation audit:

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

| print run: | 31,032 |
| total circulation: | 30,633 | abroad: | 782 |
| sold circulation: | 11,185 | abroad: | 626 |
| subscriptions: | 9,986 | member copies: | 7,602 |
| retail sales: | – |
| other sales: | 1,199 |
| controlled circulation: | 19,448 |
| remainder, archive and voucher copies: | 399 |

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
### 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>
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</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>1/3 page vertical</td>
<td>2.370,-</td>
<td>2.820,-</td>
<td>3.170,-</td>
<td>3.520,-</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>1.190,-</td>
<td>1.400,-</td>
<td>1.590,-</td>
<td>1.770,-</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>Pinboard / Seminar planer</td>
<td>295,-</td>
<td>320,-</td>
<td>340,-</td>
<td>360,-</td>
</tr>
<tr>
<td>Cover page</td>
<td>10.900,-</td>
<td></td>
<td></td>
<td>(no discount)</td>
</tr>
<tr>
<td>Inside cover special</td>
<td></td>
<td></td>
<td></td>
<td>6.900,-</td>
</tr>
<tr>
<td>2¼/3¼ cover page</td>
<td></td>
<td></td>
<td></td>
<td>10.300,-</td>
</tr>
<tr>
<td>4th cover page</td>
<td></td>
<td></td>
<td></td>
<td>10.900,-</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:
- **placement**: We charge 10% of the basic price for requested and confirmed placements (at least € 160,-)
- **colours**: Prices apply for Euroskala
  - Charges for special colours on request
- **format**: No additional charges for bleed and crossover print

### 3 Discounts:
(within a 12 month period, starting from the publication date of first ad)
- **Frequency discount**
  - 3 or more insertions: 3%
  - 6 or more insertions: 5%
  - 9 or more insertions: 10%
  - 12 or more insertions: 15%
  - 18 or more insertions: 20%
  - 24 or more insertions: 25%
- **Volume discount**
  - 3 or more pages: 5%
  - 6 or more pages: 10%
  - 9 or more pages: 15%
  - 12 or more pages: 20%
  - 15 or more pages: 25%

### 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,- (available only in special issues, no discounts)
- **Pinboard**: 1/9 page b/w € 295.-
  - 1/9 page 4c € 360.-
- **Seminar planer**: 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 •
trim size
width x height
147 x 210 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

1/3 page horizontal 1/3 page vertical
width x height
210 x 110 mm •
72 x 297 mm •
185 x 90 mm •
60 x 260 mm •

1/4 page
width x height
102 x 143 mm •
90 x 128 mm •
54 x 297 mm •
42 x 260 mm •

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

1/6 page horizontal 1/6 page vertical
width x height
210 x 63 mm •
185 x 43 mm •
72 x 143 mm •
60 x 128 mm •

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

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

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

Pinboard
Seminar planer
1/9 page
width x height
minimum 50 mm height
maximum 80 mm height
column width 51 mm

Island ad
1 column

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!

*limited offer
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

Snipe ad on front cover
format: 50mm, round
€ 7,200.-

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

Bound inserts
4-pages € 9,290.-
8-pages € 11,900.-
12-pages € 15,900.-
more on request
print run: 31,000 copies

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 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.
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 products/service: 41%
- passed 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%

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>
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</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>TRENDS &amp; EXPERTS  What moves the embedded industry in 2020?  Opinions, expert interviews and statistics provide answers</td>
<td></td>
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<tr>
<td>Topic</td>
<td>Date</td>
<td>Subscriptions</td>
<td>Events</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>------------</td>
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<td>---------------------------------</td>
</tr>
<tr>
<td>AUTONOMOUS DRIVING &amp; CONNECTED CAR</td>
<td></td>
<td></td>
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<tr>
<td>microelectronic components, power supply,</td>
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<tr>
<td>development tools, embedded hardware &amp;</td>
<td></td>
<td></td>
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<tr>
<td>software, measurement technology, system</td>
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<td></td>
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<tr>
<td>design, software engineering, test &amp;</td>
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<td>inspection systems, infotainment systems,</td>
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<tr>
<td>infrastructure, sensors, ethernet, TSN/A, GPS</td>
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<td>+ job exchange</td>
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<tr>
<td>Automotive World Tokio</td>
<td>15.-17.01</td>
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<td>Mobile World Congress Barcelona</td>
<td>24.-27.02</td>
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<td>Embedded World</td>
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<td>embedded world 2020</td>
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<td>batteries, analog/mixed-signal ICs, DC/DC converters,</td>
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<td>power management, energy harvesting, passive components and electromechanics in power electronics</td>
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<tr>
<td>Performing &amp; INTELLECTUAL PROPERTY</td>
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<tr>
<td>microcontrollers, processors, intellectual property, power supply, memory, artificial intelligence, machine learning, safety &amp; security, chip manufacturing, SoCs, programmable logic, open source hardware</td>
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<tr>
<td>ISSCC San Francisco</td>
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<td></td>
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<tr>
<td>Automotive World Tokio</td>
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<td>eMobile World</td>
<td>18.-22.03</td>
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<td></td>
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<tr>
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<tr>
<td>SYSTEM DESIGN &amp; SOFTWARE ENGINEERING</td>
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<td>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>
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<td>Automotive World Tokio</td>
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<td>eMobile World</td>
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<thead>
<tr>
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<th>Publication date</th>
<th>Themed worlds</th>
<th>Trade fairs and congresses</th>
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<tbody>
<tr>
<td>Business &amp; Märkte 3</td>
<td>Pub: Apr 20, 2020 Ad: Mar 26, 2020 PM: Apr 01, 2020</td>
<td><strong>SMART CITIES &amp; ENERGY</strong> microelectronics, power supply, power electronics, embedded hardware &amp; software for smart metering, passive components, electromechanics, smart grid, energy storage, power conversion, telecom &amp; networks, wireless infrastructure, solar/wind energy, power supplies, smart grid protection and control, renewable energy generation</td>
<td>Hannover Messe 20.-24.04. PCIM Europe 05.-07.05.</td>
</tr>
<tr>
<td>Elektronik Technologie 9</td>
<td>Pub: Apr 28, 2020 Ad: Apr 03, 2020 PM: Apr 09, 2020</td>
<td><strong>POWER ELECTRONICS &amp; ENERGY MANAGEMENT</strong> power electronics, batteries, rechargeable batteries, DC/DC converters, power management, energy harvesting, power supply, passive components and electromechanics in power electronics</td>
<td>PCIM Europe 05.-07.05. SMT Connect 05.-07.05.</td>
</tr>
<tr>
<td>Automotive 5</td>
<td>Pub: May 05, 2020 Ad: Apr 09, 2020 PM: Apr 17, 2020</td>
<td><strong>SERVICES, SHARED MOBILITY, CONNECTED CAR</strong> embedded hardware &amp; software components, connectivity, measurement &amp; 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</td>
<td>PCIM Europe 05.-07.05. SMT Connect 05.-07.05. Control Stuttgart 05.-08.05. Forum Künstliche Intelligenz 14.05.</td>
</tr>
<tr>
<td>neo 2</td>
<td>Pub: May 07, 2020 Ad: Apr 15, 2020 PM: Apr 21, 2020</td>
<td><strong>TECHNOLOGY, KNOWLEDGE, VISIONS, CAREER</strong> The magazine for students &amp; young professionals</td>
<td>PCIM Europe 05.-07.05. SMT Connect 05.-07.05. Forum Künstliche Intelligenz 14.05.</td>
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<tr>
<td>Issue</td>
<td>Pub Date</td>
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<td><strong>Elektronik Technologie 10</strong></td>
<td>May 12, 2020</td>
<td>Apr 20, 2020</td>
<td>Apr 24, 2020</td>
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<tr>
<td><strong>Business &amp; Märkte 4</strong></td>
<td>May 19, 2020</td>
<td>Apr 27, 2020</td>
<td>May 04, 2020</td>
</tr>
<tr>
<td><strong>Elektronik Technologie 11</strong></td>
<td>May 26, 2020</td>
<td>May 04, 2020</td>
<td>May 08, 2020</td>
</tr>
<tr>
<td><strong>Automotive 6</strong></td>
<td>Jun 04, 2020</td>
<td>May 12, 2020</td>
<td>May 18, 2020</td>
</tr>
<tr>
<td><strong>Elektronik Technologie 12</strong></td>
<td>Jun 09, 2020</td>
<td>May 15, 2020</td>
<td>May 22, 2020</td>
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</tbody>
</table>

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<table>
<thead>
<tr>
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<th>Publication date</th>
<th>Themed worlds</th>
<th>Trade fairs and congresses</th>
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</thead>
</table>
| **Elektronik Technologie 13** | Pub: Jun 23, 2020  
Ad: May 29, 2020  
PM: Jun 05, 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  
Ad: Jun 08, 2020  
PM: Jun 15, 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  
Ad: Jun 16, 2020  
PM: Jun 22, 2020 | **EMBEDDED TECHNOLOGY SMART & SECURE**  
MCU/MPU/SoC and their power supplies, tools, development & maker boards, intellectuals 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 Taipeih, 02.-06.06.  
NXP Connects Santa Clara, Juni 2020 |
| **Elektronik Technologie 15** | Pub: Jul 21, 2020  
Ad: Jun 30, 2020  
PM: Jul 06, 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  
Ad: Jul 07, 2020  
PM: Jul 13, 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 - 17** | Pub: Aug 18, 2020  
Ad: Jul 28, 2020  
PM: Aug 03, 2020 | **SYSTEMDESIGN & SOFTWARE ENGINEERING, DIGITIZATION**  
system design & verification - tools, analyzers, control & regulatory systems, signal processing, wireless communication, code generation, image processing & machine vision, development environments, RTOS & embedded software, artificial intelligence, industry 4.0, microelectronics + Photo gallery reader test Products of the year 2020 | |
<table>
<thead>
<tr>
<th>Title</th>
<th>Pub:</th>
<th>Ad:</th>
<th>PM:</th>
<th>Description</th>
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<tr>
<td><strong>Elektronik Technologie 18</strong></td>
<td>Sep 01, 2020</td>
<td>Aug 11, 2020</td>
<td>Aug 17, 2020</td>
<td><strong>EMBEDDED TECHNOLOGY SMART &amp; SECURE</strong>&lt;br&gt;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>
</tr>
<tr>
<td><strong>neo 3</strong></td>
<td>Sep 03, 2020</td>
<td>Aug 13, 2020</td>
<td>Aug 19, 2020</td>
<td><strong>TECHNOLOGY, KNOWLEDGE, VISIONS, CAREER</strong>&lt;br&gt;The magazine for students &amp; young professionals</td>
</tr>
<tr>
<td><strong>Automotive 9</strong></td>
<td>Sep 08, 2020</td>
<td>Aug 18, 2020</td>
<td>Aug 24, 2020</td>
<td><strong>E-VEHICLES &amp; SERVICES, SHARED MOBILITY</strong>&lt;br&gt;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>
</tr>
<tr>
<td><strong>Business &amp; Märkte 5</strong></td>
<td>Sep 10, 2020</td>
<td>Aug 20, 2020</td>
<td>Aug 26, 2020</td>
<td><strong>SMART MOBILITY</strong>&lt;br&gt;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>
</tr>
<tr>
<td><strong>Elektronik Technologie 19</strong></td>
<td>Sep 15, 2020</td>
<td>Aug 25, 2020</td>
<td>Aug 31, 2020</td>
<td><strong>DISTRIBUTION - PARTNERING IN INNOVATION</strong>&lt;br&gt;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>
</tr>
<tr>
<td><strong>Elektronik Technologie 20</strong></td>
<td>Sep 29, 2020</td>
<td>Sep 08, 2020</td>
<td>Sep 14, 2020</td>
<td><strong>SENSING, MEASUREMENT+TEST</strong>&lt;br&gt;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>
</tr>
</tbody>
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<table>
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<td>Issue</td>
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<td>Trade fairs and congresses</td>
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<tr>
<td>Elektronik</td>
<td>Pub: Nov 10, 2020</td>
<td>THE ENTIRE WORLD OF ELECTRONICS</td>
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<tr>
<td>Technologie 23</td>
<td>Ad: Oct 20, 2020</td>
<td>MCUs/MPUs/SoCs, programmable logic, processors, intellectual property,</td>
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<td></td>
<td>PM: Oct 26, 2020</td>
<td>embedded PCs, tools, operating systems, connectivity, internet of things</td>
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<td>(IoT), maker &amp; development boards, safety &amp; security, connectivity, cloud,</td>
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<td>artificial intelligence, system design, sensor technology, embedded</td>
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<td>software engineering, medical electronics</td>
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<td>+ job exchange</td>
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<tr>
<td>Business &amp; Märkte 8</td>
<td>Pub: Nov 16, 2020</td>
<td>INDUSTRIAL &amp; EMBEDDED VISION</td>
<td>Automation 4.0 Summit</td>
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<tr>
<td></td>
<td>Ad: Oct 26, 2020</td>
<td>microelectronic components, power supply, development tools, embedded</td>
<td>24.-25.11.</td>
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<tr>
<td></td>
<td>PM: Oct 30, 2020</td>
<td>hardware &amp; software for industry 4.0, industrial internet of things (IIoT),</td>
<td>SPS 24.-26.11.</td>
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<tr>
<td></td>
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<td>neural networks, artificial intelligence, augmented reality, medical imaging,</td>
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<td>robotics, predictive maintenance, cloud service/cloud computing, big data,</td>
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<td>system integration, displays, passive devices, electromechanics</td>
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<tr>
<td>Elektronik</td>
<td>Pub: Nov 20, 2020</td>
<td>SMART PRODUCTION SOLUTIONS</td>
<td>Automation 4.0 Summit</td>
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<tr>
<td></td>
<td>PM: Nov 05, 2020</td>
<td>&amp; safety, MCU/MPU/SoC and their power supply, industry 4.0, passive</td>
<td>SPS 24.-26.11.</td>
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<td>components, electromechanics</td>
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<tr>
<td>Elektronik</td>
<td>Pub: Dez 04, 2020</td>
<td>SYSTEMDESIGN &amp; SOFTWARE ENGINEERING</td>
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<tr>
<td>Technologie 25</td>
<td>Ad: Nov 13, 2020</td>
<td>system design &amp; verification - tools, analyzers, control systems,</td>
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<td></td>
<td>PM: Nov 19, 2020</td>
<td>signal processing, wireless communication, code generation, image processing,</td>
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<td>machine vision, development environments, RTOS &amp; embedded software</td>
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<td>Automotive 12</td>
<td>Pub: Dez 08, 2020</td>
<td>CONNECTED CAR</td>
<td>Arm TechCon San Jose</td>
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<td></td>
<td>Ad: Nov 17, 2020</td>
<td>automotive ethernet, microelectronic components, power supply, development</td>
<td>12.-16.10.</td>
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<td></td>
<td>PM: Nov 23, 2020</td>
<td>tools, embedded hardware &amp; software, measurement technology, system design,</td>
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<td>software engineering, test &amp; inspection systems for in-vehicle networks</td>
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<td>(IVN), Car-to-Car communication, Car-to-X communication, 3G/LTE/5G</td>
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<td>infrastructure, sensor technology, TSN/A, GPS</td>
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<td>Technologie 26</td>
<td>Ad: Nov 24, 2020</td>
<td>PRESENTATION OF NOMINATED PRODUCTS</td>
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<td></td>
<td>PM: Nov 30, 2020</td>
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Subject to change
Pub = Publication date / Ad = Ad closing date / PM = Deadline for print material

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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
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:
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.

*Further information on request.*
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
Selina Doulah
Video specialist, AI enthusiast and feminist - keen to experiment and always in a good mood

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

elektronik-neo.de

4 issues 2020 - circulation 22,000

<table>
<thead>
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<th>Pub:</th>
<th>Ad:</th>
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<td>Feb 13, 2020</td>
<td>Jan 23, 2020</td>
<td>Jan 29, 2020</td>
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<td>May 7, 2020</td>
<td>Apr 15, 2020</td>
<td>Apr 21, 2020</td>
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<tr>
<td>3</td>
<td>Sep 3, 2020</td>
<td>Aug 13, 2020</td>
<td>Aug 19, 2020</td>
</tr>
</tbody>
</table>

For advertising rates please see page 6.

Special offer:
Employer Branding
1/1 page: € 4,000,-
1/2 page: € 2,000,-
1/4 page: € 1,000,-

*on rate card price

Newsletter dates

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<table>
<thead>
<tr>
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<td>18.02.2020</td>
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<td>24.03.2020</td>
<td>21.07.2020</td>
<td>17.11.2020</td>
</tr>
</tbody>
</table>

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)

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<th>bw</th>
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<th>4c</th>
<th>Type area in mm</th>
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<td>Tab 1/1</td>
<td>8,400 €</td>
<td>10,180 €</td>
<td>10,900 €</td>
<td>11,730 €</td>
<td>260 x 337</td>
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<td>Tab 9/16 (junior)</td>
<td>6,310 €</td>
<td>7,540 €</td>
<td>8,180 €</td>
<td>8,820 €</td>
<td>202 x 273</td>
<td>212 x 291</td>
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<td>Tab 1/2 vertical</td>
<td>5,430 €</td>
<td>6,530 €</td>
<td>7,060 €</td>
<td>7,560 €</td>
<td>130 x 337</td>
<td>140 x 380</td>
</tr>
<tr>
<td>Tab 1/2 horizontal</td>
<td></td>
<td></td>
<td></td>
<td></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>4,820 €</td>
<td>5,140 €</td>
<td>97 x 337</td>
<td>107 x 380</td>
</tr>
<tr>
<td>Tab 1/3 horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>260 x 117</td>
<td>280 x 135</td>
</tr>
<tr>
<td>Tab 1/4 vertical</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>65 x 337</td>
<td>75 x 380</td>
</tr>
<tr>
<td>Tab 1/4 horizontal</td>
<td>2,890 €</td>
<td>3,450 €</td>
<td>3,700 €</td>
<td>4,020 €</td>
<td>260 x 87</td>
<td>280 x 105</td>
</tr>
<tr>
<td>Tab 1/4 2 columns</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>130 x 175</td>
<td>140 x 185</td>
</tr>
<tr>
<td>Tab 1/5 vertical</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>48 x 350</td>
<td>58 x 380</td>
</tr>
<tr>
<td>Tab 1/8 horizontal</td>
<td>2,410 €</td>
<td>2,910 €</td>
<td>3,160 €</td>
<td>3,390 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tab 1/8 2 columns</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>130 x 87</td>
<td>280 x 53</td>
</tr>
<tr>
<td>IFC/OBC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12,900 €</td>
<td></td>
</tr>
</tbody>
</table>

Special advertising formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island ad front cover</td>
<td>8,050 €</td>
</tr>
<tr>
<td>Flap</td>
<td>19,000 €</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>1 day</th>
<th>2 days</th>
<th>3 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loose insert up to 25 g</td>
<td>2,450 €</td>
<td>4,300 €</td>
<td>6,150 €</td>
</tr>
<tr>
<td>Centre bound-insert 4 pages</td>
<td>9,790 €</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
<th>5 €</th>
<th>6 €</th>
<th>6.50 €</th>
<th>7 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Island ad mm price</td>
<td>46 €</td>
<td>51 €</td>
<td>55 €</td>
<td>60 €</td>
</tr>
</tbody>
</table>

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
Vom Webdienst zum Business-Netzwerk: elektroniknet.de spiegelt starke Marken wider


Hier finden Kunden den passenden Anbieter!
Über 12.000 Firmeneinträge!
Mehr als 200 interaktive Marktübersichten!

Da dürfen Sie nicht fehlen: Sichern Sie sich jetzt Ihren Premiumeintrag im Anbieterkompass von elektroniknet.de und pushen Sie Ihre Präsenz noch weiter durch das Buchen von zusätzlichen Keywords! Damit richten Sie Ihre Werbung gezielt an den Interessen der Nutzer aus und werden sofort gefunden!

Vorteile für Premiumanbieter
• Einblendung einer Hinweisbox mit weiteren Artikeln zu Ihrem Unternehmen bei jedem redaktionellen Artikel, der Ihren Firmennamen erwähnt
• Einblendung Ihres Firmenlogos neben jedem redaktionellen Artikel, der ein von Ihnen gebuchtes Keyword enthält
• Die auf elektroniknet.de veröffentlichten redaktionellen Inhalte zu Ihrem Unternehmen/Produkt werden auch im Premiumeintrag angezeigt.
• Hinweis auf Ihren Premiumeintrag auch in unserem Newsletter und auf der Webseite
• Erhöhte Sichtbarkeit bei der Produktsuche im Anbieterkompass durch Logo-Einblendungen

Preis: € 1.990,–/12 Monate
(nicht rabattfähig)

Keyword-Buchung (kontextbezogene Logoeinblendungen)
nur in Verbindung mit einem Premiumeintrag

Nur als Premiumanbieter haben Sie die Möglichkeit Keywords zu buchen (z.B. Steckverbinder, Mikrocontroller, Displays, etc.). Wird dieses Keyword in einem redaktionellen Artikel erwähnt, platzieren wir in der Infobox rechts einen Hinweis auf Ihren Premiumeintrag nebst Firmenlogo.

Preis pro Keyword: € 990,–/Jahr
(nicht rabattfähig)
Maximal 36.000 Einblendungen pro Buchungszeitraum (max. 12 Monate).

Wie funktioniert der Anbieterkompass?
Jetzt Video ansehen!
**Social Media plus**

- Verbreitung: Medienmarke und Rubrik im Businessnetzwerk elektroniknet.de nach Wahl, Newsletter (Medienmarke und Termin nach Absprache), Twitter, XING, LinkedIn (optional), facebook (optional)
- Veröffentlichung auf den Social Media Kanälen innerhalb von 24 Stunden nach Artikelveröffentlichung auf elektroniknet.de
- Schrift, Bild und Formatgrößen wie elektroniknet.de, Kennzeichnung des Artikels mit „Anzeige“ auf Webseite und im Newsletter, Logo oder Bild
- Storytelling: Zeichen: max. 2.000 inkl. Leerzeichen, Bild: max. 628 x 353 Pixel, Verhältnis 16:9
- Vorlauf: 5 Tage

**Europa**

€ 2.990,- (nicht rabattfähig)

Optional Verbreitung über Newsletter und Website International plus € 1.590,-

**China**

- Verbreitung: elektroniknet.de/chinese, Medienmarke und Rubrik im Businessnetzwerk elektroniknet.de nach Wahl, Newsletter (Medienmarke und Termin nach Absprache), Social Media Plattformen in China: BaiDu, ByteDance, sina.com, Sohu.com, Tencent, WeChat
- Veröffentlichung auf den Social Media Kanälen nach Artikelveröffentlichung auf elektroniknet.de/chinese
- Schrift, Bild und Formatgrößen wie elektroniknet.de/chinese, Übersetzung des Textes auf chinesisch ist in den Leistungen enthalten
- Storytelling: Zeichen: max. 2.000 inkl. Leerzeichen, Bild: max. 628 x 353 Pixel, Verhältnis 16:9
- Vorlauf: 5 Tage

€ 4.990,- (nicht rabattfähig)

**Customized Newsletter**

Profitieren Sie vom hochwertigen Newsletter-Adresspool von elektroniknet.de!

Versenden Sie individuelle Informationen exklusiv an einen von Ihnen definierten Nutzerkreis.

**Preise:**
- Grundpreis: € 1.590,- (nicht rabattfähig)
- Je Tausend Empfänger: € 280,- (nicht rabattfähig)

**Showroom with our online advertising formats at**

www.elektroniknet.de/media/showroom

Detailed information to advertising opportunities at www.elektroniknet.de and technical specifications you can find in the elektroniknet.de media guide 2017 – also available online at http://www.weka-fachmedien.de/media/mediadaten-englisch. Or visit the showroom at www.elektroniknet.de/media/showroom.
JANUAR
07.01.2019 Trends der Elektronik-Industrie
14.01.2019 Messen+Testen
21.01.2019 Leistungselektronik
28.01.2019 Halbleiter

FEBRUAR
04.02.2019 IPC / embedded
11.02.2019 IoT / Wireless
18.02.2019 embedded world Vorberichte
22.02.2019 embedded world Vorberichte
25.02.2019 Safety & Security
26.02.2019 embedded world Berichte
27.02.2019 embedded world Berichte
28.02.2019 embedded world Berichte

MÄRZ
04.03.2019 Young Professionals (neo)
11.03.2019 IPC / Computermodule
18.03.2019 Verbindungstechnik
25.03.2019 Messen+Testen
29.03.2019 Hannover Messe Vorberichte

APRIL
01.04.2019 Halbleiter
08.04.2019 Stromversorgung + Power-Management
15.04.2019 E-Mechanik / Passive Bauelemente
26.04.2019 SMTconnect Vorberichte
29.04.2019 LEDs/LED-Treiber

MAI
03.05.2019 PCIM Vorberichte
06.05.2019 Mikrocontroller / Tools
13.05.2019 Young Professionals (neo)
20.05.2019 Messen+Testen
27.05.2019 Künstliche Intelligenz

JUNI
03.06.2019 Sensorik
14.06.2019 SENSOR + TEST Vorberichte
17.06.2019 Internet of Things
24.06.2019 Leistungselektronik

JULI
01.07.2019 Stromversorgung
08.07.2019 Obsolescence
15.07.2019 Safety & Security
22.07.2019 LEDs/LED-Treiber
29.07.2019 Mikrocontroller / Tools

AUGUST
05.08.2019 Maker-Boards
12.08.2019 Wärme-/Kühlmanagement
19.08.2019 Halbleiter
26.08.2019 Kommunikation / Wireless

SEPTEMBER
02.09.2019 Young Professionals (neo)
09.09.2019 Verbindungstechnik
16.09.2019 Stromversorgung
23.09.2019 Optoelektronik
30.09.2019 Messen+Testen

OKTOBER
07.10.2019 IPC / Computermodule
14.10.2019 Stromversorgung + Power-Management
21.10.2019 Halbleiter
25.10.2019 productronica Vorberichte
28.10.2019 E-Mechanik / Passive Bauelemente

NOVEMBER
04.11.2019 Young Professionals (neo)
08.11.2019 productronica Vorberichte
11.11.2019 Medizinelektronik
12.11.2019 productronica Berichte
13.11.2019 productronica Berichte
14.11.2019 productronica Berichte
15.11.2019 productronica Berichte
18.11.2019 Industrie 4.0
22.11.2019 sps ipc drives Vorberichte
25.11.2019 Verbindungstechnik
26.11.2019 sps ipc drives Berichte
27.11.2019 sps ipc drives Berichte
28.11.2019 sps ipc drives Berichte

DEZEMBER
02.12.2019 Sensorik
09.12.2019 Basics - Grundlagenwissen
16.12.2019 E-Mechanik / Passive Bauelemente

Weitere Informationen und Werbemöglichkeiten sowie detaillierte technische Spezifikationen entnehmen Sie bitte den Mediadaten von elektroniknet.de. Auch online erhältlich auf www.weka-fachmedien.de/media/mediadaten-deutsch/ und im Showroom: www.elektroniknet.de/media/showroom

hellblau: elektroniknet-Messenewsletter

Jeden Freitag international newsletter von elektroniknet.de

neu!
### 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.

<table>
<thead>
<tr>
<th>PR services / content creation</th>
<th>Event management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whether you want to arouse curiosity, convince or inform - we support and medite the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.</td>
<td>Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences - we organize your tailor-made event. Our event services include among others: conception, location selection, speaker placement, invitation management, catering.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lead generation</th>
<th>Social media concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate valuable contact data from potential customers, for example with: Web-Seminars, white paper, sweepstakes.</td>
<td>With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cross-industry media planning</th>
<th>Video and audio productions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN.</td>
<td>Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing. Examples: company presentation, trade fair films, interviews, product clips.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Translations</th>
<th>Market research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.</td>
<td>Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.</td>
</tr>
</tbody>
</table>

Contact:  
Marc Adelberg – Customer Brand Manager  
phone: +49 89 25556-1572 - email: madelberg@weka-fachmedien.de
Your Event Partners

You want to meet your target group personally? Then you have come to the right place at the Elektronik events.

**Expert meets Expert is the motto**

Visionary keynotes, technically in-depth lectures, lively networking and perfect catering and ambience form the framework of the Elektronik events.

In what form can you participate?
- As a speaker with an interesting lecture
- As an exhibitor with your portfolio and advice on site
- As a sponsor in a variety of possibilities for your tailor-made marketing appearance

We also offer Customized Events - the exclusive package includes:
- Program design
- Selection of speakers from a top-class network
- Organisation and execution of the exclusive event
- Cross-media marketing of the event

Contact us and become part of the community!

**Contact:**
Corina Prell, Sales Manager Events, phone: +49 89 25556-1393, email: cprell@weka-fachmedien.de
1. An “order” in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of one or more advertisements in the websites of the publisher as well as in other advertising spaces that are controlled by the publisher.

2. Until the general terms and conditions of these general terms and conditions are reviewed in detail in the course of the respective order, the entire agreement between the publisher and the client, as well as the orders for the placement of one or more advertisements in the magazines brought out by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.

3. The publisher reserves the right to modify the general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is unless the publisher expressly agrees to them.

4. The publisher may accept or reject the terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month in advance. In the case of third parties, the contract will be concluded on behalf of the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the publisher in writing in the order to the advertising agency.

5. Advertising agencies and advertising brokers are duty bound to abide by the price list of the publisher in their proposals, contracts and billing with advertising agencies. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

6. In case of any circumstances where advertising orders cannot be conducted according to the plan or the parties have different wishes, the publisher may at any time demand an urgent clarification. The publisher is free to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without the need for an express agreement.

7. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will termi- date the order online advertising if written notice of cancellation is received.

8. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement text and supplement orders because of the insertion of a different nature or type. Advertisements that require due diligence in safekeeping and forwarding the offers. Registered letters and certification by the publisher of the publication and distribution of the advertisement. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be published before clai- mation of a joint discount. If the client does not provide evidence of affiliation, the publisher may assume that there is no joint discount. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any existing discount.

9. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc.). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising. The publisher has no rights to claims for compensation in this case.

10. The publisher has no right to claims for compensation in the event of any technical or operational difficulties.

11. The client may cancel orders for online advertising if written notice of cancellation is received. Cancellation must be in writing. The publisher will termi- date the order online advertising if written notice of cancellation is received.

12. The client may not publish insufficiencies of online advertising in writing within three workdays after said online advertising goes live; in any case the client may not claim any right to compensation if and when published insufficiencies are made known to the publisher.

13. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or gross negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

14. In case of any 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.

15. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the orig-ination of such claims, that is unless they are founded on claims of deliberate negligence.

16. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be published before clai- mation of a joint discount. If the client does not provide evidence of affiliation, the publisher may assume that there is no joint discount. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any existing discount.

17. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to changes in user agreements for the provision of any advertising services.

18. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. The client guarantees that it does not have any rights claims from third parties and grants the publisher the rights of usage necessary for the publication of the advertising material.
Elektronik

Media consulting
Richard-Reitzner-Allee 2
85540 Haar
Phone +49 89 25556-1383
Fax +49 89 25556-1670
E-Mail: media@elektronik.de
www.elektronik.de
www.elektroniknet.de
www.weka-fachmedien.de

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