world of solutions

Elektronik

MEDIA GUIDE

2020

PRINT ONLINE EVENTS
USA - West
Hudson 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
Hudson 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
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 (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,
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
  total pages: 3,032 pages  = 100.00%
  editorial content 2,362 pages  = 77.90%
  advertising content 670 pages  = 22.50%
15 Editorial content analysis 2018 = 2,362 pages
  professional articles/specials 1,464 pages  = 62.00%
  products 143 pages  = 6.00%
  impulses 531 pages  = 22.50%
  others (title, editorial, content, FAQ, imprint, advertiser index) 224 pages  = 9.50%
  editorial content 2,362 pages  = 100.00%
  total 3,032 pages  = 100.00%
1 Circulation audit:

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

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>print run:</td>
<td>31,032</td>
<td></td>
</tr>
<tr>
<td>total circulation:</td>
<td>30,633</td>
<td>abroad:</td>
</tr>
<tr>
<td>sold circulation:</td>
<td>11,185</td>
<td>782</td>
</tr>
<tr>
<td>subscriptions:</td>
<td>9,986</td>
<td>626</td>
</tr>
<tr>
<td>retail sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>other sales:</td>
<td>1,199</td>
<td></td>
</tr>
<tr>
<td>controlled circulation</td>
<td>19,448</td>
<td></td>
</tr>
<tr>
<td>remainder, archive and voucher copies:</td>
<td>399</td>
<td></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
# Advertising rates 2020

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</th>
<th>prices</th>
<th>prices</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>b/w 2c 3c 4c</td>
<td></td>
<td></td>
<td></td>
</tr>
<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>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>1/3 page horizontal</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>1.770,-</td>
<td>2.160,-</td>
<td>2.400,-</td>
<td>2.730,-</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>1.770,-</td>
<td>2.160,-</td>
<td>2.400,-</td>
<td>2.730,-</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>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>0.900,-</td>
<td>1.030,-</td>
<td>1.180,-</td>
<td>1.370,-</td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td>0.900,-</td>
<td>1.030,-</td>
<td>1.180,-</td>
<td>1.370,-</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>0.900,-</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>(no discount)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside cover special</td>
<td></td>
<td>6.900,-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3/4 cover page</td>
<td></td>
<td>10.300,-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th cover page</td>
<td></td>
<td>10.900,-</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:
- **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)

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 or more insertions</td>
<td>3% 3 or more pages</td>
</tr>
<tr>
<td>6 or more insertions</td>
<td>5% 6 or more pages</td>
</tr>
<tr>
<td>9 or more insertions</td>
<td>10% 9 or more pages</td>
</tr>
<tr>
<td>12 or more insertions</td>
<td>15%12 or more pages</td>
</tr>
<tr>
<td>18 or more insertions</td>
<td>20%15 or more pages</td>
</tr>
<tr>
<td>24 or more insertions</td>
<td>25%</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.- (available only in special issues, no discounts)
- 1/2 page € 2,110.-
- 1/1 page € 4,200.-

### 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

1/2 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
width x height
210 x 110 mm
185 x 90 mm

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

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

1/4 page vertical
width x height
54 x 297 mm
42 x 260 mm

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

Pinboard Seminar planer
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

Junior Page
trim size
width x height
135 x 190 mm
147 x 210 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 80 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
€ 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.-

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)

*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 ...

<table>
<thead>
<tr>
<th>Reaction</th>
<th>0%</th>
<th>20%</th>
<th>40%</th>
<th>60%</th>
<th>80%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited the website of the company</td>
<td>1%</td>
<td>6%</td>
<td>10%</td>
<td>24%</td>
<td>59%</td>
<td>94%</td>
</tr>
<tr>
<td>Requested more information about the company</td>
<td>2%</td>
<td>6%</td>
<td>15%</td>
<td>31%</td>
<td>58%</td>
<td>90%</td>
</tr>
<tr>
<td>Talked with a colleague about the company and/or their products</td>
<td>4%</td>
<td>8%</td>
<td>16%</td>
<td>34%</td>
<td>62%</td>
<td>95%</td>
</tr>
<tr>
<td>Passed the ad to someone</td>
<td>6%</td>
<td>12%</td>
<td>24%</td>
<td>48%</td>
<td>72%</td>
<td>94%</td>
</tr>
<tr>
<td>Recommended the products/service</td>
<td>1%</td>
<td>6%</td>
<td>12%</td>
<td>24%</td>
<td>48%</td>
<td>90%</td>
</tr>
</tbody>
</table>

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</td>
<td><strong>TRENDS &amp; EXPERTS</strong>&lt;br&gt;What moves the embedded industry in 2020? Opinions, expert interviews and statistics provide answers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ad: Dez 16, 2019</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></td>
<td>PM: Dez 20, 2019</td>
<td><strong>TRENDS &amp; EXPERTS</strong>&lt;br&gt;autonomous driving, ADAS, the interconnected car, shared mobility, services, e-mobility, Alternative drive concepts: What moves the automotive industry in 2020?</td>
<td>Automotive Ethernet Congress 12.-13.02.</td>
</tr>
<tr>
<td><strong>Elektronik Technologie 2</strong></td>
<td>Pub: Jan 23, 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 + job exchange</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ad: Dez 30, 2019</td>
<td><strong>ELEKTRONIK INTERNATIONAL</strong>&lt;br&gt;security, MCU/MPU/SoC, power electronics, analog/mixed signal, sensors, measurement &amp; test, artificial intelligence, machine learning, passive components, electromechanics, cloud computing applied to smart IoT applications, connectors, heat/cooling management, fans, coolers, housings, filters, inductors, transformers, relays</td>
<td>Mobile World Congress Barcelona 24.-27.02. Embedded World 25.-27.02.</td>
</tr>
<tr>
<td></td>
<td>PM: Jan 08, 2020</td>
<td><strong>TECHNOLOGY, KNOWLEDGE, VISIONS, CAREER</strong>&lt;br&gt;The magazine for students &amp; young professionals</td>
<td>Embedded World 25.-27.02.</td>
</tr>
<tr>
<td><strong>Business &amp; Märkte 1</strong></td>
<td>Pub: Feb 04, 2020</td>
<td><strong>EMBEDDED SYSTEM TECHNOLOGIES</strong>&lt;br&gt;power supply, measurement, embedded computers, displays, development environments, RTOS, embedded hardware &amp; software, connectors, heat/cooling management, fans, coolers, enclosures, filters, inductors, transformers, relays, embedded hardware &amp; software, transformers + job exchange</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ad: Jan 14, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PM: Jan 20, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>neo 1</strong></td>
<td>Pub:Feb 11,2020</td>
<td><strong>ELEKTRONIK INTERNATIONAL</strong>&lt;br&gt;security, MCU/MPU/SoC, power electronics, analog/mixed signal, sensors, measurement &amp; test, artificial intelligence, machine learning, passive components, electromechanics, cloud computing applied to smart IoT applications, connectors, heat/cooling management, fans, coolers, housings, filters, inductors, transformers, relays</td>
<td>Mobile World Congress Barcelona 24.-27.02. Embedded World 25.-27.02.</td>
</tr>
<tr>
<td></td>
<td>Ad: Jan 21, 2020</td>
<td><strong>TECHNOLOGY, KNOWLEDGE, VISIONS, CAREER</strong>&lt;br&gt;The magazine for students &amp; young professionals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PM: Jan 27, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Elektronik Technologie 4</strong></td>
<td>Pub: Feb 13,2020</td>
<td><strong>EMBEDDED SYSTEM TECHNOLOGIES</strong>&lt;br&gt;power supply, measurement, embedded computers, displays, development environments, RTOS, embedded hardware &amp; software, connectors, heat/cooling management, fans, coolers, enclosures, filters, inductors, transformers, relays, embedded hardware &amp; software, transformers + job exchange</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ad: Jan 28, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PM: Feb 03, 2020</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**World of solutions**

**Elektronik**

**Editorial calendar**

**2020**
<table>
<thead>
<tr>
<th>Subject to change</th>
<th>Pub = Publication date / Ad = Ad closing date / PM = Deadline for print material</th>
<th>THE OFFICIAL DAILY</th>
<th>Embedded World 25.-27.02.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Automotive 2</strong></td>
<td><em>THE OFFICIAL DAILY</em> embedded world 2020</td>
<td>AUTONOMOUS DRIVING &amp; CONNECTED CAR</td>
<td><strong>The official daily</strong> embedded world 2020</td>
</tr>
<tr>
<td>Pub: Feb 20, 2020</td>
<td>Ad: Jan 30, 2020</td>
<td>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/5G infrastructure, sensors, ethernet, TSN/A, GPS</td>
<td><strong>Mobile World Congress Barcelona</strong> 24.-27.02.</td>
</tr>
<tr>
<td>PM: Feb 05, 2020</td>
<td>PM: Feb 05, 2020</td>
<td>+ job exchange</td>
<td><strong>Embedded World</strong> 25.-27.02.</td>
</tr>
<tr>
<td><strong>Elektronik Technologie 5</strong></td>
<td>Pub: Mar 03, 2020</td>
<td>ANALOG &amp; POWER</td>
<td><strong>Energy Storage</strong> 10.-12.03.</td>
</tr>
<tr>
<td>Pub: Mar 03, 2020</td>
<td>Ad: Feb 11, 2020</td>
<td>microelectronics, batteries, rechargeable batteries, analog/mixed-signal ICs, DC/DC converters, power management, energy harvesting, passive components and electromechanics in power electronics</td>
<td></td>
</tr>
<tr>
<td>PM: Feb 17, 2020</td>
<td>PM: Mar 02, 2020</td>
<td>PROCESSING &amp; INTELLECTUAL PROPERTY</td>
<td><strong>ISSCC San Francisco</strong> 16.-20.02.</td>
</tr>
<tr>
<td><strong>Elektronik Technologie 6</strong></td>
<td>Pub: Mar 17, 2020</td>
<td>E-VEHICLES &amp; CONNECTED CAR</td>
<td><strong>AmE - Automotive meets Electronics</strong> 10.-11.03.</td>
</tr>
<tr>
<td>Pub: Mar 17, 2020</td>
<td>Ad: Feb 25, 2020</td>
<td>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/5G, sensors, ethernet, TSN/A, GPS</td>
<td><strong>eMobility World</strong> 18.-22.03.</td>
</tr>
<tr>
<td>PM: Mar 02, 2020</td>
<td>PM: Mar 02, 2020</td>
<td></td>
<td><strong>LOPEC</strong> 24.-26.03.</td>
</tr>
<tr>
<td><strong>Automotive 3</strong></td>
<td>Pub: Mar 24, 2020</td>
<td>SYSTEMDESIGN &amp; SOFTWARE ENGINEERING</td>
<td><strong>Mobilitec</strong> 25.-27.03.</td>
</tr>
<tr>
<td>Pub: Mar 24, 2020</td>
<td>Ad: Mar 03, 2020</td>
<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>
<td></td>
</tr>
<tr>
<td>PM: Mar 09, 2020</td>
<td>PM: Mar 09, 2020</td>
<td><strong>elektronik technologie 5</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Elektronik Technologie 7</strong></td>
<td>Pub: Mar 31, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PM: Mar 16, 2020</td>
<td>PM: Mar 16, 2020</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For up-to-date news to each issue simply register for the info newsletter by e-mail to rboehm@weka-fachmedien.de
<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>Business &amp; Märkte 2</strong></td>
<td></td>
<td><strong>SMART MOBILITY</strong> microelectronic components, power supply, power electronics, development tools, embedded hardware &amp; software for commercial &amp; rail vehicles, agricultural machinery, industrial trucks, aerospace, LEDs, passive components, electromechanics</td>
<td>Hannover Messe 20.-24.04. Mobilitec Hannover 23.-27.04.</td>
</tr>
<tr>
<td>Elektronik Technologie 8</td>
<td></td>
<td><strong>INDUSTRIAL TRANSFORMATION</strong> industrial internet, industry 4.0, controls &amp; IPCs, sensors, actuators, field communication, systems for manufacturing automation, connectivity, intelligent manufacturing</td>
<td>Mobilitec Hannover 23.-27.04. Smart Systems Integration Grenoble 01.-02.04. Hannover Messe 20.-24.04. Mobilitec Hannover 23.-27.04.</td>
</tr>
<tr>
<td><strong>Automotive 4</strong></td>
<td></td>
<td><strong>E-VEHICLES &amp; AUTONOMOUS DRIVING</strong> 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, driver assistance systems, infotainment systems, clusters</td>
<td>Hannover Messe 20.-24.04. Mobilitec Hannover 23.-27.04.</td>
</tr>
<tr>
<td><strong>Business &amp; Märkte 3</strong></td>
<td></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></td>
<td>Pub: Apr 20, 2020 Ad: Mar 26, 2020 PM: Apr 01, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elektronik Technologie 9</td>
<td></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><strong>Automotive 5</strong></td>
<td></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></td>
<td>Pub: May 05, 2020 Ad: Apr 09, 2020 PM: Apr 17, 2020</td>
<td></td>
<td></td>
</tr>
<tr>
<td>neo 2</td>
<td></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>
</tr>
<tr>
<td>Magazine</td>
<td>Pub Date</td>
<td>Ad Date</td>
<td>PM Date</td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
<td>---------</td>
<td>---------</td>
</tr>
</tbody>
</table>
| Elektronik Technologie 10 | May 12, 2020 | Apr 20, 2020 | Apr 24, 2020 | **EMBEDDED TECHNOLOGY SMART & SECURE**
MUC/MPU/SoC and their power supply, tools, development & maker boards, intellectual property, programmable logic, safety & security, connectivity, cloud, artificial intelligence, system design, sensor technology, embedded software engineering. |
| Business & Märkte 4 | May 19, 2020 | Apr 27, 2020 | May 04, 2020 | **INDUSTRIAL & EMBEDDED VISION**
Microelectronic components, power supply, development tools, embedded hardware & software for industry 4.0, passive devices, electromechanics, industrial internet of things (IIoT), neural networks, augmented reality, medical imaging, robotics, predictive maintenance, cloud service/cloud computing, big data, system integration, displays. |
| Elektronik Technologie 11 | May 26, 2020 | May 04, 2020 | May 08, 2020 | **DISTRIBUTION - PARTNERING IN INNOVATION**
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 & software for smart applications in industry, in the office, at home, in the medical & energy industry, obsolescence management. |
| Automotive 6 | Jun 04, 2020 | May 12, 2020 | May 18, 2020 | **AUTONOMOUS DRIVING**
safety & security, standardization, standards, ASIL, microelectronic components, power supply, development tools, embedded hardware & software, measurement technology, system design, software engineering, test & inspection systems for driver assistance systems, infotainment systems, clusters. |
| Elektronik Technologie 12 | Jun 09, 2020 | May 15, 2020 | May 22, 2020 | **SENSING & MEASUREMENT+TEST**
osilloscopes, spectrum analyzers, multimeters, network analyzers, signal generators, PC measurement technology, data loggers, recording, saving and evaluating measurement data (big data, IoT), test benches, component testing, test laboratories, sensors, etc. |

**Forum**
- **Forum Künstliche Intelligenz**
  - 14.05.
  - Nvidia GTC San Jose, 22.03.-26.03.
- **Forum Safety & Security**
  - 22.-24.06.
  - SAE World Congress Detroit 21.-23.04.
  - Automotive Testing Expo 16.-18.06.
  - Forum Safety & Security 22.-24.06.
  - Sensor + Test 23.-25.06.
  - Anwenderforum Passive Bauelemente 01.-02.07.

For up-to-date news to each issue simply register for the info newsletter by e-mail to rboehm@weka-fachmedien.de

Subject to change
Pub = Publication date / Ad = Ad closing date / PM = Deadline for print material
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Themed worlds</th>
<th>Trade fairs and congresses</th>
</tr>
</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>Publication</th>
<th>Publication Date</th>
<th>Ad Closing Date</th>
<th>Deadline for Print Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elektronik Technologie 18</td>
<td>Sep 01, 2020</td>
<td>Aug 11, 2020</td>
<td>Aug 17, 2020</td>
</tr>
<tr>
<td>EMBEDDED TECHNOLOGY SMART &amp; SECURE</td>
<td></td>
<td></td>
<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>
</tr>
<tr>
<td>neo 3</td>
<td>Sep 03, 2020</td>
<td>Aug 13, 2020</td>
<td>Aug 19, 2020</td>
</tr>
<tr>
<td>TECHNOLOGY, KNOWLEDGE, VISIONS, CAREER</td>
<td></td>
<td></td>
<td>The magazine for students &amp; young professionals</td>
</tr>
<tr>
<td>Automotive 9</td>
<td>Sep 08, 2020</td>
<td>Aug 18, 2020</td>
<td>Aug 24, 2020</td>
</tr>
<tr>
<td>E-VEHICLES &amp; SERVICES, SHARED MOBILITY</td>
<td></td>
<td></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>
</tr>
<tr>
<td>SMART MOBILITY</td>
<td></td>
<td></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>
</tr>
<tr>
<td>DISTRIBUTION - PARTNERING IN INNOVATION</td>
<td></td>
<td></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>
</tr>
<tr>
<td>Elektronik Technologie 20</td>
<td>Sep 29, 2020</td>
<td>Sep 08, 2020</td>
<td>Sep 14, 2020</td>
</tr>
<tr>
<td>SENSING, MEASUREMENT+TEST</td>
<td></td>
<td></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>
</tr>
</tbody>
</table>

For up-to-date news to each issue simply register for the info newsletter by e-mail to rboehm@weka-fachmedien.de
<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>Issue</td>
<td>Publication date</td>
<td>Themed worlds</td>
<td>Trade fairs and congresses</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------</td>
<td>---------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td><strong>Elektronik Technologie 25</strong></td>
<td>Pub: Dez 04, 2020  Ad: Nov 13, 2020  PM: Nov 19, 2020</td>
<td><strong>SYSTEMDESIGN &amp; SOFTWARE ENGINEERING</strong>  system design &amp; verification - tools, analyzers, control systems, signal processing, wireless communication, code generation, image processing, machine vision, development environments, RTOS &amp; embedded software</td>
<td></td>
</tr>
<tr>
<td><strong>Automotive 12</strong></td>
<td>Pub: Dez 08, 2020  Ad: Nov 17, 2020  PM: Nov 23, 2020</td>
<td><strong>CONNECTED CAR</strong>  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>
</tr>
</tbody>
</table>

For up-to-date news to each issue simply register for the info newsletter by e-mail to rboehm@weka-fachmedien.de
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:
The 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 trimed 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
4 issues 2020 - circulation 22,000

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Pub:</th>
<th>Ad:</th>
<th>PM:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Feb 13, 2020</td>
<td>Jan 23, 2020</td>
<td>Jan 29, 2020</td>
</tr>
<tr>
<td>2</td>
<td>May 7, 2020</td>
<td>Apr 15, 2020</td>
<td>Apr 21, 2020</td>
</tr>
<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

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

elektronik-neo.de is the modern web service for the young professional audience of the electronics industries.

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

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

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

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

Due to technical reasons, ads have to be booked for all 3 issues (except loose inserts).

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>
<th>Type area in mm</th>
<th>Bleed format in mm</th>
</tr>
</thead>
<tbody>
<tr>
<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>
<td>280 x 380</td>
</tr>
<tr>
<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>
</tr>
<tr>
<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 1/6 horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tab 1/8 horizontal</td>
<td>1,300 €</td>
<td>1,590 €</td>
<td>1,710 €</td>
<td>1,800 €</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

- 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>2,450 €</td>
<td>4,300 €</td>
<td>6,150 €</td>
<td></td>
</tr>
</tbody>
</table>

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

- mm price
  - 5 €
  - 6 €
  - 6.50 €
  - 7 €

- Island ad mm price
  - 46 €
  - 51 €
  - 55 €
  - 60 €

Price rates for all 3 issues.
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.

<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 mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.</td>
<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: webinars, 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. Print, online, social media, events.</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
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 by an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of such advertisements in one or more advertising spaces of the publisher. Orders on behalf of third parties, the contract will be concluded strictly with the advertising agency as the ordering party and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency and not with its ordering party. If the advertising agency commissions advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency as the ordering party and not with its ordering party. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency as the ordering party and not with its ordering party. The order will be concluded with the acceptance of the client's order by the publisher. Such acceptance may be in writing or by e-mail. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency as the ordering party and not with its ordering party. The order will be concluded with the acceptance of the client's order by the publisher. Such acceptance may be in writing or by e-mail. The contract, that is unless the publisher expressly agrees to them.

Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency as the ordering party and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency and not with its ordering party. If the advertising agency commissions advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency as the ordering party and not with its ordering party. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency as the ordering party and not with its ordering party.

Advertising brokers and advertising agencies are duty bound to abide by the price list of the publisher in their proposals, contracts and bidding with advertising campaigns. The commission granted by the publisher may not be passed on to the client, either wholly or in part. The client is free to insert an advertisement at a spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without the need for an express agreement. 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. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any agreement with regard to the client and the advertising agency. In every case a printout is to be sent by fax to the print shop kept for four weeks. Letters that are not collected during this time are destroyed. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods. 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. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any agreement with regard to the client and the advertising agency. In every case a printout is to be sent by fax to the print shop kept for four weeks. Letters that are not collected during this time are destroyed. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law, otherwise a warranty claim may no longer be enforced. 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. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any agreement with regard to the client and the advertising agency. In every case a printout is to be sent by fax to the print shop kept for four weeks. Letters that are not collected during this time are destroyed.
Your trade journal for “hot topics” in technologies and markets

Interactive

Successful events

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

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

www.weka-fachmedien.de/events