world of solutions

Elektronik automotive

Why the new Elektronik automotive?
To make our special title even better align industry trends:

- autonomous driving
- connected car
- electromobility
- services/shared mobility

The new Elektronik automotive covers exactly these topics along the value creation chain and offers you and our readers a high-quality and market-analogous advertising environment in all relevant communication channels:
**Title:** Elektronik automotive

**Characteristics:**
Elektronik automotive - world of solutions

Focused on the really relevant topics of the automotive industry - autonomous driving, electromobility, connected car, services & shared mobility and alternative drives - the monthly Elektronik automotive covers a wide spectrum along the value chains from individual components to system solutions and software engineering. The magazine offers a technically sophisticated, cross-media platform with top-class events on top topics of the industry and a wide-ranging independent website in the business network elektroniknet with a weekly newsletter.

Elektronik automotive, a media brand for efficient and effective market communication in automotive electronics: Print - Online - Event.

**Target group:**
Elektronik automotive is the information source for the decision makers in automotive electronics – design engineers and managers in automotive manufacturing and supply industries.

**Publication frequency:**
12 issues

**Format:**
A4

**Volume:**
20th volume 2020

**Subscription rates:**
- Domestic subscription: 72.00 €
- Overseas subscription: 84.40 €
- Single copy rate: 9.00 €

**Organ:**
- IVW (certified audit of circulation)

**Publishing house:**
WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2, 85540 Haar
Phone: +49 89 25556-1383
www.elektroniknet.de/automotive
www.weka-fachmedien.de

**Publisher:**
WEKA FACHMEDIEN GmbH

**Advertising:**
Sonja Winkler, Sales Director
Email: swinkler@weka-fachmedien.de

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Frank Riemenschneider, Editor-in-Chief
Email: friemenschneider@weka-fachmedien.de
Gerhard Stelzer, Editor-at-Large
Email: gstelzer@weka-fachmedien.de
Stefanie Eckardt, Senior editor automotive
Email: seckardt@weka-fachmedien.de
Phone +49 89 25556-1342

**Editorial to advertising ratio 2018 = 13 issues**
total pages: 720 pages = 100%
editorial content: 549 pages = 76.25%
advertising content: 171 pages = 23.75%

**Editorial content analysis 2018:**
549 pages = 100%
- expert articles: 342 pages = 62.30%
- products: 18 pages = 3.28%
- impulses: 137 pages = 24.95%
- others (title, editorial, content, FAQ, imprint, advertiser index): 52 pages = 9.47%
1 Circulation audit:

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

<table>
<thead>
<tr>
<th>print run:</th>
<th>20,967</th>
</tr>
</thead>
<tbody>
<tr>
<td>total circulation:</td>
<td>20,464</td>
</tr>
<tr>
<td>abroad:</td>
<td>243</td>
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<tr>
<td>sold circulation:</td>
<td>1,216</td>
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<tr>
<td>abroad:</td>
<td>28</td>
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<tr>
<td>subscriptions:</td>
<td>212</td>
</tr>
<tr>
<td>member copies:</td>
<td>–</td>
</tr>
<tr>
<td>retail:</td>
<td>0</td>
</tr>
<tr>
<td>other sales:</td>
<td>1,004</td>
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<tr>
<td>controlled circulation:</td>
<td>19,248</td>
</tr>
<tr>
<td>remainder, archive and voucher copies:</td>
<td>503</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>98.8</td>
</tr>
<tr>
<td>Switzerland</td>
<td>0.30</td>
</tr>
<tr>
<td>Austria</td>
<td>0.45</td>
</tr>
<tr>
<td>other countries</td>
<td>0.45</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: 7.1 % = 1,443 copies
- Nielsen 2: 11.1 % = 2,252 copies
- Nielsen 3a: 10.5 % = 2,127 copies
- Nielsen 3b: 23.2 % = 4,689 copies
- Nielsen 4: 39.9 % = 8,065 copies
- Nielsen 5+6: 3.7 % = 728 copies
- Nielsen 7: 4.5 % = 917 copies

Abstract of methodology
1. Method: circulation breakdown by file analysis – census
2. Universe: total circulation Germany 20,221 = 100%
3. Sample: census
4. Target person of survey: omitted
5. Period of analysis: July 2019
6. Conduction of analysis: publisher
1 Advertising formats and rates:

<table>
<thead>
<tr>
<th>Format</th>
<th>Grundpreise s/w</th>
<th>Preise 2-c</th>
<th>Preise 3-c</th>
<th>Preise 4-c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,730.-</td>
<td>7,970.-</td>
<td>8,960.-</td>
<td>9,950.-</td>
</tr>
<tr>
<td>A5 (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 height</td>
<td>3,550.-</td>
<td>4,260.-</td>
<td>4,780.-</td>
<td>5,300.-</td>
</tr>
<tr>
<td>1/3 page height</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>1/6 page height</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 planner</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></td>
</tr>
</tbody>
</table>

2 Additional charges:
- Place: We charge 10% of the basic price for requested and confirmed placements (at least € 160.00)
- Colors: Prices apply for Euroskala
- Format: Charges for special colors on request
- No additional charges for bleed and crossover print

3 Discounts:
- Frequency discount: 3% for 3 or more insertions, 5% for 6 or more insertions, 10% for 9 or more insertions, 15% for 12 or more insertions, 20% for 18 or more insertions, 25% for 24 or more insertions
- Volume discount: 3% for 3 or more pages, 5% for 6 or more pages, 10% for 9 or more pages, 15% for 12 or more pages, 20% for 15 or more pages, 25% for 24 or more pages

4 Classified advertisements:
- Employer Branding: 1/1 page 4c € 4,900
- Double insertion: When booking the same advertisement in another edition, we discount 25% on the basic advertising price.

5 Special Ads: Prices see page 8 to 10

6 Contact:
- Consulting & booking: Konrad Nadler, international account manager, phone: +49 89 25556-1382 knadler@weka-fachmedien.de
- Digital file delivery: Hildegund Roessler, phone: +49 89 25556-1473 Jeanette Blaukat, phone +49 89 25556-1014 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
- 2.5% discount for payment within 8 days after date of invoice or net payment within 21 days of invoicing.

All prices plus VAT / tc: 20,464 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 148 mm
394 x 128 mm

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

1/2 page vertical
width x height
102 x 297 mm
90 x 260 mm
185 x 128 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
185 x 90 mm
60 x 260 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 planner
1/9 page
width x height
1 column
102 x 82 mm
minimum 50 mm height
90 x 82 mm
maximum 80 mm height
60 x 82 mm
column width 51 mm

Island ad
width x height
bleed size:
bleed allowance min. 5mm
on the open sides
54 x 143 mm
102 x 82 mm
42 x 128 mm
90 x 62 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
Cover
Cover creative + cover story
€ 10,900.-
(no discount)

Inner cover
editorial story, product guide or main focus
inside creative plus story
€ 6,900.-
(no discount)

Belly wrap
plus double page
format: 624 x 100 mm
with 5 mm bleed size: 634 x 110 mm
€ 37,500.- (incl. printing)

Belly wrap
format: 624 x 100 mm
with 5 mm bleed 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

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

Other forms of advertising
on request
(Only in combination with 1/1 page ad)
Snipe ad on front cover
format: 50mm, round
€ 7,200.-

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 OFFICAL DAILY“ possible.

Individual offers on request

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

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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.

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• print/processing
• loose or bound insert/tip-on in Elektronik, Elektronik automotive or the daily newspaper „THE OFFICAL DAILY“ possible.

Individual offers on request

Loose inserts
up to 25g (incl. postage) € 5,300.-
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: 21,000 copies

Bound inserts
4-pages € 6,290.-
8-pages € 8,060.-
12-pages € 10,770.-
more on request
print run: 21,000 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 automotive issue xy/2020
Technical details see page 20
<table>
<thead>
<tr>
<th>Main topics</th>
<th>1 trends for automotive industry 2020</th>
<th>2 autonomous driving, connected car</th>
<th>3 e-vehicles, connected car</th>
<th>4 e-vehicles, autonomous driving</th>
<th>5 services, shared mobility, connected car</th>
<th>6 autonomous driving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microelectronic components, active components, sensor technology</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
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<td>power supplies</td>
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<td>☒</td>
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<td>development tools</td>
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<td>☒</td>
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<td>embedded hardware and software</td>
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<td>☒</td>
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<tr>
<td>test and inspection systems, measurement technology</td>
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<tr>
<td>system design, software engineering, safety &amp; security, standardization, standards, ASIL, development processes</td>
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<tr>
<td>power electronics, battery cells, rechargeable batteries, in-vehicle charging technology, charging infrastructure, e-bikes, e-scooters, hybrid vehicles</td>
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</tr>
<tr>
<td>passive components, electromechanics</td>
<td>✓</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>in-vehicle networks, ethernet, TSN/A, bus systems</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>infotainment systems</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car-to-Car/Car-to-X communication, 3G/LTE/5G infrastructure, GPS</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>intelligent parking and traffic control, shared mobility, services, apps</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>artificial intelligence, machine learning, cloud based learning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Main topics</td>
<td>7 alternative drives</td>
<td>8 autonomous driving, connected car</td>
<td>9 e-vehicles, shared mobility + Copystart</td>
<td>10 e-vehicles, autonomous driving</td>
<td>11 connected car, e-vehicles</td>
<td>12 connected car</td>
</tr>
<tr>
<td>-------------</td>
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</tr>
</tbody>
</table>

- microelectronic components, active components, sensor technology
- power supplies
- embedded hardware and software
- test and inspection systems, measurement technology
- system design, software engineering, safety/security, standardization, standards, ASIL, development processes
- power electronics, battery cells, rechargeable batteries, in-vehicle charging technology, charging infrastructures, e-bikes, e-scooters, hybrid vehicles
<table>
<thead>
<tr>
<th>Topic</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<tr>
<td>passive components, electromechanics</td>
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<td>X</td>
<td>X</td>
</tr>
<tr>
<td>in-vehicle networks, ethernet, TSN/A, bus systems</td>
<td></td>
<td>X</td>
<td></td>
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<td>X</td>
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<tr>
<td>infotainment systems</td>
<td></td>
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<tr>
<td>Car-to-Car/Car-to-X communication, 3G/LTE/5G infrastructure, GPS</td>
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<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Subject to change without notice.

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

Sociodemography, Reading behaviour and Advertising effect among Elektronik automotive readers*

Readers per issue
- 1 person (only me): 24%
- 2 people: 23%
- 3 people: 15%
- 4 people: 12%
- 5 people: 9%
- 6-9 people: 5%
- 10 people+: 5%

Average readers per copy: 3.3 people

Reading time per issue
- Up to 30 minutes: 60%
- 31-60 minutes: 22%
- 61-120 minutes: 6%
- 121+ minutes: 2%

Average: approx. 36 minutes

Main field of activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>development/construction</td>
<td>33%</td>
</tr>
<tr>
<td>research</td>
<td>33%</td>
</tr>
<tr>
<td>experiment/testing</td>
<td>26%</td>
</tr>
<tr>
<td>marketing/sales</td>
<td>20%</td>
</tr>
<tr>
<td>management</td>
<td>18%</td>
</tr>
<tr>
<td>CEO/CTO</td>
<td>12%</td>
</tr>
<tr>
<td>procurement/technical</td>
<td>11%</td>
</tr>
<tr>
<td>quality assurance/control</td>
<td>10%</td>
</tr>
<tr>
<td>organisation/data processing</td>
<td>9%</td>
</tr>
<tr>
<td>manufacturing</td>
<td>8%</td>
</tr>
<tr>
<td>customer service</td>
<td>6%</td>
</tr>
<tr>
<td>production management</td>
<td>6%</td>
</tr>
</tbody>
</table>

Sector of industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>supplier of hardware/software (Tier 3)</td>
<td>49%</td>
</tr>
<tr>
<td>supplier of components (Tier 2)</td>
<td>47%</td>
</tr>
<tr>
<td>service provider</td>
<td>42%</td>
</tr>
<tr>
<td>system supplier (Tier 1)</td>
<td>37%</td>
</tr>
<tr>
<td>process measuring and control technology</td>
<td>30%</td>
</tr>
<tr>
<td>vehicle manufacturer</td>
<td>21%</td>
</tr>
<tr>
<td>Production engineering (supplier for automotive industry/sub-contracting to automotive)</td>
<td>16%</td>
</tr>
<tr>
<td>vehicle construction (water, air, road)</td>
<td>11%</td>
</tr>
<tr>
<td>engineering office for technical/planning</td>
<td>9%</td>
</tr>
<tr>
<td>transport (aviation electronics, shipping/traffic, rail/traffic)</td>
<td>8%</td>
</tr>
<tr>
<td>precision engineering/optics</td>
<td>7%</td>
</tr>
<tr>
<td>chemical industry/mineral oil processing</td>
<td>2%</td>
</tr>
</tbody>
</table>

Multiple answers possible!
Methodology

- **Base:** Readers of issue 8-9 2019 of the trade journal Elektronik in Germany.
- **Sample:** 240 persons of the basic population were chosen at random of the whole recipient data set.
- **Date of interviews:** Interviews were conducted between September 6th and September 30th, 2019.
- **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.

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*Source: Copytest Elektronik automotive 8-9 October 2019*

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**Product areas with planned investments**

Planned investments within the next 12 months...

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**Specific reactions to ads**

As a reaction to ads in Elektronik automotive over the past 12 month

---

*Further information on request*
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 automotive offers exclusive copytests. Elektronik automotive’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 automotive’s 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 customers interested in my products and company?”

Specific reactions to ads

As a reaction to ads in Elektronik automotive over the past 12 month:

- I purchased or recommended advertised products/services: 33%
- I passed the ad/article on to somebody: 48%
- I talked with a colleague about the company and/or their products: 74%
- I requested more information about the company: 15%
- I visited the website of the company: 80%
- At least one of the above mentioned reactions over the past 12 month: 92%

For further information on service tools please visit www.elektroniknet.de/media or contact your Elektronik automotive sales representative via phone +49 89 25556-1382.
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_Automotive_issue (for example: Mustermann_ek_Automotive_1_20)

Proof
Contents: Content proofs must be delivered in 4c based on the standard “PSO_INP_Paper_ecci.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 height and width
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 Nielsen 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 bleed on each border to be cut off
Minimum weight: for 4-pages products 100 gsm

Placement between the different parts of the arch.
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 Automotive – issue xy/2020”
THE OFFICIAL DAILY - the only official daily newspaper!
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 07, 2020
(for all 3 issues)

Deadline for print material: Feb 10, 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>3c</th>
<th>4c</th>
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<td>8,400 €</td>
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<td>11,730 €</td>
<td>260 x 337</td>
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<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>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>
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<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>
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<td></td>
<td>65 x 337</td>
<td>75 x 380</td>
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<tr>
<td>Tab 1/4 horizontal</td>
<td>2,890 €</td>
<td>3,450 €</td>
<td>3,700 €</td>
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<td>2,410 €</td>
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<tr>
<td>Tab 1/8 2 columns</td>
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<tr>
<td>IFC / OBC</td>
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Special advertising formats

| Island ad 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>
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<tr>
<td></td>
<td>2,450 €</td>
<td>4,300 €</td>
<td>6,150 €</td>
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| Centre spread 4 pages  | 9,790 €|

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<td>Island ad mm price</td>
<td>46 €</td>
<td>51 €</td>
<td>55 €</td>
<td>60 €</td>
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Price rates for all 3 issues. Discounts are transferred from the master objects.

Due to technical reasons, ads have to be booked 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, Elektronik automotive, 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
From web-service to business-network: elektroniknet.de boasts strong brands

elektroniknet.de, the leading IVW audited web-service for the electronics industry was developed to a business network that not only mirrors the leading magazine brands „Markt&Technik“, „Elektronik“, „Elektronik automotive“ and „DESIGN&ELEKTRONIK“ in the web but also their individual strengths. 25 editors are working for the business network making it the biggest professional electronics desk in the world. Correspondingly impressive is the performance data: 13,82 million* hits in the last 12 month (IVW-Online 08/2015 – 07/2016), nearly 40.000 news, product- and professional articles as well as some 12.000 companies in the comprehensive supplier directory.

Suppliers’ compass
More than 12,000 listed companies!
More than 150 interactive market overviews!

Secure your premium entry in the suppliers’ compass of elektroniknet.de now and make use of the multiple opportunities, such as the comprehensive company profile including images and videos right up to presentations of the latest company events and exhibitions.

Advantages for premium suppliers:
• each editorial article containing your company name features a box with all other articles about your company
• each editorial article containing a booked keyword features a box with your company logo.
• your company news within the editorial contents will also be shown in the premium entry
• editorial mentioning of the premium entry on the website and in the newsletter
• the exclusive ranking system displays premium customers first when a product is searched for

Price: € 1,990.-/12 month
no discounts
max. 36,000 impressions

Key word booking
(context sensitive advertising)
Exclusively for premium suppliers

You book the keyword which are relevant for you, e.g. plugs, microcontrollers, displays, etc.. If this keyword is mentioned in an editorial article, a reference in the infobox on the right side features your premium entry plus company logo.

Price per keyword: € 990.-/year
no discounts
Max. 36,000 impressions per booking period (12 month).

Suppliers’ compass
More than 12,000 listed companies!
More than 150 interactive market overviews!

Price: € 1,990.-/12 month
no discounts
max. 36,000 impressions

one key word for free!

Watch video now!

More information of suppliers’ compass?
Watch video now!
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.

Banner advertising

Mobile Banner

Präsentieren Sie Ihre Produkte und Dienstleistungen über unsere mobilen Angebote und erreichen Sie Ihre Zielgruppe auf deren Smartphones!

Smartphone Medium Rectangle 320 x 250
€ 380,- / 1.000 Ad Impressions (320 x 250 Pixel, max. 200 KB)

Smartphone Wide Banner 320 x 50
€ 125,- / 1.000 Ad Impressions (320 x 50 Pixel, max. 50 KB)

Smartphone Static Wide Banner 320 x 50
€ 380,- / 1.000 Ad Impressions (320 x 50 Pixel, max. 50 KB)

Profit from the high quality newsletter database of elektroniknet.de!
The customized newsletter will be sent out exclusively to recipients as defined.

Prices:
- basic rate: € 1,590.- (no discounts)
- plus per thousand recipients: € 280.- (no discounts)

Customized Newsletter

Select the recipients of your Customized Newsletter and get a bespoke offer: www.elektroniknet.de/media/customized-newsletter
# Newsletter Schedule 2019

<table>
<thead>
<tr>
<th>JANUAR</th>
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<tr>
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<td>Elektronik automotive</td>
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<tr>
<td>30.01.2019</td>
<td>Elektronik automotive  eMobility</td>
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<tr>
<td>15.02.2019</td>
<td>elektroniknet  embedded world Vorberichte</td>
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<tr>
<td>20.02.2019</td>
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<tr>
<td>22.02.2019</td>
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<tr>
<td>26.02.2019</td>
<td>elektroniknet: embedded world</td>
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<tr>
<td>27.02.2019</td>
<td>Elektronik automotive  eMobility</td>
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<tr>
<td>28.02.2019</td>
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<tr>
<td>27.03.2019</td>
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<td>23.10.2019</td>
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<td>18.12.2019</td>
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</tbody>
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**newsletter advertising**

| Position 1 + 2 | Elektronik automotive  eMobility | € 1.890,- |

| Position 3     | Am Ende des Newsletters | € 1.590,- |

| Small Rectangle | € 990,- |

| Exklusiv-Sponsoring | € 6.370,- |

**Jeden Freitag International Newsletter von elektroniknet.de**

helleblau: elektroniknet-Messenewsletter
hierfür gesonderte Preisliste siehe Mediadaten elektroniknet
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.

**Customized Services**

### PR services / content creation
Whether you want to arouse curiosity, convince or inform - we support and mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.

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

### Cross-industry media planning
Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.

### Translations
Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.

### Event management
Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences - we organize your tailor-made event. Our event services include among others: conception, location selection, speaker placement, invitation management, catering.

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

### Video and audio productions
Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing. Examples: company presentation, trade fair films, interviews, product clips.

### Market research
Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.

---

**Contact:**
Marc Adelberg – Customer Brand Manager  
phone: +49 89 25556-1572 - email: 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 automotive 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 automotive 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

Give us a call! We are looking forward to hearing from you.

Contact:
Corina Prell, Sales Manager Events, Phone: +49 89 25556-1393, E-mail: 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 online advertising in the online offering of the publisher. The text of the general conditions is made available in the magazines and on the websites of the publisher. The client may also obtain a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format or layout, are unavoidable without a color proof, but are no entitlement to a price reduction. In every case a printout is to be sent by fax to the print shop in order to be able to check factual correctness. The client must expressly request a faxed correction. Only correct color adjustment ensures correct reproduction (e.g. when audio and/or video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA [society for musical performing and phonographic rights].

2. If the publisher discovers computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client being informed. The publisher will not have to restore any lost data. In case of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfilment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (redhibitory action). Should the client report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; the client may then demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).

3. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA [society for musical performing and phonographic rights].

4. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; the client may then demand a reduction of payment (abatement) or cancellation of the order (redhibitory action). Should the client report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; the client may then demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).

5. 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 the issue of an order to the advertising agency verified in writing. In the case of box number advertisements the publisher applies due diligence in safekeeping and forwarding the offers. Registered letters and parcels are kept for four weeks. Letters that are not collected during this time are destroyed.

6. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; the client may then demand a reduction of payment (abatement) or cancellation of the order (redhibitory action). Should the client report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; the client may then demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).

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