For all other territories please contact:

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

Editor-in-chief:
Frank Riemenschneider
Phone: +49 89 25556 - 1714
Fax: +49 89 25556 - 1607
friemenschneider@weka-fachmedien.de

Editor-at-large:
Gerhard Stelzer
Phone: +49 89 25556 - 1337
Fax: +49 89 25556 - 1607
gstelzer@weka-fachmedien.de

Senior editor:
Stefanie Eckardt
Phone: +49 89 25556 - 1342
Fax: +49 89 25556 - 1607
seckardt@weka-fachmedien.de

Editor:
Irina Hübner
Phone: +49 89 25556 - 1339
Fax: +49 89 25556 - 1607
ihuebner@weka-fachmedien.de

Editor:
Ute Häußler
Phone: +49 89 25556 - 1369
Fax: +49 89 25556 - 1607
uhaeussler@weka-fachmedien.de

WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2
D-85540 Haar
Germany

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

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

Print

Online

Events

Social Media
Elektronik automotive

1 Title: Elektronik automotive
2 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.

3 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.

4 Publication frequency: 12 issues
5 Format: A4
6 Volume: 20th volume 2020
7 Subscription rates: Domestic subscription: 72.00 €
Overseas subscription: 84.40 €
Single copy rate: 9.00 €
8 Organ: -
9 Membership: IVW (certified audit of circulation)

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

11 Publisher: WEKA FACHMEDIEN GmbH

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

13 Editorial office: 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

14 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:
   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)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>print run:</td>
<td>20,967</td>
<td></td>
</tr>
<tr>
<td>total circulation</td>
<td>20,464</td>
<td>abroad: 243</td>
</tr>
<tr>
<td>sold circulation</td>
<td>1,216</td>
<td>abroad: 28</td>
</tr>
<tr>
<td>subscriptions:</td>
<td>212</td>
<td>member copies: –</td>
</tr>
<tr>
<td>retail:</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>other sales:</td>
<td>1,004</td>
<td></td>
</tr>
<tr>
<td>controlled circulation:</td>
<td>19,248</td>
<td></td>
</tr>
<tr>
<td>remainder, archive and voucher copies:</td>
<td>503</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>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
Journal
Advertising rates No. 20, valid from 01.01.2020

1 Advertising formats and rates:

<table>
<thead>
<tr>
<th>format</th>
<th>Grundpreise</th>
<th>Preise 2-c</th>
<th>Preise 3-c</th>
<th>Preise 4-c</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>s/w</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 (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 planer</td>
<td>295.-</td>
<td>320.-</td>
<td>340.-</td>
<td>360.-</td>
</tr>
<tr>
<td>cover page</td>
<td>10,900.-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside cover special</td>
<td></td>
<td></td>
<td></td>
<td>6,900.-</td>
</tr>
<tr>
<td>2nd und 3rd cover page</td>
<td></td>
<td></td>
<td></td>
<td>10,300.-</td>
</tr>
<tr>
<td>4th cover page</td>
<td></td>
<td></td>
<td></td>
<td>10,900.-</td>
</tr>
<tr>
<td>mm-price, 1-column</td>
<td>6.60</td>
<td>7.80</td>
<td>8.80</td>
<td>9.80</td>
</tr>
</tbody>
</table>

2 Additional charges:
placement: We charge 10% of the basic price for requested and confirmed placements (at least € 160.-)
colours: Prices apply for Euroskala
format: Charges for special colours on request

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

4 Classified advertisements:
Employer Branding: 1/1 page 4c € 4,900
1/2 page 4c € 2,600
Double insertion: When booking the same advertisement in another edition, we discount 25% on the basic advertising price.

Business portraits: 1/4 page € 1,070.- (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 planner: 1/9 page b/w € 295.-
1/9 page 4c € 360.-
Discount for high volume booking on request.

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): HYVEDEMMXX
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.

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

bleed size
width x height
147 x 210 mm

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

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

1/3 page horizontal
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

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

Pinboard Seminar planner
1/9 page
width x height
50 x 80 mm

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

bleed size:
bleed allowance min. 5mm on the open sides
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
(gate folder, flap, altar fold)

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

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

Example Customized Publishing:

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

Individual offers on request

Snipe ad on front cover

format: 50mm, round
€ 7,200.-

Bound inserts

<table>
<thead>
<tr>
<th>Pages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-pages</td>
<td>€ 6,290.-</td>
</tr>
<tr>
<td>8-pages</td>
<td>€ 8,060.-</td>
</tr>
<tr>
<td>12-pages</td>
<td>€ 10,770.-</td>
</tr>
<tr>
<td>more</td>
<td>on request</td>
</tr>
</tbody>
</table>

print run: 21,000 copies

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

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>
<td>☒</td>
</tr>
<tr>
<td>power supplies</td>
<td></td>
<td>☒</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>development tools</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>embedded hardware and software</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>test and inspection systems, measurement technology</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>system design, software engineering, safety &amp; security, standardization, standards, ASIL, development processes</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>power electronics, battery cells, rechargeable batteries, in-vehicle charging technology, charging infrastructure, e-bikes, e-scooters, hybrid vehicles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>☒</td>
</tr>
<tr>
<td>Topic</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
<td>☑️</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
</tr>
<tr>
<td>Passive components, electromechanics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</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>
</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
<table>
<thead>
<tr>
<th>Main topics</th>
<th>7 alternative drives</th>
<th>8 autonomous driving, connected car</th>
<th>9 e-vehicles, shared mobility</th>
<th>10 e-vehicles, autonomous driving</th>
<th>11 connected car, e-vehicles</th>
<th>12 connected car</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Events</strong></td>
<td></td>
<td>VLSI Symposium Kyoto/ Hawaii, 14.-19.06.</td>
<td>NXP Connects Santa Clara, June 2020</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Automechanika Frankfurt, 08.-12.09.</td>
<td>Bordnetz Kongress Landshut, 22.09.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>IZB Wolfsburg, 06.-08.10.</td>
<td>TSN/A Conference Frankfurt, 07.-08.10.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>microelectronic components, active components, sensor technology</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>power supplies</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>embedded hardware and software</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>test and inspection systems, measurement technology</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>system design, software engineering, safety &amp; security, standardization, standards, ASIL, development processes</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>power electronics, battery cells, rechargeable batteries, in-vehicle charging technology, charging infrastructures, e-bikes, e-scooters, hybrid vehicles</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Topic</td>
<td>Column 1</td>
<td>Column 2</td>
<td>Column 3</td>
<td>Column 4</td>
<td>Column 5</td>
<td>Column 6</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Passive components, electromechanics</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</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>
</tbody>
</table>
Sociodemography, Reading behaviour and Advertising effect among Elektronik automotive readers*

Readers per issue

- 1 person (only me): 24%
- 2 people: 23%
- 3 people: 20%
- 4 people: 15%
- 5 people: 6%
- 6-9 people: 5%
- 10 people+: 5%

Average readers per copy: 2.3 people

Reading time per issue

- Up to 30 minutes: 60%
- 31 - 60 minutes: 22%
- 61 - 120 minutes: 6%
- 2 hours+: 0%

Average: approx. 36 minutes

Main field of activity

- Development/construction: 37%
- Research: 23%
- Experiment/Testing: 23%
- Marketing/Sales: 20%
- Management: 20%
- CEO/CTO: 13%
- Procurement/Technical Procurement: 13%
- Quality Assurance/Control: 13%
- Acquisitions/Data Processing: 13%
- Manufacturing: 9%
- Customer Service: 9%
- Production Management: 9%

Multiple answers possible

Sector of industry

- Supplier of hardware/software (Tier 3): 49%
- Supplier of components (Tier 2): 47%
- Service provider: 42%
- System supplier (Tier 1): 37%
- Process measuring and control technology: 30%
- Vehicle manufacturer: 21%
- Production engineering (suppliers for automotive industry/subcontracting to automotive): 16%
- Vehicle construction (water, air, road): 11%
- Engineering office for technical planning: 9%
- Transport (aviation/aerospace, shipping/traffic, rail/traffic): 8%
- Precision engineering/ optics: 7%
- Chemical industry/mineral oil processing: 2%

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.

*Source: Copytest Elektronik automotive 8-9 October 2019

*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: 31%
- I passed the ad/article on to somebody: 68%
- I talked with a colleague about the company and/or its products: 74%
- I requested more information about the company: 45%
- I visited the website of the company: 80%
- At least one of the above mentioned reactions over the past 12 month: 92%

Ad awareness

Question: When reading the Elektronik automotive did you pay attention to this particular ad from customer XY, observed the image(s), looked at the logo, read the text in full or at least partially?

- Paid attention to ad overall (yes) 73%
- Paid attention to image/logo 67%
- Read text completely/partially 54%

Ad assessment

Mean value comparison

- overall assessment (spontaneously) 2.3, 2.9, 3.2
- clearly structured: 2.2, 2.9, 3.1
- informative/understandable: 2.0, 2.7, 3.0
- arouses curiosity/interest: 2.4, 3.1, 3.4
- appealing: 2.8, 2.8, 3.0
- reliable/serious: 2.8, 2.8, 3.0
- easy to remember: 2.5, 2.5, 2.5

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_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 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)

<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>2,410 €</td>
<td>2,910 €</td>
<td>3,160 €</td>
<td>3,390 €</td>
<td>48 x 350</td>
<td>58 x 380</td>
</tr>
<tr>
<td>Tab 1/8 horizontal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>130 x 87</td>
<td>280 x 53</td>
</tr>
<tr>
<td>Tab 1/8 2 columns</td>
<td>1,300 €</td>
<td>1,590 €</td>
<td>1,710 €</td>
<td>1,800 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IFC / OBC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12,900 €</td>
</tr>
</tbody>
</table>

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

| Centre spread 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. Discounts are transferred from the master objects.

Due to technical reasons, ads have to be booked for all 3 issues.
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**

**elektronik.net.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 exhibits.

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

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).

The business network!

Price: € 1,990.-/12 month
no discounts

one key word for free!
max. 36,000 impressions

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)

Customized Newsletter

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)

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

| JANUAR | 09.01.2019 | Elektronik automotive |
|        | 16.01.2019 | Elektronik automotive |
|        | 23.01.2019 | Elektronik automotive |
|        | 30.01.2019 | Elektronik automotive eMobility |
| FEBRUAR | 06.02.2019 | Elektronik automotive |
|        | 13.02.2019 | Elektronik automotive |
|        | 15.02.2019 | elektroniknet embedded world Vorberichte |
|        | 20.02.2019 | Elektronik automotive |
|        | 22.02.2019 | elektroniknet: embedded world Vorberichte |
|        | 26.02.2019 | elektroniknet: embedded world |
|        | 27.02.2019 | Elektronik automotive eMobility |
|        | 27.02.2019 | elektroniknet: embedded world |
|        | 28.02.2019 | elektroniknet: embedded world |
| MÄRZ | 06.03.2019 | Elektronik automotive |
|        | 13.03.2019 | Elektronik automotive |
|        | 20.03.2019 | Elektronik automotive eMobility |
|        | 27.03.2019 | Elektronik automotive eMobility |
|        | 29.03.2019 | elektroniknet: Hannover Messe |
| APRIL | 03.04.2019 | Elektronik automotive |
|        | 10.04.2019 | Elektronik automotive |
|        | 17.04.2019 | Elektronik automotive |
|        | 24.04.2019 | Elektronik automotive eMobility |
| MAI | 03.05.2019 | elektroniknet: PCIM Vorberichte |
|        | 08.05.2019 | Elektronik automotive |
|        | 15.05.2019 | Elektronik automotive |
|        | 22.05.2019 | Elektronik automotive eMobility |
|        | 29.05.2019 | Elektronik automotive |
| JUNI | 05.06.2019 | Elektronik automotive |
|        | 12.06.2019 | Elektronik automotive |
|        | 14.06.2019 | elektroniknet: SENSOR + TEST |
|        | 19.06.2019 | Elektronik automotive eMobility |
|        | 26.06.2019 | Elektronik automotive |
| JULI | 03.07.2019 | Elektronik automotive |
|        | 10.07.2019 | Elektronik automotive |
|        | 17.07.2019 | Elektronik automotive |
|        | 24.07.2019 | Elektronik automotive |
|        | 31.07.2019 | Elektronik automotive eMobility |
| AUGUST | 07.08.2019 | Elektronik automotive |
|        | 14.08.2019 | Elektronik automotive |
|        | 21.08.2019 | Elektronik automotive |
|        | 28.08.2019 | Elektronik automotive eMobility |
| SEPTEMBER | 04.09.2019 | Elektronik automotive |
|        | 11.09.2019 | Elektronik automotive |
|        | 18.09.2019 | Elektronik automotive |
|        | 25.09.2019 | Elektronik automotive eMobility |
| OKTOBER | 02.10.2019 | Elektronik automotive |
|        | 09.10.2019 | Elektronik automotive |
|        | 16.10.2019 | Elektronik automotive |
|        | 23.10.2019 | Elektronik automotive |
|        | 30.10.2019 | Elektronik automotive eMobility |
| NOVEMBER | 06.11.2019 | Elektronik automotive |
|        | 13.11.2019 | Elektronik automotive |
|        | 20.11.2019 | Elektronik automotive |
|        | 27.11.2019 | Elektronik automotive eMobility |
| DEZEMBER | 04.12.2019 | Elektronik automotive |
|        | 11.12.2019 | Elektronik automotive |
|        | 18.12.2019 | Elektronik automotive |

*hellblau: elektroniknet-Messenewsletter
hierfür gesonderte Preisliste siehe Mediadaten elektroniknet*
## 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 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 the advertisements in the websites of the publisher and the websites of third parties, as well as in the digital advertising of the magazine(s) in the magazines brought out by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.

2. In general, the general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is unless the publisher expressly agrees.

3. The publisher reserves the right to change the terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month before its implementation. The publisher is authorized, however, in the event of the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (Telemediengesetz) and the Internet Broadcasting Treaty (RBBW) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

4. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim rectification of a fault solely in the sense of the current general terms and conditions. In the case of non-recognition of the advertisement, the publisher is further entitled to provide a reasonable term set for this purpose to pass by or if the substitute advertisement is again not free of faults, the client may claim a reduction in the price of publication of part of the order (if the order is part of a joint discount).

5. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfillment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).

6. The client must report evident insufficiencies of online advertising within three working days after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

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

8. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or atypical damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.

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

10. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include all error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

11. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.

12. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising materials are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPI basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

13. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After the occurrence of such events the publisher will immediately inform the client and after a term appropriate for the event has lapsed, the publisher may demand payment in full of the owed amount. If the client becomes insolvent during the running time of agreed advertisements the publisher may demand payment at any time after the occurrence of such an event. If the client demonstrates financial distress, the publisher may demand immediate payment of the outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

14. The publisher may also identify it as such, in particular by the word „Anzeige“ [Advertisement], and/or set it off from the editorial content to make its advertising nature plain. The publisher may also identify it as such, in particular by the word „Anzeige“ [Advertisement], and/or set it off from the editorial content to make its advertising nature plain. The publisher may also identify it as such, in particular by the word „Anzeige“ [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.

15. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions now considered inoperative. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to the general terms and conditions of the contractual relationship, to adapt the affected terms and conditions to suit the purpose of the altered legal situation.

16. 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.

17. The publisher is free to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without the need for an express agreement.

18. Placement of online advertising will be deemed as reasonably seen with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the appearance of online advertising for technical or other comprehensible reasons.

19. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will termi- nate cancellation on the part of the client two weeks in advance after the commencement of insertion.

20. Cancellation fee: Cancellation up to two weeks before the commencement of insertion is free of cost. In the event of cancellation within a period of one week the publisher is entitled to bill the following costs:

21. - 5% of the net value of the order for cancellation less than two weeks before the commencement of insertion;
- 50% of the net value of the order for cancellation within one week of the commencement of insertion;
- Refusal of an order will be communicated to the client immediately. Advertisements that are not recognized as advertisements because of their editorial composition and appearance will not be recognized. If an advertisement is refused by the client, the publisher may also identify it as such, in particular by the word colour implementation within the usual tolerances.

22. If the client cancels an order, the publisher is entitled to claim a reduction in the price of the remaining advertisements.

23. The client agrees to a joint discount.

24. In case of petty negligence the client agrees to a reduction in the price of the advertisements. If there are well-founded doubts as to the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment upon delivery of a completed agreement or payment of outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

25. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertising order, advertising cutouts, proof pages or complete proof numbers will be supplied. If a proof can no longer be obtained, it is replaced by legally binding certification by the publisher of the publication and distribution of the advertisement.

26. In the case of claims the publisher advertises the publisher applies due diligence in safeguarding and forwarding the offers. Registered letters and express letters in response to box number advertisements are only forwarded by regular mail. Receipts from box number advertisements are only forwarded if a full payment is made before the due date specified by the publisher, otherwise a warranty claim may no longer be enforced.

27. If a joint discount is claimed for affiliated enterprises, evidence written of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claims of such enterprises are asserted and the announcement of this enterprise will be deemed as an actual contract.

28. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

29. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof supplied on paper. Differences in color caused by the physical condition of the digital data are the responsibility of the client and can only be rectified within a term agreed upon by the two parties.

30. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

31. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

32. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

33. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

34. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

35. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

36. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

37. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

38. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

39. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).
Elektronik automotive

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

Monthly technical journal
Elektronik automotive

Interaktive

Successful events

Up-to-date web service
elektronik-automotive.de and
weekly elektronik-automotive newsletter

www.weka-fachmedien.de/events