world of solutions
Elektronik automotive
MEDIA GUIDE
2020
PRINT ONLINE EVENTS
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:
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: friemenschnieder@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%
Circulation audit:

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>
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<td>total circulation:</td>
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<tr>
<td>abroad:</td>
<td>243</td>
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<td>abroad:</td>
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<td>remainder, archive and voucher copies:</td>
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Geographic circulation breakdown:

<table>
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<td>percent</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Switzerland</td>
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<tr>
<td>Austria</td>
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<tr>
<td>other countries</td>
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<tr>
<td>total circulation</td>
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</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
Advertising rates 2020

Journal Advertising rates No. 20, valid from 01.01.2020

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>
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</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,730.-</td>
<td>7,970.-</td>
<td>8,960.-</td>
<td>9,950.-</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>4,160.-</td>
<td>4,970.-</td>
<td>5,590.-</td>
<td>6,230.-</td>
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<tr>
<td>1/2 page height</td>
<td>3,550.-</td>
<td>4,260.-</td>
<td>4,780.-</td>
<td>5,300.-</td>
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<td>2,370.-</td>
<td>2,820.-</td>
<td>3,170.-</td>
<td>3,520.-</td>
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<tr>
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<td>1,770.-</td>
<td>2,160.-</td>
<td>2,400.-</td>
<td>2,730.-</td>
</tr>
<tr>
<td>1/3 page width</td>
<td>1,190.-</td>
<td>1,400.-</td>
<td>1,590.-</td>
<td>1,770.-</td>
</tr>
<tr>
<td>1/4 page 2-columns</td>
<td>900.-</td>
<td>1,030.-</td>
<td>1,180.-</td>
<td>1,370.-</td>
</tr>
<tr>
<td>1/8 page height</td>
<td>295.-</td>
<td>320.-</td>
<td>340.-</td>
<td>360.-</td>
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cover page                   | 10,900.-        | (no discount) |
Inside cover special          | 6,900.-         |             |
2nd und 3rd cover page        | 10,300.-        |             |
4th cover page                | 10,900.-        |             |
mm-price, 1-column            | 6.60            | 7.80        | 8.80       | 9.80       |

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
- No additional charges for bleed and crossover print

3 Discounts:
(within a 12 month period, starting from the publication date of first ad)
- Frequency discount
- Volume discount

<table>
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<tr>
<th>insertions</th>
<th>discount</th>
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<td>9 or more</td>
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<td>10%</td>
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<td>12 or more</td>
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<td>25%</td>
<td>18 or more</td>
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<td>24 or more</td>
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<td>24 or more</td>
<td>30%</td>
<td>30 or more</td>
<td>35%</td>
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</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 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 planer:
  - 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): HYVEDEMXXX
  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: 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

- **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

- **1/6 page horizontal**
  - Width x height: 210 x 63 mm
  - 185 x 43 mm

- **1/6 page vertical**
  - Width x height: 72 x 143 mm
  - 60 x 128 mm

- **1/8 page vertical**
  - Width x height: 54 x 143 mm
  - 42 x 128 mm

- **1/8 page horizontal**
  - Width x height: 210 x 51 mm
  - 185 x 31 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)
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 OFFICIAL 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>
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<td>Microelectronic components, active components, sensor technology</td>
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<td>power supplies</td>
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<td>development tools</td>
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<td>embedded hardware and software</td>
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<td>test and inspection systems, measurement technology</td>
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<tr>
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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
## Editorial calendar 2020

<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>
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<td>Passive components, electromechanics</td>
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<td>In-vehicle networks, ethernet, TSN/A, bus systems</td>
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<td>Infotainment systems</td>
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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: 13%
- 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%
- 2 hours+: 3%

Average: approx. 36 minutes

Main field of activity

- Development/Construction: 44%
- Research: 33%
- Experiment/Testing: 20%
- Marketing/Sales: 28%
- Management: 25%
- CEO/CTO: 25%
- Purchasing/Technical Procurement: 23%
- Quality Assurance/Control: 20%
- Organisation/Data Processing: 13%
- Manufacturing: 13%
- Customer Service: 6%
- Production Management: 6%

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 (Supplier for Automotive Industry): 16%
- Vehicle Construction (Water, Air, Road): 11%
- Engineering Office for Technical Planning: 9%
- Transport (Aviation, Electronics, Shipping, 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 11 months:

- I purchased or recommended advertised products/services: 39%
- I passed the ad/article on to somebody: 68%
- I talked with a colleague about the company and/or their 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 months: 92%

Ad awareness

- Paid attention to ad overall (yes): 79%
- Paid attention to image/logo: 67%
- Read text completely/partially: 55%
- Total: 54%

Ad assessment

- Overall assessment (spontaneously): 2.3
- Clear/structured: 2.9
- Informative/understandable: 2.6
- Arises curiosity/interest: 2.9
- Appealing: 2.9
- Reliable/serious: 3.0
- Easy to remember: 3.4

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
area: 185 mm x 260 mm

Please position all image elements 5 mm from the outer edges. We prefer non-separatet singlesingle-page PDFs in the format V1.3 or V1.4.

For detailed specifications please ask your contact person.
Hildebrand 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
Maximal 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 loose inserts must be delivered cut and folded and as a finished product and be adapted for mechanical processing 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>3c</th>
<th>4c</th>
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<td>8,820 €</td>
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<td>212 x 291</td>
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<td>7,560 €</td>
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<td>65 x 337</td>
<td>75 x 380</td>
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<td>3,700 €</td>
<td>4,020 €</td>
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<td>IFC / OBC</td>
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**Special advertising formats**

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

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<thead>
<tr>
<th>Loose insert up to 25 g</th>
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<th>2 days</th>
<th>3 days</th>
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<tr>
<td></td>
<td>2,450 €</td>
<td>4,300 €</td>
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</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.
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.

the business network!

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

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).

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

More information of suppliers’ compass?
Watch video now!

One key word for free!
Banner advertising

Showroom with our online advertising formats at www.elektroniknet.de/media/showroom

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 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)

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

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.
## Newsletter Schedule 2019

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<tr>
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### Newsletter Advertising

- **Mai**: elektroniknet: PCIM Vorberichte
- **Juni**: elektroniknet: SENSOR + TEST
- **Juli**: elektroniknet: Hannover Messe

**Premium-Platzierung**

- **Leaderboard** € 1,890,-
- **Unterhalb des Editorials** € 2,490,-
- **Position 1 + 2** € 1,890,-
- **Position 3** € 1,590,-
- **Am Ende des Newsletters** € 490,-

**Exklusiv-Sponsoring** € 6,370,-

**Small Rectangle** € 990,-

**Termineintrag** € 490,-

**Jedem Freitag international**

Newsletter von elektroniknet.de

---

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.

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: web-seminars, 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.

Translutions
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
General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2019)

1. An order in the sense of the general terms and conditions that follows 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, printing and distribution of the ordered advertisements in the relevant publication. The order is considered placed by sending it to the publisher. Occasionally the publisher may split the pages and column edges of the order at the discretion of the advertiser, the cost of which will be borne by the advertiser. Any inserts in the format of special five-tactics special sections inserted in the magazines brought out by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.

2. Prior to the placement of an advertisement, all permissions and permissions 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 decline advertisement orders, also single insertions, advertisement texts and supplement orders because of unforeseen circumstances. The publisher is not required to give reasons for the rejection of an advertisement order. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claim.

4. 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 the order contain parts or sections that are not ordered on behalf of third parties, the contract will be concluded in respect of the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named in the order for the advertisement, and the contract will be concluded in respect of the advertising agency to the exclusion of the advertising agency.

5. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution of the advertisements placed by them. The client is entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that they will abide by the applicable data privacy legislation – in particular of the Federal and Teleservices Data Protection Act and – also impose such a responsibility on their advertising agencies and/or recruiting agencies. For the placement of online advertising in the material of the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act and the German Telecommunications Act (TKG) as well as in the interest of Broadcasting Treaty (RStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

6. In the event of wholly or partly illegal, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultlessly subsumption of the information in the advertisement, which the purpose of publication may no longer be enforced.

7. 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 as a complex decision 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.

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

9. Payment is only due if explicitly requested by the publisher. The client bears responsibility for the correctness of the sent proofs. The publisher will include proofs only if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include proofs only if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include proofs only if expressly wished.

10. 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 as a complex decision 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.

11. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claim.

12. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions.

13. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claim.

14. 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 rights].

15. Online advertising will cover banners, pop-ups, special interest and keyword placements. These terms and conditions will also apply to an order for third-party inserts in the online offering of the publisher, if the client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that they will abide by the applicable data privacy legislation – in particular of the Federal and Teleservices Data Protection Act and – also impose such a responsibility on their advertising agencies and/or recruiting agencies.

16. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of unforeseen circumstances. The publisher is not required to give reasons for the rejection of an advertisement order.

17. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertising order, advertising cost, proof pages or complete proof pages 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.
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