elektronik.net.de
the business network!

2020

more than 12M page impressions
during the last 12 months

(MW Online Aug/2018 – Jul/2019)
Terms of payment:
Bank details: HypoVereinsbank, München
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMXXX
VAT No.: DE 811 190 616
2 % discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing

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WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2
85540 Haar
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The Showroom of elektroniknet.de

elektroniknet.de the business network

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. 24 editors are working for the business network making it the biggest professional electronics desk in the world. Correspondingly impressive is the performance data: 12.06 million* hits in the last 12 month (IVW-Online 08/2018 – 07/2019), more than 65,000 news, product- and professional articles as well as some 14,000 companies in the comprehensive supplier directory.

- biggest professional electronics desk in the world
- international contents: German, English and Chinese
- new trends and products, technical developments, exciting backgrounds
- informative and entertaining videos and picture galleries
- a comprehensive encyclopedia and useful whitepapers
- Elektronik neo for young professionals

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The leading IVW audited website for professional electronics in Germany

The business network, your advantage!

The editors of the leading print brands:

Markt&Technik

Elektronik

Elektronik automotive

DESIGN & ELEKTRONIK

The most widely used media Site for professional electronics:

<table>
<thead>
<tr>
<th>Category</th>
<th>Impressions</th>
<th>Visits</th>
<th>Newsletter</th>
<th>News/Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>page impressions*</td>
<td>12.06 M/p.a.</td>
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<td>visits*</td>
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<tr>
<td>newsletter</td>
<td>Ø 22,000 recipients</td>
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<tr>
<td>news/articles</td>
<td>&gt; 65,000 online</td>
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</tr>
</tbody>
</table>

*Source: IVW-Online 08/2018 - 07/2019
Visitors analysis

I am very interested/interested in…

- Active components: 65%
- Passive components: 56%
- Electro mechanics: 41%
- Industrial computers incl. peripherals: 25%
- Opto-electronics: 27%
- Displays: 32%
- Design tools, development systems: 41%
- Measuring technology, testing systems: 49%
- Automotive: 29%
- Automation engineering: 29%
- Electronics manufacturing: 39%
- Networks, communications: 28%
- Power supply, UPS: 25%
- Distribution: 14%
- Industry 4.0/IoT: 31%
- IoT: 28%
- Medical electronics: 15%
- Artificial intelligence: 17%
- Safety/security: 37%
- Career: 17%

Business sectors

- Chemical industry, mineral-oil processing: 2%
- Military electronics: 3%
- Automotive electronics/vehicle construction: 21%
- Consumer electronics: 5%
- Data processing: 6%
- Test & measurement, control technology: 24%
- Precision mechanics/optics: 3%
- Medical engineering: 10%
- Mechanical/apparatus engineering: 16%
- Telecommunications: 8%
- Industrial electronics: 32%
- Components production: 4%
- Distribution of electronic devices/components: 8%
- Engineering firm: 7%
- Others: 11%

Fields of work

- Development, design, research: 66%
- Management: 9%
- Purchasing, procurement: 11%
- Production, assembly, quality control: 14%
- Sales, distribution: 10%
- Data processing: 4%
- Education, training: 3%
- Marketing, advertising: 6%
- Others: 2%

Multiple answers possible

Source: elektroniknet.de visitors analysis, 2018
Use of elektroniknet.de: days per week

- 1 day or less: 28.9%
- 2 days: 36.3%
- 3 days: 21.6%
- 4 days or more often: 13.1%

85% of our users are responsive to adverts on elektroniknet.de!

Reactions to ads or articles on elektroniknet.de during the last 12 months

- I have informed myself further: 67.2%
- I have purchased: 3.1%
- I have recommended the purchase: 2.3%
- I have forwarded a post: 12.7%
- No reaction until now: 14.6%

Agreement to statements

- elektroniknet.de is up-to-date: 94%
- elektroniknet.de is reliable: 92%
- elektroniknet.de offers great editorial quality: 82%
- elektroniknet.de provides reliable information: 90%

Multiple answers possible

source: elektroniknet.de visitors analysis, 2018
Overview

advertising formats

Whitepaper promotion

Introduce your whitepaper within the editorial environment of elektroniknet.de and generate high-quality leads!

More information on page 12

Showroom with our online advertising formats at www.elektroniknet.de/media/showroom (also in an English version!)

Leaderboard 728 x 90

Super-/Leaderboard € 330.-/€ 260.-

Wide Skyscraper 1 € 170.-

Tape Ad € 170.-

Pushdown € 390.-

Billboard € 390.-

Wide Skyscraper 2 € 90.-

Wide Skyscraper 160 x 600

Wide Skyscraper 2 € 90.-

Half Page € 300.-

Ad Words € 95.-

Rectangle 300 x 200 € 200.-

Ad Words € 95.-

Tape Ad 728 x 90

Tape Ad € 170.-

Pushdown € 390.-

Billboard € 390.-

Half Page 300 x 600

Tape Ad/Pushdown/Billboard

Tape: 970 x 30

Pushdown: 970 x 90

Billboard: 970 x 250

Online Advertorial

NEW!

image (min. 628 x 353 pixel, 16:9), headline text: max. 50 characters incl. space characters; text: max. 160 characters incl. space characters, max. 200 KB

price: 2,990.- Euro/month (no discounts)

More information on banner advertising see page 8
**Image gallery advertising**
On request

**Video advertising**
Benefit from the high click-rates on elektroniknet.de and use the media center as a platform for your adverts – for your pre-roll, overlay or trade show clip. Host your own video on elektroniknet.de! More information on page 14

**Flashbar 970 x 100**

**Medium Rectangle 300 x 250**

**Native Ad**

**Example Native Ad**
image (min. 623 x 351 pixel, 16:9), logo (max. 300 x 45 pixel), headline text: max. 50 characters incl. space characters; text: max. 160 characters incl. space characters, max. 200 KB

**Flashbar € 390.**

**Native Ad € 390.**

**Medium Rectangle € 390.**

**Suppliers’ compass**
Premium entries in the suppliers’ compass are highly-visible to your customers!
• each editorial article containing your company name features a box with all other articles about your company
• keywords additionally boost your visibility in the right context
• premium entries are mentioned in the newsletter
• and much more!
More information on pages 10 - 11

**Sponsoring theme world**
Get attention as a sponsor of a theme world.
• permanent visibility for 4 weeks in at least one category
• choose your own theme
• 1 sponsor’s notification plus topic-relevant editorial reports
• choose the start time
price: 1,490.- Euro (no discounts)

**Native Ad € 380.**

**Native Ad**
Banner advertising desktop

**Super Leaderboard**  
€ 330.- / 1,000 ad impressions  
(970 x 90 pixel, max. 200 KB)

**Leaderboard**  
€ 260.- / 1,000 ad impressions  
(728 x 90 pixel, max. 200 KB)

**Wide Skyscraper 1**  
Position 1 € 170.- / 1,000 ad impressions  
(160 x 600 pixel, max. 200 KB)

**Wide Skyscraper 2**  
Position 2 € 90.- / 1,000 ad impressions  
(160 x 600 pixel, max. 200 KB)

**Floating Wide Skyscraper**  
€ 280.- / 1,000 ad impressions  
(160 x 600 pixel, max. 200 KB)

**Half Page**  
€ 300.- / 1,000 ad impressions  
(300 x 600 pixel, max. 200 KB)

**Tape Ad**  
€ 170.- / 1,000 ad impressions  
(970 x 30 pixel, max. 200 KB)

**Pushdown**  
€ 390.- / 1,000 ad impressions  
(970 x 250 pixel, max. 200 KB)

**Billboard**  
€ 390.- / 1,000 ad impressions  
(970 x 250 pixel, max. 200 KB)

**Full Banner**  
€ 135.- / 1,000 ad impressions  
(468 x 60 pixel, max. 200 KB)

**Rectangle 300 x 200**  
€ 200.- / 1,000 ad impressions  
(300 x 200 pixel, max. 200 KB),  
1st or 2nd position on availability

**Flashbar**  
€ 390.- / 1,000 ad impressions  
(970 x 100 pixel, max. 200 KB)  
in categories only, sticky

**Wallpaper**  
€ 380.- / 1,000 ad impressions  
Leaderboard (728 x 90 pixel)  
+ Skyscraper (160 x 600 pixel, max. 200 KB)

**Medium Rectangle / Boombox**  
€ 390.- / 1,000 ad impressions  
(300 x 250 pixel, max. 200 KB)

**Native Ad (only with frequency capping)**  
€ 390.- / 1,000 ad impressions  
image (min. 623 x 351 pixel, 16:9), logo (max. 300 x 45 pixel).  
headline text: max. 50 characters incl. space characters;  
text: max. 160 characters incl. space characters, max. 200 KB

**Sponsoring theme world**  
€ 1,490.- for 4 weeks (no discounts)  
image: 628 x 353 pixel, 16:9, logo in the image

**Online Advertorial**  
€ 2,990.-/month (no discounts)  
image (min. 628 x 353 pixel, 16:9),  
headline text: max. 50 characters incl. space characters;  
text: max. 160 characters incl. space characters, max. 200 KB

data formats: GIF, JPEG, PNG, HTML
Banner advertising smartphone
Increase your CTR and present your products and services via our mobile offers!

**Fireplace**
Wide Skyscraper 1 left + Wide Skyscraper 1 right + Super Leaderboard above · € 500.-/1,000 ad impressions, incl. Billboard: € 660.-/1,000 ad impressions

**Expanding advertising on request!**
20% mark-up for expanding banners per click. 50% mark-up for expanding banners per mouseover.

**Scale of discount**

<table>
<thead>
<tr>
<th>Gross annual revenue concerning all ad types on elektroniknet.de</th>
<th>discount</th>
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</thead>
<tbody>
<tr>
<td>from 2,000 Euro</td>
<td>3%</td>
</tr>
<tr>
<td>from 5,000 Euro</td>
<td>8%</td>
</tr>
<tr>
<td>from 10,000 Euro</td>
<td>10%</td>
</tr>
<tr>
<td>from 25,000 Euro</td>
<td>15%</td>
</tr>
<tr>
<td>from 50,000 Euro</td>
<td>18%</td>
</tr>
<tr>
<td>from 75,000 Euro</td>
<td>20%</td>
</tr>
<tr>
<td>from 100,000 Euro</td>
<td>22%</td>
</tr>
<tr>
<td>from 150,000 Euro</td>
<td>25%</td>
</tr>
<tr>
<td>from 200,000 Euro</td>
<td>27%</td>
</tr>
</tbody>
</table>

**Expanding advertising on request!**
20% mark-up for expanding banners per click. 50% mark-up for expanding banners per mouseover.
Suppliers’ compass

More than 14,000 vendors and distributors as well as more than 200 market overviews are listed in the suppliers’ index of www.elektroniknet.de. It offers various possibilities to present your company: from a complete company portrait including images and videos to company events and trade shows.

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
• high visibility of the premium entry when a product is searched for in the suppliers’ compass: your logo is displayed as well
• add events, pictures, videos or whitepapers to your premium entry

price: € 2,490.- / 12 months (no discounts)

Including one keyword for free!

(36,000 impressions max.)

That’s where customers find their perfect supplier!

Book your premium entry in the suppliers’ compass of elektroniknet.de now!

www.elektroniknet.de/anbieterkompass/
Keyword booking
(context sensitive advertising, only in combination with a premium listing)

Only premium suppliers are able to book keywords (for example plug connectors, microcontrollers, displays, etc.). Every article that includes the booked keyword features your logo together with a link to your premium listing.

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

Premium suppliers are highly-visible!
Book your premium entry in the suppliers’ compass of elektroniknet.de now!
Only premium suppliers are able to book keywords and thus push their web presence even further. Editorial articles containing your company name or booked keyword will feature your company logo as well as a link to your premium entry.
Be visible for customers who are searching for you!

Page impressions and references to premium suppliers:

- clicks on the suppliers’ index (IVW audited!): 273,493
- clicks on premium suppliers’ entries in the suppliers’ compass: 243,320
- premium supplier references in editorial articles:
  - premium supplier logos next to editorial contents containing a booked keyword: 3,874,270
  - boxes with premium supplier logos as well as further articles next to editorial contents containing the premium supplier’s name: 399,398

Period: August 2018 - July 2019
Source: 1IVW Online, 2Google Analytics 3OMSTAT

Obtain the assignable keywords from your media consultant!
Whitepaper promotion

Introduce your whitepaper within the editorial environment of elektroniknet.de and generate high-quality leads!

**Services and technical specifications:**
- announcement of the whitepaper in a newsletter (link with max. 90 characters incl. spaces)
- display of the whitepaper including your corporate logo
- company URL (linked to your website)

**price:** € 990.-
(no discounts)

**Whitepaper promotion exklusiv**

**Services and technical specifications:**
same as whitepaper promotion, additional
- announcement of the whitepaper in an infobox in a category of your choice (4 weeks)

**price:** € 2,990.-
(no discounts)

**Online advertising for career sites:**
- text ad employer of the month: employer branding in newsletter and on elektroniknet.de/karriere
  **price:** € 2,990.-
- job of the week: placement in newsletter as Small Rectangle
  **price:** € 990.-/newsletter
- job of the month: placement on the website as Native Ad
  **price:** € 380.-/1,000 ad impressions

Market overviews

Benefit from the interactive market overviews at elektroniknet.de with extensive search and select functions.

**Your premium listing includes**
- logo (data format: JPEG or PNG)
- display of your entry in colour

**price:** € 250.-/market overview
(no discounts)

497,404 impressions of premium supplier logos in the market overviews (August 2018 – Juli 2019, source: OMSTAT)
Web-seminar promotion

Transfer your specific know-how to your customers and actively involve them in a live event. Emphasize the advantages of your company’s products and competence in a dynamic and interactive presentation.

Service:
- advance notice of the web-seminar in four newsletters of elektroniknet.de (Small Rectangle)
- announcement in a category for a total of one month with a maximum of 10,000 ad impressions (Rectangle)

price: € 3,990.-
(no discounts)

Web-seminar promotion and implementation

Service:
- advance notice of the web-seminar in two newsletters of elektroniknet.de (Small Rectangle)
- announcement in a category for a total of one month with a maximum of 5,000 ad impressions (Rectangle)
- one customized newsletter to elektroniknet.de users
- registration of users
- technical realization of the web-seminar and guidance to speaker
- one live broadcast incl. moderation
- archived web-seminar is available for registered users as an on-demand webcast for download

price: € 5,200.-
(no discounts)
Video/Webcast

Video production:
• briefing via telephone
• video production (max. four hours shooting with a cinematographer and an editor)
• post production for a three-minute movie
• camera and sound for movies in web quality
• travel costs: free up to 50 km, then € 0.30 per km

price: min. € 2,490.-  
(no discounts)

Video Content Marketing

elektroniknet.de shows your product from its best side. Integrate a video into your marketing strategy. With moving images, product features can be presented much more impressively. In cooperation with our specialist editors and our video team, we produce a professional product clip for you. Benefit from the concentrated power of high credibility and attention-getting presence with this new innovative target group communication in the business network.

Service:
• shooting of a 2-3 minutes long video
• postproduction and editing
• placement of the video in the elektroniknet.de media library or the Markt&Technik or Elektronik YouTube Channel
• full rights of use for the client for further use
• on request raffle of the presented product
• own article and introduction on elektroniknet.de
• placement in newsletter
• posts on the elektroniknet.de social media channels

price: € 3,900.-  
(no discounts)
Video, trade fair clip, image gallery advertising

Use the media library of elektroniknet.de as a platform for your advertising.

Trade fair clip
Present your company in a short, professionally produced clip in web quality.

- embedded world
- SMTconnect
- Hannover Messe
- PCIM Europe
- Sensor+Test
- Intersolar
- IAA
- electronica
- SPS - Smart Production Solutions
- more trade fairs on request
- all WEKA events
  (see www.weka-fachmedien.de)

Service:
- length: ca. two minutes
- production on your booth
- post production
- placement of the clip in the media library of elektroniknet.de
- full right of utilisation by advertiser

price: € 2,490.-
(no discounts)

Image galleries
Price and information on request

Pre-Roll
Your clip will be played before the video starts,
length max. 10 seconds
price: € 890.- per category and month

Production of a clip (static images/logo + spoken text):
price: € 490.- (no discounts)

Overlay
A static banner will be added in a playing video,
size: 468 x 60 pixel
price: € 1,100.- per category and month

Trade fair TV „99 seconds“*
Exclusiv sponsorship of the daily trade fair TV news on elektroniknet.de

electronica € 1,990.-
embedded world/SPS € 1,590.-
PCIM/Sensor+Test/SMTconnect € 1,190.-
(no discounts)

* Logo insertion at the beginning of the news clip
**Customized Newsletter**

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

**Specifications:**
- includes 1 image + 1 report + 1 logo
- text: 1,500 characters max. (incl. spaces)
- image width: 270 pixel; image height: 200 pixel
- subject: 150 characters max. (incl. spaces)
- max. 5 links
- sender: elektroniknet.de and advertiser
- 1 customized newsletter per company a week
- due dates on request
- data delivery 5 working days before sending date

**Prices:**
- subgroup (per product interest):
  - basic rate: € 1,990.- (no discounts)
  - plus per thousand recipients: € 280.- (no discounts)
- alternative: exclusive sponsoring, see page 19

subject to alterations

Select now and reach your target group without scattering loss!

Get a quote online at www.elektroniknet.de/media/customized-newsletter
Customized Services
WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a cross-media 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.

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.

Lead generation
Generate valuable contact data from potential customers, for example with: web-seminars, white paper, sweepstakes.

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.

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.

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.

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.

Contact:
Marc Adelberg – Customer Brand Manager
phone: +49 89 25556-1572 - email: madelberg@weka-fachmedien.de
Newsletter advertising formats

Several times per week the editorial offices of markt-technik.de, elektronik.de, design-elektronik.de und elektronik-automotive.de publish their newsletters to recipients in electronics, automotive and automation. With its high click rates the newsletter is the ideal platform for product presentations and company or seminar events.

Recipients:
(August, 2019)
elektroniknet newsletter: 22,679

Every friday international newsletter

Newsletter schedule see pages 20 and 21.

Data delivery 5 working days before sending date

<table>
<thead>
<tr>
<th>Possible forms of advertising:</th>
<th>Leaderboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>(630 x 90 pixel, max. 200 KB),</td>
<td>(630 x 200 Pixel, max. 200 KB)</td>
</tr>
<tr>
<td>data format: PNG, JPEG, GIF*</td>
<td>data format: PNG, JPEG, GIF*</td>
</tr>
</tbody>
</table>

Position 1
below editorial € 2,990.-
automotive NL € 2,590.-
career/international NL € 2,190.-

Position 2 + 3
inside the editorial messages € 2,590.-
automotive NL € 1,990.-
career/international NL € 1,890.-

Position 4
end of newsletters € 1,990.-
automotive NL € 1,690.-
career/international NL € 1,590.-
The editorial offices reserves the right to edit the articles in corporation with the customer.

**Technical details on elektroniknet.de/media/showroom (in English)**

* GIF without animation
newsleter schedule 2020

**JANUARY**

<table>
<thead>
<tr>
<th>Date</th>
<th>CW</th>
<th>Topic</th>
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<tr>
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<td>02</td>
<td>Markt&amp;Technik: power supply</td>
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<td>08.01.</td>
<td>Auto</td>
<td>trends/express, distribution, automotive electronics</td>
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<td>DESIGN</td>
<td>ELEKTRONIK: analog &amp; power management</td>
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<td>03</td>
<td>Elektronik: trends and experts, distribution</td>
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<td>17.01.</td>
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<tr>
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<td>04</td>
<td>Elektronik: microelectronics</td>
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<tr>
<td>21.01.</td>
<td>Markt&amp;Technik: electromechanics</td>
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<tr>
<td>22.01.</td>
<td>Auto</td>
<td>connected car, automotive electronics</td>
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<tr>
<td>23.01.</td>
<td>DESIGN</td>
<td>ELEKTRONIK: artificial intelligence</td>
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<tr>
<td>24.01.</td>
<td>CAREER</td>
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<tr>
<td>27.01.</td>
<td>05</td>
<td>Elektronik: industry 4.0, IoT, sensor technology</td>
</tr>
<tr>
<td>28.01.</td>
<td>Markt&amp;Technik: test &amp; measurement</td>
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<tr>
<td>29.01.</td>
<td>Auto</td>
<td>autonomous driving, automotive electronics</td>
</tr>
<tr>
<td>30.01.</td>
<td>Markt&amp;Technik: batteries, accumulators, chargers</td>
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**June 2020**

- Every friday international newsletter
- Newsletter schedule
### Newsletter Schedule 2020

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### October

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<thead>
<tr>
<th>Date</th>
<th>CW</th>
<th>Topic</th>
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<tbody>
<tr>
<td>01.10.</td>
<td>Markt &amp; Technik</td>
<td>rail engineering</td>
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<tr>
<td>02.10.</td>
<td>elektronik.net.de</td>
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<td>05.10.</td>
<td>41 Elektronik</td>
<td>utility/rail vehicles, smart mobility</td>
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<td>06.10.</td>
<td>Markt &amp; Technik</td>
<td>power supply</td>
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<td>07.10.</td>
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<td>DESIGN</td>
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<tr>
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<td>power supply</td>
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<td>23.10.</td>
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<td>26.10.</td>
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<td>16.11.</td>
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<tr>
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<td>49 Electronik</td>
<td>embedded vision, image processing, robotics</td>
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### December

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<td>01.12.</td>
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<td>50 Electronik</td>
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<td>Markt &amp; Technik</td>
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Special types of advertising: SOCIAL MEDIA Plus

**SOCIAL MEDIA Plus**

- distribution: choice of media brand and category in the business network elektroniknet.de, newsletter (media brand and issue on request), twitter, XING, LinkedIn (optional), facebook (optional)
- distribution on social media channels within 24 hours after article has been published on elektroniknet.de
- script, picture and format sizes similar to elektroniknet.de, article marked as „advert“ on website and in newsletter, logo or picture
- storytelling: characters: max. 2,000 incl. spaces, picture: max. 628 x 353 pixel, ratio 16:9
- processing time: 5 days

€ 2,990.-
(no discounts)

distribution optional over newsletter and website international plus € 1,590.-

**SOCIAL MEDIA Plus - CHINESE**

- distribution: elektroniknet.de/chinese, choice of media brand and category in the business network elektroniknet.de, newsletter (media brand and issue on request), social media channels in China: Baidu, ByteDance, sina.com, Sohu.com, Tencent, WeChat
- distribution on social media channels after article has been published on elektroniknet.de/chinese
- script, picture and format sizes similar to elektroniknet.de/chinese, translation of the text in Chinese is included in the services
- storytelling: characters: max. 2,000 incl. spaces, picture: max. 628 x 353 pixel, ratio 16:9
- processing time: 5 days

€ 4,990.-
(no discounts)

More special advertising forms in the showroom of elektroniknet.de: www.elektroniknet.de/media/showroom
The business network for the electronics industry not only mirrors the leading magazine brands „Markt&Technik”, „Elektronik”, „Elektronik automotive” and „DESIGN&ELEKTRONIK” in the web but also their individuell strengths.

With 2,3 M page impressions during the last 12 months (IVW Online Aug/2018 – Jul/2019), gomatlab.de is the biggest independent community platform for matlab and simulink users.

Numerous registered users and unannounced co-readers regularly exchange information on the website and inform themselves about problems and corresponding solutions.

Banner formats: Full Banner, Leaderboard, Wide Skyscraper

www.electronic-weblessons.de is the knowledge platform for students and electronics developers. Interactively and multimedia the web page obtains electrotechnical basic knowledge in different courses. Ideal to refresh your practical knowledge or to learn the basics of electronics.

Banner formats: Full Banner, Leaderboard, Wide Skyscraper

Any questions? Our media experts are happy to help
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**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 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. 

2. If orders on third parties, the contract will be concluded with the advertising agency and not with the advertiser. If the placing party is not the advertising agency, the contract will be concluded with the advertising agency and not with the placing party. The advertising agency is responsible for the content, the legal and contractual conformance of the advertisement, and for the consent of the client.

3. Placement of online advertising will be made as reasonably seen fit 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 date of appearance of online advertising for technical or other comprehensible reasons.

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.

5. Shortening of commission admission parties, the contract will be concluded with the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual party, it will be named by the client, or, if no naming is possible, the client is obliged to request the advertising agency to name an order to the advertising agency.

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

7. The client reserves the right of exclusion of advertisements and cancellation. 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 or the vendor is not able to perform in a shorter term the publisher is entitled to bill the following costs:

- **Cancellation fee:**
  - Cancellation until two weeks before the commencement of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs:
    - 50% of the net value of the order for cancellation less 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;

- **For cancellation after the commencement of insertion:**
  - 50% of the net value of the order that is still due at the time of terminating insertion of the advertisement.

The price of online advertising already billed will also be billed.

Cancellation terms print: Cancellation is possible free of charge until the ad closing date.

11. In all other respects the publisher 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.

12. 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 aspecifical 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 amount to be paid for the order 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.

13. All claims by 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.

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

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

16. 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 parties are taken from the valid price list. Price reductions resulting from changed terms and conditions applied 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 site where the online advertising of the client is placed or, if paid billing is paid on a pay-per-click basis, of the number of actual clicks.

17. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or advance payment is agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of advertisements may not be reduced in the duration of the order. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

18. Upon default of payment or granting of a respite, interest of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of the German Civil Code, 5% above the prime lending rate.

19. In case of default the publisher reserves the right to take action without prior notice of default. In case of default the publisher reserves the right to take action without prior notice of default. The publisher is entitled to set off against the debtor’s claims and to offset claims against the client. In case of default the publisher is entitled to demand the payment of all claims and the payment of all claims as well as execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed any in case of any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

20. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertising order, advertisement insertion fees may be charged, priced or billed as a flat rate. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.

21. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. The publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.

22. 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 making a claim. The publisher is not liable for marketing data, which are not transmitted due to the said computer viruses being infected by the client.

23. If the publisher discovers that a digital ready to print copy is not deliverable against a flat rate price for compensation, the publisher is not liable for marketing data, which are not transmitted due to the said computer viruses being infected by the client.

24. If the publisher discovers that a digital ready to print copy is not deliverable against a flat rate price for compensation, the client may have to make a claim. If the publisher discovers that a digital ready to print copy is not deliverable against a flat rate price for compensation, the client may have to make a claim. If the publisher discovers that a digital ready to print copy is not deliverable against a flat rate price for compensation, the client may have to make a claim. If the publisher discovers that a digital ready to print copy is not deliverable against a flat rate price for compensation, the client may have to make a claim.

25. 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 clai ming the discount for affiliated enterprises and the publisher reserves the right to require documentary evidence of the affiliation status of the client.

26. The termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any discount agreed.

27. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising. In this case the publisher will not be liable for compensation for the time that has elapsed.

28. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail that also applies to such provisions in connection with orders to be concluded. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail that also applies to such provisions in connection with orders to be concluded.

29. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended business import of the inoperative term and condition.

30. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law; a customary personal law client may specify another place of jurisdiction. The place of jurisdiction shall be as in most of the case, upon filing an action, possess an office or a habitual residence in the Federal Republic of Germany.
