Media brand

funkschau

Cross-media in the market for professional IT & telecommunications:

- funkschau – the monthly trade journal for ICT professionals
- funkschau.de – the IVW-audited web service for professional communication technology
- funkschau Events – Meet ICT decision-makers from user companies in a wide range of industries and expand your partner network.

High credibility. High acceptance.

funkschau is the medium for business IT, telecommunications and all facets of digitalisation. The high subscription circulation confirms the editorial utility and credibility of funkschau. Influential ICT decision-makers trust their funkschau to inform them about new products, solutions, services and strategies in professional IT and telecommunications. They use the monthly funkschau just as intensively as the daily updated web service funkschau.de and the funkschau.de newsletter.

THE medium for ICT decision-makers:

- chief executive officers
- chief technical officers
- chief information officers
- chief financial officers
- ITC responsible
- system administrator

Industries:

ICT consultancies, trade, banks, insurance companies, healthcare, public authorities and institutions, system integrators, VAR/system houses/ICT specialist trade, industrial/consumer goods, etc.
Circulation / distribution

Trade journal circulation and distribution analysis

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the funkschau.de website.

*** Publisher’s information, April 2021

27,501 = 20,316 + 7,185

Total distributed circulation*** Circulation Print Circulation Digital (E-Paper)

Purchase prices
Annual subscription print:
National: 129.00 €, thereof 99.60 € issue, 29.40 € shipping
Foreign: 139.00 €, thereof 99.60 € issue, 39.60 € shipping
(incl. current VAT, incl. shipping costs)

Single issue: 12.00 €
(incl. current VAT, plus 3.00 Euro shipping costs)

Annual subscription digital e-paper (national/foreign) 29.99 €
(incl. current VAT, without shipping costs)

Single issue digital e-paper (national/foreign) 2.99 €
(incl. current VAT, without shipping costs)
Target group

Company size

- How many employees does your company or authority have?

- In which industry is your company active?

Industry

Position

- What is your position in your company?

Source: Analysis of recipients database funkschau (November 2020)
base: constant recipients of funkschau
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication</th>
<th>Ad closing</th>
<th>Deadline print material</th>
<th>Focus</th>
<th>Special</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 22, 21</td>
<td>Jan 04, 21</td>
<td>Jan 11, 21</td>
<td>internet of things, cyber security server &amp; storage, networks, cloud services &amp; managed services</td>
<td>digital workplace</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Feb 19, 21</td>
<td>Feb 02, 21</td>
<td>Feb 08, 21</td>
<td>TC systems &amp; unified communications, physical security, customer communication, measurement technology, IT service provider</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mar 19, 21</td>
<td>Mar 02, 21</td>
<td>Mar 08, 21</td>
<td>video communication, broadband expansion, enterprise software, business intelligence &amp; big data, education</td>
<td>datacenter</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Apr 23, 21</td>
<td>Apr 06, 21</td>
<td>Apr 12, 21</td>
<td>5G/mobile, cyber security, server &amp; storage, document management/enterprise information management, data protection</td>
<td>cloud services &amp; managed services</td>
<td>Apr 29, 21 digital solution day multi cloud</td>
</tr>
<tr>
<td>5</td>
<td>May 21, 21</td>
<td>May 03, 21</td>
<td>May 07, 21</td>
<td>digital workplace, collaboration, video communication, digital signage, augmented reality/virtual reality</td>
<td>sustainability &amp; green IT</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Jun 18, 21</td>
<td>May 31, 21</td>
<td>Jun 07, 21</td>
<td>internet of things, cyber security, measurement technology, IP phones &amp; headsets, agile management, IT careers</td>
<td>intelligently networked</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Jul 23, 21</td>
<td>Jul 06, 21</td>
<td>Jul 12, 21</td>
<td>monitors &amp; peripherals, artificial intelligence, servers &amp; storage, cloud services &amp; managed services, CRM/ERP</td>
<td>IT service provider</td>
<td>Jul 01, 21 digital solution day agile IT management</td>
</tr>
<tr>
<td>8</td>
<td>Aug 20, 21</td>
<td>Aug 03, 21</td>
<td>Aug 09, 21</td>
<td>backup, IT department in transition, data-center management, collaboration, software-defined networking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Sep 17, 21</td>
<td>Aug 31, 21</td>
<td>Sep 06, 21</td>
<td>digital workplace, TC systems &amp; unified communications, customer communication, education, mobile device management</td>
<td>cyber security &amp; data protection</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Oct 22, 21</td>
<td>Oct 05, 21</td>
<td>Oct 11, 21</td>
<td>cloud services &amp; managed services, measurement technology, sustainability, 5G/mobile communications, IT project management</td>
<td>datacenter</td>
<td>Oct 21, 21 digital solution day digital workplace</td>
</tr>
<tr>
<td>11</td>
<td>Nov 19, 21</td>
<td>Nov 02, 21</td>
<td>Nov 08, 21</td>
<td>internet of things, artificial intelligence, business intelligence &amp; big data, networks, PCs, notebooks &amp; smartphones</td>
<td>special issue digital health</td>
<td>Nov 04, 21 digital solution day safe networks</td>
</tr>
<tr>
<td>12</td>
<td>Dec 10, 21</td>
<td>Nov 23, 21</td>
<td>Nov 29, 21</td>
<td>datacenter infrastructure, cyber security, digital workplace, data protection, broadband expansion</td>
<td>This is what winners look like</td>
<td></td>
</tr>
</tbody>
</table>
## Ad formats

**Size information width x height**

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Double page spread across gutter</strong></td>
<td>420 x 297 mm*</td>
</tr>
</tbody>
</table>
| **1 1/2 pages across gutter** | 315 x 297 mm*  
180 x 260 mm |
| **2 x 1/2 pages across gutter** | 420 x 143 mm*  
414 x 130 mm |
| **1/1 page** | 210 x 297 mm*  
183 x 262 mm |
| **2/3 page horizontal** | 210 x 262 mm*  
183 x 181 mm  
138 x 297 mm*  
123 x 262 mm |
| **2/3 page vertical** | 210 x 262 mm*  
183 x 181 mm  
138 x 297 mm*  
123 x 262 mm |
| **junior page** | 132 x 195 mm*  
147 x 210 mm |
| **1/2 page horizontal** | 210 x 147 mm*  
183 x 132 mm  
102 x 297 mm*  
87 x 262 mm |
| **1/2 page vertical** | 210 x 147 mm*  
183 x 132 mm  
102 x 297 mm*  
87 x 262 mm |
| **1/3 page horizontal** | 210 x 97 mm*  
183 x 82 mm  
68 x 297 mm*  
53 x 262 mm |
| **1/3 page vertical** | 210 x 97 mm*  
183 x 82 mm  
68 x 297 mm*  
53 x 262 mm |
| **1/4 page horizontal** | 52 x 297 mm*  
37 x 262 mm  
105 x 148 mm*  
131 x 92 mm |
| **1/4 page vertical** | 210 x 73 mm*  
183 x 58 mm |

* trimmed format  
bleed 5 mm on the open sides
### Ad prices

#### Advertising rates and formats (without VAT)

Ad prices valid from Jan 01, 2021

<table>
<thead>
<tr>
<th>format</th>
<th>basic price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 8,995</td>
</tr>
<tr>
<td>1/1 page advertorial (4,000 characters incl. spaces + logo + 1-2 images)</td>
<td>€ 8,995</td>
</tr>
<tr>
<td>2/3 page</td>
<td>€ 6,510</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>€ 5,495</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 4,895</td>
</tr>
<tr>
<td>1/2 page advertorial (2,000 characters incl. spaces + logo + 1 images)</td>
<td>€ 4,895</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 3,560</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 2,785</td>
</tr>
<tr>
<td>cover pages U2/U3/U4 each</td>
<td>€ 9,995</td>
</tr>
</tbody>
</table>

#### Discounts

For purchase within 12 months (insertion year)

| frequency discount from 1/4 page | volume discount from 3 | pages | 3% | from 6 | ads | 5% | from 9 | ads | 10% | from 12 | ads | 15% | from 18 | ads | 18% | from 24 | ads | 20% | from 36 | ads | 22% | from 24 | pages | 25% |
|----------------------------------|------------------------|-------|----|-------|------|----|-------|------|----|-------|------|----|-------|------|----|-------|------|----|-------|------|----|-------|------|----|-------|------|
| from 3 ads                       | 3%                     | from 3 pages | 5% | from 6 ads | 5% | from 6 pages | 10% | from 9 ads | 10% | from 9 pages | 15% | from 12 ads | 15% | from 12 pages | 18% | from 18 ads | 18% | from 15 pages | 20% | from 24 ads | 20% | from 18 pages | 22% | from 36 ads | 22% | from 24 pages | 25% |

#### Additional charges

**Placement**

We charge a surcharge of 10% of the basic price (but at least € 160) on requested placements confirmed by the publisher.

**Color**

Prices are for Euroscale, surcharge for special colours on request.

**Format**

Surcharges for bleed and gutter printing are not levied.

#### Loose inserts

| Weight | up to 25 g per 1,000 pieces | € 290.− | up to 50 g per 1,000 pieces | € 329.− | up to 75 g per 1,000 pieces | € 372.− (incl. postal charges) |

#### Bound inserts

| Variants | 4 pages per 1,000 pieces | € 279.− | 6 pages per 1,000 pieces | € 322.− | 8 pages per 1,000 pieces | € 362.− | 12 pages per 1,000 pieces | € 392.− |

#### Ad with attached postcard

Minimum format: 1/1 page

74.— € 0/00 Adhesive costs incl. postage (machine bonding, manual on request)

### Terms of payment

Payment within 21 days without deduction.

**Bank details:** HypoVereinsbank, München

**IBAN:** DE37 7002 0270 0035 7049 81

**SWIFT (BIC):** HYVEDEMXXX

**VAT ID no.** DE 811 190 616
Special ads formats

Cover page + 1/1 page ad or advertorial

**Cover page format:** w 210 mm x h 100 mm  
+ 1/1 page advertorial: 4,000 characters (incl. spaces)  
+ 1 - 2 images + optional 1 logo

**Price:** € 14,990

Belly wrap

**Size:** w 520 mm x h 100 mm  
backside about 55 mm unprinted due to bonding

**Price:** € 15,980

Cover flap

**Size cover side:** w 100 mm x h 220 mm  
**Size inside:** w 100 mm x h 297 mm

**Price:** € 13,995

Center flap

**Size:** w 155 mm x h 297 mm x 4

**Price:** € 12,995

All formats are available on request. Other special advertising formats are possible. Please contact your funkschau media experts.
### Technical data print

**Printing technique / completion**

<table>
<thead>
<tr>
<th>Printing technique</th>
<th>Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>sheetfed offset</td>
</tr>
<tr>
<td>Content</td>
<td>role offset</td>
</tr>
<tr>
<td>Paper</td>
<td>upgraded newsprint paper</td>
</tr>
<tr>
<td>Processing</td>
<td>saddle stitching</td>
</tr>
<tr>
<td>Format</td>
<td>Trimmed format: 210 x 297 mm add 5 mm per trimmed edge for bleed size</td>
</tr>
<tr>
<td>Type area</td>
<td>183 x 262 mm</td>
</tr>
</tbody>
</table>

**Loose inserts, bound inserts, tip-on ads, CDs**

**Loose inserts**

- **Minimum sizes**: 105 mm x 148 mm
- **Maximum sizes**: 10 mm less in height and width than the carrier product
- **Minimum weight**: minimum 150 gsm for single leaf
- **Maximum weight**: on request
- **Positioning**: best possible
- **Insertion options**: all copies, or for specific zip-code areas

**Bound inserts**

- **Extent**: 4 pages (more pages on request)
- **Minimum size**: 105 mm x 148 mm
- **Maximum size**: carrier-product format
- **Trimmed pages**: must have an additional 5 mm on each border to be cut off
- **Minimum weight**: 100 gsm for 4-page-products
- **Placement**: only between the different sections

**Tip-ons**

- **Folded products**: must be closed towards the gutter and be suitable for machine processing. Positioning options are available on request.

**CDs**

- **Positioning on request**

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**Technical specifications**

Place all picture elements (including logos, QR codes) 4 mm from the outer edge. Files preferably as unseparated individual pages in PDF format V1.3 or V1.4. Exact specifications can be obtained from **the following contact persons**:

- Teresa Manuri, Disposition, Phone +49 89 25556-1482
- Stefan Buchner, Disposition, Phone +49 89 25556-1481

**Delivery address for advertising material:** DISPO.funkschau@wekanet.de

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**File names**

File names should be given as in the example: 
**Customer name_funkschau_issue** (e.g.: Mustermann_funkschau_1_21)

**Proof:** Content proofs must be delivered in 4c based on the standard "PSO_INP_Paper_eci.icc" for offset printing.

**Cover proofs** must be delivered in 4c based on the standard "ISOcoated_v2_eci.icc" for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.

Small tonal value deviations are respectively within the tolerance range of the web offset printing.

**Black tone surfaces** are to be underlined with 40% raster in cyan.

FTP access: on request

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**Delivery date and delivery address**

Please ask your contact person.

L.N. Schaffrath DruckMedien GmbH & Co. KG
Marktweg 42-50, 47608 Geldern

**Delivery note**: loose/bound insert CUSTOMER, for funkschau – issue xy/2021
### Ad formats website

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost</th>
<th>Impressions</th>
<th>Dimensions</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Large-/Leaderboard</td>
<td>€ 200.-</td>
<td>1,000</td>
<td>(970 x 90 pixel / 728 x 90 pixel, 150-300 KB)</td>
<td></td>
</tr>
<tr>
<td>2 Billboard</td>
<td>€ 295.-</td>
<td>1,000</td>
<td>(970 x 250 resp. 800 x 250 pixel, 150-300 KB)</td>
<td></td>
</tr>
<tr>
<td>3 Wide Skyscraper (sticky)</td>
<td>€ 200.-</td>
<td>1,000</td>
<td>(160 x 600 pixel, 40-80 KB)</td>
<td></td>
</tr>
<tr>
<td>4 / 5 Halfpage Ad</td>
<td>€ 220.-</td>
<td>1,000</td>
<td>(300 x 600 pixel, 150 KB)</td>
<td></td>
</tr>
<tr>
<td>6 Medium Rectangle</td>
<td>€ 205.-</td>
<td>1,000</td>
<td>(300 x 250 pixel, 40-80 KB)</td>
<td></td>
</tr>
<tr>
<td>7 Native Ad, pos. 1+2</td>
<td>€ 350.-</td>
<td>1,000</td>
<td>headline: max. 25 characters teaser text: max. 90 characters picture size: 300 x 225 or 300 x 169 pixel logo (optional): 75 x 25 pixel (3:1)</td>
<td></td>
</tr>
<tr>
<td>8 Content Super Banner, pos. 1+2</td>
<td>€ 350.-</td>
<td>1,000</td>
<td>(640 x 250 pixel, 150 KB)</td>
<td></td>
</tr>
<tr>
<td>9 Video Ad</td>
<td>€ 205.-</td>
<td>1,000</td>
<td>file format: MP4 file size: at least 1,280 x 720, bitrate: 1.500 kBit/s, max. 30 MB Recommended display time: max. 15 - 30 sec.</td>
<td></td>
</tr>
</tbody>
</table>

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes Details correspond to recommended file size, max. 1 MB possible
Special ads & ad formats mobile

**Special ads**

**Wallpaper 1**
€ 310.- / 1,000 Ad Impressions  
Leaderboard (728 x 90 pixel)  
+ Wide Skyscraper (160 x 600 pixel), 80 KB

**Wallpaper 2**
€ 350.- / 1,000 Ad Impressions  
Large Leaderboard (970 x 90 pixel)  
+ Halfpage Ad (300 x 600 pixel), 150 KB

**Fireplace**
€ 450.- / 1,000 Ad Impressions  
Top (990 x 90 pixel), 150 KB  
+ Wide Skyscraper left / right (160 x 600 pixel), 80 KB

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes  
Details correspond to recommended file size, max. 1 MB possible

**Ad formats mobile**

**Top position**
Mobile banner (6:1) 320 x 50 px  
Mobile banner (4:1) 320 x 75 px  
Mobile banner (alternative) 320 x 100 px  
recommended: 80 KB

**Mobile (InContent)**
Mobile content (6:1) 320 x 50 px  
Mobile content (4:1) 320 x 75 px  
Mobile content (alternative) 320 x 100 px  
Mobile rectangle 300 x 250 px  
Mobile interstitial 320 x 480 px  
Mobile halfpage ad 300 x 600 px  
recommended: 80-150 KB

**Mobile Parallax**
300 x 600 pixel, recommended: 150 KB  
Due to different pixel density of the devices, all banner formats can also be requested in double size.  
Prices on request.
Every day (mon - fri) funkschau.de informs your customers via newsletter - even faster, more up-to-date and more targeted. More than 7,200 recipients receive customised news, product reports and technical articles. The newsletter is the ideal advertising medium for product presentations and event information.

1 09/2020

Leaderboard
630 x 90 pixel, max. 200 KB
Leaderboard in the e-Paper Newsletter: € 990.- NEW

Billboard
630 x 200 pixel, max. 200 KB

Small Rectangle
291 x 156 pixel, max. 200 KB
an image to be supplied by the customer
(logo or logo with textual content)

Native ad without logo

Video ad (on request)

YouTube/Vimeo URL for integration.

File format for pictures: PNG, JPEG, GIF*
*GIF only without animation

All newsletter advertising formats are optimized for mobile devices.

example: Native Ad without logo
Headline for your ad

example: Text ad with logo
Headline for your ad

ANZEIGE
MEHR >>
Customized newsletter

Target group specific: customized newsletter

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the finished technical infrastructure as well as the current recipient data, we efficiently place your desired advertising message.

Advantages

- high reader/user retention
- effective emotionalization
- clear cost structure
- maintained database
- transparent reporting

Generated by WEKA FACHMEDIEN

- subject line: max. 150 characters including spaces
- logo: 150 x 50 px
- max. 3 images:
  - version A: 1 header image 630 x 200 px
  - + 2 further images of 270 x 200 px
- version B: 3 x 270 x 200 px
- text: max. 2,000 characters without spaces
- links: max. 5
- optional video ad: YouTube/Vimeo URL for integration

Delivery of finished HTML mailing

- width: 630 pixels
- standard fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: don’t use CC strings within the HTML that send CSS strings in a separate file
- maximum file size: max. 300 KB per image; maximum 2 MB per newsletter
- font size: not smaller than 10 pt
- do not use forms
- use tables for layout
- image formats: jpg, gif, png

Data delivery: latest on the 5th working day, 12 o’clock before the newsletter will be sent. Send to: DISPO.funkschau@wekanet.de

Basic price: € 1,490.-
+ per thousand recipients: € 270.- (no discounts)
  plus € 149.- handling costs for selection,
  at least 1,000 recipients
Web-seminar

Lead generation with web-seminars

Convey specific know-how to your customers and involve them actively and live in the event. Your audience can ask you interposed questions via chat. Emphasise the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation.

Services

- print advertisement to promote the web-seminar (booking at least 6 weeks before the web-seminar)
- native ad for application in two funkschau newsletters
- native ad to advertise on funkschau.de for one month in total
- customized newsletter to qualified users
- participant registration
- briefing of your speaker and technical implementation
- live broadcast incl. moderation
- forwarding of registration data
  (company, first name, last name, e-mail)
- provision of the web-seminar as a downloadable on-demand webcast subject to registration

Price: € 5,990.- (no discounts)
Companies from the ICT industry present themselves in the supplier compass on funkschau.de.

With a premium entry, you ensure that your customers find you even better! Take advantage of the many possibilities on funkschau.de: from a comprehensive company profile including pictures and videos to the presentation of current company events and trade fair appearances. The exclusive ranking system also ensures premium customers one of the top places in the product search.

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 and your contact details
- 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
- Only premium suppliers are able to book keywords (z. B. datacenter, security, unified communications, etc.). Editorial articles containing your company name or booked keyword will feature your company logo as well as a link to your premium entry.

Customers can find the right provider!
Book your premium entry in the suppliers’ compass of funkschau.de now!
www.funkschau.de/anbieterkompass/

Price: € 2,490.- / 12 months (no discounts)
Including on keyword for free! (36,000 impressions max.)
Price per additional keyword: € 990.- / 12 months
Series of events: digital solution days

The digital solution days are the virtual event series of funkschau and ICT CHANNEL around the crucial topics and developments of the ICT landscape. Whether cyber security or home office, whether digital workplace or managed services: Here CIOs, CDOs, IT managers and specialists as well as those responsible for digitalisation find the perfect platform on several dates a year to exchange ideas with providers and experts, to network and to inform themselves - in a highly interactive and practical way.

Use the digital solution days to present your products and your strategy in a unique, thematically coordinated environment. Among other things, in lectures, workshops, showrooms and via your customisable company presentation, you will have numerous opportunities to get in touch with participants.

October 19, 2021: Digital Workplace Forum

The Digital Workplace Forum of funkschau: the event all about the crucial facets of the workplace of the future. For one day, decision-makers from a wide range of industries will find out about success strategies around digital work and how this significantly shapes corporate culture and business structure. The perfect platform for manufacturers, service providers and distributors to inform a top-class expert audience about their strategies, technologies and solutions - in a unique atmosphere.

Key topics of the Digital Workplace Forum are:
- digital workplace strategies
- unified communications & collaboration
- cloud services: private, hybrid and public cloud models
- mobile working
- data protection and compliance
- security concepts for the digital workplace
- change management and employee development
- big data, VR, machine learning, AI: What does the future hold?

Present your solutions and strategies at the Digital Workplace Forum 2021 on 19 October in Fürstenfeldbruck.

More information at: www.digital-workplace-forum.de
Customized events

For over 20 years, WEKA FACHMEDIEN has been organising, in close cooperation with the responsible editorial team, around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year. Depending on the customer’s wishes, our services are available in modules or as an „all-round carefree package“ (full-service concept) tailored to your company’s needs.

If required, we can organise the entire event for you - as a face-to-face event or virtually: trade fairs, conferences & web-seminars.

Our services

- development of ideas and conception of events
- acquisition of speakers, keynote speakers, exhibitors and sponsors
- moderation
- layout and printing of brochures and programme flyers
- layout of advertisements and online advertising services
- creation of media plan
- creation and maintenance of event websites
- video shooting on site
- participant management, handling
- location scouting, catering, technology
- creation of supporting programme and conference documents
- budget planning, control
- evaluation, documentation and follow-up

Advantages of virtual events

- promotion of the virtual event on all channels of our trade media
- accessibility - globally 24/7
- optimal target group approach
- plenty of space for your product presentations, videos, image galleries, documents
- numerous interaction options: Live chat, video calls, interactive surveys, web seminars
- qualified lead generation: you receive all contact data of stand visitors/participants after approval of the GDPR

Trade fairs

- your virtual stand is open 24/7 during the fair
- individual design (based on our templates)
- the visitor finds all information in one place
- on request: speaker slot with your specialist presentation in our virtual conference hall
- statistics and reporting of stand visitors

Conferences

- speaker slot with your web-seminar on the virtual stage (45 minutes + Q&A)
- your virtual showroom: show innovations in the live stream - participants can join it and you interact via chat, Q&A, surveys/ polls and handouts
- your own company page with company profile, contact person and contact form and the possibility for participants to arrange video calls with you
- logo presence in the partner directory
- networking functions: match-making and speed-dating will put you in direct contact with participants

Web-seminars

With web seminars, you actively and live involve your customers in a specific topic, and your audience can ask questions via chat. Underline your know-how with a dynamic and interactive presentation and convince customers of the benefits of your products and the competence of your company.

-> details on page 15
Test seal

Reader test - 5 stars plus for your product

The funkschau reader test offers you the perfect content marketing tool to reach your target group interactively and subsequently convince new customers with a credible seal of approval. An independent jury from the funkschau readership evaluates your product, while the editorial team accompanies the reader test editorially on all channels.

Media services print

- editorial test call in funkschau
- interim editorial report in funkschau
- final editorial report & award of the test seal in funkschau
- high gloss print underlay with your reader’s test (1,000 copies)

Media services digital

- test call and final report also on funkschau.de
- test call and final report on the funkschau social media channels
- advertising and reports via the funkschau newsletter

Use the credible funkschau test seal for your entire market communication.

19,900.- Euro (no discounts)
Direct link program – your direct link for more turnover

The direct link program directs our readers/your customers to your website directly through a tracking URL, using keywords defined by you. The combination of professional content and innovative technology guarantees you a high ROI.

Example keyword cloud / example company Fujitsu

Advantages

• direct link to your homepage or your online shop

• prominent placement in editorial content

• high attention and high probability to click
Social media plus

Online advertorial incl. social media plus

The online advertorial is ideal for presenting complex topics to funkschau readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility. Combine this native communication solution with the social media plus package and increase your social media reach at the same time!

Services online advertorial incl. social media plus

- complete creation of the advertorial after receiving text and image
- placement of your advertorial in the editorial environment on the start page of funkschau.de incl. picture and link
- digital display: content and teasers are displayed on both displayed on the desktop as well as on mobile devices
- post with link to the advertorial on social media channels of funkschau (Twitter, Facebook, Xing)

Price: € 2,490

Additional native ad and newsletter

- native ad 2 weeks with 10,000 AIs
- placement of the advertorial in the daily newsletter (1 week)

Price: € 4,900

Material required by you

- lead image, format 16:9
- headline, max. 65 characters incl. spaces
- teaser text, max. 300 characters incl. spaces
- advertorial text, characters unlimited
  (recommendation up to max. 7,000 characters incl. spaces)
- lead text for social media,
  approx. 100 - 200 characters + hashtags
## Customized services

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

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

### 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.

### 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.

### 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.

„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.“
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 advertising orders on behalf of an advertising agency that a customer makes to the publisher for the purpose of distribution, and to the placement of online advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party-inserts in the magazines brought out by the publisher. The publisher will cover banners, pop-ups, and other special interest and keyword placements.

2. Different conflicting or supplementar 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 to them.

3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any changes in the advertising terms and conditions. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement orders or cancellation of advertisement orders due to unforeseeable circumstances or on account of the inappropriateness of a term or condition, to add or to replace the latter with effect for existing contracts, and upon the alteration of a legal provision or supreme court decision if said alteration affects one or more clauses and conditions of the contractual relationship, to adapt the affected terms and conditions to suit the purpose of the agreed legal situation.

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. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with 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 by the advertising agency as the ordering party and the issue of an order to the advertising agency verified in writing.

6. Advertising brokers and advertising agencies are direct duty to agree by the price list of the publisher in their proposals and contracts 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 is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher may insert an advertisement into 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 the unambiguous availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without any exception.

8. Placement of online advertising will be made as reasonably suited 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.

9. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.

10. Cancellation fee: Online: Cancellation 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: - 30% 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. - 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 online advertising. The price of online advertising already inserted will also be billed. Cancellation terms print: Cancellation is possible free of charge until the ad closing date.

11. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.

12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format or appearance, to be a constituent part of the particular number, the particular edition or the particular place of the magazine, advertisements will not be accepted. Refusal of an order will be communicated to the client immediately.

Advertisements that are not recognizable as advertisements because of their editorial composition may be identified by the publisher as advertisement, advertisements that are not advertising, the advertising is not obviously advertising, 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.

13. The client is responsible for the delivery of proof of work or for purcshase of materials required for online advertising. In the case of digital ready to print copy the client underakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.

14. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and receipt of payments, which is necessary for fulfilment and distribution of the advertisement.

15. The publisher reserves the right to claim for damages of the client should the publisher suffer damages as a result of a breach of contract by the client. The client may have the property of any advertisements issued by the publisher also reserved.

16. Registered letters and express letters in response to box number advertisements are only registered in the form of undelivered letters, no forwarding of any outstaning invoices, regardless of any originally agreed time for payment, before publishing the advertisement. If the publisher doubts about the solvency of the client, the publisher is entitled even during the running time of agreed cancellations to demand advance payment of the amount due when the advertisements are completed and the client is not in a position to pay any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

17. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertisement, the advertisement proof may be a proof that can no longer be obtained, it is replaced by legally binding certification by the publisher of the publication and distribution of the advertisement.

18. The case of box number advertisements the publisher applies due diligence in safekeeping 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 kept for four weeks. Letters that are not collected during this time are destroyed.

19. 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 claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. The termination of the affiliation of an enterprise is to be reported immediately, termination of the affiliation of an enterprise also terminates any joint discount.

20. The client acknowledges that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect they indemnify the publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.

21. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The publisher reserves the right to insert hyperlinks according to the general conditions of the Federal Telecommunications Act – and also impose such a responsibility on their employees. Should the publisher use special techniques such as cookies or tracking pixels to obtain or collect data from the cookies to the processing of such data is based on the consent of the client, the latter will be informed thereof by the publisher.

22. In the event of wholly or partly flagellate, incorrect or incomplete impression of an advertisement, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

23. The client may not report evident inaccuracies of the advertising in writing within these wokdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

24. 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.

25. In cases of 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 statistical 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 liability for injury to life, body and health as well as for contractual claims the statutory provisions apply.

26. All claims by the client of 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.

27. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the inserted proof or online advertising. The publisher will not send proofs or request the return of proofs of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

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

29. 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 material are taken from the valid price list. Price reductions resulting from changed terms immediately to become effective. Prices are subject to amendment after announcement of the terms and conditions. If payment for online advertising is billed on a CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the click rate (ratio of ad clicks to ad impressions) for the particular online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

30. Payment is due within the term shown on the price list, that is unless from case to case a different time for payment or advance payment is agreed in writing. Any reductions for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculate the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

31. Upon default of payment or granting of a respite, instead of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. Upon default of payment the publisher may put further 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 client is entitled even during the running time of agreed cancellations to demand advance payment of the amount due when the advertisements are completed and the client is not in a position to pay any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

32. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertisement, the advertisement proof may be a proof that can no longer be obtained, it is replaced by legally binding certification by the publisher as to the publication and distribution of the advertisement. If the case of box number advertisements the client applies due diligence in safekeeping 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 kept for four weeks. Letters that are not collected during this time are destroyed.

33. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operationess 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 meaning of the term and condition now considered inoperative.

34. 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 legal person governed by public law or a special fund under public law. The time shall apply as much as the order is an order or offer of the publisher, the client also affirms that they will reside in the Federal Republic of Germany.


Terms and Conditions

General terms and conditions for advertisements and advertising of WEKA FACHMEDIEN GmbH

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