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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.
Trade journal circulation and distribution analysis

Total distribution - funkschau

<table>
<thead>
<tr>
<th>Total distributed circulation***</th>
<th>=</th>
<th>Circulation Print</th>
<th>+</th>
<th>Circulation Digital (E-Paper)</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,501</td>
<td></td>
<td>20,316</td>
<td></td>
<td>7,185</td>
</tr>
</tbody>
</table>

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

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?

- 1 - 9 employees: 17%
- 10 - 49 employees: 21%
- 50 - 99 employees: 24%
- 100 - 499 employees: 20%
- 500 and more employees: 17%
- No indication: 1%

Industry

In which industry is your company active?

- ICT consulting company: 31%
- VAR, system house, ICT specialist trade: 28%
- Industrial / consumer goods: 27%
- Network operator / service provider: 17%
- Trade / banks / insurances: 16%
- Authorities / public institutions / office: 22%
- Science / education: 3%
- ICT infrastructure manufacturer: 13%
- Transport / logistics / traffic: 9%
- Others: 10%

Position

What is your position in your company?

- Chief executive officer: 21%
- Chief information officer: 26%
- Chief financial officer: 5%
- ICT officer: 71%
- Chief technical officer: 9%
- System administrator: 18%
- Others: 3%

(Multiple answers possible)

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 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>sustainabilty &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, datacenter 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></td>
<td></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>Size details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread across gutter</td>
<td>420 x 297 mm*</td>
</tr>
<tr>
<td>1 1/2 pages across gutter</td>
<td>315 x 297 mm* / 310 x 260 mm</td>
</tr>
<tr>
<td>2 x 1/2 pages across gutter</td>
<td>420 x 143 mm* / 414 x 130 mm</td>
</tr>
<tr>
<td>1/1 page</td>
<td>210 x 297 mm* / 183 x 262 mm</td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>210 x 262 mm* / 183 x 181 mm</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>138 x 297 mm* / 123 x 262 mm</td>
</tr>
<tr>
<td>Junior page</td>
<td>132 x 195 mm* / 147 x 210 mm</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>210 x 147 mm* / 183 x 132 mm</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>102 x 297 mm* / 87 x 262 mm</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>210 x 97 mm* / 183 x 82 mm</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>68 x 297 mm* / 53 x 262 mm</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>52 x 297 mm* / 37 x 262 mm</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>105 x 148 mm* / 131 x 92 mm</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>210 x 73 mm* / 183 x 58 mm</td>
</tr>
</tbody>
</table>

* 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)

<table>
<thead>
<tr>
<th>frequency discount from 1/4 page</th>
<th>volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 3 ads</td>
<td>from 3 pages</td>
</tr>
<tr>
<td>from 6 ads</td>
<td>from 6 pages</td>
</tr>
<tr>
<td>from 9 ads</td>
<td>from 9 pages</td>
</tr>
<tr>
<td>from 12 ads</td>
<td>from 12 pages</td>
</tr>
<tr>
<td>from 18 ads</td>
<td>from 15 pages</td>
</tr>
<tr>
<td>from 24 ads</td>
<td>from 18 pages</td>
</tr>
<tr>
<td>from 36 ads</td>
<td>from 24 pages</td>
</tr>
<tr>
<td></td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>25%</td>
</tr>
</tbody>
</table>

### Loose inserts

<table>
<thead>
<tr>
<th>Weight</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g per 1,000 pieces</td>
<td>€ 290.−</td>
</tr>
<tr>
<td>up to 50 g per 1,000 pieces</td>
<td>€ 329.−</td>
</tr>
<tr>
<td>up to 75 g per 1,000 pieces</td>
<td>€ 372.− (incl. postal charges)</td>
</tr>
</tbody>
</table>

### Bound inserts

<table>
<thead>
<tr>
<th>Variants</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pages per 1,000 pieces</td>
<td>€ 279.−</td>
</tr>
<tr>
<td>6 pages per 1,000 pieces</td>
<td>€ 322.−</td>
</tr>
<tr>
<td>8 pages per 1,000 pieces</td>
<td>€ 362.−</td>
</tr>
<tr>
<td>12 pages per 1,000 pieces</td>
<td>€ 392.−</td>
</tr>
</tbody>
</table>

### Ad with attached postcard

Minimum format: 1/1 page
74.− € 0/00 Adhesive costs incl. postage
(machine bonding, manual on request)

---

### 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

---

### Terms of payment
Payment within 21 days without deduction.

**Bank details:** HypoVereinsbank, München
**IBAN:** DE37 7002 0270 0035 7049 81
**SWIFT (BIC):** HYVEDEMMXXX
**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>Trimming 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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum sizes</td>
<td>105 mm x 148 mm</td>
</tr>
<tr>
<td>Maximum sizes</td>
<td>10 mm less in height and width than the carrier product</td>
</tr>
<tr>
<td>Minimum weight</td>
<td>minimum 150 gsm for single leaf</td>
</tr>
<tr>
<td>Maximum weight</td>
<td>on request</td>
</tr>
<tr>
<td>Positioning</td>
<td>best possible</td>
</tr>
</tbody>
</table>

Loose inserts must be delivered as trimmed and folded end products and be suitable for machine processing.

Insertion options: all copies, or for specific zip-code areas

### Bound inserts

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent</td>
<td>4 pages (more pages on request)</td>
</tr>
<tr>
<td>Minimum size</td>
<td>105 mm x 148 mm</td>
</tr>
<tr>
<td>Maximum size</td>
<td>carrier-product format</td>
</tr>
<tr>
<td>Trimmed pages</td>
<td>must have an additional 5 mm on each border to be cut off</td>
</tr>
<tr>
<td>Minimum weight</td>
<td>100 gsm for 4-page-products</td>
</tr>
<tr>
<td>Placement</td>
<td>only between the different sections</td>
</tr>
</tbody>
</table>

Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.

### Tip-ons

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

Insertion options: all copies, or for specific zip-code areas.

### CDs

Positioning on request

## 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

## 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_eici.icc" for offset printing.

Cover proofs must be delivered in 4c based on the standard "ISOcoated_v2_eici.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
1 Large-/Leaderboard
€ 200.- / 1,000 Ad Impressions
(970 x 90 pixel / 728 x 90 pixel, 150-300 KB)

2 Billboard
€ 295.- / 1,000 Ad Impressions
(970 x 250 resp. 800 x 250 pixel, 150-300 KB)

3 Wide Skyscraper (sticky)
€ 200.- / 1,000 Ad Impressions
(160 x 600 pixel, 40-80 KB)

4 / 5 Halfpage Ad
€ 220.- / 1,000 Ad Impressions
(300 x 600 pixel, 150 KB)

6 Medium Rectangle
€ 205.- / 1,000 Ad Impressions
(300 x 250 pixel, 40-80 KB)

7 Native Ad, pos. 1+2
€ 350.- / 1,000 Ad Impressions
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)

8 Content Super Banner, pos. 1+2
€ 350.- / 1,000 Ad Impressions
(640 x 250 pixel, 150 KB)

9 Video Ad
€ 205.- / 1,000 Ad Impressions
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.

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.
Ad formats newsletter

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.

**Leaderboard**

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

**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**

visualization like articles
headline + image + text and ad URL (max. 1 link)
image: 225 x 127 pixel, max. 200 KB
headline: max. 40 characters, text: max. 300 characters each incl. spaces

**Text ad with logo**

visualization like articles
headline + image + text + logo and ad URL (max. 1 link)
image: 225 x 127 pixel, max. 200 KB, logo: 150 x 50 pixel
headline: max. 40 characters, text: max. 300 characters each incl. spaces

**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
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
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.

**Translation**

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.

**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.

**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.

**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.

**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 follows is a contract relating to the publishing of an advertisement. The client’s order is considered to be the acceptance of a proposal by the advertisement agency and the agreement of the publisher for the purpose of distribution, and to the placement of online advertising on the websites 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. Differing, conflicting or supplemental 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 amendments, at any rate up to six weeks before the commencement of the insertion. The client will be authorized in particular, in case of the inoperativeness of a term or condition, to add or to remove 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 conditions and contravenes contractual relationships, to adapt the affected terms and conditions to suit the purpose of the altered 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 the 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 duly bound to abide by the price list of the publisher in their own contracts and bills 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 magazine. 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 the actual 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 within the designated section or expressive format.

8. Placement of online advertising will be made as reasonably suit 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 website. 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 the conclusion of the contract. Cancellation must be in writing. The publisher will terminate the 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:

- 50% of the net value of the order for cancellation less than two weeks before the commencement of insertion.

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 advertising 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 legal 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, to be a part of a constituent part of the magazine will not be accepted. Advertisements that are not recognizable as advertisements because of their editorial composition may be identified by: insert “Advertisement”, insert “Online Advertising”, insert “Arcoag”, “Advertisement”, and/or set it off from the editorial content to make its advertising nature plain.

13. The client is responsible for ensuring the delivery of proper material for the insertion of online advertising. In the case of digital ready to print copy the publisher under-takes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher on a clearly predefined and agreed scale.

14. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client. In the case of audio and/or video related advertising (e.g. banners that cause a pop-up window to open when clicked on, in audio and/or content video is reproduced) the client is responsible for concluding the necessary agreements with GEMA (society for musical performing and mechanical reproduction rights in Germany) or with other appropriate agencies or courts on behalf of the publisher.

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

16. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof and the original color copy. The publisher and/or their auxiliary persons and legal representatives cannot be liable for consequential disadvantages, in particular disadvantages of the Federal and Telecommunications Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the advertising material presented to the publisher, the client also affirms and guarantees by e-mail that the publisher is not held liable by the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RStV) and/or of the Federal Data Protection Act (BDSG) or of the Cybercrime Act (CStG).

17. Before a digital transmission of artwork the client is responsible for ensuring that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, the publisher will inform the client of the presence of computer viruses and will request the removal thereof. The publisher reserves the right to refuse the insertion of any advertisements if said advertisements are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, the publisher is entitled to bill the following costs:

- 50% of the net value of the order for cancellation within one week of the commencement of insertion, without refund of the commission charged.
- 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion.

18. 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) at the particular websites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

19. Payment is due within the term shown on the price list, that is, unless from case to case a different term or conditions for advance payment are agreed in writing. Any payments 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 rescind the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

20. Upon default of payment or granting of a grace period, instead of 8% above the prime lending rate will be billed if, or if the client is a consumer in the sense of para. 13 of the German Civil Code, 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 publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and the client has set an initial or final invoice, regardless of any originally agreed time for payment, before publishing any further advertisements.

21. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertisement, advertisements are either sent on the payment of any outstanding invoice, regardless of any originally agreed time for payment, before publishing any further advertisements.

22. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, destruction 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, or wholly or partly withdraw advertisements.

23. The client has no right to demand claims for compensation.

24. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to alterations to this clause.

25. Any incompleteness 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 purpose of the term and condition now considered inoperable.

26. 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 publisher applies in all cases as a defendant upon the publisher, the client also affirms that they will reside in the Federal Republic of Germany.

Contact

Media consulting

Eric Weis
Sales Director
+49 89 25556-1390
eweis@weka-fachmedien.de

Gina Gießmann
Account Manager
+49 8925556-1576
ggiessmann@weka-fachmedien.de

Sofie Steuer
Account Manager
+49 8925556-1452
ssteuer@weka-fachmedien.de

Nicole Wawrzinek
Account Manager
+49 8925556-1087
nwawrzinek@weka-fachmedien.de

Christina Gottwald
Content Management
+49 89 25556-1351
cgottwald@weka-fachmedien.de

Editorial office

Stefan Adelmann
Editor-in-chief
+49 89 25556-1352
sadelmann@weka-fachmedien.de

Alexandra Hose
Editor / Managing Editor
+49 89 25556-1354
ahose@weka-fachmedien.de

Diana Künstler
Editor
+49 89 25556-1361
dkuenstler@weka-fachmedien.de

Dr. Sabine Narloch
Editor
+49 89 25556-1355
snarloch@weka-fachmedien.de

Antje Müller
Editor
+49 89 25556-1357
amueller@weka-fachmedien.de

Lukas Steiglechner
Volunteer
+49 89 25556-1514
lsteiglechner@weka-fachmedien.de

Stephanie Jarnig
Content Management
+49 89 25556-1239
sjarnig@weka-fachmedien.de

Natascha Schönemann
Assistant
+49 89 25556-1511
nschoenemann@weka-fachmedien.de

Publisher

Matthäus Hose
Executive Director
+49 89 25556-1302
mhose@weka-fachmedien.de

Marc Adelberg
Director New Business
+49 89 25556-1572
madelberg@weka-fachmedien.de

Marc Schneider
Distribution Manager
+49 89 25556-1509
mschneider@wekanet.de

Thomas Ebert
Marketing & Event Director
+49 89 25556-1713
tebert@weka-fachmedien.de

Ute Beyer
Projectcoordination New Business
+49 89 25556-1577
ubeyer@weka-fachmedien.de

Melanie Greier
Distribution
+49 89 25556-1510
mgreier@wekanet.de

Claudia Borst
Marketing
+49 89 255 56-1712
cborst@weka-fachmedien.de