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 administrators

**Industries:**

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

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**Top ranking!**

Once again among the TOP 50 specialist titles in Germany with the highest advertising sales (34th place) (according to HORIZONT Report May 2020)

**High circulation!**

Total distributed circulation: 27,637
(source: IVW, 1. half-year 2021)

**High online coverage!**

1.27 million visits p.a.
(Source: IVW online 08/2020 - 07/2021)

**Targeted, fast and customised!**

The funkschau newsletter reaches more than 7,200 ICT decision-makers with every mailing.
(August 2021)
The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the funkschau.de website.

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)
Inhaltsverzeichnis

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: 5%
- 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 21, 22</td>
<td>Jan 03, 22</td>
<td>Jan 10, 22</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 18, 22</td>
<td>Feb 01, 22</td>
<td>Feb 07, 22</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 18, 22</td>
<td>Mar 01, 22</td>
<td>Mar 07, 22</td>
<td>video communication, public sector, enterprise software, business intelligence &amp; big data, education</td>
<td>datacenter</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Apr 14, 22</td>
<td>Mar 28, 22</td>
<td>Apr 01, 22</td>
<td>5G/mobile communications, cyber security, server &amp; storage, document management/enterprise information management, data protection</td>
<td>cloud services &amp; managed services</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>May 20, 22</td>
<td>May 03, 22</td>
<td>May 09, 22</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 17, 22</td>
<td>May 27, 22</td>
<td>Jun 02, 22</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 15, 22</td>
<td>Jun 28, 22</td>
<td>Jul 04, 22</td>
<td>monitors &amp; peripherals, artificial intelligence, servers &amp; storage, cloud services &amp; managed services, CRM/ERP</td>
<td>IT service provider</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Aug 19, 22</td>
<td>Aug 01, 22</td>
<td>Aug 05, 22</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 16, 22</td>
<td>Aug 30, 22</td>
<td>Sep 05, 22</td>
<td>digital workplace, TC systems &amp; unified communications, customer communication, education, enterprise mobility management</td>
<td>cyber security</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Oct 14, 22</td>
<td>Sep 26, 22</td>
<td>Sep 30, 22</td>
<td>cloud services &amp; managed services, measurement technology, sustainability, 5G/mobile communications, IT project management</td>
<td>datacenter</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Nov 11, 22</td>
<td>Oct 24, 22</td>
<td>Oct 28, 22</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 09, 22</td>
<td>Nov 22, 22</td>
<td>Nov 28, 22</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

- **Double page spread across gutter**
  - 420 x 297 mm*

- **1 1/2 pages across gutter**
  - 315 x 297 mm*
  - 310 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

- **2/3 page vertical**
  - 138 x 297 mm*
  - 123 x 262 mm

- **1/2 page horizontal**
  - 210 x 147 mm*
  - 183 x 132 mm

- **1/2 page vertical**
  - 102 x 297 mm*
  - 87 x 262 mm

- **1/3 page horizontal**
  - 210 x 97 mm*
  - 183 x 82 mm

- **1/3 page vertical**
  - 68 x 297 mm*
  - 53 x 262 mm

- **1/4 page horizontal**
  - 52 x 297 mm*
  - 37 x 262 mm

- **1/4 page vertical**
  - 105 x 148 mm*
  - 92 x 131 mm

- **Junior page**
  - 132 x 195 mm*
  - 147 x 210 mm

- **1/4 page vertical**
  - 210 x 73 mm *
  - 183 x 58 mm

* trimmed format
bleed 5 mm on the open sides

Print advertising material
please send by e-mail to:
DISPO.funkschau@wekanet.de
## Ad prices

### Advertising rates and formats (without VAT)
Ad prices valid from Jan 01, 2022

<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>3% from 3 pages 5%</td>
</tr>
<tr>
<td>from 6 ads</td>
<td>5% from 6 pages 10%</td>
</tr>
<tr>
<td>from 9 ads</td>
<td>10% from 9 pages 15%</td>
</tr>
<tr>
<td>from 12 ads</td>
<td>15% from 12 pages 18%</td>
</tr>
<tr>
<td>from 18 ads</td>
<td>18% from 15 pages 20%</td>
</tr>
<tr>
<td>from 24 ads</td>
<td>20% from 18 pages 22%</td>
</tr>
<tr>
<td>from 36 ads</td>
<td>22% from 24 pages 25%</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price</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.−</td>
</tr>
<tr>
<td>(incl. postal charges)</td>
<td></td>
</tr>
</tbody>
</table>

### Bound inserts

<table>
<thead>
<tr>
<th>Variants</th>
<th>Price</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)

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### 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

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

Place all picture elements (including logos, QR codes) 4 mm from the outer edge. Files in PDF format according to the PDF/X-3 standard. Exact specifications can be obtained from the following contact persons:

Nadine Ziegler, Disposition, Phone +49 89 25556-1473
Jeanette Blaukat, Disposition, Phone +49 89 25556-1014
DISPO.funkschau@wekanet.de

File names

File names should be given as in the example:
Customer name_funkschau_issue (e.g.: Mustermann_funkschau_1_22)

Proof: must be delivered in 4c based on the standard
Content proofs: “PSO-INP_Paper_eci. icc”
Cover proofs: “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

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/2022
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.
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.

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**Per advertising medium per week € 3,900**

**File format:**
Image with text: PNG
Image without text: JPG or GIF (GIF only without animation);
Prices per mailing

**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

Technical specifications

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: € 6,990.- (no discounts)
Suppliers’ compass

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.

Price: € 2,990.- / 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 cybersecurity 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 customizable company presentation, you will have numerous opportunities to get in touch with participants.

October 2022: Digital Workplace Forum

The Digital Workplace Forum: 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 2022 in Fürstenfeldbruck.

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

For more than 20 years, WEKA FACHMEDIEN has been organizing, in close cooperation with the responsible editorial staff, around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year.

At funkschau’s Customized Events, everything revolves around topics such as Data Center & Networks, Digital Workplace, Security & Data Protection, Industry 4.0, Internet of Things, Artificial Intelligence, Office & Communication as well as 5G, Augmented Reality, Autonomous Driving and many more. Depending on the customer’s requirements, our services are available on a modular basis or as an „all-round carefree package“ (full-service concept) tailored precisely to your needs of your company.

If required, we can handle 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)
STUDIES

The editorial teams of our media brands use their in-depth expertise to develop question concepts on the most important focus topics of the moment. By means of a targeted application strategy, we ensure that the study not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality. You benefit from comprehensive communication: we pick up the results in our editorial reporting, develop a high-quality paper based on the study, which also includes your content, and make this and the most important facts available to companies, the media and, of course, for your PR and marketing measures.

Implementation:
- study by the editorial staff of the ICT network with a neutral topic (for example: cyber security)
- questions created by ICT editorial staff
- creation, hosting and evaluation by editorial staff
- number of cases: N = 150 (minimum)
- paper (digital) with editorial content, editorial evaluations and analyses

Sponsorship packages:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Platinum</th>
<th>Gold</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>company profile in paper (digital)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>logo placement in all advertising activities</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>provision of the study results</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>provision of the paper for marketing purposes (accessibility via registration required)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>question(s) in the study</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>statements in paper (digital)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>interview in paper (digital)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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</tbody>
</table>

Price:
- 14,990.- Euro

EXCLUSIVE SURVEYS

Do you want to address individual questions to a selected target group and obtain insights into your strategy, market developments and technical trends? Design your exclusive survey together with us and benefit from our renowned communication channels. We will be happy to support you with conception, creation, application and evaluation.

Option 1: surveys

Implementation:
- survey consisting of up to 10 questions
- delivery of the questions by the customer
- creation and hosting by WEKA
- number of cases: N = 30 (minimum)
- duration: approx. 2 weeks
- reporting: survey reporting in Excel format

Advertising activities:
- one customized newsletter and native ad in the newsletter and on the website
- prize draw to generate participants

Price: 9,990.- Euro

Option 2: survey with consulting/evaluation

Implementation:
- survey consisting of up to 15 questions
- delivery of the questions by the customer, on request with content consulting by WEKA Consulting
- creation and hosting by WEKA
- number of cases: N = 50 (minimum)
- duration: approx. 4 weeks
- reporting: creation of a paper (digital) based on the survey results (management summary, graphics, etc.)

Advertising activities:
- one customized newsletter and native ad in the newsletter and on the website
- prize draw to generate participants

Price: 14,990.- Euro
THE TESTLAB
Over 20 years of testing expertise
– From experts for experts

We test your products and document their quality metrologically and with database support. On request, we can prepare further expert reports, such as a usability test or a competitive benchmark.

Our product check is particularly exciting: you will receive a valuable certificate including a detailed laboratory report if your product has met at least 66% of the laboratory criteria.

**YOUR ADVANTAGES**

- decades of market knowledge
- modern test architecture and measurement technology
- unique test procedures
- product database supported competitive analysis

**Hard, transparent and fair testing:**
Use the expertise and quality of our Testlab to learn everything about your product.

**Usability check/FFU**
You want to bring a new product to the market but you are unsure how it will be received by the customer. Ask Testlab for a usability check/fitness for use test.

**Product check**
Your product is one of a kind and you like to prove it: The Testlab product check provides the end user orientation in a more and more non-transparent supply of accessories. Obtaining the Testlab certificate is to be assessed as a quality characteristic.

**Product test**
You want to know all about your product before going to market. Then a product test covers usability check, product check and all relevant technical measurements for you.

**Product competition analysis**
Is your product ready to succeed? We will find the answer: We author an objective ranking of your product in comparison to the market competition based on customer needs, including an estimation of the market chance based on the technical parameters. We use a complex and extensive database that covers all products relevant to the market, some of them with more than 400 KPIs. Our facilities enable the objective rating of all technically relevant parameters.

[www.connect-testlab.com](http://www.connect-testlab.com)
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

Ab jetzt kann Fujitsu die Cloud Services von Amazon Web Services (AWS) seinen Unternehmens- und Behördenkunden anbieten. Der japanische Konzern hat als AWS-Partner den höchsten Akkreditierungsstatus erreicht. Fujitsu hat ab sofort den Status eines AWS Managed Service Providers und kann seinen Kunden Cloud Services von Amazon Web Services (AWS) als Geschäftslösungen anbieten. Cloud Services spielen eine entscheidende Rolle im Rahmen der digitalen Transformation, die Fujitsu bei bei seinen Kunden in Unternehmen und Behörden umsetzen will. Der Hersteller bezeichnet die Kollaboration mit AWS dabei als entscheidende Schlüsselkomponente seines gesamten Cloud Portfolios.

Advantages

- direct link to your homepage or your online shop
- prominent placement in editorial content
- high attention and high probability to click

Link to your own company/brand:
- per month: 990,- Euro (not discountable)
- per year: 9.990,- Euro (not discountable)

Link to a keyword:
- per month: from 990,- Euro (not discountable)
Online advertorial incl. social media plus

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
We are your 360° media partner, who can support your company and your products in a variety of ways to help them succeed in the market.

**B2Impact:**
Content creation with 360° communication

YOUR ADVANTAGES:
- Content creation for all channels
- Customized publishing
- Full service
- Social media campaigns
- Partner for corporate communications and agencies

**WEKA EVENTS:**
Face-to-Face and virtual events

YOUR ADVANTAGES:
- Over 25 years of experience in the event sector
- Innovative and targeted conception with realisation of live and virtual events at the highest level
- A well-rehearsed team as your all-in-one partner

**WEKA ONLINE CAMPUS:**
Web seminars, advanced training

YOUR ADVANTAGES:
- Perfect for customer retention and new customer acquisition
- Interactive content marketing tool with lead guarantee
- Increasing corporate awareness through cross-media advertising
- Effective knowledge transfer for your customers

**WEKA NOW:**
Moving image

YOUR ADVANTAGES:
- Benefit from the new WEKA moving image format with its exclusive advertising formats
- Professional image films, reports and product presentations
- Own, fully equipped TV studio

**WEKA CONSULTING:**
Studies, surveys, consulting

YOUR ADVANTAGES:
- Individual surveys, market analyses and studies - tailored to your company
- Technical experts analyse customer needs and the strengths of your products

**WEKA TESTLAB:**
Independent test laboratory

YOUR ADVANTAGES:
- Independent laboratory for smarthome, ICT and electronics
- Publisher’s own measuring station for high-frequency measurements in the field of mobile telephony
- Unique method for objective measurement of WLAN connections
- Elaborate measurement of cameras, lenses and smartphone cameras
- Black space for measurements of TV sets
- Consulting by recognised experts
- Decoupled from the editorial offices (neutral and objective)
You expect from your marketing: impact and result. You get from B2Impact: only that. To achieve your communication goals, we always choose the most direct route. This path can lead via content marketing strategies, creative services such as events, or via targeted print and online campaigns. Because what works is what’s right.

**Story services**

Producing relevant, useful content is a must for B2B companies today. Because content has become the central criterion for business success. As a unit of a publishing house that publishes print and digital trade media for the electronics, automation, communications, medical, logistics, automotive, construction & buildings, and industrial sectors, we know the content needs of a B2B audience that expects texts to provide value and orientation. Producing good stories for thematic niches is our job - and your added value when you commission us to create high-impact stories. That’s because we combine the in-house expertise of our editors and experts at WEKA FACHMEDIEN to create your content.

And most importantly, we also optimize your existing content so that it performs better.

**Content campaigns**

Content marketing turns your marketing itself into a product.

To ensure that your content is also consumed and thus creates impact with your customers, it must be embedded in a holistic content marketing strategy. Whether cover stories, online advertorials, editorials from defined topic worlds, customized newsletters, reader tests, employer and company profiles, success stories or social media posts.

We design integrated print and digital campaigns, using the entire spectrum of formats from text to image galleries to video in a targeted and resource-efficient way, seamlessly fitting the campaign into your marketing strategy and playing out the content either in our print and online media or on your content hub.

**Video and audio content**

Moving images are becoming an increasingly important part of any communication mix in our world. That’s why we’ve built a video team that creates video & audio solutions that perfectly showcase your message and hold the attention of viewers and listeners - from event videos to cinematic case studies or the explainer video that is so effective, especially for complex services and products.

**Event marketing**

Arousing positive emotions and transferring them to your company is best achieved with live marketing. As organizers of more than 50 trade congresses and conferences per year, we know how to select and inspire the right target groups for your B2B event. With our expertise and experience in packaging even very cutting-edge topics in exciting event formats and creating a coherent experience for your target group, from the choice of location to the speakers, we ensure experiences with results. Not only live, but also in virtual formats.

**Translations**

Professional translations are becoming more and more important with increasing internationalization. Have your documents such as marketing materials, operating instructions, or data sheets translated by our service providers, using the correct technical terminology.
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 in an advertising medium. An order-affirming party affirms that she is the authorized representative of 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 about by the publisher or his advertising intermediaries. The publisher will cover banners, pop-ups, and other special features, whether with a targeted interest and keyword placements.

2. Deliveries, offsetting 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 all changes, at least 14 days prior to the new terms becoming effective.

4. The client may only make amendments to the general terms and conditions in particular, the inoperativeness 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 contracts and cannot otherwise be brought about.

5. The client will bear responsibility for the correctness of the orders placed. The publisher will perform the order to the best of its ability. The publisher reserves the right to claim for damages of the client should the publisher suffer damages as a consequence of the client’s breach of contract. The publisher will always endeavor to honor the order in full. The publisher is not responsible for the accuracy or timely delivery of the advertising copy. The client must expressly request a faxed correction. Only correct color adjustment ensures correct replication of the advertisement.

6. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof. Differences in color are unavoidable without a color proof, but are no entitlement to a reduction of payment (abatement) or cancellation of the order (redhibitory action).

7. In the event of wholly or partly flagrante, incomplete or incomplete impression of an advertisement, the client may claim imposition of a faultless substitute advertising, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set for this purpose to pass by or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

8. The publisher may not be held liable for financial losses especially in terms of consequential damages, unpreventable or due to the client’s own fault. This does not apply in as much as the publisher violates the principal obligations of the contract.

9. 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 the constituent part, that the advertisements are not advertisements will not be accepted. Refusal of an order will be communicated to the client immediately.

10. Advertisements that are not recognizable as advertisements because of their editorial composition may be identified by the publisher. “An unmarked, unhighlighted advertisement is not obviously advertising, the publisher may also identify it as such, in particular by the word “Advertisement“, and/or set it off from the editorial content to make its advertising nature plain.

11. The client is responsible for the proper delivery of original artwork or proof or documentary materials required for online advertising. In the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.

12. 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 linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA (society for musical performing and mechanical reproduction rights) or similar organizations.

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

14. Online transmitters of unacknowledged color advertisements can only be reliably processed with a color proof supplied on paper. Differences in color are unavoidable without a color proof, but are no entitlement to a reduction of payment (abatement) or cancellation of the order (redhibitory action).

15. In the case of one or more advertisements of an advertiser or other advertising space buyer in the magazines the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without an express request of the advertiser.

16. Placement of online advertising will be made as reasonably suit 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.

17. 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.

18. Cancellation fees applies for 14 days after the commencement of insertion of 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.

19. The publisher avows that they are entitled to set the hyperlinks connected to the online advertising. The publisher will set the hyperlinks only to the content or website upon the request of the client. This agreement is subject to the terms and conditions of the Federal and Telecommunications Data Protection 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 client’s website, this data is solely used for targeting purposes.

20. The client avow that they are not 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.
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