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 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.

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)
Circulation / distribution

Trade journal circulation and distribution analysis

<table>
<thead>
<tr>
<th>Total distribution - funkschau</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total distributed circulation*</td>
</tr>
<tr>
<td>27,637</td>
</tr>
<tr>
<td>=</td>
</tr>
<tr>
<td>Circulation Print</td>
</tr>
<tr>
<td>20,339</td>
</tr>
<tr>
<td>+</td>
</tr>
<tr>
<td>Circulation Digital (E-Paper)</td>
</tr>
<tr>
<td>7,298</td>
</tr>
</tbody>
</table>

* source: IVW, 1. half-year 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, 39.40 € 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**: 17%
- **10 - 49**: 21%
- **50 - 99**: 24%
- **100 - 499**: 20%
- **500 and more**: 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</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
vertical
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
vertical
102 x 297 mm*
87 x 262 mm

1/3 page
horizontal
210 x 97 mm*
183 x 82 mm
vertical
68 x 297 mm*
53 x 262 mm

1/4 page
horizontal
52 x 297 mm*
37 x 262 mm
vertical
105 x 148 mm*
92 x 131 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%</td>
</tr>
<tr>
<td>from 6 ads</td>
<td>5%</td>
</tr>
<tr>
<td>from 9 ads</td>
<td>10%</td>
</tr>
<tr>
<td>from 12 ads</td>
<td>15%</td>
</tr>
<tr>
<td>from 18 ads</td>
<td>18%</td>
</tr>
<tr>
<td>from 24 ads</td>
<td>20%</td>
</tr>
<tr>
<td>from 36 ads</td>
<td>22%</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Ad with attached postcard</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum format: 1/1 page</td>
<td></td>
</tr>
<tr>
<td>74. - € 0/00 Adhesive costs incl. postage (machine bonding, manual on request)</td>
<td></td>
</tr>
</tbody>
</table>

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 and processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
</tr>
<tr>
<td>Content</td>
</tr>
<tr>
<td>Paper</td>
</tr>
<tr>
<td>Processing</td>
</tr>
<tr>
<td>Format</td>
</tr>
<tr>
<td>Type area</td>
</tr>
<tr>
<td>sheetfed offset</td>
</tr>
<tr>
<td>upgraded newsprint paper</td>
</tr>
<tr>
<td>Trimmed format: 210 x 297 mm</td>
</tr>
<tr>
<td>183 x 262 mm</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Loose inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum sizes</td>
</tr>
<tr>
<td>Maximum sizes</td>
</tr>
<tr>
<td>Minimum weight</td>
</tr>
<tr>
<td>Maximum weight</td>
</tr>
<tr>
<td>Positioning</td>
</tr>
<tr>
<td>105 mm x 148 mm</td>
</tr>
<tr>
<td>minimum 150 gsm for single leaf</td>
</tr>
<tr>
<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.

<table>
<thead>
<tr>
<th>Bound inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent</td>
</tr>
<tr>
<td>Minimum size</td>
</tr>
<tr>
<td>Maximum size</td>
</tr>
<tr>
<td>Trimmed pages</td>
</tr>
<tr>
<td>Placement</td>
</tr>
<tr>
<td>4 pages (more pages on request)</td>
</tr>
<tr>
<td>carrier-product format</td>
</tr>
<tr>
<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.

<table>
<thead>
<tr>
<th>Tip-ons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folded products</td>
</tr>
<tr>
<td>Positioning on request</td>
</tr>
<tr>
<td>must be closed towards the gutter and be suitable</td>
</tr>
<tr>
<td>for machine processing. Positioning options are available on request. Insertion options: all copies, or for specific zip-code areas.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning on request</td>
</tr>
</tbody>
</table>

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

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

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.

**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

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

Price: 14,990 €

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
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

![Cloud](image)

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 Geschäftslosungen anbieten. **Cloud** Services spielen eine entscheidende Rolle im Rahmen der digitalen Transformation, die **Fujitsu** 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

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
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. Convincing 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.

Translations

Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.

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.

Social media concepts

With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.

Cross-industry media planning

Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.

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 advertisements of an advertiser by the publisher. 

2. Digital transmission of artwork is a prerequisite for publication and distribution. In this respect they indemnify the publisher from all claims by third parties for the publication or distribution 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. 

3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any such alteration. This includes the termination of the agreement in particular the inobservance of a term or condition, to add to or 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 or 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 its ordering party. If the ordering party of the advertising agency is to be the contractual party, 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 duty bound to advise by the price list of the publisher in their negotiations and deals with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part. 

7. If the client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines, the publisher is entitled to insert an advertisement in 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 that this is punctual 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 an express request by the client. 

8. 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 in the particular web site. The publisher has 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 up to 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 cancellations 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. 

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 disclaim 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. 

13. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. 

14. Advertisements that create the impression with the reader, through their format, design or content, form part of the editorial content and must therefore be inserted accordingly. The publisher will not accept advertisements that are 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. 

15. The client is responsible for correctness of the order. The publisher is entitled to reject any order or proof delivery of proper or punctual delivery of materials required for online advertising. If in the case of digital ready to print copy the client under-takes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline. 

16. 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 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 right owners] and/or add it to the order form as required. 

17. 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).

18. Technically transmitted error-free online advertising texts can be reliably processed with a color proof supplied on paper. Differences in color are unnoticeable without a color proof; but are no entitlement to a price reduction. In every case a printout is to be sent by fax to the print shop to be able to check factual correction and to the client to be fed into insertion. Only correct color adjustment ensures correct color implementation within the usual tolerances. 

19. 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, said file will be deleted immediately without the possibility of the client making any related claims. The publisher also reserves the right to claim for damages of the client should the publisher suffer damages as a result of such computer viruses transmitted or afflicted by the client. 

20. If artwork is transmitted to the publisher digitally by a data medium, it will only be returned on special request from the client. 

21. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The publisher is not responsible for any further legal consequences if the client fails to verify the correctness of the hyperlinks connected to the online advertising in accordance with the terms 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 client’s computer, the publisher will not be held liable for the server traffic picked up by the client if the client does not state that this is possible or any other data processing. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the client’s computer, the publisher will not be held liable for the server traffic picked up by the client if the client does not prove that it is technically possible. 

22. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim imposition of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher obtain a reasonable term for them to perform the purpose to pass by as 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). 

23. In the case of insufficiencies of online advertising online advertising one year after the origination of such claims, that is unless they are founded on claims of deliberate negligence. 

24. Proofs will only be supplied if expressly wished. The client bear responsibility for the correctness of the proof. An alteration of the proof results in a new order which is subject to a new price list. 

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

26. Any insufficiencies of online advertising in the event of change of the legal situation apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPV basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click through ratio of ad clicks to ad impressions in the web sites where the online advertising of the client is placed or, if payment is billed on a per-click basis, of the number of actual clicks. 

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

28. In the event of payment or granting of a waiver, instead of 8% above the prime lending rate will be billed or, if the client is 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 upon the conclusion of blanket orders without the need for an express agreement, regardless of any originally agreed time for payment, before publishing any further advertisements. 

29. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertisement and the advertising order, cutouts, proof pages or complete proof numbers will be supplied. If a proof can no longer be obtained, it is replaced by legally binding certification by the publisher of the publication and distribution of the advertisement. 

30. In 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. 

31. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. 

32. Unless otherwise stated the advertising order is to be regarded as concluded immediately, termination of the advertisement also terminates any joint discount. 

33. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc.). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly withdraw the advertisement. The client has no right to demand any compensation. 

34. In the case of insufficiencies of online advertising the publisher has the right to firstly offer a reduction of payment (abatement) or cancellation of the order (redhibitory action). 

35. If the client must report evident insufficiencies of the advertising in writing within these workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced. 

36. It is not possible to dispute or appeal against the final decision of the publisher. The publisher reserves the right to disclaim any agreement of the advertiser. Any claims caused by the inclusion of an order in the publication or online advertising are to be excluded. 

37. Alterations or additions to these general terms and conditions and upon the alteration of a legal provision or supreme court decision if said alteration affects one or more terms and conditions. 

38. 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 place of jurisdiction is as above. In the event of any dispute against the publisher, the client also affirms that they will resort in the Federal Republic of Germany. 

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