funkschau
funkschau.de

Digital | Print | Events | Customized Services

MEDIA GUIDE
2022
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.
Circulation / distribution

Trade journal circulation and distribution analysis

<table>
<thead>
<tr>
<th>Total distributed circulation*</th>
<th>=</th>
<th>Circulation Print</th>
<th>+</th>
<th>Circulation Digital (E-Paper)</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,637</td>
<td></td>
<td>20,339</td>
<td></td>
<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, 39.60 € 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)**
  (incl. current VAT, without shipping costs) 29.99 €

- **Single issue digital e-paper (national/foreign)**
  (incl. current VAT, without shipping costs) 2.99 €
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 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
210 x 262 mm*
183 x 181 mm
2/3 page 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
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
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 from 3 ads</th>
<th>volume discount from 6 ads</th>
<th>volume discount from 9 ads</th>
<th>volume discount from 12 ads</th>
<th>volume discount from 18 ads</th>
<th>volume discount from 24 ads</th>
<th>volume discount from 36 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 3 ads</td>
<td>3%</td>
<td>from 3 pages</td>
<td>5%</td>
<td>from 6 ads</td>
<td>5%</td>
<td>from 6 pages</td>
<td>10%</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

## 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

## Loose inserts

<table>
<thead>
<tr>
<th>Weight</th>
<th>Cost</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>
</tbody>
</table>

## Bound inserts

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

Printing technique and processing

<table>
<thead>
<tr>
<th>Cover</th>
<th>sheetfed offset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>role offset</td>
</tr>
<tr>
<td>Paper</td>
<td>upgraded newsprint paper</td>
</tr>
<tr>
<td>Processing</td>
<td>saddle stitching</td>
</tr>
<tr>
<td>Format</td>
<td>Trimmed format: 210 x 297 mm add 3 mm per trimmed edge for bleed size</td>
</tr>
<tr>
<td>Type area</td>
<td>183 x 262 mm</td>
</tr>
</tbody>
</table>

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

Loose inserts

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

Loose inserts must be delivered as trimmed and folded end products and be suitable for machine processing. Insertion options: all copies, or for specific zip-code areas

Bound inserts

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

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

Tip-ons

Folded products must be closed towards the gutter and be suitable for machine processing. Positioning options are available on request. Insertion options: all copies, or for specific zip-code areas.

CDs

Positioning on request

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.
Ad formats newsletter

Every day (mon - fri) funkschau.de informs your customers via newsletter - even faster, more up-to-date and more targeted. More than 7,200 recipients receive customised news, product reports and technical articles. The newsletter is the ideal advertising medium for product presentations and event information.

1 08/2021

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
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)
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 (e.g., 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.
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.

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**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

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**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

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**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

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**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

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**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
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)
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

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

Example keyword cloud / example company Fujitsu

Advantages

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

Online advertorial incl. social media plus

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

Services online advertorial incl. social media plus

• complete creation of the advertorial after receiving text and image

• placement of your advertorial in the editorial environment on the start page of funkschau.de incl. picture and link

• digital display: content and teasers are displayed on both displayed on the desktop as well as on mobile devices

• post with link to the advertorial on social media channels of funkschau (Twitter, Facebook, Xing)

Price: € 2,490

Additional native ad and newsletter

• native ad 2 weeks with 10,000 AIs

• placement of the advertorial in the daily newsletter (1 week)

Price: € 4,900

Material required by you

• lead image, format 16:9

• headline, max. 65 characters incl. spaces

• teaser text, max. 300 characters incl. spaces

• advertorial text, characters unlimited (recommendation up to max. 7,000 characters incl. spaces)

• lead text for social media, approx. 100 - 200 characters + hashtags
Customized services

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)
B2Impact

B2Impact - what does that mean?

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.

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.

Cross-industry media planning

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

Corporate publishing

For us, your content is king! From research to graphics, proofreading to handling printing, we’ll be happy to take care of all the steps up to publication for you. You decide whether your magazine will appear in the look and feel of our media brands and will also be distributed via our print and online distribution channels. As an e-paper, on the website and in the relevant newsletters. Or we can design your own company-specific layout and you decide on the distribution and communication channels.

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.

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

(August 2021)

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 on the web sites of the publisher. The advertiser affirms that they are 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 out by the publisher and will cover banners, pop-ups, of special interest and keyword placements.

2. Differences in format or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is, unless the publisher expressly agrees to them.

3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any such change, at the latest two weeks before the commencement of insertion.

4. The publisher reserves the right to alter the appearance of the advertisements. Such alteration is only allowed in particular in the event of the inappropriateness of a term or condition, to add or to replace the latter with effect for existing contracts, and upon the alteration of a legal provision or supreme court decision if said alteration affects one or more contracts and cannot be adapted in an actual relationship, to adapt the affected terms and conditions to suit the purpose of the altered legal situation.

5. The order will be concluded with the acceptance of the client's order by the publisher. Such acceptance may be in writing or by email.

6. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency as the ordering party and the issue of an order to the advertising agency verified in writing.

7. Advertising brokers and advertising agencies are duty bound to obey the price list of the publisher in their representations, and to forward advertising contracts. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

8. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of publication. The publisher has the right to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is the availability of the ready to print copy. If the advertisement cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column within the online advertising, if available.

9. Placement of online advertising will be made as reasonably seen fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date of appearance of online advertising for technical or other understandable reasons.

10. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing.

11. If the publisher terminates insertion of the online advertising immediately after receipt of the cancellation.

12. The publisher may alter these terms and conditions, also single insertions, advertisement texts and supplement orders because of the context of the content, or technical form according to uniform, factually justified principles of the publisher if their content violates legal or official stipulations, or their publication is unacceptable for the publisher.

13. No subsequent fulfillment of order for the delivery of proper or partial delivery of materials required for online advertising. In the case of a 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.

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

15. 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).

16. The client acknowledges that the publisher may only use color advertising in addition can 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 proportionate to the difference between the discount granted and that corresponding to the actual quantity.

17. The publisher will supply an advertising proof. Depending on the nature and scope of the advertising, delivery of proof or partial delivery of materials required for online advertising. In the case of a 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.

18. If the publisher discovers computer viruses in the files transmitted by the client, the publisher may refuse to insert the advertisement. Should the publisher allow a reasonable term set them 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).

19. In the event of wholly or partlyFlag, ineligible or incomplete impression of an advertisement, the client may claim imposition of a faults substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set them 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).

20. The client must report evident inaccuracies of advertisements in writing within these working days after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

21. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

22. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or special damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act the publisher reserves the right to claim for injury to life, body or health or liability in terms of damage compensation.

23. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origination of such claims, that is unless they are founded on claims of deliberate negligence.

24. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the proofs. The publisher will not be liable for the occurrence of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

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

26. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms immediately apply to the remaining quantity and/or time frame. After announcement of the terms and conditions. If payment for online advertising is billed on a CPA basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click ratio of ad clicks to ad impressions at the specific web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

27. Payment is due within the term shown on the price list, that is, unless from case to case a different term of payment is agreed in writing or by e-mail.

28. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the proofs. The publisher will not be liable for the occurrence of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

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

30. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client must be submitted. The publisher is entitled to ask that evidence of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of a specimen of the supplement or their approval. Supplements that create the impression with the reader, are no advertisements will not be accepted. Refusal of an order will be communicated to the client immediately.

31. In case of non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculcate the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

32. Should the client fail to pay in due time, interest of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the 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/or on an anticipatory invoice, regardless of any originally agreed time for payment, before publishing any further advertisements.

33. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertising, delivery of proof or partial delivery of materials required for online advertising. 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.

34. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, riot, war, flood, destruction of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements that are not recognizable as advertisements because of their editorial composition or their proposals, contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.
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