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

**Total distribution - funkschau**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>29,723</td>
<td>=</td>
<td>19,384</td>
</tr>
<tr>
<td>Total distributed circulation*</td>
<td>=</td>
<td>Circulation Print</td>
</tr>
<tr>
<td></td>
<td>+</td>
<td>10,339</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Circulation Digital (E-Paper)</td>
</tr>
</tbody>
</table>

* source: IVW, 1. quarter 01-02/2022

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

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**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):** 58.00 €
  (incl. current VAT, without shipping costs)

- **Single issue digital e-paper (national/foreign):** 4.99 €
  (incl. current VAT, without shipping costs)
Target group

Company size

How many employees does your company or authority have?

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

Industry

In which industry is your company active?

- ICT consulting company: 31%
- VAR, system house, ICT specialist trade: 28%
- Industrial / consumer goods: 27%
- Network operator / service provider: 17%
- Trade / banks / insurances: 16%
- Authorities / public institutions / office: 22%
- Science / education: 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>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 20, 23</td>
<td>Jan 02, 23</td>
<td>Jan 09, 23</td>
<td>cybersecurity, server &amp; storage, netzwerk, modern workplace, industry special: public sector</td>
</tr>
<tr>
<td>2</td>
<td>Feb 17, 23</td>
<td>Jan 31, 23</td>
<td>Feb 06, 23</td>
<td>unified communications, IT service provider, cloud services &amp; managed services, printer &amp; document management</td>
</tr>
<tr>
<td>3</td>
<td>Mar 17, 23</td>
<td>Feb 28, 23</td>
<td>Mar 06, 23</td>
<td>datacenter, company software, business intelligence, education and further education, industry special: media</td>
</tr>
<tr>
<td>4</td>
<td>Apr 14, 23</td>
<td>Mar 24, 23</td>
<td>Mar 30, 23</td>
<td>cybersecurity, server &amp; storage, enterprise information management, data protection &amp; data security</td>
</tr>
<tr>
<td>5</td>
<td>May 12, 23</td>
<td>Apr 24, 23</td>
<td>Apr 28, 23</td>
<td>collaboration &amp; video communication, augmented reality/ virtual reality, Sustainability &amp; Green IT, industry special: education</td>
</tr>
<tr>
<td>6</td>
<td>Jun 09, 23</td>
<td>May 19, 23</td>
<td>May 25, 23</td>
<td>IT career &amp; skilled recruitment, IT management, mobile device management &amp; apps</td>
</tr>
<tr>
<td>7</td>
<td>Jul 14, 23</td>
<td>Jun 27, 23</td>
<td>Jul 03, 23</td>
<td>workplace hardware, artificial intelligence, CRM &amp; ERP, multcloud strategies, industry special: retail</td>
</tr>
<tr>
<td>8</td>
<td>Aug 18, 23</td>
<td>Jul 31, 23</td>
<td>Aug 04, 23</td>
<td>data security &amp; back-up, IT department, collaboration, CRM &amp; ERP</td>
</tr>
<tr>
<td>9</td>
<td>Sep 15, 23</td>
<td>Aug 29, 23</td>
<td>Sep 04, 23</td>
<td>cybersecurity, network, IT service provider, data analytics, industry special: healthcare</td>
</tr>
<tr>
<td>10</td>
<td>Oct 13, 23</td>
<td>Sep 25, 23</td>
<td>Sep 29, 23</td>
<td>cloud services &amp; managed services, datacenter, IT project management</td>
</tr>
<tr>
<td>11</td>
<td>Nov 10, 23</td>
<td>Oct 23, 23</td>
<td>Oct 27, 23</td>
<td>modern workplace, business intelligence, workplace hardware, server &amp; storage, industry special: finance and banking</td>
</tr>
<tr>
<td>12</td>
<td>Dec 08, 23</td>
<td>Nov 21, 23</td>
<td>Nov 27, 23</td>
<td>data protection, cybersecurity, open source, corporate culture, This is what winners look like</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
2/3 page vertical
210 x 262 mm* 138 x 297 mm* 183 x 181 mm 123 x 262 mm

junior page
132 x 195 mm* 147 x 210 mm

1/2 page horizontal
1/2 page vertical
210 x 147 mm* 102 x 297 mm* 183 x 132 mm 87 x 262 mm

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

1/4 page horizontal
1/4 page vertical
52 x 297 mm* 105 x 148 mm* 37 x 262 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>€ 9,990</td>
</tr>
<tr>
<td>1/1 page advertorial (4,000 characters incl. spaces + logo + 1-2 images)</td>
<td>€ 9,990</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>€ 5,990</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 5,490</td>
</tr>
<tr>
<td>1/2 page advertorial (2,000 characters incl. spaces + logo + 1 images)</td>
<td>€ 5,490</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 3,990</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 2,990</td>
</tr>
<tr>
<td>cover pages U2/U3/U4 each</td>
<td>€ 10,990</td>
</tr>
</tbody>
</table>

Discounts
For purchase within 12 months (insertion year)

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

Loose inserts

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

Bound inserts

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

Ad with attached postcard

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

Additional charges

<table>
<thead>
<tr>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>We charge a surcharge of 10 % of the basic price (but at least € 160) on requested placements confirmed by the publisher.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>prices are for Euroscale, surcharge for special colours on request</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surcharges for bleed and gutter printing are not levied</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
**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

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**Belly wrap**

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

**Price:** € 15,990

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**Cover flap**

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

**Price:** € 13,990

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**Center flap**

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

**Price:** € 12,990

---

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>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>sheetfed offset</td>
</tr>
<tr>
<td>Content</td>
<td>role offset</td>
</tr>
<tr>
<td>Paper</td>
<td>upgraded newsprint paper</td>
</tr>
<tr>
<td>Processing</td>
<td>saddle stitching</td>
</tr>
<tr>
<td>Format</td>
<td>Trimmed format: 210 x 297 mm add 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

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

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

<table>
<thead>
<tr>
<th>Bound inserts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent</td>
<td>4 pages (more pages on request)</td>
</tr>
<tr>
<td>Minimum size</td>
<td>105 mm x 148 mm</td>
</tr>
<tr>
<td>Maximum size</td>
<td>carrier-product format</td>
</tr>
<tr>
<td>Trimmed pages</td>
<td>must have an additional 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.

<table>
<thead>
<tr>
<th>Tip-ons</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

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

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. Please request our reproduction and proofing instructions from the following contact persons:

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

File names

File names should be given as in the example:
Customer name_funkschau_issue (e.g.: Mustermann_funkschau_1_23)

Proof: must be delivered in 4c based on the standard
Content proofs: "PSO_LWC_Improved_eci.icc"
Cover proofs: "ISOcoated_v2_eci.icc" for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.
Small tonal value deviations are respectively within the tolerance range of the web offset printing.
Black tone surfaces are to be underlined with 40% raster in cyan.
FTP access: on request

Delivery date and delivery address

Please ask your contact person.

L.N. Schaffrath DruckMedien GmbH & Co. KG
Marktwege 42-50, 47608 Geldern
Delivery note: loose/bound insert CUSTOMER, for funkschau – issue xy/2023
### Ad formats website

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

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

6. **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)

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

8. **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.

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

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

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

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

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

Ad formats mobile

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

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

Mobile Parallax
- 300 x 600 pixel, recommended: 150 KB

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

1 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 at Matchmaker+ 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!

https://matchmaker.funkschau.de/

Price: € 2,990.- / 12 months (no discounts)
Including on keyword for free! (36,000 impressions max.)
Price per additional keyword: € 990.- / 12 months
Events

Modern Workplace Explorer

Discover, join in the discussion, help shape - Modern Workplace Explorer is the event format around the crucial aspects of the workplace of the future.

How are digital technologies changing the world of work? What are the challenges associated with hybrid work? How are collaboration tools and corporate culture connected, and why does cybersecurity actually play such a crucial role?

These questions and many more will be the focus of the Modern Workplace Explorer at two events in Munich (Design Offices) and Hamburg (New Work SE headquarters). Here, digital enthusiasts will exchange ideas, tech experts will network and decision-makers will find out about tomorrow’s opportunities: interactively, at eye level and in a unique atmosphere.

Our participants, your target group

- CIOs
- CTOs
- CDOs
- management
- decision makers and department heads
- tech and digital enthusiasts from companies across all industries

Our topics

Modern Workplace Explorer primarily provides a stage for IT and digital topics from the Modern Workplace/Digital Workplace complex, but also discusses corporate culture and change management.

South: September 14, 2023
Design Office Nove
Luise-Ullrich-Straße 14
80636 Munich

North: October 12, 2023
New Work SE
Am Strandkai 1
20457 Hamburg
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

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

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
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 – your direct link for more turnover

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

Example keyword cloud / example company Fujitsu

Ab jetzt kann Fujitsu die Cloud Services von Amazon Web Services (AWS) seinen Unternehmens- und Behördenkunden anbieten. Der japanische Konzern hat als AWS-Partner den höchsten Akkreditierungsstatus erreicht.

Fujitsu hat ab sofort den Status eines AWS Managed Service Providers und kann seinen Kunden Cloud Services von Amazon Web Services (AWS) als Geschäftslösungen anbieten. Cloud Services spielen eine entscheidende Rolle im Rahmen der digitalen Transformation, die Fujitsu bei 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)
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 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 - 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 2022)

1. An “order” in the sense of the general terms and conditions that follow is a contract relating to the publishing of an advertisement. The order may be placed by an advertising agency or an advertiser or the agency or principal of the advertiser 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 insertions in the magazines brought out by the publisher. They will cover banners, pop-ups, of the technical interest and keyword placements.

2. Discriminatory 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 changes, always at their discretion. The changes are to be authorized in particular by the imperfection of a term or condition, to add 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 and causes or changes 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 partner, it will be named by the advertising agency or 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 abide by the price list of the publisher in their proposals, contracts and bills with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of mention.

8. If the publisher inserts 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 for this is the 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 columns within the broad framework of the online advertising.

9. Placement of online advertising will be made as reasonably seen fit with the greatest possible consideration of the interests of the clients. The client is not entitled to placement of online advertising at a certain position of the particular web site.

10. The publisher reserves the right to change the date of appearance of online advertising for technical or other reasonable reasons.

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

12. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.

13. Cancellation of 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 cancellation less than two weeks before the commencement of insertion;
- 50% of the net value of the order for cancellation within one week of the commencement of insertion;

- for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed.

14. Cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.

15. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher.

16. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader through their format or style of a constituent part of the publication will only be published if advertisements will not be accepted.

17. Periodical publications, and/or advertising material is unauthorized if the advertisement is not obviously advertising, the publisher may also identify it as such, in particular by the word, "Advertisement", and/or set it off from the editorial content to make its advertising nature plain.

18. The client is required to deliver properly prepared or deliverable for publication of required materials for online advertising. In the case of digitalready to print copy the client undertakes to deliver proper copy complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.

19. 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 video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA (society for musical performing and mechanical reproduction rights) or publishers, music libraries, and/or owners.

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

21. The publisher makes no warranty that the advertising material will be placed by the publisher immediately when requested to do so by the publisher. The cost of producing ordered ready to print copy and/or of producing ordered advertising material and of substantial alterations to originally agreed versions is to be borne by the client. The publisher will cover banners, pop-ups, of the technical interest and key word placements.

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

23. The publisher reserves the right to unsuitable or damaged ready to print copy and/or advertising material will be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready to print copy and/or of producing ordered advertising material and of substantial alterations to originally agreed versions is to be borne by the client. The publisher will cover banners, pop-ups, of the technical interest and key word placements.

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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 the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. For prices of advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions to be applied immediately.

31. Payment is due within the term shown on the price list, that is unless from case to case a different term

32. Upon default of payment or granting of a respite, interest of 8% above the prime lending rate will be charged. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, enterprise also terminates any joint discount.

33. On request the publisher will supply an advertisement proof. Depending on the nature and scope of the advertisement, or wholly or partly withdraw the advertisement. 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.

34. 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 these conditions 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. Termination of the affiliation of an enterprise is to be reported immediately, termination of the affiliation of an enterprise also terminates any joint discount.

35. The publisher reserves the right to unsuitable or damaged ready to print copy and/or advertising material will be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready to print copy and/or of producing ordered advertising material and of substantial alterations to originally agreed versions is to be borne by the client. The publisher will cover banners, pop-ups, of the technical interest and key word placements.

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37. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to alterations to this clause. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended business impact of the term and condition considered inoperativeness.

38. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the Federal or Teleservices 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 web site of the publisher, the publisher will also affirmatively inform the client of this and will agree to deliver the personal data of the client in accordance with the provisions of the Federal and Teleservices Data Protection Act – and also impose such a responsibility on their employees.

39. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, enterprise also terminates any joint discount.

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