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Use ICT CHANNEL for your channel communication.

Your advantages:
- a credible environment
- high coverage
- great benefit for your target groups

With ICT CHANNEL as a neutral authority, the ICT channel is always well informed.

ICT CHANNEL supports the ICT channel in their day-to-day business with all relevant information, either every two weeks print issue or 24/7 at www.ict-channel.com. Are there delivery difficulties? Is my supplier able to comply with delivery dates? What about the manufacturers’ support quality? Who is among the best distributors? Those questions are examined professionally, critically and assertively.

“High target group affinity”

People making purchase decisions in the ICT or CE channels or influencing their customers’ decisions consult ICT CHANNEL:
- IT and telecom retailers
- System houses
- VARs, ASPs, ISPs
- Etailers
- System and network integrators
- CE retailers
- Web agencies
- OEMs/manufacturers
- Assemblers
- Distributors

“ICT CHANNEL targets decision makers in the ICT channel directly and offers a high-quality editorial environment!”

Total distributed circulation: 34,456
(source: IVW, 1. half-year 2021)

“ICT CHANNEL ranks among the most successful trade journals in Germany.”

According to HORIZONT ranking “The greatest trade journals according to gross turnover”, May 2020, ICT CHANNEL ranked among the Top 12 of Germany’s trade journals. By the way…more than 4,000 trade journals are published in Germany.

„Across all types of media – ict-channel.com informs its target groups 24/7!“

182,249 visits and 374,308 page impressions in average per month (IVW-online 08/2020 - 07/2021).

“On top – tailor-made special issues”

Additionally ICT CHANNEL covers the critical information requirements of the indirect channel with at least six special publications per year: digital Health, storage, cyber security and more.
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>34,456</td>
<td></td>
<td>19,308</td>
<td></td>
<td>15,148</td>
</tr>
</tbody>
</table>

* source: IVW, 1. half-year 2021

The ICT CHANNEL is read by 3 people per print issue on average. Source impact and resonance analysis 2020/2019

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the ict-channel.com website.

Purchase prices

Annual subscription print:
National: 160.00 €, thereof 98.75 € issue, 61.25 € shipping
Foreign: 181.25 €, thereof 98.75 € issue, 82.50 € shipping  
(incl. current VAT, incl. shipping costs)

Single issue: 6.50 €  
(incl. current VAT, plus 3.00 Euro shipping costs)

Annual subscription digital e-paper (national/foreign) 49.99 €  
(incl. current VAT, without shipping costs)

Single issue digital e-paper (national/foreign) 2.99 €  
(incl. current VAT, without shipping costs)
Target group

Impact and resonance analysis

ICT CHANNEL’s impact and resonance analyses show how advertising works with your customers. They answer the important questions „Is my advertisement actually noticed?”, „What remains present in the minds of my customers?” and „Can I also inspire new customers for my products and my company with this advertising appearance?”

The impact and resonance analyses are not limited to the content and design of the advertising. Because the advertising presence must always be considered in the overall context. That is why the impact and resonance analysis also shows what the purchasing decision-makers think about your products and your company. Each participant thus receives a concise image analysis „on top”.

ICT CHANNEL asks - you receive well-founded answers and thus important parameters about your target group and advertising impact:

- acceptance, attention and status of the trade medium ICT CHANNEL within the target group
- details of the target group
- concrete reactions and assessment of the readers with regard to the respective customer advertisement
- assessment of the provider as well as the customer products and solutions by the target group

What you always wanted to know? Define your individual questions - ICT CHANNEL queries your very specific interests within the impact and resonance analysis.

General reactions to advertisements/articles

Have you taken any steps as a result of an advert or article you have seen in ICT CHANNEL* in the last 12 months?

Due to adverts/articles in ICT CHANNEL* in the last 12 months I have...

In which of the following forms of enterprise would you classify your company? (Multiple answers possible)

Purchase based on an advertisement/article in ICT CHANNEL*

In the last 12 months, did you buy a product or service based on an advertisement or article in ICT CHANNEL* or did you obtain information to prepare for a purchase?

Source: Impact and resonance analysis 20/2019, conducted by IFAK Institut
* formerly CRN
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication</th>
<th>Ad closing</th>
<th>Deadline print material</th>
<th>Focus</th>
<th>ICT CHANNEL extras</th>
<th>ICT CHANNEL special issue</th>
<th>Trade fair &amp; events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 14, 2022</td>
<td>Dec 15, 2021</td>
<td>Dec 16, 2021</td>
<td>refurbishing / remarketing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jan 28, 2022</td>
<td>Jan 14, 2022</td>
<td>Jan 18, 2022</td>
<td>distribution</td>
<td>server</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Feb 11, 2022</td>
<td>Jan 28, 2022</td>
<td>Feb 01, 2022</td>
<td>monitors</td>
<td>notebooks &amp; convertibles</td>
<td>education</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Feb 25, 2022</td>
<td>Feb 11, 2022</td>
<td>Feb 15, 2022</td>
<td>digital workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mar 11, 2022</td>
<td>Feb 25, 2022</td>
<td>Mar 01, 2022</td>
<td>printer &amp; managed printing services</td>
<td>datacenter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mar 25, 2022</td>
<td>Mar 11, 2022</td>
<td>Mar 15, 2022</td>
<td>system house business</td>
<td>cyber security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Apr 08, 2022</td>
<td>Mar 25, 2022</td>
<td>Mar 29, 2022</td>
<td>recruiting skilled workers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Apr 22, 2022</td>
<td>Apr 06, 2022</td>
<td>Apr 08, 2022</td>
<td>DTK &amp; UC</td>
<td>digital signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>May 06, 2022</td>
<td>Apr 22, 2022</td>
<td>Apr 26, 2022</td>
<td>cloud services</td>
<td>value added distribution</td>
<td>storage</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>May 20, 2022</td>
<td>May 06, 2022</td>
<td>May 10, 2022</td>
<td>network infrastructure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Jun 03, 2022</td>
<td>May 19, 2022</td>
<td>May 23, 2022</td>
<td>managed services</td>
<td>workstations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Jun 17, 2022</td>
<td>Jun 01, 2022</td>
<td>Jun 03, 2022</td>
<td>sustainability/Green IT</td>
<td>public sector</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Jul 01, 2022</td>
<td>Jun 17, 2022</td>
<td>Jun 21, 2022</td>
<td>cyber security</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Jul 15, 2022</td>
<td>Jul 01, 2022</td>
<td>Jul 05, 2022</td>
<td>gaia-X</td>
<td>system house business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Aug 12, 2022</td>
<td>Jul 29, 2022</td>
<td>Aug 02, 2022</td>
<td>gaming</td>
<td>TC &amp; UC</td>
<td>managed security services</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Sep 09, 2022</td>
<td>Aug 26, 2022</td>
<td>Aug 30, 2022</td>
<td>artificial intelligence</td>
<td>smart home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Sep 23, 2022</td>
<td>Sep 09, 2022</td>
<td>Sep 13, 2022</td>
<td>SiT infrastructure</td>
<td>video &amp; conference technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Oct 07, 2022</td>
<td>Sep 22, 2022</td>
<td>Sep 26, 2022</td>
<td>data protection</td>
<td>cyber security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Nov 18, 2022</td>
<td>Nov 04, 2022</td>
<td>Nov 08, 2022</td>
<td>education</td>
<td>monitors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Dec 02, 2022</td>
<td>Nov 18, 2022</td>
<td>Nov 22, 2022</td>
<td>datacenter</td>
<td></td>
<td>case studies</td>
<td>producers of the year</td>
</tr>
<tr>
<td>25</td>
<td>Dec 16, 2022</td>
<td>Dec 02, 2022</td>
<td>Dec 06, 2022</td>
<td>backup/data security</td>
<td>storage</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ad formats

Size information width x height in mm

**Double page spread across gutter**
460 x 297 mm*

**1 1/2 pages across gutter**
345 x 297 mm* (without ill.)
317 x 259 mm (type area, s. ill.)

**1/1 page**
230 x 297 mm*
193 x 259 mm (s. ill. right, type area)

**1 1/2 pages across gutter**
460 x 143 mm* (without ill.)
414 x 130 mm (type area, s. ill.)

**1/2 page horizontal**
230 x 143 mm*
195 x 128 mm (s. ill.)

**1/2 page vertical**
112 x 297 mm*
90 x 259 mm (s. ill.)

**junior page**
166 x 205 mm* (s. ill. right)
145 x 190 mm (s. ill. left)

**2/3 page horizontal**
230 x 194 mm*
193 x 178 mm (s. ill.)

**2/3 page vertical**
152 x 297 mm*
127 x 259 mm (s. ill.)

**1/3 page horizontal**
230 x 99 mm*
193 x 83 mm (s. ill.)

**1/3 page vertical**
77 x 297 mm*
61 x 260 mm (s. ill.)

* trimmed format
bleed 5 mm on the open sides

Print advertising material
please send by e-mail to:
DISPO.ICT-CHANNEL@wekanet.de
### 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>€ 14,600</td>
</tr>
<tr>
<td>1/1 page advertorial</td>
<td>€ 14,600</td>
</tr>
<tr>
<td>(approx. 4,500 characters incl.</td>
<td></td>
</tr>
<tr>
<td>spaces + logo + 1-2 images)</td>
<td></td>
</tr>
<tr>
<td>2/3 page</td>
<td>€ 9,800</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>€ 8,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 7,400</td>
</tr>
<tr>
<td>1/2 page advertorial</td>
<td>€ 7,400</td>
</tr>
<tr>
<td>(approx. 2,100 characters incl.</td>
<td></td>
</tr>
<tr>
<td>spaces + logo + 1 image)</td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 4,900</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 3,700</td>
</tr>
<tr>
<td>cover pages U2/U3/U4, each</td>
<td>€ 19,000</td>
</tr>
<tr>
<td>cover flap</td>
<td>€ 21,800</td>
</tr>
</tbody>
</table>

#### within Reseller Market

<table>
<thead>
<tr>
<th>Format</th>
<th>Basic Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 3,600</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.

**Cover pages**

500,- € surcharge for cover pages 2 and 4

**Color**

Prices are for Euroscale, surcharge for special colours on request

**Format**

Surcharge for bleed and gutter printing are not levied

### 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>3 ads or more</td>
<td>3%</td>
</tr>
<tr>
<td>6 ads or more</td>
<td>5%</td>
</tr>
<tr>
<td>9 ads or more</td>
<td>10%</td>
</tr>
<tr>
<td>12 ads or more</td>
<td>15%</td>
</tr>
<tr>
<td>18 ads or more</td>
<td>18%</td>
</tr>
<tr>
<td>24 ads or more</td>
<td>20%</td>
</tr>
<tr>
<td>36 ads or more</td>
<td>22%</td>
</tr>
</tbody>
</table>

### Loose inserts

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

### Bound inserts

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

### Ad with attached postcard

Minimum format: 1/1 page

74.- € 0/00 Adhesive costs incl. postage

(machine bonding, manual on request)

### Terms of payment

Payment within 21 days without deduction.

**Bank details:** HypoVereinsbank, München

**IBAN:** DE37 7002 0270 0035 7049 81

**SWIFT (BIC):** HYVEDEMXXX

**VAT ID no.:** DE 811 190 616
Special ads formats

**Cover postcard**

*Size:* w 170 mm x h 170 mm

*Price:* € 14,600

**Belly wrap**

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

*Price:* € 23,790

**Cover flap**

*Size cover side:* w 115 mm x h 202 mm  
*Size inside:* w 115 mm x h 297 mm

*Price:* € 21,800

**Center flap**

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

*Price:* € 20,790

---

All formats are available on request. Other special advertising formats are possible. Please contact your ICT CHANNEL media experts.
Technical data print

Printing technique / completion

<table>
<thead>
<tr>
<th>Printing technique and processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
</tr>
<tr>
<td>Content</td>
</tr>
<tr>
<td>Paper</td>
</tr>
<tr>
<td>Processing</td>
</tr>
<tr>
<td>Format</td>
</tr>
<tr>
<td>Type area</td>
</tr>
</tbody>
</table>

- **Cover**: sheetfed offset
- **Content**: role offset
- **Paper**: upgraded newsprint paper
- **Processing**: saddle stitching
- **Format**: Trimmed format: 230 x 297 mm
  add 3 mm per trimmed edge for bleed size
- **Type area**: 193 x 258 mm

---

**Technical specifications**

Place all picture elements (including logos, QR codes) 5 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 person:

- **Stefan Buchner**, Disposition, Phone +49 89 25556-1481
- **Sandra Wegner**, Disposition, Phone +49 89 25556-1490
- DISPO.ICT-CHANNEL@wekanet.de

---

**File names**

File names should be given as in the example:

**Customer name_ICT CHANNEL_issue** (e.g.: Mustermann_ICT CHANNEL_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

---

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

**Loose inserts**

<table>
<thead>
<tr>
<th>Minimum size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum size</td>
</tr>
<tr>
<td>Minimum weight</td>
</tr>
<tr>
<td>Maximum weight</td>
</tr>
<tr>
<td>Positioning</td>
</tr>
</tbody>
</table>

- **Minimum size**: 105 mm x 148 mm
- **Maximum size**: 10 mm less in height and width than the carrier product
- **Minimum weight**: minimum 150 gsm for single leaf
- **Maximum weight**: on request
- **Positioning**: best possible

**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>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum size</td>
</tr>
<tr>
<td>Maximum size</td>
</tr>
<tr>
<td>Trimmed pages</td>
</tr>
<tr>
<td>Minimum weight</td>
</tr>
<tr>
<td>Placement</td>
</tr>
</tbody>
</table>

- **Extent**: 4 pages (more pages on request)
- **Minimum size**: 105 mm x 148 mm
- **Maximum size**: carrier-product format
- **Trimmed pages**: must have an additional 4 mm on each border to be cut off
- **Minimum weight**: 100 gsm for 4-page-products
- **Placement**: only between the different sections

**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**

---

**Delivery date and delivery address**

Please ask your contact person.

L.N. Schaffrath DruckMedien GmbH & Co. KG
Marktweg 42-50, 47608 Geldern

**Delivery note**: please mark clearly: “loose/bound insert CUSTOMER, for ICT CHANNEL issue xy/2022”
<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Cost/1,000 Ad Impressions</th>
<th>Ad Size/Dimensions</th>
<th>File Formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Large-/Leaderboard</td>
<td>€ 200.-</td>
<td>970 x 90 pixel</td>
<td>GIF, JPEG, PNG, HTML5, third-party codes</td>
</tr>
<tr>
<td>2 Billboard</td>
<td>€ 295.-</td>
<td>970 x 250 resp. 800 x 250 pixel</td>
<td>GIF, JPEG, PNG, HTML5, third-party codes</td>
</tr>
<tr>
<td>3 Wide Skyscraper (sticky)</td>
<td>€ 200.-</td>
<td>160 x 600 pixel</td>
<td>GIF, JPEG, PNG, HTML5, third-party codes</td>
</tr>
<tr>
<td>4 / 5 Halfpage Ad</td>
<td>€ 220.-</td>
<td>300 x 600 pixel</td>
<td>GIF, JPEG, PNG, HTML5, third-party codes</td>
</tr>
<tr>
<td>6 Medium Rectangle</td>
<td>€ 205.-</td>
<td>300 x 250 pixel</td>
<td>GIF, JPEG, PNG, HTML5, third-party codes</td>
</tr>
<tr>
<td>7 Native Ad, pos. 1+2</td>
<td>€ 350.-</td>
<td>300 x 225 or 300 x 169 pixel</td>
<td>GIF, JPEG, PNG, HTML5, third-party codes</td>
</tr>
<tr>
<td>8 Content Super Banner, pos. 1+2</td>
<td>€ 350.-</td>
<td>640 x 250 pixel</td>
<td>GIF, JPEG, PNG, HTML5, third-party codes</td>
</tr>
<tr>
<td>9 Video Ad</td>
<td>€ 205.-</td>
<td>1,280 x 720, Bitrate: 1,500 kBit/s, max. 30 MB</td>
<td>GIF, JPEG, PNG, HTML5, third-party codes</td>
</tr>
</tbody>
</table>

Recommended display time: max. 15 - 30 Sec.
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.
Lieber Herr Mustermann,


Stefan Adelmann
Chefredakteur ICT CHANNEL

Der ICT CHANNEL newsletter provides your customers twice daily (mo - fr, am + pm) with information – quickly, up-to-date and targeted. More than 15,100 users receive tailor-made news, product reports and specialist articles. The newsletter is the perfect advertising medium for product presentations and event notes.

Position 1
Below the editorial
Native Ad/Text ad/Billboard/Leaderboard/Video ad

Position 2 and 3
Within the reports
Native Ad/Text ad/Billboard/Leaderboard/Video ad

Position 4
End of newsletter
Native Ad/Text ad/Billboard/Leaderboard/Video ad

The ICT CHANNEL newsletter provides your customers twice daily (mo - fr, am + pm) with information – quickly, up-to-date and targeted. More than 15,100 users receive tailor-made news, product reports and specialist articles. The newsletter is the perfect advertising medium for product presentations and event notes.

Leaderboard
630 x 90 pixel, max. 200 KB
Leaderboard in the e-Paper Newsletter: € 1,490.-

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)
You Tube/Vimeo URL for integration.

Per advertising medium per week € 4,900

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
Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the finished technical infrastructure as well as the current recipient data, we efficiently place your desired advertising message.

**Advantages**

- high reader/user retention
- effective emotionalization
- clear cost structure
- maintained database
- transparent reporting

**Technical specifications**

- 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

**Data delivery:** latest on the 5th working day, 12 o'clock before the newsletter will be sent. Send to: DISPO.ict-channel@wekanet.de

**Basic price:** € 1,490.-
+ per thousand recipients: € 270.- (no discounts)
  plus € 149.- handling costs for selection, at least 1,000 recipients
Lead generation with web-seminars

Convey specific know-how to your customers and involve them actively and live in the event. Your audience can ask you interposed questions via chat. Emphasise the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation.

Services

- print advertisement to promote the web-seminar (booking at least 6 weeks before the web-seminar)
- native ad for application in two ICT CHANNEL newsletters
- native ad to advertise on ict-channel.com for one month in total
- customized newsletter to qualified users
- participant registration
- briefing of your speaker and technical implementation
- live broadcast incl. moderation
- forwarding of registration data (company, first name, last name, e-mail)
- provision of the web-seminar as a downloadable on-demand webcast subject to registration

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

Companies from the ICT industry present themselves in the supplier compass on ict-channel.com

With a premium entry, you ensure that your customers find you even better! Take advantage of the many possibilities on ict-channel.com: 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.

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

Customers can find the right provider! Book your premium entry in the suppliers’ compass of ict-channel.com now!
www.ict-channel.com/anbieterkompass/
Event series: 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 digitization, find the perfect platform on several dates each year to exchange ideas with providers and experts, to network and to inform themselves - in a highly interactive and practical way.

Benefit from the digital solution days to present your products and your strategy in a unique, thematically coordinated environment. Among other things, in lectures, workshops, showrooms and via your customizable company presentation, you will have numerous opportunities to get in touch with participants.

October 2022: Digital Workplace Forum

The Digital Workplace Forum: the event all about the decisive facets of the workplace of the future.
For one day, decision-makers from a wide range of industries will learn about strategies for success in digital work and how it is significantly shaping 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.

Core topics of the Digital Workplace Forum:
- 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: www.digital-workplace-forum.de
Customized events

For over 20 years, WEKA FACHMEDIEN has been organising, in close cooperation with the responsible editorial team, around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year. Depending on the customer’s wishes, our services are available in modules or as an „all-round carefree package“ (full-service concept) tailored to your company’s needs. If required, we can organise the entire event for you - as a face-to-face event or virtually: trade fairs, conferences & web-seminars.

Our services

- development of ideas and conception of events
- acquisition of speakers, keynote speakers, exhibitors and sponsors
- moderation
- layout and printing of brochures and programme flyers
- layout of advertisements and online advertising services
- creation of media plan
- creation and maintenance of event websites
- video shooting on site
- participant management, handling
- location scouting, catering, technology
- creation of supporting programme and conference documents
- budget planning, control
- evaluation, documentation and follow-up

Advantages of virtual events

- promotion of the virtual event on all channels of our trade media
- accessibility - globally 24/7
- optimal target group approach
- plenty of space for your product presentations, videos, image galleries, documents
- numerous interaction options: Live chat, video calls, interactive surveys, web seminars
- qualified lead generation: you receive all contact data of stand visitors/participants after approval of the GDPR

Trade fairs

- your virtual stand is open 24/7 during the fair
- individual design (based on our templates)
- the visitor finds all information in one place
- on request: speaker slot with your specialist presentation in our virtual conference hall
- statistics and reporting of stand visitors

Conferences

- speaker slot with your web-seminar on the virtual stage (45 minutes + Q&A)
- your virtual showroom: show innovations in the live stream - participants can join it and you interact via chat, Q&A, surveys/polls and handouts
- your own company page with company profile, contact person and contact form and the possibility for participants to arrange video calls with you
- logo presence in the partner directory
- networking functions: match-making and speed-dating will put you in direct contact with participants

Web-seminars

With web seminars, you actively and live involve your customers in a specific topic, and your audience can ask questions via chat. Underline your know-how with a dynamic and interactive presentation and convince customers of the benefits of your products and the competence of your company.

>> details on page 15
Reader test - 5 stars plus for your product

The ICT CHANNEL reader test offers you the perfect content marketing tool to interactively reach your target group and subsequently convince new customers with a credible seal of approval. An independent jury from the ICT CHANNEL readership evaluates your product, while the ICT CHANNEL team editorially accompanies the reader test on all ICT CHANNEL channels.

Media services print

- editorial test call in ICT CHANNEL
- interim editorial report in ICT CHANNEL
- final editorial report & award of the test seal in ICT CHANNEL
- high gloss print underlay with your reader’s test (1,000 copies)

Media services digital

- test call and final report also on ict-channel.com
- test call and final report on the ICT CHANNEL social media channels
- advertising and reports via the ICT CHANNEL newsletter

Use the credible ICT CHANNEL test seal for your entire market communication.

€ 19,900. - Euro (no discounts)
Do you want to address individual questions to a selected target group and obtain insights into your strategy, market developments and technical trends? Design your exclusive survey together with us and benefit from our renowned communication channels. We will be happy to support you with conception, creation, application and evaluation.

**Option 1: surveys**

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

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

**Price:** 9,990.- Euro

**Option 2: survey with consulting/evaluation**

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

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

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

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

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

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

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

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

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

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

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

www.connect-testlab.com
Direct link program – your direct link for more turnover

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

Example keyword cloud / example company Fujitsu

```
Cloud
```

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)
Social media plus

Online advertorial incl. social media plus

The online advertorial is ideal for presenting complex topics to ICT CHANNEL 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!

Price: € 2,490

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 ICT CHANNEL 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 ICT CHANNEL (Facebook, Xing, Twitter)

Price: € 4,900

Additional native ad and newsletter

- native ad 2 weeks with 10,000 AIs
- placement of the advertorial in the daily newsletter (1 week)

Material required by you

- lead image, 1280 x 720 px, 300 dpi resolution
- 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)
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.

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.

Event marketing

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

Translations

Professional translations are becoming more and more important with increasing internationalization. Have your documents such as marketing materials, operating instructions, or data sheets translated by our service providers, using the correct technical terminology.
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 follows is a contract relating to the publication of one or more advertisements of an advertiser by the publisher. The agreement affirms that the advertiser is the unconditional owner of all rights of use to the advertising material 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, to which the advertising material will cover banners, pop-ups, special interest and keyword placements.

2. Without direct or supplemental general terms and conditions of advertising clients will not be recog-
nized 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 such changes, at the latest before the appearance of the next issue. The agreement is authenticated in particular by the inoperativeness of a term or condition, to add or to replace the latter with effect for existing contracts, and upon the alteration of a legal provision or supreme court decision if said alteration affects one or more contracts and changes contractual relationships, to adjust 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 as the ordering party and the issue of an order to the advertising agency verified in writing.

6. Advertising brokers and advertising agencies are duty bound to advise the publisher of their inter alia contract and to advise 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 magazines. The publisher is duty bound 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 and/or of producing ordered advertising material and of substantial alterations to originally agreed versions of the advertisements. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement orders which are wished by the client and for which the latter is responsible because of the technical quality of the supplied ready to print copy and/or advertising material and of substantial alterations to originally agreed versions of the advertisements.

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

9. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.

10. Cancellation fee online: Cancellation two weeks before the commencement of inclusion is free of cost.

11. The client must report evident insufficiencies of online advertising in writing within three workdays after the appearance of the advertisement. The publisher will initially of their own choice offer a reduction of payment (abatement) or cancellation of the order (redhibitory action).

12. The client may request evidence insufficiencies of the advertising in setting within these workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

13. 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 gross negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

14. In case of price changes of the publisher and/or their auxiliary persons and legal representatives cannot be expected, the clients shall be charged for loss in value in cases of conceptional changes, missed deadlines and loss of profit. Otherwise in the event of financial losses in cases of price negotiability the liability of the client is limited to the time set by the client. For claims under the Product Liability Act (Produkthaftungsgesetz) the client is liable for injury to life, body and health according to statutory provisions.

21. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client avouches that they are entitled to set the hyperlinks connected to the online advertising, the client avouches that they are entitled to set the hyperlinks connected to the online advertising, they are also responsible for content of the hyperlink connected to the online advertising – in particular in case of the Federal and Telecommunications Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the client as well as from other clients the publisher has the obligation to inform the client immediately when requested to do so by the publisher.

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

23. The client must report evidence insufficiencies of the advertising in setting within these workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

24. 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 gross negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

25. In case of price changes of the publisher and/or their auxiliary persons and legal representatives cannot be expected, the clients shall be charged for loss in value in cases of conceptional changes, missed deadlines and loss of profit. Otherwise in the event of financial losses in cases of price negotiability the liability of the client is limited to the time set by the client. For claims under the Product Liability Act (Produkthaftungsgesetz) the client is liable for injury to life, body and health according to statutory provisions.

26. The client may claim imposition of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set them for this purpose to pass by, 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).

27. The client must report evidence insufficiencies of the advertising in setting within these workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

28. 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 gross negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

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38. The client may claim imposition of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set them for this purpose to pass by, 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).

39. The client must report evidence insufficiencies of the advertising in setting within these workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

40. 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 gross negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.
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