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Use LANline for your market communication.

**Your advantages:**

- a credible environment
- high reach
- high utility value for your target groups

**IT - Network - Datacenter**

LANline has been established in the industry for more than 30 years and is the **renowned trade journal** for computer networks, IT infrastructure, and data and telecommunications systems. The focus is on **data center infrastructure and IT and OT cabling**, among other things, which is also an **indispensable basis for the new 5G networking**.

Other important aspects of the vendor-independent and objective reporting are IT security and technical IT management in all its facets. Readers can find their information about the industry and technology in the monthly print edition, in the e-paper, daily updates online, in weekly e-mail newsletters, and in all important social media channels.

The LANline portfolio also includes specialist conferences such as the **Tech Forums** for the cabling environment and the **Datacenter Symposium** for the complete data center infrastructure, as well as **virtual theme days** and top-class **web seminars**.

**Target group:**

The reader community includes system administrators, IT managers, network and data center managers, cabling specialists, general managers, CIOs, CTOs, security managers, TC specialists and network service providers.

"With LANline, you reach directly decision-makers from user companies in a high-quality editorial environment!"

Total distributed circulation: 35,050
(source: IVW, 1. half-year 2021)

"Totally cross-media - lanline.de informs your target groups around the clock!"

17,702 visits and 24,785 page views on a monthly average (August 2020 to July 2021) according to IVW-Online.

The live stage for your core competence!

Meet decision-makers from user companies in a wide range of industries and expand your partner network.

- Tech Forum
- Datacenter Symposium
- LANline Workshops
Trade journal circulation and dissemination analysis

Total distribution - LANline

| 35,050 | = | 14,928 | + | 20,122 |
| total circulation* | | circulation Print | | circulation digital (e-paper) |

*** source: IVW, 1. half-year 2021

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

Purchase prices
Annual subscription print:
domestic: 107.60 €, thereof 78.20 € issue, 29.40 € shipping foreign: 117.80 €, thereof 78.20 € issue, 39.60 € shipping (incl. the current VAT, incl. shipping costs)

Single issue print: 10.00 €
(incl. the current VAT, plus 3.00 Euro shipping costs)

Annual subscription digital e-paper (domestic/foreign) 29.99 €
(incl. the current VAT, without shipping costs)

Single issue digital e-paper (domestic/foreign) 2.99 €
(incl. the current VAT, without shipping costs)
High profile target group

Company size

- How many employees does your company or authority have?
  - 1 - 9: 14%
  - 10 - 49: 17%
  - 50 - 99: 28%
  - 100 - 499: 25%
  - 500 and more: 15%
  - no specification: 1%

Industry

- In which industry does your company operate?
  - ICT consulting firm: 31%
  - VAR, system house, ICT specialist trade: 24%
  - industrial / consumer goods: 23%
  - network operator / service provider: 15%
  - trade / Banks / Insurances: 15%
  - authorities / public institutions / office: 20%
  - science / Education: 10%
  - manufacturer ICT infrastructures: 10%
  - transport / Logistics / Traffic: 9%
  - others: 10%

Position

- What is your position in your company?
  - managing director, CEO: 16%
  - chief information officer: 29%
  - chief financial officer: 3%
  - ICT officer: 71%
  - chief technical officer: 8%
  - System administrator: 23%
  - others: 3%

Source: Recipient file evaluation LANline (as of November 2020);
Basis: regular recipients of LANline
High profile target group

Reading frequency

How often do you read LANline?
- regularly: 61.8%
- occasionally: 25.5%
- rarely: 4%
- no specification: 8.7%

Number of readers

How many people read the print edition besides you?
- I read the print edition alone: 24.0%
- 1 - 2 persons: 20.7%
- 3 - 5 persons: 9.1%
- more than 5 persons: 5.5%
- no specification: 10.2%

Assessment contents

How do you rate the content of LANline?
(Survey criteria: 1 = strongly agree, 2 = strongly agree ... 5 = does not apply at all. Top Two: strongly agree / agree)
- useful for practice: 81.8%
- technical: 90.7%
- informative: 92.2%
- manufacturer-neutral: 61.0%
- helpful for purchase decisions: 56.8%

Source: Online user survey lanline.de, August 2020, number of cases n = 214
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing Date</th>
<th>Ad Closing Date</th>
<th>Deadline Print Materials</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 05, 22</td>
<td>Dec 15, 21</td>
<td>Dec 17, 21</td>
<td>Cabling: cabling systems and components, copper and fiber optic technology, connectors, category 6/7/8/9/8.1/8.2, 10Gbase, 25Gbe, 40Gbe, 100Gbe, 200Gbe, patch panel, cable management, rack, cable tester, service provider. Market overview: fiber optic cables and connectors. Datacenter management: data center design, data center planning, data center facility design, power and cooling, UPSs, data center cooling, data center planning and construction, data center operations, data center security, data center services, energy management, energy monitoring, performance monitoring, power monitoring.</td>
</tr>
<tr>
<td>3</td>
<td>Mar 03, 22</td>
<td>Feb 14, 22</td>
<td>Feb 16, 22</td>
<td>Future of work: environmentally friendly work, remote work, digital workspace, mobility, mobile computing, workspace management, endpoint management, desktop as a service, cloud services, online collaboration. Market overview: desktop as a service. Wireless technology: WLAN, Wi-Fi, LTE, 5G, M2M, M2M, management, near field communication (NFC), WLAN measurement, antennas, directional radio, Bluetooth.</td>
</tr>
<tr>
<td>5</td>
<td>May 05, 22</td>
<td>Apr 14, 22</td>
<td>Apr 20, 22</td>
<td>Cabling: cabling systems and components, copper and fiber optic technology, connectors, category 6/7/8/9/8.1/8.2, 10Gbase, 25Gbe, 40Gbe, 100Gbe, 200Gbe, patch panel, cable management, rack, cable tester, service provider. Market overview: Category 7/8/9/8.1/8.2 cable. Power supply and air conditioning in the data center: energy efficiency, cooling devices, chillers, enclosures, UPSs, PDUs, emergency generators, raised floor cooling, sensor technology, planning tools, battery technology, predictive maintenance, energy management, power monitoring.</td>
</tr>
<tr>
<td>6</td>
<td>Jun 02, 22</td>
<td>May 13, 22</td>
<td>May 17, 22</td>
<td>Data center networking and high availability network resources, network virtualization, data center switching, failover, UPSs, backup data centers, identity and access management, data center facility management. Market overview: video surveillance. Data center networking hardware and software: SDN, SD-WAN, DCIM, standardization, measurement, monitoring, PoE.</td>
</tr>
<tr>
<td>7</td>
<td>Jul 07, 22</td>
<td>Jun 20, 22</td>
<td>Jun 22, 22</td>
<td>Special data center and cabling: data center construction, data center operation, cooling, air conditioning, power supply, UPS, data center planning, data center security, data center services, rack, server cabinets, edge computing, colocating, housing, copper and fiber optic cabling, single pair ethernet, connectors, MTP/MPO. Market overview: general subcontractor/contractor.</td>
</tr>
<tr>
<td>8</td>
<td>Aug 04, 22</td>
<td>Jul 18, 22</td>
<td>Jul 20, 22</td>
<td>Hybrid and multi-cloud networking: hybrid cloud, public cloud, private cloud, software-defined storage (SDS), software-defined network (SDN), software-defined WAN (SD-WAN), SASE, containerization, cloud management, cloud security, energy efficient cloud computing environments. Market overview: SD-WAN solutions. Digital workspace: environmentally friendly work, remote work, virtual desktop/VDI, workspace management, unified communications and collaboration (UC&amp;C), mobility, mobile printing, video conferencing, small office, medium business. Market overview: workspace management.</td>
</tr>
<tr>
<td>9</td>
<td>Sep 01, 22</td>
<td>Aug 12, 22</td>
<td>Aug 17, 22</td>
<td>Server, storage, containerization: datacenter storage, convergent systems, hyperconverged infrastructure (HCI), software-defined storage (SDS), software-defined network (SDN), software-defined datacenter (SDDC), server virtualization, big data, warehouses, storage. Market overview: HCI systems. Digital workspace: environmentally friendly work, remote work, virtual desktop/VDI, workspace management, unified communications and collaboration (UC&amp;C), mobility, mobile printing, video conferencing, small office, medium business. Market overview: workspace management.</td>
</tr>
<tr>
<td>11</td>
<td>Nov 03, 22</td>
<td>Oct 14, 22</td>
<td>Oct 18, 22</td>
<td>Cabling in IT and industry: cabling systems and components, copper and fiber optics, IoT, industry 4.0 gateway, media converters, connectors, single pair ethernet, standardization, parallel optics, WDM, category 6/7/8/9/8.1/8.2, 10Gbase, 25Gbe, 40Gbe, 100Gbe, 200Gbe, patch panel, cable management, rack, cable tester, cabling service provider. Market overview: category 6, cable supplier, cabling in IT and industry. Physical data center security: access control, physical security, high availability, video surveillance, UPSs, fire prevention, chiller, alarming, remote control, backup RZ, DCIM, cooling and air conditioning. Market overview: alarm and fire detection systems.</td>
</tr>
<tr>
<td>12</td>
<td>Dec 01, 22</td>
<td>Nov 14, 22</td>
<td>Nov 16, 22</td>
<td>The energy-efficient data center: cooling, air conditioning, waste heat recovery, certification, EN 50601, ISO/IEC 22237-X, power supply, PDUs, UPS, data center planning, data center services, colocating, housing, heat recovery. Market overview: intelligent PDUs. Endpoint management: unified endpoint management (UEM), mobile computing, mobile security, identity management, smartphones, tablets, mobile devices, energy monitoring, SASE. Market overview: UEM systems.</td>
</tr>
</tbody>
</table>
Ad formats

Size specifications 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 150 mm*, 414 x 130 mm
- 1/1 page: 210 x 297 mm*, 188 x 270 mm
- 2/3 page horizontal: 210 x 210 mm*, 188 x 185 mm
- 2/3 page vertical: 135 x 297 mm*, 124 x 270 mm
- Junior page: 151 x 205 mm*, 140 x 180 mm
- 1/2 page horizontal: 210 x 150 mm*, 188 x 125 mm
- 1/2 page vertical: 103 x 297 mm*, 92 x 270 mm
- 1/3 page horizontal: 210 x 105 mm*, 188 x 80 mm
- 1/3 page vertical: 71 x 297 mm*, 60 x 270 mm
- 1/4 page horizontal: 55 x 297 mm*, 44 x 270 mm
- 1/4 page vertical: 210 x 82 mm*, 188 x 57 mm

* trimmed format
Bleed 3 mm on the open sides

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

## Advertising rates and formats

Ad prices valid from Jan 01, 2022

<table>
<thead>
<tr>
<th>Format</th>
<th>Basic price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 8,995.-</td>
</tr>
<tr>
<td>1/1 page advertorial (4,000 characters + image + logo)</td>
<td>€ 8,995.-</td>
</tr>
<tr>
<td>2/3 page</td>
<td>€ 6,510.-</td>
</tr>
<tr>
<td>9/16 page / junior page</td>
<td>€ 5,495.-</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 4,895.-</td>
</tr>
<tr>
<td>1/2 page advertorial (2,000 characters + image + logo)</td>
<td>€ 4,895.-</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 3,560.-</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 2,785.-</td>
</tr>
<tr>
<td>Cover page + 1 advertorial</td>
<td>€ 11,999.-</td>
</tr>
<tr>
<td>Cover pages: U2/U3/U4 each</td>
<td>€ 9,995.-</td>
</tr>
<tr>
<td>Cover flap</td>
<td>On request</td>
</tr>
</tbody>
</table>

## Discounts

For purchase within 12 months (insertion year)

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>from 3 ads</td>
<td>from 3 pages</td>
</tr>
<tr>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>from 6 ads</td>
<td>from 6 pages</td>
</tr>
<tr>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>from 9 ads</td>
<td>from 9 pages</td>
</tr>
<tr>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>from 12 ads</td>
<td>from 12 pages</td>
</tr>
<tr>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>from 18 ads</td>
<td>from 15 pages</td>
</tr>
<tr>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>from 24 ads</td>
<td>from 18 pages</td>
</tr>
<tr>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>from 36 ads</td>
<td>from 24 pages</td>
</tr>
<tr>
<td>22%</td>
<td>25%</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>
<tr>
<td>(incl. postal charges)</td>
<td></td>
</tr>
</tbody>
</table>

## Bound inserts

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

## Ad with attached postcard

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

## Additional charges

- **Placement**: We charge a surcharge of 10% of the basic price (but at least € 160) on requested placements confirmed by the publisher.
- **Color**: Prices are for Euroscale, surcharge for special colours on request.
- **Format**: Surcharges for bleed and gutter printing are not levied.

## Terms of payment

Payment within 21 days without deduction.

**Bank details:** HypoVereinsbank, München
**IBAN:** DE37 7002 0270 0035 7049 81
**SWIFT (BIC):** HYVEDEMMXXX
**VAT ID no.:** DE 811 190 616
Special ads formats

Cover page + 1/1 page ad or advertorial

**Cover page format:** W 187 mm x H 185 mm  
+ 1/1 page advertorial: 4,000 characters (incl. spaces)  
+ 1 to 2 images + optionally 1 logo

**Price:** € 14,990.-

Banderole

This form of advertising offers exclusive placement on the front page.  
**Format:** W 624 mm x H 100 mm

**Price:** € 15,980.-

Cover flap

High visibility on the front page.  
**Format front:** W 105 mm x H 234 mm  
**Format inside:** W 105 mm x H 297 mm

**Price:** € 13,995.-

Middle flap

**Format:** W 155 mm x H 297 mm x 4

**Price:** € 12,995.-

All formats are available on request. Other special advertising formats are possible. Ask your LANline media experts.
The IT Service Guide is a rubricated shopping guide for products and services. Different categories are possible such as:

- services / consulting
- IT management
- data center
- IT Security
- communication
- network components
- storage
- cabling

**Price**

999.- € for a total of 12 issues (= annual price) per categories entry

When booking 2 categories: 10 % combination discount
From 3 entries: 20 % combination discount

**Deadlines**

**Entry dates per start of quarter**

- 1st quarter: issue 1, advertising deadline: December 15, 2021
- 2nd quarter: issue 4, advertising deadline: March 21, 2022
- 3rd quarter: issue 7, advertising deadline: June 20, 2022
- 4th quarter: issue 10, advertising deadline: September 16, 2022

**Number of characters**

Max. 750 characters incl. spaces + company logo

Ad examples:
Technical data print

Printing technique / completion

<table>
<thead>
<tr>
<th>Printing technique</th>
<th>Processing</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>
</tbody>
</table>
| Format             | Trimmed format: 210 x 297 mm  
add 3 mm per trimmed edge for bleed size |
| Type area          | 188 x 270 mm |

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

**Loose inserts**

- Minimum sizes: 105 mm x 148 mm
- Maximum sizes: 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**

- 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

**Technical specifications**

Place all picture elements (including logos, QR codes) 5 mm from the outer edge. Files preferably as unseparated individual pages in PDF format V1.3 or V1.4. Exact specifications can be obtained from the following contact persons:

- Stefan Buchner, Disposition, phone +49 89 25556-1481
- Sandra Wegner, Disposition, phone +49 89 25556-1490
- DISPO.lanline@wekanet.de

**File name**

File names should be given as in the example: **Customer name_lanline_issue** (example: Mustermann_lanline_1_22)

**Proof:** must be delivered in 4c based on the standard

**Content proofs:** "PSO-INP_Paper_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.

Vogel Druck und Mediendienst GmbH, Warenannahme, Leibnizstraße 5, 97204 Höchberg

**Delivery note:** loose/bound insert CUSTOMER, for LANline – issue xy/2022
### Ad formats website

<table>
<thead>
<tr>
<th>Format</th>
<th>Cost per 1,000 Impressions</th>
<th>Dimensions / File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Large-/Leaderboard</td>
<td>€200.-</td>
<td>(970 x 90 pixels / 728 x 90 pixels, 150-300 KB)</td>
</tr>
<tr>
<td>2 Billboard</td>
<td>€295.-</td>
<td>(970 x 250 resp. 800 x 250 pixels, 150-300 KB)</td>
</tr>
<tr>
<td>3 Wide Skyscraper (sticky)</td>
<td>€200.-</td>
<td>(160 x 600 pixels, 40-80 KB)</td>
</tr>
<tr>
<td>4 / 5 Halfpage Ad</td>
<td>€220.-</td>
<td>(300 x 600 pixels, 150 KB)</td>
</tr>
<tr>
<td>6 Medium Rectangle</td>
<td>€205.-</td>
<td>(300 x 250 pixels, 40-80 KB)</td>
</tr>
<tr>
<td>7 Native Ad, Pos. 1+2</td>
<td>€350.-</td>
<td>(300 x 225 or 300 x 169 pixels, logo optional: 75 x 25 pixels (3:1))</td>
</tr>
<tr>
<td>8 Content Super Banner, Pos. 1+2</td>
<td>€350.-</td>
<td>(640 x 250 pixels, 150 KB)</td>
</tr>
<tr>
<td>9 Video Ad</td>
<td>€205.-</td>
<td>file format: MP4, file size: at least 1,280 x 720, Bitrate: 1,500 kBit/s, max. 30 MB, Recommended display duration: max. 15 - 30 sec.</td>
</tr>
</tbody>
</table>

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

Special formats

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

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

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

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

Mobile banner overview

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 pixels, 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 week, lanline.de informs your customers via newsletter - even faster, more up-to-date and more targeted. More than 20,100 ICT decision-makers receive customized news, product reports and technical articles. The newsletter is the ideal advertising medium for product presentations and event information.  

*Status from: 08/2021*

### Leaderboard

<table>
<thead>
<tr>
<th>Placement</th>
<th>Dimensions</th>
<th>File format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>630 x 90 pixels, max. 200 KB</td>
<td>YouTube/Vimeo URL for integration.</td>
<td>NEW</td>
<td>€ 1,490.-</td>
</tr>
</tbody>
</table>

### Billboard

<table>
<thead>
<tr>
<th>Placement</th>
<th>Dimensions</th>
<th>File format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>630 x 200 pixels, max. 200 KB</td>
<td>Image with text: PNG; Image without text: JPG or GIF (GIF only without animation); Prices per mailing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Small Rectangle

<table>
<thead>
<tr>
<th>Placement</th>
<th>Dimensions</th>
<th>File format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>291 x 156 pixels, max. 200 KB</td>
<td>An image to be supplied by the customer as desired (Logo or logo with textual content)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Native Ad without logo

<table>
<thead>
<tr>
<th>Placement</th>
<th>Dimensions</th>
<th>File format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>225 x 127 pixels, max. 200 KB, Text: max. 300 characters each incl. spaces</td>
<td>visualization like article: headline + image + text and ad URL (max. 1 link)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Text Ad with logo

<table>
<thead>
<tr>
<th>Placement</th>
<th>Dimensions</th>
<th>File format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>225 x 127 pixels, max. 200 KB, Logo: 150 x 50 pixels</td>
<td>Mama etiam suscipit velit, qua soil, comitit etur, at in re labor reecun nonem que nobis.</td>
<td></td>
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</tbody>
</table>

### Video ad (on request)

YouTube/Vimeo URL for integration.

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Lieber Herr Mustermann,


Jörg Schreiper  
Chefredakteur LANline
Customized newsletter

Target group specific: customized newsletter

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

Advantages

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

Customized newsletter

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

Basic price: € 1,490.-
+ per thousand recipients: € 270.- (no discounts each)

plus € 149.- handling costs for selection, min. 1,000 recipients

Data delivery: no later than the 5th working day, 12 noon before dispatch day. Send to DISPO.lanline@wekanet.de

Technical specifications

Creation by WEKA FACHMEDIEN
- subject line: max. 150 characters incl. spaces
- logo: 150 x 50 px
- max. 3 images:
  - variant A: 1 header image 630 x 200 px
  - 2 more at 270 x 200 px
- variant 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 Pixel
- default fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: do not use CC strings within the HTML, send the CSS strings in a separate file
- maximum file size: max. 300 KB per image; max. 2 MB per newsletter
- font size: not smaller than 10 pt
- do not use forms
- use tables for layout
- image formats: jpg, gif, png
Lead generation with web seminars

Convey specific know-how to your customers and involve them actively and live in the action. Your audience can ask you questions via chat. Underline 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 advertising in two LANline newsletters
- native ad for advertising on lanline.de for a total of one month
- customized newsletter to qualified users
- participant registration
- briefing of your speaker and technical implementation
- one live broadcast incl. moderation
- passing on of registration data (company, first name, last name, e-mail)
- provision of the web-seminar as a registration-required on-demand webcast for download

Price: € 6,990.- (no discounts)
Companies from the ICT sector present themselves in the suppliers’ compass on lanline.de.

By booking a premium entry, you ensure that your customers find you even better! Take advantage of the many possibilities on lanline.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

- display of a notice box with further articles about your company next to every editorial article that mentions your company name
- display of your company logo and contact details next to every editorial article that contains a keyword booked by you
- the editorial content about your company/product published on lanline.de is also displayed in the premium entry
- reference to your premium entry also in our newsletter and on the website
- increased visibility in the product search in the supplier compass through logo insertion
- upgrading of the premium entry by date entries, pictures, videos, whitepapers, detailed company portraits or job offers
- Only as a premium provider you have the possibility to book keywords (e.g. data center, it security, cabling, etc.). If this keyword is mentioned in an editorial article, we will place a reference to your premium entry and company logo in the info box on the right.

Customers can find the right provider here!
You should not be missing out on this: secure your premium entry in the supplier compass of lanline.de
www.lanline.de/anbieterkompass/

Total price: € 2,990 / 12 months (no discounts)
One keyword for free! (max. 36,000 insertions)
Price per additional keyword: € 990.- / 12 months
Events

With up to 10 events per year in Germany and Austria, LANline Events stands for professional and service-oriented events in different areas of information technology.

- valuable and highly topical knowledge from the fields of “Cabling - Networks - Infrastructure” as well as “Data Center” in the shortest time possible
- highest quality due to the involvement of the LANline editorial team
- networking platform for insiders in an exclusive setting
- renowned speakers are proven industry experts in product development and standardization
- focus on valuable practical benefits

Sponsorship offers - demand-oriented and tailor-made

Event sponsorship combines brand presence and your company’s image with the opportunity to generate a large number of qualified leads - all in the form of an integrated and cost-effective sponsorship package. Take advantage of the opportunity to make valuable contacts during the events! Inform decision-makers from medium-sized and large companies about the advantages of your products and services! The various sponsorship packages have been developed to give you maximum brand and product exposure.

LANline Workshops

The LANline workshops are designed by recognized experts from the field and cover important topics relating to IP-based networks and IT infrastructure. They are therefore aimed at practitioners who want to implement what they have learned immediately but also at planners/investors who have responsibility for product and technology selection or operation.

LANline Workshops 2022

- tenders for IT infrastructure
- certification course
- WLAN
- EMC, potential equalization and grounding in the environment of IT supply networks
- future-oriented cabling concepts
- fiber optic transmission technology
- workshops on new EN standards

Contact

Project management LANline Events
Katrin Scheinig
Mail: kscheinig@weka-fachmedien.de
Phone: +49 89 25556-1062

All event info at: www.lanline.de/events
Data centers represent the heart of today’s enterprises and must both deliver high performance and meet ever-increasing demands for energy and cost efficiency. To achieve this, those responsible need in-depth expertise in both the procurement of infrastructure and its operation.

The LANline Datacenter Symposium brings data center specialists and managers up to date with the latest know-how - independent, highly informative and particularly practical. Experts, industry insiders and data center operators come together here. High-class lectures and workshops serve this purpose. The quality and neutrality of the Datacenter Symposium is guaranteed by the editorial team of LANline, a renowned trade journal.

Event dates 2022
Datacenter Symposium Berlin
LANline event June 1, 2022
Cabling & Datacenter Hamburg September 1, 2022
Datacenter Symposium Munich September 13, 2022
Datacenter Symposium Cologne October 27, 2022
LANline event November 9, 2022

Contact
Cornelia Truchseß
Mail: truchseiss-jacobi@ctj-media.de
Phone: +49 89 71940003
Mobile: +49 170 3372234

The LANline Tech Forums are held at various locations in Germany and Austria and are attended by up to 400 participants. As established events in the cabling industry, they provide highly relevant answers to questions from the network environment and offer an excellent opportunity for every participant to learn about all new developments in technology, standardization and products in technical or product presentations. The focus is on:

• high-quality and manufacturer-neutral technical presentations
• solution-oriented insights into current developments
• accompanying trade exhibition

In addition, there will be sufficient time for networking within the industry community with top-class representatives of the manufacturers as well as with colleagues from planning, implementation and operation of the cabling infrastructure.

Event dates 2022
Tech Forum Berlin June 02, 2022
Tech Forum Munich June 29 - 30, 2022
Tech Forum Stuttgart July 21, 2022
LANline events September 1, 2022
Cabling & Datacenter Hamburg October 19 - 20, 2022
Tech Forum Cologne November 9, 2022
LANline event
Cabling & Datacenter Vienna

Contact
Eric Weis
Sales Director
Phone: +49 89 25556-1390
Mail: eweis@weka-fachmedien.de
**Customized events**

For more than 20 years, WEKA FACHMEDIEN has been organizing, in close cooperation with the responsible editorial staff, around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year. LANline’s customized events focus on topics such as networks, data center infrastructure, cabling and IT security in all its facets. Depending on the customer’s wishes, our services are available in modules or as an „all-round carefree package“ (full-service concept) tailored precisely to your needs of your company.

If required, we can handle the entire event for you - as a face-to-face event or virtually: trade fairs, conferences & web seminars.

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**Our services**

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

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**Advantages 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 booth visitors/participants after approval of DSGVO

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**Trade fairs**

- your virtual booth 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 technical presentation in our virtual conference hall
- statistics and reporting of stand visitors

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**Conferences**

- speaker slot with your web seminar on the virtual stage (45 minutes + Q&A)
- your virtual showroom: showcase innovations in a live stream - attendees can join this and you interact via chat, Q&A, polls/polls and handouts
- your own company page with company profile, contact person and contact form, and the ability for attendees to schedule arrange video calls
- logo presence in partner directory
- networking features: Through match-making and speed dating you get in direct contact with the participants

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**Web-seminars**

Via the web seminars, you actively and live involve your customers in a specific topic, whereby your audience can ask intermediate 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 see page 16]
Test seal

Reader test - 5 stars plus for your product

The LANline 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 LANline readership evaluates your product, while the LANline team provides editorial support for the reader test on all LANline channels.

Media service print

- editorial test call in LANline
- editorial interim report in LANline
- editorial final report & awarding the test seal in LANline
- glossy print document with your reader test (1,000 copies)

Media service digital

- test call and final report also on lanline.de
- test call and final report on LANline’s social media channels
- advertising and reports via the LANline newsletter

Watch the video

use the credible LANline test seal for all your market communication

19,900.- Euro (no discounts)
STUDIES

The editorial teams of our media brands use their in-depth expertise to develop question concepts on the most important focus topics of the moment. By means of a targeted application strategy, we ensure that the study not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality.

You benefit from comprehensive communication: we pick up the results in our editorial reporting, develop a high-quality paper based on the study, which also includes your content, and make this and the most important facts available to companies, the media and, of course, for your PR and marketing measures.

Option 1: surveys

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

- **Sponsorship packages:**

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

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

**Advertising activities:**

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

Option 2: survey with consulting/evaluation

- **Implementation:**
  - survey consisting of up to 15 questions
  - delivery of the questions by the customer
  - consultation 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

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 sales

The direct link program directs our readers / your customers, through **keywords defined by you**, directly and without detours to your website. The interaction of professional content and innovative technology guarantees you a high ROI.

**example keyword Cloud / example company Fujitsu**

**Advantages**

- **direct linking to your homepage or online store**
- **prominent placement in editorial content**
- **high attention and click probability**

**Link to your own company/brand:**
- per month: 990.- Euro (no discounts)
- per year: 9,990.- Euro (no discounts)

**Link to a keywords:**
- per month: from 990.- Euro (no discounts)
Online advertorial incl. Social media plus

The online advertorial is ideal for presenting complex topics to LANline readers over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial contributions. This gives your content a high level of credibility. Combine this native communication solution with the Social Media Plus package and increase your social media reach at the same time!

Services Online advertorial incl. Social media plus

- complete production of the advertorial after sending of text and image material
- placement of your advertorial in the editorial environment on the homepage of lanline.de incl. picture and linking
- placement of the advertorial in a LANline newsletter
- digital playout: Content and teasers are displayed on both on both desktop and mobile devices
- visibility of the advertorial: 2 weeks
- post with link to the advertorial on LANline’s social media channels media channels of LANline (Xing, Twitter, Facebook)

Total price: € 2,490.-

Incl. banner package

- Rectangle banner for approx. 2 weeks with 20,000 AIs

Total price: € 4,900.-

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, unlimited characters (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

[b2impact.de](http://b2impact.de)

**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

[events](http://weka-fachmedien.de/de/events/aktuelle-events)

**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-online-campus.de](http://weka-online-campus.de)

**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-consulting.de](http://weka-consulting.de)

**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)

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

**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

[now](http://weka-fachmedien.de/de/events/aktuelle-events)
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.
1. An „order“ in the sense of the general terms and conditions that follows is a contract relating to the publication of one or several advertisements or an agreement to enter into an advertising contract. The client affirms that the terms and conditions 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. The publisher will cover banners, pop-ups, and other technical elements intended by the client.

2. Discernibly unsuitable or damaged ready to print copy and/or advertising material will be replaced by the publisher. The client must expressly request a faxed correction. Only correct color adjustment ensures correct recteness. The client must expressly request a faxed correction. Only correct color adjustment ensures correct price reduction. In every case a printout is to be sent by fax to the print shop to be able to check factual correction.

3. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof saved in a common directory (folder).

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 abide by the price list of the publisher in their proposed contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher has the right to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement of a potential or practical availability of the ready to print copy is not a condition for acceptance of the order. The publisher is authorized in particular to deviate from 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 actual contractual relationships, to adjust the affected terms and conditions to suit the purpose of the altered legal situation.

8. 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.

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. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher has the right to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement of a potential or practical availability of the ready to print copy is not a condition for acceptance of the order. The publisher is authorized in particular to deviate from 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 actual contractual relationships, to adjust the affected terms and conditions to suit the purpose of the altered legal situation.

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12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen or supplement, and approval. Supplements that create the impression with the reader, their format and the sizes of their constituent parts are not included. Advertisements that do not meet the specifications of the publisher, or for which no proof is delivered for proof or purplocution of material for required for online advertising. In the case of digital ready to print copy the client underakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.

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

14. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish the online advertising if the delay has not lasted more than 8 weeks before the date of insertion at the latest.

15. Receipts from box number advertisements are kept for four weeks. Letters that are dispatched by regular mail. Receipts from box number advertisements are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculate the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

16. Upon default of payment or granting of a grace, instead of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and the invoice is issued. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms to already completed contracts or already paid prices in the month after announcement of the terms and conditions. If payment for online advertising is billed on a CPMS basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) for each online site where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

17. The client is not 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.
Contact

Media consulting

Eric Weis
Sales Director
+49 89 25556-1390
eweis@weka-fachmedien.de

Gina Gießmann
Account Manager
+49 89 25556-1576
ggießmann@weka-fachmedien.de

Christine Philibert
Account Manager
+49 89 25556-1465
cphilibert@weka-fachmedien.de

Sofie Steuer
Account Manager
+49 8925556-1452
ssteuer@weka-fachmedien.de

Nicole Wawrzinek
Account Manager
+49 8925556-1087
nwawrzinek@weka-fachmedien.de

Christina Gottwald
Sales Operations Specialist
+49 89 25556-1351
cgottwald@weka-fachmedien.de

Editorial office

Stefan Adelmann
Director Content ICT
+49 89 25556-1352
sadelmann@weka-fachmedien.de

Dr. Jörg Schröper
Editor-in-chief
+49 89 25556-1099
jschroeper@weka-fachmedien.de

Anna Molder
Editor
+49 89 25556-1091
amolder@weka-fachmedien.de

Stephanie Jarnig
Content Management
+49 89 25556-1239
sjarnig@weka-fachmedien.de

Natascha Schönemann
Editorial assistant
+49 89 25556-1511
nschoenemann@weka-fachmedien.de

Publisher

Matthäus Hose
Executive Director
+49 89 25556-1302
mhose@weka-fachmedien.de

Marc Adelberg
Director New Business
+49 89 25556-1572
madelberg@weka-fachmedien.de

Marc Schneider
Distribution manager
+49 89 25556-1509
mschneider@wekanet.de

Thomas Ebert
Event & Marketing Director
+49 89 25556-1713
tebert@weka-fachmedien.de

Ute Beyer
Projectcoordination New Business
+49 89 25556-1577
ubeyer@weka-fachmedien.de

Melanie Greier
Distribution
+49 89 25556-1510
mgreier@wekanet.de

Claudia Borst
Marketing
+49 89 255 56-1712
cborst@weka-fachmedien.de