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Brighton, MA 02135
1-860-536-6677
veroniquelamarque@gmail.com
Skype: E&Tech Media

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Richard-Reitzner-Allee 2
85540 Haar
Germany
Phone: +49 89 25556-1309
Fax: +49 89 25556-1651
mniekrawietz@markt-technik.de

Editorial contact:
Markt&Technik
Richard-Reitzner-Allee 2
85540 Haar
Germany
Dr. Ingo Kuss
Phone: +49 89 25556-1324
Fax: +49 89 25556-1399
ikuss@markt-technik.de

Assistant:
Rainer Peppelreiter
Phone: +49 89 25556-1312
Fax: +49 89 25556-1399
rpeppelreiter@markt-technik.de
1 Title: Markt&Technik

2 Characteristics: Markt&Technik, the independent weekly newspaper for electronics, includes up-to-date information on the latest technology and its impact, business issues and trends, product development strategies, buying strategies, new product information and management techniques in the electronics industry. Clearly headed, extensive market surveys, focused reports and product reports give a quick and reliable overview of all the important fields in electronics.

For many years, Markt&Technik has been the number one in the advertising market (mediaskop trade magazines segment electronics), advertising turnover and advertising volume.

3 Target group: The editorial content meets the specific information requirements of decision makers in development, product planning, purchase, manufacturing, quality control management, technical and administrative management.

4 Publication frequency: weekly + 10 trend guides + 4 quarterly reports + official show daily electronica 2020

5 Format: 230 mm x 297 mm

6 Volume: 44th volume 2020

7 Subscription rates: Domestic subscription: € 259.00
Overseas subscription: € 272.00
Single copy rate: € 6.00

8 Circulation: 32,000

9 Membership: LA ELFA (readership analysis of electronics trade media)
IVW-EDA (certified audit of circulation)
Not concerning the special issues

10 Publishing house: WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2, D-85540 Haar
Phone: +49 89 25556-1376
www.markt-technik.de
www.weka-fachmedien.de

11 Publisher: WEKA FACHMEDIEN GmbH

12 Advertising: Martina Niekrzwietz, International Account
mniekrzwietz@weka-fachmedien.de

13 Editorial office: Dr. Ingo Kuss, editor-in-chief
ikuss@weka-fachmedien.de
Alexandra Chromy, editorial assistant
achromy@weka-fachmedien.de
Phone: +49 89 25556-1317
Rainer Peppelreiter, editorial assistant
rpeppelreiter@weka-fachmedien.de
Phone: +49 89 25556-1312

14 Editorial to advertising ratio: 2018 = 67 issues

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Pages</td>
<td>4,340</td>
<td>100 %</td>
</tr>
<tr>
<td>Editorial Content</td>
<td>3,101</td>
<td>71.4 %</td>
</tr>
<tr>
<td>Advertising</td>
<td>1,239</td>
<td>28.6 %</td>
</tr>
<tr>
<td>Classifieds</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>House Advertising</td>
<td>222</td>
<td></td>
</tr>
<tr>
<td>Bound Inserts</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Loose Inserts</td>
<td>44</td>
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15 Editorial content analysis:

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latest News</td>
<td>1,191</td>
<td>38.4 %</td>
</tr>
<tr>
<td>Product Articles/Mkt Surveys</td>
<td>584</td>
<td>18.8 %</td>
</tr>
<tr>
<td>Professional Articles</td>
<td>1,326</td>
<td>42.8 %</td>
</tr>
</tbody>
</table>
Advertising rates no. 44, valid from Jan 1st, 2020

1 Advertising rates and formats (in €):

<table>
<thead>
<tr>
<th>Format</th>
<th>b/w</th>
<th>2c</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd + 4th cover page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/1 page</td>
<td>7,220.-</td>
<td>8,660.-</td>
<td>10,090.-</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4,920.-</td>
<td>5,900.-</td>
<td>6,890.-</td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>4,210.-</td>
<td>5,050.-</td>
<td>5,890.-</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>3,740.-</td>
<td>4,480.-</td>
<td>5,240.-</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2,510.-</td>
<td>3,010.-</td>
<td>3,510.-</td>
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<tr>
<td>1/3 page horizontal</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,920.-</td>
<td>2,300.-</td>
<td>2,690.-</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>1,290.-</td>
<td>1,550.-</td>
<td>1,810.-</td>
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<td>1/8 page</td>
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<td></td>
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<tr>
<td>1/8 page vertical</td>
<td>990.-</td>
<td>1,190.-</td>
<td>1,390.-</td>
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<td>1/8 page horizontal</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>1/16 page vertical</td>
<td>520.-</td>
<td>620.-</td>
<td>730.-</td>
</tr>
<tr>
<td>per mm, 1-column</td>
<td>7.50</td>
<td>9.00</td>
<td>10.50</td>
</tr>
<tr>
<td>seminar ads</td>
<td>230.-</td>
<td>280.-</td>
<td>320.-</td>
</tr>
<tr>
<td>product of the week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>exciting</td>
<td>from 4,900.-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Excluding VAT
Total circulation: 31,394 copies

* not for special issues

2 Additional charges:
- Position: We charge an additional fee of 10% of the basic rate for requested and confirmed positions (minimum 160.- €).
- Cover pages: 500.- € additional charge for cover pages 2 and 4
- Colour: Additional charge for each special colour on request
- Format: There is no additional charge for trim / printing gutter bleed.

3 Discounts:
(within a 12 month period, starting from the publication date of first ad):

<table>
<thead>
<tr>
<th>Frequency discount from 1/8 page</th>
<th>Volume discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 or more insertions</td>
<td>3%</td>
</tr>
<tr>
<td>6 or more insertions</td>
<td>5%</td>
</tr>
<tr>
<td>9 or more insertions</td>
<td>10%</td>
</tr>
<tr>
<td>12 or more insertions</td>
<td>15%</td>
</tr>
<tr>
<td>18 or more insertions</td>
<td>18%</td>
</tr>
<tr>
<td>24 or more insertions</td>
<td>22%</td>
</tr>
<tr>
<td>36 or more insertions</td>
<td>25%</td>
</tr>
</tbody>
</table>

Bound and loose inserts count as one page for volume discount individual calculation possible from € 130,000.-

4 Classified advertisements:
- Job market: the prices for product advertisements are valid Germany; double booking: discount of 50% on the basic rate if a recruitment ad is booked in two consecutive issues.
- Job market online: Markt&Technik Job, www.mut-job.de: details starting on page 19

<table>
<thead>
<tr>
<th>mm ads</th>
<th>minimum size: 1-column/20 mm</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Seminar ads</th>
<th>Format: 61 mm width x 80 mm height</th>
</tr>
</thead>
</table>

5 Special ads:
rates on pages 6 - 7

6 Contact:
- Consultation and booking: Martina Niekrawietz, International Account Manager, mniekrawietz@weka-fachmedien.de
- Digital data transfer:
  - Nelli Schulz, nschulz@weka-fachmedien.de
  - Julia Hecker, jhecker@weka-fachmedien.de

7 Terms of payment:
Bank details: HypoVereinsbank München,
IBAN: DE37 7002 0270 0035 7049 81 · SWIFT (BIC): HYVEDEMMXXX
VAT no. DE 811 190 616 · Direct debit 3% discount – 2% discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing
### Examples ad formats Markt&Technik (SmarterWorld: A4 format)

<table>
<thead>
<tr>
<th>Format Description</th>
<th>Width x Height (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread across gutter</td>
<td>460 x 297</td>
</tr>
<tr>
<td>1/2 pages across gutter</td>
<td>345 x 297</td>
</tr>
<tr>
<td>1/2 pages across gutter</td>
<td>460 x 143</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>230 x 198</td>
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<tr>
<td>1/3 page vertical</td>
<td>150 x 205</td>
</tr>
<tr>
<td>Junior page</td>
<td>168 x 205</td>
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<tr>
<td>1/3 page horizontal</td>
<td>230 x 143</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>127 x 190</td>
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<tr>
<td>1/4 page horizontal</td>
<td>112 x 143</td>
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<tr>
<td>1/4 page vertical</td>
<td>53 x 297</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>230 x 50</td>
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<tr>
<td>1/8 page horizontal</td>
<td>230 x 71</td>
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<tr>
<td>1/8 page vertical</td>
<td>45 x 50</td>
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<tr>
<td>Island ad</td>
<td>45 x 65</td>
</tr>
<tr>
<td>1/15 page</td>
<td>230 x 37</td>
</tr>
<tr>
<td>1/16 page</td>
<td>45 x 65</td>
</tr>
</tbody>
</table>

*trim size: 5mm*
*column width: 45 mm*
special ads

**Media Information 2020**

**Special Ads**

**Cover Picture Trend-Guide**
- incl. cover story
- Format: 230 mm x 297 mm
- add bleed
- € 10,600.-
- (no discounts)

**Cover Picture Smarter World**
- incl. cover story and cover picture announcement on page 1 of Markt & Technik
- Format: 210 mm x 195 mm
- add bleed
- € 7,500.-
- (no discounts)

**Cover Picture Quarterly Distribution & Supply Chain**
- incl. story and cover picture announcement on page 1
- Format: 230 mm x 220 mm
- add bleed
- € 7,650.-
- (no discounts)

**Cover Picture Special / Top Fokus / Main Topic**
- incl. story and cover picture announcement on page 1
- Format: 230 mm x 230 mm
- add bleed
- € 7,100.-
- (no discounts)

**Loose Inserts**
- up to 25g (incl. postage): € 7,960.-
- split-run by zip-code or Nielsen areas: € 270.- per thousand
- split-run by qualified addresses: € 470.- per thousand
- Minimum order sum: € 700.-
- loose inserts from 25g: on request
- calculation run: 33,000 copies

**Bound Inserts**
- 2-pages (incl. postage): € 8,710.-
- 4-pages: € 10,070.-
- 8-pages: € 13,090.-
- 12-pages: € 17,020.-
- others: on request
- calculation run: 33,000 copies

**Delivery Address for Bound and Loose Inserts:**
L.N. Schaffrath DruckMedien GmbH & Co. KG, Marktweg 42-50, D-47608 Geldern
Delivery note: Please mark clearly “loose/bound insert CUSTOMER, for Markt & Technik issue xy/2020”
Cover flap (1/2-page)
incl. story and preparation
€ 12,680.-
(no discounts)
Format front page:
110 mm x 235 mm
Format back page:
110 mm x 297 mm

Cover flap (2/3-page)
incl. story and preparation
€ 17,940.-
(no discounts)
Format front page:
168 mm x 235 mm
Format back page:
168 mm x 297 mm

Cover Ad
Format
46 mm x 46 mm
€ 6,900.-

Product of the week
(1-column)
about 650 characters plus image
€ 1,730.-
(no discounts)

Premium entry market overview
Logo or QR Code + coloured entry print and online
€ 390.-
(no discounts)

Snipe Ad and island ads
Snipe Ad title
Format: 60 mm x 50 mm
€ 6,900.-
Snipe Ad contents
Format: 60 mm x 60 mm
€ 850.-

Island ad contents
lbw
€ 29.00/mm
4c
€ 40.60/mm
Format (contents):
min. 1-column 50 mm height,
max. 1-column 80 mm height

Individualized customer magazines
on request
belly wrap
belly wrap
€ 13,830.-
incl. printing
€ 19,540.-
(no discounts)
Format: 540 mm x 100 mm

Barn door ad
barn door
€ 25,180.-

Cover Gate Fold
3-pages
€ 20,570.-

Reverse Gate Fold
€ 19,790.-

Tip-on postcards
€ 2,840.-
only in combination with 1/1 page - no discounts

mechanical processing:
3 cm from gutter to centre, manual processing on request
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<thead>
<tr>
<th>Issue</th>
<th>Date of publication</th>
<th>Ad closing date</th>
<th>Main topics</th>
<th>Top Focus</th>
<th>e-kompakt (incl. market overviews)</th>
<th>Trade shows</th>
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<td>Jan 10, 2020</td>
<td>Dec 19, 2019</td>
<td>Analysts’ preview 2020</td>
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<td>industrial computers &amp; embedded systems</td>
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<td></td>
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<tr>
<td>3</td>
<td>Jan 17, 2020</td>
<td>Jan 02, 2020</td>
<td>automotive</td>
<td>keys/switches/HMI</td>
<td>heat management, cooling technology</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Jan 24, 2020</td>
<td>Jan 10, 2020</td>
<td>test &amp; measurement</td>
<td>relays</td>
<td>batteries/accumulators/charging devices</td>
<td></td>
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<td></td>
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<td></td>
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<td>BatteryWorld</td>
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<td>Munich, Jan 28 - Jan 29, 2020</td>
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<td>Forum Power Architectures</td>
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<td>Munich, Jan 28 - Jan 29, 2020</td>
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<td>Jan 17, 2020</td>
<td>passive components</td>
<td>microcontrollers/processors/DSPs</td>
<td>cases &amp; cabinets</td>
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<td>Jan 24, 2020</td>
<td>power electronics</td>
<td>plugin connectors &amp; cables</td>
<td>displays</td>
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<td>Jan 31, 2020</td>
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<td>memory ICs</td>
<td>power supply</td>
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<td></td>
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<td>trade show guide: embedded world 2020</td>
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<td>embedded world 2020, Nuremberg, Feb 25 - Feb 27, 2020</td>
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<td>8</td>
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<td>Feb 07, 2020</td>
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<td>Feb 14, 2020</td>
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<td>rugged components</td>
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<td>industry communications/industrial ethernet/field busses</td>
<td>drive engineering</td>
<td></td>
<td>components for rugged environments</td>
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<td>trade show issue: Light+Building 2020</td>
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<td>Frankfurt, Mar 08 - Mar 13, 2020</td>
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<td>SmarterWorld</td>
<td>smart batteries: battery solutions for the smart world of tomorrow</td>
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<td>ENERGY STORAGE Europe</td>
<td>Düsseldorf, Mar 10 - Mar 12, 2020</td>
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<td>EMV</td>
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<td>analog &amp; power management ICs</td>
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<td>Production &amp; Service</td>
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<tr>
<td></td>
<td></td>
<td>Trend-Guide: electromechanics &amp; passive components</td>
<td>joining technique, relays, keys/switches/HMI, heat management, cabinets, quartzes, inductors, transformers, condensers, market overviews</td>
<td></td>
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<td></td>
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<td>LOPEC</td>
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<td>Munich, Mar 24 - Mar 26, 2020</td>
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<td><strong>APRIL</strong></td>
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<td>15 Apr 09, 2020</td>
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<td>16 Apr 01, 2020</td>
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<td>19 May 08, 2020</td>
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<td>20 May 15, 2020</td>
<td>Apr 30, 2020</td>
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<td>21 May 22, 2020</td>
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<td>special: plugin connectors &amp; cables, safety &amp; security, optoelectronics</td>
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<tr>
<td>22 May 29, 2020</td>
<td>May 14, 2020</td>
<td>relays, power supply</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>MAY</strong></td>
<td></td>
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<tr>
<td>23 Jun 05, 2020</td>
<td>May 20, 2020</td>
<td>heat management &amp; cooling technology, microcontrollers/processors/DSPs, power supply</td>
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<td>24 Jun 12, 2020</td>
<td>May 27, 2020</td>
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<tr>
<td>26 Jun 26, 2020</td>
<td>Jun 12, 2020</td>
<td>industry communications, industrial ethernet/field busses, batteries/accumulators/charging devices, displays</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**JUNE**

subject to alterations
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Main topics</th>
<th>Top Focus</th>
<th>e-kompakt (incl. market overviews)</th>
<th>Trade shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>Jul 03, 2020</td>
<td>Jun 19, 2020</td>
<td>artificial intelligence</td>
<td>image processing</td>
<td>plug-in connectors &amp; cables</td>
<td>Application forum passive components Munich, Jul 01 - Jul 02, 2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Application forum EMC Munich, Jul 02, 2020</td>
</tr>
<tr>
<td>TG 6</td>
<td>Jul 08, 2020</td>
<td>Jun 17, 2020</td>
<td>Trend-Guide: power supply &amp; power management AC/DC converters, DC/DC converters, batteries, power management ICs, power electronics, battery charging ICs, operational amplifier, market overviews</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Jul 10, 2020</td>
<td>Jun 26, 2020</td>
<td>quartzes/oscillators/transmitters</td>
<td>test &amp; measurement</td>
<td>cases &amp; cabinets</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Jul 17, 2020</td>
<td>Jul 03, 2020</td>
<td>memory ICs special: passive components</td>
<td>LED/lighting</td>
<td>sensor technology</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Jul 24, 2020</td>
<td>Jul 10, 2020</td>
<td>microcontrollers/processors/DSPs</td>
<td>3D printing</td>
<td>industrial computers &amp; embedded systems</td>
<td></td>
</tr>
<tr>
<td>Q 3</td>
<td>Jul 24, 2020</td>
<td>Jul 10, 2020</td>
<td>Quarterly Distribution &amp; Supply Chain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Jul 31, 2020</td>
<td>Jul 17, 2020</td>
<td>industry 4.0 &amp; IIoT</td>
<td>displays</td>
<td>heat management &amp; cooling technology</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Aug 07, 2020</td>
<td>Jul 24, 2020</td>
<td>starter kits &amp; development tools</td>
<td>plugin connectors &amp; cables</td>
<td>power electronics</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Aug 14, 2020</td>
<td>Jul 31, 2020</td>
<td>keys/switches/HMI</td>
<td>distribution</td>
<td>UPS technology</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>Aug 21, 2020</td>
<td>Aug 07, 2020</td>
<td>test &amp; measurement</td>
<td>automotive</td>
<td>power supply</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>Aug 28, 2020</td>
<td>Aug 14, 2020</td>
<td>image processing</td>
<td>cases &amp; cabinets</td>
<td>microcontrollers/processors/DSPs</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Sep 04, 2020</td>
<td>Aug 21, 2020</td>
<td>analog &amp; power management ICs</td>
<td>heat management &amp; cooling technology</td>
<td>safety &amp; security</td>
<td></td>
</tr>
<tr>
<td>SW 3</td>
<td>Sep 04, 2020</td>
<td>Aug 21, 2020</td>
<td>SmarterWorld</td>
<td>smart sensors: products and solutions for the smart world of tomorrow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PGS 3</td>
<td>Sep 11, 2020</td>
<td>Aug 28, 2020</td>
<td>Production &amp; Service</td>
<td>conductor boards, manufacturing equipment, EMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Sep 18, 2020</td>
<td>Sep 04, 2020</td>
<td>robotics trade show issue: InnoTrans 2020</td>
<td>industry 4.0 &amp; IIoT</td>
<td>plug-in connectors &amp; cables</td>
<td>InnoTrans Berlin, Sep 22 - Sep 25, 2020</td>
</tr>
<tr>
<td>TG 7</td>
<td>Sep 23, 2020</td>
<td>Sep 02, 2020</td>
<td>electronica compass 2020: Official magazine of Messe München</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>Sep 25, 2020</td>
<td>Sep 11, 2020</td>
<td>oscilloscopes</td>
<td>passive components</td>
<td>displays</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Special/Issue</td>
<td>Industry/Technology</td>
<td>Event Name</td>
<td>Location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------</td>
<td>---------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 09, 2020</td>
<td>Sep 25, 2020</td>
<td>automotive</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 16, 2020</td>
<td>Oct 02, 2020</td>
<td>drive engineering</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 21, 2020</td>
<td>Oct 02, 2020</td>
<td>heat management &amp; cooling technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 23, 2020</td>
<td>Oct 09, 2020</td>
<td>optoelectronics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 30, 2020</td>
<td>Oct 16, 2020</td>
<td>industry 4.0 &amp; IoT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 06, 2020</td>
<td>Oct 23, 2020</td>
<td>communication technology/5G relays</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 20, 2020</td>
<td>Nov 06, 2020</td>
<td>organic and printed electronics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 27, 2020</td>
<td>Nov 13, 2020</td>
<td>displays</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec 02, 2020</td>
<td>Nov 11, 2020</td>
<td>Buyers Guide components 2021: semiconductors, electromechanics, power supply, passive components, optoelectronics, market overviews</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 20, 2020</td>
<td>Dec 04, 2020</td>
<td>test &amp; measurement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 27, 2020</td>
<td>Dec 11, 2020</td>
<td>industrial computers &amp; embedded systems</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 27, 2020</td>
<td>Dec 18, 2020</td>
<td>SmarterWorld</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**OCTOBER**

**Q 4**

**TG 8**

**TG 9**

**SW 4**

**Q 5**

**TG 10**

subject to alterations
**Methodology**

**Base:** Markt&Technik readers of the German electronics magazine issue 15/2019.

**Sample:** 320 persons of the basic population were chosen at random of the recipient data set.

**Realization:** Experienced interviewers from IFAK, a well-known German market research institute, have conducted the survey via telephone using the CATI method. Realization according to the guidelines for media analysis (ZAW-Rahmenschema für Werbeträgeranalysen). The questionnaire was available for each interviewer electronically and binding in terms of order and wording of the questions.

**Date of interviews:** The interviews were conducted between April 12 and April 25, 2019.

**Desired professional articles:** I would like to read more professional articles in Markt&Technik about ... 

**Main field of activity**

- Research & development: 65%
- Management: 49%
- Production / manufacturing / quality control: 34%
- Purchasing / procurement: 30%

**Industry of the company**

- Industrial electronics: 57%
- Test & measurement: 56%
- Apparatus engineering: 32%
- Data processing: 30%
- Automotive engineering: 29%
- Engineering: 29%
- Engineering office: 28%
- Medical engineering: 28%
- Consumer electronics: 26%
- Telecommunication: 23%
- Precision engineering, optics: 23%
- Distribution of electronic devices, modules, etc: 19%
- Agricultural engineering: 18%
- Transportation (railway, ship, airplane, heavy traffic): 13%
- Component manufacturing: 12%
- Military electronics: 12%
- Others: 12%

Multiple answers possible

On average, one copy of Markt&Technik is read by three people.
### General reactions to ads within the last 12 months:
As a reaction to ads in Markt&Technik...

- I have purchased the advertised products/services: 70%
- I have recommended the products/services: 75%
- I have passed the ad on to somebody: 80%
- I have talked with a colleague about the company and/or their products: 72%
- I have requested more information about the company: 73%
- I have visited the website of the company: 75%
- At least one of the above mentioned reactions: 93%

### Planned investments in the product field automation in the next 12 months...

<table>
<thead>
<tr>
<th>Area</th>
<th>Sure</th>
<th>Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automation (net)</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Industrial control systems</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Sensors</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Field bus components</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Drive technology</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Image data processing</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Robotics</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>HM</td>
<td>33%</td>
<td></td>
</tr>
</tbody>
</table>

### Planned investments in the product field electromechanics in the next 12 months...

<table>
<thead>
<tr>
<th>Area</th>
<th>Sure</th>
<th>Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electromechanics (net)</td>
<td>26%</td>
<td>14%</td>
</tr>
<tr>
<td>Cases / boards</td>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Connectors / cables</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>Cooling technology / heat management</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Switches</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>Relays</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>EMC components</td>
<td>52%</td>
<td></td>
</tr>
</tbody>
</table>

### Ad awareness (average of all ads)

- Paid attention to ad (total): 63%
- Paid attention to pictures: 52%
- Read the text: 53%
- Paid attention to logo: 46%
- Paid attention to web adress: 24%

source: Recall and Impact Analysis Markt&Technik 15/2019, IFAK Institut, Taunusstein
Planned investments in the product field power supply in the next 12 months …

Planned investments in the product field test & measurement in the next 12 months …

Planned investments in the product field passive components in the next 12 months …

Planned investments in the product field active components in the next 12 months …
Planned investments in the product field manufacturing in the next 12 months...

- Manufacturing (net): 60%
- PCBs: 32% (sure), 16% (possible), 48% (total)
- Semiconductor manufacturing: 10% (sure), 5% (possible), 19% (total)
- Assembly: 27% (sure), 10% (possible), 37% (total)
- Manufacturing services: 25% (sure), 17% (possible), 42% (total)

Planned investments in the product field industrial computers/design tools in the next 12 months...

- Industrial computers (net): 64%
- Single board computers: 23% (sure), 22% (possible), 45% (total)
- Box PC: 11% (sure), 17% (possible), 28% (total)
- Panel PC: 14% (sure), 19% (possible), 33% (total)
- 19 inch computer engineering: 12% (sure), 13% (possible), 25% (total)
- Computer on modules: 23% (sure), 22% (possible), 45% (total)
- Design tools (net): 69% (sure), 25% (possible), 56% (total)
- Starter kits: 31% (sure), 25% (possible), 56% (total)
- Compiler / debugger: 20% (sure), 22% (possible), 42% (total)

Planned investments in the product field optoelectronics in the next 12 months...

- Optoelectronics (net): 64%
- Displays / LCDs: 31% (sure), 19% (possible), 50% (total)
- Optical fibre components: 12% (sure), 16% (possible), 28% (total)
- LEDs: 36% (sure), 16% (possible), 52% (total)
- Optical couplers: 27% (sure), 13% (possible), 40% (total)
- Laser components: 13% (sure), 11% (possible), 24% (total)

Planned investments in the product field communication in the next 12 months...

- Communication (net): 61%
- IOT / M2M: 16% (sure), 20% (possible), 36% (total)
- RFID: 17% (sure), 17% (possible), 34% (total)
- Wireless communication: 28% (sure), 22% (possible), 50% (total)
- Wire-bound communication: 26% (sure), 20% (possible), 46% (total)

source: Recall and Impact Analysis Markt&Technik 15/2019, IFAK Institut, Taunusstein
1. Circulation audit: [not for special issues]

2. Circulation breakdown: copies per issue/annual average (July 1, 2018 to June 30, 2019)

| print run: | 32,000 |
| total circulation: | 31,394 |
| abroad: | 1,880 |
| sold copies: | 473 |
| abroad: | 62 |
| subscriptions: | 466 |
| member copies: | – |
| retail sales: | – |
| other sales: | 7 |
| controlled circulation: | 30,921 |
| remainder, archive and voucher copies: | 606 |

3. Geographic circulation breakdown:

<table>
<thead>
<tr>
<th>economic region</th>
<th>share of total circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>94.0 %</td>
</tr>
<tr>
<td>Switzerland</td>
<td>3.0 %</td>
</tr>
<tr>
<td>Austria</td>
<td>2.7 %</td>
</tr>
<tr>
<td>other countries</td>
<td>0.3 %</td>
</tr>
<tr>
<td>total circulation</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>

3.1 Structure of the domestic market circulation by Nielsen areas:

- Nielsen 1: 8.2 % = 2,428 copies
- Nielsen 2: 15.0 % = 4,412 copies
- Nielsen 3a: 11.8 % = 3,491 copies
- Nielsen 3b: 22.1 % = 6,522 copies
- Nielsen 4: 33.7 % = 9,954 copies
- Nielsen 5+6: 4.2 % = 1,230 copies
- Nielsen 7: 5.0 % = 1,477 copies

Summary of the survey methodology:

1. Methodology: Circulation breakdown by file analysis – census
2. Universe (domestic total circulation) 29,514 = 100%
3. Sample: Survey is based on total database
4. Target person of survey: omitted
5. Period of analysis: July 2019
6. Conduction of analysis: publisher
Technical data

Printing technique / processing
Cover: sheet-fed offset
Contents: web-fed offset
Paper: 55 gr Holmen Plus 72
Processing: wire stitching
Format: trimmed format 230 mm x 297 mm
add 5 mm per trimmed edge for bleed size
type area: 195 mm x 260 mm

Please position all image elements 4 mm from the outer edges. We prefer non-separatet single-page PDFs in the format V1.3 or V1.4.

For detailed specifications please ask your contact person.

Nelli Schulz, nschulz@wekanet.de
Julia Hecker, jhecker@wekanet.de
Delivery address for advertising material: werbemittel@weka-fachmedien.de

file names should be given as in the example: customer_MUT_issue
(for example: Lexware_MUT_1_20)

Proof
Contents: Content proofs must be delivered in 4c based on the standard "PSO_INP_Paper_eci.icc" for offset printing.
Cover: Cover proofs must be delivered in 4c based on the standard "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 tone value variations may occur (tolerance range due to the web offset printing process.
In multi-colour print black full tone areas should have a 40% cyan to give a rich black.
FTP access: on request

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

Loose inserts:
Minimum format: 105 mm width x 148 mm height
Maximum format: 10 mm smaller than the magazine on each side
Minimum weight: 150 gsm for single leaf
Maximum weight: on request
Positioning: best possible
loose inserts must be delivered cut and folded and as a finished product and be adapted for mechanical processing
placement possibilities: print run, part of circulation by zip-codes or by qualified addresses

Bound inserts:
Extent: 4 pages (more on request)
Minimum format: 105 mm width x 148 mm height
Maximum format: Format of the magazine
trimmed pages should have an additional 5 mm on each border to be cut off
Minimum weight: for 4-pages products 100 gsm
bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing

Tip-on ads:
folded products must be close to the gutter and be adapted for mechanical processing positioning and formats on request
placement possibilities: print run and part of circulation of the tip-on inserts by zip codes

CD:
Positioning on request.

Delivery date and address for bound inserts, loose inserts and tip-on ads:
For dates and terms please ask your contact person.
L.N. Schaffrath DruckMedien GmbH & Co. KG, Marktweg 42-50, D-47608 Geldern
Delivery note: please mark clearly: “loose/bound insert CUSTOMER, for Markt&Technik-issue xy/2020”
Further information and advertising possibilities as well as detailed technical specifications can be found in the media data of elektroniknet.de. Also available online at www.weka-fachmedien.de/media/mediadaten-englisch/ and in the showroom: www.elektroniknet.de/media/showroom
Home page promotion

Your company logo appears on the front page, linked to a more detailed company portrait and all your open positions.

(via automatic import from your Website *)

Premium employer with link to a company portrait and job advertisements on mut-job.de

Are you looking for the best engineers and experienced executives in the electronics and electrical engineering industries?

You want to position your company as an attractive employer at your right target group?

With Markt&Technik Job powered by SchuhEder Consulting, you gain access to your target group in the electronics industry.

With targeted coverage!

Duration | 3 months | 6 months | 12 months
---|---|---|---
up to 5 job openings | 2,500.- Euro | 4,000.- Euro | 7,000.- Euro
up to 10 job openings | 3,500.- Euro | 5,000.- Euro | 8,000.- Euro
up to 50 job openings | 4,500.- Euro | 6,000.- Euro | 9,000.- Euro
more than 50 job openings | 5,500.- Euro | 7,000.- Euro | 10,000.- Euro

(Prices are exclusive of applicable VAT. Prices are not discountable.)

*) only possible if the technical requirements are met. For the automatic import of your recruitment ads, we need them in the form of an XML Feed. Adjustments by our IT service provider will be charged separately if required.
Online placement of your recruitment ads

STANDARD: € 490.-
The ad will appear optimally placed and linked to the appropriate category for 60 days. If the position is not filled by then, we will extend the duration - without additional costs - for another 60 days (including ad optimization).

With Markt&Technik Job, you gain access to your target group in the electronics industry. Without wasted coverage!

Markt&Technik Job reaches thousands of engineers and technicians in the field of electronics and electrical engineering throughout Germany.

Using Trade Fairs as a recruitment medium.

Trade fairs are perfect for finding new employees.

mut-job.de offers you the ideal environment to address visitors to the leading trade fairs in the field of electronics and electrical engineering:

- SENSOR+TEST 2020
- electronica 2020
- PCIM Europe
- Halbleitermesse 2020
- Embedded World 2020

Professional and long-term employer branding is just as important to your company as the careful targeting of your job advertisements. Especially in the German electronics industry - where there is almost full employment - you gain a decisive advantage over your competitors through a good employer branding.

PREMIUM EMPLOYER PORTRAIT: € 990.-
+ duration: 12 months
+ detailed company profile on www.mut-job.de
+ allocation by sector
+ 1 cover picture
+ up to 8 company photos
+ linking with job offers possible

price: € 2,990.-
(no discounts)
Employer storytelling by »Markt&Technik excitING« is

- credible and modern
- designed according to customer requirements: text, video, photo galleries on markt-technik.de/karriere and/or in Markt&Technik
- creative for new themes to authentically report on engineering jobs
- perfect for a custom infographic to show all the employer advantages at a glance

also distributed via social media
- online at www.markt-technik.de
- good for campaigns and new ideas like the „Employer Pitch“ (video to present yourself as an employer, including reader vote)
- additionally bookable on www.mut-job.de

**Offer modules**

»excitING« article:
- Telephone briefing for Employer Branding/Storytelling
- Max. 4 hours interview, research with an editor
- Article creation up to customer acceptance
- Travel costs up to 50 km free, then 30 cents per km
- Publication in Markt&Technik (reach K1: 108,000)
- Publication on www.markt-technik.de
- Publication in the e-newsletter

Whole page: € 4,900.-
Double page: € 8,500.-
(Prices not discountable)

**Employer Pitch:**

Convince as an employer - authentically and without empty phrases. What makes you distinctive and attractive? What is your core message to applicants?
- Telephone briefing
- Participation on the shooting day at the publishing house or sending a 60-second videos
- Publication of the video in the media library at www.markt-technik.de/employer-pitch and on our social media channels
- Promotion of the video in a newsletter

€ 2,500.-
(price not discountable)
**Customized Services**

WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a cross-media marketing portfolio across all industries.

<table>
<thead>
<tr>
<th>PR services / content creation</th>
<th>Event management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whether you want to arouse curiosity, convince or inform - we support and mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.</td>
<td>Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences - we organize your tailor-made event. Our event services include among others: conception, location selection, speaker placement, invitation management, catering.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lead generation</th>
<th>Social media concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate valuable contact data from potential customers, for example with: webinars, white paper, sweepstakes.</td>
<td>With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cross-industry media planning</th>
<th>Video and audio productions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.</td>
<td>Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing. Examples: company presentation, trade fair films, interviews, product clips.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Translations</th>
<th>Market research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.</td>
<td>Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.</td>
</tr>
</tbody>
</table>

**Contact:**
Marc Adelberg – Customer Brand Manager
phone: +49 89 25556-1572 - email: madelberg@weka-fachmedien.de
Your event partner

You want to meet your target group personally?
Then the events of Markt&Technik are just right for you.

Experts meets Experts is the motto

Visionary keynotes, technical in-depth lectures, live networking, delicious catering and ambience form the framework of Markt&Technik events.

How can you participate?

- as a speaker with an relevant lecture
- as an exhibitor with your portfolio and advice
- as a sponsor with your marketing message in all promotion

We also offer customized events - the Exclusive-Package includes:

- program development
- speaker selection from a top-class network
- organization and realization of the exclusive event
- crossmedia marketing of the event

Give us a call and be part of the community!

Contact:
Corina Prell, Sales Manager Events, Phone: +49 89 25556-1393,
E-mail: cprell@weka-fachmedien.de

28. – 29.01.2020, Munich
28. – 29.01.2020, Munich
22. – 24.06.2020, Stuttgart
01. – 02.07.2020, Munich
02.07.2020, Munich
14.10.2020, Munich
20. – 21.10.2020, Sindelfingen
28. – 29.10.2020, Munich
24. – 25.11.2020, Nuremberg
1. An “order” in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of online advertising for an advertising space buyer at the web sites of the publisher.

2. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest. The publisher reserves the right to change the date and time of insertion at the earliest when the client agrees in writing.

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

4. Cancellation fee online: Cancellation until two weeks before the commencement of insertion of insert is free of charge. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs:
   - 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion;
   - 50% of the net value of the order for cancellation within one week of the commencement of insertion;
   - 100% of the net value of the order for cancellation on the day of the commencement of insertion.

5. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month before its entry into force.

6. The publisher is not liable for alterations to originally agreed versions that are wished by the client and for which the latter is responsible because of the technical quality of advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

7. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

8. The publisher reserves the right to supply proofs if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include all error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

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

10. 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 and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPA 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) of the web 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.

11. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Termination of the affiliation of an enterprise also terminates any joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Termination of the affiliation of an enterprise also terminates any joint discount.

12. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultless substitute advertisement at the expense to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set them for this purpose to pass by, or if the substitution advertisement is again not free of faults, the client may claim a reduction in the consideration.

13. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfilment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).

14. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

15. The client is responsible for punctual delivery of proper ready to print copy or supplements or for punctual delivery of materials required for online advertising.

16. Advertising brokers and advertising agencies are bound to abide by the price list of the publisher in their proposals, contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

17. An “order” in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of online advertising for an advertising space buyer at the web sites of the publisher.

18. Intended for distribution, on a suitable spot, that is unless the publisher expressly agrees to them.

19. Online advertising will cover banners, pop-ups, special interest and keyword placements.

20. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In respect to this they indemnify the publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.

21. The client avouches that they are entitled to the connectivity linked to the online advertising. The client furthermore avouches that they will abide by the applicable data privacy legislation – in particular of the Federal and Telecommunications Data Protection Act – and also impose such a responsibility on all employees and contractors as may be required. They also agree that the insertion of advertising material in the online offering of the publisher, the client also avouches that they will abide by the precepts of the German Telecommunications Act acting. The publisher reserves the right to cease advertising if the client is in breach of this or if the data privacy legislation is not observed.

22. The client is responsible for punctual delivery of proper ready to print copy or supplements or for punctual delivery of materials required for online advertising.

23. The client is responsible for punctual delivery of proper ready to print copy or supplements or for punctual delivery of materials required for online advertising. The price of online advertising already inserted will also be billed.

24. Online advertising is placed as reasonably seen fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date and time of insertion at the earliest when the client agrees in writing.

25. Online advertising is performed as reasonably seen fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date and time of insertion at the earliest when the client agrees in writing.

26. Online advertising is placed as reasonably seen fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date and time of insertion at the earliest when the client agrees in writing.
Markt&Technik, the independent weekly trade journal for electronics, and many trend guides

Your crossmedia brand

Customized Publishing

The up-to-date web service markt-technik.de and the newsletter markt-technik.de

Successful events

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