Markt & Technik

M E D I A  G U I D E

2020

PRINT ONLINE EVENTS
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 (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 Niekrawietz, International Account
mniekrawietz@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>%</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>of which are:</td>
<td></td>
<td></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 pieces</td>
<td></td>
</tr>
</tbody>
</table>

15 Editorial content analysis:

<table>
<thead>
<tr>
<th>Category</th>
<th>Pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>latest news</td>
<td>1,191</td>
<td>38.4%</td>
</tr>
<tr>
<td>product articles/market 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>2c</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd + 4th cover page</td>
<td>10,590.⁻</td>
<td></td>
</tr>
<tr>
<td>1/1 page</td>
<td>7,220.⁻</td>
<td>8,660.⁻</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4,920.⁻</td>
<td>5,900.⁻</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>4,210.⁻</td>
<td>5,050.⁻</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3,740.⁻</td>
<td>4,480.⁻</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2,510.⁻</td>
<td>3,010.⁻</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,920.⁻</td>
<td>2,300.⁻</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>1,290.⁻</td>
<td>1,550.⁻</td>
</tr>
<tr>
<td>1/8 page</td>
<td>990.⁻</td>
<td>1,190.⁻</td>
</tr>
<tr>
<td>per mm, 1-column</td>
<td>7.50</td>
<td>9.00</td>
</tr>
<tr>
<td>seminar ads</td>
<td>230.⁻</td>
<td>280.⁻</td>
</tr>
<tr>
<td>product of the week</td>
<td>1,730.⁻</td>
<td></td>
</tr>
<tr>
<td>exciting</td>
<td>from 4,900.⁻</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):  
Frequency discount  
3 or more insertions 3%  
6 or more insertions 5%  
9 or more insertions 10%  
12 or more insertions 15%  
18 or more insertions 20%  
24 or more insertions 25%  
Volume discount  
3 or more pages 5%  
6 or more pages 10%  
9 or more pages 15%  
12 or more pages 18%  
15 or more pages 20%  
18 or more pages 22%  
24 or more pages 25%  

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 for 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

mm ads:  
minimum size: 1-column/20 mm  
Seminar ads:  
Format: 61 mm width x 80 mm height

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)

Double page spread across gutter
width x height
460 x 297 mm

1 1/2 pages across gutter
width x height
345 x 297 mm
310 x 260 mm

1 1/2 pages across gutter
width x height
460 x 143 mm
414 x 130 mm

1/1 page
width x height
230 x 297 mm
195 x 260 mm

2/3 page
width x height
230 x 198 mm
195 x 176 mm

2/3 page
width x height
168 x 205 mm
145 x 190 mm

junior page
width x height
230 x 143 mm
195 x 130 mm

1 1/2 page
width x height
230 x 99 mm
195 x 86 mm

1/3 page
width x height
72 x 143 mm
61 x 130 mm

1/4 page
width x height
112 x 143 mm
95 x 130 mm

1/4 page
width x height
112 x 71 mm
95 x 65 mm

1/4 page horizontal
width x height
230 x 50 mm
195 x 44 mm

1/6 page horizontal
width x height
230 x 37 mm
195 x 33 mm

1/8 page horizontal
width x height
112 x 65 mm
95 x 50 mm

1/8 page vertical
width x height
53 x 143 mm
45 x 130 mm

island ad
width x height
45 x 50 mm

trim size: 5mm
column width: 45 mm
cover picture Trend-Guide
incl. cover story
Format: 230 mm x 297 mm
add bleed
€ 10,600.-
(no discounts)

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

cover picture SmarterWorld
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 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. Schafferth 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
Ibw € 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
<table>
<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>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>Jan 10, 2020</td>
<td>Dec 19, 2019</td>
<td>Analysts’ preview 2020</td>
<td>power supply</td>
<td>industrial computers &amp; embedded systems</td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>5</td>
<td>Jan 31, 2020</td>
<td>Jan 17, 2020</td>
<td>passive components</td>
<td>microcontrollers/processors/DSPs</td>
<td>cases &amp; cabinets</td>
<td></td>
</tr>
<tr>
<td>Q 1</td>
<td>Jan 17, 2020</td>
<td>Jan 17, 2020</td>
<td>Quarterly Distribution &amp; Supply Chain</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Feb 07, 2020</td>
<td>Jan 24, 2020</td>
<td>power electronics</td>
<td>plugin connectors &amp; cables</td>
<td>displays</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Feb 14, 2020</td>
<td>Jan 31, 2020</td>
<td>identification systems/RFID</td>
<td>memory ICs</td>
<td>power supply</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Feb 21, 2020</td>
<td>Feb 07, 2020</td>
<td>UPS technology</td>
<td>production IT</td>
<td>sensor technology</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Feb 28, 2020</td>
<td>Feb 14, 2020</td>
<td>industry 4.0 &amp; IIoT</td>
<td>medical electronics</td>
<td>rugged components</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>cases for rugged environments</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mar 06, 2020</td>
<td>Feb 21, 2020</td>
<td>distribution</td>
<td>industry communications/</td>
<td>drive engineering</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>trade show issue: Light+Building 2020</td>
<td>industrial ethernet/field busses</td>
<td></td>
<td>Light+Building</td>
</tr>
<tr>
<td>SW 1</td>
<td>Feb 21, 2020</td>
<td>SmarterWorld</td>
<td>smart batteries: battery solutions for the smart world of tomorrow</td>
<td></td>
<td></td>
<td>Frankfurt, Mar 08 - Mar 13, 2020</td>
</tr>
<tr>
<td>11</td>
<td>Mar 13, 2020</td>
<td>Feb 28, 2020</td>
<td>displays</td>
<td>oscilloscopes</td>
<td>analog &amp; power management ICs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>trade show issue: EMV 2020</td>
<td></td>
<td></td>
<td></td>
<td>EMV</td>
</tr>
<tr>
<td>PGS 1</td>
<td>Feb 28, 2020</td>
<td>Production &amp; Service</td>
<td>conductor boards, manufacturing equipment, EMS</td>
<td></td>
<td></td>
<td>Cologne, Mar 17 - Mar 19, 2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td>joining technique, relays, keys/switches/HMI, heat management, cabinets, quartzes, inductors, transformers, condensers, market overviews</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>trade show issue: LOPEC 2020</td>
<td></td>
<td></td>
<td></td>
<td>LOPEC</td>
</tr>
<tr>
<td>13</td>
<td>Mar 27, 2020</td>
<td>Mar 13, 2020</td>
<td>microcontrollers/processors/DSPs</td>
<td>robotics</td>
<td>communication technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>special: power supply</td>
<td></td>
<td></td>
<td></td>
<td>MedtecLIVE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Nuremberg, Mar 31 - Apr 02, 2020</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>-----------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>APRIL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Apr 03, 2020 sensor technology, automotive, image processing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TG 2</td>
<td>Apr 08, 2020 Trend-Guide: industry 4.0, IoT &amp; AI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Apr 09, 2020 wireless communications, test &amp; measurement, plug connectors &amp; cables</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Apr 01, 2020 MEMS, trade show issue: Hannover Messe 2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q 2</td>
<td>Apr 01, 2020 Quarterly Distribution &amp; Supply Chain</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Apr 24, 2020 cases &amp; cabinets, programmable logics, quartzes/oscillators/transmitters</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Apr 30, 2020 3D printing, power supply, keys/switches/HMI, SMTconnect</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TG 3</td>
<td>May 06, 2020 Trend-Guide: Industrial computers &amp; embedded systems, market overviews</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>May 08, 2020 rail engineering, displays, passive components</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>May 15, 2020 LED/lighting, analog &amp; power management ICs, HF components</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TG 4</td>
<td>May 20, 2020 Trend-Guide: automotive, business entries, market overviews</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>May 22, 2020 special: plugin connectors &amp; cables, safety &amp; security, optoelectronics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>May 29, 2020 relays, industry 4.0 &amp; IoT, test &amp; measurement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>JUNE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Jun 05, 2020 heat management &amp; cooling technology, microcontrollers/processors/DSPs, power supply</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SW 2</td>
<td>Jun 05, 2020 SmarterWorld</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TG 5</td>
<td>Jun 10, 2020 Trend-Guide: sensor technology, business entries, market overviews</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Jun 12, 2020 industrial computers &amp; embedded systems, power electronics, identification systems/RFID</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Jun 19, 2020 EMV/ESD, trade show issue: SENSOR + TEST 2020, keys/switches/HMI, robotics</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PGS 2</td>
<td>Jun 04, 2020 Production &amp; Service, conductor boards, manufacturing equipment, EMS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Jun 26, 2020 industry communications/industrial ethernet/field busses, batteries/accumulators/charging devices, displays</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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>
</table>
| 27    | Jul 03, 2020    | Jun 19, 2020   | artificial intelligence | image processing | plug-in connectors & cables | Application forum passive components  
Munich, Jul 01 - Jul 02, 2020  
Application forum EMC  
Munich, Jul 02, 2020 |
| TG 6  | Jul 08, 2020    | Jun 17, 2020   | Trend-Guide: power supply & power management  
AC/DC converters, DC/DC converters, batteries, power management ICs, power electronics, battery charging ICs, operational amplifier, market overviews | | | |
| 28    | Jul 10, 2020    | Jun 26, 2020   | quartzes/oscillators/transmitters | test & measurement | cases & cabinets | |
| 29    | Jul 17, 2020    | Jul 03, 2020   | memory ICs  
special: passive components | LED/lighting | sensor technology | |
| 30    | Jul 24, 2020    | Jul 10, 2020   | microcontrollers/processors/DSPs | 3D printing | industrial computers & embedded systems | |
| Q 3   | Jul 24, 2020    | Jul 10, 2020   | Quarterly Distribution & Supply Chain | | | |
| 31    | Jul 31, 2020    | Jul 17, 2020   | industry 4.0 & IIoT | displays | heat management & cooling technology | |
| 32    | Aug 07, 2020    | Jul 24, 2020   | starter kits & development tools | plugin connectors & cables | power electronics | |
| 33    | Aug 14, 2020    | Jul 31, 2020   | keys/switches/HMI | distribution | UPS technology | |
| 34    | Aug 21, 2020    | Aug 07, 2020   | test & measurement | automotive | power supply | |
| 35    | Aug 28, 2020    | Aug 14, 2020   | image processing | cases & cabinets | microcontrollers/processors/DSPs | |
| 36    | Sep 04, 2020    | Aug 21, 2020   | analog & power management ICs | heat management & cooling technology | safety & security | |
| SW 3  | Sep 04, 2020    | Aug 21, 2020   | SmarterWorld | smart sensors: products and solutions for the smart world of tomorrow | | |
| 37    | Sep 11, 2020    | Aug 28, 2020   | medical electronics  
special: embedded computing | relays | quartzes/oscillators/transmitters | |
| PGS 3 | Sep 11, 2020    | Aug 28, 2020   | Production & Service  
conductor boards, manufacturing equipment, EMS | | | |
| 38    | Sep 18, 2020    | Sep 04, 2020   | robotics  
trade show issue: InnoTrans 2020 | industry 4.0 & IIoT | plug-in connectors & cables | InnoTrans  
Berlin, Sep 22 - Sep 25, 2020 |
<p>| TG 7  | Sep 23, 2020    | Sep 02, 2020   | electronica compass 2020: Official magazine of Messe München | | | |
| 39    | Sep 25, 2020    | Sep 11, 2020   | oscilloscopes | passive components | displays | |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Industry Focus</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OCTOBER</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 02, 2020</td>
<td>special: power supply</td>
<td>sensor technology</td>
<td>Motek 2020</td>
</tr>
<tr>
<td></td>
<td>trade show issue: Motek 2020</td>
<td>industry communications/industrial ethernet/field busses</td>
<td>Stuttgart, Oct 05 - Oct 08, 2020</td>
</tr>
<tr>
<td>Oct 09, 2020</td>
<td>automotive</td>
<td>microcontrollers-processors/DSPs keys/switches/HMI</td>
<td></td>
</tr>
<tr>
<td>Oct 16, 2020</td>
<td>drive engineering</td>
<td>heat management &amp; cooling technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oct 02, 2020</td>
<td>test &amp; measurement</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Quarterly Distribution &amp; Supply Chain</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 21, 2020</td>
<td><strong>EMS-Guide:</strong> trends, services, business entries, market overviews</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 23, 2020</td>
<td>plug-in connectors &amp; cables</td>
<td>optoelectronics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SmarterWorld</td>
<td>smart power: products and solutions for the smart world of tomorrow</td>
<td></td>
</tr>
<tr>
<td>Oct 30, 2020</td>
<td>industry 4.0 &amp; IoT</td>
<td>analog &amp; power management ICs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>trade show guide: electronica 2020</td>
<td>conductor boards &amp; manufacturing technology</td>
<td></td>
</tr>
<tr>
<td>Nov 04, 2020</td>
<td>SPS Guide 2020 - trends, components, systems, applications and manufacturing for industrial electronics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov 06, 2020</td>
<td>trade show issue: electronica 2020</td>
<td>communication technology/5G relays</td>
<td></td>
</tr>
<tr>
<td>Nov 13, 2020</td>
<td>batteries/accumulators/charging devices</td>
<td>EMV/ESD</td>
<td></td>
</tr>
<tr>
<td>Nov 20, 2020</td>
<td>organic and printed electronics</td>
<td>distribution</td>
<td></td>
</tr>
<tr>
<td>Nov 06, 2020</td>
<td>trade show issue: SPS 2020</td>
<td>passive components</td>
<td></td>
</tr>
<tr>
<td>Nov 27, 2020</td>
<td>displays</td>
<td>power supply</td>
<td></td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td></td>
<td>sensor technology</td>
<td></td>
</tr>
<tr>
<td>Dec 02, 2020</td>
<td><strong>Buyers Guide components 2021:</strong> semiconductors, electromechanics, power supply, passive components, optoelectronics, market overviews</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec 04, 2020</td>
<td>test &amp; measurement</td>
<td>design tools &amp; development systems rail engineering</td>
<td></td>
</tr>
<tr>
<td>Dec 04, 2020</td>
<td><strong>Production &amp; Service</strong></td>
<td>conductor boards, manufacturing equipment, EMS</td>
<td></td>
</tr>
<tr>
<td>Dec 11, 2020</td>
<td>industrial computers &amp; embedded systems</td>
<td>power electronics</td>
<td></td>
</tr>
<tr>
<td>Nov 27, 2020</td>
<td><strong>SmarterWorld</strong></td>
<td>smart factory: products and solutions for the smart world of tomorrow</td>
<td></td>
</tr>
<tr>
<td>Nov 27, 2020</td>
<td>semiconductor forum 2021</td>
<td>quartzes/oscillators/transmitters plug-in connectors &amp; cables</td>
<td></td>
</tr>
</tbody>
</table>
**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 …**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial intelligence</td>
<td>70%</td>
</tr>
<tr>
<td>Electromobility</td>
<td>70%</td>
</tr>
<tr>
<td>Industry 4.0 / IOT</td>
<td>65%</td>
</tr>
<tr>
<td>Safety / Security</td>
<td>64%</td>
</tr>
<tr>
<td>Automotive</td>
<td>56%</td>
</tr>
<tr>
<td>3D-print</td>
<td>53%</td>
</tr>
<tr>
<td>5G</td>
<td>52%</td>
</tr>
<tr>
<td>Medical electronics</td>
<td>42%</td>
</tr>
<tr>
<td>Lighting</td>
<td>41%</td>
</tr>
<tr>
<td>Blockchain</td>
<td>33%</td>
</tr>
<tr>
<td>Rail engineering</td>
<td>24%</td>
</tr>
<tr>
<td>Agricultural engineering</td>
<td>16%</td>
</tr>
<tr>
<td>Others</td>
<td>27%</td>
</tr>
</tbody>
</table>

**Industry of the company**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial electronics</td>
<td>57%</td>
</tr>
<tr>
<td>Test &amp; measurement</td>
<td>56%</td>
</tr>
<tr>
<td>Data processing</td>
<td>52%</td>
</tr>
<tr>
<td>Apparatus engineering</td>
<td>30%</td>
</tr>
<tr>
<td>Engineering</td>
<td>29%</td>
</tr>
<tr>
<td>Automotive engineering</td>
<td>28%</td>
</tr>
<tr>
<td>Engineering office</td>
<td>28%</td>
</tr>
<tr>
<td>Medical engineering</td>
<td>23%</td>
</tr>
<tr>
<td>Consumer electronics</td>
<td>23%</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>23%</td>
</tr>
<tr>
<td>Precision engineering, optics</td>
<td>19%</td>
</tr>
<tr>
<td>Distribution of electronic</td>
<td>18%</td>
</tr>
<tr>
<td>devices, modules, etc</td>
<td></td>
</tr>
<tr>
<td>Agricultural engineering</td>
<td>17%</td>
</tr>
<tr>
<td>Transportation (railway, ship,</td>
<td>13%</td>
</tr>
<tr>
<td>airplane, heavy traffic)</td>
<td></td>
</tr>
<tr>
<td>Component manufacturing</td>
<td>12%</td>
</tr>
<tr>
<td>Military electronics</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Main field of activity**

<table>
<thead>
<tr>
<th>Field of Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research &amp; development</td>
<td>65%</td>
</tr>
<tr>
<td>Management</td>
<td>49%</td>
</tr>
<tr>
<td>Production / manufacturing /</td>
<td>34%</td>
</tr>
<tr>
<td>quality control</td>
<td></td>
</tr>
<tr>
<td>Purchasing / procurement</td>
<td>30%</td>
</tr>
</tbody>
</table>
General reactions to ads within the last 12 months:
As a reaction to ads in Markt&Technik...

- I have purchased the advertised products/services: 26%
- I have recommended the products/services: 31%
- I have passed the ad on to somebody: 72%
- I have talked with a colleague about the company and/or their products: 76%
- I have requested more information about the company: 52%
- I have visited the website of the company: 84%
- At least one of the above mentioned reactions: 94%

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

- Automation (net): 66%
- Industrial control systems: 16%
- Sensors: 20%
- Field bus components: 36%
- Drive technology: 19%
- Image data processing: 54%
- Robotics: 17%
- HMI: 11%

- Electromechanics (net): 70%
- Cases/boards: 26%
- Connectors/cables: 46%
- Cooling technology/heat management: 21%
- Switches: 37%
- Relays: 29%
- EMC components: 36%
Planned investments in the product field power supply in the next 12 months …

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

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

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

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

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

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

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:

<p>| economic region | share of total circulation |</p>
<table>
<thead>
<tr>
<th>%</th>
<th>copies</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. Conduct 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, nenschulz@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
Minimum weight: for 4-pages products 100 gsm
trimmed pages should have an additional 5 mm on each border to be cut off
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
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!**

**Booking information at www.mut-job.de**

Markt&Technik Job – The career portal for the electronics industry.

**Richard-Reitzner-Allee 2, 85540 Haar**

---

**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**

<table>
<thead>
<tr>
<th>Duration</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 5 job openings</td>
<td>2,500.- Euro</td>
<td>4,000.- Euro</td>
<td>7,000.- Euro</td>
</tr>
<tr>
<td>up to 10 job openings</td>
<td>3,500.- Euro</td>
<td>5,000.- Euro</td>
<td>8,000.- Euro</td>
</tr>
<tr>
<td>up to 50 job openings</td>
<td>4,500.- Euro</td>
<td>6,000.- Euro</td>
<td>9,000.- Euro</td>
</tr>
<tr>
<td>more than 50 job openings</td>
<td>5,500.- Euro</td>
<td>7,000.- Euro</td>
<td>10,000.- Euro</td>
</tr>
</tbody>
</table>

(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.

Inform trade fair visitors about specific and exciting positions in your company!

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

Social Media Plus - Career

• distribution: elektroniknet.de/karriere, career newsletter (issue to be determined), twitter, XING, LinkedIn
• distribution on Social Media channels within 24 hours after article has been published on elektroniknet.de/karriere
• script, picture and format sizes similar to elektroniknet.de/karriere, article marked as „advert“ on website and in the newsletter logo or picture
• storytelling: characters: max. 2,000 incl. space, picture: max. 628 x 353 pixel, ratio: 16:9
• processing time: 5 days

price: € 2,990.- (no discounts)
There are no „good“ employers - nor „bad“ employers, but only those that are more suitable or less suitable. In order to make things easier for potential applicants, Markt&Technik helps companies become transparent. 

»excitING« is a company sponsored category in Markt&Technik and on markt-technik.de. Journalistically written as a text or via video. The editors present employers based on their individual corporate cultures. Instead of exchangeable coverage, »excitING« offers authentic employer communication, written journalistically or filmed.

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 video
- 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.

**PR services / content creation**
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.

**Event management**
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.

**Lead generation**
Generate valuable contact data from potential customers, for example with: web-seminars, white paper, sweepstakes.

**Social media concepts**
With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.

**Cross-industry media planning**
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.

**Video and audio productions**
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.

**Translations**
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.

**Market research**
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.

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

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battery World</td>
<td>28. – 29.01.2020</td>
<td>Munich</td>
</tr>
<tr>
<td>Forum Power Architectures</td>
<td>28. – 29.01.2020</td>
<td>Munich</td>
</tr>
<tr>
<td>Forum Safety &amp; Security</td>
<td>22. – 24.06.2020</td>
<td>Stuttgart</td>
</tr>
<tr>
<td>Passive Bauenlemente</td>
<td>01. – 02.07.2020</td>
<td>Munich</td>
</tr>
<tr>
<td>EMV</td>
<td>02.07.2020</td>
<td>Munich</td>
</tr>
<tr>
<td>Sensorik</td>
<td>14.10.2020</td>
<td>Munich</td>
</tr>
<tr>
<td>Internet of Things</td>
<td>20. – 21.10.2020</td>
<td>Sindelfingen</td>
</tr>
<tr>
<td>Leistungshalbleiter</td>
<td>28. – 29.10.2020</td>
<td>Munich</td>
</tr>
<tr>
<td>Automation 4.0</td>
<td>24. – 25.11.2020</td>
<td>Nuremberg</td>
</tr>
</tbody>
</table>
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 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.

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 in the online offering of the publisher. The object of the order includes, in particular, according to the special terms of the price list, the insertion of advertising material in the magazine(s) of the publisher as well as in the online offering of the publisher.

2. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof supplied on paper. Differences in color and contrast to the initially transmitted proofs may arise on the printing plate and, therefore, in the printed piece.

3. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client.

4. The publisher reserves the right to decline advertisement orders of the client, also single insertions, advertisement texts and supplement orders because of insufficiency or alterations to originally agreed versions that are wished by the client and for which the latter is responsible because of the technical quality of the supplied raw data or other circumstances. The client also agrees to reimbursing the publisher for all necessary expenses arising from the rectification of insufficiencies.

5. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher reserves the right to decide on the publication of advertisements at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain part of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without the need for an express agreement.

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

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

8. Cancellation fee online: Cancellation until two weeks before the commencement of insertion of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs:

- 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion;
- 50% of the net value of the order for cancellation within one week of the commencement of insertion;
- 60% of the net value of the order for cancellation of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed.

9. The client is responsible for the payment of the prescribed prices. Payment is possible by check or bank transfer.

10. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher is free to decline advertisement orders at any time, also single insertions, advertisement texts and supplement orders because of any circumstances.

11. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should substitution of the online advertising be refused by the client they are liable for the rectification cost incurred by the publisher.

12. The client expresses the understanding that the publisher may decline advertisement orders, also single insertions, advertisement texts and supplement orders because of insufficiency or alterations to originally agreed versions that are wished by the client and for which the latter is responsible because of the technical quality of the supplied raw data or other circumstances. The client also agrees to reimbursing the publisher for all necessary expenses arising from the rectification of insufficiencies.

13. The client undertakes to enter into an agreement with the relevant copyright holder in the event the inserted advertisement contains music, sound, name, figure, or other copyright protected matter. The client is responsible for ensuring that the transmitted data are free of any transmitted computer viruses.

14. The publisher reserves the right to publish advertisements in the next possible issue of the publication and online advertising, if necessary, in the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, if the client may claim impropriety of a faultless substitute impression, or if the publisher acts in accordance with the aforementioned stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format or layout, of being an integral part of the contract, that is unless the publisher expressly agrees to them.

15. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impropriety of a faultless substitute impression, or if the publisher acts in accordance with the aforementioned stipulations, or their publication is unacceptable for the publisher. Should the publisher allow a reasonable term set for this purpose to pass by, or if the substitute impression is again not free of faults, the client may claim a reduction of the payment of advertisement, to which extent the court may deviate from the publisher’s application.

16. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should substitution of the online advertising be refused by the client they are liable for the rectification cost incurred by the publisher.

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

18. Other than the publisher is only liable in as much as they, their auxiliaries and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.

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

20. Claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the termination of such claims, that is if they are founded on claims of deliberate negligence.

21. Proofs will only be supplied 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.

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

23. 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 contracts, orders increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPA basis, the publisher will invoice 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) thereof. Payment is due within 14 days after the end of the month in which 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.

24. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or advance payment is agreed or the client is a merchant in the sense of the code of commercial law, in which case the amount due when the advertisements are completed and payment of any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

25. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA [society for musical performing and sound reproduction rights].

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

27. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law, or other legal person. In any other case the place of jurisdiction is that of the publisher. Any disputes between the client and the publisher are subject to the laws of Germany in accordance with the EC provisions on the limitation period and jurisdiction, regardless of the chosen place of jurisdiction.

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

29. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impropriety of a faultless substitute impression, or if the publisher acts in accordance with the aforementioned stipulations, or their publication is unacceptable for the publisher. Should the publisher allow a reasonable term set for this purpose to pass by, or if the substitute impression is again not free of faults, the client may claim a reduction of the payment of advertisement, to which extent the court may deviate from the publisher’s application.

30. Any insufficiencies or termination of the contract may have an effect on the operation of the website of the publisher. The client undertakes to indemnify the publisher from all claims that are caused by their own fault, and to reimburse the publisher for any necessary expenses arising from the insufficiencies.

31. This contract is made in the language of the German Federal Republic.