SmarterWorld is the medium for smart technologies of networked electronic systems. From electronic, efficient components and networked subsystems to the Internet of Things. The application spectrum ranges from smart homes and buildings to smart cities and grids to critical infrastructures. The new smart energy generation world, industrial smart automation and production as well as smart mobility have in common the networking of electronic devices from the most diverse fields of application, which are growing together to form the Internet of Things (IoT), the most important new infrastructure of the 21st century.

With a view to efficiency, SmarterWorld brings a consistent structure to the topic. In detailed technical articles and interviews, the experienced editors introduce readers to new products, technical trends and activities relating to technical developments, standards and regulations. SmarterWorld brings a concentrated knowledge lead in the technical trend domains to the topics Smart Sensors, Smart Batteries, Smart Power, Smart Distribution and Smart Factory.

In the Smart Automation/IoT, Smart Energy, Smart Generation, Smart Utilities, Smart Power and Smart Components sections, smarterworld.de provides round-the-clock information on the latest technical trends, new business models and relevant political discussions and regulations. The smarterworld.de newsletter, which appears twice a week, reaches more than 12,000 recipients (August 2019) and is the ideal advertising medium with current trends, the latest products and the latest specialist knowledge.

Status: web site for energy efficiency
Web address (URL): www.smarterworld.de
Audit: IVW-Online
Host: WEKA FACHMEDIEN GmbH
Address: Richard-Reitzner-Allee 2, 85540 Haar, Germany
Phone: +49 89 25556-1336
Fax: +49 89 25556-1399
E-mail: media@smarterworld.de
Editorial office: Dr. Ingo Kuss, editor-in-chief
ikuss@weka-fachmedien.de
Sales: Martina Niekrawietz, advertising manager
mniekrawietz@weka-fachmedien.de

Categories:

- **Smart Power**
  - power supply, power management, batteries, charging devices, energy storage devices

- **Smart Components**
  - semiconductors, electromechanics, passiv components

- **Smart Energy**
  - lighting, smart building/smart home, smart meter, smart mobility

- **Smart Automation/IoT**
  - automation, IIoT & IoT, industry 4.0, smart production, energy management

- **Smart Generation**
  - solar, wind, renewable energies, energy production, smart grid

- **Smart Utilities**
  - energy supply, energy production, energy distribution, smart grid

The showroom of smarterworld.de (also in English!):

www.smarterworld.de/media/showroom
SmarterWorld is the medium for smart technologies of networked electronic systems. SmarterWorld is published 5 times a year as a bound insert in Markt&Technik.

Advertising: Martina Niekrawietz, International Account, mniekrawietz@weka-fachmedien.de

Digital data transfer: Julia Hecker, jhecker@weka-fachmedien.de

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advertising formats and rates 2020 (in €)

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excitiNG: company portrait 1/4 page starting from 4,900.‐
Examples advertising formats:

- **double page spread across gutter**
  - Width x height: 420 x 297 mm

- **2 1/2 pages across gutter**
  - Width x height: 388 x 130 mm

- **1/1 trim size**
  - Width x height: 210 x 297 mm

- **2/3 page horizontal**
  - Width x height: 122 x 260 mm

- **1/3 page horizontal**
  - Width x height: 186 x 86 mm

- **1/3 page vertical**
  - Width x height: 58 x 260 mm

- **Island ads**
  - Width x height: 43 x 50 mm up to 80 mm

- **1/2 page vertical**
  - Width x height: 186 x 130 mm

- **1/2 page horizontal**
  - Width x height: 90 x 260 mm

- **1/4 page**
  - Width x height: 90 x 65 mm

- **1/8 page**
  - Width x height: 90 x 33 mm

- **1/6 page**
  - Width x height: 58 x 130 mm

- **1/16 page vertical**
  - Width x height: 43 x 65 mm

- **1/1 page**
  - Width x height: 186 x 260 mm

- **2/3 page vertical**
  - Width x height: 186 x 176 mm

- **junior page**
  - Width x height: 137 x 190 mm

- **trim size**
  - Width x height: 152 x 205 mm

- **leaflets, cards or single sheets**
- leaflets, postcards
- tip-on-card or CD-ROM (only in combination with 1/1 page ad)
- half-page cover or cover page

**Examples for special ads:**

- Leaflets, cards or single sheets
- Leaflets, postcards
- Tip-on-card or CD-ROM (only in combination with 1/1 page ad)
- Half-page cover or cover page

**trim size:** add 5 mm per trimmed edge for bleed size
**column width:** 43 mm
Reactions to ads at smarterworld.de during the last 12 months

- I have forwarded information: 15%
- I have informed myself: 49%
- No reaction yet: 26%
- I have purchased or recommended the purchase: 10%

Assessment smarterworld.de

- smarterworld.de offers high editorial quality: 82%
- smarterworld.de is reliable: 87%
- smarterworld.de is trustworthy: 90%
- smarterworld.de is up-to-date: 93%

Newsletter of smarterworld.de

- I have purchased or recommended the purchase: 10%
- Yes, I use the newsletter regularly: 48%
- Yes, I use the newsletter sometime: 29%
- No, I do not use the newsletter yet: 23%
- No reaction yet: 26%

Business line

- science/education: 20%
- mobility: 24%
- city council/authority: 6%
- installation: 10%
- automation: 28%
- smart building/smart home: 16%
- wholesale/system integrator: 10%
- energy providers: 4%
- renewable energies (technology for wind/sun/water): 12%
- battery storage manufacturer: 2%
- others: 23%
**Business relevant and/or interesting topics**

- automation: 46%
- power supply: 41%
- energy-efficient electronics: 39%
- energy management: 33%
- energy storage: 28%
- power industry: 11%
- renewable energies: 32%
- semiconductor: 37%
- electromechanics/passive components: 27%
- industry 4.0/IoT: 27%
- IoT: 28%
- lighting: 19%
- smart building/smart home: 28%
- smart energy: 18%
- smart grid: 15%
- smart meter: 19%
- smart mobility: 26%
- measurement and sensor technology: 47%

**Main field of activity**

- corporate management: 14%
- purchasing/procurement: 11%
- energy manager: 5%
- marketing/sales: 14%
- development/construction: 45%
- production/manufacturing: 10%
- data processing: 5%
- quality control: 3%
- IT systems/equipment: 7%
- commercial management: 5%
- technical management: 11%
- after-sales service: 7%
- organization/logistics: 5%
- network planner: 2%
- plant operator: 5%
- others: 6%

*multiple answers possible*
Involvement in investment decisions

- purchase/budget approval: 7%
- decision regarding supplier: 18%
- decision regarding product/service: 29%
- consultation regarding supplier: 32%
- consultation regarding product/service: 50%

Information sources for products, suppliers and news in professional electronics

- trade journals from specialized publishers: 69%
- independent e-mail newsletters from specialized publishers: 58%
- independent websites of specialized publishers: 40%
- websites of manufacturers: 70%
- exhibitions/trade fairs/symposia/congresses: 52%
- seminars, workshops and trainings (not online/virtual): 18%

81% of users find advertising useful when it fits the content
Image gallery advertising
on request

Medium Rectangle 300 x 250

Flashbar 960 x 100

Video advertising
Use the media center as a platform for your adverts – for your pre-roll, overlay or trade show clip. Host your own video on smarterworld.de!
More information see page 21

Ad Words
headline plus 2 lines
25 characters per line incl. space characters
logo/image: 100 x 53 pixel

Medium Rectangle € 390.-

Sponsoring theme world
Get attention as a sponsor of a theme world.
• permanent visibility for 4 weeks in at least one category
• choose your own theme
• 1 sponsor’s notification plus topic-relevant editorial reports
• choose the start time
price: € 1,490.- Euro
(no discounts)

Suppliers’ compass
Premium entries in the suppliers compass are highly visible to your customers!
• each editorial article containing your company name features a box with all other articles about your company
• keywords additionally boost your visibility in the right context
• premium entries are mentioned in the newsletter
• and much more!
More information on pages 17 - 18

Sponsoring theme world

Flashbar € 390.-
We are happy to help with your banner design. Please ask your contact person.
Sponsoring of a category
Combine one and more advertising spaces simultaneously and show constant presence on smarterworld.de!

Banner advertising smartphone
Increase your CTR and present your products and services via our mobile offers!

Fireplace
Wide Skyscraper left + Wide Skyscraper right + Super Leaderboard above · € 500.-/1,000 ad impressions, incl. Billboard: € 660.-/1,000 ad impressions

Gold I
Leaderboard + Wide Skyscraper + Rectangle 300 x 200 € 460.-/1,000 ad impressions

Gold II
Leaderboard + Wide Skyscraper + Medium Rectangle € 570.-/1,000 ad impressions

Expanding advertising on request!
20% mark-up for expanding banners per click
50% mark-up for expanding banners per mouseover

<table>
<thead>
<tr>
<th>Scale of discount</th>
<th>Gross sales per year for all discountable forms of advertising on smarterworld.de</th>
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<td>from 2,000 Euro</td>
<td>3%</td>
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<tr>
<td>from 5,000 Euro</td>
<td>8%</td>
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<tr>
<td>from 10,000 Euro</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>from 25,000 Euro</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>
**Newsletter advertising formats**

The newsletter includes up-to-date trends, products and know-how and enables advertisers to communicate with a tailored target group.

---

**Premium Leaderboard**
€ 1,890.-

**Position 1**
Special placement for Native Ad, Text Ad, Billboard or Leaderboard below the editorial in the first place

**Position 1 below editorial**
€ 2,190.-

**Position 2 + 3**
inside the editorial messages
€ 1,890.-

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**Native Ad / Billboard**

**Native Ad**
headline + text and ad URL (max. 1 link)
picture: 225 x 127 pixel, max. 200 KB
logo: 150 x 50 pixel
data format: PNG, GIF, JPEG
headline: max. 40 characters, text: max. 300 characters each incl. spaces
alternative delivery of the text ad as a finished banner with the size 630 x 250 pixel

**Billboard**
630 x 200 pixel, max. 200 KB
data format: PNG, JPEG, GIF*
The editorial staff of smarterworld.de reserves the right to edit the articles in corporation with the customer.

Data delivery 5 working days before sending date

Technical details on www.smarterworld.de/media/showroom

* GIF without animation

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### Event listing in the newsletter

- **Text:** max. 140 characters incl. spaces and ad URL (max. 1 link) in 2 newsletter
- **Price:** € 490.-

### Exclusive sponsoring

- **Premium leaderboard**
- **Billboard**
- **3 editorial messages**
- **Mention within the subject heading**
- **Price:** € 5,450.- (no discounts)
# Newsletter schedule 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Events</th>
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<tbody>
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<tr>
<td>Jan 09, 20</td>
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<tr>
<td>Jan 14, 20</td>
<td>industrial energy management</td>
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<tr>
<td>Jan 16, 20</td>
<td>news</td>
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<tr>
<td>Jan 21, 20</td>
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<tr>
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<td><strong>BatteryWorld</strong>, Jan 28–29, 20</td>
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<tr>
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<td><strong>E-World</strong>, Feb 11–13, 20</td>
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<td>Oct 01, 20</td>
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<td>Oct 08, 20</td>
<td>news</td>
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<tr>
<td>Oct 13, 20</td>
<td>battery and energy storage</td>
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<tr>
<td>Oct 15, 20</td>
<td>news</td>
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<td>Oct 20, 20</td>
<td>semiconductors</td>
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<tr>
<td>Oct 22, 20</td>
<td>news</td>
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<td>Oct 27, 20</td>
<td>LED/lighting</td>
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<td>Oct 29, 20</td>
<td>special newsletter electronica</td>
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<td>NOVEMBER</td>
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<td>Nov 03, 20</td>
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<tr>
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<td>news</td>
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<td>special newsletter SPS</td>
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<td>Nov 12, 20</td>
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<tr>
<td>Nov 17, 20</td>
<td>power supply and power management</td>
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<tr>
<td>Nov 19, 20</td>
<td>news</td>
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<td>Nov 24, 20</td>
<td>test &amp; measurement</td>
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<td>DECEMBER</td>
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<td>Dec 01, 20</td>
<td>IoT and industry 4.0</td>
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<td>Dec 03, 20</td>
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<td>Dec 08, 20</td>
<td>safety and security</td>
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<td>Dec 10, 20</td>
<td>news</td>
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<tr>
<td>Dec 15, 20</td>
<td>smart home/smart building</td>
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<td>Dec 17, 20</td>
<td>news</td>
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Suppliers’ compass

More than 10,000 companies are listed in the suppliers’ index of www.smarterworld.de. It offers various possibilities to present your company: from a complete company portrait including images and videos to company events and trade shows.

Advantages for premium suppliers:

- each editorial article containing your company name features a box with all other articles about your company
- each editorial article containing a booked keyword features a box with your company logo
- your company news within the editorial contents will also be shown in the premium entry
- editorial mentioning of the premium entry on the website and in the newsletter
- high visibility of the premium entry when a product is searched for in the suppliers’ compass: your logo is displayed as well
- add events, pictures, videos or whitepapers to your premium entry

Rate: € 2,490.- / 12 months
(no discounts)

That’s where customers find their perfect supplier!

Book your premium entry in the suppliers’ compass of smarterworld.de now!

www.smarterworld.de/anbieterkompass/

One keyword free!
(max. 36,000 impressions)
Keyword booking
(context sensitive advertising, only in combination with a premium listing)

Only premium suppliers are able to book keywords (for example lighting, sensors, IoT, etc.).
Every article that includes the booked keyword features your logo together with a link to your premium listing.

Rate: € 990.-/year and keyword (no discounts)
36,000 impressions max. per booking period (12 months max.)

Market overview

Benefit from the new interactive market overviews at smarterworld.de with extensive search and select functions.

Your premium listing includes
• logo (data format JPEG or PNG)
• display of your entry in colour

Rate: € 250.-/market overview (online only, no discounts)
Rate: € 390.-/market overview (print and online, no discounts)
Customized Newsletter

Benefit from the high quality newsletter database of smarterworld.de. The Customized Newsletter will be sent out to recipients as defined.

Specifications:
- includes 1 image + 1 report + 1 logo
- text: 1,500 characters max. (incl. spaces)
- image width: 270 pixel; image height: 200 pixel
- subject: 150 characters max. (incl. spaces)
- max. 5 links
- sender: smarterworld.de and advertiser
- 1 Customized Newsletter per company a week.
- Due dates on request
- Data delivery 5 working days before sending date

Prices:
- subgroup (per product interest):
  - basic rate: € 1,990.- (no discounts)
  - plus per thousand recipients: € 280.- (no discounts)

Subject to alterations
Request without obligation for a Customized Newsletter

Select the recipients of your Customized Newsletter per product interest and get a bespoke offer from our media experts – without obligation!

<table>
<thead>
<tr>
<th>smart power (all)</th>
<th>smart automation / Internet of things (all)</th>
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<tbody>
<tr>
<td>power supply</td>
<td>measurement &amp; sensor technology</td>
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<tr>
<td>batteries</td>
<td>automation</td>
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<tr>
<td>energy harvesting</td>
<td>Internet of things &amp; industry 4.0</td>
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<tr>
<td>fuel cells</td>
<td>smart production</td>
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<td>others</td>
<td>energy management</td>
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<td>others</td>
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<tr>
<th>smart components (all)</th>
<th>smart generation (all)</th>
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<tr>
<td>semiconductors</td>
<td>solar</td>
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<td>electromechanics</td>
<td>wind</td>
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<td>passive components</td>
<td>renewable energies</td>
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<td>others</td>
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<th>smart energy (all)</th>
<th>smart utilities (all)</th>
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<td>lighting</td>
<td>energy supply</td>
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<td>smart building / smart home</td>
<td>energy production</td>
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<td>smart meter</td>
<td>energy distribution</td>
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<td>smart grid</td>
<td>others</td>
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<tr>
<td>smart mobility</td>
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<td>others</td>
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Get your offer online at www.smarterworld.de/media/customized-newsletter
**Video Content Marketing**

smarterworld.de shows your product from its best side. Integrate a video into your marketing strategy. With moving images, product features can be presented much more impressively. In cooperation with our specialist editors and our video team, we produce a professional product clip for you. Benefit from the concentrated power of high credibility and attention-getting presence with this new innovative target group communication.

**Service:**
- shooting of a 2-3 minutes long video
- postproduction and editing
- placement of the video in the smarterworld.de media library
- full rights of use for the client for further use
- on request raffle of the presented product
- own article and introduction on smarterworld.de
- placement in newsletter
- distribution on XING newssite from smarterworld.de

**price:** € 3,900.-
(no discounts)

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**Social Media Plus**

- distribution: smarterworld.de, newsletter (issue on request), XING
- distribution on XING within 24 hours after article has been published on smarterworld.de
- script, picture and format sizes similar to smarterworld.de, article marked as „advert“ on website and in newsletter, logo or picture
- storytelling: characters: max. 2,000 incl. spaces, picture: max. 628 x 353 pixel, ratio 16:9
- processing time: 5 days

**price:** € 2,990.-
(no discounts)
Video, trade fair clip, image gallery advertising

The media center is the perfect advertising platform!

**Pre-Roll**
Your clip will be played before the video starts.
Length max. 10 seconds
**Price:** € 890.- per category and month
Production of a clip (static images/logo + spoken text):
**Price:** € 490.- (no discounts)

**Overlay**
A static banner will be added in a playing video.
Size: 468 x 60 pixels
**Price:** € 1,100.- per category and month

**Video production:**
- briefing via telephone
- video production (max. four hours shooting with a cinematographer and an editor)
- post production until customer acceptance for a three-minute movie
- camera and sound for movies in web quality
- travel costs: free up to 50 km, then € 0.30 per km

**Price:** min. € 2,490.- (no discounts)

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**Trade fair clip**
Introduce your company in a short professional clip in web quality!

- embedded world
- SMTconnect
- PCIM Europe
- SENSOR+TEST
- Smarter E
- Automatica
- electronica
- SPS
- more trade fairs on request

**Services:**
- Length: ca. 2 minutes
- Production on your booth
- Post production
- Placement of the clip in the media center of smarterworld.de
- Full right of utilisation by advertiser

**Price:** € 2,490.- (no discounts)

**Image galleries**
Price on request

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**More special advertising forms on request and in the showroom at www.smarterworld.de/media/showroom**

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**Delivery address for advertising material:**
werbemittel@weka-fachmedien.de

**Terms of payment:**
Bank details: HypoVereinsbank München,
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX
VAT No.: DE 811 190 616
2 % discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing
Customized Services

WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a crossmedia 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.

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

**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.

**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.

**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.

**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.

**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.

**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
24. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultless
21. Discernibly unsuitable or damaged ready to print copy and/or advertising material will be replaced by the client immediately when requested to
17. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof supplied on paper. Differences in color
19. Advertising brokers and advertising agencies are duty bound to abide by the price list of the publisher in their proposals, contracts and billing with
18. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and
16. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the
15. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the
13. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement tests and supplement orders because of the
12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement tests and supplement orders because of the
14. Advertisements are subject to the supervisory control and fulfillment of obligations and assistance on the part of the client.
11. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.
10. Cancellation fee online: Cancellation at any time immediately after receipt of the cancelled order. Advertisements that are not recognizable as advertisements because of their editorial composition may be identified by
9. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.
8. Proof pages or complete proof numbers will be supplied. If a proof can no longer be obtained, it is replaced by legally binding certification by the
7. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the
6. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the
5. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended business import of the term or condition, or by the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claiming such
4. In the case of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especi-
3. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses espe-
2. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses espe-
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