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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.

### 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

### 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

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### Editorial office:
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  ikuss@weka-fachmedien.de

### Sales:
- Martina Niekrwietz, advertising manager
  mniekrwietz@weka-fachmedien.de

---

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

<table>
<thead>
<tr>
<th>publishing date</th>
<th>ad closing date</th>
<th>topic</th>
</tr>
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<tbody>
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<td>1 March 06, 2020</td>
<td>February 21, 2020</td>
<td>smart batteries</td>
</tr>
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<td>2 June 05, 2020</td>
<td>May 20, 2020</td>
<td>smart distribution</td>
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<tr>
<td>3 September 04, 2020</td>
<td>August 21, 2020</td>
<td>smart sensors</td>
</tr>
<tr>
<td>4 October 23, 2020</td>
<td>October 09, 2020</td>
<td>smart power</td>
</tr>
<tr>
<td>5 December 11, 2020</td>
<td>November 27, 2020</td>
<td>smart factory</td>
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advertising formats and rates 2020 (in €)

<table>
<thead>
<tr>
<th>Format</th>
<th>b/w</th>
<th>2c</th>
<th>4c</th>
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<tbody>
<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>
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<tr>
<td>2/3 page horizontal</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>4,210.-</td>
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<tr>
<td>1/4 page</td>
<td>1,920.-</td>
<td>2,300.-</td>
<td>2,690.-</td>
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<tr>
<td>1/4 page horizontal</td>
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<td></td>
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</tr>
<tr>
<td>1/6 page vertical</td>
<td>1,290.-</td>
<td>1,550.-</td>
<td>1,810.-</td>
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<td>1/6 page horizontal</td>
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<tr>
<td>1/8 page</td>
<td>990.-</td>
<td>1,190.-</td>
<td>1,390.-</td>
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<tr>
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<td></td>
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<td></td>
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<td>1/8 page horizontal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/16 page horizontal</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>
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</table>

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
  420 x 143 mm

- **1/1 trim size**
  width x height
  210 x 297 mm
  186 x 260 mm

- **1/1 page**
  width x height
  140 x 297 mm

- **2/3 page horizontal**
  width x height
  122 x 260 mm
  140 x 297 mm

- **2/3 page vertical**
  width x height
  186 x 176 mm
  210 x 198 mm

- **junior page**
  width x height
  137 x 190 mm

- **trim size**
  width x height
  152 x 205 mm

- **1/2 page vertical**
  width x height
  186 x 130 mm
  210 x 143 mm

- **1/3 page horizontal**
  width x height
  90 x 260 mm
  105 x 297 mm

- **1/3 page vertical**
  width x height
  58 x 260 mm
  70 x 297 mm

- **1/4 page horizontal**
  width x height
  186 x 65 mm
  210 x 37 mm

- **1/4 page vertical**
  width x height
  43 x 130 mm
  52 x 143 mm

- **1/6 page**
  width x height
  58 x 130 mm
  70 x 143 mm

- **1/8 page horizontal**
  width x height
  186 x 33 mm
  210 x 37 mm

- **1/8 page vertical**
  width x height
  43 x 65 mm
  52 x 74 mm

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

◆ trim size: add 5 mm per trimmed edge for bleed size
column width: 43 mm
Readers analysis

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

- 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%

Assessment smarterworld.de

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automation</td>
<td>46%</td>
</tr>
<tr>
<td>Power supply</td>
<td>41%</td>
</tr>
<tr>
<td>Energy-efficient electronics</td>
<td>39%</td>
</tr>
<tr>
<td>Energy management</td>
<td>33%</td>
</tr>
<tr>
<td>Energy storage</td>
<td>28%</td>
</tr>
<tr>
<td>Power industry</td>
<td>11%</td>
</tr>
<tr>
<td>Renewable energies</td>
<td>32%</td>
</tr>
<tr>
<td>Semiconductor</td>
<td>37%</td>
</tr>
<tr>
<td>Electromechanics/passive components</td>
<td>27%</td>
</tr>
<tr>
<td>Industry 4.0/IoT</td>
<td>28%</td>
</tr>
<tr>
<td>IoT</td>
<td>28%</td>
</tr>
<tr>
<td>Lighting</td>
<td>19%</td>
</tr>
<tr>
<td>Smart building/smart home</td>
<td>28%</td>
</tr>
<tr>
<td>Smart energy</td>
<td>18%</td>
</tr>
<tr>
<td>Smart grid</td>
<td>15%</td>
</tr>
<tr>
<td>Smart meter</td>
<td>19%</td>
</tr>
<tr>
<td>Smart mobility</td>
<td>26%</td>
</tr>
<tr>
<td>Measurement and sensor technology</td>
<td>47%</td>
</tr>
</tbody>
</table>

*Multiple answers possible*

### Main field of activity

<table>
<thead>
<tr>
<th>Field of Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate management</td>
<td>14%</td>
</tr>
<tr>
<td>Purchasing/procurement</td>
<td>11%</td>
</tr>
<tr>
<td>Energy manager</td>
<td>5%</td>
</tr>
<tr>
<td>Marketing/sales</td>
<td>14%</td>
</tr>
<tr>
<td>Development/construction</td>
<td>45%</td>
</tr>
<tr>
<td>Production/manufacturing</td>
<td>10%</td>
</tr>
<tr>
<td>Data processing</td>
<td>5%</td>
</tr>
<tr>
<td>Quality control</td>
<td>3%</td>
</tr>
<tr>
<td>IT systems/equipment</td>
<td>7%</td>
</tr>
<tr>
<td>Commercial management</td>
<td>5%</td>
</tr>
<tr>
<td>Technical management</td>
<td>11%</td>
</tr>
<tr>
<td>After-sales service</td>
<td>7%</td>
</tr>
<tr>
<td>Organization/logistics</td>
<td>5%</td>
</tr>
<tr>
<td>Network planner</td>
<td>2%</td>
</tr>
<tr>
<td>Plant operator</td>
<td>5%</td>
</tr>
<tr>
<td>Others</td>
<td>6%</td>
</tr>
</tbody>
</table>

*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.
Online Advertorial
image (min. 628 x 353 pixel, 16:9), headline text: max. 50 characters incl. space characters; text: max. 160 characters incl. space characters, max. 200 KB
price: 2,990.- Euro/month (no discounts)

Leaderboard 728 x 90

Super-/Leaderboard € 330.-/€ 260.-
Tape Ad € 170.-
Pushdown € 390.-
Billboard € 390.-

Wide Skyscraper 160 x 600

Wide Skyscraper 1 € 170.-

Wide Skyscraper 2 € 90.-

Tape Ad € 170.-
Pushdown € 390.-
Billboard € 390.-

Rectangle 300 x 200

Rectangle € 200.-

Online Advertorial € 2,990.-

Half Page € 300.-

Half Page 300 x 600

Tape Ad/Pushdown/Billboard
Tape Ad: 960 x 30
Pushdown: 960 x 90
Billboard: 960 x 250

Showroom with our online advertising formats at www.smarterworld.de/media/showroom (also in an English version!)

More information on banner advertising see page 10

Showroom with our online advertising formats at www.smarterworld.de/media/showroom (also in an English version!)
Image gallery advertising

on request

Medium Rectangle 300 x 250

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)

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 300 x 250

Ad Words

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

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

Flashbar 960 x 100

Flashbar € 390.-
Banner advertising desktop

We are happy to help with your banner design. Please ask your contact person.

Super Leaderboard
€ 330.-/1,000 ad impressions
(960 x 90 pixel, max. 200 KB)

Leaderboard/Super Banner
€ 260.-/1,000 ad impressions
(728 x 90 pixel, max. 200 KB)

Wide Skyscraper 1
position 1 € 170.-/1,000 ad impressions
(160 x 600 pixel, max. 200 KB)

Wide Skyscraper 2
position 2 € 90.-/1,000 ad impressions
(160 x 600 pixel, max. 200 KB)

Floating Wide Skyscraper
€ 280.-/1,000 ad impressions
(160 x 600 pixel, max. 200 KB)

Half Page
€ 300.-/1,000 ad impressions
(300 x 600 pixel, max. 200 KB)

data formats: GIF, JPEG, HTML, PNG
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

Scale of discount

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

**Newsletter formats**

- **Premium Leaderboard** € 1,890.-
  - 630 x 90 pixel, max. 200 KB, Data format: PNG, GIF, JPEG, HTML*

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

- **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
    - 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*

**Position 1**

below editorial € 2,190.-

**Position 2 + 3**

inside the editorial messages € 1,890.-
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
<table>
<thead>
<tr>
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<th>Topic</th>
<th>Events</th>
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<tr>
<td>JANUARY</td>
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<tr>
<td>Jan 09, 20</td>
<td>news</td>
<td></td>
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<tr>
<td>Jan 14, 20</td>
<td>industrial energy management</td>
<td></td>
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<tr>
<td>Jan 16, 20</td>
<td>news</td>
<td></td>
</tr>
<tr>
<td>Jan 21, 20</td>
<td>semiconductors</td>
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<tr>
<td>Jan 23, 20</td>
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<td>BatteryWorld, Jan 28–29, 20</td>
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<tr>
<td>Jan 28, 20</td>
<td>special newsletter e-world</td>
<td>E-World, Feb 11–13, 20</td>
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<tr>
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<tr>
<td>FEBRUARY</td>
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<td>Feb 04, 20</td>
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<tr>
<td>Feb 06, 20</td>
<td>news</td>
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<tr>
<td>Feb 11, 20</td>
<td>special newsletter embedded world</td>
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<tr>
<td>Feb 13, 20</td>
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<td>Feb 18, 20</td>
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<td>Mar 03, 20</td>
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<td>special newsletter PCIM</td>
<td>PCIM Europe, May 05–07, 20</td>
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<td>Apr 28, 20</td>
<td>special newsletter SMTconnect</td>
<td>SMTconnect, May 05–07, 20</td>
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<td>May 05, 20</td>
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<td>May 12, 20</td>
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</tr>
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<td>May 19, 20</td>
<td>power supply and power management</td>
<td></td>
</tr>
<tr>
<td>May 26, 20</td>
<td>test &amp; measurement</td>
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</tr>
<tr>
<td>May 28, 20</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!

- smart power (all)
  - power supply
  - batteries
  - energy harvesting
  - fuel cells
  - others
- smart components (all)
  - semiconductors
  - electromechanics
  - passive components
  - others
- smart energy (all)
  - lighting
  - smart building/smart home
  - smart meter
  - smart grid
  - smart mobility
  - others
- smart automation/Internet of things (all)
  - measurement & sensor technology
  - automation
  - Internet of things & industry 4.0
  - smart production
  - energy management
  - others
- smart generation (all)
  - solar
  - wind
  - renewable energies
  - others
- smart utilities (all)
  - energy supply
  - energy production
  - energy distribution
  - others

Select now and reach the target group without any loss!

Get your offer online at www.smarterworld.de/media/customized-newsletter
Webinar promotion
Transfer your specific know-how to your customers and actively involve them in a live event. Emphasize the advantages of your company’s products and competence in a dynamic and interactive presentation.

Service:
• advance notice of the webinar in four newsletters of smarterworld.de (Small Rectangle)
• announcement in a category for a total of one month with a maximum of 10,000 ad impressions (Rectangle)

price: € 3,990.-
(no discounts)

Webinar promotion and implementation

Service:
• advance notice of the webinar in two newsletters of smarterworld.de (Small Rectangle)
• announcement in a category for a total of one month with a maximum of 5,000 ad impressions (Rectangle)
• one customized newsletter to smarterworld.de users
• registration of users
• technical realization of the webinar and guidance to speaker
• one live broadcast incl. moderation
• archived webinar is available for registered users as an on-demand webcast for download

price: € 5,200.-
(no discounts)

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: € 3,990.-
(no discounts)

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)

**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

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

**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: webinars, 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
The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution of the advertising on the web sites of the publisher. This terms and conditions will also apply to an order for third-party inserts in the magazines of the publisher. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

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

13. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of

8. 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 the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher

6. 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

1. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of

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