Online geprüft
2020
MEDIA GUIDE
PRINT ONLINE EVENTS
USA
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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.

**Status:**
- web site for energy efficiency

**Web address (URL):**
- www.smarterworld.de

**Audit:**
- IVW-Online

**Host:**
- WEKA FACHMEDIEN GmbH

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**Editorial office:**
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**Sales:**
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  - 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.

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

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<td>December 11, 2020</td>
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advertising formats and rates 2020 (in €)

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exciting 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
- 1/1 page
  width x height
  186 x 260 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

Examples for special ads:

- Loose inserts
  leaflets, cards or single sheets
- bound inserts
  leaflets, postcards
- tip-on-ads
  tip-on-card or CD-ROM (only in combination with 1/1 page ad)
- flap
  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%
- I have purchased or recommended the purchase: 10%
- No reaction yet: 26%

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%

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%

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
Readers analysis

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
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!)

Leaderboard 728 x 90

Super-/Leaderboard € 330.-/€ 260.-

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

Wide Skyscraper € 170.-
Wide Skyscraper 160 x 600
Wide Skyscraper 2 € 90.-
Wide Skyscraper 1

Rectangle € 200.-

Tape Ad 960 x 30
Pushdown: 960 x 90
Billboard: 960 x 250
Half Page 300 x 600

Rectangle 300 x 200

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)
Image gallery advertising
on request

Medium Rectangle 300 x 250

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

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

Flashbar 960 x 100

Sponsoring theme world
€ 1,490.-

Medium Rectangle
€ 390.-

Ad Words
€ 95.-

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)

Tape Ad
€ 170.-/1,000 ad impressions
(960 x 30 pixel, max. 200 KB)

Pushdown
€ 390.-/1,000 ad impressions
(960 x 90 pixel to 970 x max. 415 pixel, max. 200 KB)

Billboard
€ 390.-/1,000 ad impressions
(960 x 250 pixel, max. 200 KB)

Full Banner
€ 135.-/1,000 ad impressions
(468 x 60 pixel, max. 200 KB)

Rectangle 300 x 200
€ 200.-/1,000 ad impressions
(300 x 200 pixel, max. 200 KB),
1st or 2nd position on availability

Flashbar
€ 390.-/1,000 ad impressions
(960 x 100 pixel, max. 200 KB)
in categories only, sticky

Wallpaper
€ 380.-/1,000 ad impressions
Leaderboard (728 x 90 pixel)
+ Skyscraper (160 x 600 pixel, max. 200 KB)

Medium Rectangle / Boombox
€ 390.-/1,000 ad impressions
(300 x 250 pixel, max. 200 KB)

Ad Words
€ 95.-/1,000 ad impressions
headline plus 2 lines
25 characters per line incl. space characters
logo/image: 100 x 53 pixel

Sponsoring theme world
€ 1,490.- for 4 weeks (no discounts)
image: 628 x 353 pixel, 16:9, logo in the image

Online Advertorial
€ 2,990.-/month (no discounts)
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

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!

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

Scale of discount
<table>
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<th>Gross sales per year for all discountable forms of advertising on smarterworld.de</th>
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<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.

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

**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*
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](http://www.smarterworld.de/media/showroom)

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**Exclusive sponsoring**

€ 5,450.- (no discounts)

- premium leaderboard
- billboard
- 3 editorial messages
- mention within the subject heading

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**Event listing in the newsletter**

text: max. 140 characters incl. spaces and ad URL (max. 1 link) in 2 newsletter

€ 490.-

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**Small Rectangle**

291 x 156 pixel, max. 200 KB
Data format: PNG, JPEG, GIF*

* GIF without animation
<table>
<thead>
<tr>
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<th>Topic</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>
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<td>E-World, Feb 11–13, 20</td>
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### Newsletter schedule 2020

<table>
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<th>Date</th>
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<td>news</td>
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<tr>
<td>Jul 14, 20</td>
<td>power supply and power management</td>
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<tr>
<td>Jul 16, 20</td>
<td>news</td>
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<tr>
<td>Jul 21, 20</td>
<td>smart grid</td>
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<td>Jul 23, 20</td>
<td>news</td>
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<td>Jul 28, 20</td>
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<td>Jul 30, 20</td>
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<tr>
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<tr>
<td>Aug 06, 20</td>
<td>news</td>
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<tr>
<td>Aug 11, 20</td>
<td>test &amp; measurement</td>
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<tr>
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<td>news</td>
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<td>Aug 20, 20</td>
<td>news</td>
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<td>Aug 25, 20</td>
<td>security in Internet of Things</td>
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<tr>
<td>Aug 27, 20</td>
<td>news</td>
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<td><strong>SEPTEMBER</strong></td>
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<tr>
<td>Sep 01, 20</td>
<td>smart sensors</td>
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<td>Sep 03, 20</td>
<td>news</td>
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<td>Sep 08, 20</td>
<td>smart mobility</td>
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<td>news</td>
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<td>electromechanics</td>
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<td>Sep 17, 20</td>
<td>news</td>
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<td>Sep 22, 20</td>
<td>power supply and power management</td>
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<td>Sep 24, 20</td>
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<td>Sep 29, 20</td>
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<td><strong>OCTOBER</strong></td>
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<td>Oct 01, 20</td>
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<td>Oct 13, 20</td>
<td>battery and energy storage</td>
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<td>Oct 15, 20</td>
<td>news</td>
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<td>Oct 20, 20</td>
<td>semiconductors</td>
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<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><strong>NOVEMBER</strong></td>
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<td>electromechanics</td>
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<tr>
<td>Nov 05, 20</td>
<td>news</td>
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<td>Nov 10, 20</td>
<td>special newsletter SPS</td>
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<td>Nov 12, 20</td>
<td>news</td>
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<td>Nov 17, 20</td>
<td>power supply and power management</td>
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<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>Nov 26, 20</td>
<td>news</td>
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<td><strong>DECEMBER</strong></td>
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<tr>
<td>Dec 01, 20</td>
<td>IoT and industry 4.0</td>
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<tr>
<td>Dec 03, 20</td>
<td>news</td>
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<tr>
<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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<tr>
<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): € 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
Web-seminar 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 web-seminar 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)

Web-seminar promotion and implementation
Service:
• advance notice of the web-seminar 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 web-seminar and guidance to speaker
• one live broadcast incl. moderation
• archived web-seminar is available for registered users as an on-demand webcast for download

price: € 5,200.- (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 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
• distribution on XING newssite from smarterworld.de

price: € 3,900.-
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](http://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.

<table>
<thead>
<tr>
<th>PR services / content creation</th>
<th>Event management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whether you want to arouse curiosity, convince or inform – we support and mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.</td>
<td>Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences – we organize your tailor-made event. Our event services include among others: conception, location selection, speaker placement, invitation management, catering.</td>
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<table>
<thead>
<tr>
<th>Lead generation</th>
<th>Social media concepts</th>
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<tbody>
<tr>
<td>Generate valuable contact data from potential customers, for example with: web-seminars, white paper, sweepstakes.</td>
<td>With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.</td>
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<thead>
<tr>
<th>Cross-industry media planning</th>
<th>Video and audio productions</th>
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<tbody>
<tr>
<td>Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.</td>
<td>Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing. Examples: company presentation, trade fair films, interviews, product clips.</td>
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<tr>
<th>Translations</th>
<th>Market research</th>
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<tbody>
<tr>
<td>Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.</td>
<td>Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.</td>
</tr>
</tbody>
</table>

Contact:
Marc Adelberg – Customer Brand Manager
phone: +49 89 25556-1572 - email: madelberg@weka-fachmedien.de
General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2019)

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 advertisement agency commission on behalf of an advertiser in the relevant edition of the print and/or electronic advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party inserts in the magazines brought out by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.

2. These general terms and conditions also apply to orders for the publication of advertisements to the extent that the publisher expressly agrees to them.

3. These general terms and conditions are binding at any time. They will inform their clients in good time of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of the insufficiency of a term or condition, to order or to replace the last minute part of the order or to apply the terms and conditions of the contract to the affected part or to the extent to which the altered legal situation permits.

4. The order will be concluded with the acceptance of the order by the publisher. Such acceptance may be in writing or by e-mail.

5. Should the advertising agency commission orders on behalf of third parties, the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency in the order and notifications to the advertising agency will be addressed to this particular address.

6. Advertising brokers and advertising agencies are duty bound to advise by the list of the publisher, their proposals, and billing with respect to the client and which are the subject of the order, may be passed on or transferred to the client without the publisher’s consent.

7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of the magazine. The publisher is free to insert an advertisement at a suitable spot, that is, unless insertion was agreed for a certain number, in a certain edition or for a certain place.

8. The requirement for the correctness of the publication of the order may be released by the publisher if the ordered quantity of the ordered advertisement, the particular number, the particular edition or the particular place of the magazine, is published to be inserted in another number at another place of the magazine, or if the advertisement for the magazine does not appear at all, while the publisher does not publish the advertisement or if the publisher discovers computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client to restore it.

9. Placement of online advertising will be made as reasonably see fit with the greatest possible consideration of the client’s interests. The client is not entitled to advertising which is not suitable for the particular advertisement or for the particular advertisement site. The publisher reserves the right to change the date of appearance of online advertising for technical or other comprehensible reasons.

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

11. Cancellation fee online: Cancellation two weeks before the commencement 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 the cancellation one week before the commencement of insertion;
   - 100% of the net value of the order if the order is terminated after the commencement 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.

12. Cancellation of published advertisements is not possible free of charge.

13. The book contains all relevant terms and conditions that follow. Alterations or additions to these general terms and conditions must be written in writing, by telefax or by e-mail. That also applies to the publisher’s notice of withdrawal of the offer.

14. 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 are linked) the publisher applies due diligence in safekeeping and forwarding the offers. Registered letters and proofs will only be cost covered if expressly agreed upon. The publisher is not responsible in cases of petty negligence for non-performance, or for the omission of the order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and payment of any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

15. On request the publisher will supply an advertisement proof. Depending on the nature and scope of the advertising order, advertisement cutouts, 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 publication.

16. 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 case 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.

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

18. Payments will only be supplied if expressly wished. The publisher bears responsibility for the correctness of the sent proofs. The publisher will include all errors corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

19. If no particular sites are stated, selection will be made on the actual impression height that is usual for the type of advertisement.

20. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPA basis, the publisher will invoice the client on the request of the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) - a suitable spot. If the publisher without the knowledge of the client publishes advertising on the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.

21. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or payment agreement is agreed on in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of a new advertisement or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non- adherence to the agreed quantity or time frame, the publisher is entitled to recluse the discount proportionally to the difference between the delivered quantity and that corresponding to the actual quantity.

22. Upon default of payment or granting of a respite, interest of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and payment of any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.

23. 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 case 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.

24. In cases of non-performance or insufficiencies of online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfilment fail, the client may either ask for a reduction of payment (abatement) or cancellation of the order (redhibitory action).

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

26. 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 case 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.

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

28. Claims for damages will only be supplied if expressly wished. The publisher bears responsibility for the correctness of the sent proofs. The publisher will include all errors corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

29. If no particular sites are stated, selection will be made on the actual impression height that is usual for the type of advertisement.

30. 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 case 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.

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

32. Claims for damages will only be supplied if expressly wished. The publisher bears responsibility for the correctness of the sent proofs. The publisher will include all errors corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

33. 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 case 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.

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