MEDIAGUIDE
2022
Digital | Events | Services
| Titel-Porträt | 03 |
| Hochkarätige Zielgruppe | 04 |
| Referenzen | 07 |
| Bannerformate Website | 09 |
| Sonderformate & Bannerübersicht Mobile | 10 |
| Newsletter: Themen und Termine 2022 | 12 |
| Customized Newsletter | 15 |
| Direct-Link-Program | 16 |
| Social Media Plus | 17 |
| Social Media Plus – Chinese | 18 |
| Online-Themenwochen | 19 |
| Whitepaper-Promotion | 21 |
| Anbieterkompass | 22 |
| Web-Seminar | 23 |
| Marktübersichten | 24 |
| Video Ad, Werbung in Bilderstrecken | 25 |
| Online-Advertorial | 26 |
| Themenwelt-Promotion | 27 |
| Finde das Paar | 28 |
| Testsiegel | 29 |
| Exklusive Umfragen | 30 |
| Marktstudien | 31 |
| Events | 32 |
| Customized Services | 33 |
| B2Impact | 34 |
| AGB | 35 |
| Ihre Ansprechpartner | 36 |
### Media overview

<table>
<thead>
<tr>
<th>Titel</th>
<th>Brief characteristics</th>
<th>Target group</th>
<th>Rubrics</th>
</tr>
</thead>
</table>
| **elektroniknet.de** | The leading IVW-audited web service for the electronics industry not only reflects the leading print brands „Markt&Technik,“ „Elektronik,“ „Elektronik automotive“ and „DESIGN&ELEKTRONIK“ on the web, but also their different strengths. With 24 editors, the largest electronics editorial team in the world works for the business network. The performance data is correspondingly impressive:  
• 8.4 million page impressions in the last twelve months  
• over 65,000 news, product and technical articles  
• over 14,000 companies in the comprehensive supplier directory  
• Newsletter: 19,043 recipients (as of 08/2021) | • Developers, designers  
• Purchasers  
• Decision-makers in research, production, quality control  
• From the business fields of industrial electronics, measurement and control technology as well as automotive electronics, vehicle construction, mechanical engineering | • Automation  
• Automotive  
• Semiconductor  
• Distribution  
• E-Mechanics +  
• Passive Components  
• Electronics Manufacturing  
• Embedded  
• Communication  
• Measure+Test  
• Optoelectronics  
• Power  
• Career  
• International |
| **SmarterWorld** | SmarterWorld is the medium for smart technologies of networked electronic systems. From electronic, efficient components to networked subsystems and the Internet of Things. The spectrum of applications ranges from smart homes and buildings to smart cities, grids and critical infrastructures. With an eye on efficiency, SmarterWorld brings a consistent structure to the topic. In detailed technology articles and interviews, the experienced editors introduce readers to innovations, technical trends and the activities surrounding technical developments, standards and regulations. Around the clock, smarterworld.de provides information on the latest technical trends, new business models, and relevant political discussions and regulations.  
• over 532,000 page impressions (IVW-Online 08/2020 - 07/2021)  
• Newsletter: 10,824 recipients (as of 08/2021) | • Technical and commercial management  
• Developers and management  
• Energy responsible buyers | • Smart Automation/IoT  
• Smart Energy  
• Smart Generation  
• Smart Power  
• Smart Components  
• Smart Utilities |
| **medical-design** | Far beyond pure product reporting, medical design conveys valuable expertise on all aspects of medical technology in detailed technical articles, from the basics to applications. The focus is on the manufacture of the devices as well as their use on patients. medical design is the specialist medium for designers and developers of medical devices. Around the clock, www.medical-design.news provides information on the latest technologies and current trends in medical technology.  
• Newsletter: 8,463 recipients (as of 08/2021) | • Manufacturers, suppliers, OEMs, users and operators of medical devices and medical technology products  
• Developers of electronic components, assemblies, systems and devices used in medical technology  
• Sales engineers and consultants for medical devices and systems  
• Decision-makers in development, design, production, technical purchasing, quality assurance and management  
• Distributors of components, assemblies, systems and devices for medical technology |
Target group elektroniknet.de

Product interest

I have a very great or great interest in...
(multiple answers possible)

- Active components
- Passive components
- Electromechanics
- Optoelectronics
- Displays
- Measurement, test systems
- Automotive
- Automation technology
- Electronics manufacturing
- Power supplies, UPS
- Industry 4.0/IIoT
- Safety&Security

Rating elektroniknet.de

Which of the following statements on elektroniknet.de do you agree with?
(multiple answers possible)

- elektroniknet.de is up to date 94%
- elektroniknet.de is credible 91%
- elektroniknet.de has a high editorial quality 84%
- elektroniknet.de provides reliable information 89%

Workspace

In which areas of work do you work
(multiple answers possible)

- Corporate, management, Authority management
- R&D, Design, Research
- Purchasing, procurement
- Production, manufacturing, Quality control
- Sale, distribution

Source: elektroniknet.de visitors analysis, 2021
Target group medical-design.news

Topic interest

Which topics are business relevant and/or interesting for you?

- Medicine 4.0/Smart Health
- Artificial Intelligence
- Data Security
- Approval/Standards/Certification
- Diagnosis
- Software development
- Embedded Systems
- Power Supply
- Semiconductor
- Electronics manufacturing
- Measurement/Sensor Technology

Appreciation

How do you rate the following statements about medical-design.news*?
(strongly agree, strongly agree, rather agree)

- medical-design.news* has high editorial quality: 88%
- medical-design.news* provides reliable information: 91%
- medical-design.news* is credible: 93%
- medical-design.news* is up to date: 95%

Workspace

In which area of work do you focus?

- Management
- Quality management/assurance
- R&D, Design, Research
- Technical management

source: elektroniknet.de visitors analysis, 2018
Target group
smarter-world.de

Topic interest

Which topics are business-relevant and/or interesting for you?

- Automation
- Power supply
- Energy efficient electronics
- Energy Management
- Renewable Energies
- Semiconductors
- Electromechanics/Passive Components
- Industry 4.0/IoT
- IoT
- Smart Building/Smart Home
- Measurement and Sensor Technology

Appreciation

How do you rate the following statements about smarterworld.de?
(strongly agree, strongly agree, rather agree)

- smarterworld.com has high editorial quality - 82%
- smarterworld.de provides reliable information - 87%
- smarterworld.de is credible - 90%
- smarterworld.de is up to date - 93%

Multiple answers

Workspace

In which area of work are you you focus on?

- Production/Fabrication
- Purchasing/Procurement
- R&D, Design
- Technical management
- Management

Source: User structure analysis October 2018
„Für Sourcengine ist die Markt&Technik eine wichtige Ressource für einige der wertvollsten Einblicke in unsere Branche und deren Zukunft. Als ein Unternehmen, das sich auf die Modernisierung und Digitalisierung der Lieferkette konzentriert, profitieren wir von ihren vielfältigen Berichten und Artikeln.“

Jens Gamperl
CEO & Founder von Sourceability

„Für uns ist die Zusammenarbeit mit den WEKA FACHMEDIEN im Hinblick auf die Marketingsplanung nicht wegzudenken. Der Mix aus Print- und Online-Medien und Sonderpublikationen ist perfekt zugeschnitten auf unsere Zielgruppe.“

Thomas Hinze-Clausen
Leiter Unternehmenskommunikation
Bürklin Elektronik

„Für Schulz-Electronic ist die Zusammenarbeit mit den WEKA FACHMEDIEN ein sehr wichtiger Bestandteil unserer Mediaplanung. Spartenübergreifend, mit einer guten Mischung aus Print, Online und Veranstaltungen kommunizieren wir gemeinsam immer am Puls der Zeit. Marktübersichten und Sonderhefte sorgen für Transparenz und sind ebenfalls perfekt, um unsere Zielgruppen gezielt anzusprechen.“

Heike Leppert
Verantwortlich für die Mediaplanung bei Schulz-Electronic

„Schon lange bietet der WEKA-Verlag mit hochwertigen Inhalten in den Fachzeitschriften den richtigen Rahmen für Anzeigen und Beiträge zu unseren hochpräzisen Messgeräten“

Jonas Peccator
Marketing & Kommunikation
Yokogawa Test- & Messtechnik

„Für Sourcengine ist die Markt&Technik eine wichtige Ressource für einige der wertvollsten Einblicke in unsere Branche und deren Zukunft. Als ein Unternehmen, das sich auf die Modernisierung und Digitalisierung der Lieferkette konzentriert, profitieren wir von ihren vielfältigen Berichten und Artikeln.“

Jens Gamperl
CEO & Founder von Sourceability

„An den Elektronik-Medien der WEKA FACHMEDIEN schätzen wir als Distributor die stets aktuelle, fundierte und journalistisch hochwertig aufbereitete Berichterstattung über unsere Branche. Sie adressiert viele für uns relevante Zielgruppen, sowohl via Print als auch Online.“

Bert Schukat
Geschäftsführer Schukat electronic
Den Gesamtblick auf die Elektronik-Branche darf man nie aus dem Auge verlieren. Durch die aktuellen Informationen aus Markt&Technik fühle ich mich bestens informiert.

Hermann Pütte
Geschäftsführender Gesellschafter inpotron Schaltnetzteile GmbH

„Wir schätzen nicht nur die fachliche Kompetenz der WEKA FACHMEDIEN für Digital- und Printmedien, sondern auch die angenehme Zusammenarbeit auf persönlicher Ebene.“

Nathalie Friebe
Chief Officer PR & Marketing Intertec Components GmbH

„Unsere langjährige Partnerschaft mit den WEKA FACHMEDIEN basiert auf Professionalität, Vertrauen und einer Angebotsvielfalt, die für unsere Mediaplanung keine Wünsche offenlässt.“

Athanasios Koutsouridis
Content Marketing Manager BRESSNER Technology GmbH

„Elektronik – Seit 70 Jahren am Markt – mehr muss man glaube ich nicht sagen!“

Christian Blank
Geschäftsführer mp-media placement GmbH, Agentur für Mediaplanung

„Mit der wöchentlichen Markt&Technik Ausgabe bin ich jederzeit schnell und aktuell informiert. Meine wichtigste Lektüre zum Wochenende!“

Stefan Eber
Geschäftsführer ELECTRONIC ASSEMBLY GmbH

„Für mich ist die Wochenzeitung Markt&Technik mehr als ihre Printausgabe. Sie ist Informationsquelle Nr. 1 und lokale Kompetenz für ALLE von ALLEN.“

Hermann W. Reiter
Geschäftsführer Digi-Key

Die WEKA FACHMEDIEN bieten uns nicht nur ein optimales Werbeumfeld, sondern ermöglichen uns auch eine breite Auswahl von Werbeformaten, um unsere Marketingbotschaften zielgruppengerecht auszusteuern.

Timo Schwarz
Head of Marketing Communication HY-LINE

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Timo Schwarz
Head of Marketing Communication HY-LINE
## Online Ad Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Cost / 1,000 Ad Impressions</th>
<th>Dimensions / File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Large-/Leaderboard</td>
<td>€ 330,-</td>
<td>(970 x 90 pixel, 150-300 KB)</td>
</tr>
<tr>
<td></td>
<td>€ 260,-</td>
<td>(728 x 90 pixel, 150-300 KB)</td>
</tr>
<tr>
<td>2 Billboard</td>
<td>€ 390,-</td>
<td>(970 x 250 or 800 x 250 pixel, 150-300 KB)</td>
</tr>
<tr>
<td>3 Wide Skyscraper (sticky)</td>
<td>€ 200,-</td>
<td>(160 x 600 pixel, 40-80 KB)</td>
</tr>
<tr>
<td>4 Halfpage Ad</td>
<td>€ 300,-</td>
<td>(300 x 600 pixel, 150 KB)</td>
</tr>
<tr>
<td>5 Medium Rectangle</td>
<td>€ 200,-</td>
<td>(300 x 250 pixel, 40-80 KB)</td>
</tr>
<tr>
<td></td>
<td>Position 3: € 120,-</td>
<td>1,000 ad impressions</td>
</tr>
<tr>
<td>6 Native Ad</td>
<td>€ 390,-</td>
<td>Headline: max. 25 characters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Teaser: max. 90 characters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Picture size: 300 x 169 pixel</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Logo (optional): 150 x 50 pixel (3:1)</td>
</tr>
<tr>
<td>7 Content Super Banner</td>
<td>€ 390,-</td>
<td>(640 x 250 pixel, 150 KB)</td>
</tr>
<tr>
<td>8 Video Ad</td>
<td>€ 200,-</td>
<td>File size: min. 1,280 x 720,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bit rate: 1,500 kBit/s, max. 30 MB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>File format: MP4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Recommended display duration: max. 15 - 30 sec.</td>
</tr>
</tbody>
</table>

- Possible file formats: GIF, JPEG, PNG, HTML5, third party codes.
- Specifications correspond to recommended file size, max. 1 MB possible.
- Data delivery to:
  - DISPO.elektroniknet@wekanet.de
  - DISPO.smarterworld@wekanet.de
  - DISPO.MedicalDesign@wekanet.de
Online ad specials / Banner mobile

Ad specials

Wallpaper 1
€ 380,- / 1.000 ad impressions
leaderboard (728 x 90 pixel)
+ wide skyscraper (160 x 600 pixel), 80 KB

Wallpaper 2
€ 420,- / 1.000 ad impressions
large leaderboard (970 x 90 pixel)
+ halfpage ad (300 x 600 pixel), 150 KB

Fireplace
€ 500,- / 1.000 ad impressions
Top (990 x 90 pixel), 150 KB
+ wide skyscraper left / right (160 x 600 pixel), 80 KB

Possible file formats: GIF, JPEG, PNG, HTML5, third party codes.
Specifications correspond to recommended file size, max. 1 MB possible
Data delivery to: werbemittel@weka-fachmedien.de

Banner mobile

Top Position
Mobile banner (6:1) 320 x 50 px: € 270,-
Mobile banner (4:1) 320 x 75 px: € 330,-
Mobile banner (alternative) 320 x 100 px: € 390,-
recommended: 80 KB

Mobile (InContent)
Mobile content (6:1) 320 x 50 px: € 100,-
Mobile content (4:1) 320 x 75 px: € 150,-
Mobile content (alternative) 320 x 100 px: € 200,-
Mobile rectangle 300 x 250 px: € 250,-
Mobile interstitial 320 x 480 px: € 390,-
Mobile halfpage Ad 300 x 600 px: € 390,-
recommended: 80–150 KB

Mobile Parallax
300 x 600 px recommended: 150 KB:
€ 450,-

Due to different pixel rates of the devices, all banner formats can also be requested in double size.
Several times a week, the editorial teams of Markt&Technik, DESIGN& ELEKTRONIK, Elektronik and Elektronik automotive send out their newsletters to recipients from the electronics, automotive and automation industries. The high click rates make the newsletter an ideal advertising medium.

**elektroniknet: 19.043 recipients**
- elektronik.de: 17.019 recipients
- design-elektronik.de: 16.578 recipients
- smarterworld.de: 10.842 recipients
- Karriere-NL: 8.463 recipients
- International: 16.332 recipients

**markt-technik.de: 17.590 recipients**
- design-elektronik.de: 16.578 recipients
- smarterworld.de: 10.842 recipients
- International: 16.332 recipients

### Pricing Table

<table>
<thead>
<tr>
<th>Advertisement Form</th>
<th>elektronik.net*</th>
<th>automotive NL</th>
<th>medical-design.news</th>
<th>smarterworld.de</th>
<th>Karriere-NL</th>
<th>International NL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Leaderboard</td>
<td>2.590 €</td>
<td>1.990 €</td>
<td>1.890 €</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard in e-Paper Newsletter</td>
<td>2.590 €</td>
<td>2.590 €</td>
<td>1.590 €</td>
<td>(only medical-design)</td>
<td></td>
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</tr>
<tr>
<td>Small Rectangle</td>
<td>890 €</td>
<td>790 €</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Appointment entry</td>
<td>590 €</td>
<td>590 €</td>
<td>490 €</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive sponsorship</td>
<td>6.370 € (not discountable)</td>
<td>6.170 € (not discountable)</td>
<td>5.450 € (not discountable)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video-Ad</td>
<td>(on request)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Billboard

- **630 x 200 Pixel, max. 200 KB**
- **Native Ad without logo**
  - Visualization like article: Headline + Image + text and ad URL (max. 1 link)
  - Image: max. 225 x 127 Px, max. 200 KB
  - Headline: max. 40 characters, text: max. 300 characters each incl. spaces

- **Text ad with logo**
  - Like Native Ad only with logo (150 x 50 pixels)

### File format:
- Image with text: PNG
- Image without text: JPEG or GIF (GIF only without animation)
# Newsletter: Topics and dates 2022

<table>
<thead>
<tr>
<th>Date</th>
<th>CW Brand</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.01.22</td>
<td>Elektronik</td>
<td>Power Supply</td>
</tr>
<tr>
<td>11.01.22</td>
<td>Markt &amp; Technik</td>
<td>Microcontrollers &amp; Processors</td>
</tr>
<tr>
<td>12.01.22</td>
<td>Elektronik automotive</td>
<td>e-Vehicles, Power Electronics</td>
</tr>
<tr>
<td>13.01.22</td>
<td>Markt &amp; Technik</td>
<td>Measurement and test engineering</td>
</tr>
<tr>
<td>14.01.22</td>
<td>elektroniknet.de</td>
<td>Sensor technology</td>
</tr>
<tr>
<td>17.01.22</td>
<td>Markt &amp; Technik</td>
<td>Connectivity</td>
</tr>
<tr>
<td>18.01.22</td>
<td>smarterworld</td>
<td>Industry 4.0 / IIoT</td>
</tr>
<tr>
<td>19.01.22</td>
<td>Markt &amp; Technik</td>
<td>Connected Car, Sensors, Ethernet</td>
</tr>
<tr>
<td>19.01.22</td>
<td>medical design</td>
<td>Customers’ Choice</td>
</tr>
<tr>
<td>20.01.22</td>
<td>DESIGN &amp; ELEKTRONIK</td>
<td>Customers’ Choice</td>
</tr>
<tr>
<td>21.01.22</td>
<td>elektroniknet.de</td>
<td></td>
</tr>
<tr>
<td>24.01.22</td>
<td>4 Elektronik</td>
<td>Power Electronics</td>
</tr>
<tr>
<td>24.01.22</td>
<td>Markt &amp; Technik</td>
<td>Theme of the Week: Electronics</td>
</tr>
<tr>
<td>27.01.22</td>
<td>Markt &amp; Technik</td>
<td>Displays</td>
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<tr>
<td>28.01.22</td>
<td>KARRIERE</td>
<td></td>
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<td>31.01.22</td>
<td>5 Elektronik</td>
<td>Industrial Computers &amp; Embedded Systems</td>
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<tr>
<td>01.02.22</td>
<td>Markt &amp; Technik</td>
<td>Distribution</td>
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<td>01.02.22</td>
<td>smarterworld</td>
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<tr>
<td>02.02.22</td>
<td>Markt &amp; Technik</td>
<td>Displays</td>
</tr>
<tr>
<td>02.02.22</td>
<td>Markt &amp; Technik</td>
<td>Medical Image Processing</td>
</tr>
<tr>
<td>03.02.22</td>
<td>DESIGN &amp; ELEKTRONIK</td>
<td>Raspberry PI &amp; Co.</td>
</tr>
<tr>
<td>04.02.22</td>
<td>elektroniknet.de</td>
<td></td>
</tr>
<tr>
<td>07.02.22</td>
<td>6 Elektronik</td>
<td>Passive components</td>
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<tr>
<td>08.02.22</td>
<td>Markt &amp; Technik</td>
<td>Electronics</td>
</tr>
<tr>
<td>09.02.22</td>
<td>Markt &amp; Technik</td>
<td>Energy Storage, Preliminary Reports BatteryWorld</td>
</tr>
<tr>
<td>09.02.22</td>
<td>Markt &amp; Technik</td>
<td>e-Vehicles, Power Supply, Batteries &amp; Accumulators</td>
</tr>
<tr>
<td>10.02.22</td>
<td>Markt &amp; Technik</td>
<td>Electronics &amp; Passive Components</td>
</tr>
<tr>
<td>10.02.22</td>
<td>Markt &amp; Technik</td>
<td>Analog and Power Management</td>
</tr>
<tr>
<td>11.02.22</td>
<td>elektroniknet.de</td>
<td></td>
</tr>
<tr>
<td>14.02.22</td>
<td>7 Elektronik</td>
<td>Displays</td>
</tr>
<tr>
<td>15.02.22</td>
<td>Markt &amp; Technik</td>
<td>Oscilloscopes</td>
</tr>
<tr>
<td>15.02.22</td>
<td>smarterworld</td>
<td>Smart Mobility</td>
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<tr>
<td>16.02.22</td>
<td>Markt &amp; Technik</td>
<td>Services &amp; Shared Mobility, Software</td>
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<tr>
<td>16.02.22</td>
<td>medical design</td>
<td>Customers’ Choice</td>
</tr>
<tr>
<td>17.02.22</td>
<td>DESIGN &amp; ELEKTRONIK</td>
<td>Customers’ Choice</td>
</tr>
<tr>
<td>18.02.22</td>
<td>elektroniknet.de</td>
<td></td>
</tr>
<tr>
<td>21.02.22</td>
<td>8 Elektronik</td>
<td>Semiconductors</td>
</tr>
<tr>
<td>22.02.22</td>
<td>Markt &amp; Technik</td>
<td>Power Supply</td>
</tr>
<tr>
<td>22.02.22</td>
<td>smarterworld</td>
<td>LED / Lighting</td>
</tr>
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**New every friday:** elektroniknet.de newsletter international
**Newsletter: Topics and dates 2022**

<table>
<thead>
<tr>
<th>Date</th>
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<th>Topic</th>
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<td>Safety &amp; Security</td>
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20.09.22 | smarterworld | Customers' Choice
21.09.22 | Elektronik automotive | e-Vehicles, power supply, batteries
21.09.22 | medical design | Customers' Choice
22.09.22 | Markt & Technik | Measurement and test engineering
23.09.22 | KARRIERE |
26.09.22 | Elektronik | Displays / HMIs
27.09.22 | Markt & Technik | Industrial Computers & Embedded Systems
27.09.22 | smarterworld | Energy Storage
28.09.22 | Elektronik automotive | Autonomous Driving, Safety & Security
28.09.22 | medical design | Customers' Choice
29.09.22 | DESIGN & ELEKTRONIK | Development Tools and Software Engineering
30.09.22 | Light+Building Preliminary reports |
04.10.22 | Markt & Technik | Industry 4.0 / IIoT
04.10.22 | smarterworld | Power supply
05.10.22 | Elektronik automotive | Alternative Drives, Automotive Electronics
05.10.22 | medical design | Electromechanics & Passive Components
06.10.22 | Markt & Technik | Power Supply
07.10.22 | elektroniknet.de |
10.10.22 | Elektronik | Software Trends
11.10.22 | Markt & Technik | Passive Components
11.10.22 | smarterworld | Industry 4.0 / IIoT
12.10.22 | Elektronik automotive | Connected Car, Connectors
12.10.22 | medical design | Sensors, Measurement
13.10.22 | DESIGN & ELEKTRONIK | Customers' Choice
14.10.22 | elektroniknet.de |
17.10.22 | Elektronik | Analog and power management
17.10. | smarterworld |
18.10.22 | Markt & Technik | Distribution
18.10.22 | smarterworld | Connectivity
19.10.22 | Elektronik automotive | e-Vehicles, charging infrastructure
19.10.22 | medical design | Embedded Systems
20.10.22 | Markt & Technik | Optoelectronics
21.10.22 | KARRIERE |
24.10.22 | Elektronik | Batteries, rechargeable batteries, charging technology
25.10.22 | Markt & Technik | Measuring and testing technology
25.10. | smarterworld | Pre-reports SPS
26.10.22 | Elektronik automotive | Alternative drives, power supply, power electronics
26.10.22 | medical design | Preliminary reports Medica
27.10.22 | DESIGN & ELEKTRONIK | Displays / HMIs
28.10.22 | elektroniknet.de |
31.10.22 | Elektronik | Customers' Choice
02.11.22 | Elektronik automotive | Connected Car, Bus Systems
02.11.22 | medical design | Preliminary reports Compamed
03.11.22 | Markt & Technik | EMS Newsletter
04.11.22 | elektroniknet.de |
07.11.22 | Elektronik | Power Electronics
08.11.22 | Markt & Technik | Power Supply
08.11.22 | SPS reports |
08.11.22 | smarterworld | Previews electronica
09.11.22 | Elektronik automotive | Autonomous driving, development systems
09.11.22 | medical design | Pre-reports electronica
10.11.22 | DESIGN & ELEKTRONIK | Industrial Computers & Embedded Systems
11.11.22 | electronica pre-reports |
14.11.22 | elektroniknet.de |
15.11.22 | Elektronik | Industry 4.0 / IIoT
15.11.22 | electronica reports |
15.11.22 | smarterworld | Customers' Choice
16.11.22 | electronica reports |
16.11.22 | Elektronik automotive | e-Vehicles, Embedded Hardware & Software
16.11.22 | medical design | Customers' Choice
17.11.22 | electronica reports |
18.11.22 | elektroniknet.de |
21.11.22 | Elektronik | Power Supply & Power Management
22.11.22 | Markt & Technik | Artificial intelligence
22.11.22 | smarterworld | LED / Lighting

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**Date** | **CW Brand** | **Topic**
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23.11.22 | Elektronik automotive | Alternative Drives, Passive Components, Electromechanics
23.11.22 | medical design | Customers' Choice
24.11.22 | DESIGN & ELEKTRONIK | Embedded Vision
25.11.22 | KARRIERE |
28.11.22 | Elektronik automotive | Themenwoche: Connected Cars & Autonomous Driving
28.11.22 | Markt & Technik | Connectivity
29.11.22 | smarterworld | Electromechanics
30.11.22 | Elektronik automotive | Services & Shared Mobility, Software
30.11.22 | medical design | Displays, HMI
01.12.22 | Markt & Technik | Analog and power management
02.12.22 | elektroniknet.de |
05.12.22 | Elektronik | Sensors
06.12.22 | Markt & Technik | Electronics Manufacturing
06.12.22 | smarterworld | Customers' Choice
07.12.22 | Elektronik automotive | Connected Car, Connectors
07.12.22 | medical design | Power Supply
08.12.22 | DESIGN & ELEKTRONIK | Customers' Choice
09.12.22 | elektroniknet.de |
12.12.22 | Elektronik | Industry 4.0 / IIoT
13.12.22 | Markt & Technik | Industrial Computers & Embedded Systems
13.12.22 | smarterworld | Smart Home / Smart Building
14.12.22 | Elektronik automotive | Connected Car, Connectors
14.12.22 | medical design | Drive Technology
15.12.22 | Markt & Technik | Displays
16.12.22 | KARRIERE |
19.12.22 | Elektronik | Electromechanics & Passive Components
20.12.22 | Markt & Technik | Semiconductors
Customized newsletter

Target group specific: Customized newsletter

Benefits

- High reader/user loyalty
- High Impact Messaging
- Clear cost structure
- Maintained database
- Transparent reporting

Benefit from our high-quality newsletter databases. We send your corporate message exclusively. We efficiently broadcast your advertising message to the most up-to-date, targeted segments from our double opt-in, GDPR compliant, registered users’ databases.

Base price: € 1.990,-
+ per thousand recipients: € 280,- (each not discountable)

Data delivery: at least 5 working days before broadcast to werbemittel@weka-fachmedien.de

Target group specific: Customized newsletter

Service Package:

- Digital-Sender mit einer Gesamtbandbreite von 100 kG
- Analog-Technologie

Technologie:


Technologien:

CPL (Customer Profile List)


Delivery of finished HTML mailing

- Width: 630 Pixel
- Default fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: do not use CC strings within the HTML, send the CSS strings in a separate file
- Maximum file size: max. 300 KB per image;
- max. 2 MB per newsletter
- Font size: not smaller than 10 pt
- Do not use forms
- Use tables for layout
- Image formats: jpg, gif, png

Target group specific: Customized newsletter

Service Package:

- Digital-Sender mit einer Gesamtbandbreite von 100 kG
- Analog-Technologie

Technologie:


Technologien:

CPL (Customer Profile List)

Direct link program – your direct link for more turnover

The direct link program directs our readers/your customers to your website directly through a tracking URL, using keywords defined by you. The combination of professional content and innovative technology guarantees you a high ROI.

Example keyword Netzteile / Example company STMicroelectronics

![Netzteile](image)

Das Evaluation-Board EVL400W-EUPL7 von STMicroelectronics liefert eine einsatzbereite 400-Watt-Stromversorgung, die den strengen heutigen Energieeffizienznormen entspricht.


Der hohe Wirkungsgrad bei geringen Lasten ist dank des Burst-Modus der L4984D- und L6699-Bausteine sowie der selbstadaptiven Totzeit des L6699 möglich. Der L4984D und der L6699 zeichnen

Benefits

• direct link to your homepage or your online shop
• prominent placement in editorial content
• high attention and high probability to click

Price: from € 990 / month (not discountable)
Social media plus

We distribute your content across all digital channels

With the Social Media Plus package we increase your social media reach!

Benefits social media plus

- Category of your choice in the business network
- Newsletter (date by arrangement)
- Publication on the social media channels of the object (depending on availability) within 24 hours after publication on the website
- Font, image and format sizes as elektronik.net. Marking of the article with advertisement

Total price: € 2,990 (not discountable)
Optional distribution via Newsletter International and elektronik.net/international (plus € 1,590)

Material required from you
- Umbrella line and title max. 55 characters
- Advertorial text: approx. 2,000 characters (incl. spaces)
- Links: max. 3 links in the text
- Image: max. 1280 x 720 pixels, ratio 16:9
- Social media text: 280 characters (incl. hashtags)
- Lead time: 5 days

Social media offerings

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- ✔️: Available
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- ✔️: Available
Social media plus - Chinese

We distribute your content across all digital channels and bring your brand, products, service and success story to China, of course in local language.

Services

- Distribution: elektroniknet.de/chinese, additionally media brand and column in the business network elektroniknet.de of your choice, newsletter (media brand and date by arrangement), social media platforms in China: Baidu, ByteDance, sina.com, Sohu.com, Tencent, WeChat

- Average impressions 112,700
  Average readers 6,190

- Publication on social media channels after article publication on elektroniknet.de/chinese

- Font, image and format sizes as elektroniknet.de/chinese, translation of the text in Chinese is included in the services provided

- Storytelling: characters: max. 2,000 incl. spaces, image: max. 628 x 353 pixels, ratio 16:9

- Lead time: 5 days

Total price: € 4,990 (not discountable)
Online-Themenwochen

Your advertising options for the Online-Themenwochen

Our Online-Themenwoche give you the opportunity to place your own content within the editorial environment on a specific theme.

### Dates Online-Themenwoche

<table>
<thead>
<tr>
<th>Date</th>
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### Standard Sponsorship

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<th>Feature</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of advertorials with own lead image in the newsletter of the Themenwoche and additionally on elektroniknet.de in a relevant section</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Exclusive direct link company name (to the homepage for 12 weeks after the start of the theme week)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Your company logo in the lead image for the Themenwoche</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Your company logo in the notice for the Themenwoche for 6 weeks</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Social media posts on Twitter, Xing, LinkedIn (if available)</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Price</strong>*</td>
<td>2.900 €</td>
<td>4.900 €</td>
<td>5.900 €</td>
</tr>
</tbody>
</table>

### Customized Sponsorship

<table>
<thead>
<tr>
<th>Feature</th>
<th>Price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users ask - experts answer Video on elektroniknet.de, production via the publisher, reference to the video via social media and the newsletter</td>
<td>4.900 €</td>
</tr>
<tr>
<td>Sweepstakes for the Themenwoche: generate leads through our high-reach game „Find the Pair”.</td>
<td>4.900 €</td>
</tr>
<tr>
<td>Question of the week Survey on elektroniknet.de with announcement</td>
<td>2.500 €</td>
</tr>
</tbody>
</table>

*Prices not discountable
Online-Themenwoche

Your advertising options for the Online-Themenwoche

Our Online-Themenwoche give you the opportunity to place your own content within the editorial environment on a specific theme.

### Dates Online-Themenwoche

<table>
<thead>
<tr>
<th>Dates</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.–11. March 22</td>
<td>Embedded goes Medical</td>
</tr>
<tr>
<td>2.–6. May 22</td>
<td>Medical electronics for radiology</td>
</tr>
<tr>
<td>4.–8. Juli 22</td>
<td>Digital Health</td>
</tr>
<tr>
<td>5.–9. Sept. 22</td>
<td>Smart packaging solutions for medical technology</td>
</tr>
<tr>
<td>5.–9. Dez. 22</td>
<td>Cleanroom production of medical components</td>
</tr>
</tbody>
</table>

### Standard Sponsorship

<table>
<thead>
<tr>
<th>Option</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your company logo in the lead image of the landing page (limited to a maximum of 4 partners)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Mention as a partner of the Online-Themenwoche at the end of the landing page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Your advertorial with your own lead image in your corporate design</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Positioning on the start page for the entire week</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Linking to your company homepage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Publication of your advertorial in the 2 special newsletters</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Extension of your advertorial following the Themenwoche on the homepage via the „Infobox“</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print publication of your advertorial in medical design (shortened version if necessary)</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Price

<table>
<thead>
<tr>
<th></th>
<th>1.800 €</th>
<th>2.800 €</th>
<th>3.500 €</th>
<th>4.800 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>
### Services and technical specifications including registration

- 2 Premium Leaderboard Banner (630 x 90 Pixel, max. 200 KB) in the newsletter
- Presentation of the whitepaper including your company logo on elektroniknet.de (whitepaper link or pdf, description of the whitepaper recommended 500-600 characters, company logo min. 628x353 pixel at 72 dpi)
- Announcements of the whitepaper in a section of your choice for 4 weeks. Company name, headline text (37 characters), teaser text (99 characters)

**Total price: 2.990 € (not discountable)**
Suppliers compass

More than 14,000 companies present themselves in the supplier compass on elektroniknet.de and smarterworld.de, and more than 200 interactive market overviews complement this service.

By booking a premium entry, you ensure that your customers find you even better! Take advantage of the wide range of options on elektroniknet.de and smarterworld.de: from a comprehensive company profile including pictures and videos to the presentation of current company events and trade fair appearances.

Advantages for premium suppliers

- Display of a notice box with further articles about your company next to every editorial article that mentions your company name
- Display of your company logo and contact details next to every editorial article that contains a keyword booked by you.
- The editorial content about your company/product published on elektroniknet.de or smarterworld.de will also be displayed in the premium entry
- Reference to your premium entry also in our respective newsletter and on the website
- Increased visibility in the product search in the supplier compass through logo insertion
- Upgrading of the premium entry by date entries, pictures, videos or whitepapers
- Only as a premium supplier you have the possibility to book keywords (e.g. connectors, microcontrollers, displays, etc.). If this keyword is mentioned in an editorial article, we will place a reference to your premium entry together with your company logo in the info box on the right.

Customers can find the right provider here!
You can’t miss out on that: Secure your premium entry in the supplier compass now!
www.elektroniknet.de/anbieterkompass/
www.smarterworld.de/anbieterkompass/

Total price: € 2,490 / 12 months (not discountable).
One keyword for free! (max. 36,000 insertions)
Price per additional keyword: € 990 / 12 months
Convey specific know-how and involve your customers actively and live in the action! Underline the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation!

**Services promotion and implementation**

- Pre-announcement of the web seminar in the newsletters (date entry with max. 140 characters incl. spaces)
- Announcement in a section for a total of one month with a maximum of 5,000 ad impressions (medium rectangle)
- Announcement of the web seminar in the newsletter (Native Ad: headline + image + text and ad URL (max. 1 link), image: 225 x 127 pixels, max. 200 KB, headline: max. 40 characters, text: max. 300 characters, in each case including spaces)
- A customized newsletter for the web seminar
- Participant registration
- Briefing of your speaker and technical implementation
- A live broadcast incl. on and off moderation
- Afterwards, the web seminar is still available for download as an on-demand webcast that requires registration.
- Transfer of leads/registration data (company, first name, last name, e-mail)

**Total price: 5,200 € (not discountable)**
Optional plus 1/1 page print advertisement (design by the publisher), total price: € 7,500

This is how your web seminar could be advertised on the Internet.

**Dates theme days**

24. February 22  Single Pair Ethernet  
7. March 22  What comes after the lithium-ion battery?  
9. June 22  Software tools & development tools  
22. Sept. 22  Automotive Measurement  
4. Oct. 22  Security testing  
1. Dec. 22  Trends in power supply

The optional full-page ad in our magazines ensures even more attention and subscribers.
Market overviews

Benefit from the interactive market overviews on elektroniknet.de with comprehensive search and selection functions and enhance your entry.

Your premium entry includes

- logo placement (file format: JPEG, PNG)
- color highlighting of your entry

602,587 Insertion of premium provider logos in the market overviews
Period: October 2019 - October 2020 Source: OMSTAT

Price per market overview digital: 250 € (not discountable)
Use our website as a platform for your video advertising!

**Video Ad**

- Size: 300 x 250, 640 x 480, 640 x 380
- File Format: MP4
- File size: 1.280 x 720,
- Bitrate: from 1.500 kBit/s, max. 30MB
- Recommended display time: max. 15 - 30 sec.

**Total price: 200 € / 1.000 Ad Impessions**

**Advertising in image galleries**

- **Pre-Roll**
  Your advertising clip will be shown before the start of the actual video
  Maximum length: 10 seconds Price: 890 € per category and month
  Cost of creating a clip (static images/logo + spoken text): Price: 490 € (not discountable)

- **Overlay**
  A static banner is displayed during the running video
  Size: 468 x 60 pixels Price: 1.100 € per category and month
Online Advertorial

The online advertorial is ideal for presenting complex topics over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial contributions. This gives your content a high level of credibility.

Implementation

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment in a section of your choice, incl. image and linking
- Digital playout: content and teaser are displayed on both desktop and mobile devices

Material you need

- Teaser image: 1280x720 pixels, 300 dpi, optional: logo in the image.
- Headline text: max. 65 characters incl. spaces
- Leader text: max. 300 characters incl. spaces
- Text for the article, if necessary additional pictures and links
- in a category of your choice
- Data delivery 10 days before start

TOTAL PRICE: €2,990 / month (not discountable)

The online advertorial is ideally suited for presenting complex topics over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial contributions. This gives your content a high level of credibility.

Implementation

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment in a section of your choice, incl. image and linking
- Digital playout: content and teaser are displayed on both desktop and mobile devices

Material you need

- Teaser image: 1280x720 pixels, 300 dpi, optional: logo in the image.
- Headline text: max. 65 characters incl. spaces
- Leader text: max. 300 characters incl. spaces
- Text for the article, if necessary additional pictures and links
- in a category of your choice
- Data delivery 10 days before start

TOTAL PRICE: €2,990 / month (not discountable)
Theme World Promotion

As a sponsor of a theme world, your topic/product will be placed on elektroniknet.de in a suitable editorial environment and prominently highlighted for four weeks.

Implementation

- Advertorial at the top of the Theme World Page
- Our editorial team places thematically appropriate articles within the theme world page
- Promotion of your advertorial via preview boxes in the corresponding sections for 4 weeks
- Visibility of the themed world for a further 12 months
- Optionally, you can advertise your theme world via a text ad in the newsletter.

We need

For the advertorial:
- Teaser image: 628 x 353 pixels with your company logo
- Headline text: max. 45 characters incl. spaces
- Leader text: max. 300 characters incl. spaces
- Text for the article, additional images and links if necessary
- Data delivery 10 days before start of runtime

For the preview box:
- Headline text: max. 37 characters
- Description text: max. 99 characters

Total price: 1.990 € / month (not discountable)
+ text ad in newsletter (optional) 1.490 €
Find the pair

Generate leads playfully

Advantages

- Lead generation
- High reach and attention
- Raffle of your products

Application measures

- Four weeks Wide-Skyscraper (sticky) on elektroniknet.de with approx. 10,000 Ad Impressions ROS
- Application in the newsletter with approx. 18,000 recipients

Implementation

- Duration freely selectable, at least 4 weeks
- 6 pairs = 12 cards (max. 16 cards)
- You provide one or more prizes for the raffle free of charge.
- Please send us:
  - Details about the prize for your raffle
  - An image of the award in web-ready resolution with the source of the image indicated, width 500 pixel, height 350 pixel, File format: JPG
  - Your logo or description with max. 100 characters text
  - A picture for the „back“ of the cards and pictures that must be found as a pair
- You will receive all leads of the promotion and conduct the raffle yourself.
- Clickable example: Finde das Paar

Total price: 4,900 € / month (not discountable)
Test seal

Reader test - 5 stars plus for your product

The reader test offers you the perfect content marketing tool to reach your target group interactively and subsequently convince new customers with a credible seal of approval. An independent jury from the readership evaluates your product, while the editorial team accompanies the reader test editorially on all channels.

Print media performance

- editorial test call
- editorial interim report
- editorial final report & awarding of the test seal
- High-gloss print document with your reader test (1,000 copies)

Digital media performance

- Test call and final report also on the website
- Test call and final report on the respective social media channels of the magazine
- Application and reports via the newsletter

Explanatory video

Use the credible test seal for all your market communication!

Total price: 24,900 € (not discountable)
Forming opinions through targeted questions

Create professional surveys and questionnaires with us to gain insights into your strategy, market developments or technical trends. The surveys are played out via the communication channels of elektroniknet.de and thus reach your relevant target group directly. We are also happy to support you with the conception, creation, application and evaluation.

Option 1: Survey

**Implementation**
- Survey consisting of up to 10 questions
- Delivery of the questions by the customer
- Creation and hosting by WEKA
- Number of cases: N = 30 (minimum)
- Duration: approx. 2 weeks
- **Reporting**: Survey reporting in Excel format

**Application measures**
- A Customized Newsletter as well as Native Ad in the newsletter and on the website
- Prize draw to generate participants

**Fixed price**: 9.990 €

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Option 2: Survey with consulting/evaluation

**Implementation**
- Survey consisting of up to 15 questions
- Delivery of the questions by the customer, if desired with content consulting by WEKA
- Creation and hosting by WEKA
- Number of cases: N = 50 (minimum)
- Duration: approx. 4 weeks
- **Reporting**: Creation of a paper (digital) based on the survey results (management summary, graphics, etc.)

**Application measures**
- A Customized Newsletter as well as Native Ad in the newsletter and on the website
- Prize draw to generate participants

**Fixed price**: 14.990 €
Market studies

Generate attention for important industry topics

Join us in shedding light on the key developments in the electronics industry, turning questions into answers and gaining valuable insights from users and customers!

The editorial teams of our media brands use their in-depth know-how to develop question concepts on the most important focus topics of the moment. Through a targeted application strategy, we ensure that the survey not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality.

You then benefit from comprehensive communication: We pick up the results in our editorial reporting, develop a high-quality paper based on the study, which also includes your content, and make this and the most important facts available to companies, the media and, of course, for your PR and marketing measures.

**Implementation**

- Study by the editorial staff of the electronics network with a neutral topic
- Question creation by the editorial staff
- Creation, hosting and evaluation by the editorial team
- Number of cases: $N = 150$ (minimum)
- Report volume (digital) with editorial content, editorial evaluations and analyses

**These market studies are planned for 2022**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power semiconductor</td>
<td>29.04.2022 (to PCIM)</td>
</tr>
<tr>
<td>Embedded</td>
<td>14.06.2022 (to embedded world)</td>
</tr>
<tr>
<td>Microcontroller</td>
<td>04.11.2022 (to electronica)</td>
</tr>
</tbody>
</table>

**Sponsorship Options**

<table>
<thead>
<tr>
<th>Sponsorship Options</th>
<th>Bronze</th>
<th>Gold</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company profile in the paper (digital)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement in all application measures</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Provision of the study results</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Provision of the paper for marketing purposes</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>(Accessibility via registration required)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>additional question(s) in the paper</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Statements in the report volume (digital)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Interview in the report volume (digital)</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Price**

- **Bronze**: 4,990 €
- **Gold**: 9,990 €
- **Platin**: 14,990 €
For more than 20 years, WEKA FACHMEDIEN has been organizing around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year in close cooperation with the responsible editorial team on topics such as Automotive Ethernet, Battery Technology, Wiring Systems, Data Center, Digital Workplace, Embedded, EMC, HMI, Safety & Security, Industry 4.0, Internet of Things, AI, Medical Technology, Passive Components, Smart Building, Sensor Technology, Power Supply, Time Sensitive Network, Wireless and many more.

Our events impart valuable knowledge and enable cross-discipline networking. Convince yourself of our quality and bandwidth. Visit our events as exhibitor, speaker and participant.

More advantages
• Optimal target group approach
• Cost savings - no travel & travel expenses
• Logo presence in partner directory
• Exclusive sponsoring opportunities such as logo presence in the lobby, at room entry, etc.
• Possibility of qualified lead generation: contact data of participants after approval of GDPR

Virtual events
At our virtual events, exhibitors and speakers can participate in the program with high-quality keynotes, technical-oriented specialist as well as product-specific presentations. Or actively involve participants in practical workshops and Q&A discussion rounds. We create the best possible program concept adapted to time zones, visitor dwell time, lecture duration, live streaming and on-demand. The virtual platforms offer plenty of space for product presentations, videos, image galleries, documents and also numerous interaction options: live chat, video calls, interactive polls, participant chat, direct meetings.

More advantages
• Live Q&A with visitors, extended presentation time
• Various sponsoring possibilities such as bags, lanyards, banners, catering, etc.
• Logo presence in partner directory
• Possibility of qualified lead generation: contact data of participants after approval of GDPR

Face-to-face event
Meet your target group in person and use the opportunity to acquire new customers and business partners. Build your professional network. High-quality keynotes, expert-oriented presentations and hands-on workshops ensure a varied and broad event program across the entire spectrum of the topic. An exhibition with a booth allows you to showcase your products and engage in sales-oriented conversations. During extended break times, there are extensive opportunities for interaction with participants. The distinctive ambience of our locations and finest catering provide the perfect setting.

Contact us and be part of the community!

16. – 17.02.2022
München

16. – 17.03.2022
Nürnberg

16. – 17.03.2022
Nürnberg

16. – 17.02.2022
München

15. – 17.03.2022
Nürnberg

09. – 10.11.2022
München

28. – 29.09.2022
Stuttgart

30. – 31.03.2022
München

17.05.2022
München

29. – 30.6.2022
München

29.06.2022
München

05. – 07.07.2022
München

September 2022
Landshut

11. – 12.10.2022
München

11. – 12.10.2022
München

09. – 10.11.2022
München

16. – 17.11.2022
München

28. – 29.09.2022
Stuttgart

17.05.2022
München

11. – 12.10.2022
München

09. – 10.11.2022
München

16. – 17.11.2022
München
We are your 360° media partner, who can support your company and your products in a variety of ways to help them succeed in the market.

**B2Impact:**
Content creation with 360° communication

**YOUR ADVANTAGES:**
- Content creation for all channels
- Customized publishing
- Full Service
- Social media campaigns
- Partner for corporate communications and agencies

**WEKA EVENTS:**
Face-to-face and virtual events

**YOUR ADVANTAGES:**
- Over 25 years of experience in the event sector
- Innovative and targeted conception with realisation of live and virtual events at the highest level
- A well-rehearsed team as your all-in-one partner

**WEKA ONLINE CAMPUS:**
Web seminars, training

**YOUR ADVANTAGES:**
- Perfect for customer retention and new customer acquisition
- Interactive content marketing tool with lead guarantee
- Increasing corporate awareness through cross-media advertising
- Effective knowledge transfer for your customers

**WEKA NOW:**
Moving image

**YOUR ADVANTAGES:**
- Benefit from the new WEKA moving image format with its exclusive advertising formats
- Professional image films, reports and product presentations
- Own, fully equipped TV studio

**WEKA CONSULTING:**
Studies, surveys, consulting

**YOUR ADVANTAGES:**
- Individual surveys, market analyses and studies - tailored to your company
- Technical experts analyse customer needs and the strengths of your products

**WEKA TESTLAB:**
Independent test laboratory

**YOUR ADVANTAGES:**
- Independent laboratory for smarthome, ICT and electronics
- Publisher’s own measuring station for high-frequency measurements in the field of mobile telephony
- Unique method for objective measurement of WLAN connections
- Elaborate measurement of cameras, lenses and smartphone cameras
- Black space for measurements of TV sets
- Consulting by recognised experts
- Decoupled from the editorial offices (neutral and objective)
B2Impact - what does that mean?

You expect from your marketing: impact and result. You get from B2Impact: only that. To achieve your communication goals, we always choose the most direct route. This path can lead via content marketing strategies, creative services such as events, or via targeted print and online campaigns. Because what works is what’s right.

Story services

Producing relevant, useful content is a must for B2B companies today. Because content has become the central criterion for business success.

As a unit of a publishing house that publishes print and digital trade media for the electronics, automation, communications, medical, logistics, automotive, construction & buildings, and industrial sectors, we know the content needs of a B2B audience that expects texts to provide value and orientation. Producing good stories for thematic niches is our job - and your added value when you commission us to create high-impact stories. That’s because we combine the in-house expertise of our editors and experts at WEKA FACHMEDIEN to create your content.

And most importantly, we also optimize your existing content so that it performs better.

Content campaigns

Content marketing turns your marketing itself into a product.

To ensure that your content is also consumed and thus creates impact with your customers, it must be embedded in a holistic content marketing strategy. Whether cover stories, online advertorials, editorials from defined topic worlds, customized newsletters, reader tests, employer and company profiles, success stories or social media posts.

We design integrated print and digital campaigns, using the entire spectrum of formats from text to image galleries to video in a targeted and resource-efficient way, seamlessly fitting the campaign into your marketing strategy and playing out the content either in our print and online media or on your content hub.

Cross-industry media planning

Benefit from our numerous media brands in the form of cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.

Corporate publishing

For us, your content is king! From research to graphics, proofreading to handling printing, we’ll be happy to take care of all the steps up to publication for you.

You decide whether your magazine will appear in the look and feel of our media brands and will also be distributed via our print and online distribution channels. As an e-paper, on the website and in the relevant newsletters.

Or we can design your own company-specific layout and you decide on the distribution and communication channels.

Event marketing

Arousing positive emotions and transferring them to your company is best achieved with live marketing. As organizers of more than 50 trade congresses and conferences per year, we know how to select and inspire the right target groups for your B2B event. With our expertise and experience in packaging even very cutting-edge topics in exciting event formats and creating a coherent experience for your target group, from the choice of location to the speakers, we ensure experiences with results. Not only live, but also in virtual formats.

Video and Audio content

Moving images are becoming an increasingly important part of any communication mix in our world. That’s why we’ve built a video team that creates video & audio solutions that perfectly showcase your message and hold the attention of viewers and listeners - from event videos to cinematic case studies or the explainer video that is so effective, especially for complex services and products.

Translations

Professional translations are becoming more and more important with increasing internationalization. Have your documents such as marketing materials, operating instructions, or data sheets translated by our service providers, using the correct technical terminology.
1. “Order” within the meaning of the following General Terms and Conditions is the contract for the publication of an advertisement or for the placing of an advertisement in the publisher’s magazines for the purpose of distribution and for the placement of online advertising on the publisher’s websites. These terms and conditions shall also apply to orders for third-party inserts in the magazines published by the publisher. Online advertising and advertising in print must be paid for in advance by the customer. The publisher is entitled to charge the following costs:

2. Deviating, conflicting or supplementary general terms and conditions of advertising customers shall not become part of the contractual relationship, unless they are expressly accepted by the publisher.

3. The publisher is entitled to change these terms and conditions at any time. However, it shall inform its customers of the change in good time, at the latest one month in advance. In particular, the publisher shall send the following information to the customer in good time: a) number of months before the end of the contract, b) notice period, c) new contractual conditions, d) a comparison of the new contractual conditions with the old contractual conditions, e) a comparison of the new price list with the old price list, f) a change in the publisher’s address, g) a change in theublisher’s name, h) a change in the publisher’s tax number.

4. The order enters into effect with the acceptance of the customer’s order by the publisher. The acceptance may be made in writing or by e-mail.

5. If an advertising agency confuses advertising orders for third parties, the contract shall generally be concluded with the advertising agency, not with the client. If the client of the advertising agency is to become the contractual partner, the client must be named by the agency as the client and must provide written proof that the order has been placed with the advertising agency.

6. Advertising agents and advertising agencies are obliged to adhere to the publisher’s price list in their offers, contracts and settlements with advertisers. The agency fee granted by the publisher may not be passsed on to the advertiser or customer.

7. There shall be no entitlement to the inclusion of advertisements in specific numbers, specific issues or in specific places in the magazine. The publisher shall be at liberty to place an advertisement in a suitable position, unless the placement has been agreed to by number in a specific issue or for a specific place in the relevant magazine. The prerequisite for this is the timely submission of the print documents. If the order cannot be completed in the particular number, particular issue or in the particular place of the magazine, the publisher shall be entitled to place the advertisement in another number in a suitable place. Classified advertisements shall be printed in the relevant section without this requiring express agreement.

8. The customer may cancel advertising orders for online advertising after conclusion of the contract. In the event of cancellation, the customer shall only be supplied with advertising materials if the customer makes a request within three business days of the customer’s reasonable and comprehensible reasons.

9. The customer may cancel advertising orders for online advertising after conclusion of the contract. The cancellation must be made in writing. The publisher will terminate the placement of the online advertising immediately after receipt of the cancellation.

10. Cancellation conditions online: Cancellation up to two weeks before the start of placement is possible free of charge. In the case of a shorter-term cancellation, the publisher is entitled to charge the following costs: - in the event of cancellation less than two weeks before the start of placement, 30 % of the net order value; - in the event of cancellation one week or more before the start of placement, 50 % of the net order value that shall be outstanding at the time of cancellation; - in the event of cancellation two weeks or more before the start of placement, the price actually paid for the advertising already placed will be charged. Cancellation conditions print: Cancellation up to the closing date of the advertisement is possible without a fee.

11. In deviation from the above regulations, a cancellation fee of charge is only possible for data bookings up to two weeks before the placement date at the latest.

12. The publisher reserves the right to reject advertising orders - including individual placements, advertising copy and orders for inserts - on the grounds of content, origin or technical form in accordance with uniform, objectively justified principles of the publisher if their content violates laws or official regulations or their publication is unreasonable for the publisher. Orders for inserts shall not be binding on the publisher until a sample of the insert has been submitted or approved. Inserts which, due to their format or presentation, give the reader the impression that they are part of the magazine or which contain third-party advertisements will not be accepted. The publisher reserves the right to reject advertising orders that cannot be reasonably recognized as advertisements due to their editorial design may be identified by the publisher with the word “Advertisement”. Insofar as online advertising is not obviously recognizable as advertising, the publisher may also reject advertising orders. The customer shall not be entitled to compensation for the loss of advertising space and/or the prices actually paid for the advertisement placed will be charged. If the customer does not comply with the publisher’s reasonable and comprehensible reasons,

13. The customer collects and stores the advertising materials supplied or included in the contract or otherwise received by the customer, in particular, all documents or advertising materials upon request by the publisher. The customer shall be responsible for ensuring that the necessary agreements have been made with GEMA or other copyright associations or copyright holders.

14. Digital files belonging to online advertising, the publisher shall ensure that these data are sent or stored within a common directory (folder).

15. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof supplied on paper. Without a color proof, color deviations are unavoidable, which cannot trigger a price reduction. In any case, a printout must be sent to the print shop by fax so that the factual correctness can be checked. A correction fax must be expressly requested by the customer. Only with correct color matching is a color correction warranty granted (tolerance of ± 2 colorimetric units, etc.). All artwork that is supplied by the customer is printed as ordered. In the case of undersized orders, the customer shall be charged for the cost of the production of ordered printing material or for the production of ordered advertising material as well as for significant changes to originally agreed designs requested by the customer and for which the customer is responsible due to technical requirements on the side of the carrier. If any defects in the printing documents or advertising materials are not immediately recognizable, but only become apparent during the printing process or placement, the customer shall not be entitled to any claims in the event of insufficient printing or defective placement.

16. The customer warrants that it is entitled to set the hyperlinks associated with the online advertising.

21. The customer warrants that it is entitled to set the hyperlinks associated with the online advertising. In the event of a shorter-term cancellation, the publisher is entitled to charge the following costs:

22. In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to the printing of a faultless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline set for this purpose or if the replacement advertisement is again not faultless, the customer shall be entitled to a reduction in payment (abatement) or cancellation of the order (redhibitory action).

23. In the event of defects in the online advertising, the publisher shall, in its discretion, first provide rectifi- cation or replacement. If the subsequent performance is unsuccessful, the customer may, at his discretion, demand a reduction in payment (abatement) or cancellation of the contract (redhibitory action).

24. The customer must report defects in the online advertising in writing within a period of three working days of the online advertising going live; otherwise the assertion of the warranty claim shall be excluded.

25. In all other respects, the Publisher shall only be liable insofar as, its vicarious agents and/or legal representatives are guilty of intentional or grossly neglectful conduct. This shall not apply insofar as basic contractual obligations are violated by the publisher.

26. In the event of slight negligence, liability on the part of the Publisher and/or its vicarious agents and legal representatives shall be excluded in the case of financial loss with regard to indirect damage, in particular consequential damage, unforeseeable damage or physical damage as well as loss of profit. In other respects, in the case of pecuniary loss due to the negligence of the Publisher, the liability of the publisher shall be limited to the remuneration payable by the customer. In the case of claims under the Product Liability Act and in the case of injury to life, limb or health, the Publisher shall be liable in accordance with the statutory provisions.

27. All claims of the customer against the publisher due to poor performance or defects in the online advertis- ing shall expire one year after the claim arises, unless they are based on intentional conduct.

28. If there are no special price regulations, the calculation will be based on the actual print height customary for the type of requirements.

29. If the customer does not make an advance payment, the invoice will be sent immediately, but it may be delayed for the publication of the advertisement. All payments based on the current price list are final and binding. If the customer fails to pay the invoice within the period indicated in the price list, in the event of changes, the new conditions shall apply immediately in the case of price reductions, also for current orders, and in the case of price increases, one month after the announcement of the new valid price list. In the event of technical errors in the price list, it shall be the responsibility of the customer to inform the customer about the relevant number of AdImpressions, AdClicks and the AdExC rate (ratio of AdClicks to AdImpressions) of the websites on which the Publisher’s online advertising is being placed. The customer shall be informed by the customer in its order request of the number of AdImpressions, AdClicks and the AdExC rate (ratio of AdClicks to AdImpressions) of the websites on which the Publisher’s online advertising is being placed.

30. In the case of numbered advertisements, the publisher shall exercise the due care of a prudent business- man for the safekeeping and timely forwarding of the offers. Receipts from box number advertisements will be accepted only by registered letters or box number post. Receipts from box number advertisements will be retained for four weeks. Letters not collected during this period will be destroyed.

31. In the case of numbered advertisements, the publisher shall exercise the due care of a prudent business- man for the safekeeping and timely forwarding of the offers. Receipts and express letters on box number advertisements shall be forwarded by registered mail. Receipts from box number advertisements will be retained for four weeks. Letters not collected during this period will be destroyed.

32. If a joint discount is claimed for affiliated companies, written proof of the customer’s group status is necessary. Affiliated companies within the meaning of this provision are companies between which there is a capital participation of at least 50%. The proof must be provided prior to claiming the group discount. The customer will be entitled to charge the discount pro rata according to the difference between the discount granted and the discount corresponding to the actual acceptance.

33. In the event of default or refusal of payment, interest shall be charged at a rate of 8% above the prime rate or, if the customer is a consumer within the meaning of Section 13 of the German Civil Code (BGB), at a rate of 5% above the prime rate. In the event of late payment, the publisher may defer further execution of the order. The customer shall lose any demand and demand advance payment for the remaining advertis- ing. In the event of reasonable doubt as to the customer’s ability to pay, the publisher shall be entitled, even during the term of an advertising contract, to make the publication of further advertisements dependent on the advance payment of the amount owed and to continue the advertising only in the case of outstanding invoice amounts, irrespective of any originally agreed payment period.

34. The publisher will supply an advertisement voucher on request. Depending on the type and scope of the order, vouchers are valid for a maximum of up to six months and are based on the current price list.

35. If a customer has made a liability insurance policy with a liability insurer, the publisher shall be entitled to pass the policymaker the liability insurance policy and to the publisher’s vicarious agents and legal representatives.

36. The Publisher shall not be responsible for delays in performance caused by force majeure (strike, lockout, loss of hardware, interruption of electrical supply, etc.). An exception to this applies to the extent that the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline set for this purpose or if the replacement advertisement is again not faultless, the customer shall be entitled to a reduction in payment (abatement) or cancellation of the order (redhibitory action).

37. Amendments or additions to these general terms and conditions must be made in writing, by fax or e-mail. This also applies to amendments to this clause.

38. Any invalidity of a provision of these terms and conditions shall not affect the validity of the remaining provisions. The invalid provision shall be replaced by a provision that would have been agreed had this invalid provision been express. The invalid provision is excluded.

39. The place of jurisdiction shall be the registered office of the publisher if the customer is a merchant within the meaning of the German Commercial Code (HGB), a legal entity under public law or a special fund under public law. The same shall apply if the customer has a registered office or habitual place of residence in the Federal Republic of Germany at the time this action is filed.

40. The law of the Federal Republic of Germany shall apply to the exclusion of the UN Convention on Con- tracts for the International Sale of Goods.
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