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Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

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Wie gut ist Ihr Distributor? Sagen Sie es ihm und gewinnen Sie von zahlreichen attraktiven Preisen.
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automotive
FlexRay frühzeitig im Griff
Rinder und Geschäftsführer in Bodenheim

LA ELFA 07/08
LESERANALYSE ELEKTRONIK-FACHMEDIEN

AMF EDA

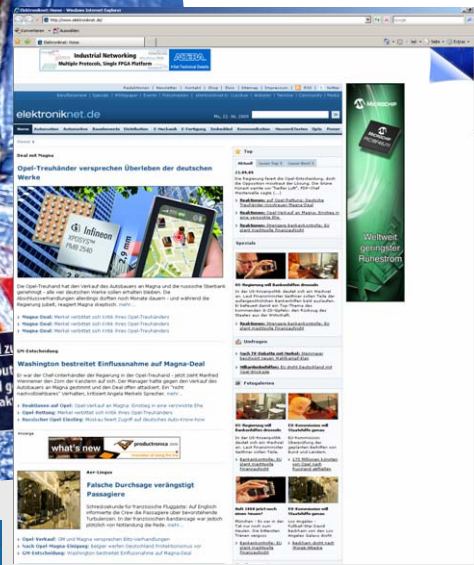
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Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

MEDIA GUIDE

2010





1 Characteristics:

Elektronik is the media brand for design engineers and technical management. The bi-weekly technical journal Elektronik, the web service elektroniknet.de as well as the elektroniknet.de newsletter report about all aspects of industrial electronics. The editorial content ranges from components and devices to test & measurement and automation. It also covers communications technologies, hard- and software and computer aided design engineering, as well as manufacturing and testing.

The cross media brand Elektronik organizes sophisticated events, such as wireless congress, ecodesign congress and automotive congress. Elektronik provides reliable and highly technical information which is why Elektronik has the highest paid-for circulation of all professional electronics titles in Europe today (IVW audited). Advertisements in Elektronik are regarded as useful information by Elektronik's recipients.

- 2 Publication frequency:** fortnightly, 26 issues + 19 special issues
3 Volume: 59th volume 2010
4 Web address (URL): www.elektroniknet.de
5 Membership: LA ELFA (readership analysis of electronics trade media)
 IVW-EDA (certified audit of circulation)
6 Organ: -
7 Publisher: WEKA FACHMEDIEN GmbH
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11 Circulation department: Marc Schneider, distribution manager
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12 Subscription rates: Domestic subscription: € 129.00
 Overseas subscription: € 136.35
 Single copy rate: € 4.90

13 ISSN: 0013-5658

14 Editorial to advertising ratio: **2008 = 26 issues**
 format of the magazine: DIN A4
total pages: 2,416 pages = 100.00 %
 editorial content: 1,620 pages = 67.05 %
 advertising content: 796 pages = 32.95 %
 of which bound inserts: 24 pages = 3.02 %
 recruitment adverts: 4 pages = 0.50 %
 loose inserts: 33 pieces

15 Editorial content analysis: **2008 = 1,620 pages**
 specialist articles and specials: 839 pages = 51.79 %
 product notes (market) 233 pages = 14.38 %
 items (technology + trends) 351 pages = 21.67 %
 express (enterprises + economy) 81 pages = 5.00 %
 others (editorial, content, preview, imprint, advertiser index) 116 pages = 7.16 %



16 Circulation audit:



17 Circulation breakdown:

copies per issue/annual average
(July 1st 2008 to June 30th 2009)

print run:	31,095	
total circulation:	30,533	abroad: 1,405
sold circulation:	13,803	abroad: 1,031
subscriptions:	6,077	
other sales:	7,726	
controlled circulation:	16,730	
remainder, archive and voucher copies:	563	

18 Geographic circulation breakdown:

economic region	share of total circulation	
	%	copies
Germany	95.4	29,128
Austria	1.3	401
Switzerland	1.9	589
other countries	1.4	415
total circulation	100	30,533

Structure of the domestic market circulation by Nielsen-areas
(plus circulation of Austria and Switzerland)





Summary of the survey methodology for the circulation breakdown (AMF 2, clause 18)

1 Methodology of the survey:

circulation breakdown by file analysis - census

2 Description of the recipients at moment of data collection:

2.1 composition of the database

The addresses of all recipients are recorded in the recipients database. Due to comprehensive recipients qualifications the database can be sorted by zip-codes, by domestic and overseas recipients as well as by detailed demographic criteria.

2.2 total number of recipients in the database: 85,963

2.3 structure of recipients of an average issue by type of distribution:

- sold circulation		12,431
of which:		
subscriptions	5,888	
other sales	6,543	
- controlled circulation		18,062
of which:		
constant free circulation	896	
changed free circulation	17,166	
- total circulation		30,493
domestic	29,186	
abroad	1,304	

3 Description of survey:

3.1 universe (analysed share)

universe (total circulation)	30,493 = 100.0 %
of which not analysed in survey:	6,543 = 21.5 %
other sales	6,543

survey represents of universe (total circulation) 23,950 = 78.5%

3.2 Date of data analysis: August 7th, 2009

3.3 Description of data basis:

Survey is based on total database. Calculated shares for distribution areas were projected to total circulation according to AMF-clause 17.

3.4 Target person of survey: omitted

3.5 Definition of reader: omitted

3.6 Period of analysis: August 2009

3.7 Conduction of analysis: publisher



19R Business sectors

Group of recipients	Share of average readership (99,900 readers)	
	percent	total
chemical industry, mineral-oil processing (base: 31,600)	7	6,900
automotive electronics / vehicle design (base: 61,000)	26	25,800
military electronics (base: 13,900)	7	7,200
consumer electronics (base: 52,700)	24	23,900
data processing (base: 111,500)	35	34,700
measurement and control technology (base: 93,400)	47	46,500
medical technology (base: 55,500)	26	26,200
precision and optical goods (base: 25,500)	9	8,900
engineering industry / apparatus industry (base: 89,300)	35	34,600
telecommunications (base: 64,300)	26	26,200
industrial electronics (base: 100,700)	48	48,000
components production (base: 30,500)	20	20,200
trade/distribution of electrical devices and components (base: 56,200)	27	27,400
consulting engineering firm (base: 47,900)	24	23,600
others (base: 6,500)	2	2,400

19R Size of economic entity

	Share of average readership (99,900 readers)	
	percent	total
1 - 9 employees (base: 101,100)	33	33,400
10 - 99 employees (base: 101,400)	39	38,700
100 and more employees (base: 66,900)	28	27,800
	100	99,900

19R Fields of work

	Share of average readership (99,900 readers)	
	percent	total
development, research, design (base: 197,800)	89	89,200
purchasing, procurement (base: 164,100)	52	51,500
public authority, management (base: 108,300)	39	39,100
production, manufacture, quality control (base: 159,400)	54	54,100
organisation (base: 106,600)	34	33,700



19R Vocational training		
	Share of average readership (99,900 readers)	
	percent	total
apprenticeship completed (base: 17,000)	4	4,500
master craftsman's examination (base: 15,500)	4	4,100
technical school completed (base: 16,400)	6	6,100
engineering college (base: 12,900)	8	7,700
polytechnic college (base: 10,400)	3	3,100
technical college (base: 104,100)	39	38,400
university (base: 89,000)	34	33,900
doctorate (base: 4,100)	2	2,100
	100	99,900

19R Age		
	Share of average readership (99,900 readers)	
	percent	total
18 to 29 years (base: 23,200)	7	6,900
30 to 39 years (base: 58,000)	20	20,100
40 to 49 years (base: 105,100)	37	37,400
50 to 59 years (base: 64,300)	28	27,700
60 years and above (base: 18,800)	8	7,800
	100	99,900

19R Gender		
	Share of average readership (99,900 readers)	
	percent	total
Men (base: 262,900)	97	97,300
Women (base: 6,600)	3	2,600
	100	99,900





19R Readership / coverage

	universe = 269,400 persons		costs per 1,000 readers price list No. 45,2010 1/1 page bw € 5,470.-
	percent	total	
prompted recall	62.7	168,900	---
at least 1 of 12 issues read	53.1	143,000	€ 38.25
readers of an average issue	37.1	99,900	€ 54.75

Total readership in certain fields of work

Target group	Coverage / total readership (total readership in the last 3 month)	
	percent	total
development, research, design (base: 197,800)	55.1	108,900
public authority, management (base: 108,300)	45.5	49,300
Purchasing, procurement (base: 164,100)	45.6	74,900

Average readership in different fields of work

Target group	Coverage / average issue readership (readers of an average issue)	
	percent	total
development, research, design (base: 197,800)	45.1	89,200
public authority, management (base: 108,300)	36.1	39,100
Purchasing, procurement (base: 164,100)	31.4	51,500

Coverage according to product fields

Target groups	coverage per issue total
procurement decision makers active components (sole + joint decision-making, base: 141,700)	62,900
procurement decision makers passive components (sole + joint decision-making, base: 140,600)	61,800
procurement decision makers electromechanics (sole + joint decision-making, base: 116,100)	52,000
procurement decision makers Industrial computers (sole + joint decision-making, base: 152,000)	58,700
procurement decision makers optoelectronics (sole + joint decision-making, base: 60,800)	28,800
procurement decision makers design tools, development systems (sole + joint decision-making, base: 110,400)	47,800
procurement decision makers control engineering, testing systems (sole + joint decision-making, base: 106,500)	45,700
procurement decision makers automation engineering (sole + joint decision-making, base: 71,600)	24,300
procurement decision makers electronics manufacturing (sole + joint decision-making, base: 63,300)	33,900
procurement decision makers networks, communication (sole + joint decision-making, base: 158,100)	51,800
procurement decision makers power supply, UPS (sole + joint decision-making, base: 92,500)	36,200

universe: total circulation, according to clause 17 of AMF scheme 2 = 30,533 copies



Summary of the survey methodology for the coverage analysis (AMF 3-R)

a) Brief description

LA ELFA 07/08 (readership analysis of electronics trade media) indicates target group and investment potential as well as media use in the electronics industry. LA ELFA 07/08 is conducted on behalf of WEKA FACHMEDIEN GmbH. Data was collected by IFAK institute for market and social research. Overall control of LA ELFA 07/08 was also entrusted to an independent institution – TestLab, part of the Department of Psychology of Ludwig Maximilian University in Munich, more specifically to its team for psychological methodology and analysis. This team was responsible for the scientific correctness of LA ELFA 07/08, for its preparation, conception, supervision of questioning and evaluation of the collected data.

The survey refers in composition, realisation, coverage and reporting to the official guidelines for media analysis from the German Advertising Federation (ZAW). Universe of companies in relevant sectors is stated according to the sales tax statistics structure of the federal statistical office of Germany (Statistisches Bundesamt).

b) Methodology of LA ELFA 07/08

Sample size: 3,812 Screening interviews + 753 main interviews
Interviews conducted using masthead card technique
Period of survey: June 19th to October 5th, 2007
Region: Federal Republic of Germany

Address source: For the fieldwork the institutes only used third-party addresses from Europe's leading data base provider, Schober, from companies in relevant sectors according to the sales tax statistics structure of the federal statistical office of Germany (Statistisches Bundesamt). No data from any publishing house was used in the sample composition of this survey.

Preparation, conception, supervision of questioning and evaluation of the collected data by TestLab of Ludwig Maximilian University in Munich
Trade media played no part in surveying electronics industry decision makers and evaluating the results.

Scientific and methodological supervision: TestLab, psychological methodology and analysis, part of the Department of Psychology of Ludwig Maximilian University in Munich, Germany, Prof. Dr. Markus Bühner.

The survey refers in composition, realisation, coverage and reporting to the official guidelines for media analysis from the German Advertising Federation (ZAW).




Evaluation tool available: MDS (media planning dialogue system) by Axel Springer AG, Hamburg, further information upon request: info@la-elfa.org.

c) Contact LA ELFA 07/08



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Germany, Prof. Dr. Markus Bühner
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**MDS evaluation service at
www.la-elfa.org**







Schedule: January - March 2010

Issue	Publication date	Ad closing date	Trade show issue	Distribution news/logistics/services	Focus				Specials	
					Professional articles + product news	product news				
January	1	Jan. 12 th , 10	Dec. 15 th , 09		Distribution	analog/mixed signal ICs	computer bus systems	crystals/oscillators	relays	
	2	Jan. 26 th , 10	Jan. 4 th , 10			structural-design/joining technologies	optoelectronics	image processing	inductors/transformers	embedded design
February	3	Feb. 9 th , 10	Jan. 19 th , 10	Mobile World Congress , Barcelona, Feb. 15 th -18 th , 10	Distribution	power electronics	power supplies	starter/reference kits	drives/motors	wireless
	SI 1	Feb. 16 th , 10	Jan. 26 th , 10	 1-2010		industrial computers	development tools	microcontrollers/microprocessors	programmable logic	distribution
	SI 2	Feb. 19 th , 10	Jan. 29 th , 10	 1/2-2010		bus systems	development software	active components	measurement	
	4	Feb. 23 rd , 10	Feb. 2 nd , 10	embedded world , Nuremberg, March 2 nd -4 th , 10 CeBIT , Hanover, March 2 nd -6 th , 10 Date , Dresden, March 8 th -12 th , 10		microcontrollers/microprocessors	computer on modules	embedded tools	oscilloscopes/multimeters	displays
March	5	March 9 th , 10	Feb. 16 th , 10	EMV , Dusseldorf, March. 9 th -11 th , 10	Distribution	HF/communications measurement	EMC technologies	switches/keys/keyboards	PCB design	
	6	March 23 rd , 10	March 2 nd , 10	SMART Systems Integration , Como, March 23 rd -24 th , 10		electromechanics	digital signal processing	capacitors/resistors	LEDs	embedded design
	SI 3	March 30 th , 10	March 9 th , 10	 3-2010		vehicle electrical system	safety electronics	sensor technology	passive components	

Schedule: April - June 2010

Issue	Publication date	Ad closing date	Trade show issue	Distribution news/logistics/services	Focus				Specials	
					Professional articles + product news		product news			
April	7	April 6 th , 10	March 12 th , 10	Hannover Messe, Hanover, April 19 th -23 rd , 10 SAE World Congress, Detroit, April 15 th , 10	Distribution	automotive electronics	memory technologies	Hannover Messe special: drives, image processing, electromechanics, fieldbuses, industrial PCs, motion control, sensors, controls, power supplies		
	SI 4	April 13 th , 10	March 19 th , 10	Elektronik power <small>Fachzeitschrift für Stromversorgung und Leistungselektronik</small>	1-2010	power electronics	AC/DC-, DC/DC-converters	UPS, power supply units	motion control	PV/energy harvesting
	8	April 20 th , 10	March 26 th , 10	PCIM, Nuremberg, May 4 th -6 th , 10 Control, Stuttgart, May 4 th -7 th , 10		motion control	power electronics	displays	accumulators/batteries	
	SI 5	April 27 th , 10	April 6 th , 10	Elektronik automotive <small>Fachzeitschrift für Elektronik in der Automobilindustrie</small>	4/5-2010	energy management	body electronics	measurement	optoelectronics	
May	9	May 4 th , 10	April 13 th , 10	Sensor+Test,, Nuremberg, May 18 th -20 th , 10	Distribution	PC measurement	sensor technology	analysers	operational amplifiers	embedded design
	SI 6	May 11 th , 10	April 20 th , 10	Elektronik messen+testen <small>Fachzeitschrift für die industrielle Mess- und Prüftechnik</small>	1-2010	oscilloscopes	PC measurement	multimeters	analysers	sensors
	10	May 18 th , 10	April 26 th , 10	Organic&Printed Electronics, Frankfurt, May 31 st -June 2 nd , 10		passive components	programmable logic/tools	connectors/terminals	AC/DC -/ DC/DC-converters	organic electronics
June	11	June 1 st , 10	May 7 th , 10	SMT/Hybrid/Packaging, Nuremberg, June 8 th -10 th , 10 Automatica, Munich, June 8 th -11 th , 10 DAC, Anaheim,, June 14 th -18 th , 10	Distribution 	EDA tools	power supplies	emulators/debuggers	relays	electronics manufacturing (EMS directory)
	SI 7	June 8 th , 10	May 14 th , 10	Elektronik automotive <small>Fachzeitschrift für Elektronik in der Automobilindustrie</small>	6-2010	development tools	electromechanics	active components	test & measurement	
	12	June 15 th , 10	May 21 st , 10	Automotive Testing, Expo, Stuttgart, June 22 nd -24 th , 10		automotive measurement	optoelectronics	A/D-/D/A-converters	single board/ industrial computers	embedded design
	SI 8	June 22 nd , 10	May 31 st , 10	Elektronik distribution <small>Fachzeitschrift für Entwickler und das technische Management</small>	1-2010 	design	logistics	services	added value	support
	13	June 29 th , 10	June 8 th , 10	Top Clinica,, Stuttgart, July 7 th -9 th , 10	Distribution	analog/mixed signal ICs	oscilloscopes	IGBTs/MOSFETs	PLDs/FPGAs	medical electronics

Schedule: July - September 2010

Issue	Publication date	Ad closing date	Trade show issue	Distribution news/logistics/services	Focus				Specials
					Professional articles + product news		product news		
July	SI 9	July 6 th , 10	June 15 th , 10	 7/8-2010	bus systems	infotainment	active components	power supplies	
	14	July 13 th , 10	June 22 th , 10		power supplies	microcontrollers	capacitors/resistors	PCBs	
	15	July 27 th , 10	July 6 th , 10		Distribution	heat/cooling management	interface ICs	LEDs	switches/keys/keyboards
August	16	Aug. 10 th , 10	July 20 th , 10		communications ICs	laboratory measurement	relays	emulators/debuggers	
	SI 10	Aug. 20 th , 10	July 30 th , 10	 1-2010	power electronics	green electronics	energy saving	design/development tools	power supplies
	17	Aug. 24 th , 10	Aug. 3 rd , 10		Distribution	structural-design/joining technologies	software for design engineers	sensor technology	filters/inductors/transformers
September	SI 11	Sept. 1 st , 10	Aug. 11 th , 10	 1-2010	passive components	crystals/oscillators	connectors, cables, cooling units, ventilators, switches, keys	cases, cabinets	distribution
	18	Sept. 7 th , 10	Aug. 17 th , 10	IFA, Berlin, Sept. 3 rd -8 th , 10	displays	audio/video signal processing	crystals/oscillators	oscilloscopes/multimeters	embedded design
	SI 12	Sept. 14 th , 10	Aug. 24 th , 10	 9-2010	chassis electronics	measurement	sensor technology	electromechanics	
	19	Sept. 21 st , 10	Aug. 31 st , 10	IAA Nutzfahrzeuge, Hanover, Sept. 23 rd -30 th , 10	Distribution	automotive electronics	automation	test/simulation/diagnosis	single-board-computers/industrial PCs
SI 13	Sept. 28 th , 10	Sept. 7 th , 10	 +  1-2010		semiconductors		+	optoelectronics	

Schedule: October - December 2010

Issue	Publication date	Ad closing date	Trade show issue	Distribution news/logistics/services	Focus				Specials	
					Professional articles + product news		product news			
October	20	Oct. 5 th , 10	Sept. 14 th , 10	Semicon Europe, Dresden, Oct. 19 th -21 st , 10		sensor technology	software test	driver/interface ICs	heat/cooling management	medical electronics
	SI 14	Oct. 12 th , 10	Sept. 21 st , 10	Elektronik automotive Technologien für den Automobilmarkt und Industrie	10-2010	bus systems	optoelectronics	development software	active components	
	21	Oct. 19 th , 10	Sept. 28 th , 10	electronica, Munich, Nov. 9 th -12 th , 10	Distribution	analog/mixed signal ICs	electromechanics	electronica news: active/passive components, electromechanics, optoelectronics, sensors, power supplies, measurement, automation, embedded design, CAD/CAE		embedded design
	SI 15	Oct. 22 nd , 10	Oct. 1 st , 10	Elektronik messen+testen Fachmagazin für die industrielle Messtechnik und Messtechnik	2-2010	multimeters	analysers	PC measurement	oscilloscopes	sensor technology
	SI 16	Oct. 26 th , 10	Oct. 5 th , 10	Elektronik wireless Technologien für drahtlose Kommunikationssysteme	1-2010	semiconductors	measurement	networks	WiMAX/ZigBee	M2M
	SI 17	Nov. 2 nd , 10	Oct. 8 th , 10	Elektronik automotive Technologien für den Automobilmarkt und Industrie	11-2010	body electronics	energy management	measurement	passive components	
November	22	Nov. 2 nd , 10	Oct. 11 th , 10	electronica, Munich, Nov. 9 th -12 th , 10 Vision, Stuttgart, Nov. 9 th -11 th , 10 Medica, Dusseldorf,, Nov. 17 th -20 th , 10		optoelectronics	microcontrollers	electronica news: active/passive components, electromechanics, optoelectronics, sensors, power supplies, measurement, automation, embedded design, CAD/CAE		image processing
	23	Nov. 16 th , 10	Oct. 25 th , 10	SPS/IPC/DRIVES, Nuremberg, Nov. 23 rd -25 th , 10	Distribution	single-board-computers / industrial PCs	motion control	laboratory measurement	cases/cabinets	SPS/IPC/DRIVES
	Nov. 23 rd - 25 th , 10		Nov. 2 nd	+++ show daily SPS/IPC/DRIVES +++ show daily SPS/IPC/DRIVES +++ show daily SPS/IPC/DRIVES +++ (separate price list)						
	24	Nov. 30 th , 10	Nov. 9 th , 10			passive components	PCB design	power supplies	IGBTs/MOSFETs	organic electronics
SI 18	Dec. 6 th , 10	Nov. 12 th , 10	Elektronik automotive Technologien für den Automobilmarkt und Industrie	12-2010	bus systems	infotainment	development tools	active components		
December	SI 19	Dec. 7 th , 10	Nov. 16 th , 10	Elektronik scout Leitfaden für Elektronik-Entwickler	1-2010	standards/norms	automation/distribution	active/passive components, power supplies	electronics manufacturing, electromechanics	development tools, measurement
	25	Dec. 14 th , 10	Nov. 23 rd , 10		Distribution	programmable logic/tools	embedded operating systems	embedded tools	PCBs	embedded design
	26	Dec. 21 st , 10	Nov. 30 th , 10			power supplies	PC measurement	Products of the year 2011: active/passive components, electromechanics, optoelectronics, sensors, power supplies, measurement, automation, embedded design, CAD/CAE		

Main topics	Elektronik issues	Elektronik automotive	Elektronik special issues
Automation			
drive technology	3, 7, 19, 23, 26		SI 19
observation	7, 8, 19, 23, 26		SI 4, SI 19
image processing	2, 7, 19, 22, 23, 26		SI 19
fieldbuses/networks/ethernet	1, 3, 7, 19, 23, 26	SI 2, SI 14, SI 16, SI 18	SI 19
identification systems	19, 23, 26		SI 19
sensor technology/operation	7, 9, 17, 19, 20, 23, 26	SI 3, SI 12	SI 6, SI 15, SI 19
control technologies	7, 19, 23, 26		SI 19
Automotive electronics			
	7, 12, 19	SI 2, SI 3, SI 5, SI 7, SI 9, SI 12, SI 14, SI 17, SI 18	
Computer technology			
industrial computers/ embedded computing	2, 4, 6, 9, 12, 18, 19, 21, 22, 23, 24, 25, 26		SI 1, SI 19
Design tools			
realtime operators	2, 6, 9, 12, 18, 21, 23, 24, 25, 26	SI 2	SI 1, SI 10, SI 19
EDA tools	2, 6, 9, 11, 12, 17, 18, 21, 23, 24, 25, 26	SI 2	SI 1, SI 10, SI 19
development systems/emulators	2, 3, 6, 9, 11, 12, 18, 21, 23, 24, 25, 26	SI 2, SI 7, SI 14, SI 18	SI 1, SI 10, SI 19
programming devices	2, 6, 9, 12, 17, 18, 21, 23, 24, 25, 26	SI 2, SI 3, SI 5, SI 7, SI 9, SI 11, SI 13, SI 15, SI 18	SI 10, SI 19
Distribution (news, services, logistics)			
	1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 26		SI 1, SI 8, SI 11 SI 19
Electronics production			
assembly production	11		SI 19
production machines	11		SI 19
PCBs	5, 11, 14, 22, 24, 25		SI 19
Electromechanics			
cases/cabinets	6, 7, 21, 22, 23, 26	SI 2, SI 7, SI 9, SI 11, SI 18	SI 14, SH 19
relays	1, 6, 7, 11, 16, 21, 22, 26	SI 2, SI 7, SI 9, SI 11, SI 18	SI 14, SI 19
switches/keys/input systems	5, 6, 7, 15, 21, 22, 23, 26	SI 2, SI 7, SI 9, SI 11, SI 18	SI 14, SI 19
plugs and cables	2, 6, 7, 10, 21, 22, 23, 26	SI 2, SI 7, SI 9, SI 11, SI 18	SI 14, SI 19
heat management/cooling technology	6, 7, 15, 20, 21, 22, 23, 26	SI 2, SI 7, SI 9, SI 11, SI 18	SI 14, SI 19
EMC components			
	5, 26		SI 19
Communication technology			
	26	SI 3	SI 16, SI 19

Main topics	Elektronik issues	Elektronik automotive	Elektronik special issues
Semiconductors			
analog/mixed signal ICs	1, 9, 13, 21, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 13, SI 16, SI 19
ASICs/system-on-Chip	21, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 16, SI 19
DSPs	6, 18, 21, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 16, SI 19
communications ICs	15, 16, 21, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 16, SI 19
power electronics	3, 8, 13, 21, 24, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 4, SI 10, SI 13, SI 16, SI 19
microcontroller/processors	4, 21, 22, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 1, SI 16, SI 19
programmable logic	10, 13, 21, 25, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 1, SI 16, SI 19
smart card ICs	21, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 16, SI 19
other ICS	15, 18, 20, 21, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 16, SI 19
memory ICs	7, 21, 26	SI 2, SI 7, SI 9, SI 14, SI 18	SI 16, SI 19
measurement			
communication measurement	5, 9, 12, 21, 26	SI 2, SI 5, SI 7, SI 12, SI 17	SI 6, SI 15, SI 16, SI 19
multimeters	4, 16, 18, 21, 23, 26	SI 2, SI 5, SI 7, SI 12, SI 17	SI 6, SI 15, SI 16, SI 19
oscilloscopes	4, 13, 16, 18, 21, 23, 26	SI 2, SI 5, SI 7, SI 12, SI 17	SI 6, SI 15, SI 16, SI 19
PC measurement	9, 16, 21, 23, 26	SI 2, SI 5, SI 7, SI 12, SI 17	SI 6, SI 16, SI 19
test systems	19, 20, 21, 26	SI 2, SI 5, SI 7, SI 12, SI 17	SI 16, SI 19
optoelectronics			
displays	2, 4, 8, 10, 12, 18, 21, 22, 24, 26	SI 5, SI 14	SI 13, SI 19
laser products	2, 12, 21, 22, 26	SI 5, SI 14	SI 19
LEDs	2, 6, 10, 12, 15, 21, 22, 24, 26	SI 5, SI 14	SI 13, SI 19
LWL comp., optocouplers	2, 12, 21, 22, 26	SI 5, SI 14	SI 19
Passive components			
filters/protectors	10, 17, 21, 24, 26	SI 3, SI 17	SI 11, SI 19
inductors	2, 10, 17, 21, 24, 26	SI 3, SI 17	SI 11, SI 19
crystals and oscillators	1, 10, 18, 21, 24, 26	SI 3, SI 17	SI 11, SI 19
transformers	2, 10, 17, 21, 24, 26	SI 3, SI 17	SI 11, SI 19
Power supply			
AC/DC / DC/DC converters	3, 10, 11, 12, 19, 22, 24, 26	SI 9	SI 4, SI 10, SI 19
batteries/accumulators/chargers	3, 8, 11, 19, 20, 22, 24, 26	SI 5, SI 9, SI 17	SI 10, SI 19
power supply units	3, 11, 19, 20, 22, 24, 26	SI 9, SI 17	SI 10, SI 19
UPS	3, 10, 11, 12, 19, 22, 24, 26	SI 9	SI 4, SI 10, SI 19



1 Circulation: print run: 31,095
total circulation (annual average): 30,533

2 Format of the magazine: 210 mm width x 297 mm height
type area: 185 mm width x 260 mm height
columns: 4 columns, width: 44 mm

3 Printing and binding technique, printing material:
see technical data

4 Dates: fortnightly, 26 issues + 19 special issues
publication frequency: see schedule
advert closing dates: see schedule

7 Advertising formats and rates – Please add valid VAT rate.

5 Publishing house:
WEKA FACHMEDIEN GmbH
Gruber Str. 46a, D-85586 Poing
Phone: +49 (0) 8121.95 - 1385 / Fax: - 1670
e-mail: media@elektronik.de / www.elektroniknet.de

6 Terms of payment:
2 % discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing.
Bank details: HypoVereinsbank, München
Bank code: 700 202 70
Account No. 35 704 981
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX

Format	Width mm	x	Height mm	b/w	2c	3c	4c
1/1 page	185	x	260	€ 5,470.-	€ 6,520.-	€ 7,330.-	€ 8,130.-
3/4 page	185 135	x	195 260	€ 4,330.-	€ 5,240.-	€ 5,890.-	€ 6,720.-
A5 page	135	x	190	€ 3,400.-	€ 4,050.-	€ 4,560.-	€ 5,080.-
1/2 page	185 90	x	128 260	€ 2,900.-	€ 3,460.-	€ 3,890.-	€ 4,320.-
1/3 page	185 60	x	90 260	€ 1,940.-	€ 2,310.-	€ 2,590.-	€ 2,880.-
1/4 page	185 90 42	x	62 128 260	€ 1,440.-	€ 1,740.-	€ 1,970.-	€ 2,230.-
1/6 page	185 60	x	43 128	€ 910.-	€ 1,090.-	€ 1,220.-	€ 1,360.-
1/8 page	90 42	x	62 128	€ 730.-	€ 830.-	€ 950.-	€ 1,140.-
cover page							€ 9,900.-
2 nd /3 rd cover page	185	x	260				€ 8,870.-
4 th cover page	185	x	260				9,350.-
inside cover special							€ 6,900.-
mm-price, 1-column				€ 5.25	€ 6.25	€ 7.05	€ 7.75



8 Additional charges: colours

see advertising formats and rates (discountable)

9 Classified advertisements:

Job market: minimum size 70 mm 2-columns

Recruitment ads: € 5.70

Applications for a job: € 2.20

Box number ad rate: € 11.25

(Germany; no discounts on applications for application and box numbers ads)

Double booking: discount of 25 % of the basic rate if a recruitment ad is booked in two consecutive issues.

Online job market:

€ 590.- per month

€ 250.- per month for online job market ads in combination with print ads

contact job market: Phone: +49 (0) 8121.95 - 1307;

e-mail: stellenanzeigen@elektronik.de

Business portraits:

1/4 page € 990.-

1/2 page € 1,980.-

1/1 page € 3,960.-

available only in special issues, non discountable, no agency commissions

Pinboard and seminar ads:

1/9 page bw € 245.-

1/9 page 4c € 305.-

Additional charges for colours: (Minimum size: 2 columns x 70 mm)

1 scale colour: 20 % of the basic rate 2 scale colours: 30 %

3 scale colours: 40 %

10 Special ads:

belly wrap, (cover) gate fold, flap on request

Island ads:

price per mm bw € 20.-

1 column minimum 50 mm height / maximum 80 mm height

11 Discounts:

(within a 12 month period, starting from the publication date of first ad)

Frequency discount	Volume discount
3 or more insertions 3%	3 or more pages 5%
6 or more insertions 5%	6 or more pages 10%
9 or more insertions 10%	9 or more pages 15%
12 or more insertions 15%	12 or more pages 20%
18 or more insertions 20%	15 or more pages 25%
24 or more insertions 25%	

12 Combinations: –

13 Bound inserts: (including postage)

2-pages € 5,890.-

4-pages € 8,525.-

8-pages € 12,710.-

12-pages € 15,810.-

14-pages and more on request. Print run: 31,500 copies

14 Loose inserts: (including postage)

up to 25g: € 7,285.-

up to 50g: € 8,835.-

split-run by zip-codes/Nielsen area per 1,000: € 260.-

split-run by qualified addresses per 1,000: € 430.-

minimum order sum: € 580.-

higher weight on request, Print run: 31,500 copies

15 Tip-on ads (only in combination with 1/1-page – non discountable)

Tip-on postcards:

postage and gluing fee € 2,325.-

(non discountable, mechanical processing, manual processing on request)

Tip-on CD-ROMs: € 4,340.-

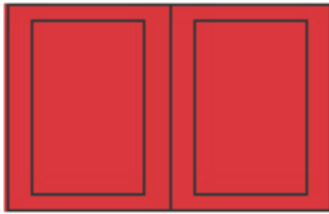
Booklet etc. available on request

(non discountable, mechanical processing, manual processing on request)

16 Delivery address for items 13 to 15:

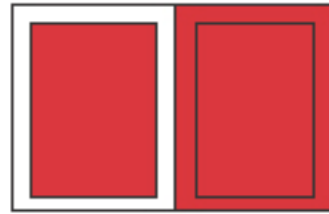
L.N. Schaffrath DruckMedien GmbH&Co.KG, Marktweg 42-50, D-47608 Geldern

Delivery note: please mark clearly: "loose/bound insert CUSTOMER, for Elektronik-issue xy/2010"



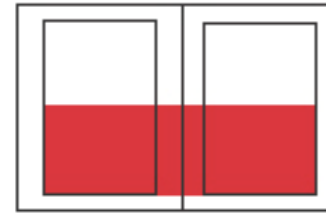
2/1 page spread across gutter

Width x Height
 420 x 297 mm ♦
 394 x 260 mm



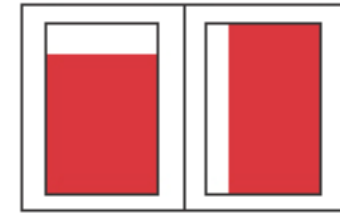
1/1 page

Width x Height
 210 x 297 mm ♦
 185 x 260 mm



2 1/2 pages across gutter

Width x Height
 420 x 148 mm ♦
 394 x 128 mm

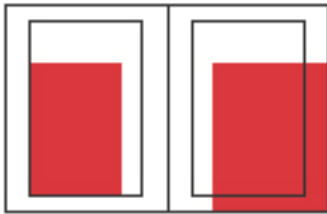


3/4 page horizontal

Width x Height
 210 x 215 mm ♦
 185 x 195 mm

3/4 page vertical

Width x Height
 148 x 297 mm ♦
 136 x 260 mm

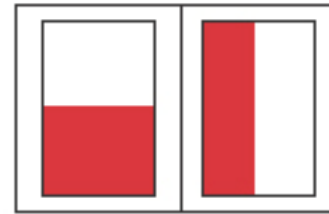


Junior page

Width x Height
 135 x 190 mm

trim size

Width x Height
 147 x 210 mm ♦

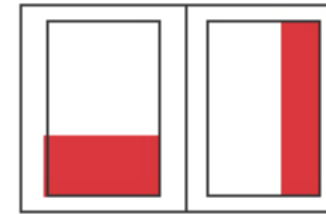


1/2 page horizontal

Width x Height
 210 x 148 mm ♦
 185 x 128 mm

1/2 page vertical

Width x Height
 102 x 297 mm ♦
 90 x 260 mm

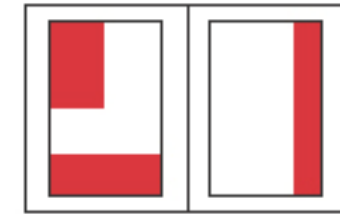


1/3 page horizontal

Width x Height
 210 x 110 mm ♦
 185 x 90 mm

1/3 page vertical

Width x Height
 72 x 297 mm ♦
 60 x 260 mm

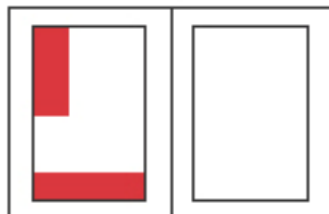


1/4 page

Width x Height
 102 x 148 mm ♦
 90 x 128 mm

1/4 page horizontal

Width x Height
 210 x 82 mm ♦
 185 x 62 mm

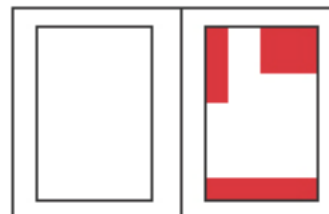


1/6 page horizontal

Width x Height
 210 x 63 mm ♦
 185 x 43 mm

1/6 page vertical

Width x Height
 72 x 148 mm ♦
 60 x 128 mm



1/8 page

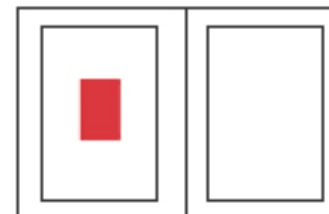
Width x Height
 102 x 82 mm ♦
 90 x 62 mm

1/8 page horizontal

Width x Height
 210 x 51 mm ♦
 185 x 31 mm

1/8 page vertical

Width x Height
 54 x 148 mm ♦
 42 x 128 mm



Island ad

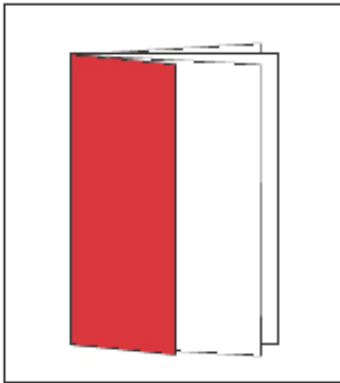
Width x Height
 43 x 50 mm x 80 mm

1/4 page vertical

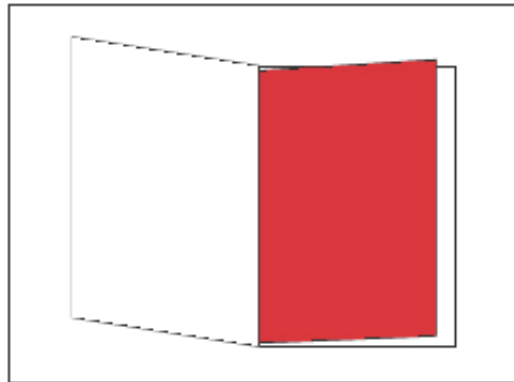
Width x Height
 54 x 297 mm ♦
 42 x 260 mm

♦ trim size

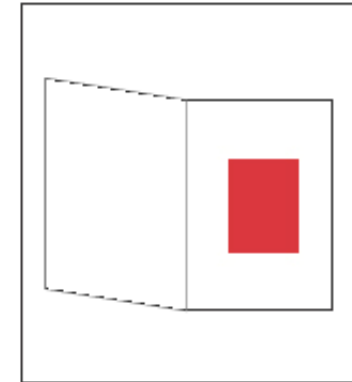
Examples of special ads



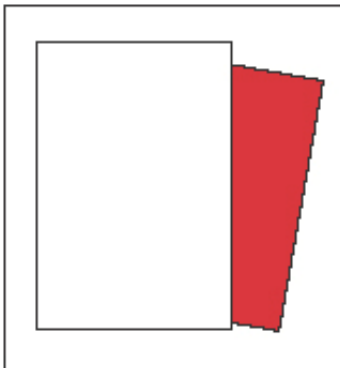
Flap



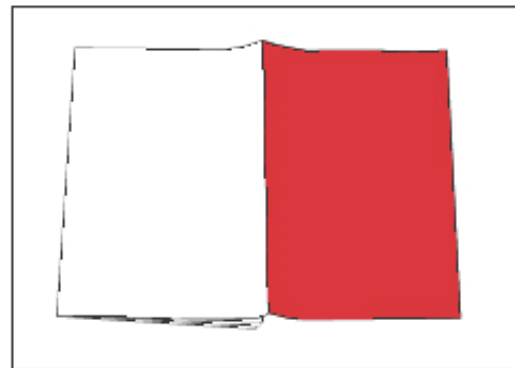
Bound inserts



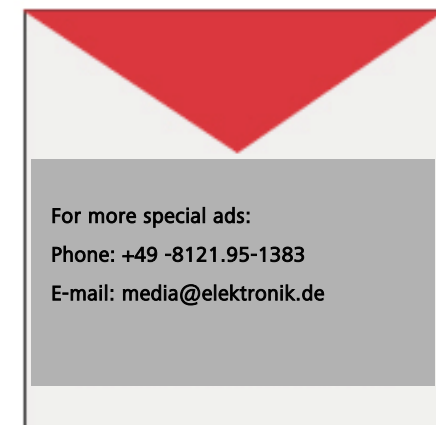
Tip-on ads



Loose inserts



Cover gate folds



Ads

Printing technique:

web-fed offset, offsetpaper (uncoated, woody, free from chlorine), wire stitching

Paper: 60gr holmen plus 80

If necessary: Please request our reproduction and proof instructions.

Digital data transfer:

your contact person

Hildegund Roessler

Phone: +49 (0) 8121.95 - 1473

Fax: +49 (0) 8121.95 - 1690

E-mail: hroessler@wekanet.de

Please transmit your digital data by data medium (CD-ROM), e-mail or ISDN (MAC or PC). For detailed specifications please ask your contact person.

File names should be given as in the example : customer_Elektronik_issue
(for example: Lexware_Elektronik_1_10)

Please call +49 (0) 8121.7791 - 0 if data transfer causes any problems.

Magazine format: 210 mm width x 297 mm height (DIN A4)

Type area: 185 mm width, 260 mm height,
4 column (each 44 mm)

Inserts / tip-on ads / CDs

Loose inserts:

minimum size: 105 x 148 mm

maximum size: 10 mm smaller than the magazine on each side

minimum weight: 150 gsm for single leaf

maximum weight: on request

positioning: best possible

Loose inserts must be delivered cut and folded and as a finished product and be adapted for mechanical processing.

placement possibilities: print run or part of circulation by zip-codes or Nielsen areas

Bound inserts:

minimum size: 105 x 148 mm

maximum size: format of the magazine

minimum weight: for pages 80gsm

Trimmed pages must have an additional 4 mm on each border to be cut off.

Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.

placement possibilities: print run

Tip-on ads:

Folded products must be close to the gutter and be adapted for mechanical processing.

placement possibilities: print run and part of circulation by zip codes or Nielsen areas

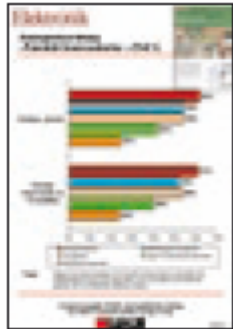
CDs:

CDs must be wrapped in standard paper cover without adhesive tape.

positioning on request

Delivery date for loose and bound inserts:

advert closing date of respective issue



Copytest – Control your ads impact!

For all media experts who want to know what design engineers and technical managers think about their ads, products and image “Elektronik” offers exclusive copytests. “Elektronik”'s copytests report about content and design of advertisements. More than that, copytest participants receive a concise image analysis on top. “Elektronik”'s copytests answer important questions such as “Do customers pay attention to my ad?”, “What information about my company is retained by the reader?” and “Does this ad help to get customers interested in my products and company?”

MDS – calculate your media plan’s efficiency!

Comprehensive study LA ELFA (readership analysis of electronics trade media) brings detailed transparency and allows a reliable optimization of the advertising budget. Axel-Springer-Verlag AG supplies for LA ELFA the evaluation program MDS (media planning system).

Mediennetz	Preis	Reichweite	Leserzahl	Effizienz
Netzwerk A	100.000	100.000	100.000	100.000
Netzwerk B	200.000	200.000	200.000	200.000
Netzwerk C	300.000	300.000	300.000	300.000
Netzwerk D	400.000	400.000	400.000	400.000
Netzwerk E	500.000	500.000	500.000	500.000

MDS allows fast and reliable efficiency comparisons for media planning. Price lists of all publishing houses of electronics trade journals and coverages according to LA ELFA are also included.

Marketing specialists are now able to order individual evaluations for their companies free of charge. More information can be found on the official LA ELFA website: www.la-elfa.org



Eye Tracking

While copytests measure processed, retained information “Elektronik”'s eye tracking analysis show pure reception of information.

Eye tracking is a special version of the so-called eye flow analysis. You can look at your own ad from your customers point of view!

The advertiser gets important information about the entry into the ad, duration of observation and eye flow.



Customized Publishing

“Elektronik” offers personalized letters, ads in elektroniknet.de newsletter and the whole range of customized publishing. You will be amazed by the large variety and efficiency of “Elektronik”'s ad possibilities. Please ask us.

For further information on service tools please visit www.elektroniknet.de/media or contact your “Elektronik” sales representative via Phone +49 (0)8121.95 - 1383.

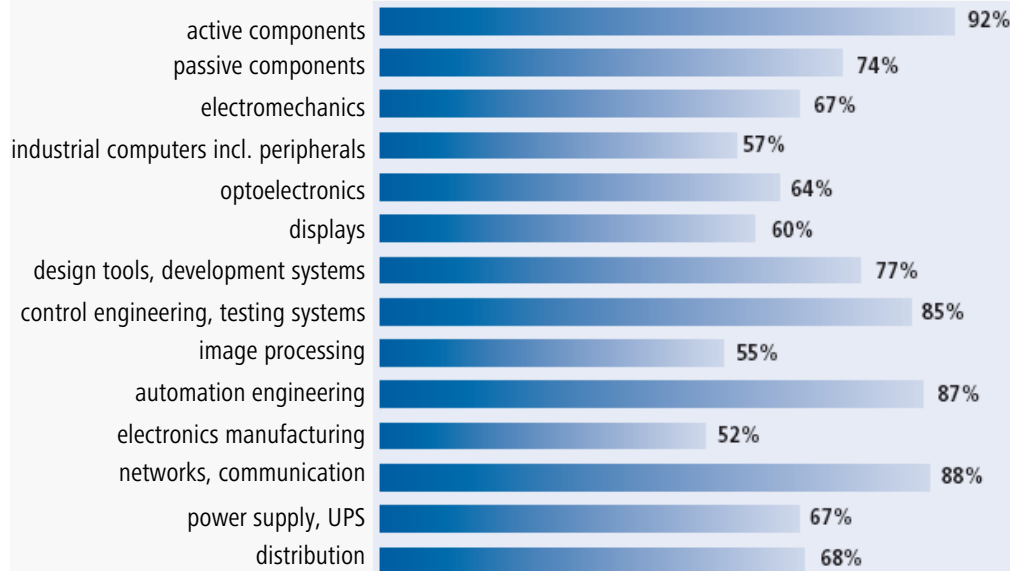
*The leading website for professional electronics in the German speaking market.
Source: ivw-online, 2009*

**Page Impressions according to IVW-Online in electronics segment:
elektroniknet.de overall leadership in electronics!**

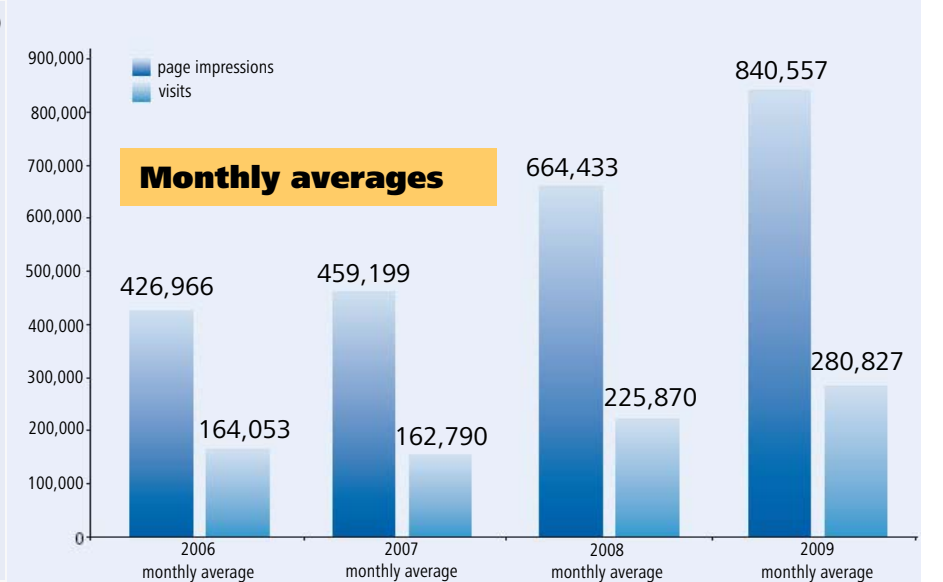
IVW is the official independent German institution which monitors the use of online advertising media. According to IVW Online elektroniknet.de is by far the leading web service in the segment professional electronics in Germany. elektroniknet.de's success is particularly justified by its content adjusted to its target group, developers, purchasers and managers in electronics. News, products and reports from the whole electronics world are presented in all forms of web-relevant data formats. elektroniknet.de provides its users with news feeds, database supported listings, blogs, closed forums, whitepapers, webcasts and the useful elektroniknet.de newsletter.

Eleven competence centers (channels) offer tailor made information – from automotive, components, distribution and embedded to e-mechanics, opto and power. elektroniknet.de is particularly helpful with supplier and product searches. Purchasers and developers are able to access listings containing more than 10,000 suppliers of 700 product groups. elektroniknet.de offers pinpoint communication possibilities to advertisers: banner advertisement, sponsoring, newsletter advertisement, presentation of important dates, webcasts, whitepapers and many other formats help suppliers in electronics to increase their communication success.

**Visitors of elektroniknet.de
Very interested/interested in...**



**Page impressions (monthly average) in electronics (according to IVW-Online)
elektroniknet.de – the leading media site in professional electronics**

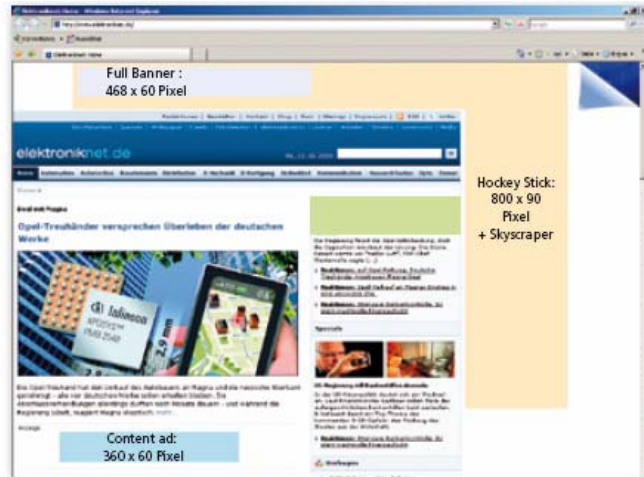


Find out more about elektroniknet.de's user structure in elektroniknet.de's media kit or visit elektroniknet.de/media

Source: IVW-Online

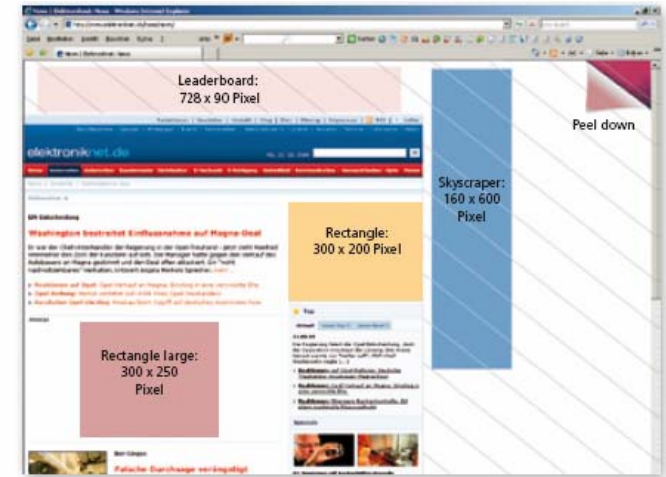
Advertising in elektroniknet.de

For information about further advertising opportunities, such as expanded banners, combinations or whitepaper, please visit www.elektroniknet.de/werbemittel. Or contact your sales representative.



Full Banner:	= € 125.-/1,000 Page Impressions
Skyscraper	= € 160.-/1,000 Page Impressions
Content ad	= € 160.-/1,000 Page Impressions
Leaderboard	= € 250.-/1,000 Page Impressions
Rectangle large	= € 380.-/1,000 Page Impressions
Peel down	= € 210.-/1,000 Page Impressions
Rectangle	= € 190.-/1,000 Page Impressions
Hockey Stick	= € 370.-/1,000 Page Impressions
Text Ad	= € 50.-/1,000 Page Impressions

Wallpaper ad: (available only for one week)
 leaderboard + skyscraperad + coloured background
 = € 410.-/1,000 page impressions



Webcast

including contact data and logo € 1,450.-/month

Whitepaper

including contact data and download area € 9.-/lead (optional)

Suppliers database

10,000 suppliers of 700 product groups are listed in the elektroniknet.de database.

Company listing: free of charge

Company listing + company portrait: € 1,200.-/year
 (including logo + video + events)

Liveticker

sponsoring of live news from the most important German electronics trade shows:

embedded world (2nd to 4th March, 2010)
 electronica (9th to 12th November, 2010) € 2,880.-/show

Question of the week

exclusive market research tool
 rate includes analysis € 990.-/week

Microsite

a dedicated microsite within elektroniknet.de created especially for your company.

minimum 2 months € 4,950.-/month

Newsletter

several times a week elektroniknet.de sends its elektroniknet and its automotive newsletters to more than 50,000 qualified recipients in electronics and automation. The high click-through rates make the newsletter a perfect advertising medium.

newsletter sponsoring (sponsoring text + first text ad) € 2,890.-
 text ad (max. 3 text ads per issue) € 2,490.-

Discount structure per year for all forms of advertising in elektroniknet.de:

over € 2,000	3%	over € 5,000	8%	over € 10,000	10%
over € 25,000	15%	over € 50,000	18%	over € 75,000	20%
over € 100,000	22%	over € 150,000	25%	over € 200,000	27%

Special ad formats on request or visit www.elektroniknet.de/werbemittel.

5 Key reasons to partner with Elektronik for your 2010 marketing campaigns

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

Elektronik has the **highest paid-for circulation** of all professional electronics title in Europe!

(source: IVW Q II/2009)

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

Elektronik is the **most read** bi-weekly electronics magazine in the European market reaching 99,900 readers per issue.

(source: LA ELFA 07/08)

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

Each issue of Elektronik reaches on an average basis **89,200 decision makers from research, development and design**. This makes Elektronik the most read electronics trade journal in this sector.

(source: LA ELFA 07/08)

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

Elektronik is the **preferred** professional electronics title for technical indepth articles.

(source: LA ELFA 07/08)

Elektronik

Fachzeitschrift für industrielle Anwender und Entwickler

According to IVW Online elektroniknet.de is by far the **leading** web service in the segment of professional electronics in Germany reporting more than 9.5 million page impressions per year.

(source: IVW-online, September 08 - August 09)





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France, Benelux, Scandinavia

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ralph.lockwood@husonmedia.com

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Fax: +81 -3-3505-5628
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Fax: +49 (0)8121.95-1652
gstelzer@elektronik.de

General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2009)

1. An "order" in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of online advertising 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. Differing, conflicting or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is unless the publisher expressly agrees to them.
3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of the inoperativeness of a term or condition, to add to or replace the latter with effect for existing contracts, and upon the alteration of a legal provision or supreme court decision if said alteration affects one or more terms and conditions of the contractual relationship, to adapt the affected terms and conditions to suit the purpose of the altered legal situation.
4. The order will be concluded with the acceptance of the client's order by the publisher. Such acceptance may be in writing or by e-mail.
5. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with 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 as the ordering party and the issue of an order to the advertising agency verified in writing.
6. Advertising brokers and advertising agencies are duty bound to abide by the price list of the publisher in their proposals, contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.
7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher is free to 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 of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without the need for an express agreement.
8. Placement of online advertising will be made as reasonably seen fit with the greatest possible consideration of the client's interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date of appearance of online advertising for technical or other comprehensible reasons.
9. 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.
10. Cancellation until 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 cancellation within one week of the commencement of insertion;
 - for cancellation 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.
11. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.
12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format or layout, of being a constituent part of the magazine or that contain third-party advertisements will not be accepted. Refusal of an order will be communicated to the client immediately. Advertisements that are not recognizable as advertisements because of their editorial composition may be identified by the publisher by the word "Anzeige" [Advertisement]. In as much as online advertising is not obviously advertising, the publisher may also identify it as such, in particular by the word "Anzeige" [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.
13. The client is responsible for punctual delivery of proper ready to print copy or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.
14. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA [society for musical performing and mechanical reproduction rights in Germany] or other copyright associations and/or owners.
15. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).
16. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof supplied on paper. Differences in color are unavoidable without a color proof, but are no entitlement to a price reduction. In every case a printout is to be sent by fax to the print shop to be able to check factual correctness. The client must expressly request a faxed correction. Only correct color adjustment ensures correct color implementation within the usual tolerances.
17. Before a digital transmission of artwork the client is responsible for ensuring that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims. The publisher also reserves the right to claim for damages of the client should the publisher suffer damages as a result of such computer viruses being infiltrated by the client.
18. If artwork is transmitted to the publisher digitally by a data medium, it will only be returned on special request to the client.
19. Discernibly unsuitable or damaged ready to print copy and/or advertising material will be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready to print copy and/or of producing ordered advertising material and of substantial alterations to originally agreed versions that are wished by the client and for which the latter is responsible because of the technical quality of the supplied ready to print copy and/or advertising material will be borne by the client. Should any deficiencies in the ready to print copy and/or advertising material not be immediately discernible but only become so in the printing operation and/or upon insertion, the client is not entitled to raise any claims for an inadequate impression and/or poor insertion.
20. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect they indemnify the publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.
21. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that they will abide by the applicable data privacy legislation – in particular of the Federal and Teleservices Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.
22. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set them for this purpose to pass by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).
23. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfillment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).
24. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.
25. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.
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 cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.
27. All claims by the client of the publisher resulting from malperformance 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. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include all error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.
29. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.
30. 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 CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) of 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.
31. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or advance payment is agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means 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 recalculate the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.
32. 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.
33. 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 publisher of the publication and distribution of the advertisement.
34. In the case of box number advertisements the publisher applies due diligence in safekeeping and forwarding the offers. Registered letters and express letters in response to box number advertisements are only forwarded by regular mail. Receipts from box number advertisements are kept for four weeks. Letters that are not collected during this time are destroyed.
35. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any joint discount.
36. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly withdraw from the contract. The client has no right to claims for compensation.
37. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to alterations to this clause.
38. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended business import of the term and condition now considered inoperative.
39. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law, a legal person governed by public law or a special fund under public law. The same shall apply in as much as the client, upon filing an action, possesses an office or a habitual residence in the Federal Republic of Germany.
40. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.