





**1 Characteristics:**

Once again in 2010, the successful media brand Elektronik automotive is accelerating – in print, online and events. Monthly Elektronik automotive informs in-depth about solutions, concepts and products in automotive electronics. A large variety of positive readers reactions prove Elektronik automotive’s importance as a reliable and credible information source for the decision makers in automotive electronics – design engineers and managers in vehicle construction and its subcontracting industries. elektroniknet.de’s competence center „automotive“ is running high speed. 9.5 million IVW-Online audited page impressions per year (August 08 - July 09) make elektroniknet.de the most frequented media site for professional electronics. PLUS: the weekly Automotive-newsletter provides latest trends, products and experts’ knowledge to more than 48,000 recipients which make it the ideal advertising medium. Elektronik automotive congress presents the strengths of innovative exhibitors and sponsors. Highly qualified speakers create a technically sophisticated programme for all attendees. You can reach your Auto customers and prospects directly and effectively with Elektronik automotive .

- 2 Publication frequency:** 9 issues
- 3 Volume:** 10<sup>th</sup> volume 2010
- 4 Web address (URL):** www.elektroniknet.de
- 5 Membership:** IVW (certified audit of circulation)
- 6 Organ:** -
- 7 Publisher:** WEKA FACHMEDIEN GmbH
- 8 Publishing house:** WEKA FACHMEDIEN GmbH  
 Gruber Straße 46a, D-85586 Poing  
 Phone: +49 (0) 8121.95 - 1385  
 Fax: +49 (0) 8121.95 - 1670  
 E-mail: media@elektronik.de

- 9 Editorial office:** Stephan Janouch, editor-in-chief  
 sjanouch@elektronik.de
- 10 Advertising:** Peter Eberhard, advertising manager  
 peberhard@elektronik.de
- 11 Circulation department:** Marc Schneider, distribution manager  
 mschneider@wekanet.de
- 12 Subscription rates:** Domestic subscription: € 72.00  
 Overseas subscription: € 84.40  
 Single copy rate: € 9.00
- 13 ISSN:** 1614-0125
- 14 Editorial to advertising ratio:**

2008 = 9 issues + 1 special issue
format of the magazine: DIN A4
<b>total pages:</b> 820 pages = 100 %
editorial content: 615 pages = 75 %
advertising content: 205 pages = 25 %
loose inserts: 4 pieces
- 15 Editorial content analysis:**

<b>2008 = 615 pages</b>
specialist articles and specials: 385 pages = 63 %
product notes (market) 62 pages = 10 %
items (technology + trends) 98 pages = 16 %
express (enterprises + economy) 33 pages = 5 %
others (editorial, content, preview preview, imprint, advertiser index) 37 pages = 6 %



16 Circulation audit:



17 Circulation breakdown:

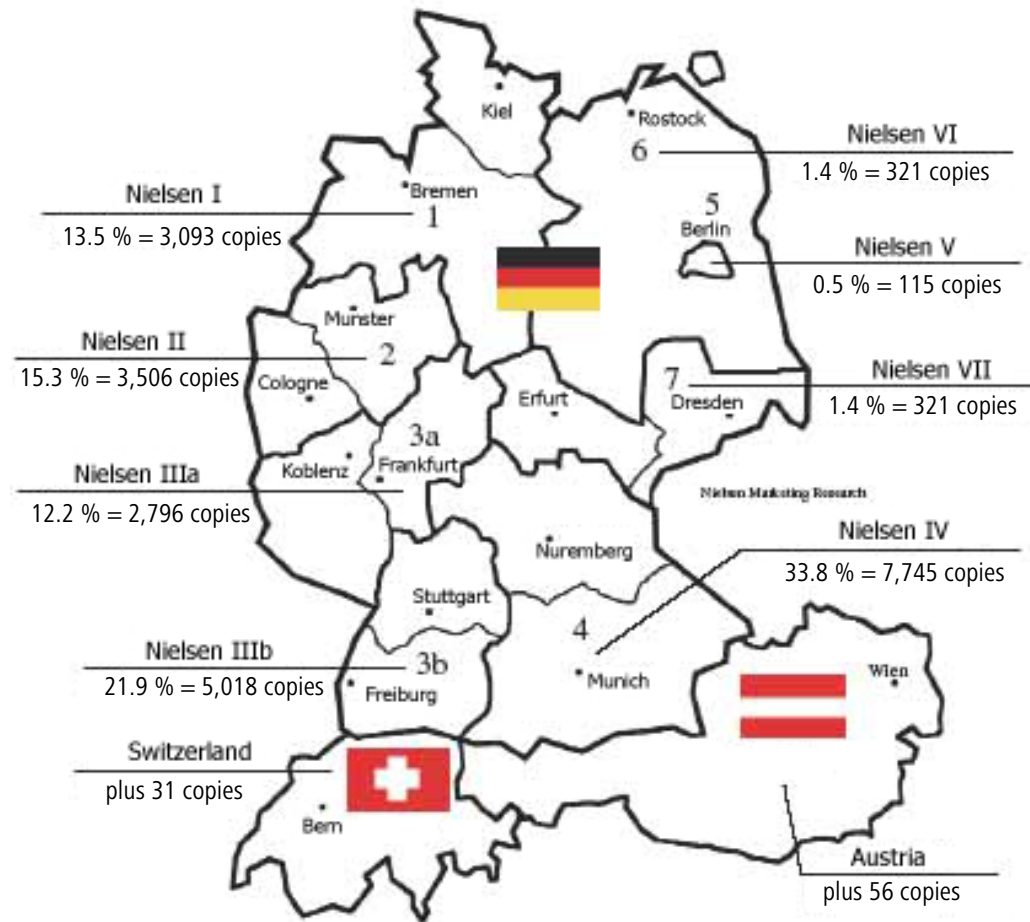
copies per issue/annual average  
(July 1<sup>st</sup> 2008 to June 30<sup>th</sup> 2009)

print run:	23,863	
total circulation:	23,062	abroad: 148
sold circulation:	2,263	abroad: 57
subscriptions:	565	
other sales:	1,698	
controlled circulation:	20,799	
remainder, archive and voucher copies:	801	

18 Geographic circulation breakdown:

economic region	share of total circulation	
	%	copies
Germany	99.4	22,914
Austria	0.2	56
Switzerland	0.1	31
other countries	0.3	61
total circulation	100.0	23,062

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:** 54,612

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

- sold circulation		2,605
of which:		
subscriptions	598	
other sales	2,007	
- controlled circulation		17,580
of which:		
constant free circulation	321	
changed free circulation	17,259	
- total circulation		20,185
domestic	20,032	
abroad	153	

**3 Description of survey:**

**3.1 universe (analysed share)**

universe (total circulation)	20,185 = 100.0 %
of which not analysed in survey:	2,007 = 10.0 %
other sales	2,007

survey represents of universe (total circulation) 18,187 = 90.0%

**3.2 Date of data analysis:** September 2<sup>nd</sup>, 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:** September 2009

**3.7 Conduction of analysis:** publisher

### Business sectors

Group of recipients	Share of total circulation projection (approx.)	
	percent	(approx.)
automotive manufacturer	18	4,150
systems supplier (TIER I)	37	8,530
components supplier (TIER II)	42	9,690
hard- and software supplier (TIER III)	46	10,610
service	38	8,760
production technology	27	6,230
measurement and control technology	42	9,690
chemical industry, mineral-oil processing	3	690
precision and optical goods	9	2,080
transport ( air, ship, railways)	10	2,310
vehicle design (water, air, roads)	17	3,920
consulting engineering firm for techn. planning	14	3,230
organisations	3	690
total circulation		23,062

### Size of economic entity

	Share of total circulation projection (approx.)	
	percent	(approx.)
1 - 9 employees	22	5,070
10 - 49 employees	8	1,850
50 - 99 employees	6	1,380
100 - 499 employees	13	3,000
500 and more employees	51	11,760
rounding difference		2
total circulation		23,062

### Main field of work

Group of recipients	Share of total circulation projection (approx.)	
	percent	(approx.)
development, design	75	17,300
testing, proving	47	10,840
research	37	8,530
management	34	7,840
corporate and technical management	36	8,300
purchasing, technical procurement	31	7,150
quality control, quality assurance	27	6,230
organisation, data processing	19	4,380
production, manufacturing	18	4,150
production management	10	2,310
service	9	2,080
total circulation		23,062

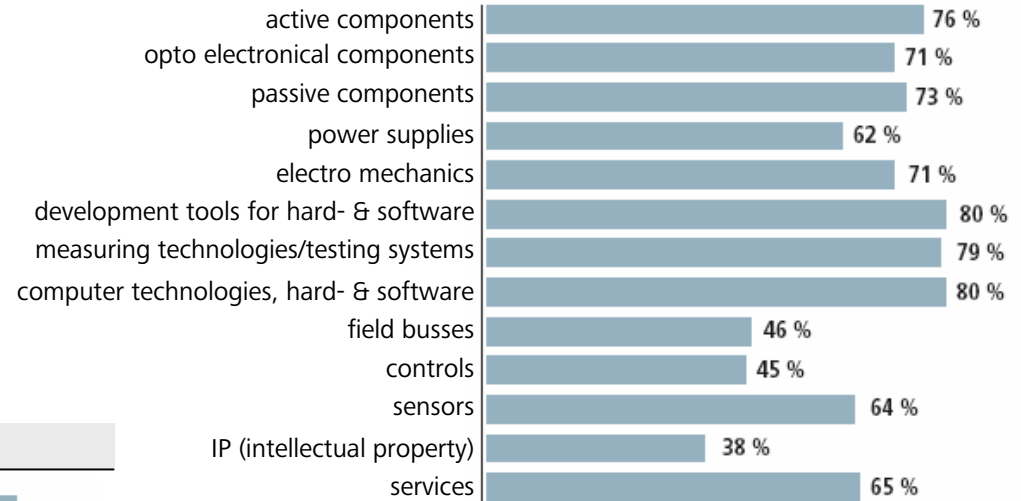




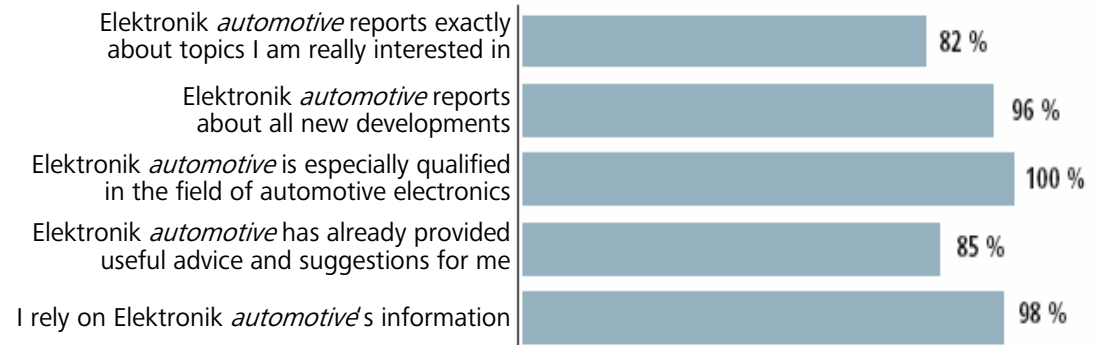
**Readers loyalty: Elektronick automotive is very good concerning...**



**Product fields with planned investments (within next 12 months – surely/possibly)**



**Readers loyalty: agreement to statements**



## Summary of the survey methodology for the structure analysis

### 1 Methodology of the survey:

Structure analysis by telephone survey (C.A.T.I.) - sample survey

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

### 2 Description of the recipients at the time of the 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:** 53,816

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

- sold circulation		2,576
of which:		
subscriptions	560	
other sales	2,016	
- controlled circulation		22,172
of which:		
constant free circulation	208	
changed free circulation	21,968	
- total circulation		24,748
domestic	24,534	
abroad	214	

### 3 Description of survey:

#### 3.1 universe (analysed share)

universe (total circulation)	24,748 = 100.0 %
of which not analysed in survey:	301 = 1.2 %
other sales	301

survey represents of universe (total circulation)	24,447 = 98.8%
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#### 3.2 Date of data analysis: September 10<sup>th</sup>, 2008

#### 3.3 Description of the sample:

Survey is based on random sample drawn from total database.

gross sample:	354 cases = 100.0 %
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shortfall:	104 cases = 29.4 %
- refusal due to time constraints:	27 cases = 7.6 %
- cancellation of interview:	23 cases = 6.5 %
- refusal of interview:	24 cases = 6.8 %
- target person not available:	30 cases = 8.5 %

net sample (avaluable number of cases): 250 cases = 70.6 %

#### 3.4 Target person of survey: recipients of the magazine

#### 3.5 Definition of reader: omitted

#### 3.6 Period of analysis: 15<sup>th</sup> - 26<sup>th</sup> September, 2008

#### 3.7 Conduction of analysis: IFAK-Institut für Markt- und Sozialforschung, Tausenstein

	1/2	3	4/5	6	7/8	9	10	11	12
publication date	Feb 19 <sup>th</sup>	March 30 <sup>th</sup>	April 27 <sup>th</sup>	June 8 <sup>th</sup>	July 6 <sup>th</sup>	Sept. 14 <sup>th</sup>	Oct. 12 <sup>th</sup>	Nov. 2 <sup>nd</sup>	Dec. 6 <sup>th</sup>
ad closing date	Jan. 29 <sup>th</sup>	March 9 <sup>th</sup>	April 6 <sup>th</sup>	May 14 <sup>th</sup>	June 15 <sup>th</sup>	Aug. 24 <sup>th</sup>	Sept. 21 <sup>st</sup>	Oct. 8 <sup>th</sup>	Nov. 12 <sup>th</sup>
closing date articles	Dec. 23 <sup>rd</sup>	Feb. 1 <sup>st</sup>	March 1 <sup>st</sup>	April 12 <sup>th</sup>	May 10 <sup>th</sup>	July 19 <sup>th</sup>	Aug. 16 <sup>th</sup>	Sept. 6 <sup>th</sup>	Oct. 10 <sup>th</sup>
<b>active components</b> microcontrollers, diodes, transistors, op-amps, AD/DA converters, controllers, processors, mixed signal ICs, multicore processors, DSPs, FPGAs, bus drivers, LED drivers, RF drivers	●	●	●	●	●	●	●	●	●
<b>powertrains</b> alternative propulsion systems, hybrid concepts, powertrain controls, electric motors, x-by-wire		●				●		●	●
<b>wire harness and energy management</b> batteries and energy storage, vehicle power design, EMI, LDO control, wiring harness, cable technology, power electronics, power supplies, DC/DC-converter, ultracaps		●	●	●	●	●		●	
<b>bussystems</b> CAN, LIN, MOST, FlexRay, Ethernet, IEEE 1394, gateways, physical layers, bus drivers	●		●		●		●	●	●
<b>development processes and standards</b> services, embedded design, hardware/software development tools, simulation, verification, validation, model based development, SPICE/CMMI certification, ASAM, AUTOSAR, SIL levels, requirements management, robustness validation, AEC-Q100, qualifications	●	●	●	●	●	●	●	●	●
<b>development software/hardware</b> tool-suites, IP, middleware, operating systems, development tools, compilers, linkers, debuggers, code analysers, development/evaluation boards, CAE tools, emulators, programming systems	●	●	●	●	●	●	●	●	●
<b>electromechanics/mechatronics</b> relays, keys, switchboards, terminal blocks, coolers/fans, connectors, pcb technology, cables, electric motors, display structure and operational concepts, instrumentation, switches and gauges	●			●	●	●		●	●

	1/2	3	4/5	6	7/8	9	10	11	12
publication date	Feb 19 <sup>th</sup>	March 30 <sup>th</sup>	April 27 <sup>th</sup>	June 8 <sup>th</sup>	July 6 <sup>th</sup>	Sept. 14 <sup>th</sup>	Oct. 12 <sup>th</sup>	Nov. 2 <sup>nd</sup>	Dec. 6 <sup>th</sup>
ad closing date	Jan. 29 <sup>th</sup>	March 9 <sup>th</sup>	April 6 <sup>th</sup>	May 14 <sup>th</sup>	June 15 <sup>th</sup>	Aug. 24 <sup>th</sup>	Sept. 21 <sup>st</sup>	Oct. 8 <sup>th</sup>	Nov. 12 <sup>th</sup>
closing date articles	Dec. 23 <sup>rd</sup>	Feb. 1 <sup>st</sup>	March 1 <sup>st</sup>	April 12 <sup>th</sup>	May 10 <sup>th</sup>	July 19 <sup>th</sup>	Aug. 16 <sup>th</sup>	Sept. 6 <sup>th</sup>	Oct. 10 <sup>th</sup>
<b>infotainment and telematics</b> antenna systems, audio/video CODECs, operating systems, bluetooth, displays, GSM/UMTS/LTE, navigation, WLAN, eCall, location based services, car-2-x	●		●		●		●	●	●
<b>chassis electronics</b> antilock braking, ESC, brake assistants, active/ semi-active suspension control systems, intelligent sensors, lighting technology		●	●			●		●	●
<b>body electronics</b> (operating) controls, HVAC, human-machine-interfaces (HMI), locking systems, displays			●					●	
<b>test and measurement</b> EMI measurement, HiL/SiL/MiL testing, test bench technology, restbus simulation, logic analysers, oscilloscopes, protocol testers, mobile measurement, multi-meters, HiL/SiL testers, pc measurement, data loggers	●	●	●	●	●	●	●	●	●
<b>optoelectronics</b> LEDs, displays, OLEDs, LED-drivers, optocouplers, cameras	●		●		●		●	●	
<b>passive components</b> resistors, capacitors, inductors, filters, fuses, transformers, quartzes, oscillators		●		●				●	●
<b>safety electronics</b> (advanced) driver's assistance systems, cameras, sensors, RADAR/LIDAR systems		●	●	●		●		●	
<b>trade fair issues</b>	<b>embedded world</b> , Nuremberg, March 2 <sup>nd</sup> - 4 <sup>th</sup>  <b>CeBIT</b> , Hanover, March 2 <sup>nd</sup> - 6 <sup>th</sup>  <b>DATE</b> , Munich, March 8 <sup>th</sup> - 12 <sup>th</sup>	<b>Hannover Messe/ MobilITEC</b> , Hanover, April 19 <sup>th</sup> -23 <sup>rd</sup>	<b>Sensor+Test</b> , Nuremberg, May 18 <sup>th</sup> -20 <sup>th</sup>  <b>PCIM</b> , Nuremberg, May 4 <sup>th</sup> - 6 <sup>th</sup>	<b>Automotive Testing EXPO</b> , Stuttgart, June 22 <sup>nd</sup> - 24 <sup>th</sup>		<b>IAA Nutzfahrzeuge</b> , Hanover, Sept. 23 <sup>rd</sup> -30 <sup>th</sup>	<b>Convergence</b> , Detroit, Oct. 19 <sup>th</sup> - 20 <sup>th</sup>	<b>electronica</b> , Munich, Nov. 9 <sup>th</sup> - 12 <sup>th</sup>	



**1 Circulation:** print run: 23,863  
total circulation (annual average): 23,062

**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:** 9 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 <sup>nd</sup> /3 <sup>rd</sup> cover page	185	x	260				€ 8,870.-
4 <sup>th</sup> 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](mailto: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 € 3,990.-

4-pages € 5,670.-

8-pages € 8,400.-

12-pages € 10,500.-

14-pages and more on request. Print run: 21,500 copies

### 14 Loose inserts: (including postage)

up to 25g: € 4,935.-

up to 50g: € 5,985.-

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

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

minimum order sum: € 570.-

higher weight on request, Print run: 21,500 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 *automotive*-issue xy/2010"

### Ads

#### Printing technique:

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

paper: upgraded newsprint paper

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\_automotive\_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 80 gsm

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

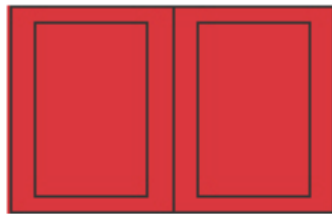
#### CDs:

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



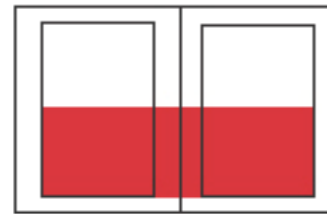
**2/1 pages spread across gutter**

width x height  
 420 x 297 mm ♦  
 394 x 260 mm



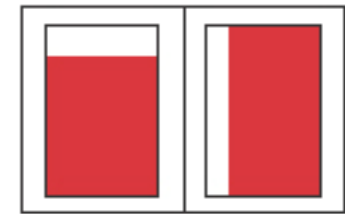
**1/1 page**

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

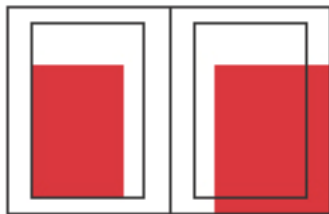


**3/4 page horizontal**

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

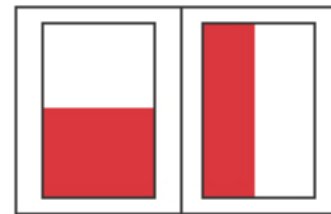


**junior page**

width x height  
 135 x 190 mm

**trim size**

width x height  
 147 x 210 mm ♦

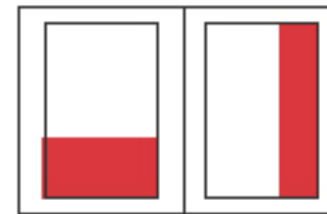


**1/2 page horizontal**

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

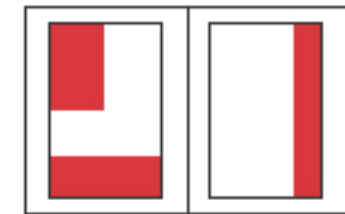


**1/3 page horizontal**

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

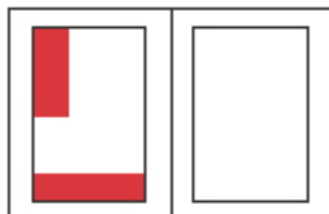


**1/4 page**

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

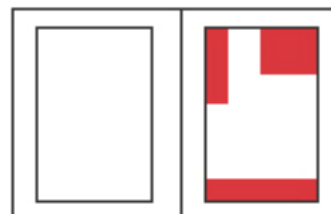


**1/6 page horizontal**

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**

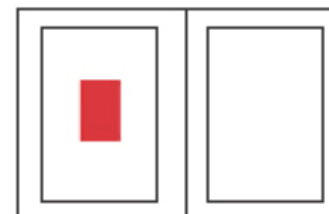
width x height  
 102 x 82 mm ♦  
 90 x 62 mm

**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**

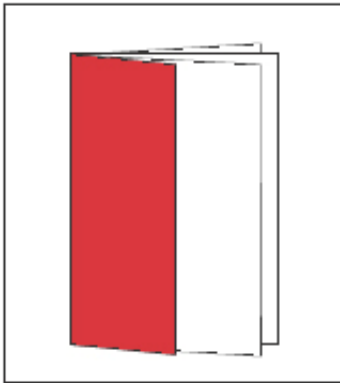
width x height  
 43 x 50 mm x 80 mm

**1/4 page vertical**

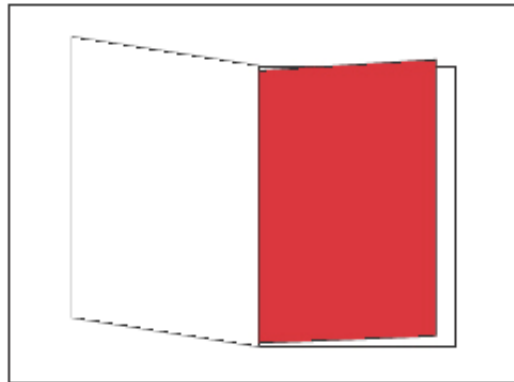
width x height  
 54 x 297 mm ♦  
 42 x 260 mm

♦ trim size

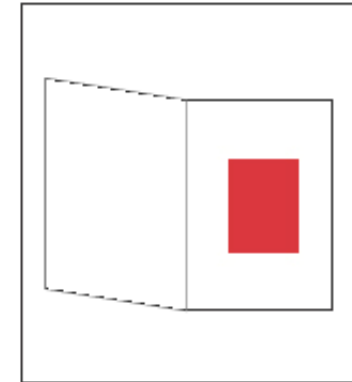
Examples of special ads



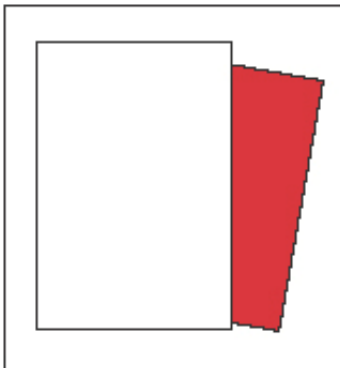
Flap



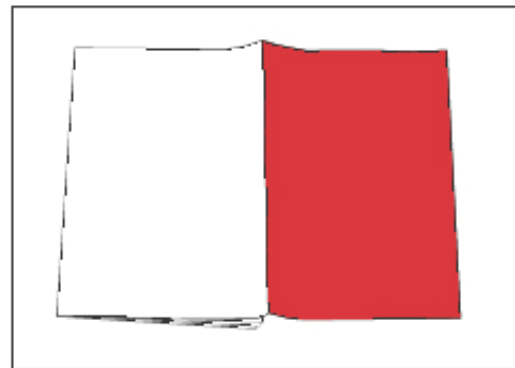
Bound inserts



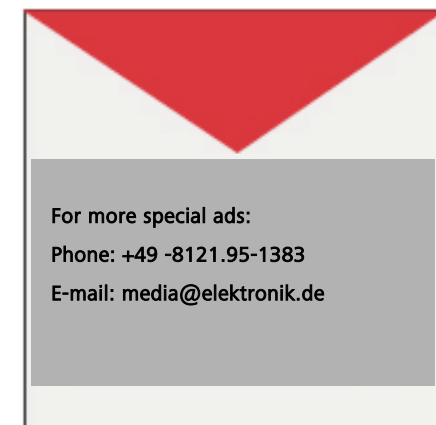
Tip-on ads



Loose inserts



Cover gate folds



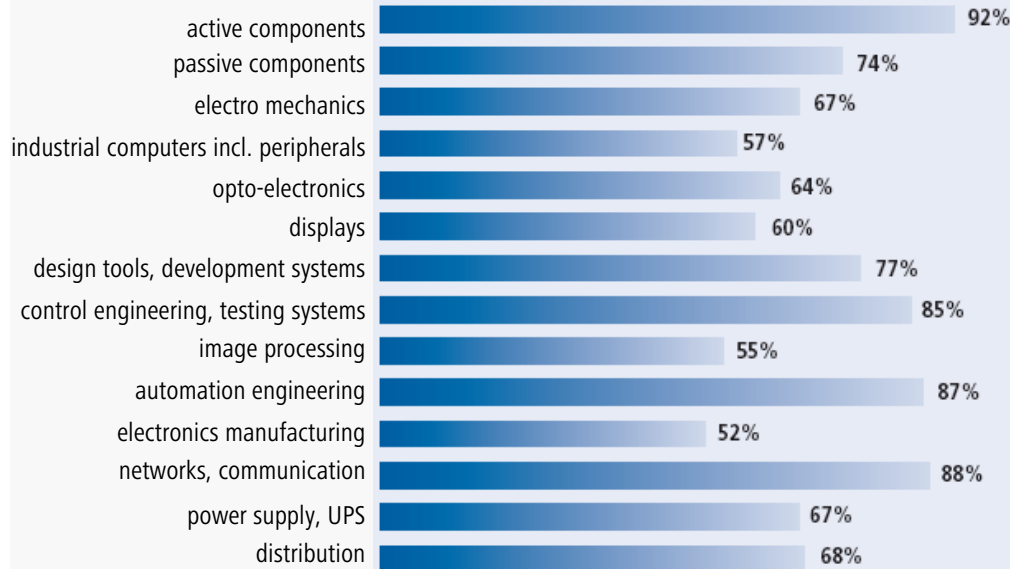
The leading website for professional electronics in the German speaking market.  
Source: ivw-online, 2009

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

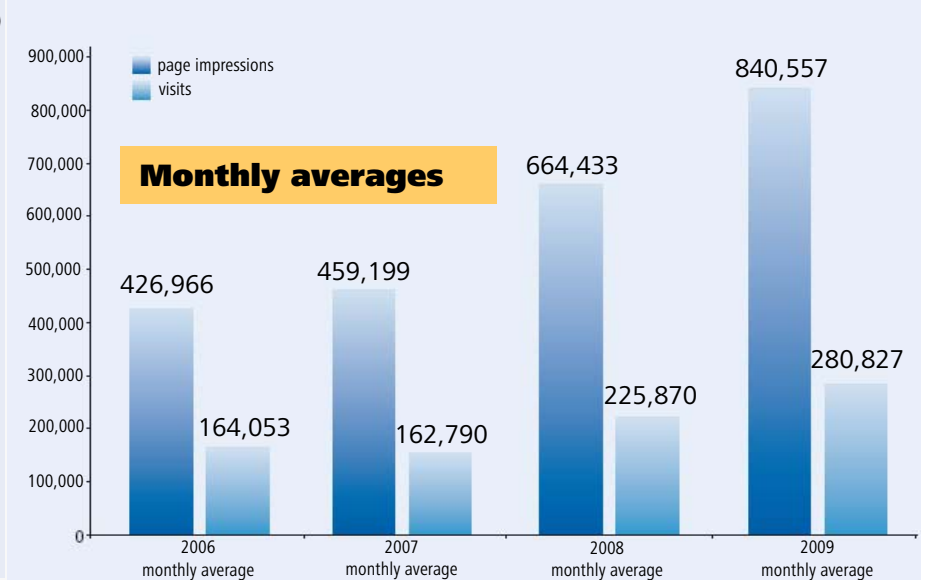
IVW is the official independent German institution which monitors the use of online advertising media. According to IVW Online elektroniknet.de is by far the leading web service in the segment professional electronics in Germany. elektroniknet.de's success is particularly justified by its content adjusted 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 and Automotive newsletters.

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**



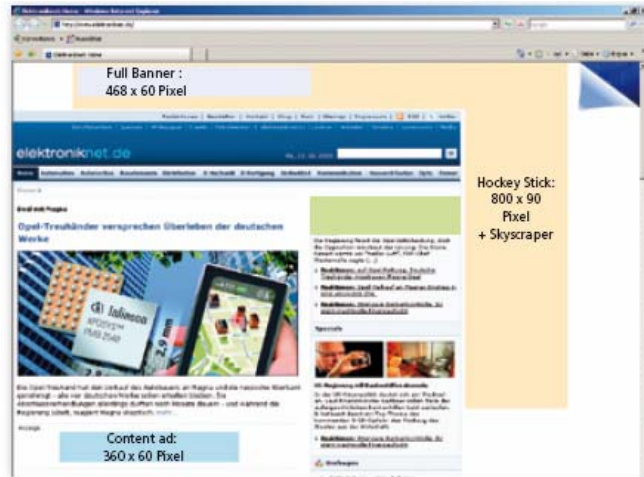
Source: IVW-Online

Find out more about elektroniknet.de's user structure in elektroniknet.de's media kit or visit [elektroniknet.de/media](http://elektroniknet.de/media)

source: elektroniknet.de visitors analysis, 2009, n=1,597 persons

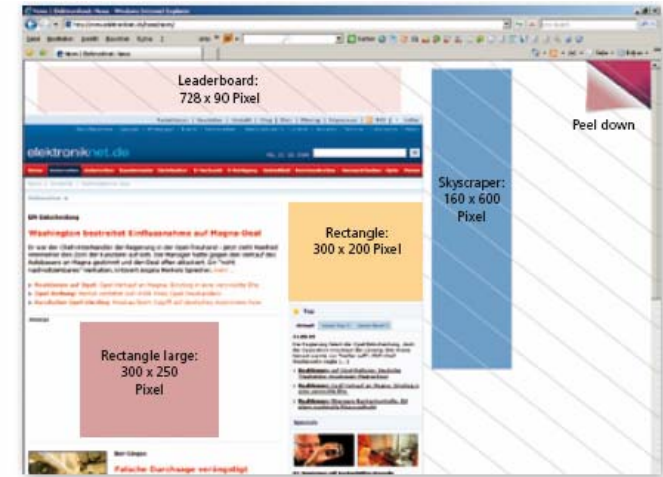
**Advertising in elektroniknet.de**

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



<b>Full Banner:</b>	= € 125.-/1,000 Page Impressions
<b>Skyscraper</b>	= € 160.-/1,000 Page Impressions
<b>Content ad</b>	= € 160.-/1,000 Page Impressions
<b>Leaderboard</b>	= € 250.-/1,000 Page Impressions
<b>Rectangle large</b>	= € 380.-/1,000 Page Impressions
<b>Peel down</b>	= € 210.-/1,000 Page Impressions
<b>Rectangle</b>	= € 190.-/1,000 Page Impressions
<b>Hockey Stick</b>	= € 370.-/1,000 Page Impressions
<b>Text Ad</b>	= € 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 (2<sup>nd</sup> to 4<sup>th</sup> March, 2010)

electronica (9<sup>th</sup> to 12<sup>th</sup> 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](http://www.elektroniknet.de/werbemittel).

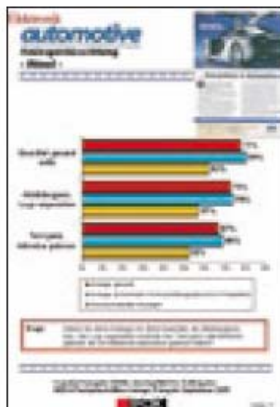


### Copytest – Controll your ad’s impact!

For all media experts who want to know what design engineers and technical managers think about their ads, products and image Elektronik *automotive* offers exclusive copytests.

Elektronik *automotive*'s copytests report about content and design of advertisements. More than that, copytest participants receive a concise image analysis on top.

Elektronik *automotive*'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?”



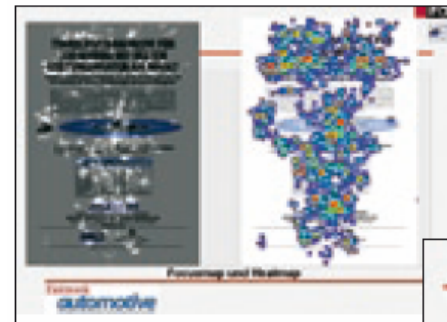
### Customized publishing

Elektronik *automotive* offers all forms of customized publishing: personalised letters, advertising in the automation newsletter. You will be amazed by the variety and efficiency of our advertising possibilities.

### Eye Tracking

While copytests measure processed, retained information Elektronik *automotive*'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.



For further information on service tools please visit [www.elektroniknet.de/media](http://www.elektroniknet.de/media) or contact your Elektronik *automotive* sales representative via Phone +49 (0)8121.95 - 1383.



**UK/EIRE**

Huson International Media  
Gerry Rhoades-Brown  
Cambridge House  
8 Gogmore Lane, Chertsey  
Surrey, KT16 9AP  
Phone: +44 (0) 1932 564 999  
Fax: +44 (0) 1932 564 998  
gerry.rhoadesbrown@husonmedia.com

**France, Benelux, Scandinavia**

Huson International Media  
Rembrandtgebouw  
Biesbosch 225  
1181 JC Amstelveen  
Holland  
Phone: 0031 - 205 45 00 10  
Fax: 0031 - 205 45 00 15  
gerry.rhoadesbrown@husonmedia.com

**USA west**

Huson International Media  
Ralph Lockwood  
PruneyardTowers  
1999 South Bascom Avenue, Suite 1000  
Campbell, CA 95008  
Phone: +1 -408 879 6666  
Fax: +1 -408 879 6669  
ralph.lockwood@husonmedia.com

**Japan**

Shinano International  
Inc. Akasaka Kyowa 2 F  
1-6-14 Akasaka  
Minato-ku  
Tokyo107-0052 Japan  
Phone: +81 -3-3584-6420  
Fax: +81 -3-3505-5628  
kazujt@bunkoh.com

**USA east**

Huson International Media  
Michael Andrews  
Empire State Building  
350 Fifth Avenue, Suite 4614  
New York, NY 10118  
Phone: +1 -212 268 33 44  
Fax: +1 -212 268 33 55  
michael.andrews@husonmedia.com

**Taiwan**

Anita Chen  
2F, No. 85, Zhouzi Street,  
Neihu District, Taipei City 114, Taiwan  
Phone: +886 -2-8751-5162  
Fax: +886 -2-8751-8861  
anita@globalitmedia.com.tw



**For all other international territories**

Elektronik  
Sonja Winkler  
Gruber Str. 46a  
D -85586 Poing  
Phone: +49 (0)8121.95-1383  
Fax: +49 (0)8121.95-1670  
swinkler@elektroniknet.de

Editor-in-chief  
Stephan Janouch

Elektronik *automotive*  
Gruber Str. 46a  
D-85586 Poing  
Phone: +49 (0)8121.95-1369  
Fax: +49 (0)8121.95-1652  
sjanouch@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.