

27/2009 3.7.2009 ISSN 0944-8843 € 4,20 www.elektroniknet.de

Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

Alternative zu High-End-Controller-Lösungen

Silica gründet Atom-Allianz

Silica ruft mit sechs Embedded-Computing-Unternehmen die »Smart µSolutions Alliance« ins Leben, um neue Kundenkreise für Intels Atom-Architektur zu erschließen.

Paing – »Wir wollen entwickeln, die an die Grenzen ihrer bisher verwendeten High-End-Controller stoßen, einen einfachen Einstieg in die x86-Welt bieten«, erklärt Karlheinz Weigl, Vice President Sales Central & Eastern Europe von Silica. »Wenn die Umstellung auf eine neue Prozessorarchitektur ist keine triviale Geschichte. Es gibt viele technische Hürden, die den Einstieg für Entwickler und Entwicklungsleiter auf den ersten Blick unattraktiv machen – obwohl sie sich der Vorteile der x86-Technologie durchaus bewusst sind.« Hier sollen die Allianzpartner im Spiel kommen, indem sie Entwicklungsaufgaben übernehmen oder lauf-

gähige Atom-Baugruppen liefern. Die Allianzpartner Beckhoff Automation, E.D., Liggett Embedded Computers, MEN Mikro Elektronik, MSC Vertrieb GmbH und Phytec Messtechnik sind entsprechend breit aufgestellt, um die unterschiedlichsten Markt- und Technologiebedürfnisse abzudecken.

In Kundengesprächen stellte Silica fest, dass die Anforderungen nach höherer Rechenperformance, breitem Support in Sachen Betriebssystem und Peripherie, Skalierbarkeit und kleiner Verlastleistung im Embedded-Bereich verstärkt nachgefragt werden. Bislang gab es im Preis/Performance-Verhältnis eine Lücke zwischen 32-Bit-High-End-

Controllern und der klassischen x86-Architektur. Mit Intels Atom schließt sich nach Ansicht von Silica diese Lücke. Allerdings gebe es bei den Kunden noch einige Bedenken, den Architekturwechsel betreffend. Mit der Smart µSolutions Alliance soll sich das nun ändern. »Wir bieten den Kunden die Allianz als One-Stop-Atom-Solution an«, resümiert Weigl. (mk)

Thema der Woche

Display-Trends

Getrieben vom populären E-Book-Reader »Kindle«, sieht Display den Markt für E-Paper-Displays in den nächsten vier Jahren auf mehr als 3 Mrd. Dollar wachsen. Ob die E-Paper-Trendwelle auch den Industriemarkt erreicht, hängt davon ab, ob die Hersteller die Vorteile des E-Papers auf industrielle Anwendungen übertragen können.

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Interview der Woche

Andreas Kürz, Data Modul

Data Modul setzt auf Systemkompetenz und auf die Entwicklung eigener Komponenten für Display-Moduln. Kürz berichtet über die Entwicklung der Datenmodul-Produktion bei Data Modul.

Für Smart Metering

ZigBee-SoCs auf Basis von ARMs Cortex-M3

München – Auf der neuen Generation der ZigBee-Chips für den Aufbau von drahtlosen Sensornetzwerken hat Ember den HF-Teil mit einem Cortex-M3-Prozessor von ARM kombiniert. Die neuen SoCs erreichen die zweite Reichweite bisheriger ZigBee-Chips. Sie können aufgrund der hohen Code-Dichte für die anspruchsvollsten Aufgaben eingesetzt werden, und sie verlängern die Batterielebenszeit um 25 Prozent.

Für den Cortex-M3 hat sich Ember entschieden, weil er eine geringe Leistungsaufnahme mit hoher

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DisplaySearch-Report

Displays puschen den LED-Absatz

Austin, Texas – Glänzende Zukunftsaussichten attestieren die Analysen von DisplaySearch der LED-Hinterleuchtung von TFTs. Die treibende Kraft sind Notebook-PC-Displays, und auch in LCD-TV's kommen LED-Backlights mehr und mehr zum Zug. Kunden 2008 etwa 8 Mrd. LEDs als Hinterleuchtung in TFT-Displays verbaut, sollen es 2012 gut 34 Mrd. sein. Das wären rund 300 Prozent mehr als 2008 und würde bedeuten, dass Display-

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MEDIA GUIDE

2010

Highest readership!

source: according to LA ELFA 07/08 113,000 readers per issue

Highest advertising volume!

source: mediaskop, Q1-Q2/2009, segment: electronics





1 Characteristics:

Markt&Technik, the independent weekly newspaper for electronics, includes up-to-date information on the latest technology and its impact, business issues and trends, product development strategies, buying strategies, new product information and management techniques in the electronics industry. The editorial content meets the specific information requirements of decision makers in development, product planning, purchase, technical and administrative management. Clearly headed, extensive market surveys, focussed reports and product reports give a quick and reliable overview of all the important fields in electronics.

2 Publication frequency: weekly + 7 special issues + 4 quarterly reports + official show daily for electronica

3 Volume: 34th 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

8 Publishing house: WEKA FACHMEDIEN GmbH
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11 Circulation department:

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12 Subscription rates:

Domestic subscription: € 209.00
Overseas subscription: € 221.70
Single copy rate: € 4.20

13 ISSN:

0344-8843

14 Editorial to advertising ratio: 2008 = 64 issues
format of the magazine: 230 mm x 297 mm
total pages: 4,982 pages = 100.00 %
editorial content: 3,102 pages = 62.3 %
advertising content: 1,880 pages = 37.7 %
loose inserts: 55 pieces

15 Editorial content analysis: 2008 = 3,102 pages
latest news 1.045 pages = 33.7 %
product articles 1,095 pages = 35.3 %
professional articles 800 pages = 25.8 %
financial articles 161 pages = 5.2 %



16 Circulation audit:



17 Circulation breakdown:

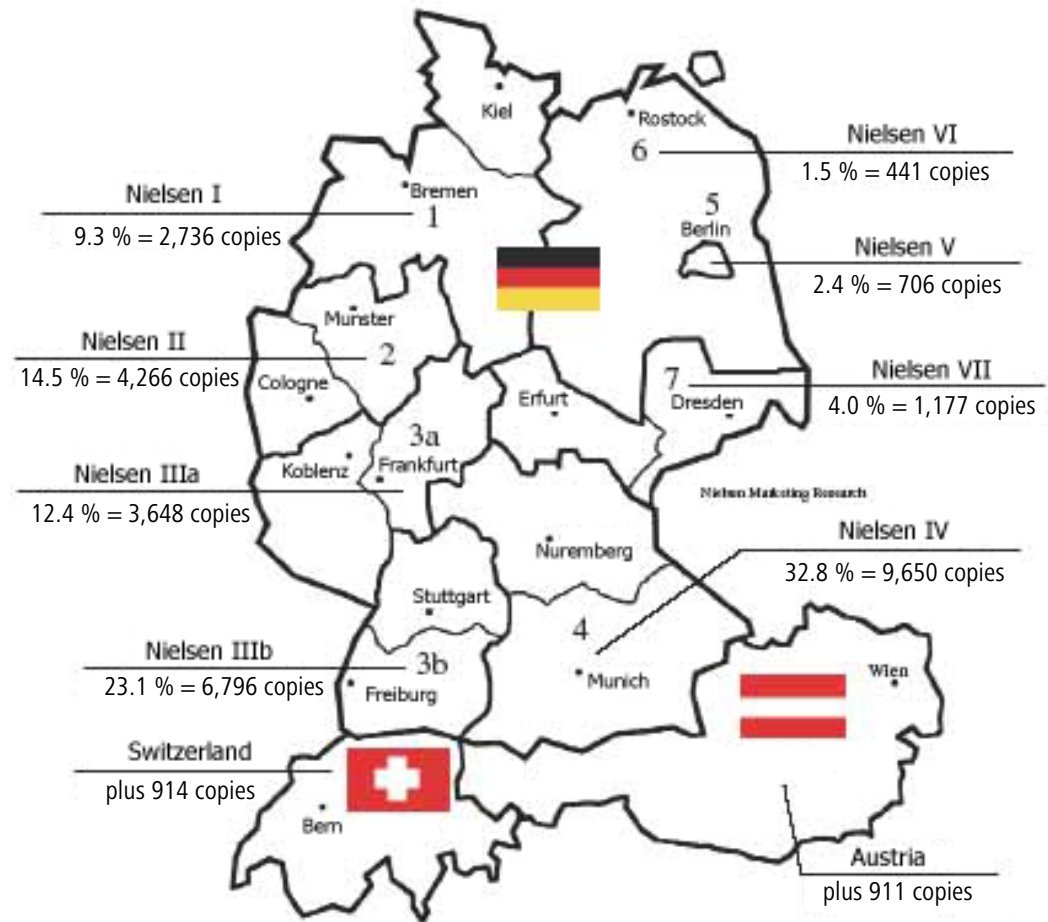
copies per issue/annual average
(July 1st 2008 to June 30th 2009)

print run:	31,993	
total circulation:	31,415	abroad: 1,994
sold circulation:	1,607	abroad: 140
subscriptions:	1,482	
other sales:	125	
controlled circulation:	29,808	
remainder, archive and voucher copies:	578	

18 Geographic circulation breakdown:

economic region	share of total circulation	
	%	copies
Germany	93.7	29,421
Austria	2.9	911
Switzerland	2.9	914
other countries	0.5	169
total circulation	100	31,415

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: 116,453

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

- sold circulation		1,421
of which:		
subscriptions	1,405	
other sales	16	
- controlled circulation		30,151
of which:		
constant free circulation	433	
changed free circulation	29,718	
- total circulation		31,572
domestic	29,596	
abroad	1,976	

3 Description of survey:

3.1 universe (analysed share)

universe (total circulation)	31,572 = 100.0 %
of which not analysed in survey:	16 = 0.1 %
other sales	16

Survey represents of universe (total circulation) 31,556 = 99.9%

3.2 Date of data analysis: August 6th, 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 (113,100 readers)	
	percent	total
chemical industry, mineral-oil processing (base: 31,600)	15	16,600
automotive electronics / vehicle design (base: 61,000)	31	34,800
military electronics (base: 13,900)	8	8,800
consumer electronics (base: 52,700)	21	24,300
data processing (base: 111,500)	36	41,300
measurement and control technology (base: 93,400)	42	47,600
medical technology (base: 55,500)	28	31,500
precision and optical goods (base: 25,500)	10	11,300
engineering industry / apparatus industry (base: 89,300)	37	41,300
telecommunications (base: 64,300)	29	32,700
industrial electronics (base: 100,700)	53	59,600
components production (base: 30,500)	17	18,800
trade/distribution of electrical devices and components (base: 56,200)	26	29,100
consulting engineering firm (base: 47,900)	22	24,700
others (base: 6,500)	2	1,900

19R Size of economic entity

	Share of average readership (113,100 readers)	
	percent	total
1 - 9 employees (base: 101,100)	32	36,700
10 - 99 employees (base: 101,400)	39	44,500
100 and more employees (base: 66,900)	28	31,900
	100	113,100

19R Fields of work

	Share of average readership (113,100 readers)	
	percent	total
development, research, design (base: 197,800)	77	87,200
purchasing, procurement (base: 164,100)	61	68,400
public authority, management (base: 108,300)	45	51,400
production, manufacture, quality control (base: 159,400)	58	66,100
Organisation, logistics (base: 106,600)	40	44,900



19R Vocational training

	Share of average readership (113,100 readers)	
	percent	total
apprenticeship completed (base: 17,000)	5	6,100
master craftsman's examination (base: 15,500)	3	3,700
technical school completed (base: 16,400)	5	5,200
engineering college (base: 12,900)	7	8,400
polytechnic college (base: 10,400)	3	3,100
technical college (base: 104,100)	41	46,800
university (base: 89,000)	33	37,500
doctorate (base: 4,100)	2	2,300
	100	113,100

19R Age

	Share of average readership (113,100 readers)	
	percent	total
18 to 29 years (base: 23,200)	7	8,100
30 to 39 years (base: 58,000)	18	20,000
40 to 49 years (base: 105,100)	43	48,100
50 to 59 years (base: 64,300)	26	29,800
60 years and above (base: 18,800)	6	7,200
	100	113,100

19R Gender

	Share of average readership (113,100 readers)	
	percent	total
men (base: 262,900)	98	111,100
women (base: 6,600)	2	2,000
	100	113,100





19R Readership / coverage

	universe = 269,400 persons		costs per 1,000 readers price list No. 34,2010 1/1 page bw € 6,020.-
	percent	total	
prompted recall	89.3	240,500	---
at least 1 of 12 issues read	66.0	177,800	€ 33.86
readers of an average issue	42.0	113,100	€ 53,23

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)	68.6	135,700
public authority, management (base: 108,300)	69.3	75,000
Purchasing, procurement (base: 164,100)	66.0	108,300

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)	44.1	87,200
public authority, management (base: 108,300)	47.5	51,400
Purchasing, procurement (base: 164,100)	41.7	68,400

Coverage according to product fields

Target groups	coverage per issue total
procurement decision makers active components (sole + joint decision-making, base: 141,700)	70,000
procurement decision makers passive components (sole + joint decision-making, base: 140,600)	69,100
procurement decision makers electro mechanics (sole + joint decision-making, base: 116,100)	62,200
procurement decision makers Industrial computers (sole + joint decision-making, base: 152,000)	65,800
procurement decision makers opto-electronics (sole + joint decision-making, base: 60,800)	34,200
procurement decision makers design tools, development systems (sole + joint decision-making, base: 110,400)	51,900
procurement decision makers control engineering, testing systems (sole + joint decision-making, base: 106,500)	48,800
procurement decision makers automation engineering (sole + joint decision-making, base: 71,600)	36,100
procurement decision makers electronics manufacturing (sole + joint decision-making, base: 63,300)	33,000
procurement decision makers networks, communication (sole + joint decision-making, base: 158,100)	62,000
procurement decision makers power supplies, UPS (sole + joint decision-making, base: 92,500)	37,600

universe: total circulation, according to clause 17 of AMF scheme 2 = 31,415 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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**MDS evaluation service at
www.la-elfa.org**

Issue	Publication date	Main topic	e-kompakt (topics including market surveys)	Trade shows	Ad closing date
January	1/2 Jan. 8 th , 2010	analysts' outlook for 2010	power supplies displays		Dec. 18 th , 2009
	3 Jan. 15 th , 2010	control technology/ operation & observation	industrial computers & embedded systems connectors & cables		Dec. 29 th , 2009
	Q-1 Jan. 22 nd , 2010	Quarterly distribution & services			Jan. 8th, 2010
	4 Jan. 22 nd , 2010	grid-bound communications	image processing automotive components		Jan. 8 th , 2010
	5 Jan. 29 th , 2010	cases & cabinets	opto-electronics batteries & accumulators		Jan. 15 th , 2010
February	P&S-1 Feb. 5 th , 2010	production & services			Jan. 22nd, 2010
	6 Feb. 5 th , 2010	analog & power management ICs	switches/keys/input systems heat management/cooling technology		Jan. 22 nd , 2010
	7 Feb. 12 th , 2010	RFID special: power supplies	relays passive components		Jan. 29 th , 2010
	SI-1 Feb. 19 th , 2010	special issue: automation & measurement			Jan. 26th, 2010
	8 Feb. 19 th , 2010	terminal blocks show guide: embedded world 2010	cases & cabinets displays		Feb. 5 th , 2010
9 Feb. 26 th , 2010	SoCs, ASICs & IP-Cores show issue: embedded world 2010 show issue: CeBIT 2010	connectors & cables quartzes & oscillators	embedded world , Nuremberg, March 2 th - 4 th , 2010 CeBIT 2010 , Hanover, March 2 th - 6 th , 2010	Feb.12 th , 2010	
March	10 March 5 th , 2010	distribution show issue: EMV 2010 show issue: DATE 2010	UPS equipment communications ICs & modules	EMV , Dusseldorf, March 9 th - 11 th , 2010 DATE , Dresden, March 8 th - 12 th , 2010	Feb. 19 th , 2010
	11 March 12 th , 2010	opto-electronics	built-in printers programmable logics		Feb. 26 th , 2010
	12 March 19 th , 2010	microcontrollers/processors/DSPs	power supplies realtime/embedded software		March 5 th , 2010
	13 March 26 th , 2010	power semiconductors review: embedded world 2010	image processing sensor technology/speed sensors		March 12 th , 2010

Issue	Publication date	Main topic	e-kompakt (topics including market surveys)	Trade shows	Ad closing date
April	SI-2 April 1 st , 2010	special issue: electromechanics & passive components			March 8 th , 2010
	14 April 1 st , 2010	HF components	batteries & accumulators, diplays		March 18 th , 2010
	P&S-2 April 9 th , 2010	production & services			March 24 th , 2010
	15 April 9 th , 2010	memory ICs	medical technology, measuring technology		March 24 th , 2010
	Q-2 April 16 th , 2010	Quarterly distribution & services			March 31 st , 2010
	16 April 16 th , 2010	development systems show issue: Hannover Messe 2010	drive technology/motion control analog components	Hannover Messe, Hanover, April 19 th - 23 rd , 2010	March 31 st , 2010
	17 April 23 rd , 2010	communications ICs & modules	power supplies industrial computers & embedded systems		April 9 th , 2010
	18 April 30 th , 2010	organic electronics show issue: PCIM 2010	connectors & cables cases & cabinets	PCIM Europe, Nuremberg, May 4 th - 6 th , 2010	April 16 th , 2010
May	19 May 7 th , 2010	heat management/cooling technology special: careers	switches/keys/input systems relays		April 23 rd , 2010
	20 May 14 th , 2010	industrial communications/ethernet/ fieldbuses show issue: SENSOR+TEST 2010	quartzes & oscillators displays	SENSOR+TEST, Nuremberg, May 18 th - 20 th , 2010	April 29 th , 2010
	SI-3 May 21 st , 2010	special issue: semiconductors			April 26 th , 2010
	21 May 21 st , 2010	passive components special: image processing	batteries & accumulators identification systems/RFID		May 6 th , 2010
	22 May 28 th , 2010	medical technology special: embedded computing	opto-electronics EMC components		May 12 th , 2010
June	23 June, 4 th , 2010	MEMs show issue: SMT/HYBRID/PACKAGING 2010 show issue: AUTOMATICA 2010	connectors & cables power supplies	SMT/HYBRID/PACKAGING, Nuremberg, June 8 th - 10 th , 2010 AUTOMATICA, Munich, June 8 th - 11 th , 2010	May 19 th , 2010
	24 June 11 th , 2010	drive technology/motion control special: measuring & testing	realtime/embedded software heat management/cooling technology	KIOSK Europe Expo, Essen, June 15 th - 17 th , 2010	May 27 th , 2010
	25 June 18 th , 2010	switches, keys, input systems	sensor technology/speed sensors microcontrollers/processors/DSPs		June 4 th , 2010
	26 June 25 th , 2010	automotive special: displays & illumination	relays power semiconductors		June 11 th , 2010

Issue	Publication date	Main topic	e-kompakt (topics including market surveys)	Trade shows	Ad closing date
July	SI-4 July 2 nd , 2010	special issue: power supplies & power management			June 8 th , 2010
	27 July 2 nd , 2010	quartzes & oscillators	analog components passive components		June 18 th , 2010
	28 July 9 th , 2010	IC & components testers special: connectors & cables	image processing industrial communications/ethernet/fieldbuses		June 25 th , 2010
	Q-3 July 16 th , 2010	Quarterly distribution & services			July 2 nd , 2010
	29 July 16 th , 2010	EDA tools	electronics manufacturing control technology/operation & observation		July 2 nd , 2010
	30 July 23 rd , 2010	industrial computers & embedded systems	measuring technologies heat management/cooling technology		July 9 th , 2010
	31 July 30 th , 2010	microcontrollers/processors/DSPs	design tools & development systems opto-electronics		July 16 th , 2010
August	32 Aug. 6 th , 2010	EMC	displays cases & cabinets		July 23 th , 2010
	33 Aug. 13 th , 2010	wireless	passive components connectors & cables		July 30 th , 2010
	34 Aug. 20 th , 2010	programmable logic	switches/keys/input systems power supplies		Aug. 6 th , 2010
	P&S-3 Aug. 27 th , 2010	production & services			Aug. 13 th , 2010
	35 Aug. 27 th , 2010	oscilloscopes	quartzes & oscillators industrial computers & embedded systems		Aug. 13 th , 2010
September	36 Sept. 3 rd , 2010	batteries & accumulators vocational training	relays image processing	IFA, Berlin, Sept. 3 rd - 8 th , 2010	Aug. 20 th , 2010
	37 Sept. 10 th , 2010	distribution show issue: Motek 2010	design tools & development systems medical technology		Aug. 27 th , 2010
	38 Sept. 17 th , 2010	analog & power management ICs special: cases & cabinets	sensor technology/speed sensors displays	MOTEK, Stuttgart, Sept. 13 th - 16 th , 2010	Sept. 3 rd , 2010
	39 Sept. 24 th , 2010	power supplies	microcontrollers & processors opto-electronics		Sept. 10 th , 2010

Issue	Publication date	Main topic	e-kompakt (topics including market surveys)	Trade shows	Ad closing date	
October	SI-5	Oct. 1 st , 2010	special issue: industrial computers & embedded systems		Sept. 7 th , 2010	
	40	Oct. 1 st , 2010	connectors special: passive components	automotive components measuring technology	Sept. 17 th , 2010	
	41	Oct. 8 th , 2010	industrial image processing special: switches/keys/input systems	electronics manufacturing industrial communications/ethernet/fieldbuses	Sept. 24 th , 2010	
	Q-4	Oct. 15 th , 2010	Quarterly distribution & services		Oct. 1 st , 2010	
	42	Oct. 15 th , 2010	displays	design tools & development systems batteries & accumulators	Oct. 1 st , 2010	
	43	Oct. 22 nd , 2010	relays special: careers	power supplies heat management/cooling technology	Oct. 8 th , 2010	
	44	Oct. 29 th , 2010	sensor technology show guide: electronica 2010 show issue: Vision 2010	industrial computers & embedded systems measuring technology	Vision, Stuttgart, Nov. 9 th - 11 th , 2010	Oct. 15 th , 2010
November	SI-6	Nov. 5 th , 2010	special issue: SPS/IPC/DRIVES 2010		Oct. 11 th , 2010	
	45	Nov. 5 th , 2010	UPSs show issue: electronica 2010	passive components opto-electronics	electronica, Munich, Nov. 9 th - 12 th , 2010	Oct. 21 st , 2010
		Nov. 9 th - 12 th , 2010	official show daily of electronica 2010 +++	official show daily of electronica 2010 +++		Oct. 16 th , 2010
	46	Nov. 12 th , 2010	analog & power management ICs show guide: SPS/IPC/DRIVES 2010	connectors displays		Oct. 28 th , 2010
	47	Nov. 19 th , 2010	embedded software show issue: SPS/IPC/DRIVES 2010	programmable logic built-in printers	SPS/IPC/DRIVES, Nuremberg, Nov. 23 rd - 25 th , 2010	Nov. 5 th , 2010
	48	Nov. 26 th , 2010	measuring technology review: electronica 2010	communications ICs & modules EMC components		Nov. 12 th , 2010
December	SI-7	Dec. 3 rd , 2010	special issue: buyers guide components 2011		Nov. 9 th , 2010	
	49	Dec. 3 rd , 2010	LEDs special: automotive electronics	image processing drive technology/motion control	Nov. 19 th , 2010	
	P&S-4	Dec. 10 th , 2010	production & services		Nov. 26 th , 2010	
	50	Dec. 10 th , 2010	industrial computers & embedded systems	HF components switches/keys/input systems	Nov. 26 th , 2010	
	51/52	Dec. 17 th , 2010	semiconductor forum 2011	design tools & development systems case & cooling technology	Dec. 3 rd , 2010	

Main topic	Issues, trade show issues
Automation	
drive technology	SI-1, 16, 23, 24, 37, 46, 47, SI-6, 49
observation/control technologies	3, SI-1, 16, 23, 29, 37, 46, 47, SI-6
image processing	4, SI-1, 13, 16, 21, 23, 28, 36, 41, 44, 46, 47, SI-6, 49
industrial ethernet/fieldbus systems	SI-1, 16, 20, 23, 28, 41, 46, 47, SI-6
sensor technology/operation	SI-1, 13, 16, 20, 23, 25, 38, 44, 47, SI-6
Automotive electronics	4, 26, 40, 49
Computer technologies	
realtime software	8, 9, 12, 13, 24, SI-5, 47
built-in printers	11, 47
industrial computers/embedded systems	3, 8, 9, 13, 17, 22, 30, 35, SI-5, 44, SI-6, 50
Design tools	
EDA tools	10, SI-3, 29, 31, 37, 42, SI-7, 51/52
development systems	8, 9, 16, SI-3, 31, 37, 42, SI-7, 51/52
Distribution	Q1, 10, Q2, Q3, 37, Q4, SI-7
Electronics production	
PCB/components production	P&S-1, P&S-2, 23, 29, P&S-3, 41, P&S-4
Electromechanics	
EMC components	10, SI-2, 22, 32, 48
cases /cabinets	5, 8, SI-2, 18, 32, 38, SI-7, 51/52
heat management/cooling technology	6, SI-2, 19, 24, 30, 38, 43, SI-7, 51/52
terminal blocks	3, 8, 9, SI-2, 18, 23, 27, 33, 46, SI-7
relays	7, SI-2, 19, 26, 36, 43, SI-7
switches/keys/input systems	6, SI-2, 19, 25, 34, 41, SI-7, 50
connectors & cables	3, 9, SI-2, 18, 23, 28, 33, 40, 46, SI-7
Management	19, 36, 43
Communications technologies	4, 7, 10, 14, 17, 21, 26, 48, 50
Medical technology	15, 22, 37

Main topic	Issues, trade show issues
Semiconductors	
analog technology	6, 16, SI-3, 27, 38, 46, SI-7, 51/52
ASICs/system-on-Chip	9, SI-3, SI-7, 51/52
HF components	14, 50
communications ICs	10, 17, SI-3, 48, SI-7, 51/52
MEMS	20, SI-3, 23, SI-7
power management	6, 13, 18, SI-3, SH-4, 26, 38, 46, SI-7, 51/52
microcontrollers/processors/DSPs	8, 9, 12, SI-3, 25, 31, 39, SI-7, 51/52
programmable logics	8, 9, 11, 13, SI-3, 34, 47, SI-7, 51/52
other ICs	15, SI-3, SI-7, 51/52
Measuring technologies	
test systems	SI-1, 15, 20, 24, 28, 30, 40, 44, 48
multimeters	SI-1, 15, 20, 24, 30, 40, 44, 48
oscilloscopes	SI-1, 15, 20, 24, 30, 35, 40, 44, 48
PC measuring techniques	SI-1, 15, 20, 24, 30, 40, 44, 48
communications measuring techniques	SI-1, 15, 20, 24, 30, 40, 44, 48
Opto-electronics	
displays	1/2, 8, 14, 18, 20, 26, 32, 38, 42, 46, SI-7
laser products	5, 11, 22, 31, 39, 45, SI-7
LEDs, fibre optic components	5, 11, 15, 22, 31, 39, 45, SI-7, 49
optocouplers	5, 11, 22, 31, 39, SI-7, 45
Passive components	
inductors/condensers	7, SI-2, 18, 21, 27, 33, 40, 45, SI-7
quartzes & oscillators	9, SI-2, 20, 27, 35, 40, SI-7
resistors/transformers	7, SI-2, 18, 21, 27, 33, 40, 45, SI-7
Power supplies	
AC/DC converters/ DC/DC converters	1/2, 7, 12, 17, 23, SI-4, 34, 39, 43, SI-7
batteries, accumulators and chargers	5, 14, 21, SI-4, 36, 42, SI-7
power supply units	1/2, 7, 12, 17, 23, SI-4, 34, 39, 43, SI-7
UPS	10, SI-4, 45, SI-7



- 1 Circulation:** print run: 31,993
total circulation (annual average): 31,415
- 2 Format of the magazine:** 230 mm width x 297 mm height
type area: 195 mm width x 260 mm height
columns: 1 column = 45 mm, 2 columns = 95 mm
3 columns = 145 mm, 4 columns = 195 mm
- 3 Printing and binding technique, printing material:**
see technical data
- 4 Dates:** weekly on Friday
publication frequency: see schedule
advert closing dates: see schedule

- 5 Publishing house:**
WEKA FACHMEDIEN GmbH
Gruber Str. 46a, D-85586 Poing
Phone: +49 (0) 8121.95 - 1376 / Fax: - 1651
e-mail: media@markt-technik.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

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

format	width mm	x	height mm	b/w	2c	3c	4c
1/1 page	195	x	260	€ 6,020.-	€ 7,220.-	€ 7,830.-	€ 8,420.-
2/3 page	127 195	x	260 176	€ 4,080.-	€ 4,890.-	€ 5,300.-	€ 5,710.-
A5 page	145	x	190	€ 3,450.-	€ 4,140.-	€ 4,490.-	€ 4,830.-
1/2 page	95 195	x	260 130	€ 3,070.-	€ 3,680.-	€ 3,990.-	€ 4,290.-
1/3 page	61 195	x	260 86	€ 2,090.-	€ 2,510.-	€ 2,710.-	€ 2,920.-
1/4 page	95 45 195	x	130 260 65	€ 1,580.-	€ 1,900.-	€ 2,050.-	€ 2,210.-
1/6 page	61 195	x	130 43	€ 1,070.-	€ 1,280.-	€ 1,390.-	€ 1,500.-
1/8 page	95 45 195	x	65 130 33	€ 810.-	€ 980.-	€ 1,060.-	€ 1,130.-
1/16 page	45 195	x	65 16	€ 420.-	€ 500.-	€ 550.-	€ 590.-
2 nd /4 th cover page	230	x	297				€ 8,960.-
mm-price, 1- column				€ 6.25	€ 7.50	€ 8.15	€ 8.75



8 Additional charges:

Position: we charge an additional fee of 10 % of the basic rate for requested and confirmed positions (minimum € 160.-)

9 Classified advertisements:

Job market:

Recruitment ads: € 5.95 per mm
 Applications for a job: € 2.20 per mm
 Box number ad rate: € 11.25

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

Double booking: discount of 50 % 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 - 1376;

e-mail: stellenanzeigen@markt-technik.de

Business ads:

(e. g. business connections, sales agency, sale and purchase, freelancers etc.)

€ 4.95 per mm b/w – minimum size: 1 column/25 mm

Seminar ads:

format: 61 mm width x 80 mm height

1 insertion € 198.- 3 insertions (plus) € 184.-

6 insertions (plus) € 174.- 10 insertions (plus) € 165.-

12 insertions (plus) € 157.-

contact: Martina Hapfelmeier, Phone: +49 (0) 8121.95 - 1373;

e-mail: mhapfelmeier@markt-technik.de

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:

(cover page, belly wrap, flap, barn door, cover gate fold on request)

Island ads:

(1 column minimum 50 mm height / maximum 80 mm height)

cover b/w per mm € 99.- colour per mm € 139.-

content b/w per mm € 25.- colour per mm € 35.-

11 Discounts:

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

Frequency discount (1/16 page and larger)	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 18%
18 or more insertions 18%	15 or more pages 20%
24 or more insertions 20%	18 or more pages 22%
36 or more insertions 22%	24 or more pages 25%
48 or more insertions 25%	

12 Combinations: –

13 Bound inserts: (including postage)

2-pages	€ 7,900.-
4-pages	€ 8,810.-
4-pages plus flap	€ 9,990.-
8-pages	€ 11,070.-
8-pages plus flap	€ 12,640.-
12-pages	€ 14,100.-
further bound inserts on request	

14 Loose inserts:

including postage up to 25g:	€ 6,490.-
split-run by zip-codes/Nielsen area per 1,000:	€ 230.-
split-run by qualified addresses per 1,000:	€ 430.-
minimum order sum:	€ 650.-

further loose inserts over 25g, customer magazines and advertorials on request

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

Tip-on postcards: including postage € 2,490.-

mechanical processing: 3 cm from gutter to centre

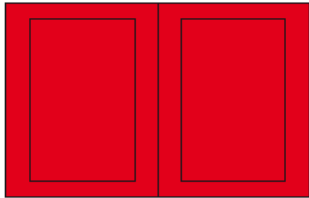
Tip-on CDs: including postage € 4,130.-

mechanical processing: 15 mm to 60 mm from gutter to centre / manual processing on request

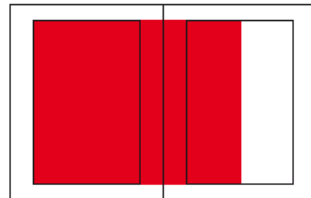
16 Delivery address for items 13 to 15:

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

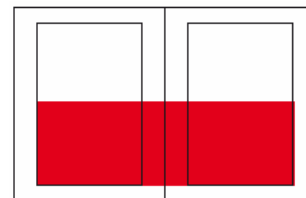
Delivery note: please mark clearly: "loose/bound insert CUSTOMER, for Markt&Technik-issue xy/2010"



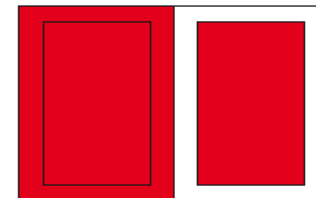
Double page spread across gutter
width x height
460 x 297 mm ♦



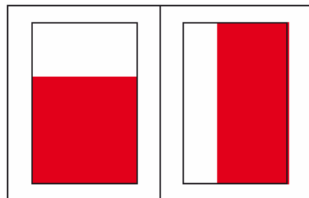
1 1/2 pages across gutter
width x height
345 x 297 mm ♦
310 x 260 mm



2 x 1/2 across gutter
width x height
460 x 148 mm ♦
414 x 130 mm

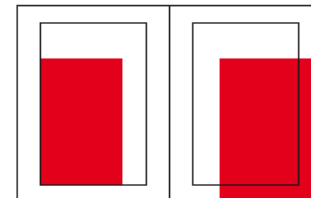


1/1 page
width x height
230 x 297 mm ♦
195 x 260 mm



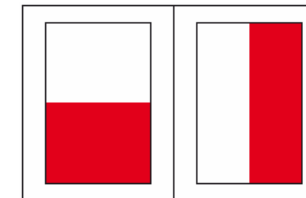
2/3 page horizontal
width x height
230 x 198 mm ♦
195 x 176 mm

2/3 page vertical
width x height
150 x 297 mm ♦
127 x 260 mm



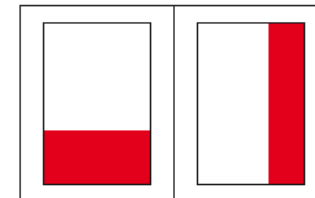
junior page
width x height
145 x 190 mm

trim size
width x height
168 x 205 mm ♦



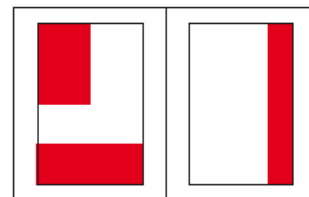
1/2 page horizontal
width x height
230 x 148 mm ♦
195 x 130 mm

1/2 page vertical
width x height
112 x 297 mm ♦
95 x 260 mm



1/3 page horizontal
width x height
230 x 99 mm ♦
195 x 86 mm

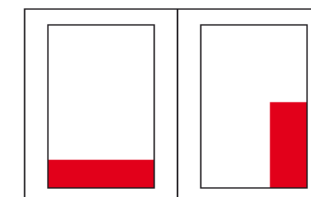
1/3 page vertical
width x height
72 x 297 mm ♦
61 x 260 mm



1/4 page
width x height
112 x 148 mm ♦
95 x 130 mm

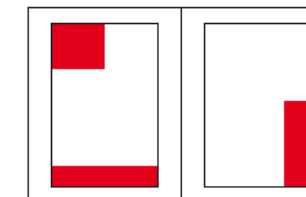
1/4 page vertical
width x height
53 x 297 mm ♦
45 x 260 mm

1/4 page horizontal
width x height
230 x 74 mm ♦
195 x 65 mm



1/6 page horizontal
width x height
230 x 50 mm ♦
195 x 44 mm

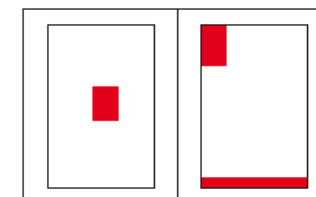
1/6 page vertical
width x height
72 x 148 mm ♦
61 x 130 mm



1/8 page
width x height
118 x 71 mm ♦
95 x 65 mm

1/8 page vertical
width x height
53 x 146 mm ♦
45 x 130 mm

1/8 page horizontal
width x height
230 x 37 mm ♦
195 x 33 mm

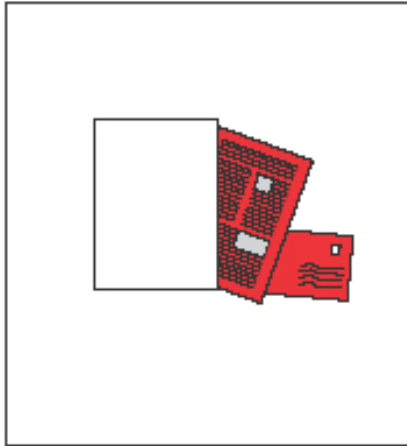


island ad
width x height
45 x 50 mm

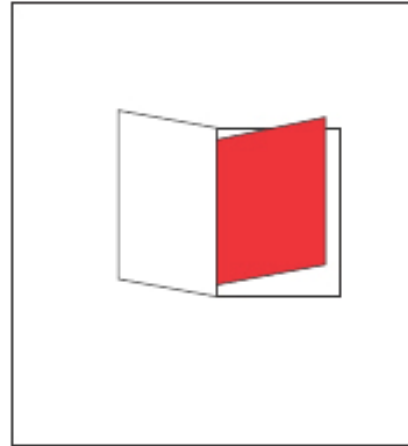
1/16 page
width x height
45 x 65 mm

1/8 page horizontal
width x height
195 x 16 mm

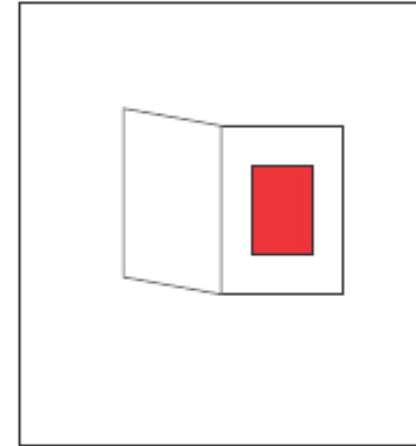
Examples of special ads



Loose inserts



Bound inserts



Tip-on ads

Examples of further special ads



Barn door



Cover gate fold



Flap



Belly wrap



Island ad

printing technique:

web-fed offset, wire stitching, Paper: 49 gr Holmen Plus 72

digital data transfer:

please contact Veronika Stockmayr

phone: +49 (0) 8121.95 - 1475

fax: +49 (0) 8121.95 - 1690

e-mail: vstockmayr@markt-technik.de

Please transmit your digital data by data medium, e-mail or ISDN. For detailed specifications please ask your contact person.

file names should be given as in the example: customer_M&T_issue (for example: Lexware_M&T_1_10)

If data transfer causes any problems please call

+49 (0) 8121.7791 - 0.

magazine format:

210 mm width x 297 mm height

type area:

195 mm width, 260 mm height

1 column = 45 mm

2 columns = 95 mm

3 columns = 145 mm

4 columns = 195 mm

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, part of circulation by zip-codes or by qualified addresses

bound inserts:

minimum size: 105 x 148 mm

maximum size: format of the magazine

minimum weight: 100 gsm

trimmed pages should 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 and part of circulation by post code or Nielsen area

please allow an additional 3 mm gutter bleed for bound inserts

tip-on ads:

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

positioning on request

placement possibilities: print run and part of circulation of the tip-on inserts by zip codes

CDs:

CDs must be wrapped in standard paper cover without adhesive tape

positioning on request

Delivery date for loose and bound inserts:

ad closing date of respective issue

Modern marketing controlling tools

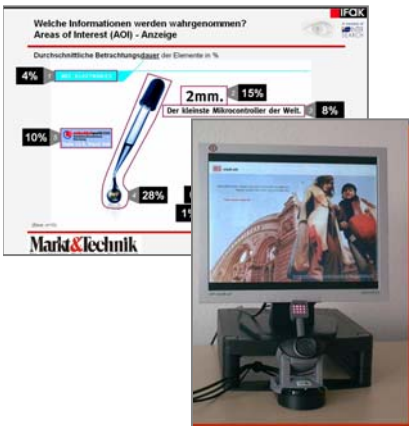
Markt&Technik offers useful media tools to control and optimize the advertising impact of your market communication:



Recall and Impact Analysis (RIA)

Markt&Technik's Recall and Impact Analysis report how advertising affects customers. RIA answers important questions like "Do customers pay attention to my ad?", "Which message remains top of mind with my customers?" and "Is it possible to win new customers over with my ad?".

RIA is not just restricted to ad content and layout it also shows what decision makers think about your products and your company giving each survey participant a concise image analysis on top.



Eye Tracking

While RIA measures processed, retained information 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.

Markt&Technik-AD AWARD

The most influential jury in the electronics market – the Markt&Technik readership – votes for the best ads in Markt&Technik. The advertisers and agencies of the three best ads in the categories "best layout", "best slogan" and "most interesting product" will be awarded the official Markt&Technik AD AWARD.



Beispielhafte Mediapläne im Vergleich

Mediaplan	Plan 1	Plan 2	Plan 3	Plan 4	Plan 5	Plan 6	Plan 7	Plan 8	Plan 9	Plan 10
Reichweite	12,5%	4%	2%	2%	2%	2%	2%	2%	2%	2%
Impressum	12,5%	4%	2%	2%	2%	2%	2%	2%	2%	2%
Reichweite pro Zeile	84.300	78.100	85.471	85.571	81.240	78.754	78.824	80.912	80.912	80.912
Reichweite %	87,7	87,7	93,4	93,5	92,3	92,4	94,5	96,5	96,5	96,5
Reichweite	48.020	37.040	47.020	47.020	46.740	46.200	46.200	46.200	46.200	46.200
Reichweite pro Zeile	1,5	1,0	1,0	1,0	0,97	1,0	1,0	1,0	1,0	1,0
Reichweite	144.120	154.995	164.070	159.360	147.420	79.820	147.240	144.020	144.020	144.020
Reichweite pro Zeile	0,39	0,44	0,39	0,39	0,39	0,39	0,39	0,39	0,39	0,39
Reichweite pro Zeile	237,4	244,4	244,9	244,9	244,5	141,4	244,5	244,5	244,5	244,5
Reichweite pro Zeile	3,9	6,2	3,4	3,2	6,4	6,3	6,3	6,3	6,3	6,3

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). 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

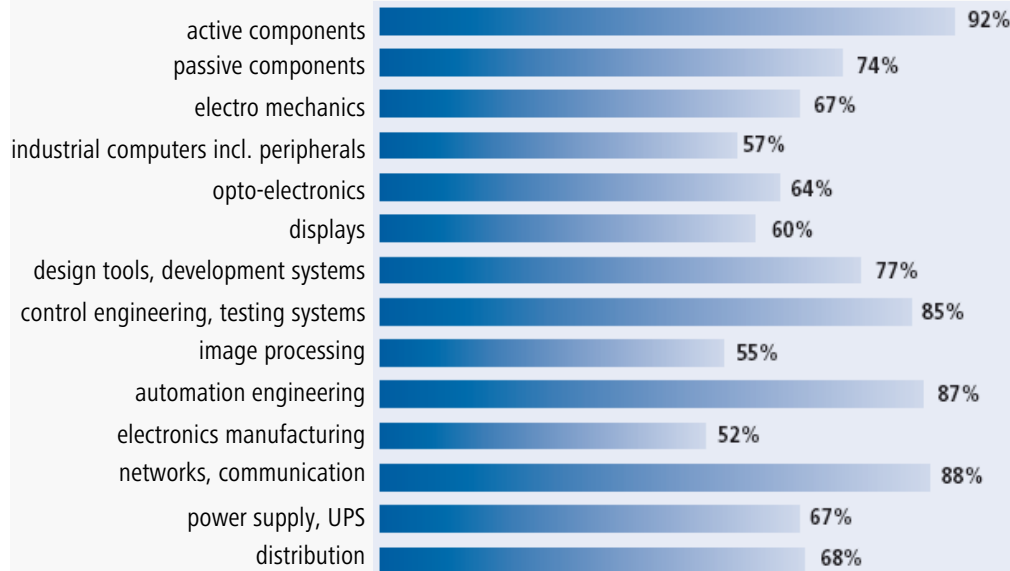
The leading website for professional electronics in the German speaking market.
Source: ivw-online, 2009

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

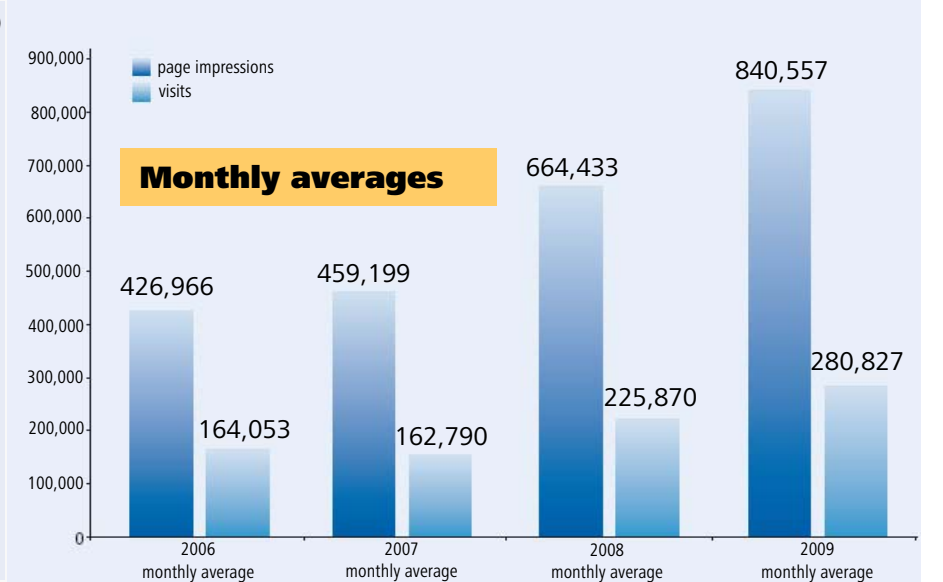
IVW is the official independent German institution which monitors the use of online advertising media. According to IVW Online elektroniknet.de is by far the leading web service in the segment professional electronics in Germany. elektroniknet.de's success is particularly justified by its content adjusted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

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

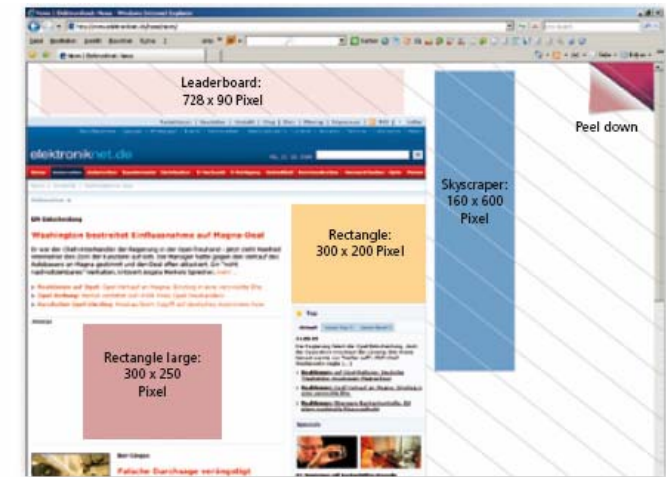
Advertising in elektroniknet.de

For information about further advertising opportunities, such as expanded banners, combinations or whitepaper, please visit www.elektroniknet.de/werbemittel. 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.-

Gross sales 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.

Most readers!
Biggest advertising volume!

FACTS CONCERNING THE MOST SUCCESSFUL ADVERTISING MEDIUM AMONG ELECTRONICS TRADE JOURNALS!



reports the **highest coverage** among all European electronics trade journals reaching 113,100 readers per issue.

(source: LA ELFA 07/08)



is by far the advertising medium with the **highest ad volume** among all German language electronics trade journals.

(source: Mediaskop, Vertriebsunion Meynen, Q1-Q2/2009, segment electronics)



is by far the **No. 1 information source for up-to-date industry sector news** in electronics in Germany.

(source: LA ELFA 07/08)



publishes the most product reports of all electronics trade journals in Germany. And Markt&Technik is the **No. 1 title for up-to-date product reports** of all electronics titles in Germany.

(source: LA ELFA 07/08)



offers the **best price-performance ratio** of all electronics titles included in LA ELFA study.

(source: LA ELFA 07/08; rates according to media guides 2009)



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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.