



# DESIGN & ELEKTRONIK

KNOW-HOW FÜR ENTWICKLER

## MEDIA GUIDE

# 2012



66,500 readers per issue!

Source: LA ELFA 07/08

86.3 percent of the recipients are working in research, development and design!

Source: IWW-EDA 2010



Online  
geprüft



|                                 |  |
|---------------------------------|--|
| <b>1 Title</b>                  | DESIGN&ELEKTRONIK  |
| <b>2 Characteristics:</b>       | <p>The design guide concept of DESIGN&amp;ELEKTRONIK is very popular in the German electronics magazine market. Each month DESIGN&amp;ELEKTRONIK presents latest news and an individual up-to-date special subject covering the whole spectrum of electronics over the course of the year from the design engineer's point of view. It provides the latest news on technology, new developments and trends as well as particular solutions for current problems in design engineering.</p> <p>Developers of electronic circuits and components benefit from a quick, focused and indepth insight by relying on just one medium instead of gathering information from various sources. DESIGN&amp;ELEKTRONIK's design guide concept aims to provide electronics developers with a reference work that is positioned within reach during everyday work life.</p> |
| <b>3 Target group:</b>          | <p>According to LA ELFA 07/08 (readership analysis of electronics trade media), DESIGN&amp;ELEKTRONIK is the most read monthly electronics trade journal in Germany with 66,500 readers per issue. 85.8 percent of the DESIGN&amp;ELEKTRONIK recipients are working in research, development and design. This is the highest percentage of all IVW-EDA-audited electronics trade journals (IVW-EDA 2011, selection of titles according to mediaskop, segment electronics)</p>  |
| <b>4 Publication frequency:</b> | monthly  |
| <b>5 Format</b>                 | A4   |
| <b>6 Volume:</b>                | 27 <sup>th</sup> volume 2012   |
| <b>7 Subscription rates:</b>    | Domestic subscription: € 68.40<br>Overseas subscription: € 78.00<br>Single copy rate: € 7.50<br>Postage: € 3.00  |

|   |   |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
|---|---|--------------------|------------------|--------------------|---------------------|-----------|------------|--------------------|-----------|----------|-----------------------|-----------|----------|---------------|--|--|-------------|---------|---------|-------------------|----------|---------|---------------|---------|-------|---------------|----------|--|
| <b>8 Organ:</b>                           | -   |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| <b>9 Membership:</b>                      | LA ELFA (readership analysis of electronics trade media)<br>IVW-EDA (certified audit of circulation)<br>does not apply to special issues  |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| <b>10 Publishing house:</b>               | WEKA FACHMEDIEN GmbH<br>Richard-Reitzner-Allee 2, D-85540 Haar<br>Phone: +49 89 25556-1376<br>www.elektroniknet.de<br>www.weka-fachmedien.de  |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| <b>11 Publisher:</b>                      | WEKA FACHMEDIEN GmbH  |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| <b>12 Advertising:</b>                    | Christian Stadler, advertising manager<br>Germany, Austria, Switzerland<br>cstadler@design-elektronik.de<br>other countries: see contact page   |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| <b>13 Editorial office:</b>               | Caspar Grote, editor-in-chief<br>cgrote@weka-fachmedien.de<br>Hilde Buchner, editorial assistant<br>hbuchner@weka-fachmedien.de<br>Phone: +49 89 25556-1345   |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| <b>14 Editorial to advertising ratio:</b> | <table border="0"> <tr> <td></td> <td><b>2010</b></td> <td><b>= 12 issues</b></td> </tr> <tr> <td><b>total pages:</b></td> <td>768 pages</td> <td>= 100.00 %</td> </tr> <tr> <td>editorial content:</td> <td>561 pages</td> <td>= 73.0 %</td> </tr> <tr> <td>advertising content:</td> <td>207 pages</td> <td>= 27.0 %</td> </tr> <tr> <td>of which are:</td> <td></td> <td></td> </tr> <tr> <td>classifieds</td> <td>8 pages</td> <td>= 3,9 %</td> </tr> <tr> <td>house advertising</td> <td>12 pages</td> <td>= 5.8 %</td> </tr> <tr> <td>bound inserts</td> <td>0 pages</td> <td>= 0 %</td> </tr> <tr> <td>loose inserts</td> <td>5 pieces</td> <td></td> </tr> </table> |                    | <b>2010</b>      | <b>= 12 issues</b> | <b>total pages:</b> | 768 pages | = 100.00 % | editorial content: | 561 pages | = 73.0 % | advertising content:  | 207 pages | = 27.0 % | of which are: |  |  | classifieds | 8 pages | = 3,9 % | house advertising | 12 pages | = 5.8 % | bound inserts | 0 pages | = 0 % | loose inserts | 5 pieces |  |
|   | <b>2010</b>   | <b>= 12 issues</b> |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| <b>total pages:</b>                       | 768 pages   | = 100.00 %         |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| editorial content:                        | 561 pages   | = 73.0 %           |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| advertising content:                      | 207 pages   | = 27.0 %           |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| of which are:                             |   |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| classifieds                               | 8 pages   | = 3,9 %            |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| house advertising                         | 12 pages  | = 5.8 %            |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| bound inserts                             | 0 pages   | = 0 %              |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| loose inserts                             | 5 pieces  |                    |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| <b>15 Editorial content analysis:</b>     | <table border="0"> <tr> <td></td> <td><b>561 pages</b></td> <td><b>= 100 %</b></td> </tr> <tr> <td>latest news</td> <td>46 pages</td> <td>= 8.2 %</td> </tr> <tr> <td>product articles</td> <td>72 pages</td> <td>= 12.8 %</td> </tr> <tr> <td>professional articles</td> <td>443 pages</td> <td>= 79.0 %</td> </tr> </table>   |                    | <b>561 pages</b> | <b>= 100 %</b>     | latest news         | 46 pages  | = 8.2 %    | product articles   | 72 pages  | = 12.8 % | professional articles | 443 pages | = 79.0 % |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
|   | <b>561 pages</b>  | <b>= 100 %</b>     |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| latest news                               | 46 pages  | = 8.2 %            |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| product articles                          | 72 pages  | = 12.8 %           |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |
| professional articles                     | 443 pages   | = 79.0 %           |                  |                    |                     |           |            |                    |           |          |                       |           |          |               |  |  |             |         |         |                   |          |         |               |         |       |               |          |  |



1 Circulation audit:



2 Circulation breakdown:

copies per issue/annual average  
(July 1<sup>st</sup> 2010 to June 30<sup>th</sup> 2011)

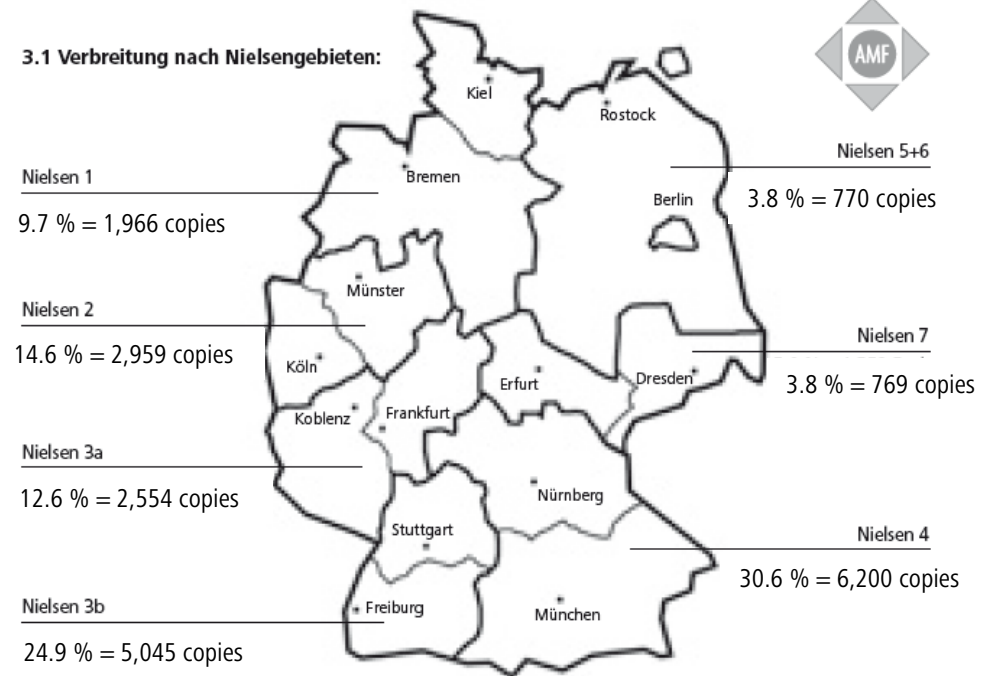
|  |        |                 |     |
|--|--------|-----------------|-----|
| print run:                             | 21,933 |                 |     |
| total circulation:                     | 21,181 | abroad:         | 918 |
| sold circulation:                      | 970    | abroad:         | 73  |
| subscriptions:                         | 873    | member copies : | -   |
| single retail:                         | -      |                 |     |
| other sales:                           | 97     |                 |     |
| controlled circulation:                | 20,211 |                 |     |
| remainder, archive and voucher copies: | 752    |                 |     |

18 Geographic circulation breakdown:

| economic region      | share of total circulation |        |
|----------------------|----------------------------|--------|
|                      | %                          | copies |
| Germany              | 95.7                       | 20,263 |
| abroad               | 4.3                        | 918    |
| of which Switzerland | 48.4                       | 444    |
| of which Austria     | 46.2                       | 424    |
| total circulation    | 100                        | 21,181 |

Structure of the domestic market circulation by Nielsen-areas

3.1 Verbreitung nach Nielsen-gebieten:



**Summary of the survey methodology**

1. Methodology: Circulation breakdown by file analysis – census
  2. universe (domestic total circulation) 20,263 = 100%
  3. Sample: Survey is based on total database
  4. Target person of survey: omitted
  5. Period of analysis: July 2011
  6. Conduction of analysis: publisher
- The detailed survey methodology is published at [www.next-community.de](http://www.next-community.de).



### 19R Business sectors

| Group of recipients  | Share of average readership<br>(66,500 readers) |        |
|--|---|--------|
|  | percent   | total  |
| chemical industry, mineral-oil processing (base: 31,600)               | 7   | 5,000  |
| automotive electronics / vehicle design (base: 61,000)                 | 24  | 16,300 |
| military electronics (base: 13,900)                                    | 7   | 4,800  |
| consumer electronics (base: 52,700)                                    | 25  | 16,900 |
| data processing (base: 111,500)  | 44  | 29,100 |
| measurement and control technology (base: 93,400)                      | 50  | 33,500 |
| medical technology (base: 55,500)                                      | 28  | 18,600 |
| precision and optical goods (base: 25,500)                             | 11  | 7,400  |
| engineering industry / apparatus industry (base: 89,300)               | 39  | 25,800 |
| telecommunications (base: 64,300)                                      | 33  | 22,200 |
| industrial electronics (base: 100,700)                                 | 61  | 40,300 |
| components production (base: 30,500)                                   | 18  | 11,900 |
| trade/distribution of electrical devices and components (base: 56,200) | 26  | 17,600 |
| consulting engineering firm (base: 47,900)                             | 23  | 15,100 |
| others (base: 6,500)   | 2   | 1,500  |

### 19R Size of economic entity

|                                       | Share of average readership<br>(66,500 readers) |        |
|---------------------------------------|---|--------|
|                                       | percent   | total  |
| 1 - 9 employees (base: 101,100)       | 33  | 22,100 |
| 10 - 99 employees (base: 101,400)     | 34  | 22,700 |
| 100 and more employees (base: 66,900) | 33  | 21,700 |
|                                       | 100   | 66,500 |

### 19R Fields of work

|  | Share of average readership<br>(66,500 readers) |        |
|--|---|--------|
|  | percent   | total  |
| development, research, design (base: 197,800)            | 87  | 58,000 |
| purchasing, procurement (base: 164,100)                  | 57  | 37,600 |
| public authority, management (base: 108,300)             | 40  | 26,400 |
| production, manufacture, quality control (base: 159,400) | 56  | 37,500 |
| organisation (base: 106,600)                             | 38  | 25,600 |
|  |   |        |



**19R Vocational training**

|  | Share of average readership<br>(66,500 readers) |        |
|--|---|--------|
|  | percent   | total  |
| apprenticeship completed (base: 17,000)          | 6   | 3,800  |
| master craftsman's examination<br>(base: 15,500) | 5   | 3,200  |
| technical school completed (base: 16,400)        | 4   | 2,400  |
| engineering college (base: 12,900)               | 10  | 6,500  |
| polytechnic college (base: 10,400)               | 2   | 1,700  |
| technical college (base: 104,100)                | 38  | 25,000 |
| university (base: 89,000)                        | 33  | 22,000 |
| doctorate (base: 4,100)                          | 3   | 1,900  |
|  | 100   | 66,500 |

**19R Age**

|                                   | Share of average readership<br>(66,500 readers) |        |
|-----------------------------------|---|--------|
|                                   | percent   | total  |
| 18 to 29 years (base: 23,200)     | 3   | 2,000  |
| 30 to 39 years (base: 58,000)     | 21  | 13,700 |
| 40 to 49 years (base: 105,100)    | 35  | 23,500 |
| 50 to 59 years (base: 64,300)     | 32  | 21,500 |
| 60 years and above (base: 18,800) | 9   | 5,800  |
|                                   | 100   | 66,500 |

**19R Gender**

|                     | Share of average readership<br>(66,500 readers) |        |
|---------------------|---|--------|
|                     | percent   | total  |
| Men (base: 262,900) | 98  | 64,900 |
| Women (base: 6,600) | 2   | 1,500  |
|                     | 100   | 66,500 |





### 19R Readership / coverage

|                              | universe<br>= 269,400 persons |         | costs per 1,000 readers<br>price list No. 26,2011<br>1/1 page bw € 5,170.- |
|------------------------------|-------------------------------|---------|--|
|                              | percent                       | total   |  |
| prompted recall              | 56.9                          | 153,300 | ---  |
| at least 1 of 12 issues read | 40.3                          | 108,600 | € 47.60  |
| readers of an average issue  | 24.7                          | 66,500  | € 77.74  |

### Total readership in certain fields of work

| Target group                                     | Coverage / total readership<br>(total readership in the last 3 month) |        |
|--|---|--------|
|  | percent   | total  |
| development, research, design<br>(base: 197,800) | 47.3  | 93,600 |
| public authority, management<br>(base: 108,300)  | 41.6  | 45,100 |
| Purchasing, procurement<br>(base: 164,100)       | 34.4  | 56,400 |

### Average readership in different fields of work

| Target group                                     | Coverage / average issue readership<br>(readers of an average issue) |        |
|--|--|--------|
|  | percent  | total  |
| development, research, design<br>(base: 197,800) | 29.3   | 58,000 |
| public authority, management<br>(base: 108,300)  | 24.3   | 26,400 |
| Purchasing, procurement<br>(base: 164,100)       | 22.9   | 37,600 |

### Coverage according to product fields

| Target groups  | coverage per issue<br>total |
|--|-----------------------------|
| procurement decision makers active components<br>(sole + joint decision-making, base: 141,700)                       | 45,300                      |
| procurement decision makers passive components<br>(sole + joint decision-making, base: 140,600)                      | 44,300                      |
| procurement decision makers electro mechanics<br>(sole + joint decision-making, base: 116,100)                       | 34,700                      |
| procurement decision makers Industrial computers<br>(sole + joint decision-making, base: 152,000)                    | 40,900                      |
| procurement decision makers opto-electronics<br>(sole + joint decision-making, base: 60,800)                         | 22,800                      |
| procurement decision makers design tools,<br>development systems<br>(sole + joint decision-making, base: 110,400)    | 33,300                      |
| procurement decision makers control engineering,<br>testing systems<br>(sole + joint decision-making, base: 106,500) | 32,900                      |
| procurement decision makers automation<br>engineering<br>(sole + joint decision-making, base: 71,600)                | 18,200                      |
| procurement decision makers electronics<br>manufacturing<br>(sole + joint decision-making, base: 63,300)             | 17,900                      |
| procurement decision makers networks,<br>communication<br>(sole + joint decision-making, base: 158,100)              | 40,500                      |
| procurement decision makers power supply, UPS<br>(sole + joint decision-making, base: 92,500)                        | 23,800                      |

universe: total circulation, according to clause 17 of AMF scheme 2 = 20,878 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](mailto:info@la-elfa.org).

### c) Contact LA ELFA 07/08

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  
Phone: +49 (0) 89.2180 - 6257  
Fax: +49 (0) 89.2180 - 3000  
Email: [buehner@edu.uni-muenchen.de](mailto:buehner@edu.uni-muenchen.de)

**MDS evaluation service at  
[www.la-elfa.org](http://www.la-elfa.org)**

| Issue                  | Publication date       | Ad closing date       | Topic of the month             |  | Special feature   | Tech focus   | Trade shows   |  |
|------------------------|------------------------|-----------------------|--------------------------------|--|---|--|---|--|
| February<br>1          | Feb. 13 <sup>th</sup>  | Jan. 17 <sup>th</sup> | <b>EMBEDDED WORLD</b>          | <p><b>semiconductors:</b><br/>microcontrollers, processors, DSPs, programmable logics, I/O</p> <p>realtime operating systems, programmer, software</p>   | <p><b>industrial computers:</b><br/>compact PCI, slot CPUs, PC-104, COMExpress, box-IPCs, TCA, single board computers</p> | <p><b>development systems:</b><br/>emulators, compiler, debugger, starter-kits</p>                 | <p><b>embedded world 2012</b><br/>Nuremberg,<br/>Feb. 28<sup>th</sup> – Mar. 1<sup>st</sup></p>  |  |
| show guide             | Feb. 13 <sup>th</sup>  | Jan. 17 <sup>th</sup> | <b>embedded world 2012</b>     |  |   |  |   |  |
| March<br>2             | March 8 <sup>th</sup>  | Feb. 10 <sup>th</sup> | <b>INDUSTRIAL ELECTRONICS</b>  | <p><b>electromechanics:</b><br/>switches/keys, relays, cases/cabinets, heat management</p> <p><b>automation technology:</b><br/>industrial ethernet, image processing</p> <p><b>measuring technique:</b><br/>PC measuring techniques, multimeters, oscillators, sensors, testers</p> | <p><b>power supplies:</b><br/>AC/DC converters, DC/DC converters, batteries and accumulators</p>                          | <p><b>interconnect:</b><br/>connectors, cables, cable assembly, cable testers, terminal blocks</p> | <p><b>Hannover Messe 2012</b><br/>Hanover,<br/>April 23<sup>rd</sup> – 27<sup>th</sup></p>  |  |
| <b>D&amp;E Kompakt</b> | March 8 <sup>th</sup>  | Feb. 8 <sup>th</sup>  | <b>Distribution</b>            | <b>reference boards and starter-kits</b>   | <b>green distribution</b>   | <b>vertical markets</b>  |   |  |
| March<br>3             | March 30 <sup>th</sup> | March 5 <sup>th</sup> | <b>LIGHT &amp; ELECTRONICS</b> | <p><b>displays:</b><br/>LCD, controls, backlight<br/>optocouplers<br/>laser</p>  | <p><b>lighting:</b><br/>LEDs, controls, lighting technology</p>   | <p><b>trade show circuit</b><br/><b>Light+Building</b></p>   | <p><b>Light+Building</b><br/>Frankfurt,<br/>April 15<sup>th</sup> – 20<sup>th</sup></p>   |  |
| <b>D&amp;E Kompakt</b> | March 30 <sup>th</sup> | March 1 <sup>st</sup> | <b>ARM</b>                     | <p><b>architecture:</b><br/>Cortex &amp; Co., appliances</p>   | <p><b>hardware:</b><br/>components, derivatives, interface and boards</p>   | <p><b>development systems:</b><br/>emulators, compiler, debugger, starter-kits</p>                 |   |  |

|                            |   |                        |                        |   |   |   |  |   |
|----------------------------|---|------------------------|------------------------|---|---|---|--|---|
| April                      | 4 | April 27 <sup>th</sup> | March 29 <sup>th</sup> | <b>POWER SUPPLY</b>                     | <b>power supply:</b><br>AC/DC converters,<br>DC/DC converters   | <b>power electronics:</b><br>discrete components,<br>IGBTs, MOSFETs,<br>power modules<br><b>trade show circuit<br/>PCIM</b> | <b>battery technology:</b><br>batteries &<br>accumulators, chargers  | <b>PCIM Europe 2012</b><br>Nuremberg,<br>May 8 <sup>th</sup> – 10 <sup>th</sup><br><b>SMT Hybrid Packaging 2012</b><br>Nuremberg,<br>May 8 <sup>th</sup> – 10 <sup>th</sup> |
| <b>D&amp;E<br/>Kompakt</b> |   | April 27 <sup>th</sup> | March 27 <sup>th</sup> | <b>Test &amp;<br/>Measurement</b>       | <b>PC measuring techniques, multimeters,<br/>measured value acquisition, testers</b>  | <b>trade show circuit<br/>SENSOR + TEST 2012</b>  | <b>oscilloscopes</b>   | <b>SENSOR + TEST 2012</b><br>Nuremberg,<br>May 22 <sup>nd</sup> – 24 <sup>th</sup>  |
| May                        | 5 | May 17 <sup>th</sup>   | April 19 <sup>th</sup> | <b>COMPONENTS &amp;<br/>ENGINEERING</b> | <b>semiconductors:</b><br>microcontrollers, processors,<br>DSPs, programmable logics,<br>memory, I/O, power electronics,<br>analog technology<br><br><b>electronics production:</b><br>PCB, components production, testers<br><br><b>optoelectronics:</b><br>lighting, displays | <b>electromechanics:</b><br>interconnect,<br>switches/keys, relays,<br>cases/ cabinets, heat<br>management                  | <b>passive components:</b><br>condensers,<br>transformers, inductors,<br>resistors, quartzes &<br>oscillators                              |   |
| June                       | 6 | June 12 <sup>th</sup>  | May 11 <sup>th</sup>   | <b>EMBEDDED<br/>COMPUTING</b>           | <b>industrial computers:</b><br>compact PCI, slot CPUs, PC-104,<br>COMExpress, single board<br>computers<br><b>semiconductors:</b><br>microcontrollers, processors,<br>DSPs, programmable logics,<br>memory, I/O<br>realtime operating systems,<br>programmer, software         | <b>development systems:</b><br>emulators, compiler,<br>debugger, EDA tools,<br>starter-kits                                 | <b>embedded goes<br/>medical:</b><br>sensor technology,<br>actuators,<br>microcontrollers,<br>medical PCs, imaging<br>medical technologies |   |
| <b>D&amp;E<br/>Kompakt</b> |   | June 12 <sup>th</sup>  | May 9 <sup>th</sup>    | <b>interconnect</b>                     | <b>connectors</b>   | <b>cables</b>   | <b>terminal blocks</b>   |   |

| Issue                  | Publication date           | Ad closing date       | Topic of the month                         |   | Special feature  | Tech focus   | Trade shows |
|------------------------|----------------------------|-----------------------|--|---|--|--|-------------|
| July                   | 7<br>July 5 <sup>th</sup>  | June 8 <sup>th</sup>  | <b>GREEN ELECTRONICS</b>                   | <b>components:</b><br>interconnect, heat management, MEMs, condensers, transformers, inductors, resistors, oscillators  | <b>lighting:</b><br>LEDs, controls, lighting equipment   | <b>power supply &amp; power management:</b><br>AC/DC converters, DC/DC converters, power adaptors, USVs, IGBTs, MOSFETs, power modules, voltage regulators |             |
| September              | 8<br>Sep. 3 <sup>rd</sup>  | Aug. 6 <sup>th</sup>  | <b>ELECTRO-MECHANICS</b>                   | switches/keys, membrane keyboards, relays, cases/ cabinets, laboratory workstations, EMC components   | <b>interconnect:</b><br>connectors, cables, cable assembly, terminal blocks, FOC components        | <b>heat management</b>   |             |
| <b>D&amp;E Kompakt</b> | Sep. 3 <sup>rd</sup>       | Aug. 2 <sup>nd</sup>  | <b>passive components</b>                  | <b>condensers, resistors</b>  | <b>inductors &amp; transformers</b>  | <b>quartzes &amp; oscillators</b>  |             |
| September              | 9<br>Sep. 27 <sup>th</sup> | Aug. 31 <sup>st</sup> | <b>POWER MANAGEMENT &amp; POWER SUPPLY</b> | <b>analog technology:</b><br>analog ICs, computing amplifier, AD/DA converters<br><b>power electronics:</b><br>discrete components, IGBTs, MOSFETs, power modules | <b>power supplies:</b><br>AC/DC converters, DC/DC converters, batteries and accumulators, chargers | <b>ECO design</b>  |             |
| <b>D&amp;E Kompakt</b> | Sep. 27 <sup>th</sup>      | Aug. 29 <sup>th</sup> | <b>distribution</b>                        | <b>reference boards and starter-kits</b>  | <b>green distribution</b>  | <b>lighting</b>  |             |

|                        |          |                       |                       |   |  |   |   |  |
|------------------------|----------|-----------------------|-----------------------|---|--|---|---|--|
| October                | 10       | Oct. 25 <sup>th</sup> | Sep. 27 <sup>th</sup> | <b>ELECTRONICA</b>                      | power supply, industrial computers, optoelectronics, test & measurement, development systems, embedded computing, semiconductors, passive components, electromechanics, quartzes & oscillators | <b>trade show guide<br/>electronica 2012</b>  | <b>automotive</b><br>actuators, car bus systems, x-by-wire, realtime operating systems, simulation, automobile measurement, sensor technology | <b>VISION 2012</b><br>Stuttgart,<br>Nov. 6 <sup>th</sup> – 8 <sup>th</sup><br><br><b>electronica 2012</b><br>Munich,<br>Nov. 13 <sup>th</sup> – 16 <sup>th</sup> |
|                        | November | 11                    | Nov. 16 <sup>th</sup> | Oct. 19 <sup>th</sup>                   | <b>INDUSTRIAL COMPUTING</b>  | <b>industrial computers:</b><br>box IPCs, compact PCI, slot CPUs, PC-104, COMExpress, single board computers, industrial cases, I/O, realtime operating systems, displays, backplanes<br><b>development systems:</b><br>emulators, compilers, debugger, EDA tools, starter kits | <b>industrial communications:</b><br>industrial ethernet, industrial connectors, field bus technology   | <b>trade show circuit<br/>SPS/IPC/DRIVES 2012</b>  |
| <b>D&amp;E Kompakt</b> |          | Nov. 16 <sup>th</sup> | Oct. 17 <sup>th</sup> | <b>measurement &amp; interpretation</b> | <b>PC measuring techniques, sensor technology, measured value acquisition, testers</b>   | <b>oscilloscopes</b>  | <b>multimeters</b>  |  |
| December               | 12       | Dec. 10 <sup>th</sup> | Nov. 13 <sup>th</sup> | <b>ENERGY EFFICIENCY</b>                | <b>battery technology:</b><br>batteries & accumulators, chargers<br><b>power supply:</b><br>AC/DC converters, DC/DC converters, power adaptors   | <b>passive components:</b><br>condensers, transformers, inductors, resistors  | <b>power electronics:</b><br>IGBTs, MOSFETs, power modules, voltage regulators  |  |
| <b>D&amp;E Kompakt</b> |          | Dec. 10 <sup>th</sup> | Nov. 9 <sup>th</sup>  | <b>displays &amp; lighting</b>          | <b>LEDs, LCDs, controls, digital signage</b>   | <b>LED drivers</b>  | <b>lighting equipment</b>   |  |

Subject to alterations.

D&E Kompakt is published as a supplement of the regular issue of DESIGN&ELEKTRONIK.



advertising rates no. 27, valid from Jan 1st, 2012

## 1 Advertising formats and rates

| format                                      | width x height mm* | TYPE AREA<br>width x height mm | b/w       | 2c        | 3c        | 4c        |
|---|--------------------|--------------------------------|-----------|-----------|-----------|-----------|
| 1/1 page                                    | 210x297            | 186x260                        | € 5,280.- | € 6,330.- | € 6,860.- | € 7,390.- |
| 2/3 page                                    | 140x297            | 122x260                        | € 3,530.- | € 4,240.- | € 4,590.- | € 4,950.- |
|   | 210x198            | 186x176                        |           |           |           |           |
| A5 (junior page)                            | 152x205            | 137x190                        | € 2,990.- | € 3,590.- | € 3,890.- | € 4,190.- |
| 1/2 page                                    | 105x297            | 90x260                         | € 2,670.- | € 3,200.- | € 3,470.- | € 3,740.- |
|   | 210x146            | 186x130                        |           |           |           |           |
| 1/3 page                                    | 70x297             | 58x260                         | € 1,810.- | € 2,180.- | € 2,350.- | € 2,530.- |
|   | 210x 99            | 186x 86                        |           |           |           |           |
| 1/4 page                                    | 105x142            | 90x130                         | € 1,370.- | € 1,650.- | € 1,780.- | € 1,910.- |
|   | 52x297             | 43x260                         |           |           |           |           |
|   | 210x 74            | 186x 65                        |           |           |           |           |
| 1/6 page                                    | 70x142             | 58x130                         | € 930.-   | € 1,120.- | € 1,210.- | € 1,300.- |
|   | 210x 50            | 186x 43                        |           |           |           |           |
| 1/8 page                                    | 105x 74            | 90x 65                         | € 720.-   | € 870.-   | € 940.-   | € 1,000.- |
|   | 52x142             | 43x130                         |           |           |           |           |
|   | 210x 37            | 186x 33                        |           |           |           |           |
| 1/16 page                                   |                    | 43x 65<br>186x 16              | € 370.-   | € 440.-   | € 480.-   | € 510.-   |
| 2 <sup>nd</sup> /4 <sup>th</sup> cover page |                    |                                |           |           |           | € 8,050.- |
| cover page                                  |                    |                                |           |           |           | € 9,980.- |
| cover page Kompakt                          |                    |                                |           |           |           | € 7,500.- |
| per mm (1-column)                           |                    |                                | € 5.40    | € 6.50    | € 7.00    | € 7.50    |

\*additional 4 mm to be cut off  
More formats on request

total circulation: 21,181 copies



## 2 Additional charges:

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

**Colour:** additional charge for each special colour on request  
Prices apply to Euroscale.

**Format:** There is no additional charge in 2012 for trim/ printing gutter bleed.

## 3 Discounts:

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

Frequency discount                      Volume discount

(1/8 page and larger)

|                       |     |                  |     |
|-----------------------|-----|------------------|-----|
| 3 or more insertions  | 5%  | 3 or more pages  | 10% |
| 6 or more insertions  | 10% | 6 or more pages  | 15% |
| 9 or more insertions  | 15% | 9 or more pages  | 20% |
| 12 or more insertions | 20% | 12 or more pages | 25% |

bound and loose inserts count as one page for volume discount

## 4 Classified advertisements:

### Job market:

Recruitment ads: € 5.40 per mm b/w

Applications for a job: € 2.20 per mm b/w

Box number ad rate: € 11.25

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

Double booking: discount of 50 % on the basic rate if a recruitment ad is booked in two consecutive issues.

minimum size: 2-column/ 70 mm

### Online job market:

€ 590.- per month

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

## Seminar ads:

format: 58 mm width x 80 mm height

1 insertion € 200.-                      3 insertions (plus) € 186.-

6 insertions (plus) € 176.-            10 insertions (plus) € 167.-

12 insertions (plus) € 159.-

contact:

Martina Berger, Phone: +49 89 25556-1373

E-Mail: mberger@weka-fachmedien.de

## Additional charges for colours:

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

3 scale colours: 40 %

## 5 Special ads:

**Island ads:** base rate b/w per mm € 23.-

minimum 1-column 50 mm height

maximum 1-column 80 mm height

cover page, belly wrap, flap, cover gate fold available on request.

### Bound inserts:

2-pages (including postage) € 6,100.-

4-pages € 6,990.-

4-pages plus flap € 7,690.-

8-pages € 8,580.-

8-pages plus flap € 9,550.-

12-pages € 10,330.-

12-pages plus flap € 11,270.-

Rate base: 22,000 copies

Other bound inserts available on request.

### Loose inserts:

including postage up to 25 g: € 5,850.-

split-run by zip-codes or Nielsen areas per 1,000: € 280.-

split-run by qualified addresses per 1,000: € 440.-

minimum order sum: € 650.-

loose inserts more than 25g available on request



#### Tip-on ads

**Tip-on postcards:** including postage € 1,810.-  
only in combination with 1/1-page, non discountable  
mechanical processing: to 3 cm from the gutter to the centre

**Tip-on CDs:** including postage € 3,390.-  
only in combination with 1/1-page, non discountable  
mechanical processing: 15 mm - 60 mm from the gutter to the centre  
manual processing on request

#### 6 Contact

Christian Stadler, advertising manager, Phone: +49 89 25556-1376,  
Fax: +49 89 25556-1651, E-Mail: [media@design-elektronik.de](mailto:media@design-elektronik.de)

#### Delivery address for bound inserts, loose inserts and tip-on ads:

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

**Delivery note:** please mark clearly: "Loose/bound insert CUSTOMER, for  
DESIGN&ELEKTRONIK-issue xy/2012"

#### 7 Terms of payment:

2 percent discount for advance payment within 8 days after date of invoice or  
net payment within 21 days of invoicing.

Bank detail: HypoVereinsbank, München  
Bank code: 700 202 70 / Account No. 35 704 981

IBAN DE37 7002 0270 0035 7049 81

SWIFT (BIC): HYVEDEMMXXX

**printing technique:**

web-fed offset, wire stitching, Paper: 60 gr Holmen Plus 80

**digital data transfer:**

please contact Veronika Nikolay

phone: +49 89 25556-1475

fax: +49 89 25556-1690

e-mail: vnikolay@weka-fachmedien.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\_D&E\_issue (for example: Company\_D&E\_1\_12)**

If data transfer causes any problems please call  
+49 89 4423065 - 0.

**magazine format:**

210 mm width x 297 mm height

**type area:**

186 mm width, 260 mm height

1 column = 43mm

2 columns = 90mm

3 columns = 138mm

4 columns = 186mm

**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

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 closed to the gutter and be adapted for mechanical processing  
positioning on request  
placement possibilities: print run or 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:**

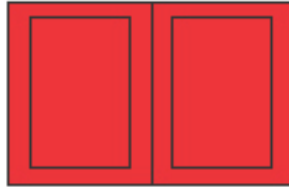
ad closing date of respective issue

**Delivery address for bound inserts, loose inserts and tip-on ads:**

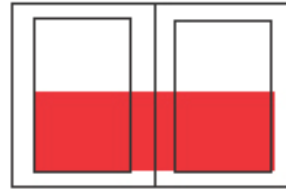
L.N. Schaffrath DruckMedien GmbH & Co. KG

Marktweg 42-50, D-47608 Geldern

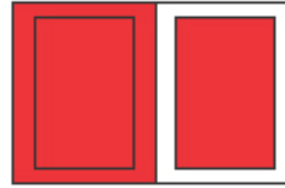
**Delivery note:** please mark clearly: "Loose/bound insert CUSTOMER, for DESIGN&ELEKTRONIK-issue xy/2012"



double page spread across gutter  
width x height  
420 x 297 mm ♦

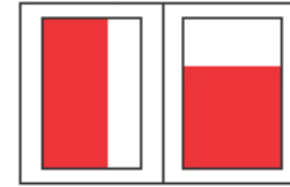


2 1/2 pages across gutter  
width x height  
388 x 130 mm  
420 x 148 mm ♦



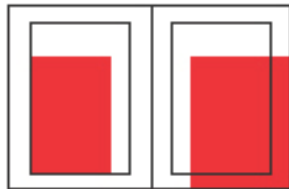
1/1 trim size  
width x height  
210 x 297 mm ♦

1/1 page  
width x height  
186 x 260 mm



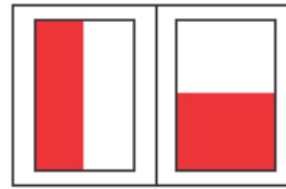
2/3 page horizontal  
width x height  
122 x 260 mm  
140 x 297 mm ♦

2/3 page vertical  
width x height  
186 x 176 mm  
210 x 198 mm ♦



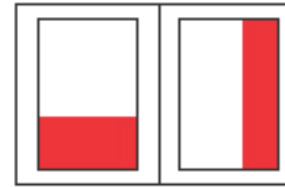
junior page  
width x height  
137 x 190 mm

trim size  
width x height  
152 x 205 mm ♦



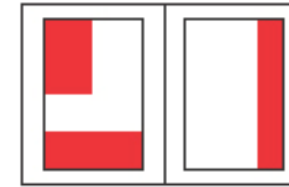
1/2 page horizontal  
width x height  
90 x 260 mm  
105 x 297 mm ♦

1/2 page vertical  
width x height  
186 x 130 mm  
210 x 146 mm ♦



1/3 page horizontal  
width x height  
186 x 86 mm  
210 x 99 mm ♦

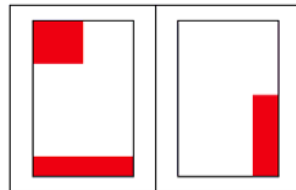
1/3 page vertical  
width x height  
58 x 260 mm  
70 x 297 mm ♦



1/4 page  
width x height  
90 x 130 mm  
105 x 142 mm ♦

1/4 page vertical  
width x height  
43 x 260 mm  
52 x 297 mm ♦

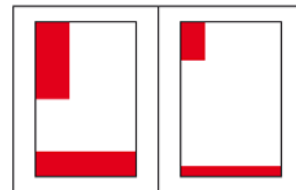
1/4 page horizontal  
width x height  
186 x 65 mm  
210 x 74 mm ♦



1/8 page  
width x height  
90 x 65 mm  
105 x 76 mm ♦

1/8 page vertical  
width x height  
43 x 130 mm  
52 x 142 mm ♦

1/8 page horizontal  
width x height  
186 x 33 mm  
210 x 37 mm ♦



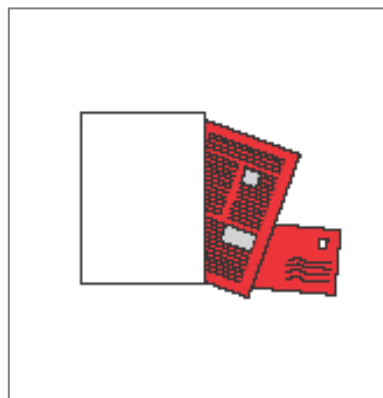
1/16 page  
width x height  
58 x 130 mm  
70 x 142 mm

1/16 page vertical  
width x height  
43 x 65 mm

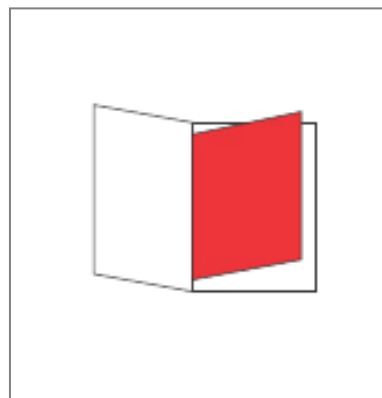
1/16 page horizontal  
width x height  
186 x 43 mm  
210 x 50 mm ♦

♦ trim size: add 4mm per trimmed edge for bleed size

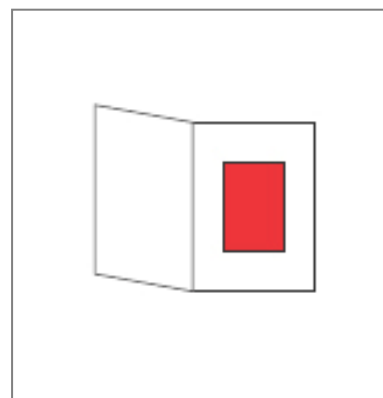
Examples of special ads



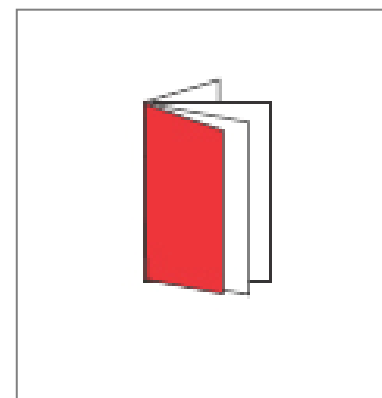
Loose inserts



Bound inserts



Tip-on ads



Flap



*The leading IVW proofed website for professional electronics in the German speaking market!*

**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.

Already since 1998 elektroniknet.de reports 24/24 hours about all important trends, products and company news of the whole electronics world.

Behind the scenes elektroniknet.de is feeded by the largest editorial team of electronic pros. Almost 30 specialized editors feed elektroniknet.de with news, product reports and knowledge. The performance data of elektroniknet.de is impressive – 12 million page impressions in the last 12 months, almost 30,000 news and product releases, about 10,000 companies within the supplier database.

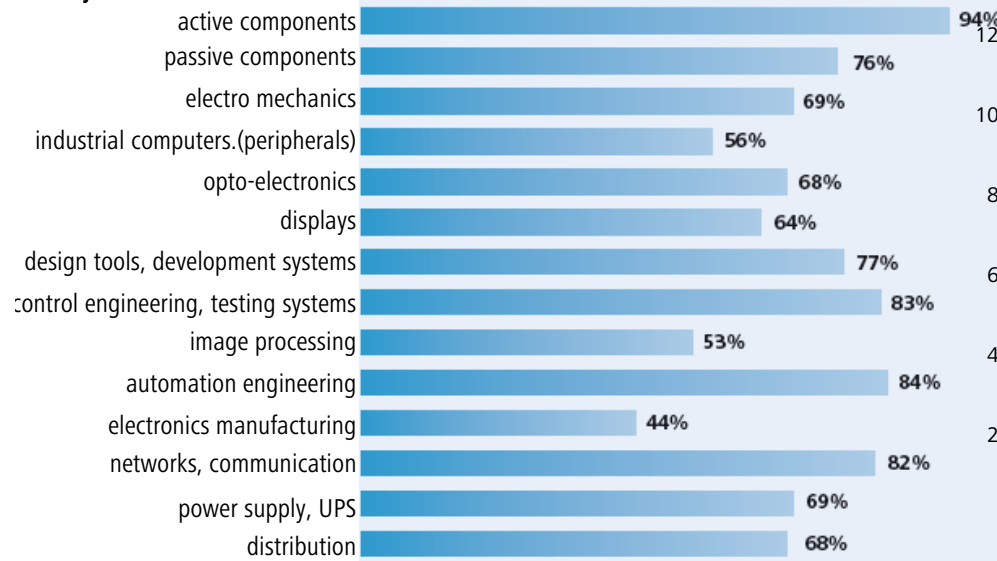
Eleven competence centers offer tailor made information for decision makers – from automation, automotive, components, distribution and embedded to e-mechanics, communications, measurement, opto and power.

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 and webcasts. The elektroniknet.de-newsletter addresses actually about 50,000 electronics decision makers – with an upward trend.

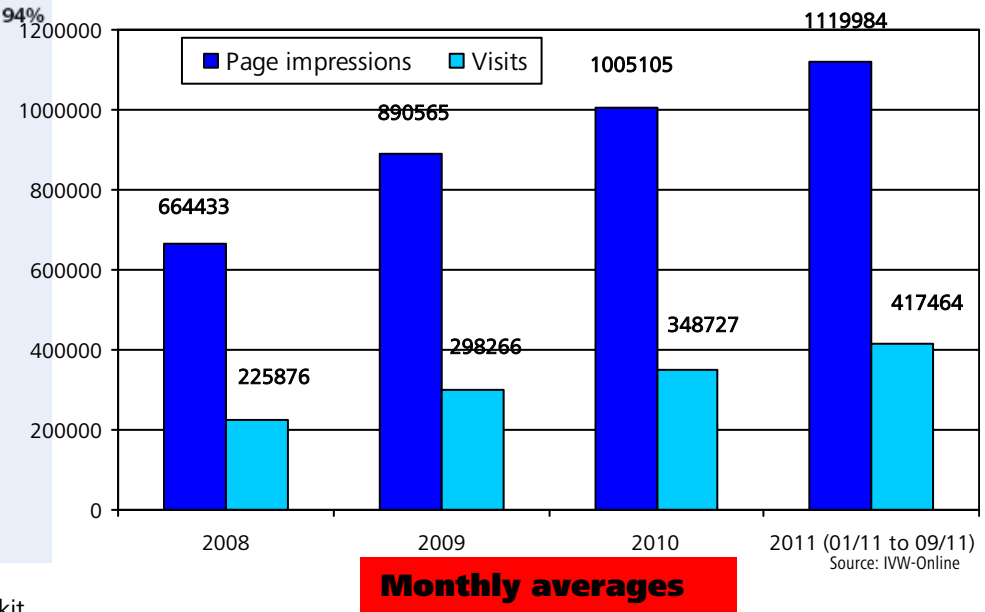
elektroniknet.de offers pinpoint communication possibilities to advertisers: banner advertisement, sponsoring, newsletter advertisement, presentation of important dates, webcasts, whitepapers and many other formats help suppliers in electronics to increase their communication success.

**Visitors of elektroniknet.de**

**Very interested/interested in...**



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

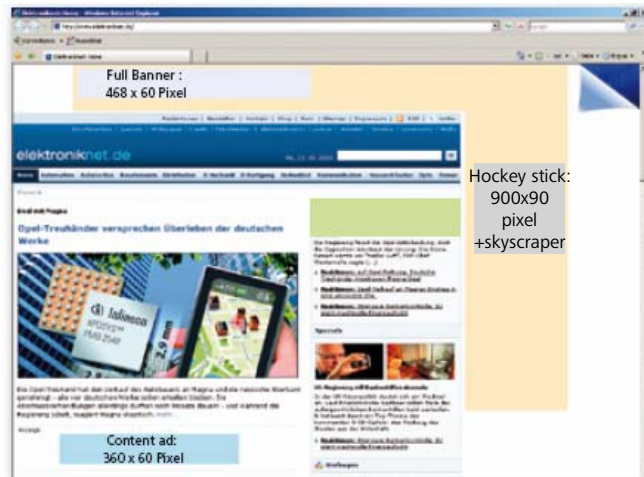


Find out more about elektroniknet.de's user structure in elektroniknet.de's media kit or visit elektroniknet.de/media

source: elektroniknet.de visitors analysis, 2011, n=1,348 persons

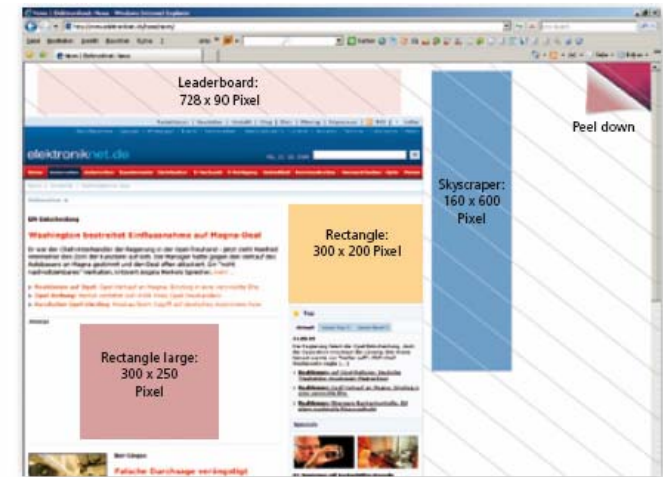
**Advertising in elektroniknet.de**

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 please 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:** (only on homepage)  
honey stick + coloured background  
= € 410.-/1,000 page impressions



**Webcast** (incl. Infobox to announce the Webcast)  
placement in a Competence Center € 1,750.-/month  
placement on the Homepage € 1,950.-/month  
trade show webcast on request  
webcast production (non-discountable) € 2,490.-

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

**Supplier database**  
10,000 suppliers of 700 product groups are listed in the elektroniknet.de database.  
Company listing: free of charge  
Premium listing >>> company portrait with 2 pictures, 1 video, 5 event dates and product portfolio € 1,450.-/year

**Webinar**  
marketing & technical realization € 2,790.-/webinar

**Question of the week**  
placement in an Infobox of a Competence Center € 990.-/week

**Microsite**  
a dedicated microsite within elektroniknet.de created especially for your company. (minimum 2 months) € 4,950.-/month

**Market research**  
Exclusive tool with a maximum of 5 questions incl. analysis of the research € 1,700.-/research

**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.  
Premium placement € 2,890.-  
Text ad/ banner € 2,490.-  
Platinum newsletter € 6,370.-

**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% |

**Extra services for your company provided by DESIGN&ELEKTRONIK!**

66,500 readers per issue according to LA ELFA 07/08 make DESIGN&ELEKTRONIK the trade journal achieving the highest reach of all monthly titles in Germany. DESIGN&ELEKTRONIK guarantees successful market communication proven by audited performance data and based on several service tools:

**Recall and Impact Analysis (RIA)**



DESIGN&ELEKTRONIK's RIAs provide you with information about the impact of your adverts on your customers. Important questions are answered, such as „Do customers really pay attention to my ad?“, „What information about my company is retained by the reader?“ and „Is there a way to excite new customers by my ad performance?“

DESIGN&ELEKTRONIK's RIAs don't just examine content and composition of the ads. An ad strategy has to be regarded in its overall context. Therefore, RIA examines also what purchase decision makers think about products and companies. Each participant receives a concise image analysis on top.

**Eye Tracking**



RIAs measure processed memorized informationen. However, eye tracking examines pure reception of information. DESIGN&ELEKTRONIK's exclusive eye tracking studies for ad clients guarantee important insights for successful advertising. Eye tracking is a special analysis of glances on ads measured by an eye camera. Advertisers receive important information about access in motifs, durance of attention and eye movement. Real time videos with eye movements of customers and an exciting presentation show in detail how an advert is actually perceived.

Beispielhafte Mediapläne im Vergleich

| Mediaplan   | Print | TV  | Radio | Internet | Mobile | Other | Print | TV  | Radio | Internet | Mobile | Other |
|-------------|-------|-----|-------|----------|--------|-------|-------|-----|-------|----------|--------|-------|
| Mediaplan A | 100%  | 0%  | 0%    | 0%       | 0%     | 0%    | 100%  | 0%  | 0%    | 0%       | 0%     | 0%    |
| Mediaplan B | 80%   | 20% | 0%    | 0%       | 0%     | 0%    | 80%   | 20% | 0%    | 0%       | 0%     | 0%    |
| Mediaplan C | 60%   | 40% | 0%    | 0%       | 0%     | 0%    | 60%   | 40% | 0%    | 0%       | 0%     | 0%    |
| Mediaplan D | 40%   | 60% | 0%    | 0%       | 0%     | 0%    | 40%   | 60% | 0%    | 0%       | 0%     | 0%    |
| Mediaplan E | 20%   | 80% | 0%    | 0%       | 0%     | 0%    | 20%   | 80% | 0%    | 0%       | 0%     | 0%    |

**MDS evaluation tool – calculate your media plan's efficiency!**

How many customers does your ad really reach? What is the price of one customer contact? How is savings potential to be achieved? Which ad format is the best for your company regarded from an economical point of view? These questions and many more are answered by MDS-evaluation tool based on readership analysis electronics trade media (LA ELFA). Its methodical and academic quality and its practical transparency have been making LA ELFA an authoritative basis for media planning in the electronics industry. Axel-Springer-Verlag supplies its evaluation program MDS (media planning system) for LA ELFA. MDS allows fast and reliable efficiency comparisons for media planning. Results are based on the price lists of the publishing houses and the coverages of the media according to LA ELFA. For further information about the free evaluation tool please visit the official LA ELFA website [www.la-elfa.org](http://www.la-elfa.org).

For further informationen on service tools please visit [www.elektroniknet.de/media](http://www.elektroniknet.de/media) or contact your DESIGN&ELEKTRONIK sales representative via Phone +49 89 25556 - 1376.

## K-Ing. – the career platform for engineers and technicians

Information for recruiting & employer branding

### K-Ing. reaches:

engineers, technicians, design engineers, product manager, sales manager, information scientists, manager, scientists, purchaser, students and young professionals in electronics, automation, automotive and energy efficiency

### K-Ing. offers:

- huge coverage in the b-to-b-market with a circulation of almost 160,000 copies
- integrated media solution (print&online)
- highly qualified readership (source: LA ELFA / IWD-EDA audit)
- tailor-made editorial coverage
- cross-industries reader approach

### Your advantage:

With its unique concept K-Ing. reaches engineers and professionals who probably would not use regular jobmarket platforms.

K-Ing. is published four times a year as part of six leading technical magazines.



## Prices

### employer portrait:

1/4 page b/w

€ 1,300.-

1/4 page 4c

€ 1,890.-

### K-Ing. cover picture plus cover story

for one publication

€ 5,900.-

for two publications

€ 8,900.-

for three publications

€ 11,900.-

for four publications

€ 14,900.-

for five publications

€ 17,900.-

for six publications

€ 19,900.-

| format            | b/w        | 4c        |
|-------------------|------------|-----------|
| 1/1 page          | € 10,740.- | €17,900.- |
| 1/2 page          | € 7,800.-  | €10,920.- |
| 1/3 page          | € 5,160.-  | € 7,220.- |
| 1/4 page vertical | € 3,900.-  | € 5,460.- |

more formats on request

K-Ing and karriere-ing.de-newsletter – the crossmedia career platform

## Topics

| Elektronik  | Elektronik<br><i>automotive</i>                                 | Computer<br>&AUTOMATION   | Markt&Technik   | DESIGN&<br>ELEKTRONIK   | ENERGIE&<br>TECHNIK  |
|---|---|---|---|---|--|
| <b>K-Ing. 1:</b> career for engineers – embedded systems<br>(embedded world Feb 28 <sup>th</sup> – Mar 1 <sup>st</sup> , 2012), top employers in the metropolitan area of Nuremberg |   |   |   |   |  |
| issue 4<br>date of publication:<br>Feb 21 <sup>st</sup> , 2012  | issue 2<br>date of publication:<br>Feb 14 <sup>th</sup> , 2012  | issue 2<br>date of publication:<br>Feb 15 <sup>th</sup> , 2012  | issue 8<br>date of publication:<br>Feb 24 <sup>th</sup> , 2012  | issue 1<br>date of publication:<br>Feb 13 <sup>th</sup> , 2012  | issue 1<br>date of publication:<br>Feb 23 <sup>rd</sup> , 2012 |
| <b>K-Ing. 2:</b> career for engineers – power electronics<br>(Intersolar, June 13 <sup>th</sup> – 15 <sup>th</sup> , 2012) top employers at the PCIM fair                           |   |   |   |   |  |
| issue 12<br>date of publication:<br>Jun 12 <sup>th</sup> , 2012   | issue 6/7<br>date of publication:<br>Jun 5 <sup>th</sup> , 2012 | issue 6<br>date of publication:<br>Jun 6 <sup>th</sup> , 2012   | issue 23<br>date of publication:<br>Jun 8 <sup>th</sup> , 2012  | issue 6<br>date of publication:<br>Jun 12 <sup>th</sup> , 2012  | issue 3<br>date of publication:<br>May 25 <sup>th</sup> , 2012 |
| <b>K-Ing. 3:</b> graduates & young professionals, Top employers for engineers   |   |   |   |   |  |
| issue 19<br>date of publication:<br>Sep 18 <sup>th</sup> , 2012   | issue 8/9<br>date of publication:<br>Sep 4 <sup>th</sup> , 2012 | issue 9<br>date of publication:<br>Sep 5 <sup>th</sup> , 2012   | issue 37<br>date of publication:<br>Sep 14 <sup>th</sup> , 2012 | issue 8<br>date of publication:<br>Sep 3 <sup>rd</sup> , 2012   | issue 4<br>date of publication:<br>Sep 4 <sup>th</sup> , 2012  |
| <b>K-Ing. 4:</b> career platform electronica (Nov 13 <sup>th</sup> – 16 <sup>th</sup> , 2012)   |   |   |   |   |  |
| issue 23<br>date of publication:<br>Nov 13 <sup>th</sup> , 2012   | issue 11<br>date of publication:<br>Nov 6 <sup>th</sup> , 2012  | issue 11<br>date of publication:<br>Nov 14 <sup>th</sup> , 2012 | issue 44<br>date of publication:<br>Nov 2 <sup>nd</sup> , 2012  | issue 10<br>date of publication:<br>Oct 25 <sup>th</sup> , 2012 | issue 5<br>date of publication:<br>Oct 23 <sup>rd</sup> , 2012 |

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### General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2011)

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 (rehabilitatory 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 (rehabilitatory 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.