

www.funkschau.de

funkschau

MEDIA GUIDE

2012

IfKom Ingenieure für
Kommunikation
funkschau is the official
cooperation partner of IfKom



Online
geprüft

Profile funkschau:

funkschau is the medium for professional communication technologies.

funkschau's editorial value and its credibility are confirmed by the high level of subscribers within the circulation. Influential ITC decision makers rely on funkschau when they gather information about new products, solutions and services in professional telecommunication and IT. They benefit equally from bi-weekly funkschau and the up-to-date web service funkschau.de and the funkschau.de newsletter.

Target group funkschau:

Generally:

Decision makers for communication technologies in companies and authorities

Fields of work:

CTOs, CIOs, system integrators, ITC consultants, systems administrators, heads of telecommunications, heads of IT, commercial managers, managers

Industrial sectors:

Carriers and operators, ITC manufacturers, services (trade, bank, insurance, health care), ITC consulting, authorities

Plus funkschau handel:

VARs, system houses, ITC retailers (they receive funkschau in combination with funkschau handel via controlled circulation!)

funkschau is your reliable partner.

funkschau is one of the first trade media for telecommunications worldwide and highly successful for more than 80 years.

funkschau's strengths for advertisers:

funkschau is a successful advertising medium and your ad is in good hands here!

Almost 4,000 trade journals are published in Germany. According to the HORIZONT-ranking funkschau made it with its gross ad revenue in 2010 in the Top 50 of all German trade journals. Of course, funkschau is also top in gross ad revenue among trade journals for the telecommunications industry.


"Those who pay read": funkschau has a high sold circulation!

funkschau has a high share of sold circulation. According to IVW the total circulation has 39,418 copies. The share of the sold circulation is 9,659 copies. funkschau has 7,908 subscription copies.

(source: IVW, average Q1-Q2/2011)

"Tailor-made for you": funkschau publishes effective special issues!

The special issues of funkschau (M2M, DATACENTER, Measuring technology, professional radio) offer additional editorial value for readers.

Circulation audit: 

Circulation breakdown: copies per issue/annual average (Q1/2011 to Q2/2011)

print run:	40,046	
total circulation:	39,418	abroad: 497
sold circulation:	9,659	abroad: 401
subscriptions:	7,908	members: 4,787
other sales:	1,751	
controlled circulation:	29,759	
remainder, archive and voucher copies:	628	

Geographic circulation breakdown:

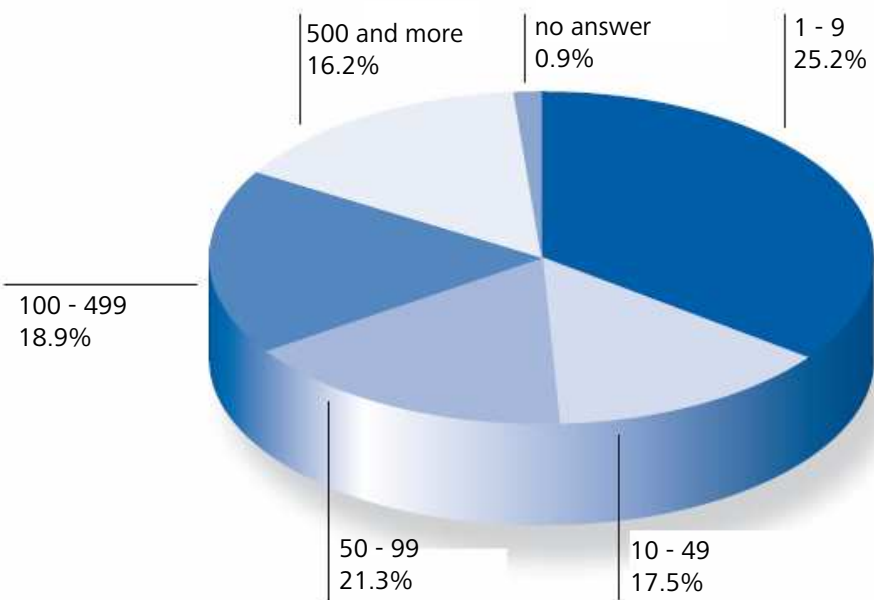
economic region	share of total circulation	
	%	copies
Germany	98.7	38,921
Austria	0.5	188
Switzerland	0.4	152
other countries	0.4	157
total circulation	100	39,418

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



How many employees does your company or authority have?

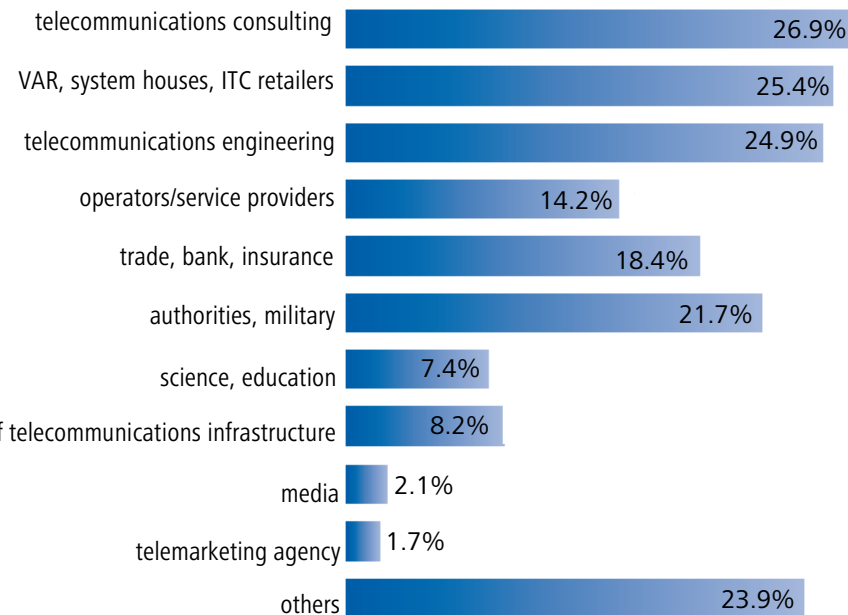
company size



total circulation:
39,418
Source: IVW, Q1-Q2/2011

Which industrial sectors does your company serve?

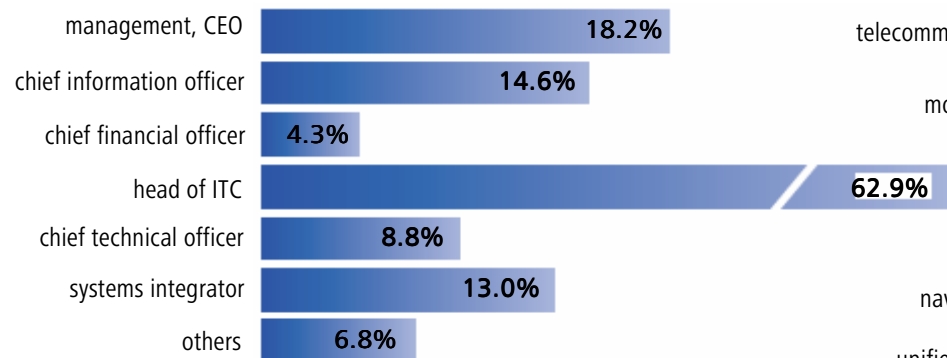
industrial sectors



Multiple answers possible

What is your position in your company?

position



Analysis of recipients database funkschau (Sept. 12th, 2011);
base: constant recipients of funkschau

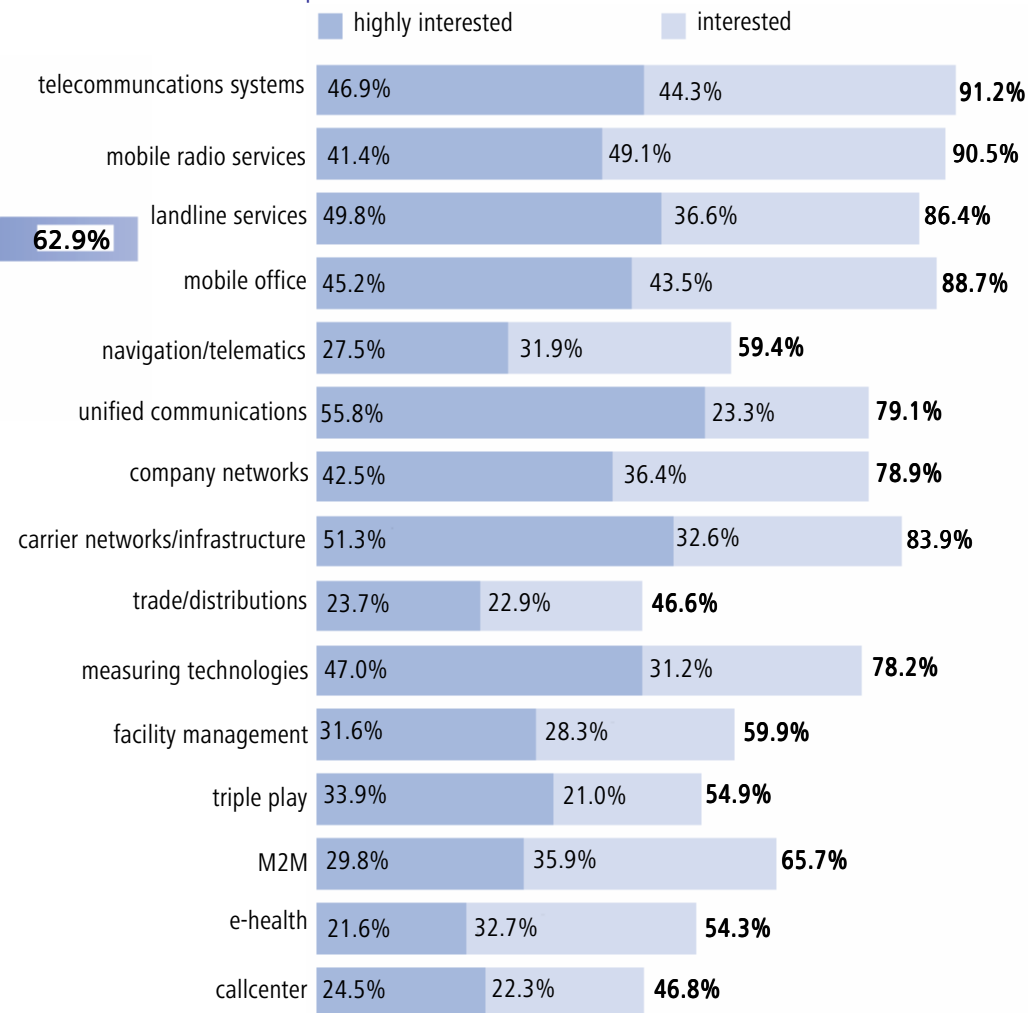
How do you evaluate funkschau?

(1 = very good to 6 = bad)

up-to-dateness of topics	1.6
understandability	2.1
variety of topics	2.0
technical background	1.5
weighting of topics	2.1

Which topics are you interested in?

interest for topics



100%

Source: readers analysis May 2010, n=389, total circulation 39,418 copies according to IVW Q1-Q2/2011

Issue	Publication dates 2012	telecommunications	datacenter	mobile solutions services	specials	funkschau special issue	online special microsite	Ad closing dates 2012	Printing material dates 2012
January	1	call center/ contact center	server	managed services	M2M		unified communications	Jan. 9 th	Jan. 16 th
	+								
	2								
February	3	next generation networks	router and layer 3/4 switches	mobile computing	monitoring systems		Callcenter World/ Mobile World Congress	Jan. 23 rd	Jan. 30 th
	4	telecommunications systems vs IP centrex, part 1	carrier-ethernet	measuring technique	M2M	DATACENTER 1/2012, M2M 1/2012	DATACENTER	Feb. 6 th	Feb. 13 th
March	5	telecommunications systems vs IP centrex, part 2	UPS	headsets	cloud computing		CeBIT	Feb. 14 th	Feb. 21 st
	6	unified communications	infrastructure management	LTE	readers' vote: "carrier & provider of the year"		M2M	March 12 th	March 19 th

Issue	Publication dates 2012	telecommunications	datacenter	mobile solutions services	specials	funkschau special issue	online special microsite	Ad closing dates 2012	Printing material dates 2012
April	7	desktop/ DECT phones	measuring technique	mobile backhaul	triple play		IP Centrex/ cloud services	March 26 th	April 2 nd
	8	telecommunications management	virtualization	video services and conference technology	professional radio	CASE STUDY 1/2012	broadband	April 9 th	April 16 th
May	9	unified communications	cabling	value added services/ service numbers	measuring technique		measuring technique	April 23 rd	April 30 th
	10	telecommunications systems	remote access	business phones	professional radio	DATACENTER 2/2012	professional radio	May 7 th	May 12 th
June	11	call center/ contact center	network monitoring	mobile broadband	M2M			May 21 st	May 28 th
	12	unified communications	fiber to the x	virtual private network	measuring technique	professional radio 1/2012		June 11 th	June 18 th

Issue	Publication dates 2012	telecommunications	datacenter	mobile solutions services	specials	funkschau special issue	online specials microsite	Ad closing dates 2012	Printing material dates 2012
July	13	July 13 th next generation networks	wireless LAN	fixed line network services	readers' vote "ITC products of the year"		unified communications	June 25 th	July 2 nd
	14	July 27 th ITC solutions for medium-sized businesses	network optimization	LTE	M2M	measuring technology	DATACENTER	July 9 th	July 16 th
August	15	Aug. 10 th IP centrex	routers and layers, 3/4 switches	managed services	winner of readers' vote "carrier & provider of the year"		M2M	July 23 rd	July 30 th
	16	Aug. 24 th telecommunications systems	remote management	measuring technique	monitoring systems	M2M 2/2012	itsa security	Aug. 6 th	Aug. 13 th
September	17	Sept. 14 th unified communications	data center	business tariffs	professional radio		IFA 2012	Aug. 27 th	Sept. 3 rd
	18	Sept. 28 th desktop/ DECT phones	cabling	mobile device management	monitoring systems	DATACENTER 3/2012	IP centrex/ cloud services	Sept.10 th	Sept. 17 th

Issue	Publication dates 2012	telecommunications	datacenter	mobile solutions services	specials	funkschau special issue	online specials microsite	Ad closing dates 2012	Printing material dates 2012	
October	19	Oct. 12 th	ITC management	measuring technique	fixed line network services	professional radio	CASE STUDY 2/2012	Security, Essen	Sept. 24 th	Oct. 1 st
	20	Oct. 26 th	video services and conference technology	WAN access and VPN	LTE	M2M		broadband	Oct. 8 th	Oct. 15 th
November	21	Nov. 9 th	IP centrex	network monitoring	service numbers	facility management	professional radio 2/2012	Voice+IP Germany	Oct. 22 nd	Oct. 29 th
	22	Nov. 23 rd	telecommunications systems	wireless LAN	managed services	triple play			Nov. 5 th	Nov. 12 th
December	23	Dec. 7 th	unified communications	carrier-ethernet	business phones	winner of readers' vote "ITC products of the year"	DATACENTER 4/2012	measuring technique	Nov. 19 th	Nov. 26 th
	24	Dec. 14 th	callcenter/contactcenter	measuring technique	mobile solutions	telecommunications	ITC buyers' guide	ITC buyers' guide	Nov. 26 th	Dec. 3 rd



DATACENTER

There are a lot of areas in the data center that need improvement. Most notably, increased performance and reduced costs. Consolidation, virtualization, new architecture, convergence of telecommunications and network technology as well as optimized rack and cooling systems may help to save costs – also when there is tightened compliance and safety regulation. Four special issues highlight this topic.

Topics

- cabling/ infrastructure
- security (IT and physical)
- active components
- virtualization and consolidation
- energy efficiency
- energy supply
- carrier/ interface
- managed services

• DATACENTER 1/2012

date of publication: February 24th, 2012
ad closing date: February 6th, 2012

• DATACENTER 2/2012

date of publication: May 25th, 2012
ad closing date: May 7th, 2012

• DATACENTER 3/2012

date of publication: September 28th, 2012
ad closing date: September 10th, 2012

• DATACENTER 4/2012

date of publication: December 7th, 2012
ad closing date: November 19th, 2012



M2M

There is continuous exchange of information between machines, even without human assistance. Machine-to-machine-communication, M2M in short, is omnipresent and often invisible. Two special issues as well as some specials in funkschau deal with all aspects of this promising ITC market. funkschau introduces the important systems, technologies, suppliers and service providers.

Topics

- M2M infrastructure, components
- M2M services, carrier&provider
- M2M integration
- security and data privacy
- M2M management
- RFID, NFC
- telematics
- smart grid, smart metering

•M2M 1/2012

date of publication: February 24th, 2012

ad closing date: February 6th, 2012

•M2M 2/2012

date of publication: August 24th, 2012

ad closing date: August 6th, 2012



Messtechnik (Measuring technology)

ICT systems won't work correctly without the suitable measuring technology. This is true for all layers of the OSI model – from the physical interface to the applications and through all mediums: copper, glass fiber and radio. Test systems are necessary in order to verify manufacturers' and service providers' ostentatious advertising promises and to sustain their own ICT network. The special issue as well as many specials in funkschau inform about professional testing in the ICT industry.

Topics

- measuring systems
- test systems
- measurement and testing methods
- measurement applications
- management
- error localisation
- radio, WAN and LAN
- leasing

Date of publication:

July 27th, 2012

Ad closing date:

July 9th, 2012



Profifunk (professional radio)

The special issue “professional radio” covers all relevant radio technologies for language and data communications. It deals in particular with the special tasks faced by authorities and organisations with safety responsibilities and addresses departments that need bug-proof radio technology either alone or in groups, like public transportation or airports. Two special issues as well as specials in funkschau illustrate the most important standards, mission scenarios, advantages as well as disadvantages of professional radio technology.

Topics

- professional radio networks
- network technology
- integration of language data
- services
- device management
- appliances
- applications

professional radio 1/2012

date of publication: June 29th, 2012

ad closing date: June 11th, 2012

professional radio 2/2012

date of publication: November 9th, 2012

ad closing date: October 22nd, 2012

services	issues
callcenter/contactcenter	1-2, 5, 11, 24
landline services	3, 4, 9, 10, 13, 17, 19, 20, 21, 23
fixed mobile convergence	3, 9, 13, 18
IP centrex	4, 5, 7, 15, 18, 21
managed services	1-2, 15, 9, 10, 16, 20, 22
mobile solutions	3, 10, 17, 18, 20, 23, 24, h10
mobile radio services	3, 6, 7, 10, 11, 13, 14, 17, 20, 23, 24
location crosslinking	4, 12, 20, 23
VPNs, mobile VPNs	1-2, 12, 15, 20, 22
unified communications	1-2, 6, 9, 10, 11, 12, 16, 17, 22, 23, 24

h = funkschau handel

Topic focus
Topic frame

infrastructure for companies	issues
callcenter/contactcenter	1-2, 5, 11, 24
datacenter	1-2, 3, 5, 7, 8, 14, 15, 17, 19, 21, 24
triple play	3, 7, 11, 12, 13, 15, 22
ITC solutions for medium-sized businesses	14, 17, 21, h7
KVM	1-2, 6, 16, 17
M2M communications	1-2, 4, 11, 14, 20
networks&telecommunications management	1-2, 6, 8, 10, 14, 19
network controlling	3, 11, 16, 18, 21, h1
professional radio	8, 19, 17, 19
security	1-2, 5, 12, 15, 17, 20, 22, h9
teleworking	8, 11, 20
Tc systems, Tc devices, VoIP	4, 5, 7, 10, 15, 16, 18, 21, 22, h12
unified communications	1-2, 6, 9, 10, 11, 12, 16, 17, 22, 23, 24, h4, h12
UPS	5, 17
cabling	3, 15, 9, 18
video monitoring	3, 8, 16, 18, 20, 21, h5, h1
wireless networking	13, 22

infrastructure for operators	issues
carrier ethernet	3, 4, 7, 13, 23
mobile solutions	3, 10, 11, 17, 18, 20, 23, 24
FTTX	3, 7, 12, 13
LTE	3, 6, 7, 11, 13, 14, 20
next generation networks	3, 5, 11, 13, 14, 20
triple play	3, 7, 11, 12, 13, 22

special issues	month
Who-is-who	January
DATACENTER 1/2012	February
M2M 1/2012	February
CASE STUDY 1/2012	April
DATACENTER 2/2012	May
professional radio 1/2012	June
Measuring technology	July
M2M 2/2012	August
DATACENTER 3/2012	September
CASE STUDY 2/2012	October
professional radio 2/2012	November
DATACENTER 4/2012	December
ITC buyers' guide	December

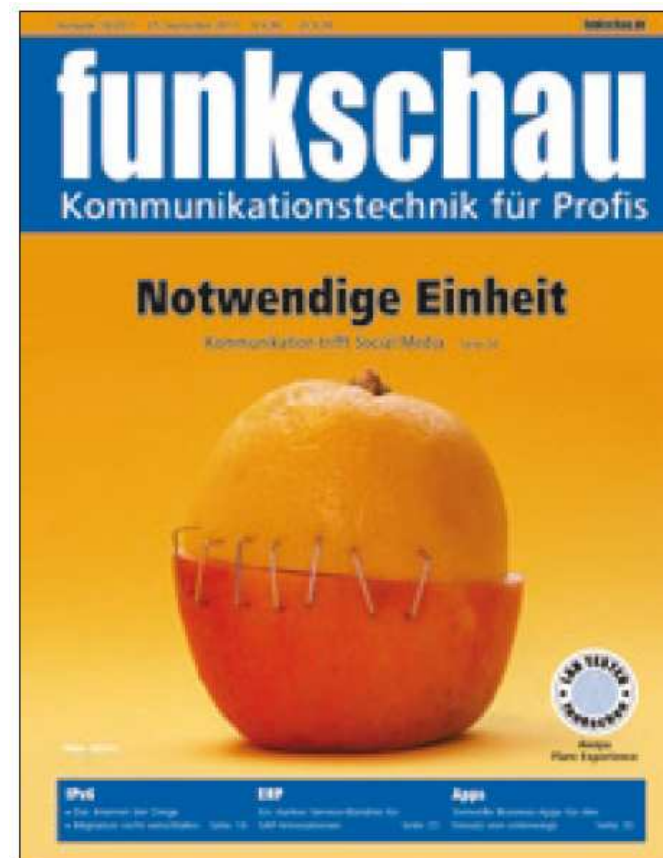
measurement technologies	issues
radio measurement technologies	9, 11, 12
fiber optics measurement technologies	3, 6, 7, 9, 11, 12, 13, 19, 24
handheld measurement technologies	6, 9, 18
cable measurement technologies	6, 7, 9, 11, 18, 19, 24
LTE measurement technologies	3, 6, 13, 14, 20
Cellular phone measurement technologies	3, 4, 9, 16, 24
network measurement technologies	6, 7, 9, 11, 14, 18, 19, 24
triple play measurement technologies	3, 7, 9, 11, 12, 13, 22

h = funkschau handel

Topic focus
Topic frame

Advertising formats and rates 2012 – Please add valid VAT rate.

Format	width mm x height mm	4c
1/1 page bleed size	195 x 262 230 x 297	€ 8,995.-
1/1 page advertorial	4,500 characters + image + logo	€ 8,995.-
3/4 page horizontal bleed size	195 x 196 230 x 222	€ 7,100.-
3/4 page vertical bleed size	145 x 262 172 x 297	
9/16 page (junior page) bleed size	145 x 190 172 x 222	€ 5,395.-
2/3 page horizontal bleed size	195 x 176 230 x 198	€ 6,390.-
2/3 page vertical bleed size	127 x 262 152 x 297	
1/2 page horizontal bleed size	195 x 131 230 x 148	€ 4,895.-
1/2 page vertical bleed size	95 x 262 115 x 297	
1/2 page advertorial	2,500 characters + image + logo	€ 4,895.-
1/3 page horizontal bleed size	195 x 87 230 x 99	€ 3,495.-
1/3 page vertical bleed size	61 x 262 76 x 297	
1/4 page horizontal bleed size	195 x 65 230 x 74	€ 2,610.-
1/4 page vertical bleed size	45 x 262 57 x 297	
cover page + 1 advertorial	57 x 297	€ 11,999.-
2 nd /3 rd /4 th cover page	230 x 297	€ 9,985.-



Subscription rates:

- Domestic subscription: € 109.-
- Overseas subscription: € 119.-
- Single copy rate: € 4.90
- Postage: € 3.00

Circulation: 39,418 copies* (*IVW Q2/2011)

Format of the magazine: 230 mm width x 297 mm height
type area: 195 mm width x 262 mm height
columns: 3 columns, width: 56.7 mm

Printing and binding technique, printing material:
see technical data

Dates: bi-weekly, 24 issues
publication frequency: see schedule
advert closing dates: see schedule

Publisher: WEKA FACHMEDIEN GmbH
Publisher telecommunications: Matthäus Hose
e-mail: mhose@weka-fachmedien.de

Advertising manager: Michael Nerke
e-mail: mnerke@weka-fachmedien.de

Editor-in-chief: Ralf Ladner
e-mail: rladner@weka-fachmedien.de

Volume: 85th volume 2012

Publishing house: WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2, D-85540 Haar
Phone: +49 89 25556-1351 / Fax: - 1656
www.funkschau.de

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

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

Frequency discount

3 or more insertions	3%
6 or more insertions	5%
9 or more insertions	10%
12 or more insertions	15%
18 or more insertions	20%
24 or more insertions	25%

Loose inserts: (including postage)

up to 25g per 1,000	€ 290.-
up to 50g per 1,000	€ 329.-
up to 75g per 1,000	€ 372.-
split-run up to 25g:	10% handling fee
split-run more than 25g:	available on request

Bound inserts:

4-pages per 1,000:	€ 279.-
6-pages per 1,000:	€ 322.-
8-pages per 1,000:	€ 362.-
12-pages per 1,000:	€ 392.-

Tip-on postcards: minimum format 1/1 page
€ 74.- 0/00 gluing fee including postage
mechanical processing
(manual processing on request)

rate base: 41,500 copies
(loose/bound inserts, postcards)

Island ads:
format content minimum 1 column 53 mm height
1 column minimum 44 mm height / maximum 106 mm height
2 columns maximum 88 mm height
b/w per mm € 22.60

Job market:
Recruitment ads: € 5.45 per mm, 1 column 45 mm
Applications for a job: € 1.90 per mm, 1 column 45 mm
Double booking: discount of 50% of the basic rate if a recruitment ad is booked in two consecutive issues.

No more waste coverage!

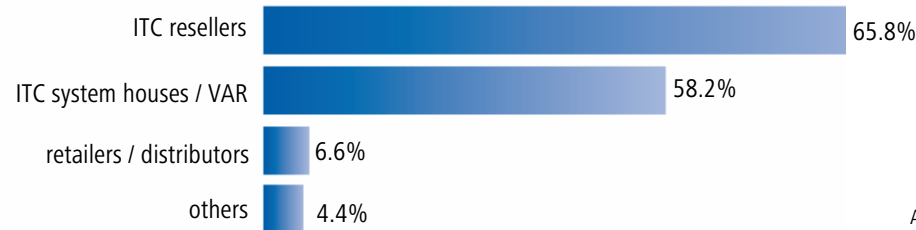


funkschau handel – reach ITC retailers, VARs and system houses directly!

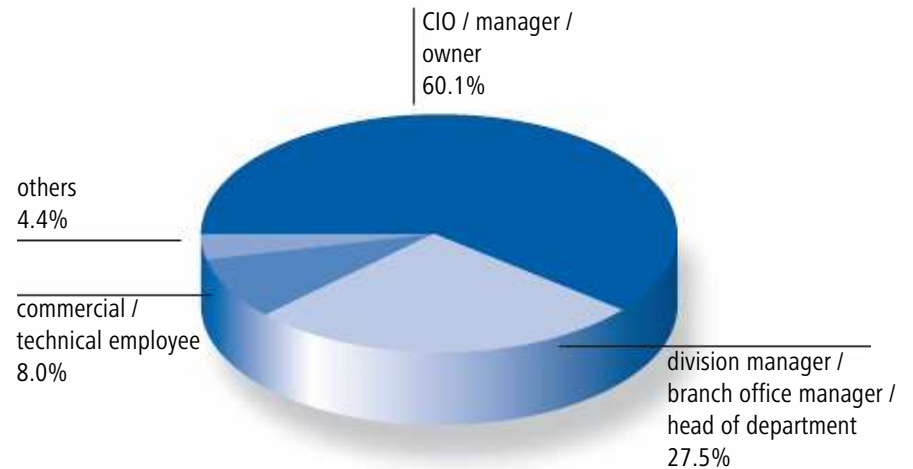
Controlled circulation guarantees that funkschau’s magazine-in-magazine funkschau handel reaches exactly the resellers in the channel each month. 10,678 qualified recipients receive funkschau handel’s bespoke information for the channel – in addition to their funkschau! funkschau handel focuses on all main topics in communications and in its “Channel News” covers all topics for resellers – distributors, manufacturers and carriers & providers.

funkschau handel – reach ITC retailers, VARs and system houses directly!

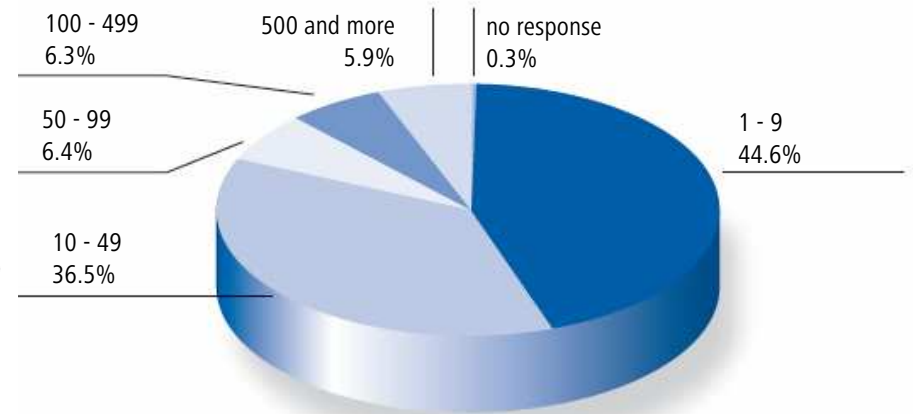
Description of the company



Fields of work



Size of company



Analysis of recipients database funkschau handel (Sept. 12th, 2011); base: 10,678 constant recipients of funkschau handel

Channel-News in each issue!

	Issue	Publication date	Main topics	Ad closing date	Printing material date
January	1	Jan. 27 th	surveillance technologies, video surveillance, video cameras	Jan. 9 th	Jan. 16 th
February	2	Feb. 24 th	CeBIT – “planet reseller”	Feb. 6 th	Feb. 13 th
March	3	March 30 th	mobile office, mobile computing	March 12 th	March 19 th
April	4	April 27 th	unified communications	April 9 th	April 16 th
May	5	May 25 th	business collaboration – audio/ video conferences	May 7 th	May 12 th
June	6	June 29 th	IT security solutions/ network security	June 11 th	June 18 th
July	7	July 27 th	ITC solutions for medium-sized businesses – services and solutions	July 9 th	July 16 th
August	8	Aug. 24 th	IFA – highlights from the world of ITC	Aug. 6 th	Aug. 13 th
September	9	Sept. 28 th	IT security solutions/ network security	Sept. 10 th	Sept. 17 th
October	10	Oct. 26 th	smartphones/ tabs – business solutions	Oct. 8 th	Oct. 15 th
November	11	Nov. 23 rd	mobile office – sales-boosting devices for the christmas trade	Oct. 5 th	Nov. 12 th
December	12	Dec. 7 th	telecommunications devices – selling propositions for IP and hybrid systems	Nov. 19 th	Nov. 16 th



Advertising formats and rates – Please add valid VAT rate.

Format	width mm x height mm	4c
1/1 page bleed size	185 x 260 210 x 297	€ 4,385.-
1/1 page advertorial 4,500 characters + image + logo		€ 4,385.-
3/4 page horizontal bleed size	185 x 195 210 x 222	€ 3,655.-
3/4 page vertical bleed size	138 x 260 157 x 297	
1/2 page horizontal bleed size	185 x 128 210 x 148	€ 2,935.-
1/2 page vertical bleed size	90 x 260 105 x 297	
flap	105 x 205 front page 105 x 297 inside page	€ 4,695.-
2 nd /3 rd cover page	210 x 297	€ 4,915.-
special formats		on request
1/3 page horizontal (bleed size)	210 x 99	€ 2,235.-
1/3 page vertical (bleed size)	74 x 297	

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

right of cancellation: last possibility for cancellation of ad orders is the advert closing date.

For further information about attractive ad specials such as cover flap please turn the page!



Circulation:	10,350 copies
Format of the magazine:	210 mm width x 297 mm height
type area:	185 mm width x 260 mm height
columns:	3 columns, width: 56.7 mm
Printing and binding technique, printing material:	see technical data
Dates:	monthly, 12 issues
publication frequency:	see schedule
advert closing dates:	see schedule
Publisher:	WEKA FACHMEDIEN GmbH
Publisher telecommunications:	Matthäus Hose e-mail: mhose@weka-fachmedien.de
Advertising manager:	Michael Nerke e-mail: mnerke@weka-fachmedien.de
Editor-in-chief:	Ralf Ladner e-mail: rladner@weka-fachmedien.de
Volume:	85th volume 2012
Publishing house:	WEKA FACHMEDIEN GmbH Richard-Reitzner-Allee 2, D-85540 Haar Phone: +49 89 25556-1351 / Fax: -1656 www.funkschau.de
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
Discounts:	(within a 12 month period, starting from the publication date of first ad)

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

Loose inserts: (including postage)	
up to 25g per 1,000	€ 290.-
up to 50g per 1,000	€ 329.-
up to 75g per 1,000	€ 372.-
split-run up to 25g:	10% handling fee
split-run more than 25g:	available on request

Bound inserts:	
4-pages per 1,000:	€ 279.-
6-pages per 1,000:	€ 322.-
8-pages per 1,000:	€ 362.-
12-pages per 1,000:	€ 392.-

Tip-on postcards:	minimum format 1/1 page € 74.- 0/00 gluing fee including postage mechanical processing (manual processing on request)
rate base:	11,500 copies

Island ads:	
b/w per mm	€ 19.50
format content minimum 1 column 53 mm height	
1 column minimum 44 mm height / maximum 106 mm height	
2 columns maximum 88 mm height	

Job market:	
Recruitment ads:	€ 5.45 per mm, 1 column 45 mm
Applications for a job:	€ 1.90 per mm, 1 column 45 mm
Double booking: discount of 50% of the basic rate if a recruitment ad is booked in two consecutive issues.	

Front cover page ad

This advertising form offers an exclusive placement on funkschau's title page.
 format 230 mm width x 297 mm height



Flap

Benefit from the enormous attractiveness of the cover pages of funkschau and funkschau handel.



front page

funkschau
 formats (width x height)
 cover page 115 mm x 221 mm
 inside 115 mm x 297 mm

funkschau handel
 formats (width x height)
 cover page 115 mm x 202 mm
 inside 115 mm x 297 mm

Customized publishing

funkschau and funkschau handel offer individual print and online communication solutions. We can create for you the ideal ad presence. The possibilities range from the customer publishing of complex solutions and products in booklets or advertorials to regular customer magazines.

Services (according to requests of the customer):

- ✓ conception (in coordination with the customer)
- ✓ editorial elaboration and support
- ✓ layout (funkschau/funkschau handel layout or corporate design of customer)
- ✓ print/processing
- ✓ foreign language issues/versions available
- ✓ loose/bound inserts in funkschau and/or funkschau handel



Advertorial

Your text ad in funkschau/funkschau handel layout or in your corporate design includes company name, logo and contact data. It is published in the editorial of funkschau and/or funkschau handel.



1/1 page advertorial: 4,500 characters + image + logo
€ 8,995.- in funkschau

budget planning made easy: visit
www.crossmediakonfigurator.de

Your individual crossmedia packages

Examples of highly efficient "funkschau crossmedia packages"

1 Manufacturer's campaign

ad format	Your efficient ad in funkschau (qualified b2b circulation of 40,000 copies)
	Your advertorial in funkschau special CASE STUDY (qualified b2b circulation of 40,000 copies)
	Your online ad on funkschau.de (IVW-audited web service providing performance-related pay); for example. peel down, skyscraper, rectangle, leaderboard etc.
	Your text ad in funkschau.de newsletter (more than 25,000 recipients)

2 Retail campaign

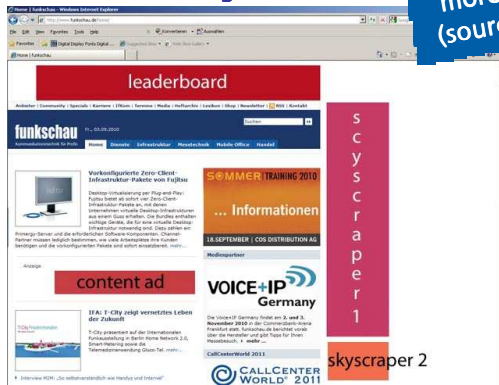
ad format	Your efficient ad in funkschau handel (controlled distribution to 10,350 qualified retailers, VARs and system houses)
	Your tailor-made special issue targeted for retailers
	Your online ad on funkschauhandel.de (providing performance-related pay)
	Your webcast on funkschauhandel.de

3 All around campaign

ad format	Your efficient ad in funkschau (qualified b2b circulation of 40,000 copies)
	Your advertorial in funkschau special (qualified b2b circulation of 40,000 copies)
	Your tailor-made special issue (including text production, layout, print) with targeted distribution to ITC decision makers of funkschau plus additional copies for you
	Your online ad on funkschau.de (IVW-audited, performance-related pay)
	Your sponsoring plus text ad in funkschau.de newsletter (more than 25,000 recipients)
	Your webcast on funkschau.de
	Your sponsoring of an individual microsite on funkschau.de
Your premium company listing in suppliers database	

more than 1.7m page impressions per year!
(source: IVW online Sept. 2010 – Aug. 2011)

Banner advertising



Leaderboard

€ 250.-/1,000 page impressions
(728 x 90 pixel, max. 35 KB)
data format: GIF, JPEG, Flash, HTML

Skyscraper 1

position 1: € 160.-/1,000 page impressions
(160 x 600 pixel, max. 35 KB)
data format: GIF, JPEG, Flash, HTML

Skyscraper 2

position 1: € 110.-/1,000 page impressions
(160 x 600 pixel, max. 35 KB)
data format: GIF, JPEG, Flash, HTML

Content ad

€ 160.-/1,000 page impressions
(360 x 60 pixel, max. 30 KB)
data format: GIF, JPEG, Flash, HTML



Full banner

€ 125.-/1,000 page impressions
(468 x 60 pixel, max. 30 KB)
data format: GIF, JPEG, Flash, HTML

Rectangle

€ 190.-/1,000 page impressions
(300 x 200 pixel, max. 35 KB)
data format: GIF, JPEG, Flash, HTML

Peel down

€ 210.-/1,000 page impressions
(100 x 200 or 500 x 500 pixel, max. 35 KB)
data format: JPEG, Flash

All types of ads are also available as mouse over, on click or expanded; prices on application.



Hockey stick

€ 370.-/1,000 page impressions
leadersboard (728 x 90 pixel)
+ skyscraper (160 x 600 pixel, max. 60 KB)
data format: GIF, JPEG, Flash, HTML

Wallpaper ad

€ 410.-/1,000 page impressions
leaderboard (728 x 90 pixel) +
skyscraper (160 x 600 pixel) + colored
background (max. 60 KB)
data format: GIF, JPEG, Flash, HTML

Rectangle large

€ 380.-/1,000 page impressions
(300 x 250, max. 30 KB)
data format: GIF, JPEG, Flash, HTML

Text ad

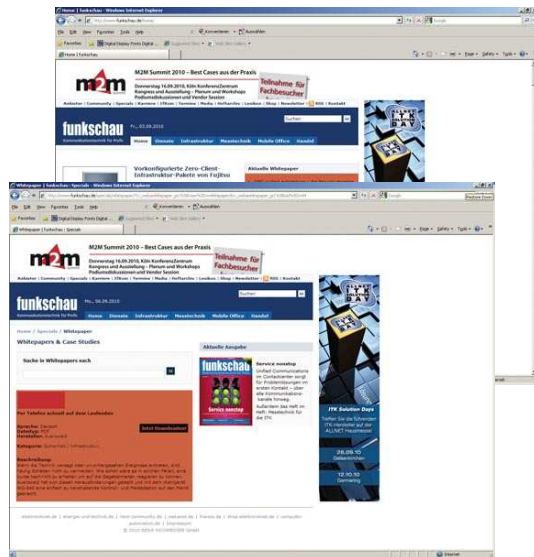
only available in competence center
€ 65.-/1,000 page impressions
max. 25 characters incl. space characters
text line 1 an 2 each: max. 35 characters incl.
space characters
targeted URL: no limited number of characters

You would like to get more information about advertising on www.funkschau.de?

Visit www.funkschau.de/media. Or please contact Michael Nerke, Phone +49 89 25556-1388, e-mail: mnerke@weka-fachmedien.de

We are looking forward to create an impressive online ad with you!

Whitepaper



Infobox for announcement of the whitepaper – placement in a competence center

Presentation of the whitepaper including your corporate logo within the download area

Publishing for free

Leads available on request € 9.-/lead

Format whitepaper: .pdf, .doc, .xls, .ppt

Company URL (linked to your website)

Information page: headline, teaser and short description

Format corporate logo: .jpg, .tif, .gif, .eps

Webinar



Communicate your customers specific know-how. Your audience can ask you questions via chat. Emphasize the advantages of your products and the competence of your company with a dynamic and interactive presentation.

Services:

- Advance notice of the webinar in five newsletters of funkschau.de and in one competence center for one month (in the infobox)
- technical realization of the webinar
- one live broadcast
- following the webinar is still available for registered users as an on-demand-webcast for download

€ 2,790.-
(no discounts)

on demand are leads available € 9.-/lead

Webcast



Infobox for the announcement of the webcast placement

Webcast presentation in a competence center including your contact dates and company logo

€ 1,750.-/month

Webcast presentation on the homepage including your contact dates and company logo

€ 1,950.-/month

Webcast production

minimum € 2,490.-
no discounts

Format videos: .avi, .mov, .mpeg, .wmv, .flv

The webcast production includes

- briefing via telephone
- video production (max. four hours shooting with a cinematographer and an editor)
- post production for a five-minute movie
- incl. camera and sound for movies in web quality (TV quality: add € 1,500.-)
- travel costs: free up to 50 km, then € 0.30 per km

Sponsoring of a competence center



Gold – combination of three ad banners
 leaderboard + skyscraper + rectangle
 (total 70 KB)

€ 450.- / 1,000 page impressions



Silver I – combination of two ad banners
 content ad + rectangle
 (total 60 KB)

€ 250.- / 1,000 page impressions



Silver II – combination of two ad banners
 rectangle large + rectangle
 (total 60 KB)

€ 410.- / 1,000 page impressions

Data delivery: anzeigen@funkschau.de
 Technical details: visit www.funkschau.de/media

All types of ads are also available as mouse over, on click or expanded; prices on request

Premium supplier index



Supplier index

More than 10,000 suppliers and 700 product groups are listed in the funkschau.de supplier index.

You have different possibilities to present your company in the supplier index.

Rates:

standard listing	for free
premium listing: company portrait including 2 pictures, 1 video, 5 date listing, portfolio	€ 1,450.- / year

Microsite



Your own online presence as a separate website on www.funkschau.de. Show your new products via video, products news and/ or professional article on your self-designed website and benefit from strong advertisement possibilities.

Microsite including:

- possibility to place products news, professional articles and videos
- infobox may be used for seminars, imprint, job market, etc.
- possibility to place banners
- whitepaper and 50 leads (max.) for free
- one report or video of the microsite in the weekly funkschau newsletter, including a link
- link to the microsite in a competence center

minimum period:	2 months
Microsite:	€ 4,950.-/ month



Newsletter

Once a week funkschau.de publishes its newsletter. More than 25,000 receivers get latest ITC news , product reports and articles.

The funkschau.de-newsletter is the ideal ad communication medium for product presentation and company or seminar events.

Premium placement
placement below or next to the editorial € 1,890.-

Text ad with max. 500 characters
(max. 3 text ads per issue)
Company logo and product picture
Data size: max. 30 KB
Data format: GIF, JPEG, TIF, EPS € 1,490.-

Skyscraper
(160 x 600 pixel, max. 35 KB)
Data format: GIF, JPEG, Flash, HTML € 1,490.-

Full banner
(468 x 60 pixel, max. 30 KB)
Data format: GIF, JPEG, Flash, HTML € 1,490.-

Content ad
(360 x 60 pixel, max. 30 KB)
Data format: GIF, JPEG, Flash, HTML € 1,490.-

Rectangle
(200 x 200 pixel, max. 35 KB)
Data format: GIF, JPEG, Flash, HTML € 1,490.-

Dates in the newsletter € 390.-

Date listing in the newsletter as text ad in the sector dates / congresses.
The date is highlighted and signed as ad.

The headline has maximum 70 characters including space characters.

For date and location 35 characters (incl. space characters) are available.

Text ad within the newsletter
headline + 2 text ads + ad URL € 390.-
headline + 2 text ads + logo + ad URL € 500.-



Platinum newsletter € 6,370.-
text ads (exclusive)
Editorial benefits:
1 product announcement
1 news announcement
1 specialized article
Mention within the subject heading

The editorial staff of funkschau reserves the right to edit the articles together with the customer.

Technical details on
www.funkschau.de/media

Question of the week

1 week in a competence center (1 questions, 5 multiple choice answers max.)
 sponsor visible (powered by ...), announcement in the funkschau newsletter
 Exclusive market research tool rate including analysis

Price € 990.- / week

Market research

Pop-up with 5 questions and a sweepstake
 placement on a site of your option for 7 days
 hosting and lead by WEKA FACHMEDIEN

Price € 1,700.- / week

Date listings (non-discountable)

funkschau.de/home/termine
 1 date listing + logo
 by booking for one month,
 there is one additional date listing in the funkschau newsletter for free

Price € 390.- / month

Banner creation

Price on request

Gross sales per year for all forms of advertising in computer-automation.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%

Please find more advertising possibilities on www.funkschau.de/media

Or contact

Michael Nerke

Phone: +49 89 25556-1388

e-mail mnerke@weka-fachmedien.de

Market research:
 pop-up with 5 questions



printing technique:

role offset – saddle stitch binding,
funkschau: upgraded newsprint paper --- funkschau handel: 90 gsm

digital data transfer:

please contact Kerstin Jeschke, phone: +49 89 25556-1474, fax: +49 89 25556-1690
e-mail: kjeschke@weka-fachmedien.de
Please transmit your digital data as a PDF via data medium (CD-Rom), e-mail or FTP. For detailed specifications please ask your contact person.

file names should be given as in the example: customer_funkschau_issue (e.g. company_funkschau_1_12)

customer_funkschau_handel_issue (e.g. company_funkschau_handel_1_12)

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

**Please send ads via fax in advance with title, issue, format and file name:
+49 89 25556-1690**

Technical data for ad files:

The bleed size of bled off printed ads is at least 4 mm.
Important contents (like logo, text) should have 10 mm distance from the margin. Fold and cut signs have to be placed 4 mm outside of the image border. Please deliver with open files all used fonts. Bed in PDFs all used fonts. Colors have to be in CMYK. Special colors (HKS/Pantone) have to be separated in CMYK. Printing special colors is not possible.
Black areas should be underlaid with 40% cyan.
Separate images please with the ECI offset profile PSO_SNP_paper_eci.icc
Download: <http://www.eci.org/doku.php?id=de:downloads>
Image resolution 300 dpi
For proofs use the FOGRA media wedge. Please print the name of the used color parameter as well as the proof term. Date and time of the proof creation as well as the date of the last proof calibration has to be evident. According to the FOGRA standard the proof has to be approximated to the color and surface quality of the paper.

funkschau:

format: 230 mm width x 297 mm height
type area: 195 mm width, 262 mm height
columns: 3 columns, 56.7 mm width

funkschau handel

format: 210 mm width x 297 mm height
type area: 185 mm width, 260 mm height
columns: 3 columns, 56.7 mm width

loose inserts:

minimum format: 105 mm width x 148 mm height,
maximum format: in height and width 10 mm smaller than magazine
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 Nielsen areas

bound inserts:

minimum size: 105 mm width x 148 mm height
maximum size: format of the magazine
minimum weight: 100 gsm for 4-page-products

trimmed pages must have an additional 4 mm on each border to be cut off
bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing
placement possibilities: print run and part of circulation by post code or Nielsen areas

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 ads 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

UK/EIRE

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

France, Benelux, Scandinavia

Huson International Media
Rodric Leerling
Breitnerhof 3
1628 XL Hoorn
The Netherlands
phone: +31 (0) 229 841 882
cell: +31 (0) 683 23 2625
fax: +31 (0) 84 748 8240
rodric.leerling@husonmedia.com

USA West

Huson International Media
Ralph Lockwood
Pruneyard Towers
1999 South Bascom Avenue, Suite 450
Campbell, CA 95008
phone: +1 -408 879 6666
fax: +1 -408 879 6669
ralph.lockwood@husonmedia.com

Japan

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

USA East

Huson International Media
Michael Andrews
Empire State Building
350 Fifth Avenue, Suite 4610
New York, NY 10118
phone: +1 -212 268 33 44
fax: +1 -212 268 33 55
michael.andrews@husonmedia.com

Taiwan

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

For all other international territories

Eric Weis
International Account
Richard-Reitzner-Allee 2
D -85540 Haar
Germany
phone: +49 89 25556-1390
fax: +49 89 25556-1657
eweis@funkschau.de

Ralf Ladner
Editor-in-chief
Richard-Reitzner-Allee 2
D-85540 Haar
Germany
phone: +49 89 25556-1352
fax: +49 89 25556-1656
rladner@funkschau.de

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 technologies 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 publisher 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 (rehabitory 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 (rehabitory 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.

funkschau – your media brand for communication technologies



funkschau
Kommunikationstechnik für Profis

**funkschau
handel**

funkschau
Special issues

www.funkschau.de

funkschau.de
-Newsletter

funkschau – the bi-weekly trade medium for ITC professionals:

Your customers rely on funkschau!

funkschau handel – the monthly magazine-in-magazine for qualified retailers, VARs and system houses:

Exclusive distribution – no waste coverage!

funkschau special issues – special issues reporting about key subjects and events in ITC:

Added value to read!

funkschau.de – the IVW audited web service for communications technologies with more than 1.7m page impressions per year*:

News, products, experts knowledge – one click away!

*IVW Online Sept. 2010 – Aug. 2011

funkschau.de newsletter – each week new:

News, products, experts knowledge directly on the screens of ITC professionals!