



Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

MEDIA GUIDE 2012

Highest readership!

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

Highest advertising volume!

source: mediaskop VU Meynen, Q1-Q2/2011, segment: electronics





1 Title: Markt&Technik

2 Characteristics:

Markt&Technik, the independent weekly newspaper for electronics, includes up-to-date information on the latest technology and its impact, business issues and trends, product development strategies, buying strategies, new product information and management techniques in the electronics industry. Clearly headed, extensive market surveys, focused reports and product reports give a quick and reliable overview of all the important fields in electronics.

Markt&Technik is the No. 1 in the German speaking advertising market (trade press segment electronics). In Q1/2011, Markt&Technik ranks first in advertising turnover and volume. According to LA ELFA (readership analysis of electronics trade media), Markt&Technik achieves the highest reach of all electronics trade journals in Europe with 113,000 readers per issue.

3 Target group

The editorial content meets the specific information requirements of decision makers in development, product planning, purchase, technical and administrative management.

4 Publication frequency: weekly + 9 special issues + 4 quarterly reports + official show daily electronica 2012

5 Format 230 mm x 297 mm

6 Volume: 36th volume 2012

7 Subscription rates:
 Domestic subscription: € 239.00
 Overseas subscription: € 252.00
 Single copy rate: € 5.00
 Shipping charge: € 3.00

8 Organ: -

9 Membership:

LA ELFA (readership analysis of electronics trade media)
 IVW-EDA (certified audit of circulation)
 Not concerning the special issues.

10 Publishing house: WEKA FACHMEDIEN GmbH
 Richard-Reitzner-Allee 2, D-85540 Haar
 Phone: +49 89 25556-1376
 www.elektroniknet.de
 www.weka-fachmedien.de

11 Publisher: WEKA FACHMEDIEN GmbH

12 Advertising: Christian Stadler, advertising manager
 Germany, Austria, Switzerland
 cstadler@weka-fachmedien.de
 other countries: see contact page

13 Editorial office: Heinz Arnold, editor-in-chief
 harnold@weka-fachmedien.de
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 Phone: +49 89 25556-1317

14 Editorial to advertising ratio: 2010 = 62 issues
 total pages: 4,138 pages = 100.00 %
 editorial content: 2,863 pages = 69.2 %
 advertising content: 1,275 pages = 30.8 %

of which are:
 classifieds 78 pages = 6.1 %
 house advertising 121 pages = 9.5 %
 bound inserts 64 pages = 5.0 %
 loose inserts 39 pieces

15 Editorial content analysis: 2,863 pages = 100 %
 latest news 970 pages = 33.9 %
 product articles/market surveys 813 pages = 28.4 %
 professional articles 963 pages = 33.6 %
 financial articles 117 pages = 4.1 %



1 Circulation audit:



2 Circulation breakdown:

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

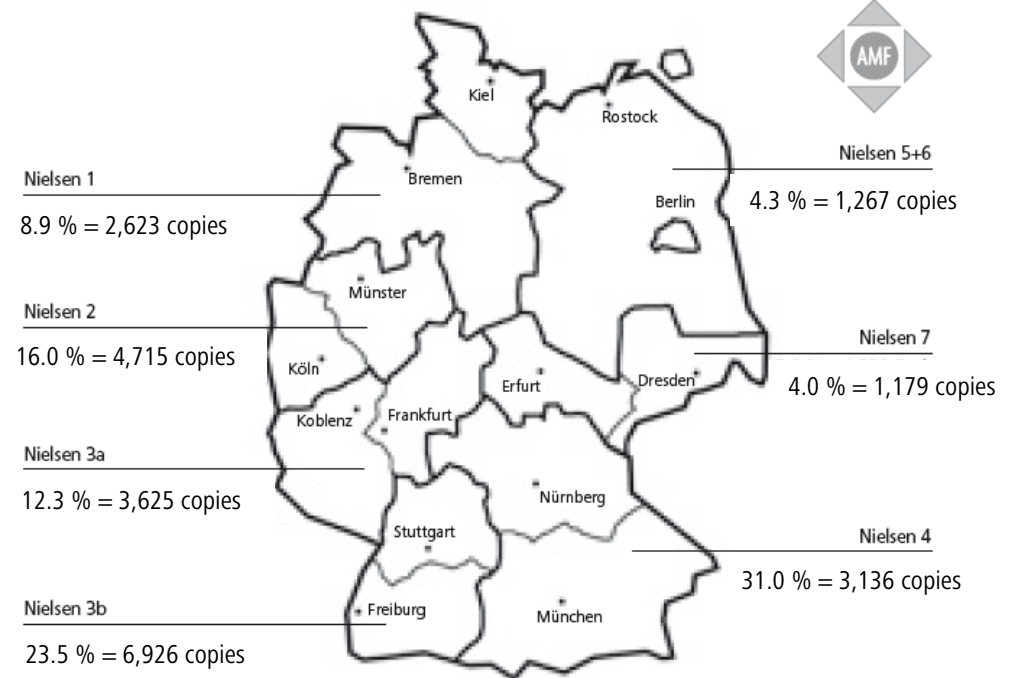
print run:	32,004	
total circulation:	31,461	abroad: 1,990
sold circulation:	1,325	abroad: 148
subscriptions:	1,137	member copies: -
retail sales:	-	
other sales:	188	
controlled circulation:	30,136	

remainder, archive and
voucher copies: 543

3 Geographic circulation breakdown:

economic region	share of total circulation	
	%	copies
Germany	93.7	29,471
abroad (total)	6.3	1,990
Switzerland	3.0	943
Austria	2.8	880
total circulation	100	31,461

3.1 Structure of the domestic market circulation by Nielsen-areas



Summary of the survey methodology

1. Methodology: Circulation breakdown by file analysis – census
 2. universe (domestic total circulation) 29,471 = 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.



Business sectors

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

Size of economic entity

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

Fields of work

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



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

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

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





Readership / coverage

	universe = 269,400 persons		costs per 1,000 readers price list No. 36,2012 1/1 page bw € 6,250.-
	percent	total	
prompted recall	89.3	240,500	---
at least 1 of 12 issues read	66.0	177,800	€ 35.15
readers of an average issue	42.0	113,100	€ 55.26

Total readership in certain fields of work

Target group	Coverage / total readership (total readership in the last 3 month)	
	percent	total
development, research, design (base: 197,800)	68.6	135,700
public authority, management (base: 108,300)	69.3	75,000
Purchasing, procurement (base: 164,100)	66.0	108,300

Average readership in different fields of work

Target group	Coverage / average issue readership (readers of an average issue)	
	percent	total
development, research, design (base: 197,800)	44.1	87,200
public authority, management (base: 108,300)	47.5	51,400
Purchasing, procurement (base: 164,100)	41.7	68,400

Coverage according to product fields

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

universe: total circulation, according to clause 17 of AMF scheme 2 = 31,461 copies



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

a) Brief description

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

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

b) Methodology of LA ELFA 07/08

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

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

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

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


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

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

c) Contact LA ELFA 07/08


Scientific and methodological supervision:
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Germany, Prof. Dr. Markus Bühner
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**MDS evaluation service at
www.la-elfa.org**

	Issue	Publication date	Ad closing date	Technology focus	Top focus	e-kompakt (topics including market surveys)	Trade shows
January	1/2	Jan 13 th	Dec 29 th , 2011	analysts' outlook for 2012	displays	power supply	
	3	Jan 20 th	Jan 5 th	operating & monitoring control engineering	connectors & cables	industrial computers & embedded systems	
	Q-1	Jan 27 th	Jan 13 th	quarterly distribution & service			
	4	Jan 27 th	Jan 13 th	wired communications interface ICs	LEDs/ lighting	image processing	
February	5	Feb 3 rd	Jan 20 th	cases & cabinets trade show issue EMV 2012	quartzes/ oscillators/ transmitter	test & measurement	EMV , Düsseldorf, Feb 7 th - 9 th
	P&S-1	Feb 10 th	Jan 27 th	production & service			
	6	Feb 10 th	Jan 27 th	analog & power management ICs	switches/keys/input systems	heat management & cooling technology	
	7	Feb 17 th	Feb 3 rd	RFID/ special: power supply show guide: embedded world 2012	relays	passive components	
	SI-1	Feb 24 th	Jan 31 st	special issue: green electronics			
8	Feb 24 th	Feb 10 th	terminals/ trade show issue: embedded world 2012	medical engineering	displays	 embedded world , Nuremberg, Feb 28 th - Mar 1 st	
March	9	Mar 2 nd	Feb 17 th	SoCs, ASICs & IP-Cores show guide: CeBIT 2012	batteries & accumulators	connectors & cables	CeBIT , Hannover Mar 6 th - 10 th
	SI-2	Mar 9 th	Feb 14 th	special issue: automation & measurement			
	10	Mar 9 th	Feb 24 th	distribution	automotive	UPS engineering	
	11	Mar 16 th	Mar 2 nd	optoelectronics	programmable logics	built-in printers	
	12	Mar 23 rd	Mar. 9 th	microcontrollers/ processors/ DSPs qualification review: embedded word 2012	wireless	power supply	
13	Mar 30 th	Mar. 16 th	power semiconductors	displays	electronics manufacturing		

	Issue	Publication date	Ad closing date	Technology focus	Top focus	e-kompakt (topics including market surveys)	Trade shows
April	SI-3	Apr 5 th	Mar 12 th	special issue: electromechanics & passive components			
	14	Apr 5 th	Mar 22 nd	HF components trade show issue: Light + Building	analog ICs	sensor technology rotary encoders	Light + Building, Frankfurt, Apr 15 th - 20 th
	Q-2	Apr 13 th	Mar 28 th	quarterly distribution & service			
	15	Apr 13 th	Mar 28 th	design tools and development systems	EMC components	industrial communications/ ethernet/ field busses	
	16	Apr 20 th	Apr 4 th	oscilloscopes trade show issue Hannover Messe	image data processing	drive engineering/ motion control	Hannover Messe Apr 23 rd - 27 th
	17	Apr 27 th	Apr 13 th	communications ICs & modules (wired & wireless)	power supply	industrial computers & embedded systems	
May	18	May 4 th	Apr 19 th	organic electronics show issue: PCIM 2012 show issue: SMT/Hybrid/Packaging	smart metering	cases & cabinets	PCIM Europe, Nuremberg, May 8 th - 10 th SMT/Hybrid/Packaging Nuremberg, May 8 th -10 th
	19	May 11 th	Apr 26 th	heat management & cooling technology	relays	switches/keys/input systems plugs/cables	
	SI-4	May 18 th	Apr 20 th	special issue distribution: vertical markets			
	20	May 18 th	May 3 rd	MEMS show issue: SENSOR+TEST 2012 show issue: AUTOMATICA 2012	quartzes/oscillators/transmitter	displays	SENSOR+TEST 2012, Nuremberg, May 22 nd - 24 th AUTOMATICA, Munich, May 22 th -25 th
	21	May 25 th	May 10 th	passive components special: image data processing	design tools & development systems	batteries & accumulators	
June	22	Jun 1 st	May 16 th	medical engineering special: embedded computing	control technology operation & observation	optoelectronics	
	23	Jun 8 th	May 23 rd	industrial communications/ ethernet/field busses	power supply	connectors & cables	
	SI-5	Jun 15 th	May 18 th	special issue: semiconductors			
	24	Jun 15 th	May 31 st	power & motion special: test & measurement	mechatronics	HF components	
	P&S-2	Jun 22 nd	Jun 8 th	production & service			
	25	Jun 22 nd	Jun 8 th	switches/keys/input systems	sensor technology/ rotary encoders	microcontrollers/processors/DSPs	
	26	Jun 29 th	Jun 15 th	EMV special: displays & lighting	realtime/ embedded software	relays	

	Issue	Publication date	Ad closing date	Technology focus	Top focus	e-kompakt (topics including market surveys)	Trade shows	
July	27	Jul 6 th	Jun 22 nd	quartzes/oscillators/transmitters	passive components	analog components		
	SI-6	Jul 13 th	Jun 19 th	special issue: power supply & power management				
	28	Jul 13 th	Jun 29 th	IC & component tester special: connectors & cables	communications ICs & modules (wired & wireless)	image data processing		
	Q-3	Jul 20 th	Jul 6 th	quarterly distribution & service				
	29	Jul 20 th	Jul 6 th	storage ICs, further education	in-built printers	cases & cabinets		
	30	Jul 27 th	Jul 13 th	industrial computers & embedded systems	measurement	heat management & cooling technology		
August	31	Aug 3 rd	Jul 20 th	microcontrollers/processors/DSPs	LEDs/ lighting	development systems		
	32	Aug 10 th	Jul 27 th	automotive	switches/ keys/ input systems	displays		
	33	Aug 17 th	Aug 2 nd	wireless	connectors & cables	passive components		
	34	Aug 24 th	Aug 9 th	programmable logic	industrial computers & embedded systems	power supply		
	P&S-3	Aug 31 st	Aug 17 th	production & service				
	35	Aug 31 st	Aug 17 th	oscilloscopes	power management	quartzes/oscillators/transmitters		
September	36	Sep 7 th	Aug 24 th	batteries & accumulators qualification	image data processing	relays		
	37	Sep 14 th	Aug 31 st	distribution	optoelectronics	medical engineering		
	38	Sep 21 st	Sep 7 th	development systems special: cases & cooling management	industrial communications/ ethernet/ field buses	LEDs/ lighting		
	SI-7	Sep 28 th	Sep 4 th	special issue: industrial computers & embedded systems				
	39	Sep 28 th	Sep 14 th	in-built printers special: power supply	power semiconductors	automotive components		

	Issue	Publication date	Ad closing date	Technology focus	Top focus	e-kompakt (topics including market surveys)	Trade shows
October	40	Oct 5 th	Sep 20 th	connectors & cables show issue: Motek special: passive components	identification systems/ RFID	measurement	Motek 2012, Stuttgart, Oct 8 th - 11 th
	41	Oct 12 th	Sep 27 th	displays special: switches/keys/input systems	controllers & processors	EMC components	
	Q-4	Oct 19 th	Oct 5 th	quarterly distribution & service			
	42	Oct 19 th	Oct 5 th	embedded software	mechatronics	batteries & accumulators	
	43	Oct 26 th	Oct 12 th	relays	heat management & cooling technology	silica/oscillators/transmitter	
November	44	Nov 2 nd	Oct 18 th	measurement trade show guide: electronica 2012 show issue: VISION 2012	storage ICs	industrial computers & embedded systems	VISION 2012, Stuttgart, Nov 6 th - 8 th
	SI-8	Nov 9 th	Oct 15 th	special issue: SPS/IPC/DRIVES 2012			
	45	Nov 9 th	Oct 25 th	UPS engineering show issue: electronica 2012	printed circuit boards	communications ICs & modules (wired & wireless)	electronica 2012, Munich, Nov 13 th - 16 th
	Daily	Nov 13 th -16 th	Oct 12 th	+++ OFFICIAL SHOW DAILY FOR electronica 2012 +++			
	46	Nov 16 th	Nov 2 nd	smart metering show guide: SPS/IPC/DRIVES 2012	design tools & development systems	connectors & cables	
December	47	Nov 23 rd	Nov 9 th	analog & power management ICs show issue: SPS/IPC/DRIVES 2012	cases & cabinets	power supply	SPS/IPC/DRIVES 2012, Nuremberg, Nov 27 th - 29 th
	48	Nov 30 th	Nov 16 th	sensor technology/ rotary encoders trade show review: electronica 2012	oscilloscopes	wireless	
	SI-9	Dec 7 th	Nov 13 th	special issue: buyer's guide components 2013			
December	49	Dec 7 th	Nov 23 rd	LEDs/ lighting special: automotive	drive engineering/ motion control	image data processing	
	P&S-4	Dec 14 th	Nov 30 th	production & service			
	50/ 51	Dec 14 th	Nov 30 th	industrial computers & embedded systems special: semiconductor forum 2013	HF components	switches/keys/input systems	

Technology focus

Issues, trade show issues

Automation

drive engineering/ power & motion
observation/control technologies
image processing
industrial ethernet/fieldbus systems
sensor technology/ rotary encoders
ID systems/RFID

SH-2, 16, 16, 20, 24, 46, 47, 49
3, 16, 20, 22, 40, 46, 47
4, SI-2, 16, 16, 20, 21, 28, 36, 44, 49
SI-2, 15, 16, 20, 23, 38, 46, 47
SI-2, 14, 16, 20, 25, 46, 47, 48
7, SI-4, 40

Automotive electronics

10, SI-4, SI-5, 32, 39, 49

Computer technologies

realtime software
built-in printers
industrial computers/embedded systems

7, 8, 12, 26, SI-7, 42
11, 29, 39
3, 7, 8, 12, 17, 22, 30, 34, SI-7, 44, 50/51

Design tools

EDA tools
development tools

15, 46
7, 8, 12, 15, 21, 31, 38, 46

Distribution

Q1, 10, Q2, SI-4, Q3, 37, Q4

Electronics production

PCB/components production

P&S-1, 13, 18, P&S-2, P&S-3, 45, P&S-4

Electromechanics

EMC components
cases /cabinets
heat management/cooling technology
terminal blocks
relays
switches/keys/input systems
plugs & cables

5, 15, 26, 41
5, SI-3, 18, 29, 38, 47, SI-9
6, SI-3, 19, 30, 38, 43, SI-9
3, 8, 9, SI-3, 23, 28, 33, 40, 46, SI-9
7, SI-3, 19, 26, 36, 43, SI-9
6, SI-3, 19, 25, 32, 41, SI-9, 50/51
3, 9, SI-3, 23, 28, 33, 40, 46, SI-9

Smart metering

SI-1, 18, 46

Semiconductors

analog technology
ASICs/system-on-Chip

6, 14, 18, SI-5, 24, 27, 35, 47, SI-9, 50/51
9, SI-5, SI-9, 50/51

HF components
communications ICs
MEMs
power management
microcontrollers/processors/DSPs
programmable logics
power semiconductors
storage ICs

14, SI-5, 24, SI-9, 50/51
4, 17, SI-5, 28, 45, SI-9, 50/51
20, SI-5, SI-9, 50/51
6, 13, 14, 18, SI-5, 24, SI-6, 35, 47, SI-9, 50/51
12, SI-5, 25, 31, 41, SI-9, 50/51
11, SI-5, 34, SI-9, 50/51
13, 18, SI-5, 39, SI-9, 50/51
SI-5, 29, 44, SI-9, 50/51

Communications technologies

4, 12, 14, 17, SI-5, 28, 33, 45, 48, SI-9, 50/51

Management

11, 29

Medical engineering

8, SI-4, 22, SI-5, 37

Measuring technologies

test systems
multimeters
oscilloscopes
PC measuring techniques
communications measuring techniques

5, SI-2, 14, 20, 24, 28, 30, 40, 44
5, SI-2, 14, 20, 24, 30, 40, 44
5, SI-2, 14, 16, 20, 24, 30, 35, 40, 44, 48
5, SI-2, 14, 20, 24, 30, 40, 44
5, SI-2, 14, 20, 24, 30, 40, 44

Optoelectronics

displays
laser products
LEDs/ lighting
optical fiber components
optocouplers

1/2, 8, 13, 20, 26, 32, 41, SI-9
11, 22, 37, SI-9
4, SI-1, 14, SI-4, SI-5, 26, 31, 38, SI-9, 49
11, 22, 37, SI-9
11, 22, 37, SI-9

Passive components

inductors
condensers
quartzes/oscillators, transmitters
resistors
transformers

7, SI-3, 21, 27, 33, 40, SI-9
7, SI-3, 21, 27, 33, 40, SI-9
5, SI-3, 20, 27, 35, 43, SI-9
7, SI-3, 21, 27, 33, 40, SI-9
7, SI-3, 21, 27, 33, 40, SI-9

Power supply

AC/DC converters
DC/DC converters
batteries/accumulators/charging systems
power supply units
UPS

1/2, 7, 12, 17, 23, SI-6, 34, 39, 47, SI-9
1/2, 7, 12, 17, 23, SI-6, 34, 39, 47, SI-9
9, 21, SI-6, 36, 42, SI-9
1/2, 7, 12, 17, 23, SI-6, 34, 39, 47, SI-9
10, 45, SI-9

1 Advertising formats and rates –additional charges are discountable.

format	width x height mm*	TYPE AREA width x height mm	b/w	2c	3c	4c
1/1 page	230x297	195x260	€ 6,250.-	€ 7,500.-	€ 8,130.-	€ 8,750.-
2/3 page	150x297	127x260	€ 4,260,-	€ 5,110.-	€ 5,540,-	€ 5,960,-
	230x198	195x176				
A5 (junior page)	158x205	145x190	€ 3,630.-	€ 4,360.-	€ 4,720.-	€ 5,080.-
1/2 page	112x297	95x260	€ 3,200.-	€ 3,840.-	€ 4,160.-	€ 4,480.-
	230x148	195x130				
1/3 page	72x297	61x260	€ 2,180.-	€ 2,620.-	€ 2,830.-	€ 3,050.-
	230x 99	195x 86				
1/4 page	112x148	95x130	€ 1,650.-	€ 1,980.-	€ 2,150.-	€ 2,310.-
	53x297	45x260				
	230x 74	195x 65				
1/6 page	72x148	61x130	€ 1,120.-	€ 1,340.-	€ 1,460.-	€ 1,570.-
	230x 50	195x 43				
1/8 page	118x 71	95x 65	€ 850.-	€ 1,020.-	€ 1,110.-	€ 1,190.-
	53x146	45x130				
	230x 37	195x 33				
1/16 page		45x 65 195x 16	€ 440,-	€ 530,-	€ 570,-	€ 610,-
2 nd /4 th cover page						€ 9,320.-
per mm (1-column)			€ 6.50	€ 7.85	€ 8.50	€ 9.10

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

total circulation: 31,461 copies

2 Additional charges:

Position: 2nd / 4th cover page € 9,320.-

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. Additional charges for colours are rebateable.

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 (1/16 page and larger)	Volume discount
3 or more insertions 3%	3 or more pages 5%
6 or more insertions 5%	6 or more pages 10%
9 or more insertions 10%	9 or more pages 15%
12 or more insertions 15%	12 or more pages 18%
18 or more insertions 18%	15 or more pages 20%
24 or more insertions 20%	18 or more pages 22%
36 or more insertions 22%	24 or more pages 25%
48 or more insertions 25%	

bound and loose inserts count as one page for volume discount

4 Classified advertisements:

Job market:

Recruitment ads: € 5.95 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 contact job market:

Martina Berger, Phone: +49 89 25556-1374

E-Mail: mberger@weka-fachmedien.de

Business ads:

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

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

Seminar ads:

format: 61 mm width x 80 mm height

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

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

12 insertions (plus) € 159.-

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

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

3 scale colours: 40 %

5 Special ads:

belly wrap € 13,560.-

flap € 16,490.- (incl. print)

gate folder, 3-page € 12,440.- (non discountable)

cover picture, Special € 18,610.- (incl. cover 4)

cover picture, Special Premium (incl. page 1) € 19,980.-

cover picture, Quarterly € 5,890.-

cover picture special issue € 9,980.-

cover picture, Quarterly € 7,500.-

cover picture special issue € 9,980.-

Island ads:

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

(cover: 1 column 50 mm height)

cover b/w per mm € 99.-

content b/w per mm € 26.-

colour per mm € 139.-

colour per mm € 36.50

Bound inserts: (including postage)

2-pages	€ 8,060.-
4-pages	€ 8,990.-
4-pages plus flap	€ 10,390.-
8-pages	€ 11,520.-
8-pages plus flap	€ 13,150.-
12-pages	€ 14,670.-
12-pages plus flap	€ 15,240.-
16-pages	€ 16,380.-
20-pages	€ 19,020.-
24-pages	€ 21,660.-
28-pages	€ 22,470.-
32-pages	€ 24,360.-
further bound inserts on request	
calculation run: 32,000 copies	

Loose inserts:

including postage up to 25g:	€ 6,820.-
split-run by zip-codes/Nielsen area per 1,000:	€ 245.-
split-run by qualified addresses per 1,000:	€ 440.-
minimum order sum:	€ 650.-
further loose inserts over 25g on request	

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

Tip-on postcards: including postage	€ 2,540.-
mechanical processing: 3 cm from gutter to centre	
Tip-on CDs: including postage	€ 4,210.-
mechanical processing: 15 mm to 60 mm from gutter to centre / manual processing on request	

6 Contact

Consultation and booking:

Christian Stadler, advertising manager, Phone: +49 89 25556-1375

Delivery address for bound and 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 Markt&Technik-issue xy/2012"

7 Terms of payment:

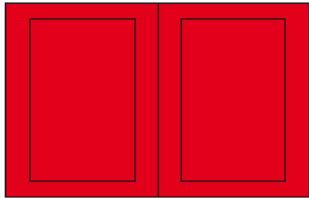
2 % discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing.

Bank details: HypoVereinsbank, München
Bank code: 700 201 70
Account No. 35 704 981

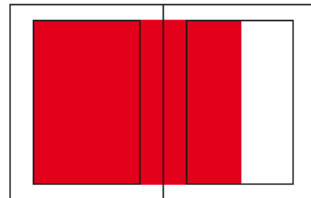
IBAN: DE37 7002 0270 0035 7049 81

SWIFT (BIC): HYVEDEMMXXX

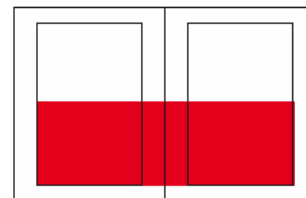
VAT No.: DE 811 190 616



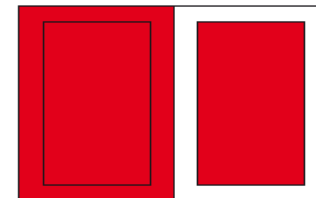
Double page spread across gutter
width x height
460 x 297 mm ♦



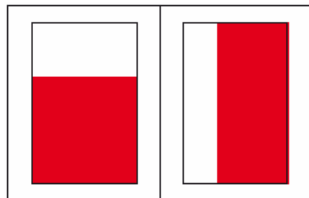
1 1/2 pages across gutter
width x height
345 x 297 mm ♦
310 x 260 mm



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

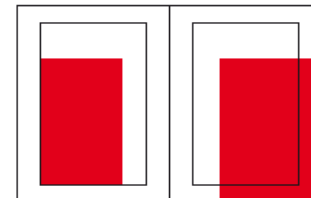


1/1 page
width x height
230 x 297 mm ♦
195 x 260 mm



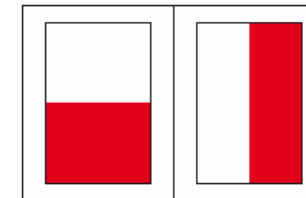
2/3 page horizontal
width x height
230 x 198 mm ♦
195 x 176 mm

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



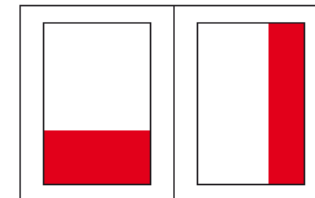
junior page
width x height
145 x 190 mm

trim size
width x height
168 x 205 mm ♦



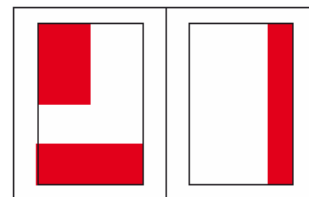
1/2 page horizontal
width x height
230 x 148 mm ♦
195 x 130 mm

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



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

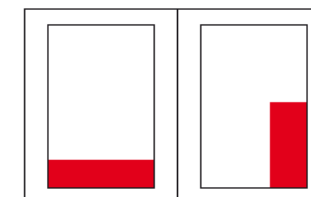
1/3 page vertical
width x height
72 x 297 mm ♦
61 x 260 mm



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

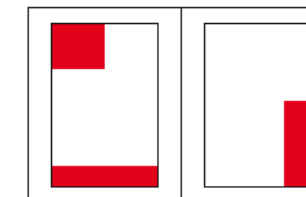
1/4 page vertical
width x height
53 x 297 mm ♦
45 x 260 mm

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



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

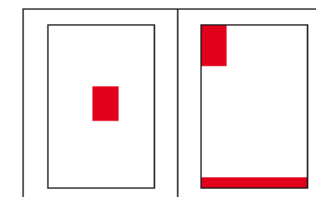
1/6 page vertical
width x height
72 x 148 mm ♦
61 x 130 mm



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

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

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



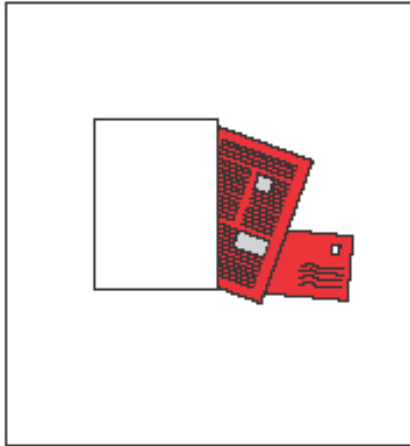
island ad
width x height
45 x 50 mm

1/16 page
width x height
45 x 65 mm

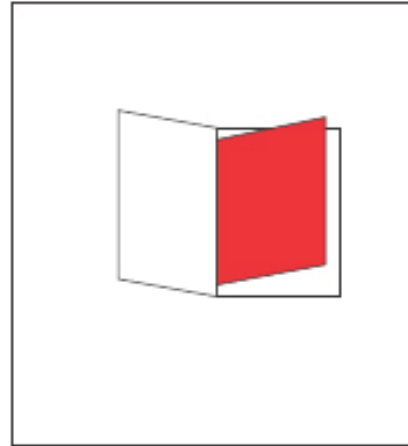
1/16 page horizontal
width x height
195 x 16 mm

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

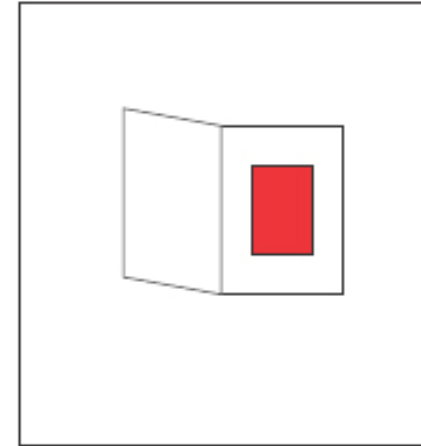
Examples of special ads



Loose inserts



Bound inserts



Tip-on ads

Examples of further special ads



Barn door



Cover gate fold



Flap



Belly wrap



Island ad

printing technique:

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

digital data transfer:

please contact Veronika 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 FTP. For detailed specifications please ask your contact person.

file names should be given as in the example: customer_M&T_issue (for example: Lexware_M&T_1_12)

If data transfer causes any problems please call

+49 89 4423065-0.

Please send your adverts with title, issue, size and file name to fax:

+49 89 25556-1690 in advance.

magazine format:

230 mm width x 297 mm height

type area:

195 mm width, 260 mm height

1 column = 45 mm

2 columns = 95 mm

3 columns = 145 mm

4 columns = 195 mm

loose inserts:

minimum size: 105 x 148 mm, maximum size: 10 mm smaller than the magazine on each side

minimum weight: 150 gsm for single leaf, maximum weight: on request

positioning: best possible

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

placement possibilities: print run, part of circulation by zip-codes or by qualified addresses

bound inserts:

minimum size: 105 x 148 mm

maximum size: format of the magazine

minimum weight: 100 gsm

trimmed pages should have an additional 4 mm on each border to be cut off

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

placement possibilities: print run and part of circulation by post code or Nielsen area

please allow an additional 3 mm gutter bleed for bound inserts

tip-on ads:

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

positioning on request

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

CDs:

CDs must be wrapped in standard paper cover without adhesive tape

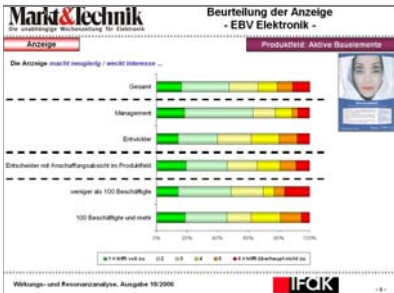
positioning on request

Delivery date for loose and bound inserts:

ad closing date of respective issue

Modern marketing controlling tools

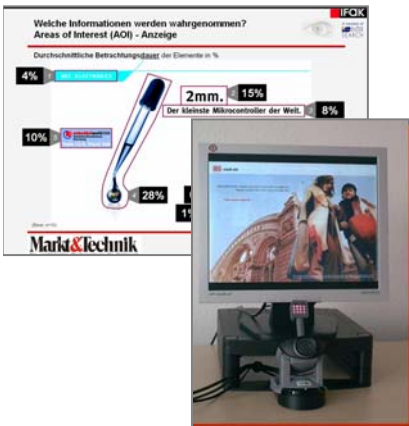
Markt&Technik offers useful media tools to control and optimize the advertising impact of your market communication:



Recall and Impact Analysis (RIA)

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

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



Eye Tracking

While RIA measures processed, retained information, Eye Tracking analysis show pure reception of information. Eye tracking is a special version of the so-called eye flow analysis. You can look at your own ad from your customers point of view! The advertiser gets important information about the entry into the ad, duration of observation and eye flow.

Markt&Technik-AD AWARD

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



Medienplan	Plan 1	Plan 2	Plan 3	Plan 4	Plan 5	Plan 6	Plan 7	Plan 8	Plan 9	Plan 10
Reichweite	12,5%	14,5%	15,5%	16,5%	17,5%	18,5%	19,5%	20,5%	21,5%	22,5%
Kosten	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00
Effizienz	1,25	1,45	1,55	1,65	1,75	1,85	1,95	2,05	2,15	2,25

MDS – calculate your media plan's efficiency!

Comprehensive study LA ELFA (readership analysis of electronics trade media) brings detailed transparency and allows a reliable optimization of the advertising budget.

Axel-Springer-Verlag AG supplies for LA ELFA the evaluation program MDS (media planning system). MDS allows fast and reliable efficiency comparisons for media planning. Price lists of all publishing houses of electronics trade journals and coverages according to LA ELFA are also included.

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

For more information about the service tools contact an advertising manager: phone +49 89 25556-1376, or look at www.elektroniknet.de/media

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.

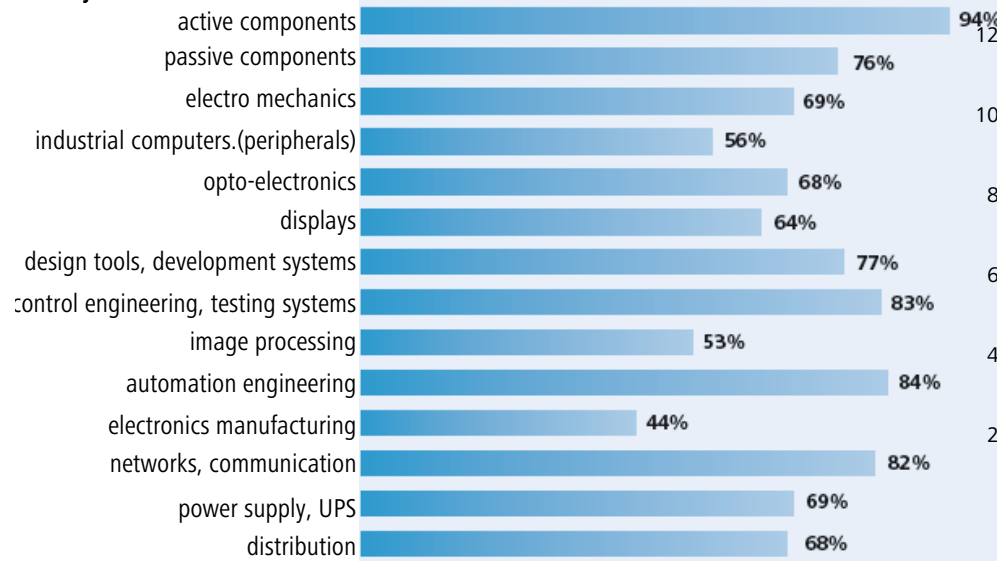
Eleven competence centers offer tailor made information for decision makers – from automation, automotive, components, distribution and embedded to e-mechanics, communications, measurement, opto and power.

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.

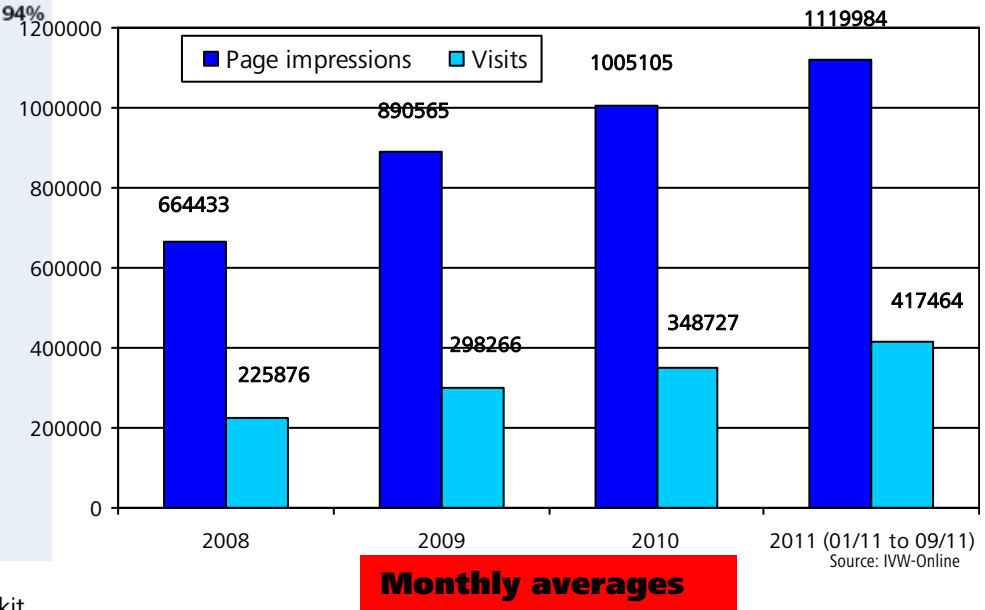
elektroniknet.de offers pinpoint communication possibilities to advertisers: banner advertisement, sponsoring, newsletter advertisement, presentation of important dates, webcasts, whitepapers and many other formats help suppliers in electronics to increase their communication success.

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

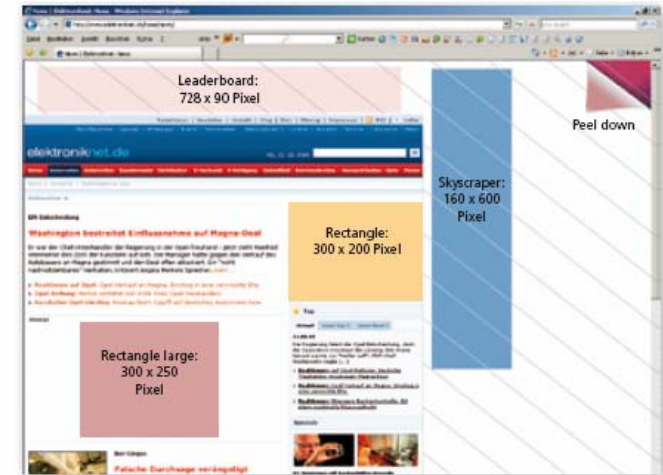
Advertising at elektroniknet.de

For information about further advertising opportunities, such as expanded banners, combinations or whitepaper, please visit 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

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 (non-discoutable) € 1,200.-/year

Liveticker
sponsoring of live news from the most important German electronics trade shows: € 2,880.-/show

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

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

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

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%

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

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

Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

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

(source: LA ELFA)

Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

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

(source: Mediaskop, Vertriebsunion Meynen, Q1-Q2/2011, segment electronics)

Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

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

(source: LA ELFA)

Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

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

(source: LA ELFA)

Markt & Technik

Die unabhängige Wochenzeitung für Elektronik

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

(source: LA ELFA; rates according to media guides 2010)



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

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cdunker@markt-technik.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 techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (TMG) and/or of the Interstate Broadcasting Treaty (RfStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.
22. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable term set them for this purpose to pass by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).
23. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfillment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).
24. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.
25. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher violates principal obligations of the contract.
26. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or atypical damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.
27. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origination of such claims, that is unless they are founded on claims of deliberate negligence.
28. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include all error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.
29. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.
30. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.
31. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or advance payment is agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculate the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.
32. Upon default of payment or granting of a respite, interest of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and payment of any outstanding invoices, regardless of any originally agreed time for payment, before publishing any further advertisements.
33. On request the publisher will supply an advertisement proof. Depending on the nature and scope of the advertising order, advertisement cutouts, proof pages or complete proof numbers will be supplied. If a proof can no longer be obtained, it is replaced by legally binding certification by the publisher of the publication and distribution of the advertisement.
34. In the case of box number advertisements the publisher applies due diligence in safekeeping and forwarding the offers. Registered letters and express letters in response to box number advertisements are only forwarded by regular mail. Receipts from box number advertisements are kept for four weeks. Letters that are not collected during this time are destroyed.
35. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any joint discount.
36. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly withdraw from the contract. The client has no right to claims for compensation.
37. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to alterations to this clause.
38. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended business import of the term and condition now considered inoperative.
39. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law, a legal person governed by public law or a special fund under public law. The same shall apply in as much as the client, upon filing an action, possesses an office or a habitual residence in the Federal Republic of Germany.
40. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.