

Markt&Technik
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

Elektronik

DESIGN & ELEKTRONIK
KNOW-HOW FÜR ENTWICKLER

Elektronik
automotive

medical design



**AUTOMOTIVE
ETHERNET
CONGRESS**

embeddedworld
Exhibition & Conference
18. bis 20. September 2022

MEDIA GUIDE 2022

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Markt&Technik
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Elektronik


**DESIGN&
ELEKTRONIK**
KNOW-HOW FÜR ENTWICKLER

Elektronik
automotive

•**medical-design**

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Media overview

Titel	Brief characteristics	Target group	Publication frequency
Markt&Technik <small>46. vintage 2022</small>	<p>The independent weekly newspaper for electronics, reports every week on current market events, technology trends, innovations, management, new products and backgrounds in the electronics industry. Clear columnization, comprehensive market overviews and focus reports provide a reliable overview of all important areas of electronics. For many years, Markt&Technik has been number one in the advertising market (mediaskop trade magazine segment electronics), advertising sales and advertising volume.</p>	<p>Markt&Technik reaches management, purchasers and development managers in companies that incorporate electronic components / assemblies into their products, require appropriate development tools for this purpose and make the necessary product and purchasing decisions.</p>	<p>weekly + 8 trend guides + 4 quarterly reports + the official daily newspaper for electronica 2022</p>
Elektronik <small>71. vintage 2022</small>	<p>The trade medium Elektronik provides cross-media information on solutions and components for professional electronics with technology and trade show issues. With its coverage of „hot“ topics from research to technology implementation, rounded off with relevant business and trend topics, Elektronik is the perfect source of information for electronics developers and technical management.</p>	<p>Elektronik is the media brand for developers of professional electronic products, technical purchasing / sales / business development and technical support at distributors, manufacturers and professional organizations.</p>	<p>19 Elektronik Issues 14-daily, + embedded world daily</p>
 <small>37. vintage 2022</small>	<p>With each issue, DESIGN&ELEKTRONIK provides an overview of a specific sector in the field of industrial electronics. Basic articles, trend reports and a comprehensive market overview are supplemented on a case-by-case basis by current trade fair reporting. A special advertising format for the self-presentation of the companies active in the respective industry rounds off the issue.</p>	<p>90 percent of the recipients of DESIGN&ELEKTRONIK work in research, development and design (WRA 2018, IFAK Institute, Taunusstein).</p>	<p>4 issues</p>
Elektronik automotive <small>22. vintage 2022</small>	<p>The trade medium Elektronik automotive provides cross-media information on solutions and components for professional automotive electronics with technology and trade show issues. The four „hot“ industry topics of autonomous driving, connected car, electromobility and services / shared mobility from research to technology implementation are rounded off by the relevant economic and trend topics. This makes Elektronik Automotive the perfect source of information for electronics developers, technical purchasing / sales / business development and support engineers at distributors and suppliers.</p>	<p>Elektronik automotive is the media brand for developers of professional electronic products for the automotive industry, technical purchasing/sales/ business development and technical support organizations at distributors and manufacturers.</p>	<p>6 Elektronik automotive Issues as e-paper and embedded world daily issue in issue with Elektronik</p>
 <small>13. vintage 2022</small>	<p>Far beyond pure product reporting, the trade journal medical design conveys valuable expertise on all aspects of medical technology in detailed technical articles, from the basics to applications. The focus is just as much on the manufacture of the devices as on their use on patients.</p> <p>medical design is the trade medium for designers and developers of medical devices. The trade journal and the associated trade portal www.medical-design.news are aimed at decision-makers in the development, production and management of medical technology manufacturers.</p>	<ul style="list-style-type: none"> • Manufacturers, suppliers, OEMs, users and operators of medical devices and medical technology products • Developers of electronic components, assemblies, systems and devices used in medical technology • Sales engineers and consultants for medical devices and systems • Decision-makers in development, design, production, technical purchasing, quality assurance and management • Distributors of components, assemblies, systems and devices for medical technology 	<p>6 issues</p>

Circulation / distribution

Trade journal circulation and distribution analysis

Total distribution – Markt&Technik

$$\begin{array}{rclcl}
 \mathbf{38.026} & = & \mathbf{20.436} & + & \mathbf{17.590} \\
 \text{Total distributed circulation*} & & \text{Circulation Print} & & \text{Circulation Digital (E-Paper)}
 \end{array}$$

Markt&Technik is read by 3 people per print issue on average. Source: Impact and resonance analysis 35/2020

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the markt-technik.de website.



Total distribution – Elektronik

$$\begin{array}{rclcl}
 \mathbf{37.880} & = & \mathbf{20.861} & + & \mathbf{17.019} \\
 \text{Total distributed circulation*} & & \text{Circulation Print} & & \text{Circulation Digital (E-Paper)}
 \end{array}$$

Elektronik is read by an average of over 3 people per print issue. Source: Copytest 18/2020

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website elektronik.de website.



Total distribution – DESIGN&ELEKTRONIK

$$\begin{array}{rclcl}
 \mathbf{30.252} & = & \mathbf{13.674} & + & \mathbf{16.578} \\
 \text{Total distributed circulation*} & & \text{Circulation Print} & & \text{Circulation Digital (E-Paper)}
 \end{array}$$

DESIGN&ELEKTRONIK is read by an average of over 3 people per print issue. Source: WRA 04/2018

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website design-elektronik.de website.



Total distribution – Elektronik automotive

$$\begin{array}{rclcl}
 \mathbf{33.434} & = & \mathbf{20.861} & + & \mathbf{12.573} \\
 \text{Total distributed circulation**} & & \text{Circulation Print} & & \text{Circulation Digital (E-Paper)}
 \end{array}$$

Elektronik is read by an average of over 3 people per print issue. Source: Copytest 18/2020

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website elektronik-automotive.de.



Total distribution – medical design

$$\begin{array}{rclcl}
 \mathbf{18.760} & = & \mathbf{10.297} & + & \mathbf{8.463} \\
 \text{Total distributed circulation*} & & \text{Circulation Print} & & \text{Circulation Digital (E-Paper)}
 \end{array}$$

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website medical-design.news.



* Source: IVW, 1st half 2021

** Publisher's data, as of August 2021

Reference prices

Markt&Technik

Annual subscription print domestic incl. current VAT	259,00 €, of which 131,60 € issue, 127,40 € shipping
Annual subscription print foreign country incl. current VAT	303,20 €, of which 131,60 € issue, 171,60 € shipping
Single issue print incl. current VAT, plus 3.00 Euro shipping costs	6,00 €
Annual subscription digital e-paper (domestic/foreign) incl. current VAT, without shipping costs	99,99 €
Single issue digital E-Paper (domestic/foreign) incl. current VAT, without shipping costs	2,99 €



Elektronik

Annual subscription print domestic incl. current VAT	179,00 €, of which 115,30 € issue, 63,70 € shipping
Annual subscription print foreign country incl. current VAT	201,10 €, of which 115,30 € issue, 85,80 € shipping
Single issue print incl. current VAT, plus 3.00 Euro shipping costs	8,00 €
Annual subscription digital e-paper (domestic/foreign) incl. current VAT, without shipping costs	69,99 €
Single issue digital E-Paper (domestic/foreign) incl. current VAT, without shipping costs	2,99 €



DESIGN&ELEKTRONIK

Annual subscription print domestic incl. current VAT	68,40 €, of which 36,55 € issue, 31,85 € shipping
Annual subscription print foreign country incl. current VAT	79,45 €, of which 36,55 € issue, 42,90 € shipping
Single issue print incl. current VAT, plus 3.00 Euro shipping costs	7,50 €
Annual subscription digital e-paper (domestic/foreign) incl. current VAT, without shipping costs	24,99 €
Single issue digital E-Paper (domestic/foreign) incl. current VAT, without shipping costs	2,99 €



Elektronik automotive

Annual subscription digital e-paper (domestic/foreign) incl. current VAT, without shipping costs	24,99 €
Single issue digital E-Paper (domestic/foreign) incl. current VAT, without shipping costs	2,99 €



medical design

Annual subscription print domestic incl. current VAT	50,00 €, of which 35,30 € issue, 14,70 € shipping
Annual subscription print foreign country incl. current VAT	55,10 €, of which 35,30 € issue, 19,80 € shipping
Single issue print incl. current VAT, plus 3.00 Euro shipping costs	9,80 €
Annual subscription digital e-paper (domestic/foreign) incl. current VAT, without shipping costs	14,99 €
Single issue digital E-Paper (domestic/foreign) incl. current VAT, without shipping costs	2,99 €



Target group/intention to create

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commercial management	●		
technical management	●	●	
research, development, design	●	●	●
purchasing, procurement	●		●
production, quality control		●	●

Readers of an issue



This is how many people read each copy of the magazine on average

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3,3

Elektronik

3,3

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2,8



Source of Markt&Technik data: Impact and resonance analysis KW 35/2020, conducted by IFAK Institute.

Source of electronics data: Electronics 18/20 Copytest October 2020

Source of Design&Electronics data: Effect and resonance analysis 04/2018, performed by IFAK Institute.

Source of medical design data: User structure analysis October 2018

Target group/intention to create



As a reader, what information are you most interested in?

Markt&Technik

DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

- Artificial Intelligence
- Industry 4.0, (I)IoT
- Electromobility
- Robotics
- Safety, Security
- 5G
- Automotive

Elektronik

- Active components
- Electromechanics
- Power supplies
- Metrology
- Development systems
- Design, product services
- Industrial computers

DESIGN & ELEKTRONIK

KNOW-HOW FÜR ENTWICKLER

- Active components
- Electromechanics
- Development tools
- Measure and Test
- Power supplies
- Industrial computers

Elektronik automotive

- Computer technology, hardware and software
- Development tools
- Measurement and test systems
- Active components
- Optoelectronic components

•medical-design

- Measurement technology, sensor technology
- Medicine 4.0, Smart Health
- Power supplies
- Manufacturing of medical. Devices
- Approvals, standards, certifications
- Electromechanics

Source of Markt&Technik data: Impact and resonance analysis KW 35/2020, conducted by IFAK Institute.

Source of electronics data: Electronics 18/20 Copytest October 2020

Source of Design&Electronics data: Impact and resonance analysis 04/2018, carried out by IFAK Institute.

Source of electronics-automotive data: Electronics automotive 09/20 Copytest October 2020

Source of medical-design data: User structure analysis October 2018

References



„Die Publikationen des WEKA-Verlags stellen für Rosenberger wesentliche Bestandteile in der Mediaplanung dar.

Der WEKA-Verlag leistet anerkannt seriöse und fundierte Fachberichterstattung, die wir seit Jahren zur Information des Marktes und unserer Geschäftspartner nutzen – redaktionell, per Anzeigen oder über die verschiedenen Online-Kanäle.“

Fritz Herrmann
Marketing Services
Rosenberger Hochfrequenztechnik



„Für uns ist die Zusammenarbeit mit den WEKA FACHMEDIEN im Hinblick auf die Marketingplanung nicht wegzudenken.

Der Mix aus Print- und Online-Medien und Sonderpublikationen ist perfekt zugeschnitten auf unsere Zielgruppe.“

Thomas Hinze-Clausen
Leiter Unternehmenskommunikation
Bürklin Elektronik



„Für Schulz-Electronic ist die Zusammenarbeit mit den WEKA FACHMEDIEN ein sehr wichtiger Bestandteil unserer Mediaplanung.

Spartenübergreifend, mit einer guten Mischung aus Print, Online und Veranstaltungen kommunizieren wir gemeinsam immer am Puls der Zeit. Marktübersichten und Sonderhefte sorgen für Transparenz und sind ebenfalls perfekt, um unsere Zielgruppen gezielt anzusprechen.“

Heike Leppert
Verantwortlich für die Mediaplanung bei Schulz-Electronic



„Schon lange bietet der WEKA-Verlag mit hochwertigen Inhalten in den Fachzeitschriften den richtigen Rahmen für Anzeigen und Beiträge zu unseren hochpräzisen Messgeräten“

Jonas Peccator
Marketing & Kommunikation
Yokogawa Test- & Messtechnik



„Für Sourcengine ist die Markt&Technik eine wichtige Ressource für einige der wertvollsten Einblicke in unsere Branche und deren Zukunft.

Als ein Unternehmen, das sich auf die Modernisierung und Digitalisierung der Lieferkette konzentriert, profitieren wir von ihren vielfältigen Berichten und Artikeln.“

Jens Gamperl
CEO & Founder von Sourceability



„An den Elektronik-Medien der WEKA FACHMEDIEN schätzen wir als Distributor die stets aktuelle, fundierte und journalistisch hochwertig aufbereitete Berichterstattung über unsere Branche.

Sie adressiert viele für uns relevante Zielgruppen, sowohl via Print als auch Online.“

Bert Schukat
Geschäftsführer Schukat electronic

References



„Den Gesamtblick auf die Elektronik-Branche darf man nie aus dem Auge verlieren.“

Durch die aktuellen Informationen aus Markt&Technik fühle ich mich bestens informiert.“

Hermann Pütke
Geschäftsführender Gesellschafter
inpotron Schaltnetzteile GmbH



„Mit der wöchentlichen Markt&Technik Ausgabe bin ich jederzeit schnell und aktuell informiert.“

Meine wichtigste Lektüre zum Wochenende!“

Stefan Eber
Geschäftsführer
ELECTRONIC ASSEMBLY GmbH



„Wir schätzen nicht nur die fachliche Kompetenz der WEKA FACHMEDIEN für Digital- und Printmedien, sondern auch die angenehme Zusammenarbeit auf persönlicher Ebene.“

Nathalie Friebe
Chief Officer PR & Marketing
Intertec Components GmbH



„Für mich ist die Wochenzeitung Markt&Technik mehr als ihre Printausgabe.“

Sie ist Informationsquelle Nr. 1 und lokale Kompetenz für ALLE von ALLEN.“

Hermann W. Reiter
Geschäftsführer Digi-Key



„Unsere langjährige Partnerschaft mit den WEKA FACHMEDIEN basiert auf Professionalität, Vertrauen und einer Angebotsvielfalt, die für unsere Mediaplanung keine Wünsche offenlässt.“

Athanasios Koutsouridis
Content Marketing Manager
BRESSNER Technology GmbH



„Die WEKA FACHMEDIEN bieten uns nicht nur ein optimales Werbeumfeld, sondern ermöglichen uns auch eine breite Auswahl von Werbeformaten, um unsere Marketingbotschaften zielgruppengerecht auszusteuern.“

Timo Schwarz
Head of Marketing Communication
HY-LINE



„Elektronik – Seit 70 Jahren am Markt – mehr muss man glaube ich nicht sagen!“

Christian Blank
Geschäftsführer
mp-media placement GmbH,
Agentur für Mediaplanung


Date / topics 2022

Issue		appears on	Booking deadline	Material deadline	Focus topics	Focus topics	Focus topics	Fairs & Events
Markt&Technik	1/2	14.01.22	29.12.	03.01.	Analyst outlook 2022	Top Focus Power supply	e-compact Switches/Buttons/HMI (incl. market overview)	
Markt&Technik	3	21.01.22	07.01.	11.01.	Passive components	Top Focus Microcontrollers/ Processors/ DSPs	e-compact Displays (incl. market overview)	
Elektronik	1/2	26.01.22	04.01.	11.01.	Measuring and testing technology	Analog- & Power-management	Industrial computer & Embedded systems	
Markt&Technik	4	28.01.22	14.01.	18.01.	3D printing	Top Focus Housing & Racks	e-compact Relais (incl. market overview)	
Markt&Technik	5	04.02.22	21.01.	25.01.	Industry 4.0 / IIoT	Top Focus Thermal Management & Cooling Technology	e-compact Crystals/Oscillators/Clocks (incl. market overview)	
Markt&Technik Quarterly	1	04.02.22	21.01.	25.01.	Quarterly Distribution & Supply Chain			
Elektronik	3	09.02.22	19.01.	25.01.	Power supply	Development Tools and Software-Engineering	Safety & Security	
Markt&Technik	6	11.02.22	28.01.	01.02.	Image processing	Top Focus Connectors & Cables	e-compact Drive Technology (incl. market overview)	BatteryWorld, Munich: 16.–17.02.
medical design	1	15.02.22	19.01.	27.01.	Embedded systems Drive Technology Power supply	Metalworking, Packaging technology	Application focus: Diabetologie	Lopec, Munich: 22.–24.03.
Markt&Technik	7	18.02.22	04.02.	08.02.	Sensor system	Top Focus Agricultural technology	e-compact Power Electronics (incl. market overview)	
Elektronik	4	23.02.22	02.02.	08.02.	Thermal Management & Cooling Technology	Microcontrollers & Processors	Optoelectronics	
Elektronik automotive	1	23.02.22	02.02.	08.02.	Electromobility	Assistance systems	Connected Cars	
Markt&Technik	8	25.02.22	11.02.	15.02.	Railroad technology	Top Focus Measuring and testing technology	e-compact Power supply (incl. market overview)	
DESIGN&ELEKTRONIK	1	02.03.22	03.02.	11.02.	E-mechanics			
Markt&Technik	9	04.03.22	18.02.	22.02.	Displays	Top Focus Analog- & Power-Management-ICs	e-compact Batteries/ Rechargeable Batteries/ Chargers (incl. market overview)	
Markt&Technik Production & Service	1	04.03.22	18.02.	22.02.	Production & Service Electronics services/EMS, SMT equipment, printed circuit boards, market overviews			
Elektronik	5	09.03.22	16.02.	22.02.	Trade fair edition: embedded world 2022	Artificial intelligence	Sensor system	
Markt&Technik	10	11.03.22	25.02.	01.03.	Embedded systems	Top Focus Robotics	e-compact memory ICs & memory cards (incl. market overview)	
Markt&Technik	11	18.03.22	04.03.	08.03.	Trade fair edition: Lopec 2022	Distribution	e-compact HF-Komponenten (incl. market overview)	LOPEC 2022, Munich: 22.–24.03.
Elektronik	6	22.03.22	01.03.	07.03.	Raspberry Pi & Co.	Industry 4.0 / IIoT	Power Electronics	
Markt&Technik Trend Guide	1	25.03.22	09.03.	11.03.	Trend-Guide: Electromechanics & Passive components Connecting technology, Relais, Switches/Buttons/HMI, Thermal management, Housing, Crystals, Inductors, Transformers, Capacitors, Market overviews			
Markt&Technik	12	25.03.22	11.03.	15.03.	Optoelectronics	Automotive	e-compact Microcontrollers/Processors/DSPs (incl. market overview)	
Markt&Technik	13	01.04.22	18.03.	22.03.	Special: Power supply	Medical Electronics	e-compact Starter Kits & Development Systems (incl. market overview)	



Date / topics 2022

Issue		appears on	Booking deadline	Material deadline	Focus topics	Focus topics	Focus topics	Fairs & Events
Elektronik	7	06.04.22	16.03.	22.03.	Measuring and testing technology	Communication technology	Batteries/Rechargeable Batteries/Charging systems	
Elektronik automotive	2	06.04.22	16.03.	22.03.	Autonomous driving	Displays/HMI	Onboard networks/Connecting technology	
Markt&Technik	14	08.04.22	25.03.	29.03.	Embedded Systems	Programmable logic	e-compact Printed circuit boards & manufacturing technology (incl. market overview)	
medical design	2	12.04.22	16.03.	24.03.	Medicine 4.0 Electromechanics & Passive components Displays & HMI	Laser technology, Plastics technology	Special: Trade fair guide MedtecLIVE with T4M	DMEA: 26.–28.04. MedtecLIVE with T4M, Stuttgart: 03.–05.05.
Markt&Technik	15	14.04.22	31.03.	04.04.	Power Electronics	Artificial intelligence	e-compact Sensor system (incl. market overview)	
Elektronik	8	20.04.22	28.03.	01.04.	Electromechanics	Power supply	Microcontrollers & Processors	
Markt&Technik Trend Guide	2	22.04.22	04.04.	06.04.	Trend-Guide: Industrial computer & Embedded systems Embedded Soft- and Hardware, Market overviews			
Markt&Technik	16	22.04.22	06.04.	08.04.	Trade fair edition: Laser/ World of Photonics 2022	Industrial communication/ Industrial Ethernet/ Fieldbuses	e-compact Thermal Management & Cooling Technology (incl. market overview)	Laser World of Photonics, Munich: 26.–29.04.
Markt&Technik Quarterly	2	22.04.22	06.04.	08.04.	Quarterly Distribution & Supply Chain			
DESIGN & ELEKTRONIK	2	27.04.22	29.03.	06.04.	Power			
Markt&Technik	17	29.04.22	13.04.	19.04.	MEMS	Displays	e-compact Power supply (incl. market overview)	MedtecLIVE with T4M, Nuremberg: 03.–05.05.
Elektronik	9	04.05.22	11.04.	19.04.	Trade fair edition: PCIM 2022 Trade fair edition: SENSOR + TEST 2022	Passive components	Development Tools and Software-Engineering	
Markt&Technik	18/19	06.05.22	22.04.	26.04.	Trade fair edition: PCIM 2022 Trade fair edition: SMTconnect 2022 Trade fair edition: SENSOR + TEST 2022	Analog- & Power-Management-ICs	e-compact Safety & Security (incl. market overview)	SMTconnect, Nuremberg, 10.–12.05. PCIM Europe, Nuremberg, 10.–12.05. SENSOR + TEST, Nuremberg: 10.–12.05.
Markt&Technik Trend Guide	3	13.05.22	29.04.	03.05.	Trend Guide: Automotive Electromobility, components, distribution, on-board network, infotainment, charging technologies, sensor systems, displays			
Elektronik	10	18.05.22	27.04.	03.05.	Connectors & Cables	Crystals/Oscillators/ Clocks	Readers' Choice „Distributor of the Year“	
Markt&Technik	20	20.05.22	06.05.	10.05.	Measuring and testing technology	Switches/Buttons/HMI	e-compact Connectors & Cables (incl. market overview)	
Markt&Technik	21	27.05.22	12.05.	16.05.	Optoelectronics	Batteries/Rechargeable Batteries/Charging systems	e-compact Identifikationssysteme / RFID (incl. market overview)	Hannover-Messe: 30.05.–02.06.
Markt&Technik Trend Guide	4	27.05.22	11.05.	13.05.	Trend-Guide: Industry 4.0 / IIoT & KI Preliminary reports Hanover Fair, Automation, Sensor system, AI, Electronics manufacturing, Distribution, Communication technology for the IIoT			
Markt&Technik	22	03.06.22	19.05.	23.05.	Housing & Cooling technology	Image processing	e-compact Passive components (incl. market overview)	
Elektronik	11	08.06.22	16.05.	20.05.	Trade fair edition: embedded world 2022	Measuring and testing technology	Displays/HMI	
Markt&Technik	23	10.06.22	25.05.	30.05.	Relais	Power supply	e-compact Analog- & Power-Management-ICs (incl. market overview)	


Date / topics 2022

Issue		appears on	Booking deadline	Material deadline	Focus topics	Focus topics	Focus topics	Fairs & Events
medical design	3	14.06.22	16.05.	24.05.	Power supply Embedded systems Sensor system	Automation & Robotics, Additive manufacturing	Application focus: Radiology	Rapid.Tech, Erfurt: 16.–18.05. Röntgenkongress, Wiesbaden: 25.–28.05. Automatica, Munich: 21.–24.06. Hauptstadtkongress, Berlin: 22.–24.06. Metav, Düsseldorf: 21.–24.06.
DESIGN & ELEKTRONIK	3	15.06.22	17.05.	25.05.	Embedded Systems			
Markt & Technik	24	17.06.22	01.06.	03.06.	Trade fair edition: embedded world 2022 Trade fair edition: Automatica 2022	Software-Trends	e-compact Industrial computer & Embedded systems (incl. market overview)	Automatica, Munich: 21.–24.06.
Markt & Technik Production & Service	2	17.06.22	01.06.	03.06.	Production & Service Electronic services/EMS, SMT equipment, printed circuit boards, Market overviews			
Elektronik	12	21.06.22	27.05.	02.06.	Electromechanics	Embedded Vision	Artificial intelligence	embedded world, Nürnberg: 21.–23.06.
Elektronik automotive	3	21.06.22	27.05.	02.06.	Onboard networks/Con- necting technology	Autonomous driving	Electromobility	
Fair newspaper		21.– 23.06.22	31.05.	02.06.	Daily newspaper embedded world			
Markt & Technik	25/ 26	24.06.22	09.06.	13.06.	Starter Kits & Develop- ment Tools	Industry 4.0 / IIoT	e-compact Railroad technology (incl. market overview)	
Markt & Technik Trend Guide	5	01.07.22	17.06.	21.06.	Buyer's Guide: Connectors & Cables			
Elektronik	13	06.07.22	14.06.	21.06.	Analog- & Power- Management	Optoelectronics	Power supply	
Markt & Technik	27	08.07.22	24.06.	28.06.	Trade fair edition: EMV 2022 Batteries/Rechargeable Batteries/Chargers	Industrial computer & Embedded systems	e-compact Communication tech- nology (incl. market overview)	EMV, Köln: 12.–14.07.
Markt & Technik	28	15.07.22	01.07.	05.07.	Drive Technology	Automotive	e-compact Housing & Racks (incl. market overview)	
Elektronik	14/ 15	20.07.22	29.06.	05.07.	Passive components	Thermal Management & Cooling Technology	Industry 4.0 / IIoT	
Markt & Technik	29/ 30	22.07.22	08.07.	12.07.	Artificial intelligence	Oscilloscopes	e-compact Crystals/ Oscillators/Clocks (incl. market overview)	
Markt & Technik Quarterly	3	22.07.22	08.07.	12.07.	Quarterly Distribution & Supply Chain			
medical design	4	09.08.22	13.07.	21.07.	Electromechanics & Passive components Medical Image pro- cessing Semiconductor	Packaging technology, Microtechnology	Application focus: Surgery	Fachpack, Nuremberg: 27.–29.09.
Markt & Technik Trend Guide	6	29.07.22	15.07.	19.07.	Trend-Guide: Power supply & Power Management AC/DC Converters, DC/DC Converters, Batteries, Power Management ICs, Power Electronics, Battery Charging ICs, Operational Amplifiers, Market overviews			
Markt & Technik	31/ 32	05.08.22	22.07.	26.07.	5G	Connector & Cables	e-compact Optoelec- tronics (incl. market overview)	
Elektronik	16/ 17	17.08.22	26.07.	01.08.	EMV/ESD	Safety & Security	Development Tools and Software-Engineering	
Markt & Technik	33	19.08.22	04.08.	08.08.	Switches/Buttons/HMI	Displays	e-compact Batteries/ Rechargeable Batteries/ Chargers (incl. market overview)	

Date / topics 2022

Issue		appears on	Booking deadline	Material deadline	Focus topics	Focus topics	Focus topics	Fairs & Events
Markt&Technik	34	26.08.22	11.08.	16.08.	Industry 4.0 / IIoT	Housing & Racks	e-compact Power supply (incl. market overview)	
Elektronik	18	01.09.22	10.08.	17.08.	Microcontrollers & Processors	Electromechanics	Results distributor of the year Measuring and testing technology	
Markt&Technik	35	02.09.22	19.08.	23.08.	Industrial computer & Embedded systems	Power Electronics	e-compact Passive components (incl. market overview)	
Markt&Technik	36	09.09.22	26.08.	30.08.	Thermal Management & Cooling Technology	Relais	e-compact Mess-und Prüftechnik (incl. market overview)	
Elektronik	19	14.09.22	24.08.	30.08.	Industrial computer & Embedded systems	Batteries/Rechargeable Batteries/Charging systems	Software Trends	
Elektronik automotive	4	14.09.22	24.08.	30.08.	Power Electronics	Infotainment	Connected Cars	
Markt&Technik	37	16.09.22	02.09.	06.09.	Trade fair edition: InnoTrans 2022	Sensor system	e-compact Connectors & Cables (incl. market overview)	InnoTrans, Berlin: 20.–23.09.
Markt&Technik	38	23.09.22	09.09.	13.09.	Optoelectronics Special: Obsolescence Management	Wireless	e-compact Microcontrollers/Processors/DSPs (incl. market overview)	
Elektronik	20	28.09.22	07.09.	13.09.	70 years Elektronik			
Markt&Technik	39	30.09.22	16.09.	20.09.	Special: Power supply Trade fair edition: Motek 2022	Crystals/Oscillators/Clocks	e-compact Displays (incl. market overview)	Motek, Stuttgart: 04.–07.10.
Markt&Technik	40	07.10.22	22.09.	26.09.	Safety & Security	Passive components	e-compact Industrial computer & Embedded systems (incl. market overview)	
medical design	5	11.10.22	13.09.	21.09.	Connecting technology Power supply Automation & Robotics	Plastics technology, clean room technology	Application focus: Cardiology	Fachpack: 27.–29.09., Nuremberg Cleanzone: 23.-24.11., Frankfurt am Main
Elektronik	21	12.10.22	20.09.	26.09.	Power Electronics	Raspberry Pi & Co.	Analog- & Powermanagement	
Elektronik automotive	5	12.10.22	20.09.	26.09.	Autonomous driving	Electromobility	Connected Cars	
Markt&Technik	41	14.10.22	29.09.	04.10.	Railroad technology	Design-Tools & Development Systems	e-compact Switches/Buttons/HMI (incl. market overview)	
Markt&Technik Quarterly	4	14.10.22	29.09.	04.10.	Quarterly Distribution & Supply Chain			
DESIGN&ELEKTRONIK	4	19.10.22	21.09.	29.09.	electronica			
Markt&Technik	42	21.10.22	07.10.	11.10.	Measuring and testing technology	Industry 4.0 / IIoT	e-compact Housing & Racks (incl. market overview)	
Elektronik	22	26.10.22	05.10.	11.10.	Displays/HMI	Power supply	Industrial computer & Embedded systems	
Markt&Technik	43	28.10.22	14.10.	18.10.	Special: Connector& Cables	Optoelectronics	e-compact Thermal Management & Cooling Technology (incl. market overview)	
Markt&Technik Trend Guide	7	02.11.22	18.10.	20.10.	EMS-Guide 2022 Trends, services, company listings, Market overviews			 

Date / topics 2022

Issue	appears on	Booking deadline	Material deadline	Focus topics	Focus topics	Focus topics	Fairs & Events
Markt&Technik 44	04.11.22	20.10.	24.10.	Automotive Trade fair edition: SPS 2022 Fairguide: electronica 2022 Trade fair edition: COMPAMED 2022	Power Electronics	e-compact Industrial communication/ Industrial Ethernet/ Fieldbuses (incl. market overview)	SPS, Nürnberg: 08.–10.11. COMPAMED, Düsseldorf: 15.–18.11.
medical design 6	08.11.22	11.10.	19.10.	Drive Technology Electromechanics & Passive components Sensor system	EMS, Additive Fertigung	Special: Trade fair guide COMPAMED	Medica, Düsseldorf: 14.–17.11. COMPAMED, Düsseldorf: 14.–17.11. electronica, Munich: 15.–18.11. Formnext, Frankfurt: 15.–18.11.
Elektronik 23	09.11.22	18.10.	24.10.	Trade fair edition: electronica 2022	Memory ICs and storage media	Development Tools and Software-Engineering	SPS, Nürnberg: 08. – 10.11.
Fair newspaper	15.–18.11.22	24.10.	26.10.	Daily newspaper electronica 2022 			
Markt&Technik 45	11.11.22	27.10.	31.10.	Trade fair edition: electronica 2022	Analog- & Power-Management-ICs	e-compact Sensor system (incl. market overview)	electronica, Munich: 15.–18.11.
Markt&Technik 46	18.11.22	04.11.	08.11.	Microcontrollers/ Processors/DSPs	Distribution	e-compact Relais (incl. market overview)	
Elektronik 24	23.11.22	02.11.	08.11.	Industry 4.0 / IIoT	Measuring and testing technology	Connector& Cables	
Elektronik automotive 6	23.11.22	02.11.	08.11.	Onboard networks/Connecting technology	Autonomous driving	Electromobility	
Markt&Technik 47/48	25.11.22	11.11.	15.11.	Displays	Power supply	e-compact Ruggedized Components: Components for harsh environments (incl. market overview)	
Markt&Technik Trend Guide 8	02.12.22	18.11.	22.11.	Buyers Guide: Components 2022 Semiconductor, Electromechanics, Power supply, Passive components, Optoelectronics, Market overviews			
Elektronik 25/26	07.12.22	16.11.	22.11.	Products of the year: Semiconductor, Measurement, Power, Automotive, E-Mechanics & Passive BE, IIoT, Embedded systems, Optoelectronics			
Markt&Technik 49	09.12.22	25.11.	29.11.	Industrial computer & Embedded systems	EMV/ESD	e-compact Optoelectronics (incl. market overview)	
Markt&Technik Production & Service 3	09.12.22	25.11.	29.11.	Production & Service Electronics services/EMS, SMT equipment, printed circuit boards, market overviews			
Markt&Technik 50/51	16.12.22	02.12.	06.12.	Semiconductorforum 2022	Safety & Security	e-compact Image processing (incl. market overview)	

Ad prices

Ad prices and ad formats

Advertising rates valid from Jan 1st, 2022

Format	Markt&Technik Elektronik EK automotive	Design&Elektronik	medical design
1/1 page	9.950 €	8.620 €	5.100 €
A5 (junior page)	5.890 €	4.870 €	2.990 €
1/2 page	5.240 €	4.320 €	2.610 €
1/3 page	3.510 €	2.950 €	1.770 €
1/4 page	2.690 €	2.230 €	1.400 €
1/6 page	1.770 €	1.510 €	960 €
1/8 page	1.370 €	1.160 €	710 €
1/16 page	730 €	600 €	
per mm, 1-column (min. 20 mm)	9,80 €	9,00 €	5,80 €
2nd / 4th cover page	10.590 €	9.060 €	5.620 €
Cover Inside title (not discountable)	10.900 € 6.900 €	9.980 €	7.900 €
Cover flap	12.680 €		
Island display mm price (50 mm to 80 mm)	BW: 29 € 4C: 40,60€	BW: 29 € 4C: 40,60€	BW: 29 € 4C: 40,60€

Discount

Discounts on the basic price for ads within 12 months (insertion year)

Frequency discount from 1/8 page			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%

Additional charges

Position	We charge an additional fee of 10 % of the basic rate for requested and confirmed positions (minimum 160.- €).
Colour	Additional charge for each special colour on request.
Format	There is no additional charge for trim / printing gutter bleed.

Classified ads

Job ads	The prices for product advertisements apply. A double insertion of the same job ad in the following issue is discounted by 50% on the basic ad price.
Employer branding	1/1 page 5.500 € 1/2 page 2.900 €
Business portraits	1/1 page 4.200 € 1/2 page 2.110 € 1/4 page 1.070 €



Terms of payment

Payment within 21 days without discount.

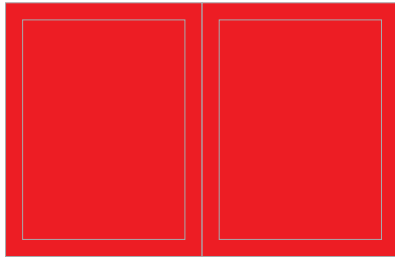
Bank details: HypoVereinsbank, München
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX
VAT no. DE 811 190 616

Special forms of advertising

Special advertising formats (covers, flaps, inserts, bound inserts)
 Prices and formats [from page 17](#)

Ad formats

Size specifications: Width x height



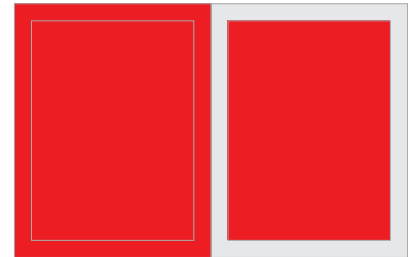
Double page spread across gutter

420 x 297 mm*
460 x 297 mm*



2 x 1/2 pages across gutter

420 x 143 mm* 460 x 143 mm*
380 x 128 mm 414 x 130 mm



1/1 page

210 x 297 mm* 230 x 297 mm*
185 x 260 mm 195 x 260 mm



Junior Page

150 x 210 mm* 168 x 205 mm*
135 x 190 mm 145 x 190 mm



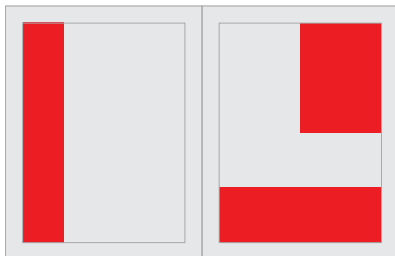
1/2 page horizontal 1/2 page vertical

210 x 143 mm* 105 x 297 mm*
185 x 130 mm 90 x 260 mm
230 x 143 mm* 112 x 297 mm*
195 x 130 mm 95 x 260 mm



1/3 page horizontal 1/3 page vertical

210 x 110 mm* 72 x 297 mm*
185 x 90 mm 60 x 260 mm
230 x 99 mm* 72 x 297 mm*
195 x 86 mm 61 x 260 mm

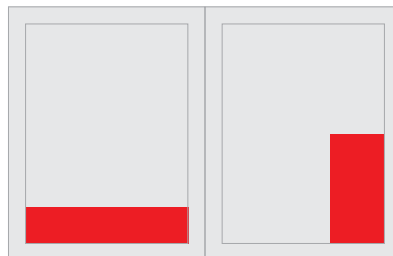


1/4 page vertical 1/4 page

54 x 297 mm* 105 x 143 mm*
42 x 260 mm 90 x 130 mm
112 x 143 mm*
95 x 130 mm

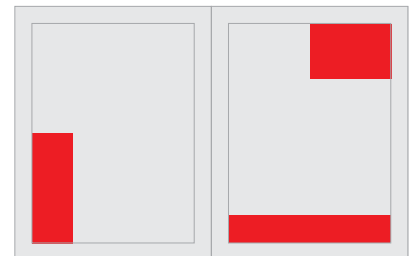
1/4 page horizontal

210 x 82 mm* 230 x 74 mm*
185 x 65 mm 195 x 65 mm



1/6 page horizontal 1/6 Spage vertical

210 x 63 mm* 72 x 143 mm*
185 x 43 mm 60 x 130 mm
230 x 50 mm* 72 x 143 mm*
195 x 44 mm 61 x 130 mm

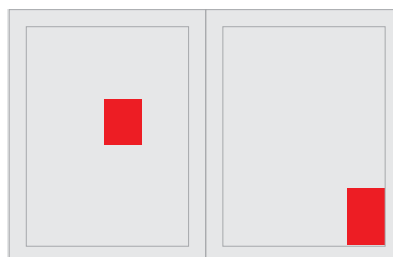


1/8 page vertical 1/8 page

53 x 143 mm* 105 x 82 mm*
43 x 130 mm 90 x 65 mm
53 x 143 mm* 112 x 71 mm*
45 x 130 mm 95 x 65 mm

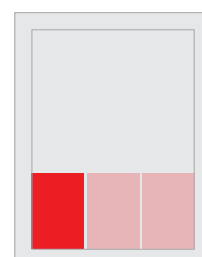
1/8 page horizontal

210 x 51 mm* 230 x 37 mm*
185 x 31 mm 195 x 33 mm



Island display 1/16 page vertical

45 x 50 mm 43 x 65 mm



Pinboard Seminar-Planer

1/9 page
60 x 80 mm

Markt&Technik



The deviating formats of Markt&Technik are marked in red.



* With bleed: Trim allowance at least 3 mm on the open sides

Ad specials print



Markt&Technik Elektronik DESIGN & ELEKTRONIK Elektronik automotive medical-design

excitING – Employer branding/storytelling

The editorial team presents employers based on their individual corporate cultures. Including briefing, interview and article production.

Price 1/1 page: € 5.500 (not discountable)

Price 2/1 page: € 9.900 (not discountable)



Markt&Technik Elektronik DESIGN & ELEKTRONIK Elektronik automotive medical-design

Cover trend guide

incl. cover story print and online

Format: W 210 mm x H 297 mm plus bleed

Markt&Technik: W 230 mm x H 297 mm plus bleed

Price: € 10,900 (not discountable)

Bound inserts

2 pages (incl. postage)	€ 6,980	8 pages	€ 9,840
4 pages	€ 8,010	12 pages	€ 12,440



Markt&Technik

Cover flap incl. story print and online

Size front: w 110 mm x h 235 mm

Size back: w 110 mm x h 297 mm

Story length: approx. 9,000 characters

Price: € 12.680 (not discountable)



Markt&Technik

Cover ad

Size: w 46 mm x h 46 mm

Price: € 6,900

Inserts

Up to 25g (postage included):	€ 7,960
Partial occupancy by Nielsen or ZIP code:	€ 270 / thousand
Inserts over 25g:	Price on request

Ad specials print

Markt&Technik
DISTRIBUTION & Supply Chain

WIR SIND EIN INTEGRALER BESTANDTEIL DER LIEFERKETTE

Markt&Technik
www.markt-technik.de

Cover Quarterly Distribution & Supply Chain

incl. story and cover announcement on page 1, print and online

Size: w 230 mm x h 220 mm plus trim

Price: € 7,650 (not discountable)

Markt&Technik
www.markt-technik.de

Elektronik
EMBEDDED SYSTEM TECHNOLOGY

Markt&Technik
Schwerpunkt Sensorik

Elektronik automotive
E-VEHICLES & CONNECTED CARS

Markt&Technik
www.markt-technik.de

Elektronik
www.elektronik.de

DESIGN & ELEKTRONIK
www.design-elektronik.de

Elektronik automotive
www.elektronik-automotive.de

medical-design
www.medical-design.de

Cover special / Top focus / main focus

incl. story and cover announcement on page 1, print and online

Size: W 210 mm x H 297 mm plus bleed

Markt&Technik: W 230 mm x H 230 mm plus bleed

Price: € 6,900 (not discountable)

€ 4.900 (medical design)

e-kompakt
Produktservice für Einkauf und Entwicklung

Produkt des Monats

300 W für die Medizintechnik

Push-Pull-Steckverbinder für Medizineinsatz

Medizinische Steckernetzteile

Netzgeräteserie „FOX“

Markt&Technik
www.markt-technik.de

Product of the week (1 column)

approx. 650 characters plus picture

Price: € 1,730 (not discountable)

Markt&Technik
www.markt-technik.de

Markt&Technik
www.markt-technik.de

Premium entry market overview

Logo or QR code + colored company entry in market overview, print and online

Price: € 390 (not discountable)

Ad specials print



Markt & Technik Elektronik DESIGN & ELEKTRONIK elektronik automotive •medical-design

Cover Quarterly Distribution & Supply Chain

Size: w 230 mm x h 220 mm plus trim

Price: € 7,650 (not discountable)



Markt & Technik **Elektronik** DESIGN & ELEKTRONIK **Elektronik** automotive •medical•design

Cover special / Top focus / main focus

Size: w 230 mm x h 230 mm plus trim

Price: € 7,100 (not discountable))



Sticker on title page

Size: 50 mm, round

Price: 7,200 € (not discountable)



Premium entry market overview

Logo or QR code + colored company entry in market overview, print and online

Price: € 390 (not discountable)



All formats are available on request. Other special advertising formats are possible. Please contact your Markt&Technik media experts.

Special forms of advertising

Address potential customers in an even more focused way:
With company portrait, advertorial or advertisement in the
now monothematic issues of DESIGN&ELEKTRONIK.

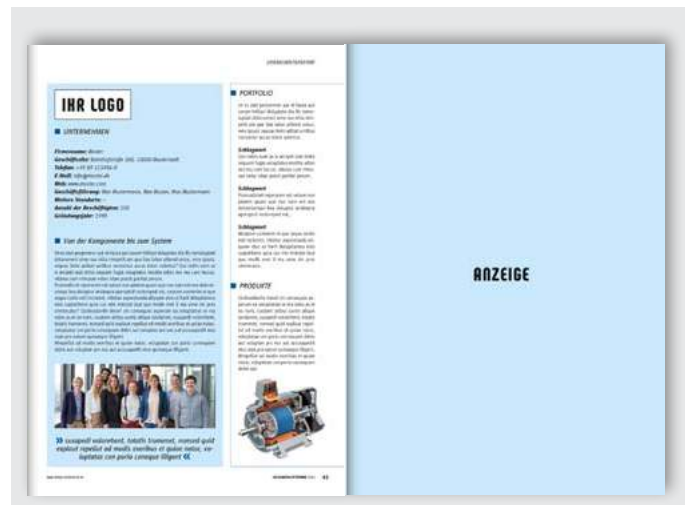
DESIGN & ELEKTRONIK
KNOW-HOW FÜR ENTWICKLER



1/1 page company portrait

Presentation of the company with contact details, product portfolio, logo and images. The layout is done by the publisher in consultation with the customer. Length: approx. 2,000 characters + two images

Price: 3.900 € (not discountable)



Company portrait + advertisement, 1/1 page

Full-page ad in addition to company portrait

Price: 6.900 € (not discountable)



Advertorial + ad, 1/1 page each

Full-page ad and an advertorial - your text with images, laid out by the publisher in the style of a trade article and in consultation with the customer. Length: maximum 4,000 characters + image

Price: 7.900 € (not discountable)



Please note: The deadlines for the printing material deadline (from page 10).

We require texts and images for company portraits and advertorials to be designed by the publisher four weeks before the publication date (EVT).

Technical data print

Printing technique / completion

Printing method and processing	
Cover	sheetfed offset
Content	role offset
Paper	upgraded newsprint paper
Processing	saddle stitching
Format	Trimmed format: 230 x 297 mm (Markt&Technik: 230 x 297 mm) add 3 mm per trimmed edge for bleed size



Technical specifications

Position all image elements (including logos, QR codes) 5 mm from the outer edge. Files in PDF format according to the PDF/X-3 standard. For exact specifications, please contact the ad scheduling department of the respective magazine

Delivery address for advertising materials (ad scheduling):

DISPO.MarktundTechnik@wekanet.de
DISPO.Elektronik@wekanet.de
DISPO.Elektronik-automotive@wekanet.de
DISPO.DesignundElektronik@wekanet.de
DISPO.MedicalDesign@wekanet.de

File name

File names must be assigned according to the following pattern:

Advertiser_mut_issue for ads for Markt&Technik

Advertiser_d+e_issue for ads for Design&Elektronik

Advertiser_ek_issue for ads for Elektronik

Advertiser_md_issue for ads for Medical Design

Advertiser_ek-auto_issue for ads for EK automotive

Example: Mustermann_mut_1_22

Proof: are in 4 color mode based on standard

Content: „PSO-INP_Paper_eci.icc“.

Cover: „ISOcoated_v2_eci.icc“ for offset printing.

The corresponding profiles are available for download at www.eci.org.

Minor tonal value deviations are due to the tolerance range of web offset printing.

Black solid areas should be underlaid with 40% halftone in cyan.

FTP access: on request

Inserts / Bound inserts / Stickers

Supplements	
Minimum format	105 mm width x 148 mm height
Maximum size	in height and width 10 mm each smaller than the carrier product
Minimum weight	150 g/sqm for single sheet
Maximum weight	on request
Positioning	best possible

Inserts must be delivered trimmed and folded as finished end products and be suitable for machine processing. Insertion options: Print run or partial run by postal code or Nielsen area.

Bound inserts	
Scope	4 pages (more pages on request)
Minimum format	105 mm width x 148 mm height
Maximum format	Format of the carrier product
Trimmed pages	must have a bleed of 4 mm
Minimum weight	for 4-page products 100 g / sqm
Placement	between the different parts of the sheet

Bound inserts must be delivered folded and in untrimmed format and be suitable for machine processing.

Sticker	
Folded products must be closed to the bundle and suitable for machine processing. Positioning and formats available upon request. Placement options: Print run and partial run of inserts by ZIP code or Nielsen areas.	



Delivery date and delivery address

For the delivery date and conditions, please contact the persons you know.

L.N. Schaffrath DruckMedien GmbH & Co. KG

Marktweg 42-50, 47608 Geldern, Germany

Delivery note: Insert/insert CUSTOMER,
for MAGAZINE issue xy/2022

(please replace CUSTOMER with your company name and
MAGAZINE with the name of the magazine)

Event overview

Become part of our expert formats!



For more than 20 years, WEKA FACHMEDIEN has been organizing around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year in close cooperation with the responsible editorial team on topics such as Automotive Ethernet, Battery Technology, Wiring Systems, Data Center, Digital Workplace, Embedded, EMC, HMI, Safety & Security, Industry 4.0, Internet of Things, AI, Medical Technology, Passive Components, Smart Building, Sensor Technology, Power Supply, Time Sensitive Network, Wireless and many more. Our events impart valuable knowledge and enable cross-discipline networking. Convince yourself of our quality and bandwidth. Visit our events as exhibitor, speaker and participant

16. – 17.02.2022
Munich

05. – 07.07.2022
Munich

Virtual Events

At our virtual events, exhibitors and speakers can participate in the program with high-quality keynotes, technical-oriented specialist as well as product-specific presentations. Or actively involve participants in practical workshops and Q&A discussion rounds. We create the best possible program concept adapted to time zones, visitor dwell time, lecture duration, live streaming and on-demand. The virtual platforms offer plenty of space for product presentations, videos, image galleries, documents and also numerous interaction options: Live chat, video calls, interactive polls, participant chat, direct meetings.

More advantages

- Optimal target group approach
- Cost savings - no travel & travel expenses
- Logo presence in partner directory
- Exclusive sponsorship opportunities such as logo presence in the lobby, at room entry, etc.
- Possibility of qualified lead generation: contact data of the participants after approval of the GDPR.

16. – 17.02.2022
Munich

September 2022
Landshut

15. – 17.03.2022
Nuremberg

28. – 29.09.2022
Stuttgart

16. – 17.03.2022
Nuremberg

11. – 12.10.2022
Munich

Presence event

Meet your target group in person and use the opportunity to acquire new customers and business partners. Build your professional network. High-quality keynotes, expert-oriented presentations and hands-on workshops ensure a varied and broad event program across the entire spectrum of the topic. An exhibition with a booth allows you to showcase your products and engage in sales-oriented conversations. During extended break times, there are extensive opportunities for interaction with participants. The distinctive ambience of our locations and finest catering provide the perfect setting.

More advantages

- Live Q&A with visitors, extended lecture duration
- Various sponsorship possibilities like bags, lanyards, banners, catering, etc.
- Logo presence in partner directory
- Possibility of qualified lead generation: contact data of the participants after approval of the GDPR.

30. – 31.03.2022
Munich

11. – 12.10.2022
Munich

17.05.2022
Munich

09. – 10.11.2022
Munich

29. – 30.6.2022
Munich

16. – 17.11.2022
Munich



Contact us and be part of the community!

29.06.2022
Munich

Test seal

Reader test - 5 stars plus for your product



The reader test offers you the perfect content marketing tool to reach your target group interactively and subsequently convince new customers with a credible seal of approval. An independent jury from the readership evaluates your product, while the editorial team accompanies the reader test editorially on all channels.

Print media performance

- editorial test call
- editorial interim report
- editorial final report & awarding of the test seal
- High-gloss print document with your reader test (1,000 copies)



Digital media performance

- Test call and final report also on the website
- Test call and final report on the respective social media channels of the magazine
- Application and reports via the newsletter



Use the credible test seal for all your market communication!



24.900 € (not discountable)

Market studies

Generate attention for important industry topics

Join us in shedding light on the key developments in the electronics industry, turning questions into answers and gaining valuable insights from users and customers!

The editorial teams of our media brands use their in-depth know-how to develop question concepts on the most important focus topics of the moment. Through a targeted application strategy, we ensure that the survey not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality.

You then benefit from comprehensive communication: We pick up the results in our editorial reporting, develop a high-quality paper based on the study, which also includes your content, and make this and the most important facts available to companies, the media and, of course, for your PR and marketing measures.



Implementation

- Study by the editorial staff of the electronics network with a neutral topic
- Question creation by the editorial staff
- Creation, hosting and evaluation by the editorial team
- Number of cases: N = 150 (minimum)
- Report volume (digital) with editorial content, editorial evaluations and analyses

These market studies are planned for 2022

Topic	Publication
Power electronics	29.04.2022 (to PCIM)
Embedded	14.06.2022 (to embedded world)
Microcontroller	04.11.2022 (to electronica)

Sponsorship Options	Bronze	Gold	Platin
Company profile in the paper (digital)	✓	✓	✓
Logo placement in all application measures	✓	✓	✓
Provision of the study results	✓	✓	✓
Provision of the paper for marketing purposes (Accessibility via registration required)	✓	✓	✓
additional question(s) in the study	0	1	2
Statements in the report volume (digital)		✓	✓
Interview in the report volume (digital)			✓
Price	4.990 €	9.990 €	14.990 €

Customized Services

We are your 360° media partner, who can support your company and your products in a variety of ways to help them succeed in the market.

B2Impact:

Content creation with 360° communication

YOUR ADVANTAGES:

- Content creation for all channels
- Customized publishing
- Full service
- Social media campaigns
- Partner for corporate communications and agencies



B2IMPACT

b2impact.de

WEKA ONLINE CAMPUS:

Web seminars, training

YOUR ADVANTAGES:

- Perfect for customer retention and new customer acquisition
- Interactive content marketing tool with lead guarantee
- Increasing corporate awareness through cross-media advertising
- Effective knowledge transfer for your customers



weka-online-campus.de

WEKA CONSULTING:

Studies, surveys, consulting

YOUR ADVANTAGES:

- Individual surveys, market analyses and studies - tailored to your company
- Technical experts analyse customer needs and the strengths of your products



WEKA EVENTS:

Face-to-face and virtual events

YOUR ADVANTAGES:

- Over 25 years of experience in the event sector
- Innovative and targeted conception with realisation of live and virtual events at the highest level
- A well-rehearsed team as your all-in-one partner



weka-fachmedien.de/de/events/aktuelle-events

WEKA NOW:

Moving image

YOUR ADVANTAGES:

- Benefit from the new WEKA moving image format with its exclusive advertising formats
- Professional image films, reports and product presentations
- Own, fully equipped TV studio



WEKA TESTLAB:

Independent test laboratory

YOUR ADVANTAGES:

- Independent laboratory for smarthome, ICT and electronics
- Publisher's own measuring station for high-frequency measurements in the field of mobile telephony
- Unique method for objective measurement of WLAN connections
- Elaborate measurement of cameras, lenses and smartphone cameras
- Black space for measurements of TV sets
- Consulting by recognised experts
- Decoupled from the editorial offices (neutral and objective)



connect-testlab.com

B2Impact

B2Impact - what does that mean?

You expect from your marketing: impact and result. You get from B2Impact: only that. To achieve your communication goals, we always choose the most direct route. This path can lead via content marketing strategies, creative services such as events, or via targeted print and online campaigns. Because what works is what's right.



Story services

Producing relevant, useful content is a must for B2B companies today. Because content has become the central criterion for business success.

As a unit of a publishing house that publishes print and digital trade media for the electronics, automation, communications, medical, logistics, automotive, construction & buildings, and industrial sectors, we know the content needs of a B2B audience that expects texts to provide value and orientation. Producing good stories for thematic niches is our job - and your added value when you commission us to create high-impact stories. That's because we combine the in-house expertise of our editors and experts at WEKA FACHMEDIEN to create your content.

And most importantly, we also optimize your existing content so that it performs better.

Content campaigns

Content marketing turns your marketing itself into a product.

To ensure that your content is also consumed and thus creates impact with your customers, it must be embedded in a holistic content marketing strategy. Whether cover stories, online advertorials, editorials from defined topic worlds, customized newsletters, reader tests, employer and company profiles, success stories or social media posts.

We design integrated print and digital campaigns, using the entire spectrum of formats from text to image galleries to video in a targeted and resource-efficient way, seamlessly fitting the campaign into your marketing strategy and playing out the content either in our print and online media or on your content hub.

Cross-industry media planning

Benefit from our numerous media brands in the form of cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.

Corporate publishing

For us, your content is king!

From research to graphics, proofreading to handling printing, we'll be happy to take care of all the steps up to publication for you.

You decide whether your magazine will appear in the look and feel of our media brands and will also be distributed via our print and online distribution channels. As an e-paper, on the website and in the relevant newsletters.

Or we can design your own company-specific layout and you decide on the distribution and communication channels.

Video and Audio content

Moving images are becoming an increasingly important part of any communication mix in our world. That's why we've built a video team that creates video & audio solutions that perfectly showcase your message and hold the attention of viewers and listeners - from event videos to cinematic case studies or the explainer video that is so effective, especially for complex services and products.

Event marketing

Arousing positive emotions and transferring them to your company is best achieved with live marketing. As organizers of more than 50 trade congresses and conferences per year, we know how to select and inspire the right target groups for your B2B event. With our expertise and experience in packaging even very cutting-edge topics in exciting event formats and creating a coherent experience for your target group, from the choice of location to the speakers, we ensure experiences with results. Not only live, but also in virtual formats.

Translations

Professional translations are becoming more and more important with increasing internationalization. Have your documents such as marketing materials, operating instructions, or data sheets translated by our service providers, using the correct technical terminology.

General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH

(August 2021)

1. „Order“ within the meaning of the following General Terms and Conditions is the contract for the publication of one or more advertisements by an advertiser or other advertisers in the publisher's magazines for the purpose of distribution and for the placement of online advertising on the publisher's websites. These terms and conditions shall also apply to orders for third-party inserts in the magazines published by the publisher. Online advertising includes advertising banners, pop-ups, special interest and keyword placements.

2. Deviating, conflicting or supplementary general terms and conditions of advertising customers shall not become part of the contract unless the publisher expressly agrees to their validity.

3. The publisher is entitled to change these terms and conditions at any time. However, it shall inform its customers of the change in good time, at the latest one month in advance. In particular, the Publisher shall be entitled, in the event of the invalidity of a condition, to supplement or replace it with effect for existing contracts and, in the event of a change in a statutory provision or supreme court case law, if one or more conditions of the contractual relationship are affected by this change, to adjust the affected conditions in such a way as is consistent with the purpose of the changed legal situation.

4. The order comes into effect with the acceptance of the customer's order by the publisher. Acceptance may be made in writing or by e-mail.

5. If an advertising agency commissions advertising orders for third parties, the contract shall generally be concluded with the advertising agency, not with its client. If the client of the advertising agency is to become the contractual partner, the client must be named by the agency as the client and must provide written proof that the order has been placed with the advertising agency.

6. Advertising agencies and advertising agencies are obliged to adhere to the publisher's price list in their offers, contracts and settlements with advertisers. The agency fee granted by the publisher may not be passed on to the customer, either in whole or in part.

7. There shall be no entitlement to the inclusion of advertisements in specific numbers, specific issues or in specific places in the magazines. The publisher shall be at liberty to place an advertisement in a suitable position, unless the placement has been agreed for a specific number, in a specific issue or for a specific place in the relevant magazine. The prerequisite for this is the timely submission of the print documents. If the order cannot be executed in the particular number, the particular issue or in the particular place of the magazine, the publisher shall be entitled to place the advertisement in another number in a suitable place. Classified advertisements shall be printed in the relevant section without this requiring express agreement.

8. Placement of online advertising shall be made at the publisher's reasonable discretion, taking into account the interests of the customer to the greatest extent possible. The customer has no right to a placement of the online advertisement at a certain position on the respective website. The publisher reserves the right to postpone the publication dates of the online advertising for technical or other comprehensible reasons.

9. The customer may cancel advertising orders for online advertising after conclusion of the contract. The cancellation must be made in writing. The publisher will terminate the placement of the online advertising immediately after receipt of the cancellation.

10. Cancellation conditions online: Cancellation up to two weeks before the start of placement is possible free of charge. In the case of a shorter-term cancellation, the publisher is entitled to charge the following costs:

- in the event of cancellation less than two weeks before the start of placement, 30 % of the net order value;
- 50 % of the net order value in the event of cancellation one week or more before the start of insertion;
- in the event of cancellation after the start of placement, 50% of the net order value that is still outstanding at the time of completion of the placement of the online advertising. In addition, the price for the online advertising already placed will be charged. Cancellation conditions print: Cancellation up to the closing date of the advertisement is possible without a fee.

11. In deviation from the above regulations, a cancellation free of charge is only possible for date bookings up to two weeks before the placement date at the latest.

12. The publisher reserves the right to reject advertising orders - including individual placements, advertising copy and orders for inserts - on the grounds of content, origin or technical form in accordance with uniform, objectively justified principles of the publisher if their content violates laws or official regulations or their publication is unreasonable for the publisher. Orders for inserts shall not be binding on the publisher until a sample of the insert has been submitted or approved. Inserts which, due to their format or presentation, give the reader the impression that they are part of the magazine or which contain third-party advertisements will not be accepted. The customer will be notified immediately of the rejection of an order. Advertisements that are not recognizable as advertisements due to their editorial design may be identified by the publisher with the word „Advertisement“. Insofar as online advertising is not obviously recognizable as advertising, the publisher may also make it recognizable as such, in particular by marking it with the word „Advertisement“ and/or spatially setting it apart from the editorial content in order to make the advertising character clear. 13.

13. The customer is responsible for the timely delivery of flawless print documents or inserts or for the timely delivery of the materials required for online advertising. In the case of the delivery of digital print documents, the customer is obligated to deliver proper artwork, in particular artwork that complies with the format or technical specifications of the publisher, in good time by the print document deadline.

14. All services provided by the Publisher are subject to the timely fulfillment and performance of the Customer's obligations and acts of cooperation. In the case of audio- or video-linked advertising (e.g. banners which, when clicked on, open a pop-up window in which audio or video content is played), the customer shall be responsible for ensuring that the necessary agreements have been made with GEMA or other copyright associations or copyright holders.

15. If several files belonging together are transmitted, the customer shall ensure that these data are sent or stored within a common directory (folder).

16. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof supplied on paper. Without a color proof, color deviations are unavoidable, which cannot trigger a price reduction claim. In any case, a printout must be sent to the print shop by fax so that the factual correctness can be checked. A correction fax must be expressly requested by the customer. Only with correct color matching is a color correct conversion within the usual tolerances guaranteed.

17. The customer must ensure that the transmitted files are free of any computer viruses prior to the digital transmission of artwork. If the publisher discovers computer viruses on a file transmitted by e-mail, this file will be deleted immediately without the customer being able to assert any claims arising from this. The publisher also reserves the right to claim damages from the customer if such computer viruses infiltrated by the customer have caused damage to the publisher.

18. If digitally transmitted artwork is sent to the publisher by data carrier, it will only be returned to the customer upon special request.

19. The customer shall immediately provide a replacement for recognizably unsuitable or damaged print documents or advertising materials upon request by the publisher. The customer shall bear the costs for the production of ordered printing material or for the production of ordered advertising material as well as for significant changes to originally agreed designs requested by the customer and for which the customer is responsible due to the technical quality of the delivered printing material or advertising material. If any defects in the printing documents or advertising materials are not immediately recognizable, but only become apparent during the printing process or placement, the customer shall not be entitled to any claims in the event of insufficient printing or defective placement.

20. The customer assures that he is the unrestricted owner of all rights of use to the advertising media required for publication and distribution. In this respect, the Customer shall indemnify the Publisher against all claims of third parties and shall grant the Publisher the exploitation rights required for the publication of the advertising materials.

21. The Customer warrants that it is entitled to set the hyperlinks associated with the online advertising. The Customer further warrants that it will comply with the applicable provisions of data protection law - in particular the Federal and Teleservices Data Protection Act - and that it will also impose this obligation on its employees. If the Customer obtains or collects data from the placement of advertisements on the Publisher's online offers by using special techniques, such as the use of cookies or counting pixels, the Customer also warrants that it will comply with the provisions of the Telemedia Act (TMG) or the Interstate Broadcasting Treaty (RfStV) and the Federal Data Protection Act (BDSG) when collecting, processing and using personal data.

22. In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to the printing of a faultless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline set for this purpose or if the replacement advertisement is again not faultless, the customer shall be entitled to a reduction in payment (abatement) or cancellation of the order (rehibitory action).

23. In the event of defects in the online advertising, the publisher shall, at its discretion, first provide rectification or replacement. If the subsequent performance is unsuccessful, the customer may, at his discretion, demand a reduction in payment (abatement) or cancellation of the contract (rehibitory action).

24. The customer must report obvious defects in the online advertising in writing within a period of three working days of the online advertising going live; otherwise the assertion of the warranty claim shall be excluded.

25. In all other respects, the Publisher shall only be liable insofar as it, its vicarious agents and/or legal representatives are guilty of intentional or grossly negligent conduct. This shall not apply insofar as main contractual obligations are violated by the publisher.

26. In the event of slight negligence, liability on the part of the Publisher and/or its vicarious agents and legal representatives shall be excluded in the case of financial loss with regard to indirect damage, in particular consequential damage, unforeseeable damage or atypical damage as well as loss of profit. In other respects, in the case of pecuniary loss due to slight negligence, the liability of the publisher shall be limited to the remuneration payable by the customer. In the case of claims under the Product Liability Act and in the case of injury to life, limb or health, the Publisher shall be liable in accordance with the statutory provisions.

27. All claims of the customer against the publisher due to poor performance or defects in the online advertising shall expire one year after the claim arises, unless they are based on intentional conduct.

28. Proofs shall only be supplied upon express request. The customer shall be responsible for the correctness of the proofs sent. The publisher shall take into account all error corrections communicated to it by the printing material deadline or within a period agreed between the parties.

29. If there are no special size requirements, the calculation will be based on the actual print height customary for the type of advertisement.

30. If the customer does not make an advance payment, the invoice will be sent immediately, but if possible 14 days after publication of the advertisement. The prices for the advertising media are based on the currently valid price list. In the event of changes, the new conditions shall apply immediately in the case of price reductions, also for current orders, and in the case of price increases, one month after the announcement of the respectively valid conditions. Insofar as the remuneration for online advertising is calculated on a CPM basis, the Publisher shall inform the Customer upon request of the number of AdImpressions, AdClicks and the AdClick rate (ratio of AdClicks to AdImpressions) of the websites on which the Customer's online advertising is placed or, insofar as the remuneration is calculated on a pay-per-click basis, of the number of actual clicks.

31. The invoice shall be paid within the period indicated in the price list, unless a different payment period or advance payment has been agreed in writing in individual cases. Any discounts for early payment shall be granted in accordance with the price list. Discounts agreed upon or granted for the placement of several advertising media or for the conclusion of blanket orders shall only apply if the respective quantity and time frame are adhered to. In the event of non-compliance with the agreed quantity or time frame, the Publisher shall be entitled to charge the discount pro rata according to the difference between the discount granted and the discount corresponding to the actual acceptance.

32. In the event of default or deferral of payment, interest shall be charged at a rate of 8% above the prime rate or, if the customer is a consumer within the meaning of Section 13 of the German Civil Code (BGB), at a rate of 5% above the prime rate. In the event of late payment, the publisher may defer further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. In the event of reasonable doubt as to the customer's ability to pay, the publisher shall be entitled, even during the term of an advertising contract, to make the publication of further advertisements dependent on advance payment of the amount due on the closing date for advertisements and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment period.

33. The publisher will supply an advertisement voucher on request. Depending on the type and scope of the advertisement order, advertisement clippings, voucher pages or complete voucher numbers will be supplied. If a voucher can no longer be obtained, it shall be replaced by a legally binding certificate from the Publisher confirming the publication and distribution of the advertisement.

34. In the case of numbered advertisements, the publisher shall exercise the due care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered and express letters on box number advertisements shall be forwarded only by normal mail. Receipts from box number advertisements will be retained for four weeks. Letters not collected during this period will be destroyed.

35. If a joint discount is claimed for affiliated companies, written proof of the customer's group status is required. Affiliated companies within the meaning of this provision are companies between which there is a capital participation of at least 50%. The proof must be provided prior to claiming the group discount. Group discounts shall in any case require the express written confirmation of the Publisher. Termination of membership in the group must be notified without delay; the group discount shall also end upon termination of membership in the group.

36. The Publisher shall not be responsible for delays in performance caused by force majeure (strike, lockout, operational disruptions, etc.). After the event has ceased to exist, the publisher may publish advertisements in the next possible issue of the print publication and online advertising media without delay or withdraw from the contract in whole or in part. The customer shall not be entitled to any claims for damages in this respect.

37. Amendments or additions to these general terms and conditions must be made in writing, by fax or by e-mail. This also applies to amendments to this clause.

38. Any invalidity of a provision of these terms and conditions shall not affect the validity of the remaining provisions. Ineffective provisions shall be replaced by provisions which come as close as possible to the intended economic meaning of the ineffective provision.

39. The place of jurisdiction shall be the registered office of the publisher if the customer is a merchant within the meaning of the German Commercial Code, a legal entity under public law or a special fund under public law. The same shall apply if the customer has a registered office or habitual place of residence in the Federal Republic of Germany at the time the action is filed.

40. The law of the Federal Republic of Germany shall apply to the exclusion of the UN Convention on Contracts for the International Sale of Goods.

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