

elektroniknet.de

•medical-design



# MEDIA GUIDE 2023

Digital | Events | services

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**elektroniknet.de**

**medical-design.news**

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# Media overview

Titel	Brief characteristics	Target group	Rubrics
elektroniknet.de	<p>The leading IVW-tested web service for the electronics industry not only reflects the leading print brands „Markt&amp;Technik“, „Elektronik“, „Elektronik automotive“ and „DESIGN&amp;ELEKTRONIK“ on the web, but also their different strengths.</p> <p>New: SmarterWorld, the medium for smart technologies and networked systems, is now also part of elektroniknet.de and complements the range of topics with the application areas Smart Home and Buildings, Smart Cities and Grids as well as Critical Infrastructure.</p> <p>With 24 editors, the largest electronics editorial team in the world works for the business network. The performance data are correspondingly impressive:</p> <ul style="list-style-type: none"> <li>• over 7.5 million page views in the last twelve months (IVW Online months (IVW-Online 08/2021 - 07/2022)</li> <li>• over 65,000 news, product and trade articles</li> <li>• over 14,000 companies in the comprehensive supplier directory Matchmaker+</li> <li>• Newsletter: 17,300 recipients (as of 09/2022)</li> </ul>	<ul style="list-style-type: none"> <li>• Developers, designers</li> <li>• Purchasers</li> <li>• Decision-makers in research, production, quality control</li> <li>• From the business fields of industrial electronics, measurement and control technology as well as automotive electronics, vehicle construction, mechanical engineering</li> </ul>	<ul style="list-style-type: none"> <li>• automation</li> <li>• automotive</li> <li>• Semiconductor</li> <li>• distribution</li> <li>• E-Mechanics +</li> <li>• Passive Components</li> <li>• Electronics Manufacturing</li> <li>• embedded</li> <li>• Communication</li> <li>• Measure+Test</li> <li>• Optoelectronics</li> <li>• power</li> <li>• Career</li> <li>• International</li> </ul>
•medical-design	<p>Far beyond pure product reporting, medical design conveys valuable expertise on all aspects of medical technology in detailed technical articles, from the basics to applications. The focus is on the manufacture of the devices as well as their use on patients. medical design is the specialist medium for designers and developers of medical devices.</p> <p>Around the clock, www.medical-design.news provides information on the latest technologies and current trends in medical technology.</p> <ul style="list-style-type: none"> <li>• Newsletter: <b>7.600</b> recipients (as of 09/2022)</li> </ul>	<ul style="list-style-type: none"> <li>• Manufacturers, suppliers, OEMs, users and operators of medical devices and medical technology products</li> <li>• Developers of electronic components, assemblies, systems and devices used in medical technology</li> <li>• Sales engineers and consultants for medical devices and systems</li> <li>• Decision-makers in development, design, production, technical purchasing, quality assurance and management</li> <li>• Distributors of components, assemblies, systems and devices for medical technology</li> </ul>	

Publisher / Editor: WEKA FACHMEDIEN GmbH

Richard-Reitzner-Allee 2, 85540 Haar | Phone: +49 89 25556-1000 | [www.weka-fachmedien.de](http://www.weka-fachmedien.de)

# Target group elektroniknet.de

## Product interest



I have a very great or great interest in...  
(multiple answers possible)

- Active components
- Passive components
- Electromechanics
- Optoelectronics
- displays
- Measurement, test systems
- automotive
- automation technology
- Electronics manufacturing
- power supplies, UPS
- Industry 4.0/IIoT
- Safety&Security

## Rating elektroniknet.de



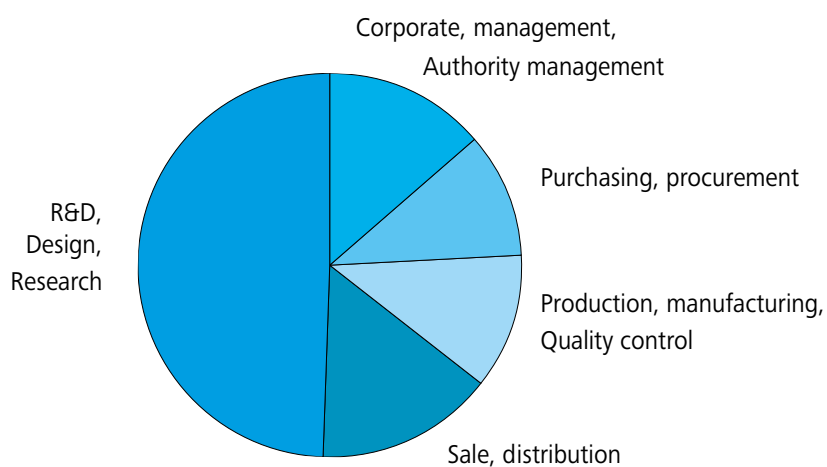
Which of the following statements on  
elektroniknet.de do you agree with?  
(multiple answers possible)

elektroniknet.de is up to date	<div></div>	94%
elektroniknet.de is credible	<div></div>	91%
elektroniknet.de has a high editorial quality	<div></div>	84%
elektroniknet.de provides reliable information	<div></div>	89%

## Job Function



In which areas of work do you work  
(multiple answers possible)



# Target group medical-design.news

## Topic interest



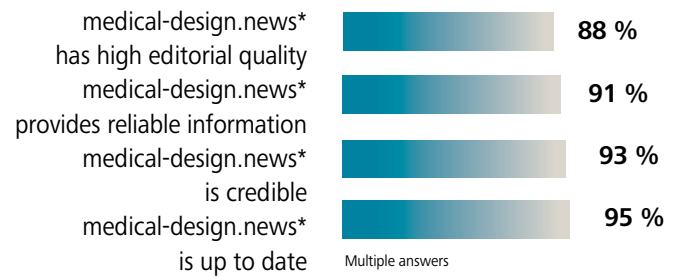
Which topics are business relevant and/or interesting for you?

- Medicine 4.0/Smart Health
- Artificial Intelligence
- Data Security
- Approval/Standards/Certification
- Diagnosis
- software development
- embedded Systems
- power Supply
- Semiconductor
- Electronics manufacturing
- Measurement/Sensor Technology

## Appreciation



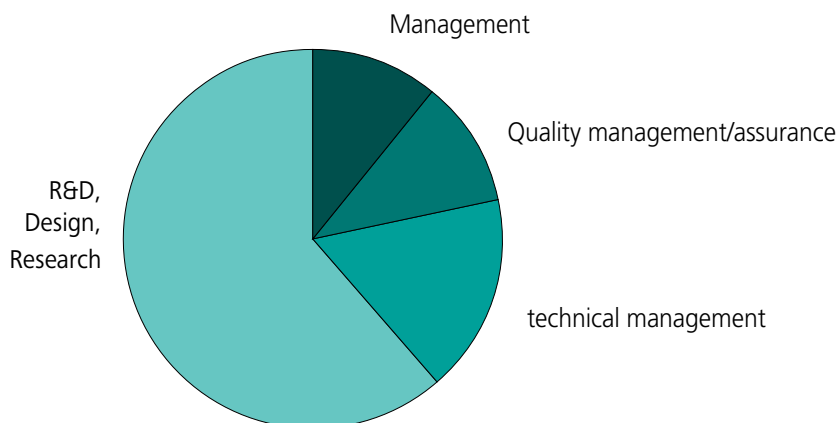
How do you rate the following statements about medical-design.news\*?  
(strongly agree, strongly agree, rather agree)



## Job Function



In which area of work do you focus?



# 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- & measurement



*„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 reportsn 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 reportsrstattung 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  
BRENNER 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

# Online ad formats

## 1 Large-/Leaderboard

€ 330,- / 1.000 ad impressions

(970 x 90 pixel, 150-300 KB)

€ 260,- / 1.000 ad impressions

(728 x 90 pixel, 150-300 KB)

## 2 Billboard

€ 390,- / 1.000 ad impressions

(970 x 250 or 800 x 250 pixel, 150-300 KB)

## 3 Wide Skyscraper (sticky)

€ 200,- / 1.000 ad impressions

(160 x 600 pixel, 40-80 KB)

## 4 Halfpage Ad

€ 300,- / 1.000 ad impressions

(300 x 600 pixel, 150 KB)

## 5 Medium Rectangle

€ 200,- / 1.000 ad impressions

(300 x 250 Pixel, 40-80 KB)

Position 3: € 120,- / 1.000 ad impressions

## 6 Native Ad

€ 390,- / 1.000 ad impressions

Headline: max. 25 characters

Teaser: max. 90 characters

Picture size: 300 x 169 pixel

Logo (optional): 150 x 50 pixel (3:1)

## 7 Content Super Banner

€ 390,- / 1.000 ad impressions

(640 x 250 pixel, 150 KB)

## 8 Video Ad

€ 200,- / 1.000 ad impressions

File size: min. 1.280 x 720,

Bit rate: 1,500 kBit/s, max. 30 MB

File format: MP4

Recommended display duration: max. 15 - 30 sec.



Possible file formats: GIF, JPEG, PNG, [HTML5](#), third party codes.

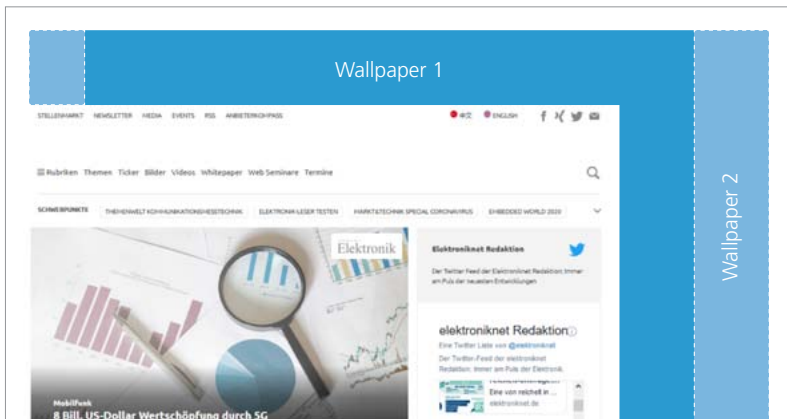
Specifications correspond to recommended file size, max. 1 MB possible,  
Data delivery to:  
DISPO.elektroniknet@wekanet.de  
DISPO.MedicalDesign@wekanet.de

The image shows a website layout with various ad placements. On the left, a vertical blue bar is labeled 'Wide Skyscraper (3)'. At the top, a horizontal blue bar is labeled 'Large-/Leaderboard (1)'. Below this, a large blue rectangle is labeled 'Billboard (2)'. To the right of the billboard, a vertical blue bar is labeled 'Wide Skyscraper (3)'. Below the billboard, there are several smaller ad slots. One is labeled 'Medium Rectangle (5)' and another 'Video Ad (8)'. Below these, a horizontal blue bar is labeled 'Halfpage Ad (4)'. To the right of the halfpage ad, a vertical blue bar is labeled 'Medium Rectangle (5)'. Below the halfpage ad, a horizontal blue bar is labeled 'Native Ad (6)' and 'Content Super Banner (7)'. To the right of the native ad, a vertical blue bar is labeled 'Medium Rectangle Position 3 (5)'. The main content area of the website is filled with various articles and images, including a car, a person, and a bar chart.



# Online ad specials / Banner mobile

## Ad specials



### Wallpaper 1

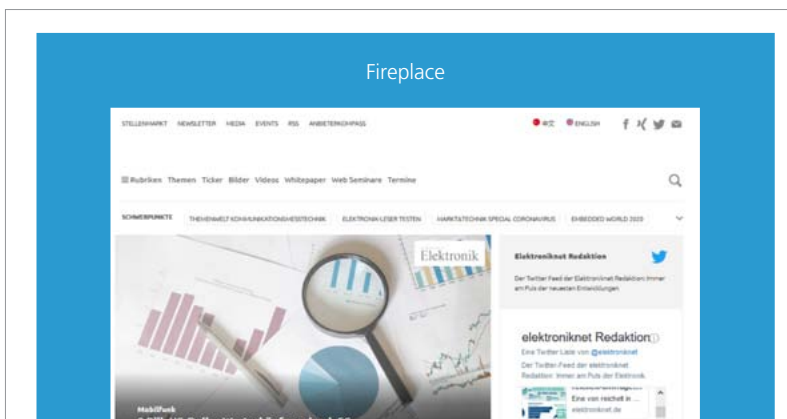
€ 380,- / 1.000 ad impressions  
leaderboard (728 x 90 pixel)  
+ wide skyscraper (160 x 600 pixel), 80 KB

### Wallpaper 2

€ 420,- / 1.000 ad impressions  
large leaderboard (970 x 90 pixel)  
+ halfpage ad (300 x 600 pixel), 150 KB

### Fireplace

€ 500,- / 1.000 ad impressions  
Top (990 x 90 pixel), 150 KB  
+ wide skyscraper left / right (160 x 600 pixel), 80 KB



Possible file formats: GIF, JPEG, PNG, [HTML5](#),  
third party codes.  
Specifications correspond to recommended  
file size, max. 1 MB possible  
Data delivery to:  
werbemittel@weka-fachmedien.de

## Banner mobile



### Top Position

**Mobile banner (6:1)** 320 x 50 px: € 270,-  
**Mobile banner (4:1)** 320 x 75 px: € 330,-  
**Mobile banner (alternative)**  
320 x 100 px: € 390,-  
recommended: 80 KB



### Mobile (InContent)

**Mobile content (6:1)** 320 x 50 px: € 100,-  
**Mobile content (4:1)** 320 x 75 px: € 150,-  
**Mobile content (alternative)**  
320 x 100 px: € 200,-  
**Mobile rectangle** 300 x 250 px: € 250,-  
**Mobile interstitial** 320 x 480 px: € 390,-  
**Mobile halfpage** Ad 300 x 600 px: € 390,-  
recommended: 80–150 KB



### Mobile Parallax

300 x 600 px recommended: 150 KB:  
€ 450,-

Due to different pixel rates of the  
devices, all banner formats can also  
be requested in double size.


# Newsletter advertising

**Premium  
Leaderboard**

30.08.2021

**Lieber Herr Mustermann,**

AMD könnte mit seinem Rivalen Intel gleichziehen, zumindest was das Produktportfolio umfasst: Gerüchte verdichten sich, dass AMD den FPGA-Spezialisten Xilinx übernehmen will. Damit hätte auch AMD diese Komponenten im Portfolio, die sich Intel bereits 2015 über den Kauf von Altera verschafft hatte. Schon damals tauchten sofort Gerüchte auf, dass auch Xilinx zum Verkauf anstünde. Allerdings war damals niemand in Sicht, der Xilinx hätte kaufen wollen oder können. Das scheint sich jetzt geändert zu haben.



**Ingo Kuss**  
Chefredakteur Markt&Technik

**Position 1**  
Below the editorial  
Native Ad / Text Ad / Billboard / Leaderboard/Video Ad

**Position 2 & 3**  
Within the messages  
Native Ad / Text Ad / Billboard / Leaderboard/Video Ad

**Position 4**  
At the end of the newsletter  
Native Ad / Text Ad / Billboard / Leaderboard/Video Ad

**Exklusiv-Sponsoring**

**SEP**  
**24**


Appointment entry

**MEHR >>**

**Small Rectangle**  
Example placement

**Small Rectangle**  
Example placement


**Headline for your ad**



Anzeige

**COMPANY LOGO**

**Headline for your ad**



Anzeige

Several times a week, the editorial teams of Markt&Technik, DESIGN& ELEKTRONIK, Elektronik and Elektronik automotive send out their newsletters to recipients from the electronics, automotive and automation industries. The high click rates make the newsletter an ideal advertising medium.

**elektroniknet: 17.352 recipients**  
**elektronik.de: 15.383 recipients**  
**automotive: 11.377 recipients**  
**medical-design.news: 7.611 recipients**

**markt-technik.de: 15.989 recipients**  
**design-elektronik.de: 14.967 recipients**  
**smarterworld.de: 10.000 recipients**  
**International: 14.410 recipients**

(Quelle: IVW, 2. Halbjahr 2022)

	elektroniknet.de*	automotive NL	medical-design.news smarterworld.de Karriere-NL International NL
<b>Premium Leaderboard</b> 630 x 90 Pixel, max. 200 KB	<b>2.590 €</b>	<b>1.990 €</b>	<b>1.890 €</b>
<b>Leaderboard in e-Paper Newsletter</b>	<b>2.590 €</b>	<b>2.590 €</b>	<b>1.590 €</b> (only medical-design.news)
<b>Small Rectangle</b> 291 x 156 Pixel, max. 200 KB Any image of the customer (Logo or logo with textual content)	<b>890 €</b>		<b>790 €</b>
<b>Appointment entry</b> Text: max. 140 characters incl. Spaces and ad URL (max. 1 link) in two newsletters	<b>590 €</b>	<b>590 €</b>	<b>490 €</b>
<b>Exclusive sponsorship</b> Premium Leaderboard + Billboard + 3 editorial mentions + Mention in the subject line	<b>6.370 €</b> (not discountable)	<b>6.170 €</b> (not discountable)	<b>5.450 €</b> (not discountable)
<b>Video-Ad</b> YouTube / Vimeo URL for integration	on request		

**Billboard** 630 x 200 Pixel, max. 200 KB

**Native Ad without logo** Visualization like article Headline + image + text and ad URL (max. 1 link) Image: 225 x 127 Px, max. 200 KB Headline: max. 40 characters, text: max. 300 characters each incl. spaces

**Text ad with logo** like Native Ad only with logo (150 x 50 pixels)

	elektroniknet.de*	automotive NL	medical-design.news smarterworld.de Karriere-NL International NL
Billboard / Native Ad without Logo / Text ad with logo - <b>Position 1</b>	<b>2.990 €</b>	<b>2.590 €</b>	<b>2.190 €</b>
Billboard / Native Ad without Logo / Text ad with logo - <b>Position 2+3</b>	<b>2.590 €</b>	<b>1.990 €</b>	<b>1.890 €</b>
BBillboard / Native Ad without Logo / Text ad with logo - <b>Position 4</b>	<b>1.990 €</b>	<b>1.690 €</b>	<b>1.590 €</b>

\* Price also applies to markt-technik.de, elektronik.de, design-elektronik.de and elektronik-automotive.de

# Newsletter: Topics and dates 2023

Date	CW	Brand	Topic
09.01.23	2	<b>Elektronik</b>	power supply
10.01.23		<b>Markt&amp;Technik</b>	semiconductor
11.01.23		<b>Elektronik automotive</b>	e-vehicles, power electronics
12.01.23		<b>Markt&amp;Technik</b>	measuring and testing technology
13.01.23		<b>elektroniknet.de</b>	
13.01.23	3	<b>elektroniknet.de international</b>	
15.01.23		<b>elektroniknet.de</b>	top news of the week
16.01.23		<b>Elektronik</b>	sensors
17.01.23		<b>Markt&amp;Technik</b>	connection technology
18.01.23		<b>Elektronik automotive</b>	connected car, sensors, ethernet
18.01.23		<b>medical design</b>	customers choice
19.01.23		<b>DESIGN&amp;ELEKTRONIK</b>	LED / lighting
20.01.23	4	<b>elektroniknet.de</b>	
20.01.23		<b>elektroniknet.de international</b>	
22.01.23		<b>elektroniknet.de</b>	top news of the week
23.01.23		<b>Elektronik</b>	power electronics
24.01.23		<b>Markt&amp;Technik</b>	optoelectronics
24.01.23		<b>smarterworld</b>	smart components
25.01.23		<b>Elektronik automotive</b>	autonomous driving, safety & security
25.01.23		<b>medical design</b>	power supply
26.01.23	5	<b>Markt&amp;Technik</b>	displays & lighting
27.01.23		<b>KARRIERE</b>	
27.01.23		<b>elektroniknet.de international</b>	
29.01.23		<b>elektroniknet.de</b>	top news of the week
30.01.23		<b>Elektronik</b>	embedded: hardware, software, tools
31.01.23		<b>Markt&amp;Technik</b>	distribution & supply chain
01.02.23		<b>Elektronik automotive</b>	alternative drives, electromechanics
01.02.23	6	<b>medical design</b>	medical image processing
02.02.23		<b>DESIGN&amp;ELEKTRONIK</b>	Raspberry PI & Co.
03.02.23		<b>elektroniknet.de</b>	
03.02.23		<b>elektroniknet.de international</b>	
05.02.23		<b>elektroniknet.de</b>	top news of the week
06.02.23		<b>Elektronik</b>	passive components
07.02.23		<b>Markt&amp;Technik</b>	electromechanics
08.02.23	7	<b>Elektronik automotive</b>	e-vehicles, power supply, batteries & rechargeable batteries
08.02.23		<b>medical design</b>	electromechanics & passive components
09.02.23		<b>Markt&amp;Technik</b>	semiconductor
10.02.23		<b>elektroniknet.de</b>	
10.02.23		<b>elektroniknet.de international</b>	
12.02.23		<b>elektroniknet.de</b>	top news of the week
13.02.23		<b>Elektronik</b>	displays / HMIs
14.02.23	7	<b>Markt&amp;Technik</b>	oscilloscopes
15.02.23	7	<b>Elektronik automotive</b>	services & shared mobility, passive components
15.02.23		<b>medical design</b>	customers choice
16.02.23	7	<b>DESIGN&amp;ELEKTRONIK</b>	customers choice
17.02.23	7	<b>elektroniknet.de</b>	
17.02.23		<b>elektroniknet.de international</b>	
19.02.23	7	<b>elektroniknet.de</b>	top news of the week
20.02.23	8	<b>Elektronik</b>	semiconductor
21.02.23	8	<b>Markt&amp;Technik</b>	power supply
21.02.23		<b>smarterworld</b>	LED / lighting
22.02.23	8	<b>Elektronik automotive</b>	e-vehicles, heat & cooling management
22.02.23	8	<b>medical design</b>	printed electronics, preliminary reports LopeC
23.02.23	8	<b>Markt&amp;Technik</b>	image processing
24.02.23	8	<b>KARRIERE</b>	
24.02.23	8	<b>elektroniknet.de international</b>	
26.02.23	8	<b>elektroniknet.de</b>	top news of the week
27.02.23	9	<b>Elektronik</b>	Industry 4.0 / IIoT
28.02.23	9	<b>Markt&amp;Technik</b>	power electronics
01.03.23	9	<b>Elektronik automotive</b>	autonomous driving, development systems

Date	CW	Brand	Topic
01.03.23	9	<b>medical design</b>	sensors/measurement
02.03.23	9	<b>DESIGN&amp;ELEKTRONIK</b>	customers choice
03.03.23	9	<b>elektroniknet.de</b>	
03.03.23	9	<b>elektroniknet.de international</b>	
05.03.23	9	<b>elektroniknet.de</b>	top news of the week
06.03.23	10	<b>Elektronik</b>	optoelectronics
07.03.23	10	<b>Markt&amp;Technik</b>	semiconductor
08.03.23	10	<b>Elektronik automotive</b>	connected car, power supply, batteries & rechargeable batteries
08.03.23	10	<b>medical design</b>	embedded systems
09.03.23	10	<b>Markt&amp;Technik</b>	EMS
10.03.23	10	<b>embedded world preliminary reports</b>	
10.03.23	10	<b>elektroniknet.de international</b>	
12.03.23	10	<b>elektroniknet.de</b>	top news of the week
13.03.23	11	<b>Elektronik</b>	embedded: hardware, software, tools
14.03.23	11	<b>elektroniknet.de</b>	embedded world reports
15.03.23	11	<b>elektroniknet.de</b>	embedded world reports
15.03.23	11	<b>Elektronik automotive</b>	alternative drives, assistance systems
15.03.23	11	<b>medical design</b>	materials und packaging
16.03.23	11	<b>elektroniknet.de</b>	embedded world reports
17.03.23	11	<b>elektroniknet.de</b>	
17.03.23	11	<b>elektroniknet.de international</b>	
19.03.23	11	<b>elektroniknet.de</b>	top news of the week
20.03.23	12	<b>Elektronik</b>	measuring and testing technology
21.03.23	12	<b>Markt&amp;Technik</b>	production & service
21.03.23	12	<b>smarterworld</b>	smart power
22.03.23	12	<b>Elektronik automotive</b>	e-vehicles, charging infrastructure
22.03.23	12	<b>medical design</b>	customers choice
23.03.23	12	<b>Markt&amp;Technik</b>	power supply
24.03.23	12	<b>EMV preliminary reports</b>	
24.03.23	12	<b>elektroniknet.de international</b>	
26.03.23	12	<b>elektroniknet.de</b>	top news of the week
27.03.23	13	<b>Elektronik</b>	semiconductor
27.03.-31.03.23	13		Online theme week: embedded systems
28.03.23	13	<b>Markt&amp;Technik</b>	thematic newsletter passive components
29.03.23	13	<b>Elektronik automotive</b>	connected car, measurement
29.03.23	13	<b>medical design</b>	IIoT & automation
30.03.23	13	<b>DESIGN&amp;ELEKTRONIK</b>	customers choice
31.03.23	13	<b>KARRIERE</b>	
31.03.23	13	<b>elektroniknet.de international</b>	
01.04.23	13	<b>elektroniknet.de</b>	top news of the week
03.04.23	14	<b>Elektronik</b>	sensors
03.04.-06.04.23	14		Online theme week: autonomous driving
04.04.23	14	<b>Markt&amp;Technik</b>	thematic newsletter electromechanics
05.04.23	14	<b>Elektronik automotive</b>	autonomous driving, embedded hard- & software
05.04.23	14	<b>medical design</b>	power supply
06.04.23	14	<b>Markt&amp;Technik</b>	batteries, rechargeable batteries, charging technology
11.04.23	15	<b>Markt&amp;Technik</b>	semiconductor
12.04.23	15	<b>Elektronik automotive</b>	e-vehicles, power supply, batteries & rechargeable batteries
12.04.23	15	<b>medical design</b>	displays / HMIs
13.04.23	15	<b>DESIGN&amp;ELEKTRONIK</b>	Industry 4.0 / IIoT
14.04.23	15	<b>Hannover Messe preliminary reports</b>	
14.04.23	15	<b>elektroniknet.de international</b>	
16.04.23	15	<b>elektroniknet.de</b>	top news of the week
17.04.23	15	<b>Elektronik</b>	power supply
18.04.23	16	<b>Markt&amp;Technik</b>	sensors
18.04.23	16	<b>smarterworld</b>	energy storage
19.04.23	16	<b>Elektronik automotive</b>	connected car, infotainment
19.04.23	16	<b>medical design</b>	e-health, preliminary reports DEMA
20.04.23	16	<b>Markt&amp;Technik</b>	customers choice
21.04.23	16	<b>elektroniknet.de</b>	



**New every Sunday:** elektroniknet.de Newsletter  
Top news of the week

# Newsletter: Topics and dates 2023

Date	CW	Brand	Topic
21.04.23	16	elektroniknet.de international	
23.04.23	16	elektroniknet.de	top news of the week
24.04.23	17	Elektronik	electromechanics & passive components
25.04.23	17	Markt&Technik	power electronics
26.04.23	17	Elektronik automotive	alternative drives, passive components
26.04.23	17	medical design	semiconductor
27.04.23	17	DESIGN&ELEKTRONIK	LED / lighting
28.04.23	17	KARRIERE	
28.04.23	17	elektroniknet.de international	
30.04.23	17	elektroniknet.de	top news of the week
02.05.23	18	Markt&Technik	thematic newsletter embedded-systems
03.05.23	18	Elektronik automotive	autonomous driving, sensors, ethernet
03.05.23	18	medical design	customers choice
04.05.23	18	Markt&Technik	semiconductor
05.05.23	18	preliminary reports PCIM	
05.05.23	18	SENSOR + TEST, SMT connect preliminary reports	
05.05.23	18	elektroniknet.de international	
07.05.23	18	elektroniknet.de	top news of the week
08.05.23	19	Elektronik	embedded: hardware, software, tools
09.05.23	19	Markt&Technik	distribution & supply chain
10.05.23	19	Elektronik automotive	connected car, connector
10.05.23	19	medical design	electromechanics & passive components
11.05.23	19	DESIGN&ELEKTRONIK	power
12.05.23	19	elektroniknet.de international	
14.05.23	19	elektroniknet.de	top news of the week
15.05.23	20	Elektronik	displays / HMI's
16.05.23	20	Markt&Technik	connection technology
17.05.23	20	Elektronik automotive	services & shared mobility, software
17.05.23	20	medical design	preliminary reports MedtecLIVE
19.05.23	20	elektroniknet.de international	
19.05.23	20	elektroniknet.de international	
21.05.23	20	elektroniknet.de	top news of the week
22.05.23	21	Elektronik	measuring and testing technology
22.05.-26.05.23	21		Online theme week: EMS
23.05.23	21	Markt&Technik	thematic newsletter automotive
23.05.23	21	smarterworld	smart components
24.05.23	21	medical design	embedded systems
25.05.23	21	DESIGN&ELEKTRONIK	semiconductor
26.05.23	21	KARRIERE	
26.05.23	21	elektroniknet.de international	
30.05.23	22	Markt&Technik	embedded: hardware, software, tools
31.05.23	22	Elektronik automotive	e-vehicles, embedded hard- & software
31.05.23	22	medical design	power supply
01.06.23	22	Markt&Technik	automation
02.06.23	22	elektroniknet.de	
02.06.23	22	elektroniknet.de international	
04.06.23	22	elektroniknet.de	top news of the week
05.06.23	23	Elektronik	customers choice
06.06.23	23	Markt&Technik	Industry 4.0 / IIoT
07.06.23	23	Elektronik automotive	autonomous driving, electromechanics
07.06.23	23	medical design	e-health
09.06.23	23	elektroniknet.de	
09.06.23	23	elektroniknet.de international	
11.06.23	23	elektroniknet.de	top news of the week
12.06.23	24	Elektronik	semiconductor
12.06.-16.06.23	24		Online theme week power supply
13.06.23	24	Markt&Technik	
14.06.23	24	Elektronik automotive	connected car, communication technology
14.06.23	24	medical design	customers choice
15.06.23	24	Markt&Technik	

Date	CW	Brand	Topic
16.06.23	24	elektroniknet.de	
16.06.23	24	elektroniknet.de international	
18.06.23	24	elektroniknet.de	top news of the week
19.06.23	25	Elektronik	embedded: hardware, software, tools
20.06.23	25	Markt&Technik	production & service
20.06.23	25	smarterworld	LED / lighting
21.06.23	25	Elektronik automotive	alternative drives, heat & cooling management
21.06.23	25	medical design	drive technology
22.06.23	25	DESIGN&ELEKTRONIK	displays
23.06.23	25	elektroniknet.de	
23.06.23	25	elektroniknet.de international	
25.06.23	25	elektroniknet.de	top news of the week
26.06.23	26	Elektronik	power electronics
27.06.23	26	Markt&Technik	semiconductor
28.06.23	26	Elektronik automotive	e-vehicles, charging infrastructure
28.06.23	26	medical design	displays / HMI's
29.06.23	26	Markt&Technik	measuring and testing technology
30.06.23	26	KARRIERE	
30.06.23	26	elektroniknet.de international	
02.07.23	26	elektroniknet.de	top news of the week
03.07.23	27	Elektronik	optoelectronics
04.07.23	27	Markt&Technik	thematic newsletter electromechanics
05.07.23	27	Elektronik automotive	connected car, communication technology
05.07.23	27	medical design	wearables
06.07.23	27	DESIGN&ELEKTRONIK	electromechanics & passive components
07.07.23	27	elektroniknet.de	
07.07.23	27	elektroniknet.de international	
09.07.23	27	elektroniknet.de	top news of the week
10.07.23	28	Elektronik	Industry 4.0 / IIoT
11.07.23	28	Markt&Technik	image processing
12.07.23	28	Elektronik automotive	alternative drives, software-engineering
12.07.23	28	medical design	electromechanics & passive components
13.07.23	28	Markt&Technik	sensors
14.07.23	28	elektroniknet.de	
14.07.23	28	elektroniknet.de international	
16.07.23	28	elektroniknet.de	top news of the week
17.07.23	29	Elektronik	safety & security
18.07.23	29	Markt&Technik	passive components
19.07.23	29	Elektronik automotive	e-vehicles, power supply, batteries & rechargeable batteries
19.07.23	29	medical design	semiconductor
20.07.23	29	DESIGN&ELEKTRONIK	embedded: hardware, software, tools
21.07.23	29	elektroniknet.de	
21.07.23	29	elektroniknet.de international	
23.07.23	29	elektroniknet.de	top news of the week
24.07.23	30	Elektronik	semiconductor
24.07.-28.07.23	30		Online theme week: measuring and testing technology
25.07.23	30	Markt&Technik	thematic newsletter powermanagement
25.07.23	30	smarterworld	smart grid, smart meter
26.07.23	30	Elektronik automotive	autonomous driving, embedded hard- & software
26.07.23	30	medical design	medical image processing
27.07.23	30	Markt&Technik	thematic newsletter power supply, batteries & rechargeable batteries
28.07.23	30	KARRIERE	
28.07.23	30	elektroniknet.de international	
30.07.23	30	elektroniknet.de	top news of the week
31.07.23	31	Elektronik	maker boards
01.08.23	31	Markt&Technik	distribution & supply chain
02.08.23	31	Elektronik automotive	e-vehicles, electromechanics
02.08.23	31	medical design	e-health
03.08.23	31	DESIGN&ELEKTRONIK	displays & lighting



**New every Sunday:** elektroniknet.de Newsletter  
Top news of the week

# Newsletter: Topics and dates 2023

Date	CW	Brand	Topic
04.08.23	31	elektroniknet.de	
04.08.23	31	elektroniknet.de international	
06.08.23	31	elektroniknet.de	top news of the week
07.08.23	32	Elektronik	thermal management / cooling technology
08.08.23	32	Markt&Technik	oscilloscopes
09.08.23	32	Elektronik automotive	connected car, power supply
09.08.23	32	medical design	IoT & automation
10.08.23	32	Markt&Technik	customers choice
11.08.23	32	elektroniknet.de	
11.08.23	32	elektroniknet.de international	
13.08.23	32	elektroniknet.de	top news of the week
14.08.23	33	Elektronik	
16.08.23	33	Elektronik automotive	autonomous driving, embedded hard- & software
17.08.23	33	DESIGN&ELEKTRONIK	customers choice
18.08.23	33	elektroniknet.de	
18.08.23	33	elektroniknet.de international	
20.08.23	33	elektroniknet.de	top news of the week
21.08.23	34	Elektronik	traffic engineering
22.08.23	34	Markt&Technik	LED / lighting
23.08.23	34	Elektronik automotive	connected car, electromechanics
23.08.23	34	medical design	customers choice
24.08.23	34	Markt&Technik	sensors
25.08.23	34	KARRIERE	
25.08.23	34	elektroniknet.de international	
27.08.23	34	elektroniknet.de	top news of the week
28.08.23	35	Elektronik	embedded: hardware, software, tools
29.08.23	35	Markt&Technik	thematic newsletter Industry 4.0 / IIoT
29.08.23	35	smarterworld	energy storage
30.08.23	35	Elektronik automotive	e-vehicles, power electronics
30.08.23	35	medical design	materials und packaging
31.08.23	35	DESIGN&ELEKTRONIK	customers choice
01.09.23	35	elektroniknet.de	
01.09.23	35	elektroniknet.de international	
03.09.23	35	elektroniknet.de	top news of the week
04.09.23	36	Elektronik	measuring and testing technology
05.09.23	36	Markt&Technik	power electronics
06.09.23	36	Elektronik automotive	services & shared mobility, passive components
06.09.23	36	medical design	power supply
07.09.23	36	Markt&Technik	optoelectronics
08.09.23	36	elektroniknet.de	
08.09.23	36	elektroniknet.de international	
10.09.23	36	elektroniknet.de	top news of the week
11.09.23	37	Elektronik	connection technology
12.09.23	37	Markt&Technik	semiconductor
13.09.23	37	Elektronik automotive	connected car, measurement
13.09.23	37	medical design	electromechanics & passive components
14.09.23	37	DESIGN&ELEKTRONIK	customers choice
15.09.23	37	elektroniknet.de	
15.09.23	37	elektroniknet.de international	
17.09.23	37	elektroniknet.de	top news of the week
18.09.23	38	Elektronik	power supply
18.09.-22.09.23	38		Online theme week: electromobility
19.09.23	38	Markt&Technik	electromechanics
19.09.23	38	smarterworld	smart power
20.09.23	38	Elektronik automotive	e-vehicles, power supply, batteries & rechargeable batteries
20.09.23	38	medical design	displays / HMI's
21.09.23	38	Markt&Technik	customers choice
22.09.23	38	elektroniknet.de	
22.09.23	38	elektroniknet.de international	

Date	CW	Brand	Topic
24.09.23	38	elektroniknet.de	top news of the week
25.09.23	39	Elektronik	displays / HMI's
25.09.-29.09.23	39		Online theme week: analog- und powermanagement
26.09.23	39	Markt&Technik	embedded: hardware, software, tools
27.09.23	39	Elektronik automotive	autonomous driving, safety & security
27.09.23	39	medical design	customers choice
28.09.23	39	DESIGN&ELEKTRONIK	Industry 4.0 / IIoT
29.09.23	39	KARRIERE	
29.09.23	39	elektroniknet.de international	
01.10.23	39	elektroniknet.de	top news of the week
02.10.23	40	Elektronik	3D printing
04.10.23	40	Elektronik automotive	alternative drives, software & tools
04.10.23	40	medical design	electromechanics & passive components
05.10.23	40	Markt&Technik	power supply
06.10.23	40	preliminary reports Motek	
06.10.23	40	elektroniknet.de international	
08.10.23	40	elektroniknet.de	top news of the week
09.10.23	41	Elektronik	software - Trends
09.10.-13.10.23	41		Online theme week: electromechanics
10.10.23	41	Markt&Technik	thematic newsletter EMS
11.10.23	41	Elektronik automotive	connected car, connector
11.10.23	41	medical design	sensors/measurement
12.10.23	41	DESIGN&ELEKTRONIK	displays / HMI's
13.10.23	41	elektroniknet.de	
13.10.23	41	elektroniknet.de international	
15.10.23	41	elektroniknet.de	top news of the week
16.10.23	42	Elektronik	semiconductor
17.10.23	42	Markt&Technik	image processing
17.10.23	42	smarterworld	smart components
18.10.23	42	Elektronik automotive	e-vehicles, charging infrastructure
18.10.23	42	medical design	embedded systems
19.10.23	42	Markt&Technik	distribution & supply chain
20.10.23	42	elektroniknet.de	
20.10.23	42	elektroniknet.de international	
22.10.23	42	elektroniknet.de	top news of the week
23.10.23	43	Elektronik	batteries, rechargeable batteries, charging technology
24.10.23	43	Markt&Technik	measuring and testing technology
25.10.23	43	Elektronik automotive	electromobility, power supply, batteries & rechargeable batteries
25.10.23	43	medical design	preliminary reports Medica
26.10.23	43	DESIGN&ELEKTRONIK	semiconductor
27.10.23	43	KARRIERE	
27.10.23	43	elektroniknet.de international	
29.10.23	43	elektroniknet.de	top news of the week
30.10.23	44	Elektronik	embedded: hardware, software, tools
30.10.-03.11.23	44		Online theme week: connected cars
31.10.23	44	Markt&Technik	passive components
02.11.23	44	Elektronik automotive	connected car, bus systems
02.11.23	44	medical design	preliminary reports Compamed
03.11.23	44	elektroniknet.de	
03.11.23	44	elektroniknet.de international	
05.11.23	44	elektroniknet.de	top news of the week
06.11.23	45	Elektronik	power electronics
06.11.-10.11.23	45		Online theme week: optoelectronics
07.11.23	45	Markt&Technik	power supply
08.11.23	45	Elektronik automotive	autonomous driving, development systems
08.11.23	45	medical design	e-health
09.11.23	45	DESIGN&ELEKTRONIK	passive components
10.11.23	45	preliminary reports productronica	
10.11.23	45	elektroniknet.de international	



**New every Sunday:** elektroniknet.de Newsletter  
Top news of the week



# Newsletter: Topics and dates 2023

Date	CW	Brand	Topic
12.11.23	45	elektroniknet.de	top news of the week
13.11.23	46	Elektronik	semiconductor
14.11.23	46	Markt&Technik	customers choice
15.11.23	46	Elektronik automotive	e-vehicles, embedded hard- & software
15.11.23	46	medical design	semiconductor
16.11.23	46	Markt&Technik	customers choice
17.11.23	46	elektroniknet.de	
17.11.23	46	elektroniknet.de international	
19.11.23	46	elektroniknet.de	top news of the week
20.11.23	47	Elektronik	power supply & power-management
21.11.23	47	Markt&Technik	artificial intelligence
21.11.23	47	smarterworld	LED / lighting
22.11.23	47	Elektronik automotive	alternative drives, passive components
22.11.23	47	medical design	IoT & automation
23.11.23	47	DESIGN&ELEKTRONIK	
24.11.23	47	preliminary reports SPS	
24.11.23	47	KARRIERE	
24.11.23	47	elektroniknet.de international	
26.11.23	47	elektroniknet.de	top news of the week
27.11.23	48	Elektronik	connection technology
28.11.23	48	Markt&Technik	electromechanics
29.11.23	48	Elektronik automotive	services & shared mobility, software
29.11.23	48	medical design	displays / HMI's
30.11.23	48	Markt&Technik	sensors
01.12.23	48	elektroniknet.de	
01.12.23	48	elektroniknet.de international	
03.12.23	48	elektroniknet.de	top news of the week
04.12.23	49	Elektronik	measuring and testing technology
04.12.-08.12.23	49		Online theme week: power electronics
05.12.23	49	Markt&Technik	production & service
05.12.23	49	smarterworld	smart cities
06.12.23	49	Elektronik automotive	connected car, electromechanics
06.12.23	49	medical design	power supply
07.12.23	49	DESIGN&ELEKTRONIK	customers choice
08.12.23	49	elektroniknet.de	
08.12.23	49	elektroniknet.de international	
10.12.23	49	elektroniknet.de	top news of the week
11.12.23	50	Elektronik	Industry 4.0 / IIoT
12.12.23	50	Markt&Technik	embedded: hardware, software, tools
13.12.23	50	Elektronik automotive	connected car, connector
13.12.23	50	medical design	drive technology
14.12.23	50	Markt&Technik	displays & lighting
15.12.23	50	elektroniknet.de	
15.12.23	50	elektroniknet.de international	
17.12.23	50	elektroniknet.de	top news of the week
18.12.23	51	Elektronik	electromechanics & passive components
19.12.23	51	Markt&Technik	semiconductor
20.12.23	51	KARRIERE	



**New every Sunday:** elektroniknet.de Newsletter  
Top news of the week



# Customized newsletter

## Target group specific: Customized newsletter

Benefit from our high-quality newsletter databases. We send your corporate message exclusively. We efficiently broadcast your advertising message to the most up-to-date, targeted segments from our double opt-in, GDPR compliant, registered users' databases.

### Benefits

- High reader/user loyalty
- High Impact Messaging
- Clear cost structure
- Maintained database
- Transparent reporting



### Technical specifications



#### Creation via WEKA FACHMEDIEN

- Subject line: max. 150 characters incl. spaces
- Logo: 150 x 50 px
- Max. 3 images:
  - Variant A: 1 header image 630 x 200 px
  - + 2 more á 270 x 200 px
  - Variant B: 3 x 270 x 200 px
- Text: max. 2,000 characters without spaces
- Links: max. 5
- optional video ad: link to YouTube or Vimeo



#### Delivery of finished HTML mailing

- Width: 630 Pixel
- Default fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: do not use CC strings within the HTML, send the CSS strings in a separate file
- Maximum file size: max. 300 KB per image;
- max. 2 MB per newsletter
- Font size: not smaller than 10 pt
- Do not use forms
- Use tables for layout
- Image formats: jpg, gif, png

**Data delivery:** at least 5 working days before broadcast to [werbemittel@weka-fachmedien.de](mailto:werbemittel@weka-fachmedien.de)



**Base price: € 1,990,-**

**+ per thousand recipients: € 290,-** (each not discountable)

# Direct link program

## Direct link program – your direct link for more turnover

The direct link program directs our readers/your customers to your website directly through a tracking URL, **using keywords defined by you**. The combination of professional content and innovative technology guarantees you a high ROI.

Example keyword Netzteile / Example company STMicroelectronics

 Netzteile

**Das Evaluation-Board EVL400W-EUPL7 von STMicroelectronics liefert eine einsatzbereite 400-Watt-Stromversorgung, die den strengsten heutigen Energieeffizienznormen entspricht.**

direct link to your website ➔

Das Board nutzt die Funktionen des Current-Mode-PFC-Controllers L4984D von [STMicroelectronics](#) und des Resonanz-Halbbrücken-Controllers L6699 von ST, um die Energieeffizienz in mehreren Betriebsmodi zu maximieren.

Die Volllasteffizienz liegt bei über 93 Prozent bei 230 VAC und über 91 Prozent bei 110 VAC, bei einem Leerlauf-Netzstromverbrauch von weniger als 0,15 W. Das Board erfüllt die Anforderungen von ENERGY STAR Version 6.1 für Computer, die Anforderungen von EuP Lot 6 Tier 2 für Haushalts- und Bürogeräte und CoC (Code of Conduct) Version 5 Tier 2 für externe [Netzteile](#). Das EVL400W-EUPL7 hat auch die CLEAResult Plug Load Solutions 80 PLUS Zertifizierung erhalten, die bei 115V AC mit Platin und bei 230V AC mit Gold bewertet wurde.

Der hohe Wirkungsgrad bei geringen Lasten ist dank des Burst-Modus der L4984D- und L6699-Bausteine sowie der selbstadaptiven Totzeit des L6699 möglich. Der L4984D und der L6699 zeichnen



## Benefits

- direct link to your homepage or your online shop
- prominent placement in editorial content
- high attention and high probability to click



Price: from € 990 / month (not discountable)

# Social media plus

We distribute your content across all digital channels

With the Social Media Plus package we increase your social media reach!

## Benefits social media plus

- Category of your choice in the business network
- Newsletter (date by arrangement)
- Publication on the social media channels of the object (depending on availability) within 24 hours after publication on the website
- Font, image and format sizes as elektroniknet.de. Marking of the article with advertisement



Total price: € 2,990 (not discountable)

Optional distribution via Newsletter International and elektroniknet.de/international (plus € 1,590)



**smarterworld.de, medical-design.net:**

Total price: 2,490 € (not discountable)



### Material required from you

- Umbrella line and title max. 55 characters
- Advertorial text: approx. 2,000 characters (incl. spaces)
- Links: max. 3 links in the text
- Image: max. 1280 x 720 pixels, ratio 16:9
- Social media text: 280 characters (incl. hashtags)
- Lead time: 5 days



Social-Media-Angebote	Twitter	LinkedIn	Xing	Instagram
Markt&Technik	✓	✓	✓	
Elektronik	✓	✓	✓	
Design&Elektronik	✓	✓	✓	
Elektronik automotive	✓	✓	✓	
medical design	✓	✓	✓	✓
elektroniknet.de	✓	✓	✓	
smarterworld.de			✓	

We distribute your content across all digital channels and bring your brand, products, service and success story to China, of course in local language.

## services

- distribution: elektroniknet.de/chinese, additionally media brand and column in the business network elektroniknet.de of your choice, newsletter (media brand and date by arrangement), social media platforms in China: BaiDu, ByteDance, sina.com, Sohu.com, Tencent, WeChat
- Average impressions 112,700  
Average readers 6,190
- Publication on social media channels after article publication on elektroniknet.de/chinese
- Font, image and format sizes as elektroniknet.de/chinese, translation of the text in Chinese is included in the services provided
- Storytelling: characters: max. 2,000 incl. spaces, image: max. 628 x 353 pixels, ratio 16:9
- Lead time: 5 days



Total price: € 4,990 (not discountable)



	Follower	Ø Impressions	Ø Leser
Bytedance	14.457	105.107	4.532
Baidu	7.836	7.595	798
Sohu	–	–	303
Tencent	786	–	311
Sina	73	–	227
WeChat	1.149	–	28

# Online theme weeks

## Your advertising options for the Online theme weeks

elektroniknet.de

Our Online theme week give you the opportunity to place your own content within the editorial environment on a specific theme.

### Dates Online theme week

27.–31. 3. 23	Embedded systems
3.–6. 4. 23	Autonomous driving
22.–26. 5. 23	EMS
12.–16. 6. 23	Power Supply
24.–28. 7. 23	Measuring and testing technology
18.–22. 9. 23	Electromobility
25.–29. 9. 23	Analogue and power management
9.–13. 10. 23	Electromechanics
30. 10. – 3. 11. 23	Connected Cars
6.–10. 11. 23	Optoelectronics
4.–8. 12. 23	Power Electronics



Lead image example

Standard Sponsorship	Bronze	Silver	Gold
Number of advertorials with own lead image in the newsletter of the Themenwoche and additionally on elektroniknet.de in a relevant section	1	1	2
Exclusive direct link company name (to the homepage for 12 weeks after the start of the theme week)	✓	✓	✓
Your company logo in the lead image for the Themenwoche		✓	✓
Your company logo in the notice for the Themenwoche for 6 weeks		✓	✓
Social media posts on Twitter, Xing, LinkedIn (if available)		✓	
<b>Price*</b>	<b>2.990 €</b>	<b>4.990 €</b>	<b>5.990 €</b>

Customized Sponsorship	Price*
Users ask - experts answer Video on elektroniknet.de, production via the publisher, reference to the video via social media and the newsletter	4.990 €
Sweepstakes for the Themenwoche: generate leads through our high-reach game „Find the Pair“.	4.990 €
Question of the week Survey on elektroniknet.de with announcement	2.590 €

\*Prices not discountable

# Online theme week

## Your advertising options for the Online theme week

**medical-design.news**

Our Online theme week give you the opportunity to place your own content within the editorial environment on a specific theme.

### Dates Online theme week

6.–10. March 23	Materials & Additive Manufacturing
8.–12. May 23	AI & Embedded Technologies
4.–8. Sept. 23	Smart Medical Technology / Packaging
4.–8. Dec. 23	Medical Sensors & Connectivity



Lead image example

Standard Sponsorship	Bronze	Silver	Gold	Platin
Your company logo in the lead image of the landing page (limited to a maximum of 4 partners)	✓	✓	✓	✓
Mention as a partner of the Online theme week at the end of the landing page	✓	✓	✓	✓
Your advertorial with your own lead image in your corporate design	✓	✓	✓	✓
Positioning on the start page for the entire week	✓	✓	✓	✓
Linking to your company homepage	✓	✓	✓	✓
Publication of your advertorial in the 2 special newsletters		✓	✓	✓
Extension of your advertorial following the Themenwoche on the homepage via the „Infobox“			✓	✓
Print publication of your advertorial in medical design (shortened version if necessary)				✓
<b>Price</b>	<b>1,800 €</b>	<b>2,800 €</b>	<b>3,500 €</b>	<b>4,800 €</b>



# Whitepaper promotion

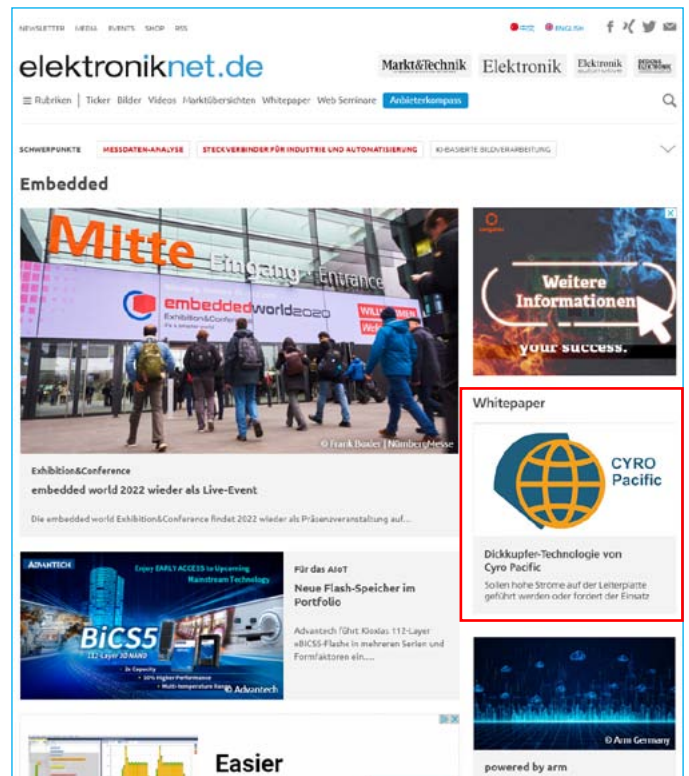
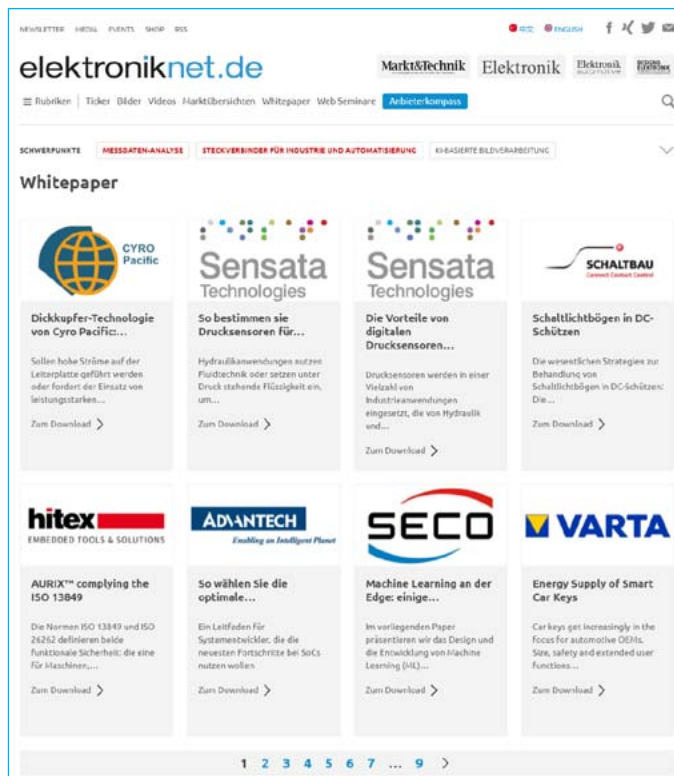
Present your whitepaper in the editorial environment of elektroniknet.de and generate high-quality leads!

## services and technical specifications including registration

- 2 Premium Leaderboard Banner (630 x 90 Pixel, max. 200 KB) in the newsletter
- Presentation of the whitepaper including your company logo on elektroniknet.de (whitepaper link or pdf, description of the whitepaper (recommended 500-600 characters, company logo min. 628x353 pixel at 72 dpi)
- Announcements of the whitepaper in a section of your choice for 4 weeks. Company name, headline text (37 characters), teaser text (99 characters)



Total price: 3.500 € (not discountable)

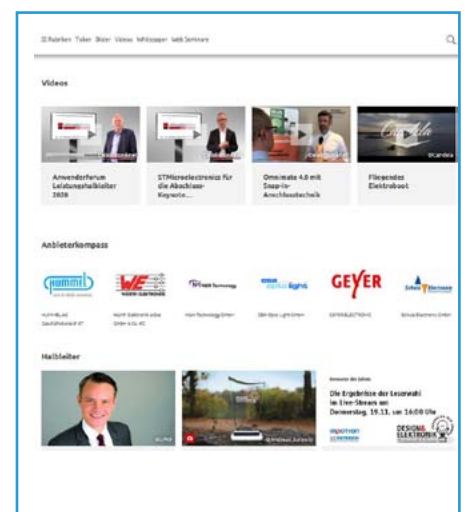
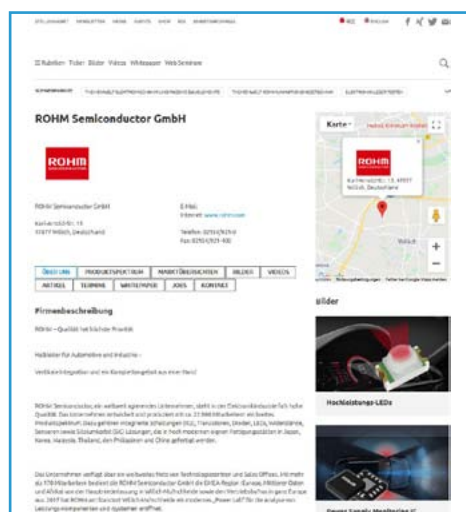


More than 14,000 companies present themselves in the supplier compass on elektroniknet.de, and more than 200 interactive market overviews complement this service.

By booking a premium entry, you ensure that your customers find you even better! Take advantage of the wide range of options on elektroniknet.de: from a comprehensive company profile including pictures and videos to the presentation of current company events and trade fair appearances.

## Advantages for premium suppliers

- Display of a notice box with further articles about your company next to every editorial article that mentions your company name
- Display of your company logo and contact details next to every editorial article that contains a keyword booked by you.
- The editorial content about your company/product published on elektroniknet.de or smarterworld.de will also be displayed in the premium entry
- Reference to your premium entry also in our respective newsletter and on the website
- Increased visibility in the product search in the supplier compass through logo insertion
- Upgrading of the premium entry by date entries, pictures, videos or whitepapers
- Only as a premium supplier you have the possibility to book keywords (e.g. connectors, microcontrollers, displays, etc.). If this keyword is mentioned in an editorial article, we will place a reference to your premium entry together with your company logo in the info box on the right.



**Customers can find the right provider here!**

You can't miss out on that: Secure your premium entry in the supplier compass now!

[www.elektroniknet.de/anbieterkompass/](http://www.elektroniknet.de/anbieterkompass/)



Total price: € 2,990 / 12 months (not discountable).

**One keyword for free!** (max. 36,000 insertions)

Price per additional keyword: € 990 / 12 months

# Web seminar

Convey specific know-how and involve your customers actively and live in the action! Underline the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation!



## services promotion and implementation

- Pre-announcement of the web seminar in the newsletters (date entry with max. 140 characters incl. spaces)
- Announcement in a section for a total of one month with a maximum of 5,000 ad impressions (medium rectangle)
- Announcement of the web seminar in the newsletter (Native Ad: headline + image + text and ad URL (max. 1 link), image: 225 x 127 pixels, max. 200 KB, headline: max. 40 characters, text: max. 300 characters, in each case including spaces)
- A customized newsletter for the web seminar
- Participant registration
- Briefing of your speaker and technical implementation
- A live broadcast incl. on and off moderation
- Afterwards, the web seminar is still available for download as an on-demand webcast that requires registration.
- Transfer of leads/registration data (company, first name, last name, e-mail)



**Total price: 6,900 € (not discountable)**

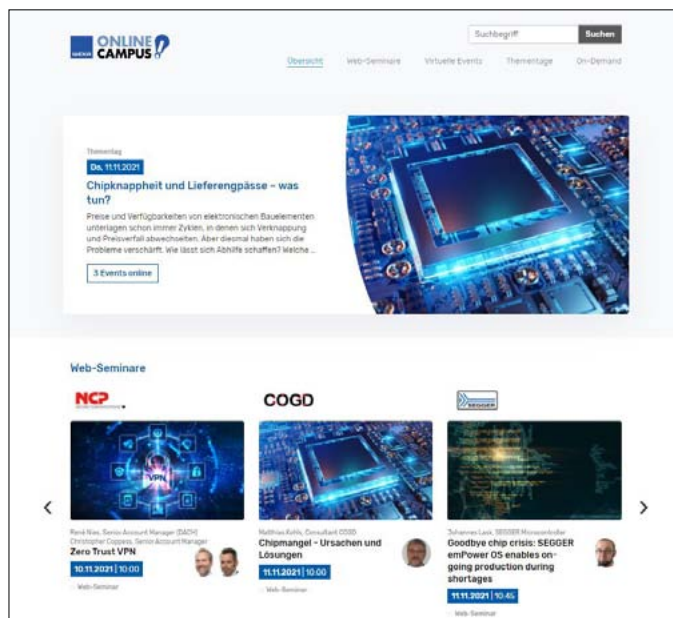
Optional plus 1/1 page print advertisement (design by the publisher), total price: € 7,500



**Total price technical implementation: 2,400 € (not discountable)**

incl. participant registration, video recording, reporting

This is how your web seminar could be advertised on the Internet.



## Dates theme days

- |               |   |
|---------------|---|
| 2. March 2023 | Obsolescence management                     |
| 4. May 2023   | Embedded Vision                             |
| 8. June 2023  | Automotive Metrology                        |
| 5. Oct. 2023  | 5G-/6G communication measurement technology |
| 9. Nov. 2023  | Matter                                      |
| 7. Dec. 2023  | Employer Branding                           |

**elektroniknet.de Web-Seminare**  
Know-how für Experten

**THEMENTAG**

**Chipknappheit & Lieferengpässe – was tun?**

Preise und Verfügbarkeit von elektronischen Bauelementen unterliegen schon immer Zyklen, in denen sich Verknappung und Preisverfall abwechseln. Aber diesmal haben sich die Probleme verschärft. Wie lässt sich Abhilfe schaffen? Welche Strategien bieten sich an, einerseits um kurzfristige Lösungen zu schaffen, andererseits um Sicherheit für die Zukunft zu schaffen? Antworten geben die Referenten unseres Thementags am 11. November ab 10 Uhr.

**DONNERSTAG**  
**11. NOV 2021**  
10:00 - 12:00 UHR

**Agenda Thementag:**

**Keynote 10:00**  
Speaker: Matthias Kohls  
„Chipmangel - Ursachen und Lösungen“

**Vortrag 10:45**  
Speaker: Johannes Lask  
„Goodbye chip crisis: SEGGER empower OS enables on-going production during shortages“

**Vortrag 11:30**  
Speaker: Holger Krumme  
„Vorsicht – Gefälschte Bauteile! Strategischer Entscheidungsfeld zur Erkennung von minderwertiger oder gefälschter Ware“

**Jetzt kostenfrei anmelden unter:**  
[bit.ly/chipkrise](https://bit.ly/chipkrise)

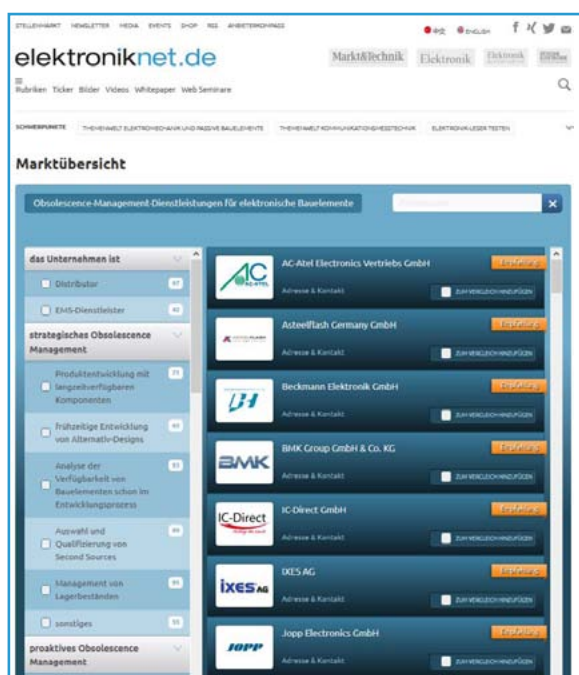
**Ansprechpartner**  
zum Thema Web-Seminare:  
Robin Beldie  
rbeldie@weka-fachmedien.de  
Tel.: +49 89 2556 1340

The optional full-page ad in our magazines ensures even more attention and subscribers.

Benefit from the interactive market overviews on elektroniknet.de with comprehensive search and selection functions and enhance your entry.

## Your premium entry includes

- logo placement (file format: JPEG, PNG)
- color highlighting of your entry



**58.477** Insertion of premium provider logos in the market overviews

Period: October 2020 - October 2021 Source: OMSTAT



**Price per market overview digital: 250 € (not discountable)**

# Video ad, advertising in image galleries

Use our website as a platform for your video advertising!

## Video Ad

- Size: 300 x 250, 640 x 480, 640 x 380
- File Format: MP4
- File size: 1.280 x 720,
- Bitrate: from 1.500 kBit/s, max. 30MB
- Recommended display time: max. 15 - 30 sec.



Total price: 200 € / 1,000 Ad Impressions

## Advertising in image galleries

### • Pre-Roll

Your advertising clip will be shown before the start of the actual video

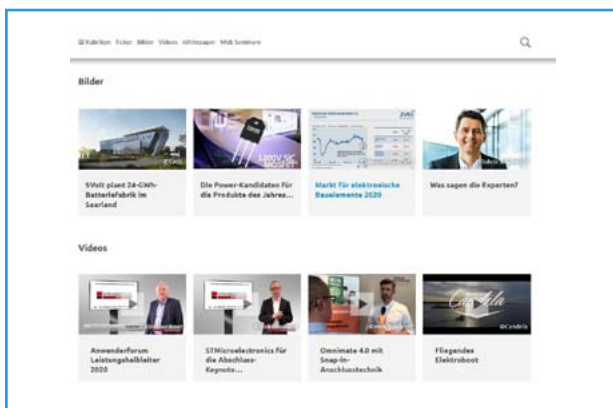
Maximum length: 10 seconds Price: 890 € per category and month

Cost of creating a clip (static images/logo + spoken text): Price: 490 € (not discountable)

### • Overlay

A static banner is displayed during the running video

Size: 468 x 60 pixels Price: 1,100 € per category and month





# Online Advertorial

The online advertorial is ideal for presenting complex topics over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial contributions. This gives your content a high level of credibility.

## Implementation

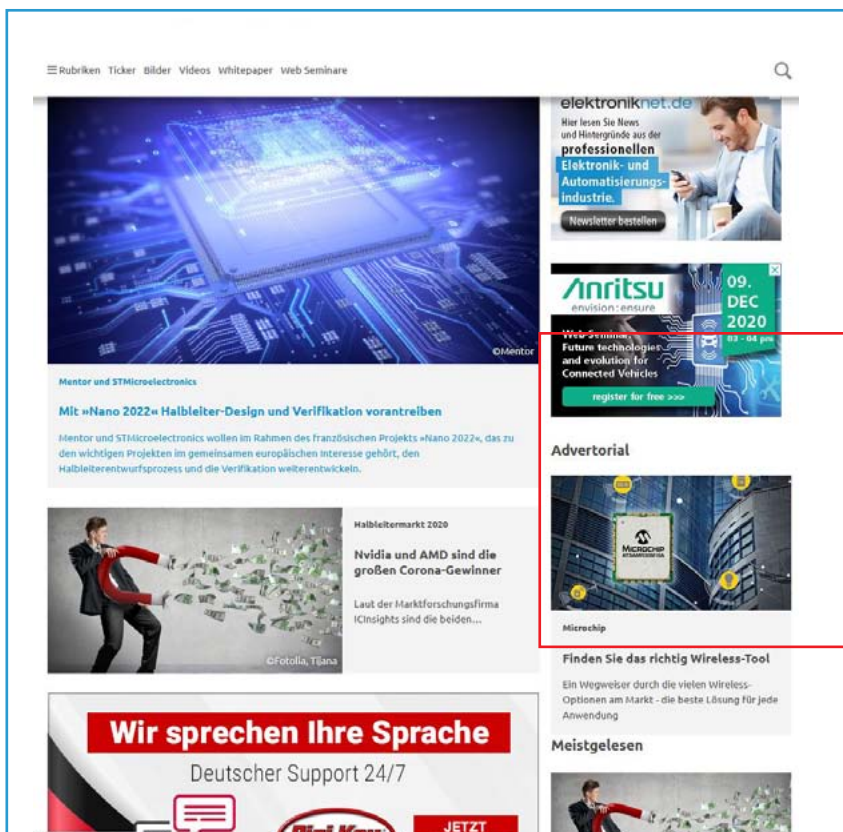
- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment in a section of your choice, incl. image and linking
- Digital payout: content and teaser are displayed on both desktop and mobile devices

## Material you need

- Teaser image: 1280x720 pixels, 300 dpi, optional: logo in the image.
- Headline text: max. 65 characters incl. spaces
- Leader text: max. 300 characters incl. spaces
- Text for the article, if necessary additional pictures and links
- in a category of your choice
- Data delivery 10 days before start



**Total price: 2,990 € / month (not discountable)**



### Preview box

- Company name: max. 30 characters
- Headline text: max. 37 characters
- Description text: max. 99 characters



# Theme World Promotion

As a sponsor of a theme world, your topic/product will be placed on [elektroniknet.de](https://elektroniknet.de) in a suitable editorial environment and prominently highlighted for four weeks.

## Implementation

- Advertorial at the top of the Theme World Page
- Our editorial team places thematically appropriate articles within the theme world page
- Promotion of your advertorial via preview boxes in the corresponding sections for 4 weeks
- Visibility of the themed world for a further 12 months
- Optionally, you can advertise your theme world via a text ad in the newsletter.

## We need

### For the advertorial:

- Teaser image: 628 x 353 pixels with your company logo
- Headline text: max. 45 characters incl. spaces
- Leader text: max. 300 characters incl. spaces
- Text for the article, additional images and links if necessary
- Data delivery 10 days before start of runtime

### For the preview box:

- Headline text: max. 37 characters
- Description text: max. 99 characters



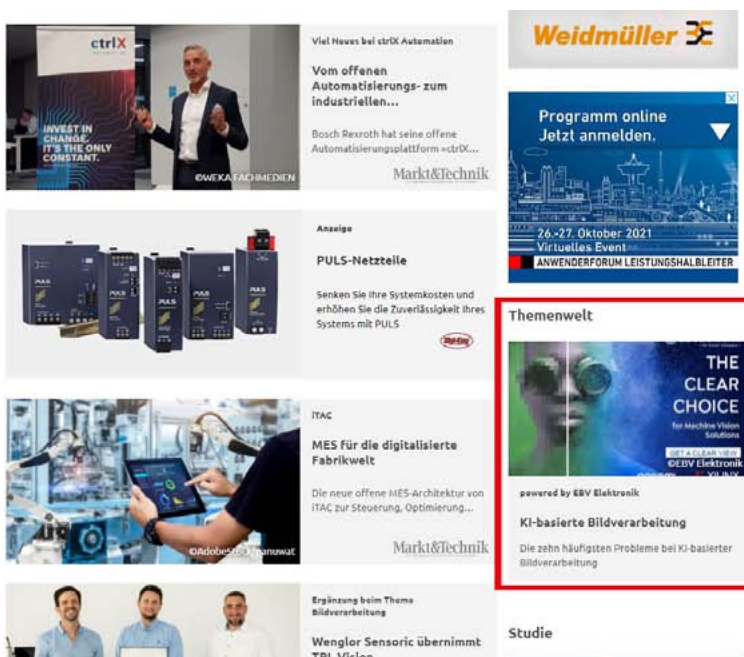
**Total price: 2,490 € / month (not discountable)**

**+ text ad in newsletter (optional) 1,490 €**



### Preview box

- Headline text: max. 37 characters
- Description text: max. 99 characters



# Find the pair

elektroniknet.de

Generate leads playfully

## Advantages

- Lead generation
- High reach and attention
- Raffle of your products

## Advertising measures

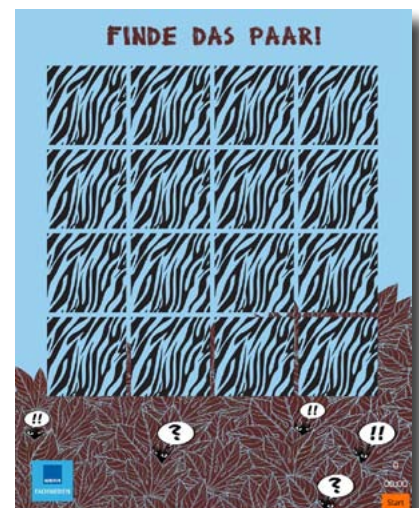
- Four weeks Wide-Skyscraper (sticky) on elektroniknet.de with approx. 10.000 Ad Impressions ROS
- Application in the newsletter with approx. 17,000 recipients

## Implementation

- Duration freely selectable, at least 4 weeks
- 6 pairs = 12 cards (max. 16 cards)
- You provide one or more prizes for the raffle free of charge.
- Please send us:
  - Details about the prize for your raffle
  - An image of the award in web-ready resolution with the source of the image indicated, width 500 pixel, height 350 pixel, File format: JPG
  - Your logo or description with max. 100 characters text
  - A picture for the „back“ of the cards and pictures that must be found as a pair
- You will receive all leads of the promotion and conduct the raffle yourself.
- Clickable example: [Finde das Paar](#)



Total price: 4,900 € / month (not discountable)



# 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!



Total price: 24,900 € (not discountable)

# Exclusive surveys

## Forming opinions through targeted questions

Create professional surveys and questionnaires with us to gain insights into your strategy, market developments or technical trends. The surveys are played out via the communication channels of elektroniknet.de and thus reach your relevant target group directly. We are also happy to support you with the conception, creation, application and evaluation.



### Option 1: Survey

Implementation

- Survey consisting of up to 10 questions
- Delivery of the questions by the customer
- Creation and hosting by WEKA
- Number of cases: N = 30 (minimum)
- Duration: approx. 2 weeks
- **Reporting:** Survey reporting in Excel format

Advertising measures

- A Customized Newsletter as well as Native Ad in the newsletter and on the website
- Prize draw to generate participants



Fixed price: 9,990 €

### Option 2: Survey with consulting/evaluation

Implementation

- Survey consisting of up to 15 questions
- Delivery of the questions by the customer, if desired with content consulting by WEKA
- Creation and hosting by WEKA
- Number of cases: N = 50 (minimum)
- Duration: approx. 4 weeks
- **Reporting:** Creation of a paper (digital) based on the survey results (management summary, graphics, etc.)

Advertising measures

- A Customized Newsletter as well as Native Ad in the newsletter and on the website
- Prize draw to generate participants



Fixed price: 14,990 €

# 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 2023

Topic	Publication
microcontroller	07.03.2023
power electronics	03.05.2023
embedded	25.10.2023

Sponsorship Options	Bronze	Gold	Platinum
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 paper	0	1	2
Statements in the report volume (digital)		✓	✓
Interview in the report volume (digital)			✓
<b>Price</b>	<b>4,990 €</b>	<b>9,990 €</b>	<b>14,990 €</b>

# Events

Congresses, seminars, workshops -  
become a sponsor or exhibitor!



More than 60 national and international B2B congresses, seminars and workshops of WEKA BUSINESS COMMUNICATIONS offer you the right platform to present your company to a large professional audience! On site or online!

Behind our events are strong media brands, most of which are market leaders in their respective segments.

In close cooperation with recognised experts and our specialist editorial teams, we develop event formats that bring your company 100% of the target group.

**Book one of our attractive sponsorship packages or become part of the affiliated trade exhibitions!**

Our specialist editorial teams accompany every event and report before and after with a high coverage in print and online. A real added value for sponsors and speakers!

**31.01. – 01.02.2023**  
München

**21.09.2023**  
Landshut

**14.-16.03.2023**  
Nürnberg

**27.-28.09.2023**  
Ludwigsburg bei Stuttgart

## Face-to-face event

Meet your target group in person and use the opportunity to acquire new customers and business partners. Networking. High-quality keynotes, expert-oriented lectures and hands-on workshops ensure a varied and broad event programme across the entire spectrum of the topic. The exhibition with a stand allows you to present your products and conduct sales-oriented discussions.

During the extended break times, there will be extensive opportunities for interaction with the participants. The unmistakable ambience of our locations and the finest catering provide the perfect setting.

**15.-16.03.2023**  
Nürnberg

**26.10.2023**  
Ludwigsburg bei Stuttgart

## More advantages

- Various sponsorship possibilities such as bags, lanyards, banners, catering, etc.
- Logo presence in the partner directory

**22.-23.03.2023**  
München

**22.-23.11.2023**  
München

## Virtual events

In our virtual formats, exhibitors and speakers can participate in the programme with high-quality keynotes and technically oriented presentations. Or actively involve participants in practical workshops and Q&A discussion rounds. We create a programme concept adapted to time zones, visitors' length of stay, lecture duration, live streaming and on-demand. The virtual platform offers plenty of space for product presentations, videos, image galleries and documents, surveys, participant chat, direct meetings.

**27.06.2023**  
München

**Herbst 2023**  
München

**27.-28.06.2023**  
München

## More advantages

- Optimal target group approach
- Logo presence in the partner directory
- Exclusive sponsoring opportunities such as logo presence in the lobby lobby, at room entrances, etc.

**All our formats offer you the possibility of qualified lead generation, naturally GDPR-compliant!**



# 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](http://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
- Increase corporate awareness through cross-media advertising
- Effective knowledge transfer for your customers



[weka-online-campus.de](http://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 seasoned team as your all-in-one partner



[weka-fachmedien.de/de/events/aktuelle-events](http://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
- In-house, fully equipped TV studio



## **WEKA TESTLAB:**

### **Independent test laboratory**

#### **YOUR ADVANTAGES:**

- Independent laboratory for smarthome, ICT and electronics
- publisher's in-house 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](http://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

(October 2022)

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 agents 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.

# Contact

## USA

Véronique Lamarque-Pandit  
E&Tech Media, llc  
80 Kenrick Street  
Brighton, MA 02135  
USA  
Phone: +1-860-536-6677  
veronique.lamarque@gmail.com  
Skype: E&Tech Media

## USA East

Huson International Media  
Kristen Riley  
13 – 17 Laight Street  
Suite 401 (Mailbox #7)  
New York, NY 10013  
Phone: +1 -212 268 33 44  
Fax: +1 -212 268 33 55  
kristen.riley@husonmedia.com

## USA - West

Huson International Media  
Ralph Lockwood  
16615 Lark Avenue, Suite 100  
Los Gatos,  
California 95032  
Phone: +1 408 879 6666  
Fax: +1 408 879 6669  
ralph.lockwood@husonmedia.com

## For all other territories please contact:

Carolin Schlüter  
Sales Director Electronics  
Phone: +49 89 25556 - 1570  
cschlueter@wekanet.de

Martina Niekrawietz  
International Account Manager  
Phone: +49 89 25556 - 1309  
Fax: +49 89 25556 - 1651  
mniekrawietz@weka-fachmedien.de

## Editor-in-chief:

Dr. Ingo Kuss  
Phone: +49 89 25556 - 1324  
ikuss@weka-fachmedien.de

Joachim Kroll  
Phone: +49 89 25556 - 1335  
jkroll@weka-fachmedien.de

## WEKA FACHMEDIEN GmbH

Richard-Reitzner-Allee 2  
85540 Haar  
Germany

## Terms of payment:

Bank details: HypoVereinsbank, München  
IBAN: DE37 7002 0270 0035 7049 81  
SWIFT (BIC): HYVEDEMMXXX  
VAT No.: DE 811 190 616  
Payment within 21 days without deduction.

# Contact

## Editorial office



### Dr. Ingo Kuss

Director Content Cluster Electronics  
Editor-in-Chief Markt&Technik  
+49 89 25556-1324  
ikuss@weka-fachmedien.de



### Joachim Kroll

Editor-in-Chief Elektronik, Elektronik  
automotive, Design&Elektronik,  
medical design  
+49 89 25556-1335  
jkroll@weka-fachmedien.de



### Heinz Arnold

Senior Editor, Deputy Editor-in-Chief  
Markt&Technik  
+49 89 25556-1253  
harnold@weka-fachmedien.de



### Achim Grolman

Managing Editor Markt&Technik  
+49 89 25556-1318  
agrolman@weka-fachmedien.de



### Markus Kien

Managing Editor Elektronik, Elektronik  
automotive, Design&Elektronik, medical design  
+49 89 25556-1333  
mkien@weka-fachmedien.de



### Ute Häußler

Editor  
+49 89 25556-1369  
uhaeusler@weka-fachmedien.de



### Engelbert Hopf

Chief reporter  
+49 89 25556-1320  
ehopf@weka-fachmedien.de



### Irina Hübner

Editor  
+49 89 25556-1339  
ihuebner@weka-fachmedien.de



### Ralf Higgleke

Editor  
+49 89 25556-1341  
rhiggleke@weka-fachmedien.de



### Corinna Puhlmann-Hespen

Editor  
+49 89 25556-1316  
cpuhlmann@weka-fachmedien.de



### Corinne Schindlbeck

Managing Editor  
+49 89 25556-1311  
cschindlbeck@weka-fachmedien.de



### Andreas Knoll

Managing Editor  
+49 89 25556-1319  
aknoll@weka-fachmedien.de



### Harry Schubert

Editor  
+49 89 25556-1338  
hschubert@weka-fachmedien.de



### Iris Stroh

Managing Editor  
+49 89 25556-1326  
istroh@weka-fachmedien.de



### Tobias Schlichtmeier

Editor  
+49 89 25556-1368  
tschlichtmeier@weka-fachmedien.de



### Nicole Wörner

Editor  
+49 89 25556-1325  
nwoerner@weka-fachmedien.de



### Karin Zühlke

Managing Editor  
+49 89 25556-1329  
kzuehlke@weka-fachmedien.de



### Kathrin Veigel

Editor  
+49 89 25556-1746  
kveigel@weka-fachmedien.de



### Nicolas Wenger

Content-Manager  
+49 89 25556-1314  
nwenger@weka-fachmedien.de



### Andrea Seidel

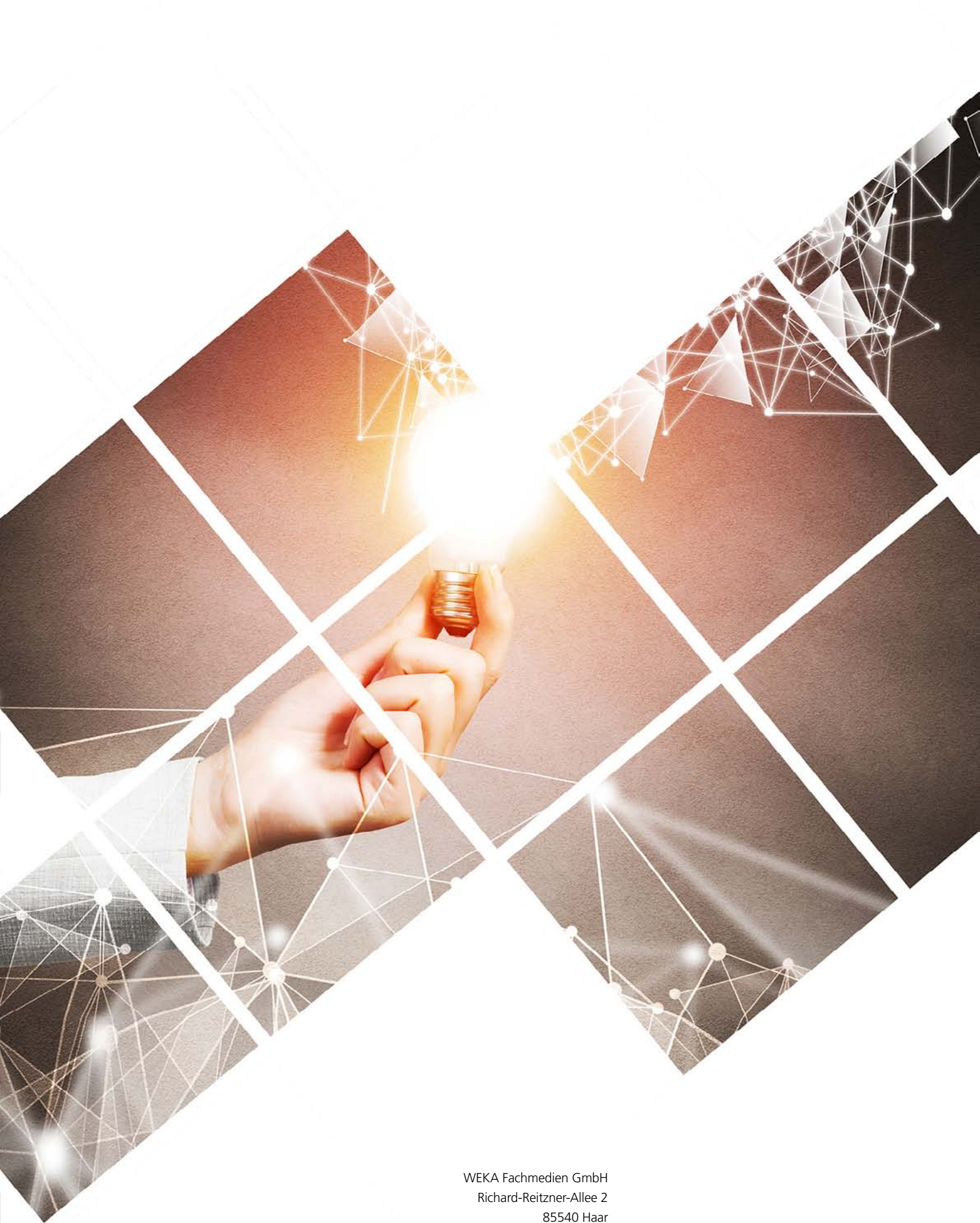
Editorial Assistance  
+49 89 25556-1332  
aseidel@weka-fachmedien.de



### Alexandra Chromy

Editorial Assistance  
+49 89 25556-1317  
achromy@weka-fachmedien.de





WEKA Fachmedien GmbH  
Richard-Reitzner-Allee 2  
85540 Haar  
+49 89 25556-1000  
[media@elektroniknet.de](mailto:media@elektroniknet.de)