

ENERGIE & TECHNIK

Solutions for a Smarter World



ENERGIE & TECHNIK SUMMIT
Smart Home & Metering

MEDIA GUIDE

2016

energie-und-technik.de / Promotion



Kunden-Newsletter
»Potenzielle Innovationen verstecken sich in der Wertschöpfungskette«

Lesen Sie mehr über die neuesten Entwicklungen in der Wertschöpfungskette und die neuesten Innovationen in der Wertschöpfungskette. Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen. Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Technische Innovationen
Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Technische Innovationen
Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Technische Innovationen
Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Technische Innovationen
Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Die Wertschöpfungskette ist ein Prozess, der die Wertschöpfung eines Produktes oder einer Dienstleistung umfasst. In der Wertschöpfungskette sind verschiedene Akteure beteiligt, die die Wertschöpfung des Produktes oder der Dienstleistung unterstützen.

Official media partner
embeddedworld2016
Exhibition & Conference
2016

Official media partner
sps ipc drives
2016



SHOWROOM



USA

Véronique Lamarque-Pandit
126 High Street
Mystic, CT 06355
USA
Phone: +1-860-536-6677
Fax: +1-860-572-2794
veronique.lamarque@gmail.com

UK

Alastair Swift
4 Jersey Lane,
St Albans,
Herts, AL4 9AB, UK
Phone: +44-1727-765542
Fax: +44-1727-752408
Mobile: +44-7910-073565
alastair@asa-media.com

Korea

Young Media Inc.
407 Jinyang Sangga,
120-3 Chungmuro 4 ga,
Chung-ku
Phone: +82-2-2273-4819
Fax: +82-2-2273-4818
ymedia@chol.com

Japan

Shinato International, Inc.
Mr. Kazuhiko Tanaka
Akane Bldg. 3F
4-1-31 Akasaka
Minato-Ku
Tokyo 107-0052, Japan
Phone: +81-3-3584-6420
Fax: +81-3-3505-5628
kazujt@bunkoh.com



For all other territories please contact:

Martina Niekrawietz
International Account Manager
Richard-Reitzner-Allee 2
85540 Haar
Germany
Phone: +49 89 25556-1309
Fax: +49 89 25556-1651
mniekrawietz@markt-technik.de

Editorial contact:

ENERGIE&TECHNIK
Richard-Reitzner-Allee 2
85540 Haar
Germany

Editor-in-chief:

Heinz Arnold
Phone: +49 89 25556-1253
Fax: +49 89 25556-1399
harnold@weka-fachmedien.de

Assistant:

Rainer Peppelreiter
Phone: +49 89 25556-1312
Fax: +49 89 25556-1399
rpeppelreiter@weka-fachmedien.de

energie-und-technik.de is the medium for energy efficiency and intelligent energy supply. A wide range of interconnected topics covers up-to-date and forward-looking news from different perspectives.

energie-und-technik.de reports about new concepts and business models around energy production and distribution and efficient usage of energy. energie-und-technik.de offers its users advice about techniques, devices, components and IT systems.

Topics include power plants for energy supply (central/ peripheral), transport and distribution networks, renewable energies, smart grid, smart metering, smart buildings, smart home and energy storage. A main focus is on electrical systems, that are often the key to energy efficiency.

The **target group** of energie-und-technik.de includes the technical and commercial management, designers and board of management as well as purchasers and managers responsible for energy.

energie-und-technik.de is IVW online audited. In addition, the energie-und-technik.de newsletter addresses about 30,000 recipients (as per September 2015). It is the ideal communication platform for advertisers.

Status:	Webseite für die Energieeffizienz
Web address (URL):	www.energie-und-technik.de
Audit:	IVW-Online
Host:	WEKA FACHMEDIEN GmbH
Address:	Richard-Reitzner-Allee 2, 85540 Haar, Germany
Phone:	+49 89 25556-1253
Fax:	+49 89 25556-1399
E-mail:	media@energie-und-technik.de
Editorial office:	Heinz Arnold, editor-in-chief harnold@weka-fachmedien.de
Sales:	Martina Niekrawietz, advertising manager mniekrawietz@weka-fachmedien.de

New Categories:

Smart Power

power supply, batteries, energy harvesting, fuel cells

Smart Components

semiconductors, electromechanics, passiv components

Smart Energy

lighting, smart building/ smart home, smart meter, smart grid, smart mobility

Smart Automation/IoT

measurement & sensor technology, automation, Internet of things & industry 4.0, smart production, energy management

Smart Generation

solar, wind, renewable energies

Smart Utilities

energy supply, energy production, energy distribution

Smart Career



The showroom of energie-und-technik.de (also in English!):

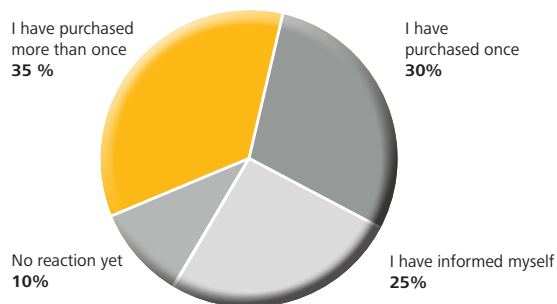


SHOWROOM

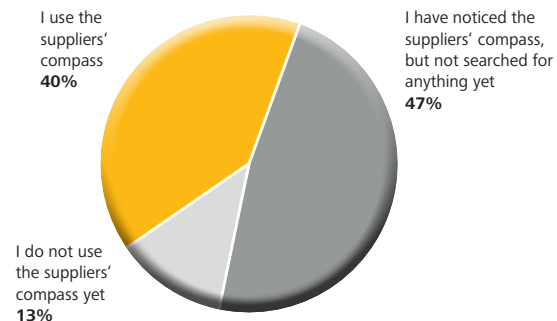


www.energie-und-technik.de/media/showroom

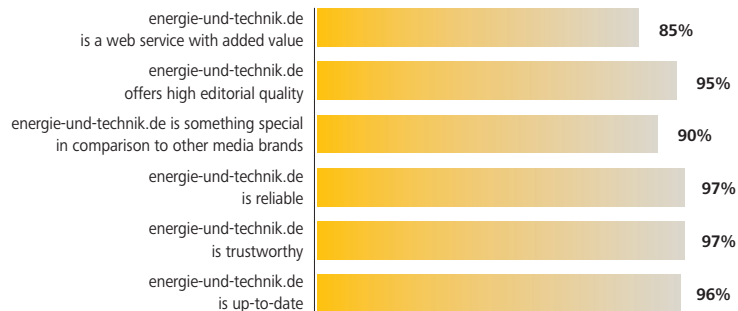
reactions to ads at energie-und-technik.de during the last 12 months



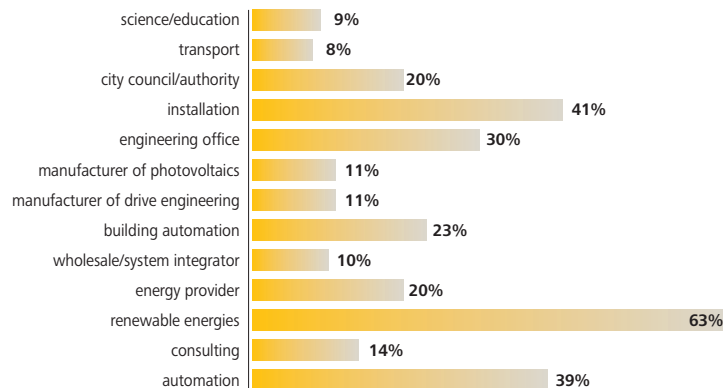
Use of the suppliers' compass of energie-und-technik.de



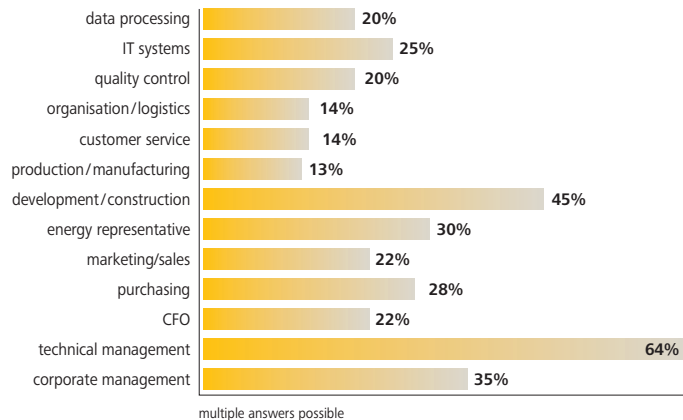
assessment energie-und-technik.de



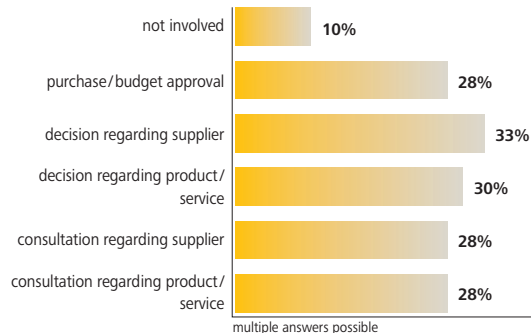
Business line



Field of activity

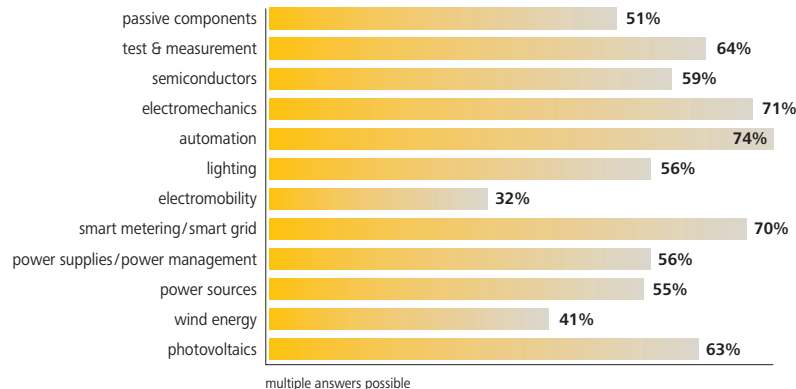


Influence in planned investments

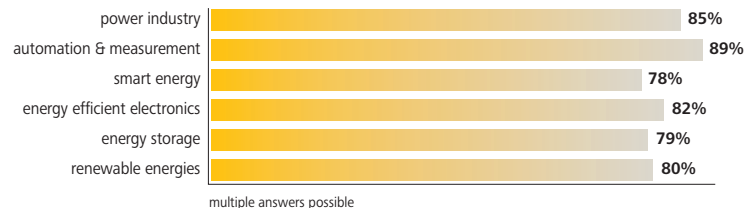


Planned investments

Sure/possibly planned investments in the next 12 months



topics readers are interested in



Whitepaper

Introduce your whitepaper within the editorial environment of energie-und-technik.de and generate high-quality leads!

For more information ask our media experts!

Leaderboard/Super Banner

More information on banner advertising see page 8

Newsletter advertising

Weekly energie-und-technik.de publishes its newsletter to about 30,000 recipients (as per September 2015).

It includes up-to-date trends, products and know-how and enables advertisers to communicate with a tailored target group.

See page 10 and 11 for our newsletter advertising formats

Suppliers' compass

Premium entries in the suppliers' compass are highly-visible to your customers!

- The exclusive ranking system ranks premium customers first when a product is searched for in the suppliers' compass
- Keywords additionally boost your visibility in the right context
- Premium entries are mentioned in the newsletter

More information on pages 10 – 11

Billboard

More information on banner advertising see page 8

Rectangle 300 x 200

More information on banner advertising see page 8



The screenshot shows the website layout with various ad placements. At the top is a 'Leaderboard' banner (€250.-). Below it is a 'Billboard' banner (€380.-). To the left of the main content area are two 'Wide Skyscraper' banners (€160.- each). To the right is another 'Wide Skyscraper' banner (€160.-). Below the 'Billboard' is a 'Rectangle 300 x 200' banner (€190.-). At the bottom of the page, there are several smaller banners, including one for 'E-PAPER' and another for 'Skyscraper 2' (€80.-). The website content includes a news article about PV production growth and a section for 'E-PAPER'.

Video advertising

Use the media center as a platform for your adverts – for your pre-roll, overlay or trade show clip. Host your own video on energie-und-technik.de!

More information see page 19

Wide Skyscraper

More information on banner advertising see page 8

Medium Rectangle

More information on banner advertising see page 8



Showroom with our online advertising formats at www.energie-und-technik.de/media/showroom (also in an English version!)

Image gallery advertising

On request

Die Cloud unter Quarantäne
Durchbruch bei Natrium-Ionen-Batterien
Thermoplast-BASF-Werkstoff erhöht Leistungsfähigkeit
Die Firma SEMBRON setzt in der Produktion ihrer Leistungsfähigsten Methode MiniStrip Druck der halogenfreien, temperaturstabilen Polyethylenethylen (HDPE) auf der Basis ein. Es eignet sich zum Schutz von Leistungsfähigkeiten bei großer Hitzebelastung. [mehr](#)

Weggrößte Solaranlage bedeckt 25 Quadratkilometer
Viele Experten erwarten, dass die Energieerzeugung aus erneuerbaren Energien in den nächsten Jahren stark zunehmen wird. Ein Beispiel dafür ist die Solaranlage in der Nähe von Berlin, die eine Fläche von 25 Quadratkilometern bedeckt. [mehr](#)

5. ENERGIE-TECHNIK GABRIEL HORN & METZGER SUMMIT
Der Sommer 2015
Melden Sie sich jetzt an!
VIE EXPERTISEN SPRACH
Energieevents: Politik soll ständisch bleiben
Stellenausschreibung
Rund um die Energietechnik
powered by StepStone
SPECIAL SUPPLEMENT
Die Überlegenheit der Neuentwicklungen
Spezialreport und die neuesten Entwicklungen finden Sie in unserem Spezialreport.
EVENTS DER WKA FACHBEREICH
3. Symposium: Elektrische Antriebstechnik
Anmeldung
Security Symposium - Anmeldung
Internet of Things - vom Sensor bis zur Cloud
Anmeldung

MUSEUM Wird von...
Ruh und...
System für...

Industrie 4.0 wird die Lieferkette durchdringen
Im Idealfall bedeutet Industrie 4.0 eine durchgängige Vernetzung in der Lieferkette, angetrieben beim Kundenauftrag über die – verteilte – Produktion bis zur Auslieferung an den Endkunden. Welche Folgen hat das für die Lieferkette und wie ist künftig die Kundenverbindung? [mehr](#)

Bilder
Siemens überlegt Offshore-Netzanbindungen als Technik
HöG Verbindung zwischen Frankreich und Spanien
ABB: Die erste GIS-Anlage ohne SF6
E-Mobility-Lösungen von Phoenix Contact

Videos
Siemens überlegt Offshore-Netzanbindungen als Technik
HöG Verbindung zwischen Frankreich und Spanien
ABB: Die erste GIS-Anlage ohne SF6
E-Mobility-Lösungen von Phoenix Contact

Wide Sky
€ 80

Banner advertising



Leaderboard / Super Banner

€ 250.- / 1,000 ad impressions
(728 x 90 pixel, max. 100 KB)

Wide Skyscraper 1

1. Position € 160.- / 1,000 ad impressions
(160 x 600 pixel, max. 100 KB)

Wide Skyscraper 2

2. Position € 90.- / 1,000 ad impressions
(160 x 600 pixel, max. 100 KB)

Floating Wide Skyscraper

€ 270.- / 1,000 ad impressions
(160 x 600 pixel, max. 100 KB)

Billboard

€ 380.- / 1,000 ad impressions
(960 x 250 pixel, max. 100 KB)



Full Banner

€ 125.- / 1,000 ad impressions
(468 x 60 pixel, max. 100 KB)

Rectangle 300 x 200

€ 190.- / 1,000 ad impressions
(300 x 200 pixel, max. 100 KB),
1st or 2nd position at random

Page Peel

€ 210.- / 1,000 ad impressions
(100 x 100 pixel oder 500 x 500 Pixel, max. 100 KB),
data format: only JPEG

Tape Ad

€ 160.- / 1,000 ad impressions
(958 x 30 pixel, max. 100 KB)

data formats: GIF, JPEG, PNG, HTML



Wallpaper

€ 370.- / 1,000 ad impressions
Leaderboard (728 x 90 pixel)
+ Wide Skyscraper (160 x 600 pixel, max. 100 KB)

Medium Rectangle / Boombox

€ 380.- / 1,000 ad impressions
(300 x 250 pixel, max. 100 KB)

Ad Words

Ad Words: € 50.- / 1,000 ad impressions
Ad Words + logo: € 65.- / 1,000 ad impressions
Header + 2 lines
max 25 characters per line incl. space characters
logo 100 x 53 pixel

All types of ads are also available expanded!

Banners open per click or mouseover.

Choose between:

20% mark-up for expanding banners per click
50% mark-up for expanding banners per mouseover

Sponsoring of a category

Combine one and more advertising spaces simultaneously and show constant presence on energie-und-technik.de!



Fireplace

Wide Skyscraper left + Wide Skyscraper right + top 960 x 90 pixel + incl. Billboard: € 650.-/1,000 ad impressions

Gold I

Leaderboard + Wide Skyscraper + Rectangle 300 x 200
€ 450.-/1,000 ad impressions

Gold II

Leaderboard + Wide Skyscraper + Medium Rectangle
€ 560.-/1,000 ad impressions

Silber I

Wide Skyscraper left + Wide Skyscraper right + Tape Ad
€ 360.-/1,000 ad impressions

Silber II

Rectangle 300 x 200 + Medium Rectangle
€ 430.-/1,000 ad impressions

data formats:
GIF, JPEG, PNG, HTML

Mobile advertising

NEW! From mid-year 2016

10% of the energie-und-technik.de users access the website via their mobile devices

(source: Google Analytics, September 2015)

Use mobile ads to target them on their own smartphones!



Mobile Banner 320 x 50
€ 125.-/1,000 ad impressions
(320 x 50 pixel, max. 100 KB)



Mobile Banner 320 x 80
€ 160.-/1,000 ad impressions
(320 x 80 pixel, max. 100 KB)



Mobile Banner 320 x 100
€ 250.-/1,000 ad impressions
(320 x 100 pixel, max. 100 KB)



Docking Footer
€ 410.-/1,000 ad impressions
(file dimension dependent on screen dimension, max. 100 KB)

Scale of discount

Gross annual revenue concerning all ad types

		Discount
From	2,000 Euro	3%
From	5,000 Euro	8%
From	10,000 Euro	10%
From	25,000 Euro	15%
From	50,000 Euro	18%
From	75,000 Euro	20%
From	100,000 Euro	22%
From	150,000 Euro	25%

Newsletter advertising formats

Weekly energie-und-technik.de publishes its newsletter to about 30,000 recipients (as per September 2015).

It includes up-to-date trends, products and know-how and enables advertisers to communicate with a tailored target group.

Premium placement

Special placement for text ad, wide skyscraper or rectangle below or next to the editorial in the first place

€ 2,890.-



Leaderboard € 2,890.-

ENERGIE & TECHNIK / Das Update für Smart Home & Metering 2015

Ausgabe: 17.08.2015 | 12:40

Ad Words Premium € 890.-

Premium placement € 2,890.-

Rectangle 230 x 200 € 1,890.-

Leaderboard/Super Banner

(728 x 90 pixel, max. 60 KB),
Data format: PNG, GIF, JPEG, HTML*

€ 2,890.-

Ad Words Premium

Header + 2 text lines
+ Logo + URL
25 characters max. per line
incl. spaces

Logo: 67 x 62 px, max. 60 KB
Data format: GIF, JPEG, PNG*
Premium placement

€ 890.-

Rectangle 230 x 200

(230 x 200 pixel, max. 60 KB),
Data format: PNG, GIF, JPEG, HTML*

€ 1,890.-

Text ad with max. 500 characters

(max. 3 text ads per newsletter)
max. 1 link per text ad
Corporate logo (150 x 50 pixel) and
product picture (150 x 150 pixel)
Data size: max. 60 KB
Data format: GIF, JPEG, PNG*
Alternative delivery of a banner in
the dimensions 708 x 250 pixel
€ 2,490.-

Billboard

728 x 90 pixel, max. 60 KB,
Data format: PNG, GIF, JPEG, HTML*
€ 2,490.-

Text ad 3rd position

(max. 1 link per text ad)
max. 500 characters
Corporate logo (150 x 50 pixel) and
product picture (150 x 150 pixel)
Data size: max. 60 KB
Data format: PNG, GIF, JPEG*
€ 1,890.-

Wide Skyscraper

(160 x 600 pixel, max. 35 KB),
Data format: PNG, GIF, JPEG, HTML*
€ 2,490.-

Ad words in the newsletter

Headline + 2 text lines
and ad URL € 390.-
Headline + 2 text lines + logo
and ad URL € 500.-
Logo: 67 x 62 Pixel, max. 60 KB
Data format: GIF, JPEG, PNG*

Event listing in the newsletter

Event listing in the newsletter as text
ad in the sector events/congresses
€ 390.-
with logo: € 500.-

Exclusive sponsoring

choose 3 ads



1 product announcement
1 news announcement
1 specialized article

Mention within the subject heading
€ 6,370.-

exclusive

* for the reporting concerning the data format HTML please contact potte@weka-fachmedien.de
GIF without animation

The editorial staff reserves the right to edit the articles in corporation with the
customer.

Technical details on energie-und-technik.de/media/showroom (in English)



date	topic	trade fairs
------	-------	-------------

JANUARY

Jan 12, 2016	test & measurement	
Jan 19, 2016	smart components	
Jan 26, 2016	Internet of things & industry 4.0	

FEBRUARY

Feb 2, 2016	special newsletter e-world	
Feb 9, 2016	special newsletter embedded world	
Feb 16, 2016	smart metering	E-world energy & water Feb 16 - Feb 18, 2016
Feb 23, 2016	smart power	embedded world Feb 23 - Feb 25, 2016

MARCH

Mar 1, 2016	special newsletter Light & Building	
Mar 8, 2016	special newsletter New Energy Husum	
Mar 15, 2016	special newsletter eltefa	Light & Building Mar 13 - Mar 18, 2016
Mar 22, 2016	Internet of things & industry 4.0	New Energy Husum Mar 17 - Mar 20, 2016
Mar 29, 2016	smart building/smart home	eltefa Mar 29 - Mar 31, 2016

date	topic	trade fairs
------	-------	-------------

APRIL

Apr 5, 2016	smart utilities – energy supply and distribution	
Apr 12, 2016	smart automation	
Apr 19, 2016	smart components	
Apr 26, 2016	special newsletter SENSOR & TEST	
Apr 28, 2016	special newsletter PCIM	Hanover Messe Apr 25 - Apr 29, 2016

MAY

May 3, 2016	energy management	SENSOR + TEST May 10 - May 12, 2016
May 10, 2016	special newsletter review Hanover Messe	pcim May 10 - May 12, 2016
May 17, 2016	smart power	
May 24, 2016	smart grid	
May 31, 2016	battery & energy storage	

JUNE

Jun 7, 2016	energy efficient computing center	
Jun 9, 2016	special newsletter Intersolar	
Jun 14, 2016	special newsletter Smart Home & Metering Summit	
Jun 21, 2016	Internet of things & industry 4.0	Intersolar Jun 22 - Jun 24, 2016
Jun 30, 2016	smart automation	6. Energie&Technik Smart Home & Metering Summit Jun 28 - Jun 29, 2016

date	topic	trade fairs
------	-------	-------------

JULY

Jul 5, 2016	smart components	
Jul 12, 2016	smart power	
Jul 19, 2016	smart city	
Jul 26, 2016	overvoltage protection	

AUGUST

Aug 5, 2016	Internet of things security	
Aug 12, 2016	smart generation – production of renewable energies	
Aug 19, 2016	Internet of things & industry 4.0	
Aug 26, 2016	lighting	

SEPTEMBER

Sep 6, 2016	smart metering	
Sep 13, 2016	smart utilities – power supply and distribution	
Sep 20, 2016	smart automation	
Sep 27, 2016	smart power	
Sep 29, 2016	special newsletter Industry 4.0 Summit & Security Symposium	

date	topic	trade fairs
------	-------	-------------

OCTOBER

Oct 4, 2016	smart grid	
Oct 11, 2016	Internet of things & Industry 4.0	
Oct 13, 2016	special newsletter Utility Week	M&T Industry 4.0 Summit & Security Symposium Oct 18 - Oct 19, 2016
Oct 18, 2016	test & measurement	
Oct 25, 2016	special newsletter electronica	

NOVEMBER

Nov 3, 2016	smart energy – IT for the power industry	
Nov 8, 2016	special newsletter SPS IPC Drives	electronica Nov 8 - Nov 11, 2016
Nov 15, 2016	smart mobility	
Nov 22, 2016	smart power	SPS IPC Drives Nov 22 - Nov 24, 2016
Nov 29, 2016	smart components	

DECEMBER

Dec 1, 2016	smart building / smart home	
Dec 6, 2016	smart automation	
Dec 13, 2016	safety & security	
Dec 15, 2016	smart generation – renewable energy production	

Suppliers' compass

More than 10,000 companies are listed in the suppliers' index of www.energie-und-technik.de. It offers various possibilities to present your company: from a complete company portrait including images and videos to company events and trade shows.

Advantages for premium suppliers:

- each editorial article containing your company name features a box with all other articles about your company
- each editorial article containing a booked keyword features a box with your company logo.
- your company news within the editorial contents will also be shown in the premium entry
- editorial mentioning of the premium entry on the website and in the newsletter
- the exclusive ranking system displays premium customers first when a product is searched for
- high visibility of the premium entry when a product is searched for in the suppliers' compass: your logo is displayed as well
- add events, pictures, videos or whitepapers to your premium entry

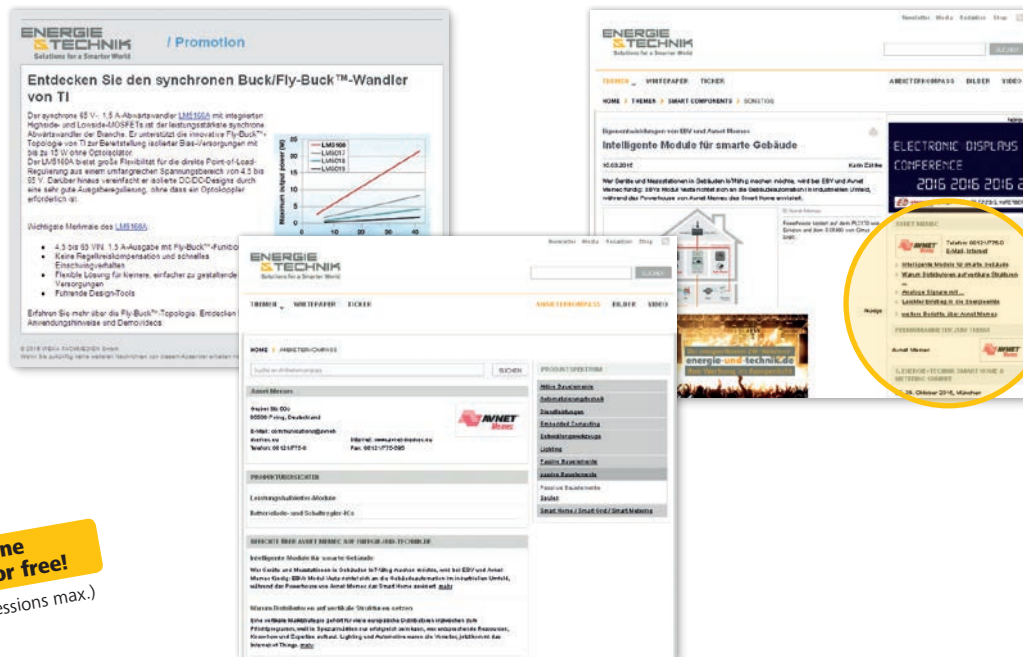
Rate: € 1,990.- / 12 months
(no discounts)

**Including one
keyword for free!**
(36,000 impressions max.)

That's where customers find their perfect supplier!

Book your premium entry in the suppliers' compass of www.energie-und-technik.de now!

www.energie-und-technik.de/anbieterkompass/



Customized Newsletter

Benefit from the high quality newsletter database of energie-und-technik.de.

The customized newsletter will be sent out to recipients as defined.

Specifications:

includes 1 image + 1 report + 1 logo

text: 1,500 characters max (incl. spaces)

image width: 270 pixel; image height: 200 pixel

subject: 150 characters max. (incl. spaces)

max. 5 links

sender: elektroniknet.de and advertiser

1 Customized Newsletter per company a week.

Due dates on request

Prices:

subgroup (per product interest):

basic rate: **€ 1,490.-**
(no discounts)

plus per thousand recipients: **€ 270.-**
(no discounts)

Subject to alterations

ENERGIE & TECHNIK
Solutions for a Smarter World

/ Promotion

Entdecken Sie den synchronen Buck/Fly-Buck™-Wandler von TI

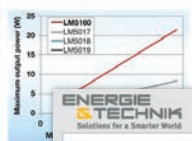
Der synchrone 65 V-, 1.5 A-Abwärtswandler **LM5160A** mit integrierten Highside- und Lowside-MOSFETs ist der leistungsfähigste synchrone Abwärtswandler der Branche. Er unterstützt die innovative Fly-Buck™-Topologie von TI zur Bereitstellung isolierter Bias-Versorgungen mit bis zu 15 V ohne Optokoppler.

Der LM5160A bietet große Flexibilität für die direkte Point-of-Load-Regulierung aus einem unregelmäßigen Spannungsbereich von 4,5 bis 65 V. Darüber hinaus vereinfacht er isolierte DC-DC-Designs durch eine sehr gute Ausgangsregulierung, ohne dass ein Optokoppler erforderlich ist.

Wichtigste Merkmale des LM5160A:

- 4,5 bis 65 VIN, 1.5 A-Ausgabe mit Fly-Buck™-Funktion
- Keine Regelschleifenkompensation und schnelles Einschwingverhalten
- Flexible Lösung für kleinere, einfachere zu gestaltende Bias-Versorgungen
- Führende Design-Tools

Erfahren Sie mehr über die Fly-Buck™-Topologie. Entdecken Sie Ressourcen wie R, Anwendungsbeispiele und Demovideos



ENERGIE & TECHNIK
Solutions for a Smarter World

/ Promotion

EMTRON Die Vielfalt der Stromversorgungen – für alle Einsatzbereiche und natürlich auch für LED-Anwendungen

Vie kein zweites Unternehmen stellt **EMTRON electronic GmbH** – als Spezialanbieter und Berater für die beste Auswahl an passenden Stromversorgungen

Grundstein für das Gesamtangebot aus tausenden von Einsatzmöglichkeiten ist die jahrzehntelange Kooperation mit dem taiwanesischen Hersteller MEAN WELL. Mithin kommen Spezialhersteller wie Crane (Interpoint), CHICON, Cosel, BRYNET oder Mornsun – um nur einige zu nennen. Ob Stromversorgungen für den medizinischen Bereich, für sicherheitskritische Anforderungen, Stromversorgungen für neue industrielle Anforderungen oder sogar Spezialanforderungen, wie in der Luft- und Raumfahrt – in allen Bereichen kann EMTRON auf ein breites Angebot verlassen.

Benutzen Sie die Homepage oder den Katalog für einen ersten Überblick

Sowohl die Homepage als auch die neuesten umfassenden Kataloge geben einen ersten Überblick. Die Homepage informiert über Funktionen und Verfügbarkeit und aktuelle Preise auf.

Vor darüber hinaus noch Fragen hat, kann sich an die **Anwendungstechnische Beratung** bei EMTRON wenden. Hier werden Sie bei allen Ersatzfällen, aber auch für Sonderlösungen gut beraten. Unsere Spezialisten beraten Sie gerne. Lassen Sie Kontakt auf uns melden und bei



ENERGIE & TECHNIK
Solutions for a Smarter World

/ Promotion

The smart choice for smart factories

From Industry 4.0 and smart factories to a rising focus on energy efficiency, now is an exciting yet challenging time for industrial automation. With data privacy in today's networked factories an ever-hotter topic, security is also a mounting concern.

The harsh nature and specific demands of manufacturing environments are best met by a supplier with proven experience in the field. You also want to source products with guaranteed availability, both today and in the future.

Infineon is the **smart choice** for today's smart factories. We address the latest market challenges head on – and overcome them with dedicated products and system solutions in outstanding German quality. Find everything you require in our portfolio, from microcontrollers, to digital I/O sensors, to power MOSFETs, to digital input ICs, to switches, and more. The net effect you can create a future-oriented industrial automation design that will be a resounding success.

Explore our online resources to learn more about leading Infineon solutions for **unattended power supply (UPS)**, **programmable logic controllers (PLC)** and **motor control** for industrial automation.



Request without obligation for a Customized Newsletter

Select the recipients of your Customized Newsletter per product interest and get a bespoke offer from our media experts – without obligation!

- | | |
|---|---|
| <input type="radio"/> smart power (all) <ul style="list-style-type: none"> <input type="radio"/> power supply <input type="radio"/> batteries <input type="radio"/> energy harvesting <input type="radio"/> fuel cells <input type="radio"/> others | <input type="radio"/> smart automation/Internet of things (all) <ul style="list-style-type: none"> <input type="radio"/> measurement & sensor technology <input type="radio"/> automation <input type="radio"/> Internet of things & industry 4.0 <input type="radio"/> smart production <input type="radio"/> energy management <input type="radio"/> others |
| <input type="radio"/> smart components (all) <ul style="list-style-type: none"> <input type="radio"/> semiconductors <input type="radio"/> electromechanics <input type="radio"/> passive components <input type="radio"/> others | <input type="radio"/> smart generation (all) <ul style="list-style-type: none"> <input type="radio"/> solar <input type="radio"/> wind <input type="radio"/> renewable energies <input type="radio"/> others |
| <input type="radio"/> smart energy (all) <ul style="list-style-type: none"> <input type="radio"/> lighting <input type="radio"/> smart building/smart home <input type="radio"/> smart meter <input type="radio"/> smart grid <input type="radio"/> smart mobility <input type="radio"/> others | <input type="radio"/> smart utilities (all) <ul style="list-style-type: none"> <input type="radio"/> energy supply <input type="radio"/> energy production <input type="radio"/> energy distribution <input type="radio"/> others |
| | <input type="radio"/> smart career <ul style="list-style-type: none"> |

Fax: +49 89 25556-1651/ -1670

Name	<input type="text"/>
Company	<input type="text"/>
Address	<input type="text"/>
Adress	<input type="text"/>
E-mail	<input type="text"/>

Webinar

Transfer your specific know-how to your customers and actively involve them in a live event. Your audience can ask questions via chat. Emphasize the advantages of your company's products and competence in a dynamic and interactive presentation.

Service:

- advance notice of the webinar in 2 newsletters and in one category for one month
- a customized newsletter to energie-und-technik.de users
- registration of users
- technical realization of the webinar and guidance to speaker
- one live broadcast incl. moderation
- archived webinar is available for registered users as an on-demand webcast for download

Rate: € 3,990.-

(no discounts)

Readers' board

Gain the attention of your customers and place your adverts directly on energie-und-technik.de.

The readers'board is integrated into the infobox. Its placement next to the editorial content guarantees high awareness.

Through a mouse-over effect, your customer sees a pop-up with your information which links directly to your own website or defined URL.

Also use the readers' board for your crossmedia campaign!

For instance, place your print ad without additional effort online .

€ 1,900.- per month

(no discounts)

Expert panel : question of the week

Exclusive market research tool with analysis of the survey.

Placement in the infobox

1 week in a category of your choice (1 question, 5 multiple choice answers max), sponsor visible (powered by...)

Announcement in the newsletter

€ 990.-/week

(no discounts)

Market research

Pop-up with 5 questions and a competition

Placement in a category of your choice, for 7 days hosting and leads from WEKA

€ 1.700,-/week

Video, trade fair clip, image gallery advertising

The media center of energie-und-technik.de is the perfect advertising platform!

Pre-Roll

Your clip will be played before the video starts

Length max. 10 seconds

Price: € 890.- per category and month

Production of a clip (static images/logo + spoken text)

Price: € 490.- (no discounts)

Overlay

A static banner will be added in a playing video

Size: 468 x 60 pixels

Price: € 1,100.-

per category and month

Present your video in the media centre!

- your video in the video channel of energie-und-technik.de
- announcement in a newsletter

Price: € 1,750.-

(no discounts)

Trade fair clip

Introduce your company in a short professional clip in web quality!

- embedded world
- SMT/Hybrid/Packaging
- PCIM Europe
- Sensor+Test
- Automatica
- Intersolar
- electronica
- SPS IPC Drives
- More trade fairs on request

Services:

- Length: ca. 2 minutes
- Production on your booth
- Post production
- Placement of the clip in the media center of elektroniknet.de
- Full right of utilisation by advertiser

Price: € 1,200.-

(no discounts)

Image galleries

Price on request

**More special advertising forms on request
and in the showroom at
www.energie-und-technik.de/media/showroom**



Delivery address for advertising material:

werbemittel@weka-fachmedien.de

Terms of payment:

Bankverbindung: HypoVereinsbank München,

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

IBAN: DE37 7002 0270 0035 7049 81

SWIFT (BIC): HYVEDEMMXXX

VAT No.: DE 811 190 616

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



ENERGIE&TECHNIK reports in each issue about the current market situation of modern energy technology, highlighting technical and economical trends in energy efficiency.

ENERGIE&TECHNIK is published 4 times a year as a bound insert in Markt&Technik

Advertising:

Martina Niekrawietz, International Account,
mniekrawietz@weka-fachmedien.de

Digital data transfer:

Julia Hecker,
jhecker@weka-fachmedien.de

	publishing date	ad closing date
1	March 11, 2016	February 26, 2016
2	June 17, 2016	June 3, 2016
3	September 9, 2016	August 26, 2016
4	November 28, 2016	November 4, 2016



Advertising formats and rates 2016 (in €, additional charges discountable)

Format	b/w	2c	3c	4c
1/1 page	6,700.-	8,050.-	8,720.-	9,370.-
2/3 page horizontal	4,560.-	5,480.-	5,940.-	6,390.-
2/3 page vertical				
A5 (junior page)	3,910.-	4,720.-	5,090.-	5,480.-
1/2 page horizontal	3,460.-	4,150.-	4,490.-	4,840.-
1/2 page vertical				
1/3 page horizontal	2,340.-	2,820.-	3,070.-	3,290.-
1/3 page vertical				
1/4 page				
1/4 page horizontal	1,790.-	2,140.-	2,320.-	2,500.-
1/4 page vertical				
1/6 page horizontal	1,200.-	1,450.-	1,580.-	1,690.-
1/6 page vertical				
1/8 page				
1/8 page horizontal	930.-	1,100.-	1,190.-	1,300.-
1/8 page vertical				
1/16 page horizontal	480.-	570.-	620.-	670.-
Cover page				7,500.-
per mm (1-column)	7.00	8.40	9.10	9.80
case study	1/1 page	non discountable		2,900.-
	2/1 pages	non discountable		4,800.-
company portrait	1/4 page			980.-
	1/2 page			1,800.-
	1/1 page			2,900.-
	2/1 pages			4,800.-

more formats on request

General Terms and Conditions for Advertisements and Advertising of WEKA FACHMEDIEN GmbH (August 2015)

1. An „order“ in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of online advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party inserts in the magazines brought out by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.
2. Differing, conflicting or supplementary general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is unless the publisher expressly agrees to them.
3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month in advance. The publisher is authorized in particular in the event of the ineffectiveness of a term or condition, to add to or replace the latter with effect for existing contracts and upon the alteration of a legal provision or supreme court decision if said alteration affects one or more terms and conditions of the contractual relationship, to adapt the effected terms and conditions to suit the purpose of the altered legal situation.
4. The order will be concluded with the acceptance of the client's order by the publisher. Such acceptance may be in writing or by e-mail.
5. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency and not with the publisher. The ordering party, the advertising agency or the publisher, as the case may be, will be named by the advertising agency as the ordering party and the issue of an order to the advertising agency verified in writing.
6. Advertising brokers and advertising agencies are duty bound to abide by the price list of the publisher in their proposals, contracts and billing with advertising parties. The commission granted by the publisher may not be passed on to the client, either wholly or in part.
7. The client is not entitled to the inclusion of advertisements, certain editions or at certain places of the magazine. The publisher is free to insert an advertisement at a suitable spot, that is unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized by the publisher will be printed in the particular column without the need for an express agreement.
8. Placement of online advertising will be made as reasonably seen fit with the greatest possible consideration of the client's interests. The client is not entitled to placement of online advertising at a certain position of the particular web site. The publisher reserves the right to change the date of appearance of online advertising for technical or other comprehensible reasons.
9. The client may cancel the order at any time before the commencement of insertion. Cancellation must be in writing. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.
10. Cancellation fee online: Cancellation until two weeks before the commencement of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs:
 - 30% of the net value of the order for cancellation less than two weeks before the commencement of insertion;
 - 50% of the net value of the order for cancellation within one week of the commencement of insertion;
 - for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed.
11. Cancellation terms print: Cancellation is possible free of charge until the ad closing date.
12. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.
13. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format or layout, of being a constituent part of the magazine or that contain third-party advertisements will not be accepted. Refusal of an order will be communicated to the client immediately. Advertisements that are not recognizable as advertisements because of their editorial composition may be identified by the publisher by the word „Anzeige“ in its format. In such cases, the publisher may also identify the advertisement by the word „Anzeige“ as such, in particular by the word „Anzeige“ (Advertisement), and/or set it off from the editorial content to make its advertising nature plain.
14. The client is responsible for punctual delivery of proper ready to print copy or supplements or for punctual delivery of materials required for online advertising. In the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.
15. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and assistance on the part of the client. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video content is reproduced) the client is responsible for concluding the necessary agreements with GEMA (society for musical performing and mechanical reproduction rights in Germany) or other copyright associations and/or owners.
16. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).
17. Digitally transmitted artwork for color advertisements can only be reliably processed with a color proof supplied on paper. Differences in color are unavoidable without a color proof, but are not entitlement to a price reduction. In every case a printout is to be sent by fax to the print shop to be able to check for color errors. The client must expressly request a faxed correction. Only correct color adjustment ensures correct color implementation within the usual tolerances.
18. Before a digital transmission of artwork the client is responsible for ensuring that the transmitted files are free of any computer viruses. Should the publisher discover computer viruses in a file transmitted by e-mail, said file will be deleted immediately without the possibility of the client making any related claims. The publisher also reserves the right to claim for damages of the client should the publisher suffer damages as a result of such computer viruses being infiltrated by the client.
19. If artwork is transmitted to the publisher digitally by a data medium, it will only be returned on special request to the client.
20. Discernibly unsuitable or damaged ready to print copy and/or advertising material will be replaced by the client immediately when requested to do so by the publisher. The cost of producing ordered ready to print copy and/or of producing ordered advertising material and of substantial alterations to originally agreed versions that are wished by the client and for which the latter is responsible because of the technical quality of the supplied ready to print copy and/or advertising material will be borne by the client. Should any deficiencies in the ready to print copy and/or advertising material not be immediately discernible but only become so in the printing operation and/or upon insertion, the client is not entitled to raise any claims for an inadequate impression and/or poor insertion.
21. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. In this respect they indemnify the publisher from all claims by third parties, and grant the publisher the rights of usage necessary for publication of the advertising material.
22. The client avouches that they are entitled to set the hyperlinks connected to the online advertising. The client furthermore affirms that they will abide by the applicable data privacy legislation – in particular of the Federal and Televisives Data Protection Act – and also impose such a responsibility on their employees. Should the client use special techniques such as cookies or tracking pixels to obtain or collect data from the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Televisive Media Act (TfMG) and/or of the Interstate Broadcasting Treaty (RStV) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.
23. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultless substitute advertisement, but only to the extent to which the purpose of the advertisement was adversely affected. Should the publisher allow a reasonable time set them for the replacement of the advertisement, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redundant action).
24. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfillment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (redundant action).
25. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.
26. In other respects the publisher is only liable in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or gross negligence governed by this document. This does not apply in as much as the publisher violates principal obligations of the contract.
27. In cases of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or atypical damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Contract Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.
28. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origination of such claims, that is unless they are founded on claims of deliberate negligence.
29. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.
30. If no particular sizes are specified, printing will be based on the actual impression height that is usual for the type of advertisement.
31. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising material are taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks.
32. Payment is due within the term shown on the price list, that is unless from case to case a different term of payment or advance payment is agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising measures or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculate the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.
33. Upon default of payment or granting of a respite, interest of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. Upon default of payment the publisher may further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment of the amount due when the advertisements are completed and payment of any outstanding invoices, regardless of any originally agreed time for payment.
34. On request the publisher will supply an advertisement proof. Depending on the nature and scope of the advertising order, advertisement cutouts, proof pages or complete proof numbers will be supplied. If a proof can no longer be obtained, it is replaced by legally binding certification by the publisher of the publication and distribution of the advertisement.
35. In the case of box number advertisements the publisher applies due diligence in safekeeping and forwarding the offers. Registered letters and express letters in response to box number advertisements are only forwarded by regular mail. Receipts from box number advertisements are kept for four weeks. Letters that are not collected during this time are destroyed.
36. If a joint discount is claimed for affiliated enterprises, written evidence of the affiliation status of the client is necessary. Affiliated enterprises in the sense of this condition are enterprises between which there is a capital share of at least 50%. Evidence must be produced before claiming such a joint discount. Joint discounts for affiliated enterprises are subject in every case to express written confirmation by the publisher. Termination of the affiliation of an enterprise is to be reported immediately; termination of the affiliation of an enterprise also terminates any joint discount.
37. The publisher is not responsible for delays in performance resulting from force majeure (strike, lockout, disruption of operations, etc.). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising, or wholly or partly withdraw from the contract. The client has no right to claims for compensation.
38. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to alterations to this clause.
39. Any inconsistency of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions. An operative term and condition is to be replaced by a term and condition that comes closest to the intended business import of the term and condition now considered operative.
40. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law, a legal person governed by public law or a special fund under public law. The same shall apply in as much as the client, upon filing an action, possesses an office or a habitual residence in the Federal Republic of Germany.
41. The legal code of the Federal Republic of Germany shall be applicable under exclusion of the United Nations Convention on Contracts for the International Sale of Goods.