

# MediaKit

2022

**AUTOMOBIL  
ELEKTRONIK**



**Hüthig**

# AUTOMOBIL ELEKTRONIK

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel. +49 6221 489-363, Internet: www.all-electronics.de



Magazine Profile

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**1 Title:** AUTOMOBIL-ELEKTRONIK

## 2 Profile in brief:

AUTOMOBIL-ELEKTRONIK covers the entire range of passenger and commercial vehicle electronics: from the components and assemblies to software, tools and development techniques. In conjunction with the leading annual AUTOMOBIL-ELEKTRONIK conference in Ludwigsburg, AUTOMOBIL-ELEKTRONIK offers a combination which is unique in the market, thereby providing superior expertise from a technical and business perspective.

Together, AUTOMOBIL-ELEKTRONIK and its four sister journals form the Hüthig Electronic Media Group under the umbrella of the all-electronics online portal. Advertising customers will find a unique portfolio here that allows them to reach their target group across a range of media, in an accurate and comprehensive manner.

## 3 Target Group:

AUTOMOBIL-ELEKTRONIK targets managers and engineers in the field of automotive electronics design and manufacturing along the entire value chain, from components across the tiers and on to OEMs.

**4 Publication:** 5 x per year + special issues

**5 Magazine format:** DIN A4

**6 Volume:** Volume 20/2022

## 7 Purchase conditions and prices (including VAT):

domestic	€ 89.88 + € 8.56 shipping costs = € 98.44
foreign	€ 89.88 + € 17.12 shipping costs = € 107.00
Single copy price	€ 20.00 including VAT, not including shipping costs

**8 Organ:** –

**9 Memberships:** Deutsche Fachpresse, IVW

**10 Publishing company:** Hüthig GmbH  
Managing Director: Moritz Warth  
Address: Im Weiher 10  
D-69121 Heidelberg  
Tel.: +49 6221 489-363  
Internet: www.automobil-elektronik.de

**11 Publisher:** –

**12 Advertising Dept.:** Frank Henning, Head of Sales

**13 Editorial Dept.:** Dipl.-Ing. Alfred Vollmer, Editor-in-chief  
Editorial Address:  
Justus-von-Liebig-Str. 1  
D-86899 Landsberg



### Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

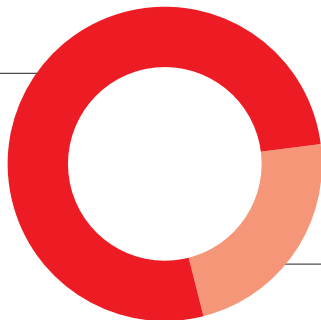
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

#### 14 Volume analysis

Total volume:  
6 issues in 2020  
336 pages = 100%

**79.9%**

Editorial content:  
268.5 pages

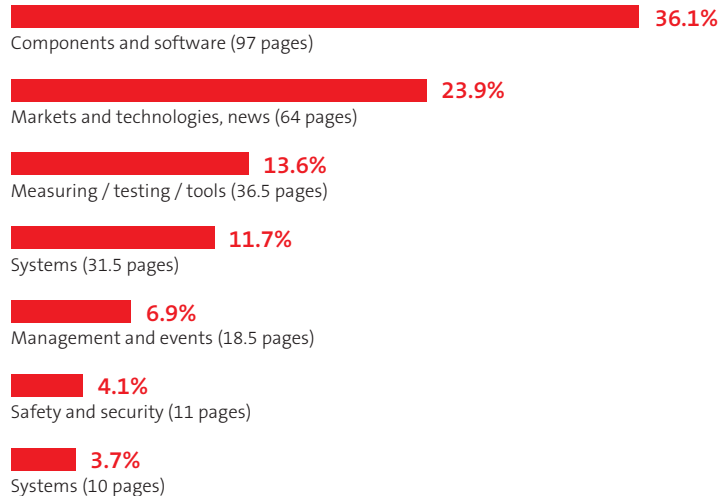


**20.1%**  
Advertising content:  
67.5 pages

of which:  
13 ads by the publishing  
house itself  
2 supplements

#### 15 Editorial content analysis

AUTOMOBIL-ELEKTRONIK 2020 = 268.5 pages



**1 Advertising rates in € (for formats, see page 6):**

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	4,820.00	4,579.00	4,338.00	4,097.00	3,856.00
2/3 page	3,280.00	3,116.00	2,952.00	2,788.00	2,624.00
1/2 page	2,580.00	2,451.00	2,322.00	2,193.00	2,064.00
Junior page	3,085.00	2,930.75	2,776.50	2,622.25	2,468.00
1/3 page	1,540.00	1,463.00	1,386.00	1,309.00	1,232.00
1/4 page	1,130.00	1,073.50	1,017.00	960.50	904.00
1/8 page	600.00	570.00	540.00	510.00	480.00
Total rates for 2c advertisements	2c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	5,460.00	5,219.00	4,978.00	4,737.00	4,496.00
2/3 page	3,665.00	3,501.00	3,337.00	3,173.00	3,009.00
1/2 page	2,965.00	2,836.00	2,707.00	2,578.00	2,449.00
Junior page	3,470.00	3,315.75	3,161.50	3,007.25	2,853.00
1/3 page	1,925.00	1,848.00	1,771.00	1,694.00	1,617.00
1/4 page	1,330.00	1,273.50	1,217.00	1,160.50	1,104.00
1/8 page	800.00	770.00	740.00	710.00	680.00
Total rates for 4c advertisements	4c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	5,895.00	5,654.00	5,413.00	5,172.00	4,931.00
2/3 page	4,125.00	3,961.00	3,797.00	3,633.00	3,469.00
1/2 page	3,425.00	3,296.00	3,167.00	3,038.00	2,909.00
Junior page	3,930.00	3,775.75	3,621.50	3,467.25	3,313.00
1/3 page	2,385.00	2,308.00	2,231.00	2,154.00	2,077.00
1/4 page	1,730.00	1,673.50	1,617.00	1,560.50	1,504.00
1/8 page	1,200.00	1,170.00	1,140.00	1,110.00	1,080.00



## 2 Surcharges

### Preferential placements:

Inside front cover and outside back cover 4c:	10 % surcharge on basic rate
Binding placements:	10 % surcharge on basic rate
Prices and conditions for cover placement on request.	

### Color surcharges (not discountable):

	2c	4c
1/1 page	€ 640.–	1,075.–
2/3 to 1/3 page	€ 385.–	845.–
1/4 and smaller	€ 200.–	600.–

Surcharges apply to Euroscale colors

Special colors on request

### Format surcharges:

Bleed-off and gutter bleed advertisements:	10 % surcharge on basic rate
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## 3 Discounts (for purchase within 12 months)

### Frequency discount rate:

3 x publication	5 %
6 x publication	10 %
9 x publication	15 %
12 x publication	20 %

### Quantity discount rate:

2 pages	5 %
3 pages	10 %
5 pages	15 %
8 pages	20 %

## 4 Job vacancies / classified ads:

Per mm (1-column, 41 mm wide), b/w	€ 5.–
------------------------------------	-------

## 5 Special Advertising:

Bound inserts must be delivered folded, untrimmed, without back stapling

Volume	Paper weight	minimum weight	up to 135 g/m <sup>2</sup>	over 135 g/m <sup>2</sup>
2 pages		120 g/m <sup>2</sup>	€ 3,920.–	€ 4,110.–
4 pages		80 g/m <sup>2</sup>	€ 4,930.–	€ 5,150.–

Bound inserts to be delivered to the printers free of charge and correctly packed no later than 14 days prior to publication date (see schedule) of the agreed issue. Required supply quantity: 9,900 copies

All prices in Euros without applicable VAT

## Supplements (not eligible for discount):

Minimum format 10.5 x 14.8 cm, minimum weight per sheet 150 g/m <sup>2</sup>	
up to 25 g	€ 3,040.–
up to 50 g	€ 3,760.–
each additional 25 g weight	€ 1,520.–

Maximum paper format 20 x 28 cm

Delivery: Specimens to be supplied as of order placement, circulation up to 10 days prior to publication.

Required supply quantity: 9,900 copies

Partial supplements on request

## Stick-on advertising media: Minimum format 6.0 x 7.5 cm at 150 g/m<sup>2</sup>

Positioning on request

In conjunction with advertisement or bound insert plus adhesive costs

– for machine processing	€ 520.–
– for manual processing	€ 1,170.–

## Delivery address for supplements and bound inserts:

QUBUS media GmbH, Beckstraße 10, D-30457 Hannover (clearly marked: AUTOMOBIL-ELEKTRONIK, issue XX/2019)

## 6 Contact: Consultation, bookings:

Frank Henning, Head of Sales  
Tel.: +49 6221 489-363  
E-mail: frank.henning@huethig.de

## Data delivery, invoicing, documents:

Sabine Greinus  
Tel.: +49 6221 489-598, Fax +49 6221 489-310  
E-mail: all-dispo@huethig.de

## 7 Terms of payment:

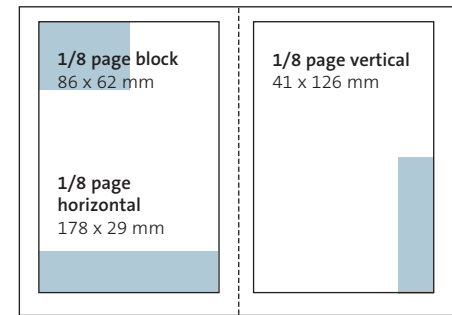
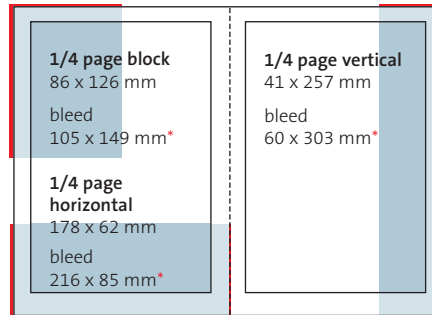
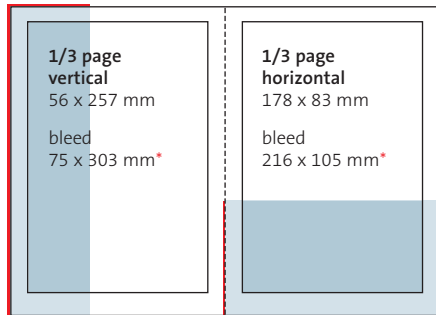
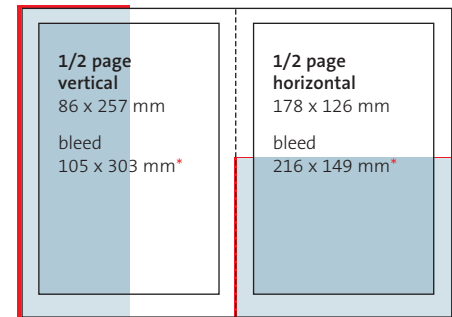
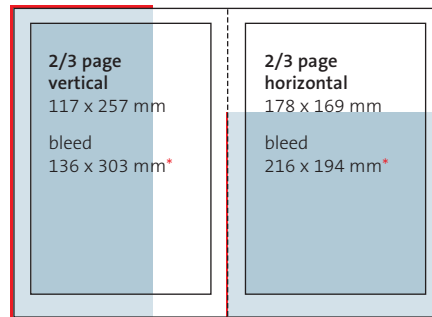
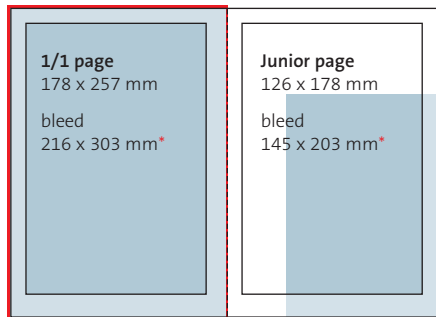
Net within 30 days of invoice date, 2% discount if payment made in advance or direct debit. Rates do not include VAT.

**Bank details:** HypoVereinsbank, account: 157 644 60, bank code: 700 202 70  
IBAN: DE66 7002 0270 0015 7644 60, BIC: HYVEDEMMXXX



— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats   ■ Bleed formats





- 
- 1 Magazine format:** Width 210 mm, height 297 mm, DIN A4  
**Type area:** Width 178 mm, height 257 mm  
4 columns, column width: 41 mm
- 
- 2 Printing & binding process:** Sheet-fed offset, adhesive binding
- 
- 3 Data transfer:** all-dispo@huethig.de
- 
- 4 Data formats:** Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller using version 4.0 or higher and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.
- 
- 5 Color advertisements:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.
- 
- 6 Proof:** as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO\_LWC\_Improved\_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated\_v2\_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.
- 
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
- 
- 8 Warranty:**  
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

- 
- 9 Contact**      Advertisement processing:  
Sabine Greinus  
Tel.: +49 6221 489-598  
Fax: +49 6221 489-310  
E-mail: all-dispo@huethig.de





## Head into the Fourth Dimension with Us

### How it works:








Our magazines are available as e-papers via the web browser. Editorial articles are also enhanced with digital content and can be called up as a digital overlay. We can also link your advertising to digital content. The benefit of this is that there is no change of medium: the reader remains within the magazine and consumes the digital content directly on the page.

Speak to our sales team; we will be happy to show you exactly how everything works!



### Digital overlay

The “e-paper” offers the possibility of using “digital overlays”. These are small items that are placed on the advertisements or in editorial articles and indicate to the reader that they will find additional informative content there.

-  Text (text field appears with your customized text)
-  Image (a photo or graphic)
-  Gallery (multiple photos or graphics for swiping through)
-  Link (direct link to your homepage or to the advertised product)
-  YouTube video (implemented from your channel)
-  Vimeo video (implemented from your channel)
-  Transparent overlay

Transparent overlays can accommodate any type of overlay and are not visible as you continue through the document but are clickable. Transparent overlays are always a good choice where the page or advertisement already indicates to the reader/user by graphical means that they can perform an action there.

Price per digital overlay: € 250.–

# AUTOMOBIL ELEKTRONIK

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Tel. +49 6221 489-363, Internet: [www.all-electronics.de](http://www.all-electronics.de)

10

Hüthig Elektronik  
Media Group



**elektronik industrie** defines itself as the leading technical print medium for electronics developers in German-speaking world. The editorial content focuses on practical and application-oriented articles and trends for all relevant sectors. The specialist information, which we research ourselves, can be applied and implemented by readers directly in the professional environment.

**elektronik industrie** and its four sister publications make up the Hüthig Elektronik media group under the umbrella of the all-electronics website. Advertising customers will find a unique portfolio here that allows them to reach their target group across a wide range of media in an accurate and comprehensive manner.



**productronic** is aimed at decision-makers and specialists in electronics manufacturing and anyone involved in technology development or services concerning electronics manufacturing. As an opinion-shaper, **productronic** provides comprehensive information that it researches itself on all aspects of efficient and cost-effective electronics manufacturing. The highly regarded industry magazine also publishes news and trend reports both in print and online. **productronic** comprehensively covers the electronics manufacturing industry in German speaking countries.



**AUTOMOBIL-ELEKTRONIK** covers the entire value-creation chain of vehicle electronics from components and assemblies to software, tools and development techniques. Together with the leading annual **AUTOMOBIL-ELEKTRONIK-KONGRESS** conference in Ludwigsburg, **AUTOMOBIL-ELEKTRONIK** provides a combination that is unique on the market thus demonstrating its expertise both technically and in terms of business.



**IEE** is the solution-oriented trade magazine for automation in mechanical and plant engineering and in other manufacturing industries. **IEE** focuses on the major changes in automation technology: innovations and concepts such as the Industrial Internet of Things (IIoT) and Industry 4.0 are rendering the conventional automation pyramid obsolete. In this process of upheaval and disruption, **IEE** takes its readers on a journey toward Production 4.0 – comprehensive and competent, reliable and always practice-oriented. As a modern trade magazine, **IEE** is therefore one of the best sources of information for investment decision-makers in all industries and functions.



**emobilitytec** is the technical and technological publication for hybrid vehicles and electromobility. The journal bridges the gap between the disciplines and presents new technologies and applications in all relevant areas. The focus is on concepts and solutions for electric drive technology, energy storage, vehicle electronics and lightweight construction. It also covers all other relevant automotive components as well as infrastructure and the political/economic environment.

**all-electronics.de**  
DEVELOPMENT. MANUFACTURING. AUTOMATION



**all-electronics.de** is the specialist journalistic website of Hüthig GmbH's five specialist electronics magazines.

The site primarily focuses on electronics development, electronics manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the site's journalistic focus centers on well-founded technical articles, background reports and technical knowledge. There are extensive search options available on **all-electronics.de**. A company directory, the job market and a newsletter published twice a week with 11,000 registered subscribers round off the offering.

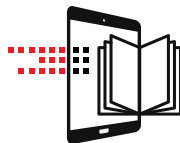
## Our coverage to secure your successful communication

Industry experts get their information in many different ways, now more so than ever.  
Reach your target group – via both analog and digital channels.



**9,211  
copies**  
Print

Our trade journal  
with IVW-audited  
circulation  
(actual figures)



**10,652  
copies\***  
E-paper

Extra digital distri-  
bution. IVW-  
audited as of  
Oct. 1, 2021



**19,863  
copies**  
Total circulation

Focused on the target  
group!

\*Based on information from the publishing house, planned from 2nd half 2021 onward



### 1 Circulation monitoring:



### 2 Circulation analysis:

Copies per issue on average for the period July 1, 2019 to June 30, 2020

Print run: 9,358

Number of copies actually distributed: 9,211 including abroad: 319

Copies sold: 713 including abroad: 76  
 – Subscribed copies: 143 including association member copies: 0  
 – Other sales: 570  
 – Single copy sales: 0 E-Paper\*: 10.652

Free copies: 8,498

Residual, archive and specimen copies: 147

\* publishers claim

### 3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	96.5	8,892
Abroad	3.5	319
Other*	0.0	0
<b>Copies actually distributed</b>	<b>100.0</b>	<b>9,211</b>

\* Section of circulation not analyzed such as trade fair and congress copies etc.

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	21.9	1,950
Bavaria	23.9	2,126
Berlin, Brandenburg, Mecklenburg-Western Pomerania	4.9	433
Bremen, Hamburg, Schleswig-Holstein	5.6	497
Hesse	7.7	685
Lower Saxony	7.7	681
North Rhine-Westphalia	15.6	1,389
Rhineland-Palatinate	3.5	313
Saarland	0.9	82
Saxony, Saxony-Anhalt	5.4	481
Thuringia	2.9	255
<b>Copies actually distributed Germany</b>	<b>100.0</b>	<b>8,892</b>

The detailed description of the survey method can be found on page 14

## 1.1 Sectors / industries

WZ 2008 Code	Recipient groups (according to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	Recipients
29, 30	Production of motor vehicles and motor vehicle parts, vehicle manufacturing	33.5	3,087
72, 71.12	Engineering offices, development	14.8	1,359
26.1	Production of electrical parts and circuit boards	6.4	591
26.51	Production of measuring, testing, navigation and similar tools and appliances	8.4	774
26.3	Production of devices and facilities for telecommunications technology	2.0	184
27.3, 35	Production of cables and electrical installation material, energy supply systems	2.4	222
	Other industries (e.g. software development, universities, trade associations)	32.5	2,994
	Other*	0.0	0
<b>Copies actually distributed</b>		<b>100.0</b>	<b>9,211</b>

\* Section of circulation not analyzed such as trade fair and congress copies etc.

## 1.2 Size of business unit

	Percentage of copies actually distributed	
	%	Recipients
1 - 49 employees	41.6	3,829
50 - 199 employees	19.5	1,791
200 - 999 employees	18.3	1,690
1.000 and more employees	20.6	1,901
Other*	0.0	0
<b>Copies actually distributed</b>	<b>100.0</b>	<b>9,211</b>

## 2.1 Job feature: field of activity

	Percentage of copies actually distributed	
	%	Recipients
Company management, technical management	42.6	3,927
Research and development	21.9	2,017
Design	6.9	636
Production	8.5	778
Quality	5.6	516
Purchasing	9.3	857
Other functions (e.g. IT, organization, industry associations)	5.2	480
Other*	0.0	0
<b>Copies actually distributed</b>	<b>100.0</b>	<b>9,211</b>

\* Section of circulation not analyzed such as trade fair and congress copies etc.

The detailed description of the survey method can be found on page 14

**Distribution and recipient structure analysis (AMF scheme 2 and 3-E)**  
**Total acquisition through file evaluation in accordance with IVW guidelines**  
**Description of the acquisition method for the distribution and recipient structure analysis (AMF scheme 2, no. 3 and AMF scheme 3-E, nos. 1.1–2.1)**

**1. Survey method:**

Recipient structure analysis through file evaluation –  
 Total acquisition in accordance with IVW guidelines

**2. Description of the recipients at the time of data acquisition:**

**2.1 Content of the file:**

The recipient file contains the addresses of all recipients. Since address details are provided, the file can be sorted by postal code / domestic and foreign recipients. The file also contains industry affiliation, company size categories and job characteristics.

**2.2 Total number of recipients in the file:** 13,044

**2.3 Total number of changing recipients:** 12,230  
 (change after every third edition)

**2.4 Structure of the recipients of an average edition by sales form:**

– Paid circulation	713
of subscribed editions	143
which: individual sale	0
other sale	570
– E-Paper	10,652
– Free copies	8,498
of permanent free copies	11
which: changing free copies	8,340
advertising copies	147
<b>Copies actually circulated (CAC)</b>	<b>9,211</b>
– of which domestic	8,892
– of which foreign	319

**3. Description of the survey:**

**3.1 Basic population (percentage surveyed):**

Basic population (CAC)	9,211	= 100.00 %
Of which not included in the survey:		
– Advertising copies	147	= 1.60 %
Of the basic population (CAC), the survey represents	9,064	= 98.40 %

**3.2 Date of digital evaluation:** August 2, 2021

**3.3 Description of the data basis:**

To assign the recipients to the “industries”, “company size” and “job characteristics” criteria, the data is continuously maintained in our address and customer system and updated with small adjustments to ensure that it is always in line with the latest market trends.

**3.4 Target person of the survey:**

The institution-based recipients entered in the file.

**3.5 Definition of the reader:** N/A

**3.6 Survey period:** July 1, 2020 to June 30, 2021

**3.7 Survey conducted by:** Hüthig GmbH

This survey complies with the current version of the ZAW framework for advertising media analysis in terms of structure, implementation and reporting.



## Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



## Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- **\*Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent  
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

## Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



Alexander Zöller  
+49 81 91/125-345  
Adressvermietung@huethig.de

**all-electronics.de**

**1 Website (URL):** www.all-electronics.de

**2 Profile in brief:**  
all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH. The portal focuses chiefly on the topics of electronic development, electronic manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the portal's journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines.  
The user also has extensive research facilities at hand in the business directory, which contains over 5,000 companies listed by specific industry. And the online presence is reinforced by a newsletter with about 11,000 registered subscribers. The offering is rounded out by an extensive job market featuring positions for skilled staff and executive management in the electronics industry.

**3 Target group:**  
The portal's target group is comprised of developers and decision-makers in the electronics industry, automotive industry as well as automation specialists from all industries. The majority of users are engineers and designers.

**4 Publisher:** Hüthig GmbH

**5 Editorial Contact:**  
Dipl.-Ing. Alfred Vollmer, Editor-in-chief  
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**8 External ad server used:** Google Ad Manager from Google

**Ad technologies and creatives**  
We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns.  
Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared.  
N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL.  
Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).



Facts	
<b>Traffic</b>	<b>Channels</b>
<ul style="list-style-type: none"> <li>• 116,706 visits / month<sup>1</sup></li> <li>• 174,262 page impressions / month<sup>1</sup></li> <li>• 11,004 newsletter subscribers<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Market</li> <li>• Automation</li> <li>• Electronics development</li> <li>• Electronics manufacturing</li> <li>• Automotive &amp; transportation</li> </ul>
<b>Content</b>	
<ul style="list-style-type: none"> <li>• technical articles</li> <li>• product reports</li> <li>• news</li> <li>• editorials</li> <li>• videos</li> </ul>	

<sup>1</sup>Source: IVW, as of 3/2021 <sup>2</sup>Source: Emarsys, as of 7/2021

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per month	Price in Euro in trade fair months*
	Billboard	RoS under Header	Desktop Tablet	940x250	4,900.–	5,400.–
	Halfpage	RoS (sticky)	Desktop	300x600	5,100.–	5,600.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	3,900.–	4,300.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	4,880.–	5,300.–
	Skyscraper left	RoS	Desktop	160x600	2,495.–	2,720.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	3,050.–	3,350.–
	Leaderboard Basic	Post, behind 1. text block or end of posting	Desktop Tablet	728x90	2,500.–	2,750.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	3,400.–	3,680.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	2,700.–	2,980.–
	Baseboard	RoS (sticky)	Desktop	960x90	4,100.–	4,500.–
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	1,580.–	1,740.–

\* Trade fair months: March, October, November

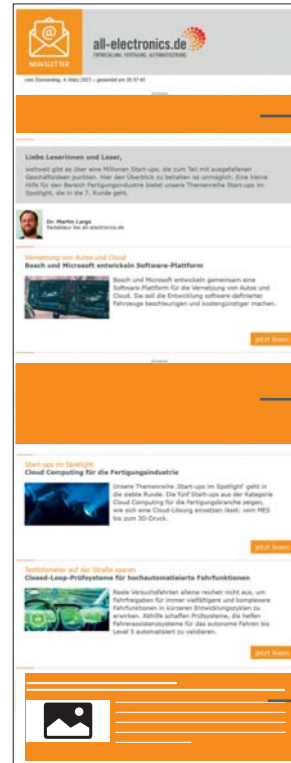




- 1 Name:** all-electronics.de-Newsletter
- 2 Profile in brief:**  
Each Tuesday and Thursday, our weekly newsletter is sent to about 11,000 subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.
- 3 Target group:**  
The portal's target group is comprised of developers and decision-makers in the electronics industry, as well as automation specialists from all industries. The majority of users are engineers and designers.
- 4 Frequency:** 2 x per week, on Tuesday and Thursday
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<sup>1</sup> publisher's claim

All prices in Euros without applicable VAT



**Exclusive Ad<sup>2</sup>**  
**Format:** 650 x 60 pixels  
**Price/issue:** € 1,100.–/€ 1,150.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

**Content Ad<sup>2</sup>**  
**Format:** 650 x 150 pixels  
**Price/issue:** € 790.–/€ 850.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

**Text ad (image + text)<sup>2</sup>**  
**Image:** 190 x 100 pixels  
**Text:** max. 330 characters  
**Price/issue:** € 865.–/€ 950.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

<sup>2</sup> The banners and text ads in the newsletter are visible for one week after publication.  
<sup>3</sup> Increased price before trade fairs (March, October, November)

<sup>4</sup> Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.

## Content Placement

Content placement is an article posted on all-electronics.de that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or a topic page of all-electronics.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

You can freely choose the text and images of your content.

The frequency of this form of advertising is strictly limited!

**Format:** HTML content page, delivery of content as a Word document.  
Maximum of 5 images in png or jpg format.

**Price:** € 2,100.- / 2,350.-\*

### You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: A maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

\* Price increase before trade fairs (March, October, November)

All prices in Euros without applicable value added tax



Reach more  
customers with  
the **SOCIAL MEDIA  
BOOST!**  
Price: € 500.-



Example Content Placement

## Business directory

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our Business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery	✓	✓
Company profile	✓	✓
Specific contact partners	✓	✓
Link to sales offices or branches	✓	✓
Additional informations as a link or file	✓	✓
Embedding company videos	✓	✓
Embedding whitepapers	✓	✓
Price/year	€ 395,-	€ 580,-

All prices in Euros without applicable VAT

The screenshot shows the website interface for all-electronics.de. At the top, there is a search bar and a navigation menu. The main content area features a large banner with a technical image and a search bar. Below the banner, there is a section for 'Hüthig GmbH' with contact information and a description of the company's history and products. The page is designed to provide detailed information about the company and its services.

## Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

### Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company
- You bring about a positive change in your image, right through to being viewed as an expert
- You become established as an opinion maker
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information
- You increase your range and gain far greater visibility
- You benefit from protecting and boosting sales figures and your bottom line for the long-term



### We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

### Interested? For a customized quote, contact:



Frank Henning, Head of Sales  
Tel.: +49 6221 489-363  
frank.henning@huethig.de

## The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

### The benefits of the webinar package at a glance

- **Comprehensive promotional package**  
We plug your webinar, thereby generating your leads
- **New contacts**  
Get to know new potential customers that are interested in your product.  
You receive all information about the registered participants for commercial use at your company
- **Expert implementation**  
You provide the speaker; our experienced team will take care of moderation and technical implementation
- **Image boost**  
Modern companies use modern media formats
- **Cost and time savings**  
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**  
You share video, audio and files with the participants
- **Direct contact**  
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**  
Results of surveys, the interest rate and the average attendance duration of the participants
- **Recording of webinars**  
We put the recording of the webinar on our website as an on-demand webcast

### Your webinar services:

- Advertisement of your webinar on the website with logo, test and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports
- On-demand webcast following live event on website with reproduction and text

### Interested?

#### For a customized quote, contact:



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frank.henning@huetig.de



## The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

### With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise
- you provide readers with added value by addressing a highly specific problem for your target group, for example
- you create trust and credibility by avoiding a sales pitch of any kind
- you generate new B2B leads for your company

### Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.




### Interested? For a customized quote, contact:



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Issue	01 January / February	02 March / April	03 May / June	Industry in focus	04 August / September	05 October / November
Publication date	Feb. 22, 2022	Apr. 20, 2022	Jun. 9, 2022	Jun. 9, 2022	Sep. 20, 2022	Nov. 4, 2022
Advertising deadline	Jan. 27, 2022	Mar. 23, 2022	May 12, 2022	May 3, 2022	Aug. 25, 2022	Oct. 7, 2022
Editorial deadline for specialist articles	Dec. 21, 2021	Feb. 23, 2022	Apr. 12, 2022	Apr. 1, 2022	Jul. 27, 2022	Sep. 8, 2022
Trade fairs	<b>CES</b> Las Vegas, US Jan. 5–8, 2022	<b>PCIM</b> Nuremberg May 10–12, 2022	<b>embedded world</b> Nuremberg Jun. 21–23, 2022  <b>26<sup>th</sup> Automobil-Elektronik Kongress, Ludwigsburg</b> Jun. 28–29, 2022  		<b>IAA Nutzfahrzeuge</b> Hanover Sep. 20–25, 2022  IZB Wolfsburg Oct. 11–13, 2022	<b>electronica</b> Munich Nov. 15–18, 2022
Range of topics covered	<b>Infotainment, connectivity, virtual / augmented reality, multimedia</b> Communication (phone, 5G, Bluetooth), satnav, secure integration of mobile devices, interaction with ADAS / AD, e-call, concepts	<b>Bus systems / protocols</b> Ethernet/IP, multi-gigabit, Flexray, CAN, LIN, MOST, HDbaseT	<b>Driver assistance (ADAS) and automated driving (AD)</b> Systems, radar, sensors, evaluation electronics, sensor fusion, image processing, safety and comfort aspects	<b>“Industry in focus” special issue</b>  The sector guide offers an overview of service and other providers for the automotive, supplier, and electronics industries and features detailed company profiles, an extensive market overview, address directory, and list of abbreviations.	<b>Artificial intelligence</b> Concepts, algorithms, methods, and aids for implementing AI projects in an automotive environment	<b>Active and passive components</b> Semiconductors, capacitors, coils, resistors, quartz crystals, oscillators, RF components
	<b>Semiconductors</b> Microcontrollers, microprocessors, DSPs, memory ICs, FPGAs / PLDs	<b>Power electronics</b> MOSFETs, IGBTs, smart power, inverters, DC-to-DC converters, measurement technology for power applications	<b>Alternative drive and mobility concepts</b> (H)EVs, batteries, fuel cells, super-caps, ECUs, concepts		<b>On-board networks</b> Architectures, cable harnesses, ECUs, bus systems, software, tools, and services	<b>Electromechanics</b> Cables, plug-in connectors, relays, switches, buttons, dials, touchscreens, operating systems, isolating plugs, high-voltage and 48-volt systems
	<b>Safety and security</b> Design concepts, tools, security ICs, hypervisors, cybersecurity, services, ISO 26262	<b>Sensor elements and sensor systems</b> Sensor fusion, video, radar, lidar, acceleration, temperature, moisture, pressure, displacement, magnetic field, opto, etc.	<b>Optoelectronics</b> Lighting, LEDs, OLEDs, matrix light, display screen, interior, ambient, and signal lighting		<b>Pre-event reports on the IAA</b> Preview of a few highlights: ADAS / AD, e-drive (from 48 V to high-voltage), connectivity, operating systems, special solutions, and much more	<b>Sensor / actuator technology</b> Sensor fusion, sensors (including camera, radar, lidar), conditioning ICs, motors, piezoelements, magnets, actuators, etc.
Special topics	<b>SPECIAL Coronavirus – what now?</b> What's next for the automotive electronics industry in the age of coronavirus: What technologies are at the forefront, and how will we overcome the challenges?	<b>SPECIAL Tools for developing, testing, and simulating</b> Development and simulation tools, system tests, test benches, HiL, SiL, DiL, mobile measurement technology, diagnostics, test automation, test systems, tools	<b>SPECIAL Exhibitors and talks at the 26<sup>th</sup> Automobil-Elektronik-Kongress Ludwigsburg</b>		<b>SPECIAL Tools</b>	<b>SPECIAL Outlook for electromobility</b>

In every issue: the latest industry news, strategy articles, management, interview(s), and new products as well as the very latest updates on the megatrends of connectivity, electrification, and ADAS / AD.

# Your contacts and representatives

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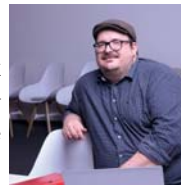
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