

# MEDIA KIT 2017



## PRINT + ONLINE

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successful media for experts

Media Group  Süddeutscher Verlag



Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.emobilitytec.de

**1 Title:** emobilitytec

**2 Profile in brief:**

emobilitytec is the technical and technological trade magazine for hybrid and battery electric vehicles. The trade magazine offers a bridge between the disciplines, introducing new technologies and applications in all relevant areas. The specialist magazine focuses on concepts and solutions for electric drive engineering, energy storage devices, vehicle electronics and lightweight design. In addition, emobilitytec also deals with all other relevant vehicle components, as well as infrastructure and the political/economic environment.

**3 Target group:**

All OEM, Tier-1 and Tier-2 designers and engineers involved in the development of electrically powered vehicles, especially passenger cars.

**4 Publication:** 4 x per year  
see schedule and editorial topic calendar on p. 10

**5 Magazine format:** DIN A4

**6 Volume/year:** Volume 6/2017

**7 Price annual subscription:**

domestic: € 56.00 (+ € 5.00 shipping costs and VAT = € 65.27)  
foreign: € 56.00 (+ € 10.00 shipping costs and VAT = € 70.62)  
Single copy price € 19.50 (including VAT, not including shipping costs)

**8 Organ:** –

**9 Memberships:** Deutsche Fachpresse, IVW

**10 Publishing company:**

Hüthig GmbH  
Managing Director: Fabian Müller  
Publishing Manager: Rainer Simon

**Address:** Im Weiher 10, D-69121 Heidelberg  
Phone: +49 6221 489-363  
Fax: +49 6221 489-482

**Web Address (URL):** www.emobilitytec.de

**11 Publisher:**

Hüthig GmbH

**12 Advertising Dept.:**

Frank Henning, Advertising Manager

**13 Editorial Dept.:**

Dipl.-Ing. Alfred Vollmer, Editor-in-chief

**14 Volume analysis**

2015 = 4 issues

**Total volume:** 228 pages = 100.0 %

**Editorial section:** 237 pages = 83.8 %

**Advertising section:** 44 pages = 16.2 %

**15 Analysis of editorial content by topical area:**

Markets + technologies 44 pages = 19.4 %

Electric + electronic 13 pages = 5.7 %

Energy + propulsion 54 pages = 23.6 %

Testing + validation 21 pages = 9.2 %

Plastics + lightweight construction 59 pages = 25.9 %

Trade fairs + congresses 37 pages = 16.2 %

**228 pages = 100.0 %**

## 1 Advertising rates (formats – see page 4):

All advertising rates in € including color surcharges and exclusive of applicable VAT.

| Format      | Width x Height in mm       | Prices in € |
|-------------|----------------------------|-------------|
| 1/1 page    | 178 x 257                  | € 5,030.–   |
| 2/3 page    | 117 x 257/178 x 169        | € 3,420.–   |
| Junior page | 126 x 178                  | € 3,110.–   |
| 1/2 page    | 86 x 257/178 x 126         | € 2,770.–   |
| 1/3 page    | 56 x 257/178 x 83          | € 2,020.–   |
| 1/4 page    | 86 x 126/178 x 62/41 x 257 | € 1,470.–   |

### 1.1 mm price:

Per mm (1-column, 41 mm wide) € 6.30

## 2 Surcharges:

### Preferential placements

|                    |                    |
|--------------------|--------------------|
| Inside front cover | € 5,570.–          |
| Outside back cover | € 5,570.–          |
| Binding placements | 10 % on basic rate |

## 3 Classified ads:

Job vacancies: 20 % discount off the regular price (see point 1)

## 4 Special advertising formats: available on request

## 5 Discounts (for purchase within one calendar year):

|               |               |
|---------------|---------------|
| 2+ placements | 8 % discount  |
| 4+ placements | 10 % discount |

All prices in Euros without applicable VAT.

## 6 Bound inserts:

| Volume  | Paper weight | up to 170 g/m <sup>2</sup> | over 170 g/m <sup>2</sup> |
|---------|--------------|----------------------------|---------------------------|
| 2 pages |              | € 3,560.–                  | € 3,690.–                 |
| 4 pages |              | € 5,680.–                  | € 5,925.–                 |

Other formats on request.

Delivery: Specimens to be supplied as of order placement Circulation up to 14 days prior to publication. Format untrimmed 216 mm wide, 303 mm high. Head trim 3 mm. Multi-page inserts must be folded in the above format.

## 7 Supplements:

(not eligible for discount)

|                                                               |                          |
|---------------------------------------------------------------|--------------------------|
| up to 25g in weight                                           | € 350.– per 1,000 copies |
| each additional 25g weight (Prices including postage portion) | € 175.– per 1,000 copies |

max. paper format 20 x 29 cm

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

## 8 Stick-on advertising media (only for total circulation):

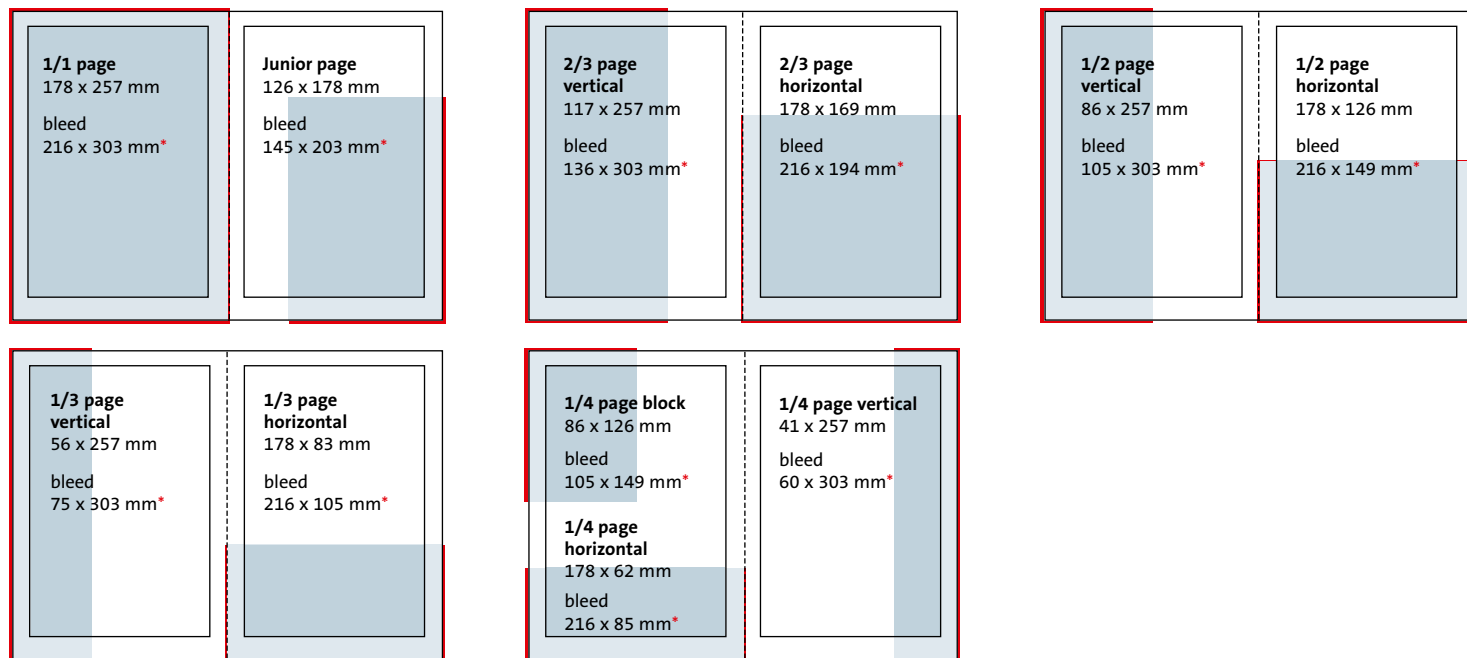
|                                                                       |           |
|-----------------------------------------------------------------------|-----------|
| In conjunction with advertisement or bound insert plus adhesive costs | € 920.–   |
| – for machine processing                                              | € 510.–   |
| – for manual processing                                               | € 1,140.– |

## 9 Delivery address, bound inserts, supplements and glued inserts:

pva Druck und Mediendienstleistungen GmbH, Industriestr. 15, D-76829 Landau/Pfalz (clearly marked: for emobility tec, issue no. XX)

— \*Bleed formats quoted include 3 mm trim allowances

Type area formats    Bleed formats



**1 Circulation:**

|                                                   |               |
|---------------------------------------------------|---------------|
| <b>Print run:</b>                                 | 15,000 copies |
| <b>Number of<br/>copies actually distributed:</b> | 14,836 copies |

**2 Magazine format:**

|                   |                                                                  |
|-------------------|------------------------------------------------------------------|
|                   | DIN A4,<br>width 210 mm, height 297 mm                           |
| <b>Type area:</b> | width 178 mm, height 257 mm<br>4 columns,<br>column width: 41 mm |

**3 Printing process:**

Rotary offset

**Binding process:**

adhesive binding

**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.

**Color advertisements:** For digitally delivered masters for color advertisements, the customer must also 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 shall forfeit any rights to damage claims due to color deviations.

**Proof specifications:** 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. For further information on pdf format pre-settings call the technical hotline at **+49 8191 125-338**.

**4 Publishing company:**

|                                                  |
|--------------------------------------------------|
| Hüthig GmbH                                      |
| <b>Address:</b> Im Weiher 10, D-69121 Heidelberg |
| <b>Phone:</b> +49 6221 489-363                   |
| <b>Fax:</b> +49 6221 489-482                     |

**5 Terms of payment:**

Net within 30 days of invoice date,  
2 % discount if payment made in advance or direct debit.

**Bank details:**

HypoVereinsbank  
Account: 157 644 60  
Bank code: 700 202 70  
IBAN: DE66 7002 0270 0015 7644 60  
BIC: HYVEDEMMXXX

**6 Contact:**

Advertisement Processing  
Martina Probst  
Tel.: +49 6221 489-248  
Fax: +49 6221 489-310  
E-mail: [emt-dispo@huethig.de](mailto:emt-dispo@huethig.de)

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.emobilitytec.de

### 1 Circulation monitoring:



### 2 Circulation analysis:

Average annual number of copies per issue  
July 1, 2015 - June 30, 2016

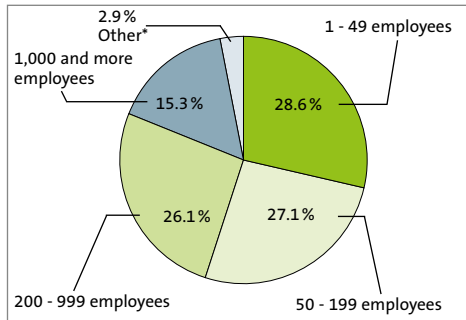
Print run: 15,000

|                                               |        |                                      |     |
|-----------------------------------------------|--------|--------------------------------------|-----|
| <b>Number of copies actually distributed:</b> | 14,836 | including abroad:                    | 830 |
| <b>Copies sold:</b>                           | 886    | including abroad:                    | 3   |
| – Subscribed copies:                          | 33     | including association member copies: | –   |
| – Other sales:                                | 853    |                                      |     |
| – Single copy sale:                           | 0      |                                      |     |
| <b>Free copies:</b>                           | 13,950 |                                      |     |

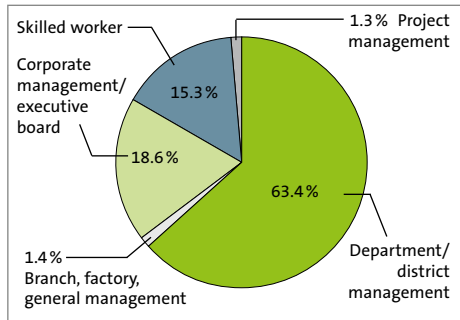
Remnant, specimen and archived copies:

164

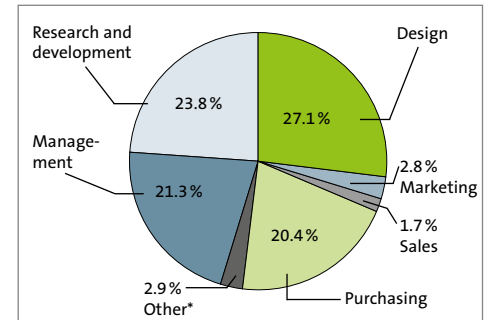
### 1.2 Size of the economic unit



### 2.1 Job feature: Position in company



### 2.1 Job feature: Field of activity



### 3 Sectors/Industries:

| Recipient groups                                                                                           | Proportion of copies actually distributed |               |
|------------------------------------------------------------------------------------------------------------|-------------------------------------------|---------------|
|                                                                                                            | %                                         | Recipients    |
| Mechanical engineering, motor vehicle and automotive manufacturing                                         | 40.4                                      | 5,994         |
| Manufacturers of electrical components, telecommunications, navigational instruments, electrical equipment | 25.3                                      | 3,754         |
| Manufacturers of metal products/metal working                                                              | 17.2                                      | 2,552         |
| Chemicals producers products, rubber and plastic                                                           | 9.6                                       | 1,424         |
| Engineering firms, IT service providers                                                                    | 4.6                                       | 682           |
| Other*                                                                                                     | 2.9                                       | 430           |
| <b>Number of copies actually distributed:</b>                                                              | <b>100.0</b>                              | <b>14,836</b> |

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

## General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

### § 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

### § 2 Offer, Conclusion of Contract

1. Conclusion in the meaning of the General Terms and Conditions set out below is a contract on the publication of one or more advertisements, third-party supplements or other advertising media of an advertiser or other commercial inserts in printed form for the purposes of distribution.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press or Advertising Council in a certain procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

### § 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements, if copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand). Files which belong together must be sent or saved in a common directory (folder). In the event that the customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color errors which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete files containing computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable or damaged copy. Copy shall only be returned to the customer if specifically requested. Failing this, it shall become the property of the publisher. The obligation to store all documents which are sent expires three months after publication of the respective order.

3. Costs for the production of ordered copy, films or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be obtained, the publisher shall instead send confirmation that the advertising material has been published and distributed.

6. Design and labeling of advertising material shall be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertising materials as advertisements if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail (even if the said replies have been sent by express or registered mail). Notwithstanding this, the publisher assumes no responsibility for the delivery of such replies.

8. The advertising deadlines and notification dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Orders may only be cancelled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties stemming from the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission paid by the publisher is calculated based on the net charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be placed in the name and at the address of the advertiser. In the event that the advertiser places an order, in the event doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, then must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

### § 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to companies if the publisher has notified them thereof at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall be entitled to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year

("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertisement year. If an order fails to reach the forecast order volume, the excess discount granted shall be subsequently invoiced to the customer.

4. Unless otherwise agreed, following receipt of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-identification deadline after the SEPA pre-identification deadline shall be shortened to four days. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to deliver delivery on a current contract until payment is made, as well as require advance payment. In case of reasonable doubt concerning the customer's ability to pay, the publisher shall be authorized, including during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. Prices exclude standard VAT unless otherwise stated on the day the invoice is issued.

6. For orders from abroad which are not subject to VAT, the invoice shall be issued without VAT. The publisher is entitled to charge VAT retroactively should the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such timely manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

### § 5 Warranty for Defects

1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.

2. In the event that the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.

3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced with defects – despite prompt delivery of error-free copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is given a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

### § 6 Liability, Force Majeure

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breach of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence which leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in the event said damages were caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health. To the extent that the publisher's liability is excluded, this shall also apply to the personal liability of its employees, representatives, bodies and vicarious agents. All claims for damages against the publisher expire 12 months after the point in time at which the customer became aware or should have become aware of the circumstances substantiating the claim.

2. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order; no claims for damages shall arise from this.

### § 7 Concession of Rights

The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for duplication, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without geographical restriction and confer authorization for placement by all known technical methods and in all known forms of advertising media.

### § 8 Storage of Customer Data

Within the scope of business relations, the publisher stores customer data with the help of electronic data processing in accordance with the statutory provisions of the Federal Data Protection Act. The publisher shall be entitled to forward gross advertising sales and company identification data of the customer at product level for publication purposes to companies whose business is the collection and evaluation of such information. This data will be aggregated there and communicated to the market in anonymized form.

### § 9 Place of Performance, Place of Jurisdiction

The law of the Federal Republic of Germany applies, excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is the publisher's registered office. The place of jurisdiction for lawsuits against merchants, legal persons under public law or special funds under public law shall be the publisher's registered office.

Status as of: July 2016

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.emobilitytec.de



## New customer acquisition with TOP decision-maker addresses

Increase your sales success and open up new revenues potential by addressing over 500,000 decision-makers in a targeted and personalized way.

- **Extremely up-to-date address list** thanks to regular dispatch of our own magazines
- **Exclusive contact partners** right up to specialist units using continuous telephone address qualification
- **Personalized address** of CEOs, decision-makers and specialist experts
- **Flexible use of addresses** with one-off, multiple or yearly usage
- **Invoicing based on net volume used** through comparison with your database

## Extensive selection options

- Sector and related sectors
- Decision-makers by position and function
- Readers of single or several specialist magazines
- Number of employees
- Region (post code/Nielsen)
- National and international

\* You are credited the address hire costs on a subsequent order for all undeliverable returns sent back to us

## Try now free-of-charge!

A test with small numbers of addresses is available at any time to ensure greater planning certainty for your mailing.

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

| Address hire                                                | One-off usage<br>(price per usage)                      | Two-time usage<br>(price per usage) | Three-time usage<br>(price per usage) | Annual hire<br>(flat-rate) |
|-------------------------------------------------------------|---------------------------------------------------------|-------------------------------------|---------------------------------------|----------------------------|
| Database flat rate                                          | € 180.–                                                 |                                     |                                       |                            |
| Company address +<br>1 contact partner<br>(price per usage) | from € 0.195                                            | from € 0.185                        | from € 0.179                          | from € 0.90                |
| Minimum order value                                         | € 490.– (incl. database/selection flat-rate)            |                                     |                                       |                            |
| Minimum order                                               | 70% of the addresses supplied (with address comparison) |                                     |                                       |                            |

Prices plus statutory VAT. The terms and conditions set out in the offer/order confirmation apply

## Simply get in touch with us:



Alexander Zöller

Phone: +49 8191 125-345  
 Fax: +49 8191 125-555  
 alexander.zoeller@mi-verlag.de



Marek Birkenhauer

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Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: [www.emobilitytec.de](http://www.emobilitytec.de)



**elektronik industrie** defines itself as the leading monthly technical specialist publication for electronics developers in the 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.



**elektronik journal** is the special interest magazine for decision-makers in electronics development. The specialist articles and short reports focus on the technical and economic benefits of products and solutions. Specialist journalists get to the bottom of relevant issues in a clear and application-oriented way in a fresh magazine style. In 2017, the editorial team will focus on the following nine editions: Distribution + Purchasing, Internet of Things, Power, Measuring + Sensor Technology, Electromechanics, Embedded + Wireless, Lighting Technology + LED, Medical Electronics and Industrial. Every topic is presented in a comprehensive and sustainable way – from the principles and technologies to their applications and from the components to the final system.



**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 and market leader, **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 business.



**IEE** is the solution-oriented specialist magazine for automation in the mechanical engineering industry and other manufacturing sectors. Thematically **IEE** focuses on the huge changes in automation technology: Innovations and concepts, such as the Internet of Things (IoT) and Industrie 4.0, are transforming the traditional automation pyramid. In this process of upheaval, **IEE** accompanies readers on the path to "Production 4.0" – comprehensive, expert, reliable and always application-oriented. As a modern specialist magazine, **IEE** is a number 1 source of information for investment decision-makers in all sectors of the economy and functions.

**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 17,100 registered subscribers round off the offering.

| Issue                                                                         | Trade fairs                                                                                                                                                                                                                                                                                               | Topics                                                                                                                                                                                                                                            | In each edition                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1/2017</b><br>PD: Mar. 9, 2017<br>AD: Feb. 14, 2017<br>ED: Jan. 26, 2017   | <b>Kunststoffe im Automobilbau</b> , Mannheim: Mar. 29 - 30, 2017<br><b>MobilTec / Hannover Messe</b> , Hanover: Apr. 24 - 28, 2017<br><b>Wiener Motorensymposium</b> , Vienna: Apr. 27 - 28, 2017<br><b>Sensor+Test</b> , Nuremberg: May 30 - June 1, 2017<br><b>PCIM</b> , Nuremberg: May 16 - 18, 2017 | <ul style="list-style-type: none"> <li>• New drive concepts</li> <li>• Electric mobility components</li> <li>• Charging of (H)EVs: Onboard systems and charging stations</li> <li>• Testing and diagnosis tools</li> </ul>                        | <ul style="list-style-type: none"> <li>• Electromechanical technology</li> <li>• Design of lightweight components</li> <li>• Security in the system and with OTA (over the air) updates</li> </ul>                       | <p>Markets and technologies:<br/>Companies and mergers, politics (grant funding, tax policy), trade fairs and conferences, research networks, market data, (H)EV fleets, infrastructure</p> <p>Trade fairs, tests and tools:<br/>Measuring technology, diagnostics, SiL and HiL tests</p> |
| <b>2/2017</b><br>PD: May 23, 2017<br>AD: Apr. 27, 2017<br>ED: Apr. 5, 2017    | <b>Automotive Testing Expo</b> , Stuttgart: June 20 - 22, 2017<br><b>Fortschritte in der Automobil-Elektronik</b> , Ludwigsburg: June 27 - 28, 2017<br><b>Zulieferer Innovativ</b> , Munich: July 2017                                                                                                    | <ul style="list-style-type: none"> <li>• Power electronics for inverters</li> <li>• Testing of batteries and power electronics</li> <li>• Energy storage solutions: Batteries, supercaps etc.</li> <li>• Sensors for electric mobility</li> </ul> | <ul style="list-style-type: none"> <li>• Electric mobility beyond the car: E-bikes, commercial vehicles and more</li> <li>• Lightweight technology and air-conditioning</li> <li>• Safety (ISO 26262)</li> </ul>         |                                                                                                                                                                                                                                                                                           |
| <b>3/2017</b><br>PD: Aug. 24, 2017<br>AD: July 31, 2017<br>ED: July 12, 2017  | <b>IAA Pkw</b> , Frankfurt: Sept. 14 - 24, 2017<br><b>World of Energy Solutions</b> , Stuttgart: Oct. 9 - 11, 2017                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• IAA previews: new components and systems for (H)EVs</li> <li>• Cooling systems for traction batteries</li> <li>• Range extenders and fuel cells</li> <li>• Battery management systems</li> </ul>         | <ul style="list-style-type: none"> <li>• Infotainment and driver assistance, especially for electric mobility</li> <li>• Materials and components in lightweight construction</li> <li>• Security</li> </ul>             |                                                                                                                                                                                                                                                                                           |
| <b>4/2017</b><br>PD: Oct. 12, 2017<br>AD: Sept. 18, 2017<br>ED: Aug. 30, 2017 | <b>VDI-Kongress ELIV</b> , Bonn: Oct. 18 - 19, 2017<br><b>eCarTec</b> , Munich: Oct. 17 - 19, 2017<br><b>productronica</b> , Munich: Nov. 14 - 17, 2017<br><b>SPS IPC Drives</b> , Nuremberg: Nov. 28 - 30, 2017                                                                                          | <ul style="list-style-type: none"> <li>• Review: Electric mobility at the IAA 2017</li> <li>• High-voltage connectors</li> <li>• Electric motors for traction</li> <li>• Plastics and lightweight elements</li> </ul>                             | <ul style="list-style-type: none"> <li>• Batteries: Components, systems and safety</li> <li>• Testing as a service: Testing laboratories, test benches and more</li> <li>• HVAC systems for electric mobility</li> </ul> |                                                                                                                                                                                                                                                                                           |

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