

MEDIA KIT 2018



Average number of readers per copy: 5,1!

PRINT + ONLINE

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 **Hüthig**
 successful media for experts
 Media Group  Süddeutscher Verlag



Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-230, Fax +49 6221 489-481, Internet: www.ki-portal.de

1 Title: KI – Trade journal for refrigeration • ventilation • air conditioning technology

2 Profile in brief:

KI – Refrigeration • Ventilation • Air conditioning is the trade publication for specialists and top decision-makers in the refrigeration, ventilation and air conditioning technology sectors. With a view to bridging the gap between science and practice, KI contains specialist articles from renowned authors from the world of research and development. The practice section contains well-researched user articles, reports and product information. As part of regular forums, experts discuss the latest industry topics. Average number of readers per copy: 5.1! 84% of readers are involved in investment decisions. The online portal www.ki-portal.de offers the latest industry and product news, among other content.

3 Target group:

Technical building engineering and planning offices; users of refrigeration, air conditioning and ventilation technology within industry, commercial fields and public authorities; refrigeration and air conditioning producers, component manufacturers. Additionally: Universities, technical universities, institutions and technical educational facilities.

4 Publication frequency: 9 x per year

5 Magazine format: DIN A4

6 Volume/year: Vol. 54 / 2018

7 Price annual subscription

domestic € 185.00 (+ € 11.00 shipping costs and VAT = € 210.15)
foreign € 185.00 (+ € 22.00 shipping costs and VAT = € 221.92)
Single copy price € 23.00 (including VAT, not including shipping cost)

8 Organ: independent

9 Memberships: Deutsche Fachpresse, IVW

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

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Telephone: +49 6221 489-230
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Internet: www.huethig.de
E-Mail: ludger.aulich@huethig.de

11 Publisher: Prof. Dr.-Ing. Uwe Franzke

12 Advertisements: Ludger Aulich (responsible)
Harald Berg (sales)

13 Editor: Axel de Schmidt
Birgit Bakhtiari (assistant)

14 Volume analysis 2016 = 9 issues

Total volume: 570 pages = 100.0 %

Editorial section: 457 pages = 80.2 %

Advertising section: 113 pages = 19.8 %
of which job vacancies/classifieds ads 1 page = 0.9 %
publisher's own ads: 13 pages = 11.5 %

Supplements: 2

15 Analysis of editorial content 2016 = 457 pages

Columnns

User-related reports from the field 184 pages = 40.3 %
Technical scientific articles and R&D 102 pages = 22.3 %
Trade and product announcements 106 pages = 23.2 %
Forums 22 pages = 4.8 %
Standards 16 pages = 3.5 %
Contents/editorial/imprint 27 pages = 5.9 %

457 pages = 100.0 %

7 Advertising rates in € (formats – see p. 6):

Rates do not include VAT.

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	2,020.00	1,919.00	1,818.00	1,717.00	1,616.00
2/3 page	1,350.00	1,282.50	1,215.00	1,147.50	1,080.00
1/2 page	1,010.00	959.50	909.00	858.50	808.00
Junior page	1,180.00	1,121.00	1,062.00	1,003.00	944.00
1/3 page	710.00	674.50	639.00	603.50	568.00
1/4 page	510.00	484.50	459.00	433.50	408.00
Total rates for 2c advertisements	2-c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	2,380.00	2,279.00	2,178.00	2,077.00	1,976.00
2/3 page	1,710.00	1,642.50	1,575.00	1,507.50	1,440.00
1/2 page	1,290.00	1,239.50	1,189.00	1,138.50	1,088.00
Junior page	1,460.00	1,401.00	1,342.00	1,283.00	1,224.00
1/3 page	990.00	954.50	919.00	883.50	848.00
1/4 page	760.00	734.50	709.00	683.50	658.00
Total rates for 4c advertisements	4-c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	2,915.00	2,814.00	2,713.00	2,612.00	2,511.00
2/3 page	2,245.00	2,177.50	2,110.00	2,042.50	1,975.00
1/2 page	1,755.00	1,704.50	1,654.00	1,603.50	1,553.00
Junior page	1,925.00	1,866.00	1,807.00	1,748.00	1,689.00
1/3 page	1,455.00	1,419.50	1,384.00	1,348.50	1,313.00
1/4 page	1,090.00	1,064.50	1,039.00	1,013.50	988.00
1/8 page	790.00	779.50	769.00	758.50	748.00



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2 Surcharges

Color surcharges (not discountable):

	2c	4c
1/1 and 2/3 page	€ 360.–	895.–
1/2 and 1/3 page	€ 280.–	745.–
1/4 and 1/8 page	€ 250.–	580.–
Surcharges apply to Euroscale colors	Special colors on request	

Preferential placements:

Inside front cover 4c	€ 3,270.–
Outside back cover 4c	€ 3,270.–
Binding placements	10 % surcharge on basic rate
Rates and conditions for cover placement on request.	

Format surcharges:

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

Frequency discount rate:		Quantity discount rate:	
3 x publication	5 %	2 pages	5 %
6 x publication	10 %	3 pages	10 %
9 x publication	15 %	5 pages	15 %
12 x publication	20 %	8 pages	20 %

4 Classified ads:

Vacancies ads per mm	(1-column, width 41 mm)	€ 2.00
Job search ads per mm	(1-column, width 41 mm)	€ 1.60
Wanted/for sale per mm	(1-column, width 41 mm)	€ 2.00
Box number fee		€ 16.00

5 Special advertising:

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

Volume	Paperweight	Min. weight	up to 120 g/m ²	up to 170 g/m ²
2 pages		120 g/m ²	€ 2,310.–	€ 2,420.–
4 pages		80 g/m ²	€ 3,460.–	€ 3,620.–

Supplements: (not subject to discount and only for total circulation)

Min. format 10.5 x 14.8 cm, min. weight per single sheet is 150 g/m²

Max. paper format 20 x 28 cm

up to 25 g weight

€ 1,050.–

up to 50 g weight

€ 1,560.–

Postage per 1,000 supplements:

up to 25 g weight

€ 13.40

up to 30 g weight

€ 18.80

up to 35 g weight

€ 21.10

up to 40 g weight

€ 22.60

Delivery: specimens to be supplied as of order placement, circulation up to 14 days prior to publication.

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

In conjunction with advertisement or bound insert

€ 510.–

plus adhesive costs, min. format 6.0 x 7.5 cm with 150 g/m²

– for machine processing

€ 190.–

– for manual processing

€ 390.–

Postage per 1,000:

€ 5.10

Positioning on request

Delivery address for bound inserts and supplements:

Kessler Druck + Medien • Michael-Schäffer-Str. 1 • D-86399 Bobingen
c/o Frau Wolf (clearly marked: **For KI, issue no. ...**)

6 Contact: see p. 20, 21

7 Terms of payment:

Net within 30 days of invoice date,

2 % discount for advance payment or direct debit.

Bank details:

HypoVereinsbank

Account: 157 644 60

Bank code: 700 202 70

IBAN: DE66 7002 0270 0015 7644 60

BIC: HYVEDEMMXXX



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- 1 Magazine format:** width 210 mm, height 297 mm, DIN A4
Type area: width 178 mm, height 257 mm
Number of columns: 4 columns, column width: 41 mm

- 2 Printing process:** Sheet-fed offset
Binding process: Back stitching

- 3 Data transfer:** ki-dispo@huethig.de

- 4 Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen, color model must always be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi. The format must have original dimensions plus trim allowance and bleed marks.

- 5 Colors:** 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 such proof is provided, the customer has no right to damage claims based on color deviations.

- 6 Proof:** According to FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to 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.

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- 9 Contact:**
- Advertisement processing:
Angelika Scheffler
Tel.: +49 6221 489-392
Fax: +49 6221 489-310
E-mail: angelika.scheffler@huethig.de



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— *Bleed formats quoted include 3 mm trim allowances

Type area formats Bleed formats

<p>1/1 page 178 x 257 mm</p> <p>bleed 216 x 303 mm*</p>	<p>Junior page 126 x 178 mm</p> <p>bleed 145 x 203 mm*</p>
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<p>2/3 page vertical 117 x 257 mm</p> <p>bleed 136 x 303 mm*</p>	<p>2/3 page horizontal 178 x 169 mm</p> <p>bleed 216 x 194 mm*</p>
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<p>1/2 page vertical 86 x 257 mm</p> <p>bleed 105 x 303 mm*</p>	<p>1/2 page horizontal 178 x 126 mm</p> <p>bleed 216 x 149 mm*</p>
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<p>1/3 page vertical 56 x 257 mm</p> <p>bleed 75 x 303 mm*</p>	<p>1/3 page horizontal 178 x 83 mm</p> <p>bleed 216 x 105 mm*</p>
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<p>1/4 page block 86 x 126 mm</p> <p>bleed 105 x 149 mm*</p>	<p>1/4 page vertical 41 x 257 mm</p> <p>bleed 60 x 303 mm*</p>
<p>1/4 page horizontal 178 x 62 mm</p> <p>bleed 216 x 85 mm*</p>	

<p>1/8 page block 86 x 62 mm</p>	<p>Delivery of bound inserts:</p> <p>Width: 210 mm</p> <p>No trim inside</p> <p>+ 3 mm trim outer edge</p> <p>Height: 297 mm</p> <p>+ 5 mm head trim</p> <p>+ 3 mm foot trim</p>
<p>1/8 page vertical 41 x 126 mm</p>	
<p>1/8 page horizontal 178 x 29 mm</p> <p>bleed 216 x 52 mm*</p>	

Magazine format: DIN A4, width 210 mm, height 297 mm

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 Council, 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 electronically 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 or omissions 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. The design and labeling of advertorial styled advertising material must 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 replies have been sent by express or registered mail). Notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication 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 or modification, 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 bring 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-print 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 made in their name and at their own expense. To the extent that advertising agencies place orders, in the event of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this 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. Discounts 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 the right 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-notification deadline after the SEPA Core Direct Debit has been 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 defer 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 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. All prices exclude statutory VAT amounts 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 of the customer, the customer is entitled to a discount 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 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.

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 not affected. The customer's claim for subsequent fulfillment is 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. The publisher's liability for damages is excluded if they subject the publisher to unreasonable expenses. In the event the publisher's representatives and vicarious agents, or of 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 intent or gross negligence and industrial property 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 Cession 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 comparable relevant 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 Out-of-court online dispute resolution

The European Commission has set up a platform for online dispute resolution. You can reach this at: <http://ec.europa.eu/consumers/odr/>. Consumers can use the platform to resolve their disputes if they are neither willing nor obligated to participate in a dispute resolution procedure before a dispute resolution body unless there is a legal obligation to participate.

§ 10 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: August 2017

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Take advantage of the cumulative media power of the trade publishers "Hüthig" and "verlag moderne industrie". Your job advert will be displayed on industrijobs.de on one of 18 suitable specialist sites in an editorial context. Your job advert may also appear in a suitable print publication.

At a glance

- Two well-established publishing companies
- 18 specialist sites with around 1 million visits a month
- 18 subject-specific newsletters (at least once a week)
- Over 100,000 newsletter recipients
- IVW-certified
- In addition, 20 print trade magazines

industrijobs.de – the easy way of displaying a job advert

You can design an individual job advert in just a few clicks with our advertisement tool. Alternatively send us your job advert as a Word or PDF document.

We'll take care of the rest for you.

industrijobs.de

Online

- Publication on industrijobs.de
- Also on a suitable specialist site (through matching procedure)
- Presentation in at least one suitable newsletter
- € 495.– for four weeks



industrijobs.de

Jobware Plus

- Additional publication on Jobware and Jobware's partner sites
- € 1,195.– for four weeks



industrijobs.de

Online+Print

- in addition 15% discount on a print advert (price on request)



For further information:

www.industrijobs.de • Phone: +49 6221 489-230 • ludger.aulich@huethig.de

industrijobs.de is a permanent element of all specialist sites belonging to the major publishing companies "Hüthig" in Heidelberg and "verlag moderne industrie" in Landsberg

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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:** undeliverable returns are credited against subsequent orders

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			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590 (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.



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Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-230, Fax +49 6221 489-481, Internet: www.ki-portal.de

ki-portal.de

- 1 Website (URL):** www.ki-portal.de
- 2 Profile in brief:**
Extensive internet provision in B2B communication for specialists and management in refrigeration, ventilation and air conditioning technology. Daily news, product and company database, market overviews, background reports and job market.
- 3 Target group:**
Users of refrigeration, air conditioning and ventilation technology in industry and commerce, design and engineering firms belonging to TGA, manufacturers of refrigeration and air conditioning systems, component manufacturers.
Additionally: technical universities and colleges, technical colleges, institutes, training centers.
- 4 Publishing Company:** Hüthig GmbH
- 5 Editorial Contact:**
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E-mail: axel.deschmidt@huethig.de
- 6 Contact – Online Advertising:** Ludger Aulich, Advertising Manager
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7 Data delivery:

Sabine Greinus
Tel.: +49 6221 489-598
E-mail: online-dispo@huethig.de

Facts

Traffic¹

- 5,987 visits / month
- 11,163 page impressions / month
- 2.18 minutes average dwell time / visit

Content

- Technical articles
- Product reports
- News
- Editorials

¹ Source: Google-Analytics, as of 5/2017

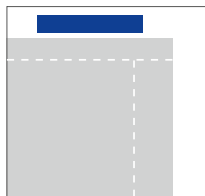
1 Rates and formats

Ad Format	Format	Bookable Channels	Price in Euros per month / issue
Full-Size-Banner	468 x 60 pixels	Total rotation	390.–
Superbanner (= Big-Size-Banner)	728 x 90 pixels	Total rotation	780.–
Billboard Ad	800 x 250 pixels	Total rotation	1,350.–
Skyscraper	160 x 600 pixels	Total rotation	680.–
Content Ad	300 x 250 pixels	Total rotation	1,170.–
Partner-Site-Button	300 x 120 pixels	Total rotation	750.–
Wallpaper	728 x 90 and max. 160 x 900 pixels	Total rotation	1,170.–
Microsite		Link in main navigation + sidebar	520.–
Sponsored Post	Text + max. 5 images	1 month integration on homepage + archiving for at least 1 year	1,200.–
Job Vacancies Ad		Job market	495.– per month

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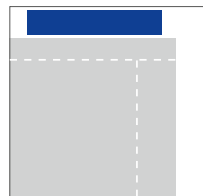
1 Banner formats

You can book a wide variety of banner formats on ki-portal.de. Whether an animated gif or an HTML5 banner, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of one additional advertising partner at this placement. Your campaign will be billed at the weekly fixed-price rate.



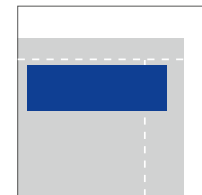
Full-Size-Banner

Format: 468 x 60 pixels
Price/Month: € 390.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



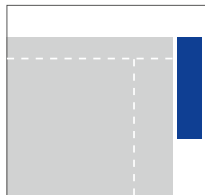
Superbanner

Format: 728 x 90 pixels
Price/Month: € 780.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



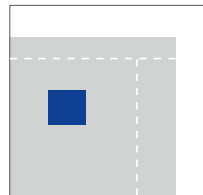
Billboard Ad

Format: 800 x 200 pixels
Price/Month: € 1,350.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



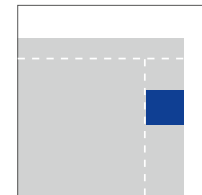
Skyscraper

Format: 160 x 600 pixels
Price/Month: € 680.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



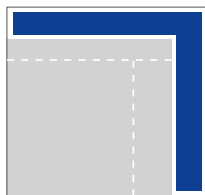
Content Ad

Format: 300 x 250 pixels
Price/Month: € 1,170.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



Partner-Site-Button

Format: 300 x 120 pixels
Price/Month: € 750.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



Wallpaper

Format: 728 x 90 pixels and
max. 160 x 900 pixels
Price/Month: € 1,170.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB

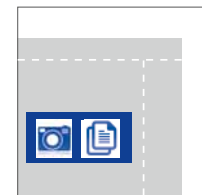


Microsite

Contains:

- Name of special
- Short text/teaser: approx. 50 characters
- Long text: max. 2,000 characters
- max. 7 graphics (jpg, gif, png)

Price/Month: € 520.–



Sponsored Post

Contains:
Headline, teaser, text,
max. 5 images
Price/Month: € 1,200.–

All prices in Euros without applicable value added tax.

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Business Directory

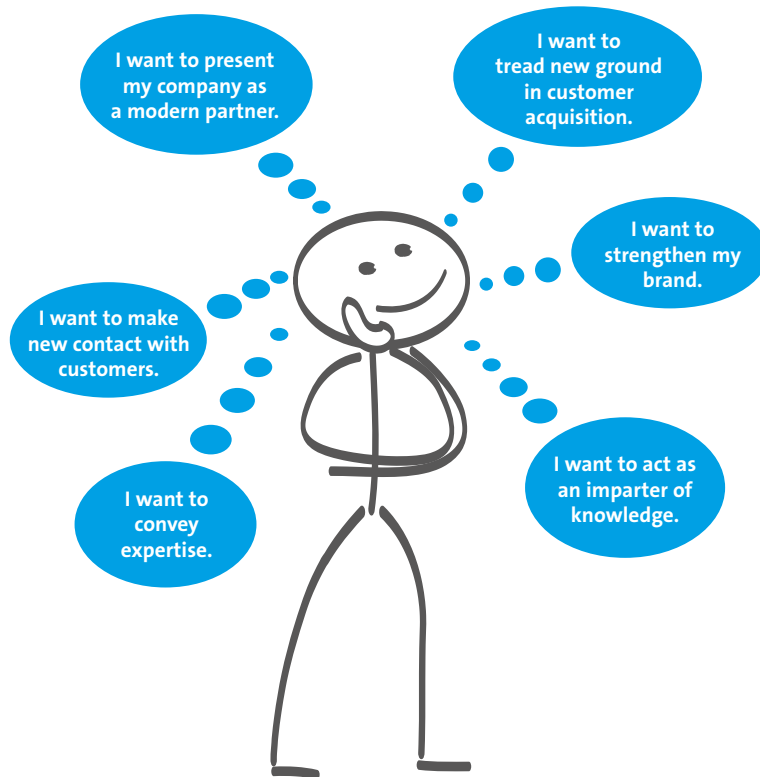
Present your company with a company entry in the context of your industry. An entry in our business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Standard	Plus	Premium
Display of your company profile with relevant search results	✓	✓	✓
E-mail contact	✓	✓	✓
Address data	✓	✓	✓
Manage your product program, product groups and social media channels		✓	✓
Telephone and fax numbers		✓	✓
Link to homepage		✓	✓
Company logo		✓	✓
Profile image		✓	✓
Online statistics		✓	✓
Highlighting in search results		✓	✓
Company logo in relevant market overviews		✓	✓
Image gallery			✓
Company profile			✓
Specific contact partners			✓
Links to sales offices or branches			✓
Additional information as a file			✓
Include company videos			✓
Include whitepapers			✓
Price/year	free	€ 325.–	€ 520.–



Take advantage of additional contacts on the vertical information level!

All prices in Euros without applicable value added tax.



New ways to reach the relevant target group: webinars

A webinar is a seminar that takes place live over the internet. That means that webinar participants are not merely viewing a recording, as is the case on video platforms such as YouTube, but are there in real time, which gives them the opportunity to put questions to the presenter during the broadcast.

Your benefits at a glance:

- Open up direct dialog with your target group
- Share competence
- Start an innovative method of gaining new customers
- Present yourself as a provider of solutions

Benefit from our strength in media (online + print) and the editorial independence of our trade journals.

We'll take your idea and turn it into an attractive webinar! We'll handle the technical creation and application for you.

Interested? For a customized quote, contact:



Ludger Aulich
Tel.: +49 6221 489-230
ludger.aulich@huethig.de

New ways to reach the relevant target group: content marketing

Content marketing is a marketing method aimed at addressing target groups with information, advice and entertaining content in order to persuade them of the merits of a particular company and its services, or a particular brand, and to gain or retain them as customers.*

Your benefits at a glance:

- Excellent targeting (pure target group)
- More attention and clicks for your publications
- Natural integration in a high-quality editorial environment
- Branding for your company
- Backlink setup for search engine optimization

You can reach your target group with a tailor-made content marketing strategy. Take this opportunity to position your messages in our portal's native environment.

Interested? For a customized quote, contact:



Ludger Aulich
Tel.: +49 6221 489-230
ludger.aulich@huethig.de

*Source: Wikipedia

1 Circulation monitoring:



2 Circulation analysis:

Copies per issue
on average for the period
July 1, 2016 - June 30, 2017

Print run: 3,852

**Number of copies
actually distributed:** 3,617 including abroad: 315

Copies sold: 454 including abroad: 88
 – Subscribed copies: 450 including member copies: 0
 – other sales: 4
 – single copy sales: 0

Free copies: 3,163

**Residual, archive and
specimen copies:** 235

3 Geographical distribution analysis:

Economic area:	Percentage of copies actually distributed	
	%	copies
Germany	91.3	3,302
Abroad	8.7	315
Copies actually distributed	100.0	3,617

Breakdown of foreign circulation*	Percentage of copies actually distributed	
	%	copies
Austria/Switzerland	76.8	242
Other countries	23.2	73
Copies actually distributed abroad	100.0	315

*publisher's claim

The detailed description of the survey method can be found on page 21

1.1 Industries/economic sectors

WZ 2008 Code	Recipient groups (according to classification of the economic sectors)	Proportion of readers	
		%	Recipients
33.1, 33.2, 43.2	Installation, assembly and maintenance, specialist installation companies for cooling technology, ventilation and air-conditioning	6.0	217
35.3, 47.1, 47.2, 47.7, 52	Users of cooling and air-conditioning systems and equipment in commercial and industrial companies, including logistics and trade, as well as in public organizations (primarily major consumers of cooling and air-conditioning solutions)	8.0	289
71.12	Planning office – planning/development/consulting (independent planning and consulting engineers, engineering and planning offices for refrigeration, cooling, air-conditioning and ventilation systems)	34.0	1,230
27.5, 28.93, 28.99, 28.25	Manufacturers of systems, devices, components and other products for cooling, ventilation and air-conditioning technology	45.0	1,628
72, 85.42.1, 85.32	Institution for research, development or education	4.0	145
	Other sectors	3.0	109
	Other	1.0	36
	Rounding difference	-1.0	-37
Actual distribution		100.0	3,617

The detailed description of the survey method can be found on page 21

1.2 Size of the economic unit / business premises (at the site)

	Proportion of readers	
	%	Recipients
1 - 9 employees	25.0	904
10 - 19 employees	9.0	326
20 - 49 employees	15.0	543
50 - 99 employees	15.0	543
100 - 199 employees	15.0	543
200 - 999 employees	16.0	579
1,000 employees or more	3.0	109
Not employed at a company, e.g. school pupils, students	1.0	36
Employee number unknown	1.0	36
Rounding difference	0.0	-2
Actual distribution	100.0	3,617

2.1 Job characteristics: Position in the company

	Proportion of readers	
	%	Recipients
Owner, controlling shareholder	30.0	1,085
Employed CEO, authorized representative	11.0	398
Technical manager, head of department	28.0	1,013
Project manager, project engineer, project developer	17.0	615
Master craftsman, technical specialist	3.0	109
Sales, purchasing	9.0	326
Other position	1.0	36
Not employed at a company, e.g. school pupils, students	1.0	36
Position unknown	0.0	0
Rounding difference	0.0	-1
Actual distribution	100.0	3,617

2.1 Job characteristics: Area of responsibility (multiple answers)

	Proportion of readers	
	%	Recipients
Management	46.0	1,664
Production/manufacturing	24.0	868
Design/construction/development	52.0	1,881
Delivery/assembly/commissioning	19.0	687
Materials purchasing	32.0	1,157
Consulting	67.0	2,423
Quality control	39.0	1,411
Sales	39.0	1,411
Education/research	27.0	977
Other jobs:	10.0	362
– i.e.: Marketing	4.0	145
– other jobs	2.0	72
Not employed at a company, e.g. school pupils, students	1.0	36
Actual distribution		3,617

The detailed description of the survey method can be found on page 21

Outline of the survey method

1. Method:

Reader structure analysis via telephone survey - sample survey

2. Total population:

Total population

(recipients of the issues 1/2, 3 and 4-2014): 3,491

Average actual distribution: 3,496 = 100.0 %

Proportion not included in survey: 411 = 11.8 %

3. Sample survey:

254 net interviews, quota sample

4. Persons targeted by the survey:

Those surveyed were the principle readers at institutions

5. Survey period:

The telephone survey was carried out between May 28 and July 24, 2014

6. Survey carried out by:

teleResearch GmbH, Mannheim

A detailed description of the survey method is available on request from the publisher.

Contact: Ludger Aulich, E-mail: ludger.aulich@huethig.de

Your contacts and representatives at home and abroad

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