MEDIA KIT 2021

PRINT + ONLINE

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1 **Title:** de – das elektrohandwerk

2 **Profile in brief:**
de provides specialist knowledge in the area of electrical engineering for all areas of electrical installation and building services, as well as on renewable energy (photovoltaics, solar thermal energy, heat pumps, wind power) – as well in the fields of IT and automation technology. Well-researched specialist articles elaborate on modern technologies, systems and applications. Practical application examples make the connection between the reader to his or her daily professional environment.

3 **Target group:**
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.

4 **Publication:**
twice per month (4 double issues in January, July, August and December)

5 **Magazine format:**
DIN A4 (width 210 mm, height 297 mm)

6 **Volume/Year:**
Volume 96/2021

7 **Price:**
| Annual subscription | domestic (incl. shipping charges and VAT) | € 140.00 |
| foreign (incl. shipping charges and VAT) | € 164.00 |
| single copy price (incl. VAT, plus shipping charges) | € 9.00 |
| online copy | € 110.00 |

8 **Organ:**
Central Association of the German Electrical and IT Trades (ZVEH) and the affiliated national guild associations.

9 **Memberships:**
Media Database of the German Association of Trade Journals

10 **Publishing house:**
Hüthig GmbH
Managing Director: Moritz Warth
Publishing Director: Rainer Simon

Address Publisher: Im Weiher 10, D-69121 Heidelberg
Phone: +49 6221 489-384
Fax: +49 6221 489-443

11 **Publisher:**
–

12 **Advertising:**
Bettina Landwehr (Advertising Manager), Theresa Schwarzenbach (Advertising Assistant)

13 **Editorial Dept.:**
Dipl.-Ing. Andreas Stöcklhuber (Editor-in-Chief)
Marcel Diehl, state certified engineer Britta Kalscheuer, M.A.
Dipl.-Komm.-Wirt. Roland Lüders
Dipl.-Ing. (FH) Michael Muschong
Michael Wanner, M.A.

14 **Volume analysis**
2019 = 20 issues

| Total volume: | 1,400 pages | 100.00 % |
| Advertising section: | 1,265 pages | 90.36 % |
| including classified ads: | 135 pages | 9.64 % |
| bound inserts: | 2 pages | 1.48 % |
| 0 pages | 0.00 % |
| Supplements: | 29 |

15 **Analysis of editorial content**
2019 = 1,265 pages

| By topic area: | 220 pages | 17.39 % |
| Practical problems | 165 pages | 13.04 % |
| Electrical installation | 118 pages | 9.33 % |
| Lighting + Energy | 125 pages | 9.88 % |
| Building automation + Networking | 166 pages | 13.12 % |
| Safety + Communication | 127 pages | 10.04 % |
| Business management | 140 pages | 11.07 % |
| Education and training | 204 pages | 16.13 % |
| Other content (editorials, standards, services) | 1,265 pages | 100.00 % |
### Advertising Rates (formats see page 5):

All prices in Euros exclusive of applicable VAT.

<table>
<thead>
<tr>
<th>Format</th>
<th>Basic rates in €</th>
<th>b/w in €</th>
<th>2c price in €</th>
<th>4c price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>7,770.00</td>
<td>8,845.00</td>
<td>10,995.00</td>
<td></td>
</tr>
<tr>
<td>Junior page</td>
<td>4,935.00</td>
<td>5,580.00</td>
<td>6,870.00</td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>4,020.00</td>
<td>4,665.00</td>
<td>5,955.00</td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,700.00</td>
<td>3,110.00</td>
<td>3,930.00</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>2,045.00</td>
<td>2,455.00</td>
<td>3,275.00</td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,040.00</td>
<td>1,290.00</td>
<td>1,790.00</td>
<td></td>
</tr>
</tbody>
</table>

Other formats on request

**Cover:**

- 210 x 177 mm
- plus 3 mm trim at bottom and at right

**Inside front cover, outside back cover:**

<table>
<thead>
<tr>
<th>Format</th>
<th>b/w in €</th>
<th>4c in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>4c</td>
<td>11,580.00</td>
<td></td>
</tr>
<tr>
<td>Inside front cover, outside back cover</td>
<td>11,575.00</td>
<td></td>
</tr>
</tbody>
</table>

**b/w millimeter price for recommendation advertisements:**

- minimum height 30 mm
- 1-column in 3-column text width 56 mm

### Surcharges (not discountable):

**Color:**

<table>
<thead>
<tr>
<th>Format</th>
<th>Bleed</th>
<th>2-color</th>
<th>4-color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 777.00</td>
<td>1,075.00</td>
<td>3,225.00</td>
</tr>
<tr>
<td>Junior Page</td>
<td>€ 493.50</td>
<td>645.00</td>
<td>1,935.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 402.00</td>
<td>645.00</td>
<td>1,935.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 270.00</td>
<td>410.00</td>
<td>1,230.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 204.50</td>
<td>410.00</td>
<td>1,230.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>€ 104.00</td>
<td>250.00</td>
<td>750.00</td>
</tr>
</tbody>
</table>

**Inside front cover, outside back cover:**

<table>
<thead>
<tr>
<th>Format</th>
<th>2-color</th>
<th>4-color</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 835.00</td>
<td>1,075.00</td>
<td>3,225.00</td>
</tr>
</tbody>
</table>

Surcharges apply to Euroscale colors. Custom colors not possible.

**Placement:**

- binding placement: 10 % surcharge on basic rate

**Formats:**

- Gutter bleed advertisements: 10 % surcharge on basic rate
- Type area advertisements: 10 % surcharge on basic rate
- island advertisements (surrounded by text on all sides): 40 % surcharge on basic rate

### Discounts (for purchase within one insertion year):

Color and format surcharges, advertisements in “Business Directory” and glued-on advertising media and classified ads not eligible for discount.

**Recommendation advertisements:**

**Frequency discount:**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Discount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x</td>
<td>5.0 %</td>
</tr>
<tr>
<td>6x</td>
<td>7.5 %</td>
</tr>
<tr>
<td>9x</td>
<td>10.0 %</td>
</tr>
<tr>
<td>12x</td>
<td>12.5 %</td>
</tr>
<tr>
<td>15x</td>
<td>15.0 %</td>
</tr>
<tr>
<td>18x</td>
<td>17.5 %</td>
</tr>
<tr>
<td>20x</td>
<td>20.0 %</td>
</tr>
</tbody>
</table>

**Volume discount:**

<table>
<thead>
<tr>
<th>Volume</th>
<th>Discount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>5.0 %</td>
</tr>
<tr>
<td>4 pages</td>
<td>7.5 %</td>
</tr>
<tr>
<td>6 pages</td>
<td>10.0 %</td>
</tr>
<tr>
<td>9 pages</td>
<td>15.0 %</td>
</tr>
<tr>
<td>12 pages</td>
<td>20.0 %</td>
</tr>
<tr>
<td>15 pages</td>
<td>22.5 %</td>
</tr>
<tr>
<td>18 pages</td>
<td>25.0 %</td>
</tr>
</tbody>
</table>
4 Classified ads (not discountable):
only 2 or 4-column possible (2-column = 86 mm wide)
minimum height: 20 mm

Job vacancies b/w per mm (2-column, 86 mm wide) € 9.65
Job vacancies 2c per mm (2-column, 86 mm wide) € 12.75
Job vacancies 4c per mm (2-column, 86 mm wide) € 19.00
Positions wanted per mm (2-column, 86 mm wide) € 4.90
Wanted/for sale, other per mm (2-column, 86 mm wide) € 9.95
Box number fee (including postage for delivery) € 18.00
Job advertisements online (see page 23) € from 695.00
Litho costs lump sum € 35.00

5 Special advertising:

Industry directory (not discountable):
1-column = 56 mm, minimum height: 20 mm
millimeter price b/w € 6.20
millimeter price 4c € 15.40

Bound inserts (discountable):
2-page bound insert € 11,375.–
4-page bound insert € 15,965.–
Other formats on request
Discount: 1 sheet = 1/1 page
Required delivery amount: 40,500 copies

Advertorials (text advertisement) Prices are the same as ads

Supplements (discountable):
loosely inserted, maximum size 205 x 290 mm
up to 25 g total weight per thousand € 250.–
(plus selection surcharges for splitted supplements € 360.–; agency commission not deductible)
Above 26g total weight and partial supplements: upon request
Discount: 1 supplement = 1/1 page
Required delivery amount: 40,500 copies
(For machine processing the supplement must be closed on the long side. 5 dummies have to be sent in advance, for address see p. 6.)
If you also provide us with a PDF of your insert, we will also integrate it into the e-paper print run and the online magazine archive at no additional cost.

Glued-on advertising media (not discountable):
postcards € 2,445.–
(plus additional mailing costs € 13,60 je o/oo; agency commission not deductible)
Required delivery amount: 40,500 copies
(partial booking not possible)

Delivery address for supplements and bound inserts: see p. 7

6 Contact: see pp. 28/29

7 Terms of payment:
30 days after 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
** Formats and technical details

- **Bleed formats quoted include 3 mm trim allowances**

<table>
<thead>
<tr>
<th>Type area formats</th>
<th>Bleed formats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 1/1 page
- 178 x 257 mm
- bleed: 216 x 303 mm*

### Junior page
- 126 x 178 mm
- bleed: 145 x 203 mm*

### 1/2 page vertical
- 86 x 257 mm
- bleed: 105 x 303 mm*

### 1/2 page horizontal
- 178 x 126 mm
- bleed: 216 x 149 mm*

### 1/3 page horizontal
- 178 x 83 mm
- bleed: 216 x 105 mm*

### 1/4 page horizontal
- 178 x 62 mm
- bleed: 216 x 85 mm*

### 1/4 page vertical
- 41 x 257 mm
- bleed: 60 x 303 mm*

### 1/4 page block
- 86 x 126 mm
- bleed: 105 x 149 mm*

### 1/8 page horizontal
- 178 x 29 mm
- bleed: 216 x 52 mm*

### 1/8 page vertical
- 56 x 257 mm
- bleed: 75 x 303 mm*

### 1/8 page block
- 86 x 62 mm
- bleed: 105 x 85 mm*

**Magazine format:** DIN A4, width 210 mm, height 297 mm
1. **Magazine format:** width 210 mm, height 297 mm, DIN A4
   **Type area:** width 178 mm, height 257 mm
   number of columns: 4 columns / 3 columns
   column width: 41 mm / 56 mm

2. **Printing process:** rotary offset
   **Binding process:** adhesive binding

3. **Data transfer:** de-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. **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 proof is provided, the customer forfeits any rights to damage claims due to color deviations.

6. **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 content 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. If no proof is provided, the customer forfeits any rights to damage claims due to 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 following publication of the relevant printed material. 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, supplements etc.) which the customer claims to have made available.

9. **Contact: Advertisement processing:** Sabine Greinus, Im Weiher 10, D-69121 Heidelberg
   Phone: +49 6221 489-598
   Fax: +49 6221 489-310
   sabine.greinus@huethig.de
Bound inserts:
Before order acceptance and confirmation, provision of a binding sample is necessary. If required, as a blind dummy with size and weight data. Bound inserts may only advertise for the sales program of one (1) advertiser. These inserts must be designed in accordance with postal regulations so that they cannot be confused with the remaining main editorial part of the magazine. The placement of bound inserts will depend on technical capabilities.

Formats:
1 sheet (= 2 pages) untrimmed 216 x 305 mm
2 sheets (= 4 pages) untrimmed 432 x 305 mm

Bound inserts must be provided untrimmed, and bound inserts consisting of several sheets must be delivered folded. The front page of the bound insert must be marked. Bound inserts must be designed such that additional preparation and processing are not necessary. Difficulties and additional folding or gluing work will be separately invoiced as an additional charge.

Required delivered amount: 40,500 copies, including overplus

Delivery deadline: 10 business days prior to publication

Delivery address: Vogel Druck und Medienservice GmbH
Leibnizstr. 5
D-97204 Höchberg
Marked: for de – Issue no. ..., Customer ...

Trim schema for bound inserts:
2-page/4-page

6-page:
The official trade fair guide for eltefa Stuttgart

Circulation: 24,000 copies

Size: approx. DIN A4

Distribution: Targeted distribution together with the main issue de 13-14/2021 in Baden-Wuerttemberg, Bavaria, Hesse and Rhineland-Palatinate

In addition, the trade fair guide will be actively distributed by hostesses on site and it is displayed at the major hotels at the time of the respective event.

Contents: The trade fair guide provides information on helpful service tips for the trade fair, reports on industry trends and introduces some of the new products from the exhibiting companies.

Date of publication: July 15, 2021

Advertising deadline: June 18, 2021

Prices:

<table>
<thead>
<tr>
<th>Format</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page, 4c</td>
<td>2,315.–</td>
</tr>
<tr>
<td>Junior page, 4c</td>
<td>1,420.–</td>
</tr>
<tr>
<td>1/2 page, 4c</td>
<td>1,240.–</td>
</tr>
<tr>
<td>1/3 page, 4c</td>
<td>820.–</td>
</tr>
<tr>
<td>1/4 page, 4c</td>
<td>690.–</td>
</tr>
<tr>
<td>1/8 page, 4c</td>
<td>380.–</td>
</tr>
<tr>
<td>Company portrait (1/1 page)</td>
<td>2,315.–</td>
</tr>
<tr>
<td>Cover page, 4c</td>
<td>3,030.–</td>
</tr>
</tbody>
</table>

All prices in Euro plus the mandatory VAT.

The trade fair guides can only be booked in combination with at least one ad in the main de issue in the first half of 2021.
Distributed and paid circulation of selected specialist magazines for the electrical trade

- de
  - distribution: 58,265
  - paid circulation: 40,162

- ep
  - distribution: 40,892
  - paid circulation: 26,369

- GD
  - distribution: 17,662
  - paid circulation: 225

- smartHouse pro
  - distribution: 18,444
  - paid circulation: 223

Source: IVW, quarter 1/2020 incl. e-paper portion
de Almanacs 2022
The almanacs provide you with the ideal advertising platform for presenting your company and products. Clearly presented, well-structured and covering all the latest technical development trends.

By placing an advert with us, you address your target group in a precise way: 365 days of the year.

Electrical engineering for trade and industry 2022
The electrical engineering almanac provides concentrated information and background on technical developments with new ideas and suggestions for daily work routines. It also includes information on changes to standards and regulations.

Electrical machines and drives 2022
This classic book offers a comprehensive overview of current events in the field of electrical machines and drive technology, development trends and the current state of standards and rules. The wide range of topics offers many suggestions for daily work routines.

Company imprints/editions: The perfect gift for your customers.
Your own cover page design is possible.
We would be pleased to provide you with an offer: bettina.landwehr@huethig.de

Advertising formats and basic prices b/w:

<table>
<thead>
<tr>
<th>Format (width x height in mm)</th>
<th>Electrical engineering</th>
<th>Electric machines and drives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page (108 x 173) 108 x 173</td>
<td>b/w 2c 4c</td>
<td>2,515.– 3,240.– 4,690.–</td>
</tr>
<tr>
<td>1/2 page (54 x 173 / 108 x 86) 54 x 173</td>
<td>b/w 2c 4c</td>
<td>1,280.– 1,745.– 2,675.–</td>
</tr>
<tr>
<td>1/3 page (36 x 173 / 108 x 57) 36 x 173</td>
<td>b/w 2c 4c</td>
<td>875.– 1,340.– 2,270.–</td>
</tr>
</tbody>
</table>

Preferential placement

| Back cover page  | 4c | 5,875.– | 2,845.– |
| Inside front cover/inside back cover  | 4c | 5,315.– | 2,590.– |

Bleed surcharge: 10% of the basic price + 3 mm bleed at the outside
Book format: 148 mm wide x 210 mm high
Publication date: October 20, 2021
Advertising deadline: August 3, 2021
Format cover pages: 148 mm wide x 210 mm high + 3 mm bleed on each side

The prices indicated exclude VAT.
## Circulation and Distribution Analysis

### 2 Circulation analysis:

Average annual number of copies per issue (July 1, 2019 - June 30, 2020)

<table>
<thead>
<tr>
<th>Print run:</th>
<th>Number of copies actually distributed:</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>38,800 including abroad:</td>
<td>48,469</td>
</tr>
<tr>
<td></td>
<td>including GDP:</td>
<td>227</td>
</tr>
<tr>
<td></td>
<td>including e-paper:</td>
<td>9,964</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sold circulation:</th>
<th>Number of copies actually distributed:</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31,823 including member copies:</td>
<td>9,964</td>
</tr>
<tr>
<td></td>
<td>4,955 including other sales:</td>
<td>203</td>
</tr>
<tr>
<td></td>
<td>31,823 including single copy sales:</td>
<td>9,605</td>
</tr>
</tbody>
</table>

| Free copies: | 16,646 |
| Residual, specimen and archive copies | 295 |

### 3 Geographical distribution analysis:

#### Economic region:

<table>
<thead>
<tr>
<th>Economic region:</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>92.7</td>
</tr>
<tr>
<td>Abroad</td>
<td>0.5</td>
</tr>
<tr>
<td>Others**</td>
<td>6.8</td>
</tr>
</tbody>
</table>

### Distribution by federal states:

| Baden-Wuerttemberg | 17.3 | 8,346 |
| Bavaria | 22.6 | 10,903 |
| Berlin, Brandenburg | 4.2 | 2,026 |
| Bremen, Hamburg, Schleswig-Holstein | 5.8 | 2,798 |
| Hesse | 6.7 | 3,232 |
| Mecklenburg-Western Pomerania | 1.7 | 820 |
| Lower Saxony | 9.0 | 4,342 |
| North Rhine-Westphalia | 18.2 | 8,780 |
| Rhineland-Palatinate | 5.1 | 2,460 |
| Saarland | 1.0 | 483 |
| Saxony, Saxony-Anhalt | 6.2 | 2,991 |
| Thuringia | 2.2 | 1,061 |

### Copies actually distributed in Germany

100.0 | 48,242

#### Breakdown of foreign circulation:

| Austria | 42.7 | 97 |
| Switzerland | 13.2 | 30 |
| Other countries | 44.1 | 100 |

### Number of copies actually distributed

100.0 | 227

* Publisher’s claim  ** Section of circulation not analyzed such as trade fair and congress copies etc.
## 1.1 Sectors / Industries / Fields / Professions

<table>
<thead>
<tr>
<th>No. of classification</th>
<th>Recipient groups (acc. to industrial sector classification, WZ 2008)</th>
<th>Percentage of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>43.21 / 43.2</td>
<td>Electrical installation, other construction installation</td>
<td>72.0</td>
<td>34,898</td>
</tr>
<tr>
<td>71.1</td>
<td>Electrical planning; engineering offices</td>
<td>7.2</td>
<td>3,490</td>
</tr>
<tr>
<td>26.3 / 27 / 27.12 / 28 / 29.31 / 33.1</td>
<td>Processing trades</td>
<td>4.0</td>
<td>1,939</td>
</tr>
<tr>
<td>46.4 / 47</td>
<td>Wholesale business with electrical equipment and electrical-installation equipment; retail business with electrical household appliances and electrical products</td>
<td>6.4</td>
<td>3,102</td>
</tr>
<tr>
<td>35</td>
<td>Power generation</td>
<td>2.7</td>
<td>1,309</td>
</tr>
<tr>
<td>84.1</td>
<td>Public administration</td>
<td>2.0</td>
<td>969</td>
</tr>
<tr>
<td>85.42 / 85.32 / 94.99.1</td>
<td>Colleges, universities, and other institutions of higher learning; research; institutions of ongoing professional training</td>
<td>3.5</td>
<td>1,696</td>
</tr>
<tr>
<td>Other*</td>
<td></td>
<td>2.2</td>
<td>1,066</td>
</tr>
<tr>
<td><strong>Number of copies actually distributed</strong></td>
<td></td>
<td><strong>100.0</strong></td>
<td><strong>48,469</strong></td>
</tr>
</tbody>
</table>

* 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 13.
Summary of the Survey Method

1. Survey method:
   Recipient structure analysis through dataset analysis – comprehensive survey

2. Description of the recipients at the time of the data collection:
   2.1 Dataset quality:
   The recipient dataset includes the addresses of all recipients. Due to the provided postal information, the dataset can be sorted by postcodes or domestic and foreign recipients. The dataset also includes: Industry affiliation, company size classes and job characteristics.

   2.2 Total number of recipients in the dataset: 108,882

   2.3 Total number of changing recipients: 84,360

   2.4 Structure of the recipients of the identified average edition by sales method:
   – Paid circulation 31,823
     of which: subscribed copies 16,840
     individually sold copies 0
     other sales 14,983
     paid content access privileges* 31,823
   – free copies 16,646
     of which: permanent free copies 1,150
     alternating free copies 15,496
     advertising copies* 295
   Copies actually distributed 48,469
   of which: in Germany 48,242
   abroad 227

3. Description of the analysis
   3.1 Population (examined share): 48,469 = 100.0 %
   *of which are not included in the analysis:
   – advertising copies 295 = 0.6 %
   The analysis represents 99.9 % of the population (copies actually distributed) 48,174 = 99.4 %

3.2 Date of the dataset analysis: July 10, 2020

3.3 Description of the database:
   The analysis is based on the entire dataset. The calculated shares for the distribution areas were projected onto the actually distributed print-run as an annual average in accordance with AMF clause 17.

3.4 Target person of the analysis: is omitted

3.5 Definition of the reader: is omitted

3.6 Analysis period: July 1, 2019 - June 30, 2020

3.7 Analysis conducted by: Hüthig GmbH

The design, implementation and report of this analysis conforms to the current version of the ZAW framework scheme for advertising media analyses.

*Information provided by the publisher
### Practical Solutions
- **Issues:** January 2021
- **Media Kit:** das elektrohandwerk 2021

#### Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2/2021</td>
<td>Jan. 6, 2021</td>
</tr>
<tr>
<td>3/2021</td>
<td>Jan. 19, 2021</td>
</tr>
<tr>
<td>4/2021</td>
<td>Mar. 5, 2021</td>
</tr>
<tr>
<td>5/2021</td>
<td>Apr. 1, 2021</td>
</tr>
<tr>
<td>6/2021</td>
<td>Apr. 15, 2021</td>
</tr>
<tr>
<td>7/2021</td>
<td>May 4, 2021</td>
</tr>
<tr>
<td>8/2021</td>
<td>May 18, 2021</td>
</tr>
<tr>
<td>9/2021</td>
<td>June 22, 2021</td>
</tr>
<tr>
<td>10/2021</td>
<td>July 6, 2021</td>
</tr>
<tr>
<td>11/2021</td>
<td>July 20, 2021</td>
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<tr>
<td>12/2021</td>
<td>Aug. 3, 2021</td>
</tr>
<tr>
<td>13-14/2021</td>
<td>Aug. 17, 2021</td>
</tr>
<tr>
<td>15-16/2021</td>
<td>Sept. 4, 2021</td>
</tr>
<tr>
<td>17/2021</td>
<td>Sept. 18, 2021</td>
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<tr>
<td>18/2021</td>
<td>Oct. 2, 2021</td>
</tr>
<tr>
<td>19/2021</td>
<td>Oct. 16, 2021</td>
</tr>
<tr>
<td>20/2021</td>
<td>Oct. 30, 2021</td>
</tr>
<tr>
<td>21/2021</td>
<td>Nov. 13, 2021</td>
</tr>
<tr>
<td>22/2021</td>
<td>Nov. 27, 2021</td>
</tr>
<tr>
<td>23-24/2021</td>
<td>Dec. 11, 2021</td>
</tr>
</tbody>
</table>

#### Electrical systems + Electrical installation + Lighting technology + Renewable energy

- **Issues:** January 2021

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2/2021</td>
<td>Jan. 6, 2021</td>
</tr>
<tr>
<td>3/2021</td>
<td>Jan. 19, 2021</td>
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<td>5/2021</td>
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</tr>
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<td>May 4, 2021</td>
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<tr>
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<tr>
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<td>18/2021</td>
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<td>Nov. 27, 2021</td>
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<tr>
<td>23-24/2021</td>
<td>Dec. 11, 2021</td>
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</table>

#### Light + Lighting technology

- **Issues:** January 2021

<table>
<thead>
<tr>
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<th>Date</th>
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<tbody>
<tr>
<td>1-2/2021</td>
<td>Jan. 6, 2021</td>
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<td>3/2021</td>
<td>Jan. 19, 2021</td>
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<tr>
<td>4/2021</td>
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</tr>
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<td>5/2021</td>
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<tr>
<td>9/2021</td>
<td>June 22, 2021</td>
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<td>13-14/2021</td>
<td>Aug. 17, 2021</td>
</tr>
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</tr>
<tr>
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<td>Sept. 18, 2021</td>
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<td>22/2021</td>
<td>Nov. 27, 2021</td>
</tr>
<tr>
<td>23-24/2021</td>
<td>Dec. 11, 2021</td>
</tr>
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</table>
## Special issues

<table>
<thead>
<tr>
<th>Special issues</th>
<th>eltefa trade fair guide (13-14a)</th>
<th>PV and system technology (13-14b)</th>
<th>Technical Safety (17a)</th>
<th>Lighting (21a)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of publication</td>
<td>July 15, 2021</td>
<td>July 15, 2021</td>
<td>Sept. 1, 2021</td>
<td>Nov. 2, 2021</td>
</tr>
<tr>
<td>Published with de</td>
<td>13-14/2021</td>
<td>13-14/2021</td>
<td>17/2021</td>
<td>21/2021</td>
</tr>
</tbody>
</table>

## Topics

- Trade fair previews for eltefa 2021, amongst others on the following topics:
  - Electrical installation components
  - Lightning and surge protection
  - Measurement and testing technology
  - Building automation
  - Lamps, luminaires, LED
  - Heat pumps
  - Factory equipment
  - Photovoltaics
- Inverters
- Modules
- Storage systems
- Internal consumption
- Energy management
- Planning software
- Lightning and surge protection
- Analysis software
- Profit optimisation
- Preview: Innovations at Intersolar

- Alarm systems and intruder alarms
- Fire alarms
- Smoke detectors
- Access control and door communication
- Video surveillance
- Fire protection
- Lightning and surge protection
- Safe building automation
- Emergency and safety lighting
- Explosion protection

- LED and OLED
- Emergency and safety lighting
- Energy-efficient lighting
- Lighting control systems
- Motion and presence detectors
- Office lighting
- Industrial lighting
- Lighting design/planning software
- Use of daylight
Brief overview
In 2021 we will be offering you various special issues for de – das elektrohandwerk:

Special issue “PV and system technology”
The PV and system technology special edition covers all aspects of photovoltaics with practical tips for the electrical trade – from beginners to professionals. For example, we report on PV systems and PV storage as well as private consumption solutions, e.g. in combination with heat pumps or electromobility controlled via energy management solutions.

Special issue “Technical safety”
Security is multi-faceted. People (e.g. burglars), technical malfunctions (e.g. short circuits) or natural phenomena (e.g. lightning) all pose threats. Buildings and technical equipment have to be protected accordingly. Technical systems and services that were designed and installed by electricians offer this protection. Our special edition provides an overview of these many-faceted issues.

Special issue “Lighting”
Thanks to the remarkable success of LED, energy efficiency is becoming increasingly important in the lighting sector. The potential for saving is clear: In functional buildings, artificial lighting accounts for almost 40% of power consumed. A key requirement for making significant reductions in energy requirements here is the interconnection of lighting and the building automation system. Specialist firms from the electrical planning/electrical installation segment and system integrators are clear choices for such tasks. Our special issue on energy-efficient lighting with LED provides this target group with the necessary tools.

Special feature:
The special magazines are exclusively sent to the paid circulation of de = 31,823 copies and not to the full circulation. (de – das elektrohandwerk is IVW certified, see page 11)

Advertising prices (Prices do not include the statutory value added tax.):

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height (in mm)</th>
<th>Base price b/w in €</th>
<th>Price 4c in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 257</td>
<td>3,930.–</td>
<td>5,385.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>86 x 257 / 178 x 126</td>
<td>1,975.–</td>
<td>2,845.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>56 x 257 / 178 x 83</td>
<td>1,335.–</td>
<td>1,890.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>41 x 257 / 86 x 126 / 178 x 62</td>
<td>1,000.–</td>
<td>1,555.–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>41 x 126 / 86 x 62 / 178 x 29</td>
<td>525.–</td>
<td>840.–</td>
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</tbody>
</table>

Color surcharge from Euroscale in € (not discountable):

<table>
<thead>
<tr>
<th>Colors</th>
<th>1/1 page</th>
<th>1/2 page</th>
<th>1/3 and 1/4 page</th>
<th>1/8 page and smaller</th>
</tr>
</thead>
<tbody>
<tr>
<td>2c</td>
<td>485.–</td>
<td>290.–</td>
<td>185.–</td>
<td>105.–</td>
</tr>
<tr>
<td>4c</td>
<td>1,455.–</td>
<td>870.–</td>
<td>555.–</td>
<td>315.–</td>
</tr>
</tbody>
</table>

Title page (210 mm w x 177 mm h plus 3 mm trim): Total price 4c € 5,750.–
Inside front cover and outside back cover: 4c € 5,815.–

Format surcharges (not discountable):

<table>
<thead>
<tr>
<th>Advertisements across gutter:</th>
<th>10 % on basic rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed advertisements:</td>
<td>10 % on basic rate</td>
</tr>
<tr>
<td>Island ads (surrounded by text on all sides):</td>
<td>40 % on basic rate</td>
</tr>
</tbody>
</table>

Discounts (for purchase within one insertion year):
The de framework discount applies to accounts

<table>
<thead>
<tr>
<th>Frequency discount:</th>
<th>Quantity discount:</th>
</tr>
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<tbody>
<tr>
<td>2-time publication</td>
<td>5.0 %</td>
</tr>
<tr>
<td>3-time publication</td>
<td>7.5 %</td>
</tr>
<tr>
<td>4-time publication</td>
<td>10.0 %</td>
</tr>
</tbody>
</table>

Bound inserts, loose inserts and other advertising material upon request
elektro.net

1 Web address (URL): www.elektro.net

2 Profile in brief:
elektro.net is the online portal for the trade journal de. The online site gives users the ability to access the archive and research all content from 1999 to the present. In addition, www.elektro.net everyday up-to-date offers a wealth of other specialist information that goes beyond the printed version, as well as software downloads, a discussion forum, etc. The information on offer is continually expanded.

3 Target group:
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.

4 Publishing house: Hüthig GmbH

5 Editorial Contact: Michael Wanner
Editor online
Phone: +49 89 2183-8984
michael.wanner@huethig.de

6 Contact for Online Advertising: Bettina Landwehr
Advertising Manager
Phone: +49 89 2183-8988
bettina.landwehr@huethig.de

7 Data delivery: Sabine Greinus
Phone: +49 6221 489-598
online-dispo@huethig.de

8 Delivery deadline: minimum 5 business days prior to publication

9 External ad server used: Google Ad Manager from Google

Facts:
Traffic
• visits / month: 140,119
• page impressions / month: 242,182 (current IVW figures available at www.ivw.de)
• 17,046 newsletter subscribers

1 Source: IVW, 1/2020  2 Source: Emarsys, 7/2020

Channels
• practical problems
• electrical installation
• building services
• photovoltaics
• information technology
• business management
• test preparation

Content
• technical articles
• product reports
• news
• editorials
• archive
• practical problems
• videos

elektro.net is IVW certified
## Rates and Advertising Formats

<table>
<thead>
<tr>
<th>Advertising format website</th>
<th>Format</th>
<th>Bookable channels</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fireplace ad</td>
<td>Leaderboard: 980 x 90 pixels + Skyscraper (left + right): 160 x 900 pixels</td>
<td>total rotation</td>
<td>8,695.00 / month</td>
</tr>
<tr>
<td>Billboard ad</td>
<td>800 x 250 pixels</td>
<td>total rotation</td>
<td>7,905.00 / month</td>
</tr>
<tr>
<td>Superbanner (= Big-size banner)</td>
<td>728 x 90 pixels</td>
<td>total rotation</td>
<td>2,500.00 / month</td>
</tr>
<tr>
<td>Full-size banner</td>
<td>468 x 60 pixels</td>
<td>total rotation</td>
<td>1,270.00 / month</td>
</tr>
<tr>
<td>Half-size banner</td>
<td>234 x 60 pixels</td>
<td>total rotation</td>
<td>960.00 / month</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>total rotation</td>
<td>2,500.00 / month</td>
</tr>
<tr>
<td>Sticky-Sidebar</td>
<td>200 x 600 pixels</td>
<td>total rotation</td>
<td>2,655.00 / month</td>
</tr>
<tr>
<td>Content ad</td>
<td>300 x 250 pixels</td>
<td>total rotation</td>
<td>2,800.00 / month</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 pixels</td>
<td>total rotation</td>
<td>2,620.00 / month</td>
</tr>
<tr>
<td>Halfpage ad</td>
<td>300 x 600 pixels</td>
<td>total rotation</td>
<td>2,890.00 / month</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
<td>total rotation</td>
<td>3,880.00 / month</td>
</tr>
<tr>
<td>Partner site button</td>
<td>300 x 120 pixels</td>
<td>total rotation</td>
<td>1,560.00 / month</td>
</tr>
<tr>
<td>Sponsoring button</td>
<td>870 x 30 pixels</td>
<td>total rotation</td>
<td>3,330.00 / month</td>
</tr>
<tr>
<td>Combination: Video + Content ad</td>
<td>Youtube, Vimeo, Video (mp4, flv) + 300 x 250 pixels</td>
<td>total rotation</td>
<td>6,816.00 / year + 2,365.00 / month (optionally available extra monthly)</td>
</tr>
<tr>
<td>Microsite / Specials</td>
<td>text, image, as agreed</td>
<td>Link in main navigation + sidebar</td>
<td>1,065.00 / month</td>
</tr>
<tr>
<td>Company video / Specials</td>
<td>620 x 350 pixels</td>
<td>Link in the video channel</td>
<td>6,816.00 / year</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>text + max. 5 images</td>
<td>1 week integration on homepage + archiving for at least 1 year</td>
<td>2,730.00</td>
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</table>
### Advertising Whitepaper

<table>
<thead>
<tr>
<th>Format</th>
<th>Bookable channels</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitepaper</td>
<td>as agreed</td>
<td>3,100.00/month</td>
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</table>

### Advertising format job vacancy ad

<table>
<thead>
<tr>
<th>Components</th>
<th>Further information</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job vacancy “Basic”</td>
<td>see page 23</td>
<td>695.–/month</td>
</tr>
<tr>
<td>Job vacancy “Plus”</td>
<td>see page 23</td>
<td>870.–/month</td>
</tr>
<tr>
<td>Job vacancy “Premium”</td>
<td>see page 23</td>
<td>1,040.–/month</td>
</tr>
</tbody>
</table>

### Advertising format business directory

<table>
<thead>
<tr>
<th>Further information</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company entry standard</td>
<td>free of charge</td>
</tr>
<tr>
<td>Company entry plus</td>
<td>430.00/year</td>
</tr>
<tr>
<td>Company entry premium</td>
<td>640.00/year</td>
</tr>
</tbody>
</table>

### Types of advertising content marketing packages

We are offering content marketing packages from as little as € 4,835.–. Please contact us about this type of advertising: bettina.landwehr@huethig.de
We will gladly put together an effective package that is tailored to your needs.

### Advertising format newsletter

<table>
<thead>
<tr>
<th>Format</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter / Sponsoring ad</td>
<td>845.00 / issue</td>
</tr>
<tr>
<td>Newsletter / Button</td>
<td>545.00 / issue</td>
</tr>
<tr>
<td>Newsletter / Content ad</td>
<td>820.00 / issue</td>
</tr>
<tr>
<td>Newsletter / Skyscraper</td>
<td>870.00 / issue</td>
</tr>
<tr>
<td>Newsletter / Text ad</td>
<td>820.00 / issue</td>
</tr>
<tr>
<td>Standalone newsletter</td>
<td>6,485.00 / issue</td>
</tr>
</tbody>
</table>

All prices in Euros exclusive of applicable VAT.
1 Banner formats

You can book a large variety of different banner formats on elektro.net. 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 two additional advertising partners in this placement. Your campaign will be billed at the monthly fixed-price rate. The minimum booking period is four weeks.

- **Fireplace ad**
  - Format: 980 x 90 pixels (Leaderboard) and 160 x 600 pixels (Skyscraper, left and right)
  - Price/month: € 8,695.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 KB

- **Billboard ad**
  - Format: 800 x 250 pixels
  - Price/month: € 7,905.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 Kb

- **Superbanner**
  - Format: 728 x 90 pixels
  - Price/month: € 2,500.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 Kb

- **Full-size banner**
  - Format: 468 x 60 pixels
  - Price/month: € 1,270.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 Kb

- **Half-size banner**
  - Format: 234 x 60 pixels
  - Price/month: € 960.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 Kb

- **Skyscraper**
  - Format: 160 x 600 pixels
  - Price/month: € 2,500.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 Kb

- **Sticky-Sidebar**
  - Format: 200 x 600 pixels
  - Price/month: € 2,655.–
  - File type: HTML5/redirect-code
  - File size: max. 50 Kb

- **Rectangle**
  - Format: 300 x 250 pixels
  - Price/month: € 2,620.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 Kb

- **Content ad**
  - Format: 300 x 250 pixels
  - Price/month: € 2,800.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 Kb

- **Fireplace ad**
  - Format: 980 x 90 pixels (Leaderboard) and 160 x 600 pixels (Skyscraper, left and right)
  - Price/month: € 8,695.–
  - File type: jpg, gif, png, HTML5
  - File size: max. 50 KB
All prices in Euros exclusive of applicable VAT.

Halfpage ad
Format: 300 x 600 pixels
Price/month: € 2,890.–
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: € 3,880.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb

Partner site button
Format: 300 x 120 pixels
Price/month: € 1,560.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb

Sponsoring button
Format: 870 x 30 pixels
Price/month: € 3,330.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb

Sponsored Post
Format: HTML content page, supply of content as Word doc., max. 5 images as png or jpg. Appears in third position of the news on the homepage after which archiving on the page for at least 1 year
Price: € 2,730.–

Company video/Specials
Format: 620 x 350 pixels
Price per video/run-time 12 months: € 6,816.–
File type: MP4, max. 5 minutes, Youtube, Vimeo

Combination: Video + Content ad
Format video: mp4
Format content ad: 300 x 250 pixels
Price video: € 6,816.– /year
Price content ad: € 2,365.– /month (optionally available extra monthly)

Sponsored Post
Format: HTML content page, supply of content as Word doc., max. 5 images as png or jpg. Appears in third position of the news on the homepage after which archiving on the page for at least 1 year
Price: € 2,730.–

Microsite/Specials
Content:
Text, video, link, document (optional)
Price/month: € 1,065.–
The microsite is promoted via a logo (150 x 150 pixels) and text (max. 50 characters) in the sidebar in overall rotation.
Business Directory

Also take advantages of online placements:
Showcase your business with a company entry seen by your industry. An entry in our business directory ensures a constant presence when your customers are conducting research. All company entries can be updated and amended by you at any time.

Plus package: € 430.–*
Create your company profile and also manage your product portfolio, product groups and social media channels. Optionally with logo, profile picture, link to your website, online statistics and more.

Premium package: € 640.–*
In addition to your company profile and your product portfolio, you can also add image galleries, corporate videos or a company portrait or create links to sales offices and branches.

*Duration: 1 year

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<thead>
<tr>
<th>Standard</th>
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Price for an entire year

Free € 430.– € 640.–

All prices in Euros exclusive of applicable VAT.
Job market

The elektro.net job market gives you the opportunity to find first-class technical and executive personnel.

Price/month:

- Job vacancy ad “Basic” € 695.–
- Job vacancy ad “Plus” € 870.–
- Job vacancy ad “Premium” € 1,040.–

Delivery deadline:
5 business days prior to publication

What we need from you:

- Company logo as gif, tif or jpg
- Brief statement of where the logo should be placed
- Advertising text as doc, rtf or pdf
- Complete address for the applicants, possibly e-mail or web address

Optional: Extension of the subscription by 30 days

10% combo discount on a print ad in the job openings section of the trade journal de – das elektrohandwerk

Facts – Advertisement content

- Company logo
- Job description
- Contact
- Link to website

Website

Job Market

<table>
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<tr>
<th>Duration</th>
<th>Basic</th>
<th>Plus</th>
<th>Premium</th>
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<td>30 days</td>
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<td>60 days</td>
<td>✔</td>
<td>✔</td>
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| Your ad will appear in the editorial newsletter | ✔ | ✔ | ✔ |
| Personal point of contact | ✔ | ✔ | ✔ |
| Updated ads every 15 days | ✔ | ✔ | ✔ |
| Social media boost | ✔ | ✔ | ✔ |
| CI-banner in the ad | ✔ | ✔ | ✔ |
| Top jobs placement (highlighted) | | | ✔ |
| Integration of the corporate video | | | ✔ |

<table>
<thead>
<tr>
<th>Price for an entire year</th>
<th>Basic</th>
<th>Plus</th>
<th>Premium</th>
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<td>€ 870.–</td>
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<tr>
<td>€ 1,040.–</td>
<td>✔</td>
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All prices in Euros exclusive of applicable VAT.
1 Name: electro.net-Newsletter

2 Profile in brief:
   Each Tuesday of every second week, our newsletter is sent to over 17,046¹ 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:
   Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.

4 Frequency: 60x per year (2-4 x per month, on Tuesdays and special newsletters to the relevant trade fairs)

5 Editorial Contact:
   Michael Wanner
   Editor online
   Phone: +49 89 2183-8984
   michael.wanner@huethig.de

6 Contact for Online Advertising:
   Bettina Landwehr
   Advertising Manager
   Phone: +49 89 2183-8988
   bettina.landwehr@huethig.de

7 Data delivery:
   Sabine Gréinus
   Phone: +49 6221 489-598
   sabine.greinus@huethig.de

8 Delivery deadline: 5 business days prior to publication

9 Dispatch dates:
   Feb. 9, 2021  Apr. 6, 2021  June 1, 2021  Sept. 21, 2021  Nov. 16, 2021

¹ publisher's claim 5/2020
² Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros exclusive of applicable VAT.
Standalone Newsletter

You have the option to send a standalone newsletter to all registered subscribers. The newsletter will be sent in the name of your company and will contain 100% customer content. The standalone newsletter can link to more detailed information on your company website or to integrated customer content within elektro.net.

Publication:
The frequency of the standalone newsletter is strictly limited.
Detailed information available on request.

Format:
660 pixels
File type: HTML (inline CSS) or as text and image (jpg, png) separately
Number of characters: +/- 3,000
Number of graphics: max. 5
Number of links: max. 5
Publishing details with CEO

Price: € 6,485.–/issue

All prices in Euros exclusive of applicable VAT.
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 the German electrical/electronics industry and address more than 50,000 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

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

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  
Tel.: +49 8191 125-345 
alexander.zoeller@mi-connect.de
1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The publisher 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 email) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the content.

3. The customer shall bear no liability for the faulty publication of advertising material in so far as it 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 test measurement or protocol. In the event that the customer fails to comply with this stipulation it shall not be entitled to compensation in respect of any color variations which may occur. The customer shall, in the event of a change in the original technical or design of the advertising material, ensure that such a change is not recognizable as such.

4. Costs for corrections and redraws shall not be charged unless the corrections or changes are to be regarded as changes to originally agreed versions requested by the customer or for which the customer is responsible.

5. Fees shall only be supplied upon express request of the customer. The customer shall bear the costs for the responsibility of the correctly returned proofs in the event that the proofs are not returned by the customer to the publisher.

6. 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 said damages were caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or if claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health. In the event the publisher shall be held liable, it shall only be liable in the event the customer is not primarily at fault or is not guilty of gross negligence. The customer shall only acquire the aforementioned rights to the extent they are granted by law and to the extent the customer is not primarily at fault or is not guilty of gross negligence. The customer shall only acquire the aforementioned rights to the extent they are granted by law and to the extent the customer is not primarily at fault or is not guilty of gross negligence.

7. 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 perform the contract. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to the errors in due time.

8. The publisher reserves the right not to be bound by any offer issued by the customer.

9. The customer shall be entitled to be informed if the advertising material is used in print, on radio or on television. Should the publisher become aware of any other means of use which it has not been informed of, it shall immediately inform the customer thereof.

10. The customer shall be entitled to claim damages to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without limitation of time.
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