MEDIA KIT 2021

PRINT + ONLINE

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Hüthig
successful media for experts
Media Group SV Süddeutscher Verlag
1 Title: AUTOMOBIL-ELEKTRONIK

2 Profile in brief:
AUTOMOBIL-ELEKTRONIK covers the entire range of passenger and commercial vehicle electronics: from the components and assemblies to software, tools and development techniques. In conjunction with the leading annual AUTOMOBIL-ELEKTRONIK conference in Ludwigsburg, AUTOMOBIL-ELEKTRONIK offers a combination which is unique in the market, thereby providing superior expertise from a technical and business perspective. Together, AUTOMOBIL-ELEKTRONIK and its four sister journals form the Hüthig Electronic Media Group under the umbrella of the all-electronics online portal. Advertising customers will find a unique portfolio here that allows them to reach their target group across a range of media, in an accurate and comprehensive manner.

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

4 Publication: 6 x per year

5 Magazine format: DIN A4

6 Volume: Volume 19/2021

7 Purchase conditions and prices (including VAT):
domestic € 104.86 + € 8.56 shipping costs = € 113.42
foreign € 104.86 + € 17.12 shipping costs = € 122.18
Single copy price € 20.00 including VAT, not including shipping costs
8 Organ: –

9 Memberships: Deutsche Fachpresse, IVW

10 Publishing company: Hüthig GmbH
Managing Director: Moritz Warth

Address: Im Weiher 10
D-69121 Heidelberg
Phone: +49 6221 489-363
Fax: +49 6221 489-482
Internet: www.automobil-elektronik.de

11 Publisher: –

12 Advertising Dept.: Frank Henning, Head of Sales

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

14 Volume analysis: 2019 = 8 issues
Total volume: 496 pages = 100.0 %
Editorial section: 390 pages = 78.6 %
Advertising section: 107 pages = 21.4 %
of which: advertorials 7 pages = 6.5 %
publisher’s advertisements: 9 pages = 8.4 %
Supplements: 6

15 Analysis of editorial content:
Components + software 71 pages = 18.2 %
Management + events 75 pages = 19.2 %
Measuring/testing/tools 59 pages = 15.1 %
Systems 64 pages = 16.4 %
Safety + security 31 pages = 7.9 %
Coverages 8 pages = 2.1 %
Products 10 pages = 2.6 %
Markets + technologies, news 72 pages = 18.5 %
Total 390 pages = 100.0 %
Advertising rates in € (for formats, see page 6):
Rates do not include VAT.

<table>
<thead>
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<th>Rates for b/w advertisements</th>
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<th>10% discount</th>
<th>15% discount</th>
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</tr>
</thead>
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<table>
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<tr>
<th>Total rates for 2c advertisements</th>
<th>2c rate</th>
<th>5% discount</th>
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<tbody>
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<table>
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<th>Total rates for 4c advertisements</th>
<th>4c rate</th>
<th>5% discount</th>
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<th>15% discount</th>
<th>20% discount</th>
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<td>5,895.00</td>
<td>5,654.00</td>
<td>5,413.00</td>
<td>5,172.00</td>
<td>4,931.00</td>
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<tr>
<td>2/3 page</td>
<td>4,125.00</td>
<td>3,961.00</td>
<td>3,797.00</td>
<td>3,633.00</td>
<td>3,469.00</td>
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<td>1/2 page</td>
<td>3,425.00</td>
<td>3,296.00</td>
<td>3,167.00</td>
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<td>3,621.50</td>
<td>3,467.25</td>
<td>3,313.00</td>
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<tr>
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<td>2,308.00</td>
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<td>2,077.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,730.00</td>
<td>1,673.50</td>
<td>1,617.00</td>
<td>1,560.50</td>
<td>1,504.00</td>
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<td>1/8 page</td>
<td>1,200.00</td>
<td>1,170.00</td>
<td>1,140.00</td>
<td>1,110.00</td>
<td>1,080.00</td>
</tr>
</tbody>
</table>
2 Surcharges

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

Color surcharges (not discountable):

<table>
<thead>
<tr>
<th>Color</th>
<th>2c</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 640.–</td>
<td>€ 1,075.–</td>
</tr>
<tr>
<td>2/3 to 1/3 page</td>
<td>€ 385.–</td>
<td>€ 845.–</td>
</tr>
<tr>
<td>1/4 and smaller</td>
<td>€ 200.–</td>
<td>€ 600.–</td>
</tr>
</tbody>
</table>

Surcharges apply to Euroscale colors
Special colors on request

Format surcharges:
Bleed-off and gutter bleed advertisements: 10 % surcharge on basic rate

3 Discounts (for purchase within 12 months)

Frequency discount rates:
3 x publication 5 %, 2 pages 5 %, 3 pages 10 %, 5 pages 15 %, 8 pages 20 %
9 x publication 15 %, 5 pages 15 %, 8 pages 20 %
12 x publication 20 %, 8 pages 20 %

4 Job vacancies / classified ads:
Per mm (1-column, 41 mm wide), b/w € 5.–

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

<table>
<thead>
<tr>
<th>Volume</th>
<th>Paper weight</th>
<th>minimum weight</th>
<th>up to 135 g/m²</th>
<th>over 135 g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>120 g/m²</td>
<td>€ 3,920.–</td>
<td>€ 4,110.–</td>
<td></td>
</tr>
<tr>
<td>4 pages</td>
<td>80 g/m²</td>
<td>€ 4,930.–</td>
<td>€ 5,150.–</td>
<td></td>
</tr>
</tbody>
</table>

Bound inserts to be delivered to the printers free of charge and correctly packed no later than 14 days prior to publication date (see schedule) of the agreed issue. Required supply quantity: 11,700 copies

Supplements (not eligible for discount):
Minimum format 10.5 x 14.8 cm, minimum weight per sheet 150 g/m²
up to 25 g € 3,040.–
up to 50 g € 3,760.–
each additional 25 g weight € 1,520.–
Maximum paper format 20 x 28 cm
Delivery: Specimens to be supplied as of order placement, circulation up to 10 days prior to publication.
Required supply quantity: 11,700 copies
Partial supplements on request

Stick-on advertising media: Minimum format 6.0 x 7.5 cm at 150 g/m²
Positioning on request
In conjunction with advertisement or bound insert € 1,065.–
plus adhesive costs
– for machine processing € 520.–
– for manual processing € 1,170.–

Delivery address for supplements and bound inserts:
QUBUS media GmbH, Beckstraße 10, D-30457 Hannover
(clearly marked: AUTOMOBIL-ELEKTRONIK, issue XX/2019)

6 Contact:
Consultation, bookings:
Frank Henning, Head of Sales
Phone: +49 6221 489-363
E-mail: frank.henning@huethig.de
Data delivery, invoicing, documents:
Sabine Greinus
Phone: +49 6221 489-598, Fax +49 6221 489-310
E-mail: ael-dispo@huethig.de

7 Terms of payment:
Net within 30 days of invoice date, 2% discount if payment made in advance or direct debit. Rates do not include VAT.
Bank details: HypoVereinsbank, account: 157 644 60, bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60, BIC: HYVEDEMMXXX

All prices in Euros without applicable VAT
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>1/1 page</td>
<td>Junior page</td>
</tr>
<tr>
<td>178 x 257 mm</td>
<td>126 x 178 mm</td>
</tr>
<tr>
<td>bleed</td>
<td>bleed</td>
</tr>
<tr>
<td>216 x 303 mm*</td>
<td>145 x 203 mm*</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>2/3 page</td>
</tr>
<tr>
<td>117 x 257 mm</td>
<td>horizontal</td>
</tr>
<tr>
<td>bleed</td>
<td>178 x 169 mm</td>
</tr>
<tr>
<td>136 x 303 mm*</td>
<td>bleed</td>
</tr>
<tr>
<td>216 x 194 mm*</td>
<td>105 x 303 mm*</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>1/2 page</td>
</tr>
<tr>
<td>86 x 257 mm</td>
<td>horizontal</td>
</tr>
<tr>
<td>bleed</td>
<td>178 x 126 mm</td>
</tr>
<tr>
<td>105 x 303 mm*</td>
<td>bleed</td>
</tr>
<tr>
<td>216 x 149 mm*</td>
<td>216 x 149 mm*</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>1/3 page</td>
</tr>
<tr>
<td>56 x 257 mm</td>
<td>horizontal</td>
</tr>
<tr>
<td>bleed</td>
<td>178 x 83 mm</td>
</tr>
<tr>
<td>75 x 303 mm*</td>
<td>bleed</td>
</tr>
<tr>
<td>216 x 105 mm*</td>
<td>216 x 105 mm*</td>
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<td>1/4 page</td>
</tr>
<tr>
<td>86 x 126 mm</td>
<td>horizontal</td>
</tr>
<tr>
<td>bleed</td>
<td>178 x 62 mm</td>
</tr>
<tr>
<td>105 x 149 mm*</td>
<td>bleed</td>
</tr>
<tr>
<td>216 x 194 mm*</td>
<td>60 x 303 mm*</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>1/4 page</td>
</tr>
<tr>
<td>41 x 257 mm</td>
<td>horizontal</td>
</tr>
<tr>
<td>bleed</td>
<td>178 x 29 mm</td>
</tr>
<tr>
<td>60 x 303 mm*</td>
<td>bleed</td>
</tr>
<tr>
<td>216 x 126 mm</td>
<td>178 x 29 mm</td>
</tr>
</tbody>
</table>

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
   4 columns, column width: 41 mm

2 Printing & binding process: Sheet-fed offset, adhesive binding

3 Data transfer: ael-dispo@huethig.de

4 Data formats: Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller using version 4.0 or higher and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.

5 Color advertisements: For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.

6 Proof: as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISCoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

7 Data archiving: Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

8 Warranty:
   1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

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

9 Contact
   Advertisement processing:
   Sabine Greinus
   Phone: +49 6221 489-598
   Fax: +49 6221 489-310
   E-mail: ael-dispo@huethig.de
Digital Overlays

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

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

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

- **Text** (text field appears with your customized text)
- **Image** (a photo or graphic)
- **Gallery** (multiple photos or graphics for swiping through)
- **Sound** (mp3 file). No longer than 90 seconds.
- **Link** (direct link to your homepage or to the advertised product)
- **YouTube video** (implemented from your channel)
- **Vimeo video** (implemented from your channel)
- **Transparent overlay**

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

**Price per digital overlay:** € 250.–
**Hüthig GmbH**, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

**2021 MEDIA KIT**

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

**elektronik industrie** defines itself as the leading monthly technical specialist publication for electronics developers in the German-speaking world. The editorial content focuses on practical and application-oriented articles and trends for all relevant sectors. The specialist information, which we research ourselves, can be applied and implemented by readers directly in the professional environment. **elektronik industrie** and its four sister publications make up the Hüthig Elektronik media group under the umbrella of the all-electronics website. Advertising customers will find a unique portfolio here that allows them to reach their target group across a wide range of media in an accurate and comprehensive manner.

**elektronik journal** is a special-interest magazine for decision-makers working in electronics development. The specialist editorial articles and reports in brief focus on the technical and economic benefits of products and solutions. Trade journalists get right to the heart of the relevant topics in a refreshing magazine style, presented in an easy-to-understand way with an eye to utility. In 2021, the editorial team will be focusing on the following four issues: Embedded + Wireless, Power, Embedded + IoT and Industrial. It is taking a comprehensive and long-term approach to each topic, from the basic principles and technologies involved to their application, and from the components to the overall systems.

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

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

**AUTOMOBIL-ELEKTRONIK**

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**all-electronics.de** is the specialist journalistic website of Hüthig GmbH’s five specialist electronics magazines. The site primarily focuses on electronics development, electronics manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the site’s journalistic focus centers on well-founded technical articles, background reports and technical knowledge. There are extensive search options available on **all-electronics.de**. A company directory, the job market and a newsletter published twice a week with 12,000 registered subscribers round off the offering.
1 Website (URL): www.all-electronics.de

2 Profile in brief:
all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH.
The portal focuses chiefly on the topics of electronic development, electronic manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the portal’s journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines.
The user also has extensive research facilities at hand in the business directory, which contains over 5,000 companies listed by specific industry. And the online presence is reinforced by a newsletter with about 12,000 registered subscribers. The offering is rounded out by an extensive job market featuring positions for skilled staff and executive management in the electronics industry.

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

4 Publisher: Hüthig GmbH

5 Editorial Contact:
Dipl.-Ing. Alfred Vollmer, Editor-in-chief
Tel.: +49 8191 125-206
E-mail: alfred.vollmer@huethig.de

Dipl.-Ing. Petra Gottwald, Editor-in-chief
Phone: +49 6221 489-221
E-mail: petra.gottwald@huethig.de

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

7 Data delivery:
Sabine Greinus
Tel.: +49 6221 489-598
E-mail: all-dispo@huethig.de

8 External ad server used:
Google Ad Manager from Google

Complete Media Kit:
www.all-electronics.de/mediadaten-online

Facts
Traffic
• 103,132 visits / month¹
• 183,914 page impressions / month¹
• 11,896 newsletter subscribers²

Channels
• news
• components
• embedded
• measuring + testing
• e-manufacturing
• automation
• applications
• market overviews
• events
• job market
• videos

Content
• technical articles
• product reports
• news
• editorials
• videos

¹ Source: IVW, as of 1/2020 ² Source: Emarsys, as of 7/2020
1 Rates and Formats

<table>
<thead>
<tr>
<th>Portal:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Format</strong></td>
<td><strong>Format</strong></td>
</tr>
<tr>
<td>Leaderboard (Premium)</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Leaderboard (Basic)</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>800 x 250 pixels</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
</tr>
<tr>
<td>Content Ad (Premium)</td>
<td>300 x 250 pixels</td>
</tr>
<tr>
<td>Content Ad (Basic)</td>
<td>300 x 250 pixels</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
</tr>
<tr>
<td>Baseboard Ad</td>
<td>940 x 250 pixels, 960 x 90 pixels</td>
</tr>
<tr>
<td>Partner-Site-Button</td>
<td>300 x 120 pixels</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>Text + max. 5 images</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newsletter:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Format</strong></td>
<td><strong>Format</strong></td>
</tr>
<tr>
<td>Newsletter / Content Ad</td>
<td>650 x 150 pixels</td>
</tr>
<tr>
<td>Newsletter / Text Ad</td>
<td>Image: max. 190 x 100 pixels, text: max. 330 characters</td>
</tr>
<tr>
<td>Newsletter / Sponsoring</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business Directory:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Format</strong></td>
<td><strong>Bookable Channels</strong></td>
</tr>
<tr>
<td>Company entry / Standard</td>
<td>Business directory</td>
</tr>
<tr>
<td>Company entry / Plus</td>
<td>Business directory</td>
</tr>
<tr>
<td>Company entry / Premium</td>
<td>Business directory</td>
</tr>
</tbody>
</table>

*The banners and text ads in the newsletter are visible for one week after publication.*
1 Bannerformats
You can book a wide variety of banner formats on all-electronics.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 three additional advertising partners in this placement. Your campaign will be billed at the monthly fixed-price rate. The minimum booking period is four weeks.

**Leaderboard (Premium)**
- Format: 728 x 90 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 3,050.–/€ 3,350.–*

**Leaderboard (Basic)**
- Format: 728 x 90 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 2,500.–/€ 2,750.–*

**Billboard Ad**
- Format: 800 x 250 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 4,900.–/€ 5,400.–*

**Skyscraper**
- Format: 160 x 600 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 2,495.–/€ 2,720.–*

**Sticky-Sitebar**
- Format: 200 x 600 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 3,900.–/€ 4,300.–*

**Content Ad (Premium)**
- Format: 300 x 250 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 3,400.–/€ 3,680.–*

**Content Ad (Basic)**
- Format: 300 x 250 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 2,700.–/€ 2,980.–*

**Halfpage Ad**
- Format: 300 x 600 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 5,100.–/€ 5,600.–*

**Baseboard Ad**
- Format: 940 x 250 pixels, 960 x 90 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 4,500.–/€ 4,800.–*

**Partner-Site-Button**
- Format: 300 x 120 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 1,580.–/€ 1,740.–*

* Increased price before trade fairs, see pages 10/11

All prices in Euros without applicable VAT | All banner formats up to a max. of 50 KB | File type for banner ad: jpg, gif, png, HTML5
1 Name: all-electronics.de-Newsletter

2 Profile in brief:
Each Tuesday and Thursday, our weekly newsletter is sent to about 12,000 subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.

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

4 Frequency: 2 x per week, on Tuesday and Thursday

5 Editorial Contact:
Dr.-Ing. Alfred Vollmer, Editor-in-chief
Tel.: +49 8191 125-206
E-mail: alfred.vollmer@huethig.de

Dipl.-Ing. Petra Gottwald, Editor-in-chief
Tel.: +49 6221 489-221
E-mail: petra.gottwald@huethig.de

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

7 Data delivery:
Sabine Greinus
Tel.: +49 6221 489-598
E-mail: all-dispo@huethig.de

2 The banners and text ads in the newsletter are visible for one week after publication.

3 Increased price before trade fairs, see page 10/11

4 Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.
Business directory
Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our Business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Standard</th>
<th>Plus</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display of your company profile in the article</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>E-mail contact</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Address data</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Manage your product program, product groups and social media channels</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Telephone and fax number</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to homepage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Company logo</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Profile image</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Highlighting in search results</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Image gallery</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company profile</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specific contact partners</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Links to sales offices or branches</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Additional information as a file</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Include company videos</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Include whitepapers</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Price/year</td>
<td>free</td>
<td>€ 395.–</td>
<td>€ 580.–</td>
</tr>
</tbody>
</table>

All prices in Euros without applicable VAT
Content Marketing – Sustainable Success through Expertise

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

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

Why you should definitely invest in content marketing:

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

We are happy to help you!

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

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

Interested? For a customized quote, contact:

Frank Henning, Head of Sales
Tel.: +49 6221 489-363
frank.henning@huethig.de
The Webinar – A Modern Way to Generate Leads

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

The benefits of the webinar package at a glance

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

Your webinar services:

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

Interested?
For a customized quote, contact:

Frank Henning, Head of Sales
Tel.: +49 6221 489-363
frank.henning@huethig.de
The Whitepaper – Turning Prospects into Customers

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

With a whitepaper...

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

Your whitepaper services:

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

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

Interested? For a customized quote, contact:

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

Expect a wealth of exciting possibilities for your promotional planning in 2021!

• all-electronics.de to be relaunched in spring 2021
• “HIGH-TECH AND INNOVATION – 50 Years of elektronik industrie” special edition in October 2021 full of exciting features and offers
• Competitions for print and online lead generation all year round

Get involved and celebrate 50 years of elektronik industrie with us!
Interested in finding out more? I can’t wait to hear from you!

Frank Henning
Head of Sales
+49 6221 489-363
frank.henning@huethig.de
Improving success in sales and tapping new potential for revenue

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

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

### Worry-free service from a single source

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

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Database flat rate</td>
<td>€ 180.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>Minimum order value</td>
<td>€ 590.00 (including database/selection flat rate)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum quantity</td>
<td>70% of delivered addresses (address matching)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</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 Circulation monitoring:

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

Print run: 11,013

Number of copies actually distributed: 10,793 including abroad: 352

Copies sold:
- Subscribed copies: 734 including abroad: 82
- Other sales: 169 including association member copies: 0
- Single copy sales: 569

Free copies: 10,059

Residual, archive and specimen copies: 220

3 Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Percentage of copies actually distributed</th>
<th>%</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td></td>
<td>96.6</td>
<td>10,435</td>
</tr>
<tr>
<td>Abroad</td>
<td></td>
<td>3.3</td>
<td>352</td>
</tr>
<tr>
<td>Other*</td>
<td></td>
<td>0.1</td>
<td>6</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td></td>
<td><strong>100.0</strong></td>
<td><strong>10,793</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Distribution by federal states</th>
<th>Percentage of copies actually distributed</th>
<th>%</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td></td>
<td>21.9</td>
<td>2,284</td>
</tr>
<tr>
<td>Bavaria</td>
<td></td>
<td>23.7</td>
<td>2,473</td>
</tr>
<tr>
<td>Berlin, Brandenburg, Mecklenburg-Western Pomerania</td>
<td></td>
<td>5.0</td>
<td>520</td>
</tr>
<tr>
<td>Bremen, Hamburg, Schleswig-Holstein</td>
<td></td>
<td>6.0</td>
<td>631</td>
</tr>
<tr>
<td>Hesse</td>
<td></td>
<td>7.7</td>
<td>798</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td></td>
<td>7.6</td>
<td>795</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td></td>
<td>15.7</td>
<td>1,636</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td></td>
<td>3.4</td>
<td>352</td>
</tr>
<tr>
<td>Saarland</td>
<td></td>
<td>0.9</td>
<td>98</td>
</tr>
<tr>
<td>Saxony, Saxony-Anhalt</td>
<td></td>
<td>5.4</td>
<td>570</td>
</tr>
<tr>
<td>Thuringia</td>
<td></td>
<td>2.7</td>
<td>278</td>
</tr>
<tr>
<td><strong>Copies actually distributed Germany</strong></td>
<td></td>
<td><strong>100.0</strong></td>
<td><strong>10,435</strong></td>
</tr>
</tbody>
</table>

The detailed description of the survey method can be found on page 23
### 1.1 Sectors / industries

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to industrial sector classification, WZ 2008)</th>
<th>Percentage of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>29, 30</td>
<td>Production of motor vehicles and motor vehicle parts, vehicle manufacturing</td>
<td>39.2%</td>
<td>4,231</td>
</tr>
<tr>
<td>72, 71.12</td>
<td>Engineering offices, development</td>
<td>15.8%</td>
<td>1,708</td>
</tr>
<tr>
<td>26.1</td>
<td>Production of electrical parts and circuit boards</td>
<td>7.9%</td>
<td>858</td>
</tr>
<tr>
<td>26.51</td>
<td>Production of measuring, testing, navigation and similar tools and appliances</td>
<td>10.6%</td>
<td>1,142</td>
</tr>
<tr>
<td>26.3</td>
<td>Production of devices and facilities for telecommunications technology</td>
<td>3.3%</td>
<td>361</td>
</tr>
<tr>
<td>27.3, 35</td>
<td>Production of cables and electrical installation material, energy supply systems</td>
<td>3.5%</td>
<td>377</td>
</tr>
<tr>
<td>Other industries (e.g. software development, universities, trade associations)</td>
<td>19.6%</td>
<td>2,110</td>
<td></td>
</tr>
<tr>
<td>Other*</td>
<td></td>
<td>0.1%</td>
<td>6</td>
</tr>
</tbody>
</table>

**Copies actually distributed**

100.0 10,793

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

### 1.2 Size of business unit

<table>
<thead>
<tr>
<th>Percentage of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 49 employees</td>
<td>41.7</td>
</tr>
<tr>
<td>50 - 199 employees</td>
<td>19.5</td>
</tr>
<tr>
<td>200 - 999 employees</td>
<td>16.6</td>
</tr>
<tr>
<td>1,000 and more employees</td>
<td>22.1</td>
</tr>
<tr>
<td>Other*</td>
<td>0.1</td>
</tr>
</tbody>
</table>

**Copies actually distributed**

100.0 10,793

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

### 2.1 Job feature: field of activity

<table>
<thead>
<tr>
<th>Percentage of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company management, technical management</td>
<td>39.0</td>
</tr>
<tr>
<td>Research and development</td>
<td>23.8</td>
</tr>
<tr>
<td>Design</td>
<td>8.1</td>
</tr>
<tr>
<td>Production</td>
<td>8.6</td>
</tr>
<tr>
<td>Quality</td>
<td>5.5</td>
</tr>
<tr>
<td>Purchasing</td>
<td>10.0</td>
</tr>
<tr>
<td>Other functions (e.g. IT, organization, industry associations)</td>
<td>4.9</td>
</tr>
<tr>
<td>Other*</td>
<td>0.1</td>
</tr>
</tbody>
</table>

**Copies actually distributed**

100.0 10,793

*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 23.
**Summary of Survey Method**

Distribution and recipient structure analysis (AMF scheme 2 and 3-E)
Total acquisition through file evaluation in accordance with IVW guidelines

Description of the acquisition method for the distribution and recipient structure analysis (AMF scheme 2, no. 3 and AMF scheme 3-E, nos. 1.1–2.1)

1. **Survey method:**
   Recipient structure analysis through file evaluation – Total acquisition in accordance with IVW guidelines

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

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

   2.2 **Total number of recipients in the file:**
   29,561

   2.3 **Total number of changing recipients:**
   28,255 (change after every third edition)

   2.4 **Structure of the recipients of an average edition by sales form:**
   - Paid circulation
     - of subscribed editions
       - of which: individual sale 169
       - of which: other sale 0
       - of which: 734
     - Free copies
       - of permanent free copies 572
       - of which: changing free copies 9,267
       - advertising copies 220
     - Total: 10,059
     - of which domestic 10,441
     - of which foreign 352
     - of which: 10,793

3. **Description of the survey:**

   3.1 **Basic population (percentage surveyed):**
   Basic population (CAC) 10,793 = 100.00 %
   Of which not included in the survey:
   - Advertising copies 220 = 2.04 %
   Of the basic population (CAC), the survey represents 10,573 = 97.96 %

   3.2 **Date of digital evaluation:**
   August 3, 2020

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

   3.4 **Target person of the survey:**
   The institution-based recipients entered in the file.

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

   3.6 **Survey period:**
   July 1, 2019 to June 30, 2020

   3.7 **Survey conducted by:**
   Hüthig GmbH

   This survey complies with the current version of the ZAW framework for advertising media analysis in terms of structure, implementation and reporting.
1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material. The publisher is entitled to clearly label advertising text-style advertisements as advertisements if they are not recognizable as such.

2. Costs for advertising files shall include the costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

3. 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.

4. Advertisements shall be considered to have been published, regardless of whether the customer has or has not contributed advertising materials.

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. Claims 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 of the advertising material. In the event that the advertising material is reproduced with defects—despite prompt delivery of error-free copy and complaint in good time—the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is in default of obligation to deliver or to perform the contract in a proper manner, the customer is entitled to withdraw from the contract or to demand a discount in the amount of additional expenses incurred by the customer or damages caused by the defects of the advertising material.

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

9. In the event of non-payment of invoices, as well as in the event of revocation, the customer shall reimburse the publisher for any associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims against the publisher for subsequent fulfillment.

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 decision of a court of law to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication.

11. 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 advertising year. If an order fails to reach the forecast volume ordered, the actual number of copies shall be invoiced to the customer in respect of the contractually agreed price.

12. A customer claim against the publisher for damages or expenses in connection with advertising is excluded to the extent that the customer is at fault.

13. A claim may be asserted for damages only if the customer proves that the claim is based on intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence by the publisher, its representatives and vicarious agents, or if the claim is based on the Product Liability Act, or arises in connection with injury to life, limb or health. The customer’s only right is to withdraw from the contract or to demand a discount in the amount of additional expenses incurred by the customer or damages caused by the defects of the advertising material. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months after publication of the advertising material.

14. The publisher is not obliged to verify whether advertising material affects the rights of third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared due and payable. In the event of payment default, damping and collection expenses shall be charged to the customer. In the event of payment default and the customer shall bear all special charges, including costs of legal proceeding. In case of reasonable doubt as to the customer’s ability to pay, the publisher shall be authorized, including during the term of an overall contract, to decide whether payment is due and may demand payment in advance. The publisher is entitled 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.

15. 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 unuseable data and/or a reduction of the price of the services provided by the publisher.

16. The customer is responsible for the quality of the material supplied. If the customer supplies non-compliant material, the customer may demand a substitute placement appearance of the advertising material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is in default of obligation to deliver or to perform the contract in a proper manner, the customer is entitled to withdraw from the contract or to demand a discount in the amount of additional expenses incurred by the customer or damages caused by the defects of the advertising material.

17. In the event that the defects in the copy are not obvious but become apparent during production, the customer shall bear the additional costs and expenses arising in connection with advertising.

18. The customer is responsible for the quality of the material supplied. If the customer supplies non-compliant material, the customer may demand a substitute placement appearance of the advertising material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is in default of obligation to deliver or to perform the contract in a proper manner, the customer is entitled to withdraw from the contract or to demand a discount in the amount of additional expenses incurred by the customer or damages caused by the defects of the advertising material.

19. Claims against the publisher to third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared due and payable. In the event of payment default, damping and collection expenses shall be charged to the customer. In the event of payment default and the customer shall bear all special charges, including costs of legal proceeding. In case of reasonable doubt as to the customer’s ability to pay, the publisher shall be authorized, including during the term of an overall contract, to decide whether payment is due and may demand payment in advance. The publisher is entitled 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.

20. The publisher is not obliged to verify whether advertising material affects the rights of third parties. If the customer is in payment default regarding a claim, all other claims against this client can be declared due and payable. In the event of payment default, damping and collection expenses shall be charged to the customer. In the event of payment default and the customer shall bear all special charges, including costs of legal proceeding. In case of reasonable doubt as to the customer’s ability to pay, the publisher shall be authorized, including during the term of an overall contract, to decide whether payment is due and may demand payment in advance. The publisher is entitled 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.

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# Your contacts and representatives

## YOUR CONTACTS

<table>
<thead>
<tr>
<th>Country</th>
<th>Contact Person</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland, Liechtenstein</td>
<td>Katja Hammelbeck</td>
<td>interpress gmbh</td>
<td>+41 71 55202-12</td>
<td>+41 71 55202-10</td>
<td><a href="mailto:kh@interpress-media.ch">kh@interpress-media.ch</a></td>
</tr>
<tr>
<td>Austria, Great Britain, Ireland, USA, Canada</td>
<td>Marion Taylor-Hauser</td>
<td>Max-Böhm-Ring 3, D-95488 Eckersdorf</td>
<td>+49 921 31663</td>
<td>+49 921 32875</td>
<td><a href="mailto:taylor.m@t-online.de">taylor.m@t-online.de</a></td>
</tr>
</tbody>
</table>

## ADVERTISING

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head of Sales</td>
<td>Frank Henning</td>
<td>Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg</td>
<td>+49 6221 489-363</td>
<td>+49 6221 489-482</td>
<td><a href="mailto:frank.henning@huethig.de">frank.henning@huethig.de</a></td>
</tr>
<tr>
<td>Media Sales Assistances</td>
<td>Christine Grimm</td>
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<td>+49 6221 489-482</td>
<td><a href="mailto:christine.grimm@huethig.de">christine.grimm@huethig.de</a></td>
</tr>
<tr>
<td></td>
<td>Georgia Köhler</td>
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<td>+49 6221 489-482</td>
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</tr>
<tr>
<td>Advertisement processing</td>
<td>Sabine Greinus</td>
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<td>+49 6221 489-310</td>
<td><a href="mailto:ael-dispo@huethig.de">ael-dispo@huethig.de</a></td>
</tr>
</tbody>
</table>

## EDITORIAL TEAM

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editor-in-chief</td>
<td>Dipl.-Ing. Alfred Vollmer</td>
<td>Hüthig GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg</td>
<td>+49 6221 489-363</td>
<td>+49 6221 489-482</td>
<td><a href="mailto:alfred.vollmer@huethig.de">alfred.vollmer@huethig.de</a></td>
</tr>
<tr>
<td>Editors</td>
<td>Dr. Nicole Ahner</td>
<td>Hüthig GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg</td>
<td>+49 6221 489-348</td>
<td>+49 6221 489-482</td>
<td><a href="mailto:nicole.ahner@huethig.de">nicole.ahner@huethig.de</a></td>
</tr>
<tr>
<td></td>
<td>Martin Probst, M.A.</td>
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<td>+49 6221 489-232</td>
<td>+49 6221 489-482</td>
<td><a href="mailto:martin.probst@huethig.de">martin.probst@huethig.de</a></td>
</tr>
<tr>
<td>Editorial Assistance/printed excerpts</td>
<td>Diemut Baldauf</td>
<td>Hüthig GmbH, Justus-von-Liebig-Str. 1, D-86899 Landsberg</td>
<td>+49 6221 489-598</td>
<td>+49 6221 489-310</td>
<td><a href="mailto:diemut.baldauf@huethig.de">diemut.baldauf@huethig.de</a></td>
</tr>
</tbody>
</table>

## ABROAD

<table>
<thead>
<tr>
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</tr>
<tr>
<td>Issue</td>
<td>Publication date</td>
<td>Advertisement deadline</td>
<td>Editorial deadline for contributed articles</td>
<td>Trade shows</td>
<td>Themes</td>
</tr>
<tr>
<td>-------------</td>
<td>-----------------</td>
<td>------------------------</td>
<td>------------------------------------------</td>
<td>-------------</td>
<td>--------</td>
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<tr>
<td>01–02</td>
<td>Feb. 16, 2021</td>
<td>Jan. 20, 2021</td>
<td>Dec. 9, 2020</td>
<td>Infotainment, connectivity, virtual/augmented reality, multimedia</td>
<td>Semiconductors</td>
</tr>
<tr>
<td>03–04</td>
<td>Apr. 8, 2021</td>
<td>Mar. 10, 2021</td>
<td>Feb. 10, 2021</td>
<td>Bus systems / protocols</td>
<td>Power electronics</td>
</tr>
<tr>
<td>05–06</td>
<td>June 10, 2021</td>
<td>May 11, 2021</td>
<td>Apr. 13, 2021</td>
<td>Advanced driver assistance systems (ADAS) and automated driving (AD)</td>
<td>Alternative drive and mobility concepts (Plug-in hybrid EVs, electric vehicles (EVs), batteries, fuel cells, supercapacitors, ECUs, concepts</td>
</tr>
<tr>
<td>07–08</td>
<td>Aug. 12, 2021</td>
<td>July 16, 2021</td>
<td>June 18, 2021</td>
<td>Artificial intelligence (AI) Concepts, algorithms, methods (e.g. machine learning) and resources for implementing AI projects in the automotive sector</td>
<td>Onboard electrical systems</td>
</tr>
<tr>
<td>09–10</td>
<td>Oct. 14, 2021</td>
<td>Sep. 17, 2021</td>
<td>Aug. 20, 2021</td>
<td>Active and passive components Semiconductors, capacitors, inductors, resistors, quartz, oscillators, RF components</td>
<td>Electromechanics</td>
</tr>
<tr>
<td>11–12</td>
<td>Dec. 9, 2021</td>
<td>Nov. 12, 2021</td>
<td>Oct. 14, 2021</td>
<td>Ethernet Semiconductors, subsystems, cabling, connectors, software, tools, testing, trends etc.</td>
<td>E-mobility 2022</td>
</tr>
</tbody>
</table>

**Themes**

- Infotainment, connectivity, virtual/augmented reality, multimedia
- Communication (telephone, 5G, Bluetooth), satellite navigation, secure and safe integration of mobile devices, interaction with ADAS/AD, eCall, concepts
- Bus systems / protocols
- Advanced driver assistance systems (ADAS) and automated driving (AD)
- Semiconductors
- Microcontrollers, microprocessors, DSPs, memory ICs, FGAs/PLDs
- Power electronics
- MOSFETs (silicon, SiC, GaN), IGBTs, smart power, inverters, DC/DC converters, measurement technology for power applications
- Alternative drive and mobility concepts (Plug-in hybrid EVs, electric vehicles (EVs), batteries, fuel cells, supercapacitors, ECUs, concepts
- Onboard electrical systems
- Architectures, wiring harnesses, ECUs, bus systems, software, tools and services
- Safety & Security
- Design concepts, tools, security ICS, hypervisor, cybersecurity, services, ISO 26262
- Sensor elements and sensor systems
- Sensor fusion, video, radar, lidar, acceleration, temperature, humidity, pressure, path, magnetic field, optoelectronics etc.
- Optoelectronics
- Lighting, LEDs, OLEDS, matrix lights, projecting lights, displays, interior, ambient and signal lighting
- ELECTRONIC
- Safety & Security
- Design concepts, tools, security ICS, hypervisor, cybersecurity, services, ISO 26262
- Sensor elements and sensor systems
- Sensor fusion, video, radar, lidar, acceleration, temperature, humidity, pressure, path, magnetic field, optoelectronics etc.
- Optoelectronics
- Lighting, LEDs, OLEDS, matrix lights, projecting lights, displays, interior, ambient and signal lighting
- Special themes
- SPECIAL Covid-19 virus – and now? The (near) future of the automotive electronics sector in times of the coronavirus: Which technologies are in the center of attention, and how do we master the challenges?
- SPECIAL Tools for design, simulation and test of hardware and software Development and simulation tools, system testing, test benches, HiL, SiL, DiL, mobile instruments, diagnostics, test automation, test systems, tools
- SPECIAL Tools
- SPECIAL Exhibitors and presentations at the 25th International Automobil-Elektronik Kongress in Ludwigsburg
- SPECIAL Car-to-X/V2x and OTA systems Elements, system solutions, background information and outlook concerning V2X and over-the-air updates as well as SG

**Trade shows**

- IAA Munich, Sept. 7–12, 2021
- IZB Wolfsburg, Oct. 5–7, 2021
- Iseled Conference Munich, Oct. 19, 2021
- ELV Bonn, Oct. 20–21, 2021
- 25th International Automobil-Elektronik Kongress, Stuttgart, Germany November 16-17, 2021
- Productronica Munich, Nov. 16–19, 2021

**Publication date**
Feb. 16, 2021
Apr. 8, 2021
June 10, 2021
Aug. 12, 2021
Oct. 14, 2021
Dec. 9, 2021

**Advertisement deadline**
Jan. 20, 2021
Mar. 10, 2021
May 11, 2021
July 16, 2021
Sep. 17, 2021
Nov. 12, 2021

**Editorial deadline for contributed articles**
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Apr. 13, 2021
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Aug. 20, 2021
Oct. 14, 2021

**Themes**

- **Infotainment, connectivity, virtual/augmented reality, multimedia**
- Communication (telephone, 5G, Bluetooth), satellite navigation, secure and safe integration of mobile devices, interaction with ADAS/AD, eCall, concepts
- **Bus systems / protocols**
- Ethernet/IP, multi-gigabit, FlexRay, CAN, LIN, MOST, HDBaseT
- **Advanced driver assistance systems (ADAS) and automated driving (AD)**
- Systems, radar, sensors, evaluation electronics, sensor fusion, image processing, security and comfort aspects
- **Semiconductors**
- Microcontrollers, microprocessors, DSPs, memory ICs, FGAs/PLDs
- **Power electronics**
- MOSFETs (silicon, SiC, GaN), IGBTs, smart power, inverters, DC/DC converters, measurement technology for power applications
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- **Safety & Security**
- Design concepts, tools, security ICS, hypervisor, cybersecurity, services, ISO 26262
- **Sensor elements and sensor systems**
- Sensor fusion, video, radar, lidar, acceleration, temperature, humidity, pressure, path, magnetic field, optoelectronics etc.
- **Optoelectronics**
- Lighting, LEDs, OLEDS, matrix lights, projecting lights, displays, interior, ambient and signal lighting
- **Electromechanics**
- Cables, connectors, relays, switches, buttons, rotary knobs, touchscreens, control systems, service disconnectors, high-voltage and 48-volt systems
- **(Semi) Automated driving**
- ADAS and AD components, subsystems and concepts (including artificial intelligence – AI)