1 Magazine: IEE – Industry Engineering Efficiency
Automation. Know-how. To the point.

2 Profile in brief:
IEE is a solution-oriented specialist magazine for automation in the mechanical engineering industry and other manufacturing sectors. Thematically IEE focuses on the huge changes in automation technology: Innovations and concepts, such as the Internet of Things (IoT) and Industry 4.0, are transforming the traditional automation pyramid.
In this process of upheaval IEE accompanies readers on the path to “Production 4.0” – comprehensive, expert, reliable and always application-oriented. As a modern specialist magazine, IEE belongs to the leading sources of information for investment decision-makers in all industries and functions.
The automation magazine IEE and its four related electronic journals now 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:
Decision-makers and engineers in technical engineering, specialists in automation

4 Publication:
6 x per year + special issues

5 Magazine format:
210 mm wide x 297 mm high

6 Volume/year:
Volume 66/2021

7 Purchase conditions and prices (including VAT):
domestic € 104.86 + € 17.12 shipping costs = € 121.98
foreign € 104.86 + € 34.24 shipping costs = € 139.10
single copy price € 20.00 including VAT, not including shipping costs

8 Organ:
-

9 Memberships:
Deutsche Fachpresse, IVW

10 Publishing company:
Hüthig GmbH
Managing Director: Moritz Warth
Address: Im Weiher 10, D-69121 Heidelberg
Tel.: +49 6221 489-363, Fax:+49 6221 489-482
Internet: www.all-electronics.de / www.iee-online.de

11 Publisher:
-

12 Advertising dept.:
Frank Henning (Head of Sales)

13 Editorial dept.:
Dipl.-Ing. (FH) Stefan Kupping (Editor-in-chief), Dr. Martin Large

14 Volume analysis:

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
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<tbody>
<tr>
<td>Total volume</td>
<td>860.00</td>
<td>pages = 100.0 %</td>
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<tr>
<td>Editorial section</td>
<td>675.00</td>
<td>pages = 78.5 %</td>
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<tr>
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<td>185.00</td>
<td>pages = 21.5 %</td>
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<tr>
<td>including publisher’s advertisements:</td>
<td>40.00</td>
<td>pages = 21.6 %</td>
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15 Analysis of editorial content by topics:

<table>
<thead>
<tr>
<th>Topic</th>
<th>2019 = 675.00 pages</th>
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<tbody>
<tr>
<td>Editorial</td>
<td>7.25 pages = 1.0 %</td>
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<tr>
<td>Contents</td>
<td>18.25 pages = 2.7 %</td>
</tr>
<tr>
<td>News</td>
<td>108.00 pages = 16.0 %</td>
</tr>
<tr>
<td>Control technology</td>
<td>102.50 pages = 15.2 %</td>
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<tr>
<td>Measuring technology</td>
<td>9.75 pages = 1.4 %</td>
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<tr>
<td>Drive technology</td>
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<tr>
<td>Operation &amp; monitoring</td>
<td>22.25 pages = 3.3 %</td>
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<tr>
<td>Communication</td>
<td>85.25 pages = 12.6 %</td>
</tr>
<tr>
<td>Components</td>
<td>50.25 pages = 7.4 %</td>
</tr>
<tr>
<td>Software &amp; engineering</td>
<td>27.25 pages = 4.4 %</td>
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<tr>
<td>Sensor technology</td>
<td>45.00 pages = 6.7 %</td>
</tr>
<tr>
<td>Plastics technology</td>
<td>16.75 pages = 2.5 %</td>
</tr>
<tr>
<td>Packaging technology</td>
<td>12.75 pages = 1.9 %</td>
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<td>Industry 4.0</td>
<td>58.00 pages = 8.6 %</td>
</tr>
<tr>
<td>Robotics &amp; handling</td>
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<tr>
<td>Energy &amp; resource efficiency</td>
<td>11.25 pages = 1.7 %</td>
</tr>
<tr>
<td>Image processing</td>
<td>18.75 pages = 2.8 %</td>
</tr>
<tr>
<td>Categories/other</td>
<td>30.25 pages = 4.5 %</td>
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<tr>
<td>Total</td>
<td>675.00 pages = 100.0 %</td>
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</table>
1 Advertising rates in EUROS (for formats — see page 5):
Rates do not include VAT.

<table>
<thead>
<tr>
<th>Rates for b/w advertisements</th>
<th>Basic rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
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<tbody>
<tr>
<td>1/1 page</td>
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<td>2,817.00</td>
<td>2,660.50</td>
<td>2,504.00</td>
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<td>1/2 page</td>
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<td>2,479.50</td>
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<tr>
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<td>1,647.00</td>
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<td>1,464.00</td>
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<td>1,415.00</td>
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<td>1,273.50</td>
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<td>1,132.00</td>
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<td>440.00</td>
<td>418.00</td>
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<table>
<thead>
<tr>
<th>Total rates 2c advertisements*</th>
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<th>5 % discount</th>
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<th>15 % discount</th>
<th>20 % discount</th>
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<tbody>
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<td>3,202.00</td>
<td>3,045.50</td>
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<table>
<thead>
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<th>Total rates 4c advertisements*</th>
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<td>1,284.00</td>
<td>1,246.00</td>
<td>1,208.00</td>
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<td>1,018.00</td>
<td>996.00</td>
<td>974.00</td>
<td>952.00</td>
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</table>

*Complete rates including color charge
2 Surcharges
Placements:
Inside front cover, outside or inside back cover  b/w € 5,950.–
Binding placements  10 % on basic rate
Prices and conditions for cover placement upon request.
Color surcharges: (not discountable)

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

Surcharges apply to Euroscale colors
Format:
Bled-off and gutter bleed advertisements  10 % surcharge on basic rate

3 Discounts: for purchase within 12 months (always on basic rate)
Frequency discount rate:
| 3 x publication | 5 % |
| 6 x publication | 10 % |
| 9 x publication | 15 % |
| 12 x publication | 20 % |

Quantity discount rate:
| 2 pages | 5 % |
| 3 pages | 10 % |
| 5 pages | 15 % |
| 8 pages | 20 % |

4 Job vacancies/Classified ads:
Per mm/1 column (1 column = 41 mm) € 3.–
Box number fee € 16.–

5 Special advertising: on request
Bound inserts: delivered folded, untrimmed, without back stapling

<table>
<thead>
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<th>Volume</th>
<th>min. weight</th>
<th>up to 135 g/m²</th>
<th>over 135 g/m²</th>
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<td>2 pages</td>
<td>120 g/m²</td>
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<td>€ 5,710.–</td>
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<td>4 pages</td>
<td>80 g/m²</td>
<td>€ 9,275.–</td>
<td>€ 9,740.–</td>
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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: 26,200

Inserts:
Min. format 10.5 x 14.8 cm, min. weight per single sheet 150 g/m²
Up to 25 g weight € 5,385.–
Up to 50 g weight € 8,210.–
Each additional 25 g weight € 2,730.–
Max. 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: 26,200; partial supplements upon request

Stick-on advertising media:
Min. format 6.0 x 7.5 cm with 150 g/m²
Placement upon request
In conjunction with advertisement or bound insert plus adhesive costs € 695.–
– for machine processing € 1,300.–
– for manual processing € 2,600.–

Delivery address for bound inserts and inserts:
Vogel Druck und Medienservice GmbH
Leibnizstraße 5
D-97204 Höchberg
(clearly marked: “For IEE, Issue No.…”)

6 Contact: see page 35/36

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>
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<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Bleed Dimensions</th>
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<tbody>
<tr>
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<td>216 x 303 mm*</td>
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<tr>
<td>1/3 page vertical</td>
<td>56 x 257 mm</td>
<td>75 x 303 mm*</td>
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<tr>
<td>1/3 page horizontal</td>
<td>178 x 83 mm</td>
<td>216 x 105 mm*</td>
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<tr>
<td>1/4 page block</td>
<td>86 x 126 mm</td>
<td>105 x 149 mm*</td>
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<tr>
<td>1/4 page vertical</td>
<td>86 x 257 mm</td>
<td>105 x 303 mm*</td>
</tr>
<tr>
<td>Junior page</td>
<td>126 x 178 mm</td>
<td>145 x 203 mm*</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>117 x 257 mm</td>
<td>136 x 303 mm*</td>
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<tr>
<td>2/3 page horizontal</td>
<td>178 x 169 mm</td>
<td>216 x 194 mm*</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>117 x 257 mm</td>
<td>136 x 303 mm*</td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>178 x 169 mm</td>
<td>216 x 194 mm*</td>
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<tr>
<td>1/8 page vertical</td>
<td>86 x 62 mm</td>
<td>105 x 126 mm</td>
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<tr>
<td>1/8 page horizontal</td>
<td>178 x 29 mm</td>
<td>216 x 85 mm*</td>
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<tr>
<td>1/16 page vertical</td>
<td>41 x 62 mm</td>
<td>41 x 126 mm</td>
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<tr>
<td>1/16 page horizontal</td>
<td>41 x 29 mm</td>
<td>86 x 29 mm</td>
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</table>

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

2 Printing process: Rotary offset
Binding process: Adhesive binding

3 Data delivery: iee-dispo@huethig.de

4 Data formats: Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller from version 4.0 forward, 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 furnish a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). Failure to provide such proof shall result in the customer forfeiting claims for compensation with respect to possible color deviations.

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

9 Contact: Advertisement processing:
Sabine Greinus
Tel.: +49 6221 489-598
Fax: +49 6221 489-310
E-mail: iee-dispo@huethig.de
IEE Product-Spots

You have developed an innovation, the product is ready for launch, but you do not have the time for an accompanying marketing campaign? We have a solution for you that is as interesting as it is simple: the Product-Spot.

For selected main topics, you have the chance to present your products to the readers of IEE without great expense: You provide us with the data, we use it to prepare a Product-Spot and coordinate the release with you.

It is as simple as that! Just give it a try.

You can find all these selected main topics in the editorial calendar and schedule on p. 18-21.

FORMATS

Product-Spot, 1/4 page, full image

86 mm wide x 126 mm high

Product-Spot, 1/4 page, text + images

86 mm wide x 126 mm high

- Layout prepared by us, approved by you

Text: 700 characters
Images: Logo + product image jpg, eps or PDF, min. 300 dpi resolution

Product-Spot, 1/2 page, full image

178 mm wide x 126 mm high

Product-Spot, 1/2 page, text + image

178 mm wide x 126 mm high

- Layout prepared by us, approved by you

Text: 1,500 characters
Images: Logo + product image jpg, eps or PDF, min. 300 dpi resolution

PRICES PRINT-ONLINE-COMBINATION

<table>
<thead>
<tr>
<th>Formats</th>
<th>b/w or 4c*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page</td>
<td>€ 1,550.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 790.–</td>
</tr>
</tbody>
</table>

*no discounts or agency commission possible
Regional Specials on the Trade Show Concept "all about automation"

With their exhibition concept, "untitled exhibitions" are very successful – short, relevant events focusing on industrial automation in key metropolitan areas with high economic performance capacity. The streamlined, budget-saving booth construction and trade fair concept is not only attracting more and more exhibitors but the short journeys also make these regional trade fairs attractive to visitors.

Our range of offers relating to these events, which you can use to provide your regional sales teams with prior support, is also extremely attractive: we support the all-about-automation events with our regional specials since 2017.

Editions and dates:
In the current situation, we always provide up-to-date information on issues and dates in consultation with the trade fair organizer.

<table>
<thead>
<tr>
<th>Formats and prices of regional special</th>
<th>b/w or 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 3,185.–</td>
</tr>
<tr>
<td>2/3 pages</td>
<td>€ 2,180.–</td>
</tr>
<tr>
<td>Junior page</td>
<td>€ 1,960.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 1,775.–</td>
</tr>
<tr>
<td>1/3 pages</td>
<td>€ 1,320.–</td>
</tr>
<tr>
<td>1/4 pages</td>
<td>€ 995.–</td>
</tr>
<tr>
<td>1/8 pages</td>
<td>€ 675.–</td>
</tr>
</tbody>
</table>

Content/topics:
We report on your exhibition product and service highlights at the events and provide visitors with a preview into trade fair activities.
Use our regional specials for your visitor advertising on the all-about-automation trade fairs and increase the success of your trade fair participation.

Circulation:
In line with the regional visitor structure, we distribute the regional specials ahead of each show in a sub-edition of IEE of around 50% in the relevant catchment areas. This edition will also be available for visitors at the show (press corner).
More contacts to professionals at SPS smart production solutions

IEE SPS TradeFairGuide
There from day one: the IEE editorial team played a major role in the inception of the SPS fair. Since the move to Nuremberg, IEE has focused on the industry event with a special SPS TradeFairGuide.
Covering trend reports, exhibitor innovations, the latest buzz from the industry and trade fair developments at the SPS smart productions solutions, it provides an exciting platform for addressing your customers and visitors.
It also features reports and expert interviews on trend topics such as Industry 4.0, cloud automation and a careers section with job adverts.
Thematic overviews (print and online) direct trade fair visitors to the hotspots at SPS smart production solutions.
An essential guide for trade fair visitors and an invaluable advertising vehicle for you!

Your benefits:
– Print run of 40,000 copies (in a convenient DIN A4 format) + E-Paper
– Distribution to our readers before the trade fair
– Distribution at the trade fair on all event days
– Displayed in numerous Nuremberg hotels
– Attractive combination offers at top conditions

**Bookable only in combination with at least one of the follow trade show issues:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Advertising date</th>
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<tr>
<td>IEE 10/2021 SPS trade fair preview</td>
<td>October 8</td>
<td>September 13</td>
</tr>
<tr>
<td>IEE 11/2021 SPS trade fair issue</td>
<td>November 16</td>
<td>October 19</td>
</tr>
<tr>
<td>nv 11/2021* SPS trade fair preview</td>
<td>November 18</td>
<td>October 21</td>
</tr>
<tr>
<td>IEE 1/2022 SPS follow-up report</td>
<td>January 11</td>
<td>December 6</td>
</tr>
</tbody>
</table>

*nv = neue verpackung, specialist magazine on industrial packaging

Your price advantage:
1 trade show issue + TradeFairGuide = 5% combination discount
2 trade show issues + TradeFairGuide = 10% combination discount
3 trade show issues + TradeFairGuide = 15% combination discount

Publishing date: November 16, 2021
Advertising deadline: October 19, 2021

Combination and contract discounts are applied to the basic rate of the trade show issues (pages 3/4).

<table>
<thead>
<tr>
<th>SPS TradeFairGuide formats and combination rates**</th>
<th>b/w or 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 1,890.–</td>
</tr>
<tr>
<td>2/3 page</td>
<td>€ 1,290.–</td>
</tr>
<tr>
<td>Junior page</td>
<td>€ 1,170.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 1,070.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 795.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 600.–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>€ 400.–</td>
</tr>
</tbody>
</table>

We would also be happy to advise you on our print-online offers for a combined presence on our portals www.all-electronics.de and www.neue-verpackung.de. Just ask us!
This special issue is not IVW certified.
Strong presence combined with lead generation:

Tech competition
The unique form of cross-media advertising that’s bound to attract attention!

You and your products or your company can be the main star of the tech competition at all-electronics.de! Your text will give participants all the information they need to solve the puzzle. The competition involves participants answering a series of multiple-choice questions. Users who get all the questions right can enter their details to take part in a prize draw for one of your products or a tech-oriented non-cash prize worth around € 500.–.

Services included:
• Design of your personalised competition (multiple choice) with your questions
  ▶ Straightforward process: you send us a brief description of your product including a photo and up to five questions with three possible answers for each. We do the rest.
• Design of the microsite at all-electronics.de.
• At least one full-page ad in the printed magazine and e-paper. The ad will be designed by us and feature your company logo as a sponsor.
• Distribution to our readers and users – your customers (banner in the newsletter, banner at all-electronics.de).
• Prizes: customer provides the non-cash prize themselves (reduces final cost by € 500.–). Alternatively, we provide the non-cash prize worth around € 500.– ourselves.
• Prize draw and processing for the competition.
• Participant leads after completing the puzzle (consent will be requested on participation).

Your product will become the main star of the tech competition for a price of € 8,000.– or € 8,500.– plus VAT per issue.
Head into the Fourth Dimension with Us

How it works:
Our magazines are available as e-papers via the web browser. Editorial articles are also enhanced with digital content and can be called up as a digital overlay. We can also link your advertising to digital content. The benefit of this is that there is no change of medium: the reader remains within the magazine and consumes the digital content directly on the page.
Speak to our sales team; we will be happy to show you exactly how everything works!

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

- Text (text field appears with your customized text)
- Image (a photo or graphic)
- Gallery (multiple photos or graphics for swiping through)
- 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.–
3rd Conference “Robotics in the Packaging Industry”

Robots are used in actually every sector of the packaging process. This no longer applies only to European high-wage countries that want to ensure their competitiveness through increased automation but also for emerging markets such as India or China that are dependent on robots in production due to a staff turnover that is difficult to plan. The conference’s participants not only learn what is already possible today using best practices but also which innovations are developed by the R&D departments of the solutions providers.

Description of the target audience:
The conference is primarily aimed at operators in the packaging industry, packaging machine manufacturers as well as manufacturers of robot solutions and components. Furthermore, it serves as a platform for exchanging ideas between users and solution providers.

Date of the event:
October 7, 2021

Event location:
Süddeutscher Verlag, Munich

Your benefits at a glance:
- Exhibition in a topically suitable environment for providers of packaging solutions and services
- Ability to reach your audience in a targeted manner
- Sponsoring package including a speaker slot*
- Attractive exhibition package with full service:
  ▶ Furnished stand
  ▶ Catering by our team
  ▶ Comprehensive media package
- Professional print and online reporting before and after the event
- Attracting the attention of potential customers during the “Speed Networking” event at the exhibition
- Coffee breaks for networking in the exhibition area
- Top conditions for sponsors and exhibitors

Present yourself to the audience – your potential customers – as a partner and/or exhibitor of this top-class event! Please note: the partner and exhibition spaces are limited.

Are you interested? We look forward to your enquiry.

*Topical lecture, not a promotional presentation
The 2022 all-electronics.de Wall Calendar – effective advertising all year around!

Take advantage of this fantastic advertising opportunity for your company and products.

The 2022 wall calendar will be enclosed with the entire circulation of our trade fair issue IEE 11/2021, elektronik industrie issue 11/2021 and AUTOMOBIL-ELEKTRONIK issue 09-10/2021 and thus distributed at SPS smart production solutions and Productronica 2021!

Calendar format: DIN A1 (594 mm x 841 mm)

Circulation: 68,000 copies

Publication dates:
AUTOMOBIL-ELEKTRONIK 09-10/2021: October 14, 2021
elektronik industrie 11/2021: November 10, 2021
IEE 11/2021: November 16, 2021

Advertising/printing copy deadline: September 17, 2021

You can be featured with prices from € 999.–. Secure your preferred position now.

<table>
<thead>
<tr>
<th>Formats</th>
<th>Prices 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format 1 (77 mm x 77 mm)</td>
<td>€ 999.–</td>
</tr>
<tr>
<td>Format 2 (154 mm x 77 mm)</td>
<td>€ 1,980.–</td>
</tr>
<tr>
<td>Format 3 (77 mm x 231 mm)</td>
<td>€ 2,750.–</td>
</tr>
</tbody>
</table>
# Circulation and Distribution Analysis

## Circulation monitoring:

Average annual number of copies: July 1, 2019 - June 30, 2020

<table>
<thead>
<tr>
<th>Print run:</th>
<th>24,758</th>
</tr>
</thead>
</table>

## Number of copies actually distributed:

<table>
<thead>
<tr>
<th>Total</th>
<th>24,517</th>
<th>of which abroad:</th>
<th>1,198</th>
</tr>
</thead>
</table>

## Copies sold:
- subscribed copies: 2,333
- other sales: 2,294
- single copy sales: 0

Out of which:
- including abroad: 93
- including association member copies: -

## Free copies:

22,184

## Residual, archive and specimen copies:

241

## Circulation analysis:

### Distribution by federal states:

<table>
<thead>
<tr>
<th>Federal State</th>
<th>Percentage of copies actually distributed</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td>20.6</td>
<td>4,747</td>
</tr>
<tr>
<td>Bavaria</td>
<td>18.3</td>
<td>4,219</td>
</tr>
<tr>
<td>Berlin, Brandenburg, Mecklenburg-Western Pomerania</td>
<td>4.9</td>
<td>1,128</td>
</tr>
<tr>
<td>Bremen, Hamburg, Schleswig-Holstein</td>
<td>5.1</td>
<td>1,168</td>
</tr>
<tr>
<td>Hesse</td>
<td>7.7</td>
<td>1,779</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>7.7</td>
<td>1,779</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td>19.8</td>
<td>4,565</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>4.1</td>
<td>951</td>
</tr>
<tr>
<td>Saarland</td>
<td>1.3</td>
<td>315</td>
</tr>
<tr>
<td>Saxony, Saxony-Anhalt</td>
<td>7.2</td>
<td>1,666</td>
</tr>
<tr>
<td>Thuringia</td>
<td>3.3</td>
<td>761</td>
</tr>
</tbody>
</table>

### Copies actually distributed Germany:

100.0% 23,078

## Breakdown of foreign circulation:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Percentage of copies actually distributed</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>41.7</td>
<td>500</td>
</tr>
<tr>
<td>Switzerland</td>
<td>31.1</td>
<td>373</td>
</tr>
<tr>
<td>Other countries</td>
<td>27.2</td>
<td>325</td>
</tr>
</tbody>
</table>

### Copies actually distributed abroad:

100.0% 1,198

---

* portion of circulation not analyzed, e.g. trade fair and congress copies etc.
** publisher's claim
### 1.1 Sectors / industries

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Manufacture of machinery and equipment</td>
<td>34.4%</td>
</tr>
<tr>
<td>26, 27, 35.11</td>
<td>Manufacture of computers, appliances for measuring and testing, manufacture of electric motors, control apparatus, cables and electrical equipment, production of electricity</td>
<td>29.2%</td>
</tr>
<tr>
<td>20, 21, 22</td>
<td>Manufacture of chemicals and chemical products, basic pharmaceutical products and pharmaceutical preparations, rubber and plastic products</td>
<td>10.1%</td>
</tr>
<tr>
<td>72.12, 62</td>
<td>Consulting engineers, service providers</td>
<td>9.4%</td>
</tr>
<tr>
<td>29, 30</td>
<td>Manufacture of motor vehicles and other transport equipment</td>
<td>4.8%</td>
</tr>
<tr>
<td></td>
<td>Other industries</td>
<td>11.1%</td>
</tr>
<tr>
<td></td>
<td>Miscellaneous*</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

| Copies actually distributed | 100.0% | 24,517 |

* 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 17.
### 1.2 Size of Business Unit

<table>
<thead>
<tr>
<th>Size of Business Unit</th>
<th>Proportion of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 49 employees</td>
<td>38.9%</td>
<td>9,537</td>
</tr>
<tr>
<td>50 - 199 employees</td>
<td>27.9%</td>
<td>6,846</td>
</tr>
<tr>
<td>200 - 499 employees</td>
<td>14.4%</td>
<td>3,535</td>
</tr>
<tr>
<td>500 and more employees</td>
<td>17.8%</td>
<td>4,358</td>
</tr>
<tr>
<td>Other*</td>
<td>1.0%</td>
<td>241</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>24,517</strong></td>
</tr>
</tbody>
</table>

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

### 2.1 Job feature: position in company

<table>
<thead>
<tr>
<th>Job feature: position in company</th>
<th>Proportion of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, owner, management board, branch/plant/operations manager</td>
<td>30.8%</td>
<td>7,550</td>
</tr>
<tr>
<td>Department head/division manager/project management (incl. head of purchasing)</td>
<td>43.4%</td>
<td>10,631</td>
</tr>
<tr>
<td>Skilled staff</td>
<td>24.8%</td>
<td>6,095</td>
</tr>
<tr>
<td>Other*</td>
<td>1.0%</td>
<td>241</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>24,517</strong></td>
</tr>
</tbody>
</table>

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

### 2.1 Job feature: area of activity (multiple selections)

<table>
<thead>
<tr>
<th>Job feature: area of activity</th>
<th>Proportion of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company management</td>
<td>28.4%</td>
<td>6,978</td>
</tr>
<tr>
<td>Research, development</td>
<td>11.2%</td>
<td>2,759</td>
</tr>
<tr>
<td>Design, planning, ICA</td>
<td>18.1%</td>
<td>4,437</td>
</tr>
<tr>
<td>Production, manufacturing</td>
<td>12.7%</td>
<td>3,105</td>
</tr>
<tr>
<td>Sales, marketing</td>
<td>2.5%</td>
<td>606</td>
</tr>
<tr>
<td>Quality management, maintenance</td>
<td>8.5%</td>
<td>2,077</td>
</tr>
<tr>
<td>Procurement and purchasing</td>
<td>10.5%</td>
<td>2,579</td>
</tr>
<tr>
<td>Further functions</td>
<td>7.1%</td>
<td>1,735</td>
</tr>
<tr>
<td>Other*</td>
<td>1.0%</td>
<td>241</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>24,517</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 17.
Distribution and recipient structure analysis (AMF model 2 and 3-E)

Total survey through file evaluation according to IVW guidelines

Description of the survey method for the analysis of the distribution and recipient structure (AMF model 2, no. 3 and AMF model 3-E, no. 1.1 to 2.1)

1. Survey method:
Recipient structure analysis through file evaluation –
total survey according to IVW guidelines

2. Description of recipients at the time of data collection:

2.1 Nature of the file:
The addresses of all recipients are entered in the recipient file. Owing to the postal information available, the file can be sorted according to post code or recipients in Germany and abroad. The file also contains these additional details: Sector classification, company size categories and job characteristics.

2.2 Total number of recipients in the file: 72,522

2.3 Total number of alternating recipients: 70,177 (change after every third edition)

2.4 Structure of recipients of an average edition according to types of sale:
– Paid circulation 2,333
  of which: Subscribed copies 39
  Retail sales 0
  Other sales 2,294
– Free copies 22,184
  of which: Permanent free copies 12
  Alternating free copies 21,931
  Advertising copies 241
– Copies actually distributed 24,517
  of which in Germany 23,319
  of which abroad 1,198

3. Description of survey:

3.1 Population (proportion surveyed):
Population (copies actually distributed) 24,517 = 100.00 %
Of which not included in the survey:
Advertising copies 241 = 0.98 %
Of the population (copies actually distributed)
the survey represents 24,276 = 99.02 %

3.2 Date of file evaluation: August 3, 2020

3.3 Description of database:
To ensure the classification of recipients according to the criteria of sector, company size and job characteristics, the data in our address and customer system are constantly kept up to date and always brought into line with the latest market trends through minor changes.

3.4 Target person of the survey:
The recipients personally entered in the file in institutions.

3.5 Definition of the reader: Ceases to apply

3.6 Period of survey: July 1, 2019 to June 30, 2020

3.7 Performance of the survey: Publisher

In its layout, implementation and reporting, this survey conforms to the current version of the ZAW framework model for advertising media analyses.
## Exhibitions

**SPS smart production solutions 2020: exhibition review**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Exhibitions</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>All about automation, Chemnitz</td>
<td>SPS smart production solutions</td>
<td>Sept. 22 - 25, 2021</td>
</tr>
<tr>
<td>Fachpack, Nuremberg</td>
<td>Fachpack, Nuremberg</td>
<td>Sept. 20 - 30, 2021</td>
</tr>
<tr>
<td>Metek, Stuttgart</td>
<td>Metek, Stuttgart</td>
<td>Oct. 4 - 7, 2021</td>
</tr>
</tbody>
</table>

**Special section:**
- Reports from and about the regional exhibition: All about automation Chemnitz
- Innovations and exhibition highlights: Hall layout
  - Topic overview of workshpks, Talk Lounge
  - “Distribution: regional partial edition”
  - For details, refer to page 8

**Production control:**
- MES/ERP systems, Industry 4.0
- Engineering:
  - CAx, plant planning, simulation, digital twin
  - R/machine learning

**Safety & security:**
- Safety PLC, safe actuators/sensor technology, secure communication, industrial security

**Drive technology:**
- Linear drives, motor protection, variable speed drives
- Sensor technology:
  - Pressure, temperature, filling level sensors, proximity switches, optical sensors, light barriers

## Technology and Knowledge how

### Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 2021</td>
<td>Jan. 12, 2021</td>
</tr>
<tr>
<td>Feb. 2021</td>
<td>Apr. 6, 2021</td>
</tr>
<tr>
<td>Mar. 2021</td>
<td>June 4, 2021</td>
</tr>
<tr>
<td>Apr. 2021</td>
<td>June 4, 2021</td>
</tr>
<tr>
<td>May 2021</td>
<td>Sept. 10, 2021</td>
</tr>
<tr>
<td>June 2021</td>
<td>Aug. 16, 2021</td>
</tr>
<tr>
<td>July 2021</td>
<td>Oct. 8, 2021</td>
</tr>
<tr>
<td>Aug. 2021</td>
<td>Sept. 13, 2021</td>
</tr>
<tr>
<td>Sept. 2021</td>
<td>Oct. 21, 2021</td>
</tr>
</tbody>
</table>

### Technology topics

<table>
<thead>
<tr>
<th>Topic</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>KI/machine learning</td>
<td>Jan. 12, 2021</td>
</tr>
<tr>
<td>Interdisciplinary project planning</td>
<td>Apr. 6, 2021</td>
</tr>
<tr>
<td>Energy management (audits)</td>
<td>June 4, 2021</td>
</tr>
<tr>
<td>Digital factory, electric CAO</td>
<td>Sept. 10, 2021</td>
</tr>
<tr>
<td>Interdisciplinary project planning</td>
<td>Oct. 8, 2021</td>
</tr>
<tr>
<td>Industrial PC:</td>
<td>Oct. 21, 2021</td>
</tr>
<tr>
<td>Efficient programming</td>
<td>Oct. 21, 2021</td>
</tr>
<tr>
<td>Human-machine interface (HMI): Technical control facilities, computer aided design, computer aided manufacturing</td>
<td>Oct. 21, 2021</td>
</tr>
<tr>
<td>Human-machine interface (HMI): Touch panels, computer aided design, computer aided manufacturing</td>
<td>Oct. 21, 2021</td>
</tr>
</tbody>
</table>

### Knowledge How

<table>
<thead>
<tr>
<th>Topic</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programming:</td>
<td>Jan. 12, 2021</td>
</tr>
<tr>
<td>ERP, MES, Industry, 4.0</td>
<td>Apr. 6, 2021</td>
</tr>
<tr>
<td>Internet of Things</td>
<td>June 4, 2021</td>
</tr>
<tr>
<td>Engineering:</td>
<td>Sept. 10, 2021</td>
</tr>
<tr>
<td>Interdisciplinary project planning, digital factory</td>
<td>Oct. 8, 2021</td>
</tr>
<tr>
<td>Exhibition:</td>
<td>Oct. 21, 2021</td>
</tr>
<tr>
<td>SPS smart production solutions, Nuremberg</td>
<td>Nov. 23 - 25, 2021</td>
</tr>
</tbody>
</table>

### Product spots

<table>
<thead>
<tr>
<th>Topic</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote maintenance/HMI/Security/In/IT</td>
<td>Jan. 12, 2021</td>
</tr>
<tr>
<td>Command and indicating equipment/HMI</td>
<td>Apr. 6, 2021</td>
</tr>
<tr>
<td>Frequency converters/drive technology</td>
<td>June 4, 2021</td>
</tr>
<tr>
<td>ID-Link components/mesuring and test technology</td>
<td>Sept. 10, 2021</td>
</tr>
<tr>
<td>Control systems/control and indicating equipment</td>
<td>Oct. 8, 2021</td>
</tr>
<tr>
<td>Safety components/Interface technology</td>
<td>Oct. 21, 2021</td>
</tr>
</tbody>
</table>
Remote maintenance: Telecontrol solutions, cloud automation, data portal, big data, IoT

Engineering: Electro-CAD/CAM, project planning

Human-machine interface (HMI): Touch panels, indicators and command equipment, sensor control, motion control

Industrial PC: Basic PCs, embedded systems, panel PCs

Automation with cloud technologies

Drive technology: Step motors, AC/DC motors, frequency converters, small drives, drives and transaxle systems

Measuring technology: Data recording/analysis, data loggers, transducers

Sensor technology: Rotary encoders, linear position sensors, incl./az. position sensors, proximity switches

Communication: Ident technologies, Onlines, field buses, Ethernet

Electro mechanics/Interfaces: Energy/break switches, connectors and lines

All innovations and hot topics of SPS smart production solutions

Compass companion on site and for preparation

Technology experts offer their views and insights into developments

Strategy interviews with market leaders

Tour planner for exhibition innovations:

Industrial PC

Drive technology: Basic control, central computer, embedded systems, CPU modules, mobile PCs

Drive technology: Frequency converters, motor protection, drive train efficiency

Sensor technology: Pressure, temperature, filling level, flow sensors, inductive/capacitive position sensors, proximity switches, optical sensors

Communication: Field buses, Ethernet

Electro mechanics/Interfaces: LV six-wire terminal, connectors, remote I/O

Overview of IEE topics

Topic: IEE issue

Drive technology: 1, 4, 6, 8/9, 10, 11

AC drives: 1

Speed control: 4

Decentralized drive technology: 6

Drive train efficiency: 11

Frequency converters: 1, 4, 6, 11

Gear drives: 4

Small drives: 4

Linear axes: 4, 6

Linear motors: 4, 6, 10

Motor protection: 4, 6, 9/10

Multi-axis systems: 4

Robotics: 6

Step motors: 6

Servo drives: 10

Servo motors: 6

Actuating drives: 6

Variable speed drives: 10

Image processing: 1, 4, 6, 11

Industrial automation: 1, 4, 6, 8/9, 10

Lighting: 1

Camera: 4, 6, 10

Software: 4, 6, 10

Electro mechanics/Interfaces: 1, 4, 6, 8/9, 10, 11

Energy/lights: 4, 8/9, 11

Enclosures: 1

Installation technology: 4

Cables and lines: 4, 8/9, 11

Terminals: 4, 8/9, 10

AC components: 1, 10

Circuit breakers: 10

Inductive filters: 10

Pickers: 10

Relays: 1, 10

Control cabinets: 1, 10

Contactors: 1, 10

Signal transducers: 10

Connectors: 1, 11

Engineering: 1, 4, 6, 8/9, 10, 11

VF (variable frequency drive): 10, 11

Plant optimization: 6

CBS: 10

Digital factory: 4, 8/9

Interdisciplinary project planning: 1, 8/9, 11

Electro-CAD/CAM: 4, 11

Programming: 4

Simulation: 4

10

Variant management: 6

Bases maintenance: 4, 6

Big data: 10

Data: 10

Measurement technology: 6, 11

Data: 10

Network technology: 6, 11

Network of Things (IoT): 6

NM: 6

RR: 6

Product control: 1, 4, 6, 8/9, 10

Production: 6

Production operating data: 6

Software: 6

Cloud automation: 6

Cloud strategies: 6

SE/SCADA/EMS systems: 1, 4, 6, 8/9

Industries 4.0: 4, 6, 10

Project visualization: 6

QA management: 6

Energy management (Audits): 6

Optimization strategies: 6

Human-machine interface (HMI): 1, 4, 6, 8/9, 11

Control terminals: 6

辔： 6

HMI software: 6

Indication and command equipment: 6

Screens: 6

Indicators: 6

Tablets: 6

Keypads: 6

Batteries: 6

Touch panels: 6

Usability aspects: 6

Visualisation software: 6

Web visualisation: 6

Industrial PC: 4, 6, 8/9, 10

Operating systems: 6

GUI: 4

Data: 6

Embedded systems: 6

Peripheral/central control units: 4, 8/9, 11

Panel PCs: 6

Fanless systems: 6

Communication: 1, 4, 6, 8/9

Robocalls: 4

Ethernet: 4, 6, 8/9

Field buses: 4, 6, 9/11

Hubs: 4

Modems: 4

Networks: 6

Network components: 6

Orb1s: 4

B *(6*): 4

BIOS: 6

RTS/Identification technologies: 4

Interfaces: 4

Web server: 6

Wireless technology: 6

Measuring technology: 1, 4, 5, 6, 8/9, 10

Balancing: 4

Memory: 6

Flow measurement: 6

Temperature: 6

Pressure: 6

Flow: 6

Non-inductive capacitive position sensors: (position indication): 4, 6, 11

KD-Link: 6

Light barriers: 6

Linear position sensors: 4

Optical encoders: 6

Optical sensors: 6

Vibration sensors: 6

Control systems: 6, 10

CRT: 6

Efficient programming: 6

Engineering workflows: 6

Hard and soft PLC: compact PC: 6

Motion control: 4, 6, 8/9

Retrofitting: 6

Process controllers: 6

Controllers: 6

Krupp: 6

Serve control: 6

Factual topics

IEE/Industry 4.0

Product topics

Vision systems/image processing/coaxial cable and connectors

IEE/Industry 4.0

IEE/Industry 4.0

IEE/Industry 4.0
Address Rental

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></td>
<td></td>
<td></td>
<td>€ 180.00</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
all-electronics.de

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

2 Profile in brief:
all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH. The portal focuses chiefly on the topics of electronic development, electronic manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the portal’s journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines. The user also has extensive research facilities at hand in the business directory, which contains over 5,000 companies listed by specific industry. And the online presence is reinforced by a newsletter with about 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 / month
• 183,914 page impressions / month
• 11,896 newsletter subscribers

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
## Rates and Formats

### Portal:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Bookable Channels</th>
<th>Playout</th>
<th>Price in Euros per month</th>
<th>Prices in trade fair months March/Oct./Nov.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (Premium)</td>
<td>728 x 90 pixels</td>
<td>Homepage &amp; articles / RoS in combination with Fullsize Banner possible</td>
<td>Desktop</td>
<td>3,050.–</td>
<td>3,350.–</td>
</tr>
<tr>
<td>Leaderboard (Basic)</td>
<td>728 x 90 pixels</td>
<td>Homepage &amp; articles / RoS in combination with Fullsize Banner possible</td>
<td>Desktop</td>
<td>2,500.–</td>
<td>2,750.–</td>
</tr>
<tr>
<td>Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>4,900.–</td>
<td>5,400.–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>2,495.–</td>
<td>2,720.–</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>3,900.–</td>
<td>4,300.–</td>
</tr>
<tr>
<td>Content Ad (Premium)</td>
<td>300 x 250 pixels</td>
<td>Total rotation</td>
<td>Desktop, Mobile</td>
<td>3,400.–</td>
<td>3,680.–</td>
</tr>
<tr>
<td>Content Ad (Basic)</td>
<td>300 x 250 pixels</td>
<td>Total rotation</td>
<td>Desktop, Mobile</td>
<td>2,700.–</td>
<td>2,980.–</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>5,100.–</td>
<td>5,600.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>4,880.–</td>
<td>5,300.–</td>
</tr>
<tr>
<td>Baseboard Ad</td>
<td>940 x 250 pixels, 960 x 90 pixels</td>
<td>Total rotation</td>
<td>Desktop</td>
<td>4,100.–</td>
<td>4,500.–</td>
</tr>
<tr>
<td>Partner-Site-Button</td>
<td>300 x 120 pixels</td>
<td>Total rotation</td>
<td>Desktop, Mobile</td>
<td>1,580.–</td>
<td>1,740.–</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>Desktop</td>
<td>2,100.–</td>
<td>2,350.–</td>
</tr>
</tbody>
</table>

### Newsletter:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format</th>
<th>Price in Euros per week/issue</th>
<th>Prices in trade fair months March/Oct./Nov.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter / Content Ad</td>
<td>650 x 150 pixels</td>
<td>790.–</td>
<td>850.–</td>
</tr>
<tr>
<td>Newsletter / Text Ad</td>
<td>Image: max. 190 x 100 pixels, text: max. 330 characters</td>
<td>865.–</td>
<td>950.–</td>
</tr>
<tr>
<td>Newsletter / Sponsoring</td>
<td></td>
<td>1,100.–</td>
<td>1,150.–</td>
</tr>
</tbody>
</table>

### Business Directory:

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Bookable Channels</th>
<th>Price in Euros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company entry / Standard</td>
<td>Business directory</td>
<td>free</td>
</tr>
<tr>
<td>Company entry / Plus</td>
<td>Business directory</td>
<td>395.– per year</td>
</tr>
<tr>
<td>Company entry / Premium</td>
<td>Business directory</td>
<td>580.– per year</td>
</tr>
</tbody>
</table>

* The banners and text ads in the newsletter are visible for one week after publication.
1 Banner Formats

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.

<table>
<thead>
<tr>
<th>Format</th>
<th>File size: max. 50 KB</th>
<th>Price/month:</th>
<th>€ 2,050.–/  € 2,350.–*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>€ 4,900.–/ € 5,400.–*</td>
<td></td>
</tr>
<tr>
<td>Content Ad (Premium)</td>
<td>300 x 250 pixels</td>
<td>€ 3,400.–/ € 3,680.–*</td>
<td></td>
</tr>
<tr>
<td>Content Ad (Basic)</td>
<td>300 x 250 pixels</td>
<td>€ 2,700.–/ € 2,980.–*</td>
<td></td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>€ 5,100.–/ € 5,600.–*</td>
<td></td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>€ 5,100.–/ € 5,600.–*</td>
<td></td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
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<td>€ 3,900.–/ € 4,300.–*</td>
<td></td>
</tr>
<tr>
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<td></td>
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<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>€ 2,495.–/ € 2,720.–*</td>
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<td></td>
</tr>
<tr>
<td>Baseboard Ad</td>
<td>940 x 250 pixels, 960 x 90 pixels</td>
<td>€ 4,100.–/ € 4,500.–*</td>
<td></td>
</tr>
<tr>
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<td>940 x 250 pixels, 960 x 90 pixels</td>
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<td></td>
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</tr>
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<td>€ 4,880.–/ € 5,300.–*</td>
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<td></td>
</tr>
</tbody>
</table>

* Increased price before trade fairs, see pages 24/25
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 Gottwal, 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

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

Increased price before trade fairs, see page 24/25

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

Publisher’s claim: All prices in Euros without applicable VAT.
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 conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

The benefits of the webinar package at a glance

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

Your webinar services:

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

Interested?
For a customized quote, contact:

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
1. Orders must be completed within one year of conclusion of contract, commencing with the first placement of the advertising material. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for orders transmitted to it on the internet, unless it has, within a reasonable period, acknowledged receipt of said orders.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply. If the publisher rejects an order, it will advise the customer accordingly.

4. At the customer's request, the publisher is, in its due discretion, authorized to decline orders and individual releases of advertising material that occur under an overall agreement. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press or Advertising Council in a complaints procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or format. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

5. The customer shall supply the publisher with good quality original copy and proofs. If the publisher has knowledge of a defect in the copy, the publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

6. The customer must be responsible for the timeliness and compliance of all agreed deadlines. The publisher shall not be deemed to have been notified if the copy is not returned within a reasonable period of time. If the publisher is notified of errors in good time prior to publication of the next placement, the customer shall be deemed to have authorized the advertising material.

7. 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.

8. If an order is extended, the customer shall be entitled to be refunded the discount provided that the basic order was originally eligible for a discount. The discount shall be paid on the order which is extended, if possible, within the next month after completion of the extended order. If the discount is granted for a new order, the discount shall be paid within the next month after the new order has been paid for.

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10. The publisher shall supply the customer with a color proof and proof protocol if the customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or measurement. If the publisher is not notified of errors in good time prior to publication of the next placement, the customer shall be deemed to have authorized the advertising material.

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