Circulation: 30,000 copies
Title: elektronik industrie

Profile in brief: elektronik industrie defines itself as the leading technical monthly journal for electronic designers in German-speaking countries. The editorial focus is firmly on practical and application oriented articles as well as trend reporting for all relevant industry sectors. Independently researched by an expert editorial team, the contents and material will directly benefit readers in their everyday work.

elektronik industrie 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.

Target Group: elektronik industrie in particular reaches electronic designers in all relevant branches.

Publication: 10 x per year + special issues

Magazine format: DIN A4

Volume: Volume 52/2021

Purchase conditions and prices (including VAT):
- Domestic: € 197.95 + € 17.12 shipping costs = € 215.07
- Foreign: € 197.95 + € 34.24 shipping costs = € 232.19
- Single copy price: € 20.00 including VAT, not including shipping costs

Organ:

Memberships: Deutsche Fachpresse, IVW

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.elektronik-industrie.de

Publisher:

Advertising Dept.: Frank Henning, Head of Sales

Editorial Dept.: Dipl.-Ing. Alfred Vollmer, Editor-in-chief

Volume analysis: 2019 = 12 issues (+ special issues)

Total volume: 928 pages = 100.0 %
Editorial section: 726 pages = 78.2 %
Advertising section: 196 pages = 21.8 %
- including applications: 3 pages = 1.6 %
- advertorials: 30 pages = 15.5 %
- publisher’s advertisements: 26 pages = 13.4 %
Supplements: 4

Analysis of editorial content by topic areas:
- Active assembly parts including microcontrollers: 53 pages = 6.6 %
- Analog/mixed-signal ICs: 38 pages = 4.3 %
- Displays: 24 pages = 3.2 %
- Development systems + EDA tools: 28 pages = 3.8 %
- Passive + electromechanics: 64 pages = 9.1 %
- Embedded systems: 74 pages = 9.6 %
- Measurement technology + EMC: 57 pages = 6.6 %
- Power electronics + drive technology: 38 pages = 7.4 %
- Optoelectronics: 28 pages = 3.6 %
- Programmable logic: 22 pages = 2.4 %
- Quartz/oscillators: 13 pages = 2.3 %
- Sensors: 42 pages = 5.9 %
- Power supplies: 74 pages = 10.5 %
- Wireless + HF/microwave technology: 16 pages = 4.4 %
- Distribution: 36 pages = 6.2 %
- Markets + technologies, news: 129 pages = 14.1 %

Editorial content 726 pages = 100.0 %
### Advertising rates in € (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>
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<table>
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<table>
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<th>Total rates for 4c advertisements</th>
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<tr>
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</tbody>
</table>
2 Surcharges
Preferential 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):
1/1 page  2c € 640.– 4c € 1,075.–
2/3 to 1/3 page  2c € 385.– 4c € 845.–
1/4 and smaller  2c € 200.– 4c € 600.–

Surcharges apply to Euroscales colors
Special colors on request

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

3 Discounts (for purchase within 12 months):
Frequency discount rate:
3 x publication 5% 6 pages discount rate:
2 pages 5% 3 pages 10%
3 pages 10% 5 pages 15%
8 pages 20%

4 Classified ads:
Job vacancies 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>minimum weight</th>
<th>up to 135 g/m²</th>
<th>over 135 g/m²</th>
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</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>120 g/m²</td>
<td>€ 5,800.–</td>
<td>€ 6,020.–</td>
</tr>
<tr>
<td>4 pages</td>
<td>80 g/m²</td>
<td>€ 8,300.–</td>
<td>€ 8,500.–</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: 31,000 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 € 7,300.–
up to 50 g € 8,990.–
each additional 25 g weight € 3,650.–

Maximum paper format 20 x 28 cm
Delivery: Specimens to be supplied as for order placement, circulation up to 10 days prior to publication. Required supply quantity: 31,000 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 € 1,550.–
– for machine processing € 1,470.–
– for manual processing € 3,250.–

Delivery address for supplements and bound inserts:
Vogel Druck und Medienservice GmbH, Leibnizstr. 5, D-97204 Höchberg
(clearly marked: for electronic industriie, issue number…)

6 Contact:
Consultation, bookings:
Frank Henning, Head of Sales
Phone: +49 6221 489-363
E-Mail: frank.henning@huethig.de

Advertising availability:
Sabine Greinus
Phone: +49 6221 489-598, Fax +49 6221 489-310
E-Mail: ei-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 are in Euros and do not include applicable value added tax
Formats and Technical Details

Supplement to Advertising Rates List No. 50
valid as of Oct. 1, 2020

*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><strong>1/1 page</strong></td>
<td></td>
</tr>
<tr>
<td>178 x 257 mm</td>
<td>bleed 216 x 303 mm*</td>
</tr>
<tr>
<td>126 x 178 mm</td>
<td>bleed 145 x 203 mm*</td>
</tr>
</tbody>
</table>

| Junior page       |               |
| 126 x 178 mm     | bleed 145 x 203 mm* |
| 41 x 126 mm      | bleed 105 x 149 mm* |

| **2/3 page**      |               |
| vertical          |               |
| 117 x 257 mm     | bleed 136 x 303 mm* |
| horizontal        |               |
| 178 x 169 mm     | bleed 216 x 194 mm* |

| **1/2 page**      |               |
| vertical          |               |
| 86 x 257 mm      | bleed 105 x 303 mm* |
| horizontal        |               |
| 178 x 126 mm     | bleed 216 x 149 mm* |

| **1/3 page**      |               |
| vertical          |               |
| 56 x 257 mm      | bleed 75 x 303 mm* |
| horizontal        |               |
| 178 x 83 mm      | bleed 216 x 105 mm* |

| **1/4 page**      |               |
| block             |               |
| 86 x 126 mm      | bleed 105 x 149 mm* |
| vertical          |               |
| 41 x 257 mm      | bleed 60 x 303 mm* |
| horizontal        |               |
| 178 x 62 mm      | bleed 216 x 85 mm* |

| **1/8 page**      |               |
| block             |               |
| 86 x 62 mm       |               |
| vertical          |               |
| 41 x 126 mm      |               |
| horizontal        |               |
| 178 x 29 mm      |               |

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

2. **Printing & binding process:** Rotary offset
   adhesive binding or back stitching

3. **Data transfer:** ei-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 specifications:** as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

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: ei-dispo@huethig.de
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.–
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.
**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.

**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** 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.

**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.

**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-theminute 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.
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 industriee” 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
Superior in theory and practice – the trade magazine for electronics developers. Comprehensive, with high journalistic standards and a practice-oriented approach.

REQUEST YOUR TRIAL COPY:
Phone: +49 6221 489-232
E-mail: e-anzeigen@huethig.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. 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

### Portal:

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<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>
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</thead>
<tbody>
<tr>
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<td>728 x 90 pixels</td>
<td>Homepage &amp; articles / RoS in combination with Fullsize Banner possible</td>
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<td>3,350.–</td>
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<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></td>
<td></td>
<td></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. All prices in Euros without applicable VAT
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.–*

**Wallpaper**
Format: 728 x 90 pixels and max. 160 x 900 pixels
File type: jpg, gif, png, HTML5
File size: max. 50 KB
Price/month: € 4,880.–/€ 5,300.–*

**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.–/€ 4,900.–*

**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 14/15

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 14/15
4 Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.

1 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></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
+++ Market overviews +++ Specialist articles
+++ Industry news +++ Job market +++ Whitepapers +++ Products +++ Newsletter +++ RSS feed +++ Industry events +++ Up to date and free on www.all-electronics.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></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  
amaxander.zoeller@mi-connect.de
Circulation and Distribution Analysis

1 Circulation monitoring:

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

Print run: 29,288

Number of copies actually distributed: 29,111 including abroad: 3,218

Copies sold: 2,264 including abroad: 117
– Subscribed copies: 67 including association member copies: 0
– Other sales: 2,197
– Single copy sales: 0

Free copies: 26,847

Residual, archive and specimen copies: 177

3 Geographical distribution analysis:

Distribution by federal states:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Percentage of copies actually distributed</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td>20.5%</td>
<td>5,301</td>
</tr>
<tr>
<td>Bavaria</td>
<td>19.4%</td>
<td>5,021</td>
</tr>
<tr>
<td>Berlin, Brandenburg, Mecklenburg-Western Pomerania</td>
<td>5.3%</td>
<td>1,383</td>
</tr>
<tr>
<td>Bremen, Hamburg, Schleswig-Holstein</td>
<td>5.7%</td>
<td>1,463</td>
</tr>
<tr>
<td>Hesse</td>
<td>8.7%</td>
<td>2,245</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>7.1%</td>
<td>1,831</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td>18.2%</td>
<td>4,707</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>4.2%</td>
<td>1,075</td>
</tr>
<tr>
<td>Saarland</td>
<td>1.8%</td>
<td>479</td>
</tr>
<tr>
<td>Saxony, Saxony-Anhalt</td>
<td>5.9%</td>
<td>1,518</td>
</tr>
<tr>
<td>Thuringia</td>
<td>3.2%</td>
<td>818</td>
</tr>
</tbody>
</table>

Copies actually distributed in Germany 100.0% 25,841

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>46.6%</td>
<td>1,502</td>
</tr>
<tr>
<td>Switzerland</td>
<td>46.7%</td>
<td>1,504</td>
</tr>
<tr>
<td>Other countries</td>
<td>6.7%</td>
<td>212</td>
</tr>
</tbody>
</table>

Copies actually distributed abroad 100.0% 3,218

**Publisher’s claim

The detailed description of the survey method can be found on page 27.

* Section of circulation not analyzed such as trade fair and congress copies etc.
### 1.1 Industries/economic activities/relationship between company and electronics

#### 1.1.1 Industries/economic activities

<table>
<thead>
<tr>
<th>WZ 2008 code</th>
<th>Recipient groups (as per Klassifikation der Wirtschaftszweige [Classification of Economic Activities], WZ 2008)</th>
<th>Share of identified readers (total exposure)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
</tbody>
</table>
| 26.1, 27.9, 35 | Manufacture of electronic components and boards  
Manufacture of other electrical equipment n.e.c.  
Energy supply                                                                                             | 36.0  
10,480                                                                                                           |---------------------------------------------|
| 28, 26.51.3, 26.6, 32.5 | Manufacture of electrical equipment  
Manufacture of machinery and equipment  
Manufacture of testing machines  
Manufacture of irradiation, electromedical and electrotherapeutic equipment  
Manufacture of medical and dental instruments and supplies                                                                 | 28.0  
8,151                                                                                                           |---------------------------------------------|
| 28.3, 29, 30 | Manufacture of agricultural and forestry machinery  
 Manufacture of motor vehicles, trailers and semi-trailers  
 Manufacture of other transport equipment                                                                                                                             | 16.0  
4,658                                                                                                           |---------------------------------------------|
| 26.3, 26.5 | Manufacture of communication equipment  
 Manufacture of instruments and appliances for measuring, testing and navigation  
 Manufacture of watches and clocks                                                                                                                                         | 6.0  
1,747                                                                                                           |---------------------------------------------|
| 26.4, 26.7, 27.5, 32.2 - 32.4 | Manufacture of consumer electronics  
 Manufacture of optical instruments and photographic equipment  
 Manufacture of domestic appliances  
 Other manufacturing                                                                                                           | 4.0  
1,164                                                                                                           |---------------------------------------------|
| 26.2, 26.8 | Manufacture of computers and peripheral equipment  
 Manufacture of magnetic and optical media                                                                                                                                         | 3.0  
873                                                                                                           |---------------------------------------------|
|              | Other industries                                                                                                                                                                                                                                                                         | 5.0  
1,456                                                                                                           |---------------------------------------------|
|              | Miscellaneous                                                                                                                                                                                                                                                                         | 2.0  
582                                                                                                           |---------------------------------------------|
|              | Rounding difference                                                                                                                                                                                                                                                                       | 0.0  
0                                                                                                               |---------------------------------------------|
|              | **Copies actually circulated**                                                                                                                                                                                                                                                          | **100.0**  
**29,111**                                                                                                       |---------------------------------------------|

The detailed description of the survey method can be found on page 27.
Summary of survey method

1. Method: Reader-structure analysis through telephone survey – sampling survey

2. Total population:
   Total population (recipients of issues 1, 2 or 3-2016): 51,621
   of which not included in the survey (libraries, countries abroad where other languages are spoken, etc.): 2,272 = 4.4%
   average copies actually distributed in the quarters III - IV 2015 and I - II 2016 according to IVW: 29,776

3. Sample survey: 260 net interviews in the form of a quota sample

4. Target person of the survey: The main reader at the organization was surveyed

5. Period of survey:
   The telephone survey was conducted between May 9 and August 18, 2016

6. Survey conducted by: teleResearch GmbH, Ludwigshafen

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

The detailed description of the survey method can be requested for viewing from the publisher.

Contact: Frank Henning, e-mail: frank.henning@huethig.de

### Relationship between company and electronics (multiple responses)

<table>
<thead>
<tr>
<th>Manufacturer Type</th>
<th>Share of identified readers (total exposure)</th>
<th>Recipients (approx.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturers of electronic equipment/OEMs</td>
<td>56.0</td>
<td>16,302</td>
</tr>
<tr>
<td>Manufacturers of electronic assemblies or systems</td>
<td>39.0</td>
<td>11,353</td>
</tr>
<tr>
<td>Development service providers for electronic hardware</td>
<td>36.0</td>
<td>10,480</td>
</tr>
<tr>
<td>or software, testing service providers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contract manufacturers of electronic hardware/EMS</td>
<td>20.0</td>
<td>5,822</td>
</tr>
<tr>
<td>Dealers/distributors</td>
<td>18.0</td>
<td>5,240</td>
</tr>
<tr>
<td>Manufacturers of electronic assembly parts</td>
<td>13.0</td>
<td>3,784</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>14.0</td>
<td>4,076</td>
</tr>
</tbody>
</table>

Copies actually circulated: 29,111
### 1.2 Size of business entity:

<table>
<thead>
<tr>
<th>Size of Business Entity</th>
<th>Share of Identified Readers (Total Exposure)</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 to 49 employees</td>
<td>39.0</td>
<td>11,353</td>
</tr>
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<td>50 to 199 employees</td>
<td>19.0</td>
<td>5,531</td>
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<tr>
<td>200 to 499 employees</td>
<td>17.0</td>
<td>4,949</td>
</tr>
<tr>
<td>Over 500 employees</td>
<td>22.0</td>
<td>6,404</td>
</tr>
<tr>
<td>Other</td>
<td>2.0</td>
<td>582</td>
</tr>
<tr>
<td>Number of employees not known</td>
<td>1.0</td>
<td>291</td>
</tr>
<tr>
<td>Rounding difference</td>
<td>0.0</td>
<td>0</td>
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<tr>
<td><strong>Copies actually distributed</strong></td>
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<td>29,111</td>
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### 2.1 Job characteristics: Area of responsibility (multiple answers)

<table>
<thead>
<tr>
<th>Area of Responsibility</th>
<th>Share of Identified Readers (Total Exposure)</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronics development, research, development</td>
<td>52.0</td>
<td>15,138</td>
</tr>
<tr>
<td>Design/Construction</td>
<td>46.0</td>
<td>13,391</td>
</tr>
<tr>
<td>Internal administration and organization</td>
<td>38.0</td>
<td>11,062</td>
</tr>
<tr>
<td>Purchasing, procurement</td>
<td>33.0</td>
<td>9,607</td>
</tr>
<tr>
<td>Quality control, testing laboratory</td>
<td>32.0</td>
<td>9,316</td>
</tr>
<tr>
<td>Production, manufacturing</td>
<td>30.0</td>
<td>8,733</td>
</tr>
<tr>
<td>Technical company management or executive board</td>
<td>29.0</td>
<td>8,442</td>
</tr>
<tr>
<td>Sales</td>
<td>26.0</td>
<td>7,569</td>
</tr>
<tr>
<td>IT, EDP</td>
<td>22.0</td>
<td>6,404</td>
</tr>
<tr>
<td>Other</td>
<td>8.0</td>
<td>2,329</td>
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<tr>
<td><strong>Copies actually distributed</strong></td>
<td>29,111</td>
<td></td>
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</table>

The detailed description of the survey method can be found on page 27.
Your contacts and representatives

<table>
<thead>
<tr>
<th>PUBLISHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hüthig GmbH</td>
</tr>
<tr>
<td>Im Weiher 10</td>
</tr>
<tr>
<td>D-69121 Heidelberg</td>
</tr>
<tr>
<td>Internet: <a href="http://www.huethig.de">www.huethig.de</a></td>
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<table>
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<tr>
<th>ADVERTISING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head of Sales:</td>
</tr>
<tr>
<td>Frank Henning</td>
</tr>
<tr>
<td>Phone: +49 6221 489-363</td>
</tr>
<tr>
<td>Fax: +49 6221 489-482</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:frank.henning@huethig.de">frank.henning@huethig.de</a></td>
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<table>
<thead>
<tr>
<th>Media Sales Assistances:</th>
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</thead>
<tbody>
<tr>
<td>Christine Grimm</td>
</tr>
<tr>
<td>Phone: +49 6221 489-348</td>
</tr>
<tr>
<td>Fax: +49 6221 489-482</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:christine.grimm@huethig.de">christine.grimm@huethig.de</a></td>
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<table>
<thead>
<tr>
<th>Georgia Köhler</th>
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<tbody>
<tr>
<td>Phone: +49 6221 489-232</td>
</tr>
<tr>
<td>Fax: +49 6221 489-482</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:georgia.koehler@huethig.de">georgia.koehler@huethig.de</a></td>
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<th>Advertising processing:</th>
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<tbody>
<tr>
<td>Sabine Greinus</td>
</tr>
<tr>
<td>Phone: +49 6221 489-598</td>
</tr>
<tr>
<td>Fax: +49 6221 489-310</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:ei-dispo@huethig.de">ei-dispo@huethig.de</a></td>
</tr>
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<table>
<thead>
<tr>
<th>EDITORIAL TEAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hüthig GmbH</td>
</tr>
<tr>
<td>Justus-von-Liebig-Str. 1</td>
</tr>
<tr>
<td>D-86899 Landsberg</td>
</tr>
<tr>
<td>Phone: +49 8191 125-408</td>
</tr>
<tr>
<td>Fax: +49 8191 125-141</td>
</tr>
</tbody>
</table>

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| E-mail: alfred.vollmer@huethig.de |

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<table>
<thead>
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<th>SALES REPRESENTATIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland, Liechtenstein</td>
</tr>
<tr>
<td>Katja Hammelbeck</td>
</tr>
<tr>
<td>interpress gmbh</td>
</tr>
<tr>
<td>Ermatinger Str. 14</td>
</tr>
<tr>
<td>CH-8268 Salenstein</td>
</tr>
<tr>
<td>Phone: +41 71 55202-12</td>
</tr>
<tr>
<td>Fax: +41 71 55202-10</td>
</tr>
<tr>
<td>E-mail: <a href="mailto:kh@interpress-media.ch">kh@interpress-media.ch</a></td>
</tr>
</tbody>
</table>

<p>| Austria, Great Britain, Ireland, USA, Canada |
| Marion Taylor-Hauser |
| Max-Böhm-Ring 3 |
| D-95488 Eckersdorf |
| Phone: +49 921 31663 |
| Fax: +49 921 32875 |
| E-mail: <a href="mailto:taylor.m@t-online.de">taylor.m@t-online.de</a> |</p>
<table>
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<tr>
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<th>1-2 February</th>
<th>3 March</th>
<th>4 April</th>
<th>5 May</th>
<th>6 June</th>
<th>7-8 August</th>
<th>9 September</th>
<th>10 October</th>
<th>11 November</th>
<th>12 December</th>
</tr>
</thead>
</table>

### Topics

#### Embedded + Displays
- MCUs, DSPs, storage, CPU boards, SBCs, operating systems, software, power supplies, inverters, laboratory power supplies, software, processor, FPGA, storage ICs, peripheral ICs, Wi-Fi, Bluetooth, Zigbee, NFC, ultra-wideband, GSM/3G/4G/5G

#### Power electronics
- AC/DC converters, DC/DC converters, inverters, laboratory power supplies, batteries, chargers, UPS, supercapacitors, passive assembly parts, radio, capacitors, inductors

#### Optoelectronics
- LED, OLEDs, lighting, laser diodes, optoswitches, photonic modules, image sensors, camera modules

#### Electromechanics
- Switches, connectors, relays, cables, heat sinks, fans, cases

#### Power supplies
- AC/DC converters, DC/DC converters, inverters, laboratory power supplies, batteries, chargers, UPS, supercapacitors, passive assembly parts, radio, capacitors, inductors

#### Sensors
- Acceleration, rotation rates, voltage, angular, gas, pressure, magnetic field, temperature, flow rate

#### Measurement technology
- USB, IP, PCI, ISA, AXI, Linux, measurement data acquisition and processing software, oscilloscopes, spectrum analysers, signal generators

#### Embedded + Displays
- Switches, connectors, relays, cables, heat sinks, fans, cases

#### Active assembly parts
- ICs, microcontrollers and microprocessors, FPGA, DSP, SoC, peripheral and interface ICs, discrete semiconductors, storage ICs

#### Power supplies
- AC/DC, DC/DC, inverters, lab power supplies, batteries, chargers, UPS, supercapacitors, passive assembly parts, radio, capacitors, inductors

#### Sensors
- Acceleration, rotation rates, voltage, angular, gas, pressure, magnetic field, temperature, flow rate

#### Measurement technology
- Oscilloscopes, signal generators, function generator, spectrum analyser, magnetic field, temperature, flow rate

#### Embedded systems
- Microcontrollers, FPGA, LAB, PCI, ISA, AXI, Linux, measurement data acquisition and processing software, oscilloscopes, spectrum analysers, signal generators

#### Power supplies
- AC/DC, DC/DC, inverters, laboratory power supplies, batteries, chargers, UPS, supercapacitors, passive assembly parts, radio, capacitors, inductors

#### Sensors
- Acceleration, rotation rates, voltage, angular, gas, pressure, magnetic field, temperature, flow rate

#### Measurement technology
- Oscilloscopes, signal generators, function generator, spectrum analyser, magnetic field, temperature, flow rate

### Topics

#### Industry 4.0
- Industry 4.0, cloud computing, edge computing, devices, communication, connectivity, artificial intelligence (AI)

#### Rail-electronics
- Power supplies, cabinets, cars, climate control, buses, displays, communication, measurement technology

#### Safety & Security
- Security IC, design concepts, hypervisor, software, services, real-time operating systems (RTOS), operational reliability

#### Automotive + Transportation
- Electric vehicles, commercial vehicles, railway equipment, aviation – including safety/security software, architecture, power, etc.

#### Power semiconductors
- Concepts, assembly parts, software, processor, FPGA, HIL, interfaces, communication, security, safety and security, software, services, real-time operating systems (RTOS), operational reliability

#### Electromechanics
- Switches, connectors, relays, cables, heat sinks, fans, cases

#### Software development
- Embedded systems, operating systems, open-source software, web connectivity, security software

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**PD** = publication date; **AD** = advertisement deadline; **ED** = editorial deadline for specialist articles.

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**PD** = publication date; **AD** = advertisement deadline; **ED** = editorial deadline for specialist articles.
1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount.

4. At the publisher's due discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press Association. The publisher reserves the right to withdraw the advertisement from circulation in the event that the advertising material is not technically or format-wise, or due to their form or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

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

6. In the event of non-performance of the contract, the customer shall be entitled to a claim for damages of the amount of all claims arising from the contract, including the claim for damages for use of the advertising material.

7. The customer warrants that it holds all rights necessary for the placement, publication and distribution 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 to be held responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to issue an invoice for all costs of service, including the printed advertising material, which is due to be paid by the customer, payable on delivery. The customer agrees to pay for the publication of the advertising material by advertising agencies shall be made in their name and at their own expense. To the extent that advertising agencies place orders in the event, or in doubt the contract shall be concluded with the advertising agency. If an advert is to be the customer; this must be agreed separately and with the name of the advertising agency. The publisher is entitled to require the advertising agency to produce proof of its mandate.

8. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand). Files which belong together must be sent or saved in a common directory folder. In the event that the customer digitally transmits print copy for colour advertisements, the customer shall, at the same time, supply a colour proof and proof document or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any colour variation between print copy and proof document or measurement protocol. This applies in particular if the customer fails to supply the required colour proof or technical detail or, due to their form or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from the prices as recorded in the price list if the customer is granted the publication of advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to completed advertising material placed prior to the moment at which the contract is concluded. In the event the order is extended, the customer shall be entitled to a discount applicable, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to rescission of the contract to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the reduction in circulation is caused by a general decline in the sales of the advertising material, unless the reduced circulation is not a result of a defect, even if this is the case. The publisher may also demand reimbursement for any costs incurred until the cancellation date. In the event the advertising order is subject to taxation, the publisher shall issue an invoice which reflects the excess discount granted shall be subsequently invoiced to the customer.

2. If an order comes 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. In the event the advertising order is subject to VAT, the publisher is not to be held responsible for the transport costs for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertising year which commences with the first placement, circulation falls short of the average circulation promised for a fixed period of time. This average is calculated from the average circulation promised for the fixed period of time with the average circulation promised for the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to rescission of the contract if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the reduction in circulation is caused by a general decline in the sales of the advertising material, unless the reduced circulation is not a result of a defect, even if this is the case. The publisher may also demand reimbursement for any costs incurred until the cancellation date. In the event the advertising order is subject to taxation, the publisher shall issue an invoice which reflects the excess discount granted shall be subsequently invoiced to the customer.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertising year. If an order fails to reach the forecast volume which is available to the customer, the publisher reserves the right to make a charge for the cost of the advertising material placed over the course of one year ("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

4. The prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from the prices as recorded in the price list if the customer is granted the publication of advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to completed advertising material placed prior to the moment at which the contract is concluded. In the event the order is extended, the customer shall be entitled to a discount applicable, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to rescission of the contract to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the reduction in circulation is caused by a general decline in the sales of the advertising material, unless the reduced circulation is not a result of a defect, even if this is the case. The publisher may also demand reimbursement for any costs incurred until the cancellation date. In the event the advertising order is subject to taxation, the publisher shall issue an invoice which reflects the excess discount granted shall be subsequently invoiced to the customer.

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7. The customer agrees to pay for the publication of the advertising material by advertising agencies shall be made in their name and at their own expense. To the extent that advertising agencies place orders in the event, or in doubt the contract shall be concluded with the advertising agency. If an advert is to be the customer; this must be agreed separately and with the name of the advertising agency. The publisher is entitled to require the advertising agency to produce proof of its mandate.