MEDIA KIT 2021

PRINT + ONLINE

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Hüthig
successful media for experts
Media Group Süddeutscher Verlag
1 Title: elektronik journal

2 Profile in brief:
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.
elektronik journal and its four affiliated magazines form the Hüthig Elektronik media group under the umbrella of the online portal all-electronics. Here, advertising customers can find a unique portfolio with which they can address their target group in a precise and comprehensive way.

3 Target group:
elektronik journal is intended for decision-makers throughout the field of electronic design.

4 Publication: 4 x per year

5 Magazine format: DIN A4

6 Volume: Volume 56/2021

7 Purchase conditions and prices (including VAT):
(incl. the magazine elektronik industriie):

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

8 Organ: –

9 Memberships: Deutsche Fachpresse, IVW

10 Publishing company: Hüthig GmbH
Managing Director: Moritz Warth
Address: Im Weiher 10, D-69121 Heidelberg
Phone: +49 6221 489-363
Fax: +49 6221 489-482
Internet: www.elektronikjournal.com

11 Publisher: –

12 Advertising Dept.: Frank Henning, Head of Sales

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

14 Volume analysis: 2019 = 9 issues

Total volume: 855 pages = 100.0 %
Editorial section: 492 pages = 83.7%
Advertising section: 96 pages = 16.3 %
including publisher’s advertisements: 13 pages = 2.2 %

15 Analysis of editorial content:

Embedded + wireless 50 pages = 10.2 %
Electromechanics 52 pages = 10.5 %
Medical electronics 53 pages = 10.8 %
Power 50 pages = 10.2 %
Smart city 45 pages = 9.1 %
Automotive + transportation 43 pages = 8.7 %
Lighting technology 48 pages = 9.8 %
Embedded + IoT 44 pages = 8.9 %
Industrial 50 pages = 10.2 %
Markets + technologies, news 57 pages = 11.6 %

492 pages = 100.0 %
1 Advertising rates in € (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>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>3,570.00</td>
<td>3,391.50</td>
<td>3,213.00</td>
<td>3,034.50</td>
<td>2,856.00</td>
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<tr>
<td>2/3 page</td>
<td>2,410.00</td>
<td>2,289.50</td>
<td>2,169.00</td>
<td>2,048.50</td>
<td>1,928.00</td>
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<tr>
<td>1/2 page</td>
<td>1,970.00</td>
<td>1,871.50</td>
<td>1,773.00</td>
<td>1,674.50</td>
<td>1,576.00</td>
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<tr>
<td>Junior page</td>
<td>2,290.00</td>
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<td>2,061.00</td>
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<td>1,832.00</td>
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<td>1,159.00</td>
<td>1,098.00</td>
<td>1,037.00</td>
<td>976.00</td>
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<tr>
<td>1/4 page</td>
<td>900.00</td>
<td>855.00</td>
<td>810.00</td>
<td>765.00</td>
<td>720.00</td>
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<tr>
<td>1/8 page</td>
<td>490.00</td>
<td>465.50</td>
<td>441.00</td>
<td>416.50</td>
<td>392.00</td>
</tr>
<tr>
<td><strong>Total rates for 2c advertisements</strong></td>
<td><strong>2c rate</strong></td>
<td><strong>5 % discount</strong></td>
<td><strong>10 % discount</strong></td>
<td><strong>15 % discount</strong></td>
<td><strong>20 % discount</strong></td>
</tr>
<tr>
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<td>4,210.00</td>
<td>4,031.50</td>
<td>3,853.00</td>
<td>3,674.50</td>
<td>3,496.00</td>
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<td>2,795.00</td>
<td>2,674.50</td>
<td>2,554.00</td>
<td>2,433.50</td>
<td>2,313.00</td>
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<td>2,256.50</td>
<td>2,158.00</td>
<td>2,059.50</td>
<td>1,961.00</td>
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<tr>
<td>Junior page</td>
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<td>2,331.50</td>
<td>2,217.00</td>
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<td>1,605.00</td>
<td>1,544.00</td>
<td>1,483.00</td>
<td>1,422.00</td>
<td>1,361.00</td>
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<tr>
<td>1/4 page</td>
<td>1,100.00</td>
<td>1,055.00</td>
<td>1,010.00</td>
<td>965.00</td>
<td>920.00</td>
</tr>
<tr>
<td>1/8 page</td>
<td>690.00</td>
<td>665.50</td>
<td>641.00</td>
<td>616.50</td>
<td>592.00</td>
</tr>
<tr>
<td><strong>Total rates for 4c advertisements</strong></td>
<td><strong>4c rate</strong></td>
<td><strong>5 % discount</strong></td>
<td><strong>10 % discount</strong></td>
<td><strong>15 % discount</strong></td>
<td><strong>20 % discount</strong></td>
</tr>
<tr>
<td>1/1 page</td>
<td>4,645.00</td>
<td>4,466.50</td>
<td>4,288.00</td>
<td>4,109.50</td>
<td>3,931.00</td>
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<tr>
<td>2/3 page</td>
<td>3,255.00</td>
<td>3,134.50</td>
<td>3,014.00</td>
<td>2,893.50</td>
<td>2,773.00</td>
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<tr>
<td>1/2 page</td>
<td>2,815.00</td>
<td>2,716.50</td>
<td>2,618.00</td>
<td>2,519.50</td>
<td>2,421.00</td>
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<tr>
<td>Junior page</td>
<td>3,135.00</td>
<td>3,020.50</td>
<td>2,906.00</td>
<td>2,791.50</td>
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<tr>
<td>1/3 page</td>
<td>2,065.00</td>
<td>2,004.00</td>
<td>1,943.00</td>
<td>1,882.00</td>
<td>1,821.00</td>
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<tr>
<td>1/4 page</td>
<td>1,500.00</td>
<td>1,455.00</td>
<td>1,410.00</td>
<td>1,365.00</td>
<td>1,320.00</td>
</tr>
</tbody>
</table>
| 1/8 page                     | 1,090.00   | 1,065.50     | 1,041.00      | 1,016.50      | 992.00
2 Surcharges:
   Preferential placements:
   Inside front cover and outside back cover: 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       | 4c       |
   |          | € 640.–  | € 1,075.– |
   | 2/3 to 1/3 page | € 385.– | € 845.– |
   | 1/4 and smaller  | € 200.– | € 600.– |
   Surcharges apply to Euroscale colors
   Special colors on request

3 Discounts (for purchase within 12 months):
   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, 41 mm wide), b/w € 5.–

5 Special Advertising:
   Bound inserts:
<table>
<thead>
<tr>
<th>Volume</th>
<th>2 pages</th>
<th>4 pages</th>
<th>6 pages</th>
<th>8 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper weight up to 135 g/m²</td>
<td>€ 3,200.–</td>
<td>€ 6,700.–</td>
<td>€ 10,050.–</td>
<td>€ 12,460.–</td>
</tr>
<tr>
<td>Paper weight over 135 g/m²</td>
<td>€ 3,500.–</td>
<td>€ 6,930.–</td>
<td>€ 10,500.–</td>
<td>€ 13,500.–</td>
</tr>
</tbody>
</table>
   Format untrimmed: 213 mm x 303 mm (trim on the right).
   Multi-page inserts must be folded in the above format (without inside trim allowance).
   Required supply quantity: 20,500 copies

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

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

All prices in Euros without applicable VAT
Formats and technical Details
Supplement to Advertising Rates List No. 53
valid as of Oct. 1, 2020

*Bleed formats quoted include 3 mm trim allowances

- Type area formats
- Bleed formats

1/1 page
178 x 257 mm
bleed
216 x 303 mm*

Junior page
126 x 178 mm
bleed
145 x 203 mm*

2/3 page vertical
117 x 257 mm
bleed
136 x 303 mm*

2/3 page horizontal
178 x 169 mm
bleed
216 x 194 mm*

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

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

1/3 page vertical
56 x 257 mm
bleed
75 x 303 mm*

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

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

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

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

1/8 page block
86 x 62 mm

1/8 page vertical
41 x 126 mm

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

2. Printing & binding process: Rotary offset, back stitching

3. Data transfer: ejl-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: ejl-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.
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 / 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
# 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>
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: € 3,350.–/€ 3,550.–*

**Leaderboard (Basic)**
- Format: 728 x 90 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 2,500.–/€ 2,700.–*

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

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

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

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

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

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

**Baseboard Ad**
- Format: 940 x 250 pixels, 960 x 90 pixels
- File type: jpg, gif, png, HTML5
- File size: max. 50 KB
- Price/month: € 4,500.–/€ 4,900.–*

**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 10/11

All prices in Euros without applicable VAT | All banner formats up to a max. of 50 KB | File type for banner ads: 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

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2 The banners and text ads in the newsletter are visible for one week after publication.
3 Increased price before trade fairs, see page 10/11
4 Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.

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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
**Media Kit**

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

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**Hüthig Electronic Media Group**

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

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

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

Frank Henning
Head of Sales
+49 6221 489-363
frank.henning@huethig.de
1 Circulation monitoring:

2 Circulation analysis: Average annual number of copies per issue July 1, 2019 - June 30, 2020

Print run: 18,460

Number of copies actually distributed: 18,159 including abroad: 2,170*

3 Geographical distribution analysis:*  

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>88.1 % 15,989</td>
</tr>
<tr>
<td>Abroad of which Austria and Switzerland</td>
<td>11.9 % 2,170 including abroad: 2,003</td>
</tr>
<tr>
<td>Germany</td>
<td>92.3 % 2,003</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Distribution by federal states</th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td>21.0 % 3,354</td>
</tr>
<tr>
<td>Bavaria</td>
<td>19.3 % 3,094</td>
</tr>
<tr>
<td>Berlin, Brandenburg, Mecklenburg-Western Pomerania</td>
<td>4.8 % 764</td>
</tr>
<tr>
<td>Bremen, Hamburg, Schleswig-Holstein</td>
<td>5.4 % 861</td>
</tr>
<tr>
<td>Hesse</td>
<td>9.1 % 1,456</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>6.9 % 1,101</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td>19.1 % 3,050</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>4.3 % 689</td>
</tr>
<tr>
<td>Saarland</td>
<td>1.7 % 281</td>
</tr>
<tr>
<td>Saxony, Saxony-Anhalt</td>
<td>5.3 % 849</td>
</tr>
<tr>
<td>Thuringia</td>
<td>3.1 % 490</td>
</tr>
</tbody>
</table>

Number of copies actually distributed Germany 100.0 % 15,989

* publisher’s statement
### 1.1 Industries/economic sectors

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to classification of the economic sectors 2008)</th>
<th>Proportion of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.5, 33.2, 27.9, 35</td>
<td>Industrial electronics, process automation, measuring, controlling and regulating technology, electricity supply systems, batteries</td>
<td>17.4</td>
<td>3,162</td>
</tr>
<tr>
<td>28</td>
<td>Mechanical engineering</td>
<td>18.3</td>
<td>3,325</td>
</tr>
<tr>
<td>26.6, 32.5</td>
<td>Medical electronics</td>
<td>8.4</td>
<td>1,518</td>
</tr>
<tr>
<td>71.12</td>
<td>Engineering offices</td>
<td>9.9</td>
<td>1,796</td>
</tr>
<tr>
<td>26.1</td>
<td>Electronic parts</td>
<td>5.7</td>
<td>1,040</td>
</tr>
<tr>
<td>27.5</td>
<td>White goods, electrical devices</td>
<td>1.1</td>
<td>197</td>
</tr>
<tr>
<td>26.2</td>
<td>Data processing</td>
<td>5.7</td>
<td>1,035</td>
</tr>
<tr>
<td>29, 30</td>
<td>Automobile construction, vehicle construction, transportation</td>
<td>8.0</td>
<td>1,455</td>
</tr>
<tr>
<td>26.3</td>
<td>Telecommunications technology, navigation</td>
<td>2.6</td>
<td>478</td>
</tr>
<tr>
<td>26.4</td>
<td>Consumer electronics</td>
<td>2.5</td>
<td>450</td>
</tr>
<tr>
<td></td>
<td>Other industries</td>
<td>20.4</td>
<td>3,703</td>
</tr>
<tr>
<td><strong>Actual distribution</strong></td>
<td></td>
<td><strong>100.0</strong></td>
<td><strong>18,159</strong></td>
</tr>
</tbody>
</table>
### 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>41.0%</td>
<td>7,454</td>
</tr>
<tr>
<td>50 - 199 employees</td>
<td>24.8%</td>
<td>4,499</td>
</tr>
<tr>
<td>200 - 499 employees</td>
<td>15.6%</td>
<td>2,832</td>
</tr>
<tr>
<td>500 and more employees</td>
<td>18.6%</td>
<td>3,372</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>18,159</strong></td>
</tr>
</tbody>
</table>

### 2.1 Job Feature: Position in company

<table>
<thead>
<tr>
<th>Position in Company</th>
<th>Proportion of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skilled staff</td>
<td>28.5%</td>
<td>5,179</td>
</tr>
<tr>
<td>Department head, division manager, project management</td>
<td>39.4%</td>
<td>7,153</td>
</tr>
<tr>
<td>Executive management</td>
<td>28.8%</td>
<td>5,235</td>
</tr>
<tr>
<td>Other positions</td>
<td>3.3%</td>
<td>592</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>18,159</strong></td>
</tr>
</tbody>
</table>

### 2.1 Job feature: field of activity

<table>
<thead>
<tr>
<th>Field of Activity</th>
<th>Proportion of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronics development including:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>– technical management in small companies, emphasizing electronics development</td>
<td>71.4%</td>
<td>12,968</td>
</tr>
<tr>
<td>– electromechanical design, measurement and control technology, engineering</td>
<td>36.7%</td>
<td>6,672</td>
</tr>
<tr>
<td>Quality assurance, test bench</td>
<td>5.9%</td>
<td>1,071</td>
</tr>
<tr>
<td>Purchasing, sales, marketing, project management</td>
<td>15.4%</td>
<td>2,799</td>
</tr>
<tr>
<td>Other functions</td>
<td>7.3%</td>
<td>1,321</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>18,159</strong></td>
</tr>
</tbody>
</table>
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

#### Address list rental

<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>From € 0.24</td>
<td>€ 180.00</td>
</tr>
<tr>
<td>Company address + 1 contact</td>
<td>From € 0.22</td>
<td>From € 0.19</td>
<td>From € 0.95</td>
<td></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
§ 3 Contract Implementation
advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.
or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain
Press or Advertising Council in a complaints procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin
placed shall apply.
for transmission errors.
the purpose of distribution.
The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and
increase, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days
§ 4 Prices, Conditions of Payment, Discounts
entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders
responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is
11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the
ing materials as advertisements if they are not recognizable as such.
the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the
negligence which leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that
apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary
3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious
costs, the customer must issue a complaint not later than one year after publication in effect. The advertising material has been reproduced with
the claim for damages is limited to the possible reduction of the price of the advertisements. Withdrawal for inadequate publication is only possible if
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 to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.
1. In no warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.
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 to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.
§ 1 Validity, Exclusivity
advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.
orders. Notwithstanding this, the publisher assumes no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, sup-
ments etc.).
§ 6 Force Majure
1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays,
break of contractual obligations, violation of the industrial property rights of third parties and tortuous actions. This liability exclusion shall not apply in cases of intent or
or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence which leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that
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 to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.
2. In the event of force majure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation
to fulfill the order; no claims for damages shall arise from this.
§ 7 Consequences
the customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall
grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material. In particular, the customer shall ensure that the relevant advertising media, in particular the rights necessary for duplication, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of
an obligation of the customer to the publisher. In the event the customer is liable to the publisher, the claim for damages is limited to the possible
1. In no warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.
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 to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.
§ 8 Data Protection
Data processing shall be carried out in accordance with the applicable regulations of the Federal Data Protection Act and the European General Data Protection Regulation. Hühting GmbH shall collect, process and use the customer's personal data. Further information on data processing and data protection can be found in the data protection policy of Hühting GmbH at https://www.heug.de/datenschutz
§ 9 Out-of-court Online Dispute Resolution
You can reach this at: http://ec.europa.eu/consumers/odr/. Consumers can use the platform to resolve their disputes. We are neither willing nor obligated to participate in a dispute resolution procedure pursuant to the Swedish Consumer Dispute Resolution Act, the Swedish Data Protection Act, the Swedish Act on Geographical Restriction and Confer Authorization for placement by all known technical methods and in all known forms of advertising media.
§ 10 Place of Contractual Performance
The place of performance of the contract is Hamburg. If the agreement is made under the caption "International" the place of performance is the contractually agreed upon location in the caption "International".
1. In the event of failure to pay, the publisher shall be authorized, including during the term of an overall contract, to decide with the aid of advance agreed due date of payment and to make the publication and payment of the outstanding invoices void. Damages invoices may be corrected by the publisher within six months of issue.
A. If a customer makes a claim for damages, the claim shall be time barred if it is not notified to the publisher by the customer within six months of
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 to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.
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Your contacts and representatives

PUBLISHER
Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
Internet: www.huethig.de

ADVERTISING
Head of Sales:
Frank Henning
Phone: +49 6221 489-363
Fax: +49 6221 489-482
E-mail: frank.henning@huethig.de

Media Sales Assistances:
Christine Grimm
Phone: +49 6221 489-348
Fax: +49 6221 489-482
E-mail: christine.grimm@huethig.de

Georgia Köhler
Phone: +49 6221 489-232
Fax: +49 6221 489-482
E-mail: georgia.koehler@huethig.de

Advertisement processing:
Sabine Greinus
Phone: +49 6221 489-598
Fax: +49 6221 489-310
E-mail: ejl-dispo@huethig.de

EDITORIAL TEAM
Hüthig GmbH
Justus-von-Liebig-Str. 1
D-86899 Landsberg
Phone: +49 8191 125-408
Fax: +49 8191 125-304

Editors-in-chief:
Dipl.-Ing. Alfred Vollmer
Phone: +49 8191 125-206
E-mail: alfred.vollmer@huethig.de

Editors:
Dr.-Ing. Nicole Ahner
Phone: +49 8191 125-494
E-mail: nicole.ahner@huethig.de

Dipl.-Ing. (FH) Andrea Neumayer
Phone: +49 8191 125-243
E-mail: andrea.neumayer@huethig.de

Martin Probst, M.A.
Phone: +49 8191 125-214
E-mail: martin.probst@huethig.de

Editorial assistant/printed excerpts:
Diemut Baldauf
Phone: +49 8191 125-408
Fax: +49 8191 125-141
E-mail: diemut.baldauf@huethig.de

SALES REPRESENTATIVES
Switzerland, Liechtenstein
Katja Hammelbeck
interpress gmbh
Ermatinger Str. 14
CH-8268 Salenstein
Phone: +41 71 55202-12
Fax: +49 6221 489-482
E-mail: kh@interpress-media.ch

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: taylor.m@t-online.de
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| 1 Embedded + Wireless | PD: Feb. 25, 2021 | Every device will become intelligent and have an IP address, making it part of the IoT. Thanks to interconnectivity between even simple devices, a whole range of new services can be developed. It is clear that devices of this nature will combine sophisticated embedded technologies with usually wireless interconnectivity. In addition, they will need sensors and a cloud service working in the background. | • Sensors and signal processing  
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• Board products, displays and software  
• Wireless, networking and cloud connectivity  
• Low-power design, energy harvesting and batteries  
• Power supplies, connectors and cases |
| 2 Power | PD: Apr. 20, 2021 | Developers today need to pay particular attention to power electronics and power supplies. The editorial team reports on new developments in power semiconductors and passive assembly parts, products for thermal management, new materials and sensors as well as power quality and energy management. | • Power components and power modules  
• Power supplies and energy storage  
• Power quality and energy management  
• Passive assembly parts and thermal management  
• Cables, connectors and cases  
• Measurement and testing technology |
| 3 Embedded + IoT | PD: Sept. 14, 2021 | Embedded systems control and regulate devices and communicate with users – from white/brown goods to controllers in industry, cars and medical technology. The editorial team provides an overview of all aspects of embedded and IoT systems, including assembly parts, board products, tools, software and the right input methods and displays. | • MCUs, CPUs, DSPs, FPGAs etc. and analog ICs  
• Computer-on-modules, IPCs, displays  
• Tools and measurement technology, safety and security  
• Operating systems, virtualization, software  
• Power supplies, connectors and cases  
• Ethernet, Wi-Fi, Bluetooth, cloud connectivity |
| Anniversary edition of elektronik industrié | PD: Oct. 21, 2021 | HIGH-TECH AND INNOVATION: 50 years of elektronik industrié | |
| 4 Industrial | PD: Nov. 10, 2021 | Next to the automotive sector, the industrial market is the core market for electrical engineering in Germany. This special issue deals with the key assembly parts, subsystems, board products and software elements for the industrial sector. It also looks at tools, measuring equipment and communication (e.g. Ethernet, Bluetooth, Zigbee) etc. | • Active and passive assembly parts  
• Computer-on-modules, IPCs, displays  
• Power supplies, connectors and cases  
• Operating systems, virtualization, measurement technology  
• Hardware and software development  
• Communication (including cloud connectivity) |

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