<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine Profile</td>
<td>2</td>
</tr>
<tr>
<td>Rates</td>
<td>3</td>
</tr>
<tr>
<td>Formats and Technical Details</td>
<td>4/5</td>
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<tr>
<td>Digital Overlays</td>
<td>6</td>
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<td>Tech competition</td>
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<td>Circulation and Recipient Analysis</td>
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<tr>
<td>General Terms and Conditions</td>
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<td>Address Rental</td>
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<tr>
<td>Hüthig Electronic Media Group</td>
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<tr>
<td>Schedule and Editorial Calendar</td>
<td>12</td>
</tr>
<tr>
<td>Contacts</td>
<td>13</td>
</tr>
</tbody>
</table>
1 Title:  
emobility tec

2 Profile in brief:  
emobility tec is the technical and technological trade magazine for hybrid and battery electric vehicles. The trade magazine offers a bridge between the disciplines, introducing new technologies and applications in all relevant areas. The specialist magazine focuses on concepts and solutions for electric drive engineering, energy storage devices, vehicle electronics and lightweight design. In addition, emobility tec also deals with all other relevant vehicle components, as well as infrastructure and the political/economic environment.

3 Target group:  
All OEM, Tier-1 and Tier-2 designers and engineers involved in the development of electrically powered vehicles, especially passenger cars.

4 Publication:  
4 x per year  
see schedule and editorial topic calendar on p. 12

5 Magazine format:  
DIN A4

6 Volume/year:  
Volume 10/2021

7 Purchase conditions and prices (including VAT):  
<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>€ 63.13 + € 6.42 shipping costs = € 69.55</td>
<td>11.1 %</td>
</tr>
<tr>
<td>Foreign</td>
<td>€ 63.13 + € 12.84 shipping costs = € 75.97</td>
<td>17.1 %</td>
</tr>
<tr>
<td>Single copy price</td>
<td>€ 20.00 including VAT, not including shipping costs</td>
<td>6.1 %</td>
</tr>
</tbody>
</table>

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

11 Publisher:  
Hüthig GmbH

12 Advertising Dept.:  
Frank Henning, Head of Sales

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

14 Volume analysis:  
2019 = 4 issues  
Total volume:  
272 pages = 100.0 %

Editorial section:  
216 pages = 79.4 %

Advertising section:  
56 pages = 20.6 %

15 Analysis of editorial content by topical area:  
<table>
<thead>
<tr>
<th>Topic Area</th>
<th>Pages</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy storage</td>
<td>24</td>
<td>11.1 %</td>
</tr>
<tr>
<td>Drive systems</td>
<td>15</td>
<td>6.9 %</td>
</tr>
<tr>
<td>Assembly parts</td>
<td>25</td>
<td>11.6 %</td>
</tr>
<tr>
<td>Charging</td>
<td>48</td>
<td>22.2 %</td>
</tr>
<tr>
<td>Measuring/testing/tools</td>
<td>13</td>
<td>6.1 %</td>
</tr>
<tr>
<td>Lightweight construction</td>
<td>22</td>
<td>10.2 %</td>
</tr>
<tr>
<td>Broad approaches</td>
<td>8</td>
<td>3.7 %</td>
</tr>
<tr>
<td>Trade shows + conferences</td>
<td>24</td>
<td>11.1 %</td>
</tr>
<tr>
<td>Markets + technologies</td>
<td>37</td>
<td>17.1 %</td>
</tr>
<tr>
<td>Total</td>
<td>216</td>
<td>100.0 %</td>
</tr>
</tbody>
</table>
1 Advertising rates (formats – see page 4):
All advertising rates in € including color surcharges and exclusive of applicable VAT.

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height in mm</th>
<th>Prices in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 257</td>
<td>€ 5,260.–</td>
</tr>
<tr>
<td>2/3 page</td>
<td>117 x 257 / 178 x 169</td>
<td>€ 3,580.–</td>
</tr>
<tr>
<td>Junior page</td>
<td>126 x 178</td>
<td>€ 3,260.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>86 x 257 / 178 x 126</td>
<td>€ 2,900.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>56 x 257 / 178 x 83</td>
<td>€ 2,110.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>86 x 126 / 178 x 62 / 41 x 257</td>
<td>€ 1,540.–</td>
</tr>
</tbody>
</table>

1.1 mm price:
Per mm (1-column, 41 mm wide) € 6.30

2 Surcharges:
Preferential placements
Inside front cover € 5,570.–
Outside back cover € 5,570.–
Binding placements 10 % on basic rate

3 Classified ads:
Job vacancies: 20 % discount off the regular price (see point 1)

4 Special advertising formats: available on request

5 Discounts (for purchase within one calendar year):
2+ placements 8 % discount
4+ placements 10 % discount

6 Bound inserts:

<table>
<thead>
<tr>
<th>Volume</th>
<th>Paper weight up to 170 g/m²</th>
<th>over 170 g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>€ 3,560.–</td>
<td>€ 3,690.–</td>
</tr>
<tr>
<td>4 pages</td>
<td>€ 5,680.–</td>
<td>€ 5,925.–</td>
</tr>
</tbody>
</table>

Other formats on request.
Delivery: Specimens to be supplied as of order placement. Circulation up to 14 days prior to publication. Format untrimmed 216 mm wide, 303 mm high. Head trim 3 mm. Multi-page inserts must be folded in the above format.

7 Supplements:
(not eligible for discount)
up to 25g in weight € 350.– per 1,000 copies
each additional 25g weight € 175.– per 1,000 copies
(Prices including postage portion)
max. paper format 20 x 29 cm
Delivery: Specimens to be supplied as of order placement. Circulation up to 10 days prior to publication.

8 Stick-on advertising media (only for total circulation):
In conjunction with advertisement or bound insert plus adhesive costs
— for machine processing € 920.–
— for manual processing € 1,140.–

9 Delivery address, bound inserts, supplements and glued inserts:
Vogel Druck und Medienservice GmbH, Leibnizstr. 5, D-97204 Höchberg (clearly marked: for emobility tec, issue no. XX)
Formats and technical details

*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*

Magazine format: DIN A4, width 210 mm, height 297 mm
1 Circulation:
Print run: 14,250 copies
Number of copies actually distributed: 13,810 copies

2 Magazine format:
DIN A4, width 210 mm, height 297 mm
Type area: width 178 mm, height 257 mm
4 columns, column width: 41 mm

3 Printing process:
Rotary offset
Binding process: adhesive binding
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.
Color advertisements: For digitally delivered masters for color advertisements, the customer must also 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 shall forfeit any rights to damage claims due to color deviations.
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.

4 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.

5 Publishing company: Hüthig GmbH
Address: Im Weiher 10, D-69121 Heidelberg
Phone: +49 6221 489-363
Fax: +49 6221 489-482

6 Terms of payment:
Net within 30 days of invoice date, 2 % discount if payment made in advance or direct debit.
Bank details:

7 Contact:
Advertisement Processing
Sabine Greinus, Tel.: +49 6221 489-598, Fax: +49 6221 489-310, E-mail: emt-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.
Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

Circulation and Recipient Analysis

1  Circulation monitoring:

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

Print run: 14,250

<table>
<thead>
<tr>
<th>Number of copies actually distributed:</th>
<th>13,810</th>
</tr>
</thead>
<tbody>
<tr>
<td>including abroad:</td>
<td>849</td>
</tr>
</tbody>
</table>

Copies sold:
- Subscribed copies: 78
- Other sales: 1,196
- Single copy sale: 0

Copies sold (including abroad): 34

Free copies: 12,536

Remnant, specimen and archived copies: 440

3  Sectors/Industries:

<table>
<thead>
<tr>
<th>Recipient groups</th>
<th>Proportion of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Recipients</td>
</tr>
<tr>
<td>Mechanical engineering, motor vehicle and automotive manufacturing</td>
<td>48.1</td>
</tr>
<tr>
<td>Manufacturers of electrical components, telecommunications, navigational instruments, electrical equipment</td>
<td>20.0</td>
</tr>
<tr>
<td>Manufacturers of metal products / metal working</td>
<td>15.8</td>
</tr>
<tr>
<td>Chemicals producers products, rubber and plastic</td>
<td>7.8</td>
</tr>
<tr>
<td>Engineering firms, IT service providers</td>
<td>8.1</td>
</tr>
<tr>
<td>Other*</td>
<td>0.2</td>
</tr>
</tbody>
</table>

Number of copies actually distributed: 100.0 | 13,810

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

1.2  Size of the economic unit

- 1 - 49 employees: 0.2%
- 50 - 199 employees: 10.9%
- 200 - 999 employees: 31.2%
- 1,000 and more employees: 32.0%

2.1  Job feature: Position in company

- Skilled worker: 17.0%
- Corporate management/executive board: 23.3%
- Department/district management: 57.0%
- Branch, factory, general management: 1.9%
- Project management: 0.8%

2.1  Job feature: Field of activity

- Management: 26.5%
- Sales: 20.8%
- Marketing: 4.7%
- Design: 21.5%
- Purchasing: 0.2%
- Other*: 4.1%
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

2. Orfis, advertisement agency shall be made in their name and at their own expense. If advertising agencies place orders, in the event of
doctors and dentists, of whom at least one is a specialist in the field in which the practice is conducted, 20% of the
copyright of the publisher. The commission paid by the publisher is calculated based on the net charge to the customer, i.e. following deduction of any discounts, fees and expenses. The publisher shall be entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders placed by advertising agencies as advertisements if they are not recognizable as such. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertisements if an average overall for the advertisement year which commences with the first publication, circulation short of the average circulation

3. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("content") 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 content 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 in which content has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand). Files which belong together must be sent or saved in a common directory folder. In the event that the customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof test or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations which result from such omissions. In the event of any defects resulting from the customer's fault, the customer shall bear all costs, i.e. the publisher shall be entitled to charge for any costs incurred until the cancella-
tions which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancella-
tion of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the customer fails to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or to demand the purpose of the advertising material be adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material. In the event that defects in the copy are not dangerous but become apparent during processing, the customer shall bear the additional costs incurred by the publisher or a third person for remedying the defect. In such a case, the publisher may charge the customer in respect of inadequate publication. The same apply to errors in repeated placements of advertising material if the customer fails to draw attention to the defect in time and a claim for damages is not substantiating the claim. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order; no claims for damages shall arise from this. 7. Conclusions 1. 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 usage, usage and performance protection rights and other rights which permit the use of the advertising material in 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 times of the announcement of such publication. The publisher is entitled to use the advertising material as described up to the date of delivery or with- out delay. Delivery to the publisher may be made in print or in electronic form 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 of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this may be agreed separately and with the name of the advertiser. The publisher is entitled to require the advertising agency to produce proof of its mandate.

1. 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 price list, which are valid exclusively for the advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to company was established in 1963. The company is a member of the rubber federations or trade associations and therefore subject to the regulations. The publisher is 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 charge the customer for any costs incurred until the cancellation of the material. If the advertisement material is submitted 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 of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this may be agreed separately and with the name of the advertiser. The publisher is entitled to require the advertising agency to produce proof of its mandate.

3. Software is granted solely to the customer and only for the advertising material placed over the course of a year ("advertising year"). Frequency discounts are only valid within an advertising year. Unless otherwise agreed, the term commences with the placement of the first advertising material.
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

<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.

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

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
**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-the-minute information and new products, the site’s journalistic focus centers on well-founded technical articles, background reports and technical knowledge. There are extensive search options available on **all-electronics.de**. A company directory, the job market and a newsletter published twice a week with 12,000 registered subscribers round off the offering.
## 2021 MEDIA KIT

### Schedule and Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Trade shows</th>
<th>Topics</th>
<th>In every issue</th>
</tr>
</thead>
</table>
| 1/2021 | | • New drive concepts  
• Assembly parts for electric mobility  
• Power electronics for inverters  
• Energy storage: batteries, supercapacitors etc.  
• Electromechanics  
• Designing lightweight elements  
• Sensors for e-mobility  
• Testing and diagnostic tools | Markets + technologies: companies and mergers, government policy (subsidies, tax policy), trade shows and conferences, research associations, market data, (H)EV fleets, infrastructure |
| 2/2021 | | • E-mobility beyond cars: electric bikes, commercial vehicles and more  
• Charging (H)EVs: onboard systems and charging stations  
• Lightweight technology and climate control  
• Safety (ISO 26262)  
• Security in systems and for OTA (over-the-air) updates  
• Testing batteries and power electronics | |
| 3/2021 | IAA, Munich: September 7-12, 2021  
Rubber&Mobility Summit, Munich: September 16, 2021 | • Roundup: electric vehicles at the International Conference on Advances in Automotive Electronics in Ludwigsburg  
• Cooling systems for traction batteries  
• Range extenders and fuel cells  
• Battery management systems  
• Infotainment and advanced driver assistance systems especially for e-mobility  
• Materials and components for lightweight construction | |
| 4/2021 | ELIV, Bonn: October 20-21, 2021  
25th International Conference on Advances in Automotive Electronics, Stuttgart: November 16-17, 2021  
Productronica, Munich: November 16-19, 2021 | • Roundup: electric vehicles at IAA Cars  
• High-voltage connectors  
• Electric motors for traction  
• Plastics and lightweight elements  
• Batteries: components, systems and safety  
• Testing as a service: testing laboratories, test benches and more  
• HVAC systems for e-mobility | |

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