* This trade show guide is not IVW certified

**MEDIA KIT 2021**

**PRINT + ONLINE**

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*Hüthig*

**successful media for experts**

Media Group SV Süddeutscher Verlag
Magazine Profile

1 Titel: productronic

2 Profile in brief: productronic gathers information and conducts its own research on all aspects of efficient and economical electronic manufacturing. The widely acknowledged sector magazine also publishes news and trend reports – in both print and online formats. Productronic comprehensively reflects the electronic manufacturing industry in German speaking countries. productronic and its four sister journals now form the Hüthig Electronic Media Group under the umbrella of the all-electronics online portal. Advertising customers will find a unique portfolio here that allows them to reach their target group across a wide range of media, in an accurate and comprehensive manner.

3 Target group: productronic targets the decision-makers and experts in electronic manufacturing and all professionals dealing with technology development or services in the electronic manufacturing environment.

4 Publication: 9 x per year + special issues

5 Magazine format: DIN A4

6 Volume: Volume 41/2021

7 Purchase conditions and prices (including VAT):
   - domestic: €148.73 + €14.98 shipping costs = €163.71
   - foreign: €148.73 + €29.96 shipping costs = €178.69
   - 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.productronic.de

11 Publisher: –

12 Advertising Dept.: Frank Henning, Head of Sales

13 Editorial Dept.: Dipl.-Ing. Petra Gottwald, Editor-in-chief

14 Volume analysis: 2019 = 9 issues
   - Total volume: 672.00 pages = 100.0 %
   - Editorial section: 531.70 pages = 74.0 %
   - Advertising section: 140.30 pages = 26.0 %
   - Including publisher’s advertisements: 14.00 pages = 9.0 %
   - Supplements: 3

15 Analysis of editorial content by topic area: 2019 = 531.70 pages
   - Cover stories: 28.50 pages = 5.4 %
   - Markets + technologies: 27.21 pages = 5.1 %
   - Market overviews: 14.00 pages = 2.6 %
   - Categories: 31.38 pages = 5.9 %
   - EMS: 10.20 pages = 1.9 %
   - Assembly manufacturing: 250.48 pages = 47.1 %
   - Testing & quality: 54.80 pages = 10.3 %
   - PCB manufacturing: 13.30 pages = 2.5 %
   - Cable processing: 9.75 pages = 1.8 %
   - Special trade show productronica: 71.41 pages = 13.4 %
   - Special trade show SMT: 20.71 pages = 3.9 %

531.70 pages = 100.0 %
1 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>
<th>10 % discount</th>
<th>15 % discount</th>
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<table>
<thead>
<tr>
<th>Total rates for 2c advertisements</th>
<th>2c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
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<td>2,605.00</td>
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<td>1,292.50</td>
<td>1,235.00</td>
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<tr>
<td>1/8 page</td>
<td>820.00</td>
<td>789.00</td>
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<td>727.00</td>
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</table>

<table>
<thead>
<tr>
<th>Total rates 4c advertisements</th>
<th>4c rate</th>
<th>5 % discount</th>
<th>10 % discount</th>
<th>15 % discount</th>
<th>20 % discount</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
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<tr>
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<td>2,355.00</td>
<td>2,279.50</td>
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<tr>
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<td>1,635.00</td>
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<td>1,520.00</td>
</tr>
<tr>
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<td>1,220.00</td>
<td>1,189.00</td>
<td>1,158.00</td>
<td>1,127.00</td>
<td>1,096.00</td>
</tr>
</tbody>
</table>
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 €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 Euroscale 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 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.–
- Box number fee: €16.–

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>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>120 g/m²</td>
<td>€4,270.–</td>
<td>€4,455.–</td>
</tr>
<tr>
<td>4 pages</td>
<td>80 g/m²</td>
<td>€7,260.–</td>
<td>€7,582.–</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: 10,400 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, E-mail: prod-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: HYVEDEMXXX
 Formats and Technical Details
Supplement to
Advertising Rates List No. 40
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>
</table>

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

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: Sheet-fed offset, adhesive binding

3 Data transfer: prod-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 Geinus
Phone: +49 6221 489-598
Fax: +49 6221 489-310
E-mail: prod-dispo@huethig.de
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.
productronic TRADE SHOW NEWS on productronica 2021

productronic TRADE SHOW NEWS provides visitors to productronica with the latest news on what is happening at the trade show.

Well-structured and up-to-date, we inform readers about everything from congresses, tutorials, live production lines, events and product innovations through to podium discussions and keynote speeches.

productronic TRADE SHOW NEWS is distributed among trade show and congress visitors as well as in hotels and at the entrances to the trade show site.

Publication date: November 16, 2021
Advertising deadline: October 19, 2021
Print run: 18,000 copies
Newspaper format: DIN A3 Width 297 mm x height 420 mm
Rates in DIN A3 format:

<table>
<thead>
<tr>
<th>Type</th>
<th>Bleed</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
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<td>265 x 376 mm</td>
<td>303 x 426 mm</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>130 x 376 mm</td>
<td>149 x 426 mm</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>265 x 185 mm</td>
<td>303 x 208 mm</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>85 x 376 mm</td>
<td>104 x 426 mm</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>265 x 122 mm</td>
<td>303 x 145 mm</td>
</tr>
<tr>
<td>1/4 page block</td>
<td>130 x 185 mm</td>
<td>149 x 208 mm</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>265 x 90 mm</td>
<td>303 x 113 mm</td>
</tr>
</tbody>
</table>

Additional formats and rates upon request
Color surcharges included in price
This special issue is not IVW certified.
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.–
40 Years of productronic
Anniversary Edition

Join us on a journey through time and find out which developments have shaped electronics manufacturing and what makes innovative companies so special. We report on people and the movers and shakers of today, on new technologies, on tried-and-tested developments and why visions of the future are important.

Celebrate with us and show your colors in our e-paper marking our anniversary!
The e-paper will be available to download from all-electronics.de and advertised in our newsletter (12,000 recipients) and in the productronica trade show edition!
Step into the future with us, book digital overlays and breathe life into your advertisement! (Full details on page 10)

Prices for advertisements in the e-paper:

- Full page: € 2,760.–
- 1/2 page: € 1,540.–
- Surcharge for digital overlay: € 250.–

Format: DIN A4 (see page 5 for measurements)

Publication date: October 22, 2021

Advertisement deadline: October 8, 2021
productronic guide

Duration: 9 issues or 4 issues

Size and Format: Total width 178 mm including bleed
Maximum height 20 mm

Columns: • Assembly manufacturing
• Production facilities
• Services
• PCB manufacturing
• Microassembly
• Cable processing
• Testing + Quality

Prices: 9 issues € 700.–*
4 issues € 390.–*

*4c-prices are net per column

Billing for placement in productronic-guide is done in advance.
Assignment to individual issues is not possible.
Text changes only possible at six-month intervals.
**Hütig Electronic Media Group**

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

2. Profile in brief:
   all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH.
   The portal focuses chiefly on the topics of electronic development, electronic manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the portal's journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines.
   The portal 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

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

Channels
• news
• components
• embedded
• measuring + testing
• e-manufacturing
• automation
• applications
• market overviews
• events
• job market
• 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></td>
<td>2,100.–</td>
<td>2,350.–</td>
</tr>
</tbody>
</table>

### Newsletter:

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

### Business Directory:

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

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>File Types</th>
<th>File Size</th>
<th>Price/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard Ad</td>
<td>800 x 250</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 4,900.–/€ 5,400.–*</td>
</tr>
<tr>
<td>Leaderboard (Premium)</td>
<td>728 x 90</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 3,050.–/€ 3,350.–*</td>
</tr>
<tr>
<td>Leaderboard (Basic)</td>
<td>728 x 90</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 2,500.–/€ 2,750.–*</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 3,900.–/€ 4,300.–*</td>
</tr>
<tr>
<td>Content Ad (Premium)</td>
<td>300 x 250</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 3,400.–/€ 3,680.–*</td>
</tr>
<tr>
<td>Content Ad (Basic)</td>
<td>300 x 250</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 2,700.–/€ 2,980.–*</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 5,100.–/€ 5,600.–*</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 2,495.–/€ 2,720.–*</td>
</tr>
<tr>
<td>Sticky-Sitebar</td>
<td>200 x 600</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 3,900.–/€ 4,300.–*</td>
</tr>
<tr>
<td>Content Ad (Basic)</td>
<td>300 x 250</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 2,700.–/€ 2,980.–*</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300 x 600</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 5,100.–/€ 5,600.–*</td>
</tr>
<tr>
<td>Baseboard Ad</td>
<td>940 x 250, 960 x 90</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 4,100.–/€ 4,500.–*</td>
</tr>
<tr>
<td>Partner-Site-Button</td>
<td>300 x 120</td>
<td>jpg, gif, png, HTML5</td>
<td>max. 50 KB</td>
<td>€ 1,580.–/€ 1,740.–*</td>
</tr>
</tbody>
</table>

* 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.
**Business directory**

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our Business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

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

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

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

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

Why you should definitely invest in content marketing:

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

We are happy to help you!

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

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

Interested? For a customized quote, contact:

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

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

The benefits of the webinar package at a glance

• Comprehensive promotional package
  We plug your webinar, thereby generating your leads

• New contacts
  Get to know new potential customers that are interested in your product. You receive all information about the registered participants for commercial use at your company

• Expert implementation
  You provide the speaker; our experienced team will take care of moderation and technical implementation

• Image boost
  Modern companies use modern media formats

• Cost and time savings
  No stress or costs from traveling; easy and convenient wherever you are

• Knowledge transfer based on multimedia
  You share video, audio and files with the participants

• Direct contact
  Through questions in the chat and additional surveys to further qualify leads

• Detailed reports
  Results of surveys, the interest rate and the average attendance duration of the participants

• Recording of webinars
  We put the recording of the webinar on our website as an on-demand webcast

Your webinar services:

• Advertisement of your webinar on the website with logo, test and registration page

• Promotion via the Hüthig publishing company’s various marketing channels

• Invitation e-mail and reminder

• Online webinar room – live broadcast (approx. 60 minutes)

• Option of a survey during the webinar

• Experienced moderation by our editorial staff

• Technical check before the live event for a smooth process

• Registration list including contact details of the participants

• Detailed reports

• On-demand webcast following live event on website with reproduction and text

Interested?
For a customized quote, contact:

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

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

With a whitepaper...

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

Your whitepaper services:

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

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

Interested? For a customized quote, contact:

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

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

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

**Worry-free service from a single source**

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

<table>
<thead>
<tr>
<th>Address list rental</th>
<th>Single use (price per use)</th>
<th>Used twice (price per use)</th>
<th>Used three times (price per use)</th>
<th>Annual rental (flat rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database flat rate</td>
<td></td>
<td></td>
<td></td>
<td>€ 180.00</td>
</tr>
<tr>
<td>Company address + 1 contact</td>
<td>From € 0.24</td>
<td>From € 0.22</td>
<td>From € 0.19</td>
<td>From € 0.95</td>
</tr>
<tr>
<td>Minimum order value</td>
<td>€ 590.00 (including database/selection flat rate)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum quantity</td>
<td>70% of delivered addresses (address matching)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All rental prices are per use; annual rental is flat rate and volume-dependent
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

**Take a free trial NOW!**

We will determine the potential of your desired target group free of charge and without obligation.

Alexander Zöller
Tel.: +49 8191 125-345
alexander.zoeller@mi-connect.de
1. Circulation monitoring:

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
<th>Abroad</th>
<th>Member copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free copies</td>
<td>8,762</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residual, archive and specimen</td>
<td>177</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Print run: 9,725

Number of copies actually distributed: 9,548 including abroad: 581

Copies sold: 786 including abroad: 88
- Subscribed copies: 786
- Other sales: 0
- Single copy sales: 0

Distribution by federal states:

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage of copies actually distributed</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td>21.7%</td>
<td>1,926</td>
</tr>
<tr>
<td>Bavaria</td>
<td>22.5%</td>
<td>1,996</td>
</tr>
<tr>
<td>Berlin, Brandenburg, Mecklenburg-Western Pomerania</td>
<td>7.5%</td>
<td>668</td>
</tr>
<tr>
<td>Bremen, Hamburg, Schleswig-Holstein</td>
<td>4.7%</td>
<td>418</td>
</tr>
<tr>
<td>Hesse</td>
<td>8.4%</td>
<td>741</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>6.1%</td>
<td>543</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td>16.0%</td>
<td>1,413</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>3.5%</td>
<td>309</td>
</tr>
<tr>
<td>Saarland</td>
<td>1.2%</td>
<td>104</td>
</tr>
<tr>
<td>Saxony, Saxony-Anhalt</td>
<td>5.2%</td>
<td>462</td>
</tr>
<tr>
<td>Thuringia</td>
<td>3.2%</td>
<td>283</td>
</tr>
</tbody>
</table>

Copies actually distributed Germany: 100.0% 8,863

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 Sectors / industries

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to classification of the economic sectors 2008)</th>
<th>Proportion of copies actual distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.1, 26.3</td>
<td>Production of electrical parts and circuit boards, telecommunications technology</td>
<td>27.9</td>
<td>2,663</td>
</tr>
<tr>
<td>27, 27.3</td>
<td>Production of electrical equipment, production of cables and electrical installation material</td>
<td>20.3</td>
<td>1,943</td>
</tr>
<tr>
<td>26.51, 26.6, 26.7</td>
<td>Production of measuring and testing tools as well as optical and medical devices</td>
<td>16.3</td>
<td>1,556</td>
</tr>
<tr>
<td>71.12</td>
<td>Engineering offices</td>
<td>9.7</td>
<td>926</td>
</tr>
<tr>
<td>28</td>
<td>Mechanical engineering</td>
<td>8.6</td>
<td>820</td>
</tr>
<tr>
<td>29, 30</td>
<td>Automobile construction, vehicle construction</td>
<td>4.2</td>
<td>401</td>
</tr>
<tr>
<td>72.1</td>
<td>Research and development</td>
<td>3.8</td>
<td>359</td>
</tr>
<tr>
<td>46, 47</td>
<td>Retailing and wholesale</td>
<td>8.1</td>
<td>776</td>
</tr>
<tr>
<td>Others*</td>
<td></td>
<td>1.1</td>
<td>104</td>
</tr>
<tr>
<td><strong>Actual distribution</strong></td>
<td></td>
<td><strong>100.0</strong></td>
<td><strong>9,548</strong></td>
</tr>
</tbody>
</table>

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

The detailed description of the survey method can be found on page 27.
### 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>53.0%</td>
<td>5,063</td>
</tr>
<tr>
<td>50 - 499 employees</td>
<td>31.7%</td>
<td>3,023</td>
</tr>
<tr>
<td>500 and more employees</td>
<td>14.2%</td>
<td>1,358</td>
</tr>
<tr>
<td>Other*</td>
<td>1.1%</td>
<td>104</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>9,548</strong></td>
</tr>
</tbody>
</table>

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

### 2.1 Job Feature: Position in company

<table>
<thead>
<tr>
<th>Position in company</th>
<th>Proportion of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business management</td>
<td>40.1%</td>
<td>3,830</td>
</tr>
<tr>
<td>Branch/factory/general management</td>
<td>4.7%</td>
<td>445</td>
</tr>
<tr>
<td>Department/section/project management</td>
<td>31.5%</td>
<td>3,009</td>
</tr>
<tr>
<td>Skilled staff</td>
<td>22.6%</td>
<td>2,160</td>
</tr>
<tr>
<td>Other positions*</td>
<td>1.1%</td>
<td>104</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>9,548</strong></td>
</tr>
</tbody>
</table>

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

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

Distribution and recipient structure analysis (AMF scheme 2 and 3-E).
Total survey via file analysis according to IVW guidelines.

Description of survey method of distribution and recipient structure analysis
(AMF scheme 2, Number 3 and AMF scheme 3-E, Number 1.1 to 2.1)

1. Survey Method:
   Recipient structure analysis via file analysis – total survey

2. Description of readership at time of data collection:

   2.1 Contents of file:
   The recipient file contains the addresses of all recipients. Due to the availability of postal details, the file can be sorted by postcode or by domestic/foreign recipients. Other details contained in the file are: sector affiliation, company size class and job features.

   2.2 Total number of recipients in the file: 30,702

   2.3 Total number of changing recipients: 29,636
   (change after every third issue)

   2.4 Structure of readership of an average issue by distribution types:
   - Copies sold 786
     including: subscriber copies 786
     single copy sales 0
     other sales 0
   - Free copies 8,762
     including: permanent free copies 280
     changing free copies 8,305
     advertising copies 177

   Copies actually distributed 9,548
   - including Germany 8,967
   - including abroad 581

3. Description of study:

   3.1 Basic population (section studied):
   Basic population 9,548 = 100.00 %
   Not included in the study: promotional copies 177 = 1.85 %
   The study represents a section of the basic population (copies actually distributed) 9,371 = 98.15 %

   3.2 Date of file analysis: August 3, 2020

   3.3 Description of data basis:
   To ensure allocation of recipients to the criteria of sector, company size and job characteristics, the data in our address and customer system is continually updated and always brought into line with the latest market trends with small changes.

   3.4 Target individual of study:
   The personal recipients in the institutions as recorded in the file.

   3.5 Definition of readers: not applicable

   3.6 Period studied: July 1, 2019 - June 30, 2020

   3.7 Study carried out by: Publisher

   In its design, implementation and reporting, this study conforms to the current version of the ZAW framework scheme for advertising media analyses.
2. The design and labeling of adversitement styled advertising material must be agreed with the publisher in a timely manner prior to publication. Test-standards and test-standard must be distinguishable from the magazine text by some other means. The publisher shall be entitled to clearly label adverten- tial material in accordance with the test-standards and test-standard. The publisher is entitled to withdraw from the contract if the customer does not fulfill the obligations referred to in the test-standard.

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<table>
<thead>
<tr>
<th>Issue</th>
<th>1/2 January/February</th>
<th>3 March</th>
<th>4 April</th>
<th>5/6 May/June</th>
<th>7 July</th>
<th>8/9 August/September</th>
<th>10 October</th>
<th>11 November</th>
<th>12 December</th>
</tr>
</thead>
</table>

**Trade shows**

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 27–28</td>
<td>Hamburg</td>
<td>ETEFV</td>
</tr>
<tr>
<td>Mar. 2–4</td>
<td>Nuremberg</td>
<td>LOPEC</td>
</tr>
<tr>
<td>Mar. 24–25</td>
<td>Munich</td>
<td>ETFN</td>
</tr>
<tr>
<td>Jan. 27–28</td>
<td>Hamburg</td>
<td>Messe</td>
</tr>
<tr>
<td>Feb. 12</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Mar. 29</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Mar. 24–25</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Feb. 12</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Mar. 29</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Apr. 27</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>June 18</td>
<td>Munich</td>
<td>Messe</td>
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<tr>
<td>Jul. 28</td>
<td>Munich</td>
<td>Messe</td>
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<tr>
<td>Aug. 16</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Aug. 23</td>
<td>Munich</td>
<td>Messe</td>
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<tr>
<td>Aug. 27</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Sep. 1</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Oct. 8</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Oct. 13</td>
<td>Munich</td>
<td>Messe</td>
</tr>
<tr>
<td>Oct. 18</td>
<td>Munich</td>
<td>Messe</td>
</tr>
</tbody>
</table>

**Media Kit**

**Schedule and Editorial Calendar**

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