

Media Kit 2026

building&automation

digital | elektrisch | qualifiziert

The Practice-Oriented Journal for Professional Electricians
inclusive **SONNE WIND & WÄRME**

Sonderteil für erneuerbare Energien



building&automation

The brand building & automation includes the following products:

- building & automation as practice-oriented journal for professional electricians with the regular topics “Companies and Branches”, “Building Automation and System Technologies”, “Planning and Installation Technology”, “Communication & Design”, “Switch Gear and Control Device Manufacturing”, “Work Shop and Factory” as well as the Special Section „Sun Wind & Energy“,
- the portal www.building-and-automation.de,
- the building & automation-Newsletter (published 12 times per year) and special Newsletters,
- the building&automation@tour, and
- the virtual webinar formats experts'dialog and Best of Days.

Recipients

are (among others) all of the **31,000 subscribers** of the Selection for Professional Electricians (VDE Specifications Code of Safety Standards)

Accessible for over 62,800 users of the Normen Bibliothek as an e-magazine.



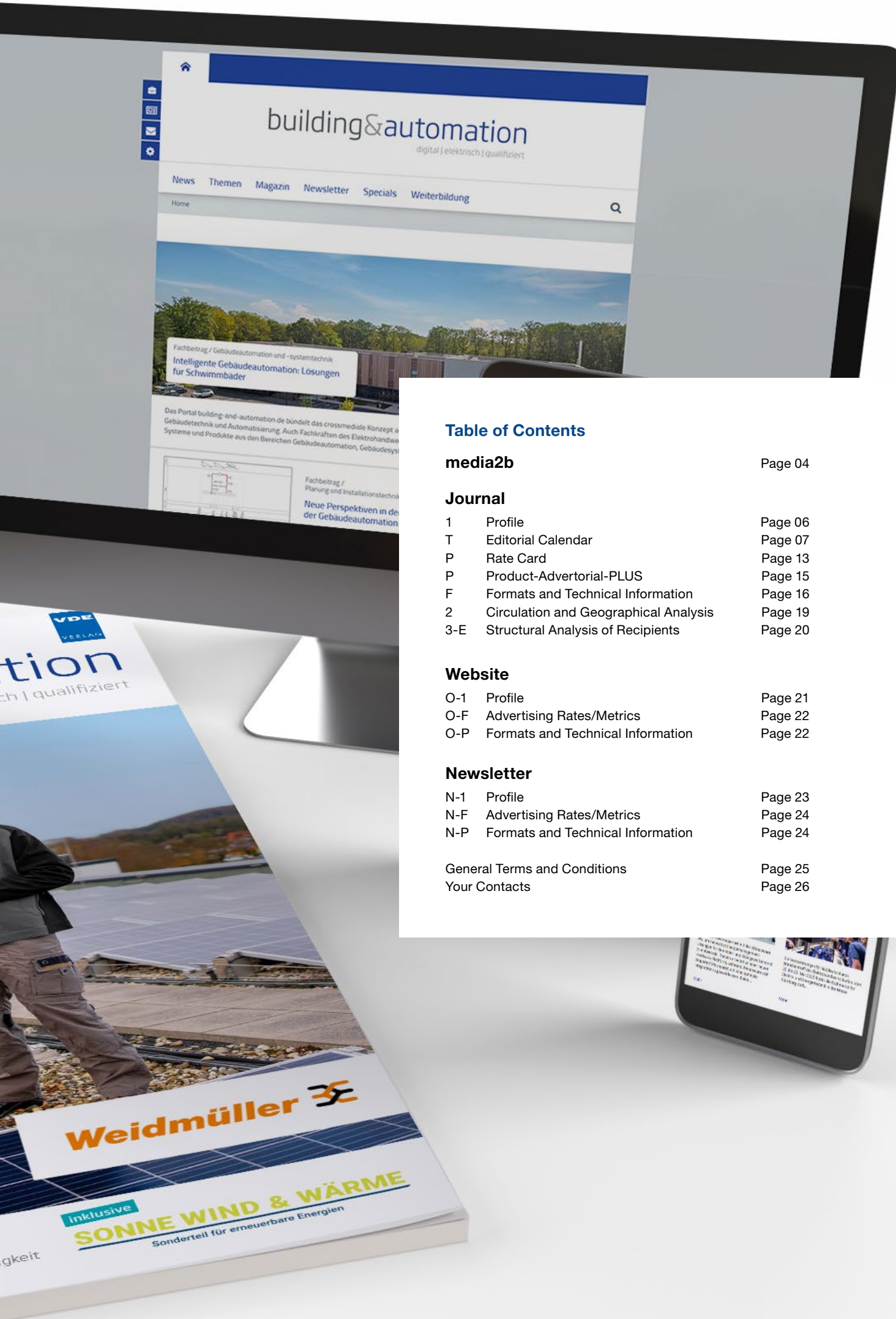


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media2b

The media network for your B2B marketing



media2b is the media network for successful B2B marketing in eight sectors.

The portal bundles the services of the leading media of VDE VERLAG GmbH, EW Medien und Kongresse GmbH and HEALTH-CARE-COM GmbH and offers a variety of advertising formats for optimal lead generation and the efficient use of media budgets. Strategic and conceptual consulting is also included in addition to pure media services in the group of companies' network.

www.media2b.de



Twenty brands

avn. – allgemeine vermessungsnachrichten, building & automation, Digital Factory Journal, EHEALTHCOM, energie.de, et – Energiewirtschaftliche Tagesfragen, etz elektrotechnik & automation, EUROHEAT&POWER, ew – Magazin für die Energiewirtschaft, EW Medien und Kongresse, gis.Business, gisPoint.de, gis.Science, netzpraxis, openautomation, smart-production.de, StE – Steuern der Energiewirtschaft, Sonne Wind & Wärme, VDE VERLAG, VDVmagazin, Wichmann Verlag



Diverse channels

Print, web, newsletter, videos, podcasts, social media, etc.



Customized advertising formats

Almost 50 different advertising formats from advertorials to junior pages and wallpapers



Eight sectors

Electrical engineering, energy, automation & drive technology, e-health & medical technology, digitalization & information and communication technology, heating, ventilation, air conditioning and refrigeration technology, geo-IT & geodesy, building technology



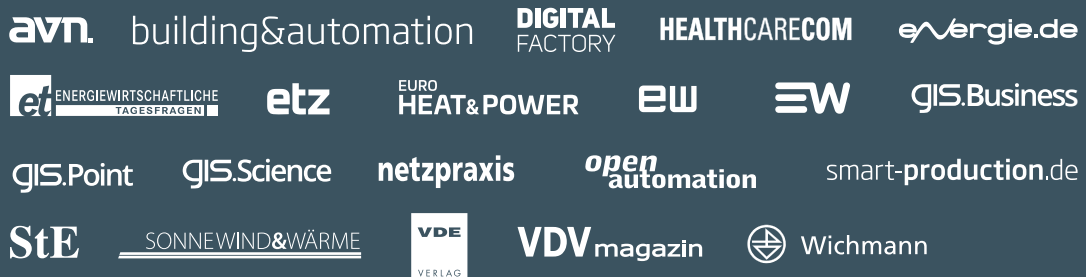
Events

Trade fairs, congresses, exhibitions and sponsorship



Agency services

Full-service offerings for the development and implementation of your B2B communication campaigns





1

1 Title	building & automation digital elektrisch qualifiziert	
2 Short Summary	The journal building & automation is published eight times per year and offers facility managers, professional electricians and designers a comprehensive survey of all new products in their relevant sectors. Specialists explain in detail new technologies and systems that extend and facilitate the scope of their work. Extensive coverage is given to the subjects building automation and building systems engineering as well as to networking technologies. But also the conventional electrical installation is a main topic in each issue. The special section Sun Wind & Energy deals in detail with the topics photovoltaic, wind energy, energy management, solar thermal energy, bioenergy, electromobility, and storage technologies.	
3 Target Group	Professional electricians in work shops and the industry, designers and wholesale traders dealing with electric components, among them all of the 31 000 subscribers of the Selection for Professional Electricians (VDE Specifications Code of Safety Standards). Accessible to over 62,800 users of the VDE Standards Library.	
4 Publication Frequency	7 times per year	
5 Size of Journal	DIN A4 (210 mm × 297 mm)	
6 Volume	32 nd 2026	
7 Subscription Rates	Subscription € 47,00* Single copy € 10,00*	
8 Organ	–	
9 Memberships	IVW, AMF, Media-Datenbank der Deutschen Fachpresse	
10 Publishing House	VDE Verlag GMBH Kaiserleistraße 8A 63067 Offenbach, Germany www.vde-verlag.de	
11 Publisher	–	
12 Advertising	Olaf Schneider, Head of Sales and Advertising Tel.: 069/84 0006-13 40 olaf.schneider@vde-verlag.de	
13 Editors	Dipl.-Ing. Ronald Heinze, Chefredakteur Dipl.-Ing. Markus Hohl (building & automation) Michael Nallinger (SONNE WIND & WÄRME) Phone +49 69/84 0006-13 31 building-automation@vde-verlag.de	
14 Content Analysis 2024 = 8 Ausgaben	Total Volume	408 pages = 100.0 %
	Editorial Part	323 pages = 79.2 %
	Advertisements	85 pages = 20.8 %
	thereof:	
	Publisher's own ads	17 pages = 4.2 %
	Inserts	3
15 Content Analysis of the Editorial Part 2024 = 323 pages	According to the type of the articles:	
	Building Automation and System Technology	26.7 %
	Planning and Installation Technology	27.1 %
	Switch Gear and Control Device Manufacturing	7.8 %
	Communications and Design	8.6 %
	Work Shop and Factory	4.4 %
	Sun, Wind & Energy	20.7 %
	Companies and Trades/Editorial	4.7 %

*plus postage



Issues and Deadlines	Building Automation & System Technology	Planning & Installation Technology	Communication & Design	Switchgear & Control Device Manufacturing	Work Shop & Factory	SUN, WIND & ENERGY	Fairs and Events
1 PD: 27.02.26 AC: 30.01.26 ED: 02.01.26	Bus Components for Building Automation Building Automation via Internet and Apps Shutter Drives and Controllers System Integration Big Data and IoT for Buildings	Lightning and Overvoltage Protection Fire Alarm Systems and Fire Safety Smart Meters Cables and Wires	Multimedia Technology Indoor Communication and Intercoms Switch Ranges Lighting Technology and Luminaires	Motor Protection Devices, Soft Starters, and Converters Control Gears and Signalling Devices Connectors and Terminal Blocks Time Switch Technology UPS and Emergency Power Supplies	Software Solutions for Digitalisation Tools Utility Vehicles and Vehicle Equipment Test and Measurement	Photovoltaic Modules Heat Pumps Heat Storage Small Wind Energy Plants Battery Storage	PV-Symposium Bad Staffelstein, 03. – 05.03.26 Internationale Handwerksmesse Munich, 04. – 08.03.26 light + building Frankfurt/M., 08. – 13.03.26 SHK Essen, 17. – 20.03.26
Special Focus on light + building							
S1 PD: 27.02.26 AC: 06.02.26 ED: 06.01.26	Special Issue on light + building Focus on: Home and Building Automation: Infrastructure Components for Ethernet, Bacnet, and KNX, Visualization and Building Management Systems, Building Automation via Internet, Shutter Drives and Controllers, Wireless Systems, Smart Metering, Relays, Logic Relays, and PLC, Ambient Assisted Living (AAL), Gateways Electrical Engineering: Presence and Motion Detectors, Safety and Alarm Systems, Video Surveillance, Access Control and Time Tracking, Installation Technology and Installation Material, Tools, Lightning and Overvoltage Protection, Connectors, Terminal Blocks, and Housings, Planning Software, Cables and Wires, Measurement Technology, Solar Thermal Energy, Photovoltaics, Storage Technologies, Heat Pumps and Cogeneration Units, Assembly Systems, Energy Management, Campus Solutions, Electromobility Lighting Technology: Technical Luminaires and Lamps, Decorative Luminaires, Outdoor Luminaires for Streets and Company Premises, Luminaires with LED, Lighting Control						light + building Frankfurt/M., 08. – 13.03.26
2 PD: 10.04.26 AC: 18.03.26 ED: 18.02.26	Bus Components for Building Automation Ethernet, Bacnet, LCN, KNX, and EE-Bus Building IoT Operating Panels	Lightning and Overvoltage Protection Installation Technology, Cables, and Installation Material Air Conditioning and Ventilation Underfloor Systems	Communication Measurement Technology Indoor Communication and Intercoms Emergency and Alarm Systems	Motor Protection Devices, Soft Starters, and Converters Remote Control Connectors and Terminal Blocks Low-Voltage Distribution Relays, Logic Relays, and PLC	Tools Infrared Measurement Devices and Thermography Software Solutions for Digitalisation Signs and Labels	Solar Thermal Energy Power Invertors Electromobility Heating with Wood Photovoltaic Modules Battery Storage	Hannover Fair Hanover, 20.– 24.04.26 Data Centre World Frankfurt/M., 06. – 07.05.2026 Anga Com Cologne, 19. – 21.05.26 Sensor + Test Nuremberg, 09. – 11.06.26 Best of Cabinet Building Day Online Event of VDE VERLAG, June 2026
Special Focus on Hannover Fair							



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Issues and Deadlines	Building Automation & System Technology	Planning & Installation Technology	Communication & Design	Switchgear & Control Device Manufacturing	Work Shop & Factory	SUN, WIND & ENERGY	Fairs and Events
3 PD: 11.06.26 AC: 18.05.26 ED: 17.04.26	Visualization and Building Management Systems Shutter Drives and Controllers System Integration Building IoT Digital Business Models	Installation Technology, Cables, and Installation Material Circuit Breakers and DIN Rail Mounted Devices Housing, Cabinets, and Distributors Digital Engineering Energy Measuring Technology and Energy Management	IT Security Multimedia Technology Switch Ranges	Power Supplies UPS and Emergency Power Supplies Remote Control Cooling of Electrical Systems	Utility Vehicles and Vehicle Equipment Work Clothes and Protection Equipment	Photovoltaic Modules Battery Storage Solar Thermal Energy Cogeneration Units Interdivisional Renewable Energies Fair Planner Intersolar	Automatisierungstreff Heilbronn, 16. – 17.06.26 The smarter E Europe Munich, 23. – 25.06.26 Feuer Trutz Nuremberg, 24. – 25.06.26 Sicherheits Expo Munich, 01. – 02.07.26 IFA Berlin, 04. – 08.09.2026
Special Focus on The smarter E Europe							
4 PD: 10.09.26 AC: 20.08.26 ED: 20.07.26	Bus Components for Building Automation Building Automation via Internet and Apps Integrated Building Automation and Smart Home Safety Systems, Video Surveillance, and Alarm Systems	Lightning and Overvoltage Protection Smoke and Fire Alarm Systems Smart Meters	Access Control and Time Tracking Antenna Technology Indoor Communication and Intercoms	Motor Protection Devices, Soft Starters, and Converters Control Gears and Signalling Devices Connectors and Terminal Blocks Time Switch Technology	Tools Utility Vehicles and Vehicle Equipment Test and Measurement Software Solutions for Digitalisation Signs and Labels	Photovoltaic Modules Small Wind Energy Plants Electromobility Battery Storage	IAA Transportation Hanover, 15. – 20.09.26 Security Essen, 22. – 25.09.26 Windenergy Hamburg, 22. – 25.09.26
Special Focus on Security							
5 PD: 06.10.26 AC: 15.09.26 ED: 14.08.26	Visualization and Building Management Systems Wireless Bus Systems Shutter Drives and Controllers Integrated Building Automation BIM – Building Information Modeling	Installation Technology, Cables, and Installation Material Housing, Cabinets, and Distributors Drives for Doors and Gates Underfloor Systems	Data Networks (LAN) Telephone Systems Satellite Receiving Systems	Power Supplies Relays, Logic Relays, and PLC Remote Control Switchgear Cooling of Electrical Systems	Test and Measurement Work Clothes and Protection Equipment Office and Work Shop Equipment	Photovoltaic Modules Battery Storage Heat Pumps Electromobility Heating with Wood	Electronica Munich, 10. – 13.11.26 belektro Berlin, 13. – 15.10.26
Special Focus on belektro							
6 PD: 11.11.26 AC: 21.10.26 ED: 21.09.26	Bus Components for Building Automation Safety and Alarm Systems Operating Panels Visualization and Building Management Systems Ambient Assisted Living (AAL)	Lightning and Overvoltage Protection Installation Equipment and Materials Fire Alarm Systems Digital Engineering	Communication Measurement Technology Indoor Communication and Intercoms Access Control and Time Tracking	Motor Protection Devices, Soft Starters, and Converters Remote Control Power Supplies	Utility Vehicles and Vehicle Equipment Test and Measurement	Solar Thermal Energy Cogeneration Units Plant Monitoring Planning Software	GET Nord Hamburg, 19. – 21.11.26 SPS Smart Production Solutions Nuremberg, 24. – 26.11.26



Topics	Issues						
	1	S1	2	3	4	5	6
Access Control and Time Tracking		✓			✓		✓
Air Conditioning and Ventilation			✓				
Ambient Assisted Living (AAL)		✓					✓
Anga Com			✓				
Antenna Technology					✓		
Assembly Systems		✓					
Automatisierungstreff				✓			
Battery Storage	✓	✓	✓	✓	✓	✓	
belektro						✓	
Best of Cabinet Building Day		✓					
Big Data for Buildings	✓						
BIM – Building Information Modeling						✓	
Building Automation via Internet and Apps	✓	✓			✓		
Building IoT			✓	✓			
Bus Components for Building Automation	✓		✓		✓		✓
Cables and Wires	✓	✓					
Campus Solutions		✓					
Circuit Breakers and DIN Rail Mounted Devices				✓			
Cogeneration Units		✓		✓			✓
Communication Measurement Technology			✓				✓
Connectors and Terminal Blocks	✓	✓	✓		✓		
Control Gears and Signalling Devices	✓				✓		
Cooling of Electrical Systems				✓		✓	
Data Networks (LAN)						✓	
Digital Business Models				✓			
Digital Engineering		✓		✓			✓
Drives for Doors and Gates						✓	
Electromobility		✓	✓		✓	✓	
Electronica						✓	
Emergency and Alarm Systems			✓				
Energy Efficiency und Energy Management		✓		✓			



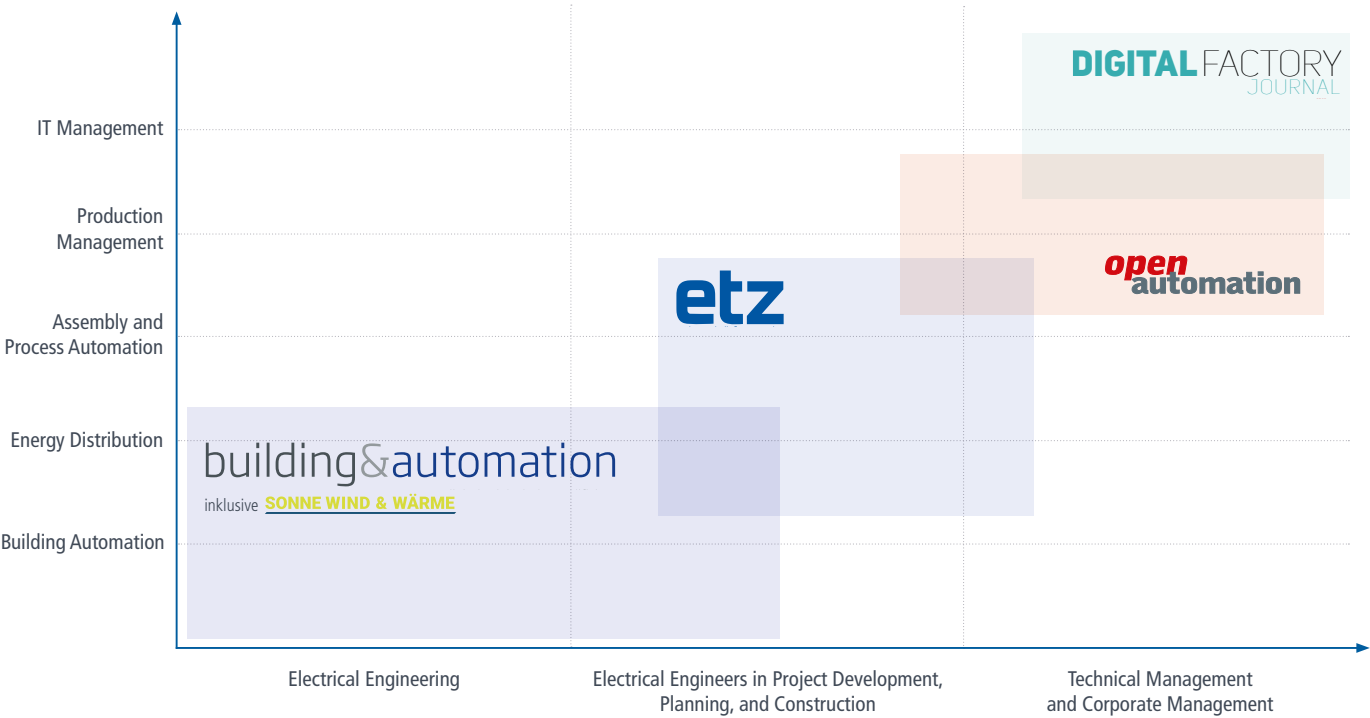
Topics	Issues						
	1	S1	2	3	4	5	6
Ethernet, Bacnet, LON, LCN, KNX, and EE-Bus		✓	✓				
Feuer Trutz				✓			
Fire Alarm Systems and Fire Safety	✓						✓
Gateways		✓					
GET Nord							✓
Hannover Fair			✓				
Heat Pumps	✓					✓	
Heat Storage	✓	✓					
Heating with Wood			✓			✓	
Housing, Cabinets, and Distributors				✓		✓	
IAA Transportation					✓		
IFA				✓			
Indoor Communication and Intercoms	✓		✓		✓		✓
Infrared Measurement Devices and Thermography			✓				
Infrastructure Components for Ethernet		✓					
Installation Technology, Cables, and Installation Material		✓	✓	✓		✓	✓
Integrated Building Automation and Smart Home					✓	✓	
Interdivisional Renewable Energies				✓			
Internationale Handwerksmesse	✓						
Intersolar				✓			
IT Security				✓			
light + building	✓	✓					
Lighting Technology and Luminaires	✓						
Lightning and Overvoltage Protection	✓	✓	✓		✓		✓
Low-Voltage Distribution			✓				
Motor Protection Devices, Soft Starters, and Converters	✓		✓		✓		✓
Multimedia Technology	✓			✓			
Office and Work Shop Equipment						✓	
Operating Panels			✓				✓
Photovoltaic Modules	✓	✓	✓	✓	✓	✓	
Planning Software		✓					✓



Topics	Issues						
	1	S1	2	3	4	5	6
Plant Monitoring							✓
Power Invertors			✓				
Power Supplies				✓		✓	✓
Presence and Motion Detectors		✓					
PV-Symposium	✓						
Relays, Logic Relays, and PLC		✓	✓			✓	
Remote Control			✓	✓		✓	✓
Safety and Alarm Systems		✓			✓		✓
Satellite Receiving Systems						✓	
Security					✓		
Sensor + Test			✓				
SHK	✓						
Shutter Drives and Controllers	✓	✓		✓		✓	
SicherheitsExpo				✓			
Signs and Labels			✓		✓		
Small Wind Energy Plants	✓				✓		
Smart Meters	✓	✓			✓		
Smoke and Fire Alarm Systems					✓		
Software Solutions for Digitalisation	✓		✓		✓		
Solar Thermal Energy		✓	✓	✓			✓
SPS Smart Production Solutions							✓
Switch Ranges	✓			✓			
Switchgear						✓	
System Integration	✓			✓			
Telephone Systems						✓	
Test and Measurement	✓	✓			✓	✓	✓
The smarter E Europe				✓			
Time Switch Technology	✓				✓		
Tools	✓	✓	✓		✓		
Underfloor Systems			✓			✓	
UPS and Emergency Power Supplies	✓			✓			



Topics	Issues						
	1	S1	2	3	4	5	6
Utility Vehicles and Vehicle Equipment	✓			✓	✓		✓
Video Surveillance		✓			✓		
Visualization and Building Management Systems		✓		✓		✓	✓
WindEnergy					✓		
Wireless Bus Systems		✓				✓	
Work Clothes and Protection Equipment				✓		✓	





1 Advertising Sizes and Prices: Please add the appropriate value added tax to all prices, if applicable			Format	Type Area Width × Height in mm column spacing: 6 mm	Bleed Width × Height in mm add 3 mm on all four rims	Price in €
			Titel Page	-	210 × 208	10,700
			2/1	-	420 × 297	14,500
			1/1	170 × 248	210 × 297	9,500
			Juniorpage	125 × 186	150 × 210	6,800
			1/2	horizontal: 82 × 248 vertical: 170 × 121	horizontal: 107 × 297 vertical: 210 × 148	5,900
			1/3	horizontal: 53 × 248 vertical: 170 × 78	horizontal: 78 × 297 vertical: 210 × 103	4,700
			1/4	horizontal: 38 × 248 vertical: 170 × 57 standard: 82 × 121	horizontal: 52 × 297 vertical: 210 × 82 standard: 107 × 146	3,050
			1/8	horizontal: 38 × 121 vertical: 170 × 26 standard: 82 × 57	horizontal: 52 × 146 vertical: 210 × 40 standard: 107 × 82	2,250

Please add the appropriate value added tax to all prices, if applicable



P

2 Preferential Placements

Titel Page: (1/1 page 4c)

€ 10,700

Four-colored only. The price includes a 4c picture repetition and a legend in the table of contents. No discounts can be given. Size of the picture 210 mm width and 208 mm height. Please be aware that the address label will be pasted at the bottom on the left-hand side. Closing date and binding closing day for printing material (electronic file): 5 weeks before publication date.

Inside Front Cover: (Format: 210 mm × 208 mm) **€ 5,750**
Page 2 and Back Cover: (1/1 page 4c) **€ 10,650**
Inside Back Cover: (1/1 page 4c) **€ 10,350**
Binding Placement: **€ 246**

The Title Page image and the Inside Front Cover must fit into the journal's editorial standard. Please contact the editorial staff in case of queries.

3 Discounts

On purchase within one year, starting with the publication of the first advertisement. Only one discount scale can be applied.

Frequency Scale: 2 × 3 % 3 × 6 % 5 × 10 %

Volume Scale: 2 pages 5 % 3 pages 10 % 5 pages 12 %

4 Rubrics

Recruitment and Classified Advertisements: Upon request

5 Special Advertisements

Technical Information on pages 17 and 18

Prices for loose inserts, supplements, and adhesive advertising media available upon request.



Contact for Advice, Booking:

Olaf Schneider,
 Head of Sales and Advertising
 Phone +49 69/84 00 06-13 41
 olaf.schneider@vde-verlag.de

Terms of Payment/Bank Accounts

Weberbank Actiengesellschaft, Berlin,
 IBAN DE 36 1012 0100 6123 5490 39
 SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,
 IBAN DE 78 1002 0890 0002 6683 86
 SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.





Issue	Topic	Sun, Wind and Energy
1 PD: 27.02.26 AC: 30.01.26	Smart Home/Home and Building Automation Lightning and Overvoltage Protection	Battery Storage
S1 PD: 27.02.26 AC: 06.02.26	Power Supplies and Power Supply Units Lighting Technology	Inverter
2 PD: 10.04.26 AC: 18.03.26	Bus Components for Building Automation Ethernet, Bacnet and KNX	Wallboxes / Charging Infrastructure
3 PD: 11.06.26 AC: 18.05.26	Operating and Touch Panels Home and Building automation	Plant Monitoring
4 PD: 10.09.26 AC: 20.08.26	Safety and Alarm Systems Tools and measuring devices	Heat Pumps / Solar Thermal Energy
5 PD: 06.10.26 AC: 15.09.26	Power Supplies and Power Supply Units Ethernet, Bacnet and KNX	Residential Wind Turbines
6 PD: 11.11.26 AC: 21.10.26	Bus Components for Building Automation Operating and Touch Panels	Photovoltaics / Photovoltaic Modules



Your Advantages with Product Advertorial PLUS

- 1/4 product ad* in building and automation
- 1/4 online ad in building and automation-newsletter
- thematic positioning
- far reach for your product advertisement

We create print- and online-compatible product advertisements in a basic layout (format: 1/4 page, 4c within typing area) for € 1,350.

* Further formats upon request.



We Design Your Advertisement

We only need your company logo, an image and a short description of your product (max. 500 characters) as well as a link for the newsletter ad. Of course, you'll get a galley proof before printing. If you want to design your ad yourself, please provide the print files in the format 82 mm x 105 mm (w x h) and we will incorporate them in the basic layout. The ads will be published in the etz in the following thematic areas. In addition, a native teaser will appear in the following newsletter (p. 15).





1 Size of Journal	210 mm wide, 297 mm high, DIN A4
Full Page Type Area	170 mm wide, 248 mm high 4 columns each 38 mm wide
2 Printing and Binding	Offset printing (sheets or rolls), saddle stitch or glue binding is used.
3 Electronic Data Submission	Please deliver your digital data to anzeigen@vde-verlag.de . Please remark on delivery • order name/name and issue of publication • final output format (specify a bleed of 3 mm, if applicable).
4 Data File Formats	We recommend the delivery of PDF data files. In addition, the following programs are supported: • Adobe InDesign/Photoshop/Illustrator up to Version CC • Microsoft Word up to Version 2024 The file must be printable: all fonts need to be embedded, continuous-tone pictures require a resolution of 300 dpi and line art pictures of at least of 600 dpi. No password protection.
5 Color Processing	Process colors (CMYK) according to ISO 12647-2 (PSO), special colors upon request. Our standard offset profile is „Coated FOGRA39 (ISO 12647-2:2004)“ of ECI.
6 Proof	Color proofs for “standard print media” (bvdn). Digital proofs need to have the Fogra media wedge included to verify the color accuracy (available for purchase at the www.fogra.org). Proofs must have an official print control strip.
7 Data Archiving	Data will be archived, therefore unchanged repetitions are possible. However, a guarantee on data archiving is not provided.
8 Guarantee	Upon delivery of incomplete or incorrect data (text, colors, images), we assume no liability for printing results. Exposure errors due to incomplete or corrupted data files, incorrect preferences or incomplete information will be charged. This also applies to additional composition or reproduction work and for the consequences of incorrect proofs.

**Contact**

Leonie Ströver
Order Management
Phone: +49 69/84 00 06-13 42
leonie.stroever@vde-verlag.de

Requirements for a Smooth Production Flow

If not delivering a PDF/X-3 data file: Please make sure that all files and data necessary for reproduction are included. All TIFF or EPS picture files (including logos) have to be supplied. Do not save files in JPEG or GIF Format.

Please make sure that all fonts used (in EPS files as well) are included or supplied additionally as printer and screen fonts.

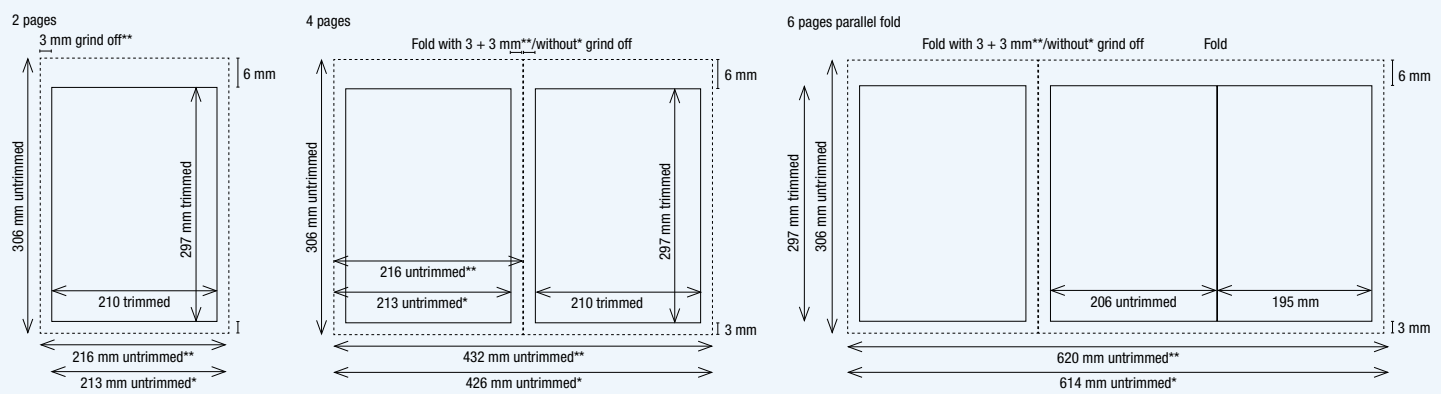
We are not able to modify or correct any Postscript files.

For color advertisements you may only use the process colors cyan, magenta, yellow and black (CMYK), no RGB colors. If you are using special spot colors it must be denoted clearly as they have to be printed in a separate form and they are charged separately.

Please include a binding proof/laser printout.



Bound-In Inserts	Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned bound-in inserts. Bound-in inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained to the technical possibilities. Bound-in inserts printed on a non-paper material are only allowed if the publisher has the consent of the postal authorities.
Formats	Each sheet 306 mm high, 213/216 mm wide (including bleed: 6 mm at the head, 3 mm at the foot, 3 mm at inner and outer edge with adhesive binding or 3 mm at outer rim only with wire stitching.
Copies required	32,000 copies
Technical Specifications	The bound-in inserts are to be delivered untrimmed (and folded, if applicable). The front page of the inserts have to be clearly marked. They have to be ready for insertion without the need of further work. If any additional folding and/or gluing work is necessary, it will be charged seperately. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of the insertion). Otherwise extra costs have to be charged.



* wire stitching only ** adhesive binding only

Delivery Address:

Prepaid delivery, untrimmed and ready for insertion, with delivery note „For ‚building & automation‘ Edition ... (No.)“ to:

Bonifatius GmbH Druck
Karl-Schurz-Str. 26
3100 Paderborn





Loose Inserts	Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned inserts. Loose inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of loose inserts is constrained to the technical possibilities.
Insertion Note	A free note is included in the table of contents.
Copies Required	32,000 copies
Delivery Date	Up to 10 days after the deadline for advertisements, see schedule and editorial calendar.
Format	Maximum 205 mm wide x 292 mm high
Technical Specifications	Loose inserts have to be composed of one piece and must be ready for insertion without further treatment. If any additional work (e.g. folding) is necessary, it will be charged separately. Inserts printed on a non-paper material are only accepted after presentation of a final sample and if the publisher has the consent of the printing shop and the postal authorities. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of insertion).

Delivery Address for Loose Inserts:

Delivery of the inserts by trucks with tail-lift only, freight paid and ready for insertion, with delivery note „For ‚building & automation‘ Edition ... (No.)“ to:

Bonifatius GmbH Druck
Karl-Schurz-Str. 26
3100 Paderborn

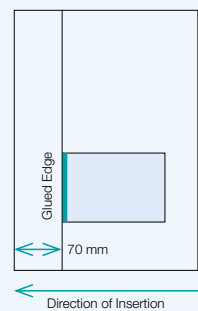


Affixed Advertising Media	Affixed Advertising Media are charged as inserts. Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 page. Other advertising material (samples, CD/DVD, etc.) is charged as loose insert.
Copies Required	32,000 copies

Delivery Address for
Affixed Advertising Media:

Prepaid delivery and ready for insertion, with delivery note „For ‚building & automation‘ Edition ... (No.)“ to:

Bonifatius GmbH Druck
Karl-Schurz-Str. 26
3100 Paderborn





1 Circulation Monitoring



2 Circulation Analysis

Average number of copies July 1 st , 2024 – June 30 th , 2025) (according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2024 – II/2025	
Copies Printed:	30,750
Actual Distributed Circulation (ADC):	30,334
thereof abroad:	81
thereof late entries from previous reporting periods:	0
Sold Copies ¹⁾ :	843
thereof abroad:	74
• by subscription ¹⁾ :	841
thereof member-copies:	–
• other sales ¹⁾ :	2
• individual copies sold:	–
Free Copies ¹⁾ :	29,508
Surplus, Archive, and Specimen Copies ¹⁾ :	149

3 Geographical Distribution Analysis

Economic Area	Percentage of actual distribution	
	Percentage	Copies
Federal Republic of Germany	99.7 %	30,253
Foreign countries (mainly Austria and Switzerland)	0.3 %	81
Actual Distributed Circulation (ADC)	100.00 %	30,334

4 Classification of the Copies per Region

Federal States	Percentage of actual distribution	
	Percentage	Copies
Baden-Württemberg	15.8 %	4,788
Bavaria	20.2 %	6,141
Berlin	2.8 %	864
Brandenburg	3.1 %	951
Bremen	0.4 %	131
Hamburg	1.1 %	340
Hesse	8.8 %	2,674
Mecklenburg-Western Pomerania	1.1 %	332
Lower Saxony	8.5 %	2,569
North-Rhine Westphalia	16.0 %	4,858
Rhineland-Palatinate	5.4 %	1,626
Saarland	2.2 %	679
Saxony	5.4 %	1,624
Saxony-Anhalt	2.0 %	610
Schleswig-Holstein	3.1 %	934
Thuringia	3.0 %	907
Abroad	0.3 %	81
Others ²⁾	0.7 %	226
Rounding Difference	0.1 %	– 1
ADC (annual average)	100.00 %	30,334

1) Source: IVW report on circulation, 2nd quarter 2025
2) Others = not analysed copies (e. g.: copies for fairs and events, book stores, individual copies sold, Postbox ZIP code in conjunction with federal states, etc.)



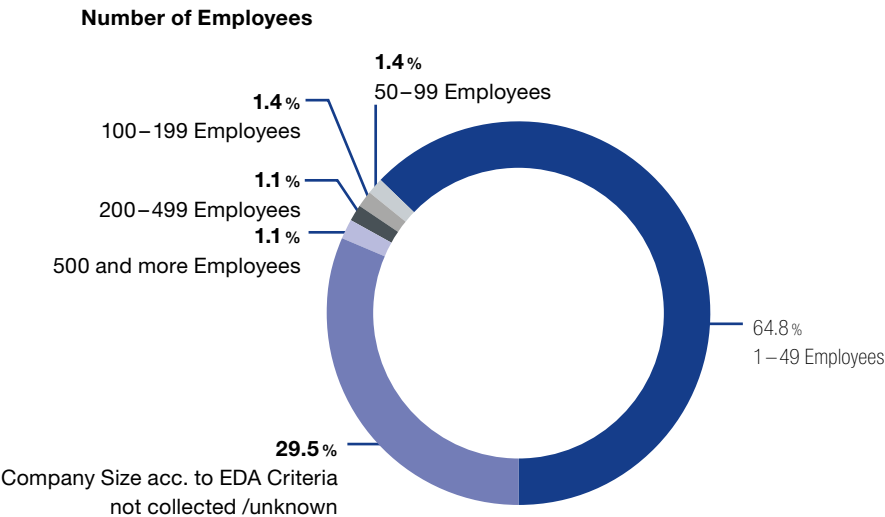
Average number of copies July 1st, 2024 – June 30th, 2025) (according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2024 – II/2025

1 Branches

WZ 2008 Code	Branche	Percentage
26. 27. 28	Processing Industries	11.4 %
35. 351	Electrical Power Stations, Energy and Water Supply	7.1 %
43. 21	Electrical Crafts and Trades, Solar Installers	64.7 %
46	Electrical Wholesale and Retail Sales	1.3 %
84	Organisations, Public Authorities	2.0 %
86	Hospitals, Health Care	0.0 %
85	Education, Science, Research	1.1 %
711	Engineering Consultants, Software, System Integrators	8.4 %
99999	Branches according to EDA not collected	0.3 %
	Other Branches, e. g. individuals / Self-Employed Person	2.9 %
	Others	0.7 %
	Rounding-off Difference	– 0.1 %
Actually Distributed Circulation (ADC)		100.0 %

2 Position of the Recipients

Function of the Personal Recipients	Percentage
Without Personalisation	66.1 %
Senior Management	0.0 %
Supervisory Board/ Advisory Board	0.3 %
Branch Management, Plant Management, Operations Management	13.7 %
Department Management, Division Management	0.0 %
Assistance/ Secretariat	0.1 %
Project Management	15.7 %
Specialist	2.6 %
Department (without person)	0.7 %
Others	0.9 %
Rounding-off Difference	0.0 %
Actually Distributed Circulation (ADC)	100.0 %



O-1



1 Web Address:	www.building-and-automation.de
2 Short Summary:	The related online portal of the journal "building & automation" offers a valued combination of sound technical and economical coverage of the electrical engineering and automation in residential and business buildings with its professional articles, product and branch-related news. All relevant information is offered in seven thematic areas. In the "Online Kiosk" are the journals published. Magazine previews, job offers, upcoming events and the b&a Newsletter are also part of the website. The selections "Special" and "Training" complement the offering. High-quality content and recurrent users are an essential reason for your placement of a banner or online job offer on our portal. For the field of renewable energies we provide our special web portals www.sonnewindwaerme.de and www.sunwindenergy.com (cf. Media Kit for SONNE WIND & WÄRME).
3 Target Group:	Professional electricians in work shops and the industry, designers and wholesale traders dealing with electric components.
4 Publishing House:	VDE VERLAG GMBH Kaiserleistraße 8A 63067 Offenbach Germany www.vde-verlag.de
5 File Formats:	GIF, JPG, HTML5 (without inclusion of any cookies), incl. fallback-GIF, max. 40 kB per file
6 Delivery Deadline	7 days before start of campaign With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense. On delivering your files we need the following data: • customer name • campaign name • contact for questions/check back • Target-URL/Click-URL • Alt-Text/Title-Text (optional) Reporting: You can request an evaluation of ad impressions and ad clicks.

**Delivery Address**

Please send your advertising material/files for your campaign to the following address:
anzeigen@vde-verlag.de

**Editors**

Dipl.-Ing. Ronald Heinze
Editor-in-Chief
Dipl.-Ing. Markus Hohl
Tel.: +49 69/84 00 06-13 31
building-automation@vde-verlag.de

**Contact**

Leonie Ströver
Phone: +49 69/84 00 06-13 42,
leonie.stroeuer@vde-verlag.de

**Online Advertising**

Olaf Schneider
Head of Sales and Advertising
Phone: +49 69/84 00 06-13 40
olaf.schneider@vde-verlag.de



O-P / O-F

1 Advertising Sizes and Prices	Format/ Placement	Width × Height in Pixel	Price in €
	Billboard	960 × 250 (Mobiles: 320 × 50)	2,850
	Super Banner	728 × 90 (Mobiles: 320 × 50)	1,150
	Wide Skyscraper	160 × 600 (Mobiles: 320 × 50)	1,600
	Medium Rectangle	300 × 250	1,250
	Fullbanner Top	468 × 60	700
	Fullbanner Base	468 × 60	650
	Text Ad		1,350
	Text Ad Feed (incl. Text Ad)		2,200
Text Ad (as Banner) • Headline: max. 100 characters (incl. spaces) • Preview image: 1320 × 904 px (JPEG PNG max. 200 kB) • plus target link/URL Text Ad Feed (as News)* • Headline: max. 100 characters (incl. spaces) • Teaser text: max. 300 characters (incl. spaces) • Short Teaser: max. 156 characters (incl. spaces) • Content text: max. 1,500 characters (incl. spaces) • Target link/URL • Keywords: 5 – 7 Keywords (what the text is about) • Preview image: 1320 × 904 px (JPG PNG max. 200 kB) • Image caption: max. 220 characters (incl. spaces) and image source <i>*Unlimited access within the archive. No repetitive content.</i>			
	Job Advertisement „Premium-Jobs“	term: 2 months www.smart-production.de	1,100
	Whitepaper	3 months 6 months 12 months	800 1,150 1,600

2 Discounts:

-

3 Sections:

- News
- Topics
- b&a Magazine
- Newsletter
- Specials
- Further Education

The Banners (with the exception of Fullbanner Base) are placed "run of site" exclusively without rotation! On building-and-automation.de you can place, most of the ad formats of the "Universal Ad Package" along common ad formats.

**Metrics****1 Control**

-

2 Metrics

On request

**Terms of Payment/Bank Accounts**

Weberbank Actiengesellschaft, Berlin,
IBAN DE 36 1012 0100 6123 5490 39,
SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,
IBAN DE 78 1002 0890 0002 6683 86
SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days.

The Publisher reserves the right to demand advances from new customers.

N-1



1 Name	building & automation-Newsletter																															
2 Short Summary	The Newsletter building & automation is delivered twelve times per year with thematic focusses and prior to important fairs and trade shows, informing readers of new products and trends in their industries and thus enabling them to make well-founded decisions on investments or to plan their visits of fairs and trade shows more efficiently.																															
3 Target group	Professional electricians in work shops and the industry, designers and wholesale traders dealing with electric components.																															
4 Frequency	12 times per year Deadline for Ads: 7 days prior to publication date																															
Publication Dates:	<table><tr><th>Issue</th><th>Date</th><th>Issue</th><th>Date</th></tr><tr><td>1/2026</td><td>13.01.2026</td><td>7/2026</td><td>07.07.2026</td></tr><tr><td>2/2026</td><td>03.02.2026</td><td>8/2026</td><td>04.08.2026</td></tr><tr><td>3/2026</td><td>03.03.2026</td><td>9/2026</td><td>01.09.2026</td></tr><tr><td>4/2026</td><td>07.04.2026</td><td>10/2026</td><td>06.10.2025</td></tr><tr><td>5/2026</td><td>05.05.2026</td><td>11/2026</td><td>03.11.2026</td></tr><tr><td>6/2026</td><td>02.06.2026</td><td>12/2026</td><td>01.12.2026</td></tr></table>				Issue	Date	Issue	Date	1/2026	13.01.2026	7/2026	07.07.2026	2/2026	03.02.2026	8/2026	04.08.2026	3/2026	03.03.2026	9/2026	01.09.2026	4/2026	07.04.2026	10/2026	06.10.2025	5/2026	05.05.2026	11/2026	03.11.2026	6/2026	02.06.2026	12/2026	01.12.2026
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6/2026	02.06.2026	12/2026	01.12.2026																													
5 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8 A 63067 Offenbach Germany www.vde-verlag.de																															
6 File Formats	JPG, GIF (not animated), max. 40 kB (72 dpi RGB picture files) Please specify your target URL/link on delivery (e. g. your website)!																															
7 Format of the Newsletter	HTML, Text																															
8 Delivery Deadline	7 days before start of campaign With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense. On delivering your files we need the following data: • customer name, • campaign name, • contact for questions/check back, • Target-URL/Click-URL, • Alt text/Title text (optional, only for the html Email)																															

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**Editors**

Dipl.-Ing. Ronald Heinze
Editor-in-Chief
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Tel.: +49 69/84 0006-1331
building-automation@vde-verlag.de

**Contact**

Leonie Ströver
Phone: +49 69/84 0006-1342
leonie.stroeuer@vde-verlag.de

**Online-Advertising**

Olaf Schneider
Head of Sales and Advertising
Phone: +49 69/84 0006-13 40
olaf.schneider@vde-verlag.de



1 Advertising Sizes and Prices Newsletter Announcement (HTML Email)	Format	Width × Height in pixel	Price in €
	Billboard	600 × 250	1,800
	Native Billboard	Picture: 600 × 250 Text: Headline max 55 char. Text max 475 char.	2,250
	Native Teaser	Picture: 275 × 135 Text: Headline max 55 char. Text max 375 char.	1,100
	Fullbanner	468 × 60	1,000
	Medium Rectangle	300 × 250	1,100

Terms of Payment/Bank Accounts

Weberbank Actiengesellschaft, Berlin,
IBAN DE 36 1012 0100 6123 5490 39,
SWIFT/BIC WELADED1WBB
UniCredit Bank AG, Berlin,
IBAN DE 78 1002 0890 0002 6683 86,
SWIFT/BIC HYVEDEMM488



Payments are due in full within 30 days.
The Publisher reserves the right to demand
advances from new customers.



Metrics

1 Subscribers	Professional electricians in work shops and the industry, designers and wholesale traders dealing with electric components.
2 Distribution	1.847 recipients (as of: August 2025)
3 Discounts	-

General Terms of Business of VDE VERLAG GMBH

for advertisements and third party inserts in magazines and books and for online advertising

1. Area of Application

Insofar as nothing else is expressly confirmed in writing by VDE VERLAG GMBH ("the Publisher") all contractual relationships of each of the Publisher's customers with the Publisher are governed solely by the following General Terms of Business. They are also solely binding when conflicting general terms of business of the Customer's have not been explicitly rejected by the Publisher.

2. Definitions

- 2.1. An advertisement is any promotional publication in printed materials or online offers of the Publisher.
- 2.2. An advertising order is a contract for publication of one or more advertisements of an advertiser or other person placing them on an online offer or in printed materials of the Publisher for the purpose of distribution. To become effective, such a contract must be confirmed in writing by the Publisher.
- 2.3. A standard advertising contract is one with a term of 12 months.
- 2.4. Online advertising is, for example, advertising banners, pop-ups, white papers, webcasts, microsites, webinars, special interest and/or keyword placements on the Publisher's online offers and in its electronic newsletters.

3. Rebates

Rebates on contracts with term of 12 months are based on the actual published scope of the advertisements during the 12 month period, insofar as the Publisher is not responsible for deviations from the agreed scope. In such a case the Customer shall pay the difference between the rebate granted in advance and the rebate as based on the actual scope of advertising.

4. Placement

- 4.1. The Customer shall notify the Publisher in good time before the closing time for advertisements in the event that advertisements, inserts and other supplements are to be published in particular numbers, particular editions or in particular places of printed matter.
- 4.2. Such a notification is made in good time if, assuming a normal course of business, the Customer can still be notified in writing in the event that the Customer's request cannot be carried out.
- 4.3. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher's free discretion.
- 4.4. If the Customer decides that contrary to the original order an advertisement is not to appear in a preferred location, then the Customer must notify the Publisher of this in writing at least 6 weeks before closing time for advertisements.
- 4.5. Online advertising is placed by the Publisher at its equitable discretion with due consideration given to the interests of the Customer. Insofar as nothing else is agreed, the Customer does not have a right to a particular placement within the Publisher's online offers or newsletters.

5. Contents and Arrangement

- 5.1. The Publisher is entitled to refuse to publish advertisements, inserts or other supplements, as well as online advertising, because of its contents, its origin or its technical form, insofar as its contents violate applicable law or public morals or publication would be unreasonable for the Publisher. A publication is unreasonable for the Publisher if, for example, inserts or other supplements can give readers the impression, through their form or design, that these are parts of the printed matter for which the Publisher is responsible, or, if they contain advertising from any third party. The Customer will be notified of any such refusal to publish.
- 5.2. The publication of inserts and other supplements presupposes in principle that a sample has been submitted in advance.
- 5.3. Online advertising must be delivered by the Customer in accordance with the technical requirements of the Publisher no later than the deadline agreed in the order. The Publisher does not check whether or to what extent the advertising materials provided by the Customer are suitable for the Customer's advertising purpose and are in keeping with the Customer's needs. In the case of online advertising which due to its technical design allows collection and storage of usage data, the Customer assures that all such collection and storage of data is done in accordance with the statutory requirements (particularly those of the EU's General Data Protection Regulation (GDPR)).
- 5.4. Advertisements and online advertising which due to their editorial design cannot be recognized as such can be made recognizable as such by a clear notice such as "Advertisement" that is added by the Publisher.
- 5.5. The Customer warrants that the advertising materials supplied by the Customer as well as any linked target sites do not violate applicable law, and do not compromise or violate any rights of any type of any third party. In particular, the Customer warrants that the advertising materials are designed so that (a) the impression of a system message cannot arise and (b) all functional elements (e.g. search screens, pop-up menus, selection boxes) can actually be activated.
- 5.6. The Customer is responsible for timely delivery of printing materials. The Publisher's obligation to keep printing materials expires three months after the advertisement was published.
- 5.7. If the Customer does not notify the publisher of any dimensions for the advertisement, the Publisher will execute it in the smallest format that is possible.
- 5.8. The Customer assures that it is the holder of all required usage and exploitation rights to the advertisements and grants the Publisher a usage right to the advertising materials that is simple, non-exclusive, non-transferable, worldwide, and limited in time to the period and in contents to the purpose of the contract. The Customer agrees to indemnify the Publisher upon first demand of all claims of third parties that assert a violation of rights and to render the Publisher compensation for all disadvantages and damages the Publisher sustains in this connection.

6. Publisher's Warranty and Liability

- 6.1. The Publisher warrants the print quality customary for orders of the type in question, in the context of the possibilities prescribed by the printing materials. If the printed advertisement is entirely or partially illegible, incorrect or incomplete, and if the Publisher is responsible for this, then the Customer shall have a right, as the Customer may choose, to a reduction in the price of the advertisement or to a replacement advertisement unless a replacement advertisement would be possible only at disproportionate costs.
- 6.2. The Publisher shall place online advertisements during the agreed period of time and keep the relevant websites available. The Publisher warrants that the website(s) on which online advertisements appear are available at least 161 hours per week. If, during the period of the contract, this availability stays behind what is contractually agreed, then the Customer shall be entitled to a reasonable reduction of the price. This does not apply if the inferiority of performance is insignificant.
- 6.3. The liability of the Publisher for compensation for damages is limited to intention and gross negligence, insofar as there is no loss of human life, bodily injury or damage to health and insofar as there is no violation of essential contractual obligations. In cases of slightly negligence violations of essential contractual obligations, the Publisher is liable only for the amount of damages that are typical of this type of contract and that could be foreseen when the contract was concluded. Liability of the Publisher for slightly negligent violations of non-essential obligations is barred.
- 6.4. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions lie within the Publisher's sphere of responsibility.

7. Proofs

Proofs are delivered only at the express request of the Customer. The Customer bears the risk that proofs are not delivered in time and that returned corrected proofs are not correct. If the corrected proofs are not received by the Publisher within the period of time specified by the Publisher, then permission to print will be deemed to have been granted when this period of time for receiving corrected proofs has expired.

8. Specimen Copies

After publication, the Customer shall receive a complete copy as documentary evidence. With job and occasional advertisements, the page on which the advertisement appeared will be sent as documentary evidence. If it is no longer to procure a specimen copy, the Publisher will certify in writing that the advertisement was published.

9. Prices

- 9.1. All prices are stated as net prices in addition to which the applicable statutory value added tax is to be paid.
- 9.2. Price changes that occur during the period of a 12 month contract with a company go into effect immediately, insofar as nothing else was already agreed.
- 9.3. The preparation of drawings, printing materials and significant changes in submitted printing materials are charged at cost.
- 9.4. Insofar as nothing else is agreed, online advertising is offered at monthly fixed prices. The Publisher does not guarantee particular levels of click rates, ad impressions, leads or other access statistics.

10. Review of Online Advertising

When online advertising is broadcast for the first time, the Customer will review it without delay for proper placement and report any errors to the provider within three working days. Online advertising to which no objections are raised within this period is deemed to have been accepted.

11. Cancellation of advertisements and online advertising

- 11.1. Commissioned advertisements and online advertising can be canceled before the agreed start of placement. Cancellation must be made in writing.
- 11.2. Preferred ad placements can be canceled free of charge up to 2 weeks before the advertising deadline and front pages can be canceled free of charge up to 4 months before the advertising deadline.
- 11.3. Cancellation of online advertising up to 8 weeks before the start of placement is free of charge. If canceled within 8 weeks before the start of placement, the publisher is entitled to charge the following cancellation costs:
 - 50% of the net order value if canceled 8 weeks or more before the start of placement;
 - 75% of the net value of the order in the event of cancellation from 4 weeks before the start of placement;
 - 100% of the net order value if canceled 1 week or more before the start of placement.

12. Reduced Print Runs

A reduced print run constitutes a defect that justifies a price reduction only if the shortfall is 20 % or more with a print run of up to 50,000 copies. Then the price reduction is proportional to the shortfall.

13. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

14. Payment Default

- 14.1. If payment is not received within 30 days after the date of first appearance, then the Customer enters payment default even if there is no reminder. In a case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euros. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers which are entrepreneurs are also charged default interest in the amount of 9 % above the base interest rate.
- 14.2. If the Customer is in payment default, the Publisher reserves the right to make further appearances of advertisements dependent on payment of advances even during an ongoing standard advertising contract.

15. Applicable Law and Place of Jurisdiction

- 15.1. This contract is governed by the law of the Federal Republic of Germany.
- 15.2. The place of fulfillment and jurisdiction for business with merchants, legal entities of public law and public law special funds is the legal domicile of the Publisher. If the place of residence or usual abode of the Customer is not known when litigation is filed or if the Customer has moved his, her or its residence or place of usual abode to a location outside the area of applicability of the ZPO (German Code of Civil Procedure), then it is agreed that the place of jurisdiction is the legal domicile of the publisher.

16. Data Processing

During the course of its business activity the Publisher uses a data processing system to process customer data in the framework prescribed by the EU's General Data Protection Regulation (GDPR) as permissible. A data protection officer has been appointed by the Publisher.

17. Other Regulations

The publisher does not take part in alternative dispute resolutions in front of consumer conciliation boards.

Media Consulting



Olaf Schneider
Head of Sales and Advertising
Phone: +49 69/84 00 06-13 40
olaf.schneider@vde-verlag.de



Susanne Ney
Key-Account-Managerin
Phone: +49 69/84 00 06-13 44
susanne.ney@vde-verlag.de



Tammy Rößler
Media Consulting
Phone: +49 69/84 00 06-13 41
tammy.roessler@vde-verlag.de

Editorial Department



Ronald Heinze
Editor-in-Chief
Phone: +49 69/84 00 06-13 00
ronald.heinze@vde-verlag.de



Markus Hohl
Editor
Phone: +49 69/84 00 06-13 22
markus.hohl@vde-verlag.de

Order Management, Marketing & Media Partnership



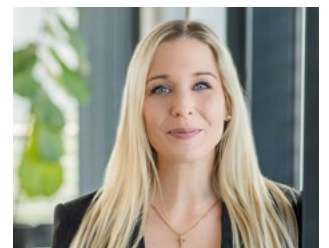
Leonie Ströver
Order Management
Phone: +49 69/84 00 06-13 42
leonie.stroever@vde-verlag.de



Oliver Nitschke
Order Management
Phone: +49 69/84 00 06-13 56
oliver.nitschke@vde-verlag.de



Claudia Schilling
Marketing
Phone: +49 69/84 00 06-13 62
claudia.schilling@vde-verlag.de



Caroline Metzger
Marketing
Phone: +49 69/84 00 06-13 82
caroline.metzger@vde-verlag.de

VDE VERLAG GMBH
Kaiserleistraße 8A
63067 Offenbach

Phone: +49 69/84 00 06-13 40, -13 41 or -13 44
anzeigen@vde-verlag.de
www.vde-verlag.de

Subject to price changes and errors. Delivery and Payment terms of VDE VERLAG apply.