

DIGITAL FACTORY JOURNAL

The Magazine for Digital Transformation,
Industrie 4.0, and IoT



DIGITAL FACTORY JOURNAL

The brand Digital Factory Journal includes the following products:

- the professional journal Digital Factory Journal: the first printed journal dealing exclusively with topics focusing on Industrie 4.0, IoT, cloud and digitalization of production
- the www.digital-factory-journal.de channel on the smart-production.de portal,
- the Digital Factory Newsletter and special Newsletters,
- the Digital Factory Podcast „Kassiopeia und die Future Fab“ and
- the virtual webinar formats Digital Factory Business Talk and Best of Day





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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



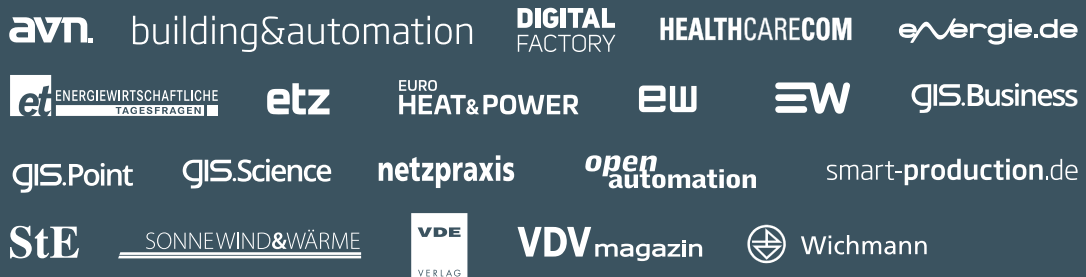
Events

Trade fairs, congresses, exhibitions and sponsorship



Agency services

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

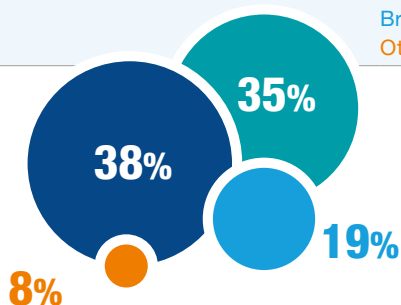




1

1 Title	Digital Factory Journal The Magazine for Industrie 4.0 and IoT		
2 Short Summary	The professional magazine Digital Factory Journal reports with great journalistic competence about the whole field of Industrie 4.0, IIoT and the overall digitalization. That means: it focuses on the complete value chain – starting with design & planning, via automation, manufacturing and industrial communication to cloud solutions and industrial security. Ready-to-use solutions and new business models are especially highlighted. The Digital Factory Journal accompanies its readers on their path of digital transformation.		
3 Target Group	The Digital Factory Journal is aimed at the technical management interested in the profitable implementation of digital solutions and Industrie 4.0. The focus also lies on those responsible for the production-related IT, plant planners as well as service and maintenance engineers. They all get useful informationen, to make their plants ready for Industrie 4.0.		
4 Publication Frequency	5 times per year		
5 Size of Journal	DIN A4 (210 mm × 297 mm)		
6 Volume	11 th Volume 2026		
7 Subscription Rates	Subscription € 64,00* Single copy € 15,00*		
8 Organ	—		
9 Memberships	IVW, AMF, Media Database of the German Trade Press		
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.: +49 69/84 00 06-13 40 olaf.schneider@vde-verlag.de		
13 Editors	Dipl.-Ing. Ronald Heinze, Chefredakteur Dipl.-Ing. Inge Hübner Tel.: +49 69/84 00 06-13 31 dfj@vde-verlag.de		
14 Content Analysis 2024 = 5 Issues	Total Volume	312 pages =	100.0 %
	Editorial Part	207 pages =	66.3 %
	Advertisements	105 pages =	33.7 %
	thereof:		
	Publisher’s own ads	16 pages =	5.1 %
	Inserts	2	
15 Content Analysis of the Editorial Part 2024 = 207 pages	By type of contribution:		
	Application-oriented articles:	38 %	
	Interviews and trend reports:	35 %	
	Brief reports	19 %	
	Other:	8 %	

* plus postage





Issues	Product Design & Production Planning	Automation, Robotic & Manufacturing	IT/OT-Communication	Big Data, KI & Cloud Solutions	Fairs and Events
1 PD: 03.03.26 AC: 10.02.26 ED: 12.01.26	Use of Digital Twins in the Manufacturing Environment Digital Engineering & MBSE Variant Management Production Planning with Advanced Analytics Digital Tracking & Tracing	Green Automation & Energy Efficient Drive Solutions Innovative Product Transport Systems Remote Control & Assistance Smart Sensors Functional Safety Industrial Operating System Platforms	Wireless Standards & Protocols Edge & Embedded Computing IIoT Gateways IT-OT Convergence Containerization and Connectivity Stacks	Generative AI in Production: Assistance Systems, Code Generation, Documentation Cyber Security Apps & Services for Process Optimisation Digital Platforms & IIoT Ecosystems	All About Automation Friedrichshafen, 10. – 11.03.2026 Embedded World Nuremberg, 10. – 12.03.2026 MSR-Spezialmesse Frankfurt/M., 18.03.2026 Logimat Stuttgart, 24. – 26.03.2026
Special: Next-Gen Robotics: flexible, mobile, smart					
2 PD: 14.04.26 AC: 20.03.26 ED: 20.02.26	MES and MOM are optimizing the Production Processes Digital Twin & Digital Passport Virtual Start of Operation & 3D Planning Sustainable Design & Circular Engineering	Smart Drive and Motion Control Solutions Solutions for the Sustainable Factory Decentralised Automation Modern Operating and Visualisation Solutions Robotics 2026+ – Mobile, Collaborative, AI-Supported Modular Machines	Simple and Secure Methods: „From Sensor to Cloud“ Ethernet up to the Field: SPE and APL Smart IO Components Efficient Edge Gateways and Controllers	Condition Monitoring & Predictive Maintenance Containerization and Virtualization Industrial & Secure Data Spaces Low Code/No Code Industrial Metaverse	Hannover Messe Hanover, 20. – 24.04.2026 MSR-Spezialmesse Bochum, 06.05.2026 All About Automation Heilbronn, 06. – 07.05.2026 Interpack Düsseldorf, 07. – 13.05.2026
Special openautomation und Digital Factory Journal: Industrial Security					
3 PD: 02.06.26 AC: 08.05.26 ED: 08.04.26	Virtual Factory Planning Digital Engineering & MBSE PLM, PDM, DMS in the Focus Supply-Chain Planning Digital Tracking & Tracing	Secure & Sustainable Manufacturing Connected sensors and vision systems Functional Safety Smart Energy Monitoring and Management Industrial Robots & Cobots – easy to use	Plug-and-work Edge Devices Communication Standards and Protocols (from IO-Link to OPC UA) IT-OT Convergence Infrastructure Components for the DC Industry	Industrial AI in Practice – Between Hype and Reality AI in the Field of Robotics Big Data Analytics & Advanced Data Processing Cyber Security	All About Automation Hamburg, 03. – 04.06.2026 Straubing, 10. – 11.06.2026 The Battery Show Europe Stuttgart, 09. – 11.06.2026 Automatisierungstreff Heilbronn, 16. – 17.06.2026 MSR-Spezialmessen Halle (Saale), 17.06.2026 Ludwigshafen, 16.09.2026 Best of Digital Factory Day (Online Event of VDE VERLAG), July 2026
Special: Automation and Digitization Solutions for Battery Production					



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Ausgabe	Product Design & Production Planning	Automation, Robotic & Manufacturing	IT/OT-Communication	Big Data, KI & Cloud Solutions	Messen und Veranstaltungen
4 PD: 29.09.26 AC: 08.09.26 ED: 07.08.26	Administration Shell and Digital twin Sustainable Design & Circular Engineering CAD/CAM and Integrated Tool Chains ERP for Production Control Simulation Tools	Making Existing Systems IIoT-Compatible Innovative Product Transport Systems Drives & Motion Control Remote Control & Assistance Decentralized Automation Advanced Robotics & Cobots	Optimal Machine Connection to the Cloud Wireless Standards & Protocols Efficient IIoT Gateways and Controllers Network Security	Visual KI & Computer Vision Cloud and On-Premises-Solutions Data Governance & Cybersecurity Industrial Apps und Microservices Industrial Metaverse	Vision Stuttgart, 06. – 08.10.2026 Motek Stuttgart, 06. – 08.10.2026 it-sa Nuremberg, 27. – 29.10.2026 Best of Automation Day with Focus on Industrial Security (Online Event of VDE VERLAG), November 2026
Special openautomation und Digital Factory Journal: Industrial Security					
5 PD: 13.11.26 AC: 23.10.26 ED: 23.09.26	Virtual Start of Operation & 3D Planning Digital Engineering & MBSE Digital Twin & Digital Passport Tracking & Tracing MES and APS in the Fokus	Functional Safety Modern Control and Visualization solutions Energy-efficient Drive Solutions Networked Sensors and Vision Systems Industrial Operating System Platforms Modular Machines	Embedded & Edge Computing IT-OT Convergence Optimal Communication Standards (IO-Link, TSN, SPE, APL, OPC UA, MQTT, ...) Smart IO Components Flexible Ethernet Switches	Predictive and Prescriptive Maintenance Low Code/No Code Industrial & Secure Data Spaces Industrial Security Containerization and Virtualization AI agents in Production and Engineering	Formnext Frankfurt/M., 17.11. – 20.11.2026 SPS – Smart Production Solutions Nuremberg, 24.11. – 26.11.2026
Special: Sustainable Factory Enablers					

Regular Topics

Product Design & Production Planning

PLM, SCM, ERP, MES, CAx, Simulation, Virtualization, Design, Engineering, Lifecycle Data Management, machine data acquisition, operational data collection, Production Planning and Control, Data Exchange Formats (eCI@ss, UMCM, ...).

Automation, Robotic & Manufacturing

Control Technology, CNC, Sensor Technology, RFID, Actuator Technology, Drive Technology, Scada/HMI, Embedded Computing, Cyber-Physical Systems, 3D Printing, Additive Manufacturing, Robotics, Energy Efficiency, Energy Management, Remote Control, Mobile Devices, Augmented Reality, Safety Automation.

IT-OT Communication

Smart Grids, Infrastructure Components, Switches, Gateways, Router, Industrial Ethernet Systems, Data Exchange Formats (AutomationML, OPC UA, MQTT, ...), Wireless Communication, Security, Fieldbuses.

Big Data, KI & Cloud Solutions

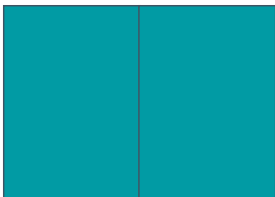
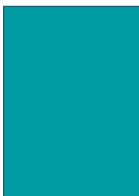
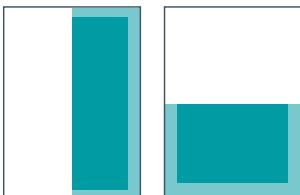
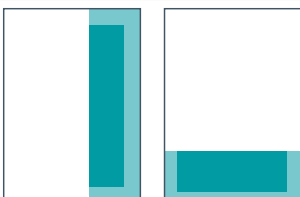
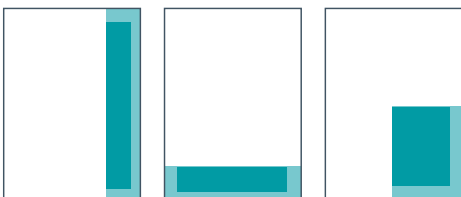
Big Data, Smart Data, Data Portals, Data Security, Cloud Solutions, Artificial Intelligence, GenAI, Data Analytics, Condition Monitoring, Predictive Maintenance, Fleet Management Systems, Connected Services, New Business Models.



Thema	Ausgabe				
	1	2	3	4	5
AI (generative KI, LLM, ML, Deep Learning, ...)	✓	✓	✓	✓	✓
All About Automation	✓	✓	✓		
Automatisierungstreff			✓		
Battery Show Europe, The			✓		
Best of Automation-Day				✓	
Best of Digital Factory Day			✓		
Communication Standards (wired or wireless)	✓	✓	✓	✓	✓
Condition Monitoring, Predictive & Prescriptive Maintenance		✓	✓	✓	✓
Containerization	✓				✓
Control/Remote Control/Virtual Control	✓		✓	✓	✓
Data Spaces		✓			✓
Decentralised Automation		✓		✓	
Digital Engineering & MBSE	✓		✓		✓
Digital Twins & Digital Product Passport	✓		✓	✓	✓
Drives & Motion	✓	✓		✓	✓
electronica					✓
Embedded Computing, EdgeComputing, EdgeDevices, EdgeAI	✓	✓	✓	✓	✓
Embedded World	✓				
Formnext					✓
Green Factory/Sustainability	✓	✓	✓	✓	✓
Hannover Messe		✓			
HMI, Mobile Devices/AR/VR		✓			✓
I4.0 Infrastructure Components	✓	✓	✓	✓	✓
IIoT and Cloud Platforms	✓			✓	
IIoT/Edge-Gateways & Controller	✓	✓	✓	✓	✓
Industrial Metaverse		✓		✓	
Industrial und Cyber Security	✓	✓	✓	✓	✓
IT-OT Convergence	✓		✓		✓
it-sa				✓	
Logimat	✓				
MES, MOM, ERP, PLM, APS		✓	✓	✓	✓



Thema	Ausgabe				
	1	2	3	4	5
Modular Machines		✓			✓
Motek				✓	
MSR Spezialmesse	✓		✓		
No Code/Low Code		✓			✓
Operating System Platforms	✓				✓
Robotics	✓	✓	✓	✓	✓
Safety/Functional Safety	✓		✓		✓
Sensors, Image Processing	✓	✓	✓		✓
Simulation/Factory Planning/Virtual Start of Operation	✓	✓	✓	✓	✓
Smart IO Components		✓			✓
SPS – Smart Production Solutions					✓
Tracking & Tracing	✓	✓	✓		✓
Transport Systems		✓		✓	
Variant Management	✓				
Virtualization	✓				✓

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 × 197	11,250
			2/1	-	420 × 297	13,550
			1/1	170 × 248	210 × 297	8,750
			Juniorpage	125 × 186	150 × 210	5,950
			1/2	horizontal: 82 × 248 vertical: 170 × 121	horizontal: 107 × 297 vertical: 210 × 148	5,250
			1/3	horizontal: 53 × 248 vertical: 170 × 78	horizontal: 78 × 297 vertical: 210 × 103	3,750
			1/4	horizontal: 38 × 248 vertical: 170 × 57 standard: 82 × 121	horizontal: 52 × 297 vertical: 210 × 82 standard: 107 × 146	2,950
			1/8	horizontal: 38 × 121 vertical: 170 × 26 standard: 82 × 57	horizontal: 52 × 146 vertical: 210 × 40 standard: 107 × 82	1,850

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



2	Preferential Placements	Titel Page: (1/1 page 4c)	€ 11,250
		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 197 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: 185 mm x 175 mm)	€ 6,750
		Page 2 and Back Cover: (1/1 page 4c)	€ 9,250
		Inside Back Cover: (1/1 page 4c)	€ 9,050
3	Discounts	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.	
		On purchase within one year, starting with the publication of the first advertisement. Only one discount scale can be applied.	
		Frequency Scale:	2 x 3 % 3 x 6 % 5 x 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 14 and 15 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 40
olaf.schneider@vde-verlag.de

Terms of Payment/Bank Accounts

Weberbank Actiengesellschaft, Berlin,
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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
1 ED: 03.03.26 AC: 10.02.26	IoT Gateways Industrial PC/Edge Computing
2 ED: 14.04.26 AC: 20.03.26	Industrial Ethernet Manufacturing IT solutions
3 ED: 02.06.26 AC: 08.05.26	Robotics Safety & Security
4 ED: 29.09.26 AC: 08.09.26	IIoT solutions Edge Computer/Edge Controller
5 ED: 13.11.26 AC: 23.10.26	Single Pair Ethernet solutions IoT Gateways

Further topics upon request.



Your Advantages with Product Advertorial PLUS

- 1/4 product ad in digital factory journal
- Navie Teaser in digital factory journal-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**



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. 21).

[illegible]



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.stroeuer@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.

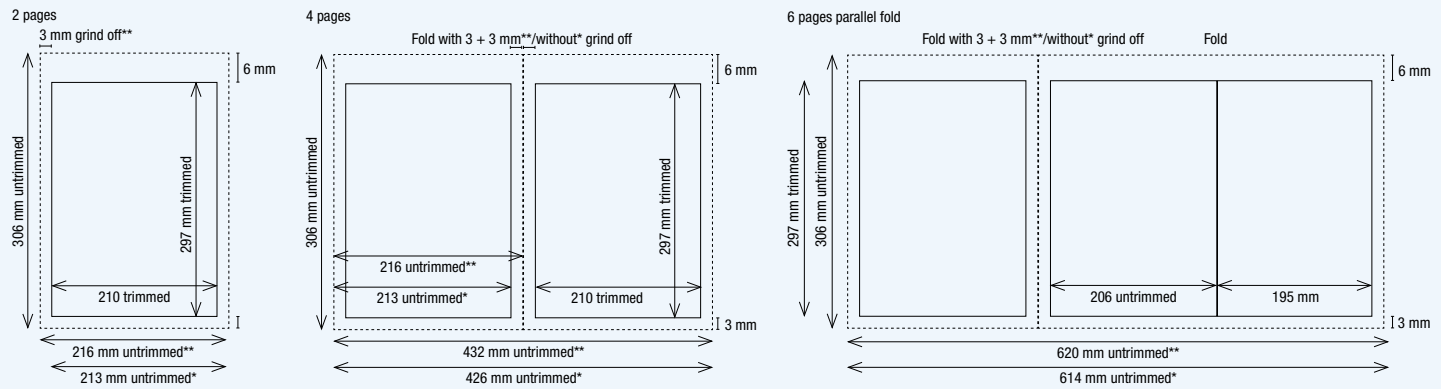
We are not able to modify or correct any Postscript files.

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	19,500 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 'Digital Factory Journal' Edition ... (No.)" to:

Buch- u. Offsetdruckerei H. Heenemann GmbH & Co. KG,
Bessemerstr. 83-91
12103 Berlin





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	19,500 copies
Delivery Date	Up to 8 days after the deadline for advertisements, see schedule and editorial calendar.
Format	Maximum 205 mm wide × 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:

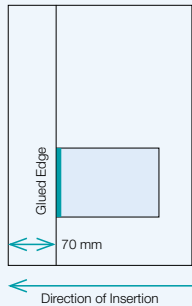
Delivery of the inserts by trucks with tail-lift only, freight paid and ready for insertion, with delivery note „For ‚Digital Factory Journal‘ Edition ... (No.)“ to:
Scholz|Direct · Kundenmanagement
Richard Scholz GmbH,
Bessemerstr. 38–42
12103 Berlin



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	19,500 copies

Delivery Address for
Affixed Advertising Media:

Prepaid delivery and ready for insertion, with delivery note „For ‚Digital Factory Journal‘ Edition ... (No.)“ to:
Buch- u. Offsetdruckerei H. Heenemann GmbH & Co. KG,
Bessemerstr. 83–91
12103 Berlin



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	19,000
Actual Distributed Circulation (ADC):	18,622
thereof abroad:	11
thereof late entries from previous reporting periods:	0
Sold Copies ¹⁾ :	29
thereof abroad:	2
• by subscription ¹⁾ :	29
thereof member-copies:	–
• other sales ¹⁾ :	–
• individual copies sold:	–
Free Copies ¹⁾ :	18.144
Surplus, Archive, and Specimen Copies ¹⁾ :	127

3 Geographical Distribution Analysis

Economic Area	Percentage of actual distribution	
	Percentage	Copies
Federal Republic of Germany	99.9 %	18,611
Foreign countries (mainly Austria and Switzerland)	0.1 %	11
Actual Distributed Circulation (ADC)	100.00 %	18,622

4 Classification of the Copies per Region

Federal States	Percentage of actual distribution	
	Percentage	Copies
Baden-Württemberg	21.7 %	4,032
Bavaria	16.6 %	3,096
Berlin	2.7 %	497
Brandenburg	1.7 %	325
Bremen	0.8 %	141
Hamburg	1.4 %	260
Hesse	8.4 %	1,563
Mecklenburg-Western Pomerania	0.8 %	154
Lower Saxony	7.3 %	1,363
North-Rhine Westphalia	20.8 %	3,880
Rhineland-Palatinate	4.2 %	775
Saarland	1.0 %	190
Saxony	4.3 %	805
Saxony-Anhalt	2.0 %	370
Schleswig-Holstein	2.5 %	465
Thuringia	2.3 %	434
Abroad	0.1 %	11
Others ²⁾	1.4 %	260
Rounding Difference	0.0 %	1
ADC (annual average)	100.0 %	18,622

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.)



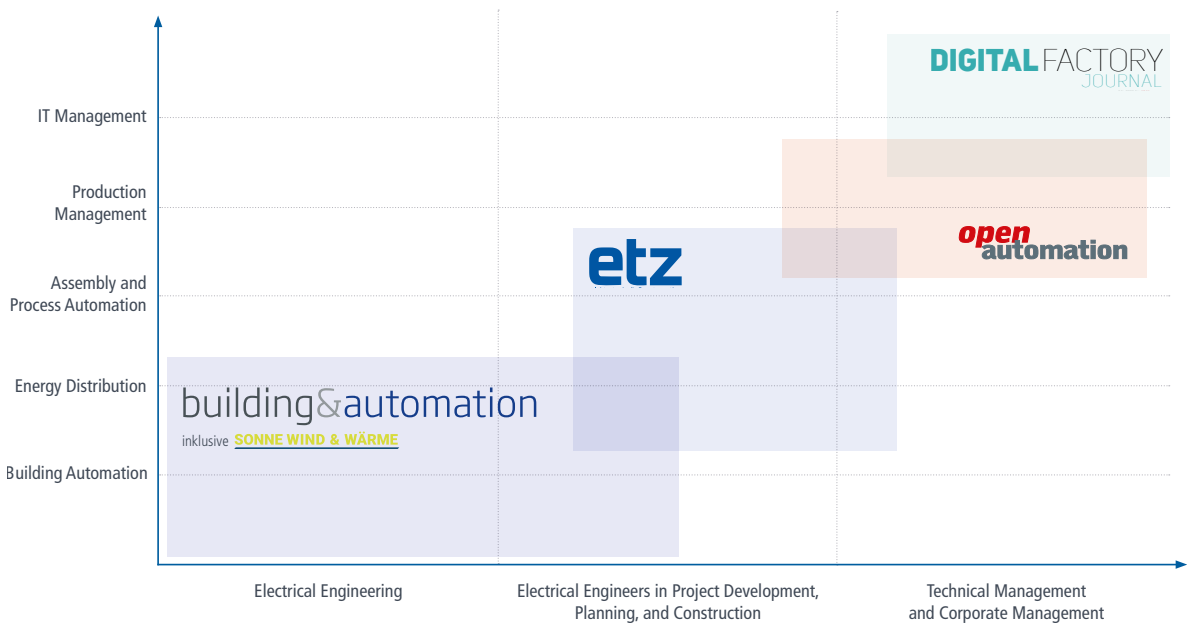
Average number of copies July 1st, 2024 – June 30th, 2025)
(according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2024 – II/2025

1 Branches

WZ 2008 Code	Branche	Percentage
35, 36	Energy Supply. Water Supply. Mining	1.5 %
20, 21	Chemical and Pharmaceutical Industry	3.7 %
24, 25, 251	Metal Production and Processing	4.9 %
26, 27	Electrical Engineering, Electronics	17.8 %
17	Manufacturing of Paper and Cardboard, Print Products	1.1 %
22	Manufacturing of Rubber and Plastic Products	3.3 %
23	Manufacturing of Glass, Ceramic , and Non-Metallic Mineral Products	2.3 %
28, 33	Mechanical Engineering and Plant Construction	18.8 %
29, 30	Automotive Industry	5.4 %
71, 72	Engineering Consultants, Software, System Integrators	7.5 %
10, 11	Food and Beverage	6.6 %
84, 85, Sonstige	Other, Education and Training, Universities, Public Institutions	2.4 %
99999	Branches according to EDA not collected	5.9 %
	Other Branches e.g. Self-Employed Persons	18.9 %
	Rounding-off Difference	– 0.0 %
Actually Distributed Circulation		100.00 %

2 Position of the Recipients

Function of the Personal Recipients	Percentage
Management/ Executive Board	27.2 %
Supervisory Board/ Advisory Board	0.0 %
Branch Management, Plant Management, Operations Management	1.1 %
Department Management, Division Management	28.3 %
Assistance/ Secretariat	0.1 %
Project Management	0.2 %
Specialist	26.0 %
Department (without person)	0.9 %
Without Personalisation	14.7 %
Others	1.4 %
Rounding-off Difference	0.1 %
Actually Distributed Circulation	100.00 %



O-1



1 Web Address:	www.digital-factory-journal.de
2 Short Summary:	www.digital-factory-journal.de is the information platform for everything Industrie 4.0, cloud and digitalization of production. The advantages of digitalization solutions are shown clearly. The web portal enables understanding of the integrated approach of Industrie 4.0 and IoT as well as appreciating its worth. News, which are updated daily, complete the website's goal as all-encompassing information source for digital production. www.digital-factory-journal.de is a channel on the smart-production.de portal
3 Target Group:	www.digital-factory-journal.de is aimed at everyone interested in markets, trends and innovations regarding Industrie 4.0, cloud and digitalization of production. Apart from corporate management, this includes those responsible for production IT, production managers, and plant manufacturers.
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.



Online Advertising

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



Contact

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



Editorial Department

Dipl.-Ing. Ronald Heinze
Editor-in-Chief
Inge Hübner
Phone: +49 69/84 00 06-13 31
dfj@vde-verlag.de



Delivery Address

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



O-F / O-P

1 Advertising Sizes and Prices	Format/ Placement	Width × Height in Pixel	Price in €
	Billboard	960 × 250 (Mobiles: 320 × 50)	3,650
	Super Banner	728 × 90 (Mobiles: 320 × 50)	1,500
	Wide Skyscraper	160 × 600 (Mobiles: 320 × 50)	1,650
	Medium Rectangle	300 × 250	1,350
	Fullbanner Top	468 × 60	750
	Fullbanner Base	468 × 60	700
	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		
	*Unlimited access to the archive. No repetitive content.		
	Job Advertisement „Premium-Jobs“	term: 2 months www.smart-production.de	1,350
	Whitepaper	3 months 6 months 12 months	800 1,150 1,600

2 Discounts: -

3 Sections:

- News
- Newsletter
- Topics (Companies & Branches, Design & Planning, Automation & Manufacturing, Communication & Interfaces, Big Data & Cloud Solutions, Qualification & Standardisation)
- DFJ-Magazine
- Media Center (Podcast)
- Specials (Smart Production Innovation Award, Industrial Metaverse)

The Banners (with the exception of Fullbanner Base) are placed “run of site” exclusively without rotation!
On digital-factory-journal.de you can place, besides common ad formats, most of the ad formats of the “Universal Ad Package”.



Metrics

1 Control	-
2 Metrics	Upon request



Terms of Payment/Bank Accounts

Weberbank Aktiengesellschaft, 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.

1 Name	Digital Factory-Newsletter																															
2 Short Summary	In addition to the online platform and the professional journal Digital Factory Journal, the Digital Factory-Newsletter is published prior to important industry events. The newsletter reports about current trends, news, and solutions regarding industrial IT and Industrie 4.0 in the intervals between printed issues. The newsletters and special newsletters, therefore, constitute an ideal addition to the print issues.																															
3 Target group	The Digital Factory-Newsletter is aimed at the technical management interested in the profitable implementation of Industrie 4.0. The journal offers information to IT managers on how data gathered on the production level can be used as a basis for smart software functions. The focus also lies on facility managers who need to make facilities more efficient and flexible with IT as well as on service and maintenance technicians wishing for automatic self-surveillance of all machines and aiming for more efficiency in maintenance planning.																															
4 Frequency	12 times per year // Deadline for Ads: 7 days prior to publication date																															
Publication Dates: Regular DFJ-Newsletter	<table><tr><th>Issues</th><th>Date</th></tr><tr><td>1/2026</td><td>12.01.2026</td></tr><tr><td>2/2026</td><td>09.02.2026</td></tr><tr><td>3/2026</td><td>09.03.2026</td></tr><tr><td>4/2026</td><td>07.04.2026</td></tr><tr><td>5/2026</td><td>07.05.2026</td></tr><tr><td>6/2026</td><td>08.06.2026</td></tr></table>	Issues	Date	1/2026	12.01.2026	2/2026	09.02.2026	3/2026	09.03.2026	4/2026	07.04.2026	5/2026	07.05.2026	6/2026	08.06.2026	<table><tr><th>Issues</th><th>Date</th></tr><tr><td>7/2026</td><td>07.07.2026</td></tr><tr><td>8/2026</td><td>07.08.2026</td></tr><tr><td>9/2026</td><td>07.09.2026</td></tr><tr><td>10/2026</td><td>07.10.2026</td></tr><tr><td>11/2026</td><td>09.11.2026</td></tr><tr><td>12/2026</td><td>02.12.2026</td></tr></table>	Issues	Date	7/2026	07.07.2026	8/2026	07.08.2026	9/2026	07.09.2026	10/2026	07.10.2026	11/2026	09.11.2026	12/2026	02.12.2026		
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12/2026	02.12.2026																															
NEW: From 2026 onwards 12 times a year!																																
Special edition newsletters: Industrial Security	<table><tr><th>Issues</th><th>Date</th></tr><tr><td>IS 1/2026</td><td>29.04.2026</td></tr><tr><td>IS 2/2026</td><td>19.11.2026</td></tr></table>	Issues	Date	IS 1/2026	29.04.2026	IS 2/2026	19.11.2026																									
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Special edition newsletters: The Sustainable Factory Enabler	<table><tr><th>Issues</th><th>Date</th></tr><tr><td>SFE 1/2026</td><td>30.01.2026</td></tr><tr><td>SFE 2/2026</td><td>13.04.2026</td></tr></table>	Issues	Date	SFE 1/2026	30.01.2026	SFE 2/2026	13.04.2026	<table><tr><th>Issues</th><th>Date</th></tr><tr><td>SFE 3/2026</td><td>25.09.2026</td></tr><tr><td>SFE 4/2026</td><td>17.11.2026</td></tr></table>	Issues	Date	SFE 3/2026	25.09.2026	SFE 4/2026	17.11.2026																		
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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																															
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)																															



Online-Advertising

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



Contact

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



Editorial Department

Dipl.-Ing. Ronald Heinze
Editor-in-Chief

Inge Hübner
Phone: +49 69/84 0006-1331
dfj@vde-verlag.de



Delivery Address

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anzeigen@vde-verlag.de



N-F / N-P

1 Advertising Sizes and Prices Newsletter Announcement (HTML Email)	Format	Width x Height in pixel	Price in €
	Billboard	600 x 250	3,500
	Native Billboard	Picture: 600 x 250 Text: Headline max 55 char. Text max 475 char.	3,700
	Native Teaser	Picture: 275 x 135 Text: Headline max 55 char. Text max 375 char.	1,600
	Fullbanner	468 x 60	1,650
	Medium Rectangle	300 x 250	1,250



Metrics	
1 Subscribers	Technical management, managers responsible for the production oriented IT, plant designers, service and maintenance technicians
2 Distribution	3.677 recipients (as of: September 2025)
3 Discounts	-



Stand-Alone Newsletter

Reach exclusively the newsletter subscribers of the „etz“ with your advertising message. With an individual mailing date and the etz newsletter template, you can place your products, services, whitepapers, webinars, events or other information in a target group-oriented way.

Price and recipient upon request



Bilder: KI-generiert



Listen in
now!

Podcast

The podcast ‘Kassiopeia and the Future Fab’ was launched in early 2022, at a time when generative AI was still relatively uncommon. As the title suggests, we want our podcast to stand out from the crowd:

The seasons

In season 1, the android Kassiopeia reported on her everyday life as a Perfect Production Worker at Future Fab in 2050.

Season 2 was launched at the end of 2025 and is subtitled ‘Kassiopeia Frühstücks-Talk’. In it, Kassiopeia and her husband Orion answer questions from their children Carina and Aquarius. The dialogue continues to be ironic, spacey and irrational – but clearly highlights human shortcomings.

The expert discussion

The expert discussion begins after the approximately 2-minute AI intro. A wide range of topics are discussed, from AI to security, IT/OT convergence and robotics to sustainability and decarbonisation.

Editorial service for an adverticle:

- Strategy discussion
- Manuscript preparation / development of questions
- Interview via team meeting
- Editing and cutting
- Publication on digital-factory-journal.de, LinkedIn and all common podcast platforms

Sponsoring/Product Placement:

- Mention of the sponsor in the intro
- Up to 30 seconds “advertising block” product placement in the podcast



Advertising contact

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

Offer packages	Premium Exclusive reporting Adverticle Podcast	Basic Sponsoring/ Product Placement
Production Publisher	✓	✓
Available on smartproduction.de, Spotify, Google Podcast, iTunes, podcast.de and Deezer	✓	✓
Exclusive collaboration	✓	
Ready-made material for your own use on your own company website	✓	
Promotional campaign		
Teaser in the Digital Factory NL to announce the podcast	✓	✓
Banner (medium rectangle) on smart-production.de for 1 month to promote the podcast	✓	
Digital Factory Newsletter Stand-alone-NL „Kassiopeia in conversation with ...“	✓	
Advertising on the social media platforms	✓	✓
1/2 page 4c advertisement in the Digital Factory Journal „Kassiopeia in conversation with“ self-advertisement	✓	
1/4 page 4c advertisement in the Digital Factory Journal Self-advertisement with naming of sponsors		✓

Prices upon request

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 0006-13 40
olaf.schneider@vde-verlag.de



Susanne Ney
Key-Account-Managerin
Phone: +49 69/84 0006-13 44
susanne.ney@vde-verlag.de



Tammy Rößler
Media Consulting
Phone: +49 69/84 0006-13 41
tammy.roessler@vde-verlag.de

Editorial Department



Ronald Heinze
Editor-in-Chief
Phone: +49 69/84 0006-13 00
ronald.heinze@vde-verlag.de



Inge Hübner
Editor
Phone: +49 69/84 0006-13 21
inge.huebner@vde-verlag.de

Order Management, Marketing & Media Partnership



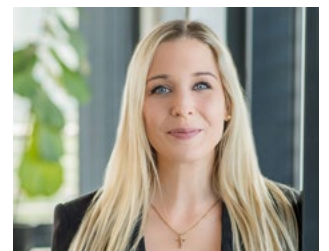
Leonie Ströver
Order Management
Phone: +49 69/84 0006-13 42
leonie.stroever@vde-verlag.de



Oliver Nitschke
Order Management
Phone: +49 69/84 0006-13 56
oliver.nitschke@vde-verlag.de



Claudia Schilling
Marketing
Phone: +49 69/84 0006-13 62
claudia.schilling@vde-verlag.de



Caroline Metzger
Marketing
Phone: +49 69/84 0006-13 82
caroline.metzger@vde-verlag.de

VDE VERLAG GMBH
Kaiserleistraße 8A
63067 Offenbach

Phone: +49 69/84 0006-13 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.