

Media Kit 2024



The Technology and Practice Oriented Brand for
Automation Technology and Electrical Engineering



etz

The brand etz includes the following products:

- the professional journal etz as technology and practice-oriented magazine for automation and electrical engineering with the topics: "Discrete Manufacturing & Machine Automation", "Process Automation & Energy Automation", "Drive Engineering & Switching Technology", and "Components & Periphery",
- the special editions "Electromechanical Components", and "SPS smart production solutions",
- the etz.de channel on the smart-production.de portal,
- the monthly published etz-newsletter (+ special editions),
- the etz@tour,
- the etz Business Talk (Premium Webinar) and
- the virtual webinar format „Best of Days“.



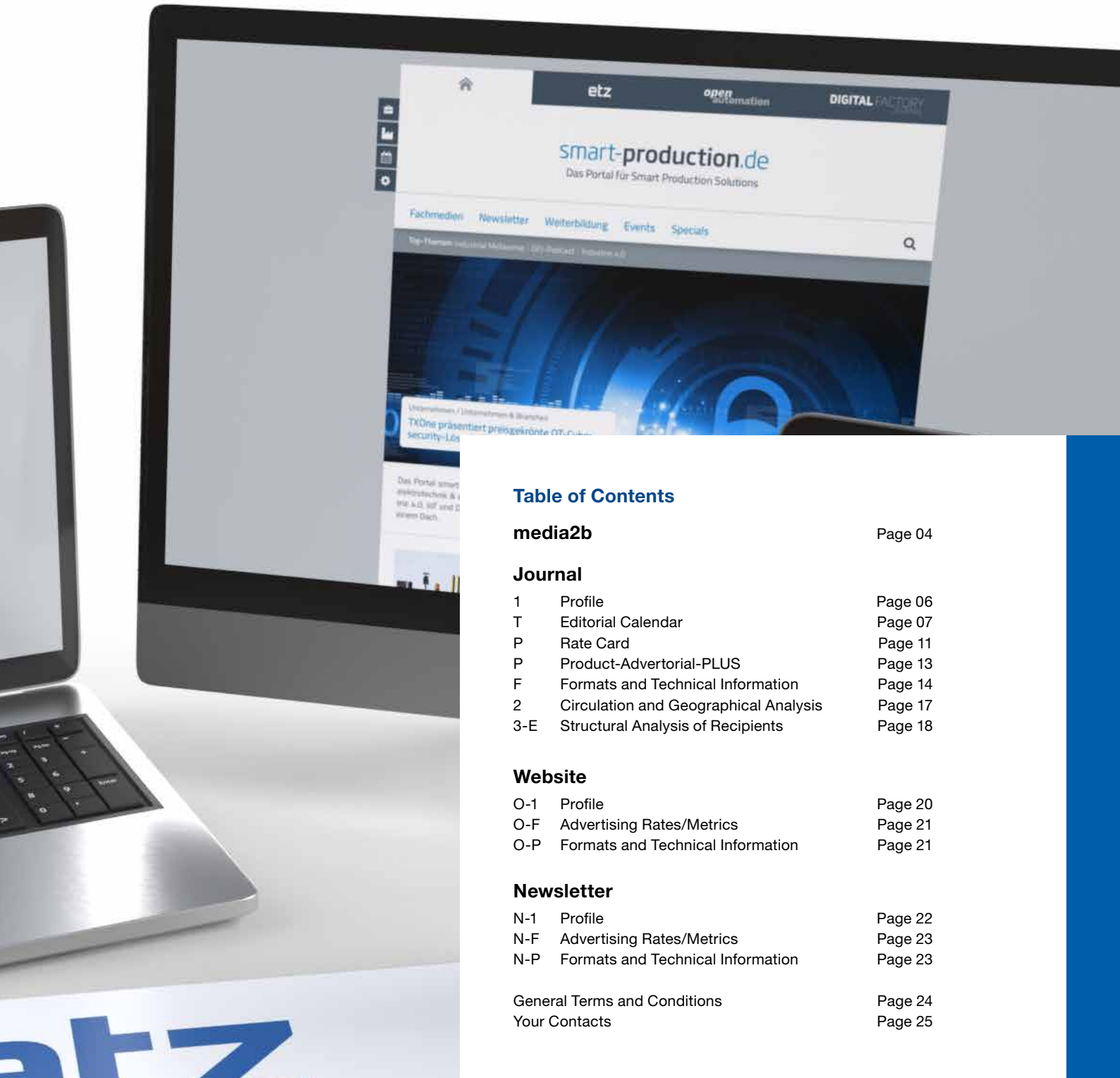


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etz
rotechnik & automation

MX-System



media2b

The media network for your B2B marketing



media2b is the new 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

avn. building&automation DIGITAL FACTORY HEALTHCARECOM ennergie.de

et ENERGIEWIRTSCHAFTLICHE TAGESFRAGEN etz EURO HEAT&POWER ew EW gis.Business

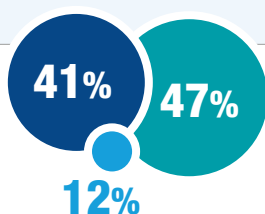
gis.Point gis.Science netzpraxis open automation smart-production.de

StE SONNEWIND&WÄRME VDE VERLAG VDV magazin Wichmann



1 Title	etz elektrotechnik & automation	
2 Short Summary	etz is published monthly and in further 4 special editions and offers information in a technology and practice-oriented way on electrical engineering, automation and drive technologies, energy and process automation, test and measurement as well as switch cabinet construction. Besides the technical and application oriented articles, interviews, and product news the journal gives valued information on a regular basis on all electrotechnical safety standards and drafts. etz has one of the highest percentage of subscribers of all journals in German targeting the market of industrial electrotechnical and automation technology.	
3 Target Group	etz provides engineers and technicians in the field of discrete manufacturing & machine automation, electrotechnical and supply industry valued information as a basis for the decision making process in their professional field.	
4 Publication Frequency	monthly plus 4 special issues	
5 Size of Journal	DIN A4 (210 mm x 297 mm)	
6 Volume	145 th Volume 2024	
7 Subscription Rates	Subscription (1 year) € 172,00* Single copy € 14,00*	
8 Organ	Organ of the VDE, the GMA and the ETG	
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	VDE Verband der Elektrotechnik Elektronik Informationstechnik e.V. (German Association for Electrical, Electronic and Information Technologies)	
12 Advertising	Olaf Schneider, Head of Sales and Advertising Tel.: +49 69/84 0006-13 40 olaf.schneider@vde-verlag.de	
13 Editors	Dipl.-Ing. Ronald Heinze, Editor-in-Chief Dipl.-Ing. Inge Hübner Dipl.-Ing. Markus Hohl Tel.: +49 69/84 0006-1331 etz-redaktion@vde-verlag.de	
14 Content Analysis 2022 = 16 Issues	Total Volume	1,490 pages = 100,0 %
	Editorial Part	1,205 pages = 80,9 %
	Advertisements	285 pages = 19,1 %
	thereof:	
	Publisher's own ads	36 Pages = 2,4 %
	Inserts	8
15 Content Analysis of the Editorial Part 2022 = 1,205 pages	According to the type of the articles: Technical and application-oriented articles: 41 % Product information, Market and sector information: 12 % Notifications of Standards and Miscellaneous: 47 %	

* plus postage





Issues and Deadlines	Discrete Manufacturing and Machine Automation	Process Automation and Energy Automation	Drive Engineering and Switching Technology	Components and Periphery	Fairs and Events
1 - 2 Publication Date: 23.02.24 Advertisements: 02.02.24 Editorial Submissions: 03.01.24	IoT Gateways, Controllers, and Platforms Networking and Industrial Communication Artificial Intelligence and Data Analytics Opto-Vision Sensors and Light Barriers Engineering, Simulation, Virtual Commissioning, and Augmented Reality Automation Solutions for the Food Industry	Scada and Control Systems, Process Control, and Visualization Fieldbus Systems Ethernet APL and Remote IO Remote Monitoring, Condition Monitoring & Predictive Maintenance Energy Management	Switches, Contactors, and Relays Frequency Converters, Drive Control, and Motion Control Decentralized Drives AC, DC, and Gear Motors	Smart IO Components Housing Technology for Decentralized Automation Data Acquisition, Signal Processing, and Data Recording Engineering EMC, Lightning, and Surge Protection	Light+Building Frankfurt/M., 03. 03. –08.0 3.24 All About Automation Friedrichshafen, 05. 03. –06. 03.24 EMV Cologne, 12. 03. –14. 03.24 Best of Industrial Metaverse Day Online Event, March 24 Anuga FoodTec Cologne, 19. 03. –22. 03. 24 MSR Special Exhibition Frankfurt/M., 20. 03.24
	Special Section: Solutions for the All Electric Society				
3 Publication Date: 27.03.24 Advertisements: 06.03.24 Editorial Submissions: 02.02.24	Safety-oriented Automation Industrial Computers SPS, PC-based and Virtual Controls Fieldbus Systems and Industrial Ethernet Position and Angle Measurement, Encoders IT/OT Security Identification Systems (RFID, Barcode, Scanner, Traceability) IO-Link Sensors	Control and Engineering Systems Signal Processing Sensors for Pressure, Level, Temperature, Humidity, and Flow	Servo, Step, and Linear Drives Medium Voltage Technology Small and Compact Drives Safe Human-Robot Collaboration	Measurement of Electrical Parameters Power Supplies, UPS, and Switching Power Supplies Cables, Wires, Cable Management, and Energy Chains Displays and Control Devices	Embedded World Nuremberg, 09. 04. –11. 04. 24 Automatisierungstreff Heilbronn, 16. 04. –18. 04.24
	Special Section: IoT, Embedded & Edge Computing				
S1 Publication Date: 15.04.24 Advertisements: 14.03.24 Editorial Submissions: 12.02.24	Special Issue Components for the Control Cabinet				Hannover Messe Hannover, 22. 04. –26. 04. 24
	Enclosures and Cabinets, Engineering, Air Conditioning, Switching Power Supplies, Switches, Relays, Push Buttons, Contactors and Fuses, Motor Protection, Cables and Wires, Cable Assembly, Busbars, Interface Technology, Connectors and Terminals, Multimeters, Infrared Measuring Devices, Tools, Engineering, Labeling Systems, Built-in Measuring Devices, Electrical Measuring Instruments, Cabinet-Free Automation				
4 Publication Date: 15.04.24 Advertisements: 21.03.24 Editorial Submissions: 19.02.24	Decentralized and Cabinet-free Automation Remote Monitoring, Condition Monitoring & Predictive Maintenance Logic Modules and Compact Controls Edge & Cloud Control Networking & Industrial Communication Digital Twin Quality Assurance Opto-Vision Sensors and Light Barriers	Asset Management Process Data Communication Network Quality and Monitoring Energy Automation and Virtual Power Plants Energy Management Modular Automation Ultrasonic Sensors	Drive Controllers and Control Systems Soft Start and Motor Protection Switches, Contactors, Fuses, and Relays Product Transport Systems	Smart IO Components Push Buttons, Keyboards, Displays, Monitors, and Terminals Interface Technology, Connectors, and Connection Technology Portable Measuring Devices Power Electronics Components Energy Measurement Technology	Hannover Messe Hannover, 22. 04. –26. 04. 24 Control Stuttgart, 23. 04. –26. 04. 24 MSR Special Exhibition Leverkusen, 26. 04. 24 IFAT Munich, 13. 05. –17. 05. 24 CWIEME Berlin, 14. 05. –16. 05. 24 All About Automation Heilbronn, 15. 05. –16. 05. 24 Smart Automation Austria Linz, 19. 05. –21. 05. 24 Best of Energy Day Online Event, May 24
	Special Section: Hannover Messe – Sustainable Production				



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Issues and Deadlines	Discrete Manufacturing and Machine Automation	Process Automation and Energy Automation	Drive Engineering and Switching Technology	Components and Periphery	Fairs and Events
5 Publication Date: 21.05.24 Advertisements: 25.04.24 Editorial Submissions: 25.03.24	Safety-oriented Automation Sensors Networking & Industrial Communication Identification Systems (RFID, Scanner, Traceability) IoT Platforms, IoT Ecosystems & App Stores Industrial Image Processing Digital Retrofit	Automation for Hazardous Areas M2M, Teleservice, Remote Operation, and Remote Monitoring IT/OT Security Scada and Control Systems, Process Control, and Visualization	Linear and Direct Drives Electrical Drive Technology Power Quality and Reactive Power Compensation Converter Technology and Network Effects	Cables, Wires, and Cable Glands Testing and Measurement EMC, Lightning, and Surge Protection Components for Hazardous Areas DC Grids	MSR Special Exhibition Halle/Saale, 05. 06. 24 Achema Frankfurt, 10. 06. –14. 06. 24 PCIM Nuremberg, 11. 06. –13. 06. 24 Sensor+Test Nuremberg, 11. 06. –13. 06. 24
Special Section: Process Automation					
S2 Publication Date: 10.06.24 Advertisements: 08.05.24 Editorial Submissions: 05.04.24	Special Issue Components for the Control Cabinet Enclosures and Cabinets, Engineering, Air Conditioning, Switching Power Supplies, Switches, Relays, Push Buttons, Contactors and Fuses, Motor Protection, Cables and Wires, Cable Assembly, Busbars, Interface Technology, Connectors and Terminals, Multimeters, Infrared Measuring Devices, Tools, Engineering, Labeling Systems, Built-in Measuring Devices, Electrical Measuring Instruments, Cabinet-Free Automation				The Smarter E, Intersolar, EM Power Europe München, 18. 06. –21. 06. 24 CIGRE Wien, 19. 06. –20. 06. 24
6 Publication Date: 10.06.24 Advertisements: 16.05.24 Editorial Submissions: 15.04.24	SPS, Controllers, and PC-based Controls Industrial Communication, Interfaces, and IO-Link MES and IT-supported Production Optimization Operation, Observation, Visualization Linux-based Automation Systems Big Data & Data Spaces	Sensors for Pressure, Level, Temperature, and Humidity Signal Isolators, Transmitters, and Amplifiers Decentralized IO Systems	Protection Technology Small and Compact Drives Drive Technology Safety Solutions Frequency Converters and Servo Controllers Medium Voltage Technology	Safety Relays and Components Light Barriers and Grids Push Buttons, Keyboards, Displays, Monitors, and Terminals Engineering Energy Storage Power Supplies, UPS, and Converters	The Smarter E, Intersolar, EM Power Europe Munich, 18. 06. –21. 06. 24 CIGRE Vienna, 19. 06. –20. 06. 24 All About Automation Straubing, 26. 06. –27. 06. 24 Best of IoT & Industrie 4.0 Day Online Event, July 24
Special Section: Smart Energy					
7 Publication Date: 11.07.24 Advertisements: 20.06.24 Editorial Submissions: 21.05.24	Panel, Rack, Box and Embedded PCs Position and Angle Measurement, Encoders Operation, Observation, Visualization S7-Compatible Control Solutions Safety-Oriented Automation Semantic Communications (OPC UA) AI, Machine Learning, and Data Analytics Robotics Solutions	Components for Hazardous Areas Life Cycle Management Temperature Measurement and Control M2M Communication, Remote Operation, Condition Monitoring & Predictive Maintenance Energy Automation Data Loggers and Data Recorders	Energy-Efficient Drives AC, DC and Gear Motors Switchgear and Accessories Decentralized Drives	Connectors and Terminals Cooling and Air Conditioning Cables, Wires, and Optical Fibers Industrial Ethernet Infrastructure Components Command and Signaling Devices	CIGRE Paris, 25. 08. –30. 08. 24
Special Section: IoT, IoT Gateways, Edge & Cloud Control					



Issues and Deadlines	Discrete Manufacturing and Machine Automation	Process Automation and Energy Automation	Drive Engineering and Switching Technology	Components and Periphery	Fairs and Events
<p>8</p> <p>Publication Date: 29.08.24</p> <p>Advertisements: 08.08.24</p> <p>Editorial Submissions: 08.07.24</p>	<p>Decentralized and Cabinet-Free Automation</p> <p>Compact Controls</p> <p>Data Acquisition and Processing</p> <p>Opto and Color Sensors</p> <p>Single Pair Ethernet</p> <p>Web and Cloud Solutions</p> <p>Wireless: 5G and WLAN6</p>	<p>Fieldbuses, Ethernet APL, and Remote IO</p> <p>Intelligent Measurement and Control Technology</p> <p>Sensors for Pressure, Level, Temperature, Humidity, and Flow</p> <p>Scada and Control Systems, Process Control, and Visualization</p>	<p>Soft Start and Motor Protection</p> <p>Servo Drives</p> <p>Switches, Contactors, and Relays</p> <p>Product Transport Systems</p>	<p>Enclosures and Cabinets</p> <p>Lightning and Surge Protection</p> <p>Engineering</p> <p>Measuring Devices for Control Cabinets</p> <p>Labeling Systems</p> <p>DC Grids</p>	<p>AMB Stuttgart, 10. 09. – 14. 09. 24</p> <p>MSR Special Exhibition Ludwigshafen, 18. 09. 24</p> <p>All About Automation Chemnitz, 18. 09. – 19. 09. 24</p>
	Special Section: Power Electronics as an Enabler of the Energy Transition				
<p>9</p> <p>Publication Date: 18.09.24</p> <p>Advertisements: 28.08.24</p> <p>Editorial Submissions: 29.07.24</p>	<p>Safety-Oriented Automation</p> <p>IoT Gateways, Controllers, and Platforms</p> <p>Industrial Image Processing</p> <p>Vibration Monitoring</p> <p>Engineering, Simulation, Virtual Commissioning, and Augmented Reality</p> <p>Low Code/No Code</p> <p>Opto-Vision Sensors and Light Barriers</p> <p>Automation Solutions for the Packaging Industry</p>	<p>M2M, Remote Operation and Remote Monitoring</p> <p>Isolators, Transmitters, and Amplifiers</p> <p>Energy Management</p> <p>IoT Connectivity for Plants</p>	<p>Frequency and Servo Converters</p> <p>Linear Drives</p> <p>Motion Control</p>	<p>Safety Components</p> <p>Intelligent IO Components</p> <p>Energy Supply Systems</p> <p>Housing Technology for Decentralized Automation</p>	<p>Fachpack Nuremberg, 24. 09. – 26. 09. 24</p> <p>WindEnergy Hamburg, 24. 09. – 27. 09. 24</p> <p>All About Automation Düsseldorf, 01. 10. – 02. 10. 24</p> <p>VISION Stuttgart, 08. – 10. 10. 24</p> <p>Motek Stuttgart, 10. 10. – 13. 10. 24</p> <p>Best of Automation Day Online Event, October 24</p>
	Special Section: Robotics, Robotics Integration & Handling				
<p>10</p> <p>Publication Date: 08.10.24</p> <p>Advertisements: 16.09.24</p> <p>Editorial Submissions: 14.08.24</p>	<p>Integrated Automation Systems</p> <p>Industrial Computers and Panel PCs</p> <p>Networking & Industrial Communication</p> <p>Engineering, VR, AR, and Simulation Software</p> <p>Operation, Observation, Visualization</p> <p>Edge & Cloud Control</p> <p>Identification Systems (RFID, Barcode, Traceability)</p> <p>Digital Twin</p>	<p>Sensors for Pressure, Level, Temperature, Humidity, and Flow</p> <p>Systems for Hazardous Areas</p> <p>IT/OT Security</p>	<p>Energy-Efficient Drive Technology</p> <p>Direct Drives</p> <p>Special and Small Motors</p> <p>Drive Controllers and Control Systems</p> <p>Integrated Safety in Drive Technology</p> <p>Low-Voltage Switchgear</p>	<p>Signal Lights and Indicator Lights</p> <p>Cable Management and Energy Chains</p> <p>Data Acquisition, Signal Processing, and Data Recording</p>	<p>It-sa Nuremberg, 22. 10. – 24. 10. 24</p> <p>MSR Special Exhibition Bochum, 30. 10. 24</p> <p>belektro Berlin, 05. 11. – 07. 11. 24</p>
	Special Section: Functional Safety, IT Security, and Electrical Safety				



Issues and Deadlines	Discrete Manufacturing and Machine Automation	Process Automation and Energy Automation	Drive Engineering and Switching Technology	Components and Periphery	Fairs and Events
<p>S3 Publication Date: 25.10.24 Advertisements: 27.09.24 Editorial Submissions: 02.09.24</p>	<p style="text-align: center;">Special Issue Components for the Control Cabinet</p> <p style="text-align: center;">Enclosures and Cabinets, Engineering, Air Conditioning, Switching Power Supplies, Switches, Relays, Push Buttons, Contactors and Fuses, Motor Protection, Cables and Wires, Cable Assembly, Busbars, Interface Technology, Connectors and Terminals, Multimeters, Infrared Measuring Devices, Tools, Engineering, Labeling Systems, Built-in Measuring Devices, Electrical Measuring Instruments, Cabinet-Free Automation</p>				<p>SPS smart production solutions Nuremberg, 12. 11. – 14. 11. 24</p> <p>electronica Munich, 12. 11. – 15. 11. 24</p>
<p>11 Publication Date: 25.10.24 Advertisements: 04.10.24 Editorial Submissions: 02.09.24</p>	<p>Sensors, Measurement, and Control Technology</p> <p>Operation, Observation, and Visualization</p> <p>SPS, PC-based and Virtual Controls</p> <p>IoT Gateways and IoT Controllers</p> <p>Industrial Ethernet, TSN, Single Pair Ethernet, and Fieldbuses</p> <p>Industrial Image Processing</p> <p>Panel and Embedded PCs</p> <p>MES and IT-supported Production Optimization</p> <p>Safety Automation: Safety & IT/OT Security</p>	<p>Scada and Control Systems, Process Control, and Visualization</p> <p>Process Data Communication</p> <p>Energy Management</p> <p>Remote Operation, Condition Monitoring & Predictive Maintenance</p> <p>Integrated Engineering</p>	<p>Frequency Converters and Servo Controllers</p> <p>Integrated Drive Solutions</p> <p>Decentralized Drives</p> <p>Robotics Integration</p>	<p>Engineering Tools</p> <p>Push Buttons, Keyboards, Displays, Monitors, and Terminals</p> <p>Power Electronics Components</p> <p>Power Supplies and Switching Power Supplies</p> <p>Connectors and Terminals</p> <p>Energy Measurement Technology</p>	<p>SPS smart production solutions Nuremberg, 12. 11. – 14. 11. 24</p> <p>electronica Munich, 12. 11. – 15. 11. 24</p> <p>Formnext Frankfurt, 19. 11. – 22. 11. 24</p>
<p>Special Section: Sustainable Production</p>					
<p>S4 Publication Date: 06.11.24 Advertisements: 16.10.24 Editorial Submissions: 13.09.24</p>	<p style="text-align: center;">Special Issue Novelties and Innovations from SPS smart production solutions</p> <p style="text-align: center;">Everything about Electrical Automation and Drive Technology, Digitalization Solutions Industry 4.0 and IoT with many Practical Reports</p>				<p>SPS smart production solutions Nuremberg, 12. 11. – 14. 11. 24</p>
<p>12 Publication Date: 09.12.24 Advertisements: 18.11.24 Editorial Submissions: 16.10.24</p>	<p>Safety-Oriented Automation</p> <p>SPS, PC-based and Virtual Controls</p> <p>Encoders and Position Sensors</p> <p>Networking & Industrial Communication</p> <p>IoT Platforms, IoT Ecosystems & App Stores</p> <p>Components for S7-SPS</p> <p>Artificial Intelligence, Machine Learning, and Data Analytics</p> <p>Opto-Vision Sensors and Light Barriers</p>	<p>Sensors for Pressure, Flow, and Level</p> <p>Energy Automation, Smart Grid & Smart Metering</p> <p>Network Quality and Monitoring</p> <p>M2M, Remote Operation, and Remote Monitoring</p>	<p>Motion Control</p> <p>Protection Technology</p> <p>Switches, Contactors, and Relays</p> <p>Small and Compact Drives</p>	<p>Portable Measuring Devices</p> <p>Interface Technology</p> <p>Enclosures and Cabinets</p> <p>Lightning and Surge Protection Engineering</p>	
<p>Special Section: Best of Automation</p>					



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	-	200 × 190	9,550
		2/1	-	420 × 297	12,350
		1/1	170 × 248	210 × 297	8,150
		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	4,200
		1/4	horizontal: 38 × 248 vertical: 170 × 57 standard: 82 × 121	horizontal: 52 × 297 vertical: 210 × 82 standard: 107 × 146	2,650
		1/8	horizontal: 38 × 121 vertical: 170 × 26 standard: 82 × 57	horizontal: 52 × 146 vertical: 210 × 40 standard: 107 × 82	2,000

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



P

2 Preferential Placements

Titel Page: (1/1 page 4c) **€ 9,550**

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 200 mm width and 190 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 × 175 mm) **€ 5,150**

Page 2 and Back Cover: (1/1 page 4c) **€ 8,950**

Inside Back Cover: (1/1 page 4c) **€ 8,750**

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 14 and 15

Bound-In Inserts

Discount: 1 sheet = 1 advertisement page.

Paper Weight	2-sided	4-sided	6-sided
up to 100 g/m ²	€ 6,600	€ 9,900	€ 13,100
up to 130 g/m ²	€ 7,750	€ 10,850	€ 14,700
up to 170 g/m ²	€ 8,050	€ 11,800	€ 15,800

Multiple pages and more than 170 g/m² upon request.

Loose Inserts

Inserts up to 25 g (no discounts) **€ 330,- %**

Inserts with a higher weight upon request. Prices include postage. Inserts with a thickness of 3 mm up to 30 mm require additional postage.

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.

We charge up to 25 g **€ 125,- %**

(higher weights on request)

Charge for gluing **€ 95,- %**



Contact for Advice, Booking:

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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

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SWIFT/BIC HYVEDEMM488

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





Issue	Topics
1-2 PD: 23.02.24 ADS: 02.02.24 ES: 03.01.24	Monitoring, Human Machine Interfaces, Operating Devices, Energy measuring devices Industrial Ethernet Components, IoT-Gateways
3 PD: 27.03.24 ADS: 06.03.24 ES: 02.02.24	Fieldbus and IO-Link Components Embedded Computing
S1 PD: 15.04.24 ADS: 14.03.24 ES: 12.02.24	Power Supplies, UPS Control Cabinet Technology
4 PD: 15.04.24 ADS: 21.03.24 ES: 19.02.24	Energy Management Remote Maintenance Switches, Contactors, Fuses, and Relays
5 PD: 21.05.24 ADS: 25.04.24 ES: 25.03.24	Edge Controller and Edge Computer Cables, wires & connectors
S2 PD: 10.06.24 ADS: 08.05.24 ES: 05.04.24	Control Cabinet Technology Industrial PC and Displays
6 PD: 10.06.24 ADS: 16.05.24 ES: 15.04.24	Controls, SPS, and, Controllers Safety Components
7 PD: 11.07.24 ADS: 20.06.24 ES: 21.05.24	Intelligent Sensor Technology IoT Gateways

Issue	Topics
8 PD: 29.08.24 ADS: 08.08.24 ES: 08.07.24	Drive Engineering Human Machine Interfaces, Visualisation, Scada
9 PD: 18.09.24 ADS: 28.08.24 ES: 29.07.24	Industrial PC and Panel PC Frequency and Servo Converter
10 PD: 08.10.24 ADS: 16.09.24 ES: 14.08.24	IoT-Gateways & IoT-Controller Intelligent Sensor Technology
S3 PD: 25.10.24 ADS: 27.09.24 ES: 02.09.24	Control Cabinet Technology Connectors and Terminals
11 PD: 25.10.24 ADS: 04.10.24 ES: 02.09.24	Safety Components IoT Solutions
S4 PD: 06.11.24 ADS: 16.10.24 ES: 13.09.24	Control Systems/SPS/Controllers Industrial Ethernet Components
12 PD: 09.12.24 ADS: 18.11.24 ES: 16.10.24	Industrial PC and Panel PC Industrial Communication



Your Advantages with Product Advertorial PLUS

- 1/4 product ad in etz
- 1/4 online ad in etz-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, 82 mm x 121 mm) for € 1,250.-



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. They will also be published in the next newsletter as well (format: 82 mm x 121 mm).





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 use our email address to deliver your digital data anzeigen@vde-verlag.de . Please remark on Delivery Note: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Adobe InDesign/Photoshop/Illustrator up to Version CC • Microsoft Word up to Version 2016 At least the file must be ready to be printed: all fonts needed have to be included, continuous-tone pictures require a resolution of 300 dpi and line art pictures at least of 600 dpi. No password protection.
5 Color Processing:	Process colors (CMYK) according to ISO 12647-2 (PSO), special colors on 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

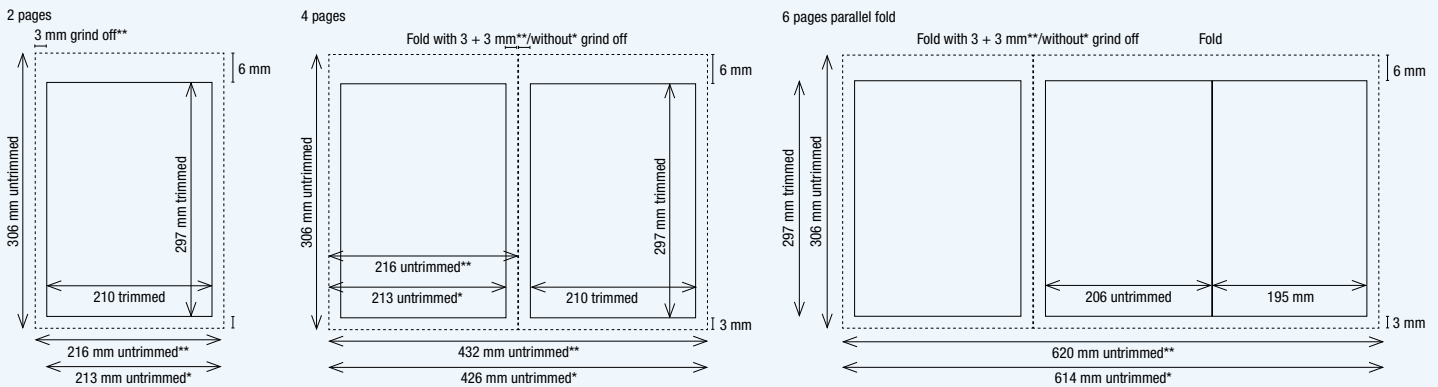
Each sheet 306 mm high, 213/216 mm wide (including bleed: 6 mm at the head, 3 mm at the foot, 3 mm at inner and outer edge with adhesive binding or 3 mm at outer rim only with wire stitching).

Copies required

23.500 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 separately. 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 ‘etz’Edition ... (No.)” to:

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




F

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	23.500 copies
Delivery Date	Up to 10 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 ,etz‘ Edition ... (No.)“ to:

Scholz|Direct · Kundenmanagement
 Richard Scholz GmbH,
 Bessemerstr. 38–42
 12103 Berlin

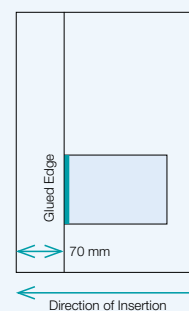


Affixed Advertising Media	Affixed Advertising Media are charged as inserts. Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 page. We charge up to 25 g € 125,- % (higher weights on request) Charge for gluing € 95,- % Other advertising material (samples, CD/DVD, etc.) is charged as loose insert.
Copies Required	23.500 copies

Delivery Address for Affixed Advertising Media:

Prepaid delivery and ready for insertion, with delivery note „For ,etz‘ 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 1st, 2022 – June 30th, 2023)
(according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2022 – II/2023

Copies Printed	23.000
Actual Distributed Circulation (ADC):	21.796
thereof abroad:	402
thereof late entries from previous reporting periods:	0
Sold Copies ¹⁾:	891
thereof abroad:	89
• by subscription ¹⁾ :	777
thereof member-copies:	114
• other sales ¹⁾ :	1
• individual copies sold:	–
Free Copies ¹⁾:	20.331
Surplus, Archive, and Specimen Copies ¹⁾ :	145

3 Geographical Distribution Analysis

Economic Area	Percentage of actual distribution	
	Percentage	Copies
Federal Republic of Germany	98,2 %	21.394
Foreign countries (mainly Austria and Switzerland)	1,8 %	402
Actual Distributed Circulation (ADC)	100,00 %	21.796

4 Classification of the Copies per Region

Federal States	Percentage of actual distribution	
	Percentage	Copies
Baden-Württemberg	20,0 %	4.370
Bavaria	14,8 %	3.220
Berlin	2,3 %	501
Brandenburg	1,7 %	362
Bremen	0,7 %	151
Hamburg	1,3 %	293
Hesse	8,7 %	1.901
Mecklenburg-Western Pomerania	0,9 %	196
Lower Saxony	7,4 %	1.608
North-Rhine Westphalia	21,8 %	4.752
Rhineland-Palatinate	4,7 %	1.019
Saarland	1,3 %	291
Saxony	4,1 %	900
Saxony-Anhalt	1,5 %	324
Schleswig-Holstein	2,5 %	553
Thuringia	2,1 %	452
Abroad	1,8 %	402
Others ²⁾	2,3 %	500
Rounding Difference	0,0 %	0
ADC (annual average)	100,00 %	21.796

1) Source: IVW report on circulation, 2nd quarter 2023

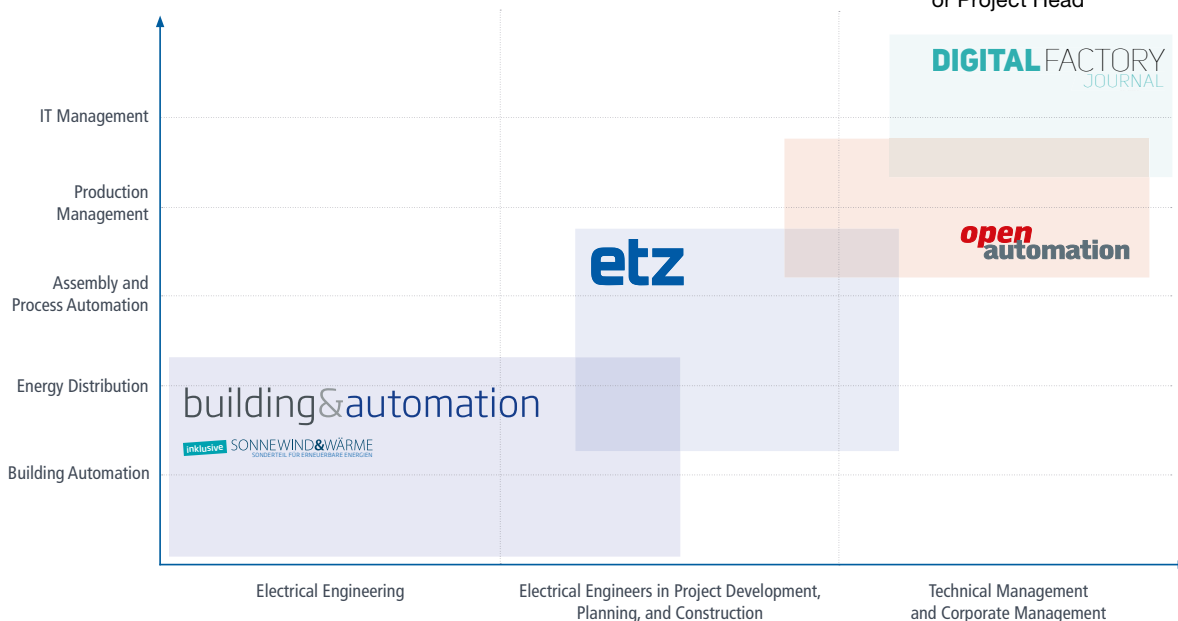
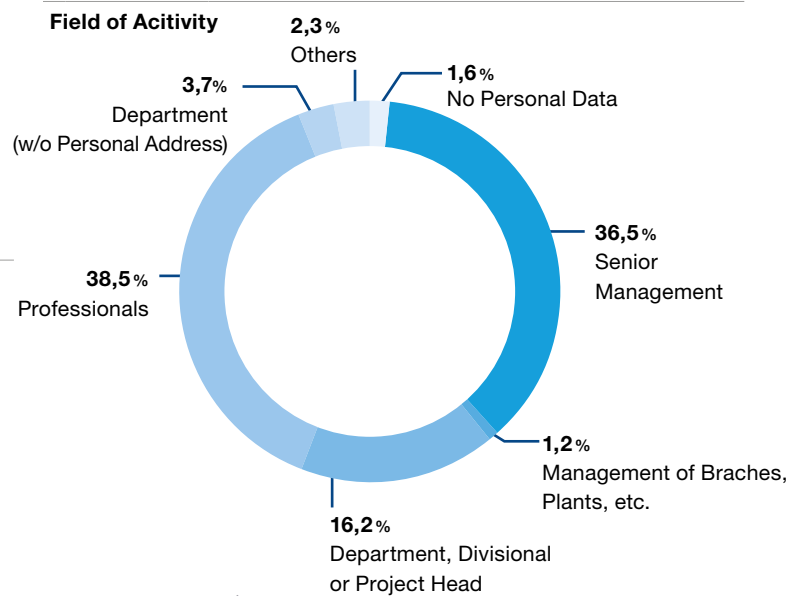
2) Others = not analysed copies (e. g.: copies for fairs and events, book stores, individual copies sold, Postbox ZIP code in conjunction with federal states, etc.)



Average number of copies July 1st, 2022 – June 30th, 2023 (according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2022 – II/2023

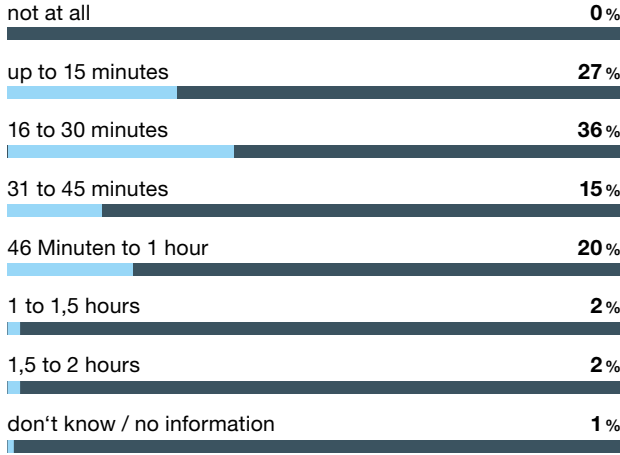
1 Branches	WZ 2008 Code	Branche	Percentage
	35, 36	Energy Supply, Water Supply, Mining	4,1 %
	20, 21	Chemical and Pharmaceutical Industry	2,5 %
	24, 25	Metal Production and Processing	5,6 %
	26, 26.1, 27, 27.1, 27.3	Electrical Engineering, Electronics	18,1 %
	26.5	Measurement and Control Technology, Automation Technology	17,6 %
	28	Mechanical and Plant Engineering	22,2 %
	29, 30, 46, 47	Automotive Industry	4,3 %
	62, 71	Engineering Consultants, Software Companies, Systems Houses, Systems Integrators	8,1 %
	10, 11	Food and Beverage Industry	3,6 %
	85, Sonstige	Other, Education and Training, Universities	2,8 %
	99999	Branches according to EDA not collected	2,8 %
		Other Branches e.g. Self-Employed Persons	8,5 %
		Rounding-off Difference	- 0,2 %
		Actually Distributed Circulation	100,00 %

2 Position of the Recipients	Function of the Personal Recipients	Percentage
	Senior Management	37,3 %
	Planning, Consulting, Development	30,9 %
	Production & Quality Control	3,5 %
	Purchase, Sales	3,4 %
	Technical Management	3,2 %
	Automation, Process Measuring and Control Technology	1,0 %
	Private Persons/Self-Employed Persons	1,1 %
	Functions according to EDA not collected	4,5 %
	Other Functions	12,8 %
	Others	2,3 %
	Rounding-off Difference	0,0 %
	Actually Distributed Circulation	100,00 %



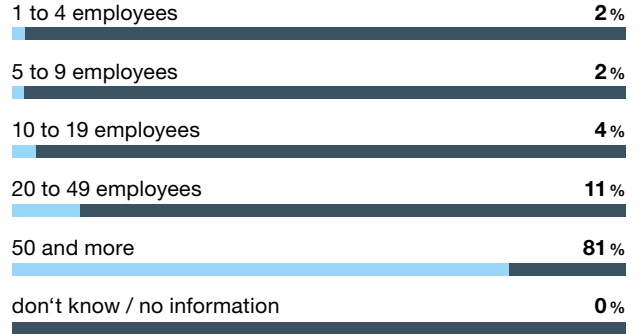
Average reading time 23 minutes!

How long do you spend reading each issue of the magazine „etz - elektrotechnik & automation“?



Target group: Medium-sized and large companies!

How many employees does your company or organisation employ across all locations?



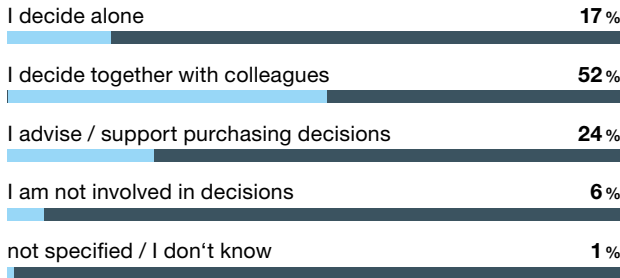
4.5 Readers per issue!

How many people read your copy of the magazine „etz - elektrotechnik & automation“? Please tell us the number of readers overall.



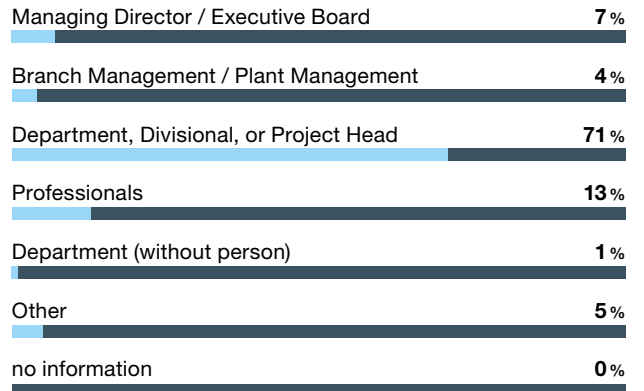
93% decision maker!

If a machine, device, material or service is to be purchased or acquired: In what way are you usually involved?



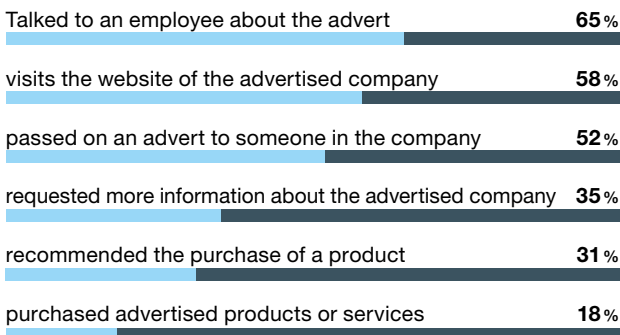
95% Specialists and managers!

What is your position in your company?



100% Active readers

Have you taken any action as a result of an advertisement you saw in the magazine „etz - elektrotechnik & automation“ within the last 12 months?



Results from the etz Copytest - Issue 7/2023 (Institute conducting the test: teleResearch, Ludwigshafen) The objective of the ad copy test was to measure campaign perception through visual presentation to the target group



O-1

1 Web Address:	www.etz.de
2 Short Summary:	The technology and practice based orientation of the journal etz is reflected in its website. On a daily basis the newest products, solutions, and news in the fields of industrial electrical engineering, automation and drive industry are published in a contemporary way. The information portal is replenished with specials like the Security Blog or etz@tour. www.etz.de is part of the internet portal www.smart-production.de.
3 Target Group:	www.etz.de provides engineers and technicians in the field of discrete manufacturing & machine automation, electrotechnical and supply industry valued information as a basis for the decision making process in their professional field.
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: <ul style="list-style-type: none"> • 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

**Editors:**

Dipl.-Ing. Ronald Heinze,
Editor-in-Chief
Phone: +49 69/84 00 06-13 31
etz-redaktion@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)	2,750
	Super Banner	728 × 90 (Mobiles: 320 × 50)	1,300
	Wide Skyscraper	160 × 600 (Mobiles: 320 × 50)	1,500
	Medium Rectangle	300 × 250	1,250
	Fullbanner Top	468 × 60	700
	Fullbanner Base	468 × 60	600
	Text Ad		1,300
	Text Ad Feed		2,000
	Text Ad (as Banner)		
	<ul style="list-style-type: none"> • 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)		
	<ul style="list-style-type: none"> • 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 		
	Job Advertisement „Premium-Jobs“	term: 2 months www.smart-production.de	1,050
	Whitepaper	3 months 6 months 12 months	750 1,100 1,550

2 Discounts:

-

3 Sections:

- News
- Newsletter
- Topics (Companies & Branches, Discrete Manufacturing and Machine Automation, Process Automation and Energy Automation, Drive Engineering and Switching Technology, Components and Periphery)
- etz Magazine
- Media Center (Videos, Whitepapers)
- Specials (etz@tour)

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



Metrics

1 Control

-

2 Metrics

www.smart-production.de:
121,008 visits
331,796 page impressions per year
(Source: eTracker 08/2022 bis 07/2023)
Other channels 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	etz-Newsletter																												
2 Short Summary	The PDF Newsletter gives its readers short informations on brand-new products, technical articles, news and events in the industry sectors Electrical Engineering, Automation and drive technology, Process and Electric Power Industry as well as Test and Inspection Techniques. Each information is linked to more detailed information on our website giving a fast in-depth approach to the subject.																												
3 Target group	The etz Newsletter provides engineers and technicians in the field of discrete manufacturing & machine automation, electrotechnical and supply industry valued information as a basis for the decision making process.																												
4 Frequency	monthly Deadline for Ads: 7 days prior to publication date																												
Publication Dates:	<table border="1"> <thead> <tr> <th>Ausgabe</th> <th>Datum</th> <th>Ausgabe</th> <th>Datum</th> </tr> </thead> <tbody> <tr> <td>1/2024</td> <td>31.01.2024</td> <td>7/2024</td> <td>31.07.2024</td> </tr> <tr> <td>2/2024</td> <td>28.02.2024</td> <td>8/2024</td> <td>28.08.2024</td> </tr> <tr> <td>3/2024</td> <td>20.03.2024</td> <td>9/2024</td> <td>25.09.2024</td> </tr> <tr> <td>4/2024</td> <td>17.04.2024</td> <td>10/2024</td> <td>30.10.2023</td> </tr> <tr> <td>5/2024</td> <td>22.05.2024</td> <td>11/2024</td> <td>27.11.2024</td> </tr> <tr> <td>6/2024</td> <td>26.06.2024</td> <td>12/2024</td> <td>11.12.2024</td> </tr> </tbody> </table>	Ausgabe	Datum	Ausgabe	Datum	1/2024	31.01.2024	7/2024	31.07.2024	2/2024	28.02.2024	8/2024	28.08.2024	3/2024	20.03.2024	9/2024	25.09.2024	4/2024	17.04.2024	10/2024	30.10.2023	5/2024	22.05.2024	11/2024	27.11.2024	6/2024	26.06.2024	12/2024	11.12.2024
Ausgabe	Datum	Ausgabe	Datum																										
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4/2024	17.04.2024	10/2024	30.10.2023																										
5/2024	22.05.2024	11/2024	27.11.2024																										
6/2024	26.06.2024	12/2024	11.12.2024																										
Rubriken																													
<ul style="list-style-type: none"> • Discrete Manufacturing and Machine Automation • Process Automation and Energy Automation • Drive Engineering and Switching Technology • Components and Periphery 																													
5 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8 A 63067 Offenbach Germany www.vde-verlag.de																												
6 File Formats	<ul style="list-style-type: none"> • Advertising for PDF newsletter: PDF files (Acrobat 8, all fonts included, with at least 150 dpi CMYK pictures, no password protection) • Advertising for HTML Email: 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 und PDF																												
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: <ul style="list-style-type: none"> • 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 00 06-13 40
olaf.schneider@vde-verlag.de

**Contact:**






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**Editors:**

Dipl.-Ing. Ronald Heinze,
Editor-in-chief
Phone: +49 69/84 00 06-13 31
etz-redaktion@vde-verlag.de

**Delivery Address:**

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

1 Advertising Sizes and Prices Newsletter Announcement (HTML Email)	Format	Width × Height in pixel	Price in €
	Billboard	600 × 250	3,100
	Native Billboard	Picture: 600 × 250 Text: Headline max 55 char. Text max 475 char.	3,250
	Native Teaser	Picture: 275 × 135 Text: Headline max 55 char. Text max 375 char.	1,550
	Fullbanner	468 × 60	1,500,-
	Medium Rectangle	300 × 250	1,250

PDF Newsletter Title Page	Format	Width × Height in pixel	Price in €
	Titel Ad (Head)	190 × 30	850
	1/8	center: 93 × 60 bottom: 190 × 30	800
PDF Newsletter Follow Pages	Format	Width × Height in pixel	Price in €
	1/4	93 × 120	750
	1/8	standard: 93 × 60 landscape: 190 × 30	500
	Advertorial*	1/8 page (max. 630 char. + picture) 1/4 page (max. 1,350 char. + picture) 1/2 page (max. 2,200 char. + picture) 1/1 page (max. 5,700 char. + 2 pictures)	600 1,000 1,750 2,950

* We only need your text, the picture(s), and the web link. We will then take care of the layout of the advertorial. A detailed information sheet is available upon request.



Metrics

1 Subscribers users, planners and suppliers of innovative solutions for the industry automation and persons responsible in the Management of industrial IT and industrial production.

2 Distribution 7.864 recipients (as of: September 2023)

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 on 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 Online Advertising

- 11.1. Online advertising which has been ordered can be cancelled before the agreed date of first broadcast. Cancellation must be made in writing.
- 11.2. Cancellations received more than 8 weeks before the date of first broadcast are free of charge. Otherwise, the Publisher is entitled to invoice cancellation fees as follows:
 - cancellation between 8 weeks and 4 weeks plus 1 day before first broadcast: 50 % of the net order value,
 - cancellation between 4 weeks and 1 week plus 1 day before first broadcast: 75 % of the net order value,
 - cancellation 1 week or less before first broadcast: 100 % of the net order value.

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.

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