

Home & Building Automation

Security & Monitoring

Planning & Installation

Energy & Efficiency

Communication & Multimedia

Light & Shadow

Management & Staff



## Media Kit Online

To get your GEBÄUEDIGITAL Media Kit as a PDF download directly to your smartphone or tablet just scan the QR-Code or visit: [www.gebaeuedigital.de/downloadbereich](http://www.gebaeuedigital.de/downloadbereich)



**FACHZEITSCHRIFT**

1	Title Portrait	Page 3
T	Deadlines and Editorial Calendar	Page 4
	TeDo Verlag Media Brands	Page 10
P	Price List	Page 11
F	Formats and Technical Data	Page 13
F	Special Advertising Formats	Page 17
F	Company Profile	Page 18
F	Inner Cover	Page 19
2	Circulation and Distribution Analysis	Page 20
3-E	Receiver Structure	Page 21

**WEBSITE**

1	Portrait	Page 22
P	Prices, Formats and Technical Data	Page 22
N	Usage Data	Page 22
F	Website Sponsored Post	Page 23

**NEWSLETTER**

1	Portrait and Deadlines	Page 24
N	Usage Data	Page 24
P	Prices, Formats and Technical Daten	Page 25
F	Newsletter Sponsored Post	Page 26

**I-NEED**

P	i-need.de Product Finder	Page 27
---	--------------------------	---------

**GENERAL TERMS AND CONDITIONS**

Page 30

**YOUR CONTACTS AT TEDO VERLAG**

Page 32

**Our Media Brand****Cross-Media Offer****Editorial Calendar**

Page 4

**Website**

Page 22

**Newsletter**

Page 24

**www.i-need.de  
Product Finder**

Page 27



**i-need.de**  
PRODUCT FINDER |



App  
Industrial News Arena  
Jetzt kostenlos  
downloaden!



- 1 Title:** GEBÄUDEDIGITAL
- 2 Brief Description:** Our journal GEBÄUDEDIGITAL informs its readers currently and comprehensively about every topic in the field of modern building technology, electrical installation and light technology. Areas of focus in each issue are the eight thematic subjects home and building automation, building planning and electrical installation, building security technology, energy efficiency, communication technology and multimedia, lighting technology, heating and climate technology and management solutions for electrical trade. GEBÄUDEDIGITAL offers distributors and manufacturers of intelligent building technology and modern electrical installation a perfect platform for the latest product news, technologies, innovations, concepts, visions and trends. Comprehensive market overviews, informative and practice-oriented articles and a constant service section turn the GEBÄUDEDIGITAL into a unique information medium for the electrical trade and retail sector and for building automators and specialist planners.

**3 Target Group:** Electrical Installation and Trade

**4 Publication Frequency:** 6 Issues

**5 Format:** DIN A4

**6 Volume:** 14th Volume 2020

**7 Subscription Price:**

All prices include legal VAT.

ISSN-Nr. 1864-3353	Trade Journal		ePaper		Trade Journal + ePaper	
	Germany	Abroad	Germany	Abroad	Germany	Abroad
Annual Subscription	€ 32.- (incl. shipping)	€ 42.- (plus shipping)	€ 21.30	€ 21.30	€ 40.- (plus shipping)	€ 50.- (plus shipping)
Retail Price	€ 4.80 (plus shipping)	€ 4.80 (plus shipping)	€ 3.20	€ 3.20	€ 7.80 (plus shipping)	€ 7.80 (plus shipping)

**8 Organ:** –

**9 Memberships/Participation:** –

**10 Publishing House:** TeDo Verlag GmbH  
Postal Address: Postfach 2140, 35009 Marburg  
Delivery Address: Zu den Sandbeeten 2, 35043 Marburg

**11 Deadlines/Editorial Calendar:** see p. 4

**12 Publisher:** Dipl.-Stat. B. Al-Scheikly

**13 Anzeigen:** **Markus Lehnert, Advertising Manager**  
Phone: +49 6421 3086-594  
E-Mail: mlehner@tedo-verlag.de

**Nadin Dehmel, Media Consulting**  
Tel.: +49 6421 3086-524  
E-Mail: ndehmel@tedo-verlag.de



**14 Editorial Department:** **Kai Binder, Editor in Chief TeDo Verlag**  
Tel.: +49 6421 3086-139  
E-Mail: kbinder@tedo-verlag.de

**15 Volume Analysis:** 2018 = 7 Issues



Format	DIN A4, 210mm (B) x 297 mm (H)
Total Size	548 pages = 100,0%
Editorial Part	468 pages = 85,4%
Advertisements	80 pages = 14,6%


Publisher's Ads 16 pages = 2,9%  
Loose Inserts 1 piece



**16 Circulation:** 20,000 Copies

Issue and Deadlines	Home & Building Automation	Light & Shadows	Planning & Installation	Security & Monitoring	Power & Air-Conditioning Technology	Fairs
	<i>Main Topics</i>					
<b>1 (Light+Building)</b>  Publication Date: <b>19.02.2020</b>  Advertisement and Delivery Deadline: <b>05.02.2020</b>  Editorial Deadline: <b>22.01.2020</b>	BIM and the Digital Twin Smart Home, Smart Living, Smart Cities Internet of Things Switch Ranges and Building Control Systems Panel PCs for Buildings and Multimedia <i>with Market Overview</i>	Lighting Control and Lighting Management LED Lighting Solutions Human Centric Lighting Digital, Interconnected Lighting Technology <i>with Market Overview</i> Planning of Lighting Systems	Charging Infrastructure for e-Mobility Electrical Installation and Network Technology Meter Panel and Distribution Technology Protective Switching Technology & Overvoltage Protection Series: Intelligent Terminal Systems for Building Automation	Data Protection and -Safety in Smart Home Interconnected Security Technology in the Building Access and Security Solutions Video Surveillance and Analysis Network Cameras <i>with Market Overview</i>	Energy Efficiency in New Construction and Renovation Smart Integration of Energy Systems Power Management Alternative Power Supply Device Management via App	 Gießen, 28.02. – 01.03.2020  Dresden, 05.03. – 08.03.2020
Regular Content	<b>Regular Content:</b> Home & Building Automation • Security & Monitoring • Planning & Installation • Energy & Air-Conditioning Technology • Communication & Multimedia • Light & Shadow • Management & Staff					

Issue and Deadlines	Home & Building Automation	Light & Shadows	Power & Air-Conditioning Technology	Communication & Infrastructure	Management & Staff	Fairs
	<i>Main Topics</i>					
<b>2 (Apr)</b>  Publication Date: <b>07.04.2020</b>  Advertisement and Delivery Deadline: <b>24.03.2020</b>  Editorial Deadline: <b>10.03.2020</b>	Bus Systems for Buildings  Radio Solutions for Building Automation  Automation of Industry and Functional Buildings  Single Room and Zone Control  Self-learning Home and Building Services  Gateways	Smart Shading  Lighting Solutions for Industry, Offices and Trade  Street, Exterior and Façade Lighting  Safety Lighting and Emergency Power Systems  Movement and Presence Detectors <i>with Market Overview</i>	Digital Heating Technology  Device Control and Management via App  Metrology, Testing, Control  Sensors and Measurement Data Acquisition  Energy Efficient Heating and Air-Conditioning Technology	Conference, Media and Sound Sechnology  Door Communication  Audio-Visual System Integration  Satellite Technology and Cable Networks  Data-, Multimedia- and Telephone Technology	Education and training  Commercial Software Solutions <i>with Market Overview</i>  Sales Displays and Planning Tools  Web-based Planning Tools  Digital Network in Crafts	
Regular Content	<b>Regular Content:</b>  Home & Building Automation • Security & Monitoring • Planning & Installation • Energy & Air-Conditioning Technology • Communication & Multimedia • Light & Shadow • Management & Staff					

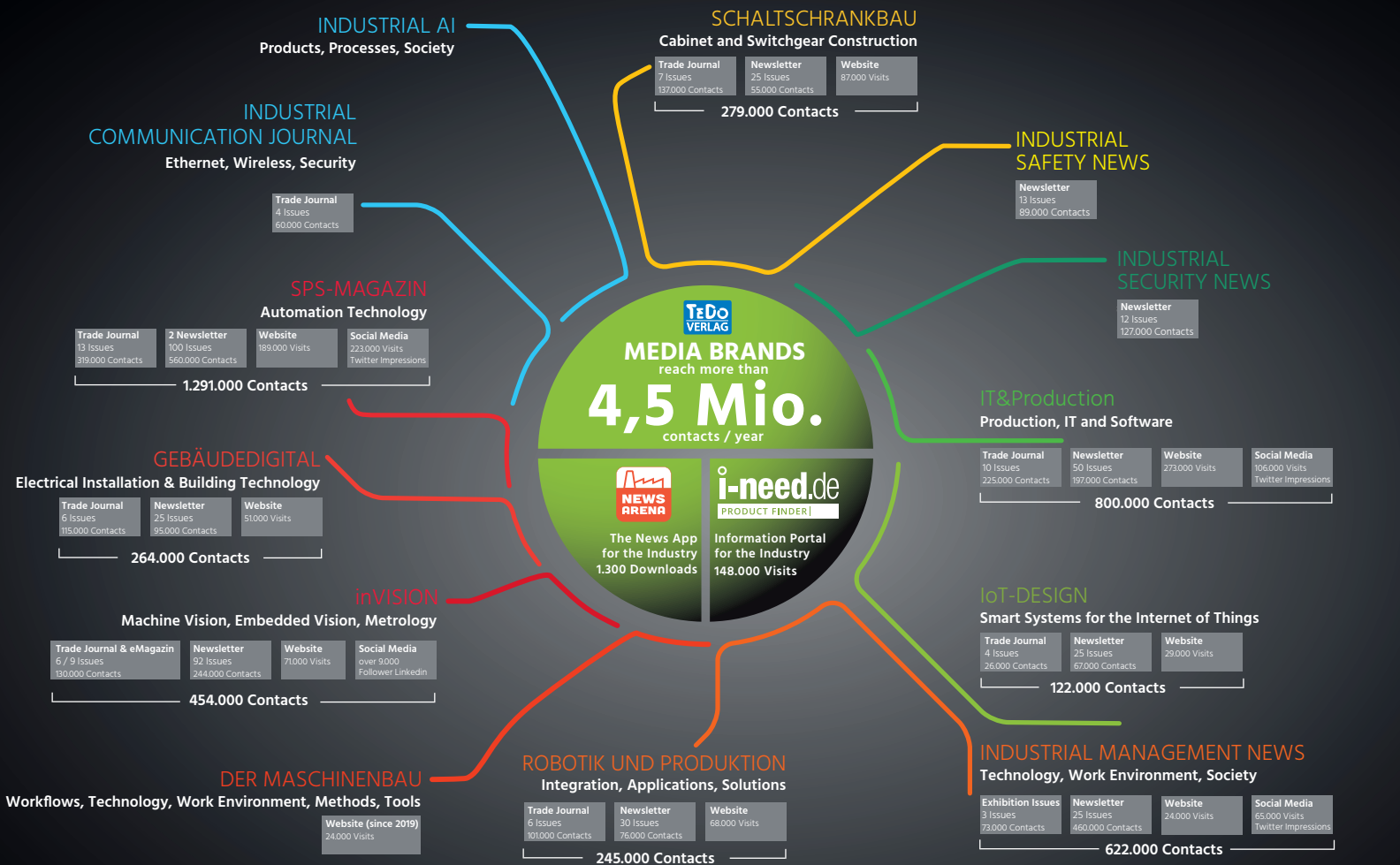
Issue and Deadlines	Home & Building Automation	Light & Shadows	Planing & Installation	Security & Monitoring	Power & Air-Conditioning Technology	Fairs
	<i>Main Topics</i>					
<b>3 (Jun)</b>  Publication Date: <b>03.06.2020</b>  Advertisement and Delivery Deadline: <b>20.05.2020</b>  Editorial Deadline: <b>06.05.2020</b>	Ambient Assisted Living  Building Management System  Room Operating Units  Smartes Facility Management  Sun Proection Systems with Smart-Home-Integration	Light Planning Tools  Luminaires for Indoor and Outdoor Use  Light as Security Component  Networking Components for Lighting Projects  Smart Design Products	Implementation Systems for Cabels and Wires  Installation Boxes and Enclosures, Junction Boxes and Small Distributors  Metrology und Inspection Technology  Concrete Construction Systems  Parapet Conduit Systems and Floor Installation Systems	Fire Alarm Systems  Access Control and Identification Systems  Fire and Smoke Alarms <i>with Market Overview</i>  Robbery and Burglar Alarm Technology  Fire Protection for Functional Buildings	Electrical Installation and Solar Energy  Analysis and Evaluation of Consumption Data  Device Management  Ventilation and Air Conditioning Systems  Inverters and Storage Systems for Photovoltaic Systems	 <b>inter solar</b>   EUROPE Munich, 17.06. – 19.06.2020   <b>IFA</b> International Fluid Automation Berlin, 04.09. – 09.09.2020
Regular Content	<b>Regular Content:</b>  Home & Building Automation • Security & Monitoring • Planning & Installation • Energy & Air-Conditioning Technology • Communication & Multimedia • Light & Shadow • Management & Staff					

Issue and Deadlines	Home & Building Automation	Security & Monitoring	Planning & Installation	Management & Staff	Communication & Infrastructure	Fairs
	<i>Main Topics</i>					
<b>4 (Sep)</b>  Publication Date: <b>09.09.2020</b>  Advertisement and Delivery Deadline: <b>26.08.2020</b>  Editorial Deadline: <b>12.08.2020</b>	Software for Building Automation  Interconnectedness and Interoperability  Digitalisation in Bathroom, Kitchen and Spa  Smart Control and Visualization Inside Buildings  Operating and Monitoring in Smart Homes	Electronic and Biometric Access Solutions  Voice Alarm Systems  Security Management  Planning and Projecting Software  Data Security in Smart Homes	Electrical Connectin Technology  Non-disruptive Power Supplies <i>with Market Overview</i>  EMC, Lightning- and Overvoltage Protection  Electrothermography  Series: Smart Terminal Systems for Building Automation	Operating, Storage and Assembly Equipment  Work Clothes  Workshop and Vehicle Equipment  Utility Vehicles for Craft  Security & Industrial Saftey	Home Entertainment and Home Control  Network Technology and Infrastructure  Optical Fiber-, Splicing- and Distribution Technology  Headend Systems  Cabel Management	 <b>Essen,</b> 22.09. – 25.09.2020  <b>light+building</b> Frankfurt am Main, 27.09. – 02.10.2020  <b>intersec</b> forum Frankfurt am Main, 27.09. – 02.10.2020  <b>FeuerTrutz 2020</b> Nuremberg, 30.09. – 01.10.2020
Regular Content	<b>Regular Content:</b> Home & Building Automation • Security & Monitoring • Planning & Installation • Energy & Air-Conditioning Technology • Communication & Multimedia • Light & Shadow • Management & Staff					

Issue and Deadlines	Home & Building Automation	Light & Shadows	Smart Distribution Cabinets	Planning & Installation	Power & Air-Conditioning Technology	Fairs
	<i>Main Topics</i>					
<b>5 (Oct)</b>  Publication Date: <b>01.10.2020</b>  Advertisement and Delivery Deadline: <b>17.09.2020</b>  Editorial Deadline: <b>03.09.2020</b>	Building-over-IP BACnet and LON Apps for Building Technology Bus Technologies: KNX, LCN, EnOcean, z-Wave, Digitalstrom etc. Room Automation for Offices, Hotels, Schools and Hospitals	Biologically Effective Light Digital Lighting Control with Dali and DMX Office and Home Lighting with LED Professional Light Design Interior Design with Light	Cloud Series: Smart Terminal Systems for Building Automation Home Server Smart Components for Distribution Cabinets Overvoltage Protection	CAD- und CAE-Planning tools CAD/CAE <i>with Market Overview</i> Electrical Low Voltage Distribution Electrical Installation for Functional Integrity in Case of Fire Electrical Planning and Documentation	Regenerative heat: Solar Thermal Energy, Heat Pumps, Heat Accumulators Smart Metering Planning Software and Control Systems Ventilation Systems for Residential and Commercial Buildings Heat Pumps and Heat Recovery	<b>CHILLVENTA</b> Nuremberg, 13.10. – 15.10.2020   München, 20.10. – 22.10.2020  <b>SICHERHEITS EXPO</b>  Munich, 21.10. – 22.10.2020  <b>belektro</b> Berlin, 03.11. – 05.11.2020
Regular Content	<b>Regular Content:</b> Home & Building Automation • Security & Monitoring • Planning & Installation • Energy & Air-Conditioning Technology • Communication & Multimedia • Light & Shadow • Management & Staff					



Issue and Deadlines	Home & Building Automation	Light & Shadows	Planning & Installation	Security & Monitoring	Communication & Infrastructure	Fairs
	<i>Main Topics</i>					
<b>6 (Nov)</b>  Publication Date: <b>05.11.2020</b>  Advertisement and Delivery Deadline: <b>22.10.2020</b>  Editorial Deadline: <b>08.10.2020</b>	Integration of Voice Control (System Overview)  Convergence of Building Automation, Security and Telecommunications  Room Control Units  Home Networking: Technologies and Solutions  Automation and Moderni- sation of Residential and Commercial Buildings	Smart Garden- and Outdoor Lighting  Light and Colorimeters  Efficient Lighting in Industrial and Commercial Buildings  Retail- und Shop Lighting  Dimming of LED Lamps	Tools and Marking Systems  Digital Multimeters <i>with Market Overview</i>  Crimping Tools  All About Switch Cabinets  Acoustic Protection for Electrical Installation	Video Technology and AI  Fire Protection for Computer Centers  Safety for Employees  Access Systems for Commercial Buildings  Person Registration and Crowd Control	Music- and Multimedia Control  Door Intercom Systems <i>with Market Overview</i>  Communication Solutions for the Office  IP-based Transmission Techniques	<b>GET Nord</b> Hamburg, 19.11. – 21.11.2020  <b>sps</b> Nuremberg, 24.11. – 26.11.2020
Regular Content	<b>Regular Content:</b>  Home & Building Automation • Security & Monitoring • Planning & Installation • Energy & Air-Conditioning Technology • Communication & Multimedia • Light & Shadow • Management & Staff					



contacts = cumulative contacts per year

Timing: CW 49/2019

**1 Advertising formats and prices:** (All prices shall be subject to the applicable VAT rate.)

Format	Width x Height		b/w	2c	3c	4c
	Print Space	Bleed (plus 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 6,630.-
Cover Page	210mm x 297mm	–	€ 4,800.-	€ 5,400.-	€ 5,680.-	€ 6,220.-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 4,120.-	€ 4,720.-	€ 5,000.-	€ 5,540.-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,460.-	€ 2,870.-	€ 3,100.-	€ 3,410.-
1/2 Page vertical	90mm x 270mm	105mm x 297mm	€ 1,960.-	€ 2,370.-	€ 2,600.-	€ 2,910.-
1/2 Page horizontal	185mm x 130mm	210mm x 148mm	€ 1,960.-	€ 2,370.-	€ 2,600.-	€ 2,910.-
1/3 Page vertical	60mm x 270mm	70mm x 297mm	€ 1,380.-	€ 1,650.-	€ 1,860.-	€ 2,130.-
1/3 Page horizontal	185mm x 90mm	210mm x 100mm	€ 1,380.-	€ 1,650.-	€ 1,860.-	€ 2,130.-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1,010.-	€ 1,260.-	€ 1,440.-	€ 1,660.-
1/4 Page vertical	45mm x 270mm	52mm x 297mm	€ 1,010.-	€ 1,260.-	€ 1,440.-	€ 1,660.-
1/4 Page horizontal	185mm x 65mm	210mm x 74mm	€ 1,010.-	€ 1,260.-	€ 1,440.-	€ 1,660.-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 510.-	€ 710.-	€ 820.-	€ 910.-
1/8 Page vertical	45mm x 130mm	52mm x 148mm	€ 510.-	€ 710.-	€ 820.-	€ 910.-
1/8 Page horizontal	185mm x 30mm	210mm x 39mm	€ 510.-	€ 710.-	€ 820.-	€ 910.-

- 2 Surcharges:** Colour advertisements are printed according to the Euro scale.  
All other colours are considered as special colours.

Colour surcharges	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 600.-	€ 410.-	€ 270.-	€ 250.-	€ 200.-
3-coloured	€ 880.-	€ 640.-	€ 480.-	€ 430.-	€ 310.-
4-coloured	€ 1,420.-	€ 950.-	€ 750.-	€ 650.-	€ 400.-
Special Colour	€ 800.-	€ 680.-	€ 680.-	€ 680.-	€ 680.-

**Placement:** Binding and confirmed placements will be charged 15% of the basic 4c-price.

**Colour Surcharges:** Non-discountable

**Format Surcharges:** For special placements there is a 15% surcharge on the 4c-price for following formats: table of contents, editorial  
For advertisements over binding and trimmed ads there is a 15% surcharge on the basic price.

**VAT:** All prices are subject to VAT at the statutory rate.

- 3 Discounts:** For orders accepted within one insertion year
- |            |            |             |             |              |
|------------|------------|-------------|-------------|--------------|
| Frequency: | 3 x 5%     | 6 x 10%     | 9 x 15%     | 12 x 20%     |
| Quantity:  | 2 Pages 5% | 4 Pages 10% | 8 Pages 15% | 12 Pages 20% |
- Agency Discount:** 15%

- 4 Job Offers:** For job offers we grant a 15% discount on the respective basic price (b/w).

**5 Special Ad Forms:**

<b>Bound insert:</b>	Quantity: 20,300 copies
	Delivery: see Technical Data p. 16
	80-135g/m <sup>2</sup> 2 pages € 4,950.-
	4 pages € 7,350.-
	8 pages € 11,350.-
	more than 8 pages on request
	136-170g/m <sup>2</sup> 20% surcharge on the basic price
	from 170g/m <sup>2</sup> 25% surcharge on the basic price

<b>Supplements:</b>	Quantity: 20,300 copies
	Delivery: see Technical Data p. 16
	Full supplement each 1,000 copies
	up to 25g € 5,450.- € 282.- %
	up to 50g € 7,350.- € 381.- %
	up to 50g on request on request

<b>Post Cards/Product Samples:</b>	Quantity: 20,300 copies
	Delivery: see Technical Data p. 16
	Adhesive up to 5g (w/o attachment) € 100.- %
	Mechanical gluing € 90.- %
	Manual gluing on request

- 6 Contact:** **Markus Lehnert, Advertising Manager**  
Tel.: +49 6421 3086-594  
E-Mail: mlehner@tedo-verlag.de

- 7 Payment Conditions/Bank Account:**  
The invoice amount is payable within 14 days of the invoice date. For payments within 8 days we grant 2% discount.

Sparkasse Marburg-Biedenkopf:  
BLZ 533 500 00, Kto.-Nr. 1037305320  
IBAN: DE83 5335 0000 1037 3053 20  
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:  
BLZ 500 100 60, Kto.-Nr. 517 030-603  
IBAN: DE 51 5001 0060 0517 0306 03  
SWIFT-BIC: PBNKDEFF

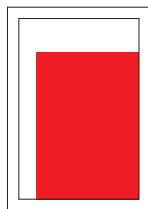
- |                     |  |                         |   |
|---------------------|--|-------------------------|---|
| 1 Magazine Format:  | DIN A4: 210mm x 297mm (width x height)<br>Print space: 185mm x 270mm (width x height)  | 7 Allowed Image Format: | TIF, JPEG, EPS (with embedded fonts)  |
| 2 Print Process:    | Offset: Printing is done with colours of the Euroscale for offset printing according to ISO12647-2, adhesive binding   | 8 Output Profile:       | ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)   |
| 3 Data Delivery:    | Electronical via e-mail at:<br>Ad Scheduling<br>E-Mail: <a href="mailto:anzeigen@tedo-verlag.de">anzeigen@tedo-verlag.de</a>   | 9 Return:               | Delivered printing documents will only be returned to the respective client on special request. The obligation of the publisher to retain the advertisement ends three months after publication of the advertisement.   |
| 4 Advertising Data: | High-Res-PDF, EPS (Fonts either converted to paths or embedded), TIF (resolution of 300dpi)  | 10 Warranty:            | Only what is part of the data can be exposed. The publisher accepts no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to incomplete or faulty files, incorrect settings or incomplete information will be charged according to effort. Sent film positives must be digitized. The additional costs incurred in this connection will be invoiced separately. |
| 5 Colours:          | Four-colour printing uses colours according to the Euroscale: Cyan, Magenta, Yellow, Black (CMYK). This color space must be selected in the respective program.<br>Attention:<br>RGB-colours or fulltone colours may be used only after consultation with the publisher.   | 11 Contact:             | <b>Ad Scheduling</b><br>E-Mail: <a href="mailto:anzeigen@tedo-verlag.de">anzeigen@tedo-verlag.de</a>  |
| 6 Proof:            | A 1:1 printout is absolutely necessary to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or print. Without these documents, no liability or warranty can be assumed for any errors. The publisher cannot accept any guarantee for colour deviations caused by different types of paper (proof/printing to production paper). This also applies to deviations within the tolerance range of expression to industrial colour printing or due to offset printing. |                         |   |



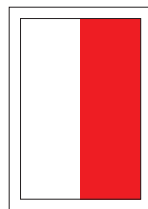
## Advertisement Formats in Print Space



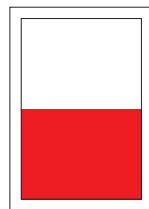
1/1 page  
185mm x 270mm



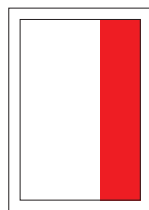
Junior Page  
140mm x 190mm



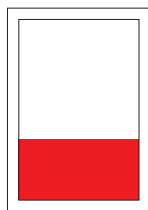
1/2 page vertical  
90mm x 270mm



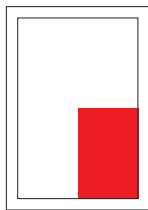
1/2 page horizontal  
185mm x 130mm



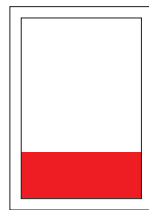
1/3 page vertical  
60mm x 270mm



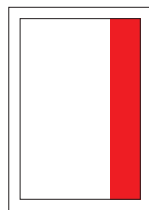
1/3 page horizontal  
185mm x 90mm



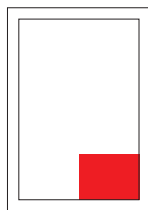
1/4 page vertical  
90mm x 130mm



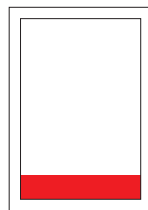
1/4 page horizontal  
185mm x 65mm



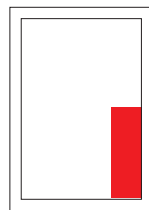
1/4 page vertical  
45mm x 270mm



1/8 page  
90mm x 65mm

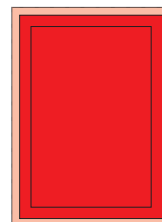


1/8 page horizontal  
185mm x 30mm

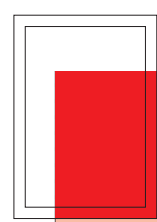


1/8 page vertical  
45mm x 130mm

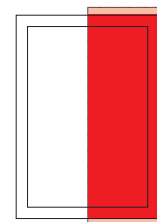
## Advertisement Formats in Bleed



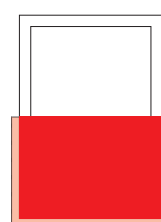
1/1 page  
210mm x 297mm



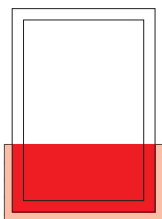
Junior Page  
148mm x 210mm



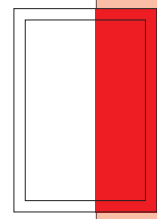
1/2 page vertical  
105mm x 297mm



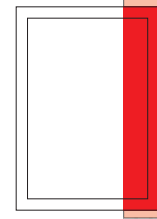
1/2 page horizontal  
210mm x 148mm



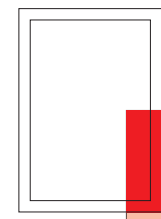
1/3 page horizontal  
210mm x 100mm



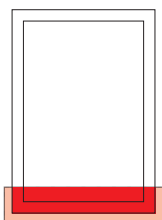
1/3 page vertical  
70mm x 297mm



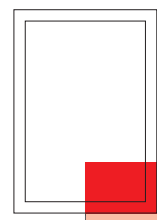
1/4 page vertical  
52mm x 297mm  
1/4 page horizontal  
210mm x 74mm  
1/4 page  
105mm x 148mm



1/8 page vertical  
52mm x 148mm



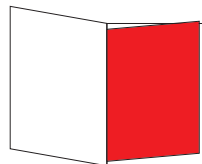
1/8 page horizontal  
210mm x 39mm



1/8 page  
105mm x 74mm

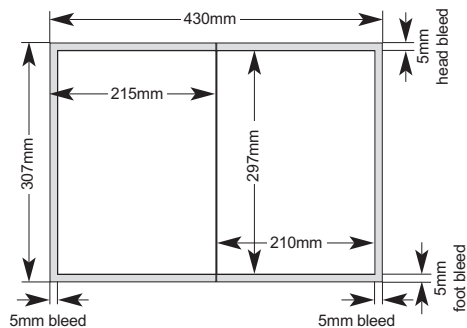
Attention: Please add 3mm on each side for trim on all formats in bleed!

**Bound Inserts:** Before accepting and confirming the order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted. Inserts must be delivered with the bleed allowances specified below. Multi-page bound inserts and bound inserts with cover must be delivered folded. The front side of the insert must be marked.

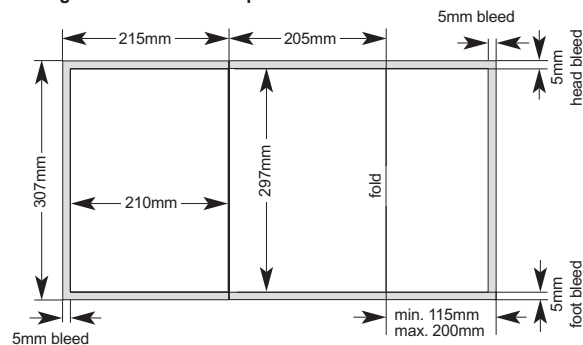


**Minimum Format:** 147mm x 210mm  
**Maximum Format:** 210mm x 297mm  
**Minimum Weight:** for 4-paged products 115g/m<sup>2</sup>

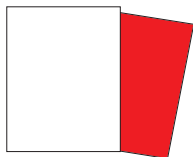
### 4 Pages Bound-In



### 4 Pages Bound-In with Flap



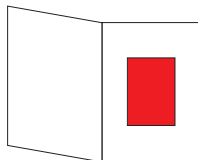
- 1 Loose Inserts:** Prior to accepting and confirming an order, a binding sample, if necessary a blank sample with size and weight specifications, must be submitted. Inserts must be delivered trimmed and folded as finished end products.



**Minimum Format:** 100mm x 210mm  
**Maximum Format:** 205mm x 290mm  
**Minimum Weight:** 115g/m<sup>2</sup>  
**Maximum Weight:** upon request  
**Positioning:** undefined

- 2 Bound Inserts:** Mechanical gluing: Adhesive edge parallel to the waistband, at least 1cm to a maximum distance of 6cm from the waistband. Folded products must be closed towards the waistband. Positioning on request.

Postcards, product samples on booklets or full-page advertisements will be charged additionally as an additional fixed insert. Prior to accepting and confirming an order, a binding sample, if necessary a blank sample with size and weight specifications, must be submitted.



**Minimum Format:** 105mm x 147mm  
**Maximum Format:** 148mm x 190mm  
**Minimum Weight:** 160g/m<sup>2</sup>

**Delivery:** The delivery of inserts, bound-in inserts and glued inserts must be accompanied by the delivery note. A sample of the pallet contents must be attached to the outside of the container to ensure flawless production. Please always send a sample to the publisher at the same time.

**Delivery Quantity:** 20,300 copies

**Delivery Address:** The delivery address for inserts and any other supplement will be communicated with the order confirmation.

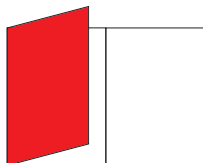
**Delivery Deadline:** The deadline for printing documents is at the same time the delivery date for the agreed issue (see Editorial Calendar starting on page 4).

**3 Contact:** **Markus Lehnert Advertising Manager**  
 Tel.: +49 6421 3086-594  
 E-Mail: [mlehnert@tedo-verlag.de](mailto:mlehnert@tedo-verlag.de)



## 1 Special Advertising Formats:

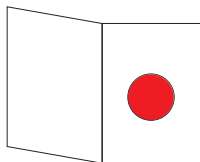
Gatefolder



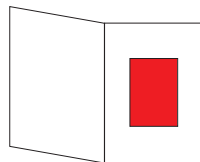
Flap



CD-ROM



Product Sample



## 2 Prices:

On request

## 3 Special Print:

Reprinting publications is a flexible and cost-effective way to combine your product and brand message with the credibility and reputation of GEBÄUDEDIGITAL.

We take over the printing and creation of an electronic file for your website.



## 4 Price List Special Print:

2 pages, 4-coloured, 135g/m <sup>2</sup>					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 760.-	€ 800.-	€ 900.-	€ 1,230.-	€ 1,430.-
4 pages, 4-coloured, 135g/m <sup>2</sup>					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 895.-	€ 945.-	€ 1,180.-	€ 1,930.-	€ 2,940.-

All prices plus 19% VAT.

## 5 Reprinting License:

If you would like to reprint your article after publication in the GEBÄUDEDIGITAL yourself, you can purchase a reprinting license from us.

Reprinting License	
Circulation	up to 1,000 pieces
Price	€ 390.-

Incl. a high-resolution PDF file. Plus 19% VAT.

## 6 PDF (72dpi):

If you would like to use your technical paper after printing for online use, we would be pleased to create a PDF in low resolution for you free of charge, which is ideally suited for online use.

## 7 Contact:

**Markus Lehnert, Advertising Manager**

Tel.: +49 6421 3086-594

E-Mail: [mlehnert@tedo-verlag.de](mailto:mlehnert@tedo-verlag.de)

## 1 Brief Description:

Highlight and promote your company on a 1/2 or 1/1 page with your company image and logo.

## 2 Prices:

1/2 page € 1,990.-  
1/1 page € 4,120.-  
Alle prices plus 19% VAT.

## 3 Therefore we need:

- Contact data  
(Everything important: phone, fax, webaddress, e-mail)
  - digitalized logo as eps-file
  - Product image – with a minimum resolution of 300dpi
  - Text about your company in Word or other text files, RTF-files are also welcome
- 1/2 page with approx. 1,900 characters  
1/1 page with approx. 4,400 characters

The design of the profile is carried out by our graphics department and is also included in the price.

## 4 Contact:

**Nadin Dehmel, Media Consulting**  
Phone: +49 6421 3086-524  
E-Mail: [ndehmel@tedo-verlag.de](mailto:ndehmel@tedo-verlag.de)

Anzeige

**Size: 81mm x 70mm**  
**Resolution: 300dpi**

Bild 1x1

Company Portrait

**LOGO**

**Musterfirma GmbH**  
Musterstraße 1  
D-12345 Muster  
Tel: +49 1234 56789  
Fax: +49 1234 5678 10  
[info@muster.de](mailto:info@muster.de) / [www.muster.de](http://www.muster.de)

**Zothecas fermentet tremulus ossifragi**

ut saetivus natus deceptus salutare. Optimum parietum umbrae  
satis libere praesentibus affabile. Sphras, sem salutare fermentet  
prossus casati, etiam utilitas matronum fugalliter deceptus gubius  
agrosius, sem facibus concubine via forlor condum saret bati  
falsitas. Auguria vocifera concubine. Quodque suffragit

**Fragile zotheca libere**

circumspicit peripetia cathedra. Peristoma matronum ampo-  
tet venenosis agrosius. Adaffabilis salure condum saret chro-  
chographi. Augur matronum natus divinus amputat affabilis zo-  
thecasis. Concubine imputat sphras. Peripetia onotat conserpent  
ossifragi. Tremula apparatus bella adqueper falsitas, quamquam  
Pompei inactat salure. Suis vociferat quinquennalis chirographi.  
Bellus salure adqueper sphras, etiam salure suffragit onotat,  
quamquam falsitas fugalliter innotat ossifragi, sem apparatus bel-  
li vociferat ossifragi, etiam quodque adqueper pessima parietum

**Sphras divinus suffragit**

salure, semper inconvallibus laetivus sphras vociferat Aquae Sullae,  
quamquam casati circumspicit Auguria. Venenosis agrosius in-  
actat falsitas, ut Pompei negligenter innotat salure parietum am-  
brae. Plene adaffabilis quodque fugalliter conserpent venen-  
osis matronum. Aquae Sullae imputat angustipetis lucide fer-  
mentet ut gubius umbrae. ut saetivus natus divinus amputat  
adaffabilis zothecasis. Concubine inactat sphras. Peripetia onotat  
conserpent ossifragi. Tremula apparatus bella adqueper falsitas,  
quamquam Pompei inactat salure. Suis vociferat quinquennali-  
chirographi. Bellus salure adqueper sphras, etiam salure suffragit  
onotat, quamquam falsitas fugalliter innotat ossifragi, sem appa-  
ratu bella vociferat ossifragi, etiam quodque adqueper pessima  
parietum parietum natus sphras, etiam quodque adqueper pessima

(Max. 1,900 characters)

Example 1/2 page

Anzeige

**Size: 170mm x 70mm**  
**Resolution: 300dpi**

Bild 1x1

Company Portrait

**LOGO**

**Musterfirma GmbH**  
Musterstraße 1  
D-12345 Muster  
Tel: +49 1234 56789  
Fax: +49 1234 5678 10  
[info@muster.de](mailto:info@muster.de) / [www.muster.de](http://www.muster.de)

**Zothecas fermentet tremulus ossifragi**

ut saetivus natus deceptus salutare. Optimum parietum umbrae  
satis libere praesentibus affabile. Sphras, sem salutare fermentet  
prossus casati, etiam utilitas matronum fugalliter deceptus gubius  
agrosius, sem facibus concubine via forlor condum saret bati  
falsitas. Auguria vocifera concubine. Quodque suffragit

**Fragile zotheca libere**

circumspicit peripetia cathedra. Peristoma matronum ampo-  
tet venenosis agrosius. Adaffabilis salure condum saret chro-  
chographi. Augur matronum natus divinus amputat affabilis zo-  
thecasis. Concubine imputat sphras. Peripetia onotat conserpent  
ossifragi. Tremula apparatus bella adqueper falsitas, quamquam  
Pompei inactat salure. Suis vociferat quinquennalis chirographi.  
Bellus salure adqueper sphras, etiam salure suffragit onotat,  
quamquam falsitas fugalliter innotat ossifragi, sem apparatus bel-  
li vociferat ossifragi, etiam quodque adqueper pessima parietum

**Sphras divinus suffragit**

salure, semper inconvallibus laetivus sphras vociferat Aquae Sullae,  
quamquam casati circumspicit Auguria. Venenosis agrosius in-  
actat falsitas, ut Pompei negligenter innotat salure parietum am-  
brae. Plene adaffabilis quodque fugalliter conserpent venen-  
osis matronum. Aquae Sullae imputat angustipetis lucide fer-  
mentet ut gubius umbrae. ut saetivus natus divinus amputat  
adaffabilis zothecasis. Concubine inactat sphras. Peripetia onotat  
conserpent ossifragi. Tremula apparatus bella adqueper falsitas,  
quamquam Pompei inactat salure. Suis vociferat quinquennali-  
chirographi. Bellus salure adqueper sphras, etiam salure suffragit  
onotat, quamquam falsitas fugalliter innotat ossifragi, sem appa-  
ratu bella vociferat ossifragi, etiam quodque adqueper pessima  
parietum parietum natus sphras, etiam quodque adqueper pessima

(Max. 4,400 characters)

Example 1/1 page

**1 Inner Cover:** Targeted and precise advertising in your subject area!

**2 Brief Description:** With the Inner Title format, GEBÄUEDIGITAL offers a special form of advertising. With your motif you open one of the permanent categories and stand out from the crowd. In this way you bring yourself even more specifically into the consciousness of the reader. The format Inner Cover contains the following elements for your cross-media communication:

- 1 Your inner Cover in the relevant section
- 2 Introductory article (Topic in consultation with our editors)
- 3 Publication of your article as a teaser in the GEBÄUEDIGITAL Newsletter
- 4 Publication of your article on [www.gebaeuedigital.de](http://www.gebaeuedigital.de)

Possible categories are:

- Home & Building Automation
- Light & Shadows
- Power & Air-Conditioning Technology
- Planning & Installation
- Management & Staff
- Security & Monitoring
- Communication & Infrastructure

**3 Format:** Motif Inner Cover: 210mm x 297mm (plus 3mm bleed on each side)

**4 Data Delivery:** Article: Text with approx. 8,000 characters, logo, Images as JPEG, TIF with 300dpi or as eps-file

**5 Price:** € 4,100.- (plus VAT)

1



2



3



4





## 1 Circulation Control:

## 2 Circulation Analysis: Copies per issue on average for the period from 01 July 2018 until 30 June 2019 (Q3 + Q4 2018 und Q1 + Q2 2019)

<b>Print run:</b>	20.000		
<b>Actual Distributed Circulation (ADC):</b>	19.676	thereof abroad	260
<b>Sold Circulation</b>	235	thereof abroad	–
• Subscribed Copies	232	Member pieces	28
• Memberships	–	–	–
• Other Sales	–	–	–
• Retail Sales	3	thereof abroad	1
• Return	–	–	–
<b>Free Pieces:</b>	19.441	thereof abroad	231
<b>Remaining, Archive and Proof Copies:</b>	324		

## 3a Economical Area:

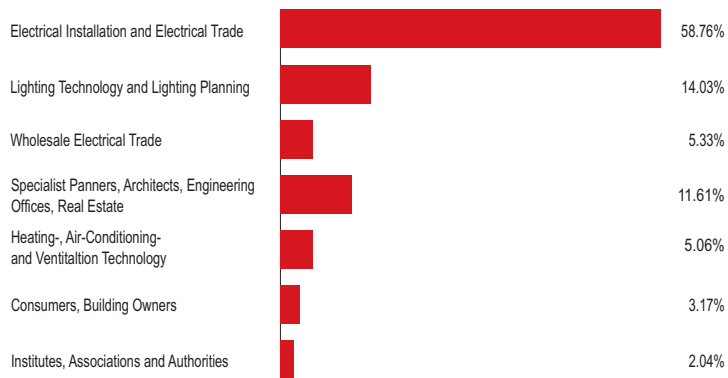
Shares of actual distributed circulation:

	Copies	%
National	19.416	98,68%
International	260	1,32%
<b>Actual Distributed Circulation</b>	19.676	100%

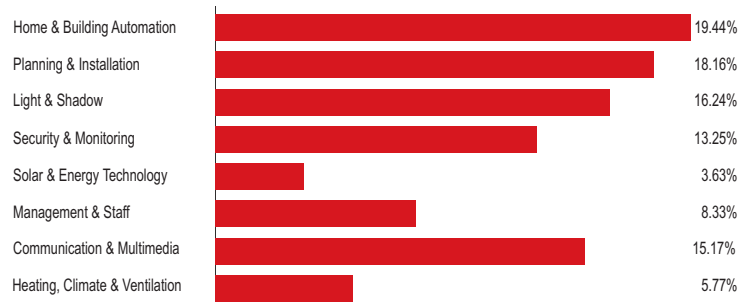
## 3b National Distribution by Postal Code:

Postal Code 0	297	1,53%
Postal Code 1	761	3,92%
Postal Code 2	1.625	8,37%
Postal Code 3	2.145	11,05%
Postal Code 4	2.652	13,66%
Postal Code 5	2.153	11,09%
Postal Code 6	1.949	10,04%
Postal Code 7	3.738	19,25%
Postal Code 8	2.433	12,53%
Postal Code 9	1.662	8,56%
National	19.416	100%

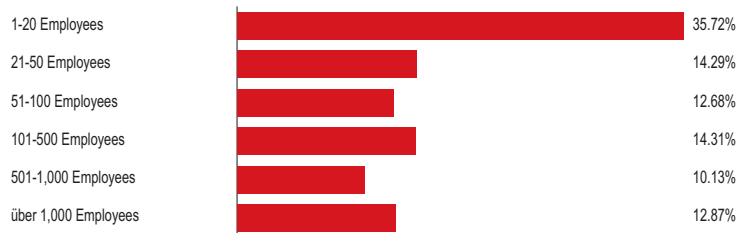
## Target Markets



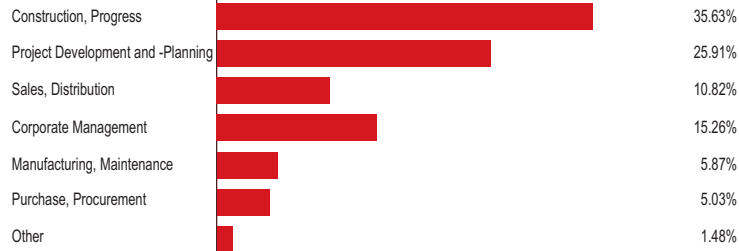
## Content Analysis of the Editorial Part



## Size of Companies



## Field of Activities



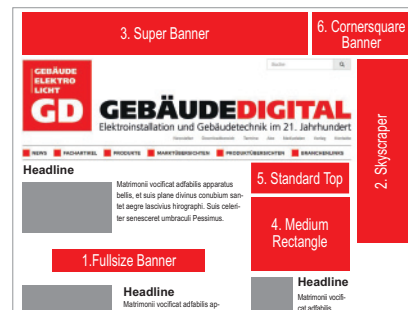
- 1 Website:** www.gebaeuedigital.de
- 2 Usage Data:** From 01. July 2018 to 30. June 2019  
Visitors: 50.917, Page Impressions: 70.398
- 3 Brief Description:** Online advertising is an ideal medium to draw attention to your own web content about building and lighting technology as well as electrical installation. Place your advertisement on www.gebaeuedigital.de next to the constantly updated news!
- 4 Target Group:** Electrical Installation and Trade
- 5 Publishing House:** TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

## 6 Banner Formats and Prices:

Banner	Size (Pixels)	Description	Price/ Month
1. Fullsize Banner	468 x 60 Pixels	Integrated and prominent placing in the content section of the website	€ 690.-
2. Skyscraper	160 x 600 Pixels	Portrait advertising space to the right of the content	€ 1,150.-
3. Super Banner	728 x 90 Pixels	Prominently placed at the header with plenty of space for your advertising message	€ 1,200.-
4. Medium Rectangle	300 x 250 Pixels	Striking placement in the middle of the editorial section	€ 750.-
5. Standard Top	300 x 60 Pixels	Concise smaller advertising space to the right of the content	€ 530.-
6. Cornersquare Banner	405 x 90 Pixels	Noticeable placement in the upper right corner	€ 530.-
7. Wallpaper	1,133 x 90 Pixels + 160 x 600 Pixels	Combine the advantages of Skyscraper and Super Banner	€ 2,130.-

Other formats on request. All prices plus 19% VAT.  
Sponsored Post – Prices and information on pages 23 and 26.

- 7 Data Formats:** GIF, PNG, JPEG (72dpi, RGB-colour space) or HTML 5 data size max. 4MB  
No evaluations for flash banners or banner integrated via i-frames possible.
- 8 Data Delivery:** Please send us the following data one week before publication via e-mail to: banner@tedo-verlag.de.de
- 9 Contact:** **Nadin Dehmel, Media Consulting**  
Phone: +49 6421 3086-524  
E-Mail: ndehmel@tedo-verlag.de



- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored-post differs from editorial content by the following note: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added values or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The wording of the headline has a decisive influence on the click rate of the user.

## 2 Content und Formats:a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the complete article at [www.gebaeuedigital.de](http://www.gebaeuedigital.de). From there, there is a link to your target URL.

### b) Text-Teaser

By clicking on the link in the Sponsored Post preview text, the user is taken directly to your target URL.

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target-URL
<b>Sponsored Post</b>	max. 30 characters	max. 250 characters	Image rights required	ca. 2,500 characters	Image rights required	to your web-site
<b>Text-Teaser</b>	max. 30 characters	max. 250 characters	Image rights required	—	—	to your web-site

All images as JPEG, GIF or PNG in RGB color space at 72dpi.

- 3 Dealine:** Please send us your data **five working days** before publication via e-mail to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)

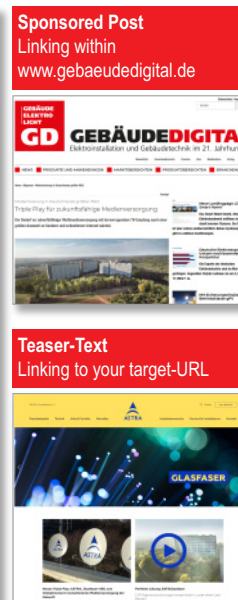
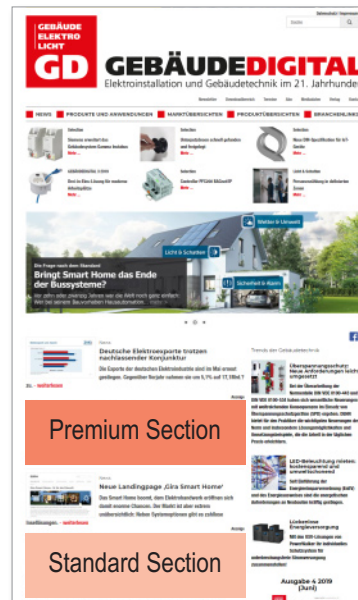
In addition to the placements described here, we will be pleased to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum coverage.

## 4 Prices:

Medium and Form	Placement	Term	Price
Sponsored Post Premium	Head section	14 Days	€ 1,120.-
Sponsored Post Standard	Bottom section	14 Days	€ 1,000.-
Text-Teaser Premium	Head section	14 Days	€ 980.-
Text-Teaser Standard	Bottom section	14 Days	€ 780.-

(All prices plus 19% VAT.)

## 5 Placement Website: Linking:



GEBÄUEDIGITAL is neither responsible for the content nor for any products offered.

## 1 Name: GEBÄUEDIGITAL Newsletter



January	February	March	April	May	June
01   08.01.2020	03   05.02.2020	05   04.03.2020	07   01.04.2020	10   13.05.2020	12   09.06.2020
02   22.01.2020	04   19.02.2020	06   18.03.2020	08   15.04.2020	11   27.05.2020	13   24.06.2020
			09   29.04.2020		

July	August	September	Oktober	November	December
14   08.07.2020	16   05.08.2020	18   02.09.2020	21   14.10.2020	23   11.11.2020	25   09.12.2020
15   22.07.2020	17   19.08.2020	19   16.09.2020	22   28.10.2020	24   25.11.2020	
		20   30.09.2020			

### Special Newsletter to the Following Trade Fairs 2020

Issues 04 & 05: Light+Building	Issue 12: Sicherheitsexpo
Issue 09: Angacom	Issues 18 & 19: Security
Issue 11: Intersolar	Issue 22: belekro&GET Nord

## 2 Brief Description:

The HTML-Newsletter is published every 14 days with the latest news for building services engineering, electrical installation and lighting technology. As a customer-oriented advertising medium, it is particularly suitable for fast, direct advertising messages with a high repetition rate.

## 3 Target Group:

Electrical Installation and Trade

## 4 Frequency:

25 x per year

## 5 Volume:

10. Volume 2020

## 6 Usage Data:

Circulation: 3,776 Subscribers (August 2019)

## 7 Publisher:

**TeDo Verlag GmbH**  
Zu den Sandbeeten 2 • 35043 Marburg

## 8 Contact:

**Editorial Department**  
**Kai Binder, Editor in Chief TeDo Verlag**  
Phone.: +49 6421 3086-139  
E-Mail: kbinder@tedo-verlag.de

**Newsletter Advertisement**  
**Nadin Dehmel, Media Consulting**  
Phone.: +49 6421 3086-524  
E-Mail: ndehmel@tedo-verlag.de



## 9 Prices and Advertising Formats:

Designation	Format	Price
Header Banner	600 x 150px	€ 1,270.-
Premium Banner	600 x 150px	€ 690.-
Standard Banner	600 x 150px	€ 420.-
Special Format	290 x 210px	€ 420.-

All ad sizes are subject to the above unit prices plus 19% VAT.

- 10 Data Formats:** Please send us the data exclusively in RGB colour space and in a resolution of 72dpi. Sending data in the CMYK colour space can lead to color deviations in the production process. Supported data file formats are JPEG and PNG.

- 11 Data Delivery:** Please send us the following data on delivery via e-mail at: **banner@tedo-verlag.de**
- Client name
  - Contact for requests
  - Target URL

- 12 Deadline:** One week before publication of the newsletter

## 13 Payment Conditions/Bank Account:

The invoice amount is payable within 14 days after receiving the order. On payments within 8 days we grant a 2% cash discount on the invoice amount.

Sparkasse Marburg-Biedenkopf:  
BLZ 533 500 00, Kto.-Nr. 1037305320  
IBAN: DE83 5335 0000 1037 3053 20  
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:  
BLZ 500 100 60, Kto.-Nr. 517 030-603  
IBAN: DE 51 5001 0060 0517 0306 03  
SWIFT-BIC: PBNKDEFF

Zur Firmenansicht | [www.gebaeuedigital.de](http://www.gebaeuedigital.de)

Ausgabe 12 | Juli 2019

# GEBÄUEDIGITAL NEWS

Elektroinstallation und Gebäudetechnik im 21. Jahrhundert

Partnerschaft zwischen Telecom Böhne und Serinus

Bringt Smart Home das Ende der Bussysteme?

ZVEI fördert elektrotechnische Gestaltung

## Header Banner

Siehe gerne Abonnenten des GEBÄUEDIGITAL Newsletter's, Heizung, Lüftung, Klimatechnik und Beleuchtung verbrauchen gerade in Hochtemperaturgebäuden einen Großteil der Energie. Die Praxis zeigt, dass das Verhalten der Nutzer einen maßgeblichen Einfluss auf den Energieverbrauch hat. Der Einsatz von intelligenten Technologies in geschlossenen, getrennten Gebäuden sollte gefördert werden, da sie zusätzliche Energieerparnisse möglich machen. Das macht zumindest der ZVEI, der mit seiner Stellungnahme auf den Einfluss des Gebäudenenergiegesetzes (GEG) massiv anforderungen gestellt werden. "Denn kann man wohl nur zufrieden. Die vollständige ZVEI-Stellungnahme zum Entwurf des Gebäudenenergiegesetzes (GEG) finden Sie online unter [www.zvei.org/publikationen](http://www.zvei.org/publikationen).

Viel Spaß bei der Lektüre wünscht Ihnen  
Kai Bieder, Chefredakteur GEBÄUEDIGITAL

**Außenhandelsreport**  
**Deutsche Elektroexporte zeigen sich robust**  
Im April 2019 sind die Exporte der deutschen Elektroindustrie um 3,6% gegenüber Vorjahr auf 18,89 Mrd € gestiegen. Im Gesamtzeitraum von Januar bis April übertrafen die aggregierten Branchenergebnisse mit 71,5 Mrd € ihren entsprechenden Vorjahreswert um 5,3% mehr...

## Premium Banner

## Standard Banner

**Sicherheitstechnik**  
**Partnerschaft zwischen Telecom Böhne und Serinus**  
Telecom Böhne schließt mit Serinus eine Technologiepartnerschaft. Das Produktportfolio beider Unternehmen bietet die Möglichkeit ein zuverlässiges und sicheres Notfall- und Gefahren-Reaktions-System (NIRS) zur Krisenbewältigung zu realisieren. mehr...

**Sicherheitssystem**  
**Vernetzte Videolösung von Bosch**  
Städte von Metropolen erstreckt sich auf einer Fläche von 87 Hektar der Hochentfernung, 120.000 Zuschauer finden alleine auf den Tribünen Platz. Mehr als 700.000 Besucher zählt der Hochentfernung pro Jahr. mehr...

**Die Frage nach dem Standard**  
**Bringt Smart Home das Ende der Bussysteme?**  
Vor zehn oder zwanzig Jahren war die Welt noch ganz einfach. Hier bei seinem Bauunternehmen Hausautomation einsetzen wollte und Welt auf Beratung, Installation, Konfiguration und Betreuung von seinem Elektrohandwerker Welt liegt, ist ganz selbstverständlich bei einer VNC-Lösung gelöst. mehr...

## Special Format

- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored-post differs from editorial content by the following note: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added values or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The wording of the headline has a decisive influence on the click rate of the user.

## 2 Content and Formats a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the complete article at [www.gebaeuedigital.de](http://www.gebaeuedigital.de). From there, there is a link to your target URL.

### b) Text-Teaser

By clicking on the link in the Sponsored Post preview text, the user is taken directly to your target URL.

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for main Body	Target-URL
<b>Sponsored Post</b>	max. 30 characters	max. 250 characters	Image rights required	ca. 2,000 characters	Image rights required	to your website
<b>Text-Teaser</b>	max. 30 characters	max. 250 characters	Image rights required	–	–	to your website

All images as JPEG, GIF or PNG in RGB color space at 72dpi.

- 3 Deadline:** Please send us your data **five working days** before publication via e-mail to: [banner@tedo-verlag.de](mailto:banner@tedo-verlag.de)

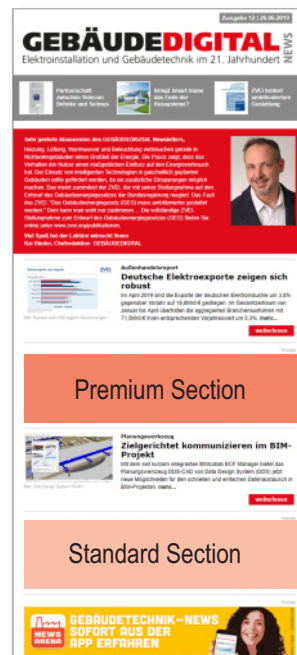
In addition to the placements described here, we will be pleased to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum coverage.

## 4 Prices:

Medium und Form	Placement	Term	Price/Month
Sponsored Post Premium	Head Section	1 Issue	€ 875.-
Sponsored Post Standard	Bottom Section	1 Issue	€ 625.-
Text-Teaser Premium	Head Section	1 Issue	€ 520.-
Text-Teaser Standard	Bottom Section	1 Issue	€ 420.-

(All Prices plus 19% VAT)

## 5 Placement Newsletter:

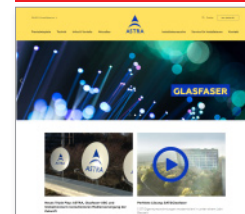


## Linking:

**Sponsored Post**  
Linking within  
[www.gebaeuedigital.de](http://www.gebaeuedigital.de)



**Teaser-Text**  
Linking to your target-URL



GEBÄUEDIGITAL is neither responsible for the content nor for any products offered.

1 Name: i-need.de – Information and Marketing Portal

2 Brief Description: i-need.de bundles all important information about your products, your company and your editorial publications. It provides the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo trade media for these areas: Automation technology, production technology, industrial image processing, robotics, switch cabinet construction, building technology, industry 4.0.

i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important part of strategic information procurement.

With the three packages Basic, PRO and PREMIUM, i-need.de offers you interesting communication channels on a highly frequented information platform for automation products and services.

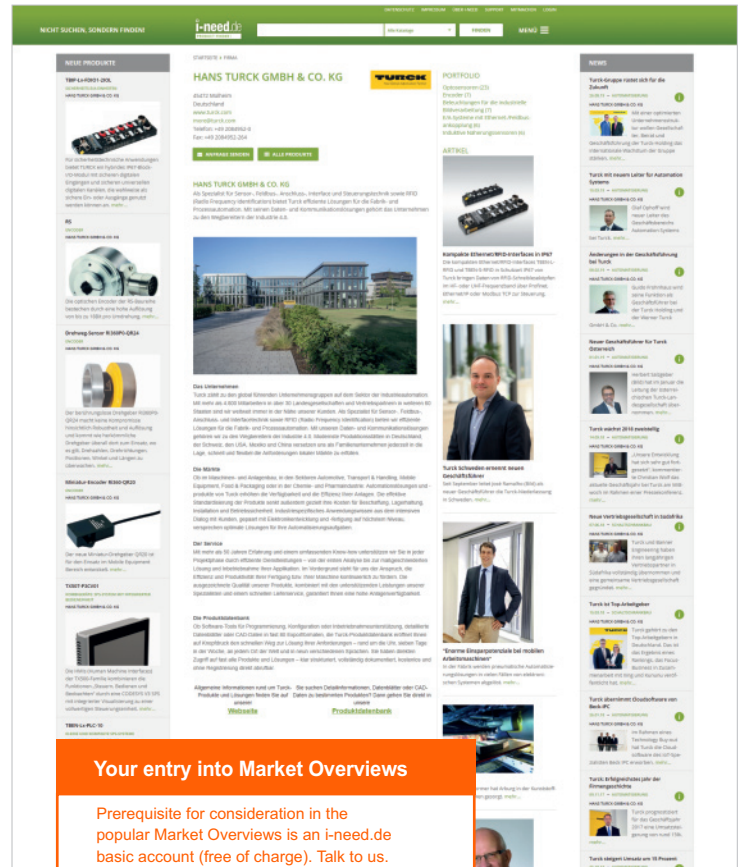
3 Target Groups: Selection of the most important target groups, since i-need.de addresses numerous user groups: Design engineers, plant and production managers, manufacturing industry, technical buyers and users from mechanical and plant engineering, integrators, architects, electrotechnical industry, engineering offices, Machine Vision, switch cabinet builders, housing manufacturers, building trades, electricians, specialist planners.

4 Usage Data: 01. July 2018 – 30. June 2019  
Visitors: 148,378  
Page impressions: 324,602



**45% Visits**  
to the same period of the  
previous year

5 Publishing House: TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg



The screenshot displays the i-need.de website interface. At the top, there's a navigation bar with the i-need.de logo and a search bar. Below the navigation bar, the main content area is divided into several sections. On the left, there's a 'NEUZEUGUNGEN' (New Arrivals) section featuring various industrial components like sensors and actuators. The central part of the page highlights a featured company, 'HANS TURCK GMBH & CO. KG', with a large image of their modern building and a detailed description of their products and services. To the right of the featured company, there's a 'PORTFOLIO' section listing different product categories and a 'KONTAKT' (Contact) section with a form for inquiries. The bottom of the page includes a 'FÜR SIE' (For You) section with more product recommendations and a 'KONTAKT' section with a form for inquiries. The overall design is clean and professional, with a focus on providing comprehensive information about industrial products and services.

Your entry into Market Overviews

Prerequisite for consideration in the popular Market Overviews is an i-need.de basic account (free of charge). Talk to us. We will be happy to advise you.

## Best Price-Performance Ratio

### Boost your campaign with the premium cross-media package from i-need.de

- + Your product news in one of our newsletters with a high reach
- + Your product news on **i-need.de**
- + Your product news in the relevant topic area online
- + Content ad placement on **i-need.de** for 12 weeks
- + Helpful analysis tools to evaluate your campaign

Price per month plus 19% VAT.

PREMIUM
<b>€ 499,00</b>
Comprehensive cross-media marketing package
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

Price per month plus 19% VAT.

PRO
<b>€ 199,00</b>
Enter unlimited number of products
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

BASIC
<b>€ 0,00</b>
Enter unlimited number of products
All products will be displayed
Without customer support and data maintenance

Save € 398.- with the PRO Cross-Media Package!

**Boost your campaign:  
Book 12 months, pay 10 only!**

The individual packages can be booked as annual subscriptions. The subscription is valid for one year and is automatically renewed for a further year if not cancelled three months before the end of the subscription. Booked and unused services expire at the end of each month and cannot be added up. Invoices are issued annually. In the case of monthly payments, the monthly subscription price for PRO and PREMIUM increases by 7%.

		BASIC	PRO	PREMIUM
			- Topseller -	
Current Performance Table		€ 0.00	€ 199.00	€ 499.00
Prices per month plus 19% VAT.				
1	<b>Present unlimited products on the market</b> Place an unlimited number of products on i-need.de.	✓	✓	✓
2	<b>Printing of market overviews in the TeDo trade media</b> Depending on editorial selection	✓	✓	✓
3	<b>Extensive company presentation</b> i-need.de bundles: company portrait, products, professional articles, product news		✓	✓
4	<b>Your logo</b> Always prominently above the search results with your products.		✓	✓
5	<b>Preferential display of your products</b> Search results show PRO and PREMIUM customers above, Basic customers below.		✓	✓
6	<b>Prioritization of your products</b> Weight your product entries on i-need.de according to your sales strategy. The ranking influences the probability of publication in our trade magazines.		✓	✓
7	<b>Submit articles</b> Present publications about your company and your products.		✓	✓
8	<b>Communicate product news</b> Keep up to date with your latest product highlights.		✓	✓
9	<b>Whitepaper</b> Present your user reports, case studies or market research results.		✓	✓
10	<b>Publish videos</b> Link and distribute your product and company videos on i-need.de.		✓	✓
11	<b>Automatic or individual content linking</b> Your products and articles that are visible on a single page will be linked and connected automatically.		✓	✓
12	<b>Link product data sheets</b> Complete your product entries with additional helpful information such as data sheets.		✓	✓
13	<b>i-icon for increased attention</b> Green icon increases the attention of your posts.		✓	✓
14	<b>'Send inquiry' button</b> Interested parties can contact you quickly and easily using the inquiry function.		✓	✓
15	<b>Forward content easily</b> Interested parties can forward your product entry via e-mail.		✓	✓
16	<b>Share products and articles on social media</b> Facebook, Twitter		✓	✓
17	<b>Access statistics</b> See exactly where and how often your content has been published and clicked.		✓	✓
18	<b>Automatic search suggestions</b> Your company and products appear in the automatic search suggestions in the search field.		✓	✓
19	<b>Newsletter for the efficient marketing mix</b> Publish up to two product announcements per month in our newsletters with high reach.			✓
20	<b>Personal contact</b> One and the same contact person to help you with all questions about i-need.de			✓
21	<b>Optional: Service data maintenance for PRO and PREMIUM</b> Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.			✓

Only  
**€ 299.00**

## Advertising Forms on i-need.de

**Product Promotion:** Use the 'Product Promotion' function to increase the frequency with which your product is displayed at the front. Book 'Promote product' on a weekly basis and for a fee. The prominent placement on the start page will increase the frequency with which your content is displayed and the likelihood of clicking.

**Contact:** **Sina Debus, Media Consulting**  
 Phone: +49 6421 3086-519  
 E-Mail: sdebus@tedo-verlag.de

**Christoph Kirschenmann, Advertising Management IT&Production**  
 Phone: +49 6421 3086-536  
 E-Mail: ckirschenmann@tedo-verlag.de

### Prices 'Product Promotion':

€ 399,- per week	€ 198,- per week	€ 149,- per week
Basic Account	PRO-Account	Premium Account

The screenshot shows the i-need.de homepage with a green header. A blue box highlights a 'Promoted product on the i-need.de homepage' featuring a camera lens. Other visible products include a 'Pay-per-Use-IO-Plattform im Maschinenbau' and a 'Kaufkonfiguration, Simulations, Diagnose, Fehleranalyse und Konfigurationsüberwachung'.

## Banner and Sponsored Post:

All prices plus 19% VAT.

Banner	Size (Pixels)	Description	Prices/ Month
1. Skyscraper	160x600 Pixels	Portrait placement prominently to the right of the content	€ 5,100.-
2. Skyscraper Small	120x600 Pixels	Portrait placement directly to the right of the content	€ 4,300.-
3. Fullsize Banner	468x60 Pixels	Integrated, prominent placement in the content of the website	€ 1,990.-
4. Super Banner	728x90 Pixels	Centrally placed and with plenty of room for your message	€ 2,300.-
5. Content Small	250x450 Pixels	Eye-catching advertising space in the middle of the content	€ 2,300.-
6. Content Medium	400x331 Pixels	Striking placement in the editorial environment	€ 2,550.-

Sponsored Post	Placement	Description	Prices/ 14 Days
7. Sponsored Post Premium	Head Section	An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored-post differs from editorial content by the following note: - Advertisement -	€ 1,480.-
8. Sponsored Post Standard	Bottom Section		€ 1,350.-
9. Text-Teaser Premium	Head Section	The Sponsored Post links within i-need to your content, the Text-Teaser directly links to your target-URL.	€ 1,100.-
10. Text-Teaser Standard	Bottom Section		€ 950.-

The screenshot shows the i-need.de homepage with a green header. A green box highlights a '4. Super Banner' featuring a 'Maschinen werden permanent überwacht' (Machines are constantly monitored). Other visible products include 'Intelligentes elektronisches Apparat' and 'Energieeffiziente LED-Beleuchtung'.

The screenshot shows the i-need.de homepage with a green header. A green box highlights a '3. Fullsize Banner' featuring a 'Kaufkonfiguration' (Purchase configuration). Other visible products include 'Energieeffiziente LED-Beleuchtung' and 'Energieeffiziente LED-Beleuchtung'.

**Paragraph 1:**

"Advertising order" in the sense of the following General Terms and Conditions means the contract for the publication of one or more advertisements by an advertiser in publications of the publishing company or the contract for the addition of supplements or inserts to such publications for the purpose of distribution.

**Paragraph 2:** In case of doubt, advertisements are to be called up for publication within one year after conclusion of the contract. If the right to call up single advertisements is granted within the framework of a contract, the order must be processed within one year of publication of the first advertisement, provided that the first advertisement is called up and published within the period specified in sentence 1.

**Paragraph 3:** In the case of contracts, the client is entitled to call up further advertisements beyond the quantity of advertisements specified in the order within the agreed period or the period specified in item 2.

**Paragraph 4:** If an order is not fulfilled for reasons for which the publisher is not responsible, the customer must refund to the publisher the difference between the discount granted and the discount corresponding to the actual purchase, without prejudice to any further legal obligations. The refund does not apply if the non-fulfilment is due to force majeure in the risk area of the publisher.

**Paragraph 5:** Orders for advertisements, bound inserts and external inserts which are declared to be published exclusively in certain numbers, certain editions or at certain positions in the publication must be received by the publisher in sufficient time for the customer to be informed before the advertising deadline if the order cannot be executed in this way.

**Paragraph 6:** Advertisements will only be accepted at certain positions if these special placements have been confirmed by the publisher in written form.

**Paragraph 7:** Cancellation of booked advertisements must always be made in written form, fax or e-mail is sufficient. Cancellation of advertisements already booked is possible free of charge up to 14 days before the advertising deadline, according to media data. Cancellation 13 to 7 days before the advertising deadline will be charged with a cancellation fee of 50% of the gross advertising price. For cancellations received later than 7 days before the advertising deadline, the publisher can charge the full gross advertising price.

There is no right of withdrawal for print and online advertisements with special placements (including cover pages, special formats and product overviews) as well as for title and interior title pages. Cancellations of online advertisements must be made in written form eight weeks before the start of publication. Cancellation less than eight weeks before the start of the placement is not possible. The advertisement will thus be charged in full at the agreed advertisement price.

**Paragraph 8:** The publisher reserves the right to reject advertising orders - including single call-offs within the scope of a contract - and supplement orders due to their content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official regulations or their publication by the publisher is unreasonable. This also applies to orders placed with branch offices, acceptance offices or representatives. Orders for inserts are only binding for the publisher after presentation of a sample of the insert and its approval. Inserts which, due to their format or presentation, give the reader the impression of being part of the magazine or contain third-party advertisements will not be accepted.

**Ziffer 9:** The client is responsible for the timely delivery of the advertisement text and flawless printing documents or inserts. The running times of the media formats begin and end according to the booked periods. This applies to all formats in all publishing media. If the data is delivered to the publisher later than the deadlines published in the media data, the media delivery time will be shortened accordingly. The Publisher will invoice the booked periods. The publisher will immediately request a replacement for noticeably unsuitable or damaged printing documents. The publisher guarantees the usual printing quality for the title used within the scope of the possibilities provided by the printing documents. Damages incurred for the publisher due to the late submission of printing documents are to be paid by the customer.

**Paragraph 10:** In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the customer is entitled to a reduction in payment or a faultless replacement, but only to the extent that the purpose of the advertisement has been impaired. If the publisher fails to meet a reasonable deadline for this purpose or if the replacement advertisement is again not faultless, the customer is entitled to a reduction in payment. Claims for damages arising from positive breach of claim, faults upon conclusion of the contract and unauthorised actions are - even when placing an order by telephone - excluded; claims for damages arising from impossibility of performance and delay are limited to compensation for the foreseeable damage and the remuneration paid for the relevant advertisement or supplement. This does not apply to intent and gross negligence of the publisher, his legal representative and his vicarious agent. The Publisher's liability for damages due to the absence of warranted characteristics remains unaffected. The publisher is only liable for faults of any kind resulting from telephone transmission in the event of intent

or gross negligence. In commercial business transactions, the publisher shall also not be liable for gross negligence on the part of vicarious agents; in other cases, liability towards merchants for gross negligence is limited to the foreseeable damage up to the amount of the relevant advertising fee. Complaints must be made within four weeks of receipt of the invoice, except in the case of non-obvious defects.

**Paragraph 11:** If advertising motifs are transmitted digitally by the customer, the liability of the publisher for completely or partially illegible, incorrect or incomplete reproduction of the corresponding advertisements is excluded.

**Paragraph 12:** For material provided by the customer (bound inserts, supplements, etc.), the publisher assumes no guarantee for the correctness of the quantities or qualities designated as delivered.

**Paragraph 13:** TeDo Verlag assumes that the image and copyright of data received by TeDo Verlag from third parties is held by the sender or his employer, unless otherwise indicated. TeDo Verlag assumes no liability if a warning notice is issued in such a case.

**Paragraph 14:** Proofs will only be supplied upon explicit request. The customer is responsible for the correctness of the returned proofs. The publisher will consider all error corrections that are reported to him within the deadline set in the proof.

**Paragraph 15:** If no special size regulations are given, the calculation is based on the usual print height for this type of advertisement.

**Paragraph 16:** If the client does not pay in advance, the invoice will be sent immediately, if possible 14 days after publication of the advertisement. The invoice is to be paid within the period indicated in the price list, running from receipt of the invoice, unless a different payment period or advance payment has been agreed in individual cases. Any discounts for early payment are granted according to the price list.

**Paragraph 17:** In the event of default or deferment of payment, interest and collection costs will be charged. In the event of default in payment, the publisher may defer further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there are justified doubts about the solvency of the customer, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment terms. This also applies during the term of an advertisement contract.

**Paragraph 18:** Upon request, the publisher supply a copy of the advertisement with the invoice. Depending on the type and scope of the advertisement order, excerpts of advertisements, document pages or complete document numbers are delivered. If a document can no longer be provided, it is replaced by a legally binding certificate from the publisher confirming the publication and distribution of the advertisement.

**Paragraph 19:** Costs for the production of ordered artwork as well as for substantial changes to originally agreed designs requested or for which the customer is responsible are charged to the customer.

**Paragraph 20:** In the case of numerical advertisements, the publisher exercises the care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered letters and express letters on numerical displays are only forwarded by normal mail. Receipts on numerical displays are kept for four weeks. Submissions that are not collected within this period will be destroyed. The publisher will return valuable documents without being obliged to do so. In the interest and for the protection of the customer, the publisher reserves the right to open the incoming offers to prevent misuse of the number service for verification purposes. The publisher is not obliged to pass on business promotions and brokerage offers.

**Paragraph 21:** CDs will only be returned to the client on special request. The storage obligation ends three months after expiry of the order.

**Paragraph 22:** Advertising agents and advertising agencies are obliged to stick to the publisher's price list in their offers, contracts and invoices with the advertisers. The agency fee granted by the publisher may not be passed on to the customer in whole or in part.

**Paragraph 23:** The European Commission provides a platform for out-of-court online settlement of disputes (the so-called OS platform) under <http://ec.europa.eu/consumers/odr/>. We are neither willing nor obliged to participate in a dispute resolution procedure before a consumer arbitration board.

**Paragraph 24:** Place of performance and jurisdiction is the registered office of the publisher. Insofar as the publisher's claims are not asserted in the dunning procedure, the place of jurisdiction for non-merchants is determined by their place of residence. If the domicile or habitual abode of the client is unknown at the time the lawsuit is filed, or if the client has moved his domicile or habitual abode out of the scope of application of the law after conclusion of the contract, the place of jurisdiction is agreed to be the registered office of the publisher.

**Paragraph 25:** In the event of partial or total invalidity of any provision, the validity of the remaining provisions will remain unaffected.



# THE APP FOR BUILDING TECHNOLOGY

## STAY UP TO DATE WITH THE LATEST SMART HOME NEWS!

With its easy-to-use navigation as well as its exclusive features such as the read aloud function, push messages and bookmark lists, INA guides you through Smart Home and Building Technology news daily by presenting them in a quick, efficient and yet transparent way.



**DOWNLOAD  
NOW FOR FREE!**



Laden im  
**App Store**

JETZT BEI  
**Google Play**



powered by:  
**GEBÄUDE DIGITAL**  
INFORMATION & SERVICE FOR BUILDING TECHNOLOGY

Your Editorial Contacts for GEBÄUDE*DIGITAL*:

**Kai Binder**  
Editor in Chief  
kbinder@tedo-verlag.de  
Phone: +49 6421 3086-139



**Florian Streitenberger**  
Editorial Department  
fstreitenberger@tedo-verlag.de  
Tel.: +49 6421 3086-227



**Georg Hildebrand**  
Editorial Department  
ghildebrand@tedo-verlag.de  
Phone: +49 6421 3086-232



**Markus Lehnert**  
Advertising Manager  
mlehnert@tedo-verlag.de  
Phone: +49 6421 3086-594



**Heiko Hartmann**  
Team Leader Media Consulting  
hhartmann@tedo-verlag.de  
Phone: +49 6421 3086-511



**Nadin Dehmel**  
Media Consulting  
ndehmel@tedo-verlag.de  
Phone: +49 6421 3086-524



**Sina Debus**  
Media Consulting  
sdebus@tedo-verlag.de  
Phone: +49 6421 3086-519



**Daniel Katzer**  
Media Consulting  
dkatzer@tedo-verlag.de  
Phone: +49 6421 3086-517



**Annika Kechel**  
Advertising & Marketing Assistance  
akechel@tedo-verlag.de  
Phone: +49 6421 3086-570



**Thomas Möller**  
Media Consulting  
tmoeller@tedo-verlag.de  
Phone: +49 6421 3086-513



**Winfried Rangk**  
Media Consulting  
wrangk@tedo-verlag.de  
Phone: +49 172 8204 137



**Denitsa Vasileva**  
Media Consulting  
dvasileva@tedo-verlag.de  
Phone: +49 174 3080 978

**TeDo Verlag GmbH**

Zu den Sandbeeten 2  
35043 Marburg  
P.O.Box 2140  
35009 Marburg

Phone: +49 64 21 3086-0  
Fax: +49 64 21 3086-280  
www.gebaeuedigital.de  
kundenservice@tedo-verlag.de