

Hardware

Software

Developing and Testing



Media Kit online
IoT Design Media Kit as PDF download
directly on your smartphone or tablet
www.iot-design.de/downloadbereich



TRADE JOURNAL

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www.tedo-verlag.de/agb

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|------------------------------------|--|-------------------------------------|--|
| 1 Title: | IoT Design | 7 Subscription price: | Annual subscription: Germany: € 36,- (incl. shipping costs and VAT.)
International: € 42,- (incl. shipping costs)
Retail price: € 7,80 (incl. VAT / plus shipping costs)
ISSN-Nr. 2567-0395 |
| 2 Brief description: | <p>The IoT - the Internet of Things - is based on cloud technologies and embedded systems. Many more or less intelligent little helpers have conquered all areas of our lives - either built into classic products or even as completely new types of devices. These include leisure time, our daily work, industrial production, the mobility of e-bikes, cars and airplanes as well as medical technology: more and more devices are networked with each other and - often via the cloud - are available with their services on the Internet.</p> <p>In order to represent this development in the title of our magazine, IoT Design will now also be represented by Embedded Design. Our publication addresses specialists who are involved in the technical implementation of IoT products and projects in their companies - irrespective of a specific sector. They are faced with the task of expanding existing IT systems according to the ideas of the IoT or developing completely new products for the IoT.</p> <p>We provide information on product development and optimization, including application reports - embedded in the IoT context. Information on hardware, software and testing reflects a comprehensive approach, with the focus on faster development and production.</p> <p>We look at aspects of security and safety, cloud computing and M2M up to gateways, developer kits, SoCs or IPCs across all industries. Interviews, specialist articles and novelties through short reading sections create market transparency. Extensive market overviews are a special form of editorial work.</p> | 8 Membership/Participation: | none |
| 3 Target groups: | Developers, manufacturers and users of IoT products | 9 Publishing house: | TeDo Verlag GmbH
Postanschrift • Postfach 2140 • 35009 Marburg
Lieferanschrift • Zu den Sandbeeten 2 • 35043 Marburg |
| 4 Frequency of publication: | 6x per year | 10 Deadlines/Editorial plan: | see page 4 |
| 5 Magazine format: | 297mm (width) x 210mm (height) | 11 Publisher: | Dipl.-Stat. B. Al-Scheikly |
| 6 Volume: | 9th Volume 2018 | 12 Advertising: | Markus Lehnert, Advertising Manager
Tel.: +49 6421 3086-594
E-Mail: mlehnert@iot-design.de |
| | | 13 Editorial department: | Kai Binder, Chief Editor
Phone: +49 6421 3086-139
E-Mail: kbinder@iot-design.de

Clara Josuttis, Editor
Phone: +49 6421 3086-276
E-Mail: cjosuttis@iot-design.de |
| | | 14 Printed copies: | 7.000 copies |
| | | 15 Scope analysis 2016: | 6 Issues
Total size: 312 pages = 100%
Editorial part: 272 pages = 87,2%
Advertisement: 40 pages = 12,8%
Publisher's ads: 6 pages = 1,9 % |

Consistent Content: Complete Systems, IPC, Boards and Module, Operating Systems, Application Programming, Networking, Virtualising, Measurement, IDEs, Test and Debugging, Safety and Security, Version Management, Team development, Life Cycle Management, Cooperation with Service Providers, Quality Management

dsdalsuabe 1		Hardware	Software	Entwickeln & Testen	Messen/ Veranstaltungen
Release date: 25.01.2018 Advertising deadline: 11.01.2018 Editorial deadline: 07.12.2018	Industrial Automation Kiosk /POS Applications Aerospace	Gateways IoT Platforms: SoC, SoM IPCs, Box- Rack- and Panel-PCs Storage components <i>Market overview:</i> PC/104-Boards Mainboards	Operating systems Code Generators Programming Tools Compiler Integrated Developing Environments	Bluetooth & BLE Oscilloscopes Protocol Tester Evaluation Boards	 Nürnberg, 27.02. – 01.03.2018
Ausgabe 2	Märkte	Hardware	Software	Entwickeln & Testen	Messen/ Veranstaltungen
Release date: 19.02.2018 Advertising deadline: 05.02.2018 Editorial deadline: 22.01.2018	Automotive Home Automation Transportation/ Logistics Safety & Security	Single-Board-Computer, Computer-on-Modules, PC/104 Displays Processors	Development Tools Debugger Simulators Software Libraries (TCP/IP-Tools), Protocol Stacks, Communication Libra- ries) <i>Market overview:</i> Real Time Operating Systems (RTOS) Embedded Software	Multimeter Sensors Test and Verifikation Software NFC	Nürnberg, 27.02. – 01.03.2018  Nürnberg, 27.02. – 01.03.2018  Hannover, 23.04. – 27.04.2018  Nürnberg, 11.04. – 12.04.2018
Ausgabe 3	Märkte	Hardware	Software	Entwickeln & Testen	Messen/ Veranstaltungen
Release date: 12.04.2018 Advertising deadline: 28.03.2018 Editorial deadline: 15.03.2018	Industrial Automation Consumer Electronics: Wearables, Gaming Manufacturing Transportation/ Logistics	Embedded PC Solutions Storage Components Housings Heating/Cooling Management	Industrial Cloud Computing Requirement Engineering Network Security Hypervisor	Logic Analysers Bus, Network Analysers Protocol Tester Blockchain <i>Market overview:</i> Oscilloscopes Desktop Multimeter	 Nürnberg, 05.06. – 07.06.2018  Nürnberg, 26.06. – 28.06.2018  Hannover, 11.06. – 15.06.2018

Consistent Content: Complete Systems, IPC, Boards and Module, Operating Systems, Application Programming, Networking, Virtualising, Measurement, IDEs, Test and Debugging, Safety and Security, Version Management, Team development, Life Cycle Management, Cooperation with Service Providers, Quality Management

Issue 4	Markets	Hardware	Software	Developing & Testing	Exhibitions/ Events
Release date: 05.06.2018 Advertising deadline: 23.05.2018 Editorial deadline: 08.05.2018	Automotive Aerospace Healthcare	Gateways Starter Kits, Development Kits Power Supply <i>Market overview:</i> System-on-Chip/ Computer-on-Module	Quality assurance Agile SW Development Electronic Design Software	Evaluation Boards NFC Embedded Sensors Static and Runtime Analysis Tools	 SENSOR+TEST 2018 DER MESSTECHNIKE-MESSER The Measurement Fair Nürnberg, 26.06. – 28.06.2018
Issue 5	Markets	Hardware	Software	Developing & Testing	Exhibitions/ Events
Release date: 11.09.2018 Advertising deadline: 28.08.2018 Editorial deadline: 14.08.2018	Embedded Vision Digital Signage Home Automation	Micro Controller CPU-Boards Data Logger Heating/Cooling Management Processors FPGAs <i>Market overview:</i> Stromversorgung	Operating Systems Software Libraries (TCP/IP-Tools), Protocol Stacks, Communication Libraries) Driver	Software Testing Testing and Verification Software	 MOTEC Stuttgart, 08.10. – 11.10.2018
Issue 6	Markets	Hardware	Software	Developing & Testing	Exhibitions/ Events
Release date: 05.11.2018 Advertising deadline: 22.10.2018 Editorial deadline: 08.10.2018	Industrial Automation Transportation/Logistics Manufacturing Safety & Security	IPCs, Box- Rack- and Panel-PCs Single-Board-Computer, Computer-on-Modules, PC/104 Plug Connector <i>Market overview:</i> Operating Systems for Single- Board-Computer	Industrial Cloud Computing Software Security Network Analysis Interface Software Protocol Stacks	Machine Learning PC Measurement Analyser Bluetooth & BLE	 SPS IPC Drives Nürnberg, 27.11. – 29.11.2018

1 Ad formats and prices: (All prices are subject to the applicable VAT rate.)

Format	Width x Height		b/w	2c	3c	4c
	Print space	Bleed (plus 3mm bleed on each side)				
Front page	–	–	–	–	–	€ 3.500,-
Cover pages	210mm x 297mm	–	€ 3.470,-	€ 3.870,-	€ 4.070,-	€ 4.270,-
1/1 page	185mm x 270mm	210mm x 297mm	€ 3.070,-	€ 3.470,-	€ 3.670,-	€ 3.870,-
Junior Page (DIN A5)	140mm x 190mm	148mm x 210mm	€ 1.890,-	€ 2.140,-	€ 2.240,-	€ 2.690,-
1/2 page lengthwise	90mm x 270mm	105mm x 297mm	€ 1.680,-	€ 1.930,-	€ 2.030,-	€ 2.130,-
1/2 page crosswise	185mm x 130mm	210mm x 148mm	€ 1.680,-	€ 1.930,-	€ 2.030,-	€ 2.130,-
1/3 page lengthwise	60mm x 270mm	70mm x 297mm	€ 1.170,-	€ 1.320,-	€ 1.420,-	€ 1.520,-
1/3 page crosswise	185mm x 90mm	210mm x 100mm	€ 1.170,-	€ 1.320,-	€ 1.420,-	€ 1.520,-
1/4 page	90mm x 130mm	105mm x 148mm	€ 920,-	€ 1.020,-	€ 1.120,-	€ 1.220,-
1/4 page lengthwise	45mm x 270mm	52mm x 297mm	€ 920,-	€ 1.020,-	€ 1.120,-	€ 1.220,-
1/4 page crosswise	185mm x 65mm	210mm x 74mm	€ 920,-	€ 1.020,-	€ 1.120,-	€ 1.220,-
1/8 page	90mm x 65mm	105mm x 74mm	€ 760,-	€ 860,-	€ 960,-	€ 1.060,-
1/8 page lengthwise	45mm x 130mm	52mm x 148mm	€ 760,-	€ 860,-	€ 960,-	€ 1.060,-
1/8 page crosswise	185mm x 30mm	210mm x 39mm	€ 760,-	€ 860,-	€ 960,-	€ 1.060,-
Product overview	91mm x 110mm	–	€ 550,-	–	–	€ 650,-

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

Colour Surcharge	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 400,-	€ 250,-	€ 150,-	€ 100,-	€ 100,-
3-coloured	€ 600,-	€ 350,-	€ 250,-	€ 200,-	€ 200,-
4-coloured	€ 800,-	€ 450,-	€ 350,-	€ 300,-	€ 300,-
Product Overview	–	–	–	€ 100,-	
Special Colour	upon request				

- Front page: upon request
 Placement: Binding and confirmed placements will be charged 10% of the basic price (b/w).
 Format surcharges: Announcements about waistband, cut ads:
 10% of the basic price
 Colour surcharges: not discountable

- 3 Discount:** In case of acceptance 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 offer:** For job offers we grant a 10% discount on the respective basic price.

- 5 Special ad forms:**

- Bound insert: Quantity: 7.200 copies

Delivery: see 'Technical Data' on page 10

80 - 135g/m² 4 Seiten € 3.820,-

8 Seiten € 4.540,-

12 Seiten € Preis auf Anfrage

136 - 170g/m² 10% Zuschlag auf den Grundpreis

ab 170g/m² 15% Zuschlag auf den Grundpreis

- Supplements: Quantity: 7.200 Copies
 Delivery: see 'Technical dDta' p.11

	Full supplement	every 1.000 copies
up to 25g	€ 1.780,-	€ 247,22,-
up to 50g	€ 2.380,-	€ 330,56,-
above 50g	upon request	upon request

- Post cards/Product samples: Quantity: 7.200 copies
 Delivery: see 'Technical data' on p.11

Add. adhesive up to 5g (w/o attach.)	€ 90,- %
Mechanical Gluing	€ 80,- %
Manual Gluing	upon request

- 6 Contact:** **Markus Lehnert**
 Phone: +49 6421 3086-594
 E-Mail: mlehner@iot-design.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:

Bank Code 533 500 00, Acc. No. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

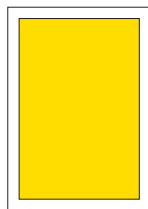
Bank Code 500 100 60, Acc. No. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

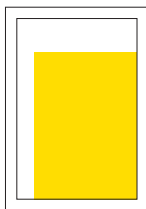
SWIFT-BIC: PBNKDEFF

- | | | | |
|-------------------------|---|--------------|---|
| 1 Magazine format: | 210mm x 297mm (Width x Height)
Print space: 185mm x 270mm (Width x Height) | 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. |
| 2 Print run: | Offset: Printing is done with colours of the Euro colour scale for offset printing according to DIN 16539, perfect binding | 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. |
| 3 Data delivery: | Electronically via email to:
Michaela Preiß, Ad Disposition
Phone: +49 6421 3086-444
E-Mail: mpreiss@iot-design.de | 11 Contact: | Michaela Preiß
Phone: +49 6421 3086-444
E-Mail: mpreiss@iot-design.de |
| 4 Advertising data: | High-Res-PDF, EPS (converted or embedded fonts into paths), TIF (resolution 300dpi with image width to be printed) | | |
| 5 Colours: | In four-colour printing, the colours are printed according to the Euro scale: cyan, magenta, yellow, black (CMYK). This color space must be selected in the respective program.
Attention:
RGB colours or full tone colours cannot be used! | | |
| 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 from expression to industrial colour printing or deviations due to the offset printing process. | | |
| 7 Allowed image format: | TIF, JPEG, EPS (with embedded font) | | |
| 8 Output profile: | ISO Coated v2 (ECI) / FOGRA39 (ISO 12647-2:2004) | | |

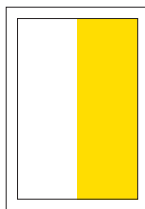
Advertising formats within print space



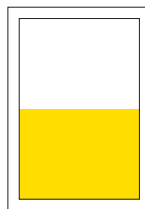
1/1 Seite
185mm x 270mm



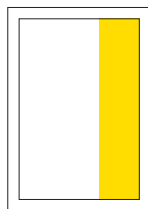
Junior Page
140mm x 190mm



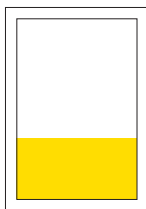
1/2 page lengthwise
90mm x 270mm



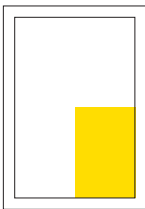
1/2 page crosswise
185mm x 130mm



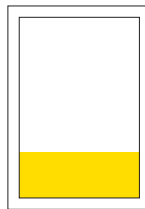
1/3 page lengthwise
60mm x 270mm



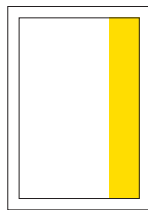
1/3 page crosswise
185mm x 90mm



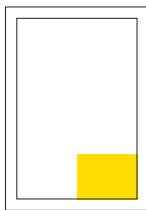
1/4 page
90mm x 130mm



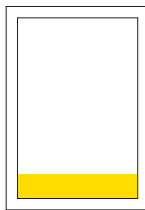
1/4 page crosswise
185mm x 65mm



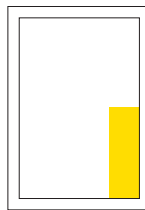
1/4 page lengthwise
45mm x 270mm



1/8 page
90mm x 65mm

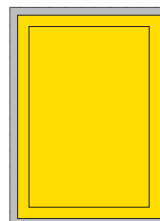


1/8 page crosswise
185mm x 30mm

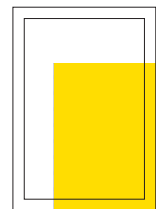


1/8 page lengthwise
45mm x 130mm

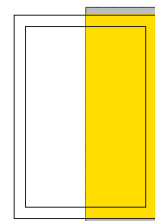
Size Format with Bleed



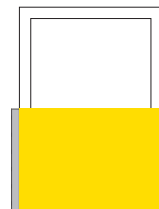
1/1 page
210mm x 297mm



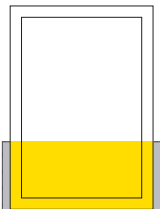
Junior Page
148mm x 210mm



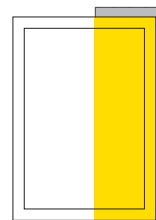
1/2 page lengthwise
105mm x 297mm



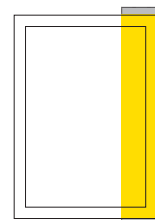
1/2 page crosswise
210mm x 148mm



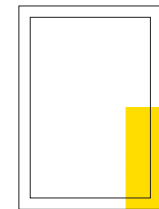
1/3 page crosswise
210mm x 100mm



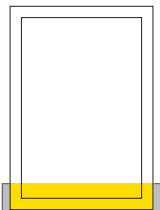
1/3 page lengthwise
70mm x 297mm



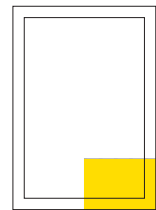
1/4 page lengthwise
52mm x 297mm
1/4 page crosswise
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page lengthwise
52mm x 148mm



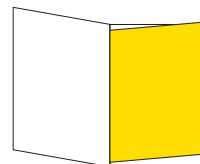
1/8 page crosswise
210mm x 39mm



1/8 page
105mm x 74mm

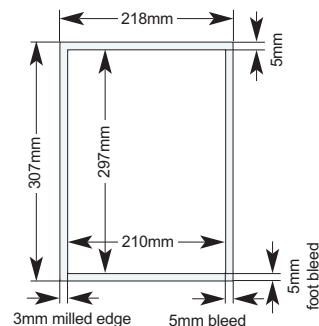
Note: All formats listed in the bleed must be trimmed 3mm all around!

Bound inserts: Before accepting and confirming the order, a binding sample must be submitted, if necessary a blank sample with size and weight details. Inserts must be delivered uncut, multi-page inserts and inserts with flap must be delivered folded. The front side of the bound insert must be marked. Placement is between two parts of the curve. Multi-page bound inserts must be folded and delivered in untrimmed format. Trimmed sides, also in the waistband, must have a trim of 5mm.

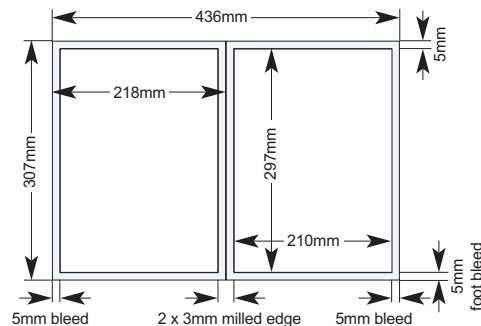


Minimum format: 147mm x 210mm
Maximum format: 210mm x 297mm
Minimum weight: for 4-paged products 115g/m²

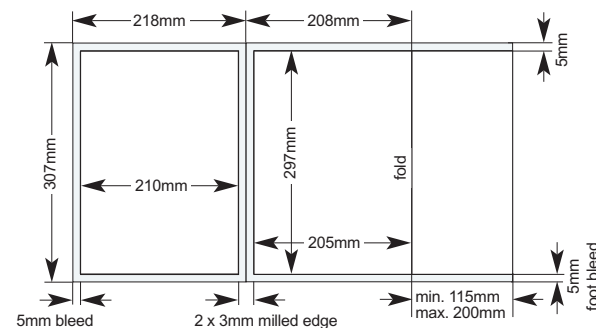
2-page bound insert



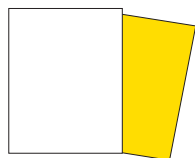
4-page bound insert



4-page bound insert with cover



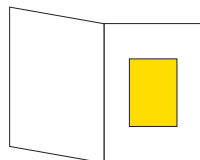
- 1 Supplements:** Before accepting and confirming an order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted.
Inserts must be trimmed and folded and delivered as finished end products.



Minimum format: 100mm x 210mm
Maximum format: 205mm x 290mm
Minimum weight: 115g/m²
Maximum weight: upon request
Positioning: undefined

- 2 Fixed Inserts:** Mechanical gluing: Adhesive edge parallel to the waistband, at least 1 cm to a maximum distance of 6 cm 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 sticker. Before accepting and confirming an order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted.



Minimum format: 105mm x 147mm
Maximum format: 148mm x 190mm
Minimum weight: 160g/m²

Delivery: The delivery of supplements, bound inserts and fixed inserts must be accompanied by a delivery note. A sample of the pallet contents must be attached to the outside of the container to ensure smooth production. Please always send a sample to the publisher in parallel.

Needed Quantity: 7.200 copies

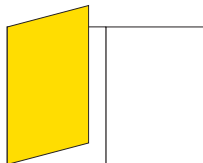
Delivery adress: The delivery address for supplements, bound inserts and additional stickers will be communicated with the order confirmation.

Delivery date: The closing date for printing documents is also the delivery date for the agreed issue (see editorial plan p. 4).

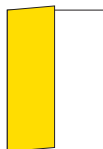
3 Contact: **Markus Lehnert, Advertising Manager**
 Phone: +49 6421 3086-594
 E-Mail: mlehnert@iot-design.de

1 Special ad forms:

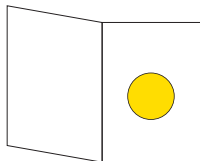
Gatefolder



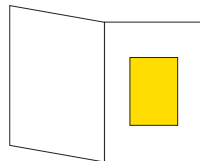
Flap



CD-ROM



Product sample



2 Preise für Sonderwerbeformen:

Preise für die Sonderwerbeformen erhalten Sie auf Anfrage

3 Reprint:

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

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



4 Price list for reprint:

2 pages, 4-coloured, 135g/m ²					
Circula-	500	1.000	2.000	5.000	10.000
Euro	€ 740,-	€ 785,-	€ 880,-	€ 1.200,-	€ 1.420,-
4 pages, 4-coloured, 135g/m ²					
Circula-	500	1.000	2.000	5.000	10.000
Euro	€ 825,-	€ 870,-	€ 995,-	€ 1.410,-	€ 2.050,-

All prices plus 19% VAT.

5 License for self-printing:

If you would like to reprint your article after it has been published in IoT Design, you can purchase a reprinting license.

Reprinting License	
Circulation	up to 1.000 pieces
Price	€ 245,-

incl. a high-resolution PDF file, plus 19% VAT.

6 Low-Res-PDF:

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 and booking:

Markus Lehnert, Advertising Manager

Phone: +49 6421 3086-594

E-Mail: mlehnert@iot-design.de

1 Brief description:

Present your company briefly and concisely on a 1/2 page or 1/1 page with your company image and logo.

Therefor we need:

- Contact data
(Everything, that is important: Phone, fax, web adress, email)
- digitalized logo
- Product image – with a minimum resolution of 300dpi
- Text about xou company in Word or other text files, even RTF formats.

1/2 page with approx. 1.400 characters

1/1 page with approx. 2.800 characters

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

2 Price:

1/1 page, 4c € 3.060,-

1/2 page, 4c € 1.840,-

All prices plus 19% statutory VAT.

3 Contact:

Markus Lehnert, Advertising Manager

Phone: 06421 3086-594

E-Mail: mlehner@iot-design.de



1/2 page (approx. 1.400 char.)



1/1 page (approx. 2.800 char.)

1 Inner cover: Advertise in a targeted and precise way in your topic environment!

2 Brief description: With the format inner title, IoT Design offers a special form of advertising. You open one of the permanent columns with your advertisement and you can emphasize your special position in the branch. This enables you to bring yourself into the readers' consciousness even more specifically. The internal title format contains the following elements for your cross-media communication:

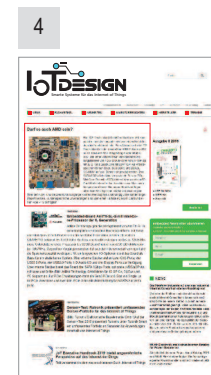
1. Your inner cover to the category
 2. Introducing trade article (topic in consultation with the editorial department)
 3. Publication of the trade article as teaser in the IoT Design News
 4. Publication of the trade article on www.iot-design.de
 5. Publication of the trade article on Facebook und Google+
- Categories and industries are:

- | | |
|----------------------|-------------------------------|
| • Hardware | • Software |
| • Security | • Testing |
| • Safety | • Medicine |
| • Automotive | • Kiosk Applications |
| • Industry | • Building Automation |
| • Digital Signage | • Consumer Electronics |
| • Aerospace Industry | • Transportation Applications |

3 Format: Inner cover: 180 x 200mm

4 Data delivery: PDF, JPEG or TIF with 300dpi,
Trade article: Text with approx. 8.000 characters, logo,
Images as JPEG, TIF with 300dpi

5 Preis: € 3.470,- (plus VAT.)



- 1 Brief description:** In three editions of IoT Design, we offer you the opportunity to advertise certain key topics (each topic only once a year!) simply and inexpensively.
- 2 Price:** 4-coloured product placement: € 650,-
For the special price of only 550,- € for a 1/4 page b/w we put your products in the best light - against small surcharges also gladly in colour.
All prices are exclusive of 19% VAT.
- 3 Format:** 91mm x 110mm within the specified layout.
- 4 Topics:**

	Issue:	Advertising deadline:
Embedded Systems	3/2018	28.03.2018
Operating Devices	4/2018	23.05.2018
Industrial Computer	5/2018	28.08.2018

Your advantages:

- low-cost advertising
- high circulation in the TeDo trade media - print and online
- Your product advertisement appears in the appropriate editorial environment
- with your individual QR code you guide the reader to your media
- we can take over the design of your advertisements for you - free of charge!

No time for advertising?

Send us your documents – we do the rest for you!

anzeigen@iot-design.de

What documents do we need? – The document check for you:

- | | |
|-----------------|--|
| • Contact data | – Everything, that is important: Phone, fax, web adress, email |
| • Logo | – Please send us your digitalized logo |
| • Product image | – We need a image with a minimum resolution of 300dpi |
| • Text | – Word and other text files, such as RTF formats up to max. 800 characters |

24 | IOT-DESIGN 05.17 | PRODUKTÜBERSICHT IPC

IPCs

Industrie-PCs sind bei Anwendern wegen ihrer kompakten Bauart bei gleichzeitig hoher Flexibilität sehr beliebt. Diese Produktübersicht präsentiert einige ausgewählte Geräte.

Die Einsatzgebiete von IPCs finden sich z.B. in der Industrieautomation, Prozessvisualisierung, Sicherheitstechnik oder Robotik. Sie dienen als Basis vielfältiger Automatisierungslösungen. So universell die Einsatzgebiete von IPCs auch sind, so abwechslungsreich sind auch die Eigenschaften, die es bei der Auswahl, entsprechend der individuellen Bedürfnisse, zu beachten gilt. Auch langfristige Verfügbarkeit und Upgrade-Fähigkeit spielen wichtige Rollen bei der Auswahl. Die Angebotspalette der Geräte ist bekanntlich groß, so dass wohl für jede Lösung ein passender IPC auf dem Markt zu finden ist. Hersteller haben sich den steigenden Anforderungen zu stellen, wie etwa höherer Rechenleistung und gleichzeitig gewünschter Toleranz gegenüber harten Bedingungen. Niedriger Energieverbrauch und fortschrittliche Kühlkonzepte sind in den industriellen Applikationen auch gerne gesehen. (c) ■

www.i-need.de

– Anzeige –

Aaronn Electronic GmbH
62078 Puchheim | Tel.: +49 (0)89 / 89 45 77-0
info@aaronn.de
www.aaronn.de

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(APOLLO LAKE)**

Ihre Vorteile auf einen Blick:

- Neueste Intel Atom/Celeron Plattform (Columave-Apollo Lake)
- 6K HW Video decoding and encoding
- Ausgezeichnete Energieeffizienz (Performance / Watt)
- Verschiedenste I/O's und Unterstützung der gängigsten Betriebssysteme

SECO
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Aaronn
www.aaronn.de

System-Integration-Partner
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E-Mail: info@aaronn.de

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info@comp-mall.de
www.comp-mall.de

LCD & PPC – Let The Sun Shine

2. B. M1001 • CS-110HC
= 10.4" High-Res. Monitor

2. B. P2002 • CS-119C
= 19" Core™1 Panel-PC

- Sunlight-readable Display (1500 nits)
- 10.4" bis 19" Diagonale, kapazitiver P-Touch
- 7H Glas, 25.0q/DIA, entspiegelt
- Betriebstemperatur von -20°C bis 70°C
- Plug and Play: patentiertes Stecksystem (CDS®)
- Core™1 CPU (i3/i5/i7), max. 32 GB RAM, 2x GbE, 6x COM, 8x DVI-D, 5x USB, 2x Full-size Mini PCI

sps ipc drives
Besuchen Sie uns in Halle 7, Stand P-108
Nürnberg, 28. – 30.11.2017

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- › Intelligentes PWM-gesteuertes Aktiv-Kühlkonzept
- › Wandlungsfähig: Wallmount, Rackmount, Desktop oder Tower
- › Skalierbare Speicherlösung im Wechselrahmen oder intern verbaut

Industrial Computing Architects



1 Circulation control:



2 Circulation analysis: Copies per issue on average in the time of
01.07.2016 till 30.06.2017 (Q3 + Q4 2016 and Q1 + Q2 2017)

Printed copies:	7.000		
Actual distributed circulation (ADC):	6.666	internat.	100
Sold circulation	99	internat.	8
• Subscribed copies	98	Member pieces	–
• Other sales	–	–	–
• Retail sales	1	internat.	–
• Returned copies	–	–	–
Free pieces:	6.567	internat.	92
Remaining, archive and proof copies:	334		

3 Content Analysis:

Hardware	33,0%
Software	16,0%
Application Development	16,0%
Solutions	14,5%
Security	11,5%
Management	5,0%
Test and Verification	4,0%

4a Economical area:

Germany	6.566	98,50%
International	100	1,50%
Actual distributed circulation	6.666	100%

4b Industries:

Machine and Plant Construction	36,0%
Consumer Electronics	15,5%
Automotive/Transportation	13,5%
Medical Technology	11,0%
Aerospace Technology	8,0%
Telecommunication	9,0%
Vending Machine and Kiosk Systems	2,5%
Building Technology	2,5%
Food Industry	2,0%

4c National distribution by postal zone:

Postal zone 0	245	3,73%
Postal zone 1	247	3,76%
Postal zone 2	417	6,35%
Postal zone 3	683	10,40%
Postal zone 4	691	10,52%
Postal zone 5	679	10,34%
Postal zone 6	698	10,63%
Postal zone 7	1.301	19,81%
Postal zone 8	1.097	16,71%
Postal zone 9	508	7,74%
National	6.566	100%

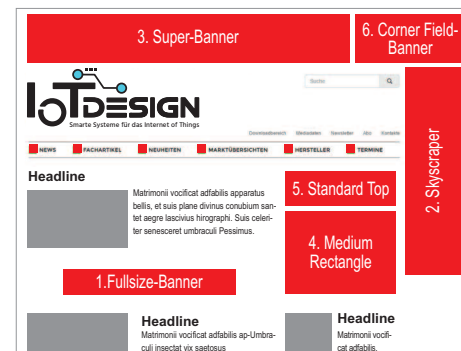
- 1 Website:** **www.iot-design.de**
- 2 Usage data:** From 01. July 2016 to 30. June 2017
Visitors: 20.492, page views: 37.830
- 3 Brief description:** Online advertising is an important element for an efficient cross-media campaign that places your advertising message accurately targeted. On our website www.iot-design.de you will always publish your advertising message close to the latest news or suitable editorial content.
- 4 Target group:** Developer, manufacturer and user of IoT products.
- 5 Publisher:** TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

6 Banner formats and prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 Pixel	Integrated placement in website content	€ 660,-
2. Skyscraper	160 x 600 Pixel	Portrait advertising space to the right of the content	€ 960,-
3. Super-Banner	728 x 90 Pixel	Prominent placed at the header with plenty of space for your advertising message	€ 1.070,-
4. Medium Rectangle	300 x 250 Pixel	Strikingly right in the middle of the editorial environment	€ 710,-
5. Standard Top	300 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 510,-
6. Corner Field-Banner	405 x 90 Pixel	Striking placement in the upper right corner	€ 510,-
7. Wallpaper	728 x 90 Pixel + 160 x 600 Pixel	Combine the advantages of Skyscraper and Leaderboard	€ 1.890,-

Further formats upon request. All prices plus 19% VAT.

- 7 Data formats:** GIF, PNG, JPEG, (72dpi, RGB colour space) or HTML5 data size with max. 4MB
- 8 Contact:** **Markus Lehnert, Advertising Manager**
Phone.: +49 6421 3086-594
E-Mail: mlehner@iot-design.de



Your manufacturer site



The manufacturer pages of IoT Design have the advantage that you can present your products in a target-group-specific and highly promotional manner. All year round at any time. For a price that's more than fair.

This enables you to reach your entire target group and create a unique link between print and online.

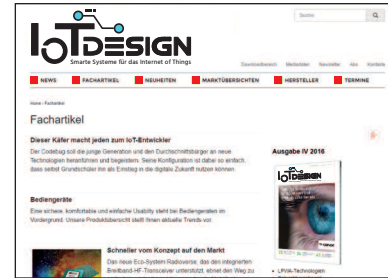
Price: € 510,- for 12 months at www.iot-design.de
plus 19% VAT.

Your advantages:

- Your products are presented in a target-group-specific and highly promotional manner
- Ready to use at any time of the year
- For a price that is more than fair
- You reach your entire target group and receive a unique link between print and online.

The following tools will be automatically generated for you:

Your trade articles:



The articles published in the IoT design are automatically visible to the user and made accessible in a bundled form. This tool provides you with a press review without any maintenance effort.

Your news:



New products that have appeared in the IoT Design are listed here and can be called up easily by the user.

- 1 Name:** **IoT News**
- 2 Brief description:** The HTML newsletter "IoT News" is published biweekly with the latest news for the Internet of Things. As a customer-oriented advertising medium, it is particularly suitable for fast, direct advertising messages with a high repetition rate.
- 3 Target group:** Developer, manufacturer and users of IoT products.
- 4 Frequency of publication:** 25 x per year
- 5 Usage data:** 3.182 subscribers (July 2017)
- 6 Volume:** 8th Volume 2018
- 7 Publisher:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 8 Contact:** **Clara Josuttis, Editorial Department**
Phone: +49 6421 3086-276
E-Mail: cjosuttis@iot-design.de
- Markus Lehnert, Advertising Manager**
Phone: +49 6421 3086-594
E-Mail: mlehnert@iot-design.de

Release dates 2018:

January	February	March	April	May	June
1 15.01.18	3 05.02.18	7 12.03.18	9 09.04.18	11 07.05.18	13 11.06.18
2 29.01.18	4 12.02.18	8 26.03.18	10 23.04.18	12 28.05.18	14 25.06.18
	5 19.02.18				
	6 26.02.18				

July	August	September	October	November	December
15 09.07.18	17 27.08.18	18 10.09.18	20 08.10.18	22 05.11.18	24 03.12.18
16 23.07.18		19 24.09.18	21 22.10.18	23 19.11.18	25 17.12.18

Browser-Ansicht - www.embedded-design.net

27. Juni 2016 | Nr. 15



1. Header 550x90px



Single-Board-Computer erfreuen sich großer Beliebtheit, auch abseits der Industrie. Entwicklerboards für Einsteiger, Fort- und

Weiterbildung, Schüler oder den Durchschnittsbürger wollen der Digitalisierung zum Durchbruch verhelfen. Im Vordergrund steht eine simple Konfiguration.

Viel Spaß beim Lesen wünscht Ihnen
Clara Josuttis, Redakteurin der
embeddedDESIGN

Inhalt

- congatecs 15W-Klasse für Systeme
- congatec verdreifacht die Grafikleistung seiner Server-on-Module
- congatecs preisbrechende Embedded Boards
- Neue congatec-Server-on-Module für die Echtzeit-Medienverarbeitung
- COM-Express-Modul von congatec mit neuem AMD G-Series SOC
- congatecs µQseven beschleunigt Miniaturisierungstrend

2. Premium 550x90px



Bild: congatec AG

congatecs 15W-Klasse für Systeme

Die Com-Express-Compact-Module mit Intel-Core-Prozessoren der sechsten Generation sind für die Auslegung komplett geschlossener, lüfterloser Systeme auf maximal 15W konfigurierbare TDP optimiert. Anwender profitieren von gesteigerter Energieeffizienz sowie deutlich mehr High-Speed-I/Os.

[weiterlesen >>](#)

3. Standard 550x90px

9 Prices and advertising forms:

1) Banner (550 x 90px):

- Header € 690,-
- Premium € 670,-
- Standard € 650,-
(plus 19% VAT.)

2) Sponsoring Newsletter:

- 3 Products News*
- 1 Banner (550 x 100px)
- Your company logo

Price: € 1.940,-
(plus 19% VAT.)

3) Standalone Newsletter:

- Min. 8 up to max. 10 Product News*
- 1 to 3 Banner (550 x 100px)
- Your company logo

Price: € 3.570,-
(plus 19% VAT.)

* each product news approx. 500 up to 1.000 characters

The new products will be linked to the desired URL via www.iot-design.de

10 Data formats:

550 x 90 pixel with 72dpi as JPG within the RGB colour space

Data size max. 250KB

Please only supply us with data in RGB color space and 300dpi. Sending data in the CMYK color space can lead to color deviations in the production process.

11 Data delivery:

Please send us the following data via e-mail:

mlehnert@iot-design.de

- Client name
- Contact for requests
- Target URL

12 Period of delivery:

7 days before release of the newsletters

13 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:

Bank Code 533 500 00, Acc. No. 1037305320
IBAN: DE83 5335 0000 1037 3053 20
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank Code 500 100 60, Acc. No. 517 030-603
IBAN: DE 51 5001 0060 0517 0306 03
SWIFT-BIC: PBNKDEFF

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 services engineering, industry 4.0.

i-need.de is unique because it summarizes product information by industry. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. Users appreciate the high quality of search results, which are an important part of strategic information retrieval. With the three packages Basic, PRO and PREMIUM i-need.de offers you interesting communication channels on a highly frequented information platform for industrial products and services.

3 Target groups:

Selection of the most important target groups, since i-need.de addresses numerous industrial sectors: design engineers, plant managers and production managers, manufacturing industry, technical purchasers and users from mechanical and plant engineering, integrators, architects, electrical engineering industry, engineering offices, industrial image processing, switch cabinet manufacturers, enclosure manufacturers, building trades, electrical fitters, specialist planners.

4 Usage data:

01. June 2016 - 01. June 2017

Visitors: 73.615, page views: 446.810

5 Publisher:

TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg



i-need.de

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
- + Placement of your profile on the i-need.de pinboard in the magazine

PREMIUM**499,00 €**

Price per month plus 19% VAT.

Comprehensive cross-media marketing

Preferential display of your data and extensive evaluation tools

Free customer support
Optional: Data maintenance**PRO****199,00 €**

Price per month plus 19% VAT.

Enter unlimited number of products

Preferential display of your data and extensive evaluation tools

Free customer support
Optional: Data maintenance**Basic****0,00 €**

Enter unlimited number of products

All products will be displayed

Without customer support and data maintenance

With the FREE-PROMOTION campaign you can save 1.788,00 €

Book the promotion package until Hannover Messe 2018 and push your marketing with 12 free promotion bookings.


The individual packages can be booked as an annual subscription. The subscription is valid for one year and will be automatically renewed for a further year, unless it is cancelled three months before the end of the subscription. Posted and unused benefits expire at the end of each month and cannot be added up. Invoices are issued annually. With monthly payments, the monthly subscription price for PRO and PREMIUM increases by 7%.

Current performance table

Prices per month plus 19% VAT.

Basic

PRO

PREMIUM

- Topseller -

€ 0,00

€ 199,00

€ 499,00

1	Present unlimited products on the market Place an unlimited number of products on i-need.de.	✓	✓	✓
2	Printing of market overviews in the TeDo trade media Depending on editorial selection	✓	✓	✓
3	Extensive company presentation: Promote your company! i-need.de bundles your company profile, your products, technical articles, product news and your solution competence.		✓	✓
4	Your logo Always highlighted above the search results with your products.		✓	✓
5	Preferential display of your products Search results show PRO and PREMIUM customers above, Basic customers below.		✓	✓
6	Communicate product news Inform yourself about your latest product highlights.		✓	✓
7	Publish videos Link and distribute your product and company videos at i-need.de.		✓	✓
8	Automatic or individual content linking Your products and articles that are visible on a single page will be published in the future.		✓	✓
9	Link product data sheets Complete your product entries with additional helpful information such as Data sheets.		✓	✓
10	i-Icon for increased attention Green icon increases the attention of your posts		✓	✓
11	'Send inquiry' button Interested parties can contact you quickly and easily using the enquiry function.		✓	✓
12	Easily forward content Interested parties can forward your product entry via e-mail.		✓	✓
13	Share products and trade articles on social media Facebook, Google+, Twitter		✓	✓
14	Access statistics See exactly where and how often your content has been published and clicked.		✓	✓
15	Automatic search suggestions Your company and products appear in the automatic search suggestions in the search		✓	✓
16	Promote product Push your product to a top position and increase your impressions immediately and significantly!		✓	✓
17	Newsletter for the efficient marketing mix Publish up to 2 product announcements per month in our newsletters with a high reach			✓
18	Personal contact One and the same contact person to help you with all questions about i-need.de			✓
19	Optional: Service data maintenance for PRO and PREMIUM Up to 10 new installations / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.			

 Only
€ 299,00

i-need.de

Special Advertisement Formats on i-need.de

Promote product:

Use the 'Promote Product' function to increase the frequency with which your product is displayed at the very top. You book 'Promote product' on a weekly basis and are liable to pay a fee. The prominent placement on the first page makes your content appear more often and increases the probability of clicks.

Contact:

Markus Lehnert, Advertising Manager TeDo Verlag

Phone: +49 6421 3086-594

E-Mail: mlehner@tedo-verlag.de

Christoph Kirschenmann, Advertising Manager IT&Production

Phone: +49 6421 3086-536

E-Mail: ckirschenmann@it-production.com

Banner and content ad:

Banner	Size (Pixel)	Description	Price
1. Skyscraper	160x600 Pixel	Portrait format placement conspicuously to the right of the content	€ 4.880,-
2. Skyscraper Small	120x600 Pixel	Portrait Placement directly on the right next to the content	€ 4.150,-
3. Fullsize	468x60 Pixel	Integrated, prominent placement in the content of the website	€ 1.880,-
4. Superbanner	728x90 Pixel	Centrally placed and with plenty of space for your content	€ 2.180,-
5. Content Small	250x450 Pixel	Concise advertising space in the middle of the content	€ 2.200,-
6. Content Medium	400x331 Pixel	Prominent placement in the editorial environment	€ 2.450,-
7. Content Ad	Image: 200x150 Pixel Headline: 70 characters Text: 200 characters	Your ad is designed in the design of the editorial environment and can only be distinguished from the editorial content by means of the reference - advertisement.	€ 5.530,-

All prices plus 19% VAT.

€ 399,-	€ 198,-	€ 149,-
PRICE FOR BASIC-CUSTOMERS	PRICE FOR PRO-CUSTOMERS	PRICE FOR PREMIUM-CUSTOMERS

Promoted product on the i-need.de homepage

Pay-per-Use-IoT-Plattform im Maschinenbau

Objektiv Correctal T200/0,03

4. Superbanner

2. Skyscraper Small

6. Content Medium

5. Content Small

3. Fullsize-Banner

1. Skyscraper

5. Content Small

Your contacts within the editorial department of the IoT Design:



Kai Binder
 Chief Editor
 kbinder@iot-design.de
 Phone: +49 6421 3086-139
 Fax: +49 6421 3086-380



Clara Josuttis
 Editorial Department
 cjosuttis@iot-design.de
 Phone: +49 6421 3086-276
 Fax: +49 6421 3086-380



Georg Hildebrand
 Market Overview
 ghildebrand@iot-design.de
 Phone: +49 6421 3086-232
 Fax: +49 6421 3086-380



Markus Lehnert
 Advertising Manager
 mehner@iot-design.de
 Phone: +49 6421 3086-594



Wiebke Wolf
 Deputy Advertising Manager
 wwolf@iot-design.de
 Phone: +49 6421 3086-522



Sina Debus
 Media Consulting
 sdebus@iot-design.de
 Phone: +49 6421 3086-519



Nadin Dehmel
 Media Consulting
 ndehmel@iot-design.de
 Phone: +49 6421 3086-524



Heiko Hartmann
 Media Consulting
 hhartmann@iot-design.de
 Phone: +49 6421 3086-511



Daniel Katzer
 Media Consulting
 dkatzer@iot-design.de
 Phone: +49 6421 3086-517



Thomas Möller
 Media Consulting
 tmoeller@iot-design.de
 Phone: +49 6421 3086-513



Denitsa Vasileva
 Media Consulting
 dvasileva@iot-design.de
 Phone: +49 6421 3086-598



Michaela Preiß
 Ad Disposition
 mpreiss@iot-design.de
 Phone: +49 6421 3086-444

**TeDo Verlag GmbH**

Zu den Sandbeeten 2
 35043 Marburg
 Postfach 2140
 35009 Marburg

Phone: +49 64 21 3086-0
 Fax: +49 64 21 3086-280
 www.iot-design.de
 info@iot-design.de