# Content

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## I-NEED

## GENERAL TERMS AND CONDITIONS

## YOUR CONTACTS AT TEDO VERLAG
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 a completely new type of device. These include, for example, our leisure time, our daily work, industrial production, mobility from e-bike to car and plane or even medical technology: more and more devices are networked with each other and are available with their services on the Internet, often via cloud connection.

Our publication is aimed at experts who are involved in the technical implementation of IoT products and projects in their companies - regardless of a specific industry. 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.

We provide information about product development and optimization up to application reports - integrated into the IoT context. Information about hardware, software and testing reflects a comprehensive approach, focusing on faster development and production.

We consider aspects of security and safety, cloud computing and M2M as well as gateways, development kits, SoCs or IPCs across all industries. Interviews, technical articles and novelty presentations through short readings create market transparency. Comprehensive market overviews are a special form of our editorial work.

Developers, manufacturers and users of IoT products

4x per year

297mm (width) x 210mm (height)

7th volume 2020

<table>
<thead>
<tr>
<th>ISSN-Nr. 2567-0395</th>
<th>Trade Journal</th>
<th>ePaper</th>
<th>Trade Journal + ePaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Subscription</td>
<td>€ 39.00 (incl. postage)</td>
<td>€ 23.45</td>
<td>€ 47.00 (incl. postage)</td>
</tr>
<tr>
<td>Unit price</td>
<td>€ 7.80 (plus postage)</td>
<td>€ 5.20</td>
<td>€ 11.30 (plus postage)</td>
</tr>
</tbody>
</table>

None

TeDo Verlag GmbH
Postal address • Postfach 2140 • 35009 Marburg
Delivery address • Zu den Sandbeeten 2 • 35043 Marburg

Dipl.-Stat. B. Al-Scheikly

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E-Mail: mlehner@tedo-verlag.de

Kai Binder, Chief Editor
Phone: +49 6421 3086-139
E-Mail: kbinder@tedo-verlag.de

7,000 copies

6 issues

216 pages  = 100%
173 pages  = 80.1%
43 pages   = 19.9%
0 pages    = 0.0%
2 pages    = 2.8%
2 pages    = 2.8%
## Regular Content:

### Issue 1 (Feb)

<table>
<thead>
<tr>
<th>Markets</th>
<th>Hardware</th>
<th>Software</th>
<th>Development &amp; Testing</th>
<th>Fairs/ Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market Report:</strong> PC/104 Boards <strong>Product Overview:</strong> Mainboards</td>
<td><strong>Market Overview:</strong> Realtime Operating Systems (RTOS)</td>
<td><strong>Product Overview:</strong> Embedded Software</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Publication Date:</strong> 13.02.2020 <strong>Advertising Deadline:</strong> 30.01.2020 <strong>Editorial Deadline:</strong> 16.01.2020</td>
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<td></td>
<td>Nuremburg, 25. - 27.02.2020</td>
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</tbody>
</table>

### Issue 2 (Apr)

<table>
<thead>
<tr>
<th>Markets</th>
<th>Hardware</th>
<th>Software</th>
<th>Development &amp; Testing</th>
<th>Fairs/ Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Overview:</strong> Embedded Systems</td>
<td><strong>Market Overview:</strong> Oscilloscopes</td>
<td><strong>Product Overview:</strong> Table Multimeter</td>
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<tr>
<td><strong>Publication Date:</strong> 01.04.2020 <strong>Advertising Deadline:</strong> 18.03.2020 <strong>Editorial Deadline:</strong> 04.03.2020</td>
<td></td>
<td></td>
<td>Hanover, 20. - 24.04.2020</td>
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</tr>
</tbody>
</table>

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**Deadlines and Editorial Calendar**

**Issue 1 (Feb)**
- **Publication Date:** 13.02.2020
- **Advertising Deadline:** 30.01.2020
- **Editorial Deadline:** 16.01.2020

**Issue 2 (Apr)**
- **Publication Date:** 01.04.2020
- **Advertising Deadline:** 18.03.2020
- **Editorial Deadline:** 04.03.2020

**Fairs/ Events**
- **Nuremburg, 25. - 27.02.2020**
  - embeddedworld2019 Nuremberg, 25. - 27.02.2020
  - MedtecLIVE Nuremberg, 31.03 - 02.04.2020
- **Hanover, 20. - 24.04.2020**
- **MedtecLIVE Nuremberg, 05. - 07.05.2020**
- **Nuremburg, 23. - 25.05.2020**

**Markets**
- Hardware
- Software
- Development & Testing
- Fairs/ Events

**Fairs/ Events**
- Nuremburg, 25. - 27.02.2020
- Nuremburg, 31.03 - 02.04.2020
### Issue 3 (Sep)

<table>
<thead>
<tr>
<th>Markets</th>
<th>Hardware</th>
<th>Software</th>
<th>Development &amp; Testing</th>
<th>Fairs/ Events</th>
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</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>Gateways</td>
<td>Quality Assurance</td>
<td>Evaluation Boards</td>
<td>sps</td>
</tr>
<tr>
<td>Aerospace</td>
<td>Starterkits, Development Kits</td>
<td>Agile SW Development</td>
<td>NFC</td>
<td>smart production solutions</td>
</tr>
<tr>
<td>Embedded Vision</td>
<td>Microcontroller</td>
<td>Operating Systems</td>
<td>Static and</td>
<td></td>
</tr>
<tr>
<td>Digital Signage</td>
<td>CPU Boards</td>
<td>Software Libraries (TCP/IP Tools), Protocol</td>
<td>Runtime Analysis Tools</td>
<td></td>
</tr>
<tr>
<td>Home Automation</td>
<td>Data Logger</td>
<td>Stacks, Communication Libraries) Drivers</td>
<td>Evaluation Software</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Heat/Cooling Management</td>
<td></td>
<td>Test and Verification Software</td>
<td></td>
</tr>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>Market Report:</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>System on a Chip/Computer on Module</td>
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<td>Market Overview:</td>
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<tr>
<td></td>
<td></td>
<td>Power Supply</td>
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<td></td>
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<td>Product Overview:</td>
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<td></td>
<td></td>
<td>Operating Devices</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Product Overview:</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Industrial Computers</td>
<td></td>
<td></td>
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**Publication Date:**
23.09.2020

**Advertising Deadline:**
09.09.2020

**Editorial Deadline:**
26.08.2020

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### Issue 4 (Nov)

<table>
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<th>Hardware</th>
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<th>Development &amp; Testing</th>
<th>Fairs/ Events</th>
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</thead>
<tbody>
<tr>
<td>Industrial Automation</td>
<td>IPCs, Box, Rack and Panel PCs</td>
<td>Industrial Cloud Computing</td>
<td>Machine Learning</td>
<td>sps</td>
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<tr>
<td>Transportation/ Logistics</td>
<td>Single Board Computer</td>
<td>Software Security</td>
<td>PC Metrology</td>
<td>smart production solutions</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Computer on Modules, PC/104</td>
<td>Network Analysis</td>
<td>Analyzer</td>
<td>Nuremberg, 24.11. - 26.11.2020</td>
</tr>
<tr>
<td>Safety &amp; Security</td>
<td>Plug Connectors</td>
<td>Interface Software</td>
<td>Bluetooth &amp; BLE</td>
<td></td>
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<tr>
<td></td>
<td>Processors</td>
<td>Protocol Stacks</td>
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<tr>
<td></td>
<td>FPGAs</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Market Report:</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Operating Systems for</td>
<td></td>
<td></td>
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<tr>
<td></td>
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<td>Single Board Computer</td>
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</tr>
</tbody>
</table>

**Publication Date:**
11.11.2020

**Advertising Deadline:**
28.10.2020

**Editorial Deadline:**
14.10.2020

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>Print Space</th>
<th>Bleed (add 3mm trim on each side)</th>
<th>b/w</th>
<th>2c</th>
<th>3c</th>
<th>4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Page</td>
<td></td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>€ 3,650.00</td>
</tr>
<tr>
<td>Cover Pages</td>
<td>210mm x 297mm</td>
<td>–</td>
<td>–</td>
<td>€ 3,610.00</td>
<td>€ 4,010.00</td>
<td>€ 4,210.00</td>
<td>€ 4,410.00</td>
</tr>
<tr>
<td>1/1 Page</td>
<td>185mm x 270mm</td>
<td>210mm x 297mm</td>
<td>€ 3,200.00</td>
<td>€ 3,600.00</td>
<td>€ 3,800.00</td>
<td>€ 4,000.00</td>
<td>€ 4,200.00</td>
</tr>
<tr>
<td>Junior Page (DIN A5)</td>
<td>140mm x 190mm</td>
<td>148mm x 210mm</td>
<td>€ 1,960.00</td>
<td>€ 2,210.00</td>
<td>€ 2,240.00</td>
<td>€ 2,340.00</td>
<td>€ 2,340.00</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>90mm x 270mm</td>
<td>105mm x 297mm</td>
<td>€ 1,750.00</td>
<td>€ 2,000.00</td>
<td>€ 2,100.00</td>
<td>€ 2,200.00</td>
<td>€ 2,200.00</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>185mm x 130mm</td>
<td>210mm x 148mm</td>
<td>€ 1,750.00</td>
<td>€ 2,000.00</td>
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<td>€ 2,200.00</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>60mm x 270mm</td>
<td>70mm x 297mm</td>
<td>€ 1,220.00</td>
<td>€ 1,370.00</td>
<td>€ 1,470.00</td>
<td>€ 1,570.00</td>
<td>€ 1,570.00</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>185mm x 90mm</td>
<td>210mm x 100mm</td>
<td>€ 1,220.00</td>
<td>€ 1,370.00</td>
<td>€ 1,470.00</td>
<td>€ 1,570.00</td>
<td>€ 1,570.00</td>
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<tr>
<td>1/4 Page</td>
<td>90mm x 130mm</td>
<td>105mm x 148mm</td>
<td>€ 960.00</td>
<td>€ 1,060.00</td>
<td>€ 1,160.00</td>
<td>€ 1,260.00</td>
<td>€ 1,260.00</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>45mm x 270mm</td>
<td>52mm x 297mm</td>
<td>€ 960.00</td>
<td>€ 1,060.00</td>
<td>€ 1,160.00</td>
<td>€ 1,260.00</td>
<td>€ 1,260.00</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>185mm x 65mm</td>
<td>210mm x 74mm</td>
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<td>€ 1,060.00</td>
<td>€ 1,160.00</td>
<td>€ 1,260.00</td>
<td>€ 1,260.00</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>90mm x 65mm</td>
<td>105mm x 74mm</td>
<td>€ 800.00</td>
<td>€ 900.00</td>
<td>€ 1,000.00</td>
<td>€ 1,100.00</td>
<td>€ 1,100.00</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>45mm x 130mm</td>
<td>52mm x 148mm</td>
<td>€ 800.00</td>
<td>€ 900.00</td>
<td>€ 1,000.00</td>
<td>€ 1,100.00</td>
<td>€ 1,100.00</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>185mm x 30mm</td>
<td>210mm x 39mm</td>
<td>€ 800.00</td>
<td>€ 900.00</td>
<td>€ 1,000.00</td>
<td>€ 1,100.00</td>
<td>€ 1,100.00</td>
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<tr>
<td>Product Overview</td>
<td>91mm x 110mm</td>
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<td>€ 550.00</td>
<td>–</td>
<td>–</td>
<td>€ 650.00</td>
</tr>
</tbody>
</table>
2 Surcharges: Colour advertisements are printed according to the Euroscale. 
All other colours are regarded as special colours.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 colours</td>
<td>€ 400.00</td>
<td>€ 250.00</td>
<td>€ 150.00</td>
<td>€ 100.00</td>
<td>€ 100.00</td>
</tr>
<tr>
<td>3 colours</td>
<td>€ 600.00</td>
<td>€ 350.00</td>
<td>€ 250.00</td>
<td>€ 200.00</td>
<td>€ 200.00</td>
</tr>
<tr>
<td>4 colours</td>
<td>€ 800.00</td>
<td>€ 450.00</td>
<td>€ 350.00</td>
<td>€ 300.00</td>
<td>€ 300.00</td>
</tr>
<tr>
<td>Product overview</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>€ 100.00</td>
</tr>
</tbody>
</table>

Placement: On binding and confirmed placements 15% will be charged on the 4c-price.

Colour surcharges: Not discountable
Format surcharges: for special placements there is a 15% surcharge on the 4c price for following formats:
• Table of content
• Editorial
For Advertisements over binding and bleed advertisements 15% surcharge will be added to the basic price.
All prices are exclusive of 19% VAT.

3 Discount: For orders accepted within one insertion year

<table>
<thead>
<tr>
<th>Frequency</th>
<th>3 x 5%</th>
<th>6 x 10%</th>
<th>9 x 15%</th>
<th>12 x 20%</th>
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</thead>
<tbody>
<tr>
<td>Quantity</td>
<td>2 pages 5%</td>
<td>4 pages 10%</td>
<td>8 pages 15%</td>
<td>12 pages 20%</td>
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</tbody>
</table>

Agency discount: 15%

4 Job Ads: For job advertisements we grant a discount of 15% on the basic price.

5 Special Advertising:

Bound-in Inserts:
Delivery quantity: 7,200 copies
Delivery: See ‘Technical Data’ on page 12

<table>
<thead>
<tr>
<th>80 - 135g/m²</th>
<th>4 pages</th>
<th>€ 4,350.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 pages</td>
<td>€ 5,110.00</td>
<td></td>
</tr>
<tr>
<td>more than 8 pages</td>
<td>€ Price upon request</td>
<td></td>
</tr>
</tbody>
</table>

| 136 - 170g/m² | 10% surcharge on basic price |
| above 170g/m² | 15% surcharge on basic price |

Loose Inserts:
Delivery quantity: 7,200 copies
Delivery: See ‘Technical Data’ on page 12

<table>
<thead>
<tr>
<th>Full supplement</th>
<th>each 1,000 copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25g</td>
<td>€ 1,850.00</td>
</tr>
<tr>
<td>up to 50g</td>
<td>€ 2,480.00</td>
</tr>
<tr>
<td>above 50g</td>
<td>upon request</td>
</tr>
</tbody>
</table>

Postcards/Samples:
Delivery quantity: 7,200 copies
Delivery: see ‘Technical Data’ on page 12

| Adhesive inserts up to 5g | € 90.00 % |
| Mechanical bonding        | € 80.00 % |
| Manual bonding            | upon request |

6 Contact: Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de

7 Terms of Payment/Bank Details:
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. 1037305320
IBAN: DE83 5335 0000 1037 3053 20
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:
Bank code 500 100 60, Acc. 517 030-603
IBAN: DE 51 5001 0060 0517 0306 03
SWIFT-BIC: PBNKDEFF
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
</table>
| **Format:** | 210mm x 297mm (width x height)  
Print space: 185mm x 270mm (width x height) |
| **Printing Method:** | Offset: Printing with colours from the Euroscale for offset printing according to DIN 16539, adhesive binding |
| **Data Delivery:** | Electronically by e-mail to: anzeigen@tedo-verlag.de |
| **Advertisement Data:** | High Res PDF, EPS (fonts either converted into paths or embedded), TIF (resolution of 300dpi with image width to be printed) |
| **Colours:** | In four-colour printing, the colours are used according to the Euroscale: Cyan, Magenta, Yellow, Black (CMYK). This color space must be selected in the respective program.  
Attention: RGB colours or spot colours may not be used or only after consultation with the publisher. |
| **Proof/Printing:** | 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 press proof. Without these documents no liability or warranty can be assumed for any errors. The publisher cannot assume any guarantee in the event of colour deviations resulting from different papers (proof/print proof to edition paper). This shall also apply to deviations which are within the tolerance of printing to industrial colour printing or which are caused by the offset printing process are justified. |
| **Permissible Image Formats:** | Images as JPEG or PNG in RGB colour space with 72dpi. Company Logo as EPS file. |
| **Output Profile:** | ISO Coated v2 (ECI) / FOGRA39 (ISO 12647-2:2004) |
| **Return:** | Printing material supplied will only be returned to the respective client upon special request. The obligation on the part of the publisher to retain the documents ends three months after the publication of the advertisement. |
| **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 incorrect files, incorrect settings or incomplete information will be charged on a time and material basis. Sent film positives must be digitised. The additional costs incurred will be invoiced separately. |
| **Contact:** | Electronically by e-mail to: anzeigen@tedo-verlag.de |
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
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
148mm x 210mm

1/2 Page horizontal
210mm x 148mm

1/3 Page vertical
70mm x 297mm

1/3 Page horizontal
185mm x 90mm

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: Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted. Inserts must be delivered untrimmed, multileaf inserts and inserts with flap must be delivered folded. The front of the binder must be marked. The stapler is placed between two parts of the sheet. Multi-page bound-in inserts must be folded and delivered in untrimmed format. Trimmed pages, also in the waistband, must have a trim of 5mm.

Minimal Format: 147mm x 210mm
Maximum Format: 210mm x 297mm
Minimal Weight: for 4-sided products 115g/m²

2-sided Bound-in Inserts

4-sided Bound-in Inserts

4-sided Bound-in Inserts with Flap
1 Inserts: The submission of a binding sample is required prior to order acceptance and confirmation, if necessary a blind sample, with size and weight information required. Inserts must be trimmed and folded and delivered as finished end products.

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 smooth production. Please always send a sample to the publisher at the same time.

Required Delivery Quantity: 7,200 copies

Delivery Address: The delivery address for inserts, bound-in inserts and glued inserts will be provided 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 p. 4).

Mineral Format: 100mm x 210mm
Maximum Format: 205mm x 290mm
Minimal Weight: 115g/m²
Maximum Weight: upon request
Positioning: undefined

2 Stickers: Mechanical insertion: Adhesive edge parallel to waistband, minimum 1cm to maximum 6cm away from waistband. Folded products must be closed towards the waistband. Positioning upon request.

Stick-on postcards, product samples on bound-in inserts or full-page Advertisements are additionally charged as stickers. Before accepting and confirming an order, a binding sample, if necessary a blind sample, with size and weight details, must be submitted.

3 Contact: Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de

Minimal Format: 105mm x 147mm
Maximum Format: 148mm x 190mm
Minimal Weight: 160g/m²
1 Special Advertising Formats:

- Gatefolder
- Flap
- CD-ROM
- Sample

2 Prices for special Advertising Formats: prices available on request

3 Reprint:

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

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

4 Price List Reprint:

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>€ 760.00</td>
</tr>
<tr>
<td>1,000</td>
<td>€ 800.00</td>
</tr>
<tr>
<td>2,000</td>
<td>€ 900.00</td>
</tr>
<tr>
<td>5,000</td>
<td>€ 1,230.00</td>
</tr>
<tr>
<td>10,000</td>
<td>€ 1,430.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>500</td>
<td>€ 830.00</td>
</tr>
<tr>
<td>1,000</td>
<td>€ 870.00</td>
</tr>
<tr>
<td>2,000</td>
<td>€ 1,000.00</td>
</tr>
<tr>
<td>5,000</td>
<td>€ 1,450.00</td>
</tr>
<tr>
<td>10,000</td>
<td>€ 2,050.00</td>
</tr>
</tbody>
</table>

All prices are exclusive of 19% VAT.

5 Reprint License:

If you would like to reprint your article yourself after publication in the IoT Design, you can purchase a license for self-printing from us.

<table>
<thead>
<tr>
<th>Reprint License</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>up to 1,000 copies</td>
</tr>
</tbody>
</table>

incl. one high-resolution PDF file. Plus 19% VAT.

6 PDF (72dpi):

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

7 Contact and Booking:

Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@ledo-verlag.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.

2 Price:  
1/2 page, 4c € 4,010.00  
1/2 page, 4c € 2,200.00  
All prices are exclusive of statutory VAT.

3 Therefore we need:  
• Contact Data  
  (Phone, Fax, Web Address, E-Mail)  
• digitized logo as Eps file  
• product image – with a minimum resolution of 300dpi  
• Text about your company in Word or other text files, also in 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.

4 Contact:  
Markus Lehnert, Advertising Management  
Phone: +49 6421 3086-594  
E-Mail: mlehnert@tedo-verlag.de

---

**Company Profile**

**Prices, Formats and Technical Data**

**Example 1/2 page**

<table>
<thead>
<tr>
<th>Size: Resolution</th>
<th>81mm x 70mm</th>
<th>300dpi</th>
</tr>
</thead>
</table>

**Example 1/1 page**

<table>
<thead>
<tr>
<th>Size: Resolution</th>
<th>170mm x 70mm</th>
<th>300dpi</th>
</tr>
</thead>
</table>

**Company Profile**

**Logo**

**Bild: XXX**
1 Inner Title: Targeted and precise advertising in your subject area!

2 Brief Description: With the inner title format, IoT Design offers a special form of advertising. With your advertisement you open one of the permanent categories and stand out from the crowd. This will make you even more visible to readers. The inner title format contains the following elements for your cross-media communication:

1. Your inner title to the category
2. Introductory specialist article (topic in consultation with the editors)
3. Publication of the article as a teaser in the IoT Design News
4. Publication of the article on www.iot-design.de

Categories and Industries are:

- Hardware
- Security
- Safety
- Automotive
- Industry
- Digital Signage
- Aerospace
- Software
- Testing
- Medicine
- Kiosk Applications
- Home and Building Automation
- Consumer Electronics
- Transport Applications

3 Format: Inner Title: 180mm x 200mm

4 Data Delivery: PDF, JPEG or TIF in a resolution of 300dpi,
Article: Text with approx. 8,000 characters, Logo,
Images as JPEG, TIF in a resolution of 300dpi

5 Price: € 3,610.00 (plus VAT)
1 Brief Description: In three issues of IoT Design, we offer you the opportunity to advertise on specific topics (each topic only once a year!) simply and cost-effectively.

2 Price: 4 coloured Product Advertisement: € 650,-
For the special price of only 550,- € for a 1/4 page b/w we put your products optimally in scene – against small price surcharges also in colour. All prices are exclusive of 19% VAT.

3 Format: 91mm x 110mm within the given layout

4 Topics: Issue: Deadline:
Mainboards 1+2/2020 31.01.2020
Embedded Software 1+2/2020 31.01.2020
Embedded Systems 3/2020 18.03.2020
Table Multimeters 3/2020 18.03.2020
Operating Devices 4/5/2020 09.09.2020
Industrial Computers 4/5/2020 09.09.2020

Advantages:
- very inexpensive advertising
- high distribution in the TeDo trade media – print and online
- Your product advertisement appears in the appropriate editorial environment
- with your individual QR-Code you lead the reader to your media
- we can take care of the ad design for you – free of charge!

No time for advertising?
Just send us your documents – we’ll do the rest for you!
anzeigen@tedo-verlag.de

Which documents do we need? – The documents check for you:
- Contact Details – Everything that is important: phone, fax, web address, e-mail
- Logo – Please send us your digitized logo
- Product Image – We need your image with a minimum resolution of 300dpi
- Text – Word and other text files, also RTF formats up to max. 800 characters
1 Circulation Control:

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

| Postal zone 0 | 201 | 3.05% |
| Postal zone 1 | 249 | 3.77% |
| Postal zone 2 | 358 | 5.42% |
| Postal zone 3 | 786 | 11.91% |
| Postal zone 4 | 674 | 10.22% |
| Postal zone 5 | 729 | 11.05% |
| Postal zone 6 | 694 | 10.52% |
| Postal zone 7 | 1,330 | 20.17% |
| Postal zone 8 | 1,102 | 16.71% |
| Postal zone 9 | 474 | 7.18% |
| Germany | 6,596 | 100% |

3 Content Analysis:

- Hardware: 31.98%
- Software: 18.55%
- Application Development: 16.27%
- Solutions: 14.53%
- Security: 10.36%
- Management: 3.96%
- Test and Verification: 4.35%

4 Industries:

- Mechanical and plant engineering: 35.17%
- Consumer electronics: 13.66%
- Automotive / Transportation: 15.35%
- Medical technology: 11.83%
- Aerospace: 7.01%
- Telecommunications: 8.37%
- Automata construction and kiosk: 3.29%
- Home and building technology: 3.05%
- Food industry: 2.27%

5 Distribution by Postcode:

- Postal zone 0: 201, 3.05%
- Postal zone 1: 249, 3.77%
- Postal zone 2: 358, 5.42%
- Postal zone 3: 786, 11.91%
- Postal zone 4: 674, 10.22%
- Postal zone 5: 729, 11.05%
- Postal zone 6: 694, 10.52%
- Postal zone 7: 1,330, 20.17%
- Postal zone 8: 1,102, 16.71%
- Postal zone 9: 474, 7.18%
- Germany: 6,596, 100%
1 Website:  www.iot-design.de

2 Usage Data:  From 01 July 2018 - 30 June 2019
Visitors: 29,913, Page impressions: 66,404

3 Brief Description:  Online advertising is an important element for an efficient cross-media campaign that precisely places your advertising message. On our website www.iot-design.de you always publish your advertising message very close to the latest news or suitable editorial content.

4 Target Group:  Developers, manufacturers and users of IoT products

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

6 Banner Formats and Prices:

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size (pixels)</th>
<th>Description</th>
<th>Price/ Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Fullsize Banner</td>
<td>468 x 60 pixels</td>
<td>Integrated placement in the content of the website</td>
<td>€ 690.00</td>
</tr>
<tr>
<td>2. Skyscraper</td>
<td>160 x 600 pixels</td>
<td>Portrait advertising space to the right of the content</td>
<td>€ 1,000.00</td>
</tr>
<tr>
<td>3. Super Banner</td>
<td>728 x 90 pixels</td>
<td>Prominently placed at the header with plenty of space for your advertising message</td>
<td>€ 1,120.00</td>
</tr>
<tr>
<td>4. Medium Rectangle</td>
<td>300 x 250 pixels</td>
<td>Striking in the middle of the editorial environment</td>
<td>€ 740.00</td>
</tr>
<tr>
<td>5. Standard Top</td>
<td>300 x 60 pixels</td>
<td>Concise smaller advertising space to the right of the content</td>
<td>€ 530.00</td>
</tr>
<tr>
<td>6. Cornersquare Banner</td>
<td>405 x 90 pixels</td>
<td>Conspicuous placement at top right</td>
<td>€ 530.00</td>
</tr>
<tr>
<td>7. Wallpaper</td>
<td>1133 x 90 pixels + 160 x 600 pixels</td>
<td>Combine the benefits of Skyscraper and Leaderboard</td>
<td>€ 1,970.00</td>
</tr>
</tbody>
</table>

Other formats on request. All prices plus 19% VAT.

7 Data Formats:  GIF, PNG, JPEG, (72dpi, RGB Colourspace) or HTML5, size max. 4MB
No evaluations for flash banners or banners integrated via i-frames possible.

8 Contact:  Markus Lehner, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehner@tedo-verlag.de
Your Manufacturer Sides

The manufacturer pages of IoT Design have the advantage that you present your products target group-specific and with a high action character. All year round at any time. For a price that is more than fair.

In this way you reach your entire target group and get a unique link between print and online.

Price: € 1,190 for 12 months on www.iot-design.de plus VAT.

Advantages:
- Your products are presented in a target-group-specific manner and with a high promotional character.
- Available at any time throughout the year
- For a price that is more than fair
- You reach your entire target group and get a unique link between print and online

The following tools are automatically generated for you:

Your articles:

The professional articles published in the IoT Design are automatically made visible to the user and easily accessible in bundled form. With this tool you get a press review without maintenance.

Your novelties:

Product novelties that have appeared in the IoT design are listed here and can be conveniently retrieved by the user.
1 Brief characteristic: An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. The only difference between a sponsored post and editorial content is the reference: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added value 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 formulation of the headline has a decisive influence on the click rate of the user.

2 Contents & Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the complete article at www.iot-design.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.

3 Date:

Please send us your data five working days before publication by e-mail to: banner@ledo-verlag.de

In addition to the placements described here, we are happy 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 reach.

4 Prices:

<table>
<thead>
<tr>
<th>Medium and Format</th>
<th>Placement</th>
<th>Term</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Post Premium</td>
<td>Head section</td>
<td>14 Days</td>
<td>€ 1,110.-</td>
</tr>
<tr>
<td>Sponsored Post Standard</td>
<td>Bottom section</td>
<td>14 Days</td>
<td>€ 1,000.-</td>
</tr>
<tr>
<td>Text-Teaser Premium</td>
<td>Head section</td>
<td>14 Days</td>
<td>€ 1,010.-</td>
</tr>
<tr>
<td>Text-Teaser Standard</td>
<td>Bottom section</td>
<td>14 Days</td>
<td>€ 980.-</td>
</tr>
</tbody>
</table>

(All prices plus 19% VAT.)

5 Placements Website:

<table>
<thead>
<tr>
<th>Required Data</th>
<th>Headline</th>
<th>Abstract</th>
<th>Thumbnail</th>
<th>Main Body</th>
<th>Images for Main Body</th>
<th>Targer URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Post</td>
<td>max. 30 characters</td>
<td>max. 250 characters</td>
<td>Image rights required</td>
<td>ca. 2,500 Zeichen</td>
<td>Image rights required</td>
<td>to your website</td>
</tr>
<tr>
<td>Text-Teaser</td>
<td>max. 30 characters</td>
<td>max. 250 characters</td>
<td>Image rights required</td>
<td>–</td>
<td>–</td>
<td>to your website</td>
</tr>
</tbody>
</table>

All pictures as JPEG, GIF or PNG in RGB-colour space in 72 dpi.
Title: IoT Design News

Brief Description: The HTML newsletter 'IoT Design News' appears every 14 days 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 frequency.

Target Group: Developers, manufacturers and users of IoT products

Frequency: 25x per year

Usage Data: 2,659 subscribers (September 2019)

Volume: 10th volume 2020

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

Contacts:
Kai Binder, Chief Editor
Tel.: +49 6421 3086-139
E-Mail: kbinder@tedo-verlag.de

Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de

Publication Dates 2020:

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 13.01.20</td>
<td>3 10.02.20</td>
<td>5 09.03.20</td>
<td>7 08.04.20</td>
<td>9 04.05.20</td>
<td>11 02.06.20</td>
</tr>
<tr>
<td>2 27.01.20</td>
<td>4 24.02.20</td>
<td>6 23.03.20</td>
<td>8 20.04.20</td>
<td>10 18.05.20</td>
<td>12 29.06.20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13 29.06.20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 13.07.20</td>
<td>16 10.08.20</td>
<td>18 07.09.20</td>
<td>20 05.10.20</td>
<td>22 02.11.20</td>
<td>25 14.12.20</td>
</tr>
<tr>
<td>15 27.07.20</td>
<td>17 24.08.20</td>
<td>19 21.09.20</td>
<td>21 19.10.20</td>
<td>23 16.11.20</td>
<td>24 30.11.20</td>
</tr>
</tbody>
</table>
9 Prices and Advertising Forms:

<table>
<thead>
<tr>
<th>Description</th>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner (Header)</td>
<td>600 x 150px</td>
<td>€ 780.00</td>
</tr>
<tr>
<td>Banner (Premium)</td>
<td>600 x 150px</td>
<td>€ 720.00</td>
</tr>
<tr>
<td>Banner (Standard)</td>
<td>600 x 150px</td>
<td>€ 700.00</td>
</tr>
<tr>
<td>Sponsoring Newsletter</td>
<td>• 3 Product news</td>
<td>€ 2,020.00</td>
</tr>
<tr>
<td></td>
<td>(500 to 1,000 characters)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 1 Banner (600 x 150px)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Company logo</td>
<td></td>
</tr>
<tr>
<td>Standalone Newsletter (exclusive newsletter, which communicates exclusively your contents)</td>
<td>• 8-10 Product news (500 to 1,000 characters)</td>
<td>€ 3,720.00</td>
</tr>
<tr>
<td></td>
<td>• 1 to 3 Banner (600 x 150px)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Company logo</td>
<td></td>
</tr>
</tbody>
</table>

All ad sizes are subject to the above unit prices plus 19% VAT.
For information on the Sponsored Post/Text Teaser, see page 23.

10 Data Formats: 600x150 pixels at 72dpi in RGB colour space
File size max. 250KB
Please provide us with data exclusively in RGB color space.
When sending data in the CMYK colour space, colour deviations may occur in the production process.

11 Data Delivery: Please send us the following data by e-mail upon delivery:
banner@tedo-verlag.de
• Customer name
• Contact for requests
• Target URL

12 Data Delivery: One week before publication of the newsletter

13 Terms of Payment/Bank Details:
The invoice amount is payable within 14 days of the invoice date. For payments within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:
Bank code 533 500 00, Acc. 1037305320
IBAN: DE83 5335 0000 1037 3053 20

Postbank Frankfurt/Main:
Bank code 500 100 60, Acc. 517 030-603
IBAN: DE 51 5001 0060 0517 0306 03
1 Brief characteristic: An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. The only difference between a sponsored post and editorial content is the reference: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added value 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 formulation of the headline has a decisive influence on the click rate of the user.

2 Contents & Formats: a) Sponsored Post
By clicking on the link in the Sponsored Post, the user can access the complete article at www.iot-design.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.

3 Date:
Please send us your data five working days before publication by e-mail to: banner@ledo-verlag.de

In addition to the placements described here, we are happy 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 reach.

4 Prices:

<table>
<thead>
<tr>
<th>Medium und Art</th>
<th>Placement</th>
<th>Term</th>
<th>Price/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Post Premium</td>
<td>Head section</td>
<td>1 Issue</td>
<td>€ 720.-</td>
</tr>
<tr>
<td>Sponsored Post Standard</td>
<td>Bottom section</td>
<td>1 Issue</td>
<td>€ 680.-</td>
</tr>
<tr>
<td>Text-Teaser Premium</td>
<td>Head section</td>
<td>1 Issue</td>
<td>€ 680.-</td>
</tr>
<tr>
<td>Text-Teaser Standard</td>
<td>Bottom section</td>
<td>1 Issue</td>
<td>€ 590.-</td>
</tr>
</tbody>
</table>

(All prices plus 19% VAT.)

5 Placements Newsletter:

Required Data

<table>
<thead>
<tr>
<th>Required Data</th>
<th>Headline</th>
<th>Abstract</th>
<th>Thumbnail</th>
<th>Main Body</th>
<th>Images for Main Body</th>
<th>Target URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Post</td>
<td>max. 30 characters</td>
<td>max. 250 characters</td>
<td>Image rights required</td>
<td>ca. 2,500 Zeichen</td>
<td>Image rights required</td>
<td>to your website</td>
</tr>
<tr>
<td>Text-Teaser</td>
<td>max. 30 characters</td>
<td>max. 250 characters</td>
<td>Image rights required</td>
<td>–</td>
<td>–</td>
<td>to your website</td>
</tr>
</tbody>
</table>

All pictures as JPEG, GIF or PNG in RGB-colour space in 72 dpi.

IoT Design 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.

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

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

**Current Performance Table**

<table>
<thead>
<tr>
<th>#</th>
<th>Feature</th>
<th>Basic</th>
<th>PRO</th>
<th>PREMIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Present unlimited products on the market</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>2</td>
<td>Printing of market overviews in the TeDo trade media</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>3</td>
<td>Extensive company presentation</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>4</td>
<td>Your logo</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>5</td>
<td>Preferential display of your products</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>6</td>
<td>Prioritization of your products</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>7</td>
<td>Submit articles</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>8</td>
<td>Communicate product news</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>9</td>
<td>Whitepaper</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>10</td>
<td>Publish videos</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>11</td>
<td>Automatic or individual content linking</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>12</td>
<td>Link product data sheets</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>13</td>
<td>i-icon for increased attention</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>14</td>
<td>‘Send inquiry’ button</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>15</td>
<td>Forward content easily</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>16</td>
<td>Share products and articles on social media</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>17</td>
<td>Access statistics</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>18</td>
<td>Automatic search suggestions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>19</td>
<td>Newsletter for the efficient marketing mix</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>20</td>
<td>Personal contact</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>21</td>
<td>Optional: Service data maintenance for PRO and PREMIUM</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

**BASIC**
- € 0.00
  - Comprehensive cross-media marketing package
  - Enter unlimited number of products
  - All products will be displayed
  - Without customer support and data maintenance

**PRO**
- € 199.00
  - Comprehensive cross-media marketing package
  - Enter unlimited number of products
  - Preferential display of your data and extensive evaluation tools
  - Free customer support

**PREMIUM**
- € 499.00
  - Comprehensive cross-media marketing package
  - Preferential display of your data and extensive evaluation tools
  - Free customer support

**Current Performance Table**

- **Prices per month plus 19% VAT.**
- **BASIC**
  - € 0.00
- **PRO**
  - € 199.00
- **PREMIUM**
  - € 499.00

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%.

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

**Boost your campaign:**

**Book 12 months, pay 10 only!**

- **CURRENT PERFORMANCE TABLE**
  - Enter unlimited number of products
  - Preferential display of your data and extensive evaluation tools
  - Free customer support
  - Optional: Data maintenance

- **BASIC**
  - All products will be displayed
  - Without customer support and data maintenance

- **PRO**
  - Preferential display of your data and extensive evaluation tools
  - Free customer support

- **PREMIUM**
  - Preferential display of your data and extensive evaluation tools
  - Free customer support

**Optional: Service data maintenance for PRO and PREMIUM**

- Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.
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.

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Phone: +49 6421 3086-536
E-Mail: ckrirschenmann@tedo-verlag.de

Prices ‘Product Promotion’:

<table>
<thead>
<tr>
<th>Account</th>
<th>Basic</th>
<th>PRO-Account</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price/week</td>
<td>€ 399,-</td>
<td>€ 198,-</td>
<td>€ 149,-</td>
</tr>
</tbody>
</table>

Banner and Sponsored Post:

<table>
<thead>
<tr>
<th>Sponsored Post</th>
<th>Placement</th>
<th>Description</th>
<th>Prices/14 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Sponsored Post Premium</td>
<td>Head Section</td>
<td>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 - The Sponsored Post links within i-need to your content, the Text-Teaser directly links to your target-URL.</td>
<td>€ 1,480,-</td>
</tr>
<tr>
<td>8. Sponsored Post Standard</td>
<td>Bottom Section</td>
<td></td>
<td>€ 1,350,-</td>
</tr>
<tr>
<td>9. Text-Teaser Premium</td>
<td>Head Section</td>
<td></td>
<td>€ 1,100,-</td>
</tr>
<tr>
<td>10. Text-Teaser Standard</td>
<td>Bottom Section</td>
<td></td>
<td>€ 950,-</td>
</tr>
</tbody>
</table>

All prices plus 19% VAT.
General Terms and Conditions

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 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. 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 4: 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 5: 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.

Paragraph 8: The publisher reserves the right to reject advertising orders - including single calls-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 are not accepted.

Paragraph 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 publication 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 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 reproduced or 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 amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment terms.

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 certification from the publisher confirming the publication and distribution of the advertisement.

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 confirmed by the publisher in written form.

Paragraph 22: After expiry of the order.

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, then 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.
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