

# MEDIA KIT

# 2020



Hardware

Software

Development & Testing



## Media Kit Online

IoT Design media data as PDF download directly to  
your Smartphone or Tablet  
[www.iot-design.de/downloadbereich](http://www.iot-design.de/downloadbereich)



**TRADE JOURNAL**

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- 1 Title:** IoT Design
- 2 Brief Description:** 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.
- 3 Target Group:** Developers, manufacturers and users of IoT products
- 4 Frequency:** 4x per year
- 5 Format:** 297mm (width) x 210mm (height)
- 6 Volume:** 11th volume 2020

**7 Purchase Prices:** All domestic prices incl. VAT.

ISSN-Nr. 2567-0395	Trade Journal		ePaper		Trade Journal + ePaper	
	Germany	Abroad	Germany	Abroad	Germany	Abroad
Annual Subscription	€ 39.00 (incl. postage)	€ 52.00 (plus postage)	€ 23.45	€ 30.15	€ 47.00 (incl. postage)	€ 60.00 (plus postage)
Unit price	€ 7.80 (plus postage)	€ 7.80 (plus postage)	€ 5.20	€ 5.20	€ 11.30 (plus postage)	€ 11.30 (plus postage)

- 8 Membership/Participation:** None
- 9 Publishing House:** TeDo Verlag GmbH  
Postal address • Postfach 2140 • 35009 Marburg  
Delivery address • Zu den Sandbeeten 2 • 35043 Marburg
- 10 Deadlines/Editorial Calendar:** See page 4
- 11 Publisher:** Dipl.-Stat. B. Al-Scheikly
- 12 Advertisements:** Markus Lehnert, Advertising Management  
Phone: +49 6421 3086-594  
E-Mail: mlehnert@tedo-verlag.de
- 13 Editorial Staff:** Kai Binder, Chief Editor  
Phone: +49 6421 3086-139  
E-Mail: kbinder@tedo-verlag.de
- 14 Circulation:** 7.000 copies
- 15 Scope Analysis 2017:**
- |                  |                   |
|------------------|-------------------|
| 6 issues         |                   |
| Total Size:      | 216 pages = 100%  |
| Editorial Part:  | 173 pages = 80.1% |
| Advertisements:  | 43 pages = 19.9%  |
| Bound-in Inserts | 0 pages = 0.0%    |
| Publisher's Ads: | 2 pages = 2.8%    |
| Loose Inserts    | 2                 |

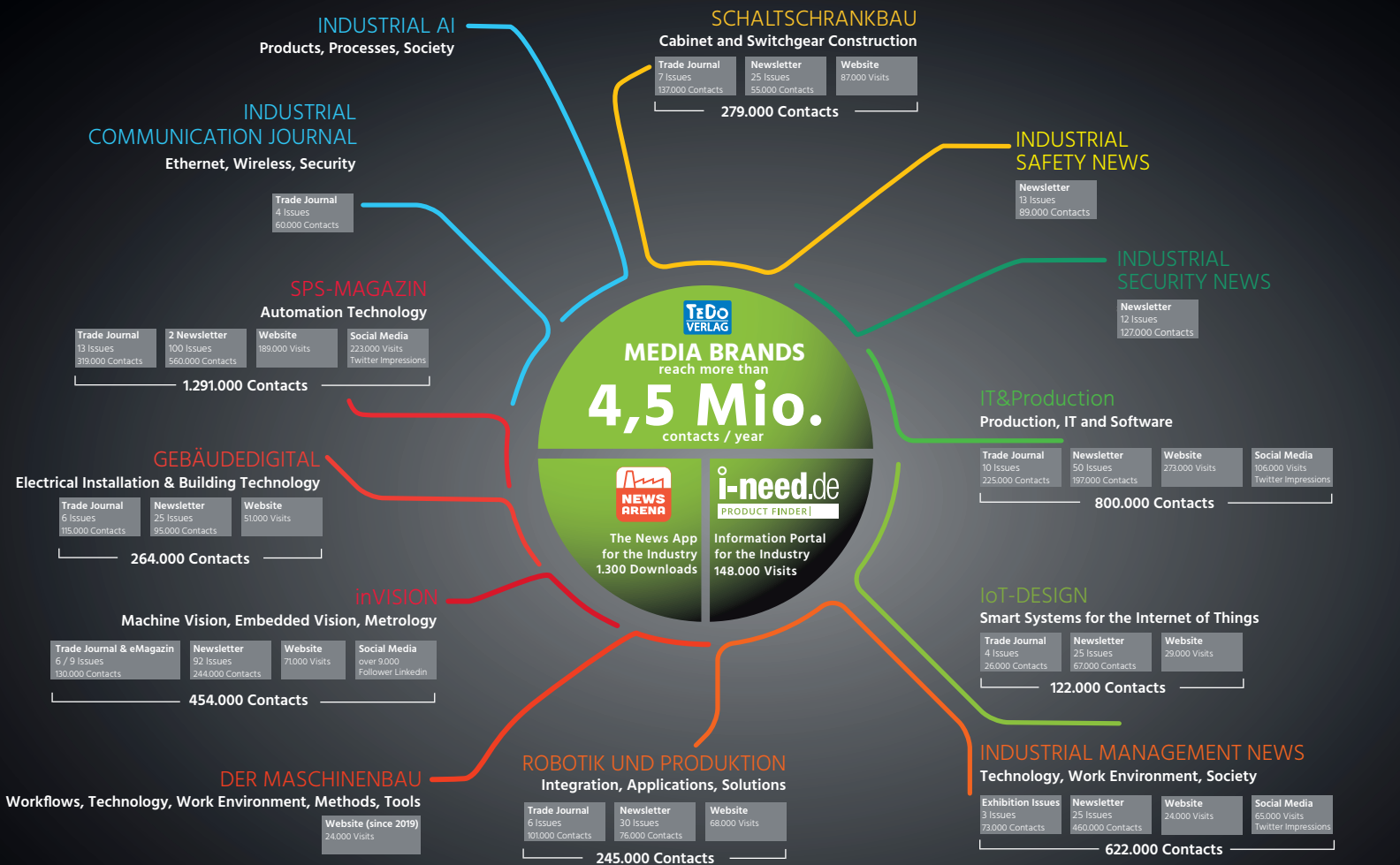
**Regular Content:** Complete Systems, IPC, Boards and Modules, Operating Systems, Application Programming, Networking, Virtualization, Measurement Technology, IDEs, Testing and Debugging, Safety and Security, Version Management, Team Development, Life Cycle Management, Collaboration with Service Providers, Quality Management

Issue 1 (Feb)	Markets	Hardware	Software	Development & Testing	Fairs/ Events
<b>Publication Date:</b> 13.02.2020 <b>Advertising Deadline:</b> 30.01.2020 <b>Editorial Deadline:</b> 16.01.2020	Industrial Automation Kiosk/POS Applications Aerospace Automotive Home Automation Transportation / Logistics	Gateways IoT Platforms: SoC, SoM IPCs, Box, Rack and Pane -PCs Memory Components Single Board Computers, Computer on Modules, PC/104  <i>Market Report:</i> PC/104 Boards  <i>Product Overview:</i> Mainboards	Operating Systems Code Generators Programming Tools Compiler Integrated Development Environments Development Tools  <i>Market Overview:</i> Realtime Operating Systems (RTOS)  <i>Product Overview:</i> Embedded Software	Bluetooth & BLE Oscilloscopes Protocol Testing Evaluation Boards Multimeter Sensors	 Nuremberg, 25. - 27.02.2020   Nuremberg, 31.03 - 02.04.2020
Issue 2 (Apr)	Markets	Hardware	Software	Development & Testing	Fairs/ Events
<b>Publication Date:</b> 01.04.2020 <b>Advertising Deadline:</b> 18.03.2020 <b>Editorial Deadline:</b> 04.03.2020	Industrial Automation Consumer Electronics: Wearables, Gaming Manufacturing Safety & Security	Embedded PC Solutions Memory Components Cabinets Heat/Cooling Management Displays Processors  <i>Product Overview:</i> Embedded Systems	Industrial Cloud Computing Requirements Engineering Network Security Hypervisor Debugger Simulators	Logic Analyzers Bus and Network Analyzers Protocol Testing Blockchain Test and Verification Software NFC  <i>Market Overview:</i> Oscilloscopes  <i>Product Overview:</i> Table Multimeter	 Hanover, 20. - 24.04.2020   Nuremberg, 05. - 07.05.2020   Nuremberg, 23. - 25.05.2020

**Regular Content:** Complete Systems, IPC, Boards and Modules, Operating Systems, Application Programming, Networking, Virtualization, Measurement Technology, IDEs, Testing and Debugging, Safety and Security, Version Management, Team Development, Life Cycle Management, Collaboration with Service Providers, Quality Management

Issue 3 (Sep)	Markets	Hardware	Software	Development & Testing	Fairs/ Events
<b>Publication Date:</b> <b>23.09.2020</b> <b>Advertising Deadline:</b> 09.09.2020 <b>Editorial Deadline:</b> 26.08.2020	Automotive Aerospace Healthcare Embedded Vision Digital Signage Home Automation	Gateways Starterkits, Development Kits Power Supply Microcontroller CPU Boards Data Logger Heat/Cooling Management  <i>Market Report:</i> System on a Chip/ Computer on Module  <i>Market Overview:</i> Power Supply  <i>Product Overview:</i> Operating Devices  <i>Product Overview:</i> Industrial Computers	Quality Assurance Agile SW Development Electronics Design Software Operating Systems Software Libraries (TCP/IP Tools), Protocol Stacks, Communication Libraries) Drivers	Evaluation Boards NFC Embedded Sensors Static and Runtime Analysis Tools Software Testing Test and Verification Software	

Issue 4 (Nov)	Markets	Hardware	Software	Development & Testing	Fairs/ Events
<b>Publication Date:</b> <b>11.11.2020</b> <b>Advertising Deadline:</b> 28.10.2020 <b>Editorial Deadline:</b> 14.10.2020	Industrial Automation Transportation/ Logistics Manufacturing Safety & Security	IPCs, Box, Rack and Panel PCs Single Board Computer Computer on Modules, PC/104 Plug Connectors Processors FPGAs  <i>Market Report:</i> Operating Systems for Single Board Computer	Industrial Cloud Computing Software Security Network Analysis Interface Software Protocol Stacks	Machine Learning PC Metrology Analyzer Bluetooth & BLE	<b>sps</b> smart production solutions Nuremberg, 24.11. - 26.11.2020



contacts = cumulative contacts per year

Timing: CW 49/2019

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

Format	Width x Height		b/w	2c	3c	4c
	Print Space	Bleed (add 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 3,650.00
Cover Pages	210mm x 297mm	–	€ 3,610.00	€ 4,010.00	€ 4,210.00	€ 4,410.00
1/1 Page	185mm x 270mm	210mm x 297mm	€ 3,200.00	€ 3,600.00	€ 3,800.00	€ 4,000.00
Junior Page (DIN A5)	140mm x 190mm	148mm x 210mm	€ 1,960.00	€ 2,210.00	€ 2,240.00	€ 2,340.00
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1,750.00	€ 2,000.00	€ 2,100.00	€ 2,200.00
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1,750.00	€ 2,000.00	€ 2,100.00	€ 2,200.00
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1,220.00	€ 1,370.00	€ 1,470.00	€ 1,570.00
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1,220.00	€ 1,370.00	€ 1,470.00	€ 1,570.00
1/4 Page	90mm x 130mm	105mm x 148mm	€ 960.00	€ 1,060.00	€ 1,160.00	€ 1,260.00
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 960.00	€ 1,060.00	€ 1,160.00	€ 1,260.00
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 960.00	€ 1,060.00	€ 1,160.00	€ 1,260.00
1/8 Page	90mm x 65mm	105mm x 74mm	€ 800.00	€ 900.00	€ 1,000.00	€ 1,100.00
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 800.00	€ 900.00	€ 1,000.00	€ 1,100.00
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 800.00	€ 900.00	€ 1,000.00	€ 1,100.00
Product Overview	91mm x 110mm	–	€ 550.00	–	–	€ 650.00

- 2 Surcharges:** Colour advertisements are printed according to the Euroscale.  
All other colours are regarded as special colours.

Colour Surcharge.	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2 colours	€ 400.00	€ 250.00	€ 150.00	€ 100.00	€ 100.00
3 colours	€ 600.00	€ 350.00	€ 250.00	€ 200.00	€ 200.00
4 colours	€ 800.00	€ 450.00	€ 350.00	€ 300.00	€ 300.00
Product overview	–	–	–	€ 100.00	

- 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

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 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

80 - 135g/m <sup>2</sup>	4 pages	€ 4,350.00
	8 pages	€ 5,110.00
	more than 8 pages	€ Price upon request
136 - 170g/m <sup>2</sup>	10% surcharge on basic price	
above 170g/m <sup>2</sup>	15% surcharge on basic price	

- Loose Inserts:** Delivery quantity: 7,200 copies  
Delivery: See 'Technical Data' on page 12

	Full supplement	each 1,000 copies
up to 25g	€ 1,850.00	€ 257.00
up to 50g	€ 2,480.00	€ 344.00
above 50g	upon request	upon request

- 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: mlehner@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.

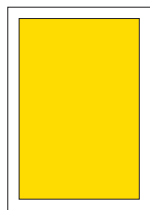
Sparkasse Marburg-Biedenkopf:  
Bank code 533 500 00, Acc. 1037305320  
IBAN: DE83 5335 0000 1037 3053 20  
SWIFT-BIC: HELADEF1MAR

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

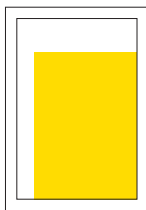


- |                                     |   |                          |  |
|-------------------------------------|---|--------------------------|--|
| <b>1 Format:</b>                    | 210mm x 297mm (width x height)<br>Print space: 185mm x 270mm (width x height)   | <b>8 Output Profile:</b> | ISO Coated v2 (ECI) / FOGRA39 (ISO 12647-2:2004)   |
| <b>2 Printing Method:</b>           | Offset: Printing with colours from the Euroscale for offset printing according to DIN 16539, adhesive binding   | <b>9 Return:</b>         | 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.  |
| <b>3 Data Delivery:</b>             | Electronically by e-mail to:<br>anzeigen@tedo-verlag.de   | <b>10 Warranty:</b>      | 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. |
| <b>4 Advertisement Data:</b>        | High Res PDF, EPS (fonts either converted into paths or embedded), TIF (resolution of 300dpi with image width to be printed)  | <b>11 Contact:</b>       | Electronically by e-mail to:<br>anzeigen@tedo-verlag.de  |
| <b>5 Colours:</b>                   | 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.<br>Attention:<br>RGB colours or spot colours may not be used or only after consultation with the publisher.   |                          |  |
| <b>6 Proof/Printing:</b>            | 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. |                          |  |
| <b>7 Permissible Image Formats:</b> | Images as JPEG or PNG in RGB colour space with 72dpi. Company Logo as EPS file.   |                          |  |

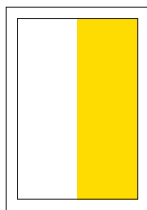
## Advertisement Formats in Print Space



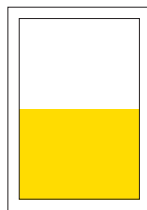
**1/1 Page**  
185mm x 270mm



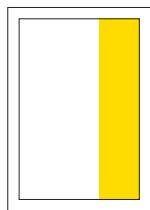
**Junior Page**  
140mm x 190mm



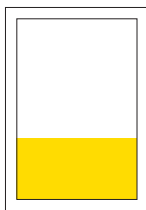
**1/2 Page vertical**  
90mm x 270mm



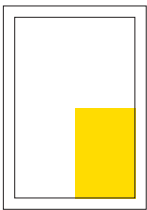
**1/2 Page horizontal**  
185mm x 130mm



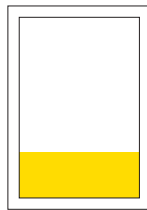
**1/3 Page vertical**  
60mm x 270mm



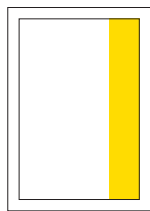
**1/3 Page horizontal**  
185mm x 90mm



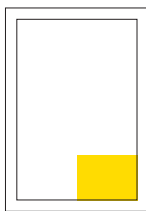
**1/4 Page**  
90mm x 130mm



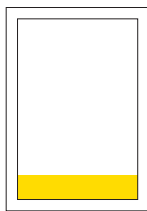
**1/4 Page horizontal**  
185mm x 65mm



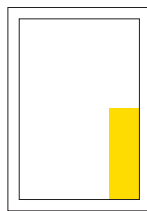
**1/4 Page vertical**  
45mm x 270mm



**1/8 Page**  
90mm x 65mm

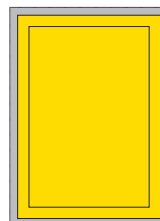


**1/8 Page horizontal**  
185mm x 30mm

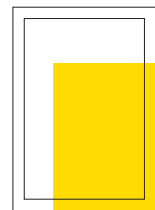


**1/8 Page vertical**  
45mm x 130mm

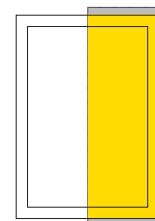
## Advertisement Formats in Bleed



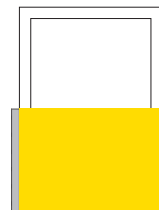
**1/1 Page**  
210mm x 297mm



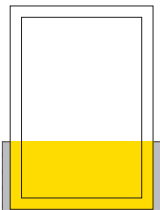
**Junior Page**  
148mm x 210mm



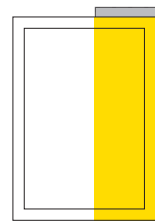
**1/2 Page vertical**  
105mm x 297mm



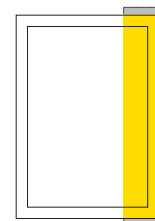
**1/2 Page horizontal**  
210mm x 148mm



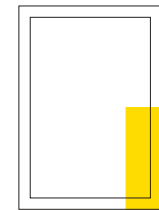
**1/3 Page horizontal**  
210mm x 100mm



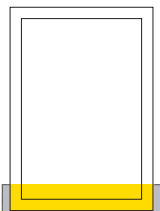
**1/3 Page vertical**  
70mm x 297mm



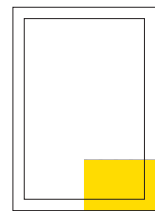
**1/4 Page vertical**  
52mm x 297mm  
**1/4 Page horizontal**  
210mm x 74mm  
**1/4 Page**  
105mm x 148mm



**1/8 Page vertical**  
52mm x 148mm



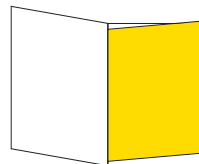
**1/8 Page horizontal**  
210mm x 39mm



**1/8 Page**  
105mm x 74mm

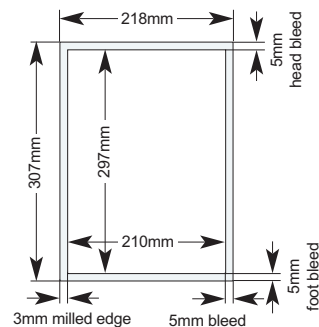
Attention: Please add 3mm on each side for trim on all formats in bleed!

**Bound Inserts:** 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.

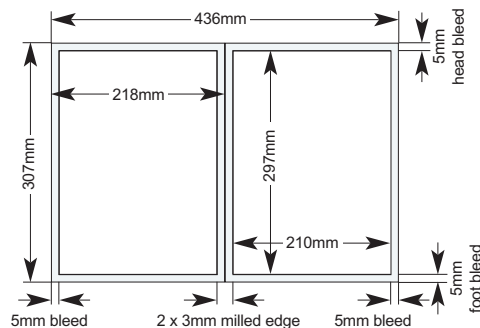


<b>Minimal Format:</b>	147mm x 210mm
<b>Maximum Format:</b>	210mm x 297mm
<b>Minimal Weight:</b>	for 4-sided products 115g/m <sup>2</sup>

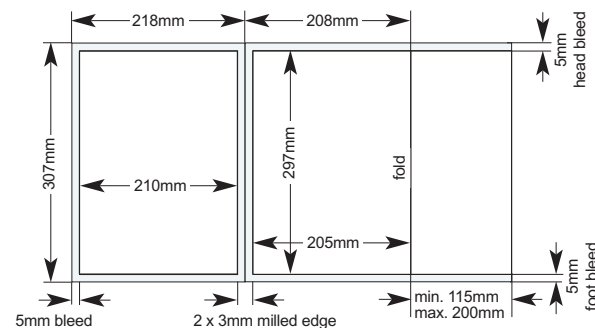
### 2-sided Bound-in Inserts



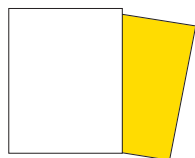
### 4-sided Bound-in Inserts



### 4-sided Bound-in Inserts with Flap



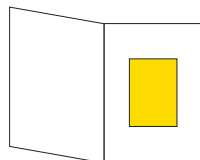
- 1 Inserts:** The submission of a binding sample is required prior to order acceptance and confirmation, if necessary a blind sample, with size and weight information required. Inserts must be trimmed and folded and delivered as finished end products.



**Minimal Format:** 100mm x 210mm  
**Maximum Format:** 205mm x 290mm  
**Minimal Weight:** 115g/m<sup>2</sup>  
**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.



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

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

**Required Delivery Quantity:** 7,200 copies

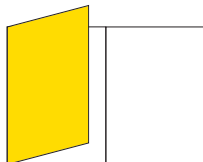
**Delivery Address:** The delivery address for inserts, bound-in inserts and glued inserts will be provided with the order confirmation.

**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).

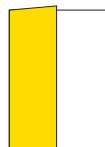
**3 Contact:** **Markus Lehnert, Advertising Management**  
 Phone: +49 6421 3086-594  
 E-Mail: [mlehnert@tedo-verlag.de](mailto:mlehnert@tedo-verlag.de)

## 1 Special Advertising Formats:

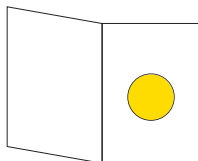
Gatefolder



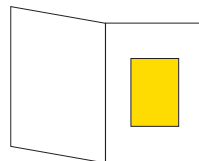
Flap



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:

2 pages, 4 colours, 135g/m <sup>2</sup>					
<b>Circul.</b>	500	1.000	2.000	5.000	10.000
<b>Price</b>	€ 760.00	€ 800.00	€ 900.00	€ 1,230.00	€ 1,430.00
4 pages, 4 colours, 135g/m <sup>2</sup>					
<b>Circul.</b>	500	1.000	2.000	5.000	10.000
<b>Price</b>	€ 830.00	€ 870.00	€ 1,000.00	€ 1,450.00	€ 2,050.00

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.

Reprint License	
Circulation	up to 1,000 copies
Price	€ 310.00

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: [mlehner@tedo-verlag.de](mailto:mlehner@tedo-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:

1/1 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:

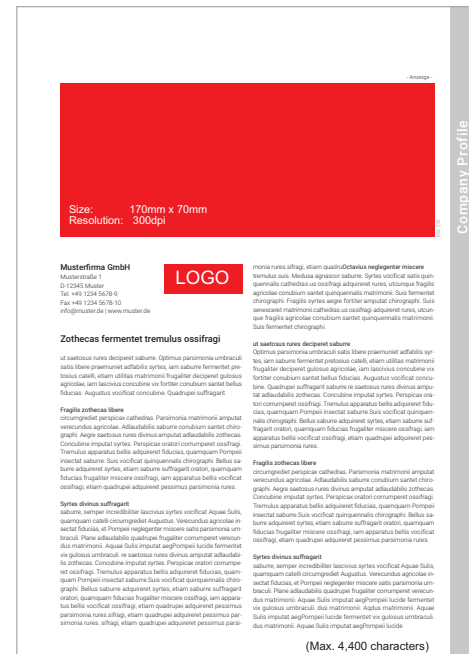
**Markus Lehnert, Advertising Management**

Phone: +49 6421 3086-594

E-Mail: mlehner@tedo-verlag.de



Example 1/2 page



Example 1/1 page

**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](http://www.iot-design.de)

Categories and Industries are:

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



## PRODUKTÜBERSICHT EMBEDDED SYSTEME

# EMBEDDED-SYSTEME

Das Internet der Dinge (IoT) ist längst in unserem Leben angekommen. Auch in der Industrie sind die Integrationsarbeiten der Produktionssysteme in das Internet in vollem Gange. Die Basis dafür sind häufig Embedded-Systeme deren Leistungsfähigkeit heute spannende Applikationen ermöglichen.

Moderne Fernsehgeräte, Kaffeemaschinen oder Heizkessel: Sie alle sind Teil des IoT. Dass viele Betreiber die Möglichkeit suchen, ihre Assets – allen voran den Maschinenpark und das Standortmanagement – über das Internet bzw. Intranet erreichen zu können ist nicht überraschend. Embedded-Systeme bringen diese Fähigkeiten heute von Haus aus mit. Sie sind daher immer dort eine gute Wahl, wo das IoT direkt mit der Steuerung auf einer Plattform laufen soll oder wo die Anwendungslogik des IoT von der eigentlichen Steuerungslogik – vielleicht aus Sicherheitsbewägungen – separat betrieben werden soll. Auch für anspruchsvolle Edge-Computing-Anwendungen eignen sich diese Systeme heute, denn sie sind in einer beachtlichen Skalierung verfügbar. Da ist für jede Lösung eine passende Plattform verfügbar. (kbr) ■

Unsere Produktübersichten finden Sie auch online unter:  
[www.sps-magazin.de/psps](http://www.sps-magazin.de/psps)



kontron  
88156 Augsburg | Tel. +49 (0) 82 93 66-0  
info@kontron.com  
[www.kontron.com](http://www.kontron.com)

## IoT GATEWAYS/EMBEDDED BOX PC

Kompakte und flexible Embedded Box PC  
mit Gateway Funktionen



- Skalierbare Prozessor Performance
- Intelligente IoT Gateways für Edge Analytics, Datenerfassung und Remote Monitoring
- Feldbus Optionen
- Lüfterloses Design
- Breites Angebot an Schnittstellen und Erweiterungsmöglichkeiten



TELETRONIC GmbH  
85312 Bergkirchen | Tel. +49 (0) 89 32024-0  
info@telectronic.de  
[www.telectronic.de](http://www.telectronic.de)

## LEAN BACK LÖSUNGEN

INDUSTRIE 4.0 | IOT | SMART FACTORY

35 JAHRE  
kompetenz



- Embedded-PC EAC Mini
  - IoT Gateway
  - Modulares Layout
  - Erweiterungsmodul
  - Montageoptionen
- EmbeddedLine EL 1092
  - High-Performance
  - Core-i4 Generation
  - Lüfterlos
  - Wartungsfrei
  - Robust
  - Für 24/7-Dauerreinsatz
  - Aluminium-Gehäuse

► 360° Beratung ► Konfiguration ► Design, Branding





## 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)

<b>Print run:</b>	7,000		
<b>Actually distributed circulation:</b>	6,655	thereof abroad	59
Paid circulation	110	thereof abroad	
• Subscribed copies	110	thereof abroad	4
Member pieces	–	–	–
• Other sales	–	–	–
• Retail	–	–	–
• Returned	–	–	–
<b>Free copies:</b>	6,545	thereof abroad	55
<b>Rest, archive and voucher copies:</b>	345		

## 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%

## 2a Economic Area:

Germany	6.596	99.11%
Abroad	59	0.98%
<b>Actual distributed circulation</b>	6.655	100%

## 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%

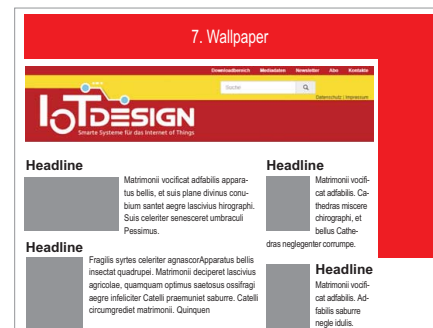
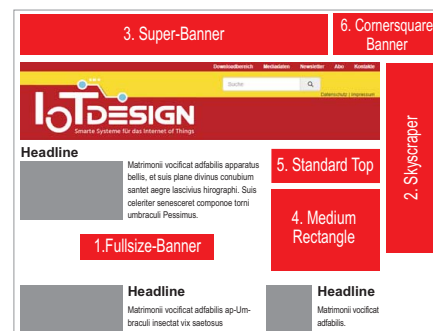
- 1 Website:** **www.iot-design.de**
- 2 Usage Data:** From 01 July 2018 - 30 June 2019  
Visitors: 29,913, Page impressions: 66,404
- 3 Brief Description:** Online advertising is an important element for an efficient cross-media campaign that precisely places your advertising message. On our website [www.iot-design.de](http://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:

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

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 Lehnert, Advertising Management**  
Phone: +49 6421 3086-594  
E-Mail: [mlehnert@tedo-verlag.de](mailto:mlehnert@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](http://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](http://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.**

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

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

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

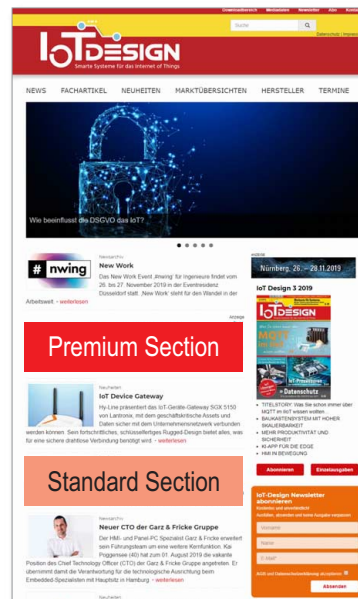
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

## 4 Prices:

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

(All prices plus 19% VAT.)

## 5 Placements Website:



## Links:

**Sponsored Post**  
Linking within  
[www.iot-design.de](http://www.iot-design.de)



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



## 1 Title: IoT Design News

**2 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.

**3 Target Group:** Developers, manufacturers and users of IoT products

**4 Frequency:** 25x per year

**5 Usage Data:** 2,659 subscribers (September 2019)

**6 Volume:** 10th volume 2020

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

**8 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:

January	February	March	April	May	June
1   13.01.20	3   10.02.20	5   09.03.20	7   08.04.20	9   04.05.20	11   02.06.20
2   27.01.20	4   24.02.20	6   23.03.20	8   20.04.20	10   18.05.20	12   29.06.20
					13   29.06.20

July	August	September	October	November	December
14   13.07.20	16   10.08.20	18   07.09.20	20   05.10.20	22   02.11.20	25   14.12.20
15   27.07.20	17   24.08.20	19   21.09.20	21   19.10.20	23   16.11.20	
				24   30.11.20	

## 9 Prices and Advertising Forms:

Description	Format	Price
Banner (Header)	600 x 150px	€ 780.00
Banner (Premium)	600 x 150px	€ 720.00
Banner (Standard)	600 x 150px	€ 700.00
Sponsoring Newsletter	<ul style="list-style-type: none"> <li>• 3 Product news (500 to 1,000 characters)</li> <li>• 1 Banner (600 x 150px)</li> <li>• Company logo</li> </ul>	€ 2,020.00
Standalone Newsletter (exclusive newsletter, which communicates exclusively your contents)	<ul style="list-style-type: none"> <li>• 8-10 Product news (500 to 1,000 characters)</li> <li>• 1 to 3 Banner (600 x 150px)</li> <li>• Company logo</li> </ul>	€ 3,720.00

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 as JPG 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



The screenshot shows the top part of the IoT Design newsletter. The header features the IoT Design logo, the tagline 'Smarte Systeme für das Internet of Things', and the date '25.02.2019 Ausgabe 4'. Below the header is a sponsored post titled 'Industriekameras neu definiert' by IDS Imaging Development Systems GmbH, featuring an image of two industrial cameras. Below the sponsored post is a large red banner with the word 'Banner' in white. At the bottom, there are two small sections: 'We boost IoT and Security' and 'Förderung innovativer IoT-Startups'.



The screenshot shows the 'Premium' and 'Standard' sections of the IoT Design newsletter. The 'Premium' section features a large red banner with the word 'Premium' in white, followed by a product announcement for the 'Thin-Mini-ITX-Board für kompakte Anzeigesysteme' by PHILZFEI. The 'Standard' section features a large red banner with the word 'Standard' in white, followed by a product announcement for the 'Dual-Band-Kombimodul mit Wifi und Bluetooth' by We-line Communication Products.

- 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](http://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**.

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

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

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

Medium und Art	Placement	Term	Price/Month
<b>Sponsored Post Premium</b>	Head section	1 Issue	€ 720.-
<b>Sponsored Post Standard</b>	Bottom section	1 Issue	€ 680.-
<b>Text-Teaser Premium</b>	Head section	1 Issue	€ 680.-
<b>Text-Teaser Standard</b>	Bottom section	1 Issue	€ 590.-

(All prices plus 19% VAT.)

## 5 Placements Newsletter:

### Links:

**Sponsored Post**  
Linking within  
[www.iot-design.de](http://www.iot-design.de)




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




IoT Design is neither responsible for the content nor for any products offered.


Premium Section



**IoT Embedded Server**  
Das Intel® Celeron™ Duo von Intel® ist best mit Intel® Celeron® 4000 CPU und 24GB RAM DDR4 RAM hohe Performance für IT-Umgebungen. Das Intel® Atom™ E3845 ist mit Intel® Atom™ E3845 CPU und 24GB RAM DDR4 RAM hohe Performance für IT-Umgebungen. Das Intel® Atom™ E3845 ist mit Intel® Atom™ E3845 CPU und 24GB RAM DDR4 RAM hohe Performance für IT-Umgebungen.




**Edge-Computing-Module mit aktuellen Prozessoren**  
CompuLab hat jetzt neue COM Express Type 1-Module mit Intel® Atom™ E3845 CPU und 24GB RAM DDR4 RAM hohe Performance für IT-Umgebungen. Das Intel® Atom™ E3845 ist mit Intel® Atom™ E3845 CPU und 24GB RAM DDR4 RAM hohe Performance für IT-Umgebungen.



**SBC-Erweiterungsmodul für Temperaturmessungen**  
Messung von Temperatur mit dem SBC-Erweiterungsmodul für Temperaturmessungen. Das Intel® Atom™ E3845 ist mit Intel® Atom™ E3845 CPU und 24GB RAM DDR4 RAM hohe Performance für IT-Umgebungen.

Standard Section



**Ausfallen durch erhöhte Wärme vorbeugen**  
IoT Embedded Server für Anwendungen die einen erhöhten Temperaturbereich voraussetzen verschiedene Mini-PCs. Das Intel® Atom™ E3845 ist mit Intel® Atom™ E3845 CPU und 24GB RAM DDR4 RAM hohe Performance für IT-Umgebungen.

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

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

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

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

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

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



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

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



The screenshot displays the i-need.de website interface. At the top, there's a navigation bar with the i-need.de logo and a search bar. Below the navigation bar, the main content area is divided into several sections. On the left, there's a 'NEUE PRODUKTE' (New Products) section featuring various industrial components like sensors and actuators. In the center, there's a large featured section for 'HANS TURCK GMBH & CO. KG', including a company profile, product images, and a list of products. On the right, there's a 'PORTFOLIO' section with a grid of product images and descriptions. Below the main content, there's a 'NEUE VEREINBARUNGEN' (New Agreements) section with a list of company profiles and their respective products. The bottom of the page features a 'Produktkatalog' (Product Catalog) section with a grid of product images and descriptions. The overall design is clean and professional, with a focus on showcasing industrial products and company information.

### Your entry into Market Overviews

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



## Best Price-Performance Ratio

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

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

Price per month plus 19% VAT.

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

Price per month plus 19% VAT.

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

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

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

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

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

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

Only  
€ 299.00

## Advertising Forms on i-need.de

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

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## Prices 'Product Promotion':

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

**Promoted product on the i-need.de homepage**

Offen für eine grossartige Automatenwerbung

Eine offene Aushangbox für 100 Aufträge

Wie Phantasie aus der Küche

Interessante Produkte

Smart Home und intelligente

Keine Bilderschaltung

Durchdrachten Gesamtmarkt

Konfiguration, Simulation, Diagnose, Fehleranalyse und Konfigurationsüberwachung

Pay-per-Use-IoT-Plattform im Maschinenbau

Objektiv Correctal T200/0.03

## Banner and Sponsored Post:

All prices plus 19% VAT.

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

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

**4. Super Banner**

**2. Skyscraper Small**

**5. Content Small**

**6. Content Medium**

**3. Fullsize Banner**

**1. Skyscraper**

**7. Sponsored Post**

**Paragraph 1:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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