

MEDIAKIT 2022

[me] MECHATRONIK & ENGINEERING
FÜR DIE NACHHALTIGE
MASCHINENKONSTRUKTION

Machine Elements and Components

Mechanical Drive Technology

Electric Drive Technology

Electrical Engineering and Automation

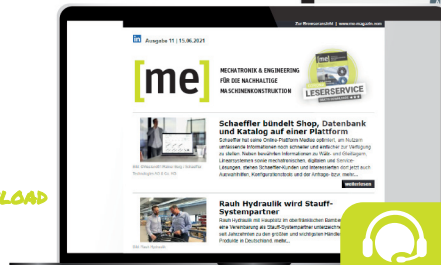
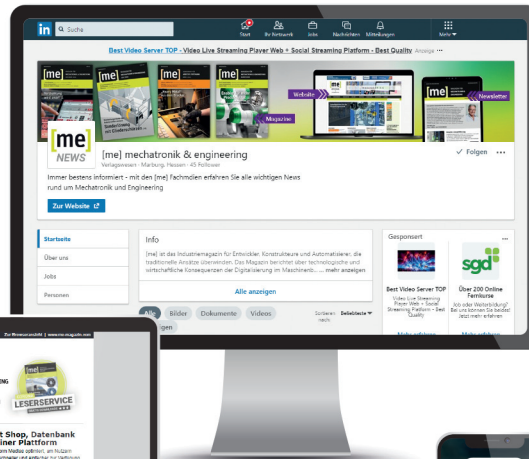
Software and Digitization



PDF-DOWNLOAD



tedo.link/me-mediakit-2022



ALWAYS THERE FOR YOU!
YOU CAN REACH OUR
MEDIA EXPERTS UNDER:

+49 6421 3086-111



TRADE JOURNAL

1	Title Portrait	Page 3
T	Editorial Calendar	Page 4
	TeDo Verlag Media Brands	Page 7
P	Price List	Page 8
F	Formats and Technical Data	Page 10
F	Special Advertising Formats	Page 14
F	Product Overviews	Page 15
F	Company Portrait	Page 16
F	Preferred Placements	Page 17
2	Circulation and Distribution Analysis	Page 18
3-E	Recipient Structure	Page 19
	Media Brands	Page 20

WEBSITE

1	Portrait	Page 21
P	Prices, Formats, and Technical Data	Page 21
N	Usage Data	Page 21
F	Website Sponsored Post	Page 22

NEWSLETTER

1	Portrait and Deadlines	Page 23
N	Usage Data	Page 23
P	Prices, Formats and Technical Data	Page 24
F	Newsletter Sponsored Post	Page 25

I-NEED

P	i-need.de Product Finder	Page 26
---	--------------------------	---------

TERMS OF SERVICE

Page 27

YOUR CONTACTS AT TEDO VERLAG

Page 28

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

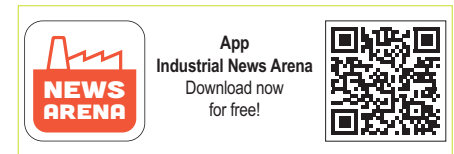
Page 4

Website

Page 21

Newsletter

Page 24




- 1 Title:** [me] Magazin für nachhaltige Maschinenkonstruktion
- 2 Brief Description:** [me] informs designers and developers about trends, innovations and ideas for the sustainable design of machines and plants in interdisciplinary teams. [me] shows how designers can improve the energy and resource efficiency of their developments by means of simulation and digital twins as well as by using lightweight construction, modern materials and efficient drive and automation solutions. In the process, [me] also sheds light on the role of hidden champions in machines: seals, dampers, couplings, bearings, gearboxes, hydraulics, pneumatics and clamping technology – there are also exciting further developments in these basic elements. The inclusion of topics from electrical drive technology and automation as well as software tools provides designers and developers with the tools they need for their daily work. [me] stands for competent technical journalism and is aimed at design engineers, purchasers, development managers and executives who want to develop mechatronically clean and sustainable machines that are fit for the future in a digital world.
- 3 Target Group:** Users and experts from all areas of mechatronics
- 4 Frequency:** 6 x per year
- 5 Format:** DIN A4
- 6 Volume:** 51st volume 2022
- 7 Subscription Prices:**
- 8 Memberships/Participation:** none
- 9 Publishing Company:** TeDo Verlag GmbH
Postal Address • P.O.Box 2140 • 35009 Marburg
Delivery Address • Zu den Sandbeeten 2 • 35043 Marburg


- 10 Schedule/Editorial Calendar:** see page 4
- 11 Publisher:** Dipl.-Stat. B. Al-Scheikly
- 12 Advertisements:** **Markus Lehnert, Advertising Manager**
Phone: +49 6421 3086-594
E-Mail: mlehner@tedo-verlag.de
- 13 Editors:** **Wolfgang Kräußlich, Chief Editor**
Phone: +49 6421 3086-204
E-Mail: wkraeusslich@tedo-verlag.de
- 14 Print Run:** 14,000 copies




- 15 Volume Analysis:**
- 2020 = 4 Issues
- | | | |
|-------------------|-----------|----------|
| Total Size: | 224 pages | = 100.0% |
| Editorial Part: | 182 pages | = 81.2% |
| Ad Section: | 42 pages | = 18.8% |
| Bound-in Inserts: | 0 pages | = 0.0% |
| Publisher's Ads: | 7 pages | = 2.9% |
| Inserts: | 0 | |



ISSN-Nr. 1868-6036	Trade Journal		ePaper		Trade Journal + ePaper	
	Germany	Abroad	Germany	Abroad	Germany	Abroad
Annual subscription	€ 76.- (plus 28.- € shipping)	€ 76.- (plus 34.- € shipping)	€ 51.-	€ 51.-	€ 112.- (incl. shipping)	€ 118.- (incl. shipping)
Price per copy	€ 16.- (plus shipping)	€ 16.- (plus shipping)	€ 13.-	€ 13.-	€ 22.40 (plus shipping)	€ 22.40 (plus shipping)


All prices incl. statutory VAT.

1+2 (May)	Issue and Deadlines	Focus Topic	Machine Elements and Components	Mechanical Drive Technology	Electric Drive Technology	Electrical Engineering and Automation	Software and Digitization	Fairs and Events
Publication Date: 09.05.2022	Advertising Deadline: 22.04.2022	Mobile Machinery	Standard Parts and Set-up Elements	Precision Gearboxes	Synchronous Motors	PLC Controls	CAD , FEM and CAE Tools	 Hanover, 30.05. – 02.06.2022
Editorial Deadline: 11.04.2022		Food Industry	Clamping and Gripping Systems	Plain Bearings	Frequency Converter	Wireless Communication	Condition Monitoring, Big Data and Cloud	
		Special: Hannover Messe	Synthetic and Composite Materials	Swivel Units	Magnetic Levitation Systems	Temperature and Flow Measurement	Digital Prototyping	
		Sustainable Packaging Concepts	Cable Bushings and Glands	Clutches and Brakes	Decentralized Drive Solutions	Safety Switches and Contactors		
		Sealing Technology	Hydraulic Drives and Cylinders	Position Sensor Technology	Lighting Systems			
Product Overviews		Products Hannover Messe 2022, Industrie 4.0 - Digitalization						

3 (Jun)	Issue and Deadlines	Focus Topic	Machine Elements and Components	Mechanical Drive Technology	Electric Drive Technology	Electrical Engineering and Automation	Software and Digitization	Fairs and Events
Publication Date: 10.06.2022	Advertising Deadline: 27.05.2022	Robotics Drive Energy Efficiency	Brushes, Rollers and Profiles	Large Gearboxes	Linear Drives	Panel PCs and HMI	Digital Twin	 Munich, 21.06. – 24.06.2022
Advertising Deadline: 27.05.2022			Composites and Light-weight Construction	Rolling Bearings	Piezo Actuators	Switches and Gateways	PLM and PDM	
Editorial Deadline: 13.05.2022			Ceramic Materials	Screw Jacks	Motor Connection Technology	Precision Metrology	MCAD and ECAD	
			Shaft-hub Connections	Braking Resistors	Cable Routing and Connectors			
		Seals and Connection Technology	Pneumatic Cylinders and Valves	Motion Controller				
		Pneumatics and Vacuum Technology						
Product Overviews	Safety Engineering							

4 (Sep)							
Issue and Deadlines	Focus Topic	Machine Elements and Components	Mechanical Drive Technology	Electric Drive Technology	Electrical Engineering and Automation	Software and Digitization	Fairs and Events
Publication Date: 01.09.2022 Advertising Deadline: 15.08.2022 Editorial Deadline: 04.08.2022	Packaging Machines Special: Motek-Messe Sustainability through Lightweight Construction Special with robotik + dhf Fachpack	Standard Parts and Set-up Elements Springs and Dampers Screwing, Gluing, Welding Manual Workstations Pipe Fittings and Hose Nipples	Rack and Pinion Gearbox Linear Bearings Lubricants and Tribology Axles and Couplings Pumps and Compressors	Small Engines Electric Cylinder Geared Motors Frequency Converter Intelligent Motors	Industrie-PCs Identification Systems and RFID Image Processing Systems Terminal Blocks and Connection Technology	Fluid and Thermal Simulation Cloud-based Engineering Services Calculation and FEM	 Nuremberg, 27. – 29.09.2022  Chemnitz, 28. – 29.09.2022  Stuttgart, 04. – 07.10.2022
Product Overviews	Products Motek, Linear Technology						

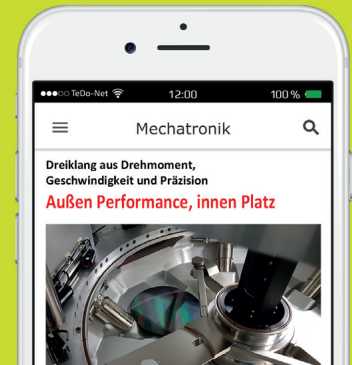
5 (Oct) Issue and Deadlines	Focus Topic	Machine Elements and Components	Mechanical Drive Technology	Electric Drive Technology	Electrical Engineering and Automation	Software and Digitization	Fairs and Events
Publication Date: 04.10.2022 Advertising Deadline: 19.09.2022 Editorial Deadline: 06.09.2022	Additive Manufacturing Resource and Energy Efficiency through Software	Standards and Seals Clamping Technology and Gripping Systems Lightweight Construction and 3D Printing Switch Cabinets and Housings Valve Technology and Fluid Technology Supplies	Planetary Gears Rolling and Plain Bearings Spindles Compensation Elements Hydromotors	Servo Drives Motor Contactors Stepper Motors Drive Controller IE3/IE4 Motors	Soft PLC and Codesys Fieldbus Systems, IO-Link and AS-i Light Grids and Barriers Contactors and Relays	CAD Software and Hardware Virtual Commissioning AI in Construction	 München, 24.10. – 30.10.2022  Frankfurt am Main, 15.11. – 18.11.2022
Product Overviews	Additive Manufacturing						

6 (Nov) Issue and Deadlines	Focus Topic	Machine Elements and Components	Mechanical Drive Technology	Electric Drive Technology	Electrical Engineering and Automation	Software and Digitization	Fairs and Events
Publication Date: 27.10.2022 Advertising Deadline: 11.10.2022 Editorial Deadline: 29.09.2022	Electronics Manufacturing Special: SPS-Messe Sustainability in Product Life Cycle	Hoses and Connection Technology Clamping Technology and Grippers Materials and Joining Technology Set up Elements and Handles Springs and Vibration Dampers	Micro Gearboxes Plastic Plain Bearings Oils and Greases Safety Couplings Vacuum Systems	Torque Motors Drive Safety Absolute Encoder Linear Axes Micro Motors	Mobile Control Systems OPC UA and Cloud Connection Laser Sensors Power Supplies and Distributors Signal Lamps	Collaborative Product Development Virtual und Augmented Reality (VR/AR) MES and ERP for Designers	 Munich, 15. – 18.11.2022 sps smart production solutions Nuremberg, 08. – 10.11.2022
Product Overviews	Products SPS 2022, Motion Control						



DIE APP ZUR [ME]

**JETZT KOSTENLOS
DOWNLOADEN!**





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	–	–	–	–	–	€ 5,950.-
Cover Pages	–	210mm x 297mm	€ 4,410.-	€ 4,820.-	€ 5,230.-	€ 5,640.-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 4,100.-	€ 4,510.-	€ 4,920.-	€ 5,330.-
1/2 Junior Page (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,410.-	€ 2,790.-	€ 3,150.-	€ 3,260.-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 2,150.-	€ 2,530.-	€ 2,890.-	€ 3,000.-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 2,150.-	€ 2,530.-	€ 2,890.-	€ 3,000.-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1,440.-	€ 1,760.-	€ 2,080.-	€ 2,140.-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1,440.-	€ 1,760.-	€ 2,080.-	€ 2,140.-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1,130.-	€ 1,410.-	€ 1,670.-	€ 1,750.-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 1,130.-	€ 1,410.-	€ 1,670.-	€ 1,750.-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 1,130.-	€ 1,410.-	€ 1,670.-	€ 1,750.-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 570.-	€ 810.-	€ 985.-	€ 1,020.-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 570.-	€ 810.-	€ 985.-	€ 1,020.-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 570.-	€ 810.-	€ 985.-	€ 1,020.-
Product Overview	91mm x 110mm	–	€ 500.-	–	–	€ 590.-

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

Colour Surchar.	1/1 P.	1/2 P.	1/3 P.	1/4 P.	1/8 P.	Product Overview
2 colours	€ 410.-	€ 380.-	€ 320.-	€ 280.-	€ 240.-	–
3 colours	€ 820.-	€ 740.-	€ 640.-	€ 540.-	€ 415.-	–
4 colours	€ 1,230.-	€ 850.-	€ 700.-	€ 620.-	€ 450.-	€ 130.-
Special Colour	On request					

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

Colour Surcharges: Non-discountable

Format Surcharges: For special placements there is a 15% surcharge on the 4c-price for the following formats:

- Table of Contents
- Editorial

For advertisements over binding and bleed advertisements 15% on the basic price will be charged.

All prices are subject to legal VAT at the statutory rate.

- 3 Discount:** For orders accepted within one insertion year
Agency Discount: 15%

- 4 Job Ads:** For job advertisements we grant 15% discount on the respective basic price.

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%

5 Special Advertising Formats:

Bound-in Inserts:	Delivery quantity: 14,500 pieces
	Delivery: see Formats and Technical Data on p. 14
	80 - 135g/m ² 2 pages € 4,100.-
	4 pages € 6,670.-
	8 pages € 9,180.-
	more than 8 pages on request
	136 - 170g/m ² 20% surcharge on the basic price
	ab 170g/m ² 25% surcharge on the basic price

Inserts:	Delivery quantity: 14,500 pieces
	Delivery: see 'Formats and Technical Data' on p.14
	Full supplement each 1,000 copies
	up to 25g € 3,870.- € 282.-
	up to 50g € 6,460.- € 472.-
	above 50g on request on request

Postcards/Samples:	Delivery quantity: 14,500 pieces
	Delivery: see 'Formats and Technical Data' on p.14
	Adhesive inserts up to 5g (witho. mount.) € 100,- %
	Mechanical bonding € 90,- %
	Manual bonding on request

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

Laura Rösser, Media Consulting
Phone: +49 6421 3086-516
E-Mail: lroesser@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

- 1 Sizes:** DIN A4 210mm x 297mm (width x height)
 Print Space: 185mm x 270mm (width x height)
- 2 Printing Process:** Offset: Printing colours in Euroscale (CMYK) for offset according to ISO12647-2, adhesive binding
- 3 Data Delivery:** Electronical via e-mail to: anzeigen@tedo-verlag.de
- 4 Printing Data:** High-res PDF (with embedded fonts and transparency reduction)
- 5 Colours:** When printing in four colours we use Cyan, Magenta, Yellow, Black (CMYK) as defined according to the Euroscale. It is absolutely necessary to choose these colours in your programs.
Attention:
 RGB colours or spot colours may only be used after consultation with the publishing house.
- 6 Proof:** A 1:1 printout is required to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or print. Without these documents, no liability or warranty can be assumed for any errors. The publisher cannot accept any guarantee for colour deviations caused by different types of paper (proof/printing to production paper). This also applies to deviations within the tolerance range of expression to industrial colour printing or due to offset printing.
- 7 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)
- 8 Return Consignment:** Delivered printing documents will only be returned to the respective client upon request. The obligation of the publisher to retain the advertisement ends three months after publication of the advertisement. Only data existing on the delivered data carrier can be exposed. The publisher assumes no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to fragmentary or

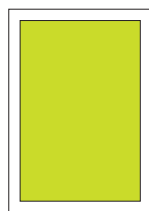
10 Contact:

defective files, wrong settings or incomplete information will be invoiced according to actual expenses. The delivered film positives must be redigitalised. The customer will be charged separately for the additional effort.

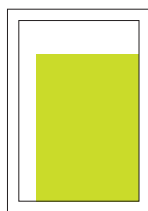
Electronical via e-mail to:
 anzeigen@tedo-verlag.de



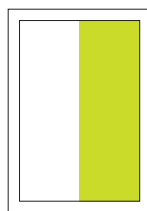
Size Format Print Space



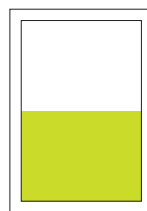
1/1 page
185mm x 270mm



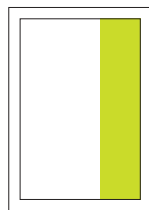
Junior Page
140mm x 190mm



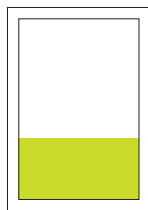
1/2 page vertical
90mm x 270mm



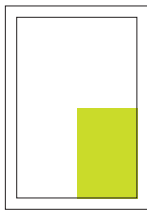
1/2 page horizontal
185mm x 130mm



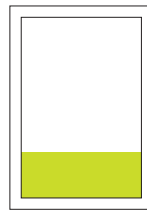
1/3 page vertical
60mm x 270mm



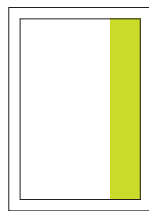
1/3 page horizontal
185mm x 90mm



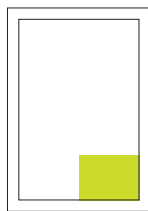
1/4 page
90mm x 130mm



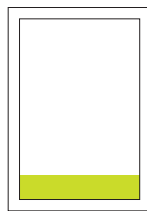
1/4 page horizontal
185mm x 65mm



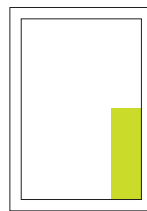
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

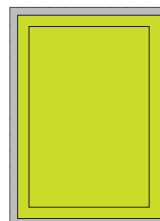


1/8 page horizontal
185mm x 30mm

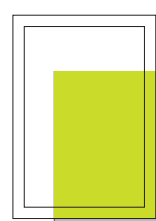


1/8 page vertical
45mm x 130mm

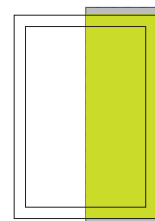
Size Format with Bleed



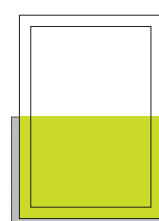
1/1 page
210mm x 297mm



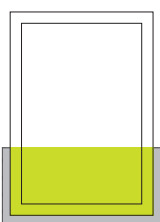
Junior Page
148mm x 210mm



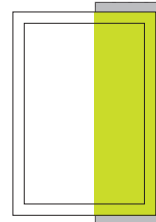
1/2 page vertical
105mm x 297mm



1/2 page horizontal
210mm x 148mm



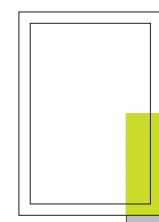
1/3 page horizontal
210mm x 100mm



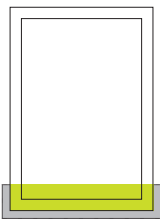
1/3 page vertical
70mm x 297mm



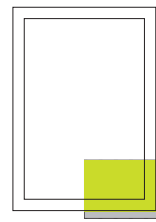
1/4 page vertical
52mm x 297mm
1/4 page horizontal
210mm x 74mm
1/4 page
105mm x 148mm



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!**



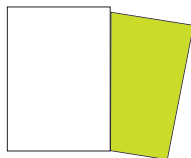
Minimal Format: 147mm x 210mm
Maximum Format: 210mm x 297mm
Minimal Weight: for 4-paged products 115g/m²

Technical drawing of a book cover showing dimensions and bleed areas. The overall dimensions are 436mm width and 307mm height. The drawing includes a 5mm head bleed at the top, a 5mm foot bleed at the bottom, and a 5mm bleed on the left and right sides. The central area is divided into two sections: a left section with a width of 218mm and a right section with a width of 210mm and a height of 297mm. The bottom edge features a 2 x 3mm milled edge.

Technical drawing of a book cover template. The drawing shows a rectangular layout with the following dimensions and features:

- Overall Width:** 218mm (left section) + 208mm (right section) = 426mm.
- Overall Height:** 307mm.
- Inner Dimensions:**
 - Left section: 210mm width.
 - Right section: 297mm height and 205mm width.
- Assembly Details:**
 - 5mm bleed:** Indicated on the top, bottom, and right edges.
 - 2 x 3mm milled edge:** Indicated on the bottom edge.
 - Fold:** A vertical line labeled "Fold" separates the two main sections.
 - min. 115mm max. 200mm:** A dimension for the bottom right corner area.
 - 5mm foot bleed:** Indicated on the bottom right corner.

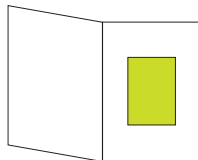
- 1 Loose Inserts:** Before the order is accepted and confirmed, we require a copy of a binding sample with an indicator of size and weight. The delivered inserts must be trimmed and folded as final products.



Minimal Format:	100mm x 210mm
Maximum Format:	205mm x 290mm
Minimal Weight:	115g/m ²
Maximum Weight:	upon request
Positioning:	undefined

- 2 Fixed Inserts:** Mechanical Bonding: Glued edge parallel to the flange, at least 1cm to a maximum distance of 6cm from the flange. Folded products must be closed at the flange. Positioning upon request.

Affixed postcards, samples on bound-in inserts or full-paged advertisements are additionally charged as fixed inserts. Before the order is accepted and confirmed, a copy of a binding sample with an indication of size and weight is required.



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

Delivery: Deliveries of any bound-in inserts and fixed inserts always require a delivery

note in order to guarantee an unobstructed production. Therefore a sample of the content on the pallet's outside is necessary. Please, also send an additional sample to the publisher.

Required Quantity: 14,500 copies

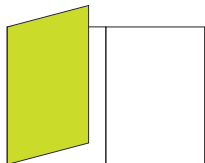
Delivery Address: Our delivery address for bound-in inserts and any other supplement will be given to our customers with the confirmation of the order.

Delivery Deadline: The printing documents deadline is also the delivery date for the respectively agreed issue (see Editorial Calendar on page 4).

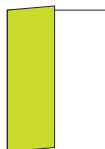
3 Contact: **Markus Lehnert, Advertising Manager**
Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de

1 Special Advertising Formats:

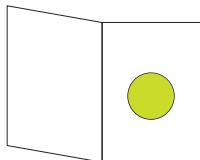
Gatefolder



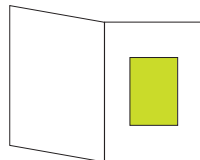
Flap



CD-ROM



Samples



2 Prices for Special Advertising:

Available upon request

3 Reprint:

Reprinting publications is a flexible and inexpensive possibility for a successful promotion by combining your product and brand message with the credibility and excellent reputation of [me].

We take care of printing and creating an electronic file for your website and, on request, distributing through our letter shop.



4 Price List for Reprint:

2 pages, 4-coloured, 135g/m ²					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 810.-	€ 870.-	€ 1,010.-	€ 1,800.-	€ 2,400.-
4 pages, 4-coloured, 135g/m ²					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 920.-	€ 970.-	€ 1,210.-	€ 1,980.-	€ 3,020.-

All prices plus statutory VAT.

5 License for Self-Printing:

If you would like to reprint your article after publication in [me], you can purchase a reprinting license.

Reprinting License	
Circulation	up to 1,000 copies
Price	€ 410.-

incl. high-resolution PDF file. Plus statutory VAT.

6 Single License:

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.

Single license: € 150.- (plus statutory VAT)

7 Contact:

Markus Lehnert, Advertising Manager

Phone: +49 6421 3086-594

E-Mail: mlehnert@tedo-verlag.de

Laura Rösser, Media Consulting

Phone: +49 6421 3086-516

E-Mail: lroesser@tedo-verlag.de

- 1 Brief Characteristics:** In six issues of [me], we offer you the opportunity to advertise on specific topics (each topic only once a year!) easily and cost-effectively.
- 2 Price:** 4-color product ad: € 590.-
For the special price of only € 500.- 1/4 page b/w we put your products optimally in scene – against small price surcharges also gladly in color. All prices are exclusive of VAT.
- 3 Format:** 91mm x 110mm within the specified layout
- 4 Topics:**
- | | Issue: | Advertising Deadline: |
|--------------------------------|----------|-----------------------|
| Products Hannover Messe 2022 | 1+2/2022 | 22.04.2022 |
| Industrie 4.0 - Digitalization | 1+2/2022 | 22.04.2022 |
| Safety Engineering | 3/2022 | 27.05.2022 |
| Products Motek | 4/2022 | 15.08.2022 |
| Linear Technology | 4/2022 | 15.08.2022 |
| Additive Manufacturing | 5/2022 | 19.09.2022 |
| Products SPS 2022 | 6/2022 | 11.10.2022 |
| Motion Control | 6/2022 | 11.10.2022 |

Your Advantages:

- very inexpensive advertising
- high distribution in the TeDo trade media - print and online
- your product ad appears in the appropriate editorial environment
- with your individual QR code you lead the reader to your media
- if required, we will 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

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

- Contact Information – Address, phone, fax, e-mail, web address
- 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 800 characters max.

1 Brief Description:

Represent your company in a short and concise way on a 1/2 or 1/1 page with an image and logo of your company.

2 Prices:

1/1 page, 4c € 4,230.-

1/2 page, 4c € 2,040.-

All prices are zero rated for VAT.

3 Information Required:

- Contact data (address, phone, fax, e-mail, web address)
- Digitalized logo as EPS-file
- Product image – with a minimal resolution of 300dpi
- Text about your company in formats, such as Word, PDF or RTF:
1/2 page with approx. 1,900 characters
1/1 page with approx. 4,400 characters

The layout of your company portrait will be taken care of by our graphics department and is included in the price.

4 Contact:

Markus Lehnert, Advertising Manager

Phone: +49 6421 3086-594

E-Mail: mlehnert@tedo-verlag.de

Laura Rösser, Media Consulting

Phone: +49 6421 3086-516

E-Mail: Iroesser@tedo-verlag.de



Example 1/2 page



Example 1/1 page

Cover



- Booking of the cover image (including a 2- to 3-page exclusive cover story as agreed with the editorial team).
- Awarded only once per issue
- Layout and design of the cover page is carried out by TeDo Verlag
- Application or product images should be used
- Image 190mm x 190mm (width x height) + 3mm bleed all around, image resolution at least 300dpi

€ 5;800.-

Inside Cover



- Booking of the inside cover picture (including a 2- to 3-page exclusive inside cover story as agreed with the editorial team).
- Placement at the beginning of the respective topic
- Layout and design of the inside cover is carried out by TeDo Verlag
- Application or product images should be used
- Image 190mm x 227mm (width x height) + 3mm bleed all around, image resolution at least 300dpi

€ 2,670.-

Eye-Catcher



- Prominently placed on pages 6 + 7 / "Blickfang" section
- Awarded only once per issue
- Layout and design are carried out by TeDo publishing house
- Editing of the short press text takes place in our editorial office (max. 1,200 characters)
- XXL image 420mm x 297mm (width x height) + 3mm bleed all around, image resolution at least 300dpi
- Maximum of two additional small images, detailed photos possible
- No logos, advertising texts and slogans possible!

€ 2,670.-



1 Circulation Control:



2 Circulation Analysis: Copies per issue on average for the period from
01.07.2020 to 30.06.2021 (Q3 + Q4 2020 and Q1 + Q2 2021)

Circulation:	14,000		
Actual distributed circulation:	13,700	there of abroad	146
Sold copies	524	there of abroad	11
• Subscribed copies	73	there of abroad	1
Memberships	–	there of abroad	–
• Other sales	451	there of abroad	10
• Retail sales	–	there of abroad	–
• Returned copies	–	there of abroad	–
Free copies:	13,176	there of abroad	135
Remaining, archive and proof copies:	300		

3 Economic Area:

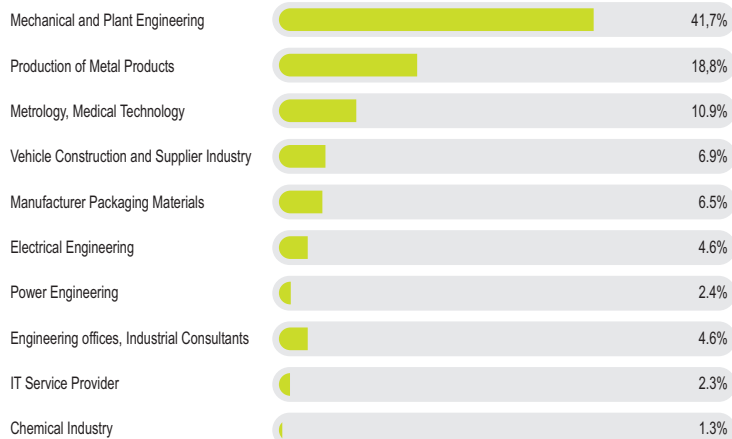
Statistic of actual circulation:

Germany	13,554	98.9%
International	146	1.1%
Actual distributed circulation	13,700	100%

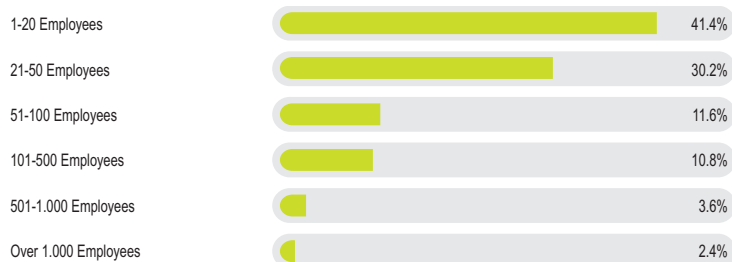
4 National distribution by postal code:

Postal code 0	470	3.5%
Postal code 1	491	3.6%
Postal code 2	946	7.0%
Postal code 3	1,121	8.3%
Postal code 4	1,552	11.5%
Postal code 5	1,881	13.9%
Postal code 6	1,834	13.5%
Postal code 7	2,009	14.8%
Postal code 8	1,829	13.5%
Postal code 9	1,421	10.5%
Germany	13,554	100%

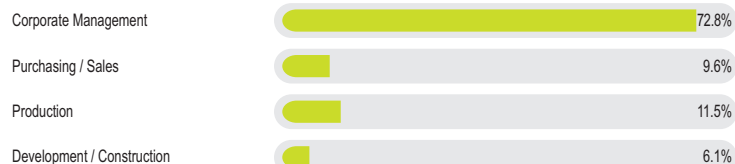
Target Markets



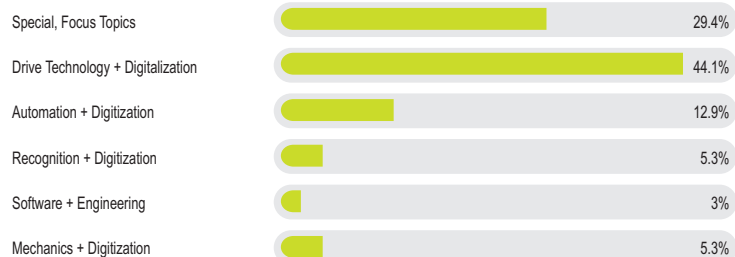
Company Size




















Position / Fields of Activity



Editorial Analysis



											
	SPS-MAGAZIN	inVISION	IT&Production	SCHALT-SCHRANKBAU	GEBÄUDE/DIGITAL	ROBOTIK UND PRODUKTION	INDUSTRIAL COMMUNICATION JOURNAL	HOB Die Holzbearbeitung	[me] Magazin für Mechatronik & Engineering	dima digitale maschinelle Fertigung	dhf Intralogistik
Magazin	■	■	■	■	■	■	■	■	■	■	■
Website	■	■	■	■	■	■	■	■	■	■	■
Newsletter	■	■	■	■	■	■	■	■	■	■	■
INA App	■	■	■	■	■	■	■	■	■	■	■
Webinare	TechTalks	TechTalks	TechTalks	TechTalks		TechTalks		TechTalks	TechTalks	TechTalks	TechTalks
Events				Network							
Virtual Trade show	Industry Show	inVISION Show	Industry Show	Industry Show	Industry Show	Smart Robotics					
Social Media	LinkedIn, Twitter	LinkedIn	LinkedIn, Twitter	LinkedIn	LinkedIn	LinkedIn		LinkedIn	LinkedIn	LinkedIn	LinkedIn
Podcast	■■■										
Award		■		■							
TV	Automation TV	inVISION TV		SSB TV	GD TV	Robotik TV					

								
	IoT Design	Industrie 4.0 & IIoT	Industrial Safety News	Industrial Security Report	DER MASCHINENBAU	Industrial AI	Wartung und Instandhaltung	i-need
Magazin		E-Mag.						
Website	■	■	■	■	■	■	■	■
Newsletter	■	■	■	■	■	■	■	■
INA App	■	■			■	■		
Webinare		TechTalks						
Events								
Virtual Trade show								
Social Media					LinkedIn			
Podcast								
Award								
TV								

Reach your
target group
where they are:
on up to **99**
media channels

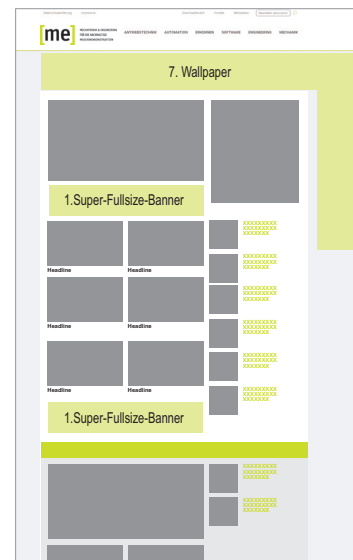
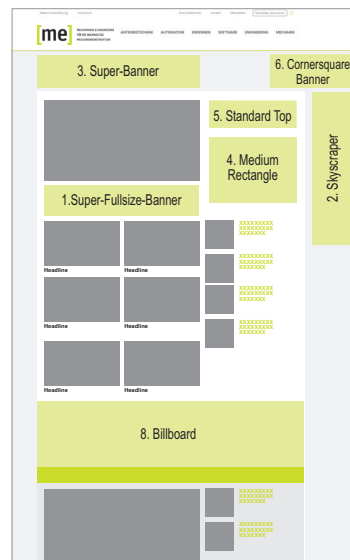
1 Website: **www.me-magazin.com****2 Usage Data:** From 01. July 2020 - 30. June 2021
Visitors: 6,631; Page Views: 9,282**3 Brief Description:** For an efficient cross-media campaign that places your advertising message precisely, online advertising is an important element. On our website www.me-magazin.com, you always publish your advertising message very close to the latest news or suitable editorial content.**4 Target Group:** Users and experts from all areas of mechatronics**5 Publisher:** TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg**7 Data Format:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5 file size max. 4MB
No evaluations for flash banner or i-frames integrated banner possible.**8 Contact:** **Markus Lehnert, Advertising Manager****6 Banner Formats and Prices:** Phone: +49 6421 3086-594

Banner	Size (Pixel)	Description	Price/ month
1. Super-Fullsize-Banner	728 x 90 Pixel	Integrated prominent placement in the content of the website	€ 620.-
2. Skyscraper	160 x 600 Pixel	Portrait advertising space to the right of the content	€ 720.-
3. Super-Banner	728 x 90 Pixel	Prominent placed at the header with plenty of space for your advertising message	€ 1,230.-
4. Medium Rectangle	300 x 250 Pixel	Striking in the middle of the editorial environment	€ 620.-
5. Standard Top	300 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 790.-
6. Cornersquare Banner	405 x 90 Pixel	Striking placement in the upper right corner	€ 620.-
7. Wallpaper	1,133 x 90 Pixel + 160 x 600 Pixel	Combine the advantages of Skyscraper and Super-Banner	€ 2,900.-
8. Billboard	1,133 x 250 Pixel	Very prominent placement and especially suitable for large motifs due to maximum surface area	€ 1,850.-

Further formats upon request. All prices are plus statutory VAT.

E-Mail: mlehner@tedo-verlag.de**Laura Rösser, Media Consulting**

Phone: +49 6421 3086-516

E-Mail: lroesser@tedo-verlag.de

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

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

2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at www.me-magazin.com. **From there there is a link to your target-URL.**

b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL.**

3 Date:

Please send us your data **five working days** before publication via e-mail to:

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target URL
Sponsored Post	max. 30 characters	max. 250 characters	400x220 Pixel	Approx. 2,500 characters	800x440 Pixel	To your website
Text-Teaser	max. 30 characters	max. 250 characters	400x220 Pixel	—	—	To your website

All pictures as JPEG or PNG in RGB-colour space in 72 dpi. Copyrights required.

banner@tedo-verlag.de

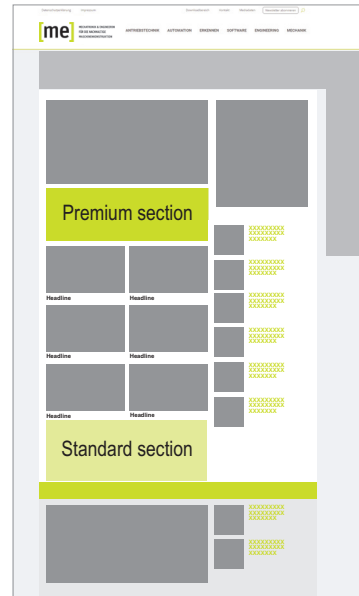
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium and Form	Placement	Term	Price
Sponsored Post Premium	Head section	1 month	€ 1,450.-
Sponsored Post Standard	Bottom section	1 month	€ 1,300.-
Text-Teaser Premium	Head section	1 month	€ 1,240.-
Text-Teaser Standard	Bottom section	1 month	€ 1,160.-

(All prices are exclusive of the statutory VAT.)

5 Placement Website:

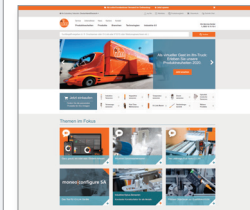


Linking:

Sponsored Post
Linking within
www.me-magazin.com



Text-Teaser
Linking to your target URL



[me] is neither responsible for the content nor for any products offered.

- 1 Name:** [me] Newsletter
- 2 Brief Characteristics:** The fortnightly newsletter provides information on the technological and economic impact of digitization in mechanical and electrical engineering. The reader learns what opportunities mechatronic systems open up in promising industries such as packaging technology.
- 3 Target Group:** Users and experts from all areas of mechatronics
- 4 Publication Frequency:** 24 x per year
- 5 Usage Data:** 5.053 Subscribers (as of August 2021)
- 6 Volume:** 10th Volume 2022
- 7 Publishing House:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
- 8 Contact:** Wolfgang Kräußlich, Chief Editor

Phone: +49 6421 3086-204
E-Mail: wkraeusslich@tedo-verlag.de

Markus Lehnert, Advertising Manager

Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de
Laura Rösser, Media Consulting
Phone: +49 6421 3086-516
E-Mail: lroesser@tedo-verlag.de

Publication Dates 2022:

January	February	March	April	May	June
01 24.01.2022	02 07.02.2022	04 07.03.2022	06 04.04.2022	08 02.05.2022	11 13.06.2022
	03 21.02.2022	05 21.03.2022	07 19.04.2022	09 16.05.2022	12 27.06.2022
				10 30.05.2022	

July	August	September	October	November	December
13 11.07.2022	15 08.08.2022	17 05.09.2022	19 04.10.2022	22 14.11.2022	24 12.12.2022
14 25.07.2022	16 22.08.2022	18 19.09.2022	20 17.10.2022	23 28.11.2022	
			21 31.10.2022		



9 Prices and Forms of Advertising:

Description	Format	Price
Header Banner	600 x 150px	€ 870.-
Premium Banner	600 x 150px	€ 820.-
Standard Banner	600 x 150px	€ 770.-
Sponsoring	<ul style="list-style-type: none"> • 3 product messages* (500 to 1,000 characters) • 1 banner (600 x 150px) • Company logo 	€ 2,070.-
Standalone Newsletter (Exclusive newsletter that only communicates your content)	<ul style="list-style-type: none"> • 8-10 product messages* (500 to 1,000 characters) • 1 to 3 banners (600 x 150px) • Company logo 	€ 3,590.-

The above unit prices plus VAT apply to all ad sizes.

For information on Sponsored Post/Text Teaser, see page 26.

* Texts are edited

10 File Formats:

600 x 150 pixels at 72dpi as JPG in RGB color space File size max. 250KB
Please send us data in RGB color space only. If you send us data in CMYK color space, color deviations may occur during the production process.

11 Data Delivery:

Upon delivery, please send us the following data by e-mail to:

banner@tedo-verlag.de

- Customer name
- Contact person for queries
- Destination URL

12 Deadline:

One week before the newsletter is published

13 Terms of Payment/Bank Account:

The invoice amount is payable within 14 days of the invoice date.

We grant a 2% discount for payments within 8 days

Sparkasse Marburg-Biedenkopf:

BLZ 533 500 00, Acc. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

BLZ 500 100 60, Acc. 517 030-603

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

The screenshot shows the top section of the [me] newsletter. It includes the company logo, the tagline 'MECHATRONIK & ENGINEERING FÜR DIE NACHHALTIGE MASCHINENKONSTRUKTION', and a 'LESERSERVICE' button. Below this is a 'Header Banner' section with a large green background and the text 'Header Banner'. A featured article titled 'Sales-Transformation in der Industrie' is highlighted, discussing the challenges of digital transformation in the manufacturing industry.

The screenshot shows the top section of the [me] newsletter. It includes the company logo, the tagline 'MECHATRONIK & ENGINEERING FÜR DIE NACHHALTIGE MASCHINENKONSTRUKTION', and a 'LESERSERVICE' button. Below this is a 'Standard Banner' section with a large green background and the text 'Standard Banner'. A featured article titled 'Standard Banner' is highlighted, discussing the importance of high-quality lighting in LED machines.

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

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

2 Content und Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access the **complete article** at www.me-magazin.com. From there there is a link to your target-URL.

b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL**.

3 Date:

Please send us your data **five working days** before publication via e-mail to:

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target URL
Sponsored Post	Max. 30 characters	Max. 250 characters	400 x 220 Pixel	Approx. 2,500 characters	800 x 440 Pixel	To your website
Text-Teaser	Max. 30 characters	Max. 250 characters	400 x 220 Pixel	–	–	To your website

All pictures as JPEG or PNG in RGB-colour space in 72 dpi. Copyrights required.

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 Form	Placement	Term	Price/Month
Sponsored Post Premium	Head section	1 issue	€ 1,320.-
Sponsored Post Standard	Bottom section	1 issue	€ 1,010.-
Text-Teaser Premium	Head section	1 issue	€ 915.-
Text-Teaser Standard	Bottom section	1 issue	€ 770.-

(All prices are exclusive of the statutory VAT.)

Linking:

5 Placement

Premium section

Sales-Transformation in der Industrie
Die Accepta-Quelle High-Volume Copier lässt somit zu dem Ergebnis, dass im 2025 fast ein Drittel der Produktion industrieller Produkte in Deutschland über High-Volume Copier hergestellt werden wird. Das bedeutet, dass die Produktion der High-Volume Copier in Deutschland ein wichtiger Bestandteil der industriellen Produktion sein wird. Die Produktion der High-Volume Copier in Deutschland ist ein wichtiger Bestandteil der industriellen Produktion.

Aus 3D-CAD-Daten AR-Arbeitsanweisungen erstellen
Mit AR-Anweisungen können Unternehmen 3D-CAD-Daten nutzen, um auf einfache Weise AR-Arbeitsanweisungen zu erstellen, berechnen und live zu nutzen. mehr...

Neuer 3D-Druck-Kunststoff kann Metallteile ersetzen
Wing erstellt ein Angebot an 3D-druckbaren Materialien um das neue selbst-entzündliche Polymer Carbon Fiber-PEI. Es handelt sich dabei um ein thermoplastisches Polymer in High-Tech-Form, das die Vorteile der besten Materialien, wie denen in Metall, kombiniert und dadurch fortschrittliche mechanische Eigenschaften sowie Beständigkeit gegen Chemikalien ermöglicht. mehr...

Standard section

Stark überlastfähige Walzmotoren in diversen Bauformen
Möbel-Produktionsunternehmen fertigt DC-Walzmotoren nach den ABE Normen. Diese spezielle Art von Motoren mit sehr hoher Überlastfähigkeit und mechanischer Robustheit und heute nur noch von wenigen Herstellern produziert. mehr...

Modifizierte Kupplungen für Diamantenpoliermaschinen
Als ein weiterer Vertreter der Fertigungsbranche für Diamanten eine kundenspezifische Kupplung für seine neue Maschine zur Bearbeitung extremer Materialien benötigt, lagte er bei Teds eine Poliermaschine.

Sponsored Post
Linking within
www.me-magazin.com

Text-Teaser
Linking to your target URL

[me] is neither responsible for the content nor for any products offered.

- 1 Name:** i-need.de – Informations- und Marketingportal
- 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 2020 - 30. June 2021
Visitors: 125,046

- 5 Publishing House:** Page impressions: 247,965
TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg



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

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

**Your entry into the
Market Overviews.**
We are happy to advise you.

with the
BASIC-ACCOUNT
from
0.00 €

Please contact us.

PRESENT

**YOUR COMPANY,
YOUR PRODUCTS,
YOUR SERVICE**

- ✓ Quickly introduce new products
- ✓ Show solution competence
- ✓ Active participation in the market

Give us a call:
+49 6421-3086-111

Our media consultants will
show you how easy it is!

www.i-need.de/?About



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.

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 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.

Your Contact in the Editorial Department of [me]:



Wolfgang Kräußlich
 Chief Editor
wkraeusslich@tedo-verlag.de
 Phone: +49 6421 3086-204

Publishing Management:



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



TeDo Verlag GmbH

Zu den Sandbeeten 2
 35043 Marburg
 PO Box 2140
 35009 Marburg

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

Your Contacts in the Media Consulting of [me]:



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



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



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



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



Sina Müller
 Media Consulting
smueller@tedo-verlag.de
 Phone: +49 6421 3086-514



Winfried Rangk
 Media Consulting
wrangk@tedo-verlag.de
 Phone: +49 172-8204137



Michael Ried
 Media Consulting
mried@tedo-verlag.de
 Phone: +49 6421 3086-512



Laura Rösser
 Media Consulting
lroesser@tedo-verlag.de
 Phone: +49 6421 3086-516



Denitsa Vasileva
 Media Consulting
dvasileva@tedo-verlag.de
 Phone: +49 174-3080987



Melanie Völk
 Webinars and Digital Events
mvoelk@tedo-verlag.de
 Phone: +49 6421 3086-276