Media Kit Online
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# TRADE JOURNAL

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# NEWSLETTER

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# I-NEED

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**Our Media Brand**

**Cross-Media Offerings**

**Deadlines and Editorial Topics**

**Website**

**Newsletter**

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

**App Industrial News Arena**

Download now for free!
**1 Title:** ROBOTIK UND PRODUKTION

**2 Brief Description:** ROBOTIK UND PRODUKTION is completely dedicated to the subject of robotics and production - integration, application, solutions and is the leading medium that offers this dynamic industry as an exclusive media platform. Robotics is undergoing continuous developments and plays a central role in both Industrie 4.0 and Smart Factory. As a driving force for robotic technology and economic efficiency, robotics solutions do not simply open up brand-new and various areas of applications, but are about to conquer the medium-sized business at the same time. Meanwhile, people and robots cooperate closer together all the time. The professional service robotics provides ideas or further developments in the industrial sector. The robot has already turned into an irreplaceable, integral part of the modern manufacturing process. The subject matter of which industrial applications and solutions can be implemented by robots gains further importance.

**3 Target Group:** Plant constructors and integrators, solution providers and system houses, users and specialists, managing directors, plant and production managers

**4 Frequency:** 5 x in 2019

**5 Format:** DIN A4

**6 Volume:** 4th volume 2019

**7 Publishing Company:** TeDo Verlag GmbH
Postal address • P.O.Box 2140 • 35009 Marburg
Delivery address • Zu den Sandbeeten 2 • 35043 Marburg

**8 Subscription Prices:**

<table>
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<th>Trade Journal</th>
<th>ePaper</th>
<th>Trade Journal + ePaper</th>
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<tr>
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<td>(plus shipping)</td>
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</table>

All prices incl. statutory VAT

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

**10 Advertisements:** Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
E-mail: mlehnert@robotik-produktion.de

Denitsa Vasileva, Media Consulting
Phone: +49 6421 3086-598
E-mail: dvasileva@robotik-produktion.de

**11 Editors:** Mathis Bayerdörfer, Chief Editor
Phone: +49 6421 3086-297
E-mail: mbayerdoerfer@robotik-produktion.de

Frauke Itzerott, Editorial Department
Phone: +4 9 6421 3086-230
E-mail: fitzerott@robotik-produktion.de

**12 Print Run:** 17,500 copies

**13 Volume Analysis:** 2017 = 5 volumes

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<td>310 pages</td>
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<td>58 pages</td>
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</table>
### News & Standards

- Market Developments and Figures
- Companies and Persons
- Exhibitions, Events, Seminars
- Standards and Guidelines
- Training
- Research

### Robotics

- Kinematics
- Grippers
- Tools

#### Industry Robotics

- Jointed-arm robots
- Scara robots
- Parallel kinematics
- Cartesian robots: Gantry robots
- Special robots

#### Robot Controllers

- Robot controller software
- Robot controller hardware
- Robot operating systems
- Robot programming/automation
- Robot programming hardware

#### Effectors: Grippers

- Electro-mechanical grippers
- Pneumatic grippers
- Vacuum grippers
- Other grippers

#### Effectors: Robot Tools

- Welding tools
- Laser cutting
- Flame cutting
- Water jet cutting
- Milling
- Deburring
- Grinding, polishing
- Spray painting
- Adhesive application
- Screwdrivers
- Measuring and testing tools

#### Effector Changing Systems

- Jigs
- Stop mechanics
- Feed units

### Solutions

- Assembly
- Handling
- Integration

#### Assembly

- Robot cells
- Assembly stations and plants

#### Workpiece Handling

- Positioning systems
- Stockpiling
- Organising, sorting, loading and infeed
- Interlinking and transportation
- Connecting and Jointing
- Marking and Painting

#### Mobile Systems

- Mobile robotics- AGV/FTS and logistic robots
- Mobile workbenches

#### Systemintegration and Commissioning

- Problem analysis
- Project planning / management
- Construction
- Software development
- Manufacturing
- Final assembly
- Service

#### Information Technology

- Application software
- Cell and plant planning
- Simulation in virtual 3D environments
- CAD workplaces
- Process and workflow design
- Vertical integration
- IT and data security

#### Industrial Image Processing / Optical Measurement Technology

- Safety Devices
- Maintenance, Analysis and Services
- Human-Machine-Cooperation
- Professional Service Robotics

### Automation

- Motion Technology
- Engine and gears
- Bearings and feeds
- Frequency converters

#### Control Technology

- PLC
- Industrial computer
- Motion control and NC control

#### Industrial Communication

- Fieldbuses: Ethernet, Profinet, Ethercat
- I/O modules and interfaces
- Clamps, plug connectors, relais

#### Safety Components

- Tumblers
- Light barriers
- Safety fences
- Safety buses and controls
- Position switches
- Emergency stop switches

#### Image Processing

- Cameras
- Vision sensors and illumination

#### Sensors

- Proximity switches
- Optical sensors
- Distance, position, angle, force, ultra sonic sensors

#### Rotary Encoders

- Energy Supply
- Power supply
- Overvoltage protection
- Energy distribution

#### Cables, Tubes and Energy Supply

- Compressed air, hydraulics and vacuum

### Applications & Industries

- Applications
- Handling and assembly
- Mechanical processing
- Coating and painting
- Welding, soldering and laser cutting
- Adhesives and sealing
- Measuring and testing
- Insertion and equipping
- Palletisation
- Pick & place
- Clean room applications
- Humidor applications
- ATEX applications
- Collaborative applications
- Mobile applications
- Service applications

#### Industries

- Automotive and suppliers
- Electronic and consumer goods
- Materials handling and logistics
- Wood processing
- Plastics and rubber
- Food and beverage
- Aviation industry
- Medical industry
- Metal and foundry industry
- Pharmaceutical and chemical
- Machine tools

### Topics Overview

- ROBOTIK UND PRODUKTION
- Nomenclature
Target Group Robotic System Integrators

With the trade media concept ROBOTIK UND PRODUKTION, TeDo Verlag addresses the target group of integrators, users and specialists as well as managing directors, plant and production managers whose task is to successfully integrate robotic systems into their production. In addition, our trade press provides information on all important topics related to robotics and production processes. For these attractive target groups, ROBOTIK UND PRODUKTION is the first periodical journal to feature a regular publication that combines all relevant robotics topics.

Whoever wants to reach the selected target group of integrators for robotics systems, users and experts in media planning reduces high dispersion losses to a minimum with the specialist media concept ROBOTIK UND PRODUKTION. An ideal environment for the efficient communication of your products and services is available for your advertising planning.

Take a look at the topic map. For the year 2019, ROBOTIK UND PRODUKTION informs in five issues about the range of topics currently relevant in the industry.

The specialist media concept uses applications to report practically on the special requirements, problems and solutions from the point of view of the plant manager and production manager. Well prepared market overviews and exciting technical articles provide important information and decision-making aids for readers.

The permanent categories and changing topics keep the reader up to date on what is current and worth knowing in the robotics industry. Consequently, readers will find all relevant content on robotics and production. With the specialist media concept ROBOTIK UND PRODUKTION you can bring your product into the public eye and present your solutions to a broad target group. Join us in the exciting world of robotics.

We wish you every success in your media planning and hope you enjoy browsing through the thematic plan.
### Trade Journal

**Deadlines and Editorial Topics**

**Special Issue Logimat Deadlines**

<table>
<thead>
<tr>
<th>Target Industries</th>
<th>Key Topics</th>
<th>Exhibitions and Events</th>
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<tbody>
<tr>
<td><strong>Smart intralogistics and mobile robotics</strong></td>
<td>Mobile robotics and autonomous shuttles</td>
<td>Hannover, 01.04.–05.04.2019</td>
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<tr>
<td>Release date: 08.02.2019</td>
<td>Driverless transportation systems (FTS/AGV)</td>
<td>Stuttgart, 19.02.–21.02.2019</td>
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<td>Advertising deadline: 25.01.2019</td>
<td>Automated industrial trucks or route trains</td>
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<tr>
<td>Editorial deadline: 11.01.2019</td>
<td>Smart intralogistics and intelligent order picking systems</td>
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</tbody>
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#### Release date:
26.03.2019

#### Advertising deadline:
12.03.2019

#### Editorial deadline:
26.02.2019

The combination of robotics and mobile units enables ever more powerful solutions. Driverless transport systems - nothing new - are becoming more flexible, more intelligent and more powerful. They are also finding their way into many new industrial sectors outside the automotive industry. Compact mobile units that autonomously support the flow of goods in production or, supplemented by lightweight robots, flexibly take over process steps in production. Classic logistics solutions such as industrial trucks or route trains are also increasingly moving through the factory automatically or autonomously. In addition, components, workpieces and goods are now fed to the respective processing stations and storage locations on the basis of intelligent conveyor and logistics systems - just in time, in the correct sequence and appropriately picked.

Because the technological development in this environment is progressing rapidly and the variety of applications for mobile solutions in production and intralogistics is continuously increasing, the special issue of ROBOTIK UND PRODUKTION on Logimat is dedicated to this area with its own edition.

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**Regular Content:** Best Practice - market - trends - systems - technologies - infrastructure - wireless - protocols - real time - ethernet - security

**Regular Topics:** Market developments, company & markets, news & standards, technology trends, robots & kinematics, controls & software, grippers & tools, assembly & handling, applications & solutions, integration, MRK, automation & drive technology, sensors, safety, education and training
### Issue and Deadlines

**Release date:** 15.05.2019  
**Advertising deadline:** 02.05.2019  
**Editorial deadline:** 17.04.2019

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### Main Focus

#### Applications & Industries
- Robotic Kinematics
- Gripper
- Werkzeuge

#### Robotics
- Palletising & Sorting  
- Automotive & Supplier Industry
- Gripping & Clamping Technology  
  - with market overview
- Jointed-Arm Robots  
  - up to 10kg Load Capacity  
  - with market overview
- Service Robotics for the Industry

#### Solutions
- Assembly  
- Handling
- Integration

#### Automation
- Components
- Communication
- Konstruktion

#### Exhibitions and Events
- LIGNA
  - Hannover, 27.05.–31.05.2019
- Messe Stuttgart
  - Stuttgart, 04.06. – 05.06.2019

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### Issue and Deadlines

**Release date:** 21.08.2019  
**Advertising deadline:** 07.08.2019  
**Editorial deadline:** 24.07.2019

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### Main Focus

#### Applications & Industries
- Milling, Drilling & Deburring  
- Food & Packaging Industry
- Painting, Coating & Surface Treatment

#### Robotics
- Robot Integration
- Robots for Large Workpieces and Heavy Loads  
  - with market overview
- Robotkinematiken  
  - with market report
- Pick&Place

#### Solutions
- Industrie 4.0 and IoT Solutions for Robotics
- Intralogistics & Storage Technology

#### Automation
- Simulation & Commissioning
- Safety Fences & Mechanical Safety Elements  
  - with market overview
- Mounting Aids & Lifting Devices

#### Exhibitions and Events
- EMO Hannover
  - Hannover, 16.09.–21.09.2019
- FachPack
  - Nürnberg, 24.09.–26.09.2019
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| **Issue 5**         |            |                           |          |           |           |                       |
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| 08.11.2019          |            |                           |          |           |           |                       |
| Advertising deadline: |            |                           |          |           |           |                       |
| 18.10.2019          |            |                           |          |           |           |                       |
| Editorial deadline: |            |                           |          |           |           |                       |
| 11.10.2019          |            |                           |          |           |           |                       |
| **Main Focus**      |            |                           |          |           |           |                       |
|                     |            |                           |          |           |           |                       |
|                      |            |                           |          |           |           |                       |
|                      |            |                           |          |           |           |                       |
|                      |            |                           |          |           |           |                       |

**Deadlines and Editorial Topics**

- **Issue and Deadlines**
- **Main Focus**
- **Applications & Industries**
- **Robotics**
- **Solutions**
- **Automation**
- **Exhibitions and Events**
### 1 Advertising Formats and Prices
(All prices shall be subject to the applicable VAT rate.)

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2 Surcharges:

Colour advertisements are printed according to the Euro scale. All other colours are considered as special colours.

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Front page: Upon request
Placing: Binding and confirmed placements will be charged 10% of the basic price (b/w).

Colour surcharges: Non-discountable
Format surcharge: Advertisements over binding, gutter bleed: 10% of the basic price
VAT: All prices include the legal value added tax.

3 Discounts:

For acceptance within one insertion year
Quantity:
2 pages 5% 4 pages 10% 8 pages 15% 12 pages 20%
Frequency:
3 x 5% 6 x 10% 9 x 15% 12 x 20%
Agency discount: 15%

4 Job Ads:

For job advertisements we grant a 30% discount on the respective basic price (b/w).

5 Special Advertising Formats:

Bound Insert:
Quantity: 18.000 copies
Delivery: see technical data on page 14

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Inserts:
Quantity: 18.000 copies
Delivery: see technical data on page 15

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<td>€ 4.060,-</td>
<td>€ 226</td>
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<tr>
<td>Up to 50g</td>
<td>€ 5.460,-</td>
<td>€ 303</td>
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<td>Above 50g</td>
<td>Upon request</td>
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Post cards/Samples:
Quantity: 18.000 copies
Delivery: see technical data on page 16

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<th>Format</th>
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<tr>
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<td>Mechanical Bonding</td>
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<tr>
<td>Manual Bonding</td>
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</tr>
</tbody>
</table>

6 Contact:
Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
mlehnert@robotik-produktion.de

7 Terms of Payment/Bank Account Details:
Payment within 14 days from date of invoice.
For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:
Bank Code 533 500 00, Acc. No.1037 305 320
IBAN: DE83 5335 0000 1037 3053 20
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:
Bank Code 500 100 60, Acc. No. 517 030-603
IBAN: DE51 5001 0060 0517 0306 03
SWIFT-BIC: PBNKDEFF
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
</table>
| **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 Euro Scale (CMYK) for offset according to ISO12647-2, adhesive binding |
| **3 Data Delivery:** | Electronical via e-mail to:  
Michaela Preiß, Ad Disposition/Planning  
Phone: +49 6421 3086-444  
E-mail: mpreiss@robotik-produktion.de |
| **4 Printing Data:** | High-res-PDF, EPS (fonts either converted into paths or embedded)  
TIF (resolution 300dpi with image width to be printed) |
| **5 Colours:** | When printing in four colours we use Cyan, Magenta, Yellow, Black (CMYK) as defined according to the Euro Scale. 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 Permissible Image Formats:** | TIF, JPEG, EPS (with embedded fonts) |
| **8 Output Profile:** | ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004) |
| **9 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. |
| **10 Warranty:** | 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 defective files, wrong settings or incomplete information will be invoiced according to actual expenses. The delivered film positives must be digitalised. The customer will be charged separately for the additional effort. |
| **11 Contact:** | Michaela Preiß, Ad Disposition/Planning  
Phone: +49 6421 3086-444  
E-mail: mpreiss@robotik-produktion.de |
### Size Format Print Space

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>185mm x 270mm</td>
</tr>
<tr>
<td>1/2 page A5 (junior)</td>
<td>140mm x 190mm</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>90mm x 270mm</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>185mm x 130mm</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>60mm x 270mm</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>185mm x 90mm</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90mm x 130mm</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>185mm x 65mm</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>45mm x 270mm</td>
</tr>
<tr>
<td>1/8 page</td>
<td>90mm x 65mm</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>185mm x 30mm</td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td>45mm x 130mm</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>105mm x 39mm</td>
</tr>
<tr>
<td>1/8 page</td>
<td>105mm x 74mm</td>
</tr>
</tbody>
</table>

### Size Format with Bleed

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>210mm x 297mm</td>
</tr>
<tr>
<td>1/2 page A5 (junior)</td>
<td>148mm x 210mm</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>105mm x 297mm</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>210mm x 148mm</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>185mm x 100mm</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>70mm x 297mm</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>52mm x 297mm</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>210mm x 74mm</td>
</tr>
<tr>
<td>1/4 page</td>
<td>105mm x 148mm</td>
</tr>
<tr>
<td>1/8 page</td>
<td>52mm x 148mm</td>
</tr>
</tbody>
</table>

Attention: Please add 3mm on each side for trim on all formats above!
Bound Inserts: Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight. The bound-in supplements are to be delivered without cuttings on the bleeds. Multisheet bound-in supplements or those with flaps are to be delivered folded. The front page of the supplement needs to be marked. The placing is between two sheet parts. Multi-page inserts must be folded and delivered in untrimmed format. The pages within the gutter must be (at least) 5mm from the trimming edge.

2-paged Bound Insert

4-paged Bound Insert

4-paged Bound Insert with Cover

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

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:  18,000 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 6).

3 Contact:  Markus Lehnert, Advertising Manager
Phone:  +49 6421 3086-594
E-mail: mlehnert@robotik-produktion.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 ROBOTIK AND PRODUCTION.

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:

<table>
<thead>
<tr>
<th></th>
<th>2 pages, 4-coloured, 135g/m²</th>
<th>4 pages, 4-coloured, 135g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>1.000</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>2.000</td>
<td>2.000</td>
</tr>
<tr>
<td></td>
<td>5.000</td>
<td>5.000</td>
</tr>
<tr>
<td></td>
<td>10.000</td>
<td>10.000</td>
</tr>
<tr>
<td>Price</td>
<td>€ 740,-</td>
<td>€ 780,-</td>
</tr>
<tr>
<td></td>
<td>€ 780,-</td>
<td>€ 880,-</td>
</tr>
<tr>
<td></td>
<td>€ 1.200,-</td>
<td>€ 1.400,-</td>
</tr>
<tr>
<td></td>
<td>€ 1.400,-</td>
<td>€ 2.050,-</td>
</tr>
</tbody>
</table>

All prices are plus the legal value added tax of 19%.

5 License for Self-Printing:

If you would like to reprint your article after publication in ROBOTIK UND PRODUKTION, you can purchase a reprinting license.

<table>
<thead>
<tr>
<th>Reprinting License</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
</tr>
<tr>
<td>Price</td>
</tr>
</tbody>
</table>

incl. a high-res PDF file. (plus 19% VAT)

6 PDF (72dpi):

If you wish to use your technical paper after printing for online purposes, we would be pleased to create a PDF file in low resolution for you for free.

7 Contact:

Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
E-mail: mlehnert@robotik-produktion.de
1 Brief Description: In every issue of the ROBOTIK UND PRODUKTION trade journal, there is the possibility for you to represent your company and products in a short, concise and distinctive way. On a 1/2 or 1/1 page you can highlight your company and products.

Information required:
- Contact data
  (Everything important: phone, fax, webaddress, e-mail)
- Digitalized logo
- Product image – with a minimal resolution of 300dpi
- Text about your company in formats, such as Word, PDF or RTF.

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

2 Prices:
- 1/2 page
  € 3,030,-
- 1/1 page
  € 5,730,-

All prices are plus the legal value added tax of 19%.

3 Contact:
Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
E-mail: mlehnert@robotik-produktion.de
1 Inner Cover: Advertise in a precise and target-oriented way in your topic area!

2 Brief Description: With the format ‘Inner Cover’ ROBOTIK UND PRODUKTION offers a special form of advertising. You introduce one of our regular main categories with your advertisement displayed on a whole page. Thus, you can highlight your special position in the industry sector. This also enables you to sharpen the awareness of your target groups towards your company and products more effectively. The unique format ‘Inner Cover’ contains the following elements of your cross-media communication:

- Your inner cover about the topic
- Introducing trade article (topic in consolidation with the editorial department)
- Publishing of your trade article as a teaser in the ROBOTIK UND PRODUKTION newsletter
- Publication of the trade article on www.robotik-produktion.de

Possible topics are:
- Robotics (Kinematics, Grabbers, Tools)
- Solutions (Assembly, Handling, Integration)
- Automation (Components, Communication, Construction)
- Further topics or focal points of the editorial calendar

3 Format: Inner cover: 210x212mm (plus 3mm trim on each side)

4 Data Delivery: PDF, JPEG or TIF with 300dpi image width to be printed
   Trade article: Text with approx. 8,000 characters, logo Images as JPEG, TIF with 300dpi image width to be printed

5 Price: € 4,680,- (plus VAT)
### 1 Circulation Control:

### 2 Circulation Analysis:
Copies per issue on average for the period between 01/04/2018 bis 30/06/2018 (Q2 2018)

<table>
<thead>
<tr>
<th>Postal zone</th>
<th>Copies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>657</td>
<td>4,26%</td>
</tr>
<tr>
<td>1</td>
<td>518</td>
<td>3,36%</td>
</tr>
<tr>
<td>2</td>
<td>1,258</td>
<td>8,16%</td>
</tr>
<tr>
<td>3</td>
<td>1,533</td>
<td>9,94%</td>
</tr>
<tr>
<td>4</td>
<td>2,011</td>
<td>13,04%</td>
</tr>
<tr>
<td>5</td>
<td>2,159</td>
<td>14,00%</td>
</tr>
<tr>
<td>6</td>
<td>1,613</td>
<td>10,46%</td>
</tr>
<tr>
<td>7</td>
<td>1,682</td>
<td>10,91%</td>
</tr>
<tr>
<td>8</td>
<td>1,392</td>
<td>9,03%</td>
</tr>
</tbody>
</table>

Actual distribution within the country: 15,416 (100%)
1 Website: www.robotik-produktion.de
2 Usage Data: From 01. July 2017 to 30. June 2018
Visitors: 55,326, Page Views: 89,007
3 Brief Description: Online advertising has become indispensable for a high-coverage campaign and is an ideal medium for targeted advertising messages. On our homepage www.robotik-produktion.de you have the opportunity to place your advertisement next to the constantly updated news.
4 Target Group: Integrators, users, operators and experts, company manager, plant and production managers
5 Publisher: TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg
6 Banner Formats and Prices:

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size (Pixel)</th>
<th>Description</th>
<th>Price/ month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Fullsize-Banner</td>
<td>468 x 60 pixel</td>
<td>Integrated prominent placement in the content of the website</td>
<td>€ 670,-</td>
</tr>
<tr>
<td>2. Skyscraper</td>
<td>160 x 600 pixel</td>
<td>Portrait advertising space to the right of the content</td>
<td>€ 990,-</td>
</tr>
<tr>
<td>3. Super-Banner</td>
<td>728 x 90 pixel</td>
<td>Prominent placed at the header with plenty of space for your advertising message</td>
<td>€ 1,090,-</td>
</tr>
<tr>
<td>4. Medium Rectangle</td>
<td>300 x 250 pixel</td>
<td>Striking in the middle of the editorial environment</td>
<td>€ 720,-</td>
</tr>
<tr>
<td>5. Standard Top</td>
<td>300 x 60 pixel</td>
<td>Concise smaller advertising space to the right of the content</td>
<td>€ 520,-</td>
</tr>
<tr>
<td>6. Comersquare Banner</td>
<td>405 x 90 pixel</td>
<td>Striking placement in the upper right corner</td>
<td>€ 520,-</td>
</tr>
<tr>
<td>7. Wallpaper</td>
<td>1133 x 90 pixel + 160 x 600 pixel</td>
<td>Combine the advantages of Skyscraper and Super-Banner</td>
<td>€ 1,930,-</td>
</tr>
</tbody>
</table>

Further formats upon request. All prices are plus the legal value added tax of 19%.
Sponsored Post – Prices and information on page 24

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: Denitsa Vasileva, Advertisement/Media Consulting
Phone: +49 6421 3086-598
E-mail: dvasileva@robotik-produktion.de

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Further formats upon request. All prices are plus the legal value added tax of 19%.
Sponsored Post – Prices and information on page 24
1 Name: Newsletter ROBOTIK UND PRODUKTION

2 Brief Description: Every two weeks you are informed by our Newsletter ROBOTIK UND PRODUKTION about relevant topics of robotics especially the latest news, trends and innovations concerning the aspects of integration, applications and solutions. The newsletter in HTML format keeps you updated in a short, efficient and concise way of the current market developments, new products, specific requirements, problem areas and their solutions from the perspective of production managers and manufacturing supervisors. As a media format with a high repetition of frequency, it is an ideal communication and advertising platform for the rapid growing robotic industry.

3 Target Group: Integrators, operators and experts

4 Frequency: 24 issues 2019

5 Volume: 4th volume 2019

6 Usage Data: 1942 Subscribers (Status January 2019)

7 Publisher: TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg

8 Contact: Editorial Department
Mathis Bayerdörfer, Chief Editor
Phone: +49 6421 3086-297
E-mail: mbayerdoerfer@robotik-produktion.de

Newsletter Advertising
Markus Lehnert, Advertising Manager
Phone: +49 6421 3086-594
E-mail: mlehnert@robotik-produktion.de

Denitsa Vasileva, Anzeigen/Mediaberatung
Phone: +49 6421 3086-598
E-mail: dvasileva@robotik-produktion.de
8 Prices and advertising Formats in the Newsletter ROBOTIK UND PRODUKTION:

<table>
<thead>
<tr>
<th>Format</th>
<th>Banner page 1</th>
<th>Banner page 2 till the end</th>
</tr>
</thead>
<tbody>
<tr>
<td>900 x 150 pixel</td>
<td>€ 340,-</td>
<td>€ 220,-</td>
</tr>
<tr>
<td>435 x 314 pixel</td>
<td>€ 320,-</td>
<td>€ 220,-</td>
</tr>
<tr>
<td>240 x 140 pixel</td>
<td>€ 270,-</td>
<td></td>
</tr>
<tr>
<td>900 x 200 pixel</td>
<td></td>
<td>€ 320,-</td>
</tr>
</tbody>
</table>

All prices are plus the legal value added tax of 19%. In the event of a significant increase in circulation, we reserve the right to raise prices in the current calendar year.

9 Data Format: Please send us graphic data exclusively in RGB colour space and in 72dpi. When sending data in the CMYK color space, color deviations may occur in the production process. Permitted file formats are JPEG and PNG.

10 Data Delivery: Please send the following data via e-mail to:
anzeigen@robotik-produktion.de
- Customer name
- Contact for requests
- Target URL

11 Delivery Deadline: Seven days before the release of the newsletter

12 Terms of Payment/Bank Account Details:
Payment is possible within 14 days from the date of the invoice. For payments received within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:
Bank Code 533 500 00, Acc. No. 1037 305 320
IBAN: DE83 5335 0000 1037 3053 20
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:
Bank Code 500 100 60, Acc. No. 517 030-603
IBAN: DE51 5001 0060 0517 0306 03
SWIFT-BIC: PBNKDEFF
1. Brief Description: An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored post is identified by the note 'advertisement' and differs from editorial content in this respect.

By clicking on the 'Read more' link at the end of the sponsored post, the reader reaches the complete article at www.robotik-produktion.de. There is a link to the customer.

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.

2 Content und Formats: The Sponsored Post Format includes:
- Title (max. 30 characters)
- Abstract (max. 250 characters)
- Main body (approx. 2,500 characters)
  - teaser image (JPEG or PNG in RGB colour space in 72 dpi)
- Pictures for main body
  (JPEG or PNG in RGB colour space in 72 dpi)
- Target URL for external linking
- Logo
  (JPEG or PNG in RGB colour space in 72 dpi)

Please send us your data via e-mail to: anzeigen@robotik-produktion.de

Contact: Markus Lehnert, Advertising Manager
mlehnert@robotik-produktion.de
Phone: +49 6421 3086-594

<table>
<thead>
<tr>
<th>Medium und Form</th>
<th>Placement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website - Premium-Teaser</td>
<td>Head section</td>
<td>€ 1,090,-</td>
</tr>
<tr>
<td>Website - Standard-Teaser</td>
<td>Bottom section</td>
<td>€ 980,-</td>
</tr>
<tr>
<td>Newsletter - Premium</td>
<td>Head section</td>
<td>€ 340,-</td>
</tr>
<tr>
<td>Newsletter - Standard</td>
<td>Bottom section</td>
<td>€ 220,-</td>
</tr>
</tbody>
</table>
1 Name: i-need.de – Information and marketing portal

2 Brief Description: i-need.de bundles all important information about your products, company and 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 the following areas: automation technology, production technology, machine vision, robotics, switch cabinet construction, building engineering and Industrie 4.0.

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

3 Target Groups: Selection of the most important target groups, such as: design engineers, plant managers and production managers, manufacturing industry, technical purchasers and users from mechanical and plant engineering, integrators, architects, electrical engineering industry, engineering offices, machine vision, switch cabinet manufacturers, enclosure manufacturers, building trades, electrical fitters, specialist planners.

Visitors: 115,689, Page views: 283,847

5 Publisher: TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg
i-need.de
Find and be found!

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

---

**Best Price-Performance Ratio**

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

- Your product news in one of our newsletters with a high reach
- Your product news on i-need.de
- Your product news in the relevant topic area online
- Content ad placement on i-need.de for 12 weeks
- Placement of your profile on the i-need.de pinboard in the magazine

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### Current Performance Table

Prices per month plus 19% VAT.

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>PRO</th>
<th>PREMIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€ 0,00</td>
<td>€ 199,00</td>
<td>€ 499,00</td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Models</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PREMIUM</td>
<td>€ 499,00 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRO</td>
<td>€ 199,00 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic</td>
<td>€ 0,00 €</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description</td>
<td>Comprehensive cross-media marketing package</td>
<td>Preferential display of your data and extensive evaluation tools</td>
<td>Free customer support Optional: Data maintenance</td>
</tr>
<tr>
<td></td>
<td>Enter unlimited number of products</td>
<td>Preferential display of your data and extensive evaluation tools</td>
<td>Free customer support Optional: Data maintenance</td>
</tr>
<tr>
<td></td>
<td>All products will be displayed</td>
<td>Without support and data maintenance</td>
<td></td>
</tr>
</tbody>
</table>

---

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

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

---

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

---

**i-need.de**

Best Price-Performance Ratio

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

- Your product news in one of our newsletters with a high reach
- Your product news on i-need.de
- Your product news in the relevant topic area online
- Content ad placement on i-need.de for 12 weeks
- Placement of your profile on the i-need.de pinboard in the magazine

---

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>Basic</td>
<td>PRO</td>
<td>PREMIUM</td>
</tr>
<tr>
<td>Models</td>
<td>€ 0,00</td>
<td>€ 199,00</td>
<td>€ 499,00</td>
</tr>
<tr>
<td>Description</td>
<td>Comprehensive cross-media marketing package</td>
<td>Preferential display of your data and extensive evaluation tools</td>
<td>Free customer support Optional: Data maintenance</td>
</tr>
<tr>
<td></td>
<td>Enter unlimited number of products</td>
<td>Preferential display of your data and extensive evaluation tools</td>
<td>Free customer support Optional: Data maintenance</td>
</tr>
<tr>
<td></td>
<td>All products will be displayed</td>
<td>Without support and data maintenance</td>
<td></td>
</tr>
</tbody>
</table>

---

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

Book the promotion package until Hannover Messe 2018 and push your marketing with 12 free promotion bookings.
i-need.de
Special Advertising Formats on i-need.de

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

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

Christoph Kirschenmann, Advertising Manager IT&Production
Phone: +49 6421 3086-536
E-mail: ckirschenmann@it-production.com

Banner und Sponsored Post:

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size (Pixel)</th>
<th>Description</th>
<th>Price/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Skyscraper</td>
<td>160x600</td>
<td>Portrait format placement conspicuously to the right of the content</td>
<td>€ 4,980,-</td>
</tr>
<tr>
<td>2. Skyscraper Small</td>
<td>120x600</td>
<td>Portrait Placement directly to the right of the content</td>
<td>€ 4,250,-</td>
</tr>
<tr>
<td>3. Fullsize</td>
<td>468x60</td>
<td>Integrated, prominent placement in the content of the website</td>
<td>€ 1,950,-</td>
</tr>
<tr>
<td>4. Superbanner</td>
<td>728x90</td>
<td>Centrally placed and with plenty of space for your message</td>
<td>€ 2,250,-</td>
</tr>
<tr>
<td>5. Content Small</td>
<td>250x150</td>
<td>Concise advertising space in the middle of the content</td>
<td>€ 2,250,-</td>
</tr>
<tr>
<td>6. Content Medium</td>
<td>400x331</td>
<td>Striking placement in the editorial environment</td>
<td>€ 2,500,-</td>
</tr>
<tr>
<td>7. Sponsored Post</td>
<td>Image: 200x150 Pixel</td>
<td>Headline: 70 characters Text: 200 characters</td>
<td>€ 5,650,-</td>
</tr>
</tbody>
</table>

All prices plus 19% VAT.

Promoted product on the i-need.de homepage
Your Contacts at TeDo Verlag

Your contacts of the Editorial Department ROBOTIK UND PRODUKTION:

Mathis Bayerdörfer
Chief Editor
mbayerdoerfer@robotik-produktion.de
Phone: +49 6421 3086-297

Dr.-Ing. Peter Ebert
Editorial Department
pebert@robotik-produktion.de
Phone: +49 6421 3086-275

Jürgen Wirtz
Editorial Department
jwirtz@robotik-produktion.de
Phone: +49 6421 3086-226

Michael Lind
Editorial Department
mlind@robotik-produktion.de
Phone: +49 6421 3086-0

Frauke Itzerott
Editorial Department
fitzerott@robotik-produktion.de
Phone: +49 6421 3086-377

Your Contacts of the Media Consulting ROBOTIK UND PRODUKTION:

Markus Lehner
Advertising Manager
mlehner@robotik-produktion.de
Phone: +49 6421 3086-594

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

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

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

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

Anni Kechel
Advertising & Marketing Assistance
akechel@robotik-produktion.de
Phone: +49 6421 3086-570

Thomas Möller
Media Consulting
tmoeeller@robotik-produktion.de
Phone: +49 6421 3086-513

Michaela Preiß
Ad Disposition/Planning
mpreiss@robotik-produktion.de
Phone: +49 6421 3086-444

Denitsa Vasileva
Media Consulting
dvasileva@robotik-produktion.de
Phone: +49 174-3080987

TeDo Verlag GmbH

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

info@robotik-produktion.de

Phone: +49 64 21 3086-0
Fax: +49 64 21 3086-280
www.robotik-produktion.de