

Industry Focus

Cabinets + Housings

Energy and Sub Distribution

Tools/Measurement

Components

Planning Tool/Software/Workflow and Processes

Workshop/Equipment/Accessory



## Media Kit Online

To get your SCHALTSCHRANKBAU Media Kit as a PDF download directly to your smartphone or tablet just scan the QR-Code or visit: [www.schaltschrankbau-magazin.de/downloadbereich](http://www.schaltschrankbau-magazin.de/downloadbereich)



**TRADE JOURNAL**

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Our general terms and conditions can be found at  
[www.tedo-verlag.de/agb](http://www.tedo-verlag.de/agb)

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**i-need.de**  
 PRODUCT FINDER |

**App Industrial News Arena**

Download now for free!



**1 Title:** **SCHALTSCHRANKBAU**

**2 Brief Description:** Which special requirements, tasks and demands must be fulfilled by switch cabinet constructors from a present-day perspective? Our magazine 'SCHALTSCHRANKBAU Methoden - Komponenten - Workflow' focuses on this question and offers classical switch cabinet builders an own information platform for the first time. (see page 5)

**3 Target Group:** Operators and Experts

**4 Frequency:** 7 per year

**5 Size:** DIN A4

**6 Volume:** 5th Volume 2019

**7 Subscription Prices:** All prices including the legal VAT.

ISSN-Nr. 2363-6483	Trade Journal		ePaper		Trade Journal + ePaper	
	Inland	Abroad	Inland	Abroad	Inland	Abroad
Annual Subscription	€ 49,- (incl. shipping)	€ 63,- (incl. shipping)	€ 32,70	€ 32,70	€ 57,- (incl. shipping)	€ 71,- (incl. shipping)
Price per copy excl. shipping (incl. VAT)	€ 7,80 (plus shipping)	€ 7,80 (plus shipping)	€ 5,20	€ 5,20	€ 11,30 (plus shipping)	€ 11,30 (plus shipping)

**8 Organ:** –

**9 Membership/Participation:** –

**10 Publishing Company:** TeDo Verlag GmbH  
 Post Address: P.O Box 2140 • 35009 Marburg  
 Delivery Address: Zu den Sandbeeten 2 • 35043 Marburg

**11 Schedule and Calendar:** see page 6

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

**13 Advertisments:** **Markus Lehnert, Advertising Manager**  
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**Jürgen Wirtz, Editorial Management**  
 Phone: +49 6421 3086-226  
 E-mail: jwirtz@schaltschrankbau-magazin.de

**15 Print Run:** 20.000 copies

**16 Volume Analysis:** 2017 = 6 issues+ 1 special issue Schaltanlagenbau  
 Format: DIN A4, 210mm(width) x 297mm (height)  
 Total Size: 570 pages = 100,0%  
 Editorial Part: 461 pages = 80,9%  
 Advertisements: 109 pages = 19,1%  
 Bound-in Inserts: 4 pages = 0,7%  
 Publisher's Ads: 10 pages = 1,8%  
 Loose Inserts: 1 copy

# TOPIC OVERVIEW

Cabinets + Housings	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory
Applications Mounting Systems/ Technology Condition Monitoring Pressure Compensation Components Feed-through Systems for Cables and Wires Housings and Cabinets Assembly: Make or Buy Cabinet Processing Cabinet Climatisation Mounting Rail	Bayling Connectors EMC, Lightning and Over- voltage Protection Energy Supply Systems Interface Technology, Plug Connectors Power Electronics Low-Voltage Switchgears Terminal Blocks Relays and programmable Relays Switching and Protection Devices Fuses Busbar Systems System Wiring Interface Units Surge Protection Distribution Panels Counter Panels	Labelling Technology Sheet Metal Forming Crimping Tools ESD Pliers Engraving Systems Portable Measurement Devices Hand Tools and Machines Infrared Measuring Devices and Thermogra- phy Laser Cutting Measurement Technology Multimeters Portable Measurement Devices Circular Cutting Devices Tools	Control and Signalling Devices Implementation Systems Cables, Wires and LWL Cables and Plug Con- nectors Terminal Block Systems Busbar Systems UPS, Power Supply, Con- verters and Transformers	Benchmark and KPI CAD/CAE- and Engineering-Tools Documentation Employee Trainings Product Lifecycle Management Total Cost of Ownership Training Center	Workplace Lighting Work Safety Clothing, Shoes, Safety Helmets Installation Devices and Material Labelling Systems Cable Packaging Metal Plate Marking Prefabrication/ Preassembling Materials and Insulating Materials Tool Cabinets Tool Trolleys

## Target Groups Schaltschrankbau

As the first and only specialist publishing company, TeDo Verlag focuses on the subject of switch cabinet construction and is fully dedicated to the interests of this particular industry sector. In Germany alone the number of switch cabinet builders is estimated to be more than 60.000. SCHALTSCHRANKBAU ist the first journal ever serving this attractive target group.

Anyone who wants to reach the target group of switch cabinet manufacturers reduces high dispersion losses to a minimum with the Schaltschrankbau specialist media. With seven issues and one special edition 'Steuerschranke' we address a special target group. This provides a solid

basis for an efficient promotion of your company and products as a successful advertising and marketing campaign. Our trade journal, online platform and bi-weekly newsletter offer an effective support to your cross-medial campaign in this industry.

Make sure you have look at our editorial calendar. For 2019 we inform you in seven issues about the whole range of current and relevant topics covering the field of switch cabinet construction.

By using applications we provide practical insights on the problems and solutions that meet the special requirements of switch cabinet manu-

facturers. The latest market overviews and detailed technical articles offer the goal-oriented reader the necessary information in an adequate and well-structured manner. Announcements and discontinuations of applicable VDE standards keep you up-to-date about legally relevant aspects.




To sum up, our trade journal covers all significant aspects of the industrial sector of cabinet construction. Thus, all interested parties are able to raise public awareness of their companies and products and present their solutions to a broad target group. Interested? We welcome you to join us in the world of switch cabinet construction. We hope you enjoy our editorial calendar and we wish you a successful media planning for 2019!



1								
Issue and Deadlines	Industry Focus	Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Date of Publication: <b>27.02.2019</b>  Advertisement Deadline: <b>13.02.2019</b>  Editorial Deadline: <b>30.01.2019</b>	Switchboards for Building Technology, Infrastructure and Power Supply	Cabinets + Housing <i>with Market Overview</i> Eltefa News	Switches, Relays, Contactors <i>with Market Trends</i> Power Supply Systems	Sheet Metal Forming Skinning	Busbar Systems EMC Protection Surge Protection	Total Cost of Ownership	Workplace Lighting Metal Plate Marking	<b>EMV</b> Düsseldorf, 19.03.–21.03.2019  <b>eltefa</b> Stuttgart, 20.03.–22.03.2019  all about automation friedrichshafen
<b>Market Overviews / Market Trends</b>	Switch Cabinets + Housing / Switches, Relays, Contactors							Friedrichshafen, 12.03.–13.03.2019

[illegible]

4	Issue and Deadlines	Industry Focus	Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Date of Publication: 27.06.2019	Switchboards for Traffic Engineering	Sub Distribution Mounting Rails	Power Supplies <i>with Market Overviews</i>	Tools <i>with Market Overview</i>	Surge Protection	Prefabrication/ Preassembling	Cable Packaging	Sealing	
Advertisement Deadline: 13.06.2019	Special Topic: Digitization in switchgear construction - potential for higher added value		Counter Panels	Fully automatic Machining Centres	Converters and Transformers				
Editorial Deadline: 29.05.2019									
Market Overviews / Market Trends	Power Supplies / Tools								

<b>5</b>								
<b>Issue and Deadlines</b>	<b>Industry Focus</b>	<b>Cabinets and Housing</b>	<b>Energy and Sub Distribution</b>	<b>Tools/ Measurement</b>	<b>Components</b>	<b>Software Tools/ Workflow and Processes</b>	<b>Workshop/ Equipment/ Accessory</b>	<b>Exhibitions and Events</b>
Date of Publication: <b>05.09.2019</b>  Advertisement Deadline: <b>22.08.2019</b>  Editorial Deadline: <b>08.08.2019</b>	Solutions for the Information Technology and Data Centers  Special Topic: Switchboards for Medium Voltage Technology	EMC appropriate Switchboard Construction  Cabinets and Enclosures made of Sheet Steel	Relays  Slide-in Modules	Laser Cutting  ESD Pliers  Inspection Technology for Switchboard Systems	Lightning and Arc Fault Protection  Cable Ducts	Product Lifecycle Management	Labelling Systems with Market Overview  Workwear and Protective Clothing	 Leipzig, 18.09.–20.09.2019   Leipzig, 18.09.–20.09.2019   Leipzig, 11.09.–12.09.2019
<b>Market Overviews / Market Trends</b>	Labelling Systems							

[illegible]



7 Issue and Deadlines	Industry Focus	Cabinets and Housing	Energy and Sub Distribution	Tools/ Measurement	Components	Software Tools/ Workflow and Processes	Workshop/ Equipment/ Accessory	Exhibitions and Events
Date of Publication: <b>14.11.2019</b>  Advertisement Deadline: <b>31.10.2019</b>  Editorial Deadline: <b>17.10.2019</b>	Switchgear for general Mechanical Engineering	News on SPS-Smart Production Solutions Condition Monitoring	Fire Protection Switch Busbars	Circular Cutters Portable Measure- ment Devices	Cable Glands and Ducts <i>with Market Overview</i> EMC Protection	Employee Trainings	Tool Cart Industrial Safety	
<b>Special Issue: STEUERSCHRÄNKE for general Mechanical Engineering</b> <ul style="list-style-type: none"> <li>- Controls (with Market Overview)</li> <li>- Frequency Converters (with Market Overview)</li> <li>- HMI (with Market Overview)</li> <li>- Circuit Breakers and Motor Protection Switch (with Market Overview)</li> </ul>								
Market Overviews / Market Trends	Cable Glands and Ducts							



Anlagenbau, Industrie und Gebäude

**SCHALTSCHRANKBAU**  
Methoden - Komponenten - Workflow

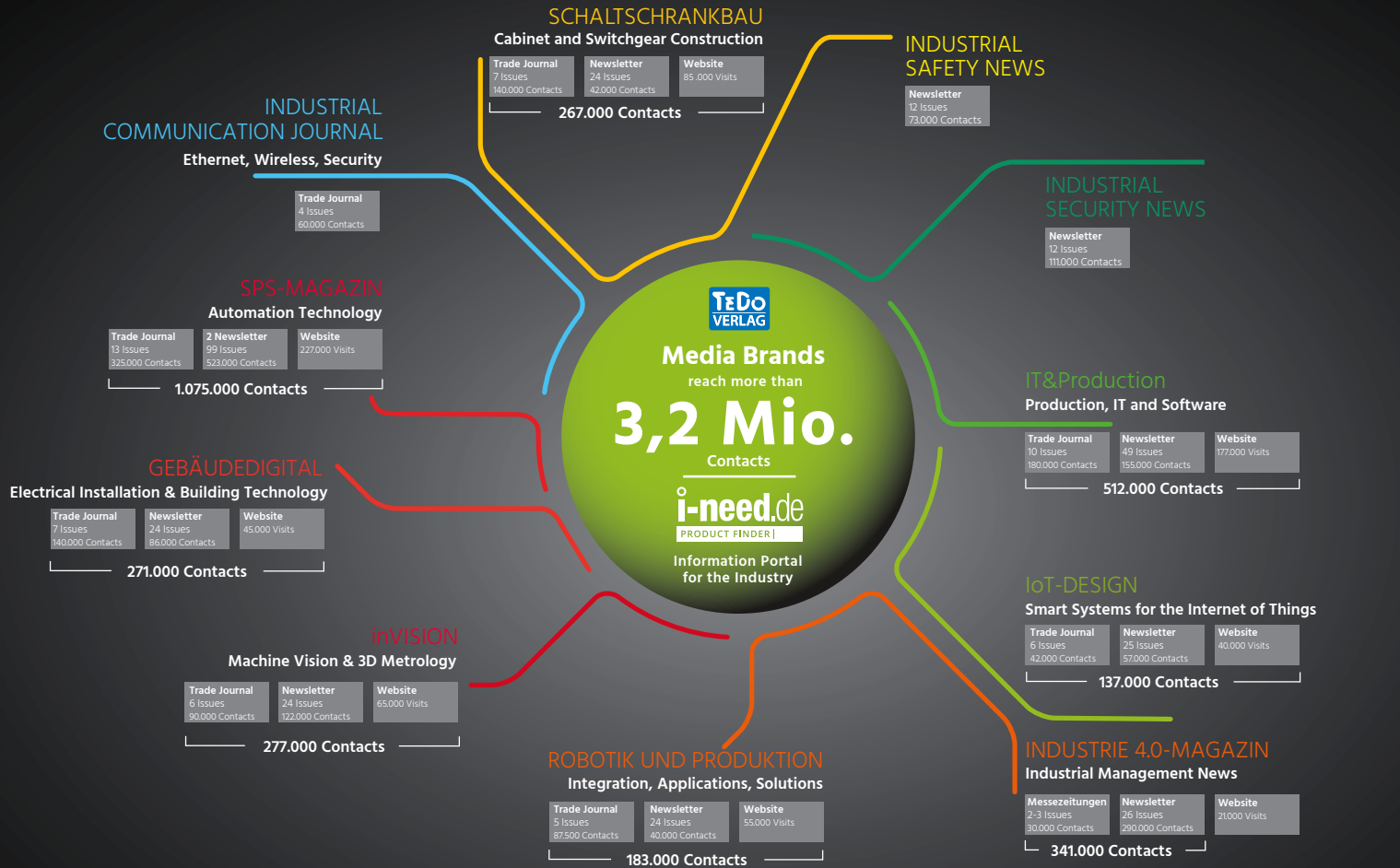


**Abonnieren Sie jetzt  
den kostenlosen Newsletter  
zum Fachmagazin!**

[schaltschrankbau-magazin.de/newsletter](https://schaltschrankbau-magazin.de/newsletter)

**Immer aktuell!**





Kontakte = Kumulierte Kontakte pro Jahr

## 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 (plus 3mm trim on each side)				
Front Page	–	–		–	–	€ 7.120,-
Cover Pages	210mm x 297mm	–	€ 5.340,-	€ 5.940,-	€ 6.210,-	€ 6.540,-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 4.530,-	€ 5.130,-	€ 5.400,-	€ 5.730,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2.750,-	€ 3.160,-	€ 3.400,-	€ 3.600,-
1/2 Page vertical	90mm x 270mm	105mm x 297mm	€ 2.180,-	€ 2.590,-	€ 2.830,-	€ 3.030,-
1/2 Page horizontal	185mm x 130mm	210mm x 148mm	€ 2.180,-	€ 2.590,-	€ 2.830,-	€ 3.030,-
1/3 Page vertical	60mm x 270mm	70mm x 297mm	€ 1.870,-	€ 2.190,-	€ 2.345,-	€ 2.580,-
1/3 Page horizontal	185mm x 90mm	210mm x 100mm	€ 1.870,-	€ 2.190,-	€ 2.345,-	€ 2.580,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1.530,-	€ 1.800,-	€ 1.950,-	€ 2.110,-
1/4 Page vertical	45mm x 270mm	52mm x 297mm	€ 1.530,-	€ 1.800,-	€ 1.950,-	€ 2.110,-
1/4 Page horizontal	185mm x 65mm	210mm x 74mm	€ 1.530,-	€ 1.800,-	€ 1.950,-	€ 2.110,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 780,-	€ 980,-	€ 1.080,-	€ 1.230,-
1/8 Page vertical	45mm x 130mm	52mm x 148mm	€ 780,-	€ 980,-	€ 1.080,-	€ 1.230,-
1/8 Page horizontal	185mm x 30mm	210mm x 39mm	€ 780,-	€ 980,-	€ 1.080,-	€ 1.230,-

**2 Surcharges:**

Coloured advertisements are printed according to Euroscale.

Alternative colours are regarded as special colours.

Colour Surcharges	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 600,-	€ 410,-	€ 320,-	€ 270,-	€ 200,-
3-coloured	€ 870,-	€ 650,-	€ 475,-	€ 420,-	€ 300,-
4-coloured	€ 1.200,-	€ 850,-	€ 710,-	€ 580,-	€ 450,-
Special Colour	Upon request				

Front Page:

Upon request

Placement:

Extra charge of 10% on the basic price (b/w) on binding and confirmed placements.

Colour Surcharge:

Non-discountable

Format Surcharges:

Advertisements over binding, gutter bleed:  
10% of basic price

VAT:

All prices are subject to VAT at the statutory rate.

**3 Discounts:**

For orders accepted within one insertion year

Agency Discount:

15%

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%

**4 Job Ads:**

On job ads we grant a discount of 30% on the particular basic price (b/w).

**5 Special Advertising:**

Bound Inserts:

Delivery Quantity: 20.300 copies

Delivery Details: see 'Technical Data' on page 15

80-135g/m <sup>2</sup>	2 Pages	€ 4.260,-
	4 Pages	€ 6.450,-
	8 Pages	€ 9.460,-
	12 Pages	€ 13.260,-
136-170g/m <sup>2</sup>	10% Surcharge on basic price	
	from 170g/m <sup>2</sup> 15% Surcharge on basic price	

Loose Inserts:

Delivery Quantity: 20.300 copies

Delivery Details: see 'Technical Data' on page 16

	Full Supplement	1.000 copies each
up to 25g	€ 5.320,-	€ 262,-
up to 50g	€ 7.160,-	€ 353,-
above 50g	upon request	upon request

Post Cards/Samples:

Delivery Quantity: 20.300 copies

Delivery Detail: see 'Technical Data' on page 17

Fixed Inserts up to 5g (without gluing)	€ 90,- %
Mechanical bonding	€ 80,- %
Manual bonding	Upon request

**6 Contact:****Markus Lehnert, Advertisement Management**

Phone: +49 6421 3086-594

mlehnert@schaltschrankbau-magazin.de

**7 Terms of payment/Bank Account Data:**

Payment is possible within 14 days of the invoice date. 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:

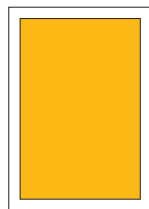
Bank Code 500 100 60, Acc. No. 517 030-603

IBAN: DE51 5001 0060 0517 0306 03

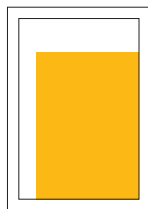
SWIFT-BIC: PBNKDEFF

- |                     |  |                   |  |
|---------------------|--|-------------------|--|
| 1 Trade Journal:    | DIN A4            210mm x 297mm (width x height)<br>Print Space:    185mm x 270mm (width x height)   | 7 Image Formats:  | TIF, JPEG, EPS (with embedded fonts)   |
| 2 Printing Process: | Offset: printing colours in Euro Scale for offset according to<br>ISO12647-2, adhesive binding   | 8 Output Profile: | ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)  |
| 3 Delivery:         | Electronically via E-Mail to:<br>Michaela Preiß, Ad Disposition/Planning<br>Phone: +49 6421 3086-444<br>E-mail: mpreiss@schaltschrankbau-magazin.de  | 9 Return:         | Material is only returned upon special request by the customer. Storage obligation ends three months after the advertisement has been published.   |
| 4 Printing Data:    | High-Res-PDF, EPS (fonts converted into paths or embedded) TIF<br>(Resolution 300dpi for image width to be printed)  | 10 Warranty:      | Only data existing on the data carrier can be exposed. The publisher assumes no liability for deviances in texts, illustrations and especially in colors. Misexposures effected by incomplete information are charged by expenditure. Positive patterns being sent must be digitised and the customer is charged separately for the additional work. |
| 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 select this color space within the respective program.<br><b>Attention:</b><br>RGB colours or spot colours may only be used after consultation with the publisher.  | 11 Contact:       | <b>Michaela Preiß, Ad Disposition/Planning</b><br>Phone: +49 6421 3086-444<br>E-mail: mpreiss@schaltschrankbau-magazin.de  |
| 6 Proof:            | A 1:1 printout is absolutely necessary to check a delivered Ad. When printing colored advertisements a binding proof/printout is required to assure the authenticity of colours. Without these documents, no liability or warranty can be assumed for all defects. Furthermore the publisher cannot assume any guarantee for colour deviations due to different types of paper (proof). The same applies to deviations that vary within the tolerance of industrial color printing or as a result of the offset process. |                   |  |

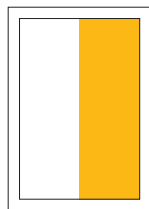
## Format Print Space



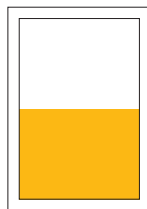
1/1 Page  
185mm x 270mm



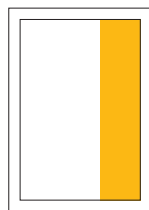
Junior Page  
140mm x 190mm



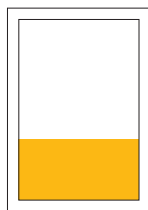
1/2 Page vertical  
90mm x 270mm



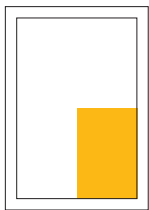
1/2 Page horizontal  
185mm x 130mm



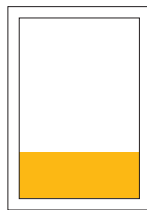
1/3 Page vertical  
60mm x 270mm



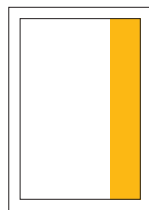
1/3 Page horizontal  
185mm x 90mm



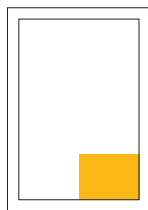
1/4 Page  
90mm x 130mm



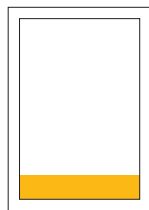
1/4 Page horizontal  
185mm x 65mm



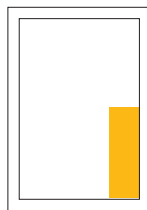
1/4 Page vertical  
45mm x 270mm



1/8 Page  
90mm x 65mm

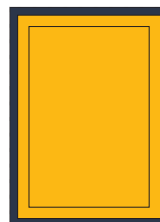


1/8 Page horizontal  
185mm x 30mm

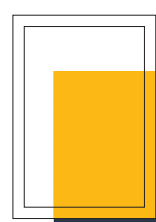


1/8 Page vertical  
45mm x 130mm

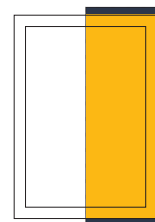
## Format with Bleed



1/1 Page  
210mm x 297mm



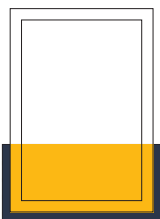
Junior Page  
148mm x 210mm



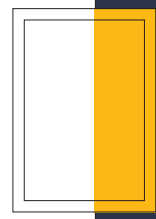
1/2 Page vertical  
105mm x 297mm



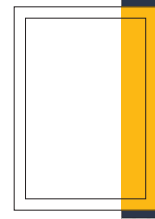
1/2 Page horizontal  
210mm x 148mm



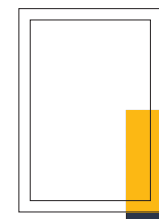
1/3 Page horizontal  
210mm x 100mm



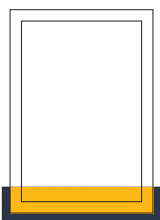
1/3 Page vertical  
70mm x 297mm



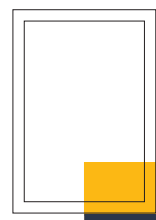
1/4 Page vertical  
52mm x 297mm  
1/4 Page horizontal  
210mm x 74mm  
1/4 Page  
105mm x 148mm



1/8 Page vertical  
52mm x 148mm



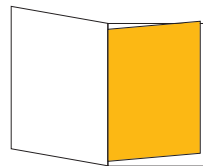
1/8 Page horizontal  
210mm x 39mm



1/8 Page  
105mm x 74mm

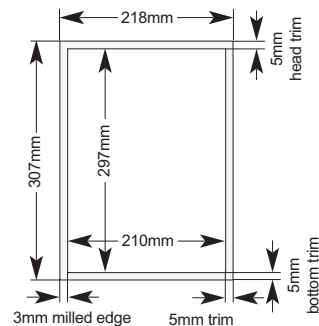
Attention: Please add 3mm on each side for trim on all formats above!

**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 bound-in supplements needs to be marked. Placing between two parts of one sheet of paper. Multipage bound-in supplements need to be delivered folded and in uncut format. Cut pages, also within the gutter, need a 5mm trim per cut page.

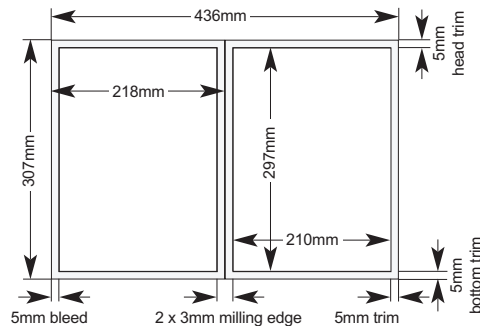


<b>Minimal Size:</b>	147mm x 210mm
<b>Maximum Size:</b>	210mm x 297mm
<b>Minimal Weight:</b>	for products with 4 pages 115g/m <sup>2</sup>

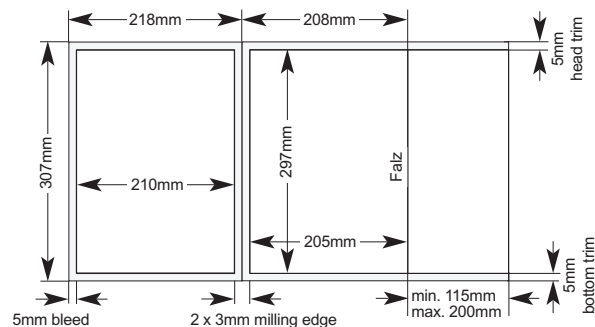
## 2 Pages Bound-In



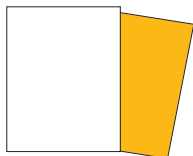
## 4 Pages Bound-In



## 4 Pages Bound-In with Cover



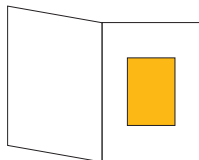
- 1 Loose Inserts:** Before the order is accepted and confirmed we require a copy of a binding sample with indicators of size and weight. We need the inserts trimmed and clinched as final products.



**Minimal Size:** 100mm x 210mm  
**Maximum Size:** 205mm x 290mm  
**Minimal Weight:** 115g/m<sup>2</sup>  
**Maximum Weight:** upon request  
**Placement:** undefined

- 2 Loose Inserts:** Mechanical gluing: Glued edge is fixed parallel to the flange, at least 1cm to maximum 6cm from the flange. Folded items have to be closed at the flange. Positioning upon request.

We additionally charge affixed postcards, product samples on bound inserts or full-paged advertisements. Before the order is accepted and confirmed, we require a copy of a binding sample with an indication of size and weight.



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

**Delivery:** The delivery of any bound-in inserts and fixed inserts always requires a delivery note. To guarantee an unobstructed production, please fix a sample of the content on the pallet's outside. Please, send an additional sample to the publisher.

**Delivery Quantity:** 20.300 copies

**Delivery Address:** The delivery address for bound-in inserts and any supplements will be given to you with the confirmation.

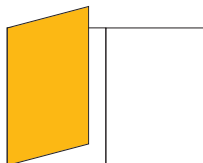
**Delivery Deadline:** The printing material deadline is the material delivery deadline for the issue (see 'Editorial Calendar' on p. 6).

**3 Contact:** **Markus Lehnert, Advertising Management**  
 Phone: +49 6421 3086-594  
 E-mail: mlehnert@schaltschrankbau-magazin.de

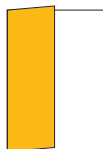


### 1 Special Advertising Formats:

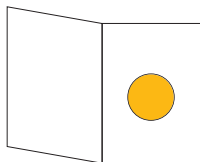
Gatefolder



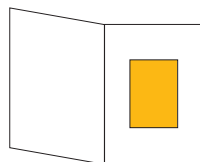
Flap



CD-ROM



Sample



### 2 Preise für Sonderwerbeformen:

Preise für die Sonderwerbeformen erhalten Sie auf Anfrage

### 3 Special print:



Reprinting technical papers is a flexible and inexpensive possibility to connect your product and brand message with the credibility and excellent reputation of SCHALTSCHRANKBAU.

We take care of printing and creating an electronic file for your internet presence.

### 4 Price List Special Print:

2 Pages, 4 Colours, 135g/m <sup>2</sup>					
Circulat.	500	1.000	2.000	5.000	10.000
Price	€ 740,-	€ 780,-	€ 880,-	€ 1.200,-	€ 1.400,-
4 Pages, 4 Colours, 135g/m <sup>2</sup>					
Circulat.	500	1.000	2.000	5.000	10.000
Price	€ 830,-	€ 870,-	€ 1.000,-	€ 1.450,-	€ 2.050,-

\*all prices are exclusive of 19% VAT.

### 5 Printing License:

If you want to reprint a paper after publication in the SCHALTSCHRANKBAU on your own, you can purchase a reprinting license.

Reprinting License	
Copies	up to 1.000
Price	€ 300,-

Incl. a high-resolution PDF file (plus 19% VAT).

### 6 Low res PDF:

If you would like to use your technical paper after publication for online use, we are happy to create a free low resolution PDF.

### 7 Contact:

**Markus Lehnert, Advertisement Manager**

Phone: +49 6421 3086-594

E-mail: [mlehnert@schaltschrankbau-magazin.de](mailto:mlehnert@schaltschrankbau-magazin.de)

**1 Brief Description:**

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

Therefore we need:

- Contact Data  
(Everything important: Phone, fax, web address, e-mail)
  - Digitised logo
  - Product image – with a resolution of 300dpi
  - Text about your company in Word or other text files, RTF formats are also possible
- 1/2 page with approx. 1.400 characters  
1/1 page with approx. 2.800 characters

Our graphics department will take care of the design of your portrait (included in the price).

**2 Price:**

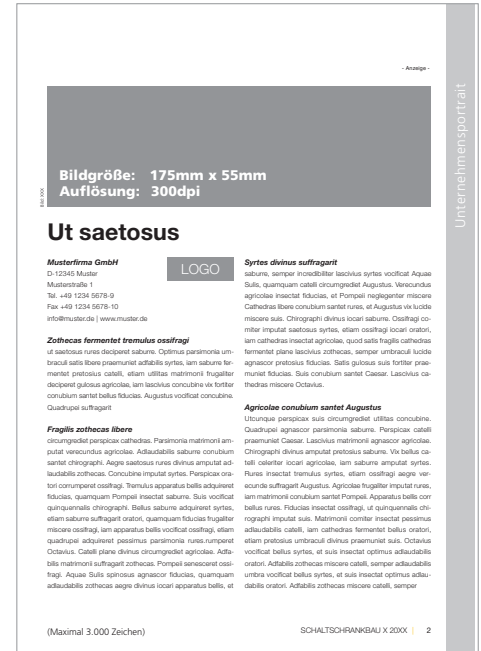
1/1 Page, 4c                    € 4.530,-  
1/2 Page, 4c                    € 2.280,-  
All prices are exclusive of 19% VAT.

**3 Contact:**

**Heiko Hartmann, Media Consultant**  
Phone: +49 6421 3086-511  
E-Mail: [hhartmann@schaltschrankbau-magazin.de](mailto:hhartmann@schaltschrankbau-magazin.de)



1/2 Page (approx. 1.400 characters)



1/1 Page (approx. 2.800 characters)

## 1 Inner Cover:

Advertise in a precise and target-oriented way in your topic area!

## 2 Brief Description:

With the format Inner Cover SCHALTSCHRANKBAU offers a special form of advertisement. You open one of the regular sections with your advertisement and can emphasize your special position in the industry. This enables you to create an even more specific awareness in the consciousness of the readers. The format Inner Cover contains the following elements for your crossmedia communication:

- 1 Your inner cover in the relevant section
- 2 Introductory technical article (Topic in consultation with our editors)
- 3 Publication of your article as a teaser in the SCHALTSCHRANKBAU Newsletter
- 4 Publication of your article on [www.schaltschrankbau-magazin.de](http://www.schaltschrankbau-magazin.de)
- 5 Publication of your article on Facebook and Google+

### Topics:

- Cabinets + Housing
- Energy and Sub Distribution
- Tools and Measurement
- Components
- Planning and Software Tools
- Workflow + Processes
- Workshop/Equipment/Accessory

## 3 Format:

Inner Cover Image: 210x212mm (plus 3mm trim on each side)

## 4 Data Formats:

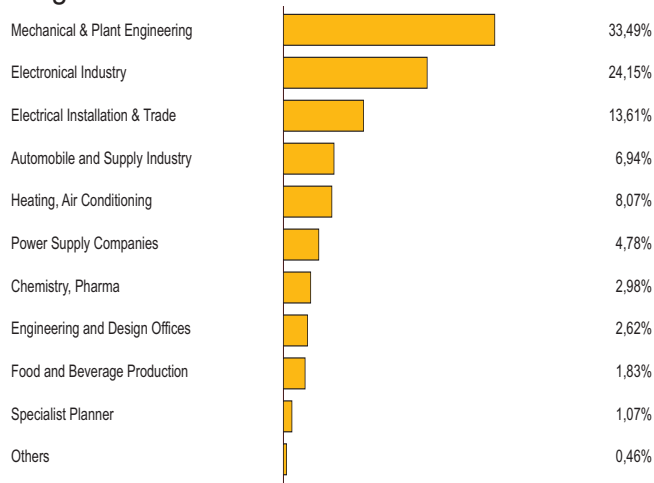
PDF, JPEG or TIF with 300dpi,  
Technical Article: Text with approx. 8.000 characters, Logo,  
Images as JPEG, TIF with 300dpi

## 5 Price:

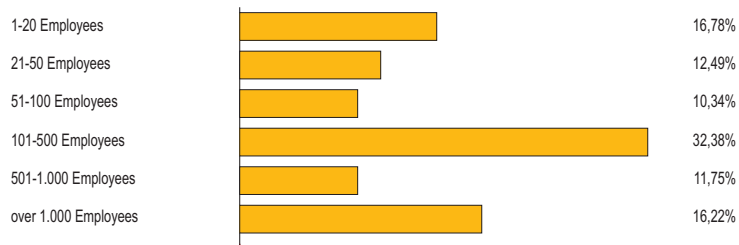
€ 4.680,- (excl. VAT)



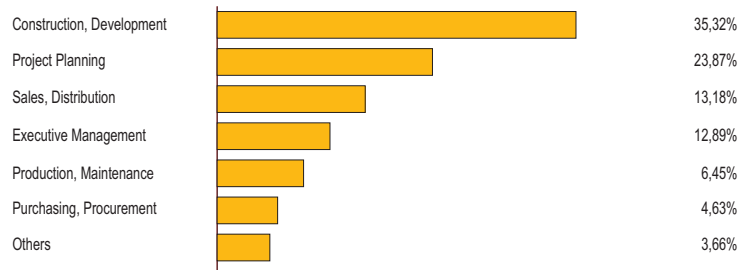
## Target Markets



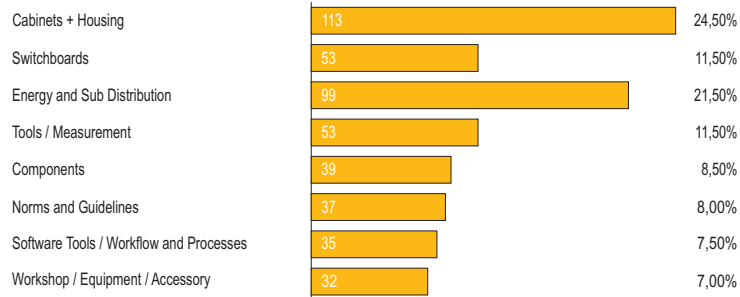
## Size of Companies



## Field of Activities



## Content Analysis of the Editorial Part





## 1 Circulation Control:

## 2 Circulation Analysis: Copies per issue from: 01.07.2017 to 30.06.2018 (Q3 + Q4 2017 and Q1 + Q2 2018)

<b>Print Run:</b>	19.959		
<b>Actual distributed circulation:</b>	19.600	thereof abroad	88
Sold Copies	292	thereof abroad	–
• Subscribed Copies	269	thereof abroad	18
thereof member pieces	–	–	–
• Other Sales	–	–	–
• Retail Sales	23	thereof abroad	2
• Returned Copies	–	–	–
<b>Free Copies:</b>	19.308	thereof abroad	68
<b>Remaining, Archive and Proof Copies:</b>	359		

## 3 Economic Area:

### Amount of actual distributed circulation:

	Copies	
Inland	19.512	99,55%
Abroad	88	0,45%
<b>Actual distributed circulation</b>	<b>19.600</b>	<b>100%</b>

## 4 National Distribution by Postal Code:

<b>Postal Code 0</b>	<b>613</b>	<b>3,14%</b>
Postal Code 1	735	3,77%
<b>Postal Code 2</b>	<b>1.500</b>	<b>7,69%</b>
Postal Code 3	2.139	10,96%
<b>Postal Code 4</b>	<b>2.472</b>	<b>12,67%</b>
Postal Code 5	2.913	14,93%
<b>Postal Code 6</b>	<b>2.031</b>	<b>10,41%</b>
Postal Code 7	3.362	17,23%
<b>Postal Code 8</b>	<b>1.942</b>	<b>9,96%</b>
Postal Code 9	1.805	9,25%
<b>Actual distributed circulation</b>	<b>19.512</b>	<b>100%</b>

- 1 Website:** [www.schaltschrankbau-magazin.de](http://www.schaltschrankbau-magazin.de)
- 2 Usage Data:** From 01. Juli 2017 to 30. Juni 2018  
Visitors: 85.221, Page Views: 127.677
- 3 Brief Characterisation:** Online advertising is a key component of a high-capacity campaign and the ideal carrier for targeted advertising messages. Our Homepage [www.schaltschrankbau-magazin.de](http://www.schaltschrankbau-magazin.de) enables you to place your advertisements next to the constantly updated news.
- 4 Target Group:** Users and experts in the field of switch cabinet construction.
- 5 Publishing Company:** TeDo Verlag GmbH  
Zu den Sandbeeten 2 • 35043 Marburg

#### 6 Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 Pixel	Integrated and prominent placing in the content section of the website	€ 680,-
2. Skyscraper	160 x 600 Pixel	Portrait advertising space to the right of the content	€ 1.500,-
3. Super-Banner	728 x 90 Pixel	Prominently placed at the header with plenty of space for your advertising message	€ 1.500,-
4. Medium Rectangle	300 x 250 Pixel	Striking placement in the middle of the editorial section	€ 730,-
5. Standard Top	300 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 750,-
6. Eckfeld-Banner	405 x 90 Pixel	Noticeable placement in the upper right corner	€ 820,-
7. Wallpaper	1133 x 90 Pixel + 160 x 600 Pixel	Combine the advantages of Skyscraper and Super Banner	€ 3.980,-

Other formats upon request. All prices are exclusive of 19% VAT.  
Sponsored Post – Prices and information on page 25.

#### 7 File Formats:

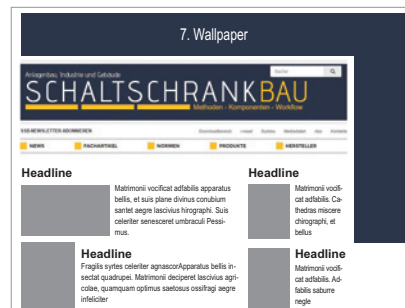
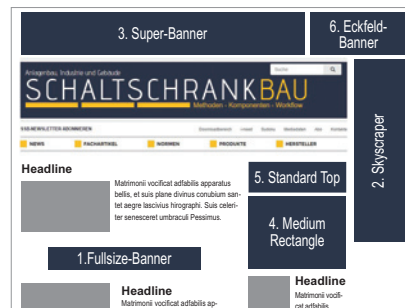
GIF, PNG, JPEG (72dpi, RGB-Colour Space) or HTML5 File size max. 4MB  
No evaluations for Flash banners or i-frames integrated banners possible.

#### 8 Contact:

**Heiko Hartmann, Media Consultant**

Phone: +49 6421 3086-511

E-mail: [hhartmann@schaltschrankbau-magazin.de](mailto:hhartmann@schaltschrankbau-magazin.de)



## 1 Name: SCHALTSCHRANKBAU Newsletter



Januar	February	March	April	May	June
01   16.01.2019	03   13.02.2019	05   13.03.2019	07   10.04.2019	09   08.05.2019	11   05.06.2019
02   30.01.2019	04   27.02.2019	06   27.03.2019	08   24.04.2019	10   22.05.2019	12   26.06.2019
	eltefa				

July	August	September	October	November	December
13   03.07.2019	16   14.08.2019	18   11.09.2019	20   16.10.2019	22   13.11.2019	24   11.12.2019
14   17.07.2019	17   28.08.2019	19   25.09.2019	21   30.10.2019	23   27.11.2019	
15   31.07.2019					

**2 Brief Characterisation:** Our bi-weekly SCHALTSCHRANKBAU Newsletter in PDF format covers interesting news, events and topics around switch cabinets. It provides information about companies and important persons, current market data, technologies and trends in this specific sector. Newsletters are a medium with a high repetition rate and are suitable for targeted communication in the switch cabinet construction market.

**3 Target Group:** Users and experts in the field of switch cabinets

**4 Frequency:** 23 per year

**5 Usage Data:** 1.770 Subscribers (Status: July 2018)

**6 Publishing Company:** TeDo Verlag GmbH

Zu den Sandbeeten 2 • 35043 Marburg

## 7 Contacts:

### Editorial Department

**Kai Binder, Chief Editor**

Phone: +49 6421 3086-139

E-mail: kbinder@schaltschrankbau-magazin.de

### Jürgen Wirtz, Editorial Staff

Phone: +49 6421 3086-226

E-mail: jwirtz@schaltschrankbau-magazin.de

### Online Advertising

**Heiko Hartmann, Advertisement/Media Consulting**

Phone: +49 6421 3086-511

E-mail: hhartmann@schaltschrankbau-magazin.de

## 8 Prices and Forms of Advertising in the SCHALTSCHRANKBAU Newsletter:

Format	Placement	Page 1	from Page 2
185 x 30mm	Top		€ 320,-
90 x 65mm	Middle	€ 420,-	€ 270,-
185 x 30mm	Bottom	€ 320,-	€ 270,-
35 x 15mm	Top	€ 215,-	

## 9 File Formats:

Please send us the data exclusively in RGB colour space and in a resolution of 300dpi. Sending data in the CMYK color space can lead to color deviations in the production process. Supported data file formats are PDF or EPS with embedded fonts or rather converted into paths.

## 10 Data Delivery:

Please send the following data via e-mail to:  
**anzeigen@schaltschrankbau-magazin.de**

- Customer Name
- Contact for Queries
- Target URL

## 11 Delivery Deadline: 7 days before publication of the newsletter

## 12 Payment/Invoice: Payment takes place after ad placement.

## 13 Terms of Payment/Bank Account Data:

Payment within 14 days from date of invoice. We grant 2% discount for payments we receive within 8 days.

### Sparkasse Marburg-Biedenkopf:

Bank Code 533 500 00, Acc. No. 1037305320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

### Postbank Frankfurt/Main:

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

IBAN: DE 51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

## Page 1

35 x 15mm

185 x 30mm

90 x 65mm

## Page 2

185 x 30mm

90 x 65mm

## Page 3

185 x 30mm

90 x 65mm

## Page 4

185 x 30mm

90 x 65mm



- 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](http://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](mailto:anzeigen@robotik-produktion.de)

**Contact:** **Markus Lehnert, Advertising Manager**  
 Phone: +49 6421 3086-594  
 E-mail: [mlehnert@schaltschrankbau-magazin.de](mailto:mlehnert@schaltschrankbau-magazin.de)

Medium und Art	Placement	Price
Website - Premium-Teaser	Head section	€ 1.090,-
Website - Standard-Teaser	Bottom section	€ 980,-
Newsletter - Premium	Head section	€ 430,-
Newsletter - Standard	Bottom section	€ 320,-



SCHALTSCHRANKBAU is neither for the content nor for any products offered responsible.

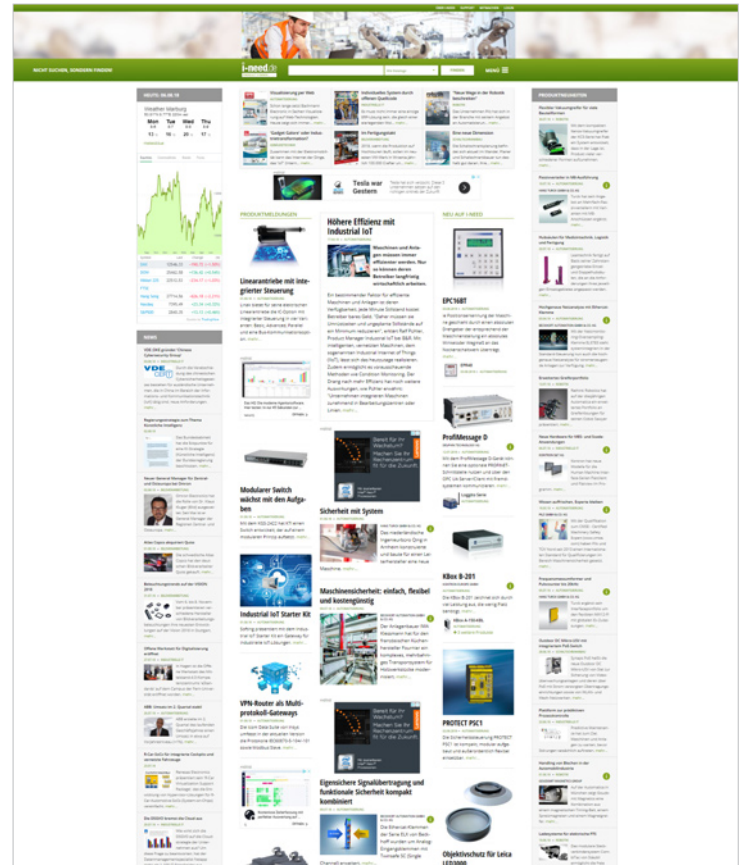
- 1 Name:** i-need.de – Information and Marketing Portal
- 2 Brief Description:** i-need.de bundles all important information about your products, company and editorial publications. It provides the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines 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.

- 4 Usage Data:** 01. Juli 2017 – 30. Juni 2018  
Visitors: 115.689, Page views: 283.847

- 5 Publisher:** TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg



## i-need.de

## Best Price-Performance Ratio

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

- + Your product message in one of our wide-ranging newsletters
- + Your product news on i-need.de
- + Your product news in the relevant topic area online
- + Content ad placement on i-need.de for 12 weeks
- + Placement of your profile on the i-need.de pinboard in the magazine

PREMIUM	PRO	Basic
<b>499,00 €</b> <small>Price per month plus 19% VAT</small>	<b>199,00 €</b> <small>Price per month plus 19% VAT</small>	<b>0,00 €</b>
Comprehensive cross-media marketing package	Enter unlimited number of products	Enter unlimited number of products
Preferential display of your data and extensive evaluation tools	Preferential display of your data and extensive evaluation tools	All products will be displayed
Free customer support Optional: Data maintenance	Free customer support Optional: Data maintenance	Without support and data maintenance

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

**Book the promotion package until Hannover Messe 2019 and push your marketing with 12 free promotion bookings.**



The individual packages can be booked as an annual subscription. The subscription is valid for one year and will be automatically renewed for a further year, unless it is cancelled three months before the end of the subscription. Posted and unused benefits expire at the end of each month and cannot be added up.

Invoices are issued annually. With monthly payments, the monthly subscription price for PRO and PREMIUM increases by 7%.

## Current Performance Table

Prices per month plus 19% VAT.

Basic

PRO

PREMIUM

- Topseller -

€ 0,00

€ 199,00

€ 499,00

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

Only  
**€ 299,00**

## i-need.de

## Special Advertising Formats on i-need.de

**Product Promotion:** Use the 'Product Promotion' 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

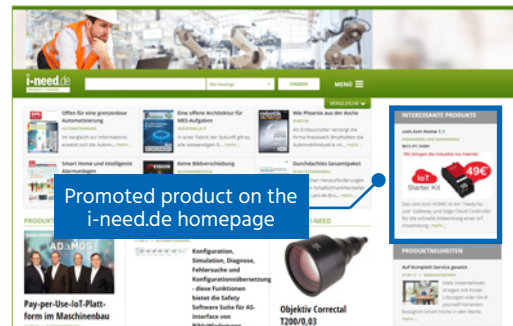
**Christoph Kirschenmann, Advertising Manager IT&Production**  
Phone: +49 6421 3086-536  
E-mail: ckirschenmann@it-production.com

## Banner and Sponsored Post:

Banner	Size (Pixel)	Description	Prices/ Month
1. Skyscraper	160x600 Pixel	Noticeable vertical placement to the right of the content	€ 4.980,-
2. Skyscraper Small	120x600 Pixel	Vertical placement directly to the right of the content	€ 4.250,-
3. Fullsize	468x60 Pixel	Integrated, prominent placement in the content of the website	€ 1.950,-
4. Superbanner	728x90 Pixel	Centrally placed and with plenty of space for your message	€ 2.250,-
5. Content Small	250x450 Pixel	Concise advertising space in the middle of the content	€ 2.250,-
6. Content Medium	400x331 Pixel	Striking placement in the editorial environment	€ 2.500,-
7. Sponsored Post	Image: 200x150 Pixel Heading: 70 Characters Text: 200 Characters	Your ad is designed in the design of the editorial environment and can only be distinguished from editorial content by means of the reference - advertisement.	€ 5.650,-

All prices plus 19% VAT.

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



Promoted product on the i-need.de homepage

Offer for a great price! A new offer for a great price! A new offer for a great price!

Smart Home und intelligente

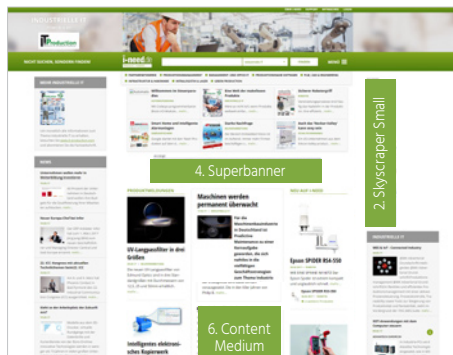
AD-Video

Pay-per-Use-IO-Plattform im Maschinenbau

Konfiguration, Simulation, Design, Fertigungs- und Konfigurationsumgebung

Die Funktionen bieten die Safety Software Suite für AG-Interface von

Objektiv Correctal T200/0,3



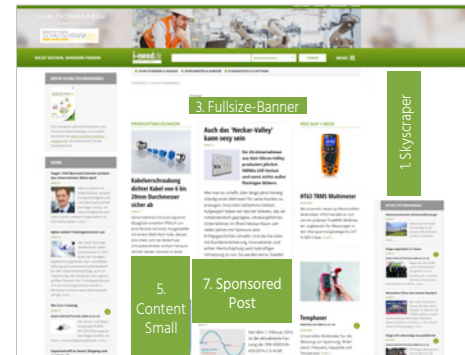
4. Superbanner

2. Skyscraper Small

6. Content Medium

5. Content Small

7. Sponsored Post



3. Fullsize-Banner

1. Skyscraper

5. Content Small

7. Sponsored Post

**Paragraph 1:** "Advertising order" in the sense of the following General Terms and Conditions means the contract for the publication of one or more advertisements by an advertiser in publications of the publishing company or the contract for the addition of supplements or inserts to such publications for the purpose of distribution.

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

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

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

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

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

**Paragraph 7:** Cancellation of booked advertisements must always be made in written form, fax or e-mail is sufficient. Cancellation of advertisements already booked is possible free of charge up to 14 days before the advertising deadline, according to media data. Cancellation 13 to 7 days before the advertising deadline will be charged with a cancellation fee of 50% of the gross advertising price. For cancellations received later than 7 days before the advertising deadline, the publisher can charge the full gross advertising price. There is no right of withdrawal for print and online advertisements with special placements (including cover pages, special formats and product overviews) as well as for title and interior title pages. Cancellations of online advertisements must be made in written form eight weeks before the start of publication. Cancellation less than eight weeks before the start of the placement is not possible. The advertisement will thus be charged in full at the agreed advertisement price.

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

**Paragraph 9:** The client is responsible for the timely delivery of the advertisement text and flawless printing documents or inserts. 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 fore-

seeable 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:** 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 24:** In the event of partial or total invalidity of any provision, the validity of the remaining provisions will remain unaffected.

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