

MEDIA KIT

2019



Hardware

Software

Development and Testing



Media Kit Online

IoT Design media data as PDF download directly to
your Smartphone or Tablet
www.iot-design.de/downloadbereich



TRADE JOURNAL

1	Title Portrait	Page 3
T	Deadlines and Editorial Calendar	Page 4
	TeDo Verlag Media Brands	Page 6
P	Price List	Page 7
F	Formats and Technical Data	Page 9
F	Special Advertising Formats	Page 13
2	Circulation and Distribution	Page 17

WEBSITE

1	Portrait	Page 18
P	Prices/Advertising Forms	Page 18
N	Usage Data	Page 18
F	Formats and Technical Data	Page 18
	Sponsored Post	Page 22

NEWSLETTER

1	Portrait and Deadlines	Page 20
N	Usage Data	Page 20
P	Prices/Advertising Forms	Page 21
F	Formats and Technical Data	Page 21

I-NEED

Page 23

YOUR CONTACTS AT TEDO VERLAG

Page 27

The Media Brand
Cross-media Offer
Editorial Calendar
 Page 4

Inner Title
 Page 15

Website
 Page 18

IoT Design News
 Page 20


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App Industrial News Arena
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- 1 Title:** IoT Design
- 2 Brief Description:** The IoT - the Internet of Things - is based on cloud technologies and embedded systems. Many more or less intelligent little helpers have conquered all areas of our lives - either built into classic products or even as a completely new type of device. These include, for example, our leisure time, our daily work, industrial production, mobility from e-bike to car and plane or even medical technology: more and more devices are networked with each other and are available with their services on the Internet, often via cloud connection.
- Our publication is aimed at experts who are involved in the technical implementation of IoT products and projects in their companies - regardless of a specific industry. They are faced with the task of expanding existing IT systems according to the ideas of the IoT or developing completely new products for the IoT.
- We provide information about product development and optimization up to application reports - integrated into the IoT context. Information about hardware, software and testing reflects a comprehensive approach, focusing on faster development and production.
- We consider aspects of security and safety, cloud computing and M2M as well as gateways, development kits, SoCs or IPCs across all industries. Interviews, technical articles and novelty presentations through short readings create market transparency. Comprehensive market overviews are a special form of our editorial work.
- 3 Target Group:** Developers, manufacturers and users of IoT products
- 4 Frequency:** 6x per year
- 5 Format:** 297mm (width) x 210mm (height)
- 6 Volume:** 10. volume 2019




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

ISSN-Nr. 2567-0395	Trade Journal		ePaper		Trade Journal + ePaper	
	Germany	Abroad	Germany	Abroad	Germany	Abroad
Annual Subscription	€ 39,- (incl. postage)	€ 52,- (incl. postage)	€ 23,45	€ 30,15	€ 47,- (incl. postage)	€ 60,- (incl. postage)
Unit price WITHOUT postage incl. VAT	€ 7,80 (plus postage)	€ 7,80 (plus postage)	€ 5,20	€ 5,20	€ 11,30 (plus postage)	€ 11,30 (plus postage)


- 8 Membership/Participation:** None
- 9 Publishing House:** TeDo Verlag GmbH
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- 10 Deadlines/Editorial Calendar:** See page 4
- 11 Publisher:** Dipl.-Stat. B. Al-Scheikly
- 12 Advertisements:** Markus Lehnert, Advertising Management
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- 13 Editorial Staf:** Kai Binder, Chief Editor
Phone: +49 6421 3086-139
E-Mail: kbinder@iot-design.de
- 14 Circulation:** 7.000 copies
- 15 Scope Analysis 2017:**
- | | | |
|------------------|-----------|---------|
| 6 issues | | |
| Total Size: | 260 pages | = 100% |
| Editorial Part: | 221 pages | = 85,0% |
| Ad Section: | 39 pages | = 15,0% |
| Publisher's Ads: | 2 pages | = 0,8% |


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

Issue 1+2 and Deadlines	Markets	Hardware	Software	Development & Testing	Fairs / Events
Publication Date: 14.02.2019 Advertising Deadline: 31.01.2019 Editorial Deadline: 17.01.2019	Industrial Automation Kiosk/POS Applications Aerospace Automotive Home Automation Transportation / Logistics	Gateways IoT Platforms: SoC, SoM IPCs, Box, Rack and Pane -PCs Memory Components Single Board Computers, Computer on Modules, PC/104 <i>Market overview:</i> PC/104 Boards <i>Product overview:</i> Mainboards	Operating Systems Code Generators Programming Tools Compiler Integrated Development Environments Development Tools <i>Market overview:</i> Realtime Operating Systems (RTOS) <i>Product overview:</i> Embedded Software	Bluetooth & BLE Oscilloscopes Protocol Testing Evaluation Boards Multimeter Sensors	 Nuremberg, 26. - 28.02.2019

Issue 3	Markets	Hardware	Software	Development & Testing	Fairs / Events
Publication Date: 26.03.2019 Advertising Deadline: 12.03.2019 Editorial Deadline: 26.02.2019	Industrial Automation Consumer Electronics: Wearables, Gaming Manufacturing Safety & Security	Embedded PC Solutions Memory Components Cabinets Heat/Cooling Management Displays Processors <i>Product overview:</i> Embedded Systems	Industrial Cloud Computing Requirements Engineering Network Security Hypervisor Debugger Simulators	Logic Analyzers Bus and Network Analyzers Protocol Testing Blockchain Test and Verification Software NFC <i>Market overview:</i> Oscilloscopes <i>Product overview:</i> Table Multimeter	 Hannover, 01. - 05.04.2019  Nuremberg, 07. - 09.05.2019  Nuremberg, 21. - 23.05.2019

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

Issue 4+5 and Deadlines	Markets	Hardware	Software	Development & Testing	Fairs / Events
Publication Date: 18.09.2018 Advertising Deadline: 04.09.2019 Editorial Deadline: 21.08.2019	Automotive Aerospace Healthcare Embedded Vision Digital Signage Home Automation	Gateways Starterkits, Development Kits Power Supply Microcontroller CPU Boards Data Logger Heat/Cooling Management <i>Market overview:</i> System on a Chip/ Computer on Module <i>Market overview:</i> Power Supply <i>Product overview:</i> Operating Devices <i>Product overview:</i> Industrial Computers	Quality Assurance Agile SW Development Electronics Design Software Operating Systems Software Libraries (TCP/IP Tools), Protocol Stacks, Communication Libraries) Drivers	Evaluation Boards NFC Embedded Sensors Static and Runtime Analysis Tools Software Testing Test and Verification Software	 SENSOR+TEST 2019 DIE MESSTECHNIK-MESSE The Measurement Fair Nuremberg, 25. - 27.06.2019

Issue 6	Markets	Hardware	Software	Development & Testing	Fairs / Events
Publication Date: 31.10.2019 Advertising Deadline: 17.10.2019 Editorial Deadline: 02.10.2019	Industrial Automation Transportation/ Logistics Manufacturing Safety & Security	IPCs, Box, Rack and Panel PCs Single Board Computer Computer on Modules, PC/104 Plug Connectors Processors FPGAs <i>Market overview:</i> Operating Systems for Single Board Computer	Industrial Cloud Computing Software Security Network Analysis Interface Software Protocol Stacks	Machine Learning PC Metrology Analyzer Bluetooth & BLE	 Nuremberg, 26.11. - 28.11.19

INDUSTRIAL COMMUNICATION JOURNAL

Ethernet, Wireless, Security

Fachmagazin
4 Ausgaben
60.000 Kontakte

SPS-MAGAZIN

Automatisierungstechnik

Fachmagazin	2 Newsletter	Website
13 Ausgaben	99 Ausgaben	227.000 Visits
325.000 Kontakte	523.000 Kontakte	

1.075.000 Kontakte

GEBÄUEDIGITAL

Elektroinstallation & Gebäudetechnik

Fachmagazin	Newsletter	Website
7 Ausgaben	24 Ausgaben	45.000 Visits
140.000 Kontakte	86.000 Kontakte	

271.000 Kontakte

inVISION

Bildverarbeitung & 3D Messtechnik

Fachmagazin	Newsletter	Website
6 Ausgaben	24 Ausgaben	65.000 Visits
90.000 Kontakte	122.000 Kontakte	

277.000 Kontakte

SCHALTSCHRANKBAU

Schaltschrank- u. Schaltanlagenbau

Fachmagazin	Newsletter	Website
7 Ausgaben	24 Ausgaben	85.000 Visits
140.000 Kontakte	42.000 Kontakte	

267.000 Kontakte

INDUSTRIAL SAFETY NEWS

Newsletter
12 Ausgaben
73.000 Kontakte

INDUSTRIAL SECURITY NEWS

Newsletter
12 Ausgaben
111.000 Kontakte



MEDIENMARKEN

erreichen über

3,2 Mio.

Kontakte

i-need.de
PRODUCT FINDER

Informationsportal
für die Industrie

IT&Production

Produktion, IT und Software

Fachmagazin	Newsletter	Website
10 Ausgaben	49 Ausgaben	177.000 Visits
180.000 Kontakte	155.000 Kontakte	

512.000 Kontakte

IoT-DESIGN

Smarte Systeme für das Internet of Things

Fachmagazin	Newsletter	Website
6 Ausgaben	25 Ausgaben	40.000 Visits
42.000 Kontakte	57.000 Kontakte	

137.000 Kontakte

INDUSTRIE 4.0-MAGAZIN

Industrial Management News

Massezeitungen	Newsletter	Website
2-3 Ausgaben	26 Ausgaben	210.000 Visits
30.000 Kontakte	390.000 Kontakte	

341.000 Kontakte

ROBOTIK UND PRODUKTION

Integration, Anwendung, Lösungen

Fachmagazin	Newsletter	Website
5 Ausgaben	24 Ausgaben	55.000 Visits
87.500 Kontakte	40.000 Kontakte	

183.000 Kontakte

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 (add 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 3.500,-
Cover Pages	210mm x 297mm	–	€ 3.540,-	€ 3.940,-	€ 4.140,-	€ 4.340,-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 3.130,-	€ 3.530,-	€ 3.730,-	€ 3.930,-
Junior Page (DIN A5)	140mm x 190mm	148mm x 210mm	€ 1.920,-	€ 2.170,-	€ 2.240,-	€ 2.340,-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1.710,-	€ 1.960,-	€ 2.060,-	€ 2.160,-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1.710,-	€ 1.960,-	€ 2.060,-	€ 2.160,-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1.190,-	€ 1.340,-	€ 1.440,-	€ 1.540,-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1.190,-	€ 1.340,-	€ 1.440,-	€ 1.540,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 940,-	€ 1.040,-	€ 1.140,-	€ 1.240,-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 940,-	€ 1.040,-	€ 1.140,-	€ 1.240,-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 940,-	€ 1.040,-	€ 1.140,-	€ 1.240,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 780,-	€ 880,-	€ 980,-	€ 1.080,-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 780,-	€ 880,-	€ 980,-	€ 1.080,-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 780,-	€ 880,-	€ 980,-	€ 1.080,-
Product Overview	91mm x 110mm	–	€ 550,-	–	–	€ 650,-

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

Colour Surcharge.	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2 colours	€ 400,-	€ 250,-	€ 150,-	€ 100,-	€ 100,-
3 colours	€ 600,-	€ 350,-	€ 250,-	€ 200,-	€ 200,-
4 colours	€ 800,-	€ 450,-	€ 350,-	€ 300,-	€ 300,-
Product overview	–	–	–	€ 100,-	
Special colour	on request				

- Front page: on request
 Placement: On binding and confirmed placements 10% will be charged on the basic price (b/w).
 Format surcharges: Advertisements over binding, bleed advertisements: 10% of the basic price
 Colour surcharges: Not discountable

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

Frequency:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Quantity:	2 pages 5%	4 pages 10%	8 pages 15%	12 pages 20%
Agency discount:	15%			

- 4 Job Ads:** For job advertisements we grant a discount of 10% on the basic price.

- 5 Special Advertising:**

Bound-in Inserts:	Delivery quantity: 7.200 copies		
	Delivery: See 'Technical Data' on page 11		
	80 - 135g/m ²	4 pages	€ 3.890,-
		8 pages	€ 4.630,-
		12 pages	€ Price on request
	136 - 170g/m ²	10% surcharge on basic price	
	above 170g/m ²	15% surcharge on basic price	

- Inserts: Delivery quantity: 7.200 copies
 Delivery: See 'Technical Data' on page 12

	Full supplement	each 1.000 copies
up to 25g	€ 1.810,-	€ 251,-
up to 50g	€ 2.430,-	€ 338,-
above 50g	on request	on request

- Postcards/Samples: Delivery quantity: 7.200 copies
 Delivery: see 'Technical Data' on page 13

Adhesive inserts up to 5g	€ 90,- %
Mechanical bonding	€ 80,- %
Manual bonding	on request

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

- 7 Terms of Payment/Bank Details:**

The invoice amount is payable within 14 days of the invoice date.
 For payments within 8 days we grant 2% discount..

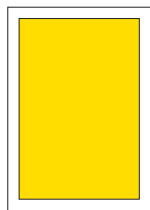
Sparkasse Marburg-Biedenkopf:
 Bank code 533 500 00, Acc. 1037305320
 IBAN: DE83 5335 0000 1037 3053 20
 SWIFT-BIC: HELADEF1MAR

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

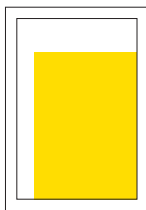
- | | | | |
|------------------------------|---|-------------------------------------|--|
| 1 Format: | 210mm x 297mm (width x height)
Print space: 185mm x 270mm (width x height) | 7 Permissible Image Formats: | TIF, JPEG, EPS (with embedded fonts) |
| 2 Printing Method: | Offset: Printing with colours from the Euro colour scale for offset printing according to DIN 16539, adhesive binding | 8 Output Profile: | ISO Coated v2 (ECI) / FOGRA39 (ISO 12647-2:2004) |
| 3 Data Delivery: | Electronically by e-mail to:

Michaela Preiß, Ad Sheduling
Phone: +49 6421 3086-444
E-Mail: mpreiss@iot-design.de | 9 Return: | Printing material supplied will only be returned to the respective client upon special request. The obligation on the part of the publisher to retain the documents ends three months after the publication of the advertisement. |
| 4 Advertisement Data: | High Res PDF, EPS (fonts either converted into paths or embedded), TIF (resolution of 300dpi with image width to be printed) | 10 Warranty: | Only what is part of the data can be exposed. The publisher accepts no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to incomplete or incorrect files, incorrect settings or incomplete information will be charged on a time and material basis. Sent film positives must be digitised. The additional costs incurred will be invoiced separately. |
| 5 Colours: | In four-colour printing, the colours are used according to the Euro scale: Cyan, Magenta, Yellow, Black (CMYK). This color space must be selected in the respective program.
Attention:
RGB colours or spot colours may not be used or only after consultation with the publisher. | 11 Contact: | Michaela Preiß, Ad Scheduling
Phone: +49 6421 3086-444
E-Mail: mpreiss@iot-design.de |
| 6 Proof/Printing: | A 1:1 printout is absolutely necessary to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or press proof. Without these documents no liability or warranty can be assumed for any errors. The publisher cannot assume any guarantee in the event of colour deviations resulting from different papers (proof/print proof to edition paper). This shall also apply to deviations which are within the tolerance of printing to industrial colour printing or which are caused by the offset printing process are justified. | | |

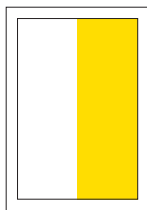
Advertisement Formats in Print Space



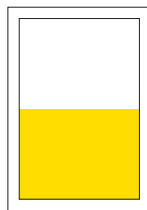
1/1 Page
185mm x 270mm



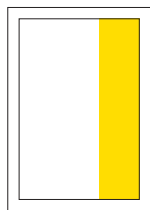
Junior Page
140mm x 190mm



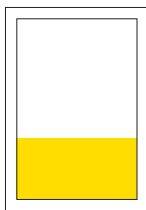
1/2 Page vertical
90mm x 270mm



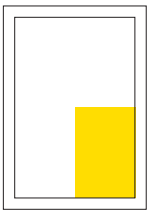
1/2 Page horizontal
185mm x 130mm



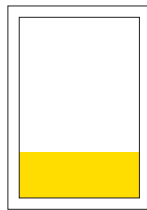
1/3 Page vertical
60mm x 270mm



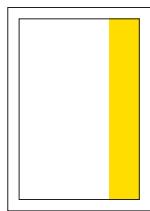
1/3 Page horizontal
185mm x 90mm



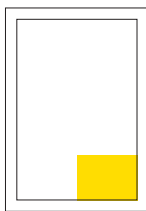
1/4 Page
90mm x 130mm



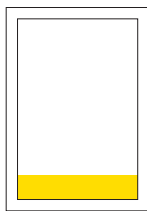
1/4 Page horizontal
185mm x 65mm



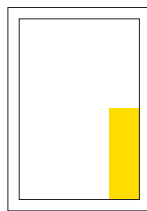
1/4 Page vertical
45mm x 270mm



1/8 Page
90mm x 65mm

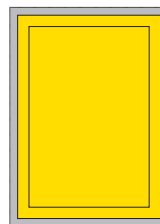


1/8 Page horizontal
185mm x 30mm

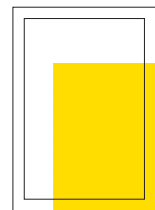


1/8 Page vertical
45mm x 130mm

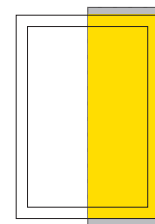
Advertisement Formats in Bleed



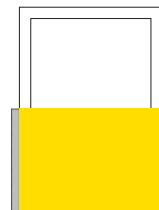
1/1 Page
210mm x 297mm



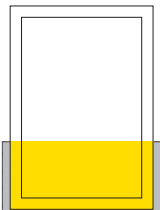
Junior Page
148mm x 210mm



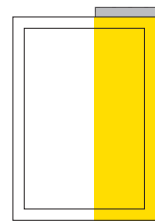
1/2 Page vertical
105mm x 297mm



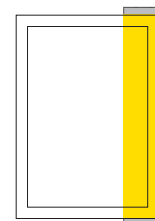
1/2 Page horizontal
210mm x 148mm



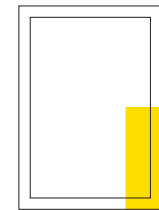
1/3 Page horizontal
210mm x 100mm



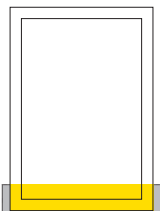
1/3 Page vertical
70mm x 297mm



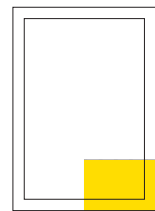
1/4 Page vertical
52mm x 297mm
1/4 Page horizontal
210mm x 74mm
1/4 Page
105mm x 148mm



1/8 Page vertical
52mm x 148mm



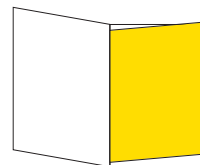
1/8 Page horizontal
210mm x 39mm



1/8 Page
105mm x 74mm

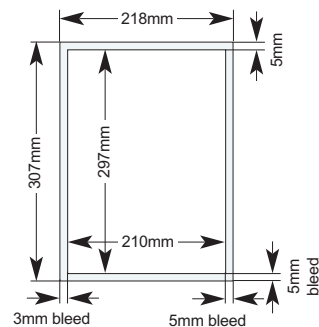
Attention: Please add 3mm on each side for trim on all formats above!

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

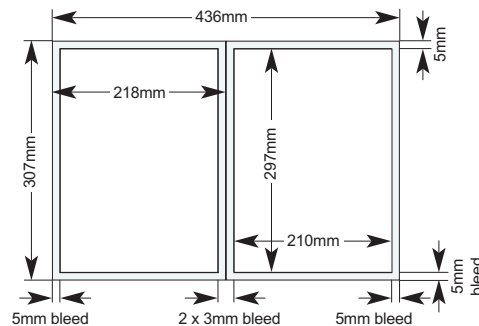


Minimal Format: 147mm x 210mm
Maximum Format: 210mm x 297mm
Minimal Weight: for 4-sided products 115g/m²

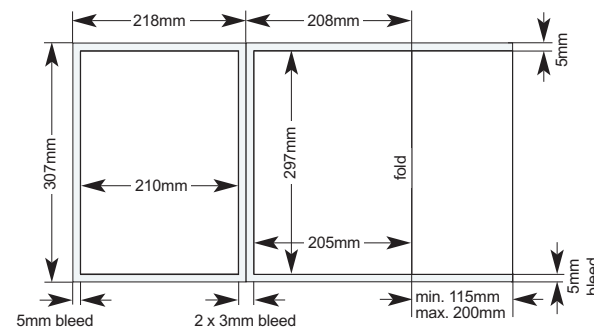
2-sided Bound-in Inserts



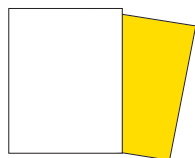
4-sided Bound-in Inserts



4-sided Bound-in Inserts with Flap



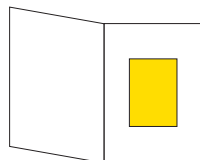
- 1 Inserts:** The submission of a binding sample is required prior to order acceptance and confirmation, if necessary a blind sample, with size and weight information required. Inserts must be trimmed and folded and delivered as finished end products.



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

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

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



Minimal Format: 105mm x 147mm
Maximum Format: 148mm x 190mm
Minimal Weight: 160g/m²

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

Delivery Quantity: 7.200 copies

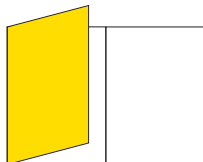
Delivery Address: The delivery address for inserts, bound-in inserts and glued inserts will be provided with the order confirmation.

Delivery Deadline: The deadline for printing documents is at the same time the delivery date for the agreed issue (see Editorial Calendar starting on p. 4).

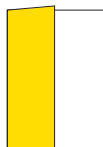
3 Contact: **Markus Lehnert, Advertising Management**
 Phone: +49 6421 3086-594
 E-Mail: mlehnert@iot-design.de

1 Special Advertising Formats:

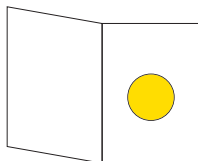
Gatefolder



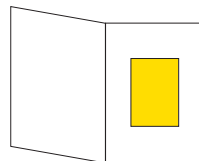
Flap



CD-ROM



Sample



2 Prices: on request

3 Reprint:



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

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

4 Price List Reprint:

2 pages, 4 colours, 135g/m ²					
Circul.	500	1.000	2.000	5.000	10.000
Euro	€ 740,-	€ 780,-	€ 880,-	€ 1.200,-	€ 1.400,-
4 pages, 4 colours, 135g/m ²					
Circul.	500	1.000	2.000	5.000	10.000
Euro	€ 830,-	€ 870,-	€ 1.000,-	€ 1.450,-	€ 2.050,-

All prices are exclusive of 19% VAT.

5 Reprint License:

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

Reprint License	
Circulation	up to 1.000 copies
Price	€ 300,-

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

6 Low Res PDF:

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

7 Contact and Booking:

Markus Lehnert, Advertising Management

Phone: +49 6421 3086-594

E-Mail: mlehner@iot-design.de

1 Brief Description:

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

For this we need:

- Contact Data
(Phone, Fax, Web Address, E-Mail)
 - digitized logo
 - product image – with a minimum resolution of 300dpi
 - Text about your company in Word or other text files, also in RTF formats
- 1/2 page with approx. 1,400 characters
1/1 page with approx. 2,800 characters

The design of the portrait is carried out by our graphics department and is also included in the price.

2 Price:

1/1 page, 4c € 3.930,-
1/2 page, 4c € 2.160,-
All prices are exclusive of statutory VAT.

3 Contact:

Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehner@iot-design.de



1/2 page (approx. 1.400 char.)



1/1 page (approx. 2.800 char.)

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

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

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

Categories and Industries are:

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

3 Format: Inner Title: 180 x 200mm

4 Data Delivery: PDF, JPEG or TIF in a resolution of 300dpi,
Article: Text with approx. 8.000 characters, Logo,
Images as JPEG, TIF in a resolution of 300dpi

5 Price: € 3.540,- (plus VAT)



1 Brief Description:

In three issues of IoT Design, we offer you the opportunity to advertise on specific topics (each topic only once a year!) simply and cost-effectively.

2 Price:

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

3 Format:

91mm x 110mm within the given layout

4 Topics:

	Issue:	Deadline:
Mainboards	1+2/2019	31.01.2019
Embedded Software	1+2/2019	31.01.2019
Embedded Systems	3/2019	12.03.2019
Table Multimeters	3/2019	12.03.2019
Operating Devices	4+5/2019	04.09.2019
Industrial Computers	4+5/2019	04.09.2019

Advantages at a glance:

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

No time for advertising?

Just send us your documents - we'll do the rest for you!

anzeigen@i-ot-design.de

Which documents do we need? - The documents check for you:

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

30 | IoT DESIGN 03.18 | PRODUKTÜBERSICHT EMBEDDED SYSTEME

Embedded Systeme

Embedded Systeme sind lange vor dem IoT – dem Internet der Dinge – die Plattform für viele nützliche Anwendungen. Doch ihre Vernetzung über das Internet macht neue Anwendungen möglich, die andere Geschäftsmodelle hervorbringt.

In einem Premiumauto laufen heute für ein neubaugeloses Fahrerlebnis bis zu 100 Mio. Codezeilen in kleinen verteilten Embedded Systemen. Zum Vergleich: Die Facebook-Implementierung wird auf ca. 50 Mio. Zeilen Quellcode geschätzt. Nicht erst seit dem Internet der Dinge leisten die Kleinen erstaunliches. Aber durch das IoT kommen auf sie neue Aufgaben zu, insbesondere in puncto Kommunikation und Cloudanbindung. Hier liegen neue Anwendungen und Geschäftsfelder und die Embedded Systeme bilden das Rückgrat der IoT-Infrastruktur. (kbr)

www.need.de

Aaron Electronic GmbH
82378 Puchheim | Tel.: +49 89 884577-0
info@aarond.de
www.aarond.de

Die neue Generation modularer BOX PC:

Advantech UNO-2484G:

Kompaktes, lüfterloses und robustes Design

- Modular Box IPC Plattform für Intel Core i7/i5/i3 Prozessor bis zu 2,6 GHz, 8 GB DDR4 eingebautem Speicher (Bis zu 16GB)

- 4x GBx, 4x USB 3.0, 1x HDMI, 1x DP (4K), 4x RS232/422/485

- 2. Layer für bis zu 4 iDoor Erweiterungen

- Optional TPM2.0 für Cyber Security

- Diverse System I/O's erweiterbar über die Advantech iDoor Technologie, z.B. PROFIBUS, PROFINET, EtherCAT, Ethernet/IP, CANOpen, COM-Ports, Digital I/O. Wireless und viele mehr



Kontron SE & G
86156 Augsburg | Tel.: +49 89 884577-0
info@kontron.com
www.kontron.com

SMARC 2.0

Die nächste Generation für EMBEDDED IoT ANWENDUNGEN



- Ermöglicht mobile, vernetzte, embedded Lösungen
- Skalierbare Building Blocks
- Optimierte Pin-out Definitionen für vielseitige Architekturen
- Ultra low-power, low profile Lösungen
- Geeignet für raue Industrieumgebungen

Jetzt mehr erfahren!





1 Circulation Control:



2 Circulation Analysis: Copies per issue on average for the period from
01.07.2017 - 30.06.2018 (Q3 + Q4 2017 and Q1 + Q2 2018)

Print run:	7.000		
Actually distributed circulation:	6.651	thereof abroad	132
Paid circulation	102	thereof abroad	
• Subscribed copies	101	thereof abroad	9
Member pieces	–	–	–
• Other sales	–	–	–
• Retail	1	thereof abroad	–
• Returned	–	–	–
Free copies:	6.549	thereof abroad	123
Rest, archive and voucher copies:	349		

3 Content Analysis:

Hardware	33,59%
Software	17,71%
Application Development	15,13%
Solutions	14,28%
Security	10,29%
Management	4,83%
Test and Verification	4,17%

4a Economic Area:

Germany	6.519	98,02%
Abroad	132	1,98%
Actual distributed circulation	6.651	100%

4b Industries:

Mechanical and plant engineering	34,74%
Consumer electronics	14,39%
Automotive / Transportation	14,27%
Medical technology	11,29%
Aerospace	7,70%
Telecommunications	8,85%
Automata construction and kiosk	3,31%
Home and building technology	3,29%
Food industry	2,16%

4c Distribution by Postcode:

Postal zone 0	168	3,58%
Postal zone 1	245	3,76%
Postal zone 2	400	6,13%
Postal zone 3	703	10,78%
Postal zone 4	700	10,74%
Postal zone 5	709	10,88%
Postal zone 6	723	11,09%
Postal zone 7	1.331	20,41%
Postal zone 8	1.063	16,30%
Postal zone 9	478	7,31%
Germany	6.519	100%

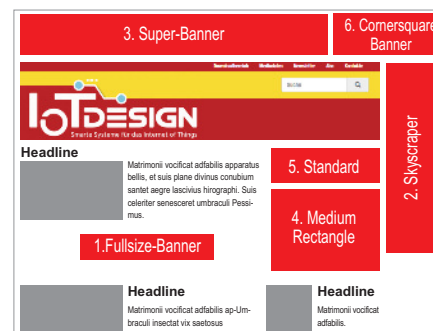
- 1 Website:** **www.iot-design.de**
- 2 Usage Data:** From 01st July 2017 - 30th June 2018
Visitors: 40.078, Page impressions: 60.001
- 3 Brief Description:** Online advertising is an important element for an efficient cross-media campaign that precisely places your advertising message. On our website www.iot-design.de you always publish your advertising message very close to the latest news or suitable editorial content.
- 4 Target Group:** Developers, manufacturers and users of IoT products
- 5 Publishing House:** TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

6 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 Pixel	Integrated placement in the content of the website	€ 670,-
2. Skyscraper	160 x 600 Pixel	Portrait advertising space to the right of the content	€ 980,-
3. Super-Banner	728 x 90 Pixel	Prominently placed at the header with plenty of space for your advertising message	€ 1.090,-
4. Medium Rectangle	300 x 250 Pixel	Striking in the middle of the editorial environment	€ 720,-
5. Standard Top	300 x 60 Pixel	Concise smaller advertising space to the right of the content	€ 520,-
6. Cornersquare Banner	405 x 90 Pixel	Conspicuous placement at top right	€ 520,-
7. Wallpaper	1133 x 90 Pixel + 160 x 600 Pixel	Combine the benefits of Skyscraper and Leaderboard	€ 1.930,-

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

- 7 Data Formats:** GIF, PNG, JPEG, (72dpi, RGB Colourspace) or HTML5, size max. 4MB
No evaluations for flash banners or banners integrated via i-frames possible.
- 8 Contact:** **Markus Lehnert, Advertising Management**
Phone: +49 6421 3086-594
E-Mail: mlehnert@iot-design.de



Your Manufacturer Sides



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

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

Price: € 540,- for 12 months on www.iot-design.de
plus VAT.

Advantages:

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

The following tools are automatically generated for you:

Your articles:



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

Your novelties:



Product novelties that have appeared in the IoT design are listed here and can be conveniently retrieved by the user.

1 Title: **IoT Design News**

2 Brief Description: The HTML newsletter 'IoT Design News' appears every 14 days with the latest news for the Internet of Things. As a customer-oriented advertising medium, it is particularly suitable for fast, direct advertising messages with a high repetition frequency.

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

4 Frequency: 25x per year

5 Usage Data: 2.273 subscribers (August 2018)

6 Volume: 09th volume 2019

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

8 Contacts: **Kai Binder, Chief Editor**
Tel.: +49 6421 3086-139
E-Mail: kbinder@iot-design.de

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

Publication Dates 2019:

January	February	March	April	May	June
1 14.01.19	3 11.02.19	5 11.03.19	7 08.04.19	9 06.05.19	11 03.06.18
2 28.01.19	4 25.02.19	6 25.03.19	8 23.04.19	10 20.05.19	12 17.06.19

July	August	September	October	November	December
13 01.07.19	16 12.08.19	18 09.09.19	20 07.10.19	22 04.11.19	24 02.12.19
14 15.07.19	17 26.08.19	19 23.09.19	21 21.10.19	23 18.11.19	25 16.12.19
15 29.07.19					

9 Prices and Advertising Forms:

Description	Format	Price (plus 19% VAT)
Banner (Header)	600 x 150px	€ 700,-
Banner (Premium)	600 x 150px	€ 680,-
Banner (Standard)	600 x 150px	€ 660,-
Sponsoring Newsletter	<ul style="list-style-type: none"> • 3 Product news (500 to 1.000 characters) • 1 Banner (600 x 150px) • Company logo 	€ 1.980,-
Standalone Newsletter	<ul style="list-style-type: none"> • 8-10 Product news (500 to 1.000 characters) • 1 to 3 Banner (600 x 150px) • Company logo 	€ 3.640,-

The product novelties are linked to the desired URL via www.iot-design.de
(All prices plus 19% VAT)

10 Data Formats:

600x150 pixels at 72dpi as JPG in RGB colour space
File size max. 250KB
Please provide us with data exclusively in RGB color space and in 300dpi.
When sending data in the CMYK colour space, colour deviations may occur in the production process.

11 Data Delivery:

Please send us the following data by e-mail upon delivery:
mpreiss@tedo-verlag.de

- Customer name
- Contact for requests
- Target URL

12 Data Delivery:

7 days before publication of the newsletter

13 Terms of Payment/Bank Details:

The invoice amount is payable within 14 days of the invoice date. For payments within 8 days we grant a discount of 2%.


Sparkasse Marburg-Biedenkopf:

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

Postbank Frankfurt/Main:

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

Sollte diese E-Mail nicht korrekt angezeigt werden, klicken Sie bitte hier.



1. Header 600x150px


Neue Prozessor-Plattform für Automobile

NXP Semiconductors hat ein neuartiges Konzept für die Steuerung und das Daten-Processing im Fahrzeug der Zukunft angekündigt, egal ob elektrisch, voll vernetzt oder selbstfahrend. Die Plattform NXP S32 ist laut Hersteller die weltweit erste voll skalierbare Rechenarchitektur für Fahrzeuge und wird schon bald im Premium- und Volumenmarkt zum Einsatz kommen.

Bild: NXP Semiconductors Germany GmbH

[weiterlesen](#)

2. Premium 600x150px



Microsoft und AWS stellen Deep-Learning API vor

Amazon Web Services (AWS) und Microsoft haben Gluon, eine Deep-Learning-Bibliothek vorgestellt, die den Zugang von Entwicklern zu Machine Learning vereinfachen soll. Die unter einer Open-Source-Lizenz angebotene Bibliothek enthält ein Interface, das die Entwicklung, Tests, das Anlernen und den Einsatz von Machine-Learning-Modellen für die Cloud und mobile Apps erleichtern soll.

Bild: Amazon Web Services

[weiterlesen](#)

3. Standard 600x150px

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 full article at www.iot-design.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 value or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts.

2 Contents and Format: The Sponsored Post Format includes:

- The headline (max. 30 characters)
- The teaser text (max. 250 characters)
- The main text (approx. 2.500 characters)
- The teaser image (JPEG or PNG in RGB colour space at 72 dpi)
- Images for the main text (JPEG or PNG in RGB colour space at 72 dpi)
- Target URL for external linking
- Logo (JPEG or PNG in RGB colour space at 72 dpi)

Please send us your data via e-mail to: anzeigen@iot-design.de

Contact: Markus Lehnert, Advertising Management
mlehner@iot-design.de
 Phone: +49 6421 3086-594

Medium and Type	Placement	Price
Website - Premium-Teaser	In the head area	€ 1.090,-
Website - Standard-Teaser	In the lower area	€ 980,-
Newsletter - Premium	In the head area	€ 700,-
Newsletter - Standard	In the lower area	€ 660,-



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

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

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

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

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

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

4 Usage Data: 01st July 2017 – 30th June 2018
Visitors: 115.689, Page impressions: 283.847

5 Publishing House: 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 of 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

PREMIUM
499,00 €

Price per month plus 19% VAT.

 Comprehensive cross-media
marketing package

 Preferential display of your data
and extensive evaluation tools

 Free customer support
Optional: Data maintenance

PRO
199,00 €

Price per month plus 19% VAT.

 Enter unlimited number
of products

 Preferential display of your data
and extensive evaluation tools

 Free customer support
Optional: Data maintenance

Basic
0,00 €

 Enter unlimited number
of products

 All products
will be displayed

 Without customer support
and data maintenance

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

Aktuelle Leistungstabelle

Prices per month plus VAT.

Basic

PRO

PREMIUM

- Topseller -

€ 0,00

€ 199,00

€ 499,00

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

 Only
€ 299,00

i-need.de Advertising Forms on i-need.de

Promote Product:

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

Contact:

Sina Debus, Media Consulting

Phone: +49 6421 3086-519

E-Mail: sdebus@tedo-verlag.de

Christoph Kirschenmann, Advertising Management IT&Production

Phone: +49 6421 3086-536

E-Mail: ckirschenmann@it-production.com

Banner and Sponsored Post:

Banner	Size (Pixel)	Description	Price/ Month
1. Skyscraper	160x600 Pixel	Portrait placement conspicuous to the right of the content	€ 4.980,-
2. Skyscraper Small	120x600 Pixel	Portrait 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	€ 2.250,-
5. Content Small	250x450 Pixel	Concise advertising space in the middle	€ 2.250,-
6. Content Medium	400x331 Pixel	Auffällige Platzierung im redaktionellen Umfeld	€ 2.500,-
7. Sponsored Post	Image: 200x150 Pixel Headline: 70 characters Text: 200 characters	Your advertisement is designed in the editorial environment and can only be distinguished as an advertisement from editorial content by the reference advertisement.	€ 5.650,-

All prices plus VAT.

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

Promoted product on the i-need.de homepage

AD-VIDEOS
Pay-per-Use-ist-Plattform im Maschinenbau

Aufgaben, Funktionen, Design, Fehlersuche und Wartungsanleitungen
Bester Software-Seller für Maschinenbau

Objektiv Correctal
120016,03

INTRODUZIERENDE PRODUKTE
49€

4. Superbanner

2. Skyscraper Small

6. Content Medium

3. Fullsize-Banner

5. Content Small

7. Sponsored Post

1. Skyscraper

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 return 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 foreseeable damage up to the amount of the relevant advertising fee. Complaints must be made within four weeks of receipt of the invoice, except in the case of non-obvious defects.

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

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

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

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

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

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

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

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

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

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

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

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

Paragraph 23: 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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