1 Title: AUTOMOBIL-ELEKTRONIK

2 Profile in brief:
AUTOMOBIL-ELEKTRONIK covers the entire range of passenger and commercial vehicle electronics: from the components and assemblies to software to tools and development techniques. In conjunction with the leading annual AUTOMOBIL-ELEKTRONIK conference in Ludwigsburg, AUTOMOBIL-ELEKTRONIK offers a combination which is unique in the market, thereby providing superior expertise from a technical and business perspective. Together, AUTOMOBIL-ELEKTRONIK and its four sister journals form the Hüthig Electronic Media Group under the umbrella of the all-electronics online portal. Advertising customers will find a unique portfolio here that allows them to reach their target group across a range of media, in an accurate and comprehensive manner.

3 Target Group:
AUTOMOBIL-ELEKTRONIK targets managers and engineers in the field of automotive electronics design and manufacturing along the entire value chain, from components across the tiers and on to OEMs.

4 Publication:
6 x per year + special issue

5 Magazine format:
DIN A4

6 Volume:
Volume 12/2014

7 Price: (incl. shipping costs and VAT)
Annual subscription
- domestic € 104.86
- foreign € 112.35

Single copy price (not including shipping costs) € 19.00

8 Organ:
-

9 Memberships:
Deutsche Fachpresse, IVW

10 Publishing company:
Hüthig GmbH
Managing Director: Fabian Müller
Publishing Manager: Rainer Simon

11 Publisher:
-

12 Advertising Dept.:
Frank Henning, Advertising Manager

13 Editorial Dept.:
Dr.-Ing. Achim Leitner, Editor-in-chief

14 Volume analysis:
2012 = 6 issues + special issue
Total volume: 452.0 pages = 100.0 % (incl. Industry in Focus)
Editorial section: 292.0 pages = 64.6 % (incl. Industry in Focus)
Advertising section: 160.0 pages = 35.4 %
of which: publisher’s advertisements 18.0 pages = 11.3 %
Bound inserts: –
Supplements: 6

15 Analysis of editorial content:
- Components 54.0 pages = 18.5 %
- Management 5.0 pages = 1.7 %
- Measurement/Testing/Tools 35.0 pages = 12.0 %
- Systems 77.0 pages = 26.4 %
- New products 10.0 pages = 3.4 %
- Events 16.0 pages = 5.5 %
- News/Editorial 25.0 pages = 8.6 %
- Miscellaneous 70.0 pages = 24.0 %

Total 292,0 pages = 100.0 %
Advertising rates in € (for formats, see page 6):
Rates do not include VAT.

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rate</th>
<th>5% discount</th>
<th>10% discount</th>
<th>15% discount</th>
<th>20% discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>4,541.00</td>
<td>4,313.95</td>
<td>4,086.90</td>
<td>3,859.85</td>
<td>3,632.80</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,092.00</td>
<td>2,937.40</td>
<td>2,782.80</td>
<td>2,628.20</td>
<td>2,473.60</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,418.00</td>
<td>2,297.10</td>
<td>2,176.20</td>
<td>2,055.30</td>
<td>1,934.40</td>
</tr>
<tr>
<td>Junior page</td>
<td>2,908.00</td>
<td>2,762.60</td>
<td>2,617.20</td>
<td>2,471.80</td>
<td>2,326.40</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,449.00</td>
<td>1,376.55</td>
<td>1,304.10</td>
<td>1,231.65</td>
<td>1,159.20</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,061.00</td>
<td>1,007.95</td>
<td>954.90</td>
<td>901.85</td>
<td>848.80</td>
</tr>
<tr>
<td>1/8 page</td>
<td>571.00</td>
<td>542.45</td>
<td>513.90</td>
<td>485.35</td>
<td>456.80</td>
</tr>
<tr>
<td>1/16 page</td>
<td>321.00</td>
<td>304.95</td>
<td>288.90</td>
<td>272.85</td>
<td>256.80</td>
</tr>
</tbody>
</table>

Total rates for 2c advertisements

<table>
<thead>
<tr>
<th>Formats</th>
<th>2c rate</th>
<th>5% discount</th>
<th>10% discount</th>
<th>15% discount</th>
<th>20% discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>5,181.00</td>
<td>4,953.95</td>
<td>4,726.90</td>
<td>4,499.85</td>
<td>4,272.80</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,477.00</td>
<td>3,322.40</td>
<td>3,167.80</td>
<td>3,013.20</td>
<td>2,858.60</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,803.00</td>
<td>2,682.10</td>
<td>2,561.20</td>
<td>2,440.30</td>
<td>2,319.40</td>
</tr>
<tr>
<td>Junior page</td>
<td>3,293.00</td>
<td>3,147.60</td>
<td>3,002.20</td>
<td>2,856.80</td>
<td>2,711.40</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,834.00</td>
<td>1,761.55</td>
<td>1,689.10</td>
<td>1,616.65</td>
<td>1,544.20</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,261.00</td>
<td>1,207.95</td>
<td>1,154.90</td>
<td>1,101.85</td>
<td>1,048.80</td>
</tr>
<tr>
<td>1/8 page</td>
<td>771.00</td>
<td>742.45</td>
<td>713.90</td>
<td>685.35</td>
<td>656.80</td>
</tr>
<tr>
<td>1/16 page</td>
<td>521.00</td>
<td>504.95</td>
<td>488.90</td>
<td>472.85</td>
<td>456.80</td>
</tr>
</tbody>
</table>

Total rates for 4c advertisements

<table>
<thead>
<tr>
<th>Formats</th>
<th>4c rate</th>
<th>5% discount</th>
<th>10% discount</th>
<th>15% discount</th>
<th>20% discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>5,616.00</td>
<td>5,388.95</td>
<td>5,161.90</td>
<td>4,934.85</td>
<td>4,707.80</td>
</tr>
<tr>
<td>2/3 page</td>
<td>3,937.00</td>
<td>3,782.40</td>
<td>3,627.80</td>
<td>3,473.20</td>
<td>3,318.60</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,263.00</td>
<td>3,142.10</td>
<td>3,021.20</td>
<td>2,900.30</td>
<td>2,779.40</td>
</tr>
<tr>
<td>Junior page</td>
<td>3,753.00</td>
<td>3,607.60</td>
<td>3,462.20</td>
<td>3,316.80</td>
<td>3,171.40</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,294.00</td>
<td>2,221.55</td>
<td>2,149.10</td>
<td>2,076.65</td>
<td>2,004.20</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,661.00</td>
<td>1,607.95</td>
<td>1,554.90</td>
<td>1,501.85</td>
<td>1,448.80</td>
</tr>
<tr>
<td>1/8 page</td>
<td>1,171.00</td>
<td>1,142.45</td>
<td>1,113.90</td>
<td>1,085.35</td>
<td>1,056.80</td>
</tr>
<tr>
<td>1/16 page</td>
<td>921.00</td>
<td>904.95</td>
<td>888.90</td>
<td>872.85</td>
<td>856.80</td>
</tr>
</tbody>
</table>
Advertising Rates
List No. 13
valid as of 01.10.2013

2 Surcharges
Preferential placements:
- Inside front cover and outside back cover 4c: 10 % surcharge on basic rate
- Binding placements: 10 % surcharge on basic rate
Prices and conditions for cover placement on request.
Color surcharges (not discountable):
- 1/1 page: € 640.– 1,075.–
- 2/3 to 1/3 page: € 385.– 845.–
- 1/4 and smaller: € 200.– 600.–
Surcharges apply to Euroscale colors
Special colors on request
Format surcharges:
- Bleed-off and gutter bleed advertisements: 10 % surcharge on basic rate

3 Discounts (for purchase within 12 months)
Frequency discount rate:
- 3 x publication: 5 %
- 6 x publication: 10 %
- 9 x publication: 15 %
- 12 x publication: 20 %
Quantity discount rate:
- 2 pages: 5 %
- 3 pages: 10 %
- 5 pages: 15 %
- 8 pages: 20 %

4 Job vacancies / classified ads:
Per mm (1-column, 41 mm wide), b/w: € 3.–

5 Special Advertising:
Bound inserts must be delivered folded, untrimmed, without back stapling

<table>
<thead>
<tr>
<th>Volume</th>
<th>Paper weight</th>
<th>minimum weight</th>
<th>up to 135 g/m²</th>
<th>over 135 g/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>120 g/m²</td>
<td>€ 3,920.–</td>
<td>€ 4,110.–</td>
<td></td>
</tr>
<tr>
<td>4 pages</td>
<td>80  g/m²</td>
<td>€ 4,930.–</td>
<td>€ 5,150.–</td>
<td></td>
</tr>
</tbody>
</table>

Bound inserts to be delivered to the printers free of charge and correctly packed no later than 14 days prior to publication date (see schedule) of the agreed issue. Required supply quantity: 11,700 copies

Supplements:
- Minimum format 10.5 x 14.8 cm, minimum weight per sheet 150 g/m²
  - up to 25 g: € 3,040.–
  - up to 50 g: € 3,760.–
  - each additional 25 g weight: € 1,520.–
- Maximum paper format 20 x 28 cm
- Delivery: Specimens to be supplied as of order placement, circulation up to 10 days prior to publication.
- Required supply quantity: 11,700 copies
- Partial supplements on request

Stick-on advertising media:
Minimum format 6.0 x 7.5 cm at 150 g/m²
Positioning on request
- In conjunction with advertisement or bound insert: € 1,065.–
- plus adhesive costs
  - for machine processing: € 520.–
  - for manual processing: € 1,170.–

Delivery address for supplements and bound inserts:
Kessler Druck + Medien, Michael-Schäffer-Str. 1, D-86399 Bobingen
(clearly marked: AUTOMOBIL-ELEKTRONIK, issue XX/2011)

6 Contact:
Consultation, bookings:
Frank Henning, Advertising Manager
Phone +49 6221 489-363
E-mail: frank.henning@huethig.de
Data delivery, invoicing, documents:
Angelika Scheffler
Phone +49 6221 489-392, Fax +49 6221 489-481
E-mail: ael-dispo@huethig.de

7 Terms of payment:
Net within 30 days of invoice date, 2% discount if payment made in advance or direct debit. Rates do not include VAT.
Bank details:
Postbank Ludwigshafen, Account number: 4 799 673,
Bank code: 545 100 67, IBAN: DE77 5451 0067 0004 7996 73, SWIFT/BIC: PBNKDEFF

All prices in Euros without applicable VAT
<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Bleed Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>178 x 257 mm</td>
<td>216 x 303 mm*</td>
</tr>
<tr>
<td>Junior page</td>
<td>126 x 178 mm</td>
<td>145 x 203 mm*</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>117 x 257 mm</td>
<td>136 x 303 mm*</td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>178 x 169 mm</td>
<td>216 x 194 mm*</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>86 x 257 mm</td>
<td>105 x 303 mm*</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>178 x 126 mm</td>
<td>216 x 149 mm*</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>56 x 257 mm</td>
<td>75 x 303 mm*</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>178 x 83 mm</td>
<td>216 x 105 mm*</td>
</tr>
<tr>
<td>1/4 page block</td>
<td>86 x 126 mm</td>
<td>105 x 149 mm*</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>178 x 62 mm</td>
<td>216 x 85 mm*</td>
</tr>
<tr>
<td>1/8 page vertical</td>
<td>86 x 62 mm</td>
<td>41 x 126 mm</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>178 x 29 mm</td>
<td>178 x 29 mm</td>
</tr>
<tr>
<td>1/16 page vertical</td>
<td>41 x 62 mm</td>
<td>86 x 29 mm</td>
</tr>
</tbody>
</table>

*Bleed formats quoted include 3 mm trim allowances

Magazine format: DIN A4, width 210 mm, height 297 mm
1 Magazine format: Width 210 mm, height 297 mm, DIN A4
   Type area: Width 178 mm, height 257 mm
   4 columns, column width: 41 mm

2 Printing & binding process: Sheet-fed offset, adhesive binding

3 Data transfer: ael-dispo@huethig.de

4 Data formats: Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller using version 4.0 or higher and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.

5 Color advertisements: For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.

6 Proof: as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.
   For further information on pdf format pre-settings see www.pdf-club.de or call the technical hotline at +49 8191 125-338.

7 Data archiving: Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

8 Warranty:
   1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.
   2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
   3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
   4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
   5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
   6. Customers failing to abide by the publisher’s recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
   7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
   8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

9 Contact
   Advertisement processing:
   Angelika Scheffler
   Phone: +49 6221 489-392
   Fax: +49 6221 489-481
   E-mail: ael-dispo@huethig.de
AUTOMOBIL-ELEKTRONIK: Focus on the branch

The branch leader offers a comprehensive overview of suppliers and service providers for the automotive, automotive supplier, and electronic industries. It is published twice a year. In addition to complete supplier surveys, it includes comprehensive company portraits with detailed descriptions of the company and its line of goods or program. The market and product surveys cover the following areas: Elements/components, optoelectronics, electromechanics, power supplies, sensors, actuators, assemblies/control devices, cockpit, driving safety/driver assistance, infotainment/telematics, metrology, development tools and services. The automotive electronics lexicon that also appears in this issue explains the industry’s most important technical terms.

Publication date: May 28, 2014
Advertising deadline: Apr. 30, 2014
Print run: 12,500 copies
Formats:
- Magazine format: 210 mm wide x 198 mm high
- Advertisement/portrait: 185 mm wide x 180 mm high

Prices:
- Company portrait (1/1 page 4c): € 1,550.–
- Advertisement (1/1 page 4c): € 1,850.–
- Combination portrait/advertisement (each 1/1 page 4c): € 3,010.–
- Inside title page (photo + logo + URL): € 1,520.–
- Combination profile/inside title page: € 2,100.–
- Logo in address directory: € 260.–

This special issue is not IVW certified.
all-electronics.de

1 Website (URL): www.all-electronics.de

2 Profile in brief:
all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH.
The portal focuses chiefly on the topics of electronic development, electronic manufacturing and automation. In addition to up-to-the-minute information and new products, the portal’s journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines.
The user also has extensive research facilities at hand in the business directory, which contains over 5,000 companies listed by specific industry. And the online presence is reinforced by a newsletter with over 16,500 registered subscribers.
The offering is rounded out by an extensive job market featuring positions for skilled staff and executive management in the electronics industry.

3 Target group:
The portal’s target group is comprised of developers and decision-makers in the electronics industry, as well as automation specialists from all industries. The majority of users are engineers and designers.

4 Publisher: Hüthig GmbH

5 Editorial Contact: Dr.-Ing. Achim Leitner, Editor-in-chief
Tel.: +49 8191 125-403
E-mail: achim.leitner@huethig.de

6 Contact – Online Advertising:
Frank Henning, Advertising Manager
Tel.: +49 6221 489-363
E-mail: frank.henning@huethig.de
Anja Breuer, Advertising Manager
Tel.: +49 6221 489-326
E-mail: anja.breuer@huethig.de

7 Data delivery:
Sabine Greinus
Tel.: +49 6221 489-598
E-mail: online-dispo@huethig.de

Complete Media Kit
www.all-electronics.de/mediadatenonline

Facts
Traffic¹
- 39,983 visits / month
- 80,598 page impressions / month
- 28.18 minutes average dwell time
- 16,500 newsletter subscribers

Content
- technical articles
- product reports
- news
- interviews
- videos

Channels
- business
- components
- embedded
- datacom
- measuring + testing
- e-manufacturing
- automation
- applications
- dates
- job market
- videos

¹ Source: IVW, as of 4/2013, non-search engine traffic
## 1 Rates and Advertising Formats

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Format in pixels</th>
<th>Bookable Channels</th>
<th>Price in Euros per month/issue</th>
<th>Prices in the trade fair months March, October, November</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Size banner</td>
<td>468 x 60</td>
<td>total rotation</td>
<td>1,685.–</td>
<td>1,850.–</td>
</tr>
<tr>
<td>Half-Size banner</td>
<td>234 x 60</td>
<td>total rotation</td>
<td>1,210.–</td>
<td>1,320.–</td>
</tr>
<tr>
<td>Superbanner (=Big-Size banner)</td>
<td>728 up to a max. 890 x 90</td>
<td>total rotation</td>
<td>2,460.–</td>
<td>2,680.–</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>total rotation</td>
<td>2,200.–</td>
<td>2,400.–</td>
</tr>
<tr>
<td>Content Ad</td>
<td>300 x 250</td>
<td>total rotation</td>
<td>3,000.–</td>
<td>3,240.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>total rotation</td>
<td>2,800.–</td>
<td>3,050.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and max. 160 x 900</td>
<td>total rotation</td>
<td>4,125.–</td>
<td>4,500.–</td>
</tr>
<tr>
<td>Partner-site button in channel</td>
<td>300 x 120</td>
<td>Business, components, embedded, datacom, measuring + testing, e-manufacturing, automation, applications, videos</td>
<td>530.–</td>
<td>575.–</td>
</tr>
<tr>
<td>Partner-site button on homepage</td>
<td>300 x 120</td>
<td>homepage</td>
<td>1,530.–</td>
<td>1,670.–</td>
</tr>
<tr>
<td>Sponsoring button</td>
<td>870 x 30</td>
<td>total rotation</td>
<td>3,180.–</td>
<td>3,470.–</td>
</tr>
<tr>
<td>Microsite/Specials</td>
<td>as agreed</td>
<td>Link in main navigation + sidebar</td>
<td>1,170.–</td>
<td>1,270.–</td>
</tr>
<tr>
<td>Company/Product Video</td>
<td>400 x 280</td>
<td>Company entry, Videos</td>
<td>2,775.–*</td>
<td></td>
</tr>
<tr>
<td>Whitepaper</td>
<td>as agreed</td>
<td>Whitepaper, Sidebar</td>
<td>220.–</td>
<td>240.–</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>Text + max. 5 pictures</td>
<td>1 week integration on home page + archiving min. 1 year</td>
<td>1,850.–</td>
<td></td>
</tr>
<tr>
<td>Newsletter/Sponsoring Ad</td>
<td>660 x 30 bis 90</td>
<td></td>
<td>825.–</td>
<td>900.–</td>
</tr>
<tr>
<td>Newsletter/Content Ad</td>
<td>480 x 150</td>
<td></td>
<td>765.–</td>
<td>835.–</td>
</tr>
<tr>
<td>Newsletter/Skyscraper</td>
<td>160 x 600</td>
<td></td>
<td>930.–</td>
<td>1,015.–</td>
</tr>
<tr>
<td>Newsletter/Button</td>
<td>160 x 80</td>
<td></td>
<td>530.–</td>
<td>580.–</td>
</tr>
<tr>
<td>Newsletter/Text Ad</td>
<td>image: 150 x 100 pixels</td>
<td>text: max. 330 characters</td>
<td>765.–</td>
<td>835.–</td>
</tr>
<tr>
<td>Company entry/Standard</td>
<td></td>
<td>Business directory</td>
<td>free</td>
<td></td>
</tr>
<tr>
<td>Company entry/Plus</td>
<td></td>
<td>Business directory</td>
<td>285.– per year</td>
<td></td>
</tr>
<tr>
<td>Company entry/Pro</td>
<td></td>
<td>Business directory</td>
<td>465.– per year</td>
<td></td>
</tr>
<tr>
<td>Company entry/Super Pro</td>
<td></td>
<td>Business directory</td>
<td>1,850.– per year</td>
<td></td>
</tr>
</tbody>
</table>

*duration: 1 year

All prices in Euros without applicable VAT
1 Banner formats

You can book a wide variety of banner formats on all-electronics.de. Whether an animated gif, a flash banner or java application, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of two additional advertising partners in this placement. The only exception to this is the partner-site button. Here, you have the opportunity to reach your target group in even more specific manner by booking a specific channel, e.g. embedded or automation. Your campaign will be billed at the monthly fixed-price rate. The minimum booking period is four weeks.

**Full-Size banner**
Format: 468 x 60 pixels
Price/month: € 1,685.– / € 1,850.–*

**Half-Size banner**
Format: 234 x 60 pixels
Price/month: € 1,210.– / € 1,320.–*

**Superbanner**
Format: 728 up to max. 890 x 90 pixels
Price/month: € 2,460.– / € 2,680.–*

**Skyscraper**
Format: 160 x 600 pixels
Price/month: € 2,200.– / € 2,400.–*

**Content Ad**
Format: 300 x 250 pixels
Price/month: € 3,000.– / € 3,240.–*

**Rectangle**
Format: 300 x 250 pixels
Price/month: € 2,800.– / € 3,050.–*
**Wallpaper**
Format: 728 x 90 pixels and max. 160 x 900 pixels
Price/month: € 4,125.– / € 4,500.–*

**Partner-site button**
Format: 300 x 120 pixels
Price/channel/month: € 530.– / 575.–*
Price/homepage/month: € 1,530.– / 1,670.–*

**Sponsoring button**
Format: 870 x 30 pixels
Price/month: € 3,180.– / € 3,470.–*

**Microsite/Specials**
Contents: text, video, link, document
Price/month: € 1,170.– / € 1,270.–*

**Company/Product Video**
Format: 400 x 280 pixels
File type: flash (FLV), MP4, maximum 5 minutes
Price per video: € 2,775.–
Minimum duration: 1 year

**Whitepaper**
Format: HTML page
Contents: text, logo, download
Price/month: € 220.– / € 240.–*

**Sponsored post**
Contents:
Headline, teaser, text, max. 5 pictures
Price/month: € 1,850.–

* Increased price before trade fairs, see page 9

All prices in Euros without applicable VAT. | All banner formats up to a max. of 50 KB. | File type for banner ad: flash, jpg, gif
1 Name: all-electronics.de-Newsletter

2 Profile in brief:
Each Tuesday and Thursday, our weekly newsletter is sent to over 16,500 subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.

3 Target group:
The portal's target group is comprised of developers and decision-makers in the electronics industry, as well as automation specialists from all industries. The majority of users are engineers and designers.

4 Frequency: 2 x per week, on Tuesday and Thursday

5 Editorial Contact:
Dr.-Ing. Achim Leitner, Editor-in-chief
Tel.: +49 8191 125-403
E-mail: achim.leitner@huethig.de

6 Contact – Online Advertising:
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E-mail: frank.henning@huethig.de
Anja Breuer, Advertising Manager
Tel.: +49 6221 489-326
E-mail: anja.breuer@huethig.de

7 Data delivery:
Sabine Greinus
Tel.: +49 6221 489-598
E-mail: online-dispo@huethig.de

**publisher’s claim

All prices in Euros without applicable VAT
Business directory
Take advantage of location benefits on the internet too: present your company with a company entry within your industry sector. An entry in our business directory guarantees constant presence when prospect customers are searching. You can update or otherwise modify your company entry at any time.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Standard</th>
<th>Plus</th>
<th>Pro</th>
<th>Super Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display of your company profile to relevant search results</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Email contact</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Tie-in with your product reports, industry articles, news, events</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Telephone and fax number</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Link to homepage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company logo</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Product program (free-form text up to 1,500 characters)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company profile (free-form text up to 1,500 characters)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Dedicated contact individuals with name, email and phone number</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Links to sales offices or branches</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>5 additional information in file format, up to a max. of 500 kB, e.g. presentations, brochures, text or images</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Access to online statistics</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Prominent display in search results</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Whitepaper for 1 year</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>1x Text Ad or Content Ad in all-electronics newsletter</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Price/year</td>
<td>€ 0</td>
<td>€ 285.–</td>
<td>€ 465.–</td>
<td>€ 1,850.–</td>
</tr>
</tbody>
</table>

All prices in Euros without applicable VAT
Looking for specialists?

Find qualified employees in Hüthig electronic media! Do you have vacancies to fill and are looking for qualified employees? Take advantage of the combined media power of Hüthig electronic media!

You’ll have various options to address potential candidates for a special position or for your company.

1. Online: your employment offer on www.all-electronics.de
2. Online and print in combination
3. Your print job advertisement in our media

You’ll reach pure target groups, for example:
- Managers and engineers in electronics development and manufacturing, as well as in mechanical and plant engineering
- Designers
- Electronics developers
- Decision-makers and experts from the electronics industry
- Automation experts

Combine our magazines to meet your precise needs. Virtually every single reader of our media could be the right one for your company!

Prices Print and Online:*

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online only</td>
<td>€ 480.–</td>
</tr>
<tr>
<td>Job vacancy ad in 2 magazines, 1/1 page + online</td>
<td>€ 3,150.–</td>
</tr>
<tr>
<td>Job vacancy ad in 3 magazines, 1/1 page + online</td>
<td>€ 4,490.–</td>
</tr>
<tr>
<td>Job vacancy ad in 2 magazines, 1/2 page + online</td>
<td>€ 1,820.–</td>
</tr>
<tr>
<td>Job vacancy ad in 3 magazines, 1/2 page + online</td>
<td>€ 2,490.–</td>
</tr>
</tbody>
</table>

Prices Print:

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job vacancy ad in 2 magazines, 1/1 page</td>
<td>€ 2,800.–</td>
</tr>
<tr>
<td>Job vacancy ad in 3 magazines, 1/1 page</td>
<td>€ 4,200.–</td>
</tr>
<tr>
<td>Job vacancy ad in 2 magazines, 1/2 page</td>
<td>€ 1,500.–</td>
</tr>
<tr>
<td>Job vacancy ad in 3 magazines, 1/2 page</td>
<td>€ 2,250.–</td>
</tr>
</tbody>
</table>

* Prices not eligible for discount. Prices do not include applicable statutory VAT.
Acquire new customers with TOP decision-maker addresses

We offer you an exclusive, very up-to-date database with a very precise target group. This is because we maintain our data continuously, partly since we see intensive contact with the readers and responding to their needs as critical quality factors. Our databank meanwhile holds more than 500,000 qualified personal addresses. We can restrict this data pool in order to achieve exactly the target group you have in mind.

Increase your sales success and develop new potential sales volume by addressing these decision makers in a targeted and personalized way using direct mailing.

Your benefits:

- High quality, up-to-date addresses: Ensured by regular delivery of the trade journals to readers and furthermore by continual address cleansing and address qualification
- Personalized addressing: Decision makers of the first and second management levels as well as specialists
- Flexible address use: Single, multiple or long-term use
- Billed according to net number of uses: comparison to your data stock

Test mailing:

Give us a test! Small quantities of addresses are possible for a test in order to guarantee a high level of planning reliability for your mailing.

Extensive selection options:

- Branch
- Decision makers by position and function
- Readers of individual trade journal titles
- Number of employees
- Region (postal code/Nielsen)

Optional full-service:

- Address data synchronization by external service provider
- Concept, design and production of the mailing by our advertising agency
- Addressing, postage optimization, assembly and postal delivery of the mailing by Lettershop

We determine the potential of your desired target group at no cost and with no obligation.
**AUTOMOBIL-ELEKTRONIK** covers the entire value chain in vehicle electronics: from the components and assemblies to software tools and development techniques. In conjunction with the leading annual **AUTOMOBIL-ELEKTRONIK conference** in Ludwigsburg, **AUTOMOBIL-ELEKTRONIK** offers a combination which is unique in the market, thereby providing superior expertise from a technical and business perspective.

**IEE** is the implementation and solution-oriented trade magazine for electric automation and drive technology. The range of editorial topics covers the entire automation pyramid, from the control and process level down to the field level. Independently researched and substantiated articles position **IEE** as the source of information for automation experts in all industrial branches. The modern and attractive magazine particularly addresses investment decision-makers in machine and system design and project and area management in automation.

**all-electronics.de** is the journalistic portal for the five electronic trade magazines from Hüthig GmbH. The portal’s main topics are in the areas of electronics development, electronics manufacturing and automation. In addition to up-to-date information and new products, the journalistic work focuses on sound technical articles, background reports and technical knowledge. Users have extensive research options on all-electronics. A list of companies, the job market and the newsletter with 16,500 registered subscribers that is published twice a week round out the offer.
1 Circulation monitoring:

2 Circulation analysis: Copies per issue on average for the period (July 1, 2012 to June 30, 2013)

Print run: 11,577

Number of copies actually distributed: 11,341 including abroad: 272

Copies sold: 654 including abroad: 17
  – Subscribed copies: 194 including association member copies: 0
  – Other sales: 460
  – Single copy sales: 0

Free copies: 10,687

Residual, archive and specimen copies: 236

3 Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region:</th>
<th>Percentage of copies actually distributed</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>94.1%</td>
<td>10,672</td>
</tr>
<tr>
<td>Abroad</td>
<td>2.4%</td>
<td>272</td>
</tr>
<tr>
<td>Other*</td>
<td>3.5%</td>
<td>397</td>
</tr>
<tr>
<td><strong>Copies actually distributed</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>11,341</strong></td>
</tr>
</tbody>
</table>

* Section of circulation not analyzed such as trade fair and congress copies etc.

Distribution by Nielsen areas:

<table>
<thead>
<tr>
<th>Nielsen area</th>
<th>Percentage of copies actually distributed</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nielsen area 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hamburg, Bremen, Schleswig-Holstein, Lower Saxony</td>
<td>12.0%</td>
<td>1,281</td>
</tr>
<tr>
<td>Nielsen area 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td>15.8%</td>
<td>1,686</td>
</tr>
<tr>
<td>Nielsen area 3a</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hesse, Rhineland-Palatinate, Saarland</td>
<td>11.6%</td>
<td>1,237</td>
</tr>
<tr>
<td>Nielsen area 3b</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baden-Wuerttemberg</td>
<td>26.6%</td>
<td>2,839</td>
</tr>
<tr>
<td>Nielsen area 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bavaria</td>
<td>22.0%</td>
<td>2,348</td>
</tr>
<tr>
<td>Nielsen area 5 – 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berlin, Brandenburg, Mecklenburg-Western Pomerania, Saxony, Saxony-Anhalt, Thuringia</td>
<td>12.0%</td>
<td>1,281</td>
</tr>
<tr>
<td><strong>Copies actually distributed Germany</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>10,672</strong></td>
</tr>
</tbody>
</table>

The detailed description of the survey method can be found on page 19
### 1.1 Sectors / industries

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to industrial sector classification, WZ 2008)</th>
<th>Percentage of copies actually distributed</th>
<th>Recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>29, 30</td>
<td>Manufacture of motor vehicles and motor vehicle parts, vehicle construction</td>
<td>57.4%</td>
<td>6,510</td>
</tr>
<tr>
<td>72, 71.12</td>
<td>Engineering companies, design engineering</td>
<td>12.5%</td>
<td>1,418</td>
</tr>
<tr>
<td>26.1</td>
<td>Manufacture of electrical components and circuit boards</td>
<td>9.6%</td>
<td>1,089</td>
</tr>
<tr>
<td>26.51</td>
<td>Manufacture of measurement, control and navigation instruments and equipment</td>
<td>7.0%</td>
<td>794</td>
</tr>
<tr>
<td>26.3</td>
<td>Manufacture of telecommunications technology systems and equipment</td>
<td>4.0%</td>
<td>454</td>
</tr>
<tr>
<td>27.3, 35</td>
<td>Manufacture of cables and electrical installation material and energy supply</td>
<td>3.5%</td>
<td>397</td>
</tr>
<tr>
<td></td>
<td>Other sectors (e.g. software, development, universities and trade associations)</td>
<td>2.5%</td>
<td>282</td>
</tr>
<tr>
<td></td>
<td>Other*</td>
<td>3.5%</td>
<td>397</td>
</tr>
</tbody>
</table>

**Copies actually distributed** | 100.0 | 11,341

* Section of circulation not analyzed such as trade fair and congress copies etc.

### 1.2 Size of business unit

<table>
<thead>
<tr>
<th></th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>1 – 49 employees</td>
<td>20.0</td>
</tr>
<tr>
<td>50 – 199 employees</td>
<td>21.4</td>
</tr>
<tr>
<td>200 – 999 employees</td>
<td>22.8</td>
</tr>
<tr>
<td>1,000 and more employees</td>
<td>32.3</td>
</tr>
<tr>
<td>Other*</td>
<td>3.5</td>
</tr>
</tbody>
</table>

**Copies actually distributed** | 100.0 | 11,341

* Section of circulation not analyzed such as trade fair and congress copies etc.

### 2.1 Job feature: field of activity

<table>
<thead>
<tr>
<th></th>
<th>Percentage of copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Company management, technical management</td>
<td>31.7</td>
</tr>
<tr>
<td>Research and development</td>
<td>33.9</td>
</tr>
<tr>
<td>Design</td>
<td>7.8</td>
</tr>
<tr>
<td>Production</td>
<td>6.0</td>
</tr>
<tr>
<td>Quality</td>
<td>4.7</td>
</tr>
<tr>
<td>Purchasing</td>
<td>7.4</td>
</tr>
<tr>
<td>Other functions (e.g. IT, organization, industry associations)</td>
<td>5.0</td>
</tr>
<tr>
<td>Other*</td>
<td>3.5</td>
</tr>
</tbody>
</table>

**Copies actually distributed** | 100.0 | 11,341

* Section of circulation not analyzed such as trade fair and congress copies etc.

The detailed description of the survey method can be found on page 19
1. **Survey Method**
   
   Recipient structure analysis via file analysis – total survey

2. **Description of readership at time of data collection:**

   2.1 **Contents of file**
   
   The recipient file contains the addresses of all recipients. Due to the availability of postal details, the file can be sorted by postcode or by domestic/foreign recipients. Other details contained in the file are: sector, company size class and job features.

2.2 **Total number of recipients in the file:**

   22,112

2.3 **Total number of changing recipients:**

   (Change after every second issue)

   21,216

2.4 **Structure of readership of an average issue by distribution types:**

   – Copies sold
     
     - including: subscriber copies
       
       - single copy sales
         
         194
       
       - other sales
         
         460
     
     654
   
   – Free copies
     
     - including: permanent free copies
       
       242
     
     - changing free copies
       
       10,209
     
     - advertising copies
       
       236
     
     10,687
   
   Copies actually distributed

   – including Germany
     
     11,069
   
   – including abroad
     
     272

3. **Description of study**

   3.1 **Basic population (section studied):**

   
   Basic population 11,341 = 100.00 %

   Not included in the study

   – advertising copies 236 = 2.08 %

   The study represents a section of the basic population (copies actually distributed) 11,105 = 97.92 %

   3.2 **Date of file analysis:**

   01.08.2013

   3.3 **Description of data basis:**

   classifying recipients according to sectors, company size and job features, the data stored by Vertriebsunion Meynen in Eltville was used.

   3.4 **Target individual of study:**

   The personal recipients in the institutions as recorded in the file.

   3.5 **Definition of readers:**

   not applicable

   3.6 **Period studied:**

   July 2012 – June 30, 2013

   3.7 **Study carried out by:**

   Hüthig GmbH

In its design, implementation and reporting, this study conforms to the current version of the ZAW framework scheme for advertising media analyses.
Your contacts and representatives

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D-95488 Eckersdorf
Phone: +49 921 31663
Fax: +49 921 32875
E-mail: taylor.m@t-online.de
§ 3 Contract Implementation

advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

§ Offer, Conclusion of Contract

submission of a sample and checking by the publisher.

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

placement of the first advertising material.

The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies are only accepted if they are accompanied by a purchase order or a signed mandate. The publisher reserves the right to withdraw an order from an advertising agency if there are doubts as to the professional practice of the agency or its creditworthiness. The advertising material which has already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation

customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or instruction containing computer viruses. No claims on the part of the customer shall derive from such action. In addition, the publisher reserves the right to bring proceedings in respect of any costs incurred until the cancellation of the order and in respect of all other costs.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the returned proof contains errors, the proofs shall be replaced only by the order being cancelled, the customer may demand a substitute placement. In the event that the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in the event the claims for damages were caused by intent or gross negligence on the part of the publisher, the damages are not limited to the foreseeable losses.

6. The customer is responsible for the correctness of the data. The customer shall be entitled to withdraw the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

7. In the event that the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in the event the claims for damages were caused by intent or gross negligence on the part of the publisher, the damages are not limited to the foreseeable losses.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to the extent that the advertising material affects the rights of third parties. In the event that the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in the event the claims for damages were caused by intent or gross negligence on the part of the publisher, the damages are not limited to the foreseeable losses.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission is only paid to advertising agencies if they have notified the publisher of their mandate in writing. The publisher shall be entitled to withdraw the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

12. Advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation of the order and in respect of all other costs.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be obtained, the publisher shall instead send confirmation that the advertising material has been published and disseminated.

6. The deposit and labeling of advertising material must be agreed with the customer. The publisher shall be entitled to destroy advertising materials if they are not recognizable as such.

3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. The customer must lodge complaints regarding non-obvious defects not later than one year following publication of the relevant printed material. In the event of non-compliance with the contract, the court of jurisdiction in respect of cases of consumer law is the court of jurisdiction in the publisher's registered office.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional costs incurred. The publisher reserves the right to refuse or cancel an order if the customer is in breach of any obligations incumbent on the customer.

3. If an order is extended, the customer shall be entitled to a retroactive discount, provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertising year. If an order fails to reach the forecast order volume, the excess discount granted shall be subsequently invoiced to the customer.

5. For orders from abroad which are subject to value added tax, the invoice shall be stated in euros and for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Debit has been shortened to six days. In the event of payment default, dunning and collection expenses shall be charged to the contracting party. In the event of payment default, the publisher shall be authorized to defer delivery on a current account or to set off due accounts. In case of reasonable doubt concerning the customer's ability to pay, the publisher shall be authorized, to include during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of advertising material dependent on advertising payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

6. If the order is confirmed before the SEPA Core Direct Debit is transmitted the invoice will be stated in euros and for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Debit has been shortened to six days. In the event of payment default, dunning and collection expenses shall be charged to the contracting party. In the event of payment default, the publisher shall be authorized to defer delivery on a current account or to set off due accounts. In case of reasonable doubt concerning the customer's ability to pay, the publisher shall be authorized, to include during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of advertising material dependent on advertising payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

7. The customer warrants that it holds all rights necessary for the placement, publication and dissemination of the advertising material. The customer is responsible for the correctness of all data entered and for the availability of the data stored. In the event that the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in the event the claims for damages were caused by intent or gross negligence on the part of the publisher, the damages are not limited to the foreseeable losses.

8. The customer is responsible for the correctness of the data. The customer shall be entitled to withdraw the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

9. The customer's liability ceases if it is caused by fault of the customer. In the event of non-compliance with the contract, the court of jurisdiction in respect of cases of consumer law is the court of jurisdiction in the publisher's registered office.
## Schedule and Media Information

### Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-0, Fax +49 6221 489-482, Internet: www.huethig.de

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<th>Issue</th>
<th>1 February</th>
<th>2 April</th>
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<th>Industry in Focus</th>
<th>4 August</th>
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### Special topics

- **CES follow-up report**: The editorial department visits the International Consumer Electronics Show (CES) in Las Vegas and reports about the automotive highlights.
- **Optoelectronics**: Lighting, LEDs, OLEDs, displays
- **Test of hardware and software**: System test, test benches, HiL, SiL, mobile metery, diagnosis, test automation, test systems
- **Report about the 18th International Automobile-Elektronik Conference**: Keynotes, presentations, impressions
- **Car-to-X systems**: Status and outlook

### Trade fairs

- **International Consumer Electronics Show (CES)**: Jan. 7-10, 2014, Las Vegas, USA
- **Autobahn Trade Fair**: Feb. 25-27, 2014, Nuremberg
- **Save Nisse**: Apr. 7-11, 2014, Hannover

### Feature topics

- **Infotainment, multimedia**: Radio, TV, navigation, telephone, communication, GPS, Galileo, Bluetooth, MOST, Genivi, reliable integration of mobile devices, concepts
- **Safety & Security**: Design concepts, tools, security ICs, services, ISO 26262
- **Environment recognition, driver assistance, ADAS**: Systems, radar, sensors, evaluation electronics, sensor data fusion, image processing, safety and convenience aspects
- **Sensors/sensor systems**: Sensor fusion, temperature, humidity, pressure, distance, magnetic field, video, radar, acceleration, optical
- **Relays, connectors, cables, services**: Bus systems/protocols, FlexRay, CAN, LIN, MOST, Ethernet/IP
- **Active and passive components**: Semiconductors, capacitors, resistors, sensors
- **Sensor technologies/actuators**: Sensor data fusion, sensors, sensor conditioning ICs, motors, piezo elements, magnets, actuators
- **Driver assistance systems**: ADAS: Components for convenience and safety

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