

Media Information 2010




The Printed Exhibition for the Electrical Trade



- Building Automation and Building System Technologies●
- Installation Technologies ●
- Switch and Control ●
- Workshop and Factory ●
- Computer and Communications●




= with reporting about the target markets for regenerative energies and energy efficiency

Editions, Dates of publishing and Closing Dates	Building Automation and Building System Technologies	Installation Technologies	Switch and Control	Workshop and Factory	Computer and Communi- cations	Fairs/ Events
<p>1 Feb 25th</p> <p>Closing Date Feb 4th</p>	<p>Ethernet, Bacnet and OPC</p> <p>Security and Alarm Systems</p> <p>Visualization and Building Control Systems</p> <p>Wireless Bus Systems</p>	<p>Lightning and Overvoltage Protection</p> <p>Installation Technology and Installation Material</p> <p>Smart Metering</p> <p>Regenerative Energy</p> 	<p>Remote Control</p> <p>Switch Plants and Distributors</p> <p>Distributed Power Generation</p> <p>Relays, Logic Relays and Controllers (PLC)</p>	<p>Utility Vehicles and Vehicle Equipment</p> <p>Housing and Cabinets</p> <p>Testing and Measurement</p>	<p>Software for Business</p> <p>UPS</p> <p>Data Networks (LAN)</p> <p>Communications Measuring Technologies</p>	<p>CEP-Clean Energy Power Stuttgart, Feb 25th to 27th</p> <p>CeBIT Hanover, Mar 2nd to 6th</p> <p>Internationale Handwerks- messe Munich, Mar 3rd to 7th</p> <p>SHK Essen, Mar 10th to 13th</p> <p>Prolight + Sound Frankfurt, Mar 24th to 27th</p> <p>Facility Management Frankfurt, Mar 9th to 11th</p> <p>Auto- matisierungs- treff Böblingen, Mar 23rd to 25th</p>




= with reporting about the target markets for regenerative energies and energy efficiency

Editions, Dates of publishing and Closing Dates	Building Automation and Building System Technologies	Installation Technologies	Switch and Control	Workshop and Factory	Computer and Communi- cations	Fairs/ Events
2 Apr 1 st Closing Date Mar 11 th	Remote Control Lightning-, Energy- and Power Flow Management Systems Operater Panels Bus- and Networkable Components for Building Automation Applications Energy Efficiency in Buildings	Cables, Lines and Bus Systems Low-Voltage Switch Plants Installation Technology and Installation Material Light Technology Electric Mobility	Connection Techniques Drive Engineering Switchgear, Contactors, Relays, Timers, Counters, Logic Relays Power Supplies	Mobile Measurement Technology Hand Tools Office and Workshop Equipment Combined Consumer Electronic and Building Automation	CAD-/CAE- Software Multimedia Technology Telecommuni- cations Data Processing Equipment Data Networks (LAN) Closed Circuit Television	light + building Frankfurt, Apr 11 th to 16 th Hanover Messe Apr 19 th to 23 rd Sensor+Test Nuremberg, May 15 th to 20 th Anga Cable Cologne, May 4 th to 6 th
Special Edition: light+building						
3 May 31 st Closing Date May 6 th	Intelligent Home Building Automation via Internet Wireless Bus Systems Shutter Drives and Controllers	Indoor Communication and Intercom Systems Circuit-Breaker and DIN Rail Mounted Devices Protection against Fire and Explosions, Safety Technology	Frequency Converter Time Switch Technology Emergency Generating Units Power Supplies	Utility Vehicles and Vehicle Equipment Testing and Measurement Infrared Measuring Instruments and Thermography	Software for Applied Economics Data Networks (LAN) Antenna Engineering Multimedia Technologies	Intersolar Munich, Jun 9 th to 11 th Sicherheits- messe Munich, Jul 7 th to 8 th IFA Berlin, Sep 3 rd to 8 th
 Special: Regenerative Energy						



= with reporting about the target markets for regenerative energies and energy efficiency

Editions, Dates of publishing and Closing Dates	Building Automation and Building System Technologies	Installation Technologies	Switch and Control	Workshop and Factory	Computer and Communications	Fairs/ Events
<p>4-5 Sep 17th</p> <p>Closing Date Aug 27th</p>	<p>Total Home Technology Solutions</p> <p>Lightning-, Energy- and Power Flow Management Systems</p> <p>Building Bus Systems</p> <p>Controllers and PLCs</p> <p>Security and Alarm Systems</p> <p>Shutter Drives and Controllers</p>	<p>Lightning and Overvoltage Protection</p> <p>Main Sockets and Clamps</p> <p>Smart Metering</p> <p>Automatic Controls for Doors and Gates</p> <p>Circuit-Breaker and DIN Rail Mounted Devices</p> <p>Light Technology</p> <p>Indoor Communication and Intercom Systems</p>	<p>Relays, Logic Relays and Controllers (PLC)</p> <p>Motor Protection Devices, Soft Starters and Converters</p> <p>Control Gears and Notify Gears</p> <p>Remote Control</p>	<p>Hand Tools</p> <p>Measurement Technology</p> <p>Work Clothes and Protection Equipment</p> <p>Mobile Measurement Technology</p> <p>Utility Vehicles and Vehicle Equipment</p>	<p>Closed Circuit Television</p> <p>UPS and Batteries</p> <p>Communications Measuring Technologies</p> <p>Internet and Multimedia</p> <p>Sector Specific and CAD-Software for Professional Electrician</p> <p>Data Processing Equipment</p> <p>Data Networks (LAN)</p>	<p>IAA Nutzfahrzeuge Hanover, Sep 23rd to 30th</p> <p>Security Essen, Oct 5th to 8th</p> <p>Maintain Munich, Oct 12th to 14th</p> <p>e/home Berlin, Oct 6th to 8th</p> <p>belektro Berlin, Oct 6th to 8th</p>
<p>6 Nov 3rd</p> <p>Closing Date Oct 13th</p>	<p>Visualization and Building Control Systems</p> <p>Bus- and Networkable Components for Building Automation Applications (LON, EIB)</p> <p>Operator Panels</p> <p>Wireless Bus Systems</p> <p>Energy Efficiency in Buildings</p>	<p>Storage Heaters</p> <p>Electric Heating Technology</p> <p>Cable Conduits and Installation Ducts</p> <p>Lightning and Overvoltage Protection</p> <p>Fire Alarm System</p>	<p>PLC and Logic Modules</p> <p>Power Supplies</p> <p>Connection Techniques</p> <p>Frequency Converter</p>	<p>Office and Workshop Equipment</p> <p>Testing and Measurement</p> <p>Hand Tools</p> <p>Designation Labels and Label Identifiers</p>	<p>Closed Circuit Television</p> <p>CAD-/CAE-Software</p> <p>Antenna Engineering</p> <p>Software for Applied Economics</p>	<p>Electronica Munich, Nov 9th to 12th</p> <p>GET Nord Hamburg, Nov 17th to 19th</p> <p>Haus+Wohnen Cologne, Nov 11th to 14th</p> <p>SPS/IPC/ Drives Nuremberg, Nov 23rd to 25th</p>
<div style="text-align: center;">  <p>Special: Regenerative Energy</p> </div>						

1 Size of journal: 210 mm wide, 297 mm high, Din A4

2 Print Area 189 mm wide, 270 mm high
Number of Columns: 4 columns, width of column: 44 mm

3 Printing and Binding, Copy:
Offset printing, backstitch or adhesive binding, only digital printing material; special rules apply (cf. information sheet 'electronically transmitted printing material' on the next page).

4 Schedule:
Publication Frequency: bi-monthly, 6 editions
Publishing Date/Closing Date for Advertisements: cf. Schedule

5 Publisher: **VDE VERLAG GMBH**
Address: Merianstr. 29, 63069 Offenbach
Internet: www.vde-verlag.de
Advertising Sales
Department: Tel: +49-69-840006-1342
Fax: +49-69-840006-1398
e-mail: anzeigen@vde-verlag.de

6 Payment Terms
A 3 % discount is given in case of prepayment, 2 % for payment within 10days, the full price becomes payable thereafter within 30 days of publication. For new customers the publisher reserves the right to demand prepayment at the closing date.
Banking Connections:

Postbank Berlin, Acc. No. 2 889 102, BLZ 100 100 10
IBAN DE 60 100 100 10 000 2 889 102, SWIFT PBNKDEFF
Bayerische Hypo- und Vereinsbank Berlin, Acc. No. 2 668 386, BLZ 100 208 90
IBAN DE 78 1002 0890 0002 6683 86, SWIFT HYVEDEMM488

7 Advertisement Sizes and Prices:
Please add the appropriate value added tax to all prices.

Size	Height x Width mm	Price €
1/1 page	270 x 189	5 125,--
1/2 page	270 x 92 or 132 x 189	2 590,--
junior page	200 x 135	3 200,--
1/3 page	270 x 60 or 86 x 189	1 775,--
1/4 page	270 x 44 or 64 x 189 or 132 x 92	1 315,--
1/8 page	64 x 92 or 30 x 189 or 132 x 44	660,--
1/16 page	30 x 92 or 64 x 44	350,--
Special sizes, price per mm		12,70

8 Priority placements:
1/1 Title page: € 5 645,--
Printed only 4c. The Price includes a – 4c or b/w – picture repetition and a legend in the table of contents as well as the 4c printing.
No discounts can be given. Litho costs are calculated separately, where applicable. Size of the picture including trim: 225 mm (height) x 213 mm (width). Size of the repeated picture: 42 mm x 45 mm, legend of the picture: 50 lines of 35 signs at most. Further details upon request. Closing date and binding closing day for printing material (manuscript suitable for scanning or EPS-file): 5 weeks before publication.

inside front cover and back cover 1/1 page 4 colors € 7 285,--

Prescribed Position € 185,--

9 Color surcharges: (no discounts)

Per additional color € 545,--
 Surcharge 4 colors € 1 495,--

10 Formatting Surcharges: none**11 Recruitment and Classified Advertisements**

Discounts refer to the basic b/w price.
 (No additional discounts can be given.)

Classified Advertisements 15 %*
 Situations wanted 50 %*
 Box number charge € 7,25

12 Discounts:

On purchase within a year, starting with the publication of the first advertisement.

Frequency scale: 2 x 3 % 3 x 6 % 5 x 10 %
 Volume scale: 2 pages 5 %
 3 pages 10 %
 5 pages 12 %

13 Bound-in insert

Paper weight	2-sided	4-sided	6-sided
	Euro	Euro	Euro
up to 100 g/m ²	€ 5 360,--	€ 8 095,--	€ 10 780,--
up to 140 g/m ²	€ 6 345,--	€ 9 110,--	€ 12 280,--
up to 180 g/m ²	€ 6 535,--	€ 9 770,--	€ 13 035,--

Multiple pages and more than 180 g/m² upon request.

Size of each sheet 305 mm high, 214 mm wide

(including trim, 5 mm at the head, 3 mm at the foot, 4 mm at the sides).

Prepaid delivery to the printer, untrimmed and ready to be inserted. Insertion into part of the circulation is impossible.

A sample has to be handed in at the time of ordering.

Discount: 1 sheet = 1 page of Advertisement

Necessary quantity to deliver: 36 800 copies.

14 Inserts

We charge (no discounts):

€ 250,--‰ inserts until 25g incl. postage

inserts with higher weight on request

A sample has to be sent in.

Prepaid delivery to the printer (cf. below), and ready for insertion. Maximum sizes 292 mm x 205 mm.

Necessary quantity to deliver: 36 800 copies.

15 Adhesive Postcards/Samples and equivalent

Adhesive answering cards are counted as inserts.

Insert surcharge until 25g € 82,--‰ incl. postage (higher weight on request) charge for gumming € 72,--‰

Necessary quantity to deliver: 36 800 copies.

16 Address of the printer for bound-in inserts, inserts and adhesive postcards/samples:

Druckerei Heenemann GmbH & Co
 Bessemerstr. 83, 12103 Berlin, GERMANY

Remark on delivery note: for **building & automation** edition No.

Consult our website for all advertisement possibilities:

www.vde-verlag.de

1 Digital Delivery:

- via e-mail: scholz@vde-verlag.de
- CD-ROM/DVD

2 Software (preferably PDF/X-3)

- QuarkXPress until version 7.5
- Adobe Indesign until version CS4
- Adobe Photoshop until version CS4
- Adobe Illustrator until version CS4

3 Printing and Binding, Copy:

- name/title of the order
- output format
- fonts used
- laser print-out (color or black-and-white)
- applications used listing software versions (including files placed)
- list of files

4 Construction of PDF-files

- only high resolution printing files 2400 dpi / 175 lpi,
all fonts included, only Highres-CMYK-pictures
- no password

5 Important Information

Make sure that all files and data necessary are included. All picture files (including logos) have to be present (TIFF or EPS). Do not save files as JPEG or GIF (too much information is lost that way). Please make sure that all fonts used (in EPS-files as well) are included or added as printer and screen fonts. Postscript files (ASCII) can be used as a condensed attachment to an e-mail. Postscript files should only be used if the file is ready for printing (colored with CMYK = process colors). We cannot make any corrections on PS-files

For color advertisements use only the process colors cyan, magenta, yellow and black (no RGB-colors). For special colors we calculate a surcharge equivalent to the additional work. This color is then printed as a fifth color.

Please include a binding laser printout or proof respectively.

6 Prices

Faulty exposures due to incomplete or faulty files, faulty adjustments or incomplete information are added to the price.

The same applies to additional setting or litho work and the production of proofs.

7 Warranty:

Only the data or the storage medium can be exposed. The publisher does not accept liability for deviations where texts, pictures and especially colors are concerned.

1 Summary

The Journal 'building&automation' is published bi-monthly and offers the electrician a comprehensive survey of all new products in the relevant sectors. Specialists explain at length new technologies and systems that extend and facilitate the scope of his work. Extensive coverage is given to the subjects building automation and building systems engineering. The readership is made of electricians in workshops and the industry, designers and wholesalers dealing in electric components. 'building&automation' offers an indexing service.

2 Memberships: IVW, AMF
Media Database of the German Trade press

3 Organ: -

4 Publisher: -

5 Editors: Dipl.-Ing. Ronald Heinze, Editor-in-Chief
Dipl.-Ing. Markus Hohl
Dipl.-Ing. Inge Hübner

6 Advertisements: Markus Lehnert, Advertising Manager

7 Volume: 16. Volume 2010
Publication frequency: bi-monthly

8 Publishing house: VDE VERLAG GMBH

9 Postal Address: Merianstraße 29
63069 Offenbach

10 Telephone: +49-69-84 00 06-1342 – advertisements
+49-69-84 00 06-1323 – editorial office

Fax: +49-69-84 00 06-1398 – advertisements
+49-69-84 00 06-1399 – editorial office

11 internet: www.vde-verlag.de
e-mail: anzeigen@vde-verlag.de
etz.redaktion@vde-verlag.de

12 Publication-Schedule: cf. pages 2 - 4

13 Subscription Price (domestic): Subscription (1 year): € 31,00*
Individual Sales Price: € 7,50*
* plus postage

14 Volume Analysis 2008 = 6 issues

Size of Journal DIN A4

Overall Volume: 408 pages = 100 %

Editorial Part: 241 pages = 59 %

Advertisements: 167 pages = 41 %

Inserts: 15 items

15 Analysis of the contents of the editorial part 2008 = 241 Pages

According to the type of the article:

Building Installation 29 %

Switch Gear and Controls 20 %

Building Automation 11 %

Workshop and Factory 11 %

Computers and Communications 15 %

Companies and Trades/Editorial 14 %

16 Circulation Control: IVW

17a Circulation-Analysis: Copies per issue on average (July 1st, 2008 to June 30th, 2009)

Copies printed	38 745		
Actual distribution	37 576	Of these circulation outside Germany:	110
Sold copies:		Of these circulation outside Germany:	38
- through subscription	703	Of these by members:	-
- general sales	701		
- individual sales	2		
Free copies	36 873		
Surplus, archive and voucher copies	1 169		

18 Geographical Circulation Analysis

Market	Share of actually distributed circulation	
	%	Copies
Federal Republic of Germany	99,7	37 466
Outside Germany	0,3	110
Actually Distributed Circulation	100	37 576

19 Trades/Branches of the Industry/Special subjects/Professions

Department/Group/Category	Recipients (acc. to classification of the branches of the industry)	Share of the actually distributed Circulation	
		%	No. of Copies
G/GA/52/52.7	Electrical Crafts and Trades	63,3	23 786
G/GA51.4, 52.4	Wholesalers and Electrical Trade	3,0	1 127
E/EA/40/40.1	Power Stations	2,3	864
D/DA-DN	Processing Industries	16,1	6 050
L/LA 75/75.1	Administration, Authorities (Towns, TÜV)	1,3	488
K/KA/74/74.2	Engineering Consultants	4,0	1 503
M/MA/80/80.2-4	Education, Science, Research	4,0	1 503
	Other	6,0	2 255
	Actually Distributed Circulation	100	37 576

Overview over the Method of acquisition: "building&automation"
Structural Analysis of recipients by phone based data collection
Random Sample Collection (rotational distribution)

1 Type of File: The file of the recipients contains the addresses of all the recipients. The file is structured according to the country of residence of the recipients. The addresses of the domestic recipients is categorized according to the postal codes, the recipients outside of Germany are sorted in relation to the country they reside in.

2 Type of Investigation: Structural Analysis of Recipients by phone based data collection – random sample collection

3 Day of the random sample taking: June 18th, 2007

4 Structure of the Recipients:

a) Overall number of recipients in file:	73 547
b) Structure of one edition according to its type of distribution :	
Recipients in the file 'sold copies'	761
Recipients in the file 'permanently free copies'	1 222
Number of the recipients 'alternating free copies'	35 782
Individual sale	0
Publicity samples	<u>0</u>
	37 765
Of these Federal Republic of Germany:	37 659
Of these outside Germany:	106
c) Overall Number of recipients in the File 'Changing Recipients' (changes after 4 editions)	71 564

5 Basic Entirety (investigated share):

Basic entirety (adc-domestic)	37 765 =	100,0 %
Of these not covered by the investigation:		
Foreign Countries	106 =	0,3 %
Of the basic entirety (adc-domestic) this investigation represents:	37 659 =	99,7%

6 Description of the Sampling System

Random sampling, layered according to subscribers/continual free copy recipients and rotational recipients.

Basic sample:	417 cases	=	100,0 %
Address-related failures:	62 cases	=	14,9 %
Subscriber can not be found/ died or company defunct address/telephone-number incorrect/changed	34 cases = 8,2 %		
	28 cases = 6,7 %		
Gross sample:	355 cases	=	100,0 %
Failures:	105 cases	=	29,6 %
targeted person not available	39 cases = 11,0 %		
targeted person on vacation or ill	3 cases = 0,8 %		
answer refused	51 cases = 14,4 %		
breakup in interview	2 cases = 0,6 %		
Net sample (evaluable)	250 cases	=	70,4 %

7 Persons Targeted by the Investigation

The targeted person was defined as the first recipient of the journal.

8 Definition of the reader: deleted

9 Variance:

The results of an investigation based on a random survey are subject to statistical variances. The maximum variance that has to be declared acc. to ZAW for a mean at 50 % (highest theoretical value) and a 90%-confidence-level for 250 evaluated net cases amounts to ±5.2 %.

10 Execution of the investigation:

TNS EMNID, Bielefeld

11 Investigation period: Jun 21st to Jul 26th, 2007

Weighing:

Proportional weighing of the disproportional random sample.

This investigation corresponds as far as set up, execution and reporting are concerned with the ZAW-System for analyses of advertising vehicles, topical edition.

General Terms and Conditions

for advertisements and inserts in journals and books published by the VDE VERLAG GMBH

1. Application

If the publishers do not explicitly state otherwise in writing, the general terms and conditions listed in the following apply exclusively. They also apply if conflicting ordering conditions of the customer have not been explicitly rejected by the publishers.

2. Definitions

2.1. An advertising order is the contract on the publication of one or more advertisements of an advertiser or any other space buyer in a printed publication with the intent of circulation. The contract is only considered as concluded after the written confirmation by the publishers.

2.2. The duration of the so-called advertising-conclusions is 12 months.

3. Discount

Decisive for the granting of a discount is the actually published quantity of advertisements. If the order is not fulfilled owing to circumstances the publishers are not responsible for, the customer has to pay the difference between the discount given and the discount he is entitled to, according to his actual purchase.

4. Placement

4.1. Instructions for advertisements, inserts and supplements, that are only to be published in certain issues, certain editions or at certain positions of the publication have to reach the publishers in sufficient time before the closing date for advertisements.

4.2. These placement instructions are in sufficient time, if the publishers are allowed to inform the customer before the closing date for advertisements, if the wishes of the customer cannot be realized as planned.

4.3. Placement specifications without a placement surcharge are placed according to the publishers equitable discretion.

4.4. Shall an advertisement in contrary to the initial order not be placed on a preferential place, the customer has to inform the publishers 6 weeks in advance to the advertising deadline in written form.

5. Contents and Layout

5.1. The publishers are entitled to reject advertisements, inserts or supplements due to their contents, their origin or their technical form in spite of existing orders, if the contents violate laws or common conventions or the publication constitutes an imposition to the publishers. Examples for the latter are inserts or supplements, which give the impression, that they are part of the publishers journal or book or if they contain advertisements of a third party. The customer will be informed of the rejection.

5.2. The publication of inserts and supplements is in general due to the presentation of a sample copy in advance.

5.3. Advertisements that cannot be recognized as such owing to their design or layout will be labeled "Anzeige" (advertisement) by the publishers.

5.4. The customer is responsible for the timely delivery of the printing materials. The obligation to store the customers material expires after 3 months.

5.5. If the customer does not define the final size of an advertisement, the publishers will choose the smallest applicable size.

6. Limitation of Liability

6.1. The publishers guarantee the typical printing quality for the reserved issue in line with the standards set by the printing material. In case of a partly or completely illegible, incorrect or incomplete printing of the advertisement – as far this lies within the liability of the publishers – the customer has a claim to a reduction of the price or to a replication of the advertisement.

6.2. To the full extent allowed by applicable law the liability of the publishers is restricted to intention or gross negligence. This does not exclude the publishers liability for damages caused to body, life or health which result by his negligence.

7. Proofs

Proofs will only be sent if specifically demanded. The customer is responsible for the timely return and accuracy of the returned proofs. If a proof does not reach the publishers within the adequately set timeframe, the permission to print is considered given.

8. Voucher Copies

After publication, a complete issue will be delivered to the customer as a voucher copy. For recruitment and classified advertisements the relevant page is sent as a voucher. If a voucher copy cannot be procured anymore, it is replaced by a legally binding declaration by the publishers stating the publication and circulation of the advertisement.

9. Pricing

9.1. In case of changing prices, the new prices apply also to contracts that are already in effect if no agreements to the contrary have been made.

9.2. The preparation of drawings, printing material and considerable changes for sent printing material is billed to the customer at cost price.

10. Terms of Payment

A 3 % discount is given in case of prepayment, a 2 % discount for payment within 10 days, the full price becomes payable thereafter within 30 days of publication. For new customers the publishers reserve the right to demand prepayment.

11. Delay of Payment

11.1. Delay in payment sets in on the 31. day after the day of publication without any reminder. From the day of delay in payment fees in the amount of € 5 become applicable for any written reminder, as well as interest on late payments in the amount of 8 % or – in the case of end-consumers.

11.2. In the case of delay in payment of the customer the publishers are entitled to demand prepayment for any further publication of advertisements.

12. Applicable Law and Place of Jurisdiction

12.1. Only the german law is applicable.

12.2. In business dealings with business people or legal entities of public law the places of fulfilment and jurisdiction are at the place of the registered office of the publishers. If the customers abode or his usual place of residence is unknown at the time of filing a lawsuit, or if the customer has moved his abode or his usual place of residence outside of the jurisdiction of the german law following the conclusion of the contract, the place of fulfilment becomes the place of the registered office of the publishers.

13. Data processing

In the course of its business transaction, the publishers use a data processing unit and store data of its customers, as far as necessary for the business fulfilment and according to the german Data Protection Act (Datenschutzgesetz). A data protection officer (Datenschutzbeauftragter) has been appointed.

Berlin, September 2007

