

Media Information 2010




etz



Electrical Engineering + Automation






Distribution: 24 000 copies

- Discrete Manufacturing & Machine Automation ●
- Process & Utility Automation ●
- Drive Engineering & Switching Technology ●
- Components & Periphery ●
- Regenerative Energy & Energy Efficiency ●

| Editions, Dates of publishing and Closing Dates | Discrete Manufacturing & Machine Automation | Process & Utility Automation | Drive Engineering & Switching Technology | Components & Periphery | Fairs/Events |
|---|---|--|---|---|---|
| 1 Jan 25 th Closing Date Jan 4 th | Industrial Computing Industrial Communication and Interfaces Industrial Ethernet | Instrumentation and Control Technology for Substations and Mains M2M, Remote Maintenance and Measurement Data Transfer Energy Management Systems  | Switches, Contactors and Relays High Voltage Switchgear Servo, Step- and Linear Drives | Cables and Wires Lightning and Overvoltage Protection, EMC | e-world energy & water Essen, Feb 9 th to 11 th |
| 2 Feb 23 rd Closing Date Feb 2 nd | Embedded Computing IT-based Optimisation of the Production Process Wireless Communication Distributed Automation and Drives Components Identifying Systems (RFID, Barcode, Scanner) Open Source in Automation | Inductors and Recorder Energy Automation IT-Solutions for Power Transmission Control and Monitoring Systems | Frequency Converters, Drive Control and Motion Control Switchboard Plants and Periphery Busbar Systems Special Motors and Small-Power Motors | CAE and Engineering Tools Cabinets, Industrial Housings and Electronic Packaging UPS and Power Supplies Portable Measurement Equipment Lightning and Overvoltage Protection, EMC | Process Manage- ment Academy Düsseldorf, Mar 2 nd to 4 th Embedded World Nuremberg, Mar 2 nd to 4 th CeBIT Hanover, Mar 2 nd to 6 th LogiMAT Stuttgart, Mar 2 nd to 3 rd Product Life live Stuttgart, Mar 2 nd to 3 rd EMV Düsseldorf, Mar 9 th to 11 th |
| 3 Mar 10 th Closing Date Feb 17 th | PLCs, Soft-PLCs and other Control Systems Operating and Monitoring/HMI Industrial Bussystems and Industrial Ethernet Vision Sensors Industrial Security Rotary Encoder | Automation Systems and Devices for Hazardous Areas Controllers for Regulation Sensors (pressure, mass flow, filling level, temperature and acceleration) Industrial Bussystems and Remote IO | Middle Voltage Switchgear Power Electronics Servo, Step- and Linear Drives Switches, Contactors and Relays | Interface Technology, Connectors, Terminal Blocks Recording of Electrical Values Components for Power Networks  | CIPS Nuremberg, Mar 16 th to 18 th Automatisierungstreff Böblingen, Mar 23 rd to 25 th |
| 4 Mar 30 th Closing Date Mar 9 th | Safety Engineered Automation Wireless Communication Quality Assurance Intelligent Sensors for Discrete Manufacturing Logic Moduls and Compact PLC | Energy Automation SCADA Systems Teleservice, Remote Control and Remote Maintenance Measurement Transducers, Repeater Power Supplies and Isolation Amplifier Ultrasonic Sensors | Frequency Converters and Servo Converters Drives with Integrated Safety Functions Converter Technology, EMC and System Reactions Power Quality and Reactive-current Compensation | Cables, Wires and Screwed Cable Gland Smart IO Push-Buttons, Keyboards, Displays and Terminals PC-based Measurement Technologies  | Hannover Fair Hanover, Apr 19 th to 23 rd Light & Building Frankfurt, Apr 11 th to 16 th Control Stuttgart, May 4 th to 7 th Sensor + Test Nuremberg, May 18 th to 20 th PCIM Nuremberg, May 4 th to 6 th |
| Special: Energy Efficiency and Protection of Resources | | | | | |

| Editions, Dates of publishing and Closing Dates | Discrete Manufacturing & Machine Automation | Process & Utility Automation | Drive Engineering & Switching Technology | Components & Periphery | Fairs/Events |
|--|--|--|---|---|---|
| Special Edition No 1 Apr 13 th Closing Date Mar 19 th | Special Edition HANNOVER FAIR 2010 Factory Automation, Process Automation, Energy, MobiliTec, Digital Factory  | | | | Hanover Fair Hanover, Apr 19 th to 23 rd |
| 5 May 25 th Closing Date Apr 30 th | Industrial Bussystems and Industrial Ethernet Image Processing and Machine-Vision-Systems Identifying Systems (RFID, Barcode, Scanner, Traceability) Open Control Architecture | Sensors (pressure, mass flow, filling level, temperature and acceleration) Web Technologies Control and Monitoring Systems Adjustment Drives | Linear Drives and Compact Drive Systems Peripheral Drives Soft Starter and Motor Protection Equipment Switchboard Plants and Periphery | Energy Chain Systems Portable Measurement Equipment Cooling Systems and Climate Control Power Electronics for Power Networks | CWIEME Berlin, Jun 22 nd to 24 th Automatica Munich, Jun 8 th to 11 th Automation Baden-Baden, Jun 15 th to 16 th MSR Special Fair Rheinland Leverkusen, Jun 9 th |
| Special: MOTION, MECHATRONICS & ROBOTICS | | | | | |
| Special Edition No 2 Jun 2 nd Closing Date May 10 th | Special Edition Energy Efficiency & Regenerative Energy All about Wind Energy, Solar Heat, Photovoltaics, Biogas, Geothermal Energy, Energy Management, Energy Saving, Energy Monitoring, Green Technology, Protection of Resources and much more  | | | | Intersolar Munich, Jun 9 th to 11 th |
| 6 Jun 28 th Closing Date Jun 7 th | PLCs, Soft-PLCs and other Control Systems Wireless Communication Safety Oriented Automation Position and Rotary Encoder Industrial Ethernet | Energy Automation IT-Solutions for Power Transmission Smart Grid & Smart Metering Energy Management Systems Process Data Communication | Switches, Contactors and Relays Protective Gear Compact Drive Systems Safety Solutions of Drive Technologies | Fail-Safe Technique and Safety Relays Smart IO Datalogger Connectors and Clamps | |

| Editions, Dates of publishing and Closing Dates | Discrete Manufacturing & Machine Automation | Process & Utility Automation | Drive Engineering & Switching Technology | Components & Periphery | Fairs/Events |
|--|---|--|--|---|---|
| 7 Jul 15 th Closing Date Jun 24 ^h | Panel PC and Embedded PC Systems Mechatronic Systems Web Technologies Image Processing and Machine-Vision-Systems Fail-Safe Industrial Bussystems Condition Monitoring | Measurement Transducers, Repeater power Supplies and Isolation Amplifier SCADA, Process Control and Visualization Systems Smart Measurement Technologies Life Cycle Management | Drives Switchboard Plants and Periphery Servo, Step- and Linear Drives Motion Control | UPS and Power Supplies Inverter for Solar Collectors Signalling Devices Push-Buttons and Keyboards Cables and Wires | |
| 8 Aug 23 rd Closing Date Aug 2 nd | Operating and Monitoring/HMI Data Recording and Processing Industrial Bussystems and Industrial Ethernet Integrated Engineering Compact PLC | Web Technologies Distributed Automation Measurement and Regulation of Temperature Devices for Hazardous Areas Energy Monitoring  | Soft Starter and Motor Protection Equipment Gearbox Motors Middle Voltage Switchgear | Cabinets, Industrial Housings and Electronic Packaging Lightning and Overvoltage Protection CAE and Engineering Tools Safety Components | SMM Hamburg, Sep 7th to 10th Industrial Communication Congress Bad Pyrmont, Sep 14 th to 15 th |
| Special: Automation Technology and Electrotechnology for Shipbuilding | | | | | |
| 9 Sep 6 th Closing Date Aug 16 th | Integrated Automation Systems Industrial Computing and Panel PC Wireless Communication Image Processing and Machine-Vision-Systems Automation Systems in Printing Industry and Packaging Industry | Measurement Data Recording and Processing M2M, Remote Control and Remote Maintenance Asset Management Process Data Communication Smart Grid & Smart Meetering  | Drives with Integrated Safety Functions Direct Drives Special Motors and Small-Power Motors Switches, Contactors and Relays | Signalling Lamps and Indicator Lights Cables, Wires and Energy Chain Systems Components of Power Electronics PC-based Measurement Technologies | Motek Stuttgart, Sep 13 th to 16 th MSR Special Fair South-West Frankenthal, Sep 15 th Maintain Munich, Oct 12 th to 14 th AMB Stuttgart, Sep 26 th to Oct 2 nd Fachpack/Printpack/Logintern Nuremberg, Sep 28 th to 30 th Husum WindEnergy Husum, Sep 21 st to 25 th |
| 10 Oct 14 th Closing Date Sep 23 rd | Distributed Automation and Drives Components Integrated Manufacturing Industrial Bussystems and Industrial Ethernet Rotary Encoder Hard-PLCs and Soft-PLCs | Manufacturing Information Systems/MES Control Systems and Engineering Systems Sensors (pressure, mass flow, filling level, temperature and acceleration) Industrial Bussystems and Remote IO | Measurement Instruments for Switchgear Cabinets Low Voltage and Protection Technologies Drive Control Systems | CAE and Engineering Tools UPS, Power Supplies, Batteries and Transformers Cases for Decentralized Automation Materials and Isolating Materials | Vienna-Tec Vienna/Austria, Oct 12 th to 15 th Euroblech Hanover, Oct 26 th to 30 th K Düsseldorf, Oct 27 th to Nov 3 rd |

| Editions, Dates of publishing and Closing Dates | Discrete Manufacturing & Machine Automation | Process & Utility Automation | Drive Engineering & Switching Technology | Components & Periphery | Fairs/Events |
|--|---|--|---|--|---|
| Special Edition No 3 Oct 22 nd Closing Date Oct 1 st | Special Edition ELECTRO MECHANICAL COMPONENTS All about Switches, Relais, Push Buttons, Contactors and Fuses, Cables and Wires, Interface-Technology, Connectors and Clamps, with Market Overview Switch Relays | | | | electronica Munich, Nov 9 th to 12 th |
| 11 Oct 29 th Closing Date Oct 8 th | Image Processing and Machine-Vision-Systems, Sensors and Proximity Switches Operating and Monitoring/HMI Wireless Communication Panel PC and Embedded PC Systems Industrial Security | SCADA and Process Control Systems Automation Systems and Devices for Hazardous Areas Energy Management Systems  Condition Monitoring and Diagnostic | Switchboard Plants and Periphery Switches, Contactors and Relays Intelligent Drives, Frequency Converters and Servo Drives Compact Drive systems | Displays, Terminals and Monitors Testing and Labeling Infrastructure Components for Industrial Ethernet | SPS/IPC/Drives Nuremberg, Nov 23 rd to 25 th electronica Munich, Nov 9 th to 12 th Medica/Compamed Düsseldorf, Nov 17 th to 20 th MSR Special Fair Rhein-Ruhr Duisburg, Nov 3 rd Vision Stuttgart, Nov 9 th to 11 th VDE-Kongress Leipzig, Nov 8 th to 9 th |
| Special: MEDICAL TECHNOLOGY | | | | | |
| Special Edition No 4 Nov 12 th Closing Date Oct 22 nd | Special Edition SPS/IPC/DRIVES Electrical Automation and Drives | | | | SPS/IPC/Drives Nuremberg, Nov 23 rd to 25 th |
| 12 Dec 17 th Closing Date Nov 29 th | Safety Oriented Automation PLCs, Soft-PLCs and other Control Systems Optical and Colour Sensors Identifying Systems (RFID, Barcode, Scanner, Traceability) | Pressure Transducers Process Management Systems SCADA and Process Control Systems  | Switchboard Plants and Periphery Peripheral Drives Motion Control | Mobile Measurement Instruments S7-PLC-Periphery Interface Technology Light Barrier and Light Grid | |

Further subjects at <http://www.etz.de>



Electrical Engineering + Automation

Media-Information 2010

Rate Card

No. 58
valid from Jan 1st, 2010

Actually distributed copies
averaged over a year:
(acc. to AMF-Schema 2)
22 242 copies)

- 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: monthly (12 editions plus 6 special 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: + 49-69-84 00 06-1341
Fax: + 49-69-84 00 06-9340
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 Formats and Prices:

Please add the appropriate value added tax to all prices, if necessary.

| Size | Height x Width mm | Price in Euro |
|-----------------------------|----------------------------------|---------------|
| 1/1 page | 270 x 189 | € 4.260,00 |
| 1/2 page | 132 x 189 or 270 x 92 | € 2.200,00 |
| junior page | 200 x 135 | € 2.675,00 |
| 1/3 page | 86 x 189 or 270 x 60 | € 1.450,00 |
| 1/4 page | 132 x 92 or 64 x 189 or 270 x 44 | € 1.125,00 |
| 1/8 page | 64 x 92 or 30 x 189 or 132 x 44 | € 590,00 |
| 1/16 page | 30 x 92 or 64 x 44 | € 290,00 |
| Special sizes, price per mm | | € 4,30 |

8 Priority placements:

Title page **€ 4.610,--**

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: 170 mm (height) x 182 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 € 6.295,-
 Prescribed Position **€ 185,--**

9 Color surcharges: (no discounts)

Per additional color **€ 530,--**
 Surcharge 4 colors **€ 1.465,--**

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: 3 x 3 % 6 x 5 % 12 x 10 %
 Volume scale: 3 pages 5 % 6 pages 10 % 12 pages 15 %

13 Bound-in insert

| Paper weight | 2-sided | 4-sided | 6-sided |
|----------------------------|------------|------------|-------------|
| up to 100 g/m ² | € 4.600,-- | € 6.860,-- | € 9.195,-- |
| up to 140 g/m ² | € 5.440,-- | € 7.600,-- | € 10.315,-- |
| up to 180 g/m ² | € 5.640,-- | € 8.275,-- | € 11.095,-- |

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: 24 000 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 size 292 mm x 205 mm.

Necessary quantity to deliver: 24 000 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: 24 000 copies.

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

Druckerei Heenemann GmbH & Co

Bessemersstr. 83, 12103 Berlin, GERMANY

Remark on delivery note: for etz edition (No.)

Consult our website for all advertisement possibilities: www.vde-verlag.de

Information on Electronically transmitted Printing Material

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.

Media Information 2010

1 Summary

The etz is published twice monthly and offers important technical information on electrical automation, electric power, test and inspection techniques as well as industrial electronics in order to act as a mainstay for engineers from a number of fields, such as electrical engineering, mechanical and industrial engineering as well as power systems.

The etz has a high subscription rate.

- 2 Memberships:** IVW, AMF
Media Database of the German Trade press
- 3 Organ:** Organ of the VDE and the ETG
- 4 Publisher:** VDE Verband der Elektrotechnik Elektronik
Informationstechnik e. V.
- 5 Editors:** Dipl.-Ing. Ronald Heinze, Editor-in-Chief
Dipl.-Ing. Frank Nolte, Deputy Editor-in-Chief
Dipl.-Ing. Inge Hübner
Dipl.-Ing. Markus Hohl
- 6 Advertisements:** Markus Lehnert, Advertising Manager
- 7 Volume:** 131. Volume 2010
Publication
frequency: monthly plus 4 special editions
- 8 Publishing house:** VDE VERLAG GMBH
- 9 Postal Address:** Merianstr. 29
D-63069 Offenbach
- 10 Telephone:** +49-69-84 00 06-1341 – 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.etz.de
e-mail: anzeigen@vde-verlag.de
etz.redaktion@vde.verlag.de

12 Publication-Schedule: cf. pages 2 through 5

13 Subscription Price

- (domestic): Subscription (1 year): € 148,00*
Individual Sales Price: € 10,50
• plus postage

14 Volume Analysis 2008 = 18 issues

Size of Journal DIN A4

- Overall Volume:** 2.008 pages = 100 %
Editorial Part: 1.312 pages = 65 %
Advertisements: 696 pages = 35 %

Thereof advertisements
for situations offered

and classifieds: 27,63 pages = 4 % } of advertising volume

Inserts: 16 items

15 Analysis of the contents of the editorial part 2008 = 1.312 pages

According to the type of the article:

- Basic and opinion-forming articles 42 %
Product information, industrial and fair reports 30 %
Notifications of Standards and Miscellaneous 28 %

16 **Circulation Control:** IVW

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

| | | | |
|--|--------|---------------------------------------|-------|
| Copies printed | 23 319 | | |
| Actual distribution | 22 242 | Of these circulation outside Germany: | 3 107 |
| Sold copies: | 2 578 | Of these circulation outside Germany: | 318 |
| - through subscription | 2 199 | Germany: | 381 |
| - general sales | 379 | Of these by members: | 381 |
| - individual sales: | - | | |
| Free copies | 19 664 | | |
| Surplus, archive and voucher copies | 1 069 | | |

18 Geographical Circulation Analysis

| Market | Share of actually distributed circulation | |
|---|---|--------|
| | % | Copies |
| Federal Republic of Germany | 86 | 19 135 |
| Outside Germany | 14 | 3 107 |
| Actually Distributed Circulation | 100 | 22 242 |

Classification of the domestic circulation according to regions:

| | % | No. of Copies |
|---|-----|---------------|
| Baden-Württemberg | 11 | 2 105 |
| Bavaria | 12 | 2 296 |
| Berlin | 6 | 1 148 |
| Hessia/Rhineland-Palatinate/Saar | 20 | 3 827 |
| New states of the Federal Republic of Germany | 17 | 3 253 |
| Northern Germany | 13 | 2 488 |
| North Rhine-Westfalia | 21 | 4 018 |
| Domestic | 100 | 19 135 |

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 |
| D/DL/30-33 | Electrical Engineering, Electronics, Automation | 38,2 | 8 496 |
| D/DK/29 | Mechanical Engineering | 17,4 | 3 870 |
| F/FA/45/45.3 D/DG/24/24.4 | Plant Engineering, Chemical and Pharmaceutical Industry | 9,3 | 2 069 |
| D/DM/34/35 | Automotive Industry | 3,1 | 690 |
| K/KA/74/74.1,2,4-8 K/KA/72 | Engineering Consultants | 3,3 | 734 |
| C/CA-CB/10/14 E/EA/40/41 | Energy Management, Water Supply, Mining | 13,2 | 2 936 |
| D/DA-DN/15-37 | Other Processing Industries | 4,5 | 1 001 |
| | Other | 9,3 | 2 068 |
| | Not indicated | 1,7 | 378 |
| | Actually Distributed Circulation | 100,0 | 22 242 |

2.2 Overview over the Method of acquisition:

"etz – Electrical Engineering + 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 are 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: Jun 20th, 2007

4 Structure of the Recipients:

| | | |
|--|--------|----------|
| a) Overall Number of recipients in file: | | 61 045 |
| b) Structure of one edition according to its type of distribution : | | |
| Recipients in the file 'Sold Copies' | | 2 750 |
| Recipients in the file 'permanently free copies' | | 1 361 |
| Number of the recipients 'alternating free copies' | | 18 978 |
| Individual sale | | 0 |
| Publicity Samples | | <u>0</u> |
| Actually distributed circulation (adc) thereof: | | 23 089 |
| Of these Federal Republic of Germany: | 19 518 | |
| Of these outside Germany: | 3 571 | |
| c) Overall Number of recipients in the File 'Changing Recipients' (changes after 4 editions) | | 56 934 |

5 Basic Entirety (investigated share):

| | | |
|---|----------|---------|
| Basic entirety (adc-domestic) | 23 089 = | 100.0 % |
| Of these not covered by the investigation: | | |
| Foreign Countries | 147 = | 0.6 % |
| Of the basic entirety (adc-domestic) this investigation represents: | 22 942 = | 99,4 % |

6 Description of the Sampling System

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

| | | | |
|--|-----------------|---|--------------|
| Basic sample: | 415 cases | = | 100.0 % |
| Address-related failures: | 61 cases | = | 14.7 % |
| subscriber can not be found/ died or company defunct | 35 cases | = | 8.4 % |
| address/telephone-number incorrect/changed | <u>26 cases</u> | = | <u>6.3 %</u> |
| Gross sample: | 354 cases | = | 100.0 % |
| Failures: | 104 cases | = | 29.4 % |
| targeted person not available | 42 cases | = | 11.9 % |
| targeted person on vacation or ill | 3 cases | = | 0.8 % |
| answer refused | 58 cases | = | 16.4 % |
| breakup in interview | <u>1 case</u> | = | <u>0,6 %</u> |
| Net sample (evaluable) | 250 cases | = | 70.6 % |

7 Persons Targeted by the Investigation

In its basic entirety the journal is delivered nearly completely to purely incorporated addresses. 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 6th to Jul 12th, 2007

Weighing: Proportional weighing of the disproportional random sample

This investigation corresponds as far as set up, execution and reporting are concerned to 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.

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