

Media Information 2009

VDE
VERLAG

Telecommunications:
Next Generation Networks,
Fixed Networks, Mobile Communi-
cations, Microwave Links

Data Networks:
Local Area Networks, Campus
and Metropolitan Area Networks,
Wide Area Networks

Internet & Intranets

Network Management

Measurement Technologies



The
Technology
oriented Magazine
for Information
and
Communications
Technologies



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Issue	!			Fairs/Events
Publication Dates	Deadlines for Advertisements	Deadlines for Editorial Submissions	Main Subjects <i>These are only some of the planned subjects – more are dealt with according to up-to-date developments.</i>	
No. 1 9 Jan 2009	12 Dec 2008	29 Nov 2008	<ul style="list-style-type: none"> ■ Cellular Radio (WLAN, WiMAX, 3.5G, LTE) ■ Access Networks (Local Loop), City Carriers ■ Remote Access, VPN ■ Structured Cabling 	Mobile World Congress Barcelona, 16 – 19 Feb Call Center World Berlin, 16 – 19 Feb
No. 2 27 Feb 2009	6 Feb 2009	16 Jan 2009	<ul style="list-style-type: none"> ■ Test & Measurement for Carriers and Enterprises ■ Carrier Technology: From Wide Area to Access Networks ■ Security in Enterprise Networks ■ Enclosure and Rack Technologies ■ CeBIT Preview 	CeBIT Hanover, 3 – 8 March
No. 3-4 8 May 2009 <small>increased circulation: 13.000 copies</small>	17 April 2009	27 March 2009	<ul style="list-style-type: none"> ■ Next Generation Networks – Concepts and Strategies ■ Broadband Cable Networks: On the way to Triple Play or Quad Play ■ Encryption and Digital Signatures ■ Surge Protection ■ ITG News 	Anga Cable Cologne, 26 – 28 May
No. 5 3 July 2009	12 June 2009	22 May 2009	<ul style="list-style-type: none"> ■ Wireless Technologies ■ Unified Communications, Voice-over-IP Migration ■ Anti-Virus and Anti-Spam Solutions ■ UPS Technologies 	
No. 6 4 Sep 2009	14 Aug 2009	24 July 2009	<ul style="list-style-type: none"> ■ Management of Carrier and Enterprise Networks ■ Test & Measurement for Carriers and Enterprises ■ Security in Data Networks ■ Enclosure and Rack Technologies 	Broadband World Forum Europe Paris, 7 – 9 Sep SNW Europe 2009 Frankfurt, 27 – 28 Oct
No. 7-8 13 Nov 2009 <small>increased circulation: 13.000 copies</small>	23 Oct 2009	2 Oct 2009	<ul style="list-style-type: none"> ■ Convergence of Networks & Services ■ Optical Networks ■ Providing & Managing of Data Centers ■ ITG News 	VoIP Germany Frankfurt, 3 – 4 Nov

More Informations are to be found in the Internet:

www.ntz-online.de

- 1 Size of Journal:** 210 mm wide, 297 mm high, DIN A4
- 2 Full Page Type Area:** 189 mm wide, 270 mm high
Number of columns: 4 columns, width of column: 44 mm
- 3 Advertising Print Material, Printing and Binding:**
Special rules apply (cf. information sheet 'electronically transmitted printing material' on page 6). Offset printing and saddle stitch or glue binding is used.
- 4 Schedule: Publication Frequency:**
bi-monthly, 8 editions (two of them joint issues)
Publishing Dates/Closing Dates for Advertisements:
cf. Schedule and Subjects

- 5 Publishers:** **VDE VERLAG GMBH**
Address: Merianstrasse 29 · 63069 Offenbach
Germany
www.vde-verlag.de
Internet: Tel.: + 49 (0) 69-84 00 06-1342
Advertising Department: Tel.: + 49 (0) 69-84 00 06-9340
Fax: + 49 (0) 69-84 00 06-9340
e-mail: anzeigen@vde-verlag.de

- 6 Terms of Payment:**
A 3 % discount is given in case of prepayment, 2 % 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 at the closing date.

Banking Accounts:
Postbank Berlin, Acc. No. 2 889 102, BLZ 100 100 10, IBAN DE 60 10010010 0002889102, SWIFT PBNKDEFF

Bayerische Hypo- und Vereinsbank Berlin, Acc. No. 2 668 386, BLZ 100 208 90, IBAN DE 78 10020890 0002668386, SWIFT HYVEDEMM488

- 7 Advertisement Sizes and Prices:**
Please add the appropriate value added tax to all prices, if applicable.

Size	Width x Height in mm		Prices (in €)
	Non-Bleed	Bleed include 3 mm bleed size for cutting on all outer rims!	
1/1 Page	189 x 270	210 x 297	2 915,-
1/2 Page vertical	92 x 270	105 x 297	1 520,-
1/2 Page horizontal	189 x 132	210 x 148	1 520,-
Junior Page	135 x 200	140 x 205	1 820,-
1/3 Page vertical	60 x 270	70 x 297	1 020,-
1/3 Page horizontal	189 x 86	210 x 99	1 020,-
1/4 Page	92 x 132	105 x 148	760,-
1/4 Page vertical	44 x 270	52 x 297	760,-
1/4 Page horizontal	189 x 64	210 x 74	760,-
1/8 Page	92 x 64	./.	410,-
1/8 Page vertical	44 x 132	./.	410,-
1/8 Page horizontal	189 x 30	./.	410,-
1/16 Page vertical	44 x 64	./.	220,-
1/16 Page horizontal	92 x 30	./.	220,-
Special sizes, price per column per mm			3,-

- 8 Preferential Placements:**
Title Page:
Four-colored only. Width 213 mm including 3 mm bleed at the right side and Height 191 mm. No discounts available.
Further details upon request. € 3 750,-
Inside Front Cover and Back Cover: 1/1 4c € 4 670,-
Binding Placement: € 185,-
- 9 Color Extra Charges:** (discounts applicable)
Per additional color € 485,-
For four-colored Ads € 1 330,-

- 10 Special Formatting Charges:** None

- 11 Recruitment and Classified Advertisements:**
Discounts refer to the basic b/w price.
(No additional discounts available)
Classified Advertisements 15 %*
Job Advertisements 50 %*
Box Number Charge € 7,25

- 12 Discounts:** On purchase within one year, starting with the publication of the first advertisement. Only one discount scale can be applied.
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 Inserts:**

Paper weight	2-sided	4-sided	6-sided
up to 100 g/m ²	€ 2 970,-	€ 4 610,-	€ 6 095,-
up to 140 g/m ²	€ 3 240,-	€ 5 110,-	€ 6 730,-
up to 180 g/m ²	€ 3 650,-	€ 5 620,-	€ 7 440,-

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

Size of each sheet 305 mm high, 214 mm wide (including bleed, 6 mm at the head, 3 mm at the foot, 4 mm at outer edge).

Prepaid delivery to the print shop, untrimmed and ready to be inserted. No partial insertion possible.

Discount: 1 sheet = 1/1 page of Advertisement
Necessary quantity to deliver for issues 1, 2, 5 and 6: 10 100 copies.
Necessary quantity to deliver for issues 3-4 and 7-8: 13 000 copies.

- 14 Loose Inserts:**
We charge (no discounts): € 250,- % for inserts up to 25 g
Inserts with a higher weight on request. Prices include postage.
Inserts with a thickness of 3 mm up to 30 mm require additional postage.
A sample has to be sent in advance.
Delivery of the inserts by trucks with tail-lift only to the delivery address (see below), freight paid und ready for insertion. Maximum size 292 mm x 205 mm.
Necessary quantity to deliver issues 1, 2, 5 and 6: 10 100 copies.
Necessary quantity to deliver issues 3-4 and 7-8: 13 000 copies.

- 15 Affixed Postcards/Samples and Equivalents**
Affixed Reply Postcards are charged as inserts.
We charge up to 25 g € 82,- % (higher weight on request)
Charge for gluing € 72,- %
Necessary quantity to deliver for issues 1, 2, 5 and 6: 10 100 copies.
Necessary quantity to deliver for issues 3-4 and 7-8: 13 000 copies.

- 16 Delivery Address of the print shop for bound-in and loose inserts and postcards/samples to be affixed:**
Druckerei Heenemann GmbH & Co · Bessemerstr. 83 · 12103 Berlin
Remark on Delivery Note: for ntz edition ... (No.)
* on delivery of electronic advertising files only



- 1 Electronic Data Submission/Data Media:**
 - by e-mail: scholz@vde-verlag.de
 - CD-ROM/DVD
- 2 Data File Formats:**
preferably pdf/X-3
- 3 Distilling of PDF Files:**
 - only high resolution printing files, 2400 dpi / 175 lpi, all fonts included, with 300-dpi-CMYK-pictures
 - no password protection
- 4 Software (Preferably Apple Macintosh):**
 - Quark XPress up to Version 7.x
 - Adobe Indesign up to Version CS3
 - Adobe Photoshop up to Version CS3
 - Adobe Illustrator up to Version CS3
 - Microsoft Word up to Version 2007 (PC) or 2004 (Mac)
- 5 Written Information Required:**
 - Order name/name and issue of publication
 - final output format (specify bleed of 3 mm, if applicable)
- 6 Information on Color Processing:**
 - proof/laser print-out needed (process colors CMYK or grayscale)
- 7 Additional Charges:**
Additional costs due to incomplete or faulty data files, faulty preferences or incomplete information will be additionally charged

(eg. costs for new production of printing plates, stoppage of printing machines etc.).

- 8 Warranty:**
The publishers will only be liable for adequate printing results if complete data files in a correct format are supplied.

Important Information for a Smooth Production Flow

Please make sure that all files and data necessary for reproduction are included. All TIFF or EPS picture files (including logos) have to be supplied. Do not save files in JPEG or GIF format.

Please make sure that all fonts used (in EPS-files as well) are included or supplied additionally as printer and screen fonts.

We are not able to modify or correct any Postscript files.

For color advertisements you may only use the process colors cyan, magenta, yellow and black (no RGB colors). If you are using special spot colors it must be denoted clearly as they have to be printed in a separate form and they are charged separately.

Please include a binding proof/laser printout.



- 1 Brief Description:**
The journal ntz offers a valued combination of sound technical and economical coverage on the rapidly changing and converging markets of telecommunications and data networks. By this ntz offers its readers, mainly decision making managers and engineers of carriers, service providers and equipment manufacturers, a solid base for decisions and sound investments in the future. Being the organ of the well-known german Information Technology Society within VDE (ITG) the ntz is twice a year distributed to all members of the ITG with an enlarged circulation containing the ITG News with informations for ITG members. The ITG News cover - among others - many national and international conferences and workshops organized by the ITG and is thus widening the view of the future ICT market place.
- 2 Memberships:** IWV, AMF, Media Database of the German Trade Press
- 3 Organ:** Organ of the VDE and the ITG
- 4 Publisher:** VDE Verband der Elektrotechnik Elektronik Informationstechnik e. V. (German Association for Electrical, Electronics & Information Technologies)
- 5 Editor:** Walter A. Ströver, Editor-in-Chief
- 6 Advertising:** Markus Lehnert, Advertising Manager
- 7 Year of Publication:** 62nd Volume 2008
Publication : bi-monthly
- 8 Publishing House:** VDE VERLAG GMBH
- 9 Postal Address:** Merianstraße 29
63069 Offenbach, Germany
- 10 Telephone:** (069) 84 00 06-1342 advertisements
(069) 84 00 06-1331 editorial office
Fax: (069) 84 00 06-1398 advertisements
(069) 84 00 06-1399 editorial office

- 11 Internet:** www.vde-verlag.de
e-mail: anzeigen@vde-verlag.de
ntz-redaktion@vde-verlag.de
- 12 Publication Schedule** cf. page 2 and 3
- 13 Subscription Rates (domestic):** Subscription (1 year) € 100,00*
Single issue: € 20,00*
ISSN 0948-728X

- 14 Content Analysis: 2007 = 8 Issues**

Size of Journal:	DIN A4
Total Volume:	384 pages = 100 %
Editorial Part:	338 pages = 88 %
Advertisements:	46 pages = 12 %
Inserts:	3

- 15 Content analysis of the editorial part: 2007 = 338 Pages**

According to the type of the articles:	
Basic and opinion-forming articles	59 %
Product informations, short articles	12 %
Business news	9 %
ITG News	14 %
Miscellaneous	6 %



5



16 Circulation Monitoring:

17 Circulation Analysis: Average number of copies
(1 July 2007 to 30 June 2008)

Copies printed:	11 040		
Actual Distributed Circulation (ADC):	10 571	thereof abroad:	206
Sold copies:	988	thereof abroad:	90
– by subscription:	741	thereof member-copies:	67
– other sales:	247		
– individual copies sold:	–		
Free copies:	9 583		
Surplus, archive and specimen copies:	469		

18 Geographical Distribution Analysis:

Economic area	Percentage of actual distribution	
	%	Copies
Federal Republic of Germany	98	10 365
Foreign Countries	2	206
Actual Distributed Circulation (ADC)	100	10 571



9

19 Economic Branches/Sectors/Professions
(survey period: 19 July – 23 August 2007)

Department / Group / Category	Recipients (acc. to classification of the branches of the industry)	Share in the Actual Distributed Circulation (ADC)	
		%	Copies
C/CA/CB/EA/10 14/40/41	Energy Supply, Water Supply, etc.	2,4	254
D	Manufacturing Companies	36,0	3 806
I/IA/60-64 M/MA/80/80.3	Service Industries – Carriers, Network Operators, Service Providers and Telecommunications – Universities, Colleges, Science – Other Services	46,1 16,3 10,5 19,3	4 873 1 723 1 110 2 040
L/LA 75/75.1	– Organisations, Public Authorities	1,8	190
	– Education and Training, Non-employed Persons	6,8	719
	Other	2,5	264
	Not indicated	4,4	465
	Actually Distributed Circulation	100,0	10 571



2.2 Overview over the method of data acquisition:

“ntz – Innovationen der Kommunikationstechnik”

Structural Analysis of Recipients by phone-based data collection
Random Sample Collection (rotational distribution)

- Type of Database:** The database of the recipients contains the addresses of all recipients of subscription and voucher copies. Due to the postal addresses of the recipients stored in the database, the data records can be sorted according to postal codes or countries, respectively.
 - Type of Investigation:** Structural Analysis of Recipients by phone-based data collection – random sample collection.
 - Day of determining the random samples:** 17 July 2007
- Structure of the Recipients:**
- | | |
|--|--------|
| a) Overall number of recipients in database: | 24 339 |
| b) Structure of recipients of one current average edition according to its type of distribution: | |
| – sold copies | 1 001 |
| – thereof subscriptions | 750 |
| – thereof other sold copies | 251 |
| – permanently free copies | 690 |
| – rotating free copies | 7 688 |
| Actually Distributed Circulation (ADC) | 9 379 |
| – thereof Germany: | 9 253 |
| – thereof foreign countries: | 126 |
| c) Overall number of recipients in the database “Rotating Recipients” (rotating after every 4th edition) | 22 648 |
- Basic Entirety (analysed share):**

Basic entirety (ADC)	9 379 = 100,0 %
Of these not covered by the investigation:	
foreign countries	126 = 1,3 %
Copies to bookshops	103 = 1,1 %
Of the basic entirety (ADC) this analysis represents (ADC domestic):	9 150 = 97,6 %

6. Description of the Sampling System:

Layered random sampling of subscribers and recipients of free copies.

Basic sample:	414 recipients = 100,0 %
Address-related failures:	60 recipients = 14,5 %
subscriber cannot be found/died or defunct company	38 recipients = 9,2 %
address/telephone number is incorrect/has changed	22 recipients = 5,3 %
Gross sample:	354 recipients = 100,0 %
Failures :	104 recipients = 29,4 %
targeted person not available	36 recipients = 10,2 %
targeted person on vacation or ill	2 recipients = 0,6 %
interview refused	64 recipients = 18,1 %
breaking off of the interview	2 recipients = 0,6 %
Net sample (evaluable):	250 recipients = 70,6 %

7. Persons Targeted by the Analysis:

The targeted person was defined as the recipient or the first reader of the journal in a company, respectively.

8. Definition of the Reader:

Not applicable

9. Variance:

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 $\pm 5,2$ %.

10. Execution of the Analysis:

TNS EMNID Medien- und Sozialforschung GmbH, Bielefeld, Germany

11. Period of the Interviews:

19 July – 23 August 2007

Weighing:

Proportional weighing of the disproportional random sample.

This Analysis corresponds as far as set up, execution and reporting are concerned to the ZAW System for analyses of advertising media, current 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