funkschau
business.technology.strategy
funkschau.de

M E D I A G U I D E
2017
PRINT ONLINE EVENTS
funkschau – crossmedia in the market for communications technologies

funkschau – the bi-weekly specialised trade journal for ICT professionals:
Your customers rely on funkschau!

funkschau special issues report about key subjects and events in ICT:
Added value to read!

funkschau.de – the IVW audited web service for communications technologies with 2.49 m page impressions per year:
(IVW Online 07/2015 – 06/2016)
News, products, experts knowledge – just one click away!

Meet the ICT decision makers from enterprises, system houses or VADs and expand your partner network:
The place to be for your core business!
funkschau power for advertisers:

funkschau is powerful! funkschau meets the requirements of advertisers perfectly.

In Germany there are about 4,000 trade journals. funkschau ranked once more among the TOP 50 of the national top-selling professional journals in 2015. (according to HORIZONT, published May 2016).

THE medium for ICT decision makers:
- CEOs
- CTOs
- CIOs
- ICT decision makers
- system integrators
- resellers
- VAR’s
- system houses

Industrial sectors:
Carriers and operators, ICT manufacturers, services (trade, bank, insurance, health care), ICT consulting, authorities

Everything ICT decision makers need
- call- / contact-center
- datacenter
- digital signage
- printer / MPS
- landline & mobile radio
- M2M / IoT / industry 4.0
- managed services / cloud
- test & measurement
- mobile solutions
- networks
- security
- software (CRM, ERP etc.)
- telephone systems
- unified communications & collaboration
- WLAN

funkschau is powerful!
- Top ranking: Once more among the TOP 50 of Germany’s top-selling professional journals (according to HORIZONT ranking May 2016)
- High circulation!
  Total circulation of 35,486 copies, sold circulation: 6,100 copies (Source: IVW Quartalsdurchschnitt Q3/15 - Q2/16)
- Extensive online coverage: 2.49 million page impressions p.a. (according to IVW-Online 07/2015 – 06/2016)
- The funkschau newsletter reaches more than 15,000 recipients with each issue. (status 08/2016)

High credibility. Strong acceptance. A reliable partner for 89 years.
Circulation audit:

Circulation breakdown: Copies per issue/annual average
(July 1st 2015 to 30th June 2016)

<table>
<thead>
<tr>
<th>print run:</th>
<th>36,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>total circulation:</td>
<td>35,486 abroad: 407</td>
</tr>
<tr>
<td>sold circulation:</td>
<td>6,100 abroad:   168</td>
</tr>
<tr>
<td>subscriptions:</td>
<td>5,028 members: 3,593</td>
</tr>
<tr>
<td>other sales:</td>
<td>1,072</td>
</tr>
<tr>
<td>controlled circulation:</td>
<td>29,386</td>
</tr>
<tr>
<td>remainder, archive and customer copies:</td>
<td>514</td>
</tr>
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</table>

Geographic circulation breakdown:

<table>
<thead>
<tr>
<th>economic region</th>
<th>share of total circulation</th>
<th>copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>98.9 %</td>
<td>35,079</td>
</tr>
<tr>
<td>Austria</td>
<td>0.5 %</td>
<td>163</td>
</tr>
<tr>
<td>Switzerland</td>
<td>0.3 %</td>
<td>122</td>
</tr>
<tr>
<td>other countries</td>
<td>0.3 %</td>
<td>122</td>
</tr>
<tr>
<td>total circulation</td>
<td>100.0 %</td>
<td>35,486</td>
</tr>
</tbody>
</table>

* except special issues

Structure of the domestic market circulation by Nielsen areas

Subscription prices:
- Domestic subscription: € 129.-
- Overseas subscription: € 139.-
- Single copy price: € 6.-

Summary of the survey methodology:
Base (domestic total circulation) 35,079 = 100%
Period of analysis: July 2016

Nielsen Marketing Research
How many employees does your company or organisation have?

- 100 - 499: 20%
- 50 - 99: 24%
- 1 - 9: 17%
- 500 and more: 17%
- No answer: 1%

Which industrial sectors does your company serve?

- ICT consulting: 31%
- VAR, system houses, ICT retailers: 28%
- Industry and consumer goods: 27%
- Operators/service providers: 17%
- Trade, bank, insurance: 16%
- Organisation, public services: 22%
- Science, education: 5%
- Manufacturer of ICT infrastructure: 13%
- Transport/logistics: 9%
- Others: 10%

What’s your main area of responsibility in your company?

- CEO: 21%
- CIO: 26%
- CFO: 5%
- Head of ICT: 71%
- CTO: 9%
- System integrator: 18%
- Others: 3%

(Multiple answers possible)

Analysis of recipients database funkschau (July 30th, 2016); base: constant recipients of funkschau
Which sources do you use for information about products, services and industry news concerning communications technology?

**Information use pattern**

- Professional journals of editorial houses: 83%
- Newsletters of independent specialised media: 33%
- Websites of independent specialised media: 56%
- Manufacturer websites: 58%
- Manufacturer and supplier leaflets and brochures: 38%
- Manufacturer and supplier direct mails: 14%
- Exhibitions, events, congresses: 38%
- Internet platforms (user forum, portal): 28%
- Seminars, workshops, training: 18%
- Mobile applications (apps) for smartphones and tablets: 6%
- Social networks (Facebook, Twitter, XING, etc.): 12%

(Multiple answers possible)

Have you ordered a product or a service as a result of an ad or an article in funkschau, or informed yourself in preparation for a purchase within the last 12 months?

**Action as a result of ads and articles**

- No action: 9%
- Yes, informed myself in preparation for a purchase: 41%
- Yes, purchased once: 16%
- Yes, purchased several times: 34%

(Multiple answers possible)

Which topics are you interested in?

**Interest for topics**

- Carrier infrastructure: 74%
- ICT services: 86%
- M2M communications: 63%
- Datacenter: 68%
- Mobile solutions: 47%
- Distribution / retail: 43%
- Measuring technologies: 56%
- Unified communications: 79%
- Digital signage: 7%
- Security: 86%
- Call-center / contact-center: 67%
- Printer: 44%
- Made in Germany: 38%
- Telecommunications equipment: 91%
- Cloud: 81%
- Smart home: 69%

(Multiple answers possible)

Source: funkschau reader survey 9/2014, base=387
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Deadline for print material</th>
<th>Main topics</th>
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<tr>
<td>1 + 2</td>
<td>Jan 27, 2017</td>
<td>Jan 10, 2017</td>
<td>Jan 16, 2017</td>
<td>IoT/M2M</td>
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<tr>
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<td></td>
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<td>Jan 12, 2017</td>
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<tr>
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<td>Jan 31, 2017</td>
<td>Feb 6, 2017</td>
<td>telecommunications systems</td>
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<td>Feb 2, 2017</td>
<td>special issue digital signage</td>
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<tr>
<td>MARCH</td>
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<td>Feb 27, 2017</td>
<td>unified communications &amp; collaboration</td>
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<td>Mar 27, 2017</td>
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<tr>
<td>8</td>
<td>Apr 28, 2017</td>
<td>Apr 7, 2017</td>
<td>Apr 13, 2017</td>
<td>future workplace</td>
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<td></td>
<td>Apr 28, 2017</td>
<td>Apr 5, 2017</td>
<td>Apr 11, 2017</td>
<td>special issue wlan</td>
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### MAY

<table>
<thead>
<tr>
<th>Date</th>
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</table>

### JUNE

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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</table>

### JULY

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<th>Date</th>
<th>Event Description</th>
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</table>

### AUGUST

<table>
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<th>Date</th>
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<tr>
<td>---------------</td>
<td>--------------------------------------</td>
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<tr>
<td>17</td>
<td>Sep 15, 2017</td>
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<td></td>
<td>Oct 13, 2017</td>
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<td>Nov 10, 2017</td>
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<td>Nov 24, 2017</td>
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<tr>
<td></td>
<td>Dec 8, 2017</td>
</tr>
</tbody>
</table>

| OCTOBER       |                                      |                                      |                                      |                                      |                                      |                                      |
|---------------|--------------------------------------|--------------------------------------|                                      |                                      |                                      |                                      |
|               | Sep 29, 2017                         | Sep 12, 2017                         | Sep 18, 2017                         | storage                              | B2B devices                         | CRM/ERP                             | cabling                             |
|               | Sep 29, 2017                         | Sep 8, 2017                          | Sep 14, 2017                         | special issue                        | securityXpert                        |                                      |                                     |
|               | Nov 24, 2017                         | Nov 7, 2017                          | Nov 13, 2017                         | unified communications & collaboration | server                              | industry 4.0                        | wireless LAN                        | virtualization                      |
|               | Dec 8, 2017                          | Nov 21, 2017                         | Nov 27, 2017                         | UPS                                  | headsets                            | monitoring                          | digital signage                     | CRM/ERP                             |
**Special issue datacenter**

There are a lot of areas in the data center that need improvement. Most notably, increased performance and reduced costs. Consolidation, virtualization, new architecture, convergence of telecommunications and network technology as well as optimized rack and cooling systems may help to save costs – also when there is tightened compliance and safety regulation. Four special issues highlight this topic.

<table>
<thead>
<tr>
<th>Special issue datacenter</th>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Deadline for print material</th>
</tr>
</thead>
</table>

**Perfect for your cross-media campaign:**

- **special issue:** with more than 35,500 print copies delivered to the desk of key decision makers
- **microsite:** extensive online coverage of funkschau.de - 2.49 m page impressions p.a. (according to IVW-online 07/2015 – 06/2016)
- **special newsletter:** Each mailing reaches more than 15,000 ICT key decision makers (status 08/2016)

**Special issue IoTxpert**

There is no limit for the automated data transfer in realtime between machines, known as M2M communications. It extends globally to all industries and concerns daily life and business. funkschau reports about all industries, vendors, topics and technologies, which contributes to the success of the Internet of Things. Profit from funkschau’s cross-media options with print, online and newsletter!

<table>
<thead>
<tr>
<th>Special issue IoTxpert</th>
<th>Publication date</th>
<th>Ad closing date</th>
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</tr>
</thead>
</table>

**Topics:**
- cabling/infrastructure
- security (IT and physical)
- active components
- virtualization and consolidation
- energy efficiency
- energy supply
- carrier/interface
- managed services
- software defined data center
- monitoring
- cooling, climate
- storage, backup
- IT management
- power supply
- automation in the industry
- E-health, medical engineering
- electromobility
- remote control/remote maintenance
- facility management
- Internet of Things
- M2M security, surveillance
- mobile payment
- smart grid
- smart home
- smart metering
- telematics/traffic systems
- sales support
- IoT platforms
- M2M module
- IoT as a Service
funkschau special issue ALL-IP
The funkschau special issue ALL-IP examines myths as well as facts about IP and ISDN carefully. The special issue provides ICT decision makers in companies as well as system houses with basic principles, strategies and tips to successfully master the migration to All-IP. The All-IP special issue offers manufacturers, service providers, integrators and measurement technicians an attractive platform without waste coverage.

- technical requirements of IP migration
- VoIP versus All-IP: speech meets data communication
- hybrid or All-IP: gentle or hard changeover?
- design emergency call and special services IP-capable
- security and reliability in the IP network
- unified communications and cloud: added value of the migration

<table>
<thead>
<tr>
<th>Special issue ALL-IP *</th>
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</tr>
</thead>
</table>

Special issue made in Germany
Innovative spirit and expertise with the german seal of quality are convincing sales arguments. Products and services „made in Germany” are still signifying reliability in construction, execution, accuracy and persistence. But new communication platforms like social media, cloud and mobile internet bring more and more dynamic to the market. What must happen, so that quality is a competitive differentiator and Germany’s principle of success in the global market also in 20 years? funkschau puts the seal of quality to the test.

Set your flag – with your company presentation in the funkschau special issue „made in Germany” with a controlled circulation of about 35,000 print copies and on the special microsite.

<table>
<thead>
<tr>
<th>Special issue made in Germany *</th>
<th>Publication date</th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jul 21, 2017</td>
<td>Jun 30, 2017</td>
<td>Jul 6, 2017</td>
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</tbody>
</table>

Special issue WLAN
funkschau dedicates a special issue to the versatile on-air communication
How to deal with today’s technological requirements like high-user-density and increasing data traffic. Which potential business offers specialised trade vertical markets? How to generate and profit from WiFi services? These and further topics are discussed in the funkschau special issue WLAN. Join this platform and profit from the high visibility for your wireless solutions and products!

<table>
<thead>
<tr>
<th>Special issue WLAN</th>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Deadline for print material</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Apr 28, 2017</td>
<td>Apr 5, 2017</td>
<td>Apr 11, 2017</td>
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</tbody>
</table>

funkschau’s special issue case study provides solutions for challenges in all areas of ICT.
- unified communications & collaborations
- call-center / contact-center
- telecommunications systems
- datacenter
- storage
- Internet of Things
- mobile working
- security
- ICT services
- all products and solution areas which support professional communications in all enterprise concerns

Special issue case study
Benefit from funkschau’s special issue case study to present your successful customer solutions in sophisticated advertorials.

funschau’s special issue case study provides high attention among your target group. Exceptionally high coverage is guaranteed via crossmedia coverage, combining print and online.

Special issue made in Germany
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<tbody>
<tr>
<td></td>
<td>Jul 21, 2017</td>
<td>Jun 30, 2017</td>
<td>Jul 6, 2017</td>
</tr>
</tbody>
</table>
Special issue future workplace

Digitization penetrates the entire business world step by step, breaks with silo mentality and requires new paths and efficient tools of cooperation and communication. The modern workplace is digital and mobile - employees access various business applications with various end devices and at any location. The special issue future workplace addresses solution providers for the „digital workplace“.

- enterprise mobility management: MDM, MAM, MCM
- guide for the digital transformation
- IT infrastructure requirements
- the role of unified communications & collaboration
- added value with cloud computing
- security versus usability?
- self service
- change management

<table>
<thead>
<tr>
<th>Special issue future workplace *</th>
<th>Publication date</th>
<th>Ad closing date</th>
<th>Deadline for print material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb, 17 2017</td>
<td>Jan 27, 2017</td>
<td>Feb 2, 2017</td>
<td></td>
</tr>
</tbody>
</table>

Special issue digital signage

Retail and the service industry notice how their customers are becoming ever more ambitious: they are increasingly demanding digital information about products or services. The German digital signage market is growing steadily, but the more individual the requirement, the more complex is the approach. Funkschau explains what has to be considered in the introduction of a digital signage strategy, how concrete application scenarios look like and what will be possible in the future. A platform for hardware and software vendors, system integrators and consultants, content marketeers, DS agencies and full-service providers.

- DS monitors, -displays and -projectors
- IT hardware for DS scenarios
- software solutions
- content management
- Rol consideration
- (mobile) connectivity and networking
- industry solutions - hotels, education, healthcare, culture, PoS e.g.

<table>
<thead>
<tr>
<th>Special issue digital signage *</th>
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<th>Deadline for print material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 27, 2017</td>
<td>Jan 5, 2017</td>
<td>Jan 12, 2017</td>
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</tbody>
</table>

Special issue securityXpert

The topic of data theft is permanent in the media, Safe Harbor has been replaced by the Privacy Shield and there is the IT security law - a complex scenario for investment decision-makers and security officers. The special issue securityXpert provides guidance on setting up and improving corporate security. Funkschau offers the cross-media platform for manufacturers, service providers and distributors to show their safety solutions in the professional environment - across all industries, without waste coverage.

- network security
- malware protection
- mobile security
- security intelligence
- video monitoring
- access control
- data protection
- managed security

<table>
<thead>
<tr>
<th>Special issue securityXpert *</th>
<th>Publication date</th>
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<th>Deadline for print material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 29, 2017</td>
<td>Sep 8, 2017</td>
<td>Sep 14, 2017</td>
<td></td>
</tr>
</tbody>
</table>

* magazine format 210 x 297
Xperts – the new funkschau brands

Each Xpert brand focuses a topic of high interest and market relevance. Microsites funnel topic-specific information and interest. Special issues flank the series and secure cross-media awareness and visibility. The funkschau readers find therein concentrated expert knowledge to the specific topic for substantiated investment decisions. **The perfect platform for Xpers!**

**IoTxpert:**
Decision makers’ expertise for Internet-of-Things: IoTxpert targets all vertical markets from smart energy, telematics, transport & logistics, healthcare as well as industry 4.0, consumer electronics and the public sector. Get a 360° overview to technologies, hardware, software, services or business concepts.

www.iotxpert.de

**securityXpert:**
Security is THE latest trend: due to state supervision, economic espionage, data loss and identity theft on a grand scale the security topic has become a must. Whether holistic security information and event management solution or highly specialised mail security – with the securityXpert special you’ll get it all.

www.securityxpert.de

You are a Xpert? Let it know your customers with the new funkschau Xpert brands.
Your funkschau media experts would be glad to consult you concerning your presentation opportunities.
Front cover page ad

This advertising form offers an exclusive placement on funkschau’s title page. format: 210 mm width x 297 mm height

Advertorial

High credibility in the editorial environment and look-and-feel 1/1 page: 4,500 characters (incl. spaces) + image + logo

Flap

Benefit from the enormous attractiveness of the cover pages of funkschau. cover page: w 132 mm x h 196 mm inside: w 132 mm x h 297 mm

Customised publishing

Your editorial article embedded in an individual and awareness catching funkschau look-and-feel. Perfect for customer presentations or (in-house) exhibitions and events.

Services (according to requests of the customer):

- concept (in agreement with the customer)
- editorial development and consulting
- layout (funkschau layout or customers’ corporate design)
- print/processing
- optional foreign-language editions/versions
- loose or bound insert/tip-on in funkschau

Additional advertising formats e.g. barn door ad, cover gate folder, belly wrap on request.
Customised publishing – your tailor-made special issue
funkschau offers individual print and online communication solutions. We can create for you the ideal ad presence. The possibilities range from the customer publishing of complex solutions and products in booklets or advertorials to regular customer magazines.

Videos
Present your company in a short, professionally produced clip in web quality. The media center of funkschau.de is the perfect platform for your video.

Service:
- Length: ca. 2 minutes
- Post production
- Placement of the clip in the media center of funkschau.de
- Full right of utilisation by advertiser

Video interview:
- Video interview with funkschau
  5 - 10 editorial technical and sales questions about your product
- cut 3-5 minutes
- placement in the funkschau TV channel
- Video optional for own usage

Rate: on request
The successful format „funkschau congress Unified Communications“ enters the 5th round. On October 19th, 2017 experts from the UCC scene meet once more to present solutions and practical knowledge in successful UCC strategies to ICT decision makers, resellers and integrators. One day long firsthand information: Up-to-date trends, concrete scenario-specific solutions, organisational basic conditions and valuable industry contacts.

Vendors, service providers as well as system integrators find here a perfect platform to showcase their UCC core competence to a top-class professional audience – directly without waste coverage.

**Topics at funkschau congress Unified Communications:**
- Driver for Unified Communications & Collaboration
- Requirements for a successful UCC migration
- Vendors’ promises – theory versus practice
- On-premise solutions versus cloud solutions
- Cloud concepts in comparison: private, hybrid, public cloud
- Meaning and integration of social media
- Integration of UCC, CRM and ERP
- The role “Skype for Business”
- UCC as tools for deployment in call-/contactcenters
- Security, management and compliance
- Cost analysis and ROI

**Your benefits:**
- Comprehensive platform focused on your UC competence
- Hotspot for ICT decision makers from enterprises, system integrators, and value added resellers
- Direct contact to your specialised target group
- Business development
- Credible expert presentation
- Strong awareness by promotion in funkschau, funkschau.de and social media platforms
- Pre-and-post-event editorial coverage

**Show your UC competence at funkschau congress Unified Communications 2017, October 19th, 2017.**
Event service: creative & competent

Are you planning an event for your customers or partners? You would like to surprise with a different location?

Would you like a complete carefree event package?

Funkschau is not just publication and web service. Funkschau is also your full-service agency with added value. You receive promotion and professional organization performance from a single source - tailor-made according to your specifications.

The publishing house offers you a perfect stage for your performance!

Event services (depending on the requirements)

- concept (in agreement with the customer)
- provision of suitable rooms in the publishing house (conference room for up to 60 participants with modern conference technology, foyer for reception and networking, own „beer garden“)
- organization and event assistance (incl. coordination of service providers, e.g. catering)
- support for layout and printing of advertising materials (ads, program, etc.) as well as banner production
- Cross-media promotion for your events via the funkschau channels print, online, newsletter
- If required, speaker support by funkschau editorial staff
- If required, video recording of your event

Rate on request (depending on the concept)
### Advertising formats and rates funkschau

- Please add valid VAT rate.

<table>
<thead>
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<th>Format</th>
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</tr>
<tr>
<td>9/16 page/junior page bleed size</td>
<td>132 x 195</td>
<td>€ 5,495.00</td>
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<tr>
<td>2/3 page horizontal bleed size</td>
<td>183 x 181</td>
<td>€ 6,510.00</td>
</tr>
<tr>
<td>2/3 page vertical bleed size</td>
<td>123 x 262</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal bleed size</td>
<td>183 x 132</td>
<td>€ 4,895.00</td>
</tr>
<tr>
<td>bleed size</td>
<td>210 x 147</td>
<td></td>
</tr>
<tr>
<td>1/2 page vertical bleed size</td>
<td>87 x 262</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
<td>102 x 297</td>
<td></td>
</tr>
<tr>
<td>1/2 page advertorial</td>
<td>2,500 characters + image + logo</td>
<td>€ 4,895.00</td>
</tr>
<tr>
<td>1/3 page horizontal bleed size</td>
<td>183 x 82</td>
<td>€ 3,560.00</td>
</tr>
<tr>
<td>1/3 page vertical bleed size</td>
<td>53 x 262</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
<td>68 x 297</td>
<td></td>
</tr>
<tr>
<td>1/4 page horizontal bleed size</td>
<td>183 x 58</td>
<td>€ 2,785.00</td>
</tr>
<tr>
<td>1/4 page vertical bleed size</td>
<td>37 x 262</td>
<td></td>
</tr>
<tr>
<td>bleed size</td>
<td>52 x 297</td>
<td></td>
</tr>
<tr>
<td>cover page + 1 advertorial</td>
<td>210 x 297</td>
<td>€ 11,999.00</td>
</tr>
<tr>
<td>2&quot;/3&quot;/4&quot; cover page</td>
<td>210 x 297</td>
<td>€ 9,985.00</td>
</tr>
<tr>
<td>flap cover page</td>
<td>132 x 196</td>
<td></td>
</tr>
<tr>
<td>flap inside</td>
<td>132 x 297</td>
<td></td>
</tr>
</tbody>
</table>

The bleed size of bled-off printed ads is at least 5 mm.

**Cancellation:** Cancellation for advertisements, bound inserts or loose inserts is possible free of charge until the ad closing date.

**Dates:***
- Publication frequency: bi-weekly, 24 issues
- Publication dates: see schedule
- Advert closing dates: see schedule

**Printing and binding technique, printing material:** see technical data

**Publisher's imprint**
- WEKA FACHMEDIEN GmbH
- Matthäus Hose, e-mail: mhose@weka-fachmedien.de
- Peter Eberhard, e-mail: peberhard@weka-fachmedien.de
- Stefan Adelmann, e-mail: sadelmann@weka-fachmedien.de
- Eric Weis, e-mail: eweis@weka-fachmedien.de

**Volume:**
- 90th volume/2017
- Publishing house: WEKA FACHMEDIEN GmbH
- Richard-Reitzner-Allee 2, D- 85540 Haar
- Phone: +49 89 25556-1351, Fax: +49 89 25556-1656
- www.funkschau.de

**Discounts:**
- (With purchase within one year)
- Frequency discount
  - 3 or more insertions: 3 %
  - 6 or more insertions: 5 %
  - 9 or more insertions: 10 %
  - 12 or more insertions: 15 %
  - 18 or more insertions: 20 %
  - 24 or more insertions: 25 %
- Weight:
  - up to 25g per 1,000: € 290.00
  - up to 50g per 1,000: € 329.00
  - up to 75g per 1,000: € 372.00
- including postage
  - split-run up to 25g: 10% handling fee
  - split-run more than 25g: available on request
- Bound inserts:
  - 4-pages per 1,000: € 279.00
  - 6-pages per 1,000: € 322.00
  - 8-pages per 1,000: € 362.00
  - 12-pages per 1,000: € 392.00

Total supplements and bound inserts will be charged to volume discount as one page (no discounts, no agency commission provided).

**Tip-on postcards:**
- minimum format 1/1 page
- 74.- € 0.00 gluing fee including postage
  - (manual processing on request)
  - rate base: loose/bound inserts, postcards: 36,200 copies

**Island ads:**
- b/w per mm € 22.60
- Format content minimum 1 column 53 mm height
  - 1 column minimum 44 mm height
  - 1 column maximum 106 mm height
  - 2 columns maximum 88 mm height
Examples advertising formats

1/1 page
width x height
210 x 297 mm ●
183 x 262 mm

2/3 page horizontal
width x height
210 x 262 mm ●
183 x 181 mm

2/3 page vertical
width x height
123 x 262 mm ●
138 x 297 mm

Junior page
width x height
147 x 210 mm ●
132 x 195 mm

3/4 page horizontal
width x height
210 x 220 mm ●
183 x 205 mm

3/4 page vertical
width x height
155 x 297 mm ●
140 x 262 mm

1/2 page horizontal
width x height
210 x 147 mm ●
183 x 132 mm

1/2 page vertical
width x height
102 x 297 mm ●
87 x 262 mm

1/3 page horizontal
width x height
210 x 97 mm ●
183 x 82 mm

1/3 page vertical
width x height
68 x 297 mm ●
53 x 262 mm

1/4 page horizontal
width x height
210 x 73 mm ●
183 x 58 mm

1/4 page vertical
width x height
52 x 297 mm ●
37 x 262 mm

Title flap cover page
width x height
132 x 196 mm ●

Title flap inside page
width x height
132 x 297 mm ●

trim size
add 5 mm per trimmed edge for bleed size
Overview advertising formats

**Newsletter advertising**
The weekly funkschau.de newsletter provides your customers with information – quickly, up-to-date and targeted. More than 15,000 ICT decision makers get tailor-made news, product and expert articles. The newsletter is the perfect advertising medium for product presentations and event notes.

See page 26 and 27 for our newsletter advertising formats.

* Status 08/2016

**Wide Skyscraper**
More information on banner advertising see page 23.

**Rectangle 300 x 200**
More information on banner advertising see page 23.

**Whitepaper**
Introduce your whitepaper within the editorial environment of funkschau.de and generate high-quality leads!

More information on page 25.

**Calendar entries**
Make your customers aware of your important events!

More information on request.

**Leaderboard**
More information on banner advertising see page 23.

Online ad formats at a glance
www.funkschau.de/media/showroom
Video advertising
Benefit from the high click-rates on funkschau.de and use the media center as a platform for your adverts – for your pre-roll, overlay or trade show clip. Host your own video on funkschau.de!
More information on page 15.

Suppliers’ compass
Enterprises from ICT industry introduce themselves in the suppliers’ compass at funkschau.de. Customers get various opportunities: from a comprehensive company profile including images and videos right up to presentations of the latest events or exhibitions. Secure your premium entry and be more visible for your customers!
More information on page 24.

Online ad formats at a glance
www.funkschau.de/media/showroom

Medium Rectangle
More information on banner advertising see page 23.

Image gallery advertising
On request

Flashbar
More information on banner advertising see page 23.
**Microsite**

Create your own online presence with a microsite on www.funkschau.de. Present your products, articles and videos on your created site and benefit from the high coverage of funkschau.de.

**Services:**
- Product reports, professional articles and videos can be put online
- Infobox for seminars, job offers, picture galleries
- Free placement of banners on microsite
- Announcement and microsite link on funkschau.de homepage
- Max. 20 contributions displayable (changes possible)
- Page impressions on request

**Rate:** € 4,950.- / month

Min. booking period: 2 months

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**Readers’ board**

Secure your customers’ attention by placement of your product and company information or advertising straight on all sites of funkschau.de. The funkschau advertising format readers’ board is embedded in the right column of an article site and positioned in all categories.

The position near to the editorial content contributes to a strong communication power. A mouse-over-effect opens a pop-up with your information (e.g. ad). At this point a simple klick leads to your pre-defined URL.

**Perfect for your crossmedia campaign!**

Publish your 1/1 page ad also on funkschau.de – without any further efforts – and adress your customers additionally via funkschau.de newsletter.

**Specifications:**
- Company logo: 100 x 60 pixels (jpg or gif file)
- Ad: 500 x 700 pixels (jpg or gif file)
- Headline text: max. 60 characters
- Company name
- Weblink

**Rate:** € 1,500.- / month
### Banner advertising

#### Super Leaderboard
- € 165,- / 1.000 ad impressions
  - (970 x 90 pixel, max. 200 KB)

#### Leaderboard
- € 115,- / 1.000 ad impressions
  - (728 x 90 pixel, max. 200 KB)

#### Wide Skyscraper 1
- Position 1 € 160,- / 1.000 ad impressions
  - (160 x 600 pixel, max. 200 KB)

#### Wide Skyscraper 2
- Position 2 € 80,- / 1.000 ad impressions
  - (160 x 600 pixel, max. 200 KB)

#### Floating Wide Skyscraper
- € 230,- / 1.000 ad impressions
  - (160 x 600 pixel, max. 200 KB)

#### Half Page
- € 210,- / 1.000 ad impressions
  - (300 x 600 pixel, max. 200 KB)

#### Tape Ad
- € 160,- / 1.000 ad impressions
  - (970 x 30 pixel, max. 200 KB)

#### Pushdown
- € 210,- / 1.000 ad impressions
  - (970 x 90 pixel to 970 x max. 415 pixel, max. 200 KB)

#### Billboard
- € 255,- / 1.000 ad impressions
  - (970 x 250 pixel, max. 200 KB)

#### Full Banner
- € 85,- / 1.000 ad impressions
  - (468 x 60 pixel, max. 200 KB)

#### Rectangle 300 x 200
- € 180,- / 1.000 ad impressions
  - (300 x 200 pixel, max. 200 KB),
    1st or 2nd position to availability

#### Flashbar
- € 295,- / 1.000 ad impressions
  - (970 x 100 pixel, max. 200 KB)
  in categories only, sticky

#### Native Ad
- € 255,- / 1.000 ad impressions
  image (min. 623 x 351 pixel, 16:9), logo (max. 300 x 45 pixel).
  Headline text: max. 50 characters incl. space characters;
  text: max. 80 characters incl. space characters, max. 200 KB

#### Ad Words
- Ad Words logo/image: € 40,- / 1.000 ad impressions
  logo/image 104 x 110 pixel
- Ad Words logo/image + text: € 50,- / 1.000 ad impressions
  logo/image 104 x 67 Pixel
  text 42 characters incl. space characters

#### Page Peel
- € 120,- / 1.000 ad impressions
  (100 x 100 pixel respectively 500 x 500 pixel, max. 200 KB)

**Data formats:** GIF, JPEG, HTML, PNG
Suppliers’ compass

Companies from ICT industry show their competences in the supplier’s compass of www.funkschau.de. It offers various possibilities to present your company: from a complete company portrait including images and videos to company events and trade shows. The exclusive ranking system ranks premium customers first when a product is searched for.

Your premium listing includes:
• company portrait
• contact data
• product portfolio
• images
• videos
• whitpaper
• event listings
• editorial mentions/articles
• ranking with logo in product search

Be up front - it’s on you!
Each product search concerning your company pushes your company as premium supplier inclusive logo to the top listing

Rate: € 1,990.-/year
no discounts

One keyword for free!

Free QR code service
The direct link to your entry in the suppliers’ compass: we provide you with your personal QR code – on request with your company logo. Perfect for your print advertising media!

Keyword booking
(context sensitive advertising)
(only with a premium listing)
for example ICT services, telecommunications equipment, unified communications, etc.
For every article that includes the keyword, an entry is placed in the infobox with your premium listing.

Rate: € 990.-/year and keyword
(12 months max.)
no discounts
Whitepaper

Take the chance for lead generation - present your whitepapers embedded in the funkschau editorial environment. Upload and publication of your whitepapers is a free service. It’s on your decision to buy the generated leads.

- Infobox to announce the whitepaper
- Presentation of the whitepaper including your corporate logo within the download area
- Format whitepaper: .pdf, .doc, .xls, .ppt
- Company URL (linked to your website)
  Information page: headline, teaser and short description
  Format corporate logo: .jpg, .tif, .gif, .eps

Hosting for free
Leads available on request € 19.90/Lead

Optional: customised newsletter to registered users.
Address interested users without waste coverage.

Webinar

Transfer specific know-how to your customers and actively involve your customers and prospects in this live event. Your audience can ask you questions via chat. Emphasize the advantages of your company’s products and competence in a dynamic and interactive presentation.

Services:

- Advance notice of the webinar in 2 newsletters of funkschau.de and in one category for one month
- Customised newsletter to qualified users
- Registration of users
- Technical realisation of the webinar and guidance to speakers
- One live broadcast incl. moderation
- Archived webinar is available for registered users as an on-demand webcast for download

Rate: € 4,990.00 (no discounts)
The weekly funkschau.de newsletters bring the latest news fast and precisely to your target group. More than 15,000* ICT decision makers receive tailor-made informations and expert articles. The newsletter is the perfect advertising platform to publish your product news and events.

* Status 08/2016
Content banner
(360 x 60 pixel, max. 60 KB),
(468 x 60 pixel, max. 60 KB),
(728 x 90 pixel, max. 60 KB),
file format: PNG, GIF*, JPEG,
HTML*
€ 690.-

Text ad 3rd position
max. 3 links per text ad
Corporate logo (150 x 50 pixel) and product picture (150 x 150 pixel).
file size: max. 60 KB
file format: PNG, GIF*, JPEG
€ 590.-

Platinum newsletter
3 ads (exclusive)
Editorial service:
1 product announcement
1 news announcement
1 specialised article
Mention within the subject heading
€ 4,590.-

The editorial staff of funkschau.de reserves the right to edit the articles in corporation with the customer.

Technical details on www.funkschau.de/media/showroom
Printing technique / completion

printing technique:
Cover: sheetfed offset
Content: role offset
Paper: 60 gsm, upgraded newsprint paper
Processing: saddle stich binding
Format: 210 mm width x 297 mm height
Type area: 183 mm width x 262 mm height

Place all picture elements (including logos, QR codes) 4 mm from the outer edge.
Files preferably as unseparated individual pages in PDF format V1.3 or V1.4.
Exact specifications can be obtained from the following contact persons:
Teresa Manuri, phone +49 89 25556-1482, fax +49 89 25556-1690, tmanuri@weka-fachmedien.de
Stefan Buchner, phone +49 89 25556-1481, fax +49 89 25556-1690, sbuchner@weka-fachmedien.de

Please transmit your digital data as a PDF via data medium (CD-ROM), e-mail or FTP.
For detailed specifications please ask your contact person.

Proof:
Content proofs must be delivered in 4c based on the standard “PSO_INP_Paper_eci.icc” for offset printing.
Cover proofs must be delivered in 4c based on the standard “ISOcoated_v2_eci.icc” for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.
Small tonal value deviations are respectively within the tolerance range of the web offset printing. Black tone surfaces are to be underlined with 40% raster in cyan.
The correct proof parameters must be observed. Otherwise your ad can’t be realized with the common tolerances of the process.
In case of questions or problems please ask your contact person.

FTP access: on request

Loose inserts/bound inserts/tip-on ads/CDs

loose inserts:
minimum format: 105 mm width x 148 mm height
maximum format: in height and width 10 mm smaller than magazine
minimum weight: 150 gsm for single leaf
maximum weight: on request
positioning: best possible
Loose inserts must be delivered cut and folded as a finished product and be adapted for mechanical processing.
Placement possibilities: print run, part of circulation by zip-codes or by Nielsen areas.

bound inserts:
minimum size: 105 mm width x 148 mm height
maximum size: format of the magazine
trimmed pages must have an additional 5 mm on each border to be cut off.
minimum weight: 100 gsm for 4-page-products
Placement only between the different sections.
Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.

tip-on ads:
Folded products must be close to the gutter and be adapted for mechanical processing.
Positioning on request.
Placement possibilities: print run and part of circulation of the tip-on ads by zip codes.

CDs:
Positioning on request.

Delivery date and delivery address for loose inserts, bound inserts and tip-on ads:
Please ask your contact person.

L.N. Schaffrath DruckMedien GmbH & Co. KG, Marktweg 42-50, D-47608 Geldern
Delivery note: please mark clearly: “loose/bound insert CUSTOMER, for funkschau-issue xy/2017”

Terms of payment:
2% discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing
Bank details: HypoVereinsbank, München
Bank code: 700 202 70
Account No.: 35 704 981
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX
VAT No.: DE 811 190 616
An "order" in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements.

15. The client is responsible for punctual delivery of proper ready to print copy or supplements or for punctual delivery of materials required for the technical specifications of the publisher, punctually for the print copy deadline.

16. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions.

20. In cases where a number of related files are sent, the client will ensure that these data are sent and/or saved in a common directory (folder).

21. The client is entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher may also identify it as such, in particular by the word "Anzeige" [Advertisement], and/or set it off from the editorial content to make its advertising nature plain.

22. On request the publisher will supply an advertisement proof. Depending on the nature and scope of the advertising order, advertisement proofs may be identified by the publisher by the word „Anzeige“ [Advertisement]. In as much as online advertising is not obviously advertising, the client is entitled to demand a proof of the publication and distribution of the advertisement.

23. The client is not entitled to the insertion of advertisements in a particular number, a particular edition or at a particular place of the magazine.

24. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency as the ordering party and the issue of an order to the advertising agency verified in writing.

25. The place of jurisdiction is that of the registered office of the publisher if the client is a merchant in the sense of the code of commercial law, and of the client otherwise. Any inoperativeness of a term or condition of these terms and conditions shall not affect the operativeness of the remaining terms and conditions.

26. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origination of such claims, that is, if they are founded on claims of deliberate negligence.

27. Any error corrections of which they are informed by the print copy deadline or within a term agreed upon by the two parties.

28. The client must report evident insufficiencies of online advertising in writing within three workdays after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

29. In other respects the publisher is only liable in as much as, their auxiliary persons and/or legal representatives are accused of deliberately or grossly negligent behavior. This does not apply as in much as the publisher violates principal obligations of the contract.

30. In any doubt the publisher and/or their auxiliary persons and legal representatives cannot be held liable for financial losses especially in terms of consequential damages, unpredictable or atypical damages and loss of profit. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.

31. In the event of wholly or partly illegible, incorrect or incomplete impression of an advertisement, the client may claim impression of a faultless supplement. In the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format and/or technical specifications of the publisher.

32. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official standards. Inaccurate or missing insertions or supplements may be charged 50% above the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format or layout, of a certain third-party advertisement will not be accepted. Refusal of an order will be communicated to the client immediately. Advertisement orders cannot be regarded as advertisements because of their editorial composition may be identified by the publisher by the word „Anzeige“ [Advertisement].

33. Payment in case of default or payment of a grant of a reprieve, interest of up to or above the prime lending rate will be billed or, if the client is a consumer in the sense of § 289(1) of the German Civil Code, 5% above the effective rate of interest on the day of the default or, in the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format and/or technical specifications of the publisher.

34. The client acknowledges that the publisher processes and uses personal data. The publisher will abide by the applicable data privacy legislation – in particular of the Federal and Teleservices Data Protection Act – and also impose such a processing and use of personal data.

35. The publisher may identify its advertisements in such a manner that they cannot be considered as advertisements, especially in terms of consequential damages, unpredictable or atypical damages and loss of profit.
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