

MEDIA KIT 2016



ONLINE

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successful media for experts

Media Group SV Süddeutscher Verlag



Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

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

2 Profile in brief:

all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH. The portal focuses chiefly on the topics of electronic development, electronic manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the portal's journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines.

The user also has extensive research facilities at hand in the business directory, which contains over 5,000 companies listed by specific industry. And the online presence is reinforced by a newsletter with over 16,700 registered subscribers.

The offering is rounded out by an extensive job market featuring positions for skilled staff and executive management in the electronics industry.

3 Target group:

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

4 Publisher: Hüthig GmbH

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

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

Anja Breuer, Advertising Manager
Tel.: +49 6221 489-326
E-mail: anja.breuer@huethig.de

7 Data delivery:

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

Facts

Traffic¹

- 60,195 visits / month
- 114,300 page impressions / month
- 2.14 minutes average dwell time
- 16,700 newsletter subscribers

Content

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

Channels

- market overviews
- news
- components
- embedded
- measuring + testing
- e-manufacturing
- automation
- applications
- dates
- job market
- videos

all-electronics.de
is IVW certified

¹As of 3/2015, excluding search engine hits

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

| Ad Format | Format | Bookable Channels | Price in Euros per month/issue | Prices in the trade fair months March, October, November |
|---------------------------------|------------------------------------|--|--------------------------------|--|
| Full-Size banner | 468 x 60 pixels | total rotation | 1,850.– | 2,035.– |
| Half-Size banner | 234 x 60 pixels | total rotation | 1,330.– | 1,450.– |
| Superbanner (=Big-Size banner) | 728 up to a max. 890 x 90 pixels | total rotation | 2,700.– | 2,950.– |
| Skyscraper | 160 x 600 pixels | total rotation | 2,420.– | 2,640.– |
| Content Ad | 300 x 250 pixels | total rotation | 3,300.– | 3,570.– |
| Rectangle | 300 x 250 pixels | total rotation | 3,080.– | 3,360.– |
| Wallpaper | 728 x 90 and max. 160 x 900 pixels | total rotation | 4,540.– | 4,950.– |
| Partner-site button in channel | 300 x 120 pixels | Market overviews, news, components, embedded, measuring + testing, e-manufacturing, automation, applications | 580.– | 640.– |
| Partner-site button on homepage | 300 x 120 pixels | homepage | 1,680.– | 1,840.– |
| Sponsoring button | 900 x 30 pixels | total rotation | 3,500.– | 3,800.– |
| Flying Ad | 240 x 120 pixels | total rotation | 4,180.– | 4,730.– |
| Microsite/Specials | as agreed | Link in main navigation + sidebar | 1,290.– | 1,380.– |
| Company/Product Video | 400 x 280 pixels | Company entry, Videos | 3,050.–* | |
| Whitepaper | as agreed | Whitepaper, Sidebar | 240.– | 270.– |
| Sponsored Post | Text + max. 5 pictures | 1 week integration on home page + archiving min. 1 year | 2,040.– | |

*duration: 1 year

All prices are quoted in euros excl. VAT at the statutory rate.

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

| Ad Format | Format | Bookable Channels | Price in Euros per month/issue | Prices in the trade fair months March, October, November |
|--------------------------|--|--------------------|--------------------------------|--|
| Newsletter/Sponsoring Ad | 660 x 30 to 90 pixels | | 900.– | 990.– |
| Newsletter/Content Ad | 480 x 150 pixels | | 840.– | 920.– |
| Newsletter/Skyscraper | 160 x 600 pixels | | 1,020.– | 1,120.– |
| Newsletter/Button | 160 x 80 pixels | | 580.– | 640.– |
| Newsletter/Text Ad | image: 150 x 100 pixels text: max. 330 characters | | 840.– | 920.– |
| Company entry/Standard | | Business directory | free | |
| Company entry/Plus | | Business directory | 385.– per year | |
| Company entry/Premium | | Business directory | 565.– per year | |

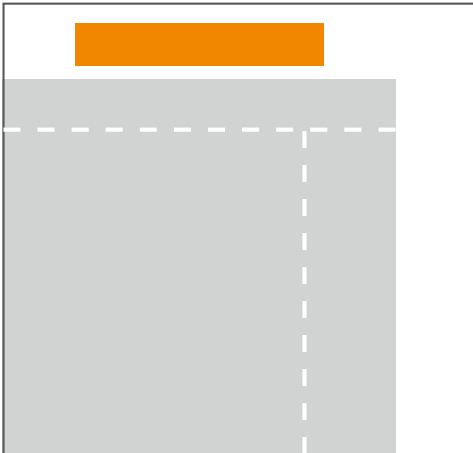
| Ad Format | Format | Bookable Channels | Price in Euros per month/issue |
|-----------------------------|---|------------------------------------|--------------------------------|
| Market Overview Sponsorship | 900 x 250 pixels | Full rotation in a market overview | 1,850.– |
| Market Overview Top Ranking | Editorial entry in consultation with the editorial team | Top position in a market overview | 580.– |

All prices in Euros without applicable VAT

Full-Size banner

This standard banner format of 468 x 60 pixels is displayed above the navigation bar and gives you a low-cost option of profiting from the vast range of online display advertising.

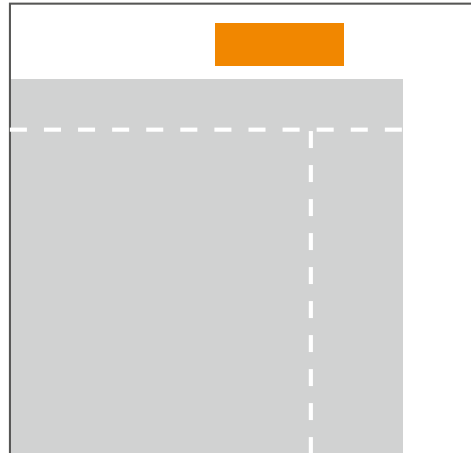
Format: 468 x 60 pixels
Price/month: € 1,850.–/€ 2,035.–*
File size: max. 50 KB
File type: flash, jpg, gif



Half-Size banner

The Half-size banner is a classic online banner and therefore continues to be widely used. This advertising medium is inserted in the all-electronics.de header with other Full-size banners.

Format: 234 x 60 pixels
Price/month: € 1,330.–/€ 1,450.–
File size: max. 50 KB
File type: flash, jpg, gif



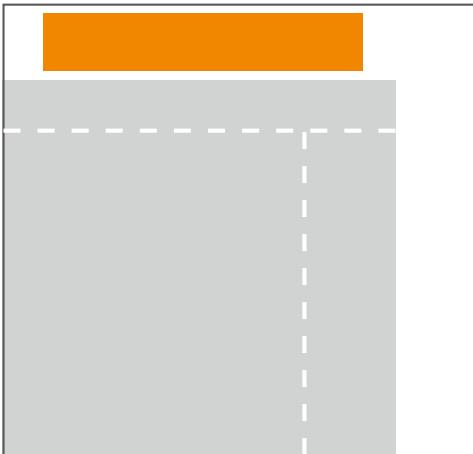
* Increased price before trade fairs, see page 3

All prices are quoted in euros excl. VAT at the statutory rate.

Superbanner

Superbanners, also known as Big Size Banners, are large format banners of 728 x 90 pixels. They fill all of the upper area of the screen bordered by the horizontal navigation bar. As Superbanners stand alone in the banner bar placed above the actual content of a website, the user's attention is particularly drawn to this large format advertising medium.

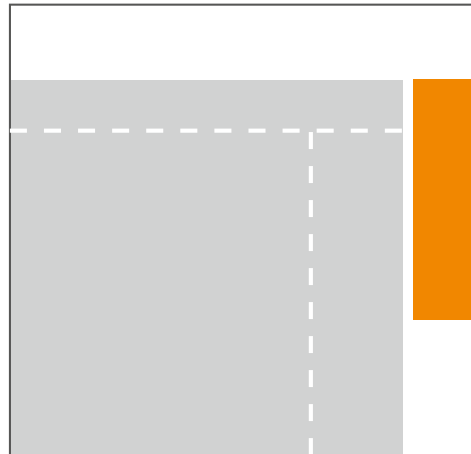
Format: 728 to 890 x 90 pixels
Price/month: € 2,700.- / € 2,950.-*
File size: max. 50 KB
File type: flash, jpg, gif



Skyscraper

Skyscrapers are large format banners that are placed near the content on the right-hand side of the screen. They are always in view and their large format provides plenty of space for advertising content. Your advertising message thus achieves a high impact due to its prominent position.

Format: 160 x 600 pixels
Price/month: € 2,420.- / € 2,640.-*
File size: max. 50 KB
File type: flash, jpg, gif



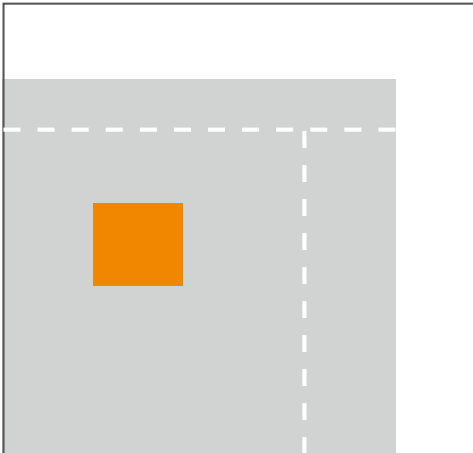
* Increased price before trade fairs, see page 3

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Content Ad

A Content Ad is an advertising format that is placed in the upper visible area of our content for maximum impact. Your message is therefore in the user's direct line of sight when reading the article. The Content Ad is comparable to a solus advertisement position in print media and is supplied in a 300 x 250 pixel format.

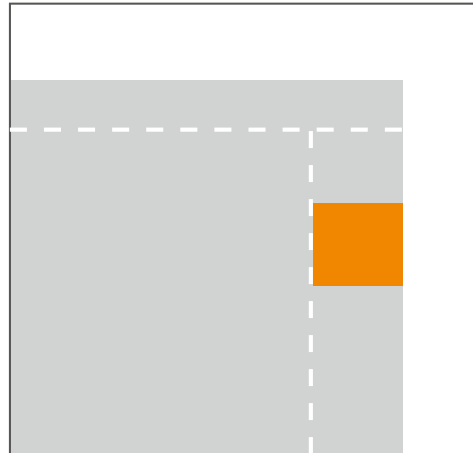
Format: 300 x 250 pixels
Price/month: € 3,300.–/€ 3,570.–*
File size: max. 50 KB
File type: flash, jpg, gif



Rectangle

Rectangles in 300 x 250 pixel format are inserted directly into the editorial content of our website in the right-hand side bar. This diverts the user's attention to advertising messages and ensures excellent response rates for advertising clients.

Format: 300 x 250 pixels
Price/month: € 3,080.–/€ 3,360.–*
File size: max. 50 KB
File type: flash, jpg, gif



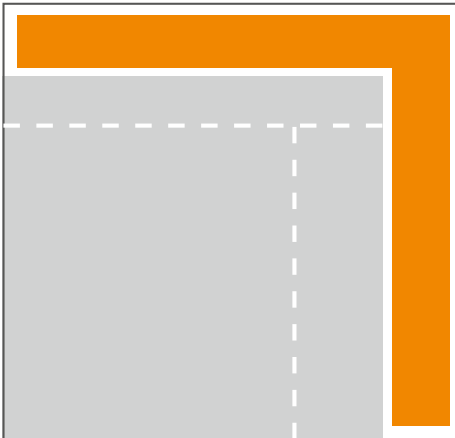
* Increased price before trade fairs, see page 3

All prices are quoted in euros excl. VAT at the statutory rate.

Wallpaper

This extremely large format advertising medium combines the Superbanner and Skyscraper options and surrounds the entire page. The Wallpaper format is particularly useful for “branding” purposes as it registers very well with the viewer.

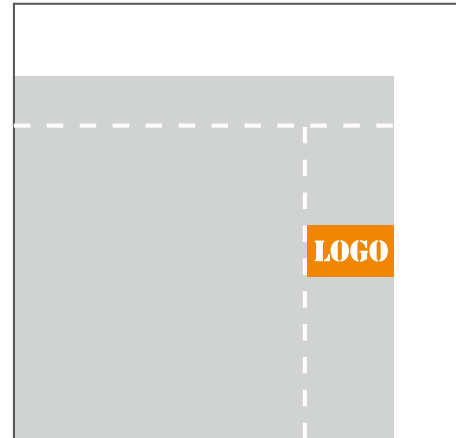
Format: 728 x 90 pixels and up to 160 x 900 pixels
Price/month: € 4,540.– / € 4,950.–*
File size: max. 50 KB
File type: flash, jpg, gif



Partner-site button

This advertising format brings your company logo into the field of vision of your target group. And in precisely the right channel where you want your presence to be seen. Your company logo is displayed in a 300 x 120 pixel format with up to three partners in a 7-second rotation. The following channels are available for booking: business, components, embedded, datacom, measurement + testing, e-manufacturing, automation, applications and the all-electronics.de website.

Format: 300 x 120 pixels
Price/channel/month: € 580.– / € 640.–*
Price/website/month: € 1,680.– / € 1,840.–*
File size: max. 50 KB
File type: flash, jpg, gif



* Increased price before trade fairs, see page 3

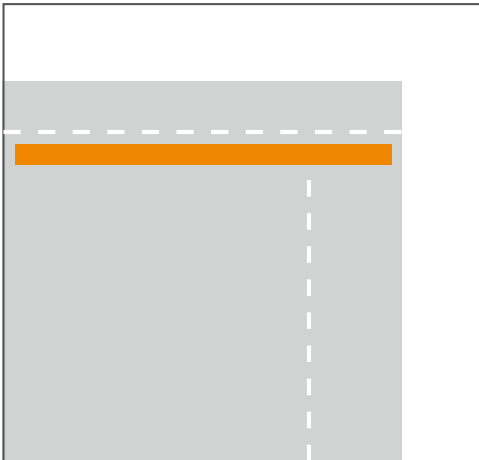
All prices are quoted in euros excl. VAT at the statutory rate.

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Sponsoring button

The Sponsoring button is positioned below the main navigation bar on all-electronics.de in a 870 x 30 pixel format. It is particularly successful in drawing the user's attention due to its exclusive placement within the website and with its unusual banner format.

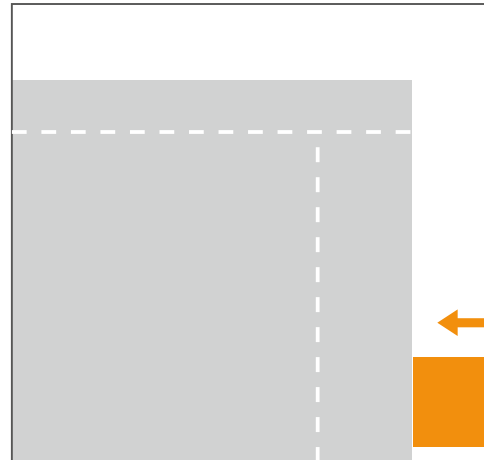
Format: 900 x 30 pixels
Price/month: € 3,500.- / € 3,800.-*
File size: max. 50 KB
File type: flash, jpg, gif



Flying Ad

This is a text/image combination that writes at the bottom edge of the screen from right to left as soon as a user opens the website.

Format: 240 x 120 pixels
Price/month: € 4,180.- / € 4,730.-*
File size: max. 50 KB
File type: flash, jpg, gif



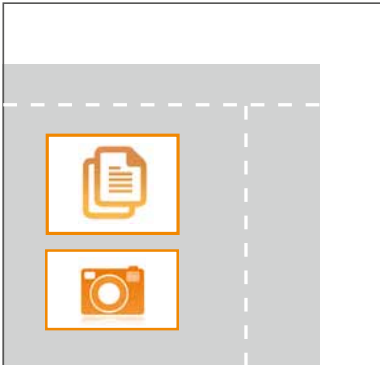
* Increased price before trade fairs, see page 3

All prices are quoted in euros excl. VAT at the statutory rate.

Microsite / Specials

A Microsite is a “mini website” on our portal. The Microsite offers you a highly effective opportunity to provide targeted support for topics or campaigns fast and with cost savings. The content of the Microsite can be designed according to your individual requirements. For example, you can incorporate videos, text or documents for downloading. Teaser access to the Microsite is via a text link on the homepage or a banner on the right-hand side bar.

| | |
|------------------|--|
| Content: | Text, video, link, document (optional) |
| Price: | € 1,290.– / € 1,380.–* |
| Run time: | 1 month |

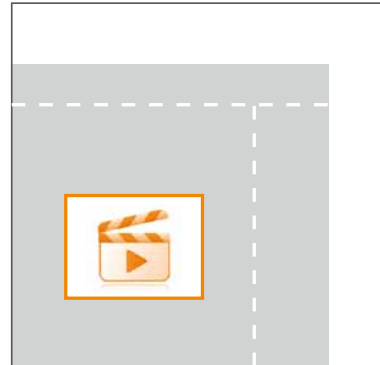


* Increased price before trade fairs, see page 3

Company videos

Make full use of the internet’s media opportunities by integrating a video film. Whether an image film or product presentation, WebVideo offers you a wide range of opportunities to draw attention to your company on all-electronics.de. Your video is displayed on our “videos” channel as well as on the all-electronics.de homepage. In addition, your video is integrated into the Business Directory via your company entry. If the video is editorially linked to a specialist article or product report, it appears there, too. The extensive editorial linking of the contents on all-electronics.de offers users numerous opportunities to access your video. As a special service, we offer you the opportunity to book our experienced video production team, which will create and deliver a complete company video for you.

| | |
|--|--|
| Format: | 400 x 280 pixels |
| File type: | Flash (FLV), MP4, maximum of 5 minutes |
| Price per video / 12 months: | € 3,050.–** |
| Price per video + video production team/one-time: | € 4,840.– |



**duration guaranteed: 1 year

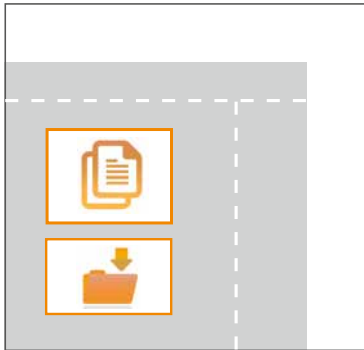
All prices are quoted in euros excl. VAT at the statutory rate.

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Whitepaper

Use Whitepapers as a tool for communicating and advertising your expertise. Your Whitepaper will be displayed in the main navigation bar and promoted with your company logo via the side bar.

Format: HTML page
Content: Text, logo, downloads
Price/month: € 240.- / € 270.-*



Special Forms of Advertising

At all-electronics.de, you have the option of booking special made-to-measure forms of advertising as well as the various banner formats listed above. Customized advertising packages are ideal for this purpose and we would be delighted to discuss with you how your package might look.

* Increased price before trade fairs, see page 3

Sponsored Post

A Sponsored Post is a sponsored advertising element on all-electronics.de in the form of a tagged news article. It flows through the entire all-electronics.de news stream on the homepage as well as on a channel selected by the customer, where it is archived for at least one year. The content can be any combination of text and images. In addition, a Sponsored Post is fixed in third position on the all-electronics homepage for a full week and is highlighted in gray.

The frequency of this advertising form is strictly limited: A maximum of one Sponsored Post per week is published.

Format: HTML content page, delivery of contents in MS Word document. Maximum of 5 images in png or jpg format.

Price: € 2,040.-**

You will need to provide us with the following:

- A powerful catchphrase
- A strong headline
- Teasers (2 short sentences that make readers want to learn more)
- Text, including links (recommendation: no more than 2 DIN A4 pages)
- A maximum of 5 images (jpg, png)

** Integrated for one week on the homepage, archiving minimum one year



Example Sponsored Post

All prices are quoted in euros excl. VAT at the statutory rate.

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

1 Name: all-electronics.de-Newsletter

2 Profile in brief:

Each Tuesday and Thursday, our weekly newsletter is sent to over 16,700 subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.

3 Target group:

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

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

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

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

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



Sponsoring Ad
Format: 660 x 30 to 90 pixels
Price/issue: € 900.-/€ 990.-*
File type: gif, jpg

Content Ad
Format: 480 x 150 pixels
Price/issue: € 840.-/€ 920.-*
File type: gif, jpg

Button
Format: 160 x 80 pixels
Price/issue: € 580.-/€ 640.-*
File type: gif, jpg

Skyscraper
Format: 160 x 600 pixels
Price/issue: € 1,020.-/€ 1,120.-*
File type: gif, jpg

Text Ad (image + text)
Image: 150 x 100 pixels
Text: max. 330 characters
Price/issue: € 840.-/€ 920.-*
File type: gif, jpg

* Increased price before trade fairs, see page 4
All prices in Euros without applicable VAT

**publisher's claim

Hühlig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

Business directory

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our Business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

| | Standard | Plus | Premium |
|--|----------|---------|---------|
| Display of your company profile with relevant search results | ✓ | ✓ | ✓ |
| E-mail contact | ✓ | ✓ | ✓ |
| Link with your product reports, specialist articles, news and events | ✓ | ✓ | ✓ |
| Telephone and fax numbers | | ✓ | ✓ |
| Link to homepage | | ✓ | ✓ |
| Company logo | | ✓ | ✓ |
| Profile image | | ✓ | ✓ |
| Online statistics | | ✓ | ✓ |
| Highlighting in search results | | ✓ | ✓ |
| Product program | | ✓ | ✓ |
| Social media link | | ✓ | ✓ |
| Company logo in relevant market overviews | | ✓ | ✓ |
| Image gallery | | ✓ | ✓ |
| Company profile | | ✓ | ✓ |
| Link to sales office or branches | | ✓ | ✓ |
| Additional information as a file | | ✓ | ✓ |
| Include company videos | | ✓ | ✓ |
| Price/year | free | € 385.– | € 565.– |

All prices are quoted in euros excl. VAT at the statutory rate.



Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

- 1 Web address (URL):** marktuebersichten.all-electronics.de
- 2 Target group:**
Developers and decision-makers in the electronics and automotive industries as well as automation specialists from all sectors.
- 3 Profile in brief:**
The digital market overviews are a sector-specific search tool integrated into all-electronics.de with dynamic filter and comparison functions. The service, which is free-of-charge to the decision-maker, is a useful tool in selecting and finding the right product or manufacturer.
- 4 An overview of the benefits for you:**
 - Excellent targeting (pure target group)
 - Increased visibility thanks to new form of advertising
 - High-quality editorial context
 - Positioning of your advertising message in innovative decision-maker tool with unique selling proposition
- 5 Bookable forms of advertising:**
 - Market Overview Sponsorship
 - Market Overview Top Ranking
 - Logo integration via Plus and Premium entries
- 6 Bookable market overviews:**
 - An overview of electronics manufacturing service providers
 - Tools for automotive software
 - Providers of automotive electronics
 - In-circuit testers for cost-effective quality assurance
 - Suppliers of controllers

Further bookable market overviews at: marktuebersichten.all-electronics.de



Market Overview Sponsorship

Positioning:

Advertising message is exclusively positioned in the immediately visible area of a market overview with full rotation via a banner.

Format: 900 x 250 pixels
Price per month: € 1,850.–
File type: gif, jpg, flv



Market Overview Top Ranking

Positioning:

The editorial product or company entry is shown as the first entry in a market overview in the list view according to the user's filter criteria. The form of advertising can be booked by a maximum of three advertising customers.

Format: 180 x 120 pixels
for logo and product image
Price per month: € 580.–
File type: gif, jpg



Logo Integration via Plus and Premium Entries

Positioning:

If you book a Plus or Premium entry in our Business directory (see p. 13), your logo will be displayed in a market overview appropriate to each of your entries.

Format: 180 x 120 pixels for logo
Price of company entry per year: € 385.– / € 565.– (Plus / Premium entry)
File type: gif, jpg

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de



Looking for specialists?

Find qualified employees in Hüthig electronic media! Do you have vacancies to fill and are looking for qualified employees?

Take advantage of the combined media power of Hüthig electronic media!

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

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

You'll reach pure target groups, for example:

- Managers and engineers in electronics development and manufacturing, as well as in mechanical and plant engineering
- Designers
- Electronics developers
- Decision-makers and experts from the automotive industry
- Automation experts



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

Prices Print and Online:*

| | |
|--|-----------|
| Online only | € 480.– |
| Job vacancy ad in 2 magazines, 1/1 page + online | € 3,150.– |
| Job vacancy ad in 3 magazines, 1/1 page + online | € 4,490.– |
| Job vacancy ad in 2 magazines, 1/2 page + online | € 1,820.– |
| Job vacancy ad in 3 magazines, 1/2 page + online | € 2,490.– |

Prices Print:*

| | |
|---|-----------|
| Job vacancy ad in 2 magazines, 1/1 page | € 2,800.– |
| Job vacancy ad in 3 magazines, 1/1 page | € 4,200.– |
| Job vacancy ad in 2 magazines, 1/2 page | € 1,500.– |
| Job vacancy ad in 3 magazines, 1/2 page | € 2,250.– |

* Prices not eligible for discount.

Prices do not include applicable statutory VAT.

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

§ 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

§ 2 Offer, Conclusion of Contract

1. Conclusion in the meaning of the General Terms and Conditions set out below is a contract on the publication of one or more advertisements, third-party supplements or other advertising media of an advertiser or other commercial inserts in printed form for the purposes of distribution.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press or Advertising Council in a certain procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

§ 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements, if copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand). Files which belong together must be sent or saved in a common directory (folder). In the event that the customer digitally transmits print copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color errors which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete files containing computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly unsuitable or damaged copy. Copy shall only be returned to the customer if specifically requested. Failing this, it shall become the property of the publisher. The obligation to store all documents which are sent expires three months after publication of the respective order.

3. Costs for the production of ordered copy, films or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

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

6. Design and labeling of advertising material shall be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertising materials as advertisements if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail (even if the said replies have been sent by express or registered mail). Notwithstanding this, the publisher assumes no responsibility for the timely forwarding of the offers.

8. The advertising deadlines and notification dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production run.

9. Orders may only be cancelled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties stemming from the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The commission paid by the publisher is calculated based on the net charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be subject to the same name and address as the orders for direct advertising. In the event that the publisher doubts the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, then must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

§ 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to companies if the publisher has notified them thereof at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall be entitled to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year

("advertisement year"). Frequency discounts are only valid within an advertisement year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

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

4. Unless otherwise agreed, following receipt of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-identification deadline after the SEPA pre-identification period. Debt shall be shorted to four days. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to deliver delivery on a current contract until payment is made, as well as require advance payment. In case of reasonable doubt concerning the customer's ability to pay, the publisher shall be authorized, including during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. Prices exclude standard VAT unless otherwise stated on the day the invoice is issued.

6. For orders from abroad which are not subject to VAT, the invoice shall be issued without VAT. The publisher is entitled to charge VAT retroactively should the tax authorities confirm that the advertising order is subject to taxation.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertisement year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such timely manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

§ 5 Warranty for Defects

1. No warranty is made for inclusion of advertising material in certain issues or editions, or in certain positions.

2. In the event that the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.

3. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced with defects – despite prompt delivery of error-free copy and complaint in good time – the customer may demand a substitute placement appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is given a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

4. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next placement.

5. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

§ 6 Liability, Force Majeure

1. Claims for damages by the customer against the publisher are excluded, irrespective of the legal grounds, in particular claims arising from delays, breach of contractual obligations, violation of the industrial property rights of third parties and tortious actions. This liability exclusion shall not apply in the event of intent or gross negligence on the part of the publisher, its representatives and vicarious agents, or in the event of ordinary negligence which leads to the breach of a contractual obligation which is material to the fulfillment of the contractual purpose, or in the event that the claims for damages arise from a warranty of quality. In the event the publisher is liable on the merits, the claim for damages is limited to the foreseeable losses. This liability exclusion shall not apply in the event said damages were caused by intent or gross negligence by the publisher, its representatives and vicarious agents, or claims for damages are based on the Product Liability Act, or arise in connection with injury to life, limb or health. To the extent that the publisher's liability is excluded, this shall also apply to the personal liability of its employees, representatives, bodies and vicarious agents. All claims for damages against the publisher expire 12 months after the point in time at which the customer became aware or should have become aware of the circumstances substantiating the claim.

2. In the event of force majeure and industrial dispute actions which are not the fault of the publisher, the publisher is freed from the obligation to fulfill the order; no claims for damages shall arise from this.

§ 7 Concession of Rights

The customer warrants that it holds all rights necessary for the placement, publication and distribution of the advertising material. The customer shall grant the publisher the necessary copyright, usage and performance protection rights and other rights which permit the use of the advertising material for its intended purpose in the relevant advertising media, in particular the rights necessary for duplication, distribution, transmission, dispatch, processing, presentation in the public domain, storage in a database, retrieval from a database and provision for download, in terms of time, space and content and to the extent necessary for the execution of the contract. The aforementioned rights are in all cases granted without geographical restriction and confer authorization for placement by all known technical methods and in all known forms of advertising media.

§ 8 Storage of Customer Data

Within the scope of business relations, the publisher stores customer data with the help of electronic data processing in accordance with the statutory provisions of the Federal Data Protection Act. The publisher shall be entitled to forward gross advertising sales and company identification data of the customer at product level for publication purposes to companies whose business is the collection and evaluation of such information. This data will be aggregated there and communicated to the market in anonymized form.

§ 9 Place of Performance, Place of Jurisdiction

The law of the Federal Republic of Germany applies, excluding the UN Convention on Contracts for the International Sale of Goods and excluding conflict of laws. The place of performance is the publisher's registered office. The place of jurisdiction for lawsuits against merchants, legal persons under public law or special funds under public law shall be the publisher's registered office.

Status as of: July 2015

Hüthig GmbH, Im Weiher 10, D-69121 Heidelberg, Phone +49 6221 489-363, Fax +49 6221 489-482, Internet: www.all-electronics.de

Publisher

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
www.huethig.de

Our in-house team

Editorial department



Dr.-Ing. Achim Leitner
Editor-in-chief
+49 8191 125-403
achim.leitner@huethig.de



Dipl.-Ing. Andrea Hackbarth
Editor
+49 8191 125-243
andrea.hackbarth@huethig.de



Dipl.-Ing. Hans Jaschinski
Editor
+49 8191 125-830
hans.jaschinski@huethig.de



Dipl.-Ing. (FH) Stefan Kuppingger
Editor
+49 6221 489-308
stefan.kuppingger@huethig.de



Marisa Robles Consée
Editor
+49 8191 125-492
marisa.consee@huethig.de



Dipl.-Ing. Alfred Vollmer
Editor
+49 89 60668579
ael@avollmer.de



Dipl.-Ing. Jens Wallmann
Editor
+49 8191 125-494
jens.wallmann@huethig.de

Advertising department



Frank Henning
Advertising manager
Tel.: +49 6221 489-363
frank.henning@huethig.de



Anja Breuer
Advertising manager
Tel.: +49 6221 489-326
anja.breuer@huethig.de

Our team where you are

Switzerland, Liechtenstein:



Katja Hammelbeck
interpress
Bahnhofstr. 20 A
CH-8272 Ermatingen
Phone: +41 71 6637785
Fax: +41 71 6637788
kh@interpress-meda.ch

USA, Canada, Great Britain, Ireland:



Marion Taylor-Hauser
Max-Böhm-Ring 3
D-95488 Eckersdorf
Phone: +49 921 31663
Fax: +49 921 32875
taylor.m@t-online.de

Netherlands:



Matthias Hofmann
Wiesenweg 2
D-33175 Bad Lipspringe
Phone: +49 5252 938063
Fax: +49 5252 938065
info-m.hofmann@web.de