

MediaKit

2023

emobility*tec*



Hüthig

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1 Title: emobilitytec

2 Profile in brief:

emobility *tec* is the technical and technological trade magazine for hybrid and battery electric vehicles. The trade magazine offers a bridge between the disciplines, introducing new technologies and applications in all relevant areas. The specialist magazine focuses on concepts and solutions for electric drive engineering, energy storage devices, vehicle electronics and lightweight design. In addition, emobility *tec* also deals with all other relevant vehicle components, as well as infrastructure and the political/economic environment.

3 Target group:

All OEM, Tier-1 and Tier-2 designers and engineers involved in the development of electrically powered vehicles, especially passenger cars.

4 Publication: 4 x per year
see schedule and editorial topic calendar on p. 14

5 Magazine format: DIN A4

6 Volume/year: Volume 12/2023

7 Purchase conditions and prices (including VAT):

domestic: € 110.00 + € 6.80 shipping costs = € 116.80
foreign: € 110.00 + € 13.60 shipping costs = € 123.60
Single copy price € 29.00 including VAT, not including shipping costs

8 Organ: –

9 Memberships: Deutsche Fachpresse, IVW

10 Publishing company: Hüthig GmbH
Managing Director: Moritz Warth
Address: Im Weiher 10, D-69121 Heidelberg
Tel.: +49 6221 489-363
Fax: +49 6221 489-482

11 Publisher: Hüthig GmbH

12 Advertising Dept.: Frank Henning, Head of Sales

13 Editorial Dept.: Dipl.-Ing. Alfred Vollmer, Editor-in-chief

Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

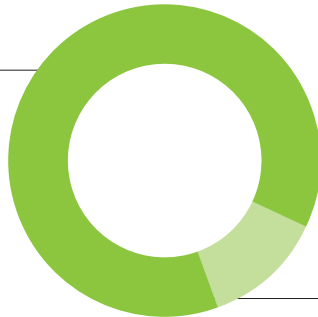
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

14 Volume analysis

Total volume:
4 issues in 2021
208 pages = 100 %

82.7 %

Editorial content:
172 pages

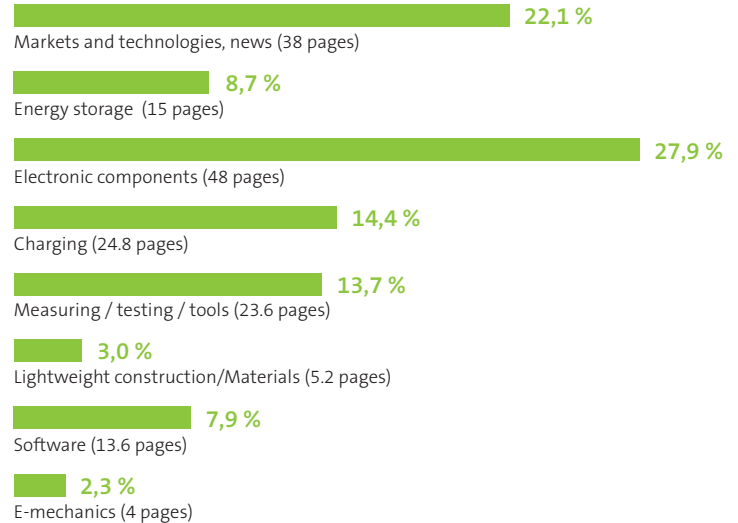


Advertising content:
36 pages

of which:
6 ads by the publishing
house itself

15 Editorial content analysis

emobility tec 2021 = 172 pages



1 Advertising rates (formats – see page 5):

All advertising rates in € including color surcharges and exclusive of applicable VAT.

Format	Width x Height in mm	Prices in €
1/1 page	178 x 257	€ 5,530.–
2/3 page	117 x 257/178 x 169	€ 3,760.–
Junior page	126 x 178	€ 3,430.–
1/2 page	86 x 257/178 x 126	€ 3,050.–
1/3 page	56 x 257/178 x 83	€ 2,220.–
1/4 page	86 x 126/178 x 62/41 x 257	€ 1,620.–

1.1 mm price:

Per mm (1-column, 41 mm wide) € 6.30

2 Surcharges:

Preferential placements

Inside front cover	€ 5,570.–
Outside back cover	€ 5,570.–
Binding placements	10 % on basic rate

3 Classified ads:

Job vacancies: 20 % discount off the regular price (see point 1)

4 Special advertising formats: available on request

5 Discounts (for purchase within one calendar year):

2+ placements	8 % discount
4+ placements	10 % discount

All prices in Euros without applicable VAT.

6 Bound inserts:

Volume	Paper weight	up to 170 g/m ²	over 170 g/m ²
	2 pages		€ 3,740.–
4 pages		€ 5,970.–	€ 6,230.–

Other formats on request.

Delivery: Specimens to be supplied as of order placement Circulation up to 14 days prior to publication. Format untrimmed 216 mm wide, 303 mm high. Head trim 3 mm. Multi-page inserts must be folded in the above format.

7 Supplements:

(not eligible for discount)

up to 25g in weight	€ 370.– per 1,000 copies
each additional 25g weight (Prices including postage portion)	€ 190.– per 1,000 copies

max. paper format 20 x 29 cm

Delivery: Specimens to be supplied as of order placement. Circulation up to 10 days prior to publication.

8 Stick-on advertising media (only for total circulation):

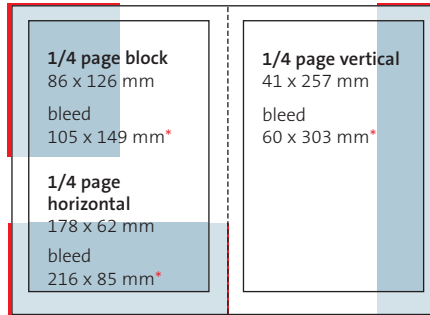
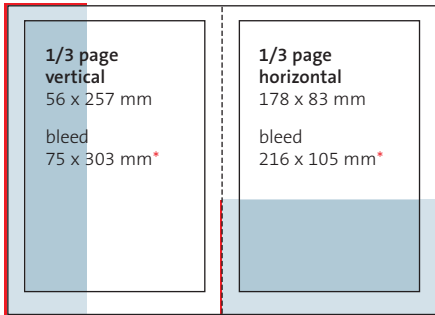
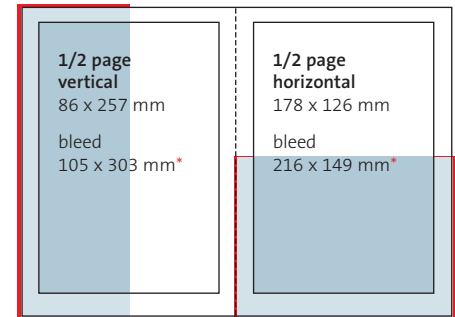
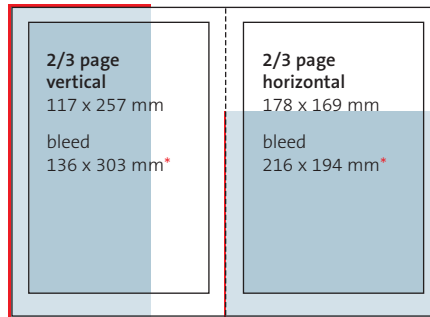
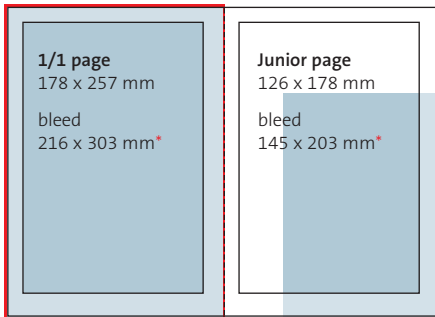
In conjunction with advertisement or bound insert	€ 970.–
plus adhesive costs	
– for machine processing	€ 540.–
– for manual processing	€ 1,200.–

9 Delivery address, bound inserts, supplements and glued inserts:

Vogel Druck und Medienservice GmbH, Leibnizstr. 5, D-97204 Höchberg (clearly marked: for emobility tec, issue no. XX)

— *Bleed formats quoted include 3 mm trim allowances

■ Type area formats ■ Bleed formats



1	Circulation:	
	Print run:	12,150 copies
	Number of copies actually distributed:	11,968 copies
2	Magazine format:	DIN A4, width 210 mm, height 297 mm width 178 mm, height 257 mm
	Type area:	4 columns, column width: 41 mm
3	Printing process:	Rotary offset
	Binding process:	adhesive binding
	Data formats:	Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller using version 4.0 or higher and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.
	Color advertisements:	For digitally delivered masters for color advertisements, the customer must also provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no proof is provided, the customer shall forfeit any rights to damage claims due to color deviations.
	Proof specifications:	as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

- 4 Warranty:**
- The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.
 - The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
 - Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
 - Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a

complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.

5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.

6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.

7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.

8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

5	Publishing company:	Hüthig GmbH
	Address:	Im Weiher 10, D-69121 Heidelberg
	Tel.:	+49 6221 489-363
	Fax:	+49 6221 489-482
6	Terms of payment:	Net within 14 days of invoice date, 2 % discount for direct debit
	Bank details:	UniCredit Bank AG, Account: 381 712 91, Bank code: 700 202 70, IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX
7	Contact:	Advertisement Processing Sabine Greinus, Tel.: +49 6221 489-598, Fax: +49 6221 489-310, E-mail: all-dispo@huethig.de

Head into the Fourth Dimension with Us

How it works:








Our magazines are available as e-papers via the web browser. Editorial articles are also enhanced with digital content and can be called up as a digital overlay. We can also link your advertising to digital content. The benefit of this is that there is no change of medium: the reader remains within the magazine and consumes the digital content directly on the page.

Speak to our sales team; we will be happy to show you exactly how everything works!



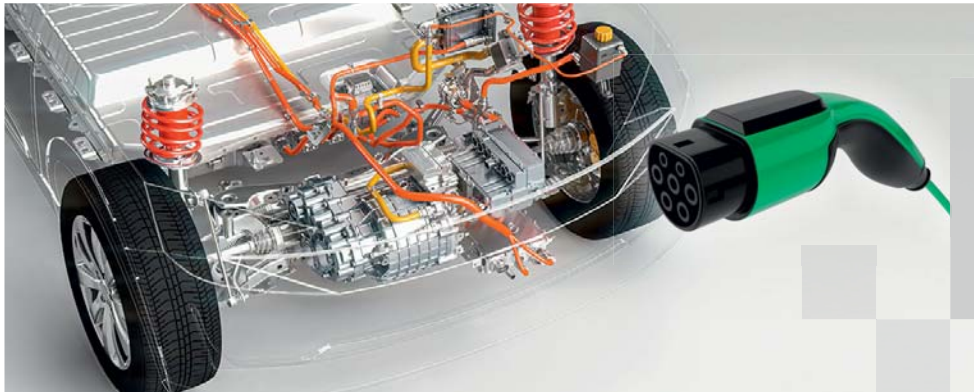
Digital overlay

The “e-paper” offers the possibility of using “digital overlays”. These are small items that are placed on the advertisements or in editorial articles and indicate to the reader that they will find additional informative content there.

-  Text (text field appears with your customized text)
-  Image (a photo or graphic)
-  Gallery (multiple photos or graphics for swiping through)
-  Link (direct link to your homepage or to the advertised product)
-  YouTube video (implemented from your channel)
-  Vimeo video (implemented from your channel)
-  Transparent overlay

Transparent overlays can accommodate any type of overlay and are not visible as you continue through the document but are clickable. Transparent overlays are always a good choice where the page or advertisement already indicates to the reader/user by graphical means that they can perform an action there.

Price per digital overlay: € 250.–



Focus: E-Mobility

all-electronics.de
ENTWICKLUNG. FERTIGUNG. AUTOMATISIERUNG

Your one-stop shop for expertise online

You can now discover which technologies are bringing about advances in electromobility not just via the *emobility tec* magazine but also on a dedicated channel of our online portal all-electronics.de. The E-Mobility channel gives you the opportunity to gain an overview before diving deeper into the technology.

Besides providing a general idea of which technologies, components, test methods and software electric cars and charging infrastructure are using, the E-Mobility channel on all-electronics.de also lets you immerse yourself in the technology itself. The channel is a compact, one-stop shop for all of *emobility tec*'s expertise and offers beginners an easy introduction to the topic of e-mobility, while seasoned developers will find the level of depth they need for their work. The homepage at all-electronics.de/e-mobility.html covers the general design of BEVs and HEVs and how they work as well as explaining

concepts and systems. However, it also discusses the unique features of electric cars that don't feature in the conventional automotive sector. Three focus pages are dedicated to the topics of range, batteries and security, and charging technology. What can you use to extend the range of an electric car? This includes aspects such as the efficiency of the power electronics and weight reduction, e.g. by means of lightweighting. The batteries and security page tells you all you need to know about the latest battery trends and the security concepts currently being developed, from BMS and materials through to simulation. In the field of charging technology, we take a look at the technologies involved in the charging point of the future.

Want to get your advertising on our new channel? Just give us a call!

Strong presence combined with lead generation:

Tech competition

The unique form of cross-media advertising that's bound to attract attention!

**AUTOMOBIL
ELEKTRONIK**

**elektronik
industrie**

all-electronics.de
DEVELOPMENT. MANUFACTURING. AUTOMATION

emobility^{tec}

IEE
INDUSTRIE
INGENIEUR
BÜRO
AUTOMATION. ANALOG. IFA. ROTHEL

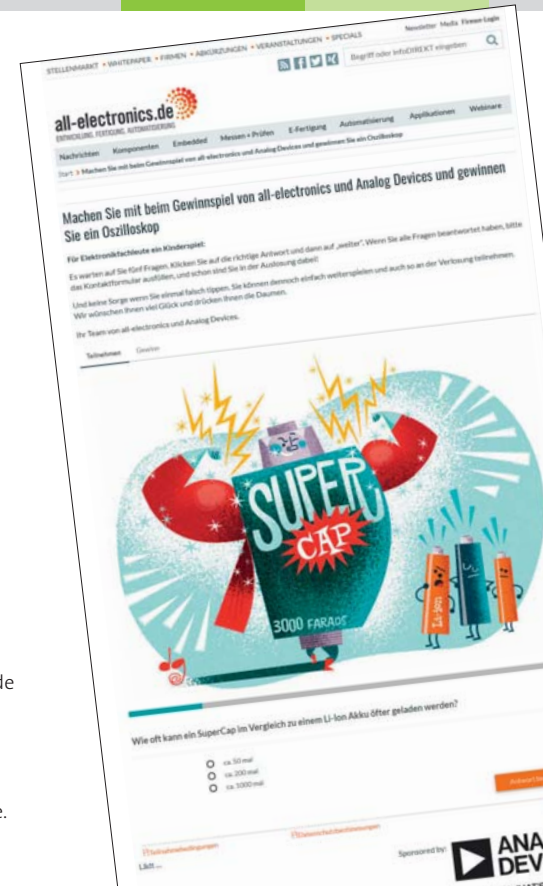
productronic

You and your products or your company can be the main star of the tech competition at all-electronics.de! Your text will give participants all the information they need to solve the puzzle. The competition involves participants answering a series of multiple-choice questions. Users who get all the questions right can enter their details to take part in a prize draw for one of your products or a tech-oriented non-cash prize worth around € 500.–.

Services included:

- Design of your personalised competition (multiple choice) with your questions
 - ▶ Straightforward process: you send us a brief description of your product including a photo and up to five questions with three possible answers for each. We do the rest.
- Design of the microsite at all-electronics.de.
- At least one full-page ad in the printed magazine and e-paper. The ad will be designed by us and feature your company logo as a sponsor.
- Distribution to our readers and users – your customers (banner in the newsletter, banner at all-electronics.de).
- Prizes: customer provides the non-cash prize themselves (reduces final cost by € 500.–). Alternatively, we provide the non-cash prize worth around € 500.– ourselves.
- Prize draw and processing for the competition.
- Participant leads after completing the puzzle (consent will be requested on participation).

Your product will become the main star of the tech competition for a price of € 8,800.– or € 9,300.– plus VAT per issue.



1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue
July 1, 2021 - June 30, 2022

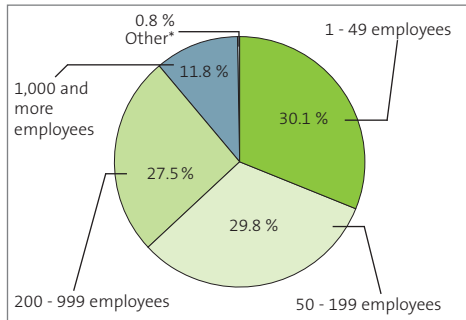
Print run: 12,150

Number of copies actually distributed (TAC):	11,968	abroad:	820
E-Paper (TAC):	10,929		
Total (TAC):	22,897		
Copies sold:	1,036	including abroad:	32
– Subscribed copies:	68	including association member copies:	–
– Other sales:	968		
– Single copy sale:	0		
Free copies incl. e-paper:	21,861		

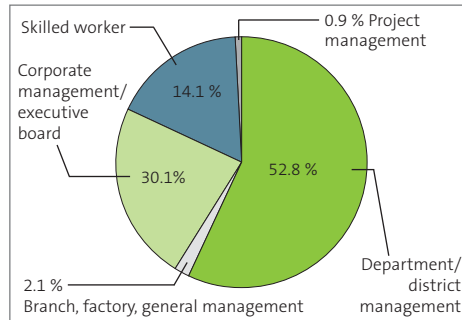
Remnant, specimen and archived copies:

182

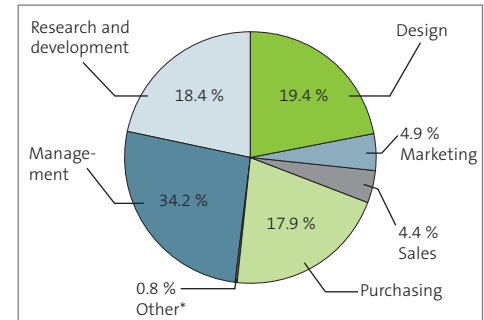
1.2 Size of the economic unit



2.1 Job feature: Position in company



2.1 Job feature: Field of activity



3 Sectors/Industries:

Recipient groups	Proportion of copies actually distributed	
	%	Recipients
Mechanical engineering, motor vehicle and automotive manufacturing	44.1	10,100
Manufacturers of electrical components, telecommunications, navigational instruments, electrical equipment	17.7	4,052
Manufacturers of metal products / metal working	17.6	4,022
Chemicals producers products, rubber and plastic	10.6	2,428
Engineering firms, IT service providers	9.2	2,107
Other*	0.8	188
Number of copies actually distributed**	100.0	22,897

* Section of circulation not analyzed such as trade fair and congress copies etc.

** incl. e-paper. The basis of the % distribution is the print version.



elektronik industrie defines itself as the leading technical print medium for electronics developers in German-speaking world. The editorial content focuses on practical and application-oriented articles and trends for all relevant sectors. The specialist information, which we research ourselves, can be applied and implemented by readers directly in the professional environment.

elektronik industrie and its four sister publications make up the Hüthig Elektronik media group under the umbrella of the all-electronics website. Advertising customers will find a unique portfolio here that allows them to reach their target group across a wide range of media in an accurate and comprehensive manner.



productronic is aimed at decision-makers and specialists in electronics manufacturing and anyone involved in technology development or services concerning electronics manufacturing. As an opinion-shaper, **productronic** provides comprehensive information that it researches itself on all aspects of efficient and cost-effective electronics manufacturing. The highly regarded industry magazine also publishes news and trend reports both in print and online. **productronic** comprehensively covers the electronics manufacturing industry in German speaking countries.



AUTOMOBIL-ELEKTRONIK covers the entire value-creation chain of vehicle electronics from components and assemblies to software, tools and development techniques. Together with the leading annual **Automobil-Elektronik Kongress** conference in Ludwigsburg, **AUTOMOBIL-ELEKTRONIK** provides a combination that is unique on the market thus demonstrating its expertise both technically and in terms of business.



IEE is the solution-oriented trade magazine for automation in mechanical and plant engineering and in other manufacturing industries. **IEE** focuses on the major changes in automation technology: innovations and concepts such as the Industrial Internet of Things (IIoT) and Industry 4.0 are rendering the conventional automation pyramid obsolete. In this process of upheaval and disruption, **IEE** takes its readers on a journey toward Production 4.0 – comprehensive and competent, reliable and always practice-oriented. As a modern trade magazine, **IEE** is therefore one of the best sources of information for investment decision-makers in all industries and functions.



emobilitytec is the technical and technological publication for hybrid vehicles and electromobility. The journal bridges the gap between the disciplines and presents new technologies and applications in all relevant areas. The focus is on concepts and solutions for electric drive technology, energy storage, vehicle electronics and lightweight construction. It also covers all other relevant automotive components as well as infrastructure and the political/economic environment.



all-electronics.de is the specialist journalistic website of Hüthig GmbH's five specialist electronics magazines. The site primarily focuses on electronics development, electronics manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the site's journalistic focus centers on well-founded technical articles, background reports and technical knowledge. There are extensive search options available on **all-electronics.de**. A company directory, the job market and a newsletter published twice a week with 11,000 registered subscribers round off the offering.



Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database

Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- ***Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



Alexander Zöller
Tel.: +49 8191 125-345
alexander.zoeller@mi-connect.de

Issue	Trade events	Topics	In every issue
1 / 2023 PD: Mar. 21, 2023 AD: Feb. 20, 2023 ED: Jan. 26, 2023	Hannover Messe, Hanover: April 17-21, 2023 Charge Tec, Munich, May 3-4, 2023 PCIM, Nuremberg: May 9-11, 2023	<ul style="list-style-type: none"> • New drive concepts • Components for electromobility • Power electronics for inverters • Energy storage systems: Batteries, supercaps, etc. 	<p>Markets and technologies: Companies and mergers, policies (funding, tax policy), trade fairs and conferences, research alliances, market data, (H)EV fleets, infrastructure</p> <p>Instruments, testing and tools: Measurement, diagnostics, SiL and HiL testing</p>
2 / 2023 PD: May 26, 2023 AD: Apr. 26, 2023 ED: Mar. 28, 2023	Automobil-Elektronik-Kongress, Ludwigsburg: Jun. 27-28, 2023 The Automotive Battery, Munich: Jul. 12-13, 2023	<ul style="list-style-type: none"> • Electromobility beyond the automobile: e-bikes, commercial vehicles, and more • Charging (H)EVs: onboard systems and charging stations • Lightweight construction and air conditioning 	
3 / 2023 PD: Sep. 8, 2023 AD: Aug. 10, 2023 ED: Jul. 14, 2023	IAA Mobility, Munich, Sep. 5-8, 2023	<ul style="list-style-type: none"> • Post-event report: Electromobility at Automobil-Elektronik-Kongress in Ludwigsburg • Cooling systems for traction batteries • Range extenders and fuel cells • Battery management systems 	
4 / 2023 PD: Nov. 17, 2023 AD: Oct. 18, 2023 ED: Sep. 20, 2023	productronica, Munich, Nov. 14-17, 2023	<ul style="list-style-type: none"> • Post-event report: Electromobility at IAA Mobility • High-voltage connectors • Electric motors for powertrain applications • Plastic materials and lightweight elements 	

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Our general Terms and Conditions are viewable here: www.huethig.de/agb

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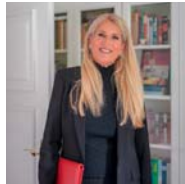
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