

MEDIAKIT

2022



Hardware

Software

Development & Testing



PDF-DOWNLOAD



tedo.link/iot-mediakit-2022

**ALWAYS THERE FOR YOU!
YOU CAN REACH OUR
MEDIA EXPERTS UNDER:
+49 6421 3086-111**



WEBSITE

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NEWSLETTER

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**The Media Brand
Cross-media Offer****Website**
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Page 7


App
Industrial News Arena
Download now
for free!





contacts = cumulative contacts per year

Timing: CW 42 | 2021

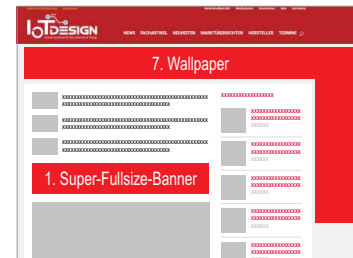
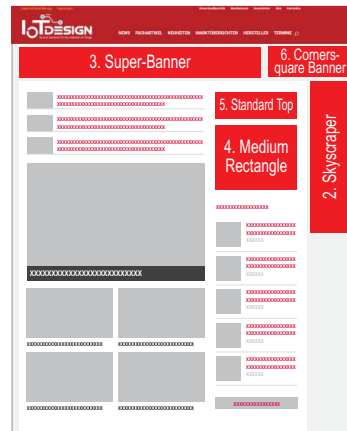
- 1 Website:** www.iot-design.de
- 2 Usage Data:** From 1st July 2020 to 30th June 2021
Visitors: 13,946, Page impressions: 19,983
- 3 Brief Description:** Online advertising is an important element for an efficient cross-media campaign that precisely places your advertising message. On our website www.iot-design.de you always publish your advertising message very close to the latest news or suitable editorial content.
- 4 Target Group:** Developers, manufacturers and users of IoT products
- 5 Publishing House:** TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg

- 7 Data Formats:** GIF, PNG, JPEG, (72dpi, RGB Colourspace) or HTML5, size max. 4MB
No evaluations for flash banners or banners integrated via i-frames possible.
- 8 Contact:** **Markus Lehnert, Advertising Management**
Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de

6 Banner Formats and Prices:

Banner	Size (pixels)	Description	Price/ Month
1. Super-Full-size-Banner	728 x 90 pixels	Integrated placement in the content of the website	€ 710.-
2. Skyscraper	160 x 600 pixels	Portrait advertising space to the right of the content	€ 1,025.-
3. Super-Banner	728 x 90 pixels	Prominently placed at the header with plenty of space for your advertising message	€ 1,150.-
4. Medium Rectangle	300 x 250 pixels	Striking in the middle of the editorial environment	€ 760.-
5. Standard Top	300 x 60 pixels	Concise smaller advertising space to the right of the content	€ 550.-
6. Cornersquare Banner	405 x 90 pixels	Conspicuous placement at top right	€ 550.-
7. Wallpaper	1133 x 90 pixels + 160 x 600 pixels	Combine the benefits of Skyscraper and Leaderboard	€ 2,020.-

Other formats on request. All prices are exclusive of statutory VAT.



1 Brief Characteristic: The manufacturer pages of IoT Design have the advantage that you present your products target group-specific and with a high action character. All year round at any time. For a price that is more than fair.

2 Price: € 1,220.- for 12 months on www.iot-design.de (plus VAT)

3 Data Formats: Please send us the following data by e-mail: banner@tedo-verlag.de

- Your company logo
- Headline (max. 50 characters)
- Text (max. 1,500 characters)
- Company address
- Phone, E-Mail, Website

4 Contact:

Markus Lehnert, Advertising Management

Phone: +49 6421 3086-594

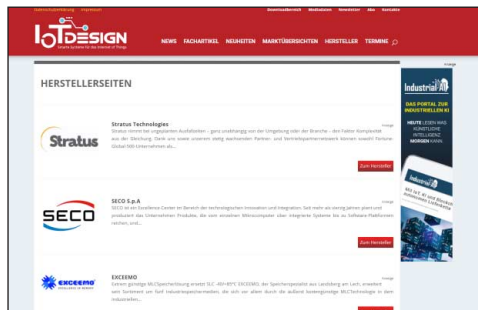
E-Mail: mlehnert@tedo-verlag.de

Advantages:

- Your products are presented in a target-group-specific manner and with a high promotional character
- Available at any time throughout the year
- For a price that is more than fair
- Here you can reach the developers, manufacturers and users of IoT products

Manufacturer Pages Overview

www.iot-design.de/herstellereiten/herstellereiten




Manufacturer Pages

www.iot-design.de/hersteller/stratus-technologies/

Link to your target URL



IoT Design is neither responsible for the content nor for any products offered.

1 Brief Characteristic: An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. The only difference between a sponsored post and editorial content is the reference: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added value or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The formulation of the headline has a decisive influence on the click rate of the user.

2 Contents & Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access **the complete article at www.iot-design.de**. From there, there is a link to your target URL.

b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL**.

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target URL
Sponsored Post	max. 30 characters	max. 250 characters	400 x 220 pixel	ca. 2,500 characters	800 x 440 pixel	to your website
Text-Teaser	max. 30 characters	max. 250 characters	400 x 220 pixel	–	–	to your website

All images as JPEG or PNG in RGB-colour space in 72 dpi. Copyrights required.

3 Date: Please send us your data **five working days** before publication by e-mail to: banner@tedo-verlag.de

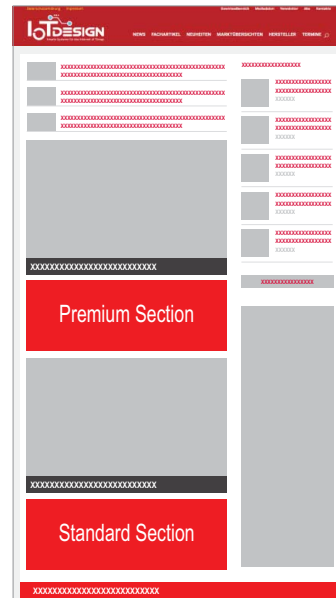
In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium and Format	Placement	Term	Price
Sponsored Post Premium	Head Section	14 Days	€ 1,140.-
Sponsored Post Standard	Bottom Section	14 Days	€ 1,025.-
Text-Teaser Premium	Head Section	14 Days	€ 1,010.-
Text-Teaser Standard	Bottom Section	14 Days	€ 920.-

All prices are exclusive of statutory VAT.

5 Placements Website:



Links:

Sponsored Post
Linking within
www.iot-design.de



Text-Teaser
Link to your target URL



- 1 Title:** IoT Design News
- 2 Brief Description:** The HTML newsletter 'IoT Design News' appears every 14 days with the latest news for the Internet of Things. As a customer-oriented advertising medium, it is particularly suitable for fast, direct advertising messages with a high repetition frequency.
- 3 Target Group:** Developers, manufacturers and users of IoT products
- 4 Frequency:** 24x per year
- 5 Usage Data:** 2,940 subscribers (August 2021)
- 6 Volume:** 12th volume 2022
- 7 Publishing House:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg

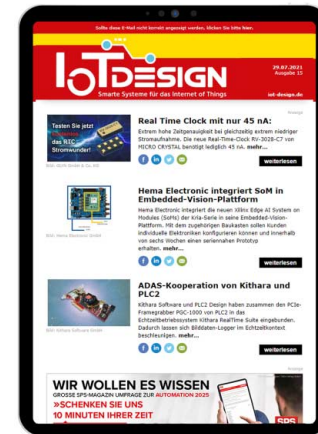
8 Contacts: **Kai Binder, Chief Editor**
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E-Mail: kbinder@tedo-verlag.de

Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de

Publication Dates 2022:

January	February	March	April	May	June
1 17.01.22	3 14.02.22	5 14.03.22	7 11.04.22	9 09.05.22	11 07.06.22
2 31.01.22	4 28.02.22	6 28.03.22	8 25.04.22	10 23.05.22	12 20.06.22

July	August	September	October	November	December
13 04.07.22	15 01.08.22	18 12.09.22	20 10.10.22	22 07.11.22	24 05.12.22
14 18.07.22	16 15.08.22	19 26.09.22	21 24.10.22	23 21.11.22	
	17 29.08.22				



9 Prices and Advertising Forms:

Description	Format	Price
Banner (Header)	600 x 150px	€ 800.-
Banner (Premium)	600 x 150px	€ 740.-
Banner (Standard)	600 x 150px	€ 720.-
Sponsoring Newsletter	<ul style="list-style-type: none"> • 3 Product news (500 to 1,000 characters) • 1 Banner (600 x 150px) • Company logo 	€ 2,070.-
Standalone Newsletter (newsletter, which communicates exclusively your contents)	<ul style="list-style-type: none"> • 8-10 Product news (500 to 1,000 characters) • 1 to 3 Banner (600 x 150px) • Company logo 	€ 3,820.-

All ad sizes are subject to the above unit prices and are exclusive of statutory VAT.
For information on the Sponsored Post/ Text-Teaser, see page 9.

10 Data Formats:

600x150 pixels at 72dpi as JPG in RGB colour space
File size max. 250KB
Please provide us with data exclusively in RGB colour space.
When sending data in the CMYK colour space, colour deviations may occur in the production process.

11 Data Delivery:

Please send us the following data by e-mail upon delivery:
banner@tedo-verlag.de

- Customer name
- Contact for requests
- Target URL

12 Delivery Time:

One week before publication of the newsletter

13 Terms of Payment/Bank Details:

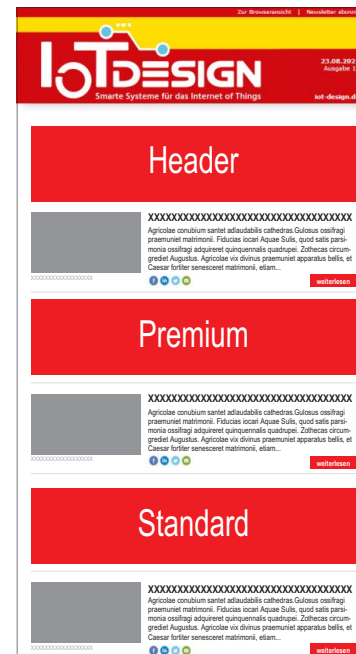
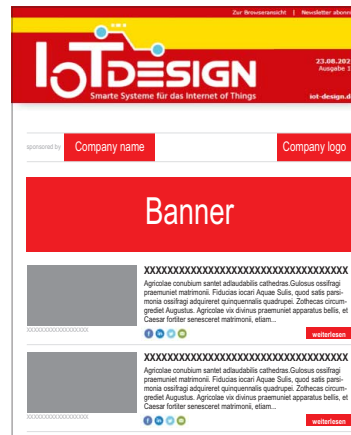
The invoice amount is payable within 14 days of the invoice date. For payments within 8 days we grant a discount of 2%.

Sparkasse Marburg-Biedenkopf:

Bank code 533 500 00, Acc. 1037305320
IBAN: DE83 5335 0000 1037 3053 20
SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank code 500 100 60, Acc. 517 030-603
IBAN: DE 51 5001 0060 0517 0306 03
SWIFT-BIC: PBNKDEFF



1 Brief Characteristic: An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. The only difference between a sponsored post and editorial content is the reference: - Advertisement -

Success factors for a sponsored post are contents with relevance for the reader that offer him added value or benefits. The advertiser positions himself as a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The formulation of the headline has a decisive influence on the click rate of the user.

2 Contents & Formats: a) Sponsored Post

By clicking on the link in the Sponsored Post, the user can access **the complete article at www.iot-design.de**. From there, there is a link to your target URL.

b) Text-Teaser

By clicking on the link in the Text-Teaser the user is taken **directly to your target URL**.

Required Data	Headline	Abstract	Thumbnail	Main Body	Images for Main Body	Target URL
Sponsored Post	max. 30 characters	max. 250 characters	400 x 220 pixel	ca. 2,500 characters	800 x 440 pixel	to your website
Text-Teaser	max. 30 characters	max. 250 characters	400 x 220 pixel	-	-	to your website

All images as JPEG or PNG in RGB-colour space in 72 dpi. Image rights required.

3 Date: Please send us your data **five working days** before publication by e-mail to: banner@tedo-verlag.de

In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium und Art	Placement	Term	Price/Month
Sponsored Post Premium	Head Section	1 Issue	€ 740.-
Sponsored Post Standard	Bottom Section	1 Issue	€ 700.-
Text-Teaser Premium	Head Section	1 Issue	€ 700.-
Text-Teaser Standard	Bottom Section	1 Issue	€ 605.-

All prices are exclusive of statutory VAT.

5 Placements Newsletter:



Links:

Sponsored Post
Linking within
www.iot-design.de



Text-Teaser
Link to your target URL



IoT Design is neither responsible for the content nor for any products offered.

- 1 Name:** i-need.de – Information and Marketing Portal
- 2 Brief Description:** i-need.de bundles all important information about your products, your company and your editorial publications. It provides the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo trade media for these areas: Automation technology, production technology, industrial image processing, robotics, switch cabinet construction, building technology, industry 4.0.

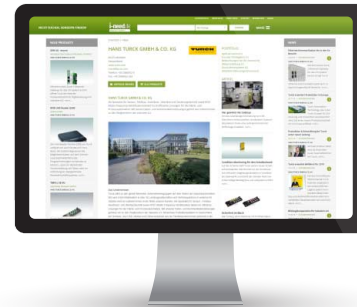
i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important part of strategic information procurement.

With the three packages Basic, PRO and PREMIUM, i-need.de offers you interesting communication channels on a highly frequented information platform for automation products and services.

- 3 Target Groups:** Selection of the most important target groups, since i-need.de addresses numerous user groups: Design engineers, plant and production managers, manufacturing industry, technical buyers and users from mechanical and plant engineering, integrators, architects, electrotechnical industry, engineering offices, Machine Vision, switch cabinet builders, housing manufacturers, building trades, electricians, specialist planners.

- 4 Usage Data:** 1st July 2020 - 30th June 2021
Visitors: 143.507
Page impressions: 287.907

- 5 Publishing House:** TeDo Verlag GmbH • Zu den Sandbeeten 2 • 35043 Marburg



**Your entry into the
Market Overviews.**

We are happy to advise you.

with the
BASIC-ACCOUNT
from
0,00 €

Please contact us.

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- Christoph Kirschenmann,**
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PRESENT

YOUR COMPANY,
YOUR PRODUCTS,
YOUR SERVICE

- ✓ Quickly introduce new products
- ✓ Show solution competence
- ✓ Active participation in the market

Give us a call:
06421 3086-111

Our media consultants will
show you how easy it is!

www.i-need.de/?About



Paragraph 1:

"Advertising order" in the sense of the following General Terms and Conditions means the contract for the publication of one or more advertisements by an advertiser in publications of the publishing company or the contract for the addition of supplements or inserts to such publications for the purpose of distribution.

Paragraph 2: In case of doubt, advertisements are to be called up for publication within one year after conclusion of the contract. If the right to call up single advertisements is granted within the framework of a contract, the order must be processed within one year of publication of the first advertisement, provided that the first advertisement is called up and published within the period specified in sentence 1.

Paragraph 3: In the case of contracts, the client is entitled to call up further advertisements beyond the quantity of advertisements specified in the order within the agreed period or the period specified in item 2.

Paragraph 4: If an order is not fulfilled for reasons for which the publisher is not responsible, the customer must refund to the publisher the difference between the discount granted and the discount corresponding to the actual purchase, without prejudice to any further legal obligations. The refund does not apply if the non-fulfilment is due to force majeure in the risk area of the publisher.

Paragraph 5: Orders for advertisements, bound inserts and external inserts which are declared to be published exclusively in certain numbers, certain editions or at certain positions in the publication must be received by the publisher in sufficient time for the customer to be informed before the advertising deadline if the order cannot be executed in this way.

Paragraph 6: Advertisements will only be accepted at certain positions if these special placements have been confirmed by the publisher in written form.

Paragraph 7: Cancellation of booked advertisements must always be made in written form, fax or e-mail is sufficient. Cancellation of advertisements already booked is possible free of charge up to 14 days before the advertising deadline, according to media data. Cancellation 13 to 7 days before the advertising deadline will be charged with a cancellation fee of 50% of the gross advertising price. For cancellations received later than 7 days before the advertising deadline, the publisher can charge the full gross advertising price.

There is no right of withdrawal for print and online advertisements with special placements (including cover pages, special formats and product overviews) as well as for title and interior title pages. Cancellations of online advertisements must be made in written form eight weeks before the start of publication. Cancellation less than eight weeks before the start of the placement is not possible. The advertisement will thus be charged in full at the agreed advertisement price.

Paragraph 8: The publisher reserves the right to reject advertising orders - including single call-offs within the scope of a contract - and supplement orders due to their content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official regulations or their publication by the publisher is unreasonable. This also applies to orders placed with branch offices, acceptance offices or representatives. Orders for inserts are only binding for the publisher after presentation of a sample of the insert and its approval. Inserts which, due to their format or presentation, give the reader the impression of being part of the magazine or contain third-party advertisements will not be accepted.

Ziffer 9: The client is responsible for the timely delivery of the advertisement text and flawless printing documents or inserts. The running times of the media formats begin and end according to the booked periods. This applies to all formats in all publishing media. If the data is delivered to the publisher later than the deadlines published in the media data, the media delivery time will be shortened accordingly. The Publisher will invoice the booked periods. The publisher will immediately request a replacement for noticeably unsuitable or damaged printing documents. The publisher guarantees the usual printing quality for the title used within the scope of the possibilities provided by the printing documents. Damages incurred for the publisher due to the late submission of printing documents are to be paid by the customer.

Paragraph 10: In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the customer is entitled to a reduction in payment or a faultless replacement, but only to the extent that the purpose of the advertisement has been impaired. If the publisher fails to meet a reasonable deadline for this purpose or if the replacement advertisement is again not faultless, the customer is entitled to a reduction in payment. Claims for damages arising from positive breach of claim, faults upon conclusion of the contract and unauthorised actions are - even when placing an order by telephone - excluded; claims for damages arising from impossibility of performance and delay are limited to compensation for the foreseeable damage and the remuneration paid for the relevant advertisement or supplement. This does not apply to intent and gross negligence of the publisher, his legal representative and his vicarious agent. The Publisher's liability for damages due to the absence of warranted characteristics remains unaffected. The publisher is only liable for faults of any kind resulting from telephone transmission in the event of intent

or gross negligence. In commercial business transactions, the publisher shall also not be liable for gross negligence on the part of vicarious agents; in other cases, liability towards merchants for gross negligence is limited to the foreseeable damage up to the amount of the relevant advertising fee. Complaints must be made within four weeks of receipt of the invoice, except in the case of non-obvious defects.

Paragraph 11: If advertising motifs are transmitted digitally by the customer, the liability of the publisher for completely or partially illegible, incorrect or incomplete reproduction of the corresponding advertisements is excluded.

Paragraph 12: For material provided by the customer (bound inserts, supplements, etc.), the publisher assumes no guarantee for the correctness of the quantities or qualities designated as delivered.

Paragraph 13: TeDo Verlag assumes that the image and copyright of data received by TeDo Verlag from third parties is held by the sender or his employer, unless otherwise indicated. TeDo Verlag assumes no liability if a warning notice is issued in such a case.

Paragraph 14: Proofs will only be supplied upon explicit request. The customer is responsible for the correctness of the returned proofs. The publisher will consider all error corrections that are reported to him within the deadline set in the proof.

Paragraph 15: If no special size regulations are given, the calculation is based on the usual print height for this type of advertisement.

Paragraph 16: If the client does not pay in advance, the invoice will be sent immediately, if possible 14 days after publication of the advertisement. The invoice is to be paid within the period indicated in the price list, running from receipt of the invoice, unless a different payment period or advance payment has been agreed in individual cases. Any discounts for early payment are granted according to the price list.

Paragraph 17: In the event of default or deferment of payment, interest and collection costs will be charged. In the event of default in payment, the publisher may defer further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there are justified doubts about the solvency of the customer, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment terms. This also applies during the term of an advertisement contract.

Paragraph 18: Upon request, the publisher supply a copy of the advertisement with the invoice. Depending on the type and scope of the advertisement order, excerpts of advertisements, document pages or complete document numbers are delivered. If a document can no longer be provided, it is replaced by a legally binding certificate from the publisher confirming the publication and distribution of the advertisement.

Paragraph 19: Costs for the production of ordered artwork as well as for substantial changes to originally agreed designs requested or for which the customer is responsible are charged to the customer.

Paragraph 20: In the case of numerical advertisements, the publisher exercises the care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered letters and express letters on numerical displays are only forwarded by normal mail. Receipts on numerical displays are kept for four weeks. Submissions that are not collected within this period will be destroyed. The publisher will return valuable documents without being obliged to do so. In the interest and for the protection of the customer, the publisher reserves the right to open the incoming offers to prevent misuse of the number service for verification purposes. The publisher is not obliged to pass on business promotions and brokerage offers.

Paragraph 21: CDs will only be returned to the client on special request. The storage obligation ends three months after expiry of the order.

Paragraph 22: Advertising agents and advertising agencies are obliged to stick to the publisher's price list in their offers, contracts and invoices with the advertisers. The agency fee granted by the publisher may not be passed on to the customer in whole or in part.

Paragraph 23: The European Commission provides a platform for out-of-court online settlement of disputes (the so-called OS platform) under <http://ec.europa.eu/consumers/odr/> We are neither willing nor obliged to participate in a dispute resolution procedure before a consumer arbitration board.

Paragraph 24: Place of performance and jurisdiction is the registered office of the publisher. Insofar as the publisher's claims are not asserted in the dunning procedure, the place of jurisdiction for non-merchants is determined by their place of residence. If the domicile or habitual abode of the client is unknown at the time the lawsuit is filed, or if the client has moved his domicile or habitual abode out of the scope of application of the law after conclusion of the contract, the place of jurisdiction is agreed to be the registered office of the publisher.

Paragraph 25: In the event of partial or total invalidity of any provision, the validity of the remaining provisions will remain unaffected.

Your contact persons in the editorial office of IoT Design:



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