



# MEDIA INFORMATION FOR 2012

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# de

20/2011  
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 ISSN 1457-1150

Der Elektro- und Gebäudetechniker

<b>ELEKTROINSTALLATION</b> PEN-Aufhebung bei Dachständerempfehlung	<b>INFORMATIONSTECHNIK</b> Kommunikation über IP	<b>AUTOMATISIERUNGSTECHNIK</b> Effizienz von Motoren	<b>BETRIEBSTÜTZUNG</b> Umsatzplus durch Kundenempfehlungen
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For the electrical and building services trades



Publishers: Hüthig & Pflaum Verlag



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### Thumbnail profile

The publication **de** provides professional knowledge in the field of electrical engineering, throughout all areas of electrical installation and building services, as well as on renewable energy (photovoltaic power, solar-thermal energy, heat-pumps, and wind energy) – as well in the fields of IT and automation technology. Professional articles by specialists elaborate on advanced technologies, systems, and applications. Practical application examples link the reader to his or her daily professional work.

### Target groups

Owners, management, and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, power companies, and public service; staff in electrical wholesaling.

### Unique features

The only trade journal for electrical and building-services engineering to appear every 14 days.

The publication **de** treats the topic of renewable energy 20 times in each issue, plus 6 times in greater depth as part of our special-issue series **pv-praxis.de**.

The official publication of the Central Association of the German Electrical and IT Trades (ZVEH).

<b>Published:</b>	every 14 days
<b>Circulation (verified by IVW)</b>	42,000 copies
<b>1/1 page, black and white</b>	€ 6,640.00*
<b>1/1 page, 4 colours</b>	€
<b>9,865.00*</b>	

\* plus legally valid value-added tax

### Liaison:

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## Fachzeitschrift Formats and technical details



**1 Magazine format:** 210 mm wide x 297 mm high; DIN A4

**Printing area:** 185 mm wide x 256 mm high

Number of columns: 4 columns x 3 columns  
Width of columns: 46 mm x 58 mm

### 2 Printing and binding:

Offset printing, adhesive binding

### 3 Submission of data

E-mail: [landes@de-online.info](mailto:landes@de-online.info)

FTP upload to [filetransfer.pflaum.de](ftp://filetransfer.pflaum.de)

Path: / Anzeigen, Port: 21

User name: anzeigen; password: Pfl@um12

### 4 Data formats:

**Apple Macintosh**

**Adobe Illustrator up to version CS5**

**Adobe Photoshop up to version CS5**

**Adobe Acrobat up to version 8**

Additional systems and programs are possible upon request.

*preferred data formats:*

EPS files

TIF files

High-end PDF files

### Important instructions for the data and file formats:

#### File formats:

- In EPS files, please integrate all positioned illustrations and graphics, together with the fonts used. Best: please convert all texts to vector graphics (converted to paths).
- Please back up TIF files without additional/redundant levels, channels, and paths; do not use special colours; also see following instructions:

- Image data (raster graphics images) must be provided with sufficient resolution: for grey-scale and colour pictures, 250 to 400 dpi; for bitmap images, from 800 to 1200 dpi. Important: images from the Internet usually have only 72 dpi.
- Colours: CMYK, grey-scales, or bitmap (no RGB!).
- Please create PDF documents only with Acrobat Distiller. PDF Writer cannot produce a PDF that can be used for offset printing. We require high-end PDF (print-optimized / PDF/X-3). Also please note that all text must be embedded and that the images must have sufficient resolutions (see above).
- PDF files from InDesign must be output as transparent-reduced files.
- In case of trim adverts, be sure that the bleed allowance is +3 mm.

**5 Colours:** printing ink (CMYK) in accordance with ISO 12647

**6 Proofs:** A contract proof-quality document in Euroscale (CMYK) is absolutely necessary for printing colour adverts.

**7 File archiving:** When you submit files to us, we assume that they are copies. We cannot accept any responsibility for assuring that the submitted files will be kept safe for return to you.

**8 Guarantee:** We can process only files on the data medium submitted to us. The publisher cannot accept responsibility for any discrepancies in the published results in the form of text copy, images, or especially colours.

**9 Contact: Jutta Landes** ☎ (0 89) 1 26 07-2 63 📧 [landes@de-online.info](mailto:landes@de-online.info)



- 1 Title** *de – Der Elektro- und Gebäudetechniker*
- 2 Thumbnail profile:** The publication **de** provides professional knowledge in the field of electrical engineering, throughout all areas of electrical installation and building services, as well as on IT and automation engineering. Professional articles by specialists elaborate on advanced technologies, systems, and applications. Practical application examples link the reader to his or her daily professional work.
- 3 Target groups:** Owners, management, and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, power companies, and public service; staff in electrical wholesaling.
- 4 Published:** every 14 days (with 4 double issues in January, July, August, and December)
- 5 Magazine format:** 210 mm wide x 297 mm high; DIN A4
- 6 Age of magazine:** 87 years old as of 2012
- 7 Subscription price:** Annual subscription  
 Inside Germany € 123.50 incl. postage  
 Outside Germany € 146.50 incl. postage  
 Newsstand price € 7.00
- 8 Official publication:** Official publication of the Central Association of the German Electrical and IT Trades (ZVEH), and of the affiliated associations of state guilds
- 9 Memberships:** Media Database of the German association of Trade Journals
- 10 Publishing house:** Hüthig & Pflaum Verlag GmbH & Co. Fachliteratur KG, Lazarettstr. 4, 80636 München, German, Tel (0 89) 1 26 07-0 www.de-online.info

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- 14 Analysis of published volume:** for 2010, 20 issues
- |                                 |                      |
|---------------------------------|----------------------|
| <b>Overall volume:</b>          | 1,904 pages = 100.0% |
| <b>Articles and editorials:</b> | 1,537 pages = 80.7%  |
| <b>Advertising:</b>             | 367 pages = 19.3%    |
- 
- |                             |                |
|-----------------------------|----------------|
| Including: Section adverts: | 3 Pages = 0.8% |
| Bound inserts/leaflets      | 8 Pages = 2.2% |
- 
- Inserts:** 28 ea.
- 15 Analysis of articles and editorials:** 2010 = 1,537 pages 13.4%
- |                            |           |       |
|----------------------------|-----------|-------|
| Electrical installation    | 206       | 13.4% |
| Building services          | 245 Pages | 15.9% |
| IT                         | 160 Pages | 10.4% |
| Automation                 | 141 Pages | 9.2%  |
| Problems in practice       | 163 Pages | 10.6% |
| Operations and management  | 135 Pages | 8.8%  |
| Basic and ongoing training | 168 Pages | 10.9% |



## 1 Advertising prices and formats

All prices are in euros. **Discounts do not apply to surcharges.** The currently valid value-added tax (VAT) must be added to all prices.

Format	Printing area width x height in mm	Bleeding width x height in mm*	Sur-charge for bleed €	Basic price black/white €	Sur-charge for 2 colours €	Price for 2 colours €	Sur-charge for 3 colours €	Price for 3 colours €	Sur-charge for 4 colours	Price For 4 colours €
1/1 page	185 x 256	210 x 297	664.00	6,640.00	1,075.00	7,715.00	2,150.00	8,790.00	3,225.00	9,865.00
Junior page	135 x 185	145 x 210	414.50	4,145.00	645.00	4,790.00	1,290.00	5,435.00	1,935.00	6,080.00
1/2 page	92 x 256 185 x 126	100 x 297 210 x 148	335.50	3,355.00	645.00	4,000.00	1,290.00	4,645.00	1,935.00	5,290.00
1/3 page	58 x 256 185 x 82	68 x 297 210 x 99	225.00	2,250.00	410.00	2,660.00	820.00	3,070.00	1,230.00	3,480.00
1/4 page	46 x 256 92 x 126 185 x 62	Only possible in printing area		1,690.00	410.00	2,100.00	820.00	2,510.00	1,230.00	2,920.00
1/8 page	46 x 126 92 x 62	Only possible in printing area		865.00	250.00	1,115.00	500.00	1,365.00	750.00	1,615.00

\* Plus 3 mm bleed on all pages

Additional formats upon request

### Black-white millimeter price for recommendation adverts (min. height 30 mm)

1 column in 4-column text (46 mm wide)

€ 8.10

1 column in 3-column ext (58 mm wide)

€ 11.40

## 2 Surcharges (additional charges)

### Placements

Cover page 4c (210 mm wide x 140 mm high + 3 mm bleed) € 10,435.00

2nd and 4th cover page, black-and-white € 7,375.00

Binding placement instruction (not discountable) 10 % of basic price

### Colours (not discountable)

The stated prices apply for Euroscale colours.

Special colours (e.g., HKS or Pantone) are not possible; please use Euroscale colours.

### Formats (not discountable)

Adverts across the gutter 10 % of basic price

Adverts across printing space 10 % of basic price

Island adverts (surrounded by text) 40 % of basic price

## 3 Discounts (applies to adverts within one insertion year)

Discounts do not apply to surcharges for colours and formats, adverts in "Yellow Pages", glued-on advertising, or section adverts.

### Business adverts with regular basic rates

#### Frequency discount

#### Quantity discount

3 times	5.0 %	2 pages	5.0 %
6 times	7.5 %	4 pages	7.5 %
9 times	10.0 %	6 pages	10.0 %
12 times	12.5 %	9 pages	15.0 %
15 times	15.0 %	12 pages	20.0 %
18 times	17.5 %	15 pages	22.5 %
20 times	20.0 %	18 pages	25.0 %

## 4 Advertising sections (not discountable)

Possible only with 2 or 4 columns (2 columns = 92 mm width)

Minimum height = 20 mm

Job offers, black and white, per mm, 2-column € 8.20

Job offers, 2-colour, per mm, 2-column € 10.90

Job offers, 4-colour, per mm, 2-column € 6.20

Job applicants, per mm, 2-column € 4.10

Buying and selling, miscellaneous, 2-column € 8.20

Fee for reply via a code (incl. postage for delivery) € 16.00

Print job adverts appear for 4 weeks under [www.de-online.info/jobs/](http://www.de-online.info/jobs/) at no additional cost.

## 5 Special advertising forms

**Product cards** (individual placing in magazine) € 2,455.00

Colour surcharge per colour € 410.00

Price, including printing and processing, and insertion between two printed sheets  
Discount: see frequency discount for adverts

### Bound insert (discountable)

2-page bound insert € 10,545.00

4-page bound insert € 14,775.00

Additional formats are available upon request.

Discount: 1 sheet = 1/1 page

Required delivered amount: 42,500 copies

### Loose insert (discountable)

Inserted loosely, max. size = 205 x 290 mm

Up to 25 g total weight per thousand € 239.00

Beyond 26 g total weight and partial loose inserts: upon request

Discount: 1 insert = 1/1 page

Required delivered amount: 42,500 copies

### Glued-on advert material (not discountable)

**Postcards** € 2,125.00

(extra mailing costs included therein =

€ 60.00; not suitable for media brokerage)

Required delivered amount (partial insertion not possible) 42,500 copies

### Classified directory (not discountable)

Minimum height = 20 mm, 1-column = 58 mm

Millimetre price for black/white: € 5,30

Millimetre price for 4-colour: € 13,20

## 6 Contact

**Jutta Landes** ☎ (089) 1 26 07-2 63 [landes@de-online.info](mailto:landes@de-online.info)

## 7 Terms of payment

Payment net, within 10 days after date of invoice. 2 % discount for payment in advance or by variable direct debit. VAT no.

DE 130 504 185

### Bank details

Postbank München, acct. 103 330 801, bank sort code 700 100 80

IBAN: DE70700100800103330801 SWIFT-BIC: PBNKDEFF700



## Bound inserts

### Formats and technical details



#### Special forms of advertising:

##### Product cards

Printing area reply cards: 148 mm wide x 99 mm high  
(plus 4 mm 4 mm head trim)

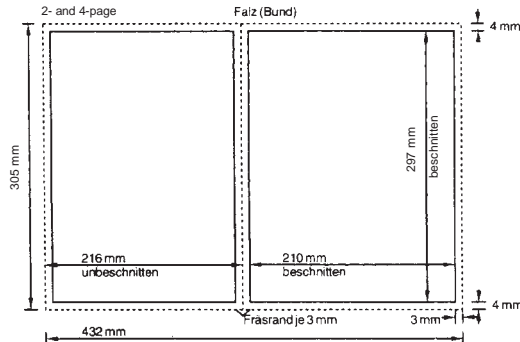
Printing area memo strip: 62 mm wide (plus 3 mm routing margin)  
x 99 mm high (plus 4 mm head trim)

Bleed difference (trim allowance) for bled (trimmed) motifs: 3 mm at the right and at the bottom.

##### Bound inserts:

Before order acceptance and confirmation, provision of a final sample is necessary: if required, as a blind dummy with size and weight data. Bound inserts may advertise only for the sales programme of one (1) advertiser.

##### Trimming pattern:



These inserts must be designed in accordance with postal regulations such that they cannot be confused with the remaining main editorial part of the magazine. The placement of bound inserts will depend on technical options.

##### Formats:

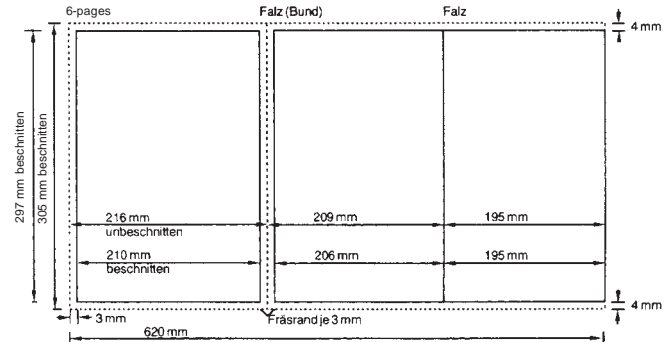
1 sheet (= 2 pages) untrimmed, 216 x 305 mm

2 sheets (= 4 pages) untrimmed, 432 x 305 mm

Bound inserts must be provided untrimmed, and bound inserts consisting of several sheets must be delivered folded. The front page of the bound insert must be designated as such. Bound inserts must be designed such that additional preparation and processing are not necessary. If, however, difficulties or additional folding or gluing work arise, then they will be invoiced in addition.

**Required delivered amount:** 42,500 copies, including overplus

**Deadline for delivery:** upon request





Examples for advert formats with basic black-and-white price:

Printing-area format	€ 6,640.00	€ 3,355.00	€ 3,355.00	€ 2,500.00	€ 2,250.00
Bleed format					
	1/1 page	1/2 page landscape	1/2 page portrait	1/3 page landscape	1/3 page portrait
7 Printing area:	185 mm wide x 256 mm high	185 mm wide x 126 mm high	92 mm wide x 256 mm high	185 mm wide x 82 mm high	58 mm wide x 256 mm high
Formats of final copy for trimmed adverts:	210 mm wide x 297 mm high	210 mm wide x 149 mm high	105 mm wide x 297 mm high	210 mm wide x 100 mm high	70 mm wide x 297 mm high
(+ 3 mm trim on each page)	Format is plus 3 mm trim on each page				

	€ 1,690.00	€ 1,690.00	€ 1,690.00	€ 865.00	€ 865.00	€ 10,435.00 4-colour
	1/4 page landscape	1/4 page 2-column	1/4 page portrait	1/8 page landscape	1/8 page 2-column	Cover page
Printing area:	185 mm wide x 62 mm high	92 mm wide x 126 mm high	46 mm wide x 256 mm high	185 mm wide x 31 mm high	92 mm wide x 62 mm high	210 mm wide x 140 mm high (plus 3 mm trim on all sides)

1 Verification of subscription data:



2 Analysis of subscription data: copies per issue on a yearly average (1 July 2010 to 30 June 2011)

<b>Printed copies:</b>	44,000		
<b>Actual print circulation:</b>	43,697	of which foreign:	320
<b>Sold copies:</b>	25,348	of which foreign:	285
Subscribed copies:	20,827	members' copies:	7.309
Individual sales:	1		
Other sales:	4,520		
<b>Free copies:</b>	18,349		
<b>Remaining, archive, and proof copies:</b>	303		

3 Analysis of geographical distribution:

Economic area	Share of actually distributed copies	
	%	Copies
Domestic	99.4	43,377
Foreign	0.6	320
<b>Actual print circulation:</b>	<b>100.0</b>	<b>43,697</b>

Breakdown of domestic circulation according to Nielsen areas

Nielsen area 1	13.6	5,905
Nielsen area 2	18.4	7,987
Nielsen area 3a	14.6	6,351
Nielsen area 3b	14.2	6,142
Nielsen area 4	19.1	8,285
Nielsen area 5	3.0	1,289
Nielsen area 6	8.3	3,587
Nielsen area 7	8.8	3,831
<b>Domestic</b>	<b>100.0</b>	<b>43,377</b>

**Summary of the data-collection method:**

- Method:** Analysis of data files (total data records)
- Basic totality:** for actual circulation of 43,697 = 100 %;  
Not included in the study: 303 copies = 0.7 %
- Random sample:** total data file
- Target person of the study:** not applicable
- Time period of the study:** 1 July 2010 to 30 June 2011
- Study conducted by the following company:**  
Hüthig & Pflaum Verlag GmbH & Co. Fachliteratur KG  
The method of the study is described in detail under  
[www.de-online.info/mediaservice/erhebungsmethode/](http://www.de-online.info/mediaservice/erhebungsmethode/)



## Analysis of print and distribution

Contact details of the publisher:

Hüthig & Pflaum Verlag GmbH & Co. Fachliteratur KG, Postfach 19 07 37, 80607 München, Germany / Tel. (0 89)1 26 072 63, Fax (0 89)1 26 073 10

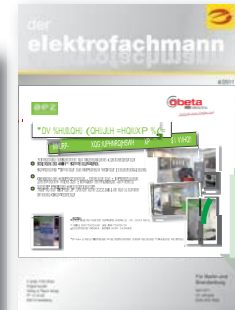
### 1.1 Target areas: business sectors / commercial branches / types of companies

Department / group / class	Target / recipient groups (according to classification of the commercial branches)	Share of readers determined in the study	
		%	Approx. projection
45.31/45.34	Electrical installation work and other construction installation work	62.9	27,301
74.20.5	Electrical planning; engineering offices	16.2	7,017
31/31.2/29/31.6/32/33.3	Processing sectors of business (industry)	17.6	7,645
51.43.4/52.45.1	Wholesale business with electrical equipment and electrical-installation equipment; retail business with electrical household appliances and electrical products	6.9	2,992
40	Power generation and energy	3.2	1,408
75.1	Public administration	4.0	1,739
80.3/91.33.1/80.22	Colleges, universities, and other institutions of higher learning; research; institutions of ongoing professional training	3.8	1,653
	Miscellaneous	1.0	434

Multiple data inclusion (100% = 43,377 readers in accordance with in-house publisher's study conducted on 12 September 2011)

# HUTHIG & PFLAUM

Publishers



Anzeigenpreise  
siehe gesonderte  
Media-Informationen  
2012



## Offerings from Huthig & Pflaum Verlag:

- de range of professional books
- [www.de-online.info](http://www.de-online.info)
- Marketing award: Deutscher Elektrotechnik-Marketingpreis
- pv-dialog uvm.

[www.de-online.info](http://www.de-online.info)