Title: 'photonik'

Brief outline: 'photonik' is the official voice of Spectaris, DGaO (German Branch of the European Optical Society), VDI (section Optical Technologies), OptecNet Deutschland (all nine regional German photonics clusters) and WLT (German Scientific Laser Society). 'photonik' is a German-language trade journal published 6 times a year, covering the high-tech areas of optical technologies (opto-electronics, laser technology, image processing, optical communication, optical metrology etc.). In this area, 'photonik' provides the highest circulation in the German-speaking marketplace. 'photonik' publishes technical articles, reports on new products and business news. The magazine is targeted at development engineers and industrial users of such products.

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<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Topics</th>
<th>Events/Trade Fairs</th>
</tr>
</thead>
</table>
| January | **Date of publication: Jan 13, 2020**  
**Advertising deadline: Dec 6, 2019** | 'laser+photonics' is the best-of special issue of the german magazine photonik with a wide selection of articles translated into english providing a broad overview of current knowledge in optical technologies worldwide. | **BIOS (Expo)**  
San Francisco, USA, Feb 1 – Feb 2, 2020  
**Photonics West (Expo)**  
San Francisco, USA, Feb 4 – Feb 6, 2020  
**W3+Fair**  
Wetzlar, Feb 26 – Feb 27, 2020 |
| March | **Date of publication: Mar 6, 2020**  
**Advertising deadline: Feb 12, 2020** | - *Special: biophotonics*  
- Image capturing and processing, hyperspectral imaging  
- Optical spectroscopy  
- Optical components  
- Optical metrology | **Laser World of Photonics**  
Shanghai, China, Mar 18 – Mar 20, 2020  
**Photonics Europe**  
Strasbourg, France, Mar 29 – Apr 2, 2020  
**Analytica**  
Munich, Mar 31 – Apr 3, 2020  
**MedtecLIVE**  
Nuremberg, Mar 31 – Apr 2, 2020 |
| May | **Date of publication: May 6, 2020**  
**Advertising deadline: Apr 8, 2020** | - Additive manufacturing  
- Image capturing and processing, hyperspectral imaging  
- Optics production, freeform optics  
- Optical sensor technology  
- Software for optics  
- Optical components  
- Optical metrology | **HMI Hannover Messe**  
Hanover, Apr 20 – Apr 24, 2020  
**Control**  
Stuttgart, May 5 – May 8, 2020  
**OPTATEC**  
Frankfurt, May 12 – May 14, 2020  
**CLEO**  
San Jose, USA, May 12 – May 14, 2020 |
| June | **Date of publication: Jun 19, 2020**  
**Advertising deadline: May 22, 2020** | - *Special: biophotonics*  
- Optical sensor technology  
- Laser sources, laser technology  
- Image capturing and processing, hyperspectral imaging  
- Fiber optics  
- Additive manufacturing  
- Optical components  
- Optical metrology | **LASYS**  
Stuttgart, June 16 – June 18, 2020  
**Sensor + Test**  
Nuremberg, June 23 – June 25, 2020 |
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Topics</th>
<th>Events/Trade Fairs</th>
</tr>
</thead>
</table>
| **4** September | **Date of publication: Sept 4, 2020**  
**Advertising deadline: Aug 12, 2020** | • Fiber optics and optical communication  
• Coating technologies  
• Incoherent light sources, LED technology  
• Software for optics  
• Optical components and microoptical systems  
• Optical metrology | **ECOC**  
Bruessels, Belgium, Sept 21 – Sept 23, 2020  
**Laser World of Photonics India**  
Bangalore, IND, Sep 23 – Sep 25, 2020 |
| **5** October | **Date of publication: Oct 22, 2020**  
**Advertising deadline: Sept 29, 2020** | • **Special: biophotonics** *  
• Optical sensor technology  
• Display technology  
• Optics production, freeform optics  
• Optical components  
• Optical metrology | **Vision**  
Stuttgart, Nov 10 – Nov 12, 2020  
**COMPAMED**  
Duesseldorf, Nov 18 – Nov 21, 2020  
**MEDICA**  
Duesseldorf, Nov 18 – Nov 21, 2020 |
| **6** December | **Date of publication: Dec 3, 2020**  
**Advertising deadline: Nov 11, 2020** | • Laser sources, laser technology  
• Additive manufacturing  
• Image capturing and processing, hyperspectral imaging  
• Optical components and microoptical systems  
• Optical metrology | |
| **laser+photonics** | **Date of publication: Jan 13, 2021**  
**Advertising deadline: Dec 9, 2020** | laser+photonics is the best-of special issue of the german magazine photonik with a wide selection of articles translated into english providing a broad overview of current knowledge in optical technologies worldwide. | **BiOS (Expo)**  
San Francisco, USA  
**Photonics West (Expo)**  
San Francisco, USA |

* Special:  
The special 'biophotonics' in the issues 1, 3 und 5/2020 covers the following key aspects:  
• Microscopy und nanoscopy  
• Optical coherence tomography  
• Optogenetics  
• Biomedical technology  
• Cytometry and cell analysis  
• Optical analytic
### Advertisement Rates

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Width x height in mm</th>
<th>b/w</th>
<th>2 colours</th>
<th>3 colours</th>
<th>4 colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>185 x 264</td>
<td>4,620.– €</td>
<td>4,970.– €</td>
<td>5,320.– €</td>
<td>5,670.– €</td>
</tr>
<tr>
<td>3/4 page</td>
<td>136 x 264 or 185 x 197</td>
<td>3,465.– €</td>
<td>3,815.– €</td>
<td>4,165.– €</td>
<td>4,515.– €</td>
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<tr>
<td>2/3 page</td>
<td>120 x 264 or 185 x 175</td>
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<td>3,430.– €</td>
<td>3,780.– €</td>
<td>4,130.– €</td>
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<tr>
<td>Junior page</td>
<td>135 x 190</td>
<td>2,600.– €</td>
<td>2,950.– €</td>
<td>3,300.– €</td>
<td>3,650.– €</td>
</tr>
<tr>
<td>1/2 page</td>
<td>90 x 264 or 184 x 130</td>
<td>2,310.– €</td>
<td>2,660.– €</td>
<td>3,010.– €</td>
<td>3,360.– €</td>
</tr>
<tr>
<td>1/3 page</td>
<td>58 x 264 or 184 x 88</td>
<td>1,540.– €</td>
<td>1,840.– €</td>
<td>2,140.– €</td>
<td>2,440.– €</td>
</tr>
<tr>
<td>1/4 page</td>
<td>90 x 130 or 43 x 264 or 184 x 63</td>
<td>1,155.– €</td>
<td>1,455.– €</td>
<td>1,755.– €</td>
<td>2,055.– €</td>
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<tr>
<td>1/8 page</td>
<td>90 x 63 or 43 x 130 or 184 x 30</td>
<td>575.– €</td>
<td>775.– €</td>
<td>975.– €</td>
<td>1,175.– €</td>
</tr>
<tr>
<td>Coverflap</td>
<td>on request</td>
<td></td>
<td></td>
<td></td>
<td>7,940.– €</td>
</tr>
<tr>
<td>Front cover (coverstory)</td>
<td>on request</td>
<td></td>
<td></td>
<td></td>
<td>7,050.– €</td>
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<tr>
<td>Inside front cover</td>
<td>184 x 264</td>
<td></td>
<td></td>
<td></td>
<td>6,594.– €</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>184 x 264</td>
<td></td>
<td></td>
<td></td>
<td>6,594.– €</td>
</tr>
</tbody>
</table>

#### Colour charges for ads

<table>
<thead>
<tr>
<th>Standard colours, each:</th>
<th>1/2 page to 2/1 page</th>
<th>1/4 page to 1/3 page</th>
<th>1/8 page and smaller</th>
<th>€ 350.–</th>
<th>€ 300.–</th>
<th>€ 200.–</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special colours, each:</td>
<td>all sizes</td>
<td></td>
<td></td>
<td>€ 800.–</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Discounts:

(for advertisements within 12 months)

<table>
<thead>
<tr>
<th>frequency discount</th>
<th>volume discount</th>
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<tbody>
<tr>
<td>3 insertions</td>
<td>1 page</td>
</tr>
<tr>
<td>6 insertions</td>
<td>3 pages</td>
</tr>
<tr>
<td>12 insertions</td>
<td>5 pages</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>insertsions</th>
<th>page</th>
<th>discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1 page</td>
<td>5 %</td>
</tr>
<tr>
<td>10</td>
<td>3 pages</td>
<td>10 %</td>
</tr>
<tr>
<td>15</td>
<td>5 pages</td>
<td>15 %</td>
</tr>
<tr>
<td>20</td>
<td>8 pages</td>
<td>20 %</td>
</tr>
</tbody>
</table>
Bleed sizes: all text must be at least 10 mm inside the maximum width and height of any bleed ad.

Allow additional 3 mm trim per bleed edge and trim marks.
Overall size: A4, 210 mm wide x 297 mm high

Printing area: 184 mm wide x 264 mm high
4 columns, each 43 mm wide

Printing specifications: For printing we need a print-optimized pdf-file. Resolution: 300 dpi (CMYK)
File please send to: disposition@at-fachverlag.de

Contact: Norbert Schöne (advertising director)
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norbert.schoene@at-fachverlag.de
Ute Fauck-Belz (media disposition)
Phone +49 711 952951-24
ute.fauck@at-fachverlag.de

Bound-in inserts: 2 pages (1 sheet)
216 mm wide x 305 mm high
€ 5,075.-
4 pages (double sheet, folded)
432 mm wide x 305 mm high
€ 5,825.-
Please send inserts in the size stated above, not trimmed, but folded

Loose Inserts: Max. size 205 mm wide x 292 mm high
Weight up to 25 g
€ 5,335.-
Weight up to 35 g
€ 5,870.-
Weight up to 45 g
€ 6,400.-

Classified Ads: 4 columns, each 43 mm wide
Job offer advertisement
€ 4.32/mm
Job wanted advertisement
€ 2.16/mm
Buyers’ Guide

The Buyers’ Guide in ‘photonik’ provides companies with an effective long-term opportunity to present their capabilities to a wide audience.

By listing your company under the relevant product headings, you will generate continued awareness of your potential customers and maximise the chances of success.

Prices: Entries in the Buyers’ Guide are charged according to height and are a maximum width of 35 mm (single column).

Per entry per year € 21.60/mm height (6 issues = minimum period)

Payment terms: Entries in the Buyers’ Guide continue to run until cancelled. The minimum period is one year (6 issues). New entries, amendments and cancellations must be received at least 5 working days before the advertising deadline for issues 1 or 4, each year.

Period: The maximum width of company listings is 35 mm. Height is as specified by you. Company logos (in grey scale) can be included.

Printing material: Manuscripts, line drawings, sketches or files. In the case of entries with logos, camera ready artwork or file of the logo is required.

Discounts: Company listing at

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>20</td>
<td>20%</td>
</tr>
</tbody>
</table>
Circulation

'photonik' is audited by:

Audit statements are a strict independent verification of printing, distribution and circulation claims of a magazine.

Average copies July 1st 2018 up June 31st 2019

| Print run | 10,000 copies |
| Distribution | 9,628 copies |

Geographical distribution

| Federal Republic of Germany | 9,291 copies (96.50 %) |
| Abroad | 337 copies (3.50 %) |

<table>
<thead>
<tr>
<th>Circulation by business position</th>
<th>Percent</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business management</td>
<td>11.4</td>
<td>1,098</td>
</tr>
<tr>
<td>Marketing</td>
<td>4.1</td>
<td>395</td>
</tr>
<tr>
<td>Administration</td>
<td>0.3</td>
<td>29</td>
</tr>
<tr>
<td>Purchasing</td>
<td>0.8</td>
<td>77</td>
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<tr>
<td>Sales</td>
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<td>154</td>
</tr>
<tr>
<td>Hardware development</td>
<td>14.6</td>
<td>1,406</td>
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<tr>
<td>Software development</td>
<td>1.6</td>
<td>154</td>
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<tr>
<td>Application</td>
<td>2.0</td>
<td>193</td>
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<tr>
<td>Design</td>
<td>1.7</td>
<td>164</td>
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<tr>
<td>Research</td>
<td>7.0</td>
<td>674</td>
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<tr>
<td>Operations scheduling</td>
<td>0.2</td>
<td>19</td>
</tr>
<tr>
<td>Production</td>
<td>0.5</td>
<td>48</td>
</tr>
<tr>
<td>Quality control /testing</td>
<td>1.7</td>
<td>164</td>
</tr>
<tr>
<td>Education / training</td>
<td>1.5</td>
<td>144</td>
</tr>
<tr>
<td>Others</td>
<td>1.4</td>
<td>135</td>
</tr>
<tr>
<td>Not specified</td>
<td>49.6</td>
<td>4,774</td>
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<tr>
<td>Total</td>
<td>100.0</td>
<td>9,628</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Circulation by number of employees</th>
<th>Percent</th>
<th>Copies</th>
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<tbody>
<tr>
<td>1 - 9 employees</td>
<td>7.4</td>
<td>712</td>
</tr>
<tr>
<td>10 - 19 employees</td>
<td>4.1</td>
<td>395</td>
</tr>
<tr>
<td>20 - 49 employees</td>
<td>6.1</td>
<td>587</td>
</tr>
<tr>
<td>50 - 99 employees</td>
<td>6.7</td>
<td>645</td>
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<tr>
<td>100 - 199 employees</td>
<td>5.5</td>
<td>530</td>
</tr>
<tr>
<td>200 - 499 employees</td>
<td>6.2</td>
<td>597</td>
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<tr>
<td>500 - 999 employees</td>
<td>3.2</td>
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<tr>
<td>1000 + More employees</td>
<td>10.1</td>
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<tr>
<td>Not specified</td>
<td>50.7</td>
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<tr>
<td>Total</td>
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## Circulation by business & industry

<table>
<thead>
<tr>
<th>Category of recipient</th>
<th>Percent of total</th>
<th>Qualified copies</th>
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</thead>
<tbody>
<tr>
<td>Chemical and petrochemical</td>
<td>0.93</td>
<td>90</td>
</tr>
<tr>
<td>Manufacture and production of glass, glass fiber</td>
<td>0.04</td>
<td>4</td>
</tr>
<tr>
<td>Metal production and metal working</td>
<td>1.25</td>
<td>120</td>
</tr>
<tr>
<td>Mechanical engineering</td>
<td>4.19</td>
<td>403</td>
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<tr>
<td>Office/IT equipment and data processing</td>
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<tr>
<td>Electronics/electrical engineering</td>
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<tr>
<td>Electrical engineering</td>
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<td>1,389</td>
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<tr>
<td>Communication engineering</td>
<td>2.07</td>
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</tr>
<tr>
<td>Controlling and control technology</td>
<td>0.14</td>
<td>13</td>
</tr>
<tr>
<td>Test &amp; measurement</td>
<td>5.66</td>
<td>545</td>
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<tr>
<td>Military electronics</td>
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<td>52</td>
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<tr>
<td>Medical electronics engineering</td>
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<tr>
<td>Electronic components and systems</td>
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<tr>
<td>Consumer electronics</td>
<td>0.23</td>
<td>23</td>
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<tr>
<td>Precision engineering &amp; optics</td>
<td>10.86</td>
<td>1,046</td>
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<tr>
<td>Automotive construction</td>
<td>2.18</td>
<td>210</td>
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<tr>
<td>Aircraft &amp; aerospace industries</td>
<td>1.01</td>
<td>97</td>
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<tr>
<td>Energy and water supply</td>
<td>0.33</td>
<td>32</td>
</tr>
<tr>
<td>Distribution</td>
<td>2.79</td>
<td>269</td>
</tr>
<tr>
<td>Engineering offices, laboratories</td>
<td>6.47</td>
<td>622</td>
</tr>
<tr>
<td>Science, research &amp; development</td>
<td>8.18</td>
<td>788</td>
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<tr>
<td>Universities, education</td>
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<td>921</td>
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<tr>
<td>Not known</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td>Not specified</td>
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<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
<td><strong>9,628</strong></td>
</tr>
</tbody>
</table>
1 Website: www.photonik.de
2 Brief outline: Daily news and product novelties for developers and users in the high technology area of Optical Technologies
3 Target group: Developers and users of Optical Technologies
4 Publishing house: AT-Fachverlag GmbH
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70736 Fellbach, Germany
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Access control:

Usage data:
Online reach:
Visits: 6,692 (etracker 07|2019)
PageImpressions: 11,673 (etracker 07|2019)
of which
Mobile reach:
Visits: 1,200 (etracker 07|2019)
PageImpressions: 1,800 (etracker 07|2019)
Website
Types of advertising | Pricing

Superbanner | Sticky Superbanner (728 x 90 pixels) | CPM € 200
XXL Superbanner (728 x 250 pixels) | CPM € 240
Attention-grabbing advertising format with full-surface presence, at the top or bottom. Displayed in instantly visible areas with ample creative scope.
Displayed on desktop and tablet

Skyscraper (160 x 600 pixels) | CPM € 200
Placed on the right or left edge of the screen; remains in the user’s field of vision when scrolling.
XXL Skyscraper (300 x 600 pixels) | CPM € 240
Oversized Skyscraper variant.
Displayed on desktop

Homepage Takeover | CPM € 600
Attention-grabbing combination of FireplaceAd and Billboard.
Displayed on desktop

TandemAd | CPM € 300
Simultaneous display of two classic advertising formats within the same page impression.
Displayed on: upon request

AdBundle | CPM € 400
(Joint) delivery of three different classic advertising media.
Displayed on: upon request

Billboard (940 x 250 pixels) | CPM € 275
Large format, positioned between navigation and content with plenty of space for design and information; a prominent stage for your advertising message.
Displayed on desktop

Overlay (300–550 x 250–400 pixels) | CPM € 275
The ad is displayed directly above the content when the website is accessed.
Displayed on desktop and tablet

BanderoleAd (770 x 250 pixels) | CPM € 275
The advertising material lies in the directly visible area like a strip over the website. Ideally suited for concise advertising messages.
Displayed on desktop

Wallpaper (728 x 90 + 160 x 600 pixels) | CPM € 400
Combination of Superbanner and Skyscraper. The wallpaper frames the website top and right.
Displayed on desktop

FireplaceAd | CPM € 500
The combination of two Skyscrapers and the Superbanner frames the website on three sides.
Displayed on desktop
## Website

### Types of advertising | Pricing

<table>
<thead>
<tr>
<th>Advertising Format</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HalfpageAd</strong> (300 x 600 pixels)</td>
<td>€ 240</td>
</tr>
<tr>
<td>Through the integration in the content area of the site, the user’s eye is drawn to this striking advertising format. Cross-device delivery (on all devices)</td>
<td></td>
</tr>
<tr>
<td><strong>Medium Rectangle</strong> (300 x 250 pixels)</td>
<td>€ 200</td>
</tr>
<tr>
<td>High-profile placement in the content of the website, centrally and in the user’s field of vision. Cross-device delivery (on all devices)</td>
<td></td>
</tr>
<tr>
<td><strong>Rectangle</strong> (300 x 100 pixels)</td>
<td>€ 150</td>
</tr>
<tr>
<td>Placement in the content area of the website. Cross-device delivery (on all devices)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile MMA Banner</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>MMA 6:1: 300–320 x 50 pixels</td>
<td>€ 125</td>
</tr>
<tr>
<td>MMA 4:1: 300–320 x 75 pixels</td>
<td>€ 150</td>
</tr>
<tr>
<td>MMA 2:1: 300–320 x 150 pixels</td>
<td>€ 175</td>
</tr>
<tr>
<td>MMA 1:1: 300 x 250 pixels (Medium Rectangle)</td>
<td>€ 200</td>
</tr>
<tr>
<td>HalfpageAd: 300 x 600 pixels</td>
<td>€ 110</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile MMA Banner sticky</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>MMA 6:1 sticky: 300–320 x 50 pixels</td>
<td>€ 150</td>
</tr>
<tr>
<td>MMA 4:1 sticky: 300–320 x 75 pixels</td>
<td>€ 155</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile Overlay</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>(300 x 250–300 pixels)</td>
<td>€ 240</td>
</tr>
<tr>
<td>The ad is displayed directly above the content when the website is accessed and is closed by the user.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Targeting</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>The advertising medium can be automated and targeted according to various parameters, e.g. by federal state, postal code or category.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Frequency Capping</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>You determine the optimal amount of contacts according to your objectives. By limiting the number of advertising media contacts, you can individually control the optimal delivery quantity for your campaign.</td>
<td></td>
</tr>
</tbody>
</table>

### Billing mode:

- AdImpressions (advertising material displays) are calculated at CPM (thousand contact price).
- Example: CPM € 200 and 10,000 AdImpressions = € 2,000.
- AT-Fachverlag creates the invoice based on the billing figures calculated by the Adition Adserver.

### File format:

Specifications online at www.holzmann-medien.de/specs

### Delivery address:

admanagement@at-fachverlag.de

### Delivery deadline:

At least three work days prior to the start of the campaign

### Performance review:

After the campaign ends via reporting. The statistics include the campaign’s ad impressions and clicks.
Below you will find an overview of our numerous possibilities in the field of Native Advertising. All formats are displayed in ROS and on all devices (desktop, tablet, mobile).

Prices upon request.

**Advertorial**

We build an exclusive microsite (= content page) for you that has the look and feel of the website. The microsite will be designed according to your wishes: you can integrate numerous information and content such as images, files, videos and links.

The microsite is available for at least 4 weeks on the selected website.

The advertorial is accompanied by numerous traffic-push measures to direct our users to the microsite.

The following traffic push elements can be included:

- Permanently installed TeaserBox (ROS)
- Display advertising
- Mobile advertising
- Content ads in our newsletter
- Social media posts

**Whitepaper**

For the whitepaper, we build an exclusive microsite (content page). Here you can insert images, files, videos, links and of course the whitepaper. The collected leads will be passed on to you.

The duration is at least 4 weeks.

The following traffic push elements can lead to the whitepaper:

- Permanently installed TeaserBox (ROS)
- Content ads in our newsletter
**Native Ad In**
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.
Die NativeAd In links to a microsite (content page) where you can embed texts, images, videos and links.

**Native Ad Out**
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.
Die NativeAd Out links to an external landing page (e.g. company website).

**Video Ad**
Your video will be adapted and integrated by us to the look & feel of the website.
To make users aware of the VideoAd, we place a teaser box on the homepage and the subpages of the website. The teaser box contains 120 characters of text and an image. You choose the duration of the campaign.

**Audio**
Talk to us about advertising opportunities with audio!
Name: photonik newsletter
Frequency of publication: Weekly - every Wednesday
Brief outline: The photonik newsletter keeps you up to date on the latest events and innovative development in the field of Optical Technologies
Target group: Developers and users in the field of Optical Technologies
Reach: about 5,300 subscribers (August 2019, publisher)
ContentAd

Price € 600

Image & text advertisement designed in the look & feel of an editorial article and marked as an advertisement. 50 characters available for the headline and 350 for the body to communicate your advertising message optimally. With this format, you will receive three external links: We incorporate these in the headline, in the logo and in the body text.

Billboard (600 x 240 pixels)

Price € 600

Large and prominent format with plenty of space for design and information, placed between high-quality content/ contributions. Brand awareness guaranteed! The Billboard is exclusive, i.e. can only be found once in the newsletter and links to an external landing page (e.g. company website).

FullAd (468 x 60 pixels)

Price € 400

Image ad placed between editorial articles. The FullAd links to an external landing page (e.g. company website).

Exclusive Newsletter Sponsoring

Price € 1,500

Secure a newsletter for your advertising as an exclusive sponsor. In addition to the integration of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. You choose the formats: ContentAd, FullAd and the Billboard are available.

StandAlone Newsletter

Price € 3,850

The StandAlone Newsletter is built in the look & feel of the regular newsletter. Your advertising message is the sole focus. In addition to 1,500 characters of text, you can insert two images, call-to-action buttons and external links. The StandAlone Newsletter is particularly suitable for advertising messages that cannot be explained with 350 characters. The mailing date is agreed individually.
Your contact persons

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