**MEDIAFACTS**

<table>
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<tr>
<th>Publication</th>
<th>monatlich</th>
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<tr>
<td>Copy price</td>
<td>€ 6.50</td>
</tr>
<tr>
<td>Advertisement price 1/page 4c</td>
<td>€ 10,500</td>
</tr>
</tbody>
</table>

**Circulation report MW N/2019**
- Print run: 41,433 copies
- Print run sold: 48,867 copies
- Print run distributed: 49,462 copies
- Subscriptions: 8,217 copies

**Range of market/media studies:**
- AWA 2018: 330,000 readers per issue

**EDITORIAL CONCEPT**

All telecommunications themes + recall value + Europe’s leading special interest magazine for over 25 years = **connect**

The strong connect brand has an incredible recall value and plays a relevant role in the industry and the media world.

The annual readers’ choice of “Products, networks and services of the year” is one of the most important awards in the industry, as it decides what readers favour and therefore reflects relevance for the market.

**Categories**
- Smartphones
- Tablets
- Apps
- Car Connectivity
- DECT telephone
- WiFi router
- Options for linking terminal devices
READERSHIP STRUCTURE

**Sex**
- Men: 95.7%
- Women: 4.3%

**Magazine use**
- Subscriber: 35.0%
- Every, nearly every issue (11 - 12 issues / year): 10.7%
- Regularly (approximately 5 - 10 issues / year): 19.9%
- Occasionally (2 - 4 issues per year): 25.7%
- Less often (less than 2 issues per year): 8.7%

**Decision makers with expertise**
- Consumer electronics devices, e.g. TV, stereo
  - Readership share: 26.7%
  - Affinity index: 453
- Computer, computer accessories
  - Readership share: 52.9%
  - Affinity index: 394
- Telecommunications devices such as mobiles, smartphones
  - Readership share: 40.8%
  - Affinity index: 359
- Car
  - Readership share: 15.2%
  - Affinity index: 241
- Cameras, lenses photography accessories
  - Readership share: 14.7%
  - Affinity index: 312
- Financial and capital investments
  - Readership share: 11.6%
  - Affinity index: 190
- Advice givers / experts
  - Readership share: 48.7%
  - Affinity index: 395
- Computer use, Use of computers
  - Readership share: 57.0%
  - Affinity index: 295
- Cars, car tests
  - Readership share: 27.4%
  - Affinity index: 259
- Internet, online offers
  - Readership share: 36.8%
  - Affinity index: 247
- Photography
  - Readership share: 19.6%
  - Affinity index: 243
- Results of product tests, investigation of the price and quality of goods
  - Readership share: 19.6%
  - Affinity index: 211
- Financial and capital investments
  - Readership share: 26.6%
  - Affinity index: 212
- Vocational further training
  - Readership share: 21.1%
  - Affinity index: 196

THE TARGET GROUP

**Trendsetters + advice givers in their social network, opinion leaders + early adopters**
*Gain detailed information prior to purchasing*

Financial scope @ 488 euros

Basis: AWA 2018; prefilt: Total (23,389 cases - 100.0% - 70.45 m); connect 435,000 100%

DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication</th>
<th>Closing date for advertisements</th>
<th>Closing date for print documents</th>
<th>Events</th>
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<tbody>
<tr>
<td>02/2020</td>
<td>03/01/20</td>
<td>29/11/19</td>
<td>04/12/19</td>
<td>07/01/ - 10/01/2020 Consumer Electronics Show Las Vegas</td>
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<td>03/2020</td>
<td>07/02/20</td>
<td>13/01/20</td>
<td>16/01/20</td>
<td>24/02 - 27/02/2020 GSMA Mobile World Congress Barcelona</td>
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<td>03/04/20</td>
<td>09/03/20</td>
<td>12/03/20</td>
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<td>02/05/20</td>
<td>01/04/20</td>
<td>06/04/20</td>
<td>29/ - 30/04/2020 01/ - 02/05/2020 connect conference connect (Consumer exhibit) Dresden Dresden</td>
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<td>04/09/20</td>
<td>10/08/20</td>
<td>13/08/20</td>
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<td>02/10/20</td>
<td>07/09/20</td>
<td>10/09/20</td>
<td>IFA-follow-up reporting</td>
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<td>12/11/20</td>
<td>X-Mas Guide</td>
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</table>

We will be happy to inform you of the focal points of each issue in advance in our subject preview.
Please contact Thomas Richter • Telephone: +49-89 25556-1172 • trichter@wekanet.de
## CONNECT – ADVERTISEMENT PRICES AND FORMATS 2020

### Price list no. 30 from 01/01/2020

<table>
<thead>
<tr>
<th>Format</th>
<th>Type Area</th>
<th>Bleed*</th>
<th>Price</th>
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<tr>
<td>1/1 Page</td>
<td>W 185 x H 250 mm</td>
<td>W 210 x H 280 mm</td>
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<tr>
<td>1/2 Page horizontal</td>
<td>W 185 x H 123 mm</td>
<td>W 210 x H 137 mm</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>1/2 Page vertical</td>
<td>W 90 x H 250 mm</td>
<td>W 192 x H 280 mm</td>
<td>€ 3,700</td>
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<tr>
<td>1/3 Page horizontal</td>
<td>W 185 x H 81 mm</td>
<td>W 210 x H 95 mm</td>
<td>€ 2,800</td>
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<tr>
<td>1/3 Page vertical</td>
<td>W 58 x H 250 mm</td>
<td>W 70 x H 280 mm</td>
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</tr>
<tr>
<td>1/4 Page</td>
<td>W 90 x H 123 mm</td>
<td>W 192 x H 137 mm</td>
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</tr>
<tr>
<td>1/4 Page horizontal</td>
<td>W 185 x H 60 mm</td>
<td>W 210 x H 74 mm</td>
<td></td>
</tr>
<tr>
<td>1/4 Page vertical</td>
<td>W 43 x H 250 mm</td>
<td>W 55 x H 280 mm</td>
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</tbody>
</table>

*Bleed: 4 mm trim on periphery

Crossover advertisements: In the case of advertisements to be printed across the gutter, two separate pages are to be delivered. Please pay attention to gutter excess.

Bleed advertisements: In the case of bleed advertisements graphic and text elements must be at least 1.5 cm from the outer edge.

All prices are plus the statutory rate of value-added tax, bleed and gutter printing without charge. Further formats on request.

Further information on connect can be found at: www.weka-media-publishing.de

An additional link in the e-paper of WEKA apps (Google Play and App Store) is possible for 200 euros.

### AD INSERTS AND EDITORIAL SUPPLEMENTS

#### Sample to publisher in triplicate

**Inserts**

- **Not subject to discount**
- **Min.**:
  - W 105 x H 148 mm
- **Max.**:
  - W 190 x H 270 mm

€ 105 ‰ to 25 g weight. For each further 5 g begun an additional € 8.50.

Partial inserts € 125 ‰.

Minimum number with partial editions/insert splitting: 20,000 copies.

**Supplements**

- **Not subject to discount**
- **Min.**:
  - W 105 x H 148 mm
- **Max. magazine format**:
  - W 210 x H 280 mm

Sbleed pages must have a trim of 4 mm.

Supplements must be delivered folded and in untrimmed form, with an additional margin of 3 mm.

Minimum number with partial editions/supplement splitting: 20,000 copies.

Format A4: W 200 x H 270 mm

Format A5: W 148 x H 210 mm

Editorially independent, exclusively sponsored booklets from a manufacturer on a special theme.

Including concept, creation and layout at incomparable prices. Get your offer!

Prices and other options as well as information on precise delivery please on request.
SPECIAL ADVERTISING FORMS

- Title banderole
- Tip-On-Card
- Fold-down title flap
- Fake cover
- Title gatefold
- Inside front cover gatefold 3-page
- Inside gatefold 4, 6 or 8-page
- Bookmarks

CROSSMEDIA

Online-Advertorial + Print-Advertorial = Crossmedia

Further options for crossmedia integration on request.

connect.de - Online und Mobile 07/2019 IVW

Desktop: PIs: 7,9 Mio • Visits: 1,3 Mio • Mobile: PIs: 3,7 Mio • Visits: 1,1 Mio • UV: 1,6 Mio (Source: Google Analytics July 2019)
**TECHNICAL DATA**

**Delivery times for CD/DVD, contact card, special inserts**
2 working days after closing date for print material. Printed materials may not be delivered interlinked.

**Delivery address**
On request.

**Printing, processing**
4-colour web offset printing to Euroscale, adhesive binding. Please request our reproduction and proof instructions. No liability is assumed for standard colour tolerances.

**Paper/ICC profile**
- Cover: 200 g/m² gloss image print, ICC-Profil: isocoated_v2_eci.icc (Fogra 39L)
- Contents: 80 g/m² improved LWC gloss, ICC-Profil: PSO_LWC_Improved_eci.icc (Fogra 45L)

**Trimmed format**
(\= magazine format) 210 mm wide x 280 mm high. Minimum trim tolerance: 4 mm on all open sides.

**Printed documents and digital data transfer**
Please send us your digital data via data carrier, e-mail or FTP. Please request the precise specifications and further details from your customary contact. File names must be issued according to the following example: Advertising_customer_connect_issue (example: Sony_connect_01_20)

**Your contact for printed documents and digital data transfer**
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**SPECIAL PRINTS**

Take advantage of our special print service to make even more profitable use of our editorial reporting. We create your special print (115 g/m² wood-free white, gloss, image print) with your corporate logo, on request with additional information from your company.

Thomas Richter will be happy to inform you about prices, formats, print runs, individual configurations. Telephone: +49-89 25556-1172

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**PUBLISHER DETAILS**

**Address of publisher**
WEKA MEDIA PUBLISHING GmbH • Richard-Reitzner-Allee 2 • D-85540 Haar bei München • Tel.: +49-89 25556-1000 • Fax: +49-89 25556-1196

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Kurt Skupin

**Publishing Director**
Dirk Waasen

**Bank details**
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**Terms of payment**
Invoice amount is payable net and without deduction 14 days after invoice date. 2% cash discount for payment within 8 days of invoice date.

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