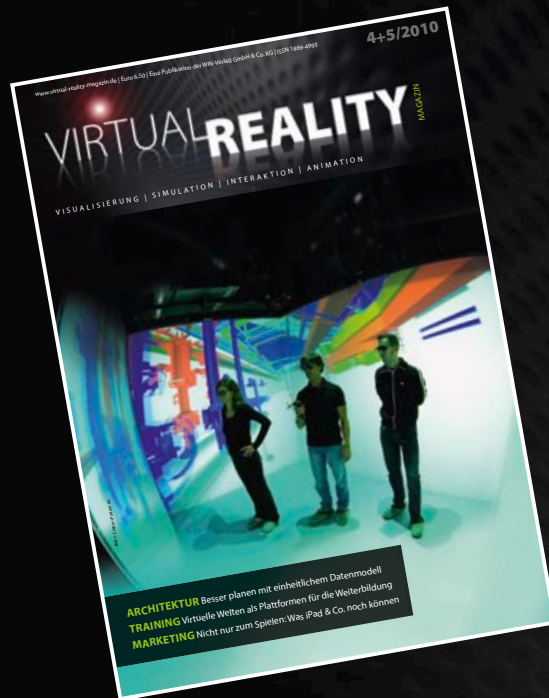


VIRTUAL REALITY MAGAZIN

Mediakit 2011

valid from 10/01/2010



WIN
VERLAG

WIN-Verlag GmbH & Co. KG

Preface

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Other publications

Professional magazines are the most commonly used type of media among professional decision-makers – at 85 percent!

Dear customers,

Our readership analysis drawn up by TSM Emnid shows impressively how high the acceptance of professional journals still is.

This of course has to do with the fact that the combination of print and online of trade media is utilized by 91 percent of the target group. That means the B-to-B core target group is reached almost completely: 6.6 million of the 7.2 millions of professional decision-makers read professional magazines online or in print! (Source: 2010 readership analysis, German Trade Press Association)

Professional media induce professional decision makers to make greater use of other B-to-B media, according to the study, thus **filling an important multiplication function in B-to-B communication**.

Professional decision makers in particular continue to appreciate the credibility, objectivity and reliability of the B-to-B information provided by trade media.

So you see, it pays to take a look at the new media data, because, as in previous years, we have assembled all the key data for Virtual Reality Magazin.

One more thing first: You deliberately see no annual theme plan in our media kit, as this would probably be outdated a few months after their release date. Instead, you can ask us for the planned subject for up to three issues in advance and subscribe to our **Marketing Info Newsletter** with your media consultant. This, we put together for every edition, repeating the most important facts and figures for you.

A topic currently preoccupying many specialist publishers is the continuous rise of press releases from companies – unfortunately inversely proportionate to the ad budget.

Of course, we will continue to write about any interesting solution and innovation in our field; however – and for that we must ask for your understanding – mainly about the solutions provided by our customers.

With more than 50,000 press releases per year, our editors are often spoiled for choice so it's simply not possible to take all the interesting messages and user reports into account. We ask you to consider this when planning your communications budget.

According to the study of the German Trade Press Association, professional media will lead 85 percent of professional decision-makers on to the websites of the solution providers! 72 percent of respondents feel encouraged to seek further information - whether in the form of brochures or directly through establishing personal contact.

As you see, making contact our media consultants will always pay off for your company.

Best regards,

WIN-Verlag

Bernd Heilmeyer

Head of Sales and Marketing

PS: For the third year in a row, we have kept our prices stable. This hopefully makes the decision for an advertisement in Virtual Reality Magazin a little easier.



1 Brief Description:

Virtual Reality (VR) is an interdisciplinary IT innovation that makes abstract data tangible.

Product development cycles grow continuously shorter, and the gathering speed of the development process proves to be a great challenge to businesses of all kinds. Processes are very complex, communication and collaboration are difficult. With a virtual environment for development, product development and marketing become considerably faster, and more cost-effective. Products and processes that don't exist in external reality (yet) become visible and complex interdependences can be experienced intuitively.

VR unites different technologies like simulation, visualisation and 3D imaging, for purposes as different as virtual prototyping, production processes, or the visualisation of company of business data. VR is an innovative interdisciplinary technology aimed to increase efficiency in all parts of the process chain.

Virtual Reality Magazin reports on the entire process chain that is infused with efficiency and transparency due to VR technologies.

Idea → concept → development → production → marketing → sales → aftersales

Sections:

- **Current** – reviews and previews on conventions and trade fairs, company, product and personnel news, interviews about current topics
- **Industry** – each issue will focus on an industry: automotive, aerospace, plant engineering, machine tooling, consumer goods, medical technology, emergency management, virtual tourism
- **Design & Engineering** – conceptual design, design review, virtual prototyping or testing: VR is employed in all phases of today's development process
- **Production & processes** – in production, realistic process simulations and virtual implementation can help detect errors ahead of time and make improvements before the actual launch of the production line

- **Sales & Marketing** – you never get a second chance at a first impression! This is true especially when marketing and selling your products. A realistic product presentation through VR technology will make purchasing tangible
- **Training & Service** – immersing yourself into complex scenarios will help understanding much more than merely sitting in front of a screen. Here, you learn more about interactive experimentation
- **Research & Technology** – the production industry, research institutions and universities cooperate closely in the development of VR technology. We report on their results!
- **Hardware** – if you want to simulate complex 3D models in cyberspace, you need powerful hardware: workstations, data entry modules, stereoscopic screens, 3D projectors etc.

Target Group:

Designers; heads of design departments, product development, production or factory planning; product managers, training managers, advertising, marketing and sales managers, support and service managers, general managers and CEOs, technical departments at universities, research institutions.

Industries:

- | | |
|---------------------|------------------|
| ■ Automotive | ■ Consumer goods |
| ■ Aerospace | ■ Architecture |
| ■ Naval | ■ Geology |
| ■ Medical | ■ Geography |
| ■ Chemical | ■ Marketing |
| ■ Plant engineering | ■ Sales |

2 Frequency:

3 issues p.a.

3 Volume:

3rd volume 2011

4 Internet:

www.virtual-reality-magazin.de

5 Memberships:

VDC (Virtual Dimension Center Fellbach)

6 Publication of:

n.a.

7 Publisher:

Hans-J. Grohmann

8 Publishing company:

WIN-Verlag GmbH & Co. KG
 Johann-Sebastian-Bach-Straße 5
 D-85591 Vaterstetten
 Phone: +49-8106/350-0, Fax: +49-8106/350-190
 E-mail: info@win-verlag.de, Internet: www.win-verlag.de

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 E-mail: rt@win-verlag.de

Managing editor: Andreas Müller
 Phone: +49-8106/350-164
 E-mail: anm@win-verlag.de

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 E-mail: ms@win-verlag.de
 Advertising sales: Maike Gundermann
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 E-mail: mgs@win-verlag.de
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 Fax: +49-8106/350-102
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 Fax: +49-8106/350-190
 E-mail: ua@win-verlag.de

12 Subscriptions:

Annual subscription price: Germany: Euro 16.95 (incl. shipping)
 Abroad: Euro 19.00 (excl. shipping)
 Price per issue: Euro 6.50

13 ISSN:

1869-4993



| Issue | Dates | Trade Fairs | | | | |
|---------------|-----------------------|--|-----------------------|--|-----------------------|----------|
| 1/2011 | Publication day: | 03/18/11 | | | | |
| | Advertising deadline: | 02/23/11 | | | | |
| | Pre-press deadline: | 02/25/11 | | | | |
| | Deadline for inserts: | 02/24/11 | | | | |
| 1/2011 | | <ul style="list-style-type: none"> ■ 02/01 - 02/03/10 LEARNTEC, Karlsruhe ■ 02/01 - 02/03/10 Imagina, Monaco ■ 02/08 - 02/10/11 LogiMAT, Stuttgart ■ 03/01 - 03/02/11 Product Life live, Stuttgart-Fellbach ■ 03/01 - 03/05/11 CeBIT, Hanover ■ 03/03 - 03/13/11 Intern. Auto-Salon, Genva/Switzerland ■ 03/19 - 03/23/11 IEEE Virtual Reality, Singapore ■ 03/22 - 03/24/11 Medtec, Stuttgart | | | | |
| | | <ul style="list-style-type: none"> ■ 04/04 - 04/08/11 Digital Factory/HMI, Hanover ■ 04/05 - 04/07/11 Aircraft Interiors EXPO, Hamburg ■ 04/05 - 04/07/11 Aerospace Testing, Hamburg ■ 04/06 - 04/10/11 13th International Conference and Exhibition on Virtual Reality, Laval/France ■ 05/03 - 05/06/11 FMX 2011, Stuttgart ■ 05/24 - 05/25/11 Rapid.Tech, Erfurt | | | | |
| | | 2/2011 | Publication day: | 06/14/11 | | |
| | | | Advertising deadline: | 05/19/11 | | |
| | | | Pre-press deadline: | 05/23/11 | | |
| | | | Deadline for inserts: | 05/20/11 | | |
| | | 2/2011 | | <ul style="list-style-type: none"> ■ 06/19 - 06/23/11 ISC, Hamburg ■ 07/06 - 07/08/11 AGIT, Salzburg/Austria ■ 07/07 - 07/10/11 Games Convention Online, Leipzig ■ 09/02 - 09/07/11 IFA, Berlin | | |
| | | | | 3/2011 | Publication day: | 09/22/11 |
| | | | | | Advertising deadline: | 09/01/11 |
| | | | | | Pre-press deadline: | 09/05/11 |
| | | Deadline for inserts: | 09/02/11 | | | |
| | | 3/2011 | | <ul style="list-style-type: none"> ■ Virtual Efficiency Congress, Fellbach ■ 09/27 - 09/29/11 INTERGEO, Nuremberg ■ 11/02 - 11/04/11 AIRTEC 2011, Frankfurt/M. ■ 11/22 - 11/24/11 SPS/IPC/DRIVES, Nuremberg ■ 11/30 - 12/03/11 EuroMold, Frankfurt/M. ■ 01/25 - 01/28/12 NORTEC, Hamburg | | |

Topics

Current:

reviews and previews on conventions and trade fairs, company, product and personnel news, interviews

Industry:

automotive, aerospace, plant engineering, machine tooling, tool and mould making, industrial processes, naval, medical, consumer goods, architecture, city planning, geographical information systems, energy, mining, emergency management, tourism

Design & Engineering:

design review, virtual prototyping, structural or flow simulations, multi-body simulation, simulation data management, digital mockup, product ergonomics research

Production & processes:

planning factories, plants and logistical systems; modelling and visualising assembly processes, designing assembly workplaces, simulation production processes, control technology, automation, virtual implementation, workplace design, worker protection

Sales & Marketing:

3D product presentation, visualisation, product configuration, market research, virtual stores, virtual shopping, designing product and sales sheets, virtual realities

Training & Service:

driving and flying simulators, interactive training and maintenance documents; training of machine handling, work processes, medical procedures and emergency situations; serious games

Research & Technology:

projects by the production industry, research institutions, universities; basic 3D, visualisation and simulation technologies

Hardware:

workstations, high performance computing, mobile VR, data entry modules, stereoscopic screens, graphics solutions, storage solutions, cluster systems, 3D projectors etc.

Topics may change at short notice due to current developments.



Media- Informations 2011

Advertising rate card
valid as of October 1st 2010



1 Circulation:

Print run 2011: 5,000 copies

The e-paper edition of Virtual Reality Magazin is exactly identical to the printed magazine. Independent of the distribution of the printed edition, we have independently conducted the following average access figures per ePaper issue:

147 visits and 5,026 total pages read

The statistics and conditions for advertising on www.virtual-reality-magazin.de you will find on card O of this media kit. Additional questions will be answered gladly by your media consultant.

2 Magazine size:

Trim size 210 mm x 297 mm

Type area: 180 mm x 266 mm

Bleed difference: 3 mm on each side

3 Printing Process, Binding Method, Printing Material:

Roll offset, staple binding

Printing Material:

Data in PDF/X3 format; all other formats on request

Colour profile: ISO Coatet v2 by ECI (www.eci.org)

All elements in colour must be designated in 4c according to Euroscale (CMYK). Additional colours (HKS or Pantone) are not permitted and have to be converted to Euroscale! Slight deviations of colour in the printed magazines are possible due to hue tolerance in offset printing technology.

Please always include a colour proof to any data sent to ensure colour correctness!

Data transmission:

E-mail to cke@win-verlag.de

FTP-upload to <ftp://145.253.185.250/> (user: Anzeigen, password: anzeigen438)

Typesetting costs and the production of printable data will be passed on at our cost if we are provided with final reproducible drawings, photographs, slides etc. VAT is added

to all prices.

Further information on data transfer specifications can be obtained by calling our ad placement department.

4 Dates:

Frequency: 3 issues p.a.

Publication dates: see list of topics and dates

5 Publisher:

Address: WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Straße 5
D-85591 Vaterstetten, Germany
www.digital-business-magazin.de

Internet:

Advertising Department:

Director of Sales and Marketing: Bernd Heilmeyer
Phone: +49-8106/350-251
E-mail: bh@win-verlag.de

6 Terms of Payment:

All invoices are due 8 days after the first day of sale of an issue. 2% discount if invoice is paid before the first day of sale. VAT is added to the net amount invoiced. Please refer to our general terms and conditions. Tax ID DE813744143

Foreign customers:

Money transfer free of charge for the recipient; payment in advance.

Accounts:

Kreissparkasse Ebersberg, acc. no. 496 208, bank code no. 700 518 05
IBAN: DE10700518050000496208
S.W.I.F.T. BIC: BYLADEM1EBE

7 Advertising rates and sizes:

| Format | Print space | Bleed size | Basic rate b/w | 2C | 3C | 4C |
|------------|-------------|------------|----------------|---------|---------|---------|
| 2/1 page | 390 x 266 | 420 x 297 | 5,460.– | 5,870.– | 6,320.– | 6,790.– |
| 1/1 page | 180 x 266 | 210 x 297 | 2,810.– | 3,020.– | 3,250.– | 3,490.– |
| 2/3 page | Vertical | 118 x 266 | 2,250.– | 2,420.– | 2,600.– | 2,800.– |
| | Horizontal | 180 x 175 | | | | |
| Juniorpage | 132 x 187 | 150 x 212 | 2,000.– | 2,150.– | 2,320.– | 2,490.– |
| 1/2 page | Vertical | 90 x 266 | 1,570.– | 1,690.– | 1,810.– | 1,950.– |
| | Horizontal | 180 x 130 | | | | |
| 1/3 page | Vertical | 58 x 266 | 1,170.– | 1,250.– | 1,350.– | 1,450.– |
| | Horizontal | 180 x 86 | | | | |
| 1/4 page | Vertical | 90 x 130 | 890.– | 950.– | 1,020.– | 1,100.– |
| | Horizontal | 180 x 65 | | | | |
| 1/8 page | Vertical | 42 x 130 | 560.– | 600.– | 640.– | 690.– |
| | Horizontal | 90 x 60 | | | | |

Advertorials are possible in the format of 2/1-, 1/1- and 1/2 pages at the same price.

Title Package:

Title + 2 pages of interview* 4,200.–

* The design is carried out in consultation and in accordance with the specifications of the editing staff. The publications are marked specifically as 'ADVERTISEMENT'.

8 Special Surcharges:

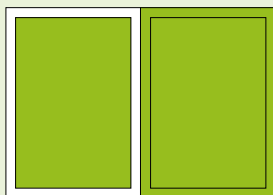
8.1 Special positions:

- 15 % surcharge for 4th cover page (back cover)
- 10 % surcharge for 2nd and 3rd cover page
- 10 % surcharge for special position within the magazine

8.2 Formats:

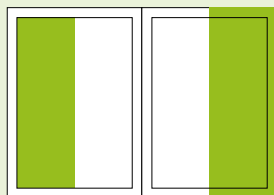
Bleed advertisements are free of additional charge.
Please add 3 mm bleed difference. With advertisements that go over the binding, please observe 10 mm binding screen printing.

Sample formats (all measurements in mm, width x height) 3 mm bleed difference has to be added to bleed sizes



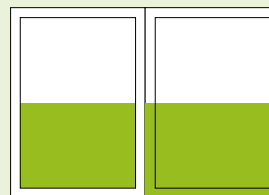
1/1: 180 x 266

1/1: bleed page 210 x 297



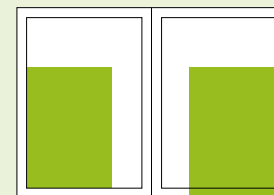
1/2: 90 x 266

1/2: bleed page 105 x 297



1/2: 180 x 130

1/2: bleed page 210 x 147

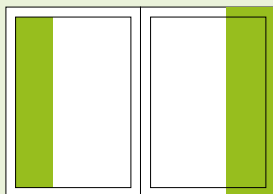


Juniorpage:

132 x 187

Juniorpage:

bleed page 150 x 212



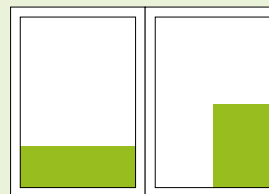
1/3: 58 x 266

1/3: bleed page 75 x 297



1/3: 180 x 86

1/3: bleed page 210 x 105



1/4: 180 x 65

1/4: 90 x 130



1/8: 90 x 60

1/8: 42 x 130

9 Classified advertisements:

9.1 Advertising in VR marketplace (print + online):

Entry in 3 issues (logo, address, text up to 470 characters) Euro 480.–
Entry in 1 issue (logo, address, text up to 470 characters) Euro 170.–

Entries in VR marketplace are not rebateable, Modifications are possible until the advertising deadline of the next issue.

9.2 Advertising in VR buyer's guide (print + online):

Entry with logo and address (8 lines up to 470 characters) Euro 349.–
Entry in 3 issues Euro 159.–
Entry in 1 issue Euro 159.–

Entries in VR buyer's guide are not rebateable, Modifications are possible until the advertising deadline of the next issue.

10 Special Advertising Formats:

Advertorials, cover and back cover combinations, other*



Cover with folded front flap

The flap can be unfolded to the left and is connected to the front cover. 4 pages. Production will be handled by the publisher.



Cover with folded back flap

The flap can be unfolded to the right and is connected to the back cover. 4 pages. Production will be handled by the publisher.



Cover with folded back flap

The flap can be unfolded to the right and is connected to the back cover. 4 pages. Production will be handled by the publisher.



Gate fold

Cover can be unfolded to the left and to the right. 2 pages. Production will be handled by the publisher.

* In addition to the forms of advertising listed in this media kit, we offer individual communication solutions to our customers. From customised special print runs through target group optimised industry supplement to corporate solution catalogues that present the parameters of your distribution partners: our motto 'We integrate solutions' is more than a catchphrase! Call us about your ideas.

Technical data to all special advertising formats on demand. Please talk to our production department about the practicability of your special advertising formats. Please check this before producing any special advertising!

11 Discounts:

(Valid within the year from publication of the first advertisement)

| Frequency discount (placings) | | Volume discount (pages) | |
|-------------------------------|-----|-------------------------|-----|
| 2x | 3% | 2 pages | 5% |
| 4x | 6% | 4 pages | 10% |
| 6x | 10% | 6 pages | 15% |
| 8x | 15% | 8 pages | 20% |

11 Combinations:

If you place advertising in more than one WIN magazine, an additional 5 % discount will be granted.

13 Bound-in inserts:

Non-rebatable, but we grant agency commission!

Prices per 1,000 copies sold only in bundle (by 1,000):

4 pages Euro 380.–

8 pages Euro 460.–

More pages on request.

Format:

Minimum DIN A5 (148 x 210 mm)

Bleed difference on request

Relevant parts such as text and logos should be held at a centred maximum size of 200 mm x 286 mm to avoid losses at the edge due to possible tolerances in the cutting process.

Paper thickness:

4 pages minimum 90 gram/sq.m., 8 pages and more minimum 60 gram/sq.m. maximum of 300 gram

14 Inserts:

Non-rebatable, but we grant agency commission!

Prices:

- Automatic processing

Euro 240.– per 1,000 copies up to 25 gram each, including postage,

Euro 270.– up to 50 gram. Please ask us for rates if insert is 50 gram and more.

Prices excluding VAT. Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Formats:

Minimum size

DIN A6, 105 mm x 148 mm.

Maximum size

200 mm x 287 mm.

Paper thickness:

Minimum 80 gram/sq.m. per single page

Technical requirements:

Insert needs to be suitable for mechanical processing. Please send a sample to us first! Inserts that cannot be mechanically processed must be cleared with us first and might induce additional costs.

15 Glued-on advertising:

Tip-on cards:

Non-rebatable, but we grant agency commission!

Price:

- Automatic processing

Euro 105.– per 1,000, including postage, excluding VAT.

Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Technical requirements:

Format: DIN A6, automated gumming

Justification: parallel to fold. Please talk to us first for any non-standard format or for precise gluing zone (minimum 35 mm to the fold, 10 mm to page edges).

Minimum format: 120 x 120 mm, maximum format: 210 mm x 148 mm.

Minimum format for carrying advertisement: 1/1 page

Tip-on CDs:

Non-rebatable, but we grant agency commission!

Price:

- Automatic processing

Euro 200.– per 1,000, including postage, excluding VAT

Samples needed ahead of offer

- Manual processing on request - samples needed ahead of offer

Technical requirements:

Please call us for any non-standard formats as well as for precise gluing zones (minimum 35 mm to the fold and 10 mm to page edges).

Minimum format for carrying advertisement: 1/1 page.

To be delivered in paper CD covers 124 mm x 124 mm

16 Mailing address: (for P13-P15):

on request



1 Web address (URL):

<http://www.virtual-reality-magazin.de>

2 Brief description:

Professional magazine for visualisation, simulation and interaction.

3 Target group:

Designers, heads of design departments, product development, production or factory planning, product managers, training managers, advertising, marketing and sales managers, support and service managers, general managers and CEOs, technical departments at universities, research institutions.

Industries:

Automotive, Aerospace, Naval, Medical, Chemical, Plant engineering, Consumer goods, Architecture, Geology, Geography, Marketing, Sales.

4 Publishing company:

WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Str. 5
D-85591 Vaterstetten
+49-8106/350-0
+49-8106/350-190
info@win-verlag.de
www.win-verlag.de

Phone:

Fax:

E-mail:

Internet:

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Bernd Heilmeier

Advertising manager:

Martina Summer

(German postal code 00000-45999,
80000-99999 and foreign sales)

Phone: +49-8106/306-164
E-mail: ms@win-verlag.de

Advertising sales:

(German postal code 46000-79999)

Maike Gundermann

Phone: +49-7272/7709510

E-mail: mgs@win-verlag.de

Materials planning:

Chris Kerler

Phone: +49-8106/350-220

Fax: +49-8106/350-102

E-mail: cke@win-verlag.de

6 Usage control:

WiredMinds AG

7 Usage:

Visits:

333

Page impressions

819

(monthly average 10/2009 – 9/2010)

Newsletter:

6,965 subscribers/weekly

8 Data delivery:

5 days prior to campaign start by e-mail to cke@win-verlag.de

Data format for banners:

GIF or JPEG

Data format for the newsletter:

6 x 80 characters incl. blanks

Day of first appearance always Mondays, booking period minimum 7 days

9 External ad server:

n.a.

10 Rates and placement:

Banner:

All banners apart from the content boxes will be appearing on all subordinate pages.
Rates in Euro and per week

| | Size in pixel Width x Height | Price in Euro |
|------------------------------|----------------------------------|------------------|
| Super Banner, rotating | 570 x 95 | 26.– |
| Skyscraper, rotating | 160 x 900 | 72.– |
| Skyscraper, rotating | 160 x 750 | 60.– |
| Skyscraper, rotating | 160 x 600 | 52.– |
| Skyscraper, rotating | 120 x 900 | 66.– |
| Skyscraper, rotating | 120 x 750 | 54.– |
| Skyscraper, rotating | 120 x 600 | 47.– |
| Skyscraper, rotating | 120 x 450 | 37.– |
| Skyscraper, rotating | 120 x 300 | 29.– |
| Skyscraper, rotating | 120 x 150 | 21.– |
| Wallpaper, rotating | 570 x 95, 160 x 900 | 83.– |
| Wallpaper, rotating | 570 x 95, 160 x 750 | 72.– |
| Wallpaper, rotating | 570 x 95, 160 x 600 | 66.– |
| Wallpaper, rotating | 570 x 95, 120 x 900 | 78.– |
| Wallpaper, rotating | 570 x 95, 120 x 750 | 68.– |
| Wallpaper, rotating | 570 x 95, 120 x 600 | 62.– |
| Bottom banner full, rotating | 468 x 60 | 21.– |
| Squarebutton 1, rotating | 200 x 125 | 16.– |
| Squarebutton 2, rotating | 200 x 125 | 16.– |
| Partnerlink | minimum booking period: 3 months | 12.– |

Newsletter advertisement:

| | | |
|--------------------|----------------|-------|
| Newsletter 1 entry | 6 x 80 letters | 450.– |
|--------------------|----------------|-------|

11 Discounts:

| | | | | | |
|-----------|----|-----|-----|-----|-----|
| Frequency | 8x | 16x | 24x | 32x | 40x |
| Discount | 5% | 10% | 12% | 15% | 20% |

No discounts will be brought forward from WIN print advertisements.

12 Delivery and Payment:

All prices excluding VAT

Customer is exclusively responsible for content, production, correct data formats and keeping of delivery deadlines for all data and storage media.

All online advertisements are subject to our general terms and conditions.

All prior online advertisement price lists herewith become invalid.

Payment immediately after invoicing. Tax ID DE813744143

Foreign customers:

Money transfer free of charge for the recipient; payment in advance.

Accounts:

Kreissparkasse Ebersberg, acc. No. 496 208, bank code no. 700 518 05
IBAN: DE10700518050000496208;
S.W.I.F.T. BIC: BYLADEM1EBE

Advertising manager:
(German postal code
00000-45999, 80000-
99999 and foreign sales)

Martina Summer
Phone: +49-8106/306-164
E-mail: ms@win-verlag.de

Advertising sales:
(German postal code
46000-79999)

Maike Gundermann
Phone: +49-7272/7709510
E-mail: mgs@win-verlag.de

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Chris Kerler
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Fax: +49-8106/350-190
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**Director of
Sales and Marketing:**

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Fax: +49-8106/350-190
E-mail: info@win-verlag.de
Internet: www.win-verlag.de

General Terms and Conditions for Advertisements and Inserts in Newspapers and Magazine Publications

1. „Advertising order“ in the intendment of the following general terms and conditions shall be the contract on publishing one of several advertisements of an advertising party or other advertisers in a publication for the purpose of distribution. Advertising orders from agencies shall be accepted in their name and on their account.
2. In case of doubt, advertisements shall be called within one year after concluding a contract. If the right to call individual advertisements has been conceded in the framework of concluding a contract, the order shall be handled within one year since the publication of the first advertisement to the extent that the first advertisement was called and published within the period of time specified in sentence.
3. When contracts are concluded, the client shall be entitled to call other advertisements within the period of time agreed upon or specified in sentence 2 even beyond the number of advertisements specified in the order.
4. If an order is not fulfilled under certain circumstances that the publishing house is not responsible for, the client, notwithstanding any other legal obligations, shall reimburse the publishing house for the difference between the reduction granted and the reduction corresponding to the actual procurement. Reimbursement shall not apply if non-compliance is based upon force majeure in the publishing house's area of risk.
5. The publishing house has to receive orders for advertisements and flyers that are declared to be published exclusively in certain issues, certain editions or in certain places of the publication in due time so that the client can be notified of the fact that the order cannot be carried out in this fashion before the advertising deadline.
6. The publishing house reserves itself the right to reject orders that have been confirmed in a legally binding fashion and individual calls in the framework of concluding a contract because of the content, the origin or technical form according to the publishing house's uniform and objectively justified principles, if their content violates laws, official provisions or public morals according to the publishing house's dutiful discretion or if publishing them would be unreasonable for the publishing house. This shall also apply to orders that were given at business offices or with representatives. Orders for supplements shall only be binding for the publishing house after a sample of this supplement has been submitted and it has been approved. Supplements that arouse the impression of being a part of the periodical with the reader as a result of their format or make-up or that contain third party advertisements, shall not be accepted. The client shall be notified of an order being rejected without delay.
7. The publishing house shall make advertisements that cannot be recognised as such because of their editorial layout clearly recognisable as advertisements with the word „advertisement“.
8. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or supplements being in proper order. The publishing house will request a replacement for printing documents that are recognisably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents.
9. The client shall have a claim to reduction of payment or a flawless substitute advertisement if the print is wholly or partially illegible, incorrect or if the print of the advertisement is incomplete, however only to the extent that the purpose of the advertisement was impaired. If the publishing house allows an appropriate period of time set him for this to expire or if the substitute advertisement is not flawless again, the client shall have the right to reduction of payment or cancelling the order. Claims to compensation for damage from positive breach of an obligation, fault when the contract was concluded and wrongful acts, even if the order was issued by telephone, shall be excluded. Claims to compensation for damage because of the impossibility of performance and delay shall be limited to the remuneration to be paid for the advertisement or supplement concerned. The publishing house shall only be liable in commercially organised business transactions with gross negligence limited to the amount of the remuneration for the advertisement concerned. Complaints have to be as-serted within four weeks after receiving the invoice and document.
10. Proofs shall only be supplied upon express request. The client shall bear the responsibility for the correctness of the proofs sent back. The publishing house shall include all corrections of errors that it is notified of within the period of time set when sending the proof.
11. If no special size specifications have been given, the calculation shall be based upon the actual printing height usual for the type of advertisement.
12. If the client does not make advance payment, the invoice shall be sent immediately, but if possible within 14 days after publishing the advertisement. The invoice shall be paid pure net within the period of time that can be seen in the price list starting immediately from the receipt of the invoice to the extent that another period of payment or advance payment deducting 2 % trade discount has not been agreed upon in individual cases.

13. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. If there is a justified reason to doubt the client's ability to pay, the publishing house shall be entitled to make publishing further advertisements dependant upon advance payment of the amount and settling outstanding amounts invoiced even during the term of an advertisement contract without taking the originally agreed-upon date of due payment into consideration.

14. The publishing house shall supply a proof of advertisement. If it is no longer possible to procure proof, it shall be replaced by a legally binding certificate of the publishing house on publishing and distributing the advertisement.

15. The client shall bear the costs for preparing the printing documents ordered and the changes desired by the client or any reasonable significant changes in originally agreed upon execution.

16. It is possible to derive a claim to price reduction from the reduction in circulation with a contract concluded for several advertisements if it falls below the average circulation specified in the price list or the average circulation specified in another fashion or, assuming that circulation has not been specified, the circulation sold on average (the circulation actually distributed with trade journals) of the previous year in the overall average of the year of advertising beginning with the first advertisement.

A reduction in circulation shall only be a deficiency that justifies a price reduction if it

is 40% with an edition of up to 50,000 copies

is 25% with an edition of up to 100,000 copies

is 15% with an edition of up to 200,000 copies.

Beyond this, claims to a price reduction shall be excluded with contracts if the publishing house has given the client knowledge of the drop in the circulation in due time, so that he could withdraw from the contract before the edition was published.

17. Printing documents shall only be sent back to the client upon special request. The duty to store shall end three months after the order has expired.

18. The place of performance shall be the principal place of business of the publishing house. The venue shall be the publishing house's principal place of business with civil action in business transactions with merchants, legal entities of public law or with special funds of public law. To the extent that the publishing house's claims cannot be asserted through court proceedings for order to pay debts, the venue shall be determined with non-merchants according to their place of residence. If the client's place of residence or habitual abode, even with non-merchants, is unknown at the point in time when the action is filed or if the client has moved his place of residence or habitual abode from the area of appli-

cation of the law after concluding the contract, the principal place of business of the publishing house shall be agreed upon as the venue.

ADDITIONAL TERMS AND CONDITIONS OF THE PUBLISHING HOUSE

a) The advertising mediators and advertising agencies shall maintain the price list of the publishing house in their quotations, contracts and accounts with the advertisers. The mediating remuneration granted by the publishing house may not be passed onto the client either wholly or partially.

b) The General and the Additional Terms and Conditions of the publishing house shall also apply accordingly to orders for stickers, inserts, supplements or special technical work. Each contract shall only be legally binding when the publishing house confirms it in writing.

c) A change in the price list for advertisements shall also apply to current orders from the time it goes into effect.

d) The client shall bear the sole responsibility for the content and legal permissibility of the text and image documents made available for the insertion. The client shall be responsible for exempting the publishing house from the claims of third parties that arise against it from carrying out the order, even if it should be cancelled. The publishing house shall not be obliged to check orders and advertisements with reference to whether the rights of third parties are impaired by them. If cancelled advertisements are published, the client shall not have any rights against the publishing house for this.

e) Any discounts shall no longer be applicable with bankruptcies and compulsory settlement.

f) Force majeure, operating malfunctions, strike, etc. shall release the publishing house from the obligations it has entered into.

g) The publishing house shall not furnish a guarantee if individual supplements are lost on channels of distribution.

h) The publishing house shall only be liable for any errors from telephone communication with intent or gross negligence.

i) Positioning regulations shall only be valid if the publishing house has confirmed them in writing.

j) Advertisement and supplement orders have to be cancelled by the advertising deadline. The publishing house may charge the client the setting and production costs incurred.

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Coherently digitalising business processes is one of the key factors for compatibility in fast-changing markets – for any company! digitalbusiness is aimed at the personnel responsible for running and integrating these business processes.



AUTOCAD & Inventor Magazin

This professional magazine is independent from any vendor and aimed at all users and decision makers who work with software solutions from Autodesk. The magazine provides practical assistance in the selection, implementation and operation of software and hardware. In addition, we also provide information about innovations in the areas of components and materials.



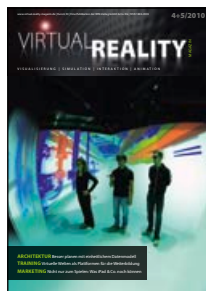
DIGITAL ENGINEERING Magazin

The trade magazine for the construction and engineering sector covers all aspects that are important in integrated (holistic) product development. It focuses on software solutions and strategies for high performance engineering. However, we also cover innovations in the fields of materials and components.



e-commerce Magazin

e-commerce Magazin is the must-read for anybody wanting to advertise, sell, process payment and be found in the internet - that is, anybody trading goods and services online.



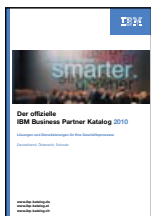
Virtual Reality Magazin

This magazine deals with the technologies needed for VR applications, and aims to be a platform for development, marketing and application among companies invested into virtual reality. The magazine focuses on the use of VR in key industries like automotive, aerospace, plant engineering, production and architecture, as well as marketing and distribution.



DIGITAL MANUFACTURING

DIGITAL MANUFACTURING focuses on principles, methods, technology trends, IT solutions and practical examples from the field of the digital process chain in production. The magazine provides means for achieving productivity gains in production through the right strategies and solutions.



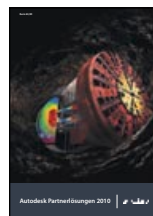
IBM Business Partner NetKatalog

The proven compendium to provide an overview over the IBM product portfolio and through IBM Business Partners, offering companies customized solutions for their industries and requirements.



Partnerlösungen für HP Systeme

The software and services provided by strategic partnerships are vitally important for the success of HP hardware platforms, and vice versa. This is the directory of the broad spectrum of solutions provided by HP solution partners, and indispensable for all interested customers.



Autodesk Partnerlösungen

This catalog offers you a comprehensive overview on applications offered by developers for Autodesk software platforms. It presents products, solutions, services as well as value added resellers (VAR).



DIGITAL ENGINEERING SOLUTIONS

This catalog offers you a comprehensive overview on solutions for digital engineering, product life-cycle management (PLM), product data management (PDM), manufacturing/MES, ERP/CRM/ SCM, integration and services.