

# Media Data 2017

contexxt – The Magazine for WDI AG Customers



## Magazine Information

“contexxt”, the magazine for WDI AG customers, provides up-to-date information on a regular basis on technical innovations and products in the field of frequency control products (crystals & oscillators) as well as passive and electromechanical components. The magazine publishes reports on reference projects, international markets and technical products outside their usual company confines.

### Target group:

From an address pool of over 12,000, the magazine is received by approx. 3,500 recipients who are individually known – including key decision-makers, such as developers and purchasing managers. The rest of the print run is distributed at trade shows as specimen copies or as reference copies.

**Frequency:** 4 x per year (8<sup>th</sup> volume: 2017)

### TECHNICAL DATA

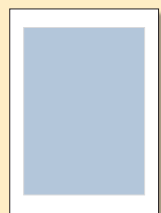
Magazine size: 205 mm x 260 mm (width x height)  
 Circulation: 4,000 copies  
 Scope: 48+4 pages  
 Print: Offset printing (60 screen), four-color  
 Paper: Heaven 42

### 2017 PUBLICATIONS DATES

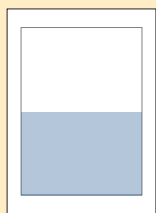
- ▶ **Issue 1/2017:** 3/15/2017 (out) **Special Feature PCIM 2017** ▶ **Issue 3/2017:** 9/15/2017 (out) **Special Edition Lighting Technology Essen, 10.–12. October**  
 Ad copy deadline: 2/2/2017
- ▶ **Issue 2/2017:** 6/15/2017 (out) ▶ **Issue 4/2017:** 11/5/2017 (out) **Special Feature SPS 2017**  
 Ad copy deadline: 4/3/2017 Ad copy deadline: 9/4/2017

## Advertisement formate 4-color

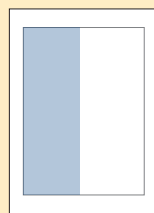
**Advertisements in type area**  
Width x height



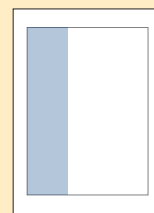
1/1 page  
157 x 210 mm



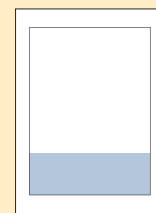
1/2 page horizontal  
157 x 106 mm



1/2 page vertical  
76 x 210 mm

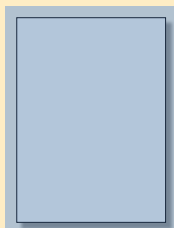


1/3 page vertical  
49 x 210 mm

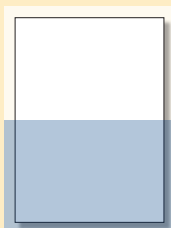


1/4 page horizontal  
157 x 53 mm

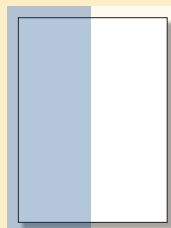
**Advertisements in bleed**  
Width x height  
+ 3 mm trim on pages to be trimmed



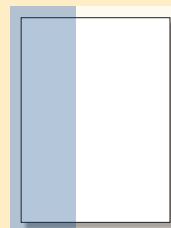
1/1 page  
205 x 260 mm  
+ 3 mm trim



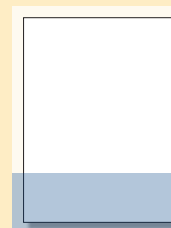
1/2 page horizontal  
205 x 130 mm  
+ 3 mm trim



1/2 page vertical  
97 x 260 mm  
+ 3 mm trim



1/3 page vertical  
75 x 260 mm  
+ 3 mm trim



1/4 page horizontal  
205 x 65 mm  
+ 3 mm trim

## Advertising rates One-off insertion

1/1 page:  
€ 1,860

1/2 page horizontal or vertical:  
€ 980

1/3 page vertical:  
€ 640

1/4 page horizontal:  
€ 540

# Fax Reply Slip

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## Advertisement booking

Here is our booking for the following one-off placements

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> <b>Issue 1/2017</b><br>Ad copy deadline<br>2/2/2017   | <input type="checkbox"/> <b>Issue 2/2017</b><br>Ad copy deadline<br>4/3/2017   | <input type="checkbox"/> <b>Issue 3/2017</b><br>Ad copy deadline<br>8/2/2017   | <input type="checkbox"/> <b>Issue 4/2017</b><br>Ad copy deadline<br>9/4/2017   |
| <input type="checkbox"/> <b>1/1 page, 4-color,<br/>one-off placement</b><br><input type="checkbox"/> Type area<br><input type="checkbox"/> with bleed<br><b>Cost € 1,860</b> | <input type="checkbox"/> <b>1/2 page, 4-color,<br/>one-off placement</b><br><input type="checkbox"/> horizontal <input type="checkbox"/> vertical<br><input type="checkbox"/> Type area <input type="checkbox"/> with bleed<br><b>Cost € 980</b> | <input type="checkbox"/> <b>1/3 page, 4-color,<br/>one-off placement</b><br><input type="checkbox"/> vertical<br><input type="checkbox"/> Type area <input type="checkbox"/> with bleed<br><b>Cost € 640</b> | <input type="checkbox"/> <b>1/4 page, 4-color,<br/>one-off placement</b><br><input type="checkbox"/> horizontal<br><input type="checkbox"/> Type area <input type="checkbox"/> with bleed<br><b>Cost € 540</b> |

We will send you the design for the advert as a printable pdf

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> by e-mail to<br>eh@mediaberatung.de | <input type="checkbox"/> on a CD by post to<br>Elvira Hinkel<br>pth-mediaberatung GmbH<br>Friedrich-Bergius-Ring 20<br>D-97076 Würzburg | <input type="checkbox"/> Other<br><input type="text"/><br><input type="text"/><br><input type="text"/> |
|--|---|--|

## Sender

Company:
Name:
First name:
PO Box/Address:
ZIP/Post code, city:

Tel./Fax:
E-mail:
Date:
Signature:

### PUBLISHER

WDI AG  
Industriestrasse 25a  
Industriezentrum  
D-22880 Wedel (Holstein)

### CONCEPT AND COORDINATION

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### ADVERTISING MANAGEMENT

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All prices subject to VAT. Minor variations in color may occur in the offset printing process. If you would like special colors to be used, please phone us in advance. We would be delighted to assist with any special requests you may have, wherever possible. We can also modify or re-design advertisements on request. Just give us a call: +49 (0)931 32930-13