

# polyscope'

## Media Kit 2010

Topics 2010 on pages 10/11



More Value.

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# polyscope'

The Swiss trade magazine for industrial electronics and automation

## Published

21 issues per annum, 42th year  
Circulation: 13 450

## Publisher

Binkert Medien AG  
Baslerstrasse 15  
P O Box 32  
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www.polyscope.ch

## Subscription fees

Switzerland CHF 84.–  
Overseas CHF 104.–  
Single issues: CHF 7.50

## Polyscope and Polyscope-Ticker – Media, which reaches your target group!

Polyscope, the Swiss hands-on trade magazine for the industrial electronics and automation, reports since more than 40 years for experts, executives, and decision makers in these areas. In its print version Polyscope reports every other week proficiently and to the point about trends, new products, technologies, trade shows, conferences and companies in these specific areas: electronics, active and passive components, electro-mechanics, automation, sensory, opto-electronics, wireless, vision, industrial communications, software, test and measurement, distribution, electronic manufacturing, power supplies, general (bus-) systems. With the new Polyscope-Ticker ([www.polyscope.ch](http://www.polyscope.ch)) we offer our readers on the Internet a constantly updated news service. Almost every hour we report about breaking trade news - not only about the Swiss market, but with news from around the world. With a sophisticated search function, the readers can find current news even after a few days.

In addition to the renowned print version, Polyscope-Ticker is now another attractive 'carrier' for your advertising.

## Readership

With its transparent editorial structure and its careful selected content, Polyscope reports for experts and executives in these areas: Machinery and equipment manufacturing, building and electro engineering, manufacturing and automation technologies, as well as R&D and education. The readers of Polyscope are developers, electronic engineers, technicians, procurement managers, executives, professors and students.

Polyscope, with its broad but right content mix, is the top trade magazine for your target group and therefore the ideal platform for your marketing activities.

# Das Polyscope-Team



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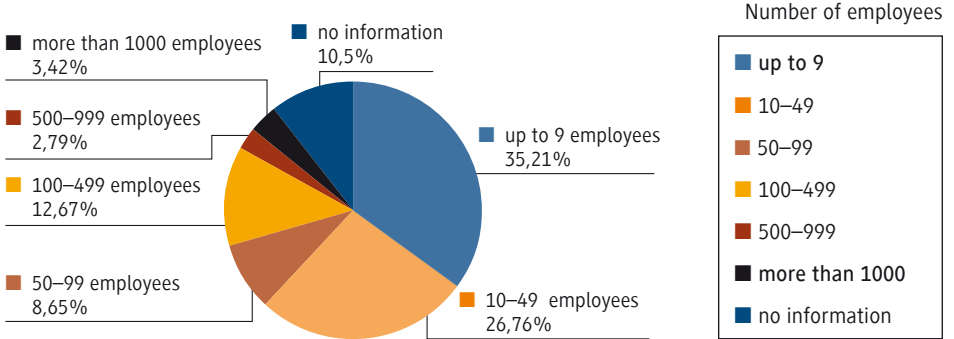
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# Our Readers are your Customers (Source: Vertriebsdatenbank Binkert Medien AG)

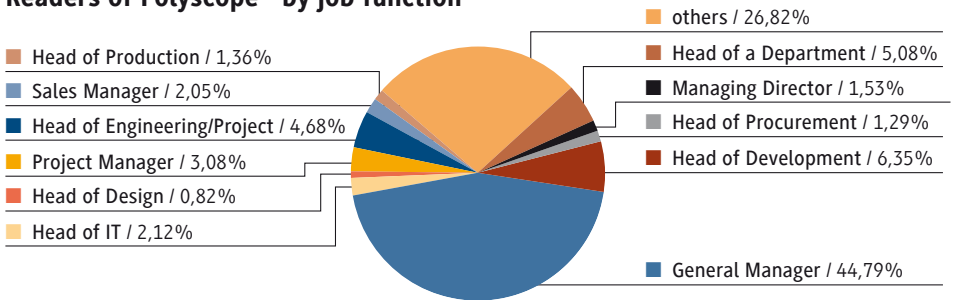
Readers of Polyscope - by company size

## Readers of Polyscope - by company size



Companies with less than 100 employees have a general manager, who often covers also development or design.

## Readers of Polyscope - by job function



73,15% of all Polyscope readers are in management positions with a technical aspect. More than 44 % are in top management.

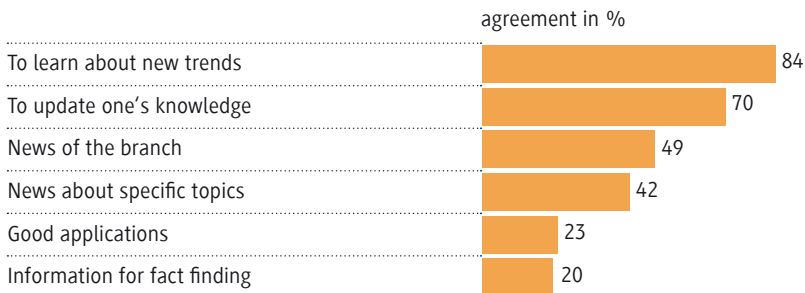
## Readers of Polyscope - by business branch (more than one entry possible)

88,05% of the readers are active in electromechanics, in electro-technical industries and machine manufacturing.

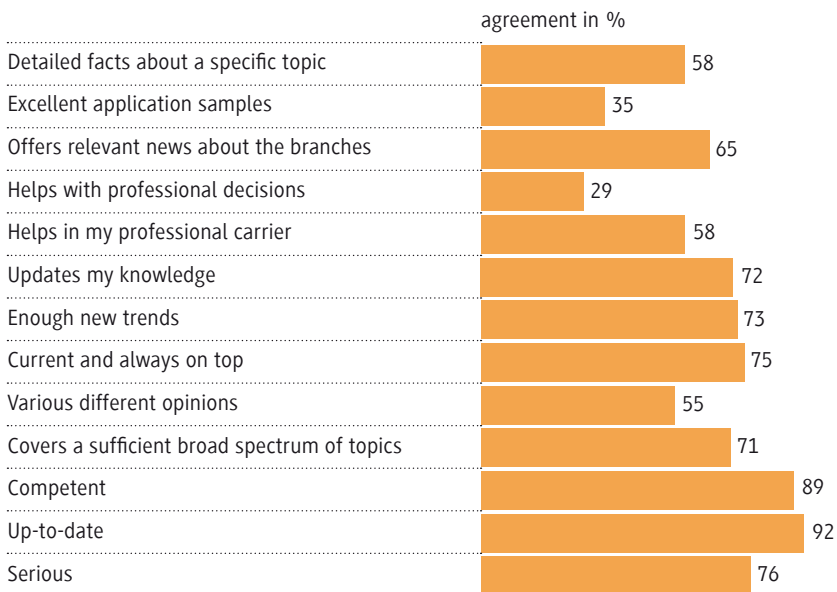
43,12% of the readers are active in technical consulting and planning of industrial electronics and automation.

57,86% of the readers are endusers of industrial-electronic components and automation products.

## Why Polyscope is read

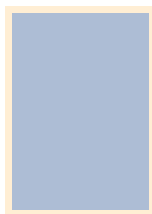


## Polyscope offers excellent values

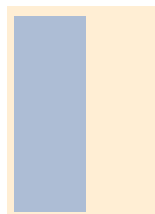


# Advertisement sizes

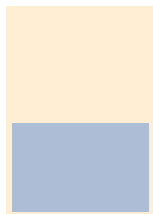
Magazine format 210×297 mm, width × height



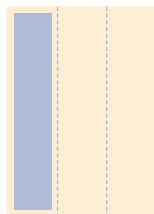
$\frac{1}{2}$  page height  
185×267 mm  
210×297 mm\*



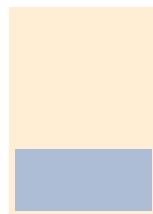
$\frac{1}{2}$  page width  
90×267 mm



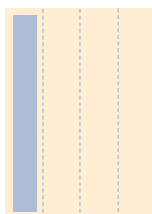
$\frac{1}{2}$  page width  
185×131 mm  
210×144 mm\*



$\frac{1}{3}$  page height  
59×267 mm



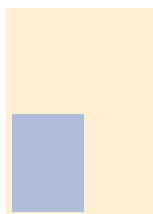
$\frac{1}{3}$  page width  
185×85 mm  
210×101 mm\*



$\frac{1}{4}$  page height  
43×267 mm



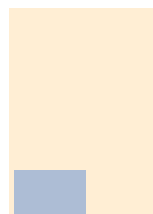
$\frac{1}{4}$  page width  
185×63 mm



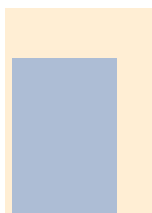
$\frac{1}{4}$  page height  
90×131 mm



$\frac{1}{8}$  page width  
185×30 mm



$\frac{1}{8}$  page height  
90×63 mm



Europe format  
131×185 mm



Frontpage  
210×195 mm\*

\* The advertising formats show the final size of the ad.  
Please add 3 mm bleed edge on each side.

Advertisements deviating from a standard size will be charged according to the next larger standard size.  
Further sizes available on request.

# Rates

Valid as from 1 January 2010. Prices in CHF (plus 7,6% VAT).  
Payments in Euro will be calculated at the daily exchange rate.

Magazine content (Magazine format 210×297 mm, Print space 185×267 mm)

Size	Width×Height in mm	Prices in CHF			
		b/w	2-c*	3-c*	4-c*
½ (Full) Page	185×267	3920.–	4120.–	4320.–	4520.–
½ page	90×267 / 185×131	2030.–	2230.–	2430.–	2630.–
⅓ page	59×267 / 185×85	1420.–	1570.–	1730.–	1880.–
¼ page	43×267 / 90×131 / 185×63	1100.–	1200.–	1300.–	1400.–
⅛ page	90×63 / 185×30	590.–	690.–	790.–	890.–
Europe format	131×185	2260.–	2460.–	2660.–	2860.–

\* Colours: Europe scale and pantone in CMYK

## Special promotions

### Title page and inside and back cover(s)

Placement	W×H in mm	CHF
		2c/3c/4c
Frontpage	210×195	4800.–
Coverpage II and IV	210×297	4700.–
Coverpage III	210×297	4520.–

### Special promotions

special placement	CHF
Editorial page, ⅓ page width	1000.–
Next to table of content	
½ page height	2900.–
Next to table of content	
⅓ page height	2100.–
<b>Product of the week</b>	2000.–
<b>Product news:</b> Text and one colour photo ⅓ page, 4-colour, including Online placement	420.–
<b>Company portrait:</b> Text, colour photo, company logo,	
½ page	2400.–
½ page	1200.–
⅓ page	800.–

Special promotions won't be discounted.

### Online exposure on [www.polyscope.ch](http://www.polyscope.ch), 1 month

Advertising button 120×60 pixel	250.–
Advertising button 120×90 pixel	300.–
Advertising button 174×171 pixel	450.–
Advertising banner 468×60 pixel, rotating	350.–

Further information about more ad spaces, placements, formats and rates can be found at [www.polyscope.ch](http://www.polyscope.ch)

### Quantity discount

Applicable for advertisements placed within the contract year.

Number of Advertisements	Quantity scale
3 Advertisements	5% 3 Pages 10%
5 Advertisements	10% 5 Pages 15%
10 Advertisements	15% 10 Pages 20%
15 Advertisements	20% 15 Pages 25%
20 Advertisements	25%

### Surcharge

for special placement 10%  
for bleed size 10%

# Rates

## Inserts (bound)

Max. size is 215×305 mm (w×h). Delivery in a raw size (in one sheet, uncut)

– Head cut: 5 mm

– Foot cut: min. 3 mm, max. 5 mm

– Front cut: min. 2 mm, max. 5 mm

Mandatory: 10 mm pick-up space in the back

incl. postage up to 50 g

4-pages CHF 4080.–

8-pages CHF 4480.–

Further options on request.

## Surcharges

Postal charges

51 bis 75 g CHF 350.–

76 bis 100 g CHF 700.–

No discount is granted for supplements.

## Inserts (loose)

Max. size is 203×290 mm (w×h)

incl. postage up to 50 g

4-pages CHF 4580.–

6-pages CHF 4880.–

8-pages CHF 4980.–

10-pages CHF 5080.–

Further options on request.

## Surcharges

Postal charges

51 bis 75 g CHF 350.–

76 bis 100 g CHF 700.–

No discount is granted for inserts.

Please provide a sample when placing an order and deliver the required quantity not later than 10 days before the date of publication.

Delivery address: Binkert Druck AG, Baslerstr. 15, CH-5080 Laufenburg

Please mark as follows:

Publication polyscope and issue number.

## Tip-on cards

CHF 56.–/1000 (minimum size advertisement 1/4 page)

## Directory of suppliers

Frequency: 21 issues per calendar year

Format: column size 43 mm, height according to requirements (including company logo)

Price per issue and special section:

CHF 2.40 per mm height

20% surcharge for colour logo

## Discounts

As from entry in 3 sections 5%

As from entry in 6 sections 10%

As from entry in 10 sections 15%

# Technical Specifications

## Printing Material

We accept printing materials only in an electronic format.  
We prefer pdf as an accepted standard and it should be your first choice.

## Data delivery

### Print-ready, digital artwork

pdf format	Hi-res pdf V. 1.3 and up
Fonts	Must be embedded in the pdf
Resolution	300 ppi
Format/bleed	The size of the document should be equal to the ordered ad space. In case of a bleed ad, the border trim needs an extra 3 mm. Formats: see page 6.

### Print preparation

Programs	Adobe InDesign, Adobe PhotoShop, Adobe Illustrator (all CS3). The additional work for converting data from MS-Office programs will be charged separately.
Fonts	Must be attached
Resolution	300 ppi
Format/bleed	The size of the document should be equal to the ordered ad space. In case of a bleed ad, the border trim needs an extra 3 mm. Formats: see page 6.

## Data Transfer

E-Mail	anzeigen@polyscope.ch
Data media	CD-ROM, DVD-ROM

## Check for completeness

To check for completeness, we need a proof of your ad (print, photo copy, fax). If we don't receive this, we cannot guarantee a correct publication.

## Print approval

We will send a print approval only on request (pdf by email).

## Print specifications

Type of Print	Sheetfed Offset
Colour	Euroscale
Screen	60 screen

# Topics and Editorial Schedule 2010

Issue	Date of issue	Copy deadline	Main articles	Exhibition dates
1/2	28. Jan.	12. Jan.	Automation, control engineering, components Mechanical components, connectors, cabling Enclosures, cooling systems, backplanes, switch cabinet Boards, displays, panels, IPC	easyFairs Automation 3.–4.2.2010, Luzern
3	11. Feb.	21. Jan.	Measurement and controlling, sensors Active and passive components, LED, optoelectronic, distribution Industrial imaging, vision systems, AOI	
4	25. Feb.	4. Feb.	Drives Embedded systems, IPC, SPS, boards, displays, panels Automation, control engineering, SPS	embedded world 2.–4.3.2010, Nürnberg
5	11. March	18. Feb.	Automation, sensors Power supplies, UPS, batteries, power adapter, converter Measurement and controlling, calibration EMI, tests an components, services	
6	25. March	4. March	Robotic, handling Enclosures, cooler, cooling systems, system engineering Mechanical components, input systems, keyboards Switching equipment, electronic manufacturing EMS services, distribution	
7	15. April	25. March	Drives Industrial communication, wireless, radio data transmission Security engineering, light barriers, personal security Robotic, handling	Hannover Messe 19.–23.4.2010, Hannover
8	29. April	8. April	Drives Active and passive components, LED, optoelectronic, distribution Industrial imaging, vision systems, AOI Automation, control engineering, SPS	control 4.–7.5.2010, Stuttgart Siams 4.–8.5.2010, Moutier
9	14. May	23. April	Automation, sensors, IO-Link Measurement and controlling Security engineering, ex-solutions and equipments Industrial software, EDA, CAD simulation	SENSOR + TEST 18.–20.5.2010 Nürnberg
10	28. May	7. May	Power supplies, UPS, batteries, power adapter, converter PCB manufacturing, PCBs, dosing, glueing Active and passive components, distribution Mechanical components, switching equipment, relays Robotic, handling	Powerstage 1.–3.6.2010, Zürich SMT, Hybrid, Packaging 8.–10.6.2010, Nürnberg automatica 8.–11.6.2010 München
11	10. June	20. May	Connection techniques, connectors, cabling Electronic manufacturing, EMS services, distribution Manufacturing techniques Measurement and controlling	fair for automation 24.–25.6.2010, Zürich
12	24. June	3. June	Automation, control engineering, SPS Embedded systems, IPC, boards Electronic manufacturing, EMS services, distribution Enclosures, system engineering, module rack	

Issue	Date of issue	Copy deadline	Main articles	Exhibition dates
13	8. July	17. June	Drives Measurement and controlling, oscilloscopes EMI, tests an components, services Industrial communication, bus systems, standards	
14	12. Aug.	22. July	Automation, panels, touch screens Software development, engineering services Security engineering Measurement and controlling, sensors	
15	26. Aug.	5. Aug.	Mechanical components, connectors, cabling Electronic manufacturing, EMS services, distribution PCB manufacturing, PCBs, dosing, glueing ID technology, RFID, barcode	
16	9. Sept.	19. Aug.	Automation, IPC, displays Power supplies, UPS, batteries, power adapter, converter Enclosures, cooler, cooling systems, system engineering	MOTEK 13.–16.9.2010, Stuttgart
17	23. Sept.	2. Sept.	Connection techniques, connectors, cabling Active and passive components, processor, distribution LED, diodes, optoelectronic	
18	7. Oct.	16. Sept.	Drives Measurement and controlling Robotic, handling Security engineering, ex-solutions and equipment	
19	21. Oct.	30. Sept.	Industrial Software, CAE, CAD, simulation Industrial imaging, vision systems, AOI Industrial communication, wireless, radio data transmission EMI, tests an components, services	TeleNetfair 26.–28.10.2010, Luzern VISION 9.–11.11.2010, Stuttgart
20	4. Nov.	14. Oct.	Power supplies, UPS, batteries, power adapter, converter Electronic manufacturing, EMS services, distribution Automation, panels, touch screens LED, diodes, optoelectronic	electronica 9.–12.11.2010, München
21	18. Nov.	28. Oct.	Automation Measurement and controlling, sensors Embedded systems, IPC, boards Displays, panels, touch screens	SPS/IPC/DRIVES 23.–25.11.2010, Nürnberg
22	2. Dez.	11. Nov.	Automation, IPC, displays Drives Mechanical components, switching equipment, relays Coils, transformers, magnets	

# General Conditions for the Placement of Advertisements

1. The conditions for the placement of advertisements are applicable for all advertisement arrangements with Binkert Medien AG, unless other arrangements have been made in writing. As far as these stipulations do not have any deviating regulations, the contract is subject to the provisions of the contract for work and services according to Art. 363ff OR\* (OR = Obligationenrecht = Code of Obligations). An exclusion of competition is not guaranteed.

2. The prices, surcharges, discounts and commissions for the relevant publication contained in the advertisement rate schedule at hand, apply to all clients according to standard guidelines. An amendment to the advertising rates is reserved and also applies to existing orders and contracts.

3. The discount agreements described in the advertising rates are only granted to the client and only for advertisements appearing within a 12-month period (advertising year). Sporadic advertisements, supplements and inserts are not included in the discount agreement. Arrangements for discounts are to be made at the beginning of the period and merely have the character of an agreement for the estimated annual turnover. In cases where the agreed turnover falls below or is exceeded, the discount will be adjusted according to the discount rates as determined in the advertising rate schedule. An acceptance duty and a price guaranty do not exist.

4. Binding placements are only valid with a surcharge, which is listed in the current rate card.

5. The client is entirely responsible for the content of the advertisement. The client is answerable for any possible claims made by a third party against the publisher. The publisher reserves the right to refuse the publication of any advertisements based on content, origin or technical make-up according to the publisher's policy or legal principles, as well as to make changes to running advertisements or to prevent them from appearing. Advertisements not obviously recognisable as advertisements due to their editorial appearance will be marked as "Advertisement" respectively "Publireport" (Advertorials).

6. We kindly request orders, changes to, or cancellations of advertisements to be made in writing. Errors resulting from information given over the telephone are for the account and risk of the client.

7. Proofs for correction can be provided on request for recommendation advertisements, as long as the complete print data is available to meet the deadline of print advertisements. In principle, the advertisements will appear in the issue booked, even if the "final proof" has not been signed off and is still outstanding.

8. Additional services: The preparation of print data, for example litho prints for advertisements and editorial publications, extraordinary expenses for design, copy etc., are for the account of the advertiser and will be charged for separately.

9. In the case of an erroneous publication, which significantly detracts from the purpose or the effect of the advertisement, a discount or a replacement in the way of advertising space up to the size of the erroneous advertisement is granted. Further reaching or other claims due to incorrect performance with regards to the contract, for example technical faults due to deviating fonts and font sizes or translation errors are repudiated. An appropriate level of tolerance is reserved with regard to colour nuances.

10. Payment terms: VAT is not included in the advertisement rates. Invoices are payable net within 30 days from date of receipt. In the case of legal collection, all price reductions, discounts, commissions, etc. fall away. Complaints can only be accepted within 10 days from date of invoice.

11. These conditions for the placement of advertisements form an integral part of each order for an advertisement. Agreements other than those laid down here are only valid if confirmed in writing by the publisher.

12. Place of performance and place of jurisdiction is Laufenburg (Switzerland).

The above General Conditions for the placement of advertisements come into effect on 01.01.2010 and replace all previous agreements.