

Media Data 2010

Your message is in good hands

- Our vision was to create a new kind of medium for technical specialists and managers. We communicate news from the industries daily in a form that allows the reader to absorb it quickly. The use of the websites is free of charge and simple, without any tiresome registration.
 - Providing technical industries with highly qualified, **up-to-the-minute** information sets new standards in specialist journalism.
 - By means of integrated statistics tools, both user behavior regarding reports and the advertising effect of your presence can be followed precisely.
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The target group

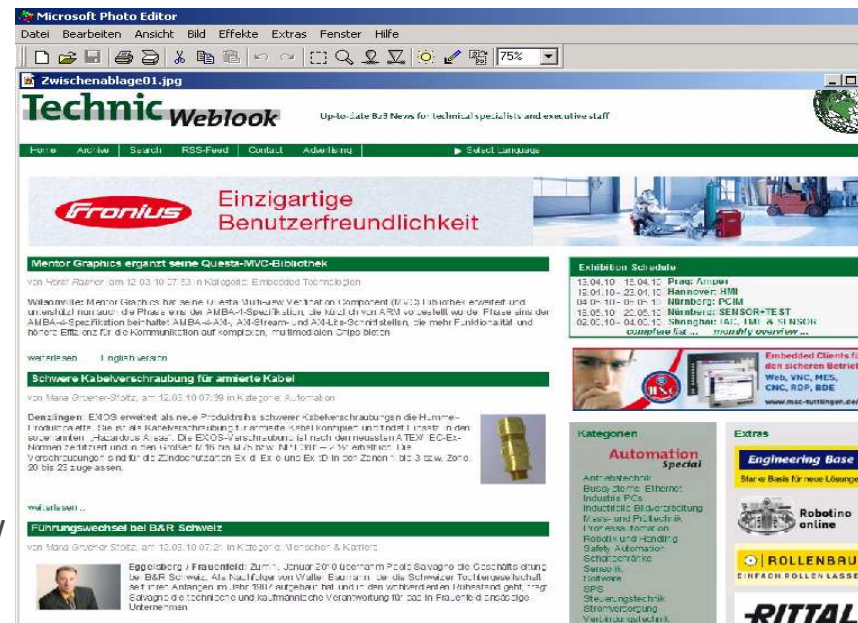
Technical specialists and managers from the fields of

- Automation, mechatronics
 - Production, production engineering
 - Hydraulics, pneumatics
 - Measurement and testing technology
 - Components, automation components
 - Distribution, electronics
 - Industrial communication, industry PCs
 - Embedded systems
 - Photonics
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TechnicWeblook

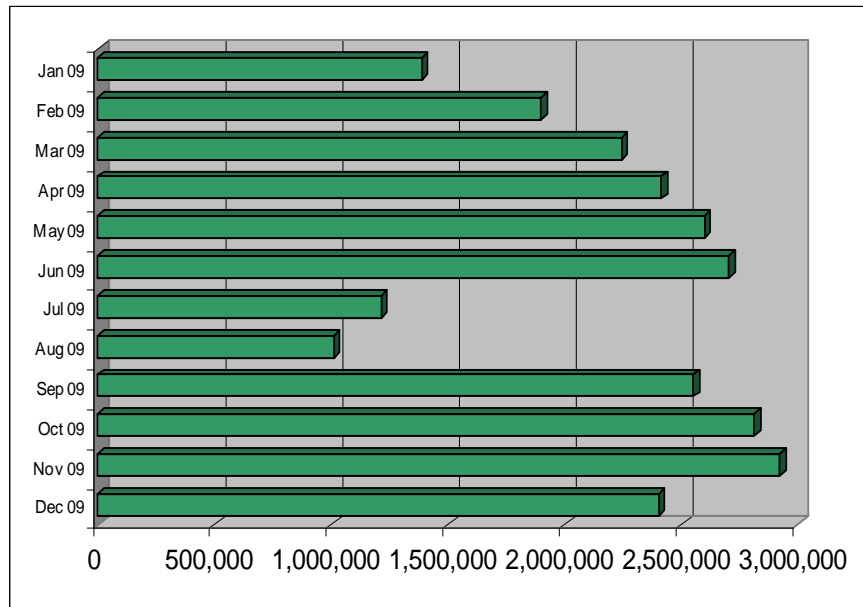
- **Informed on a daily basis**
- TechnicWeblook is the first B2B news website for technical specialists and managers and has been online since April 2007.
- With an average of more than 2,000,000* hits per month, we are a strong partner for manufacturers.
- The emphasis in reporting is placed on the fields of automation, electronics, embedded systems, laser and phototonics and in production.
- In addition, TechnicWeblook reports on new developments in the industries in the sections People and Careers, Specials and Education and Training.
- Since 2009 we publish all reports – where available – in German and English.

*) Stand: 02.01.2010

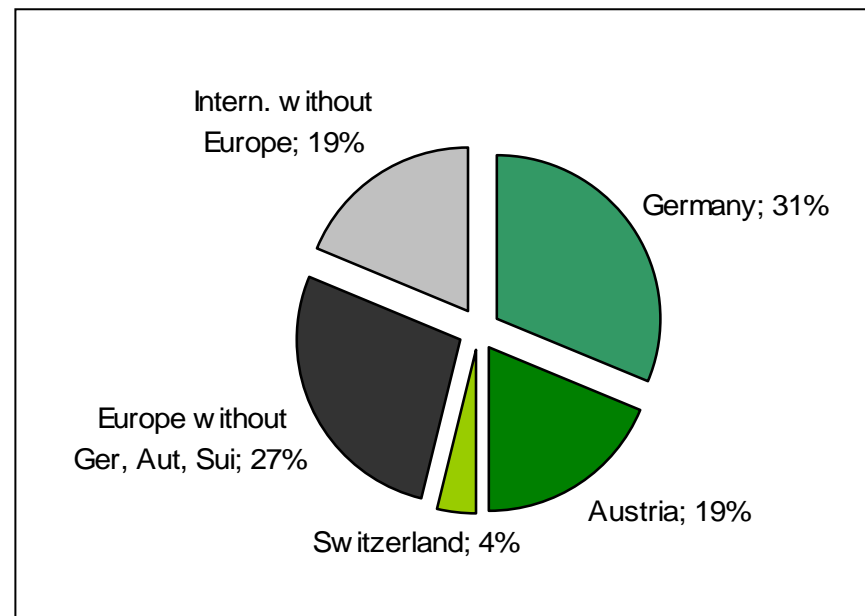


TechnicWeblook Statistics Ø 2009

Total hits

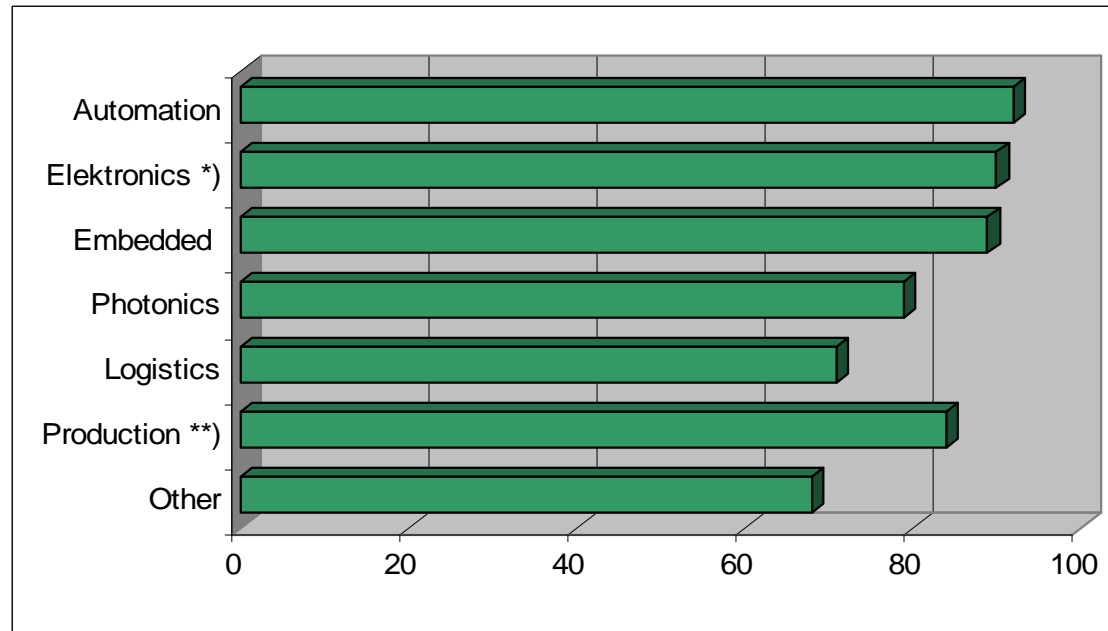


Hits according to country



User-Analyse TechnicWeblook

Interest in topics %



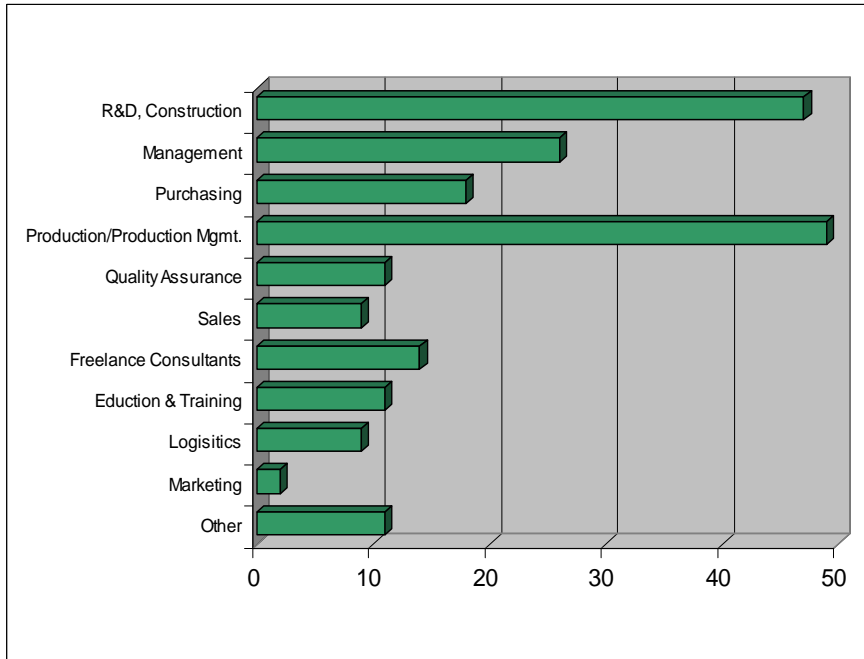
*) Components, Displays, Distribution, Automation Components, Manufacturing, Measurement & Testing Technology, Information & Communications Technology

***) Machine & Plant Construction, Machine Tools, Tools, CNC, Molding & Prototyping

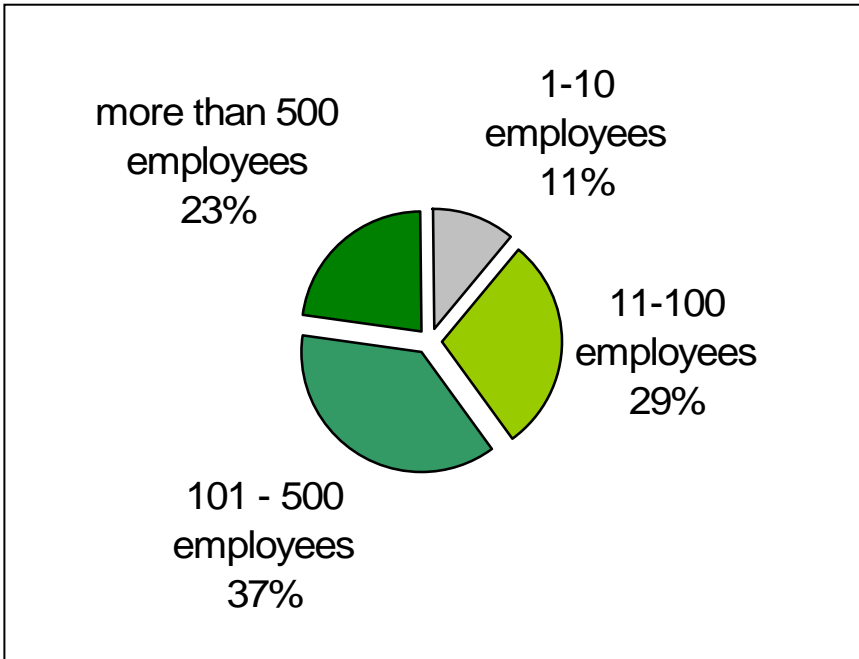
Source: *TechnikWeblook.com User Structure Analysis 2010; Plesk-Stat (Status: 02.01.2010)*

User-Analyse TechnicWeblook

Fields of activity in %



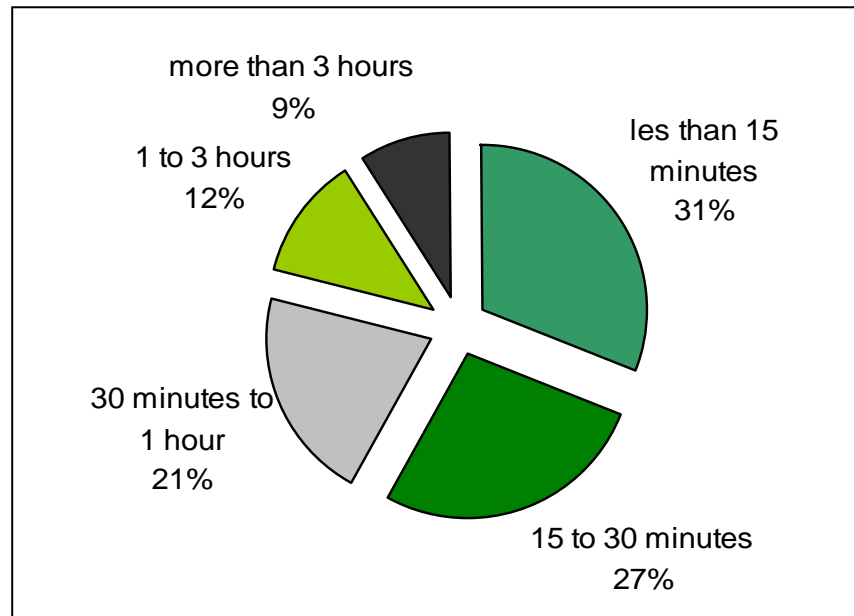
Company size in %



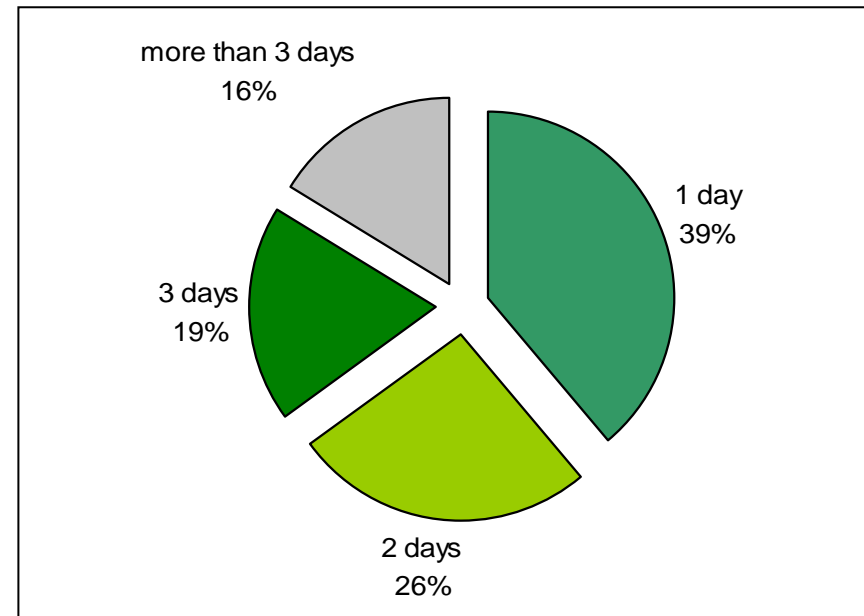
Source: *TechnikWeblook.com User Structure Analysis 2010; Plesk-Stat (Status: 02.01.2010)*

User-Analyse TechnicWeblook

User Commitment acc. to hours/week



User Commitment acc. to days/week



Rates Media Partnership

- Media Partnership with creative banner

- As well as the advertising measures of a creative banner in the **format 160 x 60 pixels**, we also offer **editorial networking** and **Google optimization of all reports** for cooperation partners or media partners. .

Price*: 6 months US\$ 2.100,- / € 1.500,- 12months US\$ 3.500,- / € 2.500,-

- Media Partnership with banner

- Positioned directly between the trade fair calendar and the navigation, on the right hand side of the screen, this **banner in the format 360 x 90 pixels** draws great attention. In a package with the media partnership, **editorial networking** and **Google optimization of all reports** are also included.

Price*: 6 months US\$ 5.500,- / € 3.930,- 12months US\$ 9.100,- / € 6.500,-

- Media Partnership with head banner

- The "eye-catcher": Covering the entire width, positioned up on the screen between the navigation and the reports, you cannot avoid seeing the head banner in the **format 1000 x 100 pixels!** **Editorial networking** and **Google optimization of all reports** are, of course, also included.

Price*: 6 months US\$ 8.000,- / € 5.715,- 12months US\$ 13.300,- / € 9.500,-

*) Prices exclusive of taxes. Only so many media partnerships will be concluded that produces a TCP (thousand contact price) of max. € 50, based on hits. That means that one contact costs you less than € 0.05!

Rates TWL Research Lounge

■ Basic Membership

- Basic membership in our TechnicWeblook Research Lounge includes:

- Guaranteed publication of your press reports within 72 hours (workday)
- Statistical evaluation of how often your article has been read, 1 x yearly

Membership for 1 year	paid monthly:	US\$ 350,- / € 250,-
	paid yearly:	US\$ 3.500,- / € 2.500,-

■ Premium Membership

- Premium membership in our TechnicWeblook Research Lounge includes:

- Guaranteed publication of your press reports within 72 hours (workday)
- Tests of all possible forms of advertising on TechnikWeblook, in each case one advertising type for 2 months maximum (thereafter the format must be changed)
- Use of survey, with our without prize competitions
- Placing of special forms of advertising, e.g. microsites, etc.
- Statistical evaluation of all articles and forms of advertising 1 x yearly, evaluation of surveys within 3 weeks

Membership for 1 year	paid monthly:	US\$ 910,- / € 650,-
	paid yearly:	US\$ 9.100,- / € 6.500,-