THE FUTURE IS NOW

Foreword by the Editor-in-Chief

Climate change, pandemics, energy crises, inflation: In the 21st century, crises are omnipresent and closely linked to scientific, technical and social issues. It is precisely at this thematic interface that the MIT Technology Review, which has been published for over 120 years at the world-famous technical institute MIT in Boston, comes into play. For almost 20 years, Heise-Verlag has been publishing the German licensed edition - with its own editorial team and journalistic focus.

As an advertising partner, you place ads in a high-quality environment and draw attention to your brand and products among an academic readership. Two-thirds of our readers are decision-makers in companies and have corresponding budget responsibility. With a reader satisfaction rate of 91 percent, you can be sure that the magazine is actually being read. But the German MIT Technology Review is not just the magazine: You can advertise in the monthly podcast, in the „Weekly Briefing“ newsletter from Editor-in-Chief Luca Caracciolo, or even in our social media channels – first and foremost Twitter.

Luca Caracciolo
Editor-in-Chief MIT Technology Review
TOPICS

Digitisation
• Artificial intelligence
• Industry 4.0
• Smart living
• Quantum computing
• Robotics
• Virtual and Augmented reality
• Blockchain
• Drones
• The future of work
• Digital sovereignty

Climate and energy
• Renewable energies
• Fusion energy
• Energy transition
• Hydrogen industry
• Negative emissions
• Energy storager

Transport and mobility
• Electromobility
• Turnaround in traffic
• Synthetic fuels
• Mobility platforms
• The future of urban transport
• Air, rail and sea transport

Health and Biotech
• Genetic research
• Medical technology
• Infection research
• Regenerative medicine
• Pharmacology
• Synthetic biology
## DEADLINES

<table>
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<tr>
<th>Issue</th>
<th>On Sale</th>
<th>Space close</th>
<th>Material due</th>
<th>Topic dossiers*</th>
<th>Fairs</th>
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<td>02/23</td>
<td>09 Feb, 2023</td>
<td>23 Jan, 2023</td>
<td>25 Jan, 2023</td>
<td>Sustainability in the industry</td>
<td>LOPEC, 28 Feb, -02 Mar, 2023, Munich embedded world, 14-16 Mar, 2023</td>
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<td>03/23</td>
<td>23 Mar, 2023</td>
<td>06 Mar, 2023</td>
<td>08 Mar, 2023</td>
<td>Digitization and tools in the company</td>
<td>LogiMat, 25-27 Apr, 2023, Stuttgart Hanover Messe, 17-21 Apr, 2023, Hanover OMR, 09-10 May, 2023, Hamburg</td>
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<td>05/23</td>
<td>29 June, 2023</td>
<td>12 June, 2023</td>
<td>14 June, 2023</td>
<td>STEM Employer of the Year</td>
<td>gamescom, 23-27 Aug, 2023, Cologne IFA, 01-06 Sept 2023, Berlin IAA Mobility, 05-10 Sept, 2023, Munich HUSUMWIND, 12-15 Sept, 2023, Husum</td>
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</table>

* In our dossiers we illuminate a topic from different angles and report on current trends and developments. Subject to change without notice.
**DEADLINES**

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<th>Material due</th>
<th>Topic dossiers*</th>
<th>Fairs</th>
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| 07/23 | 22 Sept, 2023 | 04 Sept, 2023 | 06 Sept, 2023 | New mobility concepts | Bits & Pretzels, 24-26 Sept, 2023, Munich  
Motek, 10-13 Oct, 2023, Stuttgart  
Emove360 Europe, 17 Oct, 2023, Munich |
| 08/23 | 03 Nov, 2023  | 16 Oct, 2023 | 18 Oct, 2023 | Automation in the industry | Medica, 13-16 Nov, 2023, Dusseldorf  
productronica, 14-17 Nov, 2023, Munich  
SPS, 14-16 Nov, 2023, Nuremberg |
| 01/24 | 15 Dec, 2023  | 27 Nov, 2023 | 29 Nov, 2023 | -                | -                                                                      |

* In our dossiers we illuminate a topic from different angles and report on current trends and developments. Subject to change without notice.
For bookings of 1/2 page and larger, you receive 25,000 ad impressions in the AdBundle of Leaderboard, Skyscraper or Medium Rectangle on www.heise.de/tr.

**Formats / Rates**

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<th>2/1 page</th>
<th>1/1 page</th>
<th>Junior page</th>
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<tr>
<td>Price:</td>
<td>€3,300</td>
<td>€2,200</td>
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Magazine format: 210 × 280 mm • all rates plus VAT. • other formats on request • all sizes w × h in mm

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* Bleeds
Bleed allowance starting from bleed format plus 3 mm head, min. 3 mm outside trim and 3 mm trimming margin to the gutter.

For ads with crossovers, it is important to take into account that a portion of the gutter may be lost due to the nature of perfect binding.

Our recommendation for the text distance from the binding in mm, measured for 12 point font:

- **when placed in the front part:**
  - left side 7.5 mm; right side 5.5 mm – lines with larger font sizes according to their interword spacing

- **when placed in the center section:**
  - left side 5.0 mm; right side 5.0 mm – lines with larger font sizes according to their interword spacing

- **when placed in the rear part:**
  - left side 5.5 mm; right side 7.5 mm – lines with larger font sizes according to their interword spacing
AD SPECIALS

Loose inserts

• enclosed in the total circulation, subscription circulation or single sale quantity according to postal code areas
• Minimum quantity 10,000 copies
• Maximum size 190 mm x 270 mm (w x h)
• Minimum size 105 mm x 148 mm (w x h)

Rate: € 170 per 1,000 up to 25g other weights on request

Loose inserts with Add-on / Giftcard

plus € 400

Bind-ins

• Printed matter, free samples
• Delivery: folded, 10 mm head trim, 3 mm trim to the waistband and at least 3 mm outside and foot trim
• Paper weight: at least 150 g/m2

Rate: 2 pages € 120 per 1,000
4 pages € 160 per 1,000

Tip-ons

• Postcard, CD etc.
• Only in combination with basic display

Postcard € 75 per 1,000
CD/DVD € 150 per 1,000

Loose inserts, bound inserts, and tip-ons must be suitable for mechanized processing and be packed in the exactly appropriate way – in handy packs stacked loosely on pallets.

Shipping cartons for all ad specials must be labeled as follows:
• For TR issue no.
• Name of the advertising company
• Quantity of inserts / number of pallets

Ship ad specials to:
Dierichs Druck + Media GmbH & Co. KG
Mr. Thorsten Stähle
Frankfurter Straße 168
34121 Kassel, Germany
Phone: +49 [0]561 / 60280-171
Fax: +49 [0]561 / 60280-199
AD SPECIALS

Cover flap
• Flap ad space front 3/4 and back space 1/1
Rate: €7,500 subscribed circulation only

Belly-band
• Encloses the magazine and is fixed on the back with an adhesive dot
Rate: €9,000 subscribed circulation only

Cover / Back gatefold
• An ad page that folds out one or more times to the left (title) or right (back cover).
Rate: €25,000, 3 pages entire circulation

Island ads
• Possible only as double advertisement
Rate: €3,000

Loose inserts/bind-ins/tip-ons
Extra charges:
• partial coverage: 10%
• Loose inserts with add-on/gift card: €400
Please check with us directly further rates, technical data and the current circulation figures for calculating the print run.
Please send us 5 samples before placing the order.
For items with a thickness of more than 2.5 mm the post office charges additional fees, which are passed on separately.

Service:
We will be happy to take over the production of supplements, inserts and tip-ons as well as other forms of advertising for you. Our service ranges from layout work to complete print processing by our contract printers.
Other special advertising formats on request.
All rates plus VAT.

AD SPECIALS

Online/App Profile
Deadlines/Topics Formats/Rates Ad Specials Newsletter/Podcast Online/App Publisher/Tech. specifications Readership Conferences Contact

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Island ads
• Possible only as double advertisement
Rate: €3,000
NEWSLETTER WEEKLY BRIEFING

Every Friday morning, TR Editor-in-Chief Luca Caracciolo summarizes and ranks the week’s most important tech and science topics of the week and puts them in order. What is really important? And how are the events to be evaluated? In easy-to-understand and clearly structured texts, Caracciolo presents the topics in such a way that they can be quickly grasped and read. In addition, there is a link list of pieces from other media that are worth reading.

NEWSLETTER AD

Size: 600 × 150 px
Subscribers: 12,000
Rate: €1,000
(Contains 2 newsletters with free choice according to availability)
The MIT Technology Review podcast consists of two formats:

On the 2nd Friday of every month, Luca Caracciolo publishes his interview format, where he talks with prominent guests from science, technology, and society to find out what's on the minds of the people who matter so much in these times of crisis.

Every 4th Friday, MIT Technology Review editors delve into topics from the current issue. Whether it's the hydrogen economy, artificial intelligence or electro mobility, the focus is on important facts, small anecdotes and big contexts in an entertaining talk format.

### Podcast format:
- Audioformat
- Episode length: approx. 30-45 minutes
- Publication: 2nd and 4th Friday of the month
- 18,000 listeners

### Inclusion:
- 2 spots

### Length:
- 30 seconds

### Playout channels:
- On heise.de, via Technology Review’s Twitter channel (currently over 50,000 subscribers) and Facebook profile (currently > 4,000 subscribers).
- Subscribable via RSS feed
- iTunes, Spotify

### Views:
- 3,500

### Advertising opportunities:
- Inclusion: 2 spots, 30 seconds; Included at the beginning and end of the podcast, produced by Heise with a trained narrator
- Sponsor reference in the podcast descriptions on all platforms incl. link and short company description
- Exclusivity: sole sponsor of an episode!

### Rate:
- € 2,000
TECHNOLOGY REVIEW ONLINE

Standard advertising solutions

- All IAB standard formats
- Permanent campaign optimization via in-house ad server
- Geo-targeting
- Frequency capping
- AdSpecials and exclusive sponsoring on request
- Sponsoring of individual sections such as infotech or energy possible

User traffic / Coverage

- 2,217,872 page impressions*
- 272,000 unique user per month**

<table>
<thead>
<tr>
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<th>Leaderboard (728 x 90)</th>
<th>Skyscraper (max. 160 x 600)</th>
<th>Medium Rectangle (300 x 250)</th>
<th>Wallpaper (728 x 90 + 160 x 600)</th>
<th>Half Page Ad (300 x 600)</th>
<th>Billboard (max. 970 x 250)</th>
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* Source: IVW August 2022  ** AGOF daily digital facts 2021 – Nov. (df)
TECHNOLOGY REVIEW ON THE TABLET
(iOS AND ANDROID)

Format - Placement - Rates

Opening Page
Prominent placement directly behind the cover
Basic rate: €2,000

Fullscreen
Embedded in editorial content
Scroll-down function for more content
Basic rate: €1,000

Template-Service
If you do not have the means to create advertising material optimised for tablers yourself, we would be pleased to help: Using our template service we will produce your digital ad according to your wishes – at attractive terms and optimally adapted to the end device.

Example template:
Animated successive presentation of compact informations; including linking

The given rates are eligible for discount and the agency commission can be deducted. Interactive elements and multimedia elements can be included at no extra charge according to the technical specifications.
## Publisher's Conditions

<table>
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<th>Publisher</th>
<th>Christian Heise</th>
<th>Ansgar Heise</th>
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<td>Ansgar Heise</td>
<td>Beate Gerold</td>
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<td>Heise Medien GmbH &amp; Co. KG</td>
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<td></td>
<td>Karl-Wiechert-Allee 10</td>
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<tr>
<td></td>
<td>30625 Hanover, Germany</td>
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<tr>
<td>Chief Editor</td>
<td>Luca Caracciolo</td>
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<tr>
<td>Year</td>
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<td>Advertising Director</td>
<td>Michael Hanke</td>
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<tr>
<td>Phone</td>
<td>+49 (0)511 5352-167</td>
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<td>Fax</td>
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<tr>
<td>E-mail</td>
<td><a href="mailto:michael.hanke@heise.de">michael.hanke@heise.de</a></td>
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<td>Terms of Payment</td>
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<td>Mrs. Schüßler / Mr. Schlewitz</td>
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<tr>
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<td>Frankfurter Straße 168</td>
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TECHNICAL SPECIFICATIONS

Please provide the data always as PDF files, data as PDF version 1.4 in CMYK mode, unseparated, plus 3mm bleed for bleed formats. Create the data in the following color profiles: Cover: ISO coated v2 300% (ECI) / Content: PSO LWC Standard 46L (ECI).

Due to the glued binding, 5mm of the motif will not be visible on inside front cover page (C2), the first and last content pages and on inside back cover page (C3). On all other pages its 3 mm.

Submit your print data up to 20 MB by e-mail to: prepress@ddm.de
Please name precisely the desired issue in the subject line so that the data can be correctly assigned.
Larger data files via FTP.

Please send binding color proofs (cover ISO coated V2 39L / content: LWC improved 45L(ECL)) to:
Dierichs Druck + Media GmbH & Co. KG
Abteilung Druckvorstufe – Mrs. Schüßler / Mr. Schlewitz
Frankfurter Str. 168
34121 Kassel, Germany

DATA TRANSFER VIA FTP

Log into our ftp server with:
Hostname: ftp.ddm.de
User-ID: heise
Password: anz05xz

Please announce the transfer via FTP by phone or e-mail.

SPECIAL COLOURS

Please note that offshades are possible, if a conversion from Pantone or HKS colours is required.
Special colours must not include transparencies.

SERVICE

For other file formats or problems with PDF creation, please do not hesitate to contact
Ms. Schüßler or Mr. Schlewitz, phone: +49 [0]561 60280-255 (or -256).
For further information visit us on the Internet: www.ddm.de
THE TYPICAL TECHNOLOGY-REVIEW-READER ...

95%  ... is male.
ø 53  ... is on average 51 years old.
78%  ... is highly educated.
43%  ... is employee.

42%  ... works in the ICT sector or in industry & mechanical engineering.
59%  ... is active in IT/software development or research.
94%  ... reads the Technology Review as private subscription.
86%  ... reads the Technology Review predominantly printed.
81%  ... is interested in further vocational training.

69%  ... works in companies with more than 100 employees.
What Technology Review readers want to invest in their area of responsibility

Budget

€500,000 and more: 16%
€250,000 - under €500,000: 13%
€100,000 - under €250,000: 25%
€25,000 - under €100,000: 26%
€5,000 - under €25,000: 7%
under €5,000: 7%
Budget still unknown: 16%

The investment decision makers

Your acquisition intentions

Software: 45%
Hardware: 38%
Telecommunications Products: 23%
Machinery, equipment: 21%
ICT services, hosting: 21%
energy-saving technologies: 18%
Automobile: 16%

66% of readers are involved in B2B purchases. The main focus is on the acquisition of software and hardware.

Branche

The Technology Review reaches employees in many industries.

Mechanical engineering, Automotive engineering, industry: 21%
IT / ICT manufacturer: 15%
Teaching, research: 9%
Vehicle construction, aerospace: 6%
Power engineering, -economy: 6%
Banks, financial services, insurance: 5%
Others: 15%

Base: 362 to 437 participants | Only industries with values above 5% are shown.

You can find more information in our media portal at technology-review.de/media

Quelle: Leserbefragung 2022
heise Jobs IT DAYS

Science - Technology - Engineering and Mathematics

The STEM (MINT) Job Days become part of the successful heise Jobs IT Days. Exhibitors with a focus on STEM (MINT) will thus have an even greater opportunity to meet, advise and inspire future employees, trainees and dual students - on up to 13 dates. We claim: STEM (MINT) professions form the basis for a strong economy. Your advantage and benefit as an exhibitor: The USP of our event concept.

The future sets standards. We pave the way.

DATES

<table>
<thead>
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<td>Hamburg</td>
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<td>Munich I</td>
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</table>

You can find current information on www.it-jobtag.de

Get in touch with us.
We have various sponsorship packages ready for you!

Contact for exhibitors:
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