



E-3 PRINT & ONLINE MEDIA KIT 2010

E-3 Magazine: independent SAP trends, analyses, strategies, and in-depth reports from business and IT

PUBLISHER INFORMATION | EDITION and SALES DATA

2

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Commercial Register

Munich Commercial Register: Commercial Registry Number 143171 | VAT No.: DE222819187

Bank Data

Deutsche Bank AG (DE) | BIN: 700 700 24 | Account No.: 70 03 50 200
IBAN: DE53 7007 0024 0700 3502 00 | SWIFT: DEUTDE33MUC

Stadtsparkasse München (DE) | BIN: 701 500 00 | Account No.: 10 22 44
IBAN: DE36 7015 0000 0000 1022 44 | SWIFT: SSKMDEMM

Volksbank Salzburg (AT) | BIN: 45010 | Account No.: 15 15 04 28
IBAN: AT93 4501 0000 1515 0428 | SWIFT: VBOEATWW3AL

Payment Conditions

The invoice amount is payable within 14 days after the invoice date, pre-tax. Differing payment conditions are negotiated individually. The client bears all costs accruing in conjunction with foreign bank transfers.

E-3 2010 Edition | divided according to target groups and countries

	Germany	Austria	Switzerland	total
E-3 subscribers	23.149	4.077	1.624	28.850
Free and targeted dispatch	2.250	550	250	3.050
Media partnerships	1.500	200	100	1.800
SAP partners and associations	1.100	100	100	1.300
Total (2010)	27.999	4.927	2.074	35.000
Edition in %	80,00 %	14,08 %	5,93 %	100 %
SAP decision makers ¹⁾	16.043	2.823	1.188	20.055
Recommendation & decision makers ²⁾	22.595	3.976	1.674	28.245
SAP reader contacts³⁾	43.317	7.623	3.209	54.149
Gen. reader contacts ⁴⁾	72.797	12.810	5.393	91.000

¹⁾ 57,3 percent of E-3 readers describe themselves as SAP decision makers and read an issue of E-3 48,2 minutes on average.

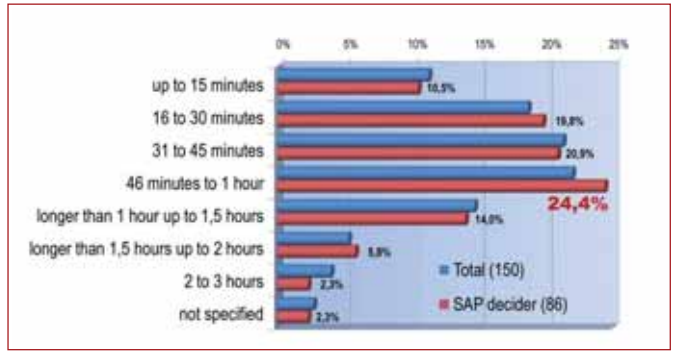
²⁾ 80,7 percent of E-3 readers give concrete, expert SAP recommendations and make SAP recommendations on their own or with colleagues.

³⁾ E-3 multiple use: An SAP decision maker uses E-3 Magazine 2.7 times per issue on average.

⁴⁾ An issue of E-3 magazine is used on average 2.6 times by readers.

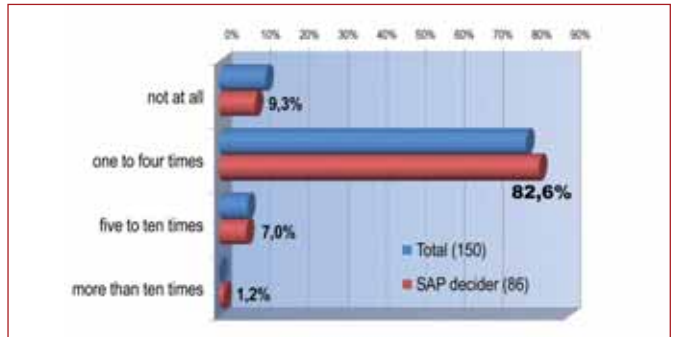


Prof. Alfred Taudes, Ph.D.
 Institute for Information Processing and the
 Information Industry at the University of Vienna
 and Director of B4Bmedia.net AG



Reading time of an E-3 issue, divided according to answers (sample: 150 interviews is 100%) as well as SAP investment decision makers (sample: 86 interviews is 100%). And a success: 51.2 percent of all SAP decision makers questioned read eight to ten E-3 issues per year. In this way, the sustainability of our educational work is guaranteed.

Multiple usage: 82.6% of readers use E-3 Magazine one to four times.



The publisher B4Bmedia.net AG authorized the prolytic Company in fiscal year, 2008, to determine the position of E-3 Magazine in the German-speaking SAP community. E-3 Magazine is well-positioned: E-3 has the strongest brand and is especially valued by readers for its editorial concept. Additional characteristics associated with E-3 Magazine: "informative", "wide variety of topics" and "constructive". E-3 supports advertising customers in attainment of community awareness and positioning; E-3 Magazine delivers independent information for readers and existing SAP customers, especially on SAP and its products, partner companies and general business questions.

Professor Alfred Taudes, Ph.D.

Our marketing and media consultants are always available for individual consultation:

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Issue	Main topics of interest of the SAP community – 2010	E-3 Extra (Supplement available for a fee, see Page 8)	SAP Community Events – 2010
February RED/ANZ 12/28/2009 DUS 1/11/2010 EVT 1/25/2010	Personnel: Surplus of Freelancers, Training for Consultants, HR/HCM-portals. Management: Governance, Risk Control and Compliance (GRC), Outsourcing, BPM Infrastructure: Master Data Management (NetWeaver MDM), SAP-GUI, Duet, Alloy etc	CeBIT & Manufacturing: The most successful SAP business solutions	DSAG Technology Days Mannheim 2/23 and 2/24/2010
March RED/ANZ 1/29/2010 DUS 2/8/2010 EVT 2/22/2010	Personnel: HR/HCM-Outsourcing, Change Management, Analysts & Consultants, ESS Management: System Landscape Optimization, MES/MII, Perfect Plant, BI & SEM Infrastructure: Virtualization, Adaptive Computing, Intel-Server, Windows 2008 Server	All About Logistics: Commissioning, Packing, Transport and Duty	LogiMAT , Stuttgart 3/2 to 3/4/2010 CeBIT 2010 , Hannover 3/2 to 3/6/2010
April RED/ANZ 3/5/2010 DUS 3/15/2010 EVT 3/29/2010	Personnel: Personnel Organization, Project Management, Career Planning, Certification Management: Strategic Enterprise Management, New General Ledger, License Management Infrastructure: Enterprise, Service Repository (ESR) and Service-Oriented Architecture (SOA)	Human Capital Management & Human Resources: Talent Management etc.	Personnel 2010 Stuttgart 4/27 and 4/28/2010
May RED/ANZ 4/1/2010 DUS 4/12/2010 EVT 4/26/2010	Personnel: Access Control Systems, Identity Management, University Cooperation Management: Workflow, E-Procurement, Customer Relationship Management (CRM) Infrastructure: Enterprise Application Framework, Adobe Flex and Air, Web 2.0/3.0	NetWeaver & Co: Portals, BW/BI, MDM, Business Process Management	Sapphire Orlando, USA 5/16 to 5/19/2010
June RED/ANZ 4/30/2010 DUS 5/17/2010 EVT 5/31/2010	Personnel: Sponsorship, Application Consultation, Chance Management, Personnel Search Management: Mobile Computing, Supplier Relationship Management (SRM) and SCM Infrastructure: Interactive Form (PDF), Eclipse, ABAP, Java, Ruby on Rails etc., RFID	BI for Existing SAP Clients: From Open Source to Business Objects	

*) These and additional topics are planned for 2010. The actual coverage is dependent on the trends and happenings in the SAP community and the engagement of SAP partners. The "Call for Paper" is directed to all members of the SAP community: Please direct proposed text to: redaktion@e-3.de, or see www.e3media.info

RED = Redaktionsschluss (editorial deadline) / ANZ = Anzeigenschluss (ad deadline) | DUS = Druckunterlagenschluss (artwork deadline) | EVT = Erstverkaufstag (initial sale date).

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Issue	Central Topics of Interest of the SAP Community – 2010	E-3 Extra (Supplement available for a fee, see Page 8)	Events of the SAP Community – 2010
July/August RED/ANZ 6/4/2010 DUS 6/14/2010 EVT 6/28/2010	Personnel: Training, Continuing Education and Certification, HCM-Outsourcing, E-Recruiting Management: IDES, Global Trade Services (GTS), Data Modeling, APO, Business Suite 7 Infrastructure: Single Sign On (SSO), The Open Group Architecture Framework (TOGAF)	Almanac: Education Work and Complete SAP Knowledge for the Community	
September RED/ANZ 8/6/2010 DUS 8/16/2010 EVT 8/30/2010	Personnel: Central User Management Personnel Search in the SAP Community Management: Plant Maintenance, Business solutions, SBO, SOA-Middleware, ROI & TCO Infrastructure: WebDAV, Dynpro for Java, Transport, Unicode, Composition Environment	ECM, DMS and CMS: Document Management, Archiving, Compliance	DMS-Expo 2010 , Cologne 9/14 to 9/16/2010 DSAG Congress , Nuremberg 9/21 to 9/23/2010
October RED/ANZ 9/3/2010 DUS 9/13/2010 EVT 9/27/2010	Personnel: Key Performance Indicators (KPI), HR Portals and ESS (Employ Selfservices) Management: SAP Consulting, Unified Messaging, Electronic Signature, BPM, GRC Infrastructure: Discovery Server, ABAP Objects, ASAP (AcceleratedSAP), BWA, NetWeaver PI	Customer Relationship Management for Existing SAP Clients	CRM-Expo 2010 , Nuremberg 10/6 and 10/7/2010 Discuss&Discover , Munich 10/19 to 10/21/2010
November RED/ANZ 10/1/2010 DUS 10/11/2010 EVT 10/25/2010	Personnel: HR/HCM Process Management, Talent Management, MBA, Web Learning Management: Enterprise Solution Manager, Supply Chain Management (SCM), PLM Infrastructure: Repository and Registry, Near-Line Storage, Java Development Kit, Linux	Governance, Risk-Control & Compliance	
December/January RED/ANZ 10/29/2010 DUS 11/15/2010 EVT 11/29/2010	Personnel: Career Planning, Change Management, Personnel Leasing, HR/HCM-Software Management: Business Process Platforms, TAO (Test Acceleration and Optimization) Infrastructure: Vendor Managed Inventory, RFC (Remote Function Call), SOAP, GDS, ALE	Kick-off 2011: What do Existing SAP Customers Need to Know according to the Agenda 2010?	

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Ad format	In type area		Bleed-off + 3 mm bleed		Base Price ²⁾	Discount for Quantity Scale ²⁾	
	Width mm	Height mm	Width mm	Height mm	four-color	3 times 5%	5 times 10%
					€	€	€
2/1 page over gutter	392	257	420	297	10.960.–	–	–
Full page ¹⁾	180	257	210	297	6.090.–	5.785.–	5.481.–
Half page across	180	126	210	141	3.518.–	3.342.–	3.166.–
Two thirds page across	180	170	210	185	4.410.–	4.189.–	3.969.–
Two thirds page vertical	118	257	132	297	4.410.–	4.189.–	3.969.–
Third page across	180	85	210	100	2.153.–	2.045.–	1.938.–
Third page vertical	57	257	70	297	2.153.–	2.045.–	1.938.–
Quarter page across	180	61	210	74	1.628.–	1.547.–	1.465.–
1/6 page vertical	57	126	–	–	1.260.–	1.197.–	1.134.–
1/6 page across	119	61	–	–	1.260.–	1.197.–	1.134.–
1/12 page	57	61	–	–	630.–	598.–	567.–
Special placement							
U2 ¹⁾ , U3 ¹⁾ , U4	–	–	210	297	6.900.–	6.555.–	6.210.–

1) U2 and U3 are only between 200 and 205 mm wide! The width is limited by the binding of the back of the issue.

2) All price information is exclusive of VAT but incl. 15% agency fee.

Quantity scale

The quantity scale can only be applied to orders that were calculated with the list price according to the B4Bmedia.net AG price list. Acceptance of the ad volume must occur in consecutive issues. Please contact our media consultants when there are more than five ad repetitions for individual bid proposals.

Placement Requests

Rate increase of 10% on the list price. Binding placements and/or requests for placement are only possible after discussion with the marketing and media sales and recorded in writing.

Agency Discount

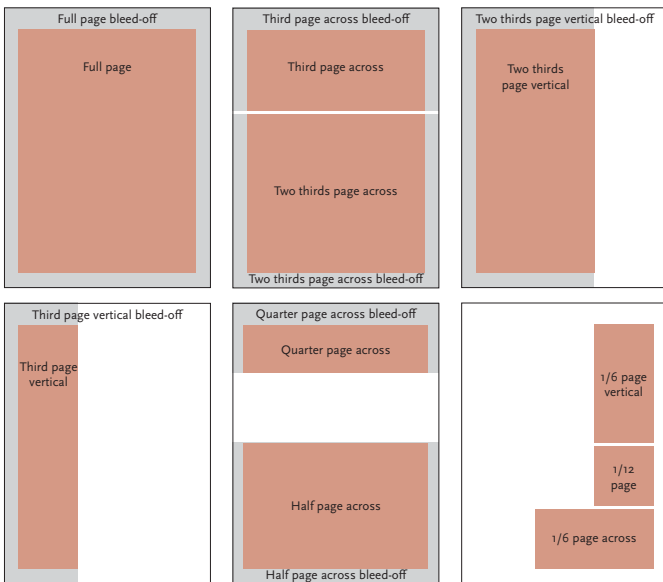
B4Bmedia.net AG allows an agency discount in the amount of 15% of the net amount before VAT. The agency discount can only be claimed in direct transaction with the agency (order confirmation and billing). An appropriate trading license is required.

In general, the following are excluded from the agency discount:

E-3 Community-Info (Print & Online), E-3 Date-Info (Print & Online), trade fair and congress guide placements, advertorials, supplements/inserts, insertion of CDs as well as studies, books, congress volumes, E-3 Extra and E-3 Special.

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File formats

PDF, over Adobe Distiller or PDF/X-3

Programs

Photoshop from V6.0, MS Office Windows, InDesign CS – CS3, Illustrator, Corel-Draw

File Names

File names should be as brief and clear as possible and comply with ISO 9660.

Fonts

All fonts used must be a part of the file, fonts must be embedded. Please select the original font style (e.g. CBFutura Condensed Bold). The selection of semi-bold or italic font styles through specifications such as "bold" or "italic" in the font menu of a program is not permitted. We also require complete font information for the fonts indicated in graphics. Of course, this also applies to fonts in integrated EPS files.

Graphics and Images

As high-resolution files, images must be a component of the PostScript file and in TIFF and EPS formats (no DCS formats). Reduce several levels to one flattened image.

Resolution in 300 dpi

Save graphics and logos as a vector file for an optimum result in the EPS or AI format. Convert texts into paths. If an EPS graphic contains placed images, these must also be delivered.

Compress large files to be sent with Stuffit or Zip. Compression of files: TIFF: LZW, EPS: JPG max. Quality.

Printing Procedures

Colors: 4C Euroscale for offset printing
Web offset, 60 screen

Color Fastness

Proofs based on digital documents can be created on demand and must be calculated separately. There is no guarantee when sending digital artwork. Digital documents are exposed in the way they go into the publisher electronically. The color fastness and the print result cannot be 100% guaranteed.

Bleed-off Advertisements

Outward: 3 mm bleed
Inward: 5 mm bleed from each side of the issue
Inward for fonts and important graphic elements.

Attention:

U2 and U3 are only 200- 205 mm wide!

Supplements and Inserts			
Supplement to 25 g	€ 220.– p. thousand + postage excl. VAT Postage for supplements to 25 g € 13.40 p. thousand higher weight upon request	max. 20.5 x 29.2 cm / min. 10.5 x 14.8 cm Supplements must be attached to a page, otherwise no automatic processing is possible.	It can only be determined if the execution of supplements, inserts, CD-ROMs is possible after the submission of a sample copy and after it has been checked. Furthermore, no discount can be allowed for these services. The postage can be adjusted when there is an increase through post/delivery service.
Bound insert to 25 g	Price upon request	max. 21 x 29.7 cm / min. 14.8 x 15.5 cm each lay + 5 mm head trim and max. 6 mm binding flap; bound inserts with more than four pages must be stapled.	
Bound Insert to 50 g	Price upon request		
CD-ROM	Insertion of CD-ROMs is only possible in connection with the placement of a full page. The CD-ROMs must be delivered in paper sleeves. Price upon request.		

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E-3 EXTRA: The Extra supplement for members of the SAP community

An E-3 Extra is produced as a supplement per issue in E-3 Magazine. The choice of topics is oriented towards a concern in the community and is selected by the E-3 Editorial Department. Partners of the SAP community as well as all companies with highly specific SAP topics have the unique opportunity to present themselves in a better and more comprehensive way in the form of a company profile and of a well-grounded technical contribution to the main topic of interest.

2010 Topics:

February 2010: CeBIT & Manufacturing: the most successful SAP business solutions **March 2010:** All About Logistics: Commissioning, Packing, Transport and Duty. Supply Chain Management, Supplier Relationship Management, etc. **April 2010:** Human Capital Management & Human Resources: Personnel Planning, Talent Management, Continuing Education, etc. **May 2010:** Net-Weaver & Co: Portals, Business Warehouse, Master Data Management, Process Integration & Business Process Management, etc. **June 2010:** Business Intelligence for Existing SAP Customers: From Open Source to Business Objects, **July/August 2010:** Almanac for the SAP Community **September 2010:** Enterprise Content Management: Document Management, Archiving, Compliance, Web 2.0, etc. **October 2010:** Customer Relationship Management for Existing SAP Customers **November 2010:** Governance, Risk-Control & Compliance December 2010/ January 2011: **Kick-off 2011:** What Should Existing SAP Customers Know According to the 2010 Agenda?

E-3 Extra-Package

Full page ad 4C plus 3 pages of technical contribution

Scope approx. 9,000–11,000 characters *)
depending on graphic material delivered to demonstrate
your company expertise

€ 3,960.– not including VAT

The price includes:

Editing, corrections, topic research, image editing, graphics and layout, printing and delivery costs

Additional placement possibilities:

Full page advertorial in the type area^{*)}

Scope approx. 3,500 char. plus image, graphics, logo, address

€ 2,100.– not including VAT

Half page ad across

€ 2,100.– not including VAT

Third page ad across

€ 1,350.– not including VAT

Exhibitor Guide (short description max 500 characters*),
logo and address

€ 250.– not including VAT

E-3 Extra cover pages

€ 3,100.– not including VAT

^{*)} incl. all space and punctuation marks



3 Pages Technical Contributions plus full page ad 4c



E-3 EXTRA Cover pages

full page Advertorial

2/1 Page Advertorial

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E-3 Special-Guide

At every important trade fair, the community has the opportunity to present itself in the Special-Guide (Exhibitor Guide) in the E-3 Magazine.

Print Content:

- Your booth number
- Publication of your company logo
- Introduction of your main topics of interest – your exhibitor text (varies depending on size)
- Your company address incl. internet address, contact persons, e-mail (8 lines)

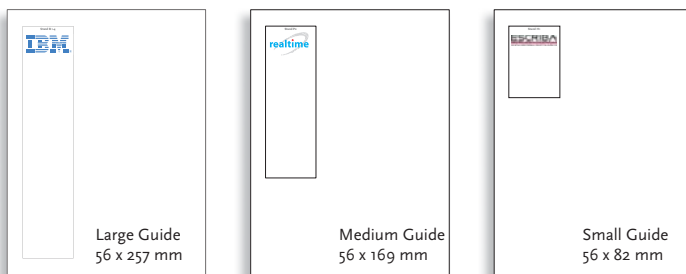
Large entry 56 x 257 mm, 4c € 1.100.– not including VAT
Brief description and/or bid and/or exhibitor text max. 2,630 characters¹⁾

Medium entry 56 x 169 mm, 4c € 720.– not including VAT
Brief description and/or bid and/or exhibitor text max. 1,370 characters¹⁾

Small entry 56 x 82 mm, 4c € 330.– not including VAT
Brief description and/or bid and/or exhibitor text max. 360 characters¹⁾

Included in the price: You receive a PDF of your booked entry for print approval from Graphics. One revision is included in the price

¹⁾ incl. all empty characters and punctuation marks



E-3 Advertorial

If, as a community member, you do not have a promotional ad but want to publish your message in E-3 Magazine within the scope of company-specific editorial coverage, the advertorial process is available to you. You can deliver text, photos and illustrations as a customer, from which a design layout is produced in accordance with the order in accordance with current E-3 design guidelines. There is no collaboration with or influence by the E-3 Editorial Department. You give your print approval to the completed layout. Two revisions are included in the price.

Full page 4c, issue inner section, right € 5.140.– not including VAT
and for each following page –50% discount € 2.573.– not including VAT

Two thirds Page 4c, issue inner section right, vertical € 3.434.– not including VAT

Third Page 4c, issue inner section right, across or vertical € 1.722.– not including VAT

E-3 Personnel Ad

There is increasing interest in personnel changes in the SAP community and what, where, how, when or even why things are done or have been done in the personnel environment. As well as the demand for qualified personnel.

Our offering:

Full page 4c, personnel rubric € 4.200.– not including VAT
Half page 4c, personnel rubric € 2.400.– not including VAT
Third page 4c, personnel rubric € 1.500.– not including VAT
(No agency fee possible)

Banner placement (210 x 210) on the internet set www.e-3.de

in connection with a print placement according to the above price at a special price of € 300.– not including VAT

Volume discount from 3 consecutive placements 10 %
Volume discount from 5 consecutive placements 15 %



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E-3 Community Info Print & Online www.E3community.info

The company entries in the E-3 Community Info-Directory are the yellow pages of the SAP scene. This is the only place your company entry will attract the necessary attention. E-3 readers see the most important associates of the SAP community quickly, clearly and precisely. Possible placements include a frequency of five or ten entries.

Print Contents

Location(s), company (business logo), address, services or tender document text with a max. of 500 characters¹⁾. You receive a form from the Marketing Department so that you can include your data

Online Contents

- Contents, location(s), company (business logo), address, services (company profile or bid text with a max. 500 characters¹⁾)
- Detailed description of your individual solutions (max. 500 characters¹⁾) per solution
- Filing of your company profile (max. 2,000 characters¹⁾) as well as e-mail and internet address
- File your PDF files as well as a Podcast per solution offered. You will be sent a user name and password to log in.

• **Print for five consecutive issues** € 1.470.– not including VAT.¹⁾
• **Print for ten consecutive issues** € 2.625.– not including VAT.¹⁾
• **Online for six consecutive months** € 1.620.– not including VAT.¹⁾
• **Online for twelve consecutive months** € 2.925.– not including VAT.¹⁾
• **Print and online for five consecutive issues** € 1.620.– not including VAT.¹⁾
• **Print and online for ten consecutive issues** € 2.625.– not including VAT.¹⁾

E-3 Date Info Print & Online www.E3date.info

Take advantage of this opportunity to publish your events, road shows, workshops, in-house exhibitions, seminars, continuing education offers and much more in print. Especially targeting the entire German-speaking SAP community in Germany, Austria and Switzerland.

Print Contents

The description of the event can include a max. of 200 characters¹⁾. We require your information deadline, place, event title, organizer rubrics as well as a company logo (see Data Delivery, Page 7). You will receive a form from the Marketing Department so that you can include your data.

Print

- **1 Community-Date-entry** in the E-3 Magazine € 120.– not including VAT.¹⁾
- **5 Community-Date entries** in the E-3 Magazine € 480.– not including VAT.¹⁾
- **10 Community-Date entries** in the E-3 Magazine € 850.– not including VAT.¹⁾
- **20 Community-Date entries** in the E-3 Magazine € 1.250.– not including VAT.¹⁾

Online Contents

In addition to print, we offer the community an online event calendar at www.e3date.info. Companies can publish events, trade fairs and much more.

Online

Online booking with logo placement and link to your homepage and e-mail, **per month** € 75.– not including VAT.¹⁾
Online booking with logo placement and link to your homepage and e-mail, **per quarter** € 200.– not including VAT.¹⁾
Online booking with logo placement and link to your homepage and e-mail, **per year** € 750.– not including VAT.¹⁾



¹⁾ incl. all blank characters and punctuation marks as MS-Word FILE (.doc, .rtf, .txt) 1) You receive a PDF of your booked entry from Graphics for approval. One revision is included in the price.

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Online-Publishing at

www.E-3.de|at|ch | www.E3community.info | www.E3date.info | www.E3cms.de

The banner is an eye-catching advertising format. In addition to the classic banner, the skyscraper has also been established as a standardized advertising format.

We offer you all advertising forms on our online platforms to optimize and support your marketing measures.

Fixed header

486 x 60 pixels, per month, fixed € 560.– not including VAT.
234 x 60 pixels, per month, fixed € 300.– not including VAT.

Rolling header (234 x 60 Pixel)

Header with 3 rolling placements (per month/banner) € 180.– not including VAT.
Header with 5 rolling placements (per month/banner) € 100.– not including VAT.
Header with 10 rolling placements (per month/banner) € 50.– not including VAT.

Fixed skyscraper

(cannot be published at www.e3cms.de)
120 x 600 Pixel € 560.– not including VAT.

E-3 SPECIAL

Sometimes it must be its own magazine. For SAP partners with comprehensive knowledge, a wide product palette, a history of success, complex solutions, the E-3 Magazine team produces an E-3 SPECIAL in media partnership with this partner's responsible parties and specialists. This magazine is more than a cover story. It is the comprehensive and exclusive representation of a topic from the partner's offering. The SAP community experiences the added value of our media partner in precise detail. An E-3 SPECIAL can have 16, 20, 24, 28, 32 or 36 pages. The texts are provided by each of the media partners. The E-3 Senior Editor advises, helps and composes the editorial. Graphics design and produce the E-3 SPECIAL. It can be attached to the regular E-3 Magazine and used at trade fairs and events, as well as in daily marketing work. The price is oriented to the scope, paper quality, edition and necessary support by the E-3 Editorial Department. For more detailed information, contact Mrs. Katrin Funke and Mrs. Annemarie Trattner.



E-3 Content Management

We provide a platform to the community on our internet site, www.E3cms.de (Content Management System), where all editorial publications going back to April, 2006 can be read online and/or downloaded.

At the beginning of each publication period, you can choose from the Standard, Scene, Personnel, Cover Story, Economy, Management, Infrastructure publications as well as E-3 Extra and in this way, quickly and simply attain the desired editorial contribution. The focal points in the individual issues are supplemented by special topics such as DMS, CeBIT, DSAC Annual Congress, etc.

If you want the desired information even more quickly and concretely, we also offer full-text search. Our motto: Simple, quick, comfortable and easy to operate.

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Our marketing and media consultants are always available for individual consultation:

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E-3 READERSHIP and RANGE OF COVERAGE

E-3 – Addressing the target audience on a qualified level

In collaboration with the renowned Institut TNS Emnid GmbH, the publisher had E-3 Magazine checked in the summer of 2008 for readership (decision makers) and advertising effectiveness (use of offers from the magazine) in the SAP community.

You can see the results in the tables below. If you should need further information, our marketing and media consultation team is always available to you.

Decision-Making Authority – SAP products

When dealing with company decisions, purchases and/or investments in hardware and software products in conjunction with SAP, the question is: Are you involved in the decision making processes in any way, whether or not this is your principal field of activity? If yes, what phases of the decision process are you personally involved in?

	Position			Decision makers	
	Total	IT	other	general	SAP
Recommendation and decision makers	80,7%	81,1%	78,9%	91,8%	100,0%
SAP decision makers	57,3%	61,1%	50,9%	87,8%	100,0%
Not involved	4,0%	3,3%	5,3%	2,0%	0,0%
Not my work area	5,3%	5,6%	5,3%	2,0%	0,0%

Survey by TNS Emnid:
Total: 150 personal interviews
Position (IT: 90 persons, other: 57 persons)
Decision makers (general 98 persons, SAP: 86 persons)
Operating licenses (–250: 54 persons, +250: 71 persons); not shown separately in the table.

Targeting: We are tracking the SAP community

Due to its highly specialized SAP coverage, E-3 Magazine enables its advertising customers an individual and sustained approach to the open SAP community. The future of the classic trade magazine is diversification! With numerous commentaries, technical reports, illustrations and caricatures, photo articles from the SAP community, knowledgeable articles as well as supplementary web portals e-3.de, e3cms.de, e3community.info and e3date.info, E-3 Magazine offers the perfect diversification on all relevant media channels in the SAP community. E-3 content in print and online creates communication between all members of the SAP community. Within the scope of the 2008 E-3 copy tests, the Institut TNS Emnid (www.tns-emnid.com) conducted a sample of 150 persons from the current address master data (35,000) and determined that 24.4 percent of the SAP decision makers among E-3 readers read an issue 46 - 60 minutes.

E-3 Magazine has asked the SAP community which attributes are most important in marketing/ PR work? The first named by 21.6 percent of the surveyed (n=97) was the number of subscribers, that is, the personalized addresses. E-3 Magazine possesses approximately 60,000 existing SAP customer addresses. The E-3 circulation of 35,000 is composed of approximately 28,850 firm subscribers and free and targeted dispatch from the general address list. Almost as important to the marketing managers of the SAP community, with 15,5 percent, is the philosophy, the E-3 brand, defined by the work of the Editorial Department.

E-3 Corporate Identity

E-3 is the independent, German-language ERP Magazine for the SAP community. E-3 is free for members of SAP user groups and registered associations (see www.e3abo.info). The monthly magazine reports on all business and technical aspects of an SAP eco-system. In this way, it is the working basis for the operating departments, as well as an information source for IT, the CIO and CFO.

Push & Pull as Print & Online

Due to content reduction in many professional trade magazines and the appearance of numerous blog, Wiki and content portals, the question arises regarding the struggle for survival of magazines and the commercial risk on the internet. Our experience clearly shows that both media channels are necessary in a community for sustained educational work. The duality of push and pull channels proves this. The haptic feeling of success of a magazine cannot be replaced, just as the speed and availability of the web is unique. We carry out sustained educational work with the E-3 print product and deliver services over the internet: our Content-Management-System, www.e3cms.de, the community event notes on www.e3date.info and our premium partner directory www.e3community.info with the alphabetical listing of all SAP partners from Germany, Austria and Switzerland.

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31									
January	Fr New Year 33. CW	Sa	Su	Mo	Tu	Wed The Three Kings	Th	Fr	Sa	Su	Mo DUS 2. CW	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo EVT 4. CW	Tu	Wed	Th	Fr	Sa	Su									
February	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo DUS 6. CW	Tu	Wed	Th	Fr	Sa	Su	Mo Shrove Monday 7. CW	Tu Mardi Gras	Wed Ash Wednesday	Th	Fr	Sa	Su	Mo EVT 8. CW	Tu DSAG Technologietag	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed									
March	Mo EVT 9. CW	Tu CABIT	Wed	Th	Fr	Sa	Su RED ANZ 04	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo DUS 11. CW	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed									
April	Th RED ANZ 05	Fr Good Friday	Sa	Su Easter Sunday	Mo Easter Monday 14. CW	Tu	Wed	Th	Fr	Sa	Su	Mo DUS 15. CW	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo EVT 13. CW	Tu	Wed	Th	Fr	Sa	Su								
May	Sa May Day Labor Day	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th Ascension Day	Fr	Sa	Su	Mo DUS 20. CW	Tu	Wed	Th	Fr	Sa	Su Pentecost Sunday	Mo Pentecost Monday	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed							
June	Tu	Wed	Th Trinity	Fr RED ANZ 07/08	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su DUS 24. CW	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo EVT 25. CW	Tu	Wed	Th	Fr	Sa	Su						
July	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed					
August	Su	Mo	Tu	Wed	Th	Fr RED ANZ 09	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su The Ascension of Mary 31. CW	Mo DUS	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su				
September	Wed	Th	Fr RED ANZ 10	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo DUS	Tu DMS-Explo	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed				
October	Fr RED ANZ 11	Sa	Su Day of German Unity	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su Reformation Day Halloween		
November	Mo All Saints Day	Tu All Souls Day	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su National Day DUS	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su 1 st Sunday in Advent	Mo	Tu	Wed		
December	Wed	Th	Fr	Sa	Su 2 nd Sunday in Advent	Mo	Tu	Wed	Th	Fr	Sa	Su 3 rd Sunday in Advent	Mo	Tu	Wed	Th	Fr	Sa	Su 4 th Sunday in Advent	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su	Mo	Tu	Wed	Th	Fr	Sa	Su

RED = Redaktionsschluss (editorial deadline) / ANZ = Anzeigenschluss (ad deadline) | DUS = Druckunterlagenschluss (artwork deadline) | EVT = Erstverkaufstag (initial sale date).

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- An advertising order in the meaning of the following general terms and conditions is the contract for the publication of one or more ads of an advertising client in a printed publication of the B4Bmedia.net AG company (called B4Bmedia.net below). The advertising order issued is legally binding immediately after written confirmation by B4Bmedia.net. Additional oral agreements are effective immediately after written confirmation by B4Bmedia.net.
- Advertising orders are assigned to a certain medium of B4Bmedia.net and contain a diagram of the ads for booked issues. Orders for ads and supplements, which are to be published exclusively in certain numbers, certain issues or in certain places of the printed publication, must be received timely at B4Bmedia.net so that the client can be notified before the closing date if the order cannot be carried out in this way. Cancellations or ad deferments are to be communicated no later than 4 weeks before the official closing date of the respective issue. When the deadline is not met, B4Bmedia.net can claim payment for the division in the make-up of the advertising space.
- If an order is not fulfilled due to circumstances that B4Bmedia.net cannot control, then the client, irrespective of any further statutory duties, must reimburse B4Bmedia.net the difference between the guaranteed discount and the discount corresponding to the actual reduction. Reimbursement does not apply, when non-fulfillment is based on force majeure in the risk sphere.
- Advertisements, which are not recognizable as advertisements due to their editorial design, can be marked as such by B4Bmedia.net with the word "Ad". The client bears sole responsibility for the content and the legal admissibility of the text and the image documents provided for the insertion. It is incumbent on the client to release B4Bmedia.net from third party claims against B4Bmedia.net, which accrue from the execution of the order, even when it was to be cancelled. B4Bmedia.net is not obligated to check orders and ads to see whether they affect third party rights.
- B4Bmedia.net reserves the right to refuse advertising orders, even individual call orders within the scope of the complete order and supplement orders due to content, source or the technical form, when their content violates laws or official ordinances or their publication is not acceptable to B4Bmedia.net (withdrawal). Supplement orders are binding for B4Bmedia.net after submission and approval of a sample of the supplement. The client accepts sole responsibility for all legal consequences resulting from an advertising message and protects B4Bmedia.net from third party claims for damage and/or counterstatement.
- The client is responsible for the timely delivery of the ad text and clean artwork or of supplements. B4Bmedia.net requests immediate replacement for recognizable unsuitable or flawed artwork. If defects in the artwork and/or data are not immediately recognizable, but become clear during the printing process or subsequent processing of the data, then the client has no claim due to an unsatisfactory imprint. B4Bmedia.net guarantees the customary print quality for the title documented within the scope of the possibilities given by the artwork. The client is responsible for all data given to the publisher.
- The client can claim payment reduction for completely or partially illegible, incorrect or incomplete imprint of the ad or a clean replacement ad, but only to the degree to which the purpose of the ad was affected. If B4Bmedia.net allows an appropriate grace period elapse or if the replacement ad is not clean, then the client has a right to payment reduction or cancellation. Claims for damages are limited to replacement of the predictable damage and to the fee to be paid for the ad or supplement concerned. This does not apply to premeditation or gross negligence of B4Bmedia.net, their legal representatives or their assistants. The legal liability for personal injuries in accordance with the Product Liability Law remains unaffected by this; the defense of contributory negligence remains open for B4Bmedia.net. Claims must be made within four weeks after receipt of invoice and documentation except for defects that are not obvious. Additional claims for damages, for whatever reason, are excluded; this includes telephone orders.
- Proofs for the control of condition and completeness are delivered by B4Bmedia.net upon request. The client must bear the costs for any color printing requested by the client or with replacement printing process of prepared color proofs. The client is responsible for the accuracy of the proofs that are sent back. B4Bmedia.net considers all error corrections, which are communicated to it within the period set upon the remittance of the proof. If the client does not send back the proof conveyed to him within the set period, then permission to print is considered to be issued. If any defects in the print documents are not immediately recognizable, but become clear in the printing process, then the advertising client has no claim against B4Bmedia.net when there is an

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unsatisfactory imprint. When there are corrections issued by telephone, claims against B4Bmedia.net due to incorrect reproduction are excluded.

9. When the title booked does not appear at the point in time indicated, the client has no right to cancel advertising orders and no claim to compensation for damages. If an issue should not appear at all, the client can withdraw from the contract or request the imprint of the ad at the next possible date of publication.
10. If the client has not prepaid, invoice and receipt are sent immediately, preferably 14 days after publication of the ad. The invoice is to be paid within the period beginning with the receipt of the invoice apparent from the price list, if another period or prepayment has not been stipulated in individual cases. Any discounts for advance payment are granted according to the price list. B4Bmedia.net delivers ad documentation together with the invoice upon request. Depending on the type and scope of the advertising order, extracts, document pages or complete document numbers are delivered. A legally binding statement by B4Bmedia.net on the appearance and circulation of the ad takes the place of a document that is no longer available.
11. The client is responsible for the cost of the production of requested and ordered PDF files and/or special reproduction requests; the client is also responsible for the cost of significant changes requested to the original advertising.
12. In the event of a default of payment or deferment of payment, interest in the amount of five percent over the effective base rate of the European Central

Bank is calculated, at least six percent, in addition to collection costs. When there is a default of payment, B4Bmedia.net can delay further execution of the current advertising orders until payment and require prepayment for the remaining advertisements. If there is a reasonable doubt of the client's ability to pay, B4Bmedia.net can also make the appearance of additional advertisements dependent on the payment of invoice amounts due as well as on the prepayment of further advertisements during the term of an ad deadline without consideration of an originally stipulated term of payment. The publisher can also ask for security when there is doubt about the ability of a client to pay or in the event of payment default. The costs that the client will bear for the pre-judicial warnings amount to € 2.50 for the 2nd warning and € 6.00 for the 3rd warning.

13. The price list published at the point in time of the order placement applies. A change in price remains reserved. For orders confirmed by B4Bmedia.net, price changes are only effective when they are announced at least one month before publication of the advertising material. In the event of a price increase, the client is entitled to a right of withdrawal. The right of withdrawal must be exercised within 14 days after receipt of the communication on the price increase. Discounts are determined in accordance with the effective price list. Advertising agencies and other advertising agents are obligated, in their bids, contracts and billing, to adhere to the price list with advertising clients. The compensation arrangement guaranteed by B4Bmedia.net may not be passed on to the client of the advertising agencies and other advertising brokers, either completely or partially.

14. A cutback in circulation will only affect the contractual relationship, when the amount of the edition has been ensured and the decrease is more than 20% of the amount. In addition, any price reductions or claims for damages are excluded, when the publisher notifies the client of the fall of the edition timely, so that the client can withdraw from the contract before appearance of the ad.
15. Artwork and/or data or data medium are sent back to the client only when requested or when there is a corresponding note in the order. The obligation to preserve ends three months after development of the order, unless another agreement has been made. 16. The E-3 editorship of B4Bmedia.net accepts proposed text, reports, commentaries and interviews at any time and will process, amend or shorten these according to the general applicable editorial guidelines. In the process, it must be assumed that the contributions are provided exclusively; however, there is no obligation to publish on the part of B4Bmedia.net without written agreement and these texts can be processed, amended or shortened by the Editorial Department – as previously mentioned – so that they can be treated as a press release. The transmittal of texts and images gives B4Bmedia.net the unlimited right to publish.
17. Oral agreements require written confirmation by B4Bmedia.net to be effective.
18. The general terms and conditions, order confirmation and respective price list are controlling for each order. The jurisdiction for all disputes resulting from contractual relationships underlying these terms and conditions is, in so far as the law does not compel anything else, the registered office of B4Bmedia.net. The German Federal Law applies.

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“Those who practice communication stand in service to others and pass on a gift, which shapes, forms and changes them, so that there evolves a new Third from those who give and those who receive: the Communio.”

Prof. Dr. Gisbert Greshake is Professor Emeritus for Catholic Dogmatics and Ecumenism, Co-Editor of the Edition of Christian Source Texts. He teaches at Gregoriana in Rome and in Freiburg/Breisgau.

Your community responsibility and ours

Consultation means answering questions. Only those who know the SAP community can make the wishes and goals of existing clients and those who are interested their own. As consultants and support, the E-3 Magazine team wants to be there for you in all phases of your community work. No one person can know everything. What one person doesn't know, others do. When there are challenges that exceed the capabilities of an individual, we are available with the concentrated competence of the E-3 team. Together with you, our goal is to work together with the best of the SAP community.

The knowledge of the open SAP community is available free of charge:
www.e3abo.info.

Education is guaranteed by the engagement of our partners from the open SAP community in financial matters and matters of content. We thank all members of the German-speaking SAP community and look forward to further critical/constructive collaboration and the sustained financing of this education.