

VDE DIALOG MEDIA PROFILE 2025



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PROFILE IN BRIEF

The *VDE dialog* is the international technology magazine from VDE

The *VDE dialog* is aimed at decision-makers in business, science, technology and politics.

The magazine has been providing regular information on innovations in research, development, testing and certification for over 60 years. From the energy transition to artificial intelligence, robotics and Industry 4.0 all the way to digital health and (e-)mobility – VDE’s technology magazine concentrates on the cutting-edge technologies of our time.

For an electric future worth living in.



TARGET GROUPS

Reach your individual target group with precision

With a print circulation of 40,000 copies, the *VDE dialog* is the publication for shaping opinions on technology and innovation as well as business and society.

Placing an ad ensures that you reach your precise target audience, since every copy is individually delivered to a known subscriber or VDE member – with no scatter loss.

The *VDE dialog* is additionally published as a digital e-paper and as a PDF for all e-readers.

Use the *VDE dialog* for your recruiting activities or to bolster your image as an employer: your ad raises awareness of your company among university students and young professionals in VDE as well as decision-makers from politics, business, science, research, teaching and education.

Publication frequency:

quarterly



TARGET GROUPS

Your target group

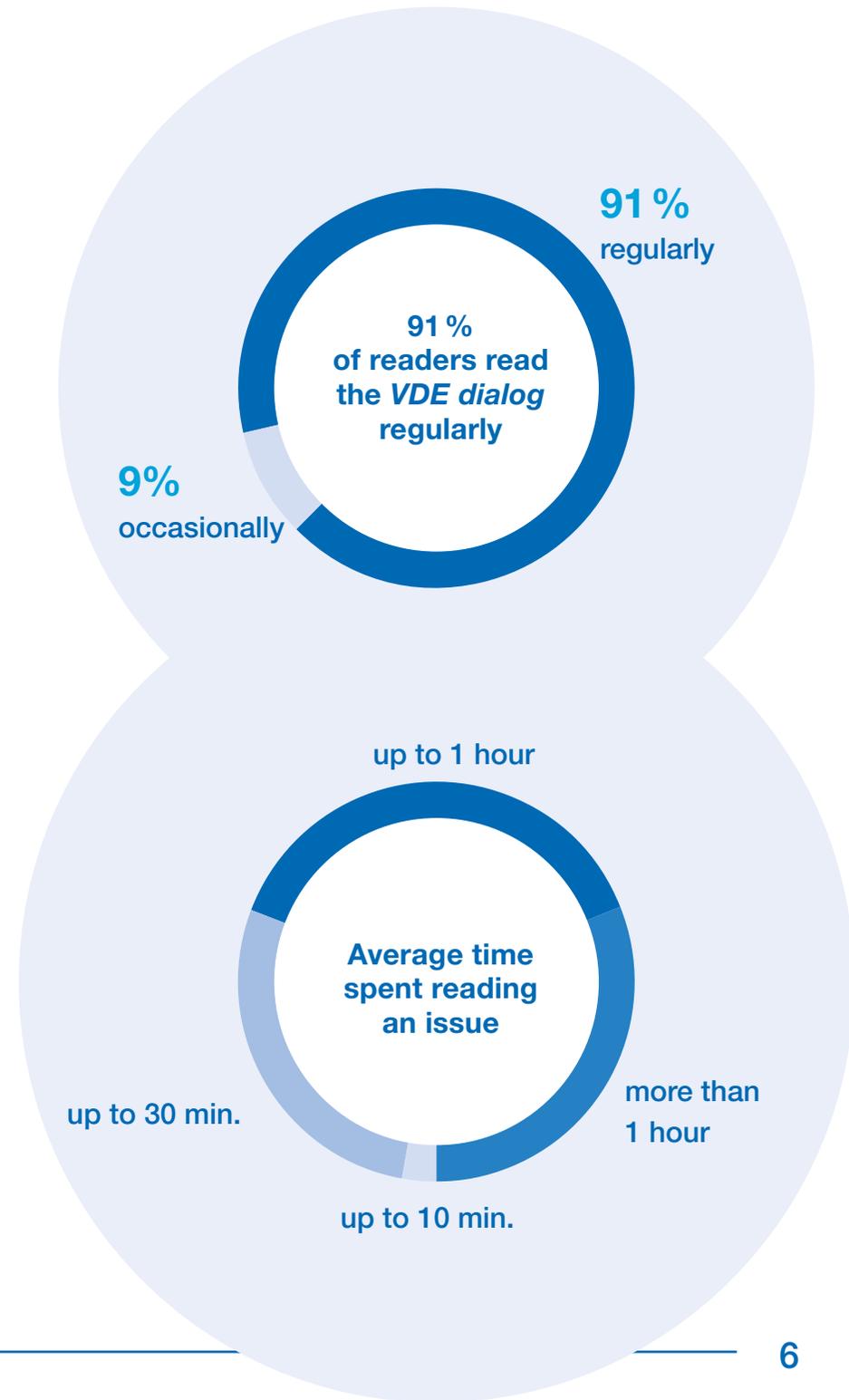
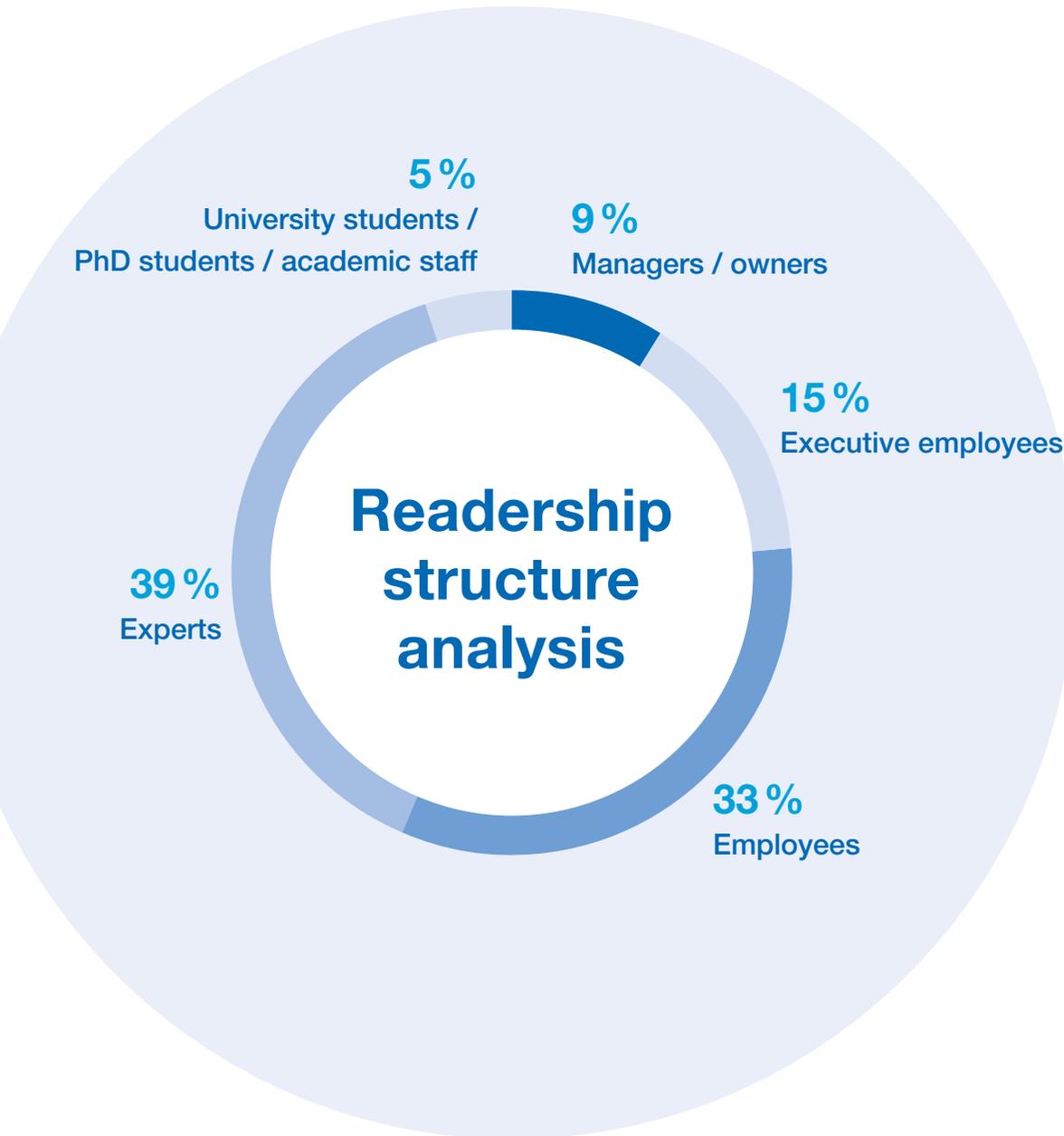
- Over 30,000 VDE members – engineers, computer scientists and natural scientists as well as university students and young professionals in electrical engineering and information technology are known addressees, receiving each edition at their personal address
- 1,500 member companies and the broader circle of their management and employees
- 3,000 subscribers from politics, science, associations and public authorities receive the magazine at their personal address
- In addition: distribution in ministries, public authorities and universities

International reach

2,000 English-language print copies are delivered to international decision-makers from business, politics and science in the US, China, Japan, Singapore and South Korea



TARGET GROUPS



SECTIONS

Focus



The artist is meticulously redefining the human surveillance face watch... even through the pores of the British mathematician Alan Turing was auctioned off at Sotheby's in London for a record sum of 1.2 million euros. The center of the 2.2-meter painting called "Mr. Gai" is the AI artist AI-Da. It is one of the most highly developed robots in the world and has cameras in its eyes and sensors hands.

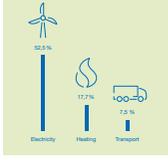
8%
is the proportion of women on the labor market in electrical engineering and information technology.
* More on this topic on page 9
Source: ifl, www.ifl.de "Trends of Electrical Engineering"
Volume 6: Women in Electrical Engineering

"Basically, I believe that it should not be politicians who decide which form of climate-neutral mobility will prevail, but the market."
Dr. Wilker Wiesing, German Minister of Transport

E-World 2025
E-world energy & water views itself as the leading trade fair and meeting place for the European energy industry. From February 11 to 13, experts from companies, energy suppliers and associations will meet in Essen. The extensive program also includes a career day and digital events. VDE/TAI and DNE will also be there and are organizing the forum "Convergence in the AI Electric Society" in Hall 4, Stand F113 on February 11 from 10 am.

More information, program and hall plan
* www.e-world-essen.com

Electricity tops heat and transport
Calculations by the German Environment Agency for 2023 show that 21.6 percent of German energy consumption was covered by renewable energies. This amounted to 500 billion kilowatt hours. There were major differences between the individual sectors, while renewable energies made up more than half the total electricity consumption in 2023, their proportion in the heating and transport sectors lagged well behind.
Source: AGEE-GfE | German Environment Agency



Electricity: 52.9%
Heating: 17.7%
Transport: 7.5%

Energy consultant for the federal government
VDE ETO Chair Dr. Britta Buehler will advise the German Ministry for Economic Affairs and Climate Action on the new energy research program. She was appointed to the 10-member advisory board of experts from science and industry back in October. The work focuses on concrete measures to accelerate the transformation of the energy system. The industrial and electrical engineer has been Chair of VDE ETO since 2022 and is committed to creating links between science and business, as well as between generations, and to shaping the future together.

06 Spectrum 07

FOCUS

The Focus delivers an overview of the most important news in the areas of research & innovation, young talent & careers, as well as safety & standardization.

Robots

Everything under control



More devices, more diverse applications, greater range: the world of industrial robots is changing rapidly – even if the most important developments are taking place behind the scenes.
By Manuel Heckel

Booming bass, glittering lights, a cheering audience – it was an unusually large stage for an automation system. At the beginning of October 2024, Sata SDO Show Markt had several robots in human form appear at a company event. "Everything we have developed for our cars, advanced motors, batteries, gearboxes, the software, the AI processors, its computer, it all actually applies to a humanoid robot," said Maas. At the event, the robots served drinks to the guests away from the spotlight, these robots will soon be working in-house at the US car manufacturer. A few days after the event, however, each media doppelgänger the impressive images. Most of the robots' movements were remotely controlled by employees behind the scenes.

The buzz goes to eleven, however, that robots designed for industrial use also have great appeal for those outside the industry. And beyond these images, things are also advancing in the broad sense of the word: The number of robots is increasing, their use is paying off far more often and their operating range is growing wider and wider. "It's like a change in the market," says Jörg Rosenmattler, who heads the Robotics Division of Swiss manufacturer ABB in Germany.

The "World Robotics Report" published in the fall by the International Federation of Robotics (IFR), an association in the global manufacturing industry, counted more than half a million newly installed systems for the year 2023. Around 4.2 million robots were working worldwide at the turn of 2023/2024. The automotive industry was the largest user, with 135,000 robots. This was followed by the electronics industry, which had similar sales figures. Compared to the beginning of October 2024, Sata SDO Show Markt had several robots in human form appear at a company event. "Everything is always the case that companies deploy one, several or hundreds of robots in production not out of a love of technology, but for economic reasons. And this is becoming increasingly common." Automation used to be a nice-to-have, today it's a must-have," says Malin Milevski, founder of Unchaind Robotics. The Flextension-based company helps

More than four million robots are already working around the world today, often hand in hand with humans. These ever new developments hold a fascinating appeal.

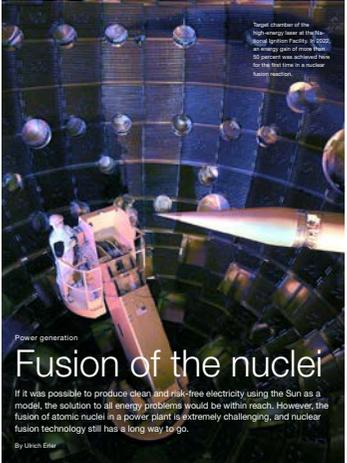
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TITLE TOPIC

The title topic of each issue focuses on a current priority area. This is where our reporters cover the latest innovations from areas such as Industry 4.0, smart grids, e-mobility, health and other exciting topics.

First-class authors examine the re-spective title topic in reports, features, picture spreads and interviews from a range of perspectives including research and development, economics and business.

SECTIONS



Target chamber of the high-energy laser at the High-Light facility ready to start an energy gain of more than 50 percent was demonstrated for the first time in a nuclear fusion reaction.

Power generation

Fusion of the nuclei

By Ulrich Eder

If it was possible to produce clean and risk-free electricity using the Sun as a model, the solution to all energy problems would be within reach. However, the fusion of atomic nuclei in a power plant is extremely challenging, and nuclear fusion technology still has a long way to go.

In recent decades, nuclear fusion has been dismissed by many as science fiction. Scientists often joke that one constant in nuclear physics is that the use of nuclear fusion to generate electricity is always 30 years away. Unlike in the past, however, there could be some truth in the prediction today. That is because nuclear fusion research has recently been attracting attention with some striking findings. Reason enough to take a closer look at this technology, which, unlike nuclear fission, does not produce radioactive waste with a half-life of several thousand years. The best way to understand the physical processes is to look at the Sun, where hydrogen atoms are constantly colliding and release energy in the form of light and heat. But how can we replicate the solar model on earth? This is anything but easy, because it takes a huge amount of energy to make subatomic particles collide and fuse together – especially as atomic nuclei are positively charged and repel each other. Bringing them together is only possible with external high temperatures of 15 million degrees Celsius, a pressure of 100 billion bar and a corresponding particle density.

That's why, having begun researching nuclear fusion in the 1950s, researchers did not succeed until two years ago in producing a nuclear fusion reaction that generates more energy than it consumes. The achievement came on December 5, 2022, when researchers at the National Ignition Facility (NIF) at the American Livermore National Laboratory (LLNL) in California generated a net energy gain of more than 10 percent – an absolute first and a sensation in the science community. The world's most powerful laser system was used to heat the inside of a container just a few millimeters in size. The inner walls of the container are coated with high-energy lasers and heated a hydrogen-fuel fuel capsule inside the container. The intense pressure and extremely high temperatures in the Sun, hydrogen atoms constantly collide with such force that they combine and release enormous amounts of energy. How can you recreate this model on earth?

Both nuclear fusion and nuclear fission generate energy from the binding forces of atomic nuclei. However, nuclear fission produces radioactive waste and brings the risk of environmental disaster in the event of an accident. Nuclear fusion is considered to be largely clean, and an environmental clean reaction is physically impossible. The hydrogen isotopes deuterium and tritium will fuse despite having the same charge. And since the mass of the newly formed nucleus is smaller than that of the original nuclei, the lost mass is released as energy according to Einstein's mass-energy equivalence formula $E = mc^2$.

This process also takes place in the Sun: hydrogen is heated into helium at high temperatures (15 million degrees Celsius) and under high pressure (250 billion bar). This generates energy in the form of light and heat.

The plan is to use a laser to heat the fuel to the fusion of deuterium and tritium nuclei to form helium nuclei. Through the so-called ignition of the fuel plasma, the temperature could be maintained without external heating, and a self-sustaining continuous reaction was achieved.

Prof. Markus Roth, Professor of Laser and Plasma Physics at TU Darmstadt, followed the experiment closely. He not only conducts basic experimental research into the interaction of intense laser beams with matter, but is also co-founder and scientific director of the spin-off startup Focused Energy. The German-American company maintains close ties with researchers in the Bay Area and also uses laser-based technology. "The success of our colleagues is fantastic because it shows that the plasma can be ignited if the right conditions are achieved", says Roth. "The physical process is stable, but 90 percent of the energy is still lost. The task now is to optimize the engineering aspects and increase efficiency." While Focused Energy is following the same approach to the first phase of ignition and burning of the plasma, in other respects the company is using methods of its own. The plan is to

30 Topics

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TOPICS

In the Topics section, our authors report broadly on news from research and development but also approach societal issues and show how technology can help us shape a sustainable future worth living in.

VDE Group

Portrait

Pushing democracy and technology

From member of the university group to the Chair of the European Young Engineers – **Batuhan Ayaz** is a dedicated volunteer in the electrical engineering community.

During my studies in automation technology, I became a VDE member and joined the university group in Kaiserslautern. I helped to organize events and had numerous and exciting realizations how much fun it was to get together with so many different people from so many different industries. That's what I find so fascinating about electrical engineering – the fact that it connects so many areas of work and life, from medical to communications and energy technology. I then also got involved at our company.

In 2023, I went abroad for the first time for VDE Young Net and Next Generation DGE. I gave a presentation in Istanbul about our work with young talent. That was also unforgettable for me because my grandparents are from Turkey. As a "grand son's child" so to speak, I was very touched to give a talk about our work in Germany in my family's country of origin. The response was incredibly good. VDE Young Net and Next Generation DGE are role models in Europe because we have structured, well-organized work here and people who put their heart and soul into their work.

In the same year, I traveled to Frankfurt with EUREC, the Convention of Electrical, Electronic and Information Technologies Engineers in Europe, which's motto and that had a great impact on me. I was fascinated by the country, which hadn't really been on my radar, and especially by the people I met there. Young, motivated engineers who want to make a difference, just like me. What



VDE SPEC

From nature through theory into practice

Computers that are based on the principles of biological neural systems and similarly efficient should help to reduce energy consumption. Despite promising research approaches, the standardization needed to transfer them to the market has been lacking – until now.

we have in common is that we want to advance technical development – in all countries. When I was asked on site whether I would represent Germany on the EUREC Young Engineers Panel (VEP), I had to say yes and volunteered to be the chairman.

I have been in this position for about a year now and I really enjoy coordinating the young representatives from all over Europe, including Brazil. I see it as my task to strengthen our connection and our understanding. It is important to me that we share our joint knowledge as an electrotechnical community, regardless of our particular political or economic interests. The

fact that the work can be done almost exclusively online and in English was a challenge for me at first. But meeting that challenge also helped me in my work as a team leader at BASF. Thanks to my work for VDE Young Net, Next Generation DGE and VEP, I have not only traveled to new countries and gained a great deal of valuable experience for my career, I have also made many friends.

More information about the member overview of EUREC, and the other opportunities for students and young professionals:

www.vde.com/youngnet-euro

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COMPACT

The Compact section shares the latest developments at the VDE Group with our readers. The services and offerings of VDE are presented here – for example, regarding continuing education and lifelong learning – as well as news from the regions.

The VDE Young Net – the network of university students and young professionals in VDE – presents its current projects here, attracting the special attention of younger readers.

KEY TOPICS FOR 2025



1 / 2025

Human Machines

Focus: Robotics

AI makes it possible: Next-generation robots operate more autonomously than ever before. We take a look at the latest developments in robotics.

Editorial deadline: November 15, 2024
Advertising deadline: November 22, 2024



2 / 2025

On the hunt for copper, cobalt and more

Focus: Raw Materials

Many future technologies have a downside: they require a high demand for valuable raw materials. Electrical engineering and electronics are also drivers of scarcity. The VDE dialog asks: Where do the scarce resources come from?

Editorial deadline: February 14, 2025
Advertising deadline: February 21, 2025



3 / 2025

Connection with Trust

Focus: Digital Trust

Artificial intelligence, 6G, quantum computers: We are facing groundbreaking changes in the digital world. But what does this mean for the security of IT and communication?

Editorial deadline: May 15, 2025
Advertising deadline: May 22, 2025



4 / 2025

E-dialistic future globally

Focus: VDE Worldwide

The VDE has a strong base in Germany and is deeply rooted in its local associations and regions. However, it is also well-connected globally, not only through its own locations. Join the VDE dialog on a journey.

Editorial deadline: August 15, 2025
Advertising deadline: August 22, 2025

ADVERTISING AND PRICES



1 page

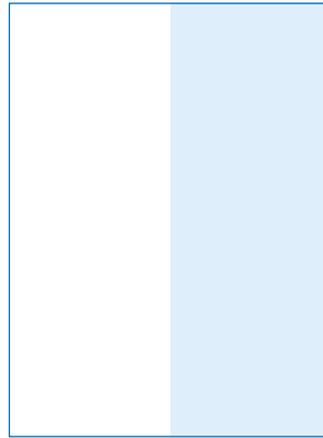
Print space: 170 x 240 mm

Bleed size: 210 x 280 mm

Price: €5,955*

Placement on back cover:

€1,000 additional fee



1/2 page vertical

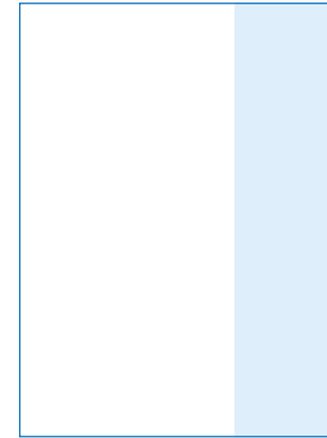
Print space: 85 x 240 mm

Bleed size: 105 x 280 mm

Price: €3,255*

Placement only possible in

title topic section



1/3 page vertical

Print space: 53.25 x 240 mm

Bleed size: 70 x 280 mm

Price: €2,655*

Placement not possible in

title topic section

* Width x height in mm, ads only in 4c.

Bleed size: plus 3 mm cropped on all sides.

The valid VAT rate shall be charged for all prices.

VDE members receive special prices. Get in touch with us.

CROSS-MEDIA CONTENT MARKETING

Print advertorial

You can present your company, your products and your services in prime editorial space with an advertorial.

You have many options here. With an informative text and/or infographic, you can present your content in an objective, detailed and credible manner.

Readers do not perceive advertorials as advertising.
Use your advertorial to reinforce your employer branding and strengthen your customer loyalty and acquisition.

Our editorial team and art director will be happy to help you craft both the textual content and graphics for your advertorial.

- The media costs depend on the size, design, graphics and layout. Please get in touch with us to receive more information.
- The advertorial must be labeled as an ad.



1 PAGE ADVERTORIAL

Text (3,000 characters incl. spaces) + photo + logo (max. 20 x 40 mm on white background) + contact info
Price: upon request



1/2 PAGE ADVERTORIAL

Text (1,500 characters incl. spaces) + contact info
Price: upon request

CROSS-MEDIA CONTENT MARKETING

Digital advertorial

Your advertorial will not only appear in the widely circulated print edition. Present your content online, too, and expand your target group:

- In the digital edition (e-paper)
- In the e-reader-friendly PDF version
- Online at www.vde.com/dialog

Increase your profile on the Internet and reach new target groups.



Cross-media content marketing

In the digital edition of the *VDE dialog* (e-paper), you have the option of embedding your company/image film in your ad or advertorial. Use your film to establish an emotional connection to your target group and sustainably position your company and your corporate values.

Get in touch with us for your individual cross-media quote.



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