



# MEDIA DATA 2025 - Digital

elektroniknet.de

# Table of contents

Profile	3	Webinars	
Target group	4	Whitepaper   Lead generation	16
Advertising elektroniknet.de	5	Online advertorial	
Advertising newsletter	6	Market overviews	17
Newsletter dates	7	Online theme weeks	18
Matchmaker+	13	Exclusive microsite	19
Customized Newsletter		Exclusive surveys	20
Direct-Link-Program	14	CREATIVE SOLUTIONS	21
Social media advertising	15	Events	22
		Contacts	23

# The leading web service for the electronics industry

The leading IVW-approved web service for the electronics industry bundles the content of the media brands "Markt&Technik", "Elektronik", "Elektronik automotive" and "Elektronik medical" on the web, reports around the clock on all important trends, products and company news in the industry and has also a comprehensive supplier directory (Matchmaker+) with around 13,000 company entries.

Electronics decision-makers from design and development, purchasing and management can obtain customized information in 14 specialized channels. In addition to news and technical articles, career tips, the most important people in the electronics industry, picture galleries, a comprehensive encyclopedia, useful white papers and informative and entertaining videos ensure that for many decision-makers elektroniknet.de is their most important source of information in their professional lives.

With 15 editors, the business network has one of the largest specialist electronics editorial teams in the world.

## Target group

- Developers, designers, researchers
- Company, management, public authority management
- Purchasing and procurement
- Production, manufacturing, quality control
- Sales, distribution
- From the business areas of industrial electronics, measurement and control technology as well as automotive electronics, vehicle construction, mechanical engineering

## Channels

Automation, Automotive, Semiconductors, Distribution, E-mechanics + passive components, Electronics manufacturing, Embedded, Communication, Measurement + testing, Optoelectronics, Power, Career, Smarter World, Medical technology

elektroniknet.de



Page views per year:

> 6.5 Mil.\*

Companies in the suppliers' directory Matchmaker+:

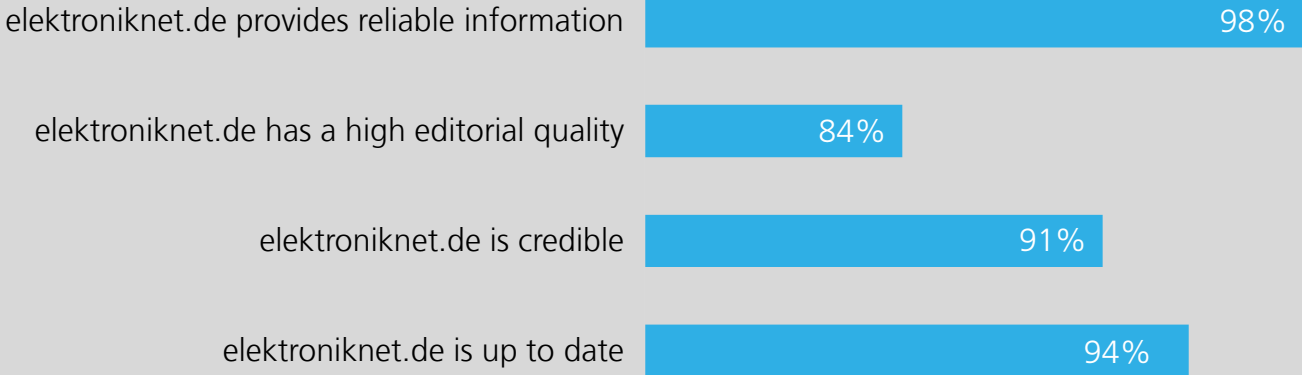
> 13,000



\* Source: IVW 01.09.2022 - 31.08.2023

# Target group

## Rating of elektroniknet.de



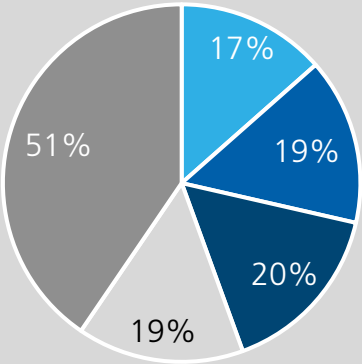
elektroniknet.de user survey 2021

## Product interest

- Active components
- Passive components
- Electromechanics
- Optoelectronics
- Displays
- Measurement technology, testing systems
- Automotive
- Automation technology
- Electronics production
- Power supplies
- Industry 4.0 / IIoT / AI
- Safety & Security
- Medical technology
- Distribution
- Communication technology

Publisher information

## Fields of work



- Company, management, public authority management
- Purchasing, procurement
- Sales, distribution
- Production, manufacturing, quality control
- Development, construction, research

Publisher information

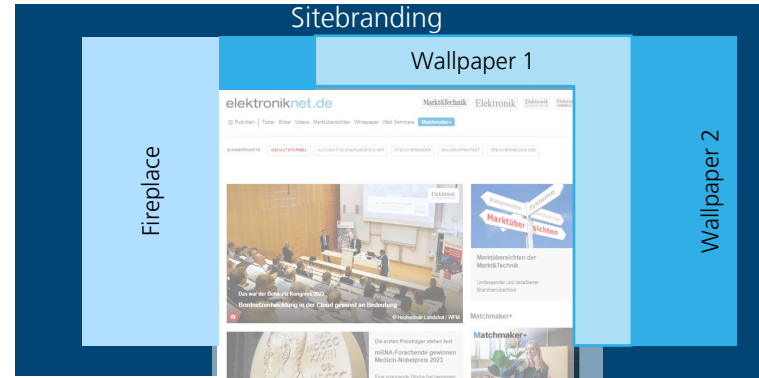
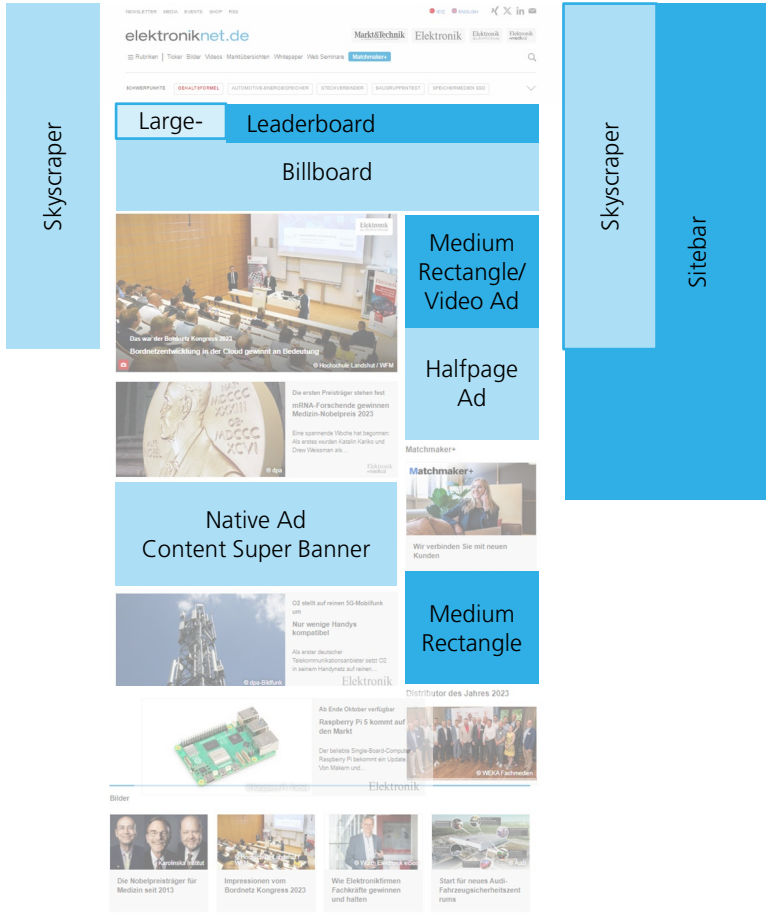
# Ad formats & prices elektroniknet.de



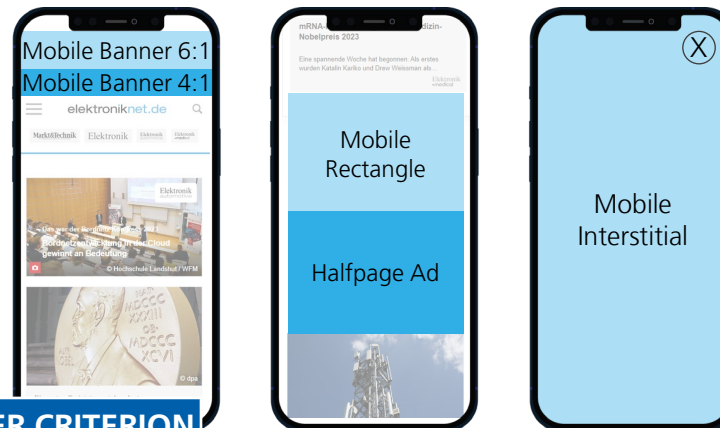
Technical specifications



## AD FORMATS DESKTOP



## AD FORMATS MOBILE



STANDARD ADS	DIMENSIONS (px, WxH)	Cost-per-Mille
Leaderboard	728x90	270 €
Skyscraper	160x600	210 €
Medium Rectangle Pos. 1 & 2	300x250	210 €
Medium Rectangle Pos. 3	300x250	130 €
Mobile Banner - 4:1	320x75	130 €
Mobile Banner - 6:1	320x50	280 €
BIG ADS	DIMENSIONS	CPM
Large Leaderboard	970x90	340 €
Billboard	970x250	400 €
Halfpage Ad	300x600	310 €
Sitebar	600x1200	390 €
Mobile Rectangle	300x250	260 €
Video Ad / Outstream	At least 1280x720	210 €
SPECIAL FORMATS	DIMENSIONS	CPM
Native Ad	see specifications	400 €
Content Super Banner	640x250	400 €
Mobile Interstitial	320x480	400 €
Mobile Halfpage	300x600	400 €
Wallpaper 1 (Leaderboard + Skyscraper)	728x90 + 160x600	390 €
Wallpaper 2 (Large Leaderboard + Halfpage Ad)	970x90 + 300x600	430 €
Fireplace	990x90 + 2x 160x600	510 €
Sitebranding	990x90 + 2x 600x1200	610 €

## TARGETING

Keyword/Contextual; Technical (e.g. time, browser); Geographical; Retargeting; Exclusion of individual devices

## SURCHARGE PER CRITERION

+25 € CPM

# Ad formats & prices newsletter

## BANNER FORMATS NEWSLETTER



NEWSLETTER*		FIXED PRICE PER DISPATCH		
		Elektronik, elektroniknet, Markt&Technik	Elektronik automotive	Elektronik medical or Management & Career
Leaderboard (630x90)		2,590 €	1,990 €	1,890 €
Billboard (630x200) / Native ad without logo / Visualization like article Headline + image + text and ad URL (max. 1 link); image: 225 x 127 pixels, max. 200 KB; headline: max. 40 characters; text: max. 300 characters each incl. spaces	Position 1	2,990 €	2,590 €	2,190 €
	Position 2 & 3	2,590 €	1,990 €	1,890 €
Text ad with logo like Native Ad only with logo (150x150 px)	Position 4	1,990 €	1,690 €	1,590 €
Leaderboard in the e-Paper Newsletter		2,590 €	2,590 €	1,590 € (Elektronik medical only)
Small Rectangle (291x156)		890 €	790 €	
Event entry Text: max. 140 characters incl. spaces and ad URL (max. 1 link) in two newsletters		590 €	590 €	490 €

\*Newsletter recipients:

- Elektronik: approx. 14,000
- Elektronik automotive: approx. 10,000
- Elektronik medical: approx. 6,000
- elektroniknet: approx. 15,000
- International: approx. 30,000
- Career: approx. 8,000
- Markt&Technik: approx. 14,000

Source: Liana Q2/24



[Technical specifications](#)

# Newsletter topics & dates 2025

Date	CW	Brand	Topic	Date	CW	Brand	Topic	Date	CW	Brand	Topic
10.01.25	2	elektroniknet.de		02.02.25	5	elektroniknet.de	Top news of the week	24.02.25	9	Elektronik	Industry 4.0 / IIoT
13.01.25	3	Elektronik	Semiconductors	03.02.25	6	Elektronik	Electromechanics	25.02.25		Markt&Technik	Printed electronics <a href="#">Preview Lopec</a>
14.01.25		Markt&Technik	Connection technology	04.02.25		Markt&Technik	Passive components	26.02.25		Elektronik medical	Displays / HMI's
15.01.25		Elektronik medical	Customers Choice	05.02.25		Elektronik automotive	Electromobility, batteries & rechargeable batteries	27.02.25		Elektronik	Passive components
16.01.25		Elektronik	Power supply	06.02.25		Markt&Technik	Automation & Robotics	28.02.25		elektroniknet.de	
17.01.25		elektroniknet.de		07.02.25		elektroniknet.de	<a href="#">Battery &amp; Power World</a>	28.02.25		elektroniknet.de international	
17.01.25		elektroniknet.de international		09.02.25		elektroniknet.de	Top news of the week	02.03.25		elektroniknet.de	Top news of the week
19.01.25		elektroniknet.de	Top news of the week	10.02.25	7	Elektronik	Semiconductors	03.03.25		Elektronik	Communications technology
20.01.25		Elektronik	Power electronics	11.02.25		Markt&Technik	Distribution & Supply Chain	04.03.25		Markt&Technik	Relays
21.01.25	Markt&Technik	Optoelectronics	12.02.25	Elektronik medical		Printed electronics <a href="#">Preview Lopec</a>	05.03.25	Elektronik automotive	Electromobility, charging infrastructure		
22.01.25	Elektronik automotive	Autonomous driving/assistance systems, infotainment/displays	13.02.25	Elektronik		Sensors	06.03.25	Markt&Technik	EMS		
23.01.25	Markt&Technik	Displays	14.02.25	elektroniknet.de			07.03.25	elektroniknet.de	<a href="#">Preview embedded world</a>		
24.01.25	Markt&Technik	<b>Management &amp; Career:</b> Personnel development and further training	14.02.25	elektroniknet.de international			09.03.25	elektroniknet.de	Top news of the week		
26.01.25	elektroniknet.de	Top news of the week	16.02.25	elektroniknet.de		Top news of the week	10.03.25	Elektronik	Embedded: Hardware, software, tools		
27.01.25	4	Elektronik	Embedded: Hardware, software, tools	17.02.25		Elektronik	Customers Choice	11.03.25	elektroniknet.de	<a href="#">Reports embedded world</a>	
28.01.25		Markt&Technik	Power electronics	18.02.25	Markt&Technik	Power supply	12.03.25	Elektronik medical	Embedded system & Semiconductors		
29.01.25		Elektronik medical	Image processing	19.02.25	Elektronik automotive	Connected vehicles, measurement technology	12.03.25	elektroniknet.de	<a href="#">Reports embedded world</a>		
30.01.25		Elektronik	Test and measurement technology	20.02.25	Markt&Technik	Optoelectronics	13.03.25	elektroniknet.de	<a href="#">Reports embedded world</a>		
31.01.25		elektroniknet.de	Smart Components	21.02.25	Markt&Technik	<b>Management &amp; Career:</b> Securing skilled workers and talent management	14.03.25	elektroniknet.de	LED / Lighting		
31.01.25		elektroniknet.de international		23.02.25	elektroniknet.de	Top news of the week	14.03.25	elektroniknet.de international			
		5				8			16.03.25	elektroniknet.de	Top news of the week

# Newsletter topics & dates 2025

Date	CW	Brand	Topic
17.03.25	12	Elektronik	Test and measurement technology
18.03.25		Markt&Technik	Production & Services
19.03.25		Elektronik automotive	, semiconductors
20.03.25		Markt&Technik	Theme newsletter Electromechanics
21.03.25		elektroniknet.de	Preview EMV
23.03.25		elektroniknet.de	Top news of the week
24.03.25	13	Elektronik	Displays / HMIs
25.03.25		Markt&Technik	Theme newsletter Passive components
26.03.25		Elektronik medical	Image processing, <a href="#">Preview DEMA</a>
27.03.25		Elektronik	Optoelectronics
28.03.25		elektroniknet.de	<a href="#">Preview Hanover Fair</a>
28.03.25		elektroniknet.de international	
30.03.25		elektroniknet.de	Top news of the week
31.03.25		Elektronik	Connectors & cables
01.04.25	14	Markt&Technik	Industry 4.0 / IIoT
02.04.25		Elektronik	Special newsletter: Products of the year 2025
02.04.25		Elektronik automotive	Autonomous driving / assistance systems, cyber security
03.04.25		Markt&Technik	Power supply
04.04.25		elektroniknet.de	
06.04.25		elektroniknet.de	Top news of the week

Date	CW	Brand	Topic
07.04.25	15	Elektronik	Embedded: Hardware, software, tools
08.04.25		Markt&Technik	Image processing
09.04.25		Elektronik automotive	Electromobility, Batteries, rechargeable batteries
10.04.25		Elektronik medical	Measurement technology & sensors
11.04.25		elektroniknet.de	
11.04.25		elektroniknet.de international	
13.04.25		elektroniknet.de	Top news of the week
14.04.25	16	Elektronik	Industrial communication / Industrial Ethernet
15.04.25		Markt&Technik	Distribution & Supply Chain
16.04.25		Elektronik automotive	Connected vehicles, infotainment / displays
17.04.25		Markt&Technik	Test and measurement technology
22.04.25		Markt&Technik	Electromechanics
23.04.25	17	Elektronik medical	E-Health & Security
24.04.25		Elektronik	LED / Lighting
25.04.25		elektroniknet.de international	
25.04.25		Markt&Technik	<b>Management &amp; Career</b>
27.04.25		elektroniknet.de	Top news of the week

Date	CW	Brand	Topic
28.04.25	18	Elektronik	Single Pair Ethernet
29.04.25		Markt&Technik	Semiconductors
30.04.25		Elektronik automotive	Electromobility, charging infrastructure
02.05.25		elektroniknet.de	<a href="#">Preview PCIM</a>
02.05.25		elektroniknet.de	<a href="#">Preview SENSOR+TEST</a>
04.05.25		elektroniknet.de	Top news of the week
05.05.25	19	Elektronik	Power electronics, PCIM
06.05.25		Markt&Technik	Connection technology
07.05.25		Elektronik medical	Passive components & Electromechanics
08.05.25		Elektronik	Displays / HMIs
09.05.25		elektroniknet.de	Energy storage
09.05.25		elektroniknet.de international	
11.05.25		elektroniknet.de	Top news of the week
12.05.25		Elektronik	Thermal management / cooling technology
13.05.25	20	Markt&Technik	Batteries, rechargeable batteries, charging technology
14.05.25		Elektronik automotive	Services & Shared Mobility, Software
15.05.25		Markt&Technik	Power supply
16.05.25		elektroniknet.de	
18.05.25		elektroniknet.de	Top news of the week



# Newsletter topics & dates 2025

Date	CW	Brand	Topic	Date	CW	Brand	Topic	Date	CW	Brand	Topic
19.05.25	21	Elektronik	RFID, identification systems	10.06.25	24	Markt&Technik	Displays	30.06.25	27	Elektronik	Sustainability
20.05.25		Markt&Technik	Smart Building / Smart Home	11.06.25		Elektronik automotive	Wiring systems / connection technology, communication technology	01.07.25		Markt&Technik	Theme newsletter Industrial Computers & Embedded Systems
21.05.25		Elektronik medical	Embedded Systems & Semiconductors	12.06.25		Markt&Technik	Casing and cooling technology	02.07.25		Elektronik medical	Displays / HMIs
22.05.25		Elektronik	Semiconductors	13.06.25		elektroniknet.de	LED / Lighting	03.07.25		Elektronik	Connectors & cables
23.05.25		Markt&Technik	<b>Management &amp; Career</b>	15.06.25		elektroniknet.de	Top news of the week	04.07.25		elektroniknet.de	
23.05.25		elektroniknet.de international		16.06.25		Elektronik	Embedded: Hardware, software, tools	04.07.25		elektroniknet.de international	
25.05.25		elektroniknet.de	Top news of the week	17.06.25	Markt&Technik	Power supply	06.07.25	elektroniknet.de		Top news of the week	
26.05.25		Elektronik	Test and measurement technology	18.06.25	Elektronik medical	Electromechanics & Passive Components	07.07.25	Elektronik		Industry 4.0 / IIoT	
27.05.25	22	Markt&Technik	Embedded: Hardware, software, tools	20.06.25	elektroniknet.de	Preview Automatica	08.07.25	Markt&Technik	Image processing		
28.05.25		Elektronik automotive	Electromobility, power supply	20.06.25	elektroniknet.de international		09.07.25	Elektronik automotive	Power supply, autonomous driving / assistance systems		
30.05.25		elektroniknet.de		22.06.25	elektroniknet.de	Top news of the week	10.07.25	Markt&Technik	Customers Choice		
01.06.25		elektroniknet.de	Top news of the week	23.06.25	Elektronik	Semiconductors	11.07.25	elektroniknet.de			
02.06.25		Elektronik	Power electronics	24.06.25	Markt&Technik	Production & Service	13.07.25	elektroniknet.de	Top news of the week		
03.06.25	23	Markt&Technik	Industry 4.0 / IIoT	25.06.25	Elektronik automotive	Electromobility, charging infrastructure	14.07.25	Elektronik	Passive components		
04.06.25		Elektronik medical	E-health, <a href="#">Preview MedtecLIVE</a>	26.06.25	Markt&Technik	Test and measurement technology	15.07.25	Markt&Technik	Safety & Security		
05.06.25		Elektronik	Sensors	27.06.25	Markt&Technik	<b>Management &amp; Career</b>	16.07.25	Elektronik medical	Semiconductors		
06.06.25		elektroniknet.de		29.06.25	elektroniknet.de	Top news of the week	17.07.25	Elektronik	Embedded: Hardware, software, tools		
06.06.25		elektroniknet.de international					18.07.25	elektroniknet.de			
							18.07.25	elektroniknet.de international			
						20.07.25	elektroniknet.de	Top news of the week			

# Newsletter topics & dates 2025

Date	CW	Brand	Topic	Date	CW	Brand	Topic	Date	CW	Brand	Topic
21.07.25	30	Elektronik	Semiconductors	11.08.25	33	Elektronik	Customers Choice	01.09.25	36	Elektronik	Test and measurement technology
22.07.25		Markt&Technik	Connection technology	12.08.25		Markt&Technik	Optoelectronics	02.09.25		Markt&Technik	Power electronics
23.07.25		Elektronik automotive	Infotainment / Displays, Semiconductors	13.08.25		Elektronik medical	Image processing	03.09.25		Elektronik automotive	IAA Mobility
24.07.25		Markt&Technik	Theme newsletter Power Supply & Power Management	14.08.25		Elektronik	Power supply	04.09.25		Markt&Technik	Displays
25.07.25		Markt&Technik	<b>Management &amp; Career</b>	17.08.25		elektroniknet.de	Top news of the week	05.09.25		elektroniknet.de	
27.07.25		elektroniknet.de	Top news of the week	18.08.25	Elektronik	Traffic engineering	05.09.25	elektroniknet.de international			
28.07.25	31	Elektronik	Test and measurement technology	19.08.25	34	Markt&Technik	Industrial communications / Industrial Ethernet	07.09.25		elektroniknet.de	Top news of the week
29.07.25		Markt&Technik	Distribution & Supply Chain	20.08.25		Elektronik automotive	Connected vehicles, electromechanics	08.09.25		Elektronik	Connection technology
30.07.25		Elektronik medical	E-health, embedded systems	21.08.25		Markt&Technik	Sensors	09.09.25	Markt&Technik	Single Pair Ethernet	
31.07.25		Elektronik	Displays / HMLs	22.08.25		Markt&Technik	<b>Management &amp; Career</b>	10.09.25	Elektronik medical	Passive components	
01.08.25		elektroniknet.de	Smart Grid, Smart Metering	22.08.25		elektroniknet.de international		11.09.25	Elektronik	Semiconductors	
01.08.25		elektroniknet.de international		24.08.25		elektroniknet.de	Top news of the week	12.09.25	elektroniknet.de		
03.08.25		elektroniknet.de	Top news of the week	25.08.25		Elektronik	Embedded: Hardware, software, tools	14.09.25	elektroniknet.de	Top news of the week	
04.08.25		Elektronik	Thermal management / cooling technology	26.08.25		Markt&Technik	Industry 4.0 / IIoT	15.09.25	Elektronik	Power supply	
05.08.25	32	Markt&Technik	Oscilloscopes	27.08.25	35	Elektronik medical	Power supply	16.09.25	Markt&Technik	Electromechanics	
06.08.25		Elektronik automotive	Services & Shared Mobility, power supply	28.08.25		Elektronik	Customers Choice	17.09.25	Elektronik automotive	Infotainment / Displays	
07.08.25		Markt&Technik	Automation & robotics	29.08.25		elektroniknet.de		18.09.25	Markt&Technik	Embedded: Hardware, software, tools	
08.08.25		elektroniknet.de		31.08.25		elektroniknet.de	Top news of the week	19.09.25	elektroniknet.de	Smart Power	
10.08.25		elektroniknet.de	Top news of the week					19.09.25	elektroniknet.de international		
								21.09.25	elektroniknet.de	Top news of the week	

# Newsletter topics & dates 2025

Date	CW	Brand	Topic
22.09.25	39	Elektronik	Customers Choice
23.09.25		Markt&Technik	Theme newsletter Power Electronics
24.09.25		Elektronik medical	Drive technology
25.09.25		Elektronik	Industry 4.0 / IIoT
26.09.25		Markt&Technik	<b>Management &amp; Career</b>
28.09.25		elektroniknet.de	Top news of the week
29.09.25	40	Elektronik	3D printing
30.09.25		Markt&Technik	Image processing
01.10.25		Elektronik automotive	Alternative drives, software & tools
02.10.25		Markt&Technik	LED / Lighting
05.10.25		elektroniknet.de	Top news of the week
06.10.25		41	Elektronik
07.10.25	Markt&Technik		Power supply
08.10.25	Elektronik medical		Customers Choice
09.10.25	Elektronik		Displays / HMIs
10.10.25	elektroniknet.de		
10.10.25	elektroniknet.de international		
12.10.25	elektroniknet.de		Top news of the week

Date	CW	Brand	Topic	
13.10.25	42	Elektronik	Semiconductors	
14.10.25		Markt&Technik	Test and measurement technology	
15.10.25		Elektronik automotive	Electromobility, charging infrastructure	
16.10.25		Markt&Technik	Distribution & Supply Chain	
17.10.25		elektroniknet.de		
19.10.25		elektroniknet.de	Top news of the week	
20.10.25	43	Elektronik	Batteries, rechargeable batteries, charging technology	
21.10.25		Markt&Technik	Theme newsletter EMS	
22.10.25		Elektronik medical	Embedded Systems & Semiconductors	
23.10.25		Elektronik	Communications technology	
24.10.25		Markt&Technik	<b>Management &amp; Career</b>	
24.10.25		elektroniknet.de international		
26.10.25		elektroniknet.de	Top news of the week	
27.10.25		44	Elektronik	Embedded: hardware, software, tools
28.10.25			Markt&Technik	Obsolescence management
29.10.25			Elektronik automotive	Connected vehicles, IoT and big data
29.10.25	Elektronik medical		<a href="#">Preview Compamed</a>	
30.10.25	Markt&Technik		Optoelectronics	
31.10.25	elektroniknet.de			
02.11.25	elektroniknet.de		Top news of the week	

Date	CW	Brand	Topic	
03.11.25	45	Elektronik	Power electronics	
04.11.25		Markt&Technik	Power supply	
05.11.25		Elektronik medical	IoMT & Automation	
06.11.25		Elektronik	Passive components	
07.11.25		elektroniknet.de		
07.11.25		elektroniknet.de international		
09.11.25	46	elektroniknet.de	Top news of the week	
10.11.25		Elektronik	Switches, pushbuttons, HMI	
11.11.25		Markt&Technik	Sustainability	
12.11.25		Elektronik automotive	Electromobility, semiconductors	
13.11.25		Markt&Technik	Theme newsletter Industry 4.0 / IIoT	
14.11.25		elektroniknet.de	<a href="#">Preview productronica</a>	
16.11.25		elektroniknet.de	Top news of the week	
17.11.25		47	Elektronik	LED / Lighting
18.11.25			elektroniknet.de	<a href="#">Reports productronica</a>
19.11.25			Elektronik medical	Electromechanics & Passive Components
20.11.25			Markt&Technik	Casing and cooling technology
21.11.25	elektroniknet.de		<a href="#">Preview SPS</a>	
21.11.25	elektroniknet.de international			
23.11.25	elektroniknet.de		Top news of the week	

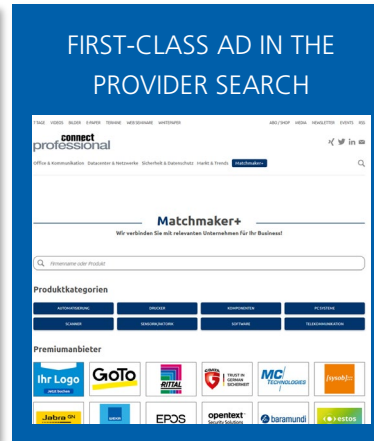
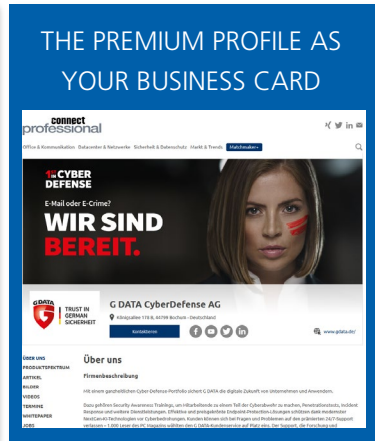
# Newsletter topics & dates 2025

Date	CW	Brand	Topic
24.11.25	48	Elektronik	Connection technology
25.11.25		Markt&Technik	RFID, identification systems
26.11.25		Elektronik automotive	Cyber security, Wiring systems/connection technology
27.11.25		Markt&Technik	Sensors
28.11.25		elektroniknet.de	
30.11.25		elektroniknet.de	Top news of the week
01.12.25	49	Elektronik	Test and measurement technology
02.12.25		Markt&Technik	Production & Service
03.12.25		Elektronik medical	Customers Choice
04.12.25		Elektronik	LED / Lighting
05.12.25		elektroniknet.de	Smart Building / Smart Home
05.12.25		elektroniknet.de international	
07.12.25		elektroniknet.de	Top news of the week
08.12.25	50	Elektronik	Power supply
09.12.25		Markt&Technik	Embedded: Hardware, software, tools
10.12.25		Elektronik automotive	Connected vehicles, connectors
11.12.25		Markt&Technik	Displays
12.12.25		elektroniknet.de	
14.12.25		elektroniknet.de	Top news of the week

Date	CW	Brand	Topic
15.12.25	51	Elektronik	Electromechanics & Passive Components
16.12.25		Markt&Technik	Semiconductors
17.12.25		Elektronik medical	Power supply
18.12.25		Elektronik	Electronics trends 2025

# Suppliers' database promotion

## All this offers you **Matchmaker+**



- ### Advantages
- Address customers when they are interested in your topics and products!
  - Build trust and benefit from our strong content and brands!
  - Generate qualified leads thanks to the professional presentation of your company and your products as a premium provider!

	Starter	Advanced	Premium
	only € 3,990*	only € 5,990* <b>TOP SELLER</b>	only € 7,990*
<b>Premium company profile</b> with extended design options	●	●	●
Logo insertion in our <b>newsletters</b>	●	●	●
Editorial Integration as a partner in our <b>print editions</b>	●	●	●
<b>Topic keywords**</b> to place your message alongside suitable editorial content	1	4	5
<b>Individual design</b> of the placement as a content box	-	●	●
Post on the LinkedIn <b>social media channel</b> with a link to the premium entry	-	●	●
<b>Profile maintenance and setup</b> by our team	-	-	●

\* Term 12 months, start date freely selectable. After 12 months, the subscription is extended indefinitely with a notice period of one month.  
 \*\* Topics or products that match your company. Keywords are limited to a maximum of 36,000 page impressions per year; additional keywords or extensions can be booked at any time.

# Targeted e-DM and Keyword Placement

## Target group-specific: Customized newsletter

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the necessary technical infrastructure and up-to-date recipient data, we efficiently place your desired advertising message in the target group of your choice.

### Advantages

- High reader/user loyalty
- Effective emotionalization
- Clear cost structure
- Maintained database
- Transparent reporting




## Direct Link Program - Your direct link for more sales

The direct link program directs our readers / your customers to your website directly and without detours using keywords defined by you. The combination of professional content and innovative technology guarantees you a high ROI.


### Advantages

- Direct link to your homepage or online store
- Prominent placement in editorial content
- High attention and click probability





**Base price: € 1,990**  
**+ per thousand recipients: € 290** (each not discountable)

Linking your company name/brand:



- **per month: 990 €** (not discountable)
- **per year: € 9,990** (not discountable)

Linking a keyword:



- **per month: starting at 990 €** (not discountable)


# Social Media Push

## Social media plus

We increase your social media reach with the Social Media Plus package!


### Services

- Advertorial in a channel of your choice on elektroniknet.de
- Newsletter entry (date by arrangement)
- Publication on the object's social media channels (LinkedIn, Xing, X (Twitter), medical only: instagram) within 24 hours of publication on the website
- Font, image and format sizes like editorial content. Labeling of posts and the article as advertorial


**Total price: € 2,990** (not discountable)  
 Optional distribution via Newsletter International and elektroniknet.de/international: plus 1,590 €

## Social media plus Chinese

We distribute your content across all digital channels and bring your brand, products, services and success story to China, in the local language of course.


**Total price: 4,990 €**  
 (not discountable)



## Social media sponsored posts

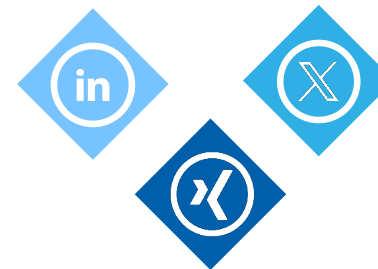
Distribute your content via our social networks now and benefit from our reach and credibility!

### Services

- Publication on the social media channels LinkedIn, Xing and X (Twitter) of the brand of choice
- Posts are linked to URLs of your choice
- Font, image and format sizes like editorial content. Labeling of posts and the article as advertisement

Brand	Follower	Price
Elektronik automotive	48,000 followers*	<b>2,990 €</b>
elektroniknet.de	9,000 followers*	<b>990 €</b>
Elektronik	9,000 followers*	<b>990 €</b>
Markt&Technik	7,000 followers*	<b>890 €</b>
Elektronik medical	5,000 followers*	<b>890 €</b>

\*As of September 2024



[Technical Specifications](#)

# Lead Generation

## Webinar

Provide your customers with specific know-how and involve them actively during the live event: Your audience can ask you questions via chat. Underline the benefits of your products and your company's expertise with a dynamic and interactive presentation.

### Services

- Pre-announcements of the webinar in newsletters (data entry, max. 140 characters)
- Announcement in a channel of your choice for a total of one month (medium rectangle, maximum 5,000 ad impressions)
- Announcement of the webinar in newsletters (native ad)
- A customized newsletter about the webinar
- Participant registration
- Briefing of your speaker and technical implementation
- A live broadcast including introduction and sign-off
- Provision of the webinar as a registration-based on-demand webcast for download
- Forwarding of registration data (company, first name, surname, e-mail address)



**Total price: € 6,990** (not discountable)  
Optional plus 1/1 page print advertisement (design via WEKA): total price € 7,500



**Total price for technical implementation only: € 2,400** (not discountable)  
incl. participant registration, video recording, reporting

## Whitepaper promotion

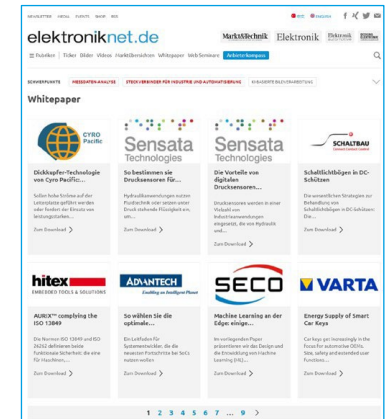
Present your whitepaper in the editorial environment of elektroniknet.de and generate high-quality leads!

### Services and technical specifications including registration

- 2 premium leaderboard banners (630 x 90 pixels, max. 200 KB) in newsletters
- Presentation of the whitepaper including your company logo on elektroniknet.de (whitepaper pdf, description of the whitepaper (recommended 500-600 characters), company logo at least 628x353 pixels at 72 dpi)
- Announcement of the whitepaper in a channel of your choice for 4 weeks. Company name, headline text (37 characters), teaser text (99 characters)
- Lead generation through the registration form on elektroniknet.de



**Price: € 3,500** (not discountable)





# Content-driven Opportunities

## Online advertorial

The online advertorial is ideal for presenting complex topics over a longer period of time. Online advertorials are designed to be perceived by the user as an editorial contribution. This gives your content a high level of credibility.

### Implementation

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment on the home page including image and link
- Placement of your advertorial in the channel of your choice for 4 weeks within the info box
- Digital layout: content and teasers are displayed on both desktop and mobile devices
- Publication of your advertorial in a newsletter of your choice within the duration of the infobox



€ Price: € 2,990 (not discountable)

## Market overviews

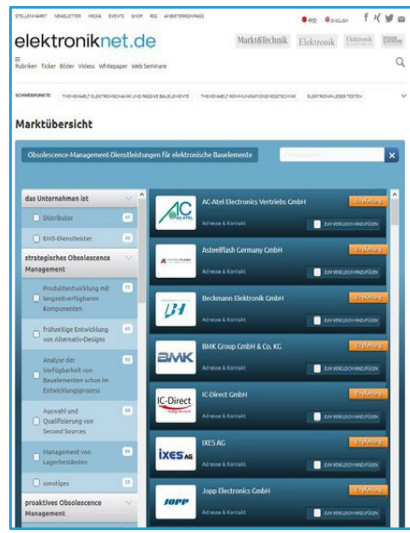
Benefit from the interactive market overviews on elektroniknet.de with comprehensive search and selection functions and enhance your entry.

### Premium entry

- Logo placement (file format: JPEG, PNG)
- Color highlighting of your entry

€ Price per digital market overview: 300 € (not discountable)

i 58,477 insertions of premium provider logos in the market overviews  
 Period: October 2020 - September 2021 Source: OMSTAT



*Technical Specifications*

# Online theme weeks

Our online theme weeks give you the opportunity to place your own content on a specific topic within the editorial environment.



Dates	
10.02.-14.02.25	Electromobility
10.03.-14.03.25	Electromechanics
07.04.-11.04.25	Semiconductors
28.04.-02.05.25	Automotive
09.06.-13.06.25	Embedded systems
07.07.-11.07.25	Power supplies & power management
15.09.-19.09.25	Power electronics
10.11.-14.11.25	SPS - Smart Production Solutions
17.11.-21.11.25	Test and measurement technology
02.12.-06.12.25	Artificial Intelligence

Implementation	Bronze	Silver	Gold
Number of advertorials with their own lead image in the newsletter of the theme week and additionally on elektroniknet.de in a relevant channel	1	1	2
Exclusive direct link company name (on the page for 12 weeks after the start of the theme week)	✓	✓	✓
Your company logo in the lead image for the theme week		✓	✓
Your company logo in the notice for the theme week for 6 weeks		✓	✓
Social media posts on X (Twitter), Xing and LinkedIn (if available)		✓	
<b>Price*</b>	<b>2,990 €</b>	<b>4,990 €</b>	<b>5,990 €</b>

\*not discountable

Individual offers	Price
<b>Users ask - experts answer</b> Video on elektroniknet.de, production via the publisher, reference to the video via social media and the newsletter	<b>4,990 €</b>
<b>Question of the week</b> Survey on elektroniknet.de with announcement	<b>2,590 €</b>

# Exclusive microsite

The microsite on elektroniknet.de is an individual section that enables companies to present their content such as news, product announcements, specialist articles and videos in a targeted manner. The editorial nature of this content enables them to effectively attract the attention of their target group. Integrated into the leading portal for electronics development, the microsite increases visibility and positions companies as competent partners in the industry. Use this opportunity to showcase your expertise and maximize the reach of your content.



## 10 contributions per month

Place content such as news, product announcements, specialist articles and videos about your company



## Message in the newsletter

You can link one news item, product announcement, technical article or video per week in the elektroniknet.de newsletter to your microsite



## Info box

Can be used for seminars, job applications, picture galleries, videos, white papers, etc.



## Exclusive banner advertising

You have free availability of banners on the microsite. In addition, no third-party advertising within the microsite



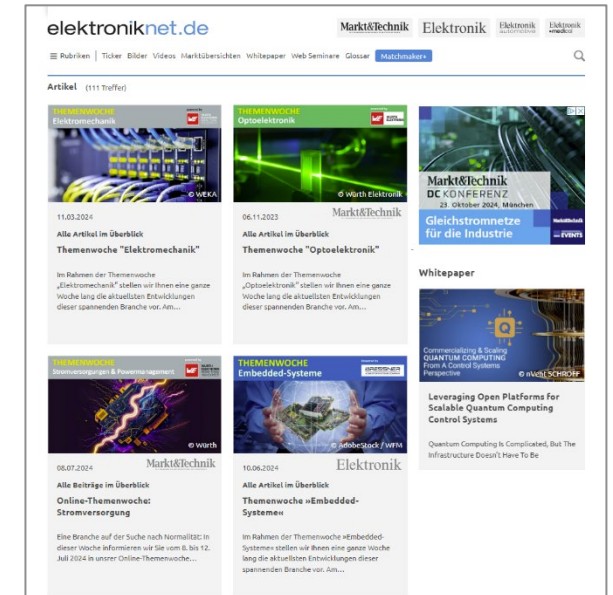
## Link to the microsite

Select a channel on elektroniknet.de that links directly to your microsite via info box next to the homepage link



## Reporting

You receive a detailed report on the performance of your microsite every month



€ 7,950 / month

Minimum term: 2 months  
(not discountable)

# Exclusive surveys

Create professional surveys and questionnaires with us to gain insights into your strategy, market developments or technical trends. The surveys are sent out via the elektroniknet.de communication channels and thus reach your relevant target group directly. We are also happy to support you with the conception, creation, application and evaluation.


## Option 1: Survey

### Implementation:

- Survey consisting of up to 10 questions
- Delivery of the questions by the customer
- Creation and hosting by WEKA
- Case number: N = 30 (minimum)
- Duration: approx. 2 weeks
- **Reporting:** Survey reporting in Excel format

### Advertising program:

- A customized newsletter as well as native ads in newsletters and on the website
- Prize draw (via WEKA) to generate participants

 **Price: € 9,990** (not discountable)

## Option 2: Survey with consulting/evaluation

### Implementation:

- Survey consisting of up to 15 questions
- Delivery of the questions by the customer
- Creation and hosting by WEKA
- Number of cases: N = 50 (minimum)
- Duration: approx. 4 weeks
- **Reporting:** Preparation of a paper (digital) based on the survey results (management summary, graphics, etc.)

### Advertising program:

- A customized newsletter as well as native ads in newsletters and on the website
- Prize draw (via WEKA) to generate participants

 **Price: € 14,990** (not discountable)

# CREATIVE SOLUTIONS

Our in-house agency for impact and results

Use CREATIVE SOLUTIONS, our in-house agency, for customized marketing solutions and innovative, cross-media content marketing campaigns. As a full-service provider, we take care of the entire project: from the initial idea to planning and implementation.

We rely on the concentrated expertise of our specialists and experts and combine their skills to create a holistic campaign idea tailored to your individual needs and objectives.

**Content Marketing**

Get in touch with your target group in terms of content, inform them about your company, convince them with neutral, customized editorial content and thus build trust.

**Corporate Publishing**

Strengthen your brand identity and gain the trust of your target group by sharing high-quality, informative content.

**Social Media**

With a cross-brand concept, you can reach your customers also via our social media channels and can network productively with your target group.

**Video and audio production**

Communicate in multimedia and use our experienced video team for your film and audio productions of any kind.

**B2B Event Marketing**

Intensify personal relationships with business partners and customers. Whether in-house exhibitions, roundtables, partner events or press conferences - we organize your tailor-made event.

**Crossmedia**

Draw attention to yourself and benefit from comprehensive media planning. Place your message in our target group-oriented specialist media and generate awareness, traffic and leads.



**Andreas Melber**  
 Marketing Manager  
 CREATIVE SOLUTIONS  
 +49 89 25556 1575  
[amelber@weka-fachmedien.de](mailto:amelber@weka-fachmedien.de)

# Events

Congresses, seminars, workshops - become a sponsor or exhibitor!

More than 50 national and international B2B congresses, seminars and workshops organized by WEKA Fachmedien offer you the right platform to present your company to a large professional audience! On site or online! Our events are backed by strong media brands, most of which are market leaders in their respective segments. In close cooperation with recognized experts and our specialist editorial teams, we develop event formats that bring your company 100 % to your target group.



04.-05.02.2025

Munich



18.-20.02.2025

Munich



25.02. - 26.02.2025

Munich



11.-13.03.2025

Nuremberg



12.-13.03.2025

Nuremberg



22.05.2025

Munich



02.07.2025

Offenbach



September 2025

Munich



September 2025

Munich



22-23.10.2025

Munich



23.10.2025

Munich



Nov 2025

Munich



06.11.2025

Vienna

**Nicole Wawrzinek**

Sales Event Manager

+49 89 25556 1087

[nwawrzinek@weka-fachmedien.de](mailto:nwawrzinek@weka-fachmedien.de)





# Do you have any questions?

We will be happy to advise you!

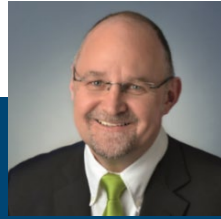


**Carolin Schlüter**

Sales Director Electronics

+49 89 25556-1570

[CSchlueter@wekanet.de](mailto:CSchlueter@wekanet.de)



**Christian Stadler**

Sales Director New Electronics

+49 89 25556-1375

[CStadler@weka-fachmedien.de](mailto:CStadler@weka-fachmedien.de)



**Burkhard Bock**

Key Account Manager

+49 89 25556-1305

[BBock@weka-fachmedien.de](mailto:BBock@weka-fachmedien.de)



**Emilia Dietrich**

Account Managerin

+49 89 25556-1574

[EDietrich@weka-fachmedien.de](mailto:EDietrich@weka-fachmedien.de)



**Martina Greulich**

Account Managerin

+49 89 25556-1576

[MGreulich@wekafachmedien.de](mailto:MGreulich@wekafachmedien.de)

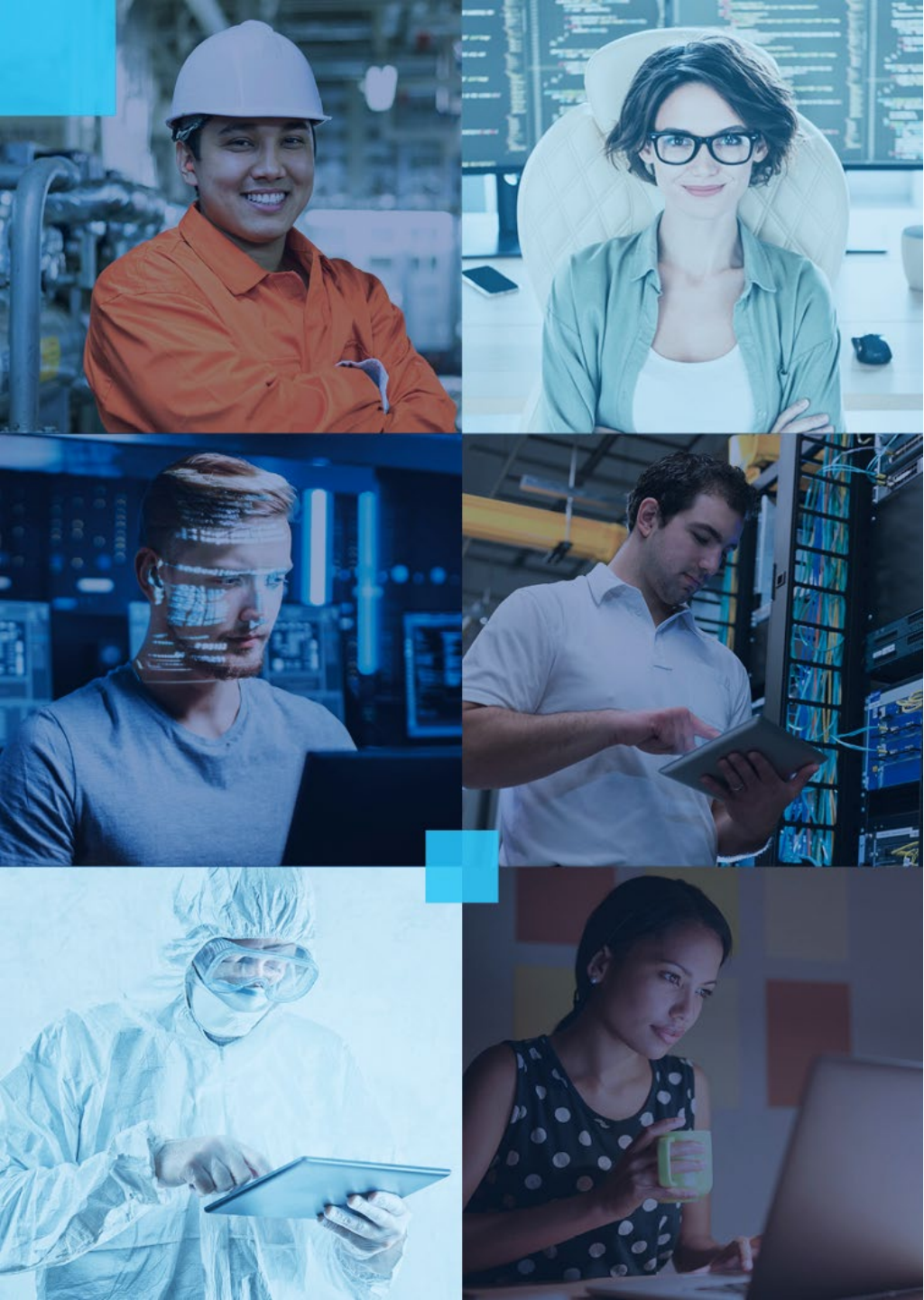


**Rosie Böhm**

Anzeigenassistentz

+49 89 25556-1307

[rboehm@weka-fachmedien.de](mailto:rboehm@weka-fachmedien.de)



# elektroniknet.de



WEKA Fachmedien GmbH  
Richard-Reitzner-Allee 2  
85540 Haar bei München



+49 89 25556 1570



[www.weka-fachmedien.de](http://www.weka-fachmedien.de)

