



MEDIA DATA 2024 - Print

Markt&Technik
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

Elektronik

Elektronik
automotive

Elektronik
•medical

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Markt&Technik

DIE UNABHÄNGIGE WOCHEENZEITUNG FÜR ELEKTRONIK

Elektronik

Elektronik automotive

Elektronik •medical

<p>The independent weekly newspaper for electronics, reports every week on current market events, technology trends, innovations, management, new products and backgrounds in the electronics industry. Clearly identified editorial sections, comprehensive market overviews and focused reports provide a reliable overview of all important areas of the electronics industry. Markt&Technik has been number one in the advertising market (mediaskop trade journal segment electronics), advertising turnover and advertising volume for many years.</p>	<p>Elektronik provides cross-media information on solutions and components for electronics professionals, along with technology and trade fair issues. With its coverage of "hot" topics, from research to technology implementation, rounded off with relevant business and trend topics, Elektronik is the perfect source of information for electronics developers and technical management.</p>	<p>Elektronik automotive provides cross-media information on solutions and components for professional automotive electronics. The four "hot" industry topics of autonomous driving, connected car, electromobility and services / shared mobility from research to technology implementation are complemented by relevant economic and trend topics. This makes Elektronik automotive the perfect source of information for electronics developers, technical purchasing / sales / business development and support engineers at distributors and suppliers.</p>	<p>Far beyond pure product reporting, Elektronik medical conveys valuable specialist knowledge about medical technology, in detailed articles, from the basics to applications. The editorial focus is as much on the design and manufacture of the devices as on their use on patients.</p>
<p>Markt&Technik reaches management, purchasers and development managers in companies that integrate electronic components / assemblies into their products, require the corresponding development tools for this and make the necessary product and purchasing decisions.</p>	<p>Elektronik is the core media for developers of professional electronics products and solutions, technical purchasing / sales / business development, and technical support at distributors, manufacturers and professional organizations.</p>	<p>Elektronik automotive is the media for developers of professional electronic products for the automotive industry, technical purchasing / sales / business development and technical support organizations at distributors and manufacturers.</p>	<p>Elektronik medical is the media for designers and developers of medical devices. The publication targets decision-makers in the fields of development, production and management of medical technology.</p>
<p>Weekly publication + 4 Quarterlies + 6 Trend Guides + the official daily newspaper for the electronica.</p>	<p>14-day publication + the official daily newspaper for embedded world</p>	<p>6 issues bound-in booklet in Elektronik and as stand-alone e-paper</p>	<p>5 issues bound-in booklet in Elektronik and as stand-alone e-paper</p>
<p>57,383 total distributed circulation*of which extended ePaper: 38,392</p>	<p>43,010 total distributed circulation*of which extended ePaper: 24,059</p>	<p>34,680 total distributed circulation*of which extended ePaper: 15,729</p>	<p>28,648 total distributed circulation*of which extended ePaper: 9,697</p>



*Source: IVW Q2/2023. The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website elektroniknet.de.

Reference prices				
Annual subscription print domestic incl. current VAT.	275,00 €, thereof 150,05 € booklet, 124,95 € shipping	199,00 €, thereof 135,30 € booklet, 63,70 € postage and packing		
Annual subscription print abroad incl. current VAT.	318,35 €, of which 150,05 € booklet, 168,30 € shipping	221,10 €, thereof € 135,30 booklet, € 85,80 shipping		
Single issue print incl. current VAT, plus 3.00 Euro shipping costs	6,00 €	10,00 €		
Annual subscription digital e-paper (domestic/foreign) incl. current VAT, without shipping costs	99,99 €	70,00 €	30,00 €	20,00 €
Single issue digital e-paper (domestic/foreign) incl. current VAT, without shipping costs	3,99 €	3,99 €	4,99 €	5,00 €

Topics / Dates 2024

Print edition with extended e-paper	No.	FSD	Advertising deadline	Printing material deadline	Focus topics	Focus topics	Fairs & Events
Markt&Technik	1/2	19.01.24	05.01.	09.01.	power supply	e-kompakt switches / push-buttons/HMI (incl. market overview)	
Elektronik	1/2	23.01.24	02.01.	08.01.	measuring and testing technology	embedded systems	
Markt&Technik	3	26.01.24	12.01.	16.01.	passive components	e-kompakt displays (incl. market overview)	
Markt&Technik	4	02.02.24	19.01.	23.01.	connectors & cables	e-kompakt relays (incl. market overview)	
Elektronik	3	06.02.24	16.01.	22.01.	electromechanics	development tools and software engineering	
Elektronik medical	1	06.02.24	16.01.	22.01.	displays, HMI, connectivity	materials and packaging metrology & sensors	
Markt&Technik	5	09.02.24	26.01.	30.01.	semiconductor	e-kompakt crystals / oscillators / clocks (incl. market overview)	
Markt&Technik	6	16.02.24	02.02.	06.02.	thermal management & cooling technology	e-kompakt Batteries/rechargeable batteries/chargers (incl. market overview)	
Markt&Technik Quarterly	1	16.02.24	02.02.	06.02.	Quarterly distribution & supply chain		
Elektronik	4	20.02.24	30.01.	05.02.	optoelectronics	power supply	
Elektronik automotive	1	20.02.24	30.01.	05.02.	electromobility	assistance systems	
Markt&Technik	7	23.02.24	09.02.	13.02.	industrial computers & embedded systems previews light + building 2024	e-kompakt power electronics (incl. market overview)	light + building, Frankfurt: 03.03.-08.03.2024
Markt&Technik	8	01.03.24	16.02.	20.02.	measuring and testing technology trade fair edition Lopec 2024	e-kompakt drive technology (incl. market overview)	Lopec, München: 06.03 - 07.03.2024
Elektronik	5	05.03.24	13.02.	19.02.	industry 4.0 / IIoT / AI	sensor technology	

Topics / Dates 2024

Print edition with extended e-paper	No.	FSD	Advertising deadline	Printing material deadline	Focus topics	Focus topics	Fairs & Events
Markt&Technik	9	08.03.24	23.02.	27.02.	displays trade fair issue: EMV 2024	e-kompakt identification systems / RFID (incl. market overview)	EMV, Stuttgart: 12.03.-14.03.2024
Markt&Technik	10/ 11	15.03.24	01.03.	05.03.	image processing special: production & service (manufacturing, EMS, printed circuit boards)	e-kompakt power supply (incl. market overview)	
Elektronik	6	19.03.24	27.02.	04.03.	communication technology trade fair guide: embedded world 2024	power electronics	
Elektronik automotive	2	19.03.24	27.02.	04.03.	autonomous driving	wiring systems/connection technology	
Markt&Technik Trend Guide	1	22.03.24	08.03.	12.03.	trend guide: electromechanics & passive components	connection technology, relays, switches / pushbuttons/HMI, thermal management, enclosures, crystals, inductors, transformers, capacitors, market overviews	
Markt&Technik	12	28.03.24	14.03.	18.03.	distribution trade fair guide: embedded world 2024	e-kompakt RF components (incl. market overview)	embedded world, Nürnberg: 09.04.-11.04.2024
Elektronik	7	02.04.24	08.03.	14.03.	embedded systems fair issue: embedded world 2024	measuring and testing technology	embedded world, Nürnberg: 09.04.-11.04.2024
Elektronik medical	2	02.04.24	08.03.	14.03.	embedded systems and semiconductors trade fair issue: embedded world 2024 trade fair issue: DMEA 2024	e-health & safety power & drives	DMEA, Berlin, 09.04.-11.04.2024
Markt&Technik	13	05.04.23	20.03.	22.03.	optoelectronics trade fair issue: embedded world 2024	e-kompakt semiconductors (incl. market overview)	embedded world, Nürnberg: 09.04.-11.04.2024
Elektronik Tageszeitung	1-3	09.- 11.04.24	14.03.	20.03.	THE OFFICIAL DAILY embedded world 2024 		
Markt&Technik	14	12.04.24	27.03.	02.04.	power supply	e-kompakt safety & security (incl. market overview)	
Elektronik	8	16.04.24	22.03.	28.03.	electromechanics	batteries & rechargeable batteries	
Markt&Technik	15	19.04.24	05.04.	09.04.	semiconductor trade fair issue: Hannover fair 2024	e-kompakt printed circuit boards & production technology (incl. market overview)	Hannover Messe: 22.04.-26.04.2024

Topics / Dates 2024

Print edition with extended e-paper	No.	FSD	Advertising deadline	Printing material deadline	Focus topics	Focus topics	Fairs & Events
Markt&Technik	16	26.04.24	12.04.	16.04.	design tools and development systems special: single pair ethernet	e-kompakt sensor technology (incl. market overview)	
Elektronik	9	30.04.24	09.04.	15.04.	passive components	microcontrollers & processors	
Markt&Technik	17	03.05.24	18.04.	22.04.	switches/buttons/HMI	e-kompakt thermal management & cooling technology (incl. market overview)	
Markt&Technik Quarterly	2	03.05.24	18.04.	22.04.	Quarterly distribution & supply chain		
Markt&Technik Trend Guide	2	08.05.24	23.04.	25.04.	Trend Guide: automotive	electromobility, components, distribution, on-board network, infotainment, charging technologies, sensor systems, displays, market overviews	
Markt&Technik	18	10.05.24	24.04.	26.04.	displays	e-kompakt power supply (incl. market overview)	
Elektronik	10	14.05.24	19.04.	25.04.	connectors & cables	embedded systems readers' choice "Distributor of the Year"	
Markt&Technik	19	17.05.24	02.05.	06.05.	crystals/oscillators/clock generators review embedded world 2024	e-kompakt optoelectronics (incl. market overview)	
Markt&Technik	20	24.05.24	08.05.	13.05.	Industry 4.0 / IIoT / AI	e-kompakt enclosures & cabinets (incl. market overview)	
Elektronik	11	28.05.24	03.05.	10.05.	development tools and software engineering trade fair issue: PCIM 2024 trade fair issue: SENSOR + TEST 2024	analog & power management	PCIM Europe, Nürnberg: 11.06.-13.06.2024 SENSOR + TEST, Nürnberg: 11.06.-13.06.2024
Markt&Technik	21	31.05.24	15.05.	17.05.	relays	e-kompakt industrial computers & embedded systems (incl. market overview)	
Markt&Technik	22	07.06.24	23.05.	27.05.	trade fair issue: PCIM 2024 trade fair issue: SMTconnect 2024 trade fair issue: SENSOR + TEST 2024	e-kompakt industrial communication/ industrial ethernet/ fieldbuses (incl. market overview)	SMTconnect, Nürnberg: 11.06.-13.06.2024 PCIM Europe, Nürnberg: 11.06.-13.06.2024 SENSOR+TEST, Nürnberg: 11.06.-13.06.2024

Topics / Dates 2024

Print edition with extended e-paper	No.	FSD	Advertising deadline	Printing material deadline	Focus topics	Focus topics	Fairs & Events
Elektronik	12	11.06.24	17.05.	24.05.	EMV / ESD	power supply	
Elektronik medical	3	11.06.24	17.05.	24.05.	IoMT & automation trade fair issue: MedtecLIVE 2024	electromechanics and passive components	MedtecLIVE, Nürnberg: 18.06.-20.06.2024
Markt&Technik	23	14.06.24	31.05.	04.06.	batteries / rechargeable batteries / chargers	e-kompakt passive components (incl. market overview)	
Markt&Technik Trend Guide	3	19.06.24	05.06.	07.06.	Trend Guide: industrial computers & embedded systems	embedded software and hardware, market overviews	
Markt&Technik	24	21.06.24	07.06.	11.06.	semiconductor special: production & service (manufacturing, EMS, printed circuit boards)	e-kompakt connectors & cables (incl. market overview)	
Elektronik	13/ 14	25.06.24	04.06.	10.06.	displays / HMI	electromechanics	
Elektronik automotive	3	25.06.24	04.06.	10.06.	connected cars	electromobility	
Markt&Technik	25	28.06.24	14.06.	18.06.	power electronics	e-kompakt railway technology (incl. market overview)	industrial communication/ industrial ethernet/fieldbuses
Markt&Technik	26	05.07.24	21.06.	25.06.	optoelectronics	e-kompakt communication technology (incl. market overview)	
Markt&Technik	27/ 28	12.07.24	28.06.	02.07.	measuring and testing technology	e-kompakt image processing (incl. market overview)	
Markt&Technik Trend Guide	4	19.07.24	05.07.	09.07.	Trend-Guide: power supplies & power management	AC/DC converters, DC-DC converters, batteries, power management ICs, power electronics, battery charging ICs, market overviews	
Elektronik	15/ 16	23.07.24	02.07.	08.07.	passive components	embedded systems	
Markt&Technik	29/ 30	26.07.24	12.07.	16.07.	connectors & cables	e-kompakt crystals/oscillators/clock generators (incl. market overview)	


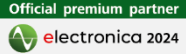
Topics / Dates 2024

Print edition with extended e-paper	No.	FSD	Advertising deadline	Printing material deadline	Focus topics	Focus topics	Fairs & Events
Markt&Technik Quarterly	3	26.07.24	12.07.	16.07.	quarterly distribution & supply chain		
Markt&Technik	31/32	09.08.24	26.07.	30.07.	automotive	e-kompakt starter kits & development systems (incl. market overview)	
Elektronik	17	20.08.24	29.07.	02.08.	power supply	displays/HMI	
Markt&Technik	33/34	23.08.24	08.08.	12.08.	industry 4.0 / IIoT / KI	e-kompakt optoelectronics (incl. market overview)	
Elektronik	18	03.09.24	12.08.	19.08.	connectors & cables	measuring and testing technology results "Distributor of the Year"	
Elektronik medical	4	03.09.24	12.08.	19.08.	power & drives materials & packaging	electromechanics and passive components	
Markt&Technik	35	06.09.24	23.08.	27.08.	industrial computers & embedded systems special: one-pair ethernet	e-kompakt passive components (incl. market overview)	
Markt&Technik	36	13.09.24	30.08.	03.09.	enclosures & cooling technology	e-kompakt semiconductors (incl. market overview)	
Elektronik	19	17.09.24	27.08.	02.09.	microcontrollers & processors	Batteries / rechargeable batteries / charging systems	
Elektronik automotive	4	17.09.24	27.08.	02.09.	infotainment	autonomous driving	Fachpack, Nürnberg: 24.09.-26.09.2024
Markt&Technik	37	20.09.24	06.09.	10.09.	Power supply trade fair issue: InnoTrans 2024	e-kompakt relays (incl. market overview)	InnoTrans, Berlin: 24.9.-27.09.2024
Markt&Technik Trend Guide	5	25.09.24	11.09.	13.09.	Trend Guide: power electronics	trends, product presentations, market overviews	
Markt&Technik	38	27.09.24	13.09.	17.09.	displays	e-kompakt measuring and testing technology (incl. market overview)	
Elektronik	20	01.10.24	10.09.	16.09.	embedded systems	distribution	

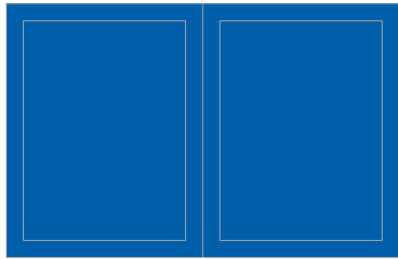
Topics / Dates 2024

Print edition with extended e-paper	No.	FSD	Advertising deadline	Printing material deadline	Focus topics	Focus topics	Fairs & Events
Markt&Technik	39	04.10.24	19.09.	23.09.	sensor technology trade fair issue: Vision 2024	e-kompakt connectors & cables (incl. market overview)	Vision, Stuttgart: 08.10.-10.10.2024
Markt&Technik Trend Guide	6	09.10.24	24.09.	26.09.	Trend Guide: Smart Production Solutions – trade fair guide SPS 2024	trade fair trends, product presentations, market overviews	
Markt&Technik	40	11.10.24	26.09.	30.09.	passive components	e-kompakt switches / push-buttons / HMI (incl. market overview)	
Elektronik	21	15.10.24	23.09.	27.09.	electromechanics	power supply	
Elektronik automotive	5	15.10.24	23.09.	27.09.	assistance systems	connected cars	
Markt&Technik	41	18.10.24	04.10.	08.10.	optoelectronics	e-kompakt industrial computers & embedded systems (incl. market overview)	
Markt&Technik Quarterly	4	18.10.24	04.10.	08.10.	Quarterly distribution & supply chain		
Markt&Technik Trend Guide	7	23.10.24	09.10.	11.10.	EMS Guide 2024	trends, services, company entries, market overviews	
Markt&Technik	42	25.10.24	11.10.	15.10.	EMV / ESD special: obsolescence management	e-kompakt enclosures & cabinets (incl. market overview)	
Elektronik	22	29.10.24	08.10.	14.10.	development tools and software engineering trade fair issue electronica 2024	communication technology	e lectronica, München: 12.11.-15.11.2024
Elektronik medical	5	29.10.24	08.10.	14.10.	IoMT & automation trade fair issue COMPAMED 2024	embedded systems & semiconductors displays, HMI, connectivity	COMPAMED, Düsseldorf: 11.2024
Markt&Technik	43	31.10.24	17.10.	21.10.	power electronics previews: electronica 2024	e-kompakt thermal management & cooling technology (incl. market overview)	SPS, Nürnberg: 12.11.-14.11.2024
Markt&Technik	44	08.11.24	24.10.	28.10.	safety & security trade fair issue: electronica 2024 trade fair issue: SPS 2024	e-kompakt semiconductors (incl. market overview)	e lectronica, München: 12.11.-15.11.2024

Topics / Dates 2024

Print edition with extended e-paper	No.	FSD	Advertising deadline	Printing material deadline	Focus topics	Focus topics	Fairs & Events
Elektronik	23	12.11.24	21.10.	25.10.	analog & power management	embedded systems	
Markt&Technik Tageszeitung	1-4	12.-15.11.24	18.10.	24.10.	THE OFFICIAL DAILY electronica 2024 		
Markt&Technik	45	15.11.24	31.10.	05.11.	Industry 4.0 / IIoT / AI special: connectors & cables	e-kompakt displays (incl. market overview)	
Markt&Technik	46	22.11.24	08.11.	12.11.	distribution	e-kompakt sensor technology (incl. market overview)	
Elektronik	24	26.11.24	05.11.	11.11.	measuring and testing technology	electromechanics	
Elektronik automotive	6	26.11.24	05.11.	11.11.	wiring systems / connection technology	electromobility	
Markt&Technik	47	29.11.24	15.11.	19.11.	power supply	e-kompakt ruggedized components: components for harsh environments (incl. market overview)	
Elektronik Interactive	1	03.12.24	05.11.	12.11.	electronics trends 2025		
Markt&Technik Trend Guide	8	04.12.24	20.11.	22.11.	Buyers Guide: components 2025	semiconductors, electromechanics, power supply, passive components, optoelectronics, market overviews	
Markt&Technik	48	06.12.24	22.11.	26.11.	industrial computers & embedded systems special: production & service (manufacturing, EMS, printed circuit boards)	e-kompakt batteries / rechargeable batteries / chargers (incl. market overview)	
Elektronik	25/26	10.12.24	19.11.	25.11.	products of the year: semiconductors, metrology, power, IIoT	embedded systems, optoelectronics, automotive, e-mechanics, passive components	
Markt&Technik	49/50	13.12.24	29.11.	03.12.	semiconductor	e-kompakt image processing (incl. market overview)	

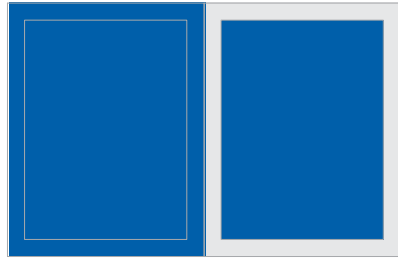
Ad formats



2 x 1/1 over gutter with bleed

420 x 297 mm*

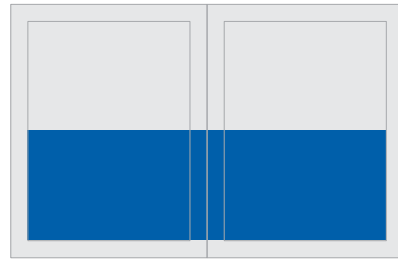
460 x 297 mm*



1/1 page

210 x 297 mm*
185 x 260 mm

230 x 297 mm*
195 x 260 mm



2 x 1/2 over gutter

420 x 143 mm*
380 x 128 mm

460 x 143 mm*
414 x 130 mm



junior page

150 x 210 mm*
135 x 190 mm

168 x 205 mm*
145 x 190 mm



1/2 page horizontal 1/2 page vertical

210 x 148 mm*
183 x 132 mm

102 x 297 mm*
87 x 262 mm

230 x 143 mm*
195 x 130 mm

112 x 297 mm*
95 x 260 mm



1/3 page horizontal

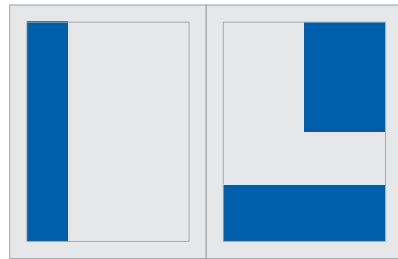
210 x 110 mm*
185 x 90 mm

230 x 99 mm*
195 x 86 mm

1/3 page vertical

72 x 297 mm*
60 x 260 mm

72 x 297 mm*
61 x 260 mm



1/4 page vertical

54 x 297 mm*
42 x 260 mm

1/4 page horizontal

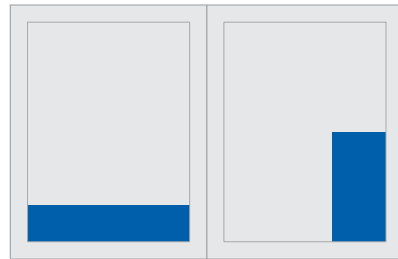
210 x 82 mm*
185 x 65 mm

1/4 page square

105 x 143 mm*
90 x 130 mm

112 x 143 mm*
95 x 130 mm

230 x 74 mm*
195 x 65 mm



1/6 page horizontal

210 x 63 mm*
185 x 43 mm
230 x 50 mm*
195 x 44 mm

1/6 page vertical

72 x 143 mm*
60 x 130 mm
72 x 143 mm*
61 x 130 mm

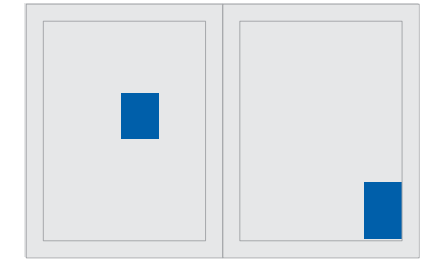


1/8 page vertical

53 x 143 mm*
43 x 130 mm
53 x 143 mm*
45 x 130 mm

1/8 page square and horizontal

105 x 82 mm*
90 x 65 mm
112 x 71 mm*
95 x 65 mm



island display

45 x 50 mm

1/16 page vertical

43 x 65 mm

Markt&Technik

The deviating formats of Markt&Technik are marked in blue.



* bleed format 5 mm bleed allowance on the open sides

Advertising rates

Advertising rates and formats (without VAT)

Advertising rate card valid from 01.01.2024

format	base price
1/1 page	€ 10.960
A5 (junior page)	€ 6.490
1/2 page	€ 5.780
1/3 page	€ 3.860
1/4 page	€ 2.960
1/6 page	€ 1.940
1/8 page	€ 1.500
1/16 page	€ 800
mm price, 1 column (min. 20 mm)	€ 10,80
Cover pages U2/U4 each	€ 11.670
Title flap	€ 13.970
Island display mm price (50 mm to 80 mm)	bw: 31,97 € 4c: 44,73 €

Extended E-Paper:

Your advertisement booked in the print edition will also appear in the corresponding extended e-paper edition. The general advertisement price list applies.

Discounts

For acceptance within 12 months (insertion year)

discount scale from 1/4 page upwards quantity scale			
from 3 ads	3%	from 3 pages	5%
from 6 ads	5%	from 6 pages	10%
ab 9 ads	10%	from 9 pages	15%
from 12 ads	15%	from 12 pages	18%
from 18 ads	18%	from 15 pages	20%
from 24 ads	20%	from 18 pages	22%
from 36 ads	22%	from 24 pages	25%

classified ads

	The prices for product advertisements apply. A double insertion of the same job advertisement in the following issue is discounted by 50 % on the basic advertisement price.	
Job advertisements		
Employer Branding	1/1 page	5.770 €
	2/1 page	10.345 €
Business Portraits	1/1 page	4.200 €
	1/2 page	2.110 €
	1/4 page	1.070 €

surcharges

placement	We charge a surcharge of 10 % of the basic price (but at least € 160) on requested placements confirmed by the publisher.
color	Prices are for Euroscale, surcharge for special colours on request
format	Surcharges for bleed and gutter printing are not levied.

special forms of advertising

Special advertising formats (cover images, flaps, inserts, bound inserts) Prices and formats from page 13 onwards



Terms of payment

Payment within 21 days without deduction.

Bank details : HypoVereinsbank, München
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEMMXXX
UST-Ident-Nr. DE 811 190 616

Special Advertising Formats



exciting – Employer Branding/Storytelling

The editorial team presents employers based on their individual corporate cultures. Including briefing, interview and article production.

1/1 page: 6.000 € (not discountable)
2/1 page: 10.800 € (not discountable)



Cover flap incl. story print and online

Format front: W 110 mm x H 235 mm
Format inside: W 110 mm x H 297 mm
Length of the story: approx. 9,000 characters including space and pictures

13.970 € (not discountable)



Cover

incl. cover story print and online
Format: W 210 mm x H 297 mm plus bleed
Markt&Technik: W 230 mm x H 297 mm plus bleed.
Story: max. 9000 characters including spaces, plus pictures

11.970 € (not discountable)



Cover Ad

Format: W 46 mm x H 46 mm

7.610 €

Special Advertising Formats



Front Page Picture Markt&Technik

Sponsorship of the "Crown Jewel" position on the Front Page of Markt&Technik is a unique means of communication and combines maximum advertising impact with editorial coverage.

Story: max. 9000 characters including spaces and pictures

10.910 € (not discountable)

Sticker on the front page

Format: 50 mm, round

7.900 € (not discountable)

Markt&Technik Elektronik Elektronika automotive Elektronika medical

Supplements/Loose Inserts

Up to 25 g (incl. postage share):

€ 8,350

Partial insertion according to Nielsen or postcode:

280 € / thousand

Inserts over 25 g:

Price on request

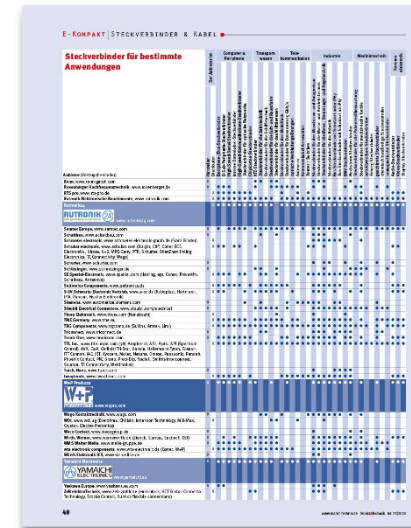
Bound inserts

2-page (incl. postage)	7.330 €
4-page	8.410 €
8-page	10.330 €
12-page	13.060 €

Special Advertising Formats



Markt & Technik



Cover Quarterly distribution & supply chain

Illustration of the Front Cover of the Quarterly, print and online

Format: W 230 mm x H 220 mm plus bleed.

Story: max. 9000 characters including spaces and pictures

8.300 € (not discountable)

Inside title

Illustration of the opening page of the Special Section, print and online
 Format: W 210 mm x H 297 mm plus bleed

Markt & Technik: W 230 mm x H 230 mm plus bleed

Story: max. 9000 characters including spaces and pictures

7.610 € (not discountable)

Product of the week (1 column)

approx. 650 characters plus picture

1.910 € (not discountable)

Premium entry market overview

Logo or QR-Code + colored company entry in the market overview, print and online

420 € (not discountable)

THE OFFICIAL DAILY embedded world

The only official trade fair newspaper for the embedded world show 2024



The specialist editorial teams of Elektronik, Markt&Technik and Elektronik automotive, the official media partners, as well as Computer&Automation deliver top-class content with bundled expertise - the perfect source of information for all trade fair visitors.

Dates	
Publication dates	14., 15., 16. March 2024
Advertising deadline for all 3 issues	14.03.2024
Printing material deadline	20.03.2024

Daily news coverage:

With independent editions on all three days of the trade fair, THE OFFICIAL DAILY provides daily up-to-the-minute reporting directly from embedded world.

International visitor address:

THE OFFICIAL DAILY reports in German and English.

Change creatives:

Use the only official daily newspaper for your campaign and use a different advertising creatives for each of the three days of publication.

Over 100,000 newsletter recipients!

Each issue is sent as an e-paper via separate newsletters to the distribution lists of WEKA Fachmedien and Messe Nürnberg.



With job market:

THE OFFICIAL DAILY is the ideal platform to search for qualified professionals without wastage at the international meeting place of the embedded industry.

21,000 copies - exclusively distributed:

Only THE OFFICIAL DAILY will be distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds.



Prices (package price for all 3 days)

Formats	4c
1/1	12.330 €
9/16 (junior page)	9.270 €
1/2 vertical	7.950 €
1/2 horizontal	
1/3 vertical	5.400 €
1/3 horizontal	
1/4 vertical	
1/4 horizontal	4.230 €
1/4 2 columns	
1/8 2 columns	2.280 €
1/8 4 columns	
Inside Front Cover or Back Cover	13.560 €
Title flap	24.000 €
Band Wrap (only on day 1)	12.000 €
Post-it (only on day 1)	6.500 €
Island display, 1-column, 45 mm	2.940 €
Loose Insert/Supplement up to 25 g (per day)	3.030 €

Discounts are taken from the master objects. For production reasons, only all three issues can be occupied. Exception: Inserts

THE OFFICIAL SHOW DAILY **e**lectronica

The only official trade fair newspaper for the electronica 2024



The specialist editorial teams of Elektronik, Markt&Technik and Elektronik automotive, the official media partners, as well as Computer&Automation deliver top-class content with bundled expertise - the perfect source of information for all trade fair visitors.

Dates	
Publication dates	12.-15. November 2024
Advertising deadline for all 4 issues	18.10.2024
Printing material deadline	24.10.2024



Up-to-the-minute reporting:

With independent editions on all four days of the fair, THE OFFICIAL DAILY provides up-to-the-minute reporting direct from electronica every day.

Reach International visitors!:

THE OFFICIAL DAILY reports in German and English.

Change creatives!

Use the only official daily newspaper for your campaign and use a different advertising motif for each of the four days of publication.

Over 123,000 newsletter recipients!

Each issue is sent as an e-paper via separate newsletters to the distribution lists of WEKA Fachmedien, WEKA Business Medien and Messe München.

With job market:

THE OFFICIAL DAILY is the ideal platform to search for qualified professionals without wastage at the international meeting place of the electronic industry.

21,000 copies - exclusively distributed:

Only THE OFFICIAL DAILY will be distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds.



Format	4c
1/1	23.520 €
9/16 (junior Page)	13.240 €
1/2 vertical	15.180
1/2 horizontal	
1/3 vertical	10.040 €
1/3 horizontal	
1/4 vertical	
1/4 horizontal	8.000€
1/4 2 columns	
1/8 2 columns	4.200 €
1/8 4 columns	
mm price island	72 €
mm price island title	288 €
Title flap	28.000 €
Band (only on day 1)	12.000 €

Discounts are taken from the master objects.

	Day 1	Day 2	Day 3	Day 4
Loose Insert/Supplement up to 25g	5.080 €	9.480 €	13.560 €	17.640 €
Bound inserts 4 pages	6.740 €	12.570 €	18.990 €	23.380 €
Bound inserts 6 pages	8.170 €	15.180 €	21.750 €	28.220 €
Bound inserts 8 pages	9.580 €	17.790 €	25.470 €	33.080 €

Readers' test

5 stars for your product

The readers' test offers you the perfect content marketing tool to reach your target group interactively and subsequently convince new customers with a credible seal of approval. An independent jury from the readership evaluates your product, while the editorial team accompanies the readers' test editorially on all channels.



Implementation print

- editorial test announcement
- editorial interim report
- editorial final report & test seal award
- high-gloss print document with your reader test (1,000 copies)



Implementation digital

- test announcement and final report also on the website
- test call and final report on the respective social media channels of the magazine
- advertisement and reports via the newsletter



Use the credible test seal for all your market communication!



€ 24.900 € (not discountable)

Market studies

Generating attention for important industry topics

Join us in shedding light on key developments in the electronics industry, turn questions into answers and gain valuable insights from users and customers!

The editorial teams of our media develop question concepts on the currently most important focus topics with well-established know-how. Through a targeted application strategy, we ensure that the survey not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality.

You then benefit from comprehensive communication: we take up the results in our editorial reporting, develop a high-quality paper based on the study, which also includes your content, and make this paper and the most important facts of the survey available to companies, the media and, of course, to be used in your PR, Social Media, and general marketing communications programs.

Market studies 2024 on request

Implementation

- Study by the editorial staff of the electronics network with an unbiased, neutral approach
- Questions created by the editorial team
- Production, hosting and evaluation by the editorial team
- Number of cases: N = 150 (minimum)
- Report volume (digital) with editorial content, editorial evaluations and analyses



Sponsorship packages	Bronce	Gold	Platin
Company profile in the report volume (digital)	✓	✓	✓
Logo placement in all application measures	✓	✓	✓
Provision of the study results	✓	✓	✓
Provision of the report volume for marketing purposes (Accessibility via registration required)	✓	✓	✓
Additional question(s) in the study	0	1	2
Statements in the report volume (digital)		✓	✓
Interview in the report volume (digital)			✓
Price	4.990 €	9.990 €	14.990 €

B2Impact

Our in-house agency for impact and results

Use B2Impact, our in-house agency, for customised marketing solutions and innovative, cross-media content marketing campaigns. As a full-service provider, we take care of the entire project, from the idea to the planning and implementation. In doing so, we rely on the cumulative expertise of our in-house 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, tailor-made editorial content and thus build trust.

Corporate Publishing

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

Social Media

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

Video and audio production

Communicate 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 organise your tailor-made event.

Crossmedia

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



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Events

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

More than 60 national and international B2B congresses, seminars and workshops of WEKA BUSINESS COMMUNICATIONS offer you the right platform to present your company to a large professional audience! On site or online! Behind our events are 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 in front of 100% of the target group.



27.02. – 28.02.2024
Munich



09.-11.04.2024
Nuremberg



10.-11.04.2024
Nuremberg



06.-07.03.2024
Munich



01.-02.10.2024
Stuttgart



24.10.2024
Location to be announced



13.-14.11.2024
Munich



05.12.2024
Haar near Munich

All our formats offer you the possibility of qualified lead generation, naturally DSGVO-compliant!

Technical data

Technical specifications / processing

Printing methods and processing	
Cover	Sheetfed offset
Content	Roll offset
Paper	Upgraded newsprint
Further processing	Saddle stitching
	Trimmed format: 210 x 297 mm (Markt&Technik: 230 x 297 mm) 5 mm bleed on all open sides

Bound inserts	
Scope	4 pages (more pages on request)
Minimum format	105 mm width x 148 mm height
Maximum format	Format of the carrier product
Cut sides	must have a bleed of 5 mm
Minimum weight	for 4-sided products 100 g / sqm
Placement	between the different parts of the sheet

Bound inserts must be delivered folded and in untrimmed format and be suitable for machine processing.

Inserts / Bound inserts / Stickers / CDs

Supplements	
Minimum format	105 mm width x 148 mm height
Maximum format	each 10 mm smaller in height and width than the carrier product
Minimum weight	150 g/sqm for single sheet
Maximum weight	on request
Positioning	best possible

Inserts must be delivered trimmed and folded as finished end products and be suitable for machine processing. Insertion options: Print run or partial run according to postcode or Nielsen area.

Sticker
Folded products must be closed to the bundle and suitable for machine processing. Positioning and formats on request. Placement options: Print run and partial run of stickers according to postcode or Nielsen areas.

File name

Please assign file names according to the following pattern:
customer_mut_issue for ads for Markt&Technik
customer_ek_issue for ads for Elektronik
customer_em_issue for ads for Elektronik Medical
customer_ek-auto_issue for ads for EK automotive
 Example: Mustermann_mut_1_24

Proof: are in 4 colour mode based on the standard
Content: "PSO_LWC_Improved_eci.icc".
Cover: "ISOcoated_v2_eci.icc" for offset printing.
 The corresponding profiles are available for download at www.eci.org.
 Minor tone value deviations are justified within the tolerance range of web offset printing.
 Black solid areas should be underlaid with 40% halftone in cyan.
FTP access: on request



Technical specifications

Position all image elements (including logos, QR codes) 5 mm from the outer edge. Files in PDF format according to the standard PDF/X-3. Precise reproduction and proofing instructions are available from the ad scheduling department of the respective magazine.

Delivery address for advertising material (ad scheduling):

DISPO.MarktundTechnik@wekanet.de
 DISPO.Elektronik@wekanet.de
 DISPO.Elektronik-automotive@wekanet.de
 DISPO.Elektronik-medical@wekanet.de



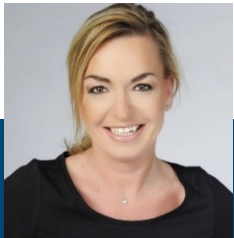
Delivery date and delivery address

Please enquire about the delivery date and conditions with the contact persons known to you.
 Vogel Druck und Medienservice GmbH Leibnizstraße 5,
 97204 Höchberg
 Delivery note: Insert/Customer, for MAGAZIN issue xy/2024 (please replace CUSTOMER with your company name and MAGAZIN with the name of the magazine)



You have questions?

We will be happy to advise you!



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Markt&Technik
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

Elektronik
automotive

Elektronik

Elektronik
•medical



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