



MEDIA DATA 2024 - Digital

elektronik[net.de](https://www.elektroniknet.de)

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The leading web service for the electronics industry

The leading IVW-tested web service for the electronics industry blends the editorial content of our leading publications, "Markt&Technik", "Elektronik", "Elektronik automotive" and "Elektronik medical" on the web, and reports around the clock on all the important trends, products and company news of the industry. It also offers a comprehensive suppliers' directory (Matchmaker+) with around 13,000 company profiles and information.

Electronics decision-makers from R&D and design, procurement, and management can obtain tailor-made information throughout the 15 technology and applications editorial channels offered by our web service. In addition to news and technical articles, career tips, the most important people in the electronics industry, informative and entertaining videos, picture galleries, a comprehensive encyclopaedia and useful white papers ensure that, for many decision-makers, elektroniknet.de is the most important source of information in their professional life.

With 15 editors, one of the largest electronics editorial teams in the world works for the web service.

Target group

- Developers, designers
- Purchasers
- Decision-makers in research, production, quality control
- From all technology and business segments of the electronics industry, be it measurement and control technology, automotive electronics, vehicle construction, mechanical engineering, automation, power, embedded systems, communications, renewable energies, medical applications, etc.
- Research and academia

Editorial Channels

Automation, Automotive, Semiconductor, distribution, E-Mechanics + Passive Components, Electronics Manufacturing, Embedded, Communication, Measuring+Testing, Optoelectronics, Power, Career, International, Smarter World, Medical Technology

elektroniknet.de



Page views per year:

> 6.5 Mio.*

Companies in the suppliers' directory Matchmaker+:

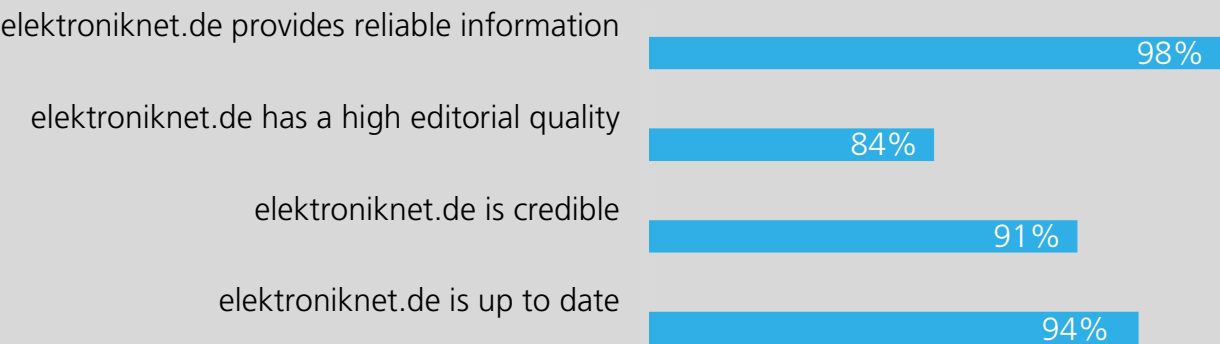
> 13.000



* Source: IVW 01.09.2022 - 31.08.2023

Readers profile

Rating of elektroniknet.de



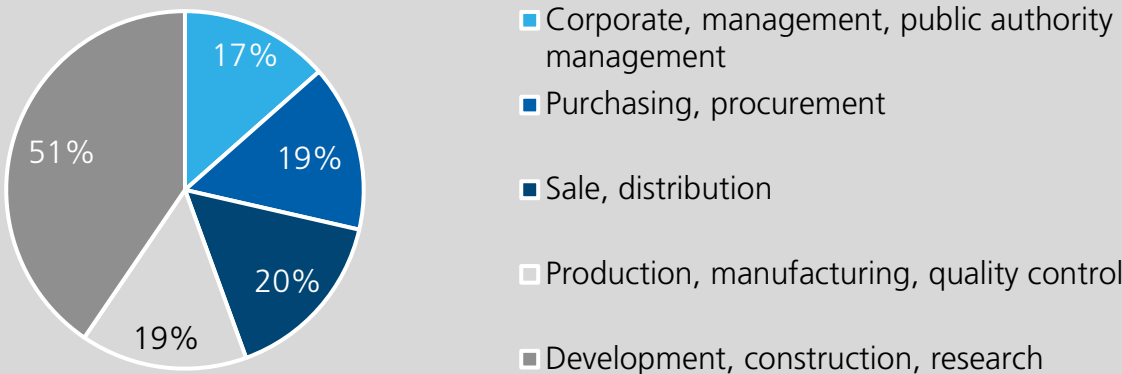
elektroniknet.de User survey 2021

Product interest

- Active components
- Passive components
- Electromechanics
- Optoelectronics
- Displays
- Measurement technology, test systems
- Automotive
- Automation technology
- Electronics manufacturing
- Power supplies, UPS
- Industry 4.0 / IIoT / AI
- Safety & Security
- Medical technology
- Smarter world

Publisher's details

Job Function



Publisher's details

Banner Formats on elektroniknet.de

BANNER FORMATS WEBSITE

Skyscraper

Large-/ Leaderboard
Billboard

medium Rectangle/ Video Ad

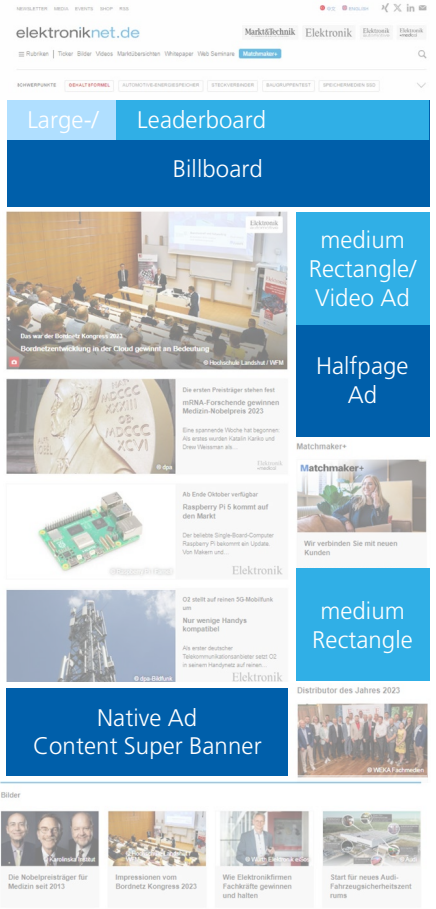
Halfpage Ad

medium Rectangle

Native Ad
Content Super Banner

Skyscraper

Sitebar



SPECIAL FORMATS WEBSITE

Wallpaper 1

Wallpaper 2

Fireplace



WERBEFORMATE MOBILE

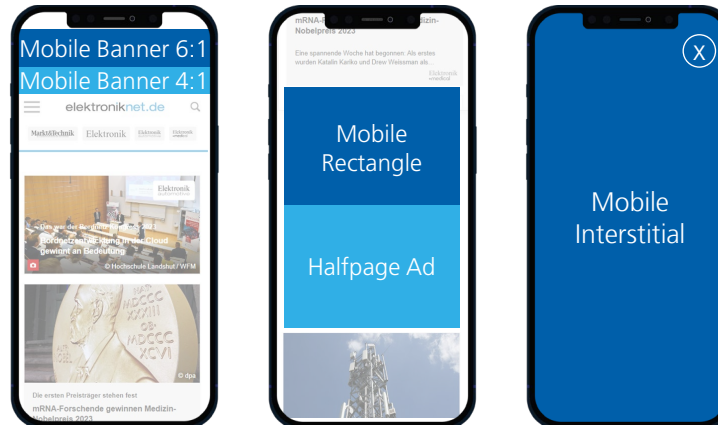
Mobile Banner 6:1

Mobile Banner 4:1

Mobile Rectangle

Halfpage Ad

Mobile Interstitial



BANNER FORMATS NEWSLETTER

Leaderboard

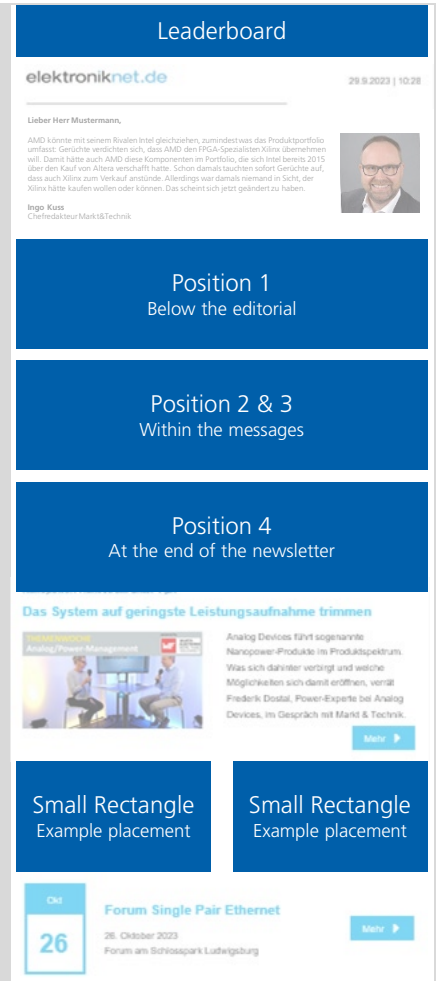
Position 1
Below the editorial

Position 2 & 3
Within the messages

Position 4
At the end of the newsletter

Small Rectangle
Example placement

Small Rectangle
Example placement



Prices elektroniknet.de

STANDARD BANNERS	DIMENSION WxH (px)	CPM
Banner/Leaderboard	728x90	270 €
Skyscraper	160x600	210 €
medium Rectangle	300x250	210 €
Mobile Banner - 4:1	320x75	130 €
Mobile Banner - 6:1	320x50	280 €

BIG ADS	DIMENSION WxH (px)	TKP
Large Leaderboard	970x90	340 €
Billboard	970x250	400 €
Halfpage Ad	300x600	310 €
Sitebar	300x600	390 €
Mobile Rectangle	300x250	260 €
Video Ad / Outstream	1280x720	210 €

SPECIAL FORMATS	DIMENSION WxH (px)	TKP
Native Ad	s. 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	990x90/160x600	510 €

TARGETING	SURCHARGE PER CRITERION
Keyword / Contextual	+25 €
Technical (e.g. time, browser)	
Geographical	
Retargeting	
Exclusion of individual devices	

NEWSLETTER*		FIXED PRICE PER BROADCAST		
		elektroniknet.de & International	automotive	Elektronik medical & Karriere
Leaderboard/Billboard (630x90)		2.590 €	1.990 €	1.890 €
Small Rectangle (291x156)		890 €	790 €	
Billboard / Native Ad without Logo / Text Ad with Logo	Position 1	2.990 €	2.590 €	2.190 €
	Position 2+3	2.590 €	1.990 €	1.890 €
	Position 4	1.990 €	1.690 €	1.590 €
Leaderboard in the e-Paper Newsletter		2.590 €	2.590 €	1.590 € (only EK medical)



* Newsletter recipients : elektroniknet: 16k / elektronik.de: 15k / automotive: 11k / Elektronik medical: 7k / markt-technik.de: 15k / International: 27k / Karriere 9k

[Technical specifications](#)

Newsletter topics / dates 2024

dates	week	medium	topic
08.01.24	2	Elektronik	power supply
09.01.24	2	Markt&Technik	semiconductor
10.01.24	2	Elektronik automotive	e-vehicles, power electronics
11.01.24	2	Markt&Technik	measuring and testing technology
12.01.24	2	elektroniknet.de	
12.01.24	2	elektroniknet.de international	
14.01.24	2	elektroniknet.de	top news of the week
15.01.24	3	Elektronik	sensors
16.01.24	3	Markt&Technik	connection technology
17.01.24	3	Elektronik automotive	connected car, sensors, Ethernet
17.01.24	3	Elektronik medical	sponsor's choice
18.01.24	3	Elektronik	LED / lighting
19.01.24	2	elektroniknet.de	
19.01.24	3	elektroniknet.de international	
21.01.24	3	elektroniknet.de	top news of the week
22.01.24	4	Elektronik	power electronics
23.01.24	4	elektroniknet.de	smart components
23.01.24	4	Markt&Technik	optoelectronics
24.01.24	4	Elektronik medical	power supply
24.01.24	4	Elektronik automotive	autonomous driving, safety & security
25.01.24	4	Markt&Technik	displays & lighting
26.01.24	4	KARRIERE	
26.01.24	4	elektroniknet.de international	

dates	week	medium	topic
28.01.24	4	elektroniknet.de	top news of the week
29.01.24	5	Elektronik	embedded: hardware, software, tools
30.01.24	5	Markt&Technik	power electronics
31.01.24	5	Elektronik automotive	alternative drives, electromechanics
31.01.24	5	Elektronik medical	medical image processing
01.02.24	5	Elektronik	measuring and testing technology
02.02.24	5	elektroniknet.de	
02.02.24	5	elektroniknet.de international	
04.02.24	5	elektroniknet.de	top news of the week
05.02.24	6	Elektronik	electromechanics & passive components
06.02.24	6	Markt&Technik	passive components
07.02.24	6	Elektronik automotive	e-vehicles, power supply, batteries & rechargeable batteries
07.02.24	6	Elektronik medical	power & drives
08.02.24	6	Markt&Technik	automation
09.02.24	6	elektroniknet.de	battery- & power world
09.02.24	6	elektroniknet.de international	
11.02.24	6	elektroniknet.de	top news of the week
12.02.24	7	Elektronik	semiconductor
13.02.24	7	Markt&Technik	distribution & supply chain
14.02.24	7	Elektronik automotive	services & shared mobility, passive components
14.02.24	7	Elektronik medical	materials & packaging
15.02.24	7	Elektronik	Sponsor's choice

dates	week	medium	topic
16.02.24	7	elektroniknet.de	
16.02.24	7	elektroniknet.de international	
18.02.24	7	elektroniknet.de	top news of the week
19.02.24	8	Elektronik	Sponsor's choice
20.02.24	8	elektroniknet.de	LED / lighting
20.02.24	8	Markt&Technik	power supply
21.02.24	8	Elektronik automotive	elektromobility
21.02.24	8	Elektronik medical	printed electronics, previews Lopec
22.02.24	8	Markt&Technik	optoelectronics
23.02.24	8	KARRIERE	
23.02.24	8	elektroniknet.de international	
25.02.24	8	elektroniknet.de	top news of the week
26.02.24	9	Elektronik	industry 4.0 / IIoT
27.02.24	9	Markt&Technik	printed electronics, previews Lopec
28.02.24	9	Elektronik automotive	assistance systems
28.02.24	9	Elektronik medical	displays, HMI, Connectivity
29.02.24	9	Elektronik	
01.03.24	9	elektroniknet.de international	
01.03.24	9	light+building previews	
03.03.24	9	elektroniknet.de	top news of the week
04.03.24	10	Elektronik	communication technology
05.03.24	10	Markt&Technik	relays
06.03.24	10	Elektronik automotive	connected cars, power supply, batteries & rechargeable batteries

Newsletter topics / dates 2024

dates	week	medium	topic
06.03.24	10	Elektronik medical	embedded systems
07.03.24	10	Markt&Technik	EMS
08.03.24	10	EMV previews	
08.03.24	10	elektroniknet.de international	
10.03.24	10	elektroniknet.de	top news of the week
11.03.24	11	Elektronik	embedded: hardware, software, tools
12.03.24	11	Markt&Technik	image processing
13.03.24	11	Elektronik automotive	alternative drives, assistance systems
13.03.24	11	Elektronik medical	electromechanics & passive components
13.03.24	11	Elektronik	semiconductors
14.03.24	11	Markt&Technik	batteries, rechargeable batteries, charging technology
15.03.24	11	elektroniknet.de	
15.03.24	11	elektroniknet.de international	
17.03.24	11	elektroniknet.de	top news of the week
18.03.24	12	Elektronik	measuring and testing technology
19.03.24	12	elektroniknet.de	smart power
19.03.24	12	Markt&Technik	production & service
20.03.24	12	Elektronik automotive	autonomous driving
20.03.24	12	Elektronik medical	power supply
21.03.24	12	Markt&Technik	electromechanics
22.03.24	12	elektroniknet.de	
22.03.24	12	elektroniknet.de international	

dates	week	medium	topic
25.03.24	13	Elektronik	displays / HMI's
26.03.24	13	Markt&Technik	theme newsletter: passive components
27.03.24	13	Elektronik automotive	connection technology/wiring systems
27.03.24	13	Elektronik medical	IoT & automation
28.03.24	13	Elektronik	optoelectronics
02.04.24	14	Markt&Technik	industry 4.0 / IIoT
03.04.24	14	Sonder-NL Elektronik	products of the year 2023
03.04.24	14	Elektronik automotive	autonomous driving, emb. hard- & software
03.04.24	13	Elektronik medical	embedded systems & semiconductor
04.04.24	14	Markt&Technik	power supply
05.04.24	14	embedded world previews	
05.04.24	14	elektroniknet.de international	
07.04.24	14	elektroniknet.de	top news of the week
08.04.24	15	Elektronik	embedded: hardware, software, tools
09.04.24	15	elektroniknet.de	embedded world reports
10.04.24	15	elektroniknet.de	embedded world reports
10.04.24	15	Elektronik automotive	e-vehicles, power supply, batteries & rechargeable batteries
10.04.24	15	Elektronik medical	measurement & sensors
11.04.24	15	elektroniknet.de	embedded world reports
12.04.24	15	elektroniknet.de international	
14.04.24	15	elektroniknet.de	top news of the week
15.04.24	15	Elektronik	power supply

dates	week	medium	topic
16.04.24	16	Markt&Technik	sensors
16.04.24	16	elektroniknet.de	smart batteries
17.04.24	16	Elektronik automotive	connected car, infotainment
17.04.24	16	Elektronik medical	E-health, previews DEMA
18.04.24	16	Markt&Technik	Sponsor's choice
19.04.24	16	elektroniknet.de	
19.04.24	16	Hannover Messe previews	
21.04.24	16	elektroniknet.de	top news of the week
22.04.24	17	Elektronik	electromechanics & passive components
23.04.24	17	Markt&Technik	power electronics
24.04.24	17	Elektronik medical	E-health & security
24.04.24	17	Elektronik automotive	alternative drives, passive components
25.04.24	17	Elektronik	single pair ethernet
26.04.24	17	KARRIERE	
26.04.24	17	elektroniknet.de international	
28.04.24	17	elektroniknet.de	top news of the week
29.04.24	18	Elektronik	Products of the year
30.04.24	18	Markt&Technik	semiconductor
02.05.24	18	Markt&Technik	distribution & supply chain
03.05.24	18	elektroniknet.de	
03.05.24	18	elektroniknet.de international	
05.05.24	18	elektroniknet.de	top news of the week

Newsletter topics / dates 2024

dates	week	medium	topic
06.05.24	19	Elektronik	embedded: hardware, software, tools
07.05.24	19	Markt&Technik	connection technology
08.05.24	19	Elektronik medical	electromechanics & passive components
08.05.24	19	Elektronik automotive	connected car, connectors
10.05.24	19	elektroniknet.de	
10.05.24	19	elektroniknet.de international	
12.05.24	19	elektroniknet.de	top news of the week
13.05.24	20	Elektronik	thermal management / cooling technology
14.05.24	20	Markt&Technik	optoelectronics
15.05.24	20	Elektronik automotive	services & shared mobility, software
15.05.24	20	Elektronik medical	customers choice
16.05.24	20	Markt&Technik	power supply
17.05.24	20	elektroniknet.de	
17.05.24	20	elektroniknet.de international	
21.05.24	21	Markt&Technik	automotive
21.05.24	21	elektroniknet.de	smart building / smart home
22.05.24	21	Elektronik automotive	driver assistance
22.05.24	21	Elektronik medical	embedded systems
23.05.24	21	Elektronik	semiconductors
24.05.24	21	KARRIERE	
24.05.24	21	elektroniknet.de international	
26.05.24	21	elektroniknet.de	top news of the week
27.05.24	21	Elektronik	measuring and testing technology

dates	week	medium	topic
28.05.24	22	Markt&Technik	embedded: hardware, software, tools
29.05.24	22	Elektronik medical	power supply
29.05.24	22	Elektronik automotive	e-vehicles, embedded Hard- & software
31.05.24	22	elektroniknet.de	
31.05.24	22	elektroniknet.de international	
02.06.24	22	elektroniknet.de	top news of the week
03.06.24	23	Elektronik	
04.06.24	23	Markt&Technik	industry 4.0 / IIoT
05.06.24	23	Elektronik automotive	autonomous driving, electromechanics
05.06.24	23	Elektronik medical	E-health
05.06.24	23	Elektronik	Sponsor's choice
06.06.24	23	Markt&Technik	optoelectronics
07.06.24	23	previews SENSOR+TEST, SMTconnect	
07.06.24	23	previews PCIM	
09.06.24	23	elektroniknet.de	top news of the week
10.06.24	24	Elektronik	power electronics
11.06.24	24	Markt&Technik	displays & lighting
12.06.24	24	Elektronik automotive	connected car, communication technology
12.06.24	24	Elektronik medical	previews MedtecLIVE
13.06.24	24	Markt&Technik	heating & cooling technology
14.06.24	24	elektroniknet.de	
14.06.24	24	elektroniknet.de international	

dates	week	medium	topic
16.06.24	24	elektroniknet.de	top news of the week
17.06.24	25	Elektronik	embedded: hardware, software, tools
18.06.24	25	elektroniknet.de	smart lighting
18.06.24	25	Markt&Technik	embedded-systems
19.06.24	25	Elektronik automotive	alternative drives, heat & cooling management
19.06.24	25	Elektronik medical	electromechanics & passive components
20.06.24	25	Elektronik	power supply
21.06.24	25	elektroniknet.de	
21.06.24	25	elektroniknet.de international	
23.06.24	25	elektroniknet.de	top news of the week
24.06.24	26	Elektronik	semiconductor
25.06.24	26	Markt&Technik	production & service
26.06.24	26	Elektronik automotive	e-vehicles, charging infrastructure
26.06.24	26	Elektronik medical	IoMT & automation
27.06.24	26	Markt&Technik	measuring and testing technology
28.06.24	26	KARRIERE	
28.06.24	26	elektroniknet.de international	
30.06.24	26	elektroniknet.de	top news of the week
01.07.24	27	Elektronik	customers choice
02.07.24	27	Markt&Technik	electromechanics
03.07.24	27	Elektronik automotive	connected car, communication technology
03.07.24	27	Elektronik medical	displays / HMIs

Newsletter topics / dates 2024

dates	week	medium	topic
04.07.24	27	Elektronik	electromechanics & passive components
05.07.24	27	elektroniknet.de	
05.07.24	27	elektroniknet.de international	
07.07.24	27	elektroniknet.de	top news of the week
08.07.24	28	Elektronik	Sponsor's choice
09.07.24	28	Markt&Technik	image processing
10.07.24	28	Elektronik medical	Sponsor's choice
10.07.24	28	Elektronik automotive	alternative drives, software-engineering
11.07.24	28	Markt&Technik	sensors
12.07.24	28	elektroniknet.de	
12.07.24	28	elektroniknet.de international	
14.07.24	28	elektroniknet.de	top news of the week
15.07.24	29	Elektronik	passive components
16.07.24	29	Markt&Technik	safety & security
17.07.24	29	Elektronik automotive	e-vehicles, power supply, batteries & rechargeable batteries
17.07.24	29	Elektronik medical	Sponsor's choice
18.07.24	29	Elektronik	embedded: hardware, software, tools
19.07.24	29	elektroniknet.de	
19.07.24	29	elektroniknet.de international	
22.07.24	30	Elektronik	semiconductors
23.07.24	30	Markt&Technik	connection technology
23.07.24	30	elektroniknet.de	smart grid, smart meter
24.07.24	30	Elektronik automotive	autonomous driving, emb. hard- & software

dates	week	medium	topic
24.07.24	30	Elektronik medical	medical image processing
25.07.24	30	Markt&Technik	power supply & power management
26.07.24	30	KARRIERE	
26.07.24	30	elektroniknet.de international	
28.07.24	30	elektroniknet.de	top news of the week
29.07.24	31	Elektronik	measuring and testing technology
30.07.24	31	Markt&Technik	distribution & supply chain
31.07.24	31	Elektronik automotive	e-vehicles, electromechanics
31.07.24	31	Elektronik medical	E-health
01.08.24	31	Elektronik	displays & lighting
02.08.24	31	elektroniknet.de	
02.08.24	31	elektroniknet.de international	
04.08.24	31	elektroniknet.de	top news of the week
05.08.24	32	Elektronik	thermal management / cooling technology
06.08.24	32	Markt&Technik	oscilloscopes
07.08.24	32	Elektronik automotive	connected car, power supply
07.08.24	32	Elektronik medical	IoT & automation
08.08.24	32	Markt&Technik	automation
09.08.24	32	elektroniknet.de	
09.08.24	32	elektroniknet.de international	
11.08.24	32	elektroniknet.de	top news of the week
12.08.24	33	Elektronik	customers choice
13.08.24	33	Markt&Technik	optoelectronics

dates	week	medium	topic
14.08.24	33	Elektronik automotive	autonomous driving, emb. hard- & software
16.08.24	33	elektroniknet.de	
16.08.24	33	elektroniknet.de international	
18.08.24	33	elektroniknet.de	top news of the week
19.08.24	34	Elektronik	traffic engineering
20.08.24	34	Markt&Technik	Sponsor's choice
21.08.24	34	Elektronik automotive	connected car, electromechanics
21.08.24	34	Elektronik medical	Sponsor's choice
22.08.24	34	Markt&Technik	sensors
23.08.24	34	KARRIERE	
23.08.24	34	elektroniknet.de international	
25.08.24	34	elektroniknet.de	top news of the week
26.08.24	35	Elektronik	embedded: hardware, software, tools
27.08.24	35	Markt&Technik	industry 4.0 / IIoT
27.08.24	35	elektroniknet.de	smart batteries
28.08.24	35	Elektronik automotive	e-vehicles, power electronics
28.08.24	35	Elektronik medical	materials & packaging
29.08.24	35	Elektronik	Sponsor's choice
30.08.24	35	elektroniknet.de	
30.08.24	35	elektroniknet.de international	
01.09.24	35	elektroniknet.de	top news of the week
02.09.24	36	Elektronik	measuring and testing technology
03.09.24	36	Markt&Technik	power electronics

Newsletter topics / dates 2024

dates	week	medium	topic
04.09.24	36	Elektronik automotive	services & shared mobility, passive components
04.09.24	36	Elektronik medical	power & drives
05.09.24	36	Markt&Technik	displays & lighting
06.09.24	36	elektroniknet.de	
06.09.24	36	elektroniknet.de international	
08.09.24	36	elektroniknet.de	top news of the week
09.09.24	37	Elektronik	connection technology
10.09.24	37	Markt&Technik	single pair ethernet
11.09.24	37	Elektronik medical	electromechanics & passive components
11.09.24	37	Elektronik automotive	connected car, measurement
12.09.24	37	Elektronik	semiconductor
13.09.24	37	elektroniknet.de	
13.09.24	37	elektroniknet.de international	
15.09.24	37	elektroniknet.de	top news of the week
16.09.24	38	Elektronik	power supply
17.09.24	38	Markt&Technik	electromechanics
17.09.24	38	elektroniknet.de	smart power
18.09.24	38	Elektronik automotive	infotainment
18.09.24	38	Elektronik medical	displays / HMIs
19.09.24	38	Markt&Technik	embedded: hardware, software, tools
20.09.24	38	elektroniknet.de	
20.09.24	38	elektroniknet.de international	

dates	week	medium	topic
22.09.24	38	elektroniknet.de	top news of the week
23.09.24	39	Elektronik	Sponsor's choice
24.09.24	39	Markt&Technik	power electronics
25.09.24	39	Elektronik automotive	autonomous driving, safety & security
25.09.24	39	Elektronik medical	customers choice
26.09.24	39	Elektronik	industry 4.0 / IIoT
27.09.24	39	KARRIERE	
27.09.24	39	elektroniknet.de international	
29.09.24	39	elektroniknet.de	top news of the week
30.09.24	40	Elektronik	3D - printing
01.10.24	40	Markt&Technik	power supply
02.10.24	40	Elektronik medical	sensors/measurement
02.10.24	40	Elektronik automotive	alternative drives, software & tools
04.10.24	40	preview's Vision	
04.10.24	40	elektroniknet.de international	
06.10.24	40	elektroniknet.de	top news of the week
07.10.24	41	Elektronik	software - trends
08.10.24	41	Markt&Technik	SPS - Smart Production services
09.10.24	41	Elektronik automotive	connected car, connectors
09.10.24	41	Elektronik medical	power supply
10.10.24	41	Elektronik	displays / HMIs
11.10.24	41	elektroniknet.de	

dates	week	medium	topic
11.10.24	41	elektroniknet.de international	
13.10.24	41	elektroniknet.de	top news of the week
14.10.24	42	Elektronik	semiconductor
15.10.24	42	Markt&Technik	measuring and testing technology
15.10.24	42	elektroniknet.de	smart components
16.10.24	42	Elektronik automotive	connected cars
16.10.24	42	Elektronik medical	Sponsor's choice
17.10.24	42	Markt&Technik	distribution & supply chain
18.10.24	42	elektroniknet.de	
18.10.24	42	elektroniknet.de international	
20.10.24	42	elektroniknet.de	top news of the week
21.10.24	43	Elektronik	batteries, rechargeable batteries, charging technology
22.10.24	43	Markt&Technik	EMS
23.10.24	43	Elektronik automotive	assistance systems
23.10.24	43	Elektronik medical	embedded systems & semiconductor
24.10.24	43	Markt&Technik	communication technology
25.10.24	43	KARRIERE	
25.10.24	43	elektroniknet.de international	
27.10.24	43	elektroniknet.de	top news of the week
28.10.24	44	Elektronik	embedded: hardware, software, tools
29.10.24	44	Markt&Technik	obsolescence management
30.10.24	44	Elektronik automotive	connected car, bus systems
30.10.24	44	Elektronik medical	preview's compamed

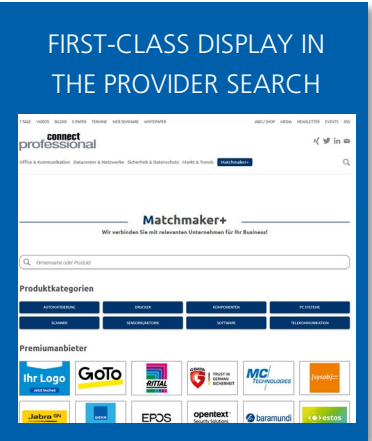
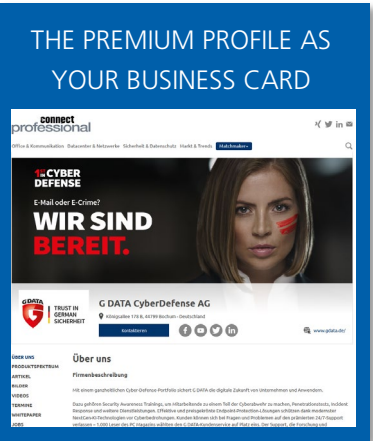
Newsletter topics / dates 2024

dates	week	medium	topic	dates	week	medium	topic	dates	week	medium	topic
31.10.24	44	Markt&Technik	optoelectronics	20.11.24	47	Elektronik medical	electromechanics & passive components	10.12.24	50	Markt&Technik	embedded: hardware, software, tools
03.11.24	44	elektroniknet.de	top news of the week	21.11.24	47	Elektronik	industry 4.0 / IIoT	11.12.24	50	Elektronik automotive	connected car, connectors
04.11.24	45	Elektronik	power electronics	22.11.24	47	KARRIERE		11.12.24	50	Elektronik medical	drive technology
05.11.24	45	Markt&Technik	power supply	22.11.24	47	elektroniknet.de international		12.12.24	50	Markt&Technik	displays & lighting
06.11.24	45	Elektronik automotive	autonomous driving, development systems	24.11.24	47	elektroniknet.de	top news of the week	13.12.24	50	elektroniknet.de	
06.11.24	45	Elektronik medical	IoMT & automation	25.11.24	48	Elektronik	connection technology	13.12.24	50	elektroniknet.de international	
07.11.24	45	Elektronik	passive components	26.11.24	48	Markt&Technik	Sponsor's choice	15.12.24	50	elektroniknet.de	top news of the week
08.11.24	45	previews SPS		27.11.24	48	Elektronik medical	power supply	16.12.24	51	Elektronik	electromechanics & passive components
08.11.24	45	previews electronica		27.11.24	48	Elektronik automotive	connection technology/wiring systems	17.12.24	51	Markt&Technik	semiconductor
10.11.24	45	elektroniknet.de	top news of the week	28.11.24	48	Markt&Technik	sensors	18.12.24	51	KARRIERE	
11.11.24	46	Elektronik	semiconductor	29.11.24	48	elektroniknet.de					
12.11.24	46	elektroniknet.de	electronica reports	29.11.24	48	elektroniknet.de international					
13.11.24	46	elektroniknet.de	electronica reports	01.12.24	48	elektroniknet.de	top news of the week				
13.11.24	46	Elektronik automotive	e-vehicles, embedded hard- & software	02.12.24	49	Elektronik	measuring and testing technology				
13.11.24	46	Elektronik medical	displays, HMI, connectivity	03.12.24	49	Markt&Technik	production & service				
14.11.24	46	elektroniknet.de	electronica reports	03.12.24	49	elektroniknet.de	smart building / smart home				
15.11.24	46	elektroniknet.de	electronica reports	04.12.24	49	Elektronik automotive	electromobility				
15.11.24	46	elektroniknet.de international		04.12.24	49	Elektronik medical	Sponsor's choice				
17.11.24	46	elektroniknet.de	top news of the week	05.12.24	49	Elektronik	electronics trends 2025				
18.11.24	47	Elektronik	power supply	06.12.24	49	elektroniknet.de					
19.11.24	47	Markt&Technik	passive components	06.12.24	49	elektroniknet.de international					
19.11.24	47	elektroniknet.de	smart lighting	08.12.24	49	elektroniknet.de	top news of the week				
20.11.24	47	Elektronik automotive	alternative drives, passive components	09.12.24	50	Elektronik	power supply				

Special advertising opportunities

All this
offers you

Matchmaker+



Advantages

- Engage 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 professional presentation of your company and products as a premium provider!

	Starter	Advanced	Premium
	only 3.990€*	only 5.990€* TOP SELLER	only 7.990€*
Premium company profile with extended design options	●	●	●
Logo insertion in our newsletters	●	●	●
Red. Integration as a partner in our print editions	●	●	●
topic keywords** for placing your message next to suitable editorial content	1	4	5
Individual design of the placement as a content box	-	●	●
Post in the LinkedIn social media channel with link to the premium entry	-	●	●
Profile maintenance and setup by our team	-	-	●

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

Special advertising opportunities

Target group-specific: Customized newsletter

Benefit from our high-quality newsletter address pools. We send your corporate or product information exclusively. By providing a turnkey technical infrastructure as well as up-to-date recipients data, we efficiently broadcast your desired advertising message.

Advantages

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





Basic price: € 1.990,-
+ per thousand recipients: € 290,- (each not discountable)

Direct Link Program - Your direct link for more sales

The direct link program directs our readers -your customers- directly to your website through keywords defined by you. The interaction of professional content and innovative technology guarantees you a high ROI.

Advantages

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





Link of your company name/brand:
 per month: 990,- Euro (not discountable)
 per year: 9.990,- Euro (not discountable)



Link of a keyword:
 per month: from 990,- Euro
 (not discountable)

Special advertising opportunities

Social Media Plus

With our Social Media Plus Package we increase your social media reach!

Services

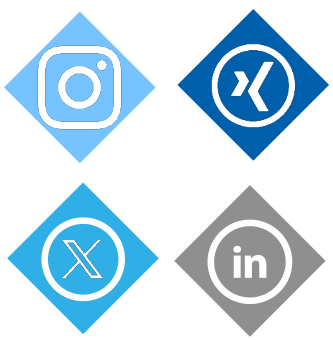
- Category of your choice in the business network
- Newsletter (date by arrangement)
- Publication on the publication's social media channels (depending on availability) within 24 hours of publication on the website
- Font, image and format sizes as elektroniknet.de. Marking of the item with advertisement

Social media offerings	Twitter	LinkedIn	Xing	Instagram
Markt&Technik	✓	✓	✓	
Elektronik	✓	✓	✓	
Elektronik automotive	✓	✓	✓	
Elektronik medical	✓	✓	✓	✓
elektroniknet.de	✓	✓	✓	



elektroniknet.de:

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, service and success story to China, of course in local language.

Services

- distribution: elektroniknet.de/chinese, additional placement in elektroniknet.de's editorial section of your choice, placement in one newsletter (date by arrangement), social media platforms in China: BaiDu, ByteDance, sina.com, Sohu.com, Tencent, WeChat
- Average impressions 112,700 Average readers 6,190
- Publication on social media channels after article publication on elektroniknet.de/chinese
- Font, image and format sizes as elektroniknet.de/chinese, translation of the text into Chinese is included in the services provided
- Storytelling: characters: max. 2,000 incl. spaces, image: 1280x720 pixels, 300 dpi resolution
- Lead time: 5 days



Total price: 4.990 € (not discountable)

	Follower	Ø Impressions	Ø Readers
Bytedance	14.457	105.107	4.532
Baidu	7.836	7.595	798
Sohu	–	–	303
Tencent	786	–	311
Sina	73	–	227
WeChat	1.149	–	28

Lead generation opportunities

Webinar

Convey specific know-how to your customers and involve them actively and live in the action. Your audience can ask you questions via chat. Underline the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation.

Services

- Pre-announcement of the webinar in the newsletters (date entry max. 140 characters)
- Announcement in the editorial section of your choice for a total of one month (medium Rectangle, max. 5,000 ad impressions)
- Announcement of the webinar in the newsletter (Native Ad)
- One customized newsletter broadcast promoting the webinar
- Participants registration
- Briefing of your speaker and technical implementation
- Live broadcast including start and Q&A moderation
- Post broadcast availability of the webinar as a downloadable on-demand webcast requiring registration
- Database of registered participants (company, first name, last name, e-mail)





Total price: € 6,990 (not discountable)

Optional plus 1/1 page print advertisement (design via WEKA) Total price: € 7,500



Total price technical implementation only: € 2.400,- (not discountable)

incl. participant registration, video recording, reporting

Whitepaper Promotion

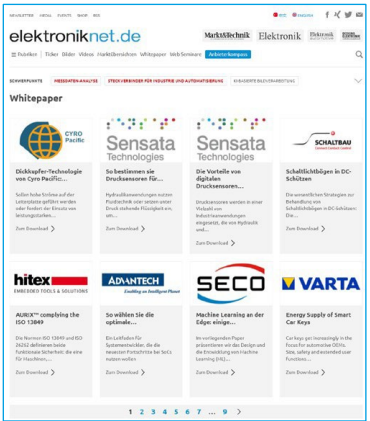
Present your whitepaper in the editorial environment of elektroniknet.de and generate high-quality leads!

Services and technical specifications including registration

- 2 premium leaderboard banners (630 x 90 pixels, max. 200 KB) in the newsletter
- Presentation of the whitepaper including your company logo on elektroniknet.de (whitepaper link or pdf, description of the whitepaper (recommended 500-600 characters, company logo min. 628x353 pixels at 72 dpi)
- Announcements of the whitepaper in a section of your choice for 4 weeks. Company name, headline text (37 characters), teaser text (99 characters)



Price: € 3,500 (not discountable)



Special forms of advertising

Online Advertorial

An online advertorial is ideal for presenting complex topics over a longer period of time (how long?). Online advertorials are designed in such a way that users perceive them as editorial contributions. 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 homepage, including image and linking
- Digital playout: content and teaser are displayed on both desktop and mobile devices



€ Price: € 2,990 (not discountable)



Technical Specifications

Market overviews

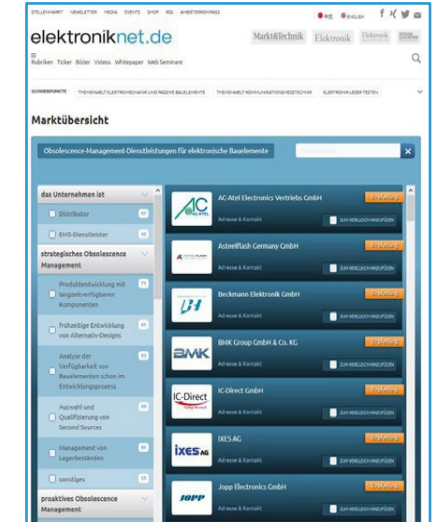
Benefit from the interactive market overviews on elektroniknet.de with comprehensive search and selection functions and enhance your entry.

Premium entry

- logo placement (file format: JPEG, PNG)
- color highlighting of your entry

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

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



Online theme weeks

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



Dates	
12.02. – 16.02.24	Electromobility
11.03. – 15.03.24	Electromechanics
08.04. – 12.04.24	Semiconductor
29.04. – 03.05.24	Automotive
10.06. – 14.06.24	embedded systems
08.07. – 12.07.24	power supplies & power management
16.09. – 20.09.24	power electronics
30.09. – 04.10.24	SPS – Smart Production services
18.11. – 22.11.24	Measuring and testing technology

Implementation	Bronze	Gold	Silver
Number of advertorials with own image in the newsletter of the theme week and additionally on elektroniknet.de in a relevant section	1	1	2
Exclusive direct link company name (to the homepage 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 theme week notice for 6 weeks		✓	✓
Social media posts on X, Xing, LinkedIn (if available).		✓	
Price	2.990 €	4.990 €	5.990 €

Individual offers	Price
Users ask - experts answer Video on elektroniknet.de, production by the publisher, reference to the video via social media and the newsletter	4.990 €
Question of the week Survey on elektroniknet.de with announcement	2.590 €

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 communication channels of elektroniknet.de to reach your relevant target group directly. We are also happy to support you with the conception, creation, application and evaluation of your surveys.

Option 1: Survey

Implementation:

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

Promotion means:

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



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:** Creation of a paper (digital) based on the survey results (management summary, graphics, etc.)

Promotion means:

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



Price: € 14,990 (not discountable)

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



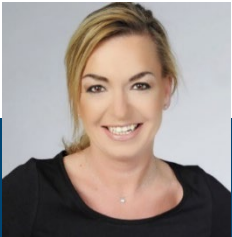
05.12.2024
Haar near Munich

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



You have questions?

We will be happy to advise you!



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