

# MediaKit

2023

elektronik  
industrie



**Hüthig**





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**1 Title:** elektronik industrie

### 2 Profile in brief:

elektronik industrie defines itself as the leading technical print medium for electronics developers in German-speaking world. The editorial focus is firmly on practical and application oriented articles as well as trend reporting for all relevant industry sectors. Independently researched by an expert editorial team, the contents and material will directly benefit readers in their everyday work. elektronik industrie and its four sister journals form the Hüthig Electronic Media Group under the umbrella of the all-electronics online portal. Advertising customers will find a unique portfolio here that allows them to reach their target group across a range of media, in an accurate and comprehensive manner.

**3 Target Group:** elektronik industrie in particular reaches electronic designer in all relevant branches.

**4 Publication:** 9 x per year + special issues

**5 Magazine format:** DIN A4

**6 Volume:** Volume 54/2023

### 7 Purchase conditions and prices (including VAT):

domestic	€ 210.00 + € 15.30 shipping costs = € 225,30
foreign	€ 210.00 + € 30.60 shipping costs = € 240,60
Single copy price	€ 25.00 including VAT, not including shipping costs

**8 Organ:** –

**9 Memberships:** Deutsche Fachpresse, IVW

**10 Publishing company:** Hüthig GmbH  
 Managing Director: Moritz Warth  
 Address: Im Weiher 10, D-69121 Heidelberg  
 Tel.: +49 6221 489-363  
 Internet : www.elektronik-industrie.de

**11 Publisher** –

**12 Advertising Dept.:** Frank Henning, Head of Sales

**13 Editorial Dept.:** Dipl.-Ing. Alfred Vollmer, Editor-in-chief

### Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

#### 14 Volume analysis

Total volume:  
10 issues in 2021 (+ best brands)  
612 pages = 100%

**78.6%**

Editorial content:  
481 pages



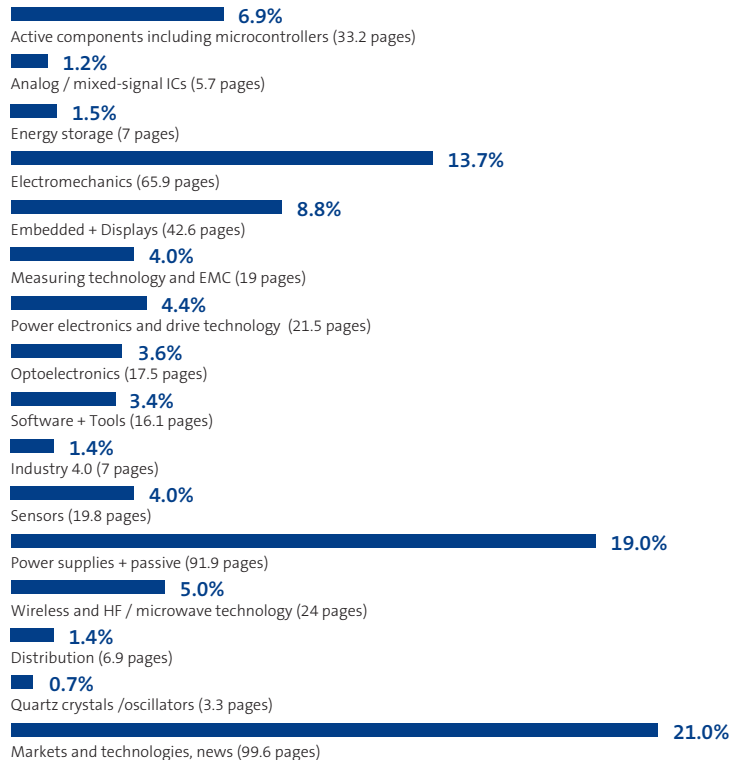
**21.4%**

Advertising content:  
131 pages

of which:  
21,75 advertorials  
20 ads by the publishing house itself  
1 supplement

#### 15 Editorial content analysis

elektronik industrie 2021 = 481 pages



**1 Advertising rates in € (for formats, see page 6):**

Rates do not include VAT

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	6,540.00	6,213.00	5,886.00	5,559.00	5,232.00
2/3 page	4,380.00	4,161.00	3,942.00	3,723.00	3,504.00
Junior page	3,820.00	3,629.00	3,438.00	3,247.00	3,056.00
1/2 page	3,300.00	3,135.00	2,970.00	2,805.00	2,640.00
1/3 page	2,220.00	2,109.00	1,998.00	1,887.00	1,776.00
1/4 page	1,710.00	1,624.50	1,539.00	1,453.50	1,368.00
1/8 page	920.00	874.00	828.00	782.00	736.00
Total rates for 2c advertisements	2c-Preis	5 % Rabatt	10 % Rabatt	15 % Rabatt	20 % Rabatt
1/1 page	7,180.00	6,853.00	6,526.00	6,199.00	5,872.00
2/3 page	4,765.00	4,546.00	4,327.00	4,108.00	3,889.00
Junior page	4,205.00	4,014.00	3,823.00	3,632.00	3,441.00
1/2 page	3,685.00	3,520.00	3,355.00	3,190.00	3,025.00
1/3 page	2,605.00	2,494.00	2,383.00	2,272.00	2,161.00
1/4 page	1,910.00	1,824.50	1,739.00	1,653.50	1,568.00
1/8 page	1,120.00	1,074.00	1,028.50	982.00	936.00
Total rates for 4c advertisements	4c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	7,615.00	7,288.00	6,961.00	6,634.00	6,307.00
2/3 page	5,225.00	5,006.00	4,787.00	4,568.00	4,349.00
Junior Page	4,665.00	4,474.00	4,283.00	4,092.00	3,901.00
1/2 page	4,145.00	3,980.00	3,815.00	3,650.00	3,485.00
1/3 page	3,065.00	2,954.00	2,843.00	2,732.00	2,621.00
1/4 page	2,310.00	2,224.50	2,139.00	2,053.50	1,968.00
1/8 page	1,520.00	1,474.00	1,428.00	1,382.00	1,336.00



## 2 Surcharges

### Preferential placements:

Inside front cover and outside back cover, 4c	10 % surcharge on basic rate
Binding placements	10 % surcharge on basic rate
Prices and conditions for cover placement on request.	

### Color surcharges (not discountable):

	2c	4c
1/1 page	€ 640.–	1,075.–
2/3 to 1/3 page	€ 385.–	845.–
1/4 and smaller	€ 200.–	600.–

Surcharges apply to Euroscale colors Special colors on request

### Format surcharges:

Bled-off and gutter bleed advertisements	10 % surcharge on basic rate
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## 3 Discounts (for purchase within 12 months):

<b>Frequency discount rate:</b>	<b>Quantity discount rate:</b>
3 x publication 5 %	2 pages 5 %
6 x publication 10 %	3 pages 10 %
9 x publication 15 %	5 pages 15 %
12 x publication 20 %	8 pages 20 %

## 4 Classified ads:

Job vacancies per mm (1-column, 41 mm wide), b/w	€ 5.–
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## 5 Special Advertising:

**Bound inserts:** must be delivered folded, untrimmed, without back stapling

Volume	minimum weight	up to 135 g/m <sup>2</sup>	over 135 g/m <sup>2</sup>
2 pages	120 g/m <sup>2</sup>	€ 6,090.–	€ 6,330.–
4 pages	80 g/m <sup>2</sup>	€ 8,720.–	€ 8,930.–

Bound inserts to be delivered to the printers free of charge and correctly packed no later than 14 days prior to publication date (see schedule) of the agreed issue.

Required supply quantity: 24,800 copies

All prices are in Euros and do not include applicable value added tax

## Supplements (not eligible for discount):

Minimum format 10.5 x 14.8 cm, minimum weight per sheet 150 g/m <sup>2</sup>	
up to 25 g	€ 7,670.–
up to 50 g	€ 9,440.–
each additional 25 g weight	€ 3,840.–

Maximum paper format 20 x 28 cm

Delivery: Specimens to be supplied as of order placement, circulation up to 10 days prior to publication. Required supply quantity: 24,800 copies

Partial supplements on request

**Stick-on advertising media:** Minimum format 6.0 x 7.5 cm at 150 g/m<sup>2</sup>

Positioning on request	
In conjunction with advertisement or bound insert plus adhesive costs	€ 1,630.–
– for machine processing	€ 1,550.–
– for manual processing	€ 3,420.–

## Delivery address for supplements and bound inserts:

Vogel Druck und Medienservice GmbH, Leibnizstr. 5, D-97204 Höchberg (clearly marked: for electronic industrie, issue number...)

## 6 Contact:

Consultation, bookings:  
Frank Henning, Head of Sales  
Phone: +49 6221 489-363  
E-Mail: frank.henning@huethig.de

Advertising availability:  
Sabine Greinus  
Tel.: +49 6221 489-598  
E-mail: all-dispo@huethig.de

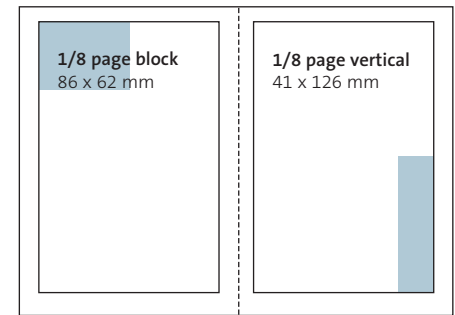
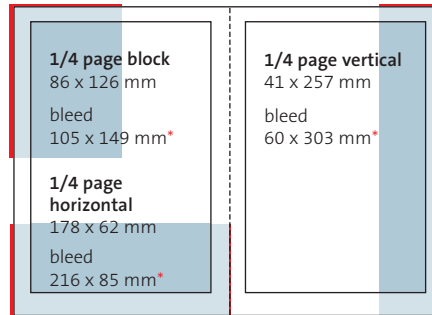
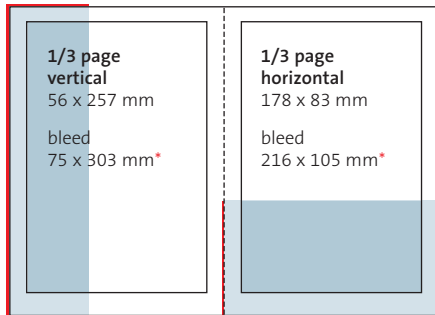
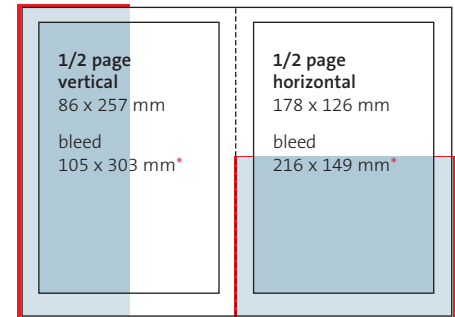
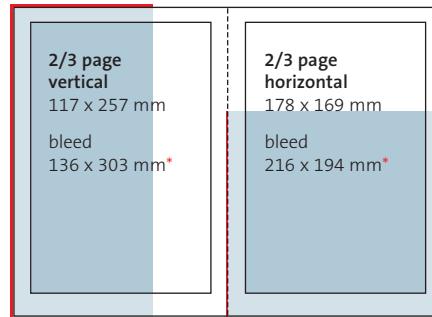
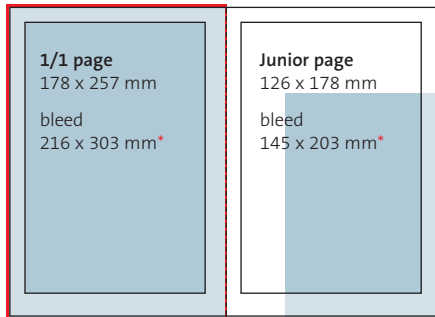
## 7 Terms of payment:

Net within 14 days of invoice date, 2 % discount for direct debit  
Rates do not include VAT.

**Bank details:** UniCredit Bank AG  
Account: 381 712 91  
Bank code: 700 202 70  
IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX

— \*Bleed formats quoted include 3 mm trim allowances

■ Type area formats    ■ Bleed formats



- 1 Magazine format:** Width 210 mm, height 297 mm, DIN A4  
**Type area:** Width 178 mm, height 257 mm  
4 columns, column width: 41 mm

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- 2 Printing & binding process:** Rotary offset  
adhesive binding or back stitching

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- 3 Data transfer:** all-dispo@huethig.de

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- 4 Data formats:** Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller using version 4.0 or higher and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.

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- 5 Color advertisements:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.

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- 6 Proof specifications:** as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO\_LWC\_Improved\_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated\_v2\_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

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- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

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- 8 Warranty:**  
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

- 
- 9 Contact**      Advertisement processing  
Sabine Greinus  
Tel.: +49 6221 489-598  
E-mail: all-dispo@huethig.de

## Head into the Fourth Dimension with Us

### How it works:








Our magazines are available as e-papers via the web browser. Editorial articles are also enhanced with digital content and can be called up as a digital overlay. We can also link your advertising to digital content. The benefit of this is that there is no change of medium: the reader remains within the magazine and consumes the digital content directly on the page.

Speak to our sales team; we will be happy to show you exactly how everything works!



### Digital overlay

The “e-paper” offers the possibility of using “digital overlays”. These are small items that are placed on the advertisements or in editorial articles and indicate to the reader that they will find additional informative content there.

-  Text (text field appears with your customized text)
-  Image (a photo or graphic)
-  Gallery (multiple photos or graphics for swiping through)
-  Link (direct link to your homepage or to the advertised product)
-  YouTube video (implemented from your channel)
-  Vimeo video (implemented from your channel)
-  Transparent overlay

Transparent overlays can accommodate any type of overlay and are not visible as you continue through the document but are clickable. Transparent overlays are always a good choice where the page or advertisement already indicates to the reader/user by graphical means that they can perform an action there.

Price per digital overlay: € 250.–



Strong presence combined with lead generation:

### Tech competition

The unique form of cross-media advertising that's bound to attract attention!

**AUTOMOBIL  
ELEKTRONIK**

**elektronik  
industrie**

**all-electronics.de**  
DEVELOPMENT. MANUFACTURING. AUTOMATION

**emobilitytec**

**IEE**  
INDUSTRIE  
INGENIEUR  
ANLAGEN  
AUTOMATION. ANLAGEN. IN A. ROTHEL

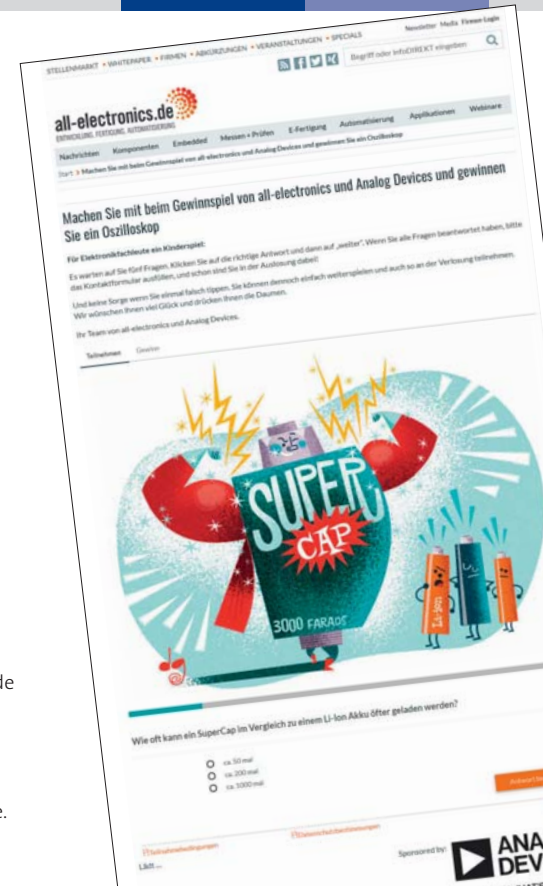
**productronic**

You and your products or your company can be the main star of the tech competition at all-electronics.de! Your text will give participants all the information they need to solve the puzzle. The competition involves participants answering a series of multiple-choice questions. Users who get all the questions right can enter their details to take part in a prize draw for one of your products or a tech-oriented non-cash prize worth around € 500.–.

### Services included:

- Design of your personalised competition (multiple choice) with your questions
  - ▶ Straightforward process: you send us a brief description of your product including a photo and up to five questions with three possible answers for each. We do the rest.
- Design of the microsite at all-electronics.de.
- At least one full-page ad in the printed magazine and e-paper. The ad will be designed by us and feature your company logo as a sponsor.
- Distribution to our readers and users – your customers (banner in the newsletter, banner at all-electronics.de).
- Prizes: customer provides the non-cash prize themselves (reduces final cost by € 500.–). Alternatively, we provide the non-cash prize worth around € 500.– ourselves.
- Prize draw and processing for the competition.
- Participant leads after completing the puzzle (consent will be requested on participation).

Your product will become the main star of the tech competition for a price of € 8,800.– or € 9,300.– plus VAT per issue.



# Best Brands of electronics

## Established brands that drive markets

### Innovative minds in the electronics industry

Industry continues to set the pace for the German economy. Germany's progress and continued evolution into a truly digital economy will not be possible without the numerous experts in its companies, particularly those in the electronics industry.

The special publication BEST BRANDS OF ELECTRONICS gives CEOs, product managers, and developers the opportunity to showcase pioneering solutions and product innovations from their companies to a highly attentive readership and profile them with editorial copy.

Just like in the highly successful second issue:

Your company will not need to produce the journalistic articles for your profile – our specialist journalists will craft them for you!

BEST BRANDS OF ELECTRONICS thus combines the best elements of brand strength:

- Strong promotional effect thanks to exclusive placements and the impact of your company's brand in our special publication.
- Significant added value for readers thanks to unique content and thus genuine journalism – no PR!

- Advertise with the BEST BRANDS OF ELECTRONICS logo on your website or your social media channels and add a link to your article, which will also be published on a microsite on all-electronics.de.

#### Target Group

Electronics development, research, design, administration, purchasing, procurement, quality assurance, production, manufacturing, technical business management, distribution, sales, IT

#### Prices\* and formats

Two pages (double-page spread)	€ 6,830
Single page	€ 3,680
Half page	€ 1,950
Advertorial	€ 3,675

\*Ads are charged based on the elektronik-industrie price list.

Print run	30,000 copies
Distribution	Special supplement in the December issue of elektronik-industrie



### 1 Circulation monitoring:



### 2 Circulation analysis:

Copies per issue on average for the period  
July 1, 2021 to June 30, 2022

<b>Print run:</b>	25,013		
<b>Number of copies actually distributed (TAC):</b>	24,842	including abroad:	3,044
<b>E-paper (TAC):</b>	10.864		
<b>Total (TAC):</b>	35.706		
<b>Copies sold:</b>	1,869	including abroad:	86
– Subscribed copies:	47	including association	
– Other sales:	1,822	member copies:	0
– Single copy sales:	0		
<b>Free copies incl. e-paper:</b>	33,837		
<b>Residual, archive and specimen copies:</b>	171		

### 3 Geographical distribution analysis:

Economic region	Percentage of copies actually distributed	
	%	copies
Germany	91.4	32,620
Abroad	8.5	3,044
Other*	0.1	42
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>35,706</b>

\* Section of circulation not analyzed such as trade fair and congress copies etc.

\*\* incl. e-paper. The basis of the % distribution is the print version.

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	21.0	6,844
Bavaria	19.9	6,493
Berlin, Brandenburg, Mecklenburg-Western Pomerania	5.2	1,695
Bremen, Hamburg, Schleswig-Holstein	5.4	1,773
Hesse	8.8	2,879
Lower Saxony	6.9	2,238
North Rhine-Westphalia	17.8	5,794
Rhineland-Palatinate	4.2	1,382
Saarland	1.9	623
Saxony, Saxony-Anhalt	5.6	1,819
Thuringia	3.3	1,080
<b>Copies actually distributed in Germany**</b>	<b>100.0</b>	<b>32,620</b>

Breakdown of foreign circulation**	Percentage of copies actually distributed	
	%	copies
Austria	48.1	1,464
Switzerland	47.7	1,451
Other countries	4.2	129
<b>Copies actually distributed abroad</b>	<b>100.0</b>	<b>3,044</b>

The description of the survey method can be found on page 15.

## Our coverage to secure your successful communication

Industry experts get their information in many different ways, now more so than ever.  
Reach your target group – via both analog and digital channels.



## 1.1 Industries/economic activities/relationship between company and electronics

### 1.1.1 Industries/economic activities

WZ 2008 code	Recipient groups (as per Klassifikation der Wirtschaftszweige [Classification of Economic Activities], WZ 2008)	Share of identified readers (total exposure)	
		%	Recipients
26.1, 27.9, 35	Manufacture of electronic components and boards Manufacture of other electrical equipment n.e.c. Energy supply	21.7	7,752
28, 26.51.3, 26.6, 32.5	Manufacture of electrical equipment Manufacture of machinery and equipment Manufacture of testing machines Manufacture of irradiation, electromedical and electrotherapeutic equipment Manufacture of medical and dental instruments and supplies	23.0	8,212
28.3, 29, 30	Manufacture of agricultural and forestry machinery Manufacture of motor vehicles, trailers and semi-trailers Manufacture of other transport equipment	10.9	3,870
26.3, 26.5	Manufacture of communication equipment Manufacture of instruments and appliances for measuring, testing and navigation Manufacture of watches and clocks	13.2	4,726
26.4, 26.7, 27.5, 32.2 - 32.4	Manufacture of consumer electronics Manufacture of optical instruments and photographic equipment Manufacture of domestic appliances Other manufacturing	6.8	2,406
26.2, 26.8	Manufacture of computers and peripheral equipment Manufacture of magnetic and optical media	5.0	1,791
	Other industries	19.3	6,907
	Miscellaneous*	0.1	42
<b>Copies actually circulated**</b>		<b>100.0</b>	<b>35,706</b>

\* Section of circulation not analyzed such as trade fair and congress copies etc.

\*\* incl. e-paper. The basis of the % distribution is the print version.

## 1.2 Size of business entity:

	Share of identified readers (total exposure)	
	%	Recipients
1 to 49 employees	44.1	15,746
50 to 199 employees	21.2	7,569
200 to 499 employees	14.7	5,233
Over 500 employees	19.9	7,116
Other	0.1	42
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>35,706</b>

## 2.1 Job characteristics: Position in company

	Share of identified readers (total exposure)	
	%	Recipients
Members of management, boards of directors, supervisory boards	29.3	10,465
Departmental, divisional, and project managers	26.5	9,467
Specialists	35.1	12,522
Assistants, juniors, trainees, private individuals	9.0	3,210
Other*	0.1	42
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>35,706</b>

## 2.1 Job characteristics: Area of responsibility (multiple answers)

	Share of identified readers (total exposure)	
	%	Recipients
Company management, technical management	38.4	13,696
Research, development, and design	31.9	11,382
Other roles (e.g. sales, organization, marketing)	29.6	10,586
Other	0.1	42
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>35,706</b>

\* Section of circulation not analyzed such as trade fair and congress copies etc.  
\*\* incl. e-paper. The basis of the % distribution is the print version.

### Summary of collection method

- Total number of recipients in the file\*\*:** 68,548
- Basic total:**  
Basic total (TAC)\*\* 35,706 = 100.0 %  
Not included in the survey: 171 = 0.48 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2021 to June 30, 2022
- Survey implementation:** Aug. 2, 2022

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.



## Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



## Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- **\*Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent  
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

## Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



Alexander Zöller  
+49 81 91/125-345  
Adressvermietung@huethig.de

# Your contacts and representatives

## PUBLISHER

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**D-69121 Heidelberg**  
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**all-electronics.de**

**1 Website (URL):** www.all-electronics.de

**2 Profile in brief:**

all-electronics.de is the media specialist portal for five electronics trade magazines of Hüthig GmbH. The portal focuses chiefly on the topics of electronic development, electronic manufacturing, automotive and automation. In addition to up-to-the-minute information and new products, the portal's journalistic focus centers on solid technical articles, background reports and technical knowledge. Contents are initially published online and optimized for the internet, prior to being published in the five Hüthig Verlag electronics trade magazines.

The online presence is reinforced by a newsletter with about 11,000 registered subscribers. The offering is rounded out by an extensive job market featuring positions for skilled staff and executive management in the electronics industry.

**3 Target group:**

The portal's target group is comprised of developers and decision-makers in the electronics industry, automotive industry as well as automation specialists from all industries. The majority of users are engineers and designers.

**4 Publisher:** Hüthig GmbH

**5 Editorial Contact:**

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**7 Data delivery:**

Sabine Greinus, Tel.: +49 6221 489-598, E-mail: all-dispo@huethig.de

**8 External ad server used:**

Google Ad Manager from Google

**Ad technologies and creatives**

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns.

Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared.

N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL.

Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).



Facts	Channels
<b>Traffic</b> • 168,560 visits / month <sup>1</sup> • 11,477 newsletter subscribers <sup>2</sup>	• Market • Automation • Electronics development • Electronics manufacturing • Automotive
<b>Content</b> • technical articles • product reports • news • interviews • videos	

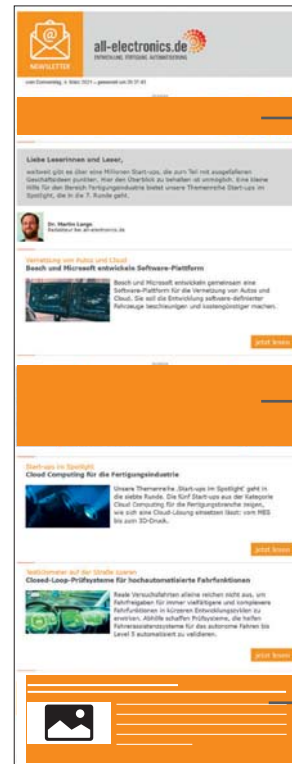
<sup>1</sup>Source: IVW, as of 3/2022 <sup>2</sup>Source: Emarsys, as of 6/2022

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per month	Price in Euro in trade fair months*
	Billboard	RoS under Header	Desktop Tablet	940x250	5,390.–	5,940.–
	Halfpage	RoS (sticky)	Desktop	300x600	5,610.–	6,160.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	4,290.–	4,730.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	5,370.–	5,830.–
	Skyscraper left	RoS	Desktop	160x600	2,750.–	3,000.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	3,360.–	3,690.–
	Leaderboard Basic	Post, behind 1. text block or end of posting	Desktop Tablet	728x90	2,750.–	3,030.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	3,740.–	4,050.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	2,970.–	3,280.–
	Baseboard	RoS	Desktop Tablet	960x90	4,510.–	4,950.–
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	1,740.–	1,920.–

\* Trade fair months: March, May, November



- 1 **Name:** all-electronics.de-Newsletter
- 2 **Profile in brief:**  
Each Tuesday and Thursday, our weekly newsletter is sent to about 11,000 subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.
- 3 **Target group:**  
The portal's target group is comprised of developers and decision-makers in the electronics industry, as well as automation specialists from all industries. The majority of users are engineers and designers.
- 4 **Frequency:** 2 x per week, on Tuesday and Thursday
- 5 **Editorial Contact:**  
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**Header Ad<sup>2</sup>**  
**Format:** 650 x 60 pixels  
**Price/issue:** € 1,210.–/€ 1,270.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

**Content Ad<sup>2</sup>**  
**Format:** 650 x 150 pixels  
**Price/issue:** € 870.–/€ 940.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

**Text ad (image + text)<sup>2</sup>**  
**Image:** 620 x 349 pixels  
**Text:** max. 330 characters  
**Price/issue:** € 960.–/€ 1,050.–<sup>3</sup>  
**File type:** jpg, png, gif<sup>4</sup>

<sup>2</sup> The banners and text ads in the newsletter are visible for one week after publication.

<sup>3</sup> Increased price before trade fairs (March, May, November)

<sup>4</sup> Note: animated gifs may not display correctly in all e-mail clients. Therefore, check whether any animation in your gif is actually relevant.

## Content Placement

Content placement is an article posted on all-electronics.de that consists of your individual content and is labelled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or a topic page of all-electronics.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

You can freely choose the text and images of your content.

The frequency of this form of advertising is strictly limited!

**Format:** HTML content page, delivery of content as a Word document.  
Maximum of 5 images in png or jpg format.

**Price:** € 2,310.- / 2,590.-\*

### You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: A maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)

\* Price increase before trade fairs (March, May, November)

All prices in Euros without applicable value added tax



Reach more  
customers with  
the **SOCIAL MEDIA  
BOOST!**  
Price: € 550.-



Example Content Placement

**Business directory**

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our Business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery	✓	✓
Company profile	✓	✓
Specific contact partners	✓	✓
Link to sales offices or branches	✓	✓
Additional informations as a link or file	✓	✓
Embedding company videos	✓	✓
Embedding whitepapers	✓	✓
Price/year	€ 440,-	€ 640,-

All prices in Euros without applicable VAT



## Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

### Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company
- You bring about a positive change in your image, right through to being viewed as an expert
- You become established as an opinion maker
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information
- You increase your range and gain far greater visibility
- You benefit from protecting and boosting sales figures and your bottom line for the long-term



### We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

### Interested? For a customized quote, contact:



Frank Henning, Head of Sales  
Tel.: +49 6221 489-363  
frank.henning@huethig.de

## The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

### The benefits of the webinar package at a glance

- **Comprehensive promotional package**  
We plug your webinar, thereby generating your leads
- **New contacts**  
Get to know new potential customers that are interested in your product.  
You receive all information about the registered participants for commercial use at your company
- **Expert implementation**  
You provide the speaker; our experienced team will take care of moderation and technical implementation
- **Image boost**  
Modern companies use modern media formats
- **Cost and time savings**  
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**  
You share video, audio and files with the participants
- **Direct contact**  
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**  
Results of surveys, the interest rate and the average attendance duration of the participants

### Your webinar services:

- Advertisement of your webinar on the website with logo, text and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports

### Interested?

For a customized quote, contact:



Frank Henning, Head of Sales  
Tel.: +49 6221 489-363  
frank.henning@huethig.de



## The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

### With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise
- you provide readers with added value by addressing a highly specific problem for your target group, for example
- you create trust and credibility by avoiding a sales pitch of any kind
- you generate new B2B leads for your company

### Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hühig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.

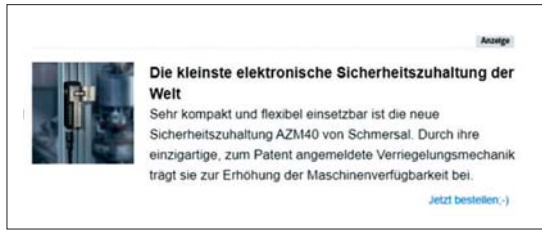


Interested? For a customized quote, contact:



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## Native Content Ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).  
The “character limits” can vary depending on the location of the ad.
- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

**CMP € 190**

## Native Video Ad



In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4  
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

**CMP € 190**



# Data-driven online marketing




With our audience products, you can reach your target market precisely where they are to be found – even outside of our platforms.

## Talk to us and find out more about

- Account-based marketing campaigns
- Intent scoring
- CPL models
- Reach extensions
- High-quality traffic with guaranteed clicks

## This is what we offer:

- Campaigns delivered to defined target markets across networks and devices
- Maximum control over your advertising budget thanks to precise campaign analyses
- Low scatter as only targeted users are addressed
- Various pricing models

	1 / 2 February	3 March	4 April	5 May	6 / 7 June	8 / 9 September	10 October	11 November	12 December
PD*	Feb. 3, 2023	Mar. 3, 2023	Apr. 4, 2023	May 2, 2023	Jun. 13, 2023	Aug. 30, 2023	Oct. 6, 2023	Nov. 7, 2023	Dec. 8, 2023
AD*	Jan. 5, 2023	Feb. 3, 2023	Mar. 8, 2023	Mar. 31, 2023	May 12, 2023	Aug. 2, 2023	Sep. 8, 2023	Oct. 9, 2023	Nov. 10, 2023
ED*	Nov. 22, 2022	Dec. 20, 2022	Jan. 30, 2023	Feb. 22, 2023	Mar. 31, 2023	Jun. 26, 2023	Aug., 1, 2023	Aug. 30, 2023	Sep. 29, 2023
Trade fairs	Mobile World Congress Feb. 27 - Mar. 02, 2023	Embedded World Mar. 14-16, 2023	Hannover Messe Apr. 17-21, 2023	PCIM + Sensor&Test May 9-11, 2023		European Microwave Week Sep. 17-22, 2023		SPS Nov. 14-16, 2023  productronica Nov. 14-17, 2023	
Specials	Special: IoT + IIoT		Special: Companies in Southern Germany		Special: Embedded and IIoT	Special: Power	Special: Startups in Germany, Austria and Switzerland	Special: Industrial	
Topic 1	<b>Electromechanics</b> Switches, connectors, relays, cables, heat sinks, fans, housings	<b>Embedded systems and displays</b> Development systems, software, boards, modules, TFT, LCD, control ICs, touch controllers, background lighting, digital signage, IIoT	<b>Industry 4.0</b> Active components, subsystems (from power supply to boards and software), concepts and services	<b>Power</b> MOSFETs, IGBTs, IPMs, transistors, diodes, semiconductor relays, thermal interface materials, passive com- ponents (R, L, C), power supplies, AC/DC + DC/DC converters	<b>Energy: storage and management</b> Batteries and rechar- geable batteries, su- percaps, BMS (battery management system), charging technologies, second-life scenarios	<b>Electromechanics</b> Switches, connectors, relays, fans, heat sinks, cables, housings	<b>Instruments and sen- sor technology</b> Measurement data acquisition and processing software, measurement cards, oscillators, spectrum analysers, signal generators, sensors	<b>Active components + periphery (Clocking)</b> Logic ICs, MCUs, µPs, FPGAs, SoCs, discretes, peripheral and inter- face ICs, memory ICs, crystals, oscillators, RTCs	<b>Power</b> AC/DC converters, DC/ DC converters, power supply, inverters, IGBTs, MOSFETs, transistors, diodes, semiconductor relays, IPMs, thermal interface materials, passive components (R, L, C)
Topic 2	<b>Instrumentation and sensor technology</b> Measurement data acquisition and processing software, measurement cards, oscilloscopes, signal generators, spectrum analysers, sensors	<b>Active components + periphery (Clocking)</b> Logic ICs, MCUs, µPs, FPGAs, SoCs, discretes, peripheral and inter- face ICs, memory ICs, crystals, oscillators, RTCs	<b>Electromechanics</b> Switches, connectors, relays, cables, heat sinks, fans, housings	<b>Hot topics</b> Quantum computing, electronics in space, smart city, (II)IoT, 6G...	<b>Active components + periphery (Clocking)</b> Logic ICs, MCUs, µPs, FPGAs, SoCs, discretes, peripheral and inter- face ICs, memory ICs, crystals, oscillators, RTCs	<b>Optoelectronics</b> LEDs, OLEDs, lighting, laser diodes, optocou- plers, LWL modules, image sensors / camera modules	<b>Power</b> MOSFETs, IGBTs, IPMs, transistors, diodes, semiconductor relays, thermal interface materials, passive com- ponents (R, L, C), AC/DC + DC/DC converters, power supplies	<b>Artificial intelligence</b> Machine learning, boards and software, processors, FPGAs, IP, tools, methods and services	<b>Software, tools and development support</b> EDA tools, PCB design, simulation/verification, development kits and development platforms (including Raspberry Pi, Arduino etc.) IDEs, starter kits, tools, de- buggers emulators
Topic 3	<b>Engineering beyond electrical engineering</b> The classic look into other worlds of tech- nology: What electrical engineers should also know	<b>Power (Supply)</b> AC/DC converters, DC/DC converters, power supplies, inverters, MOSFETs, IGBTs, transistors, diodes, IPMs, semi- conductor relays, thermal interface materials, passive components (R, L, C)	<b>Automation</b> What is happening on the system side, what trends and standards are emerging?	<b>Instrumentation and sensor technology</b> Measurement data ac- quisition and processing software, measurement cards, oscilloscopes, spectrum analysers, sig- nal generators, sensors	<b>Software, tools and development systems</b> EDA tools, PCB design, simulation/verifica- tion, development kits and development platforms (including Raspberry Pi, Arduino etc.) IDEs, starter kits, tools, debuggers, emulators	<b>Automotive</b> Automotive electronics from ABS and ADAS to ZE (Zero Emission): The Update on Hardware, Systems, Software, Tools and Trends	<b>Embedded systems and displays/HMI</b> Development systems, software, boards, modules, IIoT, TFT, LCD, control ICs, touch controllers, displays, background lighting, digital signage, HMI	<b>Electronics manufacturing</b> And what happens after finishing the design? A look at the production of printed circuit boards (PCBs), assembly, soldering, handling, inspection and more...	<b>Distributors</b> With which services can the distributors support design engi- neers in the electronics environment?

••• We also publish latest news about technology, the market and distribution plus lots of product reports in every issue •••

# Contact

## GTCBs

Our general Terms and Conditions are viewable here: [www.huethig.de/agb](http://www.huethig.de/agb)

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