

2024

Media World

www.all-electronics.de



all-electronics.de

DEVELOPMENT. MANUFACTURING. AUTOMATION

The information portal
for developers
and decision-makers

3

Profile, Offer, Benefit and Reach

all-electronics.de is the multimedia information portal for top decision-makers in the industry – read what this entails on the following pages.

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What we stand for

all-electronics.de is the information portal of our four electronics magazines by Hüthig Medien.

The Hüthig Medien publishing house is part of the Süddeutscher Verlag media group in Munich and thus of the Stuttgart-based Südwestdeutsche Medienholding (SWMH), one of the leading media companies in Germany.

SWMH

Südwestdeutsche Medienholding



Süddeutscher Verlag



ULTIMAMEDIA

What we offer

Comprehensive Internet-offer for B-to-B-communication for developers and decision-makers in the electronics industry, as well as automation specialists from all industries.

Daily news, product-database and company directory, background reports, and 2 x newsletter published weekly (more than 11,000 subscribers).



Benefits for our users



- » comprehensive **company directory**
- » **archive** with extensive specialist information
- » **clearly arranged navigation** to industry-relevant specialist fields
- » **full-text search**
- » daily **news**, topical information about products and companies

Reaching your target group

all-electronics.de offers you all the benefits of professional media planning as a one-stop-shop. We will advise you which forms of advertising, in which combination, will meet your requirements and objectives in your media planning!

all-electronics.de is used by developers and decision-makers in the electronics industry from all industries..

Latest analysis

117,764

Page impressions per months,
as of March 2023,
source: Google Analytics

Page
Impressions

59,770

Visits per months, as of
March 2023,
source: Google Analytics

Visits

59,674

per months,
as of March 2023,
source: Google Analytics

Unique
User

11,029

newsletter subscribers receive
the newsletter twice a week
(as of August 2023)

Newsletter
subscribers

1,6

Pages viewed per session,
as of September 2023
source: Google Analytics

Pages

Advertising Banners

	Ad format	Placement	Device	Format (in pixels)	Prices in Euro per month	Prices in Euro in trade show months*
1	Billboard	RoS under Header	Desktop Tablet	940x250	5,390.–	5,940.–
2	Halfpage	RoS (sticky)	Desktop	300x600	5,610.–	6,160.–
3	Skyscraper right	RoS (sticky)	Desktop	160x600	4,290.–	4,730.–
4	Wallpaper	RoS	Desktop	728x90 + 160x600	5,910.–	6,410.–
5	Skyscraper left	RoS	Desktop	160x600	3,025.–	3,300.–
6	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	3,500.–	3,800.–
7	Leaderboard Basic	Post, behind 1. text block or end of posting	Desktop Tablet	728x90	2,800.–	2,950.–
8	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	3,980.–	4,200.–
9	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	2,970.–	3,100.–
10	Baseboard	RoS	Desktop Tablet	960x90	4,650.–	4,980.–
11	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	1,740.–	1,920.–

* March, May, June, November

All prices are subject to statutory VAT.

Banner formats: png, jpg, gif (also animated), HTML5 | **Videos:** mp4 | **File size:** max. 100 KB

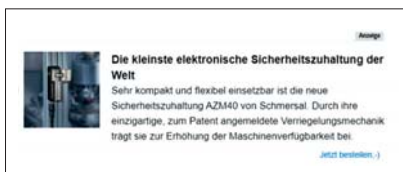
Data transmission: at least a week before placement to all-dispo@huethig-medien.de



- » Banner formats are displayed in total rotation with a maximum of two other advertisers on this placement.
- » The campaign is billed at a fixed monthly price.

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.



» Rate: € 3,025.- per month

Included in the package:

- » 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

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.



» Rate: € 3,025.- per month

Included in the package:

- » 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

Newsletter

Always up-to-date
and wanted!

The advantage of newsletters is that users specifically subscribe to them and therefore really want them.

» This is also reflected in the above-average opening rate of the all-electronics.de newsletter.

E-mail newsletters also allow direct addressing of the target group.

Image advertising, highlighting your company's expertise or a product presentation are all perfectly placed here. Reach your existing and new potential customers with more than 11,000 mailings twice a week.




all-electronics.de
ENTWICKLUNG, FERTIGUNG, AUTOMATISIERUNG

NEWSLETTER

vom Donnerstag, 4. März 2021 – gesendet um 20:37:43


VOLLER EINSATZ, RUNDUM GESCHÜTZT

Wo sind wir Ihrer Seite



Liebe Leserinnen und Leser,

weltweit gibt es über eine Millionen Start-ups, die zum Teil mit ausgefallenen Geschäftsideen punkten. Hier den Überblick zu behalten ist unmöglich. Eine kleine Hilfe für den Bereich Fertigungsindustrie bietet unsere Themenreihe Start-ups im Spotlight, die in die 7. Runde geht.



Dr. Martin Large
Redakteur bei all-electronics.de

Vernetzung von Autos und Cloud
Bosch und Microsoft entwickeln Software-Plattform




Bosch und Microsoft entwickeln gemeinsam eine Software-Plattform für die Vernetzung von Autos und Cloud. Sie soll die Entwicklung software-definierter Fahrzeuge beschleunigen und kostengünstiger machen.

[jetzt lesen](#)



WiFi®-BT-Pioneer-Kit PSoC® 62S2

Das WiFi-BT-Pionierkit PSoC 62S2 ist eine kostengünstige Hardware-Plattform, mit der Benutzer ihre IoT-Anwendungen evaluieren und entwerfen können



Start-ups im Spotlight
Cloud Computing für die Fertigungsindustrie



Unsere Themenreihe 'Start-ups im Spotlight' geht in die siebte Runde. Die fünf Start-ups aus der Kategorie Cloud Computing für die Fertigungsbranche zeigen, wie sich eine Cloud-Lösung einsetzen lässt: vom MES bis zum 3D-Druck.

[jetzt lesen](#)

Testkilometer auf der Straße sparen
Closed-Loop-Prüfsysteme für hochautomatisierte Fahrfunktionen



Reale Versuchsfahrten alleine reichen nicht aus, um Fahrfreigaben für immer vielfältigere und komplexere Fahrfunktionen in kürzeren Entwicklungszyklen zu erwirken. Abhilfe schaffen Prüfsysteme, die helfen Fahrerassistenzsysteme für das autonome Fahren bis Level 5 automatisiert zu validieren.

[jetzt lesen](#)




all-electronics.de
ENTWICKLUNG, FERTIGUNG, AUTOMATISIERUNG

Entdecken Sie weitere interessante Artikel und News zum Thema auf all-electronics.de!

[Hier klicken & informieren!](#)

Schrittweise vorgehen, Mitarbeiter einbeziehen
Das sind Ziele und Hürden auf dem Weg zur Industrie 4.0



Industrie 4.0 verspricht, die Fertigung mithilfe digitaler Technologie neu zu gestalten. Trotz der versprochenen Vorteile kann die Umstellung ein großer Schritt sein, aber sie bietet Unternehmen die Chance, ihre Geschäfte zukunftssicherer zu machen. Neben der Technologie sind dazu die richtigen Partner notwendig.

[jetzt lesen](#)

» The all-electronics.de newsletter is always mailed twice a week to more than 11,000 subscribers

Advertising Banners

in the Newsletter


	Format	Size	Prices in Euro per issue	Prices in Euro per issue in trade show months Mach/ May/June/ Nov.
1	Header Ad	650 x 90 pixels	1,210.–	1,270.–
2	Content Ad	650 x 150 pixels	870.–	940.–
3	Text Ad	Image: max. 620 x 349 pixels Text: max. 330 characters	960.–	1,050.–

All prices are subject to statutory VAT.


Banner formats: png, jpg, gif (also animated), HTML5 | Videos: mp4 | File size: max. 50 KB

Data transmission: at least a week before placement to all-dispo@huethig-medien.de

The banners and text ads in the newsletter are visible for one week after publication.



all-electronics.de
ENTWICKLUNG. FERTIGUNG. AUTOMATISIERUNG




NEWSLETTER

vom Donnerstag, 4. März 2021 – gesendet um 20:37:43

1


Liebe Leserinnen und Leser,

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Dr. Martin Large
Redakteur bei all-electronics.de

Vernetzung von Autos und Cloud
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Bosch und Microsoft entwickeln gemeinsam eine Software-Plattform für die Vernetzung von Autos und Cloud. Sie soll die Entwicklung software-definierter Fahrzeuge beschleunigen und kostengünstiger machen.

jetzt lesen

2


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jetzt lesen


Testkilometer auf der Straße sparen
Closed-Loop-Prüfsysteme für hochautomatisierte Fahrfunktionen



Reale Versuchsfahrten alleine reichen nicht aus, um Fahrfreigaben für immer vielfältigere und komplexere Fahrfunktionen in kürzeren Entwicklungszyklen zu erwirken. Abhilfe schaffen Prüfsysteme, die helfen Fahrerassistenzsysteme für das autonome Fahren bis Level 5 automatisiert zu validieren.

jetzt lesen

3





Stand-alone Newsletter

You can send a “standalone-newsletter” to all registered subscribers with us. The newsletter is mailed in the name of your company and has **100% customer content**.

The stand-alone newsletter can link to further information on your corporate website or to a customer integration within **all-electronics.de**.

The frequency of the standalone-newsletter is strictly limited. With this form of advertising we enable you to directly address the newsletter subscribers from the target group of **all-electronics.de** and to introduce new products or services.



(+49) 30 915 884 91 
 Jetzt suchen:

Tech-Trends von Digi-Key

Industrie - Würth Elektronik

Die Schnellverbindungslösung wurde entwickelt, um Kundenanforderungen zu erfüllen, wenn Zuverlässigkeit und Sicherheit oberste Priorität haben

Bei der Serie WR-FAST handelt es sich um THT-Stiftleisten mit Rastermaßen von 5,08 mm und 7,62 mm, zwei Blattkontaktdesigns, Nennströme bis zu 16 A pro Kontakt und einer Arbeitsspannung von 300 V_{ac}.




[Weitere Infos ►](#)

Raue Umgebungen - Weidmüller

Gut geeignet für extrem raue Umweltbedingungen

Die RockStar®-Produktlinie von Weidmüller setzt mit ihrem umfassenden Funktionsumfang Standards. Weidmüller bietet in seiner Standardproduktpalette maßgefertigte Konfigurationen an, was die Auswahl des richtigen Steckverbinders einfacher denn je macht.




[Weitere Infos ►](#)

Industrie - C&K

Gekapselte LED-Drucktastenschalter der Serie PLP16 für den Frontplatteneinbau

Die Schalter der Serie PLP16 verfügen über eine reduzierte Größe, die SPDT- oder DPDT-Schaltungen unterstützt und somit eine Platzersparnis für die Anwendung ermöglicht. Diese kleineren Schalter eignen sich für eine breite Palette von Steuer- und Signalprodukten.




[Weitere Infos ►](#)

Leistungskomponenten - EPC

eGaN®-FET EPC2215 für 32 A und 200 V

Der EPC2215 ist ein 200V/8mΩ-eGaN-FET mit einem Impuls-nennstrom von 32 A auf einem winzigen Footprint von 7,4 mm². Ideal für Klasse-D-Audio, Synchrongleichrichtung, DC/DC-Wandler, Solar-MPPTs und Motorantriebe.




[Weitere Infos ►](#)


SmartDisplay™ - NKK Switches

Platzsparende, dynamische, programmierbare OLED- und LCD-Multifunktionsschalter und -anzeigen

Von Audio-Rundfunk- und Kommunikationssystemen bis hin zu medizintechnischen, Luft- und Raumfahrt- und Verteidigungsanwendungen trägt die Implementierung von SmartDisplay in Schalttafel-Designs zur Revolutionierung der Bedienschnittstelle bei.




[Weitere Infos ►](#)











WiFi®-BT-Pioneer-Kit PSoC® 62S2

Das WiFi-BT-Pionierkit PSoC 62S2 ist eine kostengünstige Hardware-Plattform, mit der Benutzer ihre IoT-Anwendungen evaluieren und entwerfen können




Laden Sie unsere mobile App herunter

701 Brooks Avenue South, Thief River Falls, MN, 56701, USA



Sie möchten diesen Infodienst abbestellen?
Bitte tragen Sie [hier](#) Ihre E-Mail-Adresse aus.

[Impressum](#) | [Datenschutz](#)

- » Format: 660 pixels
- » File type: HTML (inline CSS)
or as text and image (jpg, png)
separately
- » No. of characters: +/- 3,000
- » No. of charts: max. 5
- » No. of links: max. 5
- » Price: on demand

The focused newsletters

**AUTOMOBIL
ELEKTRONIK**

productronic



**Register
now!**

Finally the time has come! As an ideal supplement to the all-electronics newsletter, readers of the new focused newsletters from AUTOMOBILElektronik and productronic get a lot of informative articles once a month from the industry. Our technical editors provide in-depth insights for managers and engineers.

With your advertising in these newsletters you reach pure target group!



Register now online for the free newsletter:
<https://www.all-electronics.de/newsletter-ael.html>



Register now online for the free newsletter:
<https://www.all-electronics.de/newsletter-prod.html>

AUTOMOBIL ELEKTRONIK

productronic

Over 2,000
subscribers per
newsletter

Name:

<https://www.all-electronics.de/newsletter-ael.html>
<https://www.all-electronics.de/newsletter-prod.html>

Short characteristic:

Our newsletters are sent out once a month to approx. 900 subscribers. Besides current news, new product introductions and editorial articles are presented.

Target group:

The newsletters' target groups are developers and decision-makers in the electronics industry, automation specialists from all industries as well as engineers and designers.

Frequency:

Once a month, publication dates on request

Editorial contact:

Dipl.-Ing. Petra Gottwald, Editor-in-chief
Tel.: +49 6221 489-221
E-Mail: petra.gottwald@huethig-medien.de

Dr. Martin Large, Head of service
Tel.: +49 6221 489-483
martin.large@huethig-medien.de

Martin Probst, Editor
Tel.: +49 8191 125-214
martin.probst@huethig-medien.de

Sales contact:

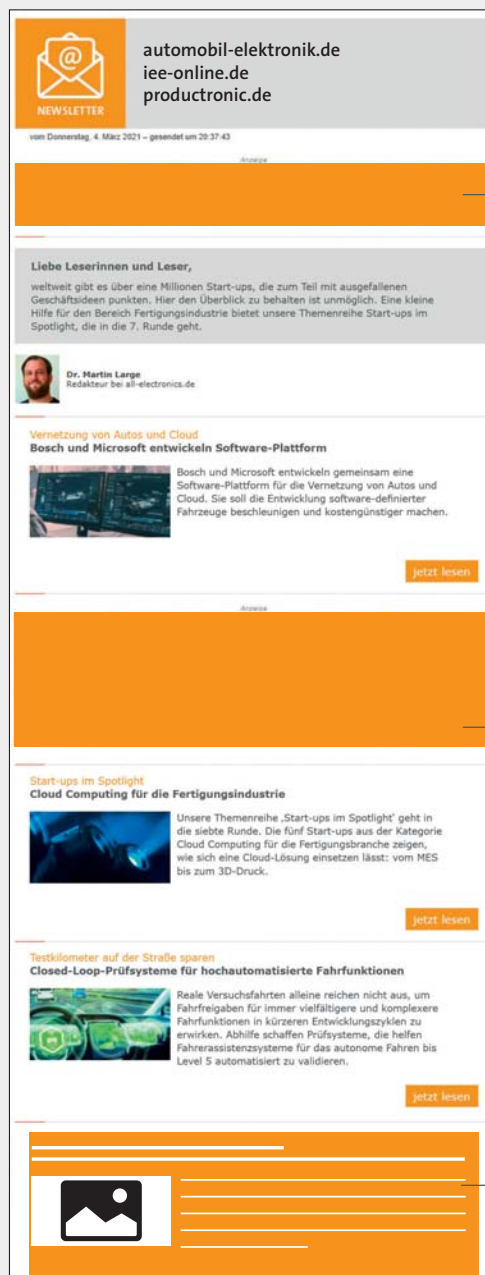
Frank Henning, Head of Sales
Tel.: +49 6221 489-363
E-Mail: frank.henning@huethig-medien.de

Data delivery:

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

¹ Publisher's statement

All prices are subject to statutory VAT.



Header Ad²

Format: 650 x 90 pixels
Price/issue: € 1,000.-/€ 1,050.-³
File type: jpg, png, gif⁴

Content Ad²

Format: 650 x 150 pixels
Price/issue: € 690.-/€ 750.-³
File type: jpg, png, gif⁴

Text ad (image + text)²

Image: 620 x 349 pixels
Text: max. 330 characters
Price/issue: € 765.-/€ 850.-³
File type: jpg, png, gif⁴

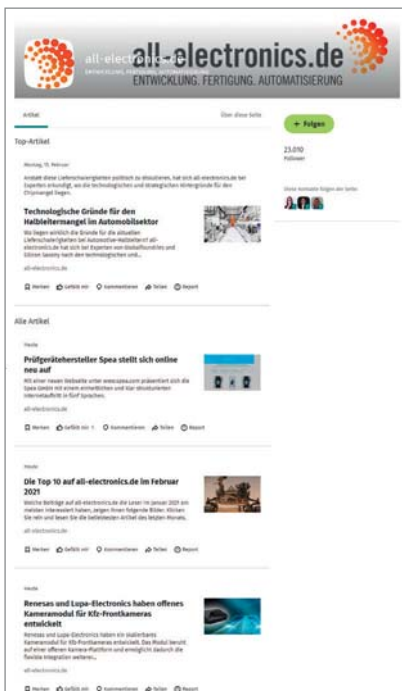
² The banners and text ads in the newsletter are visible for one week after publication.

³ Increased price before trade fairs (March, May, June, November), see p. 12

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

Social Media Boost

Social media complement to Content placement



The Social Media Boost is a new, **appealing social media element** which generates additional contacts in the industry and can be easily booked additionally to the content placement.

We currently have more than **23,000 followers on Xing**. Moreover we are expanding our presence on LinkedIn.

The newsfeed is made up of up-to-date releases from our website, which are displayed to followers as news on our social media newstreams.

This way we can play out your sponsored post booked on all-electronics.de to our followers via Xing and LinkedIn. It is also marked here with the term “advertisement”.

Price: 590. – €

- » Only bookable in combination with a content placement or text ad.
- No separate reporting possible.

Content Marketing

With expertise to
effective success



Content marketing is a digital communication strategy.

Short-term, selective success can result, for example, from the acquisition of leads by means of webinars or white papers. At its core, however, content marketing pursues long-term goals. The establishment of one's own company on the market, the digital positioning on a specific topic in the industry or the acquisition of new customers through ever-increasing visibility can be achieved through good content marketing and thus contribute significantly to the success of the company.

Why you should definitely invest in content marketing:

- » Boosting brand awareness and strengthening your image
- » You achieve positive change of the image towards the expert
- » You establish yourselves as opinion leaders
- » You clearly position yourselves as problem solvers through consistent and high-quality information transfer
- » You increase your reach and gain much better visibility
- » You benefit from long-term protection and increase of sales figures and deals

Content Placement



* Integration on homepage or topic page for one week, archiving at least for one year

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 topic page of all-electronics.de and an integration in the editorial newsletter, which ensures increased traffic on your article. The following topic channels are available: market, automation, electronics development, electronics manufacturing, automotive and transportation.

The frequency of this form of advertising is strictly limited!

Format: HTML content page, delivery of contents as Word document. Maximum of 5 images as png or jpg.

Price*: 4,060.- €

What we need from you

- » Meaningful catchword
- » Meaningful headline
- » Teaser (2 short sentences which arouse interest; max. of 250 characters))
- » Text incl. link (recommendation: about 3,000 - 6,000 characters incl. blanks)
- » Maximum of 5 images (jpg, png)

Whitepaper

Digital acquisition of new customers



- » **Price on demand**
- Booking period: 8 weeks**

Promotion package:

- » Quality-pre-check by our content experts
- » Creation of a landing page on our portal (headline, image, description text, download function)
- » Integration and preservation of the whitepaper in the “Whitepaper” section on our portal
- » Bannering on our website during booking period
- » Traffic feed through multiple integration in the editorial newsletter
- » Multiple posts in our social media channels
- » A teaser ad on our portal (homepage week 1 and on content pages week 2-8) with link to your whitepaper
- » All leads for your use
- » Full white paper creation available upon request

Your advantages:

- » Maximum attention for the whitepaper (compared to individual booking) and therefore also exponentially increased chance of leads
- » **Savings** compared to individual booking of all services of the promotion package

Webinar

Digital acquisition of new customers



» **Price on demand**
Booking period: 8 weeks

Package includes:

- » 1 webinar, presented live

Promotion package:

- » Advice on topic findings from our editorial team
- » Moderation and technical implementation
- » Integration and preservation of the webinar in the “Webinar” section on our portal
- » Bannering on our website during booking period
- » Traffic feed through multiple integration in the editorial newsletter
- » Creation of a landing page on our portal (headline, image, description text, download function)
- » A teaser ad on our portal (homepage week 1 and on content pages week 2-8) with link to webinar page
- » Multiple posts in our social media channels
- » All leads for your use

Your benefit:

- » One-stop-shop: advice concerning content, organisation and realization as well as promotion and acquisition of participants

Brand Hub

Your positioning as a thematic leader

With an exclusive brand hub, you present your expertise and build a thought leadership on a specific topic focus (100% your content).

The content can be designed according to a guideline in text and image.

Included in the package:

- » Own customer channel under “Topics Specials”
- » Joint topic planning and conceptual consulting
- » Integration of 3 articles per month (supplied by you)
- » Integration of the articles in the context-relevant topic area.
- » 1 x integration in editorial newsletter per published article
- » 1 x social media post per published article
- » Optionally bookable: further editorial services on request





Your advantages:

- » Expansion of presence in relevant target group and positioning as an **expert and solution provider** on a relevant topic
- » High attention level through cross-promotion via newsletters and portal
- » Positive image transfer through integration of content in premium editorial environment

- » Price on demand
- » Booking period: 6 months

Tech competition

Strong presence combined with lead generation:

Tech competition

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

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 € 550.–



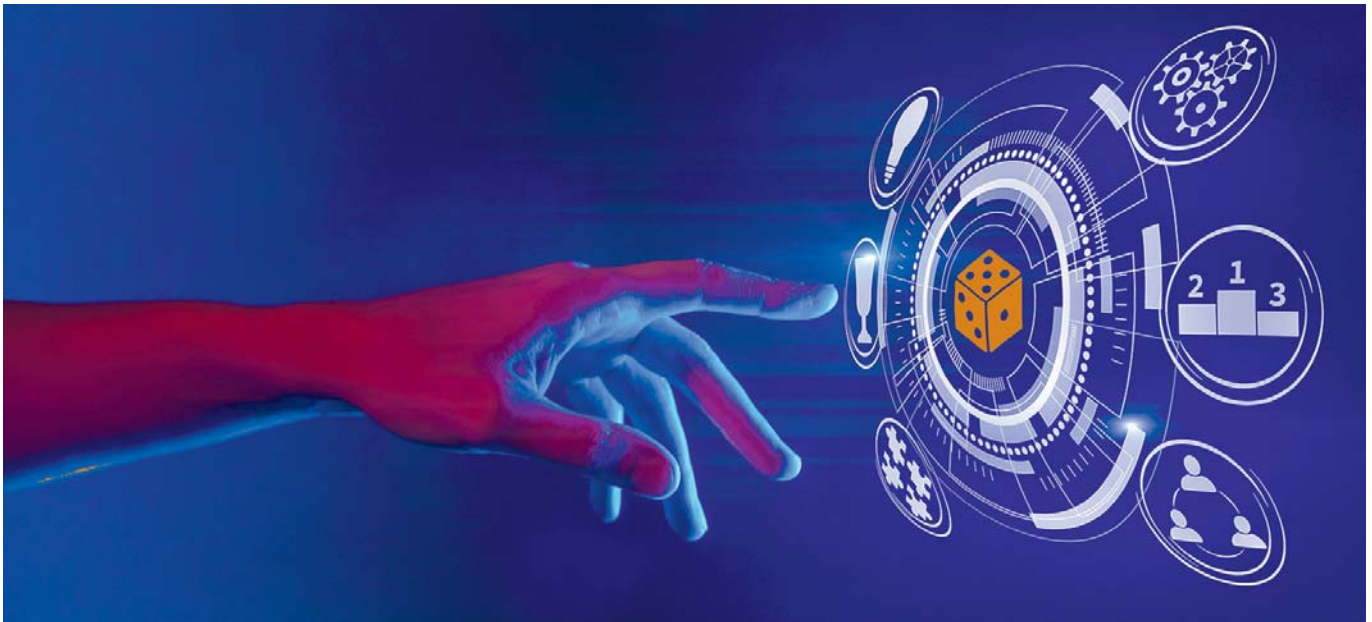
**AUTOMOBIL
ELEKTRONIK**

**elektronik
industrie**

emobility*tec*

IEE
INDUSTRIE ENGINEERING EFFIZIENZ

productronic



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 € 550.–). Alternatively, we provide the non-cash prize worth around € 550.– 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 € 9,680.– or € 10,230.– plus VAT per issue.

Digital Company Directory

New and functional



An ideal supplement...

...to the offered classic online forms of advertising on all-electronics.de. Through your presence users get quick and focused access to information about your company.

Added value included

Your contact details are additionally linked to a large offer of content. Your company's performance profile appears in requested technical articles, news and product reports.

Present your company with a company entry in the environment of your industry. An entry in our new company directory ensures your constant presence when our users are researching. All company entries can be updated and supplemented by you 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

Talk to us

We have presented various, target-oriented forms of advertising for your communication to you.
Do you have any questions? Together we will find the ideal solution for your objectives.

Sales Team:



» **Frank Henning**
Head of Sales
+49 6221 489-363
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Editorial team:



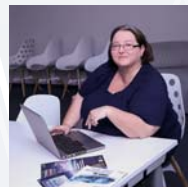
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» **Dr. Martin Large**
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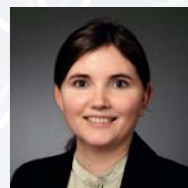
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