

# MediaKit

2024

*productronic*



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**Title:** productronic

### Profile in brief:

productronic gathers information and conducts its own research on all aspects of efficient and economical electronic manufacturing. The widely acknowledged sector magazine also publishes news and trend reports – in both print and online formats. Productronic comprehensively reflects the electronic manufacturing industry in German speaking countries.

productronic and its four sister journals now form the Hüthig Medien 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 wide range of media, in an accurate and comprehensive manner.

**Target group:** productronic targets the decision-makers and experts in electronic manufacturing and all professionals dealing with technology development or services in the electronic manufacturing environment.

**Publication:** 6 x per year + special issues

**Magazine format:** DIN A4

**Volume:** Volume 44/2024

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

domestic	€ 135.00 + € 10.50 shipping costs = € 145.50
foreign	€ 135.00 + € 21.00 shipping costs = € 156.00
Single copy price	€ 24.00 including VAT, not including shipping costs

**Memberships:** Deutsche Fachpresse, IVW

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

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

**Editorial Dept.:** Dipl.-Ing. Petra Gottwald, Editor-in-chief

## 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.



**8,132 copies**

**Print**

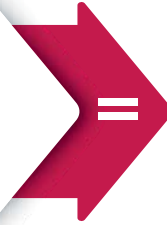
Our trade journal with IVW-audited circulation (actual figures)



**8,911 copies**

**E-Paper**

Extra digital distribution. IVW-audited.

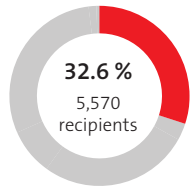


**17,043 copies**

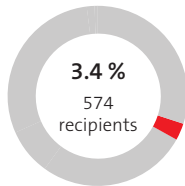
**Total circulation**

Focused on the target group!

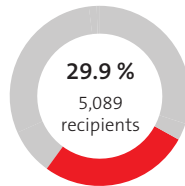
### Job feature: position in company



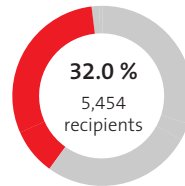
Management, Executive Board, Supervisory Board



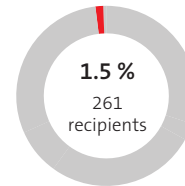
Branch-, Plant-Operations-Management



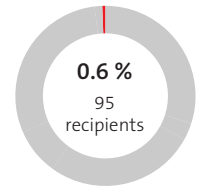
Head of Department, Division-, Project-Management



Specialist



Department



Assistance, Junior, Trainee, private persons, Other

### 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.

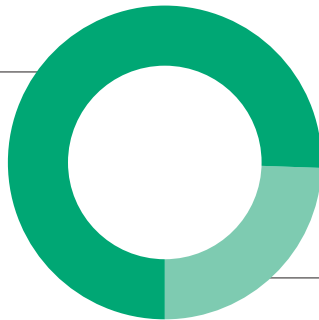
Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

### Volume analysis

Total volume:  
6 issues in 2022  
336 pages = 100%

**74.6%**

Editorial content:  
250.5 pages

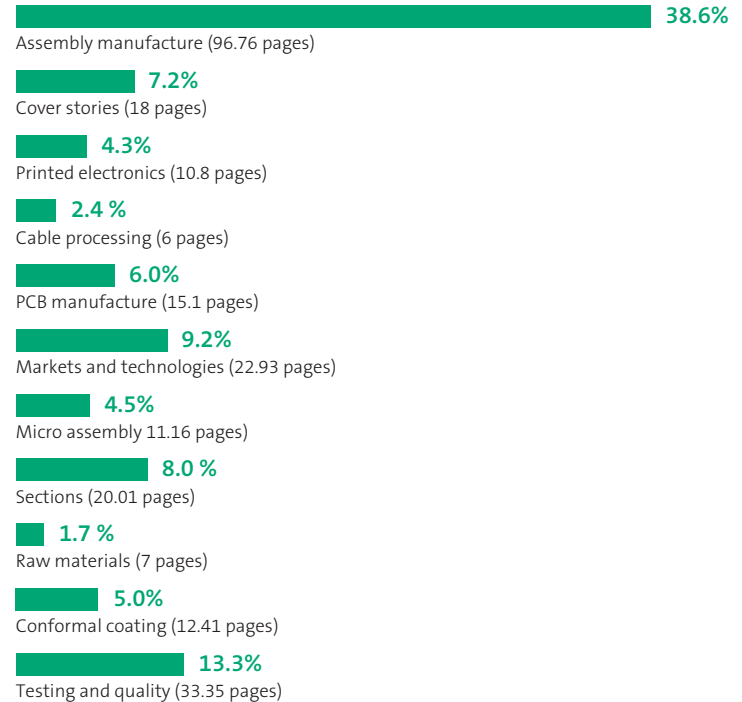


Advertising content:  
85.5 pages

of which:  
17,75 ads by the publishing house itself

### Editorial content analysis

productronic 2022 = 250.5 pages



### Advertising rates in €\*:

Format	Type area format (W x H in mm)	Bleed format** (Wx H in mm)	4c rate
1/1 page	178 x 257	210 x 297	6,040.–
2/3 page	117 x 257 / 178 x 169	133 x 297 / 210 x 191	4,130.–
Junior Page	126 x 178	142 x 200	3,700.–
1/2 page	86 x 257 / 178 x 126	102 x 297 / 210 x 146	3,350.–
1/3 page	56 x 257 / 178 x 83	72 x 297 / 210 x 102	2,560.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	57 x 297 / 210 x 82 / 102 x 146	1,910.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	210 x 49	1,330.–

\*\* For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides.

### Preferential placement:

2nd cover page oder back cover 4c € 6,350.–

**Discount:** for purchase within 12 months (always on basic rate).

### Frequency discount rate:

as of 3 publications 3 %  
as of 6 publications 5 %  
as of 12 publications 10 %

### Quantity discount rate:

as of 3 pages 10 %  
as of 6 pages 15 %  
as of 12 pages 20 %

### Classified ads:

Job vacancies/search, for sale/wanted per mm (1-column, 41 mm wide) b/w € 6.00

**Special forms of advertising:** on request

\* Rates do not include VAT.

### Bound inserts:

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>	€ 4,715.–	€ 4,915.–
4 pages	80 g/m <sup>2</sup>	€ 8,020.–	€ 8,370.–

**Delivery:** Specimens to be supplied as of order placement. Circulation up to 14 days prior to publication. Format untrimmed width 216 mm, height 306 mm. Top trim allowance 3 mm. Multi-page inserts folded to above format.

### Combinations:

Advertising combinations with verlag moderne industrie magazines are possible at any time. Combination discount on request.

### Loose inserts:

upt to 25 g weight: € 4,740.– up to 50 g weight: € 7,060.–  
(Prices incl. postage, max. paper size 20 x 29 cm)

**Delivery:** Sample with order. Circulation up to 10 days before publication.

**Stick-on advertising media:** only possible as special advertising form. Rates on request.

### Delivery address for bound and loose inserts:

Vogel Druck und Medienservice GmbH, Leibnizstraße 5, D-97204 Höchberg (clearly marked: "fuer productronic, Heft Nr. (Issue No.) ...)

### Contact:

**Head of Sales:** Frank Henning, frank.henning@huethig-medien.de  
**Mediadisposition:** Sabine Greinus, all-dispo@huethig-medien.de

### Cancellation fees:

35 % of the advertising rate from two weeks before the advertising deadline

### Terms of payment:

Net within 14 days of invoice date, 2 % discount for direct debit

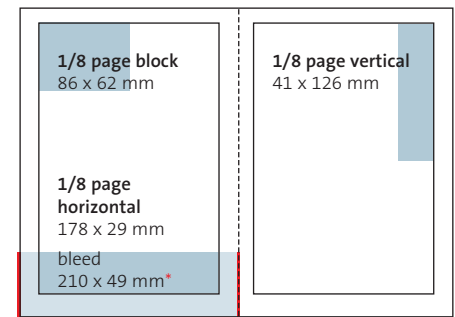
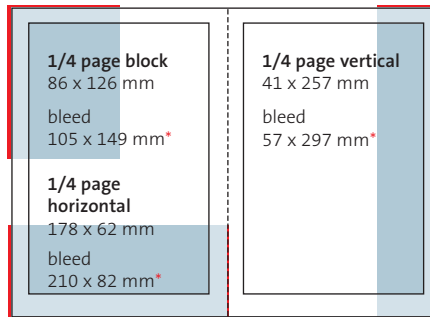
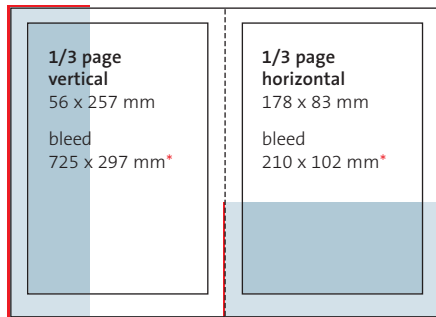
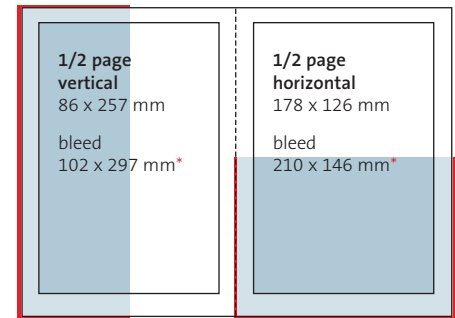
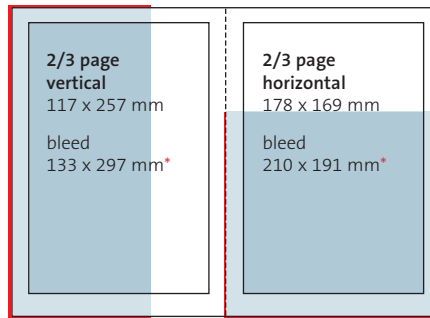
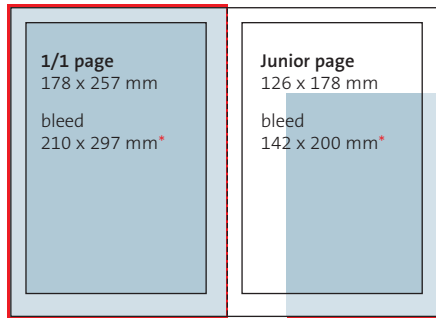
### Bank details:

UniCredit Bank AG, Acc.-No.: 381 712 91,  
Sort code: 700 202 70,  
IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX

Magazine format: DIN A4, width 210 mm, height 297 mm

■ Type area formats

■ Bleed formats



\*For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides. Relevant motif parts (texts, logos, etc.) should please be placed with at least 5 mm distance to the bleed and to the gutter.

**Magazine format:** Width 210 mm, height 297 mm, DIN A4

**Type area:** Width 178 mm, height 257 mm  
Number of columns: 4 columns, column width: 41 mm

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**Printing & binding process:** Sheet-fed offset, adhesive binding

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

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

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**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.

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**Contact:**

Mediadisposition:  
Sabine Geinus  
Tel.: 49 6221 489-598  
E-mail: all-dispo@huethig-medien.de

Issue	Topics in electronics manufacturing			Special topics	Trade fairs
<b>February 01/2024</b> PD: Feb. 20, 2024 AD: Jan. 24, 2024 ED: Jan. 8, 2024	<b>Assembly manufacturing</b> Assembly technologies: SMT, THT, custom solution, LED assembly, component feeding, machinery, assembly heads	<b>Testing + quality</b> Electrical assembly test, ICT, Flying Prober, function tester, boundary scan	<b>Cable processing</b> Cable processing, electromechanics	<b>SPECIAL Printed electronics</b> Additive manufacturing, 3D-MID, printed electronics applications, manufacturing processes and materials, hybrid systems	LOPEC, Munich Mar. 06 - Mar. 07, 2024  embedded world, Nuremberg Apr. 09 - Apr. 11, 2024
<b>April 02/2024</b> PD: Apr. 23, 2024 AD: Mar. 25, 2024 ED: Mar. 7, 2024	<b>Assembly manufacturing</b> EMS, contract manufacturing, prototype and small-batch production, line concepts	<b>Testing + quality</b> Optical assembly test: AOI, AXI and SPI systems, CT, visual inspection	<b>PCB manufacturing</b> HDI, flex and embedded PCBs, depaneling (laser, scribing, milling)	<b>SPECIAL Stencil printer</b> Solder paste printers, stencil printers, screen printers, SPI, cross-line concepts for zero-defect production	
<b>June 03/2024</b> PD: June 4, 2024 AD: May 3, 2024 ED: Apr. 16, 2024	<b>Assembly manufacturing</b> Soldering technology: Reflow, selective, wave, and vapor-phase soldering machines, manual soldering, soldering fluxes, soldering pastes	<b>Testing + quality</b> Reliability test: Environmental simulation, environmental chambers, shock and temperature testing	<b>Micro-assembly</b> Packaging, cleanroom technology, handling systems	<b>SPECIAL SMTconnect 2024</b> Trade fair preview: Exhibitor innovations and trends	SMTconnect, Nuremberg June 11 - June 13, 2024
<b>September 04/2024</b> PD: Sept. 3, 2024 AD: Aug. 6, 2024 ED: July 19, 2024	<b>Assembly manufacturing</b> Conformal coating, coating and protective varnishes, potting materials, dosing and coating solutions	<b>Testing + quality</b> Function testers, test adapters	<b>Industry 4.0</b> Software: Tools and concepts, traceability, MES, IoT, supply chain	<b>SPECIAL Obsolescence management</b> Services, storage and logistics concepts for components, strategies for security of supply	
<b>October 05/2024</b> PD: Oct. 22, 2024 AD: Sept. 24, 2024 ED: Sept. 6, 2024	<b>Assembly manufacturing</b> Assembly technologies: SMT, THT, special solutions), assembly and connection techniques	<b>Testing + quality</b> Inspection solutions, ICT, function tester, flying probe, AOI, SPI, AXI	<b>Micro-assembly</b> Bonding technology: Die and wire bonding, bonding systems, bonding tests	<b>SPECIAL Rework &amp; Repair</b> Washing and cleaning, reballing, repairing, replacing components, desoldering and soldering, mechanical reworking	electronica Munich Nov. 12- Nov. 15, 2024
<b>December 06/2024</b> PD: Dec. 3, 2024 AD: Nov. 6, 2024 ED: Oct. 17, 2024	<b>Assembly production</b> Printing, depaneling, assembly, soldering, gluing, cleaning: Machines and processes	<b>Test + Quality</b> Optical assembly test, AOI, AXI and SPI systems, CT, visual inspection	<b>Laser processing</b> Cutting Structuring Marking	<b>SPECIAL Best of electronics manufacturing 2024</b> The most interesting and online on all-electronics.de most clicked articles of the year	



### 1 Circulation monitoring:



### 2 Circulation analysis: Copies per issue on average for the period July 1, 2022 to June 30, 2023

<b>Print run:</b>	8,296		
<b>Number of copies actually distributed (TAC):</b>	8,132	including abroad:	489
<b>E-paper (TAC):</b>	8,911		
<b>Total (TAC):</b>	17,043		
<b>Copies sold:</b>	709	including abroad:	83
– Subscribed copies:	709	including member copies:	627
– Other sales:	0		
– Single copy sales:	0		
<b>Free copies incl. E-paper:</b>	16,334		
<b>Residual, archive and specimen copies:</b>	164		

### 3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	copies
Germany	96.0	16,368
Abroad	2.9	489
Other*	1.1	186
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>17,043</b>

Distribution by federal states:	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	15.5	2,531
Bavaria	17.3	2,835
Berlin, Brandenburg, Mecklenburg-Western Pomerania	7.5	1,224
Bremen, Hamburg, Schleswig-Holstein	6.7	1,100
Hesse	8.7	1,415
Lower Saxony	7.4	1,216
North Rhine-Westphalia	12.1	1,985
Rhineland-Palatinate	6.2	1,017
Saarland	5.2	844
Saxony, Saxony-Anhalt	7.2	1,183
Thuringia	6.2	1,018
<b>Copies actually distributed Germany**</b>	<b>100.0</b>	<b>16,368</b>

The description of the survey method can be found on page 12.

\* 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.

## 1.1 Sectors / industries

WZ 2008 Code	Recipient groups (according to classification of the economic sectors 2008)	Proportion of copies actual distributed	
		%	Recipients
26.1, 26.3	Production of electrical parts and circuit boards, telecommunications technology	20.3	3,474
27, 27.3	Production of electrical equipment, production of cables and electrical installation material	12.2	2,086
26.51, 26.6, 26.7	Production of measuring and testing tools as well as optical and medical devices	13.9	2,362
71.12	Engineering offices	9.3	1,587
28	Mechanical engineering	11.7	1,991
29, 30	Automobile construction, vehicle construction	3.1	524
72.1	Research and development	1.8	303
46, 47	Retailing and wholesale	26.6	4,530
	Others*	1.1	186
<b>Actual distribution**</b>		<b>100.0</b>	<b>17,043</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.

The description of the survey method can be found on page 12.

### 1.2 Size of Business Unit

	Proportion of copies actually distributed	
	%	Recipients
1 - 49 employees	50.1	8,535
50 - 499 employees	34.0	5,800
500 and more employees	14.8	2,522
Other*	1.1	186
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>17,043</b>

### 2.1 Job feature: field of activity

	Proportion of copies actually distributed	
	%	Recipients
Corporate management	39.5	6,736
Research, design engineering, design	23.0	3,927
Production, measurement and control, assembly, quality	16.8	2,868
Product management, sales, purchasing	6.5	1,091
Other functions (e.g. documentation, electronic design, process engineering)	13.1	2,235
Other functions*	1.1	186
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>17,043</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.

### 2.1 Job Feature: Position in company

	Proportion of copies actually distributed	
	%	Recipients
Business management	32.6	5,570
Branch/factory/general management	3.4	574
Department/section/project management	29.9	5,089
Skilled staff	32.0	5,454
Other positions*	2.1	356
<b>Copies actually distributed**</b>	<b>100.0</b>	<b>17,043</b>

#### Summary of collection method

- Total number of recipients in the file\*\*:** 28,354
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC)\*\* 17,043 = 100.0 %  
Not included in the survey: 164 = 0.96 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** vom July 1, 2022 til June 30, 2023
- Survey implementation:** Aug. 2, 2023

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.

## 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: € 265.–

Hüthig Medien GmbH, Im Weiher 10, D-69121 Heidelberg, Tel. +49 6221 489-363, Internet: www.all-electronics.de

## Market & Contact

<b>Running time:</b>	1 year = 6 issues
<b>Conditions:</b>	The contract extends for 1 year, after which it runs until revoked. Cancellation is possible with six weeks' notice to the end of the term.
<b>Format:</b>	Total width 178 mm, maximum height 20 mm
<b>Rate per year:</b>	€ 740,-* (6 issues) * rate 4c net and per category
<b>Categories:</b>	<ul style="list-style-type: none"> <li>• Assembly manufacturing</li> <li>• Production facilities</li> <li>• Services</li> <li>• PCB manufacturing</li> <li>• Microassembly</li> <li>• Cable processing</li> <li>• Testing + Quality</li> </ul>
<b>Corrections:</b>	at any time up to the advertising deadline, Costs per change € 50,-
<b>Your advantage:</b>	Decide for the presence in Market & Contact and your company will be advertised for 1 year!

Entries in the list of sources of supply are calculated in advance. It is not possible to allocate individual issues. Text changes are only possible every six months.

[www.all-electronics.de](http://www.all-electronics.de)



in the magazine

and online

**all-electronics.de**

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

**Profile in brief:**

all-electronics.de is the media specialist portal for four electronics trade magazines of Hüthig Medien 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 Medien 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.

**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.

**Publisher:** Hüthig Medien GmbH

**Editorial Contact:**

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

Dr. Martin Large, Chief 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

**Contact – Online Advertising:**

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

**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 by the customer, e.g. technologies for visibility measurement or AdFraud protection, must also be declared. Note: If you use Google Campaign Manager, please provide us with the redirects as a Campaign Manager URL.

Note on billing Volume billing takes place exclusively on reports from our ad server (Google Ad Manager).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**

**Traffic**

- 59.674 Unique User / month<sup>1</sup>
- 117.764 Page Impressions<sup>1</sup>
- 11,029 newsletter subscribers<sup>2</sup>
- LinkedIn: 1.698<sup>3</sup>
- Xing: 22.716<sup>3</sup>











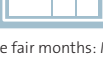
**Channels**

- Market
- Automation
- Electronics development
- Electronics manufacturing
- Automotive

**Content**

- technical articles
- product reports
- news
- interviews
- videos

<sup>1</sup>Source: Google Analytics, 03/2023 <sup>2</sup>Source: Emarsys, as of 08/2023 <sup>3</sup>Status: as of 08/2023

	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	5,910.–	6,410.–
	Skyscraper left	RoS	Desktop	160x600	3,025.–	3,300.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	3,500.–	3,800.–
	Leaderboard Basic	Post, behind 1. text block or end of posting	Desktop Tablet	728x90	2,800.–	2,950.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	3,980.–	4,200.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	2,970.–	3,100.–
	Baseboard	RoS	Desktop Tablet	960x90	4,650.–	4,980.–
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	1,740.–	1,920.–

\* Trade fair months: March, May, June, November

Month	Range of topics	Special topics	Trade fairs
January	Test + Quality Cable processing	Wide-Bandgap Semiconductor	CES, Las Vegas/USA Jan. 9–12, 2024
February	Electromechanics Measurement and Sensor Technology Infotainment & Connectivity Safety + Security Assembly production	Special: IoT + IIoT Automotive: From ADAS to AD Printed electronics	Mobile World Congress, Barcelona, Feb. 26–29.2, 2024
March	Embedded + Displays Active + Peripherals (Clocks) Devices + Components for e-mobility Charging technology + infrastructure	Career Women in electronics	LOPEC, Munich, Mach 6–7, 2024
April	Industry 4.0 + Automation Electromechanics Distribution Power Electronics Sensor elements and sensor systems Printed circuit board production	Automotive: Tools for development, Test and Simulation Stencil printer	Embedded World, Nuremberg April 9–11, 2024 Hannover Messe, Hanover April 22–26, 2024
May	Assembly production Test + Quality Power Current trends Measurement and sensor technology	Sustainability	Bordnetze im Automobil, Ludwigsburg, May 7 – 8, 2024
June	Driver Assistance Systems (ADAS) and Automated Driving (AD) Alternative drive and mobility concepts Optoelectronics Components and concepts for batteries Materials for e-mobility Microassembly	Automotive: AEK	Charge Tec, Munich: June 5– 6, 2024 SMTconnect + PCIM + Sensor&Test, Nuremberg, June 11.–13, 2024 28th Automobil-Elektronik Kongress in Ludwigsburg, June 18.– 19, 2024 The Battery Show Europe, Stuttgart, June 18 – 20, 2024
July	Assembly production Test + Quality Batteries + energy storage Actives + peripherals (clocks) Software tools and development systems	Special: Embedded + IoT	The Automotive Battery Munich, July 9 – 10, 2024
August	Industry 4.0	RaspberryPi&Co. + Development Services	
September	Electromechanics Wiring systems Systems and drives for e-mobility Assembly production Test + Quality	Special: Power Automotive: Tools Obsolescence management	IAA Transportation Hannover, Sept. 17 – 22, 2024 European Microwave Week, Paris, Sept. 23 – 27, 2024
October	Measurement and sensor technology Power Embedded + Displays/HMI Microassembly	Career Rework & Repair 5/6-G	
November	Active and passive components Electromechanics Sensors/actuators Test and diagnostic tools for e-mobility	Special: Industrial Automotive: Electromobility outlook	SPS, Nuremberg, Nov. 12 – 14, 2024 electronica, Munich, 12 – 15, 2024
December	Power Software tools and development support Laser Processing Best of electronics manufacturing	Battery Technologies Best of all-electronics	

Special: overview article of all relevant contributions + prominent in newsletter

**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





## Whitepaper



Integration and promotion of your whitepaper on our web-portal

### Components:

- Editorial service: quality pre-check by our content experts
- Creation of a landing page on our web-portal
- Weekly delivery of the download addresses within the runtime (8 weeks)

### Marketing:

- Customised marketing campaign via pull and push mechanisms

CPL depending on target group from 150 euros /

Minimum booking volume 4,500 euros for 30 leads

In order to be able to deliver your target group according to your requirements we need the following information from you:

<https://t1p.de/Leadgenerierung-Whitepaper>

## Webinar



Integration and promotion of your webinar on our web-portal

### Components:

- Advice on finding topics from our content experts
- Technical organisation and implementation
- Moderation by our editorial team
- Creation of a landing page on our web-portal incl. registration option
- One-time delivery of the download addresses after the webinar has taken place

### Marketing:

Customised marketing campaign via pull and push mechanisms

**9,900.- EUR**

## Content Placement



The content placement will be published as a fully-fledged, labelled article on our web-portal in the topic category of your choice.

- Review by our content experts (quality pre-check)
- Placement of the article on our web-portal in thematically appropriate sections
- Archiving on the web-portal: 1 year after publication
- Interim reporting after 2 months
- Final reporting after 1 year
- 200 views guaranteed

### Marketing:

Customised marketing campaign via pull and push mechanisms

**4,060.- EUR**

## Editorial Service

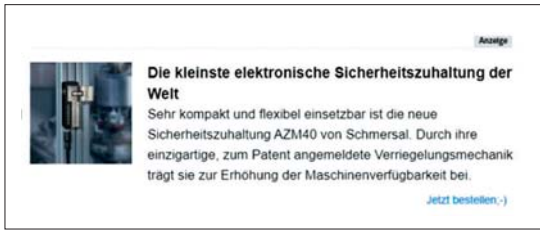


Do you have a topic that you would like to place on our web-portal but no one in-house to realise it for you?  
No problem!

Our content experts will discuss the topic with you, create the content placement and edit it according to our internal style guide & target group criteria (editorial look & feel).

**Price on request**

## Native Content Ad



This advertising banner on the website is similar in form and design to the image-text combination of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the positions of Medium Rectangle, Leaderboard Premium or Leaderboard Basic
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body text (approx. 100 characters), call-to-action (approx. 20 characters)  
The „character limits“ can vary depending on the advertising space
- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- End devices: desktop, tablet, mobile

3,025.- EUR/month

## Native Video Ad



This video advertising banner on the website is similar in form and design to the video-text combinations of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the Leaderboard Premium position
- Format: video (940 x 250 pixels); headline (approx. 55 characters), no body text, Call-to-action (approx. 20 characters)
- Video length: max. 59 sec.
- File format: mp4  
Only physical videos are possible, no third-party links etc.
- File size: max. 29 MB
- End devices: desktop, tablet, mobile

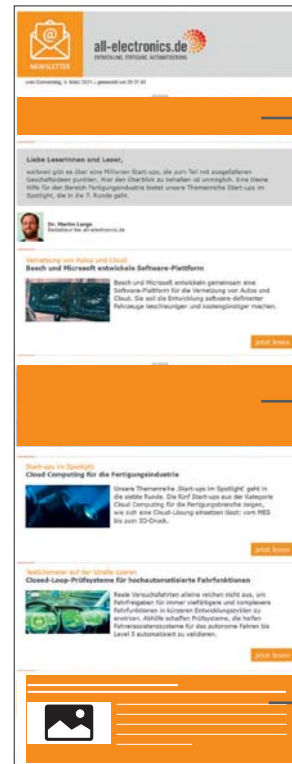
3,025.- EUR/month



- 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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- 7 **Data delivery:** Sabine Greinus  
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<sup>1</sup> publisher's claim

All prices in Euros without applicable VAT



**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.

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.–.

### 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 € 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.





**elektronik industrie** definiert sich als führendes technisches Printmedium für Elektronik-Entwickler im deutschsprachigen Raum. Im Fokus der redaktionellen Angebote stehen praxis- und applikationsorientierte Beiträge und Trends für alle relevanten Branchen. Die selbst recherchierten Fachinformationen können vom Leser direkt im beruflichen Umfeld genutzt und umgesetzt werden.

**elektronik industrie** und ihre vier Schwesterzeitschriften bilden unter dem Dach des Online-Portals all-electronics gemeinsam die Hüthig Elektronik-Medien-Gruppe. Anzeigenkunden finden hier ein einzigartiges Portfolio, mit dem sie crossmedial ihre Zielgruppe treffsicher und umfassend erreichen.



**productronic** richtet sich an Entscheider und Fachleute der Elektronik-Fertigung sowie an alle, die sich mit Technologieentwicklung oder mit Dienstleistungen im Umfeld der Elektronikfertigung befassen. **productronic** informiert umfassend und selbst recherchiert über alle Aspekte einer effizienten und wirtschaftlichen Elektronikfertigung. Das anerkannte Magazin der Branche veröffentlicht zudem News und Trendberichte – sowohl gedruckt als auch online. **productronic** bildet die Elektronikfertigungsbranche im deutschsprachigen Raum umfassend ab.



**IEE** ist das lösungsorientierte Fachmagazin für Automatisierung im Maschinen- und Anlagenbau sowie in weiteren produzierenden Industriezweigen. Thematisch richtet sich **IEE** auf die massiven Veränderungen in der Automatisierungstechnik aus: Innovationen und Konzepte wie das Industrial Internet der Dinge (IIoT) und Industrie 4.0 lösen die klassische Automatisierungspyramide auf. In diesem Prozess der Umwälzungen begleitet **IEE** seine Leser auf ihrem Weg zur Fertigung 4.0 – umfassend und kompetent, verlässlich und immer nah an der Praxis. Damit ist **IEE** als modernes Fachmagazin eine der Informationsquellen Nummer eins für Investitionsentscheider in allen Wirtschaftszweigen und Funktionen.



**AUTOMOBIL-ELEKTRONIK** deckt die gesamte Wertschöpfungskette der Fahrzeug-Elektronik ab: von den Bauelementen und Baugruppen über Software bis hin zu Werkzeugen und Entwicklungstechniken. Zusammen mit dem führenden jährlichen **Automobil-Elektronik Kongress** in Ludwigsburg bietet **AUTOMOBIL-ELEKTRONIK** eine am Markt einzigartige Kombination und demonstriert dadurch Kompetenz in technischer und wirtschaftlicher Hinsicht.



**emobility tec** ist das technische und technologische Fachmedium für Hybridfahrzeuge und Elektromobilität. Die Fachzeitschrift schlägt die Brücke zwischen den Disziplinen und stellt neue Technologien und Anwendungen in allen relevanten Bereichen vor. Im Fokus liegen Konzepte und Lösungen für die elektrische Antriebstechnik, Energiespeicher, Fahrzeugelektronik und Leichtbau. Dazu kommen alle anderen relevanten Kfz-Komponenten sowie die Infrastruktur und das politisch/ wirtschaftliche Umfeld.



**all-electronics.de**  
ENTWICKLUNG. FERTIGUNG. AUTOMATISIERUNG

**all-electronics.de** ist das journalistische Fachportal der fünf Elektronikfachzeitschriften der Hüthig Medien GmbH.

Die Themenschwerpunkte des Portals liegen in den Bereichen Elektronik-Entwicklung, Elektronik-Fertigung, Automotive und Automatisierung. Neben aktuellen Informationen und neuen Produkten stehen fundierte Fachartikel, Hintergrundberichte und technisches Wissen im Fokus der journalistischen Arbeit. Der Benutzer hat auf **all-electronics.de** umfangreiche Recherchemöglichkeiten. Ein Firmenverzeichnis, der Stellenmarkt sowie der zweimal wöchentlich erscheinende Newsletter mit rund 11.000 registrierten Abonnenten runden das Angebot ab.



**Automation** NEXT  
das Portal von **ONEXT** und **IEE**

**www.automation-NEXT.com** ist das gemeinsame Online-Portal der Zeitschriften ke NEXT und IEE – Konstruktions- und Automatisierungswissen für Experten: Innovativ, kritisch, und immer einen Schritt voraus.



## 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-medien.de

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## GTCBs

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

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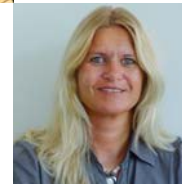
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