Media brand

elektroniknet.de

Markt&Technik  Elektronik  Elektronik
Automotive  Design&
Elektronik

elektroniknet.de the business network
Leading web service for electronics since 1998

elektroniknet.de, the leading IVW audited web-service for the electronics industry was developed to a business network that not only mirrors the leading magazine brands „Markt&Technik“, „Elektronik“, „Elektronik automotive“ and „DESIGN&ELEKTRONIK“ in the web but also their individual strengths. 24 editors are working for the business network making it the biggest professional electronics desk in the world. Correspondingly impressive is the performance data: 11.77 million hits in the last 12 months (IVW-Online 07/2019 – 06/2020), more than 65,000 news, product- and professional articles as well as some 14,000 companies in the comprehensive supplier directory.

Categories in business network
• automation
• automotive
• semiconductors
• distribution
• e-mechanics + passive components
• electronics manufacturing
• embedded
• communication
• test & measurement
• optoelectronics
• power
• job & career
• international

Live ticker, suppliers’ compass, video, images, web-seminars, whitepapers, media and partner site
www.gomatlab.de

The leading IVW audited website for professional electronics
The business network - your benefit!

Largest electronics editorial office in the world

International content: German, English and Chinese

New trends and products, technical developments, exciting backgrounds

Informative as well as entertaining videos and picture gallery

A comprehensive vendor directory and useful white papers

Company: WEKA FACHMEDIEN GmbH
Richard-Reitzner-Allee 2, 85540 Haar
Phone +49 89 25556-1310
Fax +49 89 25556-1670
media@elektroniknet.de

Editorial: Dr. Ingo Kuss, Editor in Chief
ikuss@weka-fachmedien.de

Media: Christian Stadler, Sales Director
cstadler@weka-fachmedien.de
media@elektroniknet.de

Page Impressions* 11.77 Mio./p.a.
Visits* 6.6 Mio./p.a.
Newsletter > 20,000 Recipients
News/Articles > 65,000 Online

*Source: IVW-Online 07/2019 - 06/2020
**Target group**

**Product interest**

I have a very great or great interest in...
(multiple answers possible)

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<thead>
<tr>
<th>Field of Work</th>
<th>Percentage</th>
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<tr>
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<tr>
<td>Industrial computers ind. peripherals</td>
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<tr>
<td>opto-electronics</td>
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<tr>
<td>displays</td>
<td>41%</td>
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<tr>
<td>design-tools, development systems</td>
<td>49%</td>
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<tr>
<td>measuring technology, testing systems</td>
<td>29%</td>
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<tr>
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<td>automation engineering</td>
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<td>networks, communications</td>
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<tr>
<td>power supply, UPS</td>
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<td>medical electronics</td>
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<tr>
<td>artificial intelligence</td>
<td>17%</td>
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<tr>
<td>safety/security</td>
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<tr>
<td>career</td>
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**Business sectors**

In which business fields are you operating...
(multiple answers possible)

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<td>mineral-oil processing</td>
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<tr>
<td>military electronics</td>
<td>21%</td>
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<td>automotive electronics/vehicle construction</td>
<td>5%</td>
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<td>consumer electronics</td>
<td>6%</td>
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<tr>
<td>data processing</td>
<td>6%</td>
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<tr>
<td>test &amp; measurement, control technology</td>
<td>24%</td>
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<tr>
<td>precision mechanics/optics</td>
<td>3%</td>
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<tr>
<td>medical engineering</td>
<td>10%</td>
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<tr>
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<tr>
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<tr>
<td>components production</td>
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</tr>
<tr>
<td>distribution of electronic devices, components</td>
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<tr>
<td>engineering firm</td>
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<tr>
<td>others</td>
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</table>

**Fields of work**

In which fields of work are you active...
(multiple answers possible)

<table>
<thead>
<tr>
<th>Field of Work</th>
<th>Percentage</th>
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<tr>
<td>development, design, research</td>
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<tr>
<td>management</td>
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<tr>
<td>purchasing, procurement</td>
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<tr>
<td>production, assembly, quality control</td>
<td>14%</td>
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<tr>
<td>sales, distribution</td>
<td>10%</td>
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<tr>
<td>data processing</td>
<td>4%</td>
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<tr>
<td>education, training</td>
<td>3%</td>
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<tr>
<td>marketing, advertising</td>
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<tr>
<td>others</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Agreement to statements**

Which of the following statements on elektroniknet.de do you agree with?
(Multiple answers possible)

- elektroniknet.de is up-to-date: 94%
- elektroniknet.de is reliable: 92%
- elektroniknet.de offers great editorial quality: 82%
- elektroniknet.de provides reliable information: 90%

Source: elektroniknet.de visitors analysis, 2018
Use of elektroniknet.de by days per week

- 3 days: 21.6%
- 2 days: 36.3%
- 1 day or less: 28.9%
- 4 days or more often: 13.1%

On average, elektroniknet.de is used more than 2 days per week!

Reactions

- Have you reacted to an advertisement or article on elektroniknet.de in the last 12 months?

- I have informed myself further: 67.2%
- I have recommended the purchase: 2.3%
- I have forwarded a post: 12.7%
- No reaction until now: 14.6%

85% of our users are responsive to adverts

source: elektroniknet.de visitors analysis, 2018
Online ad formats

1. Large-/Leaderboard
   - € 330,- / 1.000 ad impressions
   - (970 x 90 pixel, 150-300 KB)
   - € 260,- / 1.000 ad impressions
   - (728 x 90 pixel, 150-300 KB)

2. Billboard
   - € 390,- / 1.000 ad impressions
   - (970 x 250 or 800 x 250 pixel, 150-300 KB)

3. Wide Skyscraper (sticky)
   - € 200,- / 1.000 ad impressions
   - (160 x 600 pixel, 40-80 KB)

4. Halfpage Ad
   - € 300,- / 1.000 ad impressions
   - (300 x 600 pixel, 150 KB)

5. Medium Rectangle
   - € 200,- / 1.000 ad impressions
   - (300 x 250 pixel, 40-80 KB)
   - Position 3: € 120,- / 1.000 ad impressions

6. Native Ad
   - € 390,- / 1.000 ad impressions
   - Headline: max. 25 characters
   - Teaser: max. 90 characters
   - Picture size: 300 x 169 pixel
   - Logo (optional): 150 x 50 pixel (3:1)

7. Content Super Banner
   - € 390,- / 1.000 ad impressions
   - (640 x 250 pixel, 150 KB)

8. Video Ad
   - € 200,- / 1.000 ad impressions
   - File size: min. 1.280 x 720,
   - Bit rate: 1,500 kBit/s, max. 30 MB
   - File format: MP4
   - Recommended display duration: max. 15 - 30

Possible file formats: GIF, JPEG, PNG, HTML5, third party codes. Specifications correspond to recommended file size, max. 1 MB possible.
Online ad specials / Banner mobile

Ad specials

Wallpaper 1
€ 380,- / 1.000 ad impressions
leaderboard (728 x 90 pixel)
+ wide skyscraper (160 x 600 pixel), 80 KB

Wallpaper 2
€ 420,- / 1.000 ad impressions
large leaderboard (970 x 90 pixel)
+ halfpage ad (300 x 600 pixel), 150 KB

Fireplace
€ 500,- / 1.000 ad impressions
Top (990 x 90 pixel), 150 KB
+ wide skyscraper left / right (160 x 600 pixel), 80 KB

Possible file formats: GIF, JPEG, PNG, HTML5, third party codes.
Specifications correspond to recommended file size, max. 1 MB possible

Banner mobile

Top Position
Mobile banner (6:1) 320 x 50 px: € 270,-
Mobile banner (4:1) 320 x 75 px: € 330,-
Mobile banner (alternative) 320 x 100 px: € 390,-
recommended: 80 KB

Mobile (InContent)
Mobile content (6:1) 320 x 50 px: € 100,-
Mobile content (4:1) 320 x 75 px: € 150,-
Mobile content (alternative) 320 x 100 px: € 200,-
Mobile rectangle 300 x 250 px: € 250,-
Mobile interstitial 320 x 480 px: € 390,-
Mobile halfpage Ad 300 x 600 px: € 390,-
recommended: 80–150 KB

Mobile Parallax
300 x 600 px recommended: 150 KB:
€ 450,-

Due to different pixel rates of the devices, all banner formats can also be reques-ted in double size.
Lieber Herr Mustermann,


Ingo Kuss
Chefredakteur Markt&Technik
14.08.2021

Several times per week the editorial offices of Markt&Technik, DESIGN&ELEKTRONIK, Elektronik and Elektronik Automotive publish their newsletters to recipients in electronics, automotive and automation. With its high click rates the newsletter is the ideal advertising platform.

Newsletter elektroniknet: 20,274 recipients  (November 2020)

Newsletter advertising

**Premium Leaderboard**
630 x 90 pixel, max. 200 KB
€ 2,590,- / automotive NL € 1,990 / career/international € 1,890

**Billboard**
630 x 200 pixel, max. 200 KB
Position 1: € 2,990
automotive NL: € 2,590 / career/international: € 2,190
Position 2 + 3: € 2,590
automotive NL: € 1,990 / career/international: € 1,890
Position 4: € 1,990
automotive NL: € 1,690 / career/international: € 1,590

**Small Rectangle**
291 x 156 pixel, max. 200 KB
an image to be supplied by the customer (logo or logo with textual content)
€ 890

**Native Ad without logo**
visualization like articles
header + picture + text and URL (max. 1 link)
picture: 225 x 127 pixel, max. 200 KB
headline: max. 40 characters, text: max. 300 characters incl. spaces
prices: € 2,990 (pos.1), € 2,590 (pos. 2+3), € 1,990 (pos.4)
prices automotive NL / career/international see billboard

**Text Ad with Logo**
visualization like articles
header + picture + text and URL (max. 1 link)
picture: 225 x 127 pixel, max. 200 KB, logo: 150 x 50 pixel
headline: max. 40 characters, text: max. 300 characters incl. spaces
prices: € 2,990 (pos.1), € 2,590 (pos. 2+3), € 1,990,- (pos.4)
prices automotive NL / career/international see billboard

**Appointment**
Text: 140 characters max. incl. spaces and URL (max. 1 link) in 2 newsletter € 590

**Exclusive Sponsorship**
premium leaderboard + billboard + 3 editorial messages + mention within the subject headline € 6,370 (not discountable)

**Video-Ad (on request)**
YouTube / Vimeo-URL for integration.

**Data format:** PNG, JPEG, GIF*  
*GIF only without animation

Data delivery to: werbemittel@weka-fachmedien.de
Newsletter: Topics and dates 2021

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<th>Brand</th>
<th>Topic</th>
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<td>Elektronik</td>
<td>power supply &amp; power management</td>
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<tr>
<td>12/01/21</td>
<td>Markt&amp;Technik</td>
<td>microcontrollers / processors / DSPs</td>
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<tr>
<td>13/01/21</td>
<td>Elektronik automotive</td>
<td>e-vehicles, power electronics</td>
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<tr>
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<td>alternative drives, passive components, electromechanics</td>
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<tr>
<td>04/02/21</td>
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<td>customers choice</td>
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<td>08/02/21</td>
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<td>31/03/21</td>
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<td>connected car, measurement technology</td>
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</table>

New every friday: elektroniknet.de newsletter international
### Newsletter: Topics and dates 2021

#### CALENDAR

<table>
<thead>
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<th>Date</th>
<th>Brand</th>
<th>Topic</th>
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<td>01/07/21</td>
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<td>power electronics</td>
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<tr>
<td>20/07/21</td>
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**New every friday:** elektroniknet.de newsletter international
## Online Theme Weeks

### Sponsorship Individual
- Logo in the decorative image in the relevant section from the start of the theme week
- Placement of at least 2 articles in the newsletter
- 4 articles (one per day) that editorially link to other articles from your company
- Marking an article as advertorial
- Exclusive direct link company name (to homepage) for 12 weeks after start of theme week
- Sponsor logo in the theme week announcement for 4 weeks (minimum 10,000 AIs)

**Total price**: € 5,900,-

### Silber sponsorship
- Advertorial in the newsletter of the theme week and additionally on elektroniknet in a relevant section
- Social Media Posts on Twitter, Xing, LinkedIn
- Logo in the decorative image in the relevant section from the start of the theme week
- Exclusive direct link company name (to homepage) for 12 weeks after start of theme week
- Sponsor logo in the theme week announcement for 4 weeks (minimum 10,000 AIs)

**Total price**: € 4,900,-

### Bronze sponsorship
- Advertorial in the newsletter of the theme week and additionally on elektroniknet in a relevant section
- Exclusive direct link company name (to homepage) for 12 weeks after start of theme week

**Total price**: € 2,900,-

### Question of the week
- Weekly presence in the relevant section
- Participant registration, raffle and draw via client
- **Price**: € 2,500,-

### Users ask - experts answer
- Video with an exclusive sponsor on a specific topic
- Video conference including editing
- Video on the website of the theme week
- Newsletter video
- Reference to the video in our social media channels
- **Price**: € 4,900,-

### Competition for the theme week
- Find the pair, runtime 4 weeks
- Participant registration, raffle and prize draw via WEKA Fachmedien
- **Price**: € 4,900

### Dates online theme weeks
- from 21.06.21  Programmable logic
- from 28.06.21  EMS
- from 05.07.21  Measurement and sensor technology
- from 06.09.21  Analog technology and power management
- from 20.09.21  Electromechanics and passive components
- from 04.10.21  Embedded systems
- from 18.10.21  Microcontrollers and processors
- from 02.11.21  Software engineering
- from 15.11.21  SPS

*Prices not discountable
Direct link program – your direct link for more turnover

The direct link program directs our readers/your customers to your website directly through a tracking URL, using keywords defined by you. The combination of professional content and innovative technology guarantees you a high ROI.

Example keyword Netzteil / Example company STMicroelectronics


Der hohe Wirkungsgrad bei geringen Lasten ist dank des Burst-Modus der L4984D- und L6699-Bausteine sowie der selbstadaptiven Totzeit des L6699 möglich. Der L4984D und der L6699 zeichnen

Benefits

- direct link to your homepage or your online shop
- prominent placement in editorial content
- high attention and high probability to click

Price: from € 990 / month (not discountable)
Social media plus

We distribute your content across all digital channels

With the Social Media Plus package we increase your social media reach!

Benefits social media plus

- Category of your choice in the business network elektroniknet.de
- elektroniknet.de newsletter (date by arrangement)
- Publication on Twitter, XING and LinkedIn within 24 hours after publication on elektroniknet.de
- Font, image and format sizes as markt-technik.de. Marking of the article with advertisement

Total price: € 2,990 (not discountable)
Optional distribution via Newsletter International and elektroniknet.de/international (plus € 1,590)

Material required from you
- Characters: max. 2,000 incl. spaces
- Image: max. 628 x 353 pixels, ratio 16:9
- Lead time: 5 days
Whitepaper promotion

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

Services and technical specifications including registration

• 2 announcements of the whitepaper in the newsletter
• Presentation of the whitepaper including your company logo on elektroniknet.de
  (Whitepaper link or pdf, description of the whitepaper (recommended 500-600 characters, company logo min. 628x353 pixels at 72 dpi)

€ Total price: € 990 (not discountable)

• 2 announcements of the whitepaper in the newsletter
• Presentation of the whitepaper including your company logo on elektroniknet.de
  (Whitepaper link or pdf, description of the whitepaper (recommended 500-600 characters, company logo min. 628x353 pixels at 72 dpi)
• Announcements of the Whitepaper in a column after choice for 4 weeks. Company name, headline text (37 characters), teaser text (99 characters)

€ Total price: € 2,990 (not discountable)

Services and technical specifications with direct link to registration of the client

• 4 announcements of the whitepaper in the newsletter with link to customer registration.
  (Link to registration, optional link text with max. 90 characters incl. spaces, otherwise „Company name: Title of whitepaper”)

€ Total price: € 990 (not discountable)

• 4 announcements of the whitepaper in the newsletter with link to customer registration.
  (Link to registration, optional link text with max. 90 characters incl. spaces, otherwise „Company name: Title of whitepaper”)
• Announcements of the whitepaper in a section of your choice for 4 weeks. Company name, headline text (37 characters), teasers text (99 characters), Company logo (min. 628x353 pixels at 72 dpi)

€ Total price: € 2,990 (not discountable)
More than 14,000 companies present themselves in the supplier compass on elektroniknet.de and more than 200 interactive market overviews complement this service.

By booking a premium entry, you ensure that your customers find you even better! Take advantage of the many options on elektroniknet.de: from a comprehensive company profile including pictures and videos to the presentation of current company events and trade fair appearances.

Benefits for premium providers

- Display of a notice box with further articles about your company next to every editorial article that mentions your company name
- Display of your company logo and contact details next to every editorial article that contains a keyword booked by you
- The editorial content about your company/product published on elektroniknet.de will also be displayed in the premium entry
- Reference to your premium entry also in our newsletter and on the website
- Increased visibility in the product search in the supplier compass through logo insertion
- Upgrading of the premium entry by date entries, pictures, videos or whitepapers
- Only as a premium supplier you have the possibility to book keywords (e.g. connectors, microcontrollers, displays, etc.). If this keyword is mentioned in an editorial article, we will place a reference to your premium entry together with your company logo in the info box on the right

Total price: € 2,490 / 12 months (not discountable).

One keyword for free! (max. 36,000 insertions)
Price per additional keyword: € 990 / 12 months
Convey specific know-how and involve your customers actively and live in the action. Underline the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation.

## Services promotion and implementation

- Pre-announcement of the web seminar in 6 newsletters (event entry with max. 140 characters incl. spaces) from elektroniknet.de
- Announcement in a section for a total of one month with a maximum of 5,000 ad impressions (medium rectangle)
- Announcement of the web seminar in the newsletter (Native Ad: headline + image + text and ad URL (max. 1 link), image: 225 x 127 pixels, max. 200 KB, headline: max. 40 characters, text: max. 300 characters, each including spaces)
- A customized newsletter for the web seminar
- Participant registration
- Briefing of your speaker and technical implementation
- A live broadcast incl. moderation
- Afterwards, the web seminar is still available for download as an on-demand webcast that requires registration.

Total price: € 5,200 (not discountable)
€ 3,990 (not discountable) without implementation, participant registration and customized newsletter
Market overviews

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

Your premium entry includes:

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

602,587 insertions of premium provider logos in market overviews
Period: October 2019 - October 2020 Source: OMSTAT

Price per market overview digital: € 250 (not discountable)
Use elektroniknet.de as a platform for your video advertising.

### Video ad on elektroniknet.de

- Size: 300 x 250, 640 x 480, 640 x 380
- File Format: MP4
- File size: 1.280 x 720
- Bitrate: from 1.500 kBit/s, max. 30MB
- Recommended display time: max. 15 - 30 sec.

### Advertising in image galleries

- **Pre-Roll**
  
  Your advertising clip will be shown before the start of the actual video
  
  Maximum length: 10 seconds Price: € 890,- per category and month
  
  Cost of creating a clip (static images/logo + spoken text): Price: € 490 (not discountable)

- **Overlay**
  
  A static banner is displayed during the running video

  **Size: 468 x 60 pixels Price: € 1.100,- per rubric and month**
Customized newsletter

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the ready technical infrastructure as well as the current recipient data, we efficiently place your desired advertising message.

**Benefits**

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

**Technical specifications**

**Creation via WEKA FACHMEDIEN**

- Subject line: max. 150 characters incl. spaces
- Logo: 150 x 50 px
- Max. 3 images:
  - Variant A: 1 header image 630 x 200 px
  - 2 more å 270 x 200 px
  - Variant B: 3 x 270 x 200 px
- Text: max. 2,000 characters without spaces
- Links: max. 5
- Optional video ad: link to YouTube or Vimeo

**Delivery of finished HTML mailing**

- Width: 630 Pixel
- Default fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: do not use CC strings within the HTML, send the CSS strings in a separate file
- Maximum file size: max. 300 KB per image;
- Max. 2 MB per newsletter
- Font size: not smaller than 10 pt
- Do not use forms
- Use tables for layout
- Image formats: jpg, gif, png

**Data delivery**: at least 5 working days before shipment to werbemittel@weka-fachmedien.de

**Base price**: € 1.990,-
+ per thousand recipients: € 280,- (each not discountable)
Social media plus - Chinese

We distribute your content across all digital channels and bring your brand, products, service and success story to China, of course in local language.

Services

- Distribution: elektroniknet.de/chinese, additionally media brand and column in the business network elektroniknet.de of your choice, newsletter (media brand and date by arrangement), social media platforms in China: Baidu, ByteDance, sina.com, Sohu.com, Tencent, WeChat
- Publication on social media channels after article publication on elektroniknet.de/chinese
- Font, image and format sizes as elektroniknet.de/chinese, translation of the text in Chinese is included in the services provided
- Storytelling: characters: max. 2,000 incl. spaces, image: max. 628 x 353 pixels, ratio 16:9
- Lead time: 5 days

€ Total price: € 4,990 (not discountable)
Online advertising forms for career sites

- **Text ad employer of the month**: Employer branding in the newsletter and on elektroniknet.de/karriere  
  Price: € 2,990,-

- **Job of the week**: Placement in newsletter as small rectangle  
  Price: € 990,/ newsletter

- **Job of the month**: Placement on website as Native Ad  
  Price: € 380/ 1,000 ad impressions
Online advertorial

Present complex topics to readers over a longer period of time. Our editorial team will take care of the production of your advertorial. The design allows the advertorial to be perceived as an editorial contribution. The advertorial is placed in the editorial environment.

Implementation

• Teaser image: 628 x 353 pixels, optional: logo in the image
• Headline text: max. 65 characters incl. spaces
• Leader text: max. 300 characters incl. spaces
• Text for the article, if necessary additional images and links
• In a category of your choice
• Data delivery 10 days before start

Total price: € 2,990 / month (not discountable)
Theme world sponsorship

Draw attention to yourself as a sponsor of a theme world.

Implementation

- Permanent visibility for 4 weeks in at least one category
- Choose your own topic
- 1 message from the sponsor plus topic-relevant messages from the editorial team
- Teaser image: 628 x 353 pixels, logo in the image
- Headline text: max. 45 characters incl. spaces
- Lead text: max. 300 characters incl. spaces
- Text for the article, additional images and links if necessary
- Data delivery 10 days before start

Total price: € 1,990 / month (not discountable) + text ad in newsletter (optional) € 1,490

Preview box

- Headline text: max. 37 characters
- Description text: max. 99 characters

T€menwelt Displays: Powered by GLYN

Themenwelt Displays: Powered by GLYN
**Customized services**

**PR services / content creation**

Whether you want to arouse curiosity, inform and convince - we support and mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.

**Lead generation**

Generate valuable contact data from potential customers, for example with: web-seminars, white paper, sweepstakes.

**Event management**

Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences - we organize your tailor-made event.
Our event services include among others: conception, location selection, speaker placement, invitation management, catering.

**Video and audio productions**

Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing.
Examples: company presentation, trade fair films, interviews, product clips.

**Translations**

Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.

**Cross-industry media planning**

Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN.
Print, online, social media, events.

**Social media concepts**

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

**Market research**

Would you like to measure the success of a campaign? Or do you want to test the launch of a new product?
Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.

“WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a crossmedia marketing portfolio across all industries.”
1. In the case of the International Sale of Goods.
2. Deviating, conflicting or supplementary general terms and conditions of advertising customers shall not become part of the contract relationship. The responsibility of the publisher is limited to the fulfillment of the contract and, in the event of a change in a statutory provision or supreme court case law, if one or more conditions of the contractual relationship are affected by this change, to adjust the affected conditions in such a way as to remain comprehensible.
3. The publisher is entitled to charge the following costs:
   a) the customer may cancel advertising orders for online advertising after conclusion of the contract. The claims of third parties and shall grant the Publisher the exploitation rights required for the publication of the advertisement. The prerequisite for this is the timely submission of the print documents. If the order cannot be executed in the particular number, the particular issue or in the particular place of the magazine, the publisher shall be entitled to place the advertisement in another number in a suitable place. Classified advertisements shall be printed in the relevant section without this requiring express agreement.
   b) The publisher reserves the right to reject advertising orders - including individual placements, advertising copy and orders for inserts - on the grounds of content, origin or technical form in accordance with uniform, objectively justified principles of the publisher if their content violates laws or official regulations or their publication is unreasonable for the publisher. Orders for inserts shall not be binding on the publisher until a sample of the insert has been submitted and approved. Inserts which, due to their format or presentation, give the reader the impression that they are part of the magazine or which contain third-party advertisements will not be accepted. The publisher shall have the right to consider at any time, and especially if the publisher is already committed, all advertisements which the publisher deems not recognizable as advertisements due to their editorial design may be identified by the publisher with the word “Advertisement”. Insofar as online advertising is not obviously recognizable as advertising, the publisher may also delete advertisements not recognizable as advertisements for the remaining advertising. The customer waives any right to redress due to the printing on the publisher’s websites, in particular in the case of the use of special techniques, such as the use of cookies or counting pixels, the customer also warrants that it will comply with the provisions of the Telemedia Act (TMG) or the Interstate Broadcasting Treaty (RfStV) and the Federal Data Protection Act (BDSG). In the case of the delivery of digital print documents, the publisher shall inform the customer upon request of the number of AdImpressions, AdClicks and the AdClick rate (ratio of AdClicks to AdImpressions) on the websites on which the Customer’s online advertising is published. In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to the printing of a faultless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline for the replacement advertisement is again not faultless, the customer shall be entitled to a reduction in payment (abatement) or cancellation of the order (redhibitory action).
   c) In the event of defects in the online advertising, the publisher shall, at its discretion, first provide rectification or replacement. If the subsequent performance is unsuccessful, the customer may, at his discretion, demand a reduction in payment (abatement) or cancellation of the contract (redhibitory action).
   d) In the case of the International Sale of Goods.
   e) Discounts agreed upon or granted for the placement of several advertising orders for online advertising are based on the currently valid price list. In the event of changes, the new conditions shall apply immediately in the case of price reductions, also for current orders, and in the case of price increases, one month after the announcement of the change in price. Insofar as the remuneration for online advertising is calculated on a CPM basis, the Publisher shall inform the Customer upon request of the number of AdImpressions, AdClicks and the AdClick rate (ratio of AdClicks to AdImpressions) on the websites on which the Customer’s online advertising is published.
   f) The customer must report obvious defects in the online advertising in writing within a period of three working days of the online advertising going live; otherwise the assertion of the warranty claim shall be excluded.
   g) In all other respects, the Publisher shall only be liable insofar as it, its vicarious agents and/or legal representatives are guilty of intentional or grossly negligent conduct. This shall not apply insofar as main economic interest with regard to indirect damage, in particular consequential damage, unforeseeable damage or physical damage as well as loss of profit. In other respects, in the case of pecuniary due to a breach of contract, the liability of the Publisher shall be limited to the remuneration payable by the customer. In the case of claims under the Product Liability Act and in the case of injury to life, limb or health, the Publisher shall be liable in accordance with the statutory provisions. All claims of the customer against the publisher due to poor performance or defects in the online advertising shall expire one year after the claim arises, unless they are based on intentional conduct.
   h) In the event of default or deferral of payment, interest shall be charged at a rate of 8% above the prime rate or, if the customer is a consumer within the meaning of Section 13 of the German Civil Code (BGB), at a rate of 5% above the prime rate. In the event of late payment, the publisher may defer further execution of the order, demand and demand advance payment for the remaining advertising. In the event of reasonable doubt as to the customer’s ability to pay, the publisher shall be entitled, even during the term of an advertising contract, to make the publication of further advertisements dependent on the customer’s payment of the amount due for advertising. In the event of the customer’s group status is proved after claiming the group discount.
   i) If a joint discount is claimed for affiliated companies, written proof of the customer’s group status is required. Affiliated companies within the meaning of this provision are companies between which there is a capital participation of at least 50%. The proof must be provided prior to claiming the group discount. Group discounts shall in any case require the express written confirmation of the Publisher. Termination of membership in the group may be notified without delay; the group discount shall also end upon termination of membership in the group. In the case of numbered advertisements, the publisher shall exercise the due care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered and express letters on box number advertisements shall be forwarded by normal mail. Receipts from box number advertisements will be retained for four weeks. Letters not collected during this period will be destroyed.
   j) If a joint discount is claimed for affiliated companies, written proof of the customer’s group status is required. Affiliated companies within the meaning of this provision are companies between which there is a capital participation of at least 50%. The proof must be provided prior to claiming the group discount. Group discounts shall in any case require the express written confirmation of the Publisher. Termination of membership in the group may be notified without delay; the group discount shall also end upon termination of membership in the group. In the case of numbered advertisements, the publisher shall exercise the due care of a prudent businesswoman for the safekeeping and timely forwarding of the offers. Registered and express letters on box number advertisements shall be forwarded by normal mail. Receipts from box number advertisements will be retained for four weeks. Letters not collected during this period will be destroyed.
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