



MEDIA KIT 2026 – Digital

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

Table of contents

Media Profile	3
Target group	4
Advertising formats	5
Advertising formats Newsletter	6
Newsletter dates	7
Matchmaker+	13
Customized Newsletter	
Direct link program	14
Social media advertising options	15

Webinars	
White paper promotion	16
Online advertorial	
Market overviews	17
Online theme weeks	18
Exclusive microsite	19
Exclusive surveys	20
Ignite	21
Events	22
Contacts	23

The leading web service for the electronics industry

The leading IVW-certified web service for the electronics industry bundles the content of the media brands "Markt&Technik," "Elektronik," "Elektronik automotive," and "Elektronik medical" on the web, reports around the clock on all important trends, products, and company news in the industry, and also offers a comprehensive supplier directory (Matchmaker+) with around 13,000 company entries.

Electronics decision-makers from development, purchasing, and management can find tailored information in 15 technology and applications-focused channels. In addition to news and technical articles, career tips, the most important figures in the electronics industry, image galleries, a comprehensive encyclopedia, useful white papers, and informative and entertaining videos ensure that elektroniknet.de is the most important source of information in the professional lives of many decision-makers.

The business network is supported by 11 editors, making it one of the largest specialist electronics editorial teams in the world.

Target group

- Developers, designers, researchers
- Company management, executive management, government agency management
- Purchasing and procurement
- Production, manufacturing, quality control
- Sales, distribution
- From the business areas of industrial electronics, measurement and control technology, automotive electronics, vehicle construction, and mechanical engineering

Editorial Channels

Automation, Automotive, Semiconductors, Distribution, E-Mechanics + Passive Components, Electronics Manufacturing, Embedded, Communication, Measurement + Testing, Optoelectronics, Power, Careers, Medical Technology, Defense Technology, Data Centers + Infrastructure

elektroniknet.de



Page views per year:

> 5.8 million*

Companies in the Matchmaker+
supplier directory:

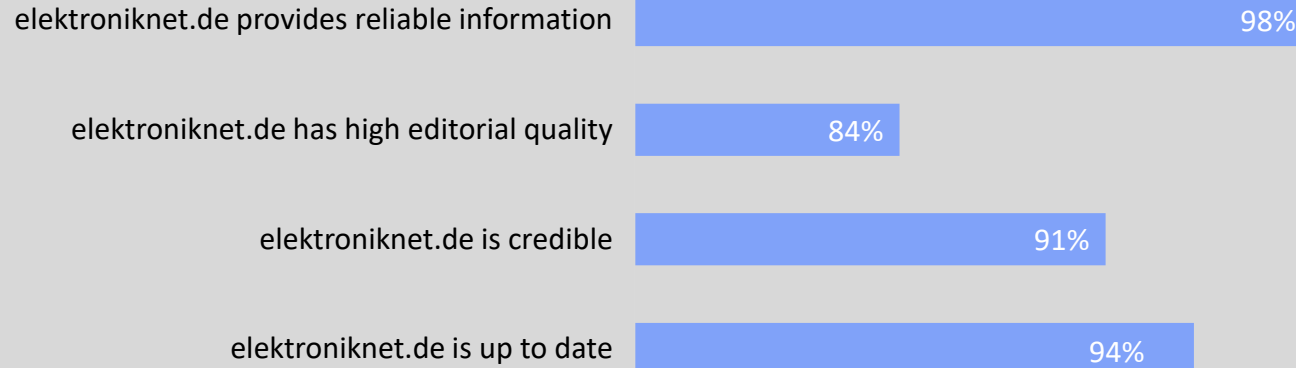
> 13,000



*Source: IVW 01.09.2024 - 31.08.2025

Target group

Reviews of elektroniknet.de



elektroniknet.de user survey 2021

Areas of work



Publisher information

Products of interest

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

Publisher

Advertising formats & prices elektroniknet.de

ADVERTISING FORMATS DESKTOP

The screenshot shows the elektroniknet.de website with various advertising formats overlaid. The formats include: Skyscraper (vertical blue bar on the left), Large (top left blue box), Leaderboard (top right blue box), Billboard (wide blue box below Large/Leaderboard), Medium Rectangle/Video Ad (blue box on the right), Half page Ad (blue box below Medium Rectangle/Video Ad), Native Ad Content Super Banner (blue box below Half page Ad), Matchmaker+ (small blue box with a person), Medium Rectangle (blue box below Matchmaker+), and Distributor des Jahres 2023 (photo of a group of people).

The diagram shows the placement of Skyscraper and Sitebar advertising formats. The Skyscraper is a vertical blue bar on the left, and the Sitebar is a vertical blue bar on the right.



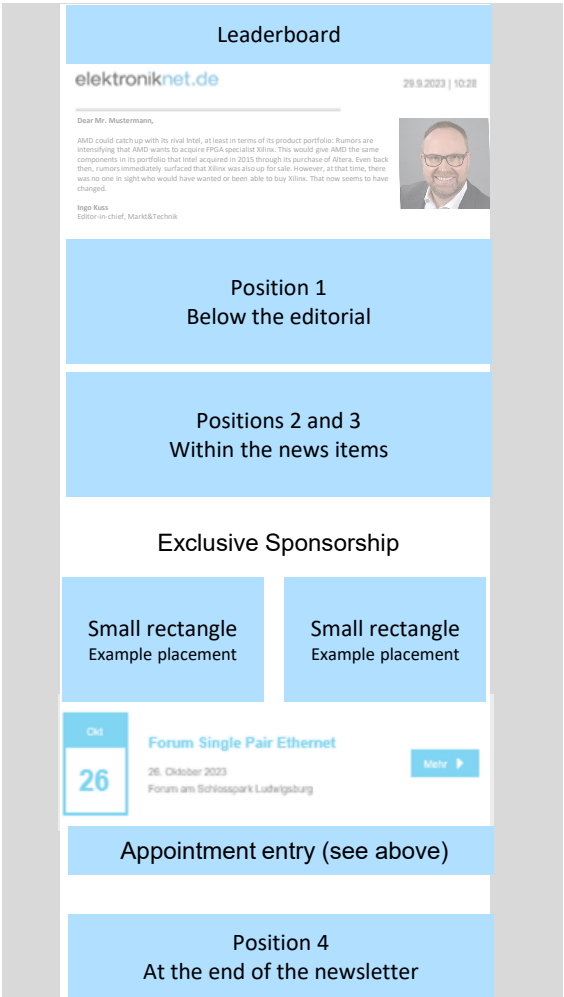
→ [Banner formats/specifications](#) ←

STANDARD ADVERTISING FORMATS	Cost per thousand impressions
Leaderboard	€270
Skyscraper	€210
Medium Rectangle Pos. 1 & 2	€210
Medium Rectangle Pos. 3	130
BIG ADS	CPM
Large Leaderboard	€340
Billboard	€400
Half-page ad	€310
Sitebar	€390
Video ad / outstream	€210
SPECIAL FORMATS	CPM
Native ad	€400
Content Super Banner	€400
Wallpaper 1 (Leaderboard + Skyscraper)	390
Wallpaper 2 (Large Leaderboard + Half-page Ad)	€430
Fireplace	510
Site branding	€610
MOBILE FORMATS → → →	

When sending us your desktop banner, please also send us the corresponding mobile format.

Advertising formats & prices Newsletter

BANNER FORMATS NEWSLETTER



Formats/Position	FIXED PRICE PER INSERTION		
	Elektronik, elektroniknet, international, Markt&Technik	Elektronik automotive	Elektronik medical or Management & Career
Leaderboard	€2,590	€1,990	€1,890
Position 1 (Billboard, Native Ad, Text Ad)	€2,990	€2,590	€2,190
Positions 2 + 3 (Billboard, Native Ad, Text Ad)	€2,590	€1,990	€1,890
Position 4 (Billboard, Native Ad, Text Ad)	€1,990	€1,690	€1,590

Small Rectangle

€890

€790

Leaderboard in e-paper newsletter	€2,590	€2,590	€1,590 (electronics only medical)
Appointment entry	€590	590	€490
Newsletter recipient As of Q3/25*	Approx. 13,000-36,000	Approx. 9,000	Approx. 6,000-8,000

***Newsletter recipients:**

Elektronik: approx. 13,000

Elektronik Automotive: approx. 9,000

Elektronik medical: approx. 6,000

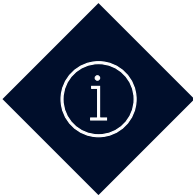
elektroniknet: approx. 14,000

International: approx. 36,000

Career: approx. 8,000

Markt&Technik: approx. 13,000

As of Q3/25



[→ Banner formats/specifications ←](#)

Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
01/09/26	2	elektroniknet.de	
12.01.26	3	Elektronik	Semiconductors
Jan. 13	3	Markt&Technik	Connection technology
Jan. 14	3	Elektronik Automotive	Connected vehicles, cybersecurity
15.01.26	3	Elektronik	Power supply
Jan. 16	3	elektroniknet.de	
Jan. 16, 2026	3	elektroniknet.de international	
Jan. 18	3	elektroniknet.de	Top stories of the week
Jan. 19	4	Elektronik	Power electronics
Jan. 20	4	Markt&Technik	Optoelectronics
Jan. 21	4	Elektronik medical	Customers' Choice
Jan. 22	4	Markt&Technik	Displays
Jan. 23	4	Markt&Technik	Management & Career: Human Resources Development and Continuing Education
January 25, 26	4	elektroniknet.de	Top stories of the week
Jan. 26	5	Elektronik	Embedded: Hardware, software, tools
Jan. 27	5	Markt&Technik	Electronics manufacturing
Jan. 28	5	Elektronik Automotive	Alternative drives, electromechanics

Date	Week	Brand	Type/Topic
29.01.26	5	Elektronik	Measurement and testing technology
Jan. 30, 26	5	elektroniknet.de	IT security
Jan. 30, 2026	5	elektroniknet.de international	
02/01/26	5	elektroniknet.de	Top stories of the week
02.02.26	6	Elektronik	Electromechanics
03.02.26	6	Markt&Technik	Passive components
04.02.26	6	Elektronik medical	Power supply
05.02.26	6	Markt&Technik	Automation & Robotics
06.02.26	6	elektroniknet.de	
08.02.26	6	elektroniknet.de	Top stories of the week
02/09/26	7	Elektronik	Semiconductors
02/10/26	7	Markt&Technik	Distribution & Supply Chain
11.02.26	7	Elektronik Automotive	Services & Shared Mobility, Passive Components
12.02.26	7	Elektronik	Sensors
02/13	7	elektroniknet.de	
02/13/26	7	elektroniknet.de international	
February 15, 2026	7	elektroniknet.de	Top stories of the week
February 16	8	Elektronik	Power supply
02/17/26	8	Markt&Technik	Image processing

Date	Week	Brand	Type/Topic
02/26	8	Elektronik medical	Printed electronics, preliminary reports Lopec
02/19/26	8	Preliminary reports Enforce Tac	
02/20/26	8	Markt&Technik	Management & Career: Securing skilled workers and talent management
February 22, 26	8	elektroniknet.de	Top stories of the week
02/23/26	9	Elektronik	Industry 4.0 / IIoT
02/24/26	9	Markt&Technik	Printed electronics, preliminary reports Lopec
02/25/26	9	Elektronik Automotive	Autonomous driving/assistance systems, power supplies
02/26	9	Elektronik	RFID / Identification systems
27.02.26	9	elektroniknet.de	
03/01/26	9	elektroniknet.de	Top stories of the week
03/02/26	10	Elektronik	Customers' Choice
03.03.26	10	Markt&Technik	IT Security
04.03.26	10	Elektronik medical	Embedded Systems & Semiconductors
03/05/26	10	Preliminary reports Light&Building	
03/06/26	10	embedded world Preliminary reports	
03/06/26	10	elektroniknet.de international	Preliminary reports embedded world
08.03.26	10	elektroniknet.de	Top stories of the week
03/09/26	11	Elektronik	Embedded: Hardware, Software, Tools

Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
March 10, 2026	11	elektroniknet.de	embedded world Reports
March 11, 2026	11	Electronics automotive	Alternative drives, sensor technology, AI
11.03.26	11	elektroniknet.de	embedded world reports
March 12	11	Elektronik	Semiconductors
March 13	11	elektroniknet.de	
March 13, 2026	11	elektroniknet.de international	
March 15, 2026	11	elektroniknet.de	Top stories of the week
March 16	12	Elektronik	Displays / HMI
03/17/26	12	Markt&Technik	Data Storage
03/18/26	12	Elektronik medical	E-health, measurement technology & sensors
03/19/26	12	Markt&Technik	Electromechanics newsletter
03/20/26	12	EMC preliminary reports	
03/22/26	12	elektroniknet.de	Top stories of the week
March 23	13	Elektronik	Measurement and testing technology
03/24/26	13	Markt&Technik	Topic newsletter Passive components
03/25/26	13	Elektronik Automotive	Vehicle electrical systems / Connection technology
03/26	13	Electronics	Optoelectronics
03/27/26	13	elektroniknet.de	

Date	Week	Brand	Type/Topic
03/27/26	13	elektroniknet.de international	
03/29/26	13	elektroniknet.de	Top stories of the week
03/30/26	14	Elektronik	Customers' Choice
03/31/26	14	Markt&Technik	Production & Services
04/01/26	14	Elektronik	Housings and cooling technology
01.04.26	14	Elektronik medical	IoMT & Automation, Optoelectronics
02.04.26	14	Markt&Technik	Power supply
07.04.26	15	Markt&Technik	Sustainability
08.04.26	15	Elektronik	Sensors
08.04.26	15	Elektronik Automotive	Electromobility, software & tools
10.04.26	15	elektroniknet.de	Aerospace and Defense
Apr. 10, 2026	15	elektroniknet.de international	
12.04.26	15	elektroniknet.de	Top stories of the week
04/13/26	16	Elektronik	Single Pair Ethernet
Apr. 14	16	Markt&Technik	Batteries, rechargeable batteries, charging technology
Apr. 15	16	Elektronik medical	Preliminary reports DEMA

Date	Week	Brand	Type/Topic
Apr. 16	16	Markt&Technik	Measurement and testing technology
Apr. 17	13	Hanover Trade Fair Preliminary Reports	
Apr. 21	17	Markt&Technik	Electromechanics
Apr. 22	17	Elektronik Automotive	Alternative drives, passive components
04/23/26	17	Elektronik	LED / Lighting
Apr. 24	17	Markt&Technik	Data center/IT infrastructure/cabling
04/24/26	17	elektroniknet.de international	
04/26	17	elektroniknet.de	Top stories of the week
04/27/26	18	Elektronik	
04/28/26	18	Markt&Technik	Management & Career: Security & Defense
04/29/26	18	Elektronik medical	Preliminary reports MedtecLIVE
Apr. 30	18	Elektronik	Embedded: Hardware, software, tools
May 3	18	elektroniknet.de	Top news stories of the week
04.05.26	19	Elektronik	Power electronics
05.05.26	19	Markt&Technik	Connection technology
06.05.26	19	Elektronik Automotive	Cybersecurity, IoT, and big data
07.05.26	19	Elektronik	Displays / HMI

Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
May 8, 2026	19	elektroniknet.de	Energy storage
08.05.26	19	elektroniknet.de international	
May 10	19	elektroniknet.de	Top stories of the week
May 11	20	Elektronik	Special newsletter Products of the Year
May 12	20	Markt&Technik	Power supply & power management
May 13	20	Elektronik medical	Electromechanics & Passive Components
May 15	20	elektroniknet.de	
May 17	20	elektroniknet.de	Top stories of the week
May 18	21	Elektronik	Semiconductors
May 19	21	Markt&Technik	Distribution & Supply Chain
May 20	21	Elektronik Automotive	Connected vehicles, electromechanics
May 21	21	Elektronik	Embedded vision
May 22	21	Markt&Technik	Management & Career
May 22, 2026	21	elektroniknet.de international	
May 26	22	Markt&Technik	Embedded: Hardware, Software, Tools
May 27	22	Elektronik medical	Drive technology, power supply

Date	Week	Brand	Type/Topic
May 29	22	elektroniknet.de	
May 31, 2026	22	elektroniknet.de	Top stories of the week
06/01/26	23	Elektronik	Measurement technology and sensor technology
02.06.26	23	Preliminary reports Sensor+Test	
03.06.26	23	Elektronik Automotive	Autonomous driving / assistance systems, sensor technology, AI
05.06.26	23	Preliminary reports PCIM	
06/05/26	23	elektroniknet.de international	
07.06.26	23	elektroniknet.de	Top stories of the week
06/08/26	24	Elektronik	Power electronics, PCIM
09.06.26	24	Markt&Technik	Data center components: servers, storage systems, network infrastructure
June 10, 2026	24	Elektronik medical	Image processing, embedded systems
11.06.26	24	Markt&Technik	Enclosure and cooling technology
June 12, 2026	24	elektroniknet.de	IT & Security, Special: Aerospace & Defense
June 14	24	elektroniknet.de	Top stories of the week
June 15	25	Elektronik	Embedded: Hardware, software, tools
June 16	25	Markt&Technik	Power supply
June 17, 2026	25	Elektronik Automotive	Cyber security, thermal management

Date	Week	Brand	Type/Topic
June 18	25	elektroniknet.de	
06/19/26	25	elektroniknet.de international	
June 21	25	elektroniknet.de	Top stories of the week
06/22/26	26	Elektronik	Semiconductors
June 23	26	Markt&Technik	Production & Services
June 24	26	Elektronik medical	IoMT & Automation, Measurement Technology [?] Sensors
June 25	26	Markt&Technik	50 years of Markt&Technik
June 26	26	Markt&Technik	50 years of Markt&Technik
June 28	26	elektroniknet.de	Top stories of the week
June 29	27	Elektronik	Displays / HMI
June 30	27	Markt&Technik	Embedded: Hardware, Software, Tools
07/01/26	27	Elektronik Automotive	Connected vehicles, power supplies
02.07.26	27	Elektronik	Electromechanics & Passive Components
03.07.26	27	elektroniknet.de	LED / Lighting
03.07.26	27	elektroniknet.de international	
05.07.26	27	elektroniknet.de	Top stories of the week
07/06/26	28	Elektronik	Housings & Cooling Technology
07.07.26	28	Markt&Technik	Customers Choice



Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
07/08/26	28	Elektronik medical	Power supply, optoelectronics
09.07.26	28	Markt&Technik	RFID / Identification systems
July 10, 2026	28	elektroniknet.de	
July 12, 2026	28	elektroniknet.de	Top stories of the week
July 13	29	Elektronik	Passive components
July 14	29	Markt&Technik	Safety & Security
July 15	29	Elektronik Automotive	Electromobility, batteries & rechargeable batteries
July 16	29	Elektronik	Embedded: Hardware, software, tools
July 17, 2026	29	elektroniknet.de	
July 17, 2026	29	elektroniknet.de international	
July 19	29	elektroniknet.de	Top stories of the week
July 20	30	Elektronik	Semiconductors
July 21	30	Markt&Technik	Connection technology
July 22	30	Elektronik medical	Semiconductors, displays/HMIs
07/23/26	30	Markt&Technik	Industry 4.0 / IIoT
July 24	30	Markt&Technik	Management & Career
July 26, 2026	30	elektroniknet.de	Top stories of the week
July 27, 2026	31	Elektronik	Test & Measurement technology

Date	Week	Brand	Type/Topic
07/28/26	31	Markt&Technik	Distribution & Supply Chain
July 28, 2026	31	Electronics Automotive	Electromechanics, IoT, and big data
July 30	31	Elektronik	Sensors
July 31	31	elektroniknet.de	Smart grid, smart meter
July 31, 2026	31	elektroniknet.de international	
08/02/26	31	elektroniknet.de	Top stories of the week
03.08.26	32	Elektronik	Electromechanics
08/04/26	32	Markt&Technik	Oscilloscopes
05.08.26	32	Elektronik medical	IIoT & Automation, Electromechanics
06.08.26	32	Markt&Technik	Automation & Robotics
07.08.26	32	elektroniknet.de	
09.08.26	32	elektroniknet.de	Top stories of the week
08/10/26	33	Elektronik	Customers' Choice
11.08.26	33	Markt&Technik	Optoelectronics
12.08.26	33	Elektronik Automotive	Autonomous driving/assistance systems, power electronics
13.08.26	33	Elektronik	Power supply
08/16/26	33	elektroniknet.de	Top stories of the week

Date	Week	Brand	Type/Topic
08/26/17	34	Elektronik	Traffic technology
08/18/26	34	Markt&Technik	Industrial communication / Industrial Ethernet
Aug. 19	34	Elektronik medical	Customers' Choice
08/20/26	34	Markt&Technik	Displays
08/21/26	34	Markt&Technik	Management & Career:
August 21, 2026	34	elektroniknet.de international	
08/23/26	34	elektroniknet.de	Top stories of the week
08/24/26	35	Elektronik	Embedded: Hardware, software, tools
08/25/26	35	Markt&Technik	Industry 4.0 / IIoT
08/26/26	35	Electronics Automotive	Electromobility, power electronics
08/27/26	35	Elektronik	Customers' Choice
08/28/26	35	elektroniknet.de	
08/30/26	35	elektroniknet.de	Top stories of the week
08/31/26	36	Elektronik	Test & Measurement technology
09/01/26	36	Markt&Technik	Single Pair Ethernet
02.09.26	36	Elektronik medical	Image processing, passive components
03.09.29	36	Markt&Technik	IT security
04.09.26	36	elektroniknet.de	

Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
09/04/26	36	elektroniknet.de international	
09/06/26	36	elektroniknet.de	Top stories of the week
09/07/26	37	Elektronik	Connection technology
09/08/26	37	Markt&Technik	Topic newsletter: Power electronics
09.09.26	37	Elektronik Automotive	Cybersecurity, measurement technology, IAA Transportation
09/10/26	37	Elektronik	Semiconductors
11.09.26	37	elektroniknet.de	
09/13/26	37	elektroniknet.de	Top stories of the week
09/14/26	38	Elektronik	Power supply
09/15/26	38	Markt&Technik	Passive components
09/16/26	38	Elektronik medical	Electromechanics, IoT, and big data
09/17/26	38	Markt&Technik	Embedded: Hardware, Software, Tools
09/18/26	38	elektroniknet.de	Smart Power
09/18/26	38	Management	Management & Career: Security & Defense
09/20/26	38	elektroniknet.de	Top stories of the week
09/21/26	39	Elektronik	Customers' Choice
09/22/26	39	Markt&Technik	Topic newsletter Power electronics
09/23/26	39	Elektronik Automotive	Autonomous driving/assistance systems, sensor technology, AI

Date	Week	Brand	Type/Topic
09/24	39	Elektronik	Industry 4.0 / IIoT
09/25/26	39	elektroniknet.de international	
09/27/26	39	elektroniknet.de	Top stories of the week
09/28/26	40	Elektronik	3D printing
09/29/26	40	Markt&Technik	Sensors
09/30/26	40	Elektronik medical	Measurement technology & sensors, embedded systems
10/01/26	40	Markt&Technik	LED/Lighting
10/02/26	40	Preliminary reports VISION	
10/04/26	40	elektroniknet.de	Top stories of the week
10/05/26	41	Elektronik	Software - Trends
10/06/26	41	Markt&Technik	Distribution & Supply Chain
10/07/26	41	Elektronik Automotive	Connected vehicles, connectors
10/08/26	41	Elektronik	Displays / HMI
10/09/26	41	elektroniknet.de	
10/09/26	41	elektroniknet.de international	
11.10.26	41	elektroniknet.de	Top stories of the week
10/12/26	42	Elektronik	Semiconductors

Date	Week	Brand	Type/Topic
10/26	42	Markt&Technik	Measurement and testing technology
14.10.26	42	Elektronik medical	Power supply, e-health & security
15.10.26	42	Markt&Technik	Electromechanics
16.10.26	42	elektroniknet.de	
10/26/18	42	elektroniknet.de	Top stories of the week
10/19/26	43	Elektronik	Batteries, rechargeable batteries, charging technology
10/20/26	43	Markt&Technik	Power supply
10/21/26	43	Elektronik Automotive	Vehicle electrical systems / connection technology, semiconductors
22.10.26	43	Elektronik	Communication technology
23.10.26	43	It-sa Preliminary reports	
10/23/26	43	elektroniknet.de international	
10/25/26	43	elektroniknet.de	Top stories of the week
10/26/26	44	Elektronik	Embedded: Hardware, Software, Tools
10/27/26	44	Markt&Technik	Obsolescence Management
10/28/26	44	Elektronik medical	Displays / HMI, e-health
10/29/26	44	Markt&Technik	Data centers/IT infrastructure/cabling

Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
11/02/26	45	Elektronik	Power Electronics
11/03/26	45	Markt&Technik	Topic newsletter EMS
04.11.26	45	Elektronik Automotive	Autonomous driving / assistance systems, software development
11/05/26	45	Elektronik	Passive components
11/06/26	45	Preliminary reports electronica	
11/06/26	45	elektroniknet.de international	Preliminary reports electronica
11/08/26	45	elektroniknet.de	Top stories of the week
11/09/26	46	Elektronik	Preliminary reports electronica
10.11.26	46	elektroniknet.de	electronica reports
11/11/26	46	Elektronik medical	Preliminary reports Compamed
12.11.26	46	Markt&Technik	Sustainability
15.11.26	46	elektroniknet.de	Top stories of the week
11/16/26	47	Elektronik	LED / Lighting
11/26/17	47	elektroniknet.de	
11/18/26	47	Elektronik	Switches, push buttons, HMI
11/26/18	47	Elektronik Automotive	Alternative drives, passive components
19.11.26	47	Markt&Technik	Preliminary reports SPS
11/20/26	47	PLC preliminary reports	

Date	Week	Brand	Type/Topic
11/26	47	elektroniknet.de international	Preliminary reports PLC
11/22/26	47	elektroniknet.de	Top stories of the week
11/23/26	48	Elektronik	Connection technology
11/24/26	48	Markt&Technik	Semiconductors
11/25/26	48	Elektronik medical	Power supply, IoMT & automation
11/26	48	Markt&Technik	Image processing
11/27	48	elektroniknet.de	Data center infrastructure
11/29/26	48	elektroniknet.de	Top stories of the week
11/30	49	Elektronik	Test & Measurement technology
12/01/26	49	Markt&Technik	Production & Services
02.12.26	49	Elektronik Automotive	Electromobility, batteries & rechargeable batteries
03.12.26	49	Elektronik	LED / Lighting
12/04/26	49	elektroniknet.de	Smart Building / Smart Home
12/04/26	49	elektroniknet.de international	
12/06/26	49	elektroniknet.de	Top stories of the week
12/07/26	50	Elektronik	Power supply
12/08/26	50	Markt&Technik	Embedded: Hardware, Software, Tools
09.12.26	50	Elektronik medical	Drive technology, electromechanics

Date	Week	Brand	Type/Topic
12/26/10	50	Markt&Technik	Displays
12/11/26	50	elektroniknet.de	Aerospace and Defense
12/13/26	50	elektroniknet.de	Top stories of the week
12/26/14	51	Elektronik	Electromechanics & Passive Components
12/15/26	51	Markt&Technik	Data Storage
12/17/26	51	Elektronik	Electronics Trends 2027

OFFICIAL MEDIA PARTNER

pcim



sps
smart production solutions

MedtecLIVE

emv



embeddedworld
Exhibition&Conference

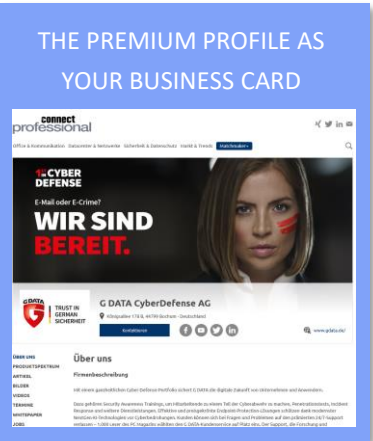
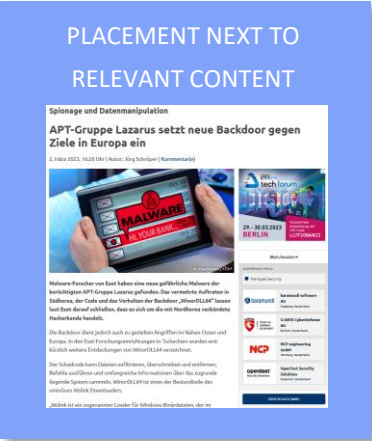
itsa
HOME OF IT SECURITY

SENSOR+TEST 2025
DIE MESSTECHNIK-MESSE
The Measurement Fair

Special advertising formats

All this
offers you

Matchmaker+



Advantages

- Reach customers when they are interested in your topics and products!
- Build trust and benefit from our strong content and brands!
- Generate qualified leads thanks to the professional presentation of your company and your products as a premium provider!

	Starter	Advanced	Premium
	Only €3,990*	Only €5,990* <div>TOP SELLER</div>	Only €7,990*
Premium company profile with advanced design options	●	●	●
Logo display in our newsletters	●	●	●
Red. Integration as a partner in our print editions	●	●	●
Topic keywords** for placing your message alongside relevant editorial content	1	4	5
Customized design of the placement as a content box	-	●	●
Post on the LinkedIn social media channel with a link to the premium listing	-	●	●
Profile maintenance and setup by our team	-	-	●

* Term of 12 months, start date freely selectable. After 12 months, the subscription is extended indefinitely with a notice period of one month.
** Topics or products that suit your company. Keywords are limited to a maximum of 36,000 page views per year; additional keywords or extensions can be added at any time.

Special advertising formats

Targeted: Customized newsletters

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the finished technical infrastructure and constantly updated recipient data, we efficiently broadcast your desired advertising message to the target group of your choice.

Advantages

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



Base price: €1,990

+ per thousand recipients: €290 (not eligible for discounts)



[Technical specifications](#)

Direct Link Program – Your direct link to increased sales

The Direct Link Program directs our readers/your customers directly to your website using keywords defined by you. The combination of professional content and innovative technology guarantees you a high ROI.

Advantages

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



Linking to your own company/brand:

- per month: €990 (non-discountable)
- per year: €9,990 (non-discountable)



Keyword linking:

- per month: from €990 (non-discountable)

Special advertising formats – Social media

Social media sponsored posts

Distribute your content via our social networks and benefit from our reach and credibility!

Services

- Publication on the LinkedIn and Xing social media channels of the property
- Linking the posts to desired target URLs
- Font, image, and format sizes as per editorial content. Marking of posts and articles with advertisement

media brand	Followers	Price
Elektronik automotive	48,000 followers	€2,990
elektroniknet.de	10,000 followers	€990
Elektronik	9,000 followers	€990
Markt&Technik	8,000 followers	€890
Elektronik medical	6,000 followers	€890

*As of September 2025



Materials you will need:

- Characters: max. 2000 including spaces
- Image: max. 628 x 353 pixels, aspect ratio 16:9
- Content including hashtags (max. 10) and target URL
 - **LinkedIn:** up to 590 characters, including spaces and hashtags
 - **Xing:** up to 210 characters including spaces
 (alternatively, automatically generated text from the first 210 characters of the introduction)
- Lead time: 5 days

Social media plus

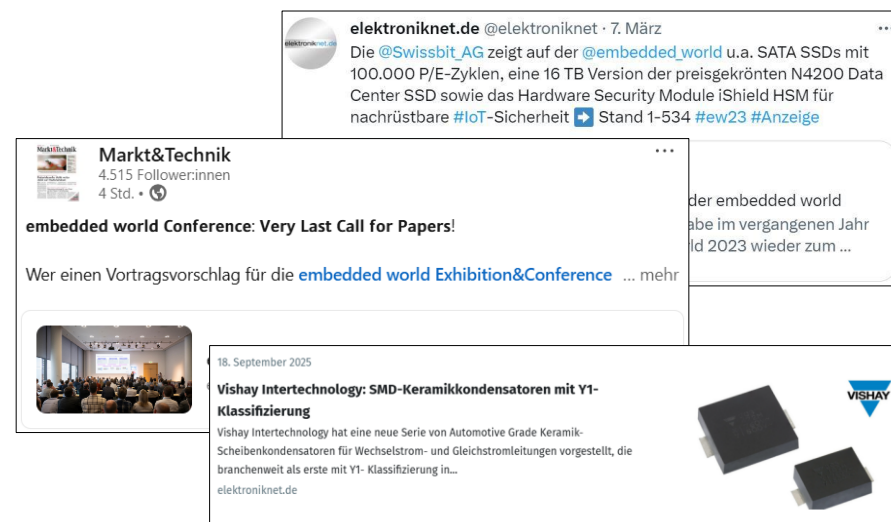
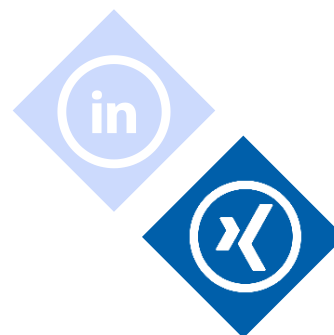
We increase your social media reach with the Social Media Plus package!

Services

- Advertorial in a channel of your choice on elektroniknet.de
- Newsletter entry (date by arrangement)
- Publication on the object's social media channels (LinkedIn, Xing, medical only: instagram) within 24 hours of publication on the website
- Font, image and format sizes like editorial content. Labeling of posts and the article as advertorial

Total price: € 2,990 (not discountable)

Optional distribution via Newsletter International and elektroniknet.de/international: plus 1,590 €



Special advertising formats – Lead generation

Webinar


Share specific expertise with your customers and actively involve them in the action live. Your audience can ask questions via chat. Use a dynamic and interactive presentation to highlight the benefits of your products and the expertise of your company.

Services

- At least 30 registrations/addresses guaranteed for you (company, first name, last name, email).
- Active advertising via elektroniknet.de until at least 30 registrations are reached.
- Participant registration.
- Briefing of your speaker and technical implementation.
- A live broadcast including introduction and closing remarks.
- Provision of the webinar as a registration-required on-demand webcast for download.

Share specific expertise with your customers and actively involve them in the action live. Your audience can ask questions via chat. Use a dynamic and interactive presentation to highlight the benefits of your products and, at the same time, your expertise.





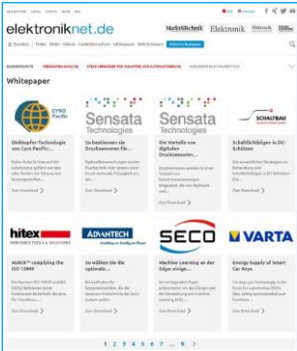
Total price: €6,990 (non-discountable)
Optional plus 1/1 page print advertisement (design via Componeers): Total price €7,500
(lead time min. 8 weeks)

White paper promotion with lead guarantee

Would you like to target your audience and generate qualified leads for your marketing or sales?

Present your white paper in the editorial environment of elektroniknet.de and generate high-quality marketing-qualified leads! We ensure that your message reaches exactly the right people. Every user who downloads your white paper leaves their contact details – allowing you to build up a valuable database of potential customers. Your white paper will be prominently advertised for at least 4 weeks in an info box (company name, headline text (37 characters), teaser text (99 characters)) in the channel of choice and will remain permanently available to readers on elektroniknet.de. Our technical editors will support you (on request) in creating the white paper (for an additional fee).

Our promise: We guarantee you a binding number of marketing-qualified leads (MQLs) and accompany you every step of the way, from the conception to the implementation of your campaign.



	Starter	Advanced (most popular)	Expert
Number	40	50	100
Cost per lead (guaranteed)	155	150	140
Package prices (non-discountable)	6,200	7,500	14,000

Special advertising formats

Online advertorial

Online advertorials are ideal for presenting complex topics over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial content. This gives your content a high degree of credibility.

Implementation

- Complete production of the advertorial after receipt of text and image material
- Placement of your advertorial in the editorial environment on the home page, including image and link
- Placement of your advertorial in the editorial channel of your choice for 4 weeks within the info box
- Digital display: Content and teasers are displayed on both desktop and mobile devices
- Publication of your advertorial in a newsletter of your choice within the term of the info box



Price: €2,990 (non-discountable)



Technical specifications

Market overviews

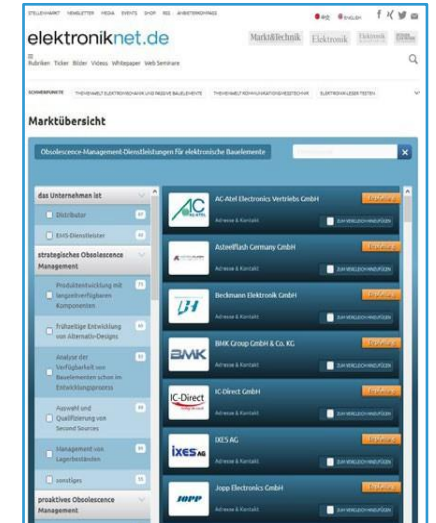
Take advantage of the interactive market overviews on elektroniknet.de with comprehensive search and selection functions and enhance your listing.

Premium listing

- Logo placement (file format: JPEG, PNG)
- Color highlighting of your entry



Price per market overview print/digital: €420 (not discountable)



Online theme weeks

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



March 2–6, 2026	Embedded systems
March 23–27, 2026	Electromechanics
May 11–15, 2026	Power Supplies
June 1–5, 2026	PCIM
July 20–24, 2026	Automotive
09/07/26–09/11/26	Power Electronics
September 28–October 2, 2026	Vision
October 19–23, 2026	It-sa
November 2-6, 2026	electronica
November 9-13, 2026	Test & Measurement
November 16–20, 2026	SPS Smart Production Solutions

Implementation	Bronze	Silver	Gold
Number of advertorials with your own lead image in the newsletter for the theme week and additionally on elektroniknet.de in a relevant section	1	1	2
Exclusive direct link to company name (on the page for 12 weeks after the start of the theme week)	✓	✓	✓
Your company logo in the lead image for the theme week		✓	✓
Your company logo in the theme week notice for 4 weeks		✓	✓
Social media posts on Xing and LinkedIn (if available)		✓	✓
Price	\$2,990	€4,990	€5,990

*Not eligible for discount

Individual offers	Price
Users ask – experts answer Video on elektroniknet.de, production by the publisher, reference to the video on social media and in the newsletter	€4,990
Question of the week Survey on elektroniknet.de with announcement	€2,590

Exclusive microsite

The microsite on elektroniknet.de is a dedicated section that enables companies to present their content, such as news, product announcements, technical articles, and videos, in a targeted manner. The editorial nature of this content effectively captures the attention of your target audience. Integrated into the leading portal for electronics development, the microsite increases visibility and positions companies as competent partners in the industry. Take advantage of this opportunity to showcase your expertise and maximize the reach of your content.



10 posts per month

Place content such as news, product announcements, technical articles, and videos about your company.



Newsletter announcement

Each week, you can link one news item, product announcement, specialist article, or video in the elektroniknet.de newsletter to your microsite.



Info box

Can be used for seminars, job applications, photo galleries, videos, white papers, etc.



Exclusive banner advertising

You have free availability of banners on the microsite. In addition, there is no third-party advertising within the microsite.



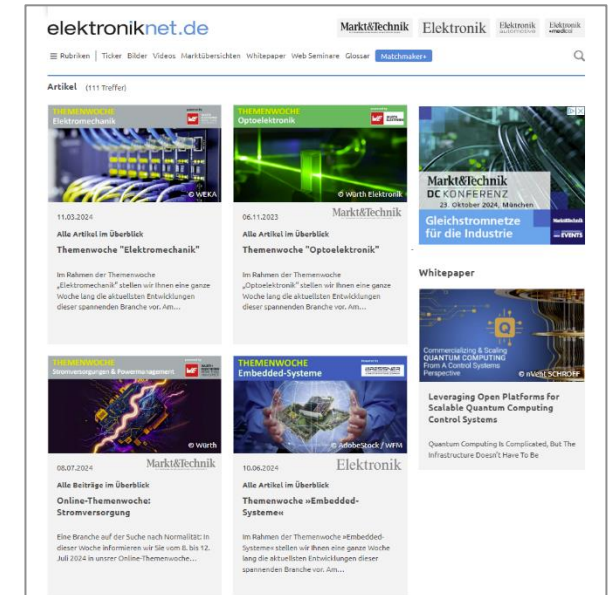
Channel link to the microsite

Select an editorial channel on elektroniknet.de that links directly to your microsite



Reporting

You will receive a detailed monthly report on the performance of your microsite



€7,950/month

Minimum term: 2 months
(not eligible for discount)

Our in-house agency for impact and results

Take advantage of Ignite by componeers, our in-house agency, for customized marketing solutions and innovative, cross-media content marketing campaigns. As a full-service provider, we take care of the entire project management process: from the initial idea to planning and implementation.

We draw on the combined expertise of our in-house specialists and experts, combining their skills to create a holistic campaign concept tailored to your individual needs and objectives.

Content marketing

Connect with your target group through content, provide information about your company, convince them with neutral, tailor-made editorial content, and build trust.

Corporate publishing

Strengthen your brand identity and gain the trust of your target group by sharing high-quality, informative content.

Social media

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

Video and audio production

Communicate using multimedia and take advantage of our experienced video team for all types of film and audio productions.

B2B Event Marketing

Intensify personal relationships with business partners and customers. Whether in-house exhibitions, roundtables, partner events, or press conferences—we organize your tailor-made event.

Cross-media

Attract attention and benefit from comprehensive media planning. Place your message in our target group-oriented specialist media to generate awareness, traffic, and leads.



Christian Stadler

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Events

Become part of something bigger – as a partner at our conferences.

Our events bring together leading figures from business, science, and society. They create space for exchange, innovation, and sustainable inspiration. Use this platform to raise your brand's profile, expand your network, and position yourself as a source of inspiration. Sponsorship allows you to reach a high-caliber target group, strengthen your market presence, and send a signal of commitment and sustainability.



February 4–5, 2026
Munich



February 11–12, 2026
Munich



February 23, 2026
Nuremberg



March 10–12, 2026
Nuremberg



March 11–12, 2026
Nuremberg



March 24–26, 2026
Munich



May 7, 2026
Munich



June 16, 2026
Frankfurt



July 7–8, 2026
Munich



September 22, 2026
Stuttgart



September 22, 2026
Stuttgart



October 14–15, 2026
Ludwigsburg



November 5, 2026
Vienna



December 3, 2026
Munich

And best of all:
you benefit from **GDPR-compliant lead generation** – efficient, transparent, and legally compliant.



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Do you have any questions?

We are happy to advise you!



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