

**MEDIA KIT 2026 – Digital**  
elektronik[net.de](https://www.elektroniknet.de)

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# 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 12,400 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, IT & Security

elektroniknet.de



Page views per year:

> 5.8 million\*

Companies in the Matchmaker+  
supplier directory:

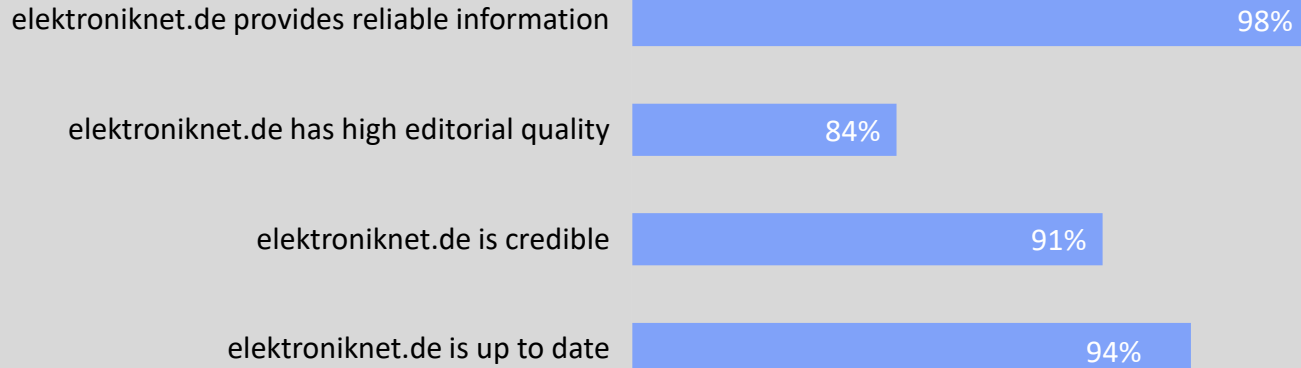
> 13,000



\*Source: IVW 01.09.2024 - 31.08.2025

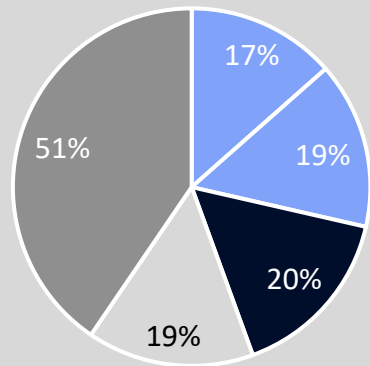
# Target group

## Reviews of elektroniknet.de



elektroniknet.de user survey 2021

## Areas of work



- Corporate management, business management, public authority management
- Purchasing, procurement
- Sales, distribution
- Production, manufacturing, quality control
- Development, design, research

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 desktop version of the elektroniknet.de website. Various advertising formats are overlaid on the page:

- Skyscraper:** A tall, narrow vertical ad on the left side of the page.
- Large:** A large rectangular ad at the top left.
- Leaderboard:** A horizontal ad at the top right.
- Billboard:** A large horizontal ad below the leaderboard.
- Medium Rectangle/Video Ad:** A rectangular ad in the middle of the page.
- Half page Ad:** A large rectangular ad on the right side.
- Matchmaker+:** A small ad with a person's face.
- Native Ad Content Super Banner:** A large ad integrated into the content flow.
- Medium Rectangle:** A rectangular ad at the bottom of the page.
- Distributor des Jahres 2023:** A small ad at the bottom right.

The diagram shows a vertical blue bar on the left labeled "Skyscraper" and a vertical blue bar on the right labeled "Sitebar".



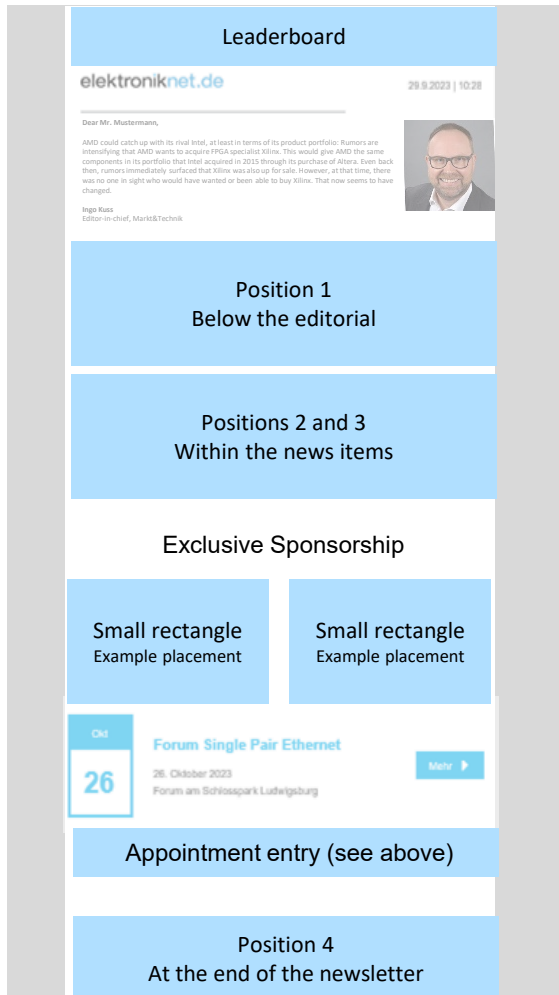
→ [Banner formats/specifications](#) ←

STANDARD ADVERTISING FORMATS	Cost per thousand impressions
Leaderboard	€270
Skyscraper	€210
Medium Rectangle Pos. 1 & 2	€210
Medium Rectangle Pos. 3	130
<b>BIG ADS</b>	<b>CPM</b>
Large Leaderboard	€340
Billboard	€400
Half-page ad	€310
Sitebar	€390
Video ad / outstream	€210
<b>SPECIAL FORMATS</b>	<b>CPM</b>
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
<b>MOBILE FORMATS</b> → → →	

**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	€2,190	€1,890
<b>Position 1</b> (Billboard, Native Ad, Text Ad)	€2,990	€2,590	€2,190
<b>Positions 2 + 3</b> (Billboard, Native Ad, Text Ad)	€2,590	€2,190	€1,890
<b>Position 4</b> (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 <small>As of Q3/25*</small>	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	<a href="#">elektroniknet.de</a>	
01/12/26	3	<b>Elektronik</b>	Semiconductors
01/13/26	3	<b>Markt&amp;Technik</b>	Connection technology
01/14/26	3	<b>Elektronik Automotive</b>	Connected vehicles, cybersecurity
01/15/26	3	<b>Elektronik</b>	Power supply
01/16/26	3	<a href="#">elektroniknet.de</a>	
01/16/26	3	<b>elektroniknet.de international</b>	
01/18/26	3	<a href="#">elektroniknet.de</a>	Top stories of the week
01/19/26	4	<b>Elektronik</b>	Power electronics
01/20/26	4	<b>Markt&amp;Technik</b>	Optoelectronics
01/21/26	4	<b>Elektronik medical</b>	Customers' Choice
01/22/26	4	<b>Markt&amp;Technik</b>	Displays
01/23/26	4	<b>Markt&amp;Technik</b>	Management & Career: Human Resources Development and Continuing Education
01/25/26	4	<a href="#">elektroniknet.de</a>	Top stories of the week
01/26/26	5	<b>Elektronik</b>	Embedded: Hardware, software, tools
01/27/26	5	<b>Markt&amp;Technik</b>	Electronics manufacturing
01/28/26	5	<b>Elektronik Automotive</b>	Alternative drives, electromechanics

Date	Week	Brand	Type/Topic
01/29/26	5	<b>Elektronik</b>	Measurement and testing technology
01/30/26	5	<a href="#">elektroniknet.de</a>	IT security
01/30/26	5	<b>elektroniknet.de international</b>	
02/01/26	5	<a href="#">elektroniknet.de</a>	Top stories of the week
02/02/26	6	<b>Elektronik</b>	Electromechanics
02/03/26	6	<b>Markt&amp;Technik</b>	Passive components
02/04/26	6	<b>Elektronik medical</b>	Power supply
02/05/26	6	<b>Markt&amp;Technik</b>	Automation & Robotics
01/06/26	6	<a href="#">elektroniknet.de</a>	
02/08/26	6	<a href="#">elektroniknet.de</a>	Top stories of the week
02/09/26	7	<b>Elektronik</b>	Semiconductors
02/10/26	7	<b>Markt&amp;Technik</b>	Distribution & Supply Chain
02/11/26	7	<b>Elektronik Automotive</b>	Services & Shared Mobility, Passive Components
02/12/26	7	<b>Elektronik</b>	Sensors
02/13/26	7	<a href="#">elektroniknet.de</a>	
02/13/26	7	<b>elektroniknet.de international</b>	
02/15/26	7	<a href="#">elektroniknet.de</a>	Top stories of the week
02/16/26	8	<b>Elektronik</b>	Power supply
02/17/26	8	<b>Markt&amp;Technik</b>	Image processing

Date	Week	Brand	Type/Topic
02/18/26	8	<b>Elektronik medical</b>	Printed electronics, preliminary reports Lopec
02/19/26	8	<b>Preliminary reports Enforce Tac</b>	
02/20/26	8	<b>Markt&amp;Technik</b>	Management & Career: Securing skilled workers and talent management
02/22/26	8	<a href="#">elektroniknet.de</a>	Top stories of the week
02/23/26	9	<b>Elektronik</b>	Industry 4.0 / IIoT
02/24/26	9	<b>Markt&amp;Technik</b>	Printed electronics, preliminary reports Lopec
02/25/26	9	<b>Elektronik Automotive</b>	Autonomous driving/assistance systems, power supplies
02/26/26	9	<b>Elektronik</b>	RFID / Identification systems
02/27/26	9	<a href="#">elektroniknet.de</a>	
03/01/26	9	<a href="#">elektroniknet.de</a>	Top stories of the week
03/02/26	10	<b>Elektronik</b>	Customers' Choice
03/03/26	10	<b>Markt&amp;Technik</b>	IT Security
03/04/26	10	<b>Elektronik medical</b>	Embedded Systems & Semiconductors
03/05/26	10	<b>Preliminary reports Light&amp;Building</b>	
03/06/26	10	<b>embedded world Preliminary reports</b>	
03/06/26	10	<b>elektroniknet.de international</b>	Preliminary reports embedded world
03/08/26	10	<a href="#">elektroniknet.de</a>	Top stories of the week
03/09/26	11	<b>Elektronik</b>	Embedded: Hardware, Software, Tools

# Newsletter Topics & Dates 2026

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

Date	Week	Brand	Type/Topic
03/27/26	13	<b>elektroniknet.de international</b>	
03/29/26	13	<a href="#">elektroniknet.de</a>	Top stories of the week
03/30/26	14	<b>Elektronik</b>	Customers' Choice
03/31/26	14	<b>Markt&amp;Technik</b>	Production & Services
04/01/26	14	<b>Elektronik</b>	Housings and cooling technology
04/01/26	14	<b>Elektronik medical</b>	IoMT & Automation, Optoelectronics
04/02/26	14	<b>Markt&amp;Technik</b>	Power supply
04/07/26	15	<b>Markt&amp;Technik</b>	Sustainability
04/08/26	15	<b>Elektronik</b>	Sensors
04/08/26	15	<b>Elektronik Automotive</b>	Electromobility, software & tools
04/10/26	15	<a href="#">elektroniknet.de</a>	Aerospace and Defense
04/10/26	15	<b>elektroniknet.de international</b>	
04/12/26	15	<a href="#">elektroniknet.de</a>	Top stories of the week
04/13/26	16	<b>Elektronik</b>	Single Pair Ethernet
04/14/26	16	<b>Markt&amp;Technik</b>	Batteries, rechargeable batteries, charging technology
04/15/26	16	<b>Elektronik medical</b>	Preliminary reports DEMA

Date	Week	Brand	Type/Topic
04/16/26	16	<b>Markt&amp;Technik</b>	Measurement and testing technology
04/17/26	13	<b>Hanover Trade Fair Preliminary Reports</b>	
04/21/26	17	<b>Markt&amp;Technik</b>	Electromechanics
04/22/26	17	<b>Elektronik Automotive</b>	Alternative drives, passive components
04/23/26	17	<b>Elektronik</b>	LED / Lighting
04/24/26	17	<b>Markt&amp;Technik</b>	Data center/IT infrastructure/cabling
04/24/26	17	<b>elektroniknet.de international</b>	
04/26/26	17	<a href="#">elektroniknet.de</a>	Top stories of the week
04/27/26	18	<b>Elektronik</b>	
04/28/26	18	<b>Markt&amp;Technik</b>	Management & Career: Security & Defense
04/29/26	18	<b>Elektronik medical</b>	Preliminary reports MedtecLIVE
04/30/26	18	<b>Elektronik</b>	Embedded: Hardware, software, tools
05/03/26	18	<a href="#">elektroniknet.de</a>	Top news stories of the week
05/04/26	19	<b>Elektronik</b>	Power electronics
05/05/26	19	<b>Markt&amp;Technik</b>	Connection technology
05/06/26	19	<b>Elektronik Automotive</b>	Cybersecurity, IoT, and big data
05/07/26	19	<b>Elektronik</b>	Displays / HMI

# Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
05/08/26	19	<a href="http://elektroniknet.de">elektroniknet.de</a>	Energy storage
05/08/26	19	<b>elektroniknet.de international</b>	
05/10/26	19	<a href="http://elektroniknet.de">elektroniknet.de</a>	Top stories of the week
05/11/26	20	<b>Elektronik</b>	Special newsletter Products of the Year
05/12/26	20	<b>Markt&amp;Technik</b>	Power supply & power management
05/13/26	20	<b>Elektronik medical</b>	Electromechanics & Passive Components
05/13/26	20	<a href="http://elektroniknet.de">elektroniknet.de</a>	
05/17/26	20	<a href="http://elektroniknet.de">elektroniknet.de</a>	Top stories of the week
05/18/26	21	<b>Elektronik</b>	Semiconductors
05/19/26	21	<b>Markt&amp;Technik</b>	Distribution & Supply Chain
05/20/26	21	<b>Elektronik Automotive</b>	Connected vehicles, electromechanics
05/21/26	21	<b>Elektronik</b>	Embedded vision
05/22/26	21	<b>Markt&amp;Technik</b>	Management & Career
05/22/26	21	<b>elektroniknet.de international</b>	
05/26/26	22	<b>Markt&amp;Technik</b>	Embedded: Hardware, Software, Tools
05/27/26	22	<b>Elektronik medical</b>	Drive technology, power supply

Date	Week	Brand	Type/Topic
05/29/26	22	<a href="http://elektroniknet.de">elektroniknet.de</a>	
05/31/26	22	<a href="http://elektroniknet.de">elektroniknet.de</a>	Top stories of the week
06/01/26	23	<b>Elektronik</b>	Measurement technology and sensor technology
06/02/26	23	<b>Preliminary reports Sensor+Test</b>	
06/03/26	23	<b>Elektronik Automotive</b>	Autonomous driving / assistance systems, sensor technology, AI
06/05/26	23	<b>Preliminary reports PCIM</b>	
06/05/26	23	<b>elektroniknet.de international</b>	
06/07/26	23	<a href="http://elektroniknet.de">elektroniknet.de</a>	Top stories of the week
06/08/26	24	<b>Elektronik</b>	Power electronics, PCIM
06/09/26	24	<b>Markt&amp;Technik</b>	Data center components: servers, storage systems, network infrastructure
06/10/26	24	<b>Elektronik medical</b>	Image processing, embedded systems
06/11/26	24	<b>Markt&amp;Technik</b>	Enclosure and cooling technology
06/12/26	24	<a href="http://elektroniknet.de">elektroniknet.de</a>	IT & Security, Special: Aerospace & Defense
06/14/26	24	<a href="http://elektroniknet.de">elektroniknet.de</a>	Top stories of the week
06/15/26	25	<b>Elektronik</b>	Embedded: Hardware, software, tools
06/16/26	25	<b>Markt&amp;Technik</b>	Power supply
06/17/26	25	<b>Elektronik Automotive</b>	Cyber security, thermal management

Date	Week	Brand	Type/Topic
06/18/26	25	<a href="http://elektroniknet.de">elektroniknet.de</a>	
06/19/26	25	<b>elektroniknet.de international</b>	
06/21/26	25	<a href="http://elektroniknet.de">elektroniknet.de</a>	Top stories of the week
06/22/26	26	<b>Elektronik</b>	Semiconductors
06/23/26	26	<b>Markt&amp;Technik</b>	Production & Services
06/24/26	26	<b>Elektronik medical</b>	IoMT & Automation, Measurement Technology <sup>?</sup> Sensors
06/25/26	26	<b>Markt&amp;Technik</b>	50 years of Markt&Technik
06/26/26	26	<b>Markt&amp;Technik</b>	50 years of Markt&Technik
06/28/26	26	<a href="http://elektroniknet.de">elektroniknet.de</a>	Top stories of the week
06/29/26	27	<b>Elektronik</b>	Displays / HMI
06/30/26	27	<b>Markt&amp;Technik</b>	Embedded: Hardware, Software, Tools
07/01/26	27	<b>Elektronik Automotive</b>	Connected vehicles, power supplies
07/02/26	27	<b>Elektronik</b>	Electromechanics & Passive Components
07/03/26	27	<a href="http://elektroniknet.de">elektroniknet.de</a>	LED / Lighting
07/03/26	27	<b>elektroniknet.de international</b>	
07/05/26	27	<a href="http://elektroniknet.de">elektroniknet.de</a>	Top stories of the week
07/06/26	28	<b>Elektronik</b>	Housings & Cooling Technology
07/07/26	28	<b>Markt&amp;Technik</b>	Customers Choice



# Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
07/08/26	28	<b>Elektronik medical</b>	Power supply, optoelectronics
07/09/26	28	<b>Markt&amp;Technik</b>	RFID / Identification systems
07/10/26	28	<a href="#">elektroniknet.de</a>	
07/12/26	28	<a href="#">elektroniknet.de</a>	Top stories of the week
07/13/26	29	<b>Elektronik</b>	Passive components
07/14/26	29	<b>Markt&amp;Technik</b>	Safety & Security
07/15/26	29	<b>Elektronik Automotive</b>	Electromobility, batteries & rechargeable batteries
07/16/26	29	<b>Elektronik</b>	Embedded: Hardware, software, tools
07/17/26	29	<a href="#">elektroniknet.de</a>	
07/17/26	29	<b>elektroniknet.de international</b>	
07/19/26	29	<a href="#">elektroniknet.de</a>	Top stories of the week
07/20/26	30	<b>Elektronik</b>	Semiconductors
07/21/26	30	<b>Markt&amp;Technik</b>	Connection technology
07/22/26	30	<b>Elektronik medical</b>	Semiconductors, displays/HMIs
07/23/26	30	<b>Markt&amp;Technik</b>	Industry 4.0 / IIoT
07/24/26	30	<b>Markt&amp;Technik</b>	Management & Career
07/26/26	30	<a href="#">elektroniknet.de</a>	Top stories of the week
07/27/26	31	<b>Elektronik</b>	Test & Measurement technology

Date	Week	Brand	Type/Topic
07/28/26	31	<b>Markt&amp;Technik</b>	Distribution & Supply Chain
07/28/26	31	<b>Electronics Automotive</b>	Electromechanics, IoT, and big data
07/30/26	31	<b>Elektronik</b>	Sensors
07/31/26	31	<a href="#">elektroniknet.de</a>	Smart grid, smart meter
07/31/26	31	<b>elektroniknet.de international</b>	
08/02/26	31	<a href="#">elektroniknet.de</a>	Top stories of the week
08/03/26	32	<b>Elektronik</b>	Electromechanics
08/04/26	32	<b>Markt&amp;Technik</b>	Oscilloscopes
08/05/26	32	<b>Elektronik medical</b>	IIoT & Automation, Electromechanics
08/06/26	32	<b>Markt&amp;Technik</b>	Automation & Robotics
08/07/26	32	<a href="#">elektroniknet.de</a>	
08/09/26	32	<a href="#">elektroniknet.de</a>	Top stories of the week
08/10/26	33	<b>Elektronik</b>	Customers' Choice
08/11/26	33	<b>Markt&amp;Technik</b>	Optoelectronics
08/12/26	33	<b>Elektronik Automotive</b>	Autonomous driving/assistance systems, power electronics
08/13/26	33	<b>Elektronik</b>	Power supply
08/16/26	33	<a href="#">elektroniknet.de</a>	Top stories of the week

Date	Week	Brand	Type/Topic
08/26/17	34	<b>Elektronik</b>	Traffic technology
08/18/26	34	<b>Markt&amp;Technik</b>	Industrial communication / Industrial Ethernet
08/19/26	34	<b>Elektronik medical</b>	Customers' Choice
08/20/26	34	<b>Markt&amp;Technik</b>	Displays
08/21/26	34	<b>Markt&amp;Technik</b>	Management & Career:
08/21/26	34	<b>elektroniknet.de international</b>	
08/23/26	34	<a href="#">elektroniknet.de</a>	Top stories of the week
08/24/26	35	<b>Elektronik</b>	Embedded: Hardware, software, tools
08/25/26	35	<b>Markt&amp;Technik</b>	Industry 4.0 / IIoT
08/26/26	35	<b>Electronics Automotive</b>	Electromobility, power electronics
08/27/26	35	<b>Elektronik</b>	Customers' Choice
08/28/26	35	<a href="#">elektroniknet.de</a>	
08/30/26	35	<a href="#">elektroniknet.de</a>	Top stories of the week
08/31/26	36	<b>Elektronik</b>	Test & Measurement technology
09/01/26	36	<b>Markt&amp;Technik</b>	Single Pair Ethernet
09/02/26	36	<b>Elektronik medical</b>	Image processing, passive components
09/03/26	36	<b>Markt&amp;Technik</b>	IT security
09/04/26	36	<a href="#">elektroniknet.de</a>	

# Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
09/04/26	36	<b>elektroniknet.de international</b>	
09/06/26	36	<a href="#">elektroniknet.de</a>	Top stories of the week
09/07/26	37	<b>Elektronik</b>	Connection technology
09/08/26	37	<b>Markt&amp;Technik</b>	Topic newsletter: Power electronics
09/09/26	37	<b>Elektronik Automotive</b>	Cybersecurity, measurement technology, IAA Transportation
09/10/26	37	<b>Elektronik</b>	Semiconductors
09/11/26	37	<b>Preliminary reports InnoTrans</b>	
09/13/26	37	<a href="#">elektroniknet.de</a>	Top stories of the week
09/14/26	38	<b>Elektronik</b>	Power supply
09/15/26	38	<b>Markt&amp;Technik</b>	Passive components
09/16/26	38	<b>Elektronik medical</b>	Electromechanics, IoT, and big data
09/17/26	38	<b>Markt&amp;Technik</b>	Embedded: Hardware, Software, Tools
09/18/26	38	<a href="#">elektroniknet.de</a>	Smart Power
09/18/26	38	<b>Management</b>	Management & Career: Security & Defense
09/20/26	38	<a href="#">elektroniknet.de</a>	Top stories of the week
09/21/26	39	<b>Elektronik</b>	Customers' Choice
09/22/26	39	<b>Markt&amp;Technik</b>	Topic newsletter Power electronics
09/23/26	39	<b>Elektronik Automotive</b>	Autonomous driving/assistance systems, sensor technology, AI

Date	Week	Brand	Type/Topic
09/24/26	39	<b>Elektronik</b>	Industry 4.0 / IIoT
09/25/26	39	<b>elektroniknet.de international</b>	
09/27/26	39	<a href="#">elektroniknet.de</a>	Top stories of the week
09/28/26	40	<b>Elektronik</b>	3D printing
09/29/26	40	<b>Markt&amp;Technik</b>	Sensors
09/30/26	40	<b>Elektronik medical</b>	Measurement technology & sensors, embedded systems
10/01/26	40	<b>Markt&amp;Technik</b>	LED/Lighting
10/02/26	40	<b>Preliminary reports VISION</b>	
10/04/26	40	<a href="#">elektroniknet.de</a>	Top stories of the week
10/05/26	41	<b>Elektronik</b>	Software - Trends
10/06/26	41	<b>Markt&amp;Technik</b>	Distribution & Supply Chain
10/07/26	41	<b>Elektronik Automotive</b>	Connected vehicles, connectors
10/08/26	41	<b>Elektronik</b>	Displays / HMI
10/09/26	41	<a href="#">elektroniknet.de</a>	
10/09/26	41	<b>elektroniknet.de international</b>	
10/11/26	41	<a href="#">elektroniknet.de</a>	Top stories of the week
10/12/26	42	<b>Elektronik</b>	Semiconductors

Date	Week	Brand	Type/Topic
10/13/26	42	<b>Markt&amp;Technik</b>	Measurement and testing technology
10/14/26	42	<b>Elektronik medical</b>	Power supply, e-health & security
10/15/26	42	<b>Markt&amp;Technik</b>	Electromechanics
10/16/26	42	<a href="#">elektroniknet.de</a>	
10/18/26	42	<a href="#">elektroniknet.de</a>	Top stories of the week
10/19/26	43	<b>Elektronik</b>	Batteries, rechargeable batteries, charging technology
10/20/26	43	<b>Markt&amp;Technik</b>	Power supply
10/21/26	43	<b>Elektronik Automotive</b>	Vehicle electrical systems / connection technology, semiconductors
10/22/26	43	<b>Elektronik</b>	Communication technology
10/23/26	43	<b>It-sa Preliminary reports</b>	
10/23/26	43	<b>elektroniknet.de international</b>	
10/25/26	43	<a href="#">elektroniknet.de</a>	Top stories of the week
10/26/26	44	<b>Elektronik</b>	Embedded: Hardware, Software, Tools
10/27/26	44	<b>Markt&amp;Technik</b>	Obsolescence Management
10/28/26	44	<b>Elektronik medical</b>	Displays / HMI, e-health
10/29/26	44	<b>Markt&amp;Technik</b>	Data centers/IT infrastructure/cabling

# Newsletter Topics & Dates 2026

Date	Week	Brand	Type/Topic
11/02/26	45	<b>Elektronik</b>	Power Electronics
11/03/26	45	<b>Markt&amp;Technik</b>	Topic newsletter EMS
11/04/26	45	<b>Elektronik Automotive</b>	Autonomous driving / assistance systems, software development
11/05/26	45	<b>Elektronik</b>	Passive components
11/06/26	45	<b>Preliminary reports electronica</b>	
11/06/26	45	<b>elektroniknet.de international</b>	Preliminary reports electronica
11/08/26	45	<b>elektroniknet.de</b>	Top stories of the week
11/09/26	46	<b>Elektronik</b>	Preliminary reports electronica
11/10/26	46	<b>elektroniknet.de</b>	electronica reports
11/11/26	46	<b>Elektronik medical</b>	<b>Preliminary reports Compamed</b>
11/12/26	46	<b>Markt&amp;Technik</b>	Sustainability
11/15/26	46	<b>elektroniknet.de</b>	Top stories of the week
11/16/26	47	<b>Elektronik</b>	LED / Lighting
11/26/17	47	<b>elektroniknet.de</b>	
11/18/26	47	<b>Elektronik</b>	Switches, push buttons, HMI
11/26/18	47	<b>Elektronik Automotive</b>	Alternative drives, passive components
11/19/26	47	<b>Markt&amp;Technik</b>	Preliminary reports SPS
11/20/26	47	<b>PLC preliminary reports</b>	

Date	Week	Brand	Type/Topic
11/20/26	47	<b>elektroniknet.de international</b>	Preliminary reports SPS
11/22/26	47	<b>elektroniknet.de</b>	Top stories of the week
11/23/26	48	<b>Elektronik</b>	Connection technology
11/24/26	48	<b>Markt&amp;Technik</b>	Semiconductors
11/25/26	48	<b>Elektronik medical</b>	Power supply, IoMT & automation
11/26/26	48	<b>Markt&amp;Technik</b>	Image processing
11/27/26	48	<b>elektroniknet.de</b>	Data center infrastructure
11/29/26	48	<b>elektroniknet.de</b>	Top stories of the week
11/30/26	49	<b>Elektronik</b>	Test & Measurement technology
12/01/26	49	<b>Markt&amp;Technik</b>	Production & Services
12/02/26	49	<b>Elektronik Automotive</b>	Electromobility, batteries & rechargeable batteries
12/03/26	49	<b>Elektronik</b>	LED / Lighting
12/04/26	49	<b>elektroniknet.de</b>	Smart Building / Smart Home
12/04/26	49	<b>elektroniknet.de international</b>	
12/06/26	49	<b>elektroniknet.de</b>	Top stories of the week
12/07/26	50	<b>Elektronik</b>	Power supply
12/08/26	50	<b>Markt&amp;Technik</b>	Embedded: Hardware, Software, Tools
12/09/26	50	<b>Elektronik medical</b>	Drive technology, electromechanics

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

## OFFICIAL MEDIA PARTNER

pcim



sps  
smart production solutions

MedtecLIVE

emv



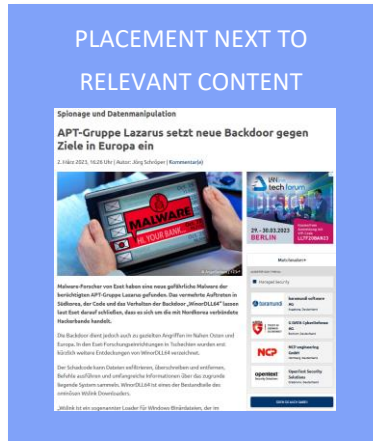
HOME OF IT SECURITY



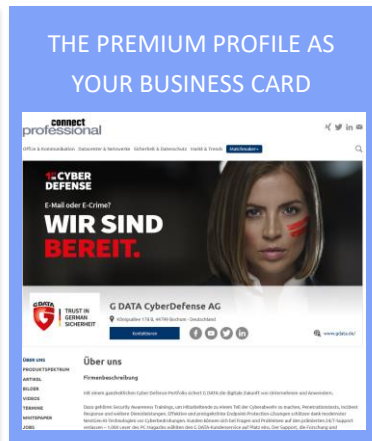
# Special advertising formats

All this offers you

# Matchmaker+



PLACEMENT NEXT TO RELEVANT CONTENT



THE PREMIUM PROFILE AS YOUR BUSINESS CARD



FIRST-CLASS ADVERTISEMENT IN THE

## 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* <b>TOP SELLER</b>	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

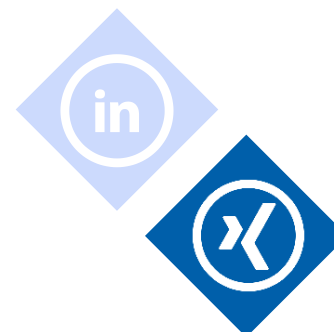
We increase your social media reach with the Social Media Plus package!

### 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 €



The image shows two social media posts. The top one is from 'elektroniknet.de' (@elektroniknet) dated 7. März, featuring a tweet about Swissbit AG's SATA SSDs. The bottom one is from 'Markt&Technik' (4,515 followers) dated 18. September 2025, featuring an advertisement for Vishay Intertechnology's SMD ceramic capacitors. The advertisement includes a photo of a conference and a small image of the capacitors.

# 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.

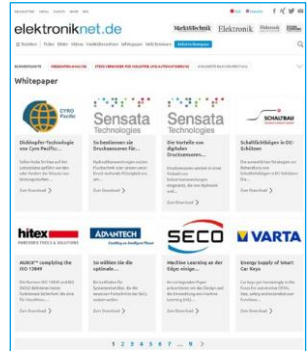


**Total price: €6,990** (non-discountable)  
Optional plus 1/1 page print advertisement (design via Componeers): Total price €7,500 (lead time min. 8 weeks)

## 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

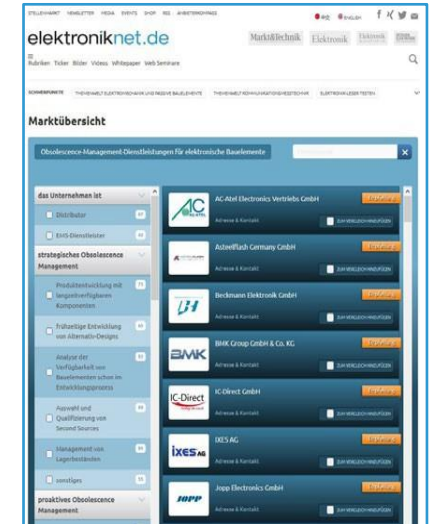
## Market overviews

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 16–20, 2026	SPS Smart Production Solutions
November 23-27, 2026	Test & Measurement

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)		✓	✓
<b>Price</b>	<b>\$2,990</b>	<b>€4,990</b>	<b>€5,990</b>

\*Not eligible for discount

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

# 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.



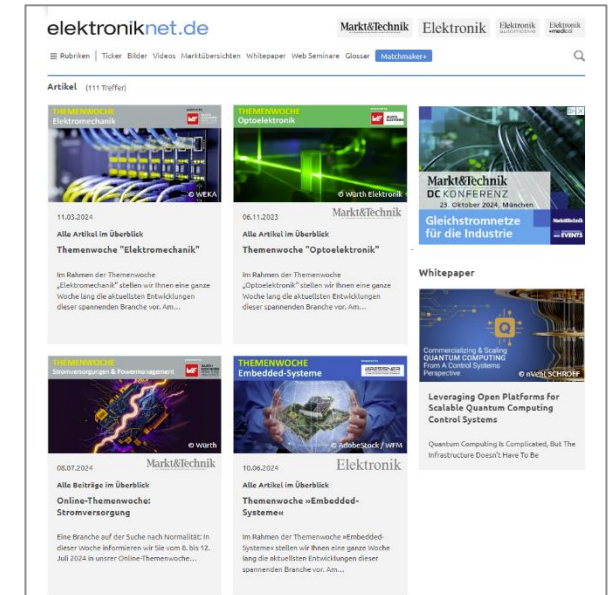
**Channel link to the microsite**

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



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

# Do you have any questions?

We are happy to advise you!



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**Markt&Technik**  
DIE ZEITUNG FÜR ELEKTRONIK, KI UND INFORMATIONSTECHNIK

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**Elektronik**  
automotive

**Elektronik**  
•medical



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