

# MEDIA KIT 2026 – Print

**50**  
**Markt&Technik**  
DIE ZEITUNG FÜR ELEKTRONIK, KI UND INFORMATIONSTECHNIK

**Elektronik**

**Elektronik**  
automotive

**Elektronik**  
•medical

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<p>The renowned weekly newspaper for electronics, AI, and information technology reports weekly across multiple columns on market developments, technology trends, innovations, management, new products, and background information in the electronics industry. Clear categorization, comprehensive market overviews, and in-depth reports provide a reliable overview of all important areas of electronics and IT.</p>	<p>The technical magazine <b>Elektronik</b> provides cross-media coverage of solutions and components in professional electronics with technology and trade fair editions. Covering hot topics from research to technology implementation, rounded off with relevant economic and trend topics, <b>Elektronik</b> is the perfect source of information for electronics developers and technical management.</p>	<p>The vertical supplement <b>Elektronik automotive</b> provides cross-media information on solutions and components for professional automotive electronics. The four "hot" industry topics of autonomous driving, connected cars, electromobility, and services/shared mobility, from research to technology implementation, are rounded off by relevant economic and trend topics.</p>	<p>Going far beyond mere product reporting, the vertical supplement <b>Elektronik medical</b> provides valuable expert knowledge on all aspects of medical technology in detailed articles covering everything from the basics to applications. The focus is on both the manufacture of the devices and their use on patients.</p>
<p><b>Markt&amp;Technik</b> reaches managers, purchasers, and development managers in companies that incorporate electronic components/assemblies into their products, require the appropriate development tools for this purpose, and make the necessary product and purchasing decisions.</p>	<p><b>Elektronik</b> is the media brand for developers of professional electronic products, technical purchasing/sales/business development and technical support at distributors, manufacturers and specialist organizations.</p>	<p><b>Elektronik automotive</b> is the perfect source of information for developers of automotive-related professional electronics products, technical purchasing/sales/business development and technical support engineers at distributors, manufacturers, and suppliers.</p>	<p><b>Elektronik medical</b> is the media brand for designers and developers of medical devices. The brand is aimed at decision-makers in the development and manufacturing as well as in the management of medical technology manufacturers.</p>
<p><b>Weekly publication</b> + 4 quarterly publications + Trend guides + Newspaper for electronica</p>	<p><b>Published every 14 days</b> + The official daily newspaper for embedded world</p>	<p><b>6 issues</b> as an insert in <b>Elektronik</b> magazine and as a standalone e-paper</p>	<p><b>5 issues</b> as inserts in <b>Elektronik</b> magazines and as standalone e-papers</p>
<p><b>41,606 total circulation*</b> of which extended ePaper: 26,190</p>	<p><b>55,708 total circulation*</b> of which extended ePaper: 40,308</p>	<p><b>35,482 total circulation*</b> of which extended ePaper: 20,082</p>	<p><b>27,332 total circulation*</b> of which extended ePaper: 11,932</p>



\*Source: IVW Q3/2025. The current ePaper edition is actively distributed via the ePaper newsletter and also via the elektroniknet.de website.

**OFFICIAL MEDIA PARTNER**



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HANNOVER  
MESSE



MedtecLIVE



SENSOR+TEST 2025  
DIE MESSTECHNIK-MESSE  
The Measurement Fair



pcim



sps  
smart production solutions



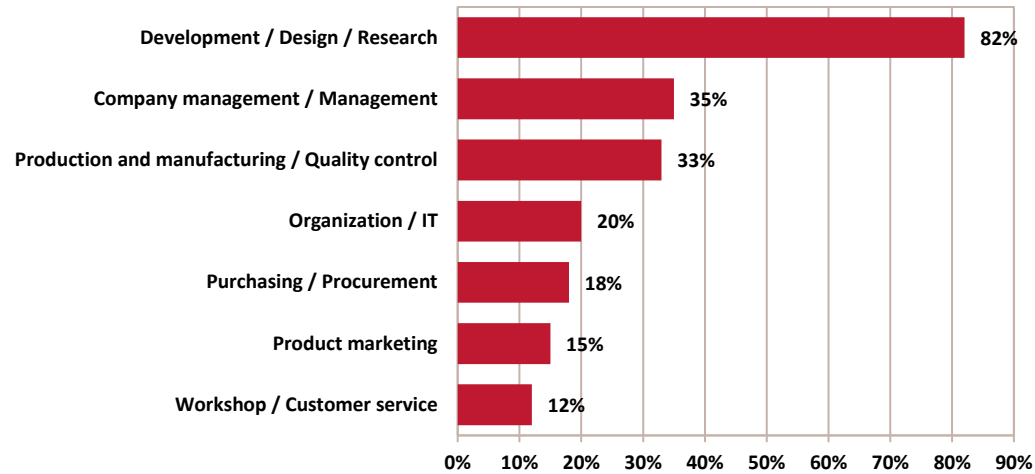
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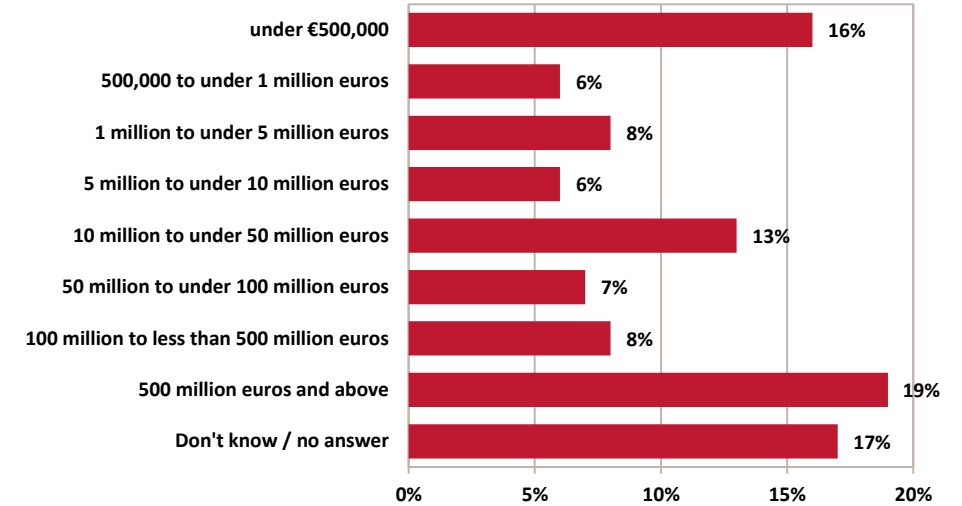
emv

# Readers Profile

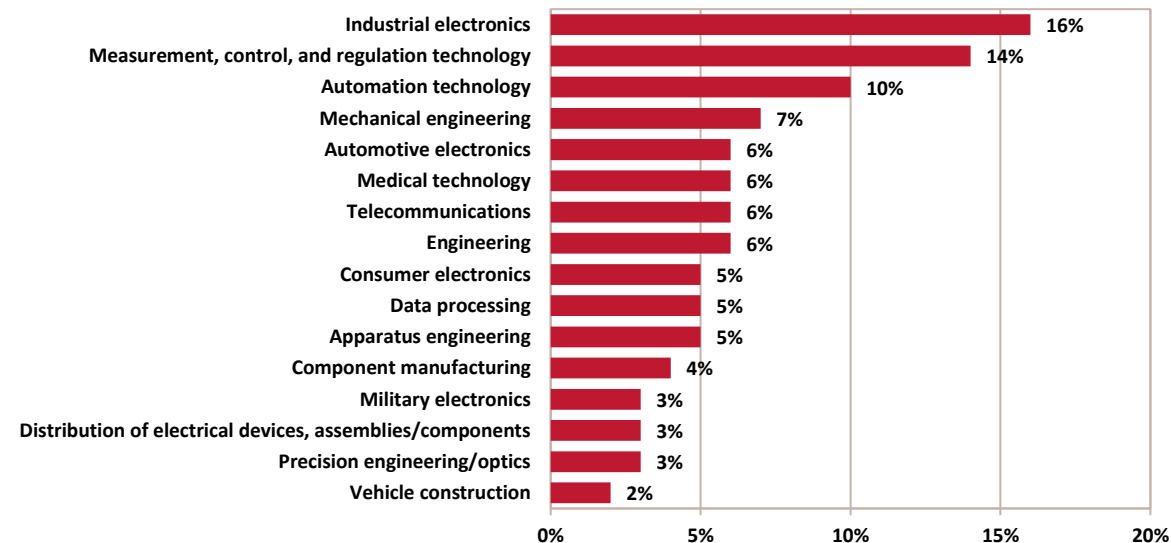
## Main area of work



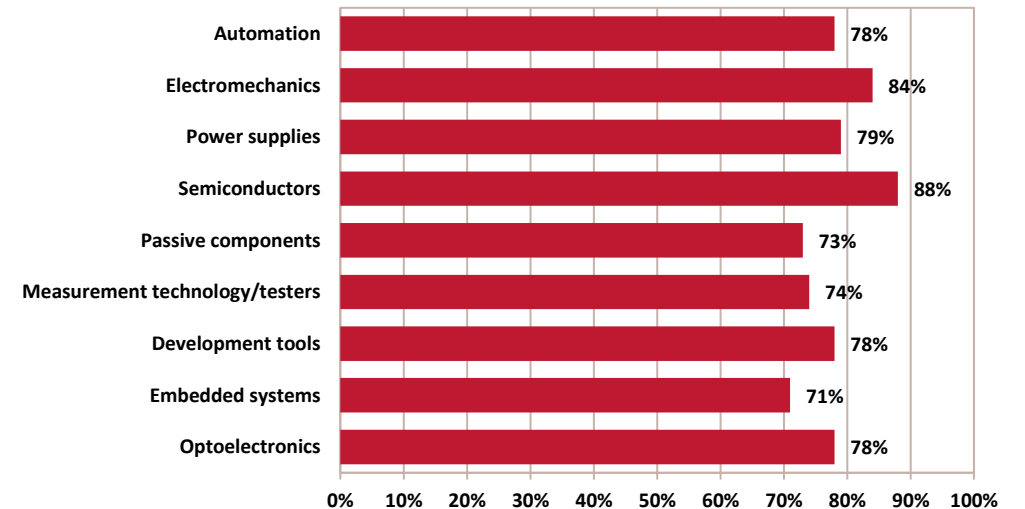
## (Annual) turnover of the company



## Main industry of the company

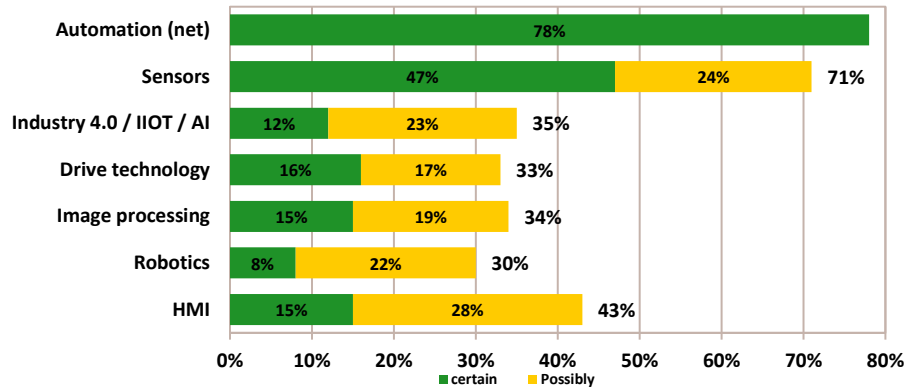


## Purchases planned for the next 12 months

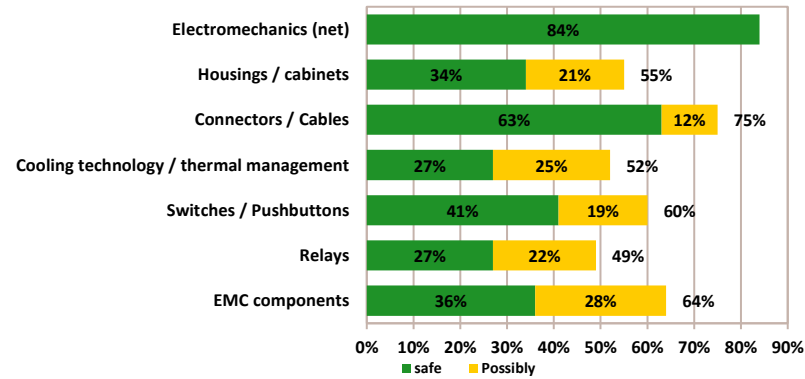


# Purchase intentions in the next 12 months in the area of...

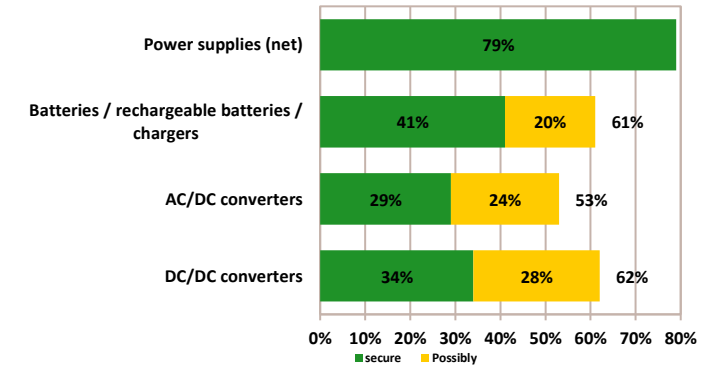
## Automation



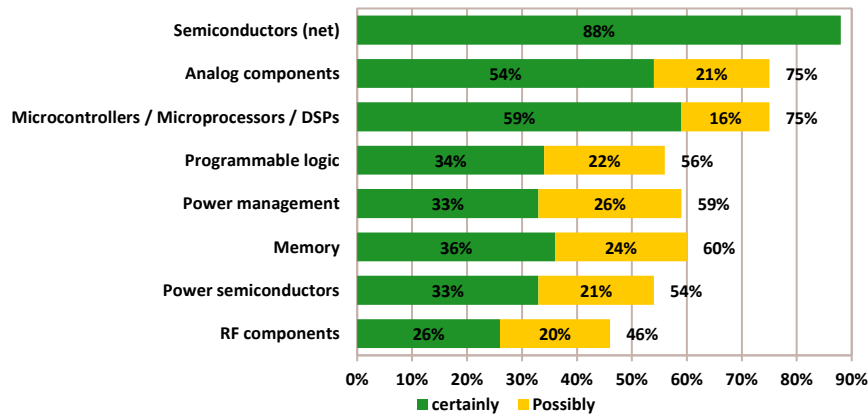
## Electromechanics



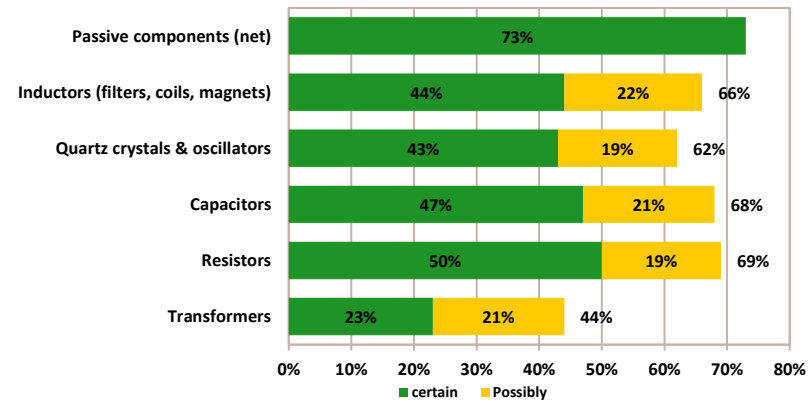
## Power supply



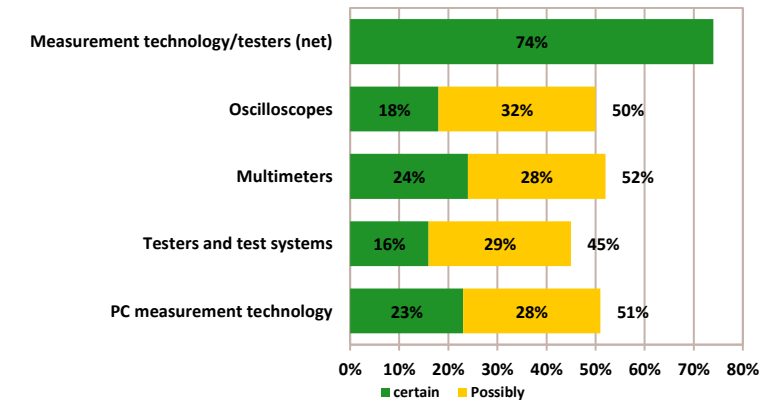
## Semiconductors



## Passive Components

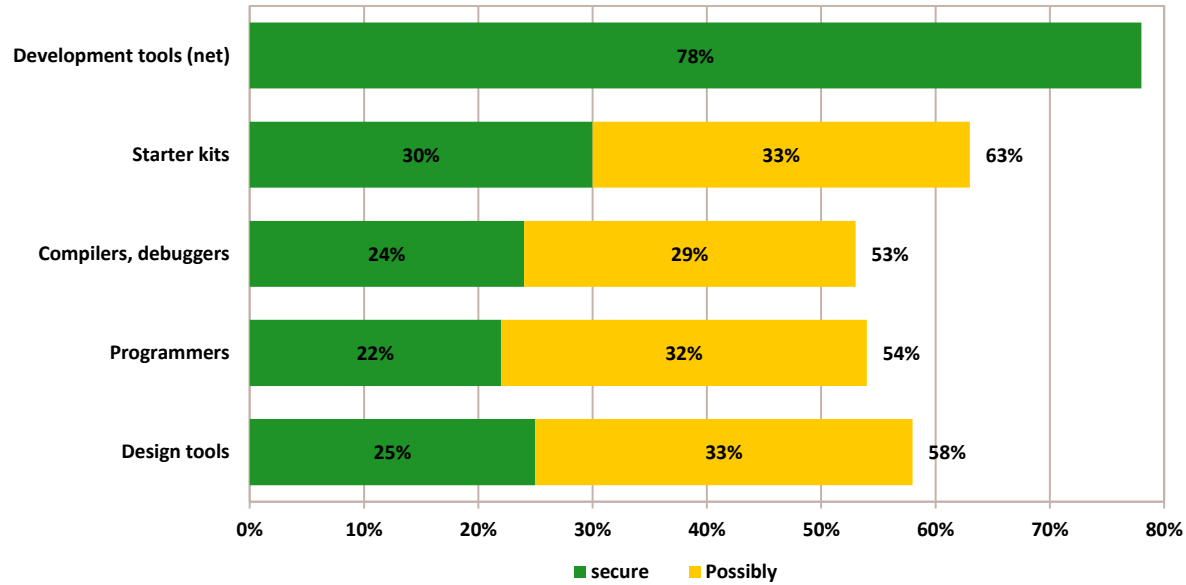


## Tests and Measurements

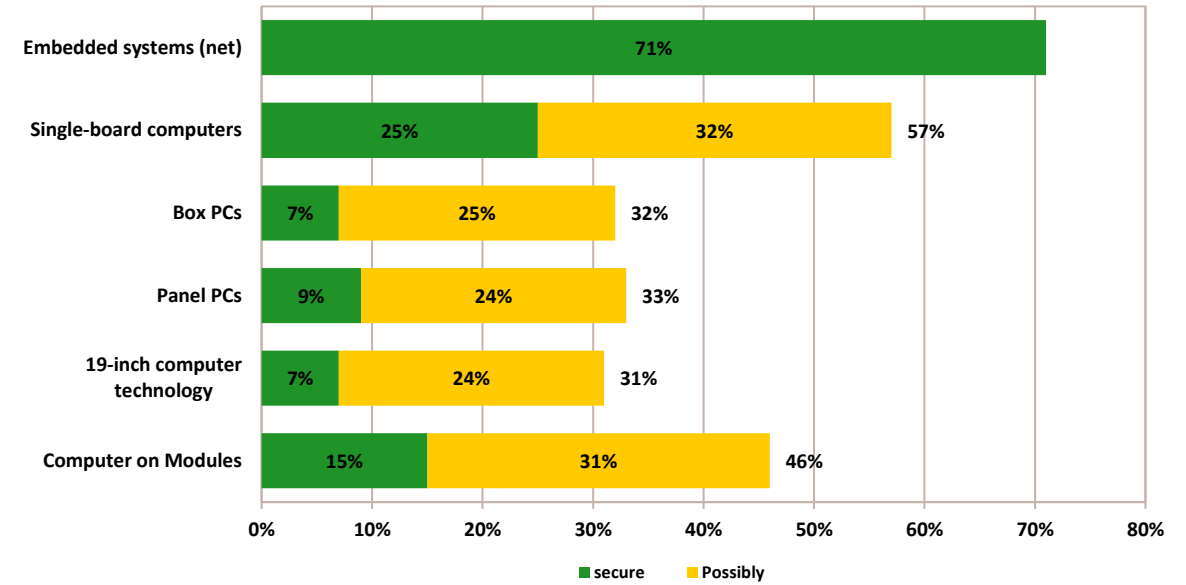


# Purchase intentions in the next 12 months in the area of...

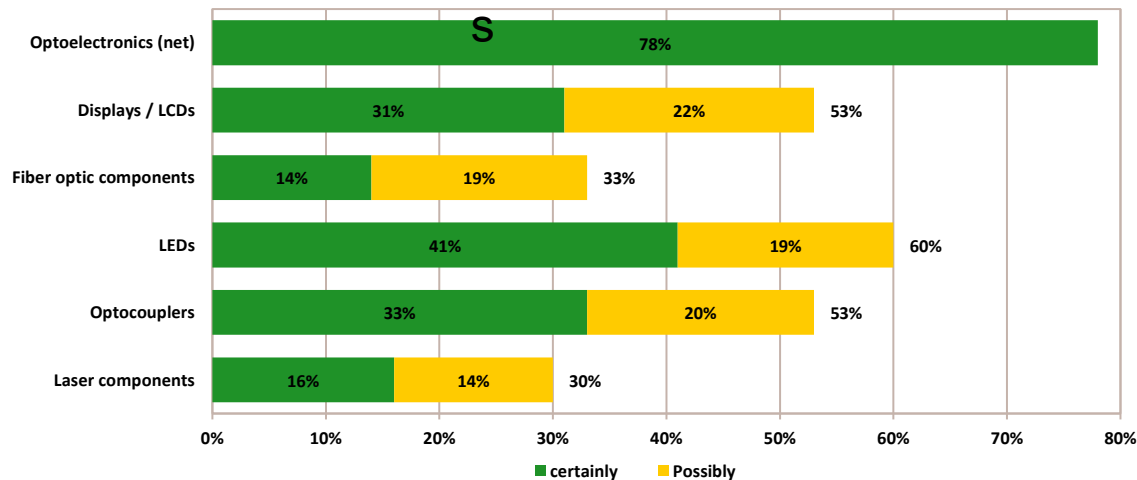
## Development tools



## Embedded Systems



## Optoelectronic



Copytest Elektronik, conducted by the IFAK Institute from July 23 to August 7, 2025.

The impact and resonance analysis Markt&Technik, conducted by the IFAK Institute in September 2024, can be found [here>>>](#)


# Topics & Dates 2026

Print edition with extended e-paper	No.	Publication date	Advertisement deadline	Printing material deadline	Key topics	Key topics	Trade fairs & events
<b>Elektronik</b>	1	January 20, 2026	December 19, 2025	Jan. 7, 2026	EMC / ESD Special Distribution: Readers' Choice "Distributor of the Year"	Embedded Systems	
<b>Markt&amp;Technik</b>	1/2	January 23, 2026	Jan. 9, 2026	Jan. 13, 2026	Passive components	e-kompakt Switches/push buttons/HMI (including market overview)	
<b>Markt&amp;Technik</b>	3	January 30, 2026	Jan. 16, 2026	Jan. 20, 2026	Power supply IT security	e-kompakt displays (including market overview)	
<b>Elektronik</b>	2	03.02.2026	Jan. 14, 2026	Jan. 21, 2026	Electromechanics	Power electronics	
<b>Markt&amp;Technik</b>	4	February 6, 2026	January 23, 2026	January 27, 2026	Connectors & Cables	e-kompakt relays (including market overview)	Tech Forum Munich: February 4–5, 2026
<b>Markt&amp;Technik</b>	5	February 13, 2026	Jan. 30, 2026	February 3, 2026	Image Processing <b>Quarterly Distribution &amp; Supply Chain 01/26</b>	e-kompakt Quartz & Oscillators (including market overview)	
<b>Elektronik</b>	3	February 17, 2026	Jan. 28, 2026	04.02.2026	<a href="#">Trade fair guide embedded world 2026</a>	Sensors	
<b>Elektronik Medical</b>	1	February 17, 2026	Jan. 28, 2026	04.02.2026	Embedded systems and semiconductors Trade fair edition embedded world	Passive components Power & Drives	
<b>Markt&amp;Technik</b>	6	February 20, 2026	February 6, 2026	February 10, 2026	Optoelectronics <a href="#">Trade fair edition Lopec 2026</a> <a href="#">Trade fair edition Enforce Tac</a>	e-kompakt Test & Measurement Technology (including market overview)	Lopec, Munich: February 25–26, 2026
<b>Markt&amp;Technik</b>	7	February 27, 2026	February 13, 2026	February 17, 2026	Data center/IT infrastructure/cabling <a href="#">Trade fair guide embedded world 2026</a>	e-kompakt Batteries/Rechargeable Batteries/Chargers (including market overview)	
<b>Elektronik</b>	4	March 3, 2026	February 11, 2026	February 18, 2026	<a href="#">Trade fair edition embedded world 2026</a>	Development tools and software engineering	
<b>Markt&amp;Technik</b>	8	March 6, 2026	February 20, 2026	February 24, 2026	<a href="#">Trade fair edition embedded world 2026</a> <a href="#">Trade fair edition Light+Building 2026</a>	e-kompakt Semiconductors (including market overview)	embedded world, Nuremberg: March 10–12, 2026
<b>Elektronik Tageszeitung</b>	1	March 10–12, 2026	February 16, 2026	February 20, 2026	<b>THE OFFICIAL DAILY embedded world 2026</b>		embedded world, Nuremberg: March 10–12, 2026
<b>Markt&amp;Technik</b>	9	March 13, 2026	February 27, 2026	March 3, 2026	Displays <a href="#">Trade fair edition EMC 2026</a>	e-kompakt Data Storage (including market overview)	EMV, Stuttgart: March 24–26, 2026
<b>Elektronik</b>	5	March 17, 2026	February 25, 2026	March 4, 2026	Power supply	Industry 4.0 / IIoT / AI	
<b>Elektronik Automotive</b>	1	March 17, 2026	February 24, 2026	03/04/2026	Autonomous driving/assistance systems	Vehicle electrical systems/connection technology	
<b>Markt&amp;Technik</b>	10	March 20, 2026	March 6, 2026	March 10, 2026	<b>Trend Guide: electromechanics &amp; passive components</b> Connection technology, relays, switches/pushbuttons/HMI, thermal management, enclosures, quartz crystals, inductors, transformers, capacitors	e-kompakt: Electromechanical Components and Passive Components (including market overviews)	

# Topics & Dates 2026

Print edition with extended e-paper	No	EVT	Advertisement deadline	DU deadline	Key topics	Key topics	Trade fairs & events
Markt&Technik	11	March 27, 2026	March 13, 2026	March 17, 2026	Test & Measurement technology <b>Special: Production &amp; Services (EMS, Printed Circuit Boards, Manufacturing)</b>	e-kompakt: Image processing (including market overview)	
Elektronik	6	March 31, 2026	March 11, 2026	March 18, 2026	Batteries/rechargeable batteries/charging systems	Sensors	
Markt&Technik	12	April, 2nd, 2026	April 19, 2026	March 23, 2026	Optoelectronics Special: Aerospace and Defense	e-kompakt Industrial Computers & Embedded Systems (including market overview)	
Markt&Technik	13	April 10, 2026	March 25, 2026	March 27, 2026	Sustainability	e-kompakt power supply (including market overview)	
Elektronik	7	Apr. 14, 2026	March 23, 2026	March 30, 2026	Connectors & Cables	Semiconductors	
Elektronik Medical	2	April 14, 2026	March 23, 2026	March 30, 2026	<i>DMEA 2026 trade fair edition</i> <i>Trade fair edition MedtecLIVE</i>	Power & Drives	MedtecLIVE, Munich May 5–7, 2026
Markt&Technik	14	April 17, 2026	April 3rd, 2026	April 7, 2026	Single Pair Ethernet <i>Trade fair edition: Hannover Messe 2026</i>	e-kompakt starter kits & development systems (including market overview)	Hannover Messe: April 20-24, 2026
Markt&Technik	15	April 24, 2026	April 10, 2026	April 14, 2026	Data center/IT infrastructure/cabling <b>Quarterly Distribution &amp; Supply Chain 2/26</b>	e-kompakt Heat Management & Cooling Technology (including market overview)	
Elektronik	8	April 28, 2026	April 8, 2026	Apr. 15, 2026	Electromechanics	Test & Measurement technology	
Markt&Technik	16	April 30, 2026	Apr. 16, 2026	Apr. 20, 2026	Quartz/Oscillators/Clock Generators	e-kompakt Industrial Communication/Industrial Ethernet/Fieldbuses (including market overview)	
Markt&Technik	17	May 8, 2026	Apr. 23, 2026	Apr. 27, 2026	<b>Trend Guide: Power Supply &amp; Power Management</b> AC/DC converters, DC/DC converters, batteries, power management ICs, power electronics, battery charging ICs	Market overviews: Power supply and power management	
Elektronik	9	May 12, 2026	Apr. 21, 2026	Apr. 28, 2026	Passive components <b>Products of the Year: This is what winners look like</b>	Embedded systems	
Elektronik Automotive	2	May 12, 2026	Apr. 21, 2026	Apr. 28, 2026	Infotainment/displays	Vehicle electrical systems/connection technology	
Markt&Technik	18	May 15, 2026	Apr. 29, 2026	May 4, 2026	Industry 4.0 / IIoT / AI	e-kompakt Enclosures & Cabinets (including market overview)	
Markt&Technik	19	May 22	May 7, 2026	May 11, 2026	Relays	e-kompakt Semiconductors (including market overview)	

# Topics & Dates 2026

Print edition with extended e-paper	No	EVT	Advertisement deadline	DU deadline	Key topics	Key topics	Trade fairs & events
<b>Elektronik</b>	10	May 26, 2026	May 4, 2026	May 11, 2026	<i>Trade fair edition PCIM</i> <b>Special Distribution: Results of "Distributor of the Year"</b>	Embedded Vision	
<b>Markt&amp;Technik</b>	20	May 29, 2026	May 13, 2026	May 18, 2026	Distribution Quantum technologies	e-kompakt: Data center components: servers, storage systems, network infrastructure, including market overview)	
<b>Markt&amp;Technik</b>	21	05.06.2026	May 20, 2026	May 22, 2026	<i>Trade fair edition PCIM 2026</i> <i>Trade fair edition SENSOR + TEST 2026</i>	e-kompakt Rugged Components: Components for harsh environments (including market overview)	PCIM Europe and Sensor+Test, Nuremberg: June 9–11, 2026
<b>Elektronik</b>	11	June 9, 2026	May 18, 2026	May 26, 2026	Electromechanics	Industry 4.0 / IIoT / AI	
<b>Elektronik Medical</b>	3	June 9, 2026	May 18, 2026	May 26, 2026	Power supply	E-health & security Image processing	
<b>Markt&amp;Technik</b>	22	June 12, 2026	May 28, 2026	June 1, 2026	Optoelectronics, IT security Special: Aerospace & Defense	e-kompakt Passive components (including market overview)	
<b>Markt&amp;Technik</b>	23	June 19, 2026	June 5, 2026	June 9, 2026	Connectors <b>Special: Production &amp; Services (EMS, Printed Circuit Boards, Manufacturing)</b>	e-kompakt: Quartz crystals & oscillators (including market overview)	Tech Forum Frankfurt: June 16, 2026
<b>Elektronik</b>	12/13	June 23, 2026	June 2, 2026	June 10, 2026	Displays / HMI	Embedded systems	
<b>Elektronik Automotive</b>	3	June 23, 2026	June 2, 2026	June 10, 2026	Cybersecurity	Electromobility	
<b>Markt&amp;Technik</b>	24/25	June 26, 2026	June 12, 2026	June 16, 2026	<b>Anniversary edition: 50 years of Markt&amp;Technik</b>		
<b>Markt&amp;Technik</b>	26	July 10, 2026	June 26, 2026	June 30, 2026	Passive components Housings & Cooling Technology	e-kompakt Industrial Computers & Embedded Systems (including market overview)	
<b>Markt&amp;Technik</b>	27	July 17, 2026	July 3rd, 2026	July 7, 2026	<b>Trend Guide: Automotive</b> Electromobility, components, distribution, vehicle electrical systems, infotainment, charging technologies, sensor systems, displays	Market overviews: Automotive components	
<b>Elektronik</b>	14/15	July 21, 2026	July 1, 2026	July 8, 2026	Measurement and testing technology Industry 4.0 / IIoT / AI	Power supply	
<b>Markt&amp;Technik</b>	28/29	July 24, 2026	July 10, 2026	July 14, 2026	Switches/Buttons/HMI <b>Quarterly Distribution &amp; Supply Chain 3/26</b>	e-kompakt Connectors & Cables (including market overview)	
<b>Markt&amp;Technik</b>	30/31	August 21, 2026	August 7, 2026	Aug. 11, 2026	Displays Safety & Security	e-kompakt Power supply (including market overview)	



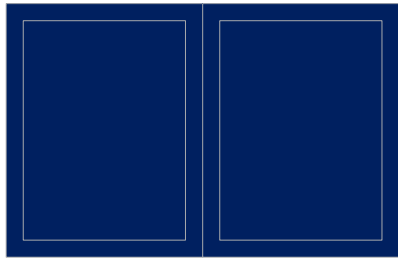
# Topics & Dates 2026

Print edition with extended e-paper	No.	EVT	Advertisement deadline	DU deadline	Key topics	Key topics	Trade fairs & events
<b>Elektronik</b>	16/17	September 1, 2026	August 12, 2026	August 19, 2026	Connectors & cables	Batteries/Rechargeable Batteries/Charging Systems	
<b>Elektronik Automotive</b>	4	September 1, 2026	August 12, 2026	August 19, 2026	Electromobility <i>Trade fair edition IAA Transportation</i>	Autonomous driving/assistance systems	IAA Transportation, Hanover September 15–20, 2026
<b>Markt&amp;Technik</b>	32	September 4, 2026	August 21, 2026	August 25, 2026	Housings & Cabinets Semiconductors	e-kompakt Passive Components (including market overview)	
<b>Markt&amp;Technik Power Guide 2026</b>	1	09/09/2026	August 26, 2026	August 28, 2026	Power electronics trends	Product presentations, market overviews	
<b>Markt&amp;Technik</b>	33	September 11, 2026	August 28, 2026	September 1st, 2026	Industrial Computers & Embedded Systems Preliminary reports InnoTrans 2026	e-kompakt Printed Circuit Boards & Manufacturing Technology (including market overview)	InnoTrans, Berlin, September 22 – 25, 2026
<b>Elektronik</b>	18	September 15, 2026	August 26, 2026	September 2, 2026	Distribution	Test & Measurement technology	
<b>Elektronik Medical</b>	4	September 15, 2026	August 26, 2026	September 2, 2026	Materials & Packaging	Electromechanics	
<b>Markt&amp;Technik</b>	34	September 18, 2026	September 4, 2026	September 8, 2026	Industry 4.0 / IIoT / AI Special: Aerospace & Defense	e-kompakt Railway Technology (including market overview)	
<b>Markt&amp;Technik</b>	35	September 25, 2026	September 11, 2026	September 15, 2026	Power supply	e-kompakt Sensor technology (including market overview)	
<b>Elektronik</b>	19	September 29, 2026	September 9, 2026	September 16, 2026	Displays / HMI	Optoelectronics	
<b>Markt&amp;Technik</b>	36	October 2, 2026	September 18, 2026	September 22, 2026	Batteries/Rechargeable Batteries/Chargers <i>Trade fair edition Vision 2026</i>	e-kompakt Connectors & Cables (including market overview)	Vision, Stuttgart, October 6–8, 2026
<b>Markt&amp;Technik</b>	37	October 9, 2026	September 25, 2026	September 29, 2026	Sensors <b>Quarterly Distribution &amp; Supply Chain 4/26</b>	e-kompakt Switches/Pushbuttons/HMI (including market overview)	
<b>Elektronik</b>	20	October 13, 2026	September 23, 2026	September 30, 2026	Electromechanics	Quartz crystals / Oscillators / Clock generators	
<b>Elektronik Automotive</b>	5	October 13, 2026	September 23, 2026	September 30, 2026	Vehicle electrical systems/connection technology	Power supply	
<b>Markt&amp;Technik Trade fair newspaper</b>	1	October 14, 2026	September 30, 2026	October 2, 2026	<b>It-sa Magazine</b>	IT security, trade fair highlights	
<b>Markt&amp;Technik</b>	38	October 16, 2026	October 2, 2026	October 6, 2026	Measurement and testing technology Special: Passive components	e-kompakt relays (including market overview)	
<b>Markt&amp;Technik</b>	39	October 23, 2026	October 9, 2026	October 13, 2026	<i>Trade fair edition it-sa 2026</i> Special: Obsolescence Management	e-kompakt Enclosures & Cabinets (including market overview)	it-sa, Nuremberg, October 27–29, 2026

# Topics & Dates 2026

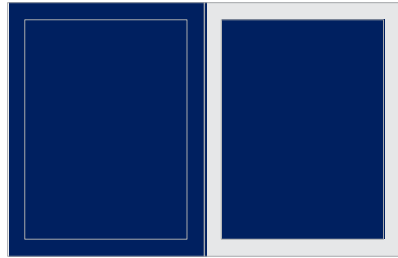
Print edition with extended e-paper	No	EVT	Advertisement deadline	DU deadline	Key topics	Key topics	Trade fairs & events
<b>Elektronik</b>	21	October 27, 2026	October 7, 2026	October 14, 2026	<i>Trade fair edition electronica 2026</i>	Semiconductors	
<b>Elektronik medical</b>	5	October 27, 2026	October 7, 2026	14.10.2026	IoMT & Automation <i>Trade fair edition COMPAMED</i>	Embedded systems and semiconductors Displays, HMI, Connectivity	Medica (COMPAMED), Düsseldorf: November 16–19, 2026
<b>Markt&amp;Technik</b>	40	October 30, 2026	October 16, 2026	October 20, 2026	<i>Trade Fair Guide electronica 2026</i> Data center/infrastructure/cabling	e-kompakt Heat Management & Cooling Technology (including market overview)	
<b>Markt&amp;Technik EMS Guide 2026</b>	1	November 4, 2026	October 21, 2026	10/23/2026	<b>Trends, services, company listings</b>	Market overviews	
<b>Markt&amp;Technik</b>	41	November 6, 2026	October 23, 2026	October 27, 2026	<i>Trade fair edition electronica 2026</i>	e-kompakt Semiconductors (including market overview)	electronica, Munich: November 10–13, 2026 Tech Forum Vienna: November 5, 2026
<b>Elektronik</b>	22	November 10, 2026	October 21, 2026	October 28, 2026	Power supply	Embedded systems	
<b>Markt&amp;Technik</b>	2	November 9, 2026	October 19, 2026	October 23, 2026	<b>Elektronica newspaper</b>		
<b>Markt&amp;Technik</b>	42/43	November 13, 2026	October 30, 2026	November 3, 2026	Connectors & Cables <i>Trade fair edition SPS</i>	e-kompakt Displays (including market overview)	
<b>Markt&amp;Technik trade fair newspaper</b>	3	November 16, 2026	November 2, 2026	November 4, 2026	<b>SPS Trade Fair Newspaper</b>	Smart Automation, Trade Fair Highlights	sps, Nuremberg: November 24–26, 2026
<b>Elektronik</b>	23	November 24	November 4, 2026	November 11, 2026	Measurement and testing technology	Electromechanics	<b>ElektronikElektronik</b>
<b>Elektronik Automotive</b>	6	November 24, 2026	November 4, 2026	November 11, 2026	Autonomous driving/assistance systems	Electromobility	
<b>Markt&amp;Technik</b>	44	November 27, 2026	November 13, 2026	November 17, 2026	Distribution Optoelectronics	e-kompakt Power Electronics (including market overview)	
<b>Buyers Guide 2027</b>	1	Dec. 2, 2026	November 18, 2026	November 20, 2026	<b>Purchasing Guide Components 2027</b>	Semiconductors, electromechanics, power supply, passive components, optoelectronics, market overviews	
<b>Markt&amp;Technik</b>	45	Dec. 4, 2026	November 20, 2026	November 24, 2026	Industrial Computers & Embedded Systems <b>Special: Production &amp; Services (EMS, Printed Circuit Boards, Manufacturing)</b>	e-kompakt Batteries/Rechargeable Batteries/Chargers (including market overview)	
<b>Elektronik</b>	24/25	Dec. 8, 2026	November 18, 2026	November 25, 2026	Products of the Year: Semiconductors, Test & Measurement Technology, Power	Embedded Systems, Optoelectronics, Automotive, E-Mechanics, IIOT, Passive	
<b>Markt&amp;Technik</b>	46/47	December 11, 2026	November 27, 2026	December 2, 2026	Displays, Data storage Special: Aerospace & Defense	e-kompakt Image Processing (including market overview)	

# Ad formats



**2 x 1/1 across the spine with bleed**

420 x 297 mm\*  
460 x 297 mm



**1/1 page**

210 x 297 mm  
185 x 260 mm

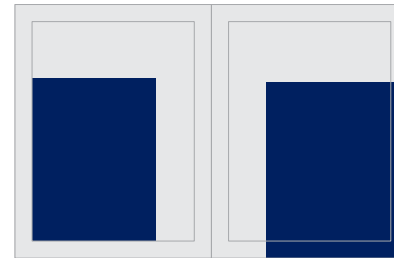
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195 x 260 mm



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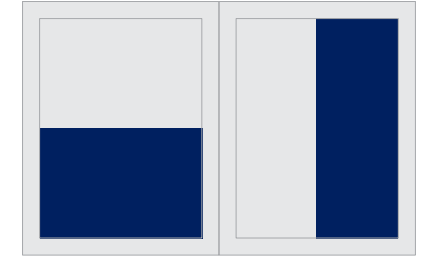
460 x 143 mm  
414 x 130 mm



**Junior Page**

150 x 210 mm  
135 x 190 mm

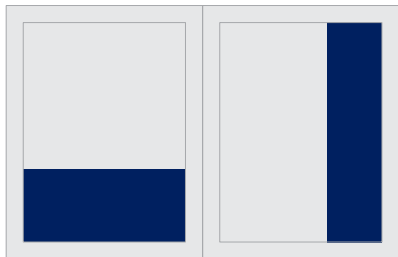
168 x 205 mm  
145 x 190 mm



**1/2 page landscape 1/2 page portrait**

210 x 143 mm  
185 x 130 mm  
230 x 143 mm  
195 x 130 mm

105 x 297 mm  
90 x 260 mm  
112 x 297 mm  
95 x 260 mm



**1/3 page landscape 1/3 page portrait**

210 x 110 mm  
185 x 90 mm  
230 x 99 mm  
195 x 86 mm

72 x 297 mm  
60 x 260 mm  
72 x 297 mm\*  
61 x 260 mm



**1/4 page vertical 1/4 page**

54 x 297 mm  
45 x 260 mm  
54 x 297 mm  
4 x 260 mm

105 x 143 mm  
90 x 130 mm  
112 x 143 mm  
95 x 130 mm

**1/4 page landscape**

210 x 82 mm  
185 x 65 mm

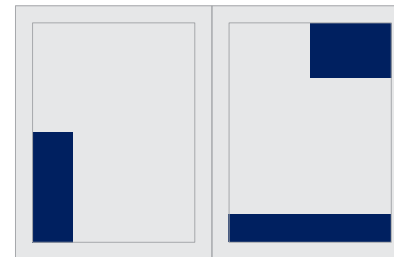
230 x 74 mm  
195 x 65 mm



**1/6 page landscape 1/6 page vertical**

210 x 63 mm  
185 x 43 mm  
230 x 50 mm  
195 x 44 mm

72 x 143 mm  
60 x 130 mm  
72 x 143 mm  
61 x 130 mm



**1/8 page vertical 1/8 page**

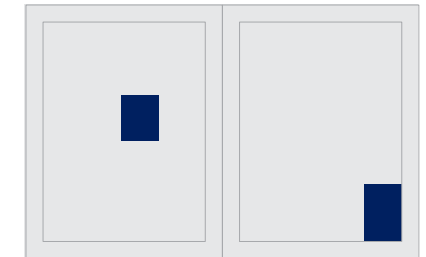
54 x 143 mm  
45 x 130 mm  
54 x 143 mm  
45 x 130 mm

105 x 82 mm  
90 x 65 mm  
112 x 71 mm  
95 x 65 mm

**1/8 page landscape**

210 x 51 mm  
185 x 31 mm

230 x 37 mm  
195 x 33 mm



**Island ad 1/16 page high**

45 x 50 mm  
45 x 65 mm



**Markt&Technik**

The different formats used by Markt&Technik are highlighted in blue.



\*trimmed format, plus bleed allowance 5 mm on all sides

# Technical data

## Technical details / Processing

Printing process and finishing	
Cover	Sheetfed offset
Content	Web offset
Paper	Improved newsprint
Finishing	Saddle stitching
	Trimmed format: 210 x 297 mm (Market & Technology: 230 x 297 mm) 5 mm trim on all sides

Subscription prices
You can find the prices for print and e-paper versions of our brands <a href="#">here&gt;&gt;&gt;</a>

Inserts	
Scope	4 pages (more pages on request)
Minimum format	105 mm width x 148 mm height
Maximum format	Format of the publication
Trimmed pages	Must have a bleed of 5 mm
Minimum weight	for 4-page products 100 g/sqm
Placement	Inside the publication, best possible

*Inserts must be folded and delivered in uncut format and be suitable for machine processing.*

## Inserts / Enclosures / Stick-ins / CDs

Inserts	
Minimum format	105 mm width x 148 mm height
Maximum format	10 mm smaller than the publication in both height and width
Minimum weight	150 g/sqm for single sheet
Maximum weight	on request
Positioning	Best possible

*Inserts must be trimmed and folded as finished end products and suitable for machine processing. Placement options: Full print run or partial print run according to postal code or Nielsen area.*

Inserts
Folded products must be closed at the spine and suitable for machine processing. Positioning and formats on request. Placement options: print run and partial run of inserts by postal code or Nielsen areas.

### File name

File names must be assigned according to the following pattern:  
**ad\_customer\_mut\_issue** for ads for Markt&Technik;  
**ad\_customer\_ek\_issue** for ads for Elektronik **ad\_customer\_em\_issue** for ads for Elektronik medical, **anzeigenkunde\_ek-auto\_ausgabe** for advertisements for Elektronik automotive  
Example: Mustermann\_mut\_1\_26

**Proof:** are in 4-color mode based on the standard  
**Content:** "PSO\_INP\_Paper\_eci.icc (Fogra 48L)"  
**Cover:** "Fogra 51 PSOCOated v3" for offset printing.  
The corresponding profiles are available for download at [www.eci.org](http://www.eci.org).  
Minor tonal value deviations are within the tolerance range of web offset printing.  
**Solid black areas** should be underlaid with a 40% cyan screen.



### Technical specifications

All image elements (including logos, QR codes) must be positioned 5 mm from the outer edge  
. Files in PDF format must comply with the PDF/X-3 standard PDF/X-3 standard. You can obtain precise reproduction and proofing instructions from the advertising department of the respective magazine.

#### Delivery address for advertising material (advertisement placement):

DISPO.MarktundTechnik@componeers.net  
DISPO.Elektronik@componeers.net



### Delivery date and delivery address

The delivery date and conditions can be found [here](#).

Vogel Druck und Medienservice GmbH  
Leibnizstraße 5, 97204 Höchberg

**Delivery note:** Insert/enclosure CUSTOMER, for MAGAZINE issue xy/2026

(please replace CUSTOMER with your company name and MAGAZINE with the name of the magazine)

# Advertising prices

## Advertising prices and formats (excluding VAT)

Advertising price list valid from January 1, 2026

Format	Base price
1/1 page	€10,960
A5 (Junior Page)	€6,490
1/2 page	€5,780
1/3 page	€3,860
1/4 page	€2,960
1/6 page	€1,940
1/8 page	€1,500
1/16 page	€800
Price per mm, 1 column (min. 20 mm)	€10.80
Cover pages U2/U4 each	11,670
Cover flap	13,970
Island display mm price (50 mm to 80 mm)	4c: \$44.80

Your ad booked in the print edition will also appear in the corresponding extended e-paper edition!

## Discounts

For campaigns within 12 months (advertising year)

Discount Scale from 1/4 page upwards			Quantity scale		
from 3	Placements	3	from 3	pages	5
from 6	Placements	5	from 6	pages	10
from 9	Placements	10	from 9	pages	15
from 12	Placements	15	from 12	Pages	18
from 18	Placements	18%	from 15	pages	20
from 24	Placements	20	from 18	pages	22
from 36	Placements	22	from 24	Pages	25

## Classified ads

Job search/  
announcements

1/1 page €4,200  
1/2 page €2,110  
1/4 page €1,070

Employer branding

1/1 page €6,000  
2/1 page €10,800

Business profiles

1/1 page €4,200  
1/2 page €2,110  
1/4 page €1,070

## Surcharges

Placement

We charge a surcharge of 10% of the base price (minimum €160)

Color

Prices quoted are for Euroscale; surcharge for special colors on request

Format

No surcharges are levied for bleed and spine printing

## Special advertising formats

Special advertising formats (cover pages, flaps, inserts, inserts) Prices and formats [from page 15](#)



## Terms

**GTC**

Payment within 21 days without deduction.

**Bank details:** HypoVereinsbank, Munich

**IBAN:** DE37 7002 0270 0035 7049 81

**SWIFT (BIC):** HYVEDEMMXXX

**VAT ID No.** DE 811 190 616

# Special advertising formats



**Elektronik** **Markt & Technik**

**Inserts**

Up to 25 g (including postage): **\$8,350**

Partial coverage according to Nielsen or postal code:  
**€460 / thousand**

Inserts over 25 g:  
**Price on request**

**Elektronik** **Markt & Technik**

**Banderole**

**Elektronik**  
480 mm x 100 mm + 5 mm bleed

**Markt & Technik**  
520 mm x 100 mm + 5 mm bleed

**Back 55 mm unprinted due to adhesive edge**

**€19,540 € (non-discountable)**

**Elektronik** **Markt & Technik**

**Cover flap  
Includes Advertorial**

**Markt & Technik**  
Front format: W 110 mm x H 235 mm  
Inside format: W 110 mm x H 297 mm

**Elektronik**  
Front format: W 105 mm x H 220 mm  
Inside format: W 105 mm x H 297 mm

**Advertorial:** approx. 9,000 characters including spaces, plus images

**€13,970 (non-discountable)**

**Elektronik** **Elektronik automotive** **Elektronik medical** **Markt & Technik**

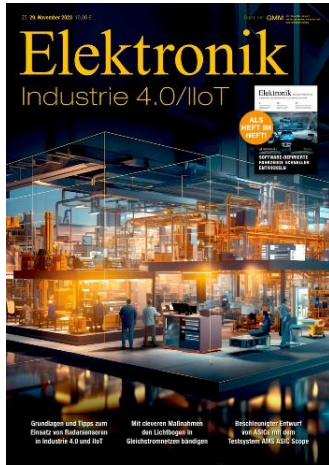
**Sticker on the front cover**

Format: 50 mm, round

**Elektronik** **Markt & Technik** **€7,900 (non-discountable)**

**Elektronik medical** **Elektronik automotive** **€3,500 (non-discountable)**

# Special advertising formats



Elektronik

Front Cover  
Includes advertorial

**Format:**  
W 210 mm x H 297 mm plus bleed

**Advertorial:** max. 9,000 characters including spaces, plus images

€11,970 (non-discountable)



Markt & Technik

Jewelry image  
Markt & Technik

Sponsoring the decorative image on page 1 of **Markt & Technik** is a unique communication tool that combines maximum advertising attention with editorial reporting.

**Advertorial:** approx. 9,000 characters including spaces, plus images

€10,910 (non-discountable)



Markt & Technik

Cover Ad

**Format:** W 46 mm x H 46 mm

€7,610

# Special advertising formats



**Markt&Technik**  
SIE UNTERNEHMEN WACHSEN IN DER DIGITALEN WIRTSCHAFT

## Island ad

Place your ad within an article. Maximum attention guaranteed!

**Format:** W 45 mm x H 50 mm

**4c: €44,80/mm**



**Elektronik**

**Elektronik  
automotive**

**Elektronik  
•medical**

**Markt&Technik**

## Inside title/quarterly

Includes advertorial and cover announcement on page 1, print and online publication

### Inside title:

**Inside title:**

**Elektronik:**

210 mm x 297 mm

plus bleed

**Markt&Technik:**

230 mm x 230 mm

plus bleed

**Medical and  
automotive:**

210 mm x 210 mm

### Quarterly/P&D:

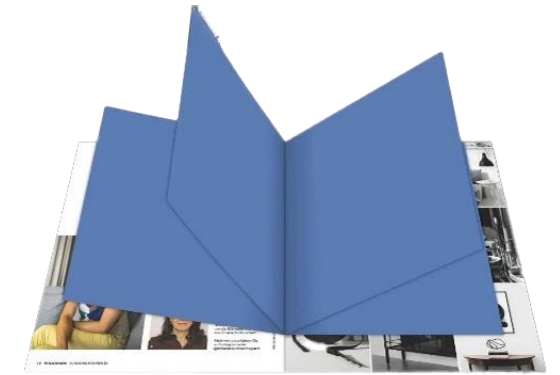
W 230 mm x H

220 mm plus

bleed

**Advertorial:** max. 9,000 characters including spaces, plus images

**€8,300** (non-discountable)



**Elektronik**

**Elektronik  
automotive**

**Elektronik  
•medical**

**Markt&Technik**

## Insert, paper weight 150 g (including production costs and postage)

4 pages €12,500

8 pages €16,900

12 pages €19,900

Additional quantities on request

# Special advertising formats



Markt&Technik

**exciting**  
Employer branding/storytelling

The editorial team presents employers based on their individual corporate cultures.

Includes briefing, interview, and article creation.

1/1 page: €6,000 (non-discountable)  
2/1 page: €10,800 (non-discountable)



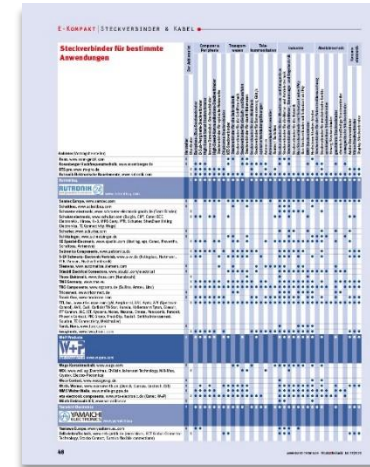
Markt&Technik

Product of the week (1 column)

The product is inserted into e-kompakt in an editorial format and highlighted with a logo and the heading "Product of the week."

Approx. 650 characters plus image

€1,910 (non-discountable)



Markt&Technik

Premium entry in market overview

Logo or QR code + colored company entry in the market overview, print and online

€420 (non-discountable)

# Markt&Technik IT & Security

Markt&Technik is intensively dedicated to the topic of IT and will cover many facets of this exciting technology in a monthly focus section. **Data centers, cabling, IT security, storage**, and much more are regular features of our reporting.

Markt&Technik is once again underlining its claim to be the most important source of information for the entire industry!

Issue	EVT	Advertisement deadline	Print deadline	Topic
Markt&Technik 03/26	January 30, 2026	January 16, 2026	January 20, 2026	IT Security
Markt&Technik 07/26	February 27, 2026	February 13, 2026	February 17, 2026	Data center/ IT Infrastructure/Cabling
Markt&Technik 09/26	March 13, 2026	February 27, 2026	03/03/2026	e-kompakt Data Storage (including market overview)
Markt&Technik 15/26	Apr. 24, 2026	April 10, 2026	Apr. 14, 2026	Data center/IT infrastructure/cabling
Markt&Technik 20/26	May 29, 2026	May 13, 2026	May 18, 2026	e-kompakt: Data center components: servers, storage systems, network infrastructure (including market overview)
Markt&Technik 22/26	June 12, 2026	May 28, 2026	June 1, 2026	IT Security
Markt&Technik 24-25/26	June 26, 2026	June 12, 2026	June 16, 2026	Anniversary edition: 50 years of Markt&Technik
Markt&Technik trade fair newspaper	October 14, 2026	September 30, 2026	October 2, 2026	It-sa Magazine, IT security, Trade Fair Highlights
Markt&Technik 36/26	October 23, 2026	October 9, 2026	October 13, 2026	Trade fair edition it-sa 2026
Markt&Technik 40/26	October 30, 2026	October 16, 2026	October 20, 2026	Data center/infrastructure/ Cabling
Markt&Technik 46-47/26	12/11/2026	November 27, 2026	Dec. 1, 2026	Data Storage



**February 4–5, 2026**

Design Offices Munich  
Macherei



**June 16, 2026**

Radisson Blu Hotel  
Frankfurt



**November 5, 2026**

Hotel Melia Vienna

**Carolin Schlüter**

Sales Director

Tel. +49 (0)89/255 56-1570

Mobile: +49 (0)152/55 22 9081

Email: [cschlueter@componeers.net](mailto:cschlueter@componeers.net)



# THE OFFICIAL DAILY embedded world

The exclusive official daily newspaper for embedded world 2026

The editorial teams of the official media partners **Elektronik** and **Markt&Technik** deliver high-quality content with their combined expertise – the perfect source of information for all trade fair visitors.



Dates	
Publication dates	March 10–12, 2026
Advertisement deadline for all 3 issues	February 16, 2026
Print deadline	February 20, 2026

## Daily reporting:

With separate editions on all three days of the trade fair, THE OFFICIAL DAILY provides up-to-the-minute reporting directly from embedded world every day.

## International visitor appeal:

THE OFFICIAL DAILY reports in German and English.

## Changing motifs:

Use the exclusive official daily newspaper for your campaign and feature a different advertising motif on each of the three publication days.

## Over 100,000 newsletter recipients!

Each issue is sent as an e-paper via separate newsletters to the Compreneers and NürnbergMesse distribution lists.

## With job market:

THE OFFICIAL DAILY is the ideal platform for finding qualified specialists without wastage at the international gathering of the embedded industry.

## 21,000 copies – distributed exclusively:

Only THE OFFICIAL DAILY is distributed exclusively to trade visitors and exhibitors in the entrance areas and on the exhibition grounds.

## Hall plan:

Stand out on the hall plan – with your logo!  
 Enclosed in Elektronik 4, Markt&Technik 8, and in the embedded world daily newspaper.  
 Price: €1,090



Official media partner



Prices (package price for all 3 days)

Format	4c
1/1	€12,330
9/16 (Junior Page)	€9,270
1/2 high	€7,950
1/2 landscape	€5,400
1/3 high	€5,400
1/3 crosswise	€4,230
1/4 vertical	€4,230
1/4 landscape	€4,230
1/4 2 columns	€2,280
1/8 2 columns	€2,280
1/8 4 columns	€2,280
2nd US or 4th US	€13,560
Cover flap	€24,000
Banderole (only on day 1)	€12,000
Post-it note (only on day 1)	€6,500
Island ad, 1 column, 45 mm	€2,940
Supplement up to 25 g (per day)	€3,030

Discounts are applied based on total year's placements. For production reasons, all three issues must be booked. Exception: supplements  
 \*Not eligible for discount

The editorial teams at Elektronik and Markt&Technik combine their expertise to deliver high-quality content – the perfect source of information for all trade fair visitors.

Dates	
Publication date	November 10, 2026
Advertisement deadline	October 19, 2026
Print deadline	October 23, 2026

### Up-to-date reporting:

Exclusively published by the editorial team at Markt&Technik and Elektronik, the electronica Messezeitung delivers high-quality technology outlook reports, news from the trade show, products to watch and more – the perfect source of information for all trade fair visitors.

### Addressing international visitors:

The trade fair newspaper reports in German and English.

### Over 44,000 German and 35,000 English newsletter recipients!

The issue is sent as an e-paper via a dedicated newsletter to the Compoeneers distribution list.

# Messezeitung

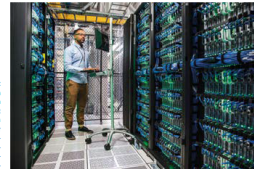
zur electronica 2026

### Wachstumsmarkt mit viel Potenzial

## Rückenwind für Digital Power

»Digital Power hat sich in den letzten Jahren stark entwickelt. Das Wachstum wird weiter angetrieben durch die steigende Nachfrage nach energieeffizienten Designs, insbesondere in Rechenzentren, der Elektromobilität und bei erneuerbaren Energien.

Hier sind sich die verschiedenen Marktsegmente einig: Digital Power bleibt auch in Zukunft relevant, da es Effizienz, Flexibilität und Steuerbarkeit elektrischer Systeme verbessert. Um an Wachstum teilzunehmen zu können, bringen die verschiedenen Halbleiterhersteller neue Produkte auf den Markt. Infineon Technologies zum Beispiel hat von Kunden das »Power System Reliability Modeling« vorgeschlagen, die Stromverluste in Rechenzentren und Telekommunikationsgeräten zu reduzieren. Ein Ansatz, der sich schon »30 Prozent der Ausfälle sind auf Stromverluste zurückzuführen, mit durchschnittlichen



Die Gesamtbetriebskosten senken... Der XIP-IP, der die Nachfrage nach Rechenzentren in die Höhe treibt. Bild aus der Sicht von Rakish Rangasathar, Vice President & General Manager und zuständig für Power ICs bei Infineon Technologies, dazu, dass die technische Struktur und das Design von Rechenzentren sich in einem

### Next-generation oscilloscopes

series and the rack-mount optimized MDO 5 series without a display are available with four or eight channels. Thanks to the integrated MDO 5 IP ASIC, developed by Rohde & Schwarz, all oscilloscopes offer the industry's fastest acquisition rate with 4.5 million waveforms, highest precision of 12-bit ADC is bit HD resolution, a deep memory capacity with 200 million points/channel, and highest sensitivity with advanced digital trigger. These features allow engineers to design their designs more efficiently, making applications like power and signal integrity measurements or high-speed protocol debugging a breeze. Email [info@rohde-schwarz.com](mailto:info@rohde-schwarz.com) for more information. [www.rohde-schwarz.com](http://www.rohde-schwarz.com)

### The whole variety of electronics in one place

»The whole variety of electronics in one place« was the title of a Munich news-... innovations in the international electronics industry for six decades. »electronica was better than its reputation«



### With job market:

The trade fair newspaper is the ideal platform for finding qualified specialists without wastage at the world's leading trade fair for the electronics industry.

### 13,000 copies – distributed

### Hall plan:

Stand out on the hall plan – with your logo!  
 Enclosed in Elektronik 21 and Markt&Technik 41.  
 Price: €1,090

### Prices

Format	Base price
1/1 page	€10,960
A5 (Junior Page)	€6,490
1/2 page	€5,780
1/3 page	€3,860
1/4 page	€2,960
1/6 page	€1,940
1/8 page	€1,500
1/16 page	€800
Price per mm, 1 column (min. 20 mm)	€10.80
Cover pages U2/U4 each	11,670
Cover flap	13,970
Island display mm price (50 mm to 80 mm)	4c: \$44.80

Discounts are taken from the master objects. \*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. Your own company or trade fair magazine radiates professionalism and trust.

### LinkedIn Consulting & Campaign Management

We advise you and carry out your campaigns. From conception to implementation, we take care of everything to ensure that your message reaches your target group and has the desired effect.

### Video and Audio Production

Communicate using multimedia and take advantage of our experienced video team for all types of film and audio productions. Whether image, trade fair, or recruitment videos, we can effectively convey your messages.

### Congress Organizer

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

### Lead Management

Is your sales team looking for new marketing-qualified leads? With our guaranteed lead packages, you can acquire new customers in a predictable manner and sustainably increase your sales success.

Get in touch for a no-obligation consultation!



### Christian Stadler

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# Events

Be 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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**Katrin Scheinig**

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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

**Elektronik**  
automotive

**Elektronik**

**Elektronik**  
•medical



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