

MEDIA KIT

2027 · Digital

elektroniknet.de

Website · newsletters · webinars · whitepapers · social media

Componeers GmbH · rate card valid from 1 January 2027



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elektroniknet.de at a glance

The leading IVW-audited web service for the electronics industry

elektroniknet.de brings together the content of the media brands Markt&Technik, Elektronik, Elektronik automotive and Elektronik medical, reports around the clock on industry trends, products and company news, and includes the Matchmaker+ supplier directory. Electronics decision-makers from development, purchasing and management find tailored information here in 15 sections – for many the most important source of information in their working life.

Sections

Automation · automotive · semiconductors · distribution · electromechanics + passive components · electronics manufacturing · embedded · communication · test + measurement · optoelectronics · power · careers · medical technology · defence technology · IT & security



> 5.6 m page impressions per year*

> 1.6 m visits per year*

> 13,000 companies in the Matchmaker+ supplier directory

10 editors – one of the largest electronics editorial teams worldwide

15 topic sections for decision-makers

*Source: publisher's data, 1 Aug 2025 – 31 July 2026

Target group

Who you reach with elektroniknet.de



Job functions

- Developers, design engineers, researchers
- Company and executive management, public authority management
- Purchasing and procurement
- Production, manufacturing, quality control
- Sales and distribution

Business sectors

Industrial electronics · measurement and control technology · automotive electronics · vehicle manufacturing · mechanical engineering · aerospace & defence · medical electronics



Product interests

- Active components
- Passive components
- Electromechanics
- Optoelectronics
- Displays
- Test and measurement, test systems
- Automotive
- Automation technology
- Electronics manufacturing
- Power supplies
- Industry 4.0 / IIoT / AI
- Safety & security
- Medical technology
- Distribution
- Communication technology
- Aerospace & defence

Source: elektroniknet.de user survey, publisher's data

01

Reach & branding

Display advertising on elektroniknet.de – desktop, mobile & special formats

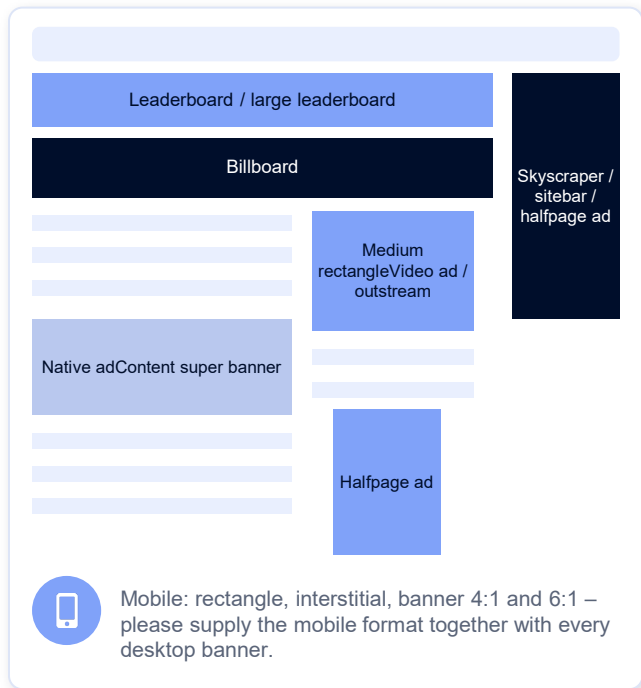
E-Paper Spotlight – your landing page in the digital edition

Newsletter advertising in seven high-reach distribution lists

Social media sponsored posts via our brand channels

Display advertising on elektroniknet.de

Standard desktop & mobile formats · billed on a cost-per-mille basis (CPM)

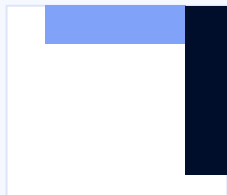


Ad format	CPM
Leaderboard	270 €
Skyscraper	210 €
Medium rectangle pos. 1 & 2	210 €
Medium rectangle pos. 3	130 €
Large leaderboard	340 €
Billboard	400 €
Halfpage ad	310 €
Sitebar	390 €
Video ad / outstream	210 €
Native ad	400 €
Content super banner	400 €

All CPMs plus VAT · booking possible by individual section · [Technical specifications & guidelines at a glance →](#)

Display advertising – special formats

Maximum attention through large-format premium placements



Wallpaper 1

Leaderboard + skyscraper

390 € CPM



Wallpaper 2

Large leaderboard + halfpage ad

430 € CPM



Fireplace

Frame format around the content

510 € CPM



Site branding

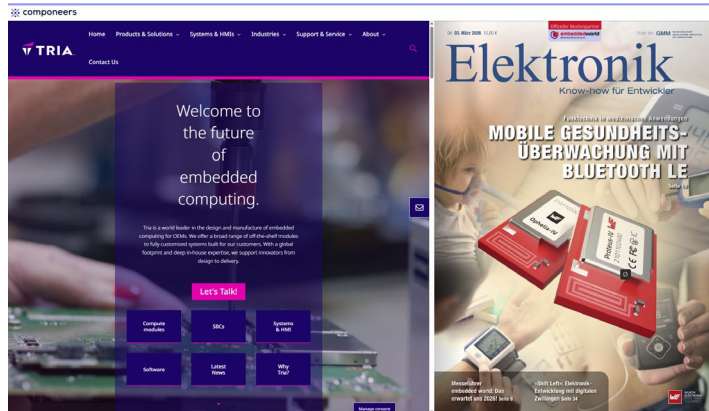
Full-surface brand staging

610 € CPM

All CPMs plus VAT · frequency capping and section targeting on request

E-Paper Spotlight

Your website live next to the e-paper edition – not discountable, plus VAT



Your landing page right next to the magazine

- Your website or landing page appears live right next to the e-paper edition
- The reader stays in the e-paper and sees your presence right beside it
- Bookable in all four trade media

3,900 € not discountable

Elektronik

45,419

E-paper circulation*

Markt&Technik

28,802

E-paper circulation*

Elektronik automotive

22,155

E-paper circulation*

Elektronik medical

11,949

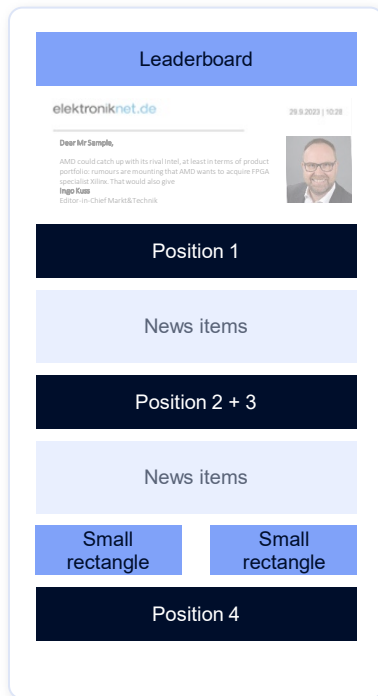
E-paper circulation*

[View example](#) · publish.blaetterkatalog.de

*e-paper circulation according to IVW Q2/2026

Newsletter advertising

Rates per mailing · seven distribution lists with around 102,700 recipients



Format / position	Elektronik, elektroniknet, international, Markt&Technik	Elektronik automotive	Elektronik medical / Management & careers
Leaderboard	2,590 €	2,190 €	1,890 €
Position 1 (billboard, native ad, text ad)	2,990 €	2,590 €	2,190 €
Position 2 + 3 (billboard, native ad, text ad)	2,590 €	2,190 €	1,890 €
Position 4 (billboard, native ad, text ad)	1,990 €	1,690 €	1,590 €
Small rectangle	890 €	790 €	
Leaderboard in the e-paper newsletter	2,590 €	2,590 €	1,590 €*
Event listing	590 €	590 €	490 €

*Elektronik medical only · all prices plus VAT · [View newsletter advertising specifications →](#)

Recipients (as of Q3/2026): Elektronik 12,500 · Elektronik automotive 12,500 · Elektronik medical 8,700 · elektroniknet 12,500 · international 37,500 · careers 7,000 · Markt&Technik 12,000

Newsletter topic plan 2027

All newsletters in chronological order · January – March 2027

Date	Brand	Topic
11.01.	Elektronik	Semiconductors
12.01.	Markt&Technik	Interconnect
13.01.	Elektronik automotive	Connected vehicles, cyber security
14.01.	Elektronik	Power supplies
15.01.	elektroniknet.de	Weekly newsletter
15.01.	elektroniknet.de international	Weekly newsletter (English)
17.01.	elektroniknet.de	Top stories of the week
18.01.	Elektronik	Power electronics
19.01.	Markt&Technik	Displays & optoelectronics
20.01.	Elektronik medical	Customers Choice
21.01.	Markt&Technik	Data centre, cabling, infrastructure
22.01.	elektroniknet.de	Weekly newsletter
24.01.	elektroniknet.de	Top stories of the week
25.01.	Elektronik	Embedded: hardware, software, tools
26.01.	Markt&Technik	EMS & manufacturing
27.01.	Elektronik automotive	Alternative drives, electromechanics
28.01.	Elektronik	Call to vote: Distributor of the Year
29.01.	elektroniknet.de	Weekly newsletter
29.01.	elektroniknet.de international	Weekly newsletter (English)
31.01.	elektroniknet.de	Top stories of the week
01.02.	Elektronik	Electromechanics & passive components

Date	Brand	Topic
02.02.	Markt&Technik	Drive technology
03.02.	Elektronik medical	Power supplies
04.02.	Markt&Technik	Automation & robotics
05.02.	elektroniknet.de	Weekly newsletter
07.02.	elektroniknet.de	Top stories of the week
08.02.	Elektronik	Semiconductors
09.02.	elektroniknet.de	Weekly newsletter
10.02.	Elektronik automotive	Services & shared mobility, passive components
11.02.	Elektronik	Test & measurement
12.02.	elektroniknet.de	Weekly newsletter
12.02.	elektroniknet.de international	Weekly newsletter (English)
14.02.	elektroniknet.de	Top stories of the week
15.02.	Elektronik	Power supplies
16.02.	Markt&Technik	Machine vision
17.02.	Elektronik medical	Printed electronics, LOPEC previews
18.02.	Markt&Technik	Distribution & supply chain
19.02.	elektroniknet.de	Weekly newsletter
21.02.	elektroniknet.de	Top stories of the week
22.02.	Elektronik	IIoT / AI / digital industry
23.02.	Markt&Technik	Printed electronics, LOPEC previews
24.02.	Elektronik automotive	Autonomous driving / ADAS, power supplies

Date	Brand	Topic
25.02.	Elektronik	Electromechanics
26.02.	Show special	Previews Enforce Tac
28.02.	elektroniknet.de	Top stories of the week
01.03.	Elektronik	Sensors
02.03.	Markt&Technik	Passive components
03.03.	Elektronik medical	Embedded systems & semiconductors
04.03.	Markt&Technik	enclosures and thermal management
05.03.	elektroniknet.de	Weekly newsletter
05.03.	elektroniknet.de international	Preview embedded world
07.03.	elektroniknet.de	Top stories of the week
08.03.	Elektronik	Semiconductors
09.03.	Markt&Technik	Power supplies
10.03.	Elektronik automotive	Alternative drives, sensors, AI
11.03.	Elektronik	Embedded: hardware, software, tools
12.03.	Show special	embedded world previews
12.03.	elektroniknet.de international	Preview embedded world
14.03.	elektroniknet.de	Top stories of the week
15.03.	Elektronik	Displays & optoelectronics
16.03.	Markt&Technik	EMS & manufacturing
17.03.	Elektronik medical	E-health, test & measurement, sensors

Newsletter topic plan 2027

All newsletters in chronological order · March – May 2027

Date	Brand	Topic
18.03.	Markt&Technik	Aerospace & defence
19.03.	elektroniknet.de	Weekly newsletter
21.03.	elektroniknet.de	Top stories of the week
22.03.	Elektronik	Test & measurement
23.03.	Markt&Technik	Topic newsletter passive components
24.03.	Elektronik automotive	Wiring harnesses / interconnect
25.03.	Elektronik	IIoT / AI / digital industry
28.03.	elektroniknet.de	Top stories of the week
30.03.	Markt&Technik	Topic newsletter electromechanics
31.03.	Elektronik medical	IoMT & automation, optoelectronics
01.04.	Elektronik	Power supplies
02.04.	Show special	Hannover Messe previews
04.04.	elektroniknet.de	Top stories of the week
04.04.	elektroniknet.de international	Preview Hannover Messe
05.04.	Elektronik	Sustainability
06.04.	Markt&Technik	IT & OT security
07.04.	Elektronik automotive	E-mobility, software & tools
08.04.	Elektronik	Displays & optoelectronics
09.04.	elektroniknet.de	Weekly newsletter
09.04.	elektroniknet.de international	Weekly newsletter (English)
11.04.	elektroniknet.de	Top stories of the week

Date	Brand	Topic
12.04.	Elektronik	Single-pair Ethernet
13.04.	Markt&Technik	Batteries, cells, charging technology
14.04.	Elektronik medical	DEMA previews
15.04.	Markt&Technik	Test & measurement
16.04.	elektroniknet.de	Weekly newsletter
18.04.	elektroniknet.de	Top stories of the week
19.04.	Elektronik	Electromechanics & Passive components
20.04.	Markt&Technik	Embedded: hardware, software, tools
21.04.	Elektronik automotive	Alternative drives, Passive components
22.04.	Elektronik	LED / lighting
23.04.	Show special	EMV previews
23.04.	elektroniknet.de international	Weekly newsletter (English)
25.04.	elektroniknet.de	Top stories of the week
26.04.	Elektronik	Power supplies
27.04.	elektroniknet.de	Weekly newsletter
28.04.	Elektronik medical	MedtecLIVE previews
29.04.	Markt&Technik	Distribution & supply chain
30.04.	elektroniknet.de	Weekly newsletter
02.05.	elektroniknet.de	Top stories of the week
03.05.	Elektronik	enclosures and thermal management
04.05.	Markt&Technik	Interconnect

Date	Brand	Topic
05.05.	Elektronik automotive	Cyber security, IoT and big data
07.05.	Show special	PCIM previews
07.05.	Show special	Sensor+Test previews
07.05.	elektroniknet.de international	Preview PCIM
09.05.	elektroniknet.de	Top stories of the week
10.05.	Elektronik	Power electronics, PCIM
11.05.	Markt&Technik	Aerospace & defence
12.05.	Elektronik medical	Electromechanics & Passive components
14.05.	Markt&Technik	Machine vision
16.05.	elektroniknet.de	Top stories of the week
18.05.	Markt&Technik	Semiconductors
19.05.	Elektronik automotive	Connected vehicles, electromechanics
20.05.	Elektronik	Special newsletter Products of the Year
21.05.	elektroniknet.de	Weekly newsletter
21.05.	elektroniknet.de international	Weekly newsletter (English)
23.05.	elektroniknet.de	Top stories of the week
24.05.	Elektronik	Embedded: hardware, software, tools
25.05.	Markt&Technik	Automation & robotics
26.05.	Elektronik medical	Drive technology, power supplies
28.05.	elektroniknet.de	Weekly newsletter

Newsletter topic plan 2027

All newsletters in chronological order · May – August 2027

Date	Brand	Topic
30.05.	elektroniknet.de	Top stories of the week
31.05.	Elektronik	Test & measurement and sensors
01.06.	Markt&Technik	Topic newsletter power supplies & power management
02.06.	Elektronik automotive	Autonomous driving / ADAS, sensors, AI
03.06.	Elektronik	Transportation
04.06.	elektroniknet.de	Weekly newsletter
04.06.	elektroniknet.de international	Weekly newsletter (English)
06.06.	elektroniknet.de	Top stories of the week
07.06.	Elektronik	Power electronics
08.06.	Markt&Technik	Displays & optoelectronics
09.06.	Elektronik medical	Machine vision, Embedded systems
10.06.	Markt&Technik	EMV
11.06.	elektroniknet.de	Weekly newsletter
13.06.	elektroniknet.de	Top stories of the week
14.06.	Elektronik	Customers Choice
15.06.	Markt&Technik	Switches/pushbuttons/HMI
16.06.	Elektronik automotive	Cyber security, thermal management
17.06.	Elektronik	Special newsletter: Distributor of the Year
18.06.	elektroniknet.de	Weekly newsletter
18.06.	elektroniknet.de international	Weekly newsletter (English)
20.06.	elektroniknet.de	Top stories of the week

Date	Brand	Topic
21.06.	Elektronik	Semiconductors
22.06.	elektroniknet.de	Weekly newsletter
23.06.	Elektronik medical	IoMT & automation, Test & measurement, sensors
24.06.	Markt&Technik	EMS & manufacturing
25.06.	elektroniknet.de	Weekly newsletter
27.06.	elektroniknet.de	Top stories of the week
28.06.	Elektronik	Test & measurement
29.06.	Markt&Technik	Embedded: hardware, software, tools
30.06.	Elektronik automotive	Connected vehicles, power supplies
01.07.	Elektronik	Electromechanics & passive components
02.07.	elektroniknet.de	Weekly newsletter
02.07.	elektroniknet.de international	Weekly newsletter (English)
04.07.	elektroniknet.de	Top stories of the week
05.07.	Elektronik	enclosures and thermal management
06.07.	Markt&Technik	Customers Choice
07.07.	Elektronik medical	Power supplies, optoelectronics
08.07.	Markt&Technik	RFID / identification systems
09.07.	elektroniknet.de	Weekly newsletter
11.07.	elektroniknet.de	Top stories of the week
12.07.	Elektronik	Power supplies
13.07.	Markt&Technik	Topic newsletter aerospace & defence

Date	Brand	Topic
14.07.	Elektronik automotive	E-mobility, batteries & cells
15.07.	Elektronik	Embedded: hardware, software, tools
16.07.	elektroniknet.de	Weekly newsletter
16.07.	elektroniknet.de international	Weekly newsletter (English)
18.07.	elektroniknet.de	Top stories of the week
19.07.	Elektronik	Semiconductors
20.07.	Markt&Technik	Interconnect
21.07.	Elektronik medical	Semiconductors, displays / HMIs
22.07.	Markt&Technik	IIoT / AI / digital industry
23.07.	elektroniknet.de	Weekly newsletter
25.07.	elektroniknet.de	Top stories of the week
26.07.	Elektronik	Power supplies
27.07.	Markt&Technik	Distribution & supply chain
27.07.	Elektronik automotive	Electromechanics, IoT and big data
29.07.	Elektronik	Sensors
30.07.	elektroniknet.de	Weekly newsletter
30.07.	elektroniknet.de international	Weekly newsletter (English)
01.08.	elektroniknet.de	Top stories of the week
02.08.	Elektronik	Passive components

Newsletter topic plan 2027

All newsletters in chronological order · August – October 2027

Date	Brand	Topic
03.08.	Markt&Technik	Test & measurement
04.08.	Elektronik medical	IoMT & automation, electromechanics
05.08.	Markt&Technik	Automation & robotics
06.08.	elektroniknet.de	Weekly newsletter
08.08.	elektroniknet.de	Top stories of the week
09.08.	Elektronik	Customers Choice
10.08.	Markt&Technik	Displays & optoelectronics
11.08.	Elektronik automotive	Autonomous driving / ADAS, power electronics
12.08.	Elektronik	Power supplies
13.08.	elektroniknet.de	Weekly newsletter
15.08.	elektroniknet.de	Top stories of the week
16.08.	Elektronik	Electromechanics
17.08.	Markt&Technik	Industrial communication / Industrial Ethernet
18.08.	Elektronik medical	Customers Choice
19.08.	Markt&Technik	Customers Choice
20.08.	elektroniknet.de	Weekly newsletter
20.08.	elektroniknet.de international	Weekly newsletter (English)
22.08.	elektroniknet.de	Top stories of the week
23.08.	Elektronik	Embedded: hardware, software, tools
24.08.	Markt&Technik	IIoT / AI / digital industry
25.08.	Elektronik automotive	E-mobility, electromechanics

Date	Brand	Topic
26.08.	Elektronik	Customers Choice
27.08.	elektroniknet.de	Weekly newsletter
29.08.	elektroniknet.de	Top stories of the week
30.08.	Elektronik	Test & measurement
31.08.	Markt&Technik	Relays
01.09.	Elektronik medical	Machine vision, Passive components
02.09.	Markt&Technik	Aerospace & defence
03.09.	Show special	IAA previews
03.09.	elektroniknet.de international	Weekly newsletter (English)
05.09.	elektroniknet.de	Top stories of the week
06.09.	Elektronik	Interconnect
07.09.	Markt&Technik	Passive components
08.09.	Elektronik automotive	Cyber security, test & measurement, IAA Transportation
09.09.	Elektronik	Semiconductors
10.09.	elektroniknet.de	Weekly newsletter
12.09.	elektroniknet.de	Top stories of the week
13.09.	Elektronik	Power supplies
14.09.	Markt&Technik	Topic newsletter: power electronics
15.09.	Elektronik medical	Electromechanics, IoT and big data
16.09.	Markt&Technik	Embedded: hardware, software, tools
17.09.	elektroniknet.de	Weekly newsletter

Date	Brand	Topic
17.09.	elektroniknet.de international	Weekly newsletter (English)
19.09.	elektroniknet.de	Top stories of the week
20.09.	Elektronik	Customers Choice
21.09.	Markt&Technik	enclosures and thermal management
22.09.	Elektronik automotive	Autonomous driving / ADAS, sensors, AI
23.09.	Elektronik	IIoT / AI / digital industry
24.09.	elektroniknet.de	Weekly newsletter
26.09.	elektroniknet.de	Top stories of the week
27.09.	Elektronik	3D printing
28.09.	Markt&Technik	Sensors
29.09.	Elektronik medical	Test & measurement, sensors, embedded systems
30.09.	Markt&Technik	LED / lighting
01.10.	Show special	it-sa previews
04.10.	Elektronik	Software trends
05.10.	Markt&Technik	Distribution & supply chain
06.10.	Elektronik automotive	Connected vehicles, connectors
07.10.	Elektronik	Displays & optoelectronics
08.10.	elektroniknet.de	Weekly newsletter
08.10.	elektroniknet.de international	Weekly newsletter (English)

Newsletter topic plan 2027

All newsletters in chronological order · October – December 2027

Date	Brand	Topic
10.10.	elektroniknet.de	Top stories of the week
11.10.	Elektronik	Semiconductors
12.10.	Markt&Technik	Test & measurement
13.10.	Elektronik medical	Power supplies, e-health & security
14.10.	Markt&Technik	Electromechanics
15.10.	elektroniknet.de	Weekly newsletter
17.10.	elektroniknet.de	Top stories of the week
18.10.	Elektronik	Batteries, cells, charging technology
19.10.	Markt&Technik	Power supplies
20.10.	Elektronik automotive	Wiring harnesses / interconnect, semiconductors
21.10.	Elektronik	Sustainability
22.10.	elektroniknet.de	Weekly newsletter
22.10.	elektroniknet.de international	Weekly newsletter (English)
24.10.	elektroniknet.de	Top stories of the week
25.10.	Elektronik	Embedded: hardware, software, tools
26.10.	Markt&Technik	Obsolescence management
27.10.	Elektronik medical	Displays / HMI, e-health
28.10.	Markt&Technik	Aerospace & defence
29.10.	elektroniknet.de	Weekly newsletter
31.10.	elektroniknet.de	Top stories of the week
02.11.	Markt&Technik	Topic newsletter EMS

Date	Brand	Topic
03.11.	Elektronik automotive	Autonomous driving / ADAS, Software development
04.11.	Elektronik	Passive components
05.11.	elektroniknet.de	Weekly newsletter
05.11.	elektroniknet.de international	Preview productronica
07.11.	elektroniknet.de	Top stories of the week
08.11.	Elektronik	Anniversary: 75 years of Elektronik
09.11.	Markt&Technik	IT & OT security
10.11.	Elektronik medical	Compamed previews
11.11.	Markt&Technik	enclosures and thermal management
12.11.	Show special	productronica previews
14.11.	elektroniknet.de	Top stories of the week
15.11.	Elektronik	Power supplies
16.11.	Markt&Technik	Automation & robotics, SPS previews
17.11.	Elektronik automotive	Alternative drives, passive components
18.11.	Elektronik	Switches/pushbuttons/HMI
19.11.	Show special	SPS previews
19.11.	elektroniknet.de international	Preview SPS
21.11.	elektroniknet.de	Top stories of the week
22.11.	Elektronik	Interconnect
23.11.	Markt&Technik	Semiconductors
24.11.	Elektronik medical	Power supplies, IoMT & automation

Date	Brand	Topic
25.11.	Markt&Technik	Machine vision
26.11.	elektroniknet.de	Weekly newsletter
28.11.	elektroniknet.de	Top stories of the week
29.11.	Elektronik	Test & measurement
30.11.	Markt&Technik	EMS & manufacturing
01.12.	Elektronik automotive	E-mobility, batteries & cells
02.12.	Elektronik	LED / lighting
03.12.	elektroniknet.de	Weekly newsletter
03.12.	elektroniknet.de international	Weekly newsletter (English)
05.12.	elektroniknet.de	Top stories of the week
06.12.	Elektronik	Power supplies
07.12.	Markt&Technik	Embedded: hardware, software, tools
08.12.	Elektronik medical	Drive technology, electromechanics
09.12.	Markt&Technik	Displays & optoelectronics
10.12.	elektroniknet.de	Weekly newsletter
12.12.	elektroniknet.de	Top stories of the week
13.12.	Elektronik	Electromechanics & Passive components
14.12.	Markt&Technik	Aerospace & defence
16.12.	Elektronik	Electronics trends 2028

Social media

Use the reach and credibility of our brand channels on LinkedIn and Xing



Sponsored posts

Media brand	Followers*	Rate/post
elektroniknet.de	6,500	890 €
Elektronik	9,000	990 €
Markt&Technik	7,500	890 €

*as of August 2026 · prices plus VAT

Services: publication on the brand's LinkedIn and Xing channels, link to your target URL, designed like editorial content, labelled as advertising.

Material: content incl. max. 10 hashtags · LinkedIn max. 590 characters · Xing max. 210 characters · image 16:9, min. 1200 × 675 px · lead time: 7 days



Social Media Plus package

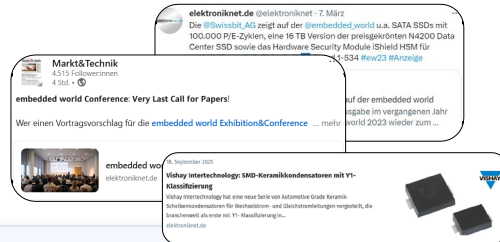
Boost your social media reach with the combination package:

- Advertorial in a section of your choice on elektroniknet.de
- Newsletter listing (date by arrangement)
- Publication of the advertorial on the social media channels (LinkedIn, Xing; medical/elektroniknet only: Instagram) within 24 hours of publication on the website
- Designed like editorial content, labelled as advertising

2,990 € Total price, not discountable

Optional distribution via the international newsletter and elektroniknet.de/international: plus 1,590 € ·

[Material and formats \(PDF\)](#) →



02

Lead generation

Webinars with guaranteed registrations

Whitepaper promotion with guaranteed leads (MQLs)

Customized newsletter to our curated address pools

Webinars

Live expertise for your target group – with guaranteed contacts

Share specific expertise with your customers and involve your audience live – including a chat for questions. Use an interactive presentation to underline the benefits of your products and the expertise of your company.



30+

qualified leads guaranteed



Services

- At least 30 registrations guaranteed (company, first/last name, e-mail)
- Active promotion via elektroniknet.de until the guarantee is reached
- Participant registration, speaker briefing, technical delivery
- Live broadcast incl. opening and closing moderation
- Provision as an on-demand webcast requiring registration

6,990 €

Total price (not discountable)

7,500 €

incl. full-page print promotion (design by Componeers)

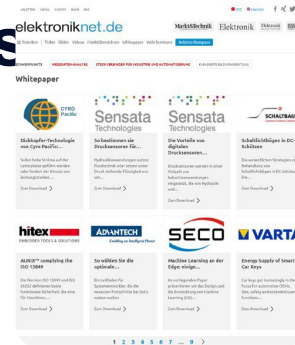
Lead time: min. 8 weeks

Scheduling in coordination with the editorial team

Whitepaper promotion with guaranteed leads

Qualified marketing qualified leads from the editorial environment of elektroniknet.de

Your whitepaper is promoted prominently for at least 4 weeks in an info box in the section of your choice and remains permanently available on elektroniknet.de. Every download provides you with the user's contact details. We guarantee a binding number of MQLs.



Starter

40 leads guaranteed

Cost per lead: 155 €

6,200 € Package price, not discountable

MOST BOOKED

Advanced

50 leads guaranteed

Cost per lead: 150 €

7,500 € Package price, not discountable

Expert

100 leads guaranteed

Cost per lead: 140 €

14,000 € Package price, not discountable

Bookable in all 15 sections – from automation to IT & security · prices plus VAT · [Whitepaper specification \(PDF\)](#) →

Customized newsletter

Your message exclusively in your target group's inbox



Customized newsletter

We send your individual content exclusively via our curated newsletter address pools – with a ready-made technical infrastructure and always up-to-date recipient data.

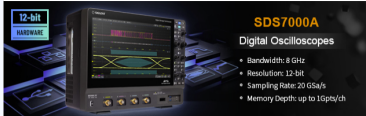
- Strong reader and user loyalty
- Clear cost structure, curated database
- Transparent reporting

1,990 € base price

+ 290 € per 1,000 recipients · not discountable

elektroniknet.de

Sonderthema



SDS7000A
Digital Oscilloscopes

- Bandwidth: 8 GHz
- Resolution: 12-Bit
- Sampling Rate: 20 GSa/s
- Memory Depth: up to 10pts/ch

SIGLENT hat kürzlich die Erweiterung seiner erfolgreichen Oszilloskop-Plattform vorgestellt. Mitte November 2025 wurde das neue Modell erstmals auf der Electronica in München präsentiert. Die neuen Modelle bieten Bandbreiten von 6 und 8 GHz.

Die **SDS7000A-Serie**, ein hochauflösendes Oszilloskop mit einem 12-Bit-ADC und einer Speichertiefe von bis zu 1 Gpts, bildet die Grundlage für die neuen Varianten. Mit der erweiterten Bandbreite können nun auch Funktionen wie die Prüfung der MIPI D-PHY- und DDR-Protokollkonformität angeboten werden. Diese Modelle sind speziell für Embedded Design und [verpackung](#).

Besuche entwickelt und unterstützen SIGLENTs Engagement, leistungsstarke und präzise Messlösungen zu liefern.

Die **SDS7000A-Serie** gewährleistet herausragende [Signal-Integrität](#) durch eine Kombination aus geringem Rauschen, hoher DC-Verstärkungsgenauigkeit und exzellenter Kanal-Isolation. Mit einem Rauschniveau von nur 100 nVrms bei 6 GHz Bandbreite spürt das SDS7000A auch



Technical specifications customized newsletter: [Material and formats \(PDF\)](#) →

03

Content & positioning

Matchmaker+ – your premium presence in the supplier directory

Online advertorials, market overviews & topic weeks

Exclusive microsite – your own section on elektroniknet.de

Matchmaker+

Be found – your premium presence in the supplier directory with over 13,000 companies

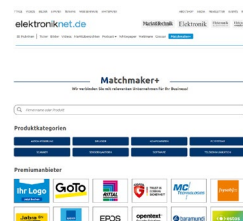
Placement next to relevant content



The premium profile as your business card



First-class listing in the supplier search



Service	Starter	Advanced	Premium
Premium company profile with extended design options	✓	✓	✓
Logo placement in our newsletters	✓	✓	✓
Editorial integration as a partner in our print issues	✓	✓	✓
Topic keywords for placement next to matching content*	1	4	5
Individual design of the placement as a content box	—	✓	✓
LinkedIn post with a link to the premium entry	—	✓	✓
Profile setup and maintenance by our team	—	—	✓
Price per year**	3,990 €	5,990 €	7,990 €

*Keywords limited to max. 36,000 page impressions per year; further keywords can be added at any time. **Term 12 months, start date freely selectable; thereafter renewal for an indefinite period, notice period 1 month. Prices plus VAT.

Online advertorial & market overviews

Your content in the editorial environment – credible and visible long term



Online advertorial

- Complete production after you supply text and image material
- Placement in the editorial environment on the home page incl. image and link
- 4 weeks in the promotion box of the section of your choice
- Publication in a newsletter of your choice within the term
- Delivery on desktop and mobile

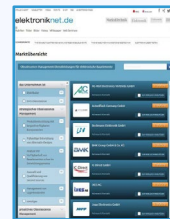
2,990 €

not discountable, plus VAT



market overviews

Upgrade your entry in the interactive market overviews on elektroniknet.de – with comprehensive search and selection functions.



- Logo placement (JPEG, PNG)
- Colour highlighting of your entry

420 €

Premium entry print/digital per market overview

Technical specifications online advertorial: [Material and formats \(PDF\)](#) →

Online topic weeks 2027

Your content in the editorial topic focus – in three packages

Service	Bronze	Silver	Gold
Advertorials in the topic week newsletter + section on elektroniknet.de	1	1	2
Article featured on the homepage	✓	✓	✓
Company logo in the lead image of the topic week	–	✓	✓
Company logo in the topic week teaser (4 weeks)	–	✓	✓
Social media posts on LinkedIn and Xing	–	✓	✓
Price (not discountable)	2,990 €	4,990 €	5,990 €

Individual offers for the topic week



Users ask – experts answer

Video format incl. production and delivery during the topic week

4,990 €



Question of the week

Survey with announcement and publication of results during the topic week

2,590 €

Material requirements online topic week: [Bronze \(PDF\)](#) · [Silver \(PDF\)](#) · [Gold \(PDF\)](#)

THEMENWOCHE
Leistungselektronik

powered by

Ihr Logo



Dates 2027

08.–12.03. Embedded systems

22.–26.03. Electromechanics

03.–07.05. PCIM

31.05.–04.06. Power supplies

14.–18.06. Test & measurement

12.–16.07. Aerospace & defence

13.–17.09. Power electronics

27.09.–01.10. it-sa

08.–12.11. productronica

15.–19.11. SPS Smart Production Solutions

06.–10.12. EMS & manufacturing

Exclusive microsite

Your own section on elektroniknet.de – editorial character, exclusive environment



10 articles per month

News, product releases, technical articles and videos about your company



Item in the newsletter

One article per week in the elektroniknet.de newsletter with a link to your microsite



Section reference

Direct reference from a section of your choice to your microsite



Exclusive banner advertising

Free banner placement – no third-party advertising on your microsite



Reporting

Monthly, detailed performance reporting



Info box

Can be used for seminars, job offers, image galleries, videos, whitepapers and much more

7,950 € per month Minimum term 2 months · not discountable · plus VAT · [Material and formats \(PDF\)](#) →

Podcast sponsoring

Hose&Spörrle · Mensch. Maschine. Morgen. – the weekly podcast by Markt&Technik



641,454

contacts in the first year*

10,917

downloads & streams · audio

121,767

views · YouTube

508,770

views · Instagram (90 days)

PACKAGE 01

Host-read spot

- Host-read spot in one episode (pre-, mid- or post-roll)
- Produced audio spot included
- Mention and link in the show notes

from 750 € per episode

PACKAGE 02 **RECOMMENDED**

Topic episode

- Guest episode with your expert, 40 minutes of technical dialogue
- Clip package: reel + short for Instagram and YouTube
- YouTube video of the episode included

2,500 € per episode

PACKAGE 03

Topic sponsoring

- “powered by” in intro, outro and show notes
- Presence in all episodes on this topic (3–5 episodes)
- Logo on the cover and in all clips

from 3,750 € (from 3 episodes)

Available on



R T L +

weekly on Tuesdays · 35–50 minutes · 53 episodes

*contacts in the first year · as of July 2026 · sources: Podigee (audio), YouTube, Instagram (last 90 days) · all prices plus VAT

04

Full service & events

Ignite by componseers – our in-house agency

Events 2027 – sponsoring and partnerships

Terms & delivery

Ignite by componeers



Our in-house agency for impact and results – full service from the idea to implementation



Content marketing

Tailored editorial content that builds trust.



Corporate publishing

High-quality corporate content that strengthens your brand identity.



Media planning and buying

Strategic media planning and buying in technology markets.



Video & audio production

Experienced team for film and audio productions of every kind.



Performance marketing

Programmatic and native advertising. Full performance for your objectives.



Social media

End-to-end management of social media accounts. Organic or paid.



Your contact: Andreas Melber · Manager Marketing & New Business · +49 89 2441937-73 · amelber@componeers.net

Events 2027

Become part of something bigger – as a sponsor and partner of our congresses. Including GDPR-compliant lead generation.



26.–27.01. Munich



02.02. Munich



23.–25.02. Munich



01.–02.03. Nuremberg



16.–18.03. Nuremberg



17.–18.03. Nuremberg



13.05. Munich



08.06. Vienna



07.–08.07. Munich



21.09. Nuremberg



21.09. Nuremberg



21.10. Munich



09.11. Cologne



02.12. Munich

Call for Papers

For all events – secure your speaking slot



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Sales Manager Events

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nwawrzinek@componeers.net

Terms & delivery

At a glance: what applies to all bookings



Validity & prices

- Rate card valid from 1 January 2027
- All prices plus VAT
- Items that are not discountable are marked



Discounts & commission

- Discount scale for discountable items on request
- Agency commission according to the current rate card
- Cross-media combinations with print: see the print media kit



Lead times

- Display & newsletter: 5 working days (subject to availability, bookable at short notice)
- Social media sponsored posts: 7 working days
- Webinars: at least 8 weeks
- Online topic weeks: 10 working days



Delivery of ad material

- Supply the mobile format with every desktop banner
- [Banner formats and technical specifications →](#)
- Scheduling & delivery: DISPO.elektroniknet@componeers.net

Any questions? We are happy to advise you.



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