

MEDIA KIT

2027 · Print

Markt&Technik
DIE ZEITUNG FÜR ELEKTRONIK, KI UND INFORMATIONSTECHNIK

Elektronik

**Elektronik
•medical**

**Elektronik
automotive**

54 issues · 4 media brands · print and e-paper included

Componeers GmbH · rate card valid from 1 January 2027



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Our media brands

Four trade media – in print and as an actively distributed e-paper

Markt&Technik
DIE ZEITUNG FÜR ELEKTRONIK, KI UND INFORMATIONSTECHNIK

The newspaper for electronics, AI and information technology: market news, technology trends and market overviews.

Target group: management, purchasing and development at companies that build electronics into their products

44,250 distributed circulation*
of which e-paper: 28,802

25 issues + 4 quarterlies, trend guides, it-sa show daily

Elektronik

The trade medium for professional electronics – from research to implementation, with technology and trade fair issues.

Target group: developers, technical purchasing, sales and support at manufacturers, distributors and industry organisations

60,869 distributed circulation*
of which e-paper: 45,419

12 issues + the official embedded world daily

Elektronik
automotive

The source of information on automotive electronics: autonomous driving, connected car, e-mobility, shared mobility.

Target group: developers and technical decision-makers at manufacturers, suppliers and distributors

37,605 distributed circulation*
of which e-paper: 22,155

6 issues as a magazine within Elektronik + separate e-paper

Elektronik
•medical

Expertise in medical technology – from the fundamentals to the application on the patient.

Target group: design engineers, developers and decision-makers at medical technology manufacturers

27,399 distributed circulation*
of which e-paper: 11,949

5 issues as a magazine within Elektronik + separate e-paper

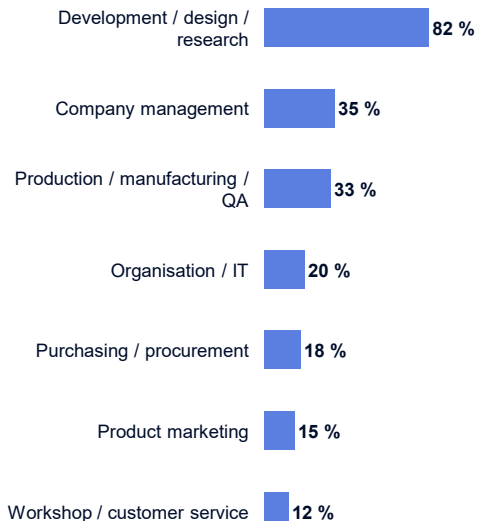
*Source: IVW Q2/2026 · The current e-paper edition is actively distributed via the e-paper newsletter and via elektroniknet.de.

Reader profile & buying behaviour

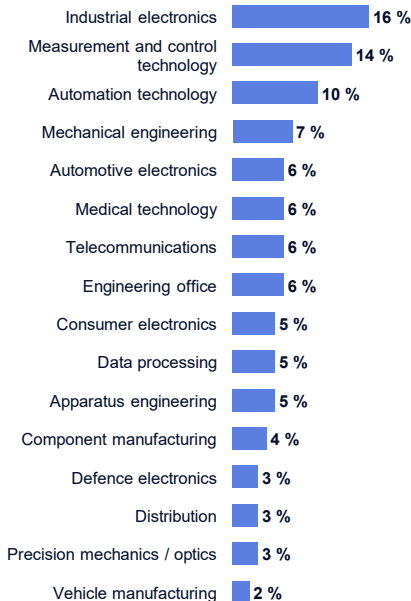
Elektronik

Copytest Elektronik, IFAK Institute (23 July – 7 Aug 2025) – figures in per cent of readers

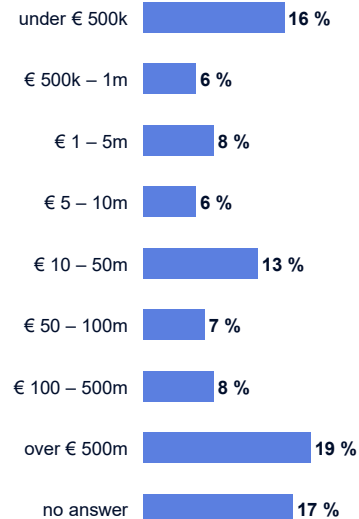
Main field of work



Main industry of the company



Company turnover (per year)



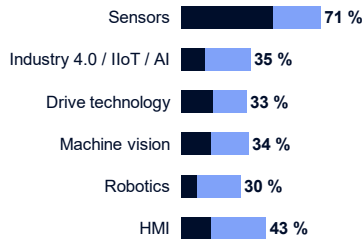
Base: Elektronik readers · Example: 82 % of readers work mainly in development, design or research.

Readers' purchasing intentions

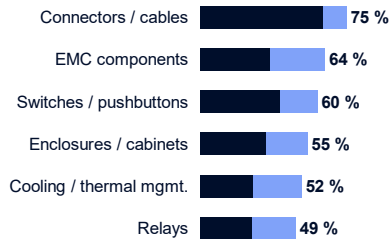
Elektronik

Planned purchases in the next 12 months – by product area (IFAK, 2025)

Automation 78 % net



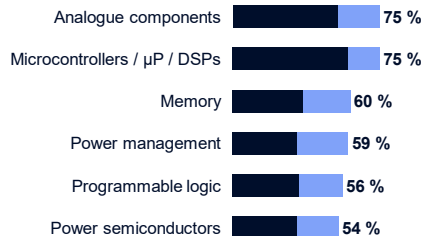
Electromechanics 84 % net



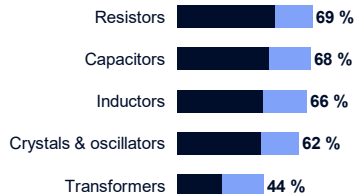
Power supplies 79 % net



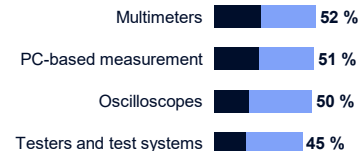
Semiconductors 88 % net



Passive components 73 % net



Test & measurement 74 % net



■ Purchase firmly planned ■ Purchase possible

Also high purchase intent: embedded systems 71 %, development tools 78 %, optoelectronics 78 % net.

Source: IFAK 2025

Reader profile & buying behaviour

Impact and response analysis Markt&Technik, IFAK Institute (27 July – 7 Aug 2026) – figures in per cent of readers

Main field of work

Development / research  66 %

Company management  46 %

Purchasing / procurement  31 %

Production /
manufacturing / QA  28 %

Responses to ads / articles

at least one response  95 %

visited the company website  86 %

talked to a company
representative  69 %

passed on the ad / article  67 %

requested more information  59 %

recommended a purchase  24 %

bought advertised products  18 %

Influence on purchasing decisions

I decide together with
others  38 %

I decide on my own  29 %

I make recommendations  24 %

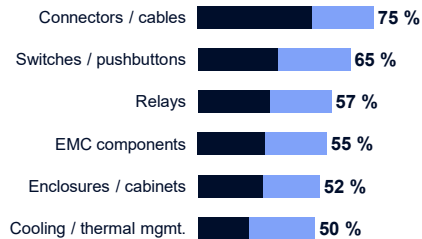
I am not involved  9 %

Base: 200 telephone interviews with readers of issue 28-29/2026 · avg. 3 readers per copy · avg. reading time 32 minutes · multiple answers possible.

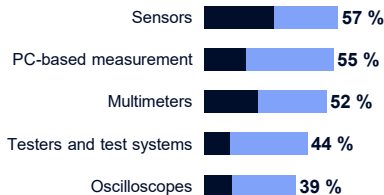
Readers' purchasing intentions

Planned purchases in the next 12 months – by product area (Markt&Technik, IFAK 2026)

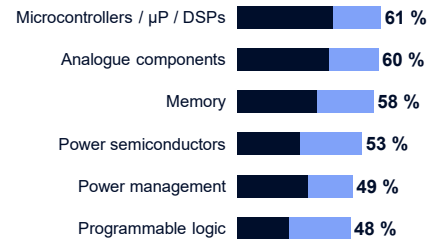
Electromechanics 80 % net



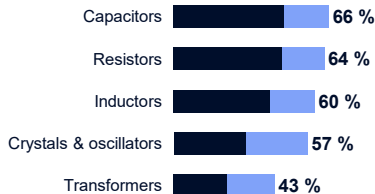
Test and measurement 74 % net



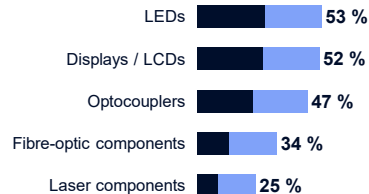
Semiconductors 73 % net



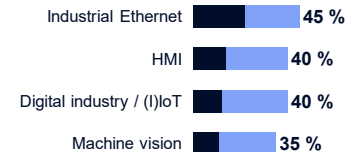
Passive components 71 % net



Optoelectronics 65 % net



Automation 61 % net



Purchase firmly planned Purchase possible

Also high purchase intent: embedded systems 63 %, industrial power supplies 55 %, IT & security 55 %, electronics manufacturing 50 % net. Source: IFAK 2026

01

Topics & dates 2027

All issues of all brands – in chronological order by publication date.

Guides, dailies and show dailies highlighted.

PD = publication date · AC = ad closing date · MD = material deadline

Topics & dates 2027

January to March · chronological · guides and show dailies highlighted

Media brand	No.	PD	AC	MD	Focus topics	further topics	Events
Markt&Technik	1	22.01.	28.12.26	08.01.	Test & measurement · switches/pushbuttons/HMI	passive components (incl. market overview)	Tech Forum Datacenter Munich 26.–27.01.2027
Elektronik	1	29.01.	08.01.	15.01.	Distribution: readers' choice "Distributor of the Year" · EMC / ESD	Power electronics · electromechanics	—
Elektronik automotive	1	29.01.	08.01.	15.01.	Autonomous driving / ADAS · sensors	Cyber security · wiring harnesses / interconnect	—
Markt&Technik	2	05.02.	15.01.	22.01.	Connectors & cables · power supplies	enclosures and thermal management (incl. market overview)	—
Markt&Technik	3	19.02.	29.01.	05.02.	Show issue Enforce Tac · Quarterly Distribution & Supply Chain	machine vision · displays & optoelectronics (incl. market overview)	Enforce Tac / Conference 01.–03.03.2027
Elektronik	2	26.02.	05.02.	12.02.	Show issue embedded world · Embedded: industrial PCs, boards, software, tools	Semiconductors · IIoT / AI / digital industry	embedded world 16.–18.03.2027
Elektronik medical	1	26.02.	05.02.	12.02.	Show issue embedded world	E-health & security · power supplies	embedded world 16.–18.03.2027
Markt&Technik	4	05.03.	12.02.	19.02.	EMS & manufacturing · printed electronics	test & measurement (incl. market overview)	LOPEC 03.–04.03.2027
Markt&Technik	5	12.03.	19.02.	26.02.	Show issue embedded world · Single-pair Ethernet	industrial communication / industrial Ethernet (incl. market overview)	embedded world 16.–18.03.2027
OFFICIAL DAILY	—	16.–18.03.	22.02.	26.02.	THE OFFICIAL DAILY embedded world 2027	—	embedded world 16.–18.03.2027
Markt&Technik	6	19.03.	26.02.	05.03.	Special issue electromechanics & passive components	interconnect, relays, switches/pushbuttons/HMI · enclosures & thermal management, crystals, inductors, transformers, capacitors, market overviews	—
Elektronik	3	25.03.	04.03.	11.03.	Power supplies · displays & optoelectronics	Sustainability	—
Elektronik automotive	2	25.03.	04.03.	11.03.	Power electronics · automotive AI	Software-defined vehicle · e-mobility/charging technology	—

Topics & dates 2027

April to June · chronological · guides and show dailies highlighted

Media brand	No.	PD	AC	MD	Focus topics	further topics	Events
Markt&Technik	7	02.04.	10.03.	17.03.	Show issue Hannover Messe · IT & OT security, functional safety	distribution for automation · batteries & cells (incl. market overview)	Hannover Messe 05.–08.04.2027
Markt&Technik	8	16.04.	24.03.	02.04.	Show issue EMV · Semiconductors	test & measurement · IIoT / AI / digital industry (incl. market overview)	EMV 27.–29.04.2027
Elektronik	4	23.04.	02.04.	09.04.	Show issue PCIM · Embedded: industrial PC, boards, software, tools	Passive components	PCIM 11.–13.05.2027
Elektronik medical	2	23.04.	02.04.	09.04.	Show issue MedtecLIVE · Electromechanics	Machine vision	MedtecLIVE date to be confirmed
Markt&Technik	9	30.04.	09.04.	16.04.	Quarterly Distribution & Supply Chain · power supplies	connectors & cables (incl. market overview)	–
Markt&Technik	10	07.05.	15.04.	22.04.	Show issue PCIM Show issue Sensor+Test	PCBs & manufacturing technology (incl. market overview)	PCIM 11.–13.05.2027 Sensor+Test 11.–13.05.2027
Markt&Technik	11	14.05.	22.04.	29.04.	Enclosures & thermal management · switches/pushbuttons/HMI	embedded: industrial PCs, boards, software, tools (incl. market overview)	–
Elektronik	5	21.05.	28.04.	05.05.	Aerospace & defence · special: winners “Products of the Year 2027”	Electromechanics	–
Elektronik automotive	3	21.05.	28.04.	05.05.	E-mobility/charging technology · sensors	Autonomous driving / ADAS	–
Markt&Technik	12	28.05.	04.05.	12.05.	Special issue power supplies & power management	AC/DC converters, DC/DC converters, batteries, power management ICs, power electronics, battery charger ICs, market overviews	–
Markt&Technik	13	11.06.	20.05.	28.05.	Show issue Automatica Displays & optoelectronics · test & measurement	machine vision (incl. market overview)	Laser World of Photonics, Automatica 22.–25.06.2027
Elektronik	6	18.06.	28.05.	04.06.	Distribution · special: winner “Distributor of the Year”	Connectors & cables · Embedded: industrial PCs, boards, software, tools	–

Topics & dates 2027

June to October · chronological · guides and show dailies highlighted

Media brand	No.	PD	AC	MD	Focus topics	further topics	Events
Elektronik medical	3	18.06.	28.05.	04.06.	IoMT & automation	Power & drives · Power supplies	–
Markt&Technik	14	25.06.	04.06.	11.06.	EMS & manufacturing · passive components	switches/pushbuttons/HMI (incl. market overview)	–
Markt&Technik	15	09.07.	18.06.	25.06.	Special issue aerospace & defence	–	–
Elektronik	7	16.07.	25.06.	02.07.	Electromechanics · power supplies	Test & measurement	–
Markt&Technik	16	23.07.	02.07.	09.07.	Quarterly Distribution & Supply Chain · Embedded: industrial PCs, boards, software, tools	passive components (incl. market overview)	–
Markt&Technik	17	20.08.	30.07.	06.08.	Displays & optoelectronics · connectors & cables	power supplies (incl. market overview) · relays (incl. market overview)	–
Markt&Technik	18	03.09.	13.08.	20.08.	Batteries/cells/chargers · semiconductors	enclosures and thermal management (incl. market overview)	–
Elektronik	8	07.09.	17.08.	24.08.	Sustainability · test & measurement	Embedded: industrial PCs, boards, software, tools	–
Elektronik automotive	4	07.09.	17.08.	24.08.	Show issue IAA · Sensors	Cyber security · wiring harnesses / interconnect	IAA 07.–12.09.2027
Markt&Technik Power Guide	–	10.09.	20.08.	27.08.	Power electronics trends 2027	Product presentations, market overviews	–
Markt&Technik	19	17.09.	27.08.	03.09.	Aerospace & defence · passive components	rail technology (incl. market overview)	–
Elektronik	9	24.09.	03.09.	10.09.	Electromechanics · machine vision	IIoT / AI / digital industry	–
Elektronik medical	4	24.09.	03.09.	10.09.	Power supplies · drive technology	E-health & security · embedded systems and semiconductors	–
Markt&Technik Trade fair magazine	–	28.09.	07.09.	14.09.	it-sa Magazine	IT security, show highlights	it-sa 05.–08.10.2027
Markt&Technik	20	01.10.	10.09.	17.09.	Quarterly Distribution & Supply Chain · Test & measurement	displays & optoelectronics (incl. market overview)	–
Industry Portrait	–	08.10.	17.09.	24.09.	The leading companies in the electronics industry	Company profiles, market overviews	–

Topics & dates 2027

October to December · chronological · guides and show dailies highlighted

Media brand	No.	PD	AC	MD	Focus topics	further topics	Events
Markt&Technik	21	15.10.	24.09.	01.10.	Special: obsolescence management · Embedded: industrial PCs, boards, software, tools	connectors & cables (incl. market overview)	–
Elektronik	10	19.10.	28.09.	05.10.	Power supplies · passive components	Semiconductors	–
Elektronik automotive	5	19.10.	28.09.	05.10.	Infotainment / displays · autonomous driving / ADAS	E-mobility/charging technology · sensors	–
Markt&Technik EMS Guide	–	29.10.	08.10.	15.10.	Trends, services, company entries	market overviews	–
Markt&Technik	22	05.11.	14.10.	21.10.	Show issue productronica · EMC / ESD	data centre/infrastructure/cabling · , power supplies (incl. market overview)	productronica 16.–19.11.2027
Elektronik	11	12.11.	21.10.	28.10.	Anniversary edition: 75 years of Elektronik		–
Elektronik medical	5	12.11.	21.10.	28.10.	Show issue Compamed · Displays & optoelectronics	Electromechanics · machine vision	MEDICA / Compamed 15.–18.11.2027
Markt&Technik	23	19.11.	28.10.	05.11.	Show issue SPS · Aerospace & defence	IIoT / AI / digital industry · power electronics (incl. market overview)	SPS 23.–24.11.2027
Markt&Technik Buyer's Guide	–	26.11.	05.11.	12.11.	Component buyer's guide 2028	Semiconductors, electromechanics, power supplies, passive components, optoelectronics, market overviews	–
Markt&Technik	24	03.12.	12.11.	19.11.	EMS & manufacturing · IT & OT security, functional safety	semiconductors (incl. market overview)	–
Elektronik	12	07.12.	16.11.	23.11.	Products of the Year: semiconductors & IP, test & measurement, power	Embedded systems, automotive, electromechanics, medical, IT	–
Elektronik automotive	6	07.12.	16.11.	23.11.	Wiring harnesses / interconnect · automotive AI	Power supplies	–
Markt&Technik	25	10.12.	19.11.	26.11.	Displays & optoelectronics · enclosures and thermal management	embedded: industrial PCs, boards, software, tools (incl. market overview)	–

02

Rates and formats

Ad formats for Elektronik and Markt&Technik

Rates and discounts

Specifications and delivery

Ad formats

Dimensions in mm (width × height): bleed* / type area · all media brands in A4 format



Full page

210 × 297* / 185 × 260



2 × full page across gutter

420 × 297*



2 × half page across gutter

420 × 143* / 380 × 128



Junior page

150 × 210* / 135 × 190



1/2 page horizontal

210 × 143* / 185 × 130



1/2 page vertical

105 × 297* / 90 × 260



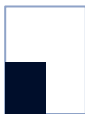
1/3 page horizontal

210 × 110* / 185 × 90



1/3 page vertical

72 × 297* / 60 × 260



1/4 page

105 × 143* / 90 × 130



1/4 page vertical

54 × 297* / 45 × 260



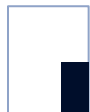
1/4 page horizontal

210 × 82* / 185 × 65



1/6 page horizontal

210 × 63* / 185 × 43



1/6 page vertical

72 × 143* / 60 × 130



1/8 page

105 × 82* / 90 × 65



1/8 page vertical

54 × 143* / 45 × 130



1/8 page horizontal

210 × 51* / 185 × 31



Island ad

45 × 50 (within article)



1/16 page vertical

45 × 65

*bleed formats plus 5 mm bleed allowance on all sides · island ad and 1/16 page only as type area format · all other formats on request

Rates & discounts

Rate card valid from 1 January 2027 · all prices plus VAT

Format	Base rate 4c
Full 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 €
mm rate, 1 column (min. 20 mm)	10.80 €
Cover pages 2 / 4, each	11,670 €
Cover flap incl. cover story	13,970 €
Island ad, mm rate 4c (50–80 mm)	44.80 €

Included: your print ad also appears in the corresponding e-paper edition.

Discounts for bookings within 12 months (insertion year)

Frequency discount (from 1/4 page)	Discount
from 3 ads	5 %
from 6 ads	8 %
from 9 ads	10 %
from 12 ads	15 %
from 18 ads	20 %
from 24 ads	25 %

Volume discount	Discount
from 3 pages	5 %
from 6 pages	10 %
from 9 pages	15 %
from 12 pages	20 %
from 15 pages	25 %
from 18 pages	30 %



Classified ads

Job ads & business profiles: full page 4,200 € · 1/2 page 2,110 € · 1/4 page 1,070 €

Employer branding (exciting): full page 6,000 € · double page 10,800 €

Placement surcharge: 10 % of the base rate (min. 160 €) · Euroscale included, special colours on request · bleed and gutter crossing at no surcharge

Specifications & delivery

Printing process, file delivery and delivery address at a glance



Format & printing

- Trimmed size: 210 × 297 mm – A4 (all media brands), 5 mm bleed on all sides
- Cover: sheetfed offset · content: web offset
- Saddle stitching



File requirements

- File name: customer_mut / _ek / _em / _ek-auto_issue (e.g. Mustermann_mut_1_27)
- Proof content: PSO_INP_Paper_eci.icc (Fogra 48L) · cover: Fogra 51 PSOcoated v3 (profile: eci.org)
- Underlay solid black areas with a 40 % cyan screen



Delivery of inserts & bound-ins

- Vogel Druck und Medienservice GmbH, Leibnizstraße 5, 97204 Höchberg
- Delivery note: insert/bound-in CUSTOMER, for MAGAZINE issue xy/2027
- Delivery dates and conditions: see topic plan (material deadline) or on request



Dates & file delivery

- Ad closing date (AC) and material deadline (MD) per issue: see Topics & dates (pages 10–13)
- Requested placements subject to availability – for surcharges see rates
- dispo.marktundtechnik@componeers.net
- dispo.elektronik@componeers.net

All details to read up on: [Technical specifications print \(PDF\) →](#) [Delivery of inserts & bound-ins \(PDF\) →](#)

03

Special ad formats

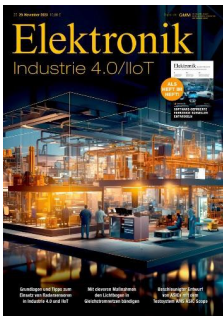
Cover image, cover flap, cover visual, cover ad & sticker

Inserts, bound-ins, belly band & inside cover

Editorial ad formats with content character

Cover ad formats

Maximum attention on page 1 – all prices not discountable, plus VAT



Cover image incl. cover story

Your visual on the cover, print and online. Format: W 210 × H 297 mm plus bleed. Story: max. 8,000 characters incl. spaces, plus images.

11,970 € not discountable



Cover flap incl. story

Print and online. Markt&Technik and Elektronik: front W 105 × H 220 mm, inside W 105 × H 297 mm. Story: approx. 9,000 characters.

13,970 € not discountable



Cover visual Markt&Technik incl. cover story

Sponsorship of the cover visual on page 1 of Markt&Technik – maximum advertising attention plus editorial coverage. Story: approx. 8,000 characters.

10,910 € not discountable



Cover ad, snipe ad

Ad on the cover · formats: W 45 × H 45 mm. W 60 × H 45

7,610 € not discountable



Sticker on the cover

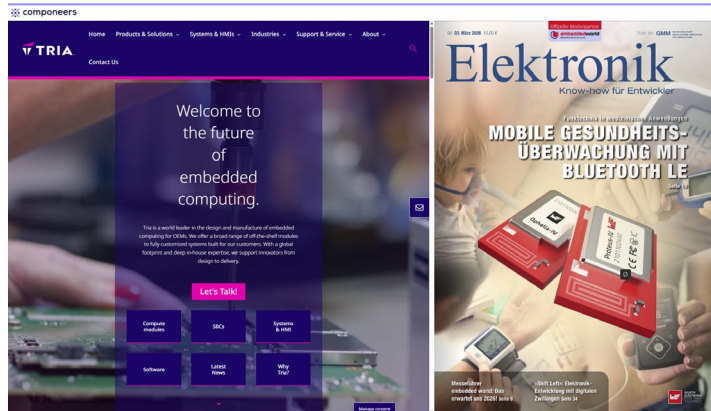
Format: 50 mm, round · not discountable

7,610 € Elektronik & Markt&Technik **3,500 €** medical & automotive

All formats are available on request. Further special ad formats are possible – talk to your media experts.

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

Inserts, bound-ins & belly bands

Physical presence in the magazine – all prices plus VAT

Inserts



Partial run by Nielsen area or postcode: 460 € / thousand · over 25 g: price on request

Format: min. 105 × 148 mm, max. 10 mm smaller than the carrier product · min. 150 gsm (single sheet) · delivered trimmed and folded

8,350 € up to 25 g, incl. postage share

Belly band



All media brands: 480 × 100 mm + 5 mm bleed
reverse side 55 mm unprinted (glue edge)

19,540 € not discountable

Bound-ins (150 g paper)



Other extents on request · incl. production costs and postage share

Format: min. 105 × 148 mm up to carrier format · 5 mm bleed · min. 100 gsm (4 pages) · between the signatures. Tip-ons: on request.

12,500 / 16,900 / 19,900 € 4 / 8 / 12 pages

Inside cover / quarterly



Incl. story and cover announcement on page 1, print and online. Story: max. 9,000 characters.

Elektronik: 210 × 297 · medical/automotive: 210 × 210 · Markt & Technik/quarterly/P&D: 210 × 220 mm, plus bleed

8,300 € not discountable

All formats are available on request. Further special ad formats are possible – talk to your media experts.

Editorial ad formats

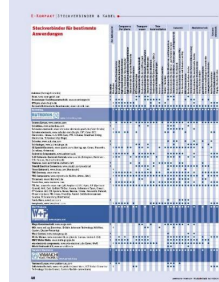
Content formats in the editorial environment – all prices plus VAT



Product of the Week

Your product in e-kompakt in editorial design, highlighted by logo and the heading "Product of the Week". Extent: approx. 650 characters plus image.

1,910 € not discountable



Premium entry market overview

Logo or QR code plus highlighted company entry in the market overview – print and online.

420 € not discountable, per market overview



excitING – Employer Branding

The editorial team presents employers through their individual corporate culture – including briefing, interview and article production.

6,000 € / 10,800 € full or double page, not discountable



Island ad

Place your ad directly within an article – maximum attention guaranteed. Format: W 45 × H 50 mm.

44.80 € / mm 4c, mm rate (50–80 mm)

All formats are available on request. Further special ad formats are possible – talk to your media experts.

04

Specials & show dailies

THE OFFICIAL DAILY – the official embedded world daily

it-sa Magazine – the show daily for it-sa Expo&Congress 2027

Markt&Technik topic focus IT & security

THE OFFICIAL DAILY embedded world

The only official daily for embedded world 2027 – from the editorial teams of Elektronik and Markt&Technik



Official media partner



- 21,000 copies – distributed exclusively to trade visitors and exhibitors at the exhibition centre
- Three separate issues – a different ad motif possible for each show day
- Bilingual DE/EN · over 100,000 newsletter recipients per e-paper edition · with job market
- Hall plan logo: 1,090 € (in Elektronik 2, Markt&Technik 5 and the daily)

PD: 16–18 March 2027

AC: 22.02.2027 · MD: 26.02.2027 · bookable only across all 3 issues (exception: inserts)

Format	Type area mm	Bleed mm	Package rate 3 days
1/1	235 × 317	255 × 350	12,330 €
9/16 (junior page)	170 × 254	180 × 272	9,270 €
1/2 vertical	110 × 317	120 × 350	7,950 €
1/2 horizontal	235 × 154	255 × 171	7,560 €
1/3 vertical	72 × 317	79 × 350	5,400 €
1/3 horizontal	235 × 101	255 × 112	5,400 €
1/4 vertical	50 × 317	60 × 350	4,230 €
1/4 horizontal	235 × 74	255 × 83	4,230 €
1/4 2 columns	110 × 154	120 × 171	4,230 €
1/8 2 columns	110 × 74	120 × 83	2,280 €
1/8 4 columns	235 × 37	255 × 41	1,920 €
Cover 2 or cover 4	–	255 × 350	13,560 €
Cover flap	–	125 × 250 / 350	24,000 €*
Belly band (day 1)	–	100 × 550	12,000 €*
Post-it (day 1)	–	68 × 68	6,500 €*
Island ad, 1 column	55 × 45	–	2,940 €
Insert up to 25 g (per day)	max. 240 × 340	–	3,030 €

Discounts are carried over from the parent titles · *not discountable · [Technical specifications for the daily \(PDF\)](#) →

it-sa show daily

The it-sa Magazine for it-sa Expo&Congress 2027 – exclusively from the Markt&Technik editorial team



HOME OF IT SECURITY

- Distribution at it-sa Expo&Congress in Nuremberg (05–08 Oct 2027)
- Focus on IT and OT security: show highlights, trends, market overview
- Additionally as an e-paper via the Markt&Technik distribution lists
- Special ad formats: cover flap, belly band and cover story bookable

PD: 28 September 2027

AC: 07.09.2027 · MD: 14.09.2027

Format	Specifications	Rate 4c
Belly band	480 × 100 mm + 5 mm bleed reverse side 55 mm unprinted (glue edge)	8,350 €
Cover flap	Front W 105 × H 220 mm Inside W 105 × H 297 mm	7,320 €
Cover + cover story / success story / advertorial	W 210 × H 297 mm approx. 8,000 characters incl. spaces, plus images	8,350 €
it-sa Magazine Extra (full-page advertorial + full-page ad as double spread)	W 210 × H 297 mm plus bleed approx. 8,000 characters incl. spaces, plus images	8,100 €
Full-page ad or advertorial + free 1/4 business profile	W 210 × H 297 mm plus bleed approx. 1,400 characters + company logo	5,210 €
Full page in the reseller market	–	1,550 €
Junior page	see ad formats (page 15)	3,090 €
1/2	see ad formats (page 15)	2,640 €
1/2 business profile	approx. 3,000 characters + company logo	1,340 €
1/2 job ad	approx. 3,000 characters + company logo	1,340 €
1/3	see ad formats (page 15)	2,240 €
1/4	see ad formats (page 15)	1,700 €
1/4 business profile	approx. 1,400 characters + company logo	830 €
1/4 job ad	approx. 1,400 characters + company logo	830 €
1/8	see ad formats (page 15)	980 €
Logo on the hall plan page	logo as EPS + hall placement	510 €
Logo on the map of Germany	logo as EPS + hall placement	510 €

All prices 4c, not discountable, plus VAT. Discounts are carried over from the parent titles.

Topic overview IT, security, data centre

Focus and e-kompakt topics 2027: IT & OT security, functional safety, data centre and cabling

Media brand	issue	PD	AC	MD	Topic
Elektronik automotive	1	29.01.	08.01.	15.01.	Cyber security
Elektronik medical	1	26.02.	05.02.	12.02.	E-health & security
Markt&Technik	7	02.04.	10.03.	17.03.	IT & OT security · functional safety
Elektronik automotive	4	07.09.	17.08.	24.08.	Cyber security
Elektronik medical	4	24.09.	03.09.	10.09.	E-health & security
Markt&Technik	Show daily	28.09.	07.09.	14.09.	it-sa Magazine: IT security, show highlights
Markt&Technik	22	05.11.	14.10.	21.10.	data centre / infrastructure / cabling
Markt&Technik	24	03.12.	12.11.	19.11.	IT & OT security · functional safety

Full overview of all topics: Topics & dates 2027 (pages 10–13).



Matching the focus – our tech forum datacenter events: 26–27 Jan Munich · 8 June Vienna · 6 Nov Cologne · sponsoring: see Events (page 29)



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05

Full service & events

Ignite by componeers – our in-house agency

Events 2027 – sponsoring and partnerships

Terms & payment conditions

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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Terms & payment conditions

At a glance: what applies to all print bookings



Validity & prices

- Rate card valid from 1 January 2027
- All prices plus VAT
- Items that are not discountable are marked
- E-paper edition always included



Discounts & surcharges

- Frequency and volume discounts for bookings within 12 months (see page 16)
- Placement surcharge: 10 % of the base rate, min. € 160
- Euroscale included · special colours on request
- Bleed and gutter crossing at no surcharge



Payment conditions

- Payment within 21 days without deduction
- HypoVereinsbank Munich · IBAN: DE37 7002 0270 0035 7049 81
- SWIFT (BIC): HYVEDEMMXXX · VAT ID: DE 811 190 616



Dates & terms

- Ad closing date and material deadline per issue:
see pages 10–13
- Cross-media combinations with digital: see the digital media kit
- [Our general terms and conditions apply: componeers.net/agb](https://componeers.net/agb)

Any questions? We are happy to advise you.



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