

MEDIA KIT

2023



PRINT + ONLINE

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Advertising and Editorial Dept.: Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: www.elektro.net

1 Title:	de – das elektrohandwerk		Address Advertising/	Hultschiner Straße 8, D-81677 München	
2 Profile in brief:	de provides specialist knowledge in the area of electrical engineering for all areas of electrical installation and building services, as well as on renewable energy (photo-voltaics, solar thermal energy, heat pumps, wind power) – as well in the fields of IT and automation technology. Well-researched specialist articles elaborate on modern technologies, systems and applications. Practical application examples make the connection between the reader to his or her daily professional environment.		Editorial Dept.:	+49 89 2183-8988	
3 Target group:	Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.		Phone:	+49 89 2183-8989	
4 Publication:	twice per month (4 double issues in January, July, August and December)		Fax:	www.elektro.net	
5 Magazine format:	DIN A4 (width 210 mm, height 297 mm)		Internet:	kontakt@elektro.net	
6 Volume/Year:	Volume 98/2023		E-mail:	–	
7 Price:			11 Publisher:	–	
Annual subscription	domestic (incl. shipping charges and VAT)	€ 150.00	12 Advertising:	Bettina Landwehr (Head of Sales), Theresa Schwarzenbach (Assistant Sales)	
	foreign (incl. shipping charges and VAT)	€ 175.00	13 Editorial Dept.:	Dipl.-Ing. Andreas Stöcklhuber (Editor-in-Chief) Marcel Diehl, state certified engineer Britta Kalscheuer, M.A. Dipl.-Komm.-Wirt. Roland Lüders Dipl.-Ing. (FH) Michael Muschong Michael Wanner, M.A.	
	single copy price	€ 9.50	14 Volume analysis	2021 = 20 issues	
	(incl. VAT, plus shipping charges)	€ 116.00	Total volume:	1,404 pages	= 100.00 %
	online copy	€ 116.00	Editorial section:	1,170 pages	= 83.33 %
8 Organ:	Central Association of the German Electrical and IT Trades (ZVEH) and the affiliated national guild associations.		Advertising section:	234 pages	= 16.67 %
9 Memberships:	Media Database of the German Association of Trade Journals		including classified ads:	1 page	= 0.43 %
10 Publishing house:	Hühlig GmbH Managing Director: Moritz Warth Publishing Director: Rainer Simon		Supplements:	22	
Address Publisher:	Im Weiher 10, D-69121 Heidelberg		15 Analysis of editorial content	2021 = 1,170 pages	
Phone:	+49 6221 489-384		By topic area:		
Fax:	+49 6221 489-443		Practical problems	159 pages	= 13.59 %
			Electrical installation	275 pages	= 23.50 %
			Information and system technology	274 pages	= 23.41 %
			Business management	175 pages	= 14.96 %
			Master of tomorrow	140 pages	= 11.97 %
			Other content (editorials, standards, services)	147 pages	= 12.57 %
				1,170 pages	= 100.00 %

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1 Advertising rates (formats see page 5):

All prices in Euros exclusive of applicable VAT.

Format	Basic rates	b/w in €	2c price in €	4c price in €
1/1 page		8,085.00	9,160.00	11,310.00
Junior page		5,145.00	5,790.00	7,080.00
1/2 page		4,245.00	4,890.00	6,180.00
1/3 page		2,850.00	3,260.00	4,080.00
1/4 page		2,160.00	2,570.00	3,390.00
1/8 page		1,095.00	1,345.00	1,845.00

Other formats on request

New: Linking your ad in the flip-through e-paper for a 10% surcharge

on the base price of your ad.

Annual average (IVW certified, see page 11) = **18,242 pieces** of e-paper

Circulation per issue.

Cover:

210 x 177 mm

plus 3 mm trim at bottom and at right 4c € 12,150.00

Inside front cover, outside back cover: 4c € 11,825.00

b/w millimeter price for recommendation advertisements:

minimum height 30 mm

1-column in 3-column text width 56 mm € 14.40

2 Surcharges (not discountable):

Color:

		Bleed	2-color	4-color
1/1 page	€	808.50	1,075.00	3,225.00
Junior Page	€	514.50	645.00	1,935.00
1/2 page	€	424.50	645.00	1,935.00
1/3 page	€	285.00	410.00	1,230.00
1/4 page	€	216.00	410.00	1,230.00
1/8 page	€	109.50	250.00	750.00
Inside front cover, outside back cover	€	860.00	1,075.00	3,225.00

Surcharges apply to Euroscale colors. Custom colors not possible.

Placement:

binding placement: 10 % surcharge on basic rate

Formats:

Gutter bleed advertisements: 10 % surcharge on basic rate

Type area advertisements: 10 % surcharge on basic rate

island advertisements

(surrounded by text on all sides): 40 % surcharge on basic rate

3 Discounts (for purchase within one insertion year):

Color and format surcharges, advertisements in "Business Directory" and glued-on advertising media and classified ads not eligible for discount.

Recommendation advertisements:

Frequency discount:

3x publication	5.0 %	2 pages	5.0 %
6x publication	7.5 %	4 pages	7.5 %
9x publication	10.0 %	6 pages	10.0 %
12x publication	12.5 %	9 pages	15.0 %
15x publication	15.0 %	12 pages	20.0 %
18x publication	17.5 %	15 pages	22.5 %
20x publication	20.0 %	18 pages	25.0 %

Volume discount:

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4 Classified ads (not discountable):

only 2 or 4-column possible (2-column = 86 mm wide)
minimum height: 20 mm

Job vacancies b/w per mm (2-column, 86 mm wide)	€	10.10
Job vacancies 2c per mm (2-column, 86 mm wide)	€	13.35
Job vacancies 4c per mm (2-column, 86 mm wide)	€	19.90
Positions wanted per mm (2-column, 86 mm wide)	€	5.10
Wanted/for sale, other per mm (2-column, 86 mm wide)	€	10.25
Box number fee (including postage for delivery)	€	18.00
Job advertisements online (see page 23)	€	from 750.00
Litho costs lump sum	€	35.00

5 Special advertising:

Industry directory (not discountable):

1-column = 56 mm, minimum height: 20 mm	€	6.50
millimeter price b/w	€	16.10
millimeter price 4c		

Bound inserts (discountable):

2-page bound insert	€	11,375.–
4-page bound insert	€	15,965.–
Other formats on request		
Discount: 1 sheet = 1/1 page		
Required delivery amount: 36,500 copies		

Advertorials (text advertisement)

Prices are the
same as ads

Supplements (discountable):

loosely inserted, maximum size 205 x 290 mm
up to 25 g total weight per thousand € 250.–
(plus selection surcharges for splitted supplements € 360.–;
agency commission not deductible)

Above 26g total weight and partial supplements: upon request
Discount: 1 supplement = 1/1 page
Required delivery amount: 36,500 copies

(For machine processing the supplement must be closed on the long side.
5 dummies have to be sent in advance, for address see p. 6.)

If you also provide us with a PDF of your insert, we will also integrate it into
the e-paper print run and the online magazine archive at no additional cost.

Glued-on advertising media (not discountable):

postcards € 2,570.–
(plus additional mailing costs € 13,60 je o/oo;
agency commission not deductible)
Required delivery amount: 36,500 copies
(partial booking not possible)

Delivery address for supplements and bound inserts: see p. 7

6 Contact: see p. 31/32

7 Terms of payment:

30 days after invoice date,
2 % discount for advance payment or direct debit

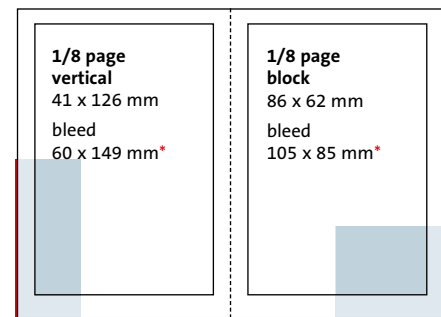
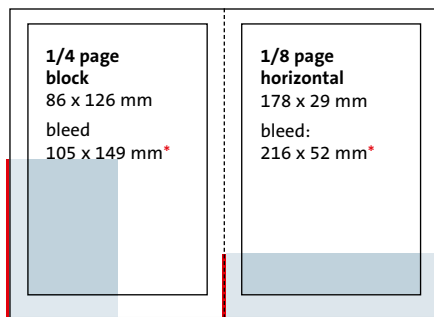
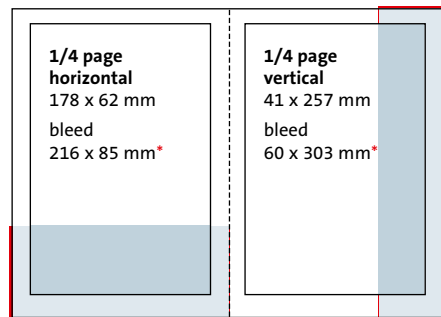
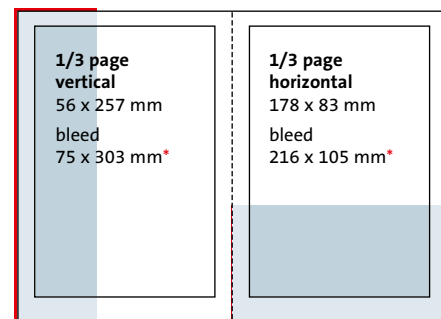
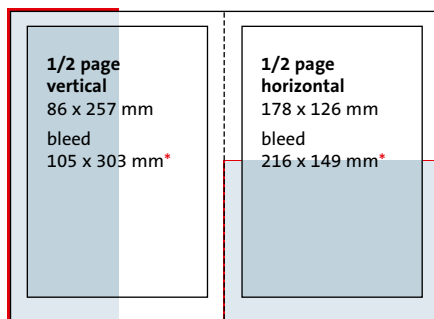
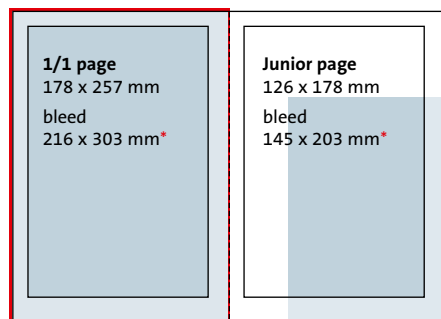
Bank details:

HypoVereinsbank
Account: 157 644 60
Bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMMXXX

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— *Bleed formats quoted include 3 mm trim allowances

■ Type area formats ■ Bleed formats



Magazine format: DIN A4, width 210 mm, height 297 mm

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- 1 Magazine format:** width 210 mm, height 297 mm, DIN A4
Type area: width 178 mm, height 257 mm
number of columns: 4 columns / 3 columns
column width: 41 mm / 56 mm
-
- 2 Printing process:** rotary offset
Binding process: adhesive binding
-
- 3 Data transfer:** de-dispo@huethig.de
-
- 4 Data formats:** Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller using version 4.0 or higher and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap. (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks.
-
- 5 Colors:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.
-
- 6 Proof specifications:** as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Improved_eci.icc for content as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.
-
- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.
-
- 8 Warranty:**
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year following publication of the relevant printed material. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, supplements etc.) which the customer claims to have made available.

- 9 Contact: Advertisement processing:** Angelika Scheffler
Im Weiher 10
D-69121 Heidelberg
Phone: +49 6221 489-392
enet-dispo@huethig.de

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Bound inserts:

Before order acceptance and confirmation, provision of a binding sample is necessary. If required, as a blind dummy with size and weight data. Bound inserts may only advertise for the sales program of one (1) advertiser. These inserts must be designed in accordance with postal regulations so that they cannot be confused with the remaining main editorial part of the magazine. The placement of bound inserts will depend on technical capabilities.

Formats:

- 1 sheet (= 2 pages) untrimmed 216 x 305 mm
- 2 sheets (= 4 pages) untrimmed 432 x 305 mm

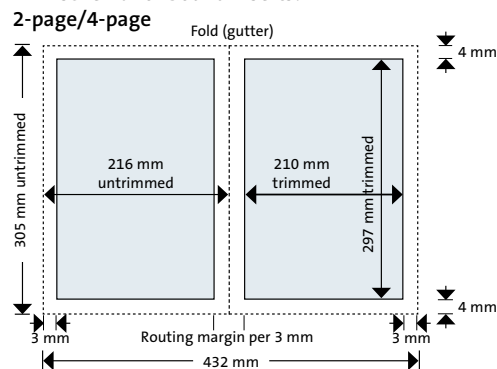
Bound inserts must be provided untrimmed, and bound inserts consisting of several sheets must be delivered folded. The front page of the bound insert must be marked. Bound inserts must be designed such that additional preparation and processing are not necessary. Difficulties and additional folding or gluing work will be separately invoiced as an additional charge.

Required delivered amount: 36,500 copies, including overplus

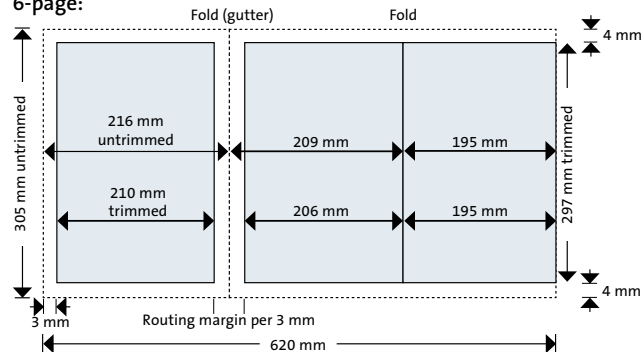
Delivery deadline: 10 business days prior to publication

Delivery address: Westermann Druck GmbH
Georg-Westermann-Allee 66
D-38104 Braunschweig
Marked: for de – Issue no. ..., Customer ...

Trim schema for bound inserts:



6-page:



The official trade fair guide for eltefa Stuttgart



Circulation: 23,000 copies

Size: approx. DIN A4

Distribution: Targeted distribution together with the main issue **de 06/2023** in Baden-Wuerttemberg, Bavaria, Hesse and Rhineland-Palatinate

In addition, the trade fair guide will be actively distributed by hostesses on site and it is displayed at the major hotels at the time of the respective event.

Contents: The trade fair guide provides information on helpful service tips for the trade fair, reports on industry trends and introduces some of the new products from the exhibiting companies.

Date of publication: March 15, 2023

Advertising deadline: February 17, 2023

Prices:

Format	Price in €
1/1 page, 4c	2,455.–
Junior page, 4c	1,505.–
1/2 page, 4c	1,315.–
1/3 page, 4c	870.–
1/4 page, 4c	730.–
1/8 page, 4c	405.–
Company portrait (1/1 page)	2,455.–
Cover page, 4c	3,215.–
Inside front and outside back cover	2,700.–

The trade fair guides can only be booked in combination with at least one ad in the main **de** issue in the first half of 2023.

All prices in Euro plus the mandatory VAT.

Sonderheft Produkthighlights von den Frühjahrmessen elektrotechnik Dortmund, eltefa Stuttgart und eltec Nürnberg



Circulation: 36,000 copies
Size: approx. DIN A4
Distribution: together with the main issue of **de 13-14/2023** to all subscribers
Contents: Manufacturers will once again present many new products at the elektrotechnik, eltefa and eltec spring trade fairs. Our editorial team will be right there and offer our readers a compact review of all key innovations. In addition, we will explain the technological trends they are based on.

Amongst other things, there are follow-up reports relating to the following topics:

- Electrical installation components
- Lightning and overvoltage protection
- Measuring and testing technology
- Building automation
- Lamps, lights, LED
- Electromobility
- Network technology
- Factory equipment

The formats and advertising rates are identical to those of a standard **de** issue (see page 3)

Publication date: July 14, 2023
Advertising deadline: June 19, 2023

This special issue counts as a regular **de** issue and can be combined with the eltefa trade fair guide.

Online opportunities:

On our website, you can choose from different advertising options that allow you to reach **more than 128,000 visitors each month that generate more than 200,000 PI.**

We will gladly volunteer to be subjected to IWV testing. The current figures can be accessed at any time at <http://ausweisung.iwv-online.de> under elektro.net. See the media data on page 20 for more information on the forms of advertising.

For the spring trade fairs, we not only distribute the regular newsletter, which is sent to 17,367 recipients each week, but also special trade fair newsletters.

For elektrotechnik Dortmund: Publication date is January 31, 2023

For eltefa Stuttgart: Publication date is March 21, 2023

For eltec Nuremberg: Publication date is May 16, 2023

In each case, the deadline for submissions is ten working days ahead of the publication date.



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de Almanacs 2024

The almanacs provide you with the ideal advertising platform for presenting your company and products. Clearly presented, well-structured and covering all the latest technical development trends.

By placing an advert with us, you address your target group in a precise way: 365 days of the year.



Electrical engineering for trade and industry 2024

The electrical engineering almanac provides concentrated **information and background on technical developments** with new ideas and suggestions for daily work routines. It also includes information on **changes to standards and regulations**.



Electrical machines and drives 2024

This **classic book** offers a comprehensive overview of current events in the field of **electrical machines and drive technology**, development trends and the current state of standards and rules. The wide **range of topics** offers many suggestions for daily work routines.

Company imprints/editions: The perfect gift for your customers.
Your own cover page design is possible.
We would be pleased to provide you with an offer: bettina.landwehr@huethlig.de

Advertising formats and basic prices b/w:

Format (width x height in mm)		Basic price in €	
		Electrical engineering	Electric machines and drives
1/1 page (108 x 173)	b/w	2,515.–	1,190.–
	2c	3,240.–	1,555.–
	4c	4,690.–	2,285.–
1/2 page (54 x 173 / 108 x 86)	b/w	1,280.–	615.–
	2c	1,745.–	875.–
	4c	2,675.–	1,395.–
1/3 page (36 x 173 / 108 x 57)	b/w	875.–	425.–
	2c	1,340.–	685.–
	4c	2,270.–	1,205.–
Preferential placement			
Back cover page	4c	5,875.–	2,845.–
Inside front cover/ inside back cover	4c	5,315.–	2,590.–

Bleed surcharge: 10% of the basic price + 3 mm bleed at the outside
Book format: 148 mm wide x 210 mm high
Publication date: October 23, 2023
Advertising deadline: August 3, 2023
Format cover pages: 148 mm wide x 210 mm high + 3 mm bleed on each side
 The prices indicated exclude VAT.

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1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue
(July 1, 2021 - June 30, 2022)

Print run:	36,000	including abroad:	including e-paper:
Number of copies actually distributed:	54,109	201	18,242
Sold circulation:	38,949	180	18,160
– subscribed copies:	16,026	178	545
including member copies:	4,672		74
– paid content access privileges through subscription:*	38,949		
– other sales:	22,873		17,615
– single copy sales:	50		
Free copies:	15,160		82
Residual, specimen and archive copies	133		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	Recipients
Germany	94.4	51,083
Abroad	0.4	201
Others**	5.2	2,825
Number of copies actually distributed	100.0	54,109

* Publisher's claim ** Section of circulation not analyzed such as trade fair and congress copies etc.

Distribution by federal states:	Percentage of copies actually distributed	
	%	Recipients
Baden-Wuerttemberg	15.3	8,248
Bavaria	20.8	11,213
Berlin, Brandenburg	5.8	3,127
Bremen, Hamburg, Schleswig-Holstein	5.1	2,749
Hesse	8.9	4,798
Mecklenburg-Western Pomerania	1.3	700
Lower Saxony	8.7	4,690
North Rhine-Westphalia	18.0	9,703
Rhineland-Palatinate	5.5	2,965
Saarland	1.1	593
Saxony, Saxony-Anhalt	7.0	3,774
Thuringia	2.5	1,348
Copies actually distributed in Germany	100.0	52,908

Breakdown of foreign circulation:	Percentage of copies actually distributed	
	%	Copies
Austria	43.2	87
Switzerland	13.9	28
Other countries	42.9	86
Number of copies actually distributed	100.0	201

1.1 Sectors / Industries / Fields / Professions

No. of classification	Recipient groups (acc. to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	Recipients
43.21 / 43.2	Electrical installation, other construction installation	71.5	38,688
71.1	Electrical planning; engineering offices	6.9	3,734
26.3 / 27 / 27.12 / 28 / 29.31 / 33.1	Processing trades	4.2	2,273
46.4 / 47	Wholesale business with electrical equipment and electrical-installation equipment; retail business with electrical household appliances and electrical products	6.8	3,679
35	Power generation	2.3	1,245
84.1	Public administration	2.2	1,190
85.42 / 85.32 / 94.99.1	Colleges, universities, and other institutions of higher learning; research; institutions of ongoing professional training	4.0	2,164
	Other*	2.1	1,136
Number of copies actually distributed		100.0	54,109

* Section of circulation not analyzed, such as trade fair and congress copies etc.

Summary of the Survey Method

1. Survey method:

Recipient structure analysis through dataset analysis – comprehensive survey

2. Description of the recipients at the time of the data collection:

2.1 Dataset quality:

The recipient dataset includes the addresses of all recipients. Due to the provided postal information, the dataset can be sorted by postcodes or domestic and foreign recipients. The dataset also includes: Industry affiliation, company size classes and job characteristics.

2.2 Total number of recipients in the dataset: 96,144

2.3 Total number of changing recipients: 72,542

2.4 Structure of the recipients of the identified average edition by sales method:

– Paid circulation	38,949
of which: subscribed copies	16,026
individually sold copies	0
other sales	22,873
paid content access privileges*	38,949
– free copies	15,160
of which permanent free copies	1,126
alternating free copies	14,034
advertising copies*	133
Copies actually distributed	54,109
of which in Germany	53,908
abroad	201

3. Description of the analysis

3.1 Population (examined share):

Copies actually distributed	54,109	= 100.0 %
*of which are not included in the analysis:		
– advertising copies	133	= 0.2 %
The analysis represents 99.9 % of the population (copies actually distributed)	53,976	= 99.8 %

3.2 Date of the dataset analysis: July 12, 2022

3.3 Description of the database:

The analysis is based on the entire dataset. The calculated shares for the distribution areas were projected onto the actually distributed print-run as an annual average in accordance with AMF clause 17.

3.4 Target person of the analysis: is omitted

3.5 Definition of the reader: is omitted

3.6 Analysis period: July 1, 2021 - June 30, 2022

3.7 Analysis conducted by: Hühlig GmbH

The design, implementation and report of this analysis conforms to the current version of the ZAW framework scheme for advertising media analyses.

*Information provided by the publisher



Issues	1-2/2023	3/2023	4/2023	5/2023	6/2023	7/2023	8/2023	9/2023	10/2023	11/2023
					Eltefa Trade Fair Guide					Renewable Energy
Publication date	Jan. 13, 2023	Feb. 1, 2023	Feb. 15, 2023	Mar. 1, 2023	Mar. 15, 2023	Apr. 4, 2023	Apr. 18, 2023	May 2, 2023	May 16, 2023	June 5, 2023
Advertising deadline	Dec. 15, 2022	Jan. 5, 2023	Jan. 20, 2023	Feb. 3, 2023	Feb. 17, 2023	Mar. 9, 2023	Mar. 21, 2023	Apr. 3, 2023	Apr. 19, 2023	May 8, 2023
Editorial deadline	Dec. 6, 2022	Dec. 27, 2022	Jan. 11, 2023	Jan. 25, 2023	Feb. 8, 2023	Feb. 28, 2023	Mar. 10, 2023	Mar. 23, 2023	Apr. 6, 2023	Apr. 26, 2023
Trade fairs	Feb. 8-10, 2023 Elektrotechnik, Dortmund	Feb. 8-10, 2023 Elektrotechnik, Dortmund	Feb. 28-Mar. 2, 2023 PV-Symposium, Bad Staffelstein	Mar. 8-12, 2023 IHM, Munich Mar. 13-17, 2023 ISH, Frankfurt Mar. 28-30, 2023 Eltefa, Stuttgart	Mar. 28-30, 2023 Eltefa, Stuttgart Mar. 28-30, 2023 EMV, Stuttgart	Apr. 17-21, 2023 HMI, Hanover Apr. 17-22, 2023 Bau, Munich Mar. 28-30, 2023 Automatisierungstreff, Boeblingen		May 23-25, 2023 Eltec, Nuremberg	May 23-25, 2023 Eltec, Nuremberg May 23-25, 2023 E-World, Essen May 23-25, 2023 Anga Com, Cologne May 31-June 2, 2023 ZVEH annual meeting, Goslar	June 14-16, 2023 The smarter E, Munich
Electrical systems • Electrical installation • Lighting technology • Renewable energy	Electrical installation in the industrial sector	Main topic: Electrical installation for special areas	Standards in theory and practice	Symmetric system load	Main topic: Electrical installation for charging infrastructure	Installation and laying systems	Main topic: Building connections, distribution boards and meter mounting boards	Installation components and systems	Circuit breakers, RCDs and AFDDs	Main topic: Safety measures
Electrical systems	Infrastructure for electro-mobility	Emergency and safety lighting	Energy management	Main topic: Electrical water heating	Sector integration	Lighting in special-purpose buildings	Planning software	PV inverters	Energy-efficient lighting	Controlled living space ventilation
Information and system technology • Building automation • Security technology • Network technology	Main topic: Smart home	Green buildings	Individual room controls	System integration	Energy and load management	Main topic: Building automation in special-purpose buildings	Smart metering	Main topic: The digital building	Small control systems and PLC	IoT in buildings
Information and system technology	Escape and emergency routes	Hazard alarm technology	Main topic: Door communication	Presence and motion sensors	Access control	Networking technology	Video surveillance	Sensor technology and AI	Main topic: Communication technology	Fire alarm technology
Management	Tax law	Insurance for electrical firms	Occupational safety solutions	Electrical tools	Commercial vehicles and vehicle equipment	Apps in the electrical trade	Operational handover	Human resources	Controlling	Health management
Permanent sections	Practical problems • Tomorrow's master craftsmen • Company news • Miscellaneous (product news, company publications, books + software) • Trade fairs/conventions/seminars • New standards • Interviews									



Issues	12/2023	13-14/2023	15-16/2023	17/2023	18/2023	19/2023	20/2023	21/2023	22/2023	23-24/2023
		Product Highlights Spring Trade Fairs			Technical Safety			Lighting		
Publication date	June 16, 2023	July 14, 2023	Aug. 16, 2023	Sep. 4, 2023	Sep. 15, 2023	Oct. 4, 2023	Oct. 18, 2023	Nov. 2, 2023	Nov. 17, 2023	Dec. 15, 2023
Advertising deadline	May 17, 2023	June 19, 2023	July 20, 2023	Aug. 8, 2023	Aug. 21, 2023	Sep. 7, 2023	Sep. 21, 2023	Oct. 6, 2023	Oct. 20, 2023	Nov. 20, 2023
Editorial deadline	May 8, 2023	June 7, 2023	July 11, 2023	July 28, 2023	Aug. 9, 2023	Aug. 29, 2023	Sep. 12, 2023	Sep. 26, 2023	Oct. 11, 2023	Nov. 9, 2023
Trade fairs	June 21-22, 2023 Feuertrutz, Nuremberg June 28-29, 2023 Sicherheitsexpo, Munich		Sep. 12-14, 2023 efa, Leipzig	Sep. 12-14, 2023 efa, Leipzig Sep. 12-15, 2023 Husumwind, Husum		Oct. 11-12, 2023 VDE/ABB Lightning protection conference, Aschaffenburg Oct. 17-19, 2023 eMove 360°, Munich	Oct. 24-27, 2023 A+A, Duesseldorf	Nov. 14-16, 2023 sps, Nuremberg		
Electrical systems • Electrical installation • Lighting technology • Renewable energy	Fire protection in electrical installation	Electro-mobility charging infrastructure	Main topic: Measuring and testing	Cabling, lines, and supporting systems	Electrical installation for electrical machinery	Main topic: Lightning and overvoltage protection	Electric mobility	Electrical installation in special-purpose buildings	Electrical installation in accordance with federal state building regulation	Electrical installation in special areas
Electrical systems	Climate technology	Main topic: Photovoltaics	Retrofitting of heat pumps	PV storage	Lighting solutions for retrofitting purposes	Sector integration	Main topic: Heat pumps	Controlled living space ventilation	Lighting controls	Electrical direct heating
Information and system technology • Building automation • Security technology • Network technology	Wireless solutions for retrofitting purposes	Building Information Modeling (BIM)	Sustainable operation of buildings	Main topic: Energy and load management	Platforms for digital building technology	Smart living with KNX	Generationally fair living	IP-based building technology	Main topic: Smart buildings	Building management solutions
Information and system technology	Main topic: Smart Security	SAT systems	Intruder alarms	WLAN and wireless	Main topic: Security technology	Head-end technology	Biometrics & data protection	IT and cybersecurity	Emergency call and alerting system	Main topic: Wireless connection technology
Management	Partnerships	Pricing	Commercial software	Customer service	Financing/banks	Employer brand	Personal Protective Equipment (PPE)	Main topic: Commercial vehicles	Tools	Online marketing
Permanent sections	Practical problems • Tomorrow's master craftsmen • Company news • Miscellaneous (product news, company publications, books + software) • Trade fairs/conventions/seminars • New standards • Interviews									

Advertising and Editorial Dept.: Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: www.elektro.net

Special issues	Renewable Energies (11a)	Technical Safety (18a)	Lighting (21a)
Date of publication	June 5, 2023	September 15, 2023	November 2, 2023
Deadline for ads	May 8, 2023	August 21, 2023	October 6, 2023
Editorial deadline	April 26, 2023	August 9, 2023	September 26, 2023
published with de	11/2023	18/2023	21/2023
Trade fairs	June 14-16, 2023 The smarter E, Munich		
Topics	Inverters Modules Storage systems Internal consumption Energy management Planning software Lightning and overvoltage protection Heat pumps Electric mobility Preview: Innovations at The Smarter E	Alarm systems and intruder alarms Fire alarms Smoke detectors Access control and door communication Video surveillance Fire protection Lightning and overvoltage protection Safe building automation Emergency and safety lighting Explosion protection	LED and OLED Emergency and safety lighting Energy-efficient lighting Lighting control systems Motion and presence detectors Office lighting Industrial lighting Lighting design/planning software Use of daylight

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Brief overview

In 2023 we will be offering you various special issues for **de – das elektrohandwerk**:



Special issue “Renewable Energies”

The “Renewable Energies” special edition covers all aspects of photovoltaics with practical tips for the electrical trade – from beginners to professionals. For example, we report on PV systems and PV storage as well as private consumption solutions, e.g. in combination with heat pumps or electromobility controlled via energy management solutions.



Special issue “Technical Safety”

Security is multi-faceted. People (e.g. burglars), technical malfunctions (e.g. short circuits) or natural phenomena (e.g. lightning) all pose threats. Buildings and technical equipment have to be protected accordingly. Technical systems and services that were designed and installed by electricians offer this protection. Our special edition provides an overview of these many-faceted issues.



Special issue “Lighting”

Thanks to the remarkable success of LED, energy efficiency is becoming increasingly important in the lighting sector. The potential for saving is clear: In functional buildings, artificial lighting accounts for almost 40% of power consumed. A key requirement for making significant reductions in energy requirements here is the interconnection of lighting and the building automation system. Specialist firms from the electrical planning/electrical installation segment and system integrators are clear choices for such tasks. Our special issue on energy-efficient lighting with LED provides this target group with the necessary tools.

Special feature:

The special magazines are exclusively sent to the **paid circulation of de = 38,949 copies** and not to the full circulation. (**de – das elektrohandwerk** is IVW certified, see page 11)

Magazine format: DIN A4 (210 mm wide, 297 mm high)
Type area: 178 mm wide, 257 mm high
Number of columns: 4 columns / 3 columns
Column width: 41 mm / 56 mm

Advertising prices (Prices do not include the statutory value added tax.):

Format	Width x height (in mm)	Base price b/w in €	Price 4c in €
1/1 page	178 x 257	4,335.–	5,790.–
1/2 page	86 x 257 / 178 x 126	2,180.–	3,050.–
1/3 page	56 x 257 / 178 x 83	1,470.–	2,025.–
1/4 page	41 x 257 / 86 x 126 / 178 x 62	1,105.–	1,660.–
1/8 page	41 x 126 / 86 x 62 / 178 x 29	580.–	895.–

Color surcharge from Euroscale in € (not discountable):

Colors	1/1 page	1/2 page	1/3 and 1/4 page	1/8 page and smaller
2c	485.–	290.–	185.–	105.–
4c	1,455.–	870.–	555.–	315.–

Title page (210 mm w x 177 mm h plus 3 mm trim):

Total price 4c

€ 6,335.–

Inside front cover and outside back cover:

4c

€ 6,410.–

Format surcharges (not discountable):

Advertisements across gutter:

10 % on basic rate

Bleed advertisements:

10 % on basic rate

Island ads (surrounded by text on all sides):

40 % on basic rate

Discounts (for purchase within one insertion year):

The **de** framework discount applies to accounts

Frequency discount:

2-time publication	5.0 %
3-time publication	7.5 %
4-time publication	10.0 %

Quantity discount:

2 pages	5.0 %
3 pages	10.0 %
4 pages	15.0 %

Bound inserts, loose inserts and other advertising material upon request

elektro.net

- 1 Web address (URL):** www.elektro.net
- 2 Profile in brief:**
elektro.net is the online portal for the trade journal de. The online site gives users the ability to access the archive and research all content from 1999 to the present. In addition, www.elektro.net everyday up-to-date offers a wealth of other specialist information that goes beyond the printed version, as well as software downloads, a discussion forum, etc. The information on offer is continually expanded.
- 3 Target group:**
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.
- 4 Publishing house:** Hühthig GmbH
- 5 Editorial Contact:** Michael Wanner
Editor online
Phone: +49 89 2183-8984
michael.wanner@huethig.de
- 6 Contact for Online Advertising:** Bettina Landwehr
Head of Sales
Phone: +49 89 2183-8988
bettina.landwehr@huethig.de

- 7 Data delivery:** Angelika Scheffler
Phone: +49 (0) 6221 489-392
enet-dispo@huethig.de
- 8 Delivery deadline:** minimum 10 business days prior to publication
- 9 External ad server used:** Google Ad Manager from Google

Facts:

Traffic

- visits / month: 128,688¹
- page impressions / month: 209,555¹ (current IVW figures available at www.ivw.de)
- 17,367 newsletter subscribers²

Content

- technical articles
- product reports
- news
- editorials
- archive
- practical problems
- videos

Channels

- practical problems
- electrical installation
- building services
- photovoltaics
- information technology
- business management
- test preparation

elektro.net
is IVW certified

¹ Source: IVW, 5/2022 ² Source: Hühthig, 7/2022

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Sponsored posts

A sponsored post is a sponsored piece of advertising on **elektro.net** that takes the form of a marked news article. It flows through the entire **elektro.net** news stream on the homepage and on a channel chosen by the client, where it is archived for at least a year. Content can be freely designed in terms of its text and image elements. Sponsored posts are also placed as the third article on the **elektro.net** homepage for a week, where they are highlighted in gray. The following channels are available to choose from: Electrical Installation, Building Technology, Energy+Efficiency, Management, Training, Safety+Communications, Light+Energy

The frequency of this form of advertising is very limited, as no more than one sponsored post is published every week.

Format: HTML content page, content supplied as a Word document.
Maximum five images as png or jpg files.

Price: € 3,045.–

You need to provide us with the following:

- A powerful keyword
- A strong headline
- Teasers (two short sentences that arouse reader interest)
- Text, including links (recommendation: no more than two DIN A4 pages)
- A maximum of five images (jpg, png)



1 Rates and Advertising Formats

Advertising format website	Format	Bookable channels	Price in €
Fireplace ad	Leaderboard: 980 x 90 pixels + Skyscraper (left + right): 120 x 900 pixels	total rotation	8,695,-/month
Billboard ad	800 x 250 pixels	total rotation	8,145,-/month
Superbanner (= Big-size banner)	728 x 90 pixels	total rotation	2,785,-/month
Full-size banner	468 x 60 pixels	total rotation	1,415,-/month
Half-size banner	234 x 60 pixels	total rotation	1,055,-/month
Wide Skyscraper	160 x 600 pixels	total rotation	3,060,-/month
Skyscraper	120 x 600 pixels	total rotation	2,785,-/month
Sticky-Sidebar	200 x 600 pixels	total rotation	2,960,-/month
Content ad	300 x 250 pixels	total rotation	3,120,-/month
Rectangle	300 x 250 pixels	total rotation	2,915,-/month
Halfpage ad	300 x 600 pixels	total rotation	3,175,-/month
Wallpaper	728 x 90 and max. 120 x 900 pixels	total rotation	4,235,-/month
Partner site button	300 x 120 pixels	total rotation	1,740,-/month
Sponsoring button	870 x 30 pixels	total rotation	3,705,-/month
Combination: Video + Content ad	Youtube, Vimeo, Video (mp4, flv) + 300 x 250 pixels		7,415.00 /year + 2,635.00 /month (optionally available extra monthly)
Microsite /Specials	text, image, as agreed	Link in main navigation + sidebar	1,230.00/month
Company video /Specials	620 x 350 pixels	Link in the video channel	7,415.00 /year
Sponsored Post	text + max. 5 images	1 week integration on homepage + archiving for at least 1 year	3,045.00

Advertising Whitepaper	Format	Bookable channels	Price in €
Whitepaper	as agreed	Whitepaper, sidebar	3,450.00 / month

Advertising format job vacancy ad	Components	Further information	Price in €
Job vacancy "Basic"	text, company logo	see page 27	750.- / month
Job vacancy "Plus"	Text, Firmenlogo, Banner	see page 27	940.- / month
Job vacancy "Premium"	Text, Firmenlogo, Banner, Video	see page 27	1,120.- / month

Advertising format business directory	Further information	Price in €
Company entry standard	business directory, see page 26	free of charge
Company entry plus	business directory, see page 26	465.00 / year
Company entry premium	business directory, see page 26	695.00 / year

Types of advertising content marketing packages

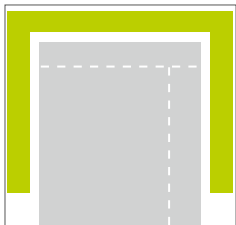
We are offering content marketing packages from as little as € 4,980.--. Please contact us about this type of advertising: bettina.landwehr@huethig.de
 We will gladly put together an effective package that is tailored to your needs.

Advertising format newsletter	Format	Price in €
Newsletter / Sponsoring ad	650 x 60 pixels	990.00 / issue
Newsletter / Content ad	650 x 150 pixels	955.00 / issue
Newsletter / Text ad	image: 190 x 100 pixels, text: 330 characters	955.00 / issue
Newsletter / Rectangle	300 x 250 pixels	990.00 / issue
Standalone newsletter	HTML (inline CSS), format (width): 660 pixels or text, image (jpg, png) and links	7,080.00 / issue

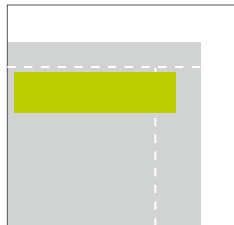
All prices in Euros exclusive of applicable VAT.

1 Banner formats

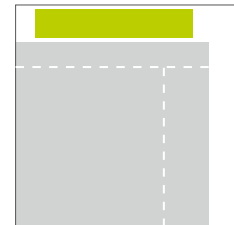
You can book a large variety of different banner formats on elektro.net. Whether an animated gif or an HTML5 banner, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of two additional advertising partners in this placement. Your campaign will be billed at the monthly fixed-price rate. The minimum booking period is four weeks.



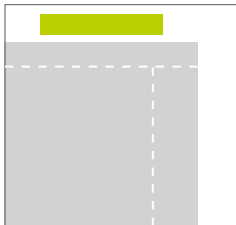
Fireplace ad
Format: 980 x 90 pixels
(Leaderboard) and
160 x 600 pixels (Skyscraper,
left and right)
Price/month: € 8,695.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



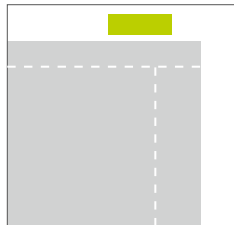
Billboard ad
Format: 800 x 250 pixels
Price/month: € 8,145.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



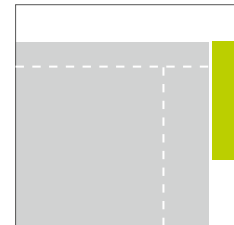
Superbanner
Format: 728 x 90 pixels
Price/month: € 2,785.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



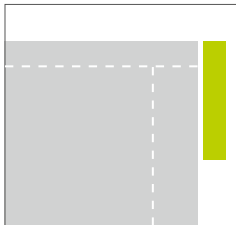
Full-size banner
Format: 468 x 60 pixels
Price/month: € 1,415.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



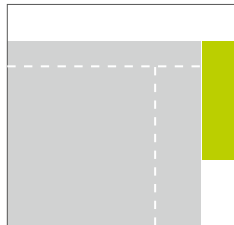
Half-size banner
Format: 234 x 60 pixels
Price/month: € 1,055.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



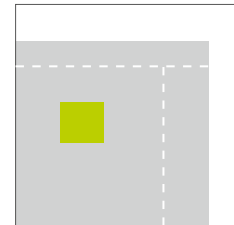
Wide Skyscraper
Format: 160 x 600 pixels
Price/month: € 3,060.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



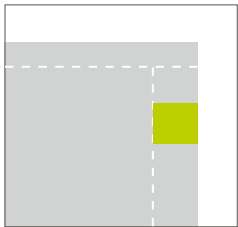
Skyscraper
Format: 120 x 600 pixels
Price/month: € 2,785.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



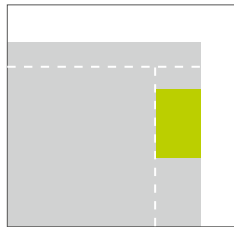
Sticky-Sidebar
Format: 200 x 600 pixels
Price/month: € 2,960.–
File type: HTML5/redirect-code
File size: max. 150 Kb



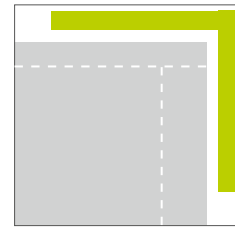
Content ad
Format: 300 x 250 pixels
Price/month: € 3,120.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



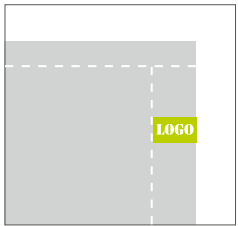
Rectangle
 Format: 300 x 250 pixels
 Price/month: € 2,915.–
 File type: jpg, gif, png, HTML5
 File size: max. 150 Kb



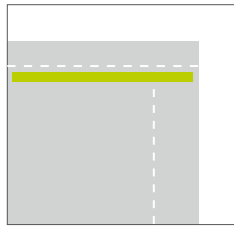
Halfpage ad
 Format: 300 x 600 pixels
 Price/month: € 3,175.–
 File type: jpg, gif, png, HTML5
 File size: max. 150 Kb



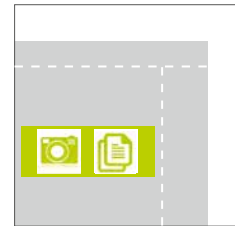
Wallpaper
 Format: 728 x 90 pixels and
 max. 160 x 900 pixels
 Price/month: € 4,235.–
 File type: jpg, gif, png, HTML5
 File size: max. 150 Kb



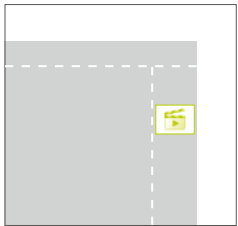
Partner site button
 Format: 300 x 120 pixels
 Price/month: € 1,740.–
 File type: jpg, gif, png, HTML5
 File size: max. 150 Kb



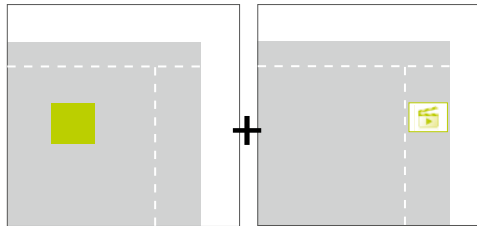
Sponsoring button
 Format: 870 x 30 pixels
 Price/month: € 3,705.–
 File type: jpg, gif, png, HTML5
 File size: max. 150 Kb



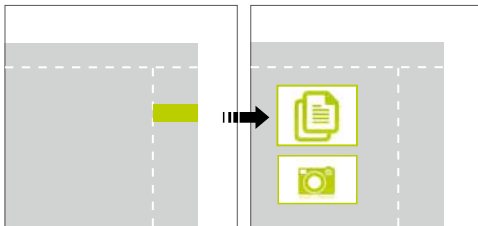
Sponsored Post
 Format: HTML content page,
 supply of content as Word
 doc., max. 5 images as png or
 jpg. Appears in third position
 of the news on the homepage
 after which archiving on the
 page for at least 1 year
 Price: € 3,045.–



Company video / Specials
 Format: 620 x 350 pixels
 Price per video / run-time
 12 months: € 7,415.–
 File type: MP4, max. 5
 minutes, Youtube, Vimeo



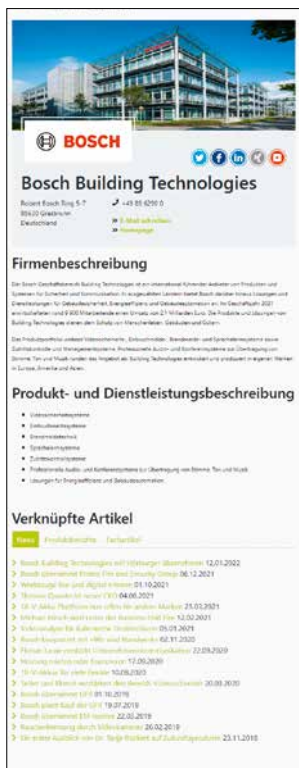
Combination: Video + Content ad
 Format video: mp4
 Format content ad: 300 x 250 pixels
 Price video: € 7,415.–/year
 Price content ad: € 2,635.–/month
 (optionally available extra monthly)



Microsite / Specials
 Content: Text, video, link, document (optional)
 Price/month: € 1,230.–
 The microsite is promoted via a logo (150 x 150 pixels) and
 text (max. 50 characters) in the sidebar in overall rotation.

All prices in Euros exclusive of applicable VAT.

Advertising and Editorial Dept.: Hühig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: www.elektro.net



Business Directory

Also take advantages of online placements: Showcase your business with a company entry seen by your industry. An entry in our business directory ensures a constant presence when your customers are conducting research. All company entries can be updated and amended by you at any time.

Plus package: € 465.–*

Create your company profile and also manage your product portfolio, product groups and social media channels. Optionally with logo, profile picture, link to your website, online statistics and more.

Premium package: € 695.–*

In addition to your company profile and your product portfolio, you can also add image galleries, corporate videos or a company portrait or create links to sales offices and branches.

*Duration: 1 year

	Standard	Plus	Premium
Your company profile is displayed as a relevant search result	✓	✓	✓
E-mail contact	✓	✓	✓
Address information	✓	✓	✓
Manage your product portfolio, product groups and social media channels		✓	✓
Phone and fax numbers		✓	✓
Link to your website		✓	✓
Company logo		✓	✓
Profile picture		✓	✓
Online statistics		✓	✓
Highlighted among search results		✓	✓
Image gallery			✓
Company portrait			✓
Link to sales offices or branches			✓
Additional information as file			✓
Integrate company videos			✓
Price for an entire year	free	€ 465.–	€ 695.–

All prices in Euros exclusive of applicable VAT.

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Job market

The elektro.net job market gives you the opportunity to find first-class technical and executive personnel.

Price/month:

Job vacancy ad “Basic” € 750.–

Job vacancy ad “Plus” € 940.–

Job vacancy ad “Premium” € 1,120.–

Delivery deadline:

5 business days prior to publication

What we need from you:

- Company logo as gif, tif or jpg
- Brief statement of where the logo should be placed
- Advertising text as doc, rtf or pdf
- Complete address for the applicants, possibly e-mail or web address

Facts – Advertisement content

- Company logo
- Job description
- Contact
- Link to website

	Basic	Plus	Premium
Duration	30 days	30 days	60 days
Your ad will appear in the editorial newsletter	✓	✓	✓
Personal point of contact	✓	✓	✓
Updated ads every 15 days	✓	✓	✓
Social media boost		✓	✓
CI-banner in the ad		✓	✓
Top jobs placement (highlighted)			✓
Integration of the corporate video			✓
Price for an entire year	€ 750.–	€ 940.–	€ 1,120.–

Optional: Extension of the subscription by 30 days

10% combo discount on a print ad in the job openings section of the trade journal de – das elektrohandwerk

All prices in Euros exclusive of applicable VAT.

Advertising and Editorial Dept.: Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Fax +49 89 2183-8989, Internet: www.elektro.net

- 1 Name:** elektro.net-Newsletter
- 2 Profile in brief:**
Each Tuesday our newsletter is sent to over 17,367² subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.
- 3 Target group:**
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.
- 4 Frequency:** weekly (on Tuesdays) and special newsletters to the relevant trade fairs
- 5 Editorial Contact:**
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- 8 Delivery deadline:** 10 business days prior to publication
- 9 Dispatch dates:**

Jan. 10, 2023	Mar. 14, 2023	May 16, 2023	July 18, 2023	Sept. 19, 2023	Nov. 21, 2023
Jan. 17, 2023	Mar. 21, 2023	May 23, 2023	July 25, 2023	Sept. 26, 2023	Nov. 28, 2023
Jan. 24, 2023	Mar. 28, 2023	May 30, 2023	Aug. 1, 2023	Oct. 4, 2023	Dec. 5, 2023
Jan. 31, 2023	Apr. 4, 2023	June 6, 2023	Aug. 8, 2023	Oct. 10, 2023	Dec. 12, 2023
Feb. 7, 2023	Apr. 11, 2023	June 13, 2023	Aug. 16, 2023	Oct. 17, 2023	Dec. 19, 2023
Feb. 14, 2023	Apr. 18, 2023	June 20, 2023	Aug. 22, 2023	Oct. 24, 2023	
Feb. 21, 2023	Apr. 25, 2023	June 27, 2023	Aug. 29, 2023	Oct. 31, 2023	
Feb. 28, 2023	May 2, 2023	July 4, 2023	Sept. 5, 2023	Nov. 7, 2023	
Mar. 07, 2023	May 5, 2023	July 11, 2023	Sept. 12, 2023	Nov. 14, 2023	



Sponsoring ad
Format: 650 x 60 pixels
Price/issue: € 990.–
File type: gif², jpg, png

Rectangle
Format: 300 x 250 pixels
Price/issue: € 990.–
File type: gif², jpg, png

Text ad (image + text)
Image: 190 x 100 pixels
Text: max. 330 characters
Price/issue: € 955.–
File type: gif², jpg, png

Content ad
Format: 650 x 150 pixels
Price/issue: € 955.–
File type: gif², jpg, png

¹ publisher's claim, July 2022

² Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros exclusive of applicable VAT.

The dates in **bold** indicate special trade fair or single-topic newsletters (see page 30).

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Standalone Newsletter

You have the option to send a standalone newsletter to all registered subscribers. The newsletter will be sent in the name of your company and will contain 100% customer content. The standalone newsletter can link to more detailed information on your company website or to integrated customer content within elektro.net.

Publication:

The frequency of the standalone newsletter is strictly limited. Detailed information available on request.

Format:

660 pixels

File type: HTML (inline CSS) or as text and image (jpg, png) separately

Number of characters: +/- 3,000


Number of graphics: max. 5

Number of links: max. 5

Publishing details with CEO

Price: € 7,080.– / issue

All prices in Euros exclusive of applicable VAT.



The advertisement features the Schneider Electric logo at the top left. The main headline reads "Schaltanlagenbau wird mit Schneider Electric digital". Below this is a photograph of a woman in a green uniform working on a switchgear cabinet, with a green digital overlay line indicating a digital process. The text below the photo discusses the benefits of digitalization in switchgear construction, mentioning Smart Panels and the advantages of digital switchgear over traditional paper-based methods. It lists benefits such as higher flexibility, acceleration of work processes, gapless data transfer, and networking of software tools. At the bottom, there is a small image of a man looking at a control panel.

Life is On | Schneider Electric

Schaltanlagenbau wird mit Schneider Electric digital

Lassen Sie den lästigen Papierkram hinter sich und schalten Sie auf den digitalen Schaltanlagenbau um. Das sorgt nicht nur für effizientere und schnellere Prozesse, gut für die Umwelt ist es auch noch.

Benefits der Digitalisierung im Schaltanlagenbau

In Fabrikhallen und hinter Gebäudefassaden werden die vielfältigen Möglichkeiten digitaler Schaltanlagen schon seit längerer Zeit geschätzt. Denn bestückt mit intelligenten Technologien sowie vernetzten and IoT-fähigen Komponenten, zählen sie sich in puncto Verfügbarkeit, Zuverlässigkeit, Energieeffizienz, Nachhaltigkeit und Zukunftssicherheit enorm aus.

Zudem sind innovative Schaltanlagen wie etwa die Smart Panels von Schneider Electric als wichtiger Bestandteil einer modernen, stabilen Energieverteilung unverzichtbar. Und nicht zuletzt durch die in Einklang mit der Digitalisierung in schnellen Schritten fortschreitende Elektrifizierung verzeichnen sie einen enormen Bedeutungs- und entsprechenden Nachfrageschub.

Es eröffnen sich zunehmend mehr Möglichkeiten, die Prozesse zu optimieren und die Kundenanforderungen zu bedienen. Daraus ergeben sich folgende Benefits:

- Höhere Flexibilität
- Beschleunigung von Arbeitsprozessen
- Lückenlose Datenübertragung
- Vernetzung verschiedener Software-Tools

Was bedeutet Digitalisierung im Schaltschrankbau?

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The de Topical Newsletters 2023

In addition to the popular mixed-topic newsletters, we will also send out multiple **single-issue newsletters annually that cover particularly exciting topics**. These newsletters are sent to the same distribution list as the mixed-topic editions, i.e. to more than **17,000 recipients!** They exclusively deal with a single topic and therefore provide readers with **compact and in-depth information**. Use this editorial environment to attract attention.

Electric mobility

Car manufacturers are increasingly adjusting their strategies with an eye toward electromobility. The increasing number of electric cars requires a parallel expansion of a comprehensive charging infrastructure including load management.

Distribution date: March 14, 2023

Ad submission deadline: February 27, 2023

Smart Building

Over the life cycle of a multi-purpose building, energy consumption constitutes by far the biggest cost factor. Modern automation solutions offer an opportunity to increase efficiency and therefore significantly reduce operating costs.

Distribution date: May 2, 2023

Ad submission deadline: April 17, 2023

Renewable energy

In order to achieve the ambitious climate goals of the German government, an increased utilisation of renewable energies in the building sector is a must. This includes PV systems and PV storage systems or heat pumps.

Distribution date: May 30, 2023

Ad submission deadline: May 12, 2023

Security technology

Security in residential and commercial properties is becoming an increasingly important issue. The corresponding systems offer protection from theft, robberies and/or fire. These feature varying degrees of complexity and options for expansion.

Distribution date: June 20, 2023

Ad submission deadline: June 5, 2023

Measurement and testing technology

Initial tests and retests are part of the routine of any electronics business. The right measuring equipment – consisting of hardware and software – can simplify and speed up the underlying testing processes.

Distribution date: August 8, 2023

Ad submission deadline: July 25, 2023

Smart home

Security, convenience and energy efficiency – these are the three aspects that characterise the dynamic development when it comes to smart homes. While wired solutions are primarily used in new buildings, wireless and electrical circuit-based systems dominate the modernisation market.

Distribution date: September 26, 2023

Ad submission deadline: September 11, 2023

Digital/energy-efficient lighting

LED lights allow lighting to go digital, which makes it easier to control. This allows innovative applications like human centric lighting or the implementation of energy-efficient solutions.

Distribution date: October 17, 2023

Ad submission deadline: October 2, 2023

Advertising placements and prices are the same as those for multi-topic newsletters (See page 28)

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