

# MEDIA KIT 2024



## PRINT + ONLINE

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

- 1 Title:** de – das elektrohandwerk
- 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.
- 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 Publication:** twice per month (4 double issues in January, July, August and December)
- 5 Magazine format:** DIN A4 (width 210 mm, height 297 mm)
- 6 Volume/Year:** Volume 99/2024
- 7 Price:**
- |                     |   |          |
|---------------------|---|----------|
| Annual subscription | domestic (incl. shipping charges and VAT) | € 152.00 |
|                     | foreign (incl. shipping charges and VAT)  | € 177.00 |
|                     | single copy price                         |          |
|                     | (incl. VAT, plus shipping charges)        | € 10.00  |
|                     | online copy                               | € 118.00 |
- 8 Organ:** Central Association of the German Electrical and IT Trades (ZVEH) and the affiliated national guild associations.
- 9 Memberships:** Media Database of the German Association of Trade Journals
- 10 Publishing house:** Hühlig GmbH  
Managing Director: Christian Zaiser  
Chief Sales & Marketing Officer: Bettina Landwehr  
Chief Content Officer: Andreas Stöcklhuber
- Address Publisher: Im Weiher 10, D-69121 Heidelberg

- Address Advertising/  
Editorial Dept.: Hultschiner Straße 8, D-81677 München  
Phone: +49 89 2183-8988  
Internet: www.elektro.net  
E-mail: kontakt@elektro.net
- 11 Publisher:** –
- 12 Advertising:** Bettina Landwehr (Head of Sales),  
Jessica Kunz (Assistant Sales + Disposition)  
Svenja Anwand (Assistant Sales)
- 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.
- 14 Volume analysis** 2022 = 20 issues
- |                             |             |   |          |
|-----------------------------|-------------|---|----------|
| <b>Total volume:</b>        | 1,465 pages | = | 100.00 % |
| <b>Editorial section:</b>   | 1,210 pages | = | 82.59 %  |
| <b>Advertising section:</b> | 255 pages   | = | 17.41 %  |
| <b>Supplements:</b>         | 21          |   |          |
- 15 Analysis of editorial content** 2022 = 1,210 pages
- By topic area:**
- |   |                    |          |                 |
|---|--------------------|----------|-----------------|
| Practical problems                              | 170 pages          | =        | 14.04 %         |
| Electrical installation                         | 296 pages          | =        | 24.46 %         |
| Information and system technology               | 320 pages          | =        | 26.45 %         |
| Business management                             | 151 pages          | =        | 12.48 %         |
| Master of tomorrow                              | 140 pages          | =        | 11.57 %         |
| Other content (editorials, standards, services) | 133 pages          | =        | 10.99 %         |
|   | <b>1,210 pages</b> | <b>=</b> | <b>100.00 %</b> |

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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		8,375.00	9,450.00	11,600.00
Junior page		5,450.00	6,095.00	7,385.00
1/2 page		4,375.00	5,020.00	6,310.00
1/3 page		2,950.00	3,360.00	4,180.00
1/4 page		2,225.00	2,635.00	3,455.00
1/8 page		1,130.00	1,380.00	1,880.00

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) = **17,795 pieces** of e-paper circulation per issue.

### Cover:

210 x 177 mm

plus 3 mm trim at bottom and at right 4c € 12,515.00

**Inside front cover, outside back cover:** 4c € 12,210.00

### b/w millimeter price for recommendation advertisements:

minimum height 30 mm

1-column in 3-column text width 56 mm € 14.85

## 2 Surcharges (not discountable):

### Color:

		Bleed	2-color	4-color
1/1 page	€	837.50	1,075.00	3,225.00
Junior Page	€	545.00	645.00	1,935.00
1/2 page	€	437.50	645.00	1,935.00
1/3 page	€	295.00	410.00	1,230.00
1/4 page	€	222.50	410.00	1,230.00
1/8 page	€	113.00	250.00	750.00
Inside front cover, outside back cover	€	898.50	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)	€	10.40
Job vacancies 2c per mm (2-column, 86 mm wide)	€	13.75
Job vacancies 4c per mm (2-column, 86 mm wide)	€	20.50
Positions wanted per mm (2-column, 86 mm wide)	€	5.25
Wanted/for sale, other per mm (2-column, 86 mm wide)	€	10.50
Box number fee (including postage for delivery)	€	18.00
Job advertisements online (see page 23)	€	from 805.00
Litho costs lump sum	€	35.00

#### 5 Special advertising:

##### Industry directory (not discountable):

1-column = 56 mm, minimum height: 20 mm	€	6.70
millimeter price b/w	€	16.60
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 € 265.–  
(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** € 2,650.–  
(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

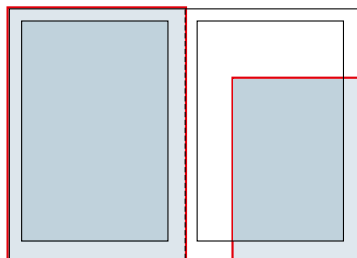
#### 7 Terms of payment:

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

#### Bank details:

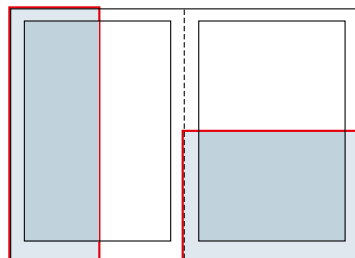
HypoVereinsbank  
Account: 157 644 60  
Bank code: 700 202 70  
IBAN: DE66 7002 0270 0015 7644 60  
BIC: HYVEDEMMXXX

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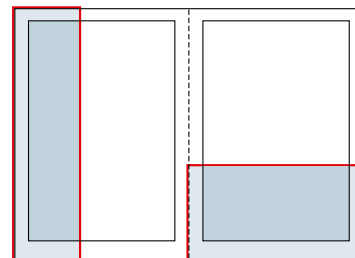
**1/1 page**  
178 x 257 mm  
bleed  
216 x 303 mm\*

**Junior page**  
126 x 178 mm  
bleed  
148 x 206 mm\*



**1/2 page vertical**  
86 x 257 mm  
bleed  
108 x 303 mm\*

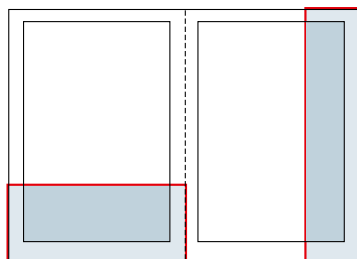
**1/2 page horizontal**  
178 x 126 mm  
bleed  
216 x 152 mm\*



**1/3 page vertical**  
56 x 257 mm  
bleed  
78 x 303 mm\*

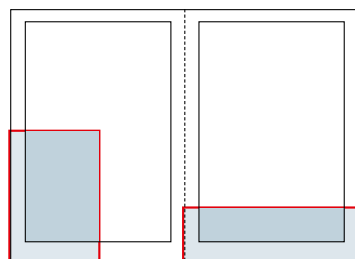
**1/3 page horizontal**  
178 x 83 mm  
bleed  
216 x 108 mm\*

Type area formats  
 Bleed formats  
**\* Bleed formats incl. 3 mm bleed allowance on all sides**  
**Magazine format:**  
 DIN A4, width 210 mm, height 297 mm



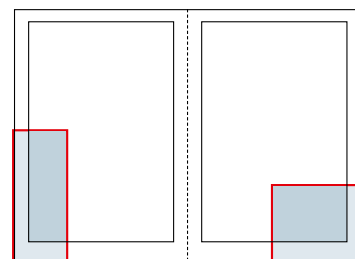
**1/4 page horizontal**  
178 x 62 mm  
bleed  
216 x 88 mm\*

**1/4 page vertical**  
41 x 257 mm  
bleed  
63 x 303 mm\*



**1/4 page block**  
86 x 126 mm  
bleed  
108 x 152 mm\*

**1/8 page horizontal**  
178 x 29 mm  
bleed:  
216 x 55 mm\*



**1/8 page vertical**  
41 x 126 mm  
bleed  
63 x 152 mm\*

**1/8 page block**  
86 x 62 mm  
bleed  
108 x 88 mm\*

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- |                                |  |
|--------------------------------|--|
| <b>1 Magazine format:</b>      | width 210 mm, height 297 mm, DIN A4  |
| <b>Type area:</b>              | width 178 mm, height 257 mm<br>number of columns: 4 columns / 3 columns<br>column width: 41 mm / 56 mm   |
| <b>2 Printing process:</b>     | rotary offset  |
| <b>Binding process:</b>        | adhesive binding   |
| <b>3 Data transfer:</b>        | enet-dispo@huethig.de  |
| <b>4 Data formats:</b>         | 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. |
| <b>5 Colors:</b>               | 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.  |
| <b>6 Proof specifications:</b> | 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.  |
| <b>7 Data archiving:</b>       | Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.  |
| <b>8 Warranty:</b>             | 1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.  |

- 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).
- 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.
- 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.
- 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.
- 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.
- 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.
- 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:** Jessica Kunz  
Im Weiher 10  
D-69121 Heidelberg  
Phone: +49 6221 489-425  
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.

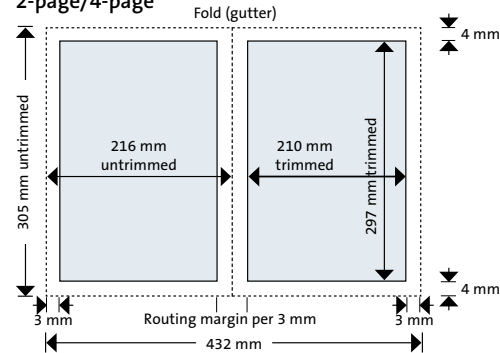
**Required delivered amount:** 36,500 copies, including overplus

**Delivery deadline:** 10 business days prior to publication

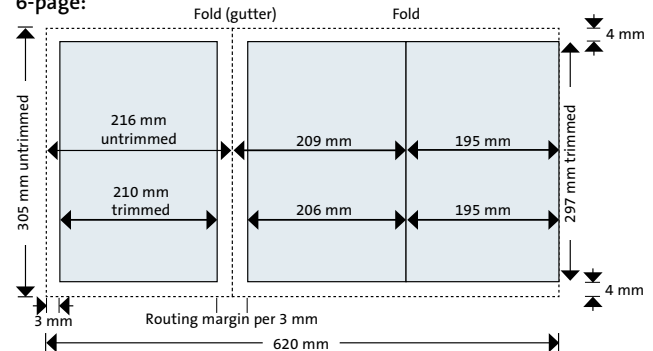
**Delivery address:** Westermann Druck GmbH  
Georg-Westermann-Allee 66  
D-38104 Braunschweig  
**Marked:** for de – Issue no. ..., Customer ...

## Trim schema for bound inserts:

### 2-page/4-page



### 6-page:



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## Light + Building Trade Fair News

- Circulation:** 40,000 copies
- Size:** approx. DIN A4
- Contents:** The Trade Fair News introduces the new products of exhibiting companies, publishes industry trends and offers helpful trade fair service tips.
- Distribution:** Together with the main issue of **de** 4/2024 to the full circulation + distribution at our trade fair booth, at the ZVEH booth and and, during the duration of the trade fair, in large hotels in Frankfurt.
- Publication date:** February 14, 2024
- Advertising deadline:** January 19, 2024



**The Trade Fair News can only be booked in combination with at least one trade fair issue of **de** – das elektrohandwerk**

Prices:	Format in the Trade Fair News	Price for b/w or 4c in €
	1/1 page	4,385.–
	Junior page	2,690.–
	1/2 page	2,385.–
	1/3 page	1,545.–
	1/4 page	1,300.–
	1/8 page	720.–
	Company portrait 1/1 page	4,385.–
	Cover page	5,240.–

### Special combo discount

- 1 Trade fair issue + Trade Fair News = 3% discount on the trade fair issue
- 2 Trade fair issues + Trade Fair News = 5% discount on the trade fair issue
- 3 Trade fair issues + Trade Fair News = 10% discount on the trade fair issue

The special combo discounts apply to the base price of the trade fair issues, but not the Trade Fair News.

### The **de** trade fair issues for

## light+building

de 4/2024	de 5/2024	de-SPECIAL Light + Building Product Highlights
Trade fair previews: initial innovations	Main trade fair issue: Innovations and information on the trade fair	Innovations and trends gathered at the trade fair and presented in a compact form for readers
Publication date: February 14, 2024	Publication date: February 28, 2024	Publication date: May 2, 2024
Advertising deadline: January 19, 2024	Advertising deadline: February 2, 2024	Advertising deadline: April 5, 2024

The Trade Fair News can be combined with these issues and thereby become eligible for the combo discount.



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## Special issue “de-SPECIAL Light + Building Product Highlights”

**Auflage:** de full circulation

**Size:** approx. DIN A4

**Distribution:** together with the main issue of de 9/2024

**Contents:** Many new products will once again be presented at Light + Building. Our special issue serves as a guide for readers, summarises essential new features, and explains the technological trends behind them. Amongst other things, there are follow-up reports relating to the following product segments: Electrical installation components, measuring and testing technology, lightning and surge protection, building automation (with Smart Home and safety technology, amongst others), lamps, lights, emergency and safety lighting, operating equipment.



The formats and advertising rates are identical to those in the standard de issue (see page 3)

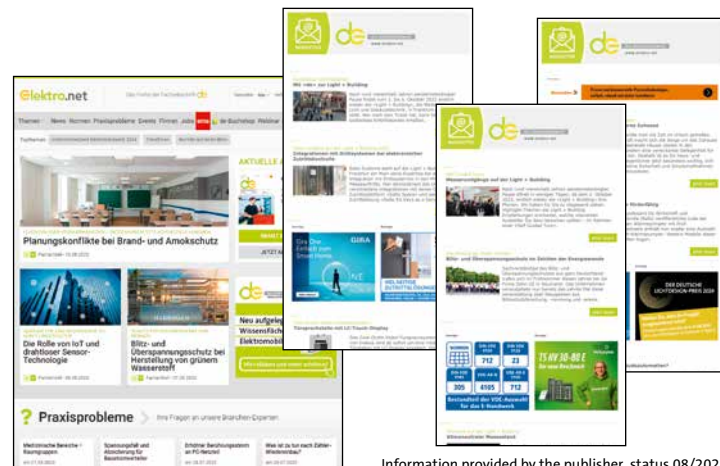
**Publication date:** May 2, 2024

**Advertising deadline:** April 5, 2024

This special issue is a standard trade fair edition, and can be combined with the trade fair guide.

## Online possibilities

- On our website, you have the opportunity to attract around **175,000 visits** and **300,000 page impressions** a month through various forms of advertising. Come along to trade fairs, explore intriguing new products, and present your own innovations. **We also voluntarily check the number of issues sold (IVW) online.** Current figures can be viewed at any time at <http://ausweisung.ivw-online.de> or [elektro.net](http://elektro.net). See page 22/23 for more information on the forms of advertising.
- For the Light + Building trade fair, 18,130 people will again receive **three special newsletters** in addition to the newsletters which are sent out every week throughout the year.  
Publication dates: February 22, 2024, February 27, 2024, February 29, 2024



Information provided by the publisher, status 08/2023

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## Official trade fair guide light+building 2024

### Data and facts

For Light + Building 2024, the official trade fair guide (formerly Lightguide) will be published again in cooperation between Messe Frankfurt and the Hühlig Media Group. The trade fair guide includes an alphabetical listing of exhibitors (complete with their booth number and hall level plans) the pocket-sized (10 x 21 cm) informative guide is a perfect trade fair companion that can be consulted often. The editorial part lists the important side events of the trade fair, which allows visitors to arrive in Frankfurt well informed.

### Distribution

The trade fair guide is enclosed with the full printed editions and the e-paper editions of our trade magazines HIGHLIGHT and de – das elektrohandwerk shortly before the event. The trade fair guide is also available at our trade fair booths during Light + Building. Order confirmation and invoicing will be handled by Messe Frankfurt Medien und Service GmbH. The terms and conditions for add-ons regarding media packages for events of Messe Frankfurt Exhibition GmbH and guest events apply (as of 7/2023).

### Advertising rates in the interior, 4c

1/1 page € 4,870.–  
1/2 page € 3,250.–

### Special placements, 4c:

Inside front cover, inside back cover € 5,390.–  
Outside back cover € 5,450.–

### Logo bookings:

Please book and upload directly via your exhibitor cover letter from Messe Frankfurt.

### Advertising deadline:

January 8, 2024

### Publication dates:

- As a supplement in de – das elektrohandwerk, issue 05/2024 February 28, 2024
- As a supplement in HIGHLIGHT, issue 01-02/2024 February 20, 2024
- At the trade fair on site at our booths March 3-8, 2024



Sample page from 2020

A-Z - HEU	C - OS
A&P 41 618	ADDFW Connective 41 891
ABB Power Systems 41 619	ADDFW Connective 41 892
ABB Power Systems 41 620	ADDFW Connective 41 893
ABB Power Systems 41 621	ADDFW Connective 41 894
ABB Power Systems 41 622	ADDFW Connective 41 895
ABB Power Systems 41 623	ADDFW Connective 41 896
ABB Power Systems 41 624	ADDFW Connective 41 897
ABB Power Systems 41 625	ADDFW Connective 41 898
ABB Power Systems 41 626	ADDFW Connective 41 899
ABB Power Systems 41 627	ADDFW Connective 41 900
ABB Power Systems 41 628	ADDFW Connective 41 901
ABB Power Systems 41 629	ADDFW Connective 41 902
ABB Power Systems 41 630	ADDFW Connective 41 903
ABB Power Systems 41 631	ADDFW Connective 41 904
ABB Power Systems 41 632	ADDFW Connective 41 905
ABB Power Systems 41 633	ADDFW Connective 41 906
ABB Power Systems 41 634	ADDFW Connective 41 907
ABB Power Systems 41 635	ADDFW Connective 41 908
ABB Power Systems 41 636	ADDFW Connective 41 909
ABB Power Systems 41 637	ADDFW Connective 41 910
ABB Power Systems 41 638	ADDFW Connective 41 911
ABB Power Systems 41 639	ADDFW Connective 41 912
ABB Power Systems 41 640	ADDFW Connective 41 913
ABB Power Systems 41 641	ADDFW Connective 41 914
ABB Power Systems 41 642	ADDFW Connective 41 915
ABB Power Systems 41 643	ADDFW Connective 41 916
ABB Power Systems 41 644	ADDFW Connective 41 917
ABB Power Systems 41 645	ADDFW Connective 41 918
ABB Power Systems 41 646	ADDFW Connective 41 919
ABB Power Systems 41 647	ADDFW Connective 41 920
ABB Power Systems 41 648	ADDFW Connective 41 921
ABB Power Systems 41 649	ADDFW Connective 41 922
ABB Power Systems 41 650	ADDFW Connective 41 923
ABB Power Systems 41 651	ADDFW Connective 41 924
ABB Power Systems 41 652	ADDFW Connective 41 925
ABB Power Systems 41 653	ADDFW Connective 41 926
ABB Power Systems 41 654	ADDFW Connective 41 927
ABB Power Systems 41 655	ADDFW Connective 41 928
ABB Power Systems 41 656	ADDFW Connective 41 929
ABB Power Systems 41 657	ADDFW Connective 41 930
ABB Power Systems 41 658	ADDFW Connective 41 931
ABB Power Systems 41 659	ADDFW Connective 41 932
ABB Power Systems 41 660	ADDFW Connective 41 933
ABB Power Systems 41 661	ADDFW Connective 41 934
ABB Power Systems 41 662	ADDFW Connective 41 935
ABB Power Systems 41 663	ADDFW Connective 41 936
ABB Power Systems 41 664	ADDFW Connective 41 937
ABB Power Systems 41 665	ADDFW Connective 41 938
ABB Power Systems 41 666	ADDFW Connective 41 939
ABB Power Systems 41 667	ADDFW Connective 41 940
ABB Power Systems 41 668	ADDFW Connective 41 941
ABB Power Systems 41 669	ADDFW Connective 41 942
ABB Power Systems 41 670	ADDFW Connective 41 943
ABB Power Systems 41 671	ADDFW Connective 41 944
ABB Power Systems 41 672	ADDFW Connective 41 945
ABB Power Systems 41 673	ADDFW Connective 41 946
ABB Power Systems 41 674	ADDFW Connective 41 947
ABB Power Systems 41 675	ADDFW Connective 41 948
ABB Power Systems 41 676	ADDFW Connective 41 949
ABB Power Systems 41 677	ADDFW Connective 41 950
ABB Power Systems 41 678	ADDFW Connective 41 951
ABB Power Systems 41 679	ADDFW Connective 41 952
ABB Power Systems 41 680	ADDFW Connective 41 953
ABB Power Systems 41 681	ADDFW Connective 41 954
ABB Power Systems 41 682	ADDFW Connective 41 955
ABB Power Systems 41 683	ADDFW Connective 41 956
ABB Power Systems 41 684	ADDFW Connective 41 957
ABB Power Systems 41 685	ADDFW Connective 41 958
ABB Power Systems 41 686	ADDFW Connective 41 959
ABB Power Systems 41 687	ADDFW Connective 41 960
ABB Power Systems 41 688	ADDFW Connective 41 961
ABB Power Systems 41 689	ADDFW Connective 41 962
ABB Power Systems 41 690	ADDFW Connective 41 963
ABB Power Systems 41 691	ADDFW Connective 41 964
ABB Power Systems 41 692	ADDFW Connective 41 965
ABB Power Systems 41 693	ADDFW Connective 41 966
ABB Power Systems 41 694	ADDFW Connective 41 967
ABB Power Systems 41 695	ADDFW Connective 41 968
ABB Power Systems 41 696	ADDFW Connective 41 969
ABB Power Systems 41 697	ADDFW Connective 41 970
ABB Power Systems 41 698	ADDFW Connective 41 971
ABB Power Systems 41 699	ADDFW Connective 41 972
ABB Power Systems 41 700	ADDFW Connective 41 973
ABB Power Systems 41 701	ADDFW Connective 41 974
ABB Power Systems 41 702	ADDFW Connective 41 975
ABB Power Systems 41 703	ADDFW Connective 41 976
ABB Power Systems 41 704	ADDFW Connective 41 977
ABB Power Systems 41 705	ADDFW Connective 41 978
ABB Power Systems 41 706	ADDFW Connective 41 979
ABB Power Systems 41 707	ADDFW Connective 41 980
ABB Power Systems 41 708	ADDFW Connective 41 981
ABB Power Systems 41 709	ADDFW Connective 41 982
ABB Power Systems 41 710	ADDFW Connective 41 983
ABB Power Systems 41 711	ADDFW Connective 41 984
ABB Power Systems 41 712	ADDFW Connective 41 985
ABB Power Systems 41 713	ADDFW Connective 41 986
ABB Power Systems 41 714	ADDFW Connective 41 987
ABB Power Systems 41 715	ADDFW Connective 41 988
ABB Power Systems 41 716	ADDFW Connective 41 989
ABB Power Systems 41 717	ADDFW Connective 41 990
ABB Power Systems 41 718	ADDFW Connective 41 991
ABB Power Systems 41 719	ADDFW Connective 41 992
ABB Power Systems 41 720	ADDFW Connective 41 993
ABB Power Systems 41 721	ADDFW Connective 41 994
ABB Power Systems 41 722	ADDFW Connective 41 995
ABB Power Systems 41 723	ADDFW Connective 41 996
ABB Power Systems 41 724	ADDFW Connective 41 997
ABB Power Systems 41 725	ADDFW Connective 41 998
ABB Power Systems 41 726	ADDFW Connective 41 999
ABB Power Systems 41 727	ADDFW Connective 41 1000

Print run:  
**46,600**  
Copies + 18,269\*  
distributed e-paper  
print run

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

## 1 Circulation monitoring:



## 2 Circulation analysis:

Average annual number of copies per issue  
(July 1, 2022 - June 30, 2023)

Print run:	36,400	including abroad:	including e-paper:
<b>Number of copies actually distributed:</b>	54,147	174	17,795
<b>Sold circulation:</b>	37,822	152	17,703
– subscribed copies:	15,609	148	702
including member copies:	4,507		82
– paid content access privileges through subscription:*	37,822		
– other sales:	22,210		17,001
– single copy sales:	3		
<b>Free copies:</b>	16,325		92
<b>Residual, specimen and archive copies</b>	48		

## 3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	Copies***
Germany	93.9	50,854
Abroad	0.3	174
Others**	5.8	3,119
<b>Number of copies actually distributed</b>	<b>100.0</b>	<b>54,147</b>

\* 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		
	%	Copies***	Print run
Baden-Wuerttemberg	16.8	9,068	6,078
Bavaria	22.6	12,198	8,176
Berlin, Brandenburg	5.2	2,817	1,889
Bremen, Hamburg, Schleswig-Holstein	4.3	2,310	1,548
Hesse	9.9	5,343	3,582
Mecklenburg-Western Pomerania	1.2	648	434
Lower Saxony	7.1	3,832	2,569
North Rhine-Westphalia	17.4	9,391	6,295
Rhineland-Palatinate	6.2	3,346	2,243
Saarland	1.4	756	506
Saxony, Saxony-Anhalt	5.9	3,184	2,134
Thuringia	2.0	1,080	724
<b>Copies actually distributed in Germany</b>	<b>100.0</b>	<b>53,973</b>	<b>36,178</b>

\*\*\* Print receivers with included e-paper

Breakdown of foreign circulation:	Percentage of copies actually distributed	
	%	Copies
Austria	46.3	81
Switzerland	15.1	26
Other countries	38.6	67
<b>Number of copies actually distributed</b>	<b>100.0</b>	<b>174</b>

## 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	70.5	38,174
71.1	Electrical planning; engineering offices	7.1	3,844
26.3 / 27 / 27.12 / 28 / 29.31 / 33.1	Processing trades	3.9	2,112
46.4 / 47	Wholesale business with electrical equipment and electrical-installation equipment; retail business with electrical household appliances and electrical products	6.2	3,357
35	Power generation	2.6	1,408
84.1	Public administration	3.0	1,624
85.42 / 85.32 / 94.99.1	Colleges, universities, and other institutions of higher learning; research; institutions of ongoing professional training	4.2	2,274
	Other*	2.5	1,354
<b>Number of copies actually distributed</b>		<b>100.0</b>	<b>54,147</b>

\* 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: 94,313

2.3 Total number of changing recipients: 71,162

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

– Paid circulation	37,822
of which: subscribed copies	15,609
individually sold copies	3
other sales	22,210
paid content access privileges*	37,822
– free copies	16,325
of which permanent free copies	1,121
alternating free copies	15,204
advertising copies*	48
Copies actually distributed	54,147
of which in Germany	53,973
abroad	174

### 3. Description of the analysis

#### 3.1 Population (examined share):

Copies actually distributed	54,147	= 100.0 %
*of which are not included in the analysis:		
– advertising copies	48	= 0.1 %
The analysis represents 99.9 % of the population (copies actually distributed)	54,099	= 99.9 %

3.2 Date of the dataset analysis: July 12, 2023

#### 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, 2022 - June 30, 2023

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	1-2/2024	3/2024	4/2024	5/2024	6/2024	7/2024	8/2024	9/2024	10/2024	11/2024
			Trade Fair News Light + Building	Trade Fair Guide Light + Building				Light + Building Product Highlights		
Publication date	Jan. 12, 2024	Feb. 2, 2024	Feb. 14, 2024	Feb. 28, 2024	Mar. 15, 2024	Apr. 2, 2024	Apr. 16, 2024	May 2, 2024	May 17, 2024	June 4, 2024
Advertising deadline	Dec. 13, 2023	Jan. 8, 2024	Jan. 19, 2024	Feb. 2, 2024	Feb. 19, 2024	Mar. 5, 2024	Mar. 19, 2024	Apr. 5, 2024	Apr. 18, 2024	May 6, 2024
Editorial deadline	Dec. 4, 2023	Dec. 27, 2023	Jan. 10, 2024	Jan. 24, 2024	Feb. 8, 2024	Feb. 23, 2024	Mar. 8, 2024	Mar. 25, 2024	Apr. 9, 2024	Apr. 24, 2024
Trade fairs	Jan. 23-25, 2024 Expert training for electronics, Rostock		Feb. 19-23, 2024 R+T, Stuttgart Feb. 27-29, 2024 PV Symposium, Bad Staffelstein Mar. 3-8, 2024 Light+Building, Frankfurt	Feb. 28 - Mar. 3, 2024 IHM, Munich Mar. 3-8, 2024 Light+Building, Frankfurt	Mar. 19-22, 2024 SHK, Essen		Apr. 22-26, 2024 HMI, Hanover Apr. 23-26, 2024 IFH/Intherm, Nuremberg	May 14-16, 2024 Anga Com, Cologne	May 22-24, 2024 ZVEH annual meeting, Goslar	
Electrical systems • Electrical installation • Lighting technology • Renewable energy	Fire protection in electrical installation	Electrical installation for electrical machinery	Main topic: Electrical installation for special areas	Electrical installation in accordance with federal state building regulation	Electrical installation in the industrial sector	Main topic: Building connections, distribution boards and meter mounting boards	Electrical installation in special areas	Main topic: Measuring and testing	Electrical installation in special-purpose buildings	Installation and laying systems
Electrical systems	Electrical water heating	Restoration of lighting systems	Controlled living space ventilation	Air/air heat pumps	Energy management	Charging management for electro-mobility	Planning software	Emergency and safety lighting	Main topic: Sector integration	Air conditioning for offices
Information and system technology • Building automation • Security technology • Network technology	Main topic: IoT solutions in buildings	Building automation with KNX	Automation of building envelopes	Main topic: Smart home	Individual room controls	Building systems technology	Main topic: The digital building	Lighting controls	Building Information Modelling (BIM)	Visualisation and operation via app
Information and system technology	Hazard alarm technology	Main topic: Door communication	Biometrics + data protection	Burglar alarm technology	Main topic: Smart Security	Emergency call and alerting system	Fibre optic technology	Satellite systems	WLAN + wireless	Main topic: Security technology
Management	Financing/leasing	Insurance for electrical firms	Operational handover	Electrical tools	Commercial vehicles and vehicle equipment	Occupational safety	Controlling	Estimates	Work clothes	Crimping tools
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	12/2024	13-14/2024	15-16/2024	17/2024	18/2024	19/2024	20/2024	21/2024	22/2024	23-24/2024
	Photovoltaics			Technical safety					Lighting	
Publication date	June 14, 2024	July 16, 2024	Aug. 14, 2024	Sept. 3, 2024	Sept. 17, 2024	Oct. 2, 2024	Oct. 16, 2024	Nov. 5, 2024	Nov. 19, 2024	Dec. 17, 2024
Advertising deadline	May 16, 2024	June 20, 2024	July 19, 2024	Aug. 7, 2024	Aug. 22, 2024	Sept. 6, 2024	Sept. 19, 2024	Oct. 9, 2024	Oct. 23, 2024	Nov. 21, 2024
Editorial deadline	May 6, 2024	June 11, 2024	July 10, 2024	July 29, 2024	Aug. 12, 2024	Aug. 28, 2024	Sept. 10, 2024	Sept. 27, 2024	Oct. 14, 2024	Nov. 12, 2024
Trade fairs	June 19-21, 2024 Intersolar, Munich June 26-27, 2024 Feuertrutz, Nuremberg June 26-27, 2024 Sicherheitsexpo, Munich		Sept. 1-7, 2024 International Conference on Lightning Protection, Dresden	Sept. 3-8, 2024 IFA, Berlin Sept. 17-20, 2024 Security, Essen Sept. 17-22, 2024 IAA Transportation, Hanover	Sept. 24-27, 2024 Wind Energy, Hamburg	Oct. 8-10, 2024 Chillventa, Nuremberg	Nov. 5-7, 2024 Belektro, Berlin	Nov. 5-7, 2024 A+A, Stuttgart Nov. 5-7, 2024 Belektro, Berlin Nov. 12-14, 2024 sps, Nuremberg Nov. 21-23, 2024 GET Nord, Hamburg	Nov. 21-23, 2024 GET Nord, Hamburg	Dec. 10-11, 2024 New Energy World, Leipzig
Electrical systems • Electrical installation • Lighting technology • Renewable energy	Main topic: Electrical installation for charging infrastructure	Installation components and systems	Main topic: Lightning and overvoltage protection	Cabling, lines, and supporting systems	Digitalisation of distribution networks	Electromobility charging infrastructure	MCBs, RCDs and AFDDs	Main topic: Safety measures	Standards in theory and practice	Symmetric system load
Electrical systems	Renovation with LED	Main topic: Photovoltaics	Bidirectional charging	Ventilation according to DIN 18017-3	PV storage	Main topic: Heat pumps	Infra-red heating	Lighting in functional buildings	Network replacement systems	Electrical direct heating
Information and system technology • Building automation • Security technology • Network technology	Smart metering	Data analysis in building technology	Presence and motion sensors	Generationally fair living	IP-based building technology	Green Buildings	Main topic: Smart Building	Energy and load management	Main topic: Energy-efficient building automation	Wireless solutions for retrofitting purposes
Information and system technology	Fire alarm technology	Video surveillance	Barrier-free access	Networking technology	Main topic: Wireless connection technology	Access control	Remote solutions + remote maintenance	Sensor technology + AI	Escape and emergency routes	Main topic: Communication technology
Management	Customer service	Mobile technician	Recruitment	Main topic: Commercial vehicles	Tools	Online marketing	Apps for the E-trade	Social media	Personal protective equipment (PPE)	Annual talks
Permanent sections	Practical problems • Tomorrow's master craftsmen • Company news • Miscellaneous (product news, company publications, books + software) • Trade fairs/conventions/seminars • New standards • Interviews									

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Special issues	Photovoltaic systems (12a)	Technical safety (17a)	Lighting (22a)
Publication date	June 14, 2024	September 3, 2024	November 19, 2024
Advertising deadline	May 16, 2024	August 7, 2024	October 23, 2024
Editorial deadline	May 6, 2024	July 29, 2024	October 14, 2024
Published with de	12/2024	17/2024	22/2024
Trade fairs	June 19-21, 2024 Intersolar, Munich	September 17-20, 2024 Security, Essen	November 21–23, 2024 GET Nord, Hamburg
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 2024 we will be offering you various special issues for **de – das elektrohandwerk**:



### Special issue "Photovoltaic systems"

The "Photovoltaic systems" 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 = 37,822 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	4,650.–	6,105.–
1/2 page	86 x 257 / 178 x 126	2,400.–	3,270.–
1/3 page	56 x 257 / 178 x 83	1,620.–	2,175.–
1/4 page	41 x 257 / 86 x 126 / 178 x 62	1,215.–	1,770.–
1/8 page	41 x 126 / 86 x 62 / 178 x 29	640.–	955.–

## 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

€ 6,780.–

**Inside front cover and outside back cover:**

4c

€ 6,860.–

## 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

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## de Almanacs 2025

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 2025

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 2025

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](mailto: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	2,595.–	1,225.–
	2c	3,320.–	1,590.–
	4c	4,770.–	2,320.–
1/2 page (54 x 173 / 108 x 86)	b/w	1,325.–	635.–
	2c	1,790.–	895.–
	4c	2,720.–	1,415.–
1/3 page (36 x 173 / 108 x 57)	b/w	905.–	440.–
	2c	1,370.–	700.–
	4c	2,300.–	1,220.–
<b>Preferential placement</b>			
Back cover page	4c	5,990.–	2,900.–
<b>Inside front cover/ inside back cover</b>	4c	5,410.–	2,635.–

**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 1, 2024

**Advertising deadline:** August 22, 2024

**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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## 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:** Hüthig 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:** Jessica Kunz  
Phone: +49 (0) 6221 489-425  
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: 211,080<sup>1</sup>
- page impressions / month: 335,330<sup>1</sup> (current IVW figures available at www.ivw.de)
- 18,130 newsletter subscribers<sup>2</sup>

#### 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

<sup>1</sup> Source: IVW, average values 7/2022 to 6/2023 <sup>2</sup> Source: Hüthig, 8/2023

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## 1 Rates and Advertising Formats

Advertising format website	Format	Bookable channels	Price in €
Fireplace ad	Leaderboard: 980 x 90 pixels + Wide Skyscraper (left + right): 160 x 600 pixels	total rotation	8,695,-/month
Billboard ad	800 x 250 pixels	total rotation	8,555,-/month
Superbanner (= Big-size banner)	728 x 90 pixels	total rotation	2,955,-/month
Full-size banner	468 x 60 pixels	total rotation	1,500,-/month
Half-size banner	234 x 60 pixels	total rotation	1,120,-/month
Wide Skyscraper	160 x 600 pixels	total rotation	3,245,-/month
Skyscraper	120 x 600 pixels	total rotation	2,955,-/month
Sticky-Sidebar	200 x 600 pixels	total rotation	3,140,-/month
Content ad	300 x 250 pixels	total rotation	3,310,-/month
Rectangle	300 x 250 pixels	total rotation	3,090,-/month
Halfpage ad	300 x 600 pixels	total rotation	3,365,-/month
Wallpaper	728 x 90 and max. 120 x 900 pixels	total rotation	4,490,-/month
Partner site button	300 x 120 pixels	total rotation	1,845,-/month
Sponsoring button	870 x 30 pixels	total rotation	3,930,-/month
Combination: Video + Content ad	Youtube, Vimeo, Video (mp4, flv) + 300 x 250 pixels		8,300.00 /year + 2,795.00 /month (optionally available extra monthly)
Microsite /Specials	text, image, as agreed	Link in main navigation + sidebar	1,380.00/month
Company video /Specials	620 x 350 pixels	Link in the video channel	8,300.00 /year
Sponsored Post	text + max. 5 images	1 week integration on homepage + archiving for at least 1 year	3,230.00

Advertising Whitepaper	Format	Bookable channels	Price in €
Whitepaper	as agreed	Whitepaper, sidebar	3,660.00 / month

Advertising format job vacancy ad	Components	Further information	Price in €
Job vacancy "Basic"	text, company logo	see page 27	805.- / month
Job vacancy "Plus"	Text, Firmenlogo, Banner	see page 27	1,005.- / month
Job vacancy "Premium"	Text, Firmenlogo, Banner, Video	see page 27	1,175.- / 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	495.00 / year
Company entry premium	business directory, see page 26	745.00 / year

#### Types of advertising content marketing packages

We are offering content marketing packages from as little as € 5,495.-. Please contact us about this type of advertising: [bettina.landwehr@huethig.de](mailto:bettina.landwehr@huethig.de)  
We will gladly put together an effective package that is tailored to your needs.

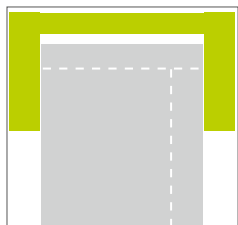
Advertising format newsletter	Format	Price in €
Newsletter / Sponsoring ad	650 x 60 pixels	1,110.00 / issue
Newsletter / Content ad	650 x 150 pixels	1,075.00 / issue
Newsletter / Text ad	image: 190 x 100 pixels, text: 330 characters	1,075.00 / issue
Newsletter / Rectangle	300 x 250 pixels	1,110.00 / issue
Standalone newsletter	HTML (inline CSS), format (width): 660 pixels or text, image (jpg, png) and links	7,505.00 / issue

All prices in Euros exclusive of applicable VAT.

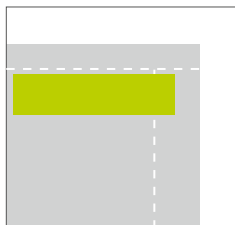
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## 1 Banner formats

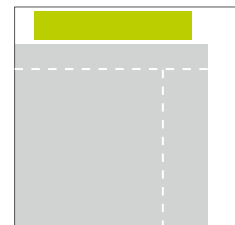
You can book a large variety of different banner formats on elektro.net. Whether an animated gif or an HTML5 banner, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of two additional advertising partners in this placement. Your campaign will be billed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



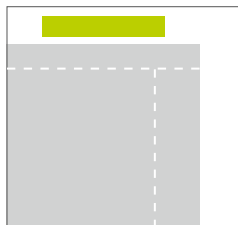
**Fireplace ad**  
Format: 980 x 90 pixels  
(Leaderboard) and  
160 x 600 pixels (Wide  
Skyscraper, left and right)  
Price/month: € 8,695.–  
File type: jpg, gif, png, HTML5  
File size: max. 150 Kb



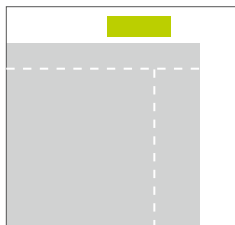
**Billboard ad**  
Format: 800 x 250 pixels  
Price/month: € 8,555.–  
File type: jpg, gif, png, HTML5  
File size: max. 150 Kb



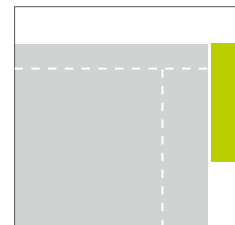
**Superbanner**  
Format: 728 x 90 pixels  
Price/month: € 2,955.–  
File type: jpg, gif, png, HTML5  
File size: max. 150 Kb



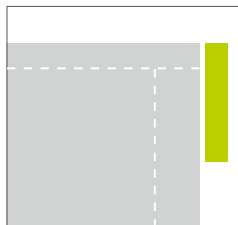
**Full-size banner**  
Format: 468 x 60 pixels  
Price/month: € 1,500.–  
File type: jpg, gif, png, HTML5  
File size: max. 150 Kb



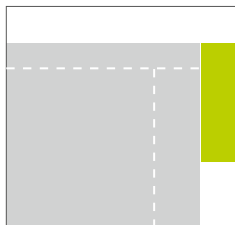
**Half-size banner**  
Format: 234 x 60 pixels  
Price/month: € 1,120.–  
File type: jpg, gif, png, HTML5  
File size: max. 150 Kb



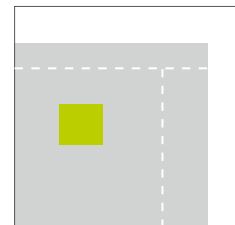
**Wide Skyscraper**  
Format: 160 x 600 pixels  
Price/month: € 3,245.–  
File type: jpg, gif, png, HTML5  
File size: max. 150 Kb



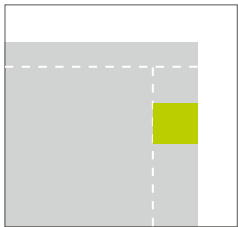
**Skyscraper**  
Format: 120 x 600 pixels  
Price/month: € 2,955.–  
File type: jpg, gif, png, HTML5  
File size: max. 150 Kb



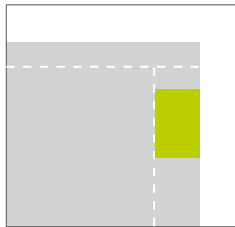
**Sticky-Sidebar**  
Format: 200 x 600 pixels  
Price/month: € 3,140.–  
File type: HTML5/redirect-code  
File size: max. 150 Kb



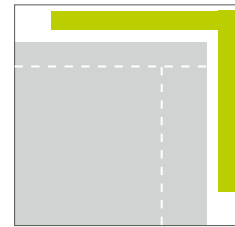
**Content ad**  
Format: 300 x 250 pixels  
Price/month: € 3,310.–  
File type: jpg, gif, png, HTML5  
File size: max. 150 Kb



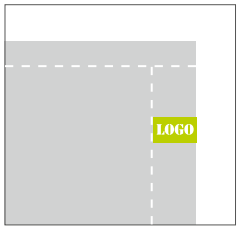
**Rectangle**  
 Format: 300 x 250 pixels  
 Price/month: € 3,090.–  
 File type: jpg, gif, png, HTML5  
 File size: max. 150 Kb



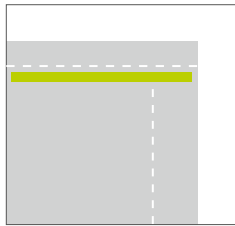
**Halfpage ad**  
 Format: 300 x 600 pixels  
 Price/month: € 3,365.–  
 File type: jpg, gif, png, HTML5  
 File size: max. 150 Kb



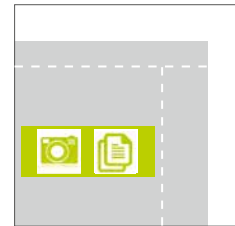
**Wallpaper**  
 Format: 728 x 90 pixels and  
 max. 160 x 900 pixels  
 Price/month: € 4,490.–  
 File type: jpg, gif, png, HTML5  
 File size: max. 150 Kb



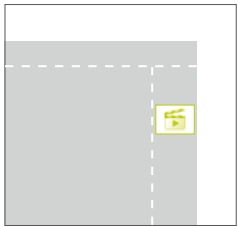
**Partner site button**  
 Format: 300 x 120 pixels  
 Price/month: € 1,845.–  
 File type: jpg, gif, png, HTML5  
 File size: max. 150 Kb



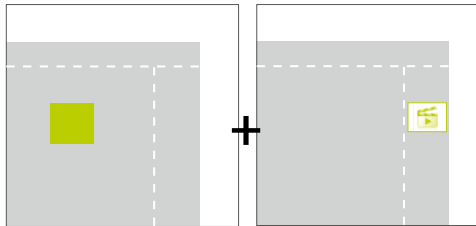
**Sponsoring button**  
 Format: 870 x 30 pixels  
 Price/month: € 3,930.–  
 File type: jpg, gif, png, HTML5  
 File size: max. 150 Kb



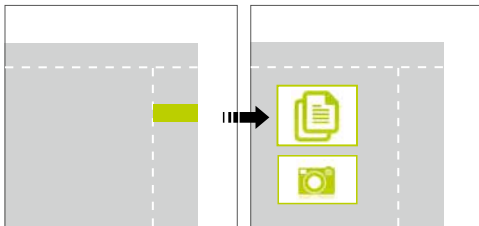
**Sponsored Post**  
 Format: HTML content page,  
 supply of content as Word  
 doc., max. 5 images as png or  
 jpg. Appears in third position  
 of the news on the homepage  
 after which archiving on the  
 page for at least 1 year  
 Price: € 3,230.–



**Company video / Specials**  
 Format: 620 x 350 pixels  
 Price per video / run-time  
 12 months: € 8,300.–  
 File type: MP4, max. 5  
 minutes, Youtube, Vimeo



**Combination: Video + Content ad**  
 Format video: mp4  
 Format content ad: 300 x 250 pixels  
 Price video: € 8,300.–/year  
 Price content ad: € 2,795.–/month  
 (optionally available extra monthly)



**Microsite / Specials**  
 Content: Text, video, link, document (optional)  
 Price/month: € 1,380.–  
 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.

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## 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: € 495.–\*

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: € 745.–\*

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			✓
<b>Price for an entire year</b>	<b>free</b>	<b>€ 495.–</b>	<b>€ 745.–</b>

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” € 805.–

Job vacancy ad “Plus” € 1,005.–

Job vacancy ad “Premium” € 1,175.–

### 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	€ 805.–	€ 1,005.–	€ 1,175.–

Optional: Extension of the subscription by 30 days

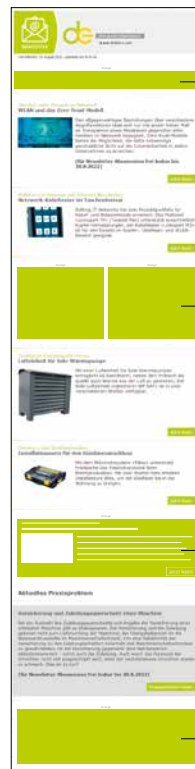
**10% combo discount on a print ad in the job openings section of the trade journal de – das elektrohandwerk**



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- 1 Name:** elektro.net-Newsletter
- 2 Profile in brief:**  
Our newsletter is sent to 18,130<sup>1</sup> subscribers every Tuesday and some weeks also on Thursdays – and the trend is steadily increasing. In addition to the latest news, new product presentations and editorial specialist articles are presented by channel.
- 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:** **1 - 2x per week (Tuesdays or Thursdays)** and newsletter for the relevant trade fairs
- 5 Editorial Contact:**  
Michael Wanner  
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Phone: +49 89 2183-8984  
michael.wanner@huethig.de
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Head of Sales  
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bettina.landwehr@huethig.de
- 7 Data delivery:**  
Jessica Kunz  
Phone: +49 6221 489-425  
enet-dispo@huethig.de
- 8 Delivery deadline:** 10 business days prior to publication
- 9 Dispatch dates (the dates in bold indicate special trade fair or single-topic newsletters):**

Jan. 9, 2024	<b>Feb. 29, 2024</b>	Apr. 11, 2024	May 23, 2024	<b>Aug. 6, 2024</b>	Oct. 1, 2024	Nov. 14, 2024
Jan. 16, 2024	Mar. 5, 2024	Apr. 16, 2024	May 28, 2024	Aug. 13, 2024	Oct. 8, 2024	<b>Nov. 19, 2024</b>
Jan. 23, 2024	Mar. 7, 2024	Apr. 18, 2024	June 4, 2024	Aug. 20, 2024	Oct. 10, 2024	<b>Nov. 21, 2024</b>
Jan. 30, 2024	Mar. 12, 2024	Apr. 23, 2024	<b>June 11, 2024</b>	Aug. 27, 2024	Oct. 15, 2024	Nov. 26, 2024
Feb. 6, 2024	<b>Mar. 14, 2024</b>	Apr. 25, 2024	<b>June 18, 2024</b>	Sept. 3, 2024	Oct. 17, 2024	Nov. 28, 2024
Feb. 8, 2024	<b>Mar. 19, 2024</b>	Apr. 30, 2024	June 25, 2024	Sept. 10, 2024	Oct. 22, 2024	Dec. 3, 2024
Feb. 13, 2024	Mar. 21, 2024	<b>May 2, 2024</b>	July 2, 2024	Sept. 12, 2024	Oct. 24, 2024	Dec. 10, 2024
Feb. 15, 2024	Mar. 26, 2024	May 7, 2024	July 9, 2024	<b>Sept. 17, 2024</b>	<b>Oct. 29, 2024</b>	Dec. 17, 2024
Feb. 20, 2024	Apr. 2, 2024	May 14, 2024	July 16, 2024	Sept. 19, 2024	<b>Nov. 5, 2024</b>	
<b>Feb. 22, 2024</b>	Apr. 4, 2024	May 16, 2024	July 23, 2024	Sept. 24, 2024	Nov. 7, 2024	
<b>Feb. 27, 2024</b>	Apr. 9, 2024	May 21, 2024	July 30, 2024	<b>Sept. 26, 2024</b>	<b>Nov. 12, 2024</b>	



**Sponsoring ad**  
Format: 650 x 60 pixels  
Price/issue: € 1,110.–  
File type: gif<sup>2</sup>, jpg, png

**Rectangle**  
Format: 300 x 250 pixels  
Price/issue: € 1,110.–  
File type: gif<sup>2</sup>, jpg, png

**Text ad (image + text)**  
Image: 190 x 100 pixels  
Text: max. 330 characters  
Price/issue: € 1,075.–  
File type: gif<sup>2</sup>, jpg, png

**Content ad**  
Format: 650 x 150 pixels  
Price/issue: € 1,075.–  
File type: gif<sup>2</sup>, jpg, png

<sup>1</sup> publisher's claim, August 2023

<sup>2</sup> 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.

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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:** € 7,505.–/issue

All prices in Euros exclusive of applicable VAT.



The advertisement features the Schneider Electric logo at the top left, with the tagline 'Life is On'. 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 complex electrical switchgear assembly. A green line highlights a specific component. The text below the photo discusses the benefits of digitalization in switchgear construction, mentioning 'Smart Panels' and the advantages of digitalization in terms of flexibility, process acceleration, and data integration. At the bottom, there is a small inset photo 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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## Other digital forms of advertising

Are you looking for **more creative ideas and effective options**, than the digital forms of advertising presented in the media data so far, such as social media boosters, native post ads, white papers, various content marketing ideas, etc.?

For an initial overview, please request our “Media World elektro.net 2024” at [svenja.anwand@huethlig.de](mailto:svenja.anwand@huethlig.de)



Our entire sales team (see page 32) is also available to you at any time and will advise you in detail on packages and individual products.

Trend Forums  
 Specials  
 Banners  
 Content-Marketing  
 Standalone Newsletters  
 Advent calendar  
 Newsletter  
 Whitepaper  
 Native Post Ad  
 Sponsored  
 Digital Business Directory  
 E-Learning-Shorties  
 Target Group Intensifier  
 Recruitment  
 Social Media Booster

## Offprints

Have you already thought about using offprints as an advertising medium?

With an offprint from one of our renowned trade journals, you have the opportunity to draw the attention of your customers and business partners to your products and services in a cost-effective and effective manner – printed or as an online PDF.

We would be happy to make you an offer for this special form of advertising, which can also include an individual design of the offprint. For example, it is possible to insert your company logo and your address. But it is also possible to supplement the offprint with your advertising motifs, your delivery program or your field service contacts without any problems.

Looking forward to your enquiry:



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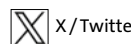
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