

MEDIA KIT 2022



PRINT + ONLINE

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Hüthig

successful media for experts

Media Group  Süddeutscher Verlag

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

- 1 Title:** ema – elektrische maschinen
- 2 Profile in brief:**
ema – elektrische maschinen is the trade journal for the production, commercialization, application and maintenance of small to mid-sized rotating and static electrical machinery of all types, including accessory equipment and associated steering and control technology.. Well-researched technical articles focus on basic aspects, manufacturing technologies, application areas and environments, maintenance, insulation and testing techniques as well as business management. Editorial offerings are rounded out with brief reports on new electrical machinery and drives together with their accessories, controls and testing technology, through machines and tools for electrical machine building companies as well as the adjacent economic areas, organizations and associations.
- 3 Target group:**
Owners, managers and executives in the electric machine building trade; larger electrical trade firms with electric machine building divisions; electricians working in an industrial environment; manufacturers and repairers of electric drives.
- 4 Publication:** 9 x per year,
according to the Schedule and Editorial Calendar
- 5 Magazine format:** width 210 mm, height 297 mm
- 6 Volume/Year:** Volume 101/2022
- 7 Price:**
Annual subscription domestic (incl. VAT and shipping costs) € 96.00
foreign (incl. VAT and shipping costs) € 106.00
Single copy price (incl. VAT, not incl. shipping costs) € 10.00
- 8 Organ:**
Official organ of the Federal Department of Electrical Engineering of the Central Association of the German Electrical and Information Technology Trades.
- 9 Memberships:** –
- 10 Publishing company:** Hühthig GmbH
Managing Director: Moritz Warth
Publishing Director: Rainer Simon
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- 14 Volume analysis:** 2020 = 9 issues
Total volume: 301 pages = 100.00 %
Editorial section: 274 pages = 91.03 %
Advertising section: 27 pages = 8.97 %
Supplements: 2
- 15 Analysis of editorial content** 2020 = 274 pages
Technical articles, product information 234 pages = 85.40 %
other (tables of contents, legal notice etc.) 40 pages = 14.60 %

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Circulation:	Print run:	1,400 copies
	Average annual number of copies actually distributed:	1,042 copies

Magazine format:	Width 210 mm, height 297 mm
	Type area: Width 178 mm, height 257 mm
	Number of columns: 4/3 columns column width: 41 mm/56 mm

Printing and binding process, Print documents:	Sheed-fed offset, back stitching, print documents in digital format. Please see our separate guidelines under "Technical specifications"
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Dates:	Publication:	9 times annually, in accordance with schedule and editorial calendar
	Publication date:	see Schedule and Editorial Calendar, p. 5
	Advertising deadline:	see Schedule and Editorial Calendar, p. 5

Media service:	Bettina Landwehr (Head of Sales)
	E-mail: bettina.landwehr@huethig.de
	Phone: +49 89 2183-8988
	Fax: +49 89 2183-8989

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

Ad formats and prices:
(Statutory VAT to be added to all prices)

Format	Type Area (Width x Height in mm)	Bleed formats (Width x Height in mm)*	Basic rate b/w in €
1/1 page	178 x 257	216 x 303	1,565.–
Junior page	126 x 178	145 x 203	890.–
1/2 page	86 x 257 / 178 x 126	105 x 303 / 216 x 149	824.–
1/3 page	56 x 257 / 178 x 83	75 x 303 / 216 x 105	590.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	216 x 85 / 60 x 303 / 105 x 149	465.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	216 x 52 / 60 x 149 / 105 x 85	295.–

*including 3 mm bleed on each side to be trimmed

Preferential placements:

Cover 4-color, total price	€ 2,995.–
210 x 184 mm + 3 mm trim at right and at bottom	
Inside front cover	€ 1,865.–
Outside back cover	€ 1,895.–
Binding placements: 10% surcharge on basic rate	

* further information for mailing requirements impacting the design of the back cover see page 6.

Surcharges on Euroscale colors (not discountable):

Color	1/1 page in €	1/2 and Junior page in €	1/3 and 1/4 page in €	1/8 and 1/16 page in €
2-color	235.–	155.–	115.–	65.–
4-color	705.–	465.–	345.–	180.–

No special color available.

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Format surcharges (not eligible for discount):

bled-off and gutter-bleed advertisements 10% surcharge on basic rate

Ad formats for bled-off advertisements:

1/1 page	216 x 303 mm
1/2 page vertical	105 x 303 mm
1/2 page horizontal	216 x 149 mm
including 3 mm bleed on each side to be trimmed	

Classified ads (not eligible for discount): only available as 2 or 4 columns (2 columns = 86 mm wide)

Minimum height: 20 mm	Basic rate
Job offers per mm (2 columns, 86 mm wide), b/w	€ 3.60
Job offers per mm (2 columns, 86 mm wide), 4c	€ 3.90
Employment wanted per mm (2 columns, 86 mm wide) b/w	€ 3.50
For sale and Wanted, miscellaneous – per mm (2 columns, 86 mm wide)	€ 3.60
Cypher fee (incl. postage for shipment)	€ 18.00
Setting costs, flat rate	€ 35.00

Online job market on www.elektro.net: from € 715.00/ month

You can find additional options at www.elektro.net/stellenmarkt/pakete

Discount:

for purchase within an insertion year – beginning with the publication of the first advertisement

Recommendation advertisements:

Frequency discount rate	Volume discount rate
3x publication 5%	3 pages 10%
6 x publication 10%	6 pages 15%
9 x publication 15%	9 pages 20%

Combinations: –

Special ad formats: on request

Supplements: loosely inserted, maximum size 205 x 290 mm

up to 25 g total weight	€ 960.00
from 26 g overall weight	on request
Discount:	1 Supplement = 1/1 page
Required delivery amount:	1,400 copies

Stick-on advertising media (not discountable): on request

Delivery address for supplements and supplements:

QUBUS media GmbH, Beckstr. 10, D-30457 Hannover
clearly marked: (for "ema" no. ...)

Technical specifications:

Data transfer: ema-dispo@huethig.de

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.

Color advertisements:

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.

Proof specifications:

as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 or, according to standard, PSO_LWC_Improved_eci.icc for contents 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.

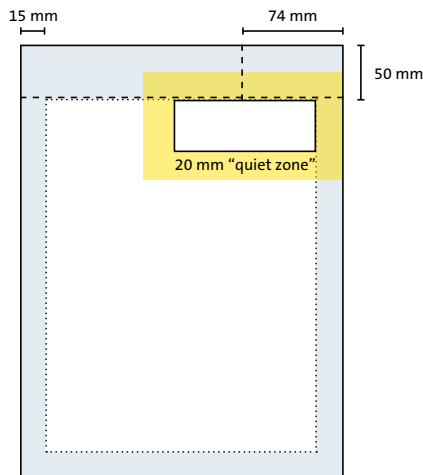
Contact ad management: Angelika Scheffler

Im Weiher 10
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Phone: +49 6221 489-392
enet-dispo@huethig.de

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Issue	1–2/2022	3/2022	4/2022	5/2022	6/2022	7–8/2022	9/2022	10/2022	11–12/2022
Publication date	Feb. 9, 2022	Mar. 15, 2022	Apr. 8, 2022	May 6, 2022	June 21, 2022	Aug. 5, 2022	Sep. 9, 2022	Oct. 14, 2022	Nov. 18, 2022
Advertising deadline	Jan. 13, 2022	Feb. 17, 2022	Mar. 14, 2022	Apr. 7, 2022	May 23, 2022	July 11, 2022	Aug. 12, 2022	Sep. 16, 2022	Oct. 21, 2022
Editorial deadline	Jan. 3, 2022	Feb. 8, 2022	Mar. 3, 2022	Mar. 29, 2022	May 12, 2022	June 30, 2022	Aug. 3, 2022	Sep. 7, 2022	Oct. 12, 2022
Trade fairs		Mar. 30–31, 2022 Maintenance, Dortmund		May 10–12, 2022 CWIEME, Berlin May 30– June 2, 2022 HMI, Hanover	July 12–14, 2022 EMV, Cologne		Sep. 27–29, 2022 Wind Energy, Hamburg Oct. 2–6, 2022 Light+Building, Frankfurt Oct. 4–7, 2022 Motek, Stuttgart Oct. 5–7, 2022 eMove360°, Berlin	Nov. 7–10, 2022 sps – smart production solutions, Nuremberg	
Emphases	Gear and bearing technology	Drive systems	Partial discharges	Pre-event report on HMI Safety and security in electrical systems	Special engines and motors	Energy efficiency in engines and motors	Electromobility	Power generation and storage	Transformers
	Materials technology	EMC	Predictive maintenance	Measuring non-electrical variables	Sensor technology	Safety and security in electrical machinery	Explosion protection	Test benches and measuring equipment for testing engines and motors	Measuring electrical variables
	Post-event report on sps – smart production solutions 2021	Staff leadership	IT security	Cables and lines	Gear and bearing technology	News from HMI Women in electro-mechanical engineering	Training the trainers (TTT)	Pre-event report on sps – smart production solutions 2022	Standards and guidelines

Mailing requirements impacting the design of the back cover



The address sticker for mailing is positioned as follows:

- Approx. 50 mm away from the top edge and at least 15 mm away from the other edges
- There must be a 20 mm “quiet zone” around the address sticker.
Text and images containing text in a plain font are not allowed in this zone

The following is permitted inside the “quiet zone”:

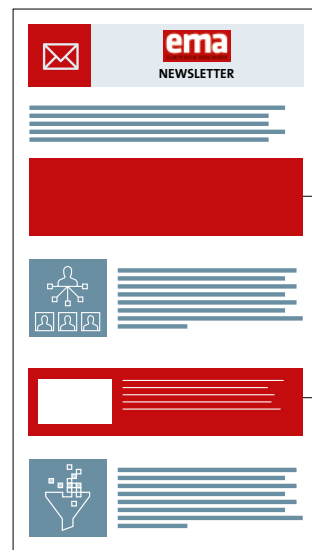
- Dark design for the “quiet zone”
- Graphic design
- Reverse-printed text

Newsletter

We offer you our editorial-style ema newsletter as an advertising platform several times a year.

Publication dates:

March 10, April 28 (to coincide with CWIEME), May 19 (to coincide with Hannover Messe), June 30, Sep. 29 (to coincide with Light+Building), and November 3, 2022 (to coincide with sps)



Your advertising options:

Content ad

Format: 650 x 150 pixels
Price per issue: € 885.–
File type: gif¹, jpg, png

Text ad (image plus text)

Image: 190 x 100 pixels
Text: max. 330 characters
Price per issue: € 885.–
File type: gif¹, jpg, png

¹ 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

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1 Circulation monitoring:	–		
2 Circulation analysis:	Average annual number of copies per issue (July 1, 2019 - June 30, 2020)		
Print run:	1,400		
Number of copies actually distributed:	1,042	including abroad:	51
Sold circulation:	512		
– subscribed copies:	512	including abroad:	48
including member copies:	189		
– other sales:	0		
– single copy sales:	0		
Free copies:	530		
Remnant, document and archive copies:	358		

Geographical distribution analysis:

Economic area	Percentage of copies actually distributed	
	%	copies
domestic	95.1	991
foreign	4.9	51
Number of copies actually distributed	100.0	1,042

Distribution by federal states	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	16.9	167
Bavaria	14.3	141
Berlin, Brandenburg	5.6	56
Bremen, Hamburg, Schleswig-Holstein	6.0	59
Hesse	5.9	58
Mecklenburg-Western Pomerania	2.3	23
Lower Saxony	12.0	119
North Rhine-Westphalia	20.0	198
Rhineland-Palatinate	5.6	56
Saarland	1.1	11
Saxony, Saxony-Anhalt	8.3	83
Thuringia	2.0	20
Number of copies actually distributed	100.0	991

1.1 Sectors/industries/specialist areas/professional groups

No. of classification	Recipient Groups (acc. to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	recipients
23/24/25/26/27/ 28/4321	Electrical machine builder trades as small and/or special series supplier and maintenance firm; combination firms that pursue several electrical areas.	66.4	692
16/17/18/19/20/35	General industry, including electrical industry, energy sector	17.9	187
84.1/94.1	Guilds, municipal trade associations, government agencies, associations clubs	1.9	20
85.42.1/85.32/94.99.1	Education and training, higher education, research	10.9	113
	Various*	2.9	30
Number of copies actually distributed		100.0	1,042

* Section of circulation not analyzed, e.g. trade fair and congress copies, retail bookstore copies etc.

Summary of 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: 2,184

2.3 Total number of changing recipients: 1,557

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

– Copies sold:		512
of which: subscribed copies	512	
retail sales	0	
other sales	0	
– Free copies:		530
of which: permanent free copies	115	
changing free copies	415	
advertising copies*	358	

Copies actually distributed:		1,042
– sold domestically	991	
– sold internationally	51	

3. Description of the analysis

3.1 Population (examined share):

Population	1,042	= 100.0%
*of which are not included in the analysis:		
– Advertising copies	358	= 34.4%
The analysis represents of the population (copies actually distributed)	684	= 65.6%

3.2 Date of the dataset analysis: July 12, 2021

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, 2020 - June 30, 2021

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.

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de Almanacs 2023

The almanacs provide you with an ideal advertising environment for showcasing your company and products. Easy to navigate, clearly structured and featuring all the technical development trends.

Post an ad and reach out to precisely your target group: 365 days a year.



Electrical engineering for trade and industry 2023

The *Elektrotechnik* almanac packs together **information and background details on developments in technology** and offers new ideas and suggestions for your day-to-day work. It also reports on **changes to standards and regulations**.



Electrical machines and drives 2023

This classic publication provides a comprehensive overview of the latest developments in **electrical machinery and drive technology**, on trends in development and on the current status of standards and regulations. The wide **range of topics covered** offers numerous suggestions for your day-to-day work.

Corporate logos / Company-specific print runs: the perfect present for your clients!
You can even design your own front cover.
We'll gladly provide you with a quotation: bettina.landwehr@huethig.de.

Advertisement format and price:

Format (wide x high)		price in €	
		Elektrotechnik	Elektromaschinen und Antriebe
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			
Outside back cover	4c	5,875.–	2,845.–
Inside front / back cover	4c	5,315.–	2,590.–

Bleed premium: 10% of the basic price + 3 mm bleed on all outer pages

Book format: 148 mm wide x 210 mm high

Publication date: Oct. 20, 2022

Advertising deadline: Aug. 3, 2022

Format of cover pages: 148 mm x 210 mm, plus 3 mm trim on each page

Company imprints/company editions on request (price on request).

The stated prices are all excl. VAT.

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