

MEDIA KIT 2023



PRINT + ONLINE

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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 102/2023
- 7 Price:**
Annual subscription domestic (incl. VAT and shipping costs) € 99.00
foreign (incl. VAT and shipping costs) € 109.00
Single copy price (incl. VAT, not incl. shipping costs) € 10.50
- 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

Address Publisher: Im Weiher 10, D-69121 Heidelberg
Phone: +49 6221 489-384
Fax: +49 8221 489-443
- Address**
Advertising/Editorial Dept.: Hultschiner Straße 8, D-81677 München
Phone: +49 89 2183-8988
Internet: www.elektro.net/ema
- 11 Publisher:** –
- 12 Advertising:** Bettina Landwehr (Head of Sales Hühthig Elektro Medien),
Address see publishing company
Phone: +49 89 2183-8988
E-mail: bettina.landwehr@huethig.de

Theresa Schwarzenbach (Assistant Sales),
Phone: +49 89 2183-8987
E-mail: theresa.schwarzenbach@huethig.de
- 13 Editorial Dept.:** Dipl.-Ing. Andreas Stöcklhuber
(Executive Editor-in-Chief)
Address see publishing company
Phone: +49 89 2183-8980, Fax: +49 89 2183-8989
E-mail: andreas.stoeklhuber@huethig.de

Marcel Diehl (Editor, state certified engineer)
Address see publishing company
Phone: +49 89 2183-8983, Fax: +49 89 2183-8989
E-mail: marcel.diehl@huethig.de
- 14 Volume analysis:** 2021 = 9 issues
Total volume: 326 pages = 100.00 %
Editorial section: 270 pages = 82.82 %
Advertising section: 56 pages = 17.18 %
Supplements: 1
- 15 Analysis of editorial content** 2021 = 270 pages
Technical articles, product information 246 pages = 91.11 %
other (tables of contents, legal notice etc.) 24 pages = 8.89 %

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Circulation:	Print run:	1,400 copies
	Average annual number of copies actually distributed:	1,121 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
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Printing and binding process, Print documents:	Sheet-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
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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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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	1,610.–
Junior page	126 x 178	145 x 203	920.–
1/2 page	86 x 257 / 178 x 126	105 x 303 / 216 x 149	850.–
1/3 page	56 x 257 / 178 x 83	75 x 303 / 216 x 105	610.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	216 x 85 / 60 x 303 / 105 x 149	480.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	216 x 52 / 60 x 149 / 105 x 85	300.–

*including 3 mm bleed on each side to be trimmed

Preferential placements:

Cover 4-color, total price	€ 3,085.–
210 x 184 mm + 3 mm trim at right and at bottom	
Inside front cover	€ 1,950.–
Outside back cover	€ 1,950.–
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	€ 3.70
Job offers per mm (2 columns, 86 mm wide), 4c	€ 4.00
Employment wanted per mm (2 columns, 86 mm wide) b/w	€ 3.60
For sale and Wanted, miscellaneous – per mm (2 columns, 86 mm wide)	€ 3.70
Cypher fee (incl. postage for shipment)	€ 18.00
Setting costs, flat rate	€ 35.00

Online job market on www.elektro.net:

from € 750.00/ 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	€ 990.00
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.

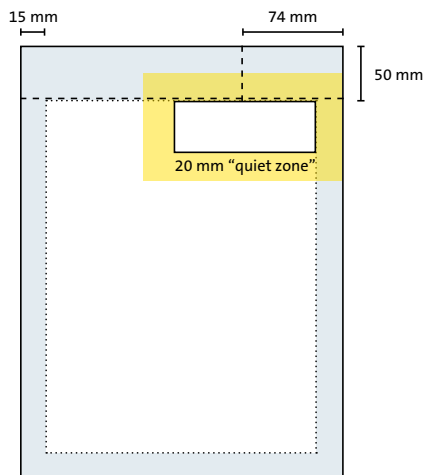
Contact ad management:

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

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Issue	1-2/2023	3/2023	4/2023	5/2023	6/2023	7-8/2023	9/2023	10/2023	11-12/2023
Publication date	Feb. 10, 2023	Mar. 10, 2023	Apr. 12, 2023	May 16, 2023	June 16, 2023	Aug. 8, 2023	Sep. 8, 2023	Oct. 13, 2023	Nov. 10, 2023
Advertising deadline	Jan. 16, 2023	Feb. 13, 2023	Mar. 15, 2023	Apr. 19, 2023	May 17, 2023	July 13 2023	Aug. 11, 2023	Sep. 15, 2023	Oct. 13, 2023
Editorial deadline	Jan. 4, 2023	Feb. 2, 2023	Mar. 6, 2023	Apr. 6, 2023	May 8, 2023	July 4, 2023	Aug. 2, 2023	Sep. 6, 2023	Oct. 4, 2023
Trade fairs		Mar. 28-30, 2023 EMV, Stuttgart Mar. 28-30, 2023 Automatisierungstreff, Boeblingen Mar. 29-30, 2023 Coiltech, Ulm	Apr. 17-21, 2023 HMI, Hanover May 4-6, 2023 National EMA conference, Aachen	May 23-25, 2023 CWIEME, Berlin May 24-25, 2023 Maintenance, Dortmund June 14-16, 2023, Intersolar Europe, Munich		Sept. 12-15, 2023 Husum Wind, Husum	Oct. 10-13, 2023 Motek, Stuttgart Oct. 17-19, 2023 eMove 360, Munich		Nov. 14-16, 2023 sps smart production solutions, Nuremberg
Emphases	Drive systems	Cable and lines	Historic machines	Materials	Network technology	Power generation and storage	Electric mobility	Energy-efficient motors	Power supplies
	Sensor systems	EMC	Safety and security in electrical machinery	Predictive maintenance	Gear and bearing technology	Measuring electrical values	Test benches and measuring equipment for testing engines and motors	IT/OT security	Explosion protection
	Post-event report on sps smart production solutions 2022	Pre-event report on Hannover Messe	Pre-event report on national EMA meeting Leipzig	Corporate personalities	Post-event reports on national EMA meeting and Hannover Messe	Staff leadership	Training trends	Standards and guidelines	Pre-event report on sps smart production solutions 2023

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”:

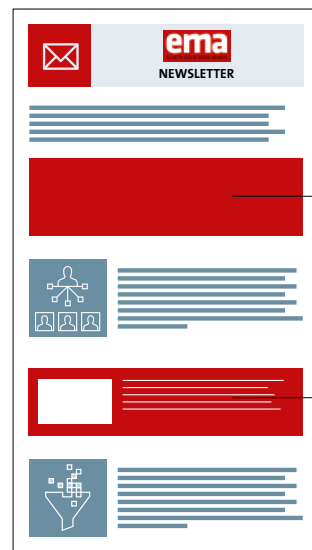
- Dark design for the “quiet zone”
- Graphic design
- Reverse-printed text

Newsletter

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

Publication dates:

March 16 (to coincide with Coiltech, Ulm), April 6 (to coincide with HMI, Hanover), May 11 (to coincide with CWIEME, Berlin), July 13, September 14 and November 9, 2023 (to coincide with sps, Nuremberg)



Your advertising options:

Content ad

Format: 650 x 150 pixels
Price per issue: € 415.–
File type: gif¹, jpg, png

Text ad (image plus text)

Image: 190 x 100 pixels
Text: max. 330 characters
Price per issue: € 415.–
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, 2021 - June 30, 2022)		
Print run:	1,400		
Number of copies actually distributed:	1,121	including abroad:	50
Sold circulation:	483		
– subscribed copies:	483	including abroad:	46
including member copies:	183		
– other sales:	0		
– single copy sales:	0		
Free copies:	638		
Remnant, document and archive copies:	279		

Geographical distribution analysis:

Economic area	Percentage of copies actually distributed	
	%	copies
domestic	95.5	1,071
foreign	4.5	50
Number of copies actually distributed	100.0	1,121

Distribution by federal states	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	16.5	177
Bavaria	14.3	153
Berlin, Brandenburg	5.5	59
Bremen, Hamburg, Schleswig-Holstein	6.2	66
Hesse	6.1	65
Mecklenburg-Western Pomerania	2.6	28
Lower Saxony	12.2	131
North Rhine-Westphalia	17.8	191
Rhineland-Palatinate	5.7	61
Saarland	1.6	17
Saxony, Saxony-Anhalt	9.0	96
Thuringia	2.5	27
Number of copies actually distributed	100.0	1,071

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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.	66.3	743
16/17/18/19/20/35	General industry, including electrical industry, energy sector	15.9	178
84.1/94.1	Guilds, municipal trade associations, government agencies, associations clubs	2.2	25
85.42.1/85.32/94.99.1	Education and training, higher education, research	12.0	135
	Various*	3.6	40
Number of copies actually distributed		100.0	1,121

* 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: 1,309

2.3 Total number of changing recipients: 711

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

– Copies sold:		483
of which: subscribed copies	483	
retail sales	0	
other sales	0	
– Free copies:		638
of which: permanent free copies	115	
changing free copies	523	
advertising copies*	279	

Copies actually distributed:		1,121
– sold domestically	1,071	
– sold internationally	50	

3. Description of the analysis

3.1 Population (examined share):

Population	1,121	= 100.0%
*of which are not included in the analysis:		
– Advertising copies	279	= 24.9%
The analysis represents of the population (copies actually distributed)	842	= 75.1%

3.2 Date of the dataset analysis: July 7, 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.

de Almanacs 2024

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 2024

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 2024

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. 23, 2023

Advertising deadline: Aug. 3, 2023

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.

Your contacts

PUBLISHER

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
Phone: +49 6221 489-384
Fax: +49 6221 489-443
Internet: www.huethig.de

Address Advertising/ Editorial Dept.:

Hultschiner Straße 8
D-81677 München
Phone: +49 89 2183-8987
Fax: +49 89 2183-8989
Internet: www.elektro.net/ema

ADVERTISING

Head of Sales

Hüthig Elektro Medien
Bettina Landwehr

Phone: +49 89 2183-8988
bettina.landwehr@huethig.de

Assistant Sales:

Theresa Schwarzenbach
Phone: +49 89 2183-8987
theresa.schwarzenbach@
huethig.de

Advertisement processing:

Angelika Scheffler
Phone: +49 6221 489-932
enet-dispo@huethig.de

EDITORIAL TEAM

Editor-in-chief:

Dipl.-Ing. Andreas Stöcklhuber
Phone: +49 89 2183-8980
andreas.stoecklhuber@huethig.de

Marcel Diehl

Phone: +49 89 2183-8983
marcel.diehl@huethig.de

Michael Wanner, M.A.

Phone: +49 89 2183-8984
michael.wanner@huethig.de

Editorial Assistant:

Martina Deil
Phone: +49 89 2183-8981
martina.deil@huethig.de

SALES REPRESENTATIVES

Wuerttemberg:

Bogisch GmbH
Dipl.-Kfm. Dirk J. Bogisch
Goethestraße 15
D-73119 Zell u. A.
Phone: +49 7164 4071
Fax: +49 7164 6523
info@bogisch.com

Baden:

Dominik Lutz
Alte Kreisstr. 2
D-76149 Karlsruhe
Phone: +49 721 71725
Fax: +49 721 755262
dominik.lutz@t-online.de

Bavaria

**(without Lower Franconia),
North Rhine-Westphalia:**
Hüthig GmbH
Joachim Plaschke
Hultschiner Str. 8
D-81677 München
Phone: +49 89 2183-8992
Fax: +49 89 2183-8989
joachim.plaschke@huethig.de

**Berlin, Brandenburg, Bremen,
Hamburg, Hesse, Mecklenburg-
Western Pomerania, Lower
Saxony, Rhineland-Palatinate,
Saarland, Saxony, Saxony-
Anhalt, Schleswig-Holstein,
Thuringia, Lower Franconia:**

Hüthig GmbH
Karin Ratte
Hultschiner Str. 8
D-81677 München
Phone: +49 89 2183-9127
Fax: +49 89 2183-8989
karin.ratte@huethig.de

Foreign countries (without Switzerland and Liechtenstein):

Hüthig GmbH
Karin Ratte
Hultschiner Str. 8
D-81677 München
Phone: +49 89 2183-9127
Fax: +49 89 2183-8989
karin.ratte@huethig.de

Switzerland and Liechtenstein:

interpress gmbh
Katja Hammelbeck
Ermatinger Str. 14
CH-8268 Salenstein
Phone: +41 71 55202-12
Fax: +41 71 55202-10
kh@interpress-media.ch

General Terms and Conditions

Our general terms and
conditions are viewable here:
www.huethig.de/agb



Our team at the publishing house:



Bettina Landwehr
Head of Sales
Hüthig Elektro Medien
+49 89 2183-8988
bettina.landwehr@
huethig.de



Theresa Schwarzenbach
Assistant Media Sales
+49 89 2183-8987
theresa.schwarzenbach@
huethig.de



Andreas Stöcklhuber
Editor-in-chief
+49 89 2183-8980
andreas.stoecklhuber@
huethig.de



Marcel Diehl
Editor
+49 89 2183-8983
marcel.diehl@
huethig.de



Michael Wanner
Editor
+49 89 2183-8984
michael.wanner@
huethig.de



Martina Deil
Editorial Assistant
+49 89 2183-8981
martina.deil@
huethig.de

Our team on site:



Dirk Bogisch
Wuerttemberg
+49 7164 4071
info@bogisch.com



Dominik Lutz
Baden
+49 721 71725
dominik.lutz@t-online.de



Joachim Plaschke
Sales Manager
Bavaria
(without Lower Franconia),
North Rhine-Westphalia
+49 89 2183-8992
joachim.plaschke@
huethig.de



Karin Ratte
Sales Manager
Berlin, Brandenburg, Bremen,
Hamburg, Hesse, Mecklenburg-
Western Pomerania, Lower
Saxony, Rhineland-Palatinate,
Saarland, Saxony, Saxony-Anhalt,
Schleswig-Holstein, Thuringia,
Lower Franconia, foreign countries
(without Switzerland and
Liechtenstein)
+49 89 2183-9127
karin.ratte@huethig.de



Katja Hammelbeck
Switzerland,
Liechtenstein
+41 71 55202-12
kh@interpress-media.ch