

MEDIA KIT 2022



PRINT + ONLINE

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successful media for experts

Media Group  Süddeutscher Verlag



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

- 1 Title:** de – das elektrohandwerk
- 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 97/2022
- 7 Price:**
- | | | |
|---------------------|---|----------|
| Annual subscription | domestic (incl. shipping charges and VAT) | € 145.00 |
| | foreign (incl. shipping charges and VAT) | € 169.00 |
| | single copy price | |
| | (incl. VAT, plus shipping charges) | € 9.00 |
| | online copy | € 113.00 |
- 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:** 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 6221 489-443

- Address Advertising/
Editorial Dept.: Hultschiner Straße 8, D-81677 München
Phone: +49 89 2183-8988
Fax: +49 89 2183-8989
Internet: www.elektro.net
E-mail: kontakt@elektro.net
- 11 Publisher:** –
- 12 Advertising:** Bettina Landwehr (Head of Sales),
Theresa Schwarzenbach (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** 2020 = 19 issues
- | | | | |
|-----------------------------|-------------|---|----------|
| Total volume: | 1,308 pages | = | 100.00 % |
| Editorial section: | 1,173 pages | = | 89.68 % |
| Advertising section: | 135 pages | = | 10.32 % |
| including classified ads: | 1 pages | = | 0.74 % |
| bound inserts: | 0 pages | = | 0.00 % |
| Supplements: | 21 | | |
- 15 Analysis of editorial content** 2020 = 1,265 pages
- | | | | |
|---|--------------------|---|-----------------|
| By topic area: | | | |
| Practical problems | 152 pages | = | 12.96 % |
| Electrical installation | 280 pages | = | 23.87 % |
| Information and system technology | 281 pages | = | 23.96 % |
| Business management | 174 pages | = | 14.83 % |
| Master of tomorrow | 133 pages | = | 13.12 % |
| Other content (editorials, standards, services) | 153 pages | = | 13.04 % |
| | 1,173 pages | = | 100,00 % |

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1 Advertising rates (formats see page 5):

All prices in Euros exclusive of applicable VAT.

Format	Basic rates	b/w in €	2c price in €	4c price in €
1/1 page		7,850.00	8,925.00	11,075.00
Junior page		4,995.00	5,640.00	6,930.00
1/2 page		4,120.00	4,765.00	6,055.00
1/3 page		2,765.00	3,175.00	3,995.00
1/4 page		2,095.00	2,505.00	3,325.00
1/8 page		1,065.00	1,315.00	1,815.00

Other formats on request

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

on the base price of your ad.

Annual average (IVW certified, see page 11) = **18,491 pieces** of e-paper

Circulation per issue.

Cover:

210 x 177 mm

plus 3 mm trim at bottom and at right 4c € 11,795.00

Inside front cover, outside back cover: 4c € 11,575.00

b/w millimeter price for recommendation advertisements:

minimum height 30 mm

1-column in 3-column text width 56 mm € 13.95

2 Surcharges (not discountable):

Color:

		Bleed	2-color	4-color
1/1 page	€	785.00	1,075.00	3,225.00
Junior Page	€	499.50	645.00	1,935.00
1/2 page	€	412.00	645.00	1,935.00
1/3 page	€	276.50	410.00	1,230.00
1/4 page	€	209.50	410.00	1,230.00
1/8 page	€	106.50	250.00	750.00
Inside front cover, outside back cover	€	835.00	1,075.00	3,225.00

Surcharges apply to Euroscale colors. Custom colors not possible.

Placement:

binding placement: 10 % surcharge on basic rate

Formats:

Gutter bleed advertisements: 10 % surcharge on basic rate

Type area advertisements: 10 % surcharge on basic rate

island advertisements

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

3 Discounts (for purchase within one insertion year):

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

Recommendation advertisements:

Frequency discount:

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

Volume discount:

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4 Classified ads (not discountable):

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

Job vacancies b/w per mm (2-column, 86 mm wide)	€	9.80
Job vacancies 2c per mm (2-column, 86 mm wide)	€	12.95
Job vacancies 4c per mm (2-column, 86 mm wide)	€	19.30
Positions wanted per mm (2-column, 86 mm wide)	€	4.95
Wanted/for sale, other per mm (2-column, 86 mm wide)	€	9.95
Box number fee (including postage for delivery)	€	18.00
Job advertisements online (see page 23)	€	from 715.00
Litho costs lump sum	€	35.00

5 Special advertising:

Industry directory (not discountable):

1-column = 56 mm, minimum height: 20 mm	€	6.30
millimeter price b/w	€	15.60
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: 40,500 copies		

Advertorials (text advertisement)

Prices are the
same as ads

Supplements (discountable):

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

Above 26g total weight and partial supplements: upon request

Discount: 1 supplement = 1/1 page

Required delivery amount: 40,500 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 € 2,495.–

(plus additional mailing costs € 13,60 je o/oo;

agency commission not deductible)

Required delivery amount: 40,500 copies

(partial booking not possible)

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

6 Contact: see p. 31/32

7 Terms of payment:

30 days after invoice date,

2 % discount for advance payment or direct debit

Bank details:

HypoVereinsbank

Account: 157 644 60

Bank code: 700 202 70

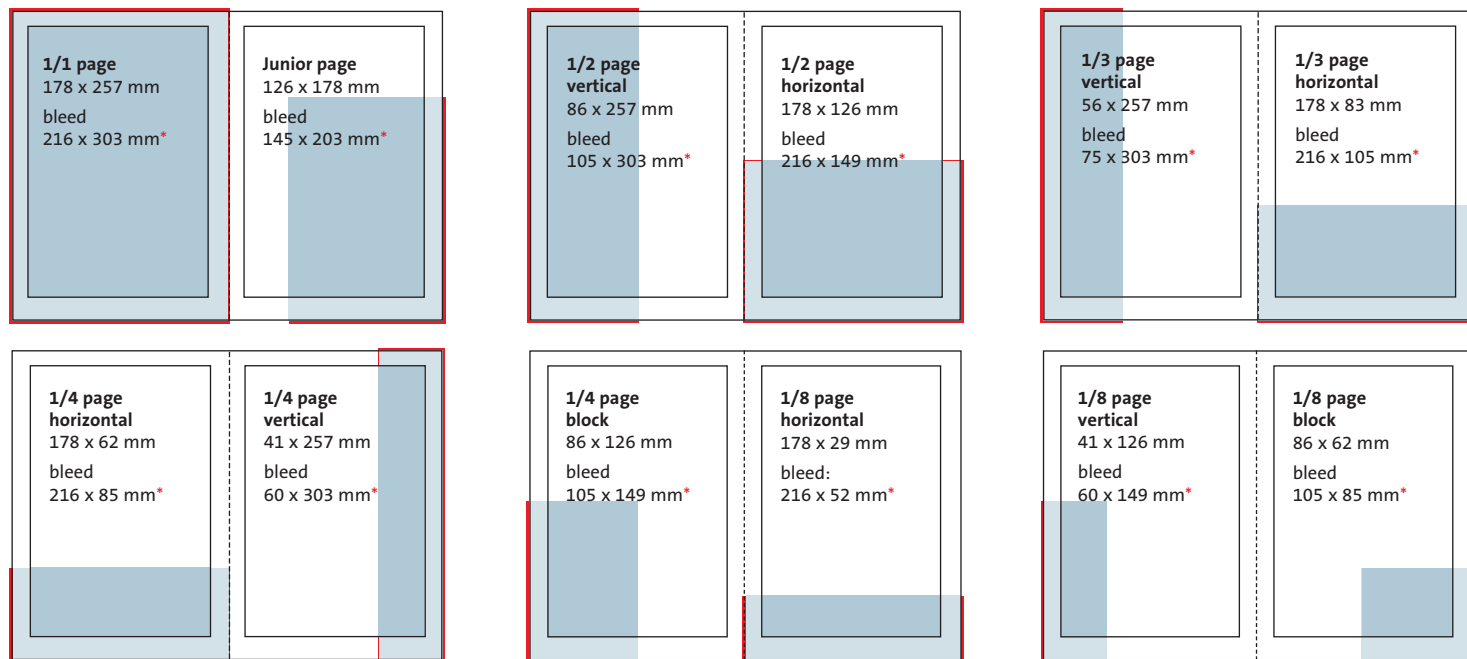
IBAN: DE66 7002 0270 0015 7644 60

BIC: HYVEDEMMXXX

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— *Bleed formats quoted include 3 mm trim allowances

■ Type area formats ■ Bleed formats



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

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

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).

3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.

4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year following publication of the relevant printed material. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.

5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.

6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.

7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.

8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, supplements etc.) which the customer claims to have made available.

- 9 Contact: Advertisement processing:** Angelika Scheffler,
Im Weiher 10, D-69121 Heidelberg
Phone: +49 6221 489-392
Fax: +49 6221 489-17392
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

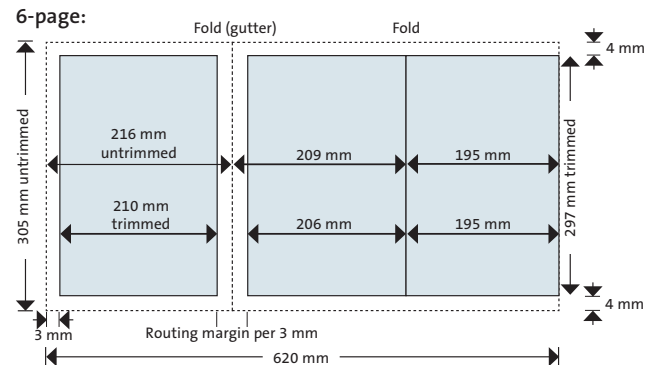
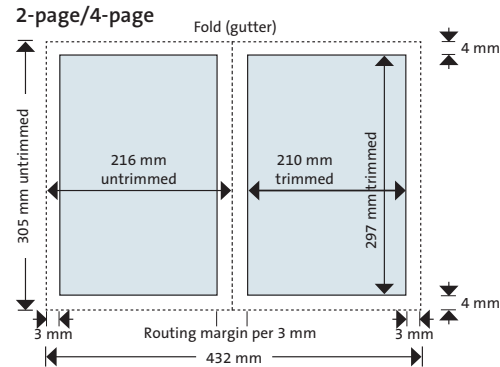
Bound inserts must be provided untrimmed, and bound inserts consisting of several sheets must be delivered folded. The front page of the bound insert must be marked. Bound inserts must be designed such that additional preparation and processing are not necessary. Difficulties and additional folding or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

Required delivered amount: 40,500 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:



Light + Building Trade Fair News

- Circulation:** 50,000 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 5/2022** to all subscribers + distribution at our trade fair booth, the ZVEH booth and, during the duration of the trade fair, in large hotels in Frankfurt.



Date of publication: March 1, 2022
Advertising deadline: February 3, 2022

The Trade Fair News can only be reserved 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	3,985.–
	Junior page	2,445.–
	1/2 page	2,165.–
	1/3 page	1,405.–
	1/4 page	1,180.–
	1/8 page	655.–
	Company portrait 1/1 page	3,985.–
	Cover page	4,765.–

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 detrade fair issues for

light+building

de 5/2022	de 18/2022	Special issue Light + Building 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
Date of publication: March 1, 2022	Date of publication: March 10, 2022	Date of publication: Mai 17, 2022
Advertising deadline: February 3, 2022	Advertising deadline: February 14, 2022	Advertising deadline: April 21, 2022

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"

Circulation: 40,000 copies

Size: approx. DIN A4

Distribution: together with the main issue of **de 10/2022** to all subscribers

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)

Date of publication: May 17, 2022

Advertising deadline: April 21 2022

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 **125,000 visits** and **200,000 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. See page 22/23 for more information on the forms of advertising.

- For the Light + Building trade fair, 17,024 people will receive a **special newsletter** in addition to the newsletters which are sent out every two weeks throughout the year:

Publication date: March 1, 2022 March 8, 2022

Deadline for submissions: February 22, 2022 March 1, 2022



de Almanacs 2023

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 2023

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 2023

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

Company imprints/editions: The perfect gift for your customers.

Your own cover page design is possible.

We would be pleased to provide you with an offer: bettina.landwehr@huethlig.de

Advertising formats and basic prices b/w:

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

Bleed surcharge: 10% of the basic price + 3 mm bleed at the outside

Book format: 148 mm wide x 210 mm high

Publication date: October 20, 2022

Advertising deadline: August 3, 2022

Format cover pages: 148 mm wide x 210 mm high + 3 mm bleed on each side

The prices indicated exclude VAT.

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1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue
(July 1, 2020 - June 30, 2021)

Print run:	34,380	including abroad:	including e-paper:
Number of copies actually distributed:	52,570	209	18,491
Sold circulation:	39,603	188	18,443
– subscribed copies:	16,380	185	450
including member copies:	4,775		63
– paid content access privileges through subscription:*	39,603		
– other sales:	23,223		17,993
– single copy sales:	0		
Free copies:	12,967		48
Residual, specimen and archive copies	301		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	Recipients
Germany	94.1	49,457
Abroad	0.2	209
Others**	5.5	2,904
Number of copies actually distributed	100.0	52,570

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

Distribution by federal states:	Percentage of copies actually distributed	
	%	Recipients
Baden-Wuerttemberg	16.6	8,692
Bavaria	21.9	11,467
Berlin, Brandenburg	5.3	2,775
Bremen, Hamburg, Schleswig-Holstein	5.1	2,670
Hesse	9.6	5,027
Mecklenburg-Western Pomerania	1.1	576
Lower Saxony	7.9	4,137
North Rhine-Westphalia	17.7	9,268
Rhineland-Palatinate	5.8	3,037
Saarland	1.2	628
Saxony, Saxony-Anhalt	5.9	3,089
Thuringia	1.9	995
Copies actually distributed in Germany	100.0	52,361

Breakdown of foreign circulation:	Percentage of copies actually distributed	
	%	Copies
Austria	41.6	87
Switzerland	14.4	30
Other countries	44.0	92
Number of copies actually distributed	100.0	209

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	72.1	37,903
71.1	Electrical planning; engineering offices	7.0	3,680
26.3 / 27 / 27.12 / 28 / 29.31 / 33.1	Processing trades	4.1	2,155
46.4 / 47	Wholesale business with electrical equipment and electrical-installation equipment; retail business with electrical household appliances and electrical products	6.4	3,365
35	Power generation	2.5	1,314
84.1	Public administration	2.1	1,104
85.42 / 85.32 / 94.99.1	Colleges, universities, and other institutions of higher learning; research; institutions of ongoing professional training	3.7	1,945
	Other*	2.1	1,104
Number of copies actually distributed		100.0	52,570

* 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: 103,387

2.3 Total number of changing recipients: 79,463

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

–Paid circulation	39,603
of which: subscribed copies	16,380
individually sold copies	0
other sales	23,223
paid content access privileges*	39,603
–free copies	12,967
of which permanent free copies	1,147
alternating free copies	11,820
advertising copies*	301
Copies actually distributed	52,570
of which in Germany	52,361
abroad	209

3. Description of the analysis

3.1 Population (examined share):

Copies actually distributed	52,570	= 100.0 %
*of which are not included in the analysis:		
– advertising copies	301	= 0.6 %
The analysis represents 99.9 % of the population (copies actually distributed)	52,269	= 99.4 %

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.

*Information provided by the publisher



Issues	1–2 / 2022	3 / 2022	4 / 2022	5 / 2022	6 / 2022	7 / 2022	8 / 2022	9 / 2022	10 / 2022	11 / 2022
				Trade fair news Light+Building				PV and systems enginee- ring	Product high- lights from Light+Building	
Publication date	Jan. 14, 2022	Feb. 1, 2022	Feb. 15, 2022	Mar. 1, 2022	Mar. 10, 2022	Apr. 1, 2022	Apr. 15, 2022	May 3, 2022	May 17, 2022	Jun. 1, 2022
Advertising deadline	Dec. 15, 2021	Jan. 5, 2022	Jan. 20, 2022	Feb. 3, 2022	Feb. 14, 2022	Mar. 7, 2022	Mar. 21, 2022	Apr. 5, 2022	Apr. 21, 2022	May 5, 2022
Editorial deadline	Dec. 6, 2021	Dec. 23, 2021	Jan. 11, 2022	Jan. 25, 2022	Feb. 3, 2022	Feb. 24, 2022	Mar. 10, 2022	Mar. 25, 2022	Apr. 8, 2022	Apr. 26, 2022
Trade fairs	Jan. 25–27, 2022 Elektrofach- schulung, Rostock	Feb. 8–10, 2022 E- World, Essen	Feb. 21–25, 2022 R+T, Stuttgart	Mar. 8–10, 2022 PV-Symposium, Bad Staffelstein Mar. 8–11, 2022 SHK, Essen Mar. 9–13, 2022 IHM, Munich Mar. 13–18, 2022 Light+Building, Frankfurt	Mar. 13–18, 2022 Light+Building, Frankfurt Mar. 15–17, 2022 EMV, Cologne Mar. 29–31, 2022 Automa- tisierungstreff, Böblingen		Apr. 25–29, 2022 HMI, Hanover Apr. 26–29, 2022 IFH/Intherm, Nuremberg	May 10–12, 2022 Anga Com, Cologne May 11–13, 2022 The Smarter E, Munich		Jun. 8–10, 2022 ZVEH Annual Conference, Wiesbaden
Electrical systems • Electrical instal- lation • Lighting techno- logy • Renewables	Electrical installation in industry	Main topic: Installation components and systems	Electrical installation for charging infrastructure	Electrical installation for special areas	Main topic: Ins- pecting systems and ope- rating equipment	Installation and laying systems	Control cabinets, distribution boards, and meter mounting boards	Standards in the- ory and practice	Circuit breakers, RCDs, and AFDDs	Main topic: Pro- tective measures
Electrical systems	Heating / air-conditio- ning / venti- lation	Lighting in special-purpo- se buildings	Heat pumps in commercial buildings	PV inverters	Infrastructure for electromobility	Main topic: Using electricity to heat water	Energy manage- ment	Main topic: Ligh- ting technology	Sector integra- tion	Planning soft- ware
IT and systems engineering • Building automa- tion • Safety technology • Network techno- logy	Main topic: The connected building	Microcontrol- lers and PLCs	Automating the building envelope	Main topic: Building auto- mation	IP-based building technology	Energy efficiency in buildings	IoT in buildings	Generationally fair living	Main topic: Smart home	Green buildings
IT and systems engineering	Burglar alarm technology	Door commu- nication	Main topic: Smart security	Head-end tech- nology	WLAN and wi- reless communi- cation	Hazard alarm technology	Main topic: Connectivity technology	SAT systems	Video monito- ring	Biometrics and data protection
Management	Occupational health and safety / Briefing	Insurance for electrical firms	Tax law	Electrical tools	Commercial ve- hicles and vehicle equipment	Apps in the elec- trical trade	Operational handover	Human resources	Controlling	Health manage- ment
Permanent strands	Practical problems • The master craftspeople of tomorrow • Company news • Panorama (product reports, company publications, books, and software) • Trade fairs / conferences / seminars • New standards • Interviews									



Issues	12 / 2022	13–14 / 2022	15–16 / 2022	17 / 2022	18 / 2022	19 / 2022	20 / 2022	21 / 2022	22 / 2022	23–24 / 2022
					Technical safety			Lighting		
Publication date	Jun. 15, 2022	Jul. 15, 2022	Aug. 16, 2022	Sep. 2, 2022	Sep. 16, 2022	Oct. 4, 2022	Oct. 18, 2022	Nov. 2, 2022	Nov. 15, 2022	Dec. 15, 2022
Advertising deadline	May 18, 2022	Jun. 20, 2022	Jul. 20, 2022	Aug. 5, 2022	Aug. 22, 2022	Sep. 7, 2022	Sep. 21, 2022	Oct. 6, 2022	Oct. 19, 2022	Nov. 21, 2022
Editorial deadline	May 9, 2022	Jun. 8, 2022	Jul. 11, 2022	Jul. 27, 2022	Aug. 10, 2022	Aug. 29, 2022	Sep. 12, 2022	Sep. 26, 2022	Oct. 10, 2022	Nov. 10, 2022
Trade fairs	Jun. 23–25, 2022 AAL-Kongress, Karlsruhe Jun. 29–30, 2022 Feuertrutz, Nuremberg Jun. 29–30, SicherheitsExpo, Munich			Sep. 2–6, 2022 IFA, Berlin	Sep. 20–23, 2022 Security, Essen Sep. 20–25, 2022 IAA Nutzfahrzeuge, Hanover Sep. 27–30, 2022 Wind Energy, Hamburg	Oct. 11–13, 2022 eMove360°, Munich Oct. 11–13, 2022 Chillventa, Nuremberg	Oct. 18–20, 2022 Arbeitsschutz Aktuell, Stuttgart Nov. 8–10, 2022 Belektro, Berlin	Nov. 8–10, 2022 Belektro, Berlin Nov. 17–19, 2022 GET Nord, Hamburg	Nov. 17–19, 2022 GET Nord, Hamburg Nov. 22–24, 2022 sps, Nuremberg	Jan. 9–14, 2023 Bau, Munich
Electrical systems • Electrical installation • Lighting technology • Renewables	Cabling, lines, and supporting systems	Explosion protection	Main topic: Lightning and overvoltage protection	Electrical installation for electrical machinery	Electrical installation in accordance with federal state building regulations	Electrical installation in special-purpose buildings	Switchgear and distribution boards	Main topic: Protective measures	Fire protection in electrical installation	Main topic: Measuring and testing
Electrical systems	Main topic: Photovoltaics	Air-conditioning technology	Emergency and security lights	PV storage systems	System monitoring	Main topic: Electromobility	Controlled domestic ventilation	Heat pumps in renovation	Electrical direct heating	Industrial lighting
IT and systems engineering • Building automation • Safety technology • Network technology	Light control	Smart metering and smart grids	Room automation	Main topic: Smart building	Retrofitting solutions in building technology	Networks in buildings	Building automation with KNX	Cloud-based building technology	Main topic: Energy and load management	Wireless building automation
IT and systems engineering	Fire alarm systems	Main topic: Communication technology	Sensor technology and AI	Wireless connectivity technology	Emergency call and alerting system	Presence and motion sensors	Main topic: Safety technology	Escape and emergency routes	IT and cybersecurity	Access control
Management	Partnerships	Pricing	Commercial software	Corporate identity and branding	Main topic: Commercial vehicles	Personal protective equipment (PPE)	Online marketing	Financing / banks	Operational equipment	Customer advice
Permanent strands	Practical problems • The master craftspeople of tomorrow • Company news • Panorama (product reports, company publications, books, and software) • Trade fairs / conferences / seminars • New standards • Interviews									

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

Special issue	PV and systems engineering (9a)	Product highlights from Light+Building (10a)	Technical safety (18a)	Lighting (21a)
Publication date	May 3, 2022	May 17, 2022	Sep. 16, 2022	Nov. 2, 2022
Advertising deadline	Apr. 5, 2022	Apr. 21, 2022	Aug. 22, 2022	Oct. 6, 2022
Editorial deadline	Mar. 25, 2022	Apr. 8, 2022	Aug. 10, 2022	Sep. 26, 2022
Published with issues	9 / 2022	10 / 2022	18 / 2022	21 / 2022
Trade fairs	May 11–13, 2022 The Smarter E, Munich		Sep. 20–23, 2022 Security, Essen	Nov. 8–10, 2022 Belektro, Berlin
Topics	Inverters Modules Storage systems Own consumption Energy management Planning software Lightning and overvoltage protection Analysis software Yield optimization Pre-event report: innovations at The Smarter E	Post-event reports on Light+Building 2022, covering topics such as: Components of electrical installations Lightning and overvoltage protection Measurement and testing technology Building automation Lamps, lights, LEDs Electromobility Network technology Operating equipment	Alarm and burglar alarm systems Fire alarm systems Smoke alarms Access control and door communication Video monitoring Fire protection Lightning and overvoltage protection Secure building automation Emergency and security lights Explosion protection	LEDs and OLEDs Emergency and security lights Energy-efficient lighting Lighting control systems Motion and presence sensors Office lighting Industrial lighting Lighting planning / planning software Utilizing daylight

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Brief overview

In 2022 we will be offering you various special issues for **de – das elektrohandwerk**:



Special issue “PV and system technology”

The PV and system technology 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 = 39,603 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	4,130.–	5,585.–
1/2 page	86 x 257 / 178 x 126	2,075.–	2,945.–
1/3 page	56 x 257 / 178 x 83	1,400.–	1,955.–
1/4 page	41 x 257 / 86 x 126 / 178 x 62	1,050.–	1,605.–
1/8 page	41 x 126 / 86 x 62 / 178 x 29	550.–	865.–

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 € 6,035.–

Inside front cover and outside back cover:

4c € 6,105.–

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

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



Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within the German electrical/electronics industry and address more than 50,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- ***Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.



Alexander Zöller
+49 81 91/125-345
Adressvermietung@huethig.de

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:** Angelika Scheffler
Phone: +49 (0) 6221 489-392
enet-dispo@huethig.de
- 8 Delivery deadline:** minimum 5 business days prior to publication
- 9 External ad server used:** Google Ad Manager from Google

Facts:

Traffic

- visits / month: 138,554¹
- page impressions / month: 233,856¹ (current IVW figures available at www.ivw.de)
- 17,157 newsletter subscribers²

Content

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

Channels

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

elektro.net
is IVW certified

¹ Source: IVW, 3/2021 ² Source: Emarsys, 8/2021

1 Rates and Advertising Formats

Advertising format website	Format	Bookable channels	Price in €
Fireplace ad	Leaderboard: 980 x 90 pixels + Skyscraper (left + right): 160 x 900 pixels	total rotation	8,695.00 / month
Billboard ad	800 x 250 pixels	total rotation	7,905.00 / month
Superbanner (= Big-size banner)	728 x 90 pixels	total rotation	2,625.00 / month
Full-size banner	468 x 60 pixels	total rotation	1,335.00 / month
Half-size banner	234 x 60 pixels	total rotation	995.00 / month
Skyscraper	160 x 600 pixels	total rotation	2,625.00 / month
Sticky-Sidebar	200 x 600 pixels	total rotation	2,790.00 / month
Content ad	300 x 250 pixels	total rotation	2,940.00 / month
Rectangle	300 x 250 pixels	total rotation	2,750.00 / month
Halfpage ad	300 x 600 pixels	total rotation	2,995.00 / month
Wallpaper	728 x 90 and max. 160 x 900 pixels	total rotation	3,995.00 / month
Partner site button	300 x 120 pixels	total rotation	1,640.00 / month
Sponsoring button	870 x 30 pixels	total rotation	3,495.00 / month
Combination: Video + Content ad	Youtube, Vimeo, Video (mp4, flv) + 300 x 250 pixels		6,995.00 / year + 2,485.00 / month (optionally available extra monthly)
Microsite / Specials	text, image, as agreed	Link in main navigation + sidebar	1,140.00 / month
Company video / Specials	620 x 350 pixels	Link in the video channel	6,995.00 / year
Sponsored Post	text + max. 5 images	1 week integration on homepage + archiving for at least 1 year	2,870.00

Advertising Whitepaper	Format	Bookable channels	Price in €
Whitepaper	as agreed	Whitepaper, sidebar	3,255.00 / month

Advertising format job vacancy ad	Components	Further information	Price in €
Job vacancy "Basic"	text, company logo	see page 27	715.- / month
Job vacancy "Plus"	Text, Firmenlogo, Banner	see page 27	895.- / month
Job vacancy "Premium"	Text, Firmenlogo, Banner, Video	see page 27	1,070.- / 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	440.00 / year
Company entry premium	business directory, see page 26	660.00 / year

Types of advertising content marketing packages

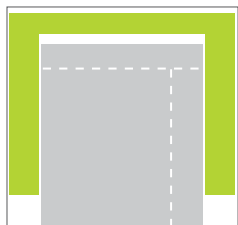
We are offering content marketing packages from as little as € 4,980.--. Please contact us about this type of advertising: bettina.landwehr@huethig.de
 We will gladly put together an effective package that is tailored to your needs.

Advertising format newsletter	Format	Price in €
Newsletter / Sponsoring ad	650 x 60 pixels	915.00 / issue
Newsletter / Content ad	650 x 150 pixels	885.00 / issue
Newsletter / Text ad	image: 190 x 100 pixels, text: 330 characters	885.00 / issue
Newsletter / Rectangle	300 x 250 pixels	915.00 / issue
Standalone newsletter	HTML (inline CSS), format (width): 660 pixels or text, image (jpg, png) and links	6,745.00 / issue

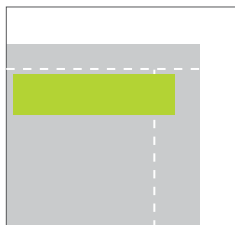
All prices in Euros exclusive of applicable VAT.

1 Banner formats

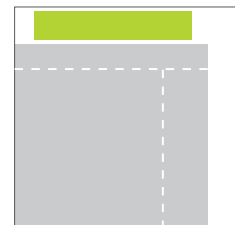
You can book a large variety of different banner formats on elektro.net. Whether an animated gif or an HTML5 banner, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of two additional advertising partners in this placement. Your campaign will be billed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



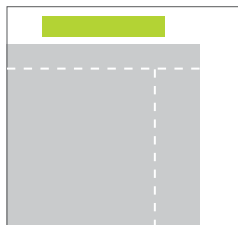
Fireplace ad
Format: 980 x 90 pixels
(Leaderboard) and
160 x 600 pixels (Skyscraper,
left and right)
Price/month: € 8,695.–
File type: jpg, gif, png, HTML5
File size: max. 50 KB



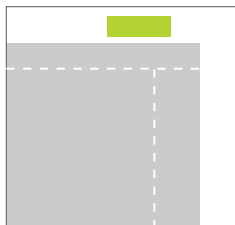
Billboard ad
Format: 800 x 250 pixels
Price/month: € 7,905.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb



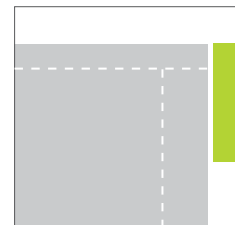
Superbanner
Format: 728 x 90 pixels
Price/month: € 2,625.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb



Full-size banner
Format: 468 x 60 pixels
Price/month: € 1,335.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb



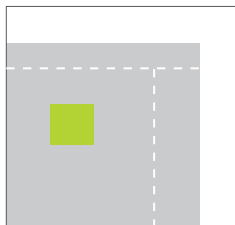
Half-size banner
Format: 234 x 60 pixels
Price/month: € 995.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb



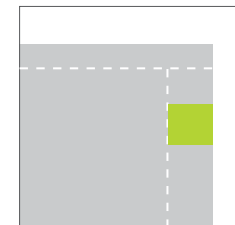
Skyscraper
Format: 160 x 600 pixels
Price/month: € 2,625.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb



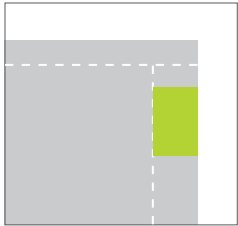
Sticky-Sidebar
Format: 200 x 600 pixels
Price/month: € 2,790.–
File type: HTML5/redirect-code
File size: max. 50 Kb



Content ad
Format: 300 x 250 pixels
Price/month: € 2,940.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb

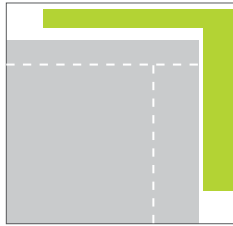


Rectangle
Format: 300 x 250 pixels
Price/month: € 2,750.–
File type: jpg, gif, png, HTML5
File size: max. 50Kb



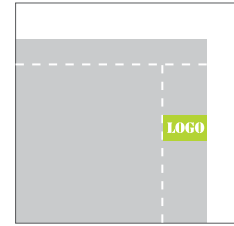
Halfpage ad

Format: 300 x 600 pixels
 Price/month: € 2,995.–
 File type: jpg, gif, png, HTML5
 File size: max. 50 Kb



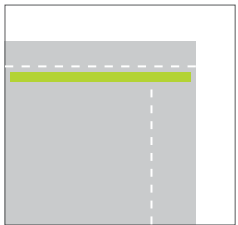
Wallpaper

Format: 728 x 90 pixels and max. 160 x 900 pixels
 Price/month: € 3,995.–
 File type: jpg, gif, png, HTML5
 File size: max. 50Kb



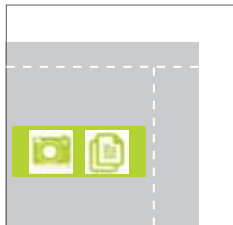
Partner site button

Format: 300 x 120 pixels
 Price/month: € 1,640.–
 File type: jpg, gif, png, HTML5
 File size: max. 50Kb



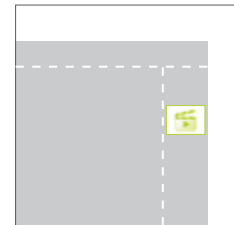
Sponsoring button

Format: 870 x 30 pixels
 Price/month: € 3,495.–
 File type: jpg, gif, png, HTML5
 File size: max. 50Kb



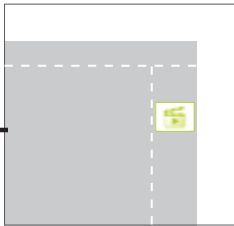
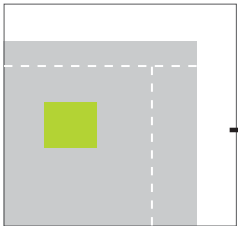
Sponsored Post

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: € 2,870.–



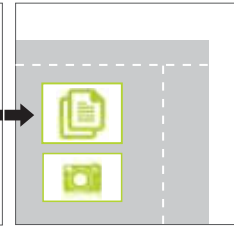
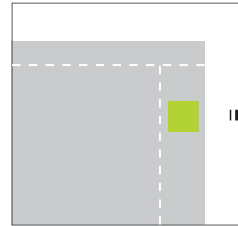
Company video / Specials

Format: 620 x 350 pixels
 Price per video / run-time 12 months: € 6,995.–
 File type: MP4, max. 5 minutes, Youtube, Vimeo



Combination:

Video + Content ad
 Format video: mp4
 Format content ad: 300 x 250 pixels
 Price video: € 6,995.–/year
 Price content ad: € 2,485.–/month (optionally available extra monthly)



Microsite / Specials

Content: Text, video, link, document (optional)
 Price/month: € 1,140.–
 The microsite is promoted via a logo (150 x 150 pixels) and text (max. 50 characters) in the sidebar in overall rotation.

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



Business Directory

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

Plus package: € 440.-*

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: € 660.-*

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

*Duration: 1 year

	Standard	Plus	Premium
Your company profile is displayed as a relevant search result	✓	✓	✓
E-mail contact	✓	✓	✓
Address information	✓	✓	✓
Manage your product portfolio, product groups and social media channels		✓	✓
Phone and fax numbers		✓	✓
Link to your website		✓	✓
Company logo		✓	✓
Profile picture		✓	✓
Online statistics		✓	✓
Highlighted among search results		✓	✓
Image gallery			✓
Company portrait			✓
Link to sales offices or branches			✓
Additional information as file			✓
Integrate company videos			✓
Price for an entire year	free	€ 440.-	€ 660.-

All prices in Euros exclusive of applicable VAT.

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



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" € 715.–

Job vacancy ad "Plus" € 895.–

Job vacancy ad "Premium" € 1,070.–

Delivery deadline:

5 business days prior to publication

What we need from you:

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

Facts – Advertisement content

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

	Basic	Plus	Premium
Duration	30 days	30 days	60 days
Your ad will appear in the editorial newsletter	✓	✓	✓
Personal point of contact	✓	✓	✓
Updated ads every 15 days	✓	✓	✓
Social media boost		✓	✓
CI-banner in the ad		✓	✓
Top jobs placement (highlighted)			✓
Integration of the corporate video			✓
Price for an entire year	€ 715.–	€ 895.–	€ 1,070.–

Optional: Extension of the subscription by 30 days

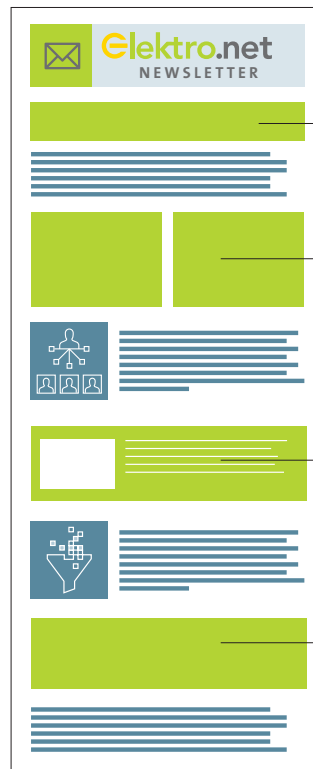
10% combo discount on a print ad in the job openings section of the trade journal de – das elektrohandwerk

All prices in Euros exclusive of applicable VAT.

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

- 1 **Name:** elektro.net-Newsletter
 - 2 **Profile in brief:**
Each Tuesday of every second week, our newsletter is sent to over 17,157¹ subscribers. In addition to current news, the newsletter features new product releases as well as expert editorial contributions for the various trade channels.
 - 3 **Target group:**
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.
 - 4 **Frequency:** 60 x per year (2 - 4 x per month, on Tuesdays and special newsletters to the relevant trade fairs)
 - 5 **Editorial Contact:** Michael Wanner
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michael.wanner@huethig.de
 - 6 **Contact for Online Advertising:** Bettina Landwehr
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 - 7 **Data delivery:** Angelika Scheffler
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enet-dispo@huethig.de
 - 8 **Delivery deadline:** 5 business days prior to publication
 - 9 **Dispatch dates:**
- | | | | | |
|----------------------|---------------|---------------|----------------|----------------------|
| Jan. 11, 2022 | Mar. 22, 2022 | May 31, 2022 | Aug. 9, 2022 | Oct. 18, 2022 |
| Jan. 18, 2022 | Mar. 29, 2022 | June 7, 2022 | Aug. 16, 2022 | Oct. 25, 2022 |
| Jan. 25, 2022 | Apr. 5, 2022 | June 14, 2022 | Aug. 23, 2022 | Nov. 2, 2022 |
| Feb. 1, 2022 | Apr. 12, 2022 | June 21, 2022 | Aug. 30, 2022 | Nov. 8, 2022 |
| Feb. 8, 2022 | Apr. 19, 2022 | June 28, 2022 | Sept. 6, 2022 | Nov. 15, 2022 |
| Feb. 15, 2022 | Apr. 16, 2022 | July 5, 2022 | Sept. 13, 2022 | Nov. 22, 2022 |
| Feb. 22, 2022 | May 3, 2022 | July 12, 2022 | Sept. 20, 2022 | Nov. 29, 2022 |
| Mar. 1, 2022 | May 10, 2022 | July 19, 2022 | Sept. 27, 2022 | Dec. 6, 2022 |
| Mar. 8, 2022 | May 17, 2022 | July 26, 2022 | Oct. 4, 2022 | Dec. 13, 2022 |
| Mar. 15, 2022 | May 24, 2022 | Aug. 2, 2022 | Oct. 11, 2022 | Dec. 20, 2022 |

The dates in **bold** indicate special trade fair newsletters or single-topic newsletters.



Sponsoring ad

Format: 650 x 60 pixels
Price/issue: € 915.–
File type: gif², jpg, png

Rectangle

Format: 300 x 250 pixels
Price/issue: € 915.–
File type: gif², jpg, png

Text ad (image + text)

Image: 190 x 100 pixels
Text: max. 330 characters
Price/issue: € 885.–
File type: gif², jpg, png

Content ad

Format: 650 x 150 pixels
Price/issue: € 885.–
File type: gif², jpg, png

¹ publisher's claim 08/2021

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

All prices in Euros exclusive of applicable VAT.

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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: € 6,745.- / issue

All prices in Euros exclusive of applicable VAT.



100% Anschluss finden
Crimp-Qualität im Fokus

PHENIX CONTACT

Eine hohe Prozesssicherheit wird sowohl im Handwerk wie auch in der Industrie über alle Arbeits- und Fertigungsebenen hinweg gefordert. Daher arbeitet die Crimpex Duo 10 mit einer integrierten Zwangssperre, die sicherstellt, dass der Crimp-Zyklus immer vollständig durchgeführt wird. Überspannungen sind damit ausgeschlossen, bis werden unabhängig vom Anwender und seiner Kraft dauerhaft langzeitstabile Anfertigungsergebnisse von hoher Güte erzielt.

Unter folgendem Link haben wir Ihnen einen Guide zur Realisierung betriebsbezogener Anschlüsse im Downloadbereich bereitgestellt:

[Zum Phoenix Contact Guide](#)

Darüber hinaus wird die Prozesssicherheit auch durch die präzise gefertigte Unterzugstange positiv beeinflusst. Im Gegensatz zu anderen Zangen, die über mehrere Durchmesser für verschiedene Querschnitte oder Querschnittbereiche verfügen, besitzt die Crimpex Duo 10 nur ein einziges Gesamtkonzept. Damit können alle Adressenformen Typen nach DIN 46220-1 und -4 sowie nach IEC 60309 (Typen A, E und F) im Querschnittsbereich zwischen 8,14 und 10 mm² verarbeitet werden. Verarbeitet lassen sich auch Zwillingsschalen-eigenenstar Teak-Adressenformen. Im zu einem Querschnitt von 2 x 4 mm². Gerade bei dieser Halbermet-Fügen sich zahlreiche Anwender, welches Werkzeug das richtige ist und in welches Element der Adressenform einsteigt werden muss. Hier ist die Crimpex Duo 10 weitaus besser, muss sich diese Fragen nicht mehr stellen.

Worauf es beim Crimpen ankommt
Das erfolgreichste Crimpen beginnt bereits mit der Auswahl von Höhe und Leder-, Kompatibilität, Materialqualität und

Sponsored posts

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

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

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

Price: €2,870

You need to provide us with the following:

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



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