

MEDIA KIT 2025



PRINT + ONLINE

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

<p>1 Title: ema – elektrische maschinen</p> <p>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.</p> <p>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.</p> <p>4 Publication: 8 x per year, according to the Schedule and Editorial Calendar</p> <p>5 Magazine format: width 210 mm, height 297 mm</p> <p>6 Volume/Year: Volume 104/2025</p> <p>7 Price: Annual subscription domestic (incl. VAT and shipping costs) € 102.00 foreign (incl. VAT and shipping costs) € 112.00 Single copy price (incl. VAT, not incl. shipping costs) € 11.00</p> <p>8 Organ: Official organ of the Federal Department of Electrical Engineering of the Central Association of the German Electrical and Information Technology Trades.</p> <p>9 Memberships: –</p> <p>10 Publishing company: Hühlig GmbH Managing Director: Christian Zaiser Chief Sales & Marketing Officer: Bettina Landwehr Chief Content Officer: Andreas Stöcklhuber</p> <p>Address Publisher: Im Weiher 10, D-69121 Heidelberg Phone: +49 6221 489-384</p>	<p>Address Advertising/Editorial Dept.: Hultschiner Straße 8, D-81677 München Phone: +49 89 2183-8988 Internet: www.elektro.net/ema</p> <p>11 Publisher: –</p> <p>12 Advertising: Bettina Landwehr (Head of Sales), Address see publishing company Phone: +49 89 2183-8988 E-mail: bettina.landwehr@huethig.de Martine Revenus (Assistant Sales), Phone: +49 6221 489-131 E-mail: martine.revenus@huethig.de Svenja Anwand (Assistant Sales), Phone: +49 6221 489-420 E-mail: svenja.anwand@huethig.de Jessica Kunz (Assistant Sales + Disposition), Phone: +49 6221 489-425 E-mail: enet-dispo@huethig.de</p> <p>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.stoecklhuber@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</p> <p>14 Volume analysis: Total volume: 2023 = 306 pages = 100.00 % Editorial section: 270 pages = 88.24 % Advertising section: 36 pages = 11.76 % Supplements: –</p> <p>15 Analysis of editorial content 2023 = 270 pages Technical articles, product information 252 pages = 93.33 % other (tables of contents, legal notice etc.) 18 pages = 6.67 %</p>
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Circulation:	Print run: 1,400 copies
	Average annual number of copies actually distributed: 1,051 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:	Sheed-fed offset, back stitching, print documents in digital format. Please see our separate guidelines under "Technical specifications"
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Dates:	Publication: 8 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
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Media service:	Bettina Landwehr (Head of Sales) E-mail: bettina.landwehr@huetthig.de Phone: +49 89 2183-89889
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Specimen copies:	For sustainability reasons, copies of advertisements are provided in PDF format. A hard copy specimen will only be sent on request when the order is received.
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Terms of payment:	30 days after invoice date, 2 % discount for 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	1,690.–
Junior page	126 x 178	148 x 206	970.–
1/2 page	86 x 257 / 178 x 126	108 x 303 / 216 x 152	890.–
1/3 page	56 x 257 / 178 x 83	78 x 303 / 216 x 108	640.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	63 x 303 / 216 x 88 / 108 x 152	505.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	63 x 152 / 216 x 55 / 108 x 88	310.–

*including 3 mm bleed on each side to be trimmed

Preferential placements:

Cover 4-color, total price	€ 3,240.–
210 x 184 mm + 3 mm trim at right and at bottom	
Inside front cover	€ 2,035.–
Outside back cover**	€ 2,035.–
Binding placements: 10% surcharge on basic rate	

** The postage label may be on the 4th page and may therefore conceal parts of the motif. You will find detailed information on 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	€ 3.90
Job offers per mm (2 columns, 86 mm wide), 4c	€ 4.20
Employment wanted per mm (2 columns, 86 mm wide) b/w	€ 3.80
For sale and wanted, miscellaneous – per mm (2 columns, 86 mm wide)	€ 3.90
Cypher fee (incl. postage for shipment)	€ 18.00
Setting costs, flat rate	€ 35.00

Online job market on www.elektro.net: from € 845.00/ 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	€1,015.00
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: enet-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: Jessica Kunz

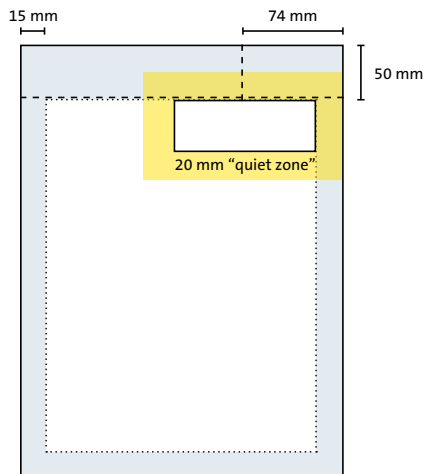
Im Weiher 10
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Issue	1-2/2025	3-4/2025	5/2025	6/2025	7-8/2025	9/2025	10/2025	11-12/2025
Publication date	Feb. 7, 2025	Mar. 21, 2025	May 9, 2025	June 20, 2025	Aug. 8, 2025	Sep. 10, 2025	Oct. 10, 2025	Nov. 18, 2025
Advertising deadline	Jan. 13, 2025	Feb. 24, 2025	Apr. 9, 2025	May 22, 2025	July 14, 2025	Aug. 14, 2025	Sep. 12, 2025	Oct. 23, 2025
Editorial deadline	Dec. 30, 2024	Feb. 13, 2025	Mar. 31, 2025	May 13, 2025	July 3, 2025	Aug. 5, 2025	Sep. 3, 2025	Oct. 14, 2025
Trade fairs	Feb. 19-20, 2025, Maintenance, Dortmund	Mar. 31 - Apr. 4, 2025, HMI, Hanover Apr. 9-10, 2025, Coiltech, Augsburg	May 8-10, 2025, EMA conference, Hanover June 3-5, 2025, CWIEME, Berlin			Sep. 16-19, 2025, New Energy, Husum		Nov. 25-27, 2025, sps smart production solutions, Nuremberg
Drive technology, motors, systems	Frequency converters	Generator technology	Trends in automation	Historical electrical machinery	Electric mobility	New materials	Gear and bearing technology	Cables and lines
Service, maintenance, measuring technology	Forms of remote access for maintenance	Testing of electrical machinery	Smart sensors	Damage analyses on large machinery	Maintenance of transformers	Installations in the Ex area	Measuring of non-electrical parameters	Testing of mobile devices
Trade fair reports, associations, standards	Post-event report on sps 2024	The master class in electrical engineering	Post-event report on Hanover trade fair 2025	Legally compliant organisation of your own business	Post-event report on the EMA conference in Hanover	Shortage of skilled labour – a status report	Transfer of ownership – what entrepreneurs can do	Preliminary report sps 2025

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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

as of August 2024

Newsletter

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

Publication dates:

February 6, 2025, March 27, 2025 (to coincide with HMI, Hanover),
May 22, 2025 (to coincide with CWIEME, Berlin), July 31, 2025,
September 18, 2025, November 20, 2025 (to coincide with sps, Nuremberg)

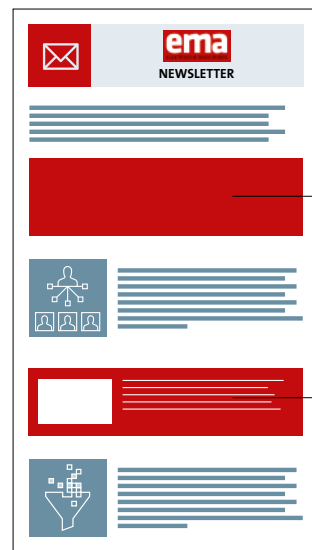
Your advertising options:

Content ad

Format: 650 x 150 pixels
Price per issue: € 450.–
File type: gif¹, jpg, png
File size: max. 50 KB

Text ad (image plus text)

Image: 190 x 100 pixels
Text: max. 330 characters
Price per issue: € 450.–
File type: gif¹, jpg, png
File size: max. 50 KB



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, 2023 - June 30, 2024)		
Print run:	1,400		
Number of copies actually distributed:	1,051	including abroad:	39
Sold circulation:	448		
– subscribed copies:	448	including abroad:	39
including member copies:	172		
– other sales:	0		
– single copy sales:	0		
Free copies:	603		
Remnant, document and archive copies:	349		

Geographical distribution analysis:

Economic area	Percentage of copies actually distributed	
	%	copies
domestic	96.3	1,012
foreign	3.7	39
Number of copies actually distributed	100.0	1,051

Distribution by federal states	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	18.2	184
Bavaria	15.6	158
Berlin, Brandenburg	4.7	48
Bremen, Hamburg, Schleswig-Holstein	6.7	68
Hesse	7.5	76
Mecklenburg-Western Pomerania	0.8	8
Lower Saxony	14.5	146
North Rhine-Westphalia	16.9	171
Rhineland-Palatinate	4.7	48
Saarland	0.9	9
Saxony, Saxony-Anhalt	7.9	80
Thuringia	1.6	16
Number of copies actually distributed	100.0	1,012

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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.	62.0	652
16/17/18/19/20/35	General industry, including electrical industry, energy sector	16.7	175
84.1/94.1	Guilds, municipal trade associations, government agencies, associations clubs	2.7	28
85.42.1/85.32/94.99.1	Education and training, higher education, research	14.9	157
	Various*	3.7	39
Number of copies actually distributed		100.0	1,051

* 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: 1,000

2.3 Total number of changing recipients: 432

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

– Copies sold:		448
of which: subscribed copies	448	
retail sales	0	
other sales	0	
– Free copies:		603
of which: permanent free copies	120	
changing free copies	483	
advertising copies*	349	

Copies actually distributed:		1,051
– sold domestically	1,012	
– sold internationally	39	

3. Description of the analysis

3.1 Population (examined share):

Population	1,051	= 100.0%
*of which are not included in the analysis:		
– Advertising copies	349	= 33.2%
The analysis represents of the population (copies actually distributed)	702	= 66.8%

3.2 Date of the dataset analysis: July 12, 2024

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, 2023 - June 30, 2024

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 2026

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 2026

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 2026

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 in mm)		Price in €	
		Electrical engineering	Electrical machines and drives
1/1 page (108 x 173)	b/w	2,675.–	1,260.–
	2c	3,400.–	1,625.–
	4c	4,850.–	2,355.–
1/2 page (54 x 173 / 108 x 86)	b/w	1,365.–	655.–
	2c	1,830.–	915.–
	4c	2,760.–	1,435.–
1/3 page (36 x 173 / 108 x 57)	b/w	930.–	455.–
	2c	1,395.–	715.–
	4c	2,325.–	1,235.–
Preferential placement			
Outside back cover	4c	6,105.–	2,955.–
Inside front / back cover	4c	5,510.–	2,680.–

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: October 16, 2025

Advertising deadline: July 31, 2025

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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General Terms and Conditions

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