Media World
www.elektro.net

The information portal for top decision-makers from the electrical world
Home offices, webinars and virtual workspaces are now part of everyday life for most of us. Hardly anyone could have even begun to imagine what the year 2020 held in store for us and how the Corona pandemic has drastically changed all our lives. What was previously unthinkable became reality overnight, and digital communication and information channels were expanded in no time at all.

Particularly in these times of crisis, media consumption is on the rise. There is an increased focus on familiar, credible offerings – both in the digital realm and in print. Advertising activities now taking place therefore meet ideal conditions.

While new leads were previously generated mainly at trade fairs, congresses and other events, sales departments must come up with something new in these times.

We will be pleased to assist you with fresh ideas for lead generation and with content marketing and cross-media offers and look forward to our cooperation.

On behalf of the whole de team

Bettina Landwehr
Advertisement Management

de – das elektrohandwerk / elektro.net
**Profile, Offer, Reach**

*elektro.net* is the multimedia information portal for top decision-makers from the electrical world – read what this entails on the following pages.

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elektro.net is the innovative Internet platform of the de – das elektrohandwerk trade journal and is produced by Hüthig Verlag, a modern specialist media company with its head office in Heidelberg, Germany.

Hüthig Verlag is part of the Süddeutscher Verlag media group in Munich and thus of the Stuttgart-based Südwestdeutsche Medienholding (SWMH), one of the leading media companies in Germany.
elektro.net is the portal of the de – das elektrohandwerk trade journal. The online presence allows users to research all contents from 1999 to the present via the archive. elektro.net also offers a large amount of up-to-date specialist information, software downloads, a discussion forum, etc. This service is continuously being enhanced and expanded.
**elektro.net** is the information portal for top decision-makers from the electrical world!

**elektro.net** is aimed at owners, managing directors and senior staff from the electrical trade, planners, engineers and technicians, company electricians, electrical specialists in industry, energy supply companies and the public sector and electrical wholesalers.

Users are informed about the following topics in the form of industry news and specialist articles, technical product presentations, trend reports and the latest news of the day:
All editorial content is thoroughly researched, exclusive, up-to-date and prepared by our experienced editorial team and made available to users hot off the press.
elektro.net offers you all the advantages of professional media planning from a single source. We will advise you which forms of advertising, in which combination, will meet your requirements and objectives in your media planning!

elektro.net is used by people who decide on the selection and purchase of products in the electrical sector.

Source: IVW 10/2017 to 10/2020

We are also voluntarily audited in the online sector by the German Audit Bureau of Circulation (IVW)! This ensures that you really get the service you pay for.
### Latest analysis:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Impressions</td>
<td>216,348</td>
</tr>
<tr>
<td>Visits in October 2020</td>
<td>128,334</td>
</tr>
<tr>
<td>Unique User in October 2020</td>
<td>80,901</td>
</tr>
<tr>
<td>Newsletter Subscribers</td>
<td>about 17,000</td>
</tr>
<tr>
<td>Pages viewed per session</td>
<td>1.76</td>
</tr>
<tr>
<td>Average dwell time</td>
<td>1.57</td>
</tr>
</tbody>
</table>

- Page impressions in October 2020, source: IVW
- Visits in October 2020, source: IVW
- Source: Google Analytics in October 2020
- Newsletter subscribers receive the newsletter every 8 to 14 days on Tuesday (as of October 2020)
- Pages viewed per session, source: Google Analytics October 2020
- Average dwell time in minutes, source: Google Analytics October 2020
## Advertising Banners

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Placement</th>
<th>Rotation</th>
<th>Price/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Full-size banner</td>
<td>468 x 60 pixels</td>
<td>above header</td>
<td>total rotation</td>
<td>1,270.– €</td>
</tr>
<tr>
<td>2 Half-size banner</td>
<td>234 x 60 pixels</td>
<td>above header</td>
<td>total rotation</td>
<td>960.– €</td>
</tr>
<tr>
<td>3 Superbanner</td>
<td>728 x 90 pixels</td>
<td>above header</td>
<td>total rotation</td>
<td>2,500.– €</td>
</tr>
<tr>
<td>4 Skyscraper</td>
<td>160 x 600 pixels</td>
<td>right outside</td>
<td>total rotation</td>
<td>2,500.– €</td>
</tr>
<tr>
<td>5 Content Ad</td>
<td>300 x 250 pixels</td>
<td>in content</td>
<td>total rotation</td>
<td>2,800.– €</td>
</tr>
<tr>
<td>6 Rectangle</td>
<td>300 x 250 pixels</td>
<td>right sidebar</td>
<td>total rotation</td>
<td>2,620.– €</td>
</tr>
<tr>
<td>7 Wallpaper</td>
<td>728 x 90 + 160 x 900 pixels</td>
<td>above header and right</td>
<td>total rotation</td>
<td>3,880.– €</td>
</tr>
<tr>
<td>8 Partner Site Button</td>
<td>300 x 120 pixels</td>
<td>right sidebar</td>
<td>total rotation</td>
<td>1,560.– €</td>
</tr>
<tr>
<td>9 Sponsoring Button</td>
<td>870 x 30 pixels</td>
<td>below main navigation</td>
<td>total rotation</td>
<td>3,330.– €</td>
</tr>
<tr>
<td>10 Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>below main navigation</td>
<td>total rotation</td>
<td>7,905.– €</td>
</tr>
<tr>
<td>11 Sticky Sidebar</td>
<td>200 x 600 pixels</td>
<td>right outside</td>
<td>total rotation</td>
<td>2,655.– €</td>
</tr>
<tr>
<td>12 Half Page Ad</td>
<td>300 x 600 pixels</td>
<td>right sidebar</td>
<td>total rotation</td>
<td>2,890.– €</td>
</tr>
<tr>
<td>13 Fireplace Ad</td>
<td>980 x 90 + 2x 160 x 900 pixels</td>
<td>above header + left and right</td>
<td>total rotation</td>
<td>8,695.– €</td>
</tr>
</tbody>
</table>

Banner formats: png, jpg, gif (also animated), HTML5 | Videos: mp4 | File size: max. 50 KB
Data transmission: at least 5 working days before placement to enet-dispo@huethig.de

All prices are subject to statutory VAT
Banner formats are displayed in total rotation with a maximum of two other advertisers on this placement.

The campaign is billed at a fixed monthly price. The minimum booking period is four weeks.
Media | Specials – Microsite and Video

Specials

1. **Microsite / Specials**
   A microsite is a “mini homepage” on our portal. This gives you a highly efficient method to support topics or campaigns in a targeted, fast and cost-saving way. The contents of the microsite can be designed according to your individual wishes. For example, you can integrate videos, texts or documents for download. Your special is prominently teased via the sidebar in total rotation, including an image and a short text taken from your microsite (300 x approx. 100 pixels).

   Content: text, video, link, document (optional)
   Price / month: 1,065.– €

2. **Microsite / Corporate Video**
   Make optimum use of the media possibilities of the Internet by integrating a video film. Whether an image film or a product presentation – a corporate video offers you numerous options to present your company on elektro.net. Your contribution will be placed in our “videos” channel and teased via the sidebar in total rotation.

   File type: mp4, YouTube, Vimeo
   Price per video / 12 month booking period: from 6,816.– €

All prices are subject to statutory VAT.
Combination: Video + Content Ad

This appealing combination package allows you to convey your corporate message in a video. You can use a content ad to draw the attention of visitors to elektro.net to your video. Alternatively, the content ad can also refer to specific contents of your corporate website. The banner motif can be exchanged during the booking period.

Format of video: mp4, YouTube, Vimeo
Format of content ad: 300 x 250 pixels, jpg, gif
Price of video: 6,816.– € / year
Special price content ad: 2,365.– € / month (bookable on top monthly)
Sponsored Post

A sponsored post is a sponsored advertising element on elektro.net in the form of a tagged news item. It flows through the entire elektro.net news stream on the start page as well as on a channel selected by the customer and is archived here for at least one year. The contents of texts and images can be freely designed. In addition, a sponsored post is fixed on the elektro.net start page at the third article position and highlighted in grey for one week. The following channels are available: Electrical Installation, Building Technology, Energy + Efficiency, Operations Management, Training, Safety + Communication, Light + Energy.

The frequency of this form of advertising is strictly limited: a maximum of one sponsored post per week will be published.

Format: HTML content page, delivery of contents as Word document.
Maximum of 5 images as png or jpg.

Price: 2,730.– €*

What we need from you:

» Meaningful catchword
» Meaningful headline
» Teaser (2 short sentences which arouse interest)
» Text incl. link (recommendation: maximum 2 DIN A4 pages)
» Maximum of 5 images (jpg, png)

* Integration on home page for one week, archiving at least for one year

Good for your Google ranking!
XING Booster is a new, appealing social media element for
sponsored post subscribers which generates additional contacts
in the industry and can be easily booked on top with us.

We currently have 16,593 followers for the news feed of de –
das elektrohandwerk / elektro.net on Xing, and the number is
increasing rapidly.

The news feed is made up of up-to-date releases from our website,
which are displayed to followers as news on their Xing profile.

This way we can play out your sponsored post booked on elektro.
net to our followers via Xing. It is also marked here with the term
“advertisement”.

Price: 1,255.– €

Only bookable in combination with a sponsored post.
No separate reporting possible.
Native Post Ad
Reach extension for your sponsored post

You advertise using editorially designed text-image ads which are marked as advertising and visually adapt to the respective environment in which they appear. With native post ads, you can also reach visitors to our elektro.net site (these are marked) on entirely different pages on the web, for example on German broadsheet newspapers such as Süddeutsche, FAZ, Handelsblatt, etc. If B2B users click on your native post ad on the external pages, they will be redirected straight to your sponsored post within the elektro.net portal or, if they wish, directly to your own website.

We guarantee 200 or 500 clicks on the teaser or views on the sponsored post on elektro.net or a target defined by yourself outside our website.

Format:
HTML content page, delivery of contents as a Word document (your sponsored post). We also need the texts and images for teasers and the advertorial in various sizes.

Price: 1,895.– € for 200 guaranteed clicks
Price: 2,895.– € for 500 guaranteed clicks

» Only bookable in combination with a sponsored post.
The native post ad campaign consists of two elements:

1. a text-image teaser which links to an advertorial article page (advertorial = content).
2. an advertorial, i.e. an article page which may include different contents such as text, image and video, as well as external links.

What we need from you:

For the text-image-ad teaser:

» **Headline** – please supply all variants!:
  - Short: max. 25 characters (incl. spaces!)
  - Medium: 30-45 characters (incl. spaces!)
  - Long: 60-70 characters (incl. spaces!)

» **Activator**: 20 characters

» **Teaser text** – please supply all variants!:
  - Very short: 30 characters (incl. spaces!)
  - Short: 70-110 characters (incl. spaces!)
  - Medium: 110-140 characters (incl. spaces!)
  - Medium-long: 140-200 characters (incl. spaces!)
  - Long: 250-350 characters (incl. spaces!)

» **Image sizes (please supply all!) required in:**
  - 1,000 x 600 px, 1,200 x 627 px, 627 x 627 px, 600 x 300 px, 600 x 400 px, 600 x 450 px, 300 x 225 px, 600 x 600 px, 600 x 500 px, 800 x 450 px, 154 x 154 px, 300 x 169 px
  - Image Formats: GIF, JPG, PNG
  - Landing page URL
  - No text is allowed on the pictures!

For the advertorial:

» **Content**: max. 1,000 words

» **Brand logo**: GIF, JPG, PNG

» **Image formats**: GIF, JPG, PNG, 3rd party tracking

» **Wide images**: 1,200 px

» **Maximum image height**: 800 px

» **Video**: Youtube, Vimeo, other embeddable videos.

» **External links**: any number of external links possible.
Target Group Intensifier

A must-have for B2B companies

“B2B decision-makers are ‘always on for business’ – they are constantly looking for information, whether at work, on the road or at home. In fact, they are permanently available and receptive to B2B advertising. Studies have shown that B2B advertising also works very well when B2B decision-makers are on the Internet in private – i.e. in a consumer situation.”


de Target Group Marketing on the Internet

1 Tag users:
We tag visitors to elektro.net.

2 Find users again:
We find all visitors to elektro.net everywhere on the Internet via tags

3 Reach users:
We show your banner ads to users in real time (target group marketing). This way you show maximum presence in your core target group and boost contacts with investment decision-makers.

Bookable only in combination with banner advertising on elektro.net
We find the users on these websites:

Our offer: elektro.net Premium

Advertising banner contacts:
3 per user (Ø 50,000 playouts per month)
From all segments of elektro.net
Price per month in addition to banner placement costs:
2,660.– €
From a 3-month booking period onwards you get on top:
Social media advertising on Facebook, targeted at the users of elektro.net, without additional costs
Use whitepapers as a communication and advertising tool for your expertise. Communicate topics which move the target group and generate high benefits.

Whitepapers are a key tool in content marketing. Present your target group with contents which do not seem promotional but show your professional expertise and offer readers added value. In return, they will be willing to pay for your contents by providing their contact details. You generate valuable leads, i.e. qualified contacts having a specific interest in your topic or your products!

Your whitepaper is displayed in the top topic bar and promoted via the sidebar using your corporate logo. Users who wish to download the whitepaper leave their address, which they share, for use in your company.

What we need from you:

- Name of whitepaper
- Short text/teaser: approx. 50 characters
- Long text: approx. 600 characters
- PDF for download
- Corporate logo (180 x 20 pixels)
Your whitepaper services:

- Integration of the whitepaper on our website for at least 4 weeks
- Preparation of a form to collect the desired contact information
- All collected leads will be sent to you for use in your company

Price per month: 3,100.- €

A whitepaper allows you to...

- Position yourself as a competent contact in your field and convince readers through your expertise
- Offer your readers added value, e.g. by addressing a specific problem of your target group
- Create trust and credibility by avoiding any promotional approach
- Generate new B2B leads for your company
Are you looking for employees in the electrical industry? The reasons why your search will be successful with us:

阳区●
- Target group oriented without coverage waste
- Optimised for Google Jobs
- Adapted for mobile devices
- Your jobs in our prestigious de trade journal

Key facts at a glance

阳区●
- 216,348 page views/month*
- About 17,000 newsletter subscribers*
- 19,701 social media followers*
- Distributed circulation of de trade journal in print and as e-paper: 50,710

* page views (source: IVW 10/2020), newsletter subscribers (October 2020), social media followers (Xing, LinkedIn, Twitter and Facebook: 10/2020), distributed circulation of de trade journal in print and as e-paper (IVW Q3/2020)
Select the right job package:

<table>
<thead>
<tr>
<th></th>
<th>Basic 695.– €</th>
<th>Plus 870.– €</th>
<th>Premium 1,040.– €</th>
</tr>
</thead>
<tbody>
<tr>
<td>All services at a glance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booking period</td>
<td>30 days</td>
<td>30 days</td>
<td>60 days</td>
</tr>
<tr>
<td>Your ad is published in the editorial newsletter</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Personal contact</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Ad update every 15 days</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Social media boost</td>
<td>✗</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>CI banner in the ad</td>
<td>✗</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Top jobs placement (highlighting)</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Integration of your corporate video</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Optional:

- 30-day booking period extension
- 10% combination discount on an additional print ad in de – das elektrohandwerk trade journal
Advantages and Reach

The advantage of newsletters is that users specifically subscribe to them and therefore really want them.

This is also reflected in the above-average opening rate of the de newsletter.

E-mail newsletters also allow direct addressing of the target group.

Image advertising, highlighting your company’s expertise or a product presentation are all perfectly placed here. Reach your existing and new potential customers with about 17,000 mailings every 8 to 14 days.

Dispatch dates:

| Tue, 12.01.2021 | Tue, 16.03.2021 | Tue, 11.05.2021 | Tue, 24.08.2021 | Tue, 26.10.2021 |
| Tue, 26.01.2021 | Tue, 23.03.2021 | Tue, 18.05.2021 | Tue, 07.09.2021 | Tue, 02.11.2021 |
| Tue, 02.02.2021 | Tue, 30.03.2021 | Tue, 25.05.2021 | Tue, 14.09.2021 | Tue, 09.11.2021 |
| Tue, 09.02.2021 | Tue, 06.04.2021 | **Tue, 01.06.2021** | Tue, 21.09.2021 | Tue, 16.11.2021 |
| **Tue, 16.02.2021** | Tue, 13.04.2021 | Tue, 15.06.2021 | Tue, 28.09.2021 | Tue, 23.11.2021 |
| Tue, 23.02.2021 | **Tue, 20.04.2021** | Tue, 06.07.2021 | **Tue, 05.10.2021** | Tue, 30.11.2021 |
| Tue, 02.03.2021 | **Tue, 27.04.2021** | Tue, 20.07.2021 | Tue, 12.10.2021 | Tue, 07.12.2021 |
| Tue, 09.03.2021 | Tue, 04.05.2021 | Tue, 10.08.2021 | Tue, 19.10.2021 | Tue, 14.12.2021 |

The dates in bold are special trade show newsletters or monothematic newsletters (more info on monothematic newsletters on page 28).
Der de Newsletter wird aufwändig erstellt und regelmäßig an alle Abonnenten versendet. 

**WAGO Gelbox – einfacher Schutz vor Feuchtigkeit**


**NEUE PRAXISPROBLEME**

- Von Leuchten abgegebene Störgeräusche
- Wirksamkeit des Geräteschutzes an der Steckdose
- EEG-Umgebung bei PV-Warmwasserbereitstellung?
- Verschmutzte Adem - Einfluss auf Cu-Adapter?
- Diagnose Kurzschluss bei DGUV-Prafung

**WICHMANN (Wichmann-Brandwehrsysteme)**


**Forschungsprojekt im Polarmeer**

Verteilerschrankbeleuchtung unter extremen Klimabedingungen

**VDS für Prüfungen akkreditiert und zertifiziert**

Punktförmige Wärme- und Rauchmelder
## Advertising Banners in the newsletter

<table>
<thead>
<tr>
<th>Format/Size</th>
<th>Placement</th>
<th>Rotation</th>
<th>Price/issue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsoring Ad</strong></td>
<td>below header</td>
<td>exclusive</td>
<td>845.— €</td>
</tr>
<tr>
<td>660 x 30 to 90 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Button</strong></td>
<td>in sidebar</td>
<td>exclusive</td>
<td>545.— €</td>
</tr>
<tr>
<td>160 x 80 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Content Ad</strong></td>
<td>in content</td>
<td>exclusive</td>
<td>820.— €</td>
</tr>
<tr>
<td>480 x 150 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>in sidebar</td>
<td>exclusive</td>
<td>870.— €</td>
</tr>
<tr>
<td>160 x 600 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Text Ad (image + text)</strong></td>
<td>in content</td>
<td>exclusive</td>
<td>820.— €</td>
</tr>
<tr>
<td>Image: 150 x 150 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text: max. 330 characters</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Banner formats: png, jpg, gif (without animation), Images: jpg or gif up to max. 180dpi | File size: max. 50 KB
Data transmission: at least 5 working days before placement to enet-dispo@huethig.de
TOP-THEMEN

Namens- und Vorschriften
Erdung und Potentialausgleich im Rechenzentrum

Rund um das Thema Erdung und Potentialausgleich gibt es zahlreiche relevante Namen, was immer wieder zu Unsicherheiten bei deren Anwendung führen kann. Doch hat man die Zustimmung bei vorausgesehenen, lässt sich selbst für ein Netz eines Rechenzentrums ein sicheres und normkonformes Erdungssystem aufbauen integrieren.

(Exklusiv für Newsletter Abonnenten bis zum 18.2. Niedrig, lesen) mehr

NEUE PRAXISPROBLEME

- Sicherheitsbezogene Anwendungssoftware von Maschinen
- Parallelbetrieb Ladestationen ohne Typ B RCCB
- Beurteilung von Blitzschutzblechen

Smart eingerichtet für die Zukunft

Eleganter und vielseitig präsentierte sich das neue KKK-Touchpanel von PACTOS. Mit seinem & Zoll Bildschirm eignet sich das Controlpanel ideal für Raumsteuerung. Gemeinsam mit dem Softwarepaket YOYI bieten sich zahlreiche Anwendungsoptionen für die Gebäudesimulation. Entdecken Sie die Möglichkeiten auf der LightBuilding!

Mehr erfahren

Fehigriffe 2020
Plusch am Bau - Einsendungen unserer Leser

You can send a “stand-alone newsletter” to all registered subscribers with us. The newsletter is mailed in the name of your company and has 100% customer content. The stand-alone newsletter can link to further information on your corporate website or to a customer integration within elektro.net.

Publication schedule: The frequency of the stand-alone newsletter is strictly limited. Twice a month at the most we enable the industry to use this form of advertising to directly address more than 20,000 newsletter recipients from the electrical trade target group and to introduce new products.
„Be flexible“ ist die Devise

Einer Standortänderung, viele Vorteile für den Installierer und Fließband! Flexibilität ist die Eigenschaft, welche die WKE Abzwerg- und Verbindungskabel mit Funktionserhalt zu einem weiteren Anwendungsreich erweitert.

Die Alleinstellungsmerkmale

Der Basisgeber

Durch die Flexibilität des Basisgebers in 40°-Schrägen und der strömfreien Längsachse bequem passend sind die verlängerten und nördlichsten Leitungsleitungen zum erreichterbar.

Tragschienen

Ab der Größenvarianz WKE 4 ist die Tragschienen in zwei Positionen höhenverstellbar. Dies ermöglicht die Montage von entweder Einzel- und Doppelkabeln der Sicherungskabels.

Leitungsleitungen

Die vorgefertigten passenden Ausschltuderfunktionen garantieren eine saubere Leitungsleitungen und helfen bei der schnellen Installation.

Kabelbindung

Für die maximale Planungsflexibilität: Die WKE Kabelbindzungen und Verbindungsleitungen bieten die größte Auswahl an gepaarten Kabeln.

Unser Qualitätsversprechen


Die WKE Drucksacheverbindungskabel haben eine Schaltmindestleistung von 600V stand und die Schaltvorschriften EN 806-1 bestimmt ob vollständige Staubdichte und half starken Strahlwasser stand. Auch geeignet für den Einsatz in Außenbereich.

Das rundum sorges Paket

Schon registrieren? Dann wird es höchste Zeit

Über die Mitteilung in meinSpelsberg-Bereich sind alle relevante Daten zu den WKE Kabelbindzungen und Verbindungsleitungen abrufbar. Freuen Sie sich auf die folgenden Sorten:

• Produkteblätter herunterladen
• Ausschltuderfunktion herunterladen
• Artikelansicht herunterladen
• 3D-Displays herunterladen
• Bild- und Daten herunterladen
• technische Zeichnungen und vordrucke
• Produktvideo speichern

Workshop-Serie

Die Spelsberg Workshop-Serie

In den Videos der Spelsberg Workshop Serie findet der Anwender Praxishinweise und Wissensaustausch zum Lieferumfang, den Highlights und die Installation. Die Basis wird lockend um Tipp und Tricks rund um neue und gestaltene Produkte erweitert.

Format: 660 pixels
File type: HTML (inline CSS) or as text and image (jpg, png) separately
No. of characters: +/- 3,000
No. of charts: max. 5
No. of links: max. 5
Price: 6,485.– €/issue
Thematic newsletter

Monothematic match

Smart Home
Dispatch date: 16 March 2021
Advertising deadline: 9 March 2021

Electromobility
Dispatch date: 27 April 2021
Advertising deadline: 20 April 2021

Renewable energies
Dispatch date: 1 June 2021
Advertising deadline: 25 May 2021

Safety Engineering
Dispatch date: 7 September 2021
Advertising deadline: 31 August 2021

Measuring and Testing Technology
Dispatch date: 5 October 2021
Advertising deadline: 28 September 2021

Smart Building
Dispatch date: 26 October 2021
Advertising deadline: 19 October 2021

Energy-efficient Light
Dispatch date: 9 November 2021
Advertising deadline: 2 November 2021
An ideal complement ...

... to the classic online forms of advertising is offered by the corporate database of elektro.net. Your presence provides users with focused information and quick access to your company.

Added value included

Your contact details are also linked to a wide range of content. Your company’s performance profile appears in sought-after technical articles, market overviews, news and product reports.

Present your company within the environment of your industry with a company entry.

An entry in our new corporate database ensures your constant presence when our users are researching.

You can update and complement all company entries yourself at any time.
## Digital Corporate Database

**Impressive and functional**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Standard</th>
<th>Plus</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display of your company profile to relevant search results</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>E-mail contact</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Address data</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Manage your product programme, product groups and social media channels</td>
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<td>✔ ✔</td>
<td>✔ ✔</td>
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<tr>
<td>Phone and fax number</td>
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<td>✔ ✔</td>
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<tr>
<td>Link to homepage</td>
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<tr>
<td>Corporate logo</td>
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<td>Profile image</td>
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<tr>
<td>Online statistics</td>
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<tr>
<td>Highlighting in search results</td>
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<tr>
<td>Image gallery</td>
<td>✔ ✔</td>
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<tr>
<td>Company portrait</td>
<td>✔ ✔</td>
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<td>Link to sales office or branches</td>
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<tr>
<td>Additional information as a file</td>
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<td>✔ ✔</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>Embedding of company videos</td>
<td>✔ ✔</td>
<td>✔ ✔</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>Price for a whole year</td>
<td>free of charge</td>
<td>430.– €</td>
<td>640.– €</td>
</tr>
</tbody>
</table>
The digital corporate database at a glance

- **Profile image**
  - Upload a personalised profile picture and your corporate logo

- **Contact Details**
  - Present all important contact information at a glance
  - Link your social media channels
  - Present your most important contact information and contacts with a photograph

- **Company Description**
  - Introduce your company
  - Upload image galleries of products

- **Product groups**
  - Select the right product groups for your company
  - Your company will be played out on the specialist portals via the product groups with suitable search queries

- **Products and Services**
  - Describe your products and services in more detail here

- **Documents**
  - Upload documents such as product programmes, flyers and other promotional material

- **Individual Contacts**
  - Define individual contacts for your various business units (depending on package)

- **Branches**
  - Enter all relevant branches of your company here
  - You can assign your individual contacts to the individual branches

- **Videos**
  - Embed your corporate video directly from YouTube or Vimeo
  - Link your YouTube channel directly in the social media section

- **Linked Articles**
  - All editorial references which have been published about your company are collected here
  - Specialist articles, news, dates

Example of a Plus entry Additional services for Premium entry
The objectives of content marketing can be very multifaceted. The following goals can be achieved by providing high-quality and relevant content:

- Portraying and asserting a thematic leadership
- Building a community
- Generating leads
- Attracting and binding new customers
- Increasing the reach of your corporate website
- Boosting brand awareness and strengthening your image

The content must offer benefits and added value to decision-makers in the electrical trade, to electrical planners and company electricians. It may be informative, advisory or entertaining and builds trust in your brand. The most common content marketing formats include texts, images, videos, infographics, podcasts, studies and surveys.

Let us talk about your needs, wishes and ideas. Together we will find the ideal solution for you.
Content Starter

Getting started with content marketing

Included in the package:

> Publication of 1 x sponsored post (see page 14)
> Customer bannering on sponsored post page
> Native integration of sponsored post in channel stream and on start page
> Fixation of article on front page at position 3 for one week
> SEO power through backlinks: archiving of sponsored post for at least 1 year
> 2 x traffic boost through content ad in newsletter on sponsored post (see page 26)
> 1 x reach extension through Xing Boost (see page 15)

Your advantages:

> Maximum attention through native embedding of content
> **790.– € saving** compared to individual booking of services
> Sustainable investment in SEO for the customer website through backlinks
> Advertising efficiency of customer banners is increased overall through linking of content and display ads
> Bannering on sponsored post is not bookable individually

Package price: 4,835.– €
Booking period: 4 weeks
Business Leads Whitepaper

Digital acquisition of new customers

Included in the package: whitepaper

Promotion package:

- Creation of a stand-alone mailing (in coordination with customer) (see page 28)
- Publication of a sponsored post (supplied by customer; incl. embedding of whitepaper, see pages 14 and 20)
- 2 x traffic boost through Skyscraper in editorial newsletter (see page 26)
- 1 x reach extension through Xing Boost (see page 15)
- 1 x full-size banner in portal for entire booking period of 2 months (link to whitepaper)
- All leads for customer’s use
- Customer support with creation of content by editorial team

Your advantages:

- Maximum attention for the whitepaper (compared to individual booking) and therefore also exponentially increased chance of leads
- **3,860.– € saving** compared to individual booking of all services of the promotion package

Package price: 13,990.– €
Booking period: 8 weeks
Business Leads Raffle

Digital acquisition of new customers

Included in the package:

- Conception and technical realisation of a raffle
- Creation of a landing page and implementation of raffle

Promotion package:

- Creation of a stand-alone mailing (see page 28)
- Creation of a sponsored post (by editors; incl. embedding of raffle, see page 14)
- 1 x Xing Booster (see page 15)
- 1 x rectangle banner on portal for entire booking period (see page 10)
- 2 x traffic feed through Skyscraper in editorial newsletter (see page 26)
- All leads for customer’s use

Your advantages:

- Everything from one source: you only have to provide the award, we will take care of the rest.
- **2,465.– € saving** compared to individual booking of all services of the promotion package

Package price: 14,985.– €
Booking period: 8 weeks
Webinars enable you to generate new leads, i.e. qualified contacts with a specific interest in your topic or products. Get to know new potential customers and present yourself as an innovative knowledge broker and solution provider. This strengthens your brand and your image as a modern and competent company.

**Your webinar services**

- **2 webinars, presented live**
- Advice and assistance in finding topics from the technical editorial team
- Announcement of your webinar on the website with logo, text and registration page
- Promotion via our various marketing channels
- Invitation e-mail and event reminder
- Online webinar room - live broadcast (approx. 60 minutes)
- Survey option during webinar
- Presentation by our technical editors
- Technical check before live event to ensure a smooth process
- Registration list including contact details of participants
- On-demand webcast after live event on website

**Package price:** 16,190.– €

**Booking period:** 8 weeks
Advantages of the webinar package at a glance:

» **Comprehensive promotion package:** We beat the advertising drum for your webinar, generating your leads.

» **New contacts:** Get to know potential customers who are interested in the topic of your webinar and are grateful for problem solving based on your products. You will receive all information about the registered participants for promotional use in your company.

» **Competent implementation:** You provide the speaker – our experienced team handles the technical realisation and competent presentation by a member of our editorial team.

» **Image boost:** Modern companies use modern media formats.

» **Cost and time savings:** No travel stress, no travel expenses – simple, convenient and location-independent.

» **Knowledge transfer on a multimedia basis:** You share videos, audios and files with participants.

» **Direct contact with participants:** Thanks to questions in the chat and, if desired, additional surveys to further qualify the leads.

» **Webinar recording**
Content Expert

Your positioning as a thematic leader

**Included in the package:**

- Own customer channel with exclusive customer content
- Bannering within the customer channel (free choice of banner formats)
- Button with reference to customer channel in every editorial de newsletter during booking period
- Integration of 3 articles per month (supplied by customer)
- Publication of articles on start page
- Integration of articles in context-relevant thematic channel
- SEO power through targeted backlinks

**Content optimisation and support by editorial team in cooperation with customer (if this is not desired, the package price will be reduced by 3,200.- €)**

- Optionally bookable: further editorial services on request
Your advantages:

» High SEO effect through targeted backlink building from trustworthy (for Google) and from established environment

» Expansion of presence in relevant target group and positioning as an **expert and solution provider** on a relevant topic

» High attention level through cross-promotion via newsletters and portal

» Positive image transfer through integration of content in premium editorial environment

» Package price: 26,310.– €
Booking period: 6 months
Become a sponsor of our advent calendar campaign to collect popularity points with your customers and receive all participant and e-mail addresses at the end, which your customers will gladly provide for your advertising purposes.

We are looking for …

► a total of six exclusive sponsors who are willing to make a financial contribution of 3,100.– € and also donate four high-grade gifts for the participants.

You will get …

► all generated leads (full name, address, email).
► a microsite on which you can present yourself as a sponsor with logo, short text and link on four days in the advent calendar.
► a mention as a sponsor, including your logo in all advertising media we use to promote our advent calendar campaign: in the print version of de – das elektrohandwerk and on all advent calendar banners on elektro.net as well as in matching content ads in several de newsletters.

Closing date:
19 October 2021
We have presented various, target-oriented forms of advertising for your communication to you. Do you have any questions? Together we will find the ideal solution for your objectives!

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