**Profile, Offer, Benefit and Reach**

all-electronics.de is the multimedia information portal for top decision-makers in the industry – read what this entails on the following pages.

**Formats, Placements and Prices**

8 Advertising Banners
10 Sponsored Post
11 Social Media Booster

**Newsletter**

12 Newsletter
14 Advertising Banners in the Newsletter
16 Stand-Alone Newsletter

**Digital Company Directory**

18 Digital Company Directory at a Glance, Overview and Prices

**Content Marketing**

20 Content Marketing
21 Packages and Service

**Contact**

26 Your contacts
What we stand for

all-electronics.de is Hüthig’s information portal of our five electronic magazines.

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.
What we offer

Comprehensive Internet-offer for B-to-B-communication for developers and decision-makers in the electronics industry, as well as automation specialists from all industries.

Daily news, product-database and company directory, background reports, and 2 x newsletter published weekly (about 12,000 subscribers).
Benefits for our users

» comprehensive company directory
» archive with extensive specialist information
» clearly arranged navigation to industry-relevant specialist fields
» full-text search
» daily news, topical information about products and companies
**Reach your target group**

**all-electronics.de** offers you all the benefits of professional media planning as a one-stop-shop. We will advise you which forms of advertising, in which combination, will meet your requirements and objectives in your media planning!

**all-electronics.de** is used by developers and decision-makers in the electronics industry, as well as automation specialists from all industries.

---

Source: IVW 1/2017 to 1/2020

Development of visits 2017-2020

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

151,874
Page impressions per months,
annual average 2020,
source: IVW

Page Impressions

93,129
Visits per months,
annual average 2020,
source: IVW

Visits

55,405
Unique
User

per months,
annual average 2020,
source: Google Analytics

11,470
newsletter subscribers receive
the newsletter twice a week
(as of December 2020)

Newsletter subscribers

1.75
Pages viewed per session,
source: Google Analytics
annual average 2020

Pages
## Advertising Banners

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Prices in Euro per month</th>
<th>Prices in Euro in trade show months March/Oct./Nov.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Leaderboard (Premium)</td>
<td>728 x 90 pixels</td>
<td>3,050.–</td>
<td>3,350.–</td>
</tr>
<tr>
<td><strong>2</strong> Leaderboard (Basic)</td>
<td>728 x 90 pixels</td>
<td>2,500.–</td>
<td>2,750.–</td>
</tr>
<tr>
<td><strong>3</strong> Billboard Ad</td>
<td>800 x 250 pixels</td>
<td>4,900.–</td>
<td>5,400.–</td>
</tr>
<tr>
<td><strong>4</strong> Skyscraper</td>
<td>160 x 600 pixels</td>
<td>2,495.–</td>
<td>2,720.–</td>
</tr>
<tr>
<td><strong>5</strong> Sticky-Sitebar</td>
<td>200 x 600 pixels</td>
<td>3,900.–</td>
<td>4,300.–</td>
</tr>
<tr>
<td><strong>6</strong> Content Ad (Premium)</td>
<td>300 x 250 pixels</td>
<td>3,400.–</td>
<td>3,680.–</td>
</tr>
<tr>
<td><strong>7</strong> Content Ad (Basic)</td>
<td>300 x 250 pixels</td>
<td>2,700.–</td>
<td>2,980.–</td>
</tr>
<tr>
<td><strong>8</strong> Halfpage Ad</td>
<td>300 x 600 pixels</td>
<td>5,100.–</td>
<td>5,600.–</td>
</tr>
<tr>
<td><strong>9</strong> Wallpaper</td>
<td>728 x 90 and max. 160 x 900 pixels</td>
<td>4,880.–</td>
<td>5,300.–</td>
</tr>
<tr>
<td><strong>10</strong> Baseboard Ad</td>
<td>940 x 250 pixels, 960 x 90 pixels</td>
<td>4,100.–</td>
<td>4,500.–</td>
</tr>
<tr>
<td><strong>11</strong> Partner-Site-Button</td>
<td>300 x 120 pixels</td>
<td>1,580.–</td>
<td>1,740.–</td>
</tr>
</tbody>
</table>

All prices are subject to statutory VAT.

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 all-dispo@huethig.de
Banner formats are displayed in total rotation with a maximum of three other advertisers on this placement.

The campaign is billed at a fixed monthly price.
A sponsored post is a sponsored advertising element on all-electronics.de in the form of a tagged news item. It flows through the entire all-electronics.de 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 all-electronics.de start page at the third article position and highlighted in grey for one week. The following channels are available: Automation, Automotive, Electronics development, E-manufacturing, Embedded

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*: 2,100.– €/in trade show months: 2,350.– €

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!
The Social Media Booster is a new, appealing social media element which generates additional contacts in the industry and can be easily booked additionally to the Sponsored Post.

We currently have more than 23,000 followers on Xing. Moreover we are expanding our presence on LinkedIn.

The newsfeed is made up of up-to-date releases from our website, which are displayed to followers as news on our social media newsstreams.

This way we can play out your sponsored post booked on all-electronics.de to our followers via Xing and LinkedIn. It is also marked here with the term “advertisement”.

Price: 750.– €

Only bookable in combination with a sponsored post. No separate reporting possible.
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 all-electronics.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 12,000 mailings twice a week.
Benefits and Reach | Newsletter

The all-electronics.de newsletter is always mailed twice a week to about 12,000 subscribers.
# Advertising Banners in the Newsletter

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Prices in Euro per issue</th>
<th>Prices in Euro per issue in trade show months March/Oct./Nov.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sponsoring Ad</td>
<td>650 x 60 pixels</td>
<td>1,100.–</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1,150.–</td>
</tr>
<tr>
<td>2</td>
<td>Content Ad</td>
<td>650 x 150 pixels</td>
<td>790.–</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>850.–</td>
</tr>
<tr>
<td>3</td>
<td>Textanzeige</td>
<td>Image: max. 190 x 100 pixels</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Text: max. 330 characters</td>
<td>865.–</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>950.–</td>
</tr>
</tbody>
</table>

All prices are subject to statutory VAT.

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 all-dispo@huethig.de
Liebe Leserinnen und Leser,


Dr. Martin Lange
Redakteur bei all-electronics.de

Vernetzung von Auto und Cloud
Bosch und Microsoft entwickeln Software-Plattform
Bosch und Microsoft entwickeln gemeinsam eine Software-Plattform für die Vernetzung von Auto und Cloud. Sie soll die Entwicklung software-definierter Fahrzeuge beschleunigen und kostengünstiger machen.

Start-ups im Spotlight
Cloud Computing für die Fertigungsindustrie

Testkilo auf der Straße sparen
Closed-Loop-Prüfsysteme für hochautomatisierte Fahrfunktionen
Realis Versuchsfahrten alleine reichen nicht aus, um Fähigkeiten für immer wiederholbare und komplexen Fahrsituationen in kürzester Entwicklungszeiträumen zu erarbeiten. Abhilfe schaffen Prüfsysteme, die helfen Fahrerassistenzsysteme für den autonomen Fahren bis Level 5 automatisiert zu validieren.
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 all-electronics.de.

The frequency of the stand-alone newsletter is strictly limited. With this form of advertising we enable you to directly address the newsletter subscribers from the target group of all-electronics.de and to introduce new products or services.
Die Schnellverbindungslösung wurde entwickelt, um Kundenanforderungen zu erfüllen, wenn Zuverlässigkeit und Sicherheit oberste Priorität hatten.

Bei der Serie WR FAST handelt es sich um THT-Stifteleisten mit Rastermaßen von 5.08 mm und 7.62 mm, zwei Kontaktanzahlen. Leistungen bis zu 18 A pro Kontakt und einer Arbeitsspannung von 300 Vcc.

**Raue Umgebungen - Weidmüller**

Gut geeignet für extrem raue Umweltbedingungen

Die RockStar®-Produktlinie von Weidmüller setzt mit ihrer umfassenden Funktionssicherung Standards. Weidmüller bietet in seiner Standardausführung nahezu unbeschränkt Konfigurationen an, was die Auswahl des richtigen Steckverbinders einfach darin je macht.

**Industrie - C&K**

Geprüfte LED-Drucktastenschalter der Serie PLP16 für den Frontplattenanbau

Die Schalter der Serie PLP16 verfügen über eine redierte Glasscheibe, die SPDT- oder DPDT-Schaltungen unterstützt und eine Plattform für die Anwendung ermöglicht. Diese kleineren Schalter eignen sich für eine breite Palette von Steuer- und Signalschaltungen.

**Leistungskomponenten - EPC**

eGaN®-FET EPC2315 für 32 A und 200 V

Der EPC2315 ist ein 200V/150A eGaN®-FET mit einem Impulsvorsteuerprogramm von 32 A auf einem einzigartigen Frontpanelert für 7,4 mW. Ideal für Klasse-D-Audio, Synchrokomponenten, DC/DC-Wandler, Solar-MPPTs und Motorenantriebe.

**SmartDisplay™ - NKK Switches**

Platzsparende, dynamische, programmierbare OLED- und LCD-Multifunktionschalter und -anzeigen

Von Audio-Radio- und Kommunikationssystemen bis hin zu medizinischen, Luft- und Raumfahrt- und Verteilungsanwendungen trägt die Implementierung von SmartDisplay in Schaltbaugruppen zur Revolutionisierung der Bedienschaltfläche bei.

**WIFI®-BT-Pioneer-Kit**

PSoC® 62S2

Das WIFI®-BT-Pioneer-Kit PSoC 62S2 ist eine kostengünstige Hardware-Plattform, mit der die Entwürfe und Entwicklungen erweitert und verwertet werden können.
Digital Company Directory

New and functional

An ideal supplement...
...to the offered classic online forms of advertising on all-electronics.de. Through your presence users get quick and focused access to information about your company.

Added value included
Your contact details are additionally linked to a large offer of content. Your company’s performance profile appears in requested technical articles, news and product reports.

Present your company with a company entry in the environment of your industry. An entry in our new company directory ensures your constant presence when our users are researching. All company entries can be updated and supplemented by you at any time.
<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 your articles</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>E-mail contact</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Address data</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Manage your product portfolio, product groups and social media channels</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Phone and fax number</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Link to homepage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Corporate logo</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Profile image</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Highlighting in search results</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Image gallery</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Company portrait</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Special contact persons</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Link to sales office or branches</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Additional information as a file</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Embedding of company videos</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Embedding of whitepapers</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Price for a whole year</td>
<td>free of charge</td>
<td>395.– €</td>
<td>580.– €</td>
</tr>
</tbody>
</table>
Content Marketing
With expertise to effective success

Content marketing is a digital communication strategy. Short-term, selective success can result, for example, from the acquisition of leads by means of webinars or white papers. At its core, however, content marketing pursues long-term goals. The establishment of one’s own company on the market, the digital positioning on a specific topic in the industry or the acquisition of new customers through ever-increasing visibility can be achieved through good content marketing and thus contribute significantly to the success of the company.

Why you should definitely invest in content marketing:

- Boosting brand awareness and strengthening your image
- You achieve positive change of the image towards the expert
- You establish yourselves as opinion leaders
- You clearly position yourselves as problem solvers through consistent and high-quality information transfer
- You increase your reach and gain much better visibility
- You benefit from long-term protection and increase of sales figures and deals
Content Starter
Getting started with content marketing

Included in the package:

- Publication of 1 x sponsored post (see page 10)
- Native integration of sponsored post in channel stream and on start page
- Fixation of article on homepage in first sight area 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 linked to sponsored post (see page 12)
- 2 x reach extension through Xing/LinkedIn Booster (see page 11)

Your advantages:

- Maximum attention through native embedding of content
- Savings compared to individual booking of services
- Effective investment in SEO for your website through backlinks
- Advertising efficiency of your banners will be increased overall through linking of content and display ads

Package price: 4,100.— €
Booking period: 4 weeks
**Business Leads**

**Whitepaper**

Digital acquisition of new customers

**Promotion package:**

- Publication of a sponsored post (your contents; incl. embedding of whitepaper, see pages 10)
- 2 x traffic boost through Content Ad in editorial newsletter (see page 12)
- 1 x reach extension through Xing/LinkedIn Booster (see page 11)
- 1 x Content Ad 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
- Full white paper creation available upon request

**Your advantages:**

- Maximum attention for the whitepaper (compared to individual booking) and therefore also exponentially increased chance of leads

**Savings** compared to individual booking of all services of the promotion package

**Package price:** 9,520.– €

**Booking period:** 8 weeks
Business Leads Webinar

Digital acquisition of new customers

Package includes:

➤ 1 webinar, presented live

Promotion package:

➤ Advice and assistance in finding topics
➤ technical realization
➤ Publication of a sponsored post (your contents; see pages 10)
➤ Recording and On-demand webcast after live event on website
➤ Comprehensive promotion package for acquisition of participants
➤ All leads for customer’s use

Your benefit:

➤ One-stop-shop: advice concerning content, organisation and realization as well as promotion and acquisition of participants

Package price: 8,500.— €
Booking period: 8 weeks
Content Expert

Your positioning as a thematic leader

Included in the package:

➢ Own customer channel with exclusive customer content
➢ Promotion with reference to customer channel in every editorial all-electronics.de newsletter during booking period
➢ Integration of 3 articles per month (supplied by customer)
➢ Publication of article on homepage
➢ Integration of articles in context-relevant thematic channel
➢ SEO power through targeted backlinks
➢ Optionally bookable: further editorial services on request
Content Marketing: Package IV | Media

**Your advantages:**

- High SEO effect through targeted backlink building (for Google) from trustworthy and 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

**Booking period:** 6 months
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.

Sales team:

- **Frank Henning**
  Head of Sales
  +49 6221 489-363
  frank.henning@huethig.de

- **Marion Taylor-Hauser**
  Austria, Great Britain, Ireland, USA, Canada
  +49 921 31663
  taylor.m@t-online.de

- **Katja Hammelbeck**
  Switzerland, Liechtenstein
  +41 71 6637785
  kh@interpress-media.ch

Editorial team:

- **Dipl.-Ing. Alfred Vollmer**
  Editor-in-chief
  +49 8191 125-206
  alfred.vollmer@huethig.de

- **Dipl.-Ing. Petra Gottwald**
  Editor-in-chief
  +49 6221 489-221
  petra.gottwald@huethig.de
Your contacts

Dr.-Ing. Nicole Ahner  
+49 8191 125-494  
nicole.ahner@huethig.de

Dipl.-Ing. (FH) Stefan Kuppinge  
+49 6221 489-308  
stefan.kuppinge@huethig.de

Dr. Martin Large  
+49 6221 489-483  
martin.large@huethig.de

Dipl.-Ing. Andrea Neumayer  
+49 8191 125-243  
andrea.neumayer@huethig.de

Martin Probst, B.A.  
+49 8191 125-214  
martin.probst@huethig.de