

# MEDIA KIT 2024



## PRINT + ONLINE

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

<p><b>1 Title:</b> ema – elektrische maschinen</p> <p><b>2 Profile in brief:</b> 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><b>3 Target group:</b> 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><b>4 Publication:</b> 9 x per year, according to the Schedule and Editorial Calendar</p> <p><b>5 Magazine format:</b> width 210 mm, height 297 mm</p> <p><b>6 Volume/Year:</b> Volume 103/2024</p> <p><b>7 Price:</b> Annual subscription domestic (incl. VAT and shipping costs) € 100.00 foreign (incl. VAT and shipping costs) € 110.00 Single copy price (incl. VAT, not incl. shipping costs) € 10.50</p> <p><b>8 Organ:</b> Official organ of the Federal Department of Electrical Engineering of the Central Association of the German Electrical and Information Technology Trades.</p> <p><b>9 Memberships:</b> –</p> <p><b>10 Publishing company:</b> Hühig GmbH Managing Director: Christian Zaiser Chief Sales &amp; 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><b>11 Publisher:</b> –</p> <p><b>12 Advertising:</b> Bettina Landwehr (Head of Sales), Address see publishing company Phone: +49 89 2183-8988 E-mail: bettina.landwehr@huethig.de</p> <p>Svenja Anwand (Assistant Sales), Phone: +49 6221 489-420 E-mail: svenja.anwand@huethig.de</p> <p>Jessica Kunz (Assistant Sales + Disposition), Phone: +49 6221 489-425 E-mail: enet-dispo@huethig.de</p> <p><b>13 Editorial Dept.:</b> Dipl.-Ing. Andreas Stöcklhuber (Executive Editor-in-Chief) Address see publishing company Phone: +49 89 2183-8980, Fax: +49 89 2183-8989 E-mail: andreas.stoeklhuber@huethig.de</p> <p>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><b>14 Volume analysis:</b> 2022 = 9 issues <b>Total volume:</b> 306 pages = 100.00 % <b>Editorial section:</b> 286 pages = 93.46 % <b>Advertising section:</b> 20 pages = 6.54 % <b>Supplements:</b> –</p> <p><b>15 Analysis of editorial content</b> 2022 = 286 pages Technical articles, product information 268 pages = 93.71 % other (tables of contents, legal notice etc.) 18 pages = 6.29 %</p>
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<b>Circulation:</b>	Print run:	1,400 copies
	Average annual number of copies actually distributed:	1,165 copies

<b>Magazine format:</b>	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

<b>Printing and binding process, Print documents:</b>	Sheed-fed offset, back stitching, print documents in digital format. <b>Please see our separate guidelines under "Technical specifications"</b>
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<b>Dates:</b>	Publication:	9 times annually, in accordance with schedule and editorial calendar
	Publication date:	see Schedule and Editorial Calendar, p. 5
	Advertising deadline:	see Schedule and Editorial Calendar, p. 5

<b>Media service:</b>	Bettina Landwehr (Head of Sales)
	E-mail: bettina.landwehr@huethig.de
	Phone: +49 89 2183-8988
	Fax: +49 89 2183-8989

<b>Terms of payment:</b>	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

**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	1,660.–
Junior page	126 x 178	145 x 203	950.–
1/2 page	86 x 257 / 178 x 126	105 x 303 / 216 x 149	875.–
1/3 page	56 x 257 / 178 x 83	75 x 303 / 216 x 105	630.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	60 x 303 / 216 x 85 / 105 x 149	495.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	60 x 149 / 216 x 52 / 105 x 85	305.–

\*including 3 mm bleed on each side to be trimmed

**Preferential placements:**

Cover 4-color, total price	€ 3,175.–
210 x 184 mm + 3 mm trim at right and at bottom	
Inside front cover	€ 1,995.–
Outside back cover	€ 1,995.–
Binding placements: 10% surcharge on basic rate	

\* further information for mailing requirements impacting the design of the back cover see page 6.

**Surcharges on Euroscale colors (not discountable):**

Color	1/1 page in €	1/2 and Junior page in €	1/3 and 1/4 page in €	1/8 and 1/16 page in €
2-color	235.–	155.–	115.–	65.–
4-color	705.–	465.–	345.–	180.–

No special color available.

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### Format surcharges (not eligible for discount):

bled-off and gutter-bleed advertisements 10% surcharge on basic rate

### Ad formats for bled-off advertisements:

1/1 page	216 x 303 mm
1/2 page vertical	105 x 303 mm
1/2 page horizontal	216 x 149 mm
including 3 mm bleed on each side to be trimmed	

### Classified ads (not eligible for discount): only available as 2 or 4 columns (2 columns = 86 mm wide)

Minimum height: 20 mm	<b>Basic rate</b>
Job offers per mm (2 columns, 86 mm wide), b/w	€ 3.80
Job offers per mm (2 columns, 86 mm wide), 4c	€ 4.10
Employment wanted per mm (2 columns, 86 mm wide) b/w	€ 3.70
For sale and Wanted, miscellaneous – per mm (2 columns, 86 mm wide)	€ 3.80
Cypher fee (incl. postage for shipment)	€ 18.00
Setting costs, flat rate	€ 35.00

**Online job market on [www.elektro.net](http://www.elektro.net):** from € 805.00/ month

You can find additional options at [www.elektro.net/stellenmarkt/pakete](http://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 € 995.00  
 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](mailto: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.

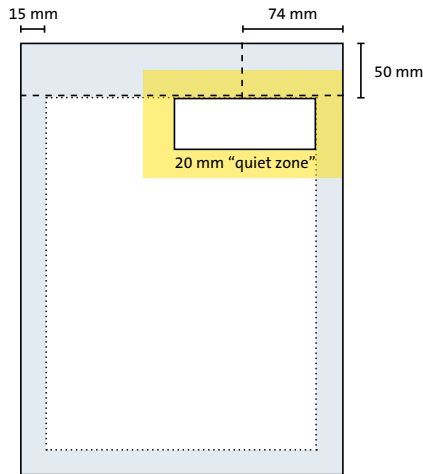
**Contact ad management:** Jessica Kunz  
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Issue	1-2/2024	3/2024	4/2024	5/2024	6/2024	7-8/2024	9/2024	10/2024	11-12/2024
<b>Publication date</b>	Feb. 9, 2024	Mar. 8, 2024	Apr. 10, 2024	May 8, 2024	June 19, 2024	Aug. 9, 2024	Sept. 10, 2024	Oct. 9, 2024	Nov. 8, 2024
<b>Advertising deadline</b>	Jan. 15, 2024	Feb. 12, 2024	Mar. 13, 2024	Apr. 11, 2024	May 23, 2024	July 15, 2024	Aug. 14, 2024	Sept. 12, 2024	Oct. 11, 2024
<b>Editorial deadline</b>	Jan. 4, 2024	Feb. 1, 2024	Mar. 4, 2024	Apr. 2, 2024	May 13, 2024	July 4, 2024	Aug. 5, 2024	Sept. 3, 2024	Oct. 1, 2024
<b>Trade fairs</b>	Feb. 21-22, 2024 Maintenance, Dortmund	<b>Mar. 20-21, 2024</b> <b>Coiltech,</b> <b>Augsburg</b>	Apr. 16-18, 2024 Automati- sierungstreff, Heilbronn  Apr. 22-26, 2024 <b>HMI, Hanover</b>	<b>May 14-16, 2024</b> <b>CWIEME,</b> <b>Berlin</b>	June 19-21, 2024 Intersolar, Munich		Sept. 24-27, 2024 Wind Energy, Hamburg Oct. 8-11, 2024 Motek, Stuttgart		<b>Nov. 12-14, 2024</b> <b>sps smart</b> <b>production</b> <b>solutions,</b> <b>Nuremberg</b>
<b>Drive technology, motors, systems</b>	Trends in automation	Historical electrical machines	New materials in electrical engineering	Cable and lines	Frequency converters	Generators	Wind energy	Energy-efficient motors	Transformers
<b>Service, maintenance, measuring technology</b>	Cloud services	Sensors	Electromagnetic compatibility	Measuring electrical values	Network technology	Testing on electrical machines	Predictive maintenance	Gear and bearing technology	IT/OT security
<b>Trade fair reports, associations, standards</b>	Post-event report on sps 2023	Human resources management	Preliminary report on Hanover trade fair 2024	Recruitment of skilled workers	Post-event report on Hanover trade fair 2024	Entrepreneur personalities	Standards and guidelines	Electronics technicians for machines and drive technology	Preliminary report sps 2024

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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

## Newsletter

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

### Publication dates:

February 22, 2024 (to coincide with light+building, Frankfurt), April 11, 2024 (to coincide with HMI, Hanover), May 8, 2024 (to coincide with CWIEME, Berlin), June 20, 2024, September 19, 2024, November 7, 2024 (to coincide with sps, Nuremberg)

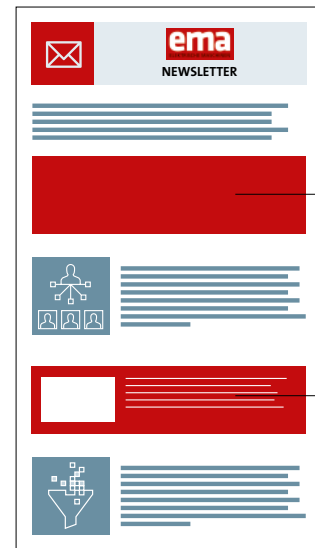
### Your advertising options:

#### Content ad

Format: 650 x 150 pixels  
Price per issue: € 435.–  
File type: gif<sup>1</sup>, jpg, png

#### Text ad (image plus text)

Image: 190 x 100 pixels  
Text: max. 330 characters  
Price per issue: € 435.–  
File type: gif<sup>1</sup>, jpg, png



<sup>1</sup> 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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<b>1 Circulation monitoring:</b>	–		
<b>2 Circulation analysis:</b>	Average annual number of copies per issue (July 1, 2022 - June 30, 2023)		
<b>Print run:</b>	1,400		
<b>Number of copies actually distributed:</b>	1,165	including abroad:	46
<b>Sold circulation:</b>	483		
– subscribed copies:	483	including abroad:	46
including member copies:	179		
– other sales:	0		
– single copy sales:	0		
<b>Free copies:</b>	682		
<b>Remnant, document and archive copies:</b>	235		

### Geographical distribution analysis:

Economic area	Percentage of copies actually distributed	
	%	copies
domestic	96.0	1,119
foreign	4.0	46
<b>Number of copies actually distributed</b>	<b>100.0</b>	<b>1,165</b>

Distribution by federal states	Percentage of copies actually distributed	
	%	copies
Baden-Wuerttemberg	16.1	180
Bavaria	14.0	157
Berlin, Brandenburg	5.3	59
Bremen, Hamburg, Schleswig-Holstein	7.0	78
Hesse	6.3	71
Mecklenburg-Western Pomerania	2.7	30
Lower Saxony	13.6	152
North Rhine-Westphalia	16.8	188
Rhineland-Palatinate	5.8	65
Saarland	1.8	20
Saxony, Saxony-Anhalt	8.1	91
Thuringia	2.5	28
<b>Number of copies actually distributed</b>	<b>100.0</b>	<b>1,119</b>

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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.	65.0	757
16/17/18/19/20/35	General industry, including electrical industry, energy sector	16.3	190
84.1/94.1	Guilds, municipal trade associations, government agencies, associations clubs	2.0	23
85.42.1/85.32/94.99.1	Education and training, higher education, research	14.0	164
	Various*	2.7	31
<b>Number of copies actually distributed</b>		<b>100.0</b>	<b>1,165</b>

\* 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:** 1,289

**2.3 Total number of changing recipients:** 677

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

– Copies sold:		483
of which: subscribed copies	483	
retail sales	0	
other sales	0	
– Free copies:		682
of which: permanent free copies	129	
changing free copies	553	
advertising copies*	235	

Copies actually distributed:		1,165
– sold domestically	1,119	
– sold internationally	46	

### 3. Description of the analysis

#### 3.1 Population (examined share):

Population	1,165	= 100.0%
*of which are not included in the analysis:		
– Advertising copies	235	= 20.2%
The analysis represents of the population (copies actually distributed)	930	= 79.8%

**3.2 Date of the dataset analysis:** July 12, 2023

#### 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, 2022 - June 30, 2023

**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 2025

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 2025

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 2025

**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](mailto: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	2,595.–	1,225.–
	2c	3,320.–	1,590.–
	4c	4,770.–	2,320.–
1/2 page (54 x 173 / 108 x 86)	b/w	1,325.–	635.–
	2c	1,790.–	895.–
	4c	2,720.–	1,415.–
1/3 page (36 x 173 / 108 x 57)	b/w	905.–	440.–
	2c	1,370.–	700.–
	4c	2,300.–	1,220.–
<b>Preferential placement</b>			
<b>Outside back cover</b>	4c	5,990.–	2,900.–
<b>Inside front / back cover</b>	4c	5,410.–	2,635.–

**Bleed premium:** 10% of the basic price + 3 mm bleed on all outer pages

**Book format:** 148 mm wide x 210 mm high

**Publication date:** Oct. 1, 2024

**Advertising deadline:** Aug. 22, 2024

**Format of cover pages:** 148 mm x 210 mm, plus 3 mm trim on each page

Company imprints/company editions on request (price on request).

The stated prices are all excl. VAT.

# Your contacts

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## General Terms and Conditions

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