

**ELEKTRO**MARKT

elektromarkt.de

# MEDIAKIT 2024

Ad rates no. 79, valid from 1 October 2023, as per: 21 November 2023

Menschen. Märkte. Meisenbach.





The industry magazine for the electrical goods trade



Our EXTRA issue is published twice a year.

Target group:  
Specialist retail trade, wholesalers,  
technical support, department stores,  
kitchen studios, furniture stores, consumer  
electronics

Print run:  
10,000 copies

Qualified circulation:  
9,899 copies

Frequency:  
4 times per year + EXTRA issue twice a year

Volume:  
106<sup>th</sup> Volume



TOPICS  
DATES



PRINT  
PRICES



TECHNICS



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# Brief Description

Trade-oriented, informative, always in the thick of things: Der Elektromarkt is an industry magazine for the electronics trade: We are aimed at people in the electronics trade and companies from the home and consumer electronics sectors.

As one of the oldest trade magazines in the industry, Elektromarkt is the competent mouthpiece between manufacturers and retailers. In order to efficiently support retailers in their customer orientation at the PoS, we focus on the devices in line with the end consumers' living environment - similar to a concept store.

In addition to new products and trends, we offer retail and industry know-how with trade reports, columns such as „In the Test“

and background articles on specialist topics, trade fairs or companies.

But we are not only present on paper: The Elektromarkt homepage supplements the print edition with daily reporting. With the Elektromarkt newsletter, we offer a further, regularly published information platform. Our trade magazine also has a presence on social media: Visit us on LinkedIn or Instagram and stay informed.

We make the home smart - in the magazine, on the web, and in retail!



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[www.meisenbach.de](http://www.meisenbach.de)

# Making homes smart

## ELEKTRO MARKT

Welcome to the Elektromarkt!

Elektromarkt showcases ranges and brands in a consumer environment. Just like a concept store, the products are not presented in different product groups but in home settings. In doing so, we invite our readers to come with us on a journey of discovery through the home. After all, be it in the kitchen, office or garden – electrical goods make our everyday lives that little bit easier in all settings. Lounges, for example, are not just home to the TV, but often accommodate vacuum cleaners or ironing systems. Kitchens are full of useful helpers such as breakfast sets, food processors and espresso machines. Just as indispensable are the “big” appliances such as hobs, fridges and dishwashers. Baths and bedrooms are home to electric razors, hairdryers and curling tongs, whilst washing machines and tumble dryers take care of the laundry. And in the garden, lawn mowers, leaf blowers and electrical hedge trimmers are all waiting to be used. Not forgetting, of course, the potential offered by the smart home!





# Topics and Dates

## Elektromarkt EXTRA 1

News & innovations at the start of the year

Editorial & Advertising deadline  
16.01.2024

### Publication date

Online: 30.01.2024

Print: Published as a supplement  
on 26.03.2024 with the  
Elektromarkt 1/2024

### Focal themes

- News & innovations to start the year
- For your entertainment: Highlights from CES around TV, HiFi & Co.

### Trade fairs

– CES in Las Vegas/USA

## Elektromarkt 1/2024

Editorial & Advertising deadline  
27.02.2024

### Publication date

26.03.2024

### Focal themes

- From large to small - products for the kitchen:  
cooling appliances & cookers,  
kitchen machines, coffee makers,  
breakfast series & Co.
- Seen at the spring fairs - product highlights from Ambiente, CES & Co.



### Trade fairs

- Ambiente in Frankfurt
- Koop 24 in Berlin
- EK Live Spring in Bielefeld

## Elektromarkt 2/2024

Editorial & Advertising deadline  
26.04.2024

### Publication date

28.05.2024

### Focal themes

- Whether living room or garden: This is the way to get it really clean! Vacuum cleaners and robots, steam cleaners, washing machines & dishwashers, ironing systems, air purifiers & more.
- Fit and well-groomed into summer: new products for outdoor area



### Trade fairs

– HEPT – HighEventProductTour



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# Topics and Dates

## Elektromarkt EXTRA 2

Smart Home Special Edition 2024

Editorial & Advertising deadline  
18.06.2024

### Publication date

Online: 02.07.2024

Print: Published as a supplement  
on 27.08.2024 with the  
Elektromarkt 3/2024

Smart Home Special 2024

## Elektromarkt 3/2024

Editorial & Advertising deadline  
23.07.2024

Publication date  
27.08.2024

### Focal themes

- IFA 2024: Innovations, trends  
& new products



Trade fairs  
- IFA in Berlin

## Elektromarkt 4/2024

Editorial & Advertising deadline  
01.10.2024

Publication date  
29.10.2024

### Focal themes

- IFA 2024: Product highlights from  
Berlin
- Health & beauty: Body & hair care,  
wellness appliances, wearables,  
sleeping systems
- From coffee grinders to fully auto-  
matic machines: Products around coffee & tea



Trade fairs  
– area30 in Löhne  
– Küchenmeile in Rödinghausen  
– EK Live autumn in Bielefeld



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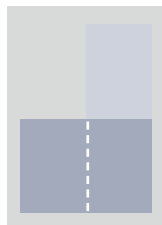
# Ad Rates and Ad Formats\*



1/1 page

B: 210 mm x 297 mm

5,300.- €

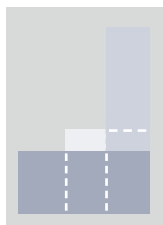


1/2 page

B: 210 mm x 151 mm

B: 100 mm x 297 mm

3,180.- €

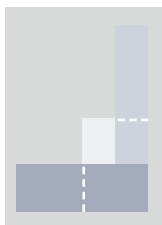


1/3 page

B: 210 mm x 106 mm

B: 78 mm x 297 mm

2,200.- €



1/4 page

B: 210 mm x 75 mm

PS: 62 mm x 197 mm

PS: 94 mm x 131 mm

1,600.- €

Best Placement:

Front cover + Back cover page 11,700.- €

Front cover page 8,300.- €

2nd cover page 6,610.- €

3rd cover page 6,150.- €

Back cover page 6,840.- €

Eye-catcher 6,800.- €

Surcharge for other compulsory placement  
instructions and confirmed placements 10 %

\* Special formats on request

PS: Print Space B: Bleed

Formats = width x height

Ad formats bleed off:

Bleed ad format plus 3 mm  
allowance on all sides



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# Eye-catcher

The eye-catcher is a prominent double-page that appears at the beginning of an issue. With our creative, double-page format, you can present product innovations or company news in an eye-catching way.

## Double-sided eye-catcher: 6,800,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (\*.jpg, 420x297 plus 3 mm)
- a short descriptive text (\*.txt, \*.docx) with max. 1,000 characters (excluding spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.

Our correction and release details can be found on p. 9.





# Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

Colour:  
Colours from the Euro Colour Scale CEI 12-66  
DIN 16539 included in price /  
special colours  
(no discount available)      each 1,250.- €

Magazine format:  
DIN A 4, 210 mm wide x 297 mm high

Discounts:  
Ads within 12 months (insertion year):  
Frequency discount  
2 Ads                                      5 %  
4 Ads                                      10 %

Correction and release details:  
A release cycle is included in the excellent price for the following products:  
Advertorial Print, Eye-catcher, Lead story,  
Advertorial Online, Special Newsletter.  
Each additional cycle is charged at a flat rate of 150.- €.

Ad specials:  
Inserts/price per thousand  
up to 25g:                              520.- €  
up to 50g:                              620.- €

Maximum format available for loose inserts:  
205 x 297 mm

Rates for bound inserts on request



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Media Consultant  
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E-Mail: [ariane.schlotter@meisenbach.de](mailto:ariane.schlotter@meisenbach.de)

# Advertorial Print

An increasingly popular advertising medium, the Advertorial, offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - the text and images are embedded in the editorial section both in terms of look and feel.

## ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

### 1 page Advertorial: 4,100.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
2 images | Company logo | Main text minimum: 2,000 characters | Maximum: 2,500 characters (incl. blanks, headline and picture captions).

### Texts researched and produced by the editorial staff (price on request):

The text is written by our editors in consultation with you and then adapted to the Elektromarkt-layout.\*

\*Any net travel expenses will be billed to the customer.  
Our correction and release details can be found on p. 9.

### 1/2 page Advertorial: 2,400.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
1 image | Company logo | Main text minimum: 900 characters | Maximum: 1.250 characters (incl. blanks, headline and picture captions).

### Texts researched and produced by the editorial staff (price on request):

The text is written by our editors in consultation with you and then adapted to the Elektromarkt-layout.\*

We will also be glad to publish your advertorial online as an option.  
You will find the prices for this on page 16.



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# Elektromarkt EXTRA



Our special issues of ELEKTROMARKT are published twice a year.

In each of the EXTRA issues, we focus on a specific topic to keep retailers up to date and to support them in advising their customers. We present the latest product innovations, interview selected experts and provide information tailored specifically to the specialist trade.

Key topics in 2024:

EXTRA 1/2024: News & innovations at the start of the year

Online publication: 01/30/2024

Publication Print: As supplement on 26.03.2024 in Elektromarkt 1/2024 (Top Topic Kitchen)

EXTRA 2/2024: Smart home special edition

Online publication: 02.07.2024

Print publication: As a supplement on 08/27/2024 in Elektromarkt 3/2024 (IFA trade show issue)

Rates + Ad formats\*:

1/1 page	3,100,- €
1/2 page	1,800,- €
1/3 page	1,300,- €
1/4 page	950,- €

Best Placement:

Front cover + Back cover page	6,900,- €
Front cover page	4,800,- €
2nd cover page	3,800,- €
3rd cover page	3,600,- €
Back cover page	4,000,- €
Eye-catcher	4,100,- €

Surcharge for other compulsory placement instructions and confirmed placements 10 %

\*For formats and dimensions, see page 7.



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# Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 175 mm wide x 260 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen, PS0coated\_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PS0coated\_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- EUR/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)

- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PS0-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PS0coated\_v3.icc. If you are interested, please contact Oline Gränke (odine.graenke@meisenbach.de, tel +49 951 861-195), who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:  
Oline Gränke, Order Management  
odine.graenke@meisenbach.de  
tel +49 951 861-195

Delivery address:  
Schleunungdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Marktheidenfeld  
tel +49 9391 6005-9133





# Distribution

## 1 Subscription prices 2024

### Subscription prices print 2024\*

Issues per year	4
Domestic incl. postage and 7 % VAT	37.- €
Abroad Europe	42.- €
Abroad world	47.- €

### Subscription prices digital 2024\*

Digital	27.- €
Premium (print + digital) domestic	52.- €
Premium (print + digital) europe	57.- €
Premium (print + digital) world	62.- €

\*Prices valid from 01.01.2023. All prices incl. delivery charges.

Terms of payment: After invoicing by bank transfer, credit card or PayPal.

European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

Other foreign countries: VAT-free

## 2 Classified potential of recipients:

Distribution Germany, Austria, Switzerland  
(Multiple answers possible)

Trade	Number
Retail trade – cooperative	4,507
Retail trade – non-cooperative	13,270
Kitchenware stores/Kitchen studios	2,359
Flower shops and garden centres	1,284
Furniture stores	3,271
Department stores	634
Mail order	1,242
Wholesalers, sales agents	985
Technical superstores	953
Trades	757
Industry	1,239
Other	599
Trading in consumer electronics (entertainment electronics, telecommunications, photography, PC/ Multimedia, Car media/ Car navigation)	14,561
<b>Total recipient potential</b>	<b>45,661</b>

# Cross-Media Opportunities

## Coverage (print + online)

Elektromarkt	10.000 copies
Newsletter	2.400 recipients
Website	92.374 page Impressions
	26.945 visits

Status: August 2023

## Fans social media

Instagram	236 follower
LinkedIn	659 follower

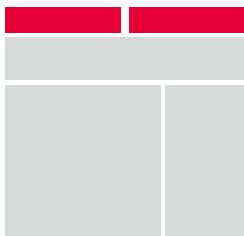
Status: September 2023





# Ad Banner on [www.elektromarkt.de](http://www.elektromarkt.de)

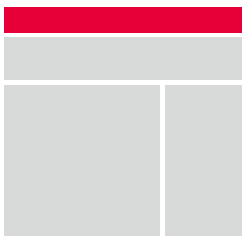
1 Full Banner



Size: 560 x 110 pixels

Price\*: 670.– €

2 Superbanner



Size: 1,170 x 110 pixels

Price\*: 1,100.– €

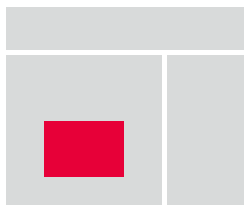
3 Hockeystick



Size: 735 x 110 pixels +  
160 x 600 pixels

Price\*: 1,130.– €

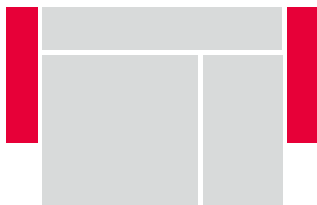
4 Content Ad\*\*



Size: 300 x 250 pixels

Price\*: 770.– €

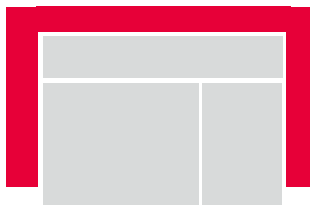
5 Skyscraper



Size: 160 x 600 pixels

Price\*: 770.– €

6 Webskin



Size: (2x) 160 x 600 pixels +  
1.200 x 110 pixels

Price\*: 1,300.– €

\*\*This banner is also visible in the mobile version and always remains in the field of view of the reader.

## Discounts:

Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

\*Price for 4 weeks duration

Formats valid from 1 April 2023.

Delivery of the banner data incl. linking by e-mail stating the customer name to Odine Gränke ([odine.graenke@meisenbach.de](mailto:odine.graenke@meisenbach.de)).

# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Our readers should definitely find out about your product innovations, your company news or your trade fair? Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.


Advertorial guidelines:

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 920.- €

Bookable in combination with print adverts - we will be happy to make you an individual offer.

Optional: Increase your reach with our social media package! 

Surcharge: 200.- € per Portal



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture - here you get to the Advertorial Online example

Our correction and release details can be found on p. 9.





# Ad Opportunities Newsletter

## Banner



General information: The Elektromarkt-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100 K

Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to [Odine Gränke \(odine.graenke@meisenbach.de\)](mailto:Odine.Graenke@odine.graenke@meisenbach.de).

Rates per Ad (Banner): 570.- €

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

Banner:

- 700 x 120 pixels, max. 100 K

Price: 2,150.- €



Our correction and release details can be found on p. 9.



# LinkedIn-Package

Via LinkedIn we have built up an extensive retailer-network from which you can also benefit: Use our LinkedIn package to present your products and innovations or to publish an image campaign.

## Package prices:

5 posts (per calendar year): 950.- €

10 posts (per calendar year): 1,760.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 3,000 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on LinkedIn you can integrate up to 10 hashtags in addition to your text.

LinkedIn  
Connect to Opportunity™

Join now

Join with Google

Sign in

<https://www.linkedin.com/showcase/elektromarkt-magazin>



**ELEKTRO  
MARKT**

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## Ad Sales & Distribution:

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96011 Bamberg

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✉ info@meisenbach.de

www.meisenbach.de

Managing Director: Ulrich Stetter

Head of editorial office: Sabine Stenzel

Head of online editorial office: Daniel Keienburg

### Bank details:

Sparkasse Mainfranken, Würzburg

IBAN: DE50 7905 0000 0047 9552 65

Kto-Nr.: 47955265

BLZ: 790 500 00

BIC: BYLADEM1SWU

### Terms of payment:

3% discount on payment before publication,

2% discount on payment within 8 days from

date of invoice, net 30 days from invoice.

Place of fulfilment and court of jurisdiction

is Bamberg. (Unless otherwise determined by law)

All prices exclude VAT, which is charged at the currently applicable rate. Our Standard Terms and Conditions apply: <https://content.meisenbach.de/en/AGB>



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