

The Elektor Media Kit 2021



Elektor serves a global, 345,000-member community of engineers, pro makers, and students interested in learning, designing, and selling electronics.

LET'S WORK TOGETHER!



We Are Elektor

Elektor is a leading source of essential electrical engineering information and electronics solutions for engineers, pro makers, startups and the companies seeking to engage them. Our multichannel advertising and marketing solutions enable electronics brands to effectively, rapidly, and affordably tell their stories, generate leads, and drive sales.



Magazines

- > Elektor
- > Elektor Industry
- > MagPi
- > Make:

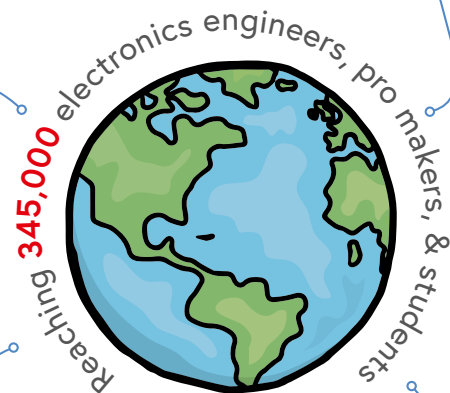
Online

- > Elektor.com
- > ElektorMagazine.com
- > Weekly E-Zine
- > Social Media



Content Services

- > Elektor Studio
- > Elektor TV



Events

- > Conferences
- > Webinars
- > Contests



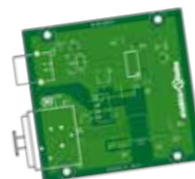
Technical Publishing

- > Elektor Books
- > Custom Publishing



Engineering

- > Elektor Labs
- > Elektor PCB Service
- > ElektorPCB4Makers



Igniting the Electronics Industry

Elektor helped launch the first electronics maker movement in the 1960s. And we're growing every day as we inspire new members to design, build, and sell electronics.

345,000
Community Members

Electrical engineers,
pro makers,
and students

90
Countries

Read in English, German, Dutch,
and French

1,000,000+
Views/Month

Elektor's web store and magazine
websites are go-to resources for
electronics enthusiasts

65,500
Circulation

Elektor magazine is
published 6x each year

10+
Interests

DIY electronics, MCUs, IoT,
analog tech, sensors, and more

1,000
Electronics Experts

Authors, engineers, and
academics

Elektor Magazine



www.elektormagazine.com/magazine

Since 1961, Elektor magazine has played a leading role in the world of electronics. Each edition of Elektor magazine is packed with engineer-tested electronics projects, engineering tutorials, product news, and real-world lab tests.

Engineers, pro makers, and students turn to Elektor for need-to-know information about a wide range of topics, including embedded systems, MCU-based designs, IoT technology, analog techniques, and more. Our international network of 1.000+ experts delivers high-quality, electronics-related content in four languages.

Engage Readers, Generate Leads, & Drive Sales

Achieve your 2021 sales goals by highlighting your brand and showcasing your products and services in Elektor magazine. Tailor your campaign to your budget and objectives!

Standard Ads

Your ad in Elektor magazine will make a lasting impact. Promote your brand, reinforce your message, and highlight your products/services.

Advertorial Articles

Promote your products and services via an in-depth article or series. Establish your employees as thought leaders in the electronics industry and demo your products.

Supplements

Include supplemental material to directly engage Elektor readers. The affordable supplements are applied to the total circulation including subscription and newsstand copies. Cost per 1,000 addresses (5,000 minimum): 25 grams = €240/\$280 and 50 grams = €275/\$320*.

Giveaways

Promotional freebies are always popular and a great way to advertise too! Think of a simple postcard or even a product sample physically attached to the magazine. Pricing on request.

Custom Marketing Campaigns

Work with Elektor's content marketing team to develop and run a multichannel lead-gen campaign. Pricing on request.

** Subject to change*

31%

Pro Engineers

Many readers are trained to be professional engineers

46%

Decision Makers

Readers hold decision-making positions at work

63%

University degrees

34% bachelors, 23% masters, and 6% PhDs

Elektor Magazine

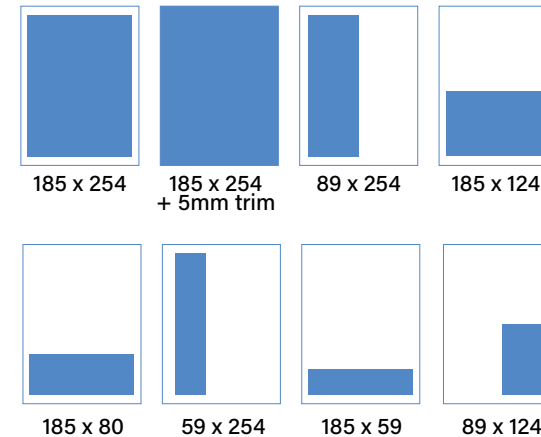
2021 Calendar and Rates

Engineers, pro makers, and students read Elektor to learn, design, and sell electronics. To achieve their goals, they need high-quality products and services: microcontrollers, development kits, electronic components, lab equipment, software solutions, educational resources, test/measurement tools, and more. Engage our audience in 2021.

We've got the global design community; you offer high-quality electronics products and services. Contact Elektor's Client Team (margriet.debeij@elektor.com) to discuss the various ways you can engage our curious, entrepreneurial audience.

Elektor Magazine 2021 calendar

	Theme	Deadlines		
	Elektor Magazine	reserve	material	publication
January - February 2021	Displays	10.12.20	16.12.20	07.01.21
March - April 2021	Evaluation Boards and Kits	8.01.21	03.02.21	25.02.21
May - June 2021	Measurement Equipment	08.04.21	14.04.21	06.05.21
July - August 2021	Analog/Mixed Signal ICs	03.06.21	09.06.21	01.07.21
September - October 2021	Wireless Communication	05.08.21	11.08.21	02.09.21
November - December 2021	Soldering	07.10.21	13.10.21	04.11.21
January - February 2022	Motor Control	09.12.21	15.12.21	06.01.22



Elektor Magazine 2021 rates

Tariff	Circulation	1/1 pages	1/2 pages	1/3 pages	1/4 pages
Dutch	10,000	2,625 € /	1,690 € /	1,430 € /	1,430 € /
		3,050 \$	1,960 \$	1,660 \$	1,660 \$
English	10,000	3,040 € /	1,850 € /	1,500 € /	1,500 € /
		3,525 \$	2,150 \$	1,740 \$	1,740 \$
French	15,500	2,135 € /	1,510 € /	1,325€ /	1,325€ /
		2,475 \$	1,750 \$	1,535 \$	1,535 \$
German	30,000	4,885 € /	2,895€ /	2,225 € /	2,225 € /
		5,660 \$	3,355 \$	2,580 \$	2,580 \$

Note: all dimension in mm. For 1/1 side bleed + 5mm trim on all sides.
Safe Print Area: 200 x 287 mm



Elektor is an important media partner for Würth Elektronik: online, offline and – this is the unique feature of Elektor – a creative team to set up applications and solutions for electronic application. The publications are highly appreciated by professional and hobby engineers.

Mathias Kalmbach Würth Elektronik eiSos

Elektor Industry



Elektor Industry is the leading global magazine platform in English, German and Dutch for talented entrepreneurs, young innovators, designers, start-ups, and scale-ups. Professional engineers, C-level executives, and electronics-savvy entrepreneurs rely on Elektor Industry for engineering insights, business tips, product news, and deep industry analysis.

Each edition of the Elektor Industry magazine focuses on a specific electronics-related theme. Partner companies and industry leaders are invited to contribute theme-related articles, white papers, press releases, and interviews.

Business NOT as Usual

Elektor Industry is the perfect platform for distributing your message via standard ads, editorial articles, interviews, press releases, and more. Customize your campaign to ensure maximum exposure and impact!

Standard Ads

Take out an ad to showcase your brand and highlight your products/services.

Expert-Paper

With an Elektor Expert Paper, you can directly engage our global audience of electronics engineers and

innovators with your company's technical knowledge and expert content. Your Expert Paper is a professionally edited and packaged piece of content that educates current and potential customers. Through Elektor's multimedia delivery platforms, we ensure your technical insights reach and resonate with the right audience.

www.elektormagazine.com/expert-papers



Editorial Article

Promote your company, products or services via an in-depth article (1 to 4 pages, price negotiable). Customer provides the text and images which are subject to our editorial review. The customer always receives a proofing copy of the article before printing.

Press Release

Please send us your press release, text (max. 1,000 characters) and images separately, and we will publish them in Elektor Industry Magazine. Publication in English, German & Dutch costs 1,500 €.

Product Review

Our readers love product reviews! Our editorial staff can write an extensive yet objective review of your product and distribute it via our magazines, websites, and newsletters.

Innovators hungry for tech and business solutions

35,000
Circulation

Read by engineers and executives interested in industry news, products, and technical insights

42,000
Downloads

Easy-to-access, high-resolution versions for future reference

Elektor Industry

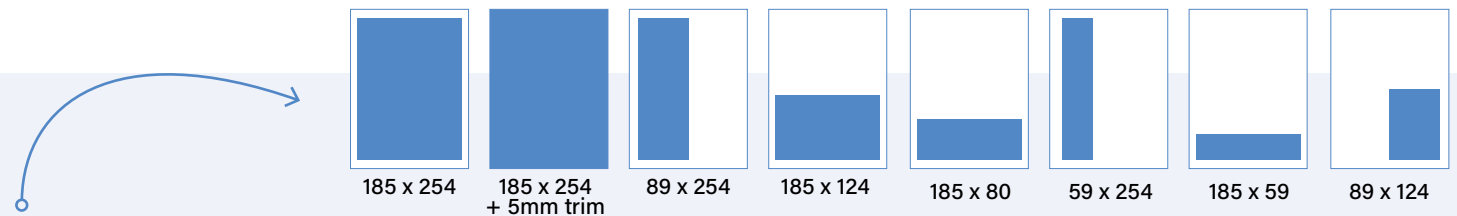
2021 Calendar and Rates



Elektor Industry 2021 calendar

	Theme	Deadlines				
	Elektor Industry Magazine	Reserve Editorial / Press release until	Deliver Editorial / Press release until	Reserve Advertising Material until	Deliver Advertising material until	Publication
Edition 1	Embedded & Tools coincides with Embedded World Nuremberg	25.02.21	28.02.21	28.01.21	03.02.21	25.02.21
Edition 2	Sensors & Measurement coincides with Sensor + Test Nuremberg	29.04.21	22.05.21	01.04.21	07.04.21	29.04.21
Edition 3	Electronics & Applications coincides with E&A Utrecht	13.05.21	16.05.21	15.04.21	21.04.21	13.05.21
Edition 4	productronica coincides with productronica Munich	11.11.21	14.11.21	14.10.21	12.10.21	11.11.21

Elektor Industry 2021 rates



	Cover 2 + 3	Cover 4	1/1 bleed	1/1	1/2	1/3
English + German + Dutch	7,480 € / 8,660 \$	7,480 € / 8,660 \$	7,480 € / 8,660 \$	7,180 € / 8,310 \$	4,250 € / 4,920 \$	3,310 € / 3,835 \$
English + German	7,480 € / 8,660 \$	7,480 € / 8,660 \$	7,480 € / 8,660 \$	7,180 € / 8,310 \$	4,250 € / 4,920 \$	3,310 € / 3,835 \$
Dutch	7,480 € / 8,660 \$	7,480 € / 8,660 \$	7,480 € / 8,660 \$	7,180 € / 8,310 \$	4,250 € / 4,920 \$	3,310 € / 3,835 \$
Portrait layout	210 x 297 *	210 x 297 *	210 x 297 *	185 x 254	89 x 254	59 x 254
Landscape layout	n/a	n/a	n/a	n/a	185 x 124	185 x 80

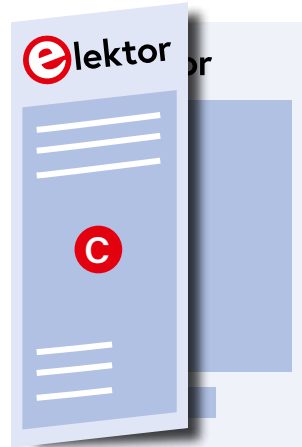
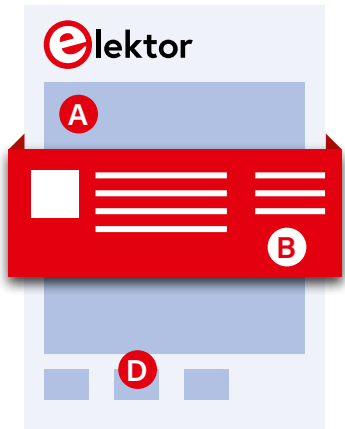
Remarks:

* + 5mm trim on all sides, safe print area: 200 x 287 mm

Elektor Industry

Looking for extra attention?

Advertisers are constantly searching for new ways to attract and keep the attention of our readers. Elektor's specialty add-on print treatments are designed to do just that!



B Belly Wrap

Using a belly wrap around the magazine is an effective way to get your message in front of our readers. A belly wrap is the first thing people see when they pick up the magazine. Because they have to remove the wrap to open the magazine, they are highly likely to notice your ads on both the front and back.

C Cover Flap

Cover flaps are stapled to and partially wrap around the magazine cover. They are great for late-breaking or last-minute information such as upcoming events and conferences. Typically covering about 1/2 of the vertical image on both the front and back cover, these highly visible vehicles naturally have great design potential.

D Cover Snipe

Looking for extra attention for your article? We can run a cover snipe with your article's title, an image, and a page number reference. It's possible to include your logo too!

	A Cover picture Elektor Industry Magazine incl. cover story	B Belly Wrap	C Cover flap incl. story & preparation	D Cover snipe
English + German edition	8,950 €	9,950 €	9,450 €	9,450 €
	210 x 297 *	59 x 254	89 x 124	89 x 124
	n/a	185 x 80	185 x 59	185 x 59



Please note that this offer can also be used for Elektor, Make: and MagPi. Contact Elektor's Client Team (margriet.debeij@elektor.com) to discuss your wishes!



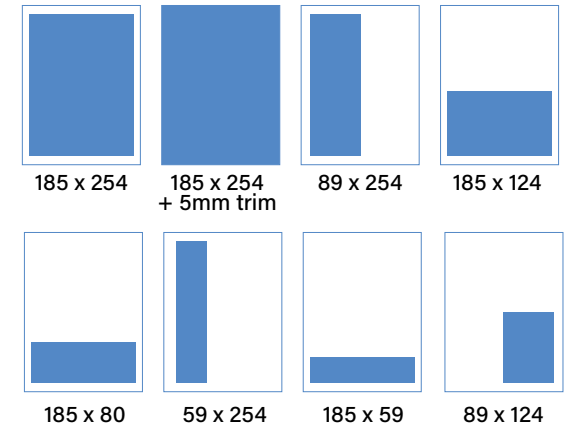
Elektor has a professional and creative team. For every concern PeakTech always has a competent contact person at Elektor. This enables a positive and customer-oriented cooperation.

Demir Baki PeakTech Prüf- und Messtechnik GmbH

MagPi Magazine



MagPi magazine is the official magazine of the Raspberry Pi Foundation. Written by and for the Raspberry Pi community, the magazine is aimed at enthusiastic electronics designers interested in the world's smallest computer. MagPi's pages are filled with content by industry specialists and innovators from all over the world interested in presenting the latest-and-greatest Raspberry Pi-related projects, reviews, and news. Since 2018 Elektor is the publisher of the Dutch and French language editions of MagPi magazine.



MagPi 2021 calender

MagPi Magazine	Reservation	Deadline Material	Publication Date
MP1 / 2021	10-12-2020	16-12-2020	07-01-2021
MP2 / 2021	11-02-2021	17-02-2021	11-03-2021
MP3 / 2021	08-04-2021	14-04-2021	06-05-2021
MP4 / 2021	10-06-2021	16-06-2021	08-07-2021
MP5 / 2021	12-08-2021	18-08-2021	09-09-2021
MP6 / 2021	14-10-2021	20-10-2021	11-11-2021
MP1 / 2021	16-12-2021	22-12-2021	13-01-2022

Raspberry Pi: Your tiny, dual-display, desktop computer



The official Raspberry Pi magazine

MagPi 2021 rates

Language	Distribution		1/1 page	1/2 page	1/3 page	1/4 page
Dutch	6.100		999 €	750 €	650 €	400 €
		Cover 2 & 3	1.050 €			
		Cover 4	1.150 €			
French	16.000		1.250 €	999 €	750 €	500 €
		Cover 2 & 3	1.350 €			
		Cover 4	1.500 €			
Annual Rates						
	Dutch		4.496 €	3.375 €	2.925 €	1.800 €
			Cover 2 & 3	4.725 €		
		Cover 4	5.175 €			
French			5.625 €	4.496 €	3.375 €	2.250 €
		Cover 2 & 3	6.075 €			
		Cover 4	6.750 €			

24.000
Print run

17.500 French copies and 6.500 Dutch copies printed

42,000
Downloads

Published six times per year, 100 pages per issue

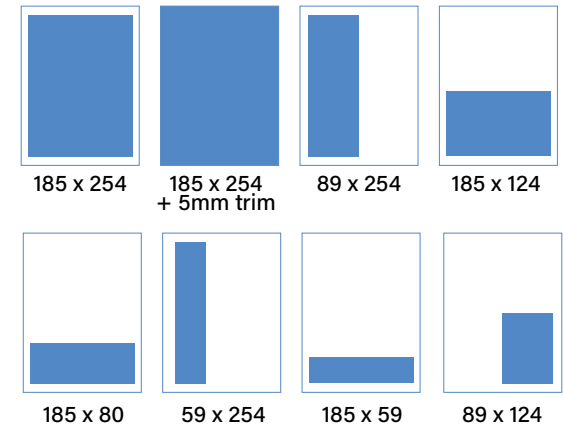
Make: Magazine



Make: magazine is the official magazine of the maker community. The Dutch edition of Make: features dozens of projects covering a variety of electronics-related topics, including robots, drones, 3D printing, and more. Each issue includes skill-building tutorials with inspiration from the leaders of the maker community.

Target The Dutch Maker Community

The Dutch-speaking Maker community is growing at a rapid pace. Directly engage this maker community in Netherlands and Belgium to generate new leads and boost your company's sales.



Make: 2021 rates

Language	Distribution		1/1 page	1/2 page	1/3 page	1/4 page
Dutch	10.000		1.500 €	950 €	650 €	450 €
		Cover 2 & 3	1.650 €			
		Cover 4	1.750 €			

Make: 2021 calendar

Make: Magazine	Reservation	Deadline Material	Publication Date
Make: 01	26-11-2020	02-12-2020	24-12-2020
Make: 02	25-02-2021	03-03-2021	25-03-2021
Make: 03	27-05-2021	02-06-2021	24-06-2021
Make: 04	26-08-2021	01-09-2021	23-09-2021



The official Make: magazine in Dutch

10.000
Print run
Published in Dutch,
100 pages per issue

42,000
Editions
Published four
times per year

Elektor Books & Custom Publishing



Elektor has a long and enviable reputation in the field of electronics-related technical book publishing. We are well-positioned to serve you effectively in this field of activity. Our extensive network of over 1.000 experts means we can quickly secure the services of a suitable author to take on your publishing requirements or sponsored book project. You will be surprised at the positive cost/benefit ratio.

The Elektor HOW2 Book Series

A leap towards a joint mission: share knowledge with engineers!

The Elektor HOW2 series is a beautifully crafted series of collectable pocket-size books that help engineers understand key topics, learn about emerging topics, and make the best technical decisions. Elektor is the

leading editorial force behind each series. But thanks to your company's sponsorship, these books will be sold at an unbelievably low price!.

What's in it for you?

- Company logo on back and front covers
- Possibility to add a coupon code for a targeted promotion
- Book promotion through all Elektor channels
- Available through Elektor and Amazon



"In the Electronics Industry more than in other industries, both veteran engineers and millennials name books as the primary source for maintaining and advancing their skills."

Pulse of engineering survey by IEEE

Elektor Online



Elektor's unique blend of online "content and commerce" generates millions of views each month from electronics engineers, makers, and students via its web store, magazine website, E-Zine, and social media. You require actionable leads and new sales. We'll help you customize smart multi-channel campaigns that fit your budget.

Contact Elektor's Client Team (margriet.debeij@elektor.com) for details.



Elektor social: in numbers

Facebook + Instagram	47.000+
Twitter	13.000+
LinkedIn	2.100+
YouTube	14.000+

Elektor online: in detail

Monthly	Visitors Magazine Website	Views Magazine Website	Visitors Store Website	Views Store Website
.NL	24395	85345	15215	84539
.COM	70232	260932	33335	124475
.FR	32464	120672	16360	78009
.DE	55370	209343	29706	136032

Elektor E-Zine: members

.NL	18.000
.COM	58.000
.FR	18.000
.DE	33.000

Online and international 24/7

423.000+
Views/month

Elektor Store websites
(.COM, .DE, .NL, .FR)

125.000+
Members

Elektor's E-Zine
(.COM, .DE, .NL, .FR)

676.000+
Views/month

Elektor Magazine websites
(.COM, .DE, .NL, .FR)

76.000+
Followers

Elektor's Social Media
(TW, FB, LI, IG, YT)

Elektor Online



2021 Online rates

Language	Main Header	Leader Board	Rectangle	Half Rectangle
.NL	3.656 €	2.920 €	2.528 €	2.200 €
.COM	5.080 €	4.192 €	3.552 €	3.144 €
.FR	4.048 €	3.240 €	2.784 €	2.440 €
.DE	8.376 €	6.696 €	5.816 €	5.032 €

Flat Rate or CM

CPM	Per 1.000
Impressions	
Main Header	95 €
Leader board	75 €
Rectangle	65 €

You can choose to place your banners on a cost per thousand (CPM) or flat rate basis. The flat rate tariff and banner positioning on one or more Elektor web sites is fixed for the period of one month.



Banner sizes

Magazine Websites	Size in Pixels
Main Header	728 x 90
Rectangle	336 x 280
Leader Board	728 x 90



Banner sizes

Store Websites	Size in Pixels
Main Header	875 x 320
Rectangle	336 x 280
Leader Board	728 x 90



We greatly benefit from the large and loyal community of developers, young electronics engineers, and start-ups that Elektor has built since the 1970s. Thanks to Elektor, we are using our campaigns to target engineers and experts in the development phase of their projects. We cannot imagine a more reliable partner for that.

Klaus Kerschensteiner Heilind Germany

Elektor E-zine



Elektor's widely read E-Zine is a conversion machine. Electronics engineers, makers, and students read it each week for tech insights, product news, in-depth interviews with electronics industry thought leaders and more.

Contact Elektor's Client Team (margriet.debeij@elektor.com) for details.

Put Elektor's conversion machine to work

Published in four languages, Elektor's E-Zine provide you with excellent opportunities to showcase your products. Our standard offer consists of three locations to display your campaigns. Conversion is just a click away.

Banner ads

Bring your message to the masses via an E-Zine header or banner ad. Stand out and succeed.

Native content

Our Native Content Pack includes an article with images and optionally an attachment on the Elektor website. Your piece is incorporated in the Elektor E-Zine where it has its maximum impact.

Specs Native Content

- > Title: max. 50 characters (incl. spaces)
- > Introduction text: max. 100 characters (incl. spaces)
- > Body text: approx. 300 to 500 words
- > Image: min. 530 pixels wide and 300 pixels high (if larger, please use same ratio)

Banner sizes

E-Zine	Size in Pixels
Main Header	650 x 95
Full Banner	610 x 90



Language	Members	Open ratio	E-Zine Header	E-Zine Banner	Native Content
Dutch	18.000	41,88 %	555 €	420 €	1.465 €
English USA	5.000	25,01 %	285 €	210 €	940 €
English ROW	53.000	26,17 %	960 €	719 €	2.095 €
French	18.000	36,19 %	389 €	305 €	1.075 €
German	33.000	41,83 %	875 €	655 €	2.025 €

Weekly E-Zine delivery

125.000+
Members

Read in English, Dutch, German, and French

34.2%

Ave open rate

Enviably high open rates drive immediate action

Partner Mailing



<https://bit.ly/3ck2W5y>



Elektor readers are hungry for relevant content from our partners that will help them design, share, and sell electronics. A partner mailing enables you to promote your company, products, and services directly to Elektor's audience. Deliver a whitepaper, press release, webinar sign-up form, or product offer.

Contact Elektor's Client Team for details:
margriet.debeij@elektor.com

Exclusive, targeted Mailings get Big Results

Email your message, with its own look and feel, directly to Elektor's members. The average open rate for our partner mailings is consistently higher than for our regular editorial newsletter. Whitepapers and in-depth articles about new developments are particularly popular.

Editorial Guidance

Elektor's design and editorial experts are available to

assist in the planning and design of your mailing. We charge a fixed fee for the design and selection of email addresses. Included in the standard offer are a couple of selection criteria.

Smart Planning

Elektor's client team can advise you and offer recommendations based on experience gathered from previous campaigns. Minimum purchase of 5.000 addresses.



Partner Mailing 2021 rates

Design and Selection	950 €
CPM (Cost Per Mille)	300 €



Elektor addresses exactly the customer groups and topics that are also in our focus. Their professional, flexible editors consistently

create positive cooperation, which makes Elektor the media partner of choice for us.

Thomas Rottach Siglent Technologies Germany

Elektor Newsroom



www.elektormagazine.com/elektor-business/newsrooms



An Elektor Newsroom is a perfect starting point for your editorial profile in our community. It's your website within the Elektor community where we post every Elektor article about your company, as well as your company's press releases and links to your relevant social media sites.

Contact Elektor's Client Team (margriet.debeij@elektor.com) for details.

Your 24/7 PR agency

Each newsroom is included in Elektor's online industry index. Elektor community members can find your company by name, type, or tag. Let Elektor work as your 24/7 PR agency.

Your Newsroom

The first section of your announcements can be read directly in the Elektor Newsroom. Our industry editor also checks all the announcements for possible

inclusion in the regular news and E-Zine channels. We cannot guarantee automatic inclusion on the homepage, but those with a Newsroom will be featured more often.

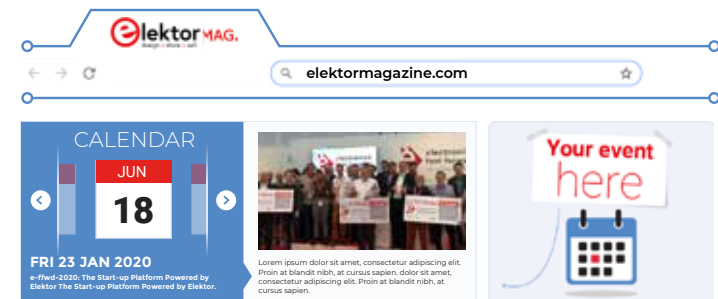
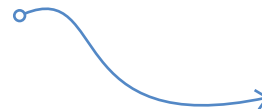
Smart and affordable

The Newsroom rate is 450 € per quarter per language. Your Newsroom includes the following components:

- Company logo
- Contact details
- Brief company description
- Publication of all press releases
- Publication of all Elektor media editorial content regarding your company
- The addition of any supplied videos, images, brochures and catalogs
- Optional: Background and header style in accordance with your own company look and feel

Online event promotion

Are you organizing a seminar, open house, trade fair, or other event? You can always draw attention to it in your own newsroom. However, Elektor offers you several other options for event promotion. For example, a listing in the schedule of events on the homepage of www.elektormagazine.com is simple but very effective. The news item about your event, prepared together with you, will be prominently included on the homepages of our websites for 6 months, with the date, name and logo clearly visible and more information just a mouse click away. **Rate: only 500 € for 6 months!**



Elektor Webinars

Sponsor Technical Webinars for Electronics Innovators

Elektor produces webinars for electronics innovators looking to level up their technical skills, explore new products, and learn about complex engineering concepts. Our webinars enable companies to generate new business from highly engaged electrical engineers and makers interested in topics such as embedded systems, IoT, and programming.

Ready to acquire new leads, thoughtfully deliver your message, and highlight your company's technical talent? Let's work together on a webinar. Contact Elektor's Client Team (margriet.debeij@elektor.com) for details.

Webinar Benefits

- Showcase your company's thought leaders and deliver key messages
- Generate high-quality leads via online registration forms and email automation
- Gather helpful feedback about your products and services
- Thoroughly present and promote your products and solutions
- Engage engineers and makers across time zones
- Pre- and post-webinar promotion
- Repackage webinar content for future marketing campaigns

Sponsor an Upcoming Elektor Webinar

Sponsor an Elektor webinar (featuring Elektor engineers and editors) on a topic that suits your business needs. Elektor develops the content and manages the webinar for you. Options include technical tutorials, product reviews, panel discussions, tech demos, interviews, and more.

Includes: webinar production and promotion (print, digital, email, social, etc.)*

Co-Present and Sponsor an Exclusive Webinar

Your company's engineers and/or executives present along with Elektor engineers and editors, and your company is featured as a sponsor. Options include technical tutorials, product reviews, panel discussions, tech demos, interviews, virtual events, and more.

Includes: webinar production and promotion (print, digital, email, social, etc.)*



www.elektormagazine.com/webinars

Recent Elektor Webinars

- Wireless Power Transfer: Advanced Coil Knowledge (July 9, 2020)
 - Presenters (Elektor, Würth Elektronik)
 - Duration: 53 minutes
 - 284 registrants
 - 121 attended live
- Explore Sensor Technology and 5G with Elektor (June 25, 2020)
 - Presenters (Elektor)
 - Duration: 1 hour, 19 minutes
 - 214 registrants
 - 127 attended live

*Deliverables depend on your campaign.



Elektor Startup Competitions & Events

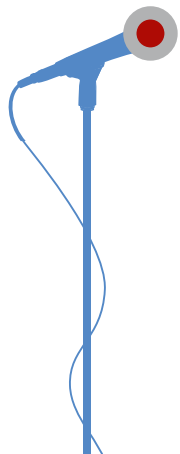


The startup and maker scenes are changing the electronics landscape. Exciting products are coming from new players in the electronics sector. Elektor is dedicated to supporting electronics innovation by powering startup and design competitions around the world. Partner with us to help foster startup innovation and to position your company as a leader in the worldwide electronics design ecosystem.

Contact Elektor's Client Team (margriet.debeij@elektor.com) to discuss launching or sponsoring an upcoming challenge.

Recent elektor-powered startup competitions

- ▶ productronica Fast Forward, the startup platform powered by Elektor (Munich, Germany, 2019)
- ▶ Elektor Startup Challenge (Paris, France, 2019)
- ▶ Elektor Startup Games (Utrecht, Netherlands, 2019)
- ▶ electronica fast forward, the startup platform powered by Elektor (Munich, Germany, 2016/2018)



NEW

Get high potential tech startups and scale-ups that match your investment scope!



www.elektormagazine.com/investment-program

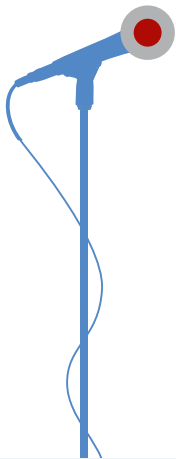
electronica fast forward

the startup platform powered by Elektor



**electronica
fast forward**
the startup platform

powered by elektor



Bringing an electronic product to market is not easy. Electronics innovators need more than a great design. They must find partners, reach potential customers, raise capital, and execute a marketing plan. **electronica fast forward, the startup platform powered by Elektor gives entrepreneurs and engineers an opportunity to do just that.**

At the electronica trade show in Munich, finalists present their companies, products, and prototypes to the worldwide electronics community. Over the course of a week, thousands of electronica attendees visit the electronica fast forward booth to meet the finalists, attend presentations, listen to lectures, and get inspired. Companies like Arrow Electronics, Avnet Silica, EBV Elektronik, and Trinamic sponsored the event.

Sponsor a future Fast Forward competition

By sponsoring a future fast forward competition, you can promote your brand and products to a wide global audience. As a fast forward sponsor, you'll receive a comprehensive media campaign comprising on-site event promotions, magazine advertising, online banners, and more.

A variety of sponsorship packages are available to meet your needs. Contact Elektor's Client Team (margriet.debeij@elektor.com) to discuss the details of each sponsorship package.



Is your company exhibiting at electronica? The Elektor TV team can visit your stand for an interview about your company or a new product announcement. Along with placing the video on our YouTube channel, we will give it editorial attention on our websites and in our newsletters.

Contact

Elektor enables electronics engineers, pro makers, and students to learn, design, and sell electronics. Our 345.000-member global community and the companies who engage them are serviced by the dedicated professionals in our Editorial, Labs, and Client teams.

Editorial Team

Elektor's talented Editorial Team ensures the quality of our content and oversees the translation processes for our magazines, online channels, design projects, and books. The multi-lingual team includes top electronics industry editors and authors who are as comfortable writing and editing technical articles as

they are on camera and developing compelling digital content.

Elektor Labs Team

The Elektor Labs engineering team comprises sought-after electronics designers and developers who are highly skilled in electronics design, prototyping, programming, and product management. Our team creates and sells electronics kits, modules, and systems that excite and educate engineers, pro makers, and students around the world. The team also partners with startups and leading electronics companies to deliver quality engineering services such as PCB design and custom engineering solutions.

Elektor Client Team

Elektor's global Client Team manages client advertising and marketing campaigns, and it can collaborate with the Elektor Studio team to deliver custom multimedia content in support of all client initiatives. Our dedicated account managers deliver smart advertising and marketing solutions that enhance our customers' competitiveness in the marketplace. Whether you need a traditional ad campaign or a custom content marketing program, our Client Team is here to help.



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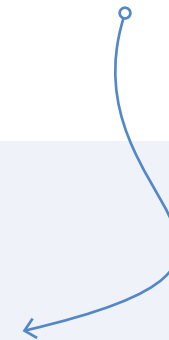
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