



## Mediakit 2019

Worldwide interactive contact 24/7  
with more than 345,000 motivated  
electronic engineers,  
homelabs and start-ups.

**Elektor Client Team UK:**  
78 York Street  
London  
W1H 1DP  
United Kingdom

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# Welcome to the world of Elektor

**Ever since 1961** Elektor has played a leading role in the world of electronics. Our international network of over 1,000 experts is responsible for high quality daily content delivered in four languages via 15 media channels. Our growing community of over **345,000 active participants from around the world** is actively engaged in designing and developing the latest technology and many successful startups had their first introduction to the marketplace via the Elektor stores. Truly a dynamic and innovative environment!



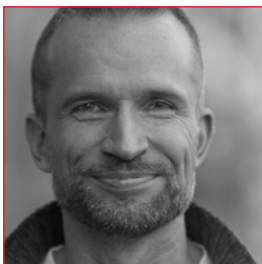
***“Elektor is the world's first and leading platform for homelabs and startups.***

***As a key manufacturer of leading edge electronic and electromagnetic components our partnership with Elektor ensures our products maintain a high profile in the wider world of electronics.“***

**Niels Braams - Würth Elektronik**

## A community with a passion for electronics

Elektor is a community for electronics enthusiasts run by electronic enthusiasts. Our **345,000 active subscribers** enthusiastically participate in the development of new projects via the Elektor online LAB. All our in-house LAB projects are carefully tested by our own engineers before our team of experienced **editors** assure quality of the project content and oversee the translation process.



**Jens Nickel**  
Editor in chief  
German edition



**Mariline Thiebaut**  
Editor in chief  
French edition



**Thijs Beckers**  
Editor in chief  
Dutch edition



**Jan Buiting**  
Editor in chief  
English edition

## Multichannel in all aspects

From day one our goal was always to generate compelling and expert content. The way in which we deliver that content changes with the times.

While remaining true to our founding philosophy Elektor has evolved into more than just a publisher of magazines on which our reputation is based. With more than 4.5 million hits last year alone we hardly need to explain further.

### Websites

Throughout the year we have launched many online initiatives which link together to form a coherent whole. User generated projects via the online LAB, reviews, latest news and editorial content are the direct realization of our core values of **Learn, Design & Share** electronics. Moreover our stores facility stocks all the essential equipment required for homelabs and startups.

### Elektor E-zine

Our weekly newsletter brings a carefully compiled overview of important developments to our reader's inbox. An average open-ratio of 30% rising on some instances to 50% bears witness to the vitality of our community.

### Elektor Studio

A fully equipped studio facility produces multimedia content. From **Elektor TV** to webinar hosting as well as coverage of interactive international competitions and live events. Our team of professionals can take away the worry of production and provide immediate linkup to an extensive relevant audience via Elektor media.

## ElektorLabs Magazine: Our strong International roots

For 55 years ElektorLabs Magazine with its international reach has remained at the forefront as an important information source on all aspects of electronics. We produce hundreds of pages annually in four languages to ensure our readers are up to date with the latest developments.

### ElektorLabs Magazine

After more than 55 years ElektorLabs magazine still remains a fixture in our flourishing media outlets. Together in the electronics sector itself the ElektorLabs magazine holds its own. This keeps our editorial team on their toes to make sure the latest trends and developments do not pass them by and that content is relevant to our loyal readers. Elektor is the perfect magazine for **Homelabs & Start-ups**.

### Elektor in the boardroom

Our magazine readership includes a number of decision makers in large multinational corporations. It's humbling for us that many of our readers have expressed their appreciation for the influence the magazine has had on their own career choice. A whopping 46% of our readers hold positions with decision-making authority and 13% are CEOs in the sector. On top of that 31% of our readers are professionally trained engineers and 8% operate in a role as teacher or professor.

## ElektorLabs Magazine Calendar

	Theme	Deadlines		
		ElektorLabs Magazine	reserve	material
<b>January - February 2019</b>	Motor Control	30.11.18	07.12.18	28.12.18
<b>March - April 2019</b>	Microcontroller Kits	24.01.19	31.01.19	21.02.19
<b>May - June 2019</b>	Artificial Intelligence	21.03.19	28.03.19	18.04.19
<b>July - August 2019</b>	Analog Design	23.05.19	30.05.19	20.06.19
<b>September - October 2019</b>	Sensor & Test Equipment	25.07.19	01.08.19	22.08.19
<b>November - December 2019</b>	Soldering and Assembly	19.09.19	26.09.19	17.10.19
<b>January - February 2020</b>	Displays	28.11.19	05.12.19	26.12.19

N.B: The printed magazine appears six times a year as a double-edition (1&2 - 3&4 - 5&6 - 7&8 - 9&10 - 11&12)

# ElektorLabs Magazine

Your advert appearing in our magazine will make a lasting impact. Elektor has a high level of reading intensity and many readers keep their magazines for years!



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

Tariff	Circulation	1/1 pages	1/2 pages	1/3 pages	1/4 pages
Dutch	10,000	2,625 € / 3,050 \$	1,690 € / 1,960 \$	1,430 € / 1,660 \$	1,145 € / 1,330 \$
English	10,000	3,040 € / 3,525 \$	1,850 € / 2,150 \$	1,500 € / 1,740 \$	1,200 € / 1,390 \$
French	15,500	2,135 € / 2,475 \$	1,510 € / 1,750 \$	1,325€ / 1,535 \$	995 € / 1,050 \$
German	30,000	4,885 € / 5,660 \$	2,895€ / 3,355 \$	2,225 € / 2,580 \$	1,805 € / 2,095 \$

## Supplements

A supplement to the magazine is a powerful way of getting your message over to the network of Elektor readers. The supplements are applied to the total circulation including both - subscription and newsstand copies. Our rates are very competitive.

Costs per thousand addresses:

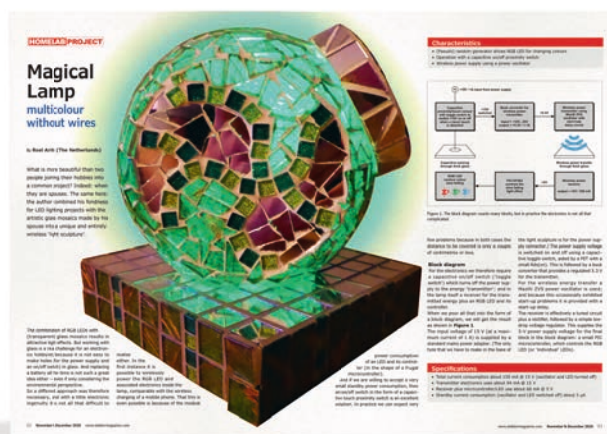
25 grams - € 240 / \$ 280

50 grams - € 275 / \$ 320

Minimum purchase of 5,000.

## 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. These extras have high impact. Your advert can give the magazine a different appearance. Pricing on request.



# Elektor Industry Magazine: Convincing native content

With more than 35,000 readers, Elektor Industry Magazine is now fully-fledged with both an English and German edition. Through Elektor Business Magazine companies will be given a platform to get their message across in the form of interviews, whitepapers or product reviews.

## Business “not as usual”

Each edition of the Elektor Industry Magazine features an editorial with the focus on a specific topic in electronics to set the theme. The themes for 2019 are given in the table below. In addition to its own articles, companies will be asked to give an interpretation to the featured topic. Our first priority is to maintain the high quality content and topic relevance. The emphasis on quality in Elektor Industry Magazine is paramount to maintain an engaged readership.

## Native content / native advertising

Elektor Industry Magazine is an ideal vehicle for native content campaigns. Our business editor will work with you ensuring your message is packaged effectively to impact your target audience. The balance between commercial interest and editorial format needs to be right. Where necessary or desirable the resources available at Elektor Studio will ensure an optimal format. Altogether this approach ensures your campaign is tailored to achieve maximum impact and widest coverage!

## Product reviews

Electronics hobbyists and professionals love reviews. Product reviews on our websites clearly get more reads. Have your product reviewed by our experts. Elektor’s editorial staff will write a very extensive and objective review and place it in our magazines, on our websites and in our newsletters. That guarantees you a large number of readers. And we know from experience that many readers become purchasers. The LabNation SmartScope and the Mooshimeter are just two examples of products that broke sales records in our online stores after we published a review.

# Elektor Industry Magazine Calendar 2019

	Theme	Deadlines			
		Elektor Industry Magazine	reserve	advertorial	advertising material
<b>Edition 1</b>	Embedded & Tools <i>coincides with Embedded World Nuremberg</i>	21.01.19	24.01.19	31.01.19	21.02.19
<b>Edition 2</b>	Sensors & Measurement <i>coincides with Sensor + Test Nuremberg</i>	20.05.19	23.05.19	30.05.19	20.06.19
<b>Edition 3</b>	Productronica Munich <i>coincides with Productronica Munich</i>	07.10.19	10.10.19	17.10.19	07.11.19

# Elektor Industry Magazine



The following rates apply for a full edition (English and German) of the Elektor Industry Magazine and include the most popular formats. You may have specific requirements - our client team is always on hand to help you find a solution!

Tariff	1/1 bleed	1/1	1/2	1/3	1/4
<b>English + German</b>	7,480 € / 8,660 \$	7,180 € / 8,310 \$	4,250 € / 4,920 \$	3,310 € / 3,835 \$	2,675 € / 3,100 \$
<b>Portrait layout</b>	210 x 297 *	185 x 254	89 x 254	59 x 254	89 x 124
<b>Landscape layout</b>	n/a	n/a	185 x 124	185 x 80	185 x 59
<b>Remarks:</b>	* + 5mm trim on all sides, safe print area: 200 x 287 mm				

# Elektor Industry Magazine

	Cover picture Elektor Industry Magazine incl. cover story	Belly Wrap	Cover flap incl. story & preparation
English + German edition	8.950 €	9.950 €	9.450 €
	210 x 297 *	59 x 254	89 x 124
	n/a	185 x 80	185 x 59
No discounts! Please note that this offers can also be used for the Elektor Labs Magazine			





# NEW!!! MagPi Magazine

Elektor International Media proudly launches the Dutch- and French- language editions of the extremely popular MagPi magazine. MagPi is the official magazine of The Raspberry Pi Foundation.



MagPi Magazine	Reservation	Deadline Material	Publication Date
MP1 / 2019	06.12.2018	13.12.2018	09.01.2019
MP2 / 2019	13.02.2019	20.02.2019	14.03.2019
MP3 / 2019	10.04.2019	17.04.2019	09.05.2019
MP4 / 2019	12.06.2019	19.06.2019	11.07.2019
MP5 / 2019	14.08.2019	21.08.2019	12.09.2019
MP6 / 2019	15.10.2019	22.10.2019	14.11.2019
MP1 / 2020	10.12.2019	17.12.2019	10.01.2020

MagPi magazine is written by and for the Pi community. It is aimed at enthusiastic electronicists keen to know all the latest about the world's smallest computer. MagPi's pages are filled by industry specialists and enthusiasts from all over the world presenting a flood of new tricks and possibilities of the Raspberry Pi.

Both the Dutch- and French-language editions of MagPi magazine are published 6 times a year with 100 pages each.

The print run of the MagPi edition is **17,500 French** and **6.500 Dutch** copies!

## Advertising rates per edition / per language:

Distribution	Prices	Portrait	Landscape
1/1 page	999 €	185 x 254	----
1/2 page	750 €	89 x 254	185 x 124
1/3 page	650 €	59 x 254	185 x 80
1/4 page	400 €	89 x 124	185 x 59
2 <sup>nd</sup> cover	1.050 €	210 x 297 (200 x 287)*	----
3 <sup>rd</sup> cover	1.150 €	185 x 254 (1/1) or 210 x 297 (200 x 287)*	
4 <sup>th</sup> cover	1.250 €	185 x 254 (1/1) or 210 x 297 (200 x 287)*	

# Elektor online: content & commerce

Elektor offers a wide range of online possibilities. Our unique blend of 'content & commerce' effectively generates views to your ad directly and creates leads via traffic to our store. Shown below you can see our reach figures given in views per month and for our subscriber base.

Monthly	Views Elektor Store websites	Views ElektorLabs Magazine websites	E-zine members	Social Media Elektor	
.NL	101,814	101,807	17,898	Facebook	40.223
.COM	120,292	208,712	54,683	Twitter	11.302
.FR	80,610	83,802	16,359	YouTube	8.317
.DE	180,281	234,786	34,863		

## Online advertising

We generate measurable leads.

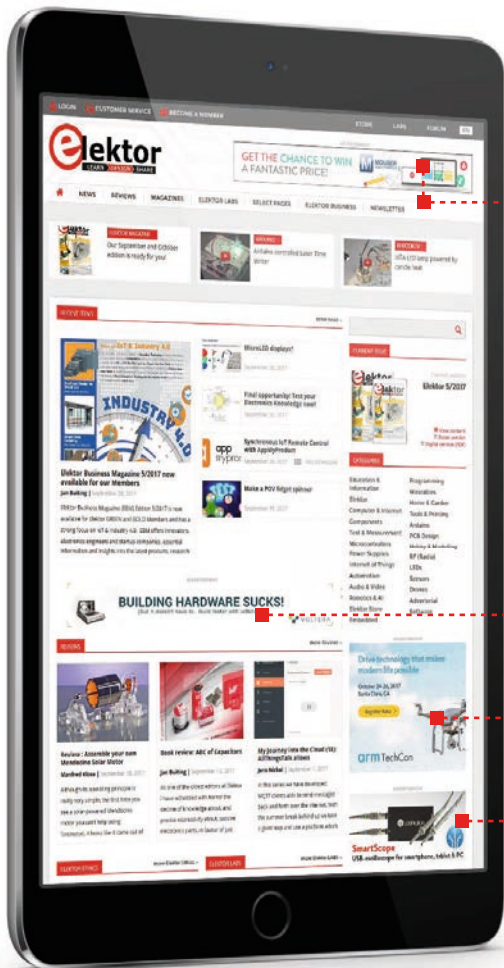


### On a Flat rate or CPM basis

You can choose to place your banners on a CPM (Cost per thousand) 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.

CPM	Per 1000 Views
Main Header	€ 95 / \$ 110
Leader board	€ 75 / \$ 85
Rectangle	€ 65 / \$ 75
Half Rectangle	€ 55 / \$ 65

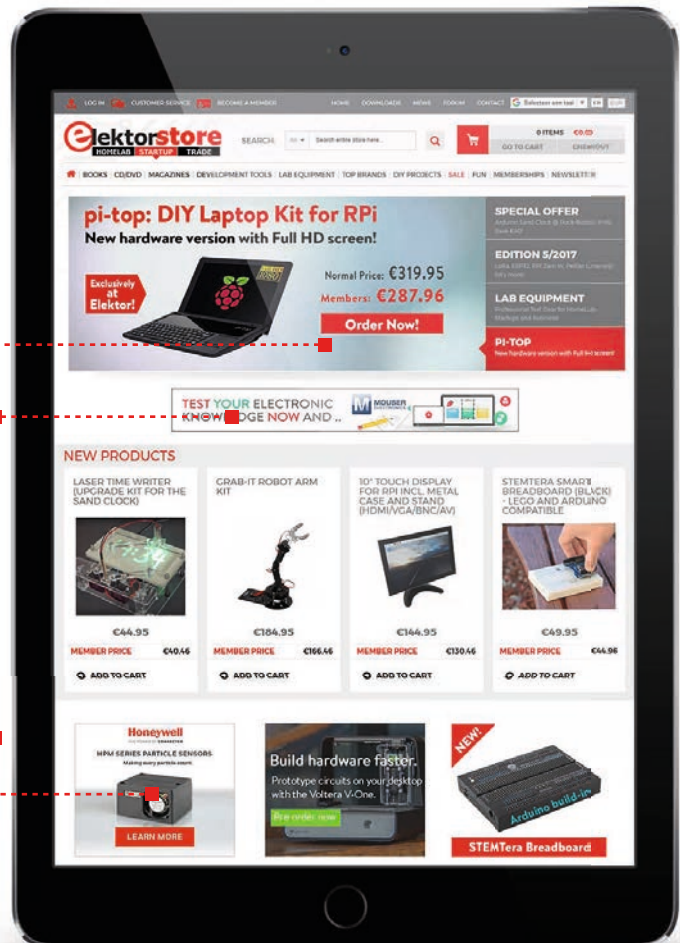
Language	Max. views	Main Header	Leader board	Rectangle	Half Rectangle
Dutch	43,000	3,656 € / 4,237 \$	2,920€ / 3,383 \$	2,528 € / 2,929 \$	2,200€ / 2,549 \$
English	61,000	5,080 € / 5,888 \$	4,192 € / 4,857 \$	3,552 € / 4,115 \$	3,144 € / 3,645 \$
French	47,000	4,048 € / 4,690 \$	3,240 € / 3,755 \$	2,784 € / 3,225 \$	2,440 € / 2,827 \$
German	98,000	8,376 € / 9,705 \$	6,696 € / 7,760 \$	5,816 € / 6,739 \$	5,032 € / 5,830 \$



Magazine websites

Size in pixels

Main header	728 x 90
Rectangle	336 x 280
Leader board	728 x 90
Half Rectangle	336 x 153



Store websites

Size in pixels

Main Header	875 x 367
Leader board	728 x 90
Rectangle	336 x 280

# Elektor Cool Summer Deals give your sales an extra boost



The summer season is a quiet time for many companies. That's when you can use a bit of extra revenue. Elektor is pleased to help with this. In the past six years, we have shown that with our Elektor Cool Summer Deals we can stimulate thousands of engineers and convert them into enthusiastic buyers. You can enjoy a well-earned summer vacation while Elektor boosts your sales.

## About Elektor Cool Summer Deals

Each week we select five products that provide real added value for electronic engineers. Each day a new product appears online with an attractive discount. The discount price is only valid for one week. In a dedicated email to 120,000 engineers on Tuesday, we focus total attention on one of the products (the main deal). On the following Sunday we send a second email with the last-chance opportunity to take advantage of this main deal, along with prominent attention to the other discount products (the daily deals). Naturally, we support all the deals with banners on our sites and in our newsletters, and we give a lot of attention to the Cool Summer Deals on Elektor's social media channels.

### Your product as the main deal (4,000 euro / 4,700 US dollar)\*:

- Dedicated email to 120,000 engineers
- Main header on our store homepages
- Rectangle banner on our store and magazine websites
- Main banner in reminder email (120,000 engineers).
- Dedicated brand landing page with logo
- Link to brand page on product page
- Large banner on editorial newsletter
- Your product video on the product details page
- Deal reminder via Facebook and Twitter pages
- Elektor.TV item on the magazine websites with your product video (if available) and placement in the editorial newsletter on Friday



### Your product as a daily deal (2,000 euro / 2,350 US dollar)\*:

- Prominent position on the store homepages
- One of five items in an email to 120,000 engineers
- Rectangle banner on our store and magazine websites
- Dedicated brand landing page with logo
- Link to brand page on product page
- Your product video on the product details page
- Deal reminder via Facebook and Twitter pages

\* Proposed products must always first be presented to our product managers for approval. Ask about the terms and conditions.

**Also ask about our Crazy Christmas Deals!**

# Elektor E-Zine

## The conversion cannon

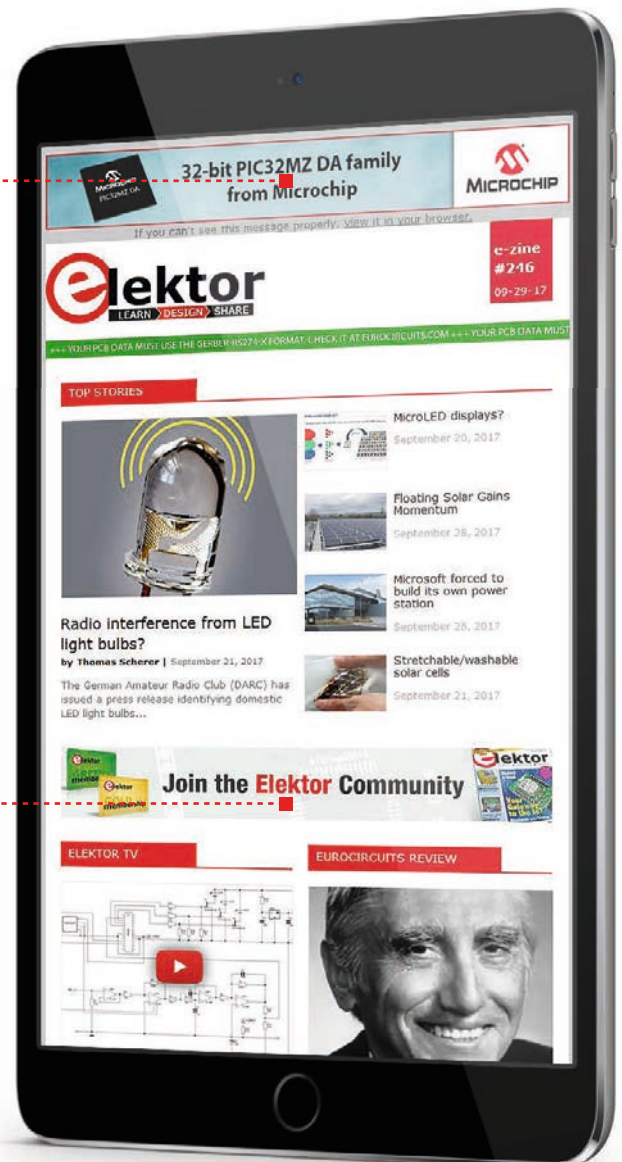
Our editorial E-Zine is a fantastic tool to achieve fast results. Our standard offer consists of three locations to display your marketing campaigns. The E-Zine generates a large number of responses, this is our conversion machine!

E-zine	Size in pixels
E-zine Header	610 x 90
E-zine Banner	610 x 90

## Native Content

In addition to display marketing the E-Zine has space for a number of native content positions. Our Native Content Pack includes an article with images and optionally an attachment on the Elektor website. We will also use this article on our social media channels. Ultimately your piece is also incorporated into the Elektor E-Zine where it has its ultimate impact.

Creative variations are always possible, contact our client team, they are ready to assist you. The possibilities here vary and depend on reservations by other clients. Our advice is to book early, this is a very popular medium.



Language	Members	Open ratio	E-zine Header	E-zine Banner	Native Content
Dutch	17,898	45.8 %	555 € / 645 \$	420 € / 485 \$	1,465 € / 1,695 \$
English USA	5,969	26.8 %	285 € / 330 \$	210 € / 243 \$	940 € / 1,089 \$
English ROW	48,714	21.5 %	960 € / 1,112 \$	719 € / 844 \$	2,095 € / 2,427 \$
French	16,359	36.2 %	389 € / 450 \$	305 € / 355 \$	1,075 € / 1,245 \$
German	34,863	35.4%	875 € / 1,013 \$	655 € / 760 \$	2,025 € / 2,355 \$

## Partner mailing: Generate leads and boost sales

Send our newsletter with your own “look & feel”, exclusively for promotion of your own products or services directly for our subscribers. Elektor takes care of the style and layout using the text and images supplied to send out the newsletter on a regular basis. Additional language versions are available.

### Success guaranteed

Our readers are an inquisitive bunch. Not just for news brought to them by Elektor but also for relevant content from our partners. The open-rate of our partner mailings is consistently higher than for our regular editorial newsletter. White papers and in-depth articles about new developments score particularly highly.

### Design & selection

Elektor's design and editorial experts are available to you to assist in the planning and design of the mailing. For the design and selection of email addresses we charge a fixed fee. Included in the standard are a couple of selection criteria. Additional criteria are possible upon consultation. Our client team can advise you and offer suggestions and recommendations based on experience gathered from previous campaigns. Minimum purchase of 5,000 addresses.



<b>Design and selection</b>	€ 950 / \$ 1,120
<b>CPM (Cost Per Mille)</b>	€ 300 / \$ 355

“  
Over the past few years Elektor has proved to be one of our most successful media partners for promoting both our print and online content to a national and international audience. A major advantage for us is that Elektor are constantly coming up with creative solutions that meet our needs perfectly. We are pleased that Elektor is a key player in our ongoing success.”

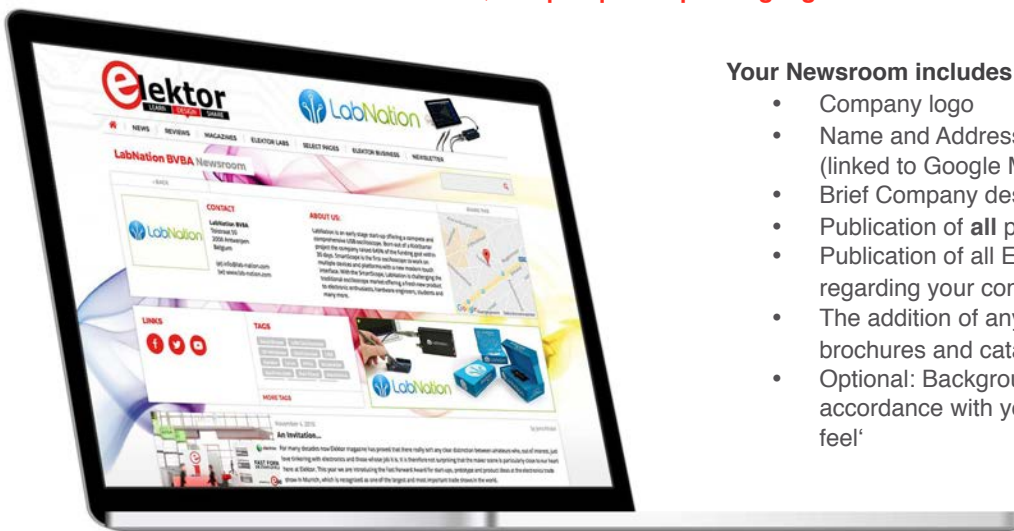
**Graham Maggs - Mouser Electronics**

# Elektor Newsroom: Your own PR agency 24/7

The Elektor Newsroom is the perfect start point for your editorial profile in our community. It's the place for your own website in the Elektor community. All reports from the Elektor editorial team and your press releases can be found here, including all links to your relevant social media.

The first section of your announcements can be read directly in the Elektor Newsroom. Our business editor also checks all the announcements for possible inclusion in the regular news and E-Zine channels. We cannot guarantee automatic inclusion on the home page but those with a Newsroom will be featured more often.

Each Newsroom is also included in our quickly expanding business index of websites in our magazine. **The Newsroom rate is € 450 / \$ 530 per quarter per language.**



## Your Newsroom includes the following components:

- Company logo
- Name and Address (linked to Google Maps)
- 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 a lot more options for event promotion. For example, a listing in the schedule of events on the home page of [www.elektormagazine.com](http://www.elektormagazine.com) is simple but very effective. The news item about your event, prepared together with you, will be prominently included on the home pages of our websites for one month, with the date, name and logo clearly visible and more information just a mouse click away. **Rate: only € 500 / \$ 588!**



# Elektor: More than a publishing house

Our company has a proven track record demonstrating its versatility and creative approach to our clients. We offer tailor-made cross media solutions to ensure effective engagement with the target audience. In this way our support will ensure our clients achieve their goals.



## The Elektor Lab has facilities to take care of your product development and pre-test

Our experienced hardware and software engineers work in close cooperation with our clients to support their product development. We can get involved at any stage in the development process, either from scratch or to support a pre-existing design. Our engineers can also develop new additional projects that use your product as a base. Take advantage of our many years of experience in product development and marketing. Hardware for the project can also be stocked and ordered from the Elektor Store which is a public channel.

## Live events: webinars or (online) conferences

Webinars are a proven marketing tool to engage with your audience and provide interaction with an interested and motivated audience. Elektor has extensive experience in this area. Our editors collaborate closely with our client to finalize the theme. From there on in everything is taken care of by our team.

Marketing for the webinar event will be taken care of via the outlets available to us through Elektor media channels. (on average we attract 75 to 500 participants per webinar). Please contact our client team to discuss rates.

- Sending e-mails (partner mailing) internationally to all our subscribers.
- Banner posting in the Elektor E-zine
- Posting 'Elektor' banners on Elektor websites.

## Elektor.TV: large audiences guaranteed

Is your company present at major trade fairs such as embedded world, electronica or productronica? Our Elektor.TV team would be pleased to visit your stand for an interview about your company or a new product announcement.

Along with placing the video on our YouTube channel, we give it editorial attention on our websites and in our newsletters. That way tens of thousands of engineers learn about your company or product. And what's more, you can also use the video copyright-free on your own channels.



## Book publishing

Elektor has a long and enviable reputation in the field of electronic technical book publication. We are well positioned to serve you effectively in this field of activity. Our extensive network of over 1000 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.



## electronica Fast Forward Award powered by Elektor

During the first edition of the “electronica Fast Forward Awards powered by Elektor” contest in 2016, 35 startups from 16 countries presented themselves to visitors at the electronica trade fair in Munich. The pioneer edition of this innovation and startup project drew more talents and technologies than expected, so we are expanding it substantially for electronica 2018.

### Multimedia campaign

For electronica 2018 we are again merging the global market, innovative technologies and an international media presentation. In cooperation with several key partners and sponsors, we are putting together a large multimedia campaign to make the 2018 edition just as successful as before.

Via all our media and using our editorial and promotional resources, we organize a campaign to solicit entries from electronics hobbyists and professionals worldwide. From the submissions – many of them very solid projects – we make a selection in a number of categories.

Together with our partners, we will again set up a stand and arena at electronica 2018 where the participants can compete in short presentations. The winner of the 2016 edition received a startup package worth €75,000 / \$ 88,235 from the CEOs of our partners, including Würth Elektronik, ST Microelectronics, Conrad and electronica Munich. For the next edition we are again putting together a very attractive prize package.

**There are also opportunities for your company during the coming edition of the electronica Fast Forward Awards powered by Elektor. Please contact us to discuss an offer tailored to your situation.**

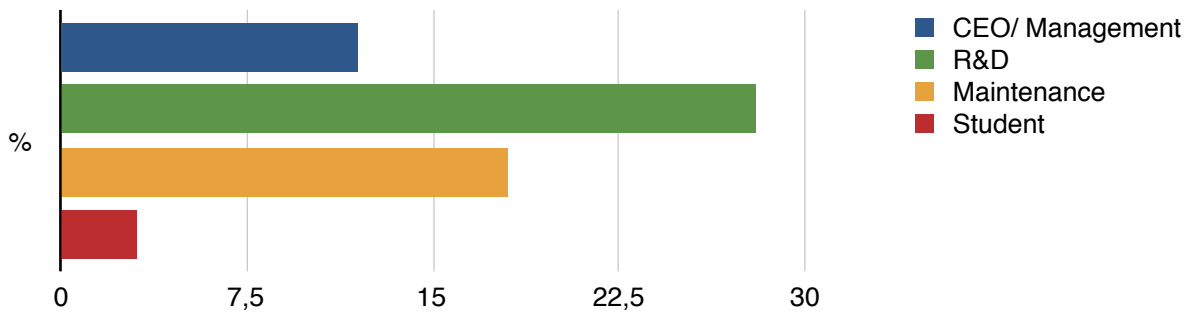
### A competition for your company

As you know there are many types of competition, it may be a simple give-away or a prize awarded for answering a question requiring knowledge of your product. Used in the correct way a competition is simply the best way to achieve your goals. Whether you use it to share information or to generate sales leads, competitions enjoy a high level of engagement with our community and beyond. Our creative team will be happy to get you started!



# The Elektor Community Readership

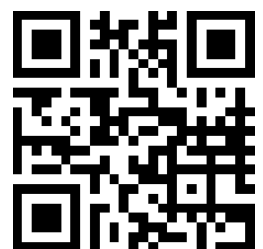
It goes without saying that our readers are passionate about electronics but did you know that 44% of them read Elektor in their capacity as **professionals** and we even have 5% who are CEOs? More than 62% of the business readers have direct influence over purchasing decisions. More on our readership demographic, based on a survey (with more than **7,000** respondents) is given below.



Purchasing authority	%
Advisory	23 %
Decider	21 %
Shared decision	18 %
No influence	38 %

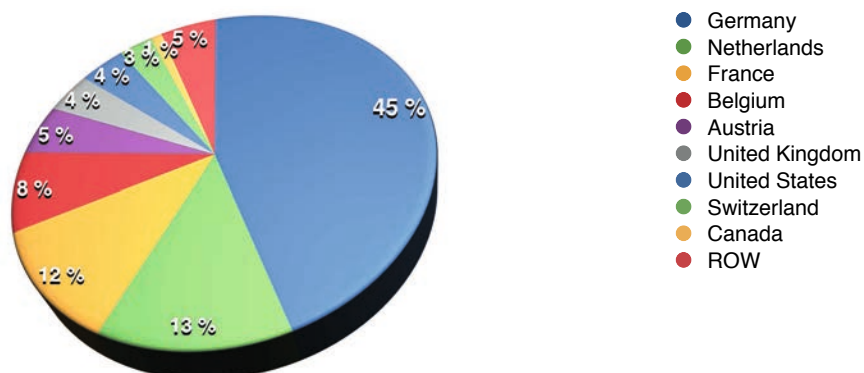
Educational attainment	%
PhD	2 %
Master of Science	14 %
Bachelor	12 %
Vocational graduate	43 %
High school diploma	7 %
Other	22 %

More information from our survey can be found at [www.elektor.com/survey](http://www.elektor.com/survey) or scan the QR code.



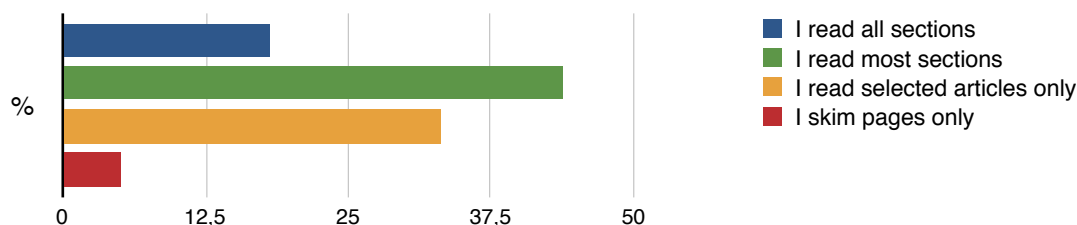
## Elektor has a wealth of loyal readers

Elektor publishes in four languages – English, German, Dutch and French – but reaches readers in some 90 countries. Elektor is by far the most popular in Germany, which has always been a leading country for electronics, followed by the other countries where the magazine is published in the native language. But that's not all – Elektor is also very popular in many other countries and regions, including Spain, India, Russia, Turkey, Asia and Scandinavia.

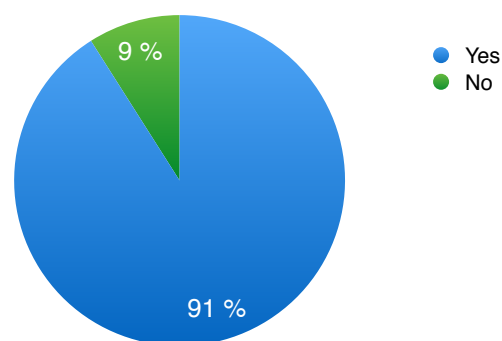


ElektorLabs Magazine has very high read intensity, and readers keep their magazines for many years. They often consult previous issues later on when working on a project, or simply to refresh their knowledge.

### How thoroughly do you read ElektorLabs magazine?



### Do you keep your magazine copy in order to read it later again?



### **„Impressive ratings for our Elektor Business Magazine**

**94% of the respondents to our survey said they were appreciative or very appreciative of our business content. Only 6% said they had little interest.“**

## Our International Client Team



### Margriet Debeij

German, Dutch, French and English  
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Mobile: +49 170 550 53 96  
Mobile: +31 6 510 530 39  
margriet.debeij@eimworld.com



### Tanja Pohlen

German Market  
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### Raoul Morreau

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### Chantalle Reuling

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