

Embedded & Tools

Technology • Research • Development

About Elektor Business Magazine

Elektor Business Magazine is published in both German and English 6 times per year. Each issue of Elektor Business Magazine covers a specific topic, in many cases linked to an important event such as Embedded World (Nuremberg). Elektor Business Magazine provides your company with a unique opportunity to publish technical articles, press releases, advertisements, new product and technology news - all with the help of our editorial staff.

Next edition

The upcoming edition of Elektor Business Magazine has a focus on "Embedded & Tools" and will be published online and in print. Approximately 140,000 Elektor Members will receive this new edition of Elektor Business Magazine.



We've Got the Numbers!

- Worldwide – 142,000 embedded design engineers, students and electronics enthusiasts.
- Elektor Business Magazine Print – 35,000 readers (workplace and personal addresses).
- Elektor Business Magazine Digital – 140,000 qualified e-mail addresses.
- Elektor Business TV – high-quality production of interview and/or product videos at the event and/or at your company site.
- Elektor Online Store – 240,000 visitors per month.
- Geographic Coverage – distributed in approx. 90 countries.

Circulation: 35,000 Copies

Published as German and English editions, Elektor Business Magazine reaches 35,000 paid subscribers. It will also be distributed among visitors at the Embedded World 2018 in Nuremberg.

Download: 140,000 Electronics Engineers and Developers

Elektor Business Magazine is announced as a download in our weekly edition and through our social media channels.

Target Audience

The 64-page magazine reaches a large number of employers, employees and professionals in the electronics industry.

Advertorials Reservation	Advertorials Artwork	Press Releases	Advertisements Reservation	Advertisements Artwork	Publication Date
January 23, 2018	January 26, 2017	January 23, 2018	January 23, 2018	January 26, 2018	February 20, 2018

Advertising Rates are valid for both the English and German editions

Incl. Press Release in Elektor Business Magazine!

Size	Price	Portrait (width x height in mm)	Landscape (width x height in mm)
Full-Page	€ 5,750	185 x 254	----
1/2-Page	€ 3,400	89 x 254	185 x 124
1/3-Page	€ 2,650	59 x 254	185 x 80
1/4-Page	€ 2,150	89 x 124	185 x 59
Full-Page Bleed*	€ 5,750	210 x 297 (200 x 287)**	----

* add 5 mm Bleed on all sides.

** save print area.

Advertorial

1 to 4 pages, price negotiable. Customer provides the text and images which are subject to our editorial review. The customer receives a proofing copy of the advertorial before printing. The advertorial will be marked as "advertorial" on each page in small letters.

Press release

Please send us your press release, text (max. 1,000 characters) and images separately, and we will publish them in Elektor Business Magazine.

Special Offer: for €950 we will include your company logo, web link and QR Code (English and German edition).

Package A - Embedded World Special (includes editorial processing)

- Production and distribution of 1/2-page technical article or interview in German and English — digital and print — about a product or service of your choice.
- Production and distribution of your company/product press release in Elektor's newsletter.
- 1/4-page ad in the German and English edition of Elektor Business Magazine.
- One-week Rectangle Banner Position on the elektormagazine.com or elektor.com website.
- Banner in the Elektor newsletter.
- Distribution of thousands of extra copies of Elektor Business Magazine to show attendees and exhibitors.

Package Price: € 3,295

Package B - Embedded World Special (includes editorial & video processing)

- Production and distribution of license-free English-language 3-MINUTE video interview on Elektor.TV.
- Production and distribution of 1/2-page technical article or interview in German and English — digital and print — covering a product or service of your choice.
- Production and distribution of your company/product press release in Elektor's newsletter.
- 1/2-page ad in the German and English edition of Elektor Business Magazine.
- Two-week Rectangle Banner Position on the elektormagazine.com or elektor.com website.
- Banner in the Elektor newsletter.
- Distribution of thousands of extra copies of Elektor Business Magazine to show attendees and exhibitors.

Package Price: € 4.950

Package C - Embedded World Special (includes editorial & video processing)

- Production and distribution of English 5-MINUTE video interview on Elektor.TV (license free).
- Production and distribution of Full-page (copyright-free) technical article or interview in German and English — digital and print — about a product or service of your choice.
- Production and distribution of your company/product press release in Elektor's newsletter.
- Full-page advertisement in the German and English edition of Elektor Business Magazine.
- Two-week Main Header Banner on the elektormagazine.com or elektor.com website.
- Your company's own native content section in the Elektor newsletter.
- Distribution of thousands of extra copies of Elektor Business Magazine to show attendees and exhibitors.

Package price: € 9,500

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