# **Industry 4.0 & Automation** Technology • Research • Development

## **About ElektorBusiness**

**ektor** BUSINESS MAGAZINE

ElektorBusiness Magazine is published in German and English 6 times per year. Each issue of ElektorBusiness covers a specific topic, in many cases linked to an important event such as electronica 2018 (Munich) or Embedded World 2018 (Nuremberg). ElektorBusiness 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 ElektorBusiness Magazine on "Industry 4.0 & Automation" will be published online and in print. Approximately 142,000 Elektor members will receive the magazine. ElektorBusiness Magazine is also available for purchase at www.elektor.com.



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## We've Got the Numbers!

- Worldwide 142,000 embedded design engineers, students and electronics enthusiasts.
- ElektorBusiness Print 35,000 readers (workplace and personal addresses).
- ElektorBusiness Online 142,000 qualified e-mail addresses.
- ElektorBusiness 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 83 countries.

### **Circulation: 35,000 Copies**

Published as German and English editions, ElektorBusiness reaches 35,000 paid subscribers.

### **Download: 140,000 Electronics Engineers and Developers**

ElektorBusiness is offered 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.

## **Deadlines:**

Advertorial Reservation	Advertorial Material	Press Releases	Advertisement Reservation	Advertisement Material	Publication Date
March 15, 2018	March 22, 2018	March 22, 2018	March 15, 2018	March 22, 2018	April 12, 2018
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## Advertising Rates are valid for the Complete (english and german) Edition

Incl. press release in ElektorBusiness

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*	II-Page Bleed* € 5,750 210 x 297 (200 x		

\* 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 ElektorBusiness. Special Offer: for € 500 we will include your company logo, web link and QR Code. (one language)

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## ElektorBusiness - "Industry 4.0 & Automation" special

(includes editorial processing)

- Production and distribution of 1/2-page technical article 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 E-Zine.
- 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.
- 5 individual, non-binding GREEN Trial Memberships (duration: 3 months) for employees and partners.

## Package Price: € 3,295

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1/16/2018

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