

elektronik
report

www.elektronikreport.at

media
planner
2022

elektronik report

THE AUSTRIAN JOURNAL FOR ELECTRONIC ENGINEERING SINCE 1977



ELEKTRONIK REPORT

elektronik report is the leading medium for electronic engineering and the electronics industry in Austria. The only electronic journal that offers both manufacturers as well as distributors an informational platform on which new products, systems and services are presented to the sector. Current trends, technological developments and innovations round off the coverage.

The Austrian journal for electronic engineering

Circulation: 6,150 copies/6 times per year

Readers: Decision-makers from production, construction, purchasing, quality management with a focus on industrial electronic and electrical components

Published since: 1977 (45th year)

KONTAKT

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Dear advertisers,

as the **only journal for electronic engineering in Austria** we are aware of the sector. We know and you know too: Electronic components and systems gain importance every day. Areas of application and requirements increase rapidly, in industrial production as well as in consumer products. However, there is something that does not change: For the supplying industry, distributors and processors well-founded, substantiated information that is based on expertise is still extremely important – and this is exactly what elektronik report provides since 1977.

**We understand electronic engineering.
We understand decision-makers.**



Klaus Paukovits, Editor-in-chief
Claudia Topolic, Media Consultant

DEMOGRAPHICS OF OUR READERS

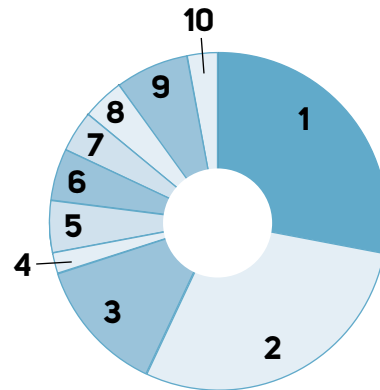
READERS, RECIPIENTS, REACH

WEKA Industrie Medien Verlag has a professionally built business address data base at its disposal. The recipients addresses are constantly updated and the numbers in the infographics are therefore subject to slight fluctuations and rounded averages.

Elektronik report has been read by decision-makers in the industry for more than 40 years. WEKA Industrie Medien supports a precise processing of the specialist medium with a professional and constant up-to-date business database. The displayed infographics are based on rounded averages, therefore slight fluctuations are possible.

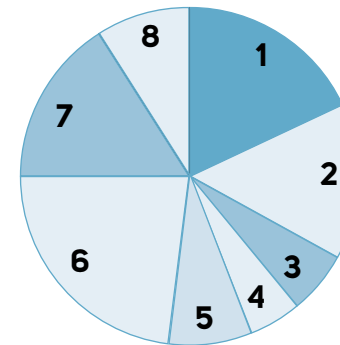


6,150
circulation



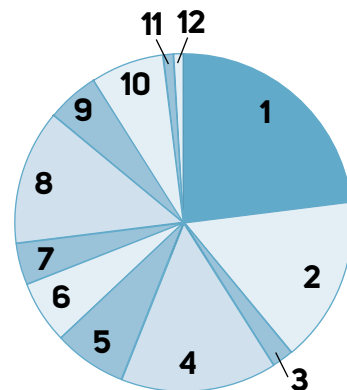
Area of responsibility

1 Development/construction	33 %
2 Management	25 %
3 Production	13 %
4 Logistics (Warehouse/fleet)	2 %
5 Purchasing	5 %
6 Organisation/IT	5 %
7 Research	4 %
8 Freelance technology consultants	4 %
9 Education	7 %
10 Other	3 %



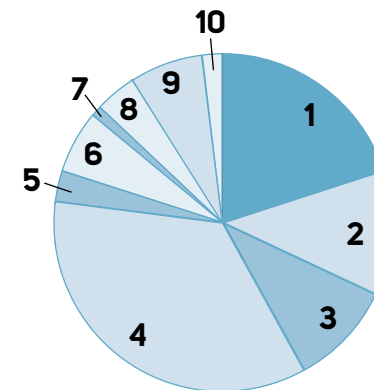
Company size

1 1-10 employees	18 %
2 11-50 employees	15 %
3 51-100 employees	6 %
4 101-200 employees	5 %
5 201-500 employees	8 %
6 from 501 employees	23 %
7 No economic entity such as authorities, knowledge institutions, etc.	16 %
8 Other	9 %



Geographical distribution

1 Vienna	23 %
2 Lower Austria	16 %
3 Burgenland	2 %
4 Upper Austria	15 %
5 Salzburg	7 %
6 Tyrol	6 %
7 Vorarlberg	4 %
8 Styria	13 %
9 Carinthia	5 %
10 Germany	7 %
11 Switzerland	1 %
12 Other foreign countries	1 %



Sector

1 Mechanical engineering, tool manufacturing, tools	20 %
2 Manufacturing/production	12 %
3 Industrial plant engineering	10 %
4 Electrical and electronics industry	35 %
5 Other manufacturers	3 %
6 Trade	6 %
7 Service sector	1 %
8 Engineering offices and consulting	4 %
9 Education & public authorities	7 %
10 Other	2 %

OUR THEMATIC AREAS

ISSUE	MAIN TOPIC	PRODUCT FOCUS	EXHIBITIONS
1 2022 AD: 15. 02. PD: 28. 02.	Embedded Systems	Microcontroller, processors, CPUs, developing tools	embedded world, 15.-17. March 2022 EMV, 15.-17. March 2022
2 2022 AD: 25. 03. PD: 08. 04.	Internet of Things	Cybersecurity, IPCs, displays, sensors, gateways	Hannover Messe, 25.-29. April 2022
3 2022 AD: 19. 04. PD: 02. 05.	Automation and robotics	Power electronics, drive technology, control, engineering, energy management	Intertool/Smart Automation, 10.-13. May 2022 PCIM, 10.-13. May 2022
4 2022 AD: 24. 05. PD: 10. 06.	SPECIAL The Austrian electronics industry	Rankings & guides: The biggest electronics manufacturers The most powerful distributors The most important trends	
5 2022 AD: 09. 09. PD: 23. 09.	Automotive electronics	Measuring and testing instruments, oscilloscopes, image processing, eCAD	Motek, 4.-7. October 2022
6 2022 AD: 21. 10. PD: 04. 11.	Electronics manufacturing	USC, batteries, power supplies, accumulators, plugs, clamps, network engineering	electronica, 15.-18. November sps, 22.-24. November

NEW!

ONLINE SPECIALS 2022	
JANUARY	Power electronics
FEBRUARY	Sustainable electronics
MARCH	Measurement and testing technology
APRIL	Power supply and storage
MAY	Network technology
JUNE	Connection technology
JULY	Infrastructure
AUGUST	Schaltschränke und Gehäuse
SEPTEMBER	Switch cabinets and casings
OCTOBER	Components: Semiconductors, switching circuits and chips
NOVEMBER	Power management
DECEMBER	Embedded systems

IN EVERY
ISSUE

TECHNOLOGIES,
SYSTEMS AND
COMPONENTS

Assemblies, active & passive components, connection technology, microelectronics, transformers, relays, power management, LTE/5G infrastructure, enclosures & control cabinets, cooling & ventilation, digitization & automation, safety & security, test systems, engineering, signal processing

FOCUS ONLINE

How do you benefit?

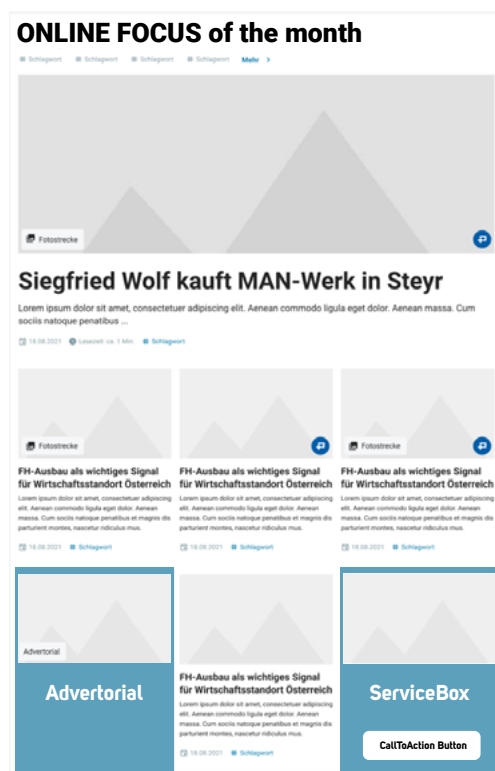
We support and drive digitalization of content: Every month an up-to-date focus topic offers 360-degree information about issues that move the sector.

Your advertisement is featured on its own topic-stage on our website. Thus the visibility of your product or content is guaranteed and you are present at your most important focal points.

Reports, interviews, specialist articles, commentaries, videos and product information comprehensively offer everything that experts and decision-makers need to know. Our newsletter summarizes the findings and delivers them combined to our readers.

Your benefit!

Your advertisement is being embedded in a topic exclusive online stage in this SEO-optimized environment. Therefore, the visibility of your advertising message within a suitable thematic focus is guaranteed.



Online Advertorial

Technical data:

200 visible characters*
(Headline, heading + text)
+ min. 1 picture in landscape (16:9)
+ Text to create an article

ServiceBox

Technical data:

+ 1 picture in landscape (16:9)
max. 150 characters (Heading + Teaser)
+ 1 image landscape format
+ CallToAction button (Link / URL)

As they complement each other, you can book them together to be the sole advertiser!

*The 200 characters refer to the visible text on the homepage. These are not identical to the first 200 characters of the advertorial text.

Prices & formats – Print issue

Valid from 1. 1. 2022

Cover



Format (B x H)
271 x 306 mm

€ 6,350

1/1



Type area
271 x 351 mm
Full bleed
297 x 420 mm¹⁾

€ 5,900

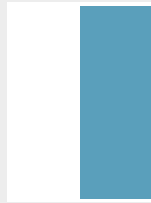
Junior



Type area
216 x 275 mm

€ 4,290

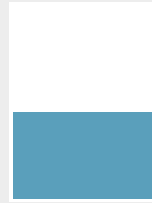
1/2 portrait



Type area
161 x 351 mm

€ 2,810

1/2 landscape



Type area
271 x 175 mm

€ 2,810

1/3 portrait



Type area
106 x 351 mm

€ 2,710

1/3 landscape



Type area
271 x 117 mm

€ 2,710

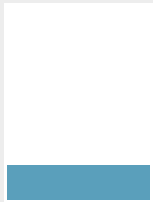
1/4 portrait



Type area
161 x 148 mm

€ 2,230

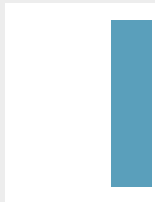
1/4 landscape



Type area
271 x 88 mm

€ 2,230

1/4 1 column



Type area
106 x 255 mm

€ 2,230

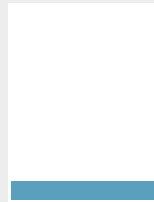
1/8 portrait



Type area
106 x 115 mm

€ 1,510

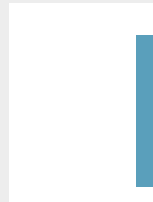
1/8 landscape



Type area
271 x 45 mm

€ 1,510

1/8 1 column



Type area
50 x 242 mm

€ 1,510

Placement U4: € 5,910

Placement U2, U3: € 5,890

Supplement

per 1,000 copies

up to 10 g	€ 356
up to 20 g	€ 371
up to 30 g	€ 410
up to 40 g	€ 440

Circulation under 3,000 copies
(+ standard amount)

up to 10 g	€ 0.37/Piece	+ € 400
up to 20 g	€ 0.39/Piece	+ € 400
up to 30 g	€ 0.42/Piece	+ € 400
up to 40 g	€ 0.45/Piece	+ € 400

Attachement

per 1,000 copies

up to 10 g	€ 390
up to 20 g	€ 481
up to 30 g	€ 565
up to 40 g	€ 645

All formats: Width*Height

¹⁾ **Full bleed formats** require a bleed of 3 mm on all sides. Surcharge € 260

Processable file types: Adobe InDesign, Adobe Photoshop, printable PDFs.

E-Mail: anzeigen@industriemedien.at

CUSTOMER JOURNEY

WE ACCOMPANY AND SUPPORT YOU
ON THE CUSTOMER JOURNEY OF
YOUR CUSTOMERS

1 DISCOVER

The customer gets inspired,
is open to new ideas and
not aware of any needs.



Advertisement formats
PRINT + DIGITAL

2 CONSIDER

The customer has recognized
the issue, pays attention
to possible solutions and
consciously engages with
relevant sources.



Content Marketing
Advertorials PRINT + DIGITAL
Videos

3 EXPLORE

The customer is actively looking
for suppliers, selects suitable
solutions and chooses a product
with determination.



Booklets & Whitepaper

4 DECIDE

Negotiations begin as other
factors become more important.
The customer wants to know
more about the future partner.



Live Marketing (Events)
Webinars

5 EXPERIENCE

The customer consumes
the product/service, gains
experience, carefully reads
contributions of the partner
and feels good about their
decision.



User reports
Videos
Content Marketing

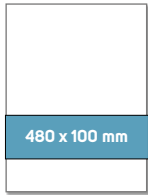
6 ENGAGE

The customer shares their
opinion, thoughts and
feelings with others and
interested parties.



Corporate Publishing-Produkte
Case Studies

Special advertisement formats & design performance



The connecting banderole

With the banderole across cover and U4 the reader can turn and rotate it and on both sides the reader holds your advertising message in hands.

Format open:
480 mm width x 100 mm height

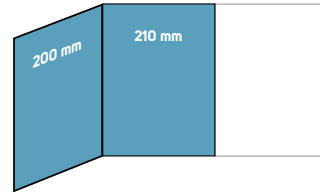
Price: € 5,390
incl. production cost



Greetings to your target group

For the shipment of elektronik report to our readers we produce an envelope with the dedication „personal“ according to your wishes. They are printed single-faced in 4c and ready to be used for your advertising message

Price: € 5,190



Flap on the U2

3 full pages for your success. Select your best sujet for the U2 and position yourself on an additional double page.

Format U2:
210 mm width x 280 mm height
Format open:
410 mm width x 280 mm height

Price: € 6,900
incl. production cost





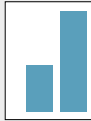
Tip-on-card

The tip-on card is an interactive ad: Surprise your target group with an original design of the card itself and its underground.

Price: € 2,990
in addition carrier surface starting from 1/2 page,
plus € 1,860 printing costs

Advertorial design

Prices for designing advertorials
(excl. advertising space)

			
Format	1/1 page	1/2 page	1/3 or 1/4 page
Characters inkl. blanc spaces	3,000–3,500	1,500–1,700	1/3 page: 900–1,200 1/4 page: 650–730
Design according to style sheet with provided text (small adaptations, cuts and editing are included).	€ 250	€ 190	€ 180
Development of an independent Advertorial-Design for your advertising material.	€ 450	€ 400	€ 350
Editorial creation of your text – inclusive briefing, research and final adjustments.	€ 500	€ 400	€ 360

Advertorials will be marked as „Advertorial“ or „Paid for ad“. The prices regarding the design process are non-discountable, non-provisionable fixed prices. The rate includes graphics, editing and minor textual changes/text production. After agreement in principle in regards to form and content, two correction runs are included. On request we also take over photo productions.

Prices and formats elektronikreport.at

Valid from 1. 1. 2022

Display Ads

This way you are visible for your target group on our platforms.

ONLINE



1) IAB Billboard

Price:
monthly
€ 1.990,-

Format:
970 x 250 px

3) IAB Wide Skyscraper

Price:
monthly
€ 1.610,-

Format:
160 x 600 px

5) IAB Leaderboard

Price:
monthly
€ 1.660,-

Format:
970 x 90 px

2) Wallpaper

Price: € 360,- per month
Formats: Leaderboard
+ Wide Skyscraper

4) Sidebar

Price:
monthly
€ 1.890,-

Format:
dynamic, sticky

also **MOBILE!**

7) HalfPage Ad

Price:
monthly
€ 1.990,-

Format:
300 x 600 px

also **MOBILE!**

8) IAB Medium Rectangle

Price:
monthly
€ 1.420,-

Format:
300 x 250 px

also **MOBILE!**

9) CMS Advertorial

see:
FOCUS ONLINE

6) Online-Advertorials

The ideal addition to your content marketing.

Homepage-Advertorial

Combination of an article, that will be on our website for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.

Requirements:

- + 1 picture in 16:9 ratio
- + Title: approx. 50 characters
- + Teaser text: 180 characters
- + URL or, if necessary, material for creating a subpage.

Price per week: € 1.800,-

Prices excl. VAT.

The Whitepaper platform



With our whitepaper-service you can find out, who is interested in your technological developments.

Reach your target group of interested decision-makers and pay only for the selection of leads that are valuable and of interest to you.



BASIC PACKAGE

E-Mail-Adresse
(verified by Sending the download link)

Price: 30 Leads = € 1.500,-

The following information can be requested for a surcharge:

- personal information
- companyname
- location of the company
- information about the company
- employment details
- phonenumber

SEAL OF QUALITY

Get an editorial seal of approval by submitting your white paper to our ELEKTRONIKREPORT editorial review and can be optimized if necessary.

How to boost lead generation and significantly increase conversion!

Seal of quality without optimization:
€ 1500,-

Seal of quality with optimization
of content/page:
€ 450,-

CLICK TIP

Be here for the whole year!

Top-Banner in our newsletters are a very successful advertisement instrument. With our monthly newsletter focusing on the topics **digitalization, logistics, mechanical engineering, automotive** or our career-newsletter **Movers & Shakers** you can precisely reach those subscribers that are most important to you. You can book your top-banner in one of these topic-newsletters for a whole year and change your sujet four times during the dedicated period for free.

Prices starting from: € 3.300

Newsroom



YOUR NEWSROOM

- Integration of your current announcements on our homepage
- Unlimited number of messages per year with images
- Long-term, SEO-relevant storage in case of extension

Total price per year:
€ 6.980

Videocontent

We do not only distribute your clips and videos, we are also looking forward to producing them for you!

Our experienced videoteam supports you through the entire production process: from storyboard to the video shoot and the scoring of the video as well as the reproduction and distribution on one of our successful online platforms.

- Tutorials
- product videos
- webinars
- event videos
- advertising trailers
- explanatory videos

Newsletter products

Whether with advertorials or display-ads, with our newsletter your message reaches the mailboxes of your target group in a reliable and direct manner.



Monthly Newsletter

Frequency: Once per month as well as for the publication dates of „elektronik report“

Topics: Sector relevant news, specialist articles, product information for and from the Austrian electronic engineering industry - for end users and providers, distributors and manufacturers, developers and engineers.



C_Adobe Stock

	Format	Prices
IAB Medium Rectangle	300 x 250 px	€ 520
Business Link	300 Zeichen	€ 520
Video Preview	300 Zeichen	€ 520

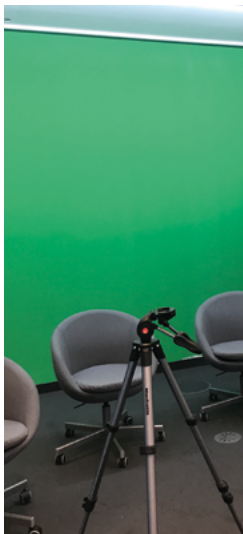
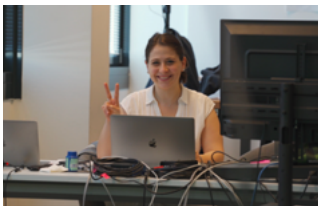
B2B-Events



WEKA-Studio

We realise your audio- and videoproduction professionally in our WEKA studio in Vienna. On 80 square meters we offer you, with our state of the art technic incl. Green-screen technology, a comprehensive service package: Videoproduction, panel discussions with professional host, press conferences, hybrid congresses, podcasts and much more, branded in accordance to our publishing media or completely in accordance to your corporate identity.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone: +43-1-97000-431



MEE+YOO – the virtual platform for your content

Our high-end product meetyoo, that has won multiple the German „Innovationspreis IT“ multiple times, is a content-plattform for conducting virtual fairs as well as large-scale online conferences. Due to streaming possibilities even live events can be made virtually accessible in form of hybrid events. Another interesting point: you can link meetyoo with your website in form of a long-term content-plattform.

Requests: Patricia Schubirsch, MSc
patricia.schubirsch@b2impact.com
Phone: +43-1-97000-443

Webcast / Webinar

- Announcement of your webinar through business links and in two newsletters.
- Your webinar widget for announcement stays online for a month.
- An individual landing page for the registration of participants.
- Conducting your webinar with our webinar software.
- The slides and the YouTube Link of the webinar recording stays online on our website for three months and guarantees more leads of prospective clients.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone: +43-1-97000-431

Our congresses for your lead(ing)-success



www.ersatzteillagung.at

INDUSTRIErobotik

www.industrierobotik.at



Instandhaltungskonferenz

www.instandhaltungskonferenz.com

Industrie kongress

industriekongress.com



Is it already working?

We are talking about your marketing. You know: the one, where unfortunately even Henry Ford did not know, which 50 per cent of the invested capital was poorly spent. Today we know better. Digital tools make the effect and the result of B2B-campaigns more measurable than ever before. B2IMPACT is the new agency of WEKA Industrie Medien and with Content, Performance and Creation it reaches exactly the communication objectives that you have defined. And Henry Ford? Most probably we could have helped him as well.