

elektronik report

www.elektronikreport.at

media
data
2021

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 electronics

CIRCULATION: 6150 copies/ 6 times a year

READERS: Decision-makers from production, construction, purchasing and quality management, focusing on the industrial electronic and electric components

PUBLISHED SINCE: 1977 (44th year)

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Dear advertisers,

electronic components and system are gaining value every day. In the industrial production as well as in consumer products, areas of application and demand are growing rapidly. But one aspect not changing, is the importance of expertise and information for the producing industry, distributors and it has been provided by the elektronik report since 1977.

We understand electronics.

We understand decision-makers.



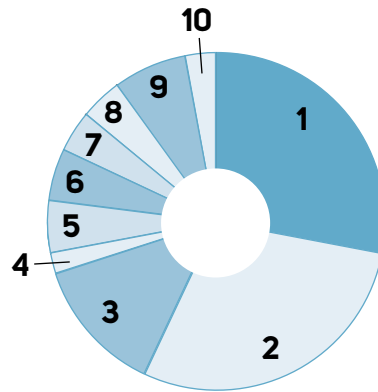
Klaus Paukovits, Chief Editor
Claudia Topolic, Media Consultant

DEMOGRAPHICS OF OUR READERS

READERS, RECIPIENTS AND REACH

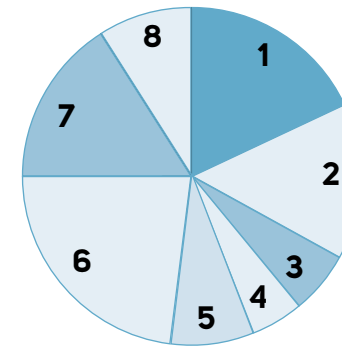
WEKA Industrie Medien Verlag has got a professionally built Business-Adress-System. As the addresses of recipients are constantly checked and updated, the numbers on the right are subject to minimal fluctuations and are rounded averages.

Decision-makers within the sector have been reading the elektronik report for more than 40 years. WEKA Industrie Medien support the accurate and precise processing of the journal with a professional and constantly updated Business-database. The circulation of 6.150 copies is ÖAK-certified.



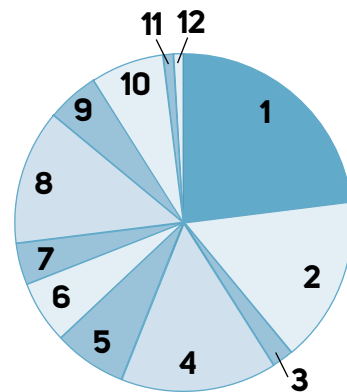
Function

1 Development/construction	33 %
2 Company management	25 %
3 Production	13 %
4 Logistics (Warehouse/Fleet)	2 %
5 Purchasing	5 %
6 Organization/EDV	5 %
7 Research	4 %
8 Freelance consulting engineers	4 %
9 Education	7 %
10 Others	3 %



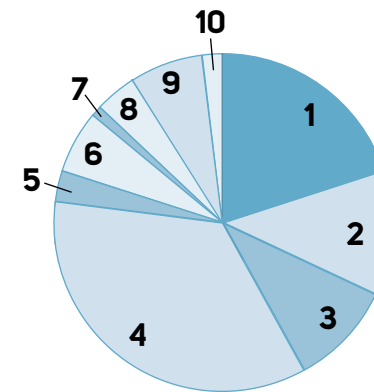
Size of company

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 ab 501 employees	23 %
7 No economic entity like public authorities, science institutions, educational institutions, etc.	16 %
8 No indication	9 %



Region

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 %



Branch

1 Mechanical engineering	20 %
2 Production	12 %
3 Industrial plant engineering	10 %
4 Electrical and electronics industry	35 %
5 Other producing companies	3 %
6 Trade	6 %
7 Services	1 %
8 Engineering offices, consultants	4 %
9 Education, public authorities	7 %
10 Other	2 %

Our topics

ISSUE	TOPIC OF THE MONTH	FOCUS POINT	PRODUCT FOCUS	EXHIBITIONS
1 2021 AD: 05. 02. DP: 19. 02.	Energy efficiency	Embedded systems	Microcontroller, Processors	embedded world DIGITAL, 1.–5. March 2021
2 2021 AD: 19. 03. DP: 02. 04.	IoT	Cyber security	IPC's, displays	Hannover Messe, 12.–16. April 2021
3 2021 AD: 19. 04. DP: 03. 05.	Control cabinet technology	Robotics	Drive technology, electronic controls, sensors	smart automation, Linz, 18.–20. May 2021
4 2021 AD: 28. 05. DP: 11. 06.	Electronics manufacturing	USV	Batteries, power supplies, accumulators	
5 2021 AD: 10. 09. DP: 24. 09.	Network technology	Power electronics	Plugs, clamps	Motek, Stuttgart, 5.–8. October 2021
6 2021 AD: 22. 10. DP: 05. 11.	Automotive electronics	Industrial communication	Oscilloscope, measuring and testing instruments	productronica, München, 16.–19. Nov. 2021 sps, Nürnberg, 23.–25. November 2021

TOPICS
IN EVERY
ISSUE

TECHNOLOGY,
SYSTEMS AND
COMPONENTS

Assemblies, active and passive components, joining techniques, micro electronics, transformers, relay, power management, LTE/5G - infrastructure, cases and switchboards, cooling and ventilations, digitalization and automations, safety and security, testing systems, engineering, signal processing

Prices & Formats - Print

Effective from 1. 1. 2021

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,-

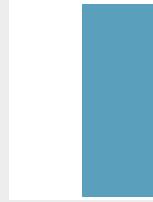
Junior



Type area
216 x 275 mm

€ 4.290,-

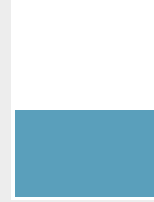
1/2 high



Type area
161 x 351 mm

€ 2.810,-

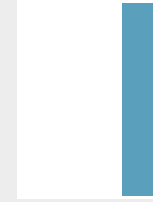
1/2 across



Type area
271 x 175 mm

€ 2.810,-

1/3 high



Type area
106 x 351 mm

€ 2.710,-

1/3 across



Type area
271 x 117 mm

€ 2.710,-

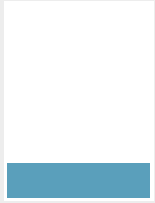
1/4 high



Type area
161 x 148 mm

€ 2.230,-

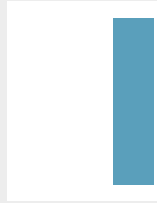
1/4 across



Type area
271 x 88 mm

€ 2.230,-

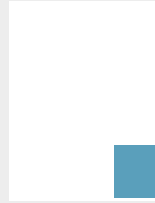
1/4 1-column



Type area
106 x 255 mm

€ 2.230,-

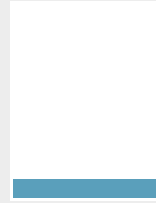
1/8 high



Type area
106 x 115 mm

€ 1.510,-

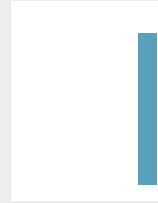
1/8 across



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,-

Inserts

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 (+ flat rate)

up to 10 g	€ 0,37/copy	+ € 400,-
up to 20 g	€ 0,39/copy	+ € 400,-
up to 30 g	€ 0,42/copy	+ € 400,-
up to 40 g	€ 0,45/copy	+ € 400,-

Bound inserts

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: wide x high

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

Processible types of file: Adobe InDesign, Adobe Photoshop, printable PDF

E-Mail: anzeigen@industriemedien.at

CUSTOMER JOURNEY

WE ACCOMPANY YOU DURING THE CUSTOMER JOURNEY OF YOUR CUSTOMERS

1 DISCOVER

The customer is inspired, open to new ideas and is not aware of neither need nor demand.



Advertisement formats:
PRINT + DIGITAL

2 CONSIDER

The customer has identified the problem, is attentive for possible solutions and consumes consciously relevant information.



Content marketing
Advertorials PRINT + DIGITAL
Videos

3 EXPLORE

The customer is actively looking for providers, selects possible solutions and is finally convinced about one product, being the right one.



Booklets & whitepaper

4 DECIDE

The negotiations start, as other factors begin to gain importance. The customers wants to know more about the future partner.



Live marketing (events)
Webinar

5 EXPERIENCE

The customer consumes the product/service, gains experience, is actively reading content about the chosen partner and feels vindicated about the decision made.



Case studies
Videos
Content marketing

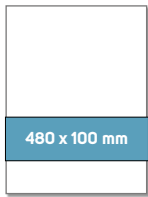
6 ENGAGE

The customer engages in exchanging opinions with others.



Corporate publishing-products
Case studies

Special advertising formats



The connecting banderole

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

Format open: 480 mm width x 100 mm height

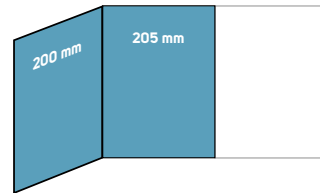
Price: € 5.390,-
including production costs



In abundance

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 U2

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

Format U2: 205 mm width x 280 mm height
Format open: 405 mm width x 280 mm height

Price: € 6.900,-
including production costs





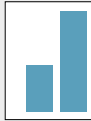
Greetings to your target group

The Tip-on-Card is an interactive ad: Surprise your target group with an original design. Increases curiosity and makes haptic interaction possible.

Price: € 2.990,-
plus carrier surface from 1/2 page
plus € 1.860,- printing costs

Advertorial-design

Prices of designing advertorials (excl. advertising space)

			
Format	1/1 page	1/2 page	1/3 or 1/4 page
Number of characters incl. blank space	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 run are included. On request we also take over photo productions.

Prices and formats elektronikreport.at

Effective from 1. 1. 2021

Display Ads

This way you are visible to your target group on our website.

Wallpaper

Price: € 140,- per month

Formats: Leaderboard + Wide Skyscraper

IAB Wide Skyscraper



Price
€ 100,-
per month

Format:
160 x 600 px

IAB Leaderboard



Price
€ 90,-
per month

Format:
970 x 90 px

IAB Billboard



Price
€ 130,-
per month

Format:
970 x 250 px

Sidebar



Price
€ 100,-
per month

Format:
Dynamisch

IAB Full Banner



Price
€ 90,-
per month

Format:
468 x 60 px

IAB Medium Rectangle



Price
€ 90,-
per month

Format:
300 x 250 px

Half Page Ad



Price
€ 130,-
per month

Format:
300 x 600 px

Online-Advertorials

The ideal addition to your content-marketing.

Startseiten-Advertorial

Your text, marked as an advertorial, will be visible on our landing page and can be linked to a sub-site of your choice if requested.

Requirements: 300 characters for the teaser, 1 image, landscape format, link plus if applicable material for the sub-page

Price per week: € 1.800,-

Online-Promotion on sub-pages plus Advertorial section on the starting page

Your content will be promoted on our starting page and linked to your designated landing page.

Request: 300 characters in regards to the teaser, 1 photo landscape format 4:3 (for example 800 * 600 px) and a link to the designated landing page.

Price per week: € 1.800,-



QuestionLead

... enriches your advertorial with a powerful Call to Action. With a QuestionLead you can add up to three corresponding question and answers to your advertorial. This way you can provide the reader with additional information, that can be consumed quickly.

Price per QuestionLead: € 890,-



The Whitepaper-Plattform

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.



PACKAGES

● BASE PACKAGE:

E-Mail address (verified by sending a download-link)
Price: € 50,- per conversion



○ PERSONAL DETAILS:

Sex, first and last name, academic degree
Price: € 20,- per conversion

○ COMPANY NAME:

Name of the company
Price: € 10,- per conversion

○ LOCATION OF THE BUSINESS:

Address, ZIP-code, city, country
Price: € 10,- per conversion

○ INFORMATION ON THE BUSINESS:

Business sector, number of employees
Price: EUR 30,- per conversion

○ PROFESSIONAL DATA:

Field of activity, current position in the company
Price: € 30,- per conversion

○ PHONE NUMBER: (information is optional)

Price: € 10,- per conversion

CONVERSIONS

1 Base package = E-mail address: min. 30 conversions

2 Base package + 1 additional package: min. 27 conversions

3 Base package + 2 additional packages: min. 24 conversions

4 Base package + 3 additional packages: min. 21 conversions

5 Base package + 4 additional packages: min. 18 conversions

6 Base package + 5 additional packages: min. 15 conversions

7 Base package + 6 additional packages: min. 12 conversions



Be here for the whole year!

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

Prices from: € 3.300,-

Newsroom



YOUR NEWSROOM

- integrate your current announcements on our home page
- 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 not only distribute your clips and films, we are also looking forward to producing them for you!



Our experienced team support you during the entire production process starting at the storyboard, during the video shoot and the setting until the presentation on one of our successful online platforms.

Newsletter-products

Advertorial or Display-Ads by using our newsletter your message arrives reliably and directly in the inboxes of your target group.



Monthly Newsletter

Frequency: 1x per month as well as corresponding to the publishing dates of the „elektronik report“

Topics: branch-related news, articles and product information for and regarding to the Austrian electronics industry for users, providers, distributors and manufacturers, developers and constructors



C_Acobe Stock

	Format	Prices
IAB Medium Rectangle	300 x 250 px	€ 520,-
Business link	300 characters	€ 520,-
Video preview	300 characters	€ 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
Tel.: +43-1-97000-431



meetyoo+ – 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.

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

Webcast / Webinar

- Announcement of your webinar through business links and in two newsletters.
- A webinar widget for announcement stays online for a month.
- An individual landing page for the registration of attendees.
- 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
Tel.: +43-1-97000-431

Our congresses for your lead(ing) - success



www.ersatzteiltagung.at

INDUSTRIErobotik

www.industrirobotik.at



Instandhaltungskonferenz

www.instandhaltungskonferenz.com



www.gainer.at



www.industriemedien.at/project/future-of-manufacturing



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 is 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.