

**ELEKTRO**MARKT

elektromarkt.de

# MEDIAKIT 2023

Ad rates no. 78, valid from 1 October 2022, as per: 26 June 2023

Menschen. Märkte. Meisenbach.





The industry magazine for the electrical goods trade



Our extra issue is published twice a year.

Target group:  
Specialist retail trade, wholesalers,  
technical support, department stores,  
kitchen studios, furniture stores, consumer  
electronics

Print run:  
10,000 copies

Qualified circulation:  
9,879 copies

Frequency:  
4 times per year + extra issue twice a year

Volume:  
105<sup>th</sup> Volume 2023

# Brief Description

Elektromarkt, the industry magazine for the electrical goods trade, targets people involved in the electrical goods retail trade and companies specialising in home and consumer electronics. This also includes both national and international consultants and decision makers at department stores, wholesalers, buying groups and industry.

Elektromarkt showcases ranges and brands in a consumer environment. Just like a concept store, the items are not presented in different product groups but in home settings. In doing so, we take our readers on an exciting journey through the home. Be it in the kitchen, home office or garden – electrical goods make our everyday lives that little bit easier in all settings. Elektromarkt not only reveals innovations and

trends but also provides expertise from the trade and industry, featuring reportages on specialist stores, sections such as "Products Put to the Test" and background articles on specialist topics, trade fairs and companies, rounded off with tips from the editors and entertaining features such as columns and funfacts.

Elektromarkt's homepage [www.elektromarkt.de](http://www.elektromarkt.de) complements the print edition with up-to-the-minute reports from the industry and current product information. Elektromarkt's newsletter is a regular source of valuable information serving the sector.

Our trade magazine is also on social media: Find us at Facebook, Instagram, LinkedIn or Twitter.



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# Making homes smart

## ELEKTRO MARKT

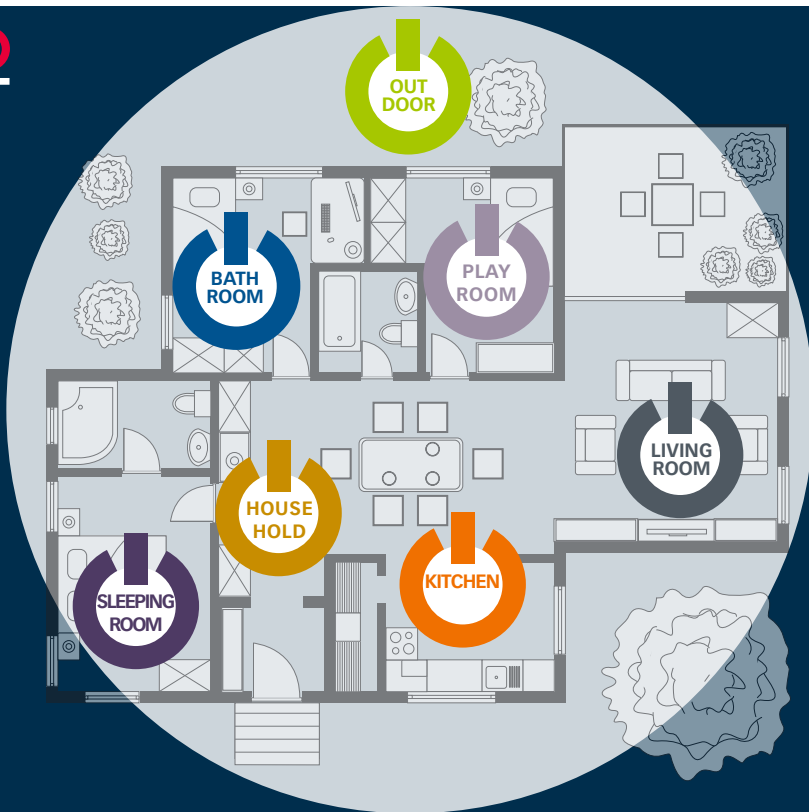
360-days coverage PLUS print

### Making homes smart!

Welcome to the Elektromarkt!

Elektromarkt showcases ranges and brands in a consumer environment. Just like a concept store, the products are not presented in different product groups but in home settings. In doing so, we invite our readers to come with us on a journey of discovery through the home. After all, be it in the kitchen, office or garden – electrical goods make our everyday lives that little bit easier in all settings. Lounges, for example, are not just home to the TV, but often accommodate vacuum cleaners or ironing systems. Kitchens are full of useful helpers such as breakfast sets, food processors and espresso machines. Just as indispensable are the “big” appliances such as hobs, fridges and dishwashers. Baths and bedrooms are home to electric razors, hairdryers and curling tongs, whilst washing machines and tumble dryers take care of the laundry. And in the garden, lawn mowers, leaf blowers and electrical hedge trimmers are all waiting to be used. Not forgetting, of course, the potential offered by the smart home!

Our online editorial team also sheds light on current topics at [www.elektromarkt.de](http://www.elektromarkt.de) and in our newsletter.



TOPICS  
DATES



PRINT  
PRICES



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# Topics and Dates

## Elektromarkt extra 1

News & innovations at the start of the year

**Editorial & Advertising deadline**  
17.01.2023

### Publication date

Online: 31.01.2023

Print: Published as a supplement  
on 30.03.2023 with the  
Elektromarkt 1/2023

### Focal themes

- News & innovations to start the year
- For your entertainment: Highlights from CES around TV, HiFi & Co.

### Trade fairs\*

– CES in Las Vegas/USA

## Elektromarkt 1/2023

**Editorial & Advertising deadline**  
02.03.2023

### Publication date

30.03.2023

### Focal themes

- From large to small - products for the kitchen:  
cooling appliances & cookers, kitchen machines, coffee makers, breakfast series & Co.
- Seen at the spring fairs - product highlights from Ambiente, CES & Co.



### Trade fairs\*

- Ambiente in Frankfurt
- Koop 23 in Berlin
- EK Live Spring in Bielefeld

## Elektromarkt 2/2023

**Editorial & Advertising deadline**  
03.05.2023

### Publication date

31.05.2023

### Focal themes

- Whether living room or garden: This is the way to get it really clean! Vacuum cleaners and robots, steam cleaners, washing machines & dishwashers, ironing systems, air purifiers & more.
- Fit and well-groomed into summer: new products for outdoor area



### Trade fairs\*

– HEPT – HighEventProductTour

\*as per: September 2022



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# Topics and Dates

## Elektromarkt extra 2

Smart Home Special Edition 2023

Editorial & Advertising deadline  
20.06.2023

### Publication date

Online: 04.07.2023

Print: Published as a supplement  
on 22.08.2023 with the  
Elektromarkt 3/2023

Smart Home Special 2023

## Elektromarkt 3/2023

Editorial & Advertising deadline  
25.07.2023

Publication date  
22.08.2023

### Focal themes

- IFA 2023: Innovations, trends & new products



Trade fairs\*  
- IFA in Berlin

## Elektromarkt 4/2023

Editorial & Advertising deadline  
29.09.2023

Publication date  
31.10.2023

### Focal themes

- IFA 2022: Product highlights from Berlin
- Health & beauty: Body & hair care, wellness appliances, wearables, sleeping systems
- From coffee grinders to fully automatic machines: Products around coffee & tea



Trade fairs\*  
- area30 in Löhne  
- Küchenmeile in Rödinghausen  
- EK Live autumn in Bielefeld

\*as per: September 2022



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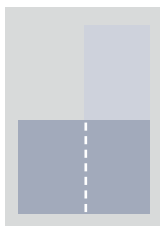
# Ad Rates and Ad Formats\*



1/1 page

B: 210 mm x 297 mm

5,200.- €

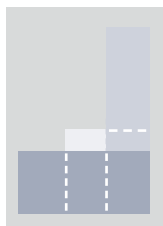


1/2 page

B: 210 mm x 139 mm

B: 100 mm x 297 mm

3,100.- €

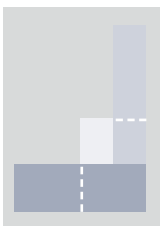


1/3 page

B: 210 mm x 92 mm

B: 67 mm x 297 mm

2,160.- €



1/4 page

PS: 175 mm x 59 mm

PS: 59 mm x 194 mm

PS: 85 mm x 127 mm

1,580.- €

Best Placement:

Front cover + Back cover page 11,500.- €

Front cover page 8,100.- €

2nd cover page 6,450.- €

3rd cover page 6,000.- €

Back cover page 6,680.- €

Eye-catcher 6,710.- €

Surcharge for other compulsory placement instructions and confirmed placements 10 %

\* Special formats on request

PS: Print Space B: Bleed

Formats = width x height

Ad formats bleed off:

Bleed ad format plus 3 mm allowance on all sides



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# Eye-catcher

The eye-catcher is a prominent double-page that appears at the beginning of an issue. With our creative, double-page format, you can present product innovations or company news in an eye-catching way.

## Double-sided eye-catcher: 6,710,- €

We need the following data from you:

- a meaningful picture in landscape format and in printable quality (\*.jpg, 420x297 plus 3 mm)
- a short descriptive text (\*.txt, \*.docx) with max. 1,000 characters (excluding spaces)
- Your desired web address (URL)
- QR code

Images and text are embedded in the look & feel of the editorial environment. You will receive the final version for approval before going to press. Delivery of the data by the respective editorial deadline of the booked issue. The page is marked as an advertisement.

Our correction and release details can be found on p. 9.





# Ad Rates and Ad Formats

Placement agreements are invalid, if the publishing house is not provided on time with the necessary data by ad submission and closing date deadline.

Colour:  
Colours from the Euro Colour Scale CEI 12-66  
DIN 16539 included in price /  
special colours  
(no discount available)      each 1,250.- €

Magazine format:  
DIN A 4, 210 mm wide x 297 mm high

Discounts:  
Ads within 12 months (insertion year):  
Frequency discount  
2 Ads                                      5 %  
4 Ads                                      10 %

Correction and release details:  
A release cycle is included in the excellent price for the following products:  
Advertorial Print, Eye-catcher, Lead story,  
Advertorial Online, Special Newsletter.  
Each additional cycle is charged at a flat rate of 150.- €.

Classified ads:  
Millimeter price 1-column, 4c                      10 €

Ad specials:  
Inserts/price per thousand  
up to 25g:                                      500.- €  
up to 50g:                                      600.- €

Maximum format available for loose inserts:  
205 x 297 mm

Rates for bound inserts on request



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Media Consultant  
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E-Mail: [ariane.schlotter@meisenbach.de](mailto:ariane.schlotter@meisenbach.de)

# Advertorial Print

An increasingly popular advertising medium, the Advertorial, offers you plenty of scope to communicate content. The reading flow is not interrupted, on the contrary - the text and images are embedded in the editorial section both in terms of look and feel.

## ADDED VALUE FROM ADVERTISING WITH ADVERTORIALS:

Your advertising message will benefit from intensive exposure with an enduring impact - creating reader value that lasts! Don't just give your B2B target group advertising input but use storytelling to build long-term trust in your company. By including your logo, you will enhance the profile of your brand. In addition, the strong and trusting relationship we have with our readers will automatically transfer to your advertorial!

### 1 page Advertorial: 3,500.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
2 images | Company logo | Main text minimum: 2,000 characters | Maximum: 2,500 characters (incl. blanks, headline and picture captions).

### Texts researched and produced by the editorial staff (price on request):

The text is written by our editors in consultation with you and then adapted to the Elektromarkt-layout.\*

### 1/2 page Advertorial: 2,000.- €

You send us your text and images and we take care of the layout, embedding your text in an editorial setting, both in terms of look and feel. We need:  
1 image | Company logo | Main text minimum: 900 characters | Maximum: 1.250 characters (incl. blanks, headline and picture captions).

### Texts researched and produced by the editorial staff (price on request):

The text is written by our editors in consultation with you and then adapted to the Elektromarkt-layout.\*

\*Any net travel expenses will be billed to the customer.  
Our correction and release details can be found on p. 9.

We will also be glad to publish your advertorial online as an option.  
You will find the prices for this on page 15.



# Specifications

Magazine format: 210 mm wide x 297 mm high

Print space: 175 mm wide x 260 mm high

Printing and binding methods: 4c offset printing (80 lpc-screen, PS0coated\_v3.icc) on double-sided multi-coated paper. Wire stitching or adhesive binding.

Data creation and delivery: Please send us your ads ready for publishing in one of the programs and formats mentioned above, if possible as PDF/X-4 data (Output Intent: PS0coated\_v3.icc) with 3 mm bleed. We are happy to provide you for InDesign PDF job options and color profiles for PDF creation. Binding proofs are desirable for colour advertisements.

Should it be necessary to edit other files or adapt the layout, we will have to charge you our cost price of 115.- EUR/hour.

Your data can be processed by us with the following programs:

- Adobe Acrobat Pro DC
- Adobe InDesign (Version CC)

- Adobe Illustrator (Version CC)
- Adobe Photoshop (Version CC)

Image data in original sizes requires a resolution of 300 dpi (min. 600 dpi for line drawings). Indexed, LAB and RGB image data are converted by an in-house generated separation curve into the CMYK mode (the colour space is modified). This can lead to colour deviations, for which we cannot assume any liability.

Colours: Bio-Printing inks (CMYK, special colours available on request.

Proof: When making the proof please consider that our printer works with standard PS0-ISO 12647-2 values both in the preparatory and in the printing stages. If you are unable to provide us with a binding colour proof or can only supply a digital colour printout, please note that your file will be printed in compliance with the PS0coated\_v3.icc. If you are interested, please contact Monika Schmidt (monika.schmidt@meisenbach.de, +49 951 861-100), who will also tell you the costs.

Data storage: Data will be archived. Unchanged rerun is generally possible. A data guarantee is, however, not assumed.

Guarantee: By sending incomplete or differing data (texts, colours or images) we do not assume any liabilities for the correct print. Faulty exposure caused by incomplete or flawed files, incorrect settings or incomplete information will be invoiced to the customer. This also applies to additional composition and reproduction work as well as the creation of flawed proofs.

Contact:  
Monika Schmidt, Order Management  
monika.schmidt@meisenbach.de  
+49 951 861-100

Delivery address:  
Schleunungsdruck GmbH  
Inserts: for attention of Thomas Gesell  
Eltertstraße 27  
97828 Marktheidenfeld  
+49 9391 6005-9133





# Distribution

## 1 Subscription prices 2023

### Subscription prices print 2023\*

Issues per year	4
Domestic incl. postage and 7 % VAT	37.- €
Abroad Europe	42.- €
Abroad world	47.- €

### Subscription prices digital 2023\*

Digital	27.- €
Premium (print + digital) domestic	52.- €
Premium (print + digital) europe	57.- €
Premium (print + digital) world	62.- €

\*Prices valid from 01.01.2023. All prices incl. delivery charges.

Terms of payment: After invoicing by bank transfer, credit card or PayPal.

European Union (EU): If you provide us with your tax identification number, it will be tax-free, otherwise we will have to add 7% VAT for magazines.

Other foreign countries: VAT-free

## 2 Classified potential of recipients:

Distribution Germany, Austria, Switzerland  
(Multiple answers possible)

Trade	Number
Retail trade – cooperative	4,115
Retail trade – non-cooperative	13,340
Kitchenware stores/Kitchen studios	2,348
Flower shops and garden centres	1,201
Furniture stores	3,215
Department stores	622
Mail order	1,235
Wholesalers, sales agents	979
Technical superstores	944
Trades	749
Industry	1,230
Other	572
Trading in consumer electronics (entertainment electronics, telecommunications, photography, PC/ Multimedia, Car media/ Car navigation)	14,541
<b>Total recipient potential</b>	<b>45,091</b>



# Cross-Media Opportunities

## coverage (print + online)

Elektromarkt	10,000 copies
Newsletter	1,500 recipients
Website	46,397 page impressions
Website	8,546 visits

## fans social media

Facebook	170 follower
Twitter	179 follower
Instagram	233 recipients
Linkedin	164 follower

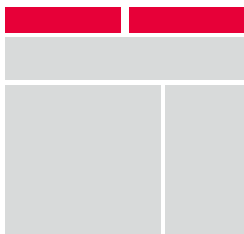
status: May 2022





# Ad Banner on www.elektromarkt.de

1 Full Banner



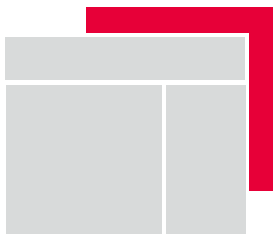
Size: 560 x 110 pixels  
Price\*: 650.– €

2 Superbanner



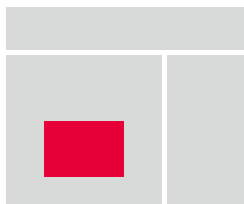
Size: 1,170 x 110 pixels  
Price\*: 1,000.– €

3 Hockeystick



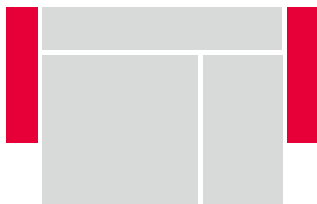
Size: 735 x 110 pixels +  
160 x 600 pixels  
Price\*: 1,100.– €

4 Content Ad



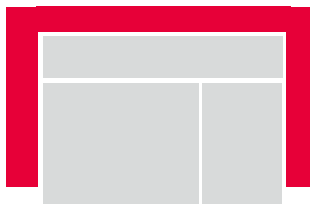
Size: 300 x 250 pixels  
Price\*: 750.– €

5 Skyscraper



Size: 160 x 600 pixels  
Price\*: 750.– €

6 Webskin



Size: (2x) 160 x 600 pixels +  
1.200 x 110 pixels  
Price\*: 1,100.– €

## Discounts:

Combination discounts are available for simultaneous ad bookings in print and online.

Individual cross-media offers are available on request.

\*Price for 4 weeks duration

Formats valid from 1 April 2023.

Delivery of the banner data incl. linking by e-mail stating the customer name to [Monika Schmidt \(monika.schmidt@meisenbach.de\)](mailto:monika.schmidt@meisenbach.de).

# Advertorial Online

Our readers should definitely know about your product innovations, your company news or your trade fair?

Our readers should definitely find out about your product innovations, your company news or your trade fair? Then place your message in our editorial environment by booking an advertorial. We will place your information as an article on our website and integrate it into the most fitting category.

All advertorial guidelines can be found on page 16.

All advertorials will be published in our newsletter and displayed as sliders on our website!

Price: 895.- €

Bookable in combination with print adverts - we will be happy to make you an individual offer.

Optional: Increase your reach with our social media package!

Take advantage of our reach on the social networks. If requested, we will publish the advertorial on Facebook and Twitter.



Surcharge: 200.- € per Portal



Our correction and release details can be found on p. 9.



# Ad Opportunities Newsletter

## Banner



General information: The Elektromarkt-Newsletter informs late-breaking on all important news of the trade industry. The Newsletter is sent in HTML-format. Banner can be run between articles and columns.

Data formats: JPG, 700 x 120 pixels, max. size 100 K  
Data delivery: Advertising banners should be delivered ready for publication at least 6 working days before the publication date. Delivery by email, quoting the customer's name, to Monika Schmidt (monika.schmidt@meisenbach.de).

Rates per Ad (Banner): 550.- €

## Special Newsletter

Our special newsletter is an exclusive newsletter. You as a customer can deliver up to two advertorials and a banner, which will be integrated into the special newsletter. We will publish the advertorials on our website and link to them from the newsletter.

For data protection reasons, we cannot send out a layout that you have designed to our newsletter recipients. Instead, your content will be presented in the look & feel of an editorial newsletter. Our team adds one or two editorial articles to the newsletter, which also contributes to the authentic appearance of the format.

1-2 Advertorial(s):

- Headline: max. 35 characters, teaser text: max. 350 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi
- Main text: max. 2,000 characters

Banner:

- 700 x 120 pixels, max. 100 K

Price: 2,100.- €



Our correction and release details can be found on p. 9.





# Instagram-Package

A picture is worth a thousand words! This is one of the reasons why more and more retailers in our industry are using Instagram - to reach their customers but also to inform themselves about new products.

## Package prices:

5 posts (per calendar year): 925.- €

10 posts (per calendar year): 1,725.- €

Larger quantity on request

- We need one photo per post, preferably in square format
- Minimum dimensions: 1200 x 1200 pixels
- Text up to approx. 300 characters
- Reach more people with the right hashtags! Since hashtags significantly influence the reach on Instagram you can integrate up to 18 hashtags in addition to your text.

Via Instagram we have built up an extensive retailer-network from which you can also benefit: Use our Instagram package to present your products and innovations or to publish an image campaign.



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CONTACT

## Ad Sales & Distribution:

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✉ ariane.schlotter@meisenbach.de

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[FAX] +49 951 861-158

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2% discount on payment within 8 days from  
date of invoice, net 30 days from invoice.  
Place of fulfilment and court of jurisdiction  
is Bamberg. (Unless otherwise determined by law)

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