

ELEKTROMARKT

elektromarkt.de

MEDIAKIT 2026

Ad rates no. 81, valid from Oct. 1st, 2025,
as per: April 20th, 2026

Menschen. Märkte. Meisenbach.





The trade 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:

9,855 copies

Frequency:

4 times per year + EXTRA issue twice a year

Volume:

108th Volume



TOPICS DATES



PRINT PRICES



TECHNICS



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Brief Description

Specialist trade-oriented, informative, always at the heart of things: Elektromarkt is a trade magazine for the home electronics trade – we are aimed primarily at people in the electrical appliance retail sector and companies in the home and consumer electronic sectors.

As one of the oldest trade magazines in the industry, Elektromarkt is the competent mouthpiece between manufacturers and retailers. To efficiently support specialist retailers in customer orientation at the point of sale, we focus on new devices and product trends with changing thematic priorities.

In addition to product innovations and trends, we offer retail and industry expertise with reports, interviews, sections such as "Im Test" and "Auf Empfang", as well as articles on specialist and retail topics, trade fairs, and companies.

Elektromarkt has four key communication points each year: at the start of the year, in late spring, right ahead of the leading trade fair IFA, and before the start of the seasonal business. Every quarter, our readers receive the most important industry updates, clearly presented and rich in content with four print editions. In addition, with our two EXTRA issues, we set two further targeted content focuses, such as the topic of smart homes.

But we are not only present in print: Our Elektromarkt homepage complements the print editions with daily updates. With the Elektromarkt newsletter, we offer another regularly published information platform. Our magazine is also present on social media: Visit us on LinkedIn and stay informed!



Patrick Stehle

Editor-in-Chief

patrick.stehle@elektromarkt.de

Tel. +49 911 3 777-902

www.elektromarkt.de

You will regularly find the following product categories:



TOPICS
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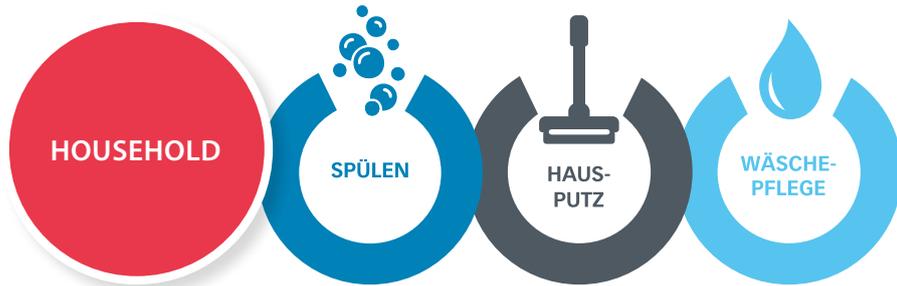


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You will regularly find the following product categories:



Topics and Dates

Elektromarkt EXTRA 1

News & innovations at the start of the year

Editorial & Advertising deadline
20.01.2026

Publication date

Online: **29.01.2026**
Print: Published as a supplement
on **31.03.2026** with the
Elektromarkt 1/2026

Main topics

- News & innovations to start the year
- Highlights from CES around TV, Hifi etc.

Trade fairs

- CES in Las Vegas/USA

Elektromarkt 1/2026

Advertising deadline
26.02.2026

Editorial deadline
03.03.2026

Publication date
31.03.2026

Main topics

- From large to small - new electrical appliances for the kitchen
- Seen at the spring fairs - product highlights from Ambiente, CES & Co.
 - Barbecue

Trade fairs

- Ambiente in Frankfurt
- Koop 26 in Hannover
- EK Live in Bielefeld

Elektromarkt 2/2026

Advertising deadline
27.04.2026

Editorial deadline
30.04.2026

Publication date
28.05.2026

Main topics

- Cleaning
- Health & Beauty

Trade fairs

- HEPT – HighEventProductTour
- ANGA COM in Cologne



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Topics and Dates

Elektromarkt EXTRA 2

Smart Home Special Edition 2026

Editorial & Advertising deadline

29.06.2026

Publication date

Online: 08.07.2026

Print: Published as a supplement
on 25.08.2026 with the
Elektromarkt 3/2026

Main topics

- Smart-Home-Special 2026

Elektromarkt 3/2026

Advertising deadline

23.07.2026

Editorial deadline

28.07.2026

Publication date

25.08.2026

Main topics

- IFA 2026: Innovations, trends & new products

Trade fairs

- IFA in Berlin

Elektromarkt 4/2026

Advertising deadline

28.09.2026

Editorial deadline

01.10.2026

Publication date

28.10.2026

Main topics

- IFA 2026: Product highlights from Berlin
- From coffee grinders to fully automatic machines:
Products around coffee & tea

Trade fairs

- area30 in Löhne
- Küchenmeile in Rödinghausen
- EK Live in Bielefeld



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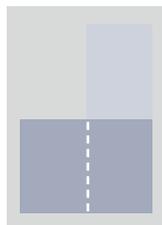
Ad Rates and Ad Formats*



1/1 page

B: 210 mm x 297 mm

5,550.- €

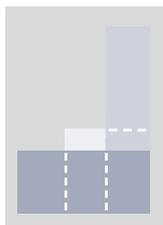


1/2 page

B: 210 mm x 151 mm

B: 100 mm x 297 mm

3,350.- €

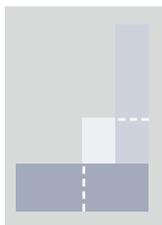


1/3 page

B: 210 mm x 106 mm

B: 78 mm x 297 mm

2,300.- €



1/4 page

B: 210 mm x 75 mm

PS: 62 mm x 197 mm

PS: 94 mm x 131 mm

1,800.- €

Best Placement:

Front cover + Back cover page	12,050.- €
Front cover page	8,700.- €
2nd cover page	6,850.- €
3rd cover page	6,350.- €
Back cover page	7,100.- €
Blickfang	7,000.- €
1/3 page at the editorial (page 3)	2,800.- €

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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Blickfang

The Blickfang 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 Blickfang: 7,000,- €

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. 10.



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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 1,325.- €**

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.- €.

Ad specials:

Inserts/price per thousand
up to 25g:
up to 50g:

540.- €

640.- €

Maximum format available for loose inserts:
205 x 297 mm

Rates for bound inserts on request



Ariane Schlotter

Media Consultant

Tel.: +49 951 861-128

E-Mail: ariane.schlotter@meisenbach.de



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LOOKING FOR AN EMPLOYEE?

New: job-ads.

Our readers – Your future specialists!



© stock.adobe.com/magele-picture

Print ad

¼ page (width x height 94 × 131 mm)	760.-€
½ page (width x height 210 × 151 mm or 100 × 297 mm)	1.470.-€
1/1 page (width x height 210 × 297 mm)	2.780.-€

Online ads

Newsletter + website	830.-€
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Your job advertisement will be pushed in the newsletter and also appears on the website (duration 4 weeks) with a lead text and integrated PDF.

Combined
discount
Print | Online
10 %



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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: 4,650.- €

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.*

*Any net travel expenses will be billed to the customer. Our correction and release details can be found on p. 10.

1/2 page Advertorial: 2,600.- €

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.*

We will also be glad to publish your advertorial online as an option. You will find the prices for this on page 18.



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Elektromarkt EXTRA



Our special issues of ELEKTROMARKT are published twice a year.

In each of the EXTRA issues, we focus on a specific topic to keep retailers up to date and to support them in advising their customers. We present the latest product innovations, interview selected experts and provide information tailored specifically to the specialist trade.

Key topics in 2026: EXTRA 1/2026: News & innovations at the start of the year

Online publication: 01/29/2026, Publication
Print: as supplement on 31.03.2026 in Elektromarkt 1/2026 (Top Topic Kitchen)

EXTRA 2/2026: Smart home special edition

Online publication: 08.07.2026, Print publication: as a supplement on 08/25/2026 in Elektromarkt 3/2026 (IFA trade show issue)

Rates + Ad formats*:

1/1 page	3,200,- €
1/2 page	1,850,- €
1/3 page	1,350,- €
1/4 page	990,- €

Best Placement:

Front cover + Back cover page	6,950,- €
Front cover page	4,950,- €
2nd cover page	3,900,- €
3rd cover page	3,700,- €
Back cover page	4,000,- €
Blickfang	4,225,- €

Surcharge for other compulsory placement instructions and confirmed placements 10 %

***For formats and dimensions, see page 8.**



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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 Anna Ugrica (anna.ugrica@meisenbach.de, tel +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:

Anna Ugrica, Order Management
anna.ugrica@meisenbach.de
tel +49 951 861-100

Delivery address:

Schleunungdruck GmbH
Inserts: for attention of Thomas Gesell
Elterstraße 27
97828 Marktheidenfeld
tel +49 9391 6005-9133



Distribution

1 Subscription prices 2026

Subscription prices print 2026*

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

Subscription prices digital 2026*

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	4,601
Retail trade – non-cooperative	13,113
Kitchenware stores/Kitchen studios	2,345
Flower shops and garden centres	1,274
Furniture stores	3,261
Department stores	622
Mail order	1,269
Wholesalers, sales agents	973
Technical superstores	969
Trades	1,838
Industry	1,220
Other	621
Trading in consumer electronics (entertainment electronics, telecommunications, photography, PC/ Multimedia, Car media/ Car navigation)	14,601
Total recipient potential	46,707



Cross-Media Opportunities

Coverage (Print + Online)

Elektromarkt	10.000 copies
Newsletter	4.729 recipients
Website	984.185 page Impressions
	99.865 visits
LinkedIn	2.040 followers

Status: August 2025



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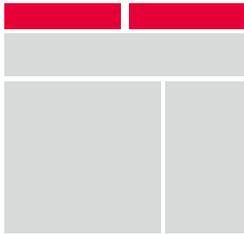
ONLINE



CONTACT

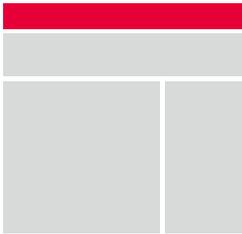
Ad Banner on www.elektromarkt.de

1 Full Banner



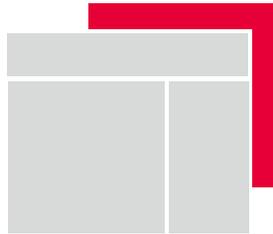
Size: 560 x 110 pixels
Price*: **810.- €**

2 Superbanner



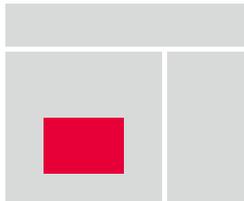
Size: 1,170 x 110 pixels
Price*: **1,400.- €**

3 Hockeystick



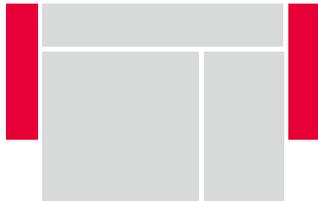
Size: 735 x 110 pixels +
160 x 600 pixels
Price*: **1,700.- €**

4 Content Ad**



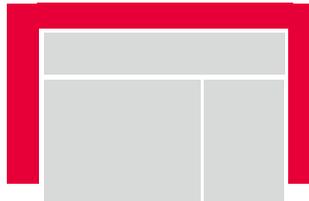
Size: 300 x 250 pixels
Price*: **880.- €**

5 Skyscraper



Size: 160 x 600 pixels
Price*: **980.- €**

6 Webskin



Size: (2x) 160 x 600 pixels +
1.200 x 110 pixels
Price*: **2,500.- €**

**This banner is also visible in the mobile version and always remains in the field of view of the reader.

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

Delivery of the banner data incl. linking by e-mail stating the customer name to Anna Ugrica (anna.ugrica@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.

Advertorial guidelines:

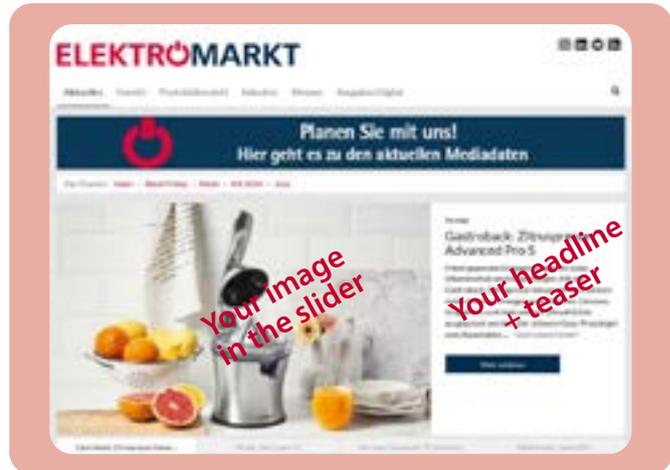
- Headline: max. 35 characters, teaser text: max. 350 characters, Main text: max. 2,000 characters
- 1-2 images, minimum width: 1,000 pixels (16:10), 72 dpi

To attract more attention, your advertorial will be prominently displayed in the slider on our website.

To increase the reach of your message, we will integrate the advertorial into our newsletter and publish it on our Linked-In channel.

Price: 1500,- €

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



In the slider on our home page, your advertorial is always visible for 10 seconds.



Click here or take a picture - here you get to the Advertorial Online example

Our correction and release details can be found on p. 10.

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 Anna Ugrica (anna.ugrica@meisenbach.de).

Rates per Ad (Banner): 680.- €

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

Banner:

- 700 x 120 pixels, max. 100 K

Price: 2,200.- €

Our correction and release details can be found on p. 10.



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LinkedIn-Package

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

Package prices:

- 5 posts (per calendar year):
- 10 posts (per calendar year):
- Larger quantity on request

970.- €
1,800.- €

- We need one photo per post, preferably in square format
- Minimum dimensions: 1,200 x 1,200 pixels
- Text up to approx. 3,000 characters
- Reach more people with the right hashtags!
Since hashtags significantly influence the reach on LinkedIn you can integrate up to 10 hashtags in addition to your text.



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3% discount on payment before publication,

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)

All prices exclude VAT, which is charged at the currently applicable rate. Our Standard Terms and Conditions apply:

<https://content.meisenbach.de/en/AGB>

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