

MEDIA KIT 2025



PRINT + ONLINE

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Advertising and Editorial Dept.: Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Internet: www.elektro.net

- 1 Title:** de – das elektrohandwerk
- 2 Profile in brief:**
de provides specialist knowledge in the area of electrical engineering for all areas of electrical installation and building services, as well as on renewable energy (photo-voltaics, solar thermal energy, heat pumps, wind power) – as well in the fields of IT and automation technology. Well-researched specialist articles elaborate on modern technologies, systems and applications. Practical application examples make the connection between the reader to his or her daily professional environment.
- 3 Target group:**
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.
- 4 Publication:** twice per month (5 double issues in January, February, July, August and December)
- 5 Magazine format:** DIN A4 (width 210 mm, height 297 mm)
- 6 Volume/Year:** Volume 100/2025
- 7 Price:**
- | | | |
|---------------------|---|----------|
| Annual subscription | domestic (incl. shipping charges and VAT) | € 156.00 |
| | foreign (incl. shipping charges and VAT) | € 181.00 |
| | single copy price | |
| | (incl. VAT, plus shipping charges) | € 11.00 |
| | online copy | € 120.00 |
- 8 Organ:** Central Association of the German Electrical and IT Trades (ZVEH) and the affiliated national guild associations.
- 9 Memberships:** Media Database of the German Association of Trade Journals
- 10 Publishing house:** Hühlig GmbH
Managing Director: Christian Zaiser
Chief Sales & Marketing Officer: Bettina Landwehr
Chief Content Officer: Andreas Stöcklhuber
- Address Publisher: Im Weiher 10, D-69121 Heidelberg

- Address Advertising/
Editorial Dept.: Hultschiner Straße 8, D-81677 München
Phone: +49 89 2183-8988
Internet: www.elektro.net
E-mail: kontakt@elektro.net
- 11 Publisher:** –
- 12 Advertising:** Bettina Landwehr (Head of Sales),
Jessica Kunz (Disposition)
Svenja Anwand (Assistant Sales)
Martine Revenus (Assistant Sales)
- 13 Editorial Dept.:** Dipl.-Ing. Andreas Stöcklhuber (Editor-in-Chief)
Marcel Diehl, state certified engineer
Sebastian Dorrenbach, M. Sc.
Britta Kalscheuer, M.A.
Dipl.-Komm.-Wirt. Roland Lüders
Dipl.-Ing. (FH) Michael Muschong
Michael Wanner, M.A.
- 14 Volume analysis** 2023 = 20 issues
- | | | | |
|-----------------------------|-------------|---|----------|
| Total volume: | 1,457 pages | = | 100.00 % |
| Editorial section: | 1,277 pages | = | 87.65 % |
| Advertising section: | 180 pages | = | 12.35 % |
| Supplements: | 20 | | |
- 15 Analysis of editorial content** 2023 = 1,277 pages
- | | | | |
|---|--------------------|----------|-----------------|
| By topic area: | | | |
| Practical problems | 160 pages | = | 12.53 % |
| Electrical installation | 338 pages | = | 26.47 % |
| Information and system technology | 334 pages | = | 26.16 % |
| Business management | 172 pages | = | 13.47 % |
| Master of tomorrow | 140 pages | = | 10.96 % |
| Other content (editorials, standards, services) | 133 pages | = | 10.42 % |
| | 1,277 pages | = | 100.00 % |

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1 Advertising rates (formats see page 5):

All prices in Euros exclusive of applicable VAT.

Format	Basic rates	b/w in €	2c price in €	4c price in €
1/1 page		8,540.00	9,615.00	11,765.00
Junior page		5,560.00	6,205.00	7,495.00
1/2 page		4,465.00	5,110.00	6,400.00
1/3 page		3,010.00	3,420.00	4,240.00
1/4 page		2,270.00	2,680.00	3,500.00
1/8 page		1,160.00	1,410.00	1,910.00

Other formats on request

New: Linking your ad in the flip-through e-paper for a 10 % surcharge on the base price of your ad.

Annual average (IVW certified, see page 11) = **17,219 pieces** of e-paper circulation per issue.

Cover:

210 x 177 mm
plus 3 mm trim at bottom and at right 4c € 12,765.00

Inside front cover, outside back cover: 4c € 12,390.00

b/w millimeter price for recommendation advertisements:

minimum height 30 mm
1-column in 3-column text width 56 mm € 15.15

2 Surcharges (not discountable):

Color:

	Bleed	2-color	4-color
1/1 page	€ 854.00	1,075.00	3,225.00
Junior Page	€ 556.00	645.00	1,935.00
1/2 page	€ 446.50	645.00	1,935.00
1/3 page	€ 301.00	410.00	1,230.00
1/4 page	€ 227.00	410.00	1,230.00
1/8 page	€ 116.00	250.00	750.00
Inside front cover, outside back cover	€ 916.50	1,075.00	3,225.00

Surcharges apply to Euroscale colors. Custom colors not possible.

Placement:

binding placement: 10 % surcharge on basic rate

Formats:

Gutter bleed advertisements: 10 % surcharge on basic rate

Type area advertisements: 10 % surcharge on basic rate

island advertisements
(surrounded by text on all sides): 40 % surcharge on basic rate

3 Discounts (for purchase within one insertion year):

Color and format surcharges, advertisements in "Business Directory" and glued-on advertising media and classified ads not eligible for discount.

Recommendation advertisements:

Frequency discount:

3x publication	5.0 %	2 pages	5.0 %
6x publication	7.5 %	4 pages	7.5 %
9x publication	10.0 %	6 pages	10.0 %
12x publication	12.5 %	9 pages	15.0 %
15x publication	15.0 %	12 pages	20.0 %
18x publication	17.5 %	15 pages	22.5 %
20x publication	20.0 %	18 pages	25.0 %

Volume discount:

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4 Classified ads (not discountable):

only 2 or 4-column possible (2-column = 86 mm wide)
minimum height: 20 mm

Job vacancies b/w per mm (2-column, 86 mm wide)	€	10.60
Job vacancies 2c per mm (2-column, 86 mm wide)	€	14.00
Job vacancies 4c per mm (2-column, 86 mm wide)	€	20.90
Positions wanted per mm (2-column, 86 mm wide)	€	5.35
Wanted/for sale, other per mm (2-column, 86 mm wide)	€	10.70
Box number fee (including postage for delivery)	€	18.00
Job advertisements online (see page 23)	€	from 845.00
Litho costs lump sum	€	35.00

5 Special advertising:

Industry directory (not discountable):

1-column = 56 mm, minimum height: 20 mm	
millimeter price b/w	€ 6.85
millimeter price 4c	€ 16.95

Bound inserts (discountable):

2-page bound insert	€ 11,375.00
4-page bound insert	€ 15,965.00
Other formats on request	
Discount: 1 sheet = 1/1 page	
Required delivery amount: 36,500 copies	

Advertorials (text advertisement)

Prices are the same as ads

Supplements (discountable):

loosely inserted, maximum size 205 x 290 mm up to 25 g total weight per thousand (plus selection surcharges for splitted supplements € 360.-; agency commission not deductible)	€	270.00
Above 26g total weight and partial supplements:		upon request
Discount: 1 supplement = 1/1 page Required delivery amount: 35,500 copies (For machine processing the supplement must be closed on the long side. 5 dummies have to be sent in advance, for address see p. 6.) If you also provide us with a PDF of your insert, we will also integrate it into the e-paper print run and the online magazine archive at no additional cost.		
Glued-on advertising media (not discountable):		
postcards	€	2,700.00
(plus additional mailing costs € 13,60 je o/oo; agency commission not deductible) Required delivery amount: 35,500 copies (partial booking not possible)		
Delivery address for supplements and bound inserts:		see p. 7

6 Contact: see p. 31/32

7 Terms of payment:

30 days after invoice date, 2 % discount for direct debit

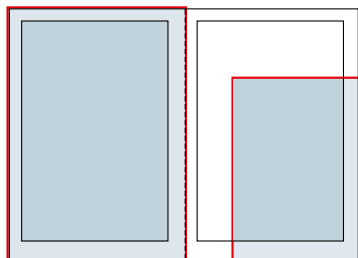
Bank details:

HypoVereinsbank
Account: 157 644 60, bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMMXXX

8 Specimen copies:

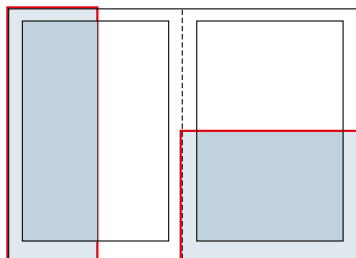
For sustainability reasons, copies of advertisements are provided in PDF format. A hard copy specimen will only be sent on request when the order is received.

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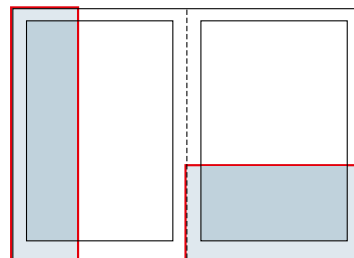
1/1 page
178 x 257 mm
bleed
216 x 303 mm*

Junior page
126 x 178 mm
bleed
148 x 206 mm*



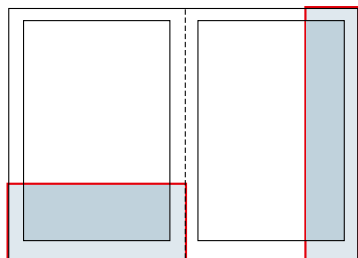
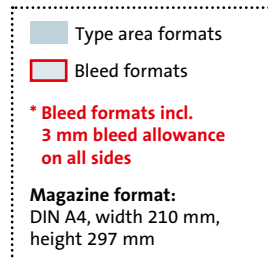
1/2 page vertical
86 x 257 mm
bleed
108 x 303 mm*

1/2 page horizontal
178 x 126 mm
bleed
216 x 152 mm*



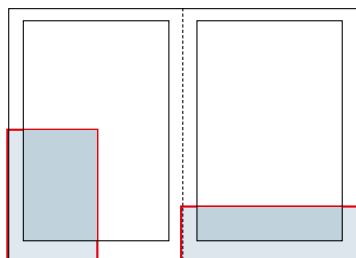
1/3 page vertical
56 x 257 mm
bleed
78 x 303 mm*

1/3 page horizontal
178 x 83 mm
bleed
216 x 108 mm*



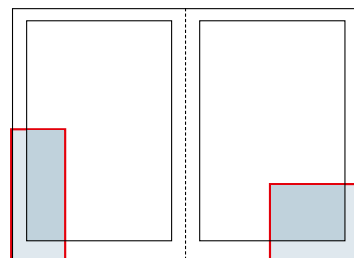
1/4 page horizontal
178 x 62 mm
bleed
216 x 88 mm*

1/4 page vertical
41 x 257 mm
bleed
63 x 303 mm*



1/4 page block
86 x 126 mm
bleed
108 x 152 mm*

1/8 page horizontal
178 x 29 mm
bleed:
216 x 55 mm*



1/8 page vertical
41 x 126 mm
bleed
63 x 152 mm*

1/8 page block
86 x 62 mm
bleed
108 x 88 mm*

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- | | |
|--------------------------------|--|
| 1 Magazine format: | width 210 mm, height 297 mm, DIN A4 |
| Type area: | width 178 mm, height 257 mm
number of columns: 4 columns / 3 columns
column width: 41 mm / 56 mm |
| 2 Printing process: | rotary offset |
| Binding process: | adhesive binding |
| 3 Data transfer: | enet-dispo@huethig.de |
| 4 Data formats: | Data is supplied in pdf format, version 1.3 (PDF/X-1a), created in Acrobat Distiller using version 4.0 or higher and with screen-modulated proof. High-resolution image data of at least 300 dpi, resolution for 60 screen, color model always CMYK (no RGB or LAB elements). Bitmap. (barcode scans) should have at least 800 dpi resolution. The format is created in original dimensions plus trim allowance and bleed marks. |
| 5 Colors: | For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no proof is provided, the customer forfeits any rights to damage claims due to color deviations. |
| 6 Proof specifications: | as given in the FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to the standard, PSO_LWC_Improved_eci.icc for content as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard. |
| 7 Data archiving: | Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed. |
| 8 Warranty: | 1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed. |

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).

3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. If no proof is provided, the customer forfeits any rights to damage claims due to color deviations.

4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year following publication of the relevant printed material. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.

5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.

6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.

7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.

8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, supplements etc.) which the customer claims to have made available.

- 9 Contact: Advertisement processing:** Jessica Kunz
Im Weiher 10
D-69121 Heidelberg
Phone: +49 6221 489-425
enet-dispo@huethig.de

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Bound inserts:

Before order acceptance and confirmation, provision of a binding sample is necessary. If required, as a blind dummy with size and weight data. Bound inserts may only advertise for the sales program of one (1) advertiser. These inserts must be designed in accordance with postal regulations so that they cannot be confused with the remaining main editorial part of the magazine. The placement of bound inserts will depend on technical capabilities.

Formats:

- 1 sheet (= 2 pages) untrimmed 216 x 305 mm
- 2 sheets (= 4 pages) untrimmed 432 x 305 mm

Bound inserts must be provided untrimmed, and bound inserts consisting of several sheets must be delivered folded. The front page of the bound insert must be marked. Bound inserts must be designed such that additional preparation and processing are not necessary. Difficulties and additional folding or gluing work will be separately invoiced as an additional charge.

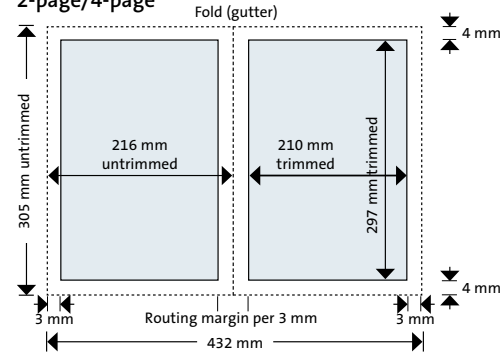
Required delivered amount: 35,500 copies, including overplus

Delivery deadline: 10 business days prior to publication

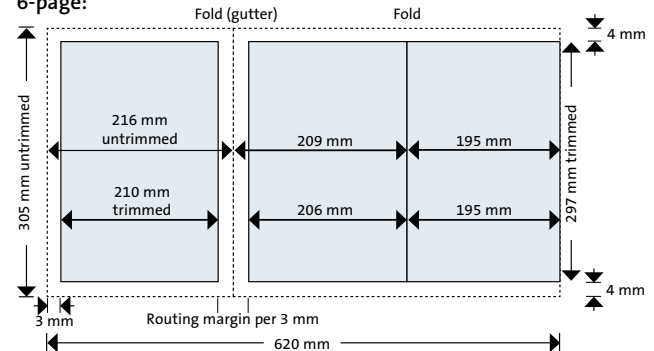
Delivery address: Westermann Druck GmbH
Georg-Westermann-Allee 66
D-38104 Braunschweig
Marked: for de – Issue no. ..., Customer ...

Trim schema for bound inserts:

2-page/4-page



6-page:



The official trade fair guide for eltefa Stuttgart



Circulation: 23,000 copies

Size: approx. DIN A4

Distribution: Targeted distribution together with the main issue **de 06/2025** in Baden-Wuerttemberg, Bavaria, Hesse and Rhineland-Palatinate

In addition, the trade fair guide will be actively distributed by hostesses on site and it is displayed at the major hotels at the time of the respective event.

Contents: The trade fair guide provides information on helpful service tips for the trade fair, reports on industry trends and introduces some of the new products from the exhibiting companies.

Date of publication: March 18, 2025

Advertising deadline: February 20, 2025

Prices:

Format	Price in €
1/1 page, 4c	2,650.–
Junior page, 4c	1,625.–
1/2 page, 4c	1,420.–
1/3 page, 4c	940.–
1/4 page, 4c	790.–
1/8 page, 4c	440.–
Company portrait (1/1 page)	2,650.–
Cover page, 4c	3,475.–
Inside front and outside back cover	2,915.–

The trade fair guides can only be booked in combination with at least one ad in the main **de** issue in the first half of 2025.

All prices in Euro plus the mandatory VAT.



Special Issue “Product Highlights from the Spring Trade Fairs” elektrotechnik Dortmund, eltefa Stuttgart and eltec Nuremberg

Circulation: 35,000 copies
Size: approx. DIN A4
Distribution: together with the main issue of **de** 13-14/2025 to all subscribers
Contents: Manufacturers will once again present many new products at the elektrotechnik, eltefa and eltec spring trade fairs. Our editorial team will be right there and offer our readers a compact review of all key innovations. In addition, we will explain the technological trends they are based on.

Amongst other things, there are follow-up reports relating to the following topics:

- Electrical installation components
- Lightning and overvoltage protection
- Measuring and testing technology
- Building automation
- Lamps, lights, LED
- Electromobility
- Network technology
- Factory equipment

The formats and advertising rates are identical to those of a standard **de** issue (see page 3)

Publication date: July 15, 2025
Advertising deadline: June 18, 2025

This special issue counts as a regular **de** issue and can be combined with the eltefa trade fair guide.

Online opportunities:

On our website, you can choose from different advertising options that allow you to reach **more than 140,000 visitors each month that generate more than 250,000 PI.**

We will gladly volunteer to be subjected to IWV testing. The current figures can be accessed at any time at <http://ausweisung.iwv-online.de> under elektro.net. See the media data on page 20 for more information on the forms of advertising.

For the spring trade fairs, we not only distribute the regular newsletter, which is sent to 18,024 recipients each week, but also special trade fair newsletters.

For elektrotechnik Dortmund: Publication date is February 6, 2025

For eltefa Stuttgart: Publication date is March 13, 2025

For eltec Nuremberg: Publication date is May 8, 2025

In each case, the deadline for submissions is ten working days ahead of the publication date.



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100 Years of de – Reviews, Insights, Outlooks: a big anniversary special edition to browse and marvel at

In 2025, we are celebrating a double anniversary: The German trade journal de – das elektrohandwerk is now publishing its centennial edition and Hühthig Verlag, the publishing house, is celebrating its 100th anniversary.

These are two important and concurrent reasons for this, our special centenary edition **Strainer basket**: With this anniversary edition, we are taking a look at the past, the present and the future of the electrical trade. Which (technical) developments have characterised the electrical sector over the course of the last few decades? What best describes the current situation? Which challenges does the future hold and what do the solutions look like? Join us on a fascinating journey across the sector that is going to shape our lives to an ever increasing extent in future.

A warm welcome to all of our advertising customers in this special edition – please actively help shape the magazine and tell us what you think:

What do you think the future holds for the electrical trade and the electrical industry in 10 years' time? Please send us your assessment, which we will be happy to publish (text with a maximum length of 1,000 characters and a picture of you).

Distribution: Together with the main issue **de 11/2025**
as a special supplement to the full edition

Advertising deadline: May 7, 2025

Publication date: June 3, 2025

Advertising rates in the interior, 4c

1/1 page € 4,870.–

1/2 page € 3,250.–

All prices in Euros exclusive of applicable VAT.

Special placements, 4c:

Inside front/inside back cover € 5,390.–

Outside back cover € 5,450.–

Your
opinion
matters!



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1 Circulation monitoring:



2 Circulation analysis:

Average annual number of copies per issue
(July 1, 2023 - June 30, 2024)

Print run:	36,000	including abroad:	including e-paper:
Number of copies actually distributed:	53,152	159	17,219
Sold circulation:	36,517	139	17,113
– subscribed copies:	14,999	133	864
including member copies:	4,321		93
– paid content access privileges through subscription:*	36,517		
– other sales:	21,418		16,249
– single copy sales:	100		
Free copies:	16,635		106
Residual, specimen and archive copies	67		

3 Geographical distribution analysis:

Economic region:	Percentage of copies actually distributed	
	%	Copies***
Germany	94.4	50,167
Abroad	0.3	159
Others**	5.3	2,826
Number of copies actually distributed	100.0	53,152

* Publisher's claim ** Section of circulation not analyzed such as trade fair and congress copies etc.

Distribution by federal states:	Percentage of copies actually distributed		
	%	Copies***	Print run
Baden-Wuerttemberg	17.2	9,115	6,153
Bavaria	17.7	9,380	6,332
Berlin, Brandenburg	5.9	3,126	2,111
Bremen, Hamburg, Schleswig-Holstein	6.1	3,232	2,182
Hesse	9.0	4,769	3,220
Mecklenburg-Western Pomerania	1.3	689	465
Lower Saxony	8.6	4,557	3,077
North Rhine-Westphalia	19.1	10,122	6,833
Rhineland-Palatinate	6.2	3,286	2,218
Saarland	1.4	742	500
Saxony, Saxony-Anhalt	6.0	3,180	2,146
Thuringia	1.5	795	537
Copies actually distributed in Germany	100.0	52,993	35,774

*** Print receivers with included e-paper

Breakdown of foreign circulation:	Percentage of copies actually distributed	
	%	Copies
Austria	47.4	75
Switzerland	13.2	21
Other countries	39.4	63
Number of copies actually distributed	100.0	159

1.1 Sectors / Industries / Fields / Professions

No. of classification	Recipient groups (acc. to industrial sector classification, WZ 2008)	Percentage of copies actually distributed	
		%	Recipients
43.21 / 43.2	Electrical installation, other construction installation	70.1	37,260
71.1	Electrical planning; engineering offices	6.8	3,614
26.3 / 27 / 27.12 / 28 / 29.31 / 33.1	Processing trades	4.2	2,232
46.4 / 47	Wholesale business with electrical equipment and electrical-installation equipment; retail business with electrical household appliances and electrical products	8.4	4,465
35	Power generation	2.0	1,063
84.1	Public administration	2.7	1,435
85.42 / 85.32 / 94.99.1	Colleges, universities, and other institutions of higher learning; research; institutions of ongoing professional training	3.9	2,073
	Other*	1.9	1,010
Number of copies actually distributed		100.0	53,152

* Section of circulation not analyzed, such as trade fair and congress copies etc.

Summary of the Survey Method

1. Survey method:

Recipient structure analysis through dataset analysis – comprehensive survey

2. Description of the recipients at the time of the data collection:

2.1 Dataset quality:

The recipient dataset includes the addresses of all recipients. Due to the provided postal information, the dataset can be sorted by postcodes or domestic and foreign recipients. The dataset also includes: Industry affiliation, company size classes and job characteristics.

2.2 Total number of recipients in the dataset: 135,188

2.3 Total number of changing recipients: 112,664

2.4 Structure of the recipients of the identified average edition by sales method:

– Paid circulation	36,517
of which: subscribed copies	14,999
individually sold copies	100
other sales	21,418
paid content access privileges*	36,517
– free copies	16,635
of which permanent free copies	1,146
alternating free copies	15,489
advertising copies*	67
Copies actually distributed	53,152
of which in Germany	52,993
abroad	159

3. Description of the analysis

3.1 Population (examined share):

Copies actually distributed	53,152	= 100.0 %
*of which are not included in the analysis:		
– advertising copies	67	= 0.1 %
The analysis represents 99.9 % of the population (copies actually distributed)	53,085	= 99.9 %

3.2 Date of the dataset analysis: July 12, 2024

3.3 Description of the database:

The analysis is based on the entire dataset. The calculated shares for the distribution areas were projected onto the actually distributed print-run as an annual average in accordance with AMF clause 17.

3.4 Target person of the analysis: is omitted

3.5 Definition of the reader: is omitted

3.6 Analysis period: July 1, 2023 - June 30, 2024

3.7 Analysis conducted by: Hühlig GmbH

The design, implementation and report of this analysis conforms to the current version of the ZAW framework scheme for advertising media analyses.

*Information provided by the publisher

Issue	1-2/2025	3-4/2025	5/2025	6/2025	7/2025	8/2025	9/2025	10/2025	11/2025	12/2025
Special issues				Trade Fair Guide for eltefa			Photovoltaic Systems		100 Years of de	
Publication date	Jan. 15, 2025	Feb. 7, 2025	Mar. 4, 2025	Mar. 18, 2025	Apr. 1, 2025	Apr. 15, 2025	May 2, 2025	May 16, 2025	June 3, 2025	June 17, 2025
Advertising deadline	Dec. 12, 2024	Jan. 13, 2025	Feb. 6, 2025	Feb. 20, 2025	Mar. 6, 2025	Mar. 20, 2025	Apr. 3, 2025	Apr. 16, 2025	May 7, 2025	May 20, 2025
Editorial deadline	Dec. 3, 2024	Dec. 30, 2024	Jan. 28, 2025	Feb. 11, 2025	Feb. 25, 2025	Mar. 11, 2025	Mar. 25, 2025	Apr. 7, 2025	Apr. 25, 2025	May 9, 2025
Trade fairs	Jan. 28-30, 2025 Expert training for electronics, Rostock Feb. 12-14, 2025 elektrotechnik, Dortmund	Feb. 11-13, 2025 E-World, Essen Feb. 12-14, 2025 elektrotechnik, Dortmund	Mar. 25-27, 2025 eltefa, Stuttgart Mar. 11-13, 2025 PV-Symposium, Bad Staffelstein Mar. 12-16, 2025 IHM, Munich Mar. 17-21, 2025 ISH, Frankfurt	Mar. 25-27, 2025 eltefa, Stuttgart Mar. 31 - Apr. 4, 2025 HMI, Hanover	Apr. 8-10, 2025 Automation meeting, Heilbronn		May 7-9, 2025 The Smarter E, Munich May 20-22, 2025 eltec, Nuremberg	May 20-22, 2025 eltec, Nuremberg June 3-5, 2025 Anga Com, Cologne	June 11-13, 2025 ZVEH annual meeting, Saarbruecken	June 25-26, 2025 Feuertrutz, Nuremberg June 25-26, 2025 Sicherheitsexpo, Munich
Electrical systems • Electrical installation • Lighting technology • Renewable energy	All aspects of electrical installation for the control box	All aspects of electrical installation for power self supply	Main topic: Electrical installation for special areas	Electrical installation in the industrial sector	Electrical installation in acc. with building legislation	Main topic: Building connections, distribution boards and meter mounting boards	Installation and laying systems	Main topic: Measuring and testing	Measuring equipment and measuring point operation	Electrical installation in special areas
Electrical systems	Electrical direct heating	Lighting controls	Electrical water heating	Heat pumps in the area of renovation	Emergency and safety lighting	Decentralised ventilation	Main topic: Sector integration	Energy management	Lighting in the industrial sector	Main topic: Photovoltaics
Information and system technology • Building automation • Security technology • Network technology	Main topic: Smart home	Green buildings	Individual room controls	Main topic: Building automation in special-purpose buildings	Energy and load management	System integration	Smart metering	The digital building	Main topic: Energy-efficient building automation	IoT and Big Data in buildings
Information and system technology	Access control	Main topic: Networking technology	Burglar alarm systems	Communication technology	Main topic: Smart Security	Fibre optic technology	Fire alarm solutions	Network technology & data transmission	Security technology	Video surveillance
Management	Controlling in the trades sector	Public liability insurance	Tool management	Commercial vehicles and vehicle equipment	Electrical tools	Estimates	Social media	Bonus systems	Work clothes	Marketing
Permanent sections	Practical problems • Tomorrow's master craftsmen • Company news • Miscellaneous (product news, company publications, books + software • Trade fairs/conventions/seminars • New standards • Interviews									

Issue	13-14/2025	15-16/2025	17/2025	18/2025	19/2025	20/2025	21/2025	22/2025	23-24/2025
Special issues	Product Highlights from the Spring Trade Fairs			Technical Safety			Lighting		
Publication date	July 15, 2025	Aug. 13, 2025	Sep. 2, 2025	Sep. 16, 2025	Oct. 1, 2025	Oct. 15, 2025	Nov. 4, 2025	Nov. 18, 2025	Dec. 16, 2025
Advertising deadline	June 18, 2025	July 18, 2025	Aug. 6, 2025	Aug. 21, 2025	Sep. 5, 2025	Sep. 18, 2025	Oct. 8, 2025	Oct. 23, 2025	Nov. 20, 2025
Editorial deadline	June 6, 2025	July 9, 2025	July 28, 2025	Aug. 11, 2025	Aug. 27, 2025	Sep. 9, 2025	Sep. 26, 2025	Oct. 14, 2025	Nov. 11, 2025
Trade fairs		Sep. 5-9, 2025 IFA, Berlin	Sep. 16-19, 2025 Husumwind, Husum Sep. 23-25, 2025 efa, Leipzig	Sep. 23-25, 2025 efa, Leipzig Sep. 27-28, 2025 ICLP – International lightning protection conference, Hong Kong	October 2025 VDE/ABB Lightning protection conference, Aschaffenburg	Nov. 4-7, 2025 A+A, Duesseldorf		Nov. 25-27, 2025 sps, Nuremberg Dec. 3-4, 2025 VdS fire protection days, Cologne	
Electrical systems • Electrical installation • Lighting technology • Renewable energy	Main topic: Electrical installation for charging infrastructure	Installation components and systems	Expansion of distribution networks in the low and medium voltage range	Installation distributors and meter stations	Main topic: Lightning and overvoltage protection	Cables, lines and carrying systems	MCBs, RCDs and AFDDs	Main topic: Safety measures	Standards in theory and practice
Electrical systems	Infra-red heating	Energy-efficient lighting	Charging management for electric vehicles	Ventilation with heat recovery	Home storage	Main topic: Renewable energy	Domestic hot water heat pumps	Electric panel heating	Restoration of lighting systems
Information and system technology • Building automation • Security technology • Network technology	Wireless solutions for retrofitting purposes	Building Information Modeling (BIM)	Sustainable operation of buildings	Main topic: Energy and load management	Platforms for digital building technology	Smart living with KNX	Generationally fair living	IP-based building technology	Main topic: Smart buildings
Information and system technology	Data centre and IT security	Hazard notification & alarm	Main topic: Door communication	Remote solutions and remote maintenance	Wireless connection technology	Escape and rescue route systems	Main topic: SAT systems	Data security & data protection	Emergency and safety lighting
Management	Employee recruitment	Main topic: Commercial vehicles	Apps in the electrical trade	Personal protective equipment	Tools	Occupational safety	Leasing/ financing	Training and continued training	Complaints management
Permanent sections	Practical problems • Tomorrow's master craftsmen • Company news • Miscellaneous (product news, company publications, books + software • Trade fairs/conventions/seminars • New standards • Interviews								

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Special Issue	Photovoltaic Systems (9a)	Technical Safety (18a)	Lighting (21a)
Publication date	May 2, 2025	September 16, 2025	November 4, 2025
Advertising deadline	April 3, 2025	August 21, 2025	October 8, 2025
Editorial deadline	March 25, 2025	August 11, 2025	September 26, 2025
Published with de	9/2025	18/2025	21/2025
Trade fairs	May 7-9, 2025 The Smarter E, Munich		
Topics	Inverters Modules Storage systems Internal consumption Energy management Planning software Lightning and overvoltage protection Heat pumps Electric mobility Preview: Innovations at The Smarter E	Alarm systems and intruder alarms Fire alarms Smoke detectors Access control and door communication Video surveillance Fire protection Lightning and overvoltage protection Safe building automation Emergency and safety lighting Explosion protection	LED and OLED Emergency and safety lighting Energy-efficient lighting Lighting control systems Motion and presence detectors Office lighting Industrial lighting Lighting design/planning software Use of daylight

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Brief overview

In 2025 we will be offering you various special issues for **de – das elektrohandwerk**:



Special issue “Photovoltaic Systems”

The “Photovoltaic Systems” special edition covers all aspects of photovoltaics with practical tips for the electrical trade – from beginners to professionals. For example, we report on PV systems and PV storage as well as private consumption solutions, e.g. in combination with heat pumps or electromobility controlled via energy management solutions.



Special issue “Technical Safety”

Security is multi-faceted. People (e.g. burglars), technical malfunctions (e.g. short circuits) or natural phenomena (e.g. lightning) all pose threats. Buildings and technical equipment have to be protected accordingly. Technical systems and services that were designed and installed by electricians offer this protection. Our special edition provides an overview of these many-faceted issues.



Special issue “Lighting”

Thanks to the remarkable success of LED, energy efficiency is becoming increasingly important in the lighting sector. The potential for saving is clear: In functional buildings, artificial lighting accounts for almost 40% of power consumed. A key requirement for making significant reductions in energy requirements here is the interconnection of lighting and the building automation system. Specialist firms from the electrical planning/electrical installation segment and system integrators are clear choices for such tasks. Our special issue on energy-efficient lighting with LED provides this target group with the necessary tools.

Special feature:

The special magazines are exclusively sent to the **paid circulation of de = 36,517 copies** and not to the full circulation. (**de – das elektrohandwerk** is IVW certified, see page 11)

Magazine format: DIN A4 (210 mm wide, 297 mm high)
Type area: 178 mm wide, 257 mm high
Number of columns: 4 columns / 3 columns
Column width: 41 mm / 56 mm

Advertising prices (Prices do not include the statutory value added tax.):

Format	Width x height (in mm)	Base price b/w in €	Price 4c in €
1/1 page	178 x 257	5,025.–	6,480.–
1/2 page	86 x 257 / 178 x 126	2,640.–	3,510.–
1/3 page	56 x 257 / 178 x 83	1,780.–	2,335.–
1/4 page	41 x 257 / 86 x 126 / 178 x 62	1,335.–	1,890.–
1/8 page	41 x 126 / 86 x 62 / 178 x 29	705.–	1,020.–

Color surcharge from Euroscale in € (not discountable):

Colors	1/1 page	1/2 page	1/3 and 1/4 page	1/8 page and smaller
2c	485.–	290.–	185.–	105.–
4c	1,455.–	870.–	555.–	315.–

Title page (210 mm w x 177 mm h plus 3 mm trim):

Total price 4c € 7,325.–

Inside front cover and outside back cover:

4c € 7,410.–

Format surcharges (not discountable):

Advertisements across gutter:	10 % on basic rate
Bleed advertisements:	10 % on basic rate
Island ads (surrounded by text on all sides):	40 % on basic rate

Discounts (for purchase within one insertion year):

The **de** framework discount applies to accounts

Frequency discount:

2-time publication	5.0 %
3-time publication	7.5 %
4-time publication	10.0 %

Quantity discount:

2 pages	5.0 %
3 pages	10.0 %
4 pages	15.0 %

Bound inserts, loose inserts and other advertising material upon request

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de Almanacs 2026

The almanacs provide you with the ideal advertising platform for presenting your company and products. Clearly presented, well-structured and covering all the latest technical development trends.

By placing an advert with us, you address your target group in a precise way: 365 days of the year.



Electrical engineering for trade and industry 2026

The electrical engineering almanac provides concentrated **information and background on technical developments** with new ideas and suggestions for daily work routines. It also includes information on **changes to standards and regulations**.



Electrical machines and drives 2026

This **classic book** offers a comprehensive overview of current events in the field of **electrical machines and drive technology**, development trends and the current state of standards and rules. The wide **range of topics** offers many suggestions for daily work routines.

Company imprints/editions: The perfect gift for your customers. Your own cover page design is possible.

We would be pleased to provide you with an offer: bettina.landwehr@huethlig.de

Advertising formats and basic prices b/w:

Format (width x height in mm)		Basic price in €	
		Electrical engineering	Electric machines and drives
1/1 page (108 x 173)	b/w	2,675.–	1,260.–
	2c	3,400.–	1,625.–
	4c	4,850.–	2,355.–
1/2 page (54 x 173 / 108 x 86)	b/w	1,365.–	655.–
	2c	1,830.–	915.–
	4c	2,760.–	1,435.–
1/3 page (36 x 173 / 108 x 57)	b/w	930.–	455.–
	2c	1,395.–	715.–
	4c	2,325.–	1,235.–
Preferential placement			
Back cover page	4c	6,105.–	2,955.–
Inside front cover/ inside back cover	4c	5,510.–	2,680.–

Bleed surcharge: 10% of the basic price + 3 mm bleed at the outside

Book format: 148 mm wide x 210 mm high

Publication date: October 16, 2025

Advertising deadline: July 31, 2025

Format cover pages: 148 mm wide x 210 mm high + 3 mm bleed on each side

The prices indicated exclude VAT.

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elektro.net

- 1 Web address (URL):** www.elektro.net
- 2 Profile in brief:**
elektro.net is the online portal for the trade journal de. The online site gives users the ability to access the archive and research all content from 1999 to the present. In addition, www.elektro.net everyday up-to-date offers a wealth of other specialist information that goes beyond the printed version, as well as software downloads, a discussion forum, etc. The information on offer is continually expanded.
- 3 Target group:**
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.
- 4 Publishing house:** Hüthig GmbH
- 5 Editorial Contact:** Michael Wanner
Editor online
Phone: +49 89 2183-8984
michael.wanner@huethig.de
- 6 Contact for Online Advertising:** Bettina Landwehr
Head of Sales
Phone: +49 89 2183-8988
bettina.landwehr@huethig.de

- 7 Data delivery:** Jessica Kunz
Phone: +49 (0) 6221 489-425
enet-dispo@huethig.de
- 8 Delivery deadline:** minimum 10 business days prior to publication
- 9 External ad server used:** Google Ad Manager from Google

Facts:

Traffic

- visits / month: 142,228¹
- page impressions / month: 250,207¹ (current IVW figures available at www.ivw.de)
- 18,024 newsletter subscribers²

Content

- technical articles
- product reports
- news
- editorials
- archive
- practical problems
- videos

Channels

- practical problems
- electrical installation
- building services
- photovoltaics
- information technology
- business management
- test preparation

elektro.net
is IVW certified

¹ Source: IVW, average values 8/2023 to 7/2024 ² Source: Hüthig, 7/2024

1 Rates and Advertising Formats

Advertising format website	Format	Bookable channels	Price in €
Fireplace ad	Leaderboard: 980 x 90 pixels + Wide Skyscraper (left + right): 160 x 600 pixels	total rotation	8,695,-/month
Billboard ad	800 x 250 pixels	total rotation	8,980,-/month
Superbanner (= Big-size banner)	728 x 90 pixels	total rotation	3,130,-/month
Full-size banner	468 x 60 pixels	total rotation	1,590,-/month
Half-size banner	234 x 60 pixels	total rotation	1,185,-/month
Wide Skyscraper	160 x 600 pixels	total rotation	3,440,-/month
Skyscraper	120 x 600 pixels	total rotation	3,130,-/month
Sticky-Sidebar	200 x 600 pixels	total rotation	3,330,-/month
Content ad	300 x 250 pixels	total rotation	3,510,-/month
Rectangle	300 x 250 pixels	total rotation	3,275,-/month
Halfpage ad	300 x 600 pixels	total rotation	3,565,-/month
Wallpaper	728 x 90 and max. 120 x 900 pixels	total rotation	4,760,-/month
Partner site button	300 x 120 pixels	total rotation	1,955,-/month
Sponsoring button	870 x 30 pixels	total rotation	4,165,-/month
Combination: Video + Content ad	Youtube, Vimeo, Video (mp4, flv) + 300 x 250 pixels		9,295.00/year + 2,960.00/month (optionally available extra monthly)
Microsite / Specials	text, image, as agreed	Link in main navigation + sidebar	1,545.00/month
Company video / Specials	620 x 350 pixels	Link in the video channel	9,295.00/year
Sponsored Post	text + max. 5 images	1 week integration on homepage + archiving for at least 1 year	3,425.00

Advertising Whitepaper	Format	Bookable channels	Price in €
Whitepaper	as agreed	Whitepaper, sidebar	3,880.00/month

Advertising format job vacancy ad	Components	Further information	Price in €
Job vacancy "Basic"	text, company logo	see page 27	845,-/month
Job vacancy "Plus"	Text, Firmenlogo, Banner	see page 27	1,055,-/month
Job vacancy "Premium"	Text, Firmenlogo, Banner, Video	see page 27	1,215,-/month

Advertising format business directory	Further information	Price in €
Company entry standard	business directory, see page 26	free of charge
Company entry plus	business directory, see page 26	530.00/year
Company entry premium	business directory, see page 26	795.00/year

Types of advertising content marketing packages

We are offering content marketing packages from as little as € 5,685.-. Please contact us about this type of advertising: bettina.landwehr@huethig.de
We will gladly put together an effective package that is tailored to your needs.

Advertising format newsletter	Format	Price in €
Newsletter / Sponsoring ad	650 x 60 pixels (jpg, png, gif ²) and link	1,220,-/issue
Newsletter / Content ad, positions 1 and 2	650 x 150 pixels (jpg, png, gif ²) and link	1,240,-/issue
Newsletter / Content ad, positions 3 to 8	650 x 150 pixels (jpg, png, gif ²) and link	1,180,-/issue
Newsletter / Text ad, positions 1 and 2	image: 190 x 100 pixels (jpg, png), text: max. 330 characters and link	1,240,-/issue
Newsletter / Text ad, positions 3 to 8	image: 190 x 100 pixels (jpg, png), text: max. 330 characters and link	1,180,-/issue
Newsletter / Rectangle	300 x 250 pixels (jpg, png, gif ²) and link	1,245,-/issue
Standalone newsletter	HTML (inline CSS), format (width): 660 pixels or text, image (jpg, png) and links	7,795,-/issue

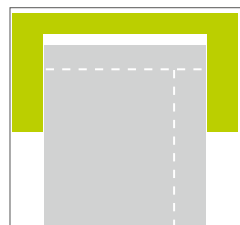
Note: Animated gifs may not be displayed correctly in all e-mail services.
Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros exclusive of applicable VAT.

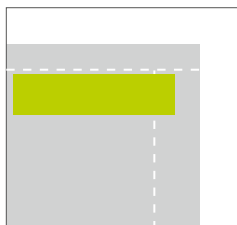
Advertising and Editorial Dept.: Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Internet: www.elektro.net

1 Banner formats

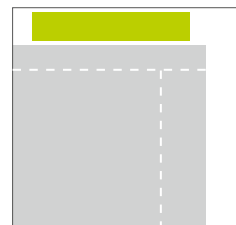
You can book a large variety of different banner formats on elektro.net. Whether an animated gif or an HTML5 banner, the choice is yours. The banner sizes are always displayed within the total rotation, with a maximum of two additional advertising partners in this placement. Your campaign will be billed at the monthly fixed-price rate. The minimum booking period is four weeks.



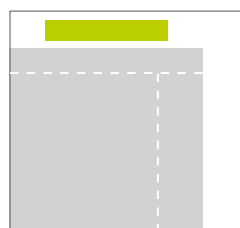
Fireplace ad
Format: 980 x 90 pixels (Leaderboard) and 160 x 600 pixels (Wide Skyscraper, left and right)
Price/month: € 8,695.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



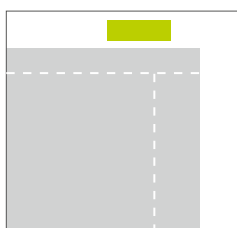
Billboard ad
Format: 800 x 250 pixels
Price/month: € 8,980.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



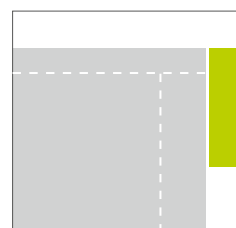
Superbanner
Format: 728 x 90 pixels
Price/month: € 3,130.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



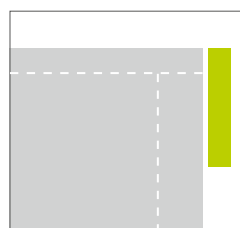
Full-size banner
Format: 468 x 60 pixels
Price/month: € 1,590.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



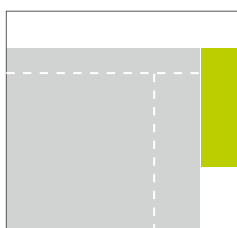
Half-size banner
Format: 234 x 60 pixels
Price/month: € 1,185.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



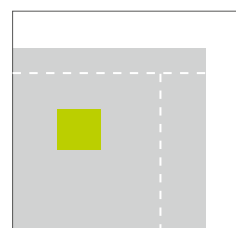
Wide Skyscraper
Format: 160 x 600 pixels
Price/month: € 3,440.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



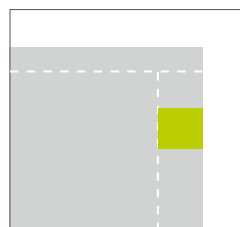
Skyscraper
Format: 120 x 600 pixels
Price/month: € 3,130.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



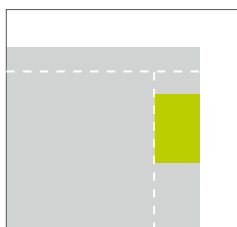
Sticky-Sidebar
Format: 200 x 600 pixels
Price/month: € 3,330.–
File type: HTML5/redirect-code
File size: max. 150 Kb



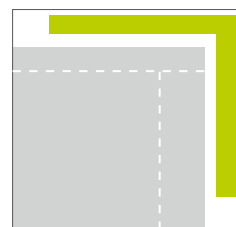
Content ad
Format: 300 x 250 pixels
Price/month: € 3,510.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



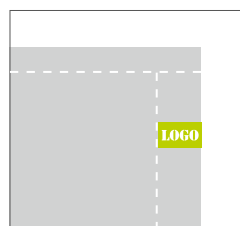
Rectangle
Format: 300 x 250 pixels
Price/month: € 3,275.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



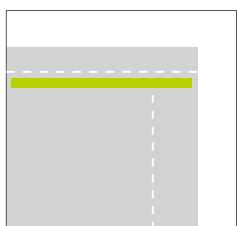
Halfpage ad
Format: 300 x 600 pixels
Price/month: € 3,565.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



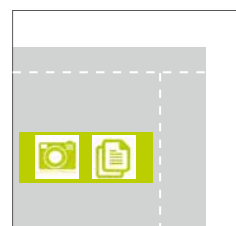
Wallpaper
Format: 728 x 90 pixels and max. 160 x 900 pixels
Price/month: € 4,760.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



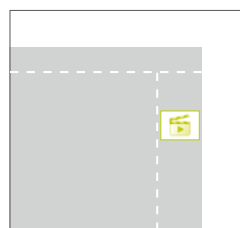
Partner site button
Format: 300 x 120 pixels
Price/month: € 1,955.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



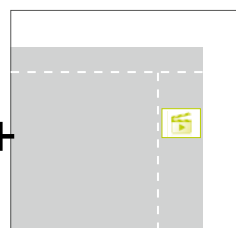
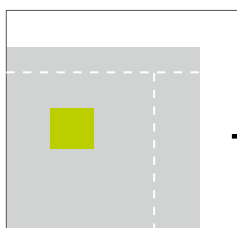
Sponsoring button
Format: 870 x 30 pixels
Price/month: € 4,165.–
File type: jpg, gif, png, HTML5
File size: max. 150 Kb



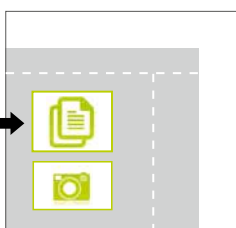
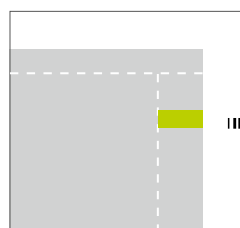
Sponsored Post
Format: HTML content page, supply of content as Word doc., max. 5 images as png or jpg. Appears in third position of the news on the homepage after which archiving on the page for at least 1 year
Price: € 3,425.–



Company video / Specials
Format: 620 x 350 pixels
Price per video / run-time 12 months: € 9,295.–
File type: mp4, max. 5 minutes, Youtube, Vimeo



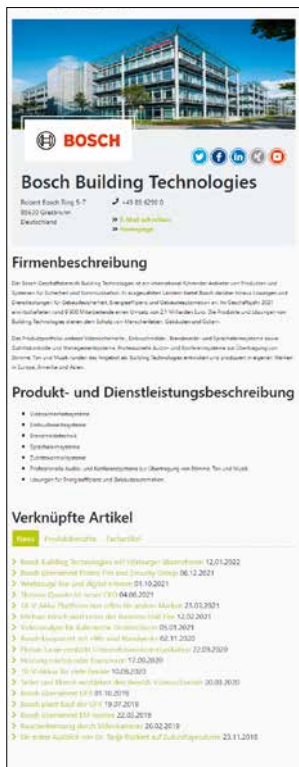
Combination: Video + Content ad
Format video: mp4
Format content ad: 300 x 250 pixels
Price video: € 9,295.–/year
Price content ad: € 2,960.–/month (optionally available extra monthly)



Microsite / Specials
Content: Text, video, link, document (optional)
Price/month: € 1,545.–
The microsite is promoted via a logo (150 x 150 pixels) and text (max. 50 characters) in the sidebar in overall rotation.

All prices in Euros exclusive of applicable VAT.

Advertising and Editorial Dept.: Hühig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Internet: www.elektro.net



Business Directory

Also take advantages of online placements: Showcase your business with a company entry seen by your industry. An entry in our business directory ensures a constant presence when your customers are conducting research. All company entries can be updated and amended by you at any time.

Plus package: € 530.–*

Create your company profile and also manage your product portfolio, product groups and social media channels. Optionally with logo, profile picture, link to your website, online statistics and more.

Premium package: € 795.–*

In addition to your company profile and your product portfolio, you can also add image galleries, corporate videos or a company portrait or create links to sales offices and branches.

*Duration: 1 year

	Standard	Plus	Premium
Your company profile is displayed as a relevant search result	✓	✓	✓
E-mail contact	✓	✓	✓
Address information	✓	✓	✓
Manage your product portfolio, product groups and social media channels		✓	✓
Phone and fax numbers		✓	✓
Link to your website		✓	✓
Company logo		✓	✓
Profile picture		✓	✓
Online statistics		✓	✓
Highlighted among search results		✓	✓
Image gallery			✓
Company portrait			✓
Link to sales offices or branches			✓
Additional information as file			✓
Integrate company videos			✓
Price for an entire year	free	€ 530.–	€ 795.–

All prices in Euros exclusive of applicable VAT.

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Job market

The elektro.net job market gives you the opportunity to find first-class technical and executive personnel.

Price/month:

Job vacancy ad “Basic” € 845.–

Job vacancy ad “Plus” € 1,055.–

Job vacancy ad “Premium” € 1,215.–

Delivery deadline:

5 business days prior to publication

What we need from you:

- Company logo as gif, tif or jpg
- Brief statement of where the logo should be placed
- Advertising text as doc, rtf or pdf
- Complete address for the applicants, possibly e-mail or web address

Facts – Advertisement content

- Company logo
- Job description
- Contact
- Link to website

	Basic	Plus	Premium
Duration	30 days	30 days	60 days
Your ad will appear in the editorial newsletter	✓	✓	✓
Personal point of contact	✓	✓	✓
Updated ads every 15 days	✓	✓	✓
Social media boost		✓	✓
CI-banner in the ad		✓	✓
Top jobs placement (highlighted)			✓
Integration of the corporate video			✓
Price	€ 845.–	€ 1,055.–	€ 1,215.–

Optional: Extension of the subscription by 30 days

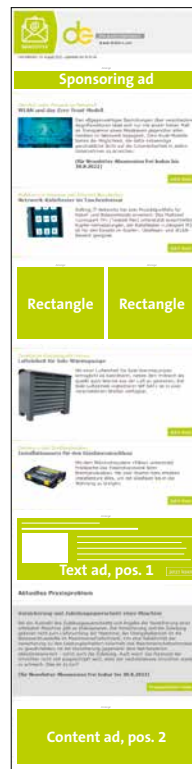
10 % combo discount on a print ad in the job openings section of the trade journal de – das elektrohandwerk

All prices in Euros exclusive of applicable VAT.

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- 1 **Name:** elektro.net-Newsletter
- 2 **Profile in brief:**
Our newsletter is sent to 18,024¹ subscribers every Tuesday and some weeks also on Thursdays – and the trend is steadily increasing. In addition to the latest news, new product presentations and editorial specialist articles are presented by channel.
- 3 **Target group:**
Owners, managers and executives from the electrical trades; planners, engineers, and technicians; factory electricians; industrial electrical specialists in industry, in power utilities, and in the public sector; staff in electrical wholesaling.
- 4 **Frequency:** **1 - 2x per week (Tuesdays or Thursdays)** and newsletter for the relevant trade fairs
- 5 **Editorial Contact:** Michael Wanner, Editor online
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- 6 **Contact for Online Advertising:** Bettina Landwehr, Head of Sales
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- 7 **Data delivery:** Jessica Kunz
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enet-dispo@huethig.de
- 8 **Delivery deadline:** 10 business days prior to publication
- 9 **Dispatch dates** (the dates in **bold** indicate special trade fair or single-topic newsletters):

Jan. 7, 2025	Mar. 11, 2025	Apr. 29, 2025	July 1, 2025	Sep. 11, 2025	Nov. 18, 2025
Jan. 14, 2025	Mar. 13, 2025	May 6, 2025	July 8, 2025	Sep. 16, 2025	Nov. 20, 2025
Jan. 21, 2025	Mar. 18, 2025	May 8, 2025	July 15, 2025	Sep. 18, 2025	Nov. 25, 2025
Jan. 28, 2025	Mar. 20, 2025	May 13, 2025	July 22, 2025	Sep. 23, 2025	Dec. 2, 2025
Feb. 4, 2025	Mar. 25, 2025	May 15, 2025	July 29, 2025	Sep. 30, 2025	Dec. 9, 2025
Feb. 6, 2025	Apr. 1, 2025	May 20, 2025	Aug. 5, 2025	Oct. 7, 2025	Dec. 16, 2025
Feb. 11, 2025	Apr. 3, 2025	May 27, 2025	Aug. 12, 2025	Oct. 14, 2025	
Feb. 18, 2025	Apr. 8, 2025	June 3, 2025	Aug. 19, 2025	Oct. 21, 2025	
Feb. 20, 2025	Apr. 15, 2025	June 10, 2025	Aug. 26, 2025	Oct. 28, 2025	
Feb. 25, 2025	Apr. 22, 2025	June 17, 2025	Sep. 2, 2025	Nov. 4, 2025	
Mar. 4, 2025	Apr. 24, 2025	June 24, 2025	Sep. 9, 2025	Nov. 11, 2025	



Sponsoring ad
650 x 60 pixels (jpg, png, gif²) and link
€ 1,220.–/issue

Rectangle
300 x 250 pixels (jpg, png, gif²) and link
€ 1,245.–/issue

Text ad
image: 190 x 100 pixels (jpg, png)
text: max. 330 characters and link
► positions 1 and 2: € 1,240.–/issue
► positions 3 to 8: € 1,180.–/issue

Content ad
650 x 150 pixels (jpg, png, gif²) and link
► positions 1 and 2: € 1,240.–/issue
► positions 3 to 8: € 1,180.–/issue

¹ publisher's claim, July 2024

² Note: Animated gifs may not be displayed correctly in all e-mail services. Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros exclusive of applicable VAT.

Advertising and Editorial Dept.: Hühlig GmbH, Hultschiner Str. 8, D-81677 München, Phone +49 89 2183-8988, Internet: www.elektro.net

Standalone Newsletter

You have the option to send a standalone newsletter to all registered subscribers. The newsletter will be sent in the name of your company and will contain 100% customer content. The standalone newsletter can link to more detailed information on your company website or to integrated customer content within elektro.net.

Publication:

The frequency of the standalone newsletter is strictly limited. Detailed information available on request.

Format:

660 pixels

File type: HTML (inline CSS) or as text and image (jpg, png) separately

Number of characters: +/- 3,000


Number of graphics: max. 5

Number of links: max. 5

Publishing details with CEO

Price: € 7,795.- / issue


All prices in Euros exclusive of applicable VAT.



The advertisement features the Schneider Electric logo at the top left, with the tagline 'Life is On'. The main headline reads 'Schaltanlagenbau wird mit Schneider Electric digital'. Below this is a photograph of a woman in a green uniform working on a complex electrical switchgear assembly. The text below the photo discusses the benefits of digitalization in switchgear construction, mentioning 'digitale Schaltanlagen' and 'Smart Panels'. It lists benefits such as higher flexibility, acceleration of work processes, gapless data transfer, and networking of software tools. The bottom of the ad asks 'Was bedeutet Digitalisierung im Schaltschrankbau?' and includes a small inset photo of a man looking at a control panel.

Life is On | Schneider Electric

Schaltanlagenbau wird mit Schneider Electric digital



Lassen Sie den lästigen Papierkram hinter sich und schalten Sie auf den digitalen Schaltanlagenbau um. Das sorgt nicht nur für effizientere und schnellere Prozesse, gut für die Umwelt ist es auch noch.

Benefits der Digitalisierung im Schaltanlagenbau


In Fabrikhallen und hinter Gebäudefassaden werden die vielfältigen Möglichkeiten digitaler Schaltanlagen schon seit längerer Zeit geschätzt. Denn bestückt mit intelligenten Technologien sowie vernetzten and IoT-fähigen Komponenten, zählen sie sich in puncto Verfügbarkeit, Zuverlässigkeit, Energieeffizienz, Nachhaltigkeit und Zukunftssicherheit enorm aus.

Zudem sind innovative Schaltanlagen wie etwa die Smart Panels von Schneider Electric als wichtiger Bestandteil einer modernen, stabilen Energieverteilung unverzichtbar. Und nicht zuletzt durch die in Einklang mit der Digitalisierung in schnellen Schritten fortschreitende Elektrifizierung verzeichnen sie einen enormen Bedeutungs- und entsprechenden Nachfrageschub.

Es eröffnen sich zunehmend mehr Möglichkeiten, die Prozesse zu optimieren und die Kundenanforderungen zu bedienen. Daraus ergeben sich folgende Benefits:

- Höhere Flexibilität
- Beschleunigung von Arbeitsprozessen
- Lückenlose Datenübertragung
- Vernetzung verschiedener Software-Tools

Was bedeutet Digitalisierung im Schaltschrankbau?



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Other digital forms of advertising

Are you looking for **more creative ideas and effective options**, than the digital forms of advertising presented in the media data so far, such as social media boosters, native post ads, white papers, various content marketing ideas, etc.?

For an initial overview, download the **Mediawelt Online 2025 PDF** from our website: www.elektro.net/mediabereich



Our entire sales team (see page 32) is also available to you at any time and will advise you in detail on packages and individual products.

Trend Forums
 Specials
 Banners
 Content-Marketing
 Standalone Newsletters
 Newsletter
 Whitepaper
 Native Post Ad
 Sponsored
 Advent calendar
 E-Learning-Shorties
 Digital Business Directory
 Target Group Intensifier
 Recruitment
 Social Media Booster

Offprints

Have you already thought about using offprints as an advertising medium?

With an offprint from one of our renowned trade journals, you have the opportunity to draw the attention of your customers and business partners to your products and services in a cost-effective and effective manner – printed or as an online PDF.

We would be happy to make you an offer for this special form of advertising, which can also include an individual design of the offprint. For example, it is possible to insert your company logo and your address. But it is also possible to supplement the offprint with your advertising motifs, your delivery program or your field service contacts without any problems.

We look forward to your enquiry.

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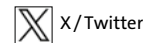
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