

elektor



Elektor Magazine

Elektor Websites

Elektor.POST

**Media Kit
2014**

Your  ticket for

24/7 contact with over
300,000 electronics engineers
in more than **80** countries

Reach the hearts and minds of the members of the Elektor community

Elektor is the world's broadest multimedia platform for every engineer with a boundless passion for electronics. A platform that reaches over 300,000 people in more than 80 countries, with a steadfast reputation built up over more than half a century.

The global, active Elektor platform offers you a wealth of options for contacting electronics developers and designers, and we are always happy to help you – not only with proven standard solutions, but also and especially with tail-ored solutions. Let us show you how we can make our USPs work to your advantage.



How Elektor brings your organization in contact with our joint target groups

- ✓ **Elektor Magazine: our monthly haymaker – in print and online**
Elektor Magazine is published both in print and online in English, Dutch, German and French, with a jumbo issue in the winter and summer. Spanish and Portuguese only digital. Elektor Magazine is primarily a paid subscription magazine. Your advertisement in combination with our top-class editorial
- ✓ **Elektor.POST: weekly inspiration in over 185,000 mailboxes**
Our digital newsletter Elektor.POST appears weekly in Dutch, English, Portuguese, Spanish, German and French. It is succinct, stimulating, amusing and informative – no wonder the circulation keeps on rising. We already have over 185,000 e-mail addresses, and the opening rates are above average.
- ✓ **Elektor Websites: 24/7 contact with electronics engineers and designers**
You can reach anyone and anywhere you want 24/7 through Elektor.com, Elektor.nl, Elektor.de, Elektor.fr, Elektor.es and Elektor.pt, as well as the Elektor Magazine websites Elektor-magazine.com, Elektor-magazine.de, Elektor-magazine.nl and Elektor-magazine.fr. You determine in advance how many views you want to attain in each country, in all possible combinations. Let the statistics dance!



ELEKTOR MAGAZINE

Publication dates 2014

Issue	Reservation deadline	Copy deadline	Publication date
1&2 / 2014	03 Dec 2013	10 Dec 2013	08 Jan 2014
03 / 2014	28 Jan 2014	04 Feb 2014	26 Feb 2014
04 / 2014	25 Feb 2014	04 Mar 2014	26 Mar 2014
05 / 2014	25 Mar 2014	01 Apr 2014	23 Apr 2014
06 / 2014	22 Apr 2014	29 Apr 2014	21 May 2014
7/8 / 2014	27 May 2014	03 Jun 2014	25 Jun 2014
09 / 2014	22 Jul 2014	29 Jul 2014	20 Aug 2014
10 / 2014	19 Aug 2014	26 Aug 2014	24 Sep 2014
11 / 2014	23 Sep 2014	30 Sep 2014	22 Oct 2014
12 / 2014	21 Oct 2014	28 Oct 2014	19 Nov 2014
1&2 / 2015	02 Dec 2014	09 Dec 2014	07 Jan 2015



Individual rates

	Regular issue				Jumbo issue			
	1/1	1/2	1/3	1/4	1/1	1/2	1/3	1/4
English <i>(print run 23,000)</i>	1,824	1,110	900	720	2,100	1,260	1,050	810
France <i>(print run 15,000)</i>	1,256	889	779	532	1,557	935	963	663
Germany <i>(print run 35,000)</i>	2,790	1,655	1,271	1,033	3,477	2,086	1,581	1,275
Netherlands <i>(print run 11,000)</i>	2,089	1,372	1,158	924	2,607	1,564	1,437	1,143

Note: Bulk discounts apply in case of contracts, multiple placements or multiple countries.

Dimensions (mm)

	Portrait	Landscape
1/1 page	185 x 254	
1/2 page	89 x 254	185 x 124
1/3 page	59 x 254	185 x 80
1/4 page	89 x 124	185 x 59
Full page bleed	207 x 276	
<i>+ 5 mm trim on all sides)</i>		
Safe Print Area	200 x 270	



185 x 254

207 x 276
+5 mm

89 x 254

185 x 124

59 x 254

185 x 80

89 x
124

185 x 59

ELEKTOR ONLINE

Website:		
Dimensions (in pixels)		
Leaderboard	728 x 90	
Drop-down Leaderboard	728 x 180	
Skyscraper	120 x 600	
Banner	468 x 60	

Views websites

	Views per maand(*)
Elektor.com	342,000
Elektor.nl	191,000
Elektor.fr	408,000
Elektor.de	493,066

	Views per maand(*)
Elektor-magazine.com	55,196
Elektor-magazine.nl	30,058
Elektor-magazine.fr	22,517
Elektor-magazine.de	82,338

On flat-rate basis

With a flat-rate basis you have a position on one or more Elektor websites for a period of one month. This is subject to fixed rates with a maximum number of views per month. The rates are site dependent.

Monthly rates for websites (flat rates in euros)

	Maximum views per month	Leaderboard	Drop-down Leaderboard	Skyscraper	Banner
Elektor.COM	61,000	2,620	3,175	1,965	1,315
Elektor.NL	43,000	1,825	2,285	1,375	915
Elektor.FR	47,000	2,025	2,530	1,525	1,015
Elektor.DE	98,000	4,185	5,235	3,145	2,095

	Maximum views per month	Leaderboard	Drop-down Leaderboard	Skyscraper	Banner
Elektor-magazine.COM	11,000	500	610	400	275
Elektor-magazine.NL	6,000	300	350	220	175
Elektor-magazine.FR	4,500	210	250	175	125
Elektor-magazine.DE	16,000	750	930	575	400

Elektor.POST



Dimensions (in pixels)

Weekly newsletter:

Main Header	650 x 124
Banner	650 x 83
Spotlight (image)	170 x 232

Weekly rates for Elektor.POST (in euros, less VAT)

	Main Header	Banner	Spotlight
UK/ROW	915	685	595
Netherlands	530	400	345
Germany	835	625	540
France	370	290	250

Elektor.POST subscribers

	Number	Opening%
UK/ROW	64,603	20%
Netherlands	26,911	43%
Germany	52,151	37%
France	28,467	30%

The Elektor Network



Contact

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