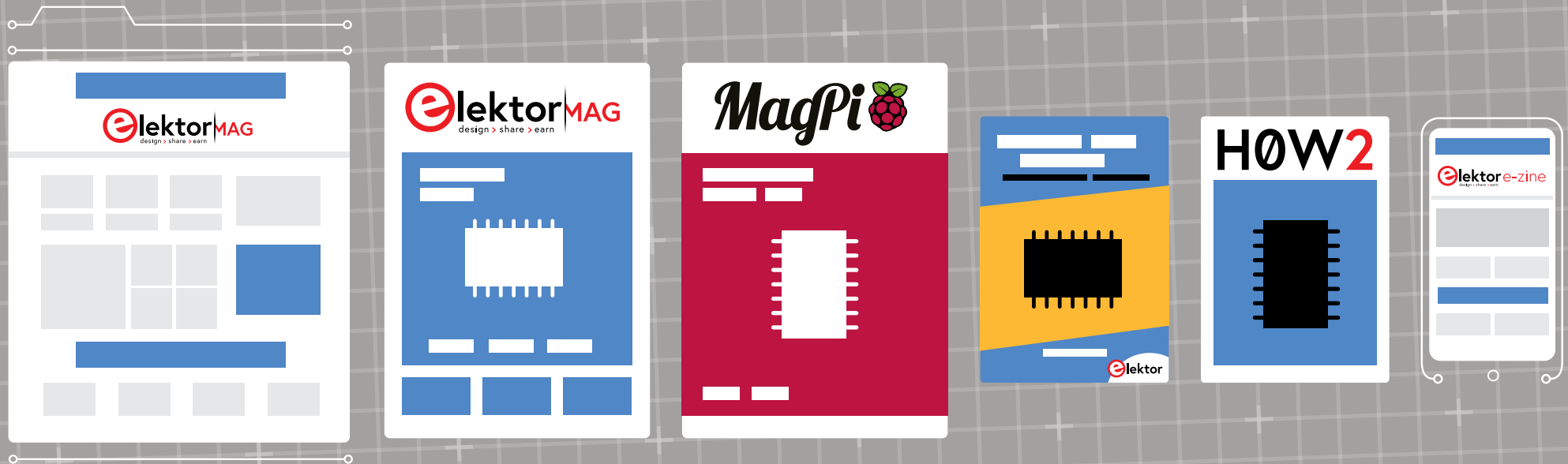


Elektor

Media Kit 2024



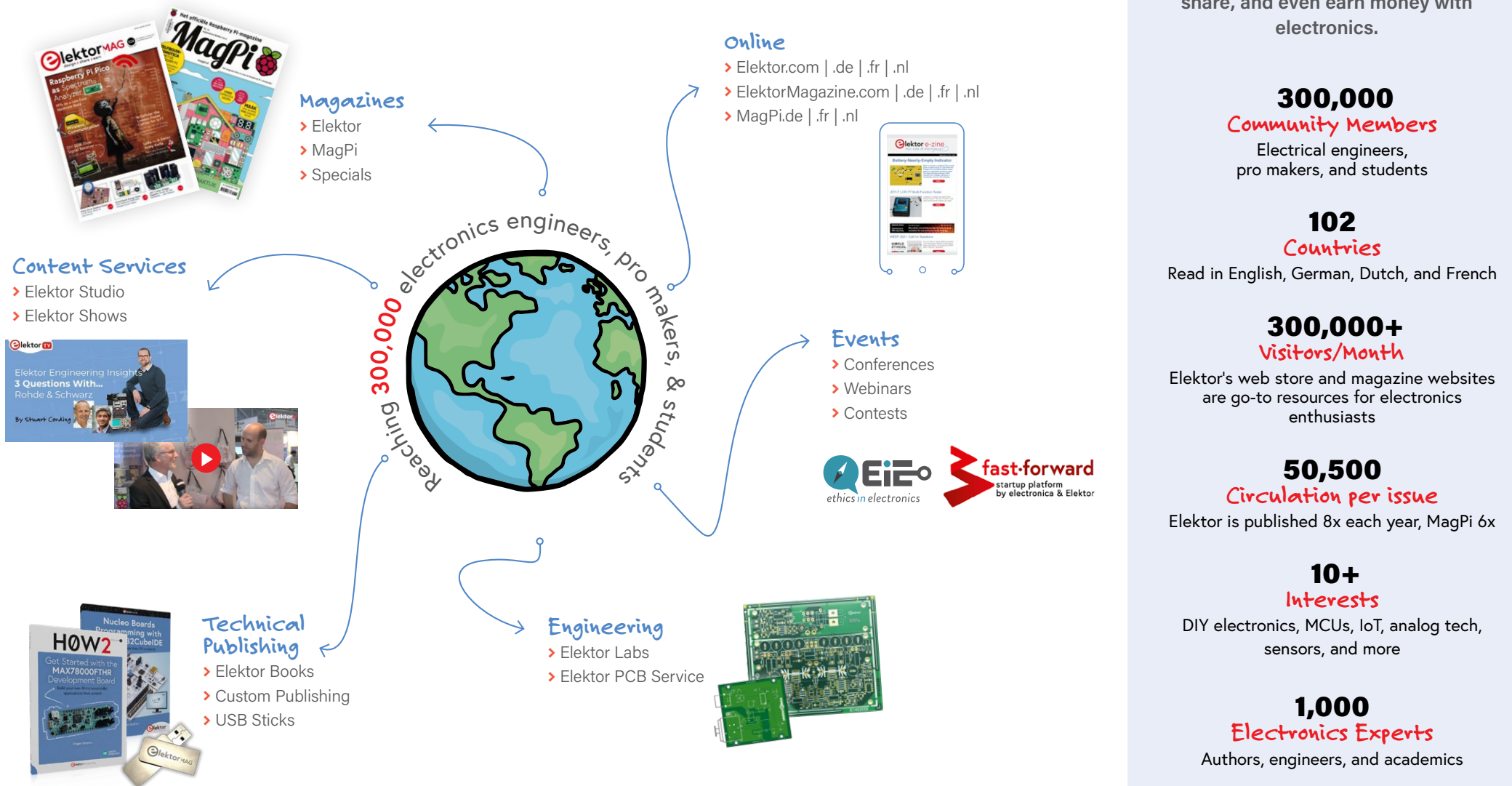
Elektor facilitates a community of over 300,000 engineers, pro makers, and students eager to increase their knowledge, advance their skills, and share their passion for electronics.

LET'S WORK TOGETHER >



We Are **Elektor** International Media

Elektor is a leading source of essential information and solutions within electronics for engineers, pro makers, students, and the companies seeking to engage them. Our broad palette of marketing and branding solutions helps electronics brands to generate valuable attention and leads, and to drive sales quickly, effectively and affordably.



Igniting the Industry

Elektor helped launch the first wave of electronics makers in the 1960s.

Since then, our global community has grown by hundreds of thousands of active members and more than 1,000 contributing experts. Every day, we inspire new members to design, share, and even earn money with electronics.

300,000
Community Members

Electrical engineers, pro makers, and students

102
Countries

Read in English, German, Dutch, and French

300,000+
Visitors/Month

Elektor's web store and magazine websites are go-to resources for electronics enthusiasts

50,500
Circulation per issue

Elektor is published 8x each year, MagPi 6x

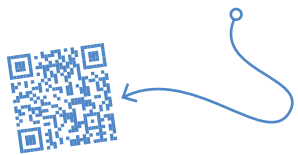
10+
Interests

DIY electronics, MCUs, IoT, analog tech, sensors, and more

1,000
Electronics Experts

Authors, engineers, and academics

Elektor Magazine



www.elektormagazine.com/magazine

Elektor Magazine is powered by an active community of e-engineers – from students to professionals – who are passionate about designing and sharing innovative electronics. For them, we publish hundreds of inspiring items a year, in formats such as articles, videos, webinars, and courses. Each edition of Elektor Magazine features practical DIY projects, in-depth product reviews, impressive interviews and interesting background articles. Anything to meet the electronics needs of our target audience!

Without denying our origins, it can be said that Elektor has evolved into much more than the magazine publisher that brought us fame. With more than 4.5 million electronics enthusiasts visiting us each year alone, that hardly needs explanation. Still, even after more than sixty years, the magazine remains a fixture in our range of media.

The Most Committed Engineers

Elektor is there for the most committed electronics enthusiasts, an audience largely

made up of passionate engineers, many of whom are also active in the electronics industry. We are proud of the involvement and loyalty of our readers, almost all of whom pay for their membership themselves. This is clearly reflected in the significant number of home addresses to which we are proud to send our publications.

Great selection for creative marketing

We offer an extensive selection of options for you to engage with this remarkable community. Our products range from traditional online and print advertising to in-depth editorials and successful webinars. We can support your campaign by offering you our products, but we really excel when we are asked to create creative campaigns! Do you want more exposure for your company, product or service, to generate valuable conversions with content marketing, or get engineers to use your hardware? Elektor Helps!

In this media kit, we show you what we can do for you. Feeling inspired? Don't hesitate to contact us.

Best regards,

Margriet Debeij & BÜsra Kas.

71%

Pro Engineers

Many readers are trained to be professional engineers

46%

Decision Makers

Readers hold decision-making positions at work

63%

University degrees

34% bachelors, 23% masters, and 6% PhDs

Elektor Magazine

Themes & Calendar 2024

In each of the eight issues of Elektor Magazine, in addition to the existing content, our editors pay attention to a current electronics theme. To this end, we also work closely with companies to offer additional insights and knowledge.

The theme is covered in all our media channels for two months, giving you as a player in that segment many opportunities to highlight your message.

You can find our themes and schedule below:

	Theme	Deadlines		
	Elektor Magazine	Editorial/PR	Advertisements	Publication
Jan. - Feb.	Power Electronics	27.11.2023	18.12.2023	10.01.2024
March - April	Embedded & AI	01.02.2024	21.02.2024	09.03.2024
Trade Show Edition *	Embedded & AI	08.03.2024	25.03.2024	03.04.2024
May - June	Test & Measurement	04.04.2024	24.04.2024	11.05.2024
July - August	IoT & Sensors	30.05.2024	19.06.2024	06.07.2024
Summer Circuits	Dozens of Circuits	04.07.2024	24.07.2024	10.08.2024
Sept. - Oct.	Wireless Communications	01.08.2024	21.08.2024	07.09.2024
Nov.- Dec. **	Production & Components	03.10.2024	23.10.2024	09.11.2024
Guest edition	Guest themed	31.10.2024	20.11.2024	07.12.2024
Jan. - Feb. 2024	T.B.D.	05.12.2024	18.12.2024	11.01.2025

Please reserve space ultimately one week before editorial deadline

* coincides with embedded world Nuremberg

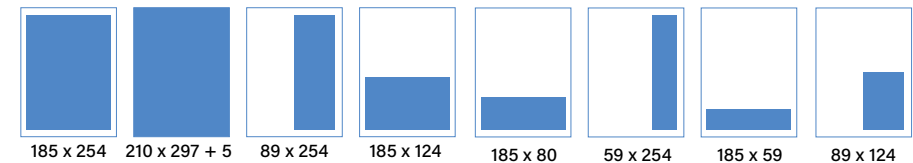
** coincides with electronica Munnich

The integrated Elektor Industry section provides clients with a platform to get their message across in an editorial fashion. This can take different forms, including interviews, white papers, or product reviews. Our editors actively contribute ideas to help you achieve the right balance between commercial interests and editorial integrity. Contact our team for more information on options and pricing.

Advertisements in 2024

Advertising in our magazine ensures lasting impact. Our magazine has a high percentage of readers and many save their Elektor Magazine for years! Please find the available standard sizes and rates for each language issue below.

Edition	Circulation	1/1 page	1/2 page	1/3 page	1/4 page
Dutch	6,500	1,570 €	981 €	654 €	490 €
English	14,000	3,381 €	2,114 €	1,409 €	1,056 €
French	12,500	2,625 €	1,641 €	1,094 €	820 €
German	17,500	4,106 €	2,566 €	1,710 €	1,283 €



Note: all dimension in mm.

For 1/1 side bleed + 5 mm trim on all sides. Safe Print Area: 200 x 287 mm



Elektor is an important media partner for Würth Elektronik: online, offline and – this is the unique feature of Elektor – a creative team to set up applications and solutions for electronic practice. The publications are highly appreciated by professional and hobby engineers.

Mathias Kalmbach Würth Elektronik eiSos

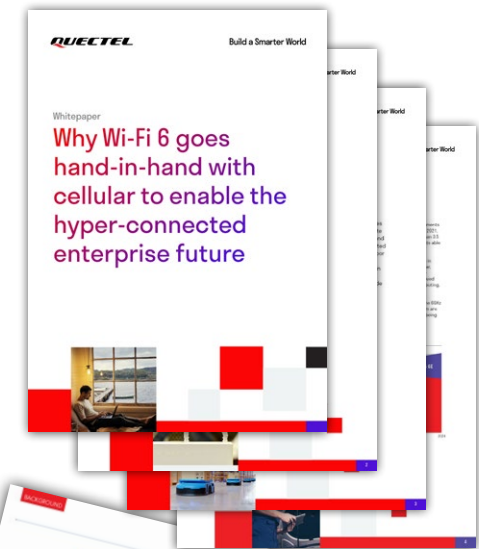
Elektor Magazine

Increased attention with themes

Each issue of Elektor Magazine is enriched by 30 to 40 percent thematic content within which we zoom in on trending and high-profile topics in the electronics landscape. We support these themes in all our media. For two months, themes are supported and additionally highlighted on a large scale by our editors and external thought leaders. This includes:

- additional engaging editorial online articles
- in-depth white papers
- interactive webinars
- focus in our YouTube streams
- exciting lab projects
- inspiring Elektor books and e-books
- latest news and press releases
- or even specific courses at the Elektor Academy

During these intensive two months, your message reaches an audience of hundreds of thousands of engineers and designers. Does your message fit perfectly with one of this year's Elektor themes? Generate additional impact for your product or service during the theme period! Consider a customized package that fully meets your needs and goals.



Don't hesitate to contact us today for more information or to put together your unique package.



Elektor regularly offers completely free downloadable online bonus editions that are downloaded up to 80,000 times by exactly the right target group. Here again, the creative possibilities are unprecedented and highly impactful!

Elektor Magazine



A Belly Wrap

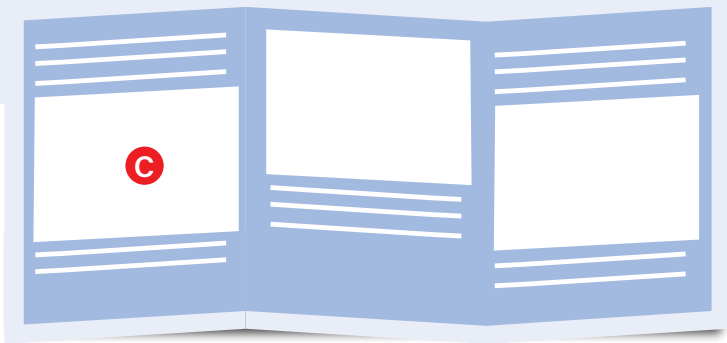
Using a belly wrap around the magazine is an effective way to get your message in front of our readers. A belly wrap is the first thing people see when they pick up the magazine. Because they have to remove the wrap to open the magazine, they are highly likely to notice your ads on both the front and back.

B Cover Flap

Cover flaps are stapled to and partially wrap around the magazine cover. They are great for late-breaking or last-minute information such as upcoming events and conferences. Typically covering about ½ of the vertical image on both the front and back cover, these highly visible vehicles naturally have great design potential.

C Triptych Cover

A triptych as a cover has visual appeal! With its eye-catching layout and ability to tell your story or message, it attracts attention, arouses curiosity, and encourages readers to scroll through and read the accompanying editorial. Do you want to distinguish yourself and bring your product or service to the attention of our readers in a striking way? Our Art Director is happy to work for you to express your message in a creative and unique visual way.



Contact us for
our rates!



As a Canadian company, Elektor has helped us tremendously to gain a foothold in Europe and continues to support us on our growth journey! They are truly a cornerstone in the world of electronics. Their dedication will continue to inspire students, engineers and innovators for years to come.

Katarina Ilić Voltera

Elektor Magazine

Custom Edition

Over the past three years, Elektor has launched the unique, successful new format of Guest Edited Editions. At the invitation of the editors, an intensive collaboration has been established with influential players such as SparkFun, Arduino, and Espressif. In 2024, inspired by the success of these editions, we will offer an exciting new concept in the form of Elektor mini Magazines: Your own guest-edited message included with Elektor Magazine in print and digital versions.

An Elektor mini Magazine is always an extra edition of 64 A5 pages. Although the Elektor brand is also strongly represented, you as a customer have more control over the contents and have the final say on editorial production.



Since the Elektor mini Magazine is a bonus for our members, we offer a little more flexibility in the editorial formula. This does not mean that you will not be advised on the best design and editorial choices. Our team of professionals provides guidance throughout the process, ensuring real added value and an ideal fit between your brand and our audience.



Elektor plays a crucial role as an Arduino partner. Together, we work on increasing our influence within the community of pro makers and engineers. We ensure that the Arduino platform is introduced to a new audience through a diverse and engaging range of content.

David Cuartielles Arduino.cc

Elektor Circuit Special

Participate in a classic edition!

The Circuit Special, also known as the Bumper Summer Issue, made its return in 2022. With 140 pages full of clever circuits, small projects, and useful tips & tricks for every engineer, pro maker, and student, this well-loved magazine has always been a favorite that sells well on newsstands worldwide.

A tribute to the passion for electronics, this special edition features circuits from experts, community members, and partners. Nothing works better as a branding strategy than presenting practical projects in the hands of engineers. Showcase your best or most interesting projects with a (double) page in the most popular Elektor magazine of the year!

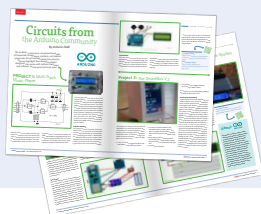
Of course, only a limited number of positions are available, and they must always be approved by our editors. Our experts are happy to work with you to select the best work.

The Circuit Edition will be accompanied by an extensive marketing campaign centered on a **free digital bonus edition!** This generates thousands of additional downloads and optimizes the visibility of the paid version.

Summer Circuits 2024 Timeline

	Theme	Deadlines		
	Elektor Magazine	Editorial/PR	Advertisements	Publication
Circuit Special	Dozens of circuits	04.07.2024	24.07.2024	10.08.2024

Please reserve space ultimately one week before editorial deadline



See Page 4 for rates and dimensions.



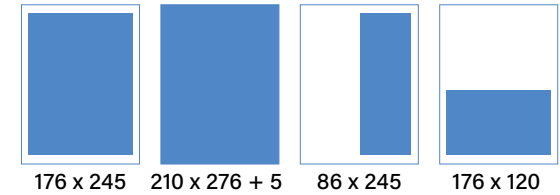
MagPi Magazine



Raspberry Pi:
Your tiny
desktop computer



MagPi is the only official magazine of the Raspberry Pi Foundation. This magazine specifically targets users of the world's smallest computer. Elektor is the publisher of the German, Dutch, and French editions of MagPi Magazine, all published six times a year. MagPi features the latest projects, product reviews, and news related to Raspberry Pi. It is an indispensable resource for anyone using the world's most popular development board.



Note: all dimension in mm.
For 1/1 side bleed + 5 mm trim on all sides.
Safe Print Area: 200 x 287 mm

MagPi Calendar 2024

MagPi Magazine	Reservation	Deadline Material	Publication Date
MP1 / 2024	03.12.2023	09.12.2023	26.12.2023
MP2 / 2024	08.02.2024	14.02.2024	02.03.2024
MP3 / 2024	11.04.2024	17.04.2024	04.05.2024
MP4 / 2024	06.06.2024	12.06.2024	29.06.2024
MP5 / 2024	08.08.2024	14.08.2024	31.08.2024
MP6 / 2024	10.10.2024	16.10.2024	02.11.2024
MP1 / 2025	07.12.2024	13.12.2024	30.12.2024

MagPi Advertising Rates 2024

Edition	Circulation	1/1 page	1/2 page
German	17,000	1,530 €	918 €
Dutch	5,000	450 €	270 €
French	14,000	1,260 €	756 €

Package Price 1/1 Page in all editions: 2,150 €
Quantum discounts are available

Websites and Newsletters

MagPi has a website, monthly newsletters and social media channels in three languages

Package Deal

Place your ad simultaneously in the three language editions and benefit from attractive discounts.

Contact us for
online options!

Elektor Books & Custom Publishing



www.elektormagazine.com/custom-publishing

In IEEE's annual Pulse of Engineering Survey, both experienced engineers and millennials in the electronics industry say that books are the most important source for maintaining and expanding their skills, more so than in other industries.

With more than six decades of experience publishing books for engineers, Elektor Publishing has built a solid reputation. The yearly production of around 25 new books, ranging from trending topics to deep dives into niche subjects, keeps the catalog up to date.

Our publishers offer three formats in which to participate or benefit from this source of in-depth knowledge:

A. The Elektor HOW2 Series

The Elektor HOW2 series is a set of custom books crafted by Elektor's professional authors. The series is promoted on third-party platforms, such as Amazon, and is available in bookstores. Our team can customize books based on their expertise and available materials from your company, such as white papers or manuals.

B. Hardware bundles

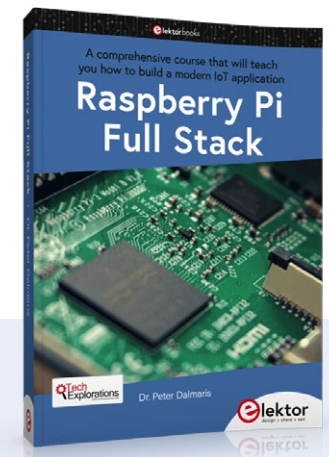
Some books in the Elektor catalog require hardware for experimentation and hands-on experience in addition to theoretical knowledge. Elektor can bundle your hardware and ship it together with the books. We can also develop custom bundles with beautiful boxes combining Elektor books and your hardware.

C. Name sponsorship

A relatively simple but effective way to connect your brand to a certain topic is through sponsorship. Adding your logo on the cover of the books, combined with reference in the content, can position your brand at the front of engineers' minds when reading about the topic. A possible added value is for you to make the price of the book as attractive as possible.

Want to know more?

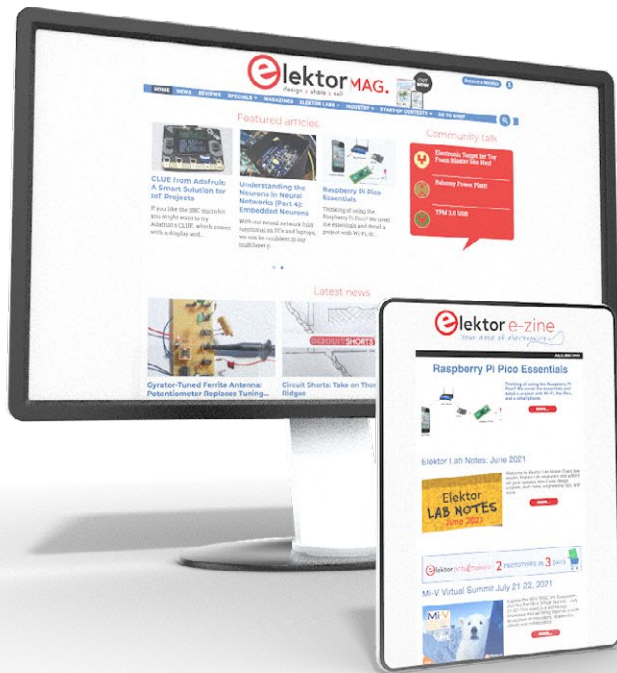
Ask about these creative and affordable options!



The reason why Elektor books are very popular is because they have been written by engineers for engineers.

Dogan Ibrahim Elektor's bestselling author

Elektor Online



Elektor has an active online presence, which is rapidly expanding on multiple social media platforms, including Facebook, Instagram, X, LinkedIn, and YouTube. We are in daily contact with engineers through these channels.

Our team is ready to work with you to develop smart multimedia campaigns that generate new sales as well as valuable leads, all within your budget.



Collaboration with Influencers

In recent years, Elektor has focused on increasing its presence on high-reach platforms and we have expanded our collaboration with influencers.

This allows us to offer you interesting new models to increase the impact of your campaigns.

Elektor online: in detail

Average per month	Unique Visitors Magazine Website	Impressions Magazine Website	Unique Visitors Store Website	Impressions Store Website
.NL	10,272	39,706	18,045	78,142
.COM	55,251	160,171	29,728	107,364
.FR	11,468	41,158	14,790	67,278
.DE	29,478	102,825	22,980	116,318

Elektor Social: in numbers

Facebook	51,200+
Instagram	9,300+
X	19,300+
LinkedIn	5,500+
YouTube	29,700+



Elektor is a reliable information platform for engineers and electronics enthusiasts. Over the years of collaboration between tme.eu and Elektor we have created many interesting projects, both in print and online. We can sincerely recommend Elektor as a media partner.

Marta Dudzińska Transfer Multisort Elektronik Sp. z o.o.

Elektor Online

Extend the reach of your campaign by featuring your message on one of our banner positions. We offer different sizes on both our Store websites and our magazine websites.

Prices are available on a CPM basis (cost per 1000 views) or upon request based on a fixed price per month.

Would you like more information? Don't hesitate to contact us.



Banner sizes

Magazine Websites	Size in Pixels
Main Header	728 x 90
Rectangle	336 x 280
Leaderboard	728 x 90



Banner sizes

Store Websites	Size in Pixels
Main Header	875 x 320
Rectangle	336 x 280
Leaderboard	728 x 90

CPM

Place your banners on a cost per thousand (CPM, 5000 impressions minimum).

Banner Type	Per 1,000 Impressions
Main Header	100 €
Rectangle	70 €
Leaderboard	80 €

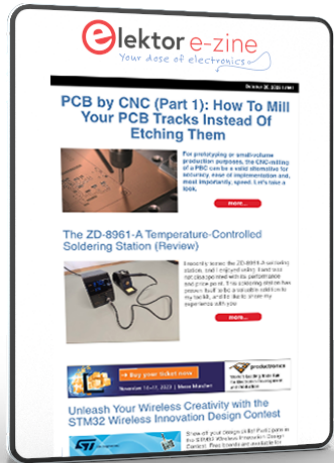
Online and international 24/7

127,500+
Members
Elektor e-zine
(.COM, .DE, .NL, .FR)

300,000+
Visitors/month
Elektor websites
(.COM, .DE, .NL, .FR)

115,000+
Followers
Elektor's Social Media
X f in @ YouTube d

Elektor Newsletter e-zine



view an e-zine



Elektor's widely read newsletter (e-zine) is a highly appreciated medium. The newsletter is based on an actively maintained, GDPR-proof mailing list, which is evidenced by our above-average open rates.

Elektor's mailing list is the most effective conversion tool at our disposal. From our own experience, our mailings have an average threefold conversion rate when compared to other forms of exposure.

The newsletter goes out to electronics engineers every Friday and is packed with tech insights, product news, in-depth interviews with thought leaders in the electronics industry, and more.

Use Elektor's Conversion Machine!

Published in four languages, our e-zines offer multiple ways to segment your message.

Banner Ads

Get your message across via an e-zine header or banner ad.

Native Content

With a Native Content item, you place your own article and image on the Elektor website. The title, image and a short introductory text are included in the newsletter with a link to the article on our website.

Specs Native Content

- > Title: max. 50 characters (incl. spaces)
- > Introduction text: max. 250 characters (incl. spaces)
- > Body text: approx. 400 to 500 words
- > Image: min. 600 pixels wide and 400 pixels high (if larger, please use same ratio)

Themed Newsletters

Theme	Date
Power Electronics	19.01.2024
Embedded & AI	08.03.2024
Embedded World	05.04.2024
Test & Measurement	17.05.2024
SMT/PCIM/Sensor + Test	07.06.2024
IoT & Sensors	12.07.2024
Circuits	16.08.2024
Wireless Communications	13.09.2024
Security	11.10.2024
Production & Components	08.11.2024
Espressif ESP32 & ESP8266	13.12.2024



Banner sizes

Main Header	650 x 95 pixels
Full Banner	610 x 90 pixels

e-zine facts

127.500+
members

Read in English, Dutch,
German, and French

34,57%
Average open rate
Impressive open rates
in every language version

Language	Subscribers	Open rate	Main Header	Full Banner	Native Content
Dutch	14,300	42%	508 €	413 €	1,271 €
English USA	9,000	26%	191 €	155 €	477 €
English ROW	51,900	25%	955 €	776 €	2,386 €
French	18,400	33%	449 €	365 €	1,124 €
German	26,400	45%	942 €	766 €	2,356 €
Italian	3,200	39%	350 €	300 €	950 €
MagPi	4,300	55%	175 €	150 €	295 €

Partnermailing (EDM)



View a partner mailing



Take advantage of the success of the Elektor mailing list! Send our subscribers a mailing with your own look and feel, entirely dedicated to your information and/or products. Elektor formats the newsletter with your text and images. We then send them to a selection of addresses at a set time.

Selected audience, bigger results

Our readers are curious not only about our content, but also about relevant content from our partners. Thanks to a targeted approach, partner mailings often have even higher open rates than our editorial newsletter. White papers and in-depth background articles on new developments are particularly well read.

Partner Mailing Rates 2024

Design and Selection	350 €
CPM (Cost Per Mille)	350 €

Minimum purchase of 5,000 addresses.

For purchase >10,000, CPM 325 €
+ no Design and Selection costs

Lay-Out and Selection

We provide you with our expertise for the design and technical set-up of the mailing. For the design and selection of e-mail addresses, we charge a fixed fee, which is waived for a volume of 10,000 addresses. Two selection criteria are included by default and we can apply additional criteria by agreement. Our client team is ready to advise you on the possibilities and the lessons learned in previous campaigns.

Specs Partner mailing

- Ready to use HTML file (width: 600 pixels) or
- Text(Word)+Image(s) (600 x 400 pixels jpeg, png, gif)

Our 100% GDPR Proof Reach

Language	Subscribers
Dutch	12,987
English USA	7,483
English ROW	48,044
French	16,267
German	22,160
Italian	3,185



Elektor addresses exactly the customer groups and topics that are also in our focus. Their professional, flexible editors consistently create positive cooperation, which makes Elektor the media partner of choice for us.

Thomas Rottach Siglent Technologies Germany

Elektor Webinars

Elektor produces webinars for electronics innovators seeking to improve their technical skills, discover new products, and understand complex engineering concepts. Our webinars offer companies the opportunity to generate new business with enthusiastic electrical engineers and makers interested in topics such as embedded systems, IoT, and programming.

Some benefits of an Elektor webinar:

- Direct engagement with international engineers.
- High-quality actionable leads from registrants.
- Great platform to promote your products and services.
- Present your company's thought leaders.
- Deliver key messages and position your brand.
- Gather valuable feedback.
- Impactful promotion included.
- Content can be used in marketing campaigns.

We offer the following three options:

- Recorded webinar based on existing content
- Live webinar based on existing content
- Customized webinar

1. Recorded webinar based on existing content

When existing content is already available, Elektor can transform it into an engaging webinar for our audience. We adapt the video material to appeal to a new and wider audience. An illustrative example can be found here:

www.youtube.com/watch?v=HTNN5E-926A

We raise awareness of the webinar through international promotion:

- Publication of the webinar on our magazine websites.
- A mention in our newsletters (German, English, Dutch and French).
- Publication of the video after the webinar on social media (Facebook and YouTube).

Cost of international webinar promotion package: 6,000 €

2. Live webinar based on existing content

We have found that live and interactive webinars based on previous content have a more powerful effect. These webinars build on previous presentations and are given by an expert from your company, with an Elektor editor providing professional guidance.

View some examples here:

www.elektormagazine.com/webinars

This live webinar is recommended as an interactive bundle. Even though it is based on existing material, we aim for an engaging experience in which participants can ask the engineers questions both during and after the broadcast.

We will bring attention to this webinar through international promotion in the following way:

- A short article about the online event on our magazine websites.
- Publication of this article in our international newsletters.
- Listing in the event calendar on the international magazine websites.
- Banners on our websites and in our newsletters.
- Campaign on Facebook.

Cost of the international live webinar: 9,500 €



*More information?
Download the flyer here
or contact us.*



Elektor Webinars

3. Customized webinar

For a completely new and customized webinar, our engineers work closely with your team. Together, we determine the content, such as technical tutorials, product reviews, panel discussions, and more.

We promote this webinar internationally in the following ways:

- A guest article or interview on the topic of the webinar on the 4 magazine websites.
- Publication of the guest article as native content in the 4 international newsletters.
- Listing in the event calendars on the 4 international magazine websites.
- Banner promotion on the 4 websites and in all 4 editorial newsletters.
- Posts on Social media.
- A special partner mailing to (a part of) the Elektor database, consisting of approximately 124,000 engineers.

Bonus: In support of this campaign, Elektor invests 5% of the total campaign amount in a paid promotion on Facebook.

Registration:

To participate in the webinar, participants simply need to register - quickly, free of charge, and in compliance with GDPR regulations. Elektor provides a convenient registration page and attractive banners. After the webinar, we are happy to share the collected e-mail addresses with you.

Hosting & Broadcast:

We make sure the additional content fits your business seamlessly. Our chosen platform for the webinar is Clickmeeting.

Cost of the customized live webinar: 12,500 €

Extensive international promotion

We enthusiastically distribute your webinar to our readers through international promotion, including our magazine websites, newsletter, paid and unpaid social media, online banners, and an editorial (depending on your chosen package).

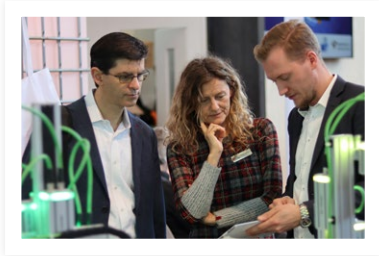
Are you looking to generate new leads, carefully deliver your message, and highlight your company's technical expertise? A webinar is the ideal way to achieve these goals.



Elektor Webinars in detail

Webinar	Registrations	Attendees
Charging Batteries from Solar	1.131	522
Hello FPGA	795	367
ARM Cortex-M Architecture	664	310
Introduction to Solid-State Lighting	504	175
Linux Graphics using the Ensemble Graphics Toolkit	503	213

Events & Competitions

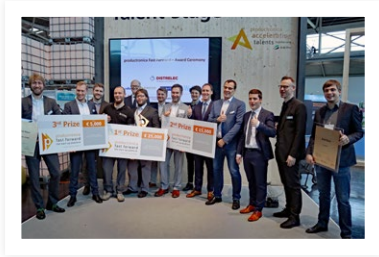


Elektor organizes several events to facilitate the community even better. These events contribute to innovations and knowledge sharing within the industry.

FFWD

In cooperation with Messe München, we are organizing an international startup and design competition. Three selected startups will be offered a large part of our booth (>250 m²) to present their technology/services, combined with a forum where we will bring extraordinary speakers to the stage. The startups have a chance to win a marketing budget of €50,000.

The Fast Forward Startup Awards are organized for the largest electronics event in Europe: 'electronica'. In 2024, the 8th edition of FFWD will take place!

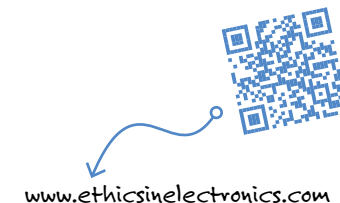


ethics in electronics

Another event close to our hearts is ethics in electronics. This event focuses on our industry's transition to a more ethical future, in which best practices from the industry are combined with knowledge from international experts.

During electronica 2024 (November 12-15 in Munich) the third edition of the annual ethics in electronics Forum (EiE) will take place. This Forum, organized by the Amsterdam based Lenthe Foundation, is initiated by Elektor, Elektronik Praxis and Messe München as the founding partners. We are looking for permanent partners to join forces and develop this event further.

Elektor offers various sponsorship opportunities for both events. For example a recommendation or a name sponsorship. We would be happy to help you think about a set-up that meets your objectives.



www.ethicsinelectronics.com

Elektor TV Shows



Elektor Engineering Insights

Elektor Industry Insights is a new and exciting stream initiative that Elektor is growing and is receiving great feedback from within the industry. Presented by **Stuart Cording** (That Electronics Guy) the show is a discussion with industry experts and thought leaders on trending topics as well as real engineering challenges and solutions.

www.elektormagazine.com/elektor-engineering-insights

Entry Package:

500 € for banner (1920x180 pixels) displayed at the bottom of the video + mentioning in the show and link in the description

Elektor LabTalk

Anyone passionate about DIY electronics, embedded programming, or engineering theory, can join Elektor's lab and editorial staffers on the new Elektor LabTalk show. This is where our engineers share engineering tips, plan future electronics projects, discuss Elektor Magazine and answer community questions.

www.elektormagazine.com/elektor-lab-talk



In 2022 the new Elektor Academy courses were well received. We will continue on this path in 2024 with more courses for engineers that wish to enhance their electronics skills. A wide range of topics will be produced or can be produced for our clients. They will feature on Elektor's new course platform and can be sponsored or be made freely available on your company's behalf.

www.elektormagazine.com/elektor-academy



Stay informed and join our YouTube channel Elektor TV

www.youtube.com/c/ElektorIM



Elektor Showcase

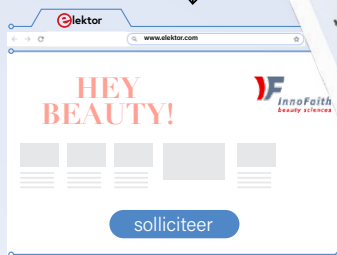
Unique Recruitment Approach

Targeted at the huge group of engineers with a latent interest in a new job.

Inspiring those people that usually are **not visiting job sites**.

Using **creative campaigning** to reach a large source of **loyal professionals**.

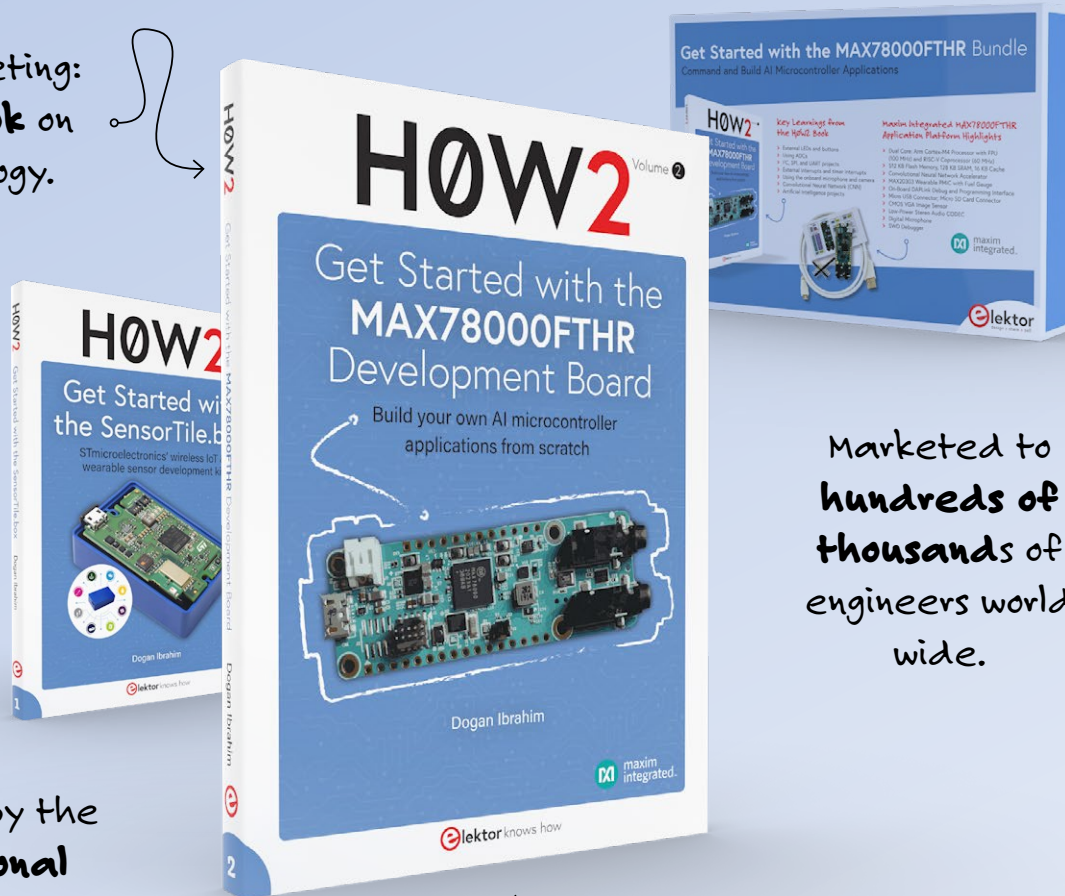
Tailor made **content marketing campaigns** based on a trusted relationship.



Elektor Showcase

HOW2 - Custom Editorial Manuals

Content Marketing:
a custom book on
your technology.



Created by the
professional
experts of
Elektor.

Example Maxim Integrated

- 1 Distributed to books stores, Amazon and Elektor.
- 2 Sold thousands of times
- 3 As a book and as a nice kit with hardware
- 4 Impactful and hands on knowledge

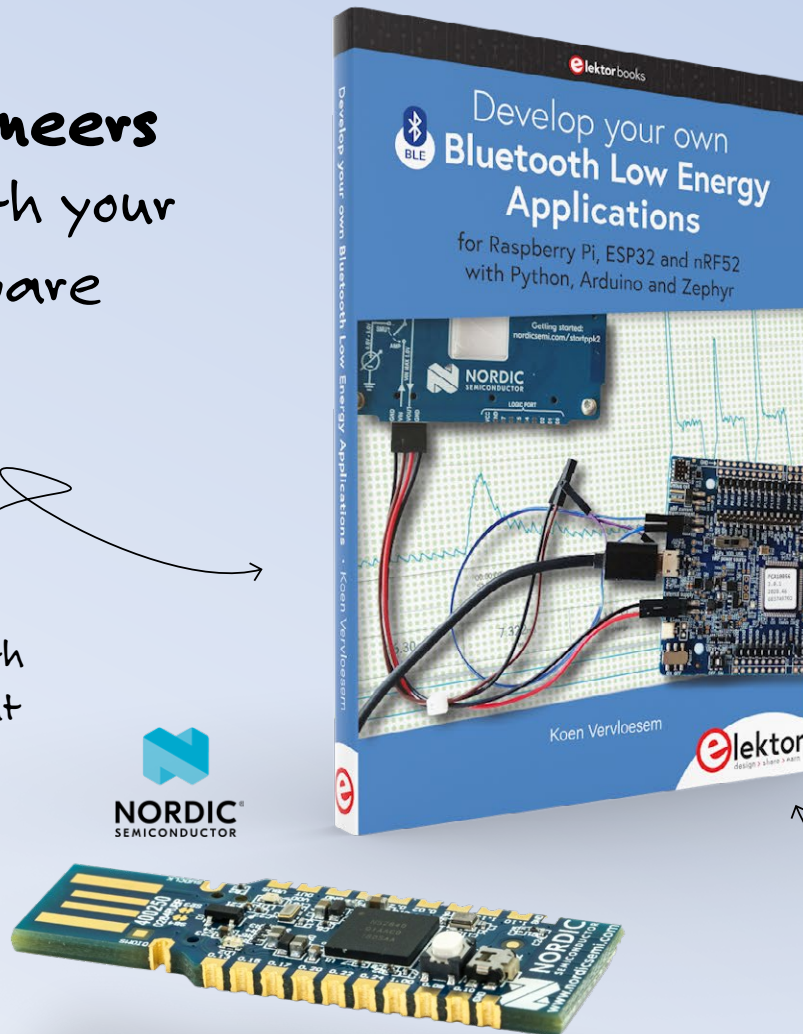
Marketed to
hundreds of
thousands of
engineers world
wide.

Elektor Showcase

Bundles - Your Hardware + our Books

Let engineers
learn with your
hardware

Bundle your
hardware with
Elektor content



Example Nordic Semiconductor

- 1 A great **new Elektor book** by Koen Vervloesen
- 2 On Bluetooth Low Energy Applications
- 3 Now available with a free Nordic **nRF52840 Dongle**
- 4 And the **logo** of Nordic Semiconductor **on the cover**
- 5 Available in **bookstores**, at **Elektor** and 3rd party platforms like **Amazon**

The best way to
create **hands on**
experiences with
impact!

Elektor Showcase

Guest Edited Elektor Magazine



An Exclusive Editorial Invitation

- 1 A **collaboration** with the editors of Elektor Magazine
- 2 Creating a **one of a kind** magazine in 4 languages.
- 3 Showing **existing** work in a **unique** new way
- 4 Creating **exclusive** new **content** with the editors of Elektor
- 5 Only on our **editors invitation**.
- 6 Could **your company** be next? 



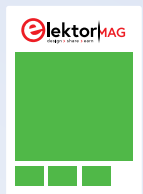
Elektor Showcase

Featured Hardware - Your HW in our Projects

Promoted to sell in the Elektor network (resellers and Elektor Store).



Making unique projects featuring your hardware for Elektor Magazine



Kit production and assembly by the Elektor experts

Co-create with the engineers of Elektor LAB.



Example Würth + Elektor LISN

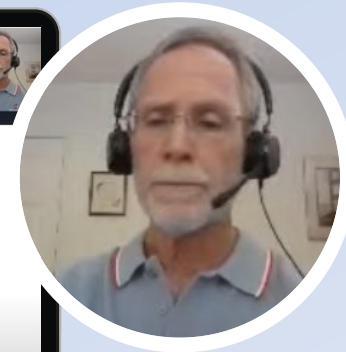
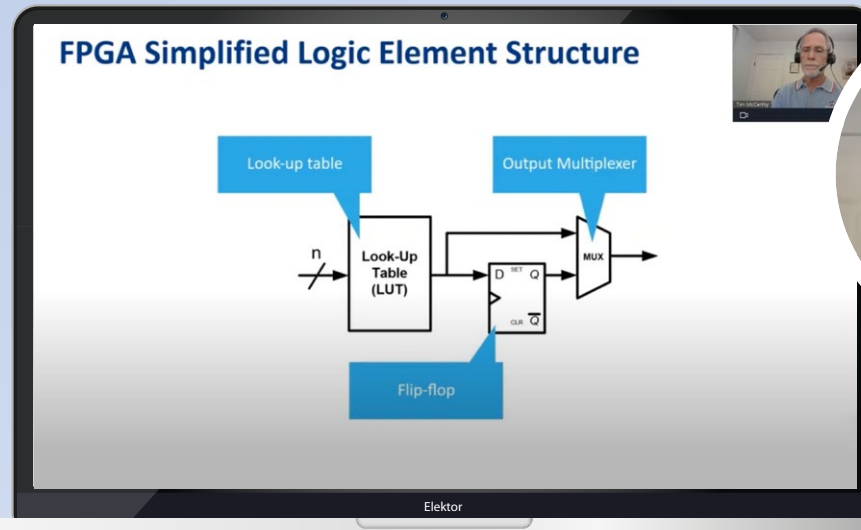
- 1 A Würth and Elektor LAB design
- 2 Published online and in print in 4 languages
- 3 Featuring Würth components
- 4 Marketed to 120.000 engineers
- 5 Resulting in a bestseller in stores

Elektor Showcase

Webinars - Impact & Reach

Fully produced by
Elektor, or,...

...offering your existing
webinars a **huge new
audience** to your
existing webinars!



Moderated and
hosted by Elektor
in a great system!

100's of attendees
and 1000's of views
via YouTube

Like Microchip:
796 registered &
shared leads

GDPR Proof!



Contact us

We hope you have been inspired by the diversity and possibilities Elektor has to offer you in 2024. We are looking forward to starting or renewing our cooperation and are convinced we will be able to serve your every need.

Looking for something more out of the box? Contact our team. As much as we are convinced of our listed products, there is nothing we like more than a custom challenge! The following teams are at your service.

Editorial Team

Elektor's talented Editorial Team ensures the quality of our content and oversees the translation processes for our magazines, online channels, design projects, and books. The multi-lingual team includes engineers and journalists that understand the art of capturing your message in the tone of voice of Elektor.

Elektor Labs Team

Our Labs engineering team comprises designers and developers who are highly skilled in electronics design, prototyping, programming, and product management. The team produces electronics kits, boards

and bundles that excite and educate engineers, pro makers, and students worldwide.

Elektor Client Team

Elektor's global Client Team manages your advertising and marketing campaigns, and will collaborate with the Elektor Studio team to deliver custom multimedia content in support of all client initiatives. Our team delivers smart advertising and marketing solutions that enhance our customers' competitiveness in the marketplace. Whether you need a traditional ad campaign or a custom content marketing program, our Client Team is at your service!



Erik Jansen
Managing Director
M +31 6 5397 7594
E erik.jansen@elektor.com



Margriet Debeij
Director Operations
T +49 241 9550 91 74
M +31 6 3807 8029
E margriet.debeij@elektor.com



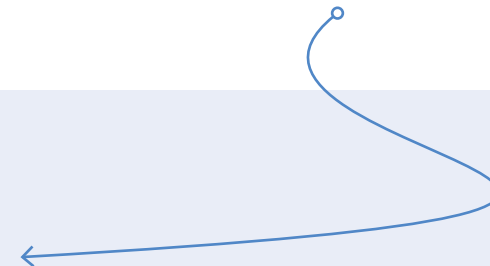
Büsra Kas
Client Manager
T +49 241 9550 91 78
M +49 175 199 40 29
E busra.kas@elektor.com



Raoul Morreau
Media Coordination
M +31 6 4403 9907
E raoul.morreau@elektor.com



Jens Nickel
Editor in Chief
Elektor Magazine
E jens.nickel@elektor.com



United Kingdom

78 York Street
London
W1H 1DP
United Kingdom
T: +44 20 7692 8344

Germany

Lukasstraße 1
52070 Aachen
Germany
T: +49 241 955 09-190
F: +49 241 955 09-013

Netherlands

Postbus 11
6114 ZG Susteren
T: +31 46 43 89 444
F: +31 46 437 01 61

France

c/o Regus Roissy 1 Rue de la Haye
BP 12910
95731 Roissy CDG Cedex
France
T: +33 149 192 619
F: +33 149 192 237

United States

270 Farmington Ave.
Farmington CT 06032
United States
T: +1-860-335-9348

Elektor Media Kit 2024

