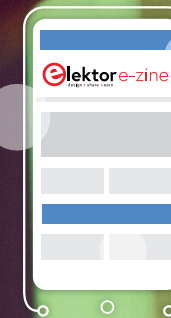
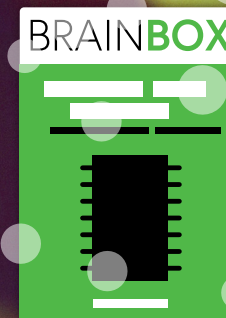
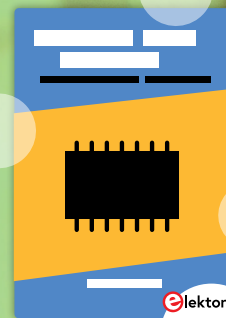


Elektor Media Kit 2025



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.

300,000

Community Members
Electronics engineers,
pro makers, and students

Magazines

- > Elektor Mag
- > Specials

Events

- > Conferences
- > Webinars
- > Contests

Online

- > Elektor.com | .de | .fr | .nl
- > ElektorMagazine.com | .de | .fr | .nl

47,600

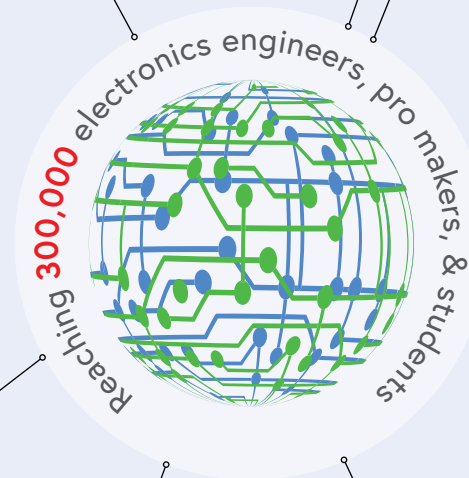
Circulation per issue
Elektor Magazine subscribers
pay > €100 per year

380,000+

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

102

Countries
Read in English, German,
Dutch, and French



1,000

Electronics Experts
Authors, engineers, and
academics

10+

Verticals
Embedded & AI,
Test & Measurement,
IoT & Sensors,
Power & Energy,
and more

Content Services

- > Elektor Studio
- > Elektor Shows

Technical Publishing

- > Elektor Books
- > Custom Publishing
- > USB Sticks

Engineering

- > Elektor Labs
- > Elektor PCB Service

Igniting the Industry

Elektor helped launch the first wave of electronics makers in **1961**. 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.

Elektor's Acquisition of eeNews Europe: Expanding Our B2B Reach

We are pleased to announce that Elektor has acquired European Business Press (EBP), a prominent publisher in the B2B electronics sector. This strategic move brings renowned titles such as eeNews Europe and ECI News under the Elektor International Media umbrella.



The acquisition enhances our position in the B2B space by adding a specialized platform with over 60,000 profiles of industry professionals, offering Elektor clients unparalleled access to this engaged audience. While both EBP and Elektor will maintain their current teams and business continuity, the collaboration between our two companies promises new opportunities for growth, innovation, and strengthened industry influence.

As we integrate eeNews Europe into Elektor's portfolio, we aim to leverage mutual strengths, particularly in traffic and database expansion, while continuing to serve our shared community of engineers, decision-makers, and professionals across Europe.

For more details on eeNews Europe and the opportunities it offers, we invite you to explore the eeNews EuropeMedia Kit.

www.eenewseurope.com/en/media-kit/



Elektor: A Magazine and Beyond

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!



www.elektormagazine.com/magazine



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,

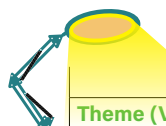
Simone Ciolek & BÜsra Kas



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

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

Each theme aligns with one of the key verticals consistently featured on our websites. During the two-month publication period, the theme is promoted across all our media channels, offering you, as a key player in the industry, ample opportunities to showcase your products and message. Additionally, for each themed edition, we produce a **free bonus issue** of the magazine (see next page). These bonus editions are distributed through a dedicated themed newsletter and have proven highly popular, with some exceeding 100,000 downloads. A complete overview of the themes is available in the schedule below.



	Theme (Vertical)	Deadlines		
		Editorial/PR	Advertisements	Publication
Jan - Feb	Power & Energy	05.12.2024	18.12.2024	11.01.2025
March - April*	Embedded & AI	30.01.2025	19.02.2025	08.03.2025
May - June	Test & Measurement	03.04.2025	23.04.2025	10.05.2025
July - August	IoT & Sensors	29.05.2025	18.06.2025	05.07.2025
Circuit Special	Circuits & Circuit Design	03.07.2025	23.07.2025	09.08.2025
Sept - Oct	Wireless & Communications	31.07.2025	20.08.2025	06.09.2025
Nov- Dec **	Prototyping & Production	02.10.2025	22.10.2025	08.11.2025
Guest- Edited Edition	Guest themed	30.10.2025	19.11.2025	06.12.2025
Jan - Feb 2026	Power & Energy	04.12.2025	21.12.2025	10.01.2026

Please reserve space ultimately one week before editorial deadline

* coincides with embedded world Nuremberg

** coincides with productronica Munich

Elektor Industry

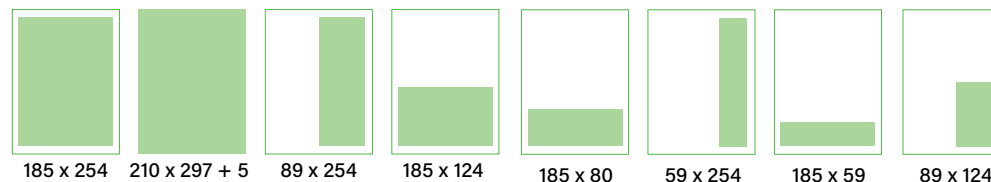
The integrated Elektor Industry section provides clients with a platform to get their message across in an editorial fashion. This can take different forms, including interviews, white papers, or product reviews. Our editors actively contribute ideas to help you achieve the right balance between commercial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



Advertisements

Advertising in our magazine ensures lasting impact. Strategically place your brand and products in front of qualified readers looking for high-quality, electronics-related solutions. Please find the available standard sizes and rates for each language issue below.

Edition	Circulation	1/1 Cover Page	1/1 Page	1/2 Page	1/3 Page	1/4 Page
Dutch	8,350	\$1,925	\$1,675	\$1,050	\$695	\$525
English	11,250	\$4,145	\$3,600	\$2,250	\$1,500	\$1,125
French	10,000	\$3,215	\$2,795	\$1,750	\$1,165	\$875
German	18,000	\$5,030	\$4,375	\$2,735	\$1,825	\$1,370



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



According to IPS data, Elektor is one of the few paid magazines in this market to see an increase in sales, demonstrating the effectiveness of our more focused distribution strategy.



Over the past two years, Elektor has successfully implemented its new Vertical Strategy; a comprehensive approach that immerses our audience in specific topics year-round and ensures focused editorial coverage across all our media at strategic moments throughout the year.

Constant Focus, Timely Impact

This strategy allows us to amplify the attention dedicated to our featured topics. Online, we continuously update these topics with in-depth background stories, practical learning materials, and exclusive interviews with industry leaders, ensuring sustained engagement.

In our timely media, such as magazines and newsletters, we strategically highlight these featured topics at peak moments, providing our audience and clients with the optimal opportunity to engage when interest is highest.

Each issue of Elektor Magazine is infused with approximately 40% themed content, where we delve into trending and high-profile topics in the electronics landscape. These themes are promoted across all our media channels for two months, receiving extensive support from our editors and engineers during this period. Our efforts include:

- › A themed edition of our magazine
- › An interactive editorial webinar with sponsorship opportunities
- › Themed focus in our streams and videos
- › Specific lab projects
- › A new themed book or e-book release
- › Emphasis on learning materials like courses and white papers
- › A free downloadable bonus edition, attracting tens of thousands of downloads
- › Dedicated themed newsletter to 138,000 engineers
- › Comprehensive social marketing, both organic and paid

These two months offer an optimal window to amplify the impact of your product or service in the field. Our specialized vertical teams ensure the momentum continues on our online Topic pages, where focus remains throughout the year.

Reach out to our team to explore customizable packages designed to fully meet your needs and goals.

BONUS EDITIONS	Theme (Vertical)	Editorial PR	Advertisements	Publication
Jan-Feb	Power & Energy	23.12.2024	14.01.2025	17.01.2025
Mar-Apr	Embedded & AI	19.02.2025	11.03.2025	14.03.2025
May-Jun	Test & Measurement	23.04.2025	13.05.2025	16.05.2025
Jul-Aug	IoT & Sensors	18.06.2025	08.07.2025	11.07.2025
Circuit Special	Circuits & Circuit Design	23.07.2025	12.08.2025	15.08.2025
Sep-Oct	Wireless & Communication	20.08.2025	09.09.2025	12.09.2025
Nov-Dec	Prototyping & Production	22.10.2025	11.11.2025	14.11.2025
Guest-Edited Edition	t.b.d.	19.11.2025	09.12.2025	12.12.2025

Bonus Editions

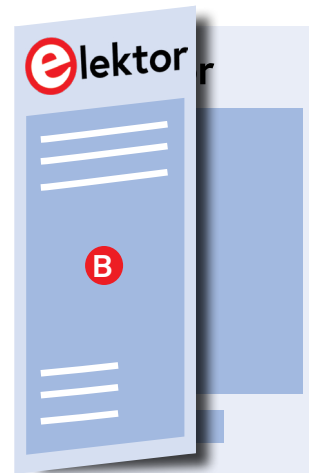
One of the cornerstones of our marketing efforts is the dedicated Bonus Edition—a downloadable PDF that is extensively promoted across Elektor and eeNews Europe media, our social channels, and through collaborations with influencers and partners. These editions remain available year-round on our online Topic pages, ensuring ongoing visibility and engagement.

Several of these Bonus Editions have achieved over 100,000 downloads, and with an average of more than 30,000 downloads, they are proven to be highly effective marketing tools. Elektor offers opportunities for advertorials, sponsored content, advertising, and even fully sponsored editions. Connect with our team to develop a tailored and impactful offer for your brand or product!



Elektor regularly offers completely free downloadable online bonus editions that are downloaded up to 100,000 times by exactly the right target group. Here again, the creative possibilities are unprecedented and highly impactful!

Marketers are constantly searching for new ways to attract and keep the attention of our readers. Elektor's specialty add-on print treatments are designed to do just that. 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.



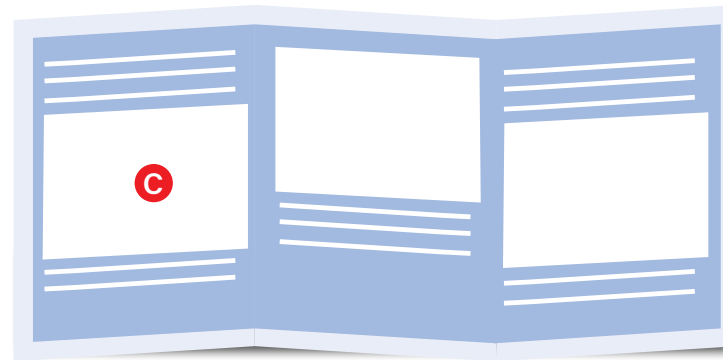
B Cover Flap

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.



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.



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.



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

The Elektor Circuit Special made its return in 2022. With up to 140 pages full of clever circuits, small projects, and useful tips & tricks for every engineer, pro maker, and student, this highly regarded 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 Elektor Circuit Special 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.



	Deadlines			
	Theme (Vertical)	Editorial/PR	Advertisements	Publication
Circuit Special	Circuits & Circuit Design	03.07.2025	23.07.2025	09.08.2025

Please reserve space ultimately one week before editorial deadline



Our annual Elektor Circuit Special is a community favorite! Each year, thousands of pro engineers, makers, and students spend weeks and months studying all the creative solutions packed into the edition. Each issue is a collector's item.

CJ Abate Content Director, Elektor

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 2025, 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 Founder Arduino.cc

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:

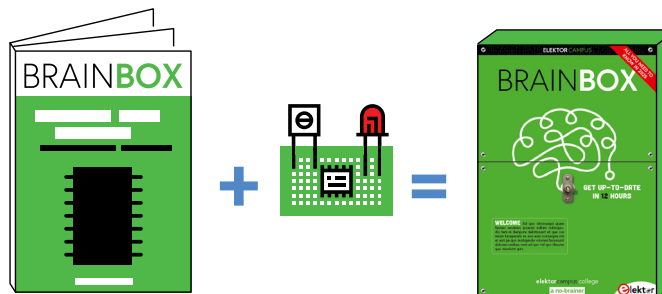
A. The Elektor BrainBox Series

In 2024 Elektor introduced its first BrainBox. Each BrainBox includes a book and hardware to get immediate practical hands-on experience. Besides that, a BrainBox is accompanied by an informative course, created by our experts.



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. Book 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!

[www.elektormagazine.com/
custom-publishing](http://www.elektormagazine.com/custom-publishing)



Working with the team at Elektor is a high-quality experience. It is a high performing way to target the audience we want and to promote our best performing content. We have confidence that we are reaching engineers that have a passion for semiconductors. **Lisa Bradley** NXP Semiconductors

White papers. They are a great source for leads. They offer an in-depth introduction to your developments and products.

But how do you give them the audience they deserve?

- Online news item in four languages, optimized for search engines, introducing your white paper.
- Optionally including an Elektor lead capture form (leads are shared).
- Well tagged for immediate recognition in the topic catalog as well as your brand.
- Presented in a new white paper knowledge base e-zine sent to 138,000 engineers.
- A minimum of 2 weeks presentation on our white paper landing page.
- A minimum one day presence on the Elektor homepage.

Publishing and promoting your white paper is already possible from **\$2,650**.



[www.elektormagazine.com/
elektor-whitepapers](http://www.elektormagazine.com/elektor-whitepapers)



Elektor has been an invaluable partner in reaching our target audience. Their expertise has provided us with the insights and resources we need to educate our audience. We've consistently been impressed by the quality of their content and working together to deliver quality campaigns. **Reetu Dougal** HMS Networks

Extend the reach of your campaign by featuring your message on one of our banner positions on our Magazine Websites. We offer various positions and sizes.

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

Traffic (average per month)

Domain	Magazine Website (www.elektormagazine.xx)	Store Website (www.elektor.xx)
.nl	19,122	33,571
.com	117,577	49,815
.fr	25,922	27,509
.de	60,402	50,719
Total	223,023	161,614

Banner sizes

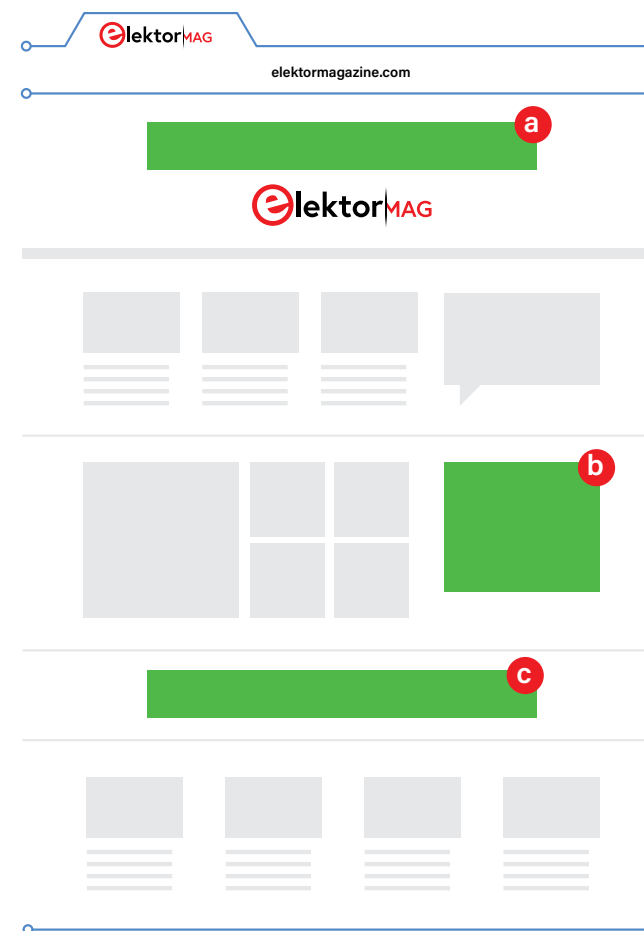
Magazine Websites	Size in Pixels
a Main Header	728 x 90
b Rectangle	336 x 280
c Leaderboard	728 x 90

CPM

Prices are available on a CPM basis (cost per 1000 impressions).

Banner Type	Per 1,000 Impressions
Main Header	\$106.50
Rectangle	\$74.60
Leaderboard	\$85.20

Minimum purchase: 5,000 impressions



24/7
Online and
international

143,000+
Followers
Elektor Social Media Channels

380,000+
Visitors/month
Elektor websites
(.COM, .DE, .NL, .FR)

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.



GreatScott!



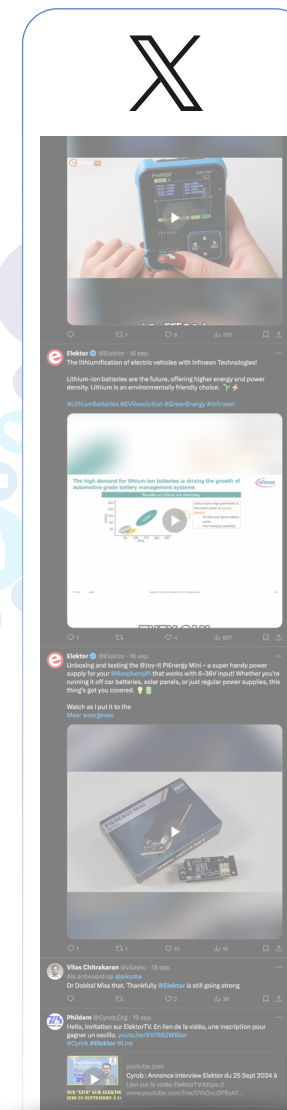
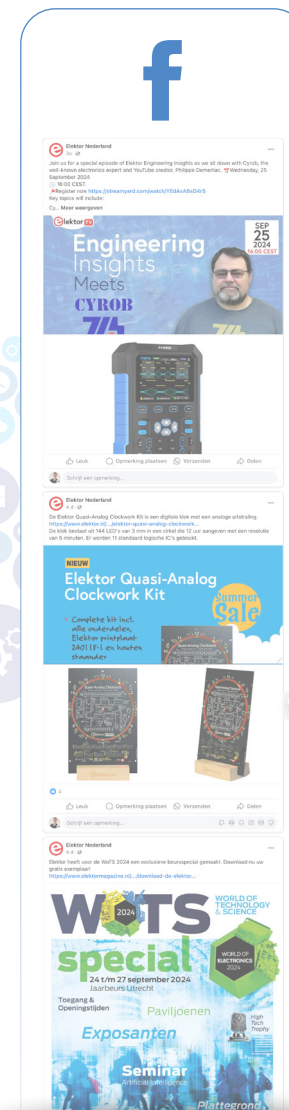
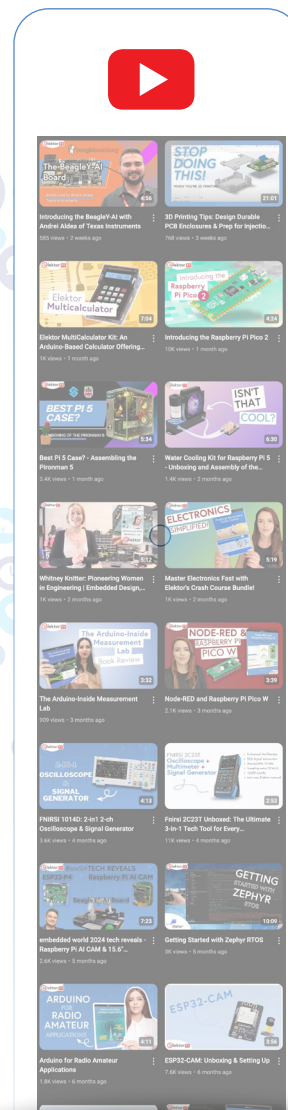
Max.Imagination



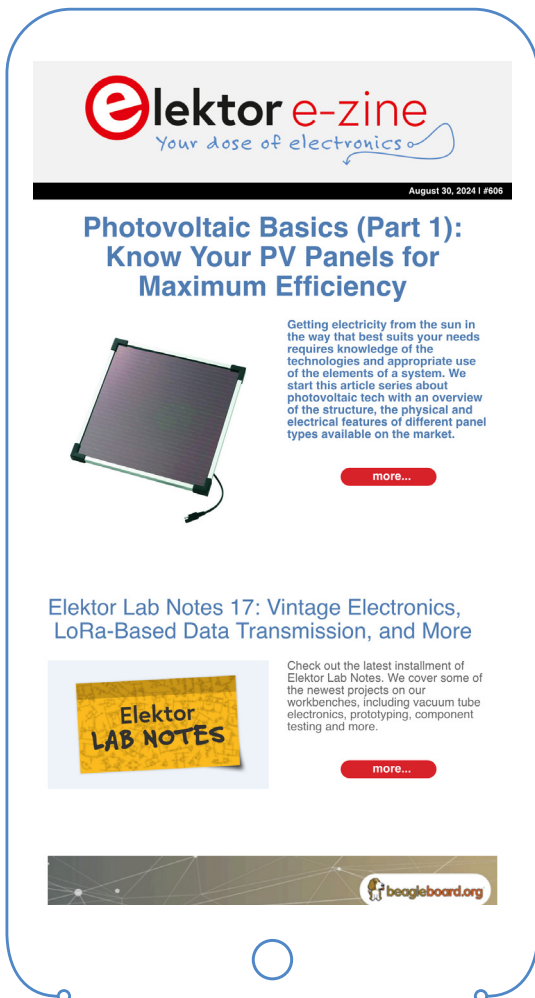
DIY Guy Chris

Elektor Social: in numbers

Facebook	53,600+
Instagram	30,200+
X	21,700+
LinkedIn	6,600+
YouTube	30,700+
TikTok (NEW)	1,000+



Elektor is a trusted partner that connects us to a vast network of electronics enthusiasts and professionals. Elektor's platform has been instrumental in helping us reach a broader audience and showcase our cutting-edge PCB solutions. We at PCBWay are proud to collaborate with Elektor! **Simon Gao** PCBWay



Elektor’s popular newsletter (e-zine) is a highly appreciated and rapidly growing medium. Our e-zines are based on our actively maintained, GDPR-compliant mailing list, and has consistently shown above-average open rates.

The e-zine 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.

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.

Themed Editions

Theme	Date
Power & Energy	17.01.2025
Embedded & AI	07.03.2025
Test & Measurement	16.05.2025
IoT & Sensors	11.07.2025
Circuits & Circuit Design	15.08.2025
Wireless & Communication	12.09.2025
Prototyping & Production	14.11.2025
Extra	
PCIM/Sensor + Test	02.05.2025
Security	10.10.2025
Guest-Edited Edition	12.12.2025

Language	Subscribers	Open rate	Main Header	Full Banner	Native Content
Dutch	14,770	44%	\$595.50	\$483.75	\$1,462.75
English USA	10,900	26%	\$223.75	\$182.25	\$548.75
English ROW	59,320	25%	\$1,119.75	\$909.75	\$2,745.25
French	21,780	33%	\$526.25	\$428.25	\$1,293.25
German	28,710	45%	\$1,103.75	\$898.25	\$2,709.75
Italian	3,440	39%	\$406	€349	\$1080



138,000+
members

Read the e-zine in English, Dutch, German, French, and Italian

35,33%

Average open rate
Impressive open rates
in every language version

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 full banner ad.

Banner Sizes

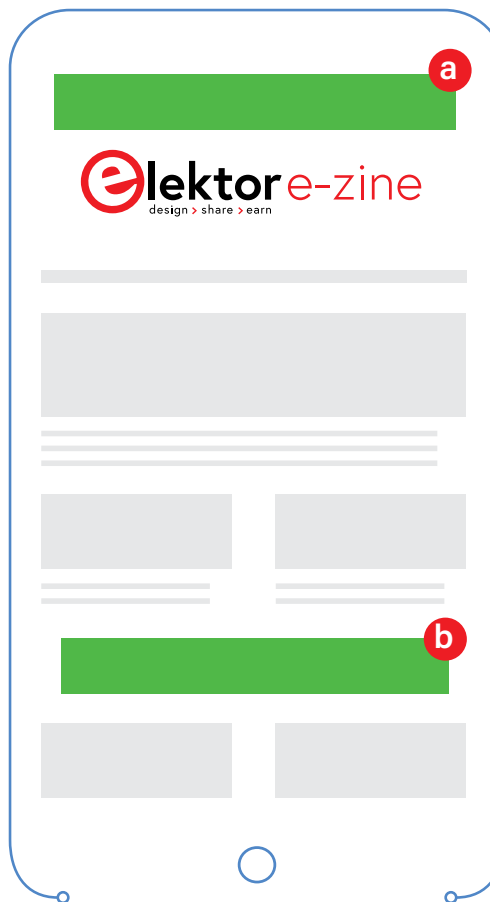
a Main Header	650 x 95 pixels
b Full Banner	610 x 90 pixels

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: up to 500 words
- Image: 1200 pixels wide and 800 pixels high (if larger or smaller, please use same ratio)



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
design > share > earn

MOUSER ELECTRONICS
The Newest Products for Your Newest Designs®

The newest solutions for your next design

With the growing demand for power, precision measurement, and high-speed connectivity, choosing solutions that help you make the best use of input data or power supply is paramount. These products from Analog Devices, now available at Mouser Electronics, cover a wide range of data conversion and power applications.

- ADMX3652Z ±20V Digital Voltage Meter »**
- ADA4351-2 Precision Programmable Gain Transimpedance Amplifier »**
- MAX96724/F/R Quad Tunneling GMSL2/1 to CSI-2 Deserializers »**
- MAX14916 Quad 2A High-Side Switch »**
- ADL5308 Logarithmic Converters »**
- LTC9101-x, LTC9102, and LTC9103 PoE 2 Controllers »**

Article: Keeping up with wireless protocols [Download Now](#)

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 partner mailing 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.

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.

Partner Mailing Specs

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

Partner Mailing Rates 2025

	< 10,000	> 10,000
CPM (Cost Per Mille)	\$480	\$455
Design and Selection	\$535	\$0

Minimum purchase: 5,000 addresses.

Our 100% GDPR-compliant Reach

Language	Subscribers
Dutch	13,200
English USA	9,400
English ROW	53,800
French	18,900
German	23,900
Italian	3,200



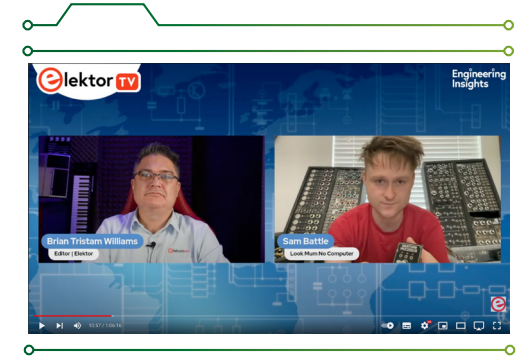
Working with Elektor is always a pleasure. They consistently bring fresh, innovative ideas that capture our audience, while ensuring everything runs smoothly. Their dedication to our success is greatly appreciated.

Vicki Parker Mouser Electronics

ElektorTV hosts a growing range of video content, including Elektor Lab Talk, Elektor Engineering Insights, and all webinars after their live broadcast. We offer many opportunities to grow alongside Elektor TV as our YouTube channel expands.

Engineering Insights

Elektor Engineering Insights is an exciting stream initiative that Elektor is growing and is receiving great feedback from within the industry. The show features a discussion with engineers, industry experts and thought leaders on trending topics as well as real engineering challenges and solutions.



Elektor LabTalk

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

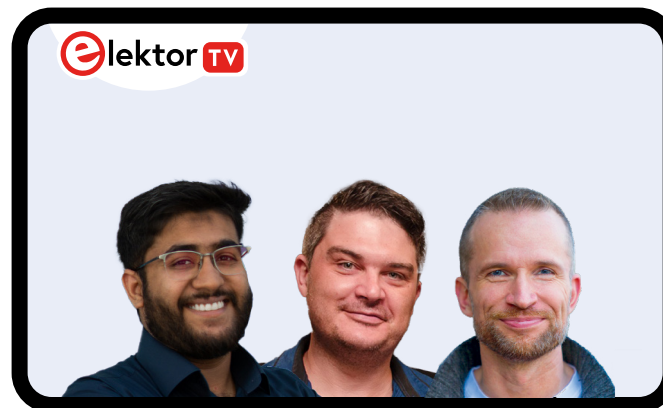
www.elektormagazine.com/elektor-engineering-insights



Entry Package

\$535 for banner (1920x180 pixels) displayed at the bottom of the video + mentioning in the show and link in the description

www.elektormagazine.com/elektor-lab-talk



Stay informed and join our YouTube channel Elektor TV

www.youtube.com/c/ElektorIM



Hosting live shows lets me showcase real projects by real engineers and connect with a hands-on audience that loves to explore new tech—engaged from all over the world.

Brian Tristam Williams Editor/Host, Elektor

Over the past three years, Elektor has successfully expanded its webinar activities, both through partnerships and editorial efforts. Topics such as embedded systems, IoT, and programming are popular with an audience eager to enhance their skills, explore new products, and grasp complex engineering concepts.

Some webinars have attracted up to 1,500 engaged engineers watching the webinar live. At the same time, smaller audiences have proven equally valuable for our partners, depending on the topic. Elektor offers three simple formats for hosting your own webinar with our audience. Elektor offers three simple formats for hosting your own webinar with our audience. A fourth option is to sponsor one of our editorial webinars and receive a mention during the recording.

Our options:

1. Recorded webinar based on existing content.
2. Live webinar based on existing content.
3. Custom webinar.
4. Sponsoring of an editorial webinar.

1. Recorded Webinar Based on Existing Content

It couldn't be easier: broadcast your pre-recorded webinar to a new audience! With your input, we turn the existing recording into an engaging experience for our viewers. An example can be found here:

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

International Webinar Promotion:

- Featured on our magazine websites (German, English, Dutch, French)
- Mentions in newsletters (German, English, Dutch, French)
- Webinar recording shared on social media (Facebook, YouTube)
- Cost: **\$6,395**

2. Live Webinar Based on Existing Content

Live, interactive webinars are highly effective, building on previous presentations and led by an expert from your company, with professional support and moderation from an Elektor editor.

See examples here:

www.elektormagazine.com/webinars

Although based on existing material, this webinar is designed to foster a highly engaging experience, featuring live interaction between your company's presenters and Elektor, with real-time responses to attendees' questions during and after the broadcast.

International Webinar Promotion Includes:

- Article on our magazine websites
- Article featured in international newsletters
- Event listing on magazine websites
- Banners on websites and newsletters
- Facebook campaign

Cost of this live webinar: **\$10,120**

3. Custom Webinar

If you don't have existing material, our team offers the option to produce a fully custom webinar for you. In this case, our engineers will collaborate with your team to develop the content, which may include technical tutorials, product reviews, panel discussions, and more.

Pricing for a custom webinar varies based on the topic, but a typical estimate is **\$13,315**.



Thanks to great cooperation with Elektor, we delivered a remarkably successful MIPI I3C webinar to a large crowd of engineers about this new innovative technology. It was a fantastic opportunity to share knowledge and connect with a passionate community! **Michele Scarlatella** MIPI Alliance

To ensure maximum impact, we promote these webinars internationally through the following channels:

- Guest article or interview on our 4 magazine websites
- Native content in the 4 international newsletters
- Event listing on the 4 magazine websites
- Banner promotion on the 4 websites and in all 4 newsletters
- Social media posts
- Special partner mailing to a targeted segment of the Elektor database, reaching up to 122,000 engineers
- Bonus: *To further support the campaign, Elektor invests 5% of the total campaign amount in paid Facebook promotion.*

4. Mention in an Editorial Webinar

At least once a month, Elektor's editors and engineers host a themed webinar on a trending topic. These webinars are broadcast live across major platforms and later hosted on the Elektor TV YouTube channel. You can be part of this experience with an affordable ad read or sponsorship, gaining traction with every additional view.

Pricing starts at just **\$535**.

Registration

Participants can easily register for the webinar—quickly, free of charge, and in full compliance with GDPR regulations. Elektor provides a user-friendly registration page and eye-catching banners. After the webinar, we will gladly share the collected email addresses with you.

Hosting & Broadcasting

We ensure the additional content aligns seamlessly with your business. The webinar will be hosted on either StreamYard or ClickMeeting, depending on your preference.

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.

www.elektormagazine.com/webinars



Elektor Webinars in Detail

Webinar	Registrations	Attendees	Percentage
Unlock the Power of MicroPython on Your Arduino	1468	714	48.64%
Charging Batteries from Solar	1131	522	46.15%
Introducing MIPI I3C - the Next-Generation Serial Communication Bus	810	399	49.26%
Getting Started with Zephyr RTOS	800	315	39.38%
Hello FPGA	795	367	46.16%
ARM Cortex-M Architecture Webinar	664	310	46.69%
Mastering High-Speed Protocols: Diving into Modern PCB Design	508	236	46.46%



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 organizes several events to further engage the community, fostering innovation and knowledge sharing within the industry.

FFWD: Fast Forward Startup Awards

In collaboration with Messe München, Elektor is organizing an international startup competition. Selected startups will have the opportunity to showcase their technologies and services in a dedicated space on the Elektor booth (>250 m²). The Fast Forward Startup Awards are a highlight of electronica, the world's largest electronics industry event.

For the 8th edition in 2024, Elektor will also introduce the first influencer streaming stage, featuring guests with a combined following of over 2.5 million. On the stage, Elektor and electronica will bring together top electronics industry influencers and live-stream their talks and discussions to thousands of engineers and makers at the event and around the world.

Ethics in Electronics

Another key event is Ethics in Electronics, which focuses on guiding the industry's transition toward a more ethical future. It brings together best practices and insights from global experts.

Organized by the Amsterdam-based Lenthe Foundation, with Elektor, Elektronik Praxis, and Messe München as founding partners, this event seeks long-term partners to help grow and shape its future.

Sponsorship Opportunities

A variety of sponsorship options for both events are available, including recommendation or name sponsorships. We are happy to collaborate with you to design a package that aligns with your objectives.



www.ethicsinelectronics.com



We sincerely appreciate our long-standing, valuable partnership with Elektor. With our Fast Forward Start-up Platform, we drive innovation in the international electronics industry together by supporting groundbreaking start-ups and promoting knowledge exchange. **Caroline Pannier** Messe München

Elektor has a proven track record of organizing contests that put hardware directly into the hands of engineers. Having collaborated with numerous leading brands in the industry, we've seen firsthand how our community generates strong, innovative ideas and projects.

Each contest is promoted across Elektor's media channels for several months. While the level of exposure may vary, our team ensures sufficient visibility and produces the necessary content to drive a successful campaign. We provide full support and guidance throughout the entire process.

Most contests follow a consistent structure. Upon announcing the contest, we provide detailed background information about the hardware involved. We invite engineers from our community and beyond to submit well-documented ideas via the Elektor Labs Platform. From there, the best candidates receive the hardware to develop their projects. Winners are then announced either at one of the electronics events we attend or through an online ceremony, depending on the format.



The team was blown away by the incredible variety of projects submitted!

Roman Ludin - STMicroelectronics

Contact us today

We hope you've been inspired by the diversity and possibilities Elektor has to offer in 2025. We look forward to starting or renewing our partnership and are confident we can meet all your needs.

Looking for something more out of the box? Contact our team. While we stand by our listed products, nothing excites us more than a custom challenge!

EUROPE

Germany & Austria

Jutta Plantenberg

Phone: +49 89 5507 9907

j.plantenberg@pms-plantenberg.de

Scandinavia, UK, Ireland, Israel & The Netherlands

Nick Walker

Phone: +44 (0) 1442 864191

nickjwalker@btinternet.com

Switzerland

Monika Ailingner

Phone: +41-41-850 4424

m.ailingner@marcomedia.ch

Italy

Andrea Rancati

Phone: +39-02-70300088

arancati@rancatinet.it

France, Spain & Portugal

Daniel Cardon

Phone: +33 688 27 06 35

cardon.d@gmail.com

Belgium

Nadia Liefsoens

Phone: +32-11-224 397

n.liefsoens@fivemedia.be

USA & CANADA

East, Midwest, West, South, Central & Canada

Lesley Harmoning

Phone: +1-218-686-6438

lesley@lhmandco.com

Jill Thibert

Phone: +1-218-280-2821

jill@lhmandco.com

Kristin Hamre

Phone: +1-218-280-5865

kristin@lhmandco.com

ASIA

Japan

S. Nagatomo

Phone: +81-3-6824-9386

nagatomo-pbi@gol.com

Hong Kong & China

Judy Wang

Phone: +852-30780826

judywang2000@vip.126.com

South Korea

J. W. Suh

Phone: +82-2-7200-121

hauintl@chol.co

Taiwan

Charles Yang

Phone: +886-4-23223633

medianet@ms13.hinet.net

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

Netherlands

Postbus 11
6114 ZG Susteren
T: +31 46 43 89 444

France

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

