

EFX 2026 | Cross-media Media Packages From **Konradin Industrie**

Make the most of the cross-media services offered by the leading Media Brand EPP to ensure your Trade Fair Appearance is a success.

Visible from all angles: Advertising Options with EPP

Before, during and after the Industry Event



The leading Media Platform EPP offers you exclusive advertising formats in connection with the new Industry Event, EFX. Modern advertising campaigns ensure you receive increased attention and, above all, 100% coverage within your Target Audience.

- **EPP Podcast at EFX** => a modern, emotive presence
- **Highlights of EFX 2026** => long-term cross-media presence
- **Combination of highlights & podcast** => modern, emotional presence & long-term impact
- **Exhibitor Profiles** => a guide to the industry event on site

Combine the formats to increase reach and trust and maximise your success! Make the most of EPP's opportunities to position your message as effectively as possible around EFX.



EPP Podcast at EFX 2026

EPP's exclusive Talk Series for all exhibitors at EFX 2026

Limited
availability! Only
2 appointments
available per day
of the Industry
Event



Present your chosen topic in an exclusive Podcast Format. Only 6 slots available – book now!

As an exhibitor, you define the topic – the more solution-oriented, practical, investment-relevant or ROI-focused it is, the better. Each topic is allocated exclusively once. You are clearly positioned and benefit from maximum attention. A conversation between a representative of your company and Frederick Rindle, Editor-in-Chief of EPP, will be recorded at the EPP stand. Please allow a maximum of 60 minutes, including a preparatory briefing. The podcast episode (max. approx. 45 mins) will be broadcast across all EPP channels and on the major podcast platforms once approved.

Exclusive podcast statements from Konradin Industrie – for significantly greater reach.

Your benefits at a glance:

You provide the theme and messages; we take care of the technical aspects, post-production and publication

- Modern, efficient and targeted communication
- Reaching target audiences beyond the industry event

Service (minimum lead time of 14 days)	Premium
Briefing to ensure everything runs smoothly	✓
Recording of a podcast* at our exhibition stand (max. 1 hour) during EFX**	✓
Post-production/audio editing (including one round of corrections)	✓
The podcast is available on epp-online.de and on all major podcast platforms (e.g. Spotify/Apple).	✓
Supporting PhD programme: • 3x button in the media brand's newsletter (192 x 192 px, date subject to availability) • 2 weeks' Medium Rectangle (300 x 250 px) on epp-online.de • One individual post on the EPP LinkedIn channel for each podcast episode	✓ ✓ ✓
Price	2,200.- €

*Recordings on all 3 days at 10.00 and 14.00 respectively. Other times available by arrangement.

** Dates subject to availability; layout by EPP Presenter: Frederick Rindle

Cross-media advertorial: ‘Highlights of EFX’

Your innovations showcased in eye-catching ways



You have the standout product – we’ll ensure it gets cross-media attention.

EPP will provide readers and users with in-depth preparation for EFX 2026, both in the 24 September 2026 issue and online. Make the most of this high-visibility platform to showcase your product. EPP offers you unique and exclusive EFX terms for this purpose.

The deadline for bookings is 31 August 2026.
You provide us with the necessary text and images, and we’ll take care of producing the advertorial for print and online, as well as the teaser in EPP News.

Total contact opportunities: 54,134

Make the most of our channels and ensure your customers remember you in a positive light.



Savings:

With the ‘Highlights of Electronics Manufacturing’ advertising format, you save at least EUR 6,980 compared with the individual components as per the price list; and with ‘Highlights of EFX’, you save a further EUR 310 (1/1S.) or EUR 390 (2/1S.) compared with the standard ‘Highlights of Electronics Manufacturing’ advertising format.

Your cross-media investment opportunities with EPP

What we offer	What we need for this	Price
1-page advertorial (print)+ Online advertorial + Teaser in the newsletter	Headline: max. 30 characters Lead: max. 330 characters Body text: max. 1,300 characters Caption: max. 80 charactersContact details: max. 7 lines of 30 characters each 2 images and your company logo	3,900.-€
2/1-page advertorial (print)+ Online advertorial + Teaser in the newsletter	Headline: max. 30 characters Lead: max. 330 characters Body text: max. 4,700 characters Caption: max. 130 characters each Contact details: max. 7 lines of 30 characters each 3 images and your company logo	5,990.-€

Exclusive benefits when booking a cross-media campaign with EPP

Publication of your advertorial in the ‘Highlights’ section on epp-online.de	
Active promotion of your advertorial via our newsletter EPP News ahead of the EFX trade fair	

Booking deadline for EPP 5/26 = 31 August 26. All prices are subject to 19% VAT.

EPP NEWS – Exhibitor profiles for EFX

Your message directly to your target audience



Exclusively for EFX exhibitors – special edition of EPP-News

Use your advert to invite potential customers to your display area.

Recipients (similar to EPP News): 3,366 electronics manufacturing professionals in Germany.

Your advert will be placed once your order has been received.

Advert format: Text/image advert: (Image 200 x 150 and text 300 characters including spaces)

Your benefits at a glance:

- Your message directly to your target audience
- Exhibitor presentation
- Excellent value for money

Performance

Premium

EPP NEWS: Exhibitor Profile for EFX



Price per text/image advert and mailing

500.- €

All prices are in € plus VAT, valid from 1 October 2025
All prices exclude agency commission and are plus VAT

The EFX-SUPER Combo

MAX attention for MIN money

Trade Fair Special!
Savings compared
to individual
bookings



Combine the 'Podcast' and 'EFX Highlights' advertising formats to create the 'EFX SUPER Combo' and save even more money.

Your benefits at a glance:

- Reach
- An emotional, modern cross-media approach
- Long-term impact
- Excellent value for money

Performance	Premium
Podcast recording during EFX	✓
Highlights of the EFX with a full-page advertorial	✓
Price	6,190.- €
EFX Special Price	5,990.- €

Performance	Premium
Podcast recording during EFX	✓
Highlights of the EFX with a 2-for-1 page advertorial	✓
Price	8,190.- €
EFX Special Price	7,990.- €

All prices are in € plus VAT, valid from 1 October 2025
All prices exclude agency commission and are plus VAT

The benefits of EPP for EFX 2026

Greater visibility. Greater impact. – Your perfect platform for EFX 2026!



A varied approach – maximum impact

With EPP, you can engage your target audience on every level: you convey facts, stir emotions and create personal experiences. This holistic approach builds trust, captures attention and brings your brand to life. As a result, your company will remain not only in your customers' minds, but also in their hearts – and your trade fair presence will have maximum impact.



Long-term visibility

Your message guides visitors through the EFX – and beyond: print remains visible, is passed on and leaves a lasting impression.



Visible online

We'll put your business right where decision-makers are doing their research – to ensure you're fully prepared for the trade fair and attract more visitors to your stand.



Demonstrate competence

With EFX advertising options, you can position yourself as an innovative solutions provider – and build lasting trust.



Always there – Podcast

Podcast advertising has a long shelf life and can be accessed on demand at any time for years to come.



Communicate effectively

With EPP, you can reach key industry decision-makers directly and exclusively – for measurable results and new contacts.

Do you have any further questions?

Whether in print, digital or face-to-face – we work with you to develop campaign solutions tailored to your individual budgets and communication objectives.

We look forward to hearing from you!



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