

# 50 Years EPP

Half a century of successful  
Market Communication



# EPP turns 50 Years old

Celebrate 50 Years of EPP & productronica with us!



## 50 Years EPP - 50 Years productronica

2025 will be an extraordinary year. Two of the leading platforms for Electronics Manufacturing in Germany are celebrating their 50th anniversary.

### Exclusive Anniversary Promotional Offers:

To celebrate this Special Anniversary, we have designed innovative Advertising Formats for you that will perfectly showcase your Brand – in Print, Digitally and Live.

Celebrate half a Century of Success and Innovation with us and benefit from the **EPP Anniversary Offers!**



# Benefit in multiple ways...

Your Advantages

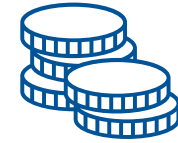


On the Special Occasion of the 50th Anniversary of EPP, we cordially invite you to benefit from exclusive Anniversary Prices and increased Industry Attention. Use this unique opportunity to position yourself in the spotlight as a qualified Partner with your existing Customers as well as potential new Customers.



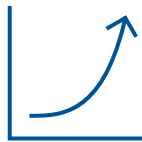
## Optimal Branding

EPP stands for successful Market Communication. Show the Target Group what you represent and become part of this unparalleled success story.



## Attractive Conditions

Special Discounts will protect your budget and still offer all of the advantages you have come to expect from the Market Leader.



## Long-term Impact

With your Advertising for the Anniversary of EPP, you will remain at the forefront of your Target Group's minds.



## Increased Visibility

The special design of the Anniversary Edition and its distribution at the World's leading Trade Fair **productronica 2025** will ensure that it attracts exceptional focus and engagement.



## Exceptional Setting

Benefit from the extraordinary Editorial environment, which offers fascinating content far beyond the usual framework.

## The Highlights of the Anniversary Edition

... providing the optimal setting for your Advertising

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### 50 Years of EPP – Anniversary Edition

Take full advantage of this unique opportunity to present your Advertising in a setting that will stick in the minds of your Target Group and provide a topic of conversation at the forthcoming World's leading Trade Fair productronica 2025.

In this very Special Issue, key Players and long-time Companions of EPP will have their say and shed light on the impressive evolution of the Electronics Production Industry.

Significant Developments, exciting Personnel Changes and Company Takeovers – we take a look back at the first 25 Years, the second 25 Years and dare to glimpse into the future.

What do leading Companies want for the next 50 Years? This and other exciting questions will be answered exclusively within the Anniversary Issue. Greetings from renowned Market Players underline the close connection forged between the Industry and EPP.

Of course, we also we also listen to our Readers – your Customers – who exclusively share with us their Personal Highlights from the last 50 Years.

**Participate in this Special Edition and benefit from the increased attention that our Anniversary brings to the Industry!**



# Attractive forms of Advertising I

Cross-media Anniversary Package

**EPP**

## Book now and secure your valuable Placement

As the leading Media Platform, EPP is known for meeting Users where they are looking for Information. It is not for nothing that EPP offers the most diverse range of Contact Options, be it within the classic Trade Journal, with the widest possible scope of Digital Options or at attractive face-to-face Events.

**You can also benefit from this cross-media Anniversary Offer – the synergistic combination of Print, Website and Newsletter ensures optimal visibility. And all with unbeatable conditions.**

**It pays to be quick however: This discounted bundle is only available 18 times!**

**Anniversary Edition EPP 5/2025**

Booking deadline: 05.09.2025

Publication date: 01.10.2025

**1/1 Page 4c**

In the Anniversary Issue EPP 5/2025  
(Advertorial, Advertisement or  
combination of both)

**2/1 Page 4c**

In the Anniversary Issue EPP 5/2025  
(Advertorial, Advertisement or  
combination of both)

+

**Text/Image-Advertisement or Leaderboard Banner**

in one of the Special Newsletters EPP 50 Years

Dates: 17.09.2025; 24.09.2025; 01.10.2025

Strictly limited number of placements are available per Date.  
Allocated on a 'first-come-first-served' basis.

+

**Online-Advertorial**

(Text and Pictures will be supplied by you)

Highlights, Innovations and Trends within Electronics Production

-> Online from the provision of the required data

**3,800.- EUR**

Savings: 6,950 EUR when compared  
to individual bookings!

**5,170.- EUR**

Savings: 10,680 EUR when compared  
to individual bookings!

Discounts are not combinable.

All prices in €, plus VAT.

# Attractive forms of Advertising II

... if you missed out on your opportunity to benefit from the Anniversary Package :



## 1. We reward your loyalty to EPP

The longer you have used EPP as an Advertising Medium, the higher your **Special Discount** will be.

Calculation examples:

You have...

- 1) First advertised in EPP in 1975 => 50% off above Prices
- 2) First advertised in EPP in 1976 => 49% off above Prices
- 3) First advertised in EPP in 1977 => 48% off above Prices
- 4) ...ect.

We will be happy to send you a copy of your first advert in EPP.

or

## 2. Let us celebrate together!

If you happen to also be celebrating an Anniversary in 2025, then we say: **Congratulations... let's celebrate *your* Anniversary too!**

We will create a **Anniversary Story (Advertorial)** all about your **Company** and publish this in EPP 5.2025 at the absolute bargain price of:

-> EUR 3,800 (one Page)

-> EUR 5,800 (two Pages)



**Get up to 50% discount on your advert in EPP, October 2025 issue**

# Do you have any Questions?

Whether classic Print Media or comprehensive Online Marketing Solutions – working together with you, we develop bespoke measures, carefully tailored to meet your specific communication goals.

We would be delighted to advise you with a personal conversation.

We look forward to your enquiry!



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