

INLINE – The EPP-Podcast for Electronics Manufacturing

As of January 2023, EPP launched the monthly audio-on-demand format and has once again set new standards in the market.

Reach your Target Audience with your Advertising Message

General data



Publication Date: Monthly



Moderators:



Doris Jetter
Editor at EPP



Sophie Siegmund
Editor at EPP Europe



Distribution:

via epp-online.de, within EPP, in the Weekly Newsletter and LinkedIn.
Accessible via Podcast Apps such as Spotify, Apple Podcasts, Google Podcasts, Deezer, Amazon Music, YouTube and more.



Streams:

Total: 1.489*
Ø per Episode: 186

The Target Audience– OEM and EMS in D/A/CH

Owner

Managing Director

Technical Manager

Production and Manufacturing Management

Factory and Manufacturing Planner

Responsible for Quality and Process

*8 episodes, 17 January - 08 November 2023; source Podigee, YouTube

Why Podcast?

Your Benefits with the Podcast from EPP

EPP
Elektronik Produktion + Prüftechnik

K INDUSTRIE

EPP
INLINE

Der Podcast für
Elektronikfertigung

Within the INLINE EPP Podcast, Doris und Sophie talk with well-known Personalities from the Industry about current and exciting Topics that are driving the Industry.

The interviewees are distinguished by their high level of Expertise on the Topic in question.



High Reach

The Podcast is platformed on the EPP Website, Newsletter, Social Media and via all relevant Podcast Apps.



Specific to the Target Group

The focus is on the needs of the Target Group. Suitable advertising adds value for the Listener and offers enormous engagement potential.



Advertising without Wastage

The Target Groups are precisely pinpointed and offer the opportunity to present advertising without wastage.



High Attention

Compared to other media, the consumption of Podcasts has absolute engagement. Listeners follow the Advertising content as actively as the Podcast Editorial.



Constantly Present

Podcast Advertising is long-lasting and can be accessed on-demand at any time for years.

What is included in a Booking?

Formats & Rates

EPP

Advertise exactly where you are wanted.

The Podcast is bookable with native, individual Audio Spots, either separately or as a Package, but always exclusively and in a maximum of 3 Spots:

- Pre-Roll (in the first approx. 5 minutes of the podcast)
- Mid-Roll (in the middle of the podcast)
- Post-Roll (in the last approx. 5 minutes of the podcast)

General Notes:

Within the Podcast Environment, we recommend an authentic vocal tonality without background noise or other potentially distracting audio elements. The Audio Spot should fit the media genre of Podcast and fit harmoniously into the Podcast. The Audio Spot should therefore not contain any of the following elements:

- no swear words, insults or disparagement.
- no activation names for Voice Assistants such as “Alexa”, “Siri”, “Hey/Ok Google”, “Bixby” etc.
- no sounds of danger (Siren, Glass breaking, Screams of fear etc.)
- no excessive volume changes, e.g. sudden screaming etc.

On behalf of the Customer, we offer the adaption of an existing Radio Spot for use within the Podcast format for an additional charge.

Advertising¹ (All rates plus VAT)

Host-Read	Pre-roll	30 sec	EUR 2,000
	Mid-roll	30 sec	EUR 2,200
	Post-roll	20 sec	EUR 1,400
Pre-Recorded	Mid-roll	30 sec	EUR 1,700
	Post-roll	20 sec	EUR 900
Sponsoring	Logo and mention by name ‘Presented by’ in the Podcast promotion. Reach: approx. 180,000/360,000 contact opportunities (3/6 month)		EUR 6,000/3 month EUR 10,200/6 month

¹ - All advertising options only once per Podcast.

Host Read – Konradin will read your submitted text.

Pre-Recorded – Ready-to-go Audio Spot is provided.

20 or 30 seconds = max 45 or 55 words

Imparting specialist knowledge in an entertaining way

Theme Plan

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Theme Plan 2023 (Changes reserved at any time.)

January	What is Obsolescence? with Axel Wagner and Dr.-Ing. Wolfgang Heinbach, COGD.e.V
February	Digitisation of Assembly Transport with Matthias Fehrenbach, General Manager of EUTECH GmbH
March	Hand Soldering – Smart Networked with Hansjürgen Bolg & Jörg Nolte, KurtzErsa
April	SMT meets Semiconductor Steffen Kröhnert & Klaus-Dieter Lang
May	Sustainability with Prof. Dr. Wolfgang Ertel, Ravensburg-Weingarten University of Applied Sciences
July	AI in Electronics Manufacturing with Andreas Türk, Göpel electronic
August	Sustainability and Environmental Protection in the Electronics Industry Dan Mutschler from MTM Ruhrzinn and Ingo Lomp from Stannol
September	Digitalisation in Electronics Production Volker Pape, Viscom AG, Chairman of the Productronics Division of the VDMA
October	productronica 2023 Barbara Müller from Messe München
November	CyberSecurity
December	Detecting Counterfeit Components

Theme plan 2024 follows

Listen to all Podcast Episodes now on:
<https://epp.industrie.de/inline-podcast-elektronikfertigung/>

Do you still have questions?

Whether classic Print Media or comprehensive online marketing solutions - working together with you, we develop individual measures, adapted to your specific communication goals.

We would be happy to advise you with a personal discussion.

We look forward to your inquiry!



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