

productronica 2025 | Cross-media Packages from **Konradin Industrie**

Take advantage of the exclusive cross-media offers from our Media Brands for your successful Trade Fair appearance.



Visible all around: Advertising options from EPP and EPP Europe

Prior, during and after the **productronica** Trade Fair.



Put simply, **productronica** is the single most important meeting place for the Electronics Manufacturing Industry – and thus provides the perfect opportunity to make your Company visible. With the wide variety of Advertising Options offered by EPP and EPP EUROPE, you can reach your Target Group where they are informed. Each Advertising Format also offers its own unique Advantages:

- **Website-Banner** ➔ Fast Visibility and Traffic.
- **Newsletter & Emailing** ➔ Direct, Targeted approach.
- **Content Marketing** ➔ Worth reading Know-How with Utility Value.
- **VideoStatement** ➔ Modern, emotive Presence.
- **EPP Talk@productronica** ➔ Modern, emotive Presence.
- **Trade Fair Editions** ➔ Proven Companion with long-term Impact.
- **Highlights of productronica 2025** ➔ Cross-media, long-term Presence.

Combining these media formats will increase Reach and Trust and maximise your Trade Fair success! Take full advantage of the extensive cross-media opportunities offered by EPP and EPP EUROPE and place your message directly in the spotlight surrounding productronica, enhancing your brand profile in the best possible way.



EPP Talk@productronica 2025

Konradin Industrie's exclusive Video Format at productronica 2025.



Your opportunity for maximum Visibility.

At the EPP Stand, Experts will discuss current Topics from the Industry in the familiar, lively and engaging format of a Panel Discussion.

All Talks will be published in Video format on epp-online.de and YouTube and will be promoted via EPP's extensive cross-media Channels.

Would you like to join the Talk?

Perhaps even specify the Topic for discussion?

Get involved – we will be happy to implement a Talk on your preferred Topic!

Your benefits at a glance:

- Increased Brand Awareness.
- High-quality Video Content for your Communication.

| Performances | Standard | Premium* |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|
| Topic defined... | EPP | Partner |
| Partner Standard/Premium provides Speaker | 1 | 1 or 2 |
| Organisation of independent Industry Experts by EPP | ✓ | ✓ |
| Professional Moderation by Markus Strehlitz | ✓ | ✓ |
| Your Company Logo within the Video Intro | ✓ | ✓ |
| Integration of the Video on the EPP Website and on YouTube | ✓ | ✓ |
| Subtitles (EN or DE) created by YouTube | ✓ | ✓ |
| Extended Promotion, inc. 3x Button within the Newsletter, a 2-Week Video Ad on epp.industrie.de and a LinkedIn Post about the Talk. | ✓ | ✓ |
| Package Price (plus VAT) | 1,500.-€ /Talk | 4,000.-€/Talk |

*Exclusion of a Speaker from the direct competition.

** Subject to availability of space and slot.

Newsletter & Mailing

Targeted Reach for your Message.



Reach the decision-makers and experts within Electronics Manufacturing, directly via E-mail.

Your online Advertising Options include:





- **Advertisement in the Newsletters: EPP News or EPP Europe News.**
- **Highlights of productronica 2025.**
- **Standalone-Newsletter:** Maximum exclusivity – *your* message is the *only* focus, distributed with the “look and feel” of the respected EPP brand.
- **Emailing:** Maximum exclusivity – executed with your brand “look and feel”.
- **Emailing Specials:** Account Based Marketing or Keyword Based Marketing (price on request).

Your benefits at a glance:

- High-quality Target Group.
- Exclusive Presence.

| Standalone-Newsletter – Leistungen und Preise (Vorlaufzeit mindestens 2 Wochen) | | |
|---------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------|
| Auflage | 6.300,– | EPP-News 3.371 Newsletter-Empfänger EPP-EUROPE-News 2.139 Newsletter-Empfänger |
| Preis | | |

Agentur-Provision: 10% auf Digitalprodukte (nicht auf Handling-Kosten)

| EPP-News EPP-EUROPE-News/Themen-Newsletter | | | |
|----------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------|---------|
| Werbeform*/Platzierung | | Größe in Pixel (B x H) | Preis |
| Leaderboard über Header |  | 728 x 90** | 1.320,– |
| Text-/Bildanzeige |  | Bild 200 x 150 und Text 300 Zeichen inkl. Leerzeichen | 760,– |
| Fullbanner |  | 468 x 60** 590 x 100** | 760,– |
| Medium Rectangle |  | 300 x 250 | 760,– |

| E-Mailing – Leistungen und Preise (Vorlaufzeit mindestens 2 Wochen) | | |
|------------------------------------------------------------------------------------------------------------|---------------------------------------|---------------------|
| Adressmiete | 800,– | pro Adresse ab 0,85 |
| Mindestauftragswert 850,– = 1.000 Adressen | | |
| Handling: | Handling 110,– pro Adresse ab 0,40 | |
| 1 E-Mailing, 1 Draft (Korrektur), 1 Selektion, Verwendung des vorhandenen Templates, Aussendung, Reporting | | |
| Mehrfachaussendungen: | | |
| 1 Reminder gleichen Inhalts, gleiches Template, gleiche Adressselektion | | |

Video Statement

Maximum visibility for your Trade Fair Innovation.

Present your Trade Fair Highlights in a personal Video.

In a maximum of five minutes, you have the opportunity to present your content and reach your Target Group, well beyond the Trade Fair Visitors.



Your benefits at a glance:

- Free use of the Video for your internal or external Communication.
- Long-term Industry impact.

| Performance (lead time at least 14 days) | Standard | Premium |
|----------------------------------------------------------------------------------------------------|----------|---------|
| Briefing (to ensure a smooth process) | ✓ | ✓ |
| Production of the Video on your Stand (max. 1 hour) | ✓ | ✓ |
| Post-production (inc. a Correction Run) | ✓ | ✓ |
| Publication of the Video on the Konradin Website | ✓ | ✓ |
| Publication of the Video on the Konradin YouTube Channel | ✓ | ✓ |
| Video supplied for free use on your own Channels | ✓ | ✓ |
| 3x Button in the Newsletter of the Trade Magazine (192 x 192 pixels, Date subject to availability) | | ✓ |
| Two-week Video Ad on the Website of the Trade Magazine (Presented in 300 x 250 pixels format) | | ✓ |
| Price | -€1,800 | -€2,700 |

All prices in € plus VAT, valid from 01.10.2024.

All prices without Agency Commission, plus VAT.

Trade Fair Editions productronica

You are certain to receive increased attention from our Readers!



Take full advantage of the high Reach and Visibility of the exclusive productronica Trade Fair Editions of **EPP Elektronik Produktion Prüftechnik** and **EPP Europe** in order to present your Innovations to an Expert and Decisive Target Group.

Benefit from our high-quality Editorial environment, unparalleled heritage and reputation, showcasing the very latest Trade Fair Innovations and Practical Solutions that offer real added value in everyday work.

Secure your maximum presence in the leading Trade medium in the Industry and strengthen your market position in the long term.

Your benefits at a glance:

- Increased Attention.
- Readers with decision-making authority.
- Optimal Branding.



EPP 6/25

Publication date: 06.11.25

Advertising deadline: 13.10.25

EPP EUROPE Nov./25

Publication date: 23.10.25

Advertising deadline: 13.10.25

| Format | Price |
|---------------------------------------------------------------------------------|---------|
| 1/1 Page 4c | 6,070.– |
| 1/2 Page 4c | 3,395.– |
| 1/4 Page 4c | 2,080.– |
| Further details and Special Advertising Formats: Mediadata 2025 | |

Websites

Set Impulses before the Fair opens its Doors!

epp-online.de and epp-europe-news.com are the market-leading sources of information for Electronics Manufacturing in D/A/CH and EMEA. Here, Specialists and Managers from Management, Production and Development can discover Trends, Technologies and Products on a daily basis – **especially at the World's leading Trade Fair productronica.**

Even more information with simultaneous cross-media - and thus wide-reaching promotion - is offered by the Sponsored Article Plus.

Your benefits at a glance:

- Reach.
- Educational Environment.
- Branding.
- High Attention.

Sponsored Article PLUS – Leistungen und Preise (Vorlaufzeit mindestens 4 Wochen)











Sponsored Article (wird als „Anzeige“ gekennzeichnet)

- bis max. 6.000 Zeichen (DOC) inkl. Leerzeichen
- plus 1 Teaserbild sowie max. 2-3 weitere Bilder (150 dpi, JPG)
- plus Links innerhalb des Textes

LinkedIn-Post zum Anteasern des Sponsored Articles während der Laufzeit

Paketpreis je Website

4.500,–

| Werbeform auf allen Seiten* | Platzierung Desktop und Tablet** | Größe in Pixel (B x H) Desktop und Tablet | Preise pro Woche (Mo-So) |
|-------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------------|
| Leaderboard/ Large Leaderboard/ Expandable Leaderboard |   | 728 x 90 970 x 90 728 x 90 und 728 x 300 | 550,– 610,– |
| (Sticky) Skyscraper/ (Sticky) Wide Skyscraper |   | 120 x 600 160 x 600 | 480,– |
| Hockeystick/ Wallpaper mit zusätzlicher Hintergrundfarbe HEX-Code |   | 728 x 90 und 160 x 600 oder 970 x 90 und 120 x 600 | 1.060,– 1.550,– |
| Frame Ad |  | 160 x 600 und 1.125 x 90 und 160 x 600 | 1.330,– |
| Billboard |  | 970 x 250 | 710,– |
| Medium Rectangle/ Video Ad |  | 300 x 250 | 510,– |
| Halfpage Ad |  | 300 x 600 | 1.060,– |

Cross-media Advertorial “Highlights of productronica”

Your Innovations presented in an attention-grabbing manner.



You have the unique opportunity to present New Products and Current Developments to a wide and highly qualified Target Audience.

In the 4/2025 or 5/2025 Issues of EPP, we offer you an attractive environment to present your **planned Trade Fair Highlights** in the run-up to the Trade Fair and invite influential Visitors to your Trade Fair Stand.

With your Advertorial (Print) you will not only reach the extensive Readership of our **Print Magazine and e-Paper**, but also the Visitors of our highly frequented **Online Platform**. Under the **heading "Highlights of Electronics Manufacturing"** your Advertorial will be presented online. By actively promoting your Advertorial via our Newsletter shortly prior to the Trade Fair itself, we also significantly increase your overall Reach.

So take full advantage of our Channels and be remembered positively by your existing and future Customers.



Please note! You can book the "Highlights" concept in every issue of our Konradin Industrie Media Brands. We will be happy to provide you with a summary of Issues and Prices upon request.

Your Cross-media participation opportunity from EPP

| What we offer | What we require | Price |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1 Page Advertorial (Print) + Online Advertorial + Teaser in Newsletter | Heading: 30 Characters max Introduction: 330 Characters Body Text: 1,300 Characters Caption: 80 Characters max Contact: 7 Lines of 30 Characters max 2 Images und your Company Logo | 3,800.–€ |
| 2/1 Page Advertorial (Print) + Online Advertorial + Teaser in Newsletter | Heading: max. 30 Characters max Introduction: max. 330 Characters Body Text: max. 4.700 Characters Caption: 130 Characters max Contact: 7 Lines of 30 Characters max 3 Images and your Company Logo | 5,170.–€ |

Exclusive benefits of your Cross-media booking with EPP

| | |
|------------------------------------------------------------------------------------------------------------|--|
| Publication of your Advertorial within your preferred edition of the EPP Print Media. | |
| Publication of your Advertorial under the heading “Highlights” within our corresponding online EPP Portal. | |
| Active promotion of your Advertorial via our EPP Newsletter prior to the productronica Trade Fair. | |

Konradin Distribution with Guarantee (EPP)

| | |
|----------------------------------------------|------------------|
| Contact Opportunities via Magazine: | 10,260 / Edition |
| Contact Opportunities via Newsletter: | 13,484 / Month |
| Contact Opportunities via Website: | 35,139 / Month |

Booking Deadline for **EPP 4/25** = 09.09.25 | **EPP 5/25** = 01.10.25. All Prices subject to 19 % VAT.

Your advantages with EPP and EPP EUROPE at productronica 2025

More visibility. More impact. Your perfect stage for productronica 2025!

Diverse Approach – Maximum Impact.

With EPP and EPP EUROPE, you can address your Target Group at all levels: You convey facts, stimulate emotions and create personal experiences. This holistic approach promotes trust, increases attention and makes your Brand tangible. In this way, your Company not only remains in the minds of your Customers, but also in their hearts – and your Trade Fair appearance will have maximum impact.



Sustainable Visibility

Your ad accompanies Visitors through productronica – and far beyond. Print remains present, is passed on, and ensures a lasting impression.



Visible Online

We take your Company exactly where decision-makers are researching – for maximum Trade Fair preparation and increased Visitor Levels on your Stand.



Show competence

Content Marketing and Sponsored Articles position you as an innovative Solution Provider – and create long-term trust.



Emotionally tangible – Video Formats

On all EPP Channels and for your own communication. Perfect for stimulating lasting interest and gaining new Contacts.



Targeted Communication

With Newsletters and Mailings, you can reach important Industry decision-makers directly and exclusively – for measurable response and securing valuable new contacts.

Do you have any further Questions?

Whether it's Print Media, Digital or in person - we can work directly with you to develop bespoke Campaign Solutions, tailored to meet your individual budgets and precise communication goals.

We look forward to your enquiry!



Andreas Hugel

Director Media Sales

Phone +49 711 7594-472

Mobil +49 173 35 39 259

E-Mail andreas.hugel@konradin.de

