

Advertising Price List No. 25

Effective November 1st, 2024



Low wastage due to

75 % subscription share !



**MEDIA
INFORMATION**

2025

Fachverlag für  Oberflächentechnik -
Galvanotechnik
 Produktion von
Leiterplatten und Systemen

 **LEUZE
VERLAG**
seit 1902

General Information

successful in the market
for over 25 years!

Publisher: Eugen G. Leuze Verlag GmbH & Co. KG,
Karlstrasse 4, D-88348 Bad Saulgau. Founded in 1902
Tel.: +49 75 81/48 01 - 0, **Fax:** +49 75 81/48 01 - 10
Website: www.plus-fachzeitschrift.de

The Journal PLUS offers timely information about:

- Construction and connection techniques for electronic assemblies
- PCB Design, PCB Technologies
- Assembly and packaging technology
- Analytics & Test
- Management and Market Trends

Core Readership:

- Manufacturers, Distributors, Users of Assemblies
- Designers and manufacturer of PCBs and Assemblies
- Supplier of application-specific software and hardware
- Purchasers and Users of PCBs and Assemblies

exclusive member information of these Industry Associations:

- FED – Fachverband Elektronik-Design e.V.
- EIPC – Der Europäische Elektronik-Verband
- ZVEI – Fachverband Electronic Components and Systems
- ZVEI – Fachverband PCB and Electronic Systems
- iMAPS – International Microelectronics & Packaging Society – Deutschland e.V.
- 3-D MID – Forschungsvereinigung Räuml. Elektronische Baugruppen e.V.
- DVS – Deutscher Verband für Schweißen und verwandte Verfahren e.V.

Frequency of Publication: monthly, 12 issues a year

Publication Dates: please see schedule & editorial calendar, page 14+15

Editorial Deadlines: please see schedule & editorial calendar, page 14+15

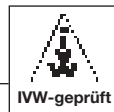
Advertising Deadlines: Ads at the end of the previous month

Publisher/Editor:

Sylvia Leuze-Reichert, sylvia.leuze-reichert@leuze-verlag.de
Klaus Decker, klaus.decker@leuze-verlag.de

Verbreitung pro Monat (Ø Q1+Q2 2024)

Verbreitung: 2.323 Exemplare, davon 1.736 Abonnenten
Website: 21.394 Besucher (IONOS Webanalytics)



Personally liable partner: Leuze Verwaltungs-GmbH,
Sitz: Bad Saulgau, Amtsgericht Ulm: HRB 743601
CEOs: Sylvia Leuze-Reichert, Klaus Decker

Editor-in-Chief: Markolf Hoffmann (-mh-), Tel. +49 7581 4801 - 22,
markolf.hoffmann@leuze-verlag.de, Publisher address

Editorial Team:

- Dr.-Ing. Hartmut Poschmann (-psm-), h.poschmann@arcor.de
Dürkheimer Straße 10a, D-12247 Berlin
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- Dipl.-Ing. Viola Krautz (-vk-), viola.krautz@t-online.de
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Advertising Manager: Gerald Schwager-Rännar (-gsr-),
gerald.schwager@leuze-verlag.de, Tel. +49 7581 4801 - 14
Andi Frey (-af-), andi.frey@leuze-verlag.de, Tel. +49 7581 4801 - 14

Subscription Manager: Hannelore Lenk,
hannelore.lenk@leuze-verlag.de, Tel. +49 7581 4801 - 11

Subscription Charges :

- **Print subscription:** Inside of Germany 118.00 € and
Outside of Germany 148.00 € per year all incl. VAT and shipping.
- **Digital subscription:** Online subscription is 118.00 € per year incl. VAT
- **Premium subscription (print + online):** Inside Germany 168.00 €
and Outside of Germany 198.00 € per year all incl. VAT and shipping.
- **Single issue:** 20.00 € plus VAT and postage.
- **Pupils, students, trainees** (with proof) receive 20% discount

Subscription of the trade journal PLUS covers a full year running until year's end. Thereafter, it is automatically renewed for another year, unless canceled with 6 weeks notice to the end of the year. A refund of paid subscription fees is excluded in any case (even if the magazine is temporarily not supplied due to special circumstances).

Journal Format 170 mm wide, 240 mm high
Type Area Format 135 mm wide, 200 mm high
Printing Process Offset
Colours CMYK (ISO Coated),
Special colours (preferred HKS) on request

Processing Adhesive binding

Loose Inserts
(without rebate)
Format: DIN A5, 160 x 230 mm max.
weight up to 10 grams € 1 670.00
weight up to 15 grams € 2 090.00
weight up to 20 grams € 2 620.00
weight over 20 grams upon request

Sample for inspection is required before ordering
(please send to Eugen G. Leuze Verlag GmbH & Co. KG)

Bound Inserts
(without rebate)
Maximum weight of paper: 150 grams/m²
printed, **untrimmed**
2 pages: 175 mm wide (2 mm rounding edge
in gutter, 3 mm trim on the outer edges),
260 mm high (3 mm header trim,
17 mm footer trim)
4 pages: 175 mm wide (folded), 350 mm (open)

Circulation: on request
Prices: 2 pages: € 1 640.00
4 pages: € 2 920.00

For advertisements exceeding the bound,
please enquire.

Sample for inspection is required before ordering
(please send to Eugen G. Leuze Verlag GmbH &
Co. KG)

Mailing Address for Inserts

Postage paid to our printing house:
Holzmann Druck GmbH & Co. KG
Gewerbestraße 2
D-86825 Bad Wörishofen / Germany

Deadline: 10 workdays before publishing

Ad Specials

- Additional cover page
- One or two more flaps
- Paint finish
- Cards, CDs, booklets stucked-on
- Bookmark
- Banderole

Prices on request; Consultation or sample before
ordering

PLUS: "The magazine,
that is read"

Data Transfer

By email to the advertising manager
(gerald-schwager@leuze-verlag.de, max. 20 MB).
Please send files larger than 20 MB of data by
WeTransfer (www.wetransfer.com).

Data Formats

Preferred PDF/X-3,
alternatively EPS or TIFF, inclusive fonts

For the design of your advertisement if carried out by
the publishing house we need printable images with
300 dpi resolution, min. (line images: 600 dpi), and
copy text as MS Word file.

Design of Advertisements

We offer support in designing your advertisements.
Please contact the advertising manager

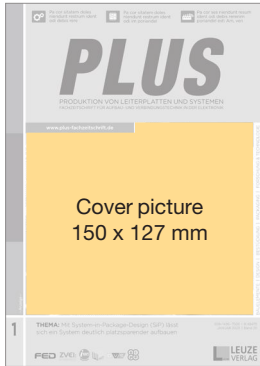
Data Storage

The material will be stored for 5 years.
Repeated orders within this time period without
resending the data.
You will receive a proof before printing

Ad formats and prices

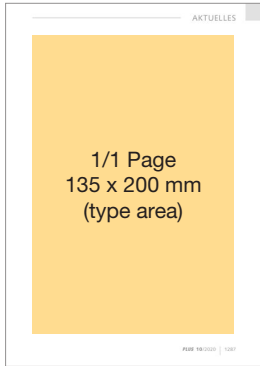
Advertising Managers: Gerald Schwager-Rännar,
Tel. +49 7581 4801-14, E-Mail: gerald.schwager@leuze-verlag.de
Andi Frey, Tel.: +49 7581 4801-14, E-Mail: andi.frey@leuze-verlag.de

The most important electronics
magazine for PCB technology



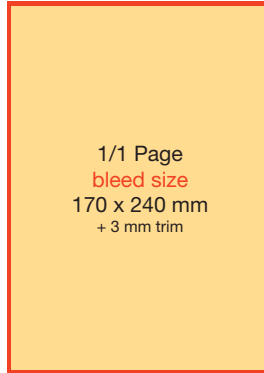
Cover picture
150 x 127 mm

Price (4c): € 1900,-



1/1 Page
135 x 200 mm
(type area)

Price (s/w): € 1500,-
(4c): € 1980,-



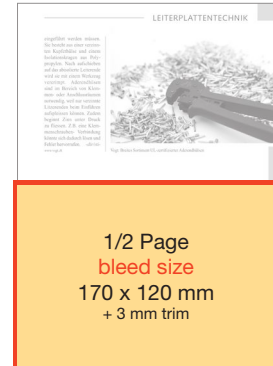
1/1 Page
bleed size
170 x 240 mm
+ 3 mm trim

Price (s/w): € 1650,-
(4c): € 2130,-



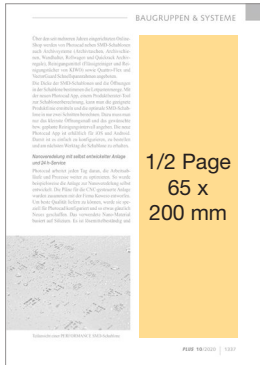
1/2 Page
135 x 100 mm

Price (s/w): € 750,-
(4c): € 1230,-



1/2 Page
bleed size
170 x 120 mm
+ 3 mm trim

Price (s/w): € 825,-
(4c): € 1305,-



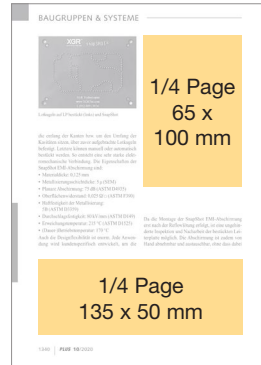
1/2 Page
65 x
200 mm

Price (s/w): € 750,-
(4c): € 1230,-



1/2 Page bleed size
82,5 x 240 mm
+ 3 mm trim

Price (s/w): € 825,-
(4c): € 1305,-



1/4 Page
65 x
100 mm

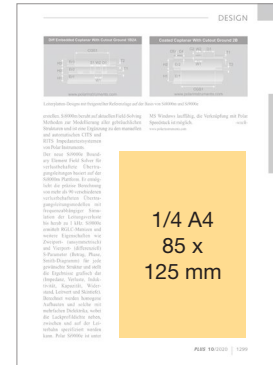
1/4 Page
135 x 50 mm

Price (s/w): € 375,-
(4c): € 635,-



1/4 Page bleed size
170 x 60 mm
+ 3 mm trim

Price (s/w): € 412,50
(4c): € 672,50



1/4 A4
85 x
125 mm

Price (s/w): € 759,-
(4c): € 1170,-

LEITERPLATTENTECHNIK

Neue Systemlösung für Bestückungsprozesse

Mit dem Schlot®-Träger (S) 180° bei Bedarf an einen Schlotträger (S) 90° drehbar, ermöglicht die S-180°-Leiterplatte-Technologie die Montage von Bauteilen für 50°-Steigungen und 90°-Steigungen. Die S-180°-Leiterplatte-Technologie ermöglicht die Montage von Bauteilen für 50°-Steigungen und 90°-Steigungen. Die S-180°-Leiterplatte-Technologie ermöglicht die Montage von Bauteilen für 50°-Steigungen und 90°-Steigungen.

1/8 Page
65 x 50 mm

LEZ-certifizierte Adressenhalten

1520 | 1800 780 2020

Price (s/w): € **187,50**
(4c): € **447,50**

Double Page
bleed size
340 x 240 mm
+ 3 mm trim

Price (s/w): € **2 567,-**
(4c): € **3 335,-**

Further formats
on request - e.g.:
Frame Ad,
Tunnel Ad,
Free-form,
Island Ad...

Bleed:
Dimensions for
bleed advertisements
add 3 millimeters of bleed /
trim at the outer edges.

Please consider our discount plan on the following pages!

Design:
Please consider that bleed ad text, logos etc. are placed at least 10 millimeters from the bleed margin (on the left / on the right) and 5 millimeters (at the top / at the bottom).

Special colors:
b/w plus scale colour*
+ € 160,- per colour
cyan, yellow, magenta
b/w plus spot colour*
+ € 320,- per colour
gold, silver, Pantone, HKS...

Classified Ads Job Offers, Buy and Sell, Representations, etc.

5

Price for Colour Ads in Euros (per ad)		
	Job Offers, Buy and Sell, etc.	Job applications
1/1 page	1.620,-	-
3/4 page (135 x 150 mm)	1.335,-	-
1/2 page	1.050,-	840,-
1/4 page	545,-	440,-
1/8 page	402,50	350,-

Price for b/w Ads (basic price) in Euros (per ad)		
	Job Offers, Buy and Sell, etc.	Job applications
1/1 page	1.140,-	-
3/4 page (135 x 150 mm)	855,-	-
1/2 page	570,-	360,-
1/4 page	285,-	180,-
1/8 page	142,50	90,-

In this table the additional charge* for colour of € 480.00 for 1/1-, 1/2-, 1/4-page ads (formatted to DIN A4), or € 260.00 for 1/4- or 1/8-page ads, resp., is included in the price. *Extra charges are not discountable

Extra charge for placement in online job market:

€ 60.00

Cost for box number ad

€ 12.00

Online publication first possible

Online presence for 8 weeks.

Job applications appear online at **no extra charge!**

additionally we post your job advertisements on:

facebook
<https://www.facebook.com/leuzeverlag/>

Twitter
<https://twitter.com/leuzeverlag>

Advertisements **within the type area**

Price for Colour Ads in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.980,-	1.860,-	1.680,-	1.600,-
1/2 page	1.230,-	1.170,-	1.080,-	1.040,-
1/4 page DIN A4	1.170,-	1.110,-	1.040,-	1.000,-
1/4 page	635,-	605,-	560,-	540,-
1/8 page	447,50	432,50	410,-	400,-

Price for b/w Ads (basic price) in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.500,-	1.380,-	1.200,-	1.120,-
1/2 page	750,-	690,-	600,-	560,-
1/4 page DIN A4	690,-	630,-	560,-	520,-
1/4 page	375,-	345,-	300,-	280,-
1/8 page	187,50	172,50	150,-	140,-

Advertisements **bleed**

Price List No. 25 effective November 1st, 2024 all prices in Euros;
 VAT (if applicable) and shipping cost will be added.

Price for Colour Ads in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	2.130,00	1.998,00	1.800,00	1.712,00
1/2 page	1.305,00	1.239,00	1.140,00	1.096,00
1/4 page	672,50	639,50	590,00	568,00

Price for b/w Ads (basic price) in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.650,00	1.518,00	1.320,00	1.232,00
1/2 page	825,00	759,00	660,00	616,00
1/4 page	412,50	379,50	330,00	308,00

In this table the additional charge* for colour of € 480.00 for 1/1-, 1/2-, 1/4-page ads (formatted to DIN A4), or € 260.00 for 1/4- or 1/8-page ads, resp., is included in the price. *Extra charges are not discountable

Cover Premium Placements

One of the most sought-after ad positions, it is usually quickly sold out.

Cover	
Cover picture *	1.900,00
Cover page 2 *	2.220,00
Cover page 3 *	2.000,00
Cover page 3plus *	2.195,00
Cover page 4 *	2.320,00

*Extra charges are not discountable, all prices in Euros / Ad



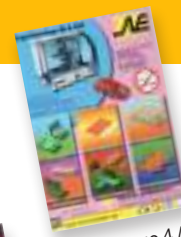
Cover



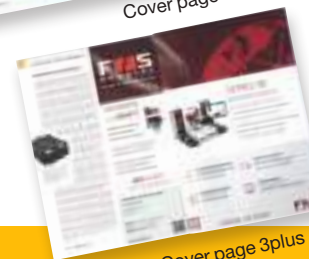
Cover page 2 next to Editorial



Cover page 3



Cover page 4 / verso



Cover page 3plus

This runs until on the contents page left, Format 247 x 240 mm

Inserts and Bound-in Inserts

Brochure inserts & bound-in inserts in **PLUS** cannot be overlooked. They enjoy high acceptance and are heavily used by our readers.

Inserts-Format

DIN A 5 up to about 160 x 230 mm

Inserts	
Weight	Price
Weight up to 10 g	1.670,-
Weight up to 15 g	2.090,-
Weight up to 20 g	2.620,-
Weight over 20 g	upon request

Bound-in	
Pages	Price
2 pages	1.640,-
4 pages	2.920,-

Einhefter: Format 2 Pages

170 mm x 240 mm (WxH) bound, with 3 mm milling edge, outer right trim 5 mm head trim 5 mm, and foot trim 5 mm.

Einhefter: Format 4-seitig

170 mm wide (folded) 340 mm (open), trim: see above

Bound-in-Paper

150 grams per square meter printed, untrimmed print run upon request

For advertisements exceeding the bound, please enquire.

Presentation of sample is required before ordering (ship to: Eugen G. Leuze Verlag GmbH & Co. KG) No discounts on inserts.

All prices given are subject to value-added sales tax and shipping cost.

Shipping Address for Inserts and Bound-in Inserts

Free delivery to:

Holzmann Druck GmbH & Co. KG
Herr Matthias Müller
Gewerbstraße 2
86825 Bad Wörishofen / Germany
Tel: +49 (0) 8247 9 93-2 26
matthias.mueller@holzmann-druck.de
www.holzmann-druck.de

Delivery Date

10 working days before publication



The portal for professionals

www.plus-fachzeitschrift.de

leuze-verlag.de offers specialised information from the magazines **Galvanotechnik** and **PLUS**. With news, magazine content, an event calendar, job and classified ad market, our users get a comprehensive overview of the market. Following the redesign of the website in summer 2024, the site has become even more attractive

for our readers and now offers you more opportunities to place your advertising message.

The most visited pages include the home pages of the publishing house and the respective trade journals, as well as our job market and the PDF article archive.

Banner sizes

Super Banner 665 x 75 pixel
Position on the start page and a further, useful sub-page, e.g. dates, etc.
Runtime 4 weeks **Price: € 820,-**

Large Rectangle 490 x 250 pixel
Position on the home page of PLUS and another useful sub-page, e.g. Leuze home page, etc.
Runtime 4 weeks **Price: € 930,-**

Superwide Banner 1340 x 150 pixel
Position on the start page and a further, useful sub-page such as the archive, etc.
Runtime 4 weeks **Price: € 1390,-**

Hits

Period 1 Jan. to 30 Sept. 2024 according to IONOS WebAnalytics:

Page views:
1.541.945 =
171.327 Views per month*

Visitors:
270.472 =
30.052 Visitors per month*

* After changing the Google algorithm and the IONOS evaluation method April 2021

Target groups

Specialists and decision makers in the corresponding industries.



Other formats / durations

Additional weeks can be booked at any time after the basic term: **from the 5th week, all banners cost e 150/week extra.**

Other formats on request, the file size should be less than 200 kB to ensure fast loading.

Vertical Rectangle 240 x 400 pixel
 Position on all content subpages of the trade journal PLUS
 Runtime 4 weeks **Price: € 670,-**

Skyscraper 240 x 600 pixel
 Position on all content subpages of the trade journal PLUS
 Runtime 4 weeks **Price: € 740,-**

Discounts

3 banners → 3 %
 6 banners → 5 %
 9 banners → 10 %
 12 banners → 15 %

Data format

We accept all standard image formats, such as JPEG, GIF, PNG and also affiliate formats by means of code.

If you have any questions please contact the advertising manager: Mr Gerald Schwager or Mr Andi Frey, Tel. 075 81/4801-14, gerald.schwager@leuze-verlag.de andi.frey@leuze-verlag.de

Content-Marketing High credibility • Increased Visibility • Maximum Attention

PLUS also offers all readers regular, well-founded specialist information and news from the industry online. Smaller articles are free of charge, for longer ones you need a digital or premium subscription.

Within this editorial environment, we offer you the opportunity to place your own articles.

There is hardly a more effective way to advertise online than with a text advert (advertorial) within a renowned trade journal.

Your content is published in an editorial environment and placed prominently for 4 weeks.

After that, it can be found normally over the course of time, and by dispensing with obviously promotional texts, you increase the effectiveness with your target group.



Content-Marketing

Text length: 8,000 characters max., picture on the cover page, plus up to three additional illustrations placed on the page of the article.

Duration: four weeks.

Price: 1 640.00 €

All prices plus value added tax

www.plus-fachzeitschrift.de

PLUS Company Directory

Automatically updated every month and reaching out to more than 4000 of your potential customers, suppliers and manufacturers, the PLUS Company Directory serves as an attractive platform for contacting the printed circuit board and electronics industries in Germany, Austria, Switzerland and the Netherlands.

All listed contact data and addresses are delivered on a month-by-month basis to the decision makers and buyers in the industry. Your listing delivers results without detours and costly market research.

A clear logical structure with meaningful categories and an alphabetical sorting by address will enable you to directly accessing your targeted suppliers and customers of electronic assembly and related products.

Company Directory	Price
Basic price (listing of up to 3 categories)*	399,-
B/W Company logo next to your address (1c)*	99,-
colored Company logo next to your address (4c)*	152,-
Additional categories*	99,-

All prices are subject to value added sales tax

* This order is placed for one year and continues until terminated. Cancellation in writing six weeks before the end of the year. Late cancellations will only be valid for the subsequent year.

We will charge for your entries at the beginning of the year.

Deadline for corrections and changes is the 15th of the month before publishing date. All prices are subject to value added sales tax.

For **questions / booking / information** please contact
Jonas Jähnel
Tel. +49 7581 4801-12
Fax +49 7581 4801-10
jonas.jaehnel@leuze-verlag.de

The collage features three overlapping documents. The top-left document is a page from the PLUS Company Directory titled "Die eingetragenen Firmen auf einen Blick" (Registered companies at a glance), listing various companies like ACHAT5, AEMtec, ASSCON, and BALVER ZINN* with their contact information. The top-right document is a "Rubriken" (Categories) page, a grid of checkboxes for selecting industry sectors such as Design, Manufacturing, and Assembly. The bottom document is the cover of the PLUS 10/2021 magazine, showing the title and issue information.

The PLUS company directory appears **in every issue** of the trade journal PLUS, i.e. 12 times a year. Thanks to the clear structure, readers can quickly find your company address under the headings you specify.

To place an order, please download the PDF entry form from our website, print it out and then send it to us by post (address see p. 2) or by fax +49 7581 4801-10:

www.leuze-verlag.de/plus/plus-firmenverzeichnis

Alternatively, you can also complete the order directly via our online form:

www.leuze-verlag.de/werbemoeglichkeiten/plus-fvz

Electronics Industry Guide

The industry guide has been an indispensable reference work for years. Thanks to its additional English keyword index, the range of goods and services is also accessible to foreign-language countries.

Unlike the company directory, the industry guide appears exclusively online. The basic entry appears for the following 12 months and includes your company name, address, contact details and an entry in up to 10 categories.

Publication on our website and links from online articles are included in the price.

Additional information such as product names, subsidiaries etc. and further categories are possible.

Package 1: Small	Difference	in Cost € 79.00
Address Contact person Company description	8 Rubrics/ Headings	Entry Online Location Indic. on Map
Package 2: Basic	Difference	in Cost € 167.00
Address Contact person Company description	incl. Company Logo 10 Rubrics/ Headings	Entry Online Location Indic. on Map

All prices given are subject to value-added sales tax and shipping cost.

Term 1 year

For **questions / booking** please contact Mrs Kristina Altvater
Tel.: +49 75 81/4801 - 13, kristina.altvater@leuze-verlag.de

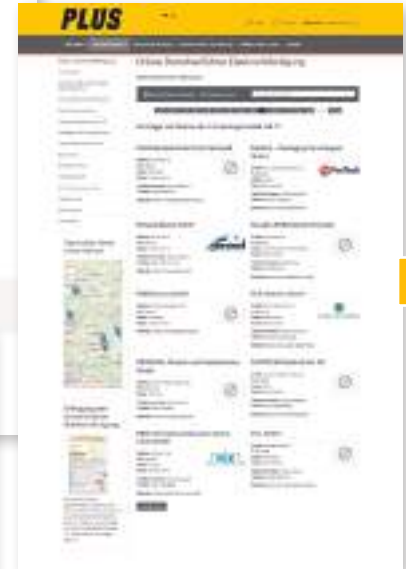
Additionally, we offer to specifically position your **advertisement** in the Industry Guide. Prices are identical to those in **PLUS**.

www.leuze-verlag.de



You will find the Online Industry Guide at:

www.leuze-verlag.de/plus/branchenfuehrer-elektronik



There are the following search criteria for individual online searches:

1. service categories offered by company
2. initials of company name
3. full text search
4. map display of company location
5. advanced search by postal code, city, country and individual services

Reprints

We also offer reprints of your editorial contributions, in the original **PLUS** layout, with a personalized cover page and space for advertisements.

For an **offer** please contact
Gerald Schwager-Rännar
or Andi Frey
Tel.: +49 7581 4801-14



Size 17 x 24 cm,
or your preferred DIN-A format

Newsletter

Since June 2021, we are offering a newsletter. It comes in two different versions, and it presents, on a week-to-week rolling basis, news content (free of charge as well as fee-based) from the realm of electronics manufacturing.

Subscribers of the newsletters are highly qualified professionals, which warrants very little stray loss of your advertising content. Both these newsletters are currently at the stage of continuous development. They are generating more subscribers every week.

Banner Advertising

Size 580 x 75 pixel (W x H)
at the introductory price of
€ 290,- per version

Please register here
for the newsletter



Electronics manufacturing NEWS

Selection from current PLUS-Online-NEWS

Online articles electronics manufacturing

Selection from current PLUS-Online-articles, reports, and innovations.



Specials

On selected dates or topics, we offer you the opportunity to position your brand prominently in one of the leading trade journals in your industry.

Our specials not only reach a specifically selected readership, but also convince with added value that will be a decisive advantage for your marketing strategy:

- ▶ The special edition has a wide reach due to a significantly increased print run
- ▶ These booklets are distributed in addition to the normal distribution at trade fairs and events
- ▶ They combine significantly increased attention with content specially tailored to the target group
- ▶ Our readers are primarily decision-makers and multipliers in your target market - so your message reaches the very people who decide on investments and partnerships
- ▶ Thanks to our many years of industry expertise, we enjoy a high level of trust and credibility among our readers. This positive association is automatically transferred to your brand
- ▶ Online special: In addition to the print edition, we offer you additional reach and flexibility with the special thanks to our digital platform

On the following pages you will find all offers for the specials

If you have any **questions** or would like to book, please contact
Gerald Schwager-Rännar: gerald.schwager@leuze-verlag.de
or Andi Frey: andi.frey@leuze-verlag.de

Phone: +49 7581 4801 - 14

www.leuze-verlag.de

Special: Printed electronics



TRADE FAIR SPECIAL

Use the February issue of PLUS
for your success at Lopec 2025
Bookable until 24.01.25



789 €*

Basic package

Print: Product presentation as running text in the trade fair edition + image + logo

Advertising banner: 700 x 90 Pixel for 4 weeks

Online: Product information with logo in the trade fair special

1.149 €*

Small
advert package

Basic package and additional:
1 advertisement 1/4 page,
4-colour, trimmed
(170 x 60 mm)

You save more than
600,- €

1.599 €*

Large
advert package

Basic package and additional:
1 advertisement 1/2 page,
4-colour, bleed (170 x 240 mm
or 82.5 x 240 mm)

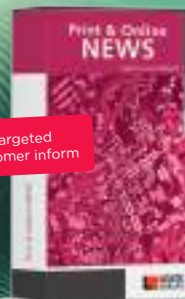
You save more than
780,- €

Special: Power electronics



TRADE FAIR SPECIAL

Use the April issue of PLUS
for your success at pcim 2025
Bookable until 28.03.25



789 €*

Basic package

Print: Product presentation as running text in the trade fair edition + image + logo

Advertising banner: 700 x 90 Pixel for 4 weeks

Online: Product information with logo in the trade fair special

1.599 €*

Small
advert packaget

Basic package and additional:
1 advertisement 1/2 page,
4-colour, trimmed (170 x 120 mm
or 135 x 100 mm)

You save more than
780,- €

2.200 €*

Large
advert package

Basic package and additional:
1 advertisement one-sided,
4-coloured, trimmed
(170 x 240 mm)

You save more than
880,- €

EMS-Special: THT assembly



Book now!

EMS-Special

July 2025



Between component shortages and oversupply:

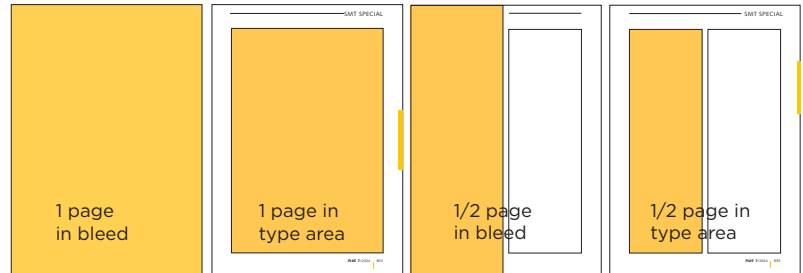
EMS service providers are struggling with stock turnover and an overall fluctuating market situation. We draw a brief picture of the current situation and shed light on the background. As always, companies in the EMS sector can present their company or their services for existing or new customers in our special.

For years, the EMS special edition has been one of the most popular issues in the annual cycle.

You too can present your company in the PLUS EMS Special 2025.

Prices plus VAT.

Bookable ad sizes in the magazine:



Total package with 1/1 Advert
170 x 240 mm
+ 3 mm bleed

Total package with 1/1 Advert
135 x 200 mm
in type area

Total package with 1/2 Advert
82,5 x 240 mm +
3 mm bleed

Total package with 1/2 Advert
65 x 200 mm
in type area

**Advert
+ Text
+ Online**

2.490 EUR

**Advert
+ Text
+ Online**

2.390 EUR

**Advert
+ Text
+ Online**

1.790 EUR

**Advert
+ Text
+ Online**

1.690 EUR

Our EMS package offers:



- Increased circulation
- Increased visibility compared to other companies
- Increased perception by customers in the EMS industry

- Note the potential of our EMS special
- Increase online presence

Special: productronica



productronica
Accelerating Your Talent

TRADE FAIR SPECIAL

Use the PLUS for your success at
productronica 2025 - Bookable until 26.09.25



1.812,- €
saving

2.770 €*
regular price 4.582 €

Small advert package

PRINT editorial article in the trade fair booklet 11/25 and **ONLINE** over 3 months (10 - 12/25) with 750 characters (incl. spaces), image or product text with 1 image, logo & contact.

2 adverts 1/4 page each, 4-colour, (170 x 60 mm), in issues 10/25 and 12/25

1 advertisement 1/2 page, 4-colour, trimmed (170 x 120 mm or 82.5 x 240 mm, plus 3 mm bleed), in trade fair booklet 11/25

Online banner 468 x 60 pixels 3 months



1.893,- €
saving

3.470 €*
regular price 5.363 €

Large advertising package

Editorial article **PRINT** in the trade fair booklet 11/25 and **ONLINE** over 3 months (10 - 12/25) with 750 characters (incl. spaces), image or product text with 1 picture, logo & contact.

2 adverts each 1/4 page, 4-colour, (170 x 60 mm), in issues 10/25 and 12/25

1 advertisement 1/1 page, 4-colour, trimmed (170 x 240 mm plus 3 mm bleed), in trade fair booklet 11/25

Online banner 468 x 60 pixels 3 months

Advertise
for 3
months

Benefit from the significantly increased reach of the PLUS trade fair editions and reach up to 42,000 additional trade fair visitors!



productronica
Accelerating Your Talent

TRADE FAIR SPECIAL

Use the November issue of PLUS
for your success at productronica 2025
Bookable until 24.10.25



381,- €
saving

1.700 €*
regular price 2.081 €

Advertising package 1

PRINT editorial article in the 11/25 trade fair magazine and **ONLINE** for 1 month with 750 characters (incl. spaces), image or product text with 1 picture, logo & contact

1 advertisement 1/2 page, 4-colour, bleed (170 x 120 mm or 82.5 x 240 mm, plus 3 mm bleed), in the trade fair magazine 11/25

Online banner 468 x 60 pixels



412,- €
saving

2.450 €*
regular price 2.862 €

Advertising package 2

PRINT editorial article in the 11/25 trade fair magazine and **ONLINE** for 1 month with 750 characters (incl. spaces), image or product text with 1 picture, logo & contact

1 advertisement 1 page, 4-colour, bleed (170 x 120 mm or 82.5 x 240 mm, plus 3 mm bleed), in the trade fair magazine 11/25

Online banner 468 x 60 pixels

Advertising
in the trade
fair edition

15

Benefit from the significantly increased reach of the PLUS trade fair editions and reach up to 42,000 additional trade fair visitors!

Readership Analysis

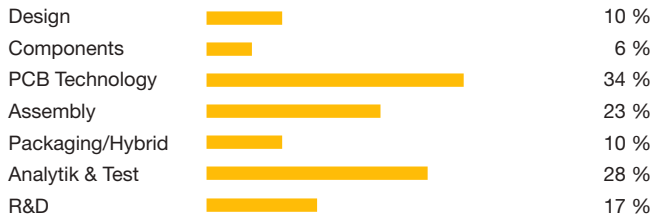
Readers by branch



Readers by size of company (number of employees)



Preferred reading of regular features



Average reading time



Adverts in the journal offer

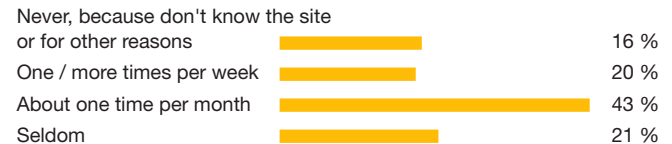


multiple choice possible

PLUS will be archived



Visiting the Leuze Website



Range of the printed publication

Each print issue of the journal, when delivered by subscription, is usually shared by 3.5 readers.

This increases the coverage of the journal significantly and amounts to a multiple of the IVW-checked circulation.

Schedule and topic plan 2025

Editor-in-Chief:
Markolf Hoffmann, Tel.: +49 7581 4801-22,
E-Mail: markolf.hoffmann@leuze-verlag.de

Binding priorities	Issue	January	Februaryy	March	April	May	June
	Editorial deadline	11.12.2024	17.01.2025	21.02.2025	21.03.2025	17.04.2025	16.05.2025
	Advertising deadline	18.12.2024	24.01.2025	28.02.2025	28.03.2025	25.04.2025	23.05.2025
	Publication date	15.01.2025	13.02.2025	13.03.2025	14.04.2025	14.05.2025	16.06.2025
	Mayn topic	Forecasts	Special Printed electronics, inkjet printing, 3D printing	The PFAS dilemma	Special Power electronics	Recycling and upcycling	Meta surfaces
	Special topics	<i>Preview LOPEC embedded world</i>	<i>Trade fair edition LOPEC embedded world</i>	<i>Preview PCIM Sensor+Test</i>	<i>Trade fair edition PCIM Sensor+Test</i>		
	Media partnerships Trade fair presence		MedTecLive Stuttgart: 18./19. February aaa Friedrichshafen: 25./26. February LOPEC München: 26./27. February	embedded world: 11.-13. March Intec Leipzig: 11.-14. March Lounges Karlsruhe: 25.-27. March W3 Fair Wetzlar: 19./20. March emv Stuttgart: 25.-27. March Hannover Messe 31.March.-3. April	Hannover Messe: 31.March.-3.April SSI Prag: 8.-10 April Innoelectro Budapest: 8.-10. April	PCIM Expo Nürnberg: 6.-8. May Sensor+ Test Nürnberg: 6.-8. May aaa Heilbronn: 14./15. May eltec Nürnberg: 20.-22. May Focus on PCB 21.-22. May XRP Expo Stuttgart: 26./27. May	aaa Hamburg: 3./4. June CWIEME Berlin: 3.-5. June Laser World of Photonics Stuttg.: 24.-27. June 3D & Systems Summit Dresden: 25.-27. June

Binding priorities	Issue	July	August	September	October	November	December
	Editorial deadline	20.06.2025	18.07.2025	22.08.2025	18.09.2025	17.10.2025	21.11.2025
	Advertising deadline	27.06.2025	25.07.2025	29.08.2025	26.09.2025	24.10.2025	28.11.2025
	Publication date	14.07.2025	14.08.2025	15.09.2025	14.10.2025	13.11.2025	11.12.2025
	Main topic	EMS-Special	Artificial intelligence	Obsolescence	Advanced Substrates	Special productronica SEMICON Europa	Biogenic printed circuit board technology
	Special topics	<i>Focus on THT assembly</i>			<i>Preview productronica SEMICON Europa</i>	<i>Trade fair edition productronica SEMICON Europa</i>	<i>Review productronica SEMICON Europa</i>
	Media partnerships Trade fair presence			IFA Berlin: 5.-9. September aaa Wetzlar: 10./11. September aaa Düsseldorf: 17./18. Sept. aaa Chemnitz: 30.09. - 1.10.	parts2clean Stuttgart 7.-9. October MOTEK Stuttgart 7.-9. October TechBlick Berlin 22./23.October	productronica München 18.-21. November SEMICON Europa München 18.-21. November SPS Nürnberg 25.-27. November	

You will always receive a binding topic preview for your advertising planning at the beginning of each month via our "PLUS topic preview" newsletter. This allows you to implement your advertising plans with pinpoint accuracy and without any major wastage.

TIPP Do you have an advertising campaign and would like to place your ad in a special topic or issue? Contact us - we often make this possible!

Components Volker Tisken v.tisken@gmx.net	Design Hartmut Poschmann h.poschmann@arcor.de	Printed circuit boards Viola Krautz viola.krautz@t-online.de
<ul style="list-style-type: none"> • Silicon photonics • SiC MOSFETS • Mobile communication • Chiplets • Discrete components • Embedded biometrics • Chip scaling to 3 µm • Advanced chip packaging • Power modules 	<ul style="list-style-type: none"> • Chip design • Eye diagrams • Open source • Embedded components • AI in chip and system design • Housing and mould design • Prototyping • Embedded component design • Mesh plane design 	<ul style="list-style-type: none"> • Ceramic substrates • Flexible printed circuit boards • Miniaturisation • Electro-optical printed circuit boards • HDI printed circuit boards • Wet chemical processing • Oversized printed circuit boards • Protective lacquer • Coating by cathode sputtering



SCAN ME

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<ul style="list-style-type: none"> • Refurbished electronics • Rework and reuse • Stencil printing Automation • Solders, solder pastes & solder wires • Vacuum soldering • Press-fit technology • SMD stencils • Solder wave process 	<ul style="list-style-type: none"> • Solder joint analysis • Digital microscopy • Structural mechanics analysis • Automated X-ray inspection • AOI innovations • Thermography • Flying probe tester • Efficient test methods using • A.I. grey box models 	<ul style="list-style-type: none"> • Measurement of bondable surfaces • AI in reliability prediction • Automated battery recycling • Possibilities for removing PFAS from nature • Lignin substrates for sustainable electronics • Dimensioning of glass core substrates • Obsolescence management of electronic devices • Advances in biodegradable printed circuit boards • Refinement and evaluation of prognostic models

Terms of Business

1. Acceptance of advertisements in a given issue or at a specific place in any issue cannot be guaranteed.
2. Advertisers or their agents are responsible for timely submission of advertising text, artwork and associated materials prior to published issue closing date. The publishers cannot be held responsible for errors or omissions arising from late submissions.
3. The publishers will not be held responsible for advertising content or alterations to such content, where these are transmitted orally and not in writing.
4. In the case of advertisements containing errors, advertisers are entitled to a rebate or replacement insertion, only in such cases where the error significantly alters the meaning or detracts from the content of the advertisement or its purpose.
5. Discounts set out in the advertising rate card will be applicable only in the 12 month period following the first insertion.
6. Supplementary charges for advertising are calculated on the basic rate and do not qualify for discounts.
7. Where an advertisement fails to appear, owing to circumstances outside the control of the publishers, the advertiser is entitled to subsequently charge the discount in proportion to the difference between the discount granted and that corresponding to the quantity actually purchased.
8. Paper proof copies of advertisements are provided only where these have been explicitly requested. Failure by advertisers to provide corrections (in print or electronic format) by the issue closing date, absolves the publishers of any duty to make such corrections.
9. The publisher reserves the right to request pre-payment for additional advertising, during a period when multiple insertions have been agreed or outstanding invoices have to be settled.
10. The publishers reserves the right to decline publication of submitted advertising material and are not obliged to state reasons for so doing.
11. In the case of Box Number advertising, the publisher undertakes to remit responses in a timely and responsible manner and assumes no liability. Remittance of such responses to the advertiser, including Express Mail, will be carried out using normal postal services. The publisher will not be held responsible for any claims arising out of such forwarded material or correspondence. The advertiser is responsible for returning to the sender, enclosed material such as testimonials, certificates etc. The publisher retains the right to open incoming responses to Box advertising in order to monitor any misuse of the system.
12. The publisher is allowed to copy and distribute ads online on the website and offline (e.g. on CD-Rom, DVD, presentations, reprints).
13. Account settlement within 30 days of invoice date is required. Invoices are issued only after an advertisement has appeared. Charges do not include a complimentary copy of the journal.
14. Any queries or complaints must be raised within 14 days of the publication of the advertisement and/or receipt of invoice.
15. The place of jurisdiction for merchants is the registered office of Eugen G. Leuze Verlag GmbH & Co. KG.

Bank account Landesbank Kreissparkasse
IBAN: DE93 6535 1050 0000 2921 00, BIC: SOLA DE S1 SIG

Trade ID DE 146610668

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