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# **PCIM News Platform Media Kit 2026**

Extensive marketing solutions for  
reaching your target audience all  
year round.

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The PCIM – Hub for Power Electronics is the meeting place for the power electronics community. It creates a platform where you can expand your specialist knowledge, exchange ideas with experts and present your products and solutions to the industry.

With the areas of the PCIM Expo & Conference, PCIM Insights, and PCIM Events, you gain year-round access to the latest trends and developments in the industry. The PCIM Expo & Conference is the leading international exhibition and conference for power electronics, intelligent motion, renewable energy, and energy management.

One format of the PCIM Insights is the PCIM News Platform. The varied solutions of the PCIM News Platform, give you year-round, digital access to the unique market of the PCIM Expo & Conference and your target audience along the entire value chain.

Take advantage of the diverse solutions and tailor your communication portfolio to your individual needs: reach, brand awareness, or lead generation.

*"For seven years I have been making the PCIM News Platform the stage for my satisfied customers. I love people and encounters and help you to present yourself as a solution provider in your field."*



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# PCIM NEWS PLATFORM

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The PCIM News Platform is an online platform for market knowledge and trends in power electronics. It features articles, expert contributions, and much more to keep you up to speed on current industry topics.

As a supplier of power electronics products, you have the opportunity to raise your profile and reach your audience with comprehensive marketing solutions on the high-reach platform all year round.

Discover the  
platform now



*"Your message, our stage –  
successful together on PCIM  
News Platform!"*



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# FACTS & FIGURES OF THE PCIM NEWS PLATFORM

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**36,500**

newsletter subscribers

**33,000**

registered users

Up to

**238,000**

page impressions  
per month

Up to

**104,000**

visits per month

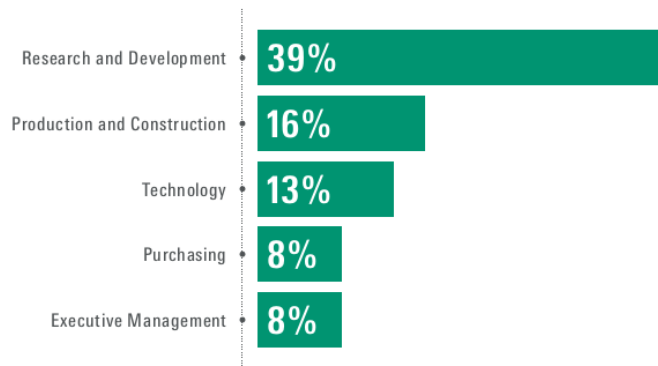
# TARGET AUDIENCE OF THE PCIM NEWS PLATFORM

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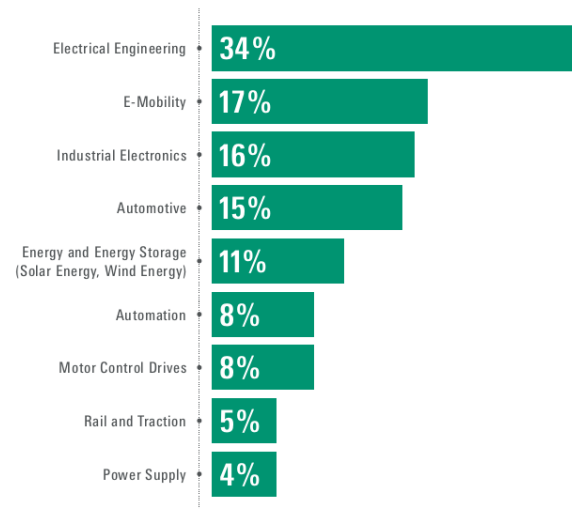
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Like the visitors to the PCIM Expo & Conference, the users of the PCIM News Platform are experts and decision-makers from the fields of management, product and system design, purchasing, and research and development.

## Top departments



## Top industries



# REFERENCES

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“

The PCIM News Platform increases our brand presence and drives leads in the power electronics industry through diverse advertising options!

Littelfuse, Inc.

”

“

We appreciate the close cooperation with the PCIM News Platform. It offers us an excellent opportunity to engage directly with the community and to communicate and share our messages effectively. The platform fosters professional exchange and networking within the industry. Staying close to the community is a core value for us, making this partnership especially meaningful.

Hitachi Energy, Ltd.

”

“

The PCIM News Platform is a valuable resource for insights and news on the latest trends, technologies, and innovations in the power electronics sector. The platform also serves as an educational resource, providing an opportunity to share knowledge and expertise with a targeted audience.

Henkel AG & Co. KGaA

”

“

The PCIM News Platform consistently provides cutting-edge information and insights in the field of power electronics. Your dedication to educating and connecting professionals across the industry is truly invaluable.

Resonac Europe GmbH

”



## Reader Statements\*

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“  
Very informative and accurate – a great source for staying up to date with tech.  
”

“  
Your in-depth and comprehensive articles truly stand out.  
”

“  
Great collection of publications. It provides an excellent guide for technical research.  
”

“  
The information in each chapter is a valuable summary of articles, professional experience, and expert insights in the field.  
”

“  
The articles are application-specific, which makes it easy for me to choose my subject.  
”

“  
The platform features stories of revolutionary women in electrical engineering, inspiring me as a young girl aspiring to become an electrical engineer.  
”

\*These quotes are from an anonymous reader survey, August 2024.

# ADVERTISING OPPORTUNITIES

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The marketing solutions of the PCIM News Platform will help you achieve your long-term goals across a variety of touchpoints.

The table below lists the products offered and the objectives they support:

VISIBILITY	REACH	LEADS	VISIBILITY, REACH & LEADS
Premium Company Profile	Newsletter Advertising	Lead Generator	Partner Packages
Website Advertising / Newsletter	Online Advertorial	Lead Campaign	Visibility Package
Audience Targeting	Press Power Package	Sponsored Dossiers	Content Package
Company Spotlight	Management Statement		Partnerzone
Mini Study			

Note: Prices do not include VAT.

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## Products to increase your visibility

Strengthen your brand's visibility and awareness with your target audience. Our international specialist portal gives your company a platform in a professional environment that your target audience trusts.

### Product categories:

Company  
Profile

Newsletter  
Advertising

Website  
Advertising

Audience  
Targeting

Company  
Spotlight

Mini Study

NEW

# PREMIUM COMPANY PROFILE

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The company profile allows you to optimally showcase your individual products and services optimally. By being linked to topic-relevant specialist articles based on your own defined keywords, you remain on the radar of your target audience.

- ✓ **High-quality content mix:** Complete a company profile that provides content about your company for a full year. There are no limits. Thematically appropriate articles from our editorial team appear automatically in your profile feed, giving you a permanent reach.
- ✓ **Minimal waste coverage:** Automated payout in thematically appropriate articles allows you to reach your target audience in the optimum context.
- ✓ **Transparent reporting and easy administration:** The most important key figures (ad impressions, clicks and CTR) are available to you in the Customer Center at all times.

## Premium Company Profile

Basic price per year	€2,450
+ Full-year care with 4 updates per quarter	€780

Check out a  
live example  
now



Further  
information

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# NEWSLETTER ADVERTISING

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## Weekly newsletter

Send your message to the personal mailboxes of more than 34,200 newsletter subscribers and directly address your target audience. The weekly English-language newsletter is sent out every Thursday.

Tip: Also use the PCIM News Platform to promote your participation in other industry events.

### PCIM News Platform Weekly Newsletter

#### Price per mailing

Billboard Ad	€1,350* / € 1,200
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Text Ad	€1,350* / € 1,200
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#### Package prices

5 mailings	€5,400* / € 5,170
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10 mailings	€9,500* / € 9,130
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\*Booking period:  
April until 9 June  
2026

Further  
information

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## Special newsletter with special topic focus

In addition to the weekly newsletter, a special editorial newsletter is sent out four times a year with a specific topic. We will also be happy to review your proposed topic. This gives you the opportunity to position your expertise as a solution specialist.

### PCIM News Platform special newsletter

Billboard Ad	€1,350
Text Ad	€1,350

### Theme plan special newsletter 2026

Power electronics in energy storage
Sustainability and circular economy in power electronics
Power supply unit (PSU) for AI servers and data centers
Battery energy storage systems and BMS



Limited to four companies.

Further  
information

## Standalone Mailing

With the exclusivity of a Standalone Mailing, you can reach your relevant target audience without wastage. You simply provide the content input and information on the desired target audience and let us take care of the rest:

- ✓ Raise awareness among your target audience
- ✓ Low wastage
- ✓ Qualified traffic for your website
- ✓ Prominent and exclusive presentation without competitors
- ✓ Higher acceptance through co-branding with our media brand
- ✓ Full transparency and measurability through our reporting
- ✓ Cluster the recipient pool according to your individual objectives

### Stand Alone Mailing

To 5,000 newsletter recipients.

Distribution list can be increased for an additional charge.

Date of sending	By arrangement
Price per mailing	€6,200

Further  
information

## Native special newsletter

A native special newsletter combines classic banner advertising with the positioning of your brand in the editorial environment of the PCIM News Platform newsletter. Showcase your expertise in a familiar context and use editorial or advertorial content to position yourself as a solution provider in your field.

### Your benefit

- ✓ Position yourself as an expert in your field
- ✓ High acceptance through the editorial environment of our media brand
- ✓ Increase your awareness in the relevant target audience
- ✓ Prominent and exclusive presentation with logo and banner formats
- ✓ Full transparency and measurability through our reporting

### Native special newsletter

To all newsletter recipients

**Price per mailing**

€8,500

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information

# WEBSITE ADVERTISING

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Increase your visibility with display advertising options on all editorial pages of the PCIM News Platform.

Website Advertising		
Banner type	Format	CPM
Billboard Ad, ROS	960x250 pixel, optional: 1,180x250 pixel	€345
Brandgate, ROS	980x90 pixel (head) + 1,200x90 pixel (head), 2x 160x600 pixel (left + right)	€345
Content Ad / Rectangle*, ROS	300x250 pixel	€200
Halfpage Ad*, ROS	300x600 pixel	€280
Leaderboard, ROS	728x90 pixel	€200
Native Ad*, ROS	Text: max. 50 characters (incl. spaces) optional header (max. 30 characters incl. spaces). Image size: 300x300 pixels (lower third of image without text)	€280
Scroll Ad*, ROS	800x500 pixel	€345
Skyscraper, ROS	120x600 pixel oder 160x600 pixel	€200
Wallpaper, ROS	728x90 pixel (head) 160x600 pixel, optional image file for background:1,280x1,042 Pixel	€345

**ROS:** Run on site, placement on all editorial pages of the online offering.

**CPM:** Price per 1,000 ad impressions, in rotation.

**Format\*:** These formats are also played out on mobile devices and thus increase your reach.

Our banner ads follow the recommended standard of the **Coalition for Better Ads**.

This ensures a better user experience for readers and a better-perceived banner advertising space for our customers with a lasting impact.

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# AUDIENCE TARGETING

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Reach B2B users who have shown an interest in a specific topic on the PCIM News Platform in the B2C environment on Facebook and in the Google Display Network.

## Your benefit

- ✓ Increased brand awareness through repeated targeting at different touchpoints
- ✓ Cross-device playout
- ✓ Low wastage, as only users with an interest in a specific topic are addressed
- ✓ Great potential for new customers
- ✓ Performance boost - we optimize your campaign and deliver more on the most successful channel

## Audience Targeting

Banner package consisting of leaderboard, skyscraper, content ad, and Facebook ad

### Price

(minimum booking of 30,000 ad impressions)

€170 CPM

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information

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## COMPANY SPOTLIGHT

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Secure exclusive visibility by placing your logo on the homepage and in the newsletter of the PCIM Platform ensuring repeated exposure to a specialized audience in power electronics.

### Your benefit

- ✓ High visibility through logo placement on the homepage, right below the top news
- ✓ Recurring presence in the PCIM News Platform newsletter
- ✓ Direct link to your website or campaign landing page
- ✓ Strengthening of your brand presence within a highly relevant professional environment

### Company Spotlight

Placement and linking of company logo on the homepage and in the newsletter

Duration	Price
6 Months	€3,100
12 Months	€5,100

Gain valuable market insights by placing a short survey directly within the article, close to your target audience and with minimal effort.

#### Your benefit

- ✓ Direct insights from relevant B2B readers
- ✓ Cost-effective alternative to traditional market research
- ✓ Brand visibility through logo placement
- ✓ Flexible setup: up to 5 questions, external links possible\*
- ✓ Up to 500 responses
- ✓ Post-campaign reporting for informed decision-making

#### Mini Study

Display of a short survey at article level

Price	€1,800
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\* External links for an additional charge

## Products to increase your reach

Use our network to directly target your audience and increase traffic to your website. With our tailored services, you can place your message in the right environment and lay the foundation for building a diverse customer base.

### Product categories:

Newsletter  
Advertising

Online  
Advertorial

Press Power  
Package

Management  
Statement

NEW

# ONLINE ADVERTORIAL

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Solution-oriented content will grab your readers' attention and increase their engagement. Delivering your message as an advertorial in the editorial environment, you will enjoy the maximum attention of your target audience.

## Campaign components

- ✓ Promotion in the newsletter and other channels
- ✓ Editorial creation by specialist author
- ✓ Multimedia content and links to your own website if desired

## Your benefit

- ✓ Advertising-free presentation of your advertorial
- ✓ Increased credibility with the reader due to the presentation in the look & feel of editorial content
- ✓ Good search engine retrieval and resistance to adblockers
- ✓ 500 views guaranteed

## Online-Advertorial-Campaign

Editorial preparation of your content.

Price per campaign / duration 3 months	€6,950
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information

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# PRESS POWER PACKAGE

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Publish your press releases in the editorial context of the PCIM News Platform and ensure maximum reach for your latest company updates:

- ✓ High reach through editorial placement in the newsletter, promotion in related articles and, social media posts on the [LinkedIn account](#) and [Facebook account](#) of the PCIM News Platform
- ✓ Increased visibility through placement of press releases as top news on the website
- ✓ High level of trust among readers by embedding your news in the editorial environment

## Press Power Package - Basic

Publication of 4 press releases including links in accordance with our editorial guidelines  
(1 release per quarter)

Price	€2,300
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## PRESS POWER PACKAGE – Add ons

Publish your press releases in the editorial context of the PCIM News Platform and secure exclusive additional services and the best support with our Add ons.

- ✓ High reach through editorial placement in the newsletter, promotion in related articles and, social media posts on the [LinkedIn account](#) and [Facebook account](#) of the PCIM News Platform
- ✓ Increased visibility through placement of press releases as top news on the website
- ✓ High level of trust among readers by embedding your news in the editorial environment

### Press Power Package – Add on 1

Publication of 4 press releases including links in accordance with our editorial guidelines  
(1 release per quarter)

Price	€2,900
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- ✓ Little effort due to selection and adoption by the editorial team

**Requirement:** You regularly publish thematically relevant news on your website.

### Press Power Package – Add on 2

Publication of 6 press releases including links in accordance with our editorial guidelines

Price	€4,200
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- ✓ Exclusively for agencies
- ✓ Offer up to 6 different clients the possibility of a press release on the PCIM News Platform

# MANAGEMENT STATEMENT

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Position your brand with an editorially accompanied interview on the PCIM News Platform. Demonstrate your expertise, create trust and reach an international specialist audience.

## Your benefits

- ✓ 5-6 questions with editorial support
- ✓ Advertising-free presentation of your interview with an editorial look & feel
- ✓ High level of credibility among readers thanks to embedding in the editorial environment
- ✓ Targeted approach to an international specialist audience from the power electronics sector
- ✓ Reusable content for your own communication channels

## Management Statement

Publication in interview format with editorial support.

<b>Price per campaign / duration 3 months</b>	€2,590
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## Products to increase your lead generation

The PCIM News Platform is the ideal basis for acquiring new contacts and expanding your sales channels. With the lead campaigns, you arouse the interest of your target audience and gain leads with a specific interest in you and your products and services to accelerate the sales process and builds long-term customer relationships.

### Product categories:

NEW

Lead Generator

Lead Campaign

Sponsored  
Dossiers

Using various content options, you can raise awareness among potential customers and receive business card data from the contacts who have shown an initial interest in your products and services. This is a low-cost way of acquiring new contacts for your further marketing activities at low cost and without financial risk.

### Lead Generator

Generate new contacts with a white paper or prize draw.

Lead characteristics

- ✓ Name
- ✓ E-mail
- ✓ Company name
- ✓ Interest in the topic

<b>Price per campaign</b>	€5,150
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### Lead Campaign

Additional promotion on the PCIM News Platform website, newsletter, and social media.

Lead characteristics

- ✓ Name, contact details
- ✓ Job title, department, career level
- ✓ Industry, company with address, and company size
- ✓ Interest in the topic

<b>Price per campaign</b>	
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with whitepaper or infographic	€8,250
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with live webinar	€9,550
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Further  
information

## SPONSORED DOSSIERS

Strengthen your brand presence as a sponsor of a dossier consisting of curated white papers and gain qualified contacts cost-effectively and without financial risk.

### Your benefit

- ✓ New customer potential through contactable prospects
- ✓ High-quality leads
- ✓ No effort required to create white papers or marketing materials
- ✓ Maximum visibility with your logo featured on the dossier cover

### Sponsored Dossiers

Generate new contacts through a curated dossier.

#### Lead characteristics

- ✓ Name
- ✓ E-mail
- ✓ Company name
- ✓ Interest in the topic

#### Price per Dossier

€3,150

Weitere  
Informationen

# VISIBILITY, REACH & LEADS

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## Product packages to increase your visibility, reach & leads

Our customized product packages offer you a unique combination of visibility, reach, and lead generation that is tailored to your specific needs. Use the full potential and create a harmonized overall concept that will set you apart from your competitors.

### Product categories:

Partner  
Packages

Visibility  
Package

Content  
Package

Partner Zone

# PARTNER PACKAGES

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Would you like to increase awareness of your product portfolio and generate valuable leads at the same time?  
Then check out these partner packages. There are four packages to choose from, depending on your individual objectives:

	Partner Package S	Partner Package M	Partner Package L	Premium Partner Package *
Company Profile or two text ads in the newsletter	X	X	X	X
Lead Generator whitepaper or Audience Targeting	X	X	X	X
Banner (20,000 ad impressions)		X	X	X
Online Advertorial or Standalone Mailing			X	X
Logo integration incl. link in the newsletter				X
Logo integration on the website				X
<b>Price per year</b>	<b>€5,720</b>	<b>€10,520</b>	<b>€15,720</b>	<b>€17,250</b>

\*Limited to six companies.

# VISIBILITY PACKAGE

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With the Visibility Package, you can reach your target audience across different touchpoints and attract maximum attention for your company and its product range.

## Visibility Package

IncludedText Ad(s) <sup>1</sup>	Billboard Banner <sup>2</sup>	Size	Price
1	6,000 ad impressions	S	€3,100
2	10,000 ad impressions	M	€5,600
4	10,000 ad impressions	L	€8,100

### <sup>1</sup>Text Ads

Dimensions: 300x300 pixels

Text: Header (optional) with max. 40 characters incl. spaces, headline with max. 40 characters incl. spaces, body text with max. 300 characters incl. spaces + link to a website of your choice.

File size: max. 50 KB

Media: jpg, gif, png

### <sup>2</sup>Billboard Banner

Dimensions: 630x250 Pixel

File size: 50 KB

Media: jpg, gif, png

# CONTENT PACKAGE

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With the mix of high-quality content formats and accompanying advertising activities, you have the opportunity to regularly place your message with your target audience and thus benefit from increased brand awareness.

The following services are included in the Content Package:

- One [online advertorial campaign](#)
- One management statement (interview with five-six internal questions)
- Two press releases

The services can be split up individually over a year according to your communication strategy.

## Content Package

Price

€8,200

# PARTNER ZONE

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The exclusive Partner Zone is the center of your campaign and is designed according to your needs within the brand layout and filled with your own and editorial content. An individual reach package ensures that your Partner Zone attracts a high level of attention. Your Partner Zone also appears in the main navigation of the PCIM News Platform website.

## Your benefit

- ✓ Qualified leads with sales potential
- ✓ Credibility among readers through native integration of target audience-relevant content
- ✓ Increase in brand awareness and image transfer from the media brand
- ✓ Recognition effect through long-term presence
- ✓ High level of attention due to individual reach package
- ✓ Full transparency and measurability through our reporting

## Partner Zone

Freely selectable design of the Partner Zone and the components of your individual reach package.

**Price (depending on duration)**

From €25,000

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information

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## Do you have any questions?

We will be happy to advise you personally and prepare an offer tailored to your individual needs.



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