pcim

mesago

PCIM News Platform Media Kit 2027

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

Messe Frankfurt Group

PCIM NEWS PLATFORM

The PCIM News Platform keeps engineers, experts, and decision-makers informed about the latest technologies, trends, and developments in power electronics throughout the year.

Through technical articles, expert insights, company news, and other relevant content, the platform serves as a continuous source of knowledge and industry information.

For companies, the PCIM News Platform offers the opportunity to showcase their brand, products, and innovations exactly where the power electronics community stays informed, 365 days a year.generation.

Discover the platform now



FACTS & FIGURES OF THE PCIM NEWS PLATFORM

mesago

pcim

Over
45,000
newsletter subscribers

Over
45,000
registered users

Up to
264,000
page impressions per month

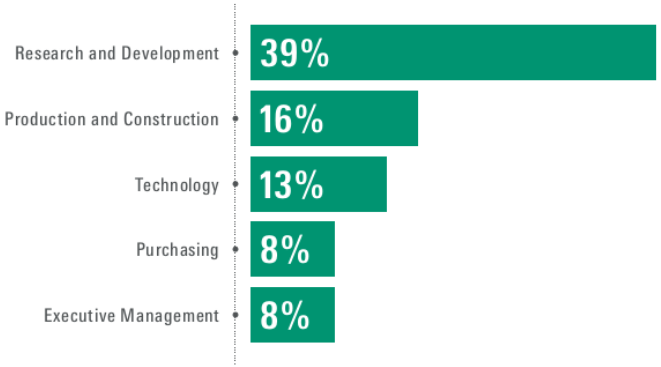
Up to
199,000
visits per month

Server-based numbers as of November 2026.

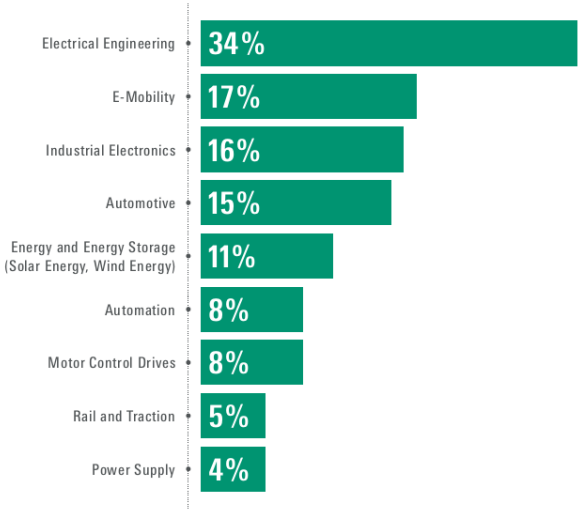
TARGET AUDIENCE OF THE PCIM NEWS PLATFORM

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

mesago

pcim

> The PCIM News Platform increases our brand presence and drives leads in the power electronics industry through diverse advertising options!
>
> **Littelfuse, Inc.**

> The PCIM News Platform allows us to showcase our expertise and applications to users in the power electronics industry in a targeted manner. Here, we can provide in-depth coverage of technical solutions and relevant application topics and reach our customers in an environment where innovations are born.
>
> **Yokogawa Test&Measurement**

> 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**

> 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.**

Reader Statements*

> 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 feature 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

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:

VISIBILTY	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.

VISIBILITY

mesago

pcim

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:

NEW

- Company Profile
- Newsletter Advertising
- Website Advertising
- Audience Targeting
- Company Spotlight
- Mini Study

PREMIUM COMPANY PROFILE

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 playout 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	€2,800
+ Full-year care with 4 updates per quarter	€780*

* A basic profile setup is included in the price. This reduces the maintenance effort on the customer's side and simplifies the onboarding process.

Check out a live example now

Further information

NEWSLETTER ADVERTISING

mesago

pcim

Weekly newsletter

Send your message to the personal mailboxes of more than 40,000 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	€1,500* / € 1,200
Text Ad	€1,500* / € 1,200
Package prices	
5 mailings	€5,990* / € 5,170
10 mailings	€9,500* / € 9,130



*Booking period: March until 11 May 2027

Further information

NEWSLETTER ADVERTISING

mesago

pcim

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 2027
DC/DC Converters and Power Supplies: The Powerhouse Inside Your Device
GaN on the Rise: Small Chip, Big Impact
SiC: The Key to Higher Efficiency and Power Density
Passive Components: The Backbone of Power Electronics



Limited to four companies.

Further information

NEWSLETTER ADVERTISING

mesago

pcim

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

Standalone Mailing*	
1.000 recipients	€2,200
2.500 recipients	€3,600
5.000 recipients	€6,200

*Date of sending by arrangement

Note: A 20% event surcharge applies to selected placements from March until the PCIM Expo 2027.

Further information

NEWSLETTER ADVERTISING

mesago

pcim

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

Further information

WEBSITE ADVERTISING

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

Website Advertsing		
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.

Further information

AUDIENCE TARGETING

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

Further information

NEW

COMPANY SPOTLIGHT

mesago

pcim

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
- ✓ Strengthens of yourpress
- ✓ brand presence within a highly relevant professional environment

Company Spotlight	
Placement of company logo (including link) on the homepage and in the newsletter	
Duration	**Price**
6 Months	€3,100
12 Months	€5,100

NEW

MINI STUDY

mesago

pcim

Gain valuable market insights by placing a short survey directly within an article relevant to your target audience 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 five questions (can include external links*)
- ✓ Up to 500 responses
- ✓ Post-campaign reporting to support your informed decision-making

Mini Study	
Display of a short survey at article level	
Price	€1,800

* Subject to additional charge

REACH

mesago

pcim

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:

NEW

- Newsletter Advertising
- Online Advertorial
- Press Power Package
- Management Statement

ONLINE ADVERTORIAL

mesago

pcim

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
- ✓ 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

Further information

PRESS POWER PACKAGE

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 including links in accordance with our editorial guidelines	
4 press releases	€2,550
3 press releases	€2,000
2 press releases	€1,450
1 press release	€850

NEW

PRESS POWER PACKAGE – Add ons

mesago

pcim

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

Price	€2,900

- ✓ Little effort due to selection and adoption by the editorial team

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

NEW

Press Power Package – add-on 2

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

Price	€4,200

- ✓ Exclusively for agencies
- ✓ Offer up to six different clients the possibility of a press release on the PCIM News Platform

NEW

MANAGEMENT STATEMENT

mesago

pcim

Position your brand with an interview supported by our editors on the PCIM News Platform. Demonstrate your expertise, cultivate trust and reach an international audience of specialists.

Your benefits

- ✓ Present five or six questions with editorial support
- ✓ Ad-free presentation of your interview with an editorial look and feel
- ✓ High level of credibility among readers thanks to embedding in the editorial environment
- ✓ Targeted outreach 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.	
Price per campaign / three-month duration	€2,850

LEADS

mesago

pcim

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:

Lead Generator

Lead Campaign

NEW

Sponsored Dossiers

LEADS

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
- ✓ Phone number
- ✓ Company name
- ✓ Interest in the topic

100 leads	€6,150
50 leads	€3,450

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

Price per campaign	
with whitepaper or infographic	€8,250
with live webinar	€9,550

Further information

NEW

SPONSORED DOSSIERS

mesago

pcim

Strengthen your brand presence by sponsoring a dossier of curated white papers. It’s a cost-effective way to gain qualified contacts at no financial risk.

Your benefit

- ✓ New potential customers 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 ✓ Phone number ✓ Company name ✓ Interest in the topic	
Price per dossier	€3,150

VISIBILITY, REACH & LEADS

mesago

pcim

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

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
Price per year	**€5,720**	**€10,520**	**€15,720**	**€17,250**

*Limited to six companies.

VISIBILITY PACKAGE

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)[1]	Billboard Banner[2]	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

[1]Text Ads

Dimensions: 300x169 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

[2]Billboard Banner

Dimensions: 630x250 Pixel

File size: 50 KB

Media: jpg, gif, png

CONTENT PACKAGE

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

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

Further information

CONTACTS

Do you have any questions?

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



Sales

Eva Latus
Senior Sales Manager
+49 711 61946 229
eva.latus@mesago.com



Sales

Vanessa Rinker
Junior Sales Manager
+49 711 61946 618
vanessa.rinker@mesago.com



Campaign management

Nicole Richter
+49 931 418 2427
editorial@news.pcim.mesago.com