

The logo for pcim EUROPE, with "pcim" in a large, bold, white sans-serif font and "EUROPE" in a smaller, white sans-serif font below it, all on a green background.The logo for mesago, with the word "mesago" in a red, lowercase, sans-serif font on a white background.

# Power & Beyond Media Kit 2024

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

# POWER & BEYOND – THE PLATFORM FOR POWER ELECTRONICS

POWER & BEYOND

mesago

pcim  
EUROPE

Power & Beyond is an online platform for market knowledge and trends in power electronics. It offers articles, experts, web conferences, and much more on the latest topics in the industry.

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



*"I am excited to support you in finding the optimal marketing option to achieve your goals, position yourself within the industry, and get your message out there. Together, we'll make Power & Beyond your stage!"*



**Antje Mörbe**  
Sales Manager  
+49 711 61946 223  
antje.moerbe@mesago.com

# POWER & BEYOND – THE PLATFORM FOR POWER ELECTRONICS

POWER & BEYOND

mesago

**pcim**  
EUROPE

The PCIM Europe is the leading international exhibition and conference for power electronics, intelligent motion, renewable energy, and energy management.

The varied solutions of Power & Beyond, give you year-round, digital access to the unique market of the PCIM Europe 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.

*"In my 12 years at Mesago, people have always been my focus. For the past three years, therefore, I have been passionately shaping Power & Beyond into a year-round stage for our customers."*



**Eva Latus**

Senior Project Manager  
+49 711 61946 229  
eva.latus@mesago.com

# FACTS & FIGURES OF THE POWER & BEYOND

POWER & BEYOND

mesago

pcim  
EUROPE

**19,500**

newsletter subscribers

**15,288**

registered users

Up to

**238,000**

page impressions  
per month

Up to

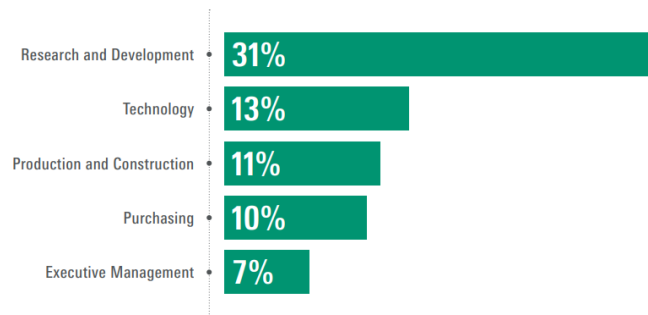
**104,000**

visits per month

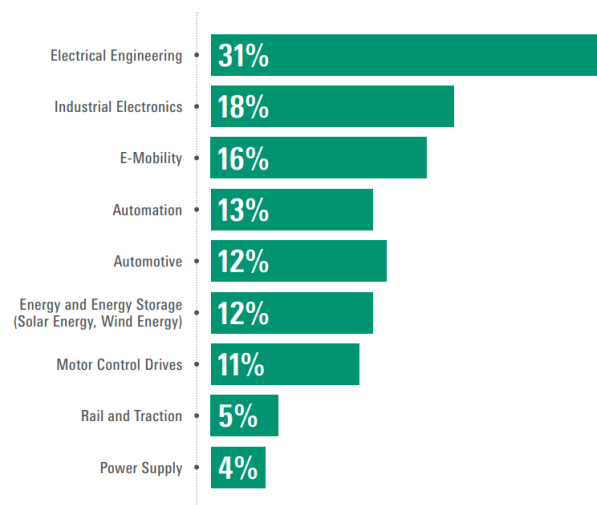
# TARGET AUDIENCE OF POWER & BEYOND

Like the visitors to the PCIM Europe, the users of Power & Beyond are experts and decision-makers from the fields of management, product and system design, purchasing, and research and development.

## Top departments



## Top industries





# REFERENCES

POWER & BEYOND

mesago

pcim  
EUROPE

“

Thanks to the versatile advertising options at Power & Beyond, we were able to increase our reach and generate numerous new leads at the same time - a great possibility to expand the customer base!

Analog Devices, Inc.

”

“

The PCIM Europe is one of the most important industry meeting places for us. The services offered on the power electronics platform Power & Beyond provide a platform for us to show our expertise and presence all year round.

Rogers Germany GmbH

”

“

With the premium company profile, we have significantly increased our visibility within our target group. Thanks to the wide range of possibilities, we were able to effectively increase our brand awareness and consequently strengthen our business success.

ROHM Semiconductor GmbH

”

“

Power & Beyond, for consistently providing 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

”



# ADVERTISING OPPORTUNITIES AT POWER & BEYOND

POWER & BEYOND

mesago

pcim  
EUROPE

The marketing solutions of Power & Beyond 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
Newsletter Advertising	Online Advertorial	Lead Campaign	Visibility Package
Website Advertising	Press Power Package	Web Conference	Content Package
Audience Targeting			Partner Zone

Note: Prices do not include VAT.

Messe Frankfurt Group

# VISIBILITY

POWER & BEYOND

mesago

pcim  
EUROPE

## 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



# PREMIUM COMPANY PROFILE

POWER & BEYOND

mesago

pcim  
EUROPE

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	€2,150
+ Full-year care with 4 updates per quarter	€680

Check out a  
live example  
now



Further  
information

[Go to overview](#)

Messe Frankfurt Group

# NEWSLETTER ADVERTISING

POWER & BEYOND

mesago

pcim  
EUROPE

## Weekly newsletter

Send your message to the personal mailboxes of more than 19,500 newsletter subscribers and directly address your target audience.

The weekly English-language newsletter is sent out every Thursday.

Tip: Also use Power & Beyond to promote your participation in other industry events.

### Power & Beyond Weekly Newsletter

#### Price per mailing

Billboard Ad	€1,100
Text Ad	€1,100
<b>Package prices</b>	
5 mailings	€4,700
10 mailings	€8,300



Limited to four companies.

Further  
information

[Go to overview](#)

Messe Frankfurt Group

# NEWSLETTER ADVERTISING

POWER & BEYOND

mesago

pcim  
EUROPE

## 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.

### Power & Beyond special newsletter

Billboard Ad	€1,100
Text Ad	€1,100

### Theme plan special newsletter 2024

Wireless Power

Design Methodology

Other ideas? We also welcome your topic suggestions.



Limited to four companies.

Further  
information

[Go to overview](#)

Messe Frankfurt Group

## 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
<b>Price per mailing</b>	€5,800

Further  
information

# NEWSLETTER ADVERTISING

POWER & BEYOND

mesago

pcim  
EUROPE

## Native special newsletter

A native special newsletter combines classic banner advertising with the positioning of your brand in the editorial environment of the Power & Beyond 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

[Go to overview](#)

Messe Frankfurt Group

# WEBSITE ADVERTISING

POWER & BEYOND

mesago

pcim  
EUROPE

Increase your visibility with display advertising options on all editorial pages of Power & Beyond.

Website Advertising		
Banner type	Format	CPM
Billboard Ad, ROS	960x250 pixel, optional: 1,180x250 pixel	€300
Brandgate, ROS	980x90 pixel (head) + 1,200x90 pixel (head), 2x 160x600 pixel (left + right)	€300
Content Ad / Rectangle*, ROS	300x250 pixel	€175
Halfpage Ad*, ROS	300x600 pixel	€250
Leaderboard, ROS	728x90 pixel	€175
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)	€250
Scroll Ad*, ROS	800x500 pixel	€300
Skyscraper, ROS	120x600 pixel oder 160x600 pixel	€175
Wallpaper, ROS	728x90 pixel (head) 160x600 pixel, optional image file for background:1,280x1,042 Pixel	€300

**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

[Go to overview](#)

Messe Frankfurt Group



# AUDIENCE TARGETING

Reach B2B users who have shown an interest in a specific topic on Power & Beyond 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

<b>Price</b> (minimum booking of 30,000 ad impressions)	€150 CPM
--	----------

Further  
information

## 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

# ONLINE ADVERTORIAL

POWER&BEYOND

mesago

pcim  
EUROPE

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	€6,500
--	--------

Further  
information

[Go to overview](#)

Messe Frankfurt Group

# PRESS POWER PACKAGE

POWER & BEYOND

mesago

pcim  
EUROPE

Publish your press releases in the editorial context of Power & Beyond 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 Power & Beyond
- ✓ 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

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

Price	€2,000
-------	--------

# LEADS

POWER & BEYOND

mesago

pcim  
EUROPE

## Products to increase your lead generation

Power & Beyond 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

Web  
Conference

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

Price per campaign	€4,950
--------------------	--------

### Lead Campaign

Additional promotion on the Power & Beyond 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	€9,350
with multimedia presentation	€9,350

Further  
information



# WEB CONFERENCE

POWER & BEYOND

mesago

pcim  
EUROPE

In 2024, six web conferences on different topics will be offered at Power & Beyond. In these online presentations, you and a maximum of two other companies can present your chosen technology, solution, or case study and position yourself as an expert in just 120 minutes.

## Your benefit

- ✓ Qualified leads with sales potential
- ✓ Neutrality through co-branding of the media brand and editorial support
- ✓ Cost control due to lead guarantee – a lead guarantee is provided by individual agreement

## Our offer

- ✓ Presentation of your own topic
- ✓ Objective: detailed lead information and product interest
- ✓ Marketing: editorial content, banners, mailings, ...
- ✓ Campaign duration: 3 months
- ✓ Lead characteristics: name, contact details, job title, department, career level, industry, company with address and company size, interest in the topic

### Web conference

Price per web conference incl. 70 leads	€5,500
Additional leads on request	Cost per lead €50

# WEB CONFERENCE

POWER&BEYOND

mesago

pcim  
EUROPE

## Theme plan for web conferences 2024

Wide Bandgap

Reliability - challenges in power electronics

Passive components for power electric

Hardware in the loop

Other ideas? We also welcome your topic suggestions.

## Companies that have participated so far:



Check out a  
live example  
now



[Go to overview](#)

Messe Frankfurt Group

# VISIBILITY, REACH & LEADS

POWER & BEYOND

mesago

pcim  
EUROPE

## 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

POWER & BEYOND

mesago

pcim  
EUROPE

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
Management statement, 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>€4,350</b>	<b>€8,650</b>	<b>€12,950</b>	<b>€17,250</b>

\*Limited to six companies.

# VISIBILITY PACKAGE

POWER & BEYOND

mesago

pcim  
EUROPE

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			
Included Text Ad(s) <sup>1</sup>	Billboard Banner <sup>2</sup>	Size	Price
1	6,000 ad impressions	S	€2,660
2	10,000 ad impressions	M	€4,750
4	10,000 ad impressions	L	€6,650

## <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

POWER & BEYOND

mesago

pcim  
EUROPE

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 5-6 internal questions)
- Two press releases

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

## Content Package

Price

€8,000



# PARTNER ZONE

POWER & BEYOND

mesago

pcim  
EUROPE

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 Power & Beyond 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

[Go to overview](#)

Messe Frankfurt Group

# CONTACTS

POWER&BEYOND

mesago

pcim  
EUROPE

## Do you have any questions?

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



### Sales & project management

#### **Eva Latus**

Senior Project Manager  
+49 711 61946 229  
eva.latus@mesago.com



### Sales

#### **Antje Mörbe**

Sales Manager  
+49 711 61946 223  
antje.moerbe@mesago.com



### Campaign management

#### **Nicole Kareta**

+49 931 418 2427  
editorial@power-and-beyond.com