

MEDIAKIT
2026



The leading platform for the European B2B electronics community.

eeNewsEurope.com

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ABOUT

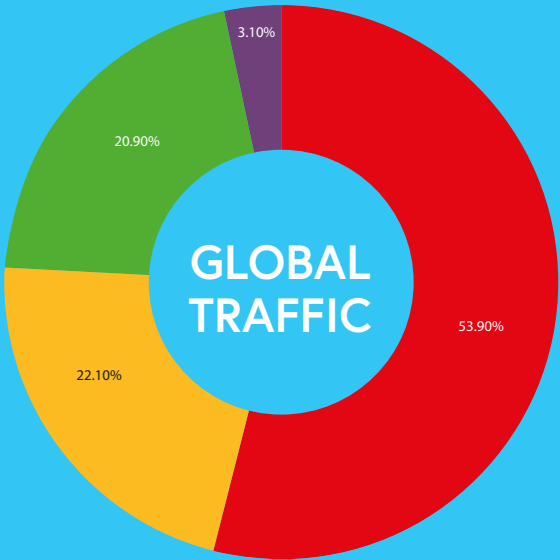
eeNews Europe + Demographics + Key Stats

eeNews Europe focuses on design engineers and decision-makers in the European B2B electronics industry.

Founded in 1998 as *Electronics Express* and rebranded in 2017, eeNews Europe has become a leading digital platform for design engineers and decision-makers, offering specialized channels in power, analog, automotive, and RF technologies.

Its editorial team delivers high-quality, Europe-focused coverage and targeted lead-generation solutions. The acquisition unites **eeNews Europe** and **Elektor** under one roof—serving both individual engineers and the professional electronics industry with trusted, in-depth content while maintaining each brand's unique identity and editorial excellence.

At the beginning of 2024, Elektor International Media acquired European Business Press SA (EBP), publisher of eeNews Europe and ECI Electronique, expanding its presence in the European B2B electronics sector.



■ Europe ■ North America ■ Asia ■ ROW

JOB FUNCTION

Business/Corporate Management	24.46%
Engineering/Design Management.....	19.70%
Design & Development Engineering.....	14.98%
R & D Engineering	10.36%
Sales & Marketing	7.35%
Production.....	6.56%
Other	4.81%
Purchasing.....	4.32%
Consultancy.....	4.31%
Applications, Integration	1.60%
Quality Control	1.44%
Software Development.....	0.14%

INDUSTRY

Industrial Controls.....	23.11%
Automotive & Transportation.....	12.03%
Communication Systems	10.42%
Consumer Electronics.....	8.68%
IT Industries.....	8.61%
Components.....	8.22%
Universities / Research	6.25%
Other	5.88%
Test and Measurement	5.84%
Avionics & Defense	4.06%
Medical Electronics.....	2.75%
Distribution.....	2.47%
Alternative Energy.....	1.70%

AVERAGE MONTHLY
PAGE VIEWS 250,000

AVERAGE MONTHLY
UNIQUE VISITORS..... 115,000

DAILY NEWSLETTER
SUBSCRIBERS 43,000

MEDIA BRANDS



In late 2023, eeNews consolidated its various websites under the single eeNews URL to strengthen brand identity, enhance SEO, and streamline the user experience. This unification simplified access to specialized content and increased visibility for both eeNews and its clients. The distinct verticals—Embedded, Wireless, and Smart 2.0—now complete eeNews' navigation, each still offering dedicated weekly newsletters and maintaining their focus on key areas within the electronics industry.

This move solidified eeNews as the leading news platform for engineers and technical managers, providing a more complete experience. eeNews Europe attracts over 115,000 unique visitors monthly, delivering timely news, expert analysis, and focused sections on trending industry topics.

eeNewsEurope.com



Elektor believes that innovations in electronics will lead to a better world. Elektor is a multi-faceted platform in the applied electronics industry that unites hundreds of thousands engineers, programmers and developers in a worldwide community of knowledge and expertise. Since its founding in 1961, Elektor has been dedicated to making electronics accessible and stimulating innovation through practical applications.

Building on the heritage of a world-leading magazine that continues to be the core of the community, Elektor's mission is to provide leadership in application rather than just theory, through knowledge, innovation, and support. This approach makes Elektor a primary resource for anyone looking to improve their understanding and practical skills in electronics.

elektormagazine.com

ONLINE ADVERTISING

DISPLAY – BANNERS

LEADERBOARD

728 x 90 - Desktop & Mobile

CPM: €150

SUPER BANNER

940 x 170 - Desktop

728 x 90 - Mobile

CPM: €190

IMU / BOOMBOX

300 x 250 - Desktop & Mobile

CPM: €130

NATIVE AD

300 x 250

JPG or PNG, Text: 50-60 words + URL

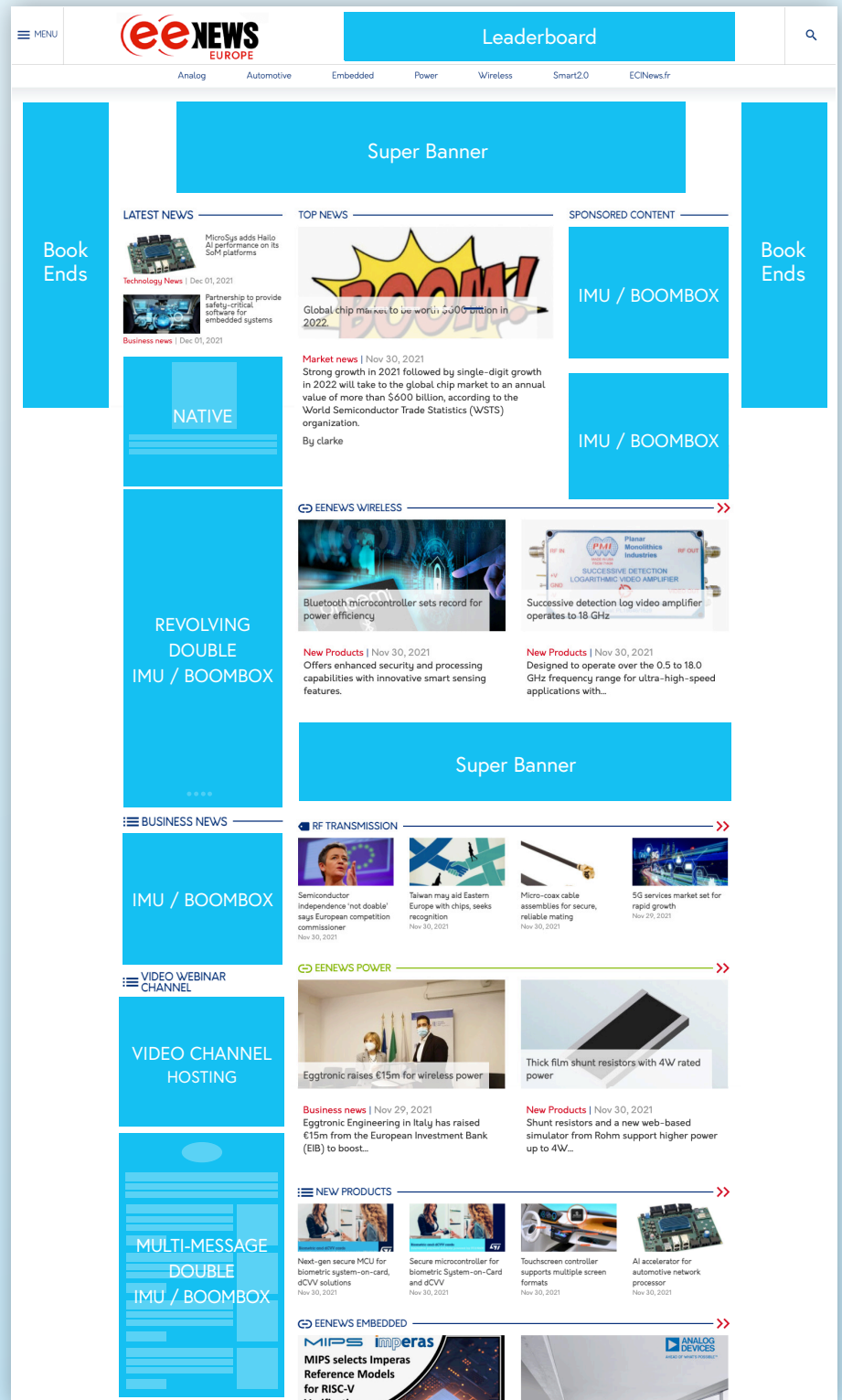
CPM: €150

CREATIVE SPECIFICATIONS

GIF, JPG, PNG - Max File Size: 60 Kb + URL
or Banner Tag (include image responsive
parameters)

CREATIVE DEADLINE

Five business days prior to start dateSend to:
raoul.morreau@elektor.com



ONLINE ADVERTISING

DISPLAY – HIGH IMPACT

WELCOME AD

The welcome ad will display over the page when a user goes to the home page or section of choice. It will remain in view for 15 seconds unless the user clicks on or closes the ad.

800 x 600 - Desktop
300 x 250 - Mobile
JPG + URL

CPM: €330

BOOK ENDS

Book Ends follow users as they scroll down the page. Separate graphics and URLs may be provided for the left and right side.

160 x 600 - Desktop
728 x 90 - Mobile
GIF, JPG, HTML5, Max File Size: 60 Kb,
5 Loop Limit, Max Alt Text: 70 characters + URL

CPM: €330

CONTENT SPONSORSHIP

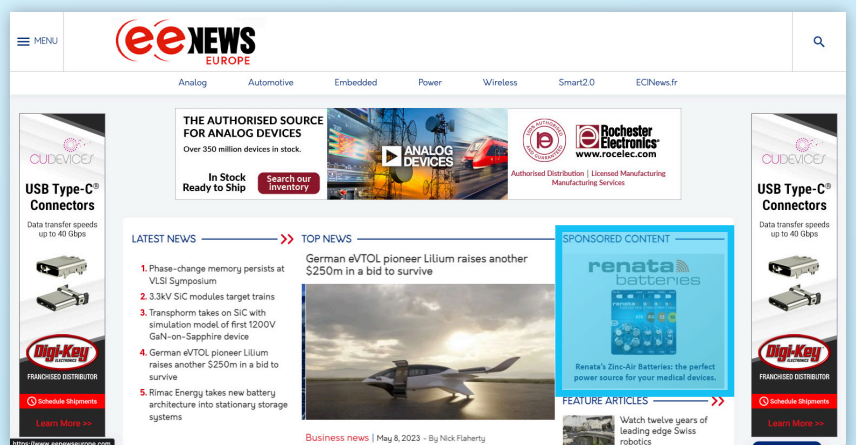
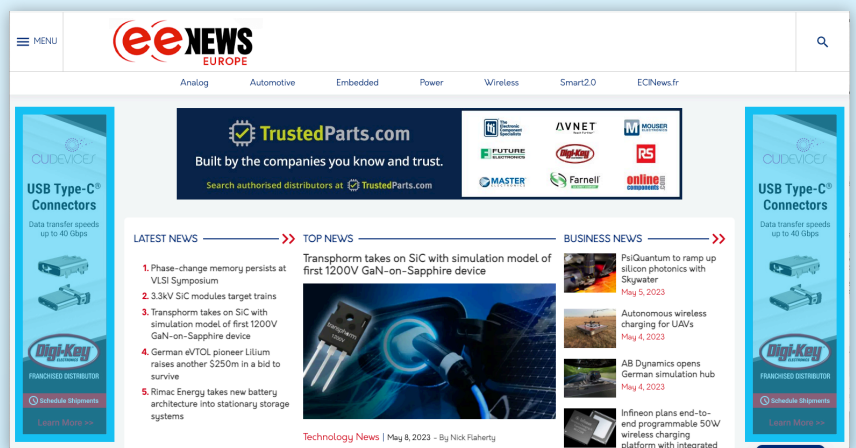
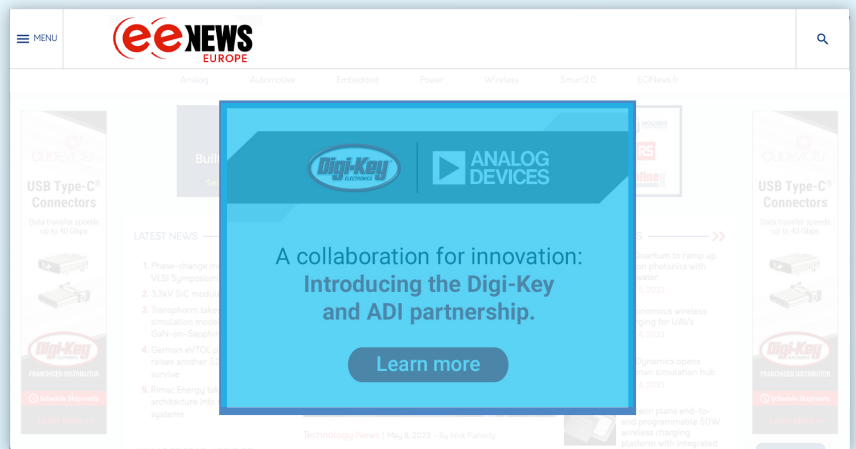
Sponsored Content is hosted front and center on eeNews EU and is promoted across the relevant pages/sections, through newsletters, and via social media platforms, thus providing maximum visibility.

Content Sponsorship w/Lead Gen: €2600 NET
20,000 Page Impressions

400-600 words & 800 x 600 JPG

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ONLINE ADVERTISING

DISPLAY – HIGH IMPACT

WHITE PAPERS

The eeNews EU White Paper library is a valuable reference for electronics engineers.

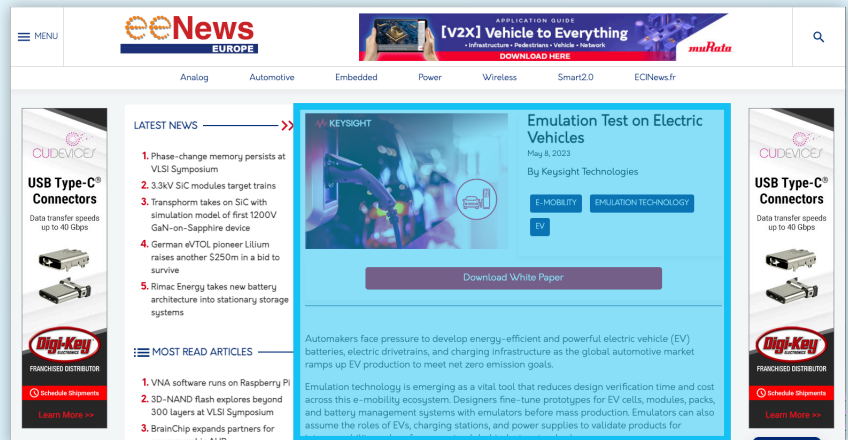
White papers can be submitted at any time and at no cost, however through sponsorship you will receive highly qualified leads on all white paper downloads.

Sponsorship includes promotion of your paper on the home page, via the white paper section and through eNewsletters.

Individual Sponsorship: €2600 NET

Triple Pack Sponsorships: €6000 NET

PDF of White Papers(s), Title, Short Description: 80-120 words and 800 x 600 JPG or PNG



ON DEMAND WEBINAR

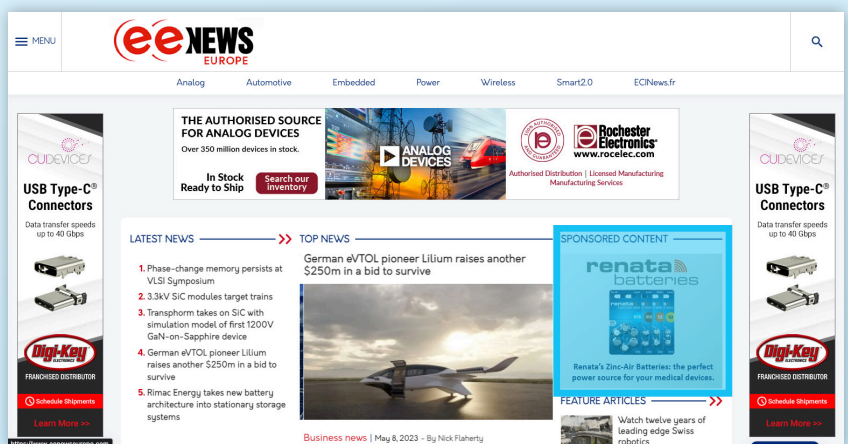
OnDemand webinars are hosted on the eeNews EU servers and featured on the home page.

Webinars are promoted via weekly newsletters and through eeNews EU social networks to drive user engagement and generate sales leads.

Interested in hosting a live webinar or giving new life to an existing recording with live moderation? Our experienced team has successfully organized webinars with up to 1,500 live participants, and we're ready to collaborate with you to find the best solution for your needs.

90-Day On Demand Webinar + Leads: €4200 NET

Standard Video File, Short Description: 200-400 words and 800 x 600 JPG or PNG



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Five business days prior to start dateSend to:
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NEWSLETTER & EMAIL ADVERTISING

European Business Press publishes daily, weekly and monthly newsletters with unique audiences and subject matter.

eeNews Daily Feature

A concentrate of industry news, design and new products important to EU engineers.

GIF, JPG, HTML5, Max File Size: 60 Kb, 5 Loop Limit,
Max Alt Text: 70 characters + URL

CREATIVE DEADLINE

Five business days prior to start date
Send to: raoul.morreau@elektor.com



Daily Newsletter
Power news
05 December, 2022



TOP NEWS



Renesas tapes out spiking neural network chip
Interviews | December 2, 2022
Renesas is taping out a chip using the spiking neural network (SNN) technology developed by Brainchip. This is part of...


TEXAS INSTRUMENTS

TI AUTOMOTIVE DEVICES



Through vehicle-to-grid (V2G) technology, battery power from EVs can be harnessed to power homes or share stored energy with electric grids as demand rises.



With semiconductor technology, vehicle-to-grid (V2G) bidirectional charging can provide battery power to reinforce electric grids during peak demand and power your home when electricity is expensive.



Build fast, efficient EV charging solutions with leading high-voltage power, current and voltage sensing and connectivity products and designs.



TEXT BANNER
Coilcraft XGL1010 Series molded power inductors offer up to 35% lower DCR than previous-generation models for greater DC-DC Select from 17 inductance values between 0.27 µH to 56 µH. Current ratings up to 117 A.

	SUBSCRIBERS	LEADERBOARD 728 x 90	TEXT BANNER 320 x 240, 50 char title & 200 char body copy	CUSTOMER CORNER
eeNews Daily Feature	52,000	€1500	€1500	€3500

NEWSLETTER & EMAIL ADVERTISING

CUSTOMER CORNER SPONSORED NEWSLETTER

Our Customer Corner Sponsorship includes promotion of 3 products, each with a unique URL, along with a Leaderboard placement within the same issue.

Company Logo (200 x 60),
3 Product Entries:
Product Images (320 x 240),
100 characters each + URL(s) and
Leaderboard (728 x 90) + URL.

GIF, JPG, PNG, Max File Size: 60 Kb

eeNews Daily Feature €4200

CREATIVE DEADLINE

Five business days prior to start date
Send to: raoul.morreau@elektor.com

The screenshot shows a newsletter layout for 'eeNews EUROPE'. At the top right, it says 'Daily Newsletter Power news' and '05 December, 2022'. Below the header is a banner for Texas Instruments with the headline 'INCREASE GRID PERFORMANCE WITH THE POWER OF EVs' and a sub-headline 'Electric vehicles with V2G bidirectional charging can help meet growing demands on the power grid'. A 'Read more' button is on the right. Below the banner is a 'TOP NEWS' section featuring a photo of a man and the headline 'Renesas tapes out spiking neural network chip'. The article is dated 'Interviews | December 2, 2022' and mentions 'Renesas is taping out a chip using the spiking neural network (SNN) technology developed by Brainchip. This is part of...'. Below this is a 'TI AUTOMOTIVE DEVICES' section with three columns of text and images. The first column discusses vehicle-to-grid (V2G) technology. The second column discusses semiconductor technology for bidirectional charging. The third column discusses building fast, efficient EV charging solutions. At the bottom is a 'Coilcraft XGL1010 Series molded power inductors' section, featuring an image of an inductor and text stating they offer up to 35% lower DCR than previous-generation models for greater DC-DC converter efficiency.

eeNews EUROPE

Daily Newsletter
Power news
05 December, 2022

TEXAS INSTRUMENTS

INCREASE GRID PERFORMANCE WITH THE POWER OF EVs
Electric vehicles with V2G bidirectional charging can help meet growing demands on the power grid. [Read more](#)

TOP NEWS

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TI AUTOMOTIVE DEVICES

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NEWSLETTER & EMAIL ADVERTISING

CUSTOM CO-BRANDED NEWSLETTER

The Custom Co-Branded Newsletter is a terrific vehicle for promoting your products and services directly to a receptive Pan-European audience of design engineers and C-level personnel.

Our standard sponsored newsletter is unique to one customer with 1-10 products or services linking to your website. In addition to the product entries, there is a leaderboard and IMU/boombox available for branding.

MATERIAL SPECIFICATIONS

Word Document (no HTML) with 5-10 unique products/features, Company Logo (337 x 120) +URL, Subtitle, Images (800 x 600), Leaderboard (728 x 90), IMU / Boombox (300 x 250) – 2 Column Version Only and Subject Line for email and test and seed email addresses.

LAYOUT OPTIONS

Vertical - 2 Columns

Horizontal - 1 Column

	LIST SIZE	COST
eeNews Europe	52,000	€10200

CREATIVE DEADLINE

CUSTOM NEWSLETTER - Ten business days prior to start date

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eeNEWS EUROPE

TEXAS INSTRUMENTS

14 March, 2023

Design **faster** industrial automation systems
Meet the industry's lowest-latency 10/100 Mbps Ethernet PHY. [Learn more](#)

PRODUCT FEATURES

Tired of overdesigning automotive system cooling?

Couple the industry's first Grade 0 digital isolator with our new Grade 0 CAN FD transceiver to achieve the best isolated CAN FD communication performance while simplifying your system cooling requirements. With Grade 0, temperatures above 125°C are no sweat. [Read More](#)

Meet the industry's lowest latency Ethernet PHY

DP83826E Ethernet PHY

Increase real-time network speeds in industrial automation systems. With low round-trip latency of 210 ns and deterministic latency variation of ± 2 ns, the DP83826E enables designers to reduce system response time or add extra nodes in daisy-chained networks without increasing system size or cost. [Read More](#)

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TEXAS INSTRUMENTS

VIDEO FEATURES

TI Precision Labs - Isolation: What is an isolated digital input?

WHAT ARE ISOLATED DIGITAL INPUTS? This section of the TI Precision Labs - Isolation series gives an introductory overview of the differences between digital isolators, and the isolated digital input function, as well as typical use cases of an isolated input. [Watch the video](#)

Ultra-low latency for industrial automation

Increase real-time network speeds in industrial automation systems. With low round-trip latency of 210 ns [Read More](#)

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eeNEWS EUROPE

Digi-Key ELECTRONICS

14 March, 2023

MOSFETs, Capacitors, and Power
P- and N-channel MOSFETs, SiC MOSFETs, CeraLink® Capacitors, and 250 Watt power supplies

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CUS250M AC-DC Medical, Industrial Power Supply

TDK-Lambda's 250 W CUS250M series can be convection, forced air or conduction cooled

Comes in a compact 2" x 4" footprint and meets curve B conducted and radiated EMI for both Class I and II (no earth ground required) installations with low earth leakage and touch currents to support B and BF type medical equipment. [Learn More](#)

3rd Generation 650 V and 1,200 V SiC MOSFETs

Designed for high-power industrial applications

Silicon Carbide technology allows for reduced power consumption and improved power density. Toshiba SiC MOSFETs available in 650V and 1200V offer Low RDS(ON) from 15mΩ to 107mΩ which enable

NEWSLETTER & EMAIL ADVERTISING

eMAIL LIST RENTAL

eeNews Europe's direct marketing lists will help you target your market more effectively and reach ± 19,000 subscribers - selectable on function, industry, buying authority and country.

PER 1000 ADDRESSES: €630 NET
SETUP: 180 € NET
EXTRA LANGUAGE: €60 NET PER
MINIMUM CHARGE: €900

REQUIRED MATERIALS

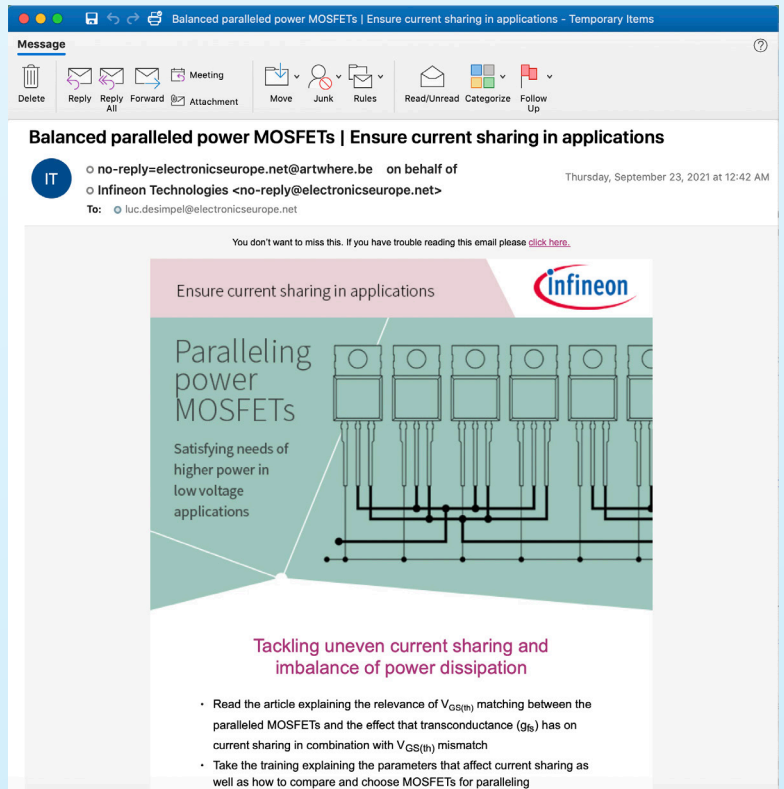
Email message (HTML), subject line and test and seed email addresses.

Will be available 5 business days before mailing.

Campaigns are exclusively deployed by our servers.

CREATIVE DEADLINE

EMAIL LIST RENTAL - Ten business days prior to start date
Send to: raoul.morreau@elektor.com



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2026



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