

# Best Brands of electronics 2020/2021

Established brands that are **moving the markets**

## The Electronic Trade Fair Edition

Our special publication „BEST BRANDS OF ELECTRONICS – The Electronic Trade Fair Edition“ provides managing directors, product managers or developers with an attractive platform for showcasing the trend-setting solutions and product innovations of their companies to a high awareness reader environment and presenting them in an editorial portrait.

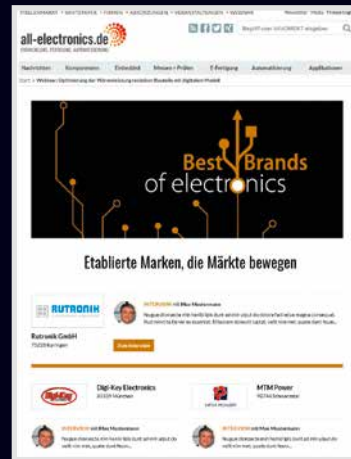
BEST BRANDS OF ELECTRONICS will be published as an Electronic Trade Fair edition in November 2020.

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**Copy deadline:**  
September 30, 2020  
**Advertising deadline:**  
October 21, 2020  
**Date of publication:**  
November 12, 2020



**Video:  
how AR works**

Many trade fairs were cancelled this year due to the coronavirus, including, among others, the world's largest leading trade fair for electronics – the „electronica“ event in November. Due to the corona crisis, the trade fair business is unfortunately lying idle for you as a presenting company. Nevertheless, we are trying to offer you an alternative to the classic trade fair presence in order to reach potential customers and thereby continuing to enable progress towards a digital economy.

**As already applicable in the successful first edition:**

It is not you as a company that creates the journalistic contributions of the portraits – but our specialized journalists!

**Analog or digital – it's the reader's choice**

Our readers will continue to receive the print editions they are used to. Our digital editions have been established since April and have also been well received by our readers – both as e-paper on all-electronics.de and as digital edition in the corresponding app.

**Print edition with feature AR APP**

Thanks to augmented reality (AR) you can endow your portrait with genuine added value. In a short 90-second video or an additional photo / button, you can show our "classic" reader what your new trade fair product is all about. Without any media gaps, readers can access the video with the help of the all-electronics.de APP via the scan function. All the articles featuring AR will be marked with the appropriate note.

**Digital Overlay complements Digital Edition or E-Paper**

No matter whether photo (galleries), audio file (MP3), link, YouTube videos – with the digital overlay buttons you provide readers with the option of calling up additional information directly in the issue.

**In this way, our trade fair edition of the BEST BRANDS OF ELECTRONICS combines :**

- The opportunity of presenting the latest products at the trade fair and high advertising impact through exclusive placements and impact of the company brand in our special publication
- High reader value through unique content and consequently genuine journalism – no PR!
- Advertise with the BEST BRANDS OF ELECTRONICS logo on your website and link your contribution, which will appear additionally on all-electronics.de on a microsite.

**Target group:**

Electronics development, research, design and construction, administration, purchasing, procurement, quality control, production, manufacturing, technical management, distribution, sales, IT, EDP

**Prices\* & formats**

<b>Interview:</b>	
<b>2/1page (double page)</b>	€ 6,500.–
<b>1/1 page</b>	€ 3,500.–
<b>1/2 page</b>	€ 1,850.–
<b>Advertorial</b>	€ 3,500.–

\*For advertisements, the price list of elektronik industrie applies.

**Digital options**

<b>Augmented Reality</b> (only available for 2/1 page)	€ 975.–
<b>Note:</b> For technical reasons only 5 double pages are possible	
<b>Digital Overlay</b>	€ 250.– per Overlay

**Circulation**

30,000 copies

**Distribution**

Special supplement in the November issue of elektronik industrie

**We'd be happy to  
advise you!**

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