



# Special Offers for Launch

Valid from July – October 2020



Limited  
Offer!



# The New Platform for Power Electronics

[www.power-and-beyond.com](http://www.power-and-beyond.com)

Nowadays, technological progress and digital trends are transforming every industry. The power electronics market has changed rapidly over the last ten years, mainly due to developments in semiconductor components and microprocessor technology. Therefore, every expert in the industry needs to keep up to date to take advantage of the opportunities that arise.

With every edition of [PCIM Europe](#) – whether as a trade fair or as a digital event – the momentum of this industry can be felt. In order to offer experts and suppliers from the power electronics sector an important touchpoint and information hub during the year, [Mesago Messe Frankfurt](#), organizer of [PCIM Europe](#), has launched the [Power & Beyond](#) content platform: [Power & Beyond](#) offers the latest information on all of the important power electronics market segments. The focus is on providing high-quality articles and premium content about the latest products:

- [technology trends](#)
- [industry news](#)
- [market developments](#)

[PCIM Europe](#) utilizes its excellent target group access and international networks to provide visitors and exhibitors with [Power & Beyond](#), a relevant platform for information and communication online.

# The Benefits

Power & Beyond offers:

- A responsive website that is compatible with all devices, screen sizes, platforms and browsers.
- Design and content that are optimized for both [SEO](#) and conversion ([lead generation](#)).
- A thoroughly planned mix of content, consisting of both current news and extensive and informative professional articles.

When you are advertising on [Power & Beyond](#), you can:

- Gain visibility and reach in the right topic environment: [Target decision-makers in the power electronics industry!](#)
- Create your communication portfolio according to your individual needs: [reach](#), [brand awareness](#) or [lead generation!](#)
- Position yourself as a forward-thinker: Gain legitimacy and authority in the power electronics industry.
- Attract more and relevant visitors to your website to present your solutions.

>11.000

Unique Users\*  
per month

>19.000

Page Impressions\*  
per month

>12.000

Visits\*  
per month

>6.000

Newsletter subscribers\*  
including numerous visitors of  
PCIM Europe



mesago

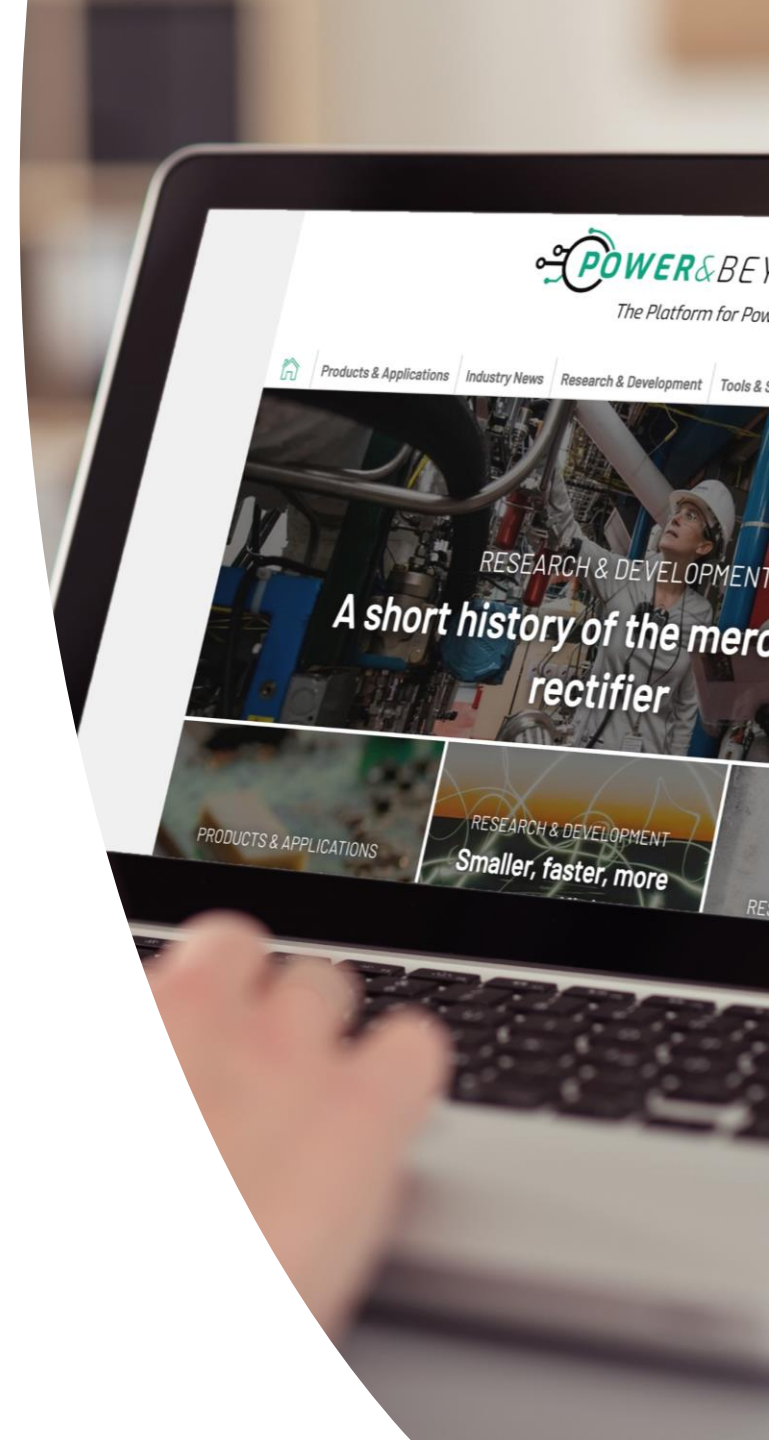
Messe Frankfurt Group

pcim  
EUROPE

\*All data as of June 2020, current monthly growth rate > 35 %.  
The content platform launched at the beginning of 2020.

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The Premium Company Profile:  
The content hub for your  
target group!



# Premium Company Profile

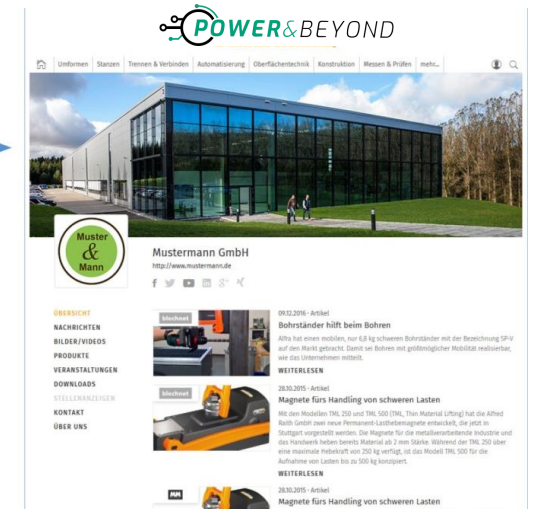
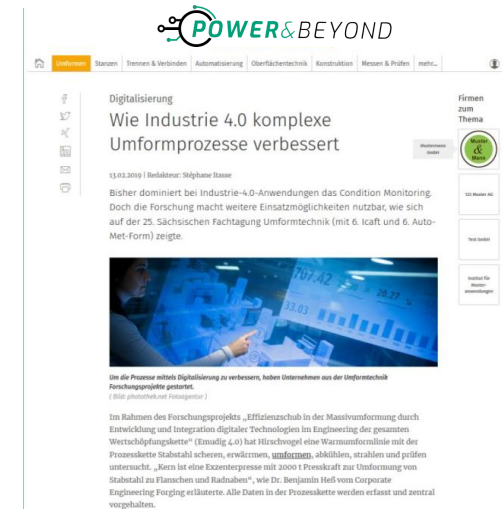
The content hub for your target group.

The Premium Company Profile is a landing page on the **Power & Beyond** content platform where you can present your company as well as its products and services individually.

The Premium Company Profile guarantees a professional approach to your target group – you present all the advantages of your company in an industry-relevant medium.

No time to operate another platform?

If desired, our experts can also take over the personal maintenance of your profile on a quarterly basis. Thus you can increase your reach with minimal effort.



# Premium Company Profile

## Create your high-quality content mix:

- **Corporate information**  
Present yourself with the company information relevant to you and choose a cover motive.
- **Image & attention**  
Your logo and links in content related articles, overviews and teasers.
- **Your own news**  
Publish as many pieces of news, newscasts and press releases as you like.
- **Social media links**  
Links to all social media profiles of your company.
- **Employment opportunities**  
Attract new employees to your company.
- **No advertising**  
There are no ads or banner ads in your company profile.

## Price per year

Base Price	<b>EUR 1.995,-*</b>
Profile Maintenance (optional**)	<b>EUR 450,-*</b>

\*All Prices in EUR plus VAT.

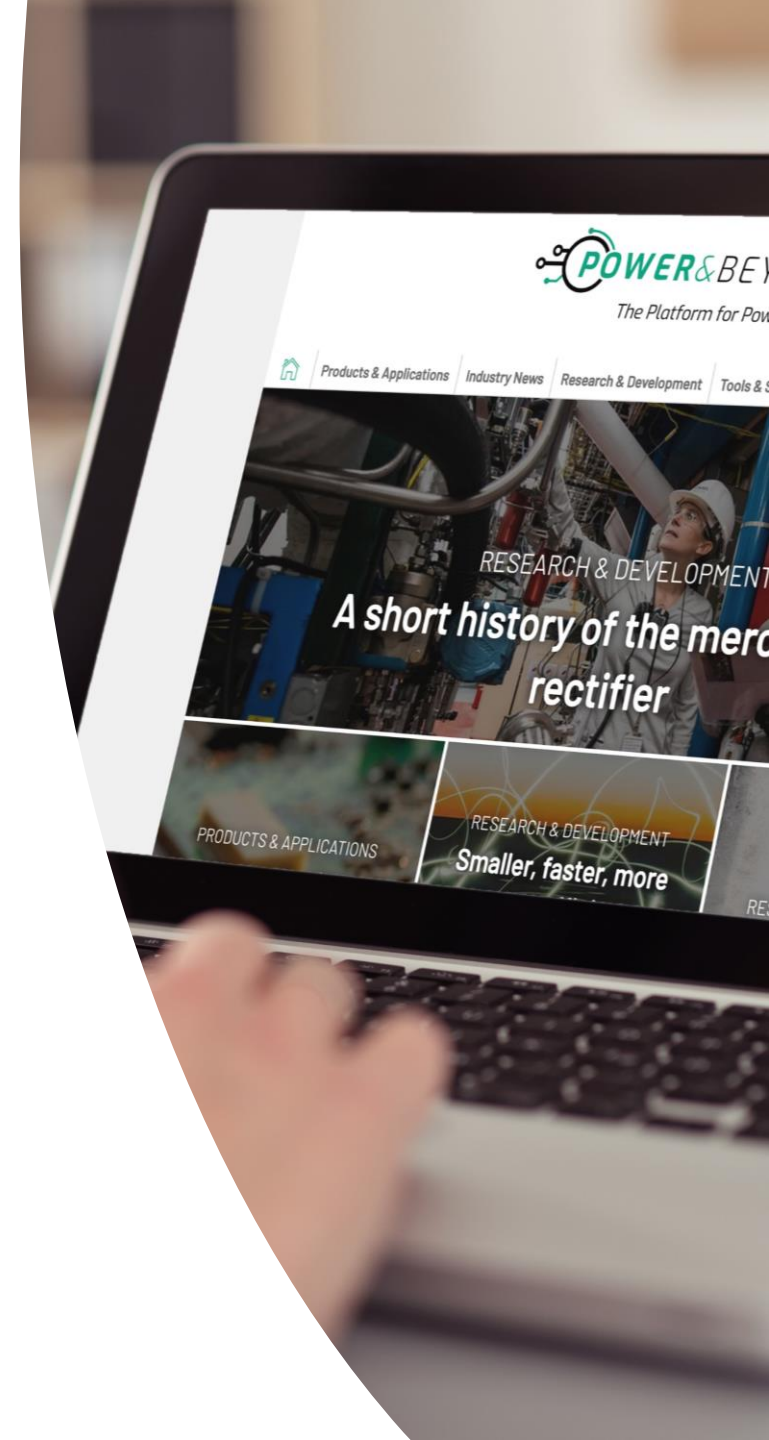
\*\*The profile is maintained once each quarter.

The entry will be renewed for one year at the applicable list price, unless it is cancelled in writing with a notice period of three months prior to the end of the contract.

## Transparency through reporting

You can check Ad Impressions and click rates of your Premium Company Profile live in the Customer Center.

Banner:  
Reach and Visibility in your  
target group!





Limited Offer!

# Banner

Greater reach with banner advertising

## Advantages

- Enhanced awareness
- Raise attention within the target group
- Activate users via call-to-action
- High potential to attract new customers

All formats "Run-on-Site," positioning is performed on the entire portal including the start page. Banner placements are not exclusive, in case of overlaps of the running times the banners are displayed in rotation.

Our banner advertising follows the recommended standards of the Coalition for Better Ads. Our readers benefit from this through a comfortable reading experience on our pages. Advertising customers, on the other hand, achieve a lasting effect by advertising on attractive banner spaces.

See page 22 for exact format requirements.

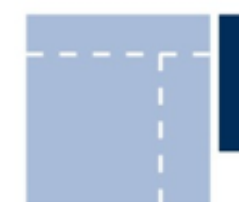
## Pricing by duration

2-month	<b>EUR 1.800,-*</b>
4-month	<b>EUR 3.000,-*</b>
6-month	<b>EUR 4.500,-*</b>

\*All Prices in EUR plus VAT



Billboard Ad



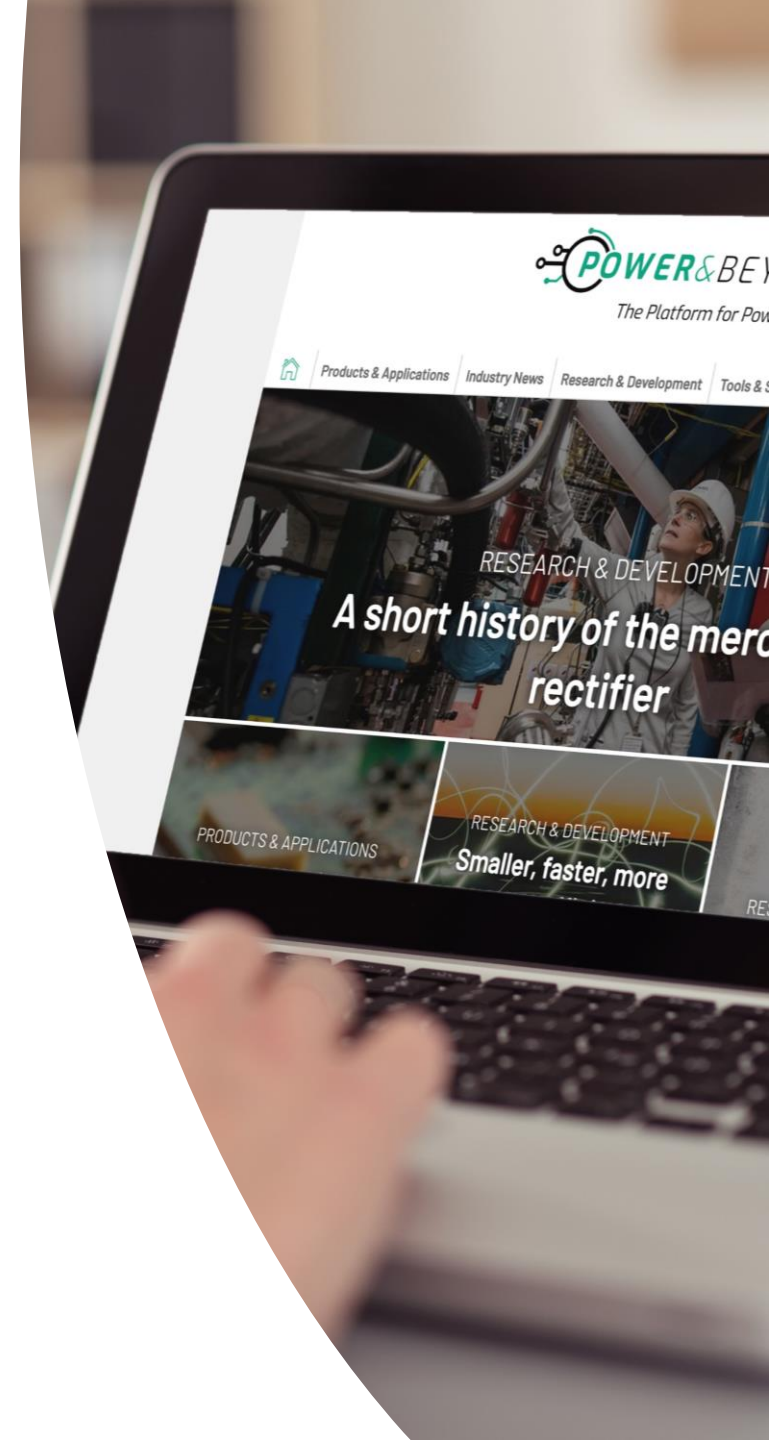
Skyscraper



Leaderboard

Optimized for mobile devices

Newsletter Advertising:  
Reach your target group  
directly in their mailbox!



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# Newsletter Advertising

Newsletter Advertising offers you direct access to your target group at the desired time.

The high reach (6,000 newsletter recipients) ensures effective coverage of your target group, which will receive information on current and relevant topics through the biweekly newsletter (weekly as of September 2020).

## Advantages

- Qualified subscribers from the target group
- Direct contact in the mailbox via e-mail
- Enhanced awareness
- High attention in the target group
- High potential for new customers
- Optimized for mobile devices

Use the **Text Ad** and **Billboard Ad** formats at our special rates. Both formats are available exclusively once per newsletter.

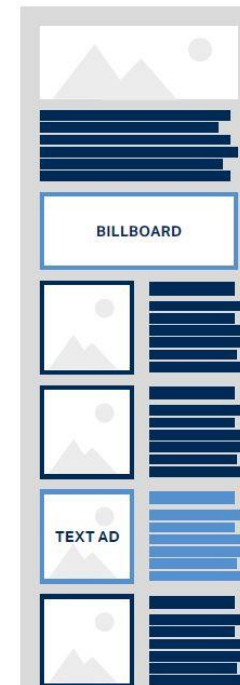
See page 22 for exact format requirements.

## Price per Mailing

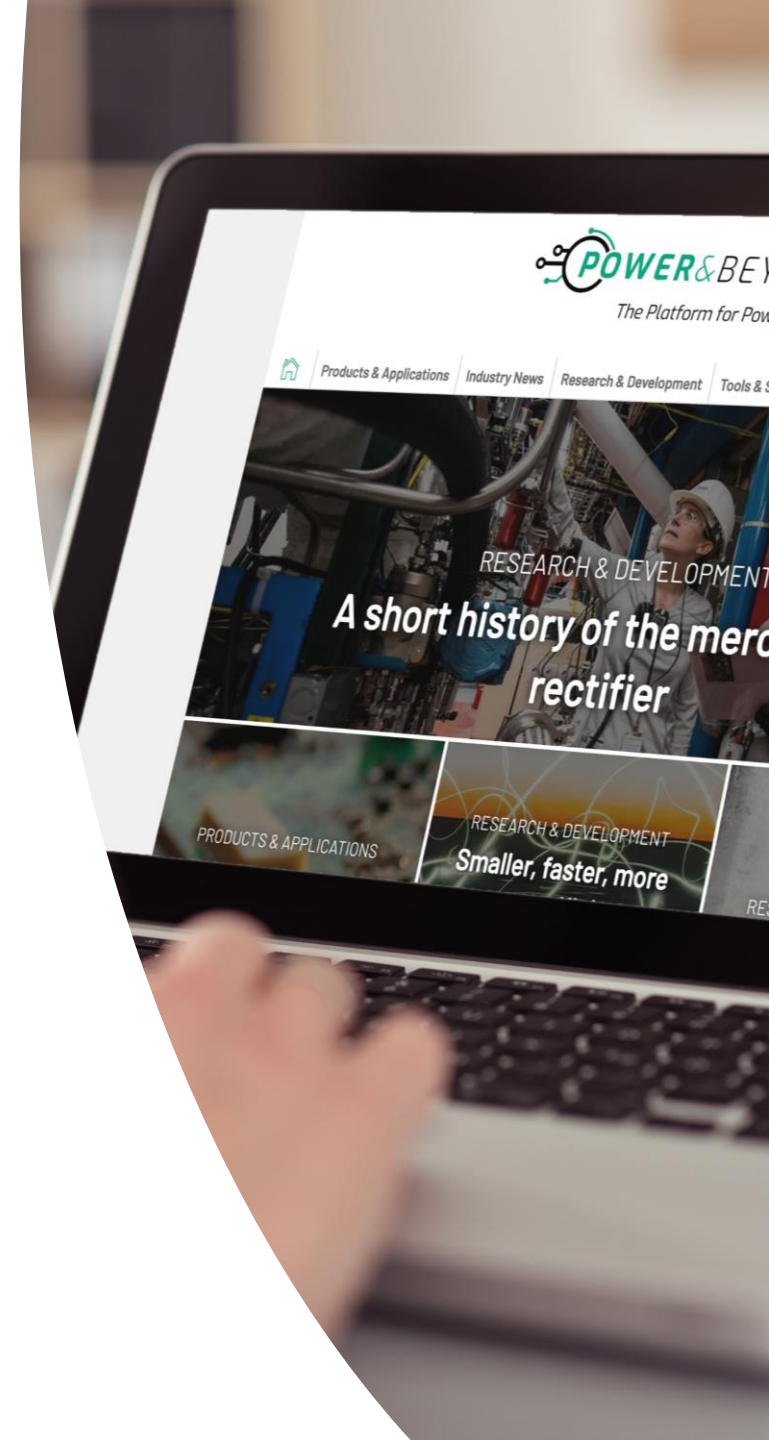
Price

EUR 1.000,-\*

\*All Prices in EUR plus VAT



Lead Generator:  
New contacts for your  
marketing!



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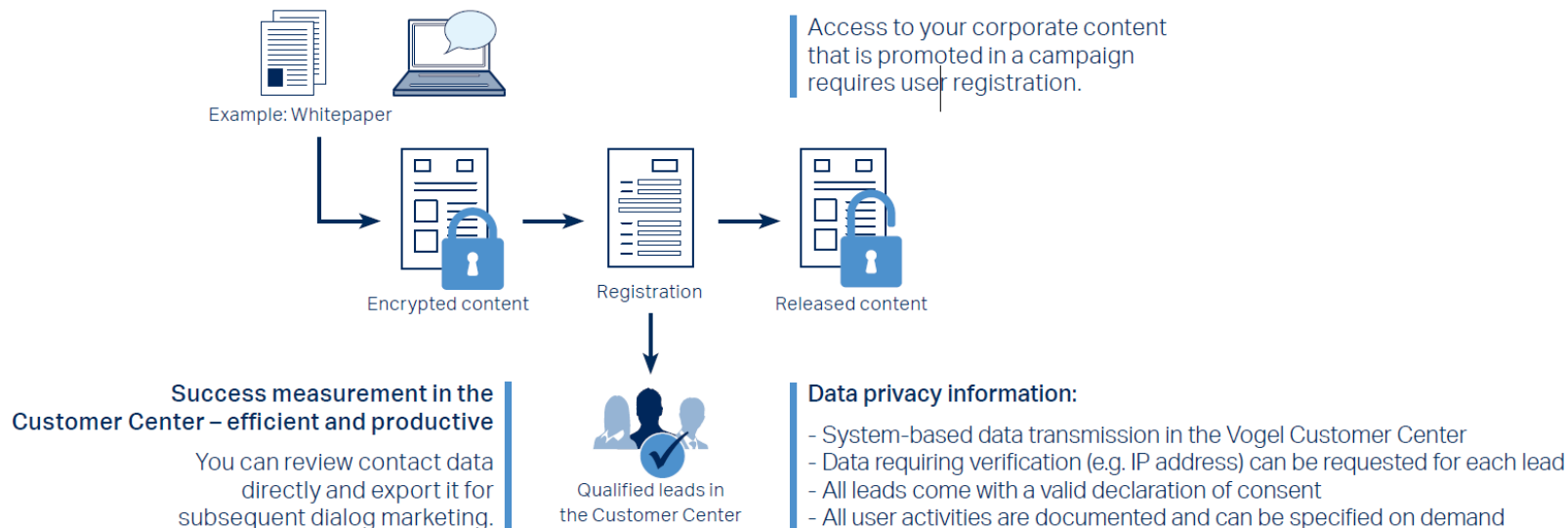
# Lead Generator

You will receive new contacts for your e-mail marketing at low cost and without financial risk.

Utilize your own expert whitepaper to quickly and easily expand your contact pool. Establish initial contact with interested customers for your topics and use these contacts for further marketing activities.

## Lead Generation

By using the lead generator you will receive the right leads with email addresses in the opt-in process and a general interest in your topic.



# Lead Generator

## Goal

- First contact with customers who are interested in your topic

## Potential formats

- Whitepaper, infographics, poster or competition  
All formats must be in English

## Marketing

- Campaign measures selected by our campaign experts

## Pricing

- Cost-per-lead

## Lead data

- Name, e-mail, company name, interest in the topic

## Example

- Your email marketing database needs qualified contacts who are interested in your content? You can get them with the lead generator – qualified email addresses with opt-in and a basic interest in your topic.

## Price per Campaign

Basic Fee	<b>EUR 1.800,-* (incl. 40 Leads)</b>
Costs per Lead	<b>EUR 45,-*</b>
Running Time	3 months

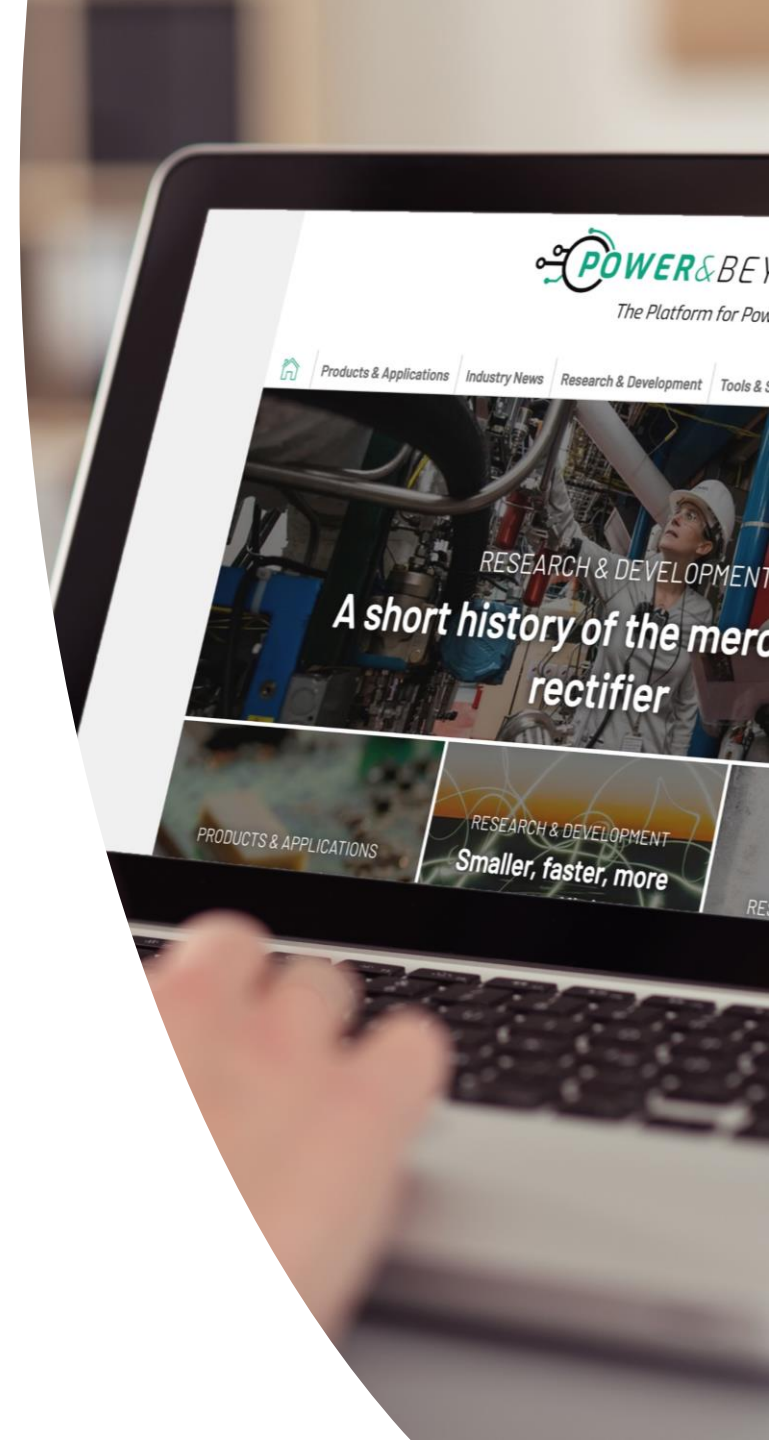
\*All Prices in EUR plus VAT.

You will receive a core setup with **40 leads** included for a basic fee. Each additional lead generated will be invoiced individually at a fixed rate - if interested.

Included services:

Setup, campaign management, technical support

# Online Advertorial: Your expert contribution in an editorial environment!



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# Online Advertorial

Position your message in the form of an advertorial on your topic on Power & Beyond

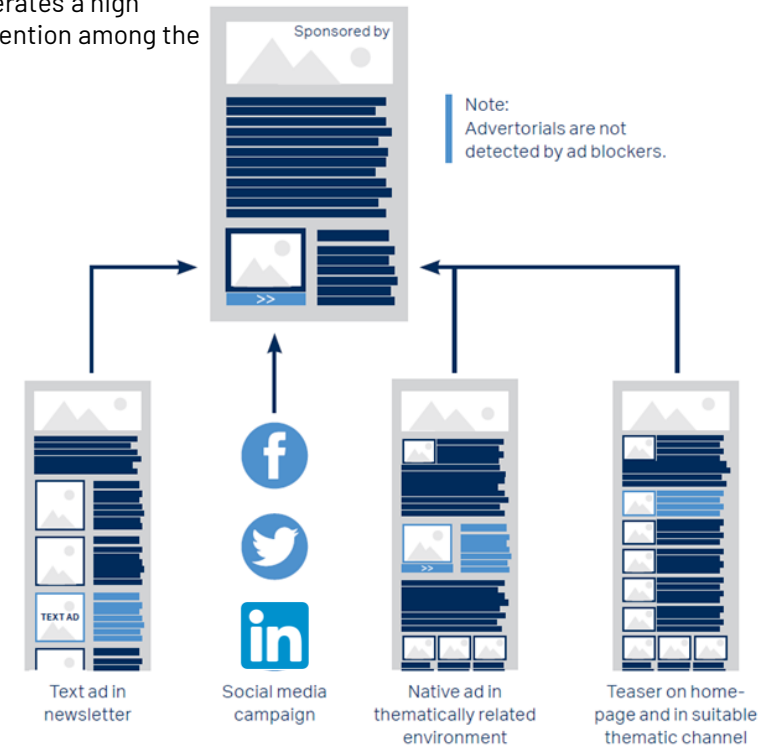
Solution-oriented content in the context of our editorial contributions ensures optimal attention from the reader.

The advertorial is a native advertising measure. Native advertising refers to the placement of advertising content that is marked as such but is designed in the look and feel of the editorial environment. **An online advertorial is therefore similar to an editorial article, but the customer determines the entire content.**

A campaign supplements the advertorial to ensure reach. The components include ads in the editorial newsletter, social media campaigns, ads in the topic-related environment and a playout on the home page for three days. If required, we can create your technical contribution based on your briefing (included in the campaign price).

See page 22 for exact format requirements.

Solution-oriented content, in the context of our editorial articles, generates a high degree of attention among the readership.



Promotion through numerous channels



# Online Advertorial

## Goal

The online advertorial campaign is suitable for **positioning yourself as a solution provider in an existing and new target group**. By setting backlinks in the advertorial, the readers of the advertorial can be redirected to your target URL.

## Advantages

- In the advertorial no advertisement (banner) of other companies is played.
- Increased credibility with the reader by presenting editorial content in the look and feel.
- An optimized SEO preparation of the advertorial ensures good findability via search engines.
- High retention time and intensive involvement of the readers.
- In the advertorial - in contrast to editorial articles - striking and click-strong buttons with a link to your product page can be integrated.

## Price per Campaign

Price	<b>EUR 6.000,-*</b>
Running Time	3 months
Guarantee	500 Appeals for contributions

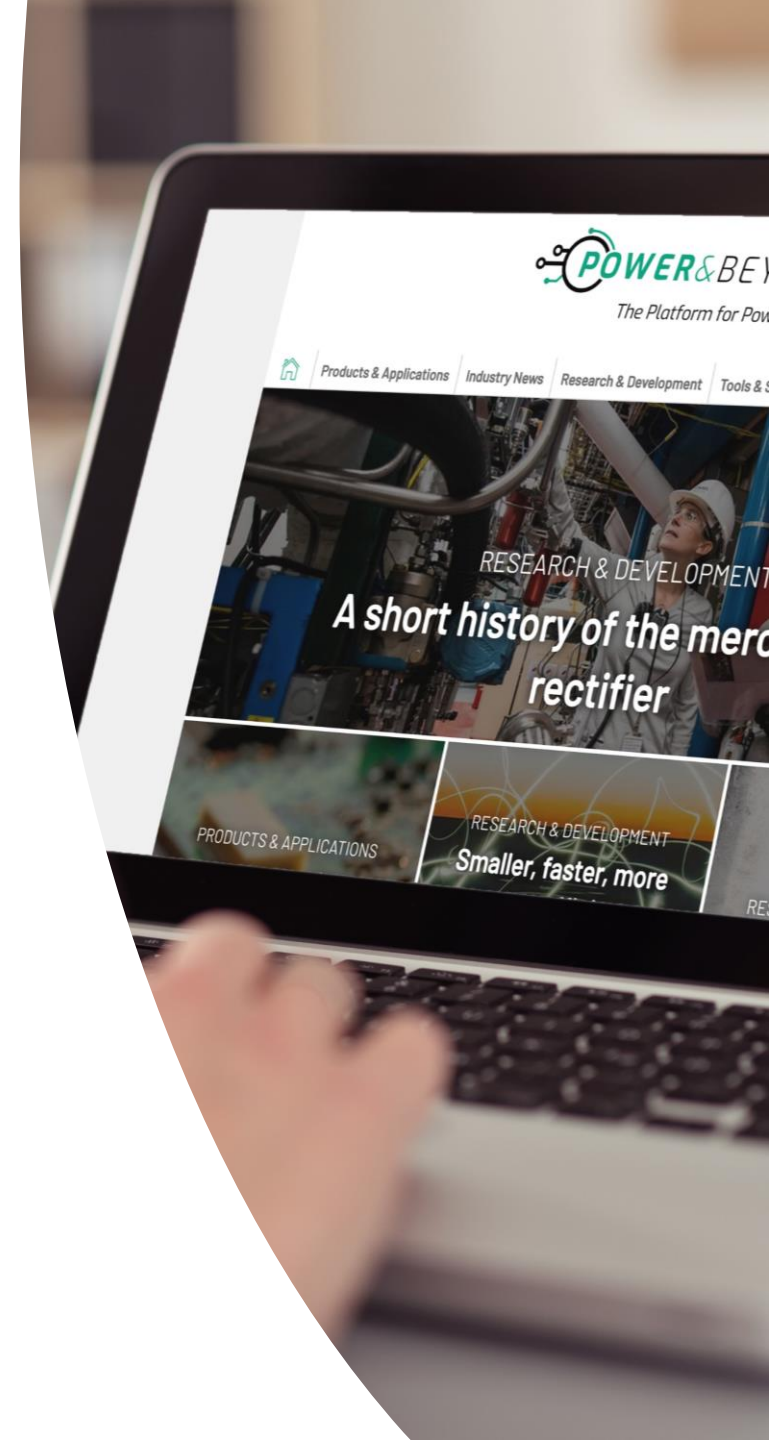
\*All Prices in EUR plus VAT.



## Transparency through reporting

You can check the performance of your online advertorial in the Customer Center.

# Partner Packages: The best mixture of online marketing!



Limited Offer!

# Partner Packages

	Basic Partner Package	Business Partner Package	Premium Partner Package**
<b>Premium Company Profile</b> Your landing page on Power & Beyond	✓	✓	✓
<b>Management Statement</b> Guided interview with your expert	✓	✓	✓
<b>Online Advertorial</b> Your expert article on Power & Beyond		✓	✓
<b>Banner</b> 10,000 AI, Standard Formats		✓	✓
<b>Logo in the Newsletter</b> Your logo in every editorial newsletter			✓
<b>Logo on the Homepage</b> Prominent placement on Power & Beyond			✓
	<b>EUR 4.000,-* / Year</b>	<b>EUR 12.000,-* / Year</b>	<b>EUR 16.000,-* / Year</b>

\*All prices in EUR plus VAT

\*\* The number of Premium Partner Packages is limited to 12.

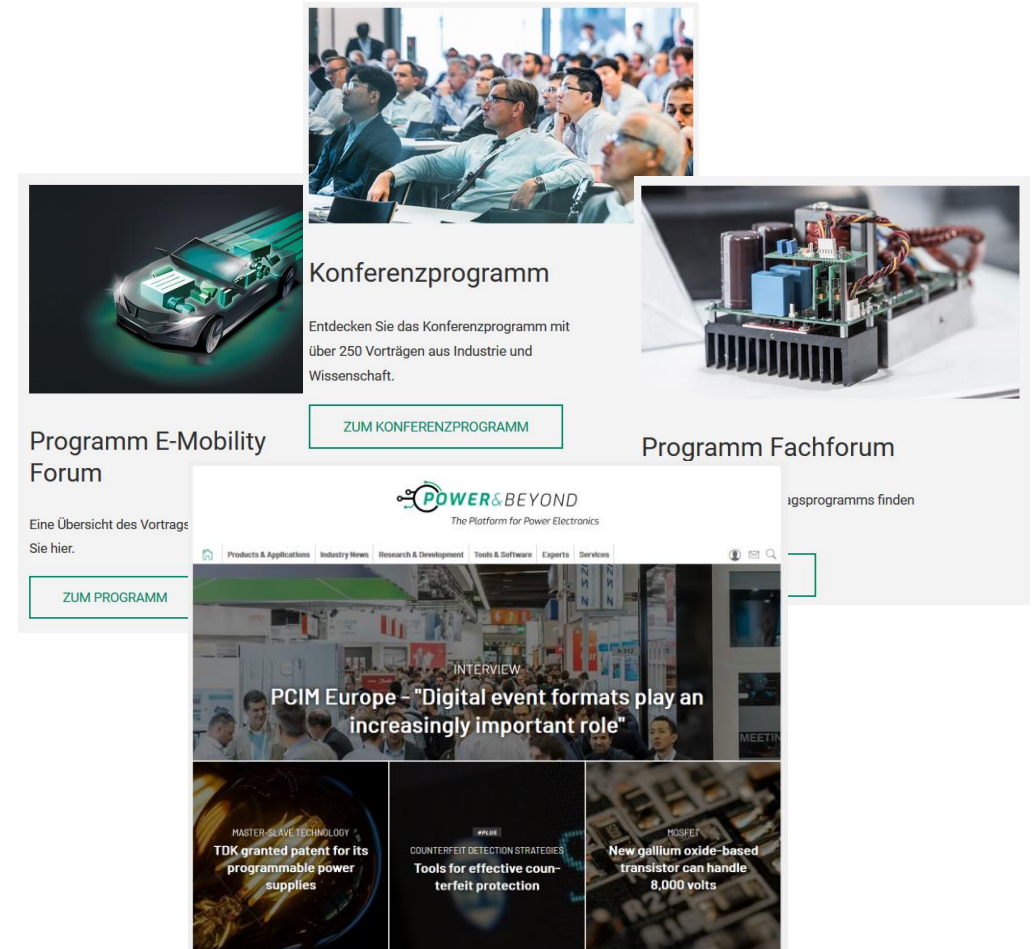
# Exclusively Available in the Partner Packages

You were a speaker or exhibitor at the PCIM Europe Digital Days?

Then take advantage of our partner packages to effectively place your already recorded video presentation into the target group following the digital event. No matter if it's an **expert forum**, **e-mobility forum** or **conference contribution** - at **Power & Beyond** you can continue to ensure the reach of your presentation!

## Advantages

- 12 months availability on the platform
- Measures to extend the reach of the partner packages ensure optimal penetration of the target group
- Integrated into your own Premium Company Profile



**Konferenzprogramm**  
Entdecken Sie das Konferenzprogramm mit über 250 Vorträgen aus Industrie und Wissenschaft.

**Programm E-Mobility Forum**

**Programm Fachforum**

**POWER&BEYOND**  
The Platform for Power Electronics

Products & Applications | Industry News | Research & Development | Tools & Software | Experts | Services

PCIM Europe - "Digital event formats play an increasingly important role"

MASTER-SLAVE TECHNOLOGY  
TDK granted patent for its programmable power supplies

#RUE  
COUNTERFEIT DETECTION STRATEGIES  
Tools for effective counterfeit protection

MOSEFET  
New gallium oxide-based transistor can handle 8,000 volts

# Contact



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**mesago**  
Messe Frankfurt Group

# Technical Specifications

## Banner, P. 8

Billboard Ad	Leaderboard	Skyscraper
<ul style="list-style-type: none"> <li>• Dimensions: 960 x 250 px</li> <li>• Format: jpg, gif or png</li> <li>• File Size: max. 80 KB</li> </ul>	<ul style="list-style-type: none"> <li>• Dimensions: 728 x 90 px</li> <li>• Format: jpg, gif or png, HTML5, iFrame, Standardtag</li> <li>• File Size: max. 50 KB</li> </ul>	<ul style="list-style-type: none"> <li>• Dimensions: 120 x 600 pixels or 160 x 600 px</li> <li>• Format: jpg, gif, png, HTML5, iFrame, Standardtag</li> <li>• File Size: max. 50 KB</li> </ul>

## Newsletter Advertising, P. 10

Billboard Ad	Text Ad
<ul style="list-style-type: none"> <li>• Dimensions: 630 x 250 px</li> <li>• Format: jpg, gif or png</li> <li>• File Size: max. 50 KB</li> </ul>	<ul style="list-style-type: none"> <li>• Dimensions: 300 x 300 px</li> <li>• Format: jpg, gif or png</li> <li>• File Size: max. 50 KB</li> <li>• Headline: max. 40 characters*</li> <li>• Text: max. 300 characters*</li> </ul> <p style="text-align: right;">*incl. spaces</p>

## Lead Generator, P. 12

On demand.

## Online Advertorial, P. 15

Criteria for the creation of online advertorials
<ul style="list-style-type: none"> <li>• <b>Top line</b> (max. 50 characters incl. spaces) Defines and arranges the thematic environment of the advertorial.</li> <li>• <b>Title</b> (max. 60 characters incl. spaces) The title sums up the content in a few words and contains search engine relevant terms that match the article.</li> <li>• <b>Foreword / Teaser</b> (max. 200 characters incl. spaces) Two or three complete sentences, each of which is short and concrete and reflects the core content of the advertorial and encourages further reading.</li> <li>• <b>Content</b> (500 to 750 words) Make sure that the advertorial's content is easy to read and use sub-headings and paragraphs to structure your text. Focus on the value of your solution. When using image or video material, make sure that the content is referenced in the continuous text.</li> <li>• <b>Stylistics:</b> The text should be a balanced mixture of attention-grabbing wording and factual information transfer. In particular, roof line, title and introductory text should be used to arouse as much interest as possible in further reading. Avoid company and product names if possible.</li> <li>• <b>Images:</b> If possible, all pictures should have an explanatory caption, so that the reader can pick it up in the best possible way.</li> </ul>