

# Media Kit 2021

Status: August 2020



**mesago**  
Messe Frankfurt Group

# The New Platform for Power Electronics

Technical progress and digitalization are changing every industry. The market for power electronics has changed rapidly over the last ten years, mainly due to developments in semiconductor devices and microprocessor technology. To take advantage of opportunities, it is important for experts to obtain the relevant information from and about the industry in a timely and reliable manner.



**Power & Beyond offers information from experts for experts, to remain current in a rapidly developing industry.**

Eva Latus  
Senior Project Manager  
Mesago Messe Frankfurt GmbH



>10,400

Contacts through registered User and newsletter receiver \*

>30,800

Unique User\* per month

>25 %

Newsletter opening rate (Unique)\*

5% discount for exhibitors at PCIM Europe 2021



>54,700

Page Impressions per month\*

25 %

monthly growth rate\*

>32,900

Visits per month\*



\*all information as of October 2020. The portal started in early 2020.

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# The Portal

## At a Glance

The PCIM Europe is the leading international trade fair and conference for power electronics, Intelligent Drive technology, renewable energy and energy management. Thanks to the highly qualified visitors and the unique networking opportunities, PCIM Europe is the annual key event of the industry!

With the digital content platform Power & Beyond (Launch: 2020) you can now benefit year-round from the outstanding position of PCIM Europe and profit from its unique market access.

The thematic focus is consistently oriented toward the organization of the fair: All trends and developments in power electronics are considered on the platform as well as the entire value chain – from components to the intelligent system.

**We are happy to provide you with advice so you can reach your target group in power electronics all year round.**

## Your Benefit

- Reach more than of 30,000 unique users from the power electronics industry, including numerous visitors of PCIM Europe.
- Take advantage of the diverse solutions and present your communication portfolio according to your individual needs: reach, brand awareness or lead generation.
- Place your message with a consistently growing professional audience and benefit from the dynamics of the rapidly growing content platform.

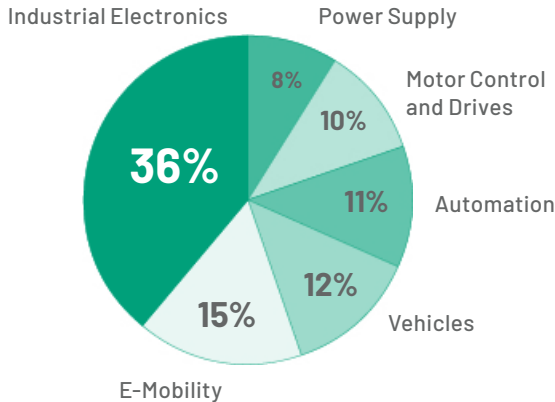


[www.power-and-beyond.com](http://www.power-and-beyond.com)

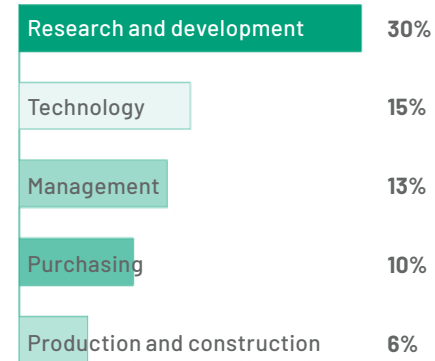
## Target Group

The users of Power & Beyond are analogous to the visitors of the PCIM Europe trade fair and include experts and decision-makers working in management, product and system design, purchasing and research and development. Power & Beyond is highly specialized in its focus, similar to PCIM Europe and offers innovative content for all relevant trends and developments in the power electronics industry.

### Top user industries\*:



### Top company divisions\*:



\*Analysis based on evaluation of over 6,000 contacts from the content platform's subscriber list.

# Company Profile

The company profile is a platform for your company to distinctively present your products and services. Your profile is connected with thematically related technical articles. This way, you can be where your target group is – to demonstrate presence and to be remembered.

## Your Benefit

- **Top-quality content mix**

Your company profile is populated with both your own material and with related articles by our editors.

- **Defined target group – minimum waste coverage**

Reach your target group in the right context through the automatic feed to thematically matching articles.

- **Enhance the visibility and reach of your content**

Use the target group access of our media brands to increase the reach of your content and raise your brand awareness.

- **Transparent reporting and easy updates in our Customer Center**

You can access values for ad impressions, clicks and CTR at any time to efficiently measure the success of your company profile.

## Price per Year

Basic price \_\_\_\_\_ 1,995.00

Update of your company profile \_\_\_\_\_ 150.00\*

\*Price per basic filling or per update with 4 pieces of content.

The entry is automatically renewed for another year, at the valid list price, unless terminated in writing three months prior to the expiry date of the contract.



In the upper section, you present your company with your logo, background image, domain and social media contacts.

The overview page shows a high-quality mix of your own content and articles by our editors.

The user clicks to see the full article.

For the live example [here](#)

All prices in EUR plus VAT.

For more information, visit **Technical specifications**

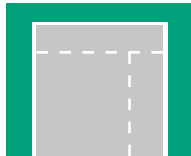
# Banners

Generate attention in the relevant target group and enhance the awareness of your brand and products.



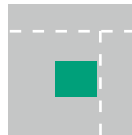
**Billboard Ad**  
ROS CPM 300.00

**Banner size**  
960×250 pixels  
optional:  
1,180×250 pixels



**Brandgate**  
ROS CPM 300.00

**Banner size**  
980×90 pixels (head) +  
1,200×90 pixels (head)  
2×160×600 pixels  
(left + right))



**Content Ad/  
Rectangle<sup>M</sup>**  
ROS CPM 175.00

**Banner size**  
300×250 pixels



**Halfpage Ad<sup>M</sup>**  
ROS CPM 250.00

**Banner size**  
300×600 pixels



**Leaderboard**  
ROS CPM 175.00

**Banner size**  
728×90 pixels



**Native Ad<sup>M</sup>**  
ROS CPM 250.00

**Text:** max. 50 characters (including blanks) Optional oof line (max. 30 characters incl. blanks)

**Image size:** 300×300 pixels (lower third in image without text)



**Scroll Ad<sup>M</sup>**  
ROS CPM 300.00

**Banner size**  
800×500 pixels



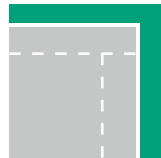
**Skyscraper**  
ROS CPM 175.00

**Banner size**  
120×600 pixels or  
160×600 pixels



**Video Ad XL**  
ROS CPM 250.00

**Banner size**  
Playback in 16:9 format



**Wallpaper**  
ROS CPM 300.00

**Banner size**  
728×90 pixels (Head)  
160×600 pixels  
Optional image file for  
background:  
1,280×1,024 pixels

**CPM** Price per 1,000 Ad Impressions with banner rotation. Only visible ad impressions are calculated.

**ROS** Run of site, positioning on the whole portal

**Format<sup>M</sup>** These formats are also played on mobile devices and thus increase your reach.

Our banner advertising follows the recommended standards of the **Coalition for Better Ads**. Readers benefit from the easy-reading experience of our web pages, and our customers benefit from ad banner placement which is perceived better and has a lasting effect.

For more information, visit [Technical specifications](#)

All prices in EUR plus VAT.

# Audience Targeting

Reach the B2B users from Power & Beyond in the B2C environment of Facebook and the Google Display Network as well. We will be happy to evaluate whether your desired reach level can be achieved without a detrimentally high contact frequency.

## Your Benefit

- Enhanced brand awareness through repeated approaches at different touchpoints
- Display across multiple devices
- Reduced waste coverage – only users interested in a certain topic are approached
- High potential for new customers
- Performance boost – we optimise your campaign and perform efficiently in the most suitable channel

## Formats

Banner package comprising Leaderboard, Skyscraper, Content Ad and Facebook Ad

## Price

Minimum order amount 30,000 Ad Impressions CPM 150.00

**CPM:** Price per 1,000 Ad Impressions.

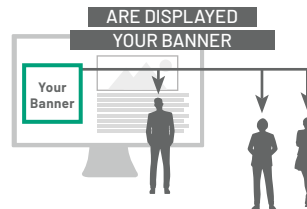
For more information, visit [Technical specifications](#)



1 Users deal with the topics they are interested in on the professional portal.



2 Users who exhibit interest in a specific topic area are tagged.



3 Exactly these users are now displayed your banners in the booked thematic channel, in their Facebook timeline as well as on partner pages of the Google Display network. This way, you reach your target group efficiently.

All prices in EUR plus VAT.



# Newsletter Advertising

Advertising in the newsletter offers you direct target group access at the desired point in time.

## Your Benefit

High reach of the newsletter ensures the efficient penetration of your target group that is provided with information on current and relevant topics.

## Price per Mailing

### Power & Beyond Weekly Newsletter

Subscribers \_\_\_\_\_ >9,500

Publishing Dates \_\_\_\_\_ Thursday

Opening Rate (Unique) \_\_\_\_\_ 25 %

Language \_\_\_\_\_ English

**BILLBOARD AD** \_\_\_\_\_ 1,000.00

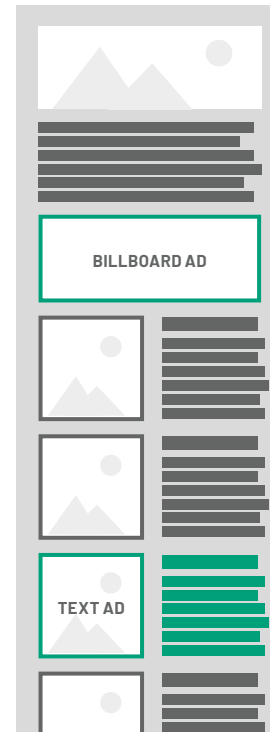
**TEXT AD** \_\_\_\_\_ 1,000.00

## Discounts

5 mailings \_\_\_\_\_ 4,275.00

10 mailings \_\_\_\_\_ 7,600.00

For more information, visit [Technical specifications](#)



All newsletters are **optimised for mobile devices**, such as smartphones or tablets.

All prices in EUR plus VAT.

# Stand Alone Mailing

Benefit from maximum exclusivity through a stand-alone mailing. Your message gets to the mailbox of your target group and reaches them directly. You provide the input on on the content and desired target group, and we will take care of the rest.

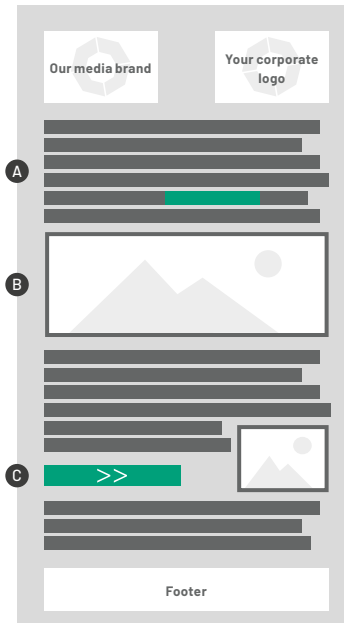
## Your Benefit

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

## Price per Mailing

5,000 recipients \_\_\_\_\_ 5,500.00

Mailing to more recipients on request.



- A: Text with link\*
- B: Picture material\*
- C: Call-to-action button\*

\*can be chosen freely

For more information, visit [Technical specifications](#)

All prices in EUR plus VAT.

# Native Special Newsletter

A native special newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment with which readers are familiar and position yourself as a solution provider in your area of expertise.

## Your Benefit

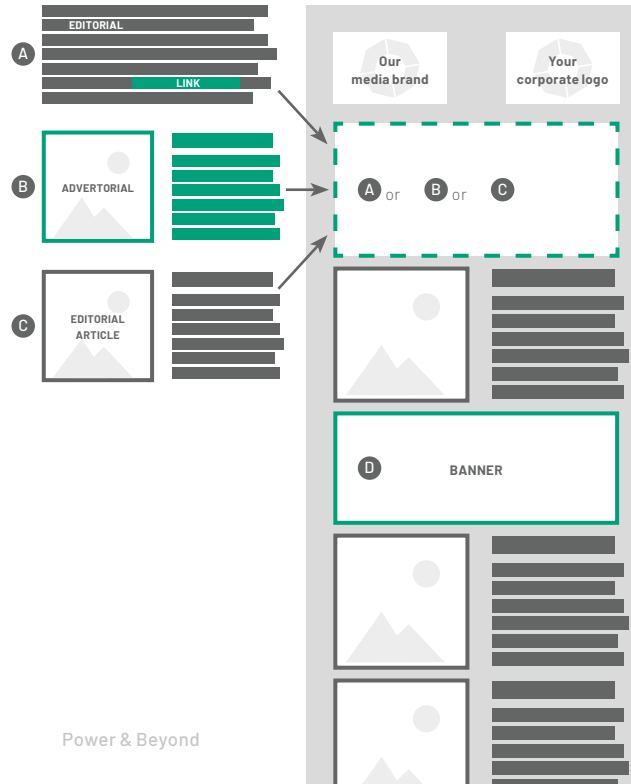
- Positioning as an expert on a specific topic
- High acceptance due to the editorial
- Environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting

## Price per Mailing

To subscribers of the editorial newsletter... 7,990.00

All prices in EUR plus VAT

For more information, visit [Technical specifications](#)



- A: Editorial with link or
- B: Advertorial or
- C: Editorial Article\*

\* can be chosen freely

- D: Exclusive placement of banners (maximum of three banners)

# Lead Product Portfolio

In a personal chat, we will analyse your objectives and find out which lead product is right for you. We will work with you to develop the perfect lead strategy for your company.

## Lead Generator

**You get new contacts for your e-mail marketing through measures that are cost-efficient and bear no financial risk.**

Establish initial contact with parties interested in your topic and approach them with other marketing activities. Expand your contact pool quickly and easily with your own whitepapers.



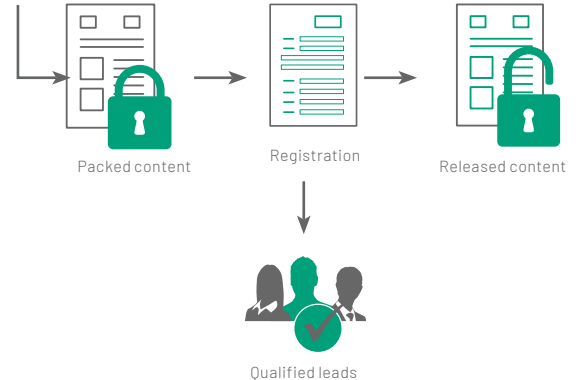
Whitepaper or live webinar

Leads of your campaign will already have dealt with your products and services. This is ensured by addressing your leads based on content via Whitepaper or Live-Webinar.

## Lead Campaign

**You get business card information of new contacts exhibiting initial interest in your offer.**

Your whitepaper or webinar will be published on a specialist portal and promoted through relevant measures. You will receive leads with multiple criteria as well as the initial interest.



## Price per Campaign

Lead Generator with whitepaper or prize draw from 4,500.00

Lead Campaign with whitepaper or infographic 7,500.00

Lead Campaign with live webinar 8,500.00

Lead Campaign with multimedia presentation 8,500.00

All prices in EUR plus VAT

For more information, visit [Technical specifications](#)

# Online Advertorial Campaign

Solution oriented content, in the context of our editorial articles, generates a high degree of attention among the readership.  
Communicate your message through an advertorial and position yourself as a solution provider.

## Campaign Elements

- Promotion via newsletter and other channels
- Support by our campaign management
- Implementation by a professional editor
- Multi-media content and links to your own website possible
- Mention as as provider of the presented contents

## Your Benefit

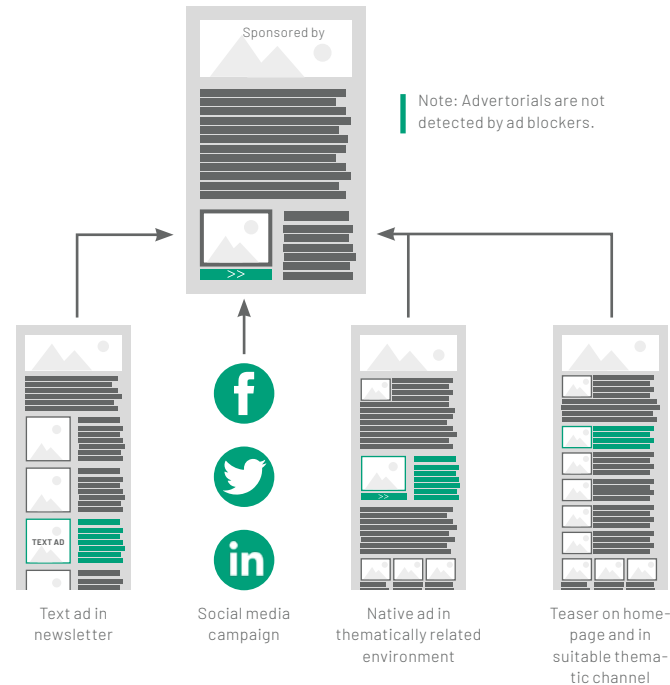
- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look & feel of our editorial content
- High findability through search engines
- Positioning as a solution provider

## Price per Campaign

500 visits guaranteed

Term of 3-month campaign \_\_\_\_\_ 6,000.00

For more information, visit **Further Informations**



All prices in EUR plus VAT

# Partner Zone

The exclusive partner zone is the heart of your campaign, accompanied by an individual reach campaign.

## Your Benefit

- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reachpackage
- Full transparency and measurability through our reporting

## Price per Campaign

### Partner Zone

- You choose the design in line with the brand layout
- Individual reach package - you choose the elements
- Runtime: flexible duration \_\_\_\_\_ from 25,000.00



An **individual reach package** guarantees a high degree of attention.

Enhanced credibility through a **mix of own and editorial content**

**Design, technical implementation and hosting** – the foundation of your Partner Zone

For more information, visit **Further Informations**

All prices in EUR plus VAT

# Web Conferences 2021

The Series of Online Presentations by Power & Beyond in 2021, we will hold four web conferences covering different editorial topics. In these conferences, two or three presenters each highlight a technology, solution or case example, providing users with a detailed market overview in 60 minutes only.

## Your Benefit

- Qualified leads with sales potential
- Neutrality through co-branding of the media brand and editorial support
- Cost control through lead guarantee. A lead guarantee is given according to individual agreement
- Positioning as expert and reference person

## Our Services

- **Added value for readers:** Web conference with two or three presenters covering a focal topic
- **Duration of campaign:** 3 months
- **Promotion:** Editorial content, banners, mailings ...
- **Detailed lead information and product interest**
- **Lead features:** Name, contact data, job title, department, career stage, industry, company with address and company size, interest in topic

## Price

Participation Fee \_\_\_\_\_ 4,950.00  
additional leads on request



All prices in EUR plus VAT

For more information, visit [Further Informations](#)

# Topics Web Conferences 2021

Topics	Date
<b>Accelerating E-Mobility with power electronics</b>	March 2021
<b>Renewable energies - chances and challenges for a clean future</b>	June 2021
<b>Energy storage - Requirements for next generation batteries</b>	September 2021
<b>Gamechanger Wide-Bandgap - Revolving power electronics</b>	November 2021



# Partner Packages

For companies that want to make their services in the field of power electronics known, we have put together attractive content packages that will raise awareness in the editorial environment within a year. Depending on your budget and objectives, you can choose between three different packages.

## Your Benefit

- Present yourself as a provider of services or products for power electronics
- Show your expertise through editorial preparation of your contents
- Increase your brand awareness through the appropriate coverage packages

## Our Services

- Attractive package of marketing reach and native advertising
- Attention in the editorial environment
- Individual support and planning of your campaign
- Presence all year round

For more information, visit **Further Informations**

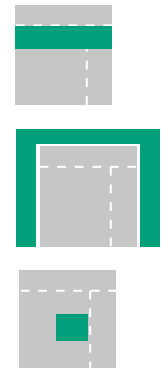
## Selection of the marketing actions



Online Advertorial Campaign



Newsletter Advertising



Banners

## Price per package

	Basic Partner Package	Business Partner Package*	Premium Partner Package*
<b>Company Profile</b> Your landing page on Power & Beyond	✓	✓	✓
<b>Management Statement</b> Guided interview with your expert	✓	✓	✓
<b>Online Advertorial Campaign</b> Your professional article on Power & Beyond		✓	✓
<b>Banner</b> 20,000 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>4,000.00 / year</b>	<b>12,000.00 / year</b>	<b>16,000.00 / year</b>

\*The number of Business and Premium Partner Packages is limited.

All prices in EUR plus VAT

# Contact



## Project Management

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