

Media Kit 2021

Status: April 2021



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 Sales Manager
Mesago Messe Frankfurt GmbH

>12,500

Contacts through registered User
and newsletter receiver *



POWER&BEYOND

The Platform for Power Electronics

>25 %

Newsletter opening rate
(Unique)*

>148,300

Page Impressions per month*

>71,400

Visits per month*

Powered by

pcim
EUROPE

*serverbased numbers as of March 2021. The portal started in early 2020.

The Portal 04

Target Group 05

Company Profile 06

Company Profile 07

Banners 08

Audience Targeting 09

Newsletter Advertising 10

Stand Alone Mailing 11

Native Special Newsletter 12

Lead Product Portfolio 13

Online Advertorial Campaign 14

Partner Zone 15

Web Conferences 16

Topics Web Conferences 17

Partner Packages 18

Contact 20

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

- With more than 71,400 visits per month, you reach 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.

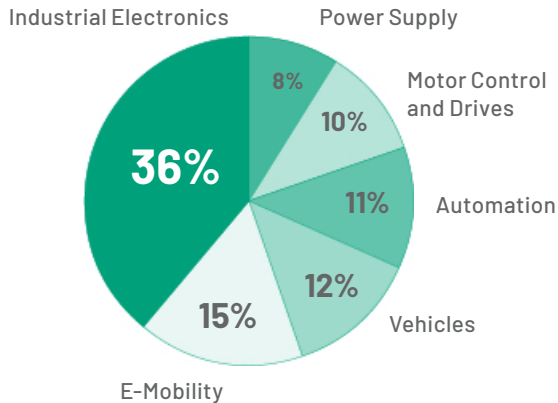


www.power-and-beyond.com

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.

References



Power & Beyond allows us to communicate the content that interests the market beyond PCIM Europe throughout the year. This means that we are in constant communication with our partners and customers beyond the annual trade fair.



Marc Stolpe
Marketing Communication
Manager
Rogers Corporation



Power & Beyond is not only a logical partner for us due to the positive experiences through PCIM Europe also the contentplatform offers us the chance to reach our target group under all circumstances.

Infiniteon Technologies AG



ON Semiconductor®



ROHDE & SCHWARZ
Make ideas real



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

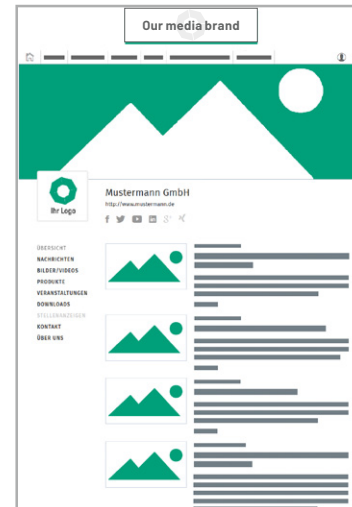
Basic price _____ 1,995.00

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.

All prices in EUR plus VAT.



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

Further Information

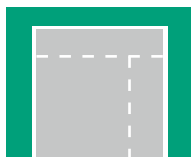
Banner

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



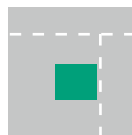
Billboard Ad
ROS CPM 300.00

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^M**
ROS CPM 175.00

Banner size
300×250 pixels



Halfpage Ad^M
ROS CPM 250.00

Banner size
300×600 pixels



Leaderboard
ROS CPM 175.00

Banner size
728×90 pixels



Native Ad^M
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^M
ROS CPM 300.00

Banner size
800×500 pixels



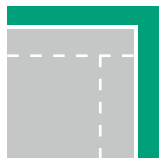
Skyscraper
ROS CPM 175.00

Banner size
120×600 pixels or
160×600 pixels



Video Ad XL
ROS CPM 250.00

Banner size
Playout 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^M 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.

All prices in EUR plus VAT.

[Further Information](#)

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 AI _____ CPM 150.00

CPM: Price per 1,000 Ad Impressions.

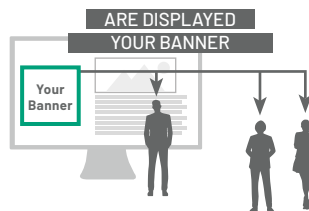
All prices in EUR plus VAT.



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.

[Further Information](#)

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 >11,100

Publishing Dates Thursday

Opening Rate (Unique) 25 %

Language English

BILLBOARD AD 1,000.00

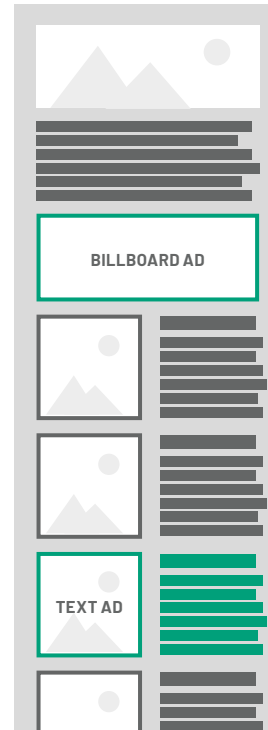
TEXT AD 1,000.00

Discounts

5 mailings 4,275.00

10 mailings 7,600.00

All prices in EUR plus VAT.



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

[Further Information](#)

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 the content and desired target group, and we will take care of the rest.

Your Benefit

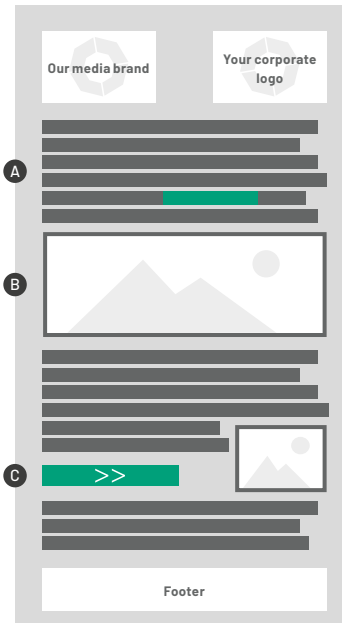
- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

Price per Mailing

5,000 recipients _____ 5,500.00

Mailing to more recipients on request.

All prices in EUR plus VAT.



A: Text with link*

B: Picture material*

C: Call-to-action button*

*can be chosen freely

Further Information

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.

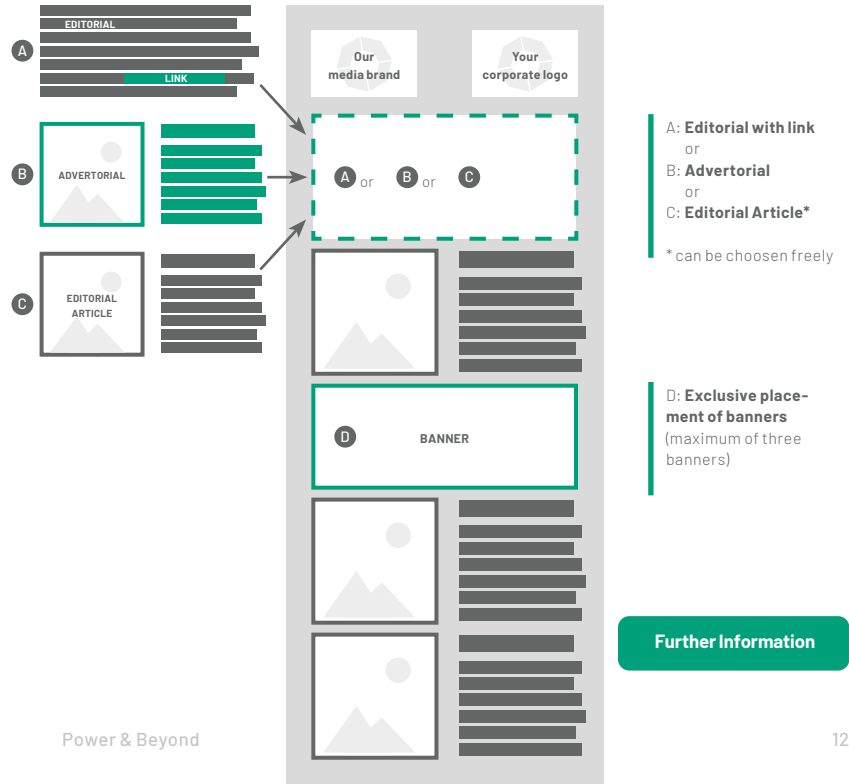
Your Benefit

- 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



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.



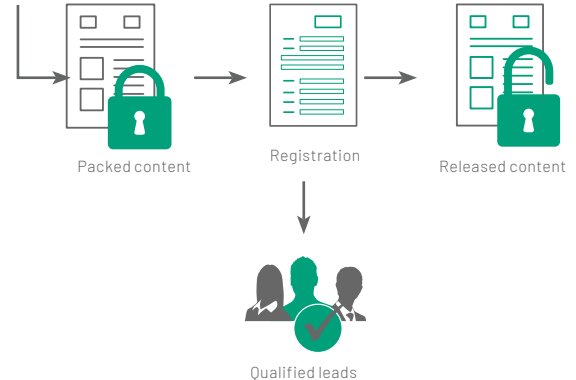
Whitepaper or live webinar

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

[Further Information](#)

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

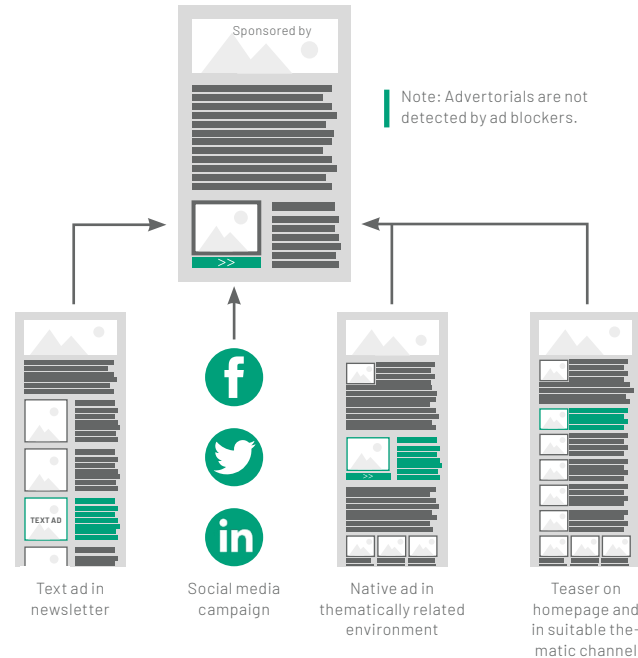
- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look & feel of our editorial content
- High findability through search engines
- Positioning as a solution provider

Price per Campaign

500 visits guaranteed

Term of 3-month campaign _____ 6,000.00

All prices in EUR plus VAT



[Further Information](#)

Partner Zone

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

Your Benefit

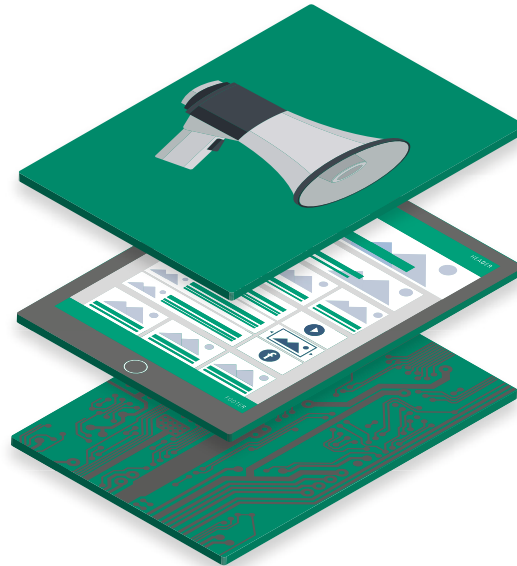
- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reachpackage
- Full transparency and measurability through our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

All prices in EUR plus VAT



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

Further Information

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
(Cost per Lead: 45.00)



All prices in EUR plus VAT

Topics Web Conferences 2021

Topics

Accelerating E-Mobility with power electronics

Renewable energies - chances and challenges for a clean future

Energy storage - Requirements for next generation batteries

Gamechanger Wide-Bandgap - Revolving power electronics

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

Selection of the marketing actions



Online Advertorial Campaign



Newsletter Advertising



Banners

Price per package

	Basic Partner Package	Business Partner Package*	Premium Partner Package*
Company Profile Your landing page on Power & Beyond	✓	✓	✓
Management Statement Guided interview with your expert	✓	✓	✓
Online Advertorial Campaign Your professional article on Power & Beyond		✓	✓
Banner 20,000 AI, Standard Formats		✓	✓
Logo in the Newsletter Your logo in every editorial newsletter			✓
Logo on the Homepage Prominent placement on Power & Beyond			✓
	4,000.00 / year	12,000.00 / year	16,000.00 / year

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

All prices in EUR plus VAT

Contact



Sales

Eva Latus

Senior Project Manager
Mesago Messe Frankfurt GmbH
Phone +49 711 61946-229
eva.latus@mesago.com



Sales

Simon Wetzel

Sales Manager
Mesago Messe Frankfurt GmbH
t +49 711 61946-253
t +49 151 18780298
simon.wetzel@mesago.com



Project Management

Olivia Šille

Senior Project Manager
Innovation & Digital Business
Mesago Messe Frankfurt GmbH
t +49 711 61946-79
olivia.sille@mesago.com



Campaign Management

Johanna Erbacher

Product Manager
Vogel Communications Group
GmbH & Co. KG
t +49 931 418-2802
editorial@power-and-beyond.com



The Platform for Power Electronics

Mesago Messe Frankfurt GmbH

Rotebühlstr. 83-85
70178 Stuttgart, Germany
Phone +49 711 61946-0
Fax +49 711 61946-91
info@mesago.com
mesago.com

mesago
Messe Frankfurt Group