

**365 days
visibility**
at
Power & Beyond

Media Kit 2023

Status: November 2022



mesago
Messe Frankfurt Group

The 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.

Take advantage of the synergy effects and perfectly link PCIM Europe with Power & Beyond.
Reach your target group all year round, fast and easy.



» **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



Antje Mörbe
Sales Manager
Mesago Messe Frankfurt GmbH

>16,500

Newsletter receiver *

>11,700

Registered User *



>238,000

Page Impressions per month*

>104,000

Visits per month*

Powered by

pcim
EUROPE

*serverbased numbers as of October 2022. 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.

Promote your year-round activities alongside all Mesago events. We will be happy to advise you so that you reach your target group along the entire value chain.

Your Benefit

- With more than 104,000 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.

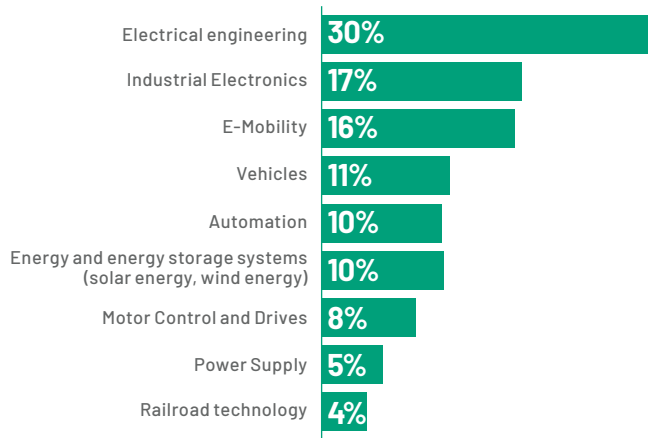


www.power-and-beyond.com

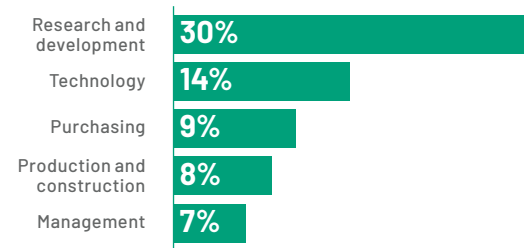
Target Group

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



75 % are involved in procurement decisions in their companies

References



We're excited to continue our partnership with Mesago through Power & Beyond. Their leadership of the PCIM Europe conference instills tremendous confidence in this newest endeavor. Together, we can provide the semiconductor industry timely and impactful information year-round.

Wolfspeed, Inc. 




Power & Beyond is the ideal platform for Nexperia to gather international contacts, reach power engineers around the globe and present our products and technology proficiently.

Nexperia B.V. 



Thanks to the versatile advertising options at Power & Beyond, we were able to increase our reach and generate numerous new leads at the same time - a great possibility to expand the customer base!

Analog Devices, Inc. 



Company Profile

The company profile is a platform for your company to distinctively present your products and services. Based on your own defined keywords, 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**

You can fill your company profile with content about your company for the entire duration of one year – without any limit. Thematically appropriate articles from our editorial team automatically appear in the feed of your profile.

- **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.

Prices

Basic price per year _____ 2,150.00

Full year care with 4 updates per quarter _____ 680.00

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.

All prices in EUR plus VAT.

[View live example here](#)

[Further Information](#)

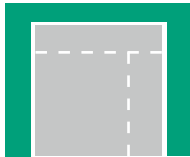
Banner

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



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.

[Further Information](#)

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.

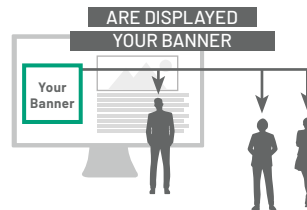
All prices in EUR plus VAT.



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 _____ >15,300
 Publishing Dates _____ Thursday
 Opening Rate (Unique) _____ 13 %*
 Language _____ English

BILLBOARD AD _____ 1,100.00

TEXT AD _____ 1,100.00

*Openers who do not download the images in the newsletter are not included in the statistics. It is estimated that the effective open rate is 20%.

Discounts

5 mailings _____ 4,700.00
 10 mailings _____ 8,300.00



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

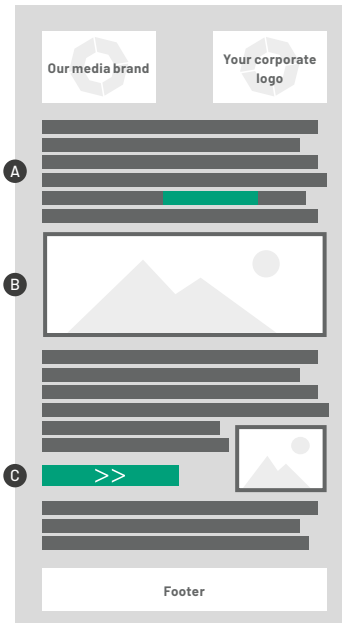
- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting
- Individual mailing date
- Cluster the recipient pool according to your individual goals

Price per Mailing

5,000 recipients _____ 5,800.00

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.

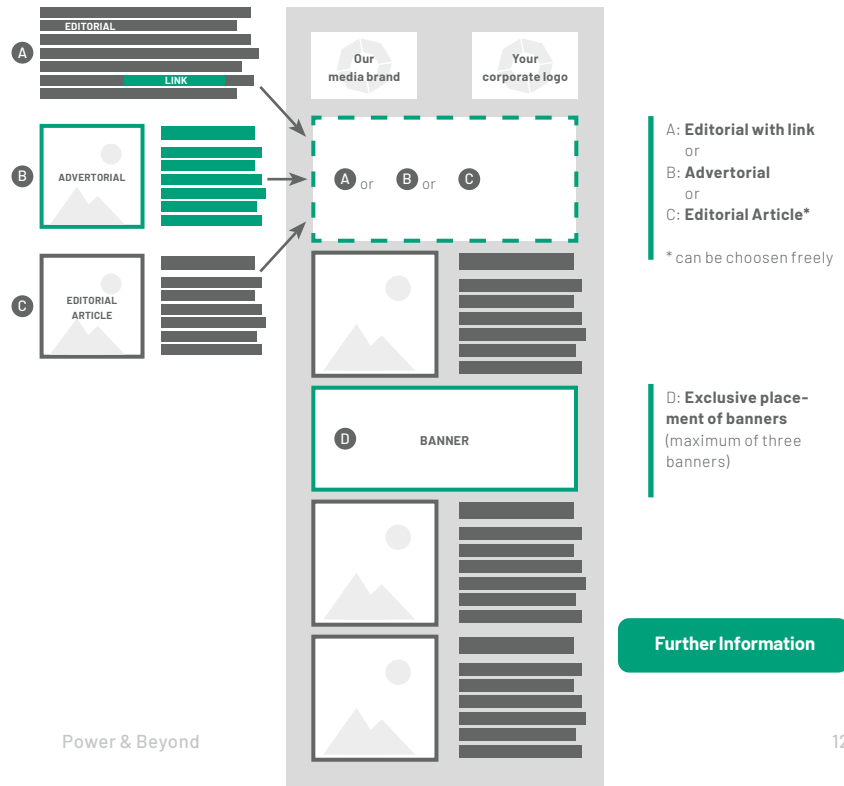
Your Benefit

- 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 8,500.00

All prices in EUR plus VAT



Further Information

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.

Lead features:

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

Lead Campaign

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

Your lead generation content will be published on our specialist portal and promoted via flanking measures on the homepage, in the newsletter or via social media. This will increase the visibility and reach of your campaign. You will receive leads with a variety of criteria as well as an initial interest in your product.

Lead features:

Name, contact information, job title, department, career level, industry, company name, address and size, interest in the topic

Price per Campaign

Lead Generator with whitepaper or prize draw _____ 4,950.00

Price per Campaign

Lead Campaign with whitepaper or infographic	8,250.00
Lead Campaign with live webinar	9,350.00
Lead Campaign with multimedia presentation	9,350.00

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

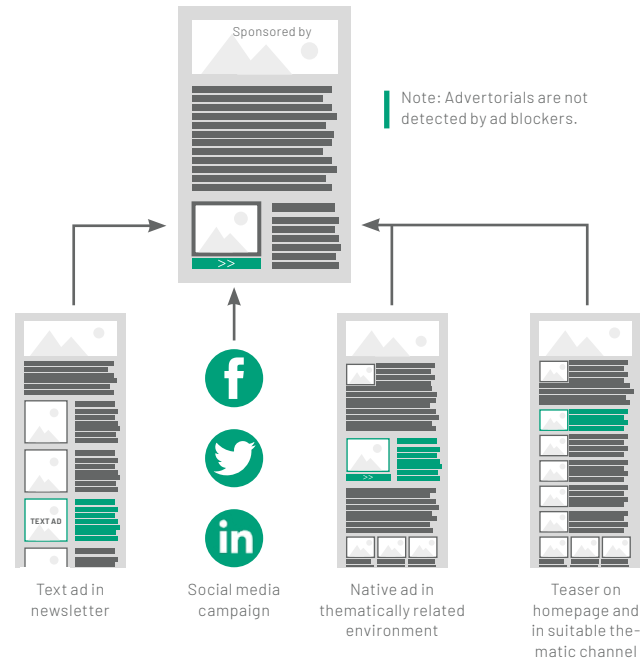
- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look & feel of our editorial content
- High findability through search engines
- Positioning as a solution provider

Price per Campaign

500 visits guaranteed

Term of 3-month campaign _____ 6,500.00

All prices in EUR plus VAT



[Further Information](#)

Web Conferences 2023

The Series of Online Presentations by Power & Beyond in 2023, we will hold six 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.

Only
6 dates
available

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 incl. 70 leads _____ 5,500.00
additional leads on request
(Cost per Lead: 50.00)

Participating companies



View live example here



You would like
to present yourself
exclusively to the
target group?
This is possible with
a live webinar!

All prices in EUR plus VAT

Topics Web Conferences 2023

The dates for the web conferences are coordinated individually with the participating companies.

Topics

Wide bandgap devices and applications

Reliability of power electronic systems

Energy Storage - Power electronics, grids and smart systems

Embedding of power electronic components and systems

[View live example here](#)

Other ideas? Feel free to let us know your topic suggestions and your preferred partner for a web conference!

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 four 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
- Individual configuration of marketing services through flexible modular system

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

	Partner Package S	Partner Package M	Partner Package L	Premium Partner Package*
Company Profile or 2 Text Ads in the Newsletter	✓	✓	✓	✓
Management Statement or Lead Generator Whitepaper or Audience Targeting	✓	✓	✓	✓
Online Advertorial or Stand Alone Mailing			✓	✓
Banner (20,000 Adimpressions)		✓	✓	✓
Logo integration Newsletter				✓
Logo integration Homepage				✓
Prices per Year in €	4,350.00 / year	8,650.00 / year	12,950.00 / year	17,250.00 / year

*The number of Premium Partner Packages is limited.

All prices in EUR plus VAT

Visibility Package

Are you looking for ways to easily reach your target groups within the industry?

Our visibility package includes newsletter ads as well as website banners that help draw attention to your company and offerings.

Visibility Package			
Included Text Ad(s) ¹	Billboard Banner ²	Size	Price
1	6,000 Adimpressions	S	2,660.00
2	10,000 Adimpressions	M	4,750.00
4	10,000 Adimpressions	L	6,650.00

¹Text Ads

Size: 300 × 300 pixel

Text: Top line (optional) with max. 40 characters incl. spaces,

Headline with max. 40 characters incl. spaces, Body text with max.

300 characters incl. spaces + linking to a website of your choice.

Data size: max. 50 kB

Media: jpg, gif, png

²Billboard Banner

Size: 630 × 250 pixel

Data size: 50 kB

Media: jpg, gif, png

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

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](#)

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