

Advertising Price List No. 24

Effective November 1st, 2023

Low wastage due to

75% subscription share !

MEDIA INFORMATION

2024



Fachverlag für ■ Oberflächentechnik -
Galvanotechnik
■ Produktion von
Leiterplatten und Systemen

 **LEUZE
VERLAG**
seit 1902

Publisher: Eugen G. Leuze Verlag GmbH & Co. KG,
Karlstrasse 4, D-88348 Bad Saulgau. Founded in 1902
Tel.: +49 75 81/48 01 - 0, **Fax:** +49 75 81/48 01 - 10
Website: www.plus-fachzeitschrift.de

The Journal PLUS offers timely information about:

- Construction and connection techniques for electronic assemblies
- PCB Design, PCB Technologies
- Assembly and packaging technology
- Analytics & Test
- Management and Market Trends

Core Readership:

- Manufacturers, Distributors, Users of Assemblies
- Designers and manufacturer of PCBs and Assemblies
- Supplier of application-specific software and hardware
- Purchasers and Users of PCBs and Assemblies

exclusive member information of these Industry Associations:

- FED – Fachverband Elektronik-Design e.V.
- EIPC – Der Europäische Elektronik-Verband
- ZVEI – Fachverband Electronic Components and Systems
- ZVEI – Fachverband PCB and Electronic Systems
- iMAPS – International Microelectronics & Packaging Society – Deutschland e.V.
- 3-D MID – Forschungsvereinigung Räuml. Elektronische Baugruppen e.V.
- DVS – Deutscher Verband für Schweißen und verwandte Verfahren e.V.

Frequency of Publication: monthly, 12 issues a year

Publication Dates: please see schedule & editorial calendar, page 14+15

Editorial Deadlines: please see schedule & editorial calendar, page 14+15

Advertising Deadlines: Ads at the end of the previous month

Publisher/Editor:

Sylvia Leuze-Reichert, sylvia.leuze-reichert@leuze-verlag.de
Klaus Decker, klaus.decker@leuze-verlag.de

Verbreitung pro Monat (Ø Q1+Q2 2023)

Verbreitung: 2.323 Exemplare, davon 1.736 Abonnenten
Website: 21.394 Besucher (IONOS Webanalytics)



Personally liable partner: Leuze Verwaltungs-GmbH,
Sitz: Bad Saulgau, Amtsgericht Ulm: HRB 743601
CEOs: Sylvia Leuze-Reichert, Klaus Decker

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Subscription Manager: Hannelore Lenk,
hannelore.lenk@leuze-verlag.de, Tel. +49 7581 4801 - 11

Subscription Charges :

- **Print subscription:** Inside of Germany 107.00 € and
Outside of Germany 137.00 € per year all incl. VAT and shipping.
- **Online subscription:** Online subscription is 93.00 € per year incl. VAT
- **Premium subscription (print + online):** Inside Germany 156.00 €
and Outside of Germany 186.00 € per year all incl. VAT and shipping.
- **Single issue:** 14.00 € plus VAT and postage.
- **Pupils, students, trainees (with proof) receive 20% discount**

Subscription of the trade journal PLUS covers a full year running until year's end. Thereafter, it is automatically renewed for another year, unless canceled with 6 weeks notice to the end of the year. A refund of paid subscription fees is excluded in any case (even if the magazine is temporarily not supplied due to special circumstances).

Journal Format	170 mm wide, 240 mm high
Type Area Format	135 mm wide, 200 mm high
Printing Process	Offset
Colours	CMYK (ISO Coated), Special colours (preferred HKS) on request

Processing	Adhesive binding
Loose Inserts (without rebate)	Format: DIN A5, 160 x 230 mm max. weight up to 10 grams € 1 590.00 weight up to 15 grams € 2 110.00 weight up to 20 grams € 2 540.00 weight over 20 grams upon request

Bound Inserts (without rebate)	Sample for inspection is required before ordering (please send to Eugen G. Leuze Verlag GmbH & Co. KG)
	Maximum weight of paper: 150 grams/m ² printed, untrimmed
	2 pages: 175 mm wide (2 mm rounding edge in gutter, 3 mm trim on the outer edges), 260 mm high (3 mm header trim, 17 mm footer trim)
	4 pages: 175 mm wide (folded), 350 mm (open)
	Circulation: on request
	Prices: 2 pages: € 1 560.00 4 pages: € 2 840.00

For advertisements exceeding the bound,
please enquire.

Sample for inspection is required before ordering
(please send to Eugen G. Leuze Verlag GmbH &
Co. KG)

PLUS: "The magazine,
that is read"

**Mailing Address
for Inserts**

Postage paid to our printing house:
Holzmann Druck GmbH & Co. KG
Gewerbestraße 2
D-86825 Bad Wörishofen / Germany

Ad Specials

Deadline: 10 workdays before publishing

- Additional cover page
- One or two more flaps
- Paint finish
- Cards, CDs, booklets sticked-on
- Bookmark
- Banderole

Prices on request; Consultation or sample before
ordering

Data Transfer

By email to the advertising manager
(gerald-schwager@leuze-verlag.de, max. 20 MB).
Please send files larger than 20 MB of data by
WeTransfer (www.wetransfer.com).

Data Formats

Preferred PDF/X-3,
alternatively EPS or TIFF, inclusive fonts

For the design of your advertisement if carried out by
the publishing house we need printable images with
300 dpi resolution, min. (line images: 600 dpi), and
copy text as MS Word file.

**Design of
Advertisements**

We offer support in designing your advertisements.
Please contact the advertising manager

Data Storage

The material will be stored for 5 years.
Repeated orders within this time period without
resending the data.
You will receive a proof before printing

Ad formats and prices

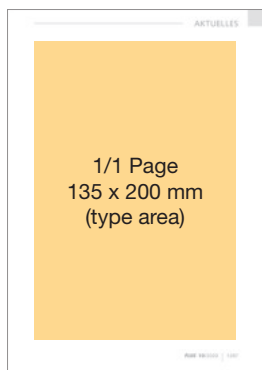
Advertising Managers: Gerald Schwager-Rännar,
Tel. +49 7581 4801-14, gerald.schwager@leuze-verlag.de
Rolf Nagl, Tel.: +49 7581 4801-21, rolf.nagl@leuze-verlag.de

The most important electronics
magazine for PCB technology



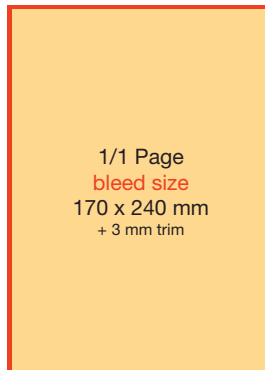
Cover picture
150 x 127 mm

Price (4c): € 1820,-



1/1 Page
135 x 200 mm
(type area)

Price (s/w): € 1420,-
(4c): € 1900,-



1/1 Page
bleed size
170 x 240 mm
+ 3 mm trim

Price (s/w): € 1562,-
(4c): € 2042,-



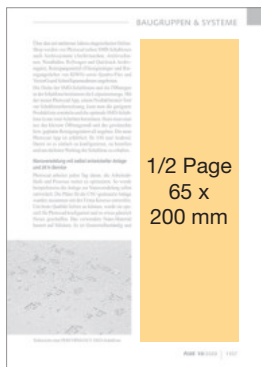
1/2 Page
135 x 100 mm

Price (s/w): € 710,-
(4c): € 1190,-



1/2 Page
bleed size
170 x 120 mm
+ 3 mm trim

Price (s/w): € 781,-
(4c): € 1261,-



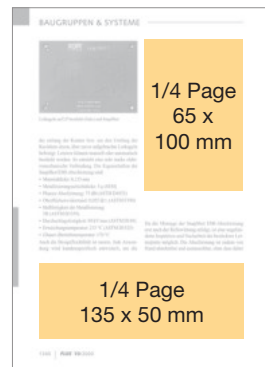
1/2 Page
65 x
200 mm

Price (s/w): € 710,-
(4c): € 1190,-



1/2 Page bleed size
82,5 x 240 mm
+ 3 mm trim

Price (s/w): € 781,-
(4c): € 1261,-



1/4 Page
65 x
100 mm

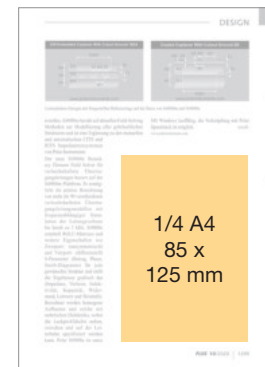
1/4 Page
135 x 50 mm

Price (s/w): € 355,-
(4c): € 615,-



1/4 Page bleed size
170 x 60 mm
+ 3 mm trim

Price (s/w): € 390,50
(4c): € 650,50



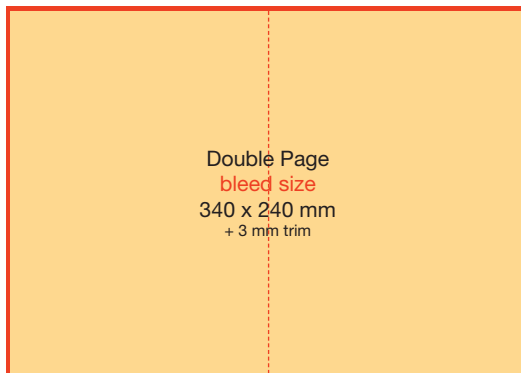
1/4 A4
85 x
125 mm

Price (s/w): € 650,-
(4c): € 1130,-

Price List No. 24 effective November 1st, 2023 all prices in Euros; VAT (if applicable) and shipping cost will be added.



Price (s/w): € 177,50
(4c): € 437,50



Price (s/w): € 2497,-
(4c): € 3265,-

Further formats

on request - e.g.:

Frame Ad,
Tunnel Ad,
Free-form,
Island Ad...

Bleed:

Dimensions for
bleed advertisements
add 3 millimeters of bleed /
trim at the outer edges.

Please consider our discount plan on the following pages!

Design:

Please consider that bleed ad text, logos etc. are placed at least 10 millimeters from the bleed margin (on the left / on the right) and 5 millimeters (at the top / at the bottom).

Special colors:

b/w plus scale colour*

+ € 160,- per colour
cyan, yellow, magenta

b/w plus spot colour*

+ € 320,- per colour
gold, silver, Pantone, HKS...

Classified Ads Job Offers, Buy and Sell, Representations, etc.

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	Price for Colour Ads in Euros (per ad)	
	Job Offers, Buy and Sell, etc.	Job applications
1/1 page	1 540,-	-
3/4 page (135 x 150 mm)	1 275,-	-
1/2 page	1 010,-	820,-
1/4 page	525,-	430,-
1/8 page	392,50	345,-

	Price for b/w Ads (basic price) in Euros (per ad)	
	Job Offers, Buy and Sell, etc.	Job applications
1/1 page	1 060,-	-
3/4 page (135 x 150 mm)	795,-	-
1/2 page	530,-	340,-
1/4 page	265,-	170,-
1/8 page	132,50	85,-

Extra charge for placement in online job market:

€ 60.00

Cost for box number ad

€ 12.00

Online publication first possible

Online presence for 8 weeks.

Job applications appear online
at **no extra charge!**

additionally we post your job
advertisements on:

facebook
[https://www.facebook.com/
leuzeverlag/](https://www.facebook.com/leuzeverlag/)

Twitter
<https://twitter.com/leuzeverlag>

In this table the additional charge* for colour of € 480.00 for 1/1-, 1/2-, 1/4-page ads (formatted to DIN A4), or € 260.00 for 1/4- or 1/8-page ads, resp., is included in the price. *Extra charges are not discountable

Advertisements **within the type area**

Price for Colour Ads in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.900,00	1.780,00	1.600,00	1.520,00
1/2 page	1.190,00	1.130,00	1.040,00	1000,00
1/4 page DIN A4	1.130,00	1.070,00	1000,00	960,00
1/4 page	615,00	585,00	540,00	520,00
1/8 page	437,50	422,50	400,00	390,00

Price for b/w Ads (basic price) in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.420,00	1.300,00	1.120,00	1040,00
1/2 page	710,00	650,00	560,00	520,00
1/4 page DIN A4	650,00	590,00	520,00	480,00
1/4 page	355,00	325,00	280,00	260,00
1/8 page	177,50	162,50	140,00	130,00

Advertisements **bleed**

Price List No. 24 effective November 1st, 2023 all prices in Euros;
VAT (if applicable) and shipping cost will be added.

Price for Colour Ads in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	2.042,00	1.910,00	1.712,00	1.624,00
1/2 page	1.261,00	1.195,00	1.096,00	1.052,00
1/4 page	650,50	617,50	568,00	546,00

Price for b/w Ads (basic price) in Euros (per ad)				
	1 ad	3 ads	6 ads	12 ads
1/1 page	1.562,00	1.430,00	1.232,00	1.144,00
1/2 page	781,00	715,00	616,00	572,00
1/4 page	390,50	357,50	308,00	286,00

In this table the additional charge* for colour of € 480.00 for 1/1-, 1/2-, 1/4-page ads (formatted to DIN A4), or € 260.00 for 1/4- or 1/8-page ads, resp., is included in the price. *Extra charges are not discountable

Cover Premium Placements

One of the most sought-after ad positions, it is usually quickly sold out.

Cover	
Cover picture *	1.820,00
Cover page 2 *	2.140,00
Cover page 3 *	1.920,00
Cover page 3plus *	2.115,00
Cover page 4 *	2.240,00

*Extra charges are not discountable, all prices in Euros / Ad



This runs until on the contents page left, Format 247 x 240 mm

Inserts and Bound-in Inserts

Brochure inserts & bound-in inserts in **PLUS** cannot be overlooked. They enjoy high acceptance and are heavily used by our readers.

Inserts-Format

DIN A 5 up to about 160 x 230 mm

Inserts	
Weight	Price
Weight up to 10 g	1590,-
Weight up to 15 g	2010,-
Weight up to 20 g	2540,-
Weight over 20 g	upon request

Bound-in	
Pages	Price
2 pages	1560,-
4 pages	2840,-

Einhefter: Format 2 Pages

170 mm x 240 mm (WxH) bound, with 3 mm milling edge, outer right trim 5 mm head trim 5 mm, and foot trim 5 mm.

Einhefter: Format 4-seitig

170 mm wide (folded) 340 mm (open), trim: see above

Bound-in-Paper

150 grams per square meter printed, untrimmed print run upon request

For advertisements exceeding the bound, please enquire.

Presentation of sample is required before ordering (ship to: Eugen G. Leuze Verlag GmbH & Co. KG) No discounts on inserts.

All prices given are subject to value-added sales tax and shipping cost.

Shipping Address for Inserts and Bound-in Inserts

Free delivery to:

Holzmann Druck GmbH & Co. KG
Herr Matthias Müller
Gewerbstraße 2
86825 Bad Wörishofen / Germany
Tel: +49 (0) 8247 9 93-2 26
matthias.mueller@holzmann-druck.de
www.holzmann-druck.de

Delivery Date

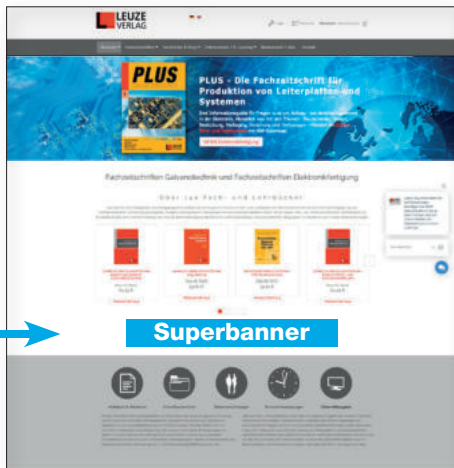
10 working days before publication

www.leuze-verlag.de – the portal for professionals

leuze-verlag.de offers specialized information of the magazines **PLUS** and **Galvanotechnik**. With news, contents of the magazines, an event calendar, job and small advertisement market our user a comprehensive overview of the market. Thus, our access figures have almost doubled in 2020 after our extensive optimization measures.

Our online book store with its extensive program of reference books also attracts a great many users.

www.leuze-verlag.de



Super-Banner 700 x 90 pixel
 Position on the start page and another, useful subpage like events, etc.
 Runtime 4 weeks **Price: € 920.00**

www.leuze-verlag.de



Fullsize-Banner 468 x 60 pixel
 Position on the start page and another, useful subpage like events, etc.
 Runtime 4 weeks **Price: € 820.00**

www.plus-fachzeitschrift.de



Vertical Rectangle 240 x 400 pixel
 Position on the PLUS start page and another, useful subpage like events, etc.
 Runtime 4 weeks **Price: € 1120.00**

Accesses of the main page and subpages

Period 1 Jan. to 30 Sept. 2023 according to IONOS WebAnalytics

page impressions: 1.290.177 = 143.353 views per month*
 visitors: 192.546 = 21.394 visitors per month*

* After change of Google algorithm and IONOS evaluation method April 2021.

Target groups:

Specialists and decision makers in the corresponding industries.



Rectangle 240 x 200 pixel
 Position on the PLUS start page and another, useful subpage like events, etc.
 Runtime 4 weeks **Price: € 525.00**



Content Ad 170 x 170 pixel
 Position on the PLUS homepage in the editorial environment.
 Runtime 4 weeks **Price: € 330.00**

Summary / Overview

Booking additional weeks is possible: From the **5th week on all banner ads are 150.00 € / week.**

Further formats on request

Size: under 200 kB

Discount: 3 Banners 3 %
 6 Banners 5 %
 9 Banners 10 %
 12 Banners 15 %

Advertising form	Pixel (width x height)	Price / month
Superbanner	700 x 90	€ 920.00
Fullsize-Banner	468 x 60	€ 820.00
Vertical Rectangle	240 x 400	€ 1 020.00
Rectangle	240 x 200	€ 525.00
Content Ad	170 x 170	€ 330.00

For **questions / booking / information** please contact Gerald Schwager-Rännar
 Tel.: +49 75 81/48 01 - 14,
 gerald.schwager@leuze-verlag.de

Content-Marketing High credibility • Increased Visibility • Maximum Attention

Since June 2020, **PLUS** is accessible online to all readers. Short articles can be read free of charge. Longer ones require online or premium subscription.

Within this editorial environment we offer you the placement of your own articles.

In this case, their legally required marking as an advertisement is done by a small, unobtrusive button.

Placing your advertorial within a renowned trade journal is a very effective way of advertising online.

Your content is published embedded in the editorial environment for the duration of four weeks. Afterwards it is still present in the archive.

Please refrain from using advertising-type statements.



Content-Marketing
 Text length: 8,000 characters max., picture on the cover page, plus up to three additional illustrations placed on the page of the article.

Duration: four weeks.

Price: 1 560.00 €

All prices plus value added tax

www.plus-fachzeitschrift.de

Electronics Industry Guide

For a number of years now our industry guide has served as an indispensable look-up tool, made even more valuable by its additional English-language keyword index. Thus its delivery and service offerings are accessible to foreign-language readers.

In addition to the **printed edition**, the industry guide is accessible **also on the Web**. The basic entry is presented during the following two years. It includes your company name, address, contact data, plus entries in up to ten categories.

A **specimen copy**, and online publication on our web page are included in the price.

Additional information, such as product names, subsidiary companies, etc. (30 characters per line), and additional categories are feasible.

Package 1: Small	Difference	in Cost € 69.00
Address Contact person Company description	8 Rubrics/ Headings	Entry Online Location Indic. on Map

Package 2: Basic	Difference	in Cost € 167.00
Address Contact person Company description	incl. Company Logo 10 Rubrics/ Headings	Entry Online Location Indic. on Map

All prices given are subject to value-added sales tax and shipping cost.

Term 1 year

For **questions / booking** please contact Britta Kraft
Tel.: +49 75 81/48 01 - 18, britta.kraft@leuze-verlag.de

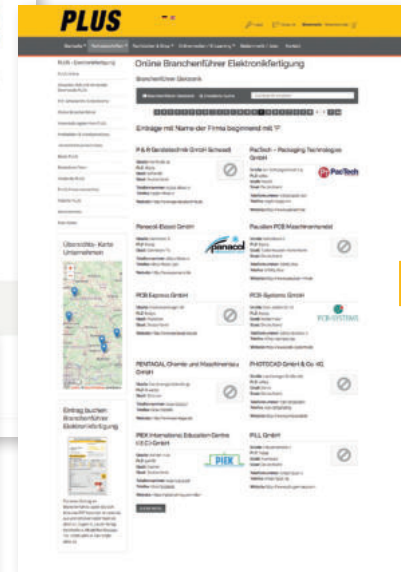
Additionally, we offer to specifically position your **advertisement** in the Industry Guide. Prices are identical to those in **PLUS**.

www.leuze-verlag.de



You will find the Online Industry Guide at:

<https://www.leuze-verlag.de/fachzeitschriften/plus/branchenfuehrer-elektronik>



There are the following search criteria for individual online searches:

1. service categories offered by company
2. initials of company name
3. full text search
4. map display of company location
5. advanced search by postal code, city, country and individual services

Trade Fair Specials

Concurrent with major German trade fairs, such as production or electronica, SMT/Hybrid/Packaging, embedded world, etc., we offer a rich and multifaceted bouquet of **PLUS** trade fair specials:

- editorial preview ahead of the fair date (see special topics in the Editorial Calendar, pages 14 and 15)
Approximately a half-page (Word-file), plus one illustration
- online special as a cross-media complement to the report in the print edition. This will include your company logo and a link to your website
- various advertisement packages for the print issue at special conditions, e.g.
 - ✓ two adverts full page 4-coloured, plus a banner
 - ✓ two adverts half page 4-coloured, plus a banner
- combination of company presentation or an interview with a product specialist or corporate executive, plus an advert (full page 4-coloured)
- review after the fair conclusion

For **questions / booking / information** please contact Gerald Schwager-Rännar
Tel.: +49 75 81/48 01 - 14
gerald.schwager@leuze-verlag.de



Online



Print

www.leuze-verlag.de

Reprints

We also offer reprints of your editorial contributions, in the original **PLUS** layout, with a personalized cover page and space for advertisements.

For an **offer** please contact
Gerald Schwager-Rännar
Tel.: +49 75 81/48 01 - 14,
gerald.schwager@leuze-verlag.de



Size 17 x 24 cm,
or your preferred DIN-A format

Newsletter

Since June 2021, we are offering a newsletter. It comes in two different versions, and it presents, on a week-to-week rolling basis, news content (free of charge as well as fee-based) from the realm of electronics manufacturing.

Subscribers of the newsletters are highly qualified professionals, which warrants very little stray loss of your advertising content. Both these newsletters are currently at the stage of continuous development. They are generating more subscribers every week.

Banner Advertising

Size 1100 x 140 pixel (W x H)
at the introductory price of
€ 280,- per version

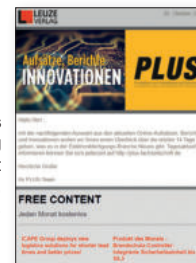
Please register here
for the newsletter



Electronics manufacturing NEWS

Selection from current PLUS-Online-NEWS

Online articles electronics manufacturing
Selection from current PLUS-Online-articles, reports, and innovations.



Readership Analysis

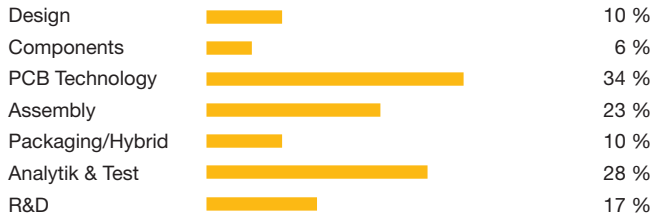
Readers by branch



Readers by size of company (number of employees)



Preferred reading of regular features



Average reading time



Adverts in the journal offer

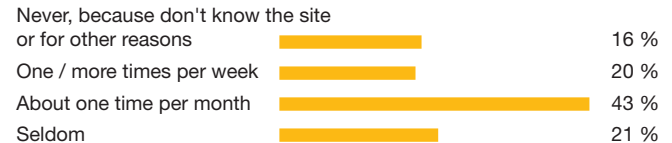


multiple choice possible

PLUS will be archived



Visiting the Leuze Website



Range of the printed publication

Each print issue of the journal, when delivered by subscription, is usually shared by 3.5 readers. This increases the coverage of the journal significantly and amounts to a multiple of the IVW-checked circulation.

Schedule and topic plan 2024

Editor-in-Chief:
Markolf Hoffmann, Tel.: +49 7581 4801-22,
E-Mail: markolf.hoffmann@leuze-verlag.de

Binding priorities	Issue	January	February	March	April	May	June
	Editorial deadline	12.12.2023	12.1.2024	12.2.2024	12.3.2024	12.4.2024	8.5.2024
	Advertising deadline	22.12.2023	26.1.2024	26.2.2024	26.3.2024	26.4.2024	21.5.2024
	Publication date	15.1.2024	15.2.2024	14.3.2024	15.4.2024	15.5.2024	6.6.2024
	Main topic	Annual forecast 2024	Special: Printed and organic electronics	From Industry 4.0 to Industry 5.0	New regulatory challenges	Artificial intelligence (A.I.): One year after the ChatGPT hype	Special: SMTconnect
	Special topics		Preview <i>embedded world</i>	Trade fair edition <i>embedded world</i>		Preview <i>SMTconnect / PCIM</i>	Trade fair edition <i>SMTconnect / PCIM Sensor & Test</i>
	Media partnerships Trade fair presence	NORTEC 23.-26.01.2024	LOPEC 5.-7.03.2024 EMV 12.-14.03.2024 W3 + Fair 13.-14.03.2024	embedded world 9.-11.04.2024	Lounges 23.-25.04.2024 Control 23.-26.04.2024		SMT / PCIM SENSOR + TEST 11.-13.06.2024 MedtecLIVE 18.-20.06.2024

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Binding priorities	Issue	July	August	September	October	November	December
	Editorial deadline	12.6.2024	12.7.2024	12.8.2024	12.9.2024	7.10.2024	12.11.2024
	Advertising deadline	26.6.2024	26.7.2024	26.8.2024	26.9.2024	18.10.2024	26.11.2024
	Publication date	15.7.2024	14.8.2024	16.9.2024	15.10.2024	7.11.2024	16.12.2024
	Main topic	Special: Electronic Manufacturing Services - EMS	Energy-efficient production	Special: Manufacturing equipment & machines	Biogenic PCB technology	Special: electronica	Photovoltaics
	Special topics	Special edition <i>EMS-Special</i>		Innovations <i>IFA - Consumer electronics Unlimited</i>	Preview <i>electronica</i>	Trade fair edition <i>electronica</i>	Innovations <i>electronica</i>
	Media partnerships Trade fair presence		PSE 2.-5.09.2024 V2024 Plasma & Vakuum 19.-21.09.2024	eMove360° 15.-17.10.2024		electronica 12.-15.11.2024 SEMICON 12.-15.11.2024 sps 12.-14.11.2024 Space Tech Expo 15.-17.11.	

NEW

You will always receive a binding topic preview for your advertising planning at the beginning of each month via our "PLUS topic preview" newsletter. This allows you to implement your advertising plans with pinpoint accuracy and without any major wastage.

TIPP Do you have an advertising campaign and would like to place your ad in a special topic or issue? Contact us - we often make this possible!

Components Werner Schulz wwschulz@t-online.de	Design Hartmut Poschmann h.poschmann@arcor.de	Printed circuit boards Viola Krautz viola.krautz@t-online.de
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Terms of Business

1. Acceptance of advertisements in a given issue or at a specific place in any issue cannot be guaranteed.
2. Advertisers or their agents are responsible for timely submission of advertising text, artwork and associated materials prior to published issue closing date. The publishers cannot be held responsible for errors or omissions arising from late submissions.
3. The publishers will not be held responsible for advertising content or alterations to such content, where these are transmitted orally and not in writing.
4. In the case of advertisements containing errors, advertisers are entitled to a rebate or replacement insertion, only in such cases where the error significantly alters the meaning or detracts from the content of the advertisement or its purpose.
5. Discounts set out in the advertising rate card will be applicable only in the 12 month period following the first insertion.
6. Supplementary charges for advertising are calculated on the basic rate and do not qualify for discounts.
7. Where an advertisement fails to appear, owing to circumstances outside the control of the publishers, the advertiser is entitled to subsequently charge the discount in proportion to the difference between the discount granted and that corresponding to the quantity actually purchased.
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10. The publishers reserves the right to decline publication of submitted advertising material and are not obliged to state reasons for so doing.
11. In the case of Box Number advertising, the publisher undertakes to remit responses in a timely and responsible manner and assumes no liability. Remittance of such responses to the advertiser, including Express Mail, will be carried out using normal postal services. The publisher will not be held responsible for any claims arising out of such forwarded material or correspondence. The advertiser is responsible for returning to the sender, enclosed material such as testimonials, certificates etc. The publisher retains the right to open incoming responses to Box advertising in order to monitor any misuse of the system.
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14. Any queries or complaints must be raised within 14 days of the publication of the advertisement and/or receipt of invoice.
15. Any disputes going to law will be resolved within the judiciary of Bad Saulgau.

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