HausundElektronik

Zeitschrift für Elektro- und Gebäudetechnik



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MEDIA KIT 2027

Haus und Elektronik Technical Journal for Trade, Handcraft, Architects and Planners

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HausundElektronik

Technical Journal for Trade, Handcraft, Architects and Planners

Haus und Elektronik is a trade journal for electrical engineering and building technology that appears 4 times a year and is aimed at trade and craftsmen, architects, planners and manufacturers. It provides information on the latest products from all areas of modern building technology, from aerial systems, electrical installations and security technology to photovoltaics and all areas of modern energy technology, in the form of short reports or detailed technical articles.

Issue 2 also contains an extensive special section on all the topics covered in Haus und Elektronik. It contains company addresses, a detailed product section and representatives of foreign manufacturers. Free inclusion in these directories is possible at any time. This issue is also available at the Light & Building trade press stand.



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Content

Haus und Elektronik covers the following subjects regulary:

- building engineering and management
- photovoltaic, solar power
- CCTV
- domestic networking
- Home and building automation
- Access control
- electrical installation
- Home communication
- safety emgineering
- network engineering
- Satellite and cable TV
- KNX
- lighting technology
- measurement engineering
- software
- electric power supply, monitoring, management

Readers

Haus und Elektronik is sent free of charge to qualified readers working in the following areas:

- Electrical handicraft
- Planning and engineering office for electro wholesale and retail
- Installers for antenna arrays and safety devices
- Special enterprise for video technology and electroacoustics

The reader's areas of responsibility are:

- Electrical engineers
- Electricians
- Planner in engineer´s offices and in the industry
- Architects
- Buyers in wholesale and retail as well as in the handcraft

Circulation: 5500

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HausundElektronik

Advertising Formats and Pricing

Standard Formats (type area)

Format	Size (width x height, in mm)	Prize
1/1	186 x 276	2650,– €
1/2 upright	91 x 268	1460,– €
1/2 horizontal	186 x 132	1460,– €
1/3 upright	59 x 268	1045,– €
1/3 horizontal	186 x 88	1045,– €
1/4 upright	91 x 132	810,– €
	44 x 268	810,– €
1/4 horizontal	186 x 66	810,– €
1/8 upright	44 x 132	480,– €
1/8 horizontal	91 x 66	480,– €
1/16	44 x 66	285,– €

Bleed Formats

Format	Size (width x height, in mm)	Prize
1/1	210 x 297	2730,– €
1/2 upright	100 x 297	1515,– €
1/2 horizontal	210 x 148	1515,– €
1/3 upright	68 x 297	1075,– €
1/3 horizontal	210 x 106	1075,– €
1/4 upright	53 x 297	850,– €
1/4 horizontal	210 x 84	850,– €

Specials

Cover Picture	1390,– €	
Job Advert	50 % of original format price	
Company Portrait (design inclusive)	1/4 upright	395,– €
	1/2 horizontal	790,– €
	1/1	1190,– €
Additional Flyers, etc	on demand	

Magazine Format	DIN A4, 210 x 297 mm (width x height)
Type Area Format	4 columns à 44 x 247 mm 3 columns à 59 x 247 mm (width x height)

For advertisements in bleed, 3 mm trim allowance must be added to the margins!
The client is solely liable for the technical correctness of the advertisement!

Dates 2027

(Cancellations will only be honoured up to the advertising deadline!)

Issue	Editorial and Advertising Closing Date	Print Media Accepted until	Focused Themes & Trade Show Presence	Publication Date
1/2027	13.11.2026	27.11.2026	Best of 2026 / Electrical Installation / Measurement & Test ***presented on Elektrotechnik fair***	18.12.2026
2/2027	19.02.2027	05.03.2027	Building Technology and Automation / Smart Home/Lighting Technology **Buyer's guide** for all product branches featured in Haus und Elektronik	25.03.2027
3/2027	21.05.2027	04.06.2027	Networks and communication/ Energy technology	25.06.2027
4/2027	13.08.2027	27.08.2027	Security technology ***presented on efa fair***	17.09.2027

Ad formats

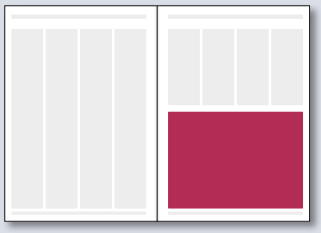
Advertisements in the type area



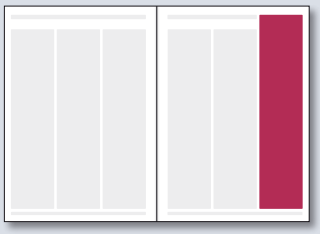
1/1 186 x 276 mm



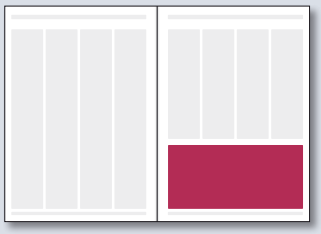
1/2 upright 91 x 268 mm



1/2 horizontal 186 x 132 mm



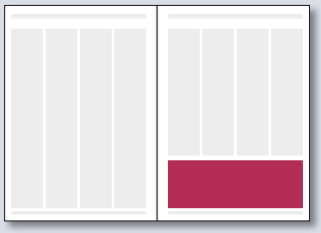
1/3 upright 59 x 268 mm



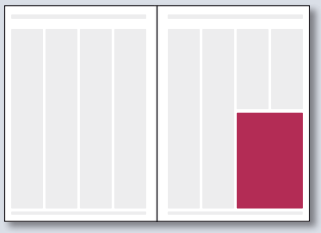
1/3 horizontal 186 x 88 mm



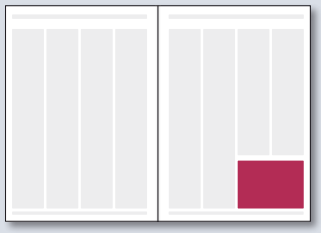
1/4 upright 44 x 268 mm



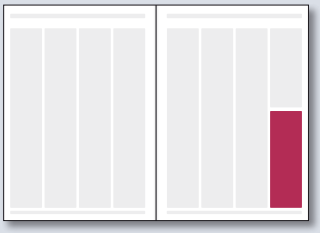
1/4 horizontal 186 x 66 mm



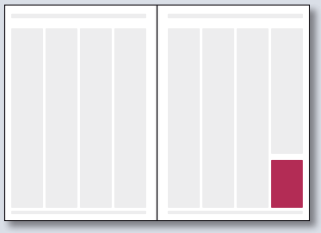
1/4 upright 91 x 132 mm



1/8 horizontal 91 x 66 mm



1/8 hoch 44 x132 mm

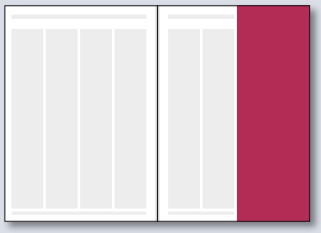


1/16 44 x 66 mm

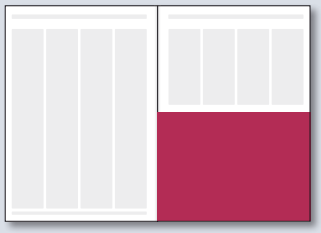
Advertisements in bleed (+ 3 mm bleed)



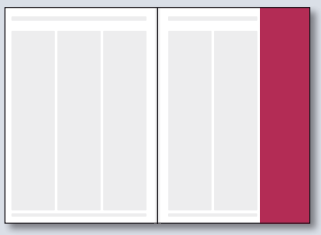
1/1 210 x297



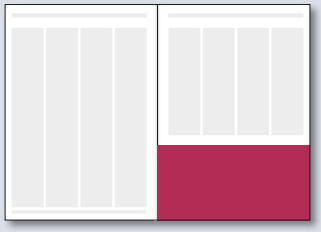
1/2 upright 100 x 297 mm



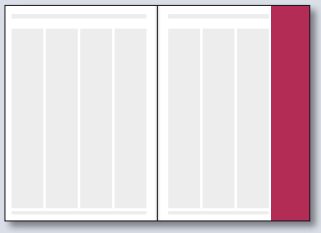
1/2 horizontal 210 x 148 mm



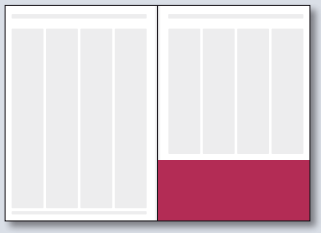
1/3 upright 68 x 297 mm



1/3 horizontal 210 x 106 mm



1/4 upright 53 x 297 mm



1/4 horizontal 210 x 84 mm

Specials

Cover Picture	Your press release/article will be published as a cover story. You supply a finished cover picture. Optionally, we can support you with the design.
Job Advert	We remit 50% of the advertising price for job advertisements.
Company Portrait	We will design a company portrait in consultation with you using the image and text material you provide. Please provide us with relevant information, such as the color values of your corporate colors or your corporate font.
Additional Flyer, etc.	Other advertising formats are also possible on request. Talk to us!

Data delivery/placement etc.

For adverts in the bleed, 3 mm bleed allowance must be added to the edges! Please create trim marks to ensure correct positioning.

Image data requires a resolution of at least 300 dpi in the final format.

Important information (text fields) should be placed at a minimum distance of 5 mm from the edge of the advert.

Provide your data in the CMYK colour space and please do not use any special colours. Please use the FOGRA 39 colour profile when creating data - if you use other colour profiles, especially for data created in the RGB colour space, colour deviations may occur during printing.

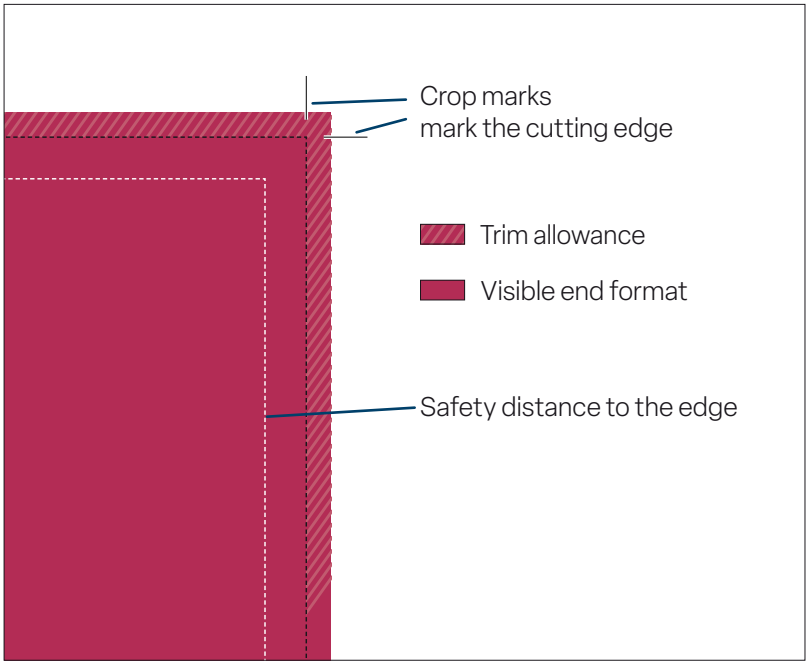
If you use a light-coloured font on a dark background, please set this to „omit“ and not to „overprint“, as otherwise display errors may occur.

Please transmit advert data as PDF-X1a files.
(PDF-X1 is a PDF standard with automatic transparency flattening).

The client is solely liable for the technical correctness of the advertisement!

We regularily send proofs of company portraits, and on request also of adverts or press articles. If we do not receive any corrections or feedback by the deadline set, approval is deemed to have been granted!

We generally place adverts in the appropriate theme section. Please let us know if you would like your advert to be placed in a particular section, on the right or left-hand page or in a particular part of the magazine. We will be happy to take these requests into account as far as this is technically possible.







If you are interested, please contact us for more information or sample journals!

You can also find our extensive magazine archive online at
www.beam-verlag.de/epaper-kiosk

Our other Journals



hf-Praxis

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electronic fab

Technical Journal for Electronic Production



PC & Industrie

Technical Journal for Industrial Automation



meditronic Journal

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