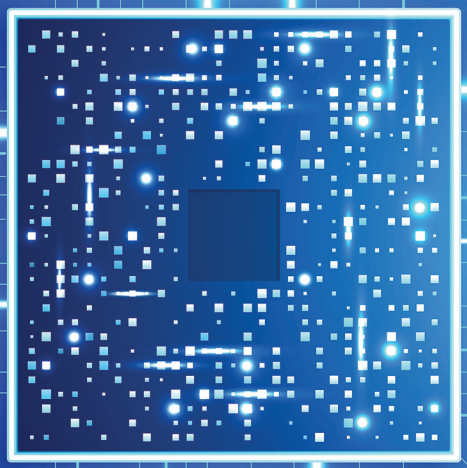


POWER ELECTRONICS EUROPE

www.power-mag.com

Media Information 2027

POWER ELECTRONICS EUROPE

Power Electronics Europe is a leading specialist publication and digital media platform dedicated to the technologies, innovations, and market developments shaping the global power electronics industry. Through its magazine, website, newsletters, and digital channels, Power Electronics Europe provides engineers, designers, manufacturers, researchers, and decision-makers with authoritative coverage of the technologies enabling the world's transition toward electrification, energy efficiency, and sustainability.

As power electronics become increasingly central to applications ranging from electric vehicles and renewable energy systems to industrial automation, data centres, and advanced semiconductor manufacturing, the need for trusted technical information has never been greater. Power Electronics Europe serves as a key resource for professionals seeking insight into emerging technologies, design challenges, component developments, market trends, and industry best practices.

Power electronics underpin many of the world's fastest-growing industries, particularly those associated with decarbonisation and digital transformation. Power Electronics Europe actively follows developments in electric mobility, renewable energy, industrial electrification, battery technologies, AI-driven infrastructure, and next-generation semiconductor solutions.

By highlighting technological breakthroughs and facilitating knowledge exchange between component manufacturers, system developers, and end users, the publication contributes to the advancement of technologies that improve energy efficiency, reduce emissions, and support sustainable economic growth.

For technology suppliers, Power Electronics Europe offers direct access to a qualified audience actively engaged in sourcing products, evaluating technologies, and identifying engineering solutions. For readers, it provides independent reporting and expert analysis that help inform design decisions and strategic planning.

As the power electronics industry continues to evolve, Power Electronics Europe remains committed to delivering high-quality technical journalism, industry insight, and market intelligence that support innovation throughout the electronics and energy ecosystems

Talking Industry

ONLINE PANEL

Talking Industry is a series of unscripted online panel discussions organised by the DFA Media Group, in which experts from the world of manufacturing discuss issues of vital importance to the sector.
Find out more: www.talkingindustry.org

PODCASTS

The Talking Industry Podcast gives followers the opportunity to listen on the go, while our editors speak with influential manufacturing minds around, engineering, automation, robotics, skills, safety and lots more topics affecting UK manufacturing.
Find out more: www.talkingindustry.org/podcast

2027 EDITORIAL PROGRAMME

Power Electronics Europe provides design engineers with in-depth technical coverage of all aspects of power systems design, ranging from design constraints arising from application issues, through thermal and power management to legislation, cost and efficiency issues which impact the decision making process.

Issue	Feature Focus	Special Report	Application Focus	Events
February	Power Management SIC/Can	IEDM 2026 Report APEC Preview	Automotive Power	APEC 2027
April	Wide Bandgap Devices Power Modules	APEC Review PCIM Preview	Solar Power	PCIM Europe
September	Gallium Nitride Silicon Carbide	PCIM Review	Industrial Power	
October	Power Passive Components AC/DC DC/DC	Productronica Preview SPS Preview	Wind Power	Electronica SPS

PEE COPY DEADLINES

Month	Issue Copy Deadline 2027	Month	E-news Copy Deadline 2027
February/March	12th February	January	11th January
		February	8th February
		March	8th March
April/May	14th April	April	12th April
		May	10th May
		June	14th June
September	27th August	July	12th July
		August	16th August
		September	13th September
October/November	15th October	October	11th October
		November	8th November
		December	6th December

CIRCULATION ACTIVITY

Geography	Total	%
Germany	5341	35.6
UK/Ireland	3104	20.6
France	1450	9.6
Scandinavia	1104	7.3
Italy	1015	6.8
Spain/Portugal	635	4.3
Benelux	632	4.2
Eastern Europe	604	4.0
Switzerland	422	2.8
Austria	365	2.4
Israel	203	1.4
Russia	125	1.0
TOTAL	**15000**	**100.00**

By Job Function	Total	%
Engineering	7593	50.6
Engineering Management	3053	20.4
General/ Corporate Management	1165	7.8
Research & Development	1137	7.6
Engineering Services	659	4.4
Sales/Marketing	526	3.5
Purchasing/Procurement	308	2.0
Education	306	2.0
Other Personnel	253	1.7
TOTAL	**15000**	**100.00**

By Business and Industry	Total	%
Automotive	1124	7.5
Avionics, Aerospace and transport	405	2.7
Communications Equipment	1792	12.0
Computers and Computer systems	564	3.8
Consultancy Services	178	1.2
Consumer	1782	11.8
Education/Research	398	2.7
Electronic Components and Power Supply/batteries and power protection	3209	21.4
Energy Supply	427	2.8
Medical & opto-electronic equipment	320	2.1
Military, Naval & Government Agencies	441	2.9
Motion Control, Electric Motors, Industrial Systems	3745	25.0
Test/Instrumentation equipment	364	2.4
Others	251	1.7
TOTAL	**15000**	**100.00**

WHO'S READING THE MAGAZINE?

OVER 15,000 CIRCULATION

Power Electronics Europe reaches a highly targeted audience of professionals involved in the design, specification, development, and deployment of power electronic systems. Its readership includes: Design and development engineers, Power electronics specialists, R&D professionals, Technical managers and project leaders, Semiconductor manufacturers, System integrators, Academic researchers, Purchasing and procurement decision-makers.

By connecting technology providers with engineers actively seeking solutions, the publication provides an effective platform for knowledge sharing and industry engagement.

DISPLAY ADVERTISING RATES

FULL COLOUR

Number of insertions:	1	3	6+
Double page spread	€5300	€4900	€4600
Full page	€4200	€4000	€3780
Junior page	€3120	€2935	€2805
Half page	€2600	€2425	€2335
Quarter page	€1550	€1435	€1400

PRODUCT ANNOUNCEMENTS

Standard Product Announcement
Approximately 300 words and 1 -2 images **€1320**

Extended Product Announcement
Approximately 1000 words and 1 – 3 images **€2520**

Technical Article
Approximately 3000 words and 1 – 6 images **€3840**

FRONT COVER PACKAGES

Front Cover plus 3 page article **€5900**

SPECIAL POSITION

Inside front cover: **€5040**
Outside back cover **€5440**

INSERTS

A great way to attract sales leads by inserting your company literature into the main body of *Plant & Works Engineering* magazine.
Full circulation or split regional runs available.
Contact the sales team for information.

DFA DIRECT MAIL & E-CAST SERVICES

Target your campaign – choose from DFA Media Group's full range of titles and 60k+ contacts from Drives & Controls, Hydraulics & Pneumatics, Plant & Works Engineering, Smart Machines & Factories, Power Electronics Europe.

Select by: ■ Business ■ Activity ■ Job Function ■ Areas of Interest ■ Number of Employees

Select from e-Cast or Post.

- Target your campaign to the second, direct to your clients
- Ability to interrogate results and measure campaign effectiveness
- Plan for future programmes with confidence.

Example of E-Casts

Direct Mail/List rental: **€265 per 1,000 (minimum order €625)**
e-Cast rate: **3k** – €510 **3-5k** – €465 / 1,000 **6-10k** – €415 / 1000 **10k+** – €345 / 1000 **Lease:** POA

BESPOKE MARKETING PACKAGES & SOLUTIONS

With decades of PR and marketing experience we can provide your company with bespoke solutions to achieve your marketing objectives. These include; content creation, lead generation, market studies, social media campaigns as well as webinar promotion and hosting. Contact the team to see how we can help.

ONLINE ADVERTISING & SPECIFICATIONS

Power-mag.com is a leading European digital media platform dedicated to power electronics technology. Through a combination of industry news, expert technical articles, product developments and event coverage, the site connects engineers, designers and technology suppliers across the rapidly evolving sectors of power conversion, electrification, renewable energy and semiconductor innovation. As the online presence of Power Electronics Europe, it provides authoritative insight into the technologies shaping the future of energy-efficient electronic systems. Banner advertising on the website is available on a cost per months basis.

Web site Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Website Takeover Banners	€2050	519 x 1297	20kB	72dpi	gif/jpg/html
Leaderboard Banner	€875	728 x 90	20kB	72dpi	gif/jpg/html
Content Banner	€575	728 x 90	20kB	72dpi	gif/jpg/html
MPU	€725	300 x 300	20kB	72dpi	gif/jpg/html

E-NEWSLETTER ADVERTISING

Power Electronics Europe's e-newsletter is sent out on a monthly basis to over 12,000 subscribers.
To promote new products, technical articles or company articles we offer both press release packages and banner advertisements every month.

E-Newsletter Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Headline Banner	€975	728 x 90	20kB	72dpi	gif/jpg/html
Content Banner	€775	728 x 90	20kB	72dpi	gif/jpg/html
Sponsored Panel Press Release	€625	100 words, image and link	20kB	72dpi	gif/jpg/html

MECHANICAL DATA & CONTACT DETAILS

MATERIAL REQUIREMENTS

Printed Web Offset. Advertising copy can be supplied as Press-Optimized pdf, high-resolution eps / tiff / jpg files or QuarkXpress / InDesign files (including all support files and fonts).

All graphics should be supplied at 300dpi at size to be used. All colours should be CMYK or grayscale for mono. Please also supply a colour proof to the Production Manager at the address below as we cannot be held responsible for any colour variations otherwise.

Please contact our Production Manager, Chris Davis with any queries regarding supply of material, reproduction, etc.

CANCELLATIONS

Cancellation or suspension of an insertion must be made in writing to the appropriate individual publication(s). All cancellations are subject to a minimum of six weeks prior to final copy date.

DFA Media Group

Sales Director
Damien Oxlee
t: +44 (0)1732 370342
m: +44 (0)7951 103754
e: damien.oxlee@dfamedia.co.uk

Managing Director
Ryan Fuller
t: +44 (0)1732 370344
e: ryan.fuller@dfamedia.co.uk

DFA Direct
Damien Oxlee
t: +44 (0)1732 370342
e: damien.oxlee@dfamedia.co.uk

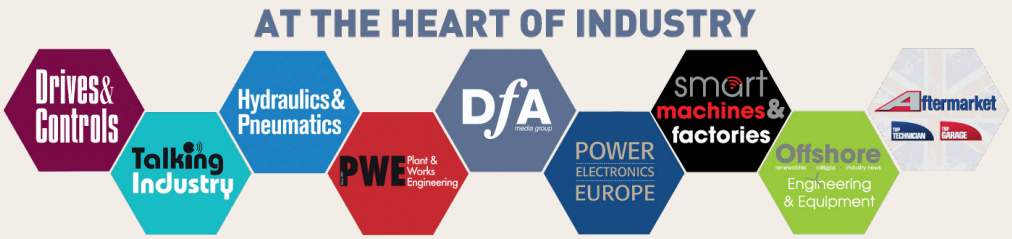
Editorial Content
Leslah Garland
t: +44 (0) 1732 370340
e: editorial@dfamedia.co.uk

Marketing Manager
Hope Jepson
t: +44 (0)7132 371081
e: hope.iepson@dfamedia.co.uk

Production Manager
Chris Davis
t: +44 (0) 1732 370340
e: chris.davis@dfamedia.co.uk

Head Office:
DFA Media Group
192 High Street, Tonbridge, Kent TN9 1BE UK
t: +44 (0) 1732 370340
info@dfamedia.co.uk - www.pwemag.co.uk

DfA media group



Dimensions: Width x Height mm

Front Cover Picture
Type ..... 186 x 175

Full A4 Page
Type ..... 178 x 254
Trim ..... 210 x 297
Bleed ..... 216 x 303

Half Page Horizontal
Type ..... 178 x 124
Trim ..... 210 x 146
Bleed ..... 216 x 152

Half Page Vertical
Type ..... 86 x 254
Trim ..... 96 x 297
Bleed ..... 102 x 303

Third Page
Horizontal Type ..... 178 x 80
Horizontal Trim ..... 178 x 104
Horizontal Bleed ..... 216 x 110
Vertical Type ..... 72 x 254
Vertical Trim ..... 72 x 297
Vertical Bleed ..... 78 x 303

Quarter Page
Standard ..... 86 x 124
Horizontal Type ..... 178 x 59
Horizontal Trim ..... 210 x 77
Horizontal Bleed ..... 216 x 83
Vertical Type ..... 43 x 254
Vertical Trim ..... 52 x 297
Vertical Bleed ..... 58 x 303

Junior Page ..... 130 x 190

Double Page Spread
Type ..... 394 x 254
Trim ..... 420 x 297
Bleed ..... 426 x 303

Half Page Spread
Type ..... 394 x 124
Trim ..... 420 x 146
Bleed ..... 152 x 436

Third Page Spread
Type ..... 394 x 80
Trim ..... 420 x 104
Bleed ..... 426 x 110

Quarter Page Spread
Type ..... 394 x 59
Trim ..... 420 x 77
Bleed ..... 426 x 83

Products & Services advert
Standard entry ..... 37 x 80
Double entry ..... 37 x 160