Media Kit 2020

Beschaffung aktuell

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Newsletter 30
Extras 32
Lead Generation 34
Konradin Industrie 40
Editors’ Special Newsletter

Page 31

Address Rental Mailing

Page 33

Newsletter

The newsletter for purchasing professionals. Distributed twice a month, delivering selected news items and key trade information, keeping purchasers up to speed during their daily work. Fast and direct!

Page 30

Top range

Beschaffung aktuell is the trade title with the highest reach amongst decision-makers with the function of “purchasing or logistics/materials management” in high-turnover companies with annual sales in excess of € 50 million.

Page 9

Trade Magazine

Strategic purchasing decisions have a tremendous impact. Beschaffung aktuell, the leading trade magazine, supports purchasers in all major decisions.

Page 4

The no. 1 in purchasing

In 2019, according to advertising volume, Beschaffung aktuell is the No. 1 in Purchasing.

Page 10

Topics

for decision-makers in purchasing.

from page 11

E-Paper

All issues also made available digitally.
“Times change. Industry is digitised, optimised, streamlined, smart – this also applies to purchase and logistics. In order for Buyers to be successful in dealing with these future developments, they will need all relevant information, properly researched and professionally presented. That’s why we review the Trends and discover new Start-ups. That’s why we are in direct conversation with Experts at local Events. After all, we know that procurement can be anything but „unsexy“.

Sanja Döttling
Editor
Editorial Concept

We write for purchasing decision-makers

Established expertise for purchasers and for everyone involved in this field.

As purchasing undergoes a transition from mere “buying” to an activity with a much more profound influence on the value chain, purchasers are supported by Beschaffung aktuell through reports, interviews and opinion pieces on market trends, technical innovations and services.

Successful companies are more and more inspired by their suppliers’ innovations. A key factor is to involve suppliers early on in the process. Purchasing departments are therefore also in charge of well-organised innovation management. Beschaffung aktuell gives its readers the decisive edge to set the foundation for innovative purchasing.

The editorial team is committed to giving purchasers the information they need to communicate on an equal footing with internal customers and suppliers.

Strategic purchasing decisions have a vast impact, this needs to be taken into account. The editorial team of Beschaffung aktuell can help.
01 Title: Beschaffung aktuell

02 In brief: As leading trade magazine for purchasing decision-makers, Beschaffung aktuell accompanies the industry in times of digital change without neglecting classic topics. The communication mix of management information and technical knowledge helps purchasers to take the right decisions. Reports, interviews and opinion pieces support purchasers, highlight the opportunities of industrial change, but do not conceal the risks.

03 Target group: Decision-makers in purchasing, supply management, technical purchasing, indirect purchasing and logistics, as well as managing directors and executive directors in medium-sized and large companies in all industries.

04 Frequency: Monthly (with two double issues 1-2 and 7-8)

05 Format: DIN A4

06 Year: 67th year 2020

07 Subscription price: Annual subscription: Germany € 151.00, abroad € 156.00

08 Organ: –

09 Memberships: Members of the Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. – BME – of the ÖPWZ and of the BMÖ receive “Beschaffung aktuell” as part of their membership.

bvik Bundesverband Industrie Kommunikation e.V.

10 Publishing house: Konradin-Verlag Robert Kohlhammer GmbH
Ernst-Mey-Straße 8, 70771 Leinfelden-Echterdingen

11 Publisher: Katja Kohlhammer

12 Advertising: Joachim Linckh, Sales Director

13 Editorial: Werner Götz, Editor-in-Chief
Sabine Schulz-Rohde, Managing Editor
Sanja Döttling, Editor

14 Pagination analysis 2018 = 10 issues

<table>
<thead>
<tr>
<th>Total pages:</th>
<th>793 pages = 100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial section:</td>
<td>592 pages = 74.6%</td>
</tr>
<tr>
<td>Advertising section:</td>
<td>201 pages = 25.4%</td>
</tr>
<tr>
<td>including Loose inserts:</td>
<td>27 pieces</td>
</tr>
</tbody>
</table>

15 Content analysis of the editorial section 2018

<table>
<thead>
<tr>
<th>592 pages = 100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic purchasing</td>
</tr>
<tr>
<td>Technology</td>
</tr>
<tr>
<td>News from the BME association</td>
</tr>
<tr>
<td>Magazine/news/opinions</td>
</tr>
<tr>
<td>Career</td>
</tr>
<tr>
<td>Markets</td>
</tr>
<tr>
<td>Other</td>
</tr>
</tbody>
</table>
Circulation analysis: Average copies (July 1, 2018 to June 30, 2019)

Print run: 18,100

Actual circulation: 18,016 of them abroad: 865

Copies sold: 10,400 of them abroad: 767
- Subscriptions: 10,354 of them members: 9,433
- Retail sale: 
- Other sales: 46

Free copies: 7,616
Residual/archive copies: 84

Geographical analysis:

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>95.2</td>
<td>17,151</td>
<td></td>
</tr>
<tr>
<td>Abroad</td>
<td>4.8</td>
<td>865</td>
<td></td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>18,016</td>
<td></td>
</tr>
</tbody>
</table>

3.1 Circulation by postcode regions:
Share of actual circulation

- Postcode 2: 8.2% = 1,407 copies
- Postcode 4: 13.0% = 2,230 copies
- Postcode 6: 10.7% = 1,835 copies
- Postcode 7: 16.1% = 2,761 copies
- Postcode 9: 9.3% = 1,595 copies
- Postcode 0: 4.9% = 840 copies
- Postcode 1: 4.0% = 686 copies
- Postcode 3: 9.9% = 1,698 copies
- Postcode 8: 10.9% = 1,869 copies

Summary of the survey method:
1. Method: File-based recipient-structure analysis — total circulation
2. Population: Actual circulation
3. Sample: Actual circulation
4. Target persons of the study: Recipients of the magazine
5. Study period: June/July 2019
6. Survey completed by: Konradin Media Group
### 1.1 Industries/industrial sectors: recipient groups

<table>
<thead>
<tr>
<th>Industry code acc. to classif. of industrial sectors 2008</th>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>C.10-11 General food industry</td>
<td>4.2</td>
<td>757</td>
<td></td>
</tr>
<tr>
<td>C.20-21 Production of chemical and pharmaceutical products</td>
<td>5.4</td>
<td>973</td>
<td></td>
</tr>
<tr>
<td>C.22 Production of rubber and plastic goods</td>
<td>2.6</td>
<td>468</td>
<td></td>
</tr>
<tr>
<td>C.24 Metal production and processing</td>
<td>13.9</td>
<td>2,504</td>
<td></td>
</tr>
<tr>
<td>C.25 Prod. of metal products</td>
<td>17.5</td>
<td>3,153</td>
<td></td>
</tr>
<tr>
<td>C.26 Production of data-processing devices, electrical and optical products</td>
<td>6.9</td>
<td>1,243</td>
<td></td>
</tr>
<tr>
<td>C.27 Prod. of electrical equipment</td>
<td>3.9</td>
<td>703</td>
<td></td>
</tr>
<tr>
<td>C.28 Mechanical engineering</td>
<td>25.1</td>
<td>4,522</td>
<td></td>
</tr>
<tr>
<td>C.29-30 Prod. of motor vehicles and components, other vehicle construction</td>
<td>5.8</td>
<td>1,045</td>
<td></td>
</tr>
<tr>
<td>G.46 Wholesale (not including passenger cars)</td>
<td>7.4</td>
<td>1,333</td>
<td></td>
</tr>
<tr>
<td>H.49-53 Transport and traffic, logistics</td>
<td>2.0</td>
<td>360</td>
<td></td>
</tr>
<tr>
<td>J.61-63 Information technology, telecommunications</td>
<td>1.9</td>
<td>342</td>
<td></td>
</tr>
<tr>
<td>K.64-66 Financial and insurance activities</td>
<td>1.7</td>
<td>306</td>
<td></td>
</tr>
<tr>
<td>M.70, 72 O.84 Administration, advice, research and development</td>
<td>1.7</td>
<td>306</td>
<td></td>
</tr>
</tbody>
</table>

Actual circulation  
100.0  18,016

Through its *address management* activities, Konradin constantly updates and upgrades the address data for its target group, by a series of integrated measures – from finding company addresses in the commercial register to using telemarketing campaigns to enhance personal data.  
**To learn more, please contact us!**

### 1.2 Company size:

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–49 employees</td>
<td>4.3</td>
<td>755</td>
</tr>
<tr>
<td>50–99 employees</td>
<td>10.2</td>
<td>2,018</td>
</tr>
<tr>
<td>100–199 employees</td>
<td>12.9</td>
<td>2,324</td>
</tr>
<tr>
<td>200–499 employees</td>
<td>12.7</td>
<td>2,288</td>
</tr>
<tr>
<td>500–999 employees</td>
<td>15.6</td>
<td>2,810</td>
</tr>
<tr>
<td>1,000 and more employees</td>
<td>43.3</td>
<td>7,801</td>
</tr>
</tbody>
</table>

Actual circulation  
100.0  18,016

### 1.3 Position in company

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate management</td>
<td>6.9</td>
<td>1,243</td>
</tr>
<tr>
<td>1st management level</td>
<td>26.8</td>
<td>4,828</td>
</tr>
<tr>
<td>2nd management level</td>
<td>46.8</td>
<td>8,431</td>
</tr>
<tr>
<td>Employees, skilled workers, specialists</td>
<td>19.5</td>
<td>3,513</td>
</tr>
</tbody>
</table>

Actual circulation  
100.0  18,016

### 1.4 Job function

<table>
<thead>
<tr>
<th>Share of actual circulation</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management/techn. lead</td>
<td>15.8</td>
<td>2,847</td>
</tr>
<tr>
<td>Production, manufacturing, assembly</td>
<td>7.4</td>
<td>1,333</td>
</tr>
<tr>
<td>Maintenance, repair</td>
<td>5.9</td>
<td>1,063</td>
</tr>
<tr>
<td>Purchasing, logistics, materials handling</td>
<td>70.9</td>
<td>12,773</td>
</tr>
</tbody>
</table>

Actual circulation  
100.0  18,016
The larger a company, the higher the investment volume

Approximately 350 mechanical-engineering companies have 500 and more employees. These companies decide on 60% of the investment volume.

Beschaffung aktuell achieves top coverage among decision-makers in purchasing

Beschaffung aktuell is the title with the widest coverage among decision-makers in "purchasing or logistics, materials management" in companies generating annual sales of more than 50 million euros.

### Comparison of Sales Turnover

<table>
<thead>
<tr>
<th>Title</th>
<th>Sales Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beschaffung aktuell</strong></td>
<td>Ø 56.4 million</td>
</tr>
<tr>
<td><strong>Technik+Einkauf</strong></td>
<td>Ø 38.0 million</td>
</tr>
</tbody>
</table>

- **Beschaffung aktuell** reaches more decision-makers in Mechanical engineering than Technik+Einkauf.
- **Beschaffung aktuell** reaches companies with higher sales rates (56.4 million euros on average).
- 36% of the **Beschaffung aktuell** readers work in companies generating sales rates of more than 50 million euros, which are also the companies with the largest investment volume.
- **Beschaffung aktuell** has a high share of exclusive readers: 66.7% of the readers of Beschaffung aktuell do not read Technik+Einkauf.

**Technology and Procurement Current Situation**

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1 Source: Mechanical engineering coverage study 2016 (VDMA study), TNS Infratest

**Other Purchasing Titles**

- VDMA Nachrichten: 21.6%
- Markt + Technik: 17.3%
- VDI Nachrichten: 17.2%
- Zuliefermarkt: 14.3%
- TECHNIK + EINKAUF: 13.1%

Other purchasing titles did not reach the minimum case number of 80 readers or were not part of the study because they were not relevant to the target group.
Advertisers trust Beschaffung aktuell: the no. 1 in the purchasing-title market

Beschaffung aktuell

... is the no. 1 purchasing title in 2019 based on advertising volume

Source: mediaSkop advertising market analysis, VU Meynen
Period 01 - 08/2019

Trade magazines
- Beschaffung aktuell
- Technik + Einkauf
- BIP Best in Procurement

* Types of advertisement under review: ads, bound inserts, loose inserts and tip-ons. No job advertisements, procurement sources, classified ads or own advertisement.
**Purchasing:** Operational and strategic procurement with demand planning, cloud procurement, compliance, consulting, C-parts management, digitisation in purchasing, e-procurement, e-sourcing, purchasing controlling, purchasing organisation, financial supply management, global sourcing, green procurement, indirect purchasing, Industrie 4.0, cost analysis, supplier management, managed service providing, outsourcing, personnel management, platforms, procurement engineering, public procurement, law, risk management, supply chain management (SCM), spend management, value management, vendor managed inventory, negotiating, contract management | In issues 1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12

**Automation engineering:** e.g. digitization, electrical connection technology, electric motors, field buses, industrial computers, Industrie 4.0, interface technology, cables, measurement and control technology, robotics, switch cabinets, sensors, control engineering, power supply | In issues 1-3, 4, 5, 6, 7-8, 9, 10, 11, 12

**Drive and fluid technology:** e.g. drive elements, drivetrain, fittings, seals, filters, frequency converters, plain bearings, hydraulics, motors, compressors, bearings and guides, linear technology, pneumatics, pumps, roller bearings, vacuum technology | In issues 4, 11

**Industrial safety:** extractor systems, hearing protection, sound insulation, filters, non-slip mats, protective goggles, protective clothing, functional clothing, personal protective equipment PPE, clothing hire, ergonomics, hygiene and sanitary requirements, fire protection, explosion protection, noise barriers, machinery guards | In issues 1-2, 3, 6, 7-8, 10, 11

**Operations:** e.g. electrical and compressed air tools, hand tools, waste disposal, facilities management, lighting, cleaning equipment, maintenance, repair, predictive maintenance, spare parts management, lubricants, mechanical measuring equipment, workshop and office equipment, environmental engineering, time recording, access control | In issues 1-2, 3, 6, 7-8, 10, 11

**Business travel:** e.g. MICE, travel organisation, travel services (trains, flights, hotels, car rental), travel expense accounting, travel management | In issues 5, 12

**C-parts management:** e.g. sourcing platforms, operating supplies, office supplies, kanban systems, technical trade, vendor managed inventory, joining technology (screws etc.), accessories | In issues 1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12

**E-procurement:** e.g. purchasing tools, C-parts management, cloud procurement, e-invoicing, catalogue management, media sourcing, Industry 4.0, sourcing tools, supplier relationship management (SRM) | In issues 1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12

**Energy:** e.g. energy purchasing, energy efficiency, energy generation, energy markets, energy storage, renewables | In issues 1-2, 9

**Production technology:** e.g. additive manufacturing, production machinery and processes, welding and soldering, tool management, production metrology, surface engineering, precision tools, chip disposal, clamping technology, cooling lubricants, joining technology, tools | In issues 3, 5, 9, 10, 11

**Vehicle fleet:** e.g. company cars, electric mobility, fleet management, commercial vehicles, passenger cars, fuel cards, telemetry | In issues 6, 12

**Intralogistics:** e.g. containers, industrial trucks, conveyors, forklift trucks, transport systems, cranes, ID technology, RFID, picking systems, storage technology, storage equipment, materials business, RFID, packaging technology, packing tables, loading, dispatch, pick & place, robotics, Industrie 4.0 | In issues 3, 4, 7-8

**Career:** e.g. Training, events, seminars, technical literature, personnel topics, success factors | In issues 1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12

**Logistics:** e.g. railway logistics, procurement logistics, domestic and sea freight, purchasing of freights, contract logistics, logistics service providers, logistics networks, air freight, courier/express/parcel service providers, combined transport, SCM, site management, transport service providers, Industrie 4.0 | In issues 1-2, 5, 10

**Robotics, assembly, handling technology:** e.g. industrial robotics, service robotics, assembly and handling technology, identification technology, labelling technology, HRC Human-Robot Collaboration | In issues 6, 10

**Supplies:** e.g. vehicle supply, coatings, development and production, springs, cast, turned and moulded parts, semi-finished parts, international supplier market, small-series production, plastics parts, light-weight design, standard mould components, prototyping, raw materials, auxiliary materials and supplies, steel, systems and components, materials, tool construction | In issues 1-2, 3, 4, 5, 6, 7-8, 9, 10, 12
<table>
<thead>
<tr>
<th>Issue</th>
<th>Main topic</th>
<th>Special sections</th>
<th>Shows/events</th>
</tr>
</thead>
</table>
| 1-2/2020   | **PURCHASE**  
(e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)  
Energy*  
(e.g. energy purchasing, energy efficiency, energy storage)  
Supplies  
(e.g. parts, components, modules, technologies)  
Logistics  
(e.g. procurement logistics, contract logistics, KEP service providers, airfreight, supply chain management)  
Operations  
(e.g. cleaning technology, industrial safety, disposal, facility management, heating, ventilation, air conditioning, light, repair, predictive maintenance, wireless networks, W-LAN, 5G)  
Career  
(e.g. further education, events, seminars, technical literature, personnel topics, success factors)  
*Achieve even more with the combined titles! Scope-PLUS “Energy” in combination with Industrieanzeiger! see page 21 |                                                                      |              |
| 3/2020     | **PURCHASE**  
(e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)  
Intralogistics  
(e.g. industrial trucks and trolleys, conveyor technology, transport systems, cranes, storage and retrieval systems, ID technology, picking systems, storage technology)  
Production technology  
(e.g. production machines and processes, tool management, production metrology, precision tools, clamping technology, additive process)  
Operations  
(e.g. manual tools, tools and accessories, compressed-air tools, workshop equipment, high-pressure cleaners, work safety, protective clothing, PSA, extractor systems, sound insulation, maintenance, repair, cleaning technology)  
Supplies  
(e.g. parts, components, raw materials, fibre-reinforced composites)  
Career  
(e.g. further education, events, seminars, technical literature, personnel topics, success factors) |                                                                      |              |
### Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Main topic</th>
<th>Special sections</th>
<th>Shows/events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4/2020</strong></td>
<td><strong>PURCHASE</strong> : (e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)</td>
<td><strong>Intralogistics</strong> : (e.g. industrial trucks and trolleys, conveyor technology, transport systems, cranes, storage and retrieval systems, ID technology, picking systems, storage technology)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Drive and fluid technology</strong> : (e.g. electrical/mechanical drives, hydraulics, pneumatics, linear technology, couplings, plain and roller bearings, seals, pumps and compressors)</td>
<td><strong>Supplies</strong> : (e.g. parts, components, semi-finished parts, raw, auxiliary and supply materials)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Automation engineering</strong> : (e.g. electrical equipment, network technology, sensors, switch cabinets, control engineering)</td>
<td><strong>Career</strong> : (e.g. further education, events, seminars, technical literature, personnel topics, success factors)</td>
<td></td>
</tr>
<tr>
<td><strong>5/2020</strong></td>
<td><strong>PURCHASE</strong> : (e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)</td>
<td><strong>Supplies</strong> : (e.g. electrical equipment, network technology, sensors, technical textiles)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Business travel</strong> : (e.g. travel organisation, travel management, MICE)</td>
<td><strong>Production technology</strong> : (e.g. production machines and processes, additive manufacturing, laser technology, precision tools, clamping technology, coolants, surface technology)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Logistics</strong> : (e.g. procurement logistics, contract logistics, KEP service providers, supply chain management)</td>
<td><strong>Career</strong> : (e.g. further education, events, seminars, technical literature, personnel topics, success factors)</td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>Main topic</td>
<td>Special sections</td>
<td>Shows/events</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>6/2020</td>
<td><strong>PURCHASE</strong>&lt;br&gt;(e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)&lt;br&gt;&lt;br&gt;Robotics, handling, assembly technology&lt;br&gt;(e.g. Automation engineering, industrial robotics, service robotics, assembly and handling technology, identification technology, marking technology, collaborative robots)&lt;br&gt;&lt;br&gt;Supplies&lt;br&gt;(e.g. surface technology, platforms, parts, components, systems, raw materials)&lt;br&gt;&lt;br&gt;Fleet management, Leasing&lt;br&gt;(e.g. company cars, fleet management, commercial vehicles, light commercial vehicles, telemetry, leasing of forklifts and industrial trucks and trolleys, contract management, law and insurances)&lt;br&gt;&lt;br&gt;Operations&lt;br&gt;(e.g. protective clothing, PPE, extractor systems, sound insulation, maintenance, repair, predictive maintenance, cleaning technology, tools)&lt;br&gt;&lt;br&gt;Career&lt;br&gt;(e.g. further education, events, seminars, technical literature, personnel topics, success factors)</td>
<td></td>
<td>automatica&lt;br&gt;Munich, 16.06.-19.06. Procurement Summit&lt;br&gt;Hamburg, 17.06.-18.06. Hannover Messe&lt;br&gt; Hanover, 13.07.-17.07. MIDEST&lt;br&gt;Paris, 09.09.-12.09.</td>
</tr>
<tr>
<td>7-8/2020</td>
<td><strong>PURCHASE</strong>&lt;br&gt;(e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)&lt;br&gt;&lt;br&gt;C-parts management&lt;br&gt;(e.g. trades platforms, office supplies, joining technology)&lt;br&gt;&lt;br&gt;Operations&lt;br&gt;(e.g. cleaning technology, industrial safety, disposal, facility management, heating, ventilation, air conditioning, light, repair, predictive maintenance)&lt;br&gt;&lt;br&gt;Intralogistics&lt;br&gt;(e.g. container management, identification technology, packaging technology, packing tables, loading, pick&amp;place)&lt;br&gt;&lt;br&gt;Supplies&lt;br&gt;(e.g. parts, components, semi-finished parts, purchasing of raw materials)&lt;br&gt;&lt;br&gt;Career&lt;br&gt;(e.g. further education, events, seminars, technical literature, personnel topics, success factors)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>Main topic</td>
<td>Special sections</td>
<td>Shows/events</td>
</tr>
<tr>
<td>---------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
</tbody>
</table>
| 9/2020  | **PURCHASE**
(e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)

**Production technology**
(e.g. production machines and processes, additive manufacturing, precision tools, clamping technology, coolants, surface technology, tool management)

**Supplies**
(e.g. suppliers in the automotive industry, steel, plastics, parts, components, semi-finished parts, systems and components, materials)

**Energy**
(e.g. energy purchasing, energy efficiency, energy storage, renewable energies)

**Career**
(e.g. further education, events, seminars, technical literature, personnel topics, success factors)

*Achieve even more with the combined titles! Scope-PLUS “Energy” in combination with Industrieanzeiger! see page 21

| 10/2020 | **PURCHASE**
(e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)

**Production technology/supplies**
(e.g. manufacturing machines and processes, laser technology, sheet-metal processing, injection moulding, injection-moulded parts, composites, light-weight design, plastic parts)

**Logistics**
(e.g. container management, procurement logistics, ID technology, picking systems, contract logistics, storage technology, material handling)

**Robotics, handling, assembly technology**
(e.g. industrial robotics, service robotics, assembly and handling technology, identification technology, marking technology, collaborative robots)

**Operations**
(e.g. protective equipment, industrial safety, PSA, extractor systems, sound insulation, maintenance, repair, predictive maintenance)

**Career**
(e.g. further education, events, seminars, technical literature, personnel topics, success factors)

Show preview:
IZB

Surface Technology
Stuttgart, 27.10.-29.10.

Motek/Bondexpo
Stuttgart, 05.10.-08.10.

ALUMINIUM
Düsseldorf, 06.10.-08.10.

IZB
Wolfsburg, 06.10.-08.10.

Österreichisches EinkaufsForum
Vienna, 08.10.-09.10.

Fakuma
Friedrichshafen, 13.10.-17.10.

parts2clean
Stuttgart, 27.10.-29.10.

Deutscher Logistik-Kongress
Berlin, 21.10.-23.10.

Euroblech
Hanover, 27.10.-30.10.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Main topic</th>
<th>Special sections</th>
<th>Shows/events</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/2020</td>
<td><strong>PURCHASE</strong>&lt;br&gt;(e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)&lt;br&gt;<strong>Drive and fluid technology</strong>&lt;br&gt;(e.g. electrical/mechanical drives, hydraulics, pneumatics, linear technology, couplings, plain and roller bearings, seals, pumps and compressors)&lt;br&gt;<strong>Automation engineering</strong>&lt;br&gt;(e.g. electrical equipment, network technology, sensors, switch cabinets, control engineering)&lt;br&gt;<strong>Production technology</strong>&lt;br&gt;(e.g. production machines and processes, tool management, production metrology, precision tools, clamping technology, additive process)&lt;br&gt;<strong>Operations</strong>&lt;br&gt;(e.g. protective equipment, industrial safety, PSA, extractor systems, sound insulation, maintenance, repair, predictive maintenance)&lt;br&gt;<strong>Career</strong>&lt;br&gt;(e.g. further education, events, seminars, technical literature, personnel topics, success factors)</td>
<td><strong>Show preview:</strong>&lt;br&gt;BME-Symposium Berlin, 11.11.-13.11.&lt;br&gt;Elmia Subcontractor Jönköping, 10.11.-12.11.&lt;br&gt;VISION Stuttgart, 10.11.-12.11.&lt;br&gt;Composites Europe Stuttgart, 10.11.-12.11.&lt;br&gt;formnext Frankfurt, 10.11.-12.11.&lt;br&gt;SPS smart production solutions Nuremberg, 24.11.-26.11.&lt;br&gt;<strong>VALVE WORLD EXPO</strong> Düsseldorf, 01.12.-03.12.&lt;br&gt;<strong>wire/Tube</strong> Düsseldorf, 07.12.-11.12.</td>
<td></td>
</tr>
<tr>
<td>12/2020</td>
<td><strong>PURCHASE</strong>&lt;br&gt;(e.g. operational and strategic procurement with e-procurement, e-sourcing, purchasing tools, purchasing organisation, risk management, digitisation in purchasing, procurement controlling, platforms, C-parts management)&lt;br&gt;<strong>Vehicle fleet</strong>&lt;br&gt;(e.g. fleet management, company cars, commercial vehicles, leasing)&lt;br&gt;<strong>Supplies</strong>&lt;br&gt;(e.g. C-parts management, components, systems, raw materials)&lt;br&gt;<strong>Business travel</strong>&lt;br&gt;(e.g. travel organisation, travel management, MICE)&lt;br&gt;<strong>Sustainability</strong>&lt;br&gt;(e.g. CSR corporate social responsibility, supply chain management SCM, Transparency, risk management, Certification)&lt;br&gt;<strong>Career</strong>&lt;br&gt;(e.g. further education, events, seminars, technical literature, personnel topics, success factors)</td>
<td><strong>Show preview:</strong> BME-Symposium&lt;br&gt;<strong>VISION FOCUS</strong> The official daily trade fair newspaper for VISION&lt;br&gt;</td>
<td></td>
</tr>
</tbody>
</table>
**Magazine format:** DIN A4, 210 mm wide x 297 mm high
Untrimmed: 216 mm wide x 303 mm high

**Type area:**
188 mm wide x 270 mm high, 4 columns, each 44 mm wide

**Printing and binding:** Web offset, perfect binding

**Charges:** No discount on colour and bleed surcharges

**Position:** Price for guaranteed position (from 1/3 page),
10% surcharge on respective b/w price

**Colour:** Print colours (CMYK) in accordance with ISO 2846-1, see rate card for colour surcharges

**Formats:** see page 18 ff.

**Series discount:** For orders within any 12 months (insertion year)

<table>
<thead>
<tr>
<th></th>
<th>3 ads</th>
<th>6 ads</th>
<th>9 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Classified ads**

- **Recommendation ads**
  - 1 col., 44 mm wide, per mm b/w
  - Basic rate: 7.70
- **Classified ads**
  - 1 col., 44 mm wide, per mm b/w
  - Basic rate: 6.40
- **Job market**
  - see page 37
- **Premium company profile (online)**
  - per year
  - Basic rate: 2,950.00
- **Business card (print) more on page 28**
  - per year
  - Basic rate: 1,980.00
- **Combi company profile + business card**
  - per year
  - Basic rate: 3,940.00

**Contact:**

- **Advice, booking:**
  - see contacts on page 43
  - Your quick link to us: Phone +49 711 7594-552

- **Order confirmation, invoices, vouchers, data delivery and technical details:**
  - Order management
  - Annemarie Ölender, Phone +49 711 7594-319

**Data delivery:**

- Use our advertisement portal www.konradin-ad.de for data submission.

**Conditions:**

- Prior to digital transfer of advertising artwork, the publisher must receive the corresponding advertisement booking. The order and copy deadlines are specified in the editorial schedule. A full-size print-out is required for checking the supplied advertisement, or a contract proof or press proof in the case of a colour advertisement.
- Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.
- In the case of advertising specials or special formats, specific positioning and/or technical specifications may also apply. For further information visit: www.media.industrie.de

**Payment conditions:**

- 2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date. VAT no.: DE 811 236 132

**Bank account:**

- Baden-Württembergische Bank, BIC: SOLADEST600, IBAN: DE28 6005 0101 0002 6238 87

Our general terms and conditions are available online at www.konradin.de. We would be happy to send you a copy on request.
### Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rate b/w</th>
<th>2-colour Colour surcharge</th>
<th>Total rate 2c</th>
<th>3-colour Colour surcharge</th>
<th>Total rate 3c</th>
<th>4-colour Colour surcharge</th>
<th>Total rate 4c</th>
<th>Bleed surcharge</th>
<th>Format: width x height in mm</th>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>6,010.00</td>
<td>525.00</td>
<td>6,535.00</td>
<td>1,050.00</td>
<td>7,060.00</td>
<td>1,290.00</td>
<td>7,300.00</td>
<td>601.00</td>
<td>188 x 270, 210 x 297</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juniorpage</td>
<td>3,980.00</td>
<td>525.00</td>
<td>4,505.00</td>
<td>880.00</td>
<td>4,860.00</td>
<td>1,050.00</td>
<td>5,030.00</td>
<td>398.00</td>
<td>3col 140 x 190, 151 x 205</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,140.00</td>
<td>525.00</td>
<td>3,665.00</td>
<td>880.00</td>
<td>4,020.00</td>
<td>1,050.00</td>
<td>4,190.00</td>
<td>314.00</td>
<td>land. 4col port. 2col 188 x 133, 92 x 270, 210 x 150, 103 x 297</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>2,295.00</td>
<td>525.00</td>
<td>2,820.00</td>
<td>880.00</td>
<td>3,175.00</td>
<td>1,050.00</td>
<td>3,345.00</td>
<td>229.50</td>
<td>land. 4col port. 2col 188 x 88, 60 x 270, 210 x 105, 71 x 297</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,685.00</td>
<td>525.00</td>
<td>2,210.00</td>
<td>710.00</td>
<td>2,395.00</td>
<td>880.00</td>
<td>2,565.00</td>
<td>168.50</td>
<td>land. 4col port. 2col 188 x 65, 92 x 133, 44 x 270, 210 x 82, 103 x 150, 55 x 297</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>875.00</td>
<td>525.00</td>
<td>1,400.00</td>
<td>710.00</td>
<td>1,585.00</td>
<td>880.00</td>
<td>1,755.00</td>
<td>–</td>
<td>land. 4col port. 2col 188 x 32, 92 x 65, 44 x 133, not possible</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No discounting is applied to surcharges. For special formats and ad specials, please see overleaf. For more information and technical details, visit [http://media.industrie.de](http://media.industrie.de)
## Ads: Special formats and positions

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rate b/w</th>
<th>2-colour</th>
<th>3-colour</th>
<th>4-colour</th>
<th>Bleed surcharge</th>
<th>Format: width x height in mm</th>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd, 3rd and 4th cover page</td>
<td>7,140.00</td>
<td>525.00</td>
<td>7,665.00</td>
<td>1,050.00</td>
<td>8,190.00</td>
<td>1,290.00</td>
<td>8,430.00</td>
<td>714.00</td>
</tr>
<tr>
<td>1/3 page next to editorial</td>
<td>2,730.00</td>
<td>525.00</td>
<td>3,255.00</td>
<td>880.00</td>
<td>3,610.00</td>
<td>1,050.00</td>
<td>3,780.00</td>
<td>273.00</td>
</tr>
<tr>
<td>1/2 page next to table of contents</td>
<td>3,700.00</td>
<td>525.00</td>
<td>4,255.00</td>
<td>880.00</td>
<td>4,580.00</td>
<td>1,050.00</td>
<td>4,750.00</td>
<td>370.00</td>
</tr>
<tr>
<td>Panoramic spread 2 x 1/4 page 2 x 1/3 page</td>
<td>4,400.00</td>
<td>5,200.00</td>
<td>1,290.00</td>
<td>5,690.00</td>
<td>6,490.00</td>
<td>Spread over 2 pages, including gutter. Positioned at the centre of the page.</td>
<td>420 x 65</td>
<td>420 x 88</td>
</tr>
<tr>
<td>Panoramic spread 2 x 1/2 page</td>
<td>6,700.00</td>
<td>1,290.00</td>
<td>7,990.00</td>
<td></td>
<td></td>
<td>Spread over 2 pages, including gutter. Positioned at the foot of the page.</td>
<td>420 x 150</td>
<td></td>
</tr>
<tr>
<td>Text Box Advertorial 1/3 page land., 4c</td>
<td>1,600.00</td>
<td>4,300.00</td>
<td>7,650.00</td>
<td>Comprising Text, Image, Logo, Company address inc. printing material creation</td>
<td></td>
<td>188 x 88</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in editorial section 44 mm wide 60 mm wide</td>
<td>per mm</td>
<td>plus surcharge colour</td>
<td>4c</td>
<td>350.00</td>
<td>350.00</td>
<td>Max. height 50 mm, minimum height 20 mm, surrounded by editorial on at least 3 sides, positioned in magazine section.</td>
<td>44 x spec.</td>
<td>60 x spec.</td>
</tr>
<tr>
<td>Advertorial Powered by ...</td>
<td>9,500.00</td>
<td>2/1 pages, 4-colour, production at Konradin, layout adapted to Beschaffung aktuell, see page 22.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business cards</td>
<td>Only Print Print + premium company profile (Online)</td>
<td>per year</td>
<td>per year</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
<td>60 x 82</td>
<td></td>
</tr>
</tbody>
</table>
## Ad Specials

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Prices</th>
<th>Further options/technical notes</th>
<th>Quantities/formats: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Belly band</strong>&lt;br&gt;105 mm high</td>
<td></td>
<td>Paper: 200 g matt art paper, 2 fold grooves with adhesive dot</td>
<td>465 x 105</td>
</tr>
<tr>
<td><strong>Cover flap</strong>&lt;br&gt;105 mm wide, attached on left-hand side with title logo featured on front</td>
<td>9,180.00</td>
<td>Front partially, back fully printable, advertising space approx. 0.8 pages.</td>
<td>105 x 297</td>
</tr>
<tr>
<td><strong>Bound insert</strong>&lt;br&gt;1 leaf = 2 pages 135–180 gsm&lt;br&gt;2 leaf = 4 pages 80–180 gsm</td>
<td>6,885.00, 10,400.00</td>
<td>Front page marked. Other formats and weights on request, with sample.</td>
<td>211 x 297, 216 x 305</td>
</tr>
<tr>
<td><strong>Loose insert</strong>&lt;br&gt;up to 25 g</td>
<td>250.00 per thsd.&lt;br&gt;Min. run 3,000 cop.</td>
<td>Other formats and weights on request, with sample.</td>
<td>200 x 290</td>
</tr>
<tr>
<td><strong>Tip-on Postcard</strong>&lt;br&gt;Automatic gluing&lt;br&gt;Minimum size of carrier ad: 1/1 page</td>
<td>61.00, 37.00 per thsd.* plus carrier ad</td>
<td>Manual gluing (pin-point accuracy) 74.00 per thsd.*</td>
<td>19,300 cop.</td>
</tr>
<tr>
<td><strong>Tip-on Post-it</strong>&lt;br&gt;Manual gluing&lt;br&gt;Minimum size of carrier ad: 1/2 page</td>
<td>61.00, 74.00 per thsd.* plus carrier ad</td>
<td>Booklets and other tip-ons as well as product samples upon request.</td>
<td>19,300 cop.</td>
</tr>
</tbody>
</table>

*no agency commission on technical costs

---

**Technical information regarding Ad Specials** can be found in the sales document (PDF) at: https://media.industrie.de/mehr-mediainformationen

---

**More on ad specials:**

www.media.industrie.de
The decision-makers combination
Beschaffung aktuell + Industrieanzeiger

Achieve even more with the combined titles!

| Source: Mechanical Engineering Coverage Study (see page 9) |
|---|---|---|---|
| % Share: |   |   |   |
| Decision-makers in mechanical engineering | 49% | 58% | 67% |
| Readership Combined: Industrieanzeiger + Beschaffung aktuell | 60% | 68% | 82% |

**Target Group Investment Decision-makers:**
Management, technical and commercial managers in SMEs + Purchasing decision-makers in high-turnover enterprises and large companies.
Showcase your know-how, problem solutions, success stories.

Beschaffung aktuell offers you an attention-grabbing and exclusive special advertising format to achieve just that:

"Powered by ..." is spread across two pages, adapted to the magazine layout. You choose the topic and date of publication.

Presented with enthusiasm and relevance, you will achieve high-impact advertising.

Intelligently linked!
Increase the impact of your advertorial with cross-media linkage via a QR code. Test it!

Advertorial "Powered by ..." – Services and prices

You send the text, company logo, image/graphics.
- Text max. 8,500 charact. incl. spaces, depending on the number of images.
- Images JPG, CMYK colour space, 300 dpi, image size 20 cm
- Logo JPG, CMYK colour space, 300 dpi

We handle the design in accordance with your instructions and ideas.
(Typesetting and layout incl. 3 corrections runs)

Price | 9,500.00
--- | ---
Data delivery to: annemarie.olender@konradin.de

Increase the success of your communication!
Use your "Powered by ..." for your own marketing and sales purposes.
Our offer includes, among others:

Individual edition
Individual edition of a specific issue for your company featuring customised cover page including promotional flash with your logo.

Offprints
Your "Powered by ..." or your guest article as 4-page offprint in the desired number of copies. The offprint includes the issue’s cover page plus promotional flash, your contribution as double-page centre spread and on the back page your ad or additional contact information.

Prices on request.
B2B Decision-Maker Analysis 2017

For years, Deutsche Fachpresse, the German trade press association, has been observing the use of specialist media in Germany through extensive studies. Current key findings are:

- **Specialist media are top influencers** of professional decision-makers in Germany.
- **Specialist media are the source of information most frequently used** by professional decision-makers and have the strongest influence on decision-makers in the most important phases of the purchasing process (customer journey).
- **Print stays the authority in the market.** Who and what is important in the industry sector/occupational group? Most decision-makers look up the response to this question in printed trade magazines. This is confirmed by...
  - 5.3 million respondents: "Is credible, meaning the information is neutral and reliable"
  - 5.1 million respondents: "Conveys which products and services a provider currently offers"
- **Decision-makers expect advertising presence in trade media:**
  - 76% agree: "Companies regularly advertising in trade media demonstrate that they are important players in the market"

### Use of B2B information resources
by professional decision-makers within the last 12 months

<table>
<thead>
<tr>
<th>Resource</th>
<th>At least occasional use</th>
<th>Regular use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialist media print+digital total (net)</td>
<td>69</td>
<td>96</td>
</tr>
<tr>
<td>One or more trade magazines/print</td>
<td>52</td>
<td>83</td>
</tr>
<tr>
<td>Digital offers* from specialist media</td>
<td>45</td>
<td>82</td>
</tr>
<tr>
<td>Digital offers* from companies</td>
<td>42</td>
<td>73</td>
</tr>
<tr>
<td>Events (conferences/meetings/seminars)</td>
<td>27</td>
<td>68</td>
</tr>
<tr>
<td>Field service/representative visits</td>
<td>25</td>
<td>53</td>
</tr>
<tr>
<td>One or more trade fairs in Germany/abroad</td>
<td>21</td>
<td>52</td>
</tr>
<tr>
<td>Personally addressed direct advertising (by mail)</td>
<td>22</td>
<td>49</td>
</tr>
<tr>
<td>Customer magazines from companies</td>
<td>16</td>
<td>49</td>
</tr>
</tbody>
</table>

*Websites, social media, newsletter, apps

**Figures in %, last 12 months**
- At least occasional use
- Regular use
**beschaffung-aktuell.de – the portal for purchasers**

**Target group:**
Decision-makers in purchasing, supply management, technical purchasing, indirect purchasing and logistics as well as managing directors in medium-sized and large companies of all industrial sectors.

**In brief:**
The online magazine offers news and industry information and allows rapid research to be carried out at any time into any area of purchasing. It also offers users a job market, training opportunities, an events calendar, suppliers and service providers. Above all, the in-depth material that complements the articles in the printed issues is crucial to ensuring purchasing success.

**Advertising formats and prices:**
See next page for standard formats, other advertising formats available on request. Please supply the correct advertising materials for the mobile options. For more information and technical details, see media.industrie.de.

---

**Increase Reach through Retargeting**

With this option, you can also reach your precise target audience on the Google Display Network via high-reach news and consumer portals. You will have the opportunity to present your advertising message to your target group for a substantially longer period of time.

Choose your topic-specific audience and adopt advance retargeting options to extend your reach with display ad impressions!

**The target group Marketing process**

- Integrate pixels on the website
- Marketing of the target group
- Campaign setup
- Present on websites of Google Display Networks

**Your advantages:**
- Low wastage, thanks to targeted reach for users with a specific interest in the topic.
- Control of your advertising investment through precise evaluation of audience reach.
- Increase your brand awareness and image through recurring presence on high-reach portals.

**Price on request.**
Any questions? We are happy to help!
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Positioning Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/ Large Leaderboard/ Expandable Leaderboard</td>
<td><img src="image1" alt="Leaderboard illustration" /> <img src="image2" alt="Large Leaderboard illustration" /> <img src="image3" alt="Expandable Leaderboard illustration" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="image4" alt="Mobile Leaderboard illustration" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image5" alt="Sticky Skyscraper illustration" /> <img src="image6" alt="Sticky Wide Skyscraper illustration" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="image7" alt="Mobile Sticky Skyscraper illustration" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image8" alt="Hockeystick illustration" /> <img src="image9" alt="Wallpaper with additional background colour illustration" /></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td><img src="image10" alt="Mobile Hockeystick/ Wallpaper illustration" /></td>
<td>300 x 75</td>
<td>1,370.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image11" alt="Frame Ad illustration" /></td>
<td>120 x 600 and 1,125 x 90 and 120 x 600</td>
<td>Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="image12" alt="Mobile Frame Ad illustration" /></td>
<td>300 x 75</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image13" alt="Billboard illustration" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image14" alt="Mobile Billboard illustration" /></td>
<td>300 x 75</td>
<td>710.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image15" alt="Medium Rectangle/ Video Ad illustration" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image16" alt="Mobile Medium Rectangle/ Video Ad illustration" /></td>
<td>300 x 250</td>
<td>550.00</td>
</tr>
</tbody>
</table>

*Does not apply to selected theme pages and company profiles.
**Size and position in pictures illustrative. Displayed in rotation.

Submission of data: 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de

File formats: GIF, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2 MB) and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement formats Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard, please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.

Additional ad formats:
Native advertising, see page 26
Premium company profile, see page 28
Native advertising will raise your company’s profile and gain new sales prospects

Konradin Industrie’s native advertising options will convey your messages to your target audience - convincingly, effectively and packed with a high information content.

In combination with traditional forms of advertising, native advertising will help you to sustainably consolidate and enhance your competence for specific topics in your relevant target groups.

Your benefits:
- With your content, you offer the reader/user real benefits and added value.
- Well-researched editorial articles on websites covering relevant topics.
- Benefit from the high credibility and professional competence of our media brands.
- Your native advertising content cannot be blocked by ad blockers.
Theme:
You provide the text, which is reviewed by our professional editorial staff and may be edited, from case to case. In order to increase the credibility and the usefulness of the submitted content, we recommend you refrain from using advertising copy within the text.

Time frame:
Sponsored articles will be published for four weeks, unless otherwise agreed. A start is possible anytime. After expiry of the four weeks, the sponsored article is still available in the archive.

Images:
One image (694 x 456 pixels) is mandatory, up to 3 additional images are possible (images without watermark or similar).

Positioning:
Integration as article (teaser) within the editorial part of the start page.

Sponsored article – Services and prices (minimum lead time 4 weeks)

<table>
<thead>
<tr>
<th>Sponsored article (will be marked as “advertisement”)</th>
<th>Package price per website</th>
</tr>
</thead>
<tbody>
<tr>
<td>• up to max. 6,000 characters (DOC) incl. spaces</td>
<td>3,700.00</td>
</tr>
<tr>
<td>• plus 1 teaser image and a maximum of 2-3 additional images (150 dpi, JPG)</td>
<td></td>
</tr>
<tr>
<td>• plus links within the text</td>
<td></td>
</tr>
</tbody>
</table>

Partner pages are the ideal environment to present yourself to your target group as a competent partner with a long-term perspective on a selected topic.
You determine the topic and to what extent we can support you, in terms of the content. Content - thus setting specific thematic focal points!
Your products or services will find the perfect editorial environment within the Konradin Industrie topic pages!

Theme page – Services and prices (minimum lead time 8 weeks)

BASIC
Themes: Exclusively decided by yourself.
Possible formats: contributions, articles, texts, PDF, video, pictures, etc.
Positioning: Displayed in the navigation section
Time frame: 3 months

PREMIUM
The price will depend on the content to be presented, banners, placement and integration within Konradin websites, in addition to the promotion and runtime. The integration of partner downloads (e.g. Whitepaper, Webcast) upon registration or the integration of a social media feed is optional.

All of these components can be individually changed in the PREMIUM Theme Page and are defined upon request.
Premium company profile

Raise your company’s profile and promote your services with a premium company profile in the network of Konradin Industrie.

Your online presence at industrie.de and 11 additional Konradin Industrie websites includes:

- Data and contact
- Own header image
- Logo
- A description of your company
- Published print articles with Konradin Industrie
- Downloads: your videos, webinars, white papers with Konradin Industrie*
- Max. 3 additional download offers (optional with registration)*
- Link to your social media account
- Integration of your RSS feed on the page

<table>
<thead>
<tr>
<th>Premium company profile</th>
<th>Price/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium company profile at industrie.de and 11 additional websites of Konradin Industrie</td>
<td>2,950.00</td>
</tr>
<tr>
<td>Start possible anytime</td>
<td></td>
</tr>
<tr>
<td>Basic price for 1 year</td>
<td>2,950.00</td>
</tr>
<tr>
<td>*Leads on demand, per lead</td>
<td>70.00</td>
</tr>
<tr>
<td>Additional 3 download offers</td>
<td>300.00</td>
</tr>
<tr>
<td>Extension by additional 12 months</td>
<td>2,300.00</td>
</tr>
</tbody>
</table>

Book the Online Company Profile in combination with the Print Business Card for a special price.

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data submission: via e-mail to auftragsmanagement@konradin.de
### Business card print in the trade magazine

<table>
<thead>
<tr>
<th>Category / issues</th>
<th>Price Online</th>
<th>Price Print</th>
<th>Combination Print + Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Beschaffung aktuell</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>pffpro – Prozesstechnik für die Pharmaindustrie</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
</tbody>
</table>

**Start possible with any issue**

**Format**

Business card 60 mm wide x 82 mm high, logo, four-coloured 2 lines for company name and web address, 14 lines of text, approx. 50 characters incl. spaces. Positioning in your category of choice*

---

*Categories (examples):

- Drive technology • Industrial safety • Automation • operating equipment • C-parts management • Energy management • Fluid technology • Second-hand Machines • handling technoloy • Industrial construction • Industry service • components + systems • plastics processing • Laser technology • Logistics • Material flow • Micro-systems technology • Assembly technology • Surface technology • Quality assurance • Robotics • Joining technology • Packaging technology • Materials • Tool + Mold making • Supplies

*Categories might be modified by Konradin
Title: Beschaffung aktuell – The Newsletter for Purchasing Professionals

In brief: Information for purchasers and supply chain managers on:
- Indices, key economic figures
- Supplier awards
- Innovations from the industry
- Events and dates
- Personnel reports, career tips, job market

Frequency: twice a month
16.01., 30.01., 13.02., 27.02., 16.03., 30.03., 14.05., 28.05., 18.06., 02.07.,
16.07., 13.08., 27.08., 10.09., 24.09., 08.10., 22.10., 05.11., 19.11., 03.12., 17.12.

Distribution: approx. 10,000 personally named and qualified purchasing experts.

Target group: Decision-makers in purchasing, supply management, technical purchasing and logistics as well as managing directors and directors in medium-sized and large companies in all industrial sectors.

Ad format* / position | Size in pixels (w x h) | Prices
--- | --- | ---
Leaderboard above header | 728 x 90** | 1,050.00
Text/image ad | Image: 200 x 150, text: 300 char. (incl. spaces) | 840.00
Fullbanner | 468 x 60** 590 x 100** | 840.00
Medium Rectangle | 300 x 250 | 840.00

*Size and position in picture illustrative.
**Display on mobile devices: scaled to a width of 300 pixels

Data delivery:
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de
Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).
With animated GIF files, the e-mail may only display the first animation Frame.

To view the current newsletter and subscribe, please go to: www.beschaffung-aktuell.de/newsletter or scan QR code
Your benefits:

- We present your topic to the market
- You benefit from a strong media brand
- Your advertising message receives the complete attention of the subscribers, all of the ad placements are exclusively at your disposal
- Attractive pricing

Content:
The Editors’ Special Newsletter is presented with the same look&feel of the regular online newsletters. You will determine the subject focus and date of distribution. Our editorial staff will carefully research the contents of the co-ordinated topic. If desired, your press releases can also be integrated into the newsletter. Finally, the editors compile the completed Editors’ Special Newsletter, incorporating your exclusive banner advertising content.

Recipients: 10,000 recipients of the Beschaffung aktuell newsletter

Send date: on request

Ad format*/position | Size in pixels (w x h) | Price
---|---|---
1 x Leaderboard above header | 728 x 90** | 
3 x Text/image ad | Image: 200 x 150, text: 300 char. (incl. spaces) | 
or | 
3 x Fullbanner | 468 x 60** | 
or | 
3 x Medium Rectangle | 300 x 250 | 
maximum of 4 positions | 4,700.00 | 

*Size and position in picture illustrative.
**Display on mobile devices: scaled to a width of 300 pixels

Data delivery:
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de

Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).
With animated GIF files, the e-mail may only display the first animation frame.
**At the trade fair**

**Video statement**

Put your trade fair highlights in the spotlight! We’ll shoot an exclusive and professional video on your stand, as a combination of company statement and technology/product presentation.

Example videos: www.prozesstechnik.industrie.de/videos

**Benefits and prices (at least 4 weeks lead time)**

Briefing before the fair, filming with you at the booth (1 hour maximum), editing, cutting, incl. a correction run, video (HD quality, length < 5 min.)

Promotion via:
Website • Social Media

Integration into our video library/website with full text search

Video file freely available to you

**Basic price**

1,500.00

**Can be booked for:**
Control, Interpack, Hannover Messe, Motek, POWTECH, SMTconnect, SPS, Vision. Other trade fairs on request.

---

**At the trade fair**

**VideoWall sponsoring**

Our editors conduct exclusive video interviews with reputable business partners from market-leading companies in the “TV Studio” located on the Konradin Stand.

Example videos: www.prozesstechnik.industrie.de/videos

**Benefits and prices (at least 6 weeks lead time)**

Your sponsor logo visible on the VideoWall and in every video opening credits

One video interview in front of the VideoWall

Video file freely available to you

Videos will be integrated in the YouTube channel/konradinindustrie

**Basic price per fair**

2,900.00

As exclusive sponsor, benefit from your high-profile presence on the sponsor wall:
- Ideal for image and brand building
- Position your company as an opinion leader
- Long-range profile, beyond the initial scope of the trade fair visitors

**Can be booked for:** Control, SMTconnect, SPS, Vision.

---

**Your company**

**Application video**

Combine your application report in print with a multi-media video. We will manage the production for you!

**Possible contents:** interview with manufacturers and users, production overview, machinery in operation including detailed shots.

Example videos: www.prozesstechnik.industrie.de/videos

**Benefits and prices (at least 6 weeks lead time)**

Briefing, treatment, filming on site (1 day), editing, cutting, incl. a correction run, video (HD quality, length <5min)

Promotion via:
Newsletter • Website • Social Media

Integration into our video library/website with full text search

Video file freely available to you

**Basic price**

1,500.00

**Can be booked for:** Control, SMTconnect, SPS, Vision.

---

**Benefits and prices (at least 6 weeks lead time)**

Briefing, treatment, filming on site (1 day), editing, cutting, incl. a correction run, video (HD quality, length <5min)

Promotion via:
Newsletter • Website • Social Media

Integration into our video library/website with full text search

Video file freely available to you

**Basic price**

4,800.00

**All prices without agency commission.**

Further options on request.
Address rental

Take advantage of our professional addresses to attract new customers for your company. Select addresses for your mailings from our qualified database using criteria such as:

- Region
- Industry
- Company size
- Function
- Position

Communicate successfully with professional print and e-mailings. Just get in touch.

Tip: E-mailings are perfect for invitations to roadshows, open houses and events, trade fairs, webinars, webcasts, product launches and much more.

E-mailing

We manage your e-mailings to interested and potential customers, including dispatch and reporting. Multiple shots lead to higher success rates.

Print mailing – Lettershop

We manage your complete designed print-mailing service via our Lettershop – from print to dispatch.

<table>
<thead>
<tr>
<th>E-mailing – Benefits and prices (at least 6 weeks lead time)</th>
<th>Print mailing – services and prices (at least 6 weeks lead time)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Handling:</strong> 1 e-mailing, 1 draft (correction), 1 selection, use of the existing template, dispatch, reporting</td>
<td><strong>Handling:</strong> 1 selection by industry and function Creation, handling, postage, dispatch effort-based</td>
</tr>
<tr>
<td><strong>Address rental</strong>  Minimum order value € 750.00 = 1,000 addresses</td>
<td><strong>Address rental</strong> Minimum order value € 1,100.00 = 2,000 addresses from 0.55 per address</td>
</tr>
<tr>
<td><strong>Multiple shots:</strong> 1 reminder with same content, same template, same address selection</td>
<td><strong>Handling</strong> 1 reminder with same content, same template, same address selection Handling 110.00 per address from 0.40</td>
</tr>
<tr>
<td>No agency commission on price</td>
<td>No agency commission on price</td>
</tr>
</tbody>
</table>

Detailed information on request.
Lead Generation (Prices valid as of 01.10.2019, in €, plus VAT)

A professional partner for qualified leads

Why lead generation?
Prospective customers initially look for solutions to their problems and not for products!

Information is increasingly being researched via the Web, at the individually appropriate time within the customer journey. Until the prospect comes into direct contact with the (desired) provider, he will remain unrecognised.

Conclusion:
The prospective customer, thus the potential buyer, must be addressed through different TouchPoints – in terms of both time and content.

What is a ‘lead’?
You will receive qualified contacts with a concrete interest in your specific topic. You can then use these valuable contact details for your marketing or sales communication in accordance with EU-DSGVO (General Data Protection Regulation).

Factors for successful lead generation:
• Topicality of the subject
• Relevance of the topic for the target group
• Users and exclusivity of the information presented
• Size of the defined target group

How does lead generation work with Konradin Industrie?

MQL or SQL?
Marketing Qualified Lead (MQL) is a lead with interest in your product or service. You can reach MQLs with the online tools Webinar and Whitepaper (see the following pages).

Sales Qualified Lead (SQL) is a contact that has developed into a genuine prospective buyer through their own activities and with the support of marketing.

From MQL to SQL through lead nurturing via marketing automation

Any questions? We are happy to help!
Webinar – convey worldwide expertise and generate leads

The advantages of a webinar package

- **New contacts** – get to know potential customers who are specifically interested in your product.
- **Competent implementation** – based on our webinar experience, we organise your webinar, you appoint the speaker.
- **Image enhancement** – modern forms of media for modern people.
- **Cost and time savings** – regardless of location, no travel expenses or accommodation costs.
- **Multimedia knowledge transfer** – share audio and video content or files with the participants.
- **Direct contact** – in the form of a Q&A chat session and additional polls for a further qualification of leads.
- **Detailed reporting** – You will receive the results of the polls, the attention rate and the average length of stay during a webinar.
- **Webinar recording** – We record your webinar and put it online as an on-demand webcast on our websites – **additional lead generation**.

**Webinar – Services and price (minimum lead time 6 weeks)**

Announcement of your webinar on the website with image • text • registration page

Promotion in newsletter • website • further appropriate media of Konradin Industrie

E-mailing of invitations • reminders • appointment reminders • follow-ups

Online webinar space and live transmission (approx. 60 minutes), Poll during the live broadcast

Professional moderator, inclusion of up to two speakers on your side (technical checks before broadcast)

Registration list including contact details

Detailed reporting

On-demand webcast after live transmission on the website with image and text

**Package price**

(No agency commission on price)  7,700.00

**Options at extra charge:**

Leads (after live webinar) from € 70.00/lead

For further details, please refer to our extensive sales documents:
https://media.industrie.de/mehr-mediainformationen/

**Data delivery:** via e-mail to industrie.online@konradin.de
White paper – Fixed running time

Concept and benefits

- 3 months presence via our website. Teasers ensure traffic and you receive all the leads generated for your disposal.
- Your proof of competence: Position yourself as proficient business partner with your white paper.
- Potential business contacts: Find the people who are really interested in your technologies or products (MQL = Marketing Qualified Leads).

<table>
<thead>
<tr>
<th>White paper – Fixed running time – Benefits and prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of your white paper on the website with image and text</td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
</tr>
<tr>
<td>Running time of 3 months, including leads</td>
</tr>
<tr>
<td>(No agency commission on price)</td>
</tr>
</tbody>
</table>

Options at an extra charge:

- Leads after expiry of the 3-month running time from 70.00/lead
- Drafting of white paper by specialist editor and/or English language variant on request

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data delivery: via e-mail to industrie.online@konradin.de

Whitepaper – Pay-per-Lead

Concept and benefits

- You have an interesting white paper which will be released exclusively via Konradin or may be available on other platforms subject to prior registration.
- We match the number of leads in the desired target group.
- Based on this white paper offer, we generate qualified leads within the specified target group and at the specified quantity.

<table>
<thead>
<tr>
<th>White paper – Pay-per-lead – Benefits and prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integration of your white paper on the website with picture and text</td>
</tr>
<tr>
<td>Target-group-compliant selection from our database (2 selection criteria: function and industry)</td>
</tr>
<tr>
<td>Audience targeting via e-mails and/or via telephone, if required to achieve your guaranteed leads</td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
</tr>
<tr>
<td>Project set-up</td>
</tr>
<tr>
<td>Price per lead (minimum order volume 50 leads) from 70.00/lead (No agency commission on price)</td>
</tr>
</tbody>
</table>

Further options: on request

For further details, please refer to our extensive sales documents: https://media.industrie.de/mehr-mediainformationen/

Data submission: via e-mail to industrie.online@konradin.de
fachjobs24.de is the job portal of the Konradin Publishing Group. Fachjobs24.de represents a unique media network built upon 62 print and online brands with the highest level of professional competence. With your job advertisement in one of our six industry channels, you will directly address the future specialists and executives within your precise target group. The Industry channel comprises a total of 24 trade magazines and professional online portals for the industry's decision-makers, making it one of the most diverse brands in German-speaking markets.

The print partner offers a variety of advertising options.

**PRINT JOURNAL inc. 4 weeks Basic Job Online**

<table>
<thead>
<tr>
<th>Industry</th>
<th>1/4 page</th>
<th>1/2 page</th>
<th>1/1 page</th>
<th>Circulation/frequency p.a.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>15,100 copies 10x</td>
</tr>
<tr>
<td>Beschaffung aktuell</td>
<td>2,300.00</td>
<td>3,260.00</td>
<td>5,350.00</td>
<td>18,100 copies 10x</td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>21,700 copies 15x</td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>9,100 copies 10x</td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>18,100 copies 9x</td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>9,200 copies 7x</td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>1,750.00</td>
<td>2,750.00</td>
<td>4,300.00</td>
<td>40,100 copies 34x</td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>22,600 copies 18x</td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung</td>
<td>1,400.00</td>
<td>2,000.00</td>
<td>3,200.00</td>
<td>20,100 copies 10x</td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>1,020.00</td>
<td>1,530.00</td>
<td>2,040.00</td>
<td>10,000 copies 6x</td>
</tr>
<tr>
<td>phpro – Prozesstechnik für die Pharmaindustrie</td>
<td>1,000.00</td>
<td>1,500.00</td>
<td>2,200.00</td>
<td>11,100 copies 5x</td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>1,440.00</td>
<td>2,040.00</td>
<td>3,260.00</td>
<td>20,700 copies 4x</td>
</tr>
</tbody>
</table>

**ONLINE ONLY**

<table>
<thead>
<tr>
<th>Basis Job</th>
<th>Premium Job</th>
<th>Premium Job +</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 weeks</td>
<td>8 weeks</td>
<td>8 weeks</td>
</tr>
<tr>
<td>simple listing</td>
<td>simple listing</td>
<td>exclusive listing</td>
</tr>
<tr>
<td>199.00</td>
<td>249.00</td>
<td>299.00</td>
</tr>
</tbody>
</table>

*With print booking, the respective online channel is complimentary for 4 weeks!*

All print ads set to type area (specific formats are available upon request), prices in € plus VAT, all print rates indicated are valid for 4-colour print. Publication rates are provided by the publisher and are valid as of 2019.
industrie.de – the industry portal

Target group:
On the one hand, we appeal to the experts/specialists with an IT background who deal with IT in the production environment. On the other hand, we focus on IT managers in the production arena with a production background.

In brief:
Understanding basic knowledge in the “smart factory” environment and demonstrating the implementation of modern technology (Industry 4.0) in successful application examples – these are the fundamental competencies at the core of the online platform industrie.de.

Advertising formats and prices:
See next page for overview of standard formats. Other advertising formats on request. Please supply the correct advertising materials for mobile options. You can find more information and technical details at media.industrie.de.

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**Newsletter „IT trifft auf Industrie“**

<table>
<thead>
<tr>
<th>Ad format* / position</th>
<th>Size in pixels (w x h)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard above header</strong></td>
<td>728 x 90**</td>
<td>1,550.00</td>
</tr>
<tr>
<td><strong>Text/image ad</strong></td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td>1,000.00</td>
</tr>
<tr>
<td><strong>Fullbanner</strong></td>
<td>468 x 60** 590 x 100**</td>
<td>1,000.00</td>
</tr>
<tr>
<td><strong>Medium rectangle</strong></td>
<td>300 x 250</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

**Frequency:** weekly, every Wednesday

**Distribution:** 20,000 recipients

**Data delivery:**
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de

Formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60KB).
With animated GIF files, only the first frame is displayed in the e-mail.

*Size and position in picture illustrative
**Display on mobile devices: scaled to a width of 300 pixels

(Prices valid as of 01.10.2019, in €, plus VAT)
<table>
<thead>
<tr>
<th>Advertising format on all pages*</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Description Desktop and Tablet</th>
<th>Position on Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/ Large Leaderboard/ Expandable Leaderboard</td>
<td><img src="image" alt="Position" /></td>
<td>728 x 90 970 x 90 728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td><img src="image" alt="Position" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image" alt="Position" /></td>
<td>120 x 600 160 x 600</td>
<td>Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page)</td>
<td><img src="image" alt="Position" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image" alt="Position" /></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Leaderboard adjacent to skyscraper on the right</td>
<td><img src="image" alt="Position" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image" alt="Position" /></td>
<td>120 x 600 and 1.125 x 90 and 120 x 600</td>
<td>Leaderboard with skyscrapers on left and right. Tablet display in Hockeystick format</td>
<td><img src="image" alt="Position" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image" alt="Position" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image" alt="Position" /></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image" alt="Position" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image" alt="Position" /></td>
<td>300 x 250</td>
<td>500.00</td>
</tr>
</tbody>
</table>

*Does not apply to selected theme pages and company profiles.
**Size and position in pictures illustrative. Displayed in rotation.

Submission of data: 7 days before start of campaign by e-mail to auftragsmanagement@konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. Max. file size 80KB. Please create HTTPS-compatible HTML5 (max. 2MB) and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). For the advertisement formats Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard, please request our technical specifications via e-mail to: auftragsmanagement@konradin.de.

Additional ad formats:
Native advertising, see page 26
Premium company profile, see page 28
The Konradin Industrie portfolio comprises 17 industrial media brands. The range of trade magazines is complemented by individual websites and newsletters for each respective title. In addition to this, there are focused online portals. Trade events, which are carried out by individual media brands or in collaboration, round off the consummate brand portfolio.

The professional trade media of Konradin Industrie primarily reach audiences within the sectors electrical engineering, food and nutrition industry, automotive engineering, precision mechanics/optics, mechanical and plant engineering, medical technology, metal production/working and the pharmaceutical and chemical industries.

### Automationspraxis
**FOR:** Managing directors, plant managers, production managers, planning engineers  
**IN:** Production companies in all industries

### Beschaffung aktuell
**FOR:** Board members, managing directors, heads of area/department in purchasing, materials management and logistics.  
**IN:** All industries, focus on companies with 500 employees and more

### EPP Elektronik Produktion + Prüftechnik
**FOR:** Managing directors, technical managers, quality managers, skilled workers in production and development  
**IN:** Electronics prod./testing

### EPP EUROPE
**FOR:** Managing directors, technical managers, quality managers, skilled workers in production and development  
**IN:** Electronics production and testing  
*international/in English*

### medizin&technik
**FOR:** Heads of design/development, product managers, quality managers, Managing directors  
**IN:** Medical technology

### phpro – Prozesstechnik für die Pharmaindustrie
**FOR:** Plant/production managers, technical management,  
**IN:** Pharmaceutical industry, suppliers/manufacturers of plants and equipment
cav – process technology for the chemical industry
FOR: Managing directors, technical managers, plant managers
IN: Chemical/pharmaceutical industry, suppliers/manufacturers of plants and equipment

cpp – process technology for the chemical industry
FOR: Managing directors, technical managers, plant managers
IN: Chemical/pharmaceutical industry, suppliers/manufacturers of plants and equipment international/in English

dei – Prozesstechnik für die Lebensmittelindustrie
FOR: Managing directors, technical managers, production managers
IN: Food and beverage industry

elektro AUTOMATION
FOR: Technical management, automators, heads of design engineering/development, system integrators
IN: Mechanical engineering, electrical engineering and other automation-intensive industries

Industrieanzeiger
FOR: Managing directors, techn./commercial managers
IN: SMEs in mech. engineering, metalworking and processing, automotive, plastics processing and electrical engineering

industrie.de
is the comprehensive online specialist Portal for Digitisation in Production

KEM Konstruktion
FOR: Heads of design/development, design/development engineers, technical management
IN: Mechanical engineering, electrical engineering, vehicle construction

mav Innovation in der spanenden Fertigung
FOR: Production managers, technical managers, CEOs
IN: Metal working and processing, mechanical engineering, automotive

QUALITY ENGINEERING
FOR: Persons responsible for quality in management and production
IN: Manufacturers with focus on mechanical engineering, metals, plastics, automotive

Sicherheitsbeauftragter
FOR: Managing directors, safety officers, specialists for occupational safety, safety engineers
IN: All industries

Sicherheitsingenieur
FOR: Managing directors, specialists for occupational safety, safety engineers
IN: All industries
Our portfolio for your successful target-group communication

**Media advice and campaign planning**
We will advise you competently and comprehensively on all your media planning needs within the network of Konradin Industrie. Working closely with you, we select the appropriate channels and media brands.

**Extras for your target-group marketing**
Extras such as Lead Generation, Video or Address Rental are just a few of the media channels available to reach your target group. Talk to us, we provide you with the relevant options.

**Optimising your advertising material**
With our experience in advertising efficacy research, we support you in developing your customized campaign, helping you to achieve your specific communication objectives.

**Printing your products**
KonradinHeckel is your specialist for the complete production of catalogues. 
[www.konradin-druck.de](http://www.konradin-druck.de)

**Corporate publishing**
Our corporate publishing experts develop and realise corporate communication measures tailored to your target group, such as customer magazines, specialist online portals or events – 100% individually. 
[www.konradin.de](http://www.konradin.de)

**B2B market and media research**
Whether you are considering advertisement tests, brand image or brand awareness studies, we have extensive experience in the B2B market research and work closely with qualified institutes. We can conduct efficient and affordable surveys on your behalf.

**Talk to us!**
We will gladly advise you and put you in touch with the relevant departments of our company.
Media Advice

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USA, Canada
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New York, NY 10001
☎ +1 212 8963881
detlefffox@comcast.net

Follow us! facebook.com/konradinindustrie
17 media brands
for the industry with more than 170 publication dates per year and more than 260,000 copies distributed monthly.

14 industry websites
with about 540,000 page impressions every month!

156 webinars
as of July 2019. With up to 340 registrations!

More than 1,700 videos
as of July 2019 on the YouTube channel of Konradin Industrie. With more than 350,000 views.

15 trade events
per year. Experts from the profession for the profession. With up to 1,000 participants.

48 newsletters
per month, with a total of around 190,000 opt-in recipients.

Use our comprehensive market presence for your dialogue with the industry and your target audience and benefit from practical experience and unrivalled communication skills.