Media Brand

Editors’ Special Newsletter
Page 25

Address rental E-mailing
Page 28

Newsletter
medizin&technik-News delivers carefully selected regular and topical news from the Market.
Page 24

Technology specials
Your photo on the special section title.
Page 17

Themes
The whole world of Medical Technology.
from page 8

Trade Magazine
Technical magazine for the manufacturers of medical devices within the German-speaking world.
Page 5

E-Paper
All issues also made available digitally.

fachjobs24.de
The job portal of the Konradin Media Group.
Page 34
Medical Technology is undoubtedly a fascinating industry which puts Technology at the service of Health. Whether or not the Medical Device Regulation – a new legislation which will apply from May 2020 – will actually harm innovation, due to its stricter rules, remains a hotly debated issue. We report on this topic intensely, but above all on the many technical developments that continue to drive innovation; 3D Printing, 5G, the role of AI in personalising medicine, alongside talented young professionals... these are all important topics within our Trade Magazine as well as our Online Magazine”

Dr. Birgit Oppermann
Editor-in-Chief
Technology for people

We want to convince everyone – readers, users, attendees, followers – with quality
01 **Title:** medizin&technik

02 **In brief:** medizin&technik is a leading media brand in the German-speaking market, which informs its target group about the latest developments in the medical technology sector. With the Trade Magazine, the associated Online Magazine in addition to the Newsletter Service and Social Media activities. The focus is on technical topics, from the digitisation of Products and their Production to modern Processes, such as 3D Printing and smart Components and Materials. In journalistic Articles, Experts in Medical Technology express their insight and thus support decision-makers in the Medical Technology Sector in their everyday work. As an industry-oriented Trade Magazine, however, medizin&technik also addresses issues that go beyond pure technology – from the economic developments of relevant Markets to the regulatory requirements within Europe to the recruitment of professionals, without which innovation and progress would simply be inconceivable. Within the pages of medizin&technik, Readers will discover the most enlightening aspects of the medical technology industry.

03 **Target group:** Decision makers of development, design and production departments, as well as managing directors in medical technology.

04 **Frequency:** 6 x issues per year

05 **Format:** DIN A4

06 **Year:** 15th year 2020

07 **Subscription price:** Annual subscription: Germany 72,00 €, abroad 78,00 €

08 **Organ:** —

09 **Memberships:** bvik Bundesverband Industrie Kommunikation e.V.

10 **Publishing house:** Konradin-Verlag Robert Kohlhammer GmbH

11 **Publisher:** Katja Kohlhammer

12 **Advertising:** Joachim Linckh, Sales Director

13 **Editorial:** Dr. Birgit Oppermann, Editor-in-Chief
See page 4 for editorial team
Freelancers: Bettina Gonser, Sabine Koll

14 **Pagination analysis 2018 = 8 issues**

<table>
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15 **Content analysis of the editorial section 2018**

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<td>Industry news, dates, books, law, management and markets</td>
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<td>Product information</td>
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**Technical topics covered in the editorial section:**
- Drive technology
- Automation/laboratory automation
- Image processing
- Design
- Electrical components
- Development and components
- Production
- IT for medical technology
- Marking
- Plastics engineering
- Laser technology
- Micro-systems techn./nano technology
- Assembly/handling
- Surface engineering
- Product development
- Quality assurance
- Clean-room technology
- Hoses/fluid technology
- Sensors
- Sterilisation
- Joining technology
- Packaging technology
- Materials
- Machine tools
- Tool and mould making
- 3D print
2 Circulation and Distribution Analysis

3.1 Circulation by postcode regions:
Share of actual circulation

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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

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<th>Industry codes acc. to classif. of industrial sectors 2008</th>
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<td>C.21.20 Production of pharmacy specialties and other pharmaceutical products (especially diagnostic tools and medical consumables and commodities)</td>
<td>10.0</td>
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<tr>
<td>C.22 Production of rubber and plastic goods for hygienic and medical purposes</td>
<td>4.9</td>
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<tr>
<td>C.24, 25, 28 Mechanical and plant engineering (especially tool and mould construction, metal-processing tools, precision tools)</td>
<td>10.6</td>
<td>1,054</td>
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<tr>
<td>C.26.6 Production of devices for radiotherapy and electrotherapy and electro-medical devices (e.g. imaging methods, surgical and endoscopic diagnosis, surgical technology and equipment, sterilisation)</td>
<td>30.1</td>
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<td>C.32.50 Production of medical devices and materials (including lab technology, physiotherapeutic and orthopaedic technology)</td>
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<tr>
<td>E.36, 37, 38 Environmental engineering and disposal of medical waste</td>
<td>5.4</td>
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<td>J.62.01.9 Software engineering for the field of medical technology</td>
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<td>M.71.12, 71.2 Engineering offices, consulting for the chemical industry</td>
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<tr>
<td>M.72 Research and development</td>
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<td><strong>Actual circulation</strong></td>
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## 1.2 Company size:

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<tr>
<td>1 – 9 employees</td>
<td>19.4</td>
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<td>10 – 19 employees</td>
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<td>1,790</td>
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<td>20 – 49 employees</td>
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<tr>
<td>100 – 199 employees</td>
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<td>200 – 499 employees</td>
<td>8.7</td>
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<tr>
<td>500 and more employees</td>
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<td>995</td>
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</tr>
<tr>
<td><strong>Actual circulation</strong></td>
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## 1.3 Position in company

<table>
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<td>Corporate management</td>
<td>27.2</td>
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<tr>
<td>1st management level</td>
<td>11.9</td>
<td>1,183</td>
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<tr>
<td>2nd management level</td>
<td>24.1</td>
<td>2,397</td>
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<tr>
<td>Employees, skilled workers, specialists</td>
<td>36.8</td>
<td>3,660</td>
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<tr>
<td><strong>Actual circulation</strong></td>
<td><strong>100.0</strong></td>
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## 1.4 Job function

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<tr>
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<tr>
<td>Research &amp; development/design engineering, engineering</td>
<td>20.4</td>
<td>2,029</td>
<td></td>
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<tr>
<td>Production/manufacturing/assembly</td>
<td>13.9</td>
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<tr>
<td>Quality management, quality assurance</td>
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<td>Purchasing</td>
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<tr>
<td>Marketing &amp; sales</td>
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<tr>
<td>Product management/sales engineering</td>
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<td><strong>Actual circulation</strong></td>
<td><strong>100.0</strong></td>
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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!
Development and components

**Drive technology:** e.g. small drives, piezo technology, roller and plain bearings, motors, gears, clutches, controls, linear technology
*In issues 3, 6*

**Electrical components:** e.g. cables, switches, batteries, heating elements, connectors
*In issues 1, 6*

**Fluid technology:** e.g. compressors, pumps, hoses, seals, valves, special moulds and materials, special applications
*In issue 4*

**Micro-system technology:** e.g. development, micro-processing, connectivity, new types of applications
*In issue 4*

**Sensors:** e.g. capturing of dimension, pressure, flow rate, electrical parameters, air bubble detection, humidity, filling level, speed, implementation in production/quality assurance or directly in medical products
*In issues 2, 3*

**Materials:** e.g. ceramics, plastics, metals, composite materials, textiles
*In issue 5*

Quality assurance

**Quality assurance:** e.g. image processing, testing technology, QM systems, traceability, software, measurement devices
*In issue 2*

**Image processing:** e.g. cameras, systems, lighting technology, software, frame grabbers
*In issue 6*

Production

**Automation:** e.g. robotics, handling, laboratory automation, identification technology, artificial intelligence, assembly systems, Industry 4.0, traceability
*In issue 3*

**Marking and identification technology:** e.g. barcode, Data Matrix Code, RFID, data management, traceability, UDI
*In issue 2*

Plastics technology: e.g. injection moulding machines, mould making, handling, clean-room production, multi-component technology, hot runner technology, 3D printing
*In issues 2, 5*

**Laser technology:** e.g. medical products, 3D printing, lettering, cutting, welding, laser beam sources, lasers in medical products
*In issue 3*

**Assembly/handling:** e.g. feeders, automatic loaders, grippers, positioning, conveyors, tools, testing technology, planning, micro-assembly, metering technology
*In issue 5*

**Surface technology:** e.g. coating, grinding, polishing, plasma technology
*In issue 4*

**Clean-room technology:** e.g. clean-room planning, clean-room fittings (air filters, sensors etc.), solutions for clean-room production
*In issues 1, 5*

**Sterilisation:** e.g. autoclaving, irradiation, gassing, sterile-goods containers, systems, service providers, validation
*In issue 4*

**Bonding technology:** e.g. gluing, metering, welding, screwing
*In issue 5*

**Packaging technology:** e.g. packaging machines, services, packaging solutions, materials, marking, ultrasound technology
*In issue 2*

**Machine tools:** e.g. turning, milling, eroding, metal forming, 3D print, special machines, micro-processing
*In issues 1, 4, 6*

**Tool & mould making:** e.g. design, production processes, materials for tools and moulds
*In issues 1, 4, 6*

Information technologies

**IT in medicine:** e.g. software development, usability, remote medicine, ambient assisted living, wireless data transfer, ERP, PPS, MDE/BDE, MES, CRM, artificial intelligence, networking of medical devices, interfaces, smart hospital, medical apps, IT security, services
*In issues 1*
## Editorial Schedule 2019/2020

In every issue: management/career/jobs/training, law, medicine, research, new products, foreign markets

<table>
<thead>
<tr>
<th>Issues</th>
<th>Focus</th>
<th>Special sections</th>
<th>Fairs/Events</th>
</tr>
</thead>
</table>
| 6/2019  | Development and components  
e.g. design, fluid technology, product development, sensors  
Electrical components  
e.g. cables, switches, batteries, heating elements, connectors  
Drive technology  
e.g. small drives, piezo technology, roller bearings, plain bearings, motors, gears, clutches, controls, linear technology  
Clean-room technology  
Clean-room planning, clean-room fittings (air filters, sensors etc.), solutions for production in the clean room  
3D-printing  
e.g. development, production, materials, methods, new applications  
Career, jobs, training  
e.g. skilled labour shortages, employer branding, Work-Life balance, employee retention  
Special: Automation  
e.g. controls, motors, identification technology, traceability, Industry 4.0, Point-of-Care diagnostics  | Special section:  
COMPAMED Fair  
[Medica](https://www.medica.de/) / [COMPAMED](https://www.compadem.de/)  
Düsseldorf, 18.11.-21.11.  
[Cleanzone](https://www.cleanzone.de/)  
Frankfurt/M., 19.11.-20.11.  
[Formnext](https://www.formnext.de/)  
Frankfurt, 19.11.-22.11.  
[SPS smart production solutions](https://www.sps-solutions.de/)  
Nuremberg, 26.11.-28.11.  |
| 1/2020  | Development and components  
e.g. drive technology, design, fluid technology, product development, sensors  
Electrical components  
e.g. cables, switches, batteries, heating elements, connectors  
Tool and mould making  
e.g. design, conformal cooling, production processes, materials for tools and moulds, surface structuring  
Production/machine tools/ 
digitalization in production  
e.g. automation, laser technology, assembly/handling, surface technology, clean-room technology, tool & mould making  
Clean-room technology  
e.g. clean-room planning, clean-room fittings (air filters, sensors etc.), solutions for production in the clean-room  
Special: Digitalization/  
IT in medicine  
e.g. data management, voice recognition, gesture control, networking of medical products, medical apps, remote medicine, regulatory requirements of software in medical products, digitalization in production and Industry 4.0  |
## Editorial Schedule 2020

**In every issue:** management/career/jobs/training, law, medicine, research, new products, foreign markets

<table>
<thead>
<tr>
<th>Issues</th>
<th>Focus</th>
<th>Special sections</th>
<th>Fairs/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2/2020</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publication date: 28.04.2020</td>
<td>Development and components e.g. drive technology, design, fluid technology, product development, sensors, optical components, optomechanics, optical technologies</td>
<td>Quality assurance e.g. image processing, testing technology, QM systems, traceability, software, measurement devices, services</td>
<td><strong>Special: Sensors</strong> e.g. capturing of dimension, pressure, flow rate, electrical parameters, air-bubble detection, humidity, filling level, speed, implementation in production/quality assurance or directly in medical products</td>
</tr>
<tr>
<td>Advertising deadline: 01.04.2020</td>
<td>Identification/UDI e.g. identification, identification technology, bar codes, Data Matrix Code, RFID, data management, traceability, UDI, services</td>
<td>Packaging technology e.g. packaging machines, packaging solutions, packaging design, materials</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Plastics engineering e.g. injection moulding machines, mould making, handling, clean-room production, multi-component technology, hot runner technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3/2020</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publication date: 09.06.2020</td>
<td>Development and components e.g. design, fluid technology, product development</td>
<td>Laser technology e.g. lettering, cutting, welding, laser beam sources, lasers in medical products</td>
<td><strong>Special: automation/Lab automation/robotics</strong> e.g. robotics, handling, ID technology, assembly systems, Industry 4.0, digitisation in production, traceability, point-of-care diagnostics, scara robots, hygienic design, controls</td>
</tr>
<tr>
<td>Advertising deadline: 12.05.2020</td>
<td>Sensors e.g. capturing of dimension, pressure, flow rate, electrical parameters, air-bubble detection, humidity, filling level, speed, implementation in production/quality assurance or directly in medical products</td>
<td>Drive technology e.g. small drives, piezo technology, roller bearings, plain bearings, motors, gears, clutches, controls, linear technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>3D-printing</strong> e.g. development, production, materials, methods, new applications</td>
<td><strong>Special section:</strong> MedtecLIVE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SENSOR+TEST Nuremberg, 23.06.-25.06.</td>
<td>MedtecLIVE Nürnberg, 30.06-02.07.</td>
</tr>
</tbody>
</table>
Trade Magazine
Editorial Schedule 2020

In every issue: management/career/jobs/training, law, medicine, research, new products, foreign markets

<table>
<thead>
<tr>
<th>Issues</th>
<th>Focus</th>
<th>Special sections</th>
<th>Fairs/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/2020</td>
<td>Development and components&lt;br&gt;e.g. design, fluid technology, product development, sensors&lt;br&gt;Surface technology&lt;br&gt;e.g. coating, grinding, polishing, plasma technology&lt;br&gt;Fluid technology&lt;br&gt;e.g. compressors, pumps, hoses, seals, valves, special shapes and materials, special applications</td>
<td>Sterilisation&lt;br&gt;e.g. autoclaving, irradiation, gassing, sterile-goods containers, systems, service providers, validation&lt;br&gt;Micro-systems technology&lt;br&gt;e.g. micro-processing, development, integration, new applications</td>
<td>AMB&lt;br&gt;Stuttgart, 15.09.-19.09.&lt;br&gt;EPHJ&lt;br&gt;Genf, 15.09.-18.09.</td>
</tr>
<tr>
<td>5/2020</td>
<td>Development and components&lt;br&gt;e.g. drive technology, design, fluid technology, product development, sensors&lt;br&gt;Assembling/handling&lt;br&gt;e.g. systems, automatic feeders, grippers, positioning, conveyors, tools, testing technology, planning, micro-assembly, metering technology</td>
<td>Materials&lt;br&gt;e.g. ceramics, plastics, metals, composite materials, textiles&lt;br&gt;Clean-room technology&lt;br&gt;Clean-room planning, clean-room fittings (air filters, sensors etc.), solutions for production in the clean room</td>
<td>MOTEK/&lt;br&gt;Bondexpo&lt;br&gt;Stuttgart, 05.10.-08.10.&lt;br&gt;Fakuma&lt;br&gt;Friedrichshafen, 13.10.-17.10.&lt;br&gt;parts2clean&lt;br&gt;Stuttgart, 27.10.-29.10.&lt;br&gt;cleanzone&lt;br&gt;Frankfurt, 18.11.-19.11.</td>
</tr>
</tbody>
</table>
## Editorial Schedule 2020

### Issues Focus

#### 6/2020

**Publication date:** 05.11.2020  
**Advertising deadline:** 13.10.2020

<table>
<thead>
<tr>
<th>Issues</th>
<th>Focus</th>
<th>Special sections</th>
<th>Fairs/Events</th>
</tr>
</thead>
</table>
| 6/2020 | Development and components  
e.g. drive technology, design, fluid technology, product development, sensors | Tool and mould making  
e.g. design, conformal cooling, production processes, materials for tools and moulds, surface structuring | automatica  
Munich, 08.12.-11.12.  
VISION  
Stuttgart, 10.11.-12.11.  
Electronica  
Munich, 10.11.-13.11.  
MEDICA/COMPAMED  
Düsseldorf, 16.11.-19.11.  
formnext  
Frankfurt, 10.11.-13.11.  
SPS smart production solutions  
Nuremberg, 24.11.-26.11. |
|        | Image processing  
e.g. cameras, systems, lighting technology, software, frame grabbers | 3D-printing  
e.g. development, production, materials, methods, new applications | Special: Drive technology  
e.g. small drives, piezo technology, plain bearings, roller bearings, motors, gears, clutches, controls, linear technology |
|        | Electrical components  
e.g. cables, switches, batteries, heating elements, connectors | Special section:  
COMPAMED Fair  
Electrical components  
Sensors  
3D-printing  
Tool and mould making  
Development and components  
Image processing | |

### Special: Drive technology
- e.g. small drives, piezo technology, plain bearings, roller bearings, motors, gears, clutches, controls, linear technology

### Special section:
- COMPAMED Fair

### In every issue: management/career/jobs/training, law, medicine, research, new products, foreign markets

### Crossmedia increases success!

- Newsletter  
- Editors’ Special Newsletter  
- E-Mailing  
- Display Ads  
- Retargeting  
- Lead Generation through Whitepapers and Webinars  
- Native Advertising  
- Premium company profile  
- Video at your booth

Plan with our digital offers >> Further information from page 18
**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

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

**Formats:** see page 14 et seq.

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

<table>
<thead>
<tr>
<th>2 ads</th>
<th>3–4 ads</th>
<th>5–6 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Classified ads**

<table>
<thead>
<tr>
<th>Job offers</th>
<th>see page 34</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium company profile (online)</td>
<td>per year</td>
</tr>
<tr>
<td>Business card (print) more on page 23</td>
<td>per year</td>
</tr>
<tr>
<td>Combi company profile + business card</td>
<td>per year</td>
</tr>
</tbody>
</table>

*For special formats and ad specials, please see overleaf. For more information and technical details, please visit [www.media.industrie.de](http://www.media.industrie.de)*

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**Data delivery:** Utilise our advertisement portal [www.konradin-ad.de](http://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](http://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](http://www.konradin.de) are available online at [www.konradin.de](http://www.konradin.de).

We would be happy to send you a copy on request.
## Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Total rate up to 4 colours</th>
<th>5% discount 2 ads</th>
<th>10% discount 3–4 ads</th>
<th>15% discount 5–6 ads</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>4,700.00</td>
<td>4,465.00</td>
<td>4,230.00</td>
<td>3,995.00</td>
<td>470.00</td>
<td>188 x 270</td>
<td>188 x 270</td>
<td>210 x 297</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>3,060.00</td>
<td>2,907.00</td>
<td>2,754.00</td>
<td>2,601.00</td>
<td>306.00</td>
<td>3col 140 x 190</td>
<td>140 x 190</td>
<td>151 x 205</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,580.00</td>
<td>2,451.00</td>
<td>2,322.00</td>
<td>2,193.00</td>
<td>258.00</td>
<td>land. 4col port. 2col 188 x 133</td>
<td>188 x 133</td>
<td>210 x 150</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,750.00</td>
<td>1,662.50</td>
<td>1,575.00</td>
<td>1,487.50</td>
<td>175.00</td>
<td>land. 4col port. 1col 188 x 88</td>
<td>188 x 88</td>
<td>210 x 105</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,305.00</td>
<td>1,239.75</td>
<td>1,174.50</td>
<td>1,109.25</td>
<td>130.50</td>
<td>land. 4col port. 2col 188 x 65</td>
<td>188 x 65</td>
<td>210 x 82</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, please visit [www.media.industrie.de](http://www.media.industrie.de)
### Ads: Special formats and positioning

<table>
<thead>
<tr>
<th>Formats</th>
<th>Total rate up to 4 colours</th>
<th>5% discount 2 circuits</th>
<th>10% discount 3–4 circuits</th>
<th>15% discount 5–6 circuits</th>
<th>Bleed surcharge</th>
<th>Formats: 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>4,890.00</td>
<td>4,645.50</td>
<td>4,401.00</td>
<td>4,156.50</td>
<td>489.00</td>
<td>188 x 270</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>1/3 page next to editorial or table of contents</td>
<td>1,830.00</td>
<td>1,738.50</td>
<td>1,647.00</td>
<td>1,555.50</td>
<td>183.00</td>
<td>60 x 270</td>
<td>71 x 297</td>
<td></td>
</tr>
<tr>
<td>Panoramic spread</td>
<td>5,865.00</td>
<td>4,150.00</td>
<td>3,130.00</td>
<td></td>
<td></td>
<td>420 x 150</td>
<td>420 x 88</td>
<td>420 x 65</td>
</tr>
<tr>
<td>Text Box Advertorial</td>
<td>900.00</td>
<td>2,400.00</td>
<td>4,440.00</td>
<td></td>
<td></td>
<td>188 x 88</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in editorial section 60 mm wide</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>60 x spec.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertorial</td>
<td>from 2,580.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Section title</td>
<td>2,710.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business cards</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
<td></td>
<td></td>
<td>60 x 82</td>
<td></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> 105 mm high</td>
<td>5,355.00 125.00 per thsd.</td>
<td>Paper: 200 g matt art paper, 2 x fold grooves with adhesive dot</td>
<td>Format: Quantity: plus 3 mm bleed</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>465 x 105 10,000 cop.</td>
</tr>
<tr>
<td><strong>Cover flap</strong></td>
<td>5,885.00</td>
<td>Front partially, back fully printable, advertising space approx. 0.9 pages</td>
<td>Format: plus 3 mm bleed</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>105 x 297</td>
</tr>
<tr>
<td><strong>Bound insert</strong></td>
<td>4,910.00 8,750.00</td>
<td>Front page marked. Other formats and weights on request, with sample.</td>
<td>Insert format: Delivery: untrimmed</td>
</tr>
<tr>
<td><strong>1 leaf = 2 pages 135 – 180 gsm</strong></td>
<td></td>
<td></td>
<td>210 x 297</td>
</tr>
<tr>
<td><strong>2 leaves = 4 pages 80 – 180 gsm</strong></td>
<td></td>
<td></td>
<td>216 x 305</td>
</tr>
<tr>
<td><strong>Loose insert</strong></td>
<td>250.00 per thsd. Min. run 3,000 cop.</td>
<td>Other formats and weights on request, with sample.</td>
<td>Max. format of insert: Quantity:</td>
</tr>
<tr>
<td>up to 25 g</td>
<td></td>
<td></td>
<td>200 x 290 10,200 cop.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Quantity: partial supplement on request</td>
</tr>
<tr>
<td><strong>Tip-on Post-it</strong></td>
<td>61.00 per thsd. 74.00 per thsd. plus carrier ad</td>
<td>Booklets and other tip-ons as well as product samples upon request.</td>
<td>Quantity: Must accompany all copies</td>
</tr>
<tr>
<td><strong>Post-it</strong></td>
<td></td>
<td></td>
<td>10,400 cop.</td>
</tr>
<tr>
<td>Manual gluing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum size of carrier ad: 1/2 page</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

*no agency commission on technical costs
Our 2020 technology specials

Giving you the low-down on the technology that matters in the industry: The medizin&technik technology specials offer our readers some 16 pages of detailed background information, analyses and trends in a specific specialist field.

**IT in medicine**
- Issue 1/2020
  - PD: 03.03.
  - AD: 07.02.
  - e.g. Digitisation, networking of medical devices, artificial intelligence, bid data, medical apps, remote medicine

**Sensors**
- Issue 2/2020
  - AD: 01.04.
  - e.g. capturing of dimension, pressure, flow rate, electrical parameters, air-bubble detection, humidity, filling level, speed, integration of micro-sensors

**Automation/robotics**
- Issue 3/2020
  - PD: 09.06.
  - AD: 12.05.
  - e.g. robotics, handling, identification technology, Industry 4.0, digitisation in production, traceability, collaborative robotics, hygienic design, controls

**Production/3D printing/machine tools**
- Issue 4/2020
  - PD: 25.08.
  - AD: 31.07.
  - e.g. automation, laser technology, assembly/handling, surface technology, clean-room production, tool and mould making, metalworking, precision tools

**Plastics engineering**
- Issue 5/2020
  - PD: 30.09.
  - AD: 07.09.
  - e.g. injection moulding machines, tool and mould making, handling, clean-room production, multi-component technology, hot runner technology

**Drive technology**
- Issue 6/2020
  - PD: 05.11.
  - AD: 13.10.
  - e.g. small drives, piezo technology, roller bearings, plain bearings, motors, gears, clutches, controls, linear technology

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**Your photo on the special section title page**

Special section title pages are designed by the editorial team. They introduce one of the technology specials listed here.

Show specials with their own title pages are also published for MedtecLIVE (issue 01/2020), T4M (issue 02/2020) and Compamed (issue 06/2020).

If you want your photo to be published on these title pages, send us several photos (resolution 300 dpi, 180 mm high and 180 mm wide) and the editorial team will choose the most suitable. The image should reflect the theme of the special and it might be a product being used in a medical technology application or a person or persons plus technology.

A description of your featured product will appear on one of the following pages (approx. 1/4 page).

**Your price:** 2,710.00
medizin-und-technik.de – the portal for medical technology

www.medizin-und-technik.de

Target group:
Decision-makers in the medical technology industry of the German-speaking region (managing directors, heads of development and design departments, product managers as well as those responsible for manufacturing).

In brief:
The German online magazine medizin-und-technik.de provides medical technology specialists with everything they need to know in one place. Its clear structure ensures that users of this platform find the information they are looking for with just one click: the world of research and technology, market developments, trends and details from the field of medicine. Users are kept up to date with current developments in medical product law.

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)</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" /></td>
<td>728 x 90&lt;br&gt;970 x 90&lt;br&gt;728 x 90 and 728 x 300</td>
<td>Placement above the Header</td>
<td></td>
<td>300 x 50</td>
<td>400.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image2" alt="Skyscraper" /></td>
<td>120 x 600&lt;br&gt;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></td>
<td>300 x 50</td>
<td>400.00</td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image3" alt="Wallpaper" /></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></td>
<td>300 x 75</td>
<td>850.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image4" alt="Frame Ad" /></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></td>
<td>300 x 75</td>
<td>950.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image5" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td></td>
<td>300 x 75</td>
<td>450.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image6" alt="Medium Rectangle" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td></td>
<td>300 x 250</td>
<td>400.00</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 20 Premium company profile, see page 22
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)

- Sponsored article (will be marked as “advertisement”)
  - up to max. 6,000 characters (DOC) incl. spaces
  - plus 1 teaser image and a maximum of 2-3 additional images (150 dpi, JPG)
  - plus links within the text

<table>
<thead>
<tr>
<th>Package price per website</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,700.00</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

<table>
<thead>
<tr>
<th>Package price per website</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,600.00</td>
</tr>
</tbody>
</table>

#### 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>Business card print in the trade magazine</th>
<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>Partner for robotics and factory automation / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Beschaffung aktuell</td>
<td>Purchasing partner / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>Partner for the chemical industry / 12 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>Partner for the food industry / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>Partner for automation technology / 7 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>EPP Elektronik Produktion &amp; Prüftechnik</td>
<td>Partner for electronics manufacturing / 7 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>Partner for the industry / monthly, issues: 1, 3, 6, 10, 13, 16, 18, 21, 23, 25, 27, 28</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>Partner for engineering / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>mav Innovation in der spanenden Fertigung</td>
<td>Partner for the production industry / 10 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>Partner for medical technology / 6 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>phpro – Prozesstechnik für die Pharmaindustrie</td>
<td>Partner for the pharma industry / 5 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>Partner for quality assurance / 5 issues</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>Partner for occupational safety / 10 issues</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>Partner for occupational safety / 12 issues</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 might be modified by Konradin*
**Title:** medizin&technik-News

**In brief:**
Newsletter for the medical technology industry. Classic news, reports on career-related subjects, exciting projects from the world of the engineering profession and research reports from technology and medicine.

**Frequency:**
Fortnightly on Fridays, with increased distribution surrounding trade fairs: 17.01., 31.01., 14.02., 28.02., 06.03., 27.03., 03.04., 24.04., 30.04., 15.05., 05.06., 12.06., 26.06., 10.07., 31.07., 21.08., 11.09., 25.09., 02.10., 09.10., 30.10., 13.11., 20.11., 11.12.

**Distribution:**
To approx. 6,500 qualified and named recipients

**Target group:**
Recipients who want to stay abreast of new developments in medical technology: the production and development departments of the manufacturers of medical technology devices, products and components, as well as the managing directors of medical technology companies.

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**Ad format*/position** | **Size in pixels (w x h)** | **Prices**
--- | --- | ---
Leaderboard above header | 728 x 90** | 800.00
Text/image ad | Image: 200 x 150, text: 300 char. (incl. spaces) | 610.00
Fullbanner | 468 x 60**, 590 x 100** | 610.00
Medium Rectangle | 300 x 250 | 610.00

*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.medizin-und-technik.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: To approx. 6,500 recipients of medizin&technik-News

Send dates: on request

Availability: on request

---

### Ad format*/position

<table>
<thead>
<tr>
<th>Ad format* /position</th>
<th>Size in pixels (w x h)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Leaderboard</td>
<td>728 x 90**</td>
<td>4,700.00</td>
</tr>
</tbody>
</table>

3 x Text/image ad

or

3 x Fullbanner

or

3 x Medium Rectangle

maximum of 4 positions

---

*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.
The customer journey model follows the constantly evolving needs of the target group throughout the buying process. The marketing goal is to create optimal touchpoints.

1. **Latency**
   - Even without buying intent, purchase impulses are required
     - If you want to attract attention, you have to stand out and be ‘loud’. A purpose of traditional advertising.
     - Pull-Marketing-Activities

2. **Exploration**
   - Active research, familiarisation with the subject matter and definition of the purchasing criteria
     - Advertising ensures awareness of solutions and USPs
     - Pull-Marketing-Activities

3. **Consideration**
   - Narrowing of alternatives, selection of possible suppliers and products (relevant set)
     - Advertising strengthens the supplier’s image and identifies tangible product advantages
     - PR facilitates confidence-building via references, testimonials, etc.

4. **Purchase**
   - Negotiation of services and conditions for purchase
     - Direct sales advertising with pricing/promotions
     - Interaction between marketing/sales

5. **After Sales**
   - Exceptional customer service will secure loyalty and reduce the next journey
     - Brand/image advertising to authenticate your qualification (as a big player, industry or technology specialist).
     - Customer communication and user interaction

---

For all phases of the customer journey, Konradin Industry has an ideal cross-media offer

The customer-journey model is divided into 5 distinct phases. Depending upon how they are experienced, changes in direction or abridgement may also occur.
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

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.

### E-mailing – Benefits and prices (at least 6 weeks lead time)

<table>
<thead>
<tr>
<th>Handling:</th>
<th>1 e-mailing, 1 draft (correction), 1 selection, use of the existing template, dispatch, reporting</th>
<th>750.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address rental</td>
<td>Minimum order value € 750.00 = 1,000 addresses</td>
<td>from 0.75 per address</td>
</tr>
<tr>
<td>Multiple shots:</td>
<td>1 reminder with same content, same template, same address selection</td>
<td>Handling 110.00 per address from 0.40</td>
</tr>
</tbody>
</table>

No agency commission on price

Detailed information on request.

Print mailing – Lettershop

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

### Print mailing – services and prices (at least 6 weeks lead time)

<table>
<thead>
<tr>
<th>Handling:</th>
<th>1 selection by industry and function Creation, handling, postage, dispatch</th>
<th>effort-based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address rental</td>
<td>Minimum order value € 1,100.00 = 2,000 addresses</td>
<td>from 0.55 per address</td>
</tr>
</tbody>
</table>

No agency commission on price

Detailed information on request.
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.

You can reach SQLs with Konradin Industrie through tailor-made campaigns that we develop mutually with you. You will benefit from our professional campaign management. Marketing automation and nurturing processes, as well as the entire portfolio of Konradin media channels, will be adopted to fulfil the objectives of your campaign. In addition, our team of experienced editors will assist you with content creation.

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.

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**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

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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).

### White paper – Fixed running time – Benefits and prices

<table>
<thead>
<tr>
<th>Integration of your white paper on the website with image and text</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
<td></td>
</tr>
<tr>
<td><strong>Running time of 3 months, including leads (No agency commission on price)</strong></td>
<td><strong>1,950.00</strong></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

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**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.

### White paper – Pay-per-lead – Benefits and prices

<table>
<thead>
<tr>
<th>Integration of your white paper on the website with picture and text</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Target-group-compliant selection from our database (2 selection criteria: function and industry)</td>
<td></td>
</tr>
<tr>
<td>Audience targeting via e-mails and or via telephone, if required to achieve your guaranteed leads</td>
<td></td>
</tr>
<tr>
<td>Promotion via Newsletter • Website • additional relevant media of Konradin Industrie</td>
<td></td>
</tr>
<tr>
<td><strong>Project set-up</strong></td>
<td><strong>1,500.00</strong></td>
</tr>
<tr>
<td><strong>Price per lead</strong> (minimum order volume 50 leads) from 70.00/lead</td>
<td></td>
</tr>
</tbody>
</table>

(No agency commission on price)

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
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.

---

**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>Leaderboard above header</td>
<td>728 x 90**</td>
<td>1,550.00</td>
</tr>
<tr>
<td>Text/image ad</td>
<td>Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>468 x 60** 590 x 100**</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Medium rectangle</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
<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="image1" alt="Leaderboard" /> <img src="image2" alt="Large Leaderboard" /> <img src="image3" alt="Expandable Leaderboard" /></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="Desktop" /> <img src="image5" alt="Tablet" /></td>
<td><img src="image6" alt="Desktop" /> <img src="image7" alt="Tablet" /></td>
<td><img src="image8" alt="Price" /></td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image9" alt="Sticky Skyscraper" /> <img src="image10" alt="Sticky Wide Skyscraper" /></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="image11" alt="Desktop" /> <img src="image12" alt="Tablet" /></td>
<td><img src="image13" alt="Desktop" /> <img src="image14" alt="Tablet" /></td>
<td><img src="image15" alt="Price" /></td>
</tr>
<tr>
<td>Hockeystick/ Wallpaper with additional background colour HEX-Code</td>
<td><img src="image16" alt="Hockeystick" /> <img src="image17" alt="Wallpaper" /> <img src="image18" alt="Additional Background Colour" /></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="image19" alt="Desktop" /> <img src="image20" alt="Tablet" /></td>
<td><img src="image21" alt="Desktop" /> <img src="image22" alt="Tablet" /></td>
<td><img src="image23" alt="Price" /></td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image24" alt="Frame Ad" /></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="image25" alt="Desktop" /> <img src="image26" alt="Tablet" /></td>
<td><img src="image27" alt="Desktop" /> <img src="image28" alt="Tablet" /></td>
<td><img src="image29" alt="Price" /></td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image30" alt="Billboard" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image31" alt="Desktop" /> <img src="image32" alt="Tablet" /></td>
<td><img src="image33" alt="Desktop" /> <img src="image34" alt="Tablet" /></td>
<td><img src="image35" alt="Price" /></td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image36" alt="Medium Rectangle" /> <img src="image37" alt="Video Ad" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image38" alt="Desktop" /> <img src="image39" alt="Tablet" /></td>
<td><img src="image40" alt="Desktop" /> <img src="image41" alt="Tablet" /></td>
<td><img src="image42" alt="Price" /></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.
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.

The magazines and websites are used by readers and users predominantly as a source of professional information and cover the most important industry sectors.

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.

Double combo package print
30% discount on advertising rates for placements in two magazines

Triple combo package print
40% discount on advertising rates for placements in three magazines

Architects
262,788 PIs, 172,973 visits, 63,033 print run copies

Crafts
634,127 PIs, 491,027 visits, 90,664 print run copies

Knowledge
7,328,157 PIs, 4,049,159 visits, 183,968 print run copies

Optometry
96,992 PIs, 43,088 visits, 13,900 print run copies

Working World
65,254 PIs, 43,542 visits, 14,665 print run copies

Industry
514,856 PIs, 345,510 visits, 215,900 print run copies
With your job advertisement in the Industry channel, you will reach an unprecedented functional array of qualified specialists and managers.

### Industry

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.

<table>
<thead>
<tr>
<th>Industry</th>
<th>¼ page</th>
<th>½ page</th>
<th>½ 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>

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.
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

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

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

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

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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

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

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.
Sales Director
Joachim Linckh
+49 711 7594-565
joachim.linckh@konradin.de

Media Advice
Your quick link to us: Phone +49 711 7594-552
Fax +49 711 7594-1552
media.industrie@konradin.de
www.media.industrie.de/ihre-mediaberater

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Ingo Neubert
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ingo.neubert@konradin.de

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Julia Knapp
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+49 1919 976-099
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amandeep.turna@konradin.de

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media@jens.demon.co.uk

USA, Canada
D.A. Fox Advertising Sales, Inc.
Detlef Fox
5 Penn Plaza, 19th Floor,
New York, NY 10001
+1 212 8963881
detleffox@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.