Dieser Beitrag beleuchtet einige Aspekte des Arbeitens in Behältern und engen Räumen. Dabei geht es um die Verantwortung und die richtige PSA. Arbeiten in Behältern, Silos und engen Räumen erfordern besondere Vorsicht und Beachtung der Sicherheitsrichtlinien.
The combo delivers:
widest range in the target group of occupational safety.

Page 4

All issues also made available digitally.

Page 16

The push-media for your advertising messages.

Page 20

Here you will find seminars and events in the field of occupational safety and health, PPE, fire protection, risk assessment and ergonomics.

Page 15

The internet platform with specialist information and news from health and safety.

www.sifa-sibe.de

Page 1
Professional video production on site or during trade fairs, always with the expert support of our editorial staff.

**Video**

We present your topics to your specific target group using an intelligent combination of advertising formats – tailor-made, budget and goal-oriented.

**Campaign**

You will receive qualified contacts with specific interest in your subject (adhering to EU-GDPR).

**Lead Generation**

We present your topics to your specific target group using an intelligent combination of advertising formats – tailor-made, budget and goal-oriented.

**Retargeting**

You will receive qualified contacts with specific interest in your subject (adhering to EU-GDPR).

**Native Advertising**

You will receive qualified contacts with specific interest in your subject (adhering to EU-GDPR).
Sicherheitsingenieur (Safety Engineer) is the opinion-forming trade magazine in the occupational health and safety sector in Germany and excellently addresses the target audience. It reaches the important decision-makers in companies who are responsible for safe work processes and the procurement of equipment that complies with the requirements.

With its mix of scientific and practice-oriented reports, Sicherheitsingenieur provides orientation for all OHS specialists and executives. The articles are relevant for all industrial sectors and support safety engineers and experts for industrial safety in their daily work. The fields covered include technical industrial safety, prevention, organisational industrial safety and the selection of personal protective equipment.

Target group:
Specialists for industrial safety, safety engineers, entrepreneurs, managing directors

Frequency:
12 issues per year

Subscription price:
Annual subscription:
Germany 121.20 €
Abroad 153.00 €

Organ:
—

Memberships:
—

Verlag:
Dr. Curt Haefner-Verlag GmbH

Publisher:
Katja Kohlhammer

Advertising:
Gerhard Binz
Phone +49 711 7594-4608, gerhard.binz@konradin.de

Editorial:
Weigand Naumann, Phone +49 711 7594-4601
weigand.naumann@konradin.de

Michael Köhmstedt, Phone +49 711 7594-4604
michael.koehmstedt@konradin.de

Petra Jauch, Phone +49 711 7594-4605
petra.jauch@konradin.de

Verena Manek, Phone +49 711 7594-4603
verena.manek@konradin.de

Pagination analysis 2018 = 12 issues:
Total pages: 642 pages = 100.0%
Editorial section: 534 pages = 83.4%
Advertising section: 108 pages = 16.6%
including: Loose inserts 28 pieces

Content analysis of editorial content 2016:
534 pages = 100.0%
Products/PPE 80 pages = 15.0%
Safety management 68 pages = 12.7%
Prevention 66 pages = 12.4%
Machines/systems/safety engineering 62 pages = 11.6%
Law 50 pages = 9.3%
Events/trade fairs 42 pages = 7.8%
Ergonomics 42 pages = 7.8%
Fire safety and explosion protection 28 pages = 5.2%
Environmental protection 25 pages = 4.7%
Hazardous substances 24 pages = 4.5%
Headings 24 pages = 4.5%
Associations/organisations 21 pages = 3.9%
Title: Sicherheitsbeauftragter

In brief:
From "personal protective equipment", "ergonomics", "hand and skin protection" over "noise, light and climate in the workplace" up to "electrical safety" and "hazardous materials", the magazine serves as practice-oriented guide for safe and healthy working in every company. In addition, the magazine supports its readers in the right selection and recommendation of products for personal protective equipment to employees.

Safety officers and occupational safety specialists keep up to date with this practice-oriented trade magazine, so that they can prevent accidents and health hazards in their companies and comply with the legal requirements.
In cooperation with the trade magazine "Sicherheitsingenieur", "Sicherheitsbeauftragter" offers a competent communication platform for all issues pertaining to occupational health and safety.

Target group:
Safety officers, specialists for industrial safety, safety engineers, entrepreneurs, managing directors

Frequency: 10 x jährlich

Format: DIN A4

Year: 55th year 2020

Subscription price:
Annual subscription:
Germany 45.00 €
Abroad 72.00 €

Advertising:
Gerhard Binz
Phone +49 711 7594-4608, gerhard.binz@konradin.de

Editorial:
Weigand Naumann, Phone +49 711 7594-4601
weigand.naumann@konradin.de

Michael Köhmstedt, Phone +49 711 7594-4604
michael.koehmstedt@konradin.de

Petra Jauch, Phone +49 711 7594-4605
petra.jauch@konradin.de

Verena Manek, Phone +49 711 7594-4603
verena.manek@konradin.de

Circulation analysis 2018 = 10 issues
Total pages: 538 pages = 100.0%

Editorial section: 418 pages = 81.0%
Advertising section: 116 pages = 19.0%
including: Loose inserts 22 pieces

Content analysis of editorial content 2018 418 pages = 100.0%

- Personal protective equipment 68 pages = 16.2%
- Prevention 64 pages = 15.3%
- Products 55 pages = 13.1%
- Ergonomics 41 pages = 9.8%
- Machines, systems, safety engineering 24 pages = 5.7%
- Headings 24 pages = 5.7%
- Law 24 pages = 5.7%
- Management/organisation 24 pages = 5.7%
- Hazardous materials 22 pages = 5.3%
- Events/trade fairs 22 pages = 5.3%
- Fire safety, explosion protection 20 pages = 4.8%
- Environmental protection 18 pages = 4.3%
- Associations/organisations 12 pages = 2.9%
### Sicherheitsingenieur

**01 Audited by:**

**02 Circulation analysis: Average copies per issue (July 1, 2018 to June 30, 2019)**

<table>
<thead>
<tr>
<th>Print run:</th>
<th>3,821</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual circulation:</td>
<td>3,739</td>
</tr>
<tr>
<td>of them abroad:</td>
<td>66</td>
</tr>
<tr>
<td>Copies sold:</td>
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</tr>
<tr>
<td>of them abroad:</td>
<td>63</td>
</tr>
<tr>
<td>• Subscriptions:</td>
<td>1,928</td>
</tr>
<tr>
<td>• of them for members:</td>
<td>–</td>
</tr>
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<td>• Retail sale:</td>
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<tr>
<td>• Other sales:</td>
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<tr>
<td>Free copies:</td>
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<tr>
<td>Residual/archive copies:</td>
<td>82</td>
</tr>
</tbody>
</table>

Paid circulation of actual circulation is 82%

### Sicherheitsbeauftragter

**01 Audited by:**

**02 Circulation analysis: Average copies per issue (July 1, 2018 to June 30, 2019)**

<table>
<thead>
<tr>
<th>Print run:</th>
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<td>of them abroad:</td>
<td>34</td>
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<tr>
<td>• Subscriptions:</td>
<td>6,069</td>
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<tr>
<td>• of them for members:</td>
<td>–</td>
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<td>• Retail sale:</td>
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<td>• Other sales:</td>
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<tr>
<td>Free copies:</td>
<td>698</td>
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<td>Residual/archive copies:</td>
<td>66</td>
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</tbody>
</table>

Paid circulation of actual circulation is 92%

### Combination of Sicherheitsingenieur and Sicherheitsbeauftragter

**01 Audited by:**

**02 Circulation analysis: Average copies per issue (July 1, 2018 to June 30, 2019)**

<table>
<thead>
<tr>
<th>Print run:</th>
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<td>• Subscriptions:</td>
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<td>• of them for members:</td>
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<td>• Other sales:</td>
<td>3,332</td>
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<td>Free copies:</td>
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<td>Residual/archive copies:</td>
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Paid circulation of actual circulation is 89%

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!
### Editorial Programme for the regular issues

<table>
<thead>
<tr>
<th>Category</th>
<th>Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personal protective equipment (PPE):</strong></td>
<td></td>
</tr>
<tr>
<td>Protective headgear, helmets, eye protection, protective</td>
<td><strong>Sicherheitsingenieur</strong> Issues 2, 5, 7, 8, 9, 10, 12</td>
</tr>
<tr>
<td>goggles, hearing protect., respiratory equipm., respirators,</td>
<td><strong>Sicherheitsbeauftragter</strong> Issues 1-2, 3, 4, 7-8, 10, 12</td>
</tr>
<tr>
<td>hand protect., gloves, skin protection, safety shoes,</td>
<td></td>
</tr>
<tr>
<td>chemical protective clothing, heat protection clothing,</td>
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</tr>
<tr>
<td>acid-resistant clothing, welders’ protective clothing,</td>
<td></td>
</tr>
<tr>
<td>high-visibility clothing, purchasing PPE</td>
<td></td>
</tr>
<tr>
<td><strong>Safe facilities and equipment at work:</strong></td>
<td></td>
</tr>
<tr>
<td>Fall protection, height protection, personal protect.</td>
<td><strong>Sicherheitsingenieur</strong> Issue 10</td>
</tr>
<tr>
<td>systems, personal protect. devices, ladders, working</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 7-8</td>
</tr>
<tr>
<td>platforms, knives, tools</td>
<td></td>
</tr>
<tr>
<td><strong>First aid:</strong></td>
<td></td>
</tr>
<tr>
<td>Eye wash stations, emergency showers, first aid, dressing,</td>
<td><strong>Sicherheitsingenieur</strong> Issue 10</td>
</tr>
<tr>
<td>defibrillators</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 7-8</td>
</tr>
<tr>
<td><strong>OHS management/training:</strong></td>
<td></td>
</tr>
<tr>
<td>Hazard assessment, training and instruction, documentation,</td>
<td><strong>Sicherheitsingenieur</strong> Issues 1, 5, 11</td>
</tr>
<tr>
<td>OHS management software, E-Learning, webinars, purchasing</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 1</td>
</tr>
<tr>
<td>PPE</td>
<td></td>
</tr>
<tr>
<td><strong>OHS services:</strong></td>
<td></td>
</tr>
<tr>
<td>Safety training, occupational health and safety services,</td>
<td><strong>Sicherheitsingenieur</strong> Issues 1, 5, 8</td>
</tr>
<tr>
<td>hazard assessments, textile leasing, marking, E-Learning,</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 10</td>
</tr>
<tr>
<td>learning software, webinars, purchasing PPE</td>
<td></td>
</tr>
<tr>
<td><strong>Prevention/corporate health management:</strong></td>
<td></td>
</tr>
<tr>
<td>Prevention of addiction, prevention of back pain, mental</td>
<td><strong>Sicherheitsingenieur</strong> Issues 2, 7</td>
</tr>
<tr>
<td>strain, demography</td>
<td><strong>Sicherheitsbeauftragter</strong> Issues 3, 4, 6, 9</td>
</tr>
<tr>
<td><strong>Hygienic and sanitary supplies:</strong></td>
<td></td>
</tr>
<tr>
<td>Disinfectants, disinfection systems, hand cleaners,</td>
<td><strong>Sicherheitsingenieur</strong> Issues 5, 10</td>
</tr>
<tr>
<td>towel dispensers</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 7-8</td>
</tr>
<tr>
<td><strong>Ergonomics:</strong></td>
<td></td>
</tr>
<tr>
<td>Workplace design, workplace aids, workplace equipment,</td>
<td><strong>Sicherheitsingenieur</strong> Issues 2, 6, 7</td>
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<tr>
<td>furniture, work chairs, standing workplaces, screen</td>
<td><strong>Sicherheitsbeauftragter</strong> Issues 4, 6</td>
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<tr>
<td>workplaces, acoustics, floor, indoor climate, sound</td>
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<tr>
<td>protection, air purification, extraction devices</td>
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<tr>
<td><strong>Fire protection:</strong></td>
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</tr>
<tr>
<td>Preventive fire protection, fire extinguishers, fire</td>
<td><strong>Sicherheitsingenieur</strong> Issues 3, 8</td>
</tr>
<tr>
<td>protection labelling</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 11</td>
</tr>
<tr>
<td><strong>Explosion protection:</strong></td>
<td></td>
</tr>
<tr>
<td>Gas detectors, measuring instruments for explosive and</td>
<td><strong>Sicherheitsingenieur</strong> Issue 6</td>
</tr>
<tr>
<td>toxic atmospheres</td>
<td></td>
</tr>
<tr>
<td><strong>Hazardous substances:</strong></td>
<td></td>
</tr>
<tr>
<td>Safety cabinets, marking of hazardous materials, technical</td>
<td><strong>Sicherheitsingenieur</strong> Issues 1, 4</td>
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<tr>
<td>rules on hazardous substances (TRGS), storing hazardous</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 6</td>
</tr>
<tr>
<td>substances, managing hazardous substances, software</td>
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<tr>
<td><strong>Noise protection:</strong></td>
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<tr>
<td>Noise reduction, sound insulation, sound insulation</td>
<td><strong>Sicherheitsingenieur</strong> Issues 2, 6</td>
</tr>
<tr>
<td>panels, vibration protection, noise measurement, PPE</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 4</td>
</tr>
<tr>
<td><strong>Measuring technology:</strong></td>
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</tr>
<tr>
<td>Noise meters, vibration meters, hazardous-substance</td>
<td><strong>Sicherheitsingenieur</strong> Issue 6</td>
</tr>
<tr>
<td>meters</td>
<td><strong>Sicherheitsbeauftragter</strong> Issues 4, 6</td>
</tr>
<tr>
<td><strong>Safe facilities and equipment:</strong></td>
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<tr>
<td>Marking and labelling, warning signs, safety illumination,</td>
<td><strong>Sicherheitsingenieur</strong> Issues 3, 4, 11</td>
</tr>
<tr>
<td>personal protection systems and devices</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 6</td>
</tr>
<tr>
<td><strong>Machine/system safety:</strong></td>
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<tr>
<td>Safeguards, maintenance and repair, safe machines,</td>
<td><strong>Sicherheitsingenieur</strong> Issues 3, 4</td>
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<tr>
<td>monitoring equipment, explosion protection, hazardous</td>
<td><strong>Sicherheitsbeauftragter</strong> Issue 9</td>
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<tr>
<td>substances, warning systems, electrical safety</td>
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<tr>
<td><strong>Transport and traffic safety:</strong></td>
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<tr>
<td>Load-securing systems, hoisting systems, transport aids,</td>
<td><strong>Sicherheitsingenieur</strong> Issue 12</td>
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<tr>
<td>transport safety, lifting tackle, lifting and carrying,</td>
<td><strong>Sicherheitsbeauftragter</strong> Issues 3, 6</td>
</tr>
<tr>
<td>forklift trucks</td>
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<tr>
<td><strong>Industry 4.0:</strong></td>
<td></td>
</tr>
<tr>
<td>Robotic, assistance systems, data banks</td>
<td><strong>Sicherheitsingenieur</strong> Issue 11</td>
</tr>
<tr>
<td>Issues</td>
<td>Publication date</td>
</tr>
<tr>
<td>--------</td>
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</tr>
<tr>
<td>3/2020</td>
<td>13.03.2020</td>
</tr>
<tr>
<td>4/2020</td>
<td>16.04.2020</td>
</tr>
<tr>
<td>5/2020</td>
<td>15.05.2020</td>
</tr>
<tr>
<td>6/2020</td>
<td>16.06.2020</td>
</tr>
<tr>
<td>7/2020</td>
<td>15.07.2020</td>
</tr>
<tr>
<td>8/2020</td>
<td>14.08.2020</td>
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<tr>
<td>9/2020</td>
<td>15.09.2020</td>
</tr>
<tr>
<td>10/2020</td>
<td>15.10.2020</td>
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<tr>
<td>11/2020</td>
<td>17.11.2020</td>
</tr>
<tr>
<td>12/2020</td>
<td>11.12.2020</td>
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Arbeitsschutz aktuell
06.-08.10. Stuttgart
## Trade Magazine Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issues</th>
<th>Publication date</th>
<th>Advertising deadline</th>
<th>Focus</th>
<th>Trade fairs</th>
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</thead>
<tbody>
<tr>
<td>1-2/2020</td>
<td>04.02.2020</td>
<td>14.01.2020</td>
<td>Personal protective equipment (PPE)</td>
<td>Motivation/training</td>
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<tr>
<td>3/2020</td>
<td>03.03.2020</td>
<td>10.02.2020</td>
<td>PPE – Safety footwear</td>
<td>In-house transport + traffic</td>
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<tr>
<td>4/2020</td>
<td>02.04.2020</td>
<td>12.03.2020</td>
<td>Noise/Hearing protection in the workplace</td>
<td>Ergonomics, standing and seating solutions</td>
</tr>
<tr>
<td>5/2020</td>
<td>06.05.2020</td>
<td>14.04.2020</td>
<td>PPE – Protective gloves</td>
<td>Protection against uv-radiation</td>
</tr>
<tr>
<td>6/2020</td>
<td>03.06.2020</td>
<td>11.05.2020</td>
<td>Lifting and carrying</td>
<td>Hazardous substances</td>
</tr>
<tr>
<td>7-8/2020</td>
<td>17.07.2020</td>
<td>26.06.2020</td>
<td>First aid in the workplace</td>
<td>PPE Fall prevention/protection</td>
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<tr>
<td>9/2020</td>
<td>03.09.2020</td>
<td>13.08.2020</td>
<td>Ergonomics in the office</td>
<td>Electrical safety</td>
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<td>10/2020</td>
<td>01.10.2020</td>
<td>10.09.2020</td>
<td>Topical occupational safety</td>
<td>Selection of protective clothing</td>
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<tr>
<td>11/2020</td>
<td>04.11.2020</td>
<td>14.10.2020</td>
<td>Fire protection</td>
<td>Escape and emergency routes</td>
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<tr>
<td>12/2020</td>
<td>02.12.2020</td>
<td>11.11.2020</td>
<td>PPE - head, eye, hearing protection</td>
<td>Skin and hand protection in the workplace</td>
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</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:**
Sicherheitsbeauftragter: Web offset, perfect binding
Sicherheitsingenieur: Sheetfed offset, saddle stitching

**Charges:** discountable

**Position:** Price for guaranteed position (from 1/4 page)
10% surcharge on respective 4c rate

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

**Formats:** see table on page 11 et seq.

**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>
<th>12 ads</th>
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<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

**Combination discount:**
Benefit from a 15% combination discount compared with single title bookings:
Sicherheitsbeauftragter + Sicherheitsingenieur = 15% discount

Talk to us about combination options with ErgoMed. Combined discounts cannot be combined with other discounts.

**Classified ads**

<table>
<thead>
<tr>
<th>Basic rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job offers</td>
</tr>
<tr>
<td>Premium company profile (online)*</td>
</tr>
<tr>
<td>Business card (print)*</td>
</tr>
<tr>
<td>Combi company profile + business card*</td>
</tr>
</tbody>
</table>

*more on page 18 et seq.*

**Your contact:**
Advice, booking:
see contacts on page 31

Your quick link to us: Gerhard Binz, Phone +49 711 7594-4608

Order confirmation, invoices, vouchers, data delivery and technical details:
Order management
Martina Schäffler, Phone +49 711 7594-445

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 143 444 511

Bank account: Baden-Württembergische Bank, BIC: SOLADEST600, IBAN: DE98 6005 0101 0002 5348 42

Our general terms and conditions are available on the Internet 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>Total rate 4c</th>
<th>5% discount 3 ads</th>
<th>10% discount 6 ads</th>
<th>15% discount 9 ads</th>
<th>20% discount 12 ads</th>
<th>Bleed surcharge</th>
<th>Format: width x height in mm</th>
<th>Type area</th>
<th>Trimmed</th>
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</thead>
<tbody>
<tr>
<td>1/1 page</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>2,180.00</td>
<td>2,071.00</td>
<td>1,962.00</td>
<td>1,853.00</td>
<td>1,744.00</td>
<td>109.00</td>
<td>188 x 270</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>3,460.00</td>
<td>3,287.00</td>
<td>3,114.00</td>
<td>2,941.00</td>
<td>2,768.00</td>
<td>173.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>1,580.00</td>
<td>1,501.00</td>
<td>1,422.00</td>
<td>1,343.00</td>
<td>1,264.00</td>
<td>79.00</td>
<td>140 x 190</td>
<td>151 x 205</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>2,500.00</td>
<td>2,375.00</td>
<td>2,250.00</td>
<td>2,125.00</td>
<td>2,000.00</td>
<td>125.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>1,160.00</td>
<td>1,102.00</td>
<td>1,044.00</td>
<td>986.00</td>
<td>928.00</td>
<td>58.00</td>
<td>188 x 133</td>
<td>210 x 150</td>
<td>103 x 297</td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>1,820.00</td>
<td>1,729.00</td>
<td>1,638.00</td>
<td>1,547.00</td>
<td>1,456.00</td>
<td>91.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>790.00</td>
<td>750.50</td>
<td>711.00</td>
<td>671.50</td>
<td>632.00</td>
<td>39.50</td>
<td>188 x 88</td>
<td>210 x 105</td>
<td>71 x 297</td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>1,250.00</td>
<td>1,187.50</td>
<td>1,125.00</td>
<td>1,062.50</td>
<td>1,000.00</td>
<td>62.50</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>590.00</td>
<td>560.50</td>
<td>531.00</td>
<td>501.50</td>
<td>472.00</td>
<td>29.50</td>
<td>188 x 65</td>
<td>210 x 82</td>
<td>103 x 297</td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>950.00</td>
<td>902.50</td>
<td>855.00</td>
<td>807.50</td>
<td>760.00</td>
<td>47.50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>336.00</td>
<td>319.20</td>
<td>302.40</td>
<td>285.60</td>
<td>268.80</td>
<td>16.80</td>
<td>188 x 32</td>
<td>210 x 32</td>
<td>44 x 133</td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>520.00</td>
<td>494.00</td>
<td>468.00</td>
<td>442.00</td>
<td>416.00</td>
<td>26.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For special formats and ad specials, please see overleaf. For more information and technical details, visit [www.media.industrie.de](http://www.media.industrie.de)
## Ads: Special formats and positions | Ad specials

<table>
<thead>
<tr>
<th>Formats</th>
<th>Total rate 4c</th>
<th>5% discount</th>
<th>10% discount</th>
<th>15% discount</th>
<th>20% discount</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 and 4th cover page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>188 x 270</td>
<td>210 x 297</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>2,480.00</td>
<td>2,356.00</td>
<td>2,232.00</td>
<td>2,108.00</td>
<td>1,984.00</td>
<td>124.00</td>
<td>120 x 285</td>
<td>140 x 297</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>3,840.00</td>
<td>3,648.00</td>
<td>3,456.00</td>
<td>3,264.00</td>
<td>3,072.00</td>
<td>192.00</td>
<td>150 x 298</td>
<td>165 x 300</td>
<td></td>
</tr>
</tbody>
</table>

### Specifications

<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>Belly band 105 mm high</td>
<td>2,500.00 125.00 p. t.*</td>
<td>Paper: 200 g matt art paper, 2 x fold grooves with adhesive dot</td>
<td>465 x 105 4,100 cop. 465 x 105 9,500 cop.</td>
</tr>
<tr>
<td>Cover flap 105 mm wide, attached on left-hand side with title logo featured on front</td>
<td>2,600.00 125.00 p. t.*</td>
<td>Front partially, back fully printable, advertising space approx. 0.9 pages.</td>
<td>105 x 297 105 x 297</td>
</tr>
<tr>
<td>Bound insert 2 leaves 4 pages 80–180 gsm 4 leaves 8 pages 80–180 gsm</td>
<td>2,900.00 6,000.00</td>
<td>Front page marked. Other formats and weights on request, with sample.</td>
<td>210 x 297 432 x 305 210 x 297 432 x 305 9,500 cop.</td>
</tr>
<tr>
<td>Loose insert up to 25 g</td>
<td>250.00 per thsd.</td>
<td>Other formats and weights on request, with sample.</td>
<td>Max. insert format: 200 x 290 4,100 cop. 200 x 290 9,500 cop.</td>
</tr>
<tr>
<td>Tip-on Postcard</td>
<td>61.00 per thsd. 37.00 per thsd.* plus carrier ad</td>
<td>Manual gluing (pin-point accuracy) 74.00 per thsd.*</td>
<td>4,100 cop. 9,500 cop.</td>
</tr>
</tbody>
</table>

*no agency commission on technical costs

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

**Find out more on ad specials:** www.media.industrie.de
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

**Customer-journey model**
Divided into 5 distinct phases. Depending upon how they are experienced, changes in direction or abridgement may also occur.
The PSA Special will appear as a special supplement in:

- Sicherheitsingenieur 05/20  
  PD: 15.05.2020
- Sicherheitsbeauftragter 05/20  
  PD: 06.05.2020
- Ergomed 03/20  
  PD: 17.06.2020

Content:
- Congress Documentation, impressions of Congress and accompanying Exhibition, PPE Best Practice, Product Presentations and Manufacturers’ Presentations, PPE and Law.

Distribution:
- Special Supplement within the trade journals Sicherheitsingenieur, Sicherheitsbeauftragter and Ergomed.
- PDF/E-Paper on www.sifa-sibe.de
- Plus special newsletter to 2,000 recipients with reference to the PPE Special online.

Amount: 44 pages
Circulation: 15,000 copies
Publication date: Beginning May 2020
Advertising deadline: End March 2020

Advertising – Formats and prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>U4, U2</td>
<td>210 x 297 mm</td>
<td>3,800.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>210 x 297 mm</td>
<td>2,900.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>land. 210 x 150 mm; port. 103 x 297 mm</td>
<td>1,450.00</td>
</tr>
<tr>
<td>1/3 page with editorial</td>
<td>port. 71 x 297 mm</td>
<td>1,450.00</td>
</tr>
</tbody>
</table>
| 1/3 page     | land. 210 x 105 mm; port. 71 x 297 mm | 980.00

Advertorial Advertising – Formats and prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Characters</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 pages</td>
<td>approx. 5,000 characters plus image(s)</td>
<td>3,200.00</td>
</tr>
<tr>
<td>1 1/2 pages</td>
<td>approx. 3,200 characters plus image(s)</td>
<td>2,700.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>approx. 2,400 characters plus image(s)</td>
<td>1,950.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>approx. 1,200 characters plus image(s)</td>
<td>1,300.00</td>
</tr>
</tbody>
</table>
| 1/2 page      | approx. 800 characters plus image     | 980.00

Automatic reduction from 210 x 297 mm (A4) to 95% Insert size 200 x 280 mm. These special prices are only valid in conjunction with participation as an Exhibitor at the PPE Congress or with a combined display Advertisement of at least 1/4 Page within Sicherheitsingenieur/Sicherheitsbeauftragter during 2020, as a mixed calculation is applied. Supplement for Single Advertisement Booking will be calculated by a Factor of 2:1.
Sponsor Package

Become a Partner

Become a Partner in our Events

- **Personal Protective Equipment Day 2020**
  March 18, 2020

- **Ergonomics Day 2020**
  2nd half of 2020

In a professional and relaxed atmosphere, you can present yourself to an interested audience and make new contacts. Sufficient break times allow for intensive conversations.

These Events will be heavily promoted in various Occupational Safety media, including the specialist journals Sicherheitsingenieur, Sicherheitsbeauftragter and ErgoMed, as well as on [www.sifa-sibe.de](http://www.sifa-sibe.de)

**Print and Online Media:**
Sicherheitsingenieur, Sicherheitsbeauftragter, ErgoMed, in addition to other appropriate Konradin media.

Premium Partners are represented with their Logo on all event Advertising materials (Advertisements, Flyers, Editorial announcements) and on the Website Landing Page for the complete duration!

---

## Benefits for Sponsors

### Services at a glance

<table>
<thead>
<tr>
<th>Basic</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event organisation, location, catering, moderation</td>
<td>✔️</td>
</tr>
<tr>
<td>Event promotion print/online/newsletter</td>
<td>✔️</td>
</tr>
<tr>
<td>Exhibition area approx. 3 x 2 m², 1 Person on site as Stand Staff</td>
<td>✔️</td>
</tr>
<tr>
<td>Your Logo on all event Advertising materials (Advertisements, Flyers, Editorial announcements) and on the Website Landing Page for the complete duration</td>
<td></td>
</tr>
<tr>
<td>List of Participants with Contact details (in compliance with GDPR)</td>
<td></td>
</tr>
</tbody>
</table>

**Package Price per Partner**

| 1,250.00 | 3,000.00 |

---

**Contact for further Information:**

Si-Akademie

Dr. Curt Haefner-Verlag GmbH

Vangerowstr. 14/1, 69115 Heidelberg

Phone +49 711 7594-4607

E-Mail si-akademie@konradin.de

We also offer Sponsor Packages for other Events. For further details please contact us!
sifa-sibe.de – the joint online portal of the trade magazines Sicherheitsingenieur and Sicherheitsbeauftragter

In brief: In addition to the varied news from the field of occupational health and safety, users appreciate the website’s extensive online archive with numerous expert articles as well as helpful product recommendations and tips on events and training seminars.

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>
</table>
| Leaderboard/ Large Leaderboard/ Expandable Leaderboard | ![Leaderboard](image1.png) ![Large Leaderboard](image2.png) ![Expandable Leaderboard](image3.png) | 728 x 90
970 x 90
728 x 90 and 728 x 300 | Placement above the Header | ![Mobile](image4.png) | 300 x 50 | 440.00 |
| (Sticky) Skyscraper/ (Sticky) Wide Skyscraper | ![Sticky Skyscraper](image5.png) ![Wide Skyscraper](image6.png) | 120 x 600
160 x 600 | Placement on the right side next to Content (Sticky: Banner remains in the field of view when scrolling the page) | ![Mobile](image7.png) | 300 x 50 | 400.00 |
| Hockeystick/ Wallpaper with additional background colour HEX-Code | ![Hockeystick](image8.png) ![Wallpaper](image9.png) | 728 x 90 and 160 x 600
or 970 x 90 and 120 x 600 | Leaderboard adjacent to Skyscraper on the right | ![Mobile](image10.png) | 300 x 75 | 600.00 |
| Frame Ad | ![Frame Ad](image11.png) | 120 x 600 and 1.125 x 90 and 120 x 600 | Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format | ![Mobile](image12.png) | 300 x 75 | 650.00 |
| Billboard | ![Billboard](image13.png) | 970 x 250 | Banner directly below the Navigation Bar | ![Mobile](image14.png) | 300 x 75 | 480.00 |
| Medium Rectangle/ Video Ad | ![Medium Rectangle](image15.png) ![Video Ad](image16.png) | 300 x 250 | Banner within Content or in the outer column | ![Mobile](image17.png) | 300 x 250 | 360.00 |

*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.
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>Basic price for 1 year: 2,950.00</td>
</tr>
<tr>
<td>Start possible anytime</td>
<td>*Leads on demand, per lead: 70.00</td>
</tr>
<tr>
<td>Additional 3 download offers: 300.00</td>
<td>Extension by additional 12 months: 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 (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 (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 (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 (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 (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 (Partner for electronics manufacturing / 7 issues)</td>
<td>1,320.00</td>
<td>3,610.00</td>
<td></td>
</tr>
<tr>
<td>Industrieanzeiger (Partner for the industry / monthly, issues: 1, 3, 6, 10, 13, 16, 18, 21, 23, 25, 27, 28)</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>KEM Konstruktion (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 (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 (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 (Partner for the pharma industry / 5 issues)</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>QUALITY ENGINEERING (Partner for quality assurance / 5 issues)</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsbeauftragter (Partner for occupational safety / 10 issues)</td>
<td>1,980.00</td>
<td>3,940.00</td>
<td></td>
</tr>
<tr>
<td>Sicherheitsingenieur (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 (examples):*
- Drive technology
- Industrial safety
- Automation
- Operating equipment
- C-part management
- Energy management
- Fluid engineering
- Used machinery
- Handling technology
- Industrial building
- Industry services
- Components + Systems
- Plastics processing
- Laser technology
- Logistics
- Materials flow
- Microsystems technology
- Assembly technology
- Surface technology
- Quality assurance
- Robotics
- Joining technology
- Packaging
- Materials
- Tool and mould making
- Supply industry

*Categories might be modified by Konrad*
**Title:** sifa-sibe.de Newsletter

The joint newsletter of the trade magazines Sicherheitsbeauftragter and Sicherheitsingenieur

**In brief:**
The weekly newsletter provides up-to-date and interesting reports on industrial safety and prevention. It conveys practice-oriented and exclusive knowledge about the industry, innovations and trends as well as products and events. Customers and readers utilise the magazines and the online information so that they are fully informed.

**Frequency:** Weekly, every Thursday

**Distribution:** Over 2,000 personally named recipients from the field of industrial safety.

**Target group:** Safety at work executives, safety engineers, safety officers, company physicians, health managers.

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**Ad format*/position | Size in pixels (w x h) | Prices**
---|---|---
Leaderboard above header | 728 x 90** | 350.00
Text/image ad | Image: 200 x 150, text: 300 char. (incl. spaces) | 300.00
Fullbanner | 468 x 60** 590 x 100** | 300.00
Medium Rectangle | 300 x 250 | 300.00

*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.
## 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 above header</td>
<td>728 x 90**</td>
<td></td>
</tr>
<tr>
<td>3 x Text/image ad or Image: 200 x 150, text: 300 char. (incl. spaces)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 x Fullbanner</td>
<td>468 x 60**</td>
<td></td>
</tr>
<tr>
<td>3 x Medium Rectangle</td>
<td>300 x 250</td>
<td>2,000.00</td>
</tr>
</tbody>
</table>

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

## 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.

## Distribution:
2,000 opt-in subscribers of the sifa-sibe.de newsletter

Dispatch dates: upon request

## 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 multimedia 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 < 5 min.)
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

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.

All prices without agency commission.
Further options 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.

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcement of your webinar on the website with image • text • registration page</td>
<td></td>
</tr>
<tr>
<td>Promotion in newsletter • website • further appropriate media of Konradin Industrie</td>
<td></td>
</tr>
<tr>
<td>E-mailing of invitations • reminders • appointment reminders • follow-ups</td>
<td></td>
</tr>
<tr>
<td>Online webinar space and live transmission (approx. 60 minutes), Poll during the live broadcast</td>
<td></td>
</tr>
<tr>
<td>Professional moderator, inclusion of up to two speakers on your side (technical checks before broadcast)</td>
<td></td>
</tr>
<tr>
<td>Registration list including contact details</td>
<td></td>
</tr>
<tr>
<td>Detailed reporting</td>
<td></td>
</tr>
<tr>
<td>On-demand webcast after live transmission on the website with image and text</td>
<td>7,700.00</td>
</tr>
</tbody>
</table>

**Package price**
(No agency commission on price)

### 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><strong>Running time of 3 months, including leads</strong> (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><strong>Project set-up</strong></td>
</tr>
<tr>
<td><strong>Price per lead</strong> (minimum order volume 50 leads) from 70.00/lead</td>
</tr>
<tr>
<td>(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
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

(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="image1" 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="image2" alt="Position" /></td>
<td>300 x 50</td>
<td>600.00</td>
</tr>
<tr>
<td>(Sticky) Skyscraper/ (Sticky) Wide Skyscraper</td>
<td><img src="image3" 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="image4" 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="image5" 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="image6" alt="Position" /></td>
<td>300 x 75</td>
<td>1,400.00</td>
</tr>
<tr>
<td>Frame Ad</td>
<td><img src="image7" 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="image8" alt="Position" /></td>
<td>300 x 75</td>
<td>1,600.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image9" alt="Position" /></td>
<td>970 x 250</td>
<td>Banner directly below the Navigation Bar</td>
<td><img src="image10" alt="Position" /></td>
<td>300 x 75</td>
<td>650.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image11" alt="Position" /></td>
<td>300 x 250</td>
<td>Banner within Content or in the outer column</td>
<td><img src="image12" 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 advertising company profile, see page 28
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.

**Architecture**
- 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

**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
Benefit from the unique reach in your search for the best candidates of this industry.

Working World
In the Working World channel, you can address applicants who are interested in industrial safety and ergonomic working and who always need to be informed about the current legal situation.

<table>
<thead>
<tr>
<th>WORKING WORLD</th>
<th>PRINT JOURNAL inc. 4 weeks Basic Job Online*</th>
<th>ONLINE ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1/4 page</td>
<td>1/2 page</td>
</tr>
<tr>
<td>Sicherheitsbeauftragter</td>
<td>800.00</td>
<td>1,560.00</td>
</tr>
<tr>
<td>Sicherheitsingenieur</td>
<td>750.00</td>
<td>1,460.00</td>
</tr>
<tr>
<td>ErgoMed</td>
<td>on request</td>
<td></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.

With print booking, the respective online channel is complimentary for 4 weeks!
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>Information 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*
To a significant extent, trade media trigger further activities:

- The interaction of editorial services and advertising-relevant information is seamless: trade media have a highly influential effect on professional decision-makers.
- Reading trade media prompts decision-makers to retrieve additional product information in different ways.
- Top decision-makers are significantly more active than the average. More often than their colleagues or employees, they retrieve further information from the provider based on what they read, or talk to others about this information.

**Trade media inspire**

**Trade media trigger further activities**

- 79% talked to others, such as colleagues, about this information
- 69% directly contacted the provider
- 51% ordered product brochures
- 45% attended a trade convention or event
- 76% retrieved more information from the provider’s website
- 53% visited a provider’s stand at a trade fair

![Survey Results](https://via.placeholder.com/150)

- **78%** of all decision-makers have talked to others, such as colleagues, about this information.
- **62%** have directly contacted the provider.
- **49%** have ordered product brochures.
- **43%** have attended a trade convention or event.
- **75%** have retrieved more information from the provider’s website.
- **53%** have visited a provider’s stand at a trade fair.

**All decision-makers**
**Top decision-makers**
Practiced once or several times by trade media users in the past 12 months
17 cross-media brands form the network of expertise for industry

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, production, 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

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.
Advertising Manager
Gerhard Binz
+49 711 7594-4608
gerhard.binz@konradin.de

Dr. Curt Haefner-Verlag GmbH
Vangerowstr. 14/1
69115 Heidelberg

Great Britain
Jens Smith Partnership – Keir Smith
The Court Long Sutton
Hook, Hampshire RG 29 1TA
+44 1256 862589
media@jens.demon.co.uk

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

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