Inhalt

- E-mailing
- E-mailing checklist
- E-mailing technical specifications
- Print mailing – Lettershop
- Print mailing – Lettershop checklist
- Contacts
E-mailing – directly addressing your individual target group

We send your e-mailing to interested persons and potential customers.
Select relevant features - Region • Industry • Company Size • Function • Position - from our qualified list of addresses for your mailing.

Core Industries
- Food and nutrition industry
- Chemical industry
- Pharmaceutical industry
- Metal production and processing
- Manufacture of metal products
- Electrical and electronic engineering
- Precision engineering/optics/measurement engineering
- Machine and plant engineering
- Vehicle manufacturing
- Medical technology

Functions:
- Executive management
- Technical and plant management
- Research and development
- Construction, engineering
- Project planning, planning
- Production, assembly, installation
- Quality management, quality assurance
- Purchasing
- Product manager, sales engineer

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

| Handling 1 e-mailing, 1 draft (corrected), 1 selection Use of existing template Distribution and reporting | 750.- |
| Address rental Minimum order € 750.- = 1,000 addresses per address ab € 0.75 |
| Multiple mailings for greater success: 1 reminder with same content, same template, Selection of addresses Handling per address | 110.- ab € 0.40 |

Prices without agency commission

Optional extras:
- Create template from € 150.-
- Create registration and landing page from € 150.-
- Additional modifications to the selection On request
- Make selection 100.-
- One-off selection modification or variation 50.-

Submission of data: see pages 4 and 5

media.industrie@konradin.de | +49 711 75 94-552
## Checklist for your e-mailing

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsible Party</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set the distribution date</td>
<td>Agent and client and distributor</td>
<td>To be agreed</td>
</tr>
<tr>
<td>Define target group</td>
<td>Client and agent</td>
<td>To be agreed</td>
</tr>
<tr>
<td>Selection</td>
<td>Konradin data manager</td>
<td>Performed by Konradin</td>
</tr>
<tr>
<td>Define the subject line&quot;</td>
<td>What should be written in the “subject line”?</td>
<td>To be agreed</td>
</tr>
<tr>
<td>Template</td>
<td>Supplied by customer or created by Konradin?</td>
<td>To be agreed</td>
</tr>
<tr>
<td>Draft</td>
<td>Template to customer for approval</td>
<td>Performed by Konradin</td>
</tr>
<tr>
<td>Registration page optional</td>
<td></td>
<td>To be agreed</td>
</tr>
<tr>
<td>Reminder optional, recommended</td>
<td>Desired?</td>
<td>As requested</td>
</tr>
<tr>
<td>Reporting</td>
<td>Desired?</td>
<td>Performed by Konradin</td>
</tr>
</tbody>
</table>
### Documents required for e-mailing

<table>
<thead>
<tr>
<th>Documents required for e-mailing</th>
<th>Size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sender details</td>
<td></td>
<td>Footer details</td>
</tr>
<tr>
<td></td>
<td></td>
<td>– details for the mailing’s so-called “Impressum” (legal notice). Including, if necessary, details about the “Impressum”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sender: details about the prefix</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Example: “<a href="mailto:prefix@business-informant.de">prefix@business-informant.de</a>”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Name of sender: this is shown in the mailboxes as the sender. A person or company name can be shown here.</td>
</tr>
<tr>
<td>Subject line</td>
<td>max. 60 characters</td>
<td>Content in the mailing’s subject line. Short texts are preferable so that the subject line can be fully read on all devices. Mention of product benefits and target persons.</td>
</tr>
<tr>
<td>Design details</td>
<td></td>
<td>Font size</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Font (Arial/Verdana/TimesNewRoman, as they can be displayed by every client)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Background colours</td>
</tr>
<tr>
<td>Text template</td>
<td>DOC</td>
<td>Word, optimally with rough layout (position images/text/links)</td>
</tr>
<tr>
<td>Image files</td>
<td>PNG, JPG, GIF</td>
<td>(Animations will not be displayed/played)</td>
</tr>
<tr>
<td>Company logo</td>
<td>PNG</td>
<td>Image and requested position of the company logo</td>
</tr>
<tr>
<td>Details about links</td>
<td></td>
<td>URL and position of the links in the mailing – e.g. word passages, images amongst other things</td>
</tr>
<tr>
<td>Data volume</td>
<td>max. 15 KB</td>
<td></td>
</tr>
</tbody>
</table>

**Data submission 7 days before campaign start:** via e-mail to your contact in sales
### Pre-prepared HTML for e-mailing

<table>
<thead>
<tr>
<th>Alternative pre-prepared HTML:</th>
<th>A HTML document can also be made available. Please remember that the template is not a web page but has a responsive design for mail clients.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria:</td>
<td>A simple HTML code is used so that every e-mail client can display the sent e-mail correctly.</td>
</tr>
<tr>
<td></td>
<td>A Doc type is not specified.</td>
</tr>
<tr>
<td></td>
<td>CSS code should be inserted directly in the place in which it should be effective and not integrated into the header.</td>
</tr>
<tr>
<td></td>
<td>Don’t use background graphics.</td>
</tr>
<tr>
<td></td>
<td>Don’t use rowspan.</td>
</tr>
<tr>
<td></td>
<td>When possible please use old attributes (e.g. align = center not style = margin:0 auto; – height = 100 not style = height: 100px; etc)</td>
</tr>
<tr>
<td></td>
<td>700 to 750 px should not be exceeded. Otherwise a horizontal scrollbar will appear on many screens.</td>
</tr>
<tr>
<td>Very important:</td>
<td>The HTML code may not be generated using Word. OFT files also have to be fully regenerated by us.</td>
</tr>
</tbody>
</table>

**Data submission 7 days before campaign start:**
via e-mail to your contact in sales
Print mailing | Lettershop | Direct mailing
– Print is effective

We send classical print mailings to interested persons and potential customers.
Select relevant features - Region • Industry • Company Size • Function • Position - from our qualified list of addresses for your print mailing.

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

<table>
<thead>
<tr>
<th>Handling of your print mailing</th>
<th>T&amp;M basis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 selection based on Region, Industry, Company Size, Function and Position. Production, processing, postage, distribution</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address rental</th>
<th>per address</th>
<th>from € 0.55</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum order € 1,100.- = 2,000 addresses</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prices without agency commission

Tip: mailing campaigns are ideal for invitations to roadshows, house-to-house distribution, open-day events, trade shows, webinars, webcasts, product presentations and much more.

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Core Industries

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- Purchasing
- Product manager, sales engineer

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Optional extras:

- Multiple distribution for more success
  On request

- Differentiated selection or modification of the selection
  On request

- Make selection
  100.–

- One-off selection modification / variation
  50.–
## Checklist for your print mailing

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Set sending date</strong></td>
<td>Agency and client and sender</td>
<td>To be agreed</td>
</tr>
<tr>
<td><strong>Define target group</strong></td>
<td>Industry, function, further criteria?</td>
<td>To be agreed</td>
</tr>
<tr>
<td><strong>Selection</strong></td>
<td>Post mailing address selection</td>
<td>Performed by Konradin data manager</td>
</tr>
<tr>
<td><strong>Addresses</strong></td>
<td>Include control address?</td>
<td>To be agreed</td>
</tr>
<tr>
<td><strong>Addresses</strong></td>
<td>Positive or negative comparison with customer addresses desired?</td>
<td>To be agreed</td>
</tr>
<tr>
<td><strong>Addresses</strong></td>
<td>Selection modification desired?</td>
<td>To be agreed</td>
</tr>
<tr>
<td><strong>Addresses</strong></td>
<td>Costs of <strong>address rental</strong> and additional selection costs</td>
<td>Paid for by client</td>
</tr>
</tbody>
</table>
| **Mailing** | Define size of mailing  
Format, number of parts, weight  
Define paper quality incl. colour  
Personalised elements e.g. personalised subject line  
Follow-up mailings or reminders planned? | Your requirements |
| **Production** | Production by Konradin Lettershop  
Letter, flyer/advertising, envelope (machine enveloping)  
max. 2 correction runs | Performed by Konradin |
| **Lettershop** | Data handling, folding, enveloping, franking, delivering mail | Performed by Konradin |
| **Postage** | Postage costs will be calculated and invoiced in advance | Paid for by client |
| **Returned mailings** | Returned mailings (undeliverable post) have to be sent to Konradin.  
The sender address is printed on the envelope.  
Should returned mailings land up at the client, they should be forwarded to us so that data can be revised. | Performed by Konradin  
Performed by client |
| **Reporting** | Reporting for print mailings is possible – divided up into:  
The Recipient leaves, Company dissolved, no interest, Change of company name/address categories. | Performed by Konradin on request |
Your Conversation Partners

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dei – Prozesstechnik für die Lebensmittelindustrie
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EPP
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