Native Advertising 2020

Inhalt
1. What is native advertising?
2. Perception of native advertising
3. Sponsored article
4. Partner page
5. Your contact
Native Advertising

Native advertising means extra publicity and prospective customers for your company

Konradin’s native advertising services transport your messages with a **high degree of information content** credibly and effectively to your target group.

In combination with your classical advertising, native advertising supports you sustainably in consolidating and strengthening your functional expertise within your relevant target group.

**Your advantages:**
- You offer your readers/users real benefits and added value.
- Your advertising and brand message is integrated within professionally researched and written articles on topic oriented websites.
- Profit from the excellent credibility and expertise of our media brands.
- Your native advertising cannot be removed by ad blockers.

Sponsored article

Partner page
Native Advertising | Sponsored Article (prices valid from 01.10.2019, in €, plus VAT)

Data transfer via e-mail to: auftragsmanagement@konradin.de
at least 4 weeks before the start of the campaign

<table>
<thead>
<tr>
<th>Data</th>
<th>Size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kicker optional</td>
<td>max. 50 characters incl. spaces, keywords</td>
<td>TXT, DOC</td>
</tr>
<tr>
<td>Headline</td>
<td>max. 60 characters incl. spaces</td>
<td>TXT, DOC</td>
</tr>
<tr>
<td>Article</td>
<td>Max. 6,000 characters incl. spaces</td>
<td>TXT, DOC</td>
</tr>
<tr>
<td>URL for linking</td>
<td></td>
<td>TEXT, DOC</td>
</tr>
<tr>
<td>Featured image</td>
<td>694 x 456 pixel</td>
<td>JPG</td>
</tr>
<tr>
<td>Images accompanying article optional</td>
<td>500 x 333 or 333 x 500 at 150 dpi, 2-3</td>
<td>JPG</td>
</tr>
<tr>
<td>Text accompanying images</td>
<td>Captions, credits</td>
<td>TXT</td>
</tr>
</tbody>
</table>

Theme
You determine the theme that you would like to transport to the market.

Content
You supply the test, the specialist editors check and edit from case to case. To enhance the credibility and usability of the text, we recommend you refrain from making any promotional statements.

Duration
Publication is for a period of four weeks, or as agreed. It can be started at any time. After the four weeks expire, the sponsored article will remain available in the archive.

Image
A featured image (694 x 456 pixel) is mandatory, up to 3 other images are possible (images without watermarks or similar).

Positioning
Integration as an article (Teaser) in the editorial section of the home page. A maximum of two sponsored articles are possible on the home page.

Sponsored Article – services and prices (lead time at least 4 weeks)
(Is marked as “advert”)

- with up to a maximum of 6,000 characters (DOC) incl. spaces.
- plus 1 teaser image plus a maximum of 2-3 other images (150 dpi, JPG)
- plus links within the text

Package price per website 3,700.–
Native Advertising | Partner Page (prices valid from 01.10.2019, in €, plus VAT)

<table>
<thead>
<tr>
<th>Required data</th>
<th>Size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme</td>
<td>Specific thematic focus (gladly incl. keywords for SEO by Konradin)</td>
<td></td>
</tr>
<tr>
<td>Header text</td>
<td>max. 600 characters incl. spaces, keywords</td>
<td>TXT, DOC</td>
</tr>
<tr>
<td>Header image</td>
<td>1025 x 400 pixels</td>
<td>JPG</td>
</tr>
<tr>
<td>Logo</td>
<td>max. 200 pixels wide</td>
<td>JPG</td>
</tr>
<tr>
<td>Per article:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image coupled to article obligatory</td>
<td>694 x 456 pixels</td>
<td>JPG</td>
</tr>
<tr>
<td>Text</td>
<td>Up to 6,000 characters incl. spaces</td>
<td>TXT, DOC</td>
</tr>
<tr>
<td>2-3 extra images optional</td>
<td>500 x 333 or 333 x 500 at 150 dpi</td>
<td>JPG</td>
</tr>
<tr>
<td>URL for linking</td>
<td></td>
<td>TXT, DOC</td>
</tr>
</tbody>
</table>

Data transfer via e-mail to: auftragsmanagement@konradin.de
At least 8 weeks prior to start of campaign

Partner page – services and prices (lead time at least 8 weeks)

**Topic:** you determine the topic you would like to transport to the marker and the extent to which we may support you content-wise. Set thematic focuses.

**Positioning:** partner pages are listed in the navigation under Partner Contents. Teasers create additional traffic.

**Images:** we are happy to insert your visual concept alongside your company logo in the header. Other images will then follow within the text (images without watermarks and the like).

**Going live:** we first obtain your approval before a partner page goes online officially.

**BASIC**

**Contents:**
Are all supplied by yourself. Possible formats: articles, texts, PDF, videos, images etc.

**Positioning:**
Advertisement in the navigation

**Run-time:** 3 months

<table>
<thead>
<tr>
<th>magazine</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Das Magazin für generative Fertigung</td>
<td>additive</td>
</tr>
<tr>
<td>Automationspraxis</td>
<td>Beschaffung aktuell</td>
</tr>
<tr>
<td>cav – Prozesstechnik für die Chemieindustrie</td>
<td>5,300.–</td>
</tr>
<tr>
<td>dei – Prozesstechnik für die Lebensmittelindustrie</td>
<td>6,400.–</td>
</tr>
<tr>
<td>elektro AUTOMATION</td>
<td>EPP</td>
</tr>
<tr>
<td>ELEKTRONIK PRODUKTION &amp; PRÜFTECHNIK</td>
<td>EPP Europe</td>
</tr>
<tr>
<td>Industrieanzeiger</td>
<td>8,000.–</td>
</tr>
<tr>
<td>KEM Konstruktion</td>
<td>KEM</td>
</tr>
<tr>
<td>mav Innovationen in der spanenden Fertigung</td>
<td>4,600.–</td>
</tr>
<tr>
<td>medizin&amp;technik</td>
<td>phpro – Prozesstechnik für die Pharmaindustrie</td>
</tr>
<tr>
<td>QUALITY ENGINEERING</td>
<td>on request</td>
</tr>
</tbody>
</table>

**PREMIUM**

The prices depend on the contents to be created, banners, the positioning and integration within the Konradin website as well as the promotion and run time.

Optional is the integration of the partner’s downloads (e.g. whitepaper, webcast) after registration or the integration of a social media feed.

All these components can be individually modified on the PREMIUM partner page and are defined on request.
Your Conversation Partners

Advertising Manager

Joachim Linckh
Phone +49 711 7594-565
Mobil +49 173 353 92 11
joachim.linckh@konradin.de
Industrieanzeiger
Beschaffung aktuell
medizin&technik
QUALITY ENGINEERING
Industrie.de

Andreas Hugel
Phone +49 711 7594-472
Mobil +49 173 353 92 59
andreas.hugel@konradin.de

cav – Prozesstechnik für die Chemieindustrie
cpp – Process technology for the chemical industry
dei – Prozesstechnik für die Lebensmittelindustrie
elektroAUTOMATION
EPP
EPP EUROPE
KEM Konstruktion
phpro – Prozesstechnik für die Pharmaindustrie

Project Management

International Representatives

Great Britain
Jens Smith Partnership
Jens Smith
The Court Long Sutton
Hook, Hampshire RG 29 1TA
Phone +44 1256 862589
Fax +44 1256 862182
media@jens.demon.co.uk

USA, Canada
D.A. Fox Advertising Sales, Inc.
Detlef Fox
5 Penn Plaza, 19th Floor,
New York, NY 10001
Phone +1 212 8963881
Fax +1 212 6293988
detleffox@comcast.net

Peter Hamberger
Phone +49 711 7594-360
Mobil +49 173 353 97 04
peter.hamberger@konradin.de

Automationspraxis
mav
additive