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Newsletter Overview

Newsletter for experts
All the “Konradin Industrie” trade magazines also inform their readers – function and industry-oriented – via newsletters.

Potential usages/advantages
- direct linking
- quick information medium
- the latest information
- tailored combinations across all target groups

Other services:
E-mailing
Also use the addresses for individual mailings.

Professionally written special newsletter
The range of topics will be agreed with yourselves. The advertising spaces are available for you exclusively.

Just call and ask us about the opportunities.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Recipients</th>
<th>Frequency</th>
<th>Target group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automationspraxis Newsletter</td>
<td>10,000</td>
<td>monthly – (4th Wednesday)</td>
<td>Deciders in the production sector as well as master craftsmen and technicians searching for automation solutions in their own operations.</td>
</tr>
<tr>
<td>Beschaffung aktuell – der Newsletter für Profis im Einkauf</td>
<td>10,000</td>
<td>2x monthly</td>
<td>Deciders in purchasing, supply management, technical purchasing and logistics as well as CEOs and directors in mid and large-sized companies in every industry.</td>
</tr>
<tr>
<td>prozesstechnik-online-Newsletter</td>
<td>17,400</td>
<td>weekly</td>
<td>Owners, CEOs, technical management and investment deciders in the chemical, pharmaceutical and foodstuff industries.</td>
</tr>
<tr>
<td>Automatisierung im Blick</td>
<td>12,500</td>
<td>weekly - Wednesdays</td>
<td>Recipients wanting to inform themselves about the latest electrical automation innovations.</td>
</tr>
<tr>
<td>EPP-News</td>
<td>10,000</td>
<td>weekly Wednesdays + trade show NL</td>
<td>Subscribers are professional and known by name recipients wanting to inform themselves about the latest innovations in electronic manufacturing process.</td>
</tr>
<tr>
<td>EPP-EUROPE-News</td>
<td>9,000</td>
<td>2x monthly - Tuesdays</td>
<td>The English language newsletter supplies interesting and important news for Europe.</td>
</tr>
<tr>
<td>Industrie-News</td>
<td>26,000</td>
<td>Weekly - Tuesdays</td>
<td>Function: 86% CEOs and directors, heads of departments. Industry: 53% mechanical engineering, 19% metal production and processing.</td>
</tr>
<tr>
<td>IT trifft auf Industrie</td>
<td>20,000</td>
<td>weekly</td>
<td>On the one hand we address professionals/specialists with an IT background who in future will be involved with IT in the production environment. On the other we focus on IT managers in the production with a manufacturing background.</td>
</tr>
<tr>
<td>Engineering im Blick</td>
<td>17,000</td>
<td>Weekly - Thursdays</td>
<td>Constructors, development engineers and product development managers with responsibility for planning and decision-making in mechanical engineering and electronics.</td>
</tr>
<tr>
<td>Systems Engineering</td>
<td>5,000</td>
<td>2x monthly - Fridays</td>
<td>Aim is to make Systems Engineering attractive for responsible persons in the technological sector.</td>
</tr>
<tr>
<td>mav Newsletter Späne à la carte</td>
<td>10,000</td>
<td>monthly - (3rd Wednesday)</td>
<td>Deciders in metal-cutting manufacturing.</td>
</tr>
<tr>
<td>medizin&amp;technik-News</td>
<td>6,500</td>
<td>2x per month - Fridays + trade show NL</td>
<td>Recipients that want to inform themselves about innovations in medical technology: they are manufacturers of medical devices, products and components in the development and production department, but also CEOs in medical technology.</td>
</tr>
<tr>
<td>QUALITY-News</td>
<td>11,500</td>
<td>Monthly - Wednesdays + trade show NL</td>
<td>Persons responsible for quality management in manufacturing</td>
</tr>
<tr>
<td>Sicherheitsbeauftragter-Newsletter</td>
<td>2,000</td>
<td>weekly - Thursdays</td>
<td>Specialists for work safety, safety engineers, safety officers, company physicians, health managers</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Text-image advert</td>
<td>Full banner in content</td>
<td>Leaderboard above header</td>
</tr>
<tr>
<td>------------</td>
<td>------------------</td>
<td>------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Automationspraxis Newsletter</td>
<td>750.-</td>
<td>500.-</td>
<td>875.-</td>
</tr>
<tr>
<td>Beschaffung aktuell – der Newsletter für Profis im Einkauf</td>
<td>840.-</td>
<td>840.-</td>
<td>1.050.-</td>
</tr>
<tr>
<td>Prozesstechnik-Newsletter</td>
<td>840.-</td>
<td>840.-</td>
<td>1.200.-</td>
</tr>
<tr>
<td>Automatisierung im Blick</td>
<td>610.-</td>
<td>610.-</td>
<td>1.000.-</td>
</tr>
<tr>
<td>EPP-News</td>
<td>620.-</td>
<td>620.-</td>
<td>1.250.-</td>
</tr>
<tr>
<td>EPP-EUROPE-News</td>
<td>620.-</td>
<td>620.-</td>
<td>1.250.-</td>
</tr>
<tr>
<td>Industrie-News</td>
<td>940.-</td>
<td>940.-</td>
<td>1.550.-</td>
</tr>
<tr>
<td>IT trifft auf Industrie</td>
<td>1.000.-</td>
<td>1.000.-</td>
<td>1.550.-</td>
</tr>
<tr>
<td>Engineering im Blick</td>
<td>685.-</td>
<td>685.-</td>
<td>1.130.-</td>
</tr>
<tr>
<td>Systems Engineering</td>
<td>400.-</td>
<td>400.-</td>
<td>600.-</td>
</tr>
<tr>
<td>mav Newsletter</td>
<td>750.-</td>
<td>500.-</td>
<td>875.-</td>
</tr>
<tr>
<td>medizin&amp;technik-News</td>
<td>610.-</td>
<td>610.-</td>
<td>800.-</td>
</tr>
<tr>
<td>QUALITY-News</td>
<td>660.-</td>
<td>660.-</td>
<td>870.-</td>
</tr>
<tr>
<td>Sicherheitsbeauftragter-Newsletter</td>
<td>300.-</td>
<td>300.-</td>
<td>350.-</td>
</tr>
</tbody>
</table>

All prices per issue/advert
**Newsletter Data transfer**

**Data transfer:**

7 days before the start of the campaign via e-mail to auftragsmanagement@konradin.de

Format: GIF, JPG. (DOC additional for text/image display). Tracking code or Redirect are possible. Web beacons are not integrated.

File size: max. 60 KB

Please do not send us animated images as they can only be correctly depicted in the web view.

**Formats:**

**Text image display**
Image: (GIF, JPG) / 200 x 100
Text: 300 characters (incl spaces) + Link

**Full banner**
468 x 60 or 590 x 100

**Leaderboard over header**
728 x 90

**Medium rectangle**
300 x 250
Your Conversation Partners

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

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