Beschaffung aktuell

MEDIA KIT 2027

PRINT

DIGITAL

CONTENT MARKETING

LEADS

EVENTS



konradin Industrie

BESCHAFFUNG AKTUELL PROVIDES PRACTICAL ADVICE ON NAVIGATING MODERN PROCUREMENT.

We focus on the key issues that will shape purchasing in 2027: security of supply, risk management, digitalisation with AI and automation, supply chain resilience amid geopolitical uncertainty, and the new skills required of tomorrow's procurement professionals. Through exclusive interviews, in-depth analyses and best practices, we provide the insights and inspiration you need to future-proof your procurement strategy.



Beschaffung aktuell

TARGET AUDIENCE

Decision-makers in purchasing, supply management, technical purchasing, indirect purchasing and logistics, plus managing directors and board members of medium-sized and large companies across all industries.

ALEXANDER GÖLZ
EDITOR-IN-CHIEF

"Successful companies are increasingly drawing inspiration from their suppliers' innovations. Well-organised innovation management therefore also belongs in procurement. Beschaffung aktuell gives its readers the decisive edge they need to create the right conditions for innovative purchasing."



MEDIA BRAND

PRINT+ DIGITAL

CIRCULATION

NEWSLETTER
8,072

Editorial newsletter per issue

Recipient addresses 4,036 [1]

Total circulation

2x per month **8,072**

SOCIAL MEDIA
12,364

LinkedIn followers [3]

TOTAL CONTACT OPPORTUNITIES
Beschaffung aktuell

78,322

per issue

WEBSITE
40,639

www.beschaffung-aktuell.de

Website per month **PIs: 40,639** **Users: 24,946** [2]

MAGAZINE
17,247

Print copy

print copy circulation 11,700

[1] ePaper 4,036

Total magazine circulation

per issue **15,736**

(plus additional print copy readers)

[4] **Yumpu**

Average views per issue 1,511

As of: July 2026

[1] Newsletter reporting, July 2026
[2] Matomo, 1st HY 2026
[3] LinkedIn, July 2026
[4] Yumpu, 1st HY 2026

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CAMPAIGNS TAILORED TO YOUR NEEDS:
We combine print, digital media and lead generation to create tailored solutions that are perfectly aligned with your goals.
Get in touch with us.

One click takes you straight to the topics that matter to you!

DIRECT

Media sales contacts 39
Editorial contacts 40

PRINT





Frequency: 8 issues per year

Format: DIN A4

Year: 74th year 2027

Memberships: bvik Bundesverband Industrie Kommunikation e.V.

Members of the Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. – BME – of the ÖPWZ and of the BMÖ receive “Beschaffung aktuell” as part of their membership.

Publishing house: Konradin-Verlag Robert Kohlhammer GmbH

Publisher: Katja Kohlhammer

READERSHIP ANALYSIS

1.1 **Industries/industrial sectors: Recipient categories**		Contact opportunities Magazine	
Industry codes acc. to classif. of industrial sectors 2008		%	Readers
C.10-11	General food industry	4.1	645
C.20-21	Manufacture of chemical and pharmaceutical products	6.3	991
C.22	Manufacture of rubber and plastic products	2.3	362
C.24	Manufacture of basic metals	14.1	2,219
C.25	Manufacture of fabricated metal products	17.9	2,817
C.26	Manufacture of data-processing devices, electrical and optical products	6.4	1,007
C.27	Manufacture of electrical equipment	4.3	677
C.28	Manufacture of machinery and equipment	25.0	3,934
C.29-30	Manufacture of motor vehicles and components Manufacture of other transport equipment	5.9	928
G.46	Wholesale (excluding vehicles)	7.4	1,164
H.49-53	Transport and traffic, logistics	2.0	315
J.61-63	Information technology, telecommunications	1.7	268
K.64-66	Provision of financial and insurance services	1.2	189
M.70, 72, 0.84	Administration, consulting, research and development	1.4	220
		100.0	15,736

1.2 **Company size:**	%	Contact opportunities Magazine Readers
1 – 49 employees	4.2	661
50 – 99 employees	10.9	1,715
100 – 199 employees	13.0	2,046
200 – 499 employees	13.1	2,061
500 – 999 employees	15.4	2,423
1,000 and more employees	43.4	6,829
	100.0	15,736

1.3 **Position in company**	%	Readers
Corporate management	7.0	1,102
1st management level (director)	27.1	4,264
2nd management level (supervisor)	46.2	7,270
Employees, skilled workers, specialists	19.7	3,100
	100.0	15,736

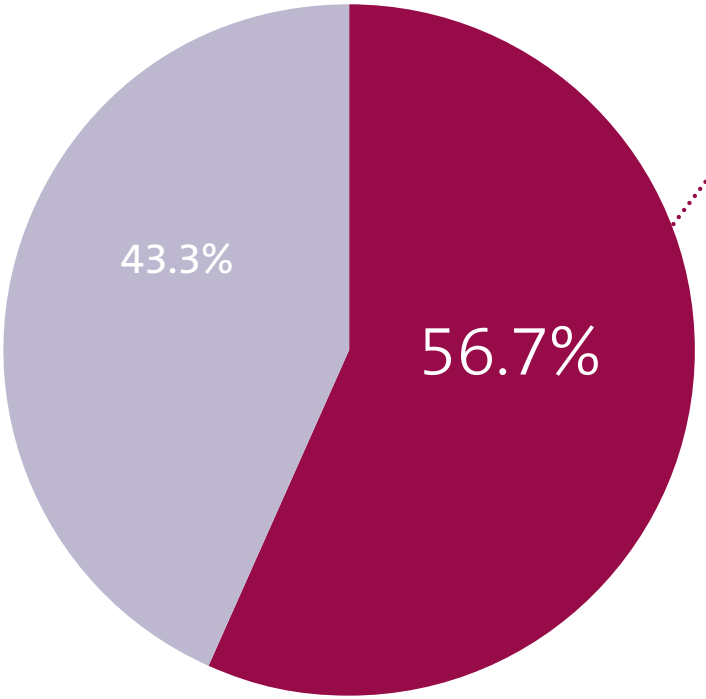
1.4 **Job function**	%	Readers
Management/tech. management	16.0	2,518
Production, manufacturing, assembly	7.6	1,196
Maintenance, repair	5.5	865
Purchasing, logistics, materials handling	70.9	11,157
	100.0	15,736

PRINT

BESCHAFFUNG AKTUELL

IN THE ADVERTISING MARKET

ADVERTISERS TRUST BESCHAFFUNG AKTUELL



Beschaffung aktuell

... is the No. 1* procurement magazine in 2026

*by pages



Trade magazines

- Beschaffung aktuell
- Technik + Einkauf

Source: mediaSkop advertising market monitoring, VU.Solutions
Period 01 - 07/2026

* Recorded advertising publications in pages: This includes advertisements, bound inserts, loose inserts and tip-ons. It does not include job advertisements, supplier listings, classifieds and house ads.

PURCHASE AND MANAGEMENT:
Source-to-pay & process automation, spend management, indirect procurement, data & AI in procurement, category management, innovation management, e-procurement & cloud solutions, risk management & compliance, process mining & workflow intelligence, contract lifecycle management, collaboration & project management, supplier risk intelligence & multi-tier-transparency, AI & ML in strategic sourcing, supply chain management, supply chain visibility, supplier management, marketplaces & indirect materials
ISSUES: in all issues

AUTOMATION & ROBOTICS:
e.g. electrical equipment, metrology, sensors, switch cabinets, control engineering, industrial robotics, service robotics, assembly and handling technology, identification technology, labelling technology, cobots
ISSUES: 1, 4, 5, 8

DRIVE AND FLUID TECHNOLOGY:
e.g. electric/mechanical drives, hydraulics, pneumatics, linear technology, couplings, rolling and plain bearings, seals, pumps, compressors
ISSUES: 3, 8

OPERATIONS:
e.g. pneumatic tools, workshop equipment, occupational health & safety, personal protective equipment PPE, extraction systems, noise protection, IT procurement, maintenance, servicing, predictive maintenance, cleaning technology, conference and presentation technology
ISSUES: 1, 4, 6, 7, 8

C-PARTS MANAGEMENT:
e.g. trading platforms, office supplies, joining technology
ISSUES: 2, 3, 5, 7

ENERGY:
e.g. energy purchasing, energy efficiency, energy storage
ISSUES: 1, 5

MANUFACTURING TECHNOLOGY:
e.g. manufacturing machines and processes, additive manufacturing, laser technology, precision tools, clamping technology, metalworking fluids, surface technology
ISSUES: 2, 4, 6, 7

INTRALOGISTICS/LOGISTICS:
e.g. industrial trucks, conveyor technology, transport systems, cranes, storage and retrieval machines, identification technology, order picking systems, warehouse equipment, procurement logistics, contract logistics, CEP services, materials management, supply chain management
ISSUES: 2, 3, 6, 7

TRAVEL & MOBILITY MANAGEMENT / FLEET & VEHICLE MANAGEMENT:
e.g. business travel, events, company cars, fleet management, commercial vehicles, vans, telematics, leasing, contract management, legal matters and insurance
ISSUES: 4, 6

SUPPLY:
e.g. surface technology, platforms, parts, components, systems, semi-finished products as well as raw, auxiliary and operating materials
ISSUES: 2, 3, 5, 8

PROFESSIONAL DEVELOPMENT & CAREER PLANNING
ISSUE: 6

PRINT

TOPIC OVERVIEW

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

EDITORIAL SCHEDULE 2027

Beschaffung aktuell

ISSUE	TOPICS		SPECIAL SECTIONS	TRADE FAIRS & EVENTS
1/2027 **Publication date:** 28.01.2027 **Advertising deadline:** 30.12.2026 **Editorial deadline:** 23.12.2026	**Sustainability/CSR:** Sustainability reporting requirements and best practices. **Risk management:** New approaches to dealing with supply chain disruptions and rising political risks. **Spend management:** KPI-based management of procurement and supplier relationships.	**Energy** e.g. energy purchasing, energy efficiency, energy storage **Automation & robotics** e.g. electrical equipment, metrology, sensors, switch cabinets, control engineering, industrial robotics, assembly and handling technology, ID technology, labelling technology, cobots **Operations** e.g. pneumatic tools, workshop equipment, occupational health and safety, personal protective equipment/PPE, extraction systems, noise protection, IT procurement, maintenance, cleaning technology, conference technology, presentation technology	**Energy procurement**	**DIAM & DDM** Heilbronn, 03.02.-04.02. **E-world** Essen, 16.02.-18.02. **Maintenance, Logistics & Automation** Dortmund, 24.02.-25.02.
2/2027 **Publication date:** 25.02.2027 **Advertising deadline:** 01.02.2027 **Editorial deadline:** 25.01.2027	**Source-to-pay/process automation:** Automating processes intelligently, reducing sources of error and freeing up capacity for strategic tasks. **Indirect procurement:** Strategies for optimising the often neglected area of indirect spend and C-parts. **Process mining & workflow intelligence:** Making processes transparent, automating them and improving them on the basis of data.	**Intralogistics/logistics** e.g. industrial trucks, conveyor systems, transport systems, cranes, storage and retrieval systems, ID technology, picking systems, storage technology, procurement logistics, contract logistics, CEP service providers, supply chain management **Manufacturing technology** e.g. manuf. machines and processes, additive manufacturing, laser technology, precision tools, clamping technology, metalworking fluids, surface technology **C-parts management** e.g. trading platforms, office supplies, joining technology **Supply** e.g. surface technology, platforms, parts, components, systems, raw materials	**Intralogistics/logistics** **Web session:** “Sustainability in Procurement” 17.03.2027	**JEC World** Paris, 02.03.-04.03. **intec/Z** Leizpig, 02.03.-05.03. **MECSPE** Bologna, 03.03.-05.03. **DSEI Germany** Hanover, 09.03.-12.03. **LogiMAT** Stuttgart, 16.03.-18.03.

PRINT

EDITORIAL SCHEDULE 2027

Beschaffung aktuell

ISSUE	TOPICS		SPECIAL SECTIONS	TRADE FAIRS & EVENTS
3/2027 **Publication date:** 25.03.2027 **Advertising deadline:** 01.03.2027 **Editorial deadline:** 22.02.2027	**Data & AI in procurement:** From predictive procurement to AI-supported negotiations – real-world use cases. **Category management:** Rethinking goods categories: agile, data-driven and market-oriented. **Innovation management in purchasing:** Early involvement in product development and supplier innovation. Building strong partnerships – and taking them to the next level.	**C-parts management** e.g. trading platforms, office supplies, joining technology **Drive and fluid technology** e.g. electric/mechanical drives, hydraulics, pneumatics, linear technology, couplings, plain and rolling bearings, seals, pumps and compressors **Intralogistics/logistics** e.g. industrial trucks, conveyor technology, transport systems, cranes, storage and retrieval systems, ID technology, picking systems, warehouse technology, procurement logistics, contract logistics, CEP service providers, supply chain management **Supply** e.g. surface technology, platforms, parts, components, semi-finished products, raw, auxiliary and operating materials	**Industrial Engineering & Supply**	**HANNOVER MESSE** Hanover, 05.04-08.04. **EEW European Energy Week** Hanover, 05.04-08.04. **Fastener Fair Global** Stuttgart, 06.04.-08.04. **EP & SCE 2027** Berlin, 19.04.-20.04. **transport logistic** Munich, 26.04.-29.04.
4/2027 **Publication date:** 05.05.2027 **Advertising deadline:** 09.04.2027 **Editorial deadline:** 02.04.2027	**E-procurement & cloud solutions:** Flexibility, scalability, and security in digital purchasing. **Risk management & compliance:** Mastering new regulatory requirements with ease. **Process mining:** Making processes visible, automating them, and enhancing them based on data.	**Manufacturing technology** e.g. manufacturing machines and processes, additive manufacturing, laser technology, precision tools, clamping technology, metalworking fluids, surface technology **Automation & robotics** e.g. electr. equipment, metrology, sensors, switch cabinets, control engineering, e.g. industrial robotics, service robotics, assembly and handling technology, ID technology, labelling technology, cobots **Operations** e.g. safety devices, occupational safety, PPE, extraction systems, noise protection, maintenance, servicing, predictive maintenance **Travel management & mobility** e.g. business travel, company cars, fleet management, commercial vehicles, leasing of forklifts and industrial trucks, contract management, legal matters and insurance	**Digitalisation in procurement** **Web session:** “AI in Procurement” 09.06.2027	**BME e-Lösungstage** Düsseldorf, 11.05.-12.05. **Moulding Expo** Stuttgart, 11.05.-12.05. **Control** Stuttgart, 11.05.-14.05. **Procurement Summit** Hamburg, 23.06.-24.06.

PRINT

EDITORIAL SCHEDULE 2027

Beschaffung aktuell

ISSUE	TOPICS		SPECIAL SECTIONS	TRADE FAIRS & EVENTS
5/2027 **Publication date:** 09.06.2027 **Advertising deadline:** 12.05.2027 **Editorial deadline:** 05.05.2027	**Contract lifecycle management:** Managing contracts strategically: minimising risks, increasing efficiency, enhancing transparency. **Collaboration & project management:** Improving interdisciplinary collaboration in procurement – from agile methods to co-creation with suppliers. **Indirect materials & marketplaces:** Digital marketplaces in practice – best practices and new platform models.	**Automation & robotics** e.g. electr. equipment, metrology, sensors, switch cabinets, control engineering, industrial robotics, assembly and handling technology, cobots **C-parts management** e.g. trading platforms, office supplies, joining technology **Energy** e.g. energy procurement, energy efficiency, energy storage **Supply** e.g. platforms, parts, components	**Web session:** "Innovative platforms for direct and indirect procurement" 14.07.2027	**ACHEMA** Frankfurt, 14.06.-18.06. **GIFA, Metec, Newcast, Thermprocess** Düsseldorf, 21.06.-25.06. **automatica** Munich, 22.06.-25.06. **Laser World of Photonics** Munich, 22.06.-25.06. **The Battery Show,** Stuttgart, 22.06.-24.06.
6/2027 **Publication date:** 02.09.2027 **Advertising deadline:** 09.08.2027 **Editorial deadline:** 02.08.2027	**Supplier risk intelligence & multi-tier transparency:** Identifying risks at an early stage, gaining better insight into sub-supply chains and building resilience **Spend management:** KPI-based management of procurement and supplier relationships. **AI & ML in strategic sourcing:** How artificial intelligence supports strategic supplier selection.	**Operations** e.g. pneumatic tools, occupational health & safety, personal protective equipment/PPE, extraction systems, noise protection, IT procurement, maintenance, cleaning technology **Manufacturing technology** e.g. manufacturing machines, additive manufacturing, laser technology, precision tools, clamping technology, metalworking fluids, surface technology **Intralogistics** e.g. industrial trucks, packaging technology, conveyor technology, cranes, storage and retrieval systems, ID technology, storage technology, supply chain management **Vehicle and fleet management, leasing** e.g. fleet management, commercial vehicles, leasing of forklifts and industrial trucks, contract management **Training & career planning**	**Web session:** "Procurement Days" 05.10.-06.10.2027	**IAA Mobility** Munich, 07.09.-12.09. **HUSUM WIND** Husum, 14.09.-17.09. **Fachpack** Nuremberg, 21.09.-23.09. **CMS** Berlin, 21.09.-24.09. **dpw** Amsterdam, September **Logistics Summit** Düsseldorf, 06.10.-07.10. **BVL Supply Chain CX** Berlin, October **KI Palooza** Stuttgart, October

PRINT

EDITORIAL SCHEDULE 2027

Beschaffung aktuell

ISSUE	TOPICS		SPECIAL SECTIONS	TRADE FAIRS & EVENTS
7/2027 **Publication date:** 28.09.2027 **Advertising deadline:** 02.09.2027 **Editorial deadline:** 26.08.2027	**Supply chain management:** Optimising the entire supply chain – from procurement to delivery. **Process automation & source-to-pay:** End-to-end optimisation from demand to payment. **Category management:** Strategic management of complex product groups – with a focus on ESG and total cost of ownership.	**Manufacturing technology** e.g. manufacturing machines, additive manufacturing, laser technology, precision tools, clamping technology, metalworking fluids, surface technology **C-parts management** e.g. trading platforms, office supplies, joining technology **Operations** e.g. pneumatic tools, workshop equipment, occupational health & safety, personal protective equipment/PPE, maintenance, conference technology, presentation technology **Logistics** e.g. procurem./ contract logistics, CEP service providers, supply chain management, ID technology, picking systems, materials mngmt.		**EMO** Milan, 04.10.-08.10. **A + A** Düsseldorf, 19.10.-22.10. **BVL Supply Chain CX** Berlin, October **Blechexpo** Stuttgart, 26.10-29.10. **Formnext** Frankfurt, 26.10-29.10.
8/2027 **Publication date:** 02.11.2027 **Advertising deadline:** 07.11.2027 **Editorial deadline:** 01.10.2027	**Supply chain visibility:** Real-time information as the basis for quick decisions and more resilient supply chains. **E-procurement & supplier management:** Data-driven control and automation in supplier management. **Indirect procurement & marketplaces:** Review of recent developments and outlook on trends for 2028.	**Drive and fluid technology** e.g. electric/mechanical drives, hydraulics, pneumatics, linear technology, couplings, plain and rolling bearings, seals, pumps and compressors **Automation & robotics** e.g. electr. equipment, switch cabinets, industrial robotics, service robotics, ID technology, labelling technology **Operations** e.g. workshop equipment, occupational health and safety, personal protective equipment/PPE, extraction systems, noise protection, IT procurement, cleaning technology, conference technology, presentation technology **Supply** e.g. surface technology, platforms, systems, raw materials	**62nd Purchasing and Logistics Symposium** BME	**DIAM & DDM** Bochum, 17.11.-18.11. **BME Symposium** Berlin, November **SPS** Nuremberg, 23.11.-25.11. **Euroguss** Nuremberg, 18.01.-20.01.2028 **Nortec** Hamburg, 08.02.2028

PRINT

RATE CARD 2027

ADS: TECHNICAL DATA

YOUR QUICK LINK TO US
Phone
+49 711 7594-554
Email
media.industrie@konradin.de



MAGAZINE FORMAT: DIN A4, 210 mm wide x 297 mm high, untrimmed: 216 mm wide x 303 mm high

TYPE AREA:
188 mm wide x 270 mm high, 4 columns, each 44 mm wide

PRINTING AND BINDING:
Web offset, perfect binding

POSITION: Rate for guaranteed position (from 1/3 page), 10% surcharge

COLOUR: Print colours (CMYK) in accordance with ISO 2846-1

FORMATS: from page 14 onwards

AGENCY COMMISSION:
15% on print media, 10% on digital media

PAYMENT CONDITIONS:
2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.
VAT no.: DE 811 236 132

BANK ACCOUNT: Baden-Württembergische Bank,
BIC: SOLADEST600, IBAN: DE28 6005 0101 0002 6238 87

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YOUR CONTACT

ADVICE, BOOKING:

→ CONTACTS
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ORDER CONFIRMATIONS, INVOICES, RECEIPTS, DATA DELIVERY AND TECHNICAL DETAILS:



Order management
KATJA MAYR
+49 711 7594-5843
katja.mayr@konradin.de

(Rates valid as of 01.10.2026, in €, plus VAT)

→ Details at: media.industrie.de
→ SEE NEXT PAGE FOR FORMATS

Beschaffung aktuell

ADS: STANDARD FORMATS

1/1 PAGE

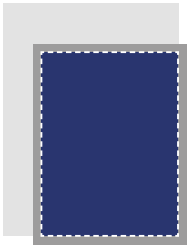


TRIM SIZE
210 x 297 mm

TYPE AREA
188 x 270 mm

TRIM SIZE	TYPE AREA
6,630.00	6,320.00

JUNIOR PAGE



TRIM SIZE
151 x 205 mm

TYPE AREA
140 x 190 mm

TRIM SIZE	TYPE AREA
4,060.00	3,930.00

1/2 PAGE

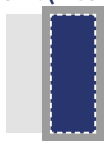
LAND. (4-COL.)



TRIM SIZE
210 x 150 mm

TYPE AREA
188 x 133 mm

PORT. (2-COL.)



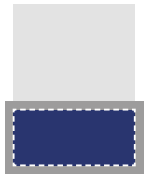
TRIM SIZE
103 x 297 mm

TYPE AREA
92 x 270 mm

TRIM SIZE	TYPE AREA
3,670.00	3,530.00

1/3 PAGE

LAND. (4-COL.)



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TYPE AREA
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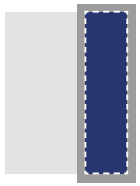
PORT. (1-COL.)



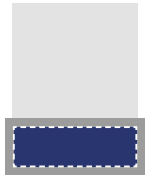
TRIM SIZE
71 x 297 mm

TYPE AREA
60 x 270 mm

TRIM SIZE	TYPE AREA
3,320.00	3,160.00

1/4 PAGE

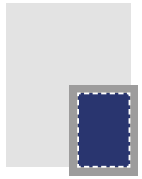
LAND. (4-COL.)



TRIM SIZE
210 x 82 mm

TYPE AREA
188 x 65 mm

LAND. (2-COL.)



TRIM SIZE
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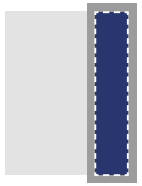
TYPE AREA
92 x 133 mm

PORT. (1-COL.)



TRIM SIZE
55 x 297 mm

TYPE AREA
44 x 270 mm

TRIM SIZE	TYPE AREA
2,300.00	2,160.00

1/8 PAGE

LAND. (4-COL.)



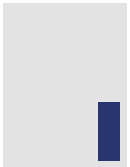
TYPE AREA
188 x 32 mm

LAND. (2-COL.)



TYPE AREA
92 x 65 mm

PORT. (1-COL.)



TYPE AREA
44 x 133 mm

TYPE AREA
1,490.00

Ad size

Trim size

3 mm bleed

Formats: width x height in mm
Trim size: add 3 mm to each side

up to 4 colours

FREQUENCY DISCOUNTS

5% from 3 placements

10% from 6 placements

→ SPECIAL FORMATS AND AD SPECIALS

(Rates valid as of 01.10.2026, in €, plus VAT)

SPECIAL FORMATS AND POSITIONS

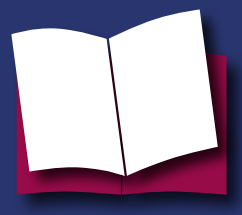
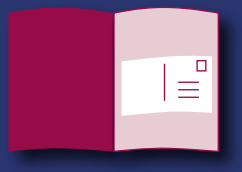
FORMATS	SPECIFICATIONS	TRIM SIZE	TYPE AREA	RATE (up to 4c)
2nd, 3rd or 4th COVER PAGE trim size		210 x 297		**10,310.00**
1/3 PAGE NEXT TO EDITORIAL trim size type area		71 x 297	60 x 270	**4,680.00** **4,540.00**
1/2 PAGE NEXT TO TABLE OF CONTENTS trim size type area		103 x 297	92 x 270	**5,970.00** **5,750.00**
TEXT BOX AD 1/4 page horizontal, 4c	3 placements 6 placements Consisting of text, image, logo, company address incl. preparation of print-ready files	188 x 65		**3,330.00** **5,990.00**
AD IN EDITORIAL SECTION 92 mm wide 60 mm wide 44 mm wide	Max. height 50 mm, minimum height 20 mm, surrounded by editorial on at least 3 sides, positioned: in News	92 x spec. 60 x spec. 44 x spec.		per mm 76.50 63.20 49.00
ADVERTORIAL	Regular ad rates (from 1/2, 1/1 and 2/1 page, 4c), see page 14 for rate table, 4c, produced by Konradin, layout adapted to Beschaffung aktuell			**from 5,250.00**
COVER PAGE	Booking subject to editorial approval and includes cover page and cover story.			**9,130.00**
SPECIAL SECTION COVER	Is designed by the editorial team and introduces a trade fair section or a special section. Your image on the special section cover is complemented by a technical article of up to two pages (see p. 17).			**5,100.00**
				BASIC RATE per year
CLASSIFIED ADS	PREMIUM COMPANY PROFILE (online) BUSINESS CARD (print) *more on page 36* COMPANY PROFILE + BUSINESS CARD COMBO		60 x 82	**2,050.00** **1,320.00** **3,100.00**

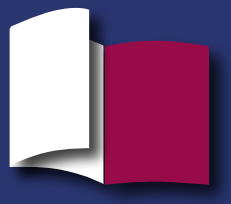
(Rates valid as of 01.10.2026, in €, plus VAT)

Formats: width x height in mm
Trim size: add 3 mm to each side

up to 4 colours

AD SPECIALS

	SPECIFICATIONS	RATES
LOOSE INSERT up to 25 g 	With reference to insert in magazine. Partial allocation by first digit of postcode is possible.	**290.00** per thsd. Partial inserts on request
TIP-ON/POSTCARD/POST-ITS 	Postcard, Automatic gluing Minimum size of carrier ad: 1/1 page Post-its, booklets, product samples and other glued-on advertising materials, manual gluing	**75.00** per thsd. **55.00** per thsd.* plus carrier ad upon request
BOUND INSERT 	**1 leaf = 2 pages** 135–180 gsm **2 leaf = 4 pages** 80–180 gsm	**8,630.00** **13,320.00**

	SPECIFICATIONS	RATES
DOUBLE GATEFOLD BOUND INSERT 	Bound insert opening towards the centre of the magazine.	**21,840.00**
GATEFOLDER 	Fold-out inside cover (gatefold)	**20,400.00**
COVER FLAP 	105 mm wide, attached on left-hand side with title logo featured on front	**11,730.00**

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

(Rates valid as of 01.10.2026, in €, plus VAT)

PRINT

SPECIAL SECTIONS

EYE-CATCHING COVERS FOR SPECIAL TOPICS!

In the theme issues and special sections, Beschaffung aktuell readers receive detailed background information, analyses and trends on a specific topic area. Your image introduces a theme issue or special section.

SERVICES

- Special section cover image
- Descriptive text on cover image
- Additional article on special section cover image on one of the following pages



YOUR PRODUCT ON THE SPECIAL SECTION COVER PAGE

Special section cover image + technical feature **5,100.00**

(Rates valid as of 01.10.2026, in €, plus VAT)

SPECIAL SECTIONS IN ADDITIONAL ISSUES AND AT TRADE FAIRS?

GET IN TOUCH
→ MEDIA SALES CONTACT

ISSUES

1/2027
PD: 28.01.2027 | AD: 02.12.2026
DD: 16.12.2026
Sustainability/CSR/energy/E-world

2/2027
PD: 25.02. | AD: 04.01. | DD: 18.01.
Source-to-pay/process automation/ LogiMAT

3/2027
PD: 25.03. | AD: 01.02. | DD: 15.02.
Data & AI in procurement / Hannover Messe/ Fastener Fair

4/2027
PD: 05.05. | AD: 12.03. | DD: 26.03.
BME e-Lösungstage *(BME eSolution Days)* / Procurement Summit

5/2027
PD: 09.06. | AD: 14.04. | DD: 28.04.
Contract lifecycle management

6/2027
PD: 02.09. | AD: 12.07. | DD: 26.07.
Supplier risk intelligence / Logistics Summit / dpw

7/2027
PD: 28.09. | AD: 05.08. | DD: 19.08.
Supply chain management / Deutscher Logisitk-Kongress *(German Logistics Congress)*

8/2027
PD: 02.11. | AD: 07.09. | DD: 21.09.
E-procurement / marketplaces BME Symposium

PD = publication date, AD = advertising deadline, DD = data delivery

→ GUIDELINES SPECIAL SECTIONS

PRINT

PURCHASING HIGHLIGHTS

GET YOUR INNOVATIONS NOTICED!

Your advertorial reaches your audience across multiple touchpoints – in our magazine, e-paper and on our high-traffic online portal. Online, it is featured prominently in the “Purchasing highlights” section.

To maximise visibility, we also promote your advertorial in our editorial newsletter. This gives your content additional reach across channels and ensures greater impact with your target audience.

CROSS-MEDIA OFFER



ADVERTORIAL PRINT

+ ONLINE ADVERTORIAL ON THE WEBSITE

+ TEASER IN NEWSLETTER

→ Continue

€

CROSS-MEDIA ADVERTORIAL

1/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter
6,500.00

2/1 page advertorial (print)
+ online advertorial (website)
+ teaser in newsletter
9,190.00

(Rates valid as of 01.10.2026, in €, plus VAT)

EXCLUSIVE BENEFITS

- Publication of your advertorial in an issue of Beschaffung aktuell of your choice
- Publication of your advertorial in the "Purchasing highlights" section of our online portal
- Active promotion of your advertorial in a Beschaffung aktuell newsletter



PRINT ADVERTORIAL 1/1



PRINT ADVERTORIAL 2/1

PRINT

PURCHASING HIGHLIGHTS

→ TECHNICAL SPECIFICATIONS
→ Details at: media.industrie.de

PRINT

FOCUS ON PROCUREMENT

FOCUS ON PROCUREMENT – DOUBLE-PAGE IMAGE PROMOTION

A large-format visual feature across a double-page spread. A striking image brings technological expertise, innovation or industrial applications to life. The accompanying text provides background information and explains the application and benefits. Your company is clearly identified and positioned as an expert solutions provider.

BENEFITS FOR ADVERTISERS

Maximum attention:
A large-format double-page spread with strong visual impact & powerful images.

Brand impact through storytelling:
Striking images make complex technologies easy to understand – position your company as an innovator rather than using conventional product advertising.

High reader approval:
Visually compelling content attracts more attention and is more memorable.

Showcase your technology leadership: Strengthens your positioning as an industry innovator within a high-quality editorial environment.

Long-lasting impact: Powerful imagery stays in readers' minds.



PROCUREMNET THAT INSPIRES

Ideal for companies looking to strengthen their brand, showcase their technological expertise and present innovations in a high-quality editorial environment.

DOUBLE-PAGE IMAGE PROMOTION

Double-page image	5,500.00

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de


SEO
DEVELOPMENT
PROMOTION
DIGITAL
MARKETING
STRATEGY
AD
ADVERTISING
BRAND
SOCIAL MEDIA
TARGET
ANALYSIS

DIGITAL

THE PLATFORM FOR PURCHASERS

The website for purchasing offers news and industry information and allows rapid research to be carried out at any time into any area of purchasing, risk management, digitalisation with AI and automation, supply chain resilience amid geopolitical uncertainty, and the new skills required of tomorrow's procurement professionals.



YOUR BENEFITS OF BANNER ADVERTISING

- Increased brand awareness
- Support throughout complex decision-making processes
- Placement in a trusted editorial environment
- Measurable performance and optimisation
- Support for lead generation
- A valuable addition to your marketing mix

DIGITAL

BESCHAFFUNG-AKTUELL.DE

→ ADVERTISING FORMATS AND RATES

ADVERTISING FORMATS & RATES

LEADERBOARD



Size: 728 x 90 pixels

300 x 50 pixels

860.00

LARGE LEADERBOARD
EXPANDABLE LEADERBOARD

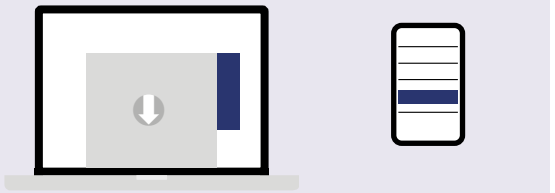


Size: 970 x 90 pixels or
728 x 90 + 728 x 300 pixels

300 x 50 pixels

960.00

(STICKY) SKYSCRAPER
(STICKY) WIDE SKYSCRAPER

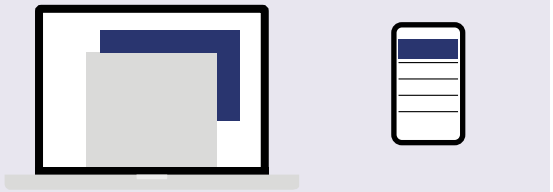


Size: 120 x 600 pixels
160 x 600 pixels

300 x 50 pixels

860.00

HOCKEYSTICK / WALLPAPER

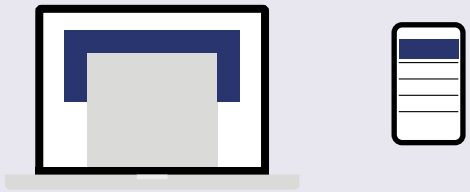


Size: 728 x 90 and 160 x 600 pixels
or
970 x 90 and 120 x 600 pixels

300 x 75 pixels

1,910.00

FRAME AD



Size: 160 x 600 and
1,230 x 90 and 160 x 600 pixels

300 x 75 pixels

2,240.00

BILLBOARD

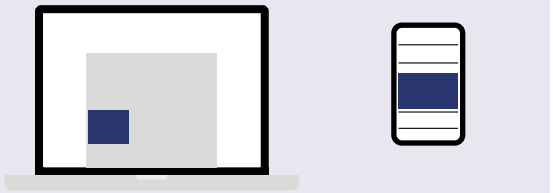


Size: 970 x 250 pixels

300 x 75 pixels

1,070.00

MEDIUM RECTANGLE / VIDEO AD

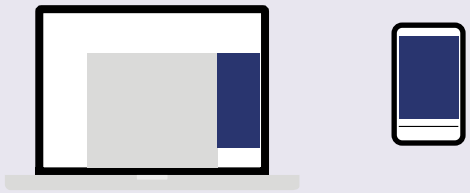


Size: 300 x 250 pixels

300 x 250 pixels

1,020.00

HALF-PAGE AD



Size: 300 x 600 pixels

300 x 600 pixels

2,210.00

ENHANCE YOUR BANNER ADVERTISING WITH ADDITIONAL AD-VERTISING FORMATS:

Sponsored article PLUS

Purchasing highlights

(Rates valid as of 01.10.2026, in €, plus VAT)

Placement on desktop and tablet:
Size and position in pictures illustrative. Placement in rotation with a maximum of two other banners.

→ Details at: media.industrie.de

NEWSLETTER

THE NEWSLETTER FOR PURCHASING PROFESSIONALS

Information for purchasing and supply chain managers on the key trends, challenges and market developments in procurement.
In-depth analyses, practical insights and exclusive content covering:

- Supply chain resilience and geopolitical developments
- Digitalisation, AI and automation
- ESG compliance and sustainable procurement
- Strategies for the procurement of tomorrow

Complemented by the latest indices and economic indicators, supplier awards and innovations from industry.

FREQUENCY:
twice a month, on Thursdays

DISTRIBUTION: approx. 4,000 recipients

TARGET AUDIENCE:
Decision-makers in purchasing, supply management, technical purchasing and logistics as well as managing directors and board members in medium-sized to large companies in all industrial sectors.

TOPIC NEWSLETTER

We highlight two special themes in dedicated topic newsletters:
- AI (tools) in procurement
  (ahead of the *BME e-LÖSUNGSTAGE*)
- Key trends around the *BME Symposium*



Ad format*/position		Size in pixels (w x h)	Rate
Leaderboard above header		728 x 90**	**1,420.00**
Text/image ad		image 200 x 150 and text 300 characters incl. spaces	**1,180.00**
Full banner		468 x 60** 590 x 100**	**1,180.00**
Medium rectangle		300 x 250	**1,180.00**
Button		192 x 192	**650.00**

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

(Rates valid as of 01.10.2026, in €, plus VAT)

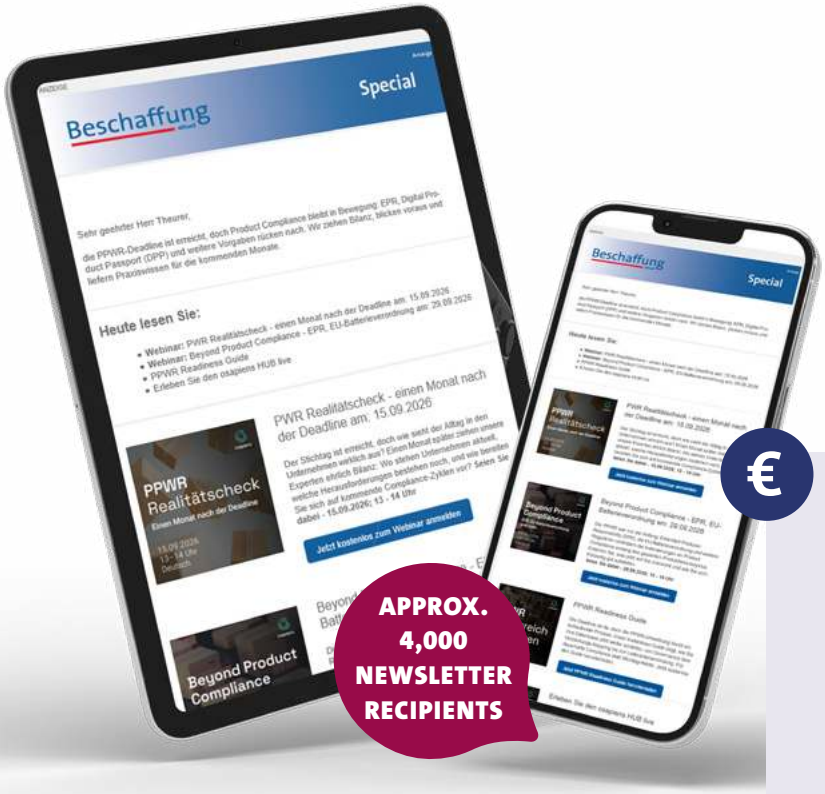
SIGN UP FOR THE NEWSLETTER:
https://beschaffung-aktuell.industrie.de/newsletter/

→ SEND DATA TO:
auftragsmanagement@konradin.de

→ Details at: media.industrie.de

WITH YOU AS THE EXCLUSIVE PARTNER, THE STANDALONE NEWSLETTER GIVES YOUR MESSAGE MAXIMUM IMPACT.
AS AN ESTABLISHED TRADE MEDIA BRAND, BESCHAFFUNG AKTUELL IS A TRUSTED AND INFLUENTIAL SOURCE OF INFORMATION FOR YOUR TARGET AUDIENCE.

The standalone newsletter is distributed to subscribers of the regular Beschaffung aktuell newsletter under the Beschaffung aktuell brand and in its corporate design. You choose the topic, content and mailing date of the newsletter. We take care of everything else – from distribution to reporting.



Services and rate (minimum lead time: 2 weeks)

- Welcome text
- Contact details
- 3 - 5 individual articles incl. pictures
- Imprint

PACKAGE PRICE **5,250.00**

Agency commission: 10% on digital products (not on handling costs)

(Rates valid from 01.10.2026, in €, plus VAT)

STANDALONE NEWSLETTER

DIGITAL

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

USE OUR QUALITY CONTACT DATABASE TO REACH NEW TARGET AUDIENCES FOR YOUR COMPANY!

Select the relevant criteria for your email campaigns from our qualified contact database:

- REGION
- INDUSTRY
- COMPANY SIZE
- FUNCTION
- POSITION

We take care of every aspect of your email campaign – from distribution through to reporting. This enables you to reach interested prospects and potential customers efficiently and in a targeted manner. Repeat mailings can further increase response rates.

You decide on the content and design of your email campaign. This enables you to address your chosen target audience with precision and relevance.

YOU CAN CHOOSE BETWEEN TWO DESIGN OPTIONS FOR YOUR NEWSLETTER:

- Integration of your HTML template in accordance with our standards
- Selection from four professionally designed templates for your email campaign

GDPR-compliant



TIP:
Email campaigns are a highly effective tool for promoting roadshows, in-house exhibitions, open days, trade fairs, webinars, webcasts and product presentations.

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SERVICES AND RATES

(minimum lead time: 2 weeks)	Handling:	Per address:
Handling:	**800.00**	

1 email campaign, 1 proof for review, 1 selection, use of the existing template, distribution and reporting

Address rental:		**from 0.95**

Minimum order volume: 1,000 addresses = 950.00

Repeat email campaigns:	**110.00**	**from 0.40**

1 reminder using the same content, template and address selection

(Rates valid as of 01.10.2026, in €, plus VAT)

DIGITAL

EMAIL CAMPAIGNS

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

KEYWORD-BASED NEWSLETTER

REACH YOUR TARGET GROUPS EVEN MORE EFFECTIVELY WITH OUR CUSTOMISED SOLUTIONS

Benefit from personalised campaigns for selected target audiences, precisely tailored to the needs and interests of your prospective customers.

YOU FOCUS ON CONTENT – WE MANAGE THE CAMPAIGN AND HELP YOU ACHIEVE YOUR GOALS

KEYWORD-BASED NEWSLETTER:
We target only those recipients who have demonstrated an interest in your subject area during the relevant period. This allows you to reach highly relevant contacts with a strong affinity for the subject.

ACCOUNT-BASED NEWSLETTER:
We specifically target the companies that are of particular interest to you.
These include, for example, potential new customers or selected target accounts that are not yet part of your customer base.



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SERVICES AND RATES
(minimum lead time: 2 weeks)

	Rate per address:
Handling	**800.00**
Database selection, email template, one proof for review, distribution and reporting	
Selection and address rental based on agreed criteria	
up to 500 addresses	**5.20 each**
up to 1,000 addresses	**4.70 each**
over 1,000 addresses	**4.20 each**
Multiple email campaigns	**110.00**
per address	**from 1.80**
One reminder mailing with the same content, template and target group selection	
Agency commission: 10 % on digital products (not on handling costs)	

(Rates valid as of 01.10.2026, in €, plus VAT)

→ **SEND DATA TO:**
auftragsmanagement@konradin.de

→ **Details at:**
media.industrie.de

CONNECT DIRECTLY WITH INDUSTRY: ADVERTISE IN THE LINKEDIN NEWSLETTER “THINK PROCUREMENT”!

YOUR BENEFITS

Relevant reach
Reach industry decision-makers and professionals directly on LinkedIn.

Direct access to your target audience
Delivered via LinkedIn notification and additionally by email – without being diverted by spam filters.

High visibility
Banners and text-and-image ads are positioned prominently within the editorial environment.

Sustainable brand presence
Multi-issue packages ensure continuous visibility across several issues.

Engaged readership
Your content reaches an active and relevant subscriber base with high levels of interaction.

Attractive package rates
The price decreases with each additional issue – starting at just €2,850 for three issues.

LinkedIn
more than **4,750** subscribers
more than **12,350** followers



Our package rates

No individual placements, package deals only

3 issues:	**2,850.00**
6 issues:	**5,400.00**
9 issues:	**7,020.00**



Content article
1,920 x 1,080 px



Full banner
1,920 x 300 px

(Rates valid as of 01.10.2026, in €, plus VAT)

DIGITAL

LINKEDIN NEWSLETTER

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

DIGITAL

LINKEDIN – SPONSORED POST

BOOST YOUR REACH EFFECTIVELY WITH A SPONSORED POST.

YOUR CONTENT ON OUR LINKEDIN CHANNEL!



YOUR EXPERTISE, OUR FOLLOWERS

YOUR BENEFITS

Reach the right audience
Connect with your target audience where they stay informed every day.

Thought leadership
Strengthen your expertise and brand awareness in the B2B sector.

Measurable & transparent
Track performance and engagement with clear metrics.

High credibility
Benefit from the trust our community places in us for your communication.

Your social media presence on LinkedIn: relevant, visible and effective.

Visit Beschaffung aktuell on LinkedIn:
https://www.linkedin.com/company/beschaffung-aktuell/

SERVICES AND RATES

(minimum lead time: 2 weeks)

Image post with text	
max. 1,900 characters Image formats: JPG/PNG Square: 1,920 x 1,920 px Portrait: 1,080 x 1,350 px	
Video post	
max. 3 min max. 5 GB, 192 Kbit/s – 30 Mbit/s	
Rate per post	**1,580.00**

Data submission: 1 week prior to publication date

(Rates valid as of 01.10.2026, in €, plus VAT)

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

DIGITAL

PODCAST ‘EINKAUFSSACHE’

EINKAUFSSACHE – THE PODCAST FOR PROCUREMENT AND PURCHASING

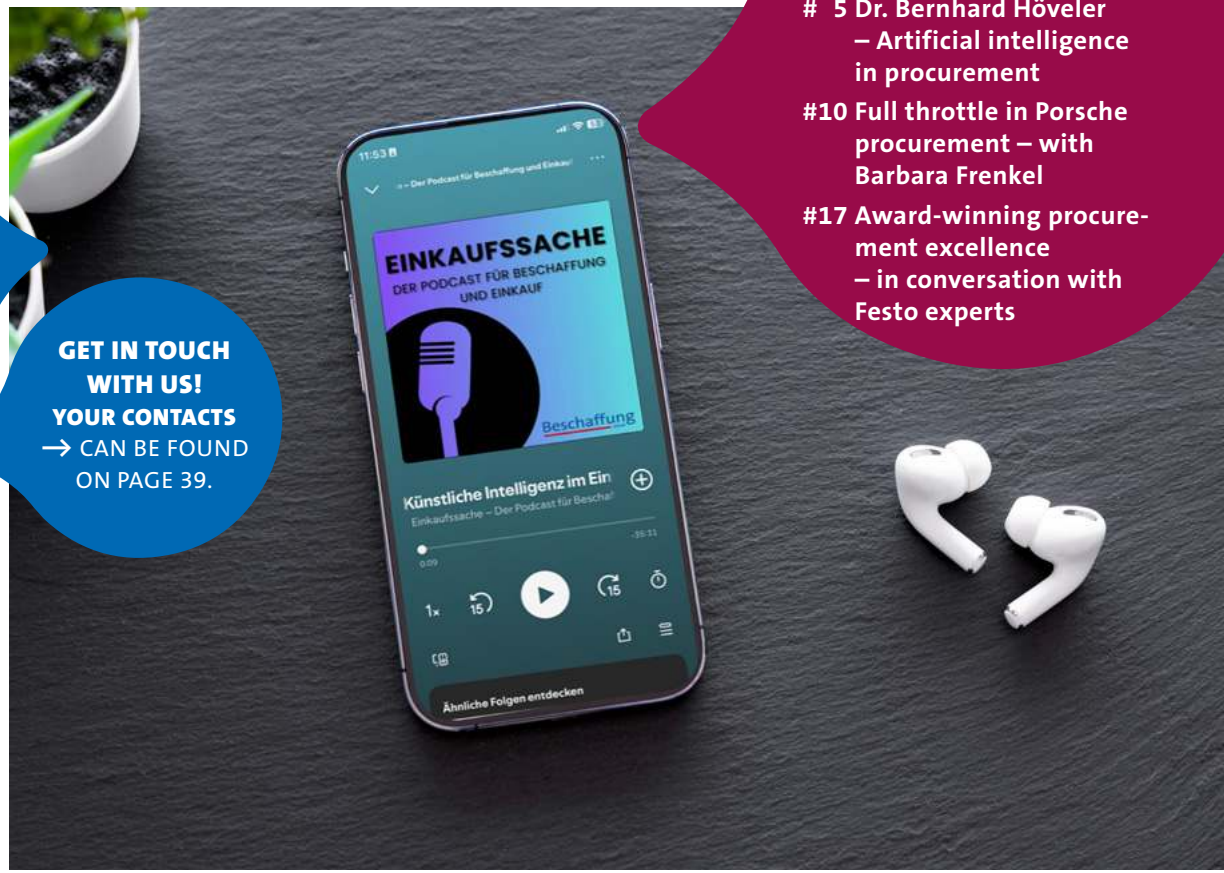
In each episode, leading experts from procurement and supply chain management share their insights.

Together, we discuss current developments, key trends and the real challenges shaping procurement today. Our goal: to provide listeners with practical insights and actionable recommendations for procurement.

Be part of this exclusive exchange and position your brand with this modern format for your target audience.

INTERESTED IN JOINING AS A GUEST OR INTERVIEW PARTNER?

GET IN TOUCH WITH US!
YOUR CONTACTS
→ CAN BE FOUND ON PAGE 39.



HIGHLIGHTS FROM RECENT EPISODES:

- # 5 Dr. Bernhard Höveler – Artificial intelligence in procurement
- #10 Full throttle in Porsche procurement – with Barbara Frenkel
- #17 Award-winning procurement excellence – in conversation with Festo experts

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PODCAST ‘EINKAUFSSACHE’	Our services	Rates
YOUR ADVERTISING SLOT 20-30 sec. (max 45-55 words)	Pre-/mid-roll*	**3 issues: 2,700.00** **6 issues: 5,040.00**

*Pre-roll = within the first approx. 5 minutes of the podcast episode.
Mid-roll = ad placement in the middle of the episode.

(Rates valid as of 01.10.2026, in €, plus VAT)

Available on the following podcast platforms:

amazon music · Apple Podcasts · DEEZER · Spotify

→ **SEND DATA TO:**
media.industrie@konradin.de

→ **Details at:**
media.industrie.de

→ **ALLE PODCAST-FOLGEN:**
https://beschaffung-aktuell.industrie.de/community/podcast-einkaufssache/

CONTENT MARKETING

CONTENT MARKETING BOOSTS YOUR VISIBILITY AND ATTRACTS NEW PROSPECTS TO YOUR BUSINESS.

Konradin Industrie's content marketing advertising options convey your messages to your target audience – persuasively, effectively and packed with information.

Combined with your traditional advertising, we help you sustainably strengthen and expand your position as a trusted source of expertise among your key target audiences.



YOUR BENEFITS:

- Your content provides real benefits and added value to the reader/user.
- Benefit from the high credibility and professional competence of our media brands.
- Your advertising and brand message is embedded in well-researched editorial articles on websites.
- Your campaign will tap into the full potential of our target audiences.

SPONSORED ARTICLE PLUS

IN BRIEF: You provide the text and the editorial team will review and edit it as needed. We recommend that you do not include any promotional messages in the text.

PLACEMENT: Integration as article (teaser) in the editorial section of the homepage. Teaser of your sponsored article via a LinkedIn post for the duration of the campaign.

RUNNING TIME: Placement on the homepage is limited to an agreed period of time (minimum 4 weeks). After that, the sponsored article can still be found in the archive. You can start at any time.

SERVICES AND RATES

Package rate per website

SPONSORED ARTICLE PLUS	3,940.00

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

LinkedIn post as teaser for the sponsored article for the duration of the campaign

(Rates valid as of 01.10.2026, in €, plus VAT)

→ TECHNICAL SPECIFICATIONS

→ Details at: media.industrie.de

PRINT + DIGITAL

COMPANY PROFILE | BUSINESS CARD

PREMIUM COMPANY PROFILE

Boost the visibility of your company and its services – with a Premium Company Profile across the Konradin Industrie network.

Showcase your company within Konradin Industrie's online network on industrie.de and 13 additional websites, including:

- Company logo and individual header image
- Links to your social media accounts
- Description of your company incl. 3 images
- 10 individual categories
- In addition up to 3 offers, videos or PDFs
- Company address and contact details, including links to your website and email address
- Your published content displayed across the Konradin Industrie network

PRESENCE ON 14 WEBSITES



BUSINESS CARD

Your print business card includes:

- 1 year visibility
- in the trade magazine of your choice
- in the relevant category*

(* Categories -> see details)

C-TEILE-MANAGEMENT

BOSSARD
Proven Productivity

Bossard Deutschland GmbH
www.schrauben-gross.de

Bossard ist ein weltweit führender Spezialist für Verbindungs-, Befestigungs- und Montagetechnik mit rund 3.000 Mitarbeitenden in 33 Ländern. Bossard Deutschland in Leinfelden-Echterdingen versorgt Industriekunden mit maßgeschneiderten Kanban-Dienstleistungen, Verbindungselementen, Werkzeugen und Sonderanfertigungen. Im Mittelpunkt stehen Qualität, Innovation und langjähriges Know-how. Mit der schnellen Verfügbarkeit von 107.000 Artikeln und maßgeschneidertem C-Teile-Management reduzieren wir Ihre Beschaffungskosten um bis zu 70 %.



SPECIAL PACKAGE RATE

COMPANY PROFILE & BUSINESS CARD PACKAGE

€

PREMIUM COMPANY PROFILE	ONLINE RATE	PRINT + ONLINE COMBINATION
Basic rate for 1 year	2,050.00	3,100.00

Start possible anytime

Agency commission: 10% on digital products

PRINT BUSINESS CARD IN THE TRADE MAGAZINE	FREQUENCY	PRINT RATE	PRINT + ONLINE COMBINATION
Beschaffung aktuell	1x per quarter (4 issues)	1,320.00	3,100.00

Entry possible with any issue

(Rates valid as of 01.10.2026, in €, plus VAT)

→ Details at: media.industrie.de

→ SEND DATA TO: auftragsmanagement@konradin.de

WHITE PAPER



PAY-PER-LEAD

CONCEPT AND BENEFITS

- You provide a white paper relevant to your target audience, which is published exclusively by Konradin.
- Together, we define the desired number of qualified leads within your target audience. Based on your white-paper package, we then generate the agreed number of qualified, GDPR-compliant leads.

NEED HELP CREATING YOUR WHITE PAPER?

Have your white paper created by one of our specialist editors, with an optional English-language version

→ MEDIA SALES CONTACTS

€

SERVICES AND RATESE

	Rate from
WHITE PAPER – PAY-PER-LEAD	**5,200.00**

- Target-group-compliant selection from our database
- Targeted email campaign to generate your guaranteed GDPR-compliant leads*
- Additional promotion across our digital channels

FURTHER OPTIONS: on request

* MQL = Marketing Qualified Leads

(Rates valid as of 01.10.2026, in €, plus VAT)

... OR REQUEST YOUR PERSONALISED QUOTE:

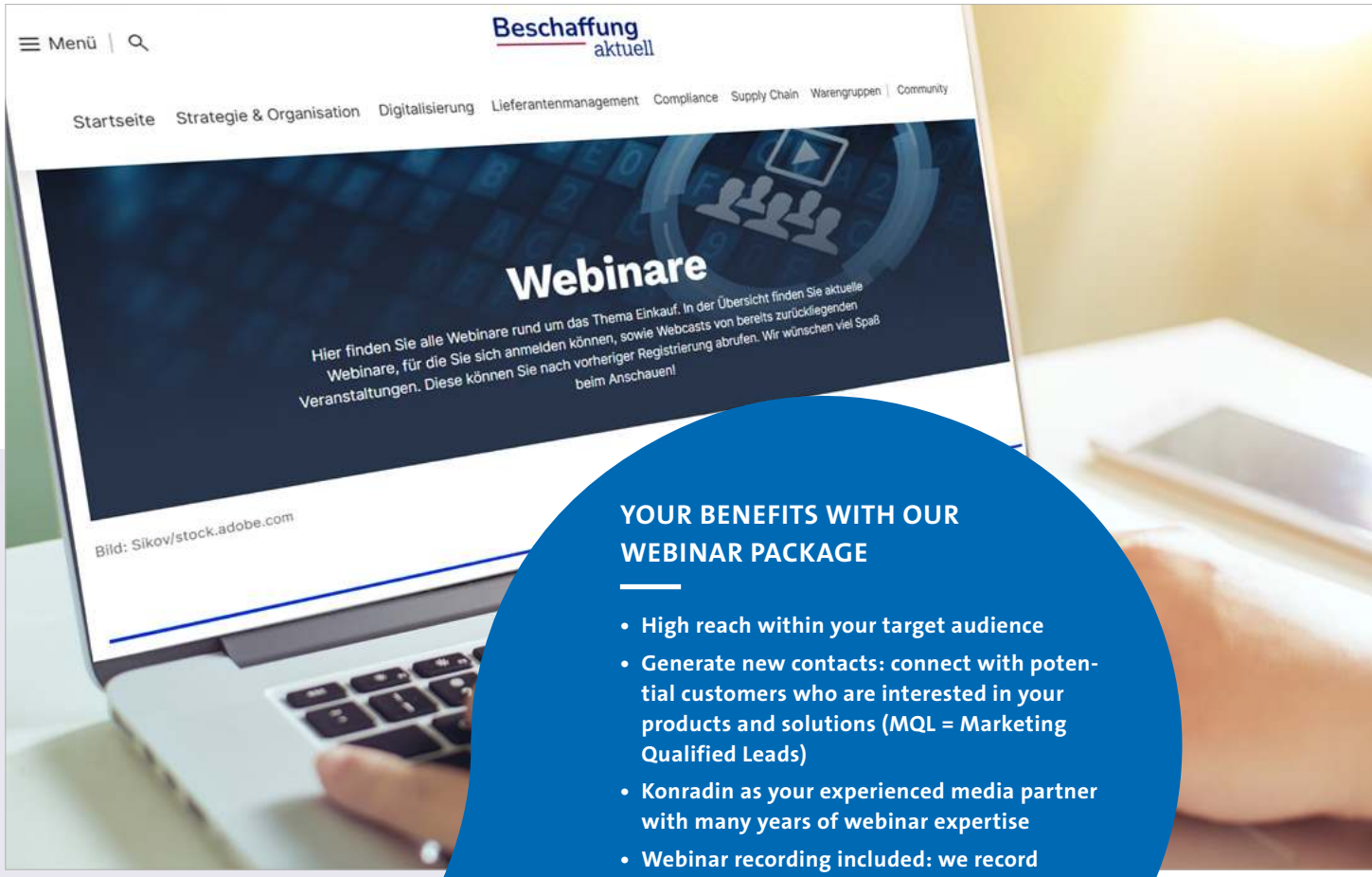
→ MEDIA SALES CONTACTS

→ SEND DATA TO: auftragsmanagement@konradin.de

→ Details at: media.industrie.de

WEBINAR

SHARE EXPERT KNOWLEDGE, COMMUNICATE BENEFITS, GENERATE LEADS



SERVICES AND RATES

(minimum lead time: 6 weeks)	Package rate
Webinar	**7,850.00**

- Precise selection of the target audience from our database
- Invitation email, reminder email, appointment reminder and follow-up communication
- Extensive promotion of the webinar across our channels
- Online webinar room
- Live broadcast (approx. 60 minutes)
- Professional moderation and the option to include up to two speakers from your company
- Provision of GDPR-compliant registration leads after the webinar
- Detailed reporting
- Provision as an on-demand webcast on our websites after the live event

OPTIONAL – by arrangement:

- Technical check before the live event
- Integration of a video as well as up to three polls during the live broadcast

Agency commission: 10% on digital products

YOUR BENEFITS WITH OUR WEBINAR PACKAGE

- **High reach within your target audience**
- **Generate new contacts: connect with potential customers who are interested in your products and solutions (MQL = Marketing Qualified Leads)**
- **Konradin as your experienced media partner with many years of webinar expertise**
- **Webinar recording included: we record your webinar and put it online as an on-demand webcast on our websites – for additional reach and further lead generation**

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	per lead
Leads (after live webinar)	**from 70.00**

Recording of your presentation	**+500.00**

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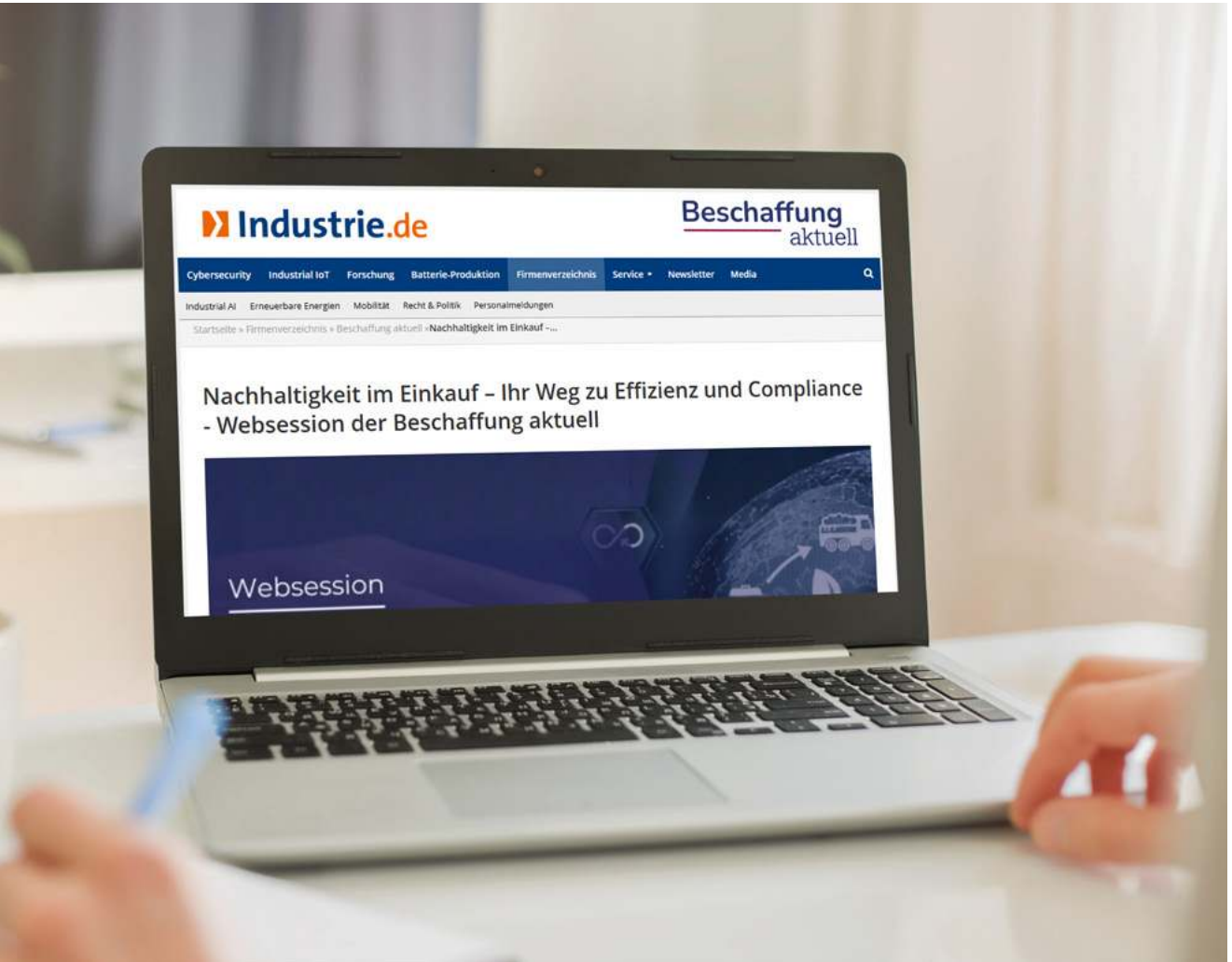


Sustainability in procurement

Date: 17.03.2027 | **Registration deadline: 20.01.2027**

Sustainability has long been a key requirement for modern procurement departments. We focus on integrating environmental and social criteria, for example through CO_2 accounting, greater supply chain transparency and the implementation of regulatory requirements such as the CSRD.

AI in procurement

Date: 09.06.2027 | **Registration deadline: 14.04.2027**

Artificial intelligence is transforming procurement, for example through automated demand analyses, intelligent supplier evaluation and AI-supported negotiation assistants. The focus is on AI applications that are already proving reliable in day-to-day procurement.

Innovative platforms for direct and indirect procurement

Date: 14.07.2027 | **Registration deadline: 19.05.2027**

Whether for strategic raw material sourcing or operational C-parts ordering, digital platforms are becoming increasingly important as procurement departments integrate suppliers. The focus is on platform solutions that make both direct and indirect procurement more efficient and transparent.

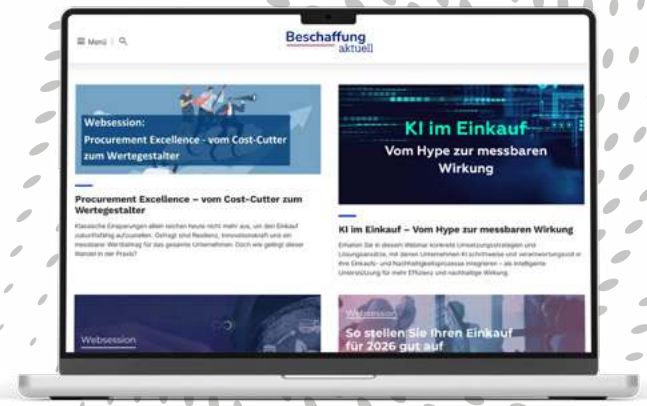
Procurement Days

Date: 05.10.-06.10.2027 | **Registration deadline: 10.08.2027**

The Procurement Days bring together the key trends and practical examples shaping the future of procurement. Digitalisation, risk management and sustainability are key topics, alongside opportunities for procurement decision-makers and solution providers to exchange ideas and insights.

→ MORE ON BENEFITS AND PRICING

POSITION YOUR COMPANY AS A LEADING SOLUTIONS PROVIDER



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Qualified lead generation
You receive the contact details of participants who registered for the web session, together with comprehensive reporting. This enables you to identify potential new customers in a targeted and efficient way.

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Reach your target audience throughout Germany and beyond. Benefit from the reach and established network of Konradin Industrie.

Long-lasting impact
We take care of the technology and project management. The on-demand webcast continues to generate additional reach and leads even after the live event.

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Promotion before, during and after the web session increases your presence across the Konradin Industrie network and generates additional attention for your topics.

Services and rate
(minimum lead time: 6 weeks)

- Presentation by each partner including Q&A (20 minutes)
- Introduction to topic and speaker by the editors of Beschaffung aktuell
- Organisation and execution of the web session incl. promotion and recruitment of participants
- GDPR-compliant registration leads after the web session

PACKAGE RATE	**3,260.00**

Options at extra charge:

Leads (after live web session)	from 70.00
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Optional: plus recording of your individual presentation at your disposal (This covers all usage rights and compensates the publisher for any potential loss of leads.)	+ 500.00

(Rates valid as of 01.10.2026, in €, plus VAT)

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- **EXPERT FORUMS:** Focused exchange along the entire process chain.
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- **PARTNERSHIPS WITH INDUSTRY TRADE FAIRS:** Maximise your trade fair impact.

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