

# MediaKit

2022

**TECHNIK**<sup>+</sup>  
**EINKAUF**



**mj** connect

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**Title** TECHNIK+EINKAUF

## Brief description

TECHNIK+EINKAUF is the leading title for all decision-makers in the industrial procurement process. Not only does the cross-cutting magazine supply the information that buyers need, it also offers specialist insight into the procurement process for production and design engineering managers and company directors. Its reporting is focused on purchasing processes, innovations, technologies, products, procurement markets and overviews of suppliers and markets. This gives people involved in the purchasing process an informative headstart with practical applications for their day-to-day work. This target readership, which is growing in significance, is forced to deal with time, cost and quality pressures every day. With this in mind, the Editorial team always compose the exclusive content with a focus on the target audience and high journalistic standards. Market analysis and product information provide hard facts

while expert tips, practical examples and background information provide context for facts and figures and demonstrate their applicability. The concept of total cost of ownership (TCO) runs through the magazine like a golden thread.

**Target audience** People involved in the procurement process in the fields of technical and strategic purchasing, design engineering and production as well as company directors.

**Publication frequency** 6x per year

**Format** DIN A4

**Year** 18th year of publication in 2022

## Annual subscription prices

Germany	€81.75 (plus €10.70 shipping & VAT = €92.45)
Overseas	€81.75 (plus €21.40 shipping & VAT = €103.15)
Single issue price	€16.00 (incl. VAT, excl. shipping)

**Company** verlag moderne industrie GmbH / mi connect  
**Postal address** D-86895 Landsberg  
**Street address** Justus-von-Liebig-Str. 1, 86899 Landsberg  
**Telephone** +49 (0)8191/125-0  
**Fax** +49 (0)8191/125-304  
**Internet** www.technikundeinkauf.de  
**Email for Editorial team** redaktion.technikundeinkauf@mi-connect.de  
**Email for Sales team** sales.technikundeinkauf@mi-connect.de

**Publisher** verlag moderne industrie GmbH / mi connect

**Sales Team** Gerald Zasche  
**Telephone** +49 (0)8191/125-337  
**Email** gerald.zasche@mi-connect.de



### Print run monitoring: Print run analysis:



Copies per issue as an annual average  
July 1, 2019 – June 30, 2020

<b>Print run:</b>	15,068*		
<b>Total actual circulation (TAC):</b>	14,930	of which is international:	366
<b>Copies sold:</b>	1,766	of which is international:	5
– Subscriber copies:	43	of which are for members:	0
– Access right in paid content subscription***:	45		
– Other sales:	1,723		
– Retail sales:	0		
<b>Free copies:</b>	13,164		
<b>Remaining, archive and specimen copies:</b>	138		

\* Planned print run for 2020: 19,500 copies

\*\* Copies not analyzed, e.g. trade fair and congress copies, etc.

\*\*\* Company data

### Geographical distribution analysis:

Economic area:	Share of total actual circulation	
	%	Copies
Domestic	97.5	14,564
International	2.5	366
Other**	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>14,930</b>
Distribution by federal state	Share of total actual circulation	
	%	Copies
Baden-Württemberg	21.3	3,100
Bavaria	16.4	2,380
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.7	544
Bremen, Hamburg, Schleswig-Holstein	4.3	622
Hesse	6.9	1,010
Lower Saxony	7.9	1,150
North Rhine-Westphalia	24.4	3,549
Rhineland-Palatinate	4.1	603
Saarland	1.2	180
Saxony, Saxony-Anhalt	6.7	976
Thuringia	3.1	450
<b>Total actual domestic circulation (TAC)</b>	<b>100.0</b>	<b>14,564</b>

For a detailed description of the data collection method, see page 6

## Our coverage to secure your successful communication

Industry experts get their information in various different ways, now more so than ever.  
Reach your target group – via both analog and digital channels.



\*Based on information from the publishing house, planned from H2 2021 onward

## Audience Targeting

Reach B2B users in the Google display network.

### Your benefit:

- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

**Minimum order:** 50,000 ad impressions

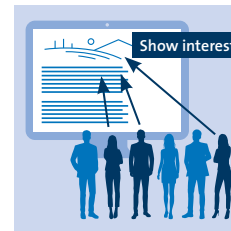
**Price:** 65.– EUR (CPT)

We will be happy to check whether the reach your desire is achievable.

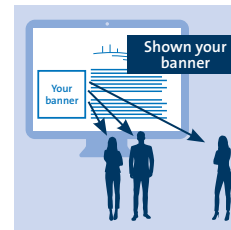
### This is how it works:



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the thematic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.



## Sectors/branches

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Proportion of total actual circulation	
		%	Recipients
20, 21	Chemical industry	5.2	779
22	Manufacture of rubber and plastic goods	8.1	1,211
24	Manufacture of basic metals	5.9	874
25	Manufacture of fabricated metal products	20.1	3,002
28	Manufacture of machinery and equipment	28.9	4,311
27	Manufacture of electric motors generation and distribution apparatus	5.3	797
26.3	Telecommunications technology	2.0	298
26.51, 26.6, 26.7, 32,5	Medical, measurement, control and navigation technologies, optical instruments	7.3	1,090
29, 30	Manufacture of motor vehicles, motor vehicle components and other transport equipment (ship, rail vehicle, aircraft and spacecraft construction)	7.2	1,075
	Other sectors (e.g. computers, business support services)	10.0	1,493
	Miscellaneous*	0.0	0
<b>Total actual circulation (TAC)</b>		<b>100.0</b>	<b>14,930</b>

\* Copies not analyzed, e.g. trade fair and congress copies, etc.



### Size of business entity

	Share of total actual circulation	
	%	Recipients
1 – 99 employees	54.3	8,107
100 – 199 employees	17.2	2,567
200 – 499 employees	14.3	2,131
500 – 999 employees	5.4	802
1,000 employees and above	5.8	865
Number of employees not known	3.0	458
Other*	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>14,930</b>

\* Copies not analyzed, e.g. trade fair and congress copies, etc.

### Job characteristics: Field of duties

	Share of total actual circulation	
	%	Recipients
<b>Purchasing</b> (Technical and strategic purchasing)	48.8	7,293
<b>Production</b> (CTOs, maintenance, production managers, production preparation, warehousing, transport)	15.0	2,239
<b>Design engineering</b> (Design, development, research)	13.9	2,076
<b>Business management</b> (Owners, executives, directors)	20.5	3,059
<b>Other functions</b>	1.8	263
<b>Miscellaneous*</b>	0.0	0
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>14,930</b>

For a detailed description of the data collection method, see page 8



**Distribution and recipient structure analysis (AMF Scheme 2 and 3-E)**

**Totals examined through file evaluation per IVW guidelines**

**Description of data collection method for the distribution and recipient structure analysis (AMF Scheme 2, No. 3 and AMF Scheme 3-E, Nos. 1.1 to 2.1)**

**1. Analysis method**

Recipient structure analysis through file evaluation – totals collection per IVW guidelines

**2. Description of recipients at the time of data collection**

**2.1 Nature of the file**

The recipients file contains the addresses of all recipients. Due to the postal information in the file, the contents can be sorted by zipcode or into domestic and international recipients. The file also contains the sector, company size classification and job characteristics.

**2.2 Total number of recipients in the file** 28,716

**2.3 Total number of alternating recipients:** 26,876  
(change after every third issue)

**2.4 Structure of recipients of an average issue by distribution type**

– Issues sold	1,766
of which: Subscriber copies	43
Right of access in paid content subscription*	45
Retail sales	0
Other sales	1,723
– Free copies	13.164
of which: Permanent free copies	74
Alternating free copies	12.952
Advertising copies	138
Total actual circulation (TAC)	14,930
→ of which is domestic	14,564
→ of which is international	366

\* Company data

**3. Description of the analysis**

**3.1 Basic total (analyzed share)**

Basic total (TAC) 14,930 = 100.00%

of which is not included in the analysis:

→ Advertising copies 138 = 0.92%

Share of basic total (TAC)

included in analysis 14,792 = 99.08%

**3.2 Date of file evaluation**

August 2, 2021

**3.3 Description of data pool**

To allocate the criteria of sector, business size and job characteristic to recipients, we continuously update the data in our address and customer system and constantly make small adjustments to keep up to date with the latest market trends.

**3.4 Analysis target person**

The personal recipients at institutions entered in the file.

**3.5 Definition of the reader**

n/a

**3.6 Analysis period**

July 2020 to June 2021

**3.7 Analysis conducted by**

mi connect

This analysis was designed and carried out and the report produced in accordance with the current version of the ZAW framework for analyses of advertising media.



**Magazine format** 210 mm width x 297 mm height  
**Print space** 178 mm width x 257 mm height  
4 columns @ 41 mm width

For bleed ads, important aspects (text, logos, etc.) must be placed with at least 5 mm clearance to the trim and the spread.

**Printing and binding** Cover and content in sheet offset (ISO 12647-2)  
Saddle stitching

**Profiles** Content: PSO LWC Improved (ECI)  
Cover: ISO Coated v2 300%  
Download profiles for free:  
<http://www.eci.org/de/downloads>

**Data formats:** Provide data as PDF/X-1a (2001 or 2003), images at least 300 dpi resolution, line scans (e.g. texts, graphics) at least 800 dpi. Attachment in original format plus 3 mm trim and crop marks.

**Data archiving** Data is archived; identical re-runs are therefore usually possible. However, no guarantee is provided for this data.

**Warranty** We assume no liability for the printing results in the event that the customer supplies incomplete or divergent data (text, colors, images).

**Contact** Martina Probst  
Telephone: +49 (0)8191/125-324  
Email: [martina.probst@mi-connect.de](mailto:martina.probst@mi-connect.de)

### Supplements/bound inserts/glued-in advertising materials

**Supplements** Sample before order placement  
**Provision deadline** 10 days before publication date  
**Format** max. paper format: 200 mm x 290 mm  
**Required copies** 18,250 units

**Bound inserts** Sample before order placement  
**Provision deadline** 24 days before publication  
**Format** untrimmed 216 mm width, 306 mm height; head trim margin 6 mm; left, right and bottom trim margins 3 mm. Multi-page bound inserts folded to format stated above.  
**Required copies** 18,250 units

**Postal address for supplements and bound inserts**  
Vogel Druck und Medienservice GmbH  
Leibnizstraße 5, D-97204 Höchberg  
(with note: "for T+E", issue no. ...)

**Sections that appear in every issue:**

Market and technology latest, Raw materials, Buyer's guide with checklist, T+E in conversation: reports from the buyers, Technology trend, Technology tip, Interview with the buyer, Purchasing practice, Purchasing and law, Trade fair report, Special technology topics, and New products.

Issue	Special topics	Trade fair special features and other dates		
<b>March 1/2022</b> AD: Feb. 3, 2022 PD: Mar. 1, 2022	<b>Cover story: buyer's guide for special and custom parts</b> Pumps / filters / valves Switching cabinets / housings Measurement and testing technology Leasing / machinery leases / finance Management consultants in purchasing Fleet management German Supply Chain Due Diligence Act	<b>LogiMAT</b> METAV Internationale Handwerksmesse embedded world GrindTec AACHEMA	<b>Stuttgart</b> Düsseldorf Munich Nuremberg Augsburg Frankfurt	<b>Mar 8–10, 2022</b> Mar. 8–11, 2022 Mar. 9–13, 2022 Mar 15–17, 2022 Mar. 15–18, 2022 Apr. 4–8, 2022
<b>Features</b>	<b>Automation – trends and products</b>			
<b>April 2/2022</b> AD: Mar. 10, 2022 PD: Apr. 5, 2022	<b>Cover story: buyer's guide to shaft couplings</b> Machine tools / cooling lubricants Protection of people, plant and machinery Operating equipment / office equipment / industrial supplies Corrosion protection / surface engineering C-parts management Purchasing strategies Commercial vehicles Travel expense management	<b>HANNOVER MESSE</b> LASER World of PHOTONICS interlift Control wire Tube SENSOR+TEST BME e-LÖSUNGSTAGE	<b>Hanover</b> Munich Augsburg Stuttgart Düsseldorf Nuremberg Düsseldorf	<b>May 30–Jun. 2, 2022</b> Apr. 26–29, 2022 Apr. 26–29, 2022 May 3–6, 2022 May 9–13, 2022 May 10–12, 2022 May 31–Jun. 1, 2022
<b>Features</b>	<b>Logistics / in-factory transport – trends and products</b>			
<b>June 3/2022</b> AD: May 11, 2022 PD: Jun. 8, 2022	<b>Cover story: buyer's guide to linear technology</b> Precision tools Connection technology / design elements / bonding technology Automation / control technology Compressed air technology / hydraulics Management consultants in purchasing Supply chain management – SCM	<b>automatica</b> CastForge SurfaceTechnology GERMANY POWTECH	<b>Munich</b> Stuttgart Stuttgart Nuremberg	<b>Jun. 21–24, 2022</b> Jun. 21–23, 2022 Jun. 21–23, 2022 Aug. 30–Sep. 1, 2022
<b>Features</b>	<b>Process engineering – trends and products</b>			
<b>September 4/2022</b> AD: Aug 10, 2022 PD: Sep. 6, 2022	<b>Cover story: clamping and braking systems</b> Sensors / image processing / RFID Electrical engineering and electronics Sheet metal processing / forming technology / sawing technology Maintenance Purchasing and corporate software Supplier Relationship Management - SRM	drinktec <b>AMB</b> security Eisenwarenmesse – Inter- national Hardware Fair FachPack ALUMINIUM <b>Motek</b> parts2clean	Munich <b>Stuttgart</b> Essen Cologne Nuremberg Düsseldorf <b>Stuttgart</b> Stuttgart	Sep. 12–16, 2022 <b>Sep. 13–17, 2022</b> Sep. 20–23, 2022 Sep. 25–28, 2022 Sep. 27–29, 2022 Sep. 27–29, 2022 <b>Oct. 4–7, 2022</b> Oct. 11–13, 2022
<b>Features</b>	<b>Metal-cutting manufacturing – trends and products</b>			
<b>October 5/2022</b> AD: Sep. 7, 2022 PD: Oct. 4, 2022	<b>Cover story: buyer's guide to system boxes and protective cases</b> Automation and drive technology Clamping technology Operating technology / operating supplies / intralogistics Fleet management Negotiation management in purchasing Raw materials procurement – metals and profiles	K bauma <b>EuroBLECH</b> <b>sps smart                      production solutions</b> Brau Beviale formnext electronica FMB – Zuliefermesse	Düsseldorf Munich <b>Hanover</b> <b>Nuremberg</b> Nuremberg Frankfurt Munich Bad Salzflufen	Oct. 19–26, 2022 Oct. 24–30, 2022 <b>Oct. 25–28, 2022</b> <b>Nov. 8–10, 2022</b> Nov. 8–11, 2022 Nov. 15–18, 2022 Nov. 15–18, 2022 Nov. 9–11, 2022
<b>Features</b>	<b>Automotive engineering – trends and products</b>			
<b>November 6/2022</b> AD: Oct. 12, 2022 PD: Nov. 9, 2022	<b>Cover story: buyer's guide to hydraulics</b> Logistics / packaging / conveyor systems / identification technology Robots, assembly and handling equipment Materials / semi-finished products / casting technology Energy / energy procurement Risk management	BME Symposium MEDICA/COMPAMED VALVE WORLD EXPO	Berlin Düsseldorf Düsseldorf	Nov. 2022 Nov. 14–17, 2022 Nov. 29–Dec. 1, 2022
<b>Features</b>	<b>Medical engineering – trends and products</b>			

**Ad prices** (all prices stated for 4c and in EUR, excl. statutory value-added tax)

Advert sizes	Formats Width x height in mm	Formats with bleed	Price for insertion of single ad	Single ad price for * insertion of 3 ads	Single ad price for *insertion of 6 ads
2/1 page A4	420 x 297	216 x 606	15.280	13.920	13.200
1/1 page A4	178 x 257	216 x 303	7.640	6.960	6.600
Junior page	126 x 178	145 x 203	4.240	3.865	3.665
1/2 page	86 x 257, 178 x 126	105 x 303, 216 x 149	3.820	3.480	3.300
1/3 page	56 x 257, 178 x 83	75 x 303, 216, 106	2.550	2.325	2.205
1/4 page	41 x 257, 86 x 126, 178 x 62	---	1.910	1.740	1.650
1/8 page	41 x 126, 86 x 62, 178 x 29	---	955	870	825
Catalog ad	86 x 62	---	760	690	655
2-page bound insert	210 x 297	---	7.850	7.195	6.815
4-page bound insert	210 x 297	---	11.900	10.885	10.300
Market & contact ad	55 x 50	---	250	215	210
Page 3 image plus article	500 chars text plus image	---	1.910	1.740	1.650

\* These prices do not include additional volume, frequency or combination discounts. Packages for 3 ads and 6 ads require ads to be placed within 12 months.

<b>Placement surcharges</b>	Inside front & outside back cover	€8,250.00			
	Binding placement specifications (possible for 1/4 page and above)	10% surcharge			
	Island ads	upon request			
	ColorAll prices are inclusive of color surcharge				
	BleedNo surcharge applies for bleed ads (for 1/3 page and above)				
<hr/>					
<b>Discounts</b>	Purchased within 12 months (insertion year)*				
	Frequency scale		Volume scale		
	from 3 ads	3%	from 3 pages	10%	
	from 6 ads	5%	from 6 pages	15%	
	from 12 ads	10%	from 12 pages	20%	
*Multi-year arrangements available on request					
<hr/>					
<b>Classified ads</b>	Job advertisement		20% discount		
	Catalog ad:		see page 15, Classified ads		
	Online shop ad:		see page 15, Classified ads		
	Market & contact ads:		see page 15, Classified ads		
<hr/>					
<b>Special forms of advertising (see page 15 for samples)</b>					
Supplier ads					
Market & contact	55 x 50 mm	€220.00	to	€260.00	
Catalog ad	86 x 62 mm	€680.00	to	€790.00	
Online shop ad	86 x 62 mm	€680.00	to	€790.00	
Page 3 image plus article	500 charsplus image	€1,715.00	to	€1,990.00	
Bound insert	2-page	€8,165.00			
	4-page	€12,375.00			
<hr/>					
<b>Supplements</b>		– not eligible for discounts –			
up to 25g weight		run of 19,500		€	7,520.00
		per additional 5g weight		€	395.00
		Partial runs acc. to your selection criteria up to 25g weight, per thousand units		€	440.00
		Minimum quantity 3,000 units			
<hr/>					
<b>Glued-in advertising</b>		in conjunction with an ad			
		machine processing		€	1,990.00
		manual processing		€	815.00
		– not eligible for discounts – both sides usable		€	1,795.00
<b>Sleeve</b>		460 x 100 mm	run of 19,500	€	10,580.00
<b>Gatefolder</b>		includes inside front cover			
<b>Tip-ons</b>		upon request			
<hr/>					
<b>Contact</b>		For advice and bookings:			
		Gerald Zasche, Project Manager			
		Tel. +49 (0)8191 125-337 / Fax +49 (0)8191 125-304			
		Email: gerald.zasche@mi-connect.de			
		To provide data and for invoices and receipts:			
		Martina Probst, Media Administration			
		Tel. +49 (0)8191 125-324 / Fax +49 (0)8191 125-165			
		Email: martina.probst@mi-connect.de			
<hr/>					
<b>Payment terms</b>		within 14 days net of invoice date			
		2% discount for pre-payment, 3% discount for payment via direct debit			
<b>Bank details</b>		HVB, Sort code: 70020270, Account no.: 15764474			
		IBAN: DE76 7002 0270 0015 7644 74			
		SWIFT (BIC): HYVEDEMMXXX			
<hr/>					
<b>Cancellation charges:</b>		35% of the ad price if four weeks before publication date or later			

## Market & contact

**Schutzabdeckungen**



**ARNO ARNOLD GMBH**  
Bieberer Straße 161 Tel. + 49 6104 4000 0  
63179 Obertshausen Fax: + 49 6104 4000 99  
www.arno-arnold.de info@arno-arnold.de

Check out the online advertising options with our market overviews!

## Find the right supplier – fast

Present your company details and logo in your desired section. Send us the search term and your logo and we'll take care of the rest for you.

**Size:** 55 mm width x 50 mm height.

### Prices

1x insertion	€ 260.00
3x insertion	€ 676.00 *
6x insertion	€ 1,320.00 *

\* prices do not include volume discount

## Catalog ad or online shop

**Licefa**

**Kunststoffverpackungen für die Industrie**  
Rund-/Rechteck-/Membrandosen, Sortimentskästen, Koffer + Einlagen + Ausstattung, Transport-/Lagerkästen, Aufbauschränke, Roll-Container, Neer-Schubladen, leitfähige Verpackungen, SMD-Boxen, tiefgezogene leitfähige Einlagen, Schaumstoff-/Tiefseeeinlagen

Katalog kostenlos [www.licefa.de](http://www.licefa.de)  
**LICEFA Kunststoffverarbeitung GmbH & Co. KG**  
Tel.: 0 52 22 28 04-0  
Fax: 0 52 22 28 04-35  
[info@licefa.de](mailto:info@licefa.de)

*Der neue KATALOG ist da!*

Important: Check out "Catalog of the Week" – a special advertisement. See page 25!

## Present your catalogs and brochures with targeted precision

Send us the front cover of your catalog (as .jpg or .tif) in at least 300 dpi and 5 cm width. Add your text to describe the catalog (max. 250 characters). We'll take care of the rest for you.

**Size:** 86 mm width x 62 mm height.

### Prices

1x insertion	€ 790.00
3x insertion	€ 2,160.00 *
6x insertion	€ 4,080.00 *

\* prices do not include volume discount

## Page 3 image plus article




Product image



Product report

Place a product image on page 3 (beside the editorial). We'll also include a product report in the Products section with 500 characters of text plus an image.

### Prices

1x insertion	€ 1,990.00
3x insertion	€ 5,420.00 *
6x insertion	€ 10,290.00 *

\* prices do not include volume discount

**Web address** [www.technikundeinkauf.de](http://www.technikundeinkauf.de)

**Brief description Website** [www.technikundeinkauf.de](http://www.technikundeinkauf.de) is the online presence of trade magazine TECHNIK+EINKAUF. Due to its high degree of prominence, e.g. in Google searches, over 70% of users reach our portal via search engines. On the site, users find the latest news, trends, buyers' guides with checklists for specific products, around 3,000 market overviews and, in the archive, print editions in PDF format.

**Newsletter** On Monday and Thursday each week, the TECHNIK+EINKAUF newsletter is sent out with important information relating to purchasing and technology. It also reports on news, trends and new products. The newsletter is currently sent out to approx. 11,900 identified recipients – technical and strategic buyers in industry and subscribers from design engineering, production and management.

**Target audience** People involved in the procurement process in the fields of technical and strategic purchasing, design engineering and production as well as company directors.

**Company** mi connect GmbH  
**Postal address** D-86895 Landsberg  
**Street address** Justus-von-Liebig-Str. 1, D-86899 Landsberg  
**Telephone** +49 (0)8191/125-0  
**Fax** +49 (0)8191/125-304  
**Internet** [www.technikundeinkauf.de](http://www.technikundeinkauf.de)  
**Editorial email** [redaktion.technikundeinkauf@mi-connect.de](mailto:redaktion.technikundeinkauf@mi-connect.de)  
**Ads email** [sales.technikundeinkauf@mi-connect.de](mailto:sales.technikundeinkauf@mi-connect.de)

**Editorial team** Kathrin Irmer, Tel. +49 (0)8191/125-225  
**Email** [kathrin.irmir@mi-connect.de](mailto:kathrin.irmir@mi-connect.de)

**Bookings** Gerald Zasche, Tel. +49 (0)8191/125-337  
**Email** [gerald.zasche@mi-connect.de](mailto:gerald.zasche@mi-connect.de)

**Pageviews (per month)** Page impressions: 159,986  
 Visits: 60,293  
 (source: [www.ivw.de](http://www.ivw.de) – July 2021)



For up-to-date data, see:  
<http://ausweisung.ivw-online.de/>

**Provision of data** At least 1 week prior to placement via email to: [martina.probst@mi-connect.de](mailto:martina.probst@mi-connect.de)  
**Banners** (Animated) GIF format, JPG, HTML banners in stated sizes. Images files and graphic files (incl. banners) always as RGB (color scheme). Maximum file size: 50 KB, 72 dpi  
**Videos** Maximum video length: 5 minutes. High quality 760 KBit, 25 frames/sec. Additional input image/logo as a .jpg graphic in 390 x 240 pixel format.












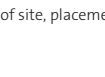
You can find further information on providing data and technical specifications online in the Media section of <http://www.technikundeinkauf.de>

**External AdServer used** Google Ad Manager

**Payment terms** within 14 days net of invoice date  
 2% discount for pre-payment, 3% discount for payment via direct debit.

**Bank details** HypoVereinsbank, Sort code: 70020270,  
 Account no.: 15764474  
 IBAN: DE76 7002 0270 0015 7644 74  
 SWIFT (BIC): HYVEDEMMXXX

## Forms of advertising on the website and prices

	Advertising material	Placement	Device	Format (in pixels)	Price per week
	Billboard	RoS under header	Desktop, tablet	940x250	€ 1,995.00
	Half-page ad	RoS (sticky)	Desktop	300x600	€ 1,635.00
	Skyscraper right	RoS (sticky)	Desktop	160x600	€ 1,180.00
	Wallpaper	RoS	Desktop	728x90 + 160x600	€ 1,995.00
	Skyscraper left premium	RoS	Desktop	160x600	€ 1,180.00
	Skyscraper left basic	RoS	Desktop	160x600	€ 945.00
	Leaderboard premium	Post, under teaser image	Desktop, tablet	728x90	€ 1,180.00
	Leaderboard basic	Post, after 1st text block, or end of post	Desktop, tablet	728x90	€ 945.00
	Medium rectangle	RoS	Desktop mobile/tablet	300x250	€ 945.00
	Permanent banner	RoS	Desktop	156x60	€ 1,420.00/year
	Logo-link	RoS	Desktop	156x120	€ 2,050.00/year
	Baseboard Ad	RoS (sticky)	Desktop	960x90	€ 1.995.00

RoS = Run of site, placement in the entire online offering / Post = article / Listing = category

### Special forms of advertising on the website: [www.technikundeinkauf.de](http://www.technikundeinkauf.de)

Ad form	Description	Price
<b>Buyers' guide</b> Placed in section of same name	Neutral post (buyers' guide) relating to your company with approx. 6.000 characters, e.g. "What do I need to consider when buying/using PPE?" Also includes a checklist with key points when buying this product.	
Sample teaser banner:	a. Guide placed online for 12 months b. Also: teaser banner every 4 weeks on website and newsletter c. Buyers' guide plus standalone newsletter d. Buyers' guide plus teaser banner for 4 weeks plus standalone newsletter	€ 2,900.00 € 3,990.00 € 5,900.00 € 6,890.00
<b>Product of the week</b> <b>Seminar of the week</b> <b>Event of the week</b> <b>Catalog of the week</b>	Text block with approx. 2,000 characters of text (approx. 530 x 230 pixel) with photo (145 x 145) and company logo, link to complete description and to your homepage. Also includes a text ad with 380 characters plus image (145 x 145) in the TECHNIK+EINKAUF newsletter (11,900 recipients). See box to the right for an example	€ 1,290.00/ week
<b>Online shop of the week</b> <b>Job advert of the week</b> <b>Used machine of the week</b>	Incl. print publication in an issue of TECHNIK+EINKAUF in 1/8 square format, 4c, for example ad see "Catalog of the week" on page 15	€ 1,760.00/ one-time

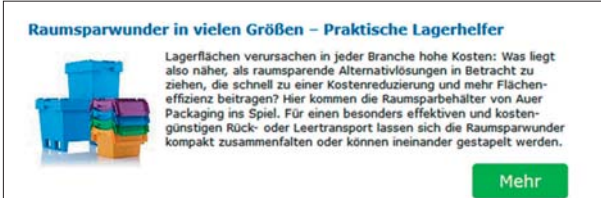
### Content ad form "... of the week"

Online shop of the week / Product of the week / Catalog of the week / Event of the week / Seminar of the week / Used machine of the week / Job advert of the week

#### a) Website



#### b) Newsletter



## Whitepaper



Integration and promotion of your white paper on our portal page

### Elements:

- Editorial service: Preliminary quality check by our content experts
- Creation of a landing page on our portal
- One-off delivery of download addresses at the end of the full term (12 weeks)
- Archiving on portal page: one year after publication

### Marketing:

- Social media integration
- Integration in editorial newsletter

€9,900

## Webinar



Integration and promotion of your webinar on our portal page

### Elements:

- Advice for the client from our content experts on selecting topics
- Technical organization and implementation
- Moderated by our editorial team
- Creation of a landing page on our portal, including sign-up option
- One-off delivery of download addresses after the webinar
- Archiving on portal page: one year after publication

### Marketing:

- Social media integration
- Integration in editorial newsletter

€12,900

## Content Placement



The placed content is identified accordingly and published as a fully fledged article in your chosen section of our portal page.

- Advice from our content experts preliminary quality check)
- Article placed in your chosen section
- Archiving on portal page: one year after publication
- Monitoring and reporting at the end of the full term (four weeks)

### Marketing:

- integration in editorial newsletter

€3,690

## Editorial service



Got a topic that you'd like to place on our portal but nobody in house to do it for you? No problem!

Our content experts will discuss the subject matter with you, prepare the content placement, and edit it in line with our internal style guide and target group criteria ("look and feel" editing).

**Price on request**



## Forms of advertising on the website and prices

Online market overviews on the website: [www.technikundeinkauf.de](http://www.technikundeinkauf.de)

### Description of database

The search function on [www.technikundeinkauf.de](http://www.technikundeinkauf.de) allows users to find exactly the right supplier. Around 3,000 market overviews provide information about market leaders for searched products. Important: These market overviews enjoy excellent visibility in Google rankings! Try it out for yourself and search for products using keywords – provider, supplier of ..., purchasing, market overview, manufacturer or online shop, e.g. "Aluminium profile supplier"... These advertising packages ensure that your company enjoys the best possible visibility, ahead of your market competitors:

Advertising options	Basic price per year for 1 product or 1 market overview	Prices per year for referring to your company in further market overviews		
		up to 10 products/ market overviews	up to 25 products/ market overviews	up to 50 products/ market overviews
<b>Basic entry in a market overview</b> without company logo	EUR 230.00	each EUR 60.00	each EUR 50.00	each EUR 40.00
<b>Basic entry in a market overview</b> incl. Top 10 placement with company logo	EUR 375.00	each EUR 100.00	each EUR 85.00	each EUR 70.00
<b>Premium package – Top 10 placement</b> Premium company profile with max. 4000 characters of text, back-link, company logo, 2 images (145 x 145 pixels) and 2 PDFs (e.g. catalogs)	EUR 630.00	each EUR 170.00	each EUR 150.00	each EUR 130.00
<b>Gold package – Top 1 placement</b> Premium package plus head banner (400 x 60 pixel) in header of a market overview	EUR 1,250.00	each EUR 430.00	each EUR 365.00	each EUR 300.00
<b>Product image in header</b> of a market overview with name of your company	EUR 500.00	each EUR 430.00	each EUR 365.00	each EUR 300.00



Gold package

Premium package


## Forms of advertising in the TECHNIK+EINKAUF newsletter

On Thursday each week, the TECHNIK+EINKAUF newsletter is sent out with important information relating to purchasing and technology. It also reports on news, trends and new products. The personalized newsletter is sent out to approx. 11,900 technical and strategic buyers in industry and subscribers from design engineering, production and management.

Ad form	Description	Position/ placement	Format in pixels (width x height)	Price per week
Exclusive Ad		Top placement, full width	650 x 90	€915.00
Text ad	Image (approx. 145 x 145 pixels) plus 400 characters text incl. link to customer website	As text ad, in center		€970.00
Job advert	Image (approx. 145 x 145 pixels) plus 400 characters text, link to job advert	As text ad, in centre		€970.00
Content ad		In center, between texts	300 x 250	€745.00
<b>Exclusive banner in special newsletter</b>				€1,180.00
As well as our regular newsletter (on Thursdays), TECHNIK+EINKAUF also sends our a special newsletter on Monday with an exclusive message. For €1,180.00/week, we can place your superbanner in the newsletter in 650 x 90 format. No other banners would be included in the newsletter.				

### Sample text ad

**Virtuelle Verhandlungen sicher führen – auch in der Krise!**



In schwierigen Zeiten werden auch Verhandlungen komplexer. Dabei sind gerade jetzt Erfolge wichtig. Im Live-Webinar der Haufe Akademie erklärt Ihnen der Fachexperte Thomas Weitengruber, welche Einkaufsverhandlungen in der aktuellen Zeit akut sind und welche Besonderheiten auf der virtuellen Verhandlungsebene zu beachten sind - PLUS: individuellem Telefon-Coaching.

**>> Jetzt mehr erfahren!**

Exclusive Ad

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Content Ad

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Text Ad

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## Standalone newsletter from your company

### Standalone Newsletter!

As well as our regular newsletters, you can also opt for a standalone newsletter to get your message out to our audience. Design a newsletter containing exclusively your content. This guarantees that you can address potential customers in your specific target groups and create distraction-free advertising. The newsletter is then sent in our site's name to around 15,000 subscribers, made of up 100% your content.

- Option 1 – based on our building-block template
- Option 2 – based on your customer HTML

Prices include newsletter creation and one round of amendments

Price: € 5,900.00

### Standalone newsletter with the target group of buyers and managing directors:

4,250 recipients – price: €3,190

### New: Engage Plus

Send a second standalone newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request



**TECHNIK+  
EINKAUF**

+++ TECHNIK+EINKAUF Infoletter +++

[Online anzeigen](#)

**M** **MOUSER  
ELECTRONICS**

Die neuesten Produkte für Ihre neuesten Designs™

**Tschüss Dateneingabe, hallo Effizienz!**

Möchten Sie veralteten, manuellen Bestellprozessen den Kampf ansagen? Nutzen Sie die Gelegenheit, Bestellungen schneller aufzugeben, den Verwaltungsaufwand deutlich zu verringern, die Datenkontrolle und die Bestellgenauigkeit zu erhöhen.

**Expanding your existing customer base**

**Promoting customer loyalty**

**Generating new customers**

**Boosting response rate**

**Enhancing sales performance and tapping new sales potentials**

Mailshots are the ideal advertising medium, offering extensive, flexible design options and thereby ensuring a high degree of attention, especially if they are integrated into a cross-media advertising campaign. Benefit from our direct contacts in German industry, and address over 500,000 decision-makers in a targeted and personalized manner.

- **Addresses are very up-to-date** thanks to regular distribution of periodicals
- **Exclusive contacts** extending up to specialist departments thanks to continuous address qualification by telephone
- **Personalized addressing** of managing directors, decision-makers and specialists
- **Flexible address utilization** with single use, multiple use or yearly use
- **Billing according to net input quantity** by matching against your database

**All-round service with guaranteed delivery**

- **The right type of address list renting:** The right addressees for your communication
- **More target group:** We research additional target group potential for you
- **Full service from the professionals:** We produce and ship millions of print products annually
- **Delivery guarantee:** On request, undeliverable returns will be credited to you for a follow-up order

**Target group without dispersion losses**

Based on the following criteria, the desired target group can be filtered without dispersion losses and selected in any combination:

- Readers of one or more trade journal titles
- Industry and secondary industry according to WZ08
- Decision-makers by position/function within the company
- Company size, region (postal code, state), national and international

**High-quality, individual, surprising**

- More attention is paid to a personal cover letter, which remains present for longer
- Printed material awakens emotions thanks to its touch-based experience and striking appearance
- Diverse design possibilities for printed advertising media generate attention
- The focused approach is ideal for integration into cross-media advertising campaigns (e.g. via personalised websites)
- Printed material works, and is the perfect advertising medium for winning new customers

**NOW test it for free!**

We determine your desired target group's potential free of charge and without obligation.

Get in touch with us:

Address list renting	Single use (price per use)	Double use (price per use)	Triple use (price per use)	Annual rent (lump-sum)
Database lump sum	€ 180.00			
Company address + 1 contact person	from € 0.24	from € 0.22	from € 0.19	from € 0.95
Minimum order value	€ 590.00 (including database and selection fee)			
Minimum purchase	70% of delivered addresses (for address matching)			

All rental prices per use, annual rent flat rate and depending on quantity  
Price quotations plus VAT. The conditions according to the offer/order confirmation apply.

**Optional full service – we take care of EVERYTHING!**

<p><b>Advice</b></p> <p>We advise you on the selection of target groups, determine your desired target group's potential free of charge, and prepare an offer for full-range services.</p>	<p><b>Production</b></p> <p>We print the advertising media, whether standard or special formats.</p>
<p><b>Address matching</b></p> <p>We reconcile rented address lists against your customer base.</p>	<p><b>Letter shop</b></p> <p>We look after the packing of the advertising material, postage optimization and postal delivery of the mailshot.</p>



Alexander Zöller  
+49 81 91/125-345  
Adressvermietung@mi-connect.de

# Contacts

## GTCBs

Our General Terms and Conditions of Business apply. These can be viewed at [www.mi-connect.de](http://www.mi-connect.de).

Matthias Piro  
Head of Sales  
+49 (0)8191/125-167  
matthias.piro@  
mi-connect.de



Gerald Zasche  
Projektmanager  
Sales  
+49 (0)8191/125-337  
gerald.zasche@  
mi-connect.de



Christina Karge  
Sales Manager  
+49 (0)8191/125-224  
christina.karge@  
mi-connect.de



Claus Wilk  
Editor-in-Chief  
Print  
+49 (0)8191/125-329  
claus.wilk@  
mi-connect.de



Gabriel Pankow  
Editor-in-Chief  
Online  
+49 (0)8191/125-413  
daniel.pankow@  
mi-connect.de



Kathrin Irmer  
Editor  
(verantwortl.)  
+49 (0)8191/125-225  
kathrin.irmer@  
mi-connect.de

Dörte Neitzel  
Editor  
Online  
+49 (0)8191/125-126  
doerte.neitzel@  
mi-connect.de



Eva Fitzpatrick  
Editorial Assistant  
Print  
+49 (0)8191/125-442  
eva.fitzpatrick@  
mi-connect.de



Susanne  
Guggenberger  
Editorial Assistant  
Print  
+49 (0)8191/125-310  
susanne.  
guggenberger@  
mi-connect.de



Sabine König  
Assistant  
Online  
+49 (0)8191/125-390  
sabine.koenigl@  
mi-connect.de



Luitgard Ludwig  
Assistant  
Online  
+49 (0)8191/125-677  
luitgard.ludwig@  
mi-connect.de



Silvia Rehm  
Assistant  
Online  
+49 (0)8191/125-547  
silvia.rehm@  
mi-connect.de

Silvia Düringer  
Assistant  
Sales  
+49 (0)8191/125-439  
silvia.dueringer@  
mi-connect.de



Sabine Tatzel  
Assistant  
Sales  
+49 (0)8191/125-370  
sabine.tatzel@  
mi-connect.de



Martina Probst  
Media  
Administration  
+49 (0)8191/125-324  
martina.probst@  
mi-connect.de

