

# MediaKit

2021

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



**m<sub>i</sub>** connect

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Title	TECHNIK+EINKAUF
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## 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.

<b>Target audience</b>	People involved in the procurement process in the fields of technical and strategic purchasing, design engineering and production as well as company directors.
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<b>Publication frequency</b>	6x per year
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<b>Format</b>	DIN A4
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<b>Year</b>	17th year of publication in 2021
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## 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)

<b>Company</b>	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

<b>Publisher</b>	verlag moderne industrie GmbH / mi connect
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<b>Sales Team</b>	Gerald Zasche
Telephone	+49 (0)8191/125-337
Email	gerald.zasche@mi-connect.de



## Print run and distribution analysis

### Print run monitoring: Print run analysis:



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

<b>Print run:</b>	18,575*		
<b>Total actual circulation (TAC):</b>	18,224	of which is international:	439
<b>Copies sold:</b>	1,831	of which is international:	4
– Subscriber copies:	51	of which are for members:	0
– Access right in paid content subscription***:	52		
– Other sales:	1,780		
– Retail sales:	0		
<b>Free copies:</b>	16,393		
<b>Remaining, archive and specimen copies:</b>	351		

\* 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
<b>Domestic</b>	97.2	17,714
<b>International</b>	2.4	439
<b>Other**</b>	0.4	71
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>18,224</b>

Distribution by federal state	Share of total actual circulation	
	%	Copies
Baden-Württemberg	21.5	3,801
Bavaria	16.6	2,916
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.6	645
Bremen, Hamburg, Schleswig-Holstein	4.4	779
Hesse	7.3	1,289
Lower Saxony	7.6	1,353
North Rhine-Westphalia	24.4	4,326
Rhineland-Palatinate	4.1	735
Saarland	1.2	221
Saxony, Saxony-Anhalt	6.4	1,127
Thuringia	2.9	522
<b>Total actual domestic circulation (TAC)</b>	<b>100.0</b>	<b>17,714</b>

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



## Sectors/branches

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Proportion of total actual circulation	
		%	Recipients
20, 21	Chemical industry	4.7	852
22	Manufacture of rubber and plastic goods	7.2	1,319
24	Manufacture of basic metals	5.5	1,007
25	Manufacture of fabricated metal products	18.1	3,293
28	Manufacture of machinery and equipment	35.3	6,430
27	Manufacture of electric motors generation and distribution apparatus	4.9	898
26.3	Telecommunications technology	1.6	286
26.51, 26.6, 26.7, 32,5	Medical, measurement, control and navigation technologies, optical instruments	7.1	1,298
29, 30	Manufacture of motor vehicles, motor vehicle components and other transport equipment (ship, rail vehicle, aircraft and spacecraft construction)	7.6	1,389
	Other sectors (e.g. computers, business support services)	7.6	1,381
	Miscellaneous*	0.4	71
<b>Total actual circulation (TAC)</b>		<b>100.0</b>	<b>18,224</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	51.3	9,348
100 – 199 employees	16.2	2,956
200 – 499 employees	14.1	2,570
500 – 999 employees	6.2	1,125
1,000 employees and above	7.2	1,309
Number of employees not known	4.6	845
Other*	0.4	71
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>18,224</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)	46.7	8,518
<b>Production</b> (CTOs, maintenance, production managers, production preparation, warehousing, transport)	16.8	3,061
<b>Design engineering</b> (Design, development, research)	18.9	3,452
<b>Business management</b> (Owners, executives, directors)	15.6	2,838
<b>Other functions</b>	1.6	284
<b>Miscellaneous*</b>	0.4	71
<b>Total actual circulation (TAC)</b>	<b>100.0</b>	<b>18,224</b>

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



## Description of the data collection method

### 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** 51,470

**2.3 Total number of alternating recipients:** 49,600  
(change after every third issue)

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

– Issues sold	1,831
of which: Subscriber copies	51
Right of access in paid content subscription*	52
Retail sales	0
Other sales	1,780
– Free copies	16,393
of which: Permanent free copies	39
Alternating free copies	16,003
Advertising copies	351
Total actual circulation (TAC)	18,224
→ of which is domestic	17,785
→ of which is international	439

### 3. Description of the analysis

#### 3.1 Basic total (analyzed share)

Basic total (TAC) 18,224 = 100.00%

of which is not included in the analysis:

→ Advertising copies 351 = 1.93%

Share of basic total (TAC)  
included in analysis 17,873 = 98.07%

**3.2 Date of file evaluation** August 3, 2020

#### 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 2019 to June 2020

**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 Print space

210 mm width x 297 mm height  
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

Michaela Richter  
Telephone: +49 (0)8191/125-324  
Email: [michaela.richter@mi-connect.de](mailto:michaela.richter@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 & latest tech/dates; Raw materials; Buyers' guide with checklist; T+E in dialog: Reports from purchasing; Tech trends; Tech tips; Buyer interviews; Purchasing practice; Purchasing & law; Trade fair report; Special technology topics, and New products.

Issue	Special topics	Trade fair special features and other dates		
<b>March 1/2021</b> Advertising dead- line:03.02.2021 Publication date: 02.03.2021  <b>Features</b>	<b>Cover story: Purchasing guide to hydraulic cylinders</b> Pumps / filters / valves Switching cabinets / housings Measurement and testing technology Leasing / machinery leases / finance Management consultants in purchasing Fleet management Global sourcing  <b>Automation – trends and products</b>	BME e-LÖSUNGSTAGE METAV	Düsseldorf Düsseldorf	16.-17.03.2021 23.-26.03.2021
<b>April 2/2021</b> Advertising dead- line:05.03.2021 Publication date: 01.04.2021  <b>Features</b>	<b>Cover story: Purchasing guide to brakes for robotics</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>Logistics / in-factory transport – trends and products</b>	<b>HANOVER TRADE FAIR</b> T4M transport logistik Control SENSOR+TEST LIGNA FASTENER FAIR CastForge Moulding Expo	<b>Hanover</b> Stuttgart Munich Stuttgart Nuremberg Hanover Stuttgart Stuttgart Stuttgart	<b>12.-16.04.2021</b> 04.-06.05.2021 04.-07.05.2021 04.-07.05.2021 04.-06.05.2021 10.-14.05.2021 18.-20.05.2021 08.-10.06.2021 08.-11.06.2021
<b>June 3/2021</b> Advertising dead- line:07.05.2021 Publication date: 08.06.2021  <b>Features</b>	<b>Cover story: Purchasing guide to industrial shock absorbers</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>Process engineering</b>	ACHEMA LASER World of PHOTONICS LogiMAT	Frankfurt Munich Stuttgart	14.-18.06.2021 21.-24.06.2021 22.-24.06.2021
<b>September 4/2021</b> Advertising dead- line:11.08.2021 Publication date: 09/07/2021  <b>Features</b>	<b>Cover story: Purchasing guide to energy chains</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  <b>Process engineering – trends and products</b>	<b>SCHWEISSEN&amp;SCHNEIDEN</b> MSV FachPack EMO <b>Motek</b> parts2clean	<b>Essen</b> Brno Nuremberg Milan <b>Stuttgart</b> Stuttgart	<b>13.-17.09.2021</b> 13.-17.09.2021 28.-30.09.2021 04.-09.10.2021 <b>05.-08.10.2021</b> 05.-07.10.2021
<b>October 5/2021</b> Advertising dead- line:08.09.2021 Publication date: 05.10.2021  <b>Features</b>	<b>Cover story: Purchasing guide to C-parts management</b> Automation and drive technology Clamping technology Operating technology / operating supplies / intralogistics Fleet management Negotiation management in purchasing Raw materials procurement – metals and profiles  <b>Automotive engineering – trends and products</b>  The 2022 calendar will be enclosed with this issue in a print run of 18,000 copies. Find out about your advertising space.	Fakuma Interlift Blechexpo A+A FMB - Zuliefermesse BME Symposium	Friedrichshafen Augsburg Stuttgart Düsseldorf Bad Salzungen Berlin	12.-16.10.2021 19.-22.10.2021 26.-29.10.2021 26.-29.10.2021 04.-06.11.2021 10.-12.11.2021
<b>November 6/2021</b> Advertising dead- line:12.10.2021 Publication date: 11/9/2021  <b>Features</b>	<b>Cover story: Purchasing guide to switching cabinets</b> Logistics / packaging / conveyor systems / identification technology Robots, assembly and handling equipment Materials / semi-finished products / casting technology Energy / energy procurement Risk management  <b>Medical engineering – trends and products</b>	MEDICA <b>sps smart production solutions</b> formnext productronica	Düsseldorf <b>Nuremberg</b> Frankfurt Munich	16.-19.11.2021 <b>23.-25.11.2021</b> 16.-19.11.2021 16.-19.11.2021



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

Advert sizes	Formats Width x height in mm	Price for insertion of single ad	Single ad price for * insertion of 3 ads	Total price for * insertion of 3 ads	Single ad price for * insertion of 6 ads	Total price for * insertion of 6 ads
2/1 page A4	420 x 297	15,280	13,920	41,760	13,200	79,200
1/1 page A4	178 x 257, 210 x 297	7,640	6,960	20,880	6,600	39,600
Junior page	126 x 178	4,240	3,865	11,595	3,665	21,990
1/2 page	86 x 257, 178 x 126	3,820	3,480	10,440	3,300	19,800
1/3 page	56 x 257, 178 x 83	2,550	2,325	6,975	2,205	13,230
1/4 page	41 x 257, 86 x 126, 178 x 62	1,910	1,740	5,220	1,650	9,900
1/8 page	41 x 126, 86 x 62, 178 x 29	955	870	2,610	825	4,950
Catalog ad	86 x 62	760	690	2,070	655	3,930
Online shop ad	86 x 62	760	690	2,070	655	3,930
2-page bound insert	210 x 297	7,850	7,195	21,585	6,815	40,890
4-page bound insert	210 x 297	11,900	10,885	32,655	10,300	61,800
Market & contact ad	55 x 50	250	215	645	210	1,260
Page 3 image plus article	500 chars text plus image	1,910	1,740	5,220	1,650	9,900

\* 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.

## Price list no. 17

valid as of October 1, 2020

<b>Placement surcharges</b>	Inside front & outside back cover	€7,950.00	Supplements	– not eligible for discounts –	
	Binding placement specifications 10% surcharge (possible for 1/4 page and above)		up to 25g weight	run of 19,500	€ 7,520.00
	Island ads	upon request		per additional 5g weight	€ 395.00
	ColorAll prices are inclusive of color surcharge			Partial runs acc. to your selection criteria	
	BleedNo surcharge applies for bleed ads (for 1/3 page and above)			up to 25g weight, per thousand units	€ 402.00/%
<b>Discounts</b>	Purchased within 12 months (insertion year)*		Glued-in advertising	Minimum quantity 3,000 units	
	Frequency scale	Volume scale		in conjunction with an ad	€ 1,910.00
	from 3 ads	3%		machine processing	€ 815.00
	from 6 ads	5%		manual processing	€ 1,795.00
	from 12 ads	10%		– not eligible for discounts – both sides usable	
<b>Classified ads</b>	Job advertisement	20% discount	Sleeve	460 x 100 mm	run of 19,500
	Catalog ad:	see page 15, Classified ads			€ 10,580.00
	Online shop ad:	see page 15, Classified ads	Gatefolder	includes inside front cover	€ 21,180.00
	Market & contact ads:	see page 15, Classified ads	Tip-ons	upon request	
			<b>Contact</b>	For advice and bookings:	
<b>Special forms of advertising (see page 15 for samples)</b>				Gerald Zasche, Project Manager	
Supplier ads				Tel. +49 (0)8191 125-337 / Fax +49 (0)8191 125-304	
Market & contact	55 x 50 mm	€210.00 to €250.00		Email: gerald.zasche@mi-connect.de	
Catalog ad	86 x 62 mm	€655.00 to €760.00		To provide data and for invoices and receipts:	
Online shop ad	86 x 62 mm	€655.00 to €760.00		Michaela Richter, Media Administration	
Page 3 image plus article	500 charsplus image	€1,650.00 to €1,910.00		Tel. +49 (0)8191 125-324 / Fax +49 (0)8191 125-165	
Bound insert	2-page	€7,850.00		Email: michaela.richter@mi-connect.de	
	4-page	€11,900.00			
			<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>	HypoVereinsbank, Sort code: 70020270, Account no.: 15764474	
				IBAN: DE76 7002 0270 0015 7644 74	
				SWIFT (BIC): HYVEDEMMXXX	
			<b>Cancellation charges:</b>	35% of the ad price if four weeks before publication date or later	

### Market & contact

**Schutzabdeckungen**



**ARNOLD**  
innovative Schutzabdeckungen

**ARNO ARNOLD GMBH**  
Biebrer 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	€ 250.00
3x insertion	€ 645.00 *
6x insertion	€ 1,260.00 *

\* 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, Neon-  
Schubladen, leitfähige Verpackungen,  
SMD-Boxen, tiefgezogene leitfähige  
Einlagen, Schaumstoff-/Tischeneinlagen

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

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	€ 760.00
3x insertion	€ 2,070.00 *
6x insertion	€ 3,930.00 *

\* prices do not include volume discount

### Page 3 image plus article



**Rügen an den Exportüberschuss**

**Produkt image**

**Produkt 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













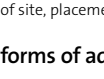
1x insertion	€ 1,910.00
3x insertion	€ 5,220.00 *
6x insertion	€ 9,900.00 *

\* prices do not include volume discount

<b>Web address</b>	www.technikundeinkauf.de
<b>Brief description Website</b>	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.
<b>Newsletter</b>	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.
<b>Target audience</b>	People involved in the procurement process in the fields of technical and strategic purchasing, design engineering and production as well as company directors.
<b>Company</b>	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
Editorial email	redaktion.technikundeinkauf@mi-connect.de
Ads email	sales.technikundeinkauf@mi-connect.de
<b>Editorial team</b>	Kathrin Irmer, Tel. +49 (0)8191/125-225
Email	kathrin.imer@mi-connect.de

<b>Bookings</b>	Gerald Zasche, Tel. +49 (0)8191/125-337
Email	gerald.zasche@mi-connect.de
<b>Pageviews (per month)</b>	Page impressions: 140,631 Visits: 45,500 (Average over the last 6 months: from January 2019 to June 2019 inclusive, acc. to IVW Online analysis) For up-to-date data, see: <a href="http://ausweisung.ivw-online.de/">http://ausweisung.ivw-online.de/</a>
	
<b>Provision of data</b>	At least 1 week prior to placement via email to: michaela.richter@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 <a href="http://www.technikundeinkauf.de">http://www.technikundeinkauf.de</a>
<b>External AdServer used</b>	Google Ad Manager
<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>	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	728x90, 940x250, 970x250, 1000x250, 770x250, 800x250	€ 1,995.00
	Half-page ad	RoS (sticky)	Desktop	300x600	€ 1,635.00
	Skyscraper right	RoS (sticky)	Desktop	120x600, 160x600	€ 1,180.00
	Wallpaper	RoS	Desktop	728x90 + 160x600	€ 1,995.00
	Skyscraper left 1	RoS	Desktop	120x600, 160x600	€ 945.00
	Skyscraper left 2	RoS	Desktop	120x600, 160x600	€ 795.00
	Leaderboard post (start)	Post, under teaser image	Desktop mobile/tablet	728x90, 940x250, 770x250, 800x250	€ 1,180.00
	Leaderboard post (end)	Post, after 1st text block, or end of post	Desktop mobile/tablet	728x90, 940x250, 770x250, 800x250	€ 1,180.00
	Content ad	RoS	Desktop mobile/tablet	300x250	€ 945.00
	Full-size banner 1	Listing after 4th article teaser	Desktop mobile/tablet	468x60, 468x80, 600x90	€ 595.00
	Permanent banner	RoS	Desktop	156x60	€ 1,420.00/year
	Logo-link	RoS	Desktop	156x120	€ 2,050.00/year
	Baseboard Ad	RoS	Desktop	728x90, 940x250, 970x250, 1000x250, 770x250, 800x250	€ 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 € 5,190.00 € 6,390.00
<b>Product of the week</b> <b>Seminar of the week</b> <b>Event of the week</b> <b>Catalog of the week</b> <b>Online shop of the week</b> <b>Job advert of the week</b> <b>Used machine 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 TECH-NIK+EINKAUF newsletter (11,900 recipients). See box to the right for an example  Incl. print publication in an issue of TECH-NIK+EINKAUF in 1/8 square format, 4c, for example ad see "Catalog of the week" on page 15	€ 1,290.00/week  € 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



Produkt der Woche Praktische Lagerhelfer  
**Raumsparende Lagerbehälter in vielen Größen**  
 Lagerflächen verursachen hohe Kosten. Hier kommen die Raumsparende Lagerbehälter von Auer Packaging ins Spiel. Für einen besonders effektiven und kostengünstigen Rück- oder Leertransport lassen sich diese kompakt zusammenfallen oder können ineinander gestapelt werden.  
 Präsentiert von **AUER** PACKAGING

#### b) Newsletter



**Raumsparende Lagerbehälter in vielen Größen – Praktische Lagerhelfer**  
 Lagerflächen verursachen in jeder Branche hohe Kosten: Was liegt also näher, als raumsparende Alternativlösungen in Betracht zu ziehen, die schnell zu einer Kostenreduzierung und mehr Flächeneffizienz beitragen? Hier kommen die Raumsparende Lagerbehälter von Auer Packaging ins Spiel. Für einen besonders effektiven und kostengünstigen Rück- oder Leertransport lassen sich die Raumsparende Lagerbehälter kompakt zusammenfallen oder können ineinander gestapelt werden.  
 Mehr

## White paper



### Basis:

- Dispatch of standalone newsletter
- Individual banner ads
- Guarantee of 60 leads

€ 9,900.-

### Plus:

- Creation of a separate target market segment
- Dispatch of standalone newsletter
- Individual banner ads
- Advertising in entire mi network, across all titles
- Guarantee of 90 leads

€ 12,900.-

## Live webinar promoted by TECHNIK+EINKAUF



- ★ Dispatch of standalone newsletter (incl. design)
- Individual banner ads (portal and newsletter)
- Moderated by our editorial team
- Webinar recording placed on our portal

€ 8,900.-

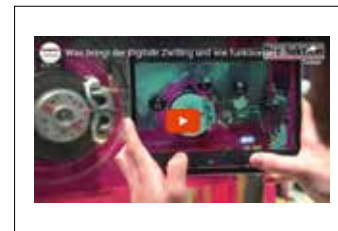
## Live webinar hosted by TECHNIK+EINKAUF



- Co-branding
- Technical organization and implementation
- Dispatch of a standalone newsletter (incl. design)
- Individual banner ads (portal and newsletter)
- Former webinar participants targeted (depending on the subject)
- Editor-in-Chief serves as moderator
- Webinar recording placed on our portal

€ 12,900.-

## Video Marketing



- Storyboard creation
- Video shoot on location
- Post-production by specialist videographers
- Integration on our portal
- Newsletter marketing

from € 8,500.-



Wolfgang Kräußlich,  
+49 81 91/125-667,  
wolfgang.kraeusslich@  
mi-connect.de

### Online advertorial



- Post in a strand of your choice
- Placed in top position, offering enhanced visibility
- Post design and integration (look & feel editing)
- Monitoring / SEO management
- Newsletter marketing
- Post archived on the portal  
= permanently retrievable via Google

**€ 3,690.00 per week**

### Native Content Ad (image / copy ad)



Native content ads are a “genuine”, native form of advertising consisting of images, copy and other elements.

- Headline max. 90 characters
- Image with at least 1200x627 px resolution (retina-ready)
- Body copy max. 220 characters
- CTA copy max. 15 characters

**€ 160.- CPT**

### Native video ad



Native video ads are a “genuine”, native form of advertising consisting of a video and other elements:

- Headline max. 25 characters
- Video in SD quality 720p (1,280x720)
- CTA copy max. 15 characters

**€ 160.- CTP**

### Podcast marketing



- Storyboard creation
- Recording in-person or over the phone
- Post-production by our editorial team
- Editorial support to define podcast content
- Integration on our portal
- Newsletter marketing

**from € 8,500.-**

**+ Social media**

**Marketing through our social media channels, Facebook, LinkedIn and Xing  
(total reach as at June 2020: 45,400 subscribers / followers)**

**€ 1,290.-**

## 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



## General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

### § 1 Validity, Exclusivity

1. For the acceptance and publication of all advertising orders and follow-up orders these General Terms and Conditions are exclusively applicable, together with the publisher's price list valid at the time the contract is concluded, whose provisions constitute an integral element of the contract. The validity of any General Terms and Conditions of the customer is excluded to the extent that they do not conform with these General Terms and Conditions.

2. These General Terms and Conditions apply mutatis mutandis to orders for supplements. Supplements shall only be accepted by the publisher following submission of a sample and checking by the publisher.

### § 2 Offer, Conclusion of Contract

1. Advertising order as used in the General Terms and Conditions below shall mean a contract on the publication of one or several ads, third-party supplements or other advertising materials of an advertising company or other commercial advertiser in any advertising media (print/digital) for the purpose of distribution.

2. Orders for advertising material may be made in person, by telephone, in writing, by fax, by email or via the internet. The publisher is not liable for transmission errors.

3. A contract shall not be deemed to exist until the publisher issues an order confirmation in writing. The price list valid at the time the order is placed shall apply.

4. At the publisher's due discretion it shall be authorized to decline orders and individual releases of advertisements that occur under an overall conclusion of contract. This applies in particular if their contents violate laws or official provisions, or were considered objectionable by the German Press or Advertising Council in a complaints procedure, or if their publication is deemed unacceptable to the publisher due to their content, origin or technical format or, due to their format or presentation, would lead the reader to believe that they constitute editorial content, or if they contain advertisements by third parties. The publisher shall make its refusal known immediately upon acquiring knowledge of the relevant contents.

### § 3 Contract Implementation

1. Orders must be completed within one year of conclusion of contract, commencing with the first placement (publication) of the advertising material.

2. The customer shall supply the publisher in good time with all content, information, data, files and other materials ("copy") that are necessary for the advertising material, and these shall be complete, free of errors and viruses and shall conform to the contractual agreements. If copy is transmitted digitally to the publisher (e.g. by CD-ROM or e-mail) it must be exclusively sent in locked files, i.e. in files in which the publisher is unable to alter the contents. The publisher shall assume no liability for the faulty publication of advertising material which has been sent in open files (e.g. in files saved in Corel Draw, QuarkXPress, Freehand), files which belong together must be sent or saved in a common directory (folder). In the event of the customer's digital copy for color advertisements, the customer shall, at the same time, supply a color proof and proof protocol or measurement protocol. Should the customer fail to comply with this stipulation it shall not be entitled to compensation in respect of any color variations which may occur. The customer warrants that all files supplied are free of computer viruses. The publisher shall retain the right to delete files containing computer viruses. No claims on the part of the customer shall derive from such action. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher. The publisher shall immediately demand replacement of clearly faulty or damaged copy. Copy shall only be returned to the customer if specifically requested. Failing this, it shall become the property of the publisher. The obligation to store all documents which are sent expires three months after publication of the respective order.

3. Costs for the production of ordered copy, films or drawings shall be borne by the customer, which shall also bear all costs for changes to originally agreed versions requested by the customer or for which the customer is responsible.

4. Proofs shall only be supplied upon express request. The customer shall bear the responsibility for the correctness of the returned proof. In the event that the proof is not returned to the publisher on time, the customer shall be deemed to have authorized the advertising material.

5. Upon request the publisher shall furnish an advice of the advertising material together with the invoice. In the event that such an advice can no longer be obtained, the publisher shall instead send confirmation that the advertising material has been published and distributed.

6. The design and labeling of advertorial styled advertising material must be agreed with the publisher in a timely manner prior to publication. Text-style advertisements must be distinguishable from the magazine text by their typeface. The publisher shall be entitled to clearly label advertorial materials as advertorial content if they are not recognizable as such.

7. Replies sent to box number advertisements are kept up to four weeks following publication of the relevant advertisement and are sent to the customer by regular mail (even if the said replies have been sent by express or registered mail). Notwithstanding this, the publisher assumes no responsibility for the safekeeping and timely forwarding of the offers.

8. The advertising deadlines and publication dates stated in the price list are non-binding for the publisher. The publisher is entitled to adjust them at short notice to suit the production.

9. Orders may only be canceled in good time, no later than the advertising deadline, and in writing, by fax or by e-mail. Customers must pay for advertisements which have already gone to press. Otherwise, the publisher may demand reimbursement for any costs incurred until the cancellation notification, in accordance with statutory regulations.

10. The customer is responsible for the content and the legal permissibility of the advertising material. The customer indemnifies the publisher from any claims of third parties arising from the publication of the advertising material, including reasonable costs for legal defense. The publisher is not obliged to verify whether advertising material affects the rights of third parties. In the event that the publisher e.g. becomes obliged by a court ruling to print a correction or revision due to the released advertising material, the customer shall effect payment for said publication as per the currently valid price list.

11. Advertising agencies are obliged, in their offers, contracts and invoices to those running the advertisements, to adhere to the price list of the publisher. The publisher is not liable for the publisher's direct charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. A commission shall only apply to orders from third parties. The commission is only paid to advertising agencies recognized by the publisher and provided that the order is placed directly by the advertising agency, and that the said advertising agency is responsible for furnishing the finished and ready-for-press printing copy and has registered its business as an advertising agency. The publisher is entitled to refuse orders from advertising agencies if there are doubts as to the professional practice of the agency or its creditworthiness. Orders by advertising agencies shall be made in the name of the agency and at their own expense. To the extent that an agency places an order, in the event of doubt the contract shall be concluded with the advertising agency. If an advertiser is to be the customer, this must be agreed separately and with the name of the advertiser explicitly stated. The publisher is entitled to require the advertising agency to produce proof of its mandate.

### § 4 Prices, Conditions of Payment, Discounts

1. The price for the publication of advertising material is based on the price list valid at the time the order is placed. The publisher may apply prices which differ from those in the price list for advertorial styled advertising material, supplements, special publications and collections, as well as for advertising material ordered following the expiration of advertising deadlines. Price changes in respect of orders already placed may be applied to companies if the publisher has notified them at least one month prior to publication of the advertising material. In the event of a price increase, the customer shall have the right to withdraw from the contract. The right of withdrawal must be exercised in written form within 14 days of receipt of notification of any price increase.

2. The discounts specified in the price list are granted solely to the customer and only for the advertising material placed over the course of one year ("advertising year"). Frequency discounts are only valid within an advertising year. Unless otherwise agreed, the term commences with the placement of the first advertising material.

3. If an order is extended, the customer shall be entitled to a retroactive discount provided that the basic order was originally eligible for a discount. Said entitlement shall lapse if not claimed within one month of expiry of the advertising year. If an order fails to reach the forecast order volume, an excess discount granted to the customer shall be subsequently invoiced to the customer.

4. Unless otherwise agreed, following receipt of the invoice orders shall be paid for within the period specified in the price list. The so-called pre-notification deadline after the SEPA Core Direct Debit has been shortened to four days. The publishing house shall have the right to assign their claims against the client to third parties. If the client is in payment default regarding a claim, all other claims against this client can be declared due and payable. In the event of payment default, dunning and collection expenses shall be charged to the customer. In the event of payment default, the publisher shall be authorized to defer delivery on a current contract until payment is made, as well as require advance payment. In case of reasonable doubt concerning the customer's ability to pay the publisher shall be authorized, including during the term of an overall contract, to deviate from an originally agreed due date of payment and to make the publication of further advertising material dependent on advance payment and the settlement of outstanding invoiced amounts. Erroneous invoices may be corrected by the publisher within six months of issue.

5. All prices exclude statutory VAT amounts on the day the invoice is issued.

6. The publisher is not liable for the publisher's direct charge to the customer, i.e. following deduction of any discounts, bonuses and discounts due to defects. The publisher shall be entitled to require the advertising order to produce proof of its mandate.

7. In the event of a decrease in circulation, if the customer has concluded a contract for multiple advertising materials it shall be entitled to a discount if, as an overall average for the advertising year which commences with the first placement, circulation falls short of the average circulation quoted in the price list or elsewhere, or – if no circulation is specified – falls short of the average circulation sold (if sales figures are not available, then the average actual circulation) in the previous calendar year. A decrease in circulation shall only constitute a defect entitling the customer to a discount if a specified circulation was underachieved by at least 20%. Any other entitlement to price reductions on contracts is excluded if the publisher has notified the customer of the reduction in circulation in such timely manner that the customer was able to withdraw from the contract prior to publication of the advertising material. Said entitlements to price reductions for customers who are business persons lapse 12 months after publication of the advertising material.

8. In the event that the customer fails to follow the recommendations of the publisher regarding the creation and provision of copy, the customer shall have no claims in respect of faulty publication. This shall also apply in the event that the customer fails to observe the other provisions of these General Terms and Conditions or the price list.

9. Complaints must be lodged by the customer in respect of obvious defects not later than two weeks following receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. In the event the advertising material has been reproduced – and the defect is not apparent – the error-free copy must be submitted in good time – the customer may demand a subsequent placement, appearance of the material without defects (subsequent fulfillment), however only to the extent that the purpose of the advertising material was adversely affected. Claims for subsequent fulfillment are excluded if they subject the publisher to unreasonable expenses. In the event the publisher is given a reasonable time limit and allows it to expire, or refuses to perform subsequent fulfillment, or if the customer cannot reasonably be expected to accept subsequent fulfillment or said fulfillment is unsuccessful, the customer shall have the right to withdraw from the contract or bring a claim for a price reduction, to the extent that the purpose of the advertising material has been adversely affected. Withdrawal for minor defects is excluded. Warranty claims from business persons shall lapse 12 months following publication of the advertising material.

10. In the event that defects in the copy are not immediately apparent but become apparent during processing, the customer shall bear the additional associated costs or losses incurred during production. In the event that defects in the copy are not obvious, the customer shall have no claims in respect of inadequate publication. The same shall apply to errors in repeated placements of advertising material if the customer fails to draw attention to said errors in good time prior to publication of the next placement.

11. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

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39. The publisher accepts no responsibility for the accuracy of the quantity or quality of the material supplied by the customer (bound inserts, supplements etc.).

## 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
Maxi format		Top placement, full width	650 x 90	€915.00
Full-size banner		In center, between texts	468 x 60	€615.00
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

### Exclusive banner in special newsletter

€1,180.00

As well as our regular newsletter (on Thursdays), TECHNIK+EINKAUF also sends out 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 Vittinghuber, welche Einkaufsverhandlungen in der aktuellen Zeit auf sich und welche Besonderheiten auf der virtuellen Verhandlungsebene zu beachten sind – RUF: individuellen Telefon-Coaching.

>> Jetzt weiter erfahren!

Maxi Format

Content Ad

Text Ad

Fullsizebanner

## 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 up of 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** inclusive A/B-testing with 2,000 test-users

**Re-send to recipients who did not open newsletter: +25% on basic price**

### Standalone newsletter with the following target recipients

Package 1:	5,050 recipients from purchasing and company management:	EUR 2,890.00*
Package 2:	4,750 recipients from production and operations management:	EUR 2,780.00*
Package 3:	4,100 recipients from design engineering and development:	EUR 2,470.00*
Package 4:	13,900 recipients from purchasing, company management, production and design engineering:	EUR 5,900.00*

### Build your own individual distributor:

Compile recipients by sector, position and company size

Price on request.

Wenn diese Nachricht nicht korrekt angezeigt wird, klicken Sie bitte [hier](#).

**TECHNIK+  
EINKAUF**

+++ TECHNIK+EINKAUF Infoletter +++

Online anzeigen

**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, Versandbestätigungen und Bestellungen in Echtzeit anzuzeigen und nachzuverfolgen und je nach Ihrem aktuellen Bedarf an elektronischen Bauelementen Anpassungen vorzunehmen.

Prüfen Sie jetzt, welcher Service am besten für die Automatisierung Ihrer Mouser-Bestellungen geeignet ist.

# 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

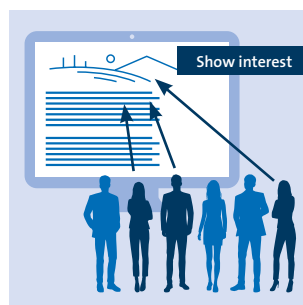
**Price:** 65.– EUR (CPT)

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

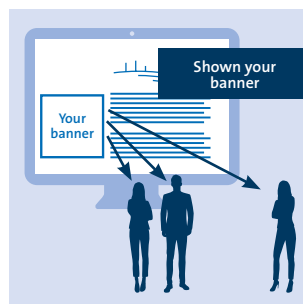
## This is how it works:



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.

# Keyword Advertising

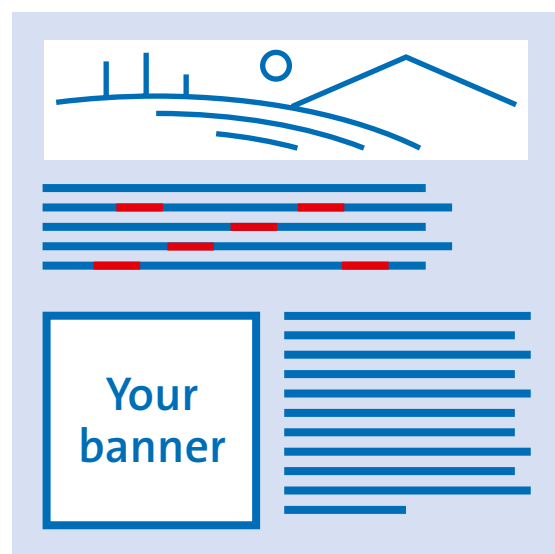
Place your banner with articles on our specialist portal containing at least one of your **5 to 10 key terms**. We will test the potential for success of your key words in advance.

## Your benefit:

- Potential for new customers
- Generate awareness in the right thematic environment at the right time
- Optimize your reach in the mi connect network
- Reduce scatter loss
- Activate new target markets, bringing great potential for new customers

**Price per 1,000 ad impressions:**

+15% on the regular CPT for the format booked



Your banner will appear in the right thematic environment if your key words are used there.

We are a supplier of specialist information and advertising solutions for industry		We network the industrial sector with its target market.	
Part of Südwestdeutsche Medienholding SWMH	<ul style="list-style-type: none"><li>• 120 sector and technology experts</li><li>• Offline/Online marketing specialists</li><li>• Live experience experts</li></ul>	Network:	<ul style="list-style-type: none"><li>• Hanover</li><li>• Landsberg</li><li>• Heidelberg</li><li>• London</li><li>• Munich</li><li>• Pattensen</li></ul>

Our products

Tailored to your needs.

Impact		Service areas		Service		Media products	
What impact do you want to achieve with your planned marketing budget?		What skills do you have in house, in what areas can we complement them?		We see ourselves as your marketing service provider. Take advantage also of our service offers.		We offer not only know-how but also direct access to your target markets. This reach is not bought, we have it at our fingertips.	
↓		↓		↓		↓	
Opinion leadership	New contacts	Content	Microsites	Optimization	Republishing	Display ads	Native ads
Product launch	Employer branding	Email marketing	Audience analytics	Automation	Production	Social ads	Moving images
		Live experience marketing	SEO	Analysis	Reporting & Controlling		
		Creation	Campaign management	Planning			
		Marketing					

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

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.

## 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

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

	<b>Advice</b> 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.		<b>Production</b> We print the advertising media, whether standard or special formats.
	<b>Address matching</b> We reconcile rented address lists against your customer base.		<b>Letter shop</b> We look after the packing of the advertising material, postage optimization and postal delivery of the mailshot.

## NOW test it for free!

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

Get in touch with us:



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