

MediaKit

2023

TECHNIK⁺
EINKAUF



mj connect

Contents

Title portrait	2
Print run and distribution analysis	3
Recipient structure analysis	4/5
Coverage	6
Formats and technical details	7
Schedule and planned topics	8/9
Advert price list	10/11
Classified ads/Special forms of advertising	12

WEBSITE

Portrait and technical details	13
Prices/Forms of advertising	14/15/16/17/18/19

NEWSLETTER

Prices/Forms of advertising	20/21
Address rental	24/25
Contact	26

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 19th year of publication in 2023

Annual subscription prices

Germany	€110.00 (plus €10.20 shipping & VAT = €120.20)
Overseas	€110.00 (plus €20.40 shipping & VAT = €130.40)
Single issue price	€20.00 (incl. VAT, excl. shipping)

Company verlag moderne industrie GmbH / mi connect
Postal address D-86895 Landsberg
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Telephone +49 (0)8191/125-0
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Publisher verlag moderne industrie GmbH / mi connect

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Print run monitoring: Print run analysis:



Copies per issue as an annual average
July 1, 2021 – June 30, 2022

Total actual circulation			
Print (TAC):	14,279	of which internationally:	371
e-Paper (TAC):	8,810		
Total (TAC):	23,089		
Copies sold:	1,249	of which is international:	4
– Subscriber copies:	37	of which are for members:	0
– Other sales:	1,212		
– Retail sales:	0		
Free copies:	21,839		
Remaining, archive and specimen copies:	121		

Geographical distribution analysis:

Economic area:	Share of total actual circulation	
	%	Copies
Domestic	98.2	22,664
International	1.6	371
Other*	0.2	54
Total actual circulation (TAC)**	100.0	14,930
Distribution by federal state	Share of total actual circulation	
	%	Copies
Baden-Württemberg	22.4	5,079
Bavaria	17.1	3,886
Berlin, Brandenburg, Mecklenburg-Vorpommern	3.2	727
Bremen, Hamburg, Schleswig-Holstein	3.9	888
Hesse	7.0	1,577
Lower Saxony	7.8	1,775
North Rhine-Westphalia	23.7	5,382
Rhineland-Palatinate	4.5	1,010
Saarland	1.3	303
Saxony, Saxony-Anhalt	6.0	1,357
Thuringia	3.1	680
Total actual domestic circulation (TAC)**	100.0	22,664

For a description of the data collection method, see page 5

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

** incl. e-paper. The basis of the %-breakdown is the print run.

Sectors/branches

WZ 2008 codes	Recipient groups (acc. to Classification of Economic Activities 2008)	Proportion of total actual circulation	
		%	Recipients
20, 21	Chemical industry	6.1	1,419
22	Manufacture of rubber and plastic goods	6.2	1,422
24	Manufacture of basic metals	6.3	1,449
25	Manufacture of fabricated metal products	25.3	5,841
28	Manufacture of machinery and equipment	28.1	6,478
27	Manufacture of electric motors generation and distribution apparatus	3.1	715
26.3	Telecommunications technology	0.2	55
26.51, 26.6, 26.7, 32,5	Medical, measurement, control and navigation technologies, optical instruments	3.5	814
29, 30	Manufacture of motor vehicles, motor vehicle components and other transport equipment (ship, rail vehicle, aircraft and spacecraft construction)	12.4	2,862
	Other sectors (e.g. computers, business support services)	8.6	1,980
	Miscellaneous*	0.2	54
Total actual circulation (TAC)**		100.0	23,089

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

** incl. e-paper. The basis of the %-breakdown is the print run.



Size of business entity

	Share of total actual circulation	
	%	Recipients
1 – 99 employees	28.9	6,679
100 – 199 employees	9.9	2,288
200 – 499 employees	10.2	2,352
500 – 999 employees	15.9	3,673
1,000 employees and above	34.5	7,963
Number of employees not known	0.4	80
Other*	0.2	54
Total actual circulation (TAC)	100.0	23,089

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

** incl. e-paper. The basis of the %-breakdown is the print run.

Job characteristics: Field of duties

	Share of total actual circulation	
	%	Recipients
Purchasing (Technical and strategic purchasing)	49.7	11,472
Production (CTOs, maintenance, production managers, production preparation, warehousing, transport)	30.9	7,130
Design engineering (Design, development, research)	13.6	3,141
Business management (Owners, executives, directors)	5.5	1,269
Other functions	0.1	23
Miscellaneous*	0.2	54
Total actual circulation (TAC)	100.0	23,089

Summary of collection method

- Total number of recipients in the file:** 46,072
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC) 23,089 = 100.0 %
Not included in the survey: 121 = 0.5 %
- Random sample:** Total collection

- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** vom July 1, 2021 til June 30, 2022
- Survey implementation:** Aug. 2, 2022

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.

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.



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

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		
March 1/2023 AD: Feb 3, 2023 PD: Mar 1, 2023	Cover story: buyer's guide C-parts/purchasing platform Pumps / filters / valves Switching cabinets / housings Measurement and testing technology Fleet management Leasing/machine leasing / financing e-Procurement German Supply Chain Due Diligence Act	Intec Z - Internat. Zuliefermesse GrindTec All about automation Internat. Handwerksmesse embedded world Fastener Fair Global	Leipzig Leipzig Leipzig Friedrichshafen München Nürnberg Stuttgart	Mar 7-10, 2023 Mar 7-10, 2023 Mar 7-8, 2023 Mar 7-8, 2023 Mar 8-10, 2023 Mar 14-16, 2023 Mar 21-23, 2023
April 2/2023 AD: Mar 10, 2023 PD: Apr 5, 2023	Cover story: buyer's guide Machine tools / cooling lubricants Protection of people, plant and machinery Operating equipment / office equipment / industrial supplies Corrosion protection / surface engineering Management consultants in purchasing Cost-Management Sustainability in procurement	HANNOVER MESSE LogiMAT Interpack SENSOR+TEST Control transport logistic LIGNA BME e-LÖSUNGSTAGE E-world maintenance	Hannover Stuttgart Düsseldorf Nürnberg Stuttgart München Hannover Düsseldorf Essen Dortmund	Apr 17-21, 2023 Apr 25-27, 2023 May 4-10, 2023 May 9-11, 2023 May 9-12, 2023 May 9-12, 2023 May 15-19, 2023 May 23-24, 2023 May 23-25, 2023 May 24-25, 2023
June 3/2023 AD: May 10, 2023 PD: June 7, 2023	Cover story: buyer's guide low cost roboter Precision tools Connection technology / design elements / bonding technology Automation / control technology Logistics/internal transport: trends and products Compressed air technology / hydraulics C-parts-Management Supply-Chain-Management - SCM	automatica GIFA / NEWCAST Moulding Expo Procurement Summit LASER world of PHOTONICS	München Düsseldorf Stuttgart Hamburg München	June 27-30, 2023 June 12-16, 2023 June 13-16, 2023 June 20-21, 2023 June 27-30, 2023
September 4/2023 AD: Aug 10, 2023 PD: Sep 6, 2023	Cover story: buyer's guide Sensors /image processing/ RFID Electrical engineering and electronics Sheet metal processing / forming technology / sawing technology Maintenance Process technology: trends und products Purchasing and corporate software Supplier Relationship Management - SRM	SCHWEISSEN&SCHNEIDEN EMO POWTECH parts2clean Motek	Essen Hannover Nürnberg Stuttgart Stuttgart	Sep 11-15, 2023 Sep 18-23, 2023 Sep 26-28, 2023 Sep 26-28, 2023 Oct 10-13, 2023
October 5/2023 AD: Sep 7, 2023 PD: Oct 4, 2023	Cover story: buyer's guide switching cabinets / housings Automation and drive technology Clamping technology Operating technology / operating supplies / intralogistics Cost savings in the procurement of C-parts Digitization in purchasing The 2024 calendar will be enclosed with this issue in a print run of 14,400 copies. Find out about your advertising space.	Interlift Fakuma BME Symposium A+A BLECHEXPO FMB Zuliefermesse	Augsburg Friedrichshafen Berlin Düsseldorf Stuttgart Bad Salzflun	Oct 17-20, 2023 Oct 17-21, 2023 Oct 18-20, 2023 Oct 24-27, 2023 Oct 7-10, 2023 October 2023
November 6/2023 AD: Oct 11, 2023 PD: Nov 8, 2023	Cover story: buyer's guide Brakes for driverless transport vehicles Logistics / packaging / conveyor systems / identification technology Robots, assembly and handling equipment Materials / semi-finished products / casting technology Energy / energy procurement Risk management/ supply chain monitoring Medical technology: trends und products	productronica formnext sps smart production solutions	Berlin Frankfurt Nürnberg	Nov 14-17, 2023 Nov 14-17, 2023 Nov 14-16, 2023

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	16,680	15,190	14,410
1/1 page A4	178 x 257	216 x 303	8,340	7,600	7,200
Junior page	126 x 178	145 x 203	4,630	4,220	4,000
1/2 page	86 x 257, 178 x 126	105 x 303, 216 x 149	4,170	3,800	3,605
1/3 page	56 x 257, 178 x 83	75 x 303, 216, 106	2,780	2,540	2,410
1/4 page	41 x 257, 86 x 126, 178 x 62	---	2,090	1,900	1,800
1/8 page	41 x 126, 86 x 62, 178 x 29	---	1,045	950	900
Catalog ad	86 x 62	---	830	755	710
2-page bound insert	210 x 297	---	8,570	7,855	7,445
4-page bound insert	210 x 297	---	12,990	11,880	11,250
Market & contact ad	55 x 50	---	270	235	230
Page 3 image plus article	800 chars text plus image	---	2,090	1,900	1,800

* 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.

Placement surcharges	Inside front & outside back cover	€8,660.00		
	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/>				
Discounts	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/>				
Classified ads	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/>				
Special forms of advertising (see page 15 for samples)				
Supplier ads				
Market & contact	55 x 50 mm	€230.00	to	€270.00
Catalog ad	86 x 62 mm	€710.00	to	€830.00
Online shop ad	86 x 62 mm	€710.00	to	€830.00
Page 3 image plus article	500 charsplus image	€1,800.00	to	€2,090.00
Bound insert	2-page	€8,570.00		
	4-page	€12,990.00		
<hr/>				
Supplements		– 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		
Glued-in advertising		in conjunction with an ad machine processing	€	1,990.00
		manual processing	€	815.00
		– not eligible for discounts – both sides usable	€	1,795.00
Sleeve		460 x 100 mm run of 19,500	€	10,580.00
Gatefolder		includes inside front cover	€	21,180.00
Tip-ons		upon request		
<hr/>				
Contact		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/>				
Payment terms		within 14 days net of invoice date 2% discount for pre-payment, 3% discount for payment via direct debit		
Bank details		HVB, Sort code: 70020270, Account no.: 15764474 IBAN: DE76 7002 0270 0015 7644 74 SWIFT (BIC): HYVEDEMMXXX		
<hr/>				
Cancellation charges:		35% of the ad price if four weeks before publication date or later		

Market & contact

reduced in size –



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	€ 270.00
3x insertion	€ 705.00 *
6x insertion	€ 1,380.00 *

* prices do not include volume discount

Catalog ad or online shop

reduced in size –



Licefa
Kunststoffverpackungen für die Industrie
Rund-/Rechteck-/Membrandosen, Sortimentskästen, Koffer + Einlagen + Ausstattung, Transport-/Lagerkästen, Aufbauschränke, Roll-Container, News, Schubläden, leitfähige Verpackungen, SMD-Boxen, tiefgezogene leitfähige Einlagen, Schaumstoff-/Triebeinlagen
Katalog kostenlos 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
www.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	€ 830.00
3x insertion	€ 2,265.00 *
6x insertion	€ 4,260.00 *

* prices do not include volume discount

Page 3 image plus article

reduced in size –



Rügen an den Exportüberschuss

Product image

reduced in size –



Produkt

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	€ 2,090.00
3x insertion	€ 5,700.00 *
6x insertion	€ 10,800.00 *

* prices do not include volume discount

Web address	www.technikundeinkauf.de
Brief description Website	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
Editorial email	redaktion.technikundeinkauf@mi-connect.de
Ads email	sales.technikundeinkauf@mi-connect.de
Editorial team	Kathrin Irmer, Tel. +49 (0)8191/125-225
Email	kathrin.irm@mi-connect.de

Bookings	Sebastian Wörle, Tel. 0 81 91 / 125-167
Email	sebastian.woerle@mi-connect.de
Pageviews (per month)	Page impressions: 241,959 (source: 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
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	Net within 14 days of invoice date, 2 % discount for 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	940x250	€ 2,190.00
	Half-page ad	RoS (sticky)	Desktop	300x600	€ 1,799.00
	Skyscraper right	RoS (sticky)	Desktop	160x600	€ 1,298.00
	Wallpaper	RoS	Desktop	728x90 + 160x600	€ 2,190.00
	Skyscraper left premium	RoS	Desktop	160x600	€ 1,298.00
	Skyscraper left basic	RoS	Desktop	160x600	€ 1,040.00
	Leaderboard premium	Post, under teaser image	Desktop, tablet	728x90	€ 1,298.00
	Leaderboard basic	Post, after 1st text block, or end of post	Desktop, tablet	728x90	€ 1,040.00
	Medium rectangle	RoS	Desktop mobile/tablet	300x250	€ 1,040.00
	Logo-link	RoS	Desktop	156x120	€ 2,250.00/year
	Baseboard Ad	RoS (sticky)	Desktop	960x90	€ 2.190.00

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

Special forms of advertising on the website: www.technikundeinkauf.de

Ad form	Description	Price
Buyers' guide 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	€ 3,190.00 € 4,390.00 € 6,490.00 € 7,580.00
Product of the week Seminar of the week Event of the week Catalog of the week	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 (10,030 recipients). See box to the right for an example	€ 1,420.00/ week
Online shop of the week Job advert of the week Used machine of the week	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	€ 1,935.00/ 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

Raumsparwunder in vielen Größen

Lagerflächen verursachen hohe Kosten. Hier kommen die Raumsparbehälter 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

Raumsparwunder 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 Raumsparbehälter von Auer Packaging ins Spiel. Für einen besonders effektiven und kostengünstigen Rück- oder Leertransport lassen sich die Raumsparwunder kompakt zusammenfallen oder können ineinander gestapelt werden.

Mehr

Whitepaper



Get your white paper integrated and advertised on our portal page

What's included:

- Editorial service: preliminary quality check by our content experts
- Creation of a landing page on our portal
- Weekly deliveries of download addresses within the agreed term (eight weeks)

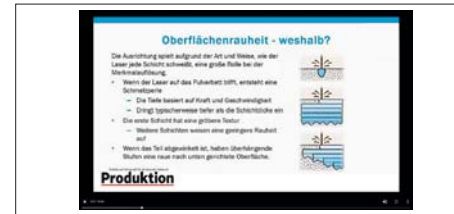
Marketing:

- Bespoke marketing campaign using pull and push mechanisms

**CPL from EUR 150 depending on target group /
Minimum order volume EUR 5,000**

We need certain information from you so that we can provide you with your target group in line with your requirements. You can find more precise details here: <https://t1p.de/Leadgenerierung-Whitepaper>

Webinar



Get your webinar integrated and advertised on our portal page

What's included:

- Advice from our content experts on identifying the right topic
- Technical organization and implementation
- Moderation by our editorial team
- Creation of a landing page on our portal, including the option to sign up
- Weekly deliveries of addresses within the agreed term

Marketing:

- 1 x article teaser on the landing page or a heading page (one week)
- 2 x traffic feed via integration in editorial newsletter
- 2 x reach extension with a social media boost

EUR 9,900

Content placement



Content placement consists of a fully fledged, tagged article published on our portal page under your chosen heading.

- Review by our content experts (preliminary quality check)
- Placement of the article under your chosen heading
- Archiving on the portal page: one year after publication
- Reporting after total term (four weeks)

Marketing:

- 1 x article teaser on the landing page or a heading page (one week)
- 1 x traffic feed via integration in editorial newsletter

EUR 4,060

Editorial service

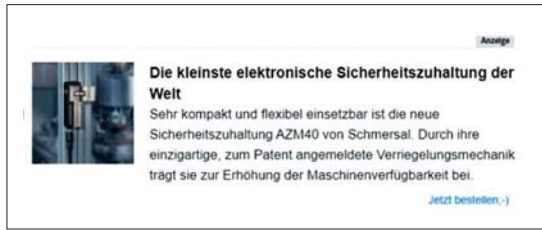


Do you have a topic that you'd like to place on our portal but nobody in house to do it for you?
Not a problem!

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

Price on request

Native Content Ad



Banner ads on a website are similar in form and design to our own articles on the website in terms of the combination of images and copy and are thus less noticeable as advertising.

- They can be placed in Medium Rectangle, Leaderboard Premium and Leaderboard Basic banner ad spaces.
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body copy (approx. 100 characters), call to action (approx. 20 characters).

The “character limits” can vary depending on the location of the ad.

- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- Devices: Desktops, tablets, mobiles

CMP € 175

You can find further information on our “integrated marketing services” such as SEO, lead generation, pillar pages, or opinion leadership at <https://www.mi-connect.de/services>.

Native Video Ad



In-banner video ads on a website are similar in form and design to our own articles on the website in terms of the combination of video and copy and are thus less noticeable as advertising.

- They can be placed in the Leaderboard Premium banner ad space.
- Format: Video (940 x 250 pixels); headline (approx. 55 characters), no body copy, call to action (approx. 20 characters).
- Length of video: max. 59 sec.
- File format: .mp4
Only physical videos are allowed, no links to third-party providers, etc.
- File size: max. 29 MB
- Devices: Desktops, tablets, mobiles

CMP € 175

Forms of advertising on the website and prices

Online market overviews on the website: www.technikundeinkauf.de

Description of database

The search function on 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
Basic entry in a market overview without company logo	EUR 250.00	each EUR 65.00	each EUR 50.00	each EUR 40.00
Basic entry in a market overview incl. Top 10 placement with company logo	EUR 410.00	each EUR 105.00	each EUR 89.00	each EUR 75.00
Premium package – Top 10 placement 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 690.00	each EUR 178.00	each EUR 155.00	each EUR 135.00
Gold package – Top 1 placement Premium package plus head banner (400 x 60 pixel) in header of a market overview	EUR 1,375.00	each EUR 450.00	each EUR 385.00	each EUR 315.00
Product image in header of a market overview with name of your company	EUR 550.00	each EUR 450.00	each EUR 385.00	each EUR 315.00



Gold package

Premium package

Forms of advertising in the TECHNIK+EINKAUF newsletter

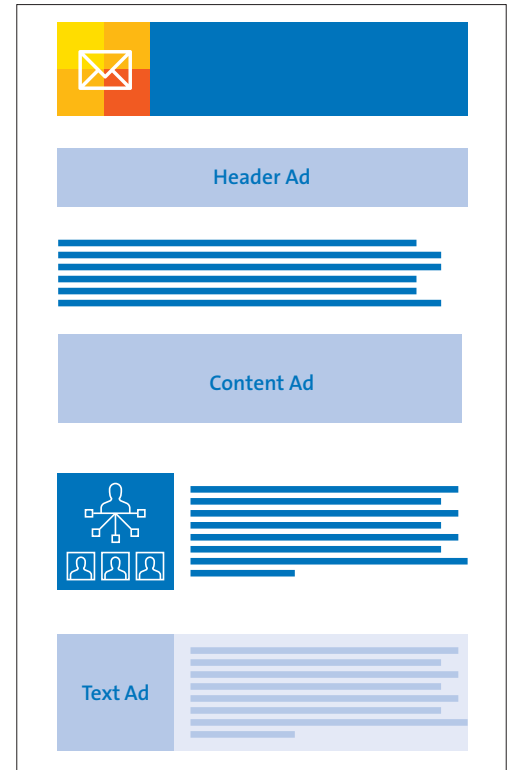
- Brief description:** The newsletter of TECHNIK+EINKAUF informs around the topic of purchasing and technology. In addition news and trends.
- Target audience:** Technical and strategic buyers in the industry. Managing directors and decision-makers from production, operating technology, and construction
- Publication frequency:** every Thursday
- Recipients:** approx. 10,050

Ad form	Description	Position/ placement	Format in pixels (width x height)	Price per week
Exclusive Ad		Top placement, full width	650 x 90	€1,005.00
Content ad		In center, between texts	650 x 150	€820.00
Text ad	Image (approx. 620 x 349 pixels) plus 330 characters text (teaser 30 characters and headline max. 55 characters, incl. link to customer website	As text ad, in center		€1,065.00

Exclusive banner in special newsletter

€1,295.00

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.



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: € 6,490.00

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

3,900 recipients – price: €3,490

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.

Data-driven online marketing



With our audience products, you can reach your target market precisely where they are to be found – even outside of our platforms.

Talk to us and find out more about

- Account-based marketing campaigns
- Intent scoring
- CPL models
- Reach extensions
- High-quality traffic with guaranteed clicks

This is what we offer:

- Campaigns delivered to defined target markets across networks and devices
- Maximum control over your advertising budget thanks to precise campaign analyses
- Low scatter as only targeted users are addressed
- Various pricing models

Become a pioneer with us

We are providers of **technical information and communication solutions for German industry.**

With our 26 strong media brands (print and digital) and over 90 events per year, you can reach the top decision-makers in the production, automotive, electronics and chemical sectors with targeted precision.

Our platforms for pioneers offer all the relevant channels (digital, print, events and services) for your holistic marketing strategy. This makes us your reliable partner when it comes to reaching your target market. Every day, we work on positioning your company in the market to its best possible advantage by means of individual, creative concepts, thus making your campaign a success.



26

Media brands



90

events per year



8,500

event participants per year



70,000

newsletter subscribers



500,000

monthly active users



1.4 mio.

page impressions per month



2.4 mio.

copies distributed per year

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!

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

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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Our General Terms and Conditions of Business apply. These can be viewed at www.mi-connect.de.

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