

Media Kit

2023

fluid



m_i connect

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Title: fluid

Brief description:

fluid supplies expert knowledge for designers and developers, company directors, technical managers, and operations and site managers. With journalistic flair, a clear position, and a fine nose for trends, fluid has been guiding readers through the world of fluid technology for over 56 years (incidentally, the name was coined around the time fluid was launched and brought together hydraulic and pneumatic actuation systems under a single umbrella term for the first time).

The areas covered are just as diverse as the potential applications, from conventional mechanical and plant engineering and lift, platform, offshore, and medical technology through to automotive construction and construction and agricultural machinery. In fluid, we show you which timeless technologies help to move earth, water, people, and, last but not least, machinery with a whole lot of power. Yet inspiration can also be found in the delicate and intricate ways pneumatics are used in medtech, robotics, and the controllers that make doors close by themselves, as

if by magic. There would be construction machinery without sensory intelligence, no compressed-air system without safety technology, and no flow rate without a measuring system.

fluid provides information and inspiration, spots trends, gives advice, and opens up new perspectives. Lavish photo spreads, exclusive expert interviews, and bonus benefit boxes continue to ensure a unique reader-magazine bond that is unparalleled in the industry.

fluid is part of Südwestdeutsche Medienholding and benefits from a massive network. Whatever you're looking for from us as a link between your target group and your sales team, we'll do our best to get it done. Just come and talk to us!

fluid gets you moving!

Target audience:	Design engineers, developers, CTOs, business executives, production managers, operations managers, buyers
Publication frequency:	6x per year + 2 special issues
Format:	DIN A4
Year:	57th year of publication in 2023
Annual subscription prices:	
Germany	€180.00 (plus €10.20 shipping & VAT = €190.20)
Overseas	€180.00 (plus €20.40 shipping & VAT = €200.40)
Single issue price	€ 32.00 (incl. VAT, excl. shipping)
Company:	verlag moderne industrie GmbH / mi connect
Postal address:	D-86895 Landsberg
Street address:	Justus-von-Liebig-Str. 1, D-86899 Landsberg
Telephone:	+49 (0)8191/125-0
Internet:	www.fluid.de
Email:	Editorial team: redaktion.fluid@mi-connect.de Sales team: gabi.claus@mi-connect.de
Publisher:	verlag moderne industrie GmbH / mi connect
Sales team:	Gabi Claus; Telephone: +49 (0)8191/125-319; Email: gabi.claus@mi-connect.de

Print run monitoring:			
Print run analysis:		Copies per issue as an annual average** July 1, 2021 – June 30, 2022	
Print run:	9,720		
Total actual circulation Print (TAC):	9,602	of which internationally:	586
e-Paper (TAC):	2,562		
Total (TAC):	12,164		
Copies sold:	761	of which is international:	80
– Subscriber copies:	371	of which are for members:	0
– Other sales:	390		
– Retail sales:	0		
Free copies:	11,403		
Remaining, archive and specimen copies:	118		

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

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

Geographical distribution analysis:

Economic area:	Share of total actual circulation	
	%	Copies
Domestic	93.9	11,419
International	4.8	586
Other*	1.3	159
Total actual circulation (TAC)**	100.0	12,164

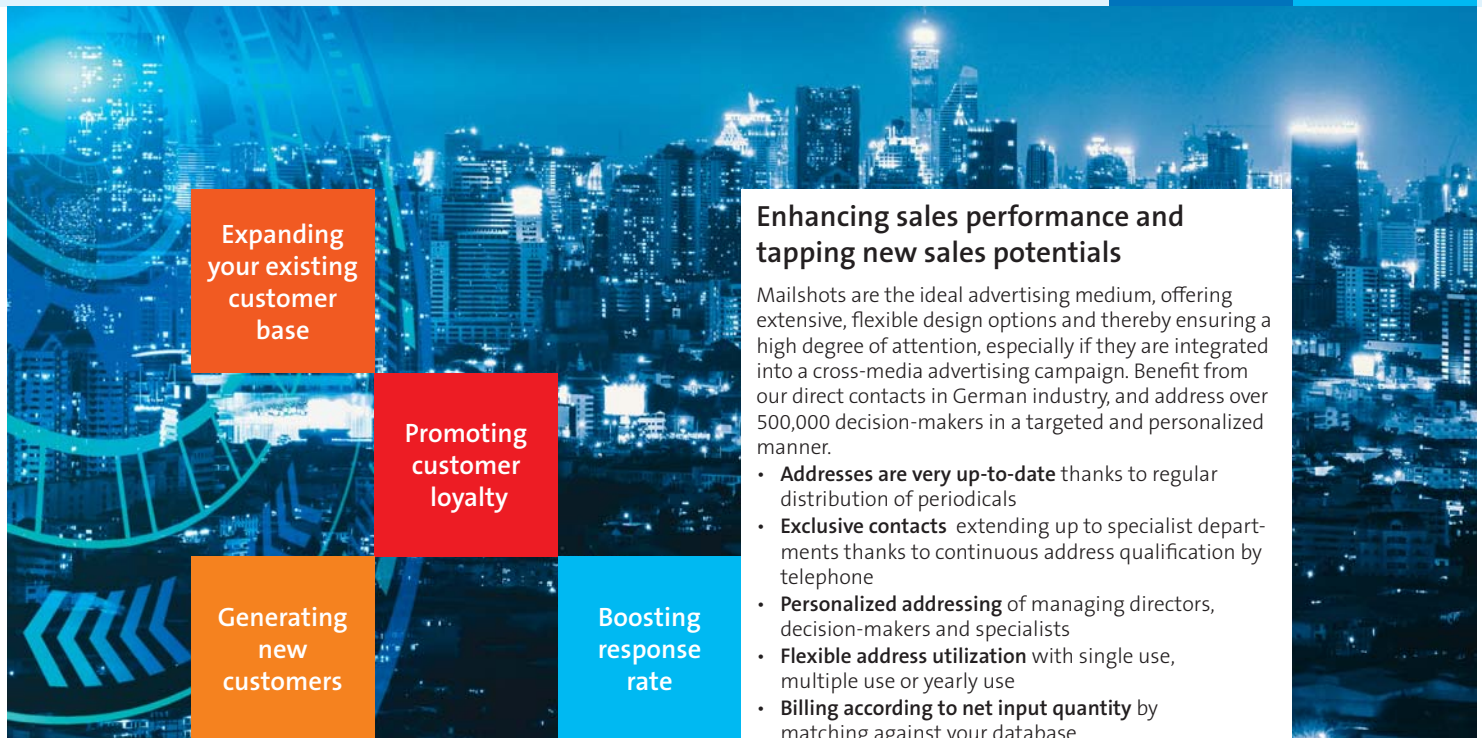
Distribution by federal state	Share of total actual circulation	
	%	Copies
Baden-Württemberg	22.4	2,726
Bavaria	15.5	1,886
Berlin, Brandenburg, Mecklenburg-Vorpommern	2.9	343
Bremen, Hamburg, Schleswig-Holstein	5.4	652
Hesse	7.7	942
Lower Saxony	7.6	928
North Rhine-Westphalia	20.7	2,520
Rhineland-Palatinate	3.9	475
Saarland	1.3	158
Saxony, Saxony-Anhalt	4.7	571
Thuringia	1.8	218
International	4.8	586
Other*	1.3	159
Total actual circulation (TAC)**	100.0	12,164

For a description of the data collection method, see page 7

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.





**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!

	Advice 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.		Production We print the advertising media, whether standard or special formats.
	Address matching We reconcile rented address lists against your customer base.		Letter shop 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:



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

Sectors/branches

WZ 2008 code	Recipient groups (acc. to Classification of Economic Activities 2008)	Share of total actual circulation	
		%	Recipients
28	Manufacture of machinery and equipment	40.6	4,938
26.1, 26.3, 26.51 26.6, 27.1, 32.5	Electrical technology (measurement, control and regulation, medical and telecommunications technology, electricity generation equipment)	4.1	501
29, 30	Manufacture of motor vehicles and other transport equipment (ship, rail vehicle, aircraft and spacecraft construction)	8.2	998
46, 47	Wholesale and retail trade	13.8	1,680
72, 71.12	Scientific research and development, engineering activities	6.5	793
	Other sectors (e.g. manufacture of chemical products, rubber and plastic goods, economic services, higher education institutions)	25.5	3,095
	Miscellaneous*	1.3	159
Total actual circulation (TAC)**		100.0	12,164

Size of business entity

	Share of total actual circulation	
	%	Recipients
1 – 99 employees	53.2	6,477
100 – 199 employees	9.7	1,176
200 – 499 employees	10.7	1,302
500 – 999 employees	5.8	706
≥1,000 employees	14.8	1,806
Size of company according to EDA criteria not known/not recorded	4.5	538
Other*	1.3	159
Total actual circulation (TAC)**		100.0

Job characteristics: Field of duties

	Share of total actual circulation	
	%	Recipients
Company management, CTOs, operations management	44.5	5,408
Management in construction, development, research, testing	23.9	2,901
Production, technical office, maintenance, manufacturing, measurement, control and regulation	8.2	999
Einkauf	9.3	1,131
Purchasing, sales, distribution, marketing	3.8	468
Other functions (e.g. product management, quality, organization)	9.0	1,098
Other*	1.3	159
Total actual circulation (TAC)		100.0

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

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

Summary of collection method

- Total number of recipients in the file:** 28,650
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC) 12,164 = 100.0 %
Not included in the survey: 118 = 0.97 %
- 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.

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 partici-
pants per
year



70,000

newsletter
subscribers



500,000

monthly
active
users



1.4 mio.

page impres-
sions per
month



2.4 mio.

copies distribut-
ed
per year

fluid cross-media special



The journal for the industry

fluid has been the archetypal independent, user-oriented technology magazine for the design and development of fluid-technology solutions for more than 56 years.



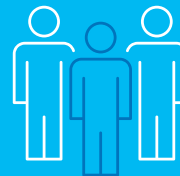
The website fluid.de

On a daily basis, journalists guide users through the world of fluid technology with skill and many years' expertise. fluid.de provides information, advice and tangible support with a wide range of technology questions. The database of manufacturers is the place to go when you're looking for specific components.



Topics

The powerful applications of hydraulic technology both off-shore and underground are just as impressive as they are in platform and lift technology. However, our readers and users are also wowed and inspired by the stories about filigree pneumatic applications in areas such as med-tech, robotics, and chemical technology. Always up to date, fluid has been connecting up target groups for decades!



Target group

fluid provides inspiration to decision-makers in industrial and mobile hydraulics, pneumatics, compressed-air technology, and mechatronics. Our readers and users are designers, developers, technical managers, operations and site managers, company directors, and technical buyers.



Crossmedia impact on all levels

Hardcopy, e-paper, website, newsletter, social media, events, videos – all of this combined with many strong Südwestdeutsche Medienholding brands offers you the chance of maximum advertising success!

[illegible]

Ad prices (see page 11 for formats):

Format	Prices (4c) in € (fully eligible for discounts)
1/1 page	6,300.00
1/2 page	3,710.00
Junior page	4,450.00
1/3 page	2,650.00
1/4 page	1,860.00
1/8 page	1,015.00

All ad prices are stated inclusive of color surcharges, exclusive of statutory value-added tax and are fully eligible for discounts:

Preferential placement:

Front cover	on request	Inside front cover	€7,880.00
Inside back cover	€7,250.00	Outside back cover	€7,880.00

Other formats:

Calculated by price per mm (column width 41 mm) 4c	
over 300 mm	€6.10
up to 300 mm	€7.65

Bleed surcharge: 10% of base price

Placement surcharge: 10% of base price

Discounts (when purchased within one 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%

Combinations:

Combination orders can always be arranged for ads placed in other magazines published by verlag moderne industrie. Combination discounts available upon request.

Classified ads:

Job advertisements:	20% discount	Job requests:	50% discount
For "Der liefert das":	see "Der liefert das" section		

Special forms of advertising:

Off-prints and PDFs on request
Online Mediadaten at www.fluid.de

Bound inserts:

Scope	Paper weight	up to 90 g/m²	up to 120 g/m²	up to 170 g/m²	over 170 g/m²
2 pages		€ 5,698.00	€ 5,957.00	€ 6,216.00	€ 6,475.00
4 pages		€ 9,687.00	€ 10,127.00	€ 10,567.00	€ 11,008.00
6 pages		€ 13,077.00	€ 13,671.00	€ 14,266.00	€ 14,860.00
8 pages		€ 16,467.00	€ 17,216.00	€ 17,964.00	€ 18,713.00

Provision: Sample before order placement. Must be provided at least 24 days prior to publication. Format untrimmed 216 mm width, 303 mm height.

Head trim 3 mm. Multi-page pull-outs folded to format stated above.

Supplements: (not eligible for discounts and only for total print run)

up to 25g weight	€6,300.00
per additional 25g weight	€3,710.00

(Prices inclusive of postage)
max. paper format 20 x 29 cm

Provision: Sample before order placement. Must be provided at least 10 days prior to publication.

Glued-in postcards:

In conjunction with an ad or bound insert	€1,860.00 plus adhesive costs
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Delivery address for bound inserts, supplements and tip-ons:

Grafisches Centrum Cuno GmbH, Gewerbering West 27, 39240 Calbe
(with note: "for fluid" & issue no.)

Payment terms:

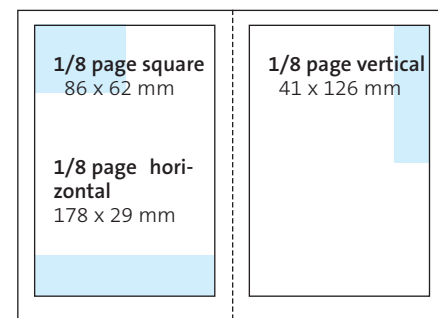
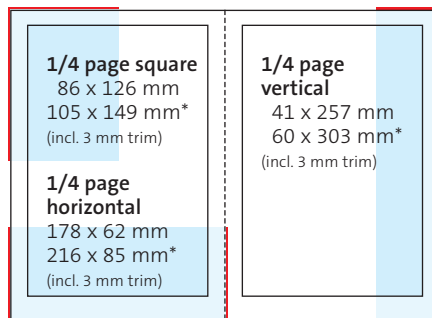
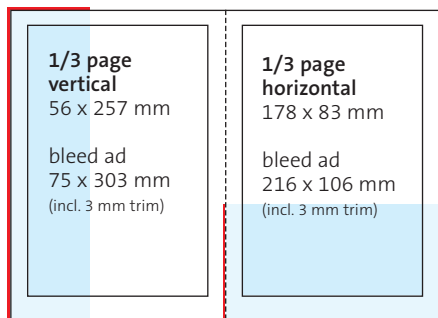
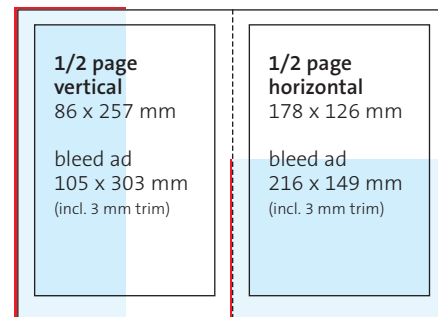
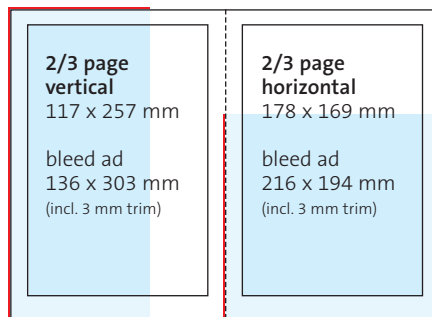
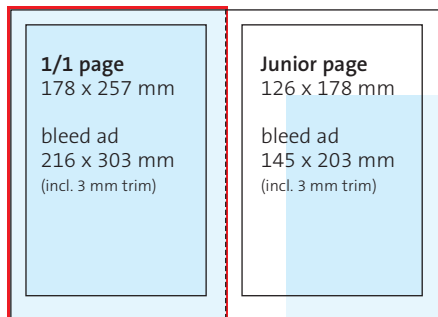
Net within 14 days of invoice date,
2 % discount for direct debit

Bank details:

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

Cancellation charges:

35% of the advertising price from four weeks on before advertising closing date



*bleed ad

Cover pages

Front cover, incl. story



Exclusive price
€7,100

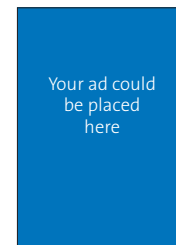
In coordination with our Graphics team, place your corporate or product image exclusively on the front cover of fluid! In parallel with this, our Editorial team will coordinate with you to create an in-depth article.

Inside front cover



High-profile location
directly beside the editorial

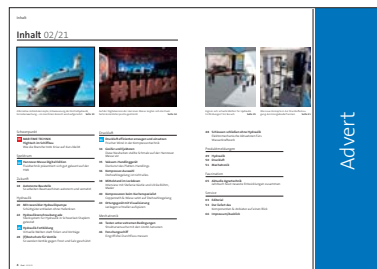
Outside back cover



Exclusive special placement



Top, exclusive placement
beside the editorial



1/3 page, vertical format,
beside the table of contents

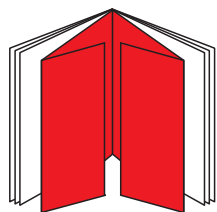


Exclusive placement, 1/3 page, vertical format or junior page, in the
"Spektrum" section (company news, personal news)



Your ad could
be placed
here

Centerfold



fluid's centerfold offers you an aesthetic, striking option to attract maximum attention from fluid readers. The thicker paper, which is the same grammage as the cover pages, guarantees that readers will see your advertisement when flicking through their issue.



Front cover, bottom right corner



Your company or product will be exclusively promoted on the front cover, with an article composed by our Editorial team inside. The front cover is designed by our Editorial team. See "Expert panel", page 16

Sleeve page



A very special form of advertising that ensures your company will attract the focus of your target audience. Before readers have even opened their issue, the sleeve page grabs their attention, inviting them to open the sleeve to take a look. It opens outwards, opposite to the rest of the issue, and offers two A4 pages for you to convey your message. Whether you want to use this space for advertising or editorial content is entirely up to you.

Inner front page, incl. story



Book the first page of our specials and showcase your product in a prominent position!

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 5mm clearance to the trim and the spread.

Printing and binding process

Cover and content in web offset (ISO 12647-2)

Adhesive binding / staple binding

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 of content are therefore usually possible. However, no guarantee is provided for this data.

Warranty:

1. No guarantee is issued that ads will be included in specific numbers or in specific issues or at specific locations in an issue.
2. The publisher guarantees the flawless printed reproduction of ads on print paper. This requires suitable printing templates to be supplied by the customer (cf. information in price list).
3. Color ads: If the customer sends digital masters for color advertisements, the customer must also supply a color proof. If this is not supplied, the customer will not be entitled to make any compensation claims for color deviations.

4. In the event of obvious defects, the customer must raise a complaint no later than two weeks after receipt of the invoice. In the event of non-obvious defects, the customer must raise a complaint no later than one year after the release of the publication in question. In the event of improper printing of an advertisement despite flawless master copies being supplied on time and a complaint being raised promptly, the customer may demand that a flawless replacement advertisement be printed (cure). The claim to a cure is excluded if it would entail disproportionate costs for the publisher. If the publisher allows a reasonable period of time set to perform the cure to lapse away, the customer has the right to withdraw from the contract or claim for a price reduction proportionate to the level to which the purpose of the advertisement was impaired. Claims under guarantee asserted by business customers shall lapse within 12 months after publication of the advertisement or supplement in question.

5. If any defects are not immediately identifiable in the print documents and only become clear upon printing, the customer shall not be entitled to assert any claims for unsatisfactory printing.

6. If the customer ignores the publisher's recommendations regarding the creation and transfer of digital print documents, the customer shall not be entitled to assert any claims for defective publication of advertisements.

7. The customer is liable for ensuring that the files they supply are free from computer viruses. The publisher is entitled to delete files infected with computer viruses without this giving rise to any claims on the part of the customer. The publisher also reserves the right to assert claims for compensation if computer viruses cause further damage to the publisher.

8. In relation to materials provided by the customer (bound inserts, supplements, etc.), the publisher assumes no liability for the accuracy of the quantity or quality of materials designated as having been delivered.

Contact/data transfer:

Media Administration:

Veronika Stockmayr

Telefon 08191/125-338

veronika.stockmayr@mi-connect.de

The fluid product and company directory

- Free choice of section
- Free publication in the directory of manufacturers on www.fluid.de (Package 1; see Directory of manufacturers)
- Changes can be made monthly (subject to typesetting costs)

Duration:	At least 1 year
Billing:	Every six months (June and December)
Prices*:	
mm price per year	€24.30
Color logo per year	€250.00
Publication frequency:	In every issue of fluid fluid (incl. fluidtechnik and fluid Markt)
Notice period:	You must cancel publication of your entry by May 15 or Nov 15. If notice is not given by this date, your entry will be published for a further 6 months.
For queries, please contact:	Gabi Claus Telephone +49 (0)81 91/1 25-319 Fax +49 (0)81 91/1 25-4 83 Email gabi.claus@mi-connect.de

Example entries and calculations:

Adresseintrag

**Vakuum Ejektoren
und Saugnapfe**

J. Schmalz GmbH
Aacher Straße 29
72293 Glatten
Tel. (0 74 43) 24 03-101
Fax (0 74 43) 24 03-199
<http://www.schmalz.de>
schmalz@schmalz.de

mm price: €24.30
Address + logo: 23 mm height
Total: €558.90
(per section, per year)

**Adresseintrag mit
Ihrem Firmenlogo**

Dichtungen/Führungen

Busak+Shamban

BUSAK + SHAMBAN GMBH & CO
Handwerkstraße 5-7
70565 Stuttgart
Tel. (07 11) 78 64-0
Fax (07 11) 7 80 31 71-72
<http://www.busakshamban.com>
busak.shamban@t-online.de

mm price: €24.30
Address + logo: 36 mm height
Total: €874.80
(per section, per year)

Premium online entry

fluid.de

ITT Controls Technologies

BVE Controls GmbH

Werkstr. 5
84732 Bad König

Tel.: +49 (0)163 9314 0
Fax: +49 (0)163 9314 44
E-Mail schreiben
Zur Homepage

ITT
ENGINEERED FOR LIFE

Firmeninfo:

ITT Control Technologies GmbH, Bad König

Der hessische Hersteller von HighTech-Komponenten ist eine eigenständige Tochtergesellschaft der US-amerikanischen ITT-Gruppe mit Hauptsitz in White Plains, New York. Die 1920 gegründete Muttergesellschaft beschäftigt 8 500 Mitarbeiter weltweit und erwirtschaftete 2011 einen Umsatz von über 2 Mrd. US-Dollar. Die Kunden des Unternehmens kommen aus der Energietechnik, Elektronik, Luftfahrt, Logistik und dem allgemeinen Maschinenbau.

Im Konzernverbund ist die in Hessen ansässige ITT Control Technologies GmbH für die Konstruktion und Fertigung von kundenspezifischen Steuerungen für Planschnelldrehlagen, Brennschneidsystemen und Wasserstrahlsystemen sowie deren Vertrieb zuständig. Zudem werden Sonderlösungen zur Energieoptimierung angeboten und das komplette Industriedienstleistungsprogramm angeboten.

Weitere Informationen: www.itt.com

Produktprogramm:
Mess- und Analytentechnik Sensorelemente, Geber Schwingungssensoren

The example ads are **not**
displayed in actual size.
Reduction ratio: 65%.

fluid.de

Place your adverts where your target audience surfs online!

Brief description: **fluid.de** – The digital platform for design engineers, developers, business executives, CTOs, production managers, operations managers and buyers. Online as in print, our journalists apply their expertise and many years of experience to guide users through the world of fluid power technology – with all the latest info, of course.

fluid.de informs, inspires, advises and offers concrete support on numerous technical issues. Users can enjoy entertaining image galleries and videos and draw on useful tools such as a collection of formulas, the results of monthly surveys, a knowledge base and the directory of manufacturers, which all offer practical, tangible benefits. We see ourselves as a mouthpiece for the industry; sharing a fascination for fluid power technology, we convey our passion for the wide range of wonderful applications.

fluid.de – the portal for hydraulics, compressed-air technology and mechatronics is constantly growing – and the pageview figures for such a specific target audience speak for themselves.

Target audience: Design engineers, developers, business executives, CTOs, production managers, operations managers, buyers

Advertising material supplied via DCM (Google Campaign Manager):


Please supply URL of creative agency relaying material here.

Provision of data: 6 working days before campaign starts, by email to veronika.stockmayr@mi-connect.de

Note for supply of mobile advertising materials:












With every booking, please supply a Medium Rectangle 300x250.

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

Reporting:  We can provide ad impression and ad clicks analysis if requested.

Usage data: Page Impressions: 50.007
Visits: 28.798
(Source: www.ivw.de, March 2022)

Book the whole program with us – please talk to us about a deal.

	Advertising material	Placement	Device	Format (in pixels)	Price / CPM
	Billboard	RoS under Header	Desktop, tablet	940x250	€ 210.00
	Halfpage	RoS (sticky)	Desktop	300x600	€ 230.00
	Skyscraper right	RoS (sticky)	Desktop	160x600	€ 140.00
	Wallpaper	RoS	Desktop	728x90 + 160x600	€ 260.00
	Skyscraper left Premium	RoS	Desktop	160x600	€ 99.00
	Skyscraper left Basic	RoS	Desktop	160x600	€ 80.00
	Leaderboard Premium	Post, under teaser image	Desktop, tablet	728x90	€ 230.00
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop, tablet	728x90	€ 175.00
	Medium Rectangle	RoS	Desktop mobile/tablet	300x250	€ 190.00
	Baseboard ad	RoS (sticky)	Desktop	960x90	€ 105.00
	Exclusive survey / Product of the week	Your individual survey on the fluid.de homepage or Your product showcased exclusively on the fluid.de homepage with approx. 3,500 characters of text and up to two product or corporate images; incl. one-time inclusion in our newsletter			€ 975.00 per week

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)

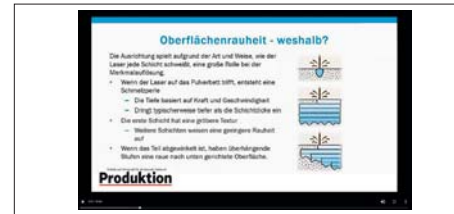
Marketing:

- 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.

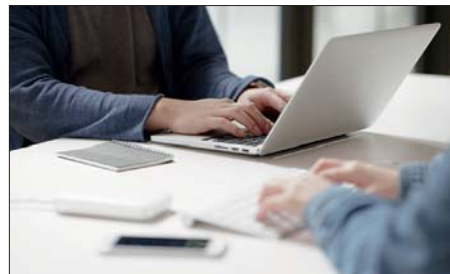
- Review by our content experts (preliminary quality check)
- Placement of the article under your chosen heading
- Archiving on the portal page: one year after publication
- Reporting after total term (four weeks)

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).

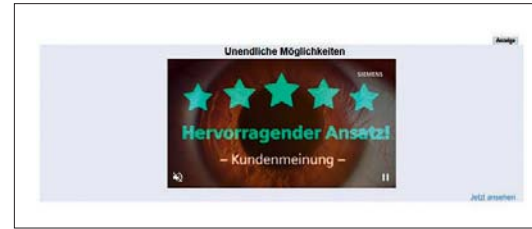
The "character limits" can vary depending on the location of the ad.

- File format (image): png, jpg, gif (also animated), HTML5
- 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

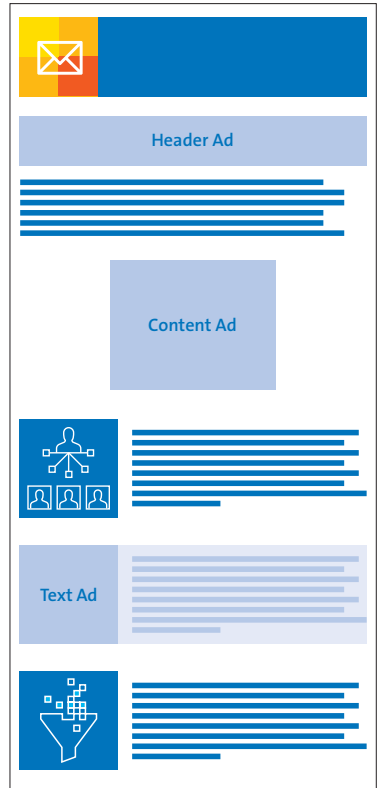
The fluid newsletter

Name:	fluid Insider + fluid Exklusiv
Brief description:	Every week, our Editorial team delivers the latest industry news and highlights to design engineers, developers, business executives, CTOs, production managers and operation managers. By placing your ad in precisely the right topic area, you can achieve maximum attention and reach your target audience with precision.
Target audience:	Design engineers, developers, business executives, CTOs, production managers and operations managers
Publication frequency:	Weekly (on Wednesday, plus fluid Exklusiv with special messages/announcements)
Distribution	2,433 subscribers (as at: August 2021)
Provision of data:	At least 1 week prior to placement via email to veronika.stockmayr@mi-connect.de
Format:	GIF format, JPG, HTML banner
Color scheme:	RGB
Max. file size:	max. 50 KB

Ad form	Format (in pixels)	Placement	Data	Price per week
Header Ad	650 x 90	Top	max. 50 KB	€ 690,00
Content Ad	650 x 150	editorial section	max. 50 KB	€ 570,00
Text Ad	max. 330 characters + image (620 x 349 px)	editorial section	max. 50 KB	€ 855,00



All newsletters are **mobile optimized** for use on a smartphone or tablet.



The fluid 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 2,433 subscribers, made up of up to 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

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



MOOG

HYDRAULISCH ODER ELEKTROMECHANISCH?

Entdecken Sie die Elektrohydraulische Pumpeneinheit von Moog

WHAT MOVES YOUR WORLD

MOOG

Das Beste aus zwei Welten



Nicht nur gestiegene Energiekosten, auch Platzbedarf und Wartungskosten führen zu einer hohen Nachfrage an Maschinen mit geringerem Energieverbrauch und kompaktem Design. Elektrohydraulische Antriebe sind für industrielle Maschinenbauer somit die kompakte Alternative zu herkömmlichen Antriebslösungen. Die Elektrohydraulische Pumpeneinheit (EPU) von Moog EPU ist das kompakteste Produkt ihrer Klasse und das Herz eines derartigen Antriebs, der das Beste aus elektrischen und hydraulischen

Antriebstechnologien in einem in sich geschlossenen hydrostatischen Getriebe vereint: Energieeffizienz und Umweltfreundlichkeit.

Mehr

Booster für die Energieeffizienz



Hydraulisch oder elektromechanisch?

Hydraulisch oder elektromechanisch? Vor dieser Frage stehen Konstrukteure im Maschinen- und Anlagenbau, wenn es um die auszuwählende Antriebstechnologie geht. Dass eine hybride Lösung als rentable Option viele Vorteile bieten kann, zeigt das Konzept des neuen elektrohydraulischen

The directory of manufacturers on fluid.de

Leverage locational benefits online too: Showcase your company with a corporate listing in your industry environment. A listing in our company database will secure you a permanent slot for when your customers are doing their research. You can update and add to all the entries on your company at any time.

	Standard	Plus	Premium
Email contact	✓	✓	✓
Address details	✓	✓	✓
Manage your product portfolio, product groups, and social media channels	✓	✓	✓
Phone and fax number		✓	✓
Link to homepage		✓	✓
Company logo		✓	✓
Profile picture		✓	✓
Highlighting in search results		✓	✓
Image gallery			✓
Company portrait			✓
Named contacts			✓
Link to sales office or branches			✓
Additional information as separate file			✓
Integration of corporate videos			✓
Integration of white papers			✓
Price per year	free	€ 370	€ 605

Plus and Premium entries:

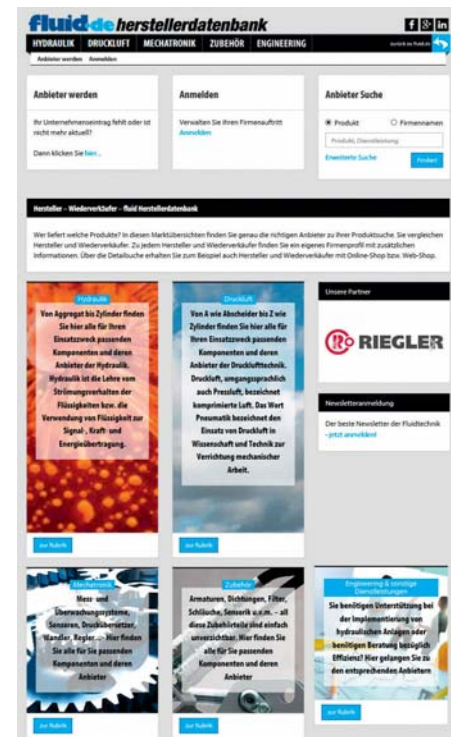
Printed logo in special issues
fluidtechnik and
fluid Markt



Don't hesitate to
get in touch:



Gabi Claus
Tel.: +49 (0) 8191 125-319
Fax: +49 (0) 8191 125-555
E-Mail: gabi.claus@
mi-connect.de



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



fluid **MARKT**

Published in a print run of 20,000 copies, the highest-circulation annual buyers guide for hydraulic systems, pneumatic systems and accessories gives design engineers and developers a comprehensive overview of fluid power products and their suppliers. By placing an advert in fluid MARKT, the leading companion for reliable product selection, you can secure a presence with potential customers for the entire coming year.

Advertising deadline: Nov 20, 2023

Publication date: Dec 15, 2023

The current price list applies!



fluid**technik**

This special issue is devoted entirely to accessories for hydraulic and pneumatic systems. The range of topics is sure to attract significant attention from your target audience.

Published in a print run of 20,000 copies, fluid**technik** is long-lasting medium that ensures a year-long presence among its recipients.

Advertising deadline: Jun 22, 2023

Publication date: Jul 18, 2023

The current price list applies!

fluid digital themed day



With the themed day, we offer you as a company the opportunity to showcase your expertise to your target group in a focused way by delivering a specialist presentation.

The themed day is intended primarily for designers and developers based in Germany, Austria, and Switzerland.

Choose from the following partnership options:

Sponsorship: 30- to 45-minute presentation slot €4,950*

- Logo in all online advertising media in the run-up to the event
- Details of participants (leads) provided after the event
- Reporting after the event

Principal sponsor: 45- to 60-minute presentation slot €8,250*

- Named as principal sponsor in all online advertising media in the run-up to the event
- Details of participants (leads) provided after the event
- Reporting after the event
- Sponsor's logo on participation certificates as well

The editorial team will also be covering this event across all media after it has concluded.

Contact

GTCBs

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

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Chief Sales Officer
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sebastian.woerle@mi-connect.de



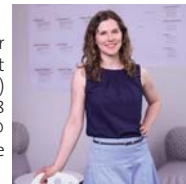
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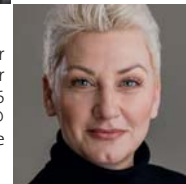
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