

MediaKit

2023

keNEXT



m.connect

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Title: ke NEXT

Brief description:

The media brand **ke NEXT** informs decision-makers involved in machine and plant engineering in the German-speaking world. Its reporting focuses on innovations from the world of design engineering and automation. In addition to classic topics such as drive technology and electrical technology, we keep our readers informed about key trend topics including robotics, 3D printing and predictive maintenance. We share our reports in our monthly print magazine, our website and our YouTube channels "ke NEXT TV" and "Next Robotics". In 2019, "Next Robotics" YouTube channel was recognized as the **Specialist Medium of the Year** by the German Association of Business Media in the "Best Use of Social Media" category.

Target audience:	Design engineering managers, developers and directors
Publication frequency:	6x per year (see Planned topics)
Format:	DIN A4, 210 mm width, 297 mm height
Year:	46th year of publication in 2023
Annual subscription prices:	
Germany	€230.00 (plus €10.20 shipping & VAT = €240.20)
Overseas	€230.00 (plus €20.40 shipping & VAT = €250.40)
Single issue price	€ 40.00 (incl. VAT, excl. shipping)
Company:	verlag moderne industrie GmbH
Postal address:	D-86895 Landsberg
Street address:	Justus-von-Liebig-Str. 1, D-86899 Landsberg
Telephone:	+49 (0)8191/125-0
Internet:	www.ke-next.de
Email:	Editorial team: redaktion.ke-next@mi-connect.de Ads team: anzeigen.ke-next@mi-connect.de
Publisher:	verlag moderne industrie GmbH
Ads team:	Media Sales Director: Stefan Pilz, ☎ -330 Email: stefan.pilz@mi-connect.de
Editorial team:	Peter Koller, ☎ -163 E-Mail: peter.koller@mi-connect.de Angela Unger, ☎ -132 E-Mail: angela.unger@mi-connect.de Claus Wilk, ☎ -329 E-Mail: claus.wilk@mi-connect.de

Print run monitoring: Print run analysis:



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

Print run:	18,950	
Total actual circulation		
Print (TAC):	18,825	of which internationally: 310
e-Paper (TAC):	6.735	
Total (TAC):	25.561	
Copies sold:	1,689	of which is international: 35
– Subscriber copies:	43	of which are for members: 0
– Other sales:	1,646	
– Retail sales:	0	
Free copies:	23,872	
Remaining, archive and specimen copies:	125	

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

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

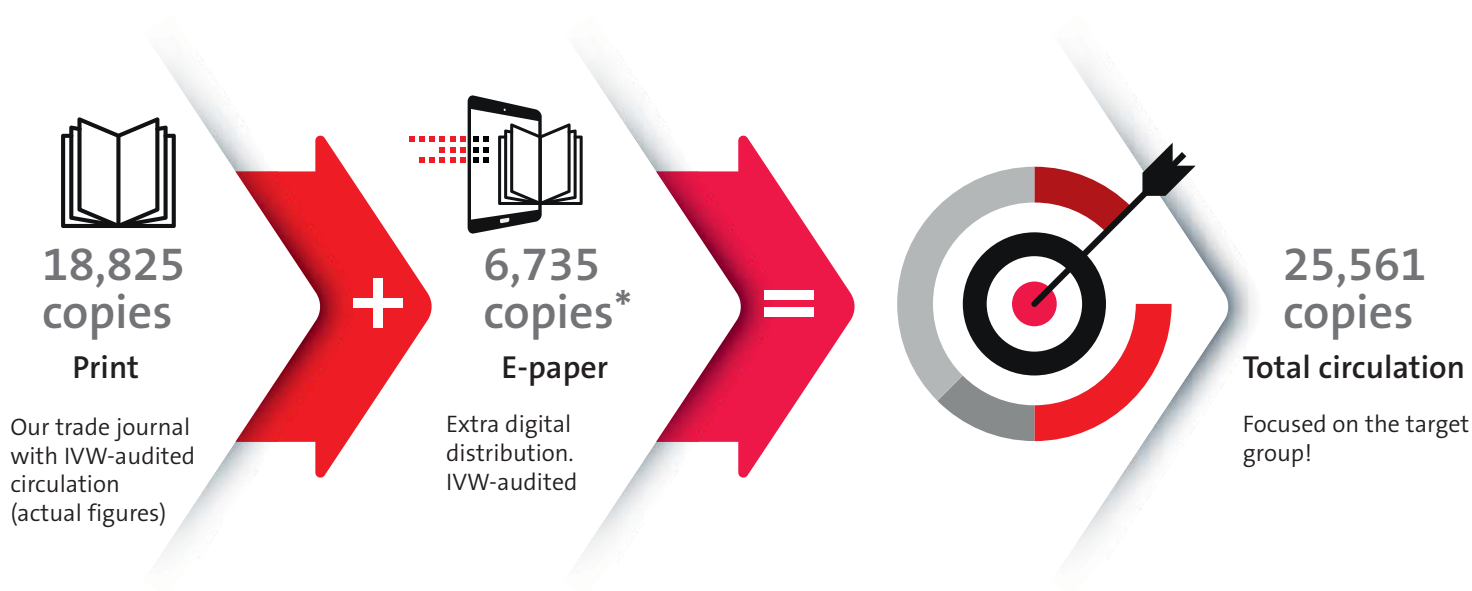
3 Geographical distribution analysis:

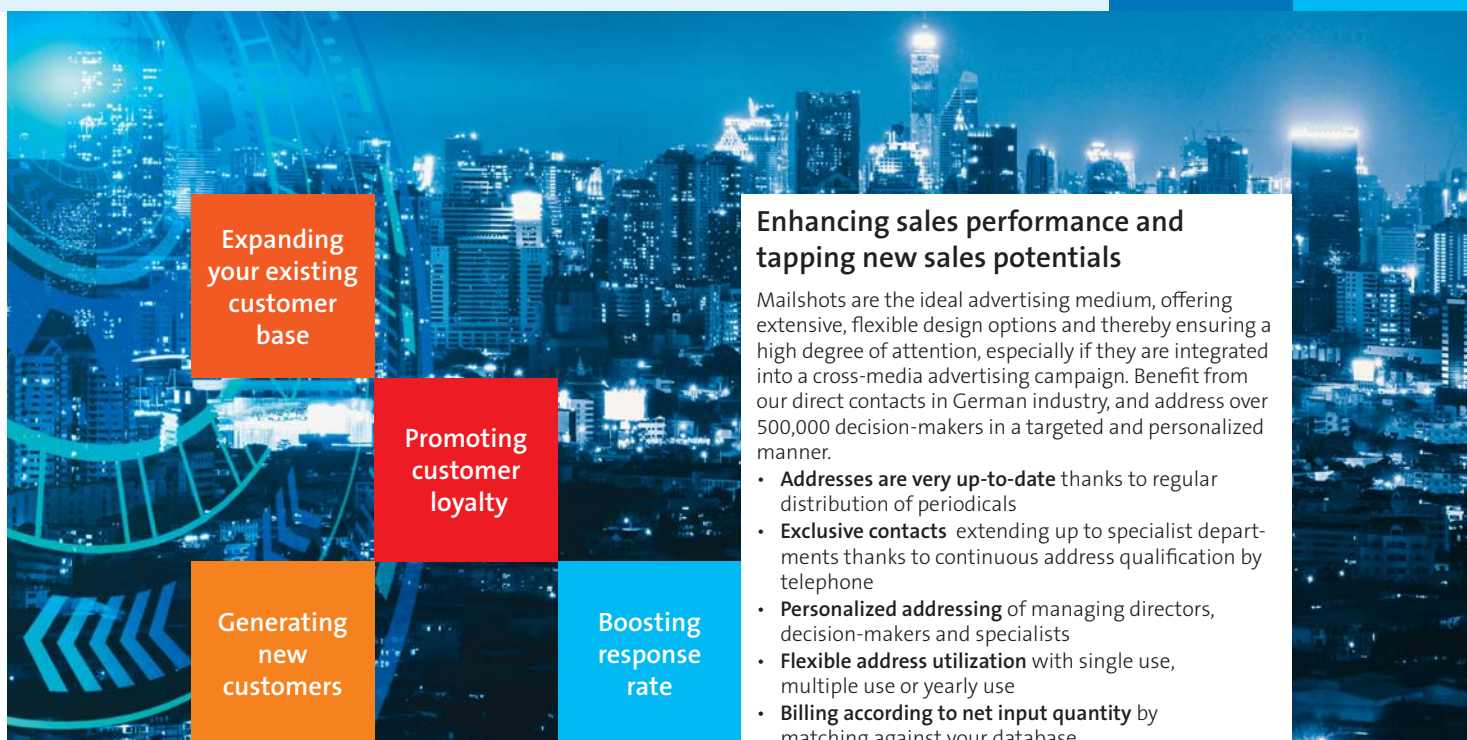
Economic area:	Share of total actual circulation	
	%	Copies
Domestic	98,1	25,067
International	1,2	310
Other*	0,7	184
Total actual circulation (TAC)**	100,0	25,561
Distribution by federal state:	Share of total actual circulation	
	%	Copies
Baden-Württemberg	21,7	5,537
Bavaria	16,2	4,149
Berlin, Brandenburg, Mecklenburg-Vorpommern	3,6	915
Bremen, Hamburg, Schleswig-Holstein	4,5	1,143
Hesse	7,2	1,846
Lower Saxony	7,3	1,852
North Rhine-Westphalia	23,8	6,088
Rhineland-Palatinate	4,2	1,080
Saarland	1,2	308
Saxony, Saxony-Anhalt	5,9	1,500
Thuringia	2,5	649
International	1,2	310
Other*	0,7	184
Total actual circulation (TAC)**	100,0	25,561

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
24, 25, 28	Manufacture of machinery and equipment	50.7	12,952
26	Manufacture of computer, electronic and optical products	5.5	1,411
27	Manufacture of electrical equipment	3.6	910
10, 11.12	Food products, beverages and tobacco	0.8	192
20, 21	Manufacture of chemical and pharmaceutical products	2.3	593
22, 23	Manufacture of rubber and plastic products, glass, ceramics	3.5	892
35, 36	Energy supplies	1.5	394
29.30	Manufacture of motor vehicles	2.1	528
31, 32, 33	Other manufacturing	3.4	867
46, 61–69	Trade, services (telecommunications technology, IT technology, etc.)	4.9	1,250
711	Architectural activities, engineering activities for projects	5.6	1,425
	Other sectors	15.4	3,963
	Miscellaneous*	0.7	184
	Total actual circulation (TAC)**	100.0	25,561

Size of business entity

	Share of total actual circulation	
	%	Recipients
1 – 49 employees	47.4	12,134
50 – 199 employees	26.6	6,790
200 – 499 employees	11.6	2,961
≥ 500 employees	10.5	2,679
Size of company according to EDA not known/not recorded	3.2	813
Other*	0.7	184
Total actual circulation (TAC)**	100.0	25,561

Job characteristics: Position in the company

	Share of total actual circulation	
	%	Recipients
Company management, CTOs	42.2	10,850
Design engineering and development	31.1	7,944
Purchasing	7.0	1,778
Production, measurement, control and regulation, manufacturing, assembly	5.4	1,389
Other functions	13.4	3,416
Other*	0.7	184
Total actual circulation (TAC)**	100.0	25,561

Summary of collection method

- Total number of recipients in the file:** 54,980
- Method:** Recipient structure analysis through file evaluation Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:** Basic total (TAC) 25,561 = 100.0 %
Not included in the survey: 125 = 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.

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

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

Ad prices (for formats, see page 11)

Format	Prices (4c) in €
2/1 page	9,900.00
1/1 page	7,610.00
2/3 page	5,580.00
Junior page	4,990.00
1/2 page	4,320.00
1/3 page	2,990.00
1/4 page	2,220.00
1/8 page	1,260.00

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

Preferential position surcharge:

Inside front cover	€7,890.00	Front cover sleeve	€7,220.00
Inside back cover	€7,390.00	Centerfold	€9,330.00
Outside back cover	€7,890.00	Inner front page	€4,420.00
Bleed surcharge:	10%		

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%

Classified ads:

Job advertisements:	20% discount on the regular price
Job requests:	50% discount on the regular price
Company entry:	see "The blackboard"

Special forms of advertising (off-prints and PDFs on request)

Bound inserts: Prices on request

Provision:

Sample before order placement. Must be provided at least 14 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.

Combinations:

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

Supplements:

up to 25 g weight	€6,490.00	up to 50 g weight	€9,300.00
(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: Only available as special form of advertising. Prices on request

Postal address for bound inserts, supplements and tip-ons:

Vogel Druck und Medienservice GmbH, Leibnizstraße 5, D-97204 Höchberg (with note "for keNEXT", issue no.)

Contact:

Head of Sales	Stefan Pilz, stefan.pilz@mi-connect.de
Ad Scheduling	Martina Probst, martina.probst@mi-connect.de

Cancellation charges:

35% of the ad price if four weeks before publication date or later

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

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 parti-
cipants per
year



70,000

newsletter
subscribers



500,000

monthly
active
users



1.4 mio.

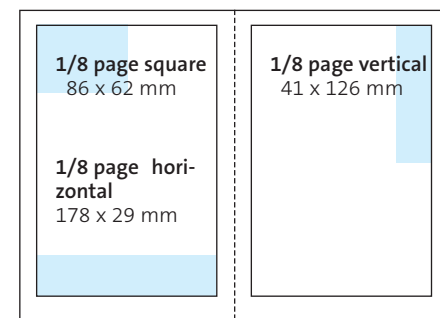
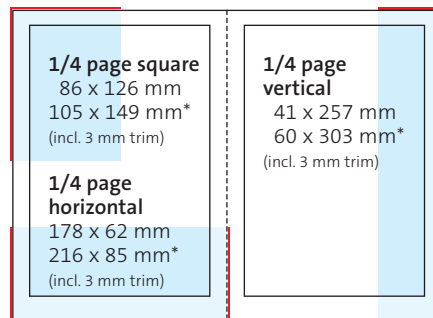
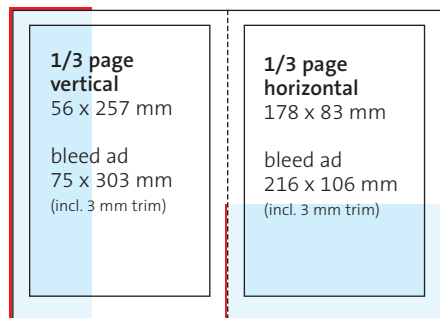
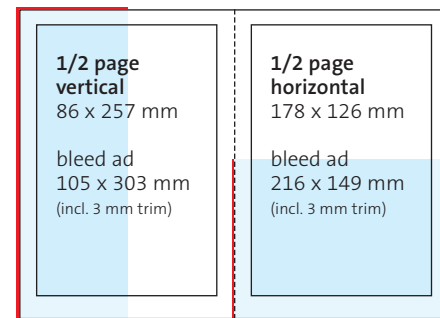
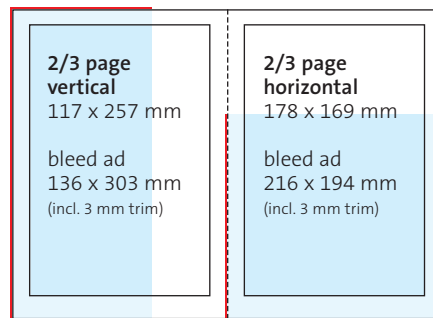
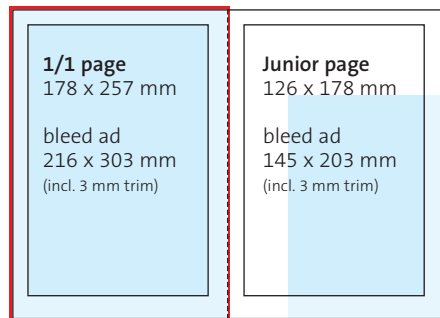
page impres-
sions per
month



2.4 mio.

copies
distributed
per year

	March 2023 AD: Feb. 17, 2023 PD: Mar. 15, 2023	April 2023 AD: Mar. 14, 2023 PD: April 11, 2023	June 2023 AD: May 23, 2023 PD: Jun. 14, 2023	September 2023 AD: Aug. 18, 2023 PD: Sep. 20, 2023	October 2023 AD: Sep. 20, 2023 PD: Oct. 17, 2023	November 2023 AD: Oct. 10, 2023 PD: Nov. 07, 2023
Pre-event reports on trade fairs	Automation meet	Hannover Messe	automatica	Motek	formnext	sps smart production solutions
Main feature	Drive technology	Intralogistics	Best of German Robotics	Smart Factory	Fluidtechnology: Best of hydraulics and pneumatics	Intelligent drive technology
Special topic	Protective elements	Sensor and measuring technology	Machine elements/standard parts	Engines, motors, and drives	Electrical engineering	Linear technology
Automation technology	PLC, compact controllers, industrial PCs, bus systems, and networks	Safety technology	Robotics - trends and products	Big data and cloud computing	Sensor and measuring technology	sps smart production solutions - trends and products
Electrical engineering	Control cabinet technology	Signaling technology, contactors, switches, and relays	Cables and lines, energy supply systems	Plug-in connectors, terminals	Power supply, UPS, converters, transformers	Plug-in connectors, terminals
Drive technology	DC motors, gear motors, linear drives, asynchronous motors, frequency inverters	Linear drives, linear guides, screw drives, toothed belts	Clutches, gears, shafts	Motek - trends and products	Sliding bearings, roller bearings, precision bearings	DC motors, gear motors, linear drives, asynchronous motors, frequency inverters, brakes
Machine elements	Brushes, handles, rollers, profiles	Protection systems, lights	Vibration elements, springs, rings	Suckers, grippers, clamping elements	Hydraulic and pneumatic components, seals, gaskets, hoses, valves	Machine accessories, standard parts
Materials / Connection technology	Plastics, materials, semi-finished products, rivets, welding equipment, screws, adhesives				Plastics, materials, semi-finished products, rivets, welding equipment, screws, adhesives	



*bleed ad

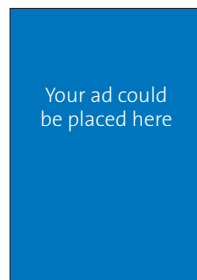
Cover pages

Inside front cover



High-profile location just inside the front cover

Outside back cover



Exclusive special placement



Exclusive, high-profile placement beside the editorial

Exclusive special placement



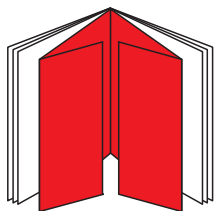
1/2 page, vertical format, beside the table of contents



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



Centerfold



ke NEXT's centerfold offers you an attractive, striking option to attract maximum attention from ke NEXT 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.



Inside view

Sleeve page

Lead from the front – with a sleeve page on ke NEXT. 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 for advertising purposes or an editorial message is entirely up to you.



Inside view

Inner front page, incl. story



from €4,420

Book the first page of our specials and showcase your product in a prominent position! Inner front page ads can be created for the following topics:

Issue	Publication date	Issue focus topic
ke NEXT March 2023	15.03.2023	Drive technology
ke NEXT April 2023	11.04.2023	Intralogistics
ke NEXT June 2023	20.06.2023	Best of German robotics
ke NEXT September 2023	13.09.2023	Smart Factory
ke NEXT October 2023	17.10.2023	Fluid technology: Best of hydraulics and pneumatics
ke NEXT November 2023	07.11.2023	Intelligent drive technology

Magazine format: 210 mm width, 297 mm height

Print space: 178 mm width, 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 in sheet offset, content in web offset (ISO 12647-2)

Adhesive binding / 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 of content 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 and data transfer address:

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

1 File formats:

(Animated) GIF format, JPG, HTML and DHTML banners, image files and graphic files (incl banners) must always be supplied as RGB (color scheme).

Maximum file size: 50 KB

The stated file size is a maximum size and is the total size of all files that make up the advertising media (incl. files, sniffer codes, images, etc. to be reloaded).

No animated formats can be placed in the newsletter.

2 Newsletter format:

HTML

3 Providing data:

Please send the ad materials for your campaign at least 1 week prior to placement via email to: regine.russek@mi-connect.de

4 External ad server use:

Please send the ad materials for your campaign at least 1 week prior to placement via email to: martina.probst@mi-connect.de

5 Provision deadline:

2 weeks before campaign start date

This lead time afford us enough time to test the different formats and ensure your campaign will be implemented without issues.

We are not liable for any delays caused if the customer fails to provide this data by the deadline. When providing data, we require the following information:

- Customer name
- Campaign name
- Booking period
- Display site
- Advertising format
- Contact for queries
- Click URL

Reporting: We can provide ad impression and ad clicks analysis upon request.

6 Contacts:

Stefan Pilz

Tel: +49 (0)8191 125-330

stefan.pilz@mi-connect.de



Web address: www.ke-next.de

Brief description: ke-NEXT.de has one of the widest reaches for websites on design engineering and automation topics. Interactive content make ke-NEXT.de an indispensable information platform for technicians, engineers and decision-makers. Our Editorial team responds to our readers' needs, providing concise articles that are informative and easy to digest. Business news and contributions from industrial companies are at the forefront of its content. We also make sure users get all the key information about their profession, from salary reports to articles on the history of the industry. The site's modern layout allows users to access content quickly and intuitively – and, of course, ke-NEXT.de is subject to IVW Online analysis.


Werbemittellanlieferung via DCM (Google Campaign Manager):

Bitte liefern Sie hier die Weiterleitungsurl des Creative an.

Delivery of data: 6 working days before campaign starts, by email to martina.probst@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: Sie erhalten auf Wunsch eine Auswertung der Ad-Impressions und Ad-Clicks.

Usage data: Page Impressions: 70.829
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,- EUR
	Half-page ad	RoS (sticky)	Desktop	300x600	230,- EUR
	Skyscraper right	RoS (sticky)	Desktop	160x600	140,- EUR
	Wallpaper	RoS	Desktop	728x90 + 160x600	260,- EUR
	Skyscraper left 1	RoS	Desktop	160x600	99,- EUR
	Skyscraper left 2	RoS	Desktop	160x600	80,- EUR
	Leaderboard Premium	Post, under teaser image	Desktop, tablet	728x90	230,- EUR
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop, tablet	728x90	175,- EUR
	Medium Rectangle	RoS	Desktop mobile/tablet	300x250	190,- EUR
	Baseboard ad	RoS (sticky)	Desktop	960x90	105,- EUR

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)

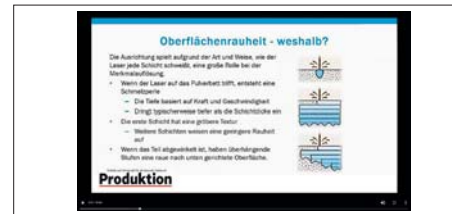
Marketing:

- 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:

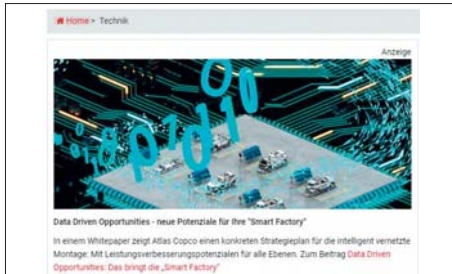
- Advice from our content experts on identifying the right topic
- Technical organization and implementation
- Moderation by our editorial team
- Creation of a landing page on our portal, including the option to sign up
- Weekly deliveries of addresses within the agreed term

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

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>.

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

- Recipients:** Technicians, engineers and decision-makers from the fields of design engineering and automation
- Distribution:** 6,696 recipients (as at July 2022)
- Dispatch:** We send out the ke NEXT newsletter, created by our Editorial team, every Wednesday. On Friday of every week, we send out our weekly review – which also contains your ad banner.
- Special newsletter:** As well as our regular newsletter, we also send a robotics newsletter every Monday. This only has space for a single banner ad. Please get in touch to discuss this.

Forms of advertising and prices:

Ad form	Format in pixels	Position	Data volume	Price in € per week
Header ad	650 x 90	Top + report	max. 50 KB	715.00
Content ad	650 x 150	Report section	max. 50 KB	650.00
Text ad	650 x 150 max. 330 characters + image (620 x 349 px)	Report section	max. 50 KB	735.00

All prices are exclusive of statutory of value-added tax.



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



Header Ad

Content Ad



Text Ad



Email marketing with ke NEXT

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 6,696 subscribers, made of up 100% your content.

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

Prices include newsletter creation and one round of amendments

Price: €3,795.00

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



Die besten Strategien und Technologien für die Vernetzung in Unternehmen

Nur, wenn Unternehmen über eine digitalisierte Produktion verfügen, können sie auf immer kürzere Produktzyklen in der Herstellung kosteneffizient reagieren. Die Digitalisierung des Fertigungsprozesses schafft die Möglichkeit, alle beteiligten Komponenten optimal einzusetzen und schnell und variabel an neue Prozesse anzupassen.

Erfahren Sie in diesem Whitepaper, wie Cloud-Lösungen die Flexibilisierung von Herstellungsprozessen wesentlich fördern können. Gepaart mit der notwendigen Modularität in der Automation zur schnellen Wandlungsfähigkeit der Produktionsanlagen und einem Maximum an Cyber-Security für die digitale Vernetzung, sind dies die Lösungen, die eine „Connected Factory“ braucht.

[Zum Whitepaper](#)

Example of a standalone newsletter using customer layout

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

Contact

GTCBs

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

Sebastian Wörle
Chief Sales Officer
+49 (0)8191/125-167
sebastian.woerle@mi-connect.de



Stefan Pilz
Sales Director
+49 (0)8191/125-330
stefan.pilz@mi-connect.de



Gabi Claus
Sales Director
+49 (0)8191/125-319
gabi.claus@mi-connect.de



Jessica
Schmitz-Nellen
Senior Sales Manager
+49 (0)8191/125-445
jessica.schmitz-nellen@mi-connect.de

Peter Koller
Editor-in-Chief
+49 (0)8191/125-163
peter.koller@mi-connect.de



Angela Unger-Leinhos
Editor
+49 (0)8191/125-132
angela.unger@mi-connect.de



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



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

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

