

# Content Marketing

Reach your target audience with informative messages



# The Konradin Media Group

With over 400 employees, the Konradin Media Group is one of the largest providers of specialist information in the German-speaking world.

Founded in 1929, the publishing house's portfolio includes corporate publishing and printing as well as a wide range of trade media, knowledge magazines, online platforms and specialist events.

## Konradin Industry – the network of expertise for industry

Our portfolio comprises 16 media brands for decision-makers in industry.

As a network for industrial communication, we enable a cross-media, target-group-specific approach in print and online,

from events and media partnerships to corporate publishing.

Our trade media have been well established in their markets for decades.

They are trusted by companies and their advertisers. They appeal to a wide range of qualified executives.

## Facts and figures

**40** successful media brands

**4,498** customers from various industries

**+400** satisfied employees

**95** years of Konradin Media Group

“What sets us apart is our multi-faceted expertise.”

**Peter Dilger**  
Managing Director



Market research  
Media service  
Shops  
Corporate publishing  
Trade events  
Media production

# Contents

Where to find what

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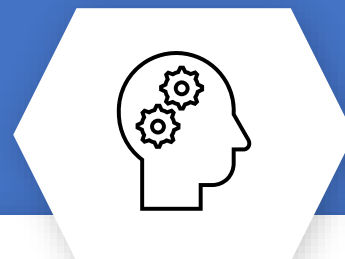
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# Why should you book content marketing services?

Your benefits from partnering with Konradin Industry

At **Konradin Industry**, we offer comprehensive communication services tailored to your individual business objectives.

We use well-thought-out **strategies** and the right **wording** to reach your target audience and generate qualified **leads** for you.



## Know-how in the target industry

The many years of market knowledge and the competence of our editorial team guarantee the quality of the content of the Konradin websites.



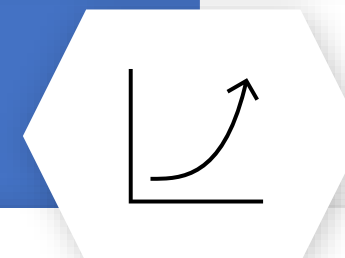
## Information tailored to your target audience

Your advertising and brand message is integrated into the context of well-researched, editorial articles on relevant websites.



## Credible communication

Konradin Industry's content marketing services convey your messages credibly and effectively to your target group.



## High user benefit

Your content provides a real benefit and added value to readers / users

# Sponsored article PLUS: What is included in a booking?

Services and rates

## Place your advertising and brand message in the editorial context of Konradin Industrie

The sponsored article is integrated as an article (teaser) in the editorial section of the homepage.

A maximum of two sponsored articles are possible on the homepage.

After the agreed campaign period has expired, the sponsored article can still be found in the archive.

**You provide the content – we take care of the implementation and increase your success!**



**Service** (minimum lead time 4 weeks)

**Price**  
valid from  
01.10.2023\*

### Topic

You choose the topic you want to bring to the market.

### Content

You provide the text, which is reviewed and edited by the editorial team on a case-by-case basis. We recommend that you do not make any promotional statements in the text..

### Images

One article image is obligatory, up to 3 additional images are possible.

### Positioning

Integration as an article (teaser) in the editorial section of the homepage. Sponsored articles will be marked as "advertisement".

### Runtime

Placement on the homepage is limited to an agreed period (minimum 4 weeks). After that, the sponsored article can still be found in the archive. You can start at any time.

### Social media

LinkedIn post as teaser for the sponsored article during the runtime.

**Package price per website**

**€ 4,500.00**

\*All prices in € plus VAT

# Rubric Advertising – What is included in a booking?

Services and rates

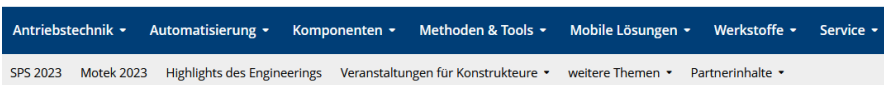
## Targeted approach in a high-quality editorial context of Konradin Industry

Rubric advertising is an exclusive form of online advertising on the website under the category of your choice. This allows you to automatically reach users in the right environment who are interested in your products and solutions.

Bookable rubrics on the website of KEM Konstruktion | Automation are: Antriebstechnik and Automatisierung.

Bookable rubrics on the website of Prozesstechnik are: Chemie, Food and Pharma.

**You provide the content – we take care of the implementation and increase your success!**



**Service** (minimum lead time 4 weeks)

**Price**  
valid from  
01.10.2023\*

### Topic

You choose the topic within your selected rubric you want to bring to the market.

### Content

Text-image content for optimal information transport. Link to an unlimited full text within the website of the selected specialist title.

### Positioning

Display on all pages within your rubric.

### Runtime

Placement on the homepage is limited to an agreed period (1 week or 4 weeks). After that, the rubric advertising can still be found in the archive of your selected website.

**Package price 1 week**  
**Package price 4 weeks**

**€ 1,400.00**  
**€ 5,200.00**

\*All prices in € plus VAT



# What data is required for your article or your advertising?

Data submission for your sponsored article PLUS and your rubric advertising

✓	Required contents	Format	Scope
	Kicker (optional)	DOC, TXT	max. 50 characters incl. spaces, keywords
	Headline	DOC, TXT	max. 60 characters incl. spaces
	Article text (incl. links within the text)	DOC, TXT	max. 6,000 characters incl. spaces
	URL for linking	DOC, TXT	
	Image for article	JPG	694 x 456 pixels
	Images for article (optional)	JPG	2-3 images, 500 x 333 or 333 x 500 pixels at 150 dpi (images without watermarks or similar)
	Texts for images	DOC, TXT	captions, sources

## Sample sponsored article PLUS | rubric advertising

**Homepage**

- **Kicker (optional)**
- **Headline**
- **Article image**
- **Article text**
- **Teaser**
- **Click to open the full article**
  - **Text for image (optional)**
  - **Additional images with texts (optional)**
  - **Link at the end of the article**


• = These elements are to be supplied by you

Data submission by email to: [auftragsmanagement@konradin.de](mailto:auftragsmanagement@konradin.de)  
At the latest 4 weeks before the start of the campaign.

# Sponsored article PLUS | Rubric Advertising

Our references – this is what your sponsored article PLUS or your rubric advertising could look like

Anzeige



Craemer bietet robuste Paletten und Palettenboxen  
**Hygienische Kunststoffladungsträger für Lebensmittel**

Maximale Hygiene und effiziente Logistiksysteme – bei Lagerung, Verarbeitung und Transport von Nahrungsmitteln sind anwendungsorientierte Ladungsträger für...

Advertorial  
Craemer bietet robuste Paletten und Palettenboxen

## Hygienische Kunststoffladungsträger für Lebensmittel

18. Oktober 2023 5 Minuten Lesezeit



Weltneuheit von Craemer: Dank nahtloser Bauweise, glatter Innenwände und verschweißter Kufen wird die Reinigung der HB3 Palettenbox quasi zum Kinderspiel.  
Bild: Craemer Gruppe

Anzeige




**Technik Management Karriere**

Das Fach-Portal

Industrie.de

Maximale Hygiene und effiziente Logistiksysteme – bei Lagerung, Verarbeitung und Transport von Nahrungsmitteln sind anwendungsorientierte Ladungsträger für hygienisch einwandfreie und reibungslose Abläufe unabdingbar. Craemer, mit über 60 Jahren Know-how Pionier in der Kunststoffverarbeitung, hat robuste Lösungen für höchste Anforderungen entwickelt. Besonders für den Hygienebereich geeignet: die Kunststoffpaletten EURO H1, L und TC sowie die Palettenboxen CB und HB3.

Anzeige



3D-Druck bietet hohes Innovations- und Optimierungspotenzial  
**Mit 7 Tipps das Potenzial des 3D-Drucks besser nutzen**

3D-Druck bietet ein hohes Innovations- und Optimierungspotenzial weit über das Rapid Prototyping hinaus. Viele Unternehmen fragen sich heute deshalb, wie sie...

Advertorial  
3D-Druck bietet hohes Innovations- und Optimierungspotenzial

## Mit 7 Tipps das Potenzial des 3D-Drucks besser nutzen

17. Oktober 2023 6 Minuten Lesezeit



Kleine Änderungen an Produktionswerkzeugen, wie dieser neu gestaltete Sauggreifer, können erhebliche positive Auswirkungen haben.  
Bild: Materialise

Anzeige



materialise  
Produktion, die sich selbst optimiert

### 3D-Druck erfolgreich in die eigene Produktion integrieren

3D-Druck bietet ein hohes Innovations- und Optimierungspotenzial weit über das Rapid Prototyping hinaus. Viele Unternehmen fragen sich heute deshalb, wie sie neue sinnvolle Anwendungsmöglichkeiten identifizieren und das Potenzial der additiven Fertigung besser nutzen und können. Um neue Ansätze zu finden und mehr aus der Technologie herauszuholen, hilft es, sich an einer Reihe von Tipps zu orientieren.

#### 1. Gesamtmehrwert vor Bauteilkosten

Bei der Suche nach neuen 3D-Druck-Anwendungen stehen oft die Frage im Mittelpunkt, ob es günstiger ist, ein Bauteil additiv oder konventionell zu fertigen. Diese Herangehensweise

Anzeige



Antriebstechnik und Automatisierung  
**Messtechnik unterstützt die Dämpfungstechnik**

Um industrielle Dämpfungstechnik im Bereich dynamischer Parameter präzise prüfen zu können, kooperieren zwei deutsche Unternehmen seit vielen Jahren...

Advertorial  
Antriebstechnik und Automatisierung

## Messtechnik unterstützt die Dämpfungstechnik

20. Oktober 2023 6 Minuten Lesezeit



Die Crash Dämpfer für den Einmalgebrauch von ACE sind aus Aluminium oder aus Stahl gefertigt und dienen vor allem Not-Stopp-Aufgaben. Bildnachweis: ACE Stoßdämpfer GmbH, © GW St. Pölten

Anzeige



**EUCHNER**  
More than safety.

### Perfektes Match

Sicheres Schlüssel-system **CKS2** als Submodul für das Schutzsystem **MG2** Modular

SPS 2023 Halle 7 / Stand 280

Um industrielle Dämpfungstechnik im Bereich dynamischer Parameter präzise prüfen zu können, kooperieren zwei deutsche Unternehmen seit vielen Jahren erfolgreich im Messtechnikbereich und geben hier Einblicke in ihre Arbeit.

Robert Timmerberg, Fachjournalist (DFJV), plus2 GmbH, Düsseldorf

In der Automatisierung kommen verschiedene Arten von Dämpfern zum Einsatz. Dabei eignen



# Still got questions?

From traditional print media to comprehensive online marketing solutions – together we can develop a tailored approach to meet your specific communication objectives.

We would also be happy to advise you in person.

We look forward to hearing from you!



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