

# Banners | Display Ads

Maximum visibility for your success



# 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

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# Why should you book an online banner?

Your benefits from partnering with Konradin Industrie

At **Konradin Industrie**, 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.



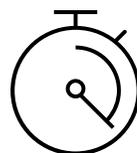
## Information tailored to the target group

Websites offer an optimal combination of topicality, technology and basic knowledge. Relevant news, trends, interviews and topics are researched and edited.



## Extensive range of additional services

Webinars, White Papers, videos, our calendar and a comprehensive company database round off the portfolio.



## Minimum effort

We place your banners in the editorial environment of your choice on any of our 13 websites.



## Good visibility

The website is clearly structured and easy to use. We continue to improve our visibility on Google through ongoing search engine optimisation.

# Websites in the network of Konradin Industry

Overview of websites – you have the choice of targeting specific audiences

URL	Description	Target audience
additive.industrie.de	The additive manufacturing portal	Owners, managing directors, design engineers, production and development managers in the manufacturing industry who are involved in industrial additive manufacturing.
automationspraxis.de	The robotics and factory automation portal	Managing directors, plant managers and decision-makers in production-related management, as well as specialists who are looking for automation solutions for their own operations and want to find out about industry developments.
beschaffung-aktuell.de	The purchasing portal	Decision-makers in purchasing, supply management, technical purchasing, indirect purchasing and logistics as well as managing directors in medium-sized and large companies of all kinds.
epp-online.de	The electronics manufacturing portal for D/A/CH	The core target group are specialists and executives from management, plant management, production and quality management in companies with their own electronics production, as well as engineers in development & design, system integration, planning/project planning etc. who want to obtain detailed information about electronics production.
epp-europe-news.com	The electronics manuf. portal for EMEA	Same target audience as epp-online in the European region.
industrie.de	The industry portal	On the one hand, we are targeting experts/specialists with an IT background who will be working with IT in a manufacturing environment in the future. On the other hand, we focus on production IT professionals with a manufacturing background.
industrieanzeiger.de	The portal for the processing industry	Decision-makers in the manufacturing industry in German-speaking countries. Owners/board members, technical and commercial managers in small and medium-sized enterprises (SMEs), in large companies also plant, division and department managers in the mechanical engineering, metalworking, automotive and other sectors.
kem.de	The portal for modern engineering	Design engineers, development engineers, system integrators, automation engineers and those responsible for product development in mechanical and electrical engineering.
mav-online.de	The portal for metalworking	Managing directors, production managers and technical managers in the metalworking industry.
medizin-und-technik.de	The medical technology portal	Decision-makers in the medical technology sector in German-speaking countries (managing directors, heads of development and design departments, product managers and production managers).
prozesstechnik-online.de	The website of cav, dei and phpro	Owners, managing directors, technical managers and investment decision-makers in the chemical, pharmaceutical and food industries, as well as plant and equipment manufacturers serving these sectors.
qe-online.de	The quality assurance portal	Decision-makers from the field of quality management in manufacturing companies as well as professionals for industrial quality assurance.
sifa-sibe.de	The occupational health and safety portal	Occupational health and safety specialists, safety engineers and safety officers from all sectors of industry.

# Banner formats and rates

Various ad formats available for booking

Website	Leaderboard/ Large leaderboard/ expandable leaderboard	(Sticky) skyscraper/ (Sticky) wide skyscraper	Hockeystick/ wallpaper	Frame ad	Billboard	Medium rectangle/ video ad	Half-page ad
additive.industrie.de	525.00 / 565.00	525.00	1,050.00	1,300.00	650.00	525.00	1,200.00
automationspraxis.de	545.00 / 565.00	545.00	1,100.00	1,300.00	660.00	545.00	1,200.00
beschaffung-aktuell.de	770.00 / 850.00	770.00	1,700.00	1,995.00	945.00	890.00	1,950.00
epp-online.de	530.00 / 590.00	455.00	1,020.00 / 1,490.00	1,280.00	670.00	490.00	1,020.00
epp-europe-news.com	530.00 / 590.00	455.00	1,020.00 / 1,490.00	1,280.00	670.00	490.00	1,020.00
industrie.de	735.00 / 800.00	735.00	1,450.00	1,600.00	850.00	735.00	1,600.00
industrieanzeiger.de	770.00 / 850.00	770.00	1,700.00	1,990.00	950.00	900.00	1,950.00
kem.de	670.00	580.00	1,270.00 / 1,740.00	1,490.00	800.00	600.00	1,300.00
mav-online.de	545.00 / 565.00	545.00	1,100.00	1,300.00	660.00	545.00	1,200.00
medizin-und-technik.de	550.00 / 620.00	550.00	1,100.00	1,300.00	660.00	550.00	1,210.00
prozesstechnik-online.de	815.00 / 950.00	760.00	1,590.00 / 2,060.00	1,850.00	1,030.00	780.00 / 950.00	1,670.00
qe-online.de	470.00 / 525.00	470.00	950.00	1,050.00	525.00	470.00	1,034.00
sifa-sibe.de	550.00 / 565.00	550.00	1,100.00	1,150.00	660.00	550.00	1,200.00
ergo-med.de	500.-						

# What data is required for your banner ad?

Data submission for your display ads

Advertising format on all pages*	Placement on desktop and tablet**	Size in pixels (w x h) on desktop and tablet	Description Desktop and tablet	Placement on phone display	Size in pixels (w x h) on smartphone
Leaderboard/ Large leaderboard/ expandable leaderboard		728 x 90 970 x 90 728 x 90 and 728 x 300	Placement above header		300 x 50
(Sticky) skyscraper/ (sticky) wide skyscraper		120 x 600 160 x 600	Placement on far right next to content. (Sticky banner remains in field of view when scrolling the page.)		300 x 50
Hockeystick/ wallpaper with additional HEX code background colour		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600	Leaderboard adjacent to skyscraper on the right		300 x 75
Frame ad		160 x 600 and 1,125 x 90 and 160 x 600	Leaderboard with skyscrapers on left and right. Tablet display in hockeystick format only.		300 x 75
Billboard		970 x 250	Banner directly below navigation bar		300 x 75
Medium rectangle/ video ad		300 x 250	Banner in content or in outer column		300 x 250
Half-page ad		300 x 600	Banner in outer column in medium rectangle format		300 x 600

## Comments

\* Placement on all pages except selected partner/section pages and company profiles

\*\*Size and position in pictures are exemplary. Ads are placed in rotation with a maximum of two other banners.

Tracking code is possible, tracking pixels are not included.

Please also provide the correct advertising material for mobile formats.

Formats: GIF, JPG, HTML 5 (responsive), redirect. Please create HTTPS-compatible HTML5 and redirect files.

File size max. 80 KB (for GIF and JPG).  
Video formats: MPEG 4 (file size max. 30 MB)  
We reserve the right to adjust the file size for video ads.

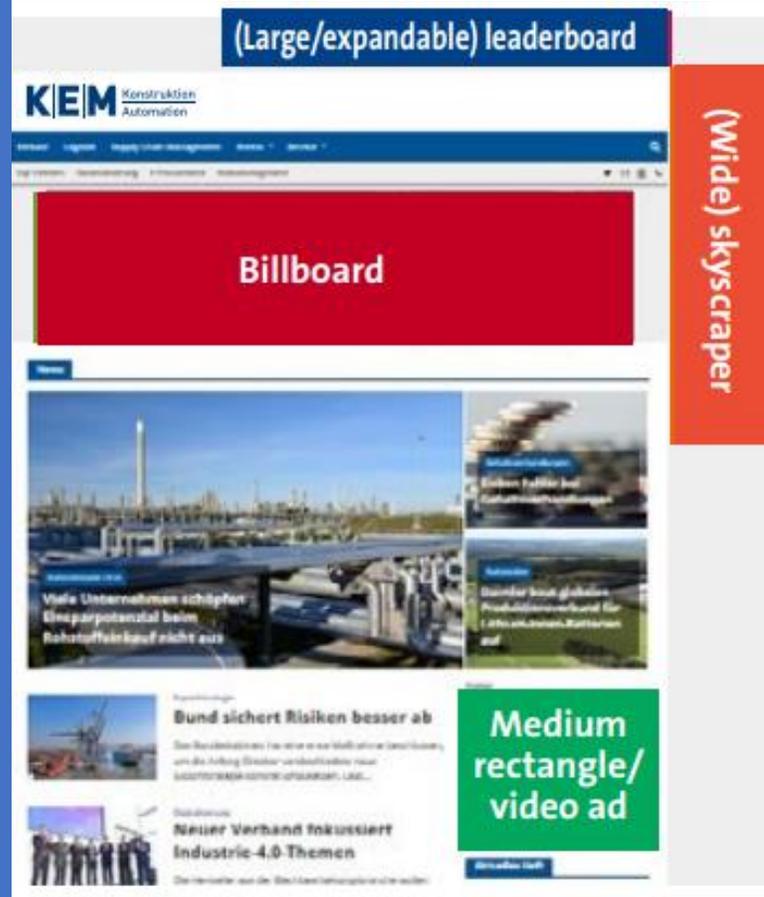
## Data submission:

7 days before start of campaign via our customer portal: [kundenportal.konradin.de](https://kundenportal.konradin.de)

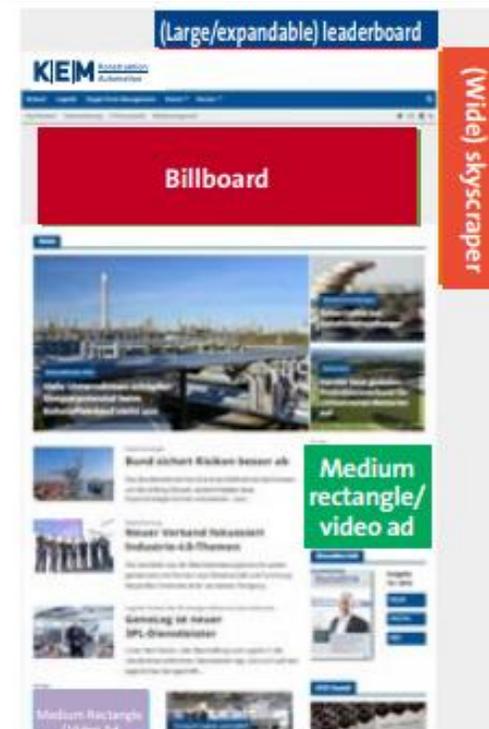
# Display ads | banners

Possible banner placements illustrated below

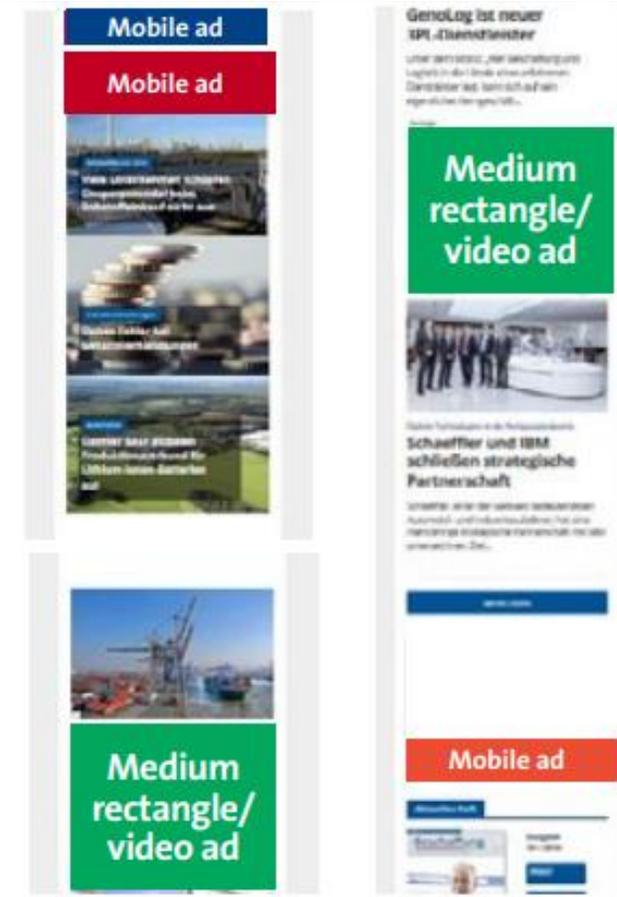
Desktop (width 1366 pixels)



Tablet (width smaller than 768 pixels)



Smartphone (width smaller than 640 pixels)



# 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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