Premium

Company Profile

More success through more content and higher visibility.

The Konradin Media Group

With more than 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

Market research

Media service   Shops

Corporate publishing

Trade events   Media production

"What sets us apart is our multi-faceted expertise."

Peter Dilger
Managing Director

Contents

Where to find what

Please email the data to auftragsmanagement@konradin.de 14 days prior to the start of the campaign.

Why should you book a Premium Company Profile?

Your benefits from partnering with Konradin Industry

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

The Premium Company Profile gives you the opportunity to present yourself in the **Konradin Industry network** for one year.
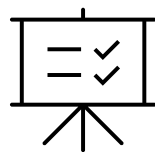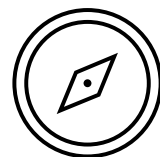
Detailed presentation
Showcase your company and services, with the option to include brochures and video content.
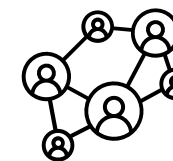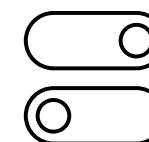
Wide reach
Your target audience will find you on 13 websites in our industry network.

Clear positioning
Use *categories* to position your topic and let potential customers find you.

Flexible design
Do you have a new product that you are promoting in a brochure? We adapt your profile to your current area of focus.

Premium Company Profile: What is included in a booking?

Services and rates

Increase your visibility in the industry sector

Konradin Industry is broadly positioned and addresses various sectors. Your company profile is therefore displayed on 13 websites, giving you a wide reach:

automationspraxis.de
additive.industrie.de
beschaffung-aktuell.de
epp-online.de
industrie.de
industrieanzeiger.de
kem.de
mav-online.de
medizin-und-technik.de
prozesstechnik-online.de
qe-online.de
sifa-sibe.de
ergo-med.de

Service (minimum lead time 14 days)	Rate as of 01.10.2023
Online presence on industrie.de as well as 12 other websites of Konradin Industry.	
Company logo	
Company address and contact	
Header image	
Link to your social media channels	
Description of your company with up to three images	
Categories	
Three content features (brochure, white paper, video)	
Your publications in the network of Konradin Industry	
Rate for one year	**€ 1,800.00**
Combination of Premium Company Profile and Print Business Card	**€ 2,500.00**

Agency commission: 10% on digital products

*All prices in € plus VAT

What data is required for your Premium Company Profile?

Data submission for your Premium Company Profile

✓	Content required	Format	Scope	More details	
	Company data			Company headquarters, telephone, email, website	Turnover, number of employees, year of foundation, social media accounts
	Company logo	PNG, JPG	200 px wide		
	Header image	PNG, JPG	1,025 x 400 px		
	Descriptive text about the company	TXT, DOC	max. 5,000 characters without spaces	To avoid duplicate content and improve search engine visibility, the text must clearly differ from the text on your website.	
	Images with captions	PNG, JPG	up to 3 images 500 x 333 px or 333 x 500 px	Please indicate where to place the images.	
	Links		max. 3 links in the text	Please indicate which content (word, image) is to be linked.	
	Category	TXT, DOC	max. 10 categories	The company directory (list of all profiles) shows the first two categories, up to eight additional categories can be defined. For an overview of the categories, see "Filter by category" on the right.	
	Content features	PDF, MP4	max. 3 features max. file size: 500 MB	Every content feature requires additional data (see next page).	
	Newsfeed	link		Your RSS feed is displayed in a frame.	

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What data is required for your content feature?

Data submission for your webinar

✓	Content required	Format	Scope	Notes
	File	PDF, MP4	max. 500 MB	White paper, brochure, video, etc.
	Headline	DOC, TXT	approx. 60 characters	Should contain the **main keyword**, catchy - short - concise
	Keywords	DOC, TXT	1 main keyword, 2-3 secondary keywords	Choosing the right keywords is important for performance and SEO.
	Meta description SEO	DOC, TXT	max. 156 characters	Short descriptive text **Main keyword** should be included With direct customer approach and call to action
	Text on feature/ abstract for website	DOC, TXT	approx. 1,000 characters without spaces	Information on content, benefits (innovation, solution-oriented approach) Include keywords – as many as possible and as few as necessary!
	Image for website	JPG	1 image, landsc. format 693 x 446 pixels	Teaser image and feature image for the article, in line with the topic; suitable for enlarged and reduced display

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14 days prior to the start of the campaign

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Premium Company Profile

Our references – this is what your company profile could look like

Extensive coverage with wide reach

With a Premium Company Profile, you can showcase your presence in the market and introduce new products or business units.
The keywords also give you the opportunity to be found by potential new customers and reach out to them in a targeted way.

You decide whether your content is freely accessible or whether customers must register in advance.
The leads worth €70 that you generate through registration are included in the price.

Take a closer look at a Premium Company Profile by clicking on the profiles on the right.

Print Business Card: What is included in a booking?

konradin
Industrie

Increase your visibility in the industry sector

Konradin Industry is broadly positioned and addresses various sectors. You can choose which trade magazine you want to position your company in.

Service (minimum lead time 14 days)	Rate* as of 01.10.2023
Presence in the trade magazine of your choice for the appropriate category (1x per quarter)	
Up to two text changes are included	
Rate for one year	**€ 1,080.00**
Combination of Premium Company Profile and Print Business Card	**€ 2,500.00**

*All prices in € plus VAT.
  Agency commission: 10% on digital products

Print Business Card In trade magazine	Rubric/Edition
Automationspraxis	Partner für Robotik und Fabrikautomation / 1/2024 + 2/2024 + 4/2024 + 6/2024
Beschaffung aktuell	Partner des Einkaufs / 1-2/2024 + 5/2024 + 10/2024 + 11-12/2024
cav – Prozesstechnik für die Chemieindustrie	Partner für die chemische Industrie / 1/2024 + 3/2024 + 5/2024 + 7/2024
dei – Prozesstechnik für die Lebensmittelindustrie	Partner für die Lebensmittelindustrie / 1/2024 + 3/2024 + 4/2024 + 6/2024
EPP Elektronik Produktion & Prüftechnik	Kompetenz in der Elektronikfertigung / 1/2024 + 3/2024 + 4/2024 + 6/2024
Industrieanzeiger	Partner der Industrie / 1/2024 + 5/2024 + 10/2024 + 13/2024
KEM Konstruktion|Automation	Partner für Engineering / 1-2/2024 + 5-6/2024 + 9/2024 + 12/2024
mav Innovation in der spanenden Fertigung	Partner der Fertigungsindustrie / 1/2024 + 3/2024 + 5/2024 + 6/2024
medizin&technik	Partner für die Medizintechnik / 1/2024 + 2/2024 + 4/2024 + 6/2024
QUALITY ENGINEERING	Partner für Qualitätssicherung / 1/2024 + 3/2024 + 4/2024 + 5/2024
Sicherheitsingenieur	Partner für Arbeitssicherheit / 1-2/2024 + 5/2024 + 7-8/2024 + 11/2024
Sicherheitsbeauftragter	Partner für Arbeitssicherheit / 3/2024 + 6/2024 + 9/2024 + 11/2024

What data is required for your Print Business Card?

Data submission for your Print Business Card

✓	Content required	Format	Scope	More details
	Company logo	EPS, JPG	4c max. 34 mm wide/ max. 18 mm high, 300 dpi	
	Company name and URL	TXT, DOC	2 lines	
	Descriptive text	TXT, DOC	14 lines of approx. 50 characters per line incl. spaces	Text can be structured with bulleted lists, paragraphs, boldface, underlining, etc.
	Category	TXT, DOC	max. 25 characters incl. spaces	

Business card format:

60 mm x 82 mm

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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!

Konradin-Verlag Robert Kohlhammer GmbH
Ernst-Mey-Straße 8,
70771 Leinfelden-Echterdingen

Andreas Hugel

Sales Director

Phone +49 711 7594-472

Mobil +49 173 353 92 59

E-Mail andreas.hugel@konradin.de

Joachim Linckh

Sales Director

Phone +49 711 7594-565

Mobil +49 173 353 92 11

E-Mail joachim.linckh@konradin.de

Our international representations

Great Britain

Jens Smith
Jens Smith Partnership
The Court Long Sutton Hook,
Hampshire RG 29 1TA

Phone +44 1256 862589
E-Mail jsp@trademedia.info

USA, Canada

Detlef Fox
D.A. Fox Advertising Sales, Inc
5 Penn Plaza, 19th Floor,
New York, NY 10001

Phone +1 212 8963881
E-Mail detleffox@comcast.net