

# White Paper

## Pay-per-lead

Obtain high-quality leads



# 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

“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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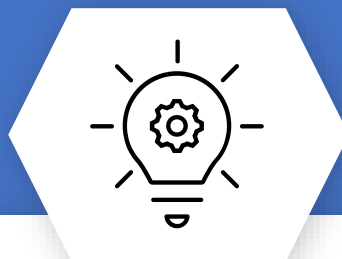
# Why should you book a White Paper?

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. We generate qualified **leads** for you.

A **White Paper** gives you the opportunity to provide your customers with high-quality specialist information on a specific topic in the form of a PDF file. The focus should be on the benefits for the interested party.



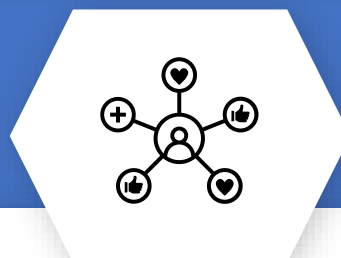
## Expertise

Use your White Paper to position yourself as an expert in your field.



## Qualified leads

Find the people who are really interested in your technologies or products.



## Cross-media promotion

We reach your potential customers through email marketing, banners, newsletter ads and phone campaigns.



## Certified & GDPR-compliant

All of our email campaigns are reviewed and sent out exclusively according to GDPR regulations.

# Define your individual target audience!

Select your White Paper recipients using our comprehensive targeting options

Region	Core industry	Company size	Function and areas
<ul style="list-style-type: none"> <li>Postcode 0</li> <li>Postcode 1</li> <li>Postcode 2</li> <li>Postcode 3</li> <li>Postcode 4</li> <li>Postcode 5</li> <li>Postcode 6</li> <li>Postcode 7</li> <li>Postcode 8</li> <li>Postcode 9</li> </ul>	<ul style="list-style-type: none"> <li>Occupational safety</li> <li>Food &amp; nutrition industry</li> <li>Chemical industry</li> <li>Pharmaceutical industry</li> <li>Metal production &amp; processing</li> <li>Fabricated metal products</li> <li>Electrical &amp; electronics</li> <li>Precision mechanics, optics &amp; metrology</li> <li>Mechanical &amp; plant engineering</li> <li>Automotive</li> <li>Medical technology</li> </ul>	<ul style="list-style-type: none"> <li>50 to 99</li> <li>100 to 199</li> <li>200 to 499</li> <li>500 to 999</li> <li>1,000 and more</li> </ul> <p style="text-align: center; font-size: small;">*Company size based on number of employees</p>	<ul style="list-style-type: none"> <li>Senior management</li> <li>Technical management</li> <li>Plant management</li> <li>Project management</li> </ul> <div style="background-color: #0056b3; color: white; padding: 10px;"> <ul style="list-style-type: none"> <li>Sales engineers</li> <li>Research &amp; development</li> <li>Design, engineering</li> <li>Project scheduling &amp; planning</li> <li>Production, manufacturing &amp; assembly</li> <li>Quality management &amp; assurance</li> <li>Purchasing</li> </ul> </div>
<p>Austria + Switzerland on request</p>	<p>More detailed classification on request</p>		<p>More on request</p>

# White Paper: What is included in a booking?

Services and rates

## Present yourself as an expert in your field and gain B2B leads

Based on your White Paper, we will define your target audience and the desired number of leads together.

Your White Paper will be published on industry-specific websites and promoted to your target audience using a cross-media approach.

The White Paper is only available after registration – which guarantees qualified leads.

### Prerequisites:

The White Paper will be published exclusively with Konradin and will not be used simultaneously in other media to generate leads.



Service (minimum lead time 14 days)	Rate* <small>as of 01.10.2023</small>
Selection of the target audience from our database	
Targeted email and, where appropriate, phone outreach to generate your guaranteed leads (MQL = Marketing Qualified Leads)	
Promotion on digital channels	
<b>Request your individual quote.</b>	<b>Starting at € 5,000.00</b>
Optional services	
White Paper written by a specialist editor and/or English language version	on request
* All prices in € plus VAT	

# What data is required for your White Paper?

Data submission for your White Paper | Page 1 of 2

✓	Content required	Format	Scope	More details
	<b>White Paper</b>	PDF file	max. 5 MB	Other formats only after consultation
	<b>Kicker</b>			White Paper: Supplier name Standard, is filled in automatically
	<b>Keywords</b>		2-3 keywords	Review your keywords for search volume, relevance and potential. Select up to three optimal keywords for best SEO performance.
	<b>Title/headline</b>	DOC, TXT	max. 60 characters incl. spaces	Make sure that the headline contains the keywords.
	<b>Text about White Paper / abstract for website</b>	DOC, TXT	max. 1,000 characters incl. spaces	The text should describe the benefits of the White Paper to the reader. The teaser and abstract should contain as many relevant keywords as possible within the first 150 characters.
	<b>Meta description/title and short text</b>	DOC, TXT	Title: 70 characters Text: 160 characters, incl. spaces	The meta description includes the title and a short descriptive text for the landing page. This content is important for SEO and should include the main keyword.
	<b>Meta description/alt attributes for images</b>	DOC, TXT		For optimal SEO performance, an accurate description of the image is required. Please make sure to include the keywords.
	<b>Short text about White Paper</b>	DOC, TXT	max. 300 characters, incl. spaces	Give the reader a compelling introduction to the topic of your White Paper. This teaser will be published on the website in the White Paper overview.

Email data to: [auftragsmanagement@konradin.de](mailto:auftragsmanagement@konradin.de)  
14 days prior to the start of the campaign



# What data is required for your White Paper?

Data submission for your White Paper | Page 2 of 2

✓	Content required	Format	Scope	More details
	<b>Teaser text for newsletter</b>	DOC, TXT	max. 300 characters incl. spaces	The teaser text describes the benefit and should catch the reader's attention. Keywords should be used for better performance and SEO.
	<b>USP/quintessence</b>	DOC, TXT	max. 200 characters	This text should explain to users why it is worth registering for this White Paper.
	<b>Company logo</b>	JPG, RGB colour space	min. 200 pixels wide	
	<b>Header for e-mail</b>	JPG, RGB colour space	landsc. 660 x 200 pixels	A theme-related image ( <b>eye-catcher</b> ) is suitable for the header.
	<b>Subject line for e-mail</b>	DOC, TXT	max. 60 characters	Catch the reader's attention with a strong subject line.
	<b>Text for e-mail</b>	DOC, TXT	max. 500 characters incl. spaces	Describe the benefits of your product or service that will motivate readers to download your White Paper.
	<b>Images in landscape format</b>	JPG, RGB colour space	693 x 446 pixels 200 x 200 pixels	The content of the images should be recognisable when enlarged or reduced. The teaser image and feature image should be related to the topic.

Email data to: [auftragsmanagement@konradin.de](mailto:auftragsmanagement@konradin.de)  
14 days prior to the start of the campaign



# 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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