

# Address rental Email campaigns

Your content – your layout – your desired target audience



# 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 an email campaign?

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



## Customised project workflow

You choose a relevant topic, your content, the layout and the date of your email campaign.



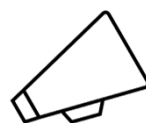
## Certified & GDPR-compliant

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



## Minimum effort

We create your email campaign based on your individual specifications and ensure a smooth distribution process.



## Individual customer focus

You define the number of recipients for your email campaign and the criteria for selecting addresses from our qualified database.



## High level of transparency

Once your email campaign has been successfully sent, you will receive a detailed report with all relevant KPIs.

# Define your individual target audience!

Select your e-mailing recipients using our comprehensive targeting options

Region	Core industry	Company size	Function and areas
Postcode 0	Occupational safety	50 to 99	Senior management
Postcode 1	Food & nutrition industry	100 to 199	Technical management
Postcode 2	Chemical industry	200 to 499	Plant management
Postcode 3	Pharmaceutical industry	500 to 999	Project management
Postcode 4	Metal production & processing	1,000 and more	Sales engineers
Postcode 5	Fabricated metal products		Research & development
Postcode 6	Electrical & electronics		Design, engineering
Postcode 7	Precision mechanics, optics & metrology		Project scheduling & planning
Postcode 8	Mechanical & plant engineering		Production, manufacturing & assembly
Postcode 9	Automotive		Quality management & assurance
Austria + Switzerland on request	Medical technology	*Company size based on number of employees	Purchasing
	More detailed classification on request		More on request

# Email campaign: What is included in a booking?

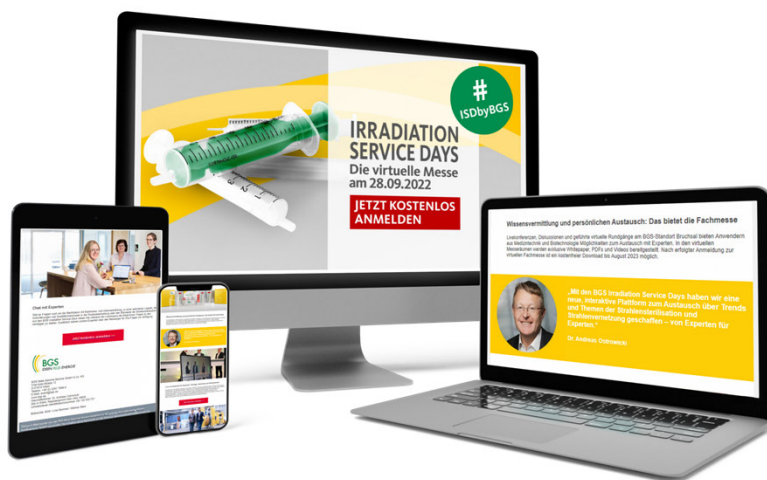
Services and rates

## Communicate successfully with professional newsletters by Konradin Industrie

We send your email campaign to potential prospects and customers within your desired target audience.

We select from our extensive database using relevant targeting methods.

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



\*All rates in € plus VAT

### Service (minimum lead time 14 days)

**Rate**  
as of 01.10.2023

#### Handling

Database selection, email template, proofreading loop, one mailing and reporting

**€ 750.00**

#### Address rental

Minimum order 1,000 addresses from our database  
Price per address

**€ 750.00**  
**from € 0.75**

#### Multiple mailings

One reminder email using the same content, template and targeted audience

handling  
per address **€ 110.00**  
**from € 0.40**

### Optional services

Creation of a landing page including registration page **from € 150.00**

Adjustment of the initial target audience selection on request

Creation of another target audience selection on request

Agency commission: 10% on digital products

# What data is required for your email campaign?

Data submission for your email campaign

✓	Content required	Format	Scope	More details
	Information on sender	Word or PDF file		Information about the prefix for the sender (e.g.: <i>prefix@konradin-mailing.de</i> ) as well as a person or company name as the sender's name.
	Layout		Font, font size and colour	We recommend the pre-installed fonts Arial, Times New Roman or Verdana for correct display with email clients.
	Header image (optional)	JPG, PNG	660 px width (96 dpi)	
	Text layout	Word or PDF file		One layout with defined text, image and link positions.
	Subject line and pre-header		max. 60 characters	Subject line: a brief statement about the content of the emailing Pre-header: additional information about product benefits and target audience
	Addressing and welcoming the reader (optional)		Approx. 300 to 700 characters	A compelling introduction to the content of the email campaign.
	Image files	JPG, PNG		Pay particular attention to ensuring that the resolution of the images is high.
	Company logo	JPG, PNG	250 x 250 px (96 dpi)	Specify desired placement on the layout.
	Alt attributes for images	Word or PDF file	max. 70 to 100 characters	A short translation of the visual content for each image.
	Image rights (optional)			If required
	Footer information	Word or PDF file		Information for the imprint
	Data volume		max. 10 MB	Please make sure that the total amount of data is less than 10 MB.

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 email campaign?

Technical specifications for your data submission as HTML template

✓	Content required	More details
	Responsive template	Create your template in responsive design
	Clean HTML code	Use simple HTML code to ensure correct display in all email clients. Make sure the code is clean and self-contained using HTML tags (<html>, <head>, <body>).
	Correct data transmission	Avoid sending specific parameters from email programs
	Images and links	Check the accessibility of all images and links used.
	Simple style sheet language	Use a simple style and formatting language (CSS) and ensure that no website is submitted.

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




# Email campaign

Our references – examples of what your email campaign could look like

## Add value with effective newsletters

Email campaigns not only leave a lasting impression on your customers, but also increase the level of awareness within your target audience.

With Konradin Industry's **highly customisable** email campaigns, you can not only convince new customers of your services and products, but also retain existing customers by **addressing** them in a **professional** manner.




**# ISDbyBGS**

**IRRADIATION SERVICE DAYS**  
Die virtuelle Messe am 28.09.2022

**JETZT KOSTENLOS ANMELDEN**


Sehr geehrte Frau Kondrashova,

effiziente Strahlenssterilisation für höchste Produktivität. Am 28. September diskutieren Experten und Anwender aus Industrie, Verbänden und Forschung von 9:00 bis 14:30 Uhr auf den zweiten BGS Irradiation Service Days aktuelle Themen aus der Welt der Strahlenssterilisation. Hersteller aus der Medizintechnik und Biotechnologie erfahren mehr über derzeitige Trends und erhalten mittels virtueller Fachvorträge, exklusivem Informationsmaterial und Rundgängen live Tipps und Hilfestellungen für eine erfolgreiche Durchführung von Sterilisationsprozessen. Die Anmeldung zu den ISDbyBGS ist kostenfrei.



**Wissensvermittlung und persönlichen Austausch: Das bietet die Fachmesse**

Livekonferenzen, Diskussionen und geführte virtuelle Rundgänge am BGS-Standort Bruchsal bieten Anwendern aus Medizintechnik und Biotechnologie Möglichkeiten zum Austausch mit Experten. In den virtuellen Messeräumen werden exklusive Whitepaper, PDFs und Videos bereitgestellt. Nach erfolgreicher Anmeldung zur virtuellen Fachmesse ist ein kostenloser Download bis August 2023 möglich.



„Mit den BGS Irradiation Service Days haben wir eine neue, interaktive Plattform zum Austausch über Trends und Themen der Strahlenssterilisation und Strahlennetzwerk geschaffen – von Experten für Experten.“

Dr. Andreas Ostrowicki

### Highlight: Geführter virtueller Rundgang

Das Team von BGS nimmt Sie auch in diesem Jahr hinter die Kulissen mit. In einem geführten virtuellen Rundgang durch den Produktionsstandort in Bruchsal werden exklusive Einblicke in die Produktion und Logistik bei BGS gewährt. Nutzen Sie die Gelegenheit, live Fragen an unsere Experten zu stellen und die beiden Elektronenbeschleuniger sowie die Kobalt-60-Gamma-Bestrahlungsanlage des Standortes zu sehen.



### Chat mit Experten

Gibt es Fragen rund um die Sterilisation mit Elektronen- und Gammastrahlung, zu einer optimierten Logistik, den Anforderungen und Qualitätsmerkmalen in der Routinebestrahlung oder den Standards der Strahlenssterilisation? Auf den BGS Irradiation Service Days haben Sie während der Livestreams die Möglichkeit, Fragen zu den Vorträgen zu stellen. Zusätzlich stehen unsere Experten über den Messenger für Ihre Fragen zur Verfügung.

[Jetzt kostenlos anmelden >>](#)



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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!



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