

BLECH

Know what will be important:
blechonline.de

MEDIA DATA 2024



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At a Glance

BLECH



PRINT → BLECH

The trade magazine for decision-makers in industrial sheet metal working industry. BLECH provides the sector with information on all topics relevant to the industrial processing of sheet metal, strips and profiles and the production equipment used for this purpose. You can reach your target group here!



ONLINE → blechonline.de

The blechonline.de portal is aimed at the German-speaking sheet metal working industry – from machine operators to investment decision-makers.



PRINT RUN

Ø 12,100

Copies per issue, as of July 2023, IVW-verified

PAGE IMPRESSIONS

Ø 10,000

Source Google Analytics, monthly average
07/2022 – 06/2023

NEWSLETTER RECIPIENTS

~ 1,000

je per dispatch (as of July 2023)

Topics 2024

Issue	Deadline	Publication date	Special section	Topics	Trade fairs
1	25/01/2024	14/02/2024	Deburring, cleaning, lubricating	Separation technology, IT solutions and software, automation	BLE.CH 13 – 15 March 24
2	11/03/2024	02/04/2024	Tubes, profiles, strip	Joining and bonding, forming technology, quality assurance	Tube&Wire 15 – 19 April 24 HMI 22 – 26 April 24 Control 23 – 26 April 24 Green Steel World 14 – 15 May 24 Surface 04 – 06 June 24
E-magazine	24/05/2024	11/06/2024	E-MAGAZINE FOR STANZTEC		STANZTEC 25 - 27 June 24
3	07/06/2024	27/06/2024	Forming presses and bending	Laser technology, surface technology, cleaning and lubricating, Green Steel	

The main topics do not define the overall content. Current contributions supplement the respective reporting. Subject to change without notice.

Topics 2024

Issue	Deadline	Publication date	Special section	Topics	Trade fairs
4	12/08/2024	02/09/2024	Automation and robotics	Separation technology, tubes, profiles, strip, forming technology, IT solutions and software	AMB 10 – 14 Sept 24 Motek 08 – 11 Oct 24
5	17/09/2024	11/10/2024	Separation technology	EuroBLECH Special	EuroBLECH 22 – 25 Oct 24 formnext 19 – 22 Nov 24
6	15/11/2024	05/12/2024	Joining and bonding	Separation technology, tubes, profiles, strip, IT solutions and software	–

The main topics do not define the overall content. Current contributions supplement the respective reporting. Subject to change without notice.

Target Groups

Investment decision-makers



Purchasing, purchasing management, investment decision-makers

Technology managers



Purchasing management and decision-makers from technology and IT

Production managers



Managers in production and work preparation

Managing directors



Owners, board members from companies and associations



Print

Print



Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

Copies per issue,
as of July 2023

Publication frequency:
6 per year 33th volume 2024

PRINT RUN

Ø 12,100

ACTUAL DISTRIBUTED
CIRCULATION

11,935

Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months
(insertion year)

Frequency scale

3 times	5%
6 times	10%
9 times	15%

COMBINATIONS

Larger contracts and multi-year contracts on request.

Advertise additionally in other publications from our company. You will achieve high market penetration and can count on discounts. Take advantage of this synergistic effect. Let's talk about how you benefit.

Circulation and Distribution Analysis

EDITORIAL CONTENT ANALYSIS 2023 = 477 PAGES

Forming & pressing/bending	42 pages	=	8.8%
Separating	55 pages	=	11.5%
Flexible sheet metal working	32 pages	=	6.7%
Joining & bonding	29 pages	=	6.1%
Pipe, profile, strip	48 pages	=	10.1%
Automation	49 pages	=	10.3%
IT solutions	30 pages	=	6.3%
Surface technology	44 pages	=	9.2%
Quality assurance	9 pages	=	1.9%
Background	8 pages	=	1.7%
Market/trends	13 pages	=	2.7%
Steel service	4 pages	=	0.8%
Tools	8 pages	=	1.7%
News	26 pages	=	5.5%
Research	12 pages	=	2.5%
Trade fairs	12 pages	=	2.5%
Interviews	13 pages	=	2.7%
Comment	7 pages	=	1.5%
Product reports	22 pages	=	4.6%
Table of contents	14 pages	=	2.9%
	477 pages	=	100%

VOLUME 33th volume 2024

CIRCULATION ANALYSIS

Copies per issue on average from 1 July 2022 to 30 June 2023)

Print run	12,100	
Actual distributed circulation	11,935	of those, abroad 1,509
Sold circulation	406	of those, abroad 53
– Subscribed copies	406	
– Retail sales	–	
– Other sales	–	
Free copies	11,529	
Remaining, archive and file copies	165	

CIRCULATION MONITORING

 Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	87.4	10,426
Abroad:	12.6	1,509
Actual distributed circulation:	100	11,935

Circulation and Distribution Analysis

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	5.78	602
Postcode area 1	3.02	314
Postcode area 2	5.57	581
Postcode area 3	9.30	970
Postcode area 4	10.45	1,089
Postcode area 5	13.33	1,389
Postcode area 6	6.91	720
Postcode area 7	16.38	1,707
Postcode area 8	8.71	908
Postcode area 9	20.56	2,144
Insgesamt	100	10,426

DOMESTIC DISTRIBUTION BY NIELSEN REGIONS:

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	10.99	1,146
Nielsen region 2 (North Rhine-Westphalia)	25.71	2,681
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	12.42	1,294
Nielsen region 3b (Baden-Württemberg)	21.57	2,249
Nielsen region 4 (Bavaria)	16.28	1,698
Nielsen region 5 (Berlin)	1.50	156
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	4.10	428
Nielsen region 7 (Thuringia, Saxony)	7.42	774
Actual distributed circulation	100	10,426

Summary of the Analysis Method

SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

1. Analysis method:

- Distribution analysis through file evaluation – full analysis

2. Description of the recipients at the time of data collection:

2.1. Type of file:

The recipient file contains the addresses of all recipients.

Based on the available postal data, the file can be sorted according to postcodes or domestic and foreign addresses.

2.2 Total number of recipients in the file: 22,474

2.3 Total number of varying recipients: 20,816

2.4 Structure of recipients of an

average issue according to forms of distribution:

- Sold circulation.	406
of those: subscribed copies	406
retail sales	0
other sales	0
- Free copies	11,529
of those: permanent free copies	1,448
rotating free copies	9,902
promotional copies	179

Actual distributed circulation	11,935
of those, domestic	10,426
of those, abroad	1,509

3. Description of the analysis

3.1. Population (proportion studied)

Population (actual distributed circulation) 11,970 =	11,935 = 100%
of those, not included in the analysis:	253 = 2.12%
- Retail sales	0
- Other	179
- Promotional copies	179
Of the actually distributed circulation,	
the analysis represents	11,682 = 97.88%

3.2. Date of file evaluation: 18/07/23

3.3. Description of the database:

The analysis is based on the complete file. The shares determined for circulation in Germany and abroad were projected onto the actual average annual circulation in accordance with AMF Item 17.

3.4 Target of the analysis: not applicable

3.5 Definition of the reader: not applicable

3.6 Analysis period: 01/07/2022 bis 30/06/2023

3.7 Execution of the analysis: publisher

Size of the Business Entities

Number of employees	Share of actual distributed circulation	
	%	Copies
1 - 49	35.9	4,288
50 - 99	19.8	2,358
100 - 199	11.5	1,376
200 - 499	8.4	1,007
500 - 999	3.6	432
1000 and over	2.0	244
Miscellaneous	6.0	721
Actual distributed circulation – domestic	87.4	10,426
Actual distributed circulation – abroad	12.6	1,509
Total	100	11,935

Role / Position	Share of actual distributed circulation	
	%	Copies
Management	50.3	5,999
Production	27.7	3,302
Purchasing, purchasing management	15.8	1,890
Miscellaneous	6.2	744
Actual distributed circulation	100	11,935

Recipient Structure Analysis

SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Recipient groups:	Share of actual distributed circulation	
	%	Copies
Metal production and metal working	9.3	1,105
Metal manufacturing	24.9	2,976
Radio, TV and communications engineering	16.5	1,968
Medical and measuring instruments, control elements and devices	1.2	148
Manufacturing of office machines	4.6	551
Machine engineering	22.5	2,680
Manufacturing of office machines, data processing devices and equipment	0.5	55
Car manufacturing	4.3	515
Other vehicle manufacturing	1.0	123
Trade; servicing	0.6	68
Manufacturing sector – total	85.4	10,189
Other services	2.0	237
Actual distributed circulation – domestic	87.4	10,426
Actual distributed circulation – abroad	12.6	1,509
Actual distributed circulation – total	100	11,935

* Base: Publisher file, multiple answers possible.

Advertisements

1/1 page



Bleed: 210 × 297 mm

€ 5,550

Junior page



Bleed: 132 × 187 mm
Type area: 115 × 165 mm

€ 3,390

1/2 page landscape



Bleed: 210 × 148 mm
Type area: 175 × 121 mm

€ 2,990

1/2 page portrait



Bleed: 100 × 297 mm
Type area: 85 × 248 mm

€ 2,990

1/3 page landscape



Bleed: 210 × 102 mm
Type area: 175 × 79 mm

€ 2,050

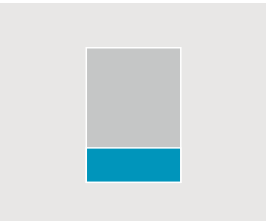
1/3 page portrait



Bleed: 68 × 297 mm
Type area: 55 × 248 mm

€ 2,050

1/4 page landscape



Bleed: 210 × 79 mm
Type area: 175 × 58 mm

€ 1,690

1/4 page portrait



Bleed: 52 × 297 mm
Type area: 40 × 248

€ 1,690

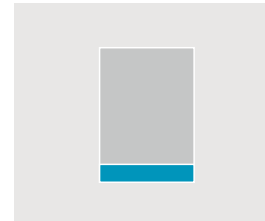
1/4 page 2-column



Bleed: 100 × 148 mm
Type area: 85 × 121 mm

€ 1,690

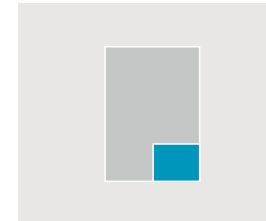
1/8 page landscape



Bleed: 210 × 45 mm
Type area: 175 × 26 mm

€ 1,150

1/8 page 2-column



Bleed: 100 × 79 mm
Type area: 85 × 58 mm

€ 1,150

Bleed plus 3 mm bleed overleaf

Special Formats

Bound inserts



Exclusive placement. The bound insert is firmly attached to the magazine and offers plenty of space for your information. The bound insert can be delivered ready-made or printed by us.

Scope: 2-8 pages, wire stitching, weight: 130 - 170 g/m²

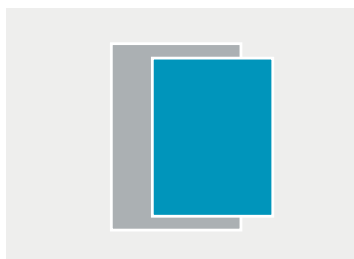
Format: 213 x 307 mm, delivery in untrimmed format (perfect binding), multi-page bound inserts, folded. Special formats on request.

Submission of a sample required.

	130 g	170 g	über 170 g
▶ two pages	€ 4,990	€ 5,490	€ 6,050
▶ four pages	€ 7,450	€ 9,090	€ 9,090
▶ eight pages	€ 11,150	€ 13,650	€ 13,650

Other paper weights on request.

Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to 50 g,
single sheets DIN A6 min. 150 g/m²,
single sheets larger than DIN A6 min. 115 g/m²

Prices for heavier inserts and split runs on request and with possible postage charges. Submission of a sample required.

Price per thousand	Price per thousand
▶ up to 25 g € 330	up to 40 g € 410
▶ up to 30 g € 355	up to 45 g € 435
▶ up to 35 g € 380	up to 50 g € 465

Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Only in conjunction with an advertisement or bound insert, plus adhesive costs and additional distribution costs. Partial circulation on request. Submission of a binding sample required.

The delivery quantity for supplements, bound inserts and postcards etc. is 12,500 copies. The publisher reserves the right to increase the print run on special occasions.

Postcards in conjunction with advertisement or bound insert

- ▶ Insert fee in DIN A6 format up to 5 g weight from € 1,050
- ▶ plus gluing costs per thousand on request
- ▶ plus additional distribution costs on request

Special Pages

Title and cover pages



More attention through exclusive placement on the cover.

Reserve your premium placement in good time!

Title or inside title page of special section: technical article / report, product image on title page, teaser on title page, details in table of contents

Title/inner title page:

194 mm x 220 mm

Price on request

Cover pages:

210 x 297 mm, plus 3 mm bleed all around

Inside front cover, 4c:

€ 6,390

Inside back cover, 4c:

€ 5,990

Back cover, 4c:

€ 6,390

Title page, 4c on request

PLACEMENTS

Ads across the gutter 10% surcharge from b/w GP

Offprint

Offprint of your editorial contribution



With an offprint of your editorial contribution from the trade journal BLECH, you have a **versatile instrument at your disposal to support your advertising activities:**

- ✓ as a display on your exhibition stand
- ✓ as a valuable tool in customer talks for your sales/field sales team
- ✓ for customer information in direct mailing

Product reports, interviews or, for example, user reports – the BLECH team will realise your wishes from a print run of 500 copies and two pages. When designing the offprint, we take your wishes into account and provide you with comprehensive advice.

from € 640

* All prices are exclusive of VAT. Further typesetting and alteration costs shall be charged according to expenditure

Special Forms of Advertising

BLECH-TECHGUIDE

The BLECH-TechGuide presents your company, your homepage or, for example, your product catalogue across print and online media. Choose your entry according to your individual marketing strategy and address the executives of the sheet metal and processing industry!

Services:

Your COMPANY, CATALOGUE or HOMEPAGE ENTRY

Layout:

Address information in 8 lines (company, address, telephone, fax, internet, e-mail)

- + Screenshot of the website, catalogue or company logo
- + 90 characters company description
- + One category of your choice
- = **Price per placement/issue € 150**
- + **Extra entry**
in the online technical directory blechonline.de

We need from you:

- Image of your catalogue/brochure/logo (PDF file, 300 dpi) or a screenshot of your homepage.
- Short description to be published for illustration (guideline: 90 characters).

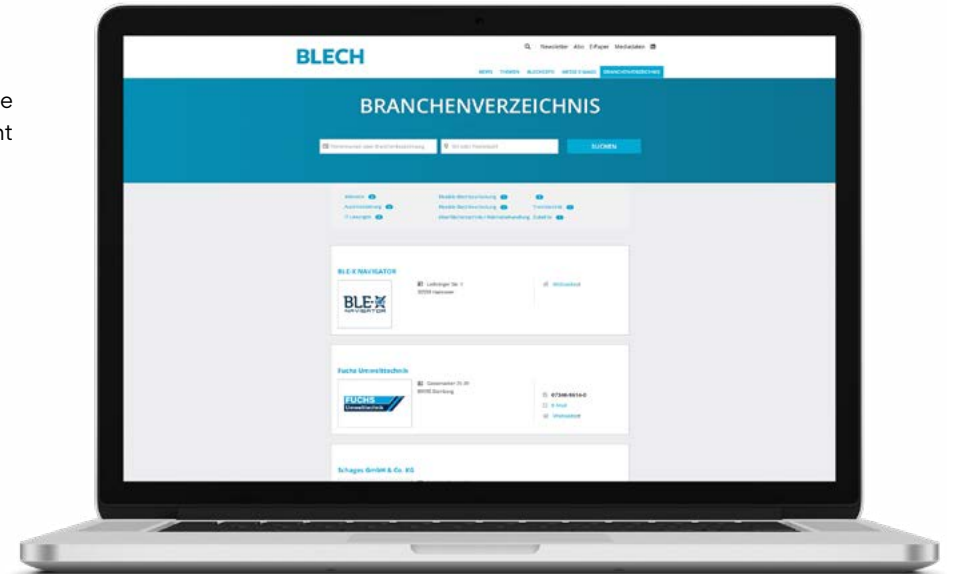
Conditions:

- ▶ Collective invoice with the first issue according to the runtime agreement
- ▶ No agency commission
- ▶ 4-colour printing included
- ▶ Runtime 12 months = 7 issues

For queries,

Petra Jaser, Advertising manager
petra.jaser@schluetersche.de
 +49 (0)821 319880-38

Stephan Knauer, Media Consultant
stephan.knauer@schluetersche.de
 +49 (0)821 319880-19



Native Advertising: Print Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content**: this is placed **directly in the editorial environment with the** look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose** to supply the text yourself or have it professionally produced or revised by our specialist editorial team.

Thinking across channels:
book a cross-media campaign with online and print advertorial!

*Additional ad formats available; prices on request.

Advertorial basis



Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and labelled as an advertisement.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 5,550

Advertorial premium



Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and labelled as an advertisement.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 7,150

Corporate Publishing

Content with added value – tailored to your needs and goals



We design your individual target group communication and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts –

the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Present your company and its products, innovations or personnel changes. Schlütersche handles all of agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

Technical Specifications and Delivery

DELIVERING YOUR ADVERTISING DATA

E-mail: anzeigendaten-ble@schluetersche.de.

For queries, phone +49 (0)511 8550-2521.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

DELIVERING YOUR PRINT ADVERTORIAL

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to cm-augsburg@schluetersche.de.

1/2 page print advertorial:

1-2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 1,500 characters of text plus headline (Word file)

1/1 page print advertorial:

2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 2,500 characters of text plus headline and introductory text (Word file)

2/1 page print advertorial:

3-5 images (JPG or PNG in print quality incl. copyright/image credits), approx. 6,000 characters of text plus headline and introductory text (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

For details on text distribution and image formats, please refer to our layout templates: <https://svg.to/print-advertorials>

DELIVERY ADDRESS FOR SPECIAL FORMS OF ADVERTISING

Vogel Druck und Medienservice GmbH
Goods Receipt

Leibnizstrasse 5
97204 Höchberg

Acceptance times: Monday to Friday, 8 a.m. to 4 p.m.
Delivery at the earliest 20 and at the latest 5 working days before the delivery date.

TERMS OF PAYMENT

8 days after invoice date, 2% discount; otherwise 30 days without deduction.
Direct debit is possible. VAT ID no. DE 316 433 496

Bank details

Bank details for advertising and sales invoices:
Commerzbank Hannover,
IBAN no.:
DE 21 2504 0066 0331 8961 00, BIC: COBADEFFXXX

Technical Specifications and Delivery

JOURNAL FORMAT

210 mm wide x 297 mm high, DIN A4, untrimmed: 216 mm wide x 303 mm high Type area:
175 mm wide x 248 mm high. 4 columns = column width 40 mm

PRINTING AND BINDING METHODS

Web offset printing, saddle stitching.

We reserve the right to switch to perfect binding if necessary.

DATA FORMATS

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi.

Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

COLOURS

Printing colours (CMYK) according to ISO 12647-2 (PSO).

Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package "ECI_Offset_2009" free of charge at www.eci.org).

COLOUR PROFILES BFP

Content: PSO_LWC_Improved_eci.icc

Cover: ISOcoated_v2_eci.icc

PROOF

Colour binding proof according to "Medienstandard Druck" (Print Media Standard) (bvdn).

Digitally produced proofs must contain the FOGRA media wedge (available for a fee from www.fogra.org) to check the colour accuracy.

Proofs must have an official print control strip.

Please enquire about output profiles and paper classes for reference proofs.

DATA ARCHIVING

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

WARRANTY

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

CONTACT

Service tel. +49 (0)511 8550-2521



Digital

Digital



PAGE IMPRESSIONS

Ø 10,000

Source Google Analytics,
monthly average 07/2022 – 06/2023

TOTAL USERS

Ø 4,500

Source Google Analytics,
monthly average 07/2022 – 06/2023

VISITS

Ø 5,900

Source Google Analytics,
monthly average 07/2022 – 06/2023

NEWSLETTER RECIPIENTS

~ 1,000

per mailing (as of July 2023)

Our tip for all digital products: use our sliding scale discounts!

if purchased within 12 months
(insertion year)

Frequency scale

3 times	5%
6 times	10%
12 times	15%

COMBINATIONS

Larger contracts and multi-year contracts on request. You can also advertise in other publications from our publishing house. You will achieve high market penetration and can count on discounts. Take advantage of this synergistic effect. Let's talk about how you benefit.

Newsletter

Full-size Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.
Format: 468 x 60 px

€ 250

Premium placement: € 450
per dispatch

Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.
Format: 300 x 250 px

€ 290

per dispatch

Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.
Format: 600 x 120 px

€ 390

per dispatch

Text Ads

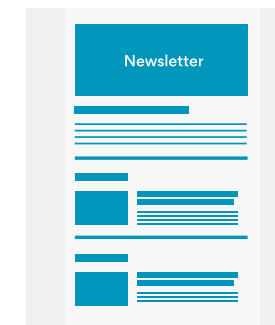


Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 350

per dispatch

Standalone Newsletter



The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer.
Incl. one correction loop.

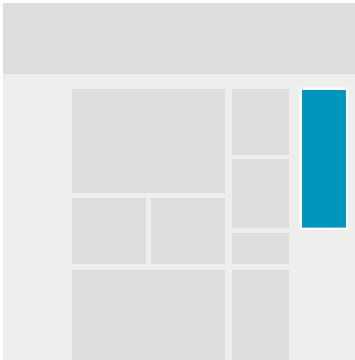
€ 1,490

per dispatch

Banners



Skyscraper



Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

Sizes

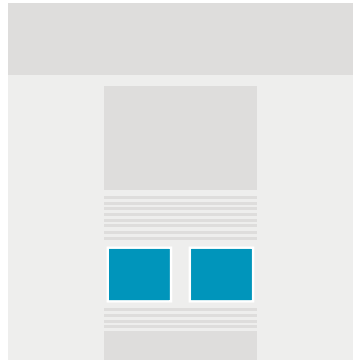
Standard: 120 x 600 px

Wide: 160 x 600 px

690 € per month

750 € per month

Medium Rectangle



Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Sizes

300 x 250 px

850 €
per month

Native Teaser



Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes

Image format 16:9 (1075 x 605 px)

Overline max. 30 characters

Title line max. 55 characters

Teaser text max. 156 characters

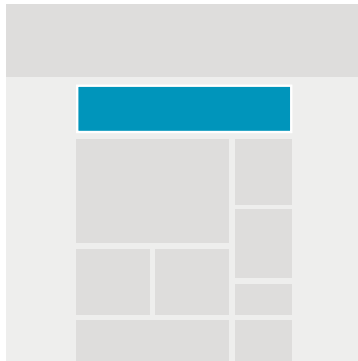
990 €
per month

Note for all banners: in rotation with max. 5 advertisements

Banners



Billboard



Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Größe

1,075 x 250 px
(alternatively 970 x 250 px)

€ 1,550
per month

Wallpaper



Large advertisement, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Size

728 x 90 px
120 x 600 px oder 160 x 600 px

€ 1,650
per month

Fireplace ad



Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Size

1,125 x 270 px or 1,125 x 90 px
120 x 600 px or 160 x 600 px

€ 1,650
per month

Note for all banners: in rotation with max. 5 advertisements

Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our "**Top 100 AGOF**" marketing network, we will also display **your banner there**.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach** achieved by your campaign.



Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

Social Media LinkedIn

Accurate and contemporary: Present yourself on one of the most up-to-date and valuable information platforms for your target group.

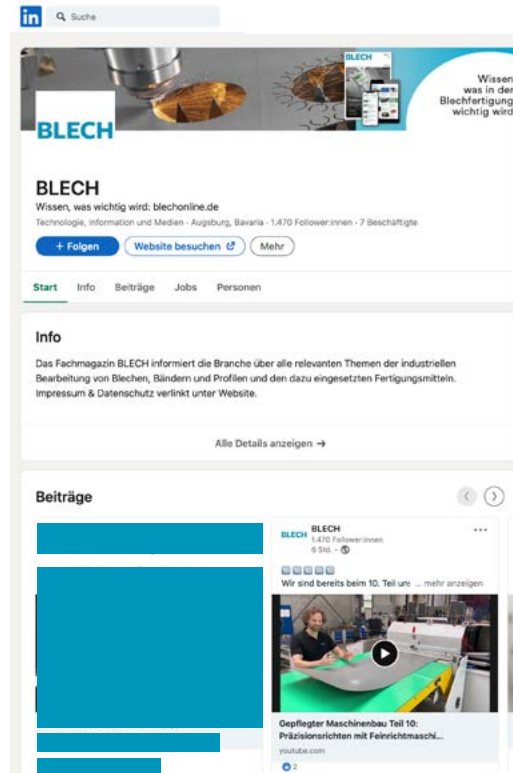
How it works

We publish your post as a sponsored article on our LinkedIn channel. Our followers then see your post in their timeline and you reach the target group that is relevant to you.

In addition, we increase your reach and target your post as an ad to other LinkedIn users.

Your advantages

Your LinkedIn ad remains as a post in the timeline and can be found in the **long term**.
We forecast reach between **3,000 and 5,000 impressions**



Specifications

You deliver:

- 1 - 3 images** (optimal image resolution 1200 x 627px)
- Post text up to 1,300 characters (incl. hashtags)
- 3 - 4 hashtags**

Optional: desired links
for image and text (persons/companies)

Key Facts

- ✓ Our brand publishes your post
- ✓ Additional reach boost

590 €

Price per post

Podcast



Facts and figures:

- ▶ Over 8,000 subscribers*
- ▶ On average, 1,100 listeners per episode*
- ▶ Represented on Spotify, iTunes and much more.
- ▶ Over 260 episodes available

*As of: 01.01.2023

Podcast package: € 5,590

- ▶ Podcast recording
- ▶ Placement of a carrier article on our homepage
- ▶ Dissemination on social & business media channels
- ▶ Distribution as text ad in the corresponding newsletter

Talk to us: in combination with other advertising media, we can offer you a special price.

With our channels, we ensure the **maximum target group-relevant reach** for your episode(s).

Range of services:

- ✓ The podcast host will work out the topic with you.
- ✓ Playing time: 25-40 min.
- ✓ Host Dennis Rathmann promotes the podcast on his LinkedIn channel.
- ✓ We also promote the podcast twice on our social and business media channels
- ✓ as well as 2x within 4 weeks as a text ad in the thematically matching newsletter.
- ✓ A suitable carrier article will additionally be published on our homepage during the period.

Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look and feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard** of our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach** for your content. You can supply the content yourself or have it **professionally created by our editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:
book a cross-media campaign with online and print advertorial!

Advertorial basis



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
 - ▶ You provide us with the image material
 - ▶ 1 correction loop incl.
 - ▶ Labelled as an advertisement
 - ▶ Reach boost incl.
 - 1 text-image advertisement in the newsletter during the runtime
 - ▶ Extension at a discount rate available upon consultation
- € 1,250**
Runtime 1 month

Advertorial premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
 - ▶ You provide us with the image material
 - ▶ 1 correction loop incl.
 - ▶ Labelled as an advertisement
 - ▶ Reach boost incl.
 - 1 text-image advertisement in the newsletter during the runtime
 - ▶ Extension at a discount rate available upon consultation
- € 2,990**
Runtime 1 month

Native Advertising: Sponsored Article

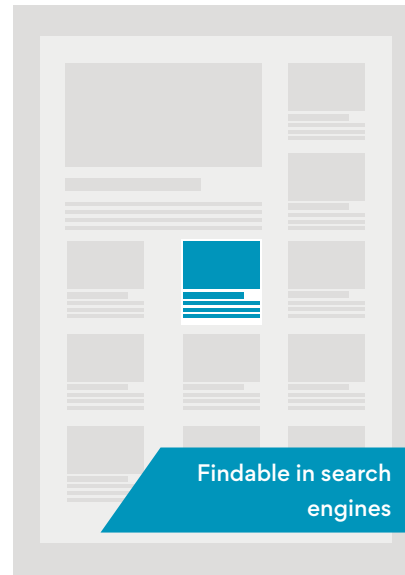
Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is an **informational text created by our editorial team** that is clearly geared towards the **needs of your target group**. The informative article is designed so that you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert**.

Your benefit

You will receive a **fully-fledged article created by our editorial team**, including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-oriented and search engine-optimised **rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: you pay a pre-determined price for each user of your article.

Sponsored Article



We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. **native teaser** in the text/image standard of the website.
Displayed on mobile devices.

SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

- ▶ **Marked as a sponsored article**
- ▶ **Reach package incl.:**
We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google, etc.
- ▶ **Unlimited runtime;**
Active promotion for approx. 4 months
- ▶ **Reporting with the most important key indicators at the end of the campaign**

from 30 € per user (minimum purchase: 100 pcs.; individually agreed upper limit possible)

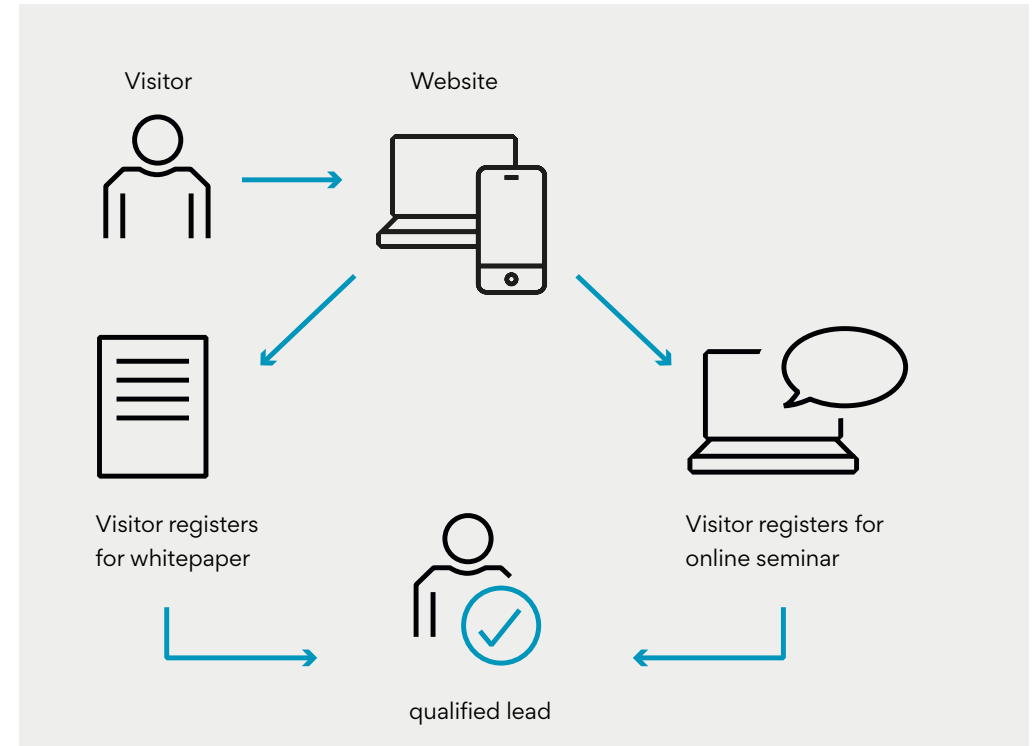
Lead Generation

Generate **direct contacts** who have a concrete **interest** in **your topic or product** on our channels.

Your benefit

We know what **really moves your target group**:
We identify the appropriate **lead magnets** (**whitepaper or online seminar**).
You can supply the content yourself or have it created by our editorial team.

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.
- ✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.



Lead Generation



We offer **three types of lead generation**, individually adapted to **your needs**.

Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

Lead generation with supplied finished content

- ▶ You supply a complete whitepaper or a recording of an online seminar.
- ▶ We make the content available for download on our website and mark it as an advertisement.
- ▶ We promote your content through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 3,250 plus CpL*

Runtime 4 months

Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your desired target group.
- ▶ We design the whitepaper in the look & feel of our media brand without advertising messages.
- ▶ We make the whitepaper available for download on our website.
- ▶ We promote the whitepaper through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 5,390 plus CpL*

Runtime 4 months

Online seminar creation with lead generation

- ▶ We create an online seminar on a topic that appeals to your desired target group.
- ▶ We design the online seminar in the look & feel of our media brand without advertising messages.
- ▶ We make the online seminar available for download on our website.
- ▶ We promote the live date & recording via our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 6,990 plus CpL*

Runtime 4 months

*Cost per lead, individually agreed

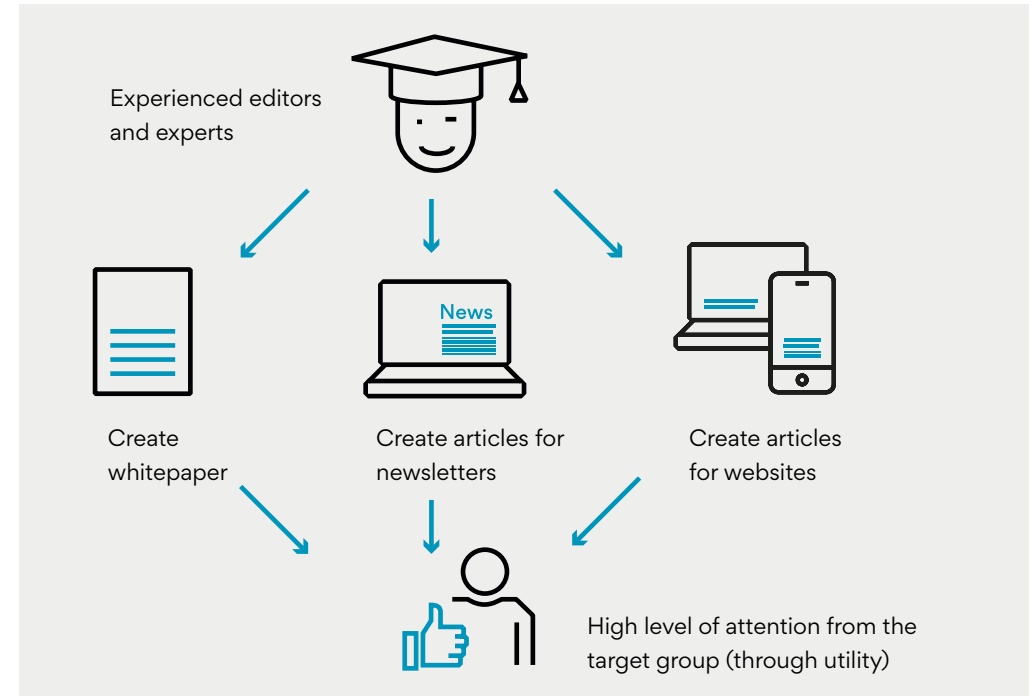
Content Creation

Reach your target groups with value content

Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all the agency work** for you and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

- ✓ Whitepaper
- ✓ Newsletter article
- ✓ Article for websites



Price on request

Technical Specifications and Delivery

DELIVERING YOUR WEBSITE BANNER DATA

Please send the banner as a PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to anzeigendaten-ble@schluetersche.de

For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-ble@schluetersche.de

DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-ble@schluetersche.de.
Animated GIFs are also possible, however, they may not play correctly on all devices.

DELIVERING YOUR ONLINE-ADVERTORIALS

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to anzeigendaten-ble@schluetersche.de:

- ▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium
- ▶ Text as a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)
- ▶ Links to external sites or articles, YouTube videos or download material as required

DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to anzeigendaten-ble@schluetersche.de:

- ▶ Subject line & headline: "Customer-Name: Headline" (total max. 68 characters incl. spaces)
- ▶ Customer logo (min. 180 px wide) + link to customer website
- ▶ Header image (600 x 250 px, JPG, PNG or GIF)
- ▶ Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)
or
Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- ▶ Company contact details

Technical Specifications and Delivery

DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to anzeigendaten-ble@schluetersche.de:

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)
- ▶ Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to anzeigendaten-ble@schluetersche.de:

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):
970 x 250 px, 728 x 90 px px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px
(the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)
- ▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

TERMS OF PAYMENT

Account details:

8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.
VAT ID no. DE 316 433 496

Bank details:

Commerzbank Hannover
IBAN no.: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX

We have even more to offer!
Discover the Schlütersche
media group portfolio.



Portfolio

Strong brands under one roof

Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 Impressions¹
 6,100 Newsletter recipients²
 70,402 Readers³

2 Homepages
2 Newsletters
5 Magazines

Kleintierpraxis
 News 4 Vets
 Tierisch dabei
 Deutsches Tierärzteblatt
 Der praktische Tierarzt

www.vetline.de
tfa-wissen.de

Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 Impressions¹
 8,500 Newsletter recipients²
 110,860 Readers³

1 Homepages
4 Newsletters
4 Magazines

Asphalt & Bitumen
 Die Schweizer Baustoffindustrie
 Steinbruch und Sandgrube
 Straßen und Tiefbau
www.baunetzwerk.biz

Trade

With our media, we offer tradespeople valuable practical knowledge. Readers³ and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 Impressions¹
 8,500 Newsletter recipients²
 110,860 Readers³

1 Homepages
2 Newsletters
2 Magazines

Genau
 Norddeutsches Handwerk

www.handwerk.com

Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 Impressions¹
 14,400 Newsletter recipients²
 65,613 Readers³

3 Homepages
3 Newsletters
3 Magazines

amz - Die Aftermarketzeitschrift
 AutoRäderReifen-Gummibereifung
 bfp - FUHRPARK & MANAGEMENT
www.amz.de
www.gummibereifung.de
www.fuhrpark.de

Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 Impressions¹
 13,500 Newsletter recipients²
 81,607 Readers³

6 Homepages
9 Newsletters
6 Magazines
8 LinkedIn profiles

Blech Protector
 K Zeitung Konstruktion und Entwicklung
 NC Fertigung International Aluminium Journal
www.aluminium-journal.de www.blechonline.de
www.k-zeitung.de www.ncfertigung.de
www.protector.de www.konstruktion-entwicklung.de

¹ Source Google Analytics, monthly cumulative average 07/2022-06/2023

² Cumulated per dispatch, as of July 2023

³ Cumulative printed copies per issue, as of June 2023

Everything for your online presence



Coco makes digital communication simple

Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



Be visible with your website



Maintain contacts via social media profiles



Grow with your online ads

We have everything you need

Your all-inclusive experience

- ✓ Build your digital channels with COCO.
- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



Website construction kit



Social media management



Google Business



Newsletters



Online ads

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at

www.coco.one



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We Are Here For You!



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