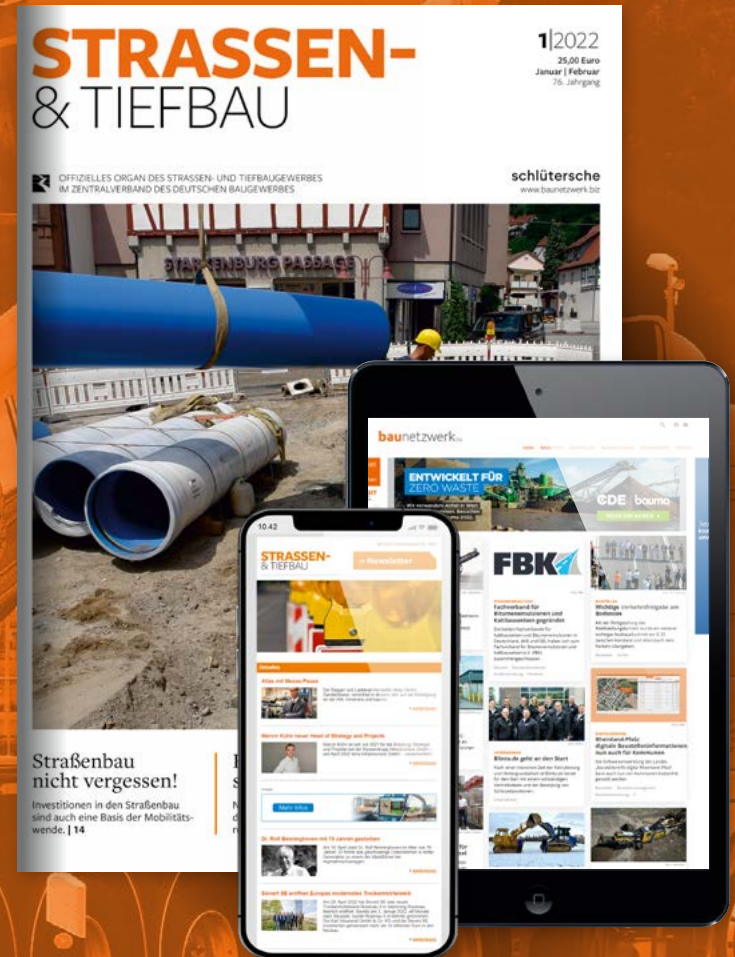


STRASSEN- & TIEFBAU

Official publication for the road
construction and civil engineering
trade in the Central Association
of the German Construction Industry

MEDIA DATA 2023



Contents



STRASSEN- & TIEFBAU – At a Glance

3



Print

6



Digital

21



Further Portfolio

35



Contact

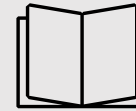
38

At a Glance



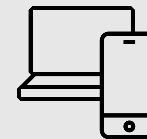
PRINT → STRASSEN- & TIEFBAU

The target group and recipients of the magazine are primarily **members of the Road Construction and Civil Engineering Technical Group** of the ZDB (Central Association of the German Construction Industry). This includes decision-makers and executives in road construction and civil engineering, engineering firms and local authorities (public sector clients), construction companies and manufacturers of construction materials.



ONLINE → baunetzwerk.biz

This information portal for decision-makers in the raw materials and building materials industry as well as the construction industry in civil engineering and road construction brings together information regarding raw materials extraction, building materials production and their uses. The website and newsletter provide direct digital access to the industry.



PRINT RUN

Ø 4,500

Average per issue 01/07/2021 to 30/06/2022,

PAGE IMPRESSIONS

266,200

Source Google Analytics,
baunetzwerk.biz 07/2021-06/2022

NEWSLETTER RECIPIENTS

~ 2,500

per mailing (as of June 2022)

Topics 2023

Issue	1 January/February	2 March/April	3 May/June	4 July/August	5 September/October	6 November/December
Deadline	18/01/23	20/03/23	31/05/23	02/08/23	19/09/23	15/11/23
Printing data deadline	20/01/23	22/03/23	02/06/23	04/08/23	21/09/23	17/11/23
Publication date	09/02/23	13/04/23	22/06/23	24/08/23	12/10/23	07/12/23
Topics	Road construction, sewer construction, civil engineering, paving technology, digitalisation: BIM, software / apps for civil engineering and road construction Preview of the Oldenburger Rohrleitungsforum (Oldenburger Pipe Technology Forum)	Road construction, sewer construction Civil engineering Rainwater management Paving technology Earthwork and foundation engineering Machines: attachments	Road construction Sewer construction Civil engineering Paving technology Bridge and concrete construction Latest news from Ro-Ka-Tech	Road construction, sewer construction Civil engineering, paving technology Construction management Digitalisation: BIM, Software / apps for civil engineering and road construction	Road construction Sewer construction Civil engineering Paving technology Bridge and concrete construction Sustainable construction	Road construction, sewer construction Civil engineering Rainwater management Paving technology Earthwork and foundation engineering Yearbook 2024
Trade fairs and exhibitions	<ul style="list-style-type: none"> ■ 51st VDBUM Großseminar 24 - 27 Jan 2023, Willingen ■ 21st Deutsche Asphalttage 08 - 10 Feb 23, Berchtesgaden ■ 23rd Göttinger Abwassertage 14 - 15 Feb 23, Göttingen ■ Tausendwasser 15 - 16 March 23, Berlin 	<ul style="list-style-type: none"> ■ 35th Oldenburger Rohrleitungsforum 30 - 31 March 23, Oldenburg ■ BAU 2023 17 - 22 April 23, Munich ■ RecyclingAKTIV / TiefbauLIVE 27 - 29 April 23, Karlsruhe 	<ul style="list-style-type: none"> ■ Asphaltstraßentagung 2023 03 - 04 May 2023, Aachen ■ RO-KA-TECH 09 - 12 May 2023, Kassel ■ demopark 18 - 20 June 23, Hörselberg ■ 67th BetonTage, Concrete Solutions 20 - 22 June 23, Ulm 	<ul style="list-style-type: none"> ■ digitalBAU 04 - 06 July 2023, Cologne ■ steinexpo 23 - 26 August 23, Homburg / Nieder-Offelden 	<ul style="list-style-type: none"> ■ 68th NordBau 06 - 10 Sept 2023, Neumünster 	-

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

Target Groups

Construction companies



Management, procurement and directors in companies from road construction and civil engineering, constructional and foundation engineering as well as the construction machinery industry, extraction and processing companies and trade

Planning and engineering sector



Project management, civil engineering and specialists from structural and civil engineering, constructional and foundation engineering, earthworks and engineering construction

Decision-makers



Managers and investment managers from road construction and civil engineering, public authorities, the construction machinery industry as well as building materials extraction and production

Authorities



Employees, planners, decision-makers and multipliers from authorities and agencies, testing bodies and universities



Print

Print



Copies per issue, as of July 2022
Publication frequency: 6 x per year
77th volume 2023

PRINT RUN

4,500

ACTUAL DISTRIBUTED CIRCULATION

4,411

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

if purchased within 12 months
(insertion year)

Frequency scale

2 times 5%
4 times 10%
6 times 15%

Quantity scale

2 pages 5%
4 pages 10%
6 pages 15%

COMBINATIONS

5% discount when booking 2 construction titles. Combination discount for print + online **on request**.

Circulation and Distribution Analysis

VOLUME..... 77th volume 2023

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2021 to 30 June 2022

Print run 4,500

Actual distributed circulation..... 4,411 of those, abroad 116

Sold circulation 1,218 of those, abroad 44

– Subscribed copies 1,191 of those, for members 587

– Retail sales..... –

– Other sales 27

Free copies..... 3,193

Remaining, archive and file copies 89

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	97.4	4,295
Abroad:	2.6	116
Actual distributed circulation:	100	4,411

Circulation and Distribution Analysis

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	7.67	329
Postcode area 1	7.16	307
Postcode area 2	10.54	453
Postcode area 3	10.19	438
Postcode area 4	10.48	450
Postcode area 5	10.40	447
Postcode area 6	8.02	344
Postcode area 7	9.85	423
Postcode area 8	13.23	568
Postcode area 9	12.47	535
Domestic total	100	4,295

BREAKDOWN BY NIELSEN REGIONS

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	15.94	685
Nielsen region 2 (North Rhine-Westphalia)	17.14	736
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	13.14	565
Nielsen region 3b (Baden-Württemberg)	11.97	514
Nielsen region 4 (Bavaria)	22.65	973
Nielsen region 5 (Berlin)	2.53	109
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	7.95	341
Nielsen region 7 (Thuringia, Saxony)	8.67	373
Total	100	4,295

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: 39,587

2.3 Total number of varying recipients: 37,952

2.4 Structure of recipients of an

average issue according to forms of distribution:

- **Sold circulation.** 1,218

of those: subscribed copies 1,191

Retail sales 0

Other sales 27

- **Free copies** 3,193

of those: permanent free copies 733

Rotating free copies 2,181

Advertising copies 279

Actual distributed circulation 4,411

of those, domestic 4,295

of those, abroad 116

3. Description of the analysis

3.1. Population (proportion studied)

Actual distributed circulation 4,411 = 100%

of those, not included in the analysis: 345 = 7.82%

- Retail sales 0

- Other 66

- Advertising copies 279

Of the actually distributed circulation,
the analysis represents 4,066 = 92.18%

3.2. Date of file evaluation: 19/07/22

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

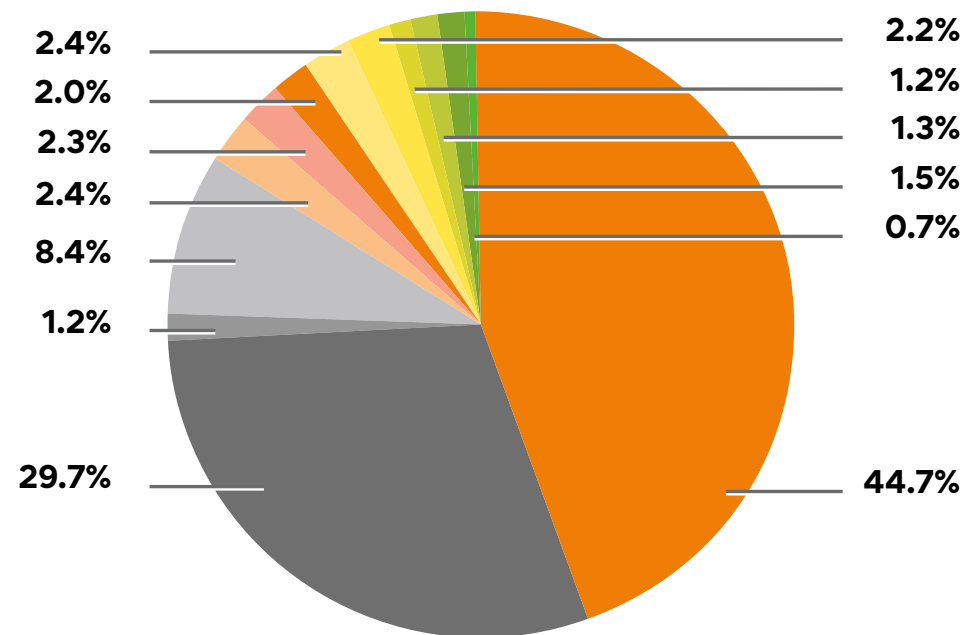
3.6. Analysis period: 01/07/2021 to 30/06/2022

3.7. Execution of the analysis: publisher

Recipient Structure Analysis

SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Economic area:	Share of actual distributed circulation	
	%	Copies
Construction company – civil engineering/ road construction	44.7	1,974
Construction company – civil engineering	29.7	1,308
Construction company – civil engineering/ demolition	1.2	55
Construction company – road construction	8.4	371
Road traffic engineering	2.4	104
Construction company – foundation engineering	2.3	101
Sewer construction quality mark	2.0	89
Road and civil engineering authorities	2.4	104
Construction company – bridge building	2.2	97
Road construction/highway authorities	1.2	55
Members of research assoc.	1.3	59
Testing bodies for road construction	1.5	67
Other	0.7	29
Actual distributed circulation:	100	4,411



Advertisements

1/1 page



Bleed: 210 × 297 mm

€ 2,990

Junior page



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

€ 1,490

1/2 page landscape



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

€ 1,490

1/2 page portrait



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

€ 1,490

1/3 page landscape



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

€ 990

1/3 page portrait



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

€ 990

1/4 page landscape



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

€ 750

1/4 page portrait



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

€ 750

1/4 page 2-column



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

€ 750

1/8 page landscape



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

€ 490

1/8 page 2-column



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

€ 490

Bleed plus 3 mm bleed overleaf

Classified Ads and Special Placements

CLASSIFIED ADS

(per millimetre, 44 mm wide) b/w 4c

Purchasing/sales, vacancies € 1.93 € 2.90

Job requests..... € 1.69 € 2.53

PLACEMENT SURCHARGES

Title page 194 x 180 mm on request

Inside front cover or back cover, 4c..... € 3,300

Other specific placement requirements25% surcharge

Headline up to 40 characters and text up to 220 characters.

Special Formats

Bound inserts



Scope: 2-8 pages Weight: 130-170 g/m²

Format: 213 x 307 mm Special formats on request

Submission of a sample required.

Please supply inserts in untrimmed format (213 x 305 mm).

For saddle stitching/glued inserts: Format 213 mm x 307 mm.

(Trim allowance top and bottom 5 mm each, right outside 3 mm).

Glued inserts/bound inserts are discounted:

1 glued insert = 1 advertisement page.

- Two pages € 2,118
- Four pages € 2,919
- More pages On request

Supplements



Format: 105 x 148 – 200 x 283 mm Weight:

up to 50g, Single sheets DIN A6 min. 150 g/

m², Single sheets larger than DIN A6

min. 115 g/m²

Prices for heavier inserts and partial circulation

on request.

Submission of a sample required.

from € 270/thousand

Affixed advertising material



Affixed postcards/product samples/CDs/

brochures. Only bookable in conjunction with an

advertisement. Only bookable as a complete print

run, submission of binding sample required.

from € 230

Yearbook

The supplier and service provider directory
for the road construction and civil engineering trades



Industry partners introduce themselves.

Advertisement deadline: 30/10/2023

Printing data deadline: 02/11/2023

The yearbook is published in
the December issue of STRASSEN- & TIEFBAU.

Prices:

Company profile 1/1 page

€ 890

The yearbook is also published as an eMagazine
at www.baunetzwerk.biz.

Additional eMagazine options:

Link to a video

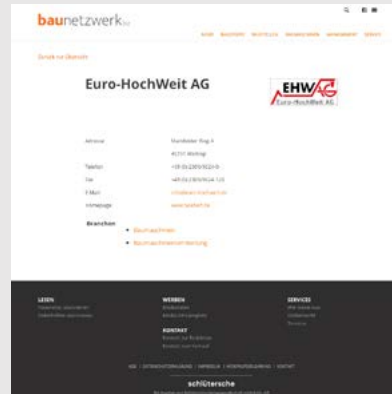
€ 35

Industry Guide

Who offers what? – The industry guide



Example print



Example online

- ✓ One entry – two channels (print/online)
- ✓ Cheap and permanent advertising 365 days a year
- ✓ Logo image in colour
- ✓ Targeted link to your homepage
- ✓ Embedding images and videos in your media library

Package price:

12 months = 6 issues + 12 months online entry

Standard entry and logo

Each additional info line

Each additional category

€ 280

€ 12

50% discount

Runtime until cancelled; minimum 12 months.

Collective invoice in the middle of the runtime.

Additional options:

Online media library with up to 20 images and videos

Surcharge

€ 200

You can find an overview of the categories at

<https://www.baunetzwerk.biz/verzeichnis/suche>

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 content yourself or have it professionally created or edited by our specialist editorial team.

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

*Additional advertising formats available; prices on request.

Advertorial basic



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 marked 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*: € 2,990

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 marked as an advertisement.

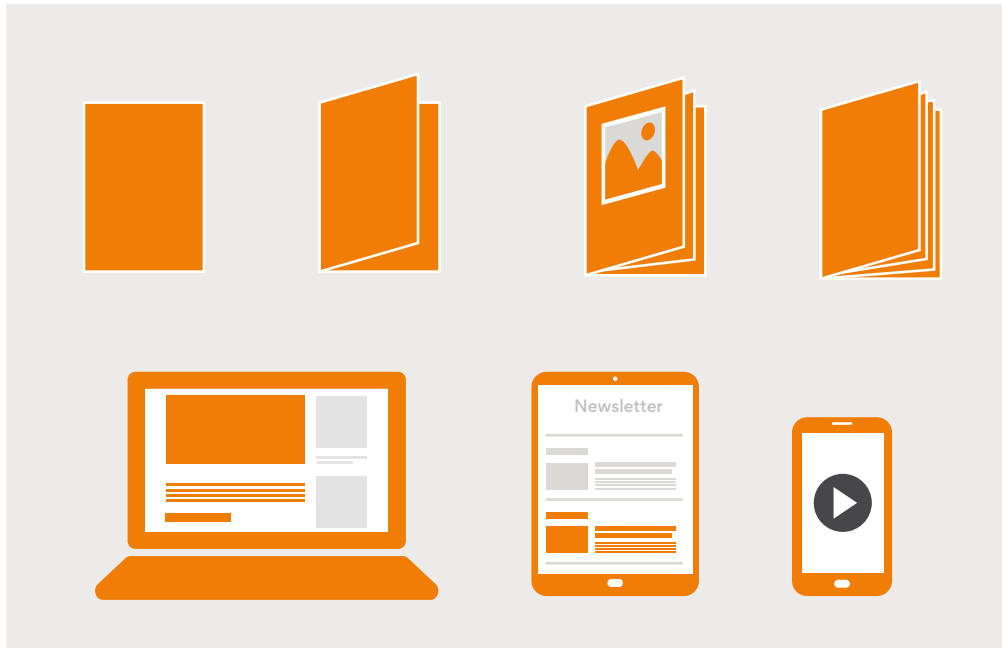
SPECIFICATION

- ▶ 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*: € 4,490

Corporate Publishing

Content with added value – tailored to your needs and goals



We design your individual communication for your target group 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. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the 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-sut@schluetersche.de

For queries, phone +49 (0)511 8550-2522.

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 5 business days (advertorial basic) or 10 business days (advertorial premium) before the deadline for the booked edition to cm@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

Silber-Druck oHG

Otto-Hahn-Straße 25,

34253 Lohfelden

Delivery note: Straßen- und Tiefbau, Issue ...

Prepaid delivery to the printing house

TERMS OF PAYMENT

Account information:

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

BANK DETAILS

Bank details:

Commerzbank Hannover

IBAN number: DE21 2504 0066 0331 8961 00,

BIC: COBADEFFXXX

All prices plus VAT.

Technical Specifications and Delivery

JOURNAL FORMAT

210 mm wide x 297 mm high, DIN A4 untrimmed: 216 mm wide x 303 mm high

PRINTING AND BINDING METHODS

Sheet-fed offset printing, saddle stitching

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).

PROOF

Colour accuracy 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

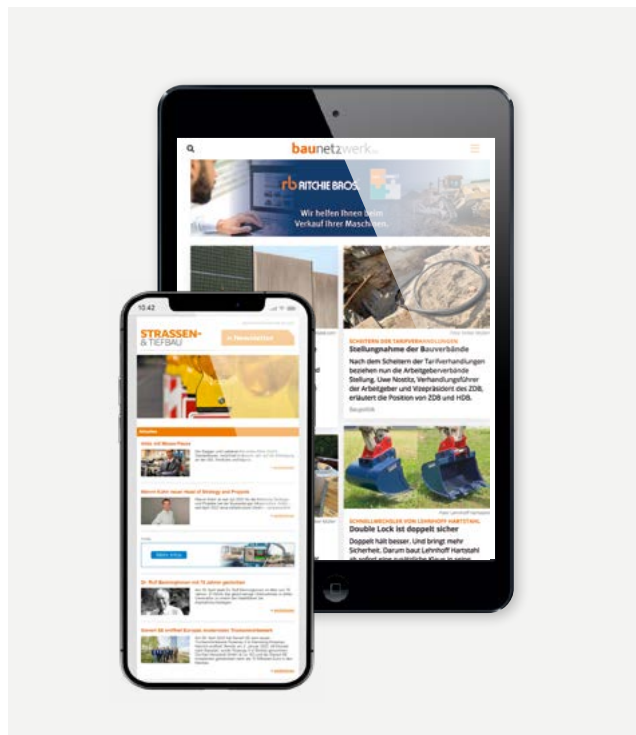
The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

CONTACT

Service tel. +49 (0)511 8550-2522



Digital



PAGE IMPRESSIONS

266,200

Source Google Analytics,
baunetzwerk.biz 07/2021-06/2022

VISITS

153,700

Source Google Analytics,
baunetzwerk.biz 07/2021-06/2022

LENGTH OF VISIT

~ 2 min

per visit to the website

NEWSLETTER RECIPIENTS

~ 2,500

per mailing (as of June 2022)

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

€ 490

Premium placement: € 690

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

€ 550

per dispatch

Text Ads

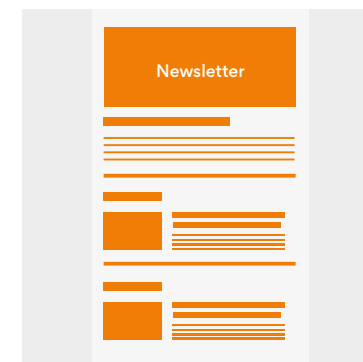


Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 650

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.

€ 1,750

per dispatch

Newsletter Dates

Month	Issue	Dispatch
January	1	12/01/23
	2	26/01/23
February	3	09/02/23
	4	23/02/23
March	5	09/03/23
	6	23/03/23
April	7	06/04/23
	8	20/04/23
May	9	04/05/23
	10	18/05/23
June	11	01/06/23
	12	15/06/23
	13	29/06/23

Month	Issue	Dispatch
July	14	13/07/23
	15	27/07/23
August	16	10/08/23
	17	24/08/23
September	18	07/09/23
	19	21/09/23
October	20	05/10/23
	21	19/10/23
November	22	02/11/23
	23	16/11/23
	24	30/11/23
December	25	13/12/23

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

€ 790

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 (640 x 400-450 px)

Overline max. 30 characters

Title line max. 55 characters

Teaser text max. 156 characters

€ 850

per month

Note for all banners: in rotation with max. 3 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.

Size

1075 x 250 px
(alternatively 970 x 250 px)

€ 890

per month

Wallpaper



Large advertising format, 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.

Sizes

728 x 90 px
120 x 600 px or 160 x 600 px

€ 1,190

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.

Sizes

1125 x 270 px or 1125 x 90 px
120 x 600 px or 160 x 600 px

€ 1,190

per month

Note for all banners: in rotation with max. 3 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.

Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look & 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 **specialist editorial team**. We also promote your advertorial in **our newsletter**.

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

Advertorial basic



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertisements. 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. **€ 1,190**
- 1 text-image advertisement in the newsletter during the runtime Runtime 1 month
- ▶ Extension at a discount rate available upon consultation

Advertorial premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertisements. 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 **€ 2,690**
- ▶ Reach boost incl. Runtime 1 month
- 1 text-image advertisement in the newsletter during the runtime
- ▶ Extension at a discount rate available upon consultation

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

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

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 € 20 per unique pageview (minimum purchase: 150 pcs; individually agreed upper limit possible)

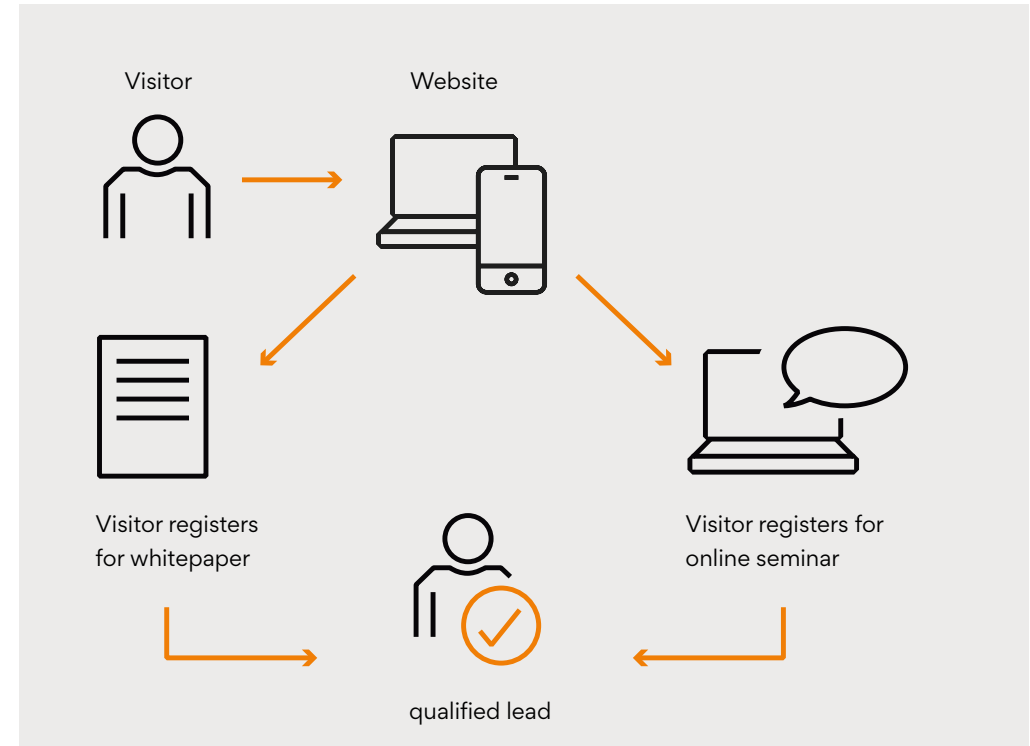
Lead Generation

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 individually.



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!

We are happy to prepare
a lead forecast for you.

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 3,090 CHF plus Cpl*

Runtime 4 months

Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your chosen 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 5,190 CHF 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 6,690 CHF 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-bnw@schluetersche.de

With HTML5 files, please provide 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-sut@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-sut@schluetersche.de. Animated GIFs are also possible, however, they may not play correctly on all devices.

DELIVERING YOUR ONLINE ADVERTORIAL

Please send the following content at least 5 business days (advertorial basic) or 10 business days (advertorial premium) before the booked publication date to

anzeigendaten-bnw@schluetersche.de:

- ▶ Images in the format 16:9 (image file no larger than 250 KB) as a JPG, GIF or PNG incl. copyright/image credit: 1 lead image (1920 x 1080 px), additional article images (900 x 640 – 1920 x 1080 px): 1 with Advertorial Basic, up to 9 with 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-sut@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-bnw@schluetersche.de:

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 title image: (min: 900 x 640 px, max: 1920 x 1080 px), headline (approx. 60 characters incl. spaces), teaser text (max. 300 characters incl. spaces), introductory text (800-1000 characters incl. 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-bnw@schluetersche.de:

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):
970 x 250 px, 300 x 300 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

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Everything for Your Online Presence

You do your job. We've got your online marketing covered!

We lead your company forward and make it easy for you to attract new employees and customers, increase your sales among existing customers and handle regulations and legislation with confidence. We support you with our extensive industry experience and tried-and-tested products that are continually optimised.

We do our job, so you can do yours. Undisturbed. And with peace of mind, knowing that everything is taken care of. Make your marketing decisions with confidence!

Find our complete product portfolio at:
<https://schluetersche-marketing.de/produkte>

Website

Websites today are much more than a digital business card. They can help you to attract new customers and even recruit new employees – think of it almost like having a digital colleague. In short, every modern company needs a website. We show you the easy way to achieve an effective online presence that is informative, appealing and legally compliant.

<https://schluetersche-marketing.de/produkte/webseiten>

Local Listing

Making your business show up in local searches is becoming increasingly important: two trillion searches are conducted on Google each year and more than a third of these are for nearby services or products. To make sure that you are found in these searches, it is important that you are listed on as many different internet portals as possible, along with your up-to-date address information. You can do this easily with our product: “Local Listing”.

<https://schluetersche-marketing.de/produkte/local-listing>

SEO

The easy way to help your website climb to the top of Google searches etc.! More than 90% of internet users turn to search engines to find information and services. Through search engine optimisation (SEO), we ensure that you rank highly in the search results. Almost 70% of all internet users only choose one link from page 1 of the search results.

<https://schluetersche-marketing.de/produkte/suchmaschinenoptimierung>

Don't want to miss out on any information? Subscribe to our free online marketing newsletter today at: <https://schluetersche-marketing.de/newsletter>





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We Are Here For You!



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Print data

Simply upload the data to the AdPortal independently, track the current status and make adjustments.

Send questions about the AdPortal to anzeigendaten@schluetersche.de or call +49(0)511 8550 2522

Alternatively, send data to anzeigendaten-sut@schluetersche.de

All prices plus VAT.

Our GTC