



The magazine for security
technology and business
protection

MEDIA DATA 2024



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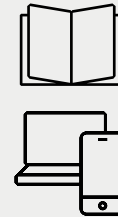
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At a Glance



PRINT → PROTECTOR

PROTECTOR is the leading trade journal for security technology and business protection in the German-speaking world. As an advertising customer, you benefit from a large network and direct contact with industry decision-makers.



PRINT RUN

Ø 10,100

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

ONLINE → www.protector.de

PROTECTOR's online portal digitally presents all topics linked to security technology and business protection. The website and newsletter achieve extensive reach with the target group.



PAGE IMPRESSIONS

Ø 27,600

Source Google Analytics, monthly average 07/2022-05/2023

EVENT → PROTECTOR

PROTECTOR invites industry representatives to the annual **access control** and **video security discussion forums**.



NEWSLETTER RECIPIENTS

~ 3,000

per dispatch (as of July 2023)

Topics 2024

Topics / Issues 2024	1-2	3	4	5	6	7 Special Access	8 Essen fair E-Magazine	9	10	11	12
Publication date, Deadline, Editorial deadline	09/02/2024 22/01/2024	11/03/2024 20/02/2024	09/04/2024 18/03/2024	13/05/2024 19/04/2024	12/06/2024 23/05/2024	27/06/2024 07/06/2024	16/08/2024 12/07/2024	11/09/2024 22/08/2024	09/10/2024 18/09/2024	11/11/2024 21/10/2024	02/12/2024 12/11/2024
Trade fair / Events	16 - 18 Jan Intersec Dubai	03 - 08 March Light & Building, Frankfurt	22 - 26 April Hannover Messe; 23 - 24 April BHE-Fachkongress Videosicherheit/ Zutrittssteuerung, Mainz	30 April - 02 May The Security Event, Birmingham; 29 -30May VfS Kongress	26 - 27 June Feuertrutz; 26 -27 June SicherheitsExpo			17 - 20 Sept Security Essen	October: IT-SA	Nov: Protekt Leipzig; Nov: BHE-Fachkongress	VdS Brandschutz-tage
Focus topic	Industry, trade, critical infrastructure	Financial institutions, data centres, critical infrastructures	Public buildings, educational institutions, cultural sites	Critical infrastructure, public safety, Major events, sports arenas	airports, ports, logistics, critical infrastructure	Expert forum, basic knowledge, technology trends as well as products and systems for access control		public transport, train stations, critical infrastructure	Office and administrative buildings	Traffic monitoring, parking, tunnels	Hotels, hospitals, healthcare, critical infrastructure
Video Analogue HDSDI and IP-based video systems, CCTV and network cameras, codecs, switches, storage systems, transmission, monitors, IP intercom, accessories, video management software (VMS), cloud services, image analysis, artificial intelligence (AI), IOT applications, smart home security solutions, etc.	✓	✓	✓	✓	✓	(electronic and mechatronic access control systems, mobile access, Card personalization, biometrics, key management, pedestrian access control, access control centres, readers, standalone terminals and much more		✓	✓	Special Video	✓
Access Networked and standalone CC systems and components, ID cards, ID management, identification technologies, readers, biometrics, mechanical, mechatronic and electronic locking systems, cloud applications, Bluetooth Low Energy (BLE), NFC, lifts, key management, locks, smart home security solutions and much more.	✓	✓	✓	✓	✓			✓	✓	✓	✓

Topics 2024

Topics / Issues 2024	1-2	3	4	5	6	7 Special Access	8 Essen fair E-Magazine	9	10	11	12
Fire Structural, plant and organisational fire protection, fire detectors, fire alarm systems, extinguishing systems, smoke and heat exhaust ventilation systems (SHEVS), voice alarm, escape route systems, rescue routes, hold-open systems, lifts, ventilation, Building Information Modelling (BIM), planning, etc.	✓		✓			Special Brand		✓		✓	
Perimeter Fences, barriers, sirens, drones, detection systems, motion detectors, diallers, software, infrared technology, light barriers, fogging systems, magnetic contacts, accessories, smart home security solutions, planning, etc.		✓		✓	✓			✓			
Alarms Intrusion detection systems, alarm systems, control centre equipment, IP intercom, hazard management systems, motion detectors, personal emergency call systems, location systems, company radio, planning and much more.	✓	✓	✓		✓				✓		✓
Mechanics Fittings, doors, windows, foils, safes, burglary protection, locks, glass, locking elements, grilles, shelters, smart home security solutions, key management, barriers and much more.	✓								✓		✓
IT Data centres, physical IT security, IT fire protection, IT security management, data storage and destruction, encryption, UPS, artificial intelligence, IOT applications, managed and digital lab services, smart home security solutions, etc.	✓	✓	✓	✓	✓			✓	✓	✓	✓
Business security											
Critical infrastructures, risk and disaster management, security concepts, industrial espionage and crime, corruption, compliance, transport of money and valuables, special protection vehicles, security consulting and planning, security services and equipment and much more.	✓	✓	✓	✓	✓			✓	✓	✓	✓

Target Groups

Management, decision-makers



Security managers at companies who decide on investments in security technology

Installers and system integrators



Installers of professional security technology at predominantly larger sites such as airports and railway stations

Planners and architects



Architects and planners who decide on the range and type of security technology

Private users



Private users who inform themselves about security technology



Print

Print



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

PRINT RUN

Ø 10,100

ACTUAL DISTRIBUTED CIRCULATION

10,002

SUBSCRIBED COPIES

2,531

Copies per issue on average from 1. July 2022 to 30. June 2023
 Publication frequency: 9 x per year + 3 special issues 53th volume 2024

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

if purchased within 12 months (insertion year)	Frequency scale	Inserts and technical costs are not subject to discounts. For more extensive contracts, conditions on request.	
	3 times		5%
	6 times		10%
	9 times	15%	

COMBINATIONS
 Advertise additionally in other publications from our publishing house. You will achieve higher market penetration and benefit from discounts.

Circulation and Distribution Analysis

CIRCULATION MONITORING

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

VOLUME..... 53th volume 2024

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2022 to 30. June 2023

Print run	10,100		
Actual distributed circulation	10,002	of those, abroad	1,184
Sold circulation	2,695	of those, abroad	424
– Subscribed copies	2,531	of those, for members	2,051
– Retail sales.....	0		
– Other sales	164		
Free copies	7,307		
Remaining, archive and file copies	98		

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	88.2	8,818
Abroad:	11.8	1,184
Actual distributed circulation:	100	10,002

Circulation and Distribution Analysis

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	7.07	624
Postcode area 1	8.47	747
Postcode area 2	10.16	896
Postcode area 3	8.90	785
Postcode area 4	12.83	1,131
Postcode area 5	10.64	938
Postcode area 6	10.82	954
Postcode area 7	12.28	1,083
Postcode area 8	11.65	1,027
Postcode area 9	7.18	633
Domestic total	100	8,818

DOMESTIC DISTRIBUTION BY NIELSEN REGIONS

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	15.38	1,356
Nielsen region 2 (North Rhine-Westphalia)	22.42	1,977
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	13.46	1,187
Nielsen region 3b (Baden-Württemberg)	14.60	1,287
Nielsen region 4 (Bavaria)	17.00	1,499
Nielsen region 5 (Berlin)	5.03	443
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	5.61	494
Nielsen region 7 (Thuringia, Saxony)	6.51	574
Total	100	8,818

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: 75,140

2.3 Total number of varying recipients: 71,353

2.4 Structure of recipients of an

average issue according to forms of distribution:

- **Sold circulation** 2,695

of those: subscribed copies 2,531

 Retail sales 0

 Other sales 164

- **Free copies** 7,307

of those: permanent free copies 1,375

 rotating free copies 5,675

 advertising copies 257

Actual distributed circulation 10,002
of those, domestic 8,818
of those, abroad 1,184

3. Description of the analysis

3.1. Population (proportion studied)

Actual distributed circulation 10,002 = 100%

of those, not included in the analysis: 334 = 3.34%

- Retail sales 0

- Other 77

- Advertising copies 257

Of the actually distributed circulation,
the analysis represents 9,668 = 96.66%

3.2. Date of file evaluation: 17/07/23

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

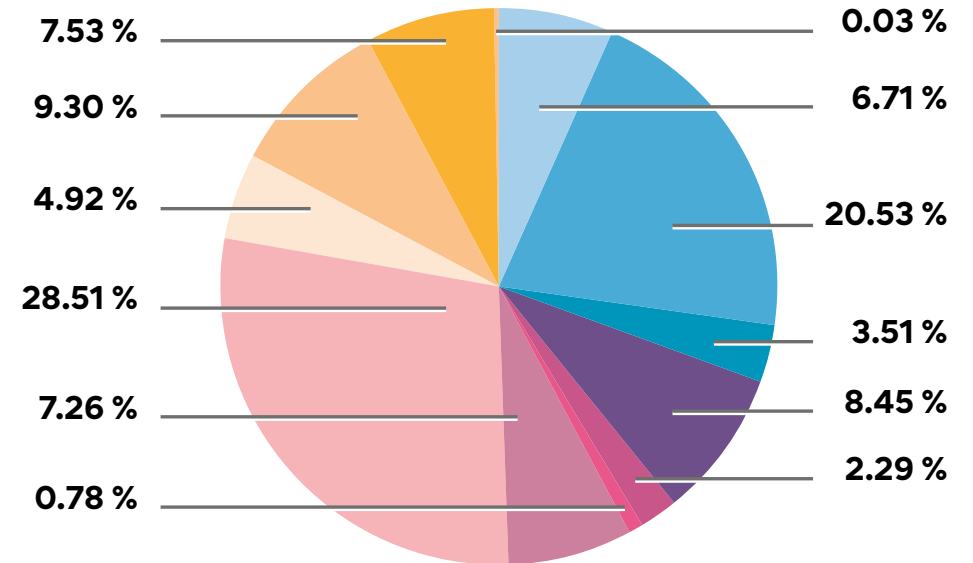
3.6. Analysis period: 01/07/2022 to 30/06/2023

3.7. Execution of the analysis: publisher

Recipient Structure Analysis

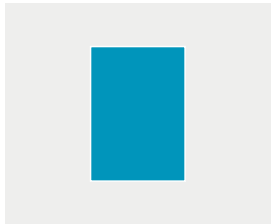
SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Recipient groups:	Share of actual distributed circulation	
	%	Copies
Authorities	6.71	671
Services	20,53	2,053
Wholesale and retail	3.51	351
Healthcare	8.45	845
Wholesale	2.29	229
Property and estate management	0.78	78
Trade	7.26	726
Industry	28.51	2,852
Kredit- und Versicherungsgewerbe	4.92	492
Agriculture and forestry	0.06	6
Logistics	9.30	930
Media	0.15	15
Public institutions	7.53	753
Other	0.03	3
Actual distributed circulation – total	100	10,002



Advertisements

1/1 page



Bleed: 210 × 297 mm

€ 4,690

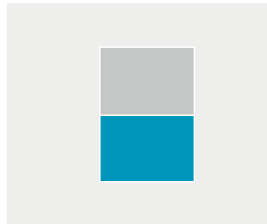
Junior page



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

€ 3,290

1/2 page landscape



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

€ 3,050

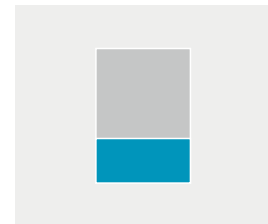
1/2 page portrait



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

€ 3,050

1/3 page landscape



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

€ 2,450

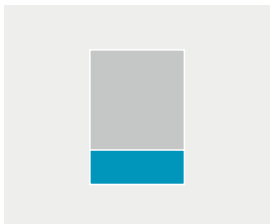
1/3 page portrait



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

€ 2,450

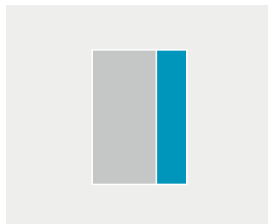
1/4 page landscape



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

€ 1,950

1/4 page portrait



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

€ 1,950

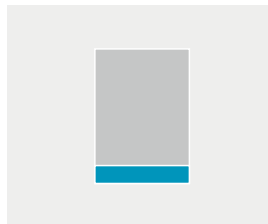
1/4 page 2-column



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

€ 1,950

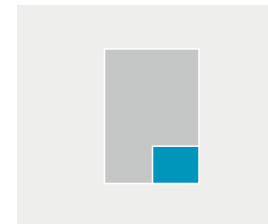
1/8 page landscape



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

€ 1,090

1/8 page 2-column



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

€ 1,090

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 supplied ready-made or produced by us on request.

Scope: 2-8 pages Weight: 130 - 170 g/m², Format: 213 x 307 mm, special formats on request. Submission of a sample required.

Special formats on request. A sample must be submitted when placing the order. Delivery in untrimmed format: 216 mm width x 303 mm height (perfect binding), multi-page bound inserts, folded.

	130 g	170 g	over 170 g
▶ two pages	€ 6,715	€ 7,380	€ 8,120
▶ vierseitig	€ 10,080	€ 11,070	€ 12,190
▶ achtseitig	€ 15,100	€ 16,615	€ 18,290

Supplements



The supplement offers plenty of space for your information. It is enclosed loosely and can be archived separately by the reader. The supplement is delivered ready to use.

Format: 200 x 283 mm

Weight: 25-50 g, prices for heavier supplements and partial circulation on request. Submission of a sample required.

Price per thousand	Price per thousand
▶ up to 25 g	€ 320
▶ up to 30 g	€ 350
▶ up to 35 g	€ 380
▶ up to 40 g	€ 410
▶ up to 45 g	€ 430
▶ up to 50 g	€ 470

Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Submission of a binding sample required. Up to 5 g and only in conjunction with 1/1 advertising page, plus adhesive costs and additional distribution costs. Binding sample required. Bookable as standard for total circulation, partial circulation on request.

The delivery quantity for supplements, bound inserts and postcards etc. is 11,000 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 5g	from € 1,450
▶ plus gluing costs per thousand	on request
▶ plus additional distribution costs	on request

Offprint

Offprint of your editorial contribution



With an offprint of your editorial contribution from the trade journal PROTECTOR, 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 PROTECTOR 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 for at cost

Special Pages

Title and cover pages



More attention due to exclusive placement on the cover and high-quality paper.

Reserve your premium placement in good time!

Title:
194 mm x 180 mm

Price on request

Cover pages:
210 x 297 mm, plus 3 mm bleed all around
Inside cover page, 4c:
Inside back cover, 4c:
Back cover, 4c:

€ 4,990
€ 4,890
€ 4,990

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 created or revised 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*: € 4,690

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.

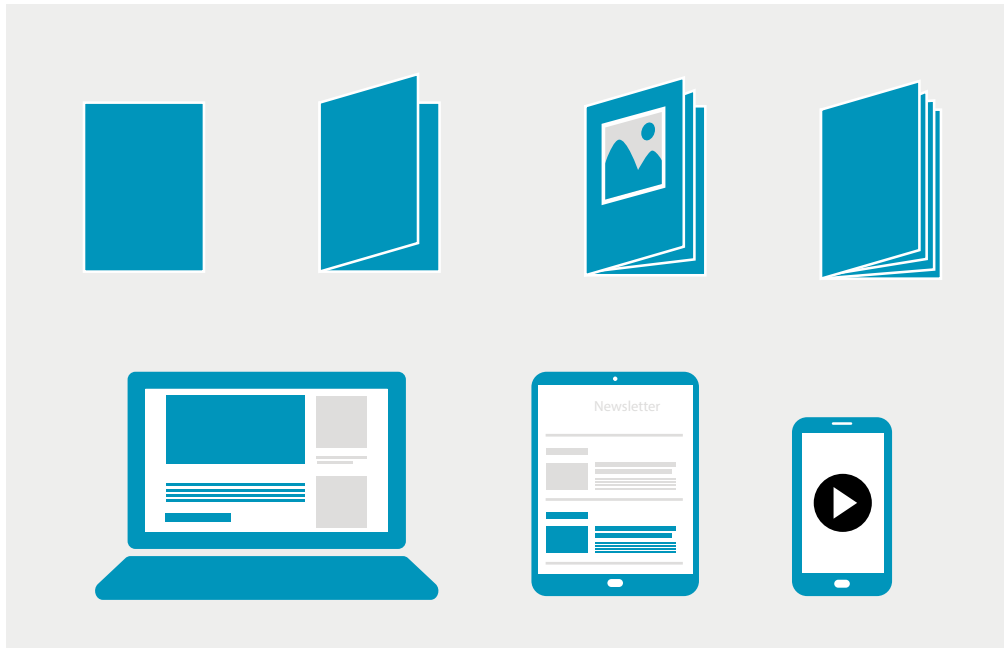
SPECIFICATION

- ▶ 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*: € 6,250

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.

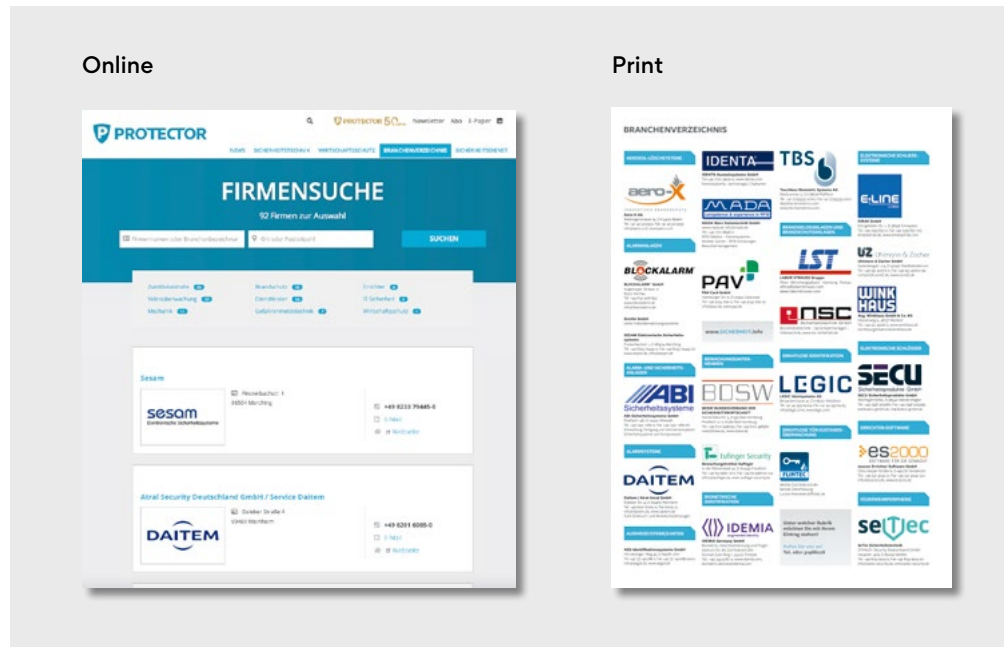
The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

Business Directory

Business directory and local partners



Business directory – print & online

Price per line

€ 15/issue

Logo

€ 39/issue

Business directory online only

€ 600/year

Business listings can only be booked as an annual order = 12 issues, they are not subject to discounts and they are extended for one year at a time until cancelled.

Technical Specifications and Delivery

DELIVERING YOUR ADVERTISING DATA

E-mail: anzeigendaten-pro@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 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

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

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 inks (CMYK) according to ISO 12647-2. 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 binding proof according to "Medienstandard Druck" (Print Media Standard) (bvdmm). Digitally produced proofs must contain the FOGRA media wedge (available for a fee at 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

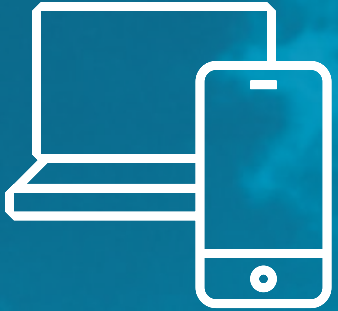
Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

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

Digital



PAGE IMPRESSIONS

Ø 27,600

Source Google Analytics,
monthly average 07/2022-05/2023

TOTAL USERS

Ø 17,700

Source Google Analytics,
monthly average 07/2022-05/2023

VISITS

Ø 22,600

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

NEWSLETTER RECIPIENTS

~ 3.000

per dispatch (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 %
9 times	15 %

Inserts and technical costs are
not subject to discounts.

For more extensive contracts,
conditions on request.

COMBINATIONS

Advertise additionally in other publications from our publishing house.
You will achieve higher market penetration and benefit from discounts.

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

€ 290
Premium placement: **€ 550**
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

€ 450
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

€ 490
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.

€ 490
per dispatch

Standalone Newsletter



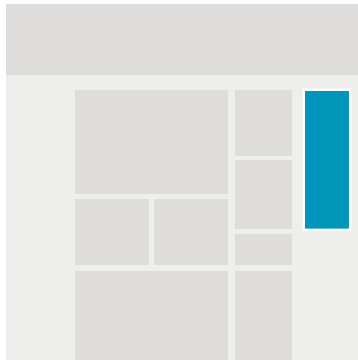
The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer.
Incl. one correction loop.

€ 2,590
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.

Größen

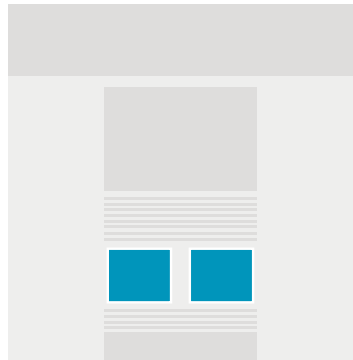
Standard: 120 x 600 px

€ 1,390 per month

Wide: 160 x 600 px

€ 1,450 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.

Größen

300 x 250 px

€ 1,490 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

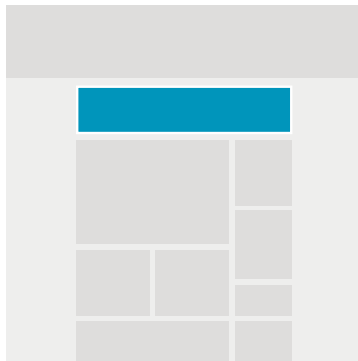
€ 1,590 per month

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

Banners



Billboard



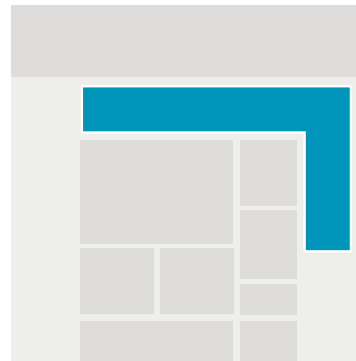
Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Size

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

€ 2,490
per month

Wallpaper



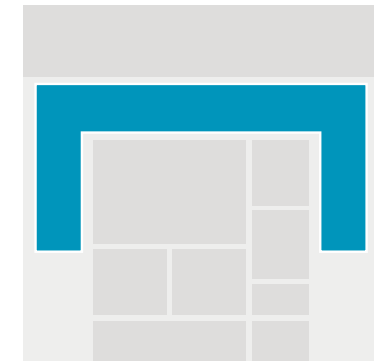
Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Size

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

€ 2,990
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

€ 2,990
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.

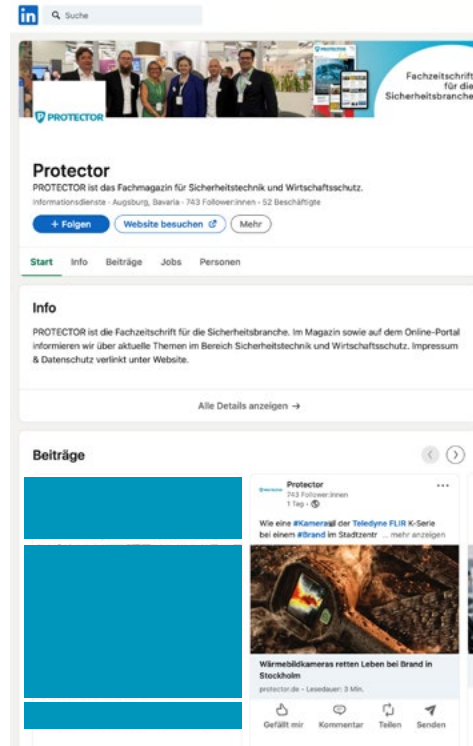
How it works

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 **800 and 1,000 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

€ 390

Price per post

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.
 - ▶ Extension at a discount rate available upon consultation
- € 2,290**
Runtime 1 month
- 1 text-image advertisement in the newsletter during the runtime

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.
 - ▶ Extension at a discount rate available upon consultation
- € 3,790**
Runtime 1 month
- 1 text-image advertisement in the newsletter during the runtime

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 20 € per user (mimimum purchase: 150 pcs.;
individually agreed upper limit possible)

Lead Generierung

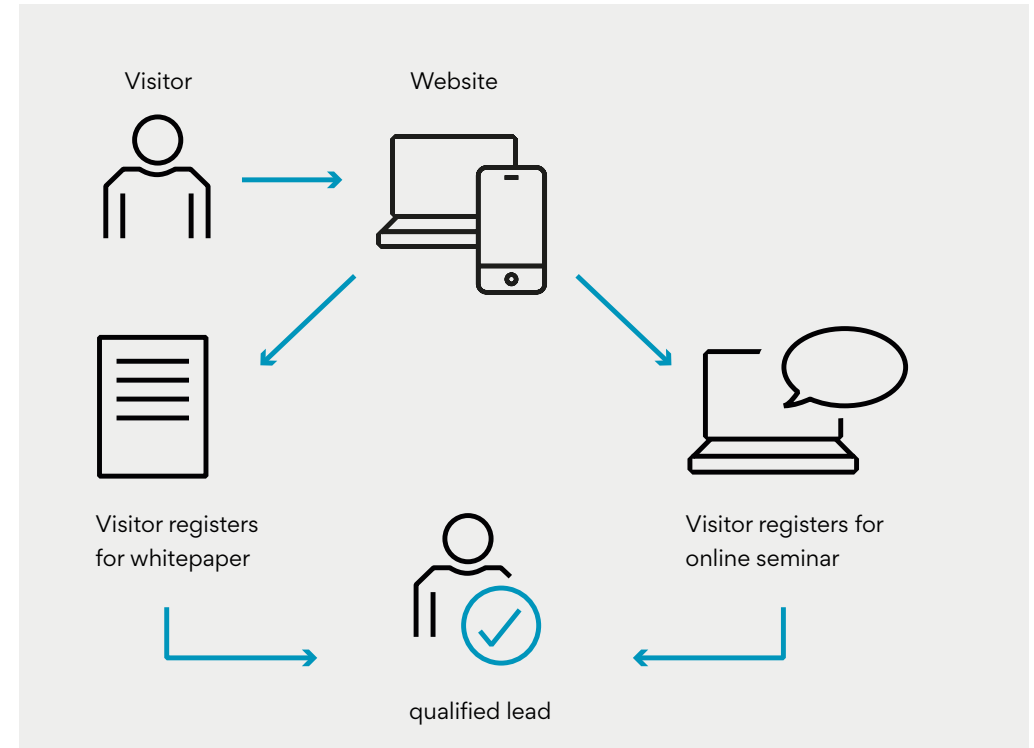
Generate **direct contacts** who have a concrete **interest** in your topic or product on our channels.

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!

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 € 2,890 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 € 4,790 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 € 6,190 plus Cpl*
Runtime 4 months

*Cost per lead, individually agreed

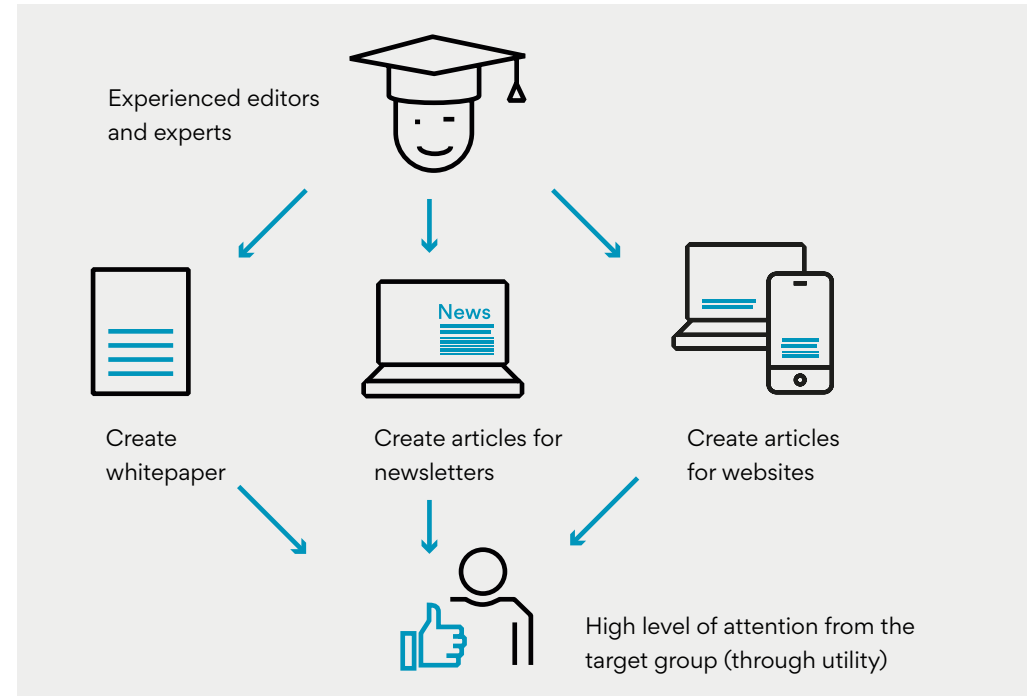
Content Creation

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

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-aub@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-aub@schluetersche.de.
Animated GIFs are also possible, however, they may not play correctly on all devices.

ANLIEFERUNG IHRES 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-bnw@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-aub@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 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-bnw@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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