

# Videos

Video statement

Application video



# The Konradin Media Group

With more than 400 employees, the Konradin Media Group is one of the largest providers of specialist information in the German-speaking world.

Founded in 1929, the publishing house's portfolio includes corporate publishing and printing as well as a wide range of trade media, knowledge magazines, online platforms and specialist events.

## Konradin Industry – the network of expertise for industry

Our portfolio comprises 16 media brands for decision-makers in industry.

As a network for industrial communication, we enable a cross-media, target-group-specific approach in print and online, from events and media partnerships to corporate publishing.

Our trade media have been well established in their markets for decades. They are trusted by companies and their advertisers. They appeal to a wide range of qualified executives.

## Facts and figures

**40** successful media brands

**4,498** customers from various industries

**+400** satisfied employees

**95** years of Konradin Media Group

”What sets us apart is our multi-faceted expertise.“

**Peter Dilger**  
Managing Director



Market research  
Media service  
Shops  
Corporate publishing  
Trade events  
Media production

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# Why should you book a video with Konradin Industrie?

Your benefits from partnering with Konradin Industrie

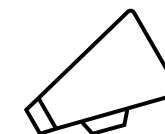
At **Konradin Industrie**, we offer comprehensive communication services tailored to your individual business objectives.

Are you planning to produce a video? Whether it's a video statement, an application video or a video wall sponsorship, we'll be happy to advise.



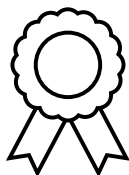
## Professional video production

Video shooting and post-production is carried out by a highly experienced team.



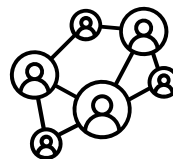
## Precisely tailored target group approach

Customers like to watch short videos to learn about products. Use this medium to communicate.



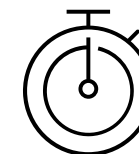
## Successful branding

Successful branding  
Position yourself as thought leader in the video and showcase your products.



## High reach

The video will be played on our website and on the Konradin YouTube channel, with optional targeted promotion.



## Minimum effort

Konradin will take care of the video shooting and post-production.

# Video statement: What is included in a booking?

Services and rates

## Successful communication with Konradin Industry's professional video statements

Showcase your trade-fair innovations in a personalised video. You can present your content in up to five minutes and reach a wider audience beyond the trade-fair visitors.

Our professional video team will shoot your HD-quality video right at your stand.

**You showcase your product – we handle the rest for you and boost your success!**



Service (minimum lead time 14 days)	Standard	Premium
Briefing to ensure a smooth workflow	✓	✓
Production of a video at your trade fair stand (1 hour max.)	✓	✓
Post-production (incl. one correction run)	✓	✓
Publication of the video on the Konradin website	✓	✓
Publication of the video on the Konradin YouTube channel	✓	✓
Free sharing of the video on your own channels		✓
3x button in the trade magazine newsletter (192 x 192 px, date subject to availability)		✓
Two-week VideoAd on the trade magazine's website (played at 300 x 250 px)		✓
<b>Rate</b>	<b>1,800</b>	<b>2,700</b>

All prices in € plus VAT, valid from 01.10.2023  
All prices without agency commission, plus VAT

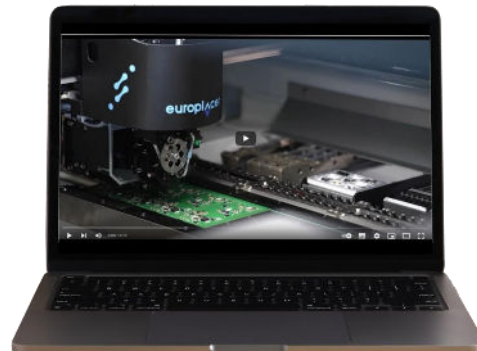
# Application video: What is included in a booking?

Services and rates

## Position your company successfully with professional application videos by Konradin Industrie

Use application videos to share insights into your business: Show your machines in action, give an overview of production and let users comment on their experiences.

**You demonstrate your machines in action - we take care of the rest and boost your success!**



All prices in € plus VAT, valid from 01.10.2023 | All prices without agency commission  
Travel expenses will be charged for travel outside Germany or for a duration of more than one day.

Service (minimum lead time 14 days)	Standard	Premium
Briefing to ensure a smooth workflow	✓	✓
Production of a video at your customer's site	✓	✓
Post-production (incl. one correction run)	✓	✓
Publication of the video on the Konradin website	✓	✓
Publication of the video on the Konradin YouTube channel	✓	✓
Free sharing of the video on your own channels	✓	✓
3x button in the trade magazine newsletter (192 x 192 px, date subject to availability)		✓
Two-week VideoAd on the trade magazine's website (played at 300 x 250 px)		✓
Use of the footage	optional	optional
Accompaniment of the shoot by our editorial team with subsequent coverage in the trade magazine	optional	optional
Additional variants with subtitles:		
• Automatic translation by YouTube	no surcharge on request	no surcharge on request
• Individually checked translation incl. correction run	no surcharge on request	no surcharge on request
<b>Rate</b>	<b>on request</b>	<b>on request</b>



# Your video could look like this

Our references

## Impactful videos with high added value

Moving images have become an important part of marketing. A video not only appeals to your customers, but also increases your visibility and reaches your target audiences.

Our video team knows how to put you and your products in the best light. Leave a lasting impression, retain existing customers and attract new ones.

You want to see what a video might look like? Just click on the videos on the right.



Video statement



Application video



Video wall sponsorship

# Still got questions?

From traditional print media to comprehensive online marketing solutions – together we can develop a tailored approach to meet your specific communication objectives.

We would also be happy to advise you in person.

We look forward to hearing from you!



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