

Address rental Email campaigns

Your content – your layout – your desired target audience



The Konradin Media Group

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

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

Konradin Industry – the network of expertise for industry

Our portfolio comprises 18 media brands for decision-makers in industry.

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

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

Facts and figures

40 successful media brands

4,498 customers from various industries

+400 satisfied employees

95 years of Konradin Media Group

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

Peter Dilger
Managing Director



Market research
Media service
Shops
Corporate publishing
Trade events
Media production

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Why should you book an email campaign?

Your benefits from partnering with Konradin Industry

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

We use well-thought-out **strategies** and the right **wording** to reach your target audience. We generate qualified **leads** for you.



Customised project workflow

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



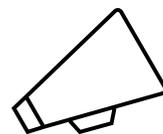
Certified & GDPR-compliant

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



Minimum effort

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



Individual customer focus

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



High level of transparency

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

Define your individual target audience!

Select your e-mailing recipients using our comprehensive targeting options

Region

Postcode 0

Postcode 1

Postcode 2

Postcode 3

Postcode 4

Postcode 5

Postcode 6

Postcode 7

Postcode 8

Postcode 9

Austria + Switzerland on request

Core industry

Occupational safety

Food & nutrition industry

Chemical industry

Pharmaceutical industry

Metal production & processing

Fabricated metal products

Electrical & electronics

Precision mechanics, optics &
metrology

Mechanical & plant engineering

Automotive

Medical technology

More detailed classification on request

Company size

50 to 99

100 to 199

200 to 499

500 to 999

1,000 and more

*Company size based on number of
employees

Function and areas

Senior management

Technical management

Plant management

Project management

Sales engineers

Research & development

Design, engineering

Project scheduling & planning

Production, manufacturing & assembly

Quality management & assurance

Purchasing

More on request

Email campaign: What is included in a booking?

Services and rates

Communicate successfully with professional newsletters by Konradin Industrie

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

We select from our extensive database using relevant targeting methods.

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



*All rates in € plus VAT

Service (minimum lead time 14 days)

Rate
as of 01.10.2024

Handling

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

€ 800.00

Address rental

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

€ 850.00
from € 0.85

Multiple mailings

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

handling
per address € 110.00
from € 0.40

Optional services

Creation of a landing page including registration page from € 150.00

Adjustment of the initial target audience selection on request

Creation of another target audience selection on request

Agency commission: 10% on digital products

What data is required for your email campaign?

Data submission for your email campaign

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

Email data to: auftragsmanagement@konradin.de
14 days prior to the start of the campaign

What data is required for your email campaign?

Technical specifications for your data submission as HTML template

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

Email data to: auftragsmanagement@konradin.de
14 days prior to the start of the campaign

Email campaign

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

Add value with effective newsletters

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

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



ZOLL

LERNEN SIE DEN
**ZOLL AED 3
DEFIBRILLATOR
KENNEN**

Während nur die Hälfte der Opfer eines plötzlichen Herz-Kreislaufstillstands anfänglich einen Schock benötigen, braucht jedes Opfer eine Wiederbelebung, um die Versorgung von Herz und Gehirn mit sauerstoffhaltigem Blut zu verbessern.

Der ZOLL AED 3® Defibrillator beinhaltet Real CPR Help®, ZOLLs eigene Technologie, die Helfer dabei unterstützt, in Übereinstimmung mit den bestehenden Leitlinien zu Tiefe und Frequenz der Kompressionen eine qualitativ hochwertige Wiederbelebung durchzuführen.

Laden Sie die Broschüre herunter, um den ZOLL AED 3 Defibrillator kennenzulernen.

LERNEN SIE DEN ZOLL AED 3 DEFIBRILLATOR KENNEN

MCN IP 2406 0891-08

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TFC
An AFC Industries Company

TAKE YOUR DESIGN
TO THE NEXT LEVEL

EXKLUSIVER
VERTRIEBSPARTNER
VON SMALL-
PRODUKTEN IN
DEUTSCHLAND

WELLENFEDERN

ZU WISSEN, WANN MAN EINE WELLENFEDER VERWENDEN SOLLTE UND ZU VERSTEHEN, WELCHEN WERT SIE MITBRINGT, KANN IHR DESIGN AUF EIN NEUES NIVEAU HEBEN.

WANN SOLLTEN SIE ALSO EINE WELLENFEDER VERWENDEN?

Im Folgenden finden Sie die sechs wichtigsten Vorteile einer Wellenfeder:

- REDUZIERUNG DES AXIALEN RAUMS**
Die Betriebshöhe der Feder kann um bis zu 50 % reduziert werden
- DESIGNFLEXIBILITÄT**
Die Anzahl der Windungen, der Endtyp, der Materialtyp und die Dicke sind nur einige Parameter, die wir individuell anpassen können
- GENAUE UND VORHERSEHBARE LASTEN**

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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