

Premium Company Profile

More success through more content
and higher visibility.



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

Contents

Where to find what

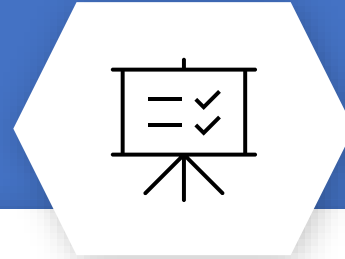
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Why should you book a Premium Company Profile?

Your benefits from partnering with Konradin Industrie

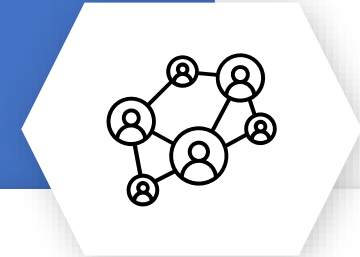
At **Konradin Industrie**, we offer comprehensive communication services – tailored to your individual business objectives.

The Premium Company Profile gives you the opportunity to present yourself in the **Konradin Industrie network** for one year.



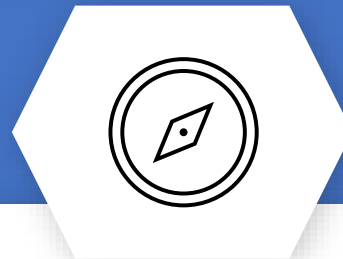
Detailed presentation

Showcase your company and services, with the option to include brochures and video content.



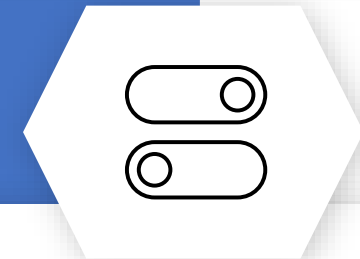
Wide reach

Your target audience will find you on 13 websites in our industry network.



Clear positioning

Use *categories* to position your topic and let potential customers find you.



Flexible design

Do you have a new product that you are promoting in a brochure? We adapt your profile to your current area of focus.

Premium Company Profile: What is included in a booking?

Services and rates

Increase your visibility in the industry sector

Konradin Industry is broadly positioned and addresses various sectors. Your company profile is therefore displayed on 14 websites, giving you a wide reach:

automationspraxis.de
additive.industrie.de
beschaffung-aktuell.de
epp-online.de
industrie.de
industrieanzeiger.de
kem.de
mav-online.de
medizin-und-technik.de
prozesstechnik-online.de
qe-online.de
sifa-sibe.de
ergo-med.de
batterie-produktion.de



*All prices in € plus VAT

Service (minimum lead time 14 days)

Rate
as of 01.10.2024

Online presence on industrie.de as well as 12 other websites of Konradin Industry.

Company logo

Company address and contact

Header image

Link to your social media channels

Description of your company with up to three images

Categories

Three content features (brochure, white paper, video)

Your publications in the network of Konradin Industry

Rate for one year

€ 1,980.00

Combination of Premium Company Profile and Print Business Card

€ 2,750.00

Agency commission: 10% on digital products

What data is required for your Premium Company Profile?

Data submission for your Premium Company Profile

✓	Content required	Format	Scope	More details
	Company data			Company headquarters, telephone, email, website Turnover, number of employees, year of foundation, social media accounts
	Company logo	PNG, JPG	200 px wide	
	Header image	PNG, JPG	1,025 x 400 px	
	Descriptive text about the company	TXT, DOC	max. 5,000 characters without spaces	To avoid duplicate content and improve search engine visibility, the text must clearly differ from the text on your website.
	Images with captions	PNG, JPG	up to 3 images 500 x 333 px or 333 x 500 px	Please indicate where to place the images.
	Links		max. 3 links in the text	Please indicate which content (word, image) is to be linked.
	Category	TXT, DOC	max. 10 categories	The <u>company directory</u> (list of all profiles) shows the first two categories, up to eight additional categories can be defined. For an overview of the categories, see " <u>Filter by category</u> " on the right.
	Content features	PDF, MP4	max. 3 features max. file size: 500 MB	Every content feature requires additional data (see next page).
	Newsfeed	link		Your RSS feed is displayed in a frame.

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

What data is required for your content feature?

Data submission for your Premium Company Profile

✓	Content required	Format	Scope	Notes
	File	PDF, MP4	max. 500 MB	White paper, brochure, video, etc.
	Headline	DOC, TXT	approx. 60 characters	Should contain the main keyword , catchy - short - concise
	Keywords	DOC, TXT	1 main keyword, 2-3 secondary keywords	Choosing the right keywords is important for performance and SEO.
	Meta description SEO	DOC, TXT	max. 156 characters	Short descriptive text Main keyword should be included With direct customer approach and call to action
	Text on feature/ abstract for website	DOC, TXT	approx. 1,000 characters without spaces	Information on content, benefits (innovation, solution-oriented approach) Include keywords – as many as possible and as few as necessary!
	Image for website	JPG	1 image, landsc. format 693 x 446 pixels	Teaser image and feature image for the article, in line with the topic; suitable for enlarged and reduced display

Email data to: auftragsmanagement@konradin.de
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Premium Company Profile

Our references – this is what your company profile could look like

Extensive coverage with wide reach

With a Premium Company Profile, you can showcase your presence in the market and introduce new products or business units. The keywords also give you the opportunity to be found by potential new customers and reach out to them in a targeted way.

You decide whether your content is freely accessible or whether customers must register in advance. The leads worth €70 that you generate through registration are included in the price.

Take a closer look at a Premium Company Profile by clicking on the profiles on the right.

The screenshot shows the Xometry profile on the Industrie.de website. The header includes the Industrie.de logo and navigation links for Cybersecurity, Industrial IoT, Forschung, Batterie-Produktion, Jobs, Firmenverzeichnis, Service, and Newsletter. The main banner features the headline "Individuell gefertigte Bauteile" (Individually manufactured parts) with a sub-headline "Der effizienteste Weg Ihre Teile zu beschaffen" (The most efficient way to get your parts). A "Zum Sofort-Angebot" (To instant offer) button is prominent. Below the banner, the company name "Xometry Europe GmbH" is displayed. The profile includes contact information: website (www.xometry.de), email (info@xometry.de), phone (+49 600 3803-8818), and address (Adel-Lovelock-Str. 6, 80521 Osdorfen, Deutschland). A short text description states that Xometry is a leading market player for on-demand manufacturing, offering a platform for global access to a network of over 10,000 qualified vendors. A video thumbnail shows a person working at a computer.

Click on the profiles to view a Premium company profile in detail.

The screenshot shows the Stäubli profile on the Industrie.de website. The header is identical to the Xometry profile. The main banner features a woman holding a Stäubli electrical connector, with the headline "Stäubli Electrical Connectors GmbH". Below the banner, the company name "Stäubli Electrical Connectors GmbH" is displayed. The profile includes a navigation menu for "Artikel" (Articles), "Videos", and "Über uns" (About us). Several video thumbnails are visible, each with a red play button icon. The thumbnails include: "CombiTac direct - die neue Generation Steckverbinder mit werkzeuloser Montage - SPS Connect 2020", "Maximum performance for Electrical Vehicles - Performore", "Ladetechnik für automatisierten Warenumschlag", "Tailor-made solutions according to individual customer requirements", "CombiTac system - modular and customizable", "Innotrans 2018 Stäubli Electrical Connectors | Connection Solutions for Railway", and "Schnittstellen für die Roboter".

Print Business Card: What is included in a booking?

Services and rates

Increase your visibility in the industry sector

Konradin Industrie is broadly positioned and addresses various sectors. You can choose which trade magazine you want to position your company in.

Service (minimum lead time 14 days)	Rate* as of 01.10.2024
Presence in the trade magazine of your choice for the appropriate category (1x per quarter)	
Up to two text changes are included	
Rate for one year	€ 1,200.00
Combination of Premium Company Profile and Print Business Card	€ 2,750.00

*All prices in € plus VAT.

Agency commission: 10% on digital products

Print Business Card In trade magazine	Rubric/Edition
Automationspraxis	Partner für Robotik und Fabrikautomation / 1/2025 + 3/2025 + 4/2025 + 6/2025
Beschaffung aktuell	Partner des Einkaufs / 1-2/2025 + 5/2025 + 10/2025 + 11-12/2025
cav – Prozesstechnik für die Chemieindustrie	Partner für die chemische Industrie / 1/2025 + 3/2025 + 5/2025 + 7/2025
dei – Prozesstechnik für die Lebensmittelindustrie	Partner für die Lebensmittelindustrie / 1/2025 + 3/2025 + 4/2025 + 6/2025
EPP Elektronik Produktion & Prüftechnik	Kompetenz in der Elektronikfertigung / 1/2025 + 3/2025 + 4/2025 + 6/2025
Industrieanzeiger	Partner der Industrie / 1/2025 + 7/2025 + 10/2025 + 14/2025
KEM Konstruktion Automation	Partner für Engineering / 1-2/2025 + 5/2025 + 9/2025 + 12/2025
mav Innovation in der spanenden Fertigung	Partner der Fertigungsindustrie / 1/2025 + 3/2025 + 5/2025 + 6/2025
medizin&technik	Partner für die Medizintechnik / 1/2025 + 3/2025 + 4/2025 + 6/2025
QUALITY ENGINEERING	Partner für Qualitätssicherung / 1/2025 + 3/2025 + 4/2025 + 5/2025
Sicherheitsingenieur	Partner für Arbeitssicherheit / 1-2/2025 + 5/2025 + 8/2025 + 11/2025
Sicherheitsbeauftragter	Partner für Arbeitssicherheit / 3/2025 + 6/2025 + 9/2025 + 11/2025

What data is required for your Print Business Card?

Data submission for your Print Business Card

✓	Content required	Format	Scope	More details
	Company logo	EPS, JPG	4c max. 34 mm wide/ max. 18 mm high, 300 dpi	
	Company name and URL	TXT, DOC	2 lines	
	Descriptive text	TXT, DOC	14 lines of approx. 50 characters per line incl. spaces	Text can be structured with bulleted lists, paragraphs, boldface, underlining, etc.
	Category	TXT, DOC	max. 25 characters incl. spaces	



**Business card format:
60 mm x 82 mm**

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

Still got questions?

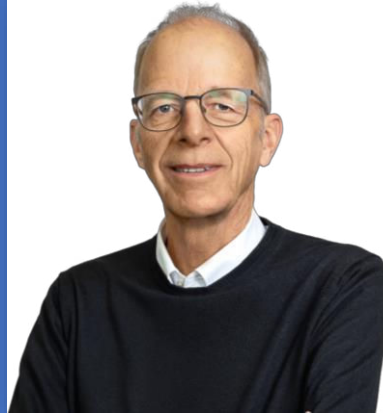
From traditional print media to comprehensive online marketing solutions – together we can develop a tailored approach to meet your specific communication objectives.

We would also be happy to advise you in person.

We look forward to hearing from you!



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