

Content Marketing

Reach your target audience with informative messages



The Konradin Media Group

With more than 300 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

+300 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

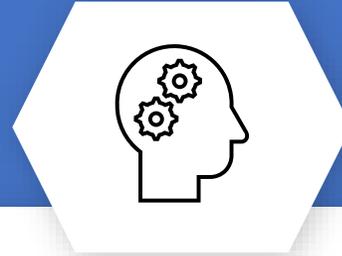
- 2** | [Konradin Media Group and Konradin Industry](#)
- 4** | [Why should you book content marketing services with Konradin Industry?](#)
- 5** | [Services of the sponsored article PLUS](#)
- 6-7** | [Target groups and prices of the sponsored article PLUS](#)
- 8** | [Services and rates of the rubric advertising](#)
- 9** | [What data is required for your article or your advertising](#)
- 10** | [What does your content marketing look like with Konradin Industry?](#)
- 11** | [Your personal contacts](#)

Why should you book content marketing services?

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 and generate qualified **leads** for you.



Know-how in the target industry

The many years of market knowledge and the competence of our editorial team guarantee the quality of the content of the Konradin websites.



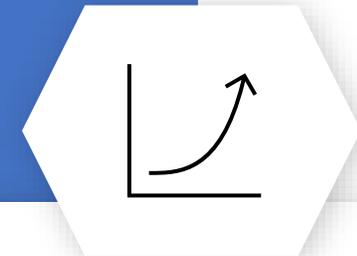
Information tailored to your target audience

Your advertising and brand message is integrated into the context of well-researched, editorial articles on relevant websites.



Credible communication

Konradin Industry's content marketing services convey your messages credibly and effectively to your target group.



High user benefit

Your content provides a real benefit and added value to readers / users

Sponsored article PLUS: What is included in a booking?

Services

Place your advertising and brand message in the editorial context of Konradin Industrie

The sponsored article is integrated as an article (teaser) in the editorial section of the homepage.

A maximum of two sponsored articles are possible on the homepage.

After the agreed campaign period has expired, the sponsored article can still be found in the archive.

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



Service (minimum lead time 4 weeks)

Price
valid from
01.10.2025*

Topic

You choose the topic you want to bring to the market.

Content

You provide the text, which is reviewed and edited by the editorial team on a case-by-case basis. We recommend that you do not make any promotional statements in the text..

Images

One article image is obligatory, up to 3 additional images are possible.

Positioning

Integration as an article (teaser) in the editorial section of the homepage. Sponsored articles will be marked as "advertisement".

Runtime

Placement on the homepage is limited to an agreed period (minimum 4 weeks). After that, the sponsored article can still be found in the archive. You can start at any time.

Social media

LinkedIn post as teaser for the sponsored article during the runtime.

Package price per website

prices see
page 5+6

*All prices in € plus VAT

Sponsored Article PLUS im Konradin Industrie Netzwerk.

Target groups and prices (page 1 of 2)

Media brand	Target audience	Preis
additive	Anyone involved in additive manufacturing in an industrial environment. Our audience includes decision-makers, design engineers and technical staff in mechanical and plant engineering who want to keep abreast of the latest developments.	3,000.00
Automationspraxis	Decision-makers in production-related management, as well as foremen and skilled workers looking for automation solutions in their own companies.	3,750.00
batterie-produktion.de	Experts in the development, production, integration and recycling of batteries and energy storage systems. Manufacturers and system integrators as well as equipment suppliers to battery producers. Factory planners in the automotive industry and industrial users. Specialists at car manufacturers who integrate batteries into electric vehicles.	3,000.00
Beschaffung aktuell	Decision-makers in purchasing, supply management, technical purchasing and logistics, as well as managing directors and board members in medium-sized and large companies in all sectors.	3,750.00
cav	Technical management and investment decision-makers who want to find out about chemical production, with a click in the subject area and/or belonging to the target group.	3,750.00
dei	Technical management and investment decision-makers who want to find out about food production (Food&Beverage), with a click in the subject area and/or belonging to the target group.	3,750.00
EPP	Subscribers are qualified and nominated recipients who would like to be informed about innovations in electronics manufacturing.	3,000.00
EPP Europe	The English-language newsletter provides interesting and important news for the European region.	3,000.00

Prices in € plus VAT, valid from October 1, 2025.

Sponsored Article PLUS im Konradin Industrie Netzwerk.

Target groups and prices (page 2 of 2)

Media brand	Target audience	Preis
Industrieanzeiger	Roles: 86% managing directors and board members, plant, divisional and departmental managers. Industries: 53% mechanical engineering, 19% metal production and machining.	4.500,-
industrie.de	On the one hand, we target professionals with an IT background who will be working with IT in the production environment in the future. On the other hand, we focus on IT professionals in production with a manufacturing background.	3.750,-
K E M Konstruktion Automation	Design engineers, development engineers and those responsible for product development with planning responsibility and decision making competence in the fields of mechanical and electrical engineering as well as vehicle construction.	4.610,-
mav	Decision makers in the metal-machining industry.	3.750,-
medizin&technik	Recipients interested in innovations in medical technology. This includes manufacturers of medical devices, products and components in development and production departments, managing directors from the medical technology sector.	3.000,-
QUALITY ENGINEERING	Persons responsible for quality management in the manufacturing industry.	3.000,-
Sicherheitsbeauftragter Sicherheitsingenieur	Occupational safety specialists, safety engineers, safety officers, company doctors, health managers.	4.500,-

Prices in € plus VAT, valid from October 1, 2025.

Rubric Advertising – What is included in a booking?

Services and rates

Targeted approach in a high-quality editorial context of Konradin Industrie

Rubric advertising is an exclusive form of online advertising on the website under the category of your choice. This allows you to automatically reach users in the right environment who are interested in your products and solutions.

Bookable rubrics on the website of KEM Konstruktion | Automation are: Antriebstechnik and Automatisierung.

Bookable rubrics on the website of Prozesstechnik are: Chemie, Food and Pharma.

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



Service (minimum lead time 4 weeks)

Price
valid from
01.10.2025*

Topic

You choose the topic within your selected rubric you want to bring to the market.

Content

Text-image content for optimal information transport. Link to an unlimited full text within the website of the selected specialist title.

Positioning

Display on all pages within your rubric.

Runtime

Placement on the homepage is limited to an agreed period (1 week or 4 weeks). After that, the rubric advertising can still be found in the archive of your selected website.

Package price 1 week
Package price 4 weeks

€ 1,450.00
€ 5,300.00

*All prices in € plus VAT

What data is required for your article or your advertising?

Data submission for your sponsored article PLUS and your rubric advertising

✓	Required contents	Format	Scope
	Kicker (optional)	DOC, TXT	max. 50 characters incl. spaces, keywords
	Headline	DOC, TXT	max. 60 characters incl. spaces
	Article text (incl. links within the text)	DOC, TXT	max. 6,000 characters incl. spaces
	URL for linking	DOC, TXT	
	Image for article	JPG	694 x 456 pixels
	Images for article (optional)	JPG	2-3 images, 500 x 333 or 333 x 500 pixels at 150 dpi (images without watermarks or similar)
	Texts for images	DOC, TXT	captions, sources

Sample sponsored article PLUS | rubric advertising

- Kicker (optional)
- Headline
- Article image
- Article text
- Teaser
- Text for image (optional)
- Additional images with texts (optional)
- Link at the end of the article

Click to open the full article

• = These elements are to be supplied by you

Data submission by email to: auftragsmanagement@konradin.de
At the latest 4 weeks before the start of the campaign.

Sponsored article PLUS | Rubric Advertising

Our references – this is what your sponsored article PLUS or your rubric advertising could look like

Anzeige



Craemer bietet robuste Paletten und Palettenboxen
Hygienische Kunststoffladungsträger für Lebensmittel

Maximale Hygiene und effiziente Logistiksysteme – bei Lagerung, Verarbeitung und Transport von Nahrungsmitteln sind anwendungsorientierte Ladungsträger für...

Advertorial
Craemer bietet robuste Paletten und Palettenboxen

Hygienische Kunststoffladungsträger für Lebensmittel

18. Oktober 2023 5 Minuten Lesezeit



Weltneuheit von Craemer: Dank nahtloser Bauweise, glatter Innenwände und verschweißter Kufen wird die Reinigung der HB3 Palettenbox quasi zum Kinderspiel. Bild: Craemer Gruppe

Anzeige



Technik Management Karriere

Das Fach-Portal

Industrie.de

Maximale Hygiene und effiziente Logistiksysteme – bei Lagerung, Verarbeitung und Transport von Nahrungsmitteln sind anwendungsorientierte Ladungsträger für hygienisch einwandfreie und reibungslose Abläufe unabdingbar. Craemer, mit über 60 Jahren Know-how Pionier in der Kunststoffverarbeitung, hat robuste Lösungen für höchste Anforderungen entwickelt. Besonders für den Hygienebereich geeignet: die Kunststoffpaletten EURO H1, L und TC sowie die Palettenboxen CB und HB3.

Anzeige



3D-Druck bietet hohes Innovations- und Optimierungspotenzial
Mit 7 Tipps das Potenzial des 3D-Drucks besser nutzen

3D-Druck bietet ein hohes Innovations- und Optimierungspotenzial weit über das Rapid Prototyping hinaus. Viele Unternehmen fragen sich heute deshalb, wie sie...

Advertorial
3D-Druck bietet hohes Innovations- und Optimierungspotenzial

Mit 7 Tipps das Potenzial des 3D-Drucks besser nutzen

17. Oktober 2023 6 Minuten Lesezeit



Kleine Änderungen an Produktionswerkzeugen, wie dieser neu gestaltete Sauggreifer, können erhebliche positive Auswirkungen haben. Bild: Materialise

Anzeige



materialise

3D-Druck erfolgreich in die eigene Produktion integrieren

3D-Druck bietet ein hohes Innovations- und Optimierungspotenzial weit über das Rapid Prototyping hinaus. Viele Unternehmen fragen sich heute deshalb, wie sie neue sinnvolle Anwendungsmöglichkeiten identifizieren und das Potenzial der additiven Fertigung besser nutzen und können. Um neue Ansätze zu finden und mehr aus der Technologie herauszuholen, hilft es, sich an einer Reihe von Tipps zu orientieren.

1. Gesamtwert vor Bauteilkosten

Bei der Suche nach neuen 3D-Druck-Anwendungen stehen oft die Frage im Mittelpunkt, ob es günstiger ist, ein Bauteil additiv oder konventionell zu fertigen. Diese Herangehensweise

Anzeige



Antriebstechnik und Automatisierung
Messtechnik unterstützt die Dämpfungstechnik

Um industrielle Dämpfungstechnik im Bereich dynamischer Parameter präzise prüfen zu können, kooperieren zwei deutsche Unternehmen seit vielen Jahren...

Advertorial
Antriebstechnik und Automatisierung

Messtechnik unterstützt die Dämpfungstechnik

20. Oktober 2023 6 Minuten Lesezeit



Die Crash Dämpfer für den Einmalgebrauch von ACE sind aus Aluminium oder aus Stahl gefertigt und dienen vor allem Not-Stopp-Aufgaben. Bildnachweis: ACE Stoßdämpfer GmbH, © GW St. Pölten

Anzeige



EUCHNER
More than safety.

Perfektes Match

Sicheres Schlüssel-system CKS2 als Submodul für das Schutzsystem MGB2 Modular

SPS 2023 Halle 7 / Stand 280

Um industrielle Dämpfungstechnik im Bereich dynamischer Parameter präzise prüfen zu können, kooperieren zwei deutsche Unternehmen seit vielen Jahren erfolgreich im Messtechnikbereich und geben hier Einblicke in ihre Arbeit.

Robert Timmerberg, Fachjournalist (DFJV), plus2 GmbH, Düsseldorf

In der Automatisierung kommen verschiedene Arten von Dämpfern zum Einsatz. Dabei eignen

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!



Andreas Hugel

Sales Director

Phone +49 711 7594-472

Mobile +49 173 353 92 59

Email andreas.hugel@konradin.de



Joachim Linckh

Sales Director

Phone +49 711 7594-565

Mobile +49 173 353 92 11

Email joachim.linckh@konradin.de

Our international representations

Great Britain

Jens Smith

Jens Smith Partnership
The Court Long Sutton Hook,
Hampshire RG 29 1TA

Phone +44 1256 862589

Email jsp@trademedia.info

USA, Canada

Detlef Fox

D.A. Fox Advertising Sales, Inc
5 Penn Plaza, 19th Floor,
New York, NY 10001

Phone +1 212 8963881

Email detleffox@comcast.net



Konradin-Verlag Robert Kohlhammer GmbH

Ernst-Mey-Straße 8,
70771 Leinfelden-Echterdingen