

EMO 2025 |

Cross-media packages

by Konradin Industrie

Take advantage of the cross-media offers of our media brands for your successful trade fair appearance.



Crossmedia-Advertorial "Highlights der EMO 2025"

> konradin Industrie

Your innovations placed in an attention-grabbing way

From 22.-26.09.2025, the VDW will be organising EMO Hannover. They have the unique opportunity to present new products and current developments to a wide audience.

In the 04/2025 or 05/2025 issue of may, we offer you an attractive environment to place your planned trade fair highlight in an eyecatching way in the run-up to the trade fair and invite it to your trade fair stand.

With your advertorial (print) you not only reach the numerous readership of our print magazine and e-paper, but also the visitors of our highly frequented online platform.

Under the heading "Highlights of machining", your advertorial will be placed online. By actively promoting your advertorial via our newsletter shortly before the trade fair, we also significantly increase your reach. So take advantage of our channels and be remembered positively by your customers.



Please note! You can book the "Highlights" concept in every issue of our Konradin Industrie media brands. We will be happy to provide you with expenses and prices on request.

Your cross-media participation opportunity at mav			
What we offer	What we need	Price	
1 Page Advertorial (print) + Online Advertorial + Newsletter-Teaser	Headline: max. 30 characters Opening credits: max. 330 characters Continuous text: max. 1,300 characters Caption: max. 80 characters Contact: max. 7 lines of 30 characters 2 images and your company logo	4.660 €	
2 Pages Advertorial (print) + Online Advertorial + Newsletter-Teaser	Headline: max. 30 characters Opening credits: max. 330 characters Continuous text: max. 4,700 characters Caption: max. 130 characters each Contact: max. 7 lines of 30 characters 3 images and your company logo	7.110 €	

Exclusive benefits on your cross-media booking with mav		
Publication of your advertorial in your desired edition of the booked media brand		
Publication of your advertorial under the heading "Highlights" on our online portal	Ø	
Active promotion of your advertorial via our newsletter before the EMO trade fair	Ø	

Konradin Spread with Guarantee (mav)		
Contact opportunities Magazin:	18.984/ Edition	
Contact opportunities Newsletter:	6.146/ Month	
Contact opportunities Website:	49.383/ Month	

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Video-Statement

We focus on your applications and solutions

Increase your reach with a professional video statement from Konradin Industrie

Capture the elaborate presentation of your innovations, applications and solutions at the EMO in the form of a professional video statement. The Konradin Industrie video team supports you in the implementation directly at your trade fair stand and stages your trade fair highlight in an eye-catching and HD quality.



Performance (lead time at least 14 days)	Standard	Premium
Briefing for a smooth process	~	~
Production of a video at your booth (max. 1 hour)	~	~
Post-production (incl. a correction run	~	~
Publication of the video on the Konradin Website	~	~
Publication of the video on the Konradin YouTube Kanal	~	~
Video for free on your own channels	~	~
3x button in the newsletter of the trade magazine (192 x 192 px, date subject to availability)		~
Two-week video ad on the website of the trade magazine (played out in 300 x 250 px)		~
Price	1.800 €	2.700 €
Prices without agency commission, plus 19 % VAT.		

Attention-grabbing ad formats

Benefit from the enormous reach of our media brands



Around the EMO, the world's leading trade fair for production technology, our media brands focus on all relevant topics related to the trade fair. As an advertising customer, you benefit not only from our awareness and high acceptance as a trade media provider in your target market, but also from targeted distribution.

Trade visitors to EMO will find Konradin Industrie's media brands in sufficient quantities at the trade press stand. With your ad, you not only reach our loyal readership, but are also present with your target group on site.

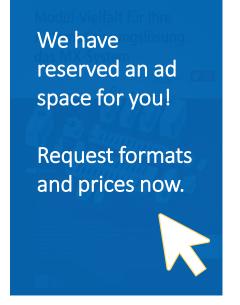
Take advantage of this exclusive opportunity and secure one of our attractive ad formats today!











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More media brands – more potential

Our media brands at a glance



Exploit the potential that Konradin Industrie's media brands offer you and benefit from full coverage in your target industries.

Arguments for our media brands from Konradin Industrie:

- Targeted target group approach: Our trade magazines are aimed at specific interest groups, so that your message is always addressed correctly.
- ➤ **High credibility:** Our readership trusts the content and combines it with a high level of expertise and seriousness.
- Longer dwell time: Trade magazines are kept frequently and read multiple times, which keeps your campaign visible for a longer period of time.
- ➤ **High-quality presentation:** We attach great importance to high print quality and an attractive layout and thus offer our advertising customers a professional carrier medium for their advertising message.
- Focus on content: Trade magazines provide an environment where readers search for specific information, which gives ads more attention.
- Thematic relevance: Your advertising appears in the thematically appropriate environment, which increases the relevance and acceptance of the advertising message.
- > Strengthen brand image: Being featured in a trade magazine can boost your brand's reputation and credibility.

Automations praxis































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You still have Ask?

Whether classic print media or comprehensive online marketing solutions – together with you, we develop individual measures adapted to your individual communication goals.

We would also be happy to advise you in a personal conversation.

We look forward to your inquiry!



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