

Newsletter

Increase your reach and attract your target audience



The Konradin Media Group

With over 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

Contents

Where to find what

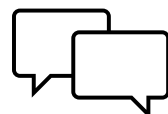
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Why should you book a newsletter?

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.



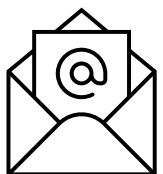
Recognisable to your target audience

You reach the recipients of your chosen editorial newsletter in the familiar newsletter layout.



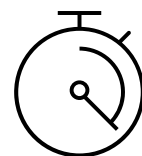
Certified & GDPR-compliant

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



Target group-specific communication

All Konradin Industry trade media keep their readers informed through regular newsletters.



Minimum effort

We will place your advert or banner in the editorial environment of your choice and ensure a smooth dispatch.



High level of transparency

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

Newsletters in the network of Konradin Industry

Overview of editorial newsletters – the choice is yours

Title	Recipients	Frequency	Target audience
Die Plattform für die additive Fertigung	4,100	Weekly, Wednesdays	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.
Intelligente Robotik und flexible Automation	11,300	Fortnightly, Wednesdays	Decision-makers in production-related management, as well as foremen and skilled workers looking for automation solutions in their own companies.
Trends für Einkaufsentscheider	10,540	2x per month, Thursdays	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.
Chemieproduktion insight	1,300	Every 2nd Wednesday per month	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.
Entdecke die Zukunft der Elektronik	10,928	Weekly, Wednesdays	Subscribers are qualified and nominated recipients who would like to be informed about innovations in electronics manufacturing.
Discover the future of electronics	22,944	Fortnightly, Tuesdays	The English-language newsletter provides interesting and important news for the European region.
Industrie Insights	25,000	Weekly, Tuesdays	Roles: 86% managing directors and board members, plant, divisional and departmental managers. Industries: 53% mechanical engineering, 19% metal production and machining.
Industrie-Spotlight	20,000	Weekly, Tuesdays	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.
K E M Engineering	15,850	Weekly, Thursdays	Topic-focused newsletters for all those who want to receive information exclusively on their favourite topics of drive technology or automation.
Lebensmittelproduktion insight	1,300	Every 3rd Wednesday per month	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.
Innovationen für die spannende Fertigung	11,300	Fortnightly, Thursdays	Decision makers in the metal-machining industry.
Ihr Update zur Medizintechnik	7,600	2x per month, Fridays	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.
Pharmaproduktion insight	600	Every 4th Wednesday per month	Technical management and investment decision-makers who want to find out about the production of pharmaceutical products, with a click in the subject area and/or belonging to the target group.
Aktuelles aus der Prozesstechnik	17,715	Weekly, Tuesdays	Owners, managing directors, technical managers and investment decision-makers in the chemical, pharmaceutical and food industries.
Quality Insights	11,400	2x per month, Wednesdays	Persons responsible for quality management in the manufacturing industry.
Sicherheitsbeauftragter	5,156	Weekly, Thursdays	Occupational safety specialists, safety engineers, safety officers, company doctors, health managers.

Special: Topic newsletters

Exclusive newsletters with editorial content on a specific topic

Title	Recipients	Frequency	In brief
Beschaffung aktuell Themen-Newsletter	Target audience of the editorial newsletters (see page 5)	Three times a year. Dispatch dates on request	Exclusive newsletter with editorial content on the focus topics e-procurement online platforms
Industrieanzeiger Themen-Newsletter	Target audience of the editorial newsletters (see page 5)	Dispatch dates on request	Exclusive newsletter with editorial content on the focus topics: Mobility – Smart factory – Future of manufacturing – Sustainable production
K E M Drives	All active users of the last 6 months (on a rolling basis) with a click on drive topics in previous newsletters.	Weekly, Tuesdays, alternating (except July and August). K E M Drives start: 06.02.24, end: 28.11.24.	Tips and trends from drive technology for all those who are actively involved in the topic and are currently looking for solutions.
K E M Automation	All active users of the last 6 months (on a rolling basis) with a click on automation topics in previous newsletters.	Weekly, Tuesdays, alternating (except July and August). K E M Automation start: 31.01.24, end: 03.12.24.	Tips and trends from drive technology for all those who are actively involved in the topic and are currently looking for solutions.

Newsletter: What is included in a booking?

Services and rates

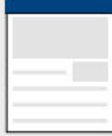



Title	Text/image ad	Full banner in content	Leaderboard above header	Medium rectangle	Button
Die Plattform für die additive Fertigung	840.00	840.00	1,050.00	840.00	
Intelligente Robotik und flexible Automation	895.00	895.00	1,100.00	895.00	
Trends für Einkaufsentscheider	1,050.00	1,050.00	1,325.00	1,050.00	
Chemieproduktion insight	1,520,-	1,520,-			600,-
Entdecke die Zukunft der Elektronik	730.00	730.00	1,320.00	730.00	
Discover the future of electronics	730.00	730.00	1,320.00	730.00	
Industrie Insights	1,100.00	1,100.00	1,750.00	1,100.00	
Industrie-Spotlight	1,050.00	1,050.00	1,600.00	1,050.00	
K E M Engineering	810,-	810,-	1,320,-	810,-	
K E M Drives	1.580,-	1.580,-			640,-
K E M Automation	1.580,-	1.580,-			640,-
Lebensmittelproduktion insight	1.520,-	1.520,-			600,-
Innovationen für die spannende Fertigung	895.00	895.00	1,100.00	895.00	
Ihr Update zur Medizintechnik	770.00	770.00	980.00	770.00	
Pharmaproduktion insight	1,520,-	1,520,-			600,-
Aktuelles aus der Prozesstechnik	990.00	990.00	1,380.00	990.00	
Quality Insights	735.00	735.00	945.00	735.00	
Sicherheitsbeauftragter	500.00	500.00	680.00	500.00	

What data is required for your newsletter?

Data submission for your newsletter

✓	Content and format required
	<p>Format: GIF, JPG, (DOC zusätzlich bei Text-/Bildanzeige),</p> <p>Data volume: max. 60 KB</p>
	<p>Tracking code is possible, tracking pixels are not included.</p> <p>For animated GIF files, email may display only the first frame.</p>
	<p>If desired, name text for heading, which can also go over more than one line (max. 45 characters per heading line). Display in bold or normal type. The heading is not separated from the rest of the text by a blank line. The number of characters of the heading counts to the 300 characters in total.</p> <p>A call-to-action notice is possible for text/image ads (max. 40 characters incl. spaces).</p>
	<p>Notes on the image:</p> <ul style="list-style-type: none"> - Alt attributes for images: Please provide a short translation of the visual content for each image (max. 40 characters including spaces). - Copyright notice: The image should include a copyright notice. In the absence of a copyright notice, we will assume that you have unrestricted image usage rights for publication.

Data submission:
7 days before start of campaign via our customer portal: kundenportal.konradin.de

Ad format*/position		Size in pixels (w x h)
Leaderboard above header		728 x 90**
Text/image ad		Image: 200 x 150, text: 300 char. (incl. spaces)
Full banner		468 x 60** 590 x 100**
Medium rectangle		300 x 250

* Size and position in pictures are exemplary.
** Display on mobile devices: scaled to a width of 300 pixels

Newsletter

Our references – your ad in the newsletter could look like this

LEVEL UP YOUR PERFORMANCE!
Jetzt Beratungstermin vereinbaren!

Automations praxis News und Trends aus Robotik und Automation

Sie ausgewählt: Die interessantesten News und Trends rund um Roboter, Cobots und Fabrikautomation.

Heute lesen Sie:

- Einfacher Einstieg in die Robotik
- Staubli-Roboter im Einsatz für die E-Mobilität
- Kollege Roboter entlastet im Handwerk
- Robotik auf der All About Automation
- EU-Reisepass für Transportroboter
- Scara-Roboter profitieren von integrierter Vision
- Robotik-Lösungen in ScanSonic-Laserbearbeitungsoptiken
- Robuste Verbindungen für schwere Lasten
- Automatisch unpalettieren von Palette zu Palette

Einfacher Einstieg in die Robotik

Igus beschleunigt das Tempo bei der Low Cost Automation und macht nun mit Software-Neuheiten und neuen Cobots den Einstieg in die Robotik noch einfacher und erschwinglicher.

[>> Zur Meldung](#)

Staubli-Roboter im Einsatz für die E-Mobilität

Der Wandel zur E-Mobilität hat große Auswirkungen auf die Produktion. Auf die Robotik warten daher viele neue Aufgaben, wie ein Blick in die Praxis von Staubli Robotics zeigt.

[>> Mehr lesen](#)

ANZEIGE

YAMAHA
IHRE LÖSUNG FÜR EINE
HIGHSPEED-MONTAGETECHNIK

LEIMZUG

#DiscoverYamahaFabrics

medizin & technik Ingenieurwissen für die Medizintechnik

Sehr geehrte Frau Kraft,

bei der Umsetzung der Krankenhausreform fordert der BVMed unter anderem eine bessere Investitionsfinanzierung. Doch auch die Nachhaltigkeit beschäftigt die Branche.

Heute lesen Sie:

- BVMed: Forderungen zur **Krankenhausreform**
- Schlechtes Innovationsklima in der **Hilfsmittel-Branche**
- So wird **Medizintechnik nachhaltiger**
- **Kunststoffrecycling** im Krankenhaus
- **Hinweisgeber-Schutzgesetz**: Meldestellen einrichten

Nachhaltige Medizintechnik
Kreislaufwirtschaft im Krankenhaus und in der Produktion [>> Zum Thema](#)

BVMed: Forderungen zur Krankenhausreform

Um Patienten weiterhin mit moderner Medizintechnik versorgen zu können, müssen bei der Umsetzung der Krankenhausreform unter anderem auch die Finanzierungsbedingungen im System beseitigt und die Investitionsfinanzierung verbessert werden.

[>> Mehr lesen](#)

Schlechtes Innovationsklima in der Hilfsmittel-Branche

Laut einer aktuellen Eurocom-Umfrage bremsen Kostensteigerungen, bürokratische Hürden und der Fachkräftemangel die deutschen Hilfsmittel-Hersteller aus.

[>> Mehr lesen](#)

Reinraum für die Medizintechnik

Das modulare Reinraumsystem CleanMediCell® wurde für die Produktion in besonders sensiblen Bereichen der Medizintechnik entwickelt. Spritzgussfertigungen werden mit automatisierter Förder- und Schleusentechnik sicher an den Reinraum angebunden.

ANZEIGE

HERMA
Labeling your business

Der schnelle Weg zum Nonstop-Etikettieren
Unterbrechungsfrei etikettieren dank der neuen Redundanzfunktion mit zwei HERMA 500!
Live erleben auf der Interpack in Halle 3B, Stand C37.

Automations praxis News und Trends aus Robotik und Automation

Sie ausgewählt: Die interessantesten News und Trends rund um Roboter, Cobots und Fabrikautomation.

Heute lesen Sie:

- Siemens auf der Logimat: Digitaler Zwilling eines Logistikzentrums
- Kawasaki Robotics: neue CL-Cobots über Partnerschaft mit Neura Robotics
- Idealworks: „Wir bieten ein ganzes Robotik-Ökosystem“
- Expertenforum Bin Picking: So wird der Griff in die Kiste zum Erfolg
- SSI Schalter: „Wir bauen das Robotik-Geschäft weiter aus“
- Ganz schön stark: Bläubis kompaktes AGV trägt drei Tonnen
- Bosch Rexroths Active Shuttle spricht VDA 5050
- 21 smarte Transportroboter in der Schaltschrank-Fabrik
- Einfacher Einstieg in das automatisierte Schweißen
- Fronius' Cobot-Schweißzelle Smartool entlastet und spart Zeit
- Optronic: Bin Picking löst Herausforderungen der Produktion

Siemens auf der Logimat: Digitaler Zwilling eines Logistikzentrums

Unter dem Motto „Intelligent Intralogistics – experience the flow“ zeigt Siemens neben dem digitalen Zwilling eines realen Logistikzentrums außerdem KI-basiertes autonomes Kommissionieren mit Robotern.

[>> Zur Meldung](#)

Kawasaki Robotics: neue CL-Cobots über Partnerschaft mit Neura Robotics

Der japanische Roboter-Pionier Kawasaki Robotics steigt über eine Partnerschaft mit dem deutschen Start-up Neura Robotics in den Cobot-Markt ein. Premiere feiern die Cobots der CL Serie auf der Automata.

[>> Zur Meldung](#)

ANZEIGE

Automatisiere ab ... 3.999 €
Hannover Messe Halle 6/Stand E26 **gus** oder **RBTX.com**

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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