

# **Address rental**

# **Standalone newsletter**

Getting your message across



# 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

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Where to find what

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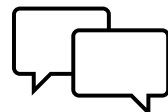
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# Why should you book a standalone newsletter?

Your benefits from partnering with Konradin Industrie

At **Konradin Industrie**, 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.



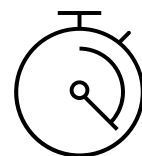
## **Certified & GDPR-compliant**

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



## **Customised project workflow**

You choose a relevant topic, your content and the dispatch date of your newsletter.



## **Minimum effort**

We create your standalone newsletter based on your individual specifications and ensure a smooth distribution process.



## **High level of transparency**

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

# Choose the recipients of your standalone newsletter!

Select your target group based on the recipient addresses of the respective editorial newsletter | Page 1 of 2



## **Additive**

Senior managers, design engineers or technical personnel in mechanical and plant engineering specialising in additive manufacturing in an industrial environment.



## **Automationspraxis**

Managers, foremen or specialists in production-related management who want to learn about innovative automation solutions for their own company.



## **Beschaffung aktuell**

Purchasing, supply management, logistics and technical purchasing executives, managing directors and board members from medium and large companies in all sectors.



## **Prozesstechnik-online**

Owners, managing directors, technical managers and investment decision-makers in the chemical, pharmaceutical and food industries.



## **EPP-News**

Qualified and personalised recipients who keep up to date with all the latest news and trends in electronics manufacturing.



## **EPP-Europe-News**

English-speaking, qualified and personalised recipients who are interested in information and important news about international electronics manufacturing for the European region.



## **Industrie-News**

Managing directors and board members, as well as company, divisional and departmental managers in the engineering, metal production and metalworking industries who are interested in the latest industry news.



## **IT trifft auf Industrie ["IT meets industry"]**

Professionals with IT expertise working with IT in a manufacturing environment. Production IT managers with a strong manufacturing background.

# Choose the recipients of your standalone newsletter!

Select your target group based on the recipient addresses of the respective editorial newsletter | Page 2 of 2



## **Engineering im Blick** ["Engineering at a glance"s]

Design engineers, development engineers and product development managers with planning and decision-making responsibilities in mechanical and electrical engineering.



## **Pharmaproduktion insight – phpro digital**

Owners, individuals, managing directors, technical managers and investment personnel in the pharmaceutical industry and associated plant and equipment construction.



## **mav**

Decision-makers and production and manufacturing managers in the metalworking industry who decide on the purchase of complete systems, machines, tools and individual components and operating equipment for metalworking and other materials.



## **QE-News**

Those responsible for quality assurance, quality management and production metrology in companies across all sectors who are interested in in-depth specialist knowledge.



## **medizin&technik**

Decision-makers in development, design and production departments, project managers as well as managing directors in the medical technology sector.



## **Sicherheitsbeauftragter**

Occupational health and safety professionals, safety engineers, safety officers, company doctors, health professionals interested in practical guidance on how to work safely and healthily in any organisation.



# Standalone newsletter: What is included in a booking?

Services and rates

## Your newsletter will benefit from our media brand image

Your standalone newsletter will be sent to the recipients on the mailing list using the name and layout of the selected newsletter.

You choose the topics, dates and content. We take care of the rest and raise your profile in the market.



**Service** (minimum lead time 14 days)

**Rate**

as of 01.10.2023

### Content

Three to five individual articles including images, table of contents and imprint

### Circulation

Regular recipient addresses of the selected editorial newsletter

Total price

€ 6,300.00

### Optional services

Multiple mailings

on request

Agency commission: 10% on digital products

# What data is required for your standalone newsletter?

Data submission for your standalone newsletter

✓	Content required	Format	Scope	More details
	Information on sender			The standalone newsletter is sent in the name of the booked editorial newsletter, e.g. <a href="mailto:industrieanzeiger.special@konradin-mailing.de">industrieanzeiger.special@konradin-mailing.de</a>
	Footer information	Word or PDF file		<p>Please edit the following text:            "This email was sent by <b>customer name</b> and <u>Konradin-Verlag Robert Kohlhammer GmbH</u>."</p> <p>We will need the relevant name and a link to the imprint.</p>
	Content	Word or PDF file	3-5 features max. 400 characters	A layout with defined text, image and link positions. In addition, a compelling headline and comprehensive text for the articles.
	Subject line and pre-header	Word or PDF file	max. 60 characters each	Subject line: a brief statement about the content of the emailing Pre-header: additional information about product benefits and target audience
	Image files	JPG, PNG	200 x 200 px	Pay particular attention to ensuring that the resolution of the images is high.
	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
	Data volume		max. 10 MB	Please make sure that the total amount of data is less than 10 MB.

The design of the standalone newsletter is defined by the **CI of the selected editorial newsletter**.



Please email the data to [auftragsmanagement@konradin.de](mailto:auftragsmanagement@konradin.de) 14 days prior to the start of the campaign.



# Standalone newsletter

Our references – this is what your newsletter could look like

## Individual content for your target audience

This relatively new form of advertising allows you to benefit directly from the reach and image of our media brands.

You can reach your target audience and potential customers directly with your desired message.

ANZEIGE


**KEM** Konstruktion Anzeige  
Special

[[anrede\_fertig\_de]],

hier finden Sie die neuesten Trends und Entwicklungen im Bereich der Automatisierung und Antriebstechnik auf einen Blick:

**Heute lesen Sie:**

- Blechbearbeitung kann Energie sparen
- BLM propagiert flexibles Laserschneiden
- Trumpf kühlt nachhaltiger mit Wasser
- Wie sich „Bio“ zertifizieren lässt
- Messe SPS 2022: Automation digital



**Blechbearbeitung kann Energie sparen**

Jetzt geht es knallhart um Kosten: Wo die Blechbearbeitung energieeffizienter werden kann, erläutert unsere Topstory.

[>> Mehr lesen](#)



Trumpf kühlt nachhaltiger mit Wasser

Nachhaltiges Kühlen von Laserschneidanlagen mit bis zu 80 % weniger Energieaufwand kündigt Trumpf für die Euroblech 2022 an – als eines von drei Messe-Highlights.

[>> Mehr lesen](#)



Wie sich „Bio“ zertifizieren lässt

Das Nova-Institut beteiligt sich an zwei EU-Projekten, die den Wandel zu einer nachhaltigen, Bio-basierten Wirtschaft unterstützen. Es geht darum, sinnvoll zu bewerten und zu zertifizieren.

[>> Hier den Beitrag lesen](#)



Messe SPS 2022: Automation digital

Digitale Lösungen mit ihren Vorzügen kennzeichnen das Programm der SPS 2022, die mit 1100 Ausstellern am 8. November in Nürnberg an den Start geht.

[>> Mehr lesen](#)

[Impressum](#) [Datenschutz](#) [Mediadaten](#)

Sie erhalten diese Nachricht an die Adresse [[email]].

Wenn Sie diesen Newsletter abbestellen oder Ihr Profil ändern möchten, [klicken Sie bitte hier](#).

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# 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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