

# Newsletter

Increase your reach and attract your target audience



# 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

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Where to find what

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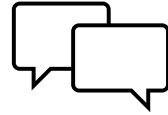
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# Why should you book a newsletter?

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.



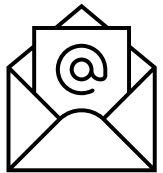
## **Recognisable to your target audience**

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



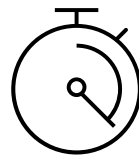
## **Certified & GDPR-compliant**

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 Industrie

Overview of editorial newsletters – the choice is yours (page 1 of 2)

Media Brand	Newsletter Title	Recipients	Frequency	Target audience
additive	Die Plattform für die additive Fertigung	4,000	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.
Automationspraxis	RobotX-Radar: Intelligente Robotik und flexible Automation	11,600	Fortnightly, Wednesdays	Decision-makers in production-related management, as well as foremen and skilled workers looking for automation solutions in their own companies.
Beschaffung aktuell	Trends für Einkaufsentscheider	11,000	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.
cav	Chemieproduktion insight	about 1,200	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.
EPP	Entdecke die Zukunft der Elektronik	11,206	Weekly, Wednesdays	Subscribers are qualified and nominated recipients who would like to be informed about innovations in electronics manufacturing.
EPP Europe	Discover the future of electronics	25,325	Fortnightly, Wednesdays	The English-language newsletter provides interesting and important news for the European region.
Industrieanzeiger	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.de	Industrie-Spotlight	20,000	Weekly, Wednesdays	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	K E M Engineering	16,190	Weekly, Thursdays	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.

# Newsletters in the network of Konradin Industry

Overview of editorial newsletters – the choice is yours (page 2 of 2)

Media Brand	Newsletter Title	Recipients	Frequency	Target audience
dei	Lebensmittelproduktion insight	about 1,000	Every 4rd 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.
mav	News für Zerspanungsprofis	11,300	Fortnightly, Thursdays	Decision makers in the metal-machining industry.
medizin&technik	Ihr Update zur Medizintechnik	7,900	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.
phpro	Pharmaproduktion insight	about 600	Every 3rd 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.
Prozesstechnik (cav, dei, phpro)	Aktuelles aus der Prozesstechnik	17,789	Weekly, Tuesdays	Owners, managing directors, technical managers and investment decision-makers in the chemical, pharmaceutical and food industries.
QUALITY ENGINEERING	QUALITY-Insights	11,500	2x per month, Wednesdays	Persons responsible for quality management in the manufacturing industry.
Sicherheitsbeauftragter	Sicherheitsbeauftragter	6,800	Weekly, Thursdays	Occupational safety specialists, safety engineers, safety officers, company doctors, health managers.
batterie-produktion.de	Batterie-Insights	1,300	Monthly, Fridays	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.

# Special: Topic newsletters

Exclusive newsletters with editorial content on a specific topic

Title	Recipients	Frequency	In brief
Beschaffung aktuell Topic-Newsletter	Target audience of the editorial newsletters (see page 5)	Two times a year. Dispatch dates on request	Exclusive newsletter with editorial content on the focus topics AI in purchasing - energy purchasing - manufacturing/procurement platforms – e-procurement.
Industrieanzeiger Topic-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.	Every 2 <sup>nd</sup> month, Tuesdays start: 11.02.25 end: 11.11.25 (except July and August)	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.	Every 2 <sup>nd</sup> month, Tuesdays start: 25.02.25 end: 25.11.25 (except July and August)	Tips and trends from automation technology for all those who are actively involved in the topic and are currently looking for solutions.
Automationspraxis Topic-Newsletter	Target audience of the editorial newsletters (see page 5)	Dispatch dates on request	In two special Focus newsletters (in the run-up to LogiMAT and the LogisticsSummit), we shed light on trend topics ranging from automated guided vehicles (AGV) and automated guided vehicles (AGV) to autonomous mobile robots (AMR) and mobile service robots.

# Newsletter: What is included in a booking?

Services and rates (page 1 of 2)

Media Brand	Newsletter Title	Text/image ad	Full banner in content	Leaderboard above header	Medium rectangle	Button
additive	Die Plattform für die additive Fertigung	880.00	880.00	1,050.00	880.00	
Automationspraxis	RobotX-Radar: Intelligente Robotik und flexible Automation	935.00	935.00	1,100.00	935.00	
Beschaffung aktuell	Trends für Einkaufsentscheider	1,100.00	1,100.00	1,340.00	1,050.00	
cav	Chemieproduktion insight	1,550.00	1,550.00			630.00
EPP	Entdecke die Zukunft der Elektronik	760.00	760.00	1,320.00	760.00	
EPP Europe	Discover the future of electronics	760.00	760.00	1,320.00	760.00	
Industrieanzeiger	Industrie-Insights	1,150.00	1,150.00	1,750.00	1,150.00	
industrie.de	Industrie-Spotlight	1,100.00	1,100.00	1,600.00	1,100.00	
K E M	K E M Engineering	840.00	840.00	1,370.00	840.00	
K E M	K E M Drives	1,640.00	1,640.00			660.00
K E M	K E M Automation	1,640.00	1,640.00			660.00



# Newsletter: What is included in a booking?

Services and rates (page 2 of 2)

Media Brand	Newsletter Title	Text/image ad	Full banner in content	Leaderboard above header	Medium rectangle	Button
dei	Lebensmittelproduktion insight	1.550.00	1.550.00			630.00
mav	News für Zerspanungsprofis	895.00	895.00	1,100.00	895.00	
medizin&technik	Ihr Update zur Medizintechnik	800.00	800.00	980.00	800.00	
phpro	Pharmaproduktion insight	1,550.00	1,550.00			630.00
Prozesstechnik (cav, dei, phpro)	Aktuelles aus der Prozesstechnik	1,030.00	1.030.00	1,430.00	1,030.00	
QUALITY ENGINEERING	Quality Insights	770.00	770.00	950.00	770.00	
Sicherheitsbeauftragter	Sicherheitsbeauftragter	620.00	620.00	750.00	620.00	
batterie-produktion.de	Batterie-Insights	600.00	600.00	600.00	600.00	
Automationspraxis	Automationspraxis Topic-Newsletter	935.00	935.00	1,100.00	935.00	
Industrieanzeiger	Industrieanzeiger Topic-Newsletter	1,150.00	1,150.00	1,750,00	1,150.00	
Beschaffung aktuell	Beschaffung aktuell Topic-Newsletter					





# What data is required for your newsletter?

Data submission for your newsletter

✓	Content and format required
	<p>Format: GIF, JPG, (DOC additionally for text/image ad),</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"> <li>- Alt attributes for images: Please provide a short translation of the visual content for each image (max. 40 characters including spaces).</li> <li>- 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.</li> </ul>

## Data submission:


7 days before start of campaign via our customer portal: [kundenportal.konradin.de](http://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



## Trends für Einkaufsentscheider

Jetzt mehr erfahren!

Sehr geehrte Frau Laura,


hier finden Sie die neuesten Trends und Entwicklungen im Bereich des industriellen Einkaufs auf einen Blick.

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### Heute lesen Sie:

- **Gamification:** Nächste Stufe der User Experience?
- **Neue ESG-Regelungen** ab 2025
- Logistikbeben: **DSV übernimmt Schenker**
- So gelingt der **Frachtraumeinkauf**
- Schneller zum **Projektexperten**
- **Interview mit Shelley Salomon**, Amazon Business
- **Druckguss:** Worauf der Einkauf achten sollte
- **Kleidung im Pool mieten** und mit Ausgabesystem zuordnen
- **Kostenoptimierung** durch **Variantenmanagement**
- **Kosten für die Nachbearbeitung** sofort kalkulieren

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### Gamification: Nächste Stufe der User Experience?

In der digitalen Transformation von Beschaffungsprozessen kann sich Gamification als kraftvolles Werkzeug erweisen, um die Benutzerakzeptanz von Software zu steigern und letztendlich den Erfolg von Projekten sicherzustellen. Ein Start-up integriert den Ansatz in seine Einkaufslösung.

**Akzeptanz von Tools erhöhen**

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### Neue ESG-Regelungen ab 2025

Mit CSRD, CBAM, EUDR und CS3D steigt ab 2025 der Druck auf den Einkauf. Unternehmen müssen ihre Lieferketten besser kennen, um den Anforderungen gerecht zu werden. Gleichzeitig sind mit den Nachweispflichten für den Einkauf aber auch Chancen verbunden.

**Die neuen Regelungen im Überblick**



## 5. KI-KONGRESS

Smarte Maschinen im Einsatz  
Mit KI intelligent automatisieren

14. November 2024, Stuttgart  
Jetzt bis 30.09.2024  
Frühbucherrabatt sichern!

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## Ihr Update zur Medizintechnik

Trends | Forschung | Innovationen

Jetzt mehr erfahren!

Sehr geehrte Frau Gehring,

die KI kann man alles fragen, sie antwortet. Ob ein großes Sprachmodell mit seinem Output auch zu Recherche und Dokumentation für die MDR beitragen kann, soll ein Forschungsprojekt zeigen. Direkte Auskünfte zu Praxiserfahrungen mit Medizinprodukten geben hingegen menschliche „Produktchecker“ über die Plattform Doccheck.

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### Heute lesen Sie:

- **Frag Mediziner**, was sie vom Produkt erwarten
- Was der **CRA** für die Medizintechnik bedeutet
- Wie **KI** beim **Thema MDR** unterstützen kann
- **Automatisierten Instrumentenwechsel** weiterentwickeln
- **Getinge** erwirbt Paragonix Technologies
- **Minipumpen**, langlebig und reparierbar
- **Verpackungsverordnung** als drängendstes Thema
- Magnetkupplung für das **Verpacken von Kompressen**
- **BGS expandiert** in die USA

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**Mediziner über Technik**  
Was Ärzte von Ingenieuren erwarten

**>> Von AR im OP bis zur grünen Dialyse**

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### Frag Mediziner, was sie vom Produkt erwarten

Wiederholtes Feedback von Ärzten via Internet – „Doccheck Ping Pong“ – half, eine neue Art von Reflexhammer auf den Markt zu bringen.

**Auch ein Weg für KMU**



## intec Z

11.-14.03.2025  
Die Plattform für Innovation und Technik

Jetzt mehr erfahren!

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## Industrie Insights

Trends und Innovationen aus der Fertigungswelt

Sehr geehrte Frau Kraft,

hier können News zum Schlüssel der Seite: Maschinenbauer halten den Standort Deutschland im Netz für den besten Forschungsplatz. Die Dodge Key Marketing bleiben stabil auf Niveau. Und die Messe AMB vor der Reiseverbot.

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### Heute lesen Sie:

- Revolutionär: **Datenverarbeitung mit Licht**
- Familienunternehmer im **Interview: Dr. Schnalz**
- Deutschland spürt bei **F+C**
- **Marketing-Budgets** bleiben stabil
- **REXMA AMB 2024** – ein Top-Event
- **Aluminium 2024** – Webinare von Düsseldorf
- Große-Tickets zur **Autoklub 2024**
- **DMG Mori** Expansionsrate in München
- Logistik: **Industrielle Lasten** steigen: 50 Jahre
- **Elektrifizierte LKW-Anhänger** halten sparsam
- **Schweißtechnik:** Franksa steigt in 3D-Druck ein
- **Wissen** wird: **ISO-Regeln** smart erklären

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### Revolutionär: Datenverarbeitung mit Licht

Das Start-up Q.Ans spricht von „Neo-Generation-Computing“ und bietet Zugänge zu einem photonischen Prozess. Die Chips verarbeiten Daten mit Licht und benötigen viel weniger Energie.

**Datenverarbeitung mit Licht**

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### Familienunternehmer im Interview: Dr. Schnalz

Mit Videoangeworbene im Schnalz weltweit erfolgreich. Wie solche Familienbetriebe bestehen können und ihre Lage politisch und technologisch einschätzen, erzählt Kurt Schnalz mit klarem Worten.

**Familienunternehmer redet**

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Franka hat jetzt ein Kundenportal für Wälzlager und Li-narrollen.

Für registrierte Benutzer stehen sie CAD-Viewer, ein Berechnungs-Tool und ein Online-Shop zur Verfügung. Shop-Geseller erhalten direkt 5% Rabatt.

**>> Mehr erfahren**



30.03.2024  
30.03.2024

# 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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