

# White paper

## Fixed duration

Place your content in our industry network.



# 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

# Contents

Where to find what

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- 2 [Konradin Media Group and Konradin Industry](#)
- 4 [Why should you book a White Paper with Konradin Industry?](#)
- 5 [White Paper with fixed duration – what is included in a booking?](#)
- 6 [What data is required for your White Paper \(fixed duration\)?](#)
- 7 [Your personal contacts](#)

# Why should you book a White Paper with fixed duration?

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. We generate qualified **leads** for you.

A White Paper gives you the opportunity to provide your customers with high-quality specialist information on a specific topic in the form of a PDF file. The focus should be on the benefits for the interested party.



## Expertise

Use your White Paper to position yourself as an expert in your field.



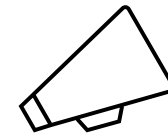
## Potential business contacts

Find the people who are really interested in your technologies or products.



## Certified & GDPR-compliant

You will get leads generated in compliance with GDPR requirements for free disposal.



## Targeted customer approach

Address your contact directly with your topic across multiple channels.

# White Paper with fixed duration: What is included in a booking?

Services and rates

## The concept and benefits of this form of advertising

- We will publish your White Paper on our website for 3 months.
- The White Paper will be promoted with banner and newsletter advertising on our website.
- You will receive all leads generated in compliance with GDPR requirements for free disposal.

### Prerequisites:

The White Paper will not be used simultaneously in other media for lead generation. Hosting and lead generation are always carried out on the Konradin Industry websites.

### White Paper – fixed duration – services

**Rate\***

as of 01.10.2024

Integration of your White Paper on the website with image and text

No lead guarantee

Basic rate for 3 months duration including leads  
Agency commission: 10% on digital products

**€ 2,000.00**

### Further options at extra cost

Leads after the 3-month period has expired\*

**per lead  
€ 70.00**

Further options

on request

\* All prices in € plus VAT

# What data is required for your White Paper (fixed duration)?

Data submission for your White Paper

✓	Content required	Format	Scope	More details
	<b>White Paper</b>	max. 5 MB	PDF	Other formats only after consultation.
	<b>Title/headline</b>	DOC, TXT	Max. 60 characters incl. spaces	Make sure the headline includes the keywords.
	<b>Keywords</b>	2-3		Review your keywords for search volume, relevance and potential. Select up to three optimal keywords for best SEO performance.
	<b>Text/abstract about White Paper</b>	DOC, TXT, max. 1,000 characters incl. spaces	Describe the benefit, use relevant keywords	The text should describe the benefits of the White Paper to the reader. The teaser and abstract should contain as many relevant keywords as possible within the first 150 characters.
	<b>Meta description/title and short text</b>	DOC, TXT	Title – 70 characters Text – 160 characters, incl. spaces	The meta description includes the title and a short descriptive text for the landing page. This content is important for SEO and should include the main keyword.
	<b>Short text about White Paper</b>	DOC, TXT, max. 300 characters incl. spaces		Teaser for optional promotion.
	<b>Images in landscape format</b>	693 x 446 pixels, 200 x 200 px, JPG, RGB colour space		The content of the images should be recognisable when enlarged or reduced. The teaser image and feature image should be related to the topic.
	<b>Company logo</b>	JPG, RGB colour space, min. 200 pixels wide		

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

# 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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