

MediaKit

2024

KI **Kälte · Luft ·
Klimatechnik**
INGENIEURWISSEN IN FORSCHUNG UND PRAXIS



 **Hüthig**
MEDIEN



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Title: KI – Trade journal for refrigeration • ventilation • air conditioning technology

Profile in brief:

KI – Refrigeration • Ventilation • Air conditioning is the trade publication for specialists and top decision-makers in the refrigeration, ventilation and air conditioning technology sectors. With a view to bridging the gap between science and practice, **KI** contains specialist articles from renowned authors from the world of research and development. The practice section contains well-researched user articles, reports and product information. As part of regular forums, experts discuss the latest industry topics. The online portal www.ki-portal.de offers the latest industry and product news, among other content.

Target group:

Technical building engineering and planning offices; users of refrigeration, air conditioning and ventilation technology within industry, commercial fields and public authorities; refrigeration and air conditioning producers, component manufacturers. Additionally: Universities, technical universities, institutions and technical educational facilities.

Publication frequency:	9 x per year
Magazine format:	DIN A4
Volume/year:	Vol. 60 / 2024
Purchase conditions and prices (including VAT):	
domestic	€ 295.00 + € 15.75 shipping costs = € 310.75
foreign	€ 295.00 + € 31.50 shipping costs = € 326.50
Single copy price	€ 34.00 including VAT, not including shipping cost
Organ:	independent
Memberships:	Deutsche Fachpresse, IVW
Publishing company:	Hüthig Medien GmbH
Managing Director:	Moritz Warth
Address:	Im Weiher 10, D-69121 Heidelberg
Telephone:	+49 6221 489-207
Internet:	www.huethig-medien.de
E-Mail:	sabine.wegmann@huethig-medien.de
Publisher:	Prof. Dr.-Ing. Uwe Franzke
Advertisements:	Sabine Wegmann (Head of Sales) Klaus-Dieter Block (Director Sales) Harald Berg (Sales)
Editor:	Axel de Schmidt Birgit Bakhtiari (Assistance)

Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

Volume analysis

Total volume:
9 issues in 2022
448 pages = 100%

84.6%

Editorial content:
379 pages



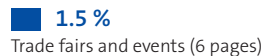
15.4%

Advertising content:
69 pages

of which:
13,5 ads by the publishing house itself
6 supplements

Editorial content analysis

KI – Kälte · Luft · Klimatechnik 2022 = 379 pages



Become a pioneer with us

We are providers of **technical information and communication solutions for German industry.**

With our 26 strong media brands (print and digital) and over 90 events per year, you can reach the top decision-makers in the production, automotive, electronics and chemical sectors with targeted precision.

Our platforms for pioneers offer all the relevant channels (digital, print, events and services) for your holistic marketing strategy. This makes us your reliable partner when it comes to reaching your target market. Every day, we work on positioning your company in the market to its best possible advantage by means of individual, creative concepts, thus making your campaign a success.



26

Media brands



90

events per year



8,500

event participants per year



70,000

newsletter subscribers



500,000

monthly active users



1.4 mio.

page impressions per month



2.2 mio.

copies distributed per year

Advertising rates in €*:

Format	Type area format (W x H in mm)	Bleed format** (W x H in mm)	4c rate
1/1 page	178 x 257	210 x 297	3,380.–
2/3 page	117 x 257 / 178 x 169	133 x 297 / 210 x 191	2,570.–
Junior page	126 x 178	142 x 200	2,220.–
1/2 page	86 x 257 / 178 x 126	102 x 297 / 210 x 146	2,010.–
1/3 page	56 x 257 / 178 x 83	72 x 297 / 210 x 102	1,650.–
1/4 page	41 x 257 / 178 x 62 / 86 x 126	57 x 297 / 210 x 82 / 102 x 146	1,240.–
1/8 page	41 x 126 / 178 x 29 / 86 x 62	210 x 49	900.–

** For advertisements in bleed format, please always send print data in the above mentioned format plus 3 mm bleed on all sides.

Preferential placement:

Front inside cover 4c € 3,780.– Back cover 4c € 3,780.–

Discount: (for purchase within 12 months)

Frequency discount rate:

as of 3 publications 5 %
as of 6 publications 10 %
as of 9 publications 15 %

Quantity discount rate:

as of 3 pages 10 %
as of 6 pages 15 %
as of 9 pages 20 %

Classified ads:

Job vacancies, wanted ads, sales/purchases per mm (1-column, 41 mm wide) b/w € 2,40

Special forms of advertising: on request

Bound inserts:

Volume	Paperweight	Min. weight	up to 120 g/m ²	up to 170 g/m ²
	2 pages		120 g/m ²	€ 2,730.–
4 pages		80 g/m ²	€ 4,095.–	€ 4,360.–

Delivery: Specimens to be supplied as of order placement. Circulation up to 14 days prior to publication. Format untrimmed width 216 mm, height 306 mm.

Top trim allowance 3 mm. Multi-page inserts folded to above format.

Combinations: Advertising combinations with verlag moderne industrie magazines are possible at any time. Combination discount on request.

Loose inserts:

up to 25 g weight: € 1,260.– up to 50 g weight: € 1,890.–
(Prices incl. postage, max. paper size 20 x 29 cm)

Delivery: Sample with order. Circulation up to 10 days before publication.

Stick-on advertising media: only possible as special advertising form. Rates on request.

Delivery address for bound and loose inserts:

QUBUS media GmbH, Beckstraße 10, D-30457 Hannover
(clearly marked: "fuer KI, Issue No. ...)

Contact:

Head of Sales: Sabine Wegmann, sabine.wegmann@huethig-medien.de
Mediadisposition: Sabine Greinus, all-dispo@huethig-medien.de

Cancellation fees:

35 % des Anzeigenpreises ab zwei Wochen vor Anzeigenschluss

Terms of payment:

Net within 14 days of invoice date,
2 % discount for direct debit

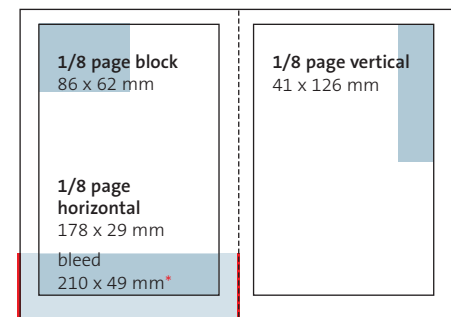
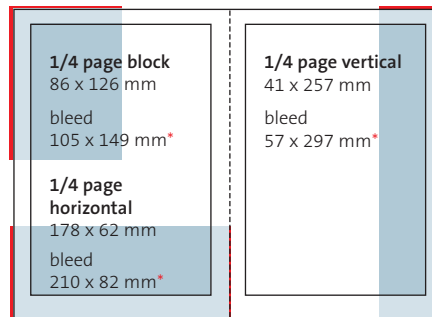
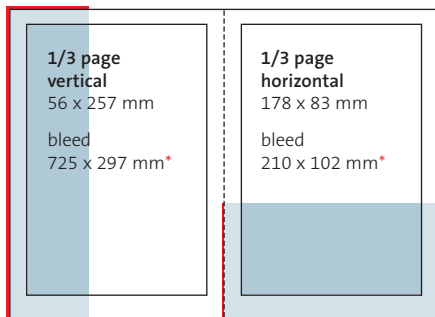
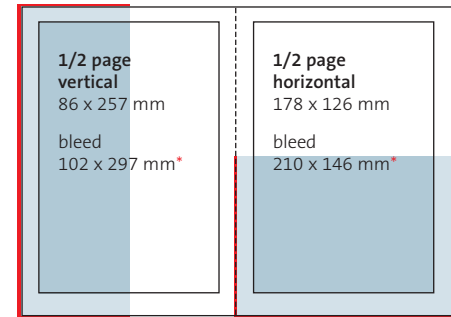
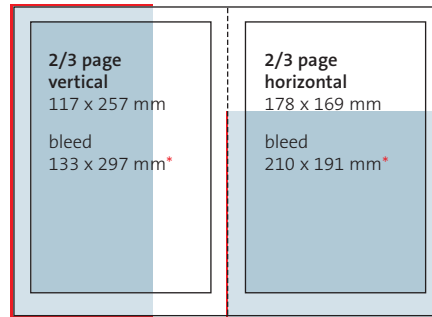
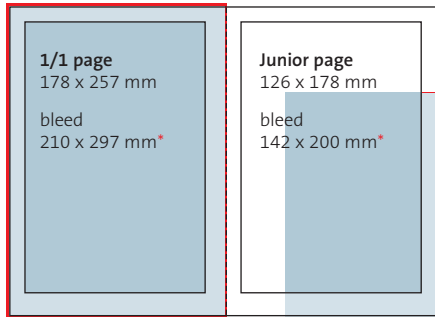
Bank details:

UniCredit Bank AG, Acc.-No.: 381 712 91, Sort Code: 700 202 70,
IBAN: DE70 7002 0270 0038 1712 91, BIC: HYVEDEMMXXX

Magazine format: DIN A4, width 210 mm, height 297 mm

Type area formats

Bleed formats



*For advertisements in bleed format, please always send print data in the above-mentioned format plus 3 mm bleed on all sides. Relevant motif parts (texts, logos, etc.) should please be placed with at least 5 mm distance to the bleed and to the gutter.

Magazine format: width 210 mm, height 297 mm, DIN A4
Type area: width 178 mm, height 257 mm
Number of columns: 4 columns, column width: 41 mm

Printing process: Sheet-fed offset
Binding process: Back stitching

Data transfer: ckv-dispo@huethig-medien.de

Data formats: Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen, color model must always be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi. The format must have original dimensions plus trim allowance and bleed marks.

Colors: For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.

Proof: According to FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

Data archiving: Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

Warranty:

1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

Contact:

Mediadisposition:
Sabine Greinus
Telefon +49 (0) 6221 489-598
all-dispo@huethig-medien.de

Issue	Topics			Events	
January/ February 01-02/2024 PD: Feb. 14, 2024 AD: Jan. 19, 2024 ED: Jan. 02, 2024	Commercial refrigeration <ul style="list-style-type: none"> Refrigeration units Refrigerated shelves Freezer cabinets Presenters Refrigerated counters Islands Cold stores Freezer technology Air curtains 	Air handling systems and components <ul style="list-style-type: none"> Filter technology Air heating / cooling Humidification/dehumidification Air outlets Air curtains Fans 	Building technology <ul style="list-style-type: none"> Smart Home Smart Building BIM Digitalisation Networking Security 	Cold storage <ul style="list-style-type: none"> Latent heat storage Ice storage Phase change materials Heat recovery Heat exchange	Light + Building Frankfurt Mar. 03-08, 2024
March 03/2024 PD: Mar. 12, 2024 AD: Feb. 15, 2024 ED: Jan. 29, 2024	Air-conditioning technology <ul style="list-style-type: none"> Air-conditioning systems Climate cabinets Cooling ceilings Cooling sails Single and multi-split systems VRF / VRV systems 	Heat pumps <ul style="list-style-type: none"> Air/air Air/water Soil/air Brine/water Water/water 	ICA technology <ul style="list-style-type: none"> Measurement/Control of refrigeration systems Control / regulation Sensors Smart home Thermography 	Cooling agents Components Pipes and connection technology	SHK+E ESSEN Essen Mar. 19-22, 2024
April 04/2024 PD: Apr. 16, 2024 AD: Mar. 19, 2024 ED: Feb. 29, 2024	Refrigeration machines <ul style="list-style-type: none"> Absorption and adsorption refrigeration machines Application software <ul style="list-style-type: none"> Design compliant with standards Pricing Remote maintenance BIM 	Precision Air Conditioning <ul style="list-style-type: none"> Server rooms Cleanrooms Hospital rooms Switch cabinets 	Refrigeration technology services <ul style="list-style-type: none"> Leased refrigeration Mobile refrigeration Contract refrigeration Cleaning Maintenance 	Home ventilation Insulation & Isolation Cold protection	IFH/Intherm Nuremberg Apr. 23-26, 2024
May 05/2024 PD: May 15, 2024 AD: Apr. 17, 2024 ED: Mar. 27, 2024	Air-conditioning technology <ul style="list-style-type: none"> Central air-conditioning equipment and systems Single and multi-split systems VRF systems Industrial refrigeration <ul style="list-style-type: none"> Industry halls Trade fair halls Event halls 	Air handling systems and components <ul style="list-style-type: none"> Smoke extractors Filter technology Humidification / dehumidification Air outlets Air curtains Fans 	Heat recovery <ul style="list-style-type: none"> Compressors Condenser Pressure regulator Valves Heat exchanger 	Cold from renewable energies <ul style="list-style-type: none"> Solar cooling and air-conditioning District cooling 	Intersolar Europe Nuremberg Jun. 19- 21, 2024 FeuerTrutz Nuremberg Jun. 26- 27, 2024
June/July 06-07/2024 PD: Jul. 10, 2024 AD: Jun. 14, 2024 ED: May 27, 2024	Chillers <ul style="list-style-type: none"> Water-cooled Air-cooled with internal recooling system Air-cooled with external recooling system and separate condensers With heat pump function Humidification / dehumidification Air outlets 	Heat pumps <ul style="list-style-type: none"> Air/air Air/water Soil/air Brine/water Water/water 	Components <ul style="list-style-type: none"> Compressors Pipes Clamps Valves Fans Air coolers and heaters 	Cold storage Cooling towers Recooling technology	
August/ September 08-09/2024 PD: Sept. 04, 2024 AD: Aug. 8, 2024 ED: Jul. 22, 2024	Chillventa: Preview Refrigeration technology applications Industrial refrigeration Commercial refrigeration	Precision Air Conditioning <ul style="list-style-type: none"> Server rooms Cleanrooms Hospital rooms Switch cabinets 	Refrigeration technology services <ul style="list-style-type: none"> Leased refrigeration Mobile refrigeration Contract refrigeration Cleaning Maintenance 	Transport refrigeration Vehicle air-conditioning	IAA Nutzfahrzeuge Hanover Sept. 17- 22, 2024
October 10/2024 PD: Oct. 1, 2024 AD: Sept. 5, 2024 ED: Aug. 19, 2024	Chillventa: Trade fair issue Refrigeration machines Cooling agents Heat pumps Application software	Air-conditioning technology <ul style="list-style-type: none"> VRF-Systems Climate cabinets Cooling ceilings Cooling sails Roof air conditioners 	Heat recovery <ul style="list-style-type: none"> Compressors Condenser Pressure regulator Valves Heat exchanger Fans Heat exchanger 	Pumps Pipes & connection technology	Chillventa Nuremberg Oct. 8- 10, 2024
November 11/2024 PD: Nov. 6, 2024 AD: Oct. 9, 2024 ED: Sept. 19, 2024	Commercial refrigeration <ul style="list-style-type: none"> Refrigeration units Air curtains Fans Condensing units Central air conditioning system Industrial refrigeration <ul style="list-style-type: none"> Industry halls Trade fair halls Event halls 	Air handling systems and components <ul style="list-style-type: none"> Filter technology Humidification / dehumidification Air outlets 	ICA technology <ul style="list-style-type: none"> Measurement/Control of refrigeration systems Control / regulation Sensors Smart Home Thermography Pressure switches 	Home ventilation Insulation & Isolation Cold protection	
December 12/2024 PD: Dec. 10, 2024 AD: Nov. 14, 2024 ED: Oct. 24, 2024	Chillventa: Highlights Air-conditioning technology <ul style="list-style-type: none"> VRF-Systems Climate cabinets Cooling ceilings Cooling sails Concrete core activation 	Ventilation / Smoke extractors <ul style="list-style-type: none"> Fire protection dampers Barrier devices Ventilation pipes Smoke protection pressure systems Smoke/heat extraction systems (NRA+MRA) 	Components <ul style="list-style-type: none"> Compressors Pipes Clamps Valves Fans Air coolers and heaters 	Cooling agents Cryotechnology Cooling towers Recooling technology	BAU Munich Jan. 13-17, 2025



Circulation monitoring:



Circulation analysis:

Copies per issue
on average for the period
July 1, 2022 - June 30, 2023

Print run: 3,080

Number of copies actually distributed: 2,904 including abroad: 268

Copies sold: 302 including abroad: 58
 – subscribed copies: 299 including member copies: 0
 – other sales: 3
 – single copy sales: 0

Free copies: 2,602

Residual, archive and specimen copies: 176

Geographical distribution analysis:

Economic area:	Percentage of copies actually distributed	
	%	copies
Germany	90.8	2,636
Abroad	9.2	268
Copies actually distributed	100.0	2,904

Breakdown of foreign circulation*	Percentage of copies actually distributed	
	%	copies
Austria/Switzerland	94.3	253
Other countries	5.7	15
Copies actually distributed abroad	100.0	268

*publisher's claim

The description of the survey method can be found on page 12



Industries/economic sectors

WZ 2008 Code	Recipient groups (according to classification of the economic sectors)	Percentage of copies actually distributed	
		%	Recipients
33.1, 33.2, 43.2	Installation, assembly and maintenance, specialist installation companies for cooling technology, ventilation and air-conditioning	17.1	495
35.3, 47.1, 47.2, 47.7, 52	Users of cooling and air-conditioning systems and equipment in commercial and industrial companies, including logistics and trade, as well as in public organizations (primarily major consumers of cooling and air-conditioning solutions)	8.3	242
71.12	Planning office – planning/development/consulting (independent planning and consulting engineers, engineering and planning offices for refrigeration, cooling, air-conditioning and ventilation systems)	18.1	524
27.5, 28.93, 28.99, 28.25	Manufacturers of systems, devices, components and other products for cooling, ventilation and air-conditioning technology	36.7	1,066
72, 85.42.1, 85.32	Institution for research, development or education	13.3	387
	Other sectors	6.5	190
Actual distribution		100.0	2,904

The description of the survey method can be found on page 12



Size of the economic unit / business premises (at the site)

	Percentage of copies actually distributed	
	%	Recipients
1 - 49 employees	56.1	1,630
50 - 199 employees	21.4	622
200 - 999 employees	11.3	327
1,000 employees or more	3.2	94
Employee number unknown	8.0	231
Actual distribution	100.0	2,904

Job characteristics: Position in the company

	Percentage of copies actually distributed	
	%	Recipients
Managing directors, directors, members of supervisory boards	44.3	1,287
Branch, plant, department, operations and section management	28.7	833
Specialists	22.3	647
Assistants, juniors, trainees, and private individuals	4.7	137
Actual distribution	100.0	2,904

Job characteristics: Area of responsibility

	Percentage of copies actually distributed	
	%	Recipients
Company management, technical management	53.4	1,550
Research, Design and development	10.9	318
Production, manufacturing	7.5	217
Product management, sales, purchasing	7.6	220
Organization	9.6	279
Other functions	11.0	320
Actual distribution	100.0	2,904

Summary of collection method

- Total number of recipients in the file:** 7,455
- Method:** Recipient structure analysis through file evaluation
Total collection in accordance with German Audit Bureau of Circulation (IVW) guidelines
- Basic total:**
Basic total (TAC) 2,904 = 100,0 %
Not included in the survey: 176 = 6,06 %
- Random sample:** Total collection
- Survey target person:** The personal recipients at the institution who are recorded in the file
- Survey period:** July 1, 2022 to June 30 2023
- Survey implementation:** Aug. 2, 2023

This survey was created and carried out and the report produced in accordance with the current version of the German Advertising Federation (ZAW) framework for analyses of advertising media.



Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity** used via comparison against your database

Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- **Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)
Database flat rate	€ 180.00		
Company address + 1 contact	from € 0.24	from € 0.22	from € 0.19
Minimum order value	€ 590.00 (including database/selection flat rate)		
Minimum quantity	70 % of delivered addresses (address matching)		

All rental prices per use, annual rent flat rate and depending on quantity
Price quotations plus VAT. The conditions according to the offer/order confirmation apply.



Alexander Zöller
+49 81 91/125-345
Adressvermietung@huethig-medien.de

Business Directory

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery	✓	✓
Company profile	✓	✓
Specific contact partners	✓	✓
Link to sales offices or branches	✓	✓
Additional informations as a link or file	✓	✓
Embedding company videos	✓	✓
Embedding whitepapers	✓	✓
Price/year	€ 440.–	€ 640.–

All prices in Euros without applicable value added tax.

The screenshot shows the 'Firmenverzeichnis' (Company Directory) page of the KI Kälte · Luft · Klimatechnik website. It features a search bar with 'Firmen' selected, a 'Suchen' button, and a 'Produkt' option. Below the search bar is a banner for 'SANHUA' with the tagline 'ideas worldwide' and an image of various HVAC components. The main content area displays the profile for 'Sanhua International Europe, S.L.', including contact information (José Celestino Mutis 4, ES-28703 S.S. Reyes, Madrid), social media icons for LinkedIn and YouTube, and a detailed description of the company's services in HVAC-R. The description mentions 30 years of experience and lists major clients like Panasonic, Daikin, Mitsubishi, Toshiba, Hitachi, Fujitsu, LG, Samsung, Carrier, Trane, York, Greer, Midea, and Haier. It also lists 'Anspruchspartner' (partner companies) and a sales manager, Marco Soccio, with contact details.

ki-portal.de

Website (URL): www.ki-portal.de

Profile in brief:

Extensive internet provision in B2B communication for specialists and management in refrigeration, ventilation and air conditioning technology. Daily news, product and company database, market overviews, background reports and job market.

Target group:

Users of refrigeration, air conditioning and ventilation technology in industry and commerce, design and engineering firms belonging to TGA, manufacturers of refrigeration and air conditioning systems, component manufacturers. Additionally: technical universities and colleges, technical colleges, institutes, training centers.

Publishing Company: Hüthig Medien GmbH

Editorial Contact:

Axel de Schmidt, Editor
Tel.: +49 2102 1485408, axel.deschmidt@huethig-medien.de

Contact – Online Advertising:

Sabine Wegmann, Head of Sales
Tel.: +49 6221 489-207, sabine.wegmann@huethig-medien.de
Klaus-Dieter Block, Director Sales
Tel.: +49 6221 489-301, klaus-dieter.block@huethig-medien.de
Harald Berg, Sales
Tel.: +49 89 82020340, harald.berg@t-online.de

Data delivery:

Sabine Greinus, Tel.: +49 6221 489-598, all-dispo@huethig-medien.de
File type: jpg, gif, png, HTML5, File size: max. 100 KB

External ad server used:

Google Ad Manager from Google

Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns.

Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared.

N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL.

Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).

Facts

Traffic

- 3,004 page Unique User/month¹
- 7,253 page impressions/month¹
- 6.445 Xing followers²












Content

- Specialist articles
- Product reports
- News
- Editorials

Channels

- Market
- Technology
- Standards

¹ Source: Google Analytics, as of 3/2023 ² Source: Xing, as of 08/2023

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per month
	Billboard	RoS below Header	Desktop Tablet	940x250	1,485.–
	Halfpage	RoS (sticky)	Desktop	300x600	935.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	860.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	1,290.–
	Skyscraper left	RoS	Desktop	160x600	750.–
	Leaderboard Premium	Post below teaser image	Desktop Tablet	728x90	935.–
	Leaderboard Basic	Post after 1st text block or end of post	Desktop Tablet	728x90	860.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	1,415.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	1,290.–
	Baseboard	RoS (sticky)	Desktop Tablet	960x90	650.–
	Partner-Site-Button	RoS	Desktop Mobile/Tablet	300x120	825.–

Whitepaper



Integration and promotion of your whitepaper on our web-portal

Components:

- Editorial service: quality pre-check by our content experts
- Creation of a landing page on our web-portal
- Weekly delivery of the download addresses within the runtime (8 weeks)

Marketing:

- Customised marketing campaign via pull and push mechanisms

CPL depending on target group starting from 150 Euros /

Minimum booking volume 4,500 Euros for 30 leads

In order to be able to deliver your target group according to your requirements we need the following information from you:

[Questionnaire Leadgeneration Whitepaper](#)

Webinar



Integration and promotion of your webinar on our web-portal

Components:

- Advice on finding topics from our content experts
- Technical organisation and implementation
- Moderation by our editorial team
- Creation of a landing page on our web-portal incl. registration option
- One-time delivery of the download addresses after the webinar has taken place

Marketing:

Customised marketing campaign via pull and push mechanisms

9,900.- EUR

Content Placement



The content placement will be published as a fully-fledged, labelled article on our web-portal in the topic category of your choice.

- Review by our content experts (quality pre-check)
- Placement of the article on our portal site in thematically appropriate sections
- Archiving on the web-portal: 1 year after publication
- Interim reporting after 2 months
- Final reporting after 1 year
- 200 views guaranteed

Marketing:

Customised marketing campaign via pull and push mechanisms

4,060.- EUR

Editorial Service

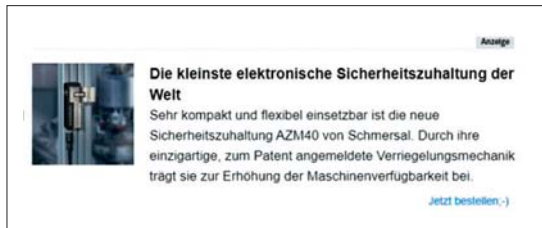


Do you have a topic that you would like to place on our web-portal but no one in-house to realise it for you?
No problem!

Our content experts will discuss the topic with you, create the content placement and edit it according to our internal style guide & target group criteria (editorial look & feel).

Price on request

Native Content Ad



This advertising banner on the website is similar in form and design to the image-text combination of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the positions of Medium Rectangle, Leaderboard Premium and Leaderboard Basic
- Leaderboard format: Image (1200 x 800 pixels), headline (approx. 45 characters), body text (approx. 100 characters), call-to-action (approx. 20 characters)
The „character limits“ can vary depending on the advertising space
- File format (image): png, jpg, gif (also animated)
- File size (image): 200 KB
- End devices: desktop, tablet, mobile

860.- EUR / week

Native Video Ad



This video advertising banner on the website is similar in form and design to the video-text combinations of our own editorial contributions on the website and is therefore less noticeable as advertising.

- Placement is possible on the Leaderboard Premium position
- Format: video (940 x 250 pixels); headline (approx. 55 characters), no body text, Call-to-action (approx. 20 characters)
- Video length: max. 59 sec.
- File format: mp4
Only physical videos are possible, no third-party links etc.
- File size: max. 29 MB
- End devices: desktop, tablet, mobile

860.- EUR / week

Contact

GTC

Our general Terms and Conditions are
viewable here: www.huethig-medien.de/agb

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