

# MediaKit

Online 2024

**Instandhaltung**

A photograph of a male worker wearing a white hard hat and a dark shirt, focused on working on a piece of industrial machinery. The background is a blurred industrial setting with pipes and valves. The image is overlaid with a red background on the left and bottom, and a yellow square on the right. The text 'MediaKit Online 2024' and 'Instandhaltung' is overlaid on the white background on the left. The 'm:connect' logo is in the bottom right corner.

**m:connect**

**Web address:** [www.instandhaltung.de](http://www.instandhaltung.de)

**Brief description:**

www.instandhaltung.de provides relevant and exclusive information concerning the management, servicing, inspection and maintenance of machines, plant and industrial installations in all sectors. Adopting a practical focus, it showcases technical procedures, equipment and tools for the implementation of Industry 4.0 infrastructure and provides news from the sector. Its reports on the latest trends in digitalization and maintenance processes make www.instandhaltung.de an indispensable and up-to-date guide for manufacturers and operators. It is geared towards the manufacturers and operators of industrial equipment and industrial service providers.

**Target audience:**

Maintenance staff, operations managers, maintenance and service managers, CTOs and IT, sales and production managers

**Advertising material supplied via DCM (Google Campaign Manager):**  
Please supply URL of creative agency relaying material here.

**Delivery of data:** 6 working days before campaign starts, by email to [dispo@mi-connect.de](mailto:dispo@mi-connect.de)











**Note for supply of mobile advertising materials:**  
With every booking, please supply a Medium Rectangle 300x250.

**Usage data:** 13,662 Unique User/Monat<sup>1</sup>  
26,570 Page Impressions/Monat<sup>1</sup>  
11,173 Newsletter-Abonennten<sup>2</sup>  
LinkedIn: 1,994<sup>3</sup>  
Xing: 1,438<sup>3</sup>

<sup>1</sup> Source: Google Analytics, 1/2023, <sup>2</sup> Source: Emarsys, 6/2023, <sup>3</sup> as of 10/2023

**Cancellation charges:**  
35% of the ad price if four weeks before publication date or later

Book the whole program with us – please talk to us about a deal.

	Advertising material	Placement	Device	Format (in pixels)	Price / CPM
	Billboard	RoS below Header	Desktop, tablet	940x250	€ 210.00
	Halfpage	RoS (sticky)	Desktop	300x600	€ 230.00
	Skyscraper right	RoS (sticky)	Desktop	160x600	€ 154.00
	Wallpaper	RoS	Desktop	728x90 + 160x600	€ 260.00
	Skyscraper left Premium	RoS	Desktop	160x600	€ 99.00
	Skyscraper left Basic	RoS	Desktop	160x600	€ 85.00
	Leaderboard Premium	Post below teaser image	Desktop, tablet	728x90	€ 195.00
	Leaderboard Basic	Post after 1st text block or end of post	Desktop, tablet	728x90	€ 135.00
	Medium Rectangle	RoS	Desktop mobile/tablet	300x250	€ 110.00
	Baseboard ad	RoS (sticky)	Desktop, tablet	960x90	€ 110.00

## 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

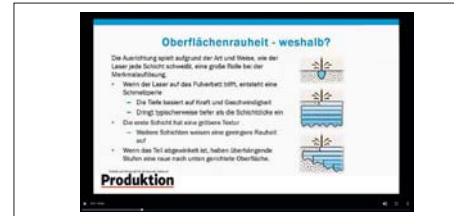
CPL depending on target group starting from 150 Euros /

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 web-portal 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 or 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

**CMP € 190**

## 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

**CMP € 190**

# Instandhaltung

verlag moderne industrie GmbH / mi connect, Justus-von-Liebig-Str. 1, 86899 Landsberg, Telefon (0 81 91) 125-370

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Newsletter  
portrait + prices

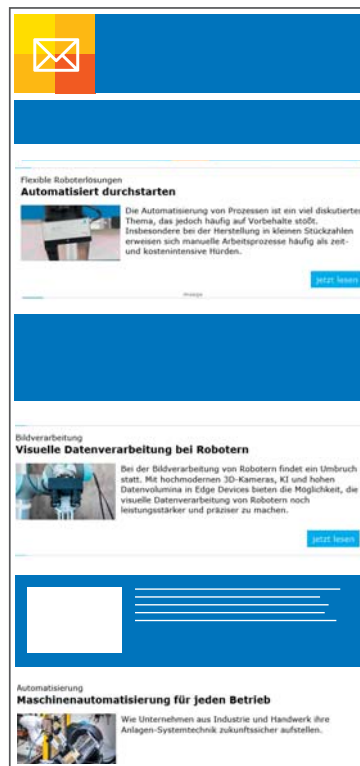
Newsletter:	Instandhaltung
Brief description:	Clear and logically segmented overviews provide visitors with brief and concise information all things maintenance-related. The topics addressed include product and service news, user reports, sector news, events and exclusive articles from the maintenance sector.
Target audience:	Maintenance staff, operations managers, maintenance and service managers, CTOs and IT, sales and production managers.
Publication frequency:	Monday and Thursday
Distribution:	11,173 subscribers

\* Note: Animated gifs may not be displayed correctly in all e-mail services.  
Think about whether it is absolutely necessary for your gif to be animated.

All prices in Euros without applicable value added tax.

File size: max. 50 KB

All newsletters are **mobile optimized**  
for use on a smartphone or tablet.



## Header Ad

Format:	650 x 90 pixels
Price/issue:	€ 744.–
File type:	jpg, png, gif*

## Content Ad

Format:	650 x 150 pixels
Price/issue:	€ 708.–
File type:	jpg, png, gif*

## Text Ad (Image + text)

Image:	620 x 349 pixels
Kicker:	max. 30 characters
Headline:	max. 55 characters
Body text:	max. 330 characters
Price/issue:	€ 780.–
File type:	jpg, png, gif*

## Standalone Newsletter!

As well as our regular newsletters, you can also opt for a standalone newsletter to get your message out to our audience. Design a newsletter containing exclusively your content. This guarantees that you can address potential customers in your specific target groups and create distraction-free advertising. The newsletter is then sent in our site's name to around 12,300 subscribers, made of up 100% your content.

- Option 1 – based on our building-block template
- Option 2 – based on your customer HTML

Prices include newsletter creation and one round of amendments

Price: € 6,490.00

## New: Engage Plus

Send a second standalone newsletter with extra information to the people who opened your first one and thus secure maximum interest within your target group.

Price on request



The image shows a sample newsletter layout. At the top left is the 'Infoletter' logo, which consists of a red square with a white envelope icon and the word 'Infoletter' in white text. To its right is the 'Instandhaltung' logo in a large, bold, black font. Below the logos is a horizontal line. The main title of the newsletter is 'Professionell Crimpen mit Phoenix Contact' in a bold, black font. Below the title is a large photograph of the Crimpfox Centrus crimping tool, which has black handles and a blue body, surrounded by several crimping sleeves. Below the photograph, the text reads: 'EINFACH - SICHER - LANGLEBIG' followed by 'CRIMPFOX CENTRUS' in bold. Underneath that, it says: 'Mit der Crimpfox Centrus von Phoenix Contact wird das Crimpen von Aderendhülsen so sicher und komfortabel wie noch nie.' At the bottom left, there is a section titled 'EINFACH' followed by a paragraph: 'Durch das ergonomische Design und die optimierte Mechanik wird das Verkrimpen von Aderendhülsen mit der Crimpfox Centrus zum Kinderspiel. Durch den geringen Öffnungswinkel liegt die Crimpzange perfekt in der Hand und erleichtert Ihnen dank der optimalen'. To the right of this text is a small inset image showing a close-up of the crimping tool's jaws.

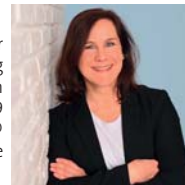
Beispiel eines Standalone-Newsletters im Kundenlayout

# Contact

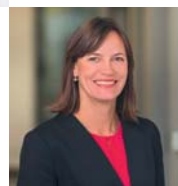
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