

INTERNATIONAL
ALUMINIUM
JOURNAL






International Journal for
Industry, Research and
Application

MEDIA DATA 2024



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At a Glance



PRINT → INTERNATIONAL ALUMINIUM JOURNAL

INTERNATIONAL ALUMINIUM JOURNAL reports on the global aluminium industry in its 100th year. All stages of the value chain, from the production of aluminium to processing and application in a wide range of industries, are covered. INTERNATIONAL ALUMINIUM JOURNAL provides decision-makers with comprehensive information.



ONLINE → aluminium-journal.com

The website and newsletter bring the latest industry, technical, product and application news from the world of aluminium to the target group.



PRINT RUN

Ø 10,200

Combined, overlap-free circulation of INTERNATIONAL ALUMINIUM JOURNAL und Aluminium Praxis

PAGE IMPRESSIONS

Ø 19,900

Source Google Analytics, monthly average 07/2022-06/2023

NEWSLETTER RECIPIENTS

~ 2,000

per dispatch (as of July 2023)

Topics 2024

Issue	Advertising - deadline	Day of publication	Topic	INTERNATIONAL ALUMINIUM JOURNAL regularly reports on	Shows
1-2	16/01/2024	06/02/2024	Smelting and Casting	REGULAR TOPICS: <ul style="list-style-type: none"> ▶ Smelting and Melting ▶ Rolling and Sheet Metal Working ▶ Extrusion and Profile Technology ▶ Casting ▶ Furnace Technology ▶ Processing: Surface Technology ▶ Joining and Cutting Technology 	20/02.-23/02/24 Metav 03/03.-07/03/24 TMS'24
3	13/02/2024	05/03/2024	Rolling and Sheet Metal Working		19/03.-22/03/24 Fensterbau Frontale
4	08/03/2024	02/04/2024	Extrusion and Profile Technology		15/04.-19/04/24 wire&Tube 22/04.-26/04/24HMI 30/04.-02/05/24 ET'24
5	17/04/2024	10/05/2024	Processing and Applications		
6	13/05/2024	04/06/2024	Energy and Ressource Efficiency Special: ALUMINIUM CHINA		19/06.-21/06/24 Intersolar 03/07.-05/07/24 ALUMINIUM CHINA
7-8	05/07/2024	30/07/2024	Primary and Secondary Aluminium Industry Special: 100 years INTERNATIONAL ALUMINIUM JOURNAL		

Topics 2024

Issue	Advertising - deadline	Day of publication	Topic	INTERNATIONAL ALUMINIUM JOURNAL regularly reports on	Shows
9	12/08/2024	03/09/2024	Processing and Applications Preview: ALUMINIUM 2024	REGULAR TOPICS: ▶ Green Technology ▶ Measuring and Testing Technology ▶ Research ▶ Application ▶ Further topics: Intralogistics Manufacturing and Automation Technology Software	10/09.-14/09/24 AMB, 17/09.-22/09/24 IAA Transportation 24/09.-26/09/24 Fachpack
10	04/09/2024	27/09/2024	ALUMINIUM 2024 Show Edition		08/10.-10/10/24 ALUMINIUM 2024 22/10.-25/10/24 EuroBLECH
Official trade fair newspaper	04/09/2024	print: 08-10/10/24 at the fair digital: upfront through RX and aluminium-journal	Official shownewspaper of ALUMINIUM 2024		
11	10/10/2024	01/11/2024	Rolling and Sheet Metal Working		19/11.-22/11/24 Formnext November 24 ARABAL
12	12/11/2024	03/12/2024	Extrusion and Profile Technology Green Technology		

Target Groups

Primary and secondary aluminium industry



Decision-makers in the smelters and smelting plants.

Aluminium semi-finished products industry



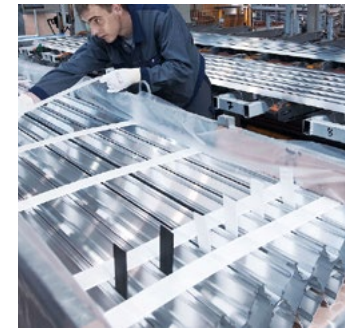
Companies and managers from the extrusion plants, rolling mills, foundries and forming technology sectors.

Equipment and technology partners



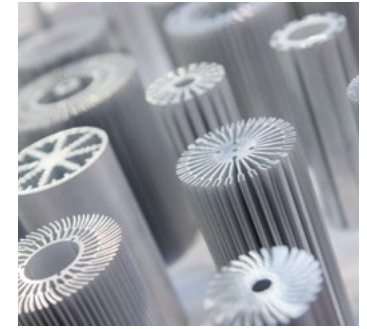
Suppliers to the aluminium industry and solution providers in the field of energy and resource efficiency.

Trade



Global companies trading in aluminium and semi-finished aluminium products.

Aluminium processing industry



Automotive: Aircraft and vehicle construction, rail vehicles, shipping; mechanical and plant engineering, metal construction, tool making, solar technology, electrical engineering and much more



Print

Print



Planned circulation per issue in 2024*
Publication frequency: 10 times a year
100th volume 2024

PRINT RUN

Ø 10,200

ACTUAL DISTRIBUTED
CIRCULATION

10,150

Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months
(insertion year)

Frequency scale

3 times 5 %

6 times 10 %

9 times 15 %

Supplements and technical costs
are not discountable.

For more extensive contracts,
conditions on request.

COMBINATIONS

Larger contracts and multi-year contracts on request. Advertise additionally in other publications from our company. You will achieve high market penetration and can count on discounts.

*The planned print run is the result of combining the readerships of INTERNATIONAL ALUMINIUM JOURNAL (average circulation 4018 copies according to IVW) and Aluminium Praxis (average circulation 8077 copies according to IVW). INTERNATIONAL ALUMINIUM JOURNAL will continue to be audited by the IVW and will again report audited data in the 2025 media data.

Circulation and Recipient Groups












INTERNATIONAL
ALUMINIUM
JOURNAL

Aluminium
P r a x i s Zeitung für
Herstellung & Anwendung

INTERNATIONAL
ALUMINIUM
JOURNAL

Distributed circulation per issue	3,989	8,104	10,150
	avg. according to IVW 3/22 - 2/23	avg. according IVW 3/22 - 2/23	
Geographical distribution			
D-A-CH	37%	97%	73%
America	25%		10%
Europe (excluding D-A-CH)	18%	3%	8%
Asia	18%		8%
Africa, Australia/New Zealand	2%		1%
Recipient groups			
Aluminium processing industry	26%	59%	50%
Aluminium production primary/secondary and semi-finished product manufacturing	46%	15%	25%
Mechanical and plant engineering	13%	15%	15%
Foundries	6%	5%	5%
Aluminium - trade	3%	3%	3%
Institutes of higher education / universities / others	6%	3%	2%

Advertisements

<p>1/1 page</p>  <p>Bleed: 210 × 297 mm 3 mm bleed overleaf</p> <p>€ 4,850</p>	<p>Junior page</p>  <p>Bleed: 132 × 187 mm Type area: 115 × 165 mm</p> <p>€ 2,850</p>	<p>1/2 page landscape</p>  <p>Bleed: 210 × 148 mm Type area: 175 × 121 mm</p> <p>€ 2,490</p>	<p>1/2 page portrait</p>  <p>Bleed: 100 × 297 mm Type area: 85 × 248 mm</p> <p>€ 2,490</p>	<p>1/3 page landscape</p>  <p>Bleed: 210 × 102 mm Type area: 175 × 79 mm</p> <p>€ 1,950</p>	<p>1/3 page portrait</p>  <p>Bleed: 68 × 297 mm Type area: 55 × 248 mm</p> <p>€ 1,950</p>
<p>1/4 page landscape</p>  <p>Bleed: 210 × 79 mm Type area: 175 × 58 mm</p> <p>€ 1,350</p>	<p>1/4 page portrait</p>  <p>Bleed: 52 × 297 mm Type area: 40 × 248</p> <p>€ 1,350</p>	<p>1/4 page 2-column</p>  <p>Bleed: 100 × 148 mm Type area: 85 × 121 mm</p> <p>€ 1,350</p>	<p>1/8 page landscape</p>  <p>Bleed: 210 × 45 mm Type area: 175 × 26 mm</p> <p>€ 850</p>	<p>1/8 page 2-column</p>  <p>Bleed: 100 × 79 mm Type area: 85 × 58 mm</p> <p>€ 850</p>	

Bleed plus 3 mm bleed overleaf

Special Formats

Bound inserts



Scope: 2-8 pages

Weight: 130 - 170 g/m²

Format: 216 x 303 mm untrimmed

Submission of a sample required.

Special formats on request. A sample must be submitted when placing the order. Delivery in untrimmed format: 216 mm width x 303 mm height (perfect binding) multipage bound inserts folded.

from € 3,380

Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to 50g, Single sheets DIN A6 min. 150 g/m², Single sheets larger than DIN A6 min. 115 g/m²

Prices for heavier inserts and split runs on request and with possible postage charges. Submission of a sample required.

Supplements Price per thousand

- ▶ up to 25g **€ 314**
- ▶ up to 30g **€ 343**
- ▶ up to 35g **€ 370**

Price per thousand

- up to 40 g **€ 400**
- up to 45 g **€ 420**
- up to 50 g **€ 460**

Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Only in conjunction with an advertisement or bound insert, plus adhesive costs and additional distribution costs. Partial circulation on request. Submission of a binding sample required.

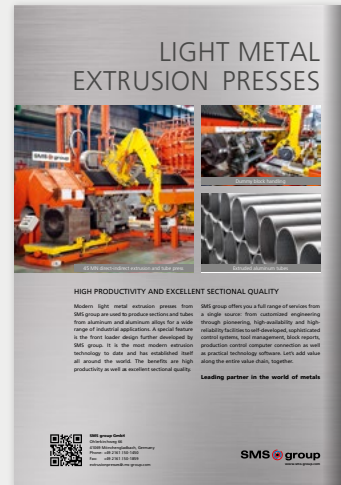
The delivery quantity for supplements, bound inserts and postcards etc. is 8,500 copies. The publisher reserves the right to increase the print run on special occasions.

Postcards in conjunction with advertisement or bound insert

- ▶ Insert fee in DIN A6 format up to 5g weight **from € 850**
- ▶ plus gluing costs per thousand **on request**
- ▶ plus additional distribution costs **on request**

Special Pages

Cover pages



More attention due to exclusive placement on the cover and high-quality paper.

Reserve your premium placement in good time!

Cover pages:

210 x 297 mm, plus 3 mm bleed all around

Inside front cover, 4c: € 5,290

Inside back cover, 4c: € 4,950

Back cover, 4c: € 5,290

Title page, 4c on request

Typesetting and litho costs

Any technical costs incurred, such as typesetting and correction work, will be charged at cost price and are not discountable.

PLACEMENTS

Ads across the gutter 10% surcharge from b/w GP

Ads in the bleed 10% surcharge from b/w GP

Native Advertising: Print Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content**: this is placed **directly in the editorial environment with the** look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose** to supply the text yourself or have it professionally produced or revised by our specialist editorial team.

Thinking across channels:
book a cross-media campaign with
online and print advertorial!

*Additional ad formats available; prices on request.

Advertorial basic



Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 4,850

Advertorial premium



Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 6,550

Corporate Publishing

Content with added value – tailored to your needs and goals



We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with your customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

Supplier Directory: Present your company on 2 successful channels in your industry

Present your company permanently as a competent partner in a credible environment with a high level of attention: Your business entry in our print magazine is supplemented by a bilingual online entry in our supplier directory on our website. You decide how extensive you want your company profile to be – is the basic entry enough or will it be the premium version with additional space for multimedia content and links?

Your advantage

- ✓ Presentation of your company in an industry-relevant, reputable environment
- ✓ Cross-media combination of print trade magazine and online on our homepage
- ✓ Your online entry will be found reliably in search engines - in two languages (DE & EN)

Lieferverzeichnis Basis



- ▶ **1 main entry in 10 print editions** in one category (each additional category: €490 p.a.)
- ▶ Entry in the bilingual online supplier directory with link to a landing page
- ▶ Including logo & contact details
- ▶ A text block with up to **1,000 characters and a link**
- ▶ Adjustments during the year are charged at cost

€ 1,790

Runtime 1 year

Plus one-time creation expense of € 90

Lieferverzeichnis Premium



- ▶ **1 main entry in 10 print editions** in one category (each additional category: €490 p.a.)
- ▶ Entry in the bilingual online supplier directory with link to a landing page
- ▶ Including logo & contact details
- ▶ Up to three text blocks, each with up to **1,000 characters and up to 5 links**
- ▶ Additional multimedia content: Picture gallery with up to **10 images** and embedding of a video
- ▶ Adjustments during the year are charged at cost

€ 1,990

Runtime 1 year

Plus one-time creation expense of € 190

Technical Specifications and Delivery

DELIVERING YOUR ADVERTISING DATA

Email: anzeigendaten-ajo@schluetersche.de.

For queries, phone +49 (0)511 8550-2522.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

DELIVERING YOUR PRINT ADVERTORIAL

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to cm-augsburg@schluetersche.de.

1/2 page print advertorial:

1-2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 1,500 characters of text plus headline (Word file)

1/1 page print advertorial:

2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 2,500 characters of text plus headline and introductory text (Word file)

2/1 page print advertorial:

3-5 images (JPG or PNG in print quality incl. copyright/image credits), approx. 6,000 characters of text plus headline and introductory text (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

For details on text distribution and image formats, please refer to our layout templates:

<https://svg.to/print-advertorials>

DELIVERY ADDRESS FOR AD SPECIALS

GCC Grafisches Centrum Cuno GmbH & Co. KG
Gewerbering West 27, 39240 Calbe
Delivery note: Aluminium Journal, Issue ...
Prepaid delivery to the printing house.
Delivery at least 10 days before publication.

Technical Specifications and Delivery

JOURNAL FORMAT

210 mm wide x 297 mm high, DIN A4 untrimmed: 216 mm wide x 303 mm high

Type area

175 mm wide x 248 mm high

4 columns = column width 40 mm

PRINTING AND BINDING METHODS, PRINTING DOCUMENTS

Offset printing; perfect binding. Delivery of digital print documents required (see information “Delivering your advertising data”). The cost price will be charged for submissions that are not true to size and for the production of colour advertisements.

DATA FORMATS

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi. Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

COLOURS

Printing inks (CMYK) according to ISO 12647-2. Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package “ECI_Offset_2009” free of charge at www.eci.org).

PROOF

Colour binding proof according to “Medienstandard Druck” (Print Media Standard) (bvdn). Digitally produced proofs must contain the FOGRA media wedge (available for a fee at fogra.org) to check the colour accuracy. Proofs must have an official print control strip. Please enquire about output profiles and paper classes for reference proofs.

FARBZUSCHLÄGE JE SKALENFARBE

1/1 page.....	€ 390	1/4 page	€ 125
1/2 page	€ 240	1/8 page	€ 90
1/3 page	€ 230		

DATA ARCHIVING

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

WARRANTY

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

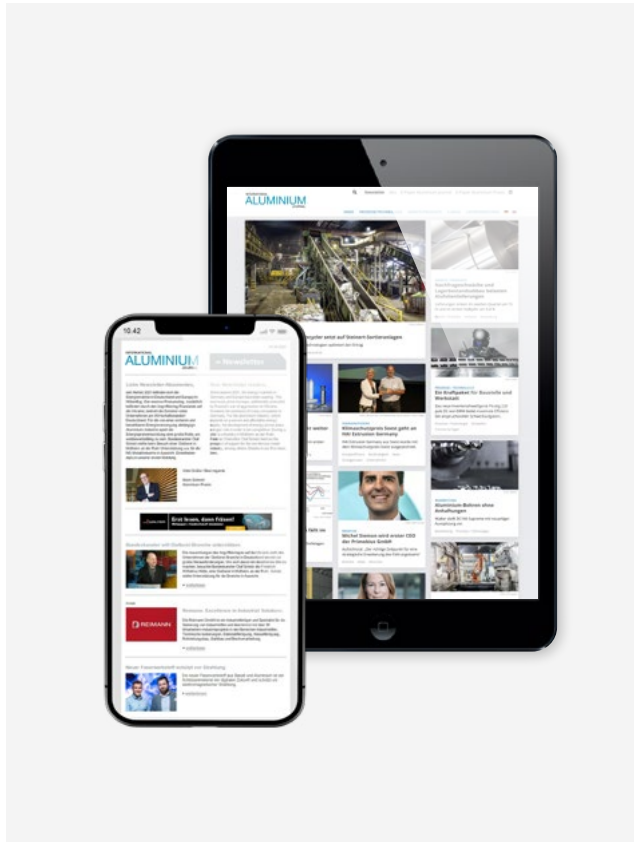
CONTACT

Service tel. +49 (0)511 8550-2522



Digital

Digital



PAGE IMPRESSIONS

Ø 19,900

Source Google Analytics,
monthly average 07/2022-06/2023

TOTAL USERS

Ø 16,200

Source Google Analytics,
monthly average 07/2022-06/2023

VISITS

Ø 17,400

Source Google Analytics,
monthly average 07/2022-06/2023

NEWSLETTER RECIPIENTS

~ 2,000

per dispatch (as of July 2023)

Full-size Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.

Format: 468 x 60 px

Premium

DE: € 250
EN: € 350
Combi: € 490
per mailing

DE: € 390
EN: € 490
Combi: € 750

Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.

Format: 300 x 250 px

DE: € 290
EN: € 390
Combi: € 590
per mailing

Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.

Format: 600 x 120 px

DE: € 350
EN: € 450
Combi: € 650
per mailing

Text Ads



Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

DE: € 350
EN: € 450
Combi: € 650
per mailing

Standalone Newsletter



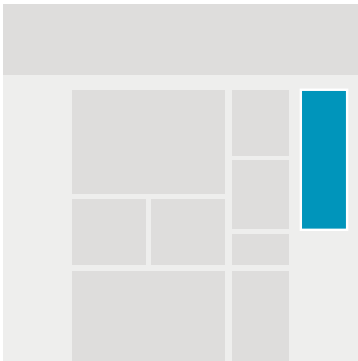
The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer. Incl. one correction loop.

DE: € 990
EN: € 1,290
Combi: € 1,990
per mailing

Banners



Skyscraper



Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

Sizes

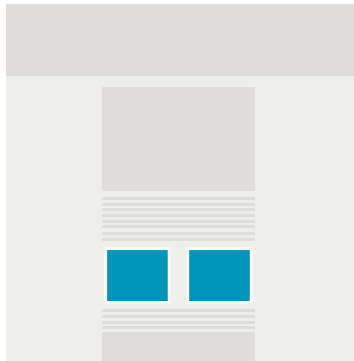
Standard: 120 x 600 px

€ 790 per month

Wide: 160 x 600 px

€ 850 per month

Medium Rectangle



Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Sizes

300 x 250 px

€ 990

per month

Native Teaser



Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes

Image format 16:9 (1,075 x 605 px)

Overline max. 30 characters

Title line max. 55 characters

Teaser text max. 156 characters

€ 1,090

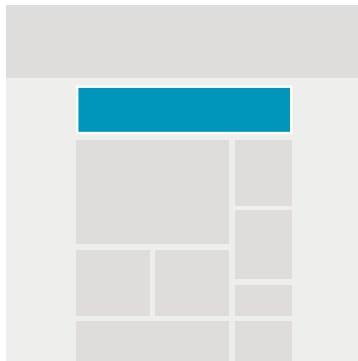
per month

Note for all banners: in rotation with max. 5 advertisements

Banners



Billboard



Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Size

1,075 x 250 px
(alternatively 970 x 250 px)

€ 1,650
per month

Wallpaper



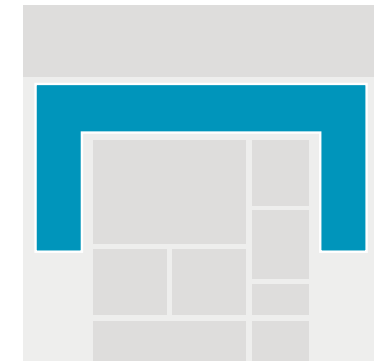
Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Size

728 x 90 px
120 x 600 px oder 160 x 600 px

€ 1,690
per month

Fireplace ad



Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Size

1,125 x 270 px or 1,125 x 90 px
120 x 600 px or 160 x 600 px

€ 1,690
per month

Note for all banners: in rotation with max. 5 advertisements

Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our "**Top 100 AGOF**" marketing network, we will also display **your banner there**.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.



Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

Social Media LinkedIn

Accurate and contemporary: Present yourself on one of the most up-to-date and valuable information platforms for your target group.

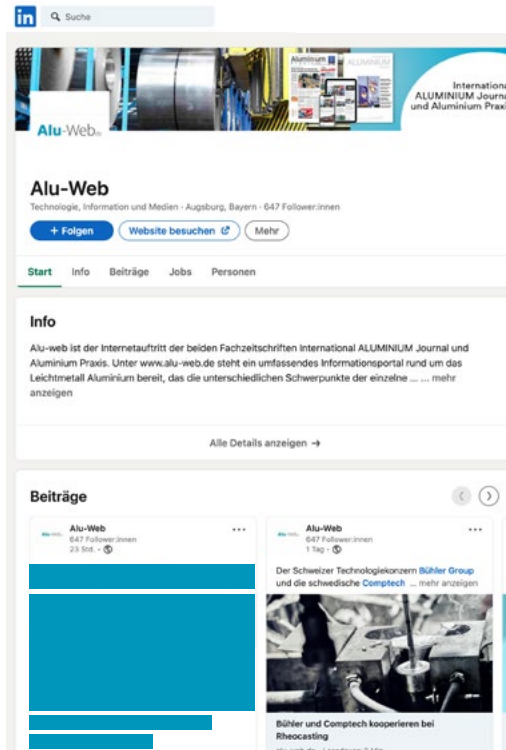
How it works

We publish your post as a sponsored article on our LinkedIn channel. Our followers then see your post in their timeline and you reach the target group that is relevant to you.

In addition, we increase your reach and target your post as an ad to other LinkedIn users.

Your advantages

Your LinkedIn ad remains as a post in the timeline and can be found in the **long term**.
We forecast reach between **500 and 1,000 impressions**



Specifications

You deliver:

- 1 - 3 images** (optimal image resolution 1200 x 627px)
- Post text up to 1,300 characters (incl. hashtags)
- 3 - 4 hashtags**

Optional: desired links for image and text (persons/companies)

Key Facts

- ✓ Our brand publishes your post
- ✓ Additional reach boost

€ 490

Price per post

Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look and feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard** of our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach** for your content. You can supply the content yourself or have it **professionally created by our editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:
book a cross-media campaign with
online and print advertorial!

Advertorial Basis



Microsite & native teaser in text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertisements. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
 - ▶ You provide us with the image material
 - ▶ 1 correction loop incl.
 - ▶ Labelled as an advertisement
 - ▶ Reach boost incl.
 - ▶ Extension at a discount rate available upon consultation
- € 1,350**
Runtime 1 month
- 1 text-image advertisement in the newsletter during the runtime

Advertorial Premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertisements. Displayed on mobile devices.

SPECIFICATION

- ▶ Ihre Texte werden zielgruppenrelevant, fach-journalistisch und inhaltlich optimiert bzw. neu erstellt
 - ▶ Bildmaterial liefern Sie uns an
 - ▶ 1 Korrekturschleife inkl.
 - ▶ Anzeigenkennzeichnung
 - ▶ Reichweiten-Boost inkl.
 - ▶ Verlängerung nach Absprache zum Sonderpreis möglich
- € 3,090**
Runtime 1 month
- 1 Text-Bild-Anzeige im Newsletter innerhalb der Laufzeit

Native Advertising: Sponsored Article

Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is an **informational text created by our editorial team** that is clearly geared towards the **needs of your target group**. The informative article is designed so that you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert**.

Your benefit

You will receive a **fully-fledged article created by our editorial team**, including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-oriented and search engine-optimised **rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: you pay a pre-determined price for each user of your article.

Sponsored Article



We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. **native teaser** in the text/image standard of the website.
Displayed on mobile devices.

SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

- ▶ **Marked as a sponsored article**
- ▶ **Reach package incl.:**
We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google, etc.
- ▶ **Unlimited runtime;**
Active promotion for approx. 4 months
- ▶ **Reporting with the most important key indicators at the end of the campaign**

from 30 € per user (mimum purchase: 100 pcs.;
individually agreed upper limit possible)

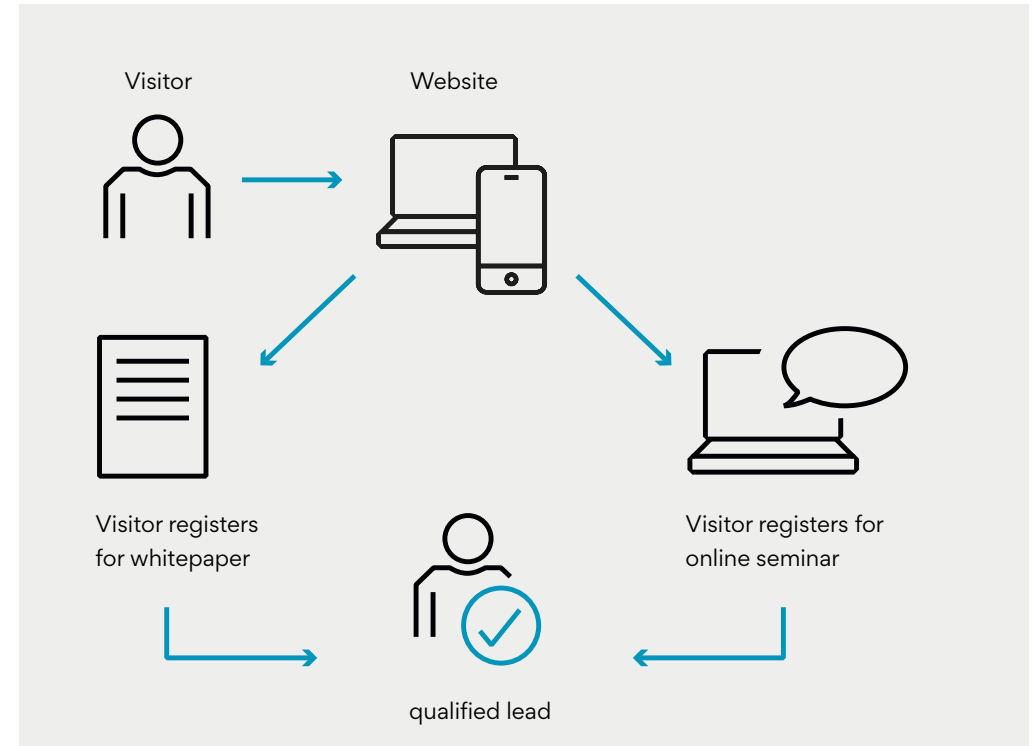
Lead Generation

Generate **direct contacts** who have a concrete **interest** in your **topic or product** on our channels.

Your benefit

We know what **really moves your target group**: We identify the appropriate **lead magnets (whitepaper or online seminar)**. You can supply the content yourself or have it created by our editorial team.

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.
- ✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.



Lead Generation



We offer three types of **lead generation**, individually adapted to **your needs**.

Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

We are happy to prepare a lead forecast for you.

Lead generation with supplied finished content

- ▶ You supply a complete whitepaper or a recording of an online seminar.
- ▶ We make the content available for download on our website and mark it as an advertisement.
- ▶ We promote your content through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 3,290 plus Cpl*
Runtime 4 months

Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your chosen target group.
- ▶ We design the whitepaper in the look & feel of our media brand without advertising messages.
- ▶ We make the whitepaper available for download on our website.
- ▶ We promote the whitepaper through our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 5,490 plus Cpl*
Runtime 4 months

Online seminar creation with lead generation

- ▶ We create an online seminar on a topic that appeals to your chosen target group.
- ▶ We design the online seminar in the look & feel of our media brand without advertising messages.
- ▶ We make the online seminar available for download on our website.
- ▶ We promote the live date & recording via our channels and generate leads for you.
- ▶ We provide you with the leads.

from € 7,090 plus Cpl*
Runtime 4 months

*Cost per lead, individually agreed

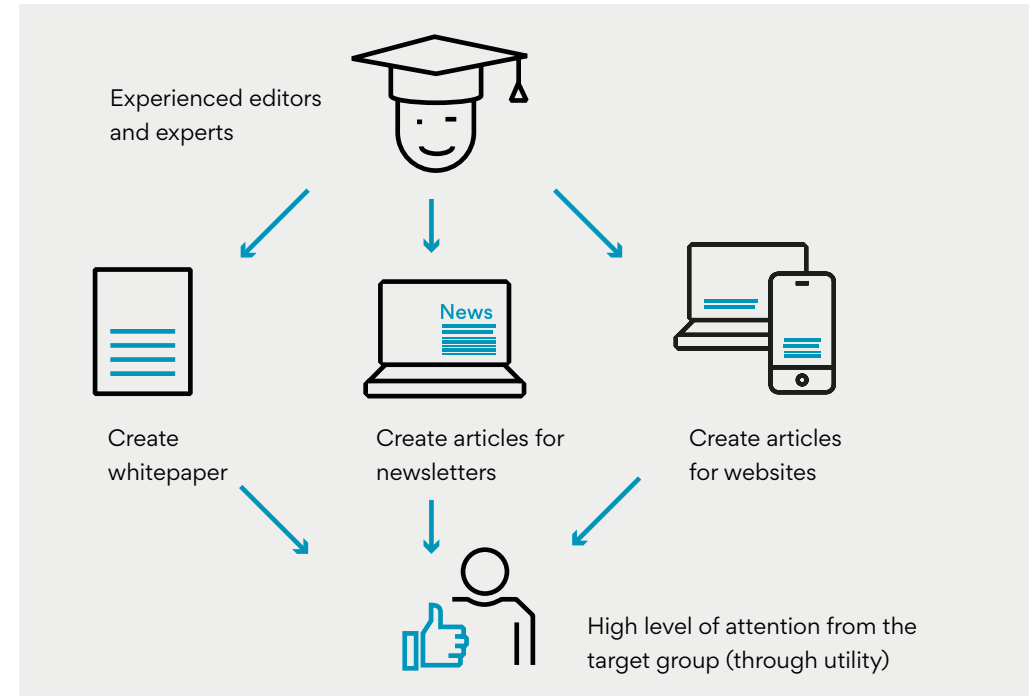
Content Creation

Reach your target groups with value content

Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all the agency work** for you and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

- ✓ **Whitepaper**
- ✓ **Newsletter article**
- ✓ **Article for websites**



Price on request

Technical Specifications

DELIVERING YOUR WEBSITE BANNER DATA

Please send the banner as a PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to anzeigendaten-ajo@schluetersche.de

For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-ajo@schluetersche.de

DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-ajo@schluetersche.de.
Animated GIFs are also possible, however, they may not play correctly on all devices.

DELIVERING YOUR ONLINE-ADVERTORIALS

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to anzeigendaten-ajo@schluetersche.de:

- ▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium
- ▶ Text as a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)
- ▶ Links to external sites or articles, YouTube videos or download material as required

DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to anzeigendaten-ajo@schluetersche.de:

- ▶ Subject line & headline: “Customer-Name: Headline” (total max. 68 characters incl. spaces)
- ▶ Customer logo (min. 180 px wide) + link to customer website
- ▶ Header image (600 x 250 px, JPG, PNG or GIF)
- u Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)
- or**
- u Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- ▶ Company contact details

Technical Specifications

DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to anzeigendaten-ajo@schluetersche.de:

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)
- ▶ Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to anzeigendaten-ajo@schluetersche.de:

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):
970 x 250 px, 728 x 90 px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px
(the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)
- ▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

TERMS OF PAYMENT

Account details:

8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.
VAT ID no. DE 115 051 385

Bank details:

Commerzbank Hannover
IBAN-Nr.: DE21 2504 0066 0331 8961 00
BIC: BIC COBADEFFXXX

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Discover the Schlütersche
media group portfolio.



Portfolio



Strong brands under one roof

Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 Impressions¹
6,100..... Newsletter recipients²
70,402 Readers³

2 Homepages
2 Newsletters
5 Magazines

Kleintierpraxis
News 4 Vets
Tierisch dabei

Deutsches Tierärzteblatt
Der praktische Tierarzt

www.vetline.de
tfa-wissen.de

Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 Impressions¹
8,500..... Newsletter recipients²
110,860 Readers³

1 Homepages
4 Newsletters
4 Magazines

Asphalt & Bitumen
Die Schweizer Baustoffindustrie
Steinbruch und Sandgrube
Straßen und Tiefbau

www.baunetzwerk.biz

Trade

With our media, we offer tradespeople valuable practical knowledge. Readers³ and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 Impressions¹
8,500 Newsletter recipients²
110,860 Readers³

1 Homepages
2 Newsletters
2 Magazines

Genau
Norddeutsches Handwerk

www.handwerk.com

Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 Impressions¹
14,400.... Newsletter recipients²
65,613 Readers³

3 Homepages
3 Newsletters
3 Magazines

amz - Die Aftermarketzeitschrift
AutoRäderReifen-Gummibereifung
bfp - FUHRPARK & MANAGEMENT

www.amz.de
www.gummibereifung.de
www.fuhrpark.de

Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 Impressions¹
13,500 Newsletter recipients²
81,607 Readers³

6 Homepages

9 Newsletters

6 Magazines

8 LinkedIn profiles

Blech Protector
K Zeitung Konstruktion und Entwicklung
NC Fertigung International Aluminium Journal

www.aluminium-journal.de www.blechonline.de
www.k-zeitung.de www.ncfertigung.de
www.protector.de www.konstruktion-entwicklung.de

¹ Source Google Analytics, monthly cumulative average 07/2022-06/2023

² Cumulated per dispatch, as of July 2023

³ Cumulative printed copies per issue, as of June 2023

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Coco makes digital communication simple

Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



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Maintain contacts via social media profiles



Grow with your online ads

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Your all-inclusive experience

- ✓ Build your digital channels with COCO.
- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



Website construction kit



Social media management



Google Business



Newsletters



Online ads

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www.coco.one



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We Are Here For You!



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