

# NEWSLETTER MARKETING

With more than 3 million active contacts per year, our content & analytics platform INDUSTRY.COM focuses on the entire manufacturing industry. Our 7 thematic newsletters reach over 60,000 subscribers and readers every week with target group-specific, editorial content - since 2021 also in the three additional technology fields Industry.zero & Transformation, Next Technology and Industrial Solutions.

For providers, our newsletters create relevant reach and attention in the respective target groups and generate targeted interest and demand for their offerings. With the content marketing format “Sponsored Post” (incl. linking to INDUSTRY.COM) and banner placement, the newsletters offer two cost-effective and targeted advertising formats.

INDUSTRY.ZERO & TRANSFORMATION				PROCESS	ELECTRONICS	ENERGY
	Sustainability	NEXT TECHNOLOGY	INDUSTRIAL SOLUTIONS		Process Automation	Embedded & Microprocessors
Transformation	Quantum Computing	Efficiency & Flexibility	FACTORY	Control Technology	Power & Power Electronics	Digital Energy & Energy Efficiency
Digitalization	Future Mobility	Availability	Factory Automation	Control Cabinet Technology	Development Tools & Prototyping	Energy Procurement & Generation
Open Innovation & Ecosystem	Smart Maintenance	Connectivity	Control Technology	Industrial Software	Components	Security of Supply & Self-Sufficiency Concepts
New Business Models	Smart Building	Sustainable Manufacturing	Robotics	Edge Computing	Connection Methods	Renewables
Circular Economy	Additive Manufacturing	Safety & Security	Machine Vision	Industrial Cloud	Housing & Cooling Technology	Energy Monitoring
Future Leadership	Smart Production	Industrial Communication	Control Cabinet Technology	Explosion Protection	Distribution & Service	Energy Management
Technology Integration	Smart Development	Industrial 5G	Industrial Software	Process Engineering	Displays & HMI Components	CO <sub>2</sub> Management
Resilience	All Electric Society	Artificial Intelligence	Edge Computing	Pumps & Compressors	Measurement Technology	Power-to-X
Supply Chain	Materials & Ressources	Data Management	Industrial Cloud	Sensors & Measurement	Laser & Photonics	Storage & Batteries
Reshoring	Industrial Metaverse	Human Machine Interface	Drive Technology	Plant Engineering & Operation	Smart Sensors	Hydrogen Solutions
People & Culture	Future Food	Logistics & Intralogistics	Sensors & Measurement	Powder & Bulk	Software & Security	Heat Recovery

# INDUSTR.COM NEWSLETTER

For your newsletter marketing, we offer a total of eight thematic newsletters with attractive target groups.

	INDUSTRY.ZERO & TRANSFORMATION @INDUSTR.com	NEXT TECHNOLOGY @INDUSTR.com	INDUSTRIAL SOLUTIONS @INDUSTR.com	A&Dweek	P&Aweek	E&Eweek	ENERGYweek
Alignment	Strategies, innovations and topics that shape change and future of the Industry	News about Technologies of the Future	Smart and digital solutions for today's and tomorrow's Industry Needs	Trends & Innovations along the entire Automation Value Chain	Technological developments from the disciplines of Process Technology and Process Automation	Trends & Developments in the Electronics Industry	Energy Solutions for the Industry
Reader	Strategic thought leaders and Industry leaders such as Managing Directors, CEOs, CTOs, CDOs, Heads of Transformation, Development Managers	Leaders, Innovation drivers and Developers from all major Industry Segments	Decision-makers from the areas of Innovation, Development, Production and Logistics	Decision-makers in mechanical and plant engineering and in Production Automation	Decision-makers in the Process Industries	Decision-makers in Development & Electronics	Decision-makers in the Manufacturing and Process Industries
Topics	Sustainability, Transformation, Digitalization, Open Innovation & Ecosystem, New Business Models, Circular Economy, Future Leadership, Technology Integration, Resilience, Supply Chain, Reshoring, People & Culture	Quantum Computing, Future Mobility, Smart Maintenance, Smart Building, Additive Manufacturing, Smart Production, Smart Development, All Electric Society, Materials & Ressources, Industrial Metaverse, Future Food	Efficiency & Flexibility, Availability, Connectivity, Sustainable Manufacturing, Safety & Security, Industrial Communication, Industrial 5G, Artificial Intelligence, Data Management, Human Machine Interface, Logistics & Intralogistics	Factory Automation, Control Technology, Robotics, Machine Vision, Control Cabinet Technology, Industrial Software, Edge Computing, Industrial Cloud, Drive Technology, Sensors & Measurement Technology	Process Automation, Control Technology, Control Cabinet Technology, Industrial Software, Hygienic Design, Industrial Cloud, Explosion Protection, Process Engineering, Pumps & Compressors, Sensors & Measurement Technology, Plant Engineering & Operation, Powder & Bulk Solids	Embedded & Microprocessors, Power & Power Electronics, Development Tools & Prototyping, Components, Connection Methods, Packaging & Cooling Technology, Distribution & Services, Displays & HMI Components, Metrology, Laser & Photonics, Smart Sensors, Software & Security	Industrial Energy Transition, Digital Energy & Energy Efficiency, Energy Procurement & Generation, Security of Supply & Self-Sufficiency Concepts, Renewables, Energy Monitoring & Management, CO <sub>2</sub> Management, Power-to-X, Storage & Batteries, Hydrogen Solutions, Heat Recovery
Subscribers	11,900	7,100	9,200	7,800	6,300	8,800	6,900
Opening Rate*	30%	31%	32%	31%	31%	30%	32%
Click Rate	26%	27%	28%	29%	29%	28%	29%
Dispatch Day	Thursday	Sunday	Wednesday	Tuesday	Monday	Monday	Tuesday

## INDUSTR.COM-HIGHLIGHTS

The highlights and most-read articles of the week summarized in one newsletter

17,500 Subscribers

Opening Rate: 33%

Click Rate: 31%

Dispatch: Friday

\* Note opening rates: Apple's „Apple Mail Privacy Protection“(AMPP) feature prevents tracking of opens for all Apple users. This makes the open rate of newsletters virtually unusable as a performance indicator.

# CONTENT MARKETING FORMAT

## Sponsored Post in our Newsletter

Full format 1,270.- EUR

### BENEFITS

Sponsored Posts leverage the reach and credibility of our media brand

Our content experts know their readership and know where the main interests are; this knowledge can be used to address specific target groups

Native advertising formats such as sponsored posts tend to be more clickable than classic display advertising

### BOOK AS A PACKAGE AND SAVE COSTS

### SPONSORED POST

A Sponsored Post will be published as a fully featured, designated short article through INDUSTR.com and our newsletter. In addition to the article on INDUSTR.com (12-month presence), a push report will be published in a relevant newsletter.

Each article is carefully reviewed by our content experts to ensure the greatest possible added value. Messages can thus be tailored to the target groups in the high value content environment of INDUSTR.com and the media brands A&D, E&E, ENERGY, P&A and INDUSTRY.forward.

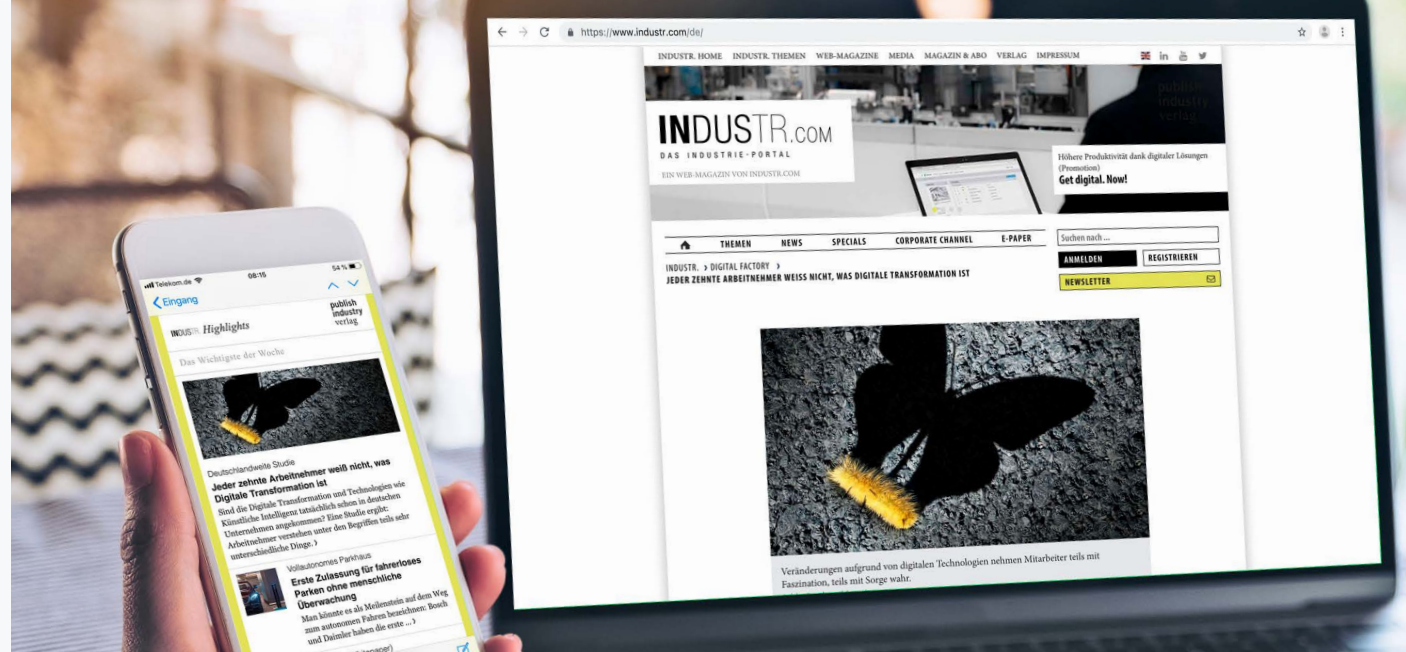
### What makes a quality sponsored post and what can you achieve with it?

A sponsored post can be used as an extended arm of content marketing and can contribute to the achievement of various goals. Lead generation, brand awareness, brand building - a sponsored post can provide valuable services for all these challenges. However this requires that the article is read attentively and with pleasure.

Important: The article offers the reader a high degree of utility and added value. This works best with articles that explain complicated or complex issues in a compact and understandable way.

- 5 x Sponsored Post EUR 4,762.- (instead of EUR 6,350.-)
- 8 x Sponsored Post EUR 6,604.- (instead of EUR 10,160.-)
- 12 x Sponsored Post EUR 8,382.- (instead of EUR 15,240.-)

Unit price: 1.270,-



We create business for industries