

INDUSTR.COM  
THE CONTENT & ANALYTICS PLATFORM

# MEDIA KIT 2024

**INDUSTR.com**  
INDUSTRIE VORWÄRTS DENKEN

THE DIGITAL ADVERTISING AND LEAD FORMATS OF PUBLISH-INDUSTRY

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INDUSTR.com is part of the INDUSTRY.forward ecosystem and offers active support to companies in initiating business: „We create business for industries“.

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900,000 managers and decision-makers in industry: mechanical & plant engineering, industrial automation, electronics & electrical engineering, chemicals & pharmaceuticals, plastics industry, food & beverage, bio & environmental technology, energy & power engineering.

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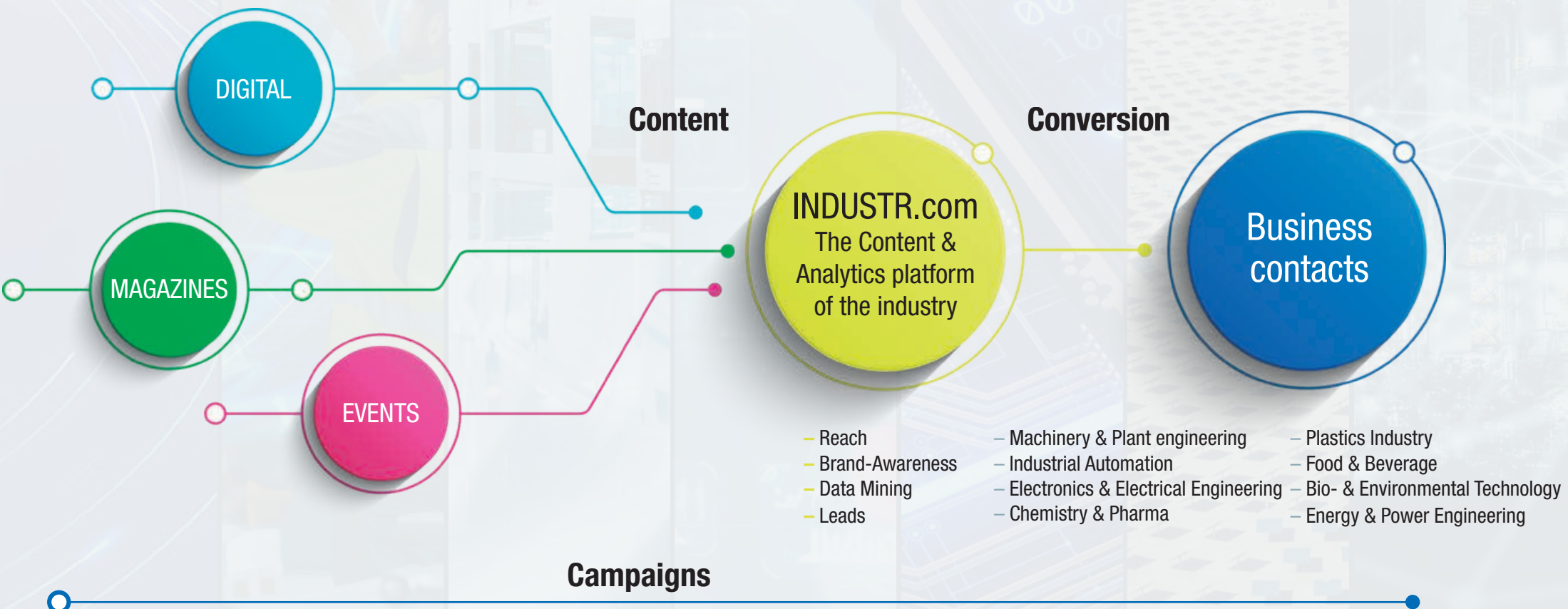


# WE CREATE BUSINESS FOR INDUSTRIES

**publish-industry is one of the leading publishers with 30 years of experience in providing content for high-tech markets.**

**Our wide network reaches deep into the industry.**

**Extensive industry and technology know-how are the fundament for groundbreaking media brands with a variety of successful print, online & event channels.**





THE INDUSTRY.FORWARD ECOSYSTEM

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

## INDUSTR.COM TURNS YOUR CONTENT INTO BUSINESS CONTACTS!

**INDUSTR.com creates direct  
access to 900,000\* executives and  
decision makers in the industry**

With 30 years of publishing expertise and industry know-how, INDUSTR.com aggregates editorially selected content from the entire manufacturing industry and thus generates reach and relevant attention.



INDUSTR.com is the relevant industry content and analytics platform for the German-speaking market, with over **3,000** participating **industry suppliers** and **900,000 industry decision makers** as annual users.

Industry decision-makers call up **over 130,000** articles, news reports, videos and whitepapers **every month** to support them in their purchasing processes. INDUSTR.com thus generates more than **50,000 hours of attention** for your topics as well.

### CONTENT-2-CONVERSION AND DATA MINING

INDUSTR.com-WhoVisited® continuously tracks individual user behavior, starting with our newsletter subscribers, and identifies the topic interests of INDUSTR.com users. Using proven conversion tools, INDUSTR.com generates leads for your marketing and sales funnel.

Become a part of INDUSTR.com and use this service for your integrated marketing & sales approach with one of our INDUSTR.com packages. In addition you also have access to classic reach formats with banners and content marketing Modules, as well as Modules for lead generation with Whitepapers and Webinars.

**Use the content and reach of INDUSTR.com now to fill your sales funnel with audience & customer journey data.**



## DIGITIZATION CHANGES B2B PURCHASE DECISION PROCESSES PERMANENTLY

**57% of the purchasing  
process in B2B business takes  
place before decision-makers  
contact you as a supplier.**

Source: Roland Berger

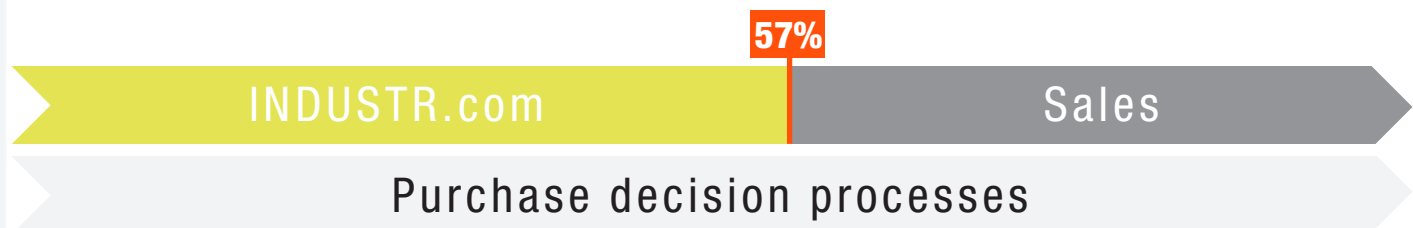


Suppliers are required to adapt their customer interfaces to this development:

### The new „pull logic“ of the Customer Journey

The impulse comes from the customer side. The customer decides when and where the sales department of a supplier comes into play. B2B purchasing processes begin with the procurement of information on neutral platforms - such as those we make available to the industry with INDUSTR.com and our media brands, independent of suppliers.

**publish-industry serves the first 57% of the purchase decision processing for high-tech markets!**



# INDUSTR.COM – AUDIENCE & REACH

**900,000 managers and decision-makers\* in industry:**

Mechanical & Plant Engineering, Industrial Automation, Electronics & Electrical Engineering, Chemicals & Pharmaceuticals, Plastics Industry, Food & Beverage, Bio & Environmental Technology, Energy & Power Engineering

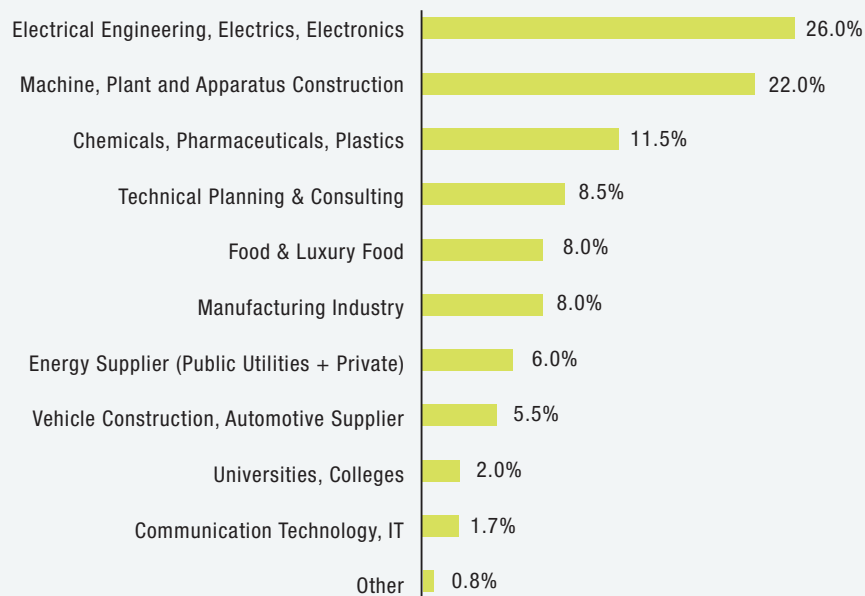
**60,000**  
Companies

**3,000,000**  
Newsletter recipients p.a.

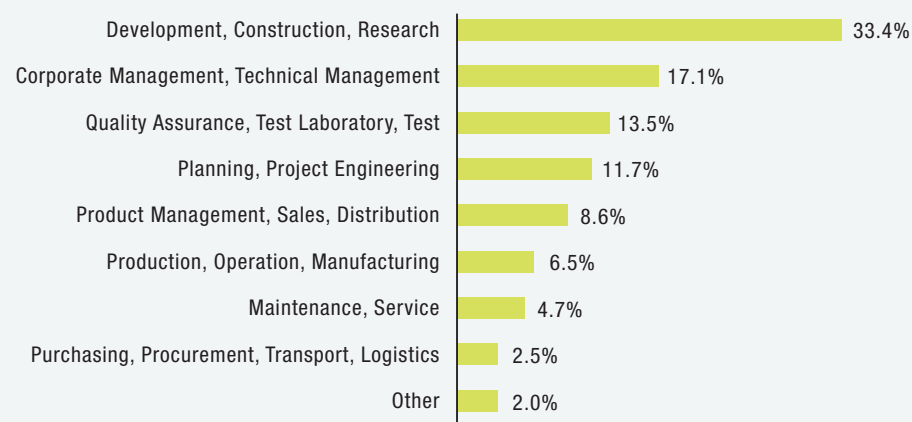
**29,500,000**  
Google impressions p.a.

**900,000**  
INDUSTR.com Users p.a.

## RECIPIENT ANALYSIS INDUSTRIES/TARGET MARKETS\*\*



## READERSHIP ANALYSIS FIELD OF FUNCTION\*\*



\* google analytics: unique users INDUSTR.com content, evaluation period: May 2022 - April 2023

\*\* average values 2023

## INDUSTR.COM PACKAGES

**INDUSTR.com turns your content into business contacts.  
Become a part of INDUSTR.com with one of our packages.**

### ESSENTIAL

Get reach & brand awareness  
in the industry

essential functions:

#### Coverage

- ✓ 900,000 Industry decision-makers from 60,000 companies per year
- ✓ 3,000 Industry Suppliers
- ✓ 3 million newsletter audience per year

#### Brand Awareness

- ✓ Company logo on INDUSTR.com
- ✓ Company landing page on INDUSTR.com

#### Content

- ✓ Content Clipping
- ✓ Content Publications on INDUSTR.com max. 4 publications/year

#### Analytics

- ✓ Success-Monitoring
- ✓ Brand & Content Views

#### Support

- ✓ Support via e-Mail
- ✓ Set up & maintenance service

**EUR 1,990**

for annual payment, plus VAT

### PROFESSIONAL

Use additional data mining as  
a basis for your business development

in addition to ESSENTIAL:

#### Content

- ✓ Content publications INDUSTR.com max. 12 publications/year
- ✓ Content publications Newsletter max. 12 publications/year
- ✓ Express mailbox to the INDUSTR.com newsdesk

#### SEO

- ✓ Editor
- ✓ Keywords
- ✓ Backlinks

#### Analytics

- ✓ Advanced Analytics

#### Data Mining

- ✓ WhoVisited Tracking
- ✓ Identified Companies
- ✓ Identified Users

#### Conversion & Leads

- ✓ Initial Leads

#### Support

- ✓ Support via phone
- ✓ Content & Analytics Support
- ✓ Training: INDUSTR.com Analytics Dashboard

**EUR 4,390**

for annual payment, plus VAT

### LEAD CAMPAIGN

Convert your content into  
leads professionally

in addition to PROFESSIONAL:

Design your individual INDUSTR.com lead campaign in consultation with our campaigning experts.

#### Content & Publishing Know-How

The INDUSTR.com editorial team will prepare your content person-specific and thus increases the effectiveness in your relevant target groups. INDUSTR.com achieves more than 29 million search impressions on Google every year.

#### Lead & Conversion Expertise

Our campaigning experts plan your individual campaign along the customer journey of your clients. With experience, a consistent orientation towards the sales funnel and systematic lead nurturing, INDUSTR.com achieves maximum conversion rates for you from the first touch point to the qualified lead with opt-in.

#### Market access

With over 3 million active contacts annually, the Ecosystem – media brands, events & networks – focuses on the entire manufacturing industry:

- ✓ Mechanical & Plant Engineering
- ✓ Industrial Automation
- ✓ Electronics & Electrical Engineering
- ✓ Bio- & Environmental Technology
- ✓ Chemistry & Pharma
- ✓ Plastic industry
- ✓ Food & Beverage
- ✓ Energy & Power Engineering

**on demand**



# INDUSTR.COM – CORPORATE PUBLISHING-FLATRATES

**Self-Upload Flatrates for single booking or in combination with a package.**

**NEW!**

## FLATRATE 10

Publish up to 10 press releases  
on INDUSTR.com via online access

- ✓ Self-upload & editing of text and images including thematic rubrication
- ✓ Instant-Online: News go online immediately on INDUSTR.com
- ✓ Publication of **up to 10 press releases**
- ✓ Upload service available around the clock
- ✓ Publication marked as “Corporate Content“
- ✓ Reach of 900,000 industry decision-makers from 60,000 companies per year

**EUR 2,500/12 months**  
plus VAT

## FLATRATE 25

Publish up to 25 press releases  
on INDUSTR.com via online access

- ✓ Self-upload & editing of text and images including thematic rubrication
- ✓ Instant-Online: News go online immediately on INDUSTR.com
- ✓ Publication of **up to 25 press releases**
- ✓ Upload service available around the clock
- ✓ Publication marked as “Corporate Content“
- ✓ Reach of 900,000 industry decision-makers from 60,000 companies per year

**EUR 5,000/12 months**  
plus VAT

# 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.

## ADVERTISING FORMATS & RATES

AWARENESS MODULES	RATE
<b>CONTENT MARKETING IN WEEK NEWSLETTER</b>	
Sponsored Post (Text image promotion)	1,270.–
Newsletter Banner (1024 x 127 Px)	1,270.–
Surcharge - placement/trade fair month*	plus 120.–/220.–
<b>CONTENT MARKETING ON INDUSTR.com</b>	
Cover image sponsorship <i>Cover picture on the front page of the web magazine, incl. promotion of the sponsoring in 3 newsletters, 1 month presence in header area</i>	2,930.–
Product of the month: Image/text promotion <i>Image gallery with 3-5 images, text with up to 3,000 characters incl. promotion of sponsoring in 3 newsletters, 1 month feature on start page</i>	2,270.–
Video promotion: corporate or product clip <i>Publication &amp; marketing of your video incl. promotion in 3 newsletters, 1 month feature on homepage</i>	2,270.–
"DIE ROTE COUCH" <i>Present your product highlight in a 90-second video interview take live on a trade fair, incl. publication on INDUSTR.com, YouTube and in the magazine (plus 1,200.- for voice-over)</i>	2,850.–
Podcast <i>Dubbing &amp; editing of your contribution by our professional speakers and podcast experts incl. publication on streaming platforms and INDUSTR.com</i>	2,120.–
Digital Extension <i>Digital extension to print content marketing formats on INDUSTR.com incl. 3 newsletter posts, 12 months presence in content area, media library and corporate channel</i>	1,930.–
<b>BANNER FORMATS ON INDUSTR.com</b>	
Full Banner, Super Banner, (Wide) Skyscraper, Medium Rectangle	1,160.–
Halfpage Ad, Billboard Ad	1,790.–




\* Fair months: Feb, Mar, Apr, May, Jun, Sep, Oct, Nov

INDUSTR.com – CORPORATE PUBLISHING FLATRATES <i>Self-publishing of press releases (instant online)</i>	RATE
Flatrate 10 (10 press releases in 12 months)	2,500.–
Flatrate 25 (25 press releases in 12 months)	5,000.–
<b>INDUSTR.COM PACKAGES: CONTENT-2-CONVERSION</b>	
Essential (annual payment)	1,990.–
Professional (annual payment)	4,390.–
Lead Campaign	on request
<b>INTERACTION, CONVERSION &amp; LEAD MODULES</b>	
<b>INDUSTRY.FORWARD EXPO</b>	
Festival package "Awareness"	3,330.-
Festival package "Lead"	4,990.-
Festival package "Topic partnership"	15,000.-
Tech Session (additional)	1,190.-
Smart Lead Package 100/75/50/25	8,500.-/6,750.-/4,900.-/3,000.-
<b>DIRECT MAILING</b>	
Single-E-Mail-Shot (min. 5,000 Recipients)	1,20/Adress
<b>ON INDUSTR.COM</b>	
INDUSTR.com Topic Stage Partnership <i>for Industrial Automation, Electronics, Energy, Process, Industry.zero &amp; Transformation, Next Technology or Industrial Solutions</i>	14,800.–
Hot Topic Channel Partner <i>Choose your editorial topic on INDUSTR.com with the aim of interaction and topic readership; including WhoVisited© tracking &amp; conversion mailing (Duration: 4 Months)</i>	7,850.–
Whitepaper Basic/Full	2,320.–/2,740.–
Webinar (plus 50,- per lead, max. 9.200,- with up to 120 leads)	5,000.–

Prices in EUR, plus VAT; minimum booking volume: 2.000,-.


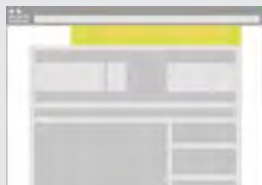
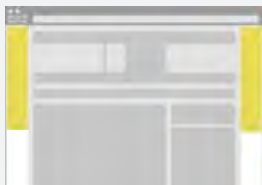
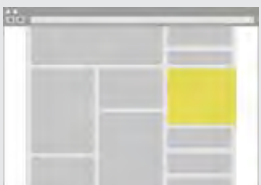




# INDUSTR.COM – CONTENT MARKETING FORMATS & DATA

	COVER IMAGE SPONSORING	PRODUCT OF THE MONTH: IMAGE/CONTENT PROMOTION	VIDEO PROMOTION: CORPORATE OR PRODUCTCLIP
			
DESCRIPTION	Cover picture with linked title report on homepage of a web magazine	Picture gallery of an interesting product/a successful product line / Article on a success story/best practice example based on supplied product views and data	Presentation of an interesting product/a successful product line in the form of a delivered video contribution
SCOPE			
IMAGES	Start image (for page view) of the slide image gallery of the header area and approx. 3-5 supplied images.	up to 5 supplied images	approx. 3 minutes runtime
CONTENT	Item delivered; 5,000-8,000 characters	Captions for each image Supplied article; approx. 3000 characters	Supplied video clip
MEDIA PERFORMANCE / DURATION:			
DURATION	- 1 month feature in head area - 12 months articles in content area and company channel	- 1 month feature on the home page - 12 months picture gallery in content area, media library and company channel	- 1 month feature on the home page - 12 months picture gallery in content area, media library and company channel
PROMOTION	3 sponsored posts in newsletter included		
OTHERS			
EXCLUSIVITY	×	×	×
PROMOTION MARKING	✓	✓	✓
AVAILABLE FOR WEB MAGAZIN	✓	✓	✓
AVAILABLE FOR INDUSTR.com	×	✓	✓
RESPONSIVE DESIGN	✓	✓	✓
RATES (IN EURO PLUS VAT)	2,930 €	2,270 €	2,270 €

Please send your data two weeks before publishing by mail to: sales@publish-industry.net. Please send graphic documents as png or HTML5 files in RGB colour mode.

## INDUSTR.COM – BANNER FORMATS & DATA

	FULL BANNER	SUPER BANNER	SKYSCRAPER / WIDE SKYSCRAPER	MEDIUM RECTANGLE	HALFPAGE AD	BILLBOARD AD
						
DESCRIPTION	The full banner is placed in the header area of a web magazine.	The super banner is placed in the header area of a web magazine.	Skyscrapers are placed prominently and close to content on the right or left edge of the screen.	The Medium Rectangle is placed prominently in the right content column of all overview pages.	By integrating the large halfpage ad into the right column of the content area, the view is quickly directed to your advertising message.	The billboard ad is positioned directly under the navigation of a web magazine and can extend across the entire content width.
FORMAT:						
SIZE (IN PIXEL)	468 x 60	728 x 90	120 x 600 / 160 x 600	300 x 250	300 x 600	620 x 160
DATA FORMATS	PNG, HTML5					
MEDIA PERFORMANCE/DURATION:						
DURATION	1 Month	1 Month	1 Month	1 Month	1 Month	1 Month
PLACEMENT	Head area, rotational	Head area, rotational	Screen edge, rotational	Content, rotational	Content, rotational	Content, rotational
VISIBILITY (SHARE OF VOICE):						
HOME PAGE	✓	✓	✓	✓	✓	✓
ARTICLE DETAIL PAGES	✓	✓	✓	×	✓	✓
NAVIGATION/BROWSE PAGES	✓	✓	✓	✓	✓	✓
SEARCH-/HIT PAGES	✓	✓	✓	✓	✓	✓
OTHERS:						
EXCLUSIVITY	×	×	×	×	×	×
BOOKABLE PER/FOR	Web Magazine	Web Magazine	Web Magazine	Web Magazine	Web Magazine	Web Magazine
RESPONSIVE DESIGN	×	×	×	×	×	×
RATES (IN EURO PLUS VAT)	1,160.-	1,160.-	1,160.-	1,160.-	1,790.-	1,790.-

Please send your data one week before publishing by mail to: [sales@publish-industry.net](mailto:sales@publish-industry.net). Please send graphic documents as png or HTML5 files in RGB colour mode (in the specified banner size).

Max. Banner file size: 100 KB. The target link must be specified for each banner and each text ad.



## DATA

### DATA FOR NEWSLETTERS

It is possible to add a link to banner and text ads in the newsletter. Please send your data **one week before publication** by e-mail to: [sales@publish-industry.net](mailto:sales@publish-industry.net).

#### • **Banner Documents in the Newsletter:**

- Please as a png or HTML5 file in RGB color mode in the size 1024 x 127 pixels
- The target link must be specified for each banner
- Maximum banner file size: 100 KB

#### • **Sponsored Post:**

- Text with min. 350 characters to max. 750 characters incl. spaces
- Heading max. 50 characters, header max. 30 characters, preamble max. 160 characters
- Image 960 x 540 pixels landscape format (optimal 16:9) with 180 dpi resolution with short caption
- 3-5 matching keywords
- The target link must be specified for each Sponsored Post

### DATA FOR CONTENT MARKETING FORMATS ON INDUSTR.COM

Please send your data **two weeks before publication** by e-mail to: [sales@publish-industry.net](mailto:sales@publish-industry.net). Please send graphic documents as a png or HTML5 file in RGB color mode.

### DATA FOR BANNER FORMATS ON INDUSTR.COM

Please send your data **one week before publication** by e-mail to: [sales@publish-industry.net](mailto:sales@publish-industry.net). Please send graphic material as a png or HTML5 file in RGB color mode (in the specified banner size). Max. Banner file size: 100 KB. The target link must be specified for each banner and text ad.



## 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

#### AWARENESS MODULE



#### 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.

Further advertising possibilities in our newsletters:

**Newsletter Banner** (1024 x 127 Px; 100KB) 1,270.- EUR

## YOUR CONTRIBUTION AS PODCAST VALUABLE & DIVISIBLE

**For a high level of awareness of your topic,  
your message & your company - especially among  
first movers & early adopters in the industry**

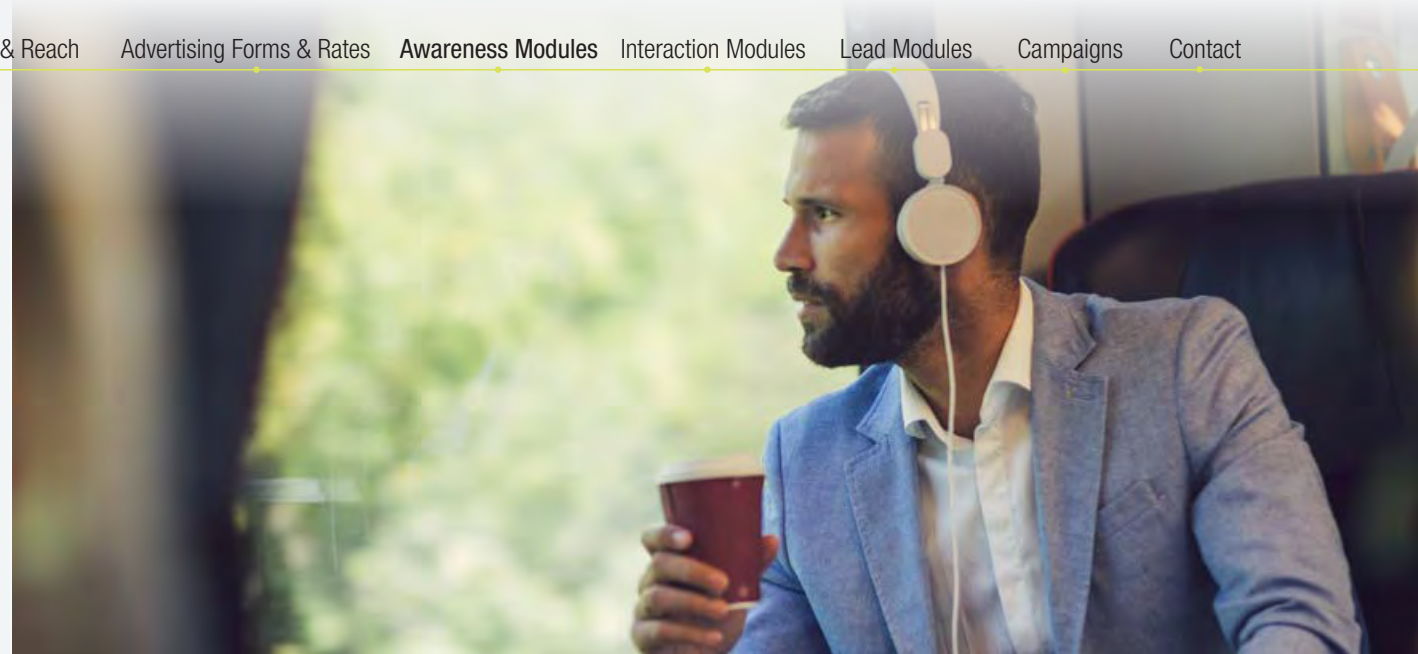
Full format 2,120.- EUR

### BENEFITS

In Germany there are more than  
20 million Podcast listeners, tendency rising

Acoustic storytelling has a strong emotional,  
behavioral effect: From ear to head,  
the content remains in memory

Podcasts are a powerful content tool! Use  
the audio boom and reach the right target  
group in the content marketing mix!



### PODCAST

The Yearbook INDUSTRY.forward HAKAHAKA provides very personal insights and comments from makers & decision-makers in the respective industries and topics.

We also make these contributions audible: As a result of the industry podcast INDUSTR.com. Podcasts are consumed particularly attentively, go from the ear directly into the head and remain strongly in memory.

For authors of a commentary in our INDUSTRY.forward HAKAHAKA yearbook, this creates a high level of awareness of your topic, your message, your company - of you; especially among first movers and early adopters within our markets.

Your contribution as a podcast becomes valuable, divisible content - especially for social media & generates relevant attention through our marketing.

### With publish-industry easily on air - from print to audio!

- Dubbing & editing of your contribution by our professional speakers and podcast experts.
- Hosting & streaming of your audio recording as an episode of our INDUSTR.com podcast on Soundcloud and Spotify.
- You get your audio file for free - valuable, shareable content, especially for social media.
- Online presence on INDUSTR.com (6 months) and newsletter post (1) ensure relevant attention in industry, especially among early adopters and first movers as valuable multipliers.

### AWARENESS MODULE

## “DIE ROTE COUCH” TECHNOLOGY TALKS ON PRODUCTS THAT MAKE A DIFFERENCE

**Present your product highlight  
in a 90-second video  
interview take live on a trade fair.**

Full format 2,850.– EUR

### BENEFITS

Finished video incl. all rights of use

Live atmosphere at your fair booth

Cross-media marketing  
Print, Digital & Social Media



### VIDEO PRODUCTION

- Recording of the video interview in the live atmosphere of the respective trade fair directly at your fair booth. Total duration at your booth approx. 30 minutes - incl. preliminary discussion, interview with recording and photos. Nothing needs to be prepared at your booth.
- Editing & provision of the finished video interview including all rights of use.
- Optional: English Voice Over (additional costs: EUR 1.200,-).

### MEDIA SERVICES

- **Social Media:** Timely availability of the video interviews on Youtube.
- **E-Mail-Newsletter:** Special e-mail distribution to qualified readers of the thematically appropriate magazine: A&D, E&E, ENERGY and P&A in the immediate aftermath of the fair.
- **Print:** Product presentation from video interview as message with text and picture in the magazine or as special supplement „DIE ROTE COUCH“ in the magazine.
- **Online:** Placement of the video interview on INDUSTR.com for 12 months.

The videos of DIE ROTE COUCH are published on:

<https://www.INDUSTR.com>

<https://www.youtube.com/publishindustry>

**AWARENESS MODULE**



## SINGLE E-MAIL SHOT

Your direct contact to our readers

Minimum 5,000 recipients  
1.20 EUR/recipient

### BENEFITS

direct, personal contact with the  
target group combined with reader  
confidence in the media brand

outstanding resonances



### CONCEPT

- The Single E-Mail Shot is a personalized e-mail direct mailing to qualified readers of a publish-industry media brand.
- The dispatch takes place as „editorial recommendation“. The recipients trust the well-known media brand as the sender of the Single E-Mail Shot.
- The optical design of the mailing is based on the look and feel of the respective media brand and ensures recognition by the recipient.
- The text of the Single E-Mail Shot shall not focus too much on advertising in order to maintain credibility among readers. However, text formulation is the responsibility of the customer.

### TECHNICAL DETAILS

- Text in Word format with appropriate formatting (paragraph formatting, character formatting); max. length 1650 characters with spaces (ZML).
- Headline; max. length: 120 ZML
- Default for e-mail subject line; max. length: 80 ZML
- 1 landscape teaser image 72 dpi in jpg format (1280 pixel width) as eye-catcher. (Please do NOT use a company logo in order not to weaken the mailing character „editorial recommendation“)
- Recommendable: Maximum 3 links with target link information (hosting is done by the customer!)
- PDF attachments are NOT possible!
- Indication of voucher e-mail addresses for the dispatch
- The overall look and feel of the media concept will be created by publish-industry
- A release version will be made available before dispatch

Please send all data to [sales@publish-industry.net](mailto:sales@publish-industry.net) at least two weeks before the mailing.  
The evaluation of the mailing will be made available to you two weeks after it has been sent.

## HOT TOPIC PARTNER

**INDUSTR.com generates attention, reach and relevant topic interest for its HOT TOPIC partners with the aim of interaction and achieving topic leadership**

Full format 7,850.- EUR  
Duration: 4 Months

### BENEFITS

Awareness & Reach

Achieve Topic Leadership

Conversion & Leads



## THE HOT TOPIC CHANNEL

A HOT TOPIC channel brings together editorially selected INDUSTR.com content from a range of different providers and topics. It is set up especially for a partner company. The HOT TOPIC channel is presented exclusively by the partner company, branded if desired and supplemented with its topic-relevant content. The partner achieves relevant coverage and attention for his topic.

### WHOVISITED® TRACKING

INDUSTR.com WhoVisited® consistently tracks individual user behavior and identifies the topics of interest to INDUSTR.com users. The HOT TOPIC partner gets access to ALL WhoVisited® information that is generated about all content in the HOT TOPIC channel (not only their own) - GDPR-compliant as well as cross-content & cross-provider.

### CONVERSION

Goal: To gain useful leads for the partner from the identified interested parties! For this we send to all identified prospective customers, a E-Mail-Directmailing with your contents. Important: This should provide the user with real added value. Especially suitable: Webinars, whitepaper downloads, e-book offers, etc. against registration.



**INTERACTION MODULE**

## TOPIC STAGE PARTNERSHIP

**INDUSTR.com generates brand awareness, reach and leads for its topic stage partners.**

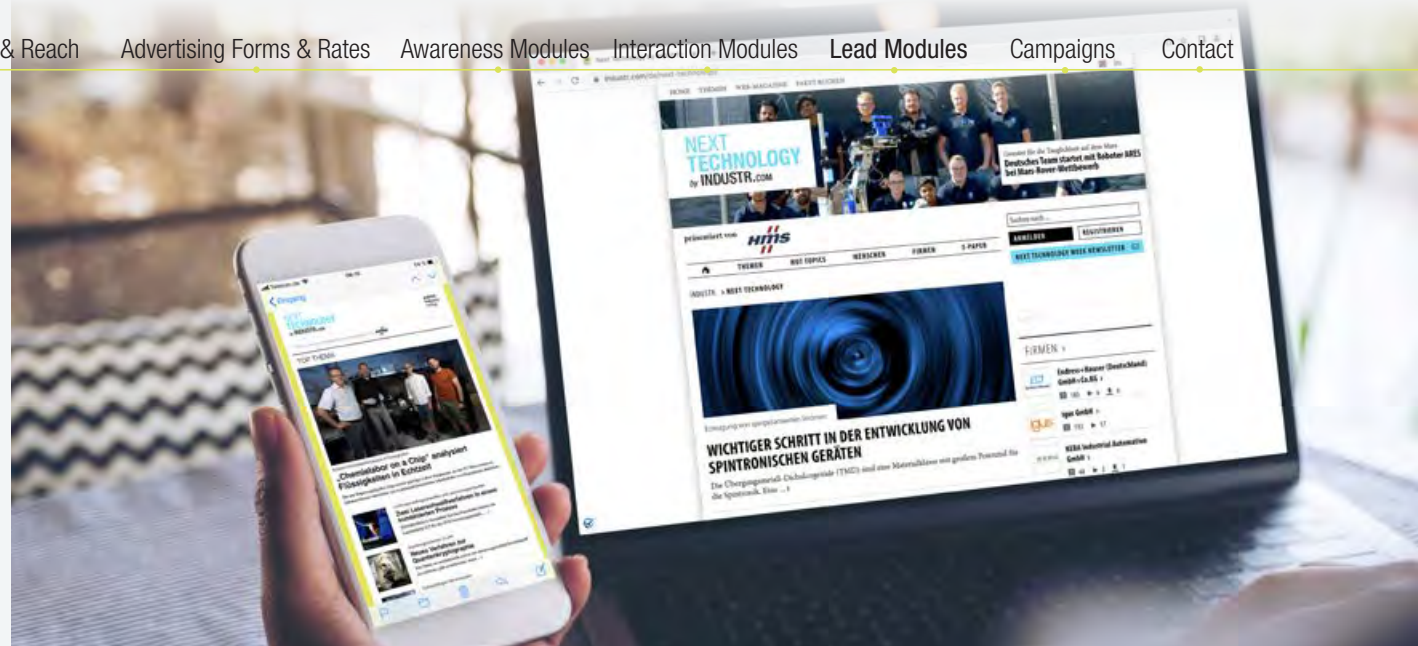
Complete format 14,800.- EUR  
Duration: 4 months

### BENEFITS

Brand Awareness & Reach

Achieve Topic Leadership

Interaction & Leads



## THE TOPIC STAGE PARTNERSHIP INDUSTR.COM

### BRAND AWARENESS

As a Topic Stage Partner you will exclusively present one of the 7 INDUSTR.com topic stages for 4 months: Industry.zero & Transformation, Next Technology, Industrial Solutions, Industrial Automation, Process, Electronics and Energy.

We brand all INDUSTR.com content pages of the topic stages and all issues of the matching newsletter with your logo.

### CONTENT CONSULTING & DISTRIBUTION

In addition, you will receive the INDUSTR.com professional package for the duration of the event, including your company landing page on INDUSTR.com, content check-up and seofication, content clipping, analytics access and up to 4 editorial publications and 4 newsletter pushes for your content.

### INTERACTION & LEADS

In the last month of the topic stage partnership, we work with you to design an expert session where your experts present innovative technologies, products and solutions in a conversation with our content specialists. We generate valuable leads for you through participant acquisition, which we carry out for you in a target group-specific manner.



**LEAD MODULE**



## INDUSTRY.FORWARD EXPO

The digital festival of the industry

Technology, change, future -  
Smart solutions for industry.

The core of the 2-week festival is a high-quality  
technical conference program with  
Keynote presentations as well as tech sessions.

As a festival partner you can use the  
INDUSTRY.forward EXPO actively for lead generation  
and your business initiation in the industry.

**410**  
Talks

**480**  
Speaker

**320**  
Companies

**4,800**  
Participants

LEAD MODULE

Total values 2021/2022/2023

# INDUSTRY.FORWARD EXPO

DIGITAL. CONFERENCE. FESTIVAL.

May 7 - 17, 2024  
November 26 - December 5, 2024

## YOUR VALUES AS A FESTIVAL PARTNER

### AWARENESS

High digital reach and visibility through targeted marketing and advertising in the industry sectors

### COMPETENCE

The festival provides companies with a stage for innovations, technologies and relevant topics and issues concerning the future of industry

### INTERACTION

Thematic meeting points, moderated in terms of content by content specialists, as relevant touchpoints for Industrial companies: Q&A with all participants, chat, direct contact & networking opportunities

### LEAD GENERATION

Contact & interest data of the participants registered for your presentations or alternatively on selected topics become your leads

### FLEXIBILITY

All sessions will remain available for on-demand viewing after the presentation and even when the live festival has ended (INDUSTR.com, YouTube)

# INDUSTRY.FORWARD EXPO – DIGITAL. CONFERENCE. FESTIVAL.

LEARN  
MORE

FESTIVAL-PACKAGES (PARTICIPATION & LEAD GENERATION WITH LECTURE)	AWARENESS	LEAD	TOPIC PARTNERSHIP
<b>PRE-FESTIVAL MARKETING: Attention &amp; Reach to Industry Decision Makers &amp; Executives</b>			
PRE-FESTIVAL MARKETING: Attention & reach to decision makers & industry executives	✓	✓	✓
Reach the Industrial Ecosystem: festival marketing via all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazine, LinkedIn)	✓	✓	✓
Speaker Package: material for your marketing and social media channels (visual, speaker teaser, session teaser, agenda link, hashtags and text modules )	✓	✓	✓
Company logo in pre-festival marketing emails	✓	✓	✓
Company logo on festival registration page	✓	✓	✓
Speaker and company listing on festival website	✓	✓	✓
Individual speaker briefing and technology check	✓	✓	✓
<b>FESTIVAL: Content, Interaction, Networking, Leads</b>			
Company logo and name on festival website	✓	✓	✓
Tech session with expert moderation via Zoom (20 min. presentation plus 10 min. Q&A)	1 Tech Session	1 Tech Session	3 Tech Sessions
Announcement and reminder mailings for the tech sessions	✓	✓	✓
Tech session as part of the festival agenda (incl. five search tags for interest-based agenda planning)	✓	✓	✓
Company Hub: your festival landing page (logo, link to company website, social media links, company description, direct contact opportunity, company links to your tech sessions, downloads for product information, whitepapers etc., other link opportunities)	✓	✓	✓
Leads: All registrations and attendees of your talk(s)		✓	All Leads of 5 Topic Clusters
Leads: All visitors to your Company Hub		✓	✓
<b>POST-FESTIVAL COMMUNICATION: Awareness &amp; Engagement</b>			
Reach the Industrial Ecosystem: festival content marketing across all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazine, LinkedIn)	✓	✓	✓
Company logo in post-event thank-you mails	✓	✓	✓
Results of the post-festival survey		✓	✓
Your tech session recorded for your channels (talk plus moderated Q&A session)		✓	✓
Exclusive mailing to 3,000 recipients with link to your tech session recording			✓
PRICE (plus VAT)	EUR 3,330.–	EUR 4,990.–	EUR 15,000.–
Additional Tech Session	EUR 1,190.–	EUR 1,190.–	EUR 1,190.–



# INDUSTRY.FORWARD EXPO – DIGITAL. CONFERENCE. FESTIVAL.

LEARN  
MORE

SMART LEAD PACKAGES (PARTICIPATION & LEAD GENERATION WITHOUT LECTURE)	Smart Lead Package 100	Smart Lead Package 75	Smart Lead Package 50	Smart Lead Package 25
<b>PRE-FESTIVAL MARKETING: Attention &amp; Reach to Industry Decision Makers &amp; Executives</b>				
PRE-FESTIVAL MARKETING: Attention & reach to decision makers & industry executives	✓	✓	✓	✓
Reach the Industrial Ecosystem: festival marketing via all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazine, LinkedIn)	✓	✓	✓	✓
Company logo in pre-festival marketing mailings, on festival registration page, festival website	✓	✓	✓	✓
<b>FESTIVAL: Content, Interaction, Networking, Leads</b>				
Company logo and name on festival website	✓	✓	✓	✓
Company Hub: your festival landing page (logo, link to company website, social media links, company description, direct contact opportunity, company links to your tech sessions, downloads for product information, whitepapers etc., other link opportunities)	✓	✓	✓	✓
Selection of 3 topic clusters for which you would like to generate leads	✓	✓	✓	✓
Lead guarantee (selection from 100-400 anonymized participant contacts)	100	75	50	25
<b>POST-FESTIVAL COMMUNICATION: Awareness &amp; Engagement</b>				
Company logo in post-event thank-you emails	✓	✓	✓	✓
PRICE (plus VAT)	EUR 8,500.–	EUR 6,750.–	EUR 4,900.–	EUR 3,000.–

## TOPIC CLUSTER

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



## WEBINAR

**Generate and develop leads -  
our target groups, your participants,  
qualified leads for your company**

5,000.- EUR  
plus 50.- per Lead

Price limit at 9.200,-  
incl. transfer of all leads

### BENEFITS

Content and sales-optimized consulting  
for the conception of your webinar

Cost advantages compared to  
classical events

Access to potential customers

Webinars are suitable for bringing your products closer to a qualified professional audience. They impart specific know-how, underline the professional competence of your company and create platforms for interactive exchange with the target group. Webinars provide with immediately measurable benefits in the form of qualified leads!

### PRODUCT SCOPE

- Live webinar with moderation by publish-industry editors
- Transmission of all leads, suitable for direct CRM import
- Download presentation and whitepaper during the webinar
- 8-week online presence of the webcast on INDUSTR.com with unlimited number of downloads
- 6-week promotion to win participants
- Webcast including all rights

### PROMOTION

- 1 e-mail invitation to 5,000 relevant and qualified users of the respective target group
- 2 Sponsored Post (text/picture message) in our week newsletters

### SERVICES

- Creation of a webinar landing page on INDUSTR.com incl. registration page
- Participant management with e-mail invitations, confirmation and reminders
- Professional moderation and briefing of your speaker
- Integration of 3 flash surveys during the webinar
- Detailed evaluations



## WHITEPAPER

### Generate verified data from prospects as a basis for customer acquisition

#### BENEFITS

up to 25 leads

high credibility

Award as an expert who deals with the  
current problems in the industry

Highly qualified target group

Near-term lead report  
(7 days after the newsletter is sent out)

**Die Rolle von Photonik in der Industrie 4.0**

Berührungslose Messtechnik ist ein Wegbereiter für die vierte industrielle Revolution. Warum? Das erfahren Sie in unserem kostenlosen Whitepaper.

- 100-prozentige Qualitätsprüfung im Prozess
- fehlerfreie Fertigung
- Datenbasis für KI und Condition Monitoring
- Ausschöpfen von Produktivitätspotenzialen
- Anwendungsmöglichkeiten in der Industrie

**Kostenloses Whitepaper**

Photonische Messsysteme für die Qualitätsprüfung

Nachname, Vorname

E-Mail

Telefon

Jobtitel

Firma

Straße, Hausnummer

PLZ, Ort

Branche

Betriebsgröße / Mitarbeiteranzahl

☐ Ich stimme zu

Ich habe die Hinweise zum Datenschutz gelesen und willige in die Erhebung, Verarbeitung, Nutzung und Weitergabe meiner im Registrierungsformular angegebenen Daten wie in den nachstehenden Hinweisen zum Datenschutz beschrieben ein. Meine Einwilligung bezüglich publish-Industry und der Messe München kann ich jederzeit mit Wirkung für die Zukunft schriftlich per E-Mail über folgende Adresse widerrufen: widerruf@publish-industry.net / Betreff: Widerruf Messe

#### BASIC

1 Month Feature on Homepage INDUSTR.com  
12 months presence on INDUSTR.com  
2 Sponsored Posts in week Newsletter

max. 25 Leads Basic  
additional Leads: 30,- per Lead

Lead size

- ✓ **first name, name**
- ✓ **e-mail & permission**
- ✓ **company**

2,320.-

#### FULL


1 Month Feature on Homepage INDUSTR.com  
12 months presence on INDUSTR.com  
2 Sponsored Posts in week Newsletter

max. 25 Leads Full  
additional Leads: 50,- per Lead

Lead size

- ✓ **first name, name**
- ✓ **e-mail & permission**
- ✓ **company**
- optional:
- ✓ **address information**
- ✓ **telefon & permission**
- ✓ **branche**
- ✓ **company size**
- ✓ **jobtitle**

2,740.-



## OUR CAMPAIGNS - PERFORMANCE PROMISE

Reach, attention, interaction  
and leads for your sales funnel!

### Your company is unique!

publish-industry campaigns ensure that your target audience understands your USPs, appreciates them and most importantly, knows what your company stands for. With one of our campaign packages we help you tell your brand story. Our content specialists prepare your story in a way that targets each unique audience across different channels. Whether it's an article, a webinar, or a tech talk, we help you reach your goals with our relevant media brands and our industry network.

### ATTENTION

01

**Building & utilizing the audience for your mission** with content that we create for you and combine with already existing thematically relevant content on INDUSTR.com. This enables us to identify your audience of relevant people and provide them with appropriate content. You benefit from content, reach and "SEOfication".

### ANALYSIS

02

**Analysis of audience & user behavior** with the help of our analytical tools. Based on your content and the "related contents" we provide concrete statements about all readers transactions (WhoVisited© tracking). You receive relevant statements about the interest of the audience in your and related content. You benefit from data and analytical findings on Customer Journey of your target group.

### INTERACTION & CONVERSION

03

**By means of suitable conversion modules and channels** we use the identified audience to interact with the target group and transform relevant people into an usable lead.



## CAMPAIGN VARIANTS

**Reach, attention, interaction & leads for your sales funnel - Data-based campaign strategies for the industry, consisting of modules that build on each other depending on the budget.**



### Thought Leadership Campaign

Customized, cross-media campaigns included mission & persona workshops

**Target:** Innovation leadership, opinion/topic leadership

Together with you, we determine the mission, goals and KPIs in strategic workshops. Leads are defined in close consultation with our customers and their marketing & sales managers. Our content specialists develop your individual story for and with you and, based on this, a persona-specific campaign along the respective customer journey. Timeline, topics, media brands, channels and modules are optimally aligned with the objective and, if necessary, adapted in an agile manner during the course of the campaign. The campaign is controlled and played out by publish-industry.

### Campaign

Customized, cross-media campaigns

**Target:** Awareness, Interaction, Leads

You have the mission and target-persona idea and you want to achieve reach, penetration and interaction with your target groups.

Leads are an important tool for your marketing and sales strategy. Our content specialists develop your individual story for and with you and, based on this, a persona-specific campaign along the respective customer journey.

Control and playout of the campaign is carried out by publish-industry.

### Smart Campaign

Pre-designed digital campaign packages

**Target:** Interaction, Leads

No effort for you! With the Smart Campaign variants such as Webinar, Whitepaper, INDUSTRY.forward EXPO or INDUSTR.com Topic Partnership, we offer various preconceived campaign packages for your marketing and lead generation.

We combine target group-focused marketing via various media brands and channels with an interaction module for lead generation.

Hosting, controlling and playout of the campaign is carried out by publish-industry.

## SUCCESSFUL COMPANIES USE OUR ECOSYSTEM FOR THEIR BUSINESS INITIATION IN THE INDUSTRY





## YOUR SOLUTION SALES CONTACT



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