

The ADZINE Media Kit for Display Advertising, Content Marketing and Events.

ADZINE - MAGAZINE FOR ONLINE-MARKETING

ADZINE publishing products deliver high quality content around Digital Marketing for more than ten years now. Reach Digital Marketing decision makers and opinion leaders from marketers, agencies, media and technology providers with our digital publications and events.

More about Adzine

Unique User: 35.000 per month
 Content: AdTech, Digital Media, Programmatic, Mobile, Video, Online Marketing
 Audience: Media- and marketing professionals from companies, agencies and media

CONTENT MARKETING



ADZINE Sponsored Content

Your expert view for the ADZINE audience

Format: 5.000 characters + graphic, marked as "sponsored"

Publication: Adzine.de + Newsletter "ADZINE Weekly"

Price per article: € 1.600,- + tax

NEW Content creation by ADZINE: Plus € 900,- + tax



ADZINE Tech- und Content-Partnership

Techfinder-Profil

Interview

Coverage in Adzine News

€2.490 per 12 Months + tax



ADZINE Guest article / Thought leadership article

Your expert views as part of our Tech Partnership

Format: Text 5.000 - 7.500 characters + graphic

Publication: Stand-Alone-Newsletter + Website Adzine.de/insider

Placement available as part of the ADZINE Tech Partnership

TOPICS AVAILABLE FOR SPONSORED CONTENT AND ADVERTISING PRODUCTS

- Ad Technology
- Video Advertising
- Programmatic Media
- Marketing Automation
- Conversion Optimization

- Social Media Marketing
- Real-Time Advertising
- Webanalytics
- Targeting & Data
- Mobile & Multiscreen

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- Display Advertising
- Performance Marketing
- Multichannel Advertising
- Search Marketing
- Branding Online

More topics on request.

All prices are net excluding VAT/tax

Contact for booking and support: Georgina Yeboah – georgina.yeboah@adzine.de or Tel.: +49 40 - 244 24 20 88

Adzine is a product of Electronic Publishing Corporation Ltd, Feldstraße 36, 20357 Hamburg, Germany

DISPLAY ADVERTISING

Newsletter

Audience: Media- and marketing professionals from companies, agencies and media

ADZINE WEEKLY

Users: 12.750 subscribers
Frequency: Weekly
Content: Expert's Article, Interviews

ADZINE INSIDER

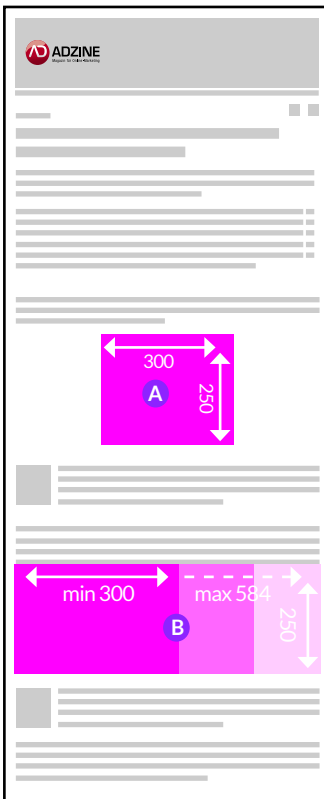
Users: 11.600 subscribers
Frequency: Weekly
Content: Expert's Article

ADZINE SPECIAL

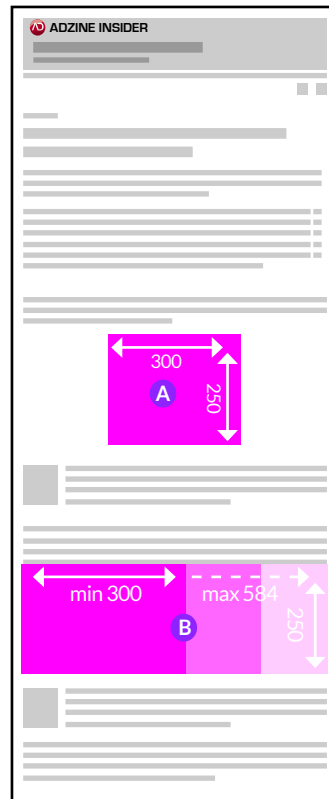
Users: 12.750 subscribers
Frequency: Weekly
Content: Expert's Article

ADZINE UPDATE

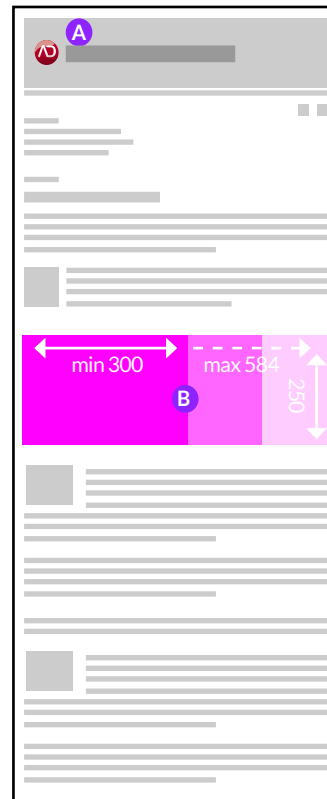
Topics: Video, Programmatic, Mobile, AdTech
Frequency: 12.750 subscribers
Content: Weekly



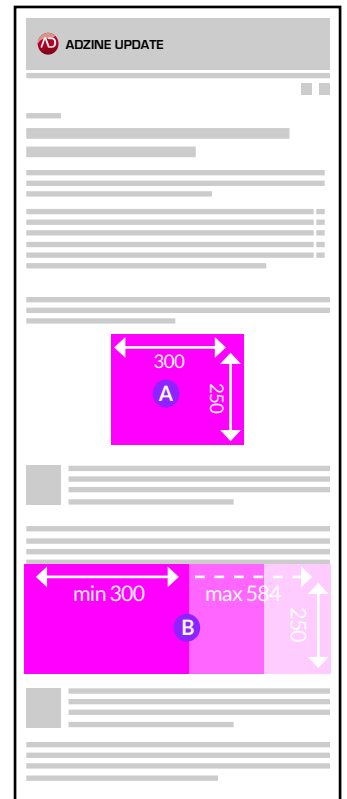
A ContentAd (300 x 250 px)
€ 600,- / Ad
B MaxAd (584 x 250 px) € 800,- / Ad



1x **A** ContentAd (300 x 250 px) and
1x **B** MaxAd (584 x 250 px)
€ 1.200,- / Edition



1x **A** Co-Branded Header and
3x **B** MaxAd (584 x 250 px) between
content
€ 2.600,- / Edition



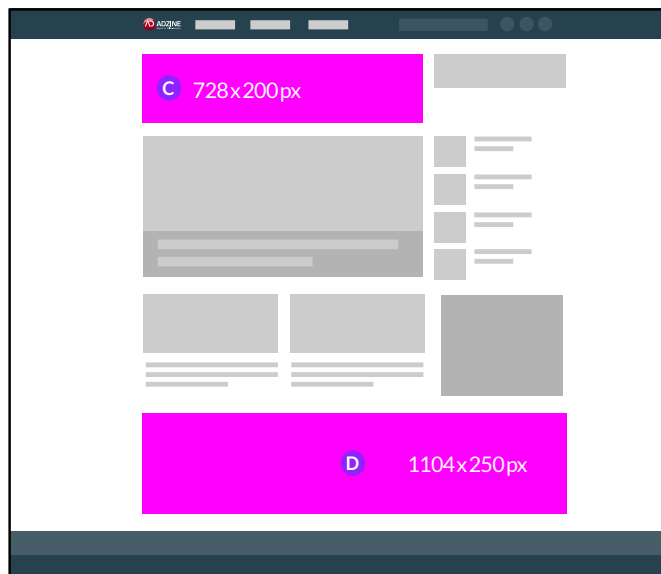
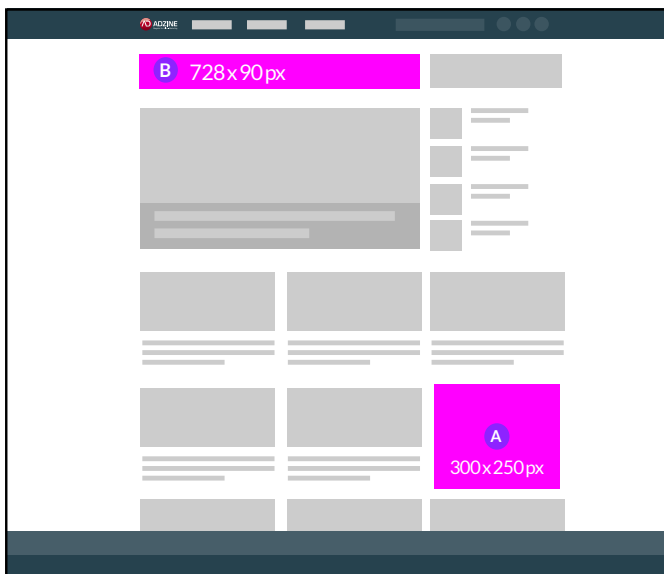
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DISPLAY ADVERTISING

adzine.de

FORMATS AND PLACEMENTS



FORMATS AND PRICES	PLACEMENT	DUARATION	PRICE
Adzine Standard Combination (A Content Ad + B Superbanner)	Rotation	1 Week	€ 1.400,-
A Content Ad 300 x 250 px	Rotation	1 Week	€ 900,-
B Superbanner 728 x 90 px	Rotation	1 Week	€ 900,-
C Big Superbanner 728 x 200 px	Rotation	1 Week	€ 1.100,-
D Billboard 1104 x 250 px	Fixed Placement	1 Week	€ 1.600,-

LEAD GENERATION



ADZINE White Paper Promotion
Current White Paper, Report or Study
Format: PDF for Download
Publication: adzine.de/whitepaper
Setup per Paper: € 500,- + tax
Per 20 Leads: € 1.200,- + tax

Whitepaper creation by ADZINE: € 2.900,- + tax



NEW Webinars
Present a webinar * and benefit from high quality leads.
Adzine will manage the hosting, promotion and lead generation.
Price per webinar incl. moderator: 3.500,- + tax
*Webinar topics in consultation with Adzine. Product presentations and sales pitches are not allowed.

Discounts and Agency Commission: Prices are available for agency commissions. The granting of customer discounts and the amount will depend on the volume of the individual order.

All prices are net excluding VAT/tax

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ADZINE EVENTS SPONSORING

ADZINE's trade conferences 2020 will again cover the lead issues of the Digital Marketing Industry: Mobile, Programmatic, Video and Marketing Technology presented and discussed by the leading industry experts makes ADZINE Conferences absolute must-attend events.

MOBILE



Mobile Advertising Summit

The Mobile Advertising Summit is Germany's Number 1 conference on Mobile Advertising and Marketing. The Mobile Ad Summit serves as a platform for advertisers, agencies, the media and technology providers to exchange their views on communication solutions, with particular focus on formats, technologies, data and placement options.

<https://www.adzine.de/mobile-advertising-summit/>

PROGRAMMATIC / ADTECH



INSPIRING TOMORROW'S ADVERTISING TODAY

Adtrader Conference

When it comes to Programmatic Media in the German-speaking area, the Adtrader Conference is the place to be for advertisers, the media, media buyers, technology providers and user. Build your network and remain up to date on latest trends and developments.

<https://www.adzine.de/adtrader-conference/>

VIDEO



Play Summit

The PLAY Summit showcases the entire range of Video Marketing and Advertising options – in both offline media and digital environments. Find out about distribution options for TV commercials, purely digital concepts or cross-platform concepts. Lectures, cases and plenary sessions will display on how to combine creation, production, channels, technologies and audience in the most effective manner.

<https://www.adzine.de/play-summit/>

MARKETING TECHNOLOGY



New Marketing Tech Summit

The New Marketing Tech Summit shows how technology can support marketing and media decision-makers. Multiple channels and usage habits need to be considered by marketing managers when allocating budgets. Without the use of technology, efficient data processing and economic use of marketing budget simply is not feasible.

<https://www.adzine.de/new-martech-summit/>

Request your sponsoring packages now!

All prices are net excluding VAT/tax