

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.

DISPLAY ADVERTISING

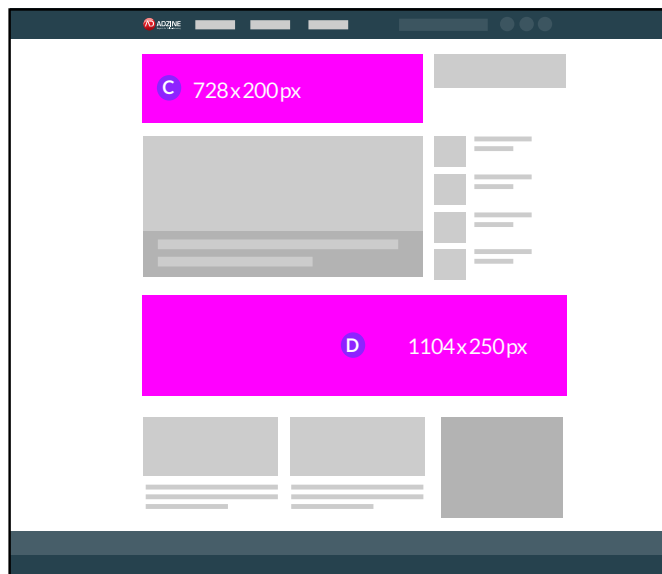
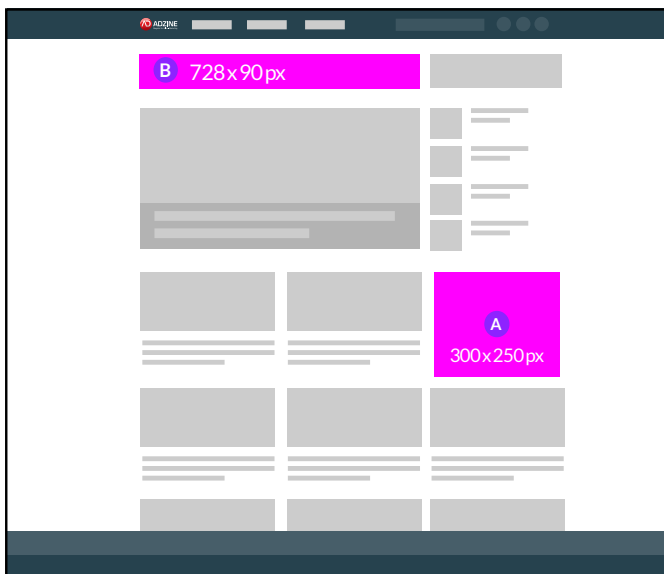
adzine.de

Unique User: 20.000 per month

Content: AdTech, Digital Media, Programmatic, Mobile, Video, Online Marketing

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

FORMATS AND PLACEMENTS



FORMATS AND PRICES	PLACEMENT	DURATION	PRICE
Adzine Standard Combination (A Content Ad + B Superbanner)	Rotation	1 Week	€ 1.790,-
A Content Ad 300 x 250 px	Rotation	1 Week	€ 990,-
B Superbanner 728 x 90 px	Rotation	1 Week	€ 990,-
C Big Superbanner 728 x 200 px	Rotation	1 Week	€ 1.390,-
D Billboard 1104 x 250 px	Fixed Placement	1 Week	€ 1.900,-

All prices are net excluding VAT/tax

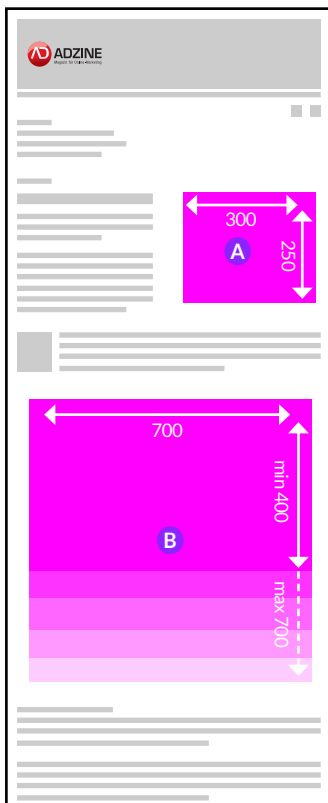
DISPLAY ADVERTISING

Newsletter

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

ADZINE WEEKLY

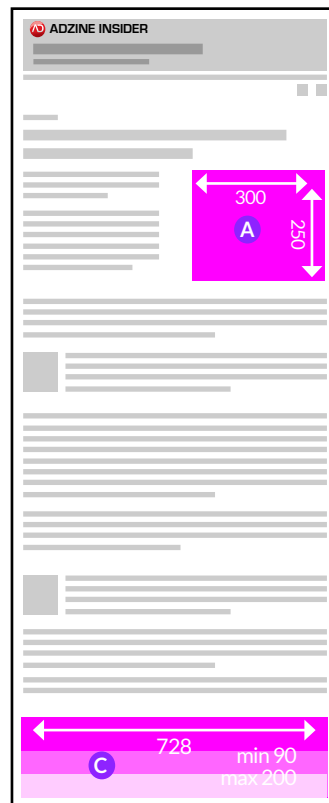
Users: 12.750 subscribers
Frequency: Weekly
Content: Expert's Article, Interviews



- A** ContentAd (300 x 250 px)
€ 590,- / Ad
- B** MaxAd (700 x 400 up to
max. 700 px)
€ 890,- / Ad

ADZINE INSIDER

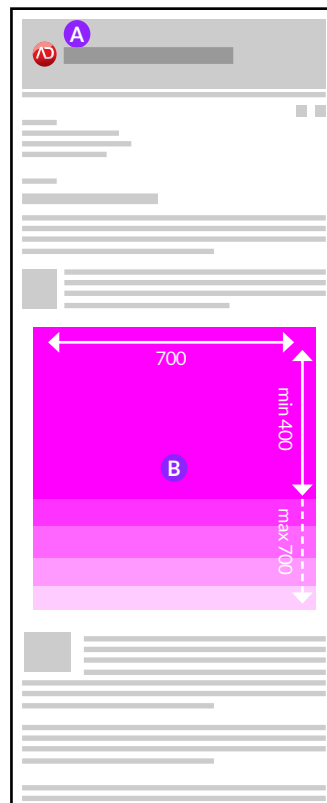
Users: 11.600 subscribers
Frequency: Weekly
Content: Expert's Article



- 1x **A** ContentAd (300 x 250 px) and
- 1x **C** Superbanner (728 x 90 up to
max. 200 px)
€ 1.290,- / Edition

ADZINE SPECIAL

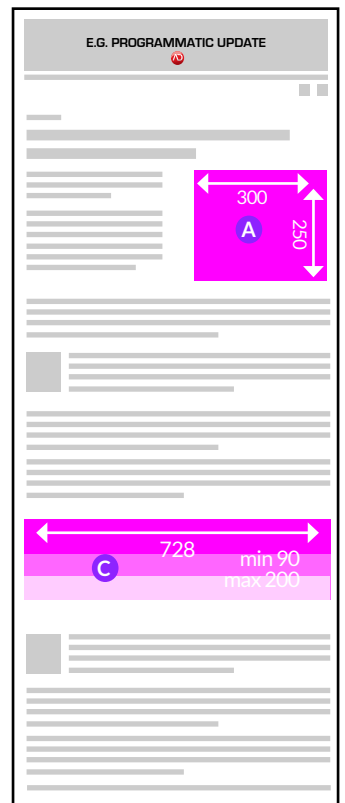
Users: 12.750 subscribers
Frequency: Weekly
Content: Expert's Article



- 1x **A** Co-Branded Header and
- 3x **B** MaxAd (700 x 400 up to
max. 700 px) between content
€ 2.990,- / Edition

ADZINE TOPIC UPDATE

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



- A** ContentAd (300 x 250 px)
€ 590,- / Ad
- C** Superbanner (728 x 90 up to
max. 200 px) € 690,- / Ad

Exclusive:

- A** ContentAd + **C** Superbanner
€ 1.290,- / Edition

All prices are net excluding VAT/tax

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: € 1.790,- + tax



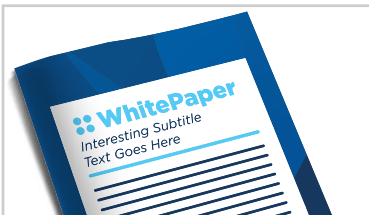
ADZINE Insider

Your expert view for the ADZINE audience

Format: Text 5.000 - 7.500 characters + graphic

Publication: Newsletter "Adzine Insider"

Price per Case: € 1.290,- + tax



ADZINE White Paper Promotion

Current White Paper, Report or Study

Format: PDF for Download

Publication: adzine.de/whitepaper

Setup per Paper: € 1.000,- + tax

Per 20 Leads: € 2.200,- + tax

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

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

More topics on request.

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

ADZINE EVENTS SPONSORING

ADZINE's trade conferences 2017 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.

PROGRAMMATIC / ADTECH



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.

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.

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.

Request your sponsoring packages now!

All prices are net excluding VAT/tax