



# 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

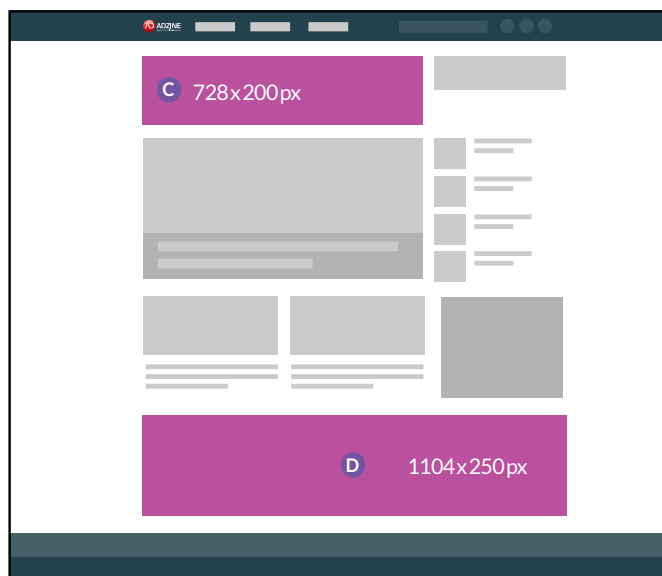
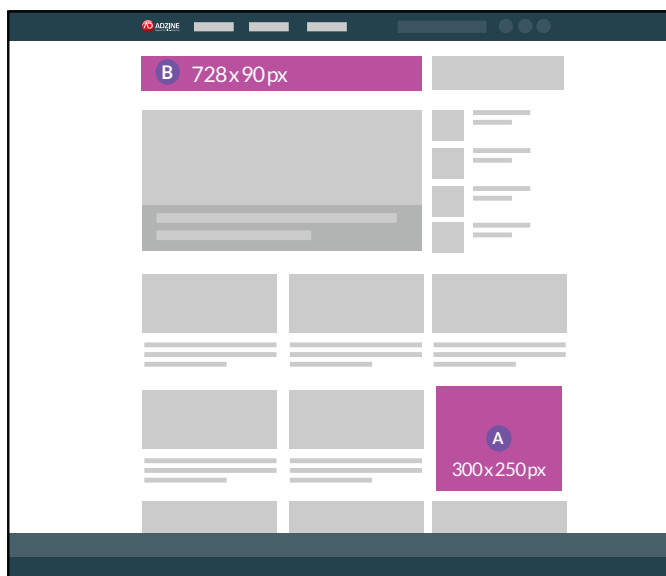
adzine.de

Unique User: 35.000 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   | € 1.400,- |
| A Content Ad 300x250 px                                    | Rotation        | 1 Week   | € 900,-   |
| B Superbanner 728 x 90px                                   | Rotation        | 1 Week   | € 900,-   |
| C Big Superbanner 728 x 200px                              | Rotation        | 1 Week   | € 1.100,- |
| D Billboard 1104 x 250px                                   | Fixed Placement | 1 Week   | € 1.600,- |

All prices are net excluding VAT/tax

Contact for booking and support: Georgina Yeboah – [georgina.yeboah@adzine.de](mailto: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

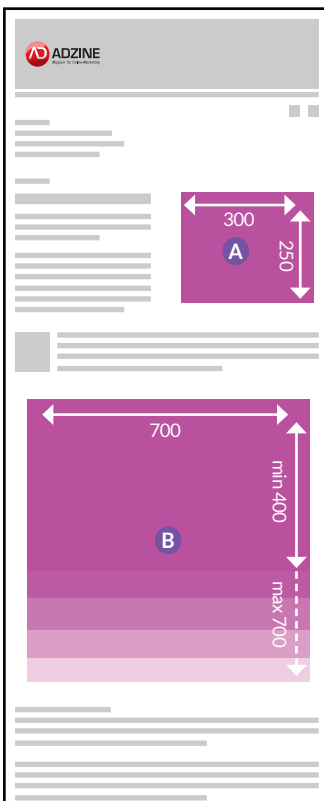
Users: 11.600 subscribers  
Frequency: Weekly  
Content: Expert's Article

#### ADZINE SPECIAL

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

#### ADZINE TOPIC UPDATE

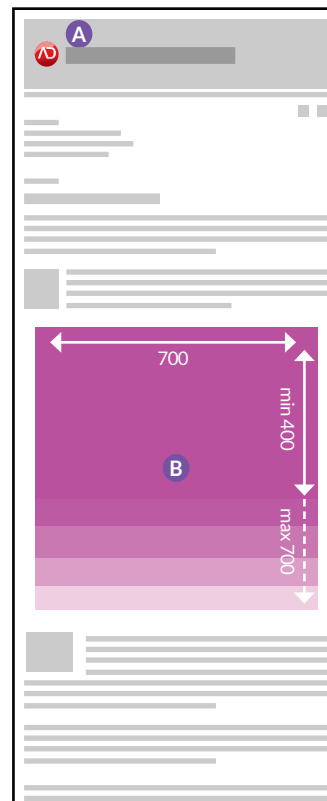
Topics: Video, Programmatic, Mobile, AdTech  
Frequency: 12.750 subscribers  
Content: Weekly changing



- A** ContentAd (300 x 250 px)  
€ 600,- / Ad
- B** MaxAd (700 x 400 up to max. 700 px)  
€ 800,- / Ad



- 1x **A** ContentAd (300 x 250 px) and
- 1x **C** Superbanner (728 x 90 up to max. 200 px)  
€ 1.200,- / Edition



- 1x **A** Co-Branded Header and
- 3x **B** MaxAd (700 x 400 up to max. 700 px) between content  
€ 2.600,- / Edition



- A** ContentAd (300 x 250 px)  
€ 600,- / Ad
  - C** Superbanner (728 x 90 up to max. 200 px) € 700,- / Ad
- Exclusive:**
- A** ContentAd + **C** Superbanner  
€ 1.200,- / 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:** € 1.600,- + tax



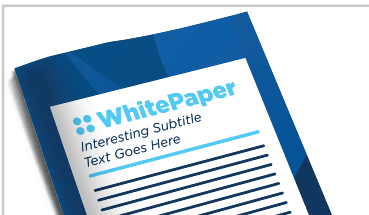
### ADZINE Insider

Your expert view for the ADZINE audience

**Format:** Text 5.000 - 7.500 characters + graphic

**Publication:** Newsletter "Adzine Insider"

**Price per Case:** € 1.200,- + tax



### ADZINE White Paper Promotion

Current White Paper, Report or Study

**Format:** PDF for Download

**Publication:** [adzine.de/whitepaper](http://adzine.de/whitepaper)

**Setup per Paper:** € 1.000,- + tax

**Per 20 Leads:** € 1.200,- + 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 2019 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



#### 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