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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DESCRIPTION</th>
<th>PLACEMENT</th>
<th>DURATION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Content Ad 300 x 250 px</td>
<td>Rotation</td>
<td>1 Week</td>
<td>€ 900,-</td>
</tr>
<tr>
<td>B</td>
<td>Superbanner 728 x 90 px</td>
<td>Rotation</td>
<td>1 Week</td>
<td>€ 900,-</td>
</tr>
<tr>
<td>C</td>
<td>Big Superbanner 728 x 200 px</td>
<td>Rotation</td>
<td>1 Week</td>
<td>€ 1.100,-</td>
</tr>
<tr>
<td>D</td>
<td>Billboard 1104 x 250 px</td>
<td>Fixed Placement</td>
<td>1 Week</td>
<td>€ 1.600,-</td>
</tr>
</tbody>
</table>

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

**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

---

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
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-Profile
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 apart of the ADZINE Tech Partnership

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
NEW Webinars
Present a webinar * and benefit from high quality leads.
Adzine will manage the hosting, promotion and lead generation.
Price per webinar: 2,500,- + tax
*Webinar topics in consultation with Adzine. Product presentations and sales pitches are not allowed.

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
- 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

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
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

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

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