

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 Content Partnership

Techfinder-Profile

Interview

Coverage in Adzine News

€ 2.950,- 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

- 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.

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 Adzine GmbH, Feldstraße 36, 20357 Hamburg, Germany

DISPLAY ADVERTISING

Newsletter

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

ADZINE WEEKLY

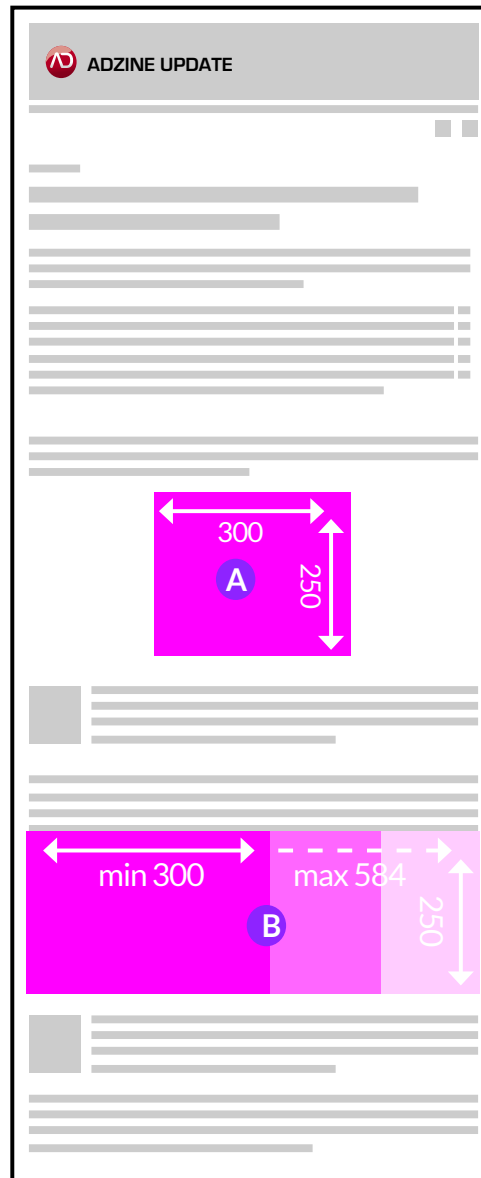
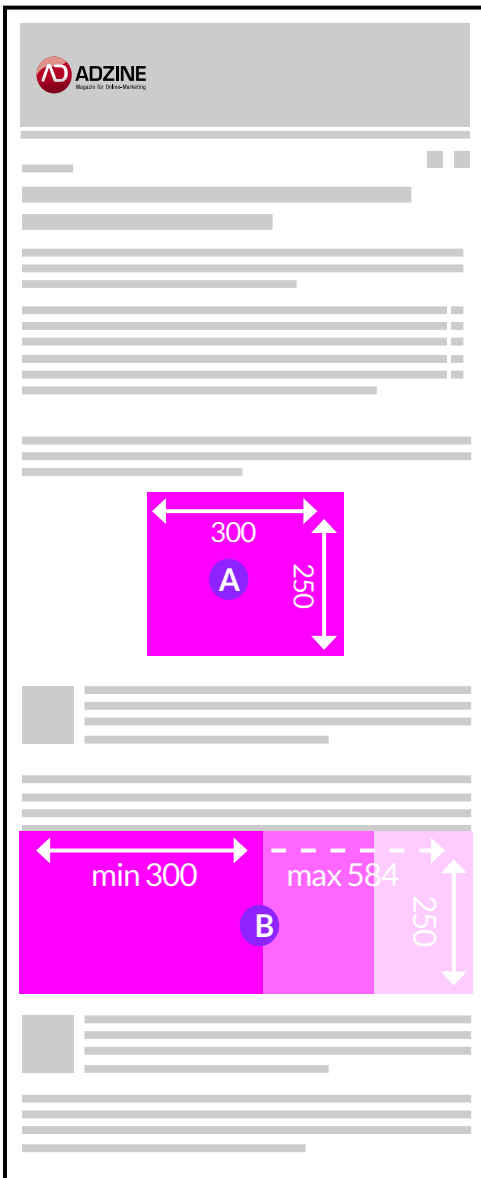
Users: 12.750 subscribers
 Frequency: Weekly
 Content: Expert's Article, Interviews

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

ADZINE UPDATE

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

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

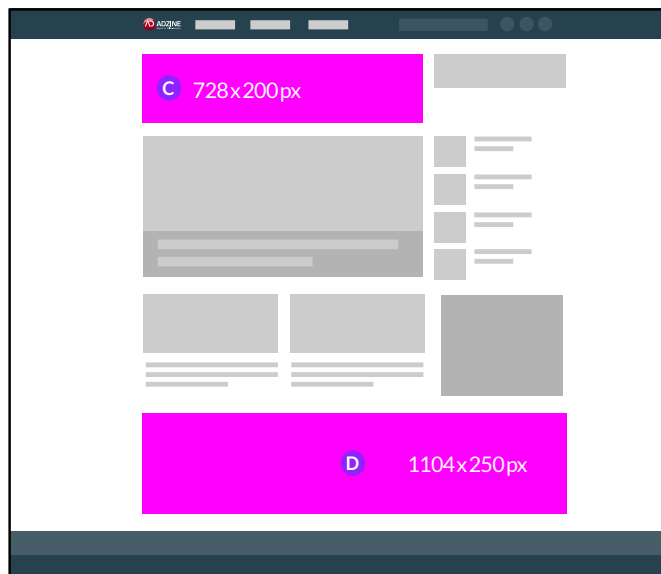
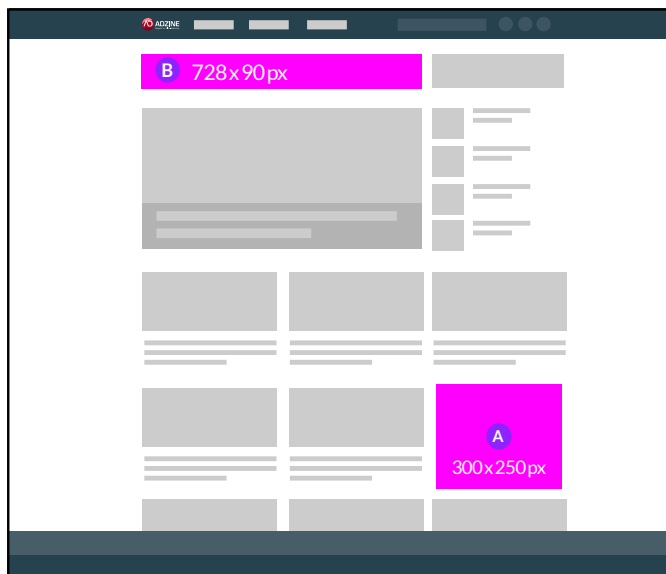


All prices are net excluding VAT/tax

DISPLAY ADVERTISING

adzine.de

FORMATS AND PLACEMENTS



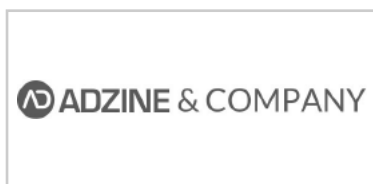
FORMATS AND PRICES	PLACEMENT	DUARATION	PRICE
Adzine Standard Combination (A Content Ad + B Superbanner)	Rotation	1 Week	€ 1.400,-
A Content Ad 300x250 px	Rotation	1 Week	€ 900,-
B Superbanner 728 x 90 px	Rotation	1 Week	€ 900,-
C Big Superbanner 728 x 200 px	Rotation	1 Week	€ 1.100,-
D Billboard 1104 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**



Webinars
Present a webinar * and benefit from high quality leads.
Adzine will manage the hosting, promotion and lead generation.
Pricing on request
*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

Contact for booking and support: Georgina Yeboah – georgina.yeboah@adzine.de or Tel.: +49 40 - 244 24 20 88
Adzine is a product of Adzine GmbH, Feldstraße 36, 20357 Hamburg, Germany