



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

## ADZINE - MAGAZINE FOR ONLINE-MARKETING

ADZINE is one of Germany's leading specialist publications for digital marketing and advertising. ADZINE has been reporting on digital trends and the digital transformation in advertising and marketing for over fifteen years.

ADZINE plays a leading role among the specialised media, particularly in reporting on the use of technology and data, and our digital publications and events enable you to reach marketing decision-makers and multipliers from companies, agencies, media and technology providers.

## 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 Content Partnership

Techfinder-Profile

Interview

Up to three guest articles

Coverage in Adzine News

€ 3.300,- per 12 Months + tax



### ADZINE Insider

Your expert content as part of our Content Partnership

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

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

**Placement available as apart of the ADZINE Content Partnership**

€ 2.500,- per article + tax



### 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

**Content creation by ADZINE:** Plus € 900,- + 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.

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 Adzine GmbH, Feldstraße 36, 20357 Hamburg, Germany

## DISPLAY ADVERTISING

### Newsletter

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

#### ADZINE WEEKLY

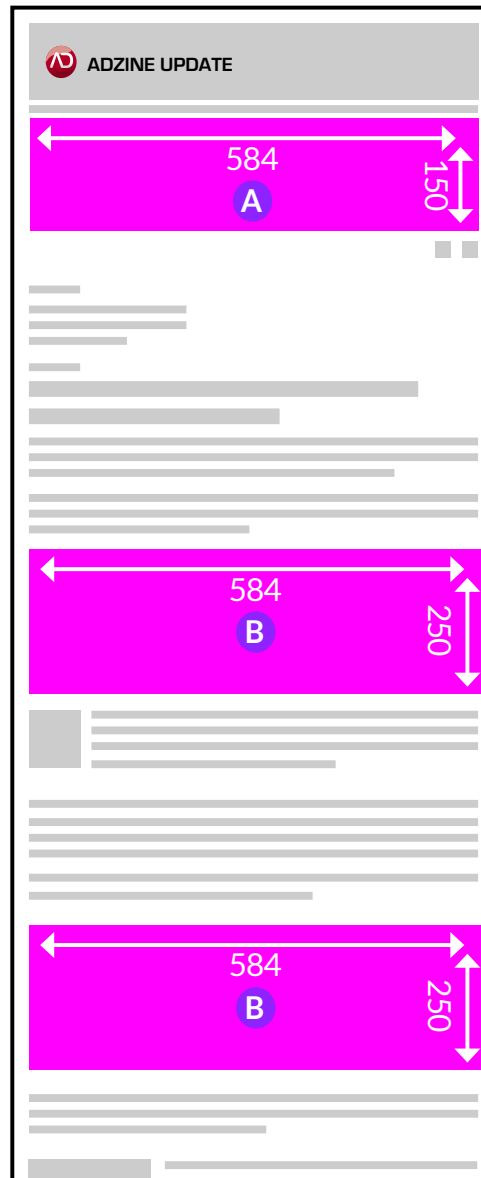
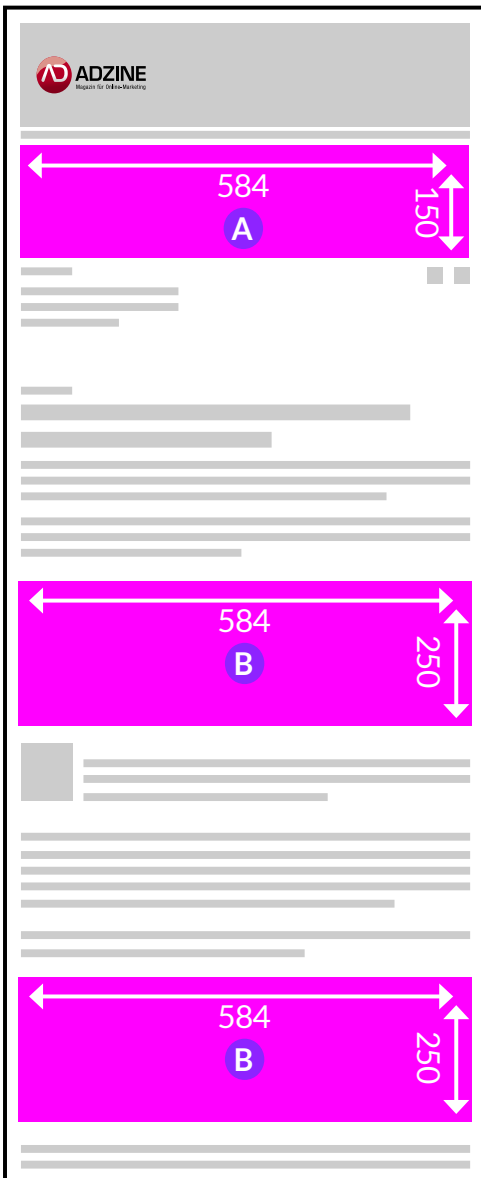
Users: 12.890 subscribers  
 Frequency: Weekly  
 Content: Expert's Article, Interviews

- A** HeaderAd (584 x 150 px) € 1.000,- / Ad
- B** MaxAd (584 x 250 px) € 800,- / Ad

#### ADZINE UPDATE

Users: 12.890 subscribers  
 Frequency: Weekly  
 Content: Video, Programmatic, Mobile, AdTech

- A** HeaderAd (584 x 150 px) € 1.000,- / Ad
- B** MaxAd (584 x 250 px) € 800,- / Ad

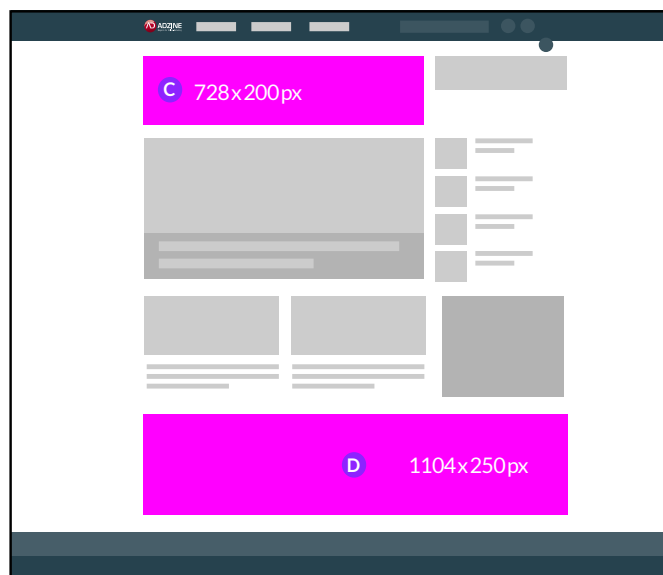
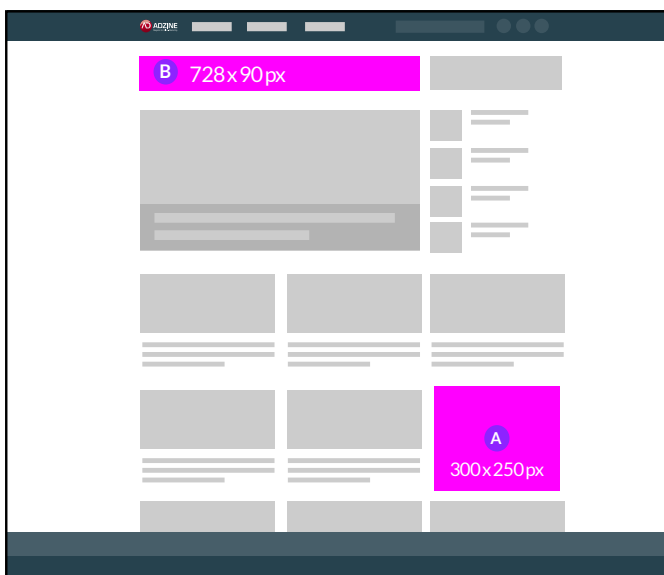


All prices are net excluding VAT/tax

## DISPLAY ADVERTISING

adzine.de

### FORMATS AND PLACEMENTS



FORMATS AND PRICES	PLACEMENT	DURATION	PRICE
Adzine Standard Cobination (A Content Ad + B Superbanner)	Rotation	1 Week	€ 1.500,-
A Content Ad 300 x 250 px	Rotation	1 Week	€ 1.000,-
B Superbanner 728 x 90 px	Rotation	1 Week	€ 1.000,-
C Big Superbanner 728 x 200 px	Rotation	1 Week	€ 1.200,-
D Billboard 1104 x 250 px	Fixed Placement	1 Week	€ 1.700,-

## 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

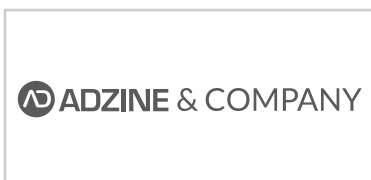
### Webinars

Present a webinar \* and benefit from high quality leads.

Adzine will manage the hosting, promotion and lead generation.

**Price:** from 4.550,- + tax

\*Webinar topics in consultation with Adzine. Product presentations and sales pitches are not allowed.



## ADZINE CONNECT



For information about our ADZINE CONNECT Events  
 contact: [georgina.yeboah@adzine.de](mailto:georgina.yeboah@adzine.de)

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