PROTECTOR

SICHERHEIT.info

The magazine for security technology and business protection

MEDIA DATA 2023

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At a Glance

PRINT → PROTECTOR

PROTECTOR is the leading trade journal for security technology and business protection in the German-speaking world. As an advertising customer, you benefit from a large network and direct contact with industry decision-makers.

ONLINE → sicherheit.info

As PROTECTOR's online portal, sicherheit.info digitally presents all topics linked to security technology and business protection. The website and newsletter achieve extensive reach with the target group.

EVENT → PROTECTOR

PROTECTOR invites industry representatives to the annual **access control** and **video security discussion forums**.

PRINT RUN

Ø 10,322

Copies per issue, as of July 2022, IVW-verified

PAGE IMPRESSIONS

Ø 30,600

Source Google Analytics,
monthly average 07/2021-06/2022

NEWSLETTER RECIPIENTS

~ 3,000

per dispatch (as of October 2022)

PROTECTOR

Topics 2023

Topics / Issues 2022	1-2	3	4	5	6	Special Access	7-8 eMagazine	9	10	Special Video eMagazine	11-12
Publication date	15/02/2023	09/03/2023	05/04/2023	05/05/2023	05/06/2023	27/06/2023	01/08/2023	11/09/2023	09/10/2023	10/11/2023	30/11/2023
Deadline	24/01/2023	15/02/2023	14/03/2023	12/04/2023	10/05/2023	02/06/2023	12/07/2023	18/08/2023	14/09/2023	20/10/2023	08/11/2023
Editorial deadline											
Trade fair	17 - 19 Jan Perimeter Protection 17 - 19 Jan Intersec Dubai		17 - 21 April Hannover Messe 17 - 22 April Messe Bau 25 - 27 April The Security Event		21 - 22 June Feuertrutz; 28 - 29 June Sicherheits-Expo				25 - 27 Oct IT-SA Protekt Leipzig		
Deadlines / Events											
Focus topic	Industry, trade	Financial institutions, data centres	Public buildings, educational institutions, cultural sites	Critical infrastructures, public safety	Public transport, railway stations, logistics, ports	Expert forum, basic knowledge, technology trends as well as products and systems for access control (electronic and mechatronic access control systems, mobile access, biometrics, key management, pedestrian access control, access control centres, readers, standalone terminals and much more).	Large events, sports arenas	Traffic control, parking, tunnels, airports	Office and administration buildings	Expert forum, technical articles, basic knowledge, technology trends as well as products and systems for video surveillance, HD network cameras, encoders, digital storage systems, video management software, monitors and much more.	Hotels, hospitals, healthcare
Video Analogue HDSDI and IP-based video systems, CCTV and network cameras, codecs, switches, storage systems, transmission, monitors, IP intercom, accessories, video management software (VMS), cloud services, image analysis, artificial intelligence (AI), IOT applications, smart home security solutions, etc.	✔	✔	✔	✔	✔		✔	✔	✔		✔
Access Networked and standalone CC systems and components, ID cards, ID management, identification technologies, readers, biometrics, mechanical, mechatronic and electronic locking systems, cloud applications, Bluetooth Low Energy (BLE), NFC, lifts, key management, locks, smart home security solutions and much more.	✔	✔	✔	✔	✔		✔	✔	✔		✔

PROTECTOR

Topics 2023

Topics / Issues 2023	1-2	3	4	5	6	Special: Access	7-8 eMagazine	9	10	Special: Video eMagazine	11-12
Fire Structural, plant and organisational fire protection, fire detectors, fire alarm systems, extinguishing systems, smoke and heat exhaust ventilation systems (SHEVS), voice alarm, escape route systems, rescue routes, hold-open systems, lifts, ventilation, Building Information Modelling (BIM), planning, etc.	✔		✔		✔			✔			✔
Perimeter Fences, barriers, sirens, drones, detection systems, motion detectors, diallers, software, infrared technology, light barriers, fogging systems, magnetic contacts, accessories, smart home security solutions, planning, etc.		✔		✔			✔	✔			
Alarms Intrusion detection systems, alarm systems, control centre equipment, IP intercom, hazard management systems, motion detectors, personal emergency call systems, location systems, company radio, planning and much more.		✔	✔		✔				✔		✔
Mechanics Fittings, doors, windows, foils, safes, burglary protection, locks, glass, locking elements, grilles, shelters, smart home security solutions, key management, barriers and much more.	✔			✔			✔		✔		✔
IT Data centres, physical IT security, IT fire protection, IT security management, data storage and destruction, encryption, UPS, artificial intelligence, IOT applications, managed and digital lab services, smart home security solutions, etc.	✔	✔	✔	✔	✔		✔	✔	✔		✔
Business security											
Critical infrastructures, risk and disaster management, security concepts, industrial espionage and crime, corruption, compliance, transport of money and valuables, special protection vehicles, security consulting and planning, security services and equipment and much more.	✔	✔	✔	✔	✔			✔	✔		✔

Target Groups

Management, decision-makers

Security managers at companies who decide on investments in security technology

Installers and system integrators

Installers of professional security technology at predominantly larger sites such as airports and railway stations

Planners and architects

Architects and planners who decide on the range and type of security technology

Private users (sicherheit.info)

Private users who inform themselves about security technology on sicherheit.info

PROTECTOR

Print

Print

Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (German Audit Bureau of Circulation).

PRINT RUN	ACTUAL DISTRIBUTED CIRCULATION	SUBSCRIBED COPIES
10,322	10,192	2,614

Copies per issue on average from 1 July 2021 to 30 June 2022
Publication frequency: 12 x per year + 2 special issues 52nd volume 2023

Our tip for all print products: **use our sliding scale discounts!**

if purchased within 12 months (insertion year)

Frequency scale

3 times	5%
5 times	10%
10 times	15%

Inserts and technical costs are not subject to discounts. For more extensive contracts, conditions on request.

COMBINATIONS

Advertise additionally in other publications from our publishing house. You will achieve higher market penetration and benefit from discounts.

PROTECTOR

Circulation and Distribution Analysis

CIRCULATION MONITORING

Member of the Infomationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (German Audit Bureau of Circulation).

VOLUME. . . . . 52nd volume 2023

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2021 to 30 June 2022

Print run	10,322		
Actual distributed circulation	10,192	of those, abroad	1,243
Sold circulation	2,809	of those, abroad	445
– Subscribed copies	2,614	of those, for members	2,111
– Retail sales	0		
– Other sales 195			
Free copies	7,383		
Remaining, archive and file copies	130		

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	87.8	8,949
Abroad:	12.2	1,243
Actual distributed circulation:	**100**	**10,192**

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Circulation and Distribution Analysis

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	5.77	516
Postcode area 1	7.07	633
Postcode area 2	9.93	889
Postcode area 3	9.05	810
Postcode area 4	12.72	1,138
Postcode area 5	10.74	961
Postcode area 6	12.52	1,121
Postcode area 7	12.81	1,146
Postcode area 8	12.23	1,094
Postcode area 9	7.16	641
Domestic total	**100**	**8,949**

DOMESTIC DISTRIBUTION BY NIELSEN REGIONS

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	15.03	1,345
Nielsen region 2 (North Rhine-Westphalia)	22.12	1,980
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	15.77	1,411
Nielsen region 3b (Baden-Württemberg)	15.06	1,348
Nielsen region 4 (Bavaria)	17.40	1,558
Nielsen region 5 (Berlin)	4.38	392
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	4.55	407
Nielsen region 7 (Thuringia, Saxony)	5.69	509
Total	**100**	**8,949**

PROTECTOR

Summary of the Analysis Method

SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

1. Analysis method:
- Distribution analysis through file evaluation – full analysis

2. Description of the recipients at the time of data collection:

2.1. Type of file:
The recipient file contains the addresses of all recipients.
Based on the available postal data, the file can be sorted according to postcodes or domestic and foreign addresses.

2.2 Total number of recipients in the file: 76,687

2.3 Total number of varying recipients: 72,636

2.4 Structure of recipients of an average issue according to forms of distribution:

- Sold circulation 2,809
of those: subscribed copies 2,614
Retail sales 0
Other sales 195
- Free copies 7,383
of those: permanent free copies 2,263
rotating free copies 5,059
advertising copies 61

Actual distributed circulation 10,192
of those, domestic 8,949
of those, abroad 1,243

3. Description of the analysis

3.1. Population (proportion studied)
Actual distributed circulation ..... 10,192 = 100%
of those, not included in the analysis: ..... 207 = 2.03%
- Retail sales 0
- Other 146
- Advertising copies 61
Of the actually distributed circulation,
the analysis represents ..... 9,985 = 97.97%

3.2. Date of file evaluation: 15/07/22

3.3. Description of the database:
The analysis is based on the complete file. The shares determined for circulation in Germany and abroad were projected onto the actual average annual circulation in accordance with AMF Item 17.

3.4. Target of the analysis: ..... not applicable

3.5. Definition of the reader: ..... not applicable

3.6. Analysis period: ..... 01/07/2021 to 30/06/2022

3.7. Execution of the analysis: ..... publisher

Recipient Structure Analysis

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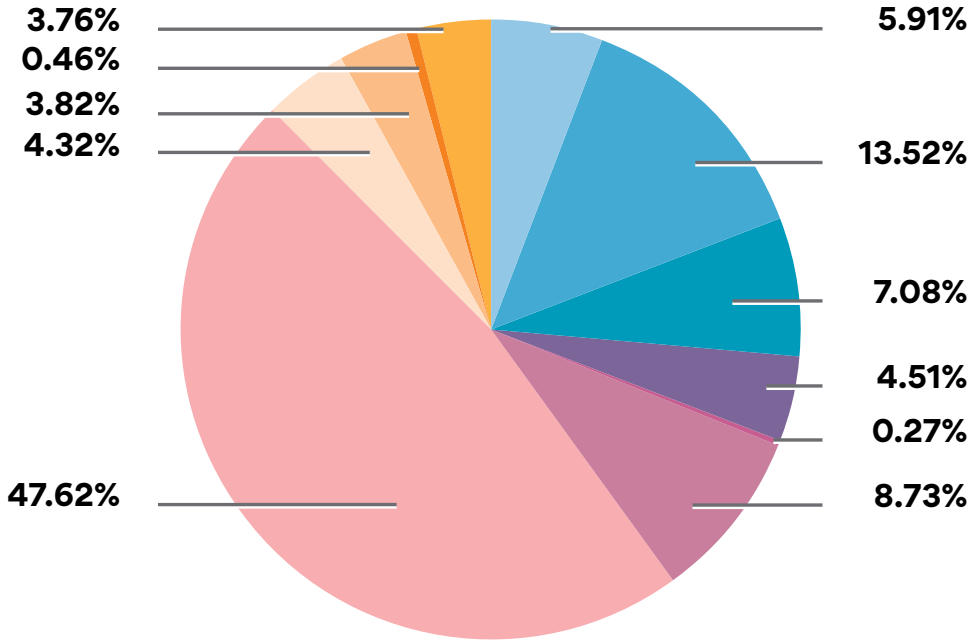
SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Recipient groups:	Share of actual distributed circulation	
	%	Copies
Authorities	5.91	4,638
Services	13.52	10,618
Wholesale and retail	7.08	5,556
Healthcare	4.51	3,544
Property and estate management	0.27	210
Trade	8.73	6,858
Industry	47.62	37,384
Credit and insurance industry	4.32	3,393
Logistics	3.82	2,997
Media	0.46	359
Public institutions	3.76	2,951
Other		3,421
Actual distributed circulation – total	**100**	**81,929**



Advertisements

PROTECTOR

1/1 page

Bleed: 210 × 297 mm

€ 4,590

Junior page

Bleed: 132 × 187 mm

Type area: 115 × 165 mm

€ 3,190

1/2 page landscape

Bleed: 210 × 148 mm

Type area: 175 × 121 mm

€ 2,990

1/2 page portrait

Bleed: 100 × 297 mm

Type area: 85 × 248 mm

€ 2,990

1/3 page landscape

Bleed: 210 × 102 mm

Type area: 175 × 79 mm

€ 2,390

1/3 page portrait

Bleed: 68 × 297 mm

Type area: 55 × 248 mm

€ 2,390

1/4 page landscape

Bleed: 210 × 79 mm

Type area: 175 × 58 mm

€ 1,890

1/4 page portrait

Bleed: 52 × 297 mm

Type area: 40 × 248

€ 1,890

1/4 page 2-column

Bleed: 100 × 148 mm

Type area: 85 × 121 mm

€ 1,890

1/8 page landscape

Bleed: 100 × 79 mm

Type area: 85 × 58 mm

€ 1,050

1/8 page 2-column

Bleed: 100 × 79 mm

Type area: 85 × 58 mm

€ 1,050

Bleed plus 3 mm bleed overleaf

Special Formats

Bound inserts

Exclusive placement. The bound insert is firmly attached to the magazine and offers plenty of space for your information. The bound insert can be supplied ready-made or produced by us on request.
Scope: 2-8 pages Weight: 130 - 170 g/m², Format: 213 x 307 mm, special formats on request. Submission of a sample required.

Special formats on request. A sample must be submitted when placing the order. Delivery in untrimmed format: 216 mm width x 303 mm height (perfect binding), multi-page bound inserts, folded.

	130 g	170 g	over 170 g
▶ two pages	€ 6,715	€ 7,380	€ 8,120
▶ four pages	€ 10,080	€ 11,070	€ 12,190
▶ eight pages	€ 15,100	€ 16,615	€ 18,290

Supplements

The supplement offers plenty of space for your information. It is enclosed loosely and can be archived separately by the reader.
The supplement is delivered ready to use.
Format: 200 x 283 mm
Weight: 25-50 g, prices for heavier supplements and partial circulation on request. Submission of a sample required

Price per thousand		Price per thousand	
▶ up to 25 g	€ 320	up to 40 g	€ 410
▶ up to 30 g	€ 350	up to 45 g	€ 430
▶ up to 35 g	€ 380	up to 50 g	€ 470

Affixed advertising material

Affixed postcards/product samples/CDs/brochures. Submission of a binding sample required. Up to 5 g and only in conjunction with 1/1 advertising page, plus adhesive costs and additional distribution costs. Binding sample required. Bookable as standard for total circulation, partial circulation on request.

The delivery quantity for supplements, bound inserts and postcards etc. is 11,000 copies. The publisher reserves the right to increase the print run on special occasions.

Postcards in conjunction with advertisement or bound insert

- Insert fee in DIN A6 format up to 5g ..... from € 1,390
- plus gluing costs per thousand ..... on request
- plus additional distribution costs ..... on request

Offprint

Offprint of your editorial contribution

With an offprint of your editorial contribution from the trade journal PROTECTOR, you have **a versatile instrument at your disposal to support your advertising activities:**

- ✓ as a display on your exhibition stand
- ✓ as a valuable tool in customer talks for your sales/field sales team
- ✓ for customer information in direct mailing

Product reports, interviews or, for example, user reports – the PROTECTOR team will realise your wishes from a print run of 500 copies and two pages. When designing the offprint, we take your wishes into account and provide you with comprehensive advice.

from € 640

* All prices are exclusive of VAT. Further typesetting and alteration costs shall be charged for at cost

Special Pages

Title and cover pages

More attention due to exclusive placement on the cover and high-quality paper.

Reserve your premium placement in good time!

Title:
194 mm x 220 mm **Price on request**

Cover pages:
210 x 297 mm, plus 3 mm bleed all around

Inside cover page, 4c:	**€ 4,890**
Inside back cover, 4c:	**€ 4,790**
Back cover, 4c:	**€ 4,890**

Native Advertising: Print Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content:** this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose to** supply the text yourself or have it professionally created or revised by our specialist editorial team.

Thinking across channels:
book a cross-media campaign with online and print advertorial!

*Additional advertising formats available; prices on request.

Advertorial basic

Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- **Your texts are used 1:1 as delivered**
- **You provide us with the image material**
- **1 correction loop incl.**
- **Labelled as an advertisement**

Price e.g. for a 1/1 page*: € 4,590

Advertorial premium

Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- **Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created**
- **You provide us with the image material**
- **1 correction loop incl.**
- **Labelled as an advertisement**

Price e.g. for a 1/1 page*: € 6,090

Corporate Publishing

PROTECTOR

Content with added value – tailored to your needs and goals

We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

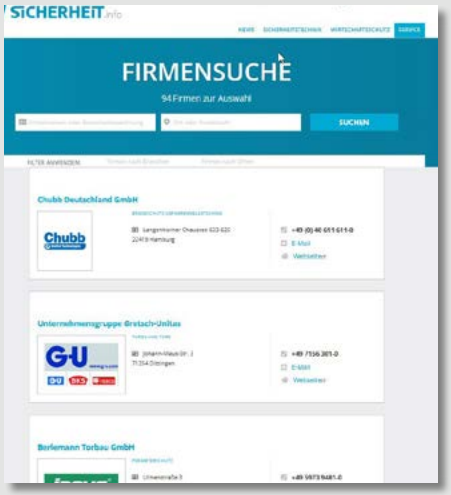
We are happy to advise you on suitable solutions.

Price on request

Business Directory

Business directory and local partners

Online



Print

Business directory – print & online	
Price per line	**€ 15/issue**
Logo	**€ 39/issue**
Business directory online only	**€ 600/year**

Business listings can only be booked as an annual order = 12 issues, they are not subject to discounts and they are extended for one year at a time until cancelled.

Technical Specifications and Delivery

DELIVERING YOUR ADVERTISING DATA

E-mail: anzeigendaten-pro@schluetersche.de.
For queries, phone +49 (0)511 8550-2522.
When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

DELIVERING YOUR PRINT ADVERTORIAL

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to cm-augsburg@schluetersche.de.

1/2 page print advertorial:
1-2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 1,500 characters of text plus headline (Word file)

1/1 page print advertorial:
2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 2,500 characters of text plus headline and introductory text (Word file)

2/1 page print advertorial:
3-5 images (JPG or PNG in print quality incl. copyright/image credits), approx. 6,000 characters of text plus headline and introductory text (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

For details on text distribution and image formats, please refer to our layout templates:
https://svg.to/print-advertorials

DELIVERY ADDRESS FOR SPECIAL FORMS OF ADVERTISING

Dierichs Druck+Media GmbH & Co. KG.
Warenannahme / Tor 2, Frankfurter Straße 168, 34121 Kassel
Acceptance times: Monday to Friday,
7:00 a.m. to 6:00 p.m.
or by special arrangement.
Goods receiving, phone +49 (0)561 60280-362

Delivery note: Trade magazine Protector, issue...
Prepaid delivery to the printing house.
Delivery at least 10 days before publication

TERMS OF PAYMENT

Account details:
8 days after invoice date, 2% discount; otherwise
30 days without deduction. Direct debit possible.
VAT ID no. DE 316 433 496

Bank details:
Commerzbank Hannover
IBAN no.: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX

Technical Specifications and Delivery

JOURNAL FORMAT
210 mm wide x 297 mm high, DIN A4 untrimmed: 216 mm wide x 303 mm high
Type area
175 mm wide x 248 mm high, 4 columns = column width 40 mm

PRINTING AND BINDING METHODS
Web offset printing, saddle stitching.
We reserve the right to switch to perfect binding if necessary.

DATA FORMATS
Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi.
Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

COLOURS
Printing inks (CMYK) according to ISO 12647-2. Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package “ECI_Offset_2009” free of charge at www.eci.org).

PROOF
Colour binding proof according to "Medienstandard Druck" (Print Media Standard) (bvdm).
Digitally produced proofs must contain the FOGRA media wedge (available for a fee at fogra.org) to check the colour accuracy.
Proofs must have an official print control strip.
Please enquire about output profiles and paper classes for reference proofs.

DATA ARCHIVING
Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

WARRANTY
The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

CONTACT
Service tel. +49 (0)511 8550-2522

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Digital

Digital

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PAGE IMPRESSIONS

Ø 30,600

Source Google Analytics,
monthly average 07/2021-06/2022

VISITS

18,100

Source Google Analytics,
monthly average 07/2021-06/2022

LENGTH OF VISIT

~ 2 min

per visit to the website

NEWSLETTER RECIPIENTS

~ 3,000

per dispatch (as of October 2022)

Newsletter

PROTECTOR
SICHERHEIT.info

Full-size Banner

The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.
Format: 468 x 60 px

€ 290
Premium placement: € 550
per dispatch

Medium Rectangle

The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.
Format: 300 x 250 px

€ 450
per dispatch

Text Ads

Text ads are structured in the same way as our articles and marked with the word "advertisement". They contain 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 490
per dispatch

Standalone Newsletter

The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer.
Incl. one correction loop.

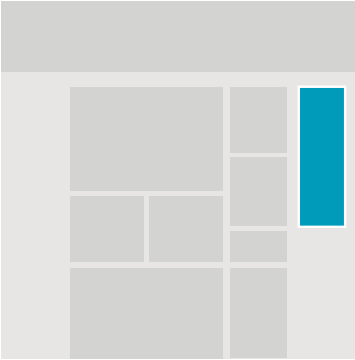
€ 2,590
per dispatch

Banners

PROTECTOR
SICHERHEIT.info

For all banners!
Targeting options on request

Skyscraper



Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

Sizes

Standard: 120 x 600 px	**€ 1,390** per month
Wide: 160 x 600 px	**€ 1,450** per month

Medium Rectangle

Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Sizes	**€ 1,490**
300 x 250 px	per month

Native Teaser

Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes

Image format 16:9 (640 x 400-450 px)	
Overline max. 30 characters	
Title line max. 55 characters	**€ 1,590**
Teaser text max. 156 characters	per month

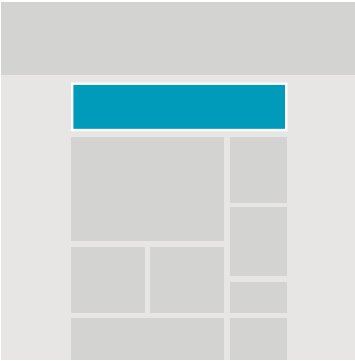
Note for all banners: in rotation with max. 5 advertisements

Banners

PROTECTOR
SICHERHEIT.info

For all banners!
Targeting options on request

Billboard



Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Size
1075 x 250 px
(alternatively 970 x 250 px)

€ 2,490
per month

Wallpaper

Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes
728 x 90 px
120 x 600 px or 160 x 600 px

€ 2,990
per month

Fireplace ad

Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes
1125 x 270 px or 1125 x 90 px
120 x 600 px or 160 x 600 px

€ 2,990
per month

Note for all banners: in rotation with max. 5 advertisements

Retargeting

PROTECTOR SICHERHEIT.info

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged.** If a user then visits another website from our **"Top 100 AGOF" marketing network**, we will also display **your banner there.**

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign.**

Targeting options on request

Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

Native Advertising: Online Advertorials

PROTECTOR
SICHERHEIT.info

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look and feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard of** our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach for** your content. You can supply the content yourself or have it **professionally created by our editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:
book a cross-media campaign with online and print advertorial!

Advertorial basic

Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

SPECIFICATION

- **Your texts are used 1:1 as delivered**
- **You provide us with the image material**
- **1 correction loop incl.**
- **Labelled as an advertisement**
- **Reach boost incl.**
  1 text-image advertisement in the newsletter during the runtime
- **Extension at a discount rate available upon consultation**

€ 2,290
Runtime 1 month

Advertorial premium

Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 5 advertising formats. Displayed on mobile devices.

SPECIFICATION

- **Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.**
- **You provide us with the image material**
- **1 correction loop incl.**
- **Labelled as an advertisement**
- **Reach boost incl.**
  1 text-image advertisement in the newsletter during the runtime
- **Extension at a discount rate available upon consultation**

€ 3,790
Runtime 1 month

Native Advertising: Sponsored Article

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Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is an **informational text created by our editorial team** that is clearly geared towards the **needs of your target group**. The informative article is designed so that you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert**.

Your benefit

You receive a **fully-fledged article created by our editorial team**, including a **native teaser** in the text/image standard of our website and are named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-specific and search engine-optimised **text rewrite** and is **constantly reach and SEO-optimised** during the four-month runtime for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: for each individual view of your article, you pay a pre-determined price.

Sponsored article

We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. native teaser in the text/image standard of the website.
Displayed on mobile devices.

SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

- **Marked as a sponsored article**
- **Reach package incl.:**
  We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google, etc.
- **Unlimited runtime;**
  Active promotion for approx. 4 months
- **Reporting with the most important key indicators at the end of the campaign**

from € 20 per unique pageview (minimum purchase: 150 pcs; individually agreed upper limit possible)

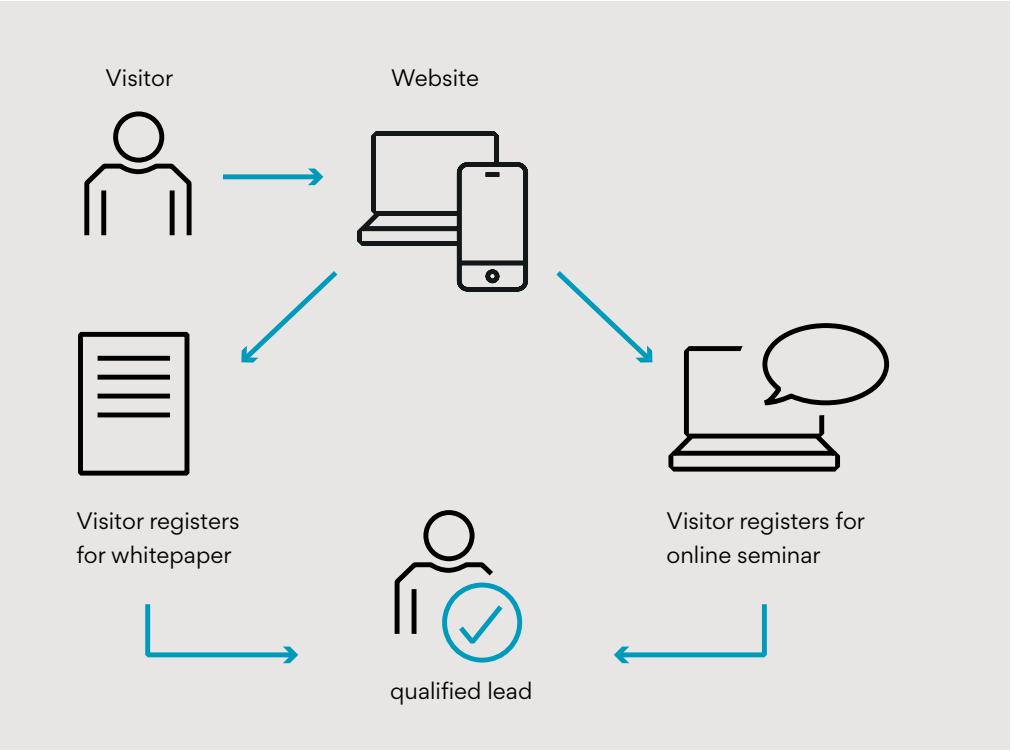
Lead Generation

Generate **direct contacts** who have a concrete **interest in your topic or product** on our channels.

Your benefit

We know what **really moves your target group:** We identify the appropriate **lead magnets (whitepaper or online seminar)**.
You can supply the content yourself or have it created by our editorial team.

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.
- ✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.



Lead Generation

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We are happy to prepare a lead forecast for you.

We offer three types of **lead generation** individually adapted to **your needs.**
Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

Lead generation with supplied finished content

- You supply a complete whitepaper or a recording of an online seminar.
- We make the content available for download on our website and mark it as an advertisement.
- We promote your content through our channels and generate leads for you.
- We provide you with the leads.

from € 2,890 plus CpL*
Runtime 4 months

Whitepaper creation with lead generation

- We create a whitepaper on a topic that appeals to your desired target group.
- We design the whitepaper in the look & feel of our media brand without advertising messages.
- We make the whitepaper available for download on our website.
- We promote the whitepaper through our channels and generate leads for you.
- We provide you with the leads.

from € 4,790 plus CpL*
Runtime 4 months

Online seminar creation with lead generation

- We create an online seminar on a topic that appeals to your desired target group.
- We design the online seminar in the look & feel of our media brand without advertising messages.
- We make the online seminar available for download on our website.
- We promote the live date & recording via our channels and generate leads for you.
- We provide you with the leads.

from € 6,190 plus CpL*
Runtime 4 months

*Cost per lead, individually agreed

Content Creation

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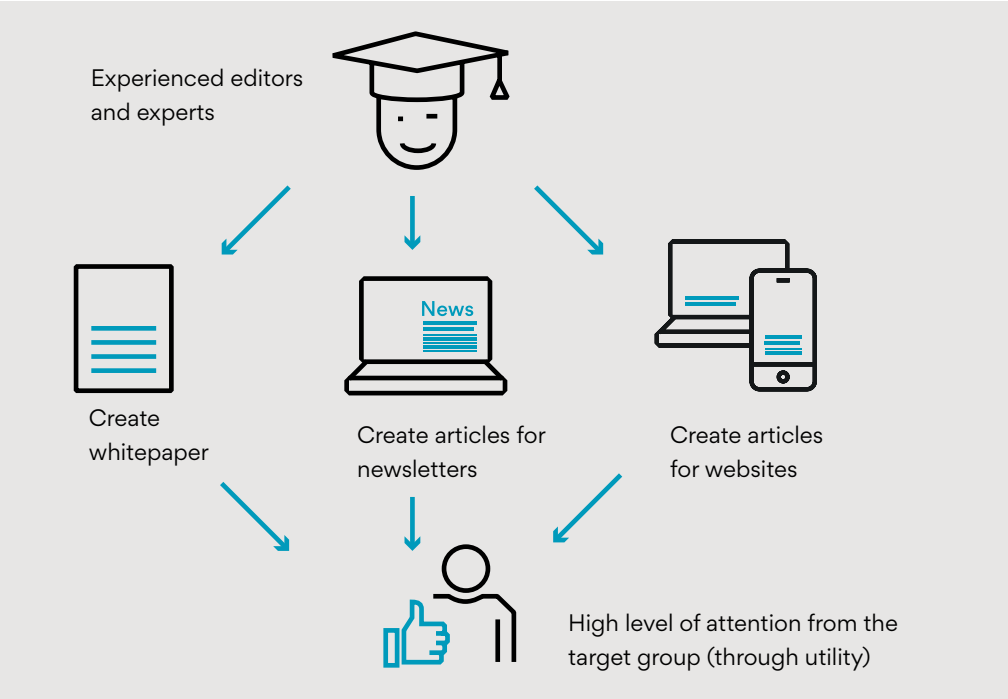
Reach your target groups with value content
Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all the agency work for** you and creates content with which you can **influence your target group's purchasing decisions.** We are happy to advise you on suitable solutions.

- ✓ **Whitepaper**
- ✓ **Newsletter article**
- ✓ **Article for websites**



Price on request

Technical Specifications and Delivery

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DELIVERING YOUR WEBSITE BANNER DATA

Please send the banner as a PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to anzeigendaten-pro@schluetersche.de
With HTML5 files, please provide all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-pro@schluetersche.de

DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-pro@schluetersche.de . Animated GIFs are also possible, however, they may not play correctly on all devices.

DELIVERING YOUR ONLINE ADVERTORIAL

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the booked publication date to anzeigendaten-pro@schluetersche.de:

- Images in the format 16:9 (image file no larger than 250 KB) as a JPG, GIF or PNG incl. copyright/image credit: 1 lead image (1920 x 1080 px), additional article images (900 x 640 – 1920 x 1080 px): 1 with Advertorial Basic, up to 9 with Advertorial Premium
- Text as a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)
- Links to external sites or articles, YouTube videos or download material as required

DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to anzeigendaten-pro@schluetersche.de:

- Subject line & headline: “Customer-Name: Headline” (total max. 68 characters incl. spaces)
- Customer logo (min. 180 px wide) + link to customer website
- Header image (600 x 250 px, JPG, PNG or GIF)
- Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)
  or
  Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- Company contact details

Technical Specifications and Delivery

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DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to anzeigendaten-pro@schluetersche.de:

- Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- For the landing page: 1 title image: (min: 900 x 640 px, max: 1920 x 1080 px), headline (approx. 60 characters incl. spaces), teaser text (max. 300 characters incl. spaces), introductory text (800-1000 characters incl. spaces)
- Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to anzeigendaten-pro@schluetersche.de:

- At least one of the following formats (when delivering a billboard, please supply an additional format.): 970 x 250 px, 300 x 300 px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px (the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)
- Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

TERMS OF PAYMENT

Account details:
8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.
VAT ID no. DE 316 433 496

Bank details:
Commerzbank Hannover
IBAN no.: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX

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media group portfolio.

Portfolio

Portfolio

Construction

- ASPHALT & BITUMEN
- baunetzwerk.biz
- DIE SCHWEIZER BAUSTOFF-INDUSTRIE
- STEINBRUCH & SANDGRUBE
- STRASSEN- & TIEFBAU

Health and Care

- PFLEGEKAMMER
- pflegen-online.de
- TOP-MANAGEMENT PFLEGE Frauennetzwerk

Trade

- genau
- handwerk.com
- HOLZHELDEN
- Norddeutsches Handwerk

Industry

- Aluminium Praxis – Zeitung für Bearbeitung & Anwendung
- INTERNATIONAL ALUMINIUM JOURNAL
- BLECH
- KONSTRUKTION & ENTWICKLUNG
- K ZEITUNG – Das Branchenblatt der Kunststoffindustrie
- NC FERTIGUNG
- PROTECTOR
- SICHERHEIT.info

Motor Vehicles and Mobility

- amz – DIE AFTERMARKETZEITSCHRIFT
- bfp FUHRPARK & MANAGEMENT
- bfp FUHRPARK & MANAGEMENT AKADEMIE
- bfp FORUM
- AUTO RÄDER REIFEN GUMMI BEREIFUNG
- AKADEMIE GUMMI BEREIFUNG

Animal Health

- Der Praktische Tierarzt
- Deutsches Tierärzteblatt
- Kleintierpraxis
- NEWS 4 VETS
- TIERISCH DABEI
- vetline Akademie
- vetline.de
- BERLINER UND MÜNCHENER TIERÄRZTLICHE WOCHENSCHRIFT – Deutsche Tierärztliche Wochenschrift

Everything for Your Online Presence

You do your job. We've got your online marketing covered!

We lead your company forward and make it easy for you to attract new employees and customers, increase your sales among existing customers and handle regulations and legislation with confidence. We support you with our extensive industry experience and tried-and-tested products that are continually optimised.

We do our job, so you can do yours. Undisturbed. And with peace of mind, knowing that everything is taken care of. Make your marketing decisions with confidence!

Find our complete product portfolio at:
https://schluetersche-marketing.de/produkte

Website

Websites today are much more than a digital business card. They can help you to attract new customers and even recruit new employees – think of it almost like having a digital colleague. In short, every modern company needs a website. We show you the easy way to achieve an effective online presence that is informative, appealing and legally compliant.

https://schluetersche-marketing.de/produkte/webseiten

Local Listing

Making your business show up in local searches is becoming increasingly important: two trillion searches are conducted on Google each year and more than a third of these are for nearby services or products. To make sure that you are found in these searches, it is important that you are listed on as many different internet portals as possible, along with your up-to-date address information. You can do this easily with our product: "Local Listing".

https://schluetersche-marketing.de/produkte/local-listing

SEO

The easy way to help your website climb to the top of Google searches etc.! More than 90% of internet users turn to search engines to find information and services. Through search engine optimisation (SEO), we ensure that you rank highly in the search results. Almost 70% of all internet users only choose one link from page 1 of the search results.

https://schluetersche-marketing.de/produkte/suchmaschinenoptimierung

Don't want to miss out on any information? Subscribe to our free online marketing newsletter today at: https://schluetersche-marketing.de/newsletter

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Contact

We Are Here For You!

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