

MediaKit

2022

KI **Kälte · Luft ·
Klimatechnik**
INGENIEURWISSEN IN FORSCHUNG UND PRAXIS



Hüthig





Content:

Magazine Profile	2/3
Rates	4/5
Formats and Technical Specifications	6/7
Schedule and Topic Plan	8/9
Circulation and Distribution Analysis	10
Reader-Structure-Analysis	11/12
Summary of Survey Method	13
Address Rental	14
Online Advertising	15-22
Contact	23-24

1 Title: KI – Trade journal for refrigeration • ventilation • air conditioning technology

2 Profile in brief:

KI – Refrigeration • Ventilation • Air conditioning is the trade publication for specialists and top decision-makers in the refrigeration, ventilation and air conditioning technology sectors. With a view to bridging the gap between science and practice, KI contains specialist articles from renowned authors from the world of research and development. The practice section contains well-researched user articles, reports and product information. As part of regular forums, experts discuss the latest industry topics. The online portal www.ki-portal.de offers the latest industry and product news, among other content.

3 Target group:

Technical building engineering and planning offices; users of refrigeration, air conditioning and ventilation technology within industry, commercial fields and public authorities; refrigeration and air conditioning producers, component manufacturers. Additionally: Universities, technical universities, institutions and technical educational facilities.

4 Publication frequency:	9 x per year
5 Magazine format:	DIN A4
6 Volume/year:	Vol. 58 / 2022
7 Purchase conditions and prices (including VAT):	
domestic	€ 228.98 + € 12.84 shipping costs = € 241.82
foreign	€ 228.98 + € 25.68 shipping costs = € 254.66
Single copy price	€ 27.00 including VAT, not including shipping cost
8 Organ:	independent
9 Memberships:	Deutsche Fachpresse, IVW
10 Publishing company:	Hüthig GmbH Managing Director: Moritz Warth Im Weiher 10, D-69121 Heidelberg +49 6221 489-207 www.huethig.de sabine.wegmann@huethig.de
11 Publisher:	Prof. Dr.-Ing. Uwe Franzke
12 Advertisements:	Dipl.-Betriebsw. (VWA) Sabine Wegmann (Head of Sales) Harald Berg (Sales)
13 Editor:	Axel de Schmidt Birgit Bakhtiari (Assistance)

Volume and content analysis

Key providers in the industry, such as your company, rely on our media for placing their ads. We place great value on striking a balance between volume and content so that both your business and our readers benefit from our media, thus ensuring that your ads also attract the desired level of attention.

Below you will find details of the percentage breakdown as well as the content analysis of the individual topic areas covered by our trade journal. The reporting period is the last full calendar year prior to publication of the media information.

14 Volume analysis

Total volume:
9 issues in 2020
532 pages = 100%

86.85%

Editorial content:
462 pages



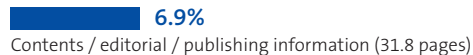
13.15%

Advertising content:
70 pages

of which:
12 ads by the publishing house itself
7 supplements

15 Editorial content analysis

KI – Kälte · Luft · Klimatechnik 2020 = 462 pages



7 Advertising rates in € (formats – see p. 6):

Rates do not include VAT.

4

Rates for b/w advertisements	Basic rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	2,320.00	2,204.00	2,088.00	1,972.00	1,856.00
2/3 page	1,550.00	1,472.50	1,395.00	1,317.50	1,240.00
1/2 page	1,160.00	1,102.00	1,044.00	986.00	928.00
Junior page	1,360.00	1,292.00	1,224.00	1,156.00	1,088.00
1/3 page	820.00	779.00	738.00	697.00	656.00
1/4 page	600.00	570.00	540.00	510.00	480.00
Total rates for 2c advertisements	2-c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	2,680.00	2,564.00	2,448.00	2,332.00	2,216.00
2/3 page	1,910.00	1,832.50	1,755.00	1,677.50	1,600.00
1/2 page	1,440.00	1,382.00	1,324.00	1,266.00	1,208.00
Junior page	1,640.00	1,572.00	1,504.00	1,436.00	1,368.00
1/3 page	1,100.00	1,059.00	1,018.00	977.00	936.00
1/4 page	850.00	820.00	790.00	760.00	730.00
Total rates for 4c advertisements	4-c rate	5 % discount	10 % discount	15 % discount	20 % discount
1/1 page	3,210.00	3,094.00	2,978.00	2,862.00	2,746.00
2/3 page	2,440.00	2,362.50	2,285.00	2,207.50	2,130.00
1/2 page	1,910.00	1,852.00	1,794.00	1,736.00	1,678.00
Junior page	2,110.00	2,042.00	1,974.00	1,906.00	1,838.00
1/3 page	1,570.00	1,529.00	1,488.00	1,447.00	1,406.00
1/4 page	1,180.00	1,150.00	1,120.00	1,090.00	1,060.00
1/8 page	850.00	837.00	823.00	810.00	796.00



2 Surcharges

Color surcharges (not discountable):

	2c	4c
1/1 and 2/3 page	€ 360.–	€ 890.–
1/2 and 1/3 page	€ 280.–	€ 750.–
1/4 and 1/8 page	€ 250.–	€ 580.–

Surcharges apply to Euroscale colors

Special colors on request

Preferential placements:

Inside front cover 4c	€ 3,600.–
Outside back cover 4c	€ 3,600.–
Binding placements	10 % surcharge on basic rate

Format surcharges:

Bled-off and gutter bleed advertisements	10 % on basic rate
--	--------------------

3 Discounts: for purchase within 12 months (always on basic rate)

Frequency discount rate:		Quantity discount rate:	
3 x publication	5 %	2 pages	5 %
6 x publication	10 %	3 pages	10 %
9 x publication	15 %	5 pages	15 %
12 x publication	20 %	8 pages	20 %

4 Classified ads:

Vacancies ads per mm	(1-column, width 41 mm)	€ 2.30
Job search ads per mm	(1-column, width 41 mm)	€ 1.70
Wanted/for sale per mm	(1-column, width 41 mm)	€ 2.30

5 Special advertising:

Bound inserts: must be delivered folded, untrimmed, without back stapling

Volume	Paperweight	Min. weight	up to 120 g/m ²	up to 170 g/m ²
2 pages		120 g/m ²	€ 2,600.–	€ 2,750.–
4 pages		80 g/m ²	€ 3,900.–	€ 4,150.–

Supplements: (not subject to discount and only for total circulation)

Min. format 10.5 x 14.8 cm, min. weight per single sheet is 150 g/m²

Max. paper format 20 x 28 cm

up to 25 g weight	€ 1,200.–
up to 50 g weight	€ 1,800.–

Postage per 1,000 supplements:

up to 25 g weight	€ 13.40
up to 30 g weight	€ 18.80
up to 35 g weight	€ 21.10
up to 40 g weight	€ 22.60

Delivery: specimens to be supplied as of order placement, circulation up to 14 days prior to publication.

Stick-on advertising media: (only for total circulation)

In conjunction with advertisement or bound insert plus adhesive costs, min. format 6.0 x 7.5 cm with 150 g/m ²	€ 550.–
– for machine processing	€ 190.–
– for manual processing	€ 390.–
Postage per 1,000:	€ 5.10

Positioning on request

Delivery address for bound inserts and supplements:

QUBUS media GmbH, Beckstr. 10, D-30457 Hannover
(clearly marked: For KI, issue no. ...)

6 Contact: see p. 23/24

7 Terms of payment:

Net within 30 days of invoice date,
2 % discount for advance payment or direct debit.

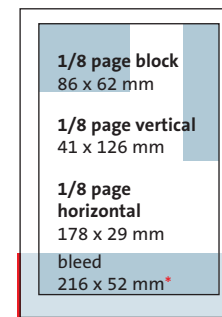
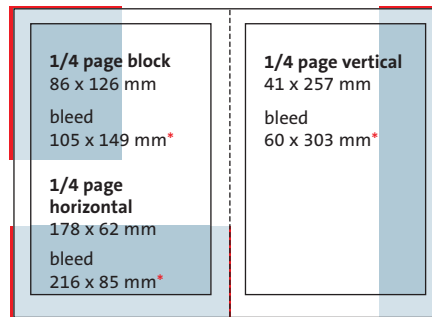
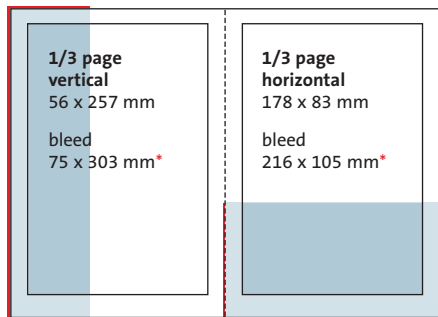
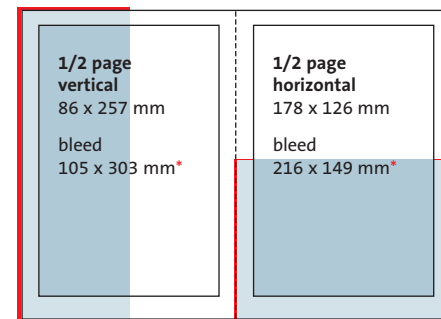
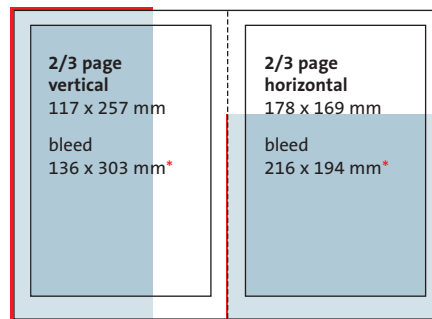
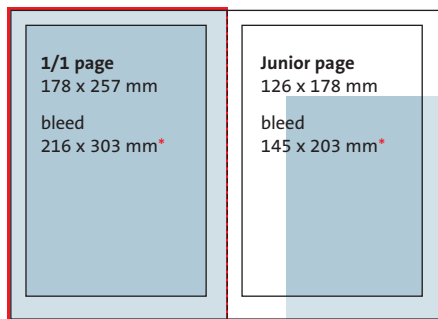
Bank details:

HypoVereinsbank
Account: 157 644 60, Bank code: 700 202 70
IBAN: DE66 7002 0270 0015 7644 60
BIC: HYVEDEMMXXX



— *Bleed formats quoted include 3 mm trim allowances

Type area formats Bleed formats



Delivery of bound inserts:

Width: 210 mm
No trim inside
+ 3 mm trim outer edge

Height: 297 mm
+ 5 mm head trim
+ 3 mm foot trim



- 1 Magazine format:** width 210 mm, height 297 mm, DIN A4
Type area: width 178 mm, height 257 mm
Number of columns: 4 columns, column width: 41 mm

- 2 Printing process:** Sheet-fed offset
Binding process: Back stitching

- 3 Data transfer:** ckv-dispo@huethig.de

- 4 Data formats:** Delivery of data in PDF format, version 1.3 (PDF/X-1a), generated with Acrobat Distiller as of version 4.0 and with screen modulated proof. Image data with high resolution (at least 300 dpi), resolution for 60 screen, color model must always be CMYK (no RGB or LAB elements). Bitmaps (barcode scans) should have at least 800 dpi. The format must have original dimensions plus trim allowance and bleed marks.

- 5 Colors:** For digitally delivered masters for color advertisements, the customer must provide a color proof with Fogra Medienkeil Version 2.0 or 3.0 and a proof or measurement protocol (= certificate). If no such proof is provided, the customer has no right to damage claims based on color deviations.

- 6 Proof:** According to FOGRA standard. With FOGRA Medienkeil 2.0 or 3.0 according to standard, PSO_LWC_Improved_eci.icc for contents as a rule paper type 3 FOGRA 45L – according to standard, ISOcoated_v2_eci.icc for cover as a rule paper type 2 FOGRA 39L – according to standard.

- 7 Data archiving:** Data is archived, thus unmodified repeats are generally possible. However, no warranty for data is assumed.

- 8 Warranty:**
1. The inclusion of advertisements in certain issues or editions or in certain positions is not guaranteed.

2. The publisher warrants the printed, defect-free reproduction of the advertisements corresponding to their representation on circulation paper, and requires the delivery of suitable masters (see details in price list).
3. Color advertisements: the customer must provide a color proof with digitally delivered masters for color advertisements. Failure to provide such proof shall result in the customer forfeiting claims for compensation due to possible color deviations.
4. Complaints must be asserted by the customer in respect of obvious defects not later than two weeks after receipt of invoice. For non-obvious defects, the customer must issue a complaint not later than one year after publication. If, despite prompt delivery of perfect copy and complaint in good time, the advertising material has been reproduced with defects, the customer may demand a substitute placement appearance of the advertisement (subsequent fulfillment) without defects. Claims for subsequent performance are excluded if they subject the publisher to unreasonable expenses. If the publisher is given a reasonable deadline and allows it to expire, the customer shall have the right to cancel the contract or obtain a reduction in payment to the extent to which the purpose of the advertisement was impaired. Warranty claims from merchant customers expire 12 months after publication of the corresponding advertisement or insert.
5. If defects in the print documents are not immediately apparent but become apparent during the printing process, the customer shall have no claims in respect of inadequate publication quality.
6. Customers failing to abide by the publisher's recommendations regarding the creation and transmission of digital print materials shall forfeit all claims relating to publication of defective advertisements.
7. The customer warrants that all files supplied are free of computer viruses. The publisher is authorized to delete files containing viruses. Such deletion shall not provide the basis for any claims by the customer. The publisher also reserves the right to claim damages if the computer viruses cause further damage at the publisher.
8. The publisher assumes no warranty for the accuracy of the quality or volume of materials (bound inserts, inserts etc.) which the customer claims to have made available.

- 9 Contact:** Advertisement processing:
Michael Koch
Tel.: +49 6221 489-303
E-mail: ckv-dispo@huethig.de

	1 / 2 January / February	3 March	4 April	5 May	6 / 7 June / July	8 / 9 August / September	10 October	11 November	12 December
Publication date	Feb. 8, 2022	Mar. 1, 2022	Apr. 5, 2022	May 10, 2022	Jul. 12, 2022	Sep. 6, 2022	Oct. 5, 2022	Nov. 8, 2022	Dec. 6, 2022
Advertising deadline	Jan. 13, 2022	Feb. 3, 2022	Mar. 10, 2022	Apr. 12, 2022	Jun. 15, 2022	Aug. 10, 2022	Sep. 8, 2022	Oct. 11, 2022	Nov. 10, 2022
Editorial deadline	Dec. 16, 2021	Jan. 17, 2022	Feb. 21, 2022	Mar. 24, 2022	May 25, 2022	Jul. 22, 2022	Aug. 22, 2022	Sep. 21, 2022	Oct. 20, 2022
Topics	<p>Commercial refrigeration</p> <ul style="list-style-type: none"> Refrigeration units Refrigerated shelves Freezer cabinets Presenters Refrigerated counters Islands Cold stores Freezer technology Air curtains <p>Air handling systems and components</p> <ul style="list-style-type: none"> Filter technology Air heating / cooling Humidification / dehumidification Air outlets Air curtains Fans <p>Cold storage units</p> <ul style="list-style-type: none"> Latent heat accumulators Ice storage Phase change materials <p>Heat recovery</p> <p>Heat transfer</p>	<p>Air-conditioning technology</p> <ul style="list-style-type: none"> Air-conditioning systems Climate cabinets Cooling ceilings Cooling sails Single and multi-split systems VRF / VRV systems <p>Heat pumps</p> <ul style="list-style-type: none"> Air/air Air/water Earth/air Salt water/water Water/water <p>ICA technology</p> <ul style="list-style-type: none"> Measurement / control / refrigeration systems Control / regulation Sensors Smart home Thermography Pressure switches <p>Cooling agents</p> <p>Components</p> <p>Pipes and connection technology</p>	<p>Refrigeration machines</p> <ul style="list-style-type: none"> Absorption and adsorption refrigeration machines <p>Application software</p> <ul style="list-style-type: none"> Design compliant with standards Pricing Remote maintenance BIM <p>Precision air-conditioning systems</p> <ul style="list-style-type: none"> Server rooms Cleanrooms Hospital rooms Control cabinets <p>Refrigeration technology services</p> <ul style="list-style-type: none"> Leased refrigeration Mobile refrigeration Contract refrigeration Cleaning Maintenance <p>Cold from renewable energies</p> <ul style="list-style-type: none"> Solar cooling and air-conditioning <p>District cooling</p>	<p>Air-conditioning technology</p> <ul style="list-style-type: none"> Central air-conditioning equipment and systems Single and multi-split systems VRF systems <p>Industrial refrigeration</p> <ul style="list-style-type: none"> Production rooms Trade fair halls Event halls <p>Air handling systems and components</p> <ul style="list-style-type: none"> Smoke extractors Filter technology Humidification / dehumidification Fans <p>Heat recovery</p> <ul style="list-style-type: none"> Compressors Condensers Pressure regulators Valves Heat exchangers <p>Residential ventilation</p> <p>Insulation</p> <p>Cold protection</p>	<p>Chillers</p> <ul style="list-style-type: none"> Water-cooled Air-cooled with internal recooling system Air-cooled with external recooling system and separate condensers With heat pump function Humidification / dehumidification Air outlets <p>Heat pumps</p> <ul style="list-style-type: none"> Air/air Air/water Earth/air Salt water/water Water/water <p>Components</p> <ul style="list-style-type: none"> Compressors Pipes Brackets Valves Fans Air coolers and heaters <p>Cold storage</p> <p>Cooling towers</p> <p>Heat exchange technology</p>	<p>Chillventa: Preview</p> <p>Refrigeration technology applications</p> <p>Industrial refrigeration</p> <p>Commercial refrigeration</p> <p>Precision air-conditioning systems</p> <ul style="list-style-type: none"> Server rooms Cleanrooms Hospital rooms Control cabinets <p>Refrigeration technology services</p> <ul style="list-style-type: none"> Leased refrigeration Mobile refrigeration Contract cooling Cleaning Maintenance <p>Transport cooling</p> <p>Vehicle air-conditioning</p>	<p>Chillventa: Main issue</p> <p>Cooling machines and systems</p> <p>Cooling agents</p> <p>Heat pumps</p> <p>Application software</p> <p>Air-conditioning technology</p> <ul style="list-style-type: none"> VRF systems Climate cabinets Cooling ceilings Cooling sails Roof-mounted air-conditioning systems <p>Heat recovery</p> <ul style="list-style-type: none"> Compressors Condensers Pressure regulators Valves Fans Heat exchangers <p>Pumps</p> <p>Pipes and connection technology</p>	<p>Commercial refrigeration</p> <ul style="list-style-type: none"> Refrigeration units Air curtains Fans Condensing units Central systems <p>Industrial refrigeration</p> <ul style="list-style-type: none"> Industrial halls Trade fair halls Event halls <p>Air handling systems and components</p> <ul style="list-style-type: none"> Filter technology Air heating / cooling Humidification / dehumidification Air outlets <p>ICA technology</p> <ul style="list-style-type: none"> Measurement / control / refrigeration systems Control / regulation Sensors Smart home Thermography Pressure switches <p>Residential ventilation</p> <p>Insulation</p> <p>Cold protection</p>	<p>Chillventa: Highlights</p> <p>Air-conditioning technology</p> <ul style="list-style-type: none"> VRF systems Climate cabinets Cooling ceilings Cooling sails Concrete core activation <p>Cooling agents</p> <ul style="list-style-type: none"> Bottles Pumps Recycling Collectors Distributors Scales <p>Components</p> <ul style="list-style-type: none"> Compressors Pipes Brackets Valves Fans Air coolers and heaters <p>Cryogenics</p> <p>Cooling towers</p> <p>Heat exchange technology</p>
Trade fairs		SHK ESSEN Essen Mar. 8–11, 2022	IFH/Intherm Nuremberg Apr. 26–29, 2022 Intersolar Europe Munich, May 11–13, 2022			IAA Nutzfahrzeuge Hanover Sep. 20–25, 2022	Chillventa Nuremberg Oct. 11–13, 2022		BAU Munich Jan. 9–14, 2023



1 Circulation monitoring:



2 Circulation analysis:

Copies per issue
on average for the period
July 1, 2020 - June 30, 2021

Print run: 3,173

Number of copies actually distributed: 2,938 including abroad: 256

Copies sold: 363 including abroad: 71
 – subscribed copies: 359 including member copies: 0
 – other sales: 4
 – single copy sales: 0
 paid content access privileges through subscription*: 365

Free copies: 2,575

Residual, archive and specimen copies: 235

3 Geographical distribution analysis:

Economic area:	Percentage of copies actually distributed	
	%	copies
Germany	91.3	2,682
Abroad	8.7	256
Copies actually distributed	100.0	2,938

Breakdown of foreign circulation*	Percentage of copies actually distributed	
	%	copies
Austria/Switzerland	77.4	198
Other countries	22.6	58
Copies actually distributed abroad	100.0	256

*publisher's claim

The detailed description of the survey method can be found on page 13

1.1 Industries/economic sectors

WZ 2008 Code	Recipient groups (according to classification of the economic sectors)	Percentage of copies actually distributed	
		%	Recipients
33.1, 33.2, 43.2	Installation, assembly and maintenance, specialist installation companies for cooling technology, ventilation and air-conditioning	11.9	349
35.3, 47.1, 47.2, 47.7, 52	Users of cooling and air-conditioning systems and equipment in commercial and industrial companies, including logistics and trade, as well as in public organizations (primarily major consumers of cooling and air-conditioning solutions)	6.9	203
71.12	Planning office – planning/development/consulting (independent planning and consulting engineers, engineering and planning offices for refrigeration, cooling, air-conditioning and ventilation systems)	26.4	776
27.5, 28.93, 28.99, 28.25	Manufacturers of systems, devices, components and other products for cooling, ventilation and air-conditioning technology	42.2	1,241
72, 85.42.1, 85.32	Institution for research, development or education	8.5	250
	Other sectors	4.1	119
Actual distribution		100.0	2,938

The detailed description of the survey method can be found on page 13

1.2 Size of the economic unit / business premises (at the site)

	Percentage of copies actually distributed	
	%	Recipients
1 - 49 employees	53.6	1,575
50 - 199 employees	24.9	731
200 - 999 employees	12.8	377
1,000 employees or more	3.1	90
Employee number unknown	5.6	165
Actual distribution	100.0	2,938

2.1 Job characteristics: Position in the company

	Percentage of copies actually distributed	
	%	Recipients
Managing directors, directors, members of supervisory boards	44.2	1,300
Branch, plant, department, operations and section management	37.0	1,086
Specialists	12.2	360
Assistants, juniors, trainees, and private individuals	6.6	192
Actual distribution	100.0	2,938

2.1 Job characteristics: Area of responsibility

	Percentage of copies actually distributed	
	%	Recipients
Management	55.3	1,625
Production/manufacturing	12.4	364
Design/construction/development	6.6	194
Delivery/assembly/commissioning	6.7	197
Materials purchasing	9.6	282
Consulting	9.4	276
Actual distribution	100.0	2,938

The detailed description of the survey method can be found on page 13



Distribution and recipient structure analysis (AMF model 2 and 3-E)

Total survey through file evaluation according to IVW guidelines

Description of the survey method for the analysis of the distribution and recipient structure (AMF model 2, no. 3 and AMF model 3-E, no. 1.1 to 2.1)

1. Survey method:

Recipient structure analysis through file evaluation – total survey according to IVW guidelines

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

2.1 Nature of the file:

The addresses of all recipients are entered in the recipient file. Owing to the postal information available, the file can be sorted according to post code or recipients in Germany and abroad. The file also contains these additional details: Sector classification, company size categories and job characteristics.

2.2 Total number of recipients in the file: 4,751

2.3 Total number of alternating recipients: 4,095
(change after every third edition)

2.4 Structure of recipients of an average edition according to types of sale:

– Paid circulation	363
of which: Subscribed copies	359
Retail sales	0
Other sales	4
– Free copies	2,575
of which: Permanent free copies	293
Alternating free copies	2,047
Advertising copies	235
– Copies actually distributed	2,938
of which in Germany	2,682
of which abroad	256

3. Description of survey:

3.1 Population (proportion surveyed):

Population (copies actually distributed)	2,938	=	100.00 %
Of which not included in the survey:			
Advertising copies	235	=	8.00 %
Of the population (copies actually distributed) the survey represents	2,703	=	92.00 %

3.2 Date of file evaluation:

August 2, 2021

3.3 Description of database:

To ensure the classification of recipients according to the criteria of sector, company size and job characteristics, the data in our address and customer system are constantly kept up to date and always brought into line with the latest market trends through minor changes.

3.4 Target person of the survey:

The recipients personally entered in the file in institutions.

3.5 Definition of the reader:

Ceases to apply

3.6 Period of survey:

July 1, 2020 to June 30, 2021

3.7 Performance of the survey:

Publisher

In its layout, implementation and reporting, this survey conforms to the current version of the ZAW framework model for advertising media analyses.



Improving success in sales and tapping new potential for revenue

Mailshots are the ideal means of advertising, offering extensive, flexible design options and thereby offering a way of drawing plenty of attention, especially when incorporated into a cross-media advertising campaign. Benefit from our networks within German industry, and address more than 500,000 decision-makers directly and personally.

- **Up-to-date address databases** thanks to the publisher's own regular magazine distribution
- **Exclusive contacts**, including in specialist departments, thanks to ongoing address validation by phone
- **Personalized dialog** with CEOs, decision-makers and technical specialists
- **Flexible use of addresses**, with one-off, multiple or all-year use options
- **Invoicing by net quantity used** via comparison against your database



Worry-free service from a single source

- **Address list rental in a nutshell:** the right contacts for your message
- **More target groups:** we will research additional potential target groups for you
- **Full service from professionals:** we produce and dispatch millions of printed products every year
- ***Delivery guarantee:** If you want, books returned as undeliverable can be used as credit for a future order

Address list rental	Single use (price per use)	Used twice (price per use)	Used three times (price per use)	Annual rental (flat rate)
Database flat rate	€ 180.00			
Company address + 1 contact	From € 0.24	From € 0.22	From € 0.19	From € 0.95
Minimum order value	€ 590.00 (including database/selection flat rate)			
Minimum quantity	70% of delivered addresses (address matching)			

All rental prices are per use; annual rental is flat rate and volume-dependent.
Prices net of statutory VAT. The terms and conditions of the offer/order confirmation apply.



Alexander Zöller
+49 81 91/125-345
Adressvermietung@huethig.de

Take a free trial **NOW!**

We will determine the potential of your desired target group free of charge and without obligation.

ki-portal.de

- 1 Website (URL):** www.ki-portal.de
- 2 Profile in brief:**
Extensive internet provision in B2B communication for specialists and management in refrigeration, ventilation and air conditioning technology. Daily news, product and company database, market overviews, background reports and job market.
- 3 Target group:**
Users of refrigeration, air conditioning and ventilation technology in industry and commerce, design and engineering firms belonging to TGA, manufacturers of refrigeration and air conditioning systems, component manufacturers. Additionally: technical universities and colleges, technical colleges, institutes, training centers.
- 4 Publishing Company:** Hüthig GmbH
- 5 Editorial Contact:**
Axel de Schmidt
Tel.: +49 2102 1485408, E-mail: axel.deschmidt@huethig.de
- 6 Contact – Online Advertising:**
Dipl.-Betriebsw. (VWA) Sabine Wegmann, Head of Sales
Tel.: +49 6221 489-207, E-mail: sabine.wegmann@huethig.de
Dipl.-Kfm. Harald Berg, Sales
Tel.: +49 89 82020340, E-mail: harald.berg@t-online.de
- 7 Data delivery:**
Michael Koch, Tel.: +49 6221 489-303, E-mail: ckv-dispo@huethig.de
File type: jpg, gif, png, HTML5
File size: max. 50 KB

8 External ad server used: Google Ad Manager from Google

Ad technologies and creatives

We only work with providers who are IAB vendors and Google ATPs. We require all ad technologies that are relevant to supplying creatives in order to deliver IO campaigns.

Technologies that are used in the background at the customer's end, e.g. technologies for measuring visibility or protecting against ad fraud, must also be declared.

N.B.: If you use Google Campaign Manager, please send us the redirects as a Campaign Manager URL.

Note re. invoicing: Volume invoice are to be submitted exclusively via reports on our ad server (Google Ad Manager).



Facts

Traffic

- 14.212 visits/month¹
- 21.820 page impressions/month¹
- 6.505 Xing followers²

Content

- Technical articles
- Product reports
- News
- Editorials

¹Source: KI is IVW certified, as of 01/2021 ²Source: Xing, as of 07/2021

	Ad format	Placement	Device	Format (in pixels)	Price in Euro per month
	Billboard	RoS under Header	Desktop Tablet	940x250	1,350.–
	Halfpage	RoS (sticky)	Desktop	300x600	850.–
	Skyscraper right	RoS (sticky)	Desktop	160x600	780.–
	Wallpaper	RoS	Desktop	728x90 + 160x600	1,170.–
	Skyscraper left	RoS	Desktop	160x600	680.–
	Leaderboard Premium	Post, under teaser image	Desktop Tablet	728x90	850.–
	Leaderboard Basic	Post, after 1st text block, or end of post	Desktop Tablet	728x90	780.–
	Medium Rectangle Premium	RoS	Desktop Mobile/Tablet	300x250	1,285.–
	Medium Rectangle Basic	RoS	Desktop Mobile/Tablet	300x250	1,170.–
	Baseboard	RoS (sticky)	Desktop	960x90	590.–
	Partner-Site-Button	RoS	Desktop	300x120	750.–

Business Directory

Also take advantage of locational benefits online: present your company with a company entry in the context of your industry. An entry in our business directory guarantees constant presence when prospective customers are searching. You can update or modify all company entries at any time.

	Plus	Premium
E-mail contact	✓	✓
Content linking	✓	✓
Telephone and Fax number	✓	✓
Link to homepage	✓	✓
Company logo	✓	✓
Profile image	✓	✓
Product program	✓	✓
Link to social media	✓	✓
Image gallery		✓
Company profile		✓
Specific contact partners		✓
Link to sales offices or branches		✓
Additional informations as a link or file		✓
Embedding company videos		✓
Embedding whitepapers		✓
Price/year	€ 325,-	€ 520,-

All prices in Euros without applicable value added tax.



Take advantage of additional contacts on the vertical information level!

Content Placement

Content placement is an article posted on ki-portal.de that consists of your individual content and is labeled as such. Your article is included in the topic area you select and will be archived there for at least a year. In addition to the article, you will get an article teaser on the homepage or topic page of ki-portal.de and an integration in the editorial newsletter, which ensures increased traffic on your article.

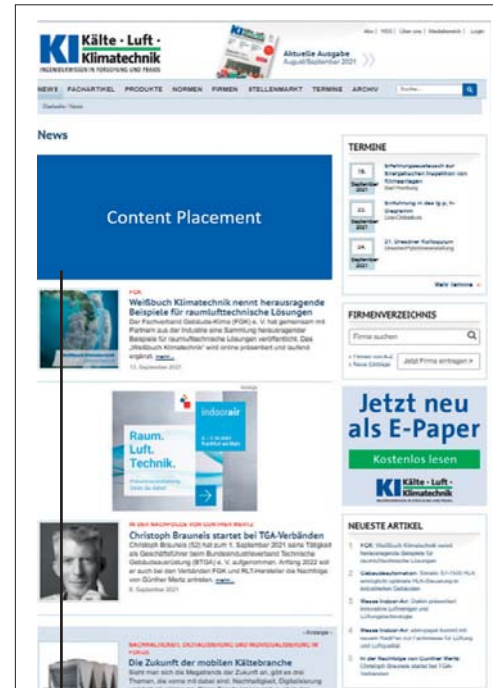
You can freely choose the text and images of your content.

Format: HTML content page, delivery of content as a Word document.
Maximum of 5 images in png or jpg format.

Price: € 1,200.–

You need to provide us with the following:

- Powerful keywords on your topic
- Clear assignment to a channel/sub-channel
- A strong headline
- Short and snappy sub-headlines (to complement the headline)
- Teasers (two short sentences that arouse reader interest; max. of 250 characters)
- Text, including links (recommendation: about 3,000 - 6,000 characters incl. blanks)
- URL company website
- Company logo: min. 150 pixels (jpg, png)
- Optional: a maximum of 5 images (jpg, png)
- Optional: Video (link to Youtube/Vimeo)



Example Content Placement

Content Marketing – Sustainable Success through Expertise

Content marketing is a digital communications strategy. Targeted success within a short time can be achieved by obtaining leads through webinars or whitepapers, for example.

But essentially, content marketing pursues long-term goals. Whether establishing your company on the market, digitally adopting a position in relation to a certain topic in the industry or winning new customers by constantly increasing your visibility – you can achieve these goals through good content marketing and thereby make a significant contribution to the success of the company.

Why you should definitely invest in content marketing:

- You achieve a higher level of awareness for your brand or company
- You bring about a positive change in your image, right through to being viewed as an expert
- You become established as an opinion maker
- You clearly position yourself as a problem solver through the consistent and high-quality transfer of information
- You increase your range and gain far greater visibility
- You benefit from protecting and boosting sales figures and your bottom line for the long-term



We are happy to help you!

Do you lack experience in content marketing? Are you unsure whether your topic is suitable? No problem!

Our experienced specialist editors and industry experts will help you to bring your custom content marketing campaign to life. Contact us!

Interested? For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de

The Webinar – A Modern Way to Generate Leads

Webinars offer you the opportunity to generate new leads – i.e. qualified contacts with a definite interest in your topic or your products. Get to know new potential customers and present yourself as an innovative conveyor of knowledge and solutions provider. This will strengthen your brand and your image as a modern company with great expertise.

The benefits of the webinar package at a glance

- **Comprehensive promotional package**
We plug your webinar, thereby generating your leads
- **New contacts**
Get to know new potential customers that are interested in your product.
You receive all information about the registered participants for commercial use at your company
- **Expert implementation**
You provide the speaker; our experienced team will take care of moderation and technical implementation
- **Image boost**
Modern companies use modern media formats
- **Cost and time savings**
No stress or costs from traveling; easy and convenient wherever you are
- **Knowledge transfer based on multimedia**
You share video, audio and files with the participants
- **Direct contact**
Through questions in the chat and additional surveys to further qualify leads
- **Detailed reports**
Results of surveys, the interest rate and the average attendance duration of the participants
- **Recording of webinars**
We put the recording of the webinar on our website as an on-demand webcast

Your webinar services:

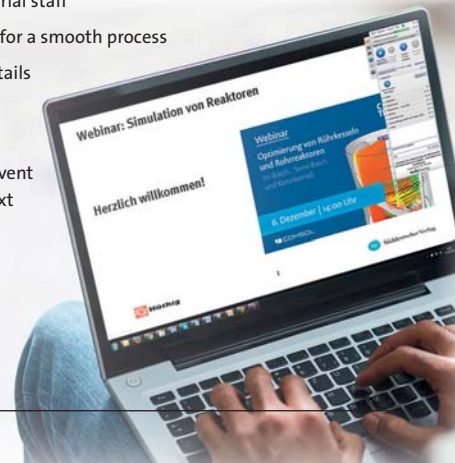
- Advertisement of your webinar on the website with logo, test and registration page
- Promotion via the Hüthig publishing company's various marketing channels
- Invitation e-mail and reminder
- Online webinar room – live broadcast (approx. 60 minutes)
- Option of a survey during the webinar
- Experienced moderation by our editorial staff
- Technical check before the live event for a smooth process
- Registration list including contact details of the participants
- Detailed reports
- On-demand webcast following live event on website with reproduction and text

Interested?

For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@
huethig.de



The Whitepaper – Turning Prospects into Customers

The whitepaper is a key tool in content marketing. Present your target group with content that does not appear to be promotional in nature, but shows them your expertise, and provide the reader with added value. In return, they will be prepared to pay for your content with their contact details. You generate valuable leads – i.e. qualified contacts with a definite interest in your topic or your products!

With a whitepaper...

- you position yourself as a capable contact person in your specialist area and impress with your expertise
- you provide readers with added value by addressing a highly specific problem for your target group, for example
- you create trust and credibility by avoiding a sales pitch of any kind
- you generate new B2B leads for your company

Your whitepaper services:

- Integration of the whitepaper on our website for at least four weeks
- Promotion via the Hüthig publishing company's various marketing channels
- Creation of a form for recording the desired contact information
- You receive all leads collected for use at your company

If required, our experienced specialist editors will be happy to help you create your whitepaper.



Interested? For a customized quote, contact:



Sabine Wegmann
Tel.: +49 6221 489-207
sabine.wegmann@huethig.de

Audience Targeting

Reach B2B users in the Google display network.

Your benefit:

- Enhanced brand awareness through repeated targeting at different touchpoints
- Ad shown on all devices
- Low scatter loss as only users interested in a particular subject are targeted
- Large potential for generating new customers
- Performance boost – we will optimize the campaign and increase the frequency in the most successful channel
- Maximum control over your advertising spend thanks to precise evaluation of reach

For the best possible coverage, please provide us with a set of banners in the following formats: skyscraper, leaderboard, billboard, content ad.

Minimum order: 50,000 ad impressions

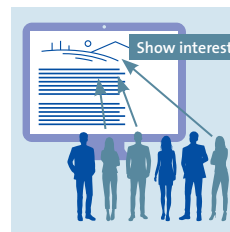
Price: 65.– EUR (CPT)

We will be happy to check whether the reach your desire is achievable.

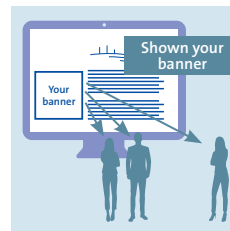
This is how it works:



Users delve into their areas of interest on the specialist portal.



If users show interest in a particular subject area, they are flagged.



These specific users will now be shown your banners on the topic channel booked, on their Facebook timelines and on the partner sites of the Google display network. This way you can reach your target market with great precision.

Your contacts and representatives at home and abroad

PUBLISHER

Hüthig GmbH
Im Weiher 10
D-69121 Heidelberg
Internet: www.huethig.de

ADVERTISEMENTS

Head of Sales:
Dipl.-Betriebsw. (VWA)
Sabine Wegmann
Tel.: +49 6221 489-207
E-mail: sabine.wegmann@huethig.de

Media consultant and sales:
Dipl.-Kfm. Harald Berg
Unterbrunner Str. 9
D-82131 Gauting
Tel.: +49 89 82020340
E-mail: harald.berg@t-online.de

Media Sales Assistance:
Sina Leswal
Tel.: +49 6221 489-228
E-mail: sina.leswal@huethig.de

Advertisement processing:
Michael Koch
Tel.: +49 6221 489-303
E-mail: michael.koch@huethig.de

Switzerland, Liechtenstein
interpress gmbh
Katja Hammelbeck
Ermatinger Str. 14
CH-8268 Salenstein
Tel.: +41 71 55202-12
Fax: +41 71 55202-10
E-mail: kh@interpress-media.ch

EDITORIAL TEAM

Editor:
Prof. Dr.-Ing. Uwe Franzke
Tel.: +49 351 4081-650
Fax: +49 351 4081-655
E-mail: uwe.franzke@ilkdresden.de

Axel de Schmidt
Tel.: +49 2102 1485408
Fax: +49 2102 1485408
E-mail: axel.deschmidt@huethig.de

Editorial Assistance:
Birgit Bakhtiari
Tel.: +49 6221 489-492
E-mail: birgit.bakhtiari@huethig.de

Contact

GTC

Our general Terms and Conditions are viewable here: www.huethig.de/agb

Dipl.-Betriebsw.
(VWA)
Sabine Wegmann
Head of Sales
+49 6221 489-207
sabine.wegmann@huethig.de



Harald Berg
Media consultant
and sales:
+49 89 82020340
harald.berg@t-online.de



Sina Leswal
Media Sales
Assistance
+49 6221 489-228
sina.leswal@huethig.de



Michael Koch
Advertisement
processing
+49 6221 489-303
michael.koch@huethig.de

Axel de Schmidt
Editor
+49 2102 1485408
axel.deschmidt@huethig.de



Birgit Bakhtiari
Editorial Assistance
+49 6221 489-492
birgit.bakhtiari@huethig.de



Katja Hammelbeck
Sales Representative
Switzerland,
Liechtenstein
+41 71 55202-12
kh@interpress-media.ch

