WIN-Verlag GmbH & Co. KG

No. 01 | Valid from 1 October 2021
Dear media planners,
the mediakit 2022 is all about more digitalisation.

We are now increasing our ePaper circulation to over 17,000 copies per issue. In 2021 we successfully produced the first B2B podcasts and will continue to expand this new product line in 2022.

New from October are our explanatory video packages, i.e. we offer you a dedicated target group outreach including video production from a single source.

Almost standard are our stand-alone newsletter, lead and advertorial/sponsored post packages that guarantee a measurable target group and have been doing so successfully for over 2 years.

Let our media team advise you, we are sure to find the right solution for your communication goals!

BERND HEILMEIER
PUBLISHING DIRECTOR
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BRIEF DESCRIPTION:

Anyone who would like to earn money on the Internet relies on e-commerce. With an annual turnover of more than 65 billion euros, the industry achieves a significant share in the German retail sector. Considering the influence of the online channel on stationary retail, the sales effect is even greater. Not to mention the wealth of digital business ideas and services with which money can be earned on the Internet.

There is still a gold-rush atmosphere on the Internet, but the digital transformation has not really made Internet business any easier.

Stationary and online-based trading are increasingly merging into multichannel sales channels with a clear focus on the customer. Without personalisation, sales advising chatbots, and corresponding tracking it will be impossible. Already, augmented reality, voice and social commerce and solutions based on artificial intelligence are overrunning us. E-commerce is in a constant state of change. This means not losing sight of the bigger picture.

Always up-to-date

The e-commerce magazine provides clarity with well-founded expert articles — among the wealth of solutions, offers, market strategies, business models and start-ups. This is the only way for everyone — whether companies or lone warriors — who earn money in and with the Internet to be well-informed.

With a broad spectrum of topics from marketing, sales, logistics, payment, infrastructure, data protection and law, the e-commerce magazine covers all questions that arise in daily online business. This includes the choice of the right shop software and online marketing tools as well as questions concerning usability, design, CRM, payment options, logistics and fulfilment.

A glimpse into the future

The magazine shows how digital innovations, customer centricity, economies of scale and data driven marketing lead to sustainable customer relationships and competitive advantages in e-commerce. A mixture of market review, theoretical principles and current best practices provides the necessary tools for the conception and operation of an online shop. In addition, the e-commerce magazine offers an inspiring outlook on new business ideas that may seem crazy today.

VOLUME ANALYSIS:

Format of the magazine: DIN A 4
Total volume: 288 pages
Editorial part: 222 pages
Advertising section: 66 pages

EDITORIAL CONTENT ANALYSIS:

6 issues

Current developments in e-commerce 60 pages 27.0%
Marketing solutions for the e-commerce 28 pages 12.6%
Logistics 18 pages 8.1%
AI in e-commerce 12 pages 5.4%
Industry news 12 pages 5.4%
Customer Centricity 12 pages 5.4%
Returns management 12 pages 5.4%
Packing 12 pages 5.4%
Payment 10 pages 4.5%
Product news 8 pages 3.6%
Social Commerce 8 pages 3.6%
sustainability in e-commerce 8 pages 3.6%
Financing 6 pages 2.7%
ADVERTISING WITH A STRONG BRAND
For two decades, e-commerce magazine has accompanied the constantly changing business field of online trade. In order to stay on top of things, renowned e-business experts and specialist journalists share their experiences and visions of online business with readers.

TAGET GROUP:

- Decision-makers and executives
- Marketing and sales managers
- Employees involved in the decision-making process in the retail trade
- Logistics managers who wish to obtain a comprehensive and up-to-date overview of topics and trends in online trading
- Students at colleges and universities
<table>
<thead>
<tr>
<th>Source</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIN-Verlag reader survey 2020/2021, IVW, Wired-Minds, Xing</td>
<td></td>
</tr>
</tbody>
</table>

- **2.9 h**
  - Readers spend on average 3 hours with one issue

- **90%**
  - Also use digital media of the e-commerce magazine

- **56%**
  - Are between 30 and 49 years old

- **79%**
  - Make the purchase decision alone

- **48,831**
  - P.m. unique visitors on website (Status: May 2021)

- **132,156**
  - P.M. Page Impressions (Status: May 2021)

- **18,786**
  - Social media follower

- **10,000**
  - Subscribers to the weekly newsletter

- **5,523**
  - Copies sold *Q1/20

- **18,786**
  - Subscribers of the stand-alone newsletter incl. media partner network

- **79%**
  - Make the purchase decision alone


- **118,177**
  - Total media range

- **6,697* copies**
  - Distributed circulation

- **19,799 copies**
  - EPaper distribution

- **48,831**
  - P.m. unique visitors on website (Status: May 2021)

**Sources:**
WIN-Verlag reader survey 2020/2021, IVW, Wired-Minds, Xing

* (IVW Q1/2019 incl. previous reporting periods)
# TIMETABLE AND TOPIC PLAN

In each issue of the e-commerce magazine you will find the following core topics:

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Sales</th>
<th>Logistics</th>
<th>Payment</th>
<th>Infrastructure</th>
<th>Data Protection</th>
<th>Law</th>
<th>Shop Software</th>
<th>Online Marketing Tools</th>
<th>Usability</th>
<th>Design</th>
<th>CRM</th>
<th>Payment Options</th>
<th>Logistics</th>
<th>Fulfillment</th>
<th>Digital Innovations</th>
<th>Customer Centricity</th>
<th>Economies of scale</th>
<th>Data Driven Marketing</th>
<th>AI</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/22</td>
<td><strong>- E-commerce in the Connected Car</strong>&lt;br&gt;<strong>- Artificial Intelligence</strong></td>
<td><strong>- Payment</strong>&lt;br&gt;<strong>- Packaging</strong>&lt;br&gt;<strong>- Last mile in the smart city</strong></td>
<td><strong>- Crossborder</strong>&lt;br&gt;<strong>- Logistics Real Estate</strong>&lt;br&gt;<strong>- Accessible e-commerce</strong>&lt;br&gt;<strong>- Marketing Tools</strong></td>
<td><strong>15-17/02/22 EuroCIS, Düsseldorf</strong>&lt;br&gt;<strong>22-23/02/22 Internet World EXPO 2022, Munich</strong></td>
</tr>
<tr>
<td>PD: 16/02/22</td>
<td>ED*: 17/01/22&lt;br&gt;AD: 31/01/22&lt;br&gt;DP: 02/02/22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02/22</td>
<td><strong>- Sustainability in Online retail</strong>&lt;br&gt;<strong>- VR and AR in E-commerce</strong></td>
<td><strong>- Online shop systems</strong>&lt;br&gt;<strong>- Returns management</strong>&lt;br&gt;<strong>- Customer journey</strong></td>
<td><strong>- Affiliate Marketing</strong>&lt;br&gt;<strong>- Fulfillment</strong>&lt;br&gt;<strong>- Dropshipping</strong>&lt;br&gt;<strong>- Sustainable supply chains</strong></td>
<td><strong>31/05-06/06 LogiMAT 2021, Stuttgart</strong></td>
</tr>
<tr>
<td>PD: 14/04/22</td>
<td>ED*: 11/03/22&lt;br&gt;AD: 24/03/22&lt;br&gt;DP: 28/03/22</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>03/22</td>
<td><strong>- Creditworthiness and financing</strong>&lt;br&gt;<strong>- Social Commerce</strong></td>
<td><strong>- Customer centricity</strong>&lt;br&gt;<strong>- Inkasso</strong>&lt;br&gt;<strong>- Live shopping</strong></td>
<td><strong>- Cryptocurrency</strong>&lt;br&gt;<strong>- Hosting</strong>&lt;br&gt;<strong>- Chatbots</strong>&lt;br&gt;<strong>- Supply Chain Management</strong></td>
<td><strong>29-30/06/22 KS, Berlin</strong></td>
</tr>
<tr>
<td>PD: 14/06/22</td>
<td>ED*: 11/05/22&lt;br&gt;AD: 24/05/22&lt;br&gt;DP: 30/05/22</td>
<td></td>
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</tr>
</tbody>
</table>

* Please note that the deadline for submission of advertorial texts is the editorial deadline.
<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
<th>Specials</th>
<th>Other Topics</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/22</td>
<td>- Planning for the year-end business&lt;br&gt;- Online grocery</td>
<td>- Omnichannel&lt;br&gt;- Marketplaces&lt;br&gt;- Social Media Marketing&lt;br&gt;- Become an Amazon Seller</td>
<td>- Campaign planning&lt;br&gt;- Rating management&lt;br&gt;- Content marketing for E-commerce&lt;br&gt;- Intralogistics</td>
<td>September&lt;br&gt;Dmexco, Cologne</td>
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<tr>
<td>PD: 08/08/22</td>
<td>ED*: 08/07/22</td>
<td>AD: 21/07/22</td>
<td>DP: 25/07/22</td>
<td></td>
</tr>
<tr>
<td>05/22</td>
<td>- Voice commerce&lt;br&gt;- New concepts for E-commerce - alternative for stationary trade</td>
<td>- E-Mail-Marketing&lt;br&gt;- Fulfillment&lt;br&gt;- Fashion Commerce</td>
<td>- Security&lt;br&gt;- Logistics start-ups&lt;br&gt;- Cookieless Online Shop&lt;br&gt;- Check-out process</td>
<td>September&lt;br&gt;FachPack, Nuremberg</td>
</tr>
<tr>
<td>PD: 20/10/22</td>
<td>ED*: 20/09/22</td>
<td>AD: 04/10/22</td>
<td>DP: 06/10/22</td>
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</tr>
<tr>
<td>06/22</td>
<td>- The future of E-commerce - Trends&lt;br&gt;- Digitalisation in Logistics</td>
<td>- CRM&lt;br&gt;- Sustainable transport management&lt;br&gt;- E-invoicing and digital signatures</td>
<td>- Customer dialogue and touchpoints&lt;br&gt;- New work - what happened to the home office?&lt;br&gt;- Video marketing&lt;br&gt;- Same day delivery&lt;br&gt;- Logistics real estate</td>
<td></td>
</tr>
<tr>
<td>PD: 01/12/22</td>
<td>ED*: 01/11/22</td>
<td>AD: 15/11/22</td>
<td>DP: 17/11/22</td>
<td></td>
</tr>
</tbody>
</table>

* Please note that the deadline for submission of advertorial texts is the editorial deadline.
# ADVERTISEMENT PRICE LIST FOR PRINT

<table>
<thead>
<tr>
<th>Size</th>
<th>Print Space</th>
<th>Bleed</th>
<th>Basic Price b/w</th>
<th>2C</th>
<th>3C</th>
<th>4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 pages</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>€ 10,980.00</td>
<td>€ 11,810.00</td>
<td>€ 13,000.00</td>
<td>€ 13,650.00</td>
</tr>
<tr>
<td>U2 extra</td>
<td>390 x 266</td>
<td>420 x 297</td>
<td>€ 11,990.00</td>
<td>€ 12,490.00</td>
<td>€ 13,090.00</td>
<td>€ 14,990.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>180 x 266</td>
<td>210 x 297</td>
<td>€ 5,620.00</td>
<td>€ 6,050.00</td>
<td>€ 6,500.00</td>
<td>€ 6,990.00</td>
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<tr>
<td>2/3 page</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>high</td>
<td>118 x 266</td>
<td>135 x 297</td>
<td>€ 4,180.00</td>
<td>€ 4,500.00</td>
<td>€ 4,840.00</td>
<td>€ 5,200.00</td>
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<tr>
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<td>180 x 175</td>
<td>210 x 195</td>
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<tr>
<td>high</td>
<td>132 x 187</td>
<td>150 x 212</td>
<td>€ 3,520.00</td>
<td>€ 3,780.00</td>
<td>€ 4,060.00</td>
<td>€ 4,370.00</td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>high</td>
<td>90 x 266</td>
<td>105 x 297</td>
<td>€ 3,110.00</td>
<td>€ 3,340.00</td>
<td>€ 3,590.00</td>
<td>€ 3,860.00</td>
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<tr>
<td>horizontal</td>
<td>180 x 130</td>
<td>210 x 147</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1/3 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>high</td>
<td>58 x 266</td>
<td>75 x 297</td>
<td>€ 2,190.00</td>
<td>€ 2,360.00</td>
<td>€ 2,540.00</td>
<td>€ 2,730.00</td>
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<tr>
<td>horizontal</td>
<td>180 x 86</td>
<td>210 x 105</td>
<td></td>
<td></td>
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<tr>
<td>1/4 page</td>
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</tr>
<tr>
<td>high</td>
<td>42 x 266</td>
<td>52 x 297</td>
<td>€ 1,700.00</td>
<td>€ 1,820.00</td>
<td>€ 1,970.00</td>
<td>€ 2,100.00</td>
</tr>
<tr>
<td>horizontal</td>
<td>180 x 65</td>
<td>210 x 73</td>
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<tr>
<td>corner field</td>
<td>90 x 130</td>
<td>105 x 147</td>
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<td>1/8 page</td>
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<td></td>
</tr>
<tr>
<td>high</td>
<td>42 x 130</td>
<td></td>
<td>€ 1,200.00</td>
<td>€ 1,290.00</td>
<td>€ 1,390.00</td>
<td>€ 1,490.00</td>
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<tr>
<td>horizontal</td>
<td>90 x 60</td>
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</tbody>
</table>

Advertorials (editorial advertisements) are available in 2/1, 1/1 and 1/2 page formats at half the advertising price. For details, see „Technical data print“.

Other forms of advertising on request.

## DISCOUNTS

In the case of purchase within one insertion year (beginning with the publication of the first advertisement).

We grant up to 15% AE on all advertisements made via an advertising or media agency. This excludes orders relating to cooperation with Jobware.

---

**All advertising offers of the print magazine include the distribution as e-paper.**

### SURCHARGES FOR PLACEMENT:

- **15 % surcharge**
  - for 4th cover page (back cover)
- **10 % surcharge**
  - for 2nd, 3rd cover page, content and editorial
- **10 % surcharge**
  - for placement request

### SURCHARGES FOR FORMATS:

Advertisements in bleed/across gutter at no additional cost.

---

Media Kit 2022  
e-commerce magazin
AD FORMATS

Sample formats for our print ads

- 1/1: 180 x 266
- 1/2 high: 90 x 266
- 1/2 high: 180 x 130
- 1/2 horizontal: 180 x 266
- Juniorpage: 132 x 187

- 1/3 high: 58 x 266
- 1/3 horizontal: 180 x 86
- 1/3 horizontal: 180 x 65
- 1/4 corner: 90 x 130
- 1/4 corner: 90 x 130
- 1/4 high: 42 x 130

*Special formats on request
**MAGAZINE FORMAT:**
Booklet format: 210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed: 3 mm on all sides

**ADVERTORIAL DETAILS:**
2/1 page: 7,000 characters (incl. spaces) + 2-3 images
1/1 page: 3,500 characters (incl. spaces) + 1-2 images
1/2 page: 1,800 characters (incl. spaces) + 1 picture

Please note: According to European copyright law, it is mandatory to name the photographer and the rights holder. Please consult the responsible editor in each case.

**PRINTING AND BINDING METHODS, PRINTING DOCUMENTS:**
Offset printing, saddle stitch binding.

**Printing Material:**
Data in PDF/X3 format, other data formats on request.

Colour profile: ISO Coated v2 300% of ECI (wwweci.org)

All colour elements have to be created in 4c according to Euroscale (CMYK), special colours, e.g. HKS or Pantone, are not possible.

Tone value variations may occur within the tolerance range of the offset process.

**Data Transmission:**
E-mail to dispo@win-verlag.de

Setting costs and the preparation of the print-ready data are charged at cost price. Further information on data transfer on request via ad disposition.

**DATES:**
frequency of publication: 6x a year
publication dates: see timetable and topic plan

**YEAR:**
volume 24, 2022

**PUBLISHER:**
Address:
WIN-Verlag GmbH & Co. KG
Johann-Sebastian-Bach-Straße 5
D-85591 Vaterstetten

Internet:
www.e-commerce-magazin.de

Publishing Management:
Bernd Heilmeier (responsible)
Phone: +49 (0)8106/350-251
E-mail: bh@win-verlag.de

**TERMS AND CONDITIONS:**
All contracts are based on our General Terms and Conditions, which are available at www.win-verlag.de/allgemeine-geschaeftsbedingungen.

**TERMS OF PAYMENT:**
All prices are subject to the valid value added tax. Invoices are due at the latest eight days after the publication date (PD) of the issue.

In case of receipt of payment before PD: 2 % discount.
VAT ID No. DE813744143.

**For foreign customers:**
Bank transfer free of charge for the beneficiary. Advance payment.

**Bank details:**
Kreissparkasse Munich Starnberg Ebersberg
Bank Account No.: 496 208
BLZ: 702 501 50
IBAN: DE86 7025 0150 0000 4962 08
BIC/SWIFT-Code: BYLADEM1KMS
MAGAZINE PRINT

SUPPLIER AND SERVICE PROVIDER

An entry consists of the company logo, the address and a short description (max. 750 characters incl. spaces).

**PREMIUM**

Basic entry in 6 issues Print + online (1 year) in one category  € 1,250.00

Each additional category  € 140.00

**Standard**

Basic entry in 3 issues Print + online (1 year) in one category  € 700.00

Each additional category  € 140.00
**SPECIAL ADVERTISING FORMATS**

Cover with folded front cover
The page that folds out to the left is connected to the cover page. 4-sided. The production is carried out by the publisher.

Cover with folded back cover
The page that folds out to the right is connected to the back cover page. 4-sided. The production is carried out by the publisher.

Cover flap
1/1 page is placed half over the title and half over the back cover. The production is carried out by the publisher.

Cover double gate fold
Title can be expanded to the left and right. 2-sided. The production is carried out by the publisher.

U2 extra
Combination of cover page 2 and first page inner part. Ad size 2/1.

*In addition to the advertising possibilities mentioned above, we also offer individual communication solutions for our customers. From individual special issues to target-group-specific industry supplements to cross-media campaigns. Our slogan „We take care of the integration of solutions“ is not just empty words. **Do not hesitate to contact us about your ideas.**

Technical data and prices for all special forms of advertising on request. Talk to our Production Department about how your special forms of advertising can be realised in further processing. Please clarify this before the production of your advertising form.
**ONLINE**

**ACCESS CONTROL:**
WiredMinds AG (LeadLab)

**ACCESS:**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique visitors:</td>
<td>48,831 (monthly)</td>
</tr>
<tr>
<td>Page impressions:</td>
<td>132,156 (monthly)</td>
</tr>
<tr>
<td>Follower Social media:</td>
<td>over 18,786</td>
</tr>
<tr>
<td>Newsletter:</td>
<td>10,000 recipients, weekly mailings</td>
</tr>
<tr>
<td>Stand-alone Newsletter:</td>
<td>up to 51,229 recipients, price on request</td>
</tr>
</tbody>
</table>

**DATA DELIVERY:**
Five working days before the start of the campaign by e-mail: dispo@win-verlag.de

**File formats for banners:** GIF, PNG, JPEG or html5
The activation is always Monday 0:00 o’clock, the booking period has to be at least seven days.

**Sponsored Post technical specification:**
Headline, text, 1-2 images, link text, link
Text: min. 750 to max. 4,000 characters
Images: Aspect ratio 3:2, width at least 1,000 pixels.
Sources must be quoted for all images.

**Text ad technical specification:**
Headline, text, image, link text, link
Text: up to max. 500 characters, image left of text: depending on text length and motif with a fixed width of 600 pixels. Aspect ratios of 1:1, 2:3 across max. 3:2 are suitable.

**EXTERNAL ADSERVER USE:** Google Ad Manager

**TERMS OF PAYMENT:**
Invoices are paid immediately after receipt. VAT ID No.: DE813744143.
For foreign customers: Bank transfer free of charge for the beneficiary.
Advance payment. Bank account: Kreissparkasse München Starnberg Ebersberg, account no.: 496 208, bank code: 702 501 50,
IBAN: DE86 7025 0150 0000 4962 08, SWIFT-BIC: BYLADEM1KMS

**ONLINE DISCOUNTS**

<table>
<thead>
<tr>
<th>Number Scale</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads
DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

Desktop Homepage

- Header 1
- Content 6
- Content 3a WIN 3b
- Content 7
- Content 4a WIN 4b
- Footer 8

Desktop Content page

- Header 1
- Content 6
- Content 3a WIN 3b
- Content 4a WIN 4b
- Footer 8

Mobile

- Header 1
- Content 2
- Content 3a
- Content 3b
- Content 8
- Footer
<table>
<thead>
<tr>
<th>Online Advertising Material</th>
<th>Size</th>
<th>Format</th>
<th>max. size (image)</th>
<th>Other</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Billboard</strong></td>
<td>800 x 250 / 970 x 250 / 1000 x 250</td>
<td>JPG, PNG, Video, GIF or HTML 5; Redirect/Tag</td>
<td>300KB</td>
<td>no rotation</td>
<td>€ 1,450.00</td>
</tr>
<tr>
<td><strong>1 Mobile Billboard</strong></td>
<td>300 x 300</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>150KB</td>
<td>no rotation</td>
<td>€ 1,450.00</td>
</tr>
<tr>
<td><strong>2 Halfpage Ad/Skyscraper</strong></td>
<td>300 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td>€ 810.00</td>
</tr>
<tr>
<td><strong>2 Mobile Halfpage Ad/Skyscraper</strong></td>
<td>300 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td>€ 810.00</td>
</tr>
<tr>
<td><strong>3 Medium Rectangle Block 1</strong></td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td>€ 750.00</td>
</tr>
<tr>
<td><strong>3 Mobile Medium Rectangle 1</strong></td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td>€ 750.00</td>
</tr>
<tr>
<td><strong>4 Medium Rectangle Block 2</strong></td>
<td>300 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>rotation</td>
<td>€ 550.00</td>
</tr>
<tr>
<td><strong>5 Video Rectangle</strong></td>
<td>300 x 250</td>
<td>GIF, MPEG4, MPEG3</td>
<td>-</td>
<td>rotation</td>
<td>€ 850.00</td>
</tr>
<tr>
<td><strong>6 Inline Banner 1/Leaderboard/Super Banner</strong></td>
<td>728 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td>€ 710.00</td>
</tr>
<tr>
<td><strong>7 Inline Banner 2/Leaderboard/Super Banner</strong></td>
<td>728 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td>€ 660.00</td>
</tr>
<tr>
<td><strong>8 Footer Banner</strong></td>
<td>728 x 250</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>250KB</td>
<td>rotation</td>
<td>€ 660.00</td>
</tr>
</tbody>
</table>

**Special placements desktop only**

<table>
<thead>
<tr>
<th></th>
<th>Size</th>
<th>Format</th>
<th>max. size (image)</th>
<th>Other</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fireplace Ad „Standard”</strong> Combination of billboard and skyscraper</td>
<td>160 x 600 + 1000 x 90 + 160 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>150KB per item</td>
<td>no rotation</td>
<td>€ 2,100.00</td>
</tr>
<tr>
<td><strong>Fireplace Ad „Erweitert”</strong> Combination of billboard and skyscraper</td>
<td>160 x 600 + 1000 x 250 + 160 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>150KB+300KB+150KB</td>
<td>no rotation</td>
<td>€ 2,400.00</td>
</tr>
<tr>
<td><strong>9 Double Skyscraper</strong></td>
<td>120 x 600 + 120 x 600</td>
<td>JPG, PNG, GIF or HTML 5; Redirect/Tag</td>
<td>100KB</td>
<td>no rotation</td>
<td>€ 1,490.00</td>
</tr>
</tbody>
</table>
Einkaufsfinanzierung für Händler & Unternehmer

ai

allgäu Finanzierende ist die
Einkaufsfinanzierung für schnelles
Wachstum. Sofortige Zuteilung
innerhalb von Minuten. Einkauf
mit Sicherheit. Wir unterstützen
unseren Kunden dabei, ihren
Unternehmenserfolg zu
erreichen.

SUBSCRIBE

* Mehr erfahren
Advertising possibilities in our Newsletter

Text ad with image
Headline, image (JPG, PNG), text (max. 500 characters incl. blanks), link text, link or video
€ 590.00 per week

Skyscraper
120 x 600 px
€ 750.00 per week

Superbanner
560 x 200 px
€ 950.00 per week
ONLINE EVENT ANNOUNCEMENTS

We provide for visitors

Online Events are a highly popular marketing tool, offer an efficient way to present new products and create new relationships with customers. **Work with us to generate additional registrations for your Online Event!**

**Online Event package price:** € 1,750.00

**SUBJECT CONTENTS:**

- **Online Event Newsletter** to the recipients of the e-commerce magazine newsletter, in which exclusively online events are presented every two weeks (more often if required).

- **Online Event-AD** with teaser/online text (max. 1,000 characters), image and link directly to your registration form.

- The description text is available online as **sponsored post** with a **link to the registration form**. Furthermore, the article will be distributed via the social media channels of the e-commerce magazine.

- **Entry with event logo in the calendar of events.** The entry is online from publication until the end of the event.
Stand-alone email is a campaign-related form of advertising that is usually sent only once.

We offer you the choice of selecting only our own newsletter addresses or booking the entire address base of our media network (A-Z Direct, Burda, LeadFactory, MB Medien, etc.).

The basis for the below mentioned maximum reach of over 51,229 recipients is our magazine target group.

With Email Plus, we can also meet your individual requirements, i.e. you can make further adjustments to the target group, such as company size or industry sector.

When using this form of advertising, the owner of the address sends the stand-alone email on behalf of the company making the booking. In other words, the sender is the owner of the address and not the advertising company. Due to the fact that the advertising company is mentioned exclusively in the email, the level of attention is very high.

Your benefit in detail:
• Traffic for your landing page without large detours
• Low scattering losses due to very vertical addresses
• High level of attention in the target group
• Exclusive presentation of the company
• Image transfer by using our magazine title in the header of the email

Needless to say, all our addresses and those of our partners comply with the strict provisions of the German Data Protection Act (DSGVO).

**QUANTITY SCALE**

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>€ 3,990</td>
</tr>
<tr>
<td>20,000</td>
<td>€ 7,490</td>
</tr>
<tr>
<td>30,000</td>
<td>€ 10,990</td>
</tr>
<tr>
<td>40,000</td>
<td>€ 13,990</td>
</tr>
</tbody>
</table>

Larger quantities on request.

However, prices and reach may vary in the event of additional restrictions or a change in target group.

You will receive the technical specifications from our sales team.
ONLINE ADVERTORIALS / SPONSORED POSTS + ADVERTORIAL PACKAGES

Sponsored posts can be advertised via various other online media, thus increasing the number of readers significantly. For this reason, we offer you various complementary methods to increase the traffic on your online advertorial.

The advertising is done via our weekly newsletter. For you, this means around 10,000 recipients of our newsletter, which also presents the sponsored post placed on our website and you will receive a direct link to it.

As an additional advertising measure, we offer you the opportunity to advertise your sponsored post using our social media channels.

As part of our advertorial packages, we also offer to publish your sponsored post as an advertorial in the print and ePaper edition. We are referring here to the maximum possible editorial reach that you can make use of.

OUR PACKAGE PRICES:

**Sponsored Post News+** Publication of your online advertorial on www.e-commerce-magazin.de for one month (min. 500 – max. 4,000 characters + two images), additionally advertised via our weekly newsletter.
2,000 additional characters each with one picture

€1,590.00

**Sponsored Post Social+** (As previously described for Sponsored Post News+, also displayed on our social media channels on XING, LinkedIn, Facebook and Twitter, text max. 4,000 characters)

€2,600.00

**Advertorial Package Premium** (Sponsored Post Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (3,200 characters print + max. 4,000 characters online)

€5,900.00

**Advertorial Package Premium+** Same as Advertorial Package Premium, but with 2 pages of advertorial (6,400 characters print + max. 8,000 characters online plus image)

€8,690.00
LEAD PACKAGES

Acquiring new customers

Leads, leads, leads that sounds almost like the gold digging days of the Yukon, as if there was only one goal left in communication.

Unfortunately, it is a fact that some of our customers today are only allowed to spend their advertising money when **their success is virtually assured**. It is usually a matter of using every euro for advertising as efficiently as possible.

Nevertheless, not every advertising campaign can be measured with all its effects, and even if the specialist departments of our customers know this, their hands are often tied.

One way out of this unsatisfactory situation are **the lead packages of our publishing house**, with which we offer our customers awareness and leads in one package. For instance, the advertisement can be combined with a whitepaper download, or the newsletter with sponsored post and a fixed number of leads. This means that with one lead package you **can do one thing without losing the other**.

We only supply MQ leads, i.e. marketing qualified leads that, as the name suggests, are not yet qualified to make the sales call. However, you have the permission of the interested party to send further information and thus **convert the MQL into an SQL (Sales-Qualified-Lead) in just a few steps**.

The leads are usually generated via electronic mailings in which interested parties are offered a whitepaper from our customer. **By downloading the whitepaper, the prospective customer releases his or her data and gives permission for further contact by our customer. All leads supplied by us therefore meet the high requirements of the German Data Protection Act (DSGVO).**

We generate these lead addresses from our own address database or together with partners in our media network, such as Leadfactory, Burda, MB Medien etc., depending on the quantity and the required depth of information.

All our cooperation partners, like us, guarantee compliance with the statutory data protection provisions of the German Data Protection Act (DSGVO).

A lead address of the premium packages contains at least the following information: company name, address, company size, first name, last name, job function, e-mail, telephone.

The lead addresses for business and standard packages contain only the contact person and email address.

Should you require further information, we can provide this information for an additional charge. We would be pleased to make you a detailed offer.
**LEAD PACKAGES**

According to the reader target group of the e-commerce magazine you will receive guaranteed MQ leads

<table>
<thead>
<tr>
<th>Leads</th>
<th>MQ leads – Premium 100</th>
<th>MQ leads – Premium 75</th>
<th>MQ leads – Premium 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>You will receive:</td>
<td>You will receive:</td>
<td>You will receive:</td>
</tr>
<tr>
<td></td>
<td>1 Stand-Alone Newsletter</td>
<td>1 Stand-Alone Newsletter</td>
<td>1 Stand-Alone Newsletter</td>
</tr>
<tr>
<td></td>
<td>Marketplace entry: 12 months Print + Online</td>
<td>Marketplace entry: 12 months Print + Online</td>
<td>Marketplace entry: 12 months Print + Online</td>
</tr>
<tr>
<td></td>
<td>2 Newsletter text ads with your white-paper</td>
<td>2 Newsletter text ads with your white-paper</td>
<td>2 newsletter text ads with your white-paper</td>
</tr>
<tr>
<td></td>
<td>Sponsored post + Xing</td>
<td>Sponsored post + Xing</td>
<td>Sponsored post + Xing</td>
</tr>
<tr>
<td></td>
<td>Halfpage Ad (300 x 60 px) 2 weeks</td>
<td>Halfpage Ad (300 x 60 px) 2 weeks</td>
<td>Halfpage Ad (300 x 60 px) 2 weeks</td>
</tr>
<tr>
<td></td>
<td>€ 17,900.00</td>
<td>€ 15,400.00</td>
<td>€ 11,700.00</td>
</tr>
<tr>
<td>75</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Differing quantities to our lead packages and special requests on request!

**Your advantages:**

**Leads + Online Activity =**

- Measurable results of your marketing strategy
- Guaranteed lead volume in accordance with the German General Data Protection Regulation (DSGVO)
- Increased awareness for your company
- Increased awareness for your company
**ONLINE SPECIALS+**

Whitepapers, directories & posts

---

**WHITEPAPER***:

Whitepaper for 3 months for download incl. leads (image + teaser text)

**Medium**: with advertisement of the whitepaper by
- 4 text advertisements in the newsletter according to your choice (image + text)
- one medium rectangle banner for four weeks on the website

**Large**: with advertisement of the whitepapers by
- 5 text advertisements in the newsletter according to your choice (image + text)
- 1 Sponsored Post + 8 weeks medium rectangle banner (300 x 250 px)

**XXL**: Promotion of the whitepaper with a standalone newsletter. You determine the number of recipients yourself. Basic price for whitepaper promotion and download function **€ 950.00**. Per 1,000 recipients **€ 399.00**, minimum purchase are 5,000 recipients

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**POSTS**:

Calendar of events per event (logo 300 px wide + text)

Exhibition area per year **€ 2,000.00**

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**MARKETPLACE**:

Service provider for 12 months (logo, address block, max. 500 characters text) **€ 750.00**

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**SEO-SERVICE**:

SEO-optimization of print and online articles up to 4,000 characters (incl. blanks, ca. 1 page text) **€ 439.00**

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* We can automatically scale the images if they are delivered in the correct size ratio when they are delivered. Please deliver in 16:9 format.
ONLINE JOB MARKET

Including booking option with Jobware

**Online Job Market**

**Job Standard**
- 1/4 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

**Job Premium**
- 1/2 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Newsletter: Publication with a teaser in our newsletter with link to the advertisement on Jobware portal
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

**Job Professional**
- 1/1 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Newsletter: Publication with a teaser in our newsletter with link to the advertisement on Jobware portal
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

**Job Master**
- 1/1 page print/ePaper ad
- Publication WIN-Verlag/Jobware job market
- Newsletter: Publication with a teaser in our newsletter with link to the advertisement on Jobware portal
- Top-Joblink: Premium placement above the job market
- Notice and link in our newsletter (one-time)
- Publication on Jobware portal and its partners

**Jobware Plus:**
- Hybrid design or implementation according to specification:
  - Ad service: We create the advertisement document based on your template (PDF, Word, …)
  - Each advertisement is professionally categorised and keyworded by experienced specialists.
- Before live placement, you will receive a link to preview and approve the ad.

**Further services:**
- Duden test
- Online application form
- Link to own homepage

**Hybrid design:**
- On request, we will publish your advertisements in the innovative hybrid design developed together with the Rhine-Main University of Applied Sciences for optimal display on smartphone and desktop.

**Target group concept:**
Your advertisement will also be published on up to 400 specialist and region-specific partner platforms.
In this way, you will reach further particularly qualified professionals who are latently willing to change jobs.

- **30 days runtime**
- **€1,550.00**

**Jobware Prime:**
- CI-compatible ad layout according to specifications
- Alternative: Optimised hybrid design for smartphone and desktop
- 30 days runtime
- Automatic refreshes every 10 days
- Additional publication on up to 400 specialist and regional platforms
- Subsequent editorial changes to the advertisement text and job title
- Direct mailing to registered job mail users
- Personal contact person
- Highlighting as „Job tip“ and listing in the category „Offers of the week“
- Protection against risks in the recruiting process with „Jobware AdSurance“
- Free extension for a further 30 days if required and 50% discount on the list price for repeat placements within 12 months

- **30 days runtime**
- **€2,650.00**
- **€4,210.00**
- **€7,595.00**
WHAT IS A DIGITAL INSERT?

We offer you a combination of a magazine insert printed on magazine paper, insert for the print run and a PDF section in the middle of the ePaper. Please note that the digital insert is limited to a maximum of 8 pages. Extensive supplements are attached as digital inserts at the end of the issue in PDF format.

For the digital distribution of the ePaper magazine, we access our own address database as well as the databases of the address brokers in our media network.

As usual, this gives you the opportunity to book a max. 8-page section in the magazine exclusively for yourself. Furthermore, you can also influence the circulation a little by an additional distribution (subject to a fee).

For details, please contact our sales team.

DIGITAL INSERT PRICES:

Format: DIN A4

<table>
<thead>
<tr>
<th>Number of Pages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 3 pages</td>
<td>€ 170.00/ooo</td>
</tr>
<tr>
<td>4-6 pages</td>
<td>€ 250.00/ooo</td>
</tr>
<tr>
<td>7-8 pages</td>
<td>€ 310.00/ooo</td>
</tr>
</tbody>
</table>

Longer inserts on request
Podcasts

We produce the podcast for you and publish it on one or more of our digital channels (website, newsletter, social media, ePaper) and make sure it reaches the right audience.

To record a podcast, you should be sitting in a quiet room and have a telephone; if the connection is good, a mobile phone will also work. Apart from that you do not need any other equipment. The podcasts are recorded by an editor in the form of an interview with you; there can also be two interview partners. We take care of the implementation and execution, you can sit back and relax.

The total length of the recording, including the briefing of the interview partner, takes a maximum of one hour. We take care of the post-production, i.e. intro, editing, sound etc. for you. Your added value: topic and scope of your choice (max. length of the final product: 30 minutes). We transcribe the podcast and make it available to visitors to our website in written form. The visitor thus has the choice between reading and listening.

If a podcast series is desired and you would like to provide variety, you can also let employees or customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via common portals such as Spotify, Apple Podcast, Soundcloud or Deezer and thus stay constantly up to date.

The direct, very personal approach to your prospects/existing customers creates trust and has a very authentic effect. Exciting talks are created, which increase customer loyalty.

Another plus: only those who are interested in the topic will listen to your podcast. There are no expensive marketing measures with high spreading loss.

Prices:
Podcast up to 10 minutes: € 2,500.00
Podcast up to 15 minutes: € 2,900.00
Podcast up to 20 minutes: € 3,500.00
Podcast up to 25 minutes: € 3,900.00

Transcription as an additional service:
Podcast up to 10 minutes: € 400.00
Podcast up to 15 minutes: € 550.00
Podcast up to 20 minutes: € 650.00
Podcast up to 25 minutes: € 750.00

Concentrate on the essentials, i.e. what is the core of your message?

Only if it remains really interesting and exciting is it worth creating the podcast for 15, 20 or even 25 minutes.

Please prepare for the production by defining exactly what you want to communicate to the listeners.
In the age of mass communication, it is becoming increasingly difficult to differentiate which solution is the right one and which offer is the best. For this reason, in addition to the classic awareness and reach campaigns, we offer you to show your customers the potential of your company’s solution in a low-threshold way with a tutorial video.

Together with our partner, we offer you tutorial video packages that, in addition to producing the tutorial, also take care of its distribution to the right target groups for you.

As soon as you have placed the order with us*, you will receive an initial meeting with our production partner to discuss the possibilities and content for the explanatory video. Experienced scriptwriters not only use the right words, but also adapt the style and story of the video precisely to the defined target group. The result is a raw concept for your tutorial video.

In parallel, we prepare the distribution of the tutorial video to the target group. To show you how easy it can be and what it all costs, we have put together two sample packages for you.

*As the film production involves considerable costs, a deposit of 50% of the order sum must be paid after the order has been placed.

**TUTORIAL VIDEO PACKAGES**

**TUTORIAL PACKAGE 1:**

Production and distribution of the tutorial video via our website in the format of a video rectangle. Distribution as follows:

- **SEO-optimised sponsored post** - in which the video on our website is described editorially and in a way that can be **indexed by Google** - with a link to the tutorial video. We need a text of max. 4,000 characters (incl. spaces) from you.
- **TextAd in our weekly newsletter**, which is sent to at least 10,000 recipients and links to the sponsored post. We require a text of max. 500 characters (incl. spaces) from you for this purpose.

**Price Tutorial Package 1 (60 sec.):** € 10,990.00
Price per additional 30 seconds of tutorial video € 1,500.00

In addition we offer to create the sponsored post for you
Price: € 750.00

**TUTORIAL PACKAGE 2:**

Same services as Tutorial Package 1, plus an additional 10,000 recipients are addressed directly via **stand-alone mailing** according to your target group description (further recipients are possible on request).

In addition, the sponsored post with a link to the tutorial video is published in social media (LinkedIn, Xing, Twitter and Facebook).

**Price Tutorial Package 2 (60 sec.):** € 14,500.00
Price per additional 30 seconds of tutorial video € 1,500.00
Price per additional 1000 recipients (up to 25,000) € 399.00
From 25,000 recipients price on request

In addition we offer to create the sponsored post for you
Price: € 750.00
DISTRIBUTION DIGITAL ENGINEERING MAGAZINE

In addition to subscriptions and strategic distribution, we have become very digital and distribute over 17,000 ePapers of each of our issues.

Unaware of the pandemic, we had already started distributing digital copies of the e-commerce magazine through various partners in 2018. Our credo is: „To meet potential readers in situations where they have time to devote themselves to technical reading“.

In addition, since May 2020 we have switched to a digital alternate mailing service, which has the advantage for us that it also allows us to achieve greater market penetration.

For the e-commerce magazine, this means that we send our ePaper issue to an address pool of around 51,229 addresses in exchange delivery, per 10,000 copies per issue.

We are constantly working on optimising our magazines and content distribution, which in a digital world is a permanent challenge that we have met very successfully so far. A „business as usual“ is not an option for us, we rather want to see the digital transformation as an opportunity.

A good example of this is our social media portals, where we generate new followers every day. For example, e-commerce magazine has over 12,725 followers on XING, who not only read our articles, but also notice the display advertising or the sponsored post.
PERFECTLY WELL INFORMED

We inform our readers wherever they are

Print and online

First-class hotels

Subscribers and strategic recipients

Deutsche Bahn

Hairdressing salons

Airlines

Universities and colleges

Doctors’ surgeries

Clinics

Online kiosks

Cruises

Gastronomy

Banks

Display at trade fairs & events

We inform our readers wherever they are

e-commerce magazin
REFERENCES

A selection of our partners and customers
“The e-commerce magazine has been a must-read for us for years. Top insides, news from the industry as well as initiatives and great use cases. The competence and affinity in the entire supply chain from sales, marketing to logistics convinced us. Already last year we were able to place an article on the topic of sustainability in e-commerce and are looking forward to further cooperation.”

BJÖRN GERDESCMO
PARCEL.ONE
PUBLISHING PROGRAMME

AUTOCAD Magazine
The manufacturer-independent trade journal is aimed at all users and decision-makers who work with Autodesk software solutions. The magazine provides practical support for the selection, introduction and operation of software and hardware. It also focuses on solutions in the fields of drive technology, automation, electrical engineering, fluid technology and connectivity.

DIGITAL ENGINEERING Magazine
The trade magazine for the design and engineering sector reports on all aspects that are important in integrated (holistic) product development. The focus is on solutions and strategies for efficient engineering as well as innovations from drive technology, automation, electrical engineering, fluid technology, connection technology and construction components.

DIGITAL BUSINESS CLOUD
Whoever wants to be prepared for the future has to understand it. In the trade magazine DIGITAL BUSINESS CLOUD, experts with extensive practical experience analyse, describe and evaluate the current trends, drivers and technologies of digital transformation, the implications of which managers in medium-sized companies need to know and assess, and support them in successfully shaping their business in the future.

DIGITAL MANUFACTURING
DIGITAL MANUFACTURING focuses on fundamentals, methods, technical trends, IT solutions and practical applications from the field of the digital process chain in production. The magazine conveys the productivity advantages that can be achieved in production through the right strategies and solutions.

e-commerce magazine
The editorial staff of e-commerce magazine sees itself as an intermediary between suppliers and the market and reports independently, competently and critically on current e-commerce trends, strategies, applications and solutions — both in the local, national and global environment.

DIGITAL PROCESS INDUSTRY
The trade and decision-makers’ magazine DIGITAL PROCESS INDUSTRY provides information on how processes can be optimised and production processes perfected in the medium run, as well as on how the use of raw material resources, energy and time can be made more economical.

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