WIN-Verlag GmbH & Co. KG

No. 01 | Valid from 1 October 2020

MEDIA KIT 2021

Print advertising rates | Topics & deadlines | Distribution | Leads | Job section | Online advertorials | Online display ads | Newsletter | Contact
Dear media planners,
our media data 2021 has received an even greater focus on the online sector. As a result, we now also offer you the podcast advertising format. For the first time, the distribution of the ePaper issues will comprise approx. 300 thousand copies. On the following pages you will find more about our extended portfolio.

BERND HEILMEIER
PUBLISHING DIRECTOR
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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.
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.

**TARGET GROUP:**

- Decision-makers and executives
- Marketing and sales managers
- Employees involved in the decision-making process in the retail trade
- Students at colleges and universities
- Business consultants who wish to obtain a comprehensive and up-to-date overview of topics and trends in online trading

---

**Decision-makers and executives**

**Marketing managers**

**Employees in retail**

**Students at colleges and universities**

**Business consultants**

**Sales Executives**
2,7 h
Readers spend on average 3 hours with one issue

87%
Also use digital media of the e-commerce magazine

54%
Are between 30 and 49 years old

78%
Make the purchase decision alone

30,164 p.m.
Unique visitors on website

E-paper last 12 months:
21,105 copies

Distributed circulation:
6,697* copies

Readers per issue
3.1**

Print advertising rates
Topics & deadlines
Distribution
Leads
Job section
Online advertorials
Online display ads
Newsletter
Contact

Sources: WIN-Verlag reader survey, IVW, WiredMinds, Xing
* (IVW Q1/2019 incl. previous reporting periods)
** WIN publishing house online survey 2019/2020
TIMETABLE AND TOPIC PLAN

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

- Marketing
- Sales
- Logistics
- Payment
- Infrastructure
- Data Protection
- Law
- Shop Software
- Online Marketing Tools
- Usability
- Design
- CRM
- Payment Options
- Logistics
- Fulfillment
- Digital Innovations
- Customer Centricity
- Economies of scale
- Data Driven Marketing
- AI

<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>01/21</td>
<td>• Online shop systems</td>
<td>• Online payment solutions</td>
<td>25/02/21</td>
<td>Sales Marketing Messe, Munich</td>
</tr>
<tr>
<td></td>
<td>• Protect online shop from hackers</td>
<td>• AI solutions for logistics</td>
<td>25/02-03/03/21</td>
<td>interpack, Düsseldorf</td>
</tr>
<tr>
<td>PD:</td>
<td>18/02/21</td>
<td>• Sustainabilty in logistics and packaging</td>
<td>27-28/02/21</td>
<td>Loca conference, Wiesbaden</td>
</tr>
<tr>
<td>ED*:</td>
<td>18/01/21</td>
<td>• Google shopping</td>
<td>04/03/21</td>
<td>Digital Future Congress, Frankfurt</td>
</tr>
<tr>
<td>AD:</td>
<td>29/01/21</td>
<td>• Customer Journey</td>
<td>09-11/03/21</td>
<td>e-Tail Germany, Munich</td>
</tr>
<tr>
<td>DP:</td>
<td>02/02/21</td>
<td>• Omnichannel</td>
<td>09-11/03/21</td>
<td>Tradeworld, Stuttgart</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Augmented reality</td>
<td>09-10/03/21</td>
<td>Internet World Expo, Munich</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>09-11/03/21</td>
<td>LogiMAT, Stuttgart</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>16-18/03/21</td>
<td>EuroCIS, Düsseldorf</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>März/April</td>
<td>SMX, Munich</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>12-16/04/21</td>
<td>CeMAT, Hanover</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>13-15/04/21</td>
<td>DMEA, Berlin</td>
</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>
</table>
| **02/21** | • Sustainability in e-commerce  
• Sustainable returns management | • Females in Retail  
• Future of e-commerce  
• Marketplaces versus own shop | • Logistics properties  
• Last mile and Packing stations  
• AI marketing solutions  
• Intralogistics | 04-05/05/21  
**Online Marketing Rockstars**, Hamburg  
06/05/21  
**merchantday**, Hanover  
29/05/21  
**Women & Work**, Frankfurt  
08-11/06/21  
**ANGA COM**, Cologne  
14-15/06/21  
**CiMi CON Evolution**, Berlin  
22-23/06/21  
**KS Konferenz**, Berlin Juni |
| **03/21** | • Mobile Shopping  
• Social commerce | • Logistics start-ups  
• E-mail marketing  
• Supply chain management | • Customer Centricity  
• intelligent chat offers for customer support  
• Fulfillment  
• The Omnichannel challenge | 13/07/21  
**Tactixx**, Munich |
| **04/21** | • Financing and creditworthiness  
• Planning for the year-end business | • Conversational Marketing  
• Crossborder - discover new markets  
• Facebook shopping | • Getting the customer’s point with packaging  
• Campaign planning for the Christmas business  
• Same Day Delivery | September  
07-12/09/21  
**DMEXCO**, Cologne  
23/09/21  
**IAA**, Munich  
28-30/09/21  
**mailingtage**, Frankfurt  
**FachPack**, Nuremberg |

* 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>
</table>
| **05/21** | • What is important in B2B commerce?  
• Crisis management | • Check-out process  
• Customer tracking  
• Loyalty programmes | • Hosting  
• Complaints management  
• Intelligent returns and transport management  
• Fulfillment | October 12-14/10/21  
herCAREER, Munich  
it-sa, Nuremberg |
| PD: 21/10/21  
ED*: 22/09/21  
AD: 05/10/21  
DP: 07/10/21 | | | |
| **06/21** | • Trends 2022  
• Ebay as an alternative to your own shop | • Become an Amazon seller?  
• Extend customer dialogue from Point of Sale online  
• Digitisation in the e-commerce | • Bitcoin in e-commerce  
• Lead generation  
• Innovations in e-commerce  
• Progressive apps | |
| PD: 02/12/21  
ED*: 03/11/21  
AD: 16/11/21  
DP: 18/11/21 | | | |

* 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>
</tr>
<tr>
<td>2/3 page 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>
</tr>
<tr>
<td>Juniorpage</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>
</tr>
<tr>
<td>1/2 page 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>
</tr>
<tr>
<td>1/3 page 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>
</tr>
<tr>
<td>1/4 page 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>1/8 page 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>
</tr>
</tbody>
</table>

**Advertorials** (editorial advertisements) are available in 2/1, 1/1 and 1/2 page formats at half the advertising price.

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.

---

**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.

---

<table>
<thead>
<tr>
<th>Number Scale</th>
<th>Quantity Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="3%icon.png" alt="3%" /></td>
<td>starting from 2 ads</td>
</tr>
<tr>
<td><img src="6%icon.png" alt="6%" /></td>
<td>starting from 4 ads</td>
</tr>
<tr>
<td><img src="10%icon.png" alt="10%" /></td>
<td>starting from 6 ads</td>
</tr>
<tr>
<td><img src="15%icon.png" alt="15%" /></td>
<td>starting from 8 ads</td>
</tr>
<tr>
<td><img src="5%icon.png" alt="5%" /></td>
<td>starting from 2 pages</td>
</tr>
<tr>
<td><img src="10%icon.png" alt="10%" /></td>
<td>starting from 4 pages</td>
</tr>
<tr>
<td><img src="15%icon.png" alt="15%" /></td>
<td>starting from 6 pages</td>
</tr>
<tr>
<td><img src="20%icon.png" alt="20%" /></td>
<td>starting from 8 pages</td>
</tr>
</tbody>
</table>
AD FORMATS

Sample formats for our print ads

1/1: 180 x 266
1/1: trim size 210 x 297

1/2 high: 90 x 266
1/2 high: trim size 210 x 297

1/2 horizontal: 180 x 130
1/2 horizontal: trim size 2210 x 147

Juniorpage: 132 x 187
Juniorpage: trim size 2150 x 212

1/3 high: 58 x 266
1/3 high: trim size 275 x 297

1/3 horizontal: 180 x 86
1/3 horizontal: trim size 2210 x 105

1/4 horizontal: 180 x 65
1/4 corner: 90 x 130
1/4 horizontal: trim size 2210 x 74
1/4 corner: trim size 2105 x 147
1/4 high: 42 x 266
1/4 high: trim size 252 x 297

1/8 high: 42 x 130
1/8 horizontal: 90 x 60

*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

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 (www.eci.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 23, 2020

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 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

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

### SUPPLIER AND SERVICE PROVIDER

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

<table>
<thead>
<tr>
<th>PREMIUM</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry in 6 issues Print + online (1 year) in one category</td>
<td>€ 1,250.00</td>
</tr>
<tr>
<td>each additional category</td>
<td>€ 140.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic entry in 3 issues Print + online (1 year) in one category</td>
<td>€ 700.00</td>
</tr>
<tr>
<td>Each additional category</td>
<td>€ 140.00</td>
</tr>
</tbody>
</table>
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.

**Inserts and tip-ons on request!**
ONLINE

ACCESS CONTROL:
WiredMinds AG (LeadLab)

ACCESS:
Unique visitors: 30,164 (monthly)
Page impressions: 81,889 (monthly)
Follower Social media: over 18,000
Editorial newsletter: 10,000 recipients, weekly mailings
Stand-alone Newsletter: up to 48,213 recipients, price on request

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:
Text: min. 750 to max. 4,000 characters
Picture: Teaser picture in landscape format 1,600 px wide, aspect ratio 3:2.
Format: JPEG, graphics: Powerpoint or PDF.
Sources must be named for all images.

Text display technical specification:
image: min. 150 px wide, 72-100 dpi under 160kb.

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

Please consider the examples on the following pages.

ONLINE DISCOUNTS

<table>
<thead>
<tr>
<th>Number Scale*</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads

Media Kit 2021 e-commerce magazin
## DISPLAY-ADVERTISING / BANNER ADVERTISING

### Prices & Formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Rotating Type</th>
<th>Price per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>1.100 x 285 px</td>
<td>Rotating</td>
<td>€ 1,425.00</td>
</tr>
<tr>
<td>Maxi Ad</td>
<td>Homepage 732 x 400 px</td>
<td>Rotating</td>
<td>€ 825.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 px + 160 x 600 px</td>
<td>Rotating</td>
<td>€ 1,200.00</td>
</tr>
<tr>
<td>Fullsize Banner</td>
<td>468 x 60 px</td>
<td>Rotating</td>
<td>€ 450.00</td>
</tr>
<tr>
<td>Wallpaper Large</td>
<td>1.120 x 120 px + 160 x 600 px</td>
<td>Rotating</td>
<td>€ 1,312.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
<td>Rotating</td>
<td>€ 675.00</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 px</td>
<td>Rotating</td>
<td>€ 600.00</td>
</tr>
<tr>
<td>Skyscraper Standard</td>
<td>120 x 900 px</td>
<td>Rotating</td>
<td>€ 825.00</td>
</tr>
<tr>
<td>Skyscraper Large</td>
<td>160 x 600 px</td>
<td>Rotating</td>
<td>€ 675.00</td>
</tr>
<tr>
<td>Wide Skyscraper Standard</td>
<td>160 x 900 px</td>
<td>Rotating</td>
<td>€ 900.00</td>
</tr>
<tr>
<td>Wide Skyscraper Large</td>
<td>1.120 x 120 px</td>
<td>Rotating</td>
<td>€ 1,125.00</td>
</tr>
<tr>
<td>Fullsize Banner</td>
<td>468 x 60 px</td>
<td>Rotating</td>
<td>€ 450.00</td>
</tr>
<tr>
<td>Wallpaper Large</td>
<td>1.100 x 120 px</td>
<td>Rotating</td>
<td>€ 825.00</td>
</tr>
<tr>
<td>Wallpaper Large</td>
<td>728 x 90 px</td>
<td>Rotating</td>
<td>€ 900.00</td>
</tr>
<tr>
<td>Wallpaper Large</td>
<td>1.120 x 120 px</td>
<td>Rotating</td>
<td>€ 1,125.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>1.100 x 285 px</td>
<td>Rotating</td>
<td>€ 1,425.00</td>
</tr>
<tr>
<td>Maxi Ad</td>
<td>Homepage 732 x 400 px</td>
<td>Rotating</td>
<td>€ 825.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 px + 160 x 600 px</td>
<td>Rotating</td>
<td>€ 1,200.00</td>
</tr>
<tr>
<td>Fullsize Banner</td>
<td>468 x 60 px</td>
<td>Rotating</td>
<td>€ 450.00</td>
</tr>
<tr>
<td>Wallpaper Large</td>
<td>1.120 x 120 px + 160 x 600 px</td>
<td>Rotating</td>
<td>€ 1,312.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 px</td>
<td>Rotating</td>
<td>€ 675.00</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 px</td>
<td>Rotating</td>
<td>€ 600.00</td>
</tr>
<tr>
<td>Skyscraper Standard</td>
<td>120 x 900 px</td>
<td>Rotating</td>
<td>€ 825.00</td>
</tr>
<tr>
<td>Skyscraper Large</td>
<td>160 x 600 px</td>
<td>Rotating</td>
<td>€ 675.00</td>
</tr>
<tr>
<td>Wide Skyscraper Standard</td>
<td>160 x 900 px</td>
<td>Rotating</td>
<td>€ 900.00</td>
</tr>
<tr>
<td>Wide Skyscraper Large</td>
<td>1.120 x 120 px</td>
<td>Rotating</td>
<td>€ 1,125.00</td>
</tr>
</tbody>
</table>

All banners - except the Maxi Ad - will be published on the subpages. Advertisement prices in Euro per insertion period, 1 week.
EDITORIAL LETTER

e-commerce magazin

The editorial letter is published weekly in our company and provides around **10,000 recipients** with targeted information for decision-makers and managers, marketing and sales managers, decision-makers, implementing employees in retail, students at colleges and universities, business consultants who wish to obtain a comprehensive and up-to-date overview of topics and trends in online trading.

An ideal environment in which to place a text ad and/or banner. **The delivery rate is currently 99.82%**.

**The sum of all clicks is between 250 and 450 per newsletter.** For you this means up to 30 clicks and much more are possible on your text ad.

SUBSCRIBE
NEWSLETTER

Advertising possibilities in our Editorial Newsletter

Text ad with image
Headline, image, text (max. 500 characters incl. blanks), link text, link or video

€ 550.00 per week

Skyscraper
120 x 600 px
€ 750.00 per week

Superbanner
560 x 200 px
€ 950.00 per week
WEBINAR NEWSLETTER

We provide for visitors

Webinars 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 webinar!**

**Webinar package price:** € 1,500.00

**SUBJECT CONTENTS:**

- **Webinar Newsletter** to the recipients of the e-commerce magazine editorial letter, in which exclusively webinars are presented every two weeks (more often if required).

- **Webinar-AD** with teaser/online text (max. 2,000 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** of the magazine of your choice. The entry is online from publication until the end of the event.
STAND-ALONE-EMAIL & STAND-ALONE-EMAIL PLUS

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 117,190 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.
ONLINE ADVERTORIALS / SPONSORED POSTS + ADVERTORIAL PACKAGES

Are you already benefiting from the power of online advertorials?

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 editorial letter. For you, this means around 10,000 recipients of our editorial letter, 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:

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Post News+</td>
<td>Publication of your online advertorial on <a href="http://www.e-commerce-magazin.de">www.e-commerce-magazin.de</a> for one month (min. 500 – max. 4,000 characters + two images), additionally advertised via our weekly newsletter.</td>
<td>€1,225.00</td>
</tr>
<tr>
<td></td>
<td>2,000 additional characters each with one picture</td>
<td>€249.00</td>
</tr>
<tr>
<td>Sponsored Post Social+</td>
<td>(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)</td>
<td>€2,600.00</td>
</tr>
<tr>
<td>Advertorial Package Premium</td>
<td>(Sponsored Post Social+ and additional publication of the advertorial in the print and ePaper edition, 1/1 page advertorial (approx. 4,000 characters)</td>
<td>€5,900.00</td>
</tr>
<tr>
<td>Advertorial Package Premium+</td>
<td>Same as Advertorial Package Premium, but with 2 pages of advertorial (approx. 8,000 characters plus image)</td>
<td>€8,690.00</td>
</tr>
</tbody>
</table>
**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

MQ leads – Premium 100
You will receive:
• 1 Stand-Alone Newsletter
• Marketplace entry: 12 months Print + Online
• 2 Newsletter text ads with your white-paper
• Sponsored post + Xing
• Wide Skyscraper (160 x 900 px) 2 weeks

€ 17,900.00

MQ leads – Premium 75
You will receive:
• 1 Stand-Alone Newsletter
• Marketplace entry: 12 months Print + Online
• 2 Newsletter text ads with your white-paper
• Sponsored post + Xing
• Wide Skyscraper (160 x 900 px) 1 week

€ 15,400.00

MQ leads – Premium 50
You will receive:
• 1 Stand-Alone Newsletter
• Marketplace entry: 12 months Print + Online
• 2 newsletter text ads with your white-paper
• Sponsored post + Xing

€ 11,700.00

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
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)
- a medium rectangle banner for four weeks on the website

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

**POSTS:**
- Calendar of events per event (logo + text)
- Exhibition area per year

**MARKETPLACE:**
- Service provider for 12 months (logo, address block, max. 500 characters text)

**SEO-SERVICE:**
- SEO-optimization of print and online professional articles per page (about 4,000 characters)

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitepaper for 3 months for download incl. leads</td>
<td>€ 1,850.00</td>
</tr>
<tr>
<td>Medium: with advertisement of the whitepaper by</td>
<td></td>
</tr>
<tr>
<td>- 4 text advertisements in the newsletter</td>
<td></td>
</tr>
<tr>
<td>according to your choice (image + text)</td>
<td></td>
</tr>
<tr>
<td>- a medium rectangle banner for four weeks on the</td>
<td></td>
</tr>
<tr>
<td>website</td>
<td></td>
</tr>
<tr>
<td>Large: with advertisement of the whitepapers by</td>
<td>€ 2,700.00</td>
</tr>
<tr>
<td>- 8 text advertisements in the newsletter</td>
<td></td>
</tr>
<tr>
<td>according to your choice (image + text)</td>
<td></td>
</tr>
<tr>
<td>+ eight weeks medium rectangle banner (300 x</td>
<td></td>
</tr>
<tr>
<td>250 px)</td>
<td></td>
</tr>
<tr>
<td>Posts: Calendar of events per event (logo + text)</td>
<td>€ 190.00</td>
</tr>
<tr>
<td>Exhibition area per year</td>
<td>€ 2,000.00</td>
</tr>
<tr>
<td>Marketplace: Service provider for 12 months</td>
<td>€ 750.00</td>
</tr>
<tr>
<td>SEO-optimization of print and online articles</td>
<td>€ 439.00</td>
</tr>
</tbody>
</table>
# ONLINE JOB MARKET

Including booking option with Jobware

<table>
<thead>
<tr>
<th><strong>TOP JOB Link</strong></th>
<th><strong>Premium Job</strong></th>
<th><strong>Range Plus incl.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>In TOP JOB Box: job title, company name, location, link to job advertisement on your career website</td>
<td>Exclusive: PREMIUM JOB Box: logo, job title, company name, location, link to job advertisement on your career website</td>
<td>Full-service advertisement: placement in the e-commerce magazines’ job market and at Jobware with publication on up to 400 Jobware partner pages</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Homepage</th>
<th>Job Market</th>
<th>Newsletter: reference and link (inclusion in weekly newsletter)</th>
<th>Publication at Jobware</th>
<th>Additional publication on up to 400 Jobware partner websites</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Homepage</strong></td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>€ 250.00</td>
</tr>
<tr>
<td><strong>Job Market</strong></td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>€ 200.00</td>
</tr>
<tr>
<td><strong>Newsletter: reference and link</strong></td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td>€ 1,095.00</td>
</tr>
<tr>
<td><strong>Publication at Jobware</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Additional publication on up to 400 Jobware partner websites</strong></td>
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<tr>
<td><strong>Duration</strong></td>
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<tr>
<td><strong>Price</strong></td>
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</tr>
</tbody>
</table>

**Publisher Combination:**

- Each further WIN job exchange: € 125.00
- Incl. 1 TOP JOB link on a job exchange!
- Publication on all 7 WIN-Verlag job exchanges: € 1,000.00
WHAT IS A DIGITAL INSERT?
We offer you an insert PDF section in the middle of the ePaper and the option of publication in the printed magazine.

For the digital distribution of the ePaper magazine we make use of our own address database as well as the databases of our cooperation partners A-Z Direct, Burda Digital, Leadfactory, MB Medien etc.

This enables you, as usual, to book a larger section of the magazine exclusively for yourself and at the same time, you can also influence the circulation figure a little yourself.

For details please contact our sales team.

DIGITAL INSERT PRICES:
up to 3 pages € 170.00/ooo
4-6 pages € 250.00/ooo
7 pages or more on request
PODCASTS

By producing the podcast for you and publishing it on one or more of our digital channels (website, newsletter, social media, ePaper), we ensure that you reach the right target audience.

HERE OUR PODCAST OFFERS:

Audio Advertorial:
To record a podcast, you will need to sit in a quiet room. Apart from that, you will hardly need any equipment: just an external USB microphone for your PC or laptop.

The podcasts are recorded by an editor and will be presented in the form of a conversation with you. We ensure the implementation and realization, so you can sit back and relax.

The total length of the recording including a short briefing lasts a maximum of one hour (often about 30 minutes). We also manage the post-production, i.e. the editing.

Your added value: topic and scope of your choice (max. length of the final product 30 minutes). Needless to say, you can also take the microphone yourself. You do not need any experience as a speaker. In case a podcast series is desired and you wish 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 and thus be kept up to date.

The most important thing in this type of conversation is that the content is authentic. Addressing your prospects/existing customers directly creates trust and appears authentic. Exciting talks are created and you increase customer loyalty.

Another plus: Only those who are interested in the topic will listen to your podcast. This means that there are no expensive marketing measures with high scattering losses for you.

Prices:
10 minutes € 2,500.00
15 minutes € 2,650.00
20 minutes € 2,800.00
30 minutes € 3,000.00

Presenting/Sponsoring of the editorial podcast
This is a podcast on a specific topic, which our editors speak, or to which our editors interview one or more interviewees with the aim of giving the listeners a deeper insight into a topic. For this purpose, the customer delivers his commercial as a mp3 file in a length of maximum 20 seconds. Pre-, Mid- or Post-Roll-Ad each 10-20 seconds. Additional placement of a banner on the podcast website.

Prices:
Pre-roll ad € 1,450.00
Pre-roll and post-roll ad € 1,860.00
Pre-, mid- and/or post-roll-ad € 2,200.00

The sponsoring can also be retroactively integrated into existing podcasts.
**DISTRIBUTION DIGITAL ENGINEERING MAGAZINE**

In addition to paid subscriptions, a strategic mailing list and magazine sales, we distribute our magazine primarily through events.

People at events, seminars and trade fairs are in a high-involvement situation because they are actively seeking information and are therefore more receptive.

The ratio of readers to distributed issues is therefore similar to that of traditional magazine mailings, which is also confirmed by our subscription figures, a figure that has been stable for years — and all this in a market in which reading habits are increasingly changing.

We are facing up to this change, because our magazines are available as ePaper app in the WIN kiosk and as ePaper at many airlines, such as Lufthansa and Lufthansa Star Alliance, in the ICE portal of Deutsche Bahn and many top hotels. The number of copies distributed via these channels is growing steadily, and so we are now steering the entire publishing house towards a distribution of approx. 15,000 per year, with an upward trend.

We are constantly working on optimising our magazines and content distribution, which in an increasingly digital world is a permanent challenge that we have so far successfully managed. Continuing like this is not an option for us, we rather want to see the digital transformation as an opportunity.

A good example of this are our Xing portals, with which we generate new followers every day. Our title e-commerce magazine already has around 12,595 followers, who not only read our articles, but also perceive the display advertising or the integrated online advertorial.
PERFECTLY WELL INFORMED

We inform our readers wherever they are

First-class hotels
Deutsche Bahn
Hairdressing salons
Airlines
Doctors’ surgeries
Universities and colleges
Clinics
Cruises
Gastronomy
Online kiosks
Display at trade fairs & events
Banks
Subscribers and strategic recipients
Print and online
"We already have numerous marketing and lead generation Campaigns implemented with e-commerce magazine. We could always rely on competent advice and efficient, goal-oriented implementation. The high flexibility of the publishing house enables us to tailor campaigns and lead specifications to our requirements to a high degree."

BARBARA LOPEZ-DIAZ,
SR. MANAGER REGIONAL MARKETING EMEA CENTRAL ADOBE SYSTEMS
PUBLISHING PROGRAMME

AUTOCAD & Inventor 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 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.

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 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.

Bauen aktuell
Provides architects, civil engineers, structural engineers, building planners, energy planners and construction experts with information on the most important innovations in the following segments: architecture, BIM, construction IT, building services & TGA, AVA, energy planning, facility management, project management and controlling, mobile communications, energy and building services engineering and building automation.

DWG solutions
Designers, engineers, architects and planners receive concrete suggestions for their everyday construction work. This enables them to increase the efficiency of their design and receive high-quality and practical information about the world of DWG-compatible 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.

SPECIAL ISSUES & CORPORATE PUBLISHING
Profit from the popularity of our publications to create an individual special edition about your products and services.
RESPONSIBLE CONTACTS

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