Dear media planners,

in terms of multichannel marketing and ROI considerations, we have once again changed our advertising portfolio and now offer you additional forms of advertising, such as the **U2extra page combination** in the print sector and the **Stand-Alone-Newsletter Plus online**. Good luck with it!

BERND HEILMEIER  
PUBLISHING DIRECTOR
Print Advertising
Event Promotion
Online Advertising
Editorial Letter
Direct Mailings
Whitepapers
Social Media
Special Issues
Lead Packages
Corporate Publishing
ePaper App
PRINT MAGAZINES & MORE
TOPICS

A detailed timetable and topic plan can be found starting on page 28.
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
FACTS & FIGURES

DEMOGRAPHIC DATA

- 3 h: Readers spend on average 3 hours with one issue.
- 85%: Also use digital media of the e-commerce magazine.
- 54%: Are between 30 and 49 years old.
- 48%: Make the purchase decision alone.

TARGET GROUP ATTAINMENT

- 205,968: P. a. unique visitors on website.
- 22: Years on the market.
- 10,000: Subscribers to the weekly editorial newsletter.
- up to 120,000: Subscribers of the stand-alone newsletter incl. media partner network.
- 11,525: Xing follower.
- 9,224: Copies sold *Q1/19.

Sources: WIN-Verlag reader survey, IVW, WiredMinds, Xing
REFERENCES

A selection of our Partners and Customers
# 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>13,000.00</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</td>
<td>high</td>
<td>118 x 266</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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<td></td>
<td>horizontal</td>
<td>180 x 175</td>
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<td></td>
<td>130 x 297</td>
<td></td>
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</tr>
<tr>
<td>Juniorpage</td>
<td>high</td>
<td>132 x 187</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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<td>150 x 212</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td>high</td>
<td>90 x 266</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></td>
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<td>180 x 130</td>
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<td></td>
<td>210 x 147</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td>high</td>
<td>58 x 266</td>
<td>2,130.00</td>
<td>2,290.00</td>
<td>2,470.00</td>
<td>2,650.00</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>180 x 86</td>
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<tr>
<td></td>
<td></td>
<td>210 x 105</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>high</td>
<td>42 x 266</td>
<td>1,650.00</td>
<td>1,770.00</td>
<td>1,910.00</td>
<td>2,050.00</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>180 x 65</td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>corner field</td>
<td>90 x 130</td>
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<td></td>
<td></td>
<td>210 x 73</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>105 x 147</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td>high</td>
<td>42 x 130</td>
<td>1,170.00</td>
<td>1,250.00</td>
<td>1,350.00</td>
<td>1,450.00</td>
</tr>
<tr>
<td></td>
<td>horizontal</td>
<td>90 x 60</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**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.

### Number Scale

- **3%** starting from 2 ads
- **6%** starting from 4 ads
- **10%** starting from 6 ads
- **15%** starting from 8 ads

### Quantity Scale

- **5%** starting from 2 pages
- **10%** starting from 4 pages
- **15%** starting from 6 pages
- **20%** starting from 8 pages

**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.
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>Plan</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM</td>
<td>Basic entry in 6 issues Print + online (1 year) in one category</td>
<td>1,250.00</td>
</tr>
<tr>
<td></td>
<td>each additional category</td>
<td>140.00</td>
</tr>
<tr>
<td>Standard</td>
<td>Basic entry in 3 issues Print + online (1 year) in one category</td>
<td>700.00</td>
</tr>
<tr>
<td></td>
<td>Each additional category</td>
<td>140.00</td>
</tr>
</tbody>
</table>
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 cke@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: 08106/350-251
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
AD FORMATS

Sample formats for our print ads

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

1/2 high: 90 x 266
trim size 2105 x 297

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

Juniorpage: 132 x 187
trim size 2150 x 212

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

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

1/4 horizontal: 180 x 65
trim size 2210 x 74

1/4 corner: 90 x 130
trim size 2105 x 147

1/4 high: 42 x 266
trim size 252 x 297

1/4 corner: 42 x 130

1/8 high: 90 x 60

*Special formats on request
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!
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

**100 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 (160x900) 2 weeks
  - 13,990.00 EUR

**75 Leads**
- **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 (160x900) 1 week
  - 9,900.00 EUR

**50 Leads**
- **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
    - Wide Skyscraper 2 weeks
  - 7,500.00 EUR

**20 Leads**
- **MQ leads – Business 20**
  - You will receive:
    - Marketplace entry: 12 months Print + Online
    - 2 Newsletter text ads with your white-paper
    - Sponsored post + Xing
    - Wide Skyscraper 2 weeks
  - 3,400.00 EUR

**15 Leads**
- **MQ leads – Business 15**
  - You will receive:
    - Marketplace entry: 12 months Print + Online
    - 2 Newsletter text ads with your white-paper
    - Sponsored post + Xing
    - Wide Skyscraper 1 week
  - 2,600.00 EUR

**10 Leads**
- **MQ leads – Standard 10**
  - You will receive:
    - Marketplace entry: 6 months Print + Online
    - 2 Newsletter text ads with your white-paper
  - 2,200.00 EUR

**5 Leads**
- **MQ leads – Standard 5**
  - You will receive:
    - Marketplace entry: 6 months Print + Online
    - 2 Newsletter text ads with your white-paper
  - 1,300.00 EUR

Bitte beachten Sie, dass der Adressumfang zwischen den Premium- und Business-/Standard-Paketen variiert.

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

Media Kit 2020  e-commerce magazin
## ONLINE JOB MARKET

<table>
<thead>
<tr>
<th>TOP JOB Link</th>
<th>Premium Job</th>
<th>Range Plus incl. Jobware</th>
<th>Company Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOP JOB Link</strong></td>
<td><strong>Premium Job</strong></td>
<td><strong>Range Plus incl. Jobware</strong></td>
<td><strong>Company Profile</strong></td>
</tr>
<tr>
<td>In <strong>TOP JOB Box</strong>: job title, company name, location, link to job advertisement on your career website</td>
<td>Exclusive: <strong>PREMIUM JOB Box</strong>: 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>
<td>TOP employer: own microsite with logo, picture, company details, contact persons, detailed texts, link to career page, etc.</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>Top Employer (logo on overview page and micropage behind)</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>5x</td>
<td>1x</td>
<td>1x</td>
<td>2x</td>
<td>4 weeks</td>
<td>250.00</td>
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<td>30 days</td>
<td>1,095.00</td>
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<td></td>
<td></td>
<td></td>
<td>1 year</td>
<td>450.00</td>
</tr>
</tbody>
</table>

| Publisher Combination: | | | | |
|---|---|---|---|
| Each further WIN job exchange | 125.00 | 100.00 | Incl. 1 TOP JOB link on a job exchange! 300.00 |
| Publication on all 7 WIN-Verlag job exchanges | 1,000.00 | 500.00 | 1,750.00 |
ONLINE-ADVERTORIALS/SPONSORED POSTS + ADVERTORIAL-PACKAGES

Are you already using the power of online advertorials?

Online advertorials, also known as sponsored posts, differ from the currently highly stylized “native ads” primarily in their legal conformity, because the clear identification with the term “sponsored post” makes it clear to every reader that it is a purchased article. A requirement of fairness.

In addition, sponsored posts can be advertised via various other online media, thus increasing the number of readers enormously. We therefore offer you various additional methods to increase the traffic on your online advertorial.

Advertisement via our weekly editorial letter. For you, this means that around 10,000 subscribers to our editorial letter will also be presented with the sponsored post on our website and will receive a direct link to it.

As a further advertising measure, we offer to advertise your sponsored post via our social media channels. With the e-commerce magazine, you can reach an additional 11,525 follower on Xing who will be made aware of your online advertorial.

As part of our advertorial packages, we also offer you the option of publishing your sponsored post as an advertorial in the print and ePaper editions. We are talking here about a maximum possible editorial reach that you can benefit from.

OUR PACKAGE PRICES:

<table>
<thead>
<tr>
<th>Package Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored post standard (publication of your online advertorial on <a href="http://www.e-commerce-magazin.de">www.e-commerce-magazin.de</a> for one month)</td>
<td>950.00 EUR</td>
</tr>
<tr>
<td>Sponsored post news+ (As previously described, but additionally advertised to approx. 10,000 subscribers via our weekly newsletter)</td>
<td>1,225.00 EUR</td>
</tr>
<tr>
<td>Sponsored post social+ (As described before, but also shown on our Xing channel to about 11,525 follower)</td>
<td>2,500.00 EUR</td>
</tr>
<tr>
<td>Premium advertorial package (sponsored post social+ as well as the publication of the advertorial in the print and ePaper edition. 1/1 page advertorial (approx. 4000 characters)</td>
<td>5,900.00 EUR</td>
</tr>
<tr>
<td>Same as the premium advertorial package, but with 2 pages advertorial (approx. 8000 characters plus pictures)</td>
<td>8,990.00 EUR</td>
</tr>
</tbody>
</table>
ONLINE SPECIALS+

WHITEPAPER:

**Small:** whitepaper for 3 months to download incl. leads (picture + teaser text) with advertising of whitepaper by two text ads in the newsletter of your choice (image + text)

**Medium:** with advertisement of the whitepaper by
- four 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
- eight text advertisements in the newsletter according to your choice (image + text) + eight weeks medium rectangle banner (250 x 300 pixels)

**POSTS:**

- Calendar of events per event (logo + text) **190.00 EUR**
- Exhibition area per year **1,500.00 EUR**
- Change of editorial company profiles per additional website **98 EUR, 75 EUR**

**MARKETPLACE:**

- Service provider for 12 months (logo, address block, max. 500 characters text) **590.00 EUR**
- Publication of entries from the Marketplace Print.
**DISPLAY-ADVERTISING / BANNER ADVERTISING**

**Prices & Formats**

- **Billboard**
  - Rotating
  - 1,100 x 285 px
  - **1,425.00 EUR** per week

- **Maxi Ad**
  - Homepage
  - 732 x 400 px
  - **825.00 EUR** per week

- **Wallpaper**
  - Rotating
  - 728 x 90 px + 160 x 600 px
  - **1,200.00 EUR** per week

- **Fullsize Banner**
  - Rotating
  - 468 x 60 px
  - **450.00 EUR** per week

- **Wallpaper Large**
  - Rotating
  - 1,120 x 120 px + 160 x 600 px
  - **1,312.00 EUR** per week

- **Medium Rectangle**
  - Rotating
  - 300 x 250 px
  - **675.00 EUR** per week

- **Skyscraper Standard**
  - Rotating
  - 120 x 600 px
  - **600.00 EUR** per week

- **Skyscraper Large**
  - Rotating
  - 120 x 900 px
  - **825.00 EUR** per week

- **Wide Skyscraper Standard**
  - Rotating
  - 160 x 600 px
  - **675.00 EUR** per week

- **Wide Skyscraper Large**
  - Rotating
  - 160 x 900 px
  - **900.00 EUR** per week

- **Video Rectangle**
  - Rotating
  - 300 px width
  - Height depending on video format up to 250 px
  - **975.00 EUR** per week

- **Leaderboard**
  - Rotating
  - 728 x 90 px
  - **900.00 EUR** per week

- **Leaderboard Large**
  - Rotating
  - 1,100 x 120 px
  - **1,125.00 EUR** per week

- **Wallpaper**
  - Rotating
  - 728 x 90 px + 160 x 600 px
  - **1,200.00 EUR** per week

- **Wallpaper Large**
  - Rotating
  - 1,120 x 120 px + 160 x 600 px
  - **1,312.00 EUR** per week

- **Leaderboard Large**
  - Rotating
  - 1,100 x 120 px
  - **1,125.00 EUR** per week

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

ACCESS CONTROL:
WiredMinds AG (LeadLab)

ACCESS:
Unique visitors: 17,164 (monthly)
Page impressions: 35,187
(status quo July 2019)
Follower on our Xing presence: approx. 11,525

Editorial newsletter:
10,000 subscribers, weekly mailings

Stand-Alone Newsletter:
up to 120,000 recipients, price on request

DATA DELIVERY:
Five working days before the start of the campaign by e-mail:
cek@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.

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>
<tr>
<td>10%</td>
</tr>
<tr>
<td>12%</td>
</tr>
<tr>
<td>15%</td>
</tr>
<tr>
<td>20%</td>
</tr>
</tbody>
</table>

*No discounts are transferred from print ads

from 8x  from 16x  from 24x  from 32x  from 40x
The editorial letter is published weekly in our company and provides around 10,000 subscribers 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 opening rates are between 14 and 17%, depending on the thematic focus of the newsletter. 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.
NEWSLETTER

Advertising possibilities in our Editorial Newsletter

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

Skyscraper
120 x 600 pixels
788.00 EUR per week

Superbanner
560 x 200 pixels
998.00 EUR per week
A Stand-Alone-E-Mail is a promotion-related form of advertising, which is usually sent only once.

You have the choice to select only our own newsletter addresses or to book the entire address database of our media network (LeadFactory, Burda, MB-Media etc.).

The basis for the following maximum reach of over 78,017 recipients is our 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.

With E-Mail Plus, we can also serve your individual wishes, i.e. you can make further restrictions in the target group, such as company size or industry.

With this form of advertising, the owner of the address sends the Stand-Alone-E-Mail on behalf of the booking company. The sender is therefore the owner of the address and not the advertising company. Since the advertising company is named exclusively in the mail, 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 low vertical addresses
- High level of attention in the target audience
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the mail

It goes without saying that all our addresses and those of our partners comply with the strict regulations of the German Data Protection Act (DSGVO). The price for the mailing according to our target group definition is 3,990.00 EUR for your own address base. The price increases by *399.00 EUR per thousand if it is sent via our media network

*However, in case of additional restrictions or a target group change, prices and coverage may vary.
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 responding to this change by offering our magazines as ePaper apps in the WIN kiosk and as eJournals at Lufthansa, its Star Alliance partners and around 50 top hotels (details on the next page). 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 11,400 followers, who not only read our articles, but also perceive the display advertising or the integrated online advertorial.
All of the companies and organizations listed below offer their customers the opportunity to read our trade journal as an ePaper.

This enables us to reach our target readership not only at the workplace and at trade fairs and events, but also on business trips and holidays, i.e. whenever there is time to deal with complex topics at leisure.

... READ WHEREVER YOU WANT!

AIR Dolomiti • ATLANTIC Hotels • Austrian • ARCOTEL • Best Western Plus • Crown Plaza
Dorint • DESIGN HOTELS • Eurowings • FLEMINGS • The Flag • WESTIN • Hampton • Holiday Inn
Hilton • Park Hyatt • Grand Hyatt • Hyatt Regency • Ibis Hotel • Hotel INDIGO • IntercityHotel
INTERCONTINENTAL • Jumeirah Hotel & Resort • Kempinski • Le MERIDIEN • Lufthansa
Louvre Hotels • Mandarin Oriental • Marriott • Mercure • neos • Oman Air • ETIHAD
PrivatCityHotel • Radisson Blue • Steigenberger • SOFITEL • EL AL • Swiss • S7 Airlines • TITANIC Hotels
VIENNA HOUSE • virgin atlantic • WELCOME Hotels • Schweitzer Fachinformation • AIDA
Aldiana • TUI Cruises • Commundo • Lti Hotels • Iberia • British Airwaya • SunExpress
Turkish Airlines • Cathay Pacific • The Ritz Carlton • Accor Hotel • SHANGRI-LA • Fairmont
THE WORLD • SILVERSEA • SEABORN
**DISTRIBUTION PRINT & ONLINE**

We always Reach our Readers

**Edition**

**PRINT***

- Distributed circulation: 10,791 copies
- Paid circulation: 9,224 copies
- Readers per issue: 3.1**

**Distribution**

**DIGITAL**

- ePaper 2019: 1,277 copies
- Website: 205,968 Unique visitors per year
- Editorial newsletter: 10,000 subscribers
- XING: 11,525 followers

**Total media range**

77,070

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*IVW Q1/2019 incl. previous reporting periods

** WIN publishing house online survey 2017
As a hosting provider, we rely on strong online advertising partners such as e-commerce Magazin. This enables us to reach exactly the right target group.

FALKO TIMME
MANAGING DIRECTOR OF TIMME HOSTING GMBH & CO. KG
# 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>
</tr>
</thead>
<tbody>
<tr>
<td>Usability</td>
<td>Design</td>
<td>CRM</td>
<td>Payment Options</td>
<td>Logistics</td>
<td>Fulfillment</td>
<td>Digital Innovations</td>
<td>Customer Centricity</td>
<td></td>
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<tr>
<td>Economies of scale</td>
<td>Data Driven Marketing</td>
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</tbody>
</table>

## Dates

### 1

**PD:** 18/02/20  
**ED:** 20/01/20  
**AD:** 31/01/20  
**DP:** 04/02/20  

**Core Themes**
- Returns management
- Intralogistics

**Specials**
- New Work
- Candidate management
- AI-HR solutions

**Other Topics**
- Payment
- Collection
- Influencer marketing
- Retail marketing

**Events**
- 10-11/03/20 e-Tail Germany, Munich  
- 10-12/03/20 Tradeworld  
- 10-11/03/20 Internet World Expo, Munich  
- 10-12/03/20 LogiMAT, Stuttgart  
- 18-19/03/20 SMX, Munich  
- 23/03/20 Plenty Markets Online  
- 31/03-01/04/20 Händlerkongress, Kassel  

### 2

**PD:** 17/04/20  
**ED:** 17/03/20  
**AD:** 30/03/20  
**DP:** 01/04/20  

**Core Themes**
- Packaging
- Sustainability

**Specials**
- E-commerce in smart cities
- Mobility

**Other Topics**
- Shop software
- Crossborder
- AI in e-commerce
- Marketplaces
- 10 years of K5 - Future of e-commerce

**Events**
- 20-22/04/20 CeMAT, Hanover  
- 21-23/04/20 DMEA, Berlin  
- 06-08/05/20 Re:Publica, Berlin  
- 07-13/05/20 interpack, Düsseldorf  
- 09/05/20 Online Marketing Rockstars, Hamburg  
- 12-14/05/20 Women & Work, Frankfurt  
- 12-13/05/20 Online Marketing Rockstars, Hamburg  
- 12-14/05/20 Anga Com, Cologne  
- 26-27/05/20 K5 Conference, Berlin  
- 05-06/06/20 Prokom, Düsseldorf
### Core Themes

<table>
<thead>
<tr>
<th>Dates</th>
<th>Core Themes</th>
</tr>
</thead>
</table>
| PD: 10/06/20 ED: 07/05/20 AD: 20/05/20 DP: 26/05/20 | **Voice commerce**  
**Social commerce** |
| PD: 26/08/20 ED: 28/07/20 AD: 10/08/20 DP: 12/08/20 | **Logistics of the future**  
**Logistics in year-end business** |
| PD: 22/10/20 ED: 23/09/20 AD: 06/10/20 DP: 08/10/20 | **New concepts for the last mile**  
**Smart inner-city delivery methods** |
| PD: 03/12/20 ED: 04/11/20 AD: 17/11/20 DP: 19/11/20 | **Reputation and online ratings**  
**Complaint management**  
**Data analytics** |

### Specials

<table>
<thead>
<tr>
<th>Dates</th>
<th>Specials</th>
</tr>
</thead>
</table>
| PD: 10/06/20 ED: 07/05/20 AD: 20/05/20 DP: 26/05/20 | **Fulfilment**  
**Logistics for start-ups**  
**Industry reports on digital transformation: customercentricity along the customer journey** |
| PD: 26/08/20 ED: 28/07/20 AD: 10/08/20 DP: 12/08/20 | **Multichannel**  
**Christmas business**  
**Packaging for year-end business**  
**Creditworthiness and financing in e-commerce** |
| PD: 22/10/20 ED: 23/09/20 AD: 06/10/20 DP: 08/10/20 | **Fashion commerce**  
**Stationary versus online trading**  
**Returns management**  
**Customer psychology — how does the customer tick?** |
| PD: 03/12/20 ED: 04/11/20 AD: 17/11/20 DP: 19/11/20 | **AI and robotics in logistics**  
**Logistics of sensitive goods**  
**Storage utilisation** |

### Other Topics

<table>
<thead>
<tr>
<th>Dates</th>
<th>Other Topics</th>
</tr>
</thead>
</table>
| PD: 10/06/20 ED: 07/05/20 AD: 20/05/20 DP: 26/05/20 | **AI marketing tools for e-commerce**  
**E-invoicing**  
**Omnichannel**  
**Modern shop concepts** |
| PD: 26/08/20 ED: 28/07/20 AD: 10/08/20 DP: 12/08/20 | **Advertising and campaign planning**  
**Customer loyalty**  
**Progressive webapps**  
**Payment** |
| PD: 22/10/20 ED: 23/09/20 AD: 06/10/20 DP: 08/10/20 | **Social advertising**  
**Hosting**  
**Video marketing**  
**Gamification and e-commerce** |
| PD: 03/12/20 ED: 04/11/20 AD: 17/11/20 DP: 19/11/20 | **Mobile commerce**  
**Payment**  
**Customer dialogue and touchpoints**  
**Trends 2021**  
**Digital change in companies — what needs to change in people's minds?** |

### Events

<table>
<thead>
<tr>
<th>Dates</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>Artificial Intelligence, Berlin</td>
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<td>June</td>
<td>Marketplace Day, Berlin</td>
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<tr>
<td>July</td>
<td>Tactixx, Munich</td>
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<td>24-25/06/20</td>
<td>Security Expo, Munich</td>
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<td>29/06-03/07/20</td>
<td>Developer week, Nuremberg</td>
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<tr>
<td>02-03/07/20</td>
<td>CiMi CON Evolution, Berlin</td>
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<td>08/07-09/07/20</td>
<td>Sales Management Congress, Berlin</td>
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<tr>
<td>September</td>
<td>DMEXCO, Cologne</td>
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<td>06-11/09/20</td>
<td>IFA, Berlin</td>
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<tr>
<td>17-18/09/20</td>
<td>mailingtage, Frankfurt</td>
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<tr>
<td>29/09-01/10/20</td>
<td>Powtech, Nuremberg</td>
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<tr>
<td>08-10/10/20</td>
<td>it-sa, Nuremberg</td>
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<tr>
<td>November</td>
<td>Digital Future Congress, Essen</td>
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<td>November</td>
<td>Personalmesse, Munich</td>
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<td>November</td>
<td>Payment Summit, Hamburg</td>
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<td>November</td>
<td>Deutscher Handelskongress, Berlin</td>
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<td>November</td>
<td>Data Driven Business, Berlin</td>
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<td>November</td>
<td>Swiss Payment Forum, Zurich</td>
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<tr>
<td>November</td>
<td>Data Driven Marketing Conference, Munich</td>
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<td>January 2021</td>
<td>Chance, Halle</td>
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<tr>
<td>January 2021</td>
<td>Chance, Gießen</td>
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<tr>
<td>January 2021</td>
<td>Sales Marketing Messe, Munich</td>
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<tr>
<td>January 2021</td>
<td>Deutscher Handelsimmobilienkongress, Berlin</td>
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<tr>
<td>January 2021</td>
<td>Learntec, Karlsruhe</td>
</tr>
<tr>
<td>Beginning of February</td>
<td>Loca conference, Wiesbaden</td>
</tr>
</tbody>
</table>
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.

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.

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.

VOLUME ANALYSIS:
Format of the magazine: DIN A4
Total volume: 288 pages
Editorial part: 217 pages
Advertising section: 71 pages
Inserts: -
Tip-ons: -

EDITORIAL CONTENT ANALYSIS:
6 issue Pages
Current developments in e-commerce 54 = 25%
Marketing solutions for the e-commerce 26 = 11.98%
AI in e-commerce 15 = 6.91%
Logistics 14 = 6.45%
Industry news 14 = 6.45%
Returns management 12 = 5.53%
Payment 12 = 5.53%
Product news 12 = 5.53%
Packing 12 = 5.53%
Customer Care – Customer dialogue 10 = 4.6%
Infrastructure for the online shop 8 = 3.69%
Security in e-commerce 8 = 3.69%
Start-ups in e-commerce 8 = 3.69%
SEO 6 = 2.76%
Law 6 = 2.76%
OUR 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 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 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.

**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.

**DWG solutions**
The DWG format is a widely used CAD file format for design drawings. With DWG-compatible CAD programmes, users can create drawings in DWG format.

**CONSTRUCTION NEWS**
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.

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

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.
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