



IndustryArena

competence network for production

Online portal for the manufacturing industry

With the online portal IndustryArena you will find the best preconditions to optimize your contacts, generate leads and place your presence effectively in your target audience. Already in 2001, the current IndustryArena GmbH founded an online forum for manufacturing (in the first years under the domain CNC-Arena.com) and is now with more than 560,000 registered members the leading specialist portal for the manufacturing industry. We support more than 5,600 manufacturers from the manufacturing industry with their online presentation in the target group market.

Our services consist of three areas

We are a full service agency, with three areas at our core: Service agency for digital communication in the industry, consulting agency for social media and publisher for digital publications.



Topic channels at a glance

Numerous information and research options, and we guarantee intensive and communicative solutions.

PRODUCTION

CONSTRUCTION

INDUSTRIAL ENGINEERING

AUTOMATION

SOFTWARE

QUALITY MANAGEMENT

INDUSTRY 4.0

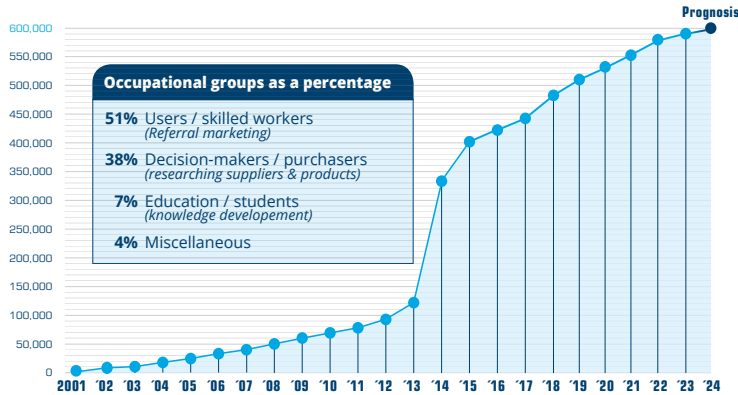
ADDITIVE MANUFACTURING

LOGISTICS

COMPOSITE

A strong partner for your advertising

IndustryArena Statistics









Target sectors in the community

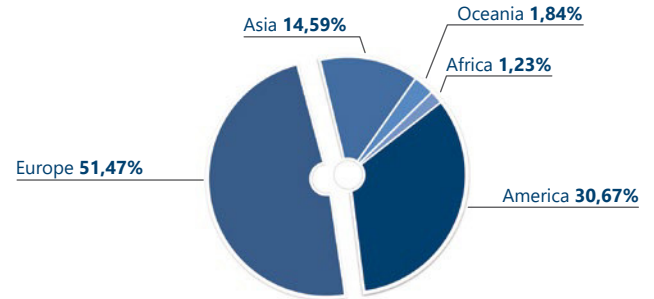


Access statistics (IndustryArena.com + CNCzone.com)

(status 08 / 2023)

 Portal-Registrations since 2001:	877,000
 Unique visitors / month:	536,000
 Page impressions / month:	1,105,000
 Forum postings:	2,245,000
 Number of discussion forums:	541
 Indexed pages in Google:	315,000

Distribution by continents (Status 08 / 2023)



Powerful expert networks are an important base for successful online marketing

Our community is comprised of active industry experts who exchange ideas everyday in numerous discussion forums of the manufacturing industry.



EXPERTS

More than 560,000 members from the production technology



NETWORK

A very active international community in daily dialogue 24/7



DYNAMIC

Significant growth dynamic by large topic diversity



VISIBILITY

A platform with many distribution channels and high visibility

Success based on sustainable customer relationships! We will give you the right tools. Place your products and services in the IndustryArena community target group oriented. Share your experiences and inspire your audience. In this way you optimize your customer relationship substantially.



PRESENT

The platform to introduce your innovations



CONVINCE

Specific targeting of the community creates new leads



TIE UP

The supervision of forums creates customer relationship





Forum – Meeting point of the industry

With more than 560,000 users, the IndustryArena is the world's largest online portal for the manufacturing industry. More than 60 forum categories allow national and international users to exchange ideas on a wide range of production technology topics.

> 500

Discussion forums

> 300,000

Topics in the Forum

> 2,000,000

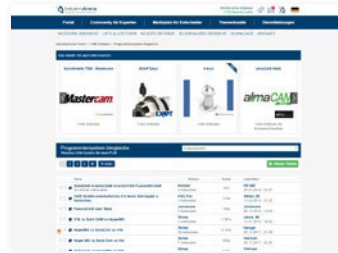
Postings in the Forum

Our forum is an essential part of our B2B platform. The forums are focused on the expertise and dialogue of the expert community.



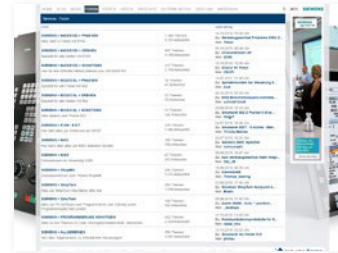
Expert community

Our community consists of users and decision makers from different industries.



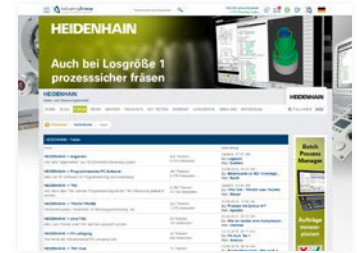
Content Related Advertising

With content related advertising you will always reach your target group.



Dialogue

Users and experts from the industry are in daily dialogue.



Topic forums

With your own forum you are in direct contact to your target group.

The focus of the Digital Showrooms is on the multimedia based, aggregated presentation of your products, services and network activities. Our team is specialised in the target orientated distribution of contents in the Web 2.0.

In order to be able to operate fast and efficiently we have developed the Digital Showroom. This provides us with an intuitive company tool for up-to-date content marketing. Embedded in your target group, the Digital Showroom offers all the possibilities of a networked company communication and serves as a base for all social media activities.

Your advantages at a glance:

A strong partner for your success

By using the Digital Showroom you will not only keep in touch with your target group. You will also benefit from the professional help and support of our competent team of experts. Effective service for your effective content marketing!



Modular system without loss of identity

User-friendly CMS software allows a variable page structure and makes editorial control and regular updates easy and fast.

At the click of a button all your information can be shared on social networks.



Targeted content marketing

The most effective content marketing is reached by creating loyalty and enthusiasm within the target group. Place your information on a strong platform, make new contacts and start building profitable business contacts.



Search engine optimization included

Our Digital Showroom is the best starting point to improve ranking and visibility of your online presence.

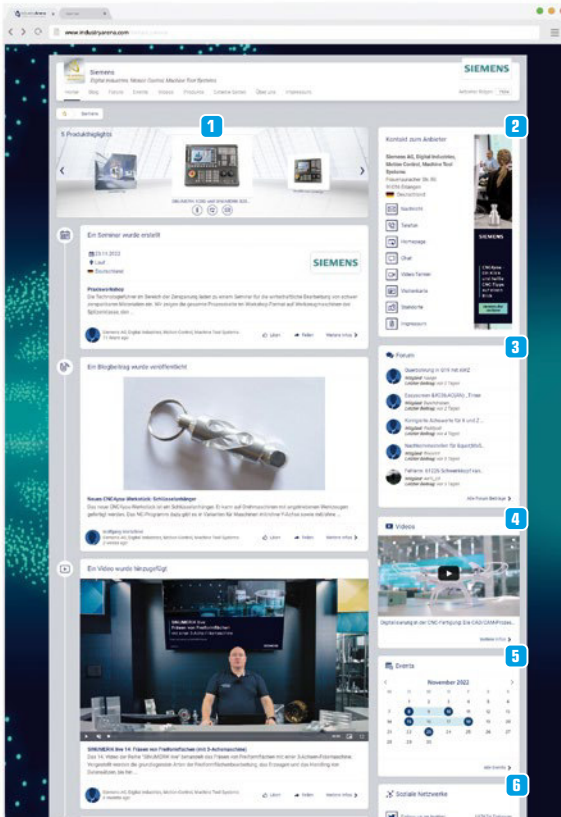
Moving you forward!



The Digital Showroom of IndustryArena is the best initial point to improve the range of your online presence with effective content marketing. Use the advantage of immediate networking with your target group.

PREMIUM Portal - example of layout and widgets:

- 1 Timeline - Display the most recent articles (choose from all modules)
- 2 Supplier information: contact address with vCard, route planner, website
- 3 Recent Forum Posts: Latest forum activities at a glance
- 4 Video channel - Present your product and image videos
- 5 Event calendar - Show your fair dates and events
- 6 Social Networks - Link to your social media networks



i Example for the design!
User defined boxes and free definable modules help to design your Showroom.

Also included:
Free definable tab navigation, tag cloud to show most important information, forum, free designable header and background, freely selectable colours, search function.

(see overview of modules on the following page)

**Effective inbound marketing succeeds by enthusiasm and useful content of the target group.
Place your content in a strong network, make new contacts and build up business relations successfully.**

We already inspire more than 5,600 suppliers with realistic targets, a distinguished expert community and a focussed media mix.



BASIS FLEX Showroom

The Showroom BASIS FLEX serves as a cost-effective starting point and offers a digital business card and a modular structure for booking additional modules.

starting from € 89
instead of ~~€ 99~~ / month



CLASSIC Showroom

With additional modules and functions our Showroom CLASSIC offers companies perfect conditions for efficient inbound content marketing.

only € 199
instead of ~~€ 299~~ / month



PREMIUM Showroom

Companies receive a microsite with high visibility and optimized coverage of the target group market with our Showroom PREMIUM.

only € 299
instead of ~~€ 399~~ / month




















PREMIUM PLUS Showroom

















The Showroom PREMIUM PLUS provides the complete range of tools for a maximized visibility in the target group and additional services

only € 399
instead of ~~€ 499~~ / month










CLASSIC Ranking level: medium

-  **SHOWROOM**
Microsite with URL "industryarena.com/mycompany"
-  **CONTACT DETAILS + COMPANY LOGO**
Your contact details in the network
-  **COMPANY DESCRIPTION**
Company details on the „About us“ page of your Showroom
-  **METADATA / SEO (5 KEYWORDS)**
Microsite title, short description and 5 keywords
-  **STATISTICS - MONTHLY**
Evaluation of coverage analysis
-  **DASHBOARD**
Backend for showroom administration
-  **MULTILINGUAGE**
Presentation in three languages: German, English, Spanish
-  **SERVICE SPECTRUM**
Selection of product categories
-  **PRODUCTS**
Unlimited presentation of products
-  **PHOTO GALLERY**
Categorised publication of photos
-  **PRESS / NEWS**
Publication of press releases
-  **VIDEO CHANNEL**
Presentation of product and corporate videos
-  **DOCUMENTS**
Integration of PDFs such as brochures, leaflets, catalogues etc.
-  **EVENT CALENDAR**
Publication of trade fairs and other events
-  **SOCIAL NETWORKS**
Integration of Facebook, Twitter, YouTube, Instagram etc.
-  **VCARD-CENTER**
Direct communication via digital business cards (vCards)
-  **HEADER IMAGE**
Individual cover picture in the showroom

PREMIUM Ranking level: high

-  **CONTAINS ALL MODULES OF CLASSIC**
-  **BRIEFING / TRAINING**
Face-to-face or online training possible
-  **BEST PRACTICE WORKSHOPS**
Free participation in keynotes / workshops at the IndustryArena
-  **METADATA / SEO (+5 KEYWORDS =10)**
Microsite title, short description and 10 keywords
-  **STATISTICS - WEEKLY**
Evaluation of coverage analysis
-  **CORPORATE BLOGS**
Publication of blog posts
-  **SURVEY**
Creation and analysis of surveys
-  **APP KIOSK**
Publication of apps in the App Kiosk
-  **LIVE VIDEO CHAT**
Video chats via an integrated meeting tool
-  **LAYOUT EDITOR**
Showroom created in the CI without third party advertising
-  **FLEXIBLE NAVIGATION**
Freely definable navigation with internal and external links
-  **TIMELINE**
Presentation of latest articles, news, videos ect. in the timeline
-  **FREELY DEFINABLE PORTAL BOXES**
Individual structure of the showroom modules
-  **THEME CHANNEL TEMPLATES**
Theme channel templates for your content
-  **SPOTLIGHTS (6x)**
Premium positions per year on the IndustryArena homepage
-  **JOB OFFERS**
Unlimited Job offers in our network included

PREMIUM PLUS Ranking level: high

-  **CONTAINS ALL MODULES OF CLASSIC**
-  **CONTAINS ALL MODULES OF PREMIUM**
-  **DISCUSSION FORUM**
Integration and hosting of an individual discussion forum
-  **METADATA / SEO (+5 KEYWORDS =15)**
Microsite title, short description and 15 keywords
-  **STATISTICS - DAILY**
Evaluation of coverage analysis
-  **INTERFACE**
Interface for products
-  **LEADS FOR B2B CUSTOMER ACQUISITION**
Identify visitors to your showroom.
-  **CUSTOMER CARE / SERVICE HOTLINE**
Mail + Phone + Video
-  **CONTENT MANAGEMENT**
On request for 65 euros per hour

METAFAIRS – YOUR VIRTUAL STAGE

With comprehensive digital and trade fair expertise, IndustryArena is your partner for a successful digital transformation of your trade fair activities.

Choose your virtual trade fair stand from countless detailed trade fair templates and configure it and configure it in terms of colour and content, based on your corporate identity. As an exhibitor, you present your services, products and offers just like at a physical trade fair.

In addition to the available stand templates, we also offer customised exhibition stands. With the help of your stand builder's CAD data or by sending perspective photos of the real stand, we transfer this stand into a 360-degree environment.

Your visitors can move freely in your own virtual exhibition hall. Your exhibition stand can be rotated and thus viewed from any perspective and the interactive elements can be clicked on. This exhibition stand can be embedded in your IndustryArena showroom and website and, of course, sent to your prospective customers via a direct link. You too can benefit from the advantages of a virtual trade fair stand for your year-round trade fair presence and book one of the attractive packages for your Sales.



Interactive exhibition stand	Size	Price / month
SMALL	up to 25m ²	€ 39
MEDIUM	up to 50m ²	€ 69
LARGE	up to 100m ²	€ 99
INDIVIDUAL	from 100m ²	€ 199

NewsCenter

Create press releases with news all around your company, precision targeting with a high reach.

Advantages of Premium Press Releases

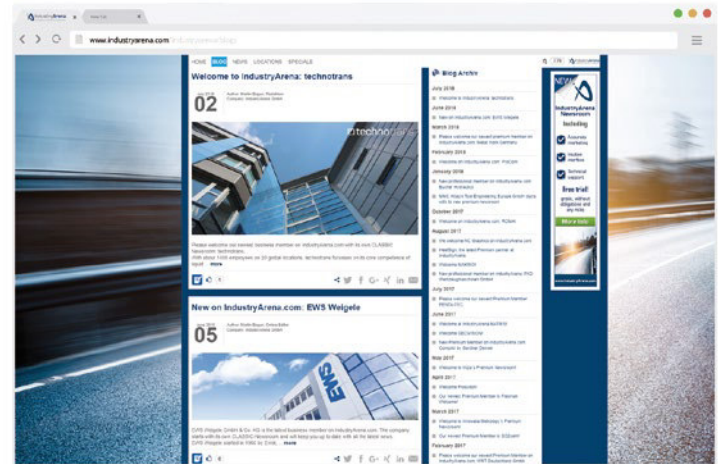
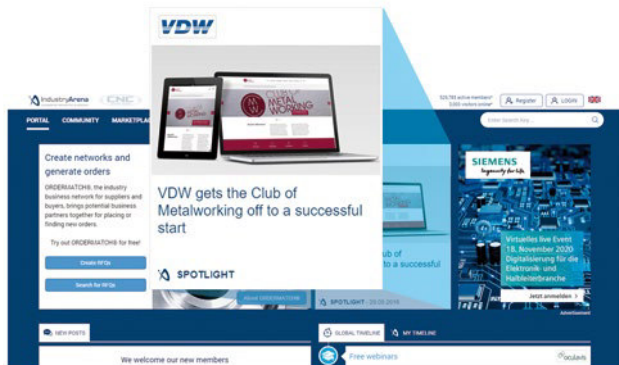
- ✓ 24h presentation as a spotlight on IndustryArena portal
- ✓ Advertised in NewsCenter archive
- ✓ Integration of press photos (JPG) and file attachment (PDF)
- ✓ Distribution on social networks like twitter and facebook

Company blogs

Publish blog articles with exciting stories of your company.

Interesting stories, fascinating views or current offers – reach the community with regular blog postings and stay in your target group. Comfortable and easily accessible, in just a few clicks!

Reach the community with regular blogs



Offer your customers a special additional benefit

Whether brochures, manuals, documents or scientific papers:

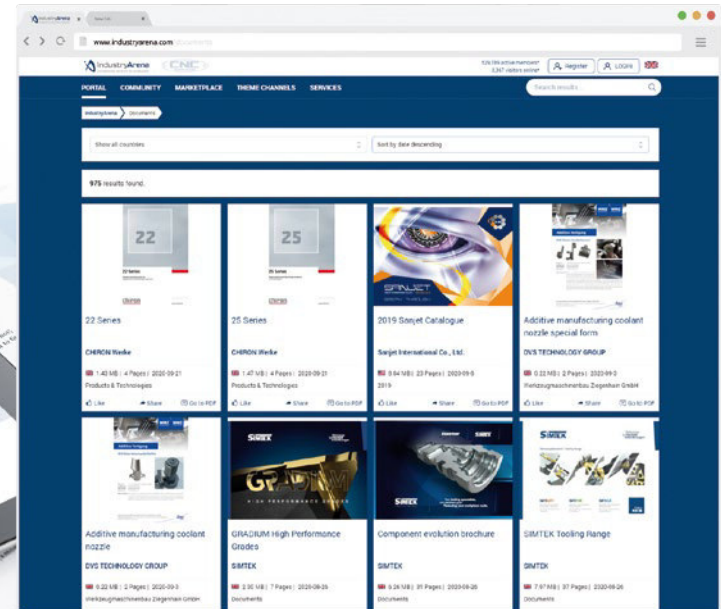
Integrate PDF documents and present your company purposefully in your target group. With practical vCard option you get to know immediately who is interested in your documents.

- ▶ Arrange documents in main- and subcategories
- ▶ Freely selectable order of the documents
- ▶ Practical online viewer with search function
- ▶ Automatic notification about the download of your documents by vCard

Document archive

In the global document archive all inserted PDF documents appear.

Visitors of IndustryArena can sort the documents by set date, title, size and supplier or search directly by keywords.



Search and discover

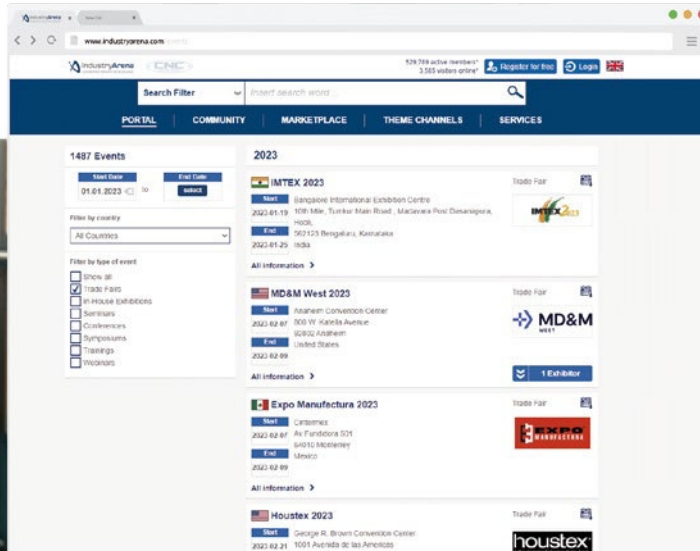
Find all important trade fairs of the manufacturing industry.
See IndustryArena members at a glance.

Discover interesting events of manufacturing like conferences and symposiums.

Trade fairs and in-house events

Show your target group with only few clicks your presences.
Choose a fair from the event calendar and add hall and booth number.
Additionally, you can add dates of in-house events, conferences or trainings.

- ▶ Add events fast and easily due to a comprehensive database
- ▶ Unified presentation thanks to intuitive input forms
- ▶ Practical search, filter and sorting functions



**Benefit from a strong network! Incredibly easy to create and maintain contacts.
In real-time, globally and with minimal effort.**

Webinar *Share Knowledge Everywhere*

- ▶ Reach users and potential clients easily, precisely and efficiently
- ▶ Direct, interactive and personal dialogue opportunities to inspire and retain participants
- ▶ Minimal organisation and time requirements, without installation
- ▶ Wide range of applications: trainings, seminars, product / company presentations, ...
- ▶ Webinar participation is free of charge for IndustryArena members



Funtion overview

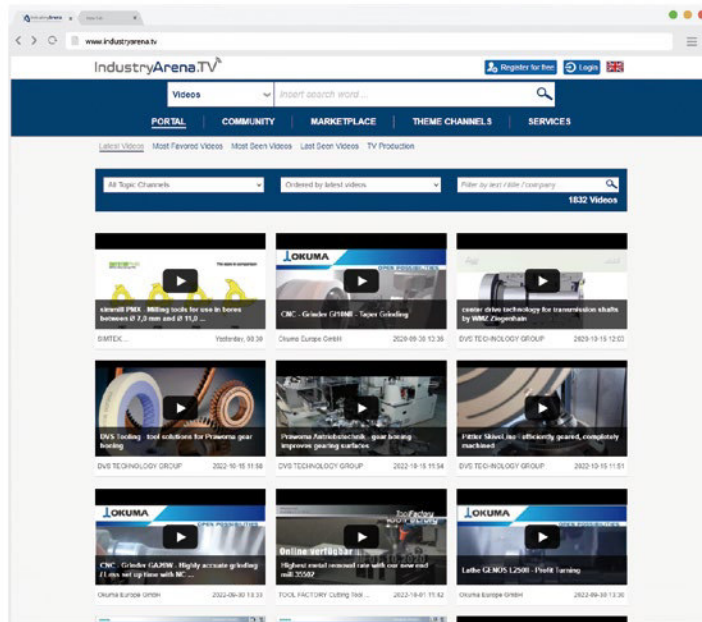
- ▶ Live video and audio (Voice-over-IP)
- ▶ Profile image display
- ▶ Lobby with chat function
- ▶ Presentation of your files
- ▶ Whiteboard
- ▶ Screen Sharing
- ▶ Hand signal function
- ▶ File download
- ▶ YouTube videos
- ▶ Surveys / Polls
- ▶ Statistics download
- ▶ Invitation Management

Webinar Prices

	1x	6x	12x
Webinar Bookings			
Price / Webinar	€ 900	€ 700	€ 500
Total price	€ 900	€ 4,200	€ 6,000

Reach your target group with video advertising

Corporate presentations, product presentations, news, interviews and reports – online videos are one of the most contemporary methods of making online advertising come alive. The user finds out important background information on his favoured topic as part of a multimedia experience.



Advantages of video advertising:

- ▶ Significantly higher attention, perception and recollection by the user.
- ▶ Demonstrable increase in range, browse time, brand image and click rates.
- ▶ Complex subject matter can be communicated very much more easily and vividly through the audio-visual combination.
- ▶ Direct link to your own Internet presence within the video advertising.



IndustryArena.TV[®]

1 Large Leaderboard 970 x 90 px

Delivery: Marketplaces and Forum

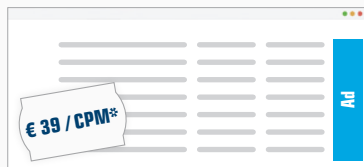
The Large Leaderboard banner situated above and between the content is a horizontal advertising form and provides high attention, ideal for brand building.



2 Skyscraper 120 x 600 px

Delivery: Marketplaces and Forum

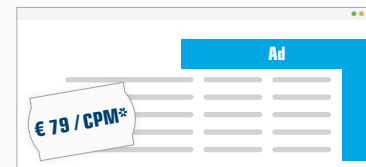
Skyscrapers are advertising spaces on the right of the website and can be compared with a 1/4 advertising page in the print area. The attractive integration guarantees a high level of attention.



3 Hockeystick 728 x 90 / 120 x 600 px

Delivery: Marketplaces and Forum

Hockeystick is a combination of leaderboard and skyscraper. This advertising media achieves optimal attraction at short notice.



4 Billboard 970 x 250 px

Delivery: Marketplaces and Forum

The Billboard banner can be found below the navigation of the Website, directly in the user's field of vision and uses the entire width for an optimized advertising impact.



5 Spotlight-Monitor 344 x 430 px

Delivery: IndustryArena frontpage

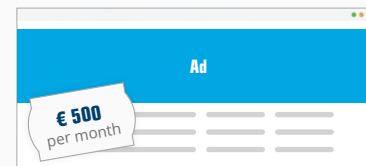
The Spotlight Monitor as animated banner or video ad leads to high attention in the target group on the IndustryArena homepage. Videos are the most popular trend in advertising.



6 Main Page Sponsoring 1920 x 250 px

Delivery: IndustryArena frontpage

The largest available advertising space on the homepage in rotation. This offer is limited to 6 sponsors and exclusively for customers with a premium Showroom!



All prices are subject to VAT and always payable in advance.

*CPM = cost per mille (1,000 Adviews) Ad views = number of visitors with visual contact to your ad

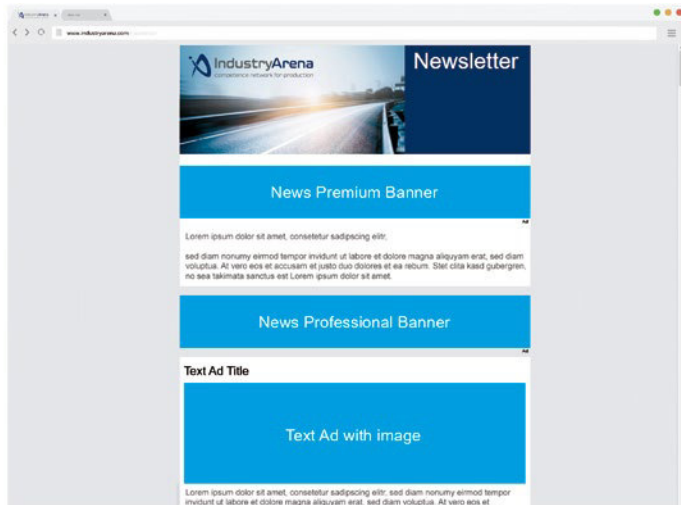
Other banner sizes on request, see page 35 for info about data delivery. We would be pleased to compile effective advertising packages for you with special terms based on your budget. Please do not hesitate to contact us.

Banner advertising in the monthly newsletter

IndustryArena Advertising formats

IndustryArena Newsletter

- ▶ The IndustryArena Newsletter is sent monthly
- ▶ More than 35,000 German and 235,000 English newsletter recipients
- ▶ The premium banner is placed between header and introduction
- ▶ The professional banners appear between editorial bulletins
- ▶ Text Ads appear as editorial bulletins



Text Ad: max. 600 characters, Image max. 560 x 200 pixels

(Ads as a editorial bulletins)

Bookings	1 x	3 x	6 x	12 x
Price / Newsletter	€ 800	€ 700	€ 600	€ 500
Total Price	€ 800	€ 2,100	€ 3,600	€ 6,000

News Premium Banner: 600 x 90 pixels

(Position TOP below header)

Bookings	1 x	3 x	6 x	12 x
Price / Newsletter	€ 800	€ 700	€ 600	€ 500
Total Price	€ 800	€ 2,100	€ 3,600	€ 6,000

News Professional Banner: 600 x 90 pixels

(Between the editorial bulletins)

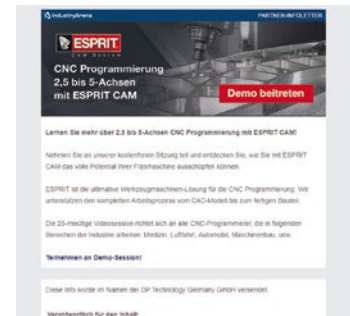
Bookings	1 x	3 x	6 x	12 x
Price / Newsletter	€ 600	€ 500	€ 400	€ 300
Total Price	€ 600	€ 1,500	€ 2,400	€ 3,600

Data delivery will be in English or German.
All prices are subject to VAT and always payable in advance.

Reach your target audience exclusively!

With target group oriented direct marketing, you can win new customers, inform them and bind them to you in the long term. What could be better than a powerful network of experts? Place your content directly in your target group on IndustryArena.com and you can reach up to 35,000 German-speaking or 100,000 international receivers with only one mailing campaign.

Successful Stand-Alone Newsletter



An individual and exclusive mailing to the members of the IndustryArena offers you a unique position and is essential for the success of your campaign. With more than 15 years experience we are at your side in all questions about direct mailing.


Stand-Alone Newsletter German	Stand-Alone Newsletter English
25,000 recipients for € 2,500	50,000 recipients for € 2,500
35,000 recipients for € 3,000	100,000 recipients for € 4,000

Retargeting Banner Campaign


IndustryArena Advertising formats

Retargeting with IndustryArena


Retargeting is a powerful branding and conversion tool. With an IndustryArena retargeting campaign you can place your banner advertising also beyond our powerful network. With a banner set provided by you, you can reach the users who are researching in the categories you have selected. By linking your campaign, we can find the selected users anywhere online and display your banners (for example Bild.de, FAZ.net, Heise.de). Increase your brand awareness fast and effectively with high visibility.



1 Trade visitors search in your categories on IndustryArena.com



2 We indicate the trade visitor with a cookie categorised by you



3 Websites outside the IndustryArena display your banners thanks to the cookie



Increased reach

With our retargeting campaign, you can reach your target group outside the IndustryArena as well.



No scattering losses

Thanks to the customized positioning of your banners, no views are wasted.

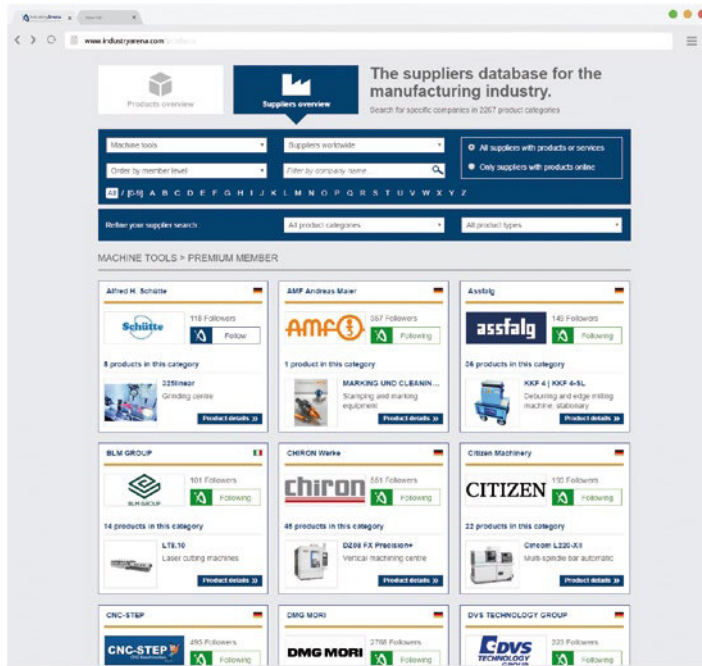


Monthly evaluation

We evaluate the success of your campaign and give you reportings on a regular basis.

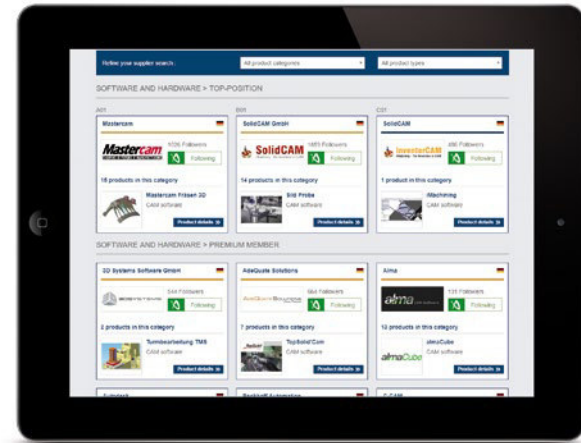
Retargeting packages	L	XL	XXL
Number of interested persons (term 3 months)	150,000	225,000	300,000
Ad impressions / month	50,000	75,000	100,000
CPT (Cost per thousand)	€ 24	€ 22	€ 20
Price / month	€ 1,200	€ 1,650	€ 2,000
Total Price for 6 months	€ 3,600	€ 4,90	€ 6,000

Present your company branch geared and easy to find, with a Showroom, products and services in our provider database.



We offer you

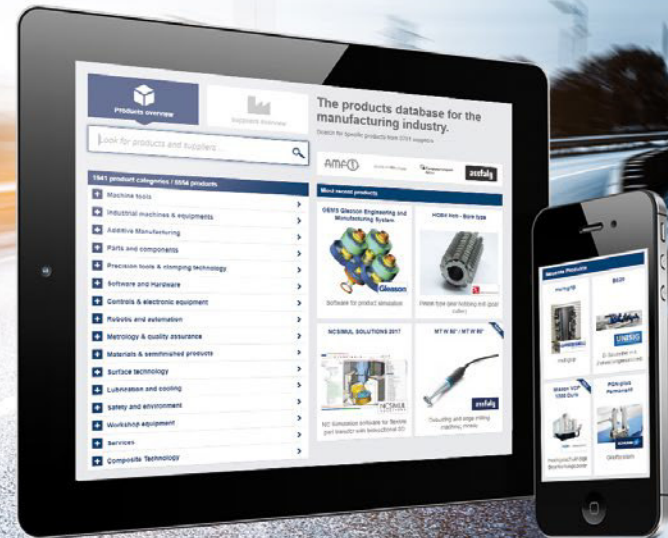
- ✓ An easy and fast way to be located in your target audience
- ✓ A provider entry, connected to your Showroom
- ✓ Inclusion of your company logo at IndustryArena.com
- ✓ Enhanced visibility with the publication of your portfolio
- ✓ Possibility to book a top position



Close to the target group and with highest reach in the network. With the optimised product database, manufacturers present their products in a more efficient and detailed way. Take advantage of this offer and present your portfolio – search engine optimised and target group orientated.

In a simple and precise way, a detailed and neutral overview over a wide variety of products of the manufacturing industry presents itself to the professional visitors of the IndustryArena.

- ✓ Selection / allocation of the product category
- ✓ Product description and technical information
- ✓ Up to 5 photos per product
- ✓ Additional link to product description
- ✓ Include product video (alternatively add YouTube link)
- ✓ PDF document (Product brochure or technical data)
- ✓ Digital business card to generate leads

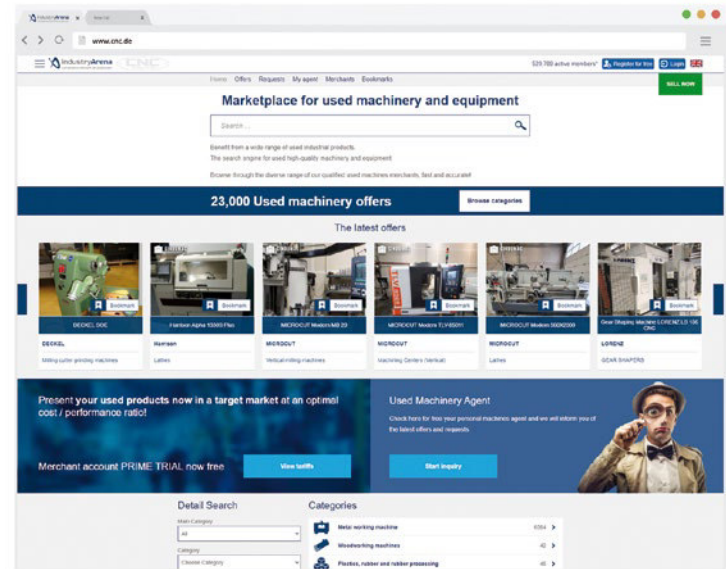


Market place for used machine tools

www.cnc.de

Advantages of the machine market at a glance:

- ▶ Market for used technology available in more than 10 languages
- ▶ Merchants entry with integration of all offers and short URL:
www.cnc.de/your-company
- ▶ Client-managed administration of content
- ▶ Integration of numerous product images
- ▶ Integration of product video
- ▶ Integration on IndustryArena.com
- ▶ New entries are published daily in the IndustryArena forum
- ▶ Distribution on social networks like twitter and facebook



CLICK

Unlimited
you pay only for clicks

€ 0.10
instead of ~~€ 0.20~~ / click

PRIME

Unlimited
Data import / interface possible

€ 29.95
instead of ~~€ 59.90~~ / month

COMFORT

Up to 100 advertisements
publish simultaneously

€ 19.95
instead of ~~€ 39.90~~ / month

SMART

Up to 50 advertisements
publish simultaneously

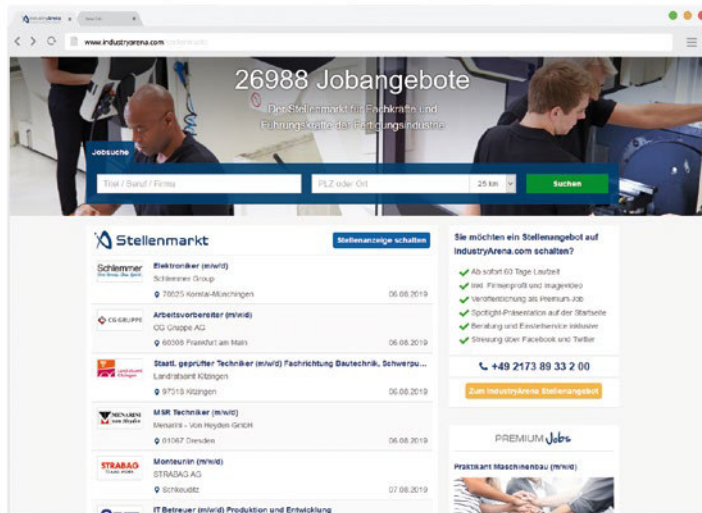
€ 14.95
instead of ~~€ 29.90~~ / month

All prices are subject to VAT and always payable in advance.

Are you looking for qualified professional staff?

Take advantage of the approx. 560,000 member strong community at IndustryArena to fill your vacancies. Jobinfo24.de is IndustryArena's own job portal.

From almost 200,000 vacancies, we selectively filter jobs and keep them constantly updated on IndustryArena.com. Pinpoint your target group directly with your advertisement.



Design and publish your job offer

- ✓ Maturity of advertisements: 60 days
- ✓ Layout: Text ad or HTML ad
- ✓ Publication at www.industryarena.com/jobmarket as a premium job
- ✓ Exclusive presentation in the news box of IndustryArena
- ✓ Company profile, contact form and link to your website
- ✓ High range with links to social networks (Facebook and Twitter)

Up to 55% discount!

IndustryArena job offers					
60 days term					
Number of ads	1 x	2 x	5 x	10 x	20 x
Price per ad	€ 499	€ 449	€ 399	€ 349	€ 299
Price complete	€ 499	€ 899	€ 1,999	€ 3,499	€ 5,999

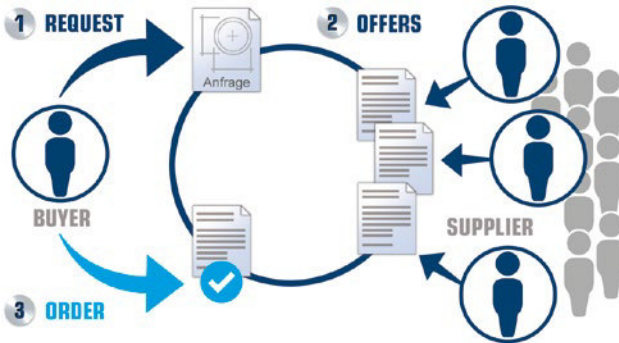
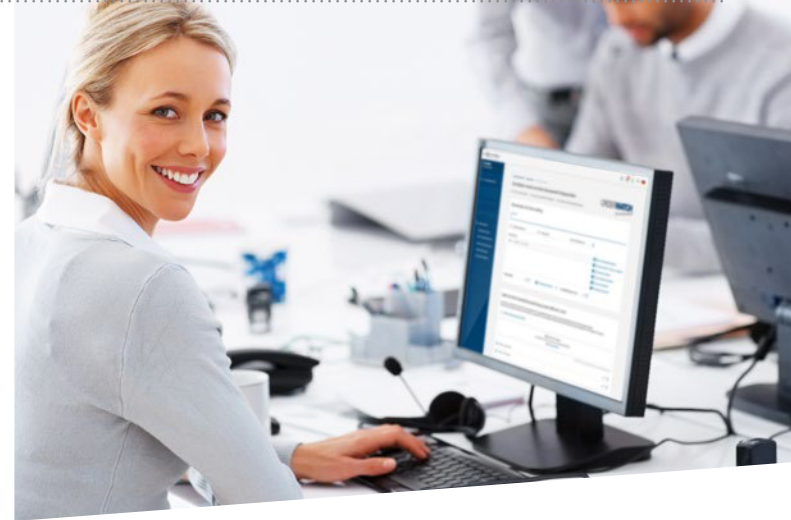
All prices are subject to VAT and always payable in advance.

ORDERMATCH® is an online platform for the procurement of orders amongst purchasers and suppliers.

ORDERMATCH

my sourcing network

We target companies offering or requiring production parts.
As an online platform, ORDERMATCH® can be utilised without any previous software installation and from any workstation with internet access.
It is available on a twentyfour hour base, 365 days a year.
Present yourself and your company in our network.



How does ORDERMATCH® work? It is simple and convenient.

The leitmotif from the tender to submitting an offer up to its acceptance is obvious right from the beginning:

Collection of data is user-oriented and arranged in an appealing and interesting way.

Increase the visibility of your products!

<https://webshop.industryarena.com>

Online sales in the target group market

Do you already run an online store? We offer you the ideal distribution channel. With high-quality and dynamic content, an extremely frequented professional community, IndustryArena achieves a high level of attraction. Through the international orientation and extended product placement in the specialist community, you will address potential customers worldwide.

The new IndustryArena web shop is your solution for online sales. Clearly defined features, simple product uploads and an intuitive dashboard offer the best possible conditions for successful marketing.



- ✓ Shop integration in the IndustryArena Showroom with high coverage
- ✓ Additional product placements in the IndustryArena network
- ✓ Combination of content marketing for optimized performance
- ✓ Powerful search algorithms and high usability







Automated business processes

Keep control of the imported data at any time. Intelligent category mapping saves time when importing large data records.

Product sales are changing: B2C standards are spreading into B2B. Reach customers with active online sales. The IndustryArena web shop gives you the opportunity to get in touch with customers worldwide.
de.industryarena.com/webshop/flyer

The IndustryArena eMagazine is more than just a professional journal.
It offers high quality editorial content that turns news and information into an inspiring experience.

It's not only reading, it's clicking, watching, listening and discovering. Our eMagazine surprises, piques one's curiosity and challenges reader and editor.

-  **Reach** German issue: approx. 50,000 | English issue: approx. 250,000
-  **Special Print** Individual decision, up to 10,000 copies
-  **Distribution** Mailings, via emagazine.de, keosk.de, industryarena.com, in case of special prints: at leading trade fairs
-  **Length of stay** On average 18 minutes / Reader


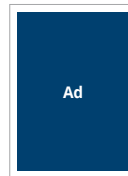

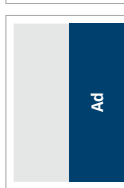
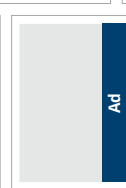
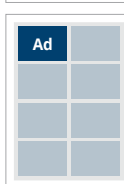


Topics	1/2024	2/2024	3/2024	4/2024
Release date	01/16/2024	05/07/2024	09/03/2024	12/11/2024
Advertising deadline	11/28/2023	03/22/2024	07/23/2024	09/30/2024
Production	✓	✓	✓	✓
Operating technology	✓	✓	✓	
Quality assurance	✓	✓	✓	✓
Construction	✓		✓	✓
Sustainability	✓	✓	✓	✓
Automation	✓	✓	✓	✓
Industry 4.0	✓	✓	✓	✓
Additive manufacturing	✓	✓	✓	✓
CAD / CAM - software	✓		✓	✓
MES / ERP / PLM - software	✓		✓	
Management		✓		
Logistics		✓		✓

Even though our advertising formats seem to be classic ones - our eMagazine is an online publication, expanded as special printing at trade fairs. You can decide if you want to use classic advertising, animation, audio or video based ads. No matter which way you choose, you can be sure to reach an audience of highly interested readers. In addition to a new design, the conversion to HTML5 allows you to read the eMagazine on all your devices.



Magazine size: A4 (210 x 297 mm)

 <p>Format width x height basic price 4c</p> <p>2/1 page 420 x 297 € 4,900</p>	 <p>Format width x height basic price 4c</p> <p>1/1 page 210 x 297 € 2,900</p>	 <p>Format width x height basic price 4c</p> <p>2/3 page (high) 140 x 297 € 2,500</p>	
 <p>Format width x height basic price 4c</p> <p>1/2 page (high) 105 x 297 € 1,700</p>	 <p>Format width x height basic price 4c</p> <p>1/3 page (high) 70 x 297 € 1,500</p>	 <p>Format width x height basic price 4c</p> <p>1/4 page (high) 50 x 297 € 1,300</p>	 <p>Format width x height basic price 4c</p> <p>1/4 page 105 x 148 € 1,300</p>
 <p>Format width x height basic price 4c</p> <p>Special Ad 100 x 70 € 400</p>	<p>Further formats / services available on request</p> <ul style="list-style-type: none"> ■ Loose inserts ■ Bound inserts ■ Ad design ■ Editorial content 		<p>Interactive features, included without any extra charges: A video link, an info-box (500 characters max.), up to 5 hyperlinks</p> <p>Discount Unit discount</p> <p>3 Ads 10% 6 Ads 15%</p> <p>Cover Pages</p> <p>2nd cover: 1/1 page +30 % Back cover: 1/1 page +50 %</p> <p><i>All prices are subject to VAT and always payable in advance.</i></p>

Turn unknown Showroom visitors into leads

More than 80% of visitors leave your page without any interaction. Now you can find out which companies visited you and what interests your visitors. You can contact potential customers, win new customers and increase your sales!

4 steps to win new customers



1 Company identification

Identify companies, that visit your Digital Showroom in real time!



2 Activity tracking

Evaluate visitor engagement and understand the needs of the of the identified companies!



3 Employee research

Search and verify the required contact persons of the selected companies!



4 Acquisition

Begin targeted marketing and sales activities for your success and win new customers!



100% GDPR compliant

We take our privacy and security obligations very seriously, our visitor tracking software complies with the latest standards.

We only identify commercial visitors (company contacts). Tracking is done at the organizational level, not at the personal level. The software is 100% GDPR compliant, as the company data is collected from publicly available sources.

In our agency, we rely on creative teamwork, as we know from experience that this is the only way to achieve the best results for our clients.



- ✓ Consulting & Conception
- ✓ Web design / development
- ✓ Corporate design
- ✓ Online Marketing
- ✓ Social media
- ✓ E-commerce
- ✓ Editing
- ✓ Content management

Our team consists of designers, layouters, illustrators, programmers and copywriters. This enables a continuous, flexible and professional realisation of all your wishes.

Agency service overview



Web development



Print media



Corporate Identity



Video production



Trade fairs

Your full-service agency

www.industryarena-media.de

IndustryArena offers you various services and unites users as well as decision makers. Precise structured possibilities provide an exclusive online presence with immediate contact to a highly active network of members and trade visitors. We will be happy to help you personally with more information about our services.



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Your name?

apply now!

bewerbung@industryarena.com

Possible formats for banners inside IndustryArena

Advertising form (GIF, JPG, PNG)	Size in pixels	Max. file size
Large Leaderboard	970 x 90	500 KB
Skyscraper	120 x 600	500 KB
Hockeystick	728 x 90 / 120 x 600	500 KB
Video Ad (mp4)	1920 x 1080	20 MB
Billboard	970 x 250	500 KB
Main Page Sponsoring	1920 x 250	500 KB

Retargeting formats (.gif / .jpg, SSL-secure, max. 30 sec. animation)

Advertising form (GIF, JPG, PNG)	Size in pixels	Max. file size
Inline Rectangle (MPU)	300 x 250	150 KB
Wide Skyscraper	160 x 600	150 KB
Leaderboard	728 x 90	150 KB
Billboard (big)	970 x 250	150 KB
Billboard (small)	800 x 250	150 KB
Halbseitig	300 x 600	150 KB
Mobile Leaderboard	320 x 50	150 KB
Button	120 x 90	150 KB

Delivery of your data

Your data has to be delivered at least 7 workdays before placement.

For press releases: 10 workdays before placement.

E-mail address for data delivery up to 10MB: banner@industryarena.com

Data delivery > 10 MB we request to download or on a data medium.

You don't have an ad banner?

We would be pleased to create your individual ad banner on a high professional and creative basis.

Please do not hesitate to contact us.

General terms and conditions:

www.industryarena.com/gtc





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IndustryArena
competence network for production