

Webcast from  
EUR 2,900.00



# Vogel: For all those who have something to say.

Successful together.



**Vogel** Business Media

We offer innovative media formats for the efficient communication of knowledge! More than 1,000 webcasts and more than 3,000 whitepapers on 20 portals are the core of modern educational marketing. With moving images, Vogel Business Media has introduced a new quality in B2B communication on the Internet. We bring people and markets together, making them *successful together*.

# Media facts at a glance



## What is a webcast?

Webcasts are typically online presentations on certain topics, for the most part on application options of products or seminars and training courses.

If the term is interpreted in a broader sense, it can also include interviews, product and image films, etc. – both as live broadcasts and also 'on demand' in the form of downloads.

## Your benefits

- You achieve maximum attention among your target group.
- You meet the individual requirements of the viewers.
- You become directly involved in your target group's decision-making process.
- In this way, you generate highly qualified business contacts (leads).\*

These leads include an in-depth appraisal of user behaviour. This makes the prioritisation of your leads in the Vogel customer centre easier, enabling them to be exported directly for downstream and specific dialogue marketing.

## Options

### On-demand webcast

#### Application options:

- Publication of a webcast that you have produced yourself
- Publication of a webcast produced by Vogel Business Media\*
- Sponsoring of an editorial webcast

#### Media service:

- Inclusion for three months in the webcast database of a specialist portal of Vogel Business Media for viewing by registered users
- Various options for extension after expiry of the three months\*\*

#### Benefits:

- Maximum attention through audiovisual content
- Highly qualified business contacts (leads) incl. name, address, e-mail and telephone number of the participants
- Time-independent. Can be called up at any time during the period booked.

**2,900.00 EUR**

### Live webcast

#### Application options:

- Expert presentation
- Seminar
- Press conference
- Expert discussion
- etc.

#### Media service:

- Inclusion in the webcast database of a specialist portal of Vogel Business Media for participation by registered users
- After live broadcast once in the Web, the live webcast can be provided on request\*\* as an on-demand webcast for downloading by registered viewers
- Promotion Package: E-mail advertising, teaser box on the Homepage as Webcast of the Week

#### Benefits:

- Direct interaction with your potential customers
- Surveying of the participants through survey function
- Documents on the live webcast can be provided for downloading
- Highly qualified business contacts (leads) incl. name, address, e-mail and telephone number of the participants
- **Location-independent:** No travel costs are incurred for participation!

**Campaign price:**

**from 6,900.00 EUR**

### Advertising success at a fixed price:

Your on-demand webcast is accompanied by other advertising measures:

- Banner advertising
- Teaser box (webcast of the week)
- Print ad
- Newsletter advertising
- Company entry
- etc.

#### Benefits:

- **Guaranteed number of leads + reach**
- Effective linking of print and online for maximum advertising impact.
- Increased attention and advertising impact through cross-media approach.
- Avoidance of wastage through delivery in environment relevant to the topic.
- Higher profile for your company and your products.

**from 3,000.00 EUR**  
(incl. campaign price benefit)\*\*

\* Further costs are incurred for the production of the webcast – on request, we will provide you with an offer for this.

\*\* Options: Fixed price for three months 2,900.00 EUR (all leads incl.) or individual purchase of leads 40.00 EUR

\*\*\* We would be pleased to provide you with an individual offer based on your marketing objectives.

## Interested?

Then please contact us straight away. A campaign will be defined and developed together with you, based on your individual marketing strategy.

More information can be found at: [www.webcast.de](http://www.webcast.de) and on [www.media-TREFF.de](http://www.media-TREFF.de).

## Contact:



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