

Display advertising
from 105.00 EUR (CPT)

Business clicks with Vogel

Successful together.



Vogel Business Media

Big names from industry opt for our products! Around the world, thousands of clients put their faith in Vogel Business: from A for AutoScout24 and B for Bosch, to Deutsche Post and Microsoft, to Z for ZF Trading, business uses our specialist media and the access to our readers and users. With display advertising in the Vogel B2B online network, companies reach their relevant business target groups with pinpoint precision and just one click. We bring people and markets together, making them *successful together*.

Media facts at a glance

Your display advertising

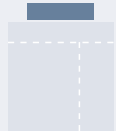
Our users are looking for specialist knowledge and problem solutions in the Vogel B2B online network. With your display advertising (banners) we can also provide the right solution supplier for this content. With us, your banner is not displayed on every page; instead, it is supplied in the relevant and required environment in a targeted manner.

Your benefit

- You benefit from an editorially high-quality and high-reach business environment. IVW-certified!
- You show your colours and present your company in the relevant thematic environment.
- You generate high branding effects through the graphical display (video, photo, graphics, text, logo).
- Your banners can be individually managed in line with the respective target group.
- You pay individually depending on performance: per ad, per online publication, fixed prior

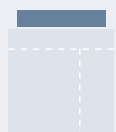
FULLSIZE

Dimension:
468 × 60 px
File size:
max. 50 KB



LEADERBOARD

Dimension:
728 × 90 px
File size:
max. 50 KB



SKYSCRAPER

Dimension:
160 × 90 px or
120 × 600 px
File size:
max. 50 KB



HOCKEYSTICK

Dimension:
728 × 90 px top
160 × 600 px or
120 × 600 px right
File size:
max. 50 KB each



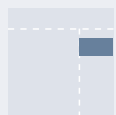
WALLPAPER

Dimension:
728 × 90 px top
160 × 600 px or
120 × 600 px right
+ colour hex code
File size:
max. 50 KB each



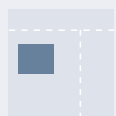
TEASERBOX

File size:
max. 200 characters,
e. g. as whitepaper/
webcast of the week



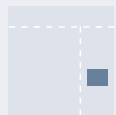
CONTENT AD

Dimension:
336 × 280 px
File size:
max. 50 KB



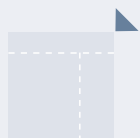
VIDEO AD

Dimension:
on request
File size:
on request



PAGE PEEL

Dimension:
on request
File size:
on request



Interested?

Banner advertising on the business efficiency portals

Advertising that is clicked by business decision makers. With classical online advertising formats, the business efficiency portals* from Vogel Business Media offer the right format for every advertising message. With more than 5 million PIs certified by IVW, the Vogel B2B online network holds first place in the ranking of the German trade press.

Our banner formats and prices**:

Fullsize	105.00 EUR
Leaderboard	140.00 EUR
Skyscraper	155.00 EUR
Hockeystick	195.00 EUR
Wallpaper***	230.00 EUR
Teaserbox	125.00 EUR
Content Ad	195.00 EUR
Video Ad	230.00 EUR
Pagepeel****	230.00 EUR
Other banner formats on request	

Banner advertising in our newsletters

Advertising that reaches professional business decision makers! With a banner placement in the newsletters of our business efficiency portals* you can currently reach more than 235,000 subscribers. Eye-catching, effective and certified by IVW!

Our banner formats and prices**

Full size	from 350.00 EUR per online publication
Skyscraper	from 500.00 EUR per online publication
Other banner formats on request	

Thematic sponsoring on the business efficiency portals:

Exclusive sponsoring of thematic channels	
Exclusive sponsoring of thematic specials	
Creation of a linked sponsoring-specific micro-site	
Prices on request	

* e.g. maschinenmarkt.de, elektronikpraxis.de, elektrotechnik.de, process.de, laborpraxis.de, konstruktionspraxis.de, blechnet.de, mm-logistik.de, etc.
** Prices per 1,000 ad impressions (CPT) in rotation or as indicated after online publication – the current price list (media data of the respective business efficiency portal) and detailed information about the technical specifications can be found at www.kunden.vogel.de
*** only in combination with thematic sponsoring **** Placement only possible on the complete portal

More on the reach of the Vogel B2B online network can be found at www.media-TREFF.de/vogel

Then please contact us directly. With display advertising in the Vogel B2B online network, you address B2B target groups from industry, the automotive sector, IT and law/business/taxes efficiently and effectively!



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