



MISSION**ADDITIVE**

# Media Kit 2019



**VOGEL** COMMUNICATIONS  
GROUP

# *The Whole World of Additive Manufacturing*

Additive manufacturing is going to play a crucial role in shaping the factory of the future, entailing a wide range of opportunities and new challenges – across industries, complex and disruptive.

Consequently, being one step ahead and up-to-date on the latest and most essential trends is vital. To this end, Vogel has bundled its expertise and its industry and content know-how in a portal, creating a modern online platform for additive manufacturing.

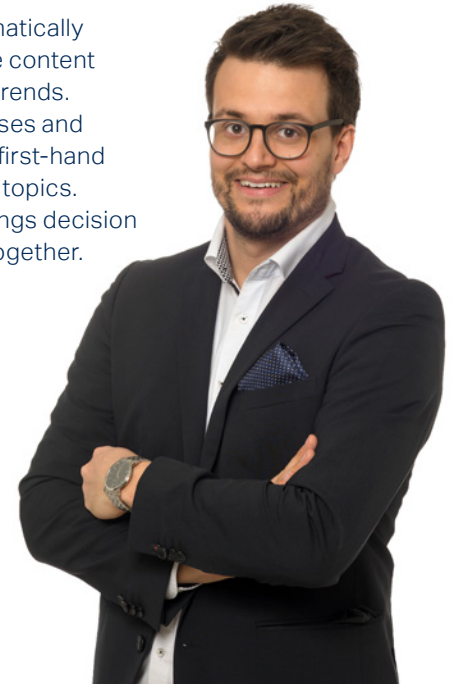
Mission Additive provides an overview and offers thematically related fundamentals, top-quality reports and exclusive content covering the latest market, technology and industry trends.

From strategies and operational application to processes and high-tech or lifestyle products – Mission Additive offers first-hand coverage and invites experts to shed light on specific topics.

The portal is a source of information and a platform that brings decision makers, users, manufacturers and service providers together.

*Our mission is to provide orientation  
and impetus for industrial users  
facing a rapidly changing world.*

Joscha Riemann  
Head of Mission Additive



> **700**

articles on additive manufacturing and 3D printing in the Vogel network with > 450,000 page impressions in 2018



> **10,000**

expected newsletter recipients with high conversion rate

**150,000**

page impressions/month envisaged for 2020

Mission Additive provides orientation and impetus and is a unique interface between technology providers, service providers and industrial users.

More information on Mission Additive is available on [www.mission-additive.de/media](http://www.mission-additive.de/media)

## What We Offer

### MEASURABLE RESULTS

On mission-additive.de, you can measure the success of your marketing activities, position your services in an editorial environment, generate leads for new business opportunities and much more.

### VARIETY OF PRODUCTS

Under the motto Start-Up@Vogel, Mission Additive offers a variety of individual options that can be designed to meet your requirements - from classic banners and mailings to innovative services like our Pioneer packages for content marketing and branding.

### TARGET GROUPS

From automotive and avionics to tool and machine manufacturing. From engineers and production managers to buyers and corporate managers - Mission Additive reaches the entire buying center for additive manufacturing topics - across multiple industries.

### EXPERTISE

Access to the users and experts in the Vogel Communications Group network and beyond.

Company Profile ..... **04**

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# Company Profile

News from your company, products, events and job ads are displayed directly next to our editorial articles in our portal – in a relevant context.

In addition, your company profile displays your entire content (pictures, videos, products, PDFs ...) as well as all editorial articles about your company.

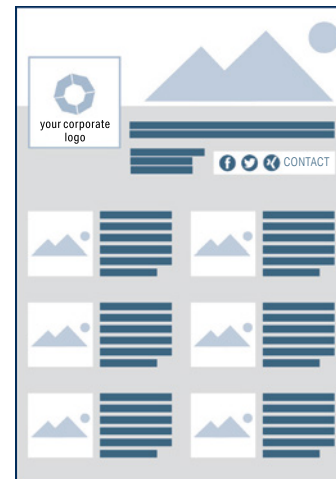
## Your Benefit

- **Enhanced Google exposure** thanks to the high relevance of the professional portal and inclusion in our top-quality journalistic environment
- **Target group access** through content-related display of your profile in the editorial environment and native integration on our portal (homepage, job section, search, etc.)
- **Various display options:** in different media formats, in real-time, with all essential information from and about your company; articles can also be placed automatically via RSS feed
- **100% transparency.** You can review the current performance of your company profile in our Customer Center at any time

## Price per Year

Basic price	1,995.00
Maintenance of your Company Profile	450.00

The entry shall automatically renew for another year, at the valid list price, unless terminated in writing three months prior to the expiry date of the contract. All prices in EUR plus VAT.



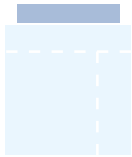
You can present your company with a logo, background image and contact information in the upper section.

All your articles and product news published in the Vogel network are promoted by means of a teaser with picture and text.

By clicking the teaser, the user gets to the full article.

# Banners

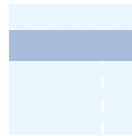
Get the attention of your relevant target group and enhance the awareness of your brand and products.



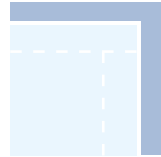
**Leaderboard**  
**ROS**  
CPM 175.00  
**TC/HOME**  
CPM 200.00



**Skyscraper**  
**ROS**  
CPM 175.00  
**TC/HOME**  
CPM 200.00



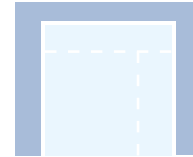
**Billboard Ad**  
**ROS**  
CPM 300.00  
**TC/HOME**  
CPM 345.00



**Wallpaper**  
**ROS**  
CPM 300.00  
**TC/HOME**  
CPM 345.00



**Scroll Ad**  
**ROS**  
CPM 350.00  
**TC/HOME**  
CPM 400.00



**Brandgate**  
**ROS**  
CPM 300.00  
**TC/HOME**  
CPM 345.00



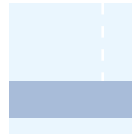
**Native Ad**  
**ROS**  
CPM 250.00  
**TC/HOME**  
CPM 290.00



**Video Ad XL**  
**ROS**  
CPM 300.00  
**TC/HOME**  
CPM 345.00



**Content Ad/Rectangle**  
**ROS**  
CPM 230.00  
**TC/HOME**  
CPM 265.00



**Floor Ad**  
**ROS**  
CPM 300.00  
**TC/HOME**  
CPM 345.00



**Halfpage Ad**  
**ROS**  
CPM 300.00  
**TC/HOME**  
CPM 345.00

## SCALE OF DISCOUNT

from 10,000 Ad Impressions 5 %  
from 25,000 Ad Impressions 10 %  
from 50,000 Ad Impressions 15 %  
from 100,000 Ad Impressions 20 %

**ROS:** Run of Site, positioning on the whole portal

**TC/HOME:** Positioning on the homepage or in a topic channel

**CPM:** Price per 1,000 Ad Impressions with banner rotation

All prices in EUR plus VAT.

Technical specifications are available on [www.mission-additive.de/media/en/banner](http://www.mission-additive.de/media/en/banner)

# Keyword Advertising

Place your banner along with articles in the Vogel network that contain at least one of your 15 to 20 keywords. We will evaluate the potential for success of your keywords in advance.

## Your Benefit

- Reduced waste coverage
- You always reach your target group in the relevant subject environment
- Context-sensitive display of your advertising message

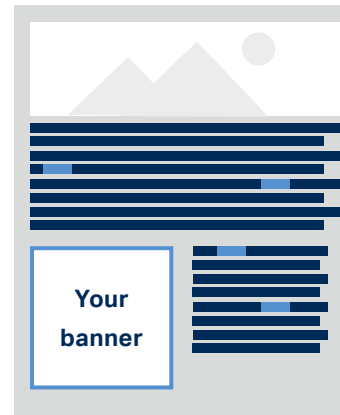
## Prices per 1,000 Ad Impressions

Leaderboard	200.00
Skyscraper	200.00
Wallpaper	345.00
Content Ad	265.00
Native Ad	290.00
Billboard	345.00
Halfpage	345.00
Brandgate	345.00
Video Ad XL	345.00
Scroll Ad	400.00
Floor Ad	345.00

### SCALE OF DISCOUNT

from 10,000 Ad Impressions	5 %
from 25,000 Ad Impressions	10 %
from 50,000 Ad Impressions	15 %
from 100,000 Ad Impressions	20 %

All prices in EUR plus VAT.



Your banner is displayed in the relevant subject environment using your keywords

# Audience Targeting

Reach the Vogel network B2B users also in the B2C environment on Facebook and in the Google Display Network.

We will be happy to evaluate whether the desired reach can be accomplished without an excessive frequency of contact.

## Your Benefit

- Increased brand awareness from repeated contact
- Device-comprehensive placement
- Low scatter loss, since only users interested in specific subjects will be targeted
- Great new customer potential

## Price

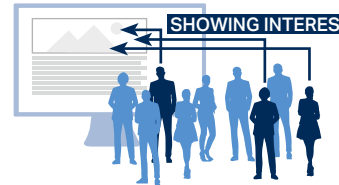
Minimum booking volume 30,000 AI \_\_\_\_\_ CPM 150.00

**CPM:** Price per 1,000 Ad Impressions. All prices in EUR plus VAT.

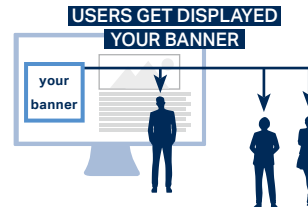
Further information can be found on [www.mission-additive.de/media/en/audience-targeting](http://www.mission-additive.de/media/en/audience-targeting)



1 Users attend to their fields of interest on the professional portal.



2 Those showing interest in a specific topic are tagged.



3 These users will specifically have your banner shown on the booked theme channels, on their Facebook timeline and on partner pages of the Google Display Network. This way, you can reach your desired target group precisely.

# Newsletter Advertising

Place your advertising message by means of a banner in one of our newsletters.

## Your Benefit

High reach and thus efficient access to your target group as they are informed about the latest news and relevant topics.

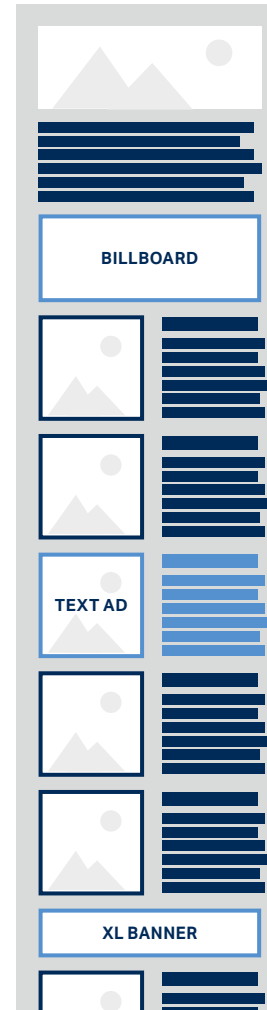
## Preis pro Aussendung

### MISSION-ADDITIVE-NEWSLETTER

Subscribers	10,000
Publishing Dates	weekly
<b>BILLBOARD</b>	790.00
<b>TEXT AD</b>	790.00
<b>XL BANNER</b>	590.00

All prices in EUR plus VAT.

Further information can be found on [www.mission-additive.de/media/newsletter](http://www.mission-additive.de/media/newsletter)



All newsletters are **optimised for mobile devices**, such as smartphones or tablets.

**Newsletter usage is IVW certified!**

Rely on media planning based on transparency, reliability and certified distribution values.



# Stand-Alone Mailing

Profit from maximum exclusivity through a stand-alone mailing. Your message gets to the mailbox of your target group and reaches them directly. You provide us with input on the content and desired target group, and we will take care of the rest.

## Your Benefit

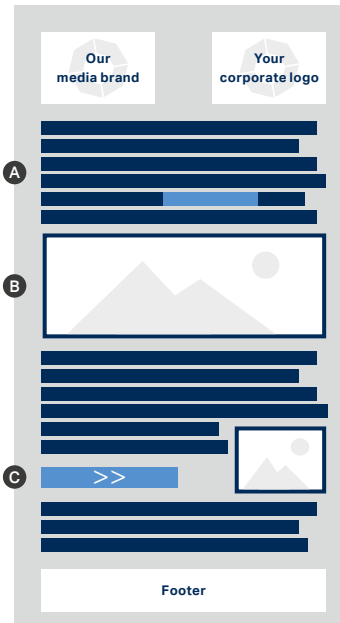
- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

## Price per Mailing

5,000 recipients \_\_\_\_\_ 4,500.00

All prices in EUR plus VAT.

Further information can be found on [www.mission-additive.de/media/en/stand-alone-mailing](http://www.mission-additive.de/media/en/stand-alone-mailing)



A: text with link\*

B: picture material\*

C: Call-to-action button\*

\* can be chosen freely

# Native Special Newsletter

A native special newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment with which readers are familiar and position yourself as a solution provider in your area of expertise.

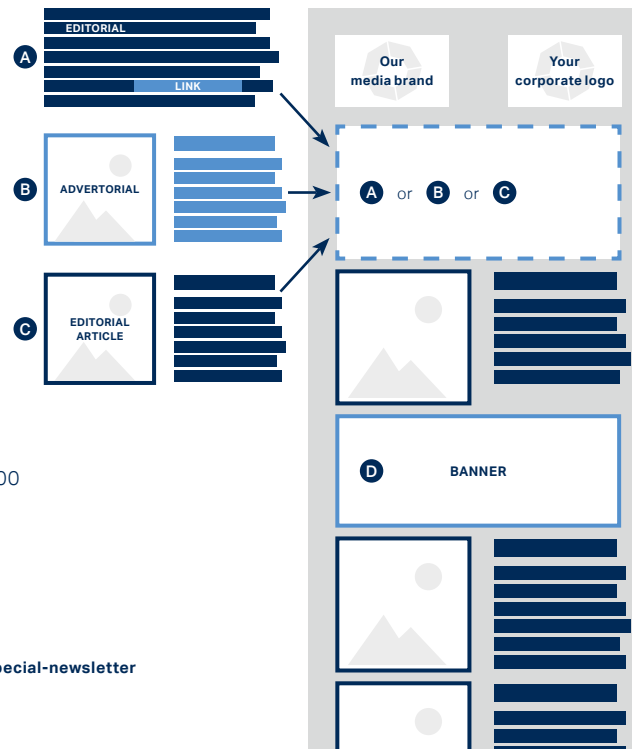
## Your Benefit

- High acceptance due to editorial environment
- Qualified traffic to your website
- High degree of attention through a combination of media (article, banner, logo)
- Reach in your target group
- Exclusive logo presence in header section
- Exclusive banner placement
- Transparency through reporting

## Price per Mailing

To recipients of the editorial newsletter \_\_\_\_\_ 7,900.00

All prices in EUR plus VAT.



- A: Editorial with link  
or  
B: Advertorial  
or  
C: Editorial Article\*

\* can be chosen freely

- D: Exclusive occupancy of banners  
(maximum of three banners)

# The Lead Product Portfolio

We discuss your ambition in a personal meeting to determine the most suitable lead product for you. That way we can develop the appropriate lead strategy for your company.

## Lead Generator

**You will receive new contacts for your email marketing, using methods that are cost effective and not financially risky.**

Create your initial contact to interested parties for your subject matter and use them for other marketing activities. You can expand your contact pool quickly and easily by using self-created whitepapers.

## Lead Campaign

**You will receive the business card data of new contacts, who show initial interest in your offer.**

Your whitepaper or webinar will be published on a specialist portal and promoted using relevant measures. You will receive leads with multiple criteria as well as an initial interest.

## Lead Solution

**Based on your specifications, you will receive qualified sales opportunities with specific interest in your offer.**

Conduct individual lead campaigns with us, which are aligned with your target markets and individuals. You will receive suitable contacts that will fit the requested criteria.



## Price per Campaign

Lead Generator with Whitepaper	from 3,500.00
Lead Campaign with Whitepaper	7,500.00
Lead Campaign with Live-Webinar	8,500.00
Lead Solution	on request

All prices in EUR plus VAT.

Further information can be found on [www.mission-additive.de/media/leads](http://www.mission-additive.de/media/leads)

# Online Advertorial Campaign

In the context of our editorial articles, solution oriented content guarantees the readers' maximum attention. Rely on an advertorial about your topic to position your message.

## Campaign Elements

- Promotion via newsletter and other channels:
  - A: Text ad in newsletter
  - B: Social media campaign
  - C: Native ad in an environment relevant to your topic
  - D: Display on homepage and suitable thematic channel
- Support by campaign management
- Implementation by a professional editor
- Correct tagging
- Multimedia content possible

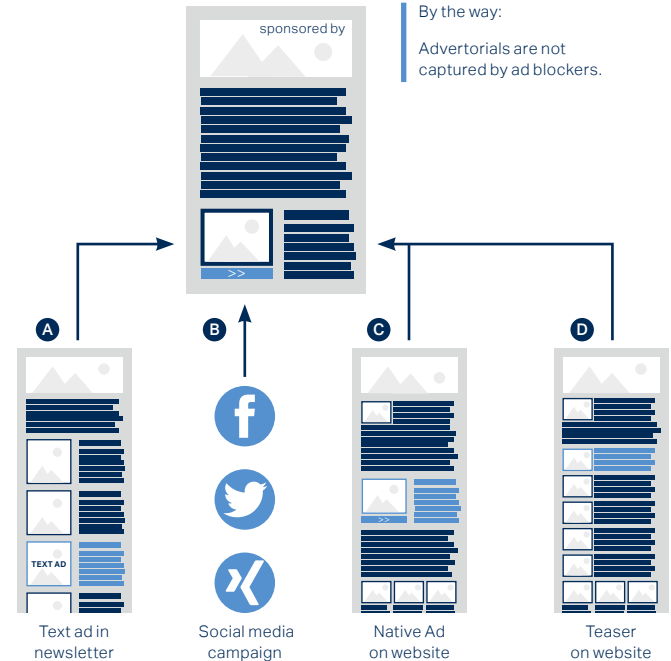
## Your Benefit

- Look & feel of editorial content
- Presence on all channels
- Multimedia layout with picture galleries and videos possible
- Search engine exposure
- Measurability through reporting

## Price per Campaign

Term of 3 months \_\_\_\_\_ 6,000.00

All prices in EUR plus VAT.



Further information can be found on  
[www.mission-additive.de/media/en/online-advertorial-campaign](http://www.mission-additive.de/media/en/online-advertorial-campaign)

# Partnerzone

The exclusive partnerzone is the heart of your campaign, accompanied by an individual reach campaign.

## Your Benefit

- Credibility through the native integration of content that is relevant to the target groups
- Enhanced brand awareness and image transfer from the media brand
- Brand recognition through long-term presence
- High degree of attention through the individual reach package
- Measurability through reporting

## Price per Campaign

### Partnerzone

standardised design

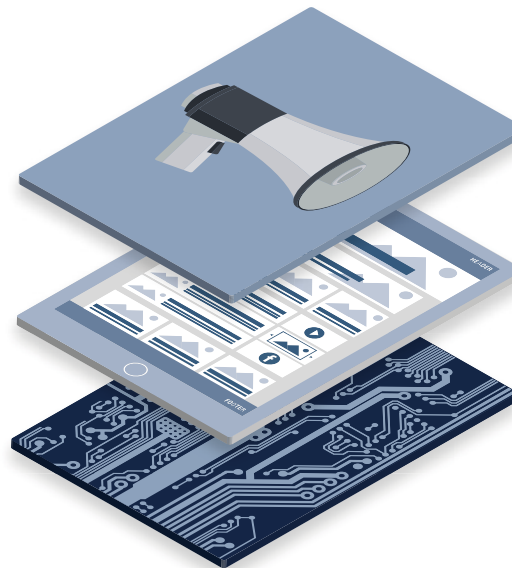
duration from 6 months \_\_\_\_\_ from 12,500.00  
each additional month \_\_\_\_\_ 1,000.00

### Premium Partnerzone

design within corporate design freely selectable

duration 12 months \_\_\_\_\_ 25,000.00  
each additional month \_\_\_\_\_ 1,000.00

All prices in EUR plus VAT.



Your individual reach package ensures a high degree of attention

Enhanced credibility among readers through a combination of your own and our editorial content

Layout, technical implementation & hosting – the foundation of your partnerzone

Further information can be found on [www.mission-additive.de/media/en/partnerzone](http://www.mission-additive.de/media/en/partnerzone)

# *Vogel Communications Group*

We are experts in modern B2B communication solutions and focus on your individual demands.

With more than 100 professional media, we smooth your way in 14 dynamic industries.

We have been speaking the language of your markets at all levels of communication – for more than 125 years.

## **■** *Communication Solutions*

We have bundled our range of services within one corporate group, promoting an upgrade of your professional communication.

- Our professional media support readers in their leadership roles as well as your decision making processes.
- Our professional events are top-quality platforms for communication and the direct exchange of knowledge.
- Our agency services bring your B2B communication to a new level and inspire you and your customers.

**[www.mission-additive.de/media/en/communicationsolutions](http://www.mission-additive.de/media/en/communicationsolutions)**

## **■** *Media Portal*

Which promotional campaigns by Vogel are scheduled for trade fairs?

What information can be included in a company profile?

How does native advertising work in the magazine and in digital media?

The brands of Vogel Communications Group have an extensive advertising portfolio that is continuously enhanced. We will be happy to provide you with detailed information.

Our new media portal offers

- all special products of our brands
- in-depth information on all products
- our ad specials for your individual advertising campaign

**[www.mission-additive.de/media/en](http://www.mission-additive.de/media/en)**

# *Tell us how we can spark your excitement for communication.*



## *Editorial Department*

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## *Sales*

Please contact **your personal sales manager**

or

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# We empower you!

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