

Company Profile



VOGEL COMMUNICATIONS
GROUP

The Content Hub for Your Target Group

The company profile is a platform for your company to distinctively present your products and services.

Your profile is connected with thematically related technical articles, and your contents are integrated in the Vogel industry media newsletters. This way, you can be where your target group is – to demonstrate presence and to be remembered.

blechnet
32 Jahre der Stahl- und Schmiedetechnik

Home | News | Themen & Produkte | Artikelansicht | Über blechnet | Kontakt | Home & Profile | mehr

Mustermann GmbH
http://www.mustermann.de

ÜBERSICHT
NACHRICHTEN
BILDER/VIDEOS
PRODUKTE
VERANSTALTUNGEN
DOWNLOADS
STELLENANZEIGEN
KONTAKT
ÜBER UNS

08122015 - Artikel
Gehäuse hält beim Schwen
Ein von einem Hersteller, mit 4,2 bis 10 mm dicken Blechblech mit der Beschichtung Z14 auf dem Markt gebracht. Dank des Blechs mit großflächiger Metallhaut entstehen, bis zu 200 Liter Fassungsvermögen.

20162015 - Artikel
Magazin für den Umgang von schweren Lasten
Mit dem Modell 270...
Magazin für den Umgang von schweren Lasten
Mit dem Modell 270...
Magazin für den Umgang von schweren Lasten
Mit dem Modell 270...
Magazin für den Umgang von schweren Lasten
Mit dem Modell 270...

19122015 - Veranstaltung
Handwerker Messe 2015

20162015 - Produkt
Intensivator für neue ALPHA R8 50C - Vordrill
Intensivator für neue ALPHA R8 50C - Vordrill
Intensivator für neue ALPHA R8 50C - Vordrill
Intensivator für neue ALPHA R8 50C - Vordrill

01122015 - Veranstaltung
eltefa
eltefa

20162015 - Veranstaltung
BURBLECH 2016
BURBLECH 2016

folgt Sie uns auf



The layout of the company profile resembles a landing page and facilitates a professional approach of your target group. You present all benefits of your company in a relevant industry medium.

No time to operate yet another platform?

We get it. By means of RSS feeds, however, you can automatically populate your profile with content. Our specialists update of your profile manually on request. This way, you enhance your reach with minimum effort.

How Will You Be Found?

Your company is placed **permanently in the related editorial environment** on our portals.

The screenshot shows the 'blechnet' website interface. The main article is titled 'Wie Industrie 4.0 komplexe Umformprozesse verbessert' (How Industry 4.0 improves complex forming processes). The article text discusses the use of Condition Monitoring in industry 4.0 applications and mentions a research project from the University of Applied Sciences in Chemnitz. A sidebar on the right features a 'Firmen zum Thema' (Companies on this topic) section with a circular logo for 'Muster & Mann' and buttons for '100 weitere mit', 'Fast finden', and 'Werkzeug für Medien- und Marketingagenturen'.

Many decision makers in your target group rely on the technical articles by our editors. They find such articles as top-ranked hits in search engines, in our newsletters or directly on our professional portals.

This screenshot shows the 'blechnet' website displaying a company profile for 'Mustermann GmbH'. The profile includes a large photograph of a modern glass-fronted industrial building. Below the photo is the company logo, name, website URL (http://www.mustermann.de), and social media icons. A sidebar on the left contains navigation links: 'ÜBERSICHT', 'NACHRICHTEN', 'BILDER/VIDEOS', 'PRODUKTE', 'VERANSTALTUNGEN', 'DOWNLOADS', 'KONTAKT', and 'ÜBER UNS'. The main content area features two article teasers: 'Bohrständer hilft beim Bohren' (Drilling stand helps with drilling) and 'Magneite fürs Handling von schweren Lasten' (Magnetics for handling heavy loads).

Your company logo is displayed in the reader's visual field. **This way, you present yourself as a solution provider.**

What Can Be Published?

There is no limit to your publication options. With your company profile, you can present as much content on our portal as you like.

- **Company information**

All pages of your company profile show your logo, domain, background image and social media links. The **"Contact"** section provides users with your address, linked with directions on Google Maps, a contact form as well as up to five contact persons with photo and contact information. In the **"About Us"** section, you can publish an extensive presentation of your company.

- **News**

Publish any amount of own news. The articles by our editors will be automatically added to your profile. You can easily edit and share them on your social media channels.



- **Pictures/videos**

Add any amount of picture galleries to your company profile and integrate videos, e.g. from YouTube and Vimeo.

- **Products**

Present up to 20 products in detail.

- **Events**

Promote your events and trade fair appearances.

- **Downloads**

Publish own PDF files, like brochures, datasheets or certificates.

- **Job ads**

Promote any amount of vacancies in your company.



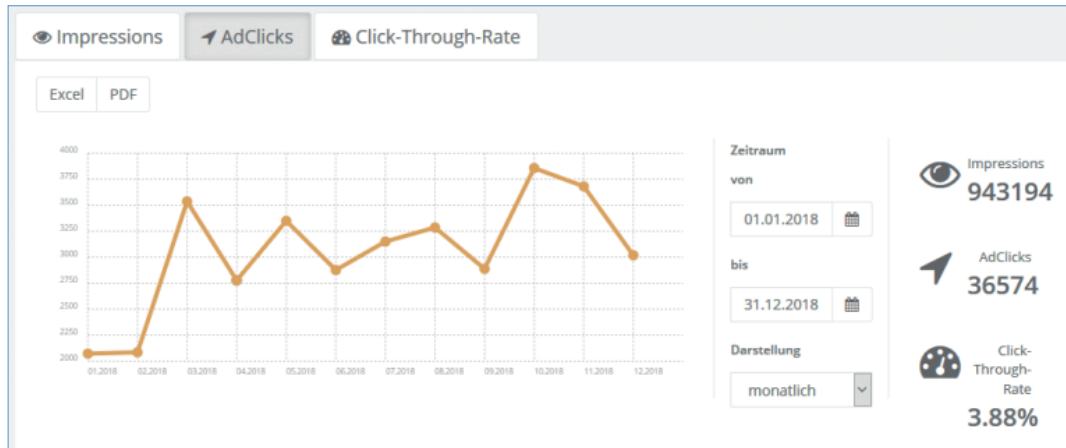
In the upper section, you present your company with your logo, background image, domain and social media contacts.

The overview page shows a high-quality mix of your own content and articles by our editors.

The user clicks to see the full article.

What Values Are Available for Your Company Profile?

Our Customer Center helps you keep track of your company profile's performance at any time.



The Customer Center is the command center for all your campaigns in the Vogel network. It gives you a detailed overview of the performance of your company profile, providing the following values at any time:

- **Ad impressions:**
How many times was the link to your company profile displayed in suitable editorial articles?
- **Clicks:**
How many times was the link to your company profile clicked?
- **Click-through rate (CTR):**
What is the ratio between ad impressions and clicks?

You can evaluate the values on a monthly or weekly basis and export them (Excel and PDF).

More traffic for your website

Your company profile not only creates brand awareness; it moreover directs visitors to your website, initiating the lead generation process.

On average, our company profiles achieve **4,217 requests per months** and a **click-through rate of 2.26%**.

Company Profile – What's the Benefit?

Overview of Services

Top-quality content mix

Your company profile is populated with both your own material and with related articles by our editors.

Unlimited content

Press releases, jobs, products, videos and more: With your company profile, you publish as much content on the portal as you like.

Automation

By means of RSS feeds, you can automatically populate your company profile with content. You save time while enhancing the visibility of your company.

Defined target group - minimum waste coverage

Reach exactly the right users: Your company profile is placed in the professional media read by the decision makers in your target group.

Permanent placement

Your company profile is permanently promoted in the related environment of our portals.

Enhanced findability

Enhance the visibility and reach of your content through search engine optimized integration in articles and newsletters. Bring traffic to your website and improve your ranking.

Transparent reporting

and easy updates in our Customer Center
You can access values for ad impressions, clicks and CTR at any time to efficiently measure the success of your company profile.

Above-average CTR

Company profiles achieve an average click rate of 2.26% and thus a very high price-performance ratio compared to banners.

What Are the Costs for a Company Profile?

Small investment, big payoff

Prices per year

Basic price	1.995,00
Update of your company profile	450,00

The entry is extended for one year, at the valid list price, unless terminated in writing with a three months' notice prior to the end of the term. All prices in EUR plus applicable VAT.

Your company profile helps you enhance your brand awareness, distribute your content and generate traffic. Compared to conventional banner advertising, you get more for your money – including the benefits of a content hub. Get started with your new platform right now, for less than 170 Euro per month.



We empower you!

**Vogel Communications Group
GmbH & Co. KG**

Max-Planck-Straße 7/9

97082 Würzburg

sales@vogel.de

t +49 931 418-2982

www.vogel.de

