

Mailing Products



VOGEL COMMUNICATIONS
GROUP

More Success with Mailing Products

Vogel Communications Group is your experienced partner and offers you direct access to numerous target markets through its professional media.

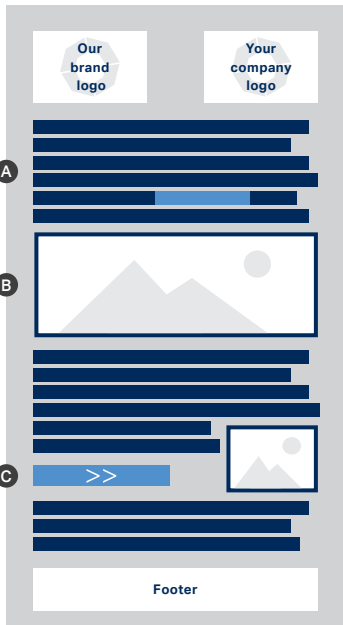
Our mailing products help you reach your target group directly in their personal mailbox.

Our Product Portfolio - Overview

	Stand-alone mailing	Native special newsletter
Who gets the mailing?	Recipients are selected based on your target group definition	Mailing to the recipients of the editorial newsletter
What do you choose?	You choose the mailing content (images, buttons, text) Call-to-action elements instead of banners	You choose the newsletter topic Content mix with our editorial news and your own information
What is your benefit?	You get qualified visitors for your landing page You reach your target group without waste coverage You attract maximum attention in the defined target group	You position yourself as an expert in your topic area The editorial environment provides for maximum credibility and acceptance You benefit from exclusive banner placement

Stand-Alone Mailing

A stand-alone mailing offers you the benefit of maximum exclusiveness. Your message reaches your target group directly in their mailbox. You provide input on the content and the target group of your choice – we take care of the rest.



- A: Text with link*
 - B: Picture*
 - C: Call-to-action button*
- * your choice

Examples:

Implementation of a Stand-Alone Mailing

What do you have to provide?

- Your company logo
- Pictures (min. 70 dpi)
- Texts with links (approx. 1,000 to 2,500 characters total)
- Suggestion for the reference line
- Required mailing date
- Data provided to us 10 days before the mailing

What does the mailing comprise?

A stand-alone mailing does not contain any editorial content. The more informative and solution-oriented the content is for your readers, the more positively they will accept your message. We will be happy to support you in adapting your promotional content to a neutral and attractive format for delivery to our users. We also reserve the right not to accept mere product descriptions.

What is the objective of the mailing?

The stand-alone mailing shall point and link to the contents on your domain and, in general, increase the number of relevant professional visitors. You get qualified visitors for your landing page and can provide them with more detailed information or generate registrations/inquiries there (e.g. for your white-papers, webinars, events, products, etc.).

What does the mailing look like?

You tell us what you want to emphasize and what is of particular significance for the presentation of your content. We set the perfect stage for your solution. The design of the mailing is reader friendly, featuring eye-catching call-to-action buttons, listings and pictures. To make sure your solution is presented as valuable content, the mailing will do without any promotional appearance, both in your interest and in ours.

How is the target group defined?

We coordinate with you to select addresses that correspond to your target group definition the most. To this end, we use registration data like industry, position, job function as well as areas of interest of the users.

What do you get from us?

Your data is integrated in our e-mail template to maintain the look and feel of the media brand. After timely provision of your data, we will send you a preview for release 2-4 days before the mailing.

To provide for full transparency and measurability of your mailing success, we offer you subsequent reporting.

Stand Alone Mailing - What's the Benefit?

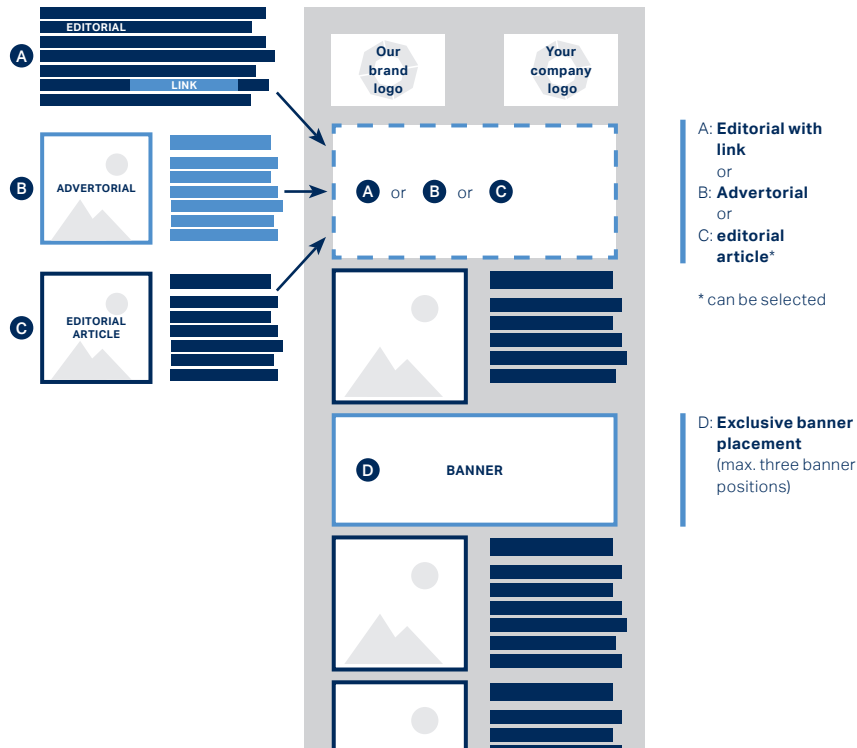


Facts at a Glance

- **Objective** — Exclusive target group approach, interested users on your own website
- **Format** — Thematically related mailing with links to more detailed information on your corporate website
- **Targeting** — Recipient selection is based on target group definitions; mailing to 5,000 addresses
- **Term** — One-time mailing
- **Price** — 4,500.00 € plus applicable VAT
Mailing to more recipients on request

Native Special Newsletter

In a native special newsletter, classic display advertising is combined with placement of your brand in the editorial environment. Demonstrate your know-how in a context that the readers are used to and position yourself as a solution provider in your topic area.



Implementation of a Native Special Newsletter

What does the content of the native special newsletter comprise?

Every native special newsletter comprises 3-5 editorial articles on the topic of your choice as well as your banners*. In addition, you decide whether you wish to be mentioned and linked in the editorial, place an advertorial or share an existing editorial article written by our editors.

What is the objective of the mailing?

The mailing shall establish you as a solution provider for a certain product or technology in the market. You benefit from the neutral and professional environment of the editorial newsletter.

How is the target group defined?

The native special newsletter is sent to the subscribers of the editorial newsletter of the media brand.

What do you get from us?

Your data is integrated in the newsletter template of our media brand. After timely provision of your data, we will send you a preview for release 2-4 days before the mailing.

To provide for full transparency and measurability of your mailing success, we offer you subsequent reporting.

*** Recommendation:**

We recommend our "text ad" banner as a highly native format that integrates perfectly in the native special newsletter. The more editorial a newsletter appears to be, the more positively it is typically received.

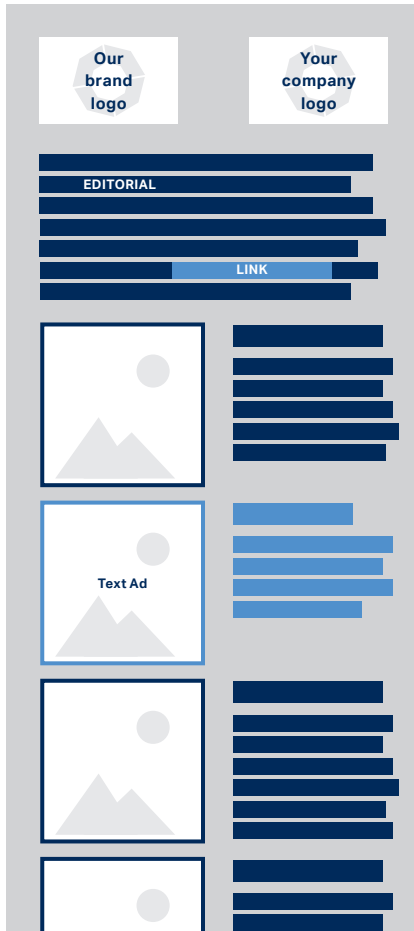
Variant A: Editorial

An editorial gives every newsletter a semblance of editorial content, thus enhancing credibility. It addresses readers directly and introduces the topic of the newsletter.

If you go for this variant, we will mention your company in our editorial and moreover provide a link to your website.

What do you have to provide?

- Topic of your native special newsletter
- Your company logo
- The URL of your website to which the editorial shall reference
- Optional: Data for a billboard ad and/or XL banner and/or text ad (max. 3 banner positions)
- The desired mailing date
- Data provided to us 10 days before the mailing



Inhalt

- Nadelgreifer: Neuer Nadelgreifer für schwer greifbare Materialien
- Baumüller: Baumüller brauert um Seniorchef Günter Baumüller
- Bionik: Bionische Bauteilverstellungen additiv gefertigt
- Handhabung: Intelligentes Equipment für die smarte Produktion

Variant B: Advertorial

With the advertorial variant, you provide an article (advertorial) that is placed together with your individual content in an editorial environment. Your advertorial is promoted as top news in the native special newsletter and also displayed ad-free on our website, giving you the opportunity to distinctively present yourself as a solution provider.

What do you have to provide?

- Topic of your native special newsletter
- Your company logo
- Your advertorial
 - Objective of the content: generate interest in a defined topic
 - Layout: Kicker (max. 50 characters), title (max. 70 characters), introduction (max. 250 characters), content (500-700 words)
 - Other: Pictures and videos, link, subheadings
 - Style: Mix of attention-getting phrases and factual supply of information
- Optional: Data for a billboard ad and/or XL banner and/or text ad (max. 3 banner positions)
- The desired mailing date
- Data provided to us 4 weeks before the mailing



Newsletter zum Messedoppel Intec und Z für Vogel Banner



Leipziger Messe Doppel mit sehr gutem Anmeldestand (DESPONIERTE)
Intec und Z 2019 starten innovativ und leistungsstark durch
 Der Messeverbund Intec und Z 2019 lädt vom 5. bis 6. Februar zum ersten wichtigen Branchentreff des Jahres für die Fertigungstechnik in der Metalbearbeitung und Zulieferindustrie in Europa ein. [weiterlesen](#)

Inhalt

- Antriebstechnik: Hydraulikantrieb oder Elektroantrieb?
- Baukastensystem: Werkzeugmaschinen-Baukasten mit voll integrierbarer Automation
- Messe: Leipziger Messe Doppel Intec und Z 2019 mit hohem Zulauf
- Siemens: Werkzeugmaschinen-Retrofit erhöht Produktivität, Bedienkomfort und Sicherheit
- Quartalsabteilung: DMG Mori legt mit 1.857,7 Mio € um 12 % über dem Vorjahresumsatz



Antriebstechnik Hydraulikantrieb oder Elektroantrieb?

Wer die Wahl hat zwischen hydraulischen und elektrischen Antrieben, hat es aufgrund neuer technischer Möglichkeiten immer schwerer. Anwender sollten deshalb einige Faktoren beachten, um am Ende die richtige Entscheidung treffen zu können. [weiterlesen](#)



Baukastensystem Werkzeugmaschinen-Baukasten mit voll integrierbarer Automation

Mit dem Werkzeugmaschinen-Baukastensystem Mikron 6x15 lassen sich über 102 Varianten kombinieren, mit denen sich die konkrete Fertigungssituation optimal zusammenstellen lässt. [weiterlesen](#)



Messe Leipziger Messe Doppel Intec und Z 2019 mit hohem Zulauf


Die Intec, internationale Fachmesse für Werkzeugmaschinen, Fertigungs- und

Variant C: Article


Our editors have already published an article on your topic or your company? Use this publication to successfully position yourself and your topic through editorial content. If you choose an existing editorial article to be promoted as top news, the neutrality of our editors helps you enhance your credibility as a solution provider.

What do you have to provide?

- Topic of your native special newsletter
- Your company logo
- Title of the article to be published as top news
- Name of our portal on which the article was published
- Optional: Data for a billboard ad and/or XL banner and/or text ad (max. 3 banner positions)
- The desired mailing date
- Data provided to us 10 days before the mailing

DeviceMed Gesponsert von 


COMPAMED 2018: Umfangreicher Überblick für Julia Höselbarth




Compamed / Medica
Medizintechnik: smarte Technologien, große Sprünge
 Zwei wesentliche Trends prägen den Bereich der Medizintechnik schon seit geraumer Zeit und sorgen für kurze Innovationszyklen: die Dematerialisierung und die Digitalisierung. Was es damit auf sich hat, zeigen die Aussteller der diesjährigen Compamed. [weiterlesen](#)

Inhalt


- **Compamed 2018: Welche Trends prägen die Medizintechnik?**
- **12. Compamed Frühjahrforum gewährt tiefe Einblicke in innovative Implantat-Technologien**
- **Zukunftswisende Weichenstellung: auf Joachim Schäfer folgt Wolfram Diener**



Messe Düsseldorf
Compamed 2018: Welche Trends prägen die Medizintechnik?
 Die Compamed ist die umfangreichste Nummer 1 unter den Messen für Medizintechnik-Zulieferer. Im Fokus dieses Jahr: Dematerialisierung, Digitalisierung und Vernetzung – ein Ausblick von Horst Gensem, Global Portfolio Director Health & Medical Technologies der Messe Düsseldorf. [weiterlesen](#)



Messe Düsseldorf / NAM
12. Compamed Frühjahrforum gewährt tiefe Einblicke in innovative Implantat-Technologien
 Die Auswahl der Materialien, der Einsatz von Mikrotechnologie, die Technologien zur Herstellung, aber auch die Verpackung – all das beeinflusst den Nutzen von Implantaten in der Medizintechnik. Ein aktueller Hintergrundbericht. [weiterlesen](#)



Messe Düsseldorf
Zukunftswisende Weichenstellung: auf Joachim Schäfer folgt Wolfram Diener
 Als Geschäftsführer der Messe Düsseldorf hat Joachim Schäfer viele Jahre unter anderem das Weltmesse-Duo Medica/Compamed verantwortet. Er geht Ende August in Ruhestand und wird von Wolfram Diener, UBM,

Native Special Newsletter - What's the Benefit?

Positioning as an expert on a specific topic

High acceptance due to the editorial environment of our media brand

Enhanced awareness in the relevant target group

Prominent and exclusive presentation with logo and banner formats

Full transparency and measurability through our reporting

Facts at a Glance

- **Objective** _____ Positioning as a solution provider for a specific topic; reach in your target group
- **Format** _____ Sponsoring of an editorial special newsletter
- **Targeting** _____ Choice of suitable newsletter of a media brand
- **Term** _____ One-time mailing
- **Price** _____ On request, depending on media brand

We empower you!

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