Mailing Products
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

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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 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.

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.

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 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 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?**

- **Attention**
  in the relevant target group, minimum waste coverage

- **Qualified traffic**
  for your own website

- **Prominent and exclusive presentation**
  without competition

- **High acceptance**
  due to co-branding with our media brand

- **Full transparency and measurability**
  through our reporting

**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.

A: Editorial with link or B: Advertorial or C: editorial article*

* can be selected

D: Exclusive banner placement (max. three banner positions)
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
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
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
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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