The Internet of Things offers new market opportunities and carries a huge growth potential. Experts anticipate more than half of all major business processes to be somehow connected with the IoT in the coming years. Industry of Things brings all expert groups together and accompanies the evolution of an emerging industry.

Today, the IoT is in the phase of operationalization and practical implementation. Consequently, the focus of Industry of Things is on best practices, direct exchange and a critical examination of technologies and applications. We provide insights into various market segments and shed light on strategies, processes and business models, providing a basis for managers to efficiently assess their opportunities in the context of the IoT.

Our readers consider us to be the best German-language IoT portal. See for yourself.

Julia Moßner
Head of Industry of Things
92% B2B Readers

> 60,000 Xing-Followers

18,701 contacts through registered users and newsletter recipients

> 60,000 Xing-Followers

30% Newsletter Opening Rate

Ø 159,897 Page Impressions per month*

> 200 IoT-Experts

Ø 86,889 Visits per month*

*Checked by IVW

Further information about Industry of Things can be found on www.industry-of-things.de/media/en

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The Portal

Profile

On the way to connected products, machines and factories, the know-how of different experts is as much in demand as their interdisciplinary collaboration.

Industry of Things is the first German-language online magazine that offers a platform for various experts and user groups. We highlight all aspects and opportunities in the Internet of Things, with a focus on added informational value and practical benefit for our readers.

We analyze background information and scrutinize current trends and tendencies. User reports and commentaries by practitioners provide both fundamentals and methodical knowledge.

Target Group

Our readership comprises experts and strategists from IT and manufacturing as well as startups and innovators who develop data-based business models, optimize processes or play an active role in digital transformation. We are the platform for CIOs, CDOs or CTOs and production managers, factory planners, developers, computer scientists, data analysts as well as engineers in machine building, automation, robotics and electronics, encouraging the exchange of ideas and knowledge.
Target Group

Most of our readers are:
• Employees and skilled workers
• Department, division, project or team managers
• Managing directors, owners

mainly from these divisions:
• Research & development
• Corporate management / executive board
• Business development

and mainly from these sectors:
• Automation
• IT
• Plant construction / mechanical engineering
• Automotive industry & vehicle engineering
• Consulting / services
Company Profile

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 content is integrated in the Vogel industry media newsletters. This way, you can be where your target group is – to demonstrate presence and to be remembered.

Your Benefit

• Top-quality content mix
  Your company profile is populated with both your own material and with related articles by our editors.

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

• 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.

• 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.

Price per Year

<table>
<thead>
<tr>
<th>Description</th>
<th>Price per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price</td>
<td>1,995.00</td>
</tr>
<tr>
<td>Maintenance of your Company Profile</td>
<td>450.00</td>
</tr>
</tbody>
</table>

The entry is automatically renewed 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.

Further information can be found on [www.industry-of-things.de/media/en/company-profile](http://www.industry-of-things.de/media/en/company-profile)
Banner

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

- Billboard Ad M
  - ROS
  - CPM 300.00
  - TC/Home
  - CPM 345.00

- Brandgate
  - ROS
  - CPM 300.00
  - TC/Home
  - CPM 345.00

- Content Ad/Rectangle M
  - ROS
  - CPM 230.00
  - TC/Home
  - CPM 265.00

- Halfpage Ad M
  - ROS
  - CPM 300.00
  - TC/Home
  - CPM 345.00

- Leaderboard
  - ROS
  - CPM 175.00
  - TC/Home
  - CPM 200.00

- Native Ad M
  - ROS
  - CPM 250.00
  - TC/Home
  - CPM 290.00

- Scroll Ad M
  - ROS
  - CPM 350.00
  - TC
  - CPM 400.00

- Skyscraper
  - ROS
  - CPM 175.00
  - TC/Home
  - CPM 200.00

- Video Ad XL
  - ROS
  - CPM 300.00
  - TC
  - CPM 345.00

- Wallpaper
  - ROS
  - CPM 300.00
  - TC/Home
  - CPM 345.00

CPM: Price per 1,000 Ad Impressions with banner rotation. Only visible ad impressions are calculated. All prices in EUR plus VAT.

ROS: Run of site, positioning on the whole portal

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

Format M: These formats are also played on mobile devices and thus increase your reach.

Our banner advertising follows the recommended standards of the Coalition for Better Ads. Our readers benefit from this through easy-reading experience on our pages and our customers by advertising on banner placements, which are better perceived to achieve a sustainable effect.

The technical specifications can be found on [www.industry-of-things.de/media/en/banner](http://www.industry-of-things.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
- Attention – at the right time, in the right thematically related environment
- Optimised reach in the Vogel Network
- Reduced waste coverage
- Activation of new target groups due to high potential for new customers

Price per 1,000 Ad Impressions

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>345.00</td>
</tr>
<tr>
<td>Brandgate</td>
<td>345.00</td>
</tr>
<tr>
<td>Content Ad</td>
<td>265.00</td>
</tr>
<tr>
<td>Video Ad XL</td>
<td>345.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>345.00</td>
</tr>
<tr>
<td>Native Ad</td>
<td>290.00</td>
</tr>
<tr>
<td>Scroll Ad</td>
<td>400.00</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>200.00</td>
</tr>
<tr>
<td>Halfpage</td>
<td>345.00</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>200.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.

Further information can be found on [www.industry-of-things.de/media/en/keyword-advertising](http://www.industry-of-things.de/media/en/keyword-advertising)
Audience Targeting

Reach the B2B users from the Vogel network in the B2C environment of Facebook and the Google Display Network as well.

We will be happy to evaluate whether your desired reach level can be achieved without a detrimentally high contact frequency.

Your Benefit

- Enhanced brand awareness through repeated approaches at different touchpoints
- Display across multiple devices
- Reduced waste coverage – only users interested in a certain topic are approached
- High potential for new customers
- Performance boost – we optimise your campaign and perform efficiently in the most suitable channel

Formats

Banner package comprising Leaderboard, Skyscraper, Content Ad and Facebook Ad

Price

Minimum order amount 30,000 AI TCP 150.00

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

Further information can be found on www.industry-of-things.de/media/en/audience-targeting
**Newsletter Advertising**

Advertising in the newsletter offers you direct target group access at the desired point in time.

---

**Your Benefit**

The high reach ensures an effective penetration of your target group, which is informed with current and relevant topics.

---

**Price per Mailing**

<table>
<thead>
<tr>
<th></th>
<th>INDUSTRY-OF-THINGS-NEWSLETTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>15,000</td>
</tr>
<tr>
<td>Publishing Dates</td>
<td>Tuesday and Thursday</td>
</tr>
<tr>
<td>Opening Rate</td>
<td>30%</td>
</tr>
<tr>
<td>BILLBOARD</td>
<td>950.00</td>
</tr>
<tr>
<td>TEXT AD</td>
<td>950.00</td>
</tr>
</tbody>
</table>

---

**Package Price**

<table>
<thead>
<tr>
<th></th>
<th>5 publications</th>
<th>10 publications</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4,275.00</td>
<td>7,600.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.

---

Further information can be found on [www.industry-of-things.de/media/en/newsletter](http://www.industry-of-things.de/media/en/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  4,990.00
Extension of receivers possible

All prices in EUR plus VAT.

Further information can be found on www.industry-of-things.de/media/en/stand-alone-mailing
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

- 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

Price per Mailing

To subscribers of the editorial newsletter 7,500.00

All prices in EUR plus VAT.

Further information can be found on www.industry-of-things.de/media/en/native-sondernewsletter
The Lead Product Portfolio

In a personal chat we will analyse your objectives and find out which lead product is right for you. Together with you, we develop the perfect 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, which 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 the 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 or prize draw from 4,500.00
- Lead Campaign with Whitepaper or infographic 7,500.00
- Lead Campaign with Advertorial or a product testing 8,000.00
- Lead Campaign with Live Webinar 8,500.00
- Lead Campaign with a multimedia presentation 9,000.00
- Lead Solution from 10,000.00

All prices in EUR plus VAT.

Further information can be found on www.industry-of-things.de/media/en/leads
Online Advertorial Campaign

Solution-oriented content, in the context of our editorial articles, generates a high degree of attention among the readership. Communicate your message through an advertorial and position yourself as a solution provider.

Campaign Elements

- Promotion via newsletter and other channels
- Support by campaign management
- Implementation by a professional editor
- Correct tagging
- Multimedia content possible

Your Benefit

- Ad-free presentation of your advertorial
- More time spent on the website, strong involvement
- Enhanced credibility among readers, as content is presented in the look and feel of our editorial content
- High findability through search engines and high-quality links to your website
- Positioning as a solution provider

Price per Campaign

Term of 3 months: 6,000.00
All prices in EUR plus VAT.

Further information can be found on www.industry-of-things.de/media/en/online-advertorial-campaign

Advertorials are not detected by ad blockers.
Partnerzone

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

Your Benefit

- Credibility due to the native integration of target group related content
- Enhanced brand awareness and image transfer from the media brand
- High recognition due to long-term presence
- High degree of attention through the individual reach package
- Full transparency and measurability through our reporting

Price per Campaign

Premium Partnerzone

- You choose the design in line with the brand layout
- Individual Reach Package – you choose the elements
- Term: flexible duration from 25,000.00

All prices in EUR plus VAT.

Further information can be found on www.industry-of-things.de/media/en/partnerzone
Web Conferences 2020

The Series of Online Presentations by Industry of Things

In 2020, we will hold six web conferences covering different editorial topics.

In these conferences, three or four presenters each highlight a technology, solution or case example, providing users with a detailed market overview in 90 minutes only.

Your Benefit

- Qualified leads with sales potential
- Attractive CPL: 49.00
- Neutrality through co-branding of the media brand and editorial support
- Cost control through lead guarantee
- A lead guarantee is given according to individual agreement

Our Offer

- Added value for readers: Web conference with two or three presenters covering a focal topic
- Duration of campaign: 3 months
- Promotion: Editorial content, banners, mailings …
- Detailed lead information and product interest
- Lead features: Name, contact data, job title, department, career stage, industry, company with address and company size, interest in topic

Participation Fee

<table>
<thead>
<tr>
<th>Participation Fee</th>
<th>4,950.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>additional leads on request</td>
<td></td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.
## Editorial Calendar 2020

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TOPIC</th>
<th>WEB CONFERENCE – DATE *</th>
<th>SPECIAL NEWSLETTER – DATE *</th>
<th>TRADE FAIRS &amp; EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January / February</td>
<td>Blockchain</td>
<td>Tuesday, 28 January 2020, 2:00 pm</td>
<td>Wednesday, 15 January 2020</td>
<td>embedded world</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Nuremberg, 25–27 February</td>
</tr>
<tr>
<td>March / April</td>
<td>Connected Processes</td>
<td>Tuesday, 17 March 2020, 2:00 pm</td>
<td>Wednesday, 4 March 2020</td>
<td>Smart IoT 2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>London (UK), 11–12 March</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>HANNOVER MESSE + CeMAT</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hanover, 20–24 April</td>
</tr>
<tr>
<td>May / June</td>
<td>Edge and Cloud Computing</td>
<td>Tuesday, 19 May 2020, 2:00 pm</td>
<td>Wednesday, 6 May 2020</td>
<td>Aachener ERP-Tag</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tuesday, 23 June 2020, 2:00 pm</td>
<td>Wednesday, 10 June 2020</td>
<td>SENSOR&amp;TEST</td>
</tr>
<tr>
<td></td>
<td>Analytics &amp; Artificial</td>
<td></td>
<td></td>
<td>Nuremberg, 23–25 June</td>
</tr>
<tr>
<td></td>
<td>Intelligence</td>
<td></td>
<td></td>
<td>IoT Tech Expo Europe</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Amsterdam (NL), 1–2 July</td>
</tr>
<tr>
<td>September / October</td>
<td>IoT Security</td>
<td>Tuesday, 29 September 2020, 2:00 pm</td>
<td>Wednesday, 16 September 2020</td>
<td>IFA, Berlin, 4–9 September</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>it-sa, Nuremberg, 6–8 October</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>IoT Solutions World Congress</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Barcelona (ES), October 2020</td>
</tr>
<tr>
<td>November / December</td>
<td>Business Models and IoT</td>
<td>Tuesday, 17 November 2020, 2:00 pm</td>
<td>Wednesday, 4 November 2020</td>
<td>electronica</td>
</tr>
<tr>
<td></td>
<td>Challenges</td>
<td></td>
<td></td>
<td>Munich, 10–13 November</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPS, Nuremberg, 24–26 November</td>
</tr>
</tbody>
</table>

*All times refer to the time zone CET.

Every web conference benefits from editorial support and preparation. Each topic is limited to four presentation slots à 20 min. Book your exclusive Partner Package with a speaker slot and content marketing in time!
Partner Packages

We have put together attractive content packages for companies to promote their services related to the Internet of Things and to generate attention in the editorial environment within one year.

Depending on your budget and objectives, you can choose between three packages.

Your Benefit

- Present yourself as a provider of services or products for the Internet of Things.
- Demonstrate your expertise through adaptation of your content to the editorial environment.
- Increase your awareness through suitable reach packages.

Our Offer

- Attractive package with reach promotion and native advertising
- Attention in the editorial environment
- Individual support and planning of your campaign

All prices in EUR plus VAT.
## Prices

<table>
<thead>
<tr>
<th></th>
<th>PARTNER PACKAGE</th>
<th>PREMIUM PARTNER PACKAGE</th>
<th>PARTNERZONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium company profile, runtime 1 year</td>
<td>■</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Management statement: 5 questions to your IoT specialist. Aim: 500 impressions</td>
<td>■</td>
<td>■</td>
<td>-</td>
</tr>
<tr>
<td>Text ad in newsletter (15,000 recipients)</td>
<td>2 newsletters</td>
<td>5 newsletters</td>
<td>10 newsletters</td>
</tr>
<tr>
<td>Logo on homepage and in newsletter</td>
<td>-</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Content ad with 20k ad impressions, ROS</td>
<td>-</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Direct Mailings</td>
<td>-</td>
<td>Stand-alone NL to 5,000 recipients</td>
<td>Native NL to 15,000 recipients</td>
</tr>
<tr>
<td>Detailed reporting for all elements</td>
<td>-</td>
<td>■</td>
<td>■</td>
</tr>
<tr>
<td>Your own theme channel with reach guarantee, client-specified design, link in navigation</td>
<td>-</td>
<td>-</td>
<td>■</td>
</tr>
<tr>
<td>Native integration of target group relevant content (e.g. technical articles, commentaries, interviews)</td>
<td>-</td>
<td>-</td>
<td>■</td>
</tr>
<tr>
<td>Package price</td>
<td>3,950.00</td>
<td>11,950.00</td>
<td>25,000.00</td>
</tr>
</tbody>
</table>

All prices in EUR plus VAT.
Event Promotion

An attractive package of various formats for the attention-getting promotion of your event in the suitable editorial environment.

**Event Announcement in the Event Calendar**

At the beginning of every month, we publish an overview article "IoT Events in the Following Month".

Your event will be included in the overview for the following month for 500 €. The article is distributed through our newsletter (15,000 subscribers) and our Xing feed (60,000 subscribers).

**Text Ad/Billboard Ad in Newsletter**

For 1,500 €, your text ad/billboard ad appears twice in the editorial newsletter by Industry of Things with 15,000 subscribers and a 30% open rate.

**Stand-alone Mailing**

For 4,990 €, we distribute your individual stand-alone mailing to 5,000 select recipients. Recipients are selected, for example, by interest in a specific topic, job function, sector and region. We will coordinate the mailing date with you.

Feel free to contact us to talk about a possible media cooperation.
IoT-Kongress
Best Practice for the Industry

The Internet of Things Kongress presents strategies and best practices for development, business development and application that are easily put into practice.

Target Group
System or software developers, project leaders, managers or beginners in the Internet of Things - IoT-Kongress is the ideal platform for attendees to get profound information and meet experts.

Content
IoT-Kongress comprises expert sessions, discussions, workshops and an exhibition covering the following areas of application:
• Best practice examples
• Standards in the Internet of Things
• Industrial cybersecurity
• Software licensing and permission management in the IoT
• New business and service models

Date: Autumn 2020
www.iot-kongress.de
Vogel Communications Group

We are experts in modern B2B communication solutions and focus on your individual needs. With more than 100 professional media, we pave the 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.

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.industry-of-things.de/media/en

www.industry-of-things.de/media/communicationsolutions
Tell us how we can spark your excitement for communication.

**Editorial Department**

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We empower you!