



Next Mobility

Media Kit 2021



VOGEL COMMUNICATIONS
GROUP

Future Mobility

In Berlin's Mitte district, the senate administration has locked 500 meters of Friedrichstrasse and declared it a traffic calmed area. A model project that shall move Berlin forward in the context of future mobility. One project of many in Germany. In some places, shuttles are spinning around on test tracks, more and more micro-mobiles are out and about, eliminating at least the last-mile problem. Roads are upgraded with sensor systems, passengers search and pay for mobility options on specific platforms. In the background, traffic management centers are busy doing their jobs, with software consolidating and processing the data. Cars play a minor part at best.

A mobility transition that is so radical requires a new mindset by everyone. And it requires a platform that is dedicated to future issues, acts as a driving force and trend barometer and brings the pioneers of future mobility together – from society and politics, technology and development, economy and management, traffic and transport. This is the aspiration of Next Mobility. Benefit from our exclusive access and open up new target groups in the billion dollar market of mobility!



*The success of future mobility
requires everyone to make their
contribution.*

Claus-Peter Köth
Editor-in-chief



14,000

newsletter recipients

11,000

active registered users



> 30 %

Click-to-open-Rate

31 %

of readers work in senior management

65,000

visits per month



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Contents & Topics



Readership structure

by Position in Company

(Publisher's statistics)

Owners, Board of Directors, Managing directors	15 %
Business Unit Managers	16 %
Project and team leaders	18 %
Specialists	41 %
Students	5 %

by Size of Business Entity

(Publisher's statistics)

1-49 employees	29 %
50-99 employees	6 %
100-199 employees	7 %
200-499 employees	11 %
500-999 employees	9 %
1.000 and more employees	38 %

by Industrial Sectors

(Publisher's statistics)

Automotive industry	59 %
Energy Sector	11 %
Research and Science	7 %
Consulting and advisory	9 %
Telecommunications	8 %

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.
- Defined target group – minimum waste coverage**
 Reach your target group in the right context through the automatic feed to thematically matching articles.
- Enhance the visibility and reach of your content**
 Use the target group access of our media brands to increase the reach of your content and raise your brand awareness.
- 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.

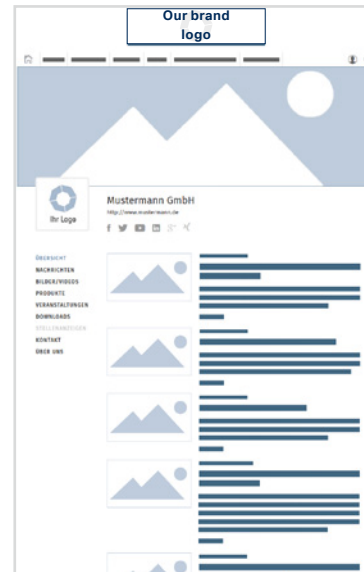
Price per Year

Basic price	1,995.00
Update of your company profile	150.00*

*Price per basic filling or per update with 4 pieces of content.

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.



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.

For more information, visit www.next-mobility.de/media/en/company-profile

Banners

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



Billboard Ad

ROS CPM 300.00
TC/Home CPM 345.00

Banner size

960 × 250 pixels
Optional: 1,180 × 250 pixels



Brandgate

ROS CPM 300.00
TC/Home CPM 345.00

Banner size

980 × 90 pixels (head) +
1,200 × 90 pixels (head)
2x 160 × 600 pixels
(left + right)



Content Ad/Rectangle^M

ROS CPM 175.00
TC/Home CPM 200.00

Banner size

300 × 250 pixels



Halfpage Ad^M

ROS CPM 250.00
TC/Home CPM 290.00

Banner size

300 × 600 pixels



Leaderboard

ROS CPM 175.00
TC/Home CPM 200.00

Banner size

728 × 90 pixels



Native Ad^M

ROS CPM 250.00
TC/Home CPM 290.00

Text: max. 50 characters (including blanks)
Optional roof line (max. 30 characters
incl. blanks)

Image size: 300 × 300 pixels
(lower third in image without text)



Scroll Ad^M

ROS CPM 300.00
TC CPM 345.00

Banner size

800 × 500 pixels



Skyscraper

ROS CPM 175.00
TC/Home CPM 200.00

Banner size

120 × 600 pixels or
160 × 600 pixels



Video Ad XL

ROS CPM 250.00
TC CPM 290.00

Banner size

Playout in 16:9 format



Wallpaper

ROS CPM 300.00
TC/Home CPM 345.00

Banner size

728 × 90 pixels (head)
160 × 600 pixels
Optional image file for back-
ground: 1280 × 1024 pixels

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**. Readers benefit from the easy-reading experience of our web pages, and our customers benefit from ad banner placement which is perceived better and has a lasting effect.

For the technical specifications, visit www.next-mobility.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.

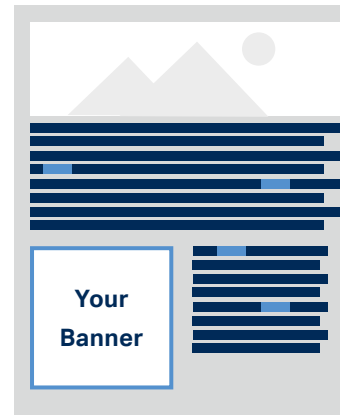
Your Benefit

- 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

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

All prices in EUR plus VAT.



Your banner is displayed in the relevant thematic environment based on the use of your keywords.

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

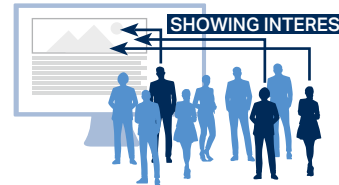
Minimum order amount 30,000 Ad Impressions CPM 150.00

CPM: Price per 1,000 ad impressions. All prices in EUR plus VAT.

For more information, visit www.next-mobility.de/media/en/audience-targeting



1 Users deal with the topics they are interested in on the professional portal.



2 Users who exhibit interest in a specific topic area are tagged.



3 Exactly these users are now shown your banners in the booked thematic channel, in their Facebook timeline as well as on partner pages of the Google Display network. This way, you reach your target group efficiently.

Newsletter Advertising

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

Your Benefit

High reach of the newsletter ensures the efficient penetration of your target group that is provided with information on current and relevant topics.

Price per Mailing

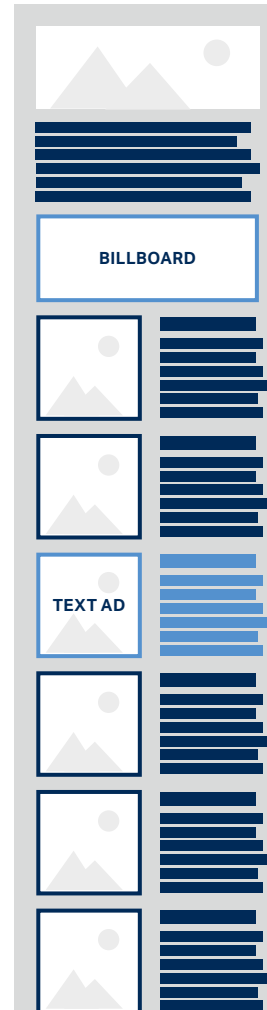
Next-Mobility-Newsletter	
Subscribers	14,000
Publishing dates	two times a week
Opening rate	> 30 %
Language	German
BILLBOARD	1,500.00
TEXT AD	1,500.00

Discounts

3 mailings	10 %
6 mailings	15 %
12 mailings	20 %
24 mailings	25 %

All prices in EUR plus VAT.

For more information, visit www.next-mobility.de/media/en/newsletter



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

Stand-Alone Mailing

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

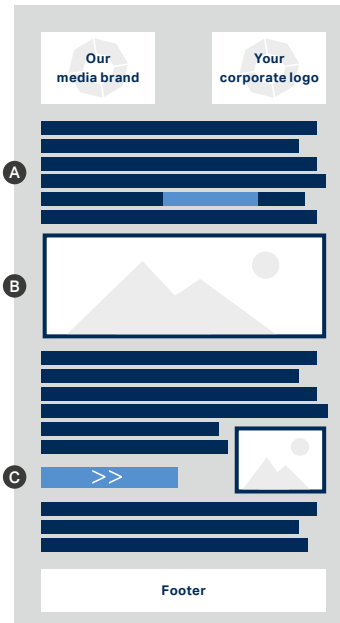
Your Benefit

- 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 _____ 5,500.00
Mailing to more recipients on request.
All prices in EUR plus VAT.

For more information, visit www.next-mobility.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.

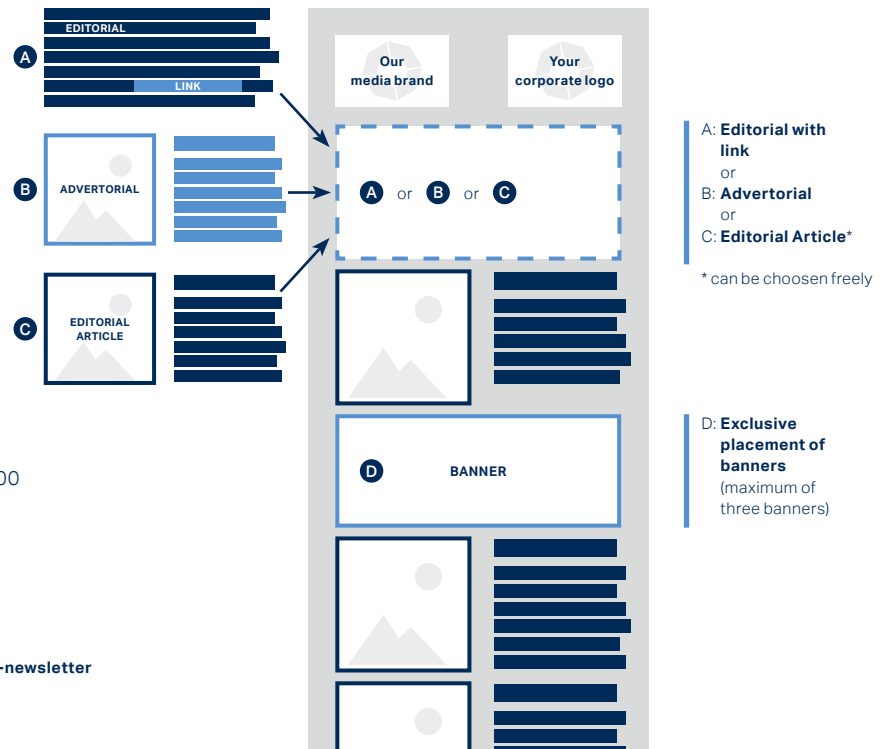
Your Benefit

- 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 _____ 7,990.00

All prices in EUR plus VAT.



The Lead Product Portfolio

In a personal chat, we will analyse your objectives and find out which lead product is right for you. We will work with you to develop the perfect lead strategy for your company.

Lead Generator

You get new contacts for your e-mail marketing through measures that are cost-efficient and bear no financial risk.

Establish initial contact with parties interested in your topic and approach them with other marketing activities. Expand your contact pool quickly and easily with your own whitepapers.

Lead Campaign

You get business card information of new contacts exhibiting initial interest in your offer.

Your whitepaper or webinar will be published on a specialist portal and promoted through 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.

Implement individual lead campaigns with us aligned with your target markets and individuals. You get the contacts that match the required criteria.

For more information, visit www.next-mobility.de/media/en/leads



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	8,500.00
Lead Solution from	10,000.00

All prices in EUR plus VAT.

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.

Campaign Elements

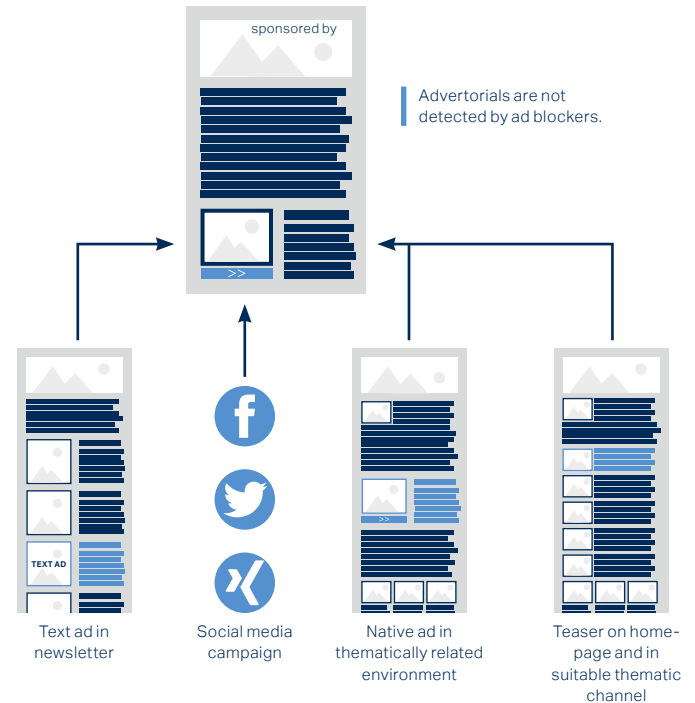
- Promotion via newsletter and other channels
- Support by our campaign management
- Implementation by a professional editor
- Multi-media content and links to your own website possible
- Mention as as provider of the presented contents

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
- Positioning as a solution provider

Price per Campaign

Term of 3-month campaign _____ 6,000.00
All prices in EUR plus VAT.



B2B Market Research

Get direct and neutral feedback from the market and rely on valid data as a basis for your strategic decisions. Benefit from our decades of experience in B2B market research and our direct access to decision-makers in the industry.

User Surveys

Your benefit: You get an assessment, directly from users, of the strengths and weaknesses of your company and your competitors, for example, regarding awareness, the degree of innovativeness, product quality or service orientation.

Our services: Result presentation in tabular and graphical format and, in particular, explicit strengths and weaknesses profiles of all companies surveyed; on demand, presented in person.

Target group _____ 300–500 users
Methodology _____ Standardized online survey
Price _____ 5,590.00*

* With at least three of the 12-15 participating companies paying; price for individual user surveys on request

Panel Surveys

Your benefit: With our industry panels, you benefit from first-hand expertise for your corporate and product strategy. You are welcome to implement your own questions.

Our services: Exclusive evaluation of your questions including interviewee structure

Multi-Client Surveys

Your benefit: As a partner of our surveys, you demonstrate your expertise in the key technology developments in your industry. You are actively involved in our editorial round tables, develop the questionnaires together with our editors and participate in our editorial coverage.

Our services: Top-quality survey report including usage and marketing rights. Lead generation support through survey results.

Target group _____ 350–450 decision-makers
Methodology _____ Online survey
Price _____ From 8,990.00 to 22,990.00, based on the services booked

Target group _____ Experts from the respective industry
Methodology _____ Standardized online survey
Price _____ Single-choice questions 1,300.00*
Price _____ Scale questions 2,500.00*

*Price: for one question per panel survey

All prices in EUR plus VAT.

Vogel Communications Group

We are specialists for individual and contemporary B2B communication solutions, through which we make our customers even more successful - nationally and internationally.

Combined know-how for your communication success, bundled from one source.



Communication Solutions at a Glance

Industry platforms	Corporate publishing	Communication consultancy	Progressive web apps
Chatbots	Digital trade fair solutions	Crisis communication	Public relations
Community building	Digital showrooms	Market research	SEO and SEA
Content creation	Expert positioning	HR development	Social media
Content marketing	Infographics digital + animated	Podcasts	Websites

Tell us how we can spark your excitement for communication.



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