

projektmagazin

MEDIA DATA
2023 / 1

Successful with Germany's No. 1 trade medium for **project management**

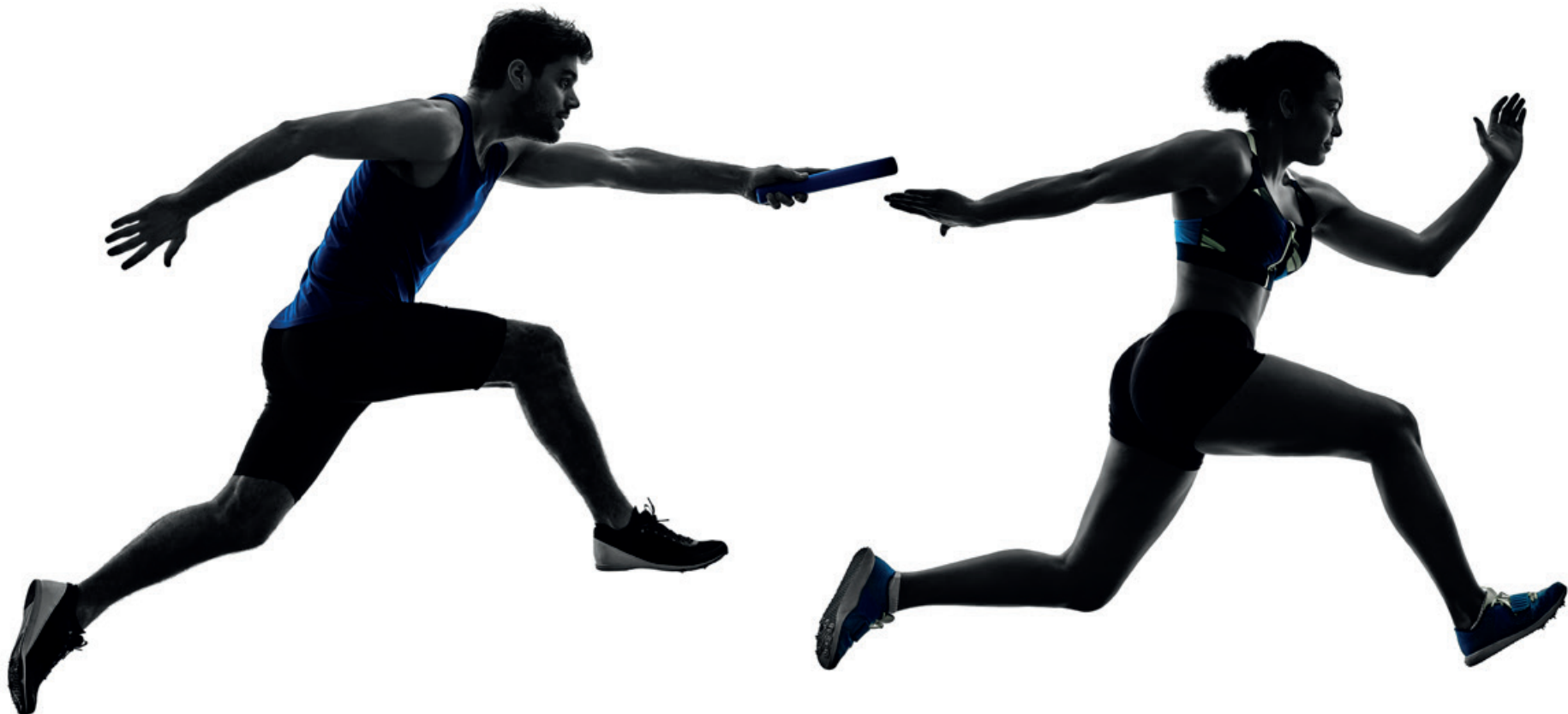


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**One click
takes you
to the page**

Advertise on the leading portal for project management (DACH)



Since its founding in 2000, projektmagazin is the leading German-speaking project management portal for project leaders, project managers, project staff, employees in project management offices, agile PM and managing directors.

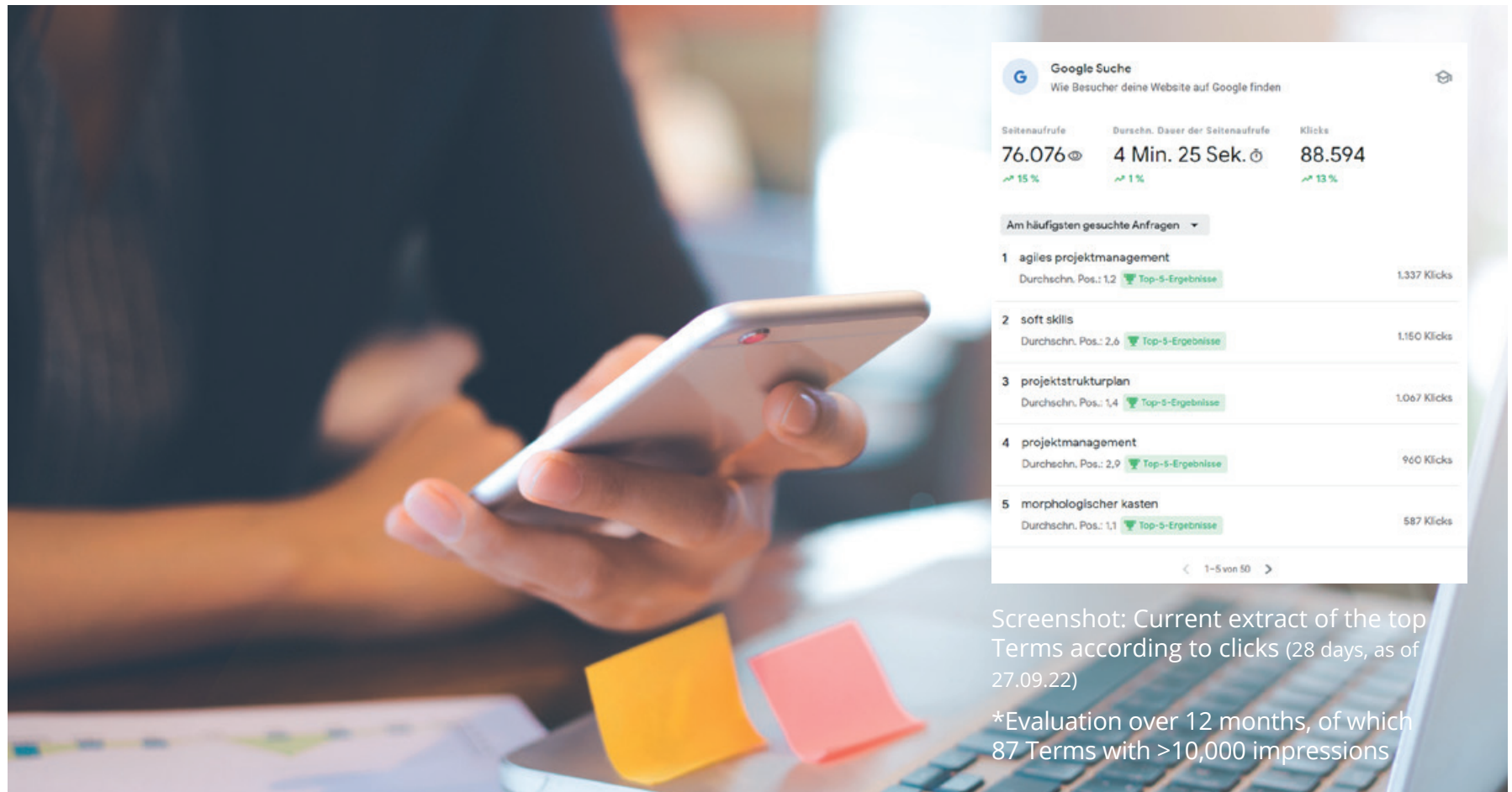
Our content is written by professionals and for professionals.

- Paid subscriptions 23,176/month
- Besuche/Visits: 180,050/month
- Page-Impressions 304,330/month
- Newsletter subscriptions 38,930

Status 8/21. On Page 31 you will find the explanations of terms.

Benefit from our top google rankings with your advertising

2nd place for „Project Management“ and „PM Software as well as 731* other top 5 placements!



With projektmagazin, you reach exactly your target audience!



Advertise without wastage

Place your advertisement with pinpoint accuracy in the B2B environment.

80% of our content is based on a paid subscription model – our readers really want to know what we have to say about project management and related topics.

Our target group consists of

- Project managers
- Managing directors
- Project staff
- Project leaders
- PMO managers
- Project management office staff and employees from the agile environment

We will be happy to assist you in choosing the most suitable medium for your advertising needs.

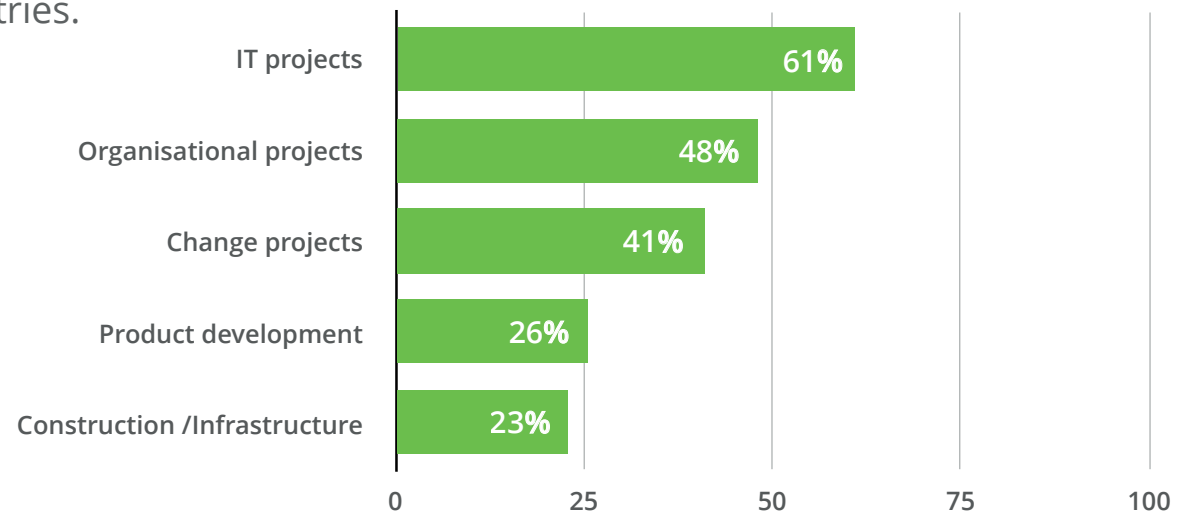
Well placed in the DACH region

We address the entire project management community

- Our subscriber base has been growing steadily since its foundation in 2000 to **23,176** subscribers today.
- The projektmagazin is predominantly read in **Germany** (78%), **Austria** (8%) and **Switzerland** (10%). Around 4% in other countries.

- Almost **50%** of readers have been active subscribers for over 3 years.
- Over **80%** of our paid content users get notified about new content by the projektmagazin newsletter

Which projects do you run?



Interesting facts from our reader survey 2021

In spring 2021, projektmagazin asked **1,338** readers about their positions, interest and projects in order to adopt the content to current requirements.

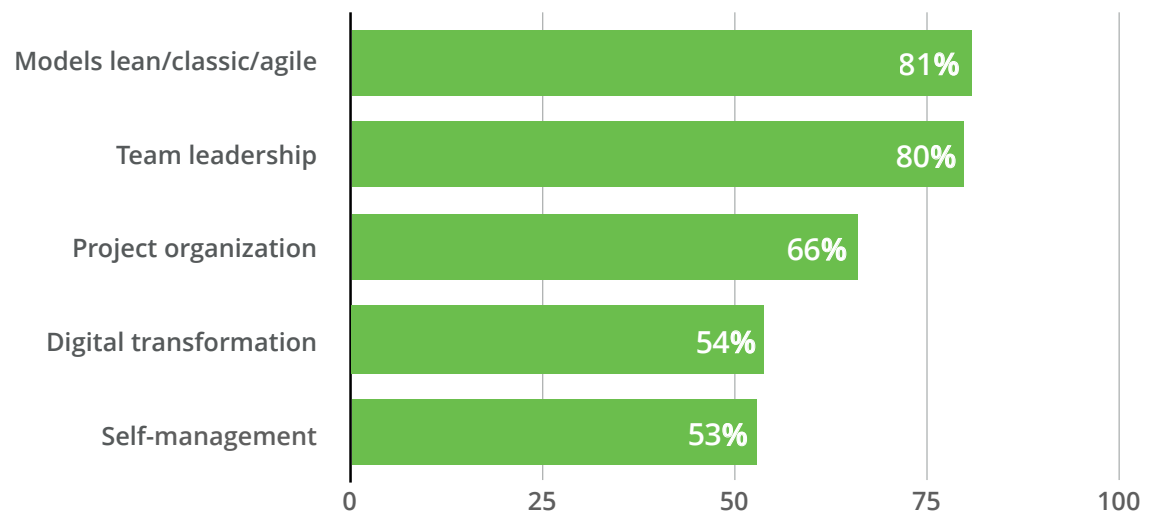
Our subscribers

- 60% are project leaders or project managers
- 82% have been working in projects for 5 years or more
- 40% work in companies > 2,000 employees

Regular use, strong reader loyalty

- 73% visit the portal for each new magazine issue or more frequently
- 99% find articles useful or very useful
- 92% find the newsletter (very) useful
- 86% recommend projektmagazin to others

Our readers are (very) interested in



projektmagazin.de with top-class readership

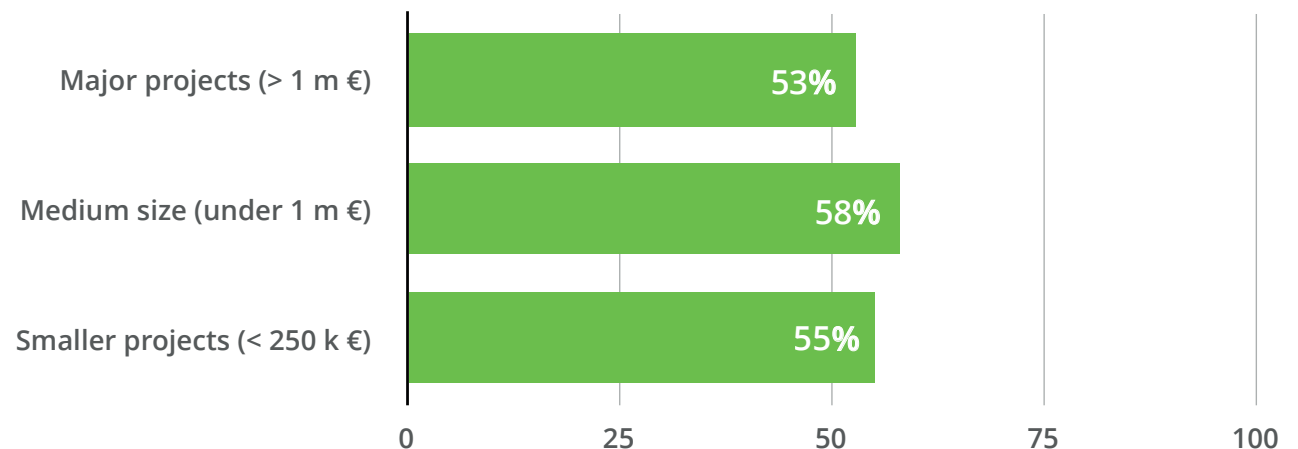
Our users are decision makers

- **57%** contribute in an advisory capacity to the purchase of new software, a further
- **20%** are authorized to make decisions themselves!

Professional education plays an important role

- **50%** plan to train themselves or their team in the field of project management in the near future and another
- **34%** are considering further training in project management.

Scale of the projects



A lot of know-how. Clearly presented.

This is what we offer our readers

1. A knowledge base with over **2,650** professional articles on all topics in the project management environment
2. Over **255** checklists, tools and templates as practical work aids
3. Approx. **361** entries for “Expert” companies and software products”
4. An unrivalled glossary in which over über **1,740** German and English technical terms are competently explained from A to Z
5. An up-to-date calendar with important industry events
6. A growing database with currently **65** videos, talks and webinars on current project management topics
7. An open blog where renowned authors report on trends, opinions and current developments in project management
8. Pragmatic methods articles as a valuable aid for everyday project work

We are right about that:
86% of subscribers recommend us!

Lots of attention for your content – the advertorial

with the advertorial editorial on our homepage and in the newsletter

Especially suitable for

- products and services that need to be explained
- new launches, success-stories and much more!

Success factors

- integration on the homepage over 1 year
- big announcement in the 'portal' newsletter
- editorial layout - looks like an article
- completely accessible for everyone (no paywall)
- **new** – post on all social media channels (see page 29)

Offer price: €2,250 (from €3,250 when including content creation)

all prices are net plus VAT



Interested? Get in touch with us! We would be happy to send you our info sheet on the concept, scope and layout of advertorials.

Lead Generation with whitepapers: We take care of the promotion

Generate up to 60 new leads per month

Showcase your own content as a free download, with a registration form to capture user data*.

The costs are billed using the following

CPL (Cost per Lead) model

- Basic lead (= first name, last name, company and email address) – per address **€45**

Further data as far as available

- Size of company, position, branch, phone number and country + €5 (optional in each case)

Minimum volume €900 incl. 20 basic leads

Term max. 3 months (300 €/ month)

Hosting in the whitepaper download centre is free of charge. Projektmagazin takes care of advertising on the portal via banners and in our newsletter.

Themen ▾ Magazin ▾ Praxiswissen ▾ Experten-Community ▾ Software ▾ Weiterbildung & Events ▾ 1 Monat gratis testen 🔍 👤

Whitepaper-Download

Insider-Leitfaden für ein modernes PPM
Planview GmbH
Laden Sie den Insider-Leitfaden für ein modernes PPM herunter, der die vier Dimensionen beschreibt, die es zu überdenken gilt, wenn Sie Ihre Rolle transformieren, die richtigen Ergebnisse fördern und Agilität in Ihrem Unternehmen ermöglichen möchten.
Dieser Leitfaden erzählt Ihnen alles, was andere Leitfäden Ihnen nicht darüber verraten, wie und mit welcher Technologie Sie Portfoliomanagement-Ansätze weiterentwickeln können.
[Zum Whitepaper](#)

Microsoft PPM - Integrationsplattform für Projektarbeit
SOLVIN Information Management GmbH
Microsoft PPM steht zum einen für die Tools Project Server, Project Online, Project for the web und darüber hinaus auch für die Microsoft Power Platform und Microsoft 365 plus die Dynamics-Varianten Project, Service Automation und Project Operations. Diese Komponenten lassen sich flexibel für den Aufbau von individuellen PM- und PPM-Lösungen kombinieren.
Das Whitepaper gibt einen Überblick über Microsoft PPM und stellt Ideen aus fachlicher und technischer Sicht vor.
[Zum Whitepaper](#)

In sechs Schritten zum anerkannten PMO
proventis GmbH
Das Projektmanagement in Unternehmen oder Organisationen ist oftmals nur halb so organisiert, wie es bestenfalls sein könnte. Diese Aussage wird untermauert durch eine Studie aus dem November 2016. Die GPM Deutsche Gesellschaft für Projektmanagement e.V. hatte untersucht, wie sich die Arbeitszeit in Projekten gestaltet. Das Ergebnis: Projektmitarbeiter glauben an, dass in ihrem Unternehmen zu wenig für bessere Ablaufstrukturen und somit auch für optimierte Arbeitszeiten getan wurde.
[Zum Whitepaper](#)

Whitepaper

Unsere Werbepartner bieten Ihnen aufwändig erstellte Fachinformationen in Form von Studien, Anwendungsbeispielen, Analysen oder Präsentationen von Marktforschungsergebnissen zum kostenlosen Download.
Für den Inhalt ist ausschließlich das jeweilige Unternehmen verantwortlich. Nach einer Registrierung erhalten Sie den Link zum Whitepaper-Download per E-Mail.

The whitepaper (PDF) and advertising material are provided by the customer.

* January 2022: Whitepaper „Hybrid Project Management“

Lead Generation with Websessions „meet the expert“ (powered by)

Address decision-makers directly and personally and gain valuable leads in the process. A high level of attention and direct feedback are practically guaranteed!

We support you with

- extensive promotion on the website, in our newsletters and on social media channels
- professional moderation and pre-briefing
- registration management, GDPR-compliant transmission of leads (up to 500 participants possible)



Requirements

- 3 months lead time for optimal implementation
- Relevant topic and prior coordination with our team
- Max. 5 minutes / 1 chart of advertising content
- Main focus must be the participants benefit

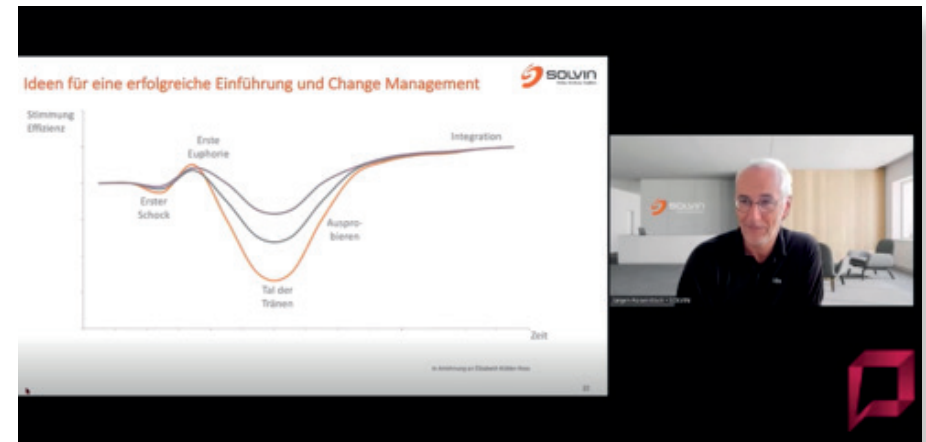
Lead Generation with Websessions – General conditions and offer price

General conditons

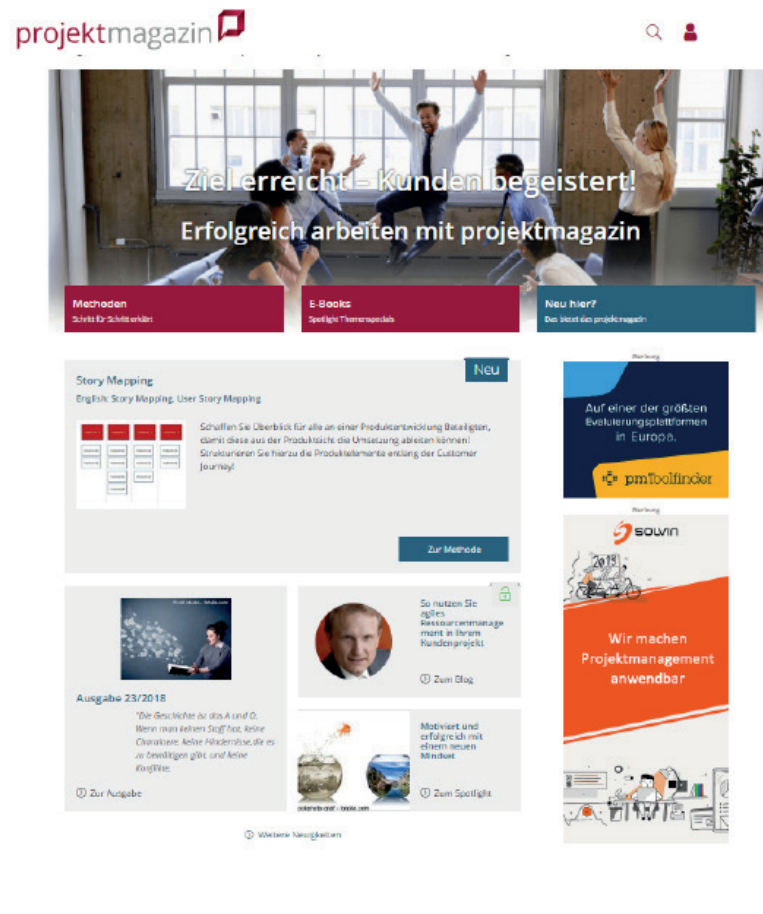
- The customer provides a German-speaking speaker
- Visitors register free of charge
- Duration 1 hour, of which approx. 20 minutes Q&A
- All-round support with satisfaction survey afterwards by projektmagazin

Angebotspreise:

- Basic price €3,000 incl. up to 50 leads
- Additional leads €50 each
- Recommendation:
Package with up to 100 leads: €4,300
- Larger packages on request
- Flat rate for recording and rights of use: €250



Display / Banner Advertising – Desktop + Mobile



We offer you

- Term bookings with fixed placements (limited offer)
- Individual runtime and theme placement
- **New:** low-priced run of site packages

1. Supersize Banner	728x90 pixel
2. Medium Rectangle	300x250 pixel
3. Half Page Banner	300x600 pixel
+ Mobile Version	300x125 pixel

Placement and formats

Contact us for an individual consultation and the right placement offer!

Banner formats

.png, .jpg (static) or .gif (animated),
maximum file size 500 KB,
lead time min. 3 working days

Display Advertising – Banner runtime bookings

The runtime bookings include a fixed placement on the specific websites.
Sold out in 2023 (except for the run-of-site packages)

	Medium RA	Half Page	Supersize Banner	Native Ad
Homepage	€870	€1,250	€870	-
Software market place (Homepage)	€420	-	-	-
Expert market place (Homepage)	€420	-	-	-
Ausgaben/ Issue (Homepage)	€750	€1,050	-	€1,390 (14 d)
Spotlight (Package price)	€1,950	-	-	-
Run of site monthly package* 20,000 ad impressions	€990	-	-	-

Homepage advertising forms subject to change (planned relaunch 2023).

Offer period 1 month / 30 days (minimum). Exception Native Ad: one issue (usually 14 days).
Individual banner advertising according to CPM, see page 16.
Spotlight promotion see page 17

* Run of Site Package: Placement in high-reach themes with good visibility.

All prices net plus VAT

Individual banner advertising CPM

With the Medium Rectangle format, you can advertise flexibly in topic clusters or run-of-site (randomly in the editorial context). Achieve a strong presence with your image or product advertising in the editorial environment!

Calculation according to CPM (cost per 1,000 impressions) in the amount of €80 (topic cluster) or €60 run of site.

NEW Run of site monthly package with 20,000 ad impressions in defined high-reach topics €990.

Our topic cluster

Agile project management
Automotive
Construction
Leadership
Commerce
Mind Mapping
Microsoft Tools
Multiproject- /Portfolio management
Public sector
Pharmacy PM software
Process management
Plan, control, monitor
Project Management Office (PMO)
Risk management
Scrum
Social Competence
Team
Theory of Constraints (ToC) Certifications

Your ads in the 'Spotlight' – our special editions with the best articles on important topics

The comprehensive advertising package includes

- Exclusive and large-format native ad (image + 250 characters) in the stand-alone Spotlight newsletter
- Own navigation point „Spotlight“ on the website
- Exclusive banner placement in the
- E-Books/Spotlight in Half Page format
 - 1 month on the Spotlight home page
 - 6 months on the Spotlight detail page
- Topic-related placement, reach
- reach your target group without wastage

Offer price: €1,950

„Sponsoring targeted Newsletters has done the most for us in terms of advertising. In particular, projektmagazin's spotlight has repeatedly helped us generate high-quality leads effectively.“

Gerald Aquila, CEO Onepoint, projektmagazin-customer



Web section Spotlight with exclusive half page banner

Topics and dates of Spotlight issues 2023

Month	Date	Topic
January	18/01	Time Management/Prioritising
February	15/02	PowerPoint
March	15/03	Work Life Balance
April	12/04	Roles in the project (tasks, authorities, responsibilities)
May	10/05	Moderating with Liberating Structures
June	07/06	Documenting
July	05/07	Agile Transformation
August	02/08	Negotiating
September	13/09	Diversity – in the world of work
October	11/10	Resource Management
November	08/11	OKR (Objectives Key Results)
December	06/12	New Work: Working world of the future

Sold out in 2022

There is great interest in SPOTLIGHT.
We ask for early booking. Current availability and booking [online](#).



Projektmanagement 2022 - Zurück in die Zukunft!



Lieber Herr Reinisch,
wie Corona uns gezeigt hat, kann die (Arbeits-)Welt plötzlich und unvorbereitet auf den Kopf gestellt werden. Erfahren Sie in diesem Spotlight, wie Sie bei künftigen Ausnahmesituationen in der Spur bleiben und mit welchen Strategien Sie und Ihr Team nach einer Krise wieder auf die richtige Bahn finden.

[Spotlight lesen](#)

Anzeige

Projektmanagement nach der Krise — 3 Tipps für die Zukunft:



- **Hybrider Projektansatz:** Vereinen Sie klassische und agile Projekte in einem Tool.
- **Mehr Transparenz:** Via Portfolio-Dashboards in Echtzeit und Projekt-Pipelines.
- **Risikomanagement:** Schnellere Risiko-Minimierung mit Analyse-Diagrammen und Maßnahmen.

[Zukunftssichere Software kostenlos testen](#)

Native-Ad Combination (new offer)

Combination of offers in the Environment Expenditure:

- Native ad „tile“ on the homepage of the current issue:
Fixed placement Desktop+Mobile (screenshot left)
- Runtime according to the issue (usually 14 days)
- Native ad on **position 2** in the newsletter (right screenshot)
- Offer price for combination.
- **€1,390 / issue**

Current availability and booking online.

projektmagazin

Themen Magazine Praxiswissen Experten-Community Software Weiterbildung & Events

Ausgabe 13/2022

Initiative ergreifen heißt, das Richtige tun, ohne dass es angeordnet und erklärt werden muss.
Ellen Hubbard (1865-1915)
US-amerikanischer Schriftsteller und Philosoph




Wenn Pivot nicht ausreicht - die BI-Tools von Excel im Praxiseinsatz

Teil 2: Pivot-Auswertungen mit DAX-Measures erweitern

NEU: Wer Projektdaten mit Pivot auswerten möchte, stößt oft an Grenzen. Erfahren Sie in Teil 2 der Antireise, wie Sie mit DAX-Measures die Pivot-Feldliste erweitern und bedarfsgerechte Kennzahlen über mehrere Tabellen hinweg berechnen.


[Zum Artikel](#)



Meilensteintrendanalyse | Vorlage Excel

Behalten Sie mit einer einfachen Übersicht die Termintreue Ihres Projektes im Blick - mit der Meilensteintrendanalyse! Mit unserer Excel-Vorlage erstellen und pflegen Sie die Grafik zum Termincontrolling schnell und mit wenig Aufwand.


[Zum Tool](#)



ANZEIGE
Last Call - Das PM Forum Leipzig am 7. - 8. Juli 2022

Nur noch eine Woche ist es hin, bis das Neue PM Forum 2022 die PM-Community in Leipzig begrüßt. Sichern Sie sich noch heute die letzten verfügbaren Tickets für das PM Forum Leipzig am 7. und 8. Juli sowie das PM Forum Digital am 10. und 11. November.

[Jetzt noch anmelden!](#)



So wechseln Sie bei gestörter Kommunikation auf die Metaebene

NEU: Manchmal üfern Diskussionen aus oder laufen aus dem Ruder. In solchen Fällen hilft es, auf Distanz zum Thema zu gehen und darüber zu sprechen, wie man miteinander kommuniziert. Erfahren Sie, wie Sie Metakommunikation erfolgreich einsetzen.

[Zum Artikel](#)

Mi 29.06.2022 08:05
projektmagazin <newsletter@pm.projektmagazin.de>
Wie Sartorius mit einer KVP-Kanban-Initiative die Agilität fördert

projektmagazin

Wie Sartorius mit einer KVP-Kanban-Initiative die Agilität fördert




Weitere Themen der Ausgabe 13/2022

- Wenn Pivot nicht ausreicht - die BI-Tools von Excel im Praxiseinsatz
- Meilensteintrendanalyse | Vorlage Excel
- So wechseln Sie bei gestörter Kommunikation auf die Metaebene
- Neue Kraft durch neue Haltung mit dem Zürcher Ressourcenmodell
- Was Projektmanager von Partys lernen können

[Ausgabe 13/2022 lesen](#)

ANZEIGE
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[Jetzt noch anmelden!](#)

Neue Kraft durch neue Haltung mit dem Zürcher Ressourcenmodell

Johannes Storch



Enge Terminvorgaben, knappes Budget, voller Terminkalender - wenn Sie Ihr Projekt stresst, tanken Sie neue Kraft mit dem Zürcher Ressourcenmodell! Erreichen Sie Ihre Ziele mittels Selbstregulation ohne Stress oder gar Burnout!

[Zum Artikel](#)

Newsletter advertising forms – attractive push-medium for your advertising message

Our newsletter with different focuses reach **38,930 subscribers**

1. **Spotlight newsletter** (monthly, exclusive advertising package)
2. **Portal newsletter** (monthly, 1 exclusive premium placement)
3. **Ausgabe (Issue) newsletter** (fortnightly, up to 5 advertising placements)
4. **Methods newsletter** (monthly, up to 3 advertising placements)

Descriptions of newsletters on page 23

Newsletter dates – see overview on page 21, you can conveniently [check and book availability](#)

projektmagazin 
Methoden bereit für den Projekteinsatz



Lieber Herr Reinisch,

um in einer anscheinend ver-rückten Welt Verbesserungen bewirken zu können, brauchen wir zwei Dinge: gute Ideen und passende Strategien zur Umsetzung. Dafür stellen wir Ihnen heute zwei Klassiker vor: die → [Reizbildmethode](#) und die → [Six Action Shoes](#). Beide Methoden verbinden Kreativität mit konkreter Umsetzung und stehen damit für das Mindset des Projektmanagements.

Von der Idee zur Umsetzung zu kommen ist Kern vieler weiterer Methoden. Drei weitere Beispiele ganz unterschiedlicher Art sind hierfür der → [Discovery & Action Dialogue](#), die → [Moderation von Arbeitsgruppen](#) und die → [Szenariotechnik](#).

Jetzt aber ran an die Methoden!

Ihr Redaktionsteam des projektmagazins

Anzeige

Webinar: Der mit dem Wolf tanzt - Akzeptanz schaffen für PM-Prozesse 

Die konsequente Nutzung einer **Projektmanagement-Software** ist kein Selbstläufer! Das Webinar zeigt Dreh- und Angelpunkte, die für die **Akzeptanz** von **PM-Methoden** und **Werkzeugen** maßgeblich sind. Die Aufzeichnung gibt's umsonst dazu! **Gleich anmelden!**

 11.05.2022, 11-12 Uhr, Infos + Anmeldung

*Premium
text ad*

Newsletter ad rates and placements

Differentiated offers according to type and placement

- **Exclusive** Spotlight advertising package €1,950
- **Exclusive** Premium Native Ad (Portal NL) €1,390
- **Premium placement** (position #1) €1,290
- **Exclusive** Native Ad combination (**new**)
 - position #2 in NL + tile in issue €1,390
- Position #2 in Method newsletter €990
- Placement position 3 / 4 €790
- Lower placement in Issue newsletter €490

15% special discount from 3 placements up.

Exception: exclusive placements in the Spotlight and Portal newsletter.

Notes on implementation

You can easily enter the data via an online form and have plenty of space for it: Image (210 x 158 px) + headline + text with 250 characters + call-to-action

The (virtual) stage is yours – wie Sie Ihr Publikum online begeistern

E-Book mit 118 Seiten, 2 Methoden und 3 Arbeitshilfen



Premium Placement (pos. #1)

Standard Placement (pos. #2-#4)

Placement below (Issue NL)

Please contact us for an individual offer!

Newsletter dates 2022

Month	Dates					
January	11/01	18/01	25/01	30/01		
February	01/02	08/02	15/02	22/02	27/02	
March	01/03	08/03	15/03	22/03	27/03	29.03
April	05/04	12/04	19/04	24/04	26/04	
May	03/05	10/05	17/05	22/05	24/05	31/05
June	07/06	14/06	19/06	21/06	28/06	
July	05/07	12/07	17/07	19/07	26/07	
August	02/08	23/08	28/08	30/08		
September	06/09	13/09	20/09	25/09	27/09	
Oktober	04/10	11/10	18/10	23/10	25/10	
November	02/11	08/11	15/11	20/11	22/11	29/11
December	06/12	13/12	18/12	20/12		

Colour code

Ausgabe newsletter

Portal NL

Spotlight NL

Methoden NL

Description of
newsletter types
see page 23.

Current availability
and booking [online](#).

Four newsletter types with different focuses for 38,930 subscribers

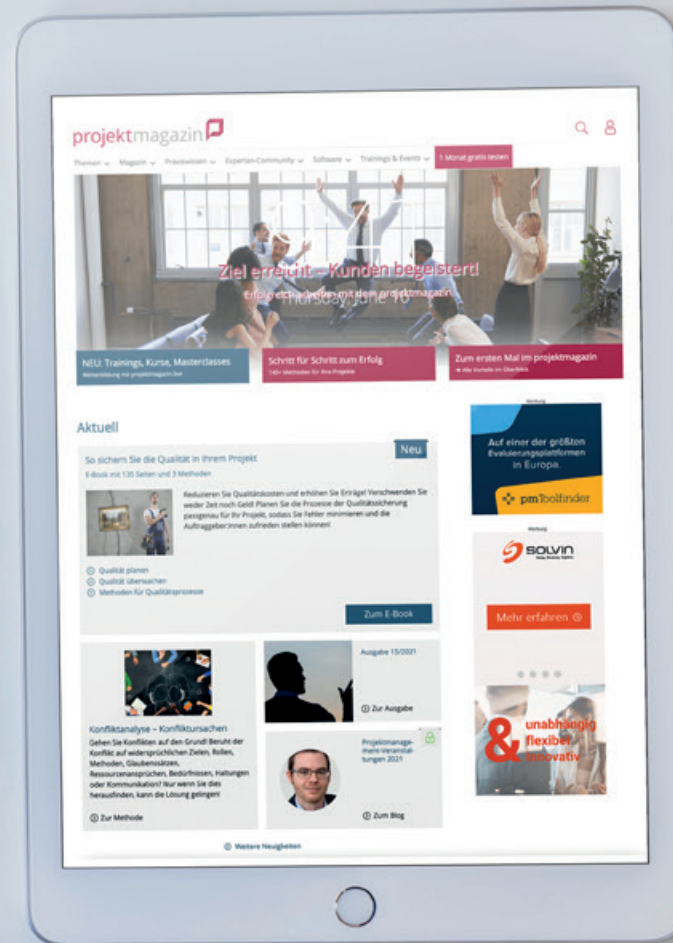
The **Spotlight newsletter** announces the current spotlight, a collection of articles on a specific topic. In it, we offer an advertising package that includes exclusive newsletter placements as well as exclusive special placements with a half-page banner in the spotlight section, running for 1 month.

The projektmagazin **Ausgaben newsletter** contains an editorial and provides information about the new online magazine issue (edition) on current topics with teasers of the new articles.

The **Portal newsletter** informs about the most important news on the website, for example the most popular articles, book reviews, new entries in the glossary and detailed teasers of the currently available whitepapers.

The **Methods newsletter** exclusively informs about current methods in project management and is supplemented with an overview of the current whitepaper topics.

Ahead through know-how.
With **projektmagazin** you are always
up to date and well equipped.



Show presence – on our marketplaces for software and experts!

Use our marketplaces with a free basic entry!

For a comprehensive presentation and better discoverability, we recommend booking a **premium entry with the following advantages.**

- direct connection to the target group through the integration of detailed contact information
- Reference in the newsletter to 38,993 subscribers
- comprehensive presentation and information options via screenshots, pdfs, videos etc.

- Direct communication with the target group by publishing your press releases
- Preferential placement in the results lists
- Top placement with premium plus: up to 100% higher click rate

Detailed information, conditions and Booking options at projektmagazin.de:

- [Software Marketplace](#)
- [Expert marketplace for companies](#)
- [Marketplace for Experts \(People\)](#)

Marketplace for software

Use the opportunity of a software assessment in cooperation with Le Bihan, to generate valuable assessment leads!

Offer prices in the software marketplace

- Annual booking €1,286 (€2,135 Premium+)
- 6 months for €714 (€1,197 Premium+)
- **Free trial for 3 months**
- Valuable assessment leads can generated only in the premium entry and be purchased separately!

All prices and services under this [link](#)



Marketplace for experts

Present yourself where decision-makers are looking for experts

Our expert marketplace is designed in such a way that users can easily find the right experts filter functions to conveniently find the right experts for their specific needs. We offer you the possibility of your company as well as individual experts in addition to your company.

See detailed information and offer prices für 6 / 12 months:

- [Expert marketplace for companies](#)
6 months: €540, 12 months: €990
- [Marketplace for experts \(persons\)](#)
6 months: €99, 12 months: €149



Feedback on the Expert Marketplace



Sabina Lammert
Independent trainer, consultant
and presenter



Working with projektmagazin is immensely rewarding for me. The additional listing on the expert marketplace of projektmagazin brought me several orders. Most of these were clients who had a topic they wanted to move forward with, but did not yet know who could support them.

Are you looking for good employees? Book your job ads in a top combo!

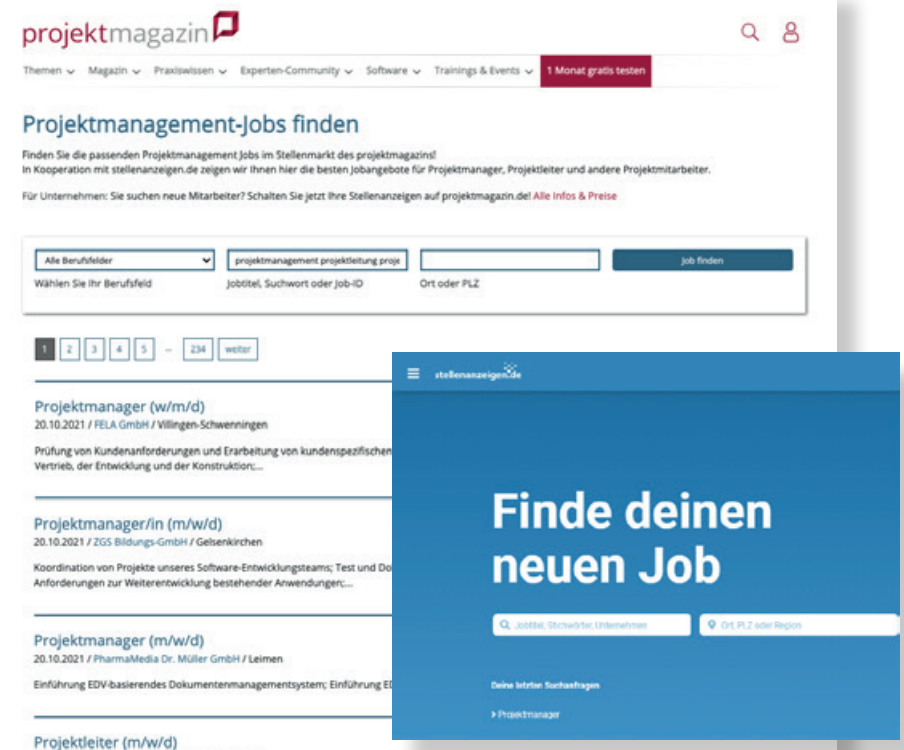
We place your ad on **stellenanzeigen.de** and in the **job market of the projektmagazin**. (Info under the link)

- Creation in individual layout
- Your company logo on the results lists
- Quality check of your job advertisement
- Increased reach through numerous network and cooperation partners (e.g. „Google4Jobs“), programmatic advertising and advertising and retargeting
- „Jobs by mail“ to subscribers
- of Stellenanzeigen.de
- Plus many other advantages, just contact us!

Our tip: Additional newsletter or banner advertising on [projektmagazin.de](https://www.projektmagazin.de), please contact us for a special price.

Offer prices for the job advertisement combination

- Running time 30 days: €999 / advertisement
- Running time 60 days: €1,099 / advertisement



Use our social media presence for your content!

For an even more intensive exchange with our fans and all interested parties, we use our social media channels and provide information through professional articles, methods, event offers and more.

Please contact us for a possible advertising use, for example in connection with an advertorial!



- 🐦 [Twitter](#) with 5,927 followers
- in [LinkedIn](#) with 2,599 followers
- f [Facebook](#) with 1,314 subscribers
- ⌘ [Xing](#) with 407 followers
- 📷 [Instagram](#) with 152 followers

We are happy if you also follow us and share our posts on your social media pages as well!

JETZT ERST RECHT!

MORE THAN EVER!
Acting courageously
in uncertain times



PMWelt

Mutig handeln
in unsicheren Zeiten!

München
4. Mai 2023

Information and registration
– only in German –

We look forward to hearing from you!

projektmagazin

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Sales tax identification number
According § 27a Sales Tax law: DE278555572
Commercial register no. HRB192485

Your contact for all advertising questions



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Appendix and abbreviations

Advertorial

- An advertorial is an advertisement in the form of an editorial article. It offers companies the opportunity to present their products, services, company profile or other information to a broad public. Advertorials are particularly suitable for presenting products or services that require explanation. The customer is responsible for the text and layout. The specifications of the project magazine must be observed.

Visits

- Visits are successive page impressions within a defined period of 30 minutes. A visit is considered to have ended if no element of a page is called up for 30 minutes.

CMP / TKP

- The abbreviation CPM ("TKP" in German) means Cost per Mille and describes the costs per 1,000 impressions. The CPM of € 70 means that you pay € 700 for 10,000 ad impressions.

Price of the offers

- All offer prices in the media data are net plus VAT.

Photos

- Courtesy Adobe Stock, freepik.com, projektmagazin.de

GTC

- Here you can download the General Terms and Conditions in German as a [PDF](#).

**Together with you, we start
into the new business year 2023**

