

projektmagazin

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

MEDIAKIT 2025

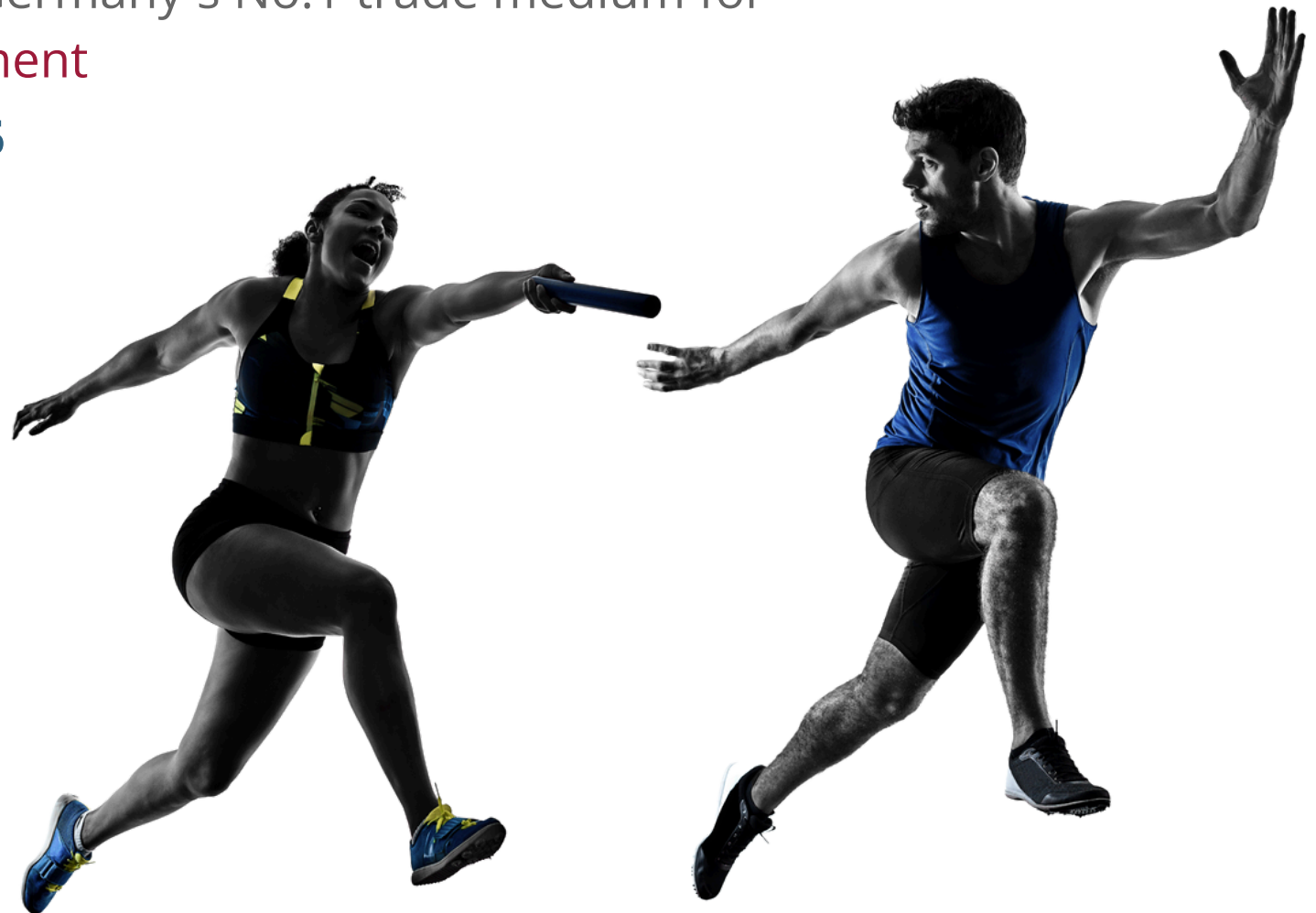
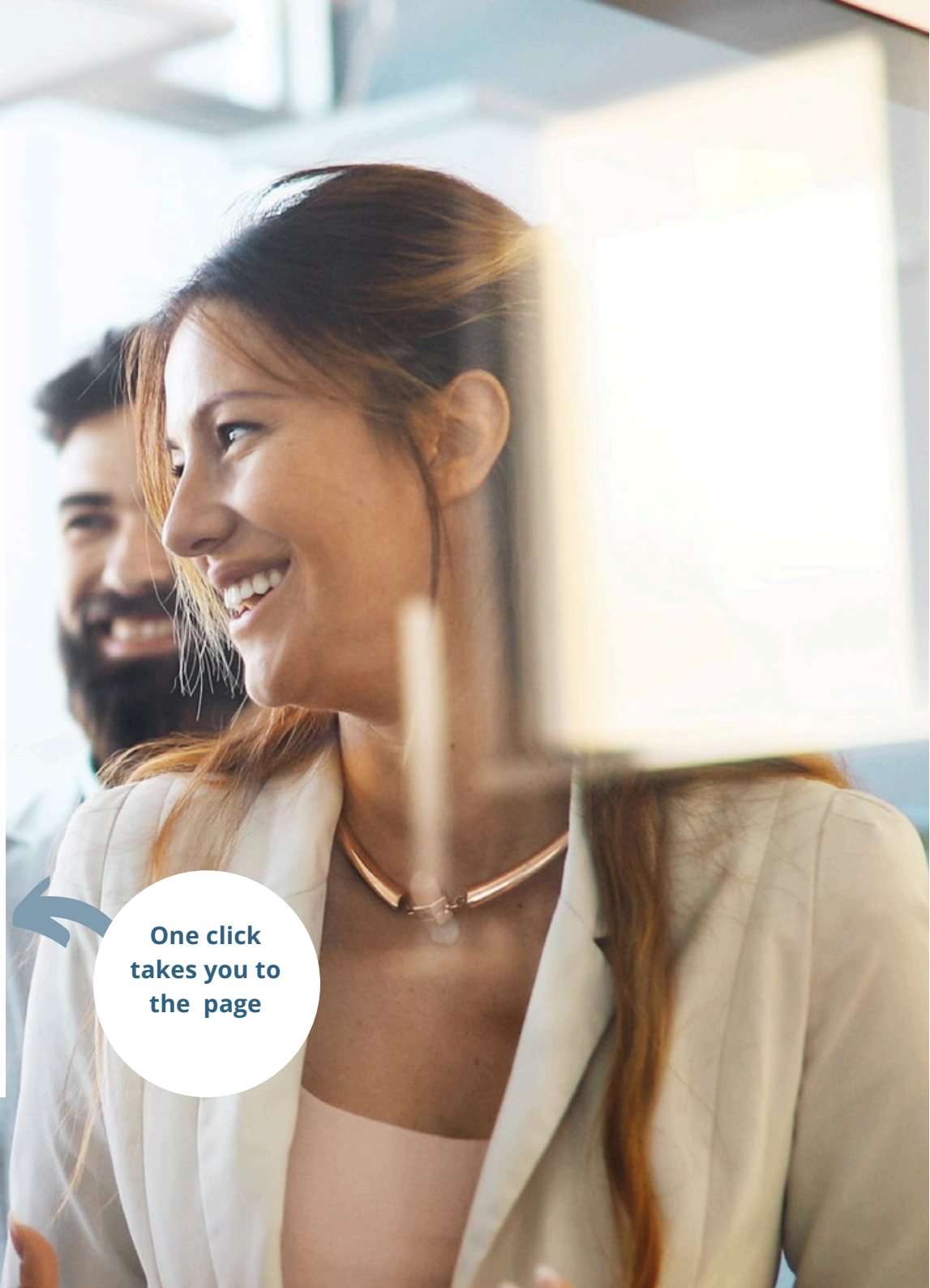


Table of contents

Welcome	3
Ranking	4
Target group and new reader survey	5
What we offer to our readers	10

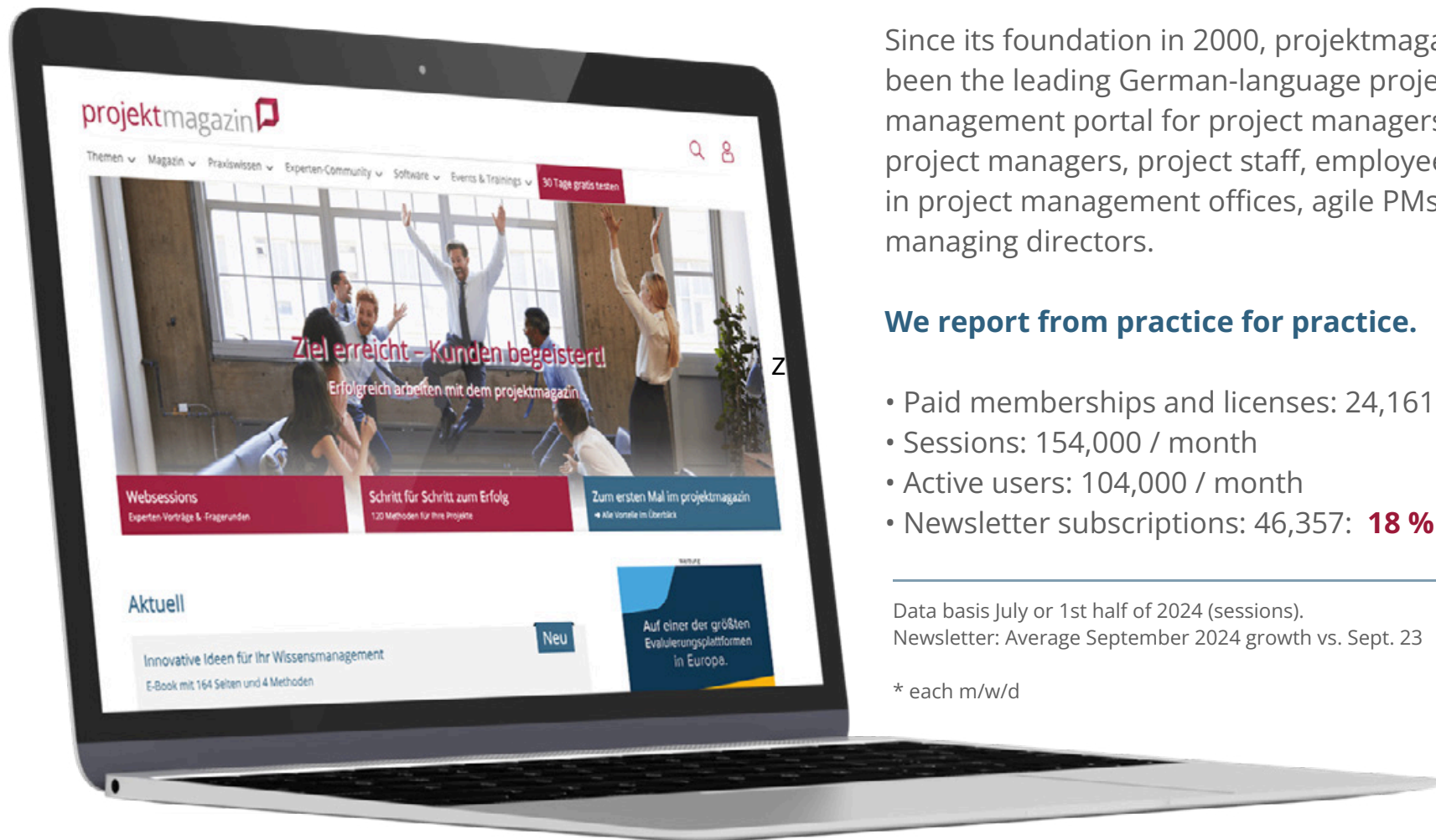
Our offer for your communication

Newsletter advertising formats	11
Native Ad combination	13
Advertising in the spotlight	14
Stand-Alone-Newsletter	16
Display advertising / banner advertising	19
Lead-Generation: Whitepaper	22
Lead-Generation: Websession	23
Advertorial	25
Marketplaces for software and experts	27
Social Media Integration	32
PM Welt 2025	34
Appendix, abbreviation, GTC	35
Contact	36



One click
takes you to
the page

Advertise on the leading portal for project management! (DACH)



Since its foundation in 2000, projektmagazin has been the leading German-language project management portal for project managers*, project managers, project staff, employees in project management offices, agile PMs and managing directors.

We report from practice for practice.

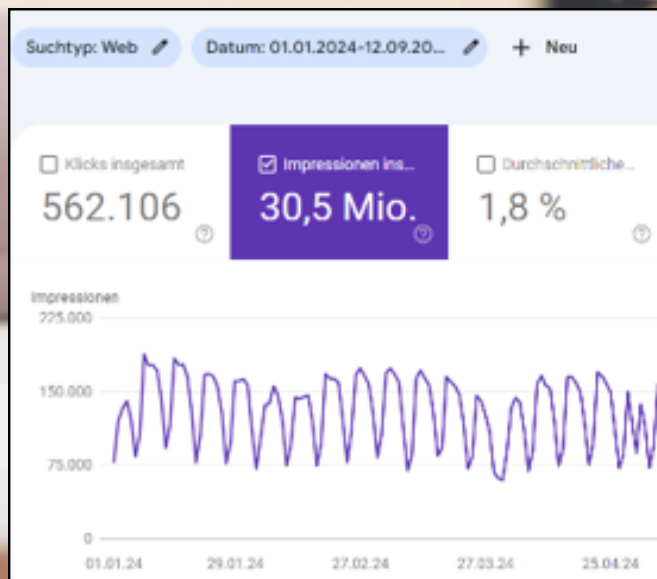
- Paid memberships and licenses: 24,161
- Sessions: 154,000 / month
- Active users: 104,000 / month
- Newsletter subscriptions: 46,357: **18 % growth**

Data basis July or 1st half of 2024 (sessions).
Newsletter: Average September 2024 growth vs. Sept. 23

* each m/w/d

Benefit from our top Google rankings with your advertising:

2nd place in “Project management” and “Project management software”, 250 * further placements at 1 and 2!



Screenshot: Impressions projekt magazine
across all search terms in the period 1.1.-12.9.24

*450 terms in the top 3 search results, of
which 272 terms average below 2.0

Source: Google Analytics / Semrush 12.9.24

With the projektmagazin you reach exactly your target group



Advertising without wastage:

Since its launch, a paid content model has proven itself at projektmagazin: Our readers pay for high-quality, up-to-date content on project management and related topics. An ideal environment for strong brands and exciting news!

Our target group consists of:

- Project leaders
- Project managers
- Managing directors
- Project staff
- PMO Project Management Offices Managers
- employees in PMOs and
- Employees from the agile environment

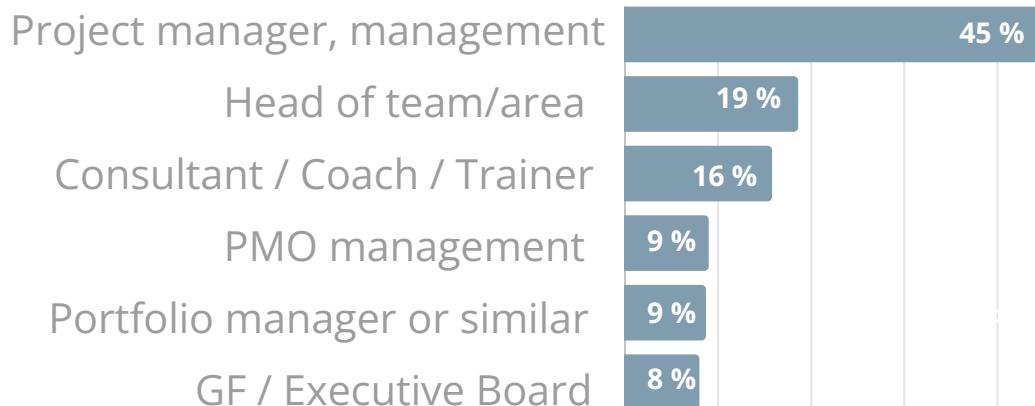
We will be happy to support you in choosing the right communication activities!

NEW!

New 2024 survey confirms high-caliber readership!

In summer 2024, **1,180** readers took part in an extensive online survey. The results help us to get to know the needs and challenges even better. They also demonstrate the high quality as an advertising medium for target groups in PM and corporate management:

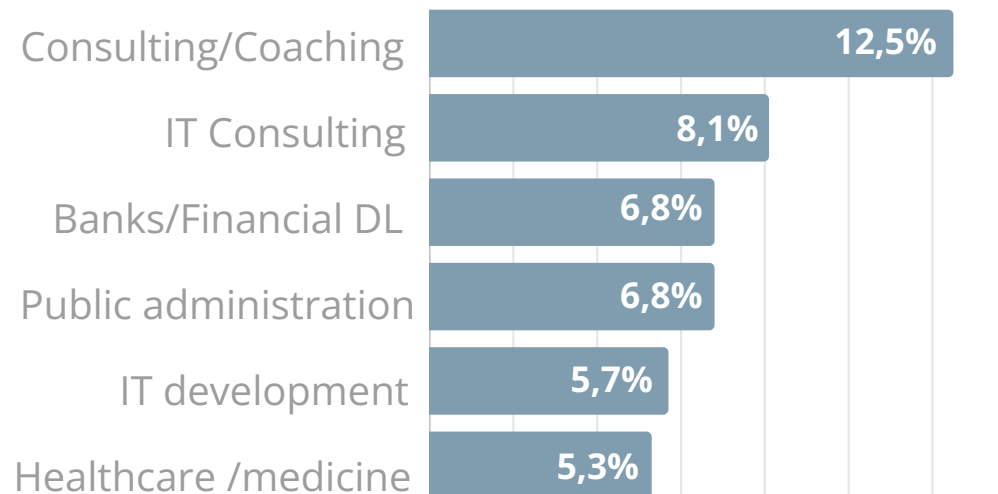
Our readers are often in management positions...



Our readers are / have:

- **98 %** are currently employed
- **48 %** have management responsibility
- **90 %** with advanced PM know-how or experts
- **83 %** involved in IT or digitalization projects

In the most diverse sectors:



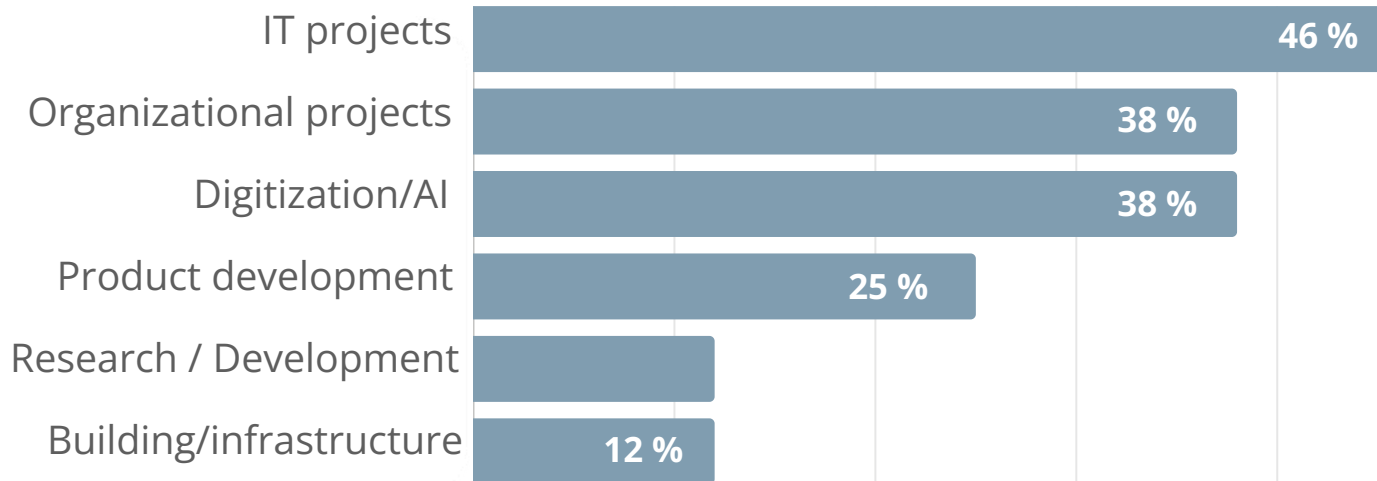
Geographical and technical distribution, type of project work

We address the entire project management community

- The project magazine is published with **93,4 %** and is widely read in the **DACH region** 75,5 % **Germany**, 7,7 % **Austria** and 10,2 % in **Switzerland**.
- The majority of page views are from **desktop 72%**, mobile 27% and tablet 1%.

- For 61.5% of respondents, **project work takes** up 70% or more of their working time.
- At **50%**, hybrid methods are predominantly used **methods** are used, 31.5 % classic and 15 % agile.

What projects do you carry out?



Sources:
Internal data (09/2024) and
reader survey June/July 2024
(1,180 participants)

Reader survey 2024: Use of services and challenges

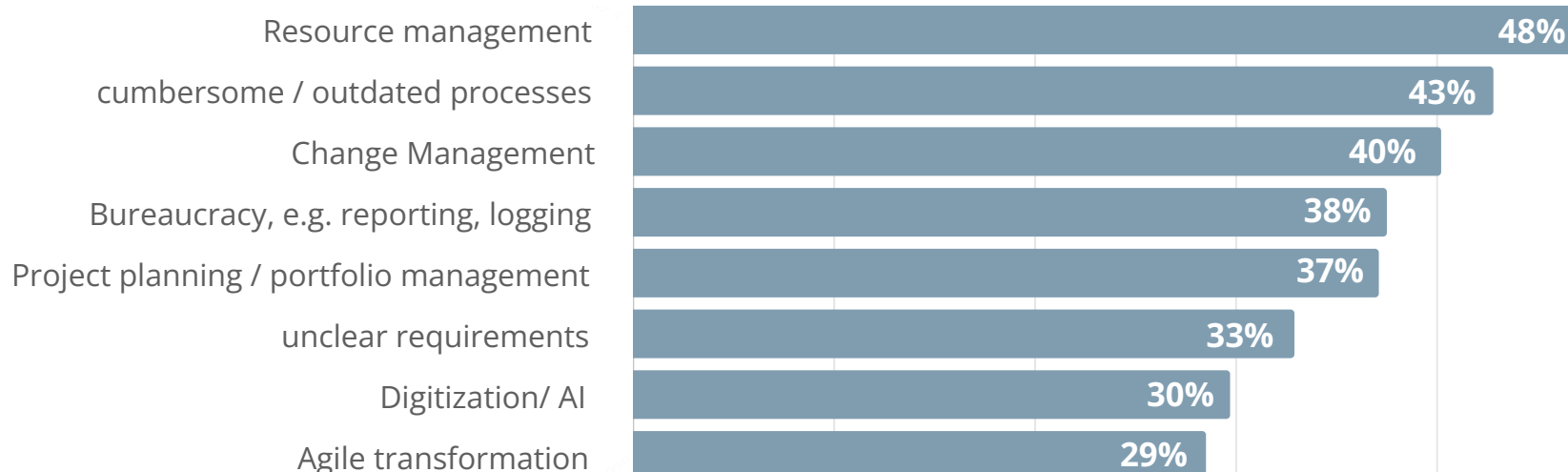
The expertise of our readers in project management:

- **62 %** like to use external networking events and functions to exchange ideas.
- **28 %** like to use interactive offers such as web sessions.

Strong reader loyalty, high recommendation:

- **32 %** visit the project magazine weekly or more often,
- **75 %** at least monthly.
- **72 %** of respondents are very likely to recommend projektmagazin to others.

The biggest challenges currently facing our readers are



Reader survey 2024: Company size, investments and further training

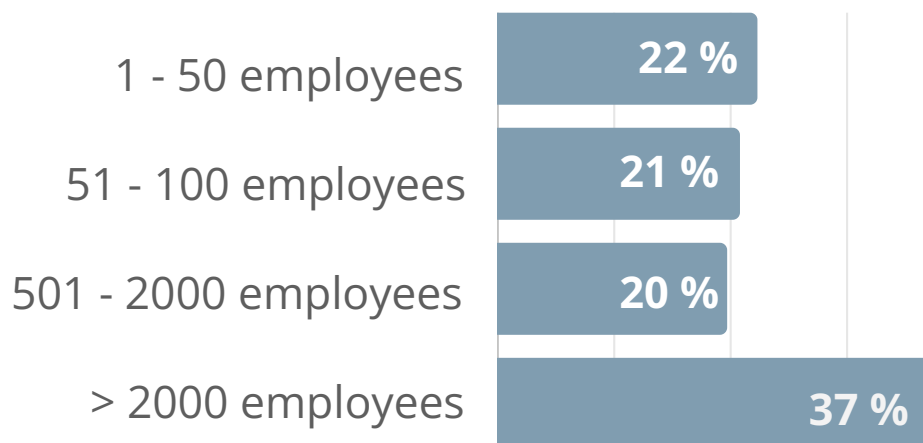
Our users are decision-makers

- **56 %** are involved in decisions in an advisory capacity,
- **16 %** are authorized to make decisions themselves.

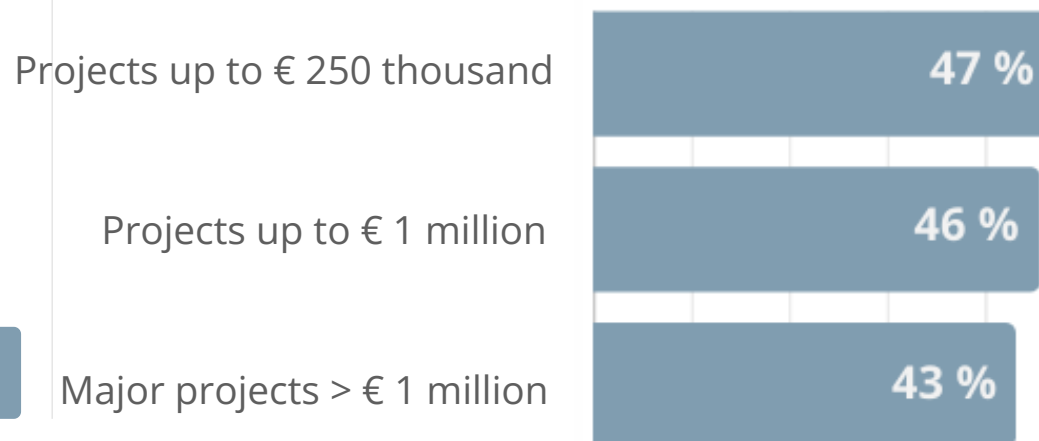
A lot is invested in further training!

- **59 %** are planning to train themselves or their team in the project management in the near future,
- **25 %** have training budgets, in some cases for entire teams. **22 %** of which state € 10,000 and more.

Company size of the respondents



Scale of the projects (multiple answers possible)



Source: Reader survey June/July 2024 (1,180 participants)

Lots of know-how. Clearly presented.

This is what we offer our readers:

1. A knowledge base with over **2,700 specialist articles** on all topics relating to project management.
2. **315 methods**, checklists, tools and templates as practical working aids.
3. **532 Marketplace entries** with offers in the field of industry software, service providers (companies) and experts in the project environment.
4. An unrivaled **glossary** in which over **1,771** German and English technical terms are competently explained from A to Z.
5. An **up-to-date calendar** of important industry events.
6. A **growing database** with currently **113** videos on current project management topics.
7. Pragmatic **method profiles** as a valuable aid for everyday project work.
8. Exclusive **expert consultation** hours for our members.
9. NEW: Since 2024, all new articles are also available as **audio articles**.
10. Planned for 2025: the projektmagazin **chatbot**, let us surprise you!

We are right about that: 72 % of our members recommend us to others!

Newsletter advertising formats: attractive push medium for your advertising message

Our newsletters with different focal points reach **46,357 subscribers** (Sept. 2024
+18 % compared to Sept. 2023)

1. **Spotlight Newsletter** (monthly, exclusive advertising package)
2. **Portal Newsletter** (monthly, one Native Ad Premium placement)
3. **Ausgaben (issue) Newsletter** (up to 5 native ads every 14 days)
4. **Methods Newsletter** (up to 3 native ads per month)
5. **New from 2025:** Stand-Alone-Newsletter, see page 16

Description of the newsletter: page 18

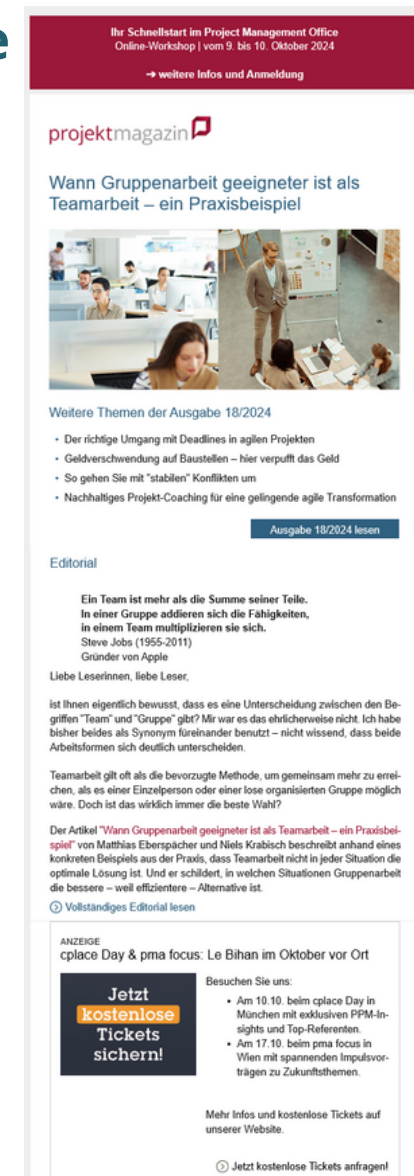
Newsletter dates: see overview on page 17

In the first half of 2025, a **relaunch of our newsletter** is planned, with new
and slightly modified ad placements.

The status of the premium placements will be retained.

Further information will follow or contact us!

Current availability and booking [online](#).



Offers in the editorial newsletter

Graduated offer prices according to type and placement:

- **Spotlight advertising package:** Premium in NL + Portal 2.090,- €
- **Premium Native Ad** (Portal-NL): 1.490,- €
- **Premium placement** (Ausgabe/Methods): 1.490,- €
- **Exclusive Native Ad combination:**
 - Position #2 in Ausgabe NL + placement on Portal (p.13): 1.390,- €
 - Position #2 in Methods Newsletter: 1.090,- €
 - Placement position 3 / 4: 860,- €
 - Lower placement in Ausgaben-Newsletter: 499,- €
- **New: Social Media integration** (p. 32f) ab 250,- €

Discount quantity scale:

from 3 bookings 10% discount, from 6x 15% discount on normal placements

"Premium", "Stand-Alone" and social Media not discountable.

Instructions for implementation:

Convenient data entry via online form with preview function:

Image (210 x 158 px) + headline + text with 250 characters + call-to-action

Social Media: Limited offer 2 / month. Implementation: Combination of headline, image and CTA. Individual solutions from € 99,- surcharge (see p. 33).

Further information and advice available on request.

projektmagazin 

Selbstorganisierte Teams: So zündet die Zusammenarbeit richtig



Premium-Platzierung (Pos. #1)

Standardplatzierungen (Pos. #2-#4)

Platzierung unten (Ausgaben-NL)

Additional placements and new formats planned as part of the newsletter relaunch in the first half of 2025.

Native Ad combination

Combination of offers in the environment Expenditure:

- Native Ad "Tile" on the start page of the current issue:
- Fixed placement desktop + mobile (Screenshot left)
- Term corresponding to the issue (usually 14 days)
- Native ad display in **Position 2** in the newsletter (right screenshot)

Offer price for combination:

€ 1.390,- / issue

Current availability and booking online.

projektmagazin

Ausgabe 17/2024

„Auch die längste Reise beginnt mit dem ersten Schritt.“
Chinesisches Sprichwort

Liebe Leserinnen und Leser,

Objectives and Key Results (OKR) in ein Unternehmen einzuführen gleicht einer Reise mit einigen Herausforderungen und Fragezeichen.

[Weiterlesen](#)

Der Weg zu erfolgreichen OKRs – ein Praxisbericht

NEU: Kurze Lernschleifen, gute Abstimmung von Team- und Unternehmenszielen sowie ein effizienter OKR-Setup-Prozess – bis diese Ziele erreicht waren, mussten einige Hürden überwunden werden. Spannende Einblicke als Anregung für die eigene OKR-Reise.

[Zum Artikel](#)

Dem Ärger richtig Luft machen

NEU: Verdrängen Sie Ihren Ärger nicht! Nutzen Sie ihn als Handlungsimpuls und erkennen Sie die Bedürfnisse dahinter. Mithilfe von Bedürfnispyramide und Inselmodell führen Sie (Streu-)Gespräche im Team konstruktiv und vermeiden unnötigen Ärger.

[Zum Artikel](#)

Wie kluge Dokumentation vor falschen Erinnerungen schützt

NEU: Unser Gedächtnis kann uns täuschen. Mit unseren 5 Tipps zur klugen Dokumentation wappnest du dich sowohl gegen deine eigenen als auch gegen die falschen Erinnerungen anderer und machst deine Projektarbeit dadurch viel weniger konfliktanfällig.

[Zum Artikel](#)

Nutzen Sie Widersprüche als Chance

In Projekten gehören unterschiedliche Interessen und widersprüchliche Anforderungen zum Tagesgeschäft. Nutzen Sie diese Widersprüche positiv als Teil agiler Führung! Die Methode Dragon Dreaming unterstützt Sie z.B. bei der Projektplanung.

[Zum Artikel](#)

ANZEIGE

Frische Impulse für Ihre Projekte: Jetzt vorbeischaun!

- Zertifizierungstraining Professional Scrum with Kanban (PSK II): Erhöhen Sie die Wertschöpfung von Scrum Teams.
- Jira – für ein effizientes Projektmanagement: Dashboards, Workflows, Berichte und mehr.
- Fernkurs Projektmanagement kompakt


[Neue Seminare entdecken](#)



Hybrides Projektmanagement – das Beste aus 2 Welten vereinen
Online Seminar | 19. bis 24. September 2024
→ Alle Infos und Anmeldung

projektmagazin

Der Weg zu erfolgreichen OKRs – ein Praxisbericht



Weitere Themen der Ausgabe 17/2024

- Dem Ärger richtig Luft machen
- Wie kluge Dokumentation vor falschen Erinnerungen schützt
- Nutzen Sie Widersprüche als Chance
- So motivieren Sie Ihr Team mit dem SCARF-Modell

[Ausgabe 17/2024 lesen](#)

Editorial

Auch die längste Reise beginnt mit dem ersten Schritt.
Chinesisches Sprichwort


Liebe Leserinnen und Leser,

Objectives and Key Results (OKR) in ein Unternehmen einzuführen gleicht einer Reise mit einigen Herausforderungen und Fragezeichen.

Haben Sie auch schon OKR-Reisepläne? Stehen Sie vielleicht noch am Anfang eines OKR-Prozesses oder sogar bereits mittendrin? Aber auch wenn Sie erst die Erfahrungen anderer beobachten wollen, möchte ich Ihnen unseren Leitartikel **„Der Weg zu erfolgreichen OKRs – ein Praxisbericht“** wärmstens ans Herz legen.

[Vollständiges Editorial lesen](#)

Wie kluge Dokumentation vor falschen Erinnerungen schützt
Saskia Hablasch




NEU: Unser Gedächtnis kann uns täuschen. Mit unseren 5 Tipps zur klugen Dokumentation wappnest du dich sowohl gegen deine eigenen als auch gegen die falschen Erinnerungen anderer und machst deine Projektarbeit dadurch viel weniger konfliktanfällig.

[Zum Artikel](#)

[Ausgabe lesen](#)

ANZEIGE

Frische Impulse für Ihre Projekte: Jetzt vorbeischaun!



- Zertifizierungstraining Professional Scrum with Kanban (PSK II): Erhöhen Sie die Wertschöpfung von Scrum Teams.
- Jira – für ein effizientes Projektmanagement: Dashboards, Workflows, Berichte und mehr.
- Fernkurs Projektmanagement kompakt

[Neue Seminare entdecken](#)

Native Ad premium placement

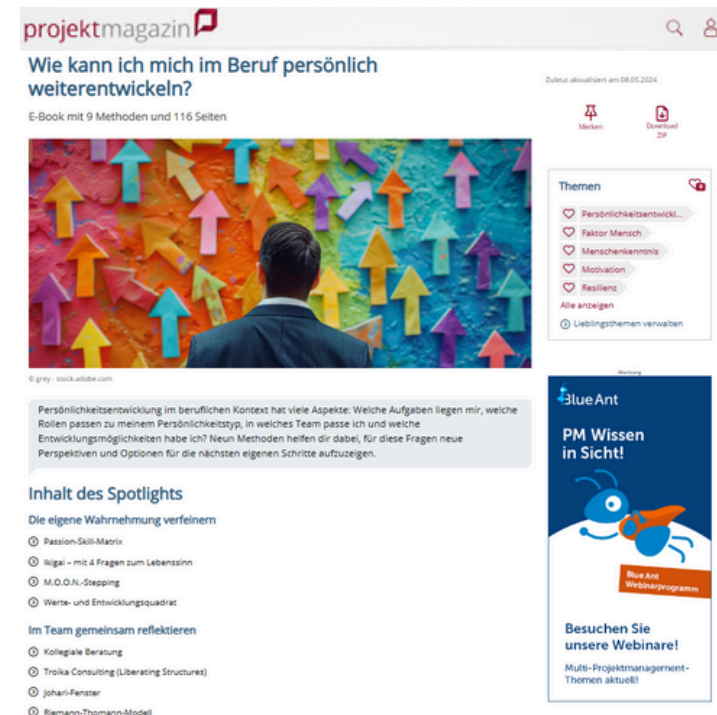
Your ads in the 'Spotlight': our special editions with the best articles on important topics

The comprehensive advertising package includes:

- Exclusive and large-format native ad (image + 250 characters) in the stand-alone Spotlight newsletter
- Separate "Spotlight" navigation point on the website
- Exclusive banner placement in the e-books/spotlight section in half page format
- 1 month on the Spotlight home page
- 6 months on the detail page of the Spotlights
- Topic-related placement, reach your target group without wastage

Offer price: 2.090,- €

not dicountable



Spotlight with exclusive half-page banner on the projektmagazin website

Topics and dates of the 2025 Spotlight issues

Monat	Termin	Thema
January	15.01.	Team leadership
February	12.02.	Methods for decision-making
March	12.03.	Emotions in the project
April	09.04.	AI in project management
May	07.05.	Solving conflicts constructively
June	04.06.	Efficient work organization
July	02.07.	Project management in public administration
August	30.07.	Change Management
September	10.09.	Creativity methods
October	08.10.	Top Management Attention
November	05.11.	Excel toolbox
December	03.12.	Lean processes / Lean Management

Limited availability. Alternative: Native-Ad Combi
Current newsletter availability and requests [online](#).

Das Einmaleins der Retrospektiven – Teamarbeit erfolgreich reflektieren



Lieber Herr Reinisch,

In kleinen Schritten gemeinsam stetig die Zusammenarbeit reflektieren und verbessern – das gelingt Teams mithilfe von Retrospektiven. Erfahren Sie, wie Sie Retros nicht nur in agilen Kontexten erfolgreich einsetzen. Entdecken Sie abwechslungsreiche Methoden und Formate, mit denen Ihre Retros nie langweilig werden. Lassen Sie sich zum Beispiel von einer KI wie Chat-GPT unterstützen!

[Spotlight lesen](#)

ANZEIGE

Unsere TOP-Kunden berichten live beim pm-smart Jahres-event...



Es ist wieder so weit – ergreifen Sie die Chance und die optimale Gelegenheit, sich mit unseren Top-Kunden wie Wienerberger AG / Austro Control & Steirische Landesverwaltung über pm-smart und den Einführungsprozess am 29.02.2024 auszutauschen!

[Infos & Anmeldung zum kostenlosen Event](#)

Integration of the native ad in the Spotlight newsletter

NEW!

New offer: stand-alone newsletter

Use the projektmagazin as a door opener for your exclusive advertising message to an attractive target group!

We are the sender and **your offers are the focus:**

You determine the subject, content, an image and the main link, which is integrated via various elements in the email. You can also add up to 3 additional specific links (URLs or e-mail addresses).

We provide the framework and require 2 weeks' notice for checking and implementation.

Limited offer:

- One mailing per month, dates by arrangement
- Pre-booking rights for partners of projektmagazin in 2025
- limited number per customer

Graduated price depending on recipient file:

- Large mailing list with approx. 38,000 addresses
- approx. € 197 per thousand recipients
- Reduced mailing list with approx. 19,000 addresses
- approx. 210 € per thousand recipients

7.490,- €

Special prices at the start

3.990,- €

Special distribution lists or selections possible on request. Requests for the large mailing list are preferred, as are customers with ad placements in editorial projektmagazin newsletters in 2025.



Entwurfslayout

Newsletter dates 2025

Monat	Termine					
January	08.01.	15.01.	22.01.	27.01.	29.01.	
February	05.02.	12.02.	19.02.	24.02.	26.02.	
March	05.03.	12.03.	19.03.	24.03.	26.03.	
April	02.04.	09.04.	16.04.	23.04.	28.04.	30.04.
May	07.05.	14.05.	19.05.	21.05.	28.05.	
June	04.06.	11.06.	16.06.	18.06.	25.06.	
July	02.07.	09.07.	14.07.	16.07.	23.07.	30.07.
August	20.08.	25.08.	27.08.			
September	03.09.	10.09.	17.09.	22.09.	24.09.	
October	01.10.	08.10.	15.10.	20.10.	22.10.	29.10.
November	05.11.	12.11.	17.11.	19.11.	26.11.	
December	03.12.	10.12.	15.12.	17.12.		

Color code

Ausgaben-Newsletter

Portal-NL

Spotlight-NL

Methoden-NL

Description of
newsletter types see
page 18.

**Current availability
and booking [online](#).**

Four newsletters with different focuses for 46,357 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 **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 **Methoden-Newsletter** exclusively informs about current methods in project management and is supplemented with an overview of the current whitepaper topics.

* Subscribers as of September 2024, one address file for all newsletter types.

Display Advertising / Banner advertising desktop + mobile

We offer

- Term bookings with fixed placements (limited offer)
- Individual runtime and topic placement
- **NEW:** affordable run-of-site packages

Supersize Banner	728x90 Pixel
Medium Rectangle	300x250 Pixel
Half Page Banner	300x600 Pixel
Mobile Banner	300x125 Pixel
(included in all placements)	

Banner formats:

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

Relaunch planned for mid-2025, new formats are planned. We look forward to receiving your inquiries for an individual consultation!

The screenshot displays the homepage of projektmagazin. At the top, there's a navigation bar with links for Themen, Magazin, Praxiswissen, Experten-Community, Software, Seminare & Events, and Mitgliedschaft. Below this, the main content area features a large article titled 'Ausgabe 19/2024' with a quote from Michio Kaku. To the right, there's a profile for Hannah-Magdalena Bütow. Below the main article, there are several smaller banners and articles, including 'Produktionsoptimierung mithilfe eines digitalen Zwillings', 'How to KI', 'Integrierte Projektaffinität (IPA) als innovatives Vertragsmodell fürs Projekt', and a Planforge advertisement for 'PROJEKT & PORTFOLIO MANAGEMENT TOOL'. Each article or banner includes a title, a brief description, and a link to the full article.

Banner advertising on the issue home page

Display Advertising: Banner runtime bookings

The term bookings include a fixed placement on the respective start pages.
We recommend early booking.

	Medium RA	Half Page	Supersize Banner	Native Ad
Homepage	870,- €	1.250,- €	870,- €	-
Software marketplace (Homepage)	420,- €	-	-	-
Expert marketplace (Homepage)	300,- €	-	-	-
Ausgaben/Issue (Homepage)	750,- €	1.050,- €	-	1.390,- €
Spotlight (Package price)	2.090,- €	-	-	(14 Tg.)
Run-of-Site monthly package* 20.000 Ad Impressions	990,- €	-	-	-

Homepage advertising forms subject to change (relaunch mid-2025).

Offer period 1 month / 30 days (minimum). Exception native ad: one issue (usually 14 days).

Individual banner advertising according to CPM see page 21

Spotlight promotion see page 14f

Native ad: combination with newsletter, see page 13

* Run of site package: Display in high-reach topics 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 **€85** (topic clusters) or **€60** run of site.

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

Our topic clusters

Agile project management
Automotive
Construction
Leasanship
Commerce
Mind Mapping
Microsoft Tools
Multiproject- /Portfolio management
Public sector
Pharmacy PM software
PM Software
Process management
Plan, control, monitor (also available as single term)
Project Management Office (PMO)
Risik management
Scrum
Social Competence
Team
Theory of Constraints (ToC)
Certifications

More clusters available, please do contact us!

Lead generation with whitepaper: We take care of the promotion

Present your own content for free download and generate up to 60 high-quality addresses per month*.

The costs are calculated using a **CPL (cost per lead)** model at an offer price of **€ 55**, booking in a package.

The leads consist of the basic data (name + company + e-mail address) and the additional characteristics of company size, country, zip code and function.

Optional further qualification features at an extra charge:

Branch and telephone number each € 5,- / feature further possible on request (transmission if specified, no mandatory fields)

Minimum flat rate: **€ 1,100** incl. 20 basic leads

Duration max. 3 months.

Hosting in the Whitepaper Download Center is free of charge. The promotion includes extensive banner and newsletter advertising, as well as social media references.

* January 2022: Whitepaper "Hybrid project management"



Whitepaper examples

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

Websession

Generative KI im und als Projekt

am 19. September 2024 von 11:00 bis 12:30 Uhr – powered by VDI Wissensforum



© mindscaphephotos - stock.adobe.com

Generative KI bietet viele Chancen zur Beschleunigung von Projekten. Wir stellen bewährte Methoden und Strategien vor für optimale Ergebnisse mit Text- und Bildgeneratoren. Sie erfahren zudem, wie Sie das Erlernte in Ihren Arbeitsalltag integrieren.

Websession

Interested?

See for yourself and be inspired by the current Websession offer:

Upcoming web sessions

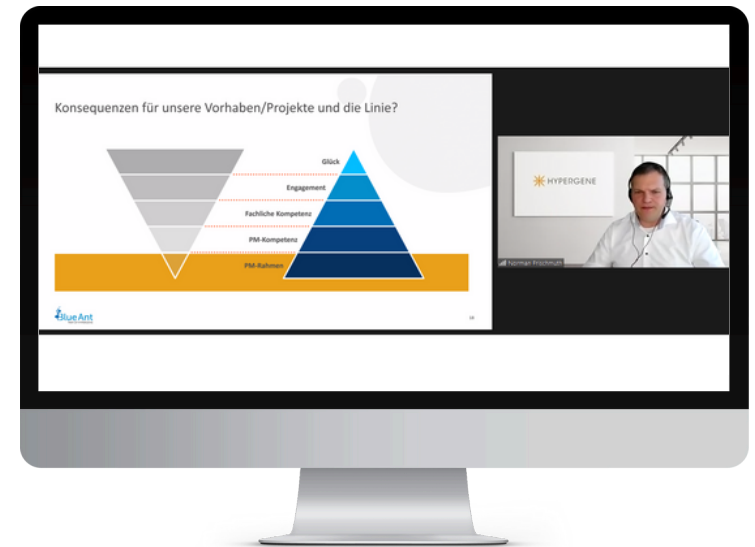
Lead Generation with Websessions: General conditions and offer price

General conditions:

- Lecture and speaker come from the customer and must be German-speaking
- Visitors register free of charge
- Duration: 1 hour, including approx. 15 - 20 min. Q&A (recommended)
- All-round support with satisfaction survey among the participants

Offer prices:

- Base price: € 3,900 with up to 75 leads
- further leads: 50,- €
- larger packages on request
- Flat rate for recording and rights of use: € 250



Websession-Vortrag per Zoom



► **Nachhaltiges Multiprojektmanagement Schritt für Schritt aufbauen - So geht's**
Der Fachkräftemangel fordert viele Unternehmen: Ressourcen sind knapp, doch die Anforderungen in den Projekten steigen. Hier angemessen zu planen, kommt vielen wie die Quadratur des Kreises vor. Ihnen auch? Dann ist diese Websession perfekt für Sie!

Integration of the websession
lecture as a video on the website



Watch video

Limited offer, please contact us early if you are interested!

Lots of attention for your content - the advertorial

With the advertorial editorial on our homepage and 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 the LinkedIn Social Media channel! (see p. 31)

Hybrides Projektmanagement: Verknüpfung etablierter Projektmanagement-Ansätze mit neuen Methoden

VDI Wissensforum

Klaus Knechten ist Diplom-Kaufmann der RWTH in Aachen und verfügt über mehr als 25 Jahre Berufserfahrung in Industrie, Dienstleistung, Unternehmensberatung und Training. Seit Mitte der 90er Jahre ist er durchweg in Führungspositionen tätig. Als Spezialist für Management, Führung, Organisations- und Personalentwicklung, Projekt- und Prozessmanagement sowie als Experte in organisatorischen Neuausrichtungen leitet und begleitet er seit vielen Jahren komplexe und anspruchsvolle Projekte. Beim VDI Wissensforum leitet er unter anderem das Seminar *Hybrides Projektmanagement*. Was versteht man darunter und wie kann man es erfolgreich implementieren, darüber sprachen wir mit ihm im Interview.

Die Arbeitswelt ist in ständigem Wandel. Um sich in der Geschäftswelt erfolgreich durchzusetzen, genügt es heutzutage meistens nicht mehr, sich lediglich auf umfangreiches Fachwissen zu verlassen. Für Führungskräfte und Projektverantwortliche kommt es immer mehr darauf an, mit den eigenen persönlichen Kompetenzen zu überzeugen.

Als führender Anbieter für die Weiterbildung von Fach- und Führungskräften im technischen Umfeld bietet das VDI Wissensforum Vorsprung durch Wissen und vermittelt fundiertes Know-how durch Seminare und Trainings in nahezu jeder technischen Disziplin. Wählen Sie [hier](#) den Bereich aus, in dem Sie sich weiterbilden möchten.

Hybrides Projektmanagement: Verknüpfung etablierter Projektmanagement-Ansätze mit neuen Methoden

Klaus Knechten ist Diplom-Kaufmann der RWTH in Aachen und verfügt über mehr als 25 Jahre Berufserfahrung in Industrie, Dienstleistung, Unternehmensberatung und Training. Seit Mitte der 90er Jahre ist er durchweg in Führungspositionen tätig. Als Spezialist für Management, Führung, Organisations- und Personalentwicklung, Projekt- und Prozessmanagement sowie als Experte in organisatorischen Neuausrichtungen leitet und begleitet er seit vielen Jahren komplexe und anspruchsvolle Projekte. Beim VDI Wissensforum leitet er unter anderem das Seminar *Hybrides Projektmanagement*. Was versteht man darunter und wie kann man es erfolgreich implementieren, darüber sprachen wir mit ihm im Interview.

Herr Knechten, stellen Sie sich bitte kurz vor.

Schon seit Studienzeiten an der RWTH in Aachen bewegt und beschäftigt mich das Thema Projektmanagement ununterbrochen bis heute.

Seit dieser Zeit unterstütze ich meine Kund*innen in herausfordernden Projekten als Moderator, Trainer und Coach. Zumeist arbeite ich aber auch als vollverantwortlicher Projektmanager an komplexen Vorhaben, wie etwa Strategieentwicklungen, Krisensituationen, Organisationsprojekte, Digitalisierungen oder Engineering-Projekten mit.

VDI
Wissensforum

VDI Wissensforum

Kontakt



☆☆☆☆☆ 8

Kommentare



The Advertorial

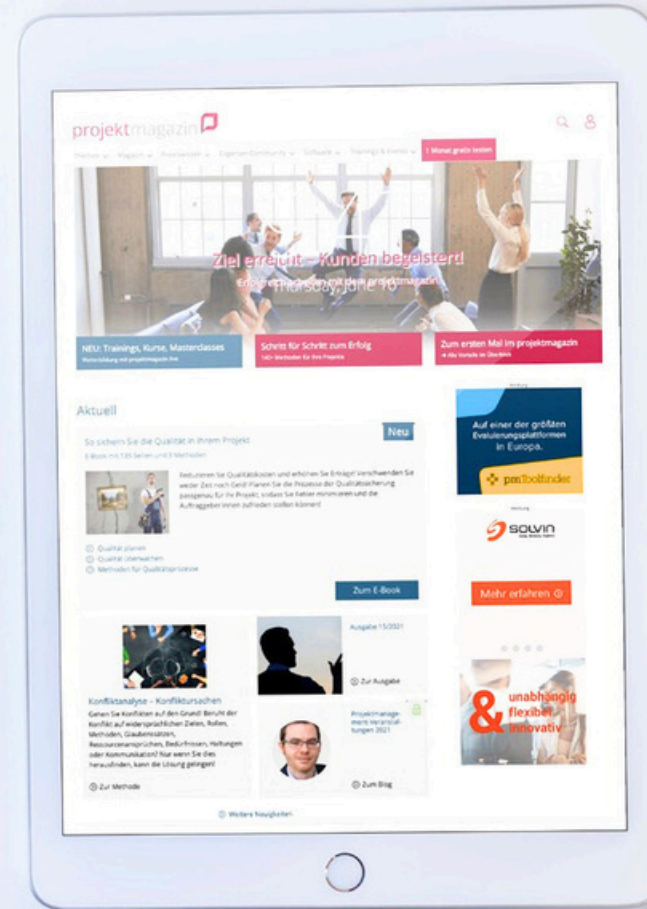
Offer price: 2.590,- €
(from 3.590,- € incl. creation)

All prices are net plus VAT.

25 projektmagazin | Advertorial

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

A head start through know-how.
With **projektmagazin** you are
always up to date and optimally
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 46.357 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 \(people\)](#)

New features 2024:

- Increased SEO measures to increase marketplace traffic
- Redesign of software assessments for even greater transparency
- Enhancement through expert seal

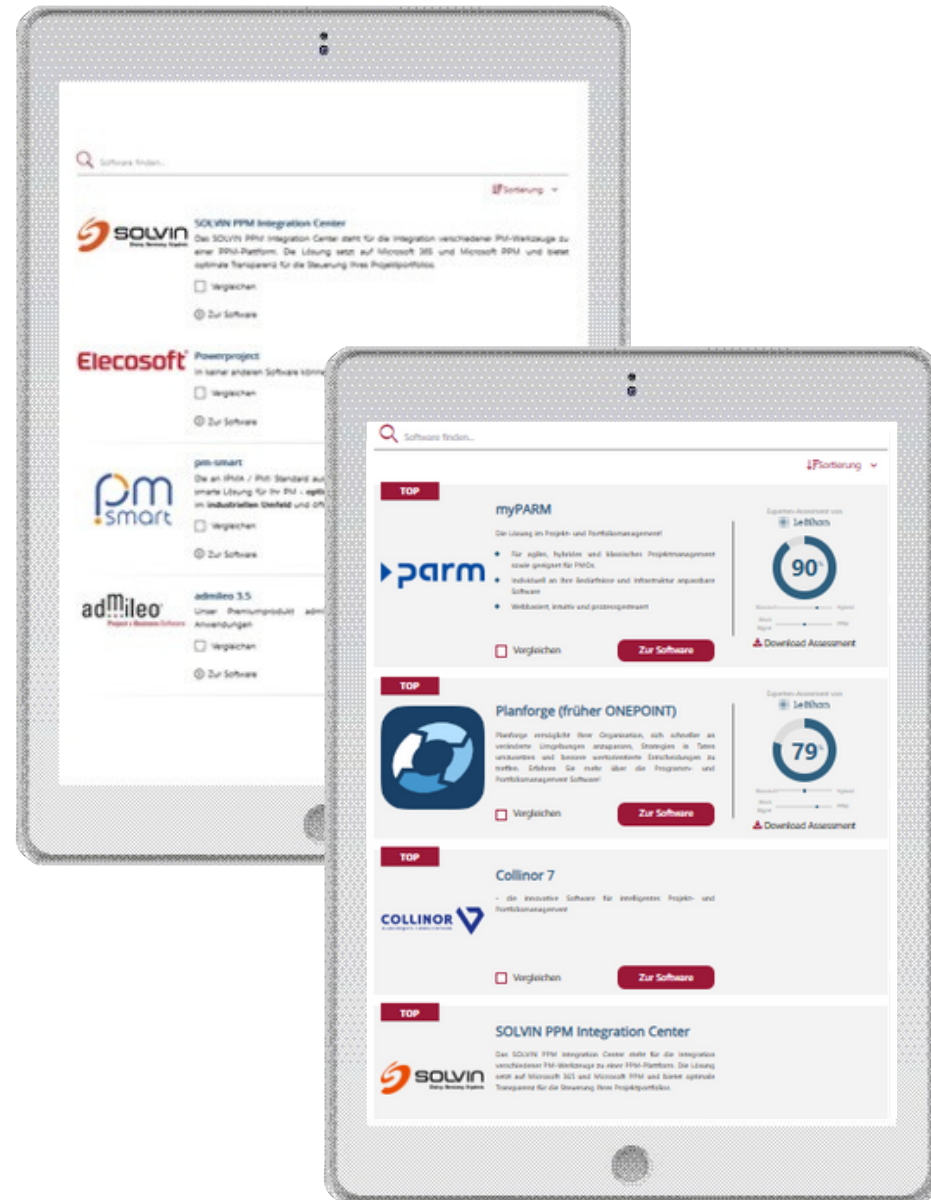
Marketplace for Software

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

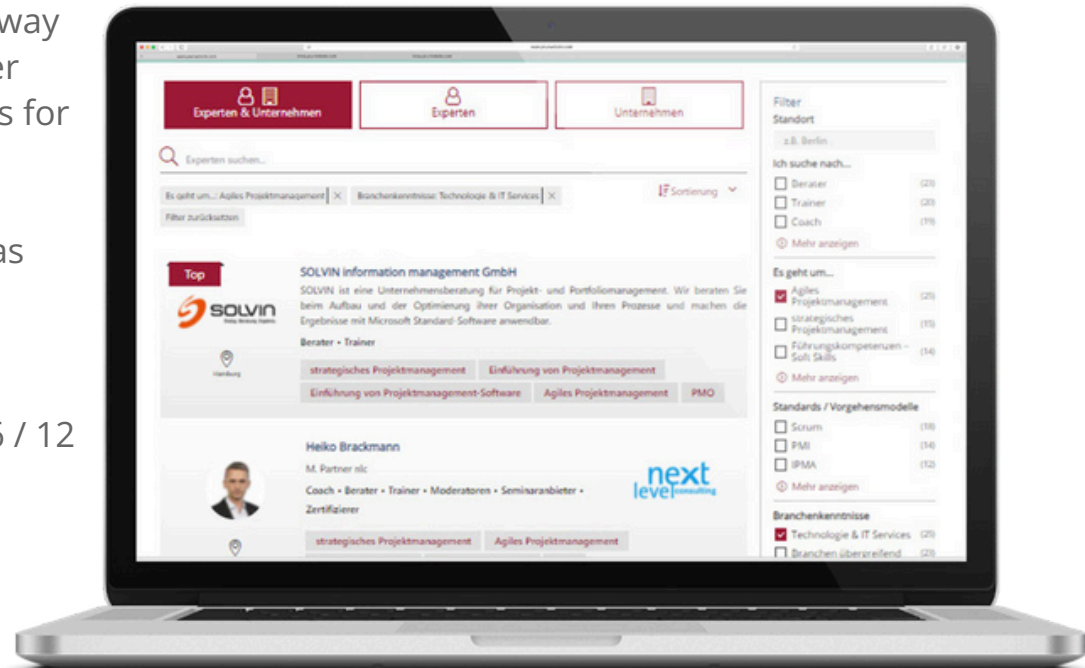
Present yourself where decision-makers are looking for experts

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 (people)**
6 months: €99, 12 months: € 149



Feedback on the expert marketplace



Sabina Lammert
Selbstständige Trainerin, Beraterin
& Moderatorin

For me, the cooperation with projektmagazin is extremely worthwhile. The additional listing on projektmagazin's expert page also brought me several orders. These were mainly clients who had a topic they wanted to make progress on but didn't yet know who could help them.

NEW!

Our new expert seal!

The seal that underlines your expertise and credibility.

Imagine a potential customer visiting your website. Amongst all the information, he discovers the expert seal of projektmagazin - a symbol that immediately creates trust and emphasizes your professionalism. This seal signals: This is a recognized expert who can be trusted. Especially on the Internet, this trust is invaluable.

Your advantages

- The seal can have a positive influence on the decision of potential customers.
- Benefit from the high profile and good name of projektmagazin.
- Use the seal in all your marketing materials to demonstrate your credibility and professionalism.
- Increase your reach and networking within the project management community.
- We renew your seal annually, which underlines your continuous presence and topicality.



Would you like to use the seal?

Book a Premium or Premium+ entry now for you as an expert or for your company and benefit from numerous advantages and features.

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

We place your ad on [stellenanzeigen.de](https://www.stellenanzeigen.de) and in the job market of [projektmagazin.de](https://www.projektmagazin.de).

(More info under the link)

- Creation in individual layout
- Your company logo on the results lists
- Quality check of your job advertisement
- Increased reach thanks to numerous network and cooperation partners (including "Google4Jobs"), programmatic advertising and retargeting
- "Jobs by mail" to subscribers of [Stellenanzeigen.de](https://www.stellenanzeigen.de)
- Plus many other advantages, please contact us!

Our tip:

Additional newsletter or banner advertising on [projektmagazin.de](https://www.projektmagazin.de)

Special offer prices for the job advertisement combination for projektmagazin customers:

- Duration 30 days: 1.090,- € / ad
- Duration 60 days: 1.250,- € / ad

Status Sept. 24, subject to change by our cooperation partner

The screenshot displays the 'Projektmanagement-Jobs finden' website. At the top, there's a search bar with fields for 'Alle Berufsfelder' (dropdown), 'projektmanagement projektleitung proje' (text), and 'Wo?' (text), followed by a 'Job finden' button. Below the search bar, there's a pagination bar showing '1 2 3 4 5 ... 1307 weiter'. The main content area lists several job openings:

- Projektmanager:in (m/w/d)**
13.8.2024 / Spirit Link GmbH / Erlangen
Mit einem starken Team an Deiner Seite gestaltest Du wirksame Kommunikationsprojekte von der ersten Anfrage bis zur erfolgreichen Auslieferung. Es entstehen unter anderem Mailings, E-Detailings, Trailer, Produktbroschüren oder Events...
- Projektleiter (m/w/d) TGA**
13.8.2024 / weisenburger bau GmbH / Karlsruhe
Abstimmung mit Fachplanern und den beauftragten Nachunternehmern; Zusammenarbeit mit der Bau- und Projektleitung; Mitarbeit bei der Kalkulation sowie der Erstellung von Leistungsverzeichnissen; Wirtschaftlichkeitsbewertung der Angebote...
- Projektleiter Innenausbau**
13.8.2024 / PRIORIT AG / Hamburg, Be
Eigenverantwortliche Projektabwicklung wie Freigaben, Montageplanung, Beh...
- Projektleiter (m/w/d) Auto**
13.8.2024 / AVAT Automation GmbH /
Erstellen von Anforderungsanalysen m
Sales-Abteilung inklusive Koordination

The banner features a blue background with the text 'Finde deinen neuen Job' in large white font. Below the text is a search bar with the placeholder 'Jobtitel, Stichwörter, Unternehmen' and a location field with the placeholder 'Ort, PLZ oder Region'. At the bottom, there's a section titled 'Deine letzten Suchanfragen' with a link to 'Projektmanager'.

NEW!

Our social media offer for you

In combination with a newsletter ad

We offer social media ads primarily on LinkedIn, the leading business platform. Optionally, we can integrate Meta (Facebook/Instagram) on request to achieve a greater reach.

Implementation options and offer prices:

Flat rate per post, permanently visible in the feed: € 250

- Limited offer: 24 dates per year possible
- Creation based on your newsletter ad*
- Individual ad layout including customization possible for an additional charge of € 99

Additional application of the post (optional):

- Between 6 and 10 thousand impressions on LinkedIn, depending on segmentation and target group (to be coordinated)
- Flat rate for 7 days duration: 590,- €
- Extension and other terms on request

*Technical implementation of the posts:

Our ad formats consist of a combination of headline, image and a clear call-to-action (CTA) to create the basis for the best possible interaction. We take the elements from your newsletter ad and prepare them accordingly; there is no further coordination.



SAVE THE DATE!



 **PM**Welt

14. – 16. Mai 2025 | München

Transformation jetzt!

Menschen. Projekte. KI.

3	50	47	13	5
Tage	Speaker	Vorträge	Workshops	Seminare

[Jetzt Tickets sichern](#)

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.

Visit (comparable Sessions)

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**

We look forward to hearing from you!

projektmagazin

Berleb Media GmbH

Mehlbeerenstr. 4

D – 82024 Taufkirchen

Tel. +49 (0) 89 2420 798-0

Fax +49 (0) 89 2420 798-8

vermarktung@projektmagazin.de

www.projektmagazin.de

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

Your contact for all advertising questions



Bernhard Reinisch

Key Account Manager

Media consulting

Tel. +49 (0) 89 2420 798-9

Mob. +49 (0) 163 7408 351

br@projektmagazin.de



Andrea Weber

Sales Assistant

Media consulting

Tel. +49 (0) 89 2420 798-18

Mob. +49 (0) 157 8552 4220

aw@projektmagazin.de

We look forward to starting the new 2025 financial year together with you

