

projektmagazin

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



**MEDIAKIT
2026 -2**

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Alle Angebotspreise zzgl. MwSt.



Advertise on the leading portal for project management!



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: 115.000 / Monat
- page views: 211.000 / Monat
- Newsletter subscriptions: 50.928*

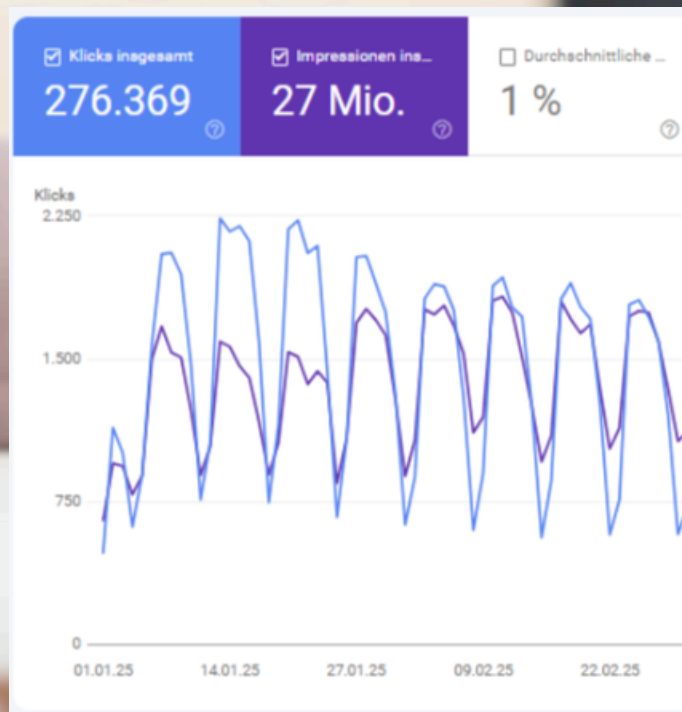
Data basis for the first half of 2025

* Newsletter: Total newsletter subscriber database

Average distribution list for newsletter types: 48,634 subscribers (July–Sept. 25)

* each m/w/d

Benefit from our top Google rankings with your advertising:



Screenshot: Impressions project magazine covering all search terms in the period January 1, 2025–August 27, 2025

, *428 terms in the top 3 search results, 277 of which have an average below 2.0

Source: Google Analytics / Semrush 08/27/25

With projektmagazin, you can reach your target audience precisely.



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:

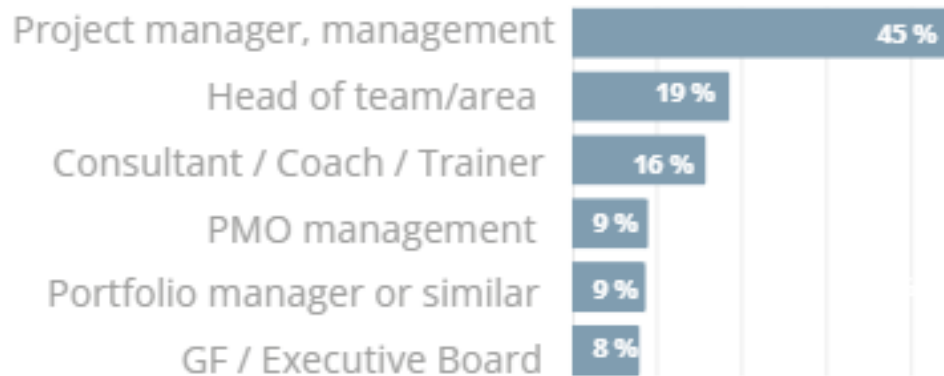
- Project leaders
- Project managers
- Managing directors
- Project staff
- PMO Project Management Offices Managers
- employees in PMOs and
- Employees from the agile environmen

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

The 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:

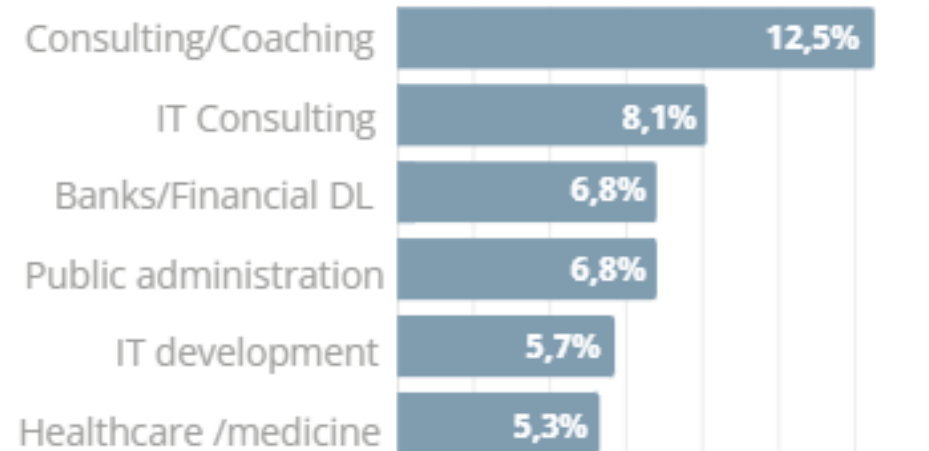
Our readers are often in management positions...



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:



The remaining 55 % is spread across more than 20 other sectors.

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

Further and detailed information available on request.!

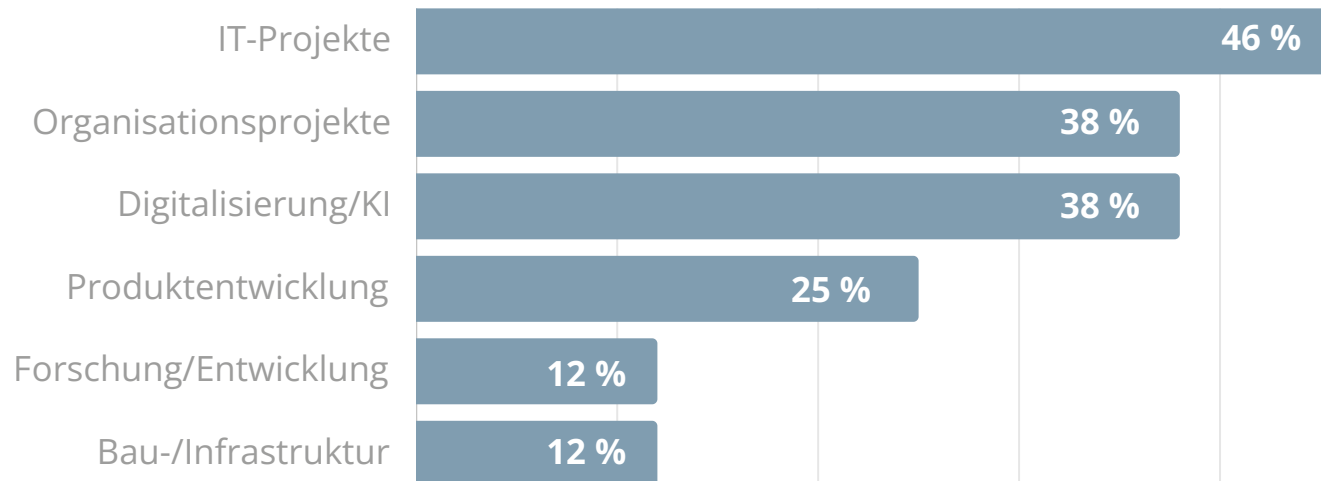
Geographical and technical distribution, type of project work

We address the entire project management community

- At 95.7%, projektmagazin is read predominantly in the DACH region: 77.3% in Germany, 10.8% in Austria, and 8.2% in Switzerland.
- Page views are predominantly from desktop computers (70%), mobile devices (29%), and tablets (1%).

- Project work takes up 70% or more of the working time of 61.5% of respondents.
- Hybrid methods are predominantly used (50%), with 31.5% using classic methods and 15% using agile methods.

What projects are you carrying out?



Sources:
Internal data (10/2025) and
reader survey June/July 2024
(1,180 participants)

Reader survey 2024: Company size, investments, and continuing education

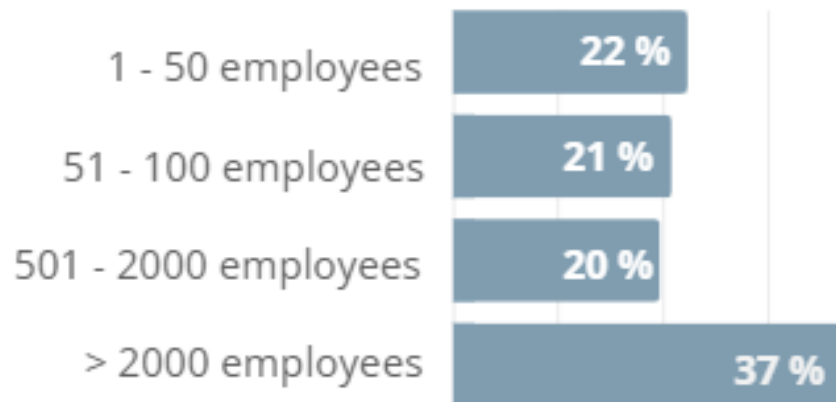
Our users are decision-makers

- **56 %** are involved in decisions in an advisory capacity,
- **16 %** have decision-making authority themselves.

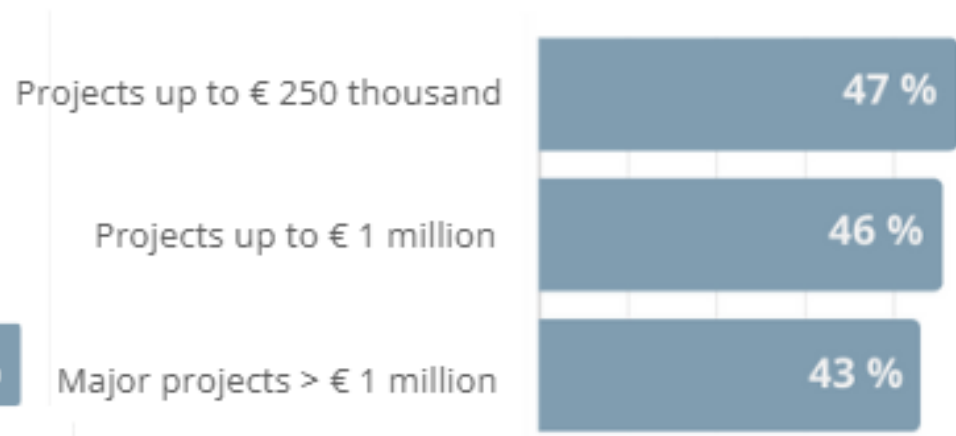
A lot is being invested in further training!

- **59 %** plan to further train yourself or your team in the area of project management in the near future,
- **25 %** have training budgets, in some cases for entire teams.
- **22 %** of these state €10,000 or more.

Company size of the respondents



Scale of the projects (multiple answers possible)



Reader survey 2024: Use of services and challenges

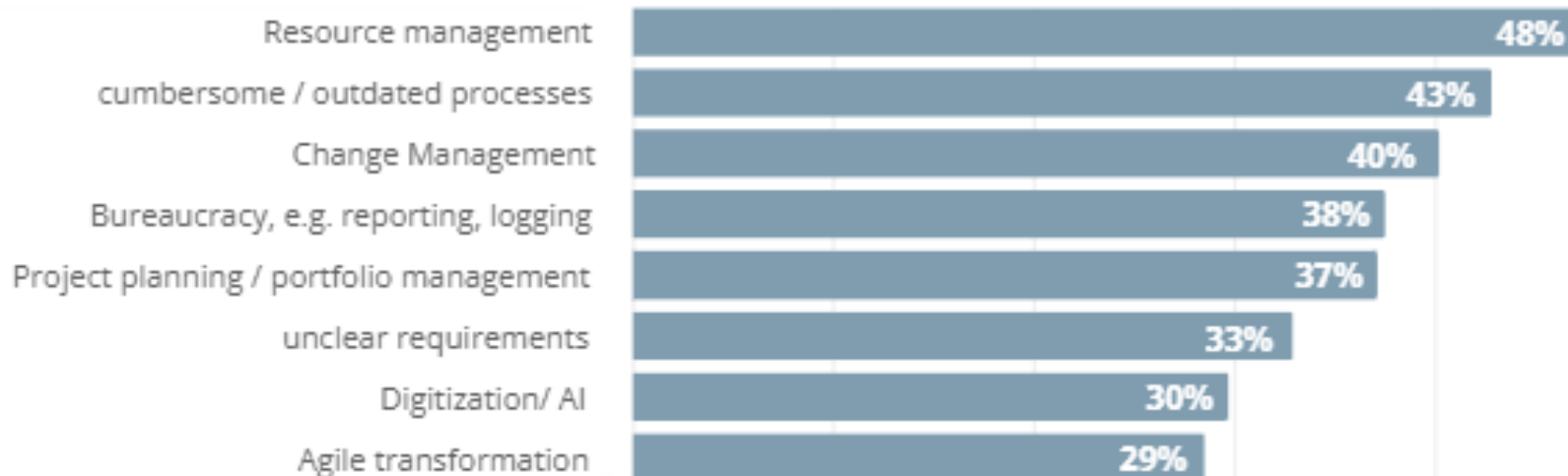
Our readers' expertise in project management:

- **62 %** like to use external networking events and gatherings for exchange.
- **28 %** like to use interactive offerings such as webinars.

Strong reader loyalty, high recommendation rate:

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

The biggest challenges currently facing our readers are



A wealth of expertise. Clearly presented.

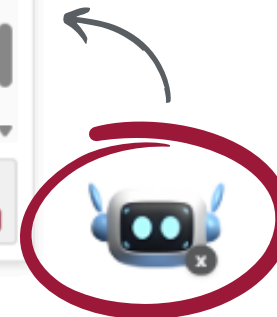
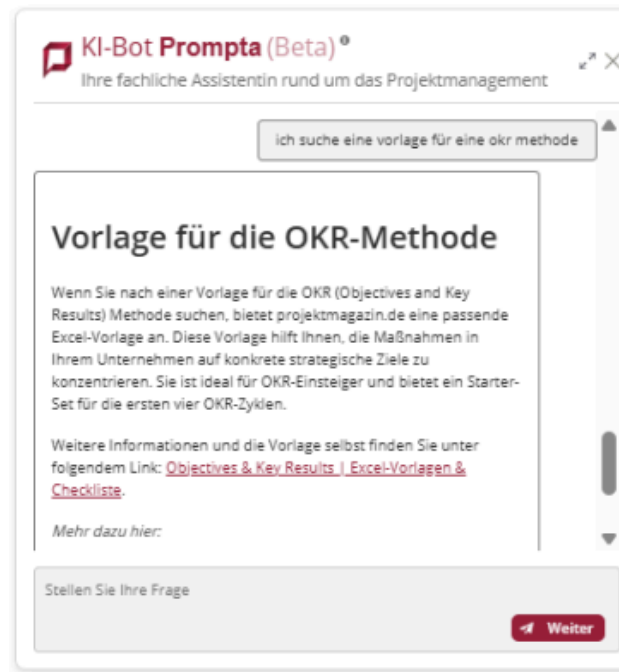
What we offer our readers

1. A knowledge base with over **2,300 specialist articles** on all topics related to project management.
2. **339 methods**, checklists, tools, and templates as practical working aids.
3. **598 marketplace entries** with offers in the areas of industry software, service providers (companies), and experts in the project environment.
4. An unrivaled **glossary** in which over **1,773** 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 **143** 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. All new articles are also available as **audio articles**.
10. NEW since 2025: the projektmagazin project bot "**Prompta**"

We're on the right track: 72% of our members recommend us to others!

In use since July 2025: ProjectBot “Prompta” – AI support for members

Our users value time as their most precious resource. With the AI chatbot Prompta, they get immediate answers to their questions—without having to search for them. Instead of laboriously sifting through information, Prompta delivers the right content and articles directly.



Technically, Prompta is based on RAG technology, which analyzes relevant article content and integrates it into the response generation in a context-sensitive manner. Data protection is guaranteed: user data and interactions remain with projektmagazin and are only used for further development of the chatbot, not for training the AI.

Newsletter advertising formats: attractive push medium for your advertising message

We send our editorial newsletters weekly to **48,634 subscribers** and offer you 4 types that you can use for your message:

Ausgaben-Newsletter: 14-day updates, up to 4 native ad displays

Spotlight-Newsletter: Themed article collection, exclusive advertising package

Portal-Newsletter: News and most popular articles, an exclusive advertisement

Methoden-Newsletter: New methods every month, up to 3 ads

*Usually sent on Wednesdays, except for the Methods Newsletter.
Newsletter subscribers as of September 2025

On the following pages you will find:

Specifications and prices (pp. 13-14)

Spotlight topics and dates (pp. 15-16)

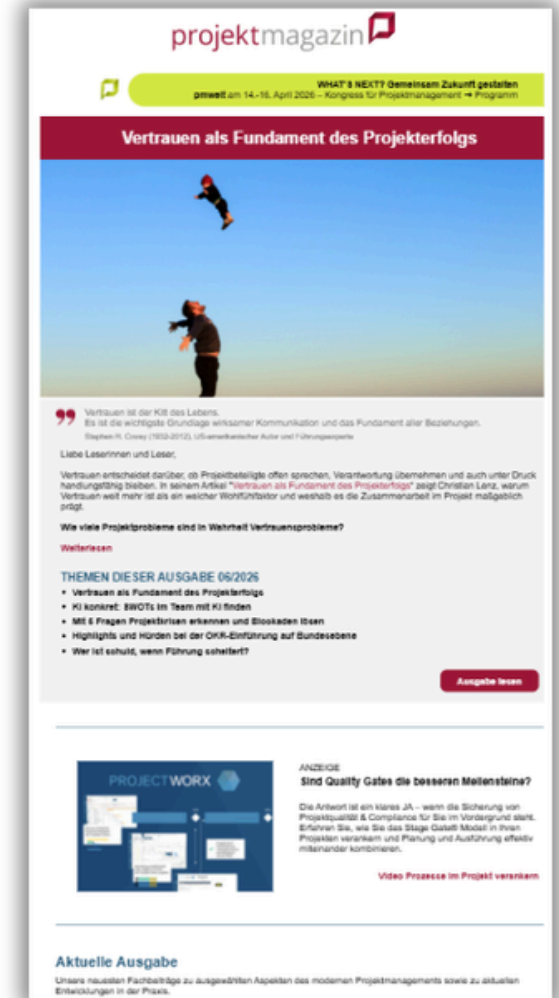
New offer exclusively for your embassy: Stand-alone newsletter (p. 17)

All newsletter dates for 2026 (p. 18 – subject to change until November 25)

- Overview of four newsletter types (p. 19)

Current availability and online booking

12 **projektmagazin** | Newsletter advertising



Newsletter with a new design

Newsletter placements and offer prices

Tiered offer prices according to type and placement:

- **Spotlight:** Exclusive advertising package in NL + website (p. 15f) 1.990,- €
- **premium placement** (Ausgabe, Methoden and Portal): 1.490,- €
- **New: Premium - Titlad** (all NL - types) 790,- €

Exclusive **native ad combination:**

- Pos. #2 in Ausgabe NL and Website-integration (p.14): 1.390,- €
- Position #2 in methods-newsletter: 1.090,- €
- Position 3 (method / Ausgabe): 860,- €
- Lower placement in Ausgaben-Newsletter: 499,- €
- + **Social Media Integration** (any placement, p. 33f) 250,- €

Volume discount scale:

10% discount on all standard placements for 3 or more bookings, discounts on premium and exclusive placements and larger volumes by arrangement.

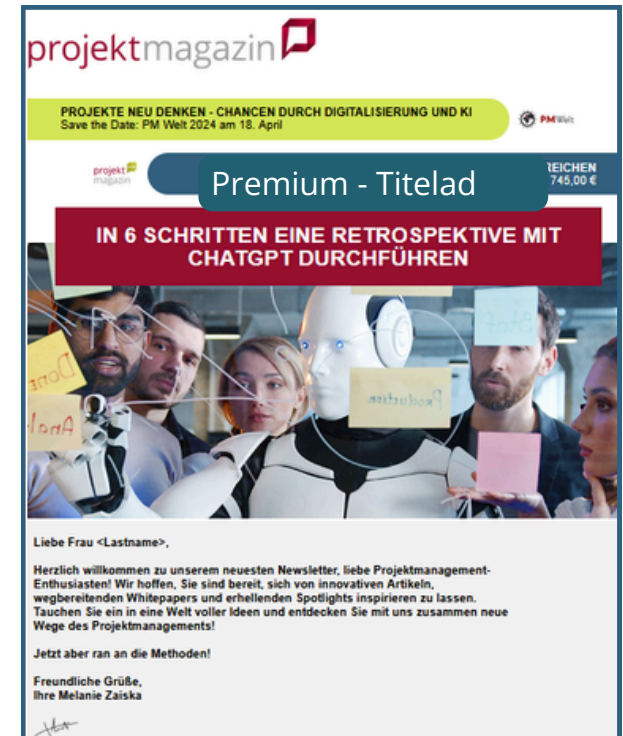
Specifications and implementation:

Premium title ad: Logo + approx. 110 characters

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

Convenient data entry via online form.

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premium placement (Pos. #1)

standard placements(Pos. #2-#3)

Placement at the bottom (Ausgaben-NL)

Newsletter with a new design (draft layout)

Interested? Let us know, we will be happy to advise you individually!

Native Ad Kombination in the Ausgaben-newsletter

Native ad combination in the Ausgaben-newsletter

- Native ad “tile” on the home page of the current issue as a fixed placement (screenshot on the left)
- Term according to the issue (usually 14 days)
- Native ad displayed in **position 2** in the spending newsletter (right screenshot) or editorial environment after relaunch

Offer price for combination:
€1,390 / issue

Current availability and online booking.

The image displays two screenshots from the 'projektmagazin' website, illustrating a native advertising combination. The left screenshot shows the magazine's home page for 'Ausgabe 18/2025'. A prominent native ad tile for 'PROJECTWORX' is featured, titled 'Sind Quality Gates die besseren Meilensteine?'. Below it, another ad tile for 'Buy-a-Feature: Schnelle Priorisierung für Product Owner' is visible. The right screenshot shows the 'Ausgabe 18/2025' newsletter. It features an editorial article titled 'Aus dem Projekt geworfen – und jetzt?' and a native ad for 'Fit für modernes Projektmanagement | Haufe Akademie'. A large red plus sign is placed between the two screenshots to indicate the combination of these two advertising placements.

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: 1.990,- €

The screenshot shows a digital article page. At the top, the title is "Change Management meistern mit Menschen, Mut und Methode" with a sub-header "E-Book mit 159 Seiten, 2 Methoden und 1 Arbeitshilfe". A vibrant image of a colorful chameleon is featured. Below the image is a short text snippet: "Change-Projekte scheitern häufig an unklaren Zielen, fehlender Begleitung und geringer Veränderungsbereitschaft. Unser E-Book zeigt, wie der Wandel wirklich gelingt – mit Lessons Learned aus Beispielen der Projekt- und Unternehmenspraxis. Im Fokus: Menschen, der Mut zum Scheitern und Lernen sowie passende Methoden. So machen Sie Veränderung verständlich, greifbar und nachhaltig!". To the right, there are icons for "Markieren", "Teilen", and "Download ZIP". Below the image is a "Themen" sidebar with a list of categories: "Change Management", "Faktor Mensch", "Verantwortung", "Lessons learned", and "Akzeptanz", along with "Alle anzeigen" and "Lieblingsthemen verwalten". At the bottom left, there is a section titled "Inhalt des Spotlights" with two sub-sections: "Menschen mitnehmen statt Vorschriften verordnen" and "Widerstände und Wendepunkte im Veränderungsprozess", each followed by a list of bullet points. On the right side, there is a vertical banner for "Vdi Wirtschaft" featuring a woman and the text "Karriere Boost" and "Wandel meistern. Zukunft gestalten. Stärke jetzt deine Veränderungskompetenz – praxisnah & wirkungsvoll."

Spotlight with exclusive half-page banner on the projektmagazin website

Topics and dates of the 2025 Spotlight issues

month	date	topic
January	14.01.	Methods: Clarifying goals, sharpening visions
February	11.02.	The successful PMO
March	11.03.	Storytelling in the project
April	08.04.	Successfully leading and coaching teams
May	06.05.	Visualize project content in a compact way
June	03.06.	Artificial intelligence in project management
July	01.07.	Agile working: Using Scrum successfully
August	29.07.	Self-management in the project
September	09.09.	Securing knowledge, gaining insights with and without AI
October	07.10.	OKR in practice
November	04.11.	How to get your stakeholders on board
December	02.12.	Retrospectives, Reviews & Lessons Learned

Dates marked in green are currently available!

Subject to change; for current NL availability and inquiries, see [link](#).



Integration of the native ad in the Spotlight newsletter

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** 7.490,- €
- approx. € 187 per thousand recipients
- **Reduced mailing list with approx. 19,000 addresses** 3.990,- €
- approx. 210 € per thousand recipients

Availability upon request.

17 projektmagazin | Stand-Alone-Newsletter



Newsletter dates 2025

Monat	Termine					
Januar	07.01.	14.01.	21.01.	26.01.	28.01.	
Februar	04.02.	11.02.	18.02.	23.02.	25.02.	
März	04.03.	11.03.	18.03.	23.03.	25.03.	
April	01.04.	08.04.	15.04.	20.04.	22.04.	29.04.
Mai	06.05.	13.05.	18.05.	20.05.	27.05.	
Juni	03.06.	10.06.	15.06.	17.06.	24.06.	
Juli	01.07.	08.07.	13.07.	15.07.	22.07.	29.07.
August				19.08.	24.08.	26.08.
September	02.09.	09.09.	16.09.	21.09.	23.09.	30.09.
Oktober	07.10.	14.10.	19.10.	21.10.	28.10.	
November	04.11.	11.11.	16.11.	18.11.	25.11.	
Dezember	02.12.	09.12.	14.12.	16.12.		

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 48,634 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.

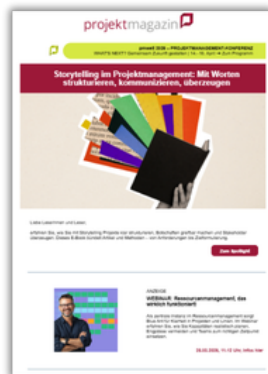
The **Methoden-Newsletter** exclusively informs about current methods in project management and is supplemented with an overview of the current whitepaper topics.

Ausgabe NL: every 14 days

Spotlight: monthly

Portal: monthly

Methoden: monthly



[Free subscription to the newsletter](#)

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



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)	1.990,- €	-	-	(14 Tg.)
Run-of-Site monthly package*	990,- €	-	-	
20.000 Ad Impressions				

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

Individual banner advertising according to CPM, see page 22.

Spotlight promotion, see page 15 f.

Native ad: combination with newsletter, see page 14.

* Run of site package: display in high-reach topics with good visibility.

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
Leasershhip
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"



The screenshot shows the 'projektmagazin' website with a navigation bar (Neu, Themen, Inhalte, Community, Software) and a 'Whitepaper-Download' section. Three whitepaper offers are listed:

- adensio Whitepaper:** 'Strategisches Portfolio-Management (SPM) in 4 Schritten (Update 2025)'. The description states: 'Die Welt verändert sich rasant: Produkte, Märkte, Technologien und Organisationsstrukturen stehen unter ständigem Wandel. Unternehmen müssen ihre Strategien nicht nur flexibel anpassen, sondern auch messbar umsetzen.' A 'Zum Whitepaper' link is provided.
- SOLVIN Whitepaper:** 'Microsoft PPM - Integrationsplattform für Projektarbeit'. The description states: 'Microsoft PPM sieht 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.' A 'Zum Whitepaper' link is provided.
- PROJECTWORX Whitepaper:** 'Projektsteuerung im Multiprojektumfeld: In den „Basics“ steckt die Power'. The description states: 'Viele Herausforderungen in der Projekt- und Portfoliosteuerung lassen sich auf eine unzureichende Basis zurückführen: Belastbare Daten? Fehlansätze. Zentraler Überblick? Nicht mehr als eine Illusion. Diese Maßnahmen schaffen bessere Voraussetzungen.' A 'Zum Whitepaper' link is provided.

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

The image shows a promotional graphic for a web session. At the top, it says 'Web-session' and 'Projekte trotz Zielkonflikten und begrenzter Ressourcen souverän meistern – ein Live-Rollenspiel'. Below that, it specifies the date and time: 'am 16. Oktober 2025 von 11:00 bis 12:00 Uhr – powered by Can Do'. The main visual is a stylized head profile with a sticky note that says 'KNOW YOUR ROLE'. The background is orange and red. A 'powered by can do' logo is in the bottom right. At the bottom, there is a text box with a description: 'Projektleitung trifft Linie: Erleben Sie live, wie sich Change Requests, Ressourcenkonflikte und Planänderungen in der Matrixorganisation erfolgreich bewältigen lassen. Ein praxisnahes Rollenspiel, das Projektherausforderungen direkt erfahrbar macht.'

Web-session

Interested?

See for yourself and be inspired by the current Web-session offer:

[Upcoming web sessions](#)

Lead Generation with Webinars: 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



Webinar presentation via Zoom



► Höher, schneller, weiter – mit strategischem Portfoliomanagement die Transformation meistern

Die Unternehmenswelt dreht sich immer schneller – Transformation ist nicht mehr die Ausnahme, sondern der Normalzustand. Doch wie steuern wir diesen kontinuierlichen Wandel effizient, ohne den Überblick zu verlieren?

Integration of the webinar lecture as a video on the website



Watch video

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

The advertorial: Place your technical article in projektmagazin!

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. 33)

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

Übergreifendes Ressourcenmanagement in der Matrix-Organisation
cplace

Um die Ressourcenzuteilung in Projekten effizient zu gestalten, gibt es zahlreiche Softwarelösungen. Doch was für eine Abteilung bestens funktioniert, wird von der anderen Abteilung als unpraktikabel zurückgewiesen. Die Folge ist, dass es unternehmensweit keine einheitliche toolgestützte Ressourcenplanung gibt und somit gerade die Abstimmung zwischen Projekt und Linie zeit- und kostenaufwändig bleibt. Dabei ist der durchgängige Einsatz einer Softwarelösung ein wesentlicher Erfolgsfaktor für einen effizienten Ressourceneinsatz.

In vielen Projekten ist der Mensch eine Engpassressource. Daher wird unter dem Thema Ressourcenmanagement im Projektfeld in erster Linie der Einsatz von geeignetem Personal verstanden. Entsprechend bieten die meisten Projektmanagements-Tools auch Funktionalitäten rund um das Ressourcenmanagement. Diese funktionieren in der Regel recht gut, solange es sich um Abteilungsinterne Projekte handelt oder alle betroffenen Bereiche mit eben dieser Anwendung arbeiten. Jedoch ist dies eher die Ausnahme als der Regelfall. Die Realität, gerade in größeren Unternehmen und Konzernen, sind isolierte Insellösungen für die Ressourcenplanung und der intensive Gebrauch von Excel-Sheets.

Aufwändig und teuer: Ressourcenallokation

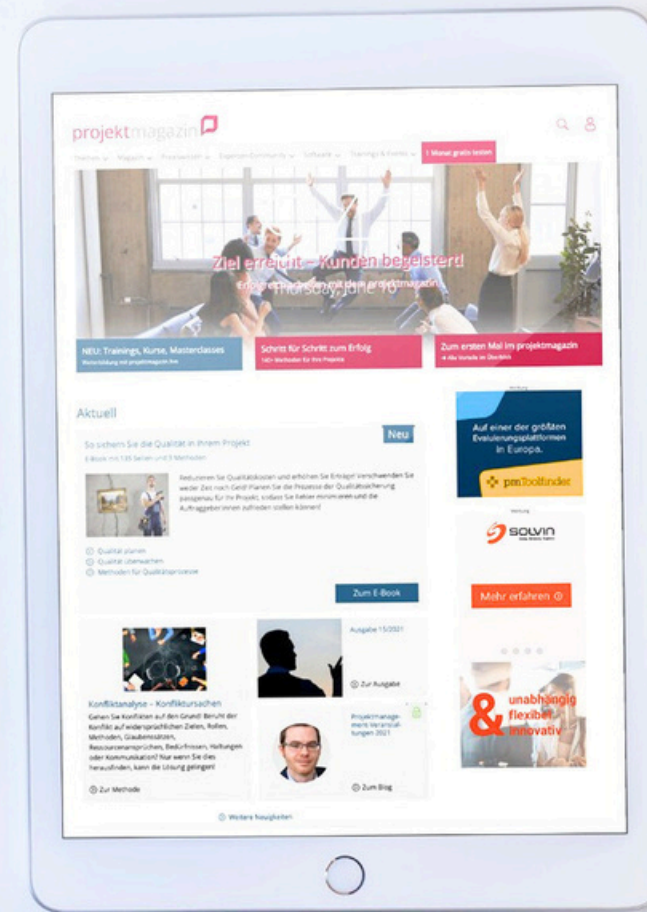
Faighich gibt es weiterhin große Abstimmungsrunden, in denen die jeweilige Projektleitung von den einzelnen Abteilungen geeignete Mitarbeitende für das Projekt anfragt. Dies kann zu zähen Diskussionen darüber führen, ob diese Ressourcen überhaupt im geforderten Umfang zum angefragten Zeitraum verfügbar sind und für Projekte abgestellt werden können. Nicht selten ist das Ergebnis solcher Abstimmungen, dass Projekte wegen der vorherrschenden Ressourcenknappheit sich hinausziehen bzw. unterbrochen werden müssen oder der laufende Betrieb in den Fachabteilungen negativ beeinträchtigt wird, weil zu viele Mitarbeitende für Projekte abgestellt werden müssen. Darüber hinaus kommen solche Abstimmungsmeeetings dem Unternehmen teuer zu stehen: Führungskräfte aus Projekt und Linie sind nicht selten mehr als einen Tag damit beschäftigt, eine gute Gesamtlösung für die Bestückung aller Projekte mit geeignetem Personal zu finden - und solche Abstimmungsmarathons sind mehrmals pro Jahr erforderlich.

Mangelnde Transparenz und mangelhafte Effizienz in der Ressourcenallokation sorgen so für aufwändige Prozesse, mühselige Abstimmungsrunden, Projektverzögerungen und Überlastungssituationen in den Abteilungen und damit nicht selten für Frust. Gleichartig entgeht dem Unternehmen die Möglichkeit, aktuelle Informationen über die derzeitige und künftige Auslastung der einzelnen Bereiche zu erhalten. Es ist dem Management nicht klar ersichtlich, welche Abteilungen wann noch freie Kapazitäten haben oder welche überlastet sind und wann sie für neue Initiativen wieder zur Verfügung stehen. Ebenso kann die Personalabteilung nicht erkennen, für welche Rollen und Skills im Unternehmen künftig der größte Bedarf besteht, wo also Neueinstellungen oder Schulungsmaßnahmen sinnvoll wären.

The Advertorial

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

etailed information, conditions and booking options at projektmagazin.de:

- [Software marketplace](#)
- [Expert marketplace for companies](#)
- [Marketplace for experts \(people\)](#)

New features since 2024:

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

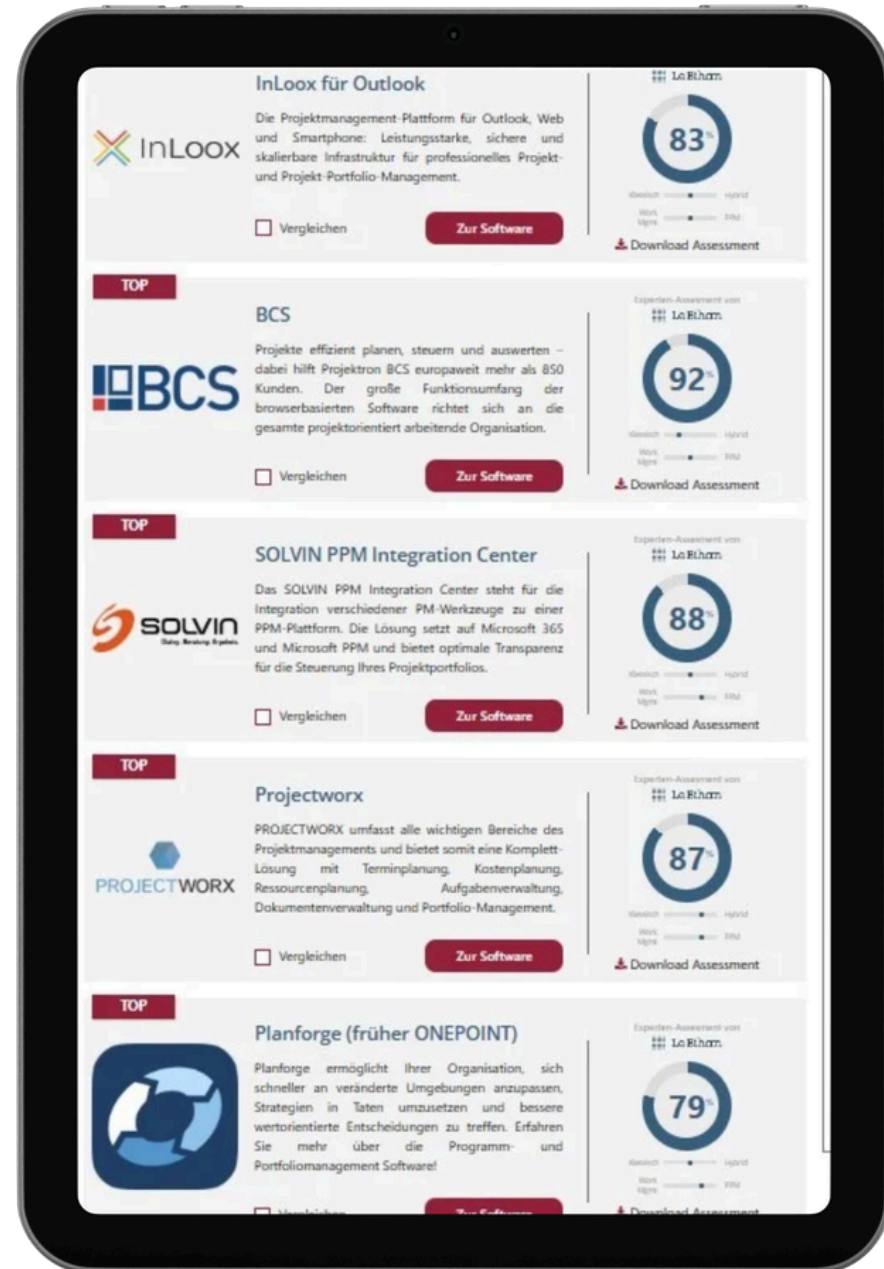
Marketplace for Software

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 zum Experten-Verzeichnis



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

Our 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 and in the job market of projektmagazin.

(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
- Plus many other advantages, please contact us!

Our tip:

Additional newsletter or banner advertising on 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

Projektmanagement-Jobs finden

Finden Sie die passenden Projektmanagement-Jobs im Stellenmarkt des projektmagazins!
In Kooperation mit stellenanzeigen.de zeigen wir Ihnen hier die besten Jobangebote für Projektmanager, Projektleiter und andere Projektmitarbeiter.

Für Unternehmen: Sie suchen neue Mitarbeiter? Schalten Sie jetzt Ihre Stellenanzeigen auf projektmagazin.de! [Alle Infos & Preise](#)

Alle Berufsfelder Wo?

Wählen Sie Ihr Berufsfeld Jobtitel, Suchwort oder Job-ID Ort oder PLZ

1 2 3 4 5 - 1307 weiter

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

Finde deinen neuen Job

Jobtitel, Stichwörter, Unternehmen Ort, PLZ oder Region





Deine letzten Suchanfragen

➤ Projektmanager

Use our social media presence for your content!

For an even more intensive exchange with our followers and all interested parties, we use our social media channels and provide information about specialist articles, methods, event offers and much more.

For advertising use, we offer integration with newsletter ads (p. 13 + 34) and the advertorial (p. 26). We would be happy to discuss further integrations, such as sponsored advertisements!

-  LinkedIn with 5.196 Followern
-  X(Twitter) with 5.142 Followern
-  Facebook with 2.328 Abonnenten
-  Instagram with 1.456 Followern
-  YouTube with 156 Followern

We would be delighted if you follow us and share our posts on your social media pages!



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):

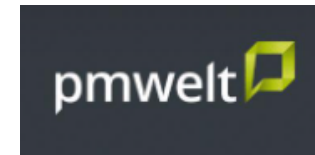
- Between 6 and 10 thousand impressions on LinkedIn, depending on segmentation and target group (to be coordinated)
- Flat rate for 7 days duration: 490,- €
- Extension and other terms on request

**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.



Following the fantastic response, pmwelt will return for three days in 2025: from April 14–16, 2026, at smartvillage in Munich's Bogenhausen district.




★★★★★



I go home feeling that I am on the right track. An open, appreciative atmosphere —that's what makes pmwelt so special.

Olaf Arndt
Projektsteuerer
BWB


★★★★★



Despite the hype surrounding AI, the human aspect of transformation was placed at the center of attention. After all, it is people who determine the success of technical transformations.

Christian Lenz
Chief Services & Operations Officer
SBS Software Ges.m.b.H.

★★★★★



As a public administration employee, I gained valuable insights on the focus day— insights that are directly relevant to my work!

Robin Böhlinger
Projektportfoliomanager Versorgungsanstalt
des Bundes und der Länder

Interested in exhibiting at pmwelt? We would be happy to advise you without obligation!

sponsors pmwelt 2026



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.

TCMP / 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

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27a Sales Tax law: DE27855572 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 2026 financial year together with you!

