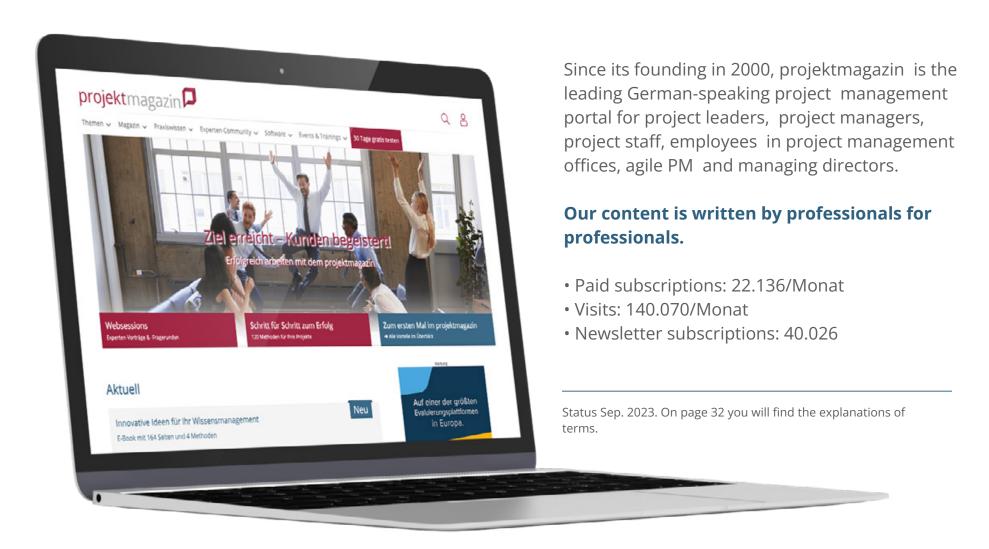
projektmagazin

Successful with Germany's No. 1 trade medium for project management MEDIAKIT 2024

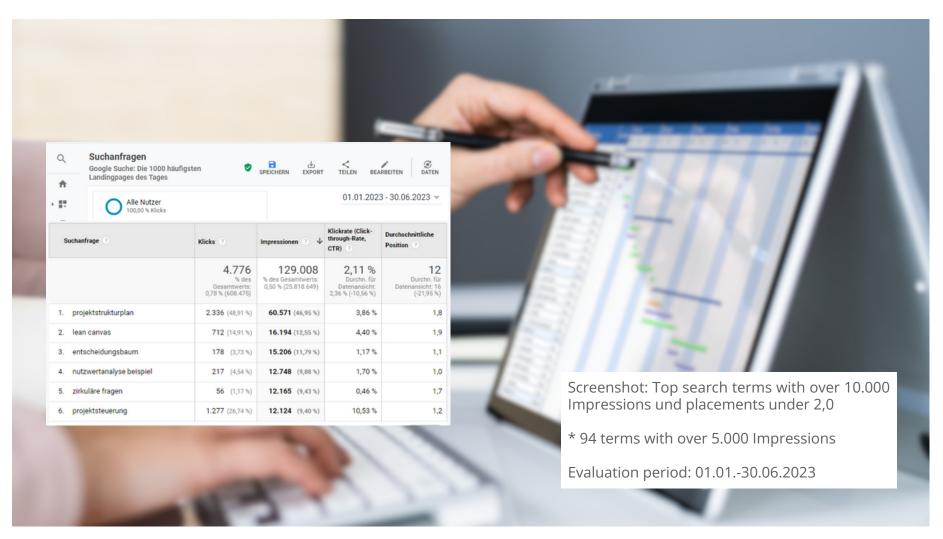
Table of contents Welcome 3 Ranking Readership What we offer to our readers Our offer for your communication Advertorial 10 Lead Generation: Whitepaper 11 Lead Generation: Websession 12 Display Advertising / Banner Advertising 14 Advertising in the Spotlight 17 Native Ads: New Advertising Format 19 **Newsletter Advertising** 20 25 Premium entry on the Marketplace Marketplace for Software 26 Marktplace for Providers & Experts 27 Promotion for Events & Courses 28 Social Media 29 One click PM Welt 2024 30 takes you to 31 Contact the page Appendix, Abbreviations and GTC 32 projektmagazin | Table of contents

Advertise on the leading portal for project management (DACH)



Benefit from our top google rankings with your advertising

2nd place for "Projekt Management" and "PM Software", as well as 1.219* 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 conent is based on a paid subscription model - our readers really want to know what we have to say about project management and relatied topics.

Out target group consists of:

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

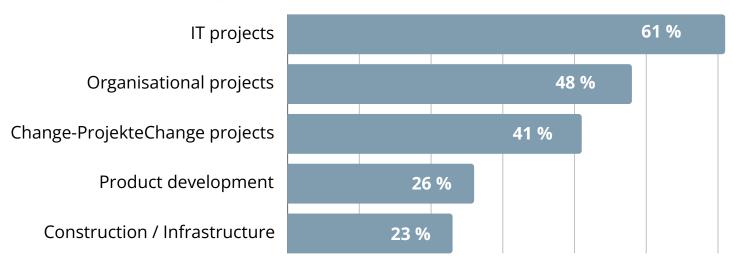
We will be happy to assist you in choosing the most suitable medium for your advertising needs.

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 **22.136** subscribers today.
- 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 kind of projects do you run?



Source: internal data (09/2023) and readers survey March-April 2021 (1.338 participants)

Interesting facts from our reader survey 2021

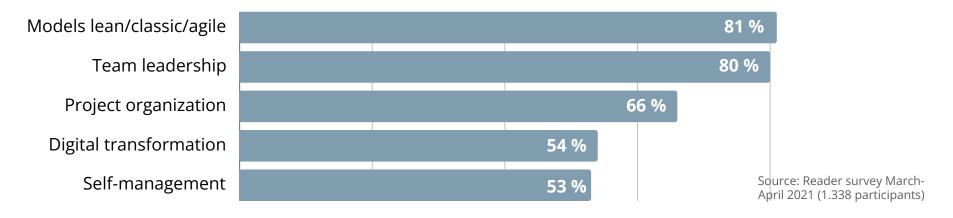
In spring 2021, projektmagazin asked **1.338 readers** about their positions, interest and projects in order to adopt the content to current requirements.

Our subscribers

- 60 % are project leaders or project managers
- 82 % have been workking in projects for 5 yeas or more
- 40 % work in companies > 2,000 employees Our readers are (very) interested in:

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



projektmagazin.de with top-class readership

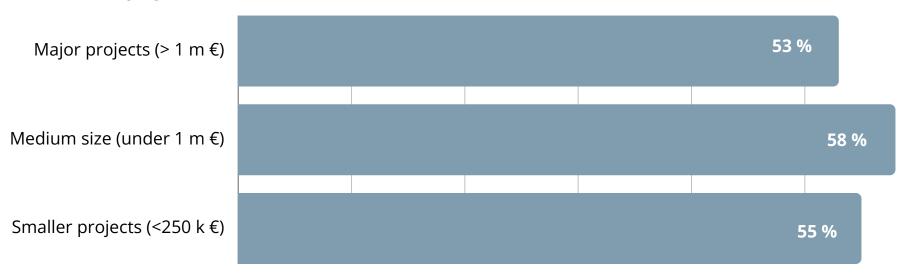
Our users are decision makers

- 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 n the near future and another
- 34 % are considering further training in the project management.

Scale of the projects



Quelle: Reader survey March-April 2021 (1.338 participants)

A lot of know-how. Clearly presented.

This is what we offer our readers:

- 1. A knowledge base with other2.650 professional articles on all topics in the project management environment
- 2. **596 Methods**, Checklists, Tools und Templates as practical work aids
- 3. **596 Marktplace Entrys** mit offers for Software, Service providers (companies) and experts in the project management environment
- 4. an unrivalled **Glossary**, in which over **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 **68** videos, talks and webinars on current project management topics
- 7. An **open log**, where renowned authors report on trends, opinions and current developments in project management
- 8. pragmatic **Method Articles** as a valuable aid for everyday project work
- 9. **NEW:** Exclusive **Expert Talks** for our subscribers.

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

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. 29)



Offer price: 2.250,- €

(starting at 3.250,- € incl. 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

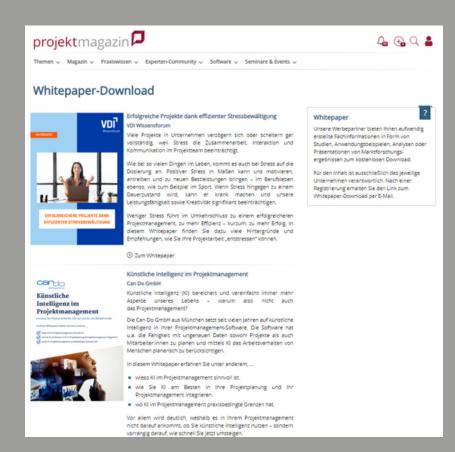
Size of company, position, branch, phone number and country + € 5 (optional in each case)

Minimum volume € 900 incl. 20 basic leads
Term max. 3 months (300 €/ month)

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

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

11 projektmagazin | Lead Generation: Whitepaper



* January 2022: Whitepaper "Hybrides Projektmanagement"

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
- pegistration 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 conditions:

- The customer provides a German-speaking speaker
- Visitors register free of charge
- Duration 1 hour, of which approx. 15 20 minutes Q&A
- All-round support with satisfaction survey afterwards by projektmagazin

Offer price:

- 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 Advertising / 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

Supersize Banner 728x90 Pixel

Medium Rectangle 300x250 Pixel

Half Page Banner 300x600 Pixel

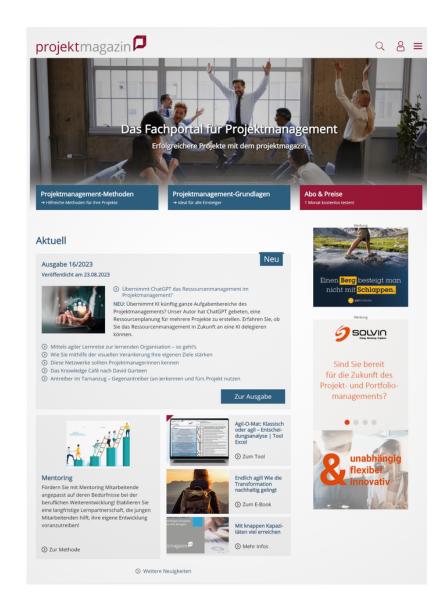
Mobile Banner 300x125 Pixel

(available for all campaigns)

Banner formats:

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

Please contact us for a individual offer!



Display Advertising: Banner runtime bookings

The runtime bookings include a fixed placement on the specific websites. We recommend early bookings.

	Medium RA	Half Page	Supersize Banner	Native Ad
Homepage	€870	€1.250	€870	-
Software marketplace (Homepage)	€420	-	-	-
Expert marketplace (Hoomepage)	€420	-	-	-
Ausgaben/ Issue (Homepage)	€750	€1.050	-	€1.390
Spotlight (Package price)	€1.950	-	-	(14-Tg.)
Run-of-Site monthly package* 20.000 Ad Impressions	€990	-	-	

Homepage advertising forms subject to change (planned relaunch im Laufe in 2024).

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

All prices net plus VAT

^{*} Run of Site Package: Placement in high-reach themes 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 €80 (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

Leasership

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!

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 Planforge, projektmagazin customer



Web section Spotlight with exclusive half page banner

Topics and dates of Spotlight issues 2024

Month	Date	Date
January	17/01	Retrospectives
February	14/02	Team development
March	13/03	Transparent project design
April	10/04	Organisationsal development
May	08/05	Methods: Personal developement
June	05/06	Effizient Meetings
July	03/07	Making agility liveable
August	31/07	Making projects successful
September	11/09	Self-organized teams
Oktober	09/10	Presenting with Excel
November	06/11	Project portfolio management
Dezember	04/12	Making a career in Project management

There is great interest in SPOTLIGHT. We ask for early booking. Current availability and booking online.

2024-dates not yet available



Mit Spaß dabei: Wie Kreativität Sie im Projektalltag unterstützt



Lieber Herr Reinisch,

anders denken und neue Wege gehen: Diese kreativen Ansätze, Techniken und Methoden machen Spaß, bringen Abwechslung und unterstützen Sie und Ihr Team dabei, einmal neue Perspektiven auf Ihren Projektmanagement-Alltag zu gewinnen.

Spotlight lesen

ANZEIGE

WEBINAR: Ressourcenmanagement mit Blue Ant! Wer macht was und wann?



Richtige Leute, richtiger Zeitpunkt, richtiges Projekt!

Blue Ant Projektmanagement Software

Blue Ant Projektmanagement Software liefert Informationen zu Engpässen in Abteilungen oder zur Verteilung der Kapazitäten zwischen Linie und Projekt! Wir zeigen's Ihnen!

14.12.2022, 14-15 Uhr, Infos + Anmeldung

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 (see screenshot on right handside)

Offer price for combination: € 1.390,-/issue

Current availability and booking online.

2024 dates not yet available.









Entscheidungsanalyse | Tool Excel

NEU: Finden Sie mit der Entscheidungsanalyse

heraus, ob ein agiles, klassisches oder hybrides Vorgehen am besten zu Ihrem Projekt passt!

Das Excel-Tool Agil-O-Mat bietet einen

Hinweise auf mögliche...

ausführlichen Kriterienkatalog und liefert



Blue Ant ist für Ihr PMO das professionelle Werkzeug, Organisieren und steuem Sie zentral serschiedliche Lebenszyklen aller Projekte inkl, Genehmigungsverfahren. Lernen Sie jetzt unverbindlich Blue Ant kennen!

(i) 03.08.2023, 11-12 Uhr, Infos + Anmeldung



PowerPoint - Tabellen geschickt animieren

Folieninhalte animieren - nur Tabellen gehören nicht dazu. Wer zum Ziel kommen will, muss. deshalb einen Umweg gehen. Die hier vorgestellte Technik ist leicht umzusetzen und vielseitig in der Anwendung.

Zum Artikel

projektmagazin | Ausgabe <newsletter@pm.projektmagazin.de> Shared Leadership: Führung der Zukunft



Shared Leadership: Führung der Zukunft



- · Mit agilen Quartalsmeetings und OKR zur Transformation
- · Klassisch oder agil Entscheidungsanalyse | Tool Excel
- · PowerPoint Tabellen geschickt animieren
- · Was machen erfolgreiche Projektleiter anders?
- · So entwickeln Sie Ihre Emotionale Intelligenz

Ausgabe 15/2023 lesen

WEBINAR: PMO mit Blue Ant: Der Leuchtturm in der Projektlandschaft!



Komplexität braucht Überblick!

Blue Ant ist für Ihr PMO das professionelle Werkzeug, Organisieren und steuern Sie zentral unterschiedliche Lebenszyklen aller Projekte inkl. Genehmigungsverfahren. Lernen Sie jetzt unverbindlich Blue Ant

(5) 03.08.2023, 11-12 Uhr, Infos + Anmeldung

Klassisch oder agil - Entscheidungsanalyse | Tool Excel Prof. Dr. rer. oec. Claus Hüsselmann



NEU: Finden Sie mit der Entscheidungsanalyse heraus, ob ein aniles, klassisches oder hybrides, Vorgehen am besten zu Ihrem Projekt passtl Das Excel-Tool bietet einen ausführlichen Kriterienkatalog und liefert Hinweise auf mögliche Konfliktpunkte.

Zum Tool

Newsletter advertising forms – attractive pushmedium for your advertising message

Our newsletter with different focuses, reach 40,026 subscribers:

- 1. **Spotlight newsletter** ((monthly, exclusive advertising package)
- 2. **Portal newsletter** (monthly, 1 exclusive premium placement)
- 3. Ausgaben (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 22

2024-Termine noch nicht enthalten.

Current avalability and booking online.

Prelimiary Info:

In the 2nd quarter of 2024, our newsletters will get a new design which might have an impact on advertising formats.

We will ensure a similar presentation and placement to the current forms. Especially premium placements and Native Ad Combinations will remain to have a highlighted placement and presentation.

Further information available in March 2024.



Native Ad Premium Placement

Newsletter ad rates and placements

Differentiated offers according to type and placement:

 Exklusive Spotlight advertising package: 	€ 1.950
• Exklusive Premium Native Ad (Portal NL):	€ 1.390
 Premium placement (Position #1 Ausgabe / Methods): 	€ 1.390
• Exklusive Native Ad combination:	
Position #2 in Ausgabe NL + placement on Portal (p.19):	€ 1.390
Position #2 in Methods Newsletter:	€ 990
• Placement Position 3 / 4:	€ 790
 Lower Placement in Ausgaben Newsletter: 	€ 490

15 % special discount from 3 placements up.

Exception: Exclusive placements and #1 placements.

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

Please contact us for an individual offer.



Endlich agil! Wie die Transformation nachhaltig gelingt



Premium-Platzierung (Pos. #1)

Standardplatzierungen (Pos. #2-#4)

Platzierung unten (Ausgaben-NL)

New Newsletter Design beginning Q2 2024. See page 20.

Newsletter-Termine 2024

Monat	Termine								
January	10.01.	17.01.	24.01.	29.01.	31.01.				
February	07.02.	14.02.	21.02.	26.02.	28.02.				
March	06.03.	13.03.	20.03.	25.03.	27.03.				
April	03.04.	10.04.	17.04.	22.04.	24.04.				
May	02.05.	08.05.	15.05.	21.05.	22.05.	29.05.			
June	05.06.	12.06.	17.06.	19.06.	26.06.				
July	03.07.	10.07.	15.07.	17.07.	24.07.	31.07.			
August	21.08.	26.08.	28.08.						
September	04.09.	11.09.	18.09.	23.09.	25.09.				
Oktober	02.10.	09.10.	16.10.	21.10.	23.10.	30.10.			
November	06.11.	13.11.	18.11.	20.11.	27.11.				
December	04.12.	11.12.	16.12.	18.12.					

Farbcode

Ausgaben-Newsletter Portal-NL Spotlight-NL Methods-NL

Description of newsletter types see page 23.

Current availability and booking online.

2024 dates not yet available

Four newsletter types with different focuses for 40.026 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.

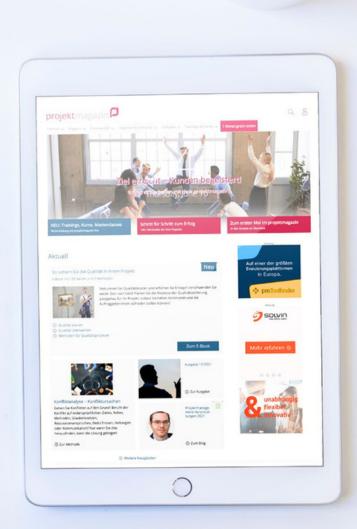
The **Methoden-Newsletter** exclusively informs about current methods in project management and is supplemented with an overview of the current whitepaper topics.



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 40,026 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)

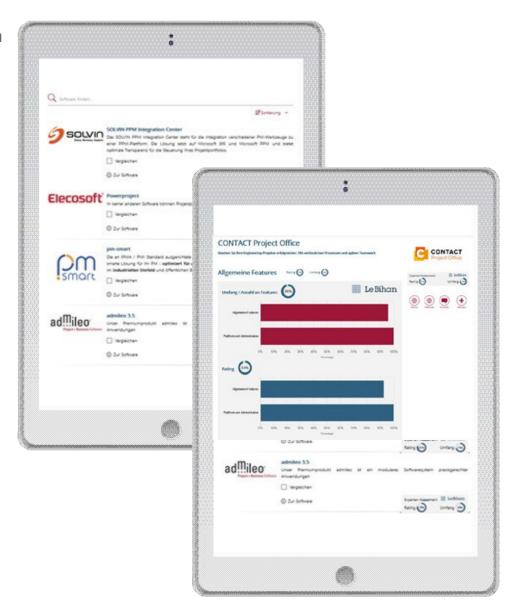
Marketplace for software

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

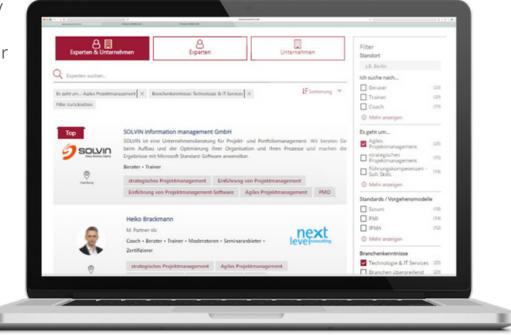
Present yourself where decision-makers are looking for experts

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



Feedback zum Experten-Verzeichnis



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 projektmagazins.

(More info under the link)

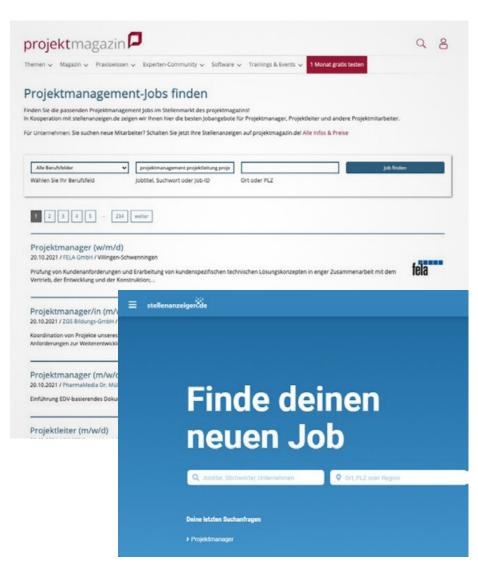
- Creation in individual layout
- Your company logo on the results lists
- Quality check of your job advertisement
- Increased reach through numerous network and cooperation partners (e.g. "Google4Jobs"), programmatic advertising and advertising and retargeting
- "Jobs by mail" to subscribers
- of Stellenanzeigen.de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

Our tip:

Additional newsletter or banner advertising on projektmagazin.de

Offer prices for the job advertisement combination

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



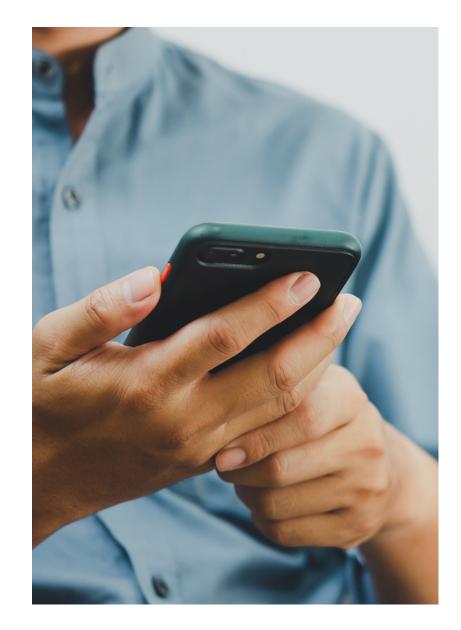
Use our social media presence for your content!

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 5.728 Followern
- h LinkedIn with 3.761 Followern
- **G** Facebook with 2.263 Abonnenten
- Instagram (in development)
- YouTube (in development)

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





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

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 info@projektmagazin.de www.projektmagazin.de

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

IYour contact for all advertising questions



Bernhard Reinisch Key Account Manager Mediaberatung Tel. +49 (0) 89 2420 798-9 Mob. +49 (0) 163 7408 351 br@projektmagazin.de

We look forward to starting the new 2024 financial year together with you

