

Top Partner Campaign in issue 1/2020

Concept

Under the motto “Top Partner”, we offer you the opportunity to present your product range and concepts – on one or two pages – in the Issue 1/2020.

Take advantage of this campaign to introduce your company as a powerful partner to the readers of ERGONOMIE MARKT. In addition your page(s) will be online for one year on www.ergonomiemarkt.de. There are about 38,124 page impressions per month (September 2019) on www.ergonomiemarkt.de. These are 457,488 page impressions in one year for you.

And here is how it works:

You provide us

- a brief, written description of your company, philosophy and your product range
- a reproducible (ready-to-print) master of your corporate logo
- as well as a small selection of photos (single products/total product range/factory, etc.)

Our copy and layout experts will design your presentation in close cooperation with you. An one-page presentation costs € 2,100 and a double page costs € 4,200.

All prices are not discountable.



Issue: 1/2020

Closing date: 27.01.2020

Contact: rodigast@knittler.de or +49 (0) 151 / 67 11 72 62

advertisement copy test in Issue 4/2020

Concept

The test shows how your advertisement comes across to the reader and how you could possibly improve your advertising. In the advertising test, readers rate the advertisements published in ERGONOMIE MARKT (minimum size 1/3 page). For this purpose a questionnaire is enclosed with this issue of ERGONOMIE MARKT. As an additional incentive, every participating reader will receive a small gift.

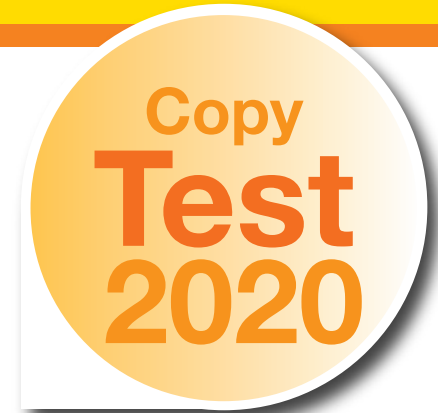
Rating criteria

Each advertisement (minimum size 1/3 page) is rated according to the following criteria:

- How well does it attract attention?
- How great is its appeal?
- Does it provide valuable information?
- What is the degree of activation?

Benefits for the advertiser

- Your advertisement will attract great attention
- Longer dwelling time on your advertisement
- Feedback on the effect of your advertisement (also in comparison with competitors' ads)



- Individual rating also with regard to target groups (does a hospital administrator rate your advertisement differently than the owner of a cleaning company?) and functions (does a general manager rate the advertisement differently than an administrator?)
- Free service for advertisers: The advertisement price includes the conduction, evaluation and documentation of the test
- The top ads will be awarded a certificate

Our next advertising test is on

Issue: 4/2020

Closing date: 27.07.2020

Contact: rodigast@knittler.de or +49 (0) 151 / 67 11 72 62

Ergonomie Markt-Direct Campaign in issue 6/2020

Concept

Issue 6/2020 will be used to build up a product data base on our homepage www.ergonomiemarkt.de which will be established according to the structure of advertisements in this issue. Each customer who wants to place an advertisement starting from 1/4 page upwards can supply an additional product information (approx. 700 characters, incl. spaces) and a coloured photograph (300 dpi). Our editorial staff will produce a product report from that material, which will be published in this issue as well as in our online product data base on the publication date of 7th of December 2020. On the internet the name of your website will be placed under the product report together with a link to your website. The product report and link will remain online for 12 months. There are about 38,124 page impressions per month (September 2019) on www.ergonomiemarkt.de. These are 457,488 page impressions for you.

Benefits for the advertiser

- You will reach 7,000 qualified readers with your advertisement
- In addition you will receive a product report including a 4-colour photo
- This product report will be placed on our website with a link to your homepage

Issue: 6/2020

Closing date: 23.11.2020

Contact: rodigast@knittler.de or +49 (0) 151 / 67 11 72 62

