

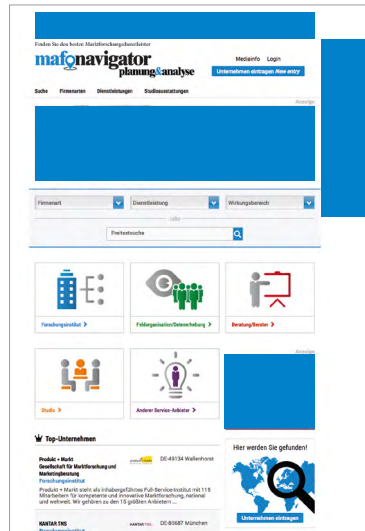


## Product packages 2019

## The comprehensive directory for market and marketing research service providers!

The planung&analyse mafonavigator provides focussed expertise for market researchers and marketers in companies and institutes. Be visible to your customers and use the planung&analyse mafonavigator for your company presentation. Your potential clients and other interested parties will be able to find you quickly and easily. Our special benefit for you: at the end of the year we create the planung&analyse mafonavigator Print out of the online entries.

planung&analyse mafonavigator Online – [www.mafonavigator.de](http://www.mafonavigator.de)



[www.mafonavigator.de](http://www.mafonavigator.de)





planung&analyse mafonavigator Print












Published annually in December  
Price: 99 € (incl. shipping and VAT)

# Product packages

With a listing in the planung&analyse mafonavigator Online, you are automatically guaranteed a listing in the planung&analyse mafonavigator Print.

	Small	370 €
	Medium	790 €
	Large	1,100 €
	Premium	2,450 €

All prices plus additional VAT. The package prices named are not eligible for discounts or agency commission and based on a 12-month period, starting with the activation of your listing.

Product packages					
	Online/Print	Small	Medium	Large	Premium
<b>Company data and contact info</b> Includes among others contact data, association memberships, number of employees, year of establishment.		✓	✓	✓	✓
<b>Links</b> Include up to 6 links to special interest sites or blogs.		✓	✓	✓	✓
<b>Service profile</b> Individual description of the services offered, USPs or company philosophy.		1.000 characters online 18 lines print	1.000 characters online 18 lines print	2.000 characters online 36 lines print	4.500 characters online 54 lines print
<b>Keywords</b> Keywords for the Keyword index in the mafonavigator print and the search in the online portal.		Up to 4 keywords	Up to 8 keywords	Up to 16 keywords	Up to 32 keywords
<b>Logo</b> Presentation of the company logo.		✗	✓	✓	✓



### Logo

Print resolution 800 dpi,  
Online size 200 x 120 pixels  
Color mode: RGB



### Studio photos and photos of contact partners

Resolution: 300 dpi  
Color mode: RGB  
The image detail to be displayed must be edited prior to submission; we do not provide cropping. The data will be compressed for the online version.



### Key Visual

Size: 940 x 270 pixels  
Color mode: RGB

	Online/Print	Small	Medium	Large	Premium
<b>Social media links</b> Links to the company's own social media sites.		✗	✓	✓	✓
<b>PDF documents and downloads</b> Integration of up to 6 important PDF documents and downloads.		✗	✓	✓	✓
<b>Studio photos</b> Integration of studio photos for the optimal display of equipment and service of your studio.		✗	✗	Up to 6 photos	Up to 6 photos
<b>Contact partner</b> Information on the personal contact partner of your company, with a brief profile.		✗	✗	Up to 2 contact partners	Up to 4 contact partners
<b>Photos of the contact partners</b> Integration of photos of your contact partners.		✗	✗	✗	✓
<b>Designation "Top Company"</b> Special highlighting of your company.		✗	✗	✗	✓
<b>Key Visual</b> Attention-grabbing header in the directly visible area of your entry.		✗	✗	✗	✓
<b>1/1 Advertisement</b> Complement your entry in the print product with an 1/1 image or product advertisement.		✗	✗	✗	✓

## Additional ad formats in planung&analyse mafnavigator Print

Upgrade your listing in the planung&analyse mafnavigator Print with a format ad in the planung&analyse mafnavigator Print.

The Premium product package already includes a 1/1 format ad in the planung&analyse mafnavigator Print.

### Ad formats for planung&analyse mafnavigator Print

Format	Width x Height in mm	Price
1/1 page	210 x 297	2,050 €
2. Cover page (U2)	210 x 297	3,400 €
3. Cover page (U3)	210 x 297	3,100 €
4. Cover page (U4)	210 x 297	4,450 €
Bookmark		3,100 €

All prices plus VAT.

Advertisers receive one voucher copy per listing.

Please note: due to adhesive binding, approximately 7 mm of the ad surface will not be visible: U2 (7 mm on right side) and U3 (7 mm on left side). Plus 4 mm trim for all outer edges.

### Deadlines (as of September 2018)

07.10.2019	Deadline for orders
18.10.2019	Advert and data closing date
calendar week 2/2020	Distribution mafnavigator Print

# An overview of your benefits

## planung&analyse mafonavigator

The planung&analyse mafonavigator is the perfect opportunity to competently present your company and services to top decision-makers and clients in the market research industry. Your presence in planung&analyse mafonavigator will profit from the backing and reach of the planung&analyse media brand!

- Book a listing in planung&analyse mafonavigator Online and receive a listing in planung&analyse mafonavigator Print for free!
- Take advantage of cross-media presentation: increased visibility and greater reach.
- Full research access to planung&analyse mafonavigator, all the time and everywhere.

## planung&analyse mafonavigator Print distribution reach

- **Print run: 5,000 copies<sup>1</sup>**
- Distribution to all subscribers of planung&analyse – one of Germany's leading journals for market and marketing research (approx. 2,400 copies<sup>1</sup>)
- Additional targeted distribution to selected marketing decision-makers and subscribers of HORIZONT – Journal for Marketing, Advertisement, and Media
- Distribution to more than 750 research buyers in companies with decision-making authority (PUMa – Platform Company Market Researchers)
- Active adverts for the planung&analyse mafonavigator in:
  - planung&analyse

- HORIZONT
- Lebensmittel Zeitung – the leading specialist journal for the consumer products branch
- and further German and international specialist journals of the dfv media group

- Presentation/distribution of the planung&analyse mafonavigator Print at relevant events such as:
  - planung&analyse Insights – the annual conference for market and marketing research
  - HORIZONT Werbewirkungsgipfel: Summit for Advertising Impact
  - DMEXCO
  - events of dfv Conference Group – organizer of conventions, specialist conferences, and seminars for specialists and management ([www.dfvcg.de](http://www.dfvcg.de))



## Distribution reach of the planung&analyse mafonavigator Online

- [www.mafonavigator.de](http://www.mafonavigator.de) – the online hub for market research providers
- planung&analyse mafonavigator on HORIZONT Online – the specialist portal for marketing, advertising and media with 470,000 unique users! (source: [www.agof.de](http://www.agof.de), June 2018)
- Advertising on other online specialist portals and newsletters of the dfv media group
- Ongoing, active advertisement in the planung&analyse newsletter with approximately 5,200 subscribers<sup>2</sup>

<sup>1</sup>distribution sales data dfv media group 2018, <sup>2</sup>web tracking dfv media group 07/2018

## Active embedding of the planung&analyse mafonavigator on:

### HORIZONT

- HORIZONT Online is the specialist information portal for the marketing, advertising and media community - **470,000 unique users per month<sup>1</sup>**
- Target audience: marketing and advertising professionals in businesses, agencies and media



- AHGZ.de is the broadest specialist portal for hotels and gastronomy with the largest reach **201,000 unique users per month<sup>3</sup>**
- Target audience: decision-makers in the hotel and gastronomy industries



### Lebensmittel Zeitung

- Lebensmittelzeitung.net: the leading industry portal of the Lebensmittel Zeitung **130,000 unique users per month<sup>5</sup>**
- Target audience: decision-makers in the trade and consumer goods industries as well as branch-specific service providers

### TextilWirtschaft

- TextilWirtschaft.de offers professionals from trade and industry exclusive news, reports, and market studies **230,000 unique users per month<sup>2</sup>**
- Target audience: decision-makers in the textile and clothing industry



- Digital offers of fvw Media – leading news source for decision-makers and tourism experts **214,000 unique users per month<sup>4</sup>**
- Target audience: decision-makers and young professionals in tourism and business travel

# Your contact partners



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A brand of **dfv** media group