

LEAD

Innovation Management

FROM VISION TO MARKET SUCCESS.



MEDIA DATA 2019

Print and Digital

YOUR CONTACT PERSON

Head of Editorial Print and Digital

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IMPRINT

Media owner: LEAD Innovation Management GmbH, Sandwirtgasse 12/1, 1060 Wien, www.lead-innovation.com, office@lead-innovation.com, Tel.: +43 1 929 40 38, Graphics & Production: Angela HENGESBERGER, Head of Business Development; Disclosure according to § 25 MedienG is available at <https://www.lead-innovation.com/en/imprint>.

TARGET GROUP

Decision-makers in manufacturing and service industries from the sectors:

- Marketing
- Research & Development
- Product Management
- Business Development
- Technology Management
- Sales
- General Management

Further interested parties:

Lateral thinkers, strategists, students, designers, photographers, trend researchers, artists, journalists, etc.

Industries:

Automotive, building materials, chemistry, electrics / electronics, food, mechanical engineering, medicine, furniture, sanitary, telecommunications, textiles, packaging, tools / mould making, etc.

HARD FACTS

10.000 pieces per edition

Size 280mm x 210mm

Publication date every 2 months

Annual subscription domestic 90 €

Annual subscription abroad 130 €



LEAD Innovation Magazine

New every 2 months: The innovation magazine with industry focus. We report on relevant trends, developments and exciting topics from various industries and provide an overview of the most important changes in the industries.

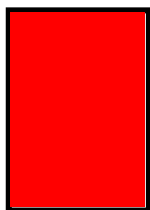
Advertisement formats & prices



DOUBLE PAGE

420 x 280mm

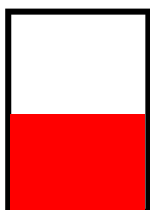
€ 4.300,-



1/1

210 x 280mm

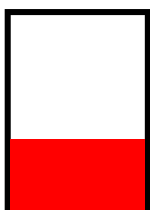
€ 2.600,-



1/2

210 x 140mm

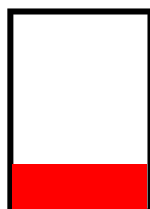
€ 1.500,-



1/3

210 x 94mm

€ 1.100,-



1/4

210 x 70mm

€ 900,-

ATTACHMENTS

Brochures, folders, flyers, etc.
are enclosed with the entire
edition.

up to 10g

€ 3.170,-

up to 20g

€ 4.450,-

up to 20g

on request

TIP-ON-CARD

Top format: 130 x 80 mm

Up to 5g weight **€ 1.460,-**

Deadline for advertisements and printing documents:
3 weeks before publication date.

All prices plus 5% advertising tax plus 20% VAT.

ERSCHEINUNGSTERMINE 2019

February 15, 2019

April 15, 2019

June 17, 2019

August 15, 2019

October 15, 2019

December 16, 2019

TARGET GROUP

People from the areas:

- Marketing
- Research & Development
- Product Management
- Business Development
- Technology Management
- Sales

Further interested parties:

Lateral thinkers, strategists, students, designers, photographers, trend researchers, artists, journalists, etc.

Industries:

Automotive, building materials, chemistry, electrics / electronics, food, mechanical engineering, medicine, furniture, sanitary, telecommunications, textiles, packaging, tools / mould making, etc.

HARD FACTS

65,000 readers per month (75% organic)

Weekly 2 new publications in

German and english

Blog subscription with weekly update

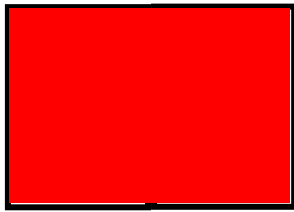
Monthly newsletter with Top Performer

Blog posts of the past 4 weeks



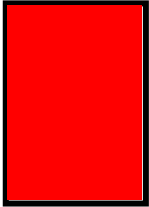
LEAD Innovation Blog

Twice a week, the editorial team publishes articles on cutting-edge innovation topics from industry, national and international events with relevance for the economy and on various innovation methods.



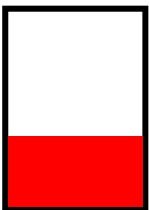
Downloadable content

from 1.500 words € 760,-



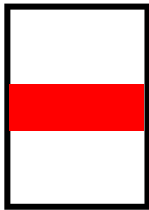
Blog post

900-1.100 words € 450,-



Banner

600 x 210 mm € 750,- per week



Text ad

380 characters
incl. spaces plus
link € 900,-

Special placements - prices on request

in a newsletter mailing

on the homepage

Creation of a CTA for the content for further distribution

Editorial deadline

2 working days before publication.

Publications on Tuesdays and Thursdays in the German blog and on

Mondays and Wednesdays in the English blog.

All prices plus 5% advertising tax plus 20% VAT.

Data delivery

Pictures: 500px

E-Mail: hengsberger@lead-innovation.com (Data volume less than 20 MB)

weTransfer:

If you have large amounts of data, please send them to hengsberger@lead-innovation.com via WeTransfer.

Unique naming of files/folders that are sent via WeTransfer, consisting of medium and contact person.

Our general terms and conditions apply, as can be seen at
<https://www.lead-innovation.com/en/general-terms-and-conditions>

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