

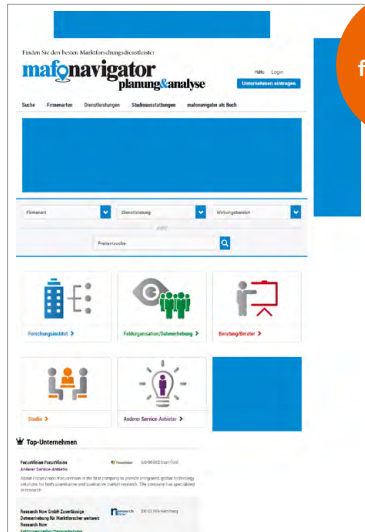
mafonavigator planung&analyse

Product packages 2017

The comprehensive directory for market and marketing research service providers!

The planung&analyse mafonavigator substitutes the planung&analyse Directory.

planung&analyse mafonavigator Online – www.mafonavigator.de
Available April 2017 with a new concept, a new design, new search functions and new presentation options for your company's listing. Your potential clients and other interested parties will be able to find you quickly and easily.



NEW
from April
2017 on

www.mafonavigator.de

planung&analyse mafonavigator Print
Created in December 2017 from the online listings.



Published annually in December

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

The services and prices of the product packages are based on a 12-month period, starting with the activation of your listing.

	Small	350 €
	Medium	750 €
	Large	1,050 €
	Premium	2,350 €

All prices plus additional VAT. The packages prices named are not eligible for discounts or agency commission.

Product packages					
	Online/Print	Small	Medium	Large	Premium
Company data and contact info Includes among others contact data, association memberships, number of employees, year of establishment.		✓	✓	✓	✓
Service profile Individual description of the services offered, USP's 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
Keywords 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
Logo 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
Social media links Links to the company's own social media sites.		✗	✓	✓	✓
PDF documents and downloads Integration of important PDF documents and downloads.		✗	✓	✓	✓
Studio photos Integration of studio photos for the optimal display of equipment and service of your studio.		✗	✗	Up to 6 photos	Up to 6 photos
Contact partner Information on the personal contact partner of your company, with a brief profile.		✗	✗	Up to 2 contact partners	Up to 4 contact partners
Photos of the contact partners Integration of photos of your contact partners.		✗	✗	✗	✓
Designation "Top Company" Special highlighting of your company.		✗	✗	✗	✓
Key Visual Attention-grabbing header in the directly visible area of your entry.		✗	✗	✗	✓
1/1 Advertisement 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 Online with an 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	1,950.- €
2. Cover page (U2)	210 x 297	3,250.- €
3. Cover page (U3)	210 x 297	2,950.- €
4. Cover page (U4)	210 x 297	4,250.- €
Bookmark		2,950.- €

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 April 2017)

06.10.2017	Deadline for orders
20.10.2017	Advert and data closing date
12.12.2017	Publication date of planung&analyse 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 Print distribution reach

- **Print run: 5,000 copies**
- Distribution to all subscribers of planung&analyse – one of Germany's leading journals for market and marketing research (2,220 copies*)
- Additional targeted distribution to selected marketing decision-makers and subscribers of HORIZONT – Journal for Marketing, Advertisement, and Media
- Distribution to approx. 660 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 2017 – the annual conference for market and marketing research
 - HORIZONT Werbewirkungsgipfel 2017: Summit for Advertising Impact 2017
 - dmexco
 - events of dfv Conference Group – organizer of conventions, specialist conferences, and seminars for specialists and management (www.dfvcg.de)



Distribution reach of the planung&analyse mafonavigator Online

- 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 420,000 unique users! (source: www.agof.de, November 2016)
- Advertising on other online specialist portals and newsletters of the dfv media group
- Ongoing, active advertisement in the planung&analyse newsletter with approximately 4,200 subscribers

*distribution sales data dfv media group 2016, **web tracking dfv media group 2016

Distribution reach of the mafonavigator

Active embedding of the planung&analyse mafonavigator on:

HORIZONT

- HORIZONT Online is the specialist information portal for the marketing, advertising and media community - **420,000 unique users per month***
- 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 **250,000 unique users per month*****
- Target audience: decision-makers in the hotel and gastronomy industries

*AGOF (11/16); **AGOF (04/16); ***AGOF (04/16); ****Webtrekk ø unique user p.m. 7/15–6/16; *****AGOF (04/16)



TextilWirtschaft

- TextilWirtschaft.de offers professionals from trade and industry exclusive news, reports, and market studies **160,000 unique users per month****
- Target audience: decision-makers in the textile and clothing industry



- Digital offers of fww Media – leading news source for decision-makers and tourism experts **117,000 unique users per month******
- Target audience: decision-makers and young professionals in tourism and business travel

Lebensmittel Zeitung

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

Your contact partners



Dr. Benedikt Bock
Sales / Content Management
+49 69 7595-2016
benedikt.bock@mafonavigator.de



Anja Spitzl
Sales Support / Content Management
+49 69 7595-2014
anja.spitzl@mafonavigator.de



Gertrud Wellner
Content Management
gertrud.wellner@mafonavigator.de

planung&analyse
Deutscher Fachverlag GmbH
Mainzer Landstraße 251
60326 Frankfurt am Main
Germany

A brand of **dfv** media group