

planung&analyse – one of the leading trade journals for market research and marketing in Germany.

## Editorial content:

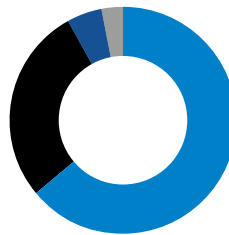
- Current, in-depth articles written by authors from institutes, companies and universities on projects, concepts and methods drawn from market practice and market research.
- Journalistic contributions of the planung&analyse-editorial office on backgrounds from the market research industry. Analysis, interviews, comments.

## Target group:

Due to the partnership with HORIZONT, the top media brand for marketers in all industries as well as agencies and media decision makers and with Lebensmittel Zeitung, the leading trade and business newspaper of the consumer goods sector in Germany, we now address everyone in the causal decision-making chain on research contracts and comprehensive market research projects\*:

**planung&analyse-subscribers, direct purchasers, 2,260 copies**

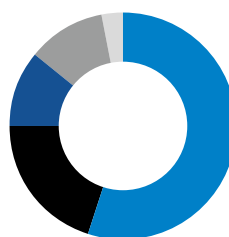
### Industry affiliation



- 64% decision makers in the field of corporate market research
- 28% decision makers in market research institutes
- 5% decision makers in agencies & consulting
- 3% academic decision makers in teaching and research

**planung&analyse-ipients that receive their copy as a supplement in HORIZONT, 4,232 copies**

### Industry affiliation



- 60% decision makers in advertising companies
- 15% decision makers in communication and advertising agencies
- 10% decision makers in media agencies
- 10% decision makers with media/media networks
- 5% others

**planung&analyse-ipients that receive their copy as a supplement in Lebensmittel Zeitung, 7,562 copies**

### Industry affiliation

100% decision makers in advertising companies in the consumer goods sector.

**Circulation:**  
14,054\*\* distributed copies

- 4,232 distributed copies enhanced circulation selected HORIZONT subscribers
- 7,562 distributed copies enhanced circulation selected subscribers of Lebensmittel Zeitung
- 2,260 distributed copies planung&analyse subscribers and direct purchase

**Frequency of publication:**  
6 x per year

Sources:  
\*Readership structure analysis planung&analyse 2017,  
\*\*Analysis sales data of the dfv media group 2017

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## Dates and topics

Issue	Deadline for booking	Deadline for material	Date of publication	knowledge&research: the platform for contributions from authors		Manuscript by:	Provider overview	Industry event / supplement in
				Topic	Focus			
1	15.01.	30.01.	15.02.	Technology supports research: VE, AR, chatbots, videos, KI	Pharma and healthcare	14.12.17	You can make a booking according to the particular subject in „Topic“ or „Focus“	General Online Conference (GOR)/ ILEX Amsterdam (19.-20.02.) Supplement in HORIZONT/ Lebensmittel Zeitung #7 from 15./16.02.
2	22.03.	10.04.	26.04.	Research for trade and consumer goods (FMCG): brand, packaging, new products	Addressing target audience: young, elderly, B2B, ...	05.03.		Supplement in HORIZONT/ Lebensmittel Zeitung #17 from 26./27.04.
3	02.05.	18.05.	07.06.	The right price: research about price fixing and forecast methods	Cars and mobility	16.04.		BVM-Congress (11.-12.06.) Supplement in HORIZONT/ Lebensmittel Zeitung #23 from 07./08.06.
4	16.07.	31.07.	16.08.	Customer in focus: consumer satisfaction, usability, PoS, touchpoints, Shopper Marketing	Always mobile: research with and for the smartphone	14.06.		p&a Kongress Insights 22./23.8., Werbewirkungsgipfel, Esomar World-Congress, dmexco Supplement in HORIZONT/ Lebensmittel Zeitung #33 from 16./17.08.
5	14.09.	01.10.	18.10.	Research: Online and Social Media	Basics: Panel- and field service providers	20.08.		Research & Results Supplement in HORIZONT/ Lebensmittel Zeitung #42 from 18.19.10.
6	05.11.	20.11.	06.12.	Media- and marketing effectiveness research	Finance- and insurance service providers	08.10.		HORIZONT Media Congress January 2019 Supplement in HORIZONT/ Lebensmittel Zeitung #49 from 06./07.12.

## Prices and formats

Format	Portrait in mm*	Landscape in mm*	Price	
2/1 page		420 x 297	8,950 €	
1/1 page		210 x 297	5,600 €	
2/3 page		134 x 297	210 x 194	4,450 €
1/2 page		105 x 297	210 x 148	3,150 €
1/3 page		70 x 297	210 x 102	2,300 €
1/4 page		130 x 148	210 x 80	1,650 €
1/6 page		70 x 148	210 x 51	1,150 €
1/8 page			210 x 40	850 €
Supplements / inserts**		200 x 290	5,600 €	

\* Bleed margin of 4mm on all outer edges; Type area formats on request;  
\*\* Up to max. 25g

Placement surcharge:  
10% for all fixed placements