

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

Editorial content:

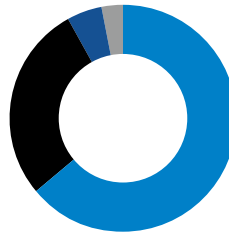
- Current, in-depth articles written by authors from institutes, companies and universities on projects, concepts and methods drawn from market practice and market research.
- Journalistic contributions of the planung&analyse editorial office on backgrounds from the market research industry. Analysis,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

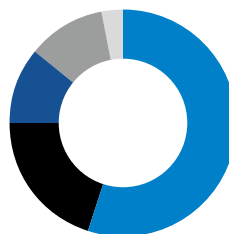
Industry affiliation



- 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 recipients 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 recipients 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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





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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.	23.01.	15.02.	Technology supports research: VR, 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)/ IIEX Amsterdam (19.-20.02.) Supplement in HORIZONT/ Lebensmittel Zeitung #7 from 15./16.02.
2	22.03.	05.04.	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.	11.05.	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.	24.07.	16.08.	Customer in focus: consumer satisfaction, usability, PoS, touchpoints, Shopper Marketing	Always mobile: research with and for the smartphone	14.06.		p&a Congress Insights 22./23.8., Werbewirkungsgipfel, Esomar World-Congress, dmexco Supplement in HORIZONT/ Lebensmittel Zeitung #33 from 16./17.08.
5	14.09.	24.09.	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.	13.11.	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

Digital portrait – planung&analyse Website

www.planung-analyse.de

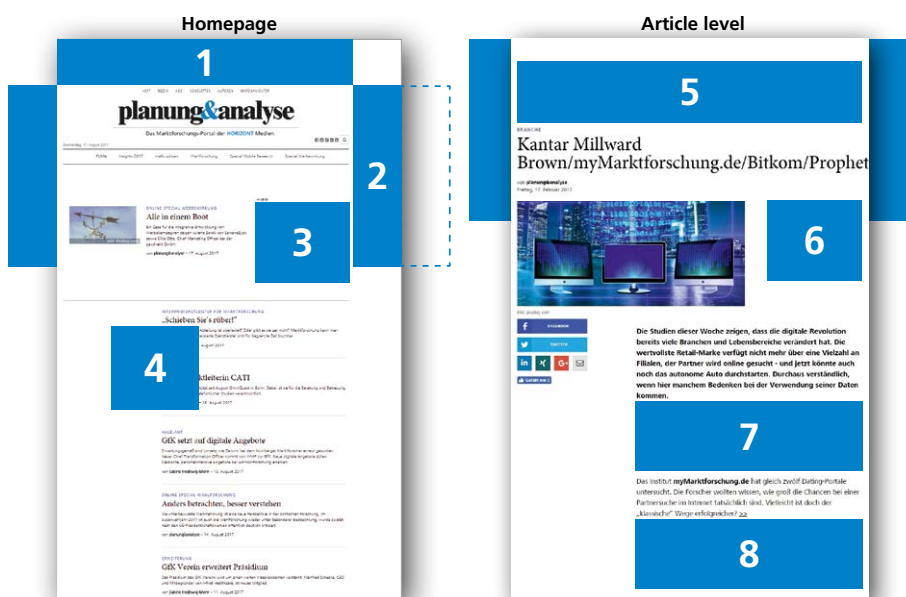
The market research portal www.planung-analyse.de delivers, as part of the HORIZONT Media, the latest news from market research. Besides announcements considering events, institutes, new tools and particulars you can regularly find information on important studies. "mafo.spitzen" shows the plurality of opinion within the industry: authors commenting on procedures in the market.

The platform offers search-possibilities within the planung&analyse mafonavigator and within the archive of printed planung&analyse copies. On top of that you can find information on our events and publications as well as everything about the network of company market researchers (PUMA).

Online figures:

35.462 Visits
60.000 Pls

Source: Google Analytics, November 2017, planung-analyse.de



The following display ads are in addition displayed on mafonavigator.de: Superbanner, Skyscraper (as Sticky Ad), Medium Rectangle and Billboard.

Prices display ads planung&analyse Website

Display ads	Ad format (pixel)	1 of 3 rotation ¹ (price per week)	Exclusive ¹ (price per week)
1 Superbanner	728 x 90 to 980 x 150	215 €	295 €
1 + 2 Webskin (Superbanner + 2 Skyscraper)	980 x 150 + 2 x 160 x 800	485 €	670 €
1 + 2 Hockeystick (Superbanner + Skyscraper without background color)	980 x 150 + 160 x 600	390 €	540 €
1 + 2 Wallpaper (Superbanner + Skyscraper with background color)	980 x 150 + 160 x 600 + background	420 €	585 €
2 Skyscraper as Sticky Ad	160 x 600	215 €	295 €
2 Double Sticky Ad	2 x 160 x 600	275 €	375 €
2 Halfpage Ad as Sticky Ad	300 x 600	230 €	320 €
3 + 6 Medium Rectangle with mobile extension ² (Content Ad 1. position)	300 x 250	275 €	365 €
4 Layer Ad	400 x 400	295 €	400 €
5 Billboard	940 x 250	375 €	510 €
5 Billboard Pushdown	from 940 x 250 to 940 x 500	620 €	850 €
7 Content Ad 1 300 x 250 with mobile extension ² (Content Ad 2. pos.)	300 x 250 to 617 x 280	255 €	350 €
8 Content Ad 2 300 x 250 with mobile extension ² (Content Ad 3. pos.)	300 x 250 to 617 x 280	255 €	350 €

¹Appears on the homepage within all current news.

²Your ad appears on the desktop and mobile version of www.planung-analyse.de; gif necessary for mobile extension

Digital portrait – planung&analyse Newsletters

planung&analyse Newsline

planung&analyse Newsline reaches each Friday about **4.400**¹ recipients with the newest topics. The bundled frequency of the newsline guarantees lots of attention for your products!



planung&analyse Newsflash

planung&analyse Newsflash is sent to about **4.320**¹ recipients as soon as there are breaking news in marketing and market research. Distribution from case to case, several times a week.



planung&analyse Infomercial

planung&analyse Infomercial contains your exclusive advertising message. Apart from that the newsletter contains no editorial content, has the looks of a newsletter and the content is clearly marked as an advertisement.



¹publishers declaration dfv media group 09/2017

Prices planung&analyse Newsletter-ads

Placement	Format (pixel)	Price (per week)
planung&analyse Newsline		
Top-Position	Medium Rectangle: 300 x 250	460 €
	Superbanner: 728 x 90	475 €
	Billboard: 728 x 250	495 €
Top-News-Position	Medium Rectangle: 300 x 250	410 €
	Superbanner: 728 x 90	420 €
	Billboard: 728 x 250	430 €
Content Position 1	Medium Rectangle: 300 x 250	350 €
	Superbanner: 728 x 90	360 €
	Billboard: 728 x 250	390 €
	Text display with picture max. 400 characters + max. 120 x 120	410 €
Content Position 2	Medium Rectangle: 300 x 250	295 €
	Superbanner: 728 x 90	305 €
	Billboard: 728 x 250	330 €
	Text display with picture max. 400 characters + max. 120 x 120	350 €
planung&analyse Newsflash		
Top-Position	Medium Rectangle: 300 x 250	570 €
	Superbanner: 728 x 90	585 €
	Billboard: 728 x 250	600 €