


iBusiness Executive Summary
JAHRESGANG 24 FEBRUAR 2023 | AUSGABE 01 | LOSER TRENDLEISTUNG ERKENNEN FÜR BUSINESS-PROFILS MITTELSCHEN

DIE TRENDS 2023/2024



METAVVERSE, FEDIVERSE UND KALTE HEIZUNGEN

NEU: Postfix Multichannel-Contactcenter 2023

KI im SEO 26
Display-Werbung erobert das Auto 28
Shopssysteme der Top-1.000-Online-Shops 30

Seite 2

ONEtoONE
NEW MARKETING MANAGEMENT
www.one-to-one.de | Ausgabe 02/2023 | Euro 7,90 € - 17,90 €

Special Marketingautomation



„Marketing-automation ist wie Fahrradfahren“
von Achim Schramm

Achim Schramm ist bekannender Marketing-automations-Junkie. Sie funktioniert, darum will er sie nicht mehr missen. Warum der Kommunikationmanager beim Nürnberger Energieversorger N-ERGIE in Zukunft die Dots noch stärker will, erzählt er im Gespräch mit ONEtoONE.

Die Zahl von Jahren, die Conversion-Rate von einem Besucher zu einem Käufer steigt – das ist ein wichtiger Indikator für den Erfolg eines Unternehmens. Die Zahl der Website-Besucher, die sich für ein Produkt interessieren, ist ein weiterer wichtiger Indikator. Die Zahl der Website-Besucher, die sich für ein Produkt interessieren, ist ein weiterer wichtiger Indikator. Die Zahl der Website-Besucher, die sich für ein Produkt interessieren, ist ein weiterer wichtiger Indikator.

Canon
FLATINSPONSOR

Versandhausberater
Strategien und Analysen für E-Commerce, Katalogmarketing und Mobile Shopping

Diese Woche besonders wichtig: Nr. 22 vom 03. Juni 2022

Verkaufspychologie für E-Retailer auf Seite 1 | **E-Commerce in den Niederlanden** auf Seite 6
Guichthausmodelle in Metaverse auf Seite 4 | **Katalogbeschaffung Mediom** auf Seite 7

Commerce wird coverational
Lutz Follmer über Erfolg
Wir Menschen überschätzen ja bekanntlich von den künftigen Auswirkungen von Einzelkäufern mit unvorstellbar die langfristigen Auswirkungen. Dazu muss ich heute, so ich im Bereich meiner Redaktionen keine Rücksicht über eine Studie Social Shopping geben habe (Datei: 01/19/2022). Laut dem aktuellen „Shopper Experience Index“ wird Social Commerce immer wichtiger. Auch wenn gewisse Kundensegmente immer eher generieren Positionen als Kaufkraft.

Verkaufspychologie für E-Retailer im B2B- und B2C-Segment
Sie können Ihre Umsätze steigern, wenn Sie Erkenntnisse aus der Psychologie kennen und anzuwenden wissen. So steuern Sie die Wahrnehmung und Wirkung bei Ihrer Kundschaft.
Bei Millionen von Produkten auf dem Markt (gegen ein einzelnes Supermarkt hat ein Sortiment von über 10.000 verschiedenen Artikeln) führt es Kunden in diese Angebotsvielfalt oft über, das richtige Produkt zu finden. In mehr Wahlmöglichkeiten zur Verfügung stehen, umso schwieriger wird die Entscheidungsfindung. Dieser Phänomen wird auch „Paradox of Choice“ oder „Marshall-Lösungs-Paradoxon“ genannt. Das Konzept besagt, dass eine große Auswahl an Alternativen zwar mehr Aufmerksamkeit auf sich zieht, diese große Auswahl allerdings oft zu geringerer Umsatz führt, weil sich die Kunden nicht entscheiden können. Eine geringere Angebotsvielfalt kann die Umsätze dagegen steigern – und zwar um das Sechsfache. Gleiches gilt für die Überwindung von Informationsflut.
Weniger ist oft mehr
Die Studie „Auswirkung der Informationsüberflutung auf die Qualität des Verbraucherwahl“ in einer Online-Umgebung“ kam zum Ergebnis, dass eine Überflutung mit Online-Informationen zu weniger zufriedenen, weniger selbstbewussten und verunsicherten Verbraucher führt. Leider lässt sich nur teilweise vermeiden, dass wir Kunden alle, aber auch wirklich alle Informationen zu einem Produkt zur Verfügung stellen und lassen sie viel Auswahl wie möglich lassen. Für auch das Motto: „Mehr ist mehr und mehr ist besser“.
Allerdings ist unsere Aufmerksamkeit begrenzt. Data Slogoff führt dazu, dass unser Gehirn nur wenige Informationen verarbeiten kann. Dies muss und – wenn es damit überfordert ist – verwirrt zurückbleibe. Wenn kommt, dass je nach Verfahren jeweils ganz unterschiedliche Informationen herausgefiltert werden, um eine Entscheidung zu treffen.
Die einfache Möglichkeit, um das Informations-Überflutungsproblem zu vermeiden, sind Segmentierung und Personalisierung. Denn nur wer seine Zielgruppe systematisch anhand der psychografischen, demografischen, verhaltensbezogenen und transaktionsbezogenen Daten segmentiert, kann herausfinden, wer mit welchen Informationen angesprochen werden möchte.

Joachim Joff
Inhaltlicher Herausgeber

Media kits 2024-2025



Joachim Graf

We still don't want to sell you ads

Your complex products and services require a nuanced communication solution. HighText has more than 30 years of experience in bringing suppliers of digital and communication products and services that require explanation together with their customers.

Whether you want to build brand awareness, need

to generate leads for your sales or wish to get into the pitch mindset of those making

the decisions, we have the right communication tools for you. And also the right target groups. Thanks to the alliance of the think tank for **iBusiness** futurology, the trade journal for new marketing management **ONEtoONE**, and the publication for ecommerce leaders **neuhandeln/Versandhausberater**, we can offer you precisely the communication you need to ensure that your marketing and sales are successful.

By the way: do you have a communications task that you can't find a solution for in this information on media rates? Then we will simply develop a new one together with you. Call us.

We look forward to talking to you!

Your

Joachim Graf
 Issuer

All the communication tools you need...

Content and branding: Do you wish to achieve awareness among German-speaking digital decision-makers, engage in employer branding or communicate your competence in special subject areas? Print campaigns, online and email media, advertorials and online sponsorship are all suitable for this.

Lead generation: Fill your sales funnel with high-profile B2B leads. With virtual congress trade fairs, webinars, white papers and permission marketing campaigns.

Pitch marketing: Does your brand need to be in the mindsets of decision-makers precisely when a pitch decision is going to be made? Rankings and themed specials are designed to do just that.

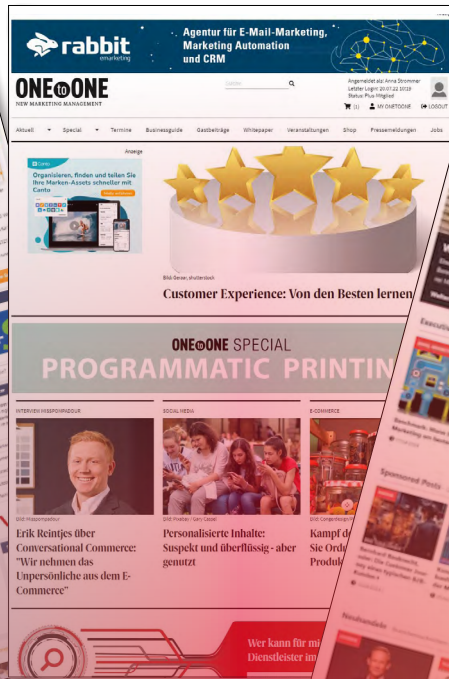
... and they are also sustainable.

We ensure that your advertising campaigns are widely climate-neutral. For example, our Internet Service and hosting provider M-Net in Munich is the first climate neutral German telecommunications company. Furthermore, we we make investments in climate protection projects, do not use any short range flights and reduce commuting by teleworking.

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iBUSINESS

ONEtoONE

VERSANDHAUSBERATER

HighText-Verlag combines three established, highly capable titles for decision-makers under one roof:

- **iBusiness**, created in 1991, is the think tank for futurology relating to digital, interactive and disruptive markets. Strategic decision-makers from companies and agencies, service providers and brand managers, as well as shop operators and CDOs come here to find market figures, future scenarios and market analyses for the entire world of digital transformation.
- **ONEtoONE** has been the trade journal for new marketing management since 1998. The target group is marketing managers and CDOs. You will find everything pertaining to your personal marketing career: backgrounds, checklists and concrete help for projects, technology, services, career and community. Thanks to the partnership with the German Dialogue Marketing Association, Deutscher Dialogmarketing Verband DDV e.V., ONEtoONE is integrated into industry communications and reaches all DDV members.
- **Versandhausberater** has been the publication for retail leaders since 1961. The target group is decisionmakers in retail, cross-channel providers, catalogue dealers, online shop operators and the management boards of their service providers. Since 2024 together with [neuhandeln.de](https://www.neuhandeln.de).

More than 100,000 decision-makers: In total, you reach 100,000 C-level decision-makers via all HighText media. We deliver emails, web content, e-magazines, video podcasts, and printed magazines to our various subscriber target groups on a daily basis, both as (paid) subscriptions as well as by controlled distribution to known addressees.

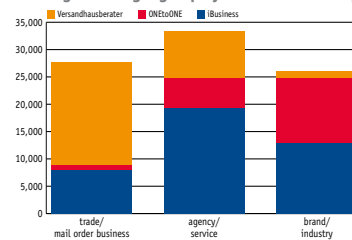
Focus on commerce, brands and digital services: Due to the subject areas that our medias deal with the majority of B2B decisionmakers who use these media are employed in companies in the digital economy – or the digital-affinity departments of the classic industries.

C-level only: Most users of HighText media are managing directors, company owners and members of executive boards

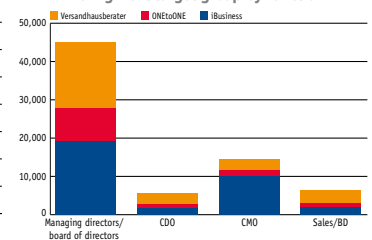
	iBusiness	ONEtoONE	Versandhausberater
HighText user share	40%	35%	25%
Share made up of management/executive board members	50% (for agencies: 65%)	39%	80%
Share made up of heads of marketing/digital/e-commerce/CDOs	42%	34%	12%
Companies > EUR 100 million turnover	28%	21%	36%

Annual investment volume of more than 35 billion euros: In total, you can reach around 100,000 digital decision-makers via HighText media, of whom the majority are generally known to us as registered users and email subscribers and whom you can all reach with advertising messages (via GDPR-compatible registration procedures, such as double opt-in). If you extrapolate the self-declared information provided by our users regarding the investment volumes they decide on, our users together move an annual investment volume of more than 35 billion euros.

The HighText target group by branche of industry



The HighText target group by function



iBusiness Veranstaltungen

Archiv:

Virtuelle Kongressmesse B2B/B2C Digital 2022

In Kooperation mit **SOCIAL EVENT**

05.07.2022, 09:30 Uhr bis bis 06.07.2022, 14:35 Uhr

Virtuelle Konferenz - B2B/B2C Digital

Die Digitalen Anforderungen im deutschen Mittelstand haben in diesem Jahr das Thema digitale Transformation ganz oben auf die Agenda gesetzt. Angewandte B2B- und Transformations-Fachkräfte versetzen in unserer virtuellen Kongressmesse, wie man Transformationsprojekte wirklich zu einem Erfolg macht, und was Mögbarkeiten liegen.

Zur Veran von der Digitalisierung über die Total Long Business in Taps. In der Virtuellen Kongressmesse können die gesamte vor allem Praktiker zu Wort, helfen Sie sich von ihnen konkrete, praxis getriebene Anregungen und neue Praxisprojekte für Ihre B2B-Organisationen.

Verfügen Sie für einen oder mehrere Tage über ein virtuelles Forum und auf dem neuesten Stand. Sie sich, die neuesten Insights und Trends. Zusätzlich können Sie im virtuellen Kongress Space sich über Anbieter informieren, direkt mit den Vorständen der individuellen Kommunikation und ihnen Ihre persönlichen Fragen stellen.

09:30 **Plattformökonomie war gestern - warum die Zukunft Biotope sind**

Die Digitalisierung im Mittelstand bewegt sich schneller, als wir meist für erwarten ist oder befürchtet hat. Wo in der Vergangenheit Produktlisten und Web-Visitenkarten zu Fundament waren, entstehen Omnichannel und Direct-to-Customer-Plattformen. Doch die Frage ist damit längst nicht zu Ende. Zukunftsrelevante Lösungen (z.B. Social, werden die Zukunft in Business nicht bloßen Plattformen

ONEtoONE NEW MARKETING MANAGEMENT

Agenda: 14.07.2022 14:30 bis 15:00 Uhr

Webinare

ONETOONE Konferenzen und Webinare

21.06.2022, 11:00 Uhr bis 12:00 Uhr

TRICK OR TRUST: Mit Transparenz und robustem Datenfundament zum nachhaltigen Erfolg im Digitalen Marketing

Selbst in einer Welt ohne Cookies können Unternehmen ihre Kund:innen personalisiert ansprechen und enorme Erkenntnisse gewonnen werden. Die Akzeptanz gegenüber personalisierten Webinhalten steigt mit zunehmender Transparenz. Vertrauen entsteht, was Weiterbildung über die Verwendung der eigenen Daten gelebt wird. Eine Customer Data Plattform hilft Ihnen dabei, genau dieses Ziel zu erreichen.

Das erleben Sie in diesem Webinar:

- Richtig nach einer Phase mit geringer Trustzeit im Webinar "Trick or Trust" mit Transparenz und robustem Datenfundament zum nachhaltigen Erfolg im Digitalen Marketing" geben wir einen Einblick, wie Unternehmen den Spiegel zwischen dem Schreiben und Schreiben von Daten mehren können, anhand von konkreten Use Cases und aufzeigen, wie Sie Vertrauen schaffen und gleichzeitig die Datenqualität stetig verbessern.

Für wen ist dieses Webinar:

- Marketing und UX/UI Design
- IT
- Geschäftsführung

Dozent: Dr. Alexander Feldig, Technical Consultant, T-Systems Multimedia Solutions GmbH, Andreas Jungmann, Senior System Customer Experience Consultant, T-Systems Multimedia Solutions GmbH

Moderator: Sebastian Hahn, Redakteur, Business.de

Alexander Feldig ist Technical Consultant im Bereich Digital Marketing bei T-Systems MMS verantwortlich - dem Full-Service-Dienstleister für Digitale Transformation. Seine fachlichen Schwerpunkte liegen im Bereich Content Management Systeme, Data Analytics und Customer Data Platforms. Nach 8 Jahren Digital Marketing bei Universal Music in Berlin lernte er sich 2012 als technischer Berater bei T-Systems MMS beschäftigen.

Die ersten Berührungspunkte mit Digital haben Andreas Jungmann in jungen Jahren geprägt: AOL, Google, MySpace, Orkut, MyScoop, Greeting und Co.ing. Nach seinem Bildungsweg entlang von Technologie, Medien und

Wulfbusch beendet ECommerce-Abteilung

Sieer eigenes ECommerce-Spendenbüro gibt es bei der Wulfbusch-Gruppe nicht mehr. "Es gibt im Jahr 2024 keine Bewerbungen mehr für eine Spezialrolle E-Commerce in einem Multibranch-Unternehmen", so Geschäftsführer... Wulfbusch

Essenzielle Unabhängiger Anbieter von Web- und Content-Strategien

Neuheiten Wulfbusch: Neues E-Mail Marketing im Kundenportale

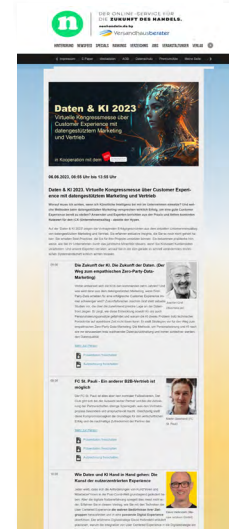
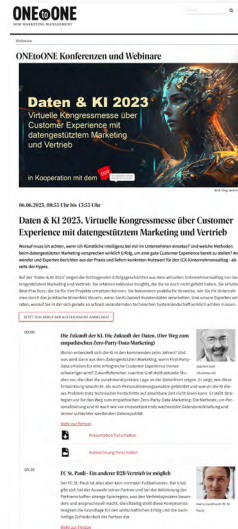
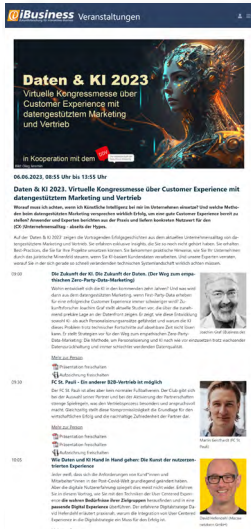
Sponsored Posts Unabhängige und zuverlässige Beratung

Neuheiten Wulfbusch: Neues E-Mail Marketing im Kundenportale

Lead generation

VIRTUAL AN LIVE CONFERENCES AND FAIR EVENTS , WEBINARS, WHITEPAPERS

Lead generation via webinar, masterclass, virtual conference, hybrid event...



On iBusiness.de, ONEtoONE.de and Versandhausberater.de, we offer a wealth of event formats for lead generation. Classic webinars have a high branding effect and a lighthouse effect in terms of content due to their unique scheduling.

Presentations in virtual conferences benefit from the content focus of the overall event and the omnibus effect in participant acquisition through many different presentations. Lectures in hybrid events combine the reach of a face-to-face event with an online lead engine. Masterclasses provide a high-impact experience for attendees and exceptional branding.

All events are always designed as editorial content. This allows you to benefit from the proven high level of expertise of our editorial teams. Participants are recruited (depending on the target group) through online advertising, recommendations, social media activities and standalone mailings via all our media and, if necessary, also in conjunction with other events.

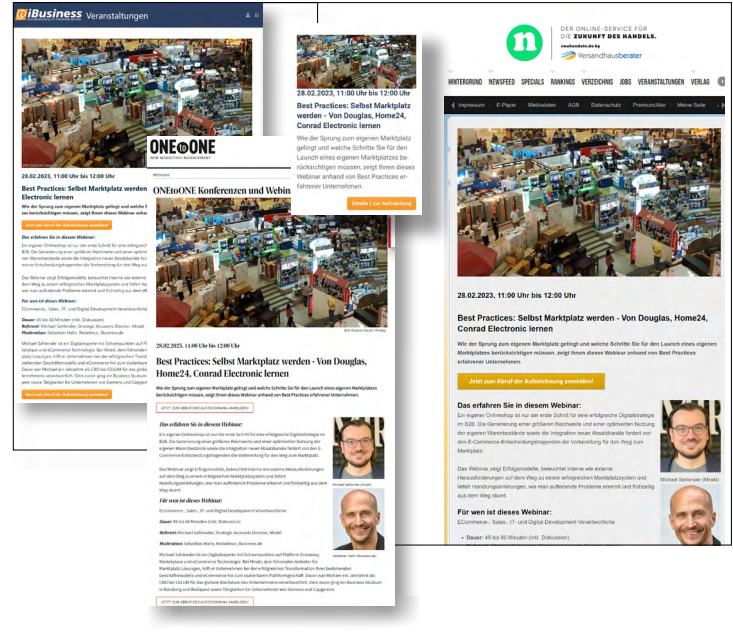
You can put together your own individual Smart Webinar event from a wide range of service modules. This means you get exactly the event you want - and at the best price/performance ratio.

DSGVO compliant lead generation plus reach

At all events, you benefit from the editorial expertise of our media and the comprehensive marketing of your presentation.

At all events, you receive all participant leads from exactly your presentation - even if, for example, at a virtual congress fair, other people attended who were not interested in your presentation. This ensures both a high level of awareness of the leads to your company (your sales department will thank you), as well as guaranteed DSGVO compliance of the lead process. With your speaker slot as part of a smart webinar, you also get high qualified coverage for your topic along with a comprehensive service package:

- Editorial support from topic identification to speaker coaching and content optimization of the presentation to target group-specific formulation of your marketing texts. If you wish, we can even find a spokesperson for your topic.
- Complete service from an experienced team: technology, event direction, moderation, marketing and lead management from a single source.
- Extensive experience: we have been conducting webinars since 2012, virtual conferences since 2013, virtual congress exhibitions since October 2020, hybrid events since 2022.
- Cross-media and long-term marketing of your presentation via email, websites and social media. We also promote selected events via our print media iBusiness Executive Summary, ONEtoONE and Versandhausberater..



Total reach		
Total email reach		165.000
Social media reach		>800.000
Reach web promotions		125.000
Newsletter reach		110.000
Total		1,2 Mio.

Basis price Smart Webinar (25-minute presentation with Q&A, promotion, moderation, dress rehearsal*, speaker coaching, recording, lead engine and transmission, holding webcast and presentations for at least 24 months. Company presence in virtual foyer for individual one-to-one conversations with attendees via integrated chat module. Offer of digital supplementary materials, linking to your company dossier deposited with the HighText publishing house.	4.900 Euro
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Upgrade modules

Presentation extension (max. 60 min. incl. Q&A), Surcharge	1.500,-
Separate date (Own event outside a Virtual Conference), Surcharge	1.500,-
Scheduling placement within a virtual conference (day, approximate time), Surcharge	10%
Masterclass upgrade (incl. individual chat trainings and up to 4 breakout sessions, multi-level participant mailings (e.g. for training whitepapers), event duration up to 3 hours	2.000,-
Event sponsoring Virtual Conference (Logo/banner in all materials, logo promotion on slides and event banner, live greeting speech), Surcharge	5.450,-
Exklusive sponsorship (complete Virtual Conference (own theme, only own speakers, up to 10 presentations/day, logo in all materials, welcome); per day	32.500,-
Additional speakers (max. 3), Surcharge	150,-

Individualisation of the registration process (e.g. additional questions, mandatory data, own declaration of consent)	295,-
First technical and content rehearsal (Rehearsal is mandatory!)	0,-
If a the rehearsal has become necessary (e.g. due to cancellation of an appointment, missing presentation, etc.)	250,-
Video file of the lecture for own further use	150,-
Participant certificate (individual document for each participant, incl. event description, your company logo, signature of the presenter), Surcharge per certificate	10,-
Marketing extension (Newsletter ads e.g. for lecture white papers) up to 8 weeks after event; reach: 82.000 recipients, Surcharge	595,-
Additional content marketing (Online-Advertorial with 12 months standing time, EMail-Promotion of the online advertorial, advertorial in E-Book and print edition), Surcharge	2.995,-

Calculation example Smart Webinar

Type	Module	Total price
Virtual conference	25 min thematically suitable presentation in the in the context of an existing virtual conference	4.900,-
Classic webinar	60 min presentaion in own webinar (any topic, any time)	7.900,-
Master class	upto 240min. presentations and breakout sessions, multi-level participant mailings, (any topic, any time)	9.900,-

*General rehearsals are mandatory, one general rehearsal appointment is included in the price, should a 2nd general rehearsal appointment be necessary, we charge an additional 250,- Euro.

Event	Dates	Planned topics include
Data & AI 2024. Virtual conference fair on data-driven marketing and sales	14./15.05.24	<i>Artificial intelligence and machine-learning solutions for first- and zero-party data, customisation, personalisation, marketing automation, scoring...</i>
<i>Expert forum: „Customer Experience“*</i>		<i>CX applications and services for websites, mobile apps and portals. CX management, service management, employee experience</i>
<i>Expert forum: „Programmatic Printing“*</i>		<i>Variable data printing, cross-media marketing automation, customisation and personalisation of print, CGI, automatic layouts, PIM, DAM, MAM...</i>
The Future of Customer Service and Customer Dialogue.	25./26.6.24	From chatbots to transactional emails to social media: how to master 1:1 communication; inbound, outbound, contact centre strategies...
Dialogue. Conference24	03.09.24	<i>In cooperation with DDV e.V. Topics: dialogue marketing, customer communication, customer experience ...</i>
Transformation in Retail 2025. Virtual congress on systems, processes and marketing for all channels, platforms, b2b and b2c	15./16.10.24	Tools, solutions and systems for email marketing, chat, social media marketing, social commerce, platform marketing, content marketing via Tiktok, WhatsApp, Amazon, LinkedIn, Instagram...
<i>Expertenforum „Direct to Consumer“*</i>		<i>Customer experience, customer engagement, B2B2C, platforms and marketplaces, omnichannel solutions...</i>
Future Conference 2025. Trends in e-commerce, marketing and digital business	03./04.12.24	Applications and services for digital transformation Developments in hardware and software, services and tools...
<i>Expert forum „The Metaversum“*</i>		<i>Tools, services and solutions for the metaverse, AR, VR, Web3...</i>
<i>Expert forum „AI, Machine Learning and Data-Driven Marketing“*</i>		<i>Artificial intelligence in marketing, address data, CRM, customisation and personalisation, marketing automation, scoring</i>

* In an expert forum, we summarise lectures on a specific topic as part of virtual conferences. Expert forums are also marketed separately to specially selected target groups at no extra cost.

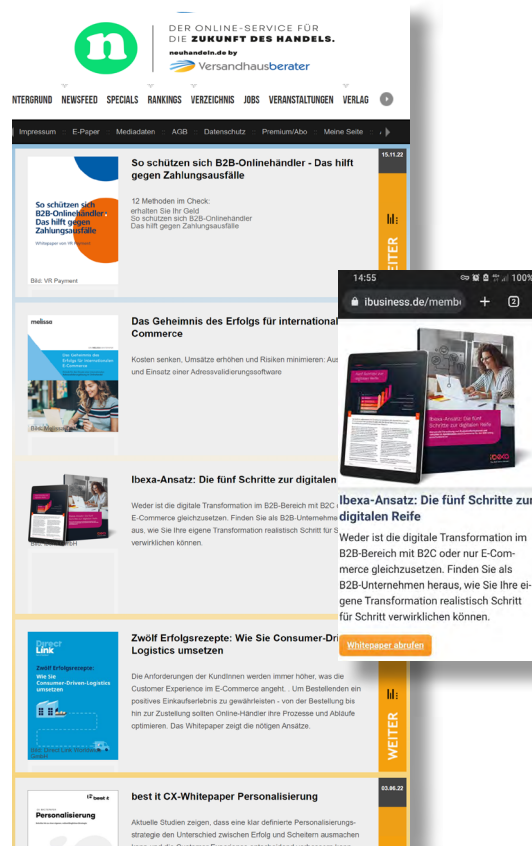
Support for your white paper campaign

We offer cross platform communication support for download promotion of your white paper or e-paper.

The provision of your white papers and e-books is free of charge for you as a Premium Plus member (one platform) or as a Premium Enterprise member on all three platforms iBusiness.de, ONEtoONE.de and Versandhausberater.de. All your white papers are accessible to interested parties via the menu or are automatically promoted on the homepage (iBusiness only).

In addition, a number of additional services are available for your white papers and e-books:

Provision of freely accessible white papers and e-books in your own service provider entry, on the white paper collection page and on the homepage	free part of the premium / enterprise membership
Activation of the lead engine per white paper (including transmitting incoming leads as well as communication of your white paper via two collective standalone mailings)	950 Euro
Standalone mailing , e.g. to promote your white paper on the lead generation landing page of your website to up to 55,000 selectable receiving addresses; per thousand	CPM 395 Euro
Social media campaign	upon request
Writing a white paper/e-paper or licensation of content for Your white paper	upon request



As a PremiumPlus member you can publish your white paper on one platform, as a Premium Enterprise member on all three platforms.

ONE TO ONE
NEW MARKETING MANAGEMENT
Special Marketingautomation

„Marketing-automation ist wie Fahrradfahren“

Als Sales Scheduler (1) oder Content Marketing (2) unterstützen Sie Ihren Kunden bei der Erreichung ihrer Ziele. Mit der richtigen Marketing-automation ist es Ihnen möglich, Ihre Kunden zu begeistern und Ihre Prozesse zu optimieren. Das ist die Kunst des Marketings. Und das ist die Kunst des Marketings. Und das ist die Kunst des Marketings.

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Canva

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We will CX you up!

Leistungsstärker, schneller, flexibler. Das ist das Versprechen der Customer Experience. Und das ist die Kunst des Marketings. Und das ist die Kunst des Marketings. Und das ist die Kunst des Marketings.

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best.it

Versandhausberater

In Portugal gehen Menschen gerne auf Schnäppchenjagd

Der portugiesische E-Commerce ist ein dynamischer Markt, der sich in den letzten Jahren stark entwickelt hat. Die Online-Umsätze sind gestiegen, und die Verbraucher zeigen eine hohe Bereitschaft, online einzukaufen. Dies ist ein Zeichen für ein reifes und wachsendes Marktumfeld.

Die Analyse des portugiesischen E-Commerce-Marktes zeigt, dass die Online-Umsätze in den letzten Jahren stark gestiegen sind. Dies ist ein Zeichen für ein reifes und wachsendes Marktumfeld. Die Online-Umsätze sind gestiegen, und die Verbraucher zeigen eine hohe Bereitschaft, online einzukaufen. Dies ist ein Zeichen für ein reifes und wachsendes Marktumfeld.

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Spring

Print advertisements and inserts

BRANDING, AWARENESS, PITCH MARKETING



Double (2/1)
page
EUR 5,995

A: 420 x 297 mm



Panorama
3.995 Euro

A: 420 x 144 mm

1/1 page
ad



1/2 page
ad



1/3 page
landscape
EUR 1,995

S: 175 x 88 mm



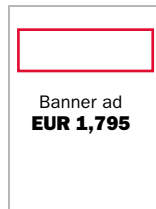
1/4 page
portrait, 2 columns
EUR 1,795

S: 85 x 128 mm



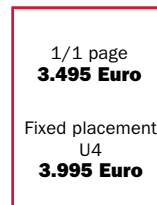
1/4 page
landscape,
2 columns
EUR 1,795

S: 175 x 65 mm



Banner ad
EUR 1,795

S: 175 x 62 mm



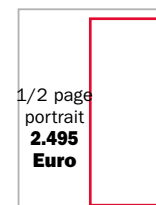
1/1 page
3.495 Euro
Fixed placement
U4
3.995 Euro

S: 195 x 265 mm
A: 210 x 297 mm



1/2 page
landscape
2.495 Euro

S: 175 x 128 mm
A: 210 x 132 mm

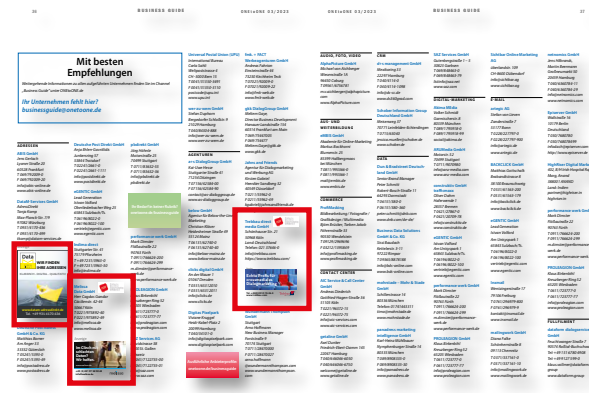


1/2 page
portrait
2.495 Euro

S: 85 x 265 mm

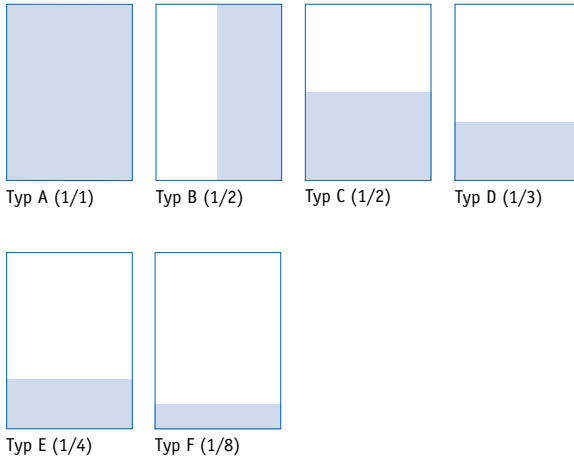
„Business Guide“ entry with stopper ads

In addition to Your company entries in the ONetoONE special section “Business Guide” (included in the price of the ONetoONE PremiumPlus membership), you can use stopper ads to generate additional visibility for your entry. For DDV members, we offer a special format with an additional “DDV member” signet upon request.



Stopper ad (per year)	39 mm B x 23 mm H	798 Euro
	39 mm B x 50 mm H	1.432 Euro
	39 mm B x 104 mm H	1.992 Euro

Ad formats for Versandhausberater and iBusiness Executive Summary



Advertisements within the editorial environment

Versandhausberater:

Booklet format: 210 mm width x 297 mm height
 Type area: 177 mm width x 270 mm height

iBusiness Executive Summary:

Booklet format: 215 mm width x 277 mm height
 Type area: 145 mm width x 237 mm height

Advertisement type	Size	Type area	Bleed size*	Price
A	1/1 4c	177x270	210x297	EUR 2,795
B portrait	1/2 4c	88,5x270	105x297	EUR 2,395
C landscape	1/2 4c	177x135	210x148	EUR 2,395
D landscape	1/3 4c	177x90	210x99	EUR 2,195
E landscape	1/4 4c	177x67	210x81	EUR 1,850
F landscape	1/8 4c	177x33	210x46	EUR 1,450

The „F, landscape“ format can also be booked on page 1 of Versandhausberater for a placement surcharge of 10 percent.

*Bleed size 10% surcharge on the list price

Attachments




Maximum weight by arrangement. Split runs are not possible. One long side must be closed for mechanical attachment.

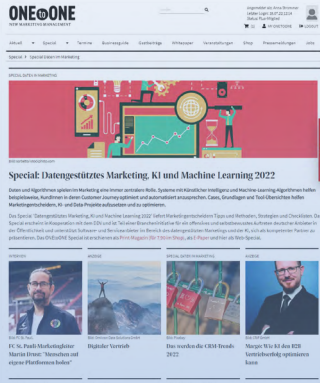
Glued inserts

Only in conjunction with advertisements. The ad format depends on the size of the glued insert; format up to sub-size A4. Tip-on on page 1: 50% surcharge.

Loose and glued inserts must be checked with regard to their technical processing before confirmation of the order. Please send us a pre-production sample in good time. Delivery one week before the publication date (please specify the title, edition, quantity and client). We would be happy to individually calculate the surcharge for inserts which, due to their shape, have to be inserted by hand and not by machine.



	 iBusiness Zukunftsforschung für interaktives Business	 ONE2ONE NEW MARKETING MANAGEMENT	 n DIE ONLINE-REVUE FÜR DIE ZUKUNFT DES HANDELS VERLAGSLEISTUNG Versandhausberater
circulation	approx. 1.250	approx. 6.500	approx. 1.250
Loose insert (format up to sub-size A4, weight up to 25g), per thousand	EUR 500	EUR 250	EUR 950
Each additional 5g per thousand	EUR 14	EUR 14	EUR 14
Glued insert up to 25g, per thousand	EUR 500	EUR 250	EUR 650

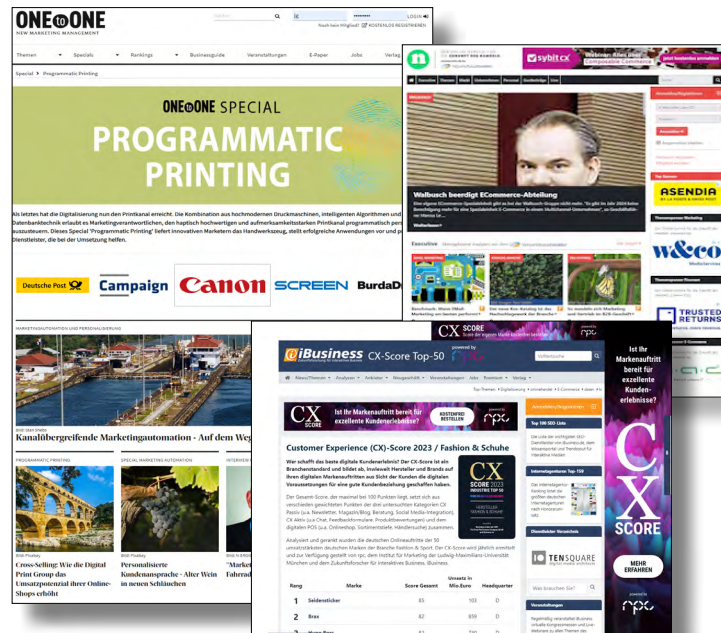


Advertorials

CONTENT MARKETING, SEO, AWARENESS, (EMPLOYER)BRANDING

Do you want to establish yourself as an expert on a specific topic? Do you lack the staff for comprehensive content marketing? To do this, use the qualified, high-quality content environment of iBusiness, ONEtoONE and neuhandeln/Versandhausberater. With our sponsorship packages you get continuous visibility for your brand and your topics. You can also add thought leadership campaigns, print channels and leadgen. Choose the package that suits for your long-term brand building.

- **Microsite:** We build a topic microsite on iBusiness.de, ONEtoONE.de and/or neuhandeln.de/Versandhausberater exclusively for your topic. Or you use an already available microsite on one (or more) of our platforms.
- **Branding:** The microsite features prominent your branding, and drive traffic to your website via banner ads.
- **Cooperative content cooperation:** Our editorial teams provide current information, so that the microsite is constantly updated. If desired, the microsite can be supplemented with your content: white papers, videos and advertorials can be integrated
- **Social Media:** Content and advertorials will be promoted via our social media channels.
- **E-Mail:** Content and advertorials will be promoted via standalone mailings and editorial newsletters.
- **Thought-Leadership:** We build personal branding for You with video advertorials. These are also incorporated into the microsite.
- **Print:** We can also produce printed specials on the topics of your microsite. Based on our total mailing list of 76,000 registered users, we select the right people who will receive the issue.
- **Lead generation:** We are able to generate additional leads with Smart Webinars. These are also incorporated into the microsite.
- **Tag sponsorship:** Your ad will appear on all editorial posts that



contain the keywords of your choice. This will bring your message exactly to the audience of your choice.

Our packages provide you with high visibility among digital decision-makers while maintaining low costs and manageable effort.

Optionally on one of the platforms iBusiness.de, ONEtoONE.de and neuhandeln.de/Versandhausberater - or on several platforms.

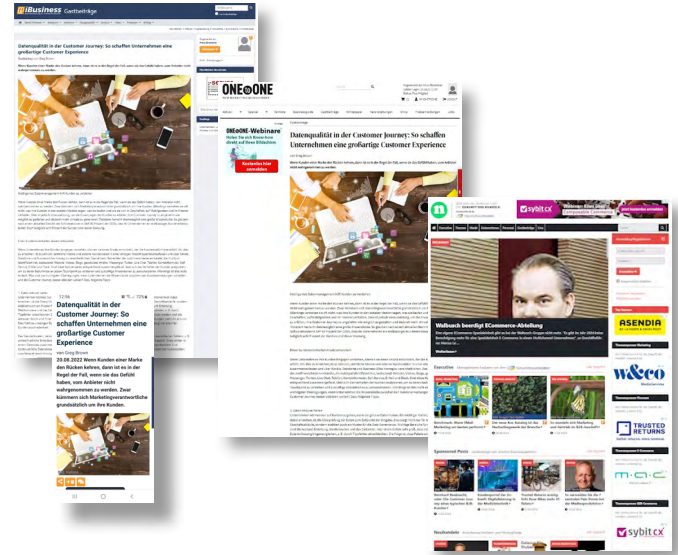
Silver	Gold	Diamond
Logo placement on the homepage	Logo placement on the homepage	Logo placement on the homepage
Detailed company profile as part of the included Premium Plus membership	Detailed company profile as part of the included Premium Plus membership	Detailed company profiles on iBusiness, neuhandeln/Versandhausberater and ONEtoONE as part of the included Premium Enterprise membership
1x per month advertisement in the weekly newsletter (15,000 copies)	2x per month advertisement in the weekly newsletter (15,000 copies)	advertisement in the special themed newsletter (55,000 copies, published monthly)
Banner advertising in existing topic categories* (rotation)	Banner advertising in existing topic categories* (guaranteed 50% of rotation)	Exclusive sponsorship of a topic category defined by you (hockey stick advertising)
	Presentation of all individual contributions with up to 15 selectable tags/keywords	Presentation of all individual contributions with all tags/keywords in a category (>30)
	Advertorial/Sponsored Posts: 1 x month	Advertorial/Sponsored Posts: 2 x month
	1/8 page print advertisement: 1 x year	1/4 page print advertisement: 2 x year
		Additional integration of smart webinar lectures and thought leadership videos into the topic section
795 Euro/month	1495 Euro/month	starting at 2995 Euro/month




The minimum term is 12 months (for trade fair categories such as /dmexco or /k5 the minimum term is 3 months with a 50% surcharge) Discount on another category sponsorship (other category or other platform: 50%)

* Currently available topic categories: /Intranet, /Industry, /Catalog, /Dialogue Marketing, /E-Commerce, /Internet-of-Things, /Jobs, /Careers, /Heads, /AI, /Logistics, /Marketing, /Mobile, /Sustainability, /Projects, /Social Media, /Future Technology, /K5, /Dmexco, /OMR

Individual advertisements Sponsored Posts/Advertorials

Use an advertorial/sponsored post to present your company, your products, your services or technologies in detail: As an editorial form of advertising. For thought leadership, employer branding, product and service presentation or company portraits.



<p><i>Unique users/week*</i></p> <p><i>Page impressions/week*</i></p> <p>Advertorial/sponsored post including 2 weeks' placement on the homepage, including newsletter promotion and social media publication</p>	 <p>7,300</p> <p>30,300</p> <p>EUR 1,995</p>	 <p>6,100</p> <p>12,800</p> <p>EUR 3,995**</p>	 <p>1,460</p> <p>3,640</p> <p>EUR 1,495</p>
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Parallel publication on iBusiness.de or ONEtoONE.de or neuhandeln.de/Versandhausberater.de with a 50% discount in each case

* Matomo; Q3 2023 ** incl. 1/2-page advertisement

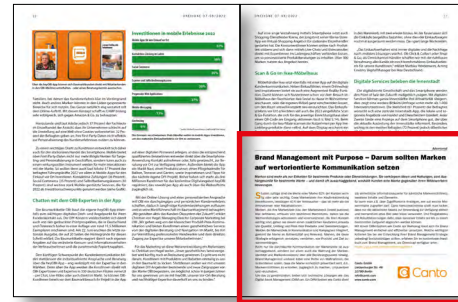
The price of an advertorial/sponsored post on ONEtoONE.de includes a 1/1-print page. They can also be placed as a 2/1 page and as a double (2/1) page. Best possible placement, fixed placement: 10% surcharge.

Text volume: online, about 4,500 characters (maximum amount for a 1/1 page without pictures), plus address and links (online: to follow). Print details on separate leaflet; images/graphics/logos as JPEG 4C, in print resolution.

You provide texts, illustrations and graphics in common file formats. Your advertorial will be published online on ONEtoONE.de as well as in the digital magazine edition and the ONEtoONE print edition. The publisher will produce the entire ad special. This includes the graphic design (layout) and a proof run as well as the online placement of the advertorial. Advertorials are clearly marked with the label „advertisement“.

With the cross-media advertorial/sponsored post combined package, ONEtoONE allows you to display your content marketing across media across all ONEtoONE platforms: in addition to the online version, your advertorial/sponsored post will also appear

- in the e-paper version published on ONEtoONE.de; and
- in the printed edition of ONEtoONE, which is distributed to subscribers as well as relevant decision-makers via controlled circulation.



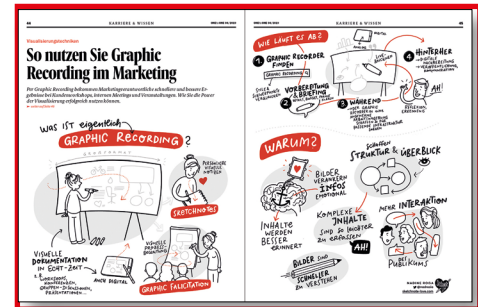
Print advertorial, 1/2 page (included in price)

Advertorial Print
1/1 page
(surcharge EUR 750)



Advertorial Print
2/1 Page
Advertorials can also be printed as designed infographic

Double (2/1) page
(surcharge EUR 2,100)



@iBusiness Expert Talk

"Recommendations sind der erste Schritt zur Personalisierung"



Markus Bückle,
Director
Customer Success



ONEtoONE Expert Talk

"Bei Analytics kommt das Wichtigste oft zu kurz"



Markus Bückle,
Director
Customer Success



Video advertorials

BRANDING, GENERIC MARKETING, PERSONAL BRANDING

Video advertorials

'Expert Talk' is a video editorial discussion with you, your managing director or another expert from your company on a content-related topic. Duration approx. 15 minutes, interview/conversation by a competent specialist editor, recorded as a video and with your company logo and the name of the other person involved in the discussion on the video start frame/thumbnail. The video is integrated into a short editorial teaser text as an advertorial; it is possible to include links and keywords in the text. You also get time on the homepage, including the MP4 file for further distribution. This allows you to place your issue, position yourself and your company as expert key players, and also feed your YouTube channel.

<p>'Expert Talk' video advertorial (editorial-driven video interview of approx. 15 minutes on any topic), incl. newsletter promotion, social media promotion, company logo on the video start screen and an MP4 file for further distribution. Can be placed on iBusiness.de, ONEtoONE.de and Versandhausberater.de. Published on one platform.</p>	<p>EUR 3,995</p>
<p>'Expert Talk' video advertorial incl. PremiumPLUS-Membership (annual renewal), per year</p>	<p>EUR 3,995</p>
<p>Further publication per each additional platform, each incl. newsletter promotion in the relevant publication, placement on the homepage, and social media promotion in the channels of the platform in question.</p>	<p>EUR 1,250</p>

The collage displays the ONEtoONE website interface, including the main navigation, search bar, and featured content. The featured article is titled "Expert-Talk: Recommendations sind der erste Schritt zur Personalisierung" and features Markus Bückle, Director of Customer Success at econdal. The article text discusses the importance of personalization in e-commerce and how recommendation engines can improve the customer experience. The social media posts show the article being shared on platforms like Facebook and LinkedIn, with engagement metrics such as "Erreichte Personen" (45) and "Interaktion" (1).

ONE to ONE
NEW MARKETING MANAGEMENT
ONEtoONE NEWS
Für: one@onegroup.de
14.02.22

Karriere
Berufsbilder im Dialogmarketing: Gestatten - Ihre neuen KollegInnen
Berufsbilder und -aufgaben im Marketing unterliegen einem stetigen Wandel. Und mit ihnen die Stellenanforderungen. Wir stellen Ihnen exemplarisch sieben Berufsbilder im Dialogmarketing vor, die Sie im Auge behalten sollten. Vielleicht ist Ihr neuer Kollege oder Ihre neue Kollegin schon dabei.

Anzeige
Print-Mailing is the new Programmatic
"Das Print-Mailing ist wie kein zweiter Offline-Kanal geeignet, die Vorteile digitaler Marketing-Systeme mit den Stärken eines "realen" Werbebildes zu vereinen: Es ist heute ein digitales Medium und zu 100 % Output - datengetrieben, automatisiert und mit Laser Individualität". -> Hören Sie den Vortrag von Lars Schirbach von der Deutschen Post auf der **PRINT & DIGITAL CONVENTION am 22./23. Juni 2022 in Düsseldorf.**

Mediennutzung
Die Internetnutzung von Kindern startet immer früher
So gut wie alle Kinder und Jugendlichen zwischen 6 und 18 Jahren (98 Prozent) nutzen ein Smartphone oder Tablet. Die Online-Zeit wächst auf 111 Minuten pro Tag. 59 Prozent der 10- bis 18-Jährigen können sich ein Leben ohne Internet nicht vorstellen.

Anzeige
NETWORKERIN
International vernetzt für Ihr Business

eBusiness Firmeninformation
Für Anne Sommer an.s@ebsw.de
Nicht lesbar? Hier klicken um den Newsletter Online zu lesen!

lexoffice
seit 2012

Führungswechsel, Lohnabrechnung & Co.

Herausforderungen verstehen und meistern

Sonne satt: So klappert es mit der Arbeit bei 30°C+

Der Sommer steht in den Startlöchern und bringt schon jetzt die ersten heißen Tage mit sich. Unternehmen bringen bereits die Klimaanlage in Gearing, im heimischen Büro können viele davon nur träumen. Doch auch ohne Kühlgerät kann man bei heißen Temperaturen effizient arbeiten. Das sind unsere Top 10 Tipps für den Sommer.

[Jetzt weiterlesen](#)

Zünde den Auftrags-Turbo: Erstelle

Verandhausberater
Anzeige

ASENDIA
ASIA NORTH & SOUTH EAST

Treffen Sie die Logistikexperten von Asendia auf der K5

Als internationaler Versanddienstleister bietet Ihnen **Asendia flexible, skalierbare Versandlösungen** für die Crossborder E-Commerce-Logistik. Besuchen Sie uns am Stand 129 auf der **K5 FUTURE RETAIL CONFERENCE** und sprechen Sie mit unseren Experten über Möglichkeiten für Ihr Business - wir freuen uns auf das Gespräch!

Sehr geehrte Frau Strømmer,
die wichtigste strategische Herausforderung von Entscheidungsträgern wird in Zukunft die Herstellung der Resilienz ihres Unternehmens sein: E-Retailer müssen sich anpassen und widerstandsfähiger werden, um auch in Krisenzeiten bestehen zu können.
Unser brandneues Spezial "Zukunft ECommerce" zeigt strategische Handlungsfelder auf - von ERP bis Lieferkettengesetz, von Payment bis Inlogistik, von DCC-Konzepten bis Marktplatz-Entwicklungen.
Es ist als E-Magazin ab sofort kostenlos und ohne Registrierung für Sie abrufbar.

[Hier Ihr E-Magazin kostenlos abrufen](#)

Ich wünsche Ihnen eine spannende und erhellende Lektüre.

Joachim Graf
Joachim Graf
Herausgeber

P.S. Bitte beachten Sie unsere Sponsoren, ohne die dieses Spezial nicht möglich gewesen wäre:

ma:c **HÖRMANN Logistik** **velopment**

EMAIL marketing

NEWSLETTER AND STANDALONE MAILINGS

Stand-alone mailings/permission marketing

We will send your advertising message exclusively by email to up to 55,000 personally known decision-makers: of course, 100 percent double opt-in, and, of course, GDPR-compliant. You can select the contact persons by gender, department, role, postal address, company size, sector segments and areas of interest. And we, of course, send personalised mailings and analyse open and click rates for you, as well as count which link in your mailing was clicked on more often than the others.

For the highest response quality, we send messages to the distribution list every 14 days at the most, on average: so make sure you nail down your desired mailing date in good time (e.g., ahead of events). We would be happy to work with you to put together hand-picked email distribution lists that are optimised to meet your marketing requirements. Just ask for specific selections. Current stand-alone campaigns can be found at high-text.de/firmeninformation

Custom distribution list	CPT EUR 395
ONEtoONE newsletter recipients*	CPT EUR 285
Versandhausberater newsletter recipients*	CPT EUR 285
Total distribution list (all 55,000 recipients)	CPT EUR 285

The minimum charge per order is EUR 1,000; including a detailed evaluation of open and click rates; price plus EUR 175 setup fee per mailing, including a proofing run, all further corrections are charged at 85 euros per hour for each hour of work started (urgent corrections that are to be carried out within a week will be charged at 125 euros per hour for each hour of work started).

*can only be booked for the complete list

Mailing of press releases via the „interactive media“ or „entertainment“ or „e-health/ medicine/pharmaceuticals“ distribution lists of press1.de (around 1,000 recipients each) flat rate per mailing and distribution list	EUR 125
Package of 10 mailing slots	EUR 1,025

Newsletter advertisements

HighText Verlag produces two types of newsletters: regular newsletters, which are published once to five times a week, depending on the publication. Special cross-platform newsletters are also published, which are produced for important industry events and sent to our entire distribution list.

Premium placement (1st advertisement in the newsletter; WxH 600x120px or 390 characters including spaces as body text plus headline, logo and link)

iBusiness (5x per week; total approx. 45,000 copies)	EUR 995
ONEtoONE (3x per week; total approx. 17,000 copies)	EUR 795
Versandhausberater (1x per week; approx. 15,000 copies)	EUR 910
Special newsletter (for industry events such as dmexco, OMR, K5, LOGIMAT, etc.; combined circulation approx. 55,000 copies)	EUR 1.995


Standard placement (WxH 600x90 pixels or 390 characters including spaces as body text plus heading, logo and link)

iBusiness (5x per week; total approx. 45,000 copies)	EUR 825
ONEtoONE (3x per week; total approx. 17,000 copies)	EUR 750
Special newsletter (for industry events such as dmexco, OMR, K5, LOGIMAT, etc.; combined circulation approx. 55,000 copies)	EUR 1,650

The collage features several newsletters and advertisements:

- ONEtoONE New Marketing Management:** Focuses on digital commerce trends and customer journey management. Includes a headline: "Fünft Digital Commerce-Trends, die Märkte durch turbulente Zeiten bringen".
- Versandhausberater:** Focuses on mobile optimization and B2B e-commerce. Includes a headline: "Mobil optimiert".
- ECRTAG 2022:** Advertisement for the "LIPS GO!" event, discussing typical hurdles in customer journeys.
- STRIPED GIRAFFE:** Advertisement for B2B e-commerce solutions, with the headline: "B2B E-COMMERCE SO FINDEN SIE DAS RICHTIGE SYSTEM.".
- iBusiness Daily:** Newsletter featuring a business vodcast on platform economy and digital revolution.

You can order newsletter ads to run cross platform on all our brands. Whenever possible, responsive design is used to cover mobile and desktop clients

Ranking: Das sind die größten Internet-Fullservice-Agenturen in Deutschland 

Sehr geehrte Frau Strommer,


2021 war eines der besten Jahre für die deutschen Internet-Fullserviceagenturen: 2,4 Milliarden Euro Honorarumsatz haben sie zusammen für das Internetagentur-Ranking 2022 gemeldet. Das ist ein Plus von mehr als einem Viertel (!) im Vergleich zum Vorjahresranking (plus 27 Prozent).

Damit haben die 161 Top-Digitalagenturen im abgeschlossenen Geschäftsjahr 2021 einen der stärksten Umsatzzuwächse in der Geschichte des Internetagentur-Ranking eingefahren.


[Hier das vollständige Internet-Agenturranking abrufen!](#)

Wer am besten abgeschnitten hat, wer es auf das Siegeretrepchen geschafft hat - und welche Agenturen in welchen Segmenten besonders erfolgreich waren, dass lesen Sie in der detaillierten Analyse meiner Kollegin Susan Rönisch. Dort finden Sie auch das komplette Internet-Agenturranking sowie alle Subrankings.

Ich wünsche eine spannende Lektüre, Ihr




Joachim Graf
Herausgeber

 reply.de

Agenturranking 2022: Agenturen stürmen die 2-Milliarden-Umsatz-Hürde

Die Marktentwicklung für die deutschen Full-Service-Internetagenturen ist hervorragend. Sie sind zum Großteil so stark gewachsen, dass sie die Wachstumsdelle des Vorjahres gut kompensieren. Dennoch wird die zunehmende Konzentration im Agenturmarkt ein Problem für mittlere und kleinere Digitalagenturen.

[Online Nachlesen](#)



[Hier das vollständige Internet-Agenturranking abrufen!](#)

Your advertisement will appear in the special newsletters across media brands (here: special newsletter Internet agency ranking)

ONE to ONE
NEW MARKETING MANAGEMENT

Sehr geehrte Damen und Herren ,


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Ich wünsche eine spannende Lektüre, Ihr




Joachim Graf
Herausgeber

 reply.de


Agenturranking 2021: Corona bremst Agenturmarkt aus


Die Pandemie hat viele Digitalagenturen wirtschaftlich getroffen, auch wenn die Marktentwicklung insgesamt weniger stark gelitten hat. Das Internetagentur-Ranking zeigt dennoch, dass trotz starker Markttribulenzen viele Agenturen wachsen konnten. Vor allem ein Geschäftsfeld zieht stark an.

[Online Nachlesen](#)



[Hier das vollständige Internet-Agenturranking abrufen!](#)

Revolutionäre Digitalerlebnisse 
mit Ihrem Transactional Experience Partner



Sehr geehrte Frau Strommer,


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Ich wünsche eine spannende Lektüre, Ihr



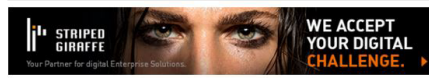
Joachim Graf
Herausgeber

 reply.de


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[Online Nachlesen](#)



[Hier das vollständige Internet-Agenturranking abrufen!](#)

Revolutionäre Digitalerlebnisse 
mit Ihrem Transactional Experience Partner

PS: Bitte beachten Sie unsere Sponsoren, ohne die dieses Listing nicht möglich gewesen wäre

iBusiness Dienstleisterverzeichnis - Ihre Einträge

Ihr Eintrag im iBusiness Dienstleisterverzeichnis

Sommer & Co. GmbH
Dienstleister

- Eintrag bearbeiten
- Whitepaper, Gastbeiträge, Firmeninformation und Video
- Eintrag ist freigegeben. Klick: Sperren
- Eintrag löschen

Whitepaper Gastbeiträge Firmeninformation Video

[+ Neuen Gastbeitrag anlegen](#)

Firma des Experten erklären - nur dein Mark...

11.02.2021 - 11.02.2021

Redaktionsfreigabe:
Abrufe: 103

Die 25 besten Imagefilm Beispiele

16.11.2020 - 16.11.2020

Redaktionsfreigabe:
Abrufe: 249

Die 30 besten Erklärvideo Beispiele

15.11.2020 - 15.11.2020

Redaktionsfreigabe:
Abrufe: 231

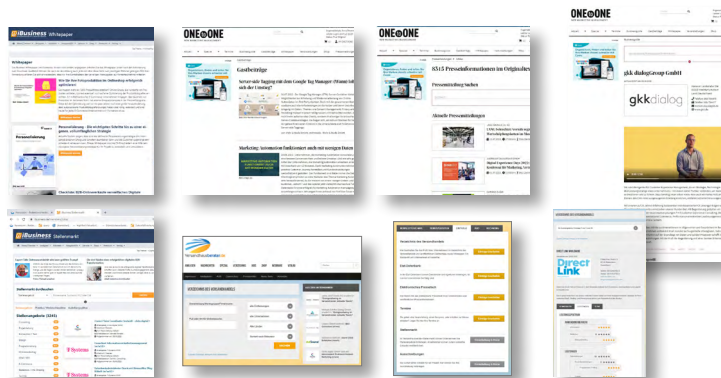
Premium Plus

Premium Enterprise

MEMBERSHIPS




PremiumPlus

You will secure a continuous cross-media presence, content marketing and SEO visibility for your company:



- A detailed online company listing, including logo
- Access to all premium content of the platform in question
- You can make any number of guest posts, white papers and press releases available on the platform in question
- Our crawler will place your job advertisements in the job portal of the platform in question and will put you right at the top
- our logo will automatically be displayed on the platform in question when there are articles with compatible content
- 5% discount on all ad placements on the platform in question



<p>PremiumPlus offers by platform</p> <p>Print subscription included</p> <p>Listing as a service provider</p>	 <p>iBusiness Zukunftsforschung für interaktives Business</p> <p>iBusiness Executive Summary</p> <p>iBusiness.de/dienstleister; logo rotation on homepage</p>	 <p>ONEtoONE NEW MARKETING MANAGEMENT</p> <p>ONEtoONE</p> <p>Business Guide online and listing in print and EMagazine issues</p>	 <p>SPR ONLINE-SERVICES FÜR DIE ZUKUNFT DES HANDELS. MEMBER OF THE Versandhausberater</p> <p>Versandhausberater</p> <p>Versandhausberater online mail order directory and E-Retailer annual</p>
<p>PremiumPlus per year</p>	<p>EUR 870</p>	<p>EUR 870</p>	<p>EUR 995</p>
<p>PremiumPlus per year + one online advertorial annually</p>	<p>EUR 2,870</p>	<p>-</p>	<p>-</p>
<p>PremiumPlus per year + one online advertorial + one 0.5 page print advertorial per year</p>	<p>-</p>	<p>EUR 2,870</p>	<p>EUR 2,995</p>

PremiumPlus Enterprise

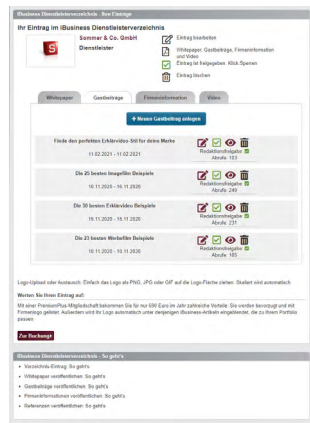
PremiumPlus Enterprise is the visibility package for your company on three platforms: your company listing will appear in the iBusiness service provider directory, in the ONEtoONE business guide (online and print) and in the mail order directory on Versandhausberater.de. Your guest articles, press releases, white papers, company information and job advertisements will also appear on iBusiness.de, ONEtoONE.de and Versandhausberater.de. Provided that it is technically possible, our crawler will automatically retrieve your job advertisements on all three platforms.

Your company will have a preferential listing in search results, both in the directories and in the situations vacant sections. In addition, we will link your company to the service provider profile for all editorial mentions on iBusiness.de, ONEtoONE.de and Versandhausberater.de and will display your logo and brief company information below suitable editorial posts on iBusiness.de, ONEtoONE.de and Versandhausberater.de.

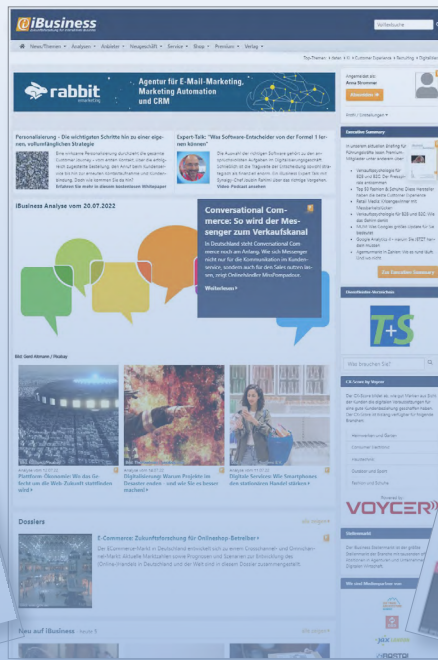
You can easily maintain all communication services for your company in one place. What you change on one platform will immediately be visible on all platforms.

**Complete price:
EUR 1,998 / year**

**including 1 free-advertorial/year
on all platforms:
EUR 4,998 / year**



Services	Platforms
Premium access online	all
All print editions	all
Situations vacant listing with logo & priority	all
Daily job crawler of situations vacant sections	all
Logo rotation on the homepage	iBusiness
Service provider directories: double the range of services can be listed (300 instead of 150 points)	all
Company logo alongside suitable editorial pieces	all
Press box for press information	all
Distribution of press releases	all
Publishing guest articles, white papers, press releases	all
Service provider directory: activation	all
Service provider directory: logo & video	all
Service provider directory: PDF upload	all
Service provider directory: preferential listing	all
10% discount on media services	all
Listing in the ONEtoONE business guide (print)	ONEtoONE
Service provider profile on versandhausberater.de and in the „E-Retailer Yearbook“	neuhandeln



Banner advertisements

BRANDING

neuhandeln.de

Your advertising banner will be displayed on the high-reach homepage of Versandhausberater.de as well as on every content page. This way, you will achieve a high level of awareness in the target group while your ad is live.

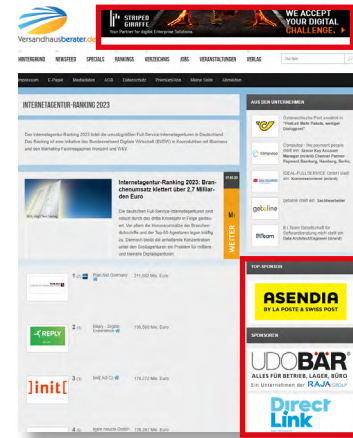
iBusiness.de

On iBusiness.de, we will exclusively run your high-quality campaigns in the banner spots. If no campaign has been booked, the advertising space will remain empty or, depending on its position, will be filled with editorial content. This way, we get our readers' attention for the advertising and avoid habituation effects.

All common banner formats are also available on the homepages and all editorial pages.



Sponsorship formats are also available on the homepage of neuhandeln.de.

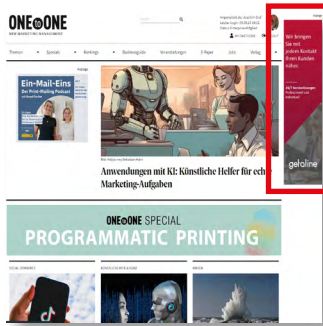


ONEtoONE.de

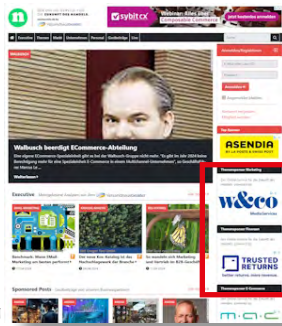
This responsive website is an extension of the ONEtoONE print edition and publishes daily innovations from the entire world of new marketing management. Rankings, the largest situations vacant section in the industry, and current dates and reporting on key players, events and trends make ONEtoONE.de one of the leading portals for new marketing management. One can also find all issues here as e-magazines, as well as the contents of all rankings and specials, among other things.

Specialised sponsorship campaigns are available on request, for example, on rankings or while awards are being conducted.

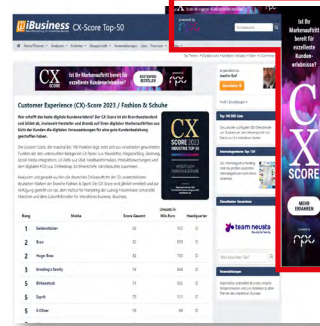




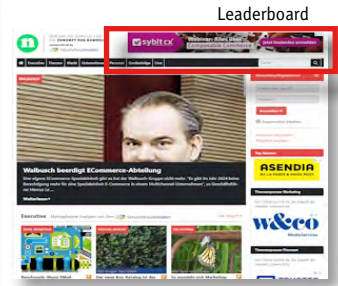
Skyscraper




Sponsoring



Hockeystick



	 iBusiness Zukunftsforschung für interaktives Business	 ONE@ONE NEW MARKETING MANAGEMENT	 Versandhausberater Strategien und Analysen für eCommerce, Katalogmarketing und Mobile Shopping
Unique users/week*	7,300	6,100	1,460
Page impressions/week*	16,500	16,700	2,300
Leaderboard* (WxH 1152x140 px) per week	EUR 890	EUR 890	EUR 890
Rectangle* (WxH 300x250px and 728x90px) per week	EUR 395	EUR 395	EUR 395
Skyscraper* (WxH 160x600px) per week	EUR 450	EUR 450	EUR 450
Hockey stick* per week (Leaderboard WxH 540x60 plus skyscraper WxH 210x1.000px)	EUR 1,150	EUR 1,150	EUR 1,150
Premium sponsorship on the homepage and all subpages, incl. link (WxH 300x240px; minimum duration 12 weeks) per week	-	-	EUR 300
Sponsorship on the homepage and all subpages, incl. link (WxH 300x120px; minimum duration 12 weeks) per week	-	-	EUR 175

* Offer includes at least 30% of the available page impressions of the ad space in question in rotation; optimal distribution with frequency cap. Exclusive booking (100% of page impressions during the period): 100% surcharge. As part of the responsive design, the banners may be automatically scaled up to 40% depending on the viewpoint width. Usage data as of 18–24 July 2022.

TOP 50 B2C SHOPS SCHWEIZ 2023

Das Ranking und die Branchen-Sünderwahlen der Shops basieren einerseits auf die öffentliche Angaben, andererseits auf die Schätzungen von der Cerignola AG.

TOP 50 B2C Shops Schweiz 2023

Der Schweizer Güterhandel wächst kontinuierlich. Wir setzen die 50 umsatzstärksten B2C Onlineshops und digitalen Vertriebs-Plattformen auf dem Schweizer Markt.

Top 100 SEO-Elemente der Q2-2023

Das Ranking zeigt die 100 wichtigsten SEO-Elemente für die zweite Hälfte des Jahres 2023. Es umfasst verschiedene Kategorien wie On-Page-Optimierung, Content-Marketing und Technische SEO.

Ranking Digitalisierungs-Experten 2023

Das Ranking zeigt die 100 wichtigsten Digitalisierungs-Experten für die zweite Hälfte des Jahres 2023. Es umfasst verschiedene Kategorien wie Digital Marketing, E-Commerce und IT-Dienstleistungen.

mindcurv group

Das Unternehmen ist als einer der führenden Digitalisierungs-Experten in der Schweiz positioniert.

Business Internetagenturen Top-159

Das Ranking zeigt die 159 besten Internetagenturen in der Schweiz. Es umfasst verschiedene Kategorien wie Online-Marketing, E-Commerce und Digital Advertising.

Internetagentur-Ranking 2023

Das Ranking zeigt die 10 besten Internetagenturen in der Schweiz. Es umfasst verschiedene Kategorien wie Online-Marketing, E-Commerce und Digital Advertising.

Unternehmen	Umsatz (Mio. Euro)	Wachstum (%)	MA	SEA (%)	Pro-Kopf-Umsatz (Euro)
Plan.Net Germany B	211,562	39,6 %	1.081	87,6 %	111.108
REPLY	196,500	18,9 %	1.276	16,1 %	153.001
init	192,272	22,4 %	991	11,3 %	193.776
team neusta	129,261	21,2 %	1.021	4,7 %	106.103
valantic	121,585	35,1 %	1.000	25,0 %	121.168
valtech	106,745	13,4 %	585	8,2 %	182.247
dlw a B	86,780	8,8 %	825	2,9 %	114.688
mgm	79,544	0,3 %	511	6,4 %	154.440
Digital Firstwork B	76,385	12,6 %	531	-0,1 %	144.607

Internetagentur-Ranking 2023: Branchenumsatz klettert über 2,7 Milliarden Euro

Die Branchen-SEA-Umsätze stiegen im Vergleich zum Vorjahr um 2,7 Milliarden Euro. Das Wachstum ist auf die zunehmende Digitalisierung der Unternehmen und die steigende Nachfrage nach Online-Marketing-Dienstleistungen zurückzuführen.

Rankings and overviews

PITCHMARKETING

Cross-media rankings, listings, overviews

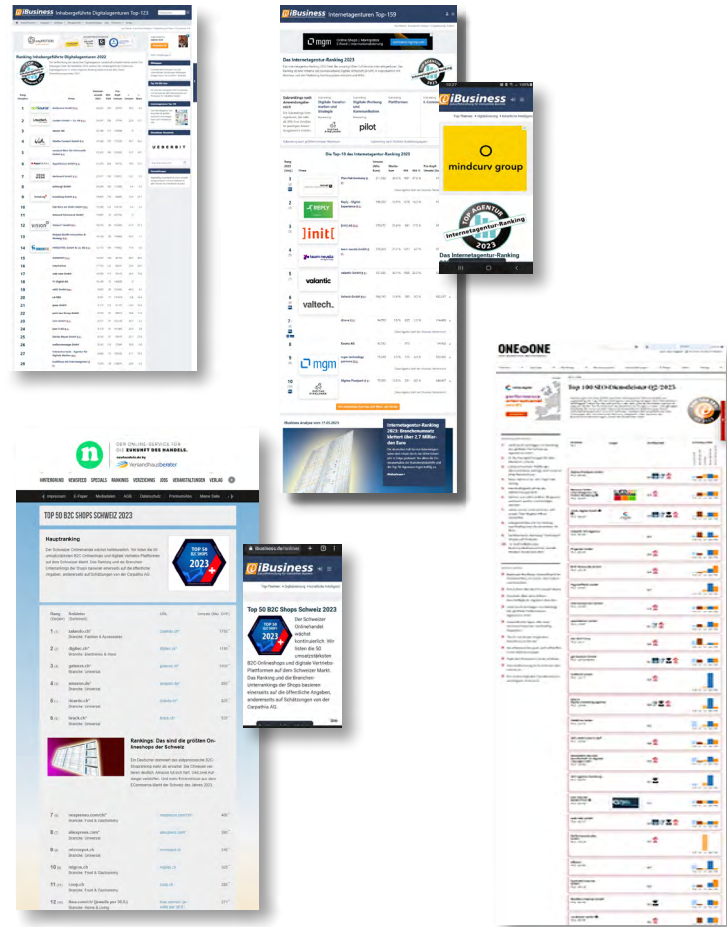
Whether agencies or SEO service providers, whether online shops or events: the rankings, listings and overviews that are meticulously researched and compiled by the editorial teams have been making the digital and interactive markets more transparent for many years – for both customers and providers alike. All rankings, listings and overviews are published across media and provide numerous touchpoints for your pitch marketing:

They will be available as **rankings** on iBusiness.de, ONEtoONE.de and Versandhausberater.de. For example, they list agencies by billings, online shops by turnover, or service providers by reach. Where appropriate, sub-rankings provide additional transparency about the market and providers. Links lead potential customers directly to our service provider directories – or to the relevant website.

With regard to the Internet agency ranking – which we have been organising together with the Federal Association for the Digital Economy (BVDW) since 2008 – the online ranking has 110,000 direct online views. The SEO list – the directory of the leading SEO agencies – has been published since 2010 and generates several thousand views per month. A basic listing with information on turnover, etc. (without address and link) is free of charge in the online rankings. The cumulative reach of the platforms is around 100,000 unique users/month.

With product and service highlights in online and print rankings, providers can additionally point out their market reach. For example, shop system providers can highlight the ranked online shops that use their solution, and system providers can highlight the agencies that manage them as service partners.

Product and service highlights as well as sponsorship banners are usually activated for twelve months (until the next ranking is published). Product and service highlights and logos can be accessed indefinitely in the archived rankings.



Each time a **ranking** is published, high-volume **special email newsletters** (total circulation per mailing: 55,000 recipients), together with accompanying editorial reporting, ensure high awareness of the overview or ranking in question or listing. Due to the prominent placement of the **sponsorship banners**, you will also receive a particularly high level of attention for your messages.

Posters reach the subscribers of ONEtoONE, iBusiness and Versandhausberater and are additionally sent via controlled circulation to those of the 55,000 registered users who show a special affinity for the topic and who are in the position to make purchasing decisions for the range of topics in question. In addition, they are provided as PDFs for free download from the publisher on all platforms.

All rankings are communicated via the **social media channels** of all media (cumulatively over 40,000 contacts). The ranking seals that can be licensed by the ranked companies ensure further traffic.

Only sponsorships give companies the right to use the **ranking seals** as a confirmation of quality and to utilise it on websites, on advertising materials and in their social media communications.

Over a quarter of a million: contact reach rankings	
Email (special newsletter)	55,000 recipients
Social media (LinkedIn, Xing, Facebook, Twitter, Instagram)	40,000 contacts
Web (ranking views)	up to 110,000 views
Web (accompanying article)	up to 20,000 views
Downloads (PDF)	approx. 3,000
Print circulation	approx. 7,500 copies





SEO listings 2024	Masters by	Publication date	Contents
SEO annual listing	05/02/2024	28/02/2024	Annual listing of the most important German-language SEO agencies by visibility (incl. printed annual poster)
SEO listing Q1/2024	12/03/2024	19/03/2024	Quarterly listing of the most important German-language SEO agencies by visibility
SEO listing Q2/2024	11/06/2024	18/06/2024	Quarterly listing of the most important German-language SEO agencies by visibility
SEO listing Q3/2024	10/09/2024	17/09/2024	Quarterly listing of the most important German-language SEO agencies by visibility
SEO listing Q4/2024	26/11/2024	03/12/2024	Quarterly listing of the most important German-language SEO agencies by visibility

The annual seal is available for use, as are the individual quarterly seals when the relevant quarterly listings are published.



For an overview of SEO ranking sponsorship packages, see next page

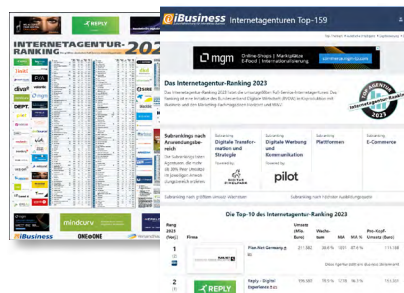
The 2024 SEO Sponsorship Packages	Silver	Gold	Platinum	Diamond
Header banner in the online listing on each of iBusiness, ONEtoONE and Versandhausberater*	-	Yes (average rotation frequency)	Yes (high rotation frequency)	Yes (exclusive)
sponsorship banner in special newsletter*	-	-	Yes	exclusive
Online logo footer special newsletter*	-	Yes	Yes	Yes
Licence to use the seal*** 	Yes	Yes	Yes	Yes
Logo & linking for all online listings	Yes	Yes	Yes	Yes
Print ad poster header	-	-	Yes (180 mm W x 75 mm H)	Yes, the entire header (558 mm W x 75 mm H)
Print ad poster footer	-	Yes (135 mm W x 75 mm H)	-	-
Product/service highlights for the individual listing participants	-	-	Yes, an additional charge of EUR 2,500	Yes, an additional charge of EUR 2,500
Poster PDF for free distribution	-	-	-	Yes
Logo with listing in online ranking and print (60 mm W x 30 mm H)	Yes	Yes	Yes	Yes
SEO package	EUR 995	EUR 1,895	EUR 2,995	EUR 9,99
Plus logo with listing in a quarterly listing; per quarterly ranking 	Surcharge EUR 495 each	Surcharge EUR 495 each	included	included
SEO Annual package (SEO package plus 4 x online logo and use of the four quarterly seals)	EUR 1,995	EUR 2,495	EUR 2,995	EUR 9,995

* The listing the most important SEO agencies is published 5 times a year: , four quarterly listings are published online, the yearly main listing is published online and in print – Header banners are displayed on all four listings, and four special newsletters go out, in which sponsorship banners and online logos are displayed.

*** Seal for publication, for example, in your own social media communications, for advertising measures, or on your own website. The SEO package includes the use of the 2023 annual seal. The SEO Annual package includes the use of the 2023 annual seal as well as the use of the four quarterly seals.

Ranking	Masters by	Publication date	Contents
Internet agency ranking 2024	22/04/2024	21/05/2024	Ranking of the largest full-service internet agencies by turnover (collaboration with BVDW)

Seals for publication, for example, in your own social media communications, for advertising measures, or on your own website.



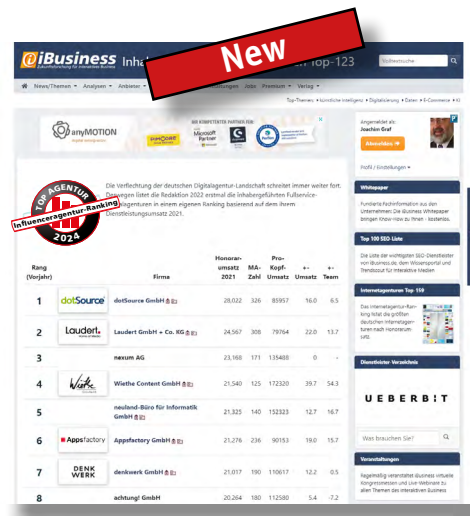
The 2023 Internet Agency Ranking Sponsorship Packages	Silver	Gold	Platinum	Diamond
Header banner in the online ranking on each of iBusiness, ONEtoONE and Versandhausberater*	-	Yes (1 x sub-ranking)**	Rotation on homepage	Homepage (exclusive)
Online logo on all subpages	-	-	Page footer	Page header
Sponsorship banner in special newsletter*	-	-	Yes	exclusive
Online logo footer special newsletter*	-	Yes	Yes	Yes
Licence to use the seal***	1 (main ranking seal)	2 (main and 1 sub-ranking seal)	all	all
Logo & linking for all online listings	Yes	Yes	Yes	Yes
Print ad poster header	-	-	Yes (180 mm W x 75 mm H)	Yes, the entire header (624 mm W x 75 mm H)
Print ad poster footer	-	Yes (135 mm W x 75 mm H)	-	-
Product/service highlights for the individual ranking participants	-	-	Yes, an additional charge of EUR 2,500	Yes, an additional charge of EUR 2,500
EUR 2,500	-	-	-	Ja
Poster PDF for free distribution	-	-	-	Yes
Logo with listing in online ranking and print (60 mm W x 30 mm H)	Yes	Yes	Yes	Yes
Package	EUR 995	EUR 1,995	EUR 2,995	EUR 9,995

** Gold, Platinum and Diamond Sponsors will receive the header banner placement in additional sub-rankings with a 60% discount on the Gold Sponsor price.

*** Seals are available for publication, for example, in your own social media communications, for advertising measures, or on your own website.

Ranking	Vorlagen bis	Erscheinungs-termin	Inhalt
Ranking Influencer Agencies 2024	20/06/2024	27/06/2024	Ranking of the largest influencer agencies, influencer management agencies and influencer platforms (cooperation with the Influencer Marketing Association [Bundesverband Influencer Marketing e.V.])

The annual seal is available for use, as are the individual quarterly seals when the relevant quarterly listings are published.

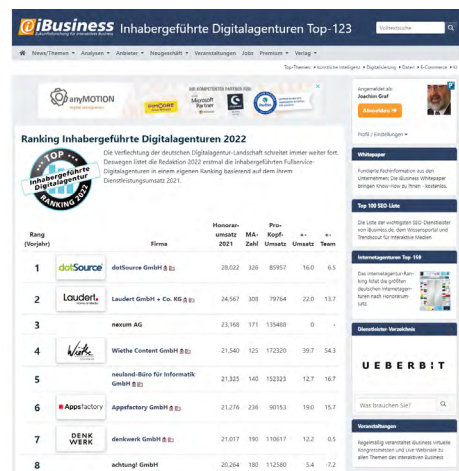


The 2024 Ranking Dialogue Agencies Sponsorship Packages	Silver	Gold	Platinum	Diamond
Header banner in the online ranking on each of iBusiness, ONetoONE and Versandhausberater*	-	Rotation on homepage	Rotation on homepage	Homepage (exclusive)
Sponsorship banner in special newsletter*	-	-	Yes	exclusive
Online logo footer special newsletter*	-	Yes	Yes	Yes
Licence to use the seal***	Yes	Yes	Yes	Yes
Logo & linking for all online listings	-	Yes	Yes	Yes
Product/service highlights for the individual ranking participants	-	-	Yes, an additional charge of EUR 2,500	Yes, an additional charge of EUR 2,500
Package	EUR 995	EUR 1,995	EUR 2,995	EUR 9,995

*** Seals are available for publication, for example, in your own social media communications, for advertising measures, or on your own website.

Ranking	Masters by	Publication date	Contents
Owner-Managed Agencies Ranking 2024	29/08/2024	05/09/2024	Ranking of the largest owner-managed full-service Internet agencies by turnover (based on the information in the Internet agency ranking)

Seals for publication, for example, in your own social media communications, for advertising measures, or on your own website.



The 2023 Ranking Owner Agencies Sponsorship Packages	Silver	Gold	Platinum	Diamond
Header banner in the online ranking on each of iBusiness, ONETOONE and Versandhausberater*	-	Rotation on homepage	Rotation on homepage	Homepage (exclusive)
Sponsorship banner in special newsletter*	-	-	Yes	exclusive
Online logo footer special newsletter*	-	Yes	Yes	Yes
Licence to use the seal***	Yes	Yes	Yes	Yes
Logo & linking for all online listings	-	Yes	Yes	Yes
Product/service highlights for the individual ranking participants	-	-	Yes, an additional charge of EUR 2,500	Yes, an additional charge of EUR 2,500
Package	EUR 995	EUR 1,995	EUR 2,995	EUR 9,995

*** Seals are available for publication, for example, in your own social media communications, for advertising measures, or on your own website.

Ranking	Masters by	Publication date	Contents
Performance Marketing & Affiliate 2024	19/08/2024	11/09/2024	Ranking of the largest German performance and affiliate agencies by billings, and affiliate networks by turnover and reach

Seals for publication, for example, in your own social media communications, for advertising measures, or on your own website.



2023 Performance Ranking Sponsorship Packages	Silver	Gold	Platinum	Diamond
Header banner in the online ranking on each of iBusiness, ONEtoONE and Versandhausberater*	-	Yes (1 x sub-ranking)**	Rotation on homepage	Homepage (exclusive)
Online logo on all subpages	-	-	Page footer	Page header
Sponsorship banner in special newsletter*	-	-	Yes	exclusive
Online logo footer special newsletter*	-	Yes	Yes	Yes
Licence to use the seal***	Yes	Yes	Yes	Yes
Logo & linking for all online listings	Yes	Yes	Yes	Yes
Print ad poster header	-	-	Yes (180 mm W x 75 mm H)	Yes, the entire header (558 mm W x 75 mm H)
Print ad poster footer	-	Yes (135 mm W x 75 mm H)	-	-
Product/service highlights for the individual ranking participants	-	-	Yes, an additional charge of EUR 2,500	Yes, an additional charge of EUR 2,500
Poster PDF for free distribution	-	-	-	Yes
Logo with listing in online ranking and print (60 mm W x 30 mm H)	Yes	Yes	Yes	Yes
Package	EUR 995	EUR 1,995	EUR 2,995	EUR 9,995

** Gold, Platinum and Diamond Sponsors will receive the header banner placement in additional sub-rankings with a 60% discount on the Gold Sponsor price.

*** Seals are available for publi

Ranking	Masters by	Publication date	Contents
Online shops Germany 2024	16/09/2024	09/10/2024	Ranking of the largest B2C online shops and marketplaces by turnover (with EHI/Statista)
Online shops Switzerland 2024	10/07/2024	17/07/2024	Ranking of the largest online shops and marketplaces by turnover (with Carpatia.ch)

The seals are offered to the listed online shops for publication free of charge, for example in their own social media communications, for advertising measures, in catalogues or on their own website.



The 2023 Online Shop Rankings Sponsorship Packages	Gold	Platinum	Diamond
Header banner in the online ranking on each of iBusiness, ONetoONE and Versandhausberater*	Yes (1 x sub-ranking)**	Rotation on homepage	Homepage (exclusive)
Online logo on all subpages	-	Page footer	Page header
Sponsorship banner in special newsletter*	-	Yes	exclusive
Online logo footer special newsletter*	Yes	Yes	Yes
Licence to use the seals (can be provided to listed shops)***	-	Yes	Yes
Print ad poster header (Germany only)	-	Yes (180 mm W x 75 mm H)	Yes, the entire header (924 mm W x 75 mm H)
Print ad poster footer (Germany only)	Yes (135 mm W x 75 mm H)	-	-
Product/service highlights for the individual ranking participants	-	Yes, an additional charge of EUR 2,500	Yes, an additional charge of EUR 2,500
Poster PDF for free distribution (Germany only)	-	-	Yes
Package	EUR 1,995	EUR 2,995	EUR 9,995

* The rankings of the largest online shops in Germany and Switzerland are published online. Header banners are displayed on the respective websites. A special newsletter appears for each ranking, in which sponsorship banners and online logos are displayed.

** Gold, Platinum and Diamond Sponsors will receive the header banner placement in additional sub-rankings with a 60% discount on the Gold Sponsor price.

*** Seals for publication, for example in your own social media communications, for advertising measures, or on your own website are available: Seal: „Top-Onlineshops-Deutschland 2024“

Ranking	Masters by	Publication date	Contents
Multichannel Contact Centres 2024	16/12/2024	17/01/2025	Ranking of German service providers by seats per medium (email, social media, chatbot, tel., post)



Seals for publication, for example, in your own social media communications, for advertising measures, or on your own website.



The 2023 Multichannel Contact Centre Sponsorship Packages	Silver	Gold	Platinum	Diamond
Header banner in the online ranking on each of iBusiness, ONEtoONE and Versandhausberater*	-	Yes (1 x sub-ranking)**	Rotation on homepage	Homepage (exclusive)
Online logo on all subpages	-	-	Page footer	Page header
Sponsorship banner in special newsletter*	-	-	Yes	exclusive
Online logo footer special newsletter*	-	Yes	Yes	Yes
Licence to use the seal***	Yes	Yes	Yes	Yes
Logo & linking for all online listings	Yes	Yes	Yes	Yes
Print ad poster header	-	-	Yes (180 mm W x 75 mm H)	Yes, the entire header (558 mm W x 75 mm H)
Print ad poster footer	-	Yes (135 mm W x 75 mm H)	-	-
Product/service highlights for the individual ranking participants	-	-	Yes, an additional charge of EUR 2,500	Yes, an additional charge of EUR 2,500
Poster PDF for free distribution	-	-	-	Yes
Package	EUR 995	EUR 1,995	EUR 2,995	EUR 9,995

*The ranking of the largest contact centers is published online. Header banners are displayed on the respective websites. A special newsletter appears for each ranking, in which sponsorship banners and online logos are displayed.

** Gold, Platinum and Diamond Sponsors will receive the header banner placement in additional sub-rankings with a 60% discount on the Gold Sponsor price.

*** Seals are available for publication, for example, in your own social media communications, for advertising measures, or on your own website.

	Masters by	Publication date	Contents
Year planner 2024	21/10/2024	13/11/2024	Planning tool with a cross-year calendar with important industry events and award deadlines.



All rankings	Printing material*	Publication date
Contact Centre Ranking 2023	18/12/2024	17/01/2024
SEO List 2023	05/02/2024	28/02/2024
Internet Agency Ranking 2023	22/04/2024	21/05/2024
Ranking Influencer Agencies 2024	20/06/2024	27/06/2024
Performance Marketing Ranking	19/08/2024	11/09/2024
Online Shop Ranking, Switzerland	10/07/2024	17/07/2024
Owner-Managed Agencies Ranking	29/08/2024	05/09/2024
Online Shop Ranking, Germany	16/09/2024	09/10/2024
Year planner 2024	21/10/2024	13/11/2024

(Subject to editorial changes)

The 2024 Annual Planner Sponsorship Packages	Silver	Gold	Platinum	Diamond
Header banner on/slots on iBusiness.de, ONEtoONE.de and Versandhausberater.de	-	Rotation on homepage	Rotation on homepage	Homepage (exclusive)
Online logo on/slots	-	-	Yes	exclusive
Sponsorship banner in a special newsletter	-	-	Yes	exclusive
Online logo footer special newsletter	-	Yes	Yes	Yes
Premium placement for calendar entries	1	2	10	always
Print ad poster header	-	-	Yes (200 mm W x 80 mm)	Yes, the entire head (432 mm W x 80 mm H)
Print ad poster footer	-	Yes (130 mm W x 40 mm)	-	-
Marketing of dates in the calendar	-	-	1	5
Poster PDF for free distribution	-	-	-	Yes
Logo with calendar entries (20 mm W x 10 mm H)	Yes	Yes	Yes	Yes
Package	EUR 995	EUR 1,995	EUR 2,995	EUR 9,995

Dates, formats, discount tiers, technical data, Terms and Conditions

Versand-hausberater print edition	Printing material*	Publication date	Topic
CW 15/2024	28/03/2024	12/04/2024	Trends in e-commerce
CW 18/2024	18/04/2024	03/05/2024	Catalogue production, address services, letter shop, programmatic printing
CW 20/2024	08/05/2024	24/05/2024	Logistics, warehousing, fulfilment, storage and shipping technology (including equipment)
CW 24/2024	07/06/2024	21/06/2024	PIM/PXM and ERP projects, software applications and services
CW 34/2024	16/08/2024	30/08/2024	Customer scoring, collection, payment solutions
CW 38/2024	06/09/2024	20/09/2024	Trends in e-commerce
CW 41/2024	27/09/2024	11/10/2024	Logistics, warehousing, fulfilment, storage and shipping technology (including equipment)
CW 48/2024	15/11/2024	29/11/2024	Catalogue production, address services, letter shop, programmatic printing
CW 49/2024	22/11/2024	06/12/2024	Customer scoring, collection, payment solution

Rankings/awards	Printing material*	Publication date
Contact Centre Ranking 2024	18/12/2023	18/01/2024
SEO List 2024	05/02/2024	28/02/2024
Internet Agency Ranking 2024	22/04/2024	21/05/2024
Ranking Dialogue Agencies 2024	20/06/2024	27/06/2024
Online Shop Ranking, Switzerland	10/07/2024	17/07/2024
Performance Marketing Ranking	19/08/2024	05/09/2024
Owner-Managed Agencies Ranking	29/08/2024	09/10/2024
Online Shop Ranking, Germany	16/09/2024	13/11/2024
Catalogue of the Year 2025	21/10/2024	13/11/2024
Contact Centre Ranking 2025	16/12/2024	17/01/2025

ONEtoONE print edition	Printing material*	Publication date	Topic
01/2024	29/01/2024	28/02/2024	Special Customer Experience , customer approach, customer experience, UX...
02/2024	02/04/2024	30/04/2024	Special Personalisation and Marketing Automation , programmatic printing, DAM, PIM, MAM, personalisation systems
3/2024	27/05/2024	26/06/2024	Special Dialogue Marketing Yearbook 2022/2023: Building Customer Value , customer value trends...
4/2024	05/08/2024	11/09/2024	Special Data-Driven Marketing , artificial intelligence and machine learning, address data, dmexco...
5/2024	23/09/2024	23/10/2024	Special Retail Marketing , e-commerce marketing, omnichannel, POS...
6/2024	04/11/2024	04/12/2024	Special Programmatic Printing , DAM, PIM, MAM, personalisation systems...
1/2025	28/01/2025	27/02/2025	Special UX/CX , customer approach, customer experience...

(*We reserve the right to make editorial changes on all topics)

Events 2023 / 2024	Dates
Digital Experience 2024. The Future of Customer Journey and Customer Experience	26-27/032024
Data & AI 2024. Virtual conference fair on data-driven marketing and sales	14-15/05/2024
The Future of Customer Service and Customer Dialogue.	25-26/06/2024
Dialogue. Conference24.	03/09/2024
Transformation in Retail 2025. Virtual congress on systems, processes and marketing for all channels, platforms, b2b and b2c	15-16/10/2024
Future Conference 2025. Trends in e-commerce, marketing and digital business	04-05/12/2024

iBusiness Executive Summary	Printing material*	Publication date	Theme
01/2024	15/01/2024	31/01/2024	Artificial Intelligence
02/2024	19/02/2024	06/03/2024	SEO/SEA
3/2024	06/05/2024	21/05/2024	Internet agencies
4/2024	24/06/2024	10/07/2024	Agency trends
5/2024	26/08/2024	11/09/2024	Trends in marketing
6/2024	28/10/2024	13/11/2024	Future e-commerce
1/2024	16/12/2024	17/01/2025	Trends 2025/2026

* The „Expert forum“ is a conference track covering in-depth knowledge on a specialized topic within the overall conference theme. These topics receive extra promotion efforts to the respective target groups at no extra cost.

** This conference is executed as an hybrid online / face-to-face event

Discount tiers				
With PremiumPlus membership	5 %		From EUR 35,000/year	5 %
With Enterprise membership	10 %		From EUR 50,000/year	7.5%
From EUR 20,000/year	3%		From EUR 100,000/year	10 %

With placement within 12 months (without service fees); discount tiers cannot be combined

Formats and technical specifications – print

Please use the following technical specifications when producing your printing master. Trapping information from the original programs is not taken into account; already separated data cannot be used. In the case of composite PDF files, the trapping is calculated in our workflow as required. If elements are to be purposefully overprinted, this must be marked separately (printout with a clear note).

- Format: PDF/X3 ISO 15930-2
- Resolution: colour images: min. 300 DPI, greyscale images: min. 200 DPI, B/W graphics: min. 1,200 DPI
- Colour scale: CMYK according to Euroscale Fogra standard
- Recommended colour profile: ISO Coated v2 (ECI)
- Bleed allowance for trimming min. 3 mm
- Image data and fonts must be embedded
- TrimBox and BleedBox must be defined, BleedBox contains the bleed
- Comments, OPI comments, transfer curves, transparencies, form fields and encryption are prohibited
- PDF version 1.3 (compatible with Acrobat 4)

Formats and technical specifications – online

Please provide a master for your banner advertisement in exactly the specified pixel size.

Leaderboard: WxH 728x90px for ibusiness/VHB, 960x120 und 1152x140 px for onetoone

Rectangle: WxH 300x250px

Skyscraper: WxH 160x600px

Hockey stick: Leaderboard WxH 540x60px + Skyscraper WxH 210x1,000px

Image files for high-density displays: 1.5 times and 2.0 times the pixel density (must be supplied for high-resolution displays).

Logos/buttons: to be specified in the order confirmation

Ad specials: please note the information in the order confirmation or in any separate documentation submitted.

Please provide rich media banners in the following format:

- File type: HTML5 creative as a zip file, incl. all media
- Target environment: Doubleclick or Google Ad Manager
- SVG tags are not allowed in HTML, only as a stand-alone file
- File type: HTML5
- Maximum file size: 60 kB
- Frame rate: 18 fps recommended, maximum 25 fps.
- Other options: wmode=opaque, audio default=off
- Alternative file: GIF/animated GIF up to 60 kB
- Destination address: URL for each advertising material
- Compatibility information: browser, operating system
- Audio: automatic playback without sound. Audio must be enabled by the user.
- No tracking pixels. All ad components must be submitted.

Formats and technical specifications – newsletter

Image elements only GIF, PNG or JPG; text display: 390 characters of unformatted body text plus headline (up to 45 characters) plus URL plus coloured logo or illustration (WxH 400x200px for ibusiness, 285x200 for onetoone, 300x300 for versandhausberater)

Formats and technical specifications – standalone/permission marketing

HTML code suitable for an email in the format HTML 4.01 Transitional and subject line

All image and font files in your masters will automatically be downloaded and hosted by us. These files should be freely retrievable until we send out the mailing. No tracking pixels or javascript are possible. The page width is left open with responsive design; our recommendation is approx. 500–800 pixels, or around 600 pixels with fixed width; page height unlimited, PDF possible as an attachment. Scope of HTML code incl. attachment max. 100 kB.

The following channels are available for sending your data to the publisher:

- **Email:** media@hightext.de, scope up to approx. 20 MB
- **FTP:** ftp.hightext.de; username: customer, password: hightext

When delivering these elements, you guarantee that you possess all the rights necessary to place the element in question and release us from any liability.

The technical format specifications are part of our General Terms and Conditions Business. Please note that in the event that the order confirmation contains deviating technical format specifications, those will apply. In the event that elements are delivered in other formats, all liability for the result is excluded.

General terms and conditions (AGBs)

1. A „media service“ within the meaning of the following General Terms and Conditions of Business is a contract either for the publication of content, presentations or advertising media of an advertiser or other advertising space buyer in electronic or printed form, or as part of an event, for the purpose of dissemination or to generate contacts with interested parties.
2. In case of doubt, orders for a media service must be requisitioned for publication or execution within one year of the contract being concluded. If a payment is agreed at the time of execution, the payment will be due no later than one year after conclusion of the contract, including if the service could not yet be provided and the responsibility for the non-performance lies with the Client. Unless otherwise agreed, the service in question shall otherwise be due for payment when the provision of the service commences. In the case of performance-based remuneration, the service shall be due for payment upon (partial) delivery of the service in question.
3. If an order is not filled for reasons that are not the fault of the Publisher, the Customer, without prejudice to any additional legal obligations, shall pay the Publisher the difference between the promised discount and the discount corresponding to the actual purchase. This payment is not required if the non-fulfilment is due to force majeure that falls within the Publisher's domain of risk.
4. Advertising materials that, according to declarations, are to be published in specific numbers, specific editions or on specific dates must be received by the Publisher in good time so that the Client can be informed before the closing date if the order cannot be executed in this way. For electronic distribution orders that are booked on a certain date, an advertisement deadline of 14 days before the booked date applies.
5. Cancellation of orders is only possible if this has been agreed and expressly confirmed by the Publisher in the order confirmation.
6. The Publisher reserves the right to reject advertising materials – including individual requests in the context of conclusion of a contract – due to their content, origin or technical form on the basis of consistent, objectively justified principles of the Publisher. Rejection of an order shall be communicated to the Client without delay. The Client is obliged to deliver a replacement in good time.
7. Advertising media that are not recognisable as advertisements due to their editorial design will be clearly marked by the publisher with the word „advertisement“.
8. The Client is responsible for the timely delivery of advertising materials such as printing material, enclosures or electronic masters. Orders will also be due for payment if the Client does not deliver the master on time. For recognisably unsuitable or damaged advertising media, the Publisher shall request a replacement immediately.
9. Advertising media must be transmitted digitally; the technical specifications for data formats and the transmission of the advertising media form a part of the contract.
10. All prices are net excl. VAT
11. The Publisher guarantees the usual production quality within the scope of the given possibilities. In the event that the advertising media, in whole or in part, are reproduced incorrectly or so as to be illegible or not in full, or if electronic forms of advertising are executed incorrectly, the Client shall be entitled to claim a reduction in the payment or a faultless replacement ad placement, but only to the extent that the purpose of the advertisement has been impaired. If the Publisher allows a reasonable period of time that it has been set for this purpose to elapse, or if the substitute design is again not flawless, the Client shall be entitled to a reduction in the payment or to cancel the order. Claims for damages arising from a positive breach of claims.
12. The Publisher does not provide any guarantees in the event of the loss of individual editions or enclosures via the distribution channel or in the event of incorrect presentation of electronic forms of advertising or technical problems when participating in online events for individual users/recipients.
13. Claims for damages arising from positive breach of obligation, negligence in contracting and mishandling are excluded - including orders placed by telephone. Claims for damages arising from impossibilities of performance and delay are limited to compensation for the foreseeable damage and to the fee that is to be paid for the corresponding advertisement or insert. These limitations of liability do not apply to acts of intent or gross negligence on the part of the Publisher, its legal representative or its vicarious agents. The liability of the Publisher for damages due to lack of promised characteristics shall remain unaffected. The Publisher is also not liable for gross negligence on the part of simple vicarious agents in commercial transactions; in all other cases, the liability for gross negligence towards businesspersons is limited to the scope of the foreseeable damage, up to the amount of the fee for the advertisement in question. Complaints must be lodged within four weeks of performance of the service.
14. If the Client uses a paid media service for a free editorial piece (for example, a logo for a company listing in a ranking), the Client shall only be entitled to a reduction in payment or replacement if the paid part was illegible, incorrect or incomplete, either in whole or in part. In the event of defects or other complaints regarding the editorial content, there is no entitlement to a reduction in payment or replacement placement of the advertisement.
15. Costs for the production of layouts and drawings that have been ordered, as well as for changes to originally agreed versions that are desired by the Client or for which the Client is responsible, shall be borne by the Client according to the time outlay, but at least at 95 euros per transaction.
16. The Client is responsible for the correctness of the returned prepress proofs. One proof is free of charge. Each additionally requested proof will be invoiced at EUR 45. Requested reworking of advertising materials, necessary technical corrections or changes to designs will be invoiced according to the time outlay, but at least at 95 euros per transaction.
17. Placement specifications shall only be only valid after written confirmation from the Publisher. Placement requests for inserts are excluded.
18. A reduction in circulation or a reduction in access numbers can give rise to a claim to a price reduction when a contract is concluded for several orders in temporal succession if, on average overall for the year of placement starting with the first order, the average distribution mentioned in the price list or otherwise or – if distribution is not specified – the average actually distributed distribution of the previous calendar

- year, is fallen short of by more than 50 percent. A price reduction for participation in (online) events due to reduced numbers of participants is not possible.
19. If the Publisher announces a cross-media publication for a publication (e.g., as web special, e-paper and print publication), the Publisher reserves the right to waive the publication as a print publication or print publication and e-paper at its reasonable discretion. In this case, the Publisher shall be entitled to postpone advertising motifs for print and e-paper editions to the next edition. Alternatively, the Client shall receive a credit note, on request, for alternative placements or the distribution of other advertising media in the following amount: for advertorials, logo bookings, advertisements and sponsorships which also appear on the web: print not published: 30%, e-paper not published: 20%, advertisements, which, for technical reasons, cannot appear in the web publication: print not published: 50%, e-paper not published: 50%.
 20. In the case of box number advertisements or comparable intermediary offers, the Publisher shall apply the diligence of a prudent businessman to the safekeeping and timely forwarding of the offers. Correspondence to box number advertisements will be forwarded electronically. In the interests of and for the protection of the Client, the Publisher reserves the right to open incoming offers for the purpose of electronic further processing or to check for and rule out misuse of the box number service. The Publisher is not obligated to forward commercial blurbs and offers of mediation.
 21. Force majeure, operational disruptions, strikes, etc., release the Publisher from the obligations it has entered into.
 22. The Client indemnifies the Publisher against all claims of third parties arising from violations on the part of advertising media of legal regulations, in particular, competition and copyright law.
 23. In the event of delayed or deferred payment, interest and collection fees will be charged. In the event of delayed payment, the Publisher may hold back on further execution of the current order and may demand prepayment for the remaining orders. In the event of reasonable doubt of the Client's ability to pay, the Publisher shall be entitled to make the performance dependent on prepayment of the amount and the settlement of any outstanding invoices, even within the duration of an advertisement contract and without regard to the originally agreed-upon payment terms.
 24. All discounts will be waived in the event of bankruptcy, insolvency and foreclosure.
 25. In the context of lead generation campaigns, the Client undertakes to use the personal data transmitted exclusively within the scope of the permissible processing under the GDPR and within the scope of the consent obtained by the person in question. The Client is liable for all damages incurred by the Publisher as a result of any violation of this requirement. Furthermore, the Client is not entitled to in any way use data that it returned to the Publisher as „not accepted“ within the context of a lead agreement/review. This includes even the information that the lead was transmitted at all. If the Client wishes to use this information, the lead must be paid for and may not be returned.
 26. In the context of lead generation campaigns, the Publisher undertakes to legally document the consent obtained within the framework of the GDPR requirements for each personal contact transmitted and, if necessary, to pass it on to the Client.
 27. The Client is obliged to carefully check the order confirmation and to immediately communicate any requests for changes. This also applies to the billing address or references/PO numbers mentioned in the order confirmation. Changes for which the Client is responsible which are only addressed to the Publisher after invoicing and which necessitate reissue of the invoice will be subject to a flat fee of 40 euros for each invoice correction. The payment terms of the original invoice shall remain in place.
 28. The Publisher only checks clients' terms and conditions of purchase, the participation in specific procurement processes or the participation in corporate behaviour policy guidelines starting from an order volume of 20,000 euros or more per year.
 29. The place of performance shall be the Publisher's registered office. In commercial transactions with businesspersons, legal persons under public law or special assets under public law, the place

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