

Advertising Media

- Target Audience/Channel
- Portals
- Online Trade Fairs
- Newsletter**

Submission and Technical Data

Publisher Information



Online Newsletter

Return to Overview

ProFirma-Newsletter

Deutsche Version



Optimize the effectiveness of your advertising campaign through the cross-media combination with our newsletters:

- Increased awareness and a greater reach
- Targeted and direct address to your target group without spreading loss
- Address the decision-making target groups on all levels of communication

Crossmedia Topic SMB

Print

ProFirma

Online

- erp-expo.de
- profirma.de
- redmark.de/excel
- redmark.de/gmbh
- sekretaria.de

Newsletter

- erp-expo-Newsletter
- Haufe eBooks-Newsletter
- sekretaria-Newsletter
- Computer&Web-Newsletter
- eNews für Geschäftsführer-Newsletter
- Vereinsführung-Newsletter
- Haufe eBooks-Newsletter

Target Audience

Owners, CEOs and self-employed persons in mid-sized and large companies, across business segments

Performance Data

Subscriptions:	6.200
Frequency:	twice a week
Release date:	Monday and Wednesday

As of 10/10

Advertising Formats and Rates

Prices valid to 31.12.2011. All prices are quoted excluding VAT.

Advertising Format Newsletter



No.	Advertising media	max. Pixel (BxH)	max. KB	Price
1	Textadvertising with image *	120 x 120	20	600,- €
2	ContentAD	300 x 250	50	750,- €
3	PromotionAD	500 x 250	50	750,- €

File formats: jpg or gif (no animation for textadvertising)

\* Text advertising: max. 300 characters, headline max. 65 characters, links max. 40 characters

Contact Persons

Director of Sales Online

Silke Brühl

- 0931/27 91 555
- 0931/27 91 477
- E-Mail

Key Account Management

Dominik Castillo

- 0931/27 91 751
- 0931/27 91 477
- E-Mail

David Zenetti

- 0931/27 91 752
- 0931/27 91 477
- E-Mail

Tobias Schmid

- 0931/27 91 753
- 0931/27 91 477
- E-Mail

Special Advertising Format Standalone



Create a newsletter in your own look&feel and adress your target audience directly.

No.	Features
1	An introduction by our editorial staff
2	HTML template with your content
3	Editorial

Standalone-newsletter on demand.

Conditions

Terms of payment

Net 10 days after receipt of invoice

Agency commission

15% for booking via agencies

Submission of advertising material

Submit 7 business days prior to date of publication to [onlinewerbung@haufe.de](mailto:onlinewerbung@haufe.de)

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