

Advertising Media

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

Submission and Technical Data

Publisher Information



Online Newsletter

Return to Overview

sekretaria-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/verein
- > redmark.de/gmbh
- > sekretaria.de

Newsletter

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

Target Audience

Secretaries and Executive Board Assistants

Performance Data

Subscriptions:	90.000
Frequency:	weekly
Release date:	Tuesday

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	TKP 55,- €
2	ContentAD	300 x 250	50	TKP 65,- €
3	PromotionAD	500 x 250	50	TKP 65,- €

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

Verkaufsleitung

- Michael Reischke
- ☎ 0931/27 91 543
- ☎ 0931/27 91 477
- ✉ E-Mail

Key Account Manager

- 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

Haufe-Lexware GmbH & Co. KG

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onlinewerbung@haufe.de

Stand: Dezember 2010