

Advertising Media

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- > **Newsletter**

Submission and Technical Data

Publisher Information



Online Newsletter

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wirtschaft+weiterbildung-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 Thema Personal

Print

- > personalmagazin
- > wirtschaft+weiterbildung

Online

- > haufe.de/personal
- > elearning-expo.de
- > personalmagazin.de
- > wuw-magazin.de
- > haufe.de/arbeitsschutz
- > haufe.de/oeffentlicherdienst
- > haufe.de/sozialversicherung
- > business-english.de

Newsletter

- > elearning-expo-Newsletter
- > business-english-update-Newsletter
- > Personal-Newsletter
- > Arbeitsschutz-Newsletter
- > öffentlicher Dienst-Newsletter
- > Sozialversicherung-Newsletter
- > Haufe eBooks-Newsletter

Target Audience

Executives, HR managers, management trainers and E-learning experts

Performance Data

Subscriptions:	4.200
Frequency:	monthly
Release date:	last week of month

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	500,- €
2	ContentAD	300 x 250	50	650,- €
3	PromotionAD	500 x 250	50	650,- €

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

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

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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