

Media Kit **2023**

Market-Leading Online Media & Portals for B2B Markets



Chemistry Channel

chemie.de | chemeurope.com | quimica.es



Lab Channel

analytica-world.com



Life Science Channel

bionity.com



Food Channel

yumda.de | yumda.com

This is what you can expect in the Media Kit 2023

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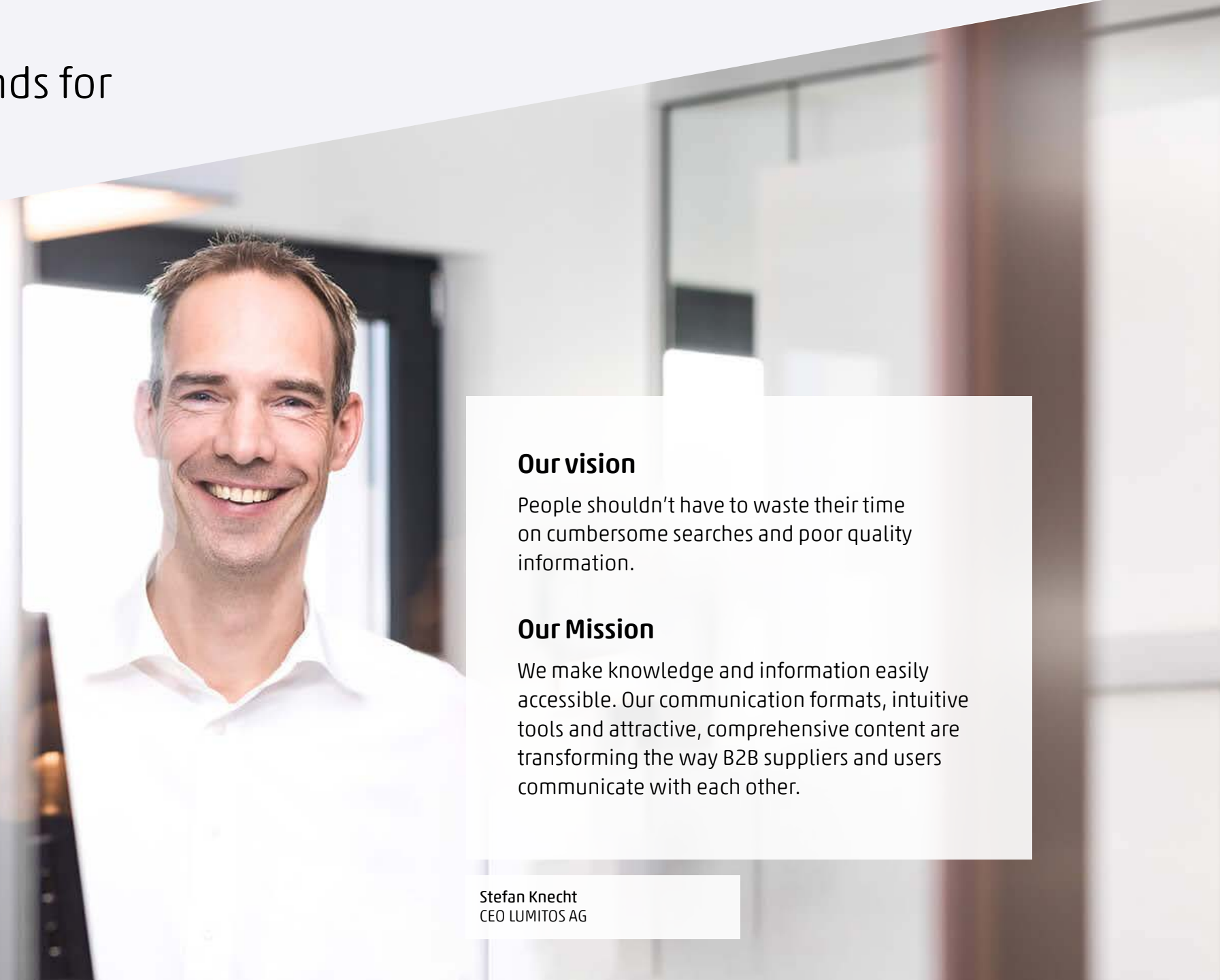
6

Qualified support for more success..... 45

About LUMITOS



This is what LUMITOS stands for

A portrait of Stefan Knecht, CEO of LUMITOS AG, smiling. He is a middle-aged man with short brown hair, wearing a white button-down shirt. The background is a blurred office interior with glass partitions and warm lighting. On the left side of the slide, there are large, abstract orange and white geometric shapes that partially overlap the portrait and the text area.

Our vision

People shouldn't have to waste their time on cumbersome searches and poor quality information.

Our Mission

We make knowledge and information easily accessible. Our communication formats, intuitive tools and attractive, comprehensive content are transforming the way B2B suppliers and users communicate with each other.

Stefan Knecht
CEO LUMITOS AG

We lead B2B companies and their staff to success with online marketing

From person to person - Our seven market-leading B2B industry portals and newsletters ensure that over 13 million users and decision-makers from all over the world stay up-to-date and get comprehensive information about current industry developments.

You, our customer, are at the center - LUMITOS lets you contact your target group with pinpoint accurate online marketing measures. We learn from the facts and figures our online media deliver about what B2B users and decision-makers look for, what interests them and what inspires them. We combine these insights with industry knowledge and online marketing expertise to create a range of unique advertising products that offer greater visibility and reach in the industries relevant to you.

Our passion, heart and soul - We look forward to sharing our knowledge and expertise with you. Our employees in Berlin and Nürnberg (Germany) are passionately committed to the success of industry and science, from mid-sized businesses to global corporations. For more than 20 years, we have been accompanying and advising B2B companies and connecting them with the right target groups for greater success.

We focus on your B2B target industries



Chemistry



Life Sciences



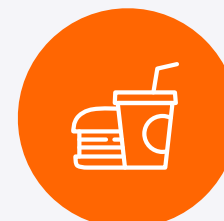
Laboratory



Pharma



Analytics



Food & Beverage

B2B media & portals
for your success



Our B2B online media & portals



Industry focus

Chemistry from Laboratory to Process

Industry portals

Chemistry Channel

chemie.de
chemeurope.com
quimica.es

Key data

22.2 million page Impressions / year
11.8 million visitors / year
69,000 newsletter subscribers

Languages



Life Sciences and Pharma

Life Science Channel

bionity.com

2.6 million page Impressions/ year
1.5 Mio. visitors / year
51,000 newsletter subscribers



Food & Beverage

Food Channel

yumda.de
yumda.com

750,000 page Impressions / year
380,000 visitors / year
29,000 newsletter subscribers



Laboratory- and Analysis Technology

Lab Channel

analytica-world.com

290,000 page Impressions / year
150,000 visitors / year
31,000 newsletter subscribers



Chemistry-Channel: Targeting the chemical industry, from the lab to process



CHEMIE.DE

CHEMEUROPE.COM

QUIMICA.ES

The Chemistry Channel with its three leading international industry portals lets you target the chemical industry, from the lab to chemical processing.



22.2 million page Impressions (+14 % compared to previous year)



11.8 million visitors (+13 % compared to previous year)



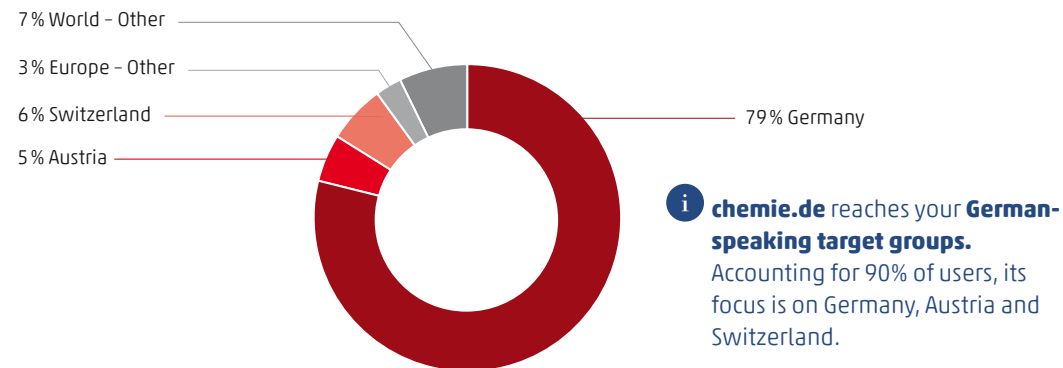
69,000 newsletter subscribers as well as **2,000** jobletter subscribers



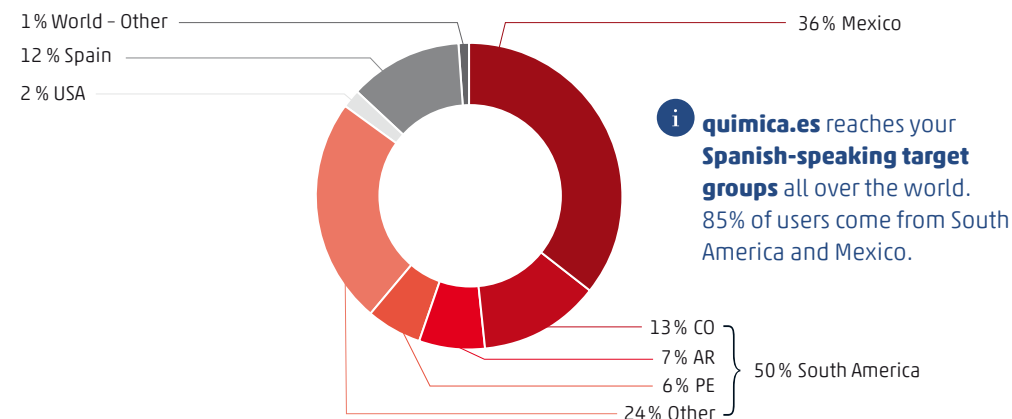
Languages: **German, English, French, Spanish**

User analysis **Chemistry Channel**

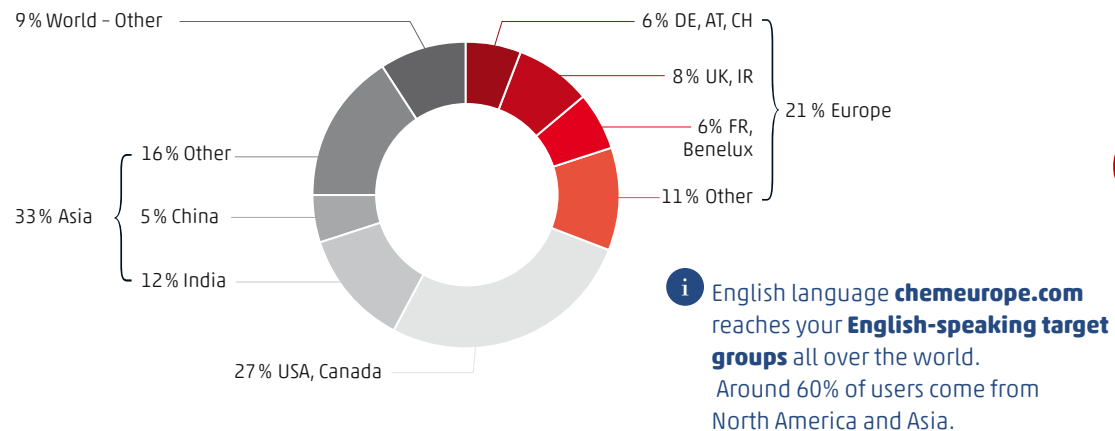
Geographic origin of **chemie.de** visitors



Geographic origin of **quimica.es** visitors



Geographic origin of **chemeurope.com** visitors



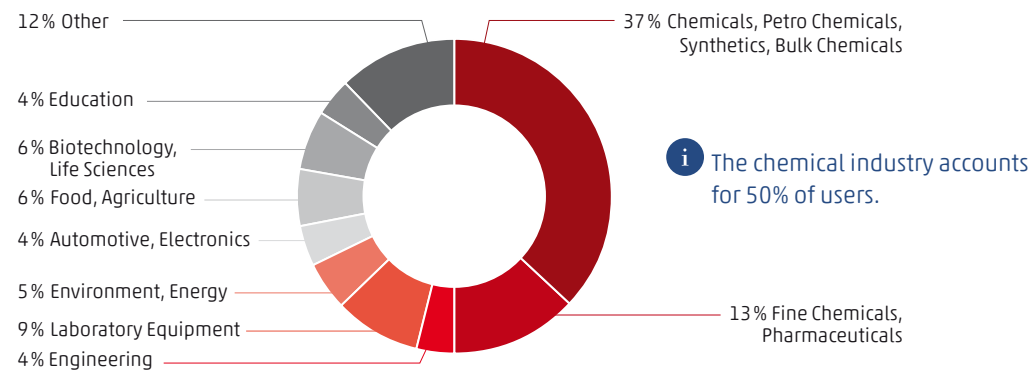
CHEMIE.DE

QUIMICA.ES

CHEMEUROPE.COM

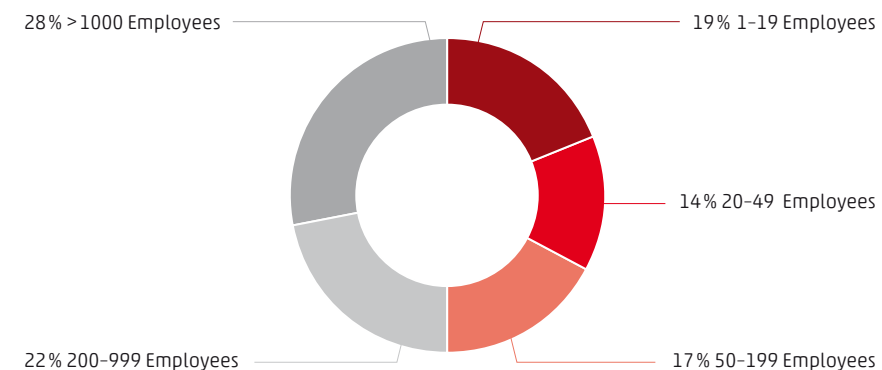
User analysis **Chemistry Channel**

Sectoral coverage

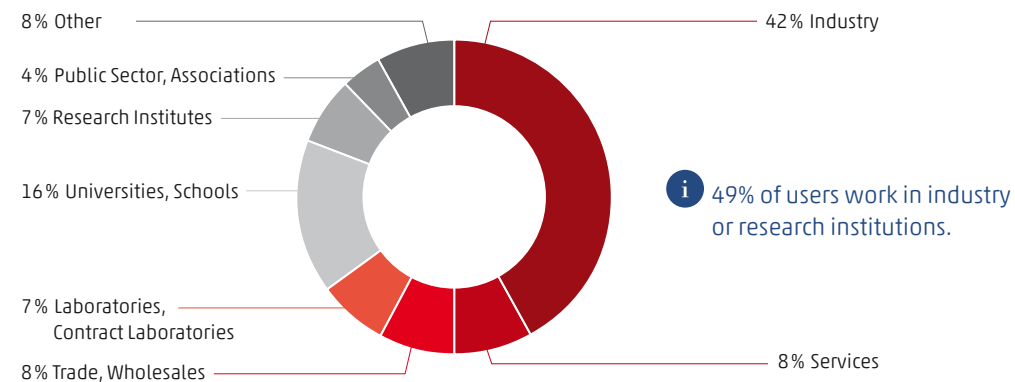


Size of the enterprises

i Due to a balanced distribution across all company sizes, you'll not miss out on any target group.



Types of enterprises



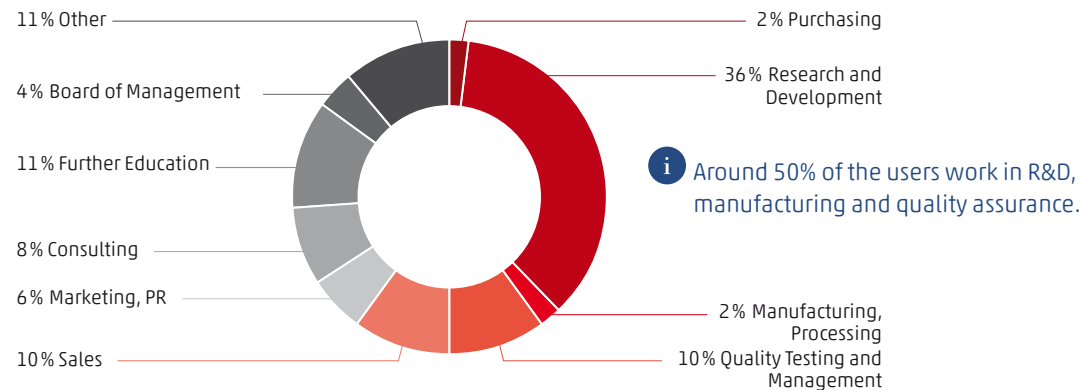
CHEMIE.DE

QUIMICA.ES

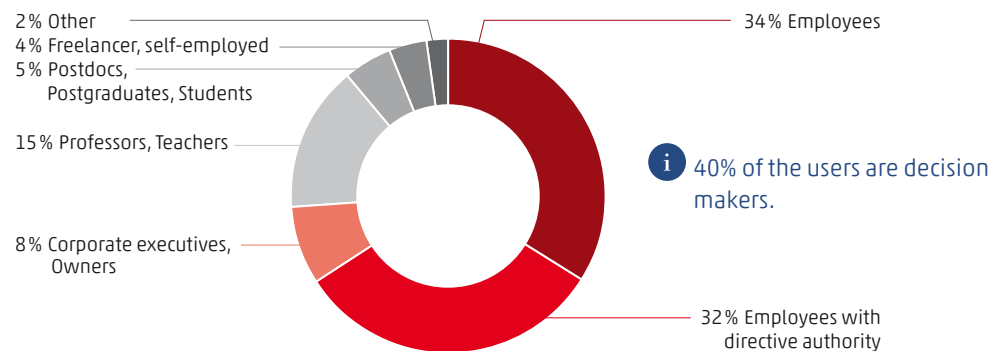
CHEMEUROPE.COM

User analysis **Chemistry Channel**

Task areas



Professional status



CHEMIE.DE

QUIMICA.ES

CHEMEUROPE.COM

Life Science Channel: **The life science and pharma target industries**



The life science channel with its leading international industry portal bionity.com lets you target the life science and pharmaceutical industries.



2.6 million page Impressions **(+24 % compared to previous year)**



1.5 million visitors **(+25 % compared to previous year)**



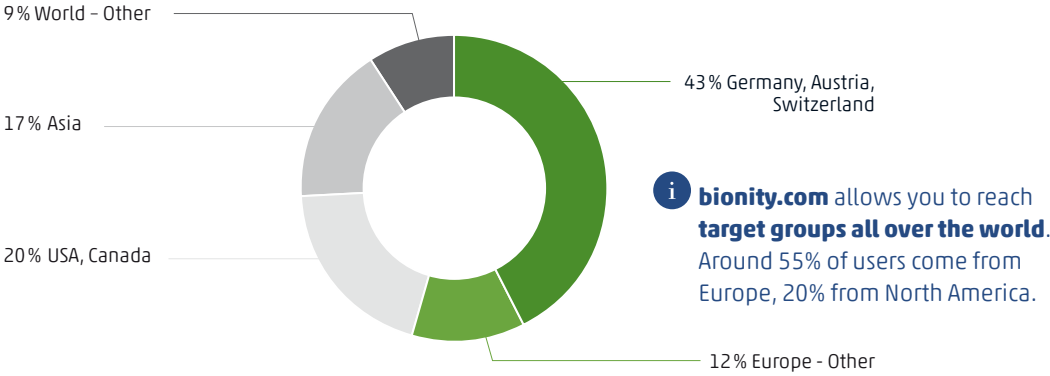
51,000 newsletter subscribers as well as **1,100** jobletter subscribers



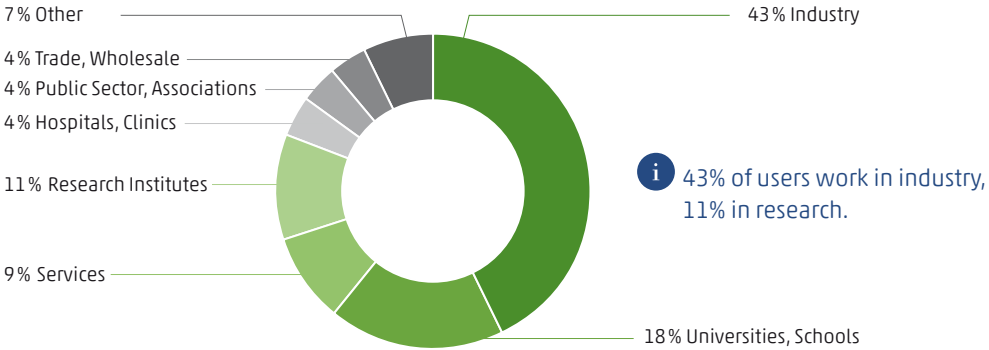
Languages: **German, English, French, Spanish**

User analysis Life Science Channel

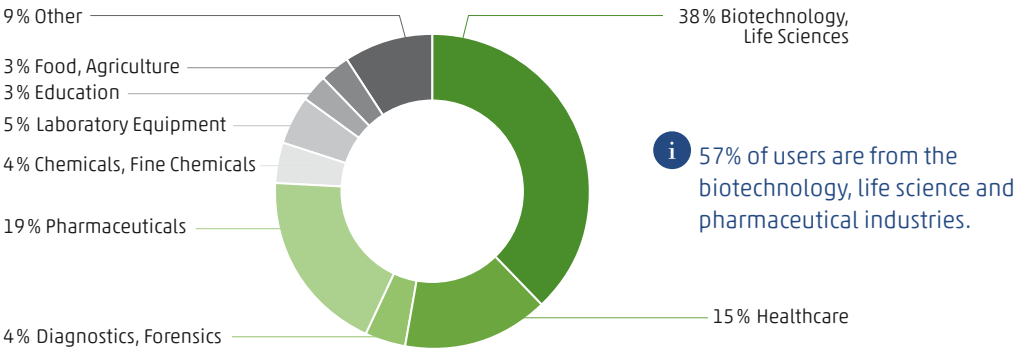
Geographic origin of **bionity.com** visitors



Types of enterprises

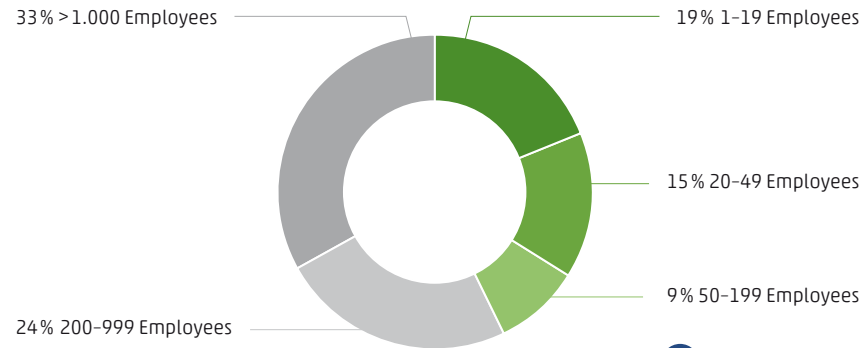


Sectoral coverage



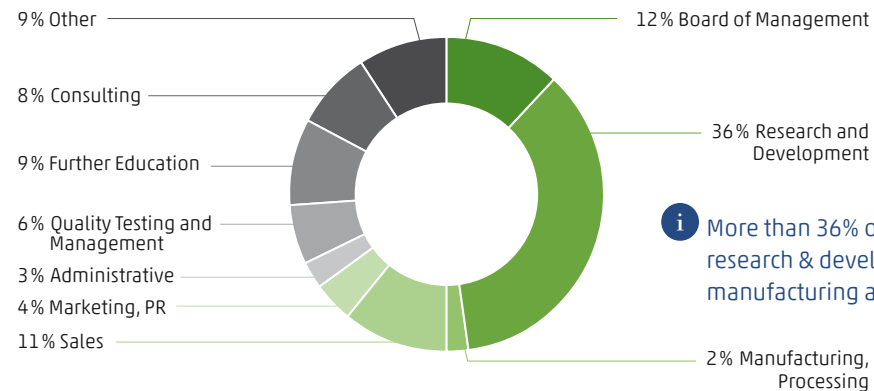
User analysis Life Science Channel

Size of the enterprises



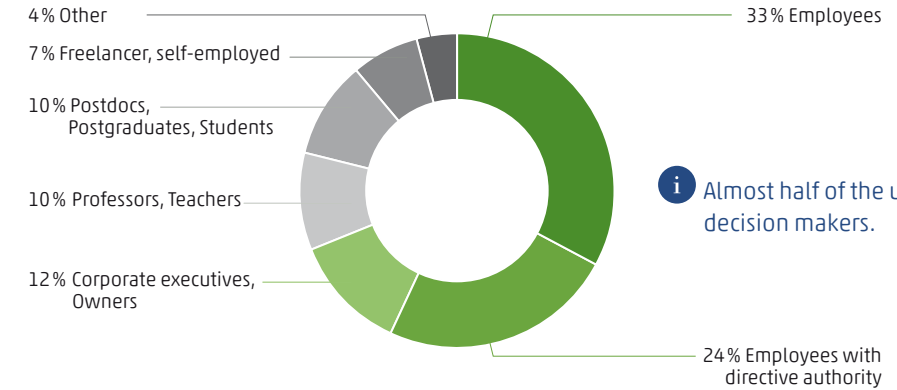
i Due to a balanced distribution across all company sizes, you'll not miss out on any target group.

Task areas



i More than 36% of users work in research & development, 8% in manufacturing and quality assurance.

Professional status



i Almost half of the users are decision makers.

 BIONITY.COM

Food Channel: **The food & beverage target industries**



The Food Channel with its leading industry portal yumda gives you access to the food & beverage target industries.



750,000 page impressions



380,000 visitors



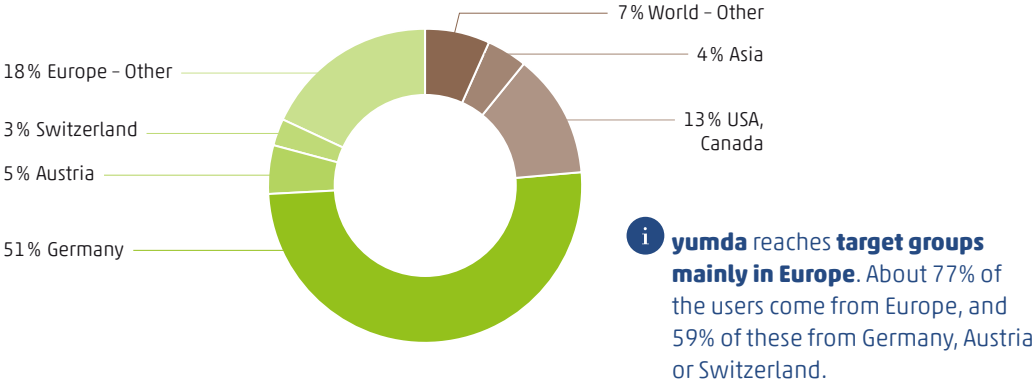
29,000 newsletter subscribers as well as **3,500** jobletter subscribers



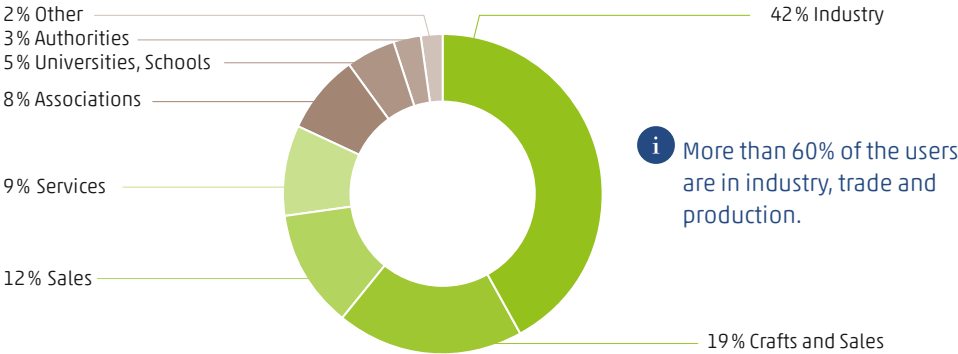
Languages: **German, English, French, Spanish**

User analysis **Food Channel**

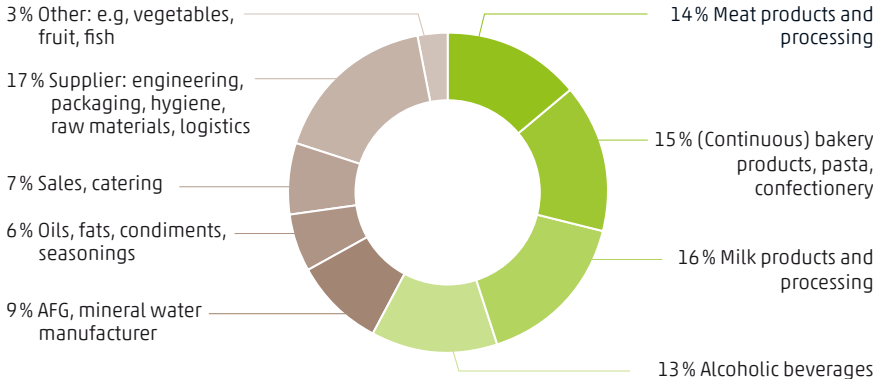
Geographic origin of **yumda** visitors



Types of enterprises



Sectoral coverage

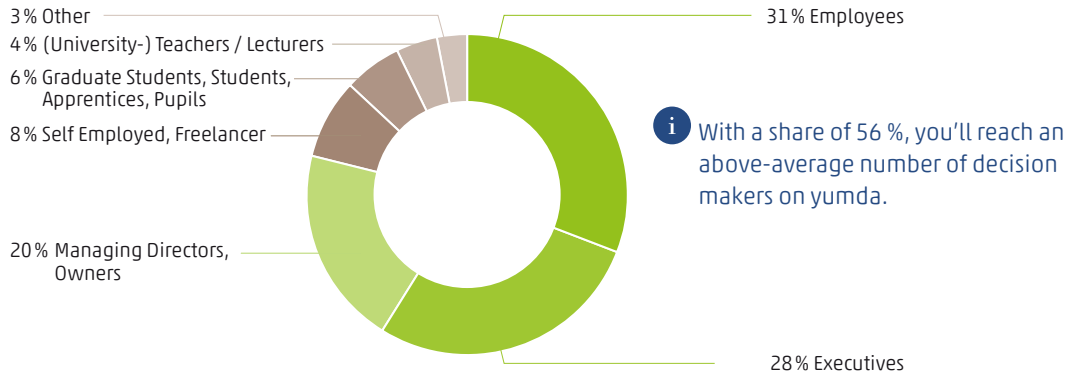


i yumda reaches all segments of the food & beverage industries.

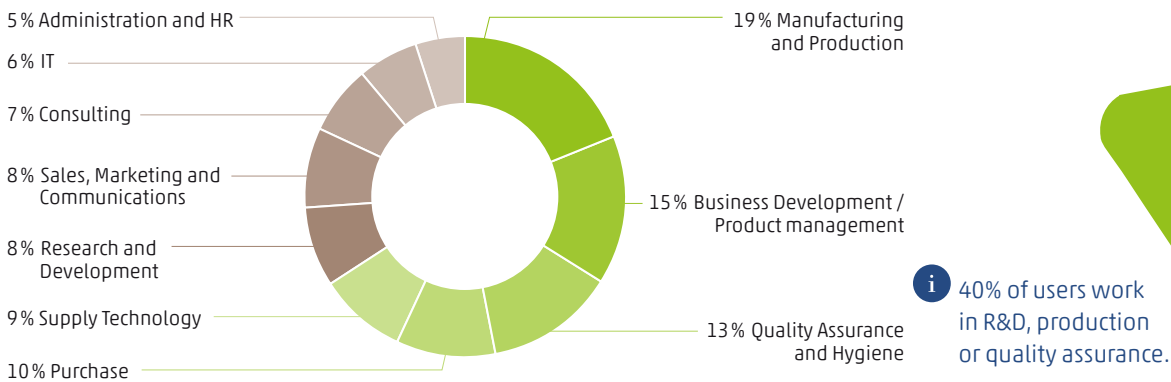


User analysis **Food Channel**

Professional status



Task areas



Lab Channel: The lab equipment, analysis and biotech target industries



The Lab Channel, with its leading international industry portal [analytica-world.com](https://www.analytica-world.com), gives you access to the target industries lab equipment, chemical analysis and biotech.



290,000 page impressions (+16 % compared to previous year)



150,000 visitors (+15 % compared to previous year)



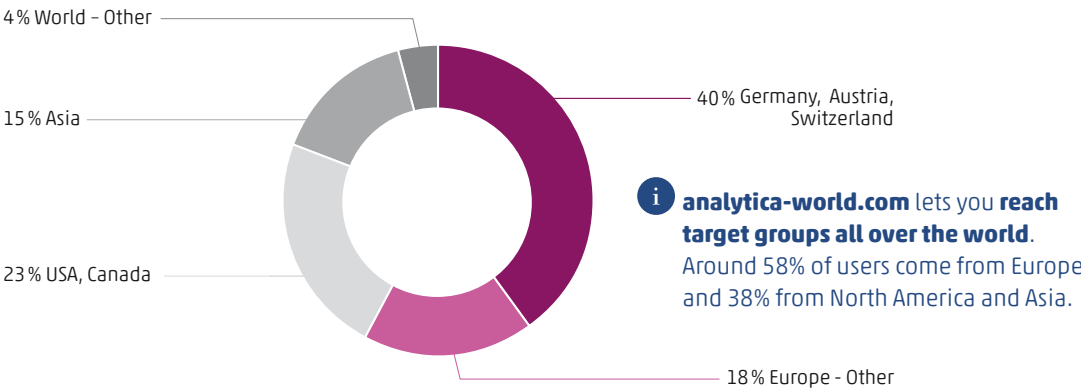
31,000 newsletter subscribers



Languages: **German** and **English**

User analysis Lab Channel

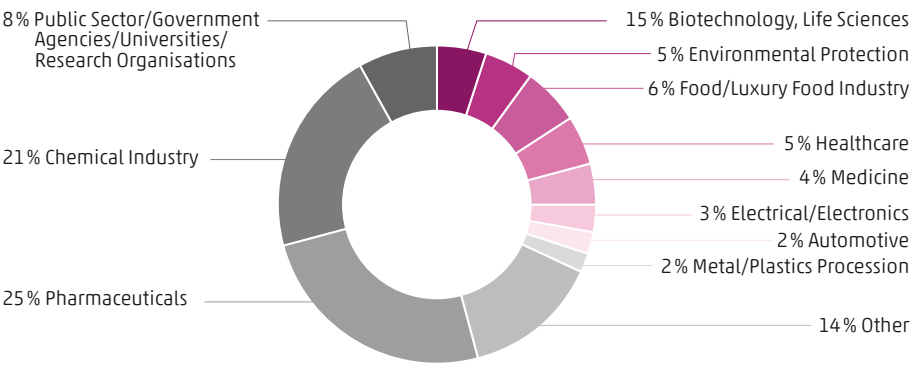
Geographic origin of **analytica-world.com** visitors



Spot for decision-maker



Visitors according to branches of industry



i More than 60% of users work in the biotechnology, life science, pharmaceutical and chemical industries.



Your challenges – our
solutions



We support you in these challenges



Advertising formats



Increase brand awareness

Market launch of new products



Boost trade fair success



Gain fresh sales leads

Company Presentation	✓			
Product Presentation	✓	✓	✓	✓
Catalogue Presentation	✓			✓
Whitepaper Presentation	✓	✓		✓
Webinar Presentation	✓	✓		✓
Stand Alone Mailing	✓	✓	✓	✓
Newsletter Advertising	✓	✓	✓	✓
Banner Advertising	✓	✓	✓	

Our online media constantly provide us with up-to-date facts and data about what B2B users look for, what interests them and what inspires them. We combine this insider knowledge with in-depth industry know-how and field-tested online marketing expertise.

The result: effective advertising formats and services that help you achieve your marketing objectives.

Specific offers for
your success



Making your trade fair marketing even more successful

More visitors at your booth

- **Send stand-alone mailings:** Directly and exclusively **reach up to 1, 0,000 subscribers** of the LUMITOS newsletters. These third-party emails are the undisputed **No. 1 of successful trade fair marketing**. We individually design them for you and send them out.
- **Advertise in newsletters:** A Panorama Ad or Ad Box will **create strong interest in your trade fair presence** among subscribers to the weekly LUMITOS newsletters.
- **Place advertising banners:** In a **high-quality B2B advertising environment**, your banner on the LUMITOS portals achieves its **accuracy through geo and topical targeting**. This lets you reach potential customers with your trade fair ad without wasting budget on the wrong people.

Present your trade fair highlights on the industry portals

- **Promote product innovation:** If you **present your new products on our industry portals well before the trade show**, you will arouse targeted interest. This gives trade show visitors one more reason to come to your booth to find out more.
- **Present products:** A Product Presentation lets you reach potential customers around the clock – ideal for **making your new products known globally and gaining further sales leads**, even after the trade fair is over.
- **Content marketing:** Reinforce your Product Presentation with targeted white paper and webinar presentations **that position your company as a hub of valuable expertise**, increasing confidence and bringing you fresh sales leads that you can develop into **new customers even after the trade fair**.

Success at trade fairs calls for well thought out **trade fair marketing measures with effective forms of advertising**. That's why successful exhibitors have been relying on the **tried and tested services of LUMITOS** for years.

i On the next page, we show you a selection of industry trade shows that our portal users find particularly interesting.

Important industry trade fairs in 2023 at a glance

	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23
Pittcon			18. - 22.3.									
Forum LABO			28. - 30.3.									
Hannover Messe				17. - 21.4.								
Labvolution					9. - 11.5.							
Control					9. - 12.5.							
Laser World of Photonics						27. - 30.6.						
Powtech								26. - 28.9.				
ILMAC								26. - 28.9.				
iba									22. - 26.10.			
CPhI worldwide									24. - 26.10.			
Food ingredients Europe											28. - 30.11.	



For these and many other trade shows, we offer effective forms of advertising to help you achieve your trade show goals.

Topic Worlds in Focus 2023



The Topic Worlds on the LUMITOS portals make **all the latest on trend topics** and applications **easily and permanently accessible**. Each Topical World is dedicated to a single topic, highlighting different aspects: Which new products are there? Which suppliers are pushing their messages most at the moment? What does the scientific community say? Which specialist lectures are worth attending?

Present your company and its **innovative products in a Focus Topic**, or let your experts have their say in exciting webinars and specialist articles. This will help you **strengthen your perceived market relevance** and reach new customers.



Visibility

3 months of **exclusive visibility**
in the **Focus Topic**



Positioning

Strengthen **awareness**
for your brand

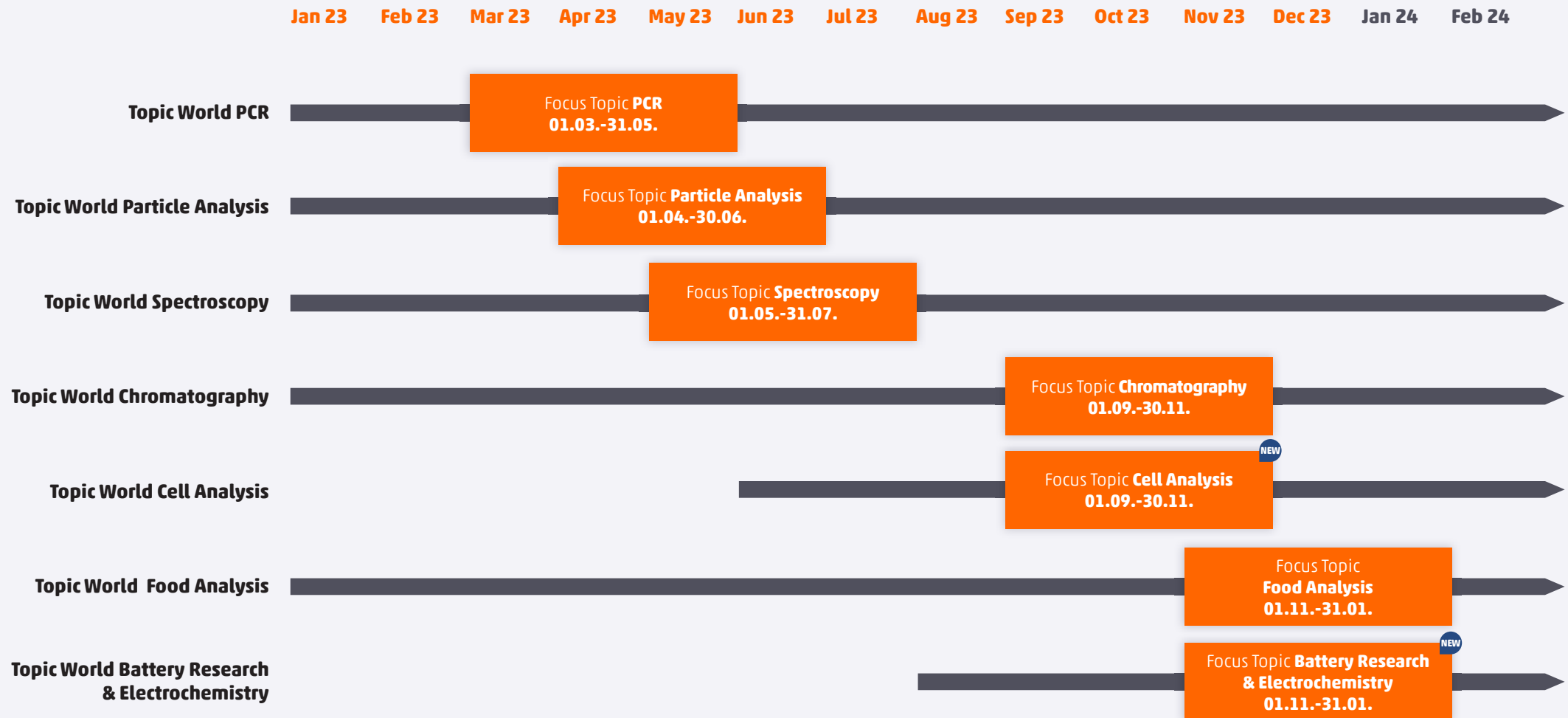


Expert status

Share your know-how with
webinars and specialist articles

i On the next page, we present **five established and two new focus topics** in which you can promote your products, catalogs, white papers and webinars.

Topic Worlds in Focus 2023



Your advertisement in an inspiring Topic World

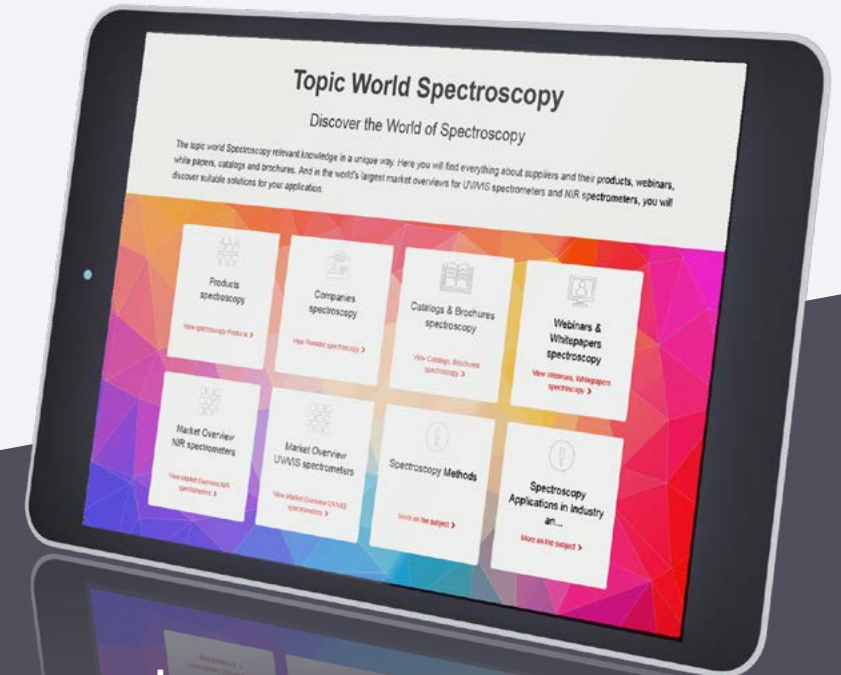
Recommended to

- + Launch a new product
- + Generate fresh sales leads
- + Increase brand awareness

Present your products, catalogues, white papers and webinars in a focus topic and make yourself stand out from the crowd of competitors for three months. Benefit from:

- **Highlighted placement** of your content for 3 months in the selected Topic World in both English and German
- **12 months of continuous visibility** in the Topic World for your booked content in up to four languages
- **2 references to your entry in focus topic newsletters** with a worldwide reach
- Boost your **reach even more with topical newsletter advertising** and social media posts
- **GDPR-compliant leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness

Available for product, white paper and catalogue presentations, as well as webinars



We would be happy to make you an offer tailored to your needs.

**Request more
information**

Top companies have confidence online advertising with LUMITOS

We make over 1,900 customers more successful with online marketing

analytikjena
An Endress+Hauser Company



VEGA



MERCK



EVIDENT™

INTEGRA



METTLER TOLEDO

SARTORIUS

ThermoFisher
SCIENTIFIC



VICI®

Our advertising products
for your success



Effective advertising products for your goals

The challenges in marketing are constantly increasing: there are more and more advertising formats to choose from, while the effort to get hold of sales leads rises. So it's good to know that **LUMITOS offers proven and effective solutions.**

Our online advertising products support you in achieving your goals

- Launch your new products to the market successfully.
- Make your company and its expertise better known.
- Attract more visitors to your events and trade fairs.
- Gain more and, above all, fresh sales leads.

This is what makes all advertising products stand out

- Your advertising appears in the relevant B2B industry environment. This means **high-quality sales leads** for you.
- Your offer is visible worldwide to potential customers. As a result, you **gain new customers** that you would not have reached otherwise.
- Thanks to **proven processes**, you require no effort to get you ads online, **saving you valuable time** and letting you enjoy success faster.
- You can see the impact of your **advertising measures** in your **performance figures** which are updated every day.
- Trust in our more than **20 years of experience** with successful B2B industry portals.

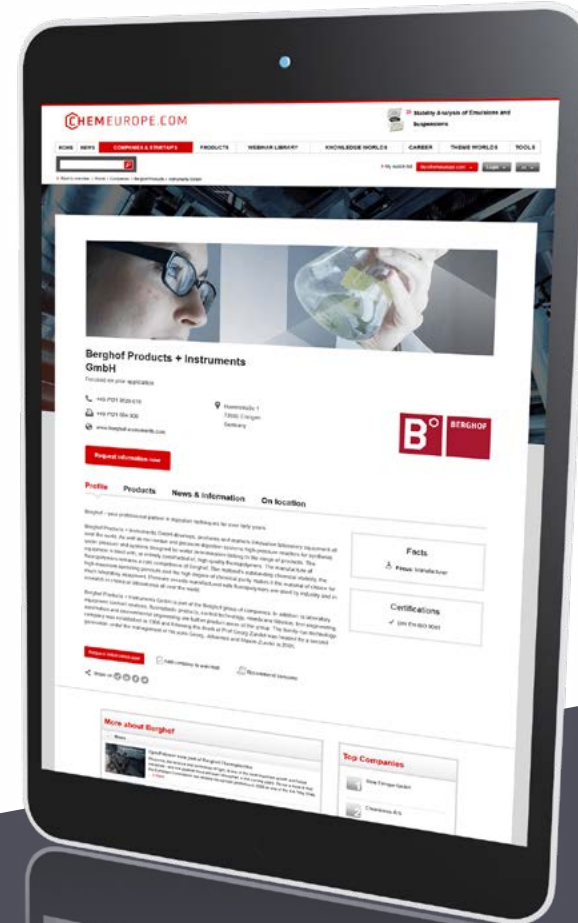
i On the following pages, we present eight effective advertising products to suit your advertising objectives.

Present your company internationally

A **Company Presentation** on the B2B portals of LUMITOS with more than 13 million users per year **puts your company into the spotlight on the relevant industry stage.**

This is what makes your Company Presentation stand out

- Top visibility of your Company Presentation thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your company with header graphic, logo, contact data, link to the website and a video
- Highest search relevance thanks to **extensive keywording of your product range**
- Our **unique call tracking feature** will let you track how many enquiries you have received by phone
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness



Recommended to

- + Increase brand awareness
- + Being found better as a supplier
- + Increase website visitors
- + Find new employees

79 € per month

(12-month runtime)

Recommended advertising boosters

- + **Product Presentation:** Get more sales leads for individual products
- + **Channel Plus:** Broaden your visibility to more industries
- + **Company Ad:** Eye-catching newsletter advertising for your company

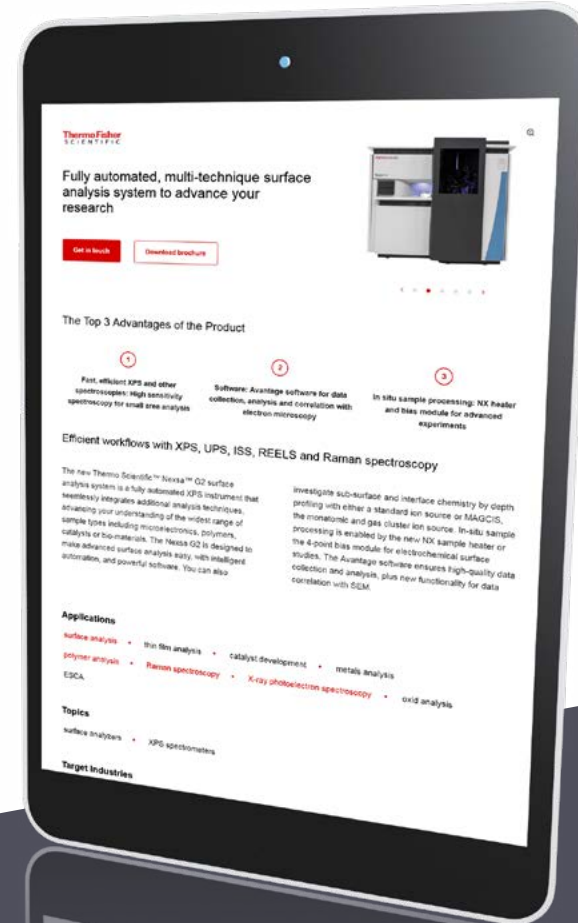
**Request more
information**

Present products successfully

A **Product Presentation** on LUMITOS's B2B portals **puts your product or service into the spotlight on the relevant industry stage**

This is what makes your Product Presentation stand out

- Top visibility thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your product with key benefits, short description, five images and a video
- **Additional attention** for your product through **references in industry newsletters**
- Top search relevance thanks to **extensive keywording** of your product
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- Making a PDF brochure available gives prospective customers **extensive information by simply downloading**
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness



Recommended to

- + Introduce a new product
- + Generate fresh sales leads
- + Raise awareness of product brands
- + Increase trade fair success

99 € per month

(12-month runtime)

Recommended advertising boosters

- + **Product of the Week:** Top visibility for your product
- + **Newsletter Reference:** Reach additional potential customers
- + **Channel Plus:** Broaden visibility to additional industries
- + **Company Presentation:** Sharpen your corporate profile

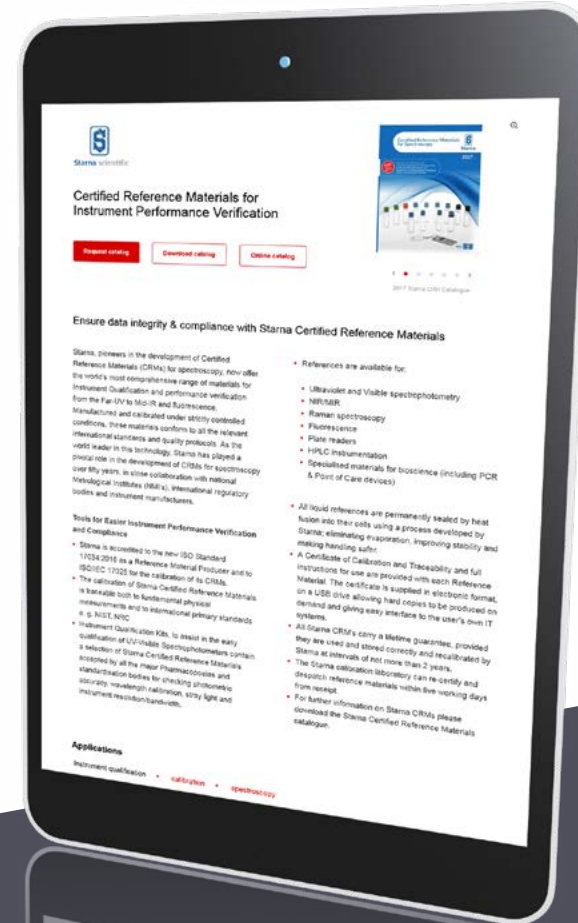
**Request more
information**

Present catalogues successfully

A **Catalogue Presentation** on LUMITOS's B2B portals puts **your product catalogue into the spotlight on the relevant industry stage.**

This is what makes your Catalogue Presentation stand out

- Top visibility thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your catalogue with a short description and five images
- **Additional attention** for your catalogue through references **in industry newsletters**
- Top search relevance thanks to **extensive keywording** of your product range
- When potential customers request your catalogue or immediately download it as a PDF, you'll receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness



Recommended to

- + Generate fresh sales leads
- + Increase brand awareness

99 € per month

(12-month runtime)

Recommended advertising boosters

- + **Catalogue of the Week:** Top visibility for your catalog
- + **Newsletter Reference:** Reach additional potential customers
- + **Channel Plus:** Broaden visibility to additional industries
- + **Company Presentation:** Sharpen your corporate profile

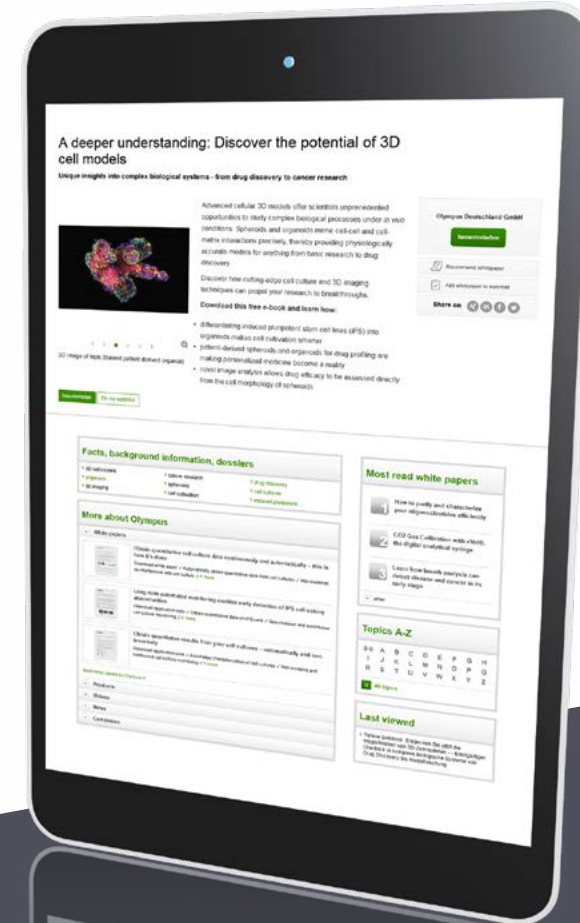
**Request more
information**

Present white papers successfully

A **White Paper Presentation** on the B2B portals of LUMITOS puts **your white paper or technical article into the spotlight on the relevant industry stage**. Your expert knowledge about methods, applications and products will impress potential customers and sharpen your profile as a specialist.

This is what makes your White Paper Presentation stand out

- Top visibility thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your white paper with a short description and five images
- **Additional attention** for your white paper through references **in industry newsletters**
- Top search relevance thanks to **extensive keywording** of your white paper
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** give you maximum transparency on advertising effectiveness



Recommended to

- + Generate fresh sales leads
- + Increase brand awareness

99 € per month

(12-month runtime)

Recommended advertising boosters

- + **White Paper of the Week:** Top visibility for your white paper
- + **Newsletter Reference:** Reach additional prospective customers
- + **Channel Plus:** Broaden visibility to additional industries
- + **Company Presentation:** Sharpen your corporate profile

**Request more
information**

Present webinars successfully

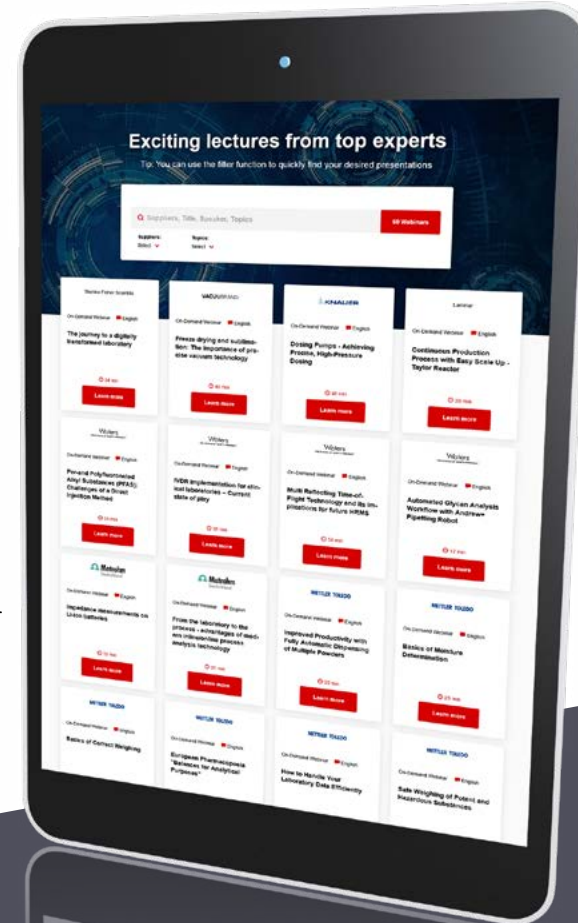
A **Webinar Presentation** on LUMITOS's B2B portals puts **your webinar into the spotlight on the relevant industry stage**. Hosting your recorded webinars in the LUMITOS webinar library lets you tap into new customer groups and sharpen your profile as a specialist provider.

This is what makes your Webinar Presentation stand out

- Top visibility thanks to multilingual and **prominent showcasing** on the selected industry portal and in searches
- **Eye-catching and effective presentation** of your webinar with short description and speaker image
- **Additional attention** for your webinar through references **in industry newsletters**
- After registration, your webinar can be **accessed** by potential customers **around the clock** from any current browser and device.
- Top search relevance thanks to **extensive keywording** of your webinar
- Receive **GDPR-compliant sales leads** including consent to use them for all common marketing purposes
- **Detailed performance figures** ensure maximum transparency on advertising effectiveness

Recommended advertising boosters

- + **Webinar of the Week:** Top visibility for your webinar
- + **Newsletter Reference:** Reach additional potential customers
- + **Company Presentation:** Sharpen your corporate profile



Recommended to

- + Generate fresh sales leads
- + Increase brand awareness

99 € per month

(12-month runtime)

**Request more
information**

Using Stand-Alone Mailings successfully

At LUMITOS, we have created and disseminated over 700 successful EDMs for clients. This has refined our expertise on how to attract the **interest of our more than 180,000 newsletter readers**. We can send your stand-alone mailing to our readers exclusively with your own content. This ensures that your advertising message receives undivided attention from readers.

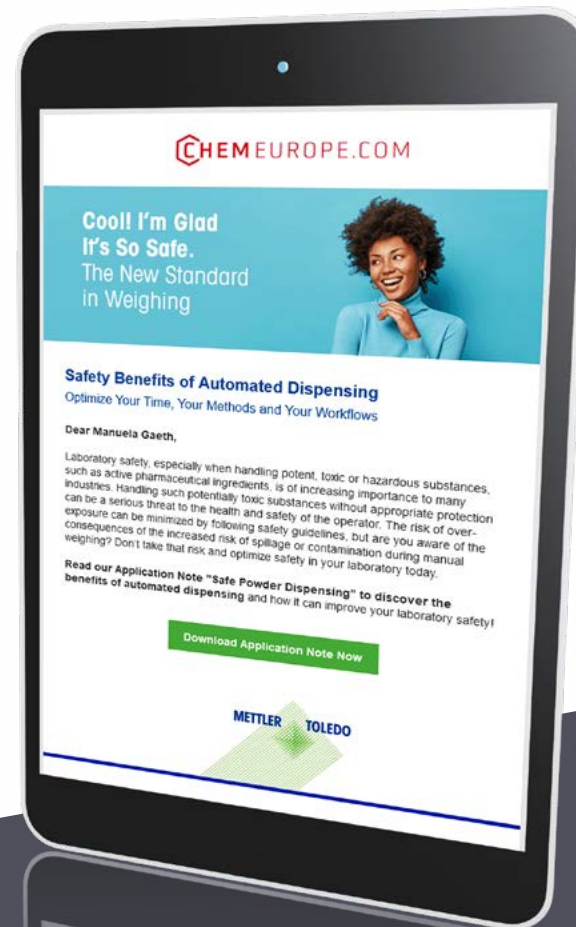
This is what makes your stand-alone mailings stand out

- Compared with our competitors, the stand-alone mailings we send **achieve above-average results**
- We'll create an **inspiring and effective email** in your corporate design, based on your texts and images
- We'll **provide you with tips** on how to increase the impact of the email
- We'll **develop a subject line** that makes recipients want to open the email
- For optimal user display, **we'll test** your stand-alone mailing **on common e-mail clients**
- For a **higher open rate**, we'll send your stand-alone mailing **at the best possible time during the workday**
- We can send your stand-alone mailing to **selected recipients of industry newsletters**
- You'll **receive meaningful performance figures** which we put into relation with benchmark figures of other stand-alone mailings



To help you be even more successful, it is possible to **select your target group with precision**, for example by country, industry and organization type.

Or we can select particularly active newsletter subscribers for you.



Recommended to

- + Launch a new product
- + Raise brand awareness
- + Promote a catalogue
- + Invite to your trade fair booth
- + Promote a white paper

600 €

per 1,000 recipients

Request more information

Successful advertising in newsletters

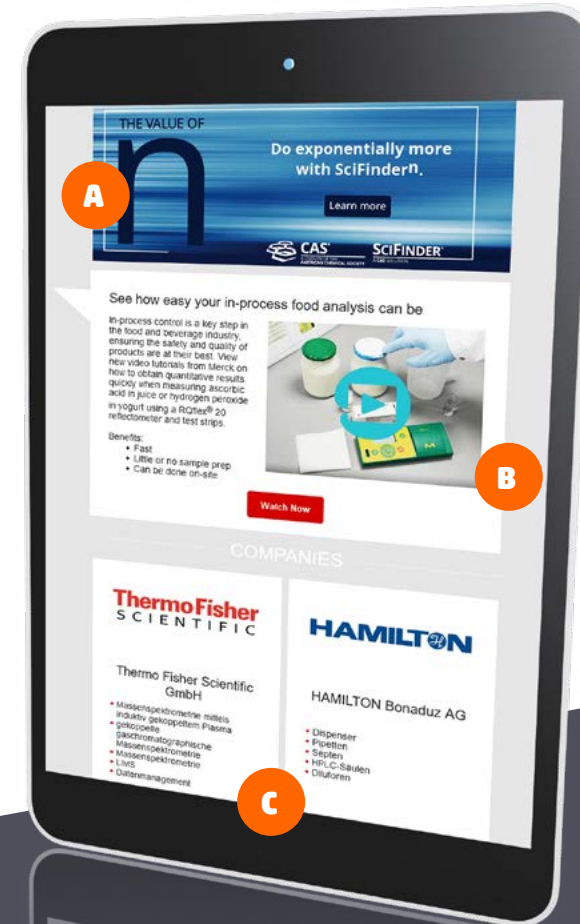
LUMITOS publishes more than **600 B2B newsletters per year**. This scope is unique in the industry and offers you maximum flexibility for your newsletter advertising. Every week there are several opportunities to place your advertising message at short notice.

This is what makes your newsletter advertising stand out

- Your newsletter ads are **immediately effective** as you can book them at any time
- **Top visibility of your ad** in the newsletters thanks to its eye-catching look
- **Reach up to 180,000 subscribers per week** with English, German, French and Spanish newsletters
- **Detailed performance figures** ensure maximum transparency on the effectiveness of your newsletter advertising

Newsletter advertising formats

- + **Newsletter Banner (A)**
- + **Ad Box (B)**
- + **Company Ad (C)**



Recommended to

- + Launch a new product
- + Raise brand awareness
- + Promote a catalogue
- + Invite to webinar
- + Invite to trade fair booth
- + Promote white paper

from **49 €**

per 1,000 recipients

**Request more
information**

Use advertising banners successfully

In a **high-quality B2B advertising environment**, your banner (display ad) will be **selectively displayed on the LUMITOS industry portals through geo and topic targeting**. For a fraction of the cost of print ads, you'll achieve measurably more visual contacts than with classic ads.

What's good to know: there's no monthly flat rate with LUMITOS, so you only pay for actual view contacts.

This is what makes your banner ads stand out

- **Top visibility** in the target groups of your industry
- **Maximum reach to your target groups** by also having your banner displayed on mobile devices
- **Cost-saving placement thanks to geo and topical targeting**, minimizing untargeted advertising wastage
- High reach thanks to **placement of guaranteed 40,000 ad impressions**
- **Detailed performance figures** ensure maximum transparency on the effectiveness of your banner ads

Banner formats for your success

- + **Leaderboard** (728 x 90 px)
- + **Medium Rectangle** (300 x 250 px)
- + **Wide Skyscraper** (160 x 600 px)
- + **Half Page** (300 x 600 px)
- + **Billboard** (970 x 250 px)
- + **Wallpaper** (780 x 90 px plus 160 x 600 px)

Request more information

Recommended to

- + Launch a new product
- + Raise brand awareness
- + Find new employees
- + Promote trade fair stand

from 89 €
per 1,000 ad impressions

Place job advertisements successfully

LUMITOS's 6 B2B portals give you unique **access to over 13 million professionals and managers** in the chemical, life science, food & beverage, lab equipment, chemical analytics and pharmaceutical industries. Your Job Ad immediately and clearly lets professionals wishing to make a career move know which positions you have available.

What distinguishes us from typical online job portals? **Your job advertisements are also seen by professionals who are not actively searching but nevertheless open to a change.** This expands your circle of potential candidates, and you'll receive **more qualified applications.**

This is what makes your Job Ad stand out

- It creates interest on the industry portals **for 8 weeks**
- Your ad **appears on up to 6 of our portals**, depending on your target groups
- **Additional presentation** of your Job Ad **in up to 3 Job Bulletin newsletters**
- We'll create the Job Ad for you **in your corporate design**
- A **personal contact** supports you from start to finish
- **Detailed performance figures** ensure maximum transparency on the effectiveness of your Job Ad

Recommended advertising boosters

- + **Company Presentation**
- + **Job of the Week: Top visibility for your job advertisement**



Recommended to
+ **Find new employees**

124 € per week

8-weeks runtime

**Request more
information**

Amplify the impact of your
advertising



Booster for your advertising success

You want to achieve more than others?

These optional boosters allow you to effectively amplify your advertising success.

		Advertising Format of the Week	Channel Plus	Reference in newsletter	Company Ad in newsletter
		Seven days of maximum visibility on all the portal's pages	Optimal advertising beyond your core industries	Highly effective promotion to up to 180,000 readers	Top visibility for your company
Advertising Format	Product Presentation	✓	✓	✓	
	Catalogue Presentation	✓	✓	✓	
	Whitepaper Presentation	✓	✓	✓	
	Webinar Presentation	✓	✓	✓	
	Company Presentation		✓		✓
		Get maximum visibility fast	Reach your target groups in multiple industries	You increase visibility and gain sales leads	Position yourself as an important supplier

Overview of products, options & prices

Company Presentation → page 32

Company Presentation, 12-month runtime	79 € per month
Booster: Company Ad newsletter reference, 6 issues	89 € per issue

Product Presentation → page 33

Product Presentation, 12-month runtime	99 € per month
Booster: Product of the Week, 1-week runtime incl. newsletter reference	880 € per week
Booster: Channel Plus for an additional channel, 12-month runtime	64 € per month
Booster: Newsletter reference	350 € per issue

Catalogue Presentation → page 34

Catalogue Presentation, 12-month runtime	99 € per month
Booster: Catalogue of the Week, 1-week runtime incl. newsletter reference	880 € per week
Booster: Channel Plus for an additional channel, 12-month runtime	64 € per month
Booster: Newsletter reference	350 € per issue

White papers and technical articles → page 35

White Paper Presentation, 12-month runtime	99 € per month
Booster: White Paper of the Week, 1-week runtime incl. newsletter reference	880 € per week
Booster: Channel Plus for an additional channel, 12-month runtime	64 € per month
Booster: Newsletter reference	350 € per issue

Webinar Presentation → page 36

Webinar Presentation, 12-month runtime	99 € per month
Booster: Webinar of the Week, 1-week runtime incl. newsletter reference	880 € per week
Booster: Channel Plus for an additional channel, 12-month runtime	64 € per month
Booster: Newsletter reference	350 € per issue

Stand-Alone Mailing → Page 37

Stand-Alone Mailing	600 € per 1,000 recipients
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Overview of products, options & prices

Newsletter advertising → page 38

Panorama Ad newsletter banner	79 € per 1,000 recipients
Ad Box	49 € per 1,000 recipients
Company Ad, 6 issues	89 € per issue

Advertising banners → page 39

Billboard banner (970 x 250 px)	120 € per 1,000 ad impressions
Half-Page banner (600 x 300 px)	120 € per 1,000 ad impressions
Leaderboard (728 x 90 px)	89 € per 1,000 ad impressions

Advertising banners → page 39

Medium Rectangle (300 x 250 px)	99 € per 1,000 ad impressions
Wallpaper banner (780 x 90 px plus 160 x 600 px)	175 € per 1,000 ad impressions
Wide Skyscraper (160 x 600 px)	89 € per 1,000 ad impressions

Job Ad → page 40

Job Ad, 8-week runtime	124 € per week
Booster: Job of the Week, 1-week runtime	520 € per week

Qualified support for more success

A smiling woman with blonde hair tied back, wearing a black headset with a microphone, is shown from the chest up. She is wearing a green button-down shirt. The background is a blurred office setting. The image is framed by a large, stylized orange arrow pointing upwards and to the right, and a white arrow pointing downwards and to the left, creating a sense of movement and direction.

Online advertising sales advice

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Know-how for your B2B online marketing

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LUMITOS leads you to success
with online marketing