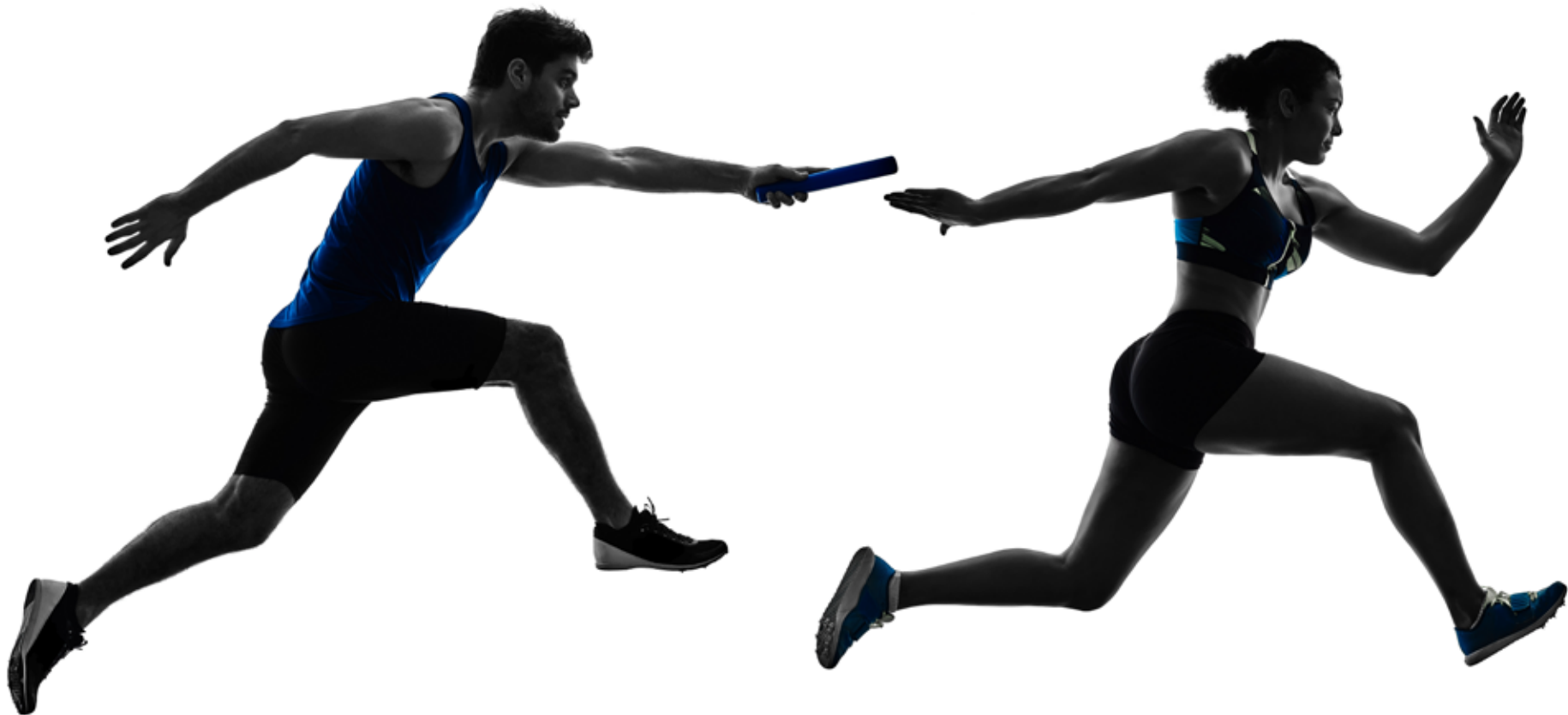


# projektmagazin

MEDIA DATA  
2022

Successful with Germany's No. 1 trade medium for **project management**



## Table of contents

Welcome	2
Ranking	4
Readership	5
What we offer our readers	9
<b>Our offer for your communication</b>	
Advertorial	10
Lead Generation: Whitepaper	11
Lead Generation: WebSession	12
Display / Banner advertising	14
Advertising in the Spotlight	17
Newsletter advertising	19
Premium entry in the marketplace	24
Marketplace for software	25
Marketplace for providers & experts	26
Promotion for events & courses	27
Job market	28
Social Media	29
Contact	30
Appendix, abbreviations and GTC	31

**One click  
takes you to  
the page**

## Advertise on the leading portal for project management (DACH)



Since its founding in 2000, projektmagazin is the leading German-speaking project management portal for project leaders, project managers, project staff, employees in project management offices, agile PM and managing directors.

**Our content is written by professionals and for professionals.**

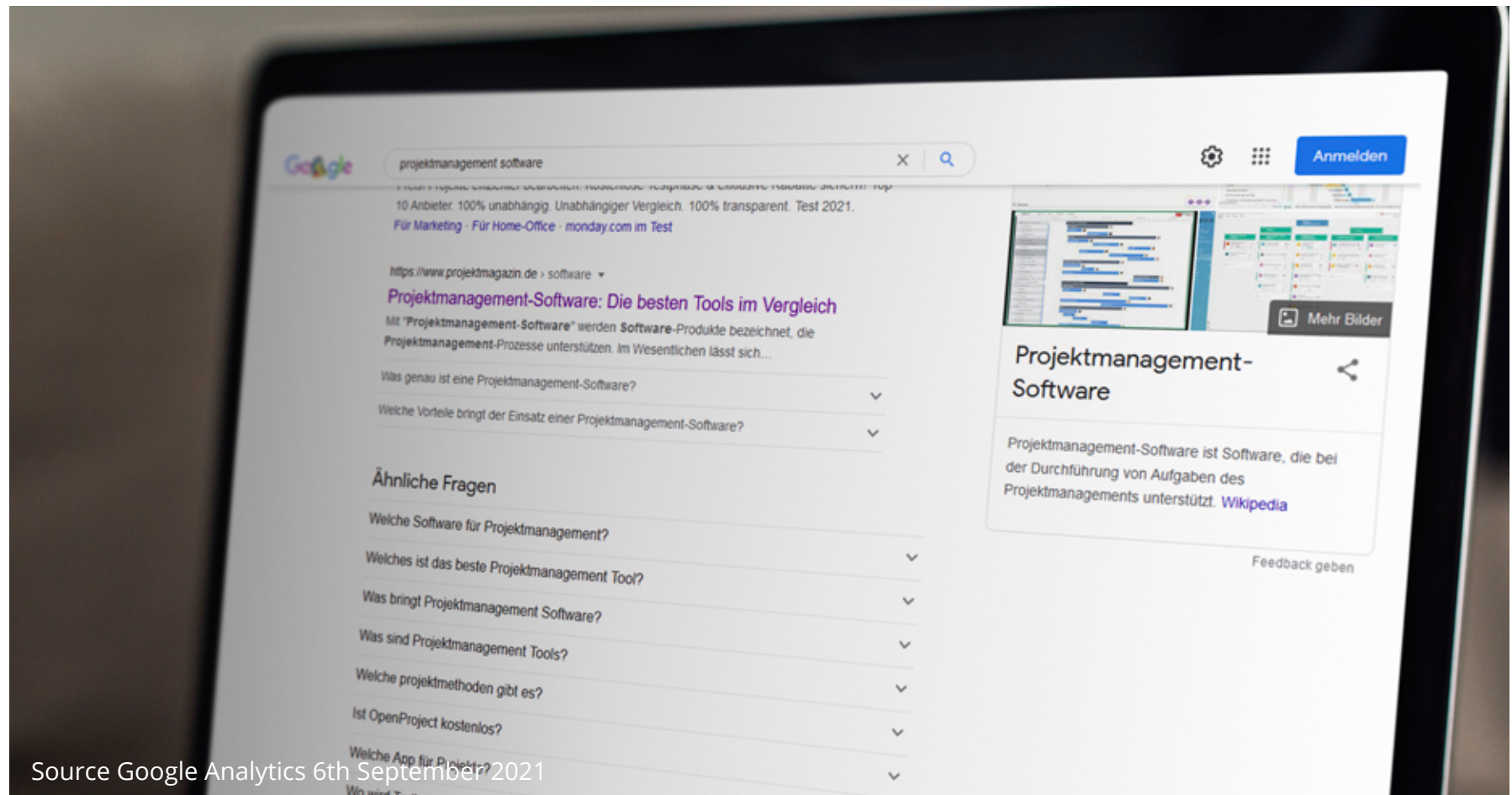
- Paid subscriptions 24,700
- Visits: 182,000/month
- Page impressions 303,000/month
- Newsletter subscriptions 39,700

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Status 8/21. On Page 31 you will find the explanations of terms.



## Benefit from our top google rankings with your advertising on projektmagazin.de / e.g. 1st rank for “Projektmanagement” (DE)



## With projektmagazin, you reach exactly your target audience!



### **Advertise without wastage**

Place your advertisement with pinpoint accuracy in the B2B environment.

80% of our content is based on a paid subscription model – our readers really want to know what we have to say about project management and related topics.

---

### **Our target group consists of**

- Project managers
- Managing directors
- Project staff
- Project leaders
- PMO managers
- Project management office staff and employees from the agile environment

---

We will be happy to assist you in choosing the most suitable medium for your advertising needs.

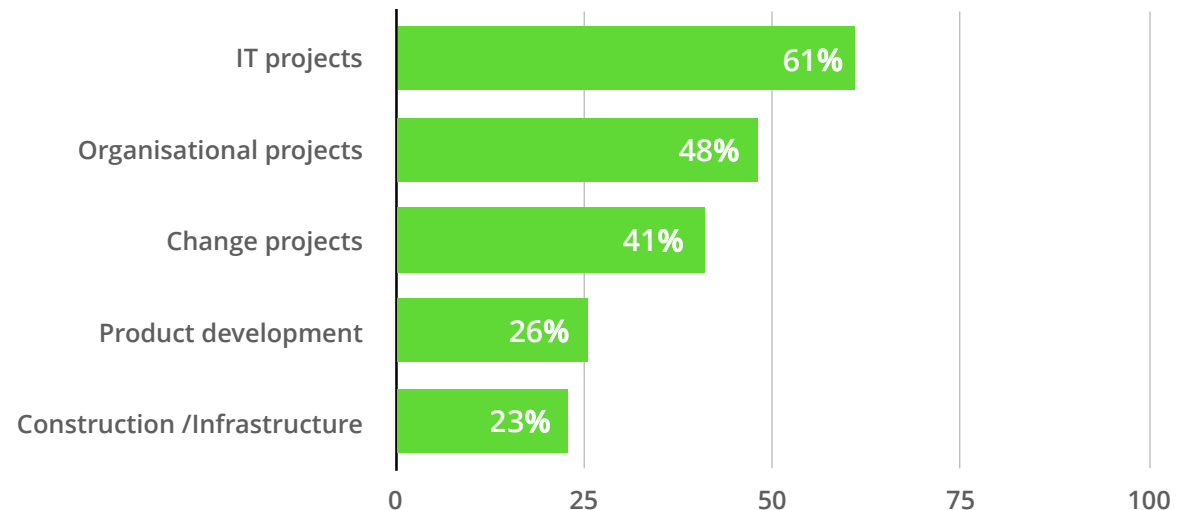
## Well placed in the DACH region

### We address the entire project management community

- Our subscriber base has been growing steadily since its foundation in 2000 to **24,700** subscribers today
- The projektmagazin is predominantly read in **Germany** (79%), **Austria** (8%) and **Switzerland** (11%). Around 2% in other countries.

- Almost **50%** of readers have been active subscribers for over 3 years.
- Over **80%** of our paid content users get notified about new content by the projektmagazin newsletter

### Which projects do you run?



Source Readers survey March - April 2021 (1,338 participants)

# Interesting facts from our reader survey 2021

In spring 2021, projektmagazin asked **1,338** readers about their positions, interest and projects in order to adopt the content to current requirements.

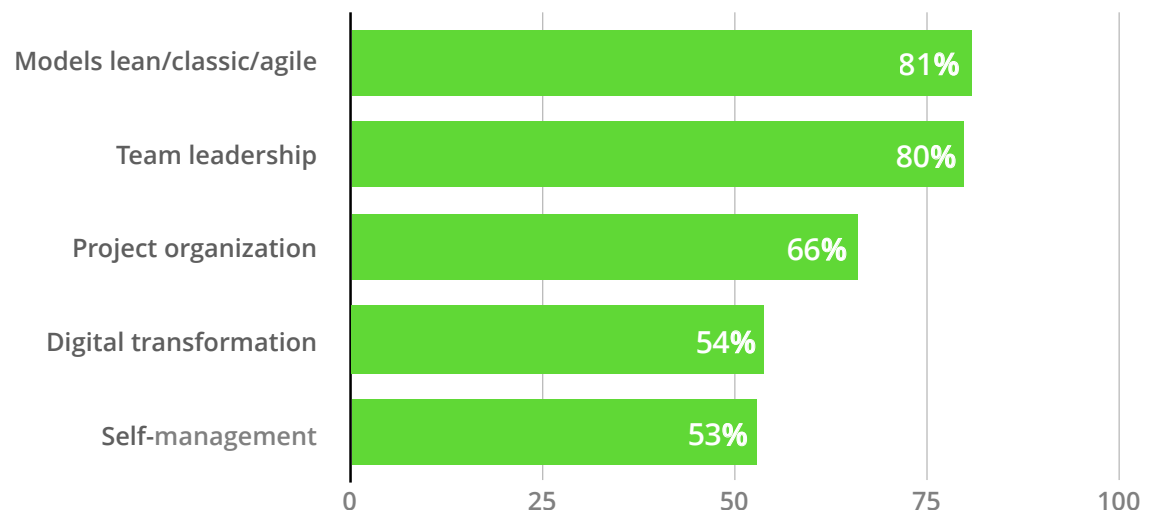
## Our subscribers

- 60% are project leaders or project managers
- 82% have been working in project for 5 years or more
- 40% work in companies > 2,000 employees

## Regular use, strong reader loyalty

- 73% visit the portal for each new magazine issue or more frequently
- 99% find articles useful or very useful
- 92% find the newsletter (very) useful
- 86% recommend projektmagazin to others

## Our readers are (very) interested in



## projektmagazin.de with top-class readership

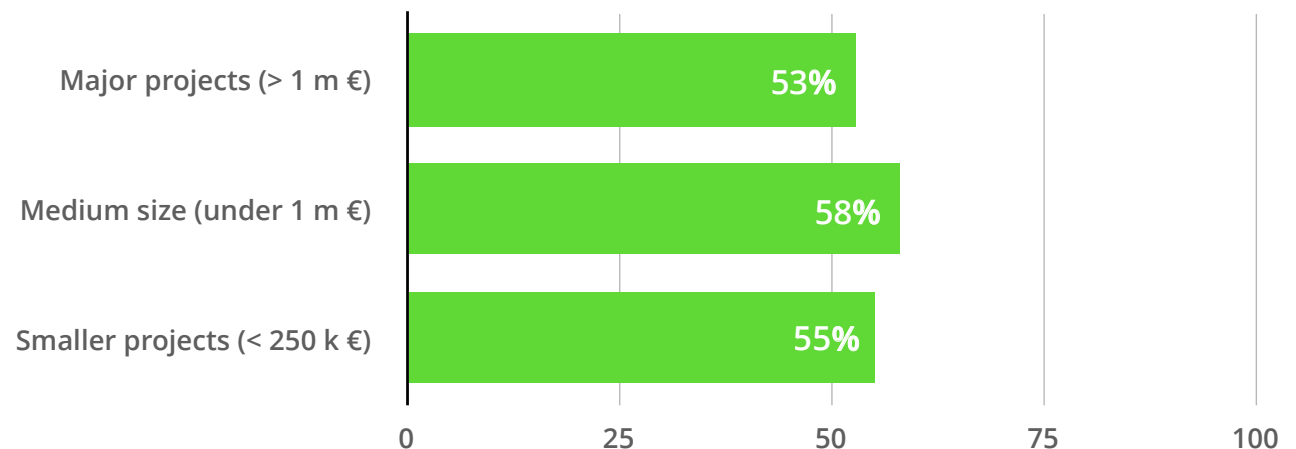
### Our users are decision makers

- **57%** contribute in an advisory capacity to the purchase of new software, a further
- **20%** are authorized to make decisions themselves!

### Professional education plays an important role

- **50%** plan to train themselves or their team in the field of project management in the near future and another
- **34%** are considering further training in project management.

### Scale of the projects





## A lot of know-how. Clearly presented.

### This is what we offer our readers

1. A knowledge base with over **2,500** professional articles on all topics in the project management environment
  2. Over **150** checklists, tools and templates as practical work aids
  3. Approx. **150** entries for “Expert” companies and software products”
  4. An unrivalled glossary in which over über **1,700** German and English technical terms are competently explained from A to Z
  5. An up-to-date calendar with important industry events
  6. A growing database with currently **44** videos, talks and webinars on current project management topics
  7. An open blog where renowned authors report on trends, opinions and current developments in project management
- Pragmatic methods articles as a valuable aid for everyday project work

---

**We are right about that:**  
**86% of subscribers recommend us!**

---

# Lots of attention for your content – the advertorial

With the advertorial our customers achieve up to 3,000 downloads/year

**Especially suitable for**

- products and services that need to be explained
- new launches, success-stories and much more!

**Success factors**

- integration on the homepage over 1 year
- big announcement in the 'portal' newsletter
- editorial layout - looks like an article
- completely accessible for everyone (no paywall)
- **new** – post on all social media channels (see p. 29)

**Offer price: 2,250 € (from 3,250 € when including content creation)**

all prices are net plus VAT



Interested? Get in touch with us! We would be happy to send you our info sheet on the concept, scope and layout of advertorials.

# Lead Generation with whitepapers: We take care of the promotion

## Generate up to 100 new leads per month

Showcase your own content as a free download, with a registration form to capture user data.

The costs are billed using the following **CPL (Cost per Lead)** model

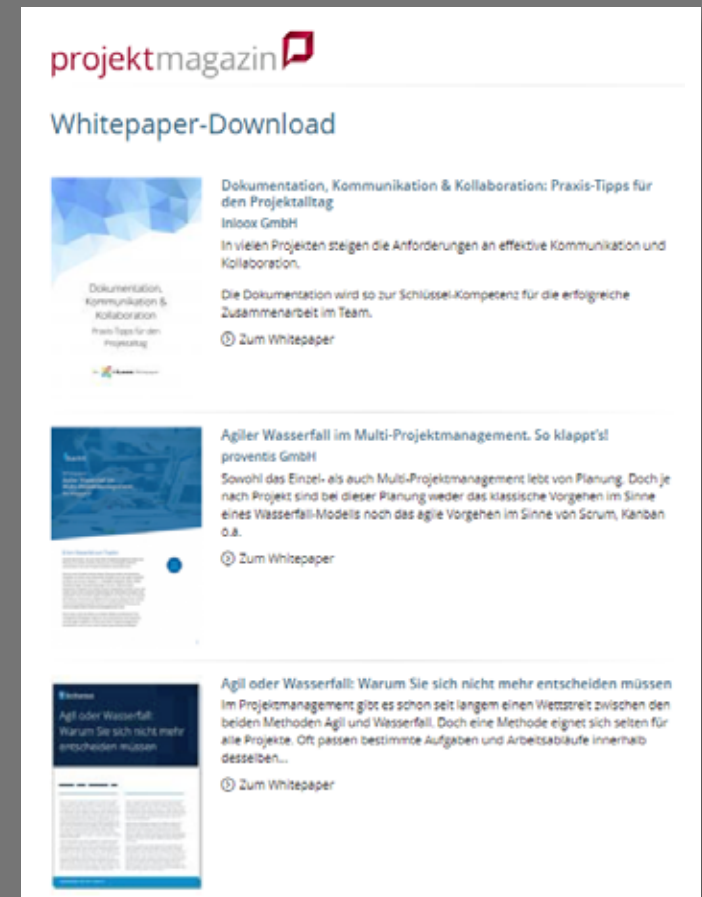
- Basic lead (= first name, last name, company and email address) – per address **40 €**

## Further data as far as available

- Phone number + 10 €
- Size of company, position, branch and country + 5 € (optional in each case)

## Minimum flatrate 400 € incl. 10 basic leads

Hosting in the whitepaper download centre is free of charge. Projektmagazin takes care of advertising on the portal via banners and in our newsletter. The whitepaper PDF and the advertising material has to be provided by the customer.



# Lead Generation with WebSessions „meet the expert“

Address decision-makers directly and personally and gain valuable leads in the process. A high level of attention and direct feedback are practically guaranteed!

## We support you with

- Extensive promotion on the website, in our newsletters and on social media channels
- Professional moderation and pre-briefing
- Registration management, GDPR-compliant transmission of leads (up to 500 participants possible)



## Requirements

- 3 months lead time for optimal implementation
- Relevant topic and prior coordination with our team
- Max. 5 minutes / 1 chart of advertising content
- Main focus must be the participants benefit

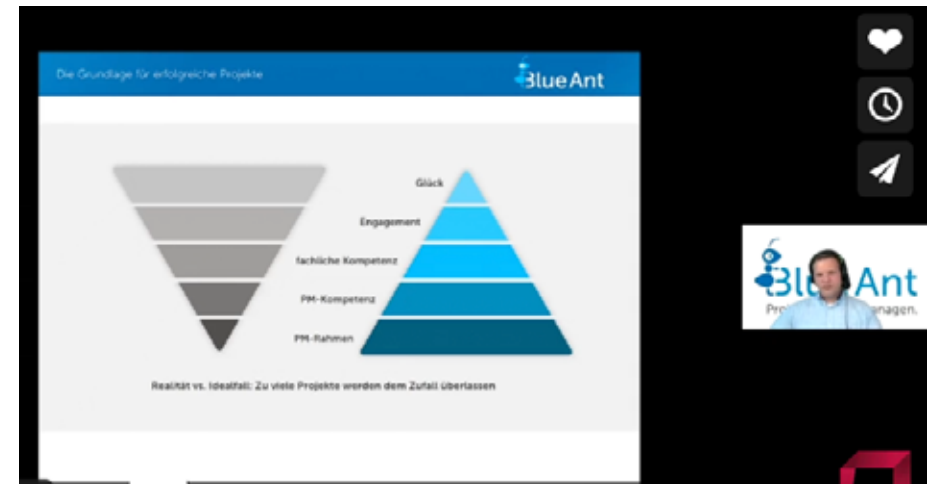
# Lead Generation with WebSessions – General conditions and offer price

## General conditions

- The customer provides a German-speaking speaker
- Visitors register free of charge
- Duration 1 hour, of which approx. 20 minutes Q&A
- All-round support with satisfaction survey afterwards by projektmagazin

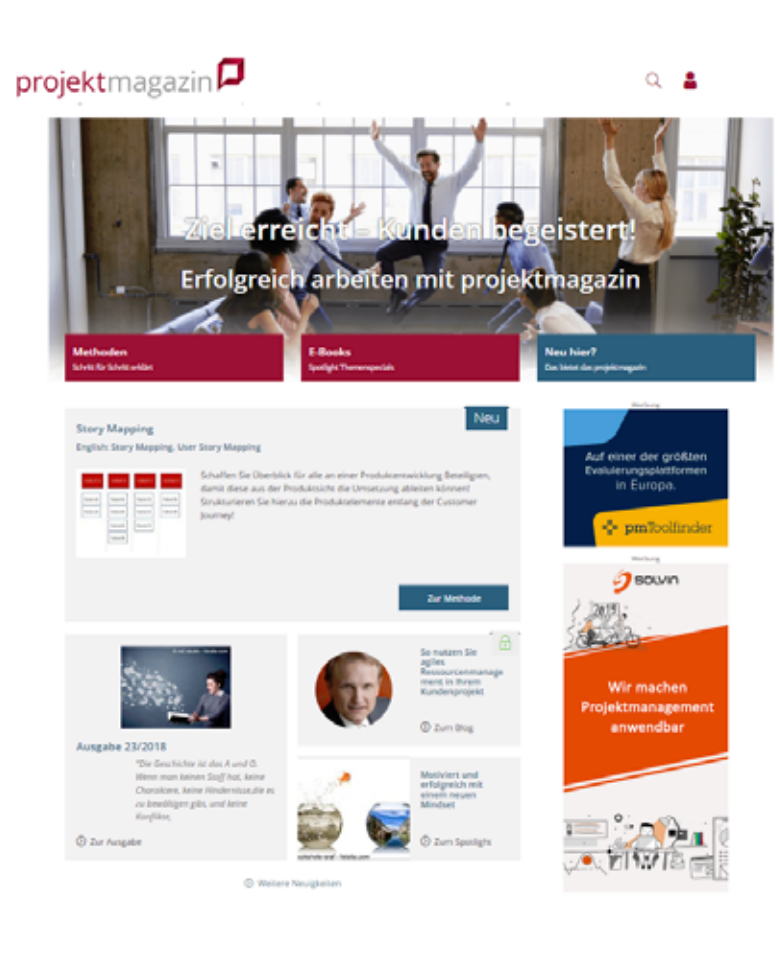
## Offer prices

- Basic price 2,800 € incl. up to 50 leads
- Additional leads 50 € each
- Package with 100 leads: 4,300 €
- Package with 150 leads: 5,800 €
- Edited recording of video 250 €





# Display- / Banner Advertising – Desktop + Mobile



## You have the choice

- 3 banner formats
- Runtime booking with fixed placement
- Individual runtime and theme

1. Supersize Banner	728x90 pixel
2. Medium Rectangle	300x250 pixel
3. Half Page Banner	300x600 pixel
+ Mobile Version	300x125 pixel

## Placement and formats

Contact us for an individual consultation and the right placement offer!

## Banner formats

.png, .jpg (static) or .gif (animated),  
maximum file size 500 KB,  
lead time min. 3 working days

## Display Advertising – Banner runtime bookings

As a purely online-specialist portal we can also place your banner advertising at short notice. The runtime bookings include a fixed placement on the respective overview pages. We recommend early booking.

		Medium RA	Half page	Supersize banner
Portal	homepage	870 €	1.250 €	870 €
Software marketplace	homepage	420 €	-	-
Expert marketplace	homepage	420 €	-	-
Events & training	homepage	420 €	-	-
Magazine issues	homepage	750 €	1.050 €	-
Spotlight	bundle	-	1.950 €	-

Offer prices for 30 days  
(minimum duration)  
Individual Banner- advertising according to CPM  
see P. 16

Spotlight-Promotion see  
Page 17

All prices net plus tax

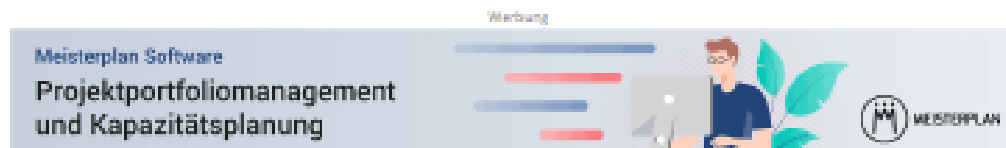


Image  
Supersize banner

# Individual banner advertising CPM

With the medium rectangle format, you can also advertise flexibly in the desired topic cluster. Your banner will be shown on all detail pages that are tagged with words and phrases belonging to this topic. This includes articles, blog, methods and glossary

Calculation according to CPM (cost per 1000 impressions) of 70 €

E.g. the offer price for  
10,000 ad impressions: 700 €

## Our topic cluster

Agile project management  
Automotive  
Construction  
Leadership  
Commerce  
Mind Mapping  
Microsoft Tools  
Multiproject- /Portfolio management  
Public sector  
Pharmacy PM software  
Process management  
Plan, control, monitor  
Project Management Office (PMO)  
Risk management  
Scrum  
Social Competence Team  
Theory of Constraints (ToC) Certifications

# Your ads in the 'Spotlight' – our special editions with the best articles on important topics

**Sold out in 2022**

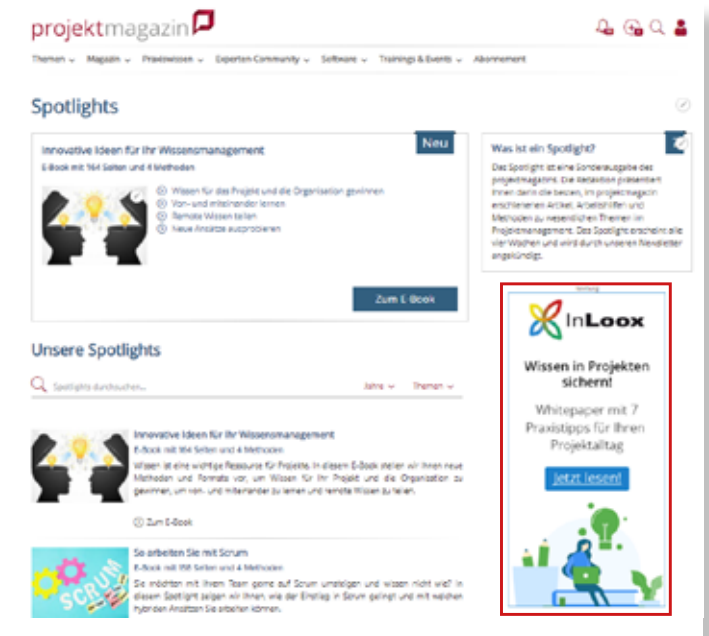
## The comprehensive advertising package includes

- Exclusive and large-format text ad (logo + 400 characters) in the stand-alone 'spotlight' newsletter
- Specific navigation point „spotlight“ on the website, including
  - Exclusive banner placement in the E-Books/spotlight section in half page format
  - 1 month on the spotlight homepage
  - 6 months on the spotlight detail page
- Topic-related placement, reach your target group without wastage

**Offer price 1,950 € net**

*„Sponsoring targeted Newsletters has done the most for us in terms of advertising. In particular, projektmagazin's spotlight has repeatedly helped us generate high-quality leads effectively.“*

*Gerald Aquila, CEO Onepoint, projektmagazin-customer*



Web-section spotlight with exclusive half-page banner

# Web-section spotlight with exclusive half-page banner – Topics and dates of Spotlight issues 2022

Month	Date	Topic
January	19.01.	Project management after the crisis
February	16.02.	Personality development
March	16.03.	Digitalization / Digital transformation
April	13.04.	Personal communication
May	11.05.	Initialize projects
June	08.06.	Present online
July	06.07.	Conflict management
August	03.08.	Methods: develop strategy
September	14.09.	Remote work
October	12.10.	Team leadership
November	09.11.	Excel
December	07.12.	Creativity

**Sold out in 2022**

Experience has shown that interest in SPOTLIGHT bookings is high, we ask for early booking. Current availability and booking [online](#).

projektmagazin 

Individuelle Lösungen für Krisen in  
Digitalprojekten



Weitere Themen der Ausgabe 16/2021

- Heimlichkeiten, Manipulationen und Bosheiten – eine Hidden Agenda aufdecken
- Schlanke Dokumentenmanagement durch clevere Codierung des PSP
- Diese Fragen liefern Lösungen!
- "Getting Things Done®" im Projektmanagement
- Hybrides Projektmanagement in Logistik- und Produktionsplanungsprojekten

Editorial

Sobald es eine Distanz zwischen Ihnen und Ihrem  
Denkprozess gibt,  
wird eine neue Freiheit geboren.

Mit dieser Freiheit entsteht eine neue Wahrnehmung.

Jaggi Vasudev (\*1957)

indischer Yogi und Mystiker



# Newsletter advertising forms – attractive push-medium for your advertising message

Our newsletter with different focuses reach **39,700 subscribers**

1. **Spotlight newsletter** (monthly, exclusive advertising package)
2. **Portal newsletter** (monthly, 1 exclusive premium placement)
3. **Magazine issue newsletter** (fortnightly, up to 5 advertising placements)
4. **Methods newsletter** (monthly, up to 3 advertising placements)

Descriptions of newsletters on page 22.

Newsletter dates – see overview on page 21, you can conveniently [check and book availability](#)

Abo kostenlos testen

projektmagazin

Methoden bereit für den Projekteinsatz



Lieber Herr Reinisch,

unabhängig von allen Management-Trends geht es in Projekten stets darum, ein Ziel zu erreichen. Und zwar das richtige Ziel, schnell und ohne Umwege. Aber was ist das richtige Ziel? Mit der **S.C.O.R.E.-Methode** gehen Sie von der Ausgangssituation bis zum angestrebten Zielzustand und leiten daraus den besten Lösungsweg ab. Auf diesem können Sie dann mit den **15% Solutions** sofort losmarschieren – nichts und niemand kann Sie und Ihr Team dabei aufhalten!

Beim Finden, Definieren und Umsetzen von Zielen leisten auch **Zielbaum**, **Why-What-Balance** und **Min Specs** wertvolle Dienste. Lassen Sie sich inspirieren!

Jetzt aber ran an die Methoden!

Ihr Redaktionsteam des projektmagazins

Anzeige

Wie viele Ihrer Projekte sind im Jahr 2021 gescheitert? **I Sciforma**

Erhöhen Sie die Erfolgsquote Ihrer Projekte von Beginn an, indem Sie den Projektauswahlprozess optimieren. Richten Sie Ihre Projekte an Ihren Geschäftszielen aus, indem Sie ein System zur Auswahl und Priorisierung im Projektlebenszyklus einrichten.

Premium  
text ad

# Newsletter ad rates and placements

## Differentiated offers according to type and placement

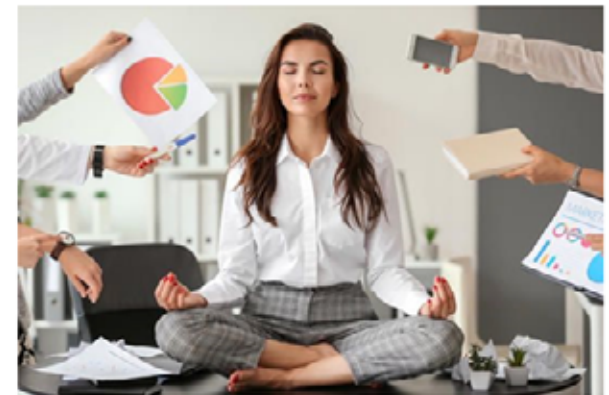
- Exclusive **Spotlight** advertising package (sold out in 2022) 1,950 €
- Premium text ad **Methods** newsletter 1,290 €
- Premium text ad below editorial 1,140 €
- Standard newsletter placement 890 €
- **New** – Placement below the last message 690 €

**15% special discount already from 3 placements,**  
contact us for an individual offer.

You can enter the data via online form and have plenty of space to do so: logo + headline + text with 250 characters (**Spotlight** 400 characters) + call-to-action

projektmagazin

Mit Achtsamkeit und Resilienz Stress reduzieren



Lieber Herr Reinisch,

Stress reduzieren, Kraft schöpfen, Resilienz stärken: Wenn Sie durch Corona, Homeschooling und weitere Faktoren den Wald vor lauter Bäumen nicht mehr sehen, dann bietet Ihnen dieses E-Book die Lösung. Hier finden Sie zahlreiche Tipps und Übungen, wie Sie und Ihr Team sich schneller von Überlastung erholen, in kritischen Situationen handlungsfähig bleiben und mit Achtsamkeit Stress dauerhaft reduzieren.

Premium Placement

Standard Placements

Lower Placement

## Newsletter dates 2022

Month	Dates					
January	12.01.	19.01.	26.01.	31.01.		
February	02.02.	09.02.	16.02.	23.02.	28.02.	
March	02.03.	09.03.	16.03.	23.03.	28.03.	30.03.
April	06.04.	13.04.	20.04.	25.04.	27.04.	
May	04.05.	11.05.	18.05.	23.05.	25.05.	
June	01.06.	08.06.	15.06.	20.06.	22.06.	29.06.
July	06.07.	13.07.	18.07.	20.07.	27.07.	
August	03.08.	24.08.	29.08.	31.08.		
September	07.09.	14.09.	21.09.	26.09.	28.09.	
October	05.10.	12.10.	19.10.	24.10.	26.10.	
November	02.11.	09.11.	16.11.	21.11.	23.11.	30.11.
December	07.12.	14.12.	19.12.	21.12.		

Colour code

**Issues** newsletter  
**Portal** newsletter  
**Spotlight** newsletter  
**Methods** newsletter

Description of  
newsletter types  
see page 22

## Four newsletter types with different focuses for 39,700 subscribers

The **Spotlight newsletter** announces the current spotlight, a collection of articles on a specific topic. In it, we offer an advertising package that includes exclusive newsletter placements as well as exclusive special placements with a half-page banner in the spotlight section, running for 1 month.

**Sold out in 2022**

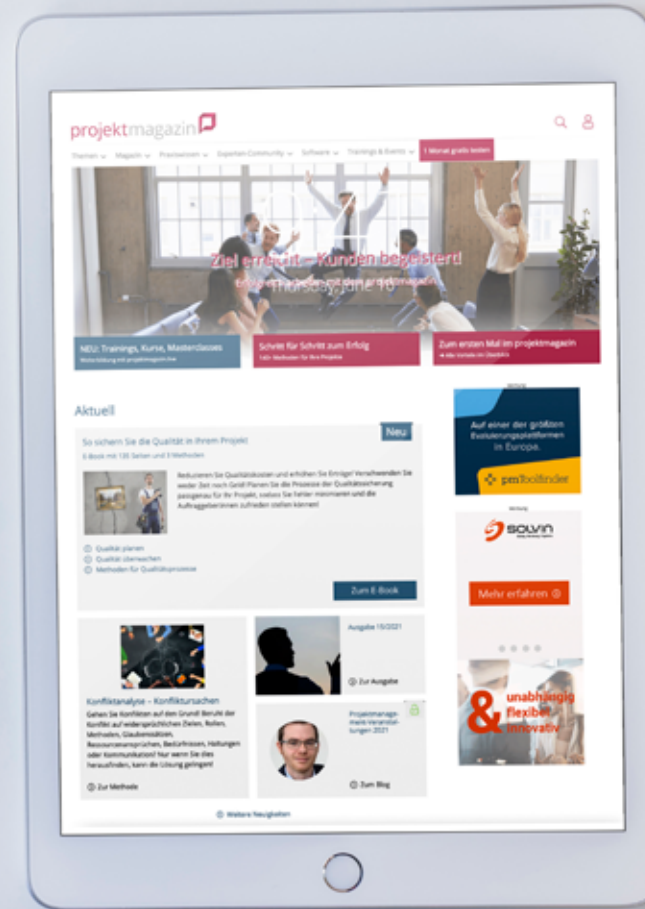
The projektmagazin **issue newsletter** contains an editorial and provides information about the new online magazine issue (edition) on current topics with teasers of the new articles.

The **Portal newsletter** informs about the most important news on the website, for example the most popular articles, book reviews, new entries in the glossary and detailed teasers of the currently available whitepapers.

The **Methods newsletter** exclusively informs about current methods in project management and is supplemented with an overview of the current whitepaper topics.



Ahead through know-how.  
With **projektmagazin** you are always  
up to date and well equipped.





# Show presence – on our marketplaces for software and experts!

## Use our marketplaces with a free basic entry!

For a comprehensive presentation and better discoverability, we recommend booking a **premium entry with the following advantages.**

- Direct communication with the target group by publishing your press releases
- Links to other offers, event entries and editorial announcements possible
- Preferential placement in the results lists
- Top placement with 'Premium+' – up to 100% higher click rate

Currently only in German. Please contact us for further information.

- Through the integration of detailed contact information
- Mention in the newsletter to 39,700 subscribers
- Comprehensive presentation and information options via screenshots, PDFs, videos, etc.

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Detailed information, conditions and booking options at [projektmagazin.de](https://projektmagazin.de) (currently only in German)

- [Software marketplace](#)
- [Experts marketplace for companies](#)
- [New – marketplace for experts \(persons\)](#)

# Marketplace for software

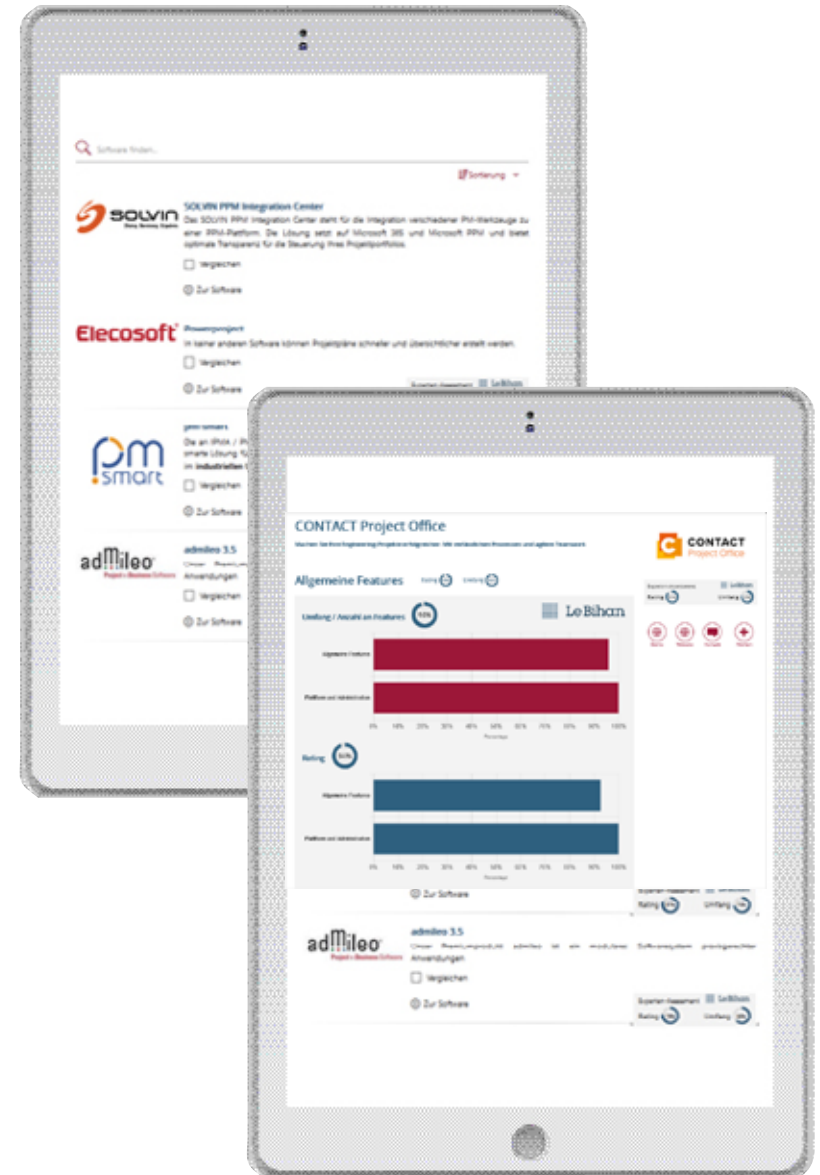
Use the opportunity of a software assessment in cooperation with Le Bihan, to generate valuable assessment leads!

## Offer prices in the software marketplace

- Annual booking 1,286 € (2,135 € premium+)
- 6 months for 714 € (1,197 € premium+)  
**free test for 3 months**
- Valuable assessment leads can only be generated in the premium entry and purchased separately!

All prices and services under this [link](#).

Currently only in German. Please contact us for further information.



# Marketplace for experts

## Present yourself where decision-makers are looking for experts

Our experts marketplace is designed so that users can conveniently find suitable experts for their specific needs via various filter functions. We offer you the possibility to enter individual experts in addition to your company profile.

- [experts marketplace for companies](#)  
e.g. 6 months for 714 €
- [new: marketplace for experts \(people\)](#)  
e.g. 6 months for 99 €

Please contact us for further information.



## Win participants by inserting events and courses at projektmagazin!

Book a premium entry in our marketplace for software or experts with an event package. This allows you to set a link from the event calendar to the description of your product offering. Vice versa, your entry will link to your appointments.



Your [events](#) in our calendar link directly to your event website.

Entries	Price
1 to 4 events	25 € per event
5 events	99 €
10 events	159 €
25 events	399 €
50 events	699 €
1 top event	49 €
3 top events	139 €

Event packages must be used up within 12 months from the start date. After one year, all events will be deactivated.

# Are you looking for good employees in the DACH region? Book your job ads in a top combination!

We place your ad on [stellenanzeigen.de](https://www.stellenanzeigen.de) and in the [projektmagazin job market](https://www.projektmagazin.de).

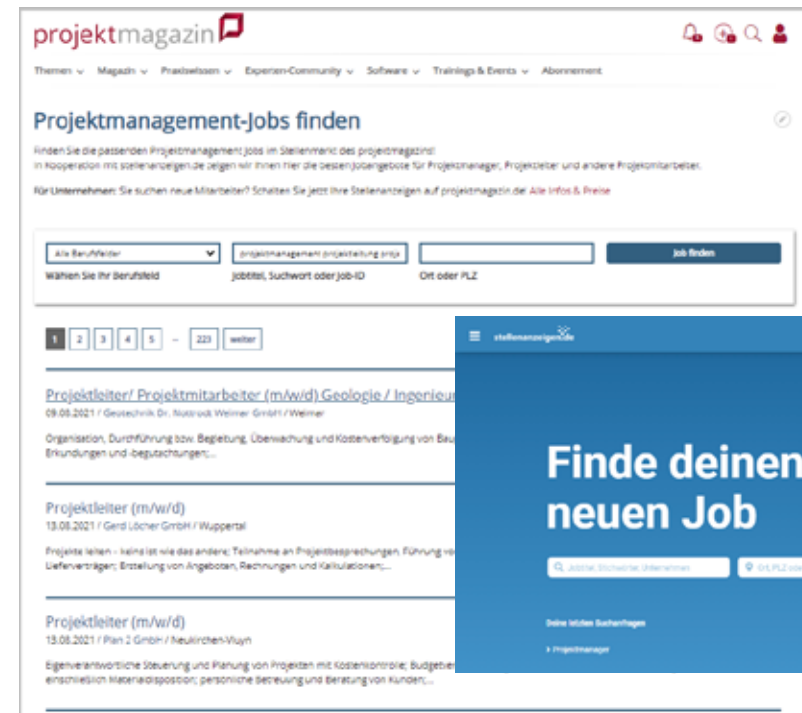
- Creation in individual layout
- Your company logo on the results lists
- Quality check of you job advertisement
- Increased reach through numerous network and cooperation partners (e.g. „Google4Jobs“), Programmatic Advertising und Retargeting
- „Jobs per Mail“ to subscribers of Stellenanzeigen.de
- Many other advantages, contact us!

## Our tip

Additional Newsletter- or display ads on [projektmagazin.de](https://www.projektmagazin.de)

Offer prices for the job ads combo

- Runtime 30 days – 900 € / ad
- Runtime 60 Tage – 999 € / ad





## Use our social media presence for your content

For an even more intensive exchange with our fans and all interested parties, we use our social media channels and provide information about professional articles, methods, event offers and much more.

Contact us for a possible promotional use, for example in connection with an advertorial!

- 🐦 [Twitter](#) with 6.069 followers
- in [LinkedIn](#) with 1.586 followers
- f [Facebook](#) with 1.328 friends
- ⌘ [Xing](#) with 404 followers



*We are happy if you also follow us and share our posts on your social media pages as well!*

# We look forward to hearing from you!

## projektmagazin

Berleb Media GmbH

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D – 82024 Taufkirchen  
Tel. +49 (0) 89 2420 798-0  
Fax +49 (0) 89 2420 798-8  
info@projektmagazin.de  
www.projektmagazin.de

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Sales tax identification number  
According § 27a Sales Tax law: DE278555572  
Commercial register no. HRB192485

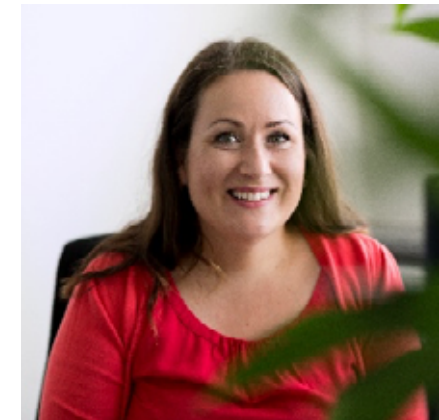
## Your contact for all advertising questions



### **Bernhard Reinisch**

Key Account Manager  
Media consultant

Tel. +49 (0) 89 2420 798-9  
Mob. +49 (0) 163 7408 351  
br@projektmagazin.de



### **Sylwia Kohn**

Sales & Marketing

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Mob. +49 (0) 163 7404 258  
sk@projektmagazin.de

# Appendix and abbreviations

## Advertorial

- An advertorial is an advertisement in the form of an editorial article. It offers companies the opportunity to present their products, services, company profile or other information to a broad public. Advertorials are particularly suitable for presenting products or services that require explanation. The customer is responsible for the text and layout. The specifications of the project magazine must be observed.

## Visits

- Visits are successive page impressions within a defined period of 30 minutes. A visit is considered to have ended if no element of a page is called up for 30 minutes.

## CMP / TKP

- The abbreviation CPM ("TKP" in German) means Cost per Mille and describes the costs per 1,000 impressions. The CPM of € 70 means that you pay € 700 for 10,000 ad impressions.

## Price of the offers

- All offer prices in the media data are net plus VAT.

## Photos

- Courtesy Adobe Stock, freepik.com, projektmagazin.de

## GTC

- Here you can download the General Terms and Conditions in German as a [PDF](#).

**Together with you, we start  
into the new business year 2022.**

