

# MEDIA KIT 2022

NETZWERK A  
The information portal for alternative drives

[www.netzwerk-a.de](http://www.netzwerk-a.de)



**WHAT DOES netzwerk A OFFER?**

The digital utility-platform netzwerk A (network A) bundles the topics alternative drives, transport and logistics concepts for all carrier means. The platform is fed by the specialist editorial departments AUTOHAUS, Autoflotte, asp AUTO SERVICE PRAXIS, OMNIBUSREVUE and VerkehrsRundschau. Thereby, this portal offers answers to important questions around the topic alternative drives to all interested parties of the sectors automobile, logistics and transport industry.

netzwerk A considers itself not only as consultant for all interested parties, but also lives e-mobility! Thus, own electric vehicles of various manufacturers are brought into service. By doing so, we are better able to understand and to consult in existing problems—concern of reach, service possibilities or charging infrastructure—of many who are willing to make the switch.

**THE BRAND netzwerk A COMPRISES**

- Online Portal
- Newsletter





**WHO ARE THE USERS OF NETZWERK A?**

- Forwarding companies
- Fleet management
- Car dealerships
- and many more



**PUBLISHING HOUSE:**

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**ACCESSES\***



**DIGITAL**

**4,680**

**VISITS**

(average of three months, April to June 2021)

**12,870**

**PAGE IMPRESSIONS**

(average of three months, April to June 2021)

**712**

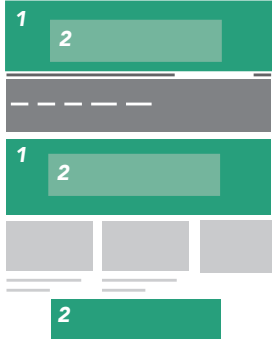
**NEWSLETTER SUBSCRIBERS**

(August 2021)



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## 1 BILLBOARD FORMAT

- 950 x 250 px (max. 80 KB)

### CPM\*

- € 150.00

## 2 SUPERBANNER FORMAT

- 728 x 90 px (max. 80 KB)

### CPM\*

- € 95.00



## 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

### FORMAT

- 300 x 250 px (max. 80 KB)

### CPM\*

- € 95.00

## 1 + 2 HALF PAGE FORMAT

- 300 x 600 px (max. 80 KB)

### CPM\*

- € 150.00



## 1 SKYSCRAPER FORMAT

- 160 x 600 px (max. 80 KB)

### CPM\*

- € 95.00

## FURTHER FORMATS ON REQUEST.

We'll be happy to  
advise you!

### TECHNICAL SPECIFICATIONS ONLINE

You can find all information  
summarized [here](#) in a PDF.



## DIGITAL

On a weekly basis, netzwerk-a.de informs all interested parties of the sectors automobile, logistics and transport industry about practical knowledge and solutions for alternative drives.

### REGISTRATION:

[newsletter.springerfachmedien-muenchen.de/na](https://newsletter.springerfachmedien-muenchen.de/na)

### DURATION/PLACEMENT:

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

AD FORMAT	PLACEMENT	SIZE IN PX	PRICE IN €
Cross/Full-Size Banner	1	650 x 150	550.00
TextAd	2	650 x 366	550.00
Medium Rectangle	3	300 x 250	550.00



### TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF.



## DIGITAL

The online advertorial appears among the current news on the portal of [www.netzwerk-a.de](http://www.netzwerk-a.de).

### PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 keystrokes  
Teaser: ca. 400 keystrokes
- Body text with about 3,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. above your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for deco or a slideshow (1,180 x 664 px, .jpg)
- Note: Article is marked as an advert!



AD FORM	PLACEMENT	DURATION	PRICE IN €
Online Advertorial	<a href="http://www.netzwerk-a.de">www.netzwerk-a.de</a>	1 week	1,570.00



**DIGITAL**





## NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS AT THE PORTAL [netzwerk-a.de](https://www.netzwerk-a.de)

An online advertorial places your message in the style of native advertising, with the layout of an online article.

**In addition to your online advertorial,  
choose your preference package of  
advertising means!**

## MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial <b>Startpage</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30' PI	 20' PI	
SocialMedia ad service <b>Promotion</b>	✓ € 1,000.00		
	<b>€ 9,800.00</b>	<b>€ 6,600.00</b>	<b>€ 3,440.00</b>



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