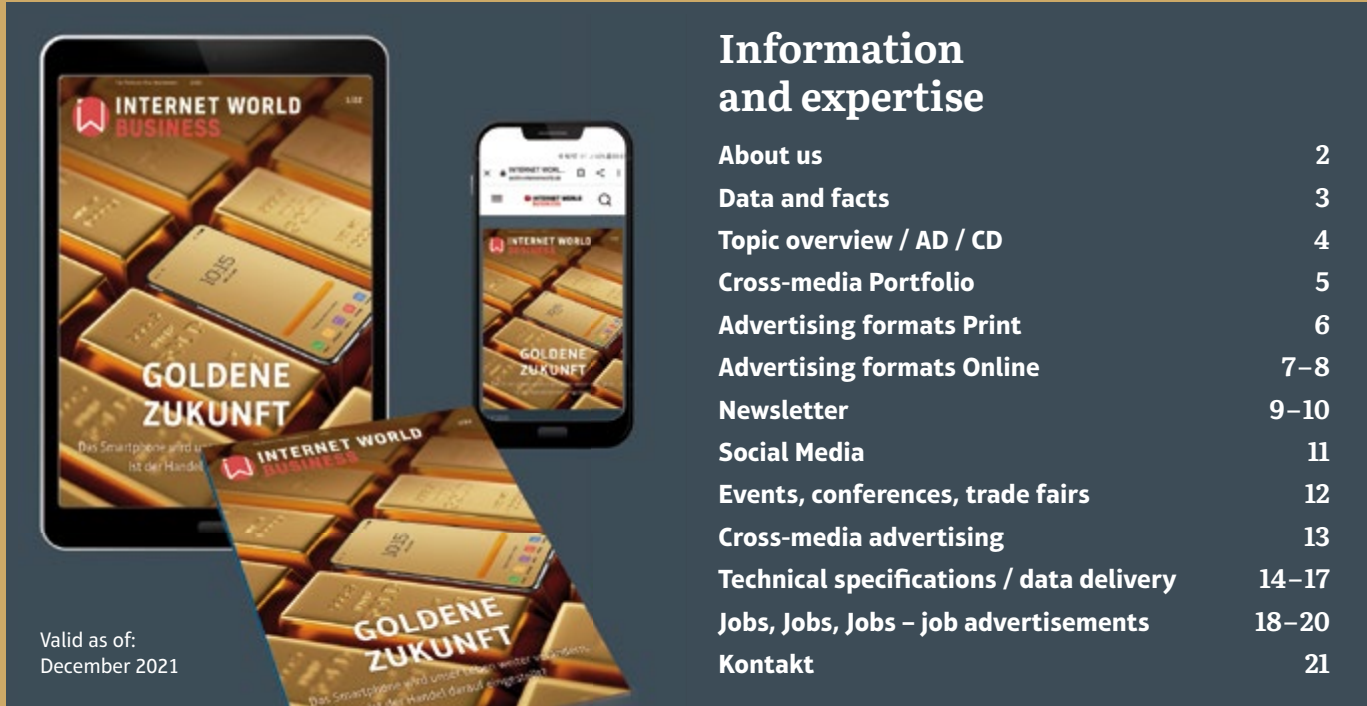




# INTERNET WORLD

## Media Data 2022

WWW.INTERNETWORLD.DE



Valid as of:  
December 2021

### Information and expertise

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# INTERNET WORLD

## About us

WWW.INTERNETWORLD.DE

### INTERNET WORLD

**INTERNET WORLD** reaches commerce decision-makers via the web, as a printed magazine, by newsletter, on social media and in event formats.

[www.internetworld.de](http://www.internetworld.de)

### INTERNET WORLD BUSINESS

**INTERNET WORLD BUSINESS** is the leading monthly specialist journal for experts in the digital trade. It reaches decision-makers in industry and trade, e-Commerce leaders, and marketing and sales professionals.

As of 2021, each new issue now focusses on a current key topic, which determines the overall content of the publication.

**INTERNET WORLD BUSINESS** is only available on subscription. Subscribers also receive exclusive access to our digital offers and our event formats.

You can find all subscription offers here.

Our journalists and industry experts provide news, data, analyses and opinions on the most important issues within the market. We shed light on e-Commerce and over-the-counter sales. The central topic areas of marketing, shop technologies, payment and logistics play a key role here.

### INTERNET WORLD EVENTS

**MOONOVA** (digital live event 21-25.02.2022)

Our new **MOONOVA trade fair concept** is aimed at all decision-makers and action-takers within the fields of marketing, sales and product development, who work in digital sales and marketing. Alongside a digital event week in February 22, this will be continued and developed as a year-round, digital education and events platform.

In terms of the content of **MOONOVA**, the pooled expert knowledge of **ten strong media brands belonging to the Ebner Media Group**. In addition to INTERNET WORLD and W&V, these are Telecom Handel, SAZsport, SAZbike, Professional System, PAGE, Print.de, com! professional, and Eyebizz. For 2023, a physical MOONOVA trade fair is planned to be held in Munich.

**INTERNET WORLD** organises conferences and events on the topics of marketplace, online B2B, Amazon, social media, SEO/SEA, and payment, in various formats – digitally, and location, and increasingly, in hybrid form.



# INTERNET WORLD

## Data and facts

WWW.INTERNETWORLD.DE

### REACH



**232.000**

Page Impressions\*

**80.000**

Unique Users\*



**4.500**

Edition\*

\*per month



**110.000**

Newsletter  
weekly  
recipients



**38.500**

Facebook  
followers



**41.900**

Twitter  
followers



**2.500**

Instagram  
followers



**3.800**

LinkedIn  
followers

### TARGET GROUPS



Amazon



Direct to Consumer



Marketing trends



SEO, SEA und  
Performance



B2B



Email marketing



Payment



Shop technologies



Data and Analytics



Logistics



Marketplaces/platforms



Social media  
marketing



Digital trade



Marketing practice



Security



# INTERNET WORLD

## Topic overview / AD / CD

WWW.INTERNETWORLD.DE

**INTERNET WORLD BUSINESS** is the printed magazine published by **INTERNET WORLD**. In each edition, the editorial team focuses on one key topic in particular, and highlights this topic in its Strategy, Practice, Tools, and 10 People to Follow sections.

Edition	PD / AD / CD	Topics	Event dates
01/2022	<b>PD: 03.01.2022</b> AD: 07.12.2021 CD: 13.12.2021	<b>Mobile Experience</b> Mobile Next? Next Mobile! How smartphones and mobile commerce are developing	
02/2022	<b>PD: 07.02.2022</b> AD: 12.01.2022 CD: 19.01.2022	<b>Shop Tec</b> Trends and developments in the area of online shop systems	<b>21.-25.02.22</b> <b>MOONOVA, Munich (digital)</b>
03/2022	<b>PD: 07.03.2022</b> AD: 09.02.2022 CD: 16.02.2022	<b>Internationalisation</b> Cross-channel commerce and expansion into new sales markets	
04/2022	<b>PD: 04.04.2022</b> AD: 09.03.2022 CD: 16.03.2022	<b>Social Media Marketing</b> Performance and branding on social channels	
05/2022	<b>PD: 02.05.2022</b> AD: 06.04.2022 CD: 13.04.2022	<b>Security</b> Making the online shop more attack-proof	<b>(18.05.2022)-19.05.2022</b> <b>Online B2B Conference, Munich</b>
06/2022	<b>PD: 07.06.2022</b> AD: 10.05.2022 CD: 17.05.2022	<b>Sustainability</b> How retailers are addressing and implementing the topic	<b>01.06.2022-02.06.2022</b> <b>Marketplace Convention, Cologne</b>
07/2022	<b>PD: 04.07.2022</b> AD: 08.06.2022 CD: 15.06.2022	<b>Analytics &amp; Controlling:</b> Analysis of e-commerce data	
08/2022	<b>PD: 01.08.2022</b> AD: 06.07.2022 CD: 13.07.2022	<b>Marketplaces:</b> How retailers and manufacturers are equipping themselves	
09/2022	<b>PD: 05.09.2022</b> AD: 10.08.2022 CD: 17.08.2022	<b>B2B:</b> How a huge market becomes digitalised	<b>27.09.2022-28.09.2022</b> <b>AmazonWold Conference, Munich</b>
10/2022	<b>PD: 07.11.2022</b> AD: 11.10.2022 CD: 18.10.2022	<b>Paid Search:</b> Performance marketing for e-commerce marketers	<b>18.10.2022-19.10.2022</b> <b>Social Media Conference, Hamburg</b> <b>25.10.2022-26.10.2022</b> <b>Payment Summit, Hamburg</b>



# INTERNET WORLD

## Cross-media portfolio

WWW.INTERNETWORLD.DE

The **INTERNET WORLD** offers numerous opportunities with regard to the advertising of your solutions/offers within our printed magazine, **INTERNET WORLD BUSINESS**, or digitally on <https://www.internetworld.de/>, in a wide range of newsletters, via email campaigns, or innovative formats

### PRINT

- Advertorial
- 1/1 page 4c
- 1/2 page 4c

### ONLINE

- Display
- Channel takeover
- Sponsored post
- Company database

### NEWSLETTER

- Standalone / email campaign
- Newsletter
- Specific topical newsletter

### SOCIAL MEDIA

- Sponsored post (Twitter, Facebook, LinkedIn)
- Recommended by the editorial team

### EVENT

- Conferences
- Events
- Trade fairs
- On location, digital, hybrid

### LEAD GENERATION

- Dedicated landing page with asset (whitepaper, study or webinar)
- Available to download
- Input of address into the form



Reach your business contacts in commerce, in brand-name companies, agencies and in digital business, via the most diverse of channels and in various display forms.

**Wherever your target group is, we're there!**



**INTERNET WORLD BUSINESS** is the leading monthly specialist journal for experts in digital trade. It reaches decision-makers in industry and trade, e-Commerce leaders, and marketing and sales professionals.

As of 2021, each edition now takes the form of a special issue with a thematic focus.

Analyses, case studies and market overview contribute to shedding light on every aspect of this key area. Here the focus is always on topics relating to digital trade.

Examples	Advertisement type	Bleed format* (width x height in mm)	Type area format (width x height in mm)	Pricers
	<b>Cover pages 1/1 4c</b>	225 x 290	204 x 264	€ 5.500
	<b>Advertorial 1/1 Page 4c</b>	225 x 290	204 x 264	€ 5.500
	<b>1/1 Page 4c</b>	225 x 290	204 x 264	€ 4.500
	<b>1/2 page, portrait</b>	108 x 290	100 x 264	€ 3.000
	<b>1/2 page, landscape</b>	225 x 142	204 x 135	€ 3.000
	<b>1/3 page, landscape, in topic area</b>	225 x 93	204 x 86	€ 2.500

\*Minimum bleed margin: 3 mm on all four sides



# INTERNET WORLD

## Online

WWW.INTERNETWORLD.DE

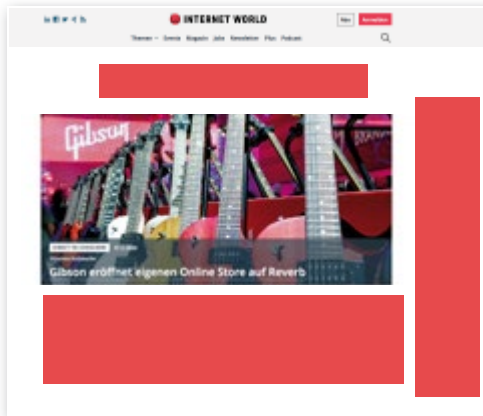
Alongside internetworld.de, **INTERNET WORLD** forms the leading information and advanced training platform for digital trade.

Our journalists and industry experts provide news, data, analyses and opinions on the most important issues within the market. We shed light on e-Commerce and over-the-counter sales. Our **16 topic areas**, also known as topic hubs, play a significant role here. Among others, this includes platforms/marketplaces, D2C, payment, logistics, marketing, shop technology, data & analytics and social media marketing.

### CHANNEL TAKEOVER OF THE DESIRED TOPIC AREA

The screenshot displays the homepage of the INTERNET WORLD website. At the top, a blue banner features the headline "LASSEN SIE **IHRE KUNDEN** DOCH SO BEZAHLEN WIE SIE WOLLEN." with a red arrow pointing to the right. Below the banner is the website's navigation bar, including social media icons, the "INTERNET WORLD" logo, a search bar, and a "Halo Katja Mue..." user profile. The main content area shows a breadcrumb trail: "Home > Digitaler Handel > Investment > Metabot schließt erneute Finanzierungsrunde in Höhe von 24 Millionen Euro ab". Below the breadcrumb is a large image of a person's hand holding a smartphone next to a cardboard box. On the right side of the page, there is a vertical blue sidebar with the text "JETZT MEHR ERFAHREN UND ePAPER KOSTENLOS DOWNLOADEN" and an image of an ePaper document. The sidebar also includes the "ratenkauf by easyCredit" logo at the top.

- Topic hub
- Formats: Fireplace, Skyscraper, Parallax
- 1 month, exclusive for €10,000



### DISPLAY (WEB AND MOBILE)

One week runtime

- Maxi Billboard – €4,500
- Leaderboard – €3,500
- Sky – €3,000
- Parallax – €3,500



### SPONSORED POST

Your text in the "look and feel" of the editorial content, on the website, editorial reference in the newsletter and via social boost (see page 11)

- for €4,500
- Custom designed article
- Max. 4,000 characters plus images and link
- On the **INTERNET WORLD** homepage as a teaser, then unlimited via select special-interest channels (e.g. digital commerce, payment, B2B, data, marketing etc.)
- INTERNET WORLD Daily newsletter entry (more than 25,000 recipients)





# INTERNET WORLD

## Newsletter

WWW.INTERNETWORLD.DE

### INTERNET WORLD DAILY



The "INTERNET WORLD daily" newsletter provides daily information on the most important announcements from the areas of commerce, marketing, tools, and services. A special Saturday edition also summarises the week's highlights.

- 1 Banner advertisement TOP  
650 x 250 pixels, €4,500
  - 1 Banner advertisement Pos. 1  
650 x 250 pixels, €3,500
  - 1 Banner advertisement Pos. 2  
650 x 250 pixels, €3,500
  - 1 Banner advertisement Pos. 3  
650 x 250 pixels, €3,500
- > 28,000 recipients

### INTERNET WORLD COMMERCE SHOTS



The "Commerce Shots" newsletter curates the most important announcements from national and international online trade on a daily basis.

for €2,500  
Mon: > 20,000 recipients  
Tues-Fri, to all Digital plus subscribers

### STANDALONE













exclusive email campaign with recommendation from **INTERNET WORLD** for €9,500 > 40,000 recipients



# INTERNET WORLD

## Newsletter - curated and topic-related

WWW.INTERNETWORLD.DE

Newsletter	Topics	Frequency	Target group	Recipients / costs
	Provides daily information on the most important announcements from the areas of commerce, marketing and tools	Monday - Saturday	e-Commerce professionals	<b>INTERNET WORLD daily</b> > 25,000 recipients €3,500 / 4,500 per week
	Provides information on changes within the marketplace, Amazon's advancements in the area of logistics, as well as tips and tricks from Amazon consultants and experts	Wednesday	Sellers and vendors	<b>Amazon World News</b> > 4,100 recipients €1,500 per issue
	Curates, on a daily basis, the most important announcements from national and international online commerce.	Monday - Friday	e-Commerce decision-makers	<b>Commerce Shots</b> Mon: > 21,000 recipients / Tues-Fri: > 1,200 recipients €2,500 per week
	Topics: marketing, technologies, marketing automation, data strategies and programmatic advertising	Tuesday	Web managers in commerce and marketing	<b>Data Driven Commerce</b> > 5,900 recipients €1,500 per issue
	Current developments from the world of logistics	Thursday	Logistics managers within e-Commerce companies and decision-makers within the logistics sector	<b>Delivery News</b> > 3,900 recipients €1,500 per issue
	Reports on developments within the payment sector, such as new offers and prices, market research findings, new providers	Monday	Those responsible for payment within e-Commerce companies	<b>Payment News</b> > 2,500 recipients €1,500 per issue
	Overview of topics and trends in the areas of mobile, location-based services and omnichannel	Thursday	Over-the-counter and omnichannel retailers	<b>POS News</b> > 5,900 recipients €1,500 per issue
	Provides information regarding all developments in the leading search engines.	Tuesday	Marketing decision-makers, SEO and SEA managers, technicians, specialist service providers	<b>SEO/SEA World News</b> > 5,200 recipients €1,500 per issue
	Offering of pooled knowledge via white papers, studies, and webinars	Monday	Expertise of interested decision-makers and professionals from companies and commerce	<b>SmartTech</b> > 25,000 recipients €3,500 per issue
	Covers current trends, tools, and advertising options via social media marketing.	Wednesday	Social media managers	<b>Social Media News</b> > 4,000 recipients €1,500 per issue

€1,500 per newsletter, with the exception of INTERNET WORLD Daily, Commerce Shots, and SmartTech (banner or advertisement)



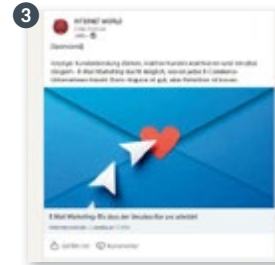
# INTERNET WORLD

## Social Media

WWW.INTERNETWORLD.DE

Utilise our reach within social media! Increase your contact opportunities, and thus your chance of reaching potential new customers

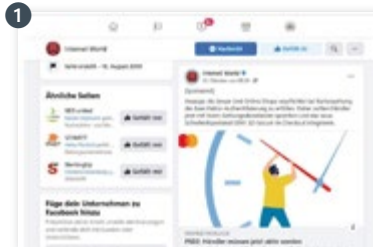
### SOCIAL BOOST



Price: €4,000  
(50% of which is for advertising on Facebook + organic reach of **INTERNET WORLD**)

- 1 Facebook – 38,500 followers
- 2 Twitter – 41,900 followers
- 3 LinkedIn – 2,570 3,800 followers

### ORGANIC BOOST



Price: €2,000  
(organic reach of **INTERNET WORLD**)

**Total:**  
**84,200 followers**



# INTERNET WORLD

## Events, conferences, trade fairs

Our 2022 conferences and events offer a wide knowledge base for digital trade, marketing and new business models. All events are planned to be hybrid, so as to guarantee maximum flexibility. In this regard, our LO:X event platform makes a major contribution.

### Online B2B Conference

19.05.2022 (in Munich)  
[www.onlineb2b.de](http://www.onlineb2b.de)

ONLINE  
B2B  
CONFERENCE

### Marktplatz Convention

01.06.-02.06.2022 (in Cologne)  
[www.marktplatz-convention.de](http://www.marktplatz-convention.de)

MARKET-  
CONVENTION

### AmazonWorld Conference

27.09.-28.09.2022 (in Munich)  
[www.amazon-world.de](http://www.amazon-world.de)

AMAZON  
WORLD  
CONFERENCE

### Social Media Conference

18.10.-19.10.2022 (in Hamburg)  
[www.socialmediaconference.de](http://www.socialmediaconference.de)

SOCIAL  
MEDIA  
CONFERENCE

### Payment Summit

25.10.-26.10.2022 (in Hamburg)  
[www.payment-summit.de](http://www.payment-summit.de)

PAYMENT  
SUMMIT

# INTERNET WORLD

Cross-media advertising: all magazines, extensive reach

WWW.INTERNETWORLD.DE



- Reach new target groups with cross-published campaigns run by our sister magazine, within the digital business segment

- Reach: up to 2 million PIs/month online
- More than 120,000 recipients of newsletters and mail shots



# INTERNET WORLD

## Technical specifications

WWW.INTERNETWORLD.DE

<b>Printing process</b>	Web offset
<b>Profile</b>	PSO uncoated ISO 12647
<b>Cover</b>	ISO Coated v2
<b>Finish</b>	Adhesive binding
<b>Trim format</b>	(= book format) 225 mm wide x 290 mm tall
<b>Minimum trim allowance</b>	3 mm on all four sides

Your contact for ad scheduling/printing

<b>Contact</b>	Telephone: +49 731 88005-8281 Email: <a href="mailto:dispo@ebnermedia.de">dispo@ebnermedia.de</a>
<b>Data transfer</b>	To the following email address: <a href="mailto:dispo@ebnermedia.de">dispo@ebnermedia.de</a>

### Digital data transfer

- **Preferred file format: PDF/X-3**
- Program formats (generally latest versions):  
InDesign, Photoshop, Illustrator
- Data from CorelDraw must be saved as a TIF or JPEG file with 400 dpi, the receiving of open CorelDraw files is not possible.
- All fonts must be supplied.
- If using graphics programs, always convert fonts into vector paths, colour space always CMYK, never RGB.
- TIF files (CMYK or greyscale)  
always sized 1:1 with a resolution of 300 dpi
- EPS files (pixel) → see TIF  
EPS files (vector) → Convert fonts into vectors (paths) or embed in file.
- **Apple:** compressed data: Stuffit or ZIP  
**PC:** compressed data: ZIP
- A proof must be submitted in order to avoid colour deviations.
- File names must be assigned according to the following template:  
AdvertisingCustomer\_IntWorldBusi\_Edition  
(Example: Microsoft\_IntWorldBusi\_1/21)  
In case of problems with the transfer:  
Telephone: +49 731 88005-8281

### Liability disclaimer

If advertising motifs are transferred digitally by the customer then the publisher cannot be held liable, for any completely or partially illegible, inaccurate, or incomplete reproduction of the corresponding advertisements.



# INTERNET WORLD

## Data delivery

WWW.INTERNETWORLD.DE

### Newsletter (daily)

#### Image/text advertisement

- Image: 650 x 250 pixels (JPEG, PNG, max. 100 kB)
- Headline: max. 50 characters (incl. spaces)
- Content: max. 250 characters (incl. spaces)
- Target URL

#### Banner

- 650 x 250 pixels (jpeg, png, max. 100kB)
- Target URL

### all other topics newsletter

#### Image/text advertisement

- Image: 300 x 250 pixels, JPEG, PNG or non-animated GIF (in most mail clients only the first frame is displayed), max. 75 kB (Note: CTA button cannot be changed – always “find out more”.)
- Headline: max. 50 characters (incl. spaces)
- Content: max. 350 characters (incl. spaces)
- Target URL

#### Banner

- 600 x 250 pixels, JPEG or PNG or non-animated GIF (in most mail clients, only the first frame is displayed) max. 75 kB
- Target URL

Please send data prior to the **Wednesday before the go-live week**, to:  
**dispo@ebnermedia.de** – Subject: Company Advertisement -  
 IW Newsletter CW xx

### Standalone email campaign

#### File

- complete HTML incl. all images in the ZIP file
  - Heading, text blocks, images separate, as individual files
- Width:** max. 580 pixels (for HTML or largest image)  
**Subject line:** max. 40 characters incl. spaces  
**Images:** max. 580 pixels wide, PNG or JPEG, max. 50 kB, no animation

Please send data **1 week prior to dispatch date** to:  
**dispo@ebnermedia.de** – Subject: Company - IW Standalone Mailing CW xx



# INTERNET WORLD

## Data delivery

WWW.INTERNETWORLD.DE

### Website banner

#### Display sizes

- Billboard (normal): 1220 x 250 px\* and 940-960 x 250 px\*
- Half Page Ad 300 x 600 px\*
- Medium Rectangle 300 x 250 px\*
- Leaderboard 728 x 90 px\*
- Skyscraper 160 x 600 px\*
- Parallax ad 1220 x 750 px\* and 960 x 650 px\*

#### Mobile sizes

- Billboard: 320 x 100 px\*
- Leaderboard: 320 x 75 px\*
- ContentAd: 300 x 250 px\*
- mobile Parallax: 320 x 480 px\*

#### Formats

- GIF, JPEG, PNG, HTML5 or as Iframe or Javascript Redirect, **max. 800 kB**

\* In case of Billboard, Leaderboard or Parallax bookings, please deliver advertisements for desktop and mobile, for optimal presentation.

Please send data prior to the **Wednesday before the go-live week**, to:  
**dispo@ebnermedia.de** – Re: Sample Company - Advertising - internetworld.de KW xx

### Channel/Hub takeover

#### Fireplace

■ **1st size:** image file sized at 1600x750 px, consisting of a Leaderboard 1600x150 px and two Skyscrapers 160x600 px, on both the right and left, positioned underneath the Leaderboard. The gap in the middle should be 1280 pixels wide. This gap does not need to be transparent, as the pages sits on top of this image. It can be white or coloured if you like. Image in JPG or PNG format. Animated GIFs also possible.

**Max. 800kB**

■ **2nd size:** image file sized at 1300x700 px, consisting of a Leaderboard 1300x100 px and two Skyscrapers 160x600 px, on both the right and left, positioned underneath the Leaderboard. The gap in the middle should be 980 pixels wide. This gap does not need to be transparent, as the pages sits on top of this image. It can be white or coloured if you like. Image in JPG or PNG format. Animated GIFs also possible.

**Max. 800kB**

■ **Mobile:** Leaderboard 320x100 px; GIF, JPG; (animated) GIF, HTML5 or ReDirect; **Max. 300 kB**  
 In case of static motifs, deliver formats individually, in case of animated motifs, deliver in an image file.

#### Parallax

■ **Desktop:** 1220x750px, GIF, JPG or (animated) GIF, **max. 800 kB**

■ **Mobile:** 320x480px; GIF, JPG or (animated) GIF, **max. 300 kB**





# INTERNET WORLD

## Data delivery

WWW.INTERNETWORLD.DE

### Sponsored post

<b>Headline</b>	max. 60 characters (including spaces)
<b>Leader</b>	max. 250 characters (including spaces); <b>Please note: links cannot be placed in the leader.</b>
<b>Text</b>	max. 4,000 characters (including spaces) as TXT or DOC file (no PDF) Integration of links in the text: please type word to be linked in italics, and add the link in parentheses immediately afterwards ( <a href="http://beispielink.de/">http://beispielink.de/</a> ).
<b>Logo</b>	in a high resolution
<b>Images</b>	<ul style="list-style-type: none"><li>• a lead image, sized at 1220 px wide; 600 px. high (PNG, JPEG, GIF – not animated) and</li><li>• max. 4 images/graphics at min. 1220 px wide (in each case including image source details and image captions!)</li></ul> <b>Please note: images cannot be linked.</b>

<b>CTA</b>	possible, texts for the button and link are required
<b>Video</b>	(Vimeo or Youtube) – can be integrated via iFrame or linked

Please send data **1 week prior to date of publication** to:  
**dispo@ebnermedia.de** – Subject: Company - IW Sponsored Post CW xx



# INTERNET WORLD

## Jobs, Jobs, Jobs – Job advertisements

WWW.INTERNETWORLD.DE

### Advantages

jobs.internetworld.de is the ideal job portal via which to find suitable candidates for online marketing, e-commerce, and associated technologies, as well as GAFA\* specialists within the DACH region.

\*) Google, Apple, Facebook, Amazon

Through INTERNET WORLD BUSINESS and internetworld.de, you have the perfect pooling of skills in the areas of online and offline media, as well as a tailored target group composition: from commerce and industry, to agencies.

This way you can reach truly specialist target groups, without scattering losses, and with maximum reach across all channels - online, mobile, and print!

Through the various media, with INTERNET WORLD your job advertisement will reach more than 250,000 contacts on a monthly basis

You also benefit from many other features and advantages:

- First-class performance values from the newsletter, web sites and print editions
- Tailored multimedia communication via online, newsletters and print editions, within the DACH region, and with excellent range
- Simple, convenient, and quick activation of job advertisements, with automatic checking and quality assurance
- High price/performance ratio



### Here you can hire:

#### ONLINE MARKETING MANAGERS

SENIOR ACTIVATION MANAGERS IN DIGITAL PLANNING  
EXPERT PAYMENT SERVICES    EMAIL MARKETING MANAGERS (NEWSLETTER)

#### SOCIAL MEDIA & COMMUNITY MANAGERS

MARKETING BUSINESS INTELLIGENCE ANALYSTS

E-COMMERCE PLATFORM MANAGERS

#### UX PROJECT MANAGERS

TECHNICAL LEAD SEOS

SEA MANAGERS IN E-COMMERCE

#### E-COMMERCE PROJECT MANAGERS

APPLICATION SECURITY ENGINEERS

#### DIGITAL CONTENT MANAGERS

ONLINE MARKETING TRAINERS / DIGITAL COACHES

PERFORMANCE MARKETING MANAGERS

#### SEO MANAGERS

TEXTER / CONTENT MANAGERS

E-COMMERCE MARKETING MANAGERS – B2B

CONSULTANTS FOR DATA ANALYTICS ...



# INTERNET WORLD

## Jobs, Jobs, Jobs – Job advertisements

WWW.INTERNETWORLD.DE

### Online job advertisements

#### Components:

- appears for 60 days in the mobile-optimised online job market
- Logo presentation in the search results list
- Entry in the job listing in the print editions
- Personal contact partner
- Promotion in the daily INTERNET WORLD newsletter (weekly distribution >150,000)
- Promotion in 8 weekly newsletters (distribution >55,000)
- Job mailer to registered candidates
- Social media posts, incl. Facebook, Twitter (>100,000 contacts)

### FORMATS AND PRICES:

Online job advertisements	Pricers
Job advertisements	430,- €
TOP JOB <i>(Visibility boost: prominent positioning over all other jobs, and in the Top-Job slider)</i>	99,- €
Reach PLUS incl. Refresh <i>(increased range thanks to targeted search engine marketing, incl. free refresh)</i>	270,- €
Refresh <i>(re-positioning at the start of the list of hits after 30 days)</i>	49,- €
Extension <i>(only possible within term)</i>	€215 / 60 days
Reactivation <i>(also possible after term)</i>	€323 / 60 days

Prices in euros, plus VAT. The publisher's General Terms & Conditions apply. The prices for job advertisements are not subject to discount. 15% commission only applies for the procurement of third-party orders, and is only granted to registered advertising agents. You can download the General Terms & Conditions here: [www.ebnermedia.de/ebvm/nzb/](http://www.ebnermedia.de/ebvm/nzb/)

Please note that only one vacancy can be advertised per job advertisement. Advertisements can be activated 24/7 via the self-input tool, at: <https://bit.ly/3bejsiX>

### Quotas

Discount per ad, applied on the list price  
*(refers to a period of 12 months from booking, on the list price)*

3 vacancies	16%
5 vacancies	21%
10 vacancies	26%
20 vacancies	39%



# INTERNET WORLD

## Jobs, Jobs, Jobs – Job advertisements

ONLINE  
ADVERTISEMENT  
60 DAYS

WWW.INTERNETWORLD.DE

### Online + Print

With a printed advertisement in the job market, you can target additional skilled workers, who are not currently actively looking for a new job. You speak to all readers, as job advertisements pique curiosity – a good opportunity to reach people who are searching passively, or who feel that your vacancy is particularly suited to them!





Enhance the value of your search for suitable employees to fill a position within your company, with a printed ad in the job market!

*The stated prices are surcharges on the activation of an online job advertisement, at the base price of €430.*

### 2022 DEADLINES:

Edition	PD	AD	CD
12/2021	06.12.2021	10.11.2021	17.11.2021
01/2022	03.01.2022	13.12.2021	20.12.2021
02/2022	07.02.2022	18.01.2022	25.01.2022
03/2022	07.03.2022	15.02.2022	22.02.2022
04/2022	04.04.2022	15.03.2022	22.03.2022
05/2022	02.05.2022	08.04.2022	19.04.2022
06/2022	07.06.2022	16.05.2022	23.05.2022
07/2022	04.07.2022	14.06.2022	21.06.2022
08/2022	01.08.2022	12.07.2022	19.07.2022
09/2022	05.09.2022	16.08.2022	23.08.2022
10/2022	07.11.2022	17.10.2022	24.10.2022

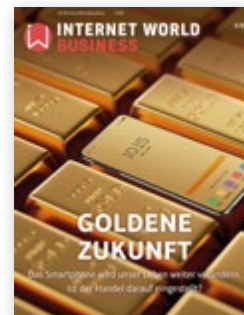
PD = Publication Date / AD = Advertising Deadline / CD = Copy Date

Advertisements	INTERNET WORLD BUSINESS	Prices*
	195 x 250	+ 1.220,- €
1/1 page		
	195 x 122	+ 560,- €
1/2 page, landscape		
	95 x 250	+ 560,- €
1/2 page, portrait		
	95 x 122	+ 230,- €
1/4 corner		

Format in the type area, width x height in mm

\* **Surcharge on an online job advertisement in Euro plus VAT.** The publisher's General Terms & Conditions apply.

The prices for job advertisements are not subject to discount. 15% commission only applies for the procurement of third-party orders, and is only granted to registered advertising agents. You can download the General Terms & Conditions here: <https://www.ebnermedia.de/ebvm/nzb/>



### Quotas

Discount per ad, applied on the list price  
(refers to a period of 12 months from booking, on the list price)

3 vacancies	16%
5 vacancies	21%
10 vacancies	26%
20 vacancies	39%



# INTERNET WORLD

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