Information and Advanced Training Platform

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INTERNET WORLD

About us

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

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.

From 2021 onwards, each new task is focussed on a current key topic, which determines the overall content of the publication.

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

Our journalists and industry experts provide news, data, analyses and opinions on the most important issues within the market. We shed lights 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 EXPO is the leading trade fair for digital trade in Europe. It is the must-attend event for retailers who want to shape the future of their business with the help of digitalisation. Among the main topics addressed at the two-day event are seamless commerce, payment, logistics, marketing and POS digitalisation. The next INTERNET WORLD EXPO is scheduled for 2022.

INTERNET WORLD organises conferences and events on the topics of multichannel, B2B marketing, social media, data driven marketing, logistics and payment, in various formats – both digitally and on location.

COMMERCE WEEK is a digital events week addressing topics that impact/will in future impact retailers and manufacturers along their entire value chains.
INTERNET WORLD

Facts

REACH

230,000
Unique users per month

4,500
Monthly circulation

110,000
Weekly recipients

38,900
Facebook likes

42,700
Twitter followers

2,600
Instagram followers

2,900
LinkedIn followers

TARGET GROUPS

B2B
Data and Analytics
Digital trade
Direct to Consumer

Email marketing
Logistics
Marketing practice

Marketing trends
Payment
Platforms

SEO, SEA and performance
Shop technologies
Social media marketing
INTERNET WORLD BUSINESS is the printed magazine published by INTERNET WORLD. In each edition, the editorial team focuses on one key topic in particular.

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<tr>
<th>Edition</th>
<th>PD / AD / CD</th>
<th>Topics</th>
<th>Event dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/2021</td>
<td>PD: 01.02.2021 AD: 07.01.2021 CD: 13.01.2021</td>
<td>Direct to Consumer – Retail without retailers, between manufacturers and customers</td>
<td></td>
</tr>
<tr>
<td>03/2021</td>
<td>PD: 01.03.2021 AD: 03.02.2021 CD: 10.02.2021</td>
<td>Virtual presentation – the new Point of Sale</td>
<td>Commerce Week – 08.03.2021-12.03.2021 (digital)</td>
</tr>
<tr>
<td>04/2021</td>
<td>PD: 06.04.2021 AD: 10.03.2021 CD: 16.03.2021</td>
<td>Brands and marketplaces – negotiating a difficult love-hate relationship</td>
<td></td>
</tr>
<tr>
<td>05/2021</td>
<td>PD: 03.05.2021 AD: 06.04.2021 CD: 13.04.2021</td>
<td>Facebook, Instagram etc. – How social media is redefining e-Commerce</td>
<td></td>
</tr>
<tr>
<td>06/2021</td>
<td>PD: 07.06.2021 AD: 12.05.2021 CD: 19.05.2021</td>
<td>Christmas business 2021 – begin the preparations now</td>
<td></td>
</tr>
</tbody>
</table>
INTERNET WORLD BUSINESS is the printed magazine published by INTERNET WORLD. In each edition, the editorial team focuses on one key topic in particular.

<table>
<thead>
<tr>
<th>Edition</th>
<th>PD / AD / CD</th>
<th>Topics</th>
<th>Event dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>07/2021</td>
<td>EVT: 05.07.2021 AS: 09.06.2021 DU: 16.06.2021</td>
<td><strong>AI in e-Commerce</strong> – How artificial intelligence is changing the purchase experience</td>
<td></td>
</tr>
<tr>
<td>08/2021</td>
<td>PD: 02.08.2021 AD: 07.07.2021 CD: 14.07.2021</td>
<td><strong>Logistics and fulfillment</strong> – solutions for the last mile, packaging, fulfillment</td>
<td></td>
</tr>
</tbody>
</table>
## Cross-media overview

### PRINT
- 1/1 page 4c
- 1/2 page 4c
- 1/3 page landscape 4c
- Advertorial
- 1/1 page 4c

### WEB
- Display
- Channel takeover
- Sponsored post
- Company database

### NEWSLETTER
- Standalone / emailing
- Newsletter
- Specific topical newsletter

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

### EVENT
- INTERNET WORLD EXPO
- Commerce Week
- Topical conferences and events

### ABM
- Lead generation
- Target group marketing

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.

<table>
<thead>
<tr>
<th>Examples</th>
<th>Advertisement type</th>
<th>Bleed format* (width x height in mm)</th>
<th>Type area format (width x height in mm)</th>
<th>Pricers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cover pages 1/1 4c</td>
<td>225 x 290</td>
<td>204 x 264</td>
<td>€ 5,500</td>
</tr>
<tr>
<td></td>
<td>Advertorial 1/1 page 4c</td>
<td>225 x 290</td>
<td>204 x 264</td>
<td>€ 5,500</td>
</tr>
<tr>
<td></td>
<td>1/1 page 4c</td>
<td>225 x 290</td>
<td>204 x 264</td>
<td>€ 4,500</td>
</tr>
<tr>
<td></td>
<td>1/2 page, portrait</td>
<td>108 x 290</td>
<td>100 x 264</td>
<td>€ 3,000</td>
</tr>
<tr>
<td></td>
<td>1/2 page, landscape</td>
<td>225 x 142</td>
<td>204 x 135</td>
<td>€ 3,000</td>
</tr>
<tr>
<td></td>
<td>1/3 page, landscape, in topic area</td>
<td>225 x 93</td>
<td>204 x 86</td>
<td>€ 2,500</td>
</tr>
</tbody>
</table>

*Minimum bleed margin: 3 mm on all four sides
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 14 topic areas**, also known as topic hubs, play a significant role here. Among others, this includes B2B, payment, logistics, marketing, shop technology, data & analytics and social media marketing.

**CHANNEL TAKEOVER**

• Topic hub
• Formats: Fireplace, Skyscraper, Parallax
• 1 month, exclusive
Price: € 10,000
INTERNET WORLD
Website

DISPLAY (WEB AND MOBILE)

One week runtime
1. Maxi Billboard
   € 4,500
2. Leaderboard
   € 3,500
3. Sky
   € 3,000
4. Parallax
   € 3,500

SPONSORED POST

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

• Price: € 4,500
• Custom designed article
• Max. 4,000 characters plus images and link
• On the INTERNET WORLD homepage as a teaser, then unlimited via the selected channel (eg. Digitaler Handel, Payment, B2B, Data, Marketing etc.)
• 1x daily newsletter entry INTERNET WORLD Daily (28,000 recipients)
Alongside internetworld.de, **INTERNET WORLD** is 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.

**INTERNET WORLD DAILY**

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

1. Banner advertisement TOP
   650 x 250 pixels, € 4,500

2. Banner advertisement Pos. 1
   650 x 250 pixels, € 3,500

3. Banner advertisement Pos. 2
   650 x 250 pixels, € 3,500

4. 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.

Price: € 2,500
Tue-Fri, to all Digital plus subscribers

**STANDALONE**

Mailing with **INTERNET WORLD** recommendations, also possible with regional targeting

Price: € 9,500
> 43,000 recipients
<table>
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<tr>
<th>Newsletter</th>
<th>Topics</th>
<th>Frequency</th>
<th>Target group</th>
<th>Number of recipients</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERNET WORLD Daily</td>
<td>provides daily information on the most important announcements from the areas of commerce, marketing and tools</td>
<td>Monday - Saturday</td>
<td>e-Commerce professionals</td>
<td>INTERNET WORLD daily 28,000 recipients, 3,500 / 4,500 € per week</td>
</tr>
<tr>
<td>Amazon World News</td>
<td>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</td>
<td>Wednesday</td>
<td>Sellers and vendors</td>
<td>Amazon World News 4,100 recipients, 1,500 € per transmission</td>
</tr>
<tr>
<td>Commerce Shots</td>
<td>curates the most important announcements from national and international online trade on a daily basis.</td>
<td>Monday - Friday</td>
<td>e-Commerce decision-makers</td>
<td>Commerce Shots Mo: 25,000 recipients / Tue-Fr: 1,700 recipients, 2,500 € per week</td>
</tr>
<tr>
<td>Data Driven Commerce</td>
<td>Topics: marketing, technologies, marketing automation, data strategies and programmatic advertising</td>
<td>Tuesday</td>
<td>Web managers in commerce and marketing</td>
<td>Data Driven Commerce 6,500 recipients, 1,500 € per transmission</td>
</tr>
<tr>
<td>Delivery News</td>
<td>current developments from the world of logistics</td>
<td>Thursday</td>
<td>Logistics managers within e-Commerce companies and decision-makers within the logistics sector</td>
<td>Delivery News 4,300 recipients, 1,500 € per transmission</td>
</tr>
<tr>
<td>Payment News</td>
<td>reports on developments within the payment sector, such as new offers and prices, market research findings, new providers</td>
<td>Monday</td>
<td>Those responsible for payment within e-Commerce companies</td>
<td>Payment News 2,500 recipients, 1,500 € per transmission</td>
</tr>
<tr>
<td>POS Connect</td>
<td>Overview of topics and trends in the areas of mobile, location-based services and omnichannel</td>
<td>Thursday</td>
<td>Over-the-counter and omnichannel retailers</td>
<td>POS Connect 6,400 recipients, 1,500 € per transmission</td>
</tr>
<tr>
<td>SEO/SEA World News</td>
<td>provides information on all developments relating to the most important search engines</td>
<td>Tuesday</td>
<td>Marketing decision-makers, SEO and SEA managers, technicians, specialist service providers</td>
<td>SEO/SEA World News 5,200 recipients, 1,500 € per transmission</td>
</tr>
<tr>
<td>SmartTech</td>
<td>Provision of concentrated knowledge via white papers, studies, webinars</td>
<td>Monday</td>
<td>Expertise of interested decision-makers and professionals from companies and commerce</td>
<td>SmartTech 29,000 recipients, 3,500 € per transmission</td>
</tr>
<tr>
<td>Social Media News</td>
<td>presents current trends, tools and advertising options from social media</td>
<td>Wednesday</td>
<td>Social media managers</td>
<td>Social Media News 4,700 recipients, 1,500 € per transmission</td>
</tr>
</tbody>
</table>

Price for newsletters, excluding INTERNET WORLD Daily, Commerce Shots and SmartTech: €1,500 (banner or ad)
Utilise our reach within the social media networks! Increase your contact opportunities, and thus your change of reaching potential new customers

**SOCIAL BOOST**

1. **Facebook – 38,900 followers**
2. **Twitter – 42,700 followers**
3. **LinkedIn – 2,900 followers**

**ORGANIC BOOST**

1. Price: € 4,000
   (50% of which is for advertising on Facebook + organic reach of **INTERNET WORLD**)
2. Price: € 2,000
   (organic reach of **INTERNET WORLD**)
Our 2021 conferences and events offer a wide knowledge base for digital trade, marketing and new sales strategies. For the first time ever, all events are also available digitally - take part live on your screen, from anywhere in the world!

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Location</th>
<th>Website</th>
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<tr>
<td>Commerce Week</td>
<td>08.03.2021-12.03.2021</td>
<td><a href="http://www.commerce-week.de">www.commerce-week.de</a></td>
</tr>
<tr>
<td>Delivery Days</td>
<td>30.09.2021 (digital)</td>
<td><a href="http://www.delivery-days.de">www.delivery-days.de</a></td>
</tr>
<tr>
<td>SEO/SEA World Conference</td>
<td>14.10.2021 (digital)</td>
<td><a href="http://www.seoseaworld.de">www.seoseaworld.de</a></td>
</tr>
<tr>
<td>AmazonWorld Conference</td>
<td>20.10.2021-22.10.2021 (hybrid in Munich)</td>
<td><a href="http://www.amazon-world.de">www.amazon-world.de</a></td>
</tr>
<tr>
<td>Payment Summit</td>
<td>27.10.2021-28.10.2021 (hybrid in Hamburg)</td>
<td><a href="http://www.payment-summit.de">www.payment-summit.de</a></td>
</tr>
</tbody>
</table>
Cross-media advertising: all magazines, extensive reach

- Reach new target groups with cross-media campaigns in our sister magazine
- Reach: up to 2 million PIs/month online
- Approx. 120,000 registered users for the newsletter and mailings
# Technical specifications

## Printing process
- Web offset

## Profile
- PSO uncoated ISO 12647
- Further information available on request.

## Cover
- ISO Coated v2

## Processing
- Perfect binding

## Trimmed format
- (= trim size)
- 225 mm wide x 290 mm high

## Minimum bleed margins
- 3 mm on all four sides

---

## Digital data transfer
- **Preferred file format:** PDF/X-3
- **Program formats** (generally in the most recent versions):
  - InDesign, Photoshop, Illustrator
- **Data from CorelDraw must be saved as TIF or JPG files with 400 dpi, transferring open CorelDraw files is not possible.**
- **All fonts must be supplied.**
- **When using graphics programs, always convert texts into vectors, colour space always CMYK, never RGB.**
- **TIF files (CMYK or grayscale) always on 1:1 scale at a resolution of 300 dpi**
- **EPS files (pixels) –> see TIF**
- **EPS files (Vector) –> Convert fonts into vector paths (paths) and integrate into file.**
- **Apple:** compressed data: Stuffit or ZIP
- **PC:** compressed data: ZIP
- **A proof must be submitted to avoid colour deviations.**
- **File names must be assigned according to the following template:** Advertisingcustomer_IntWorldBusi_Edition (e.g. Microsoft_IntWorldBusi_1/21)
- In case of transfer problems:
  - **Phone:** +49 / (0) 89 / 741 17-281

---

## Contact
- **Phone:** +49 / (0) 89 / 741 17-281
- **Email:** dispo@ebnermedia.de

## Data transfer
- To the following email address: dispo@ebnermedia.de

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## Disclaimer
- If advertising motifs have been transferred digitally by the customer, the publisher cannot be held liable for the completely or partially illegible, incorrect or incomplete rendering of the corresponding ads.
## Newsletter (daily)

- **Image/text advertisement**
  - Image: 650 x 250 pixels (jpeg, png, max. 100kB)
  - 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, 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 mailing

**File**

- a) complete HTML incl. all images in the ZIP file
- b) heading, text blocks, images separately, 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
Data delivery

### Website banner

#### Display sizes
- Billboard (normal): 1220 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*

#### 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, .jpg, .png, HTML5 or as iframe or Javascript redirect, max. 800kB

* In the case of Billboard, Leaderboard and Parallax bookings, please supply the advertising materials for desktop and mobile to ensure their optimal display.

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

### Channel/Hub takeover

#### Fireplace
- **1st size**: image file with a size of 1600 x 750 px, consisting of a leaderboard, 1600 x 150 px, and two skyscrapers, 160 x 600 px, on either side; right and left. The gap in the middle should be 1280 pixels wide. This gap does not need to be transparent, as the pages sit 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 measuring 1300 x 700 px, consisting of a leaderboard, 1300 x 100 px, and two skyscrapers, 160 x 600 px, on either side; right and left. The gap in the middle should be 980 pixels wide. This gap does not need to be transparent, as the pages sit 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**

#### Billboard
- **1st size**: 1220 x 250 px, alternatively 1220 x 300px (billboard); JPG, PNG, (animated) GIF or HTML5, **max. 800kB**
- **2nd size**: 940 – 960 x 250 px, alternatively 940 – 960 x 300 px (billboard); JPG, PNG, (animated) GIF or HTML5, **max. 800kB**
Data delivery

Channel/Hub takeover

**ContentAd/Parallax**

- **1st size:** 1220x750px (for Parallax), alternatively: 1220x250-400px (for ContentAd); GIF, JPG or (animated) GIF, **max. 800kB**
- **2nd size:** 940x650px (for Parallax), alternatively: 940-960x250px (for ContentAd); GIF, JPG or (animated) GIF, **max. 800kB**

**Mobile**

- Parallax: 320x480px; GIF, JPG or (animated) GIF, **max. 300kB**
- Interstitial: 320x480px; GIF, JPG or (animated) GIF, **max. 300kB**
- Leaderboard: 320x100px; GIF, JPG; (animated) GIF, HTML5 or ReDirect; **max. 300kB**
# Sponsored post

<table>
<thead>
<tr>
<th><strong>Headline</strong></th>
<th>max. 60 characters (including spaces)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leader</strong></td>
<td>max. 250 characters (including spaces); Please note: links cannot be placed in the leader.</td>
</tr>
<tr>
<td><strong>Text</strong></td>
<td>max. 4,000 characters (including spaces) as TXT or DOC file (no PDFs) Integration of links in the text: please type the word to be linked in cursive and add the link directly afterwards, in brackets (<a href="http://samplelink.com/">http://samplelink.com/</a>).</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>in a high resolution</td>
</tr>
<tr>
<td><strong>Images</strong></td>
<td>• A lead picture measuring 1220 px wide; 600 px. high (png, jpeg, gif – non-animated) and  • max. 4 images/graphics with min. 1220 px wide (in any case incl. image source details and image captions!) Please note: images cannot be linked.</td>
</tr>
</tbody>
</table>

**CTA** possible, texts for the button and link are required

**Video** (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
Contact

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Crossmedia / Sponsoring Event
Phone: +49 / (0) 89 / 741 17-285
Email: reinhold.fritsch@ebnermedia.de

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