

MEDIA KIT 2024



Discover now:
www.home-of-welding.com

The universe of welding information

WELCOME TO THE HOME OF WELDING

The **HOME OF WELDING** has been the Internet platform for everyone involved in welding technology since April 1st, 2019 - in industry and handicrafts!

What counts in HOME OF WELDING is content. Versatile, wide-ranging topics that are interesting for the entire welding industry

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www.home-of-welding.com

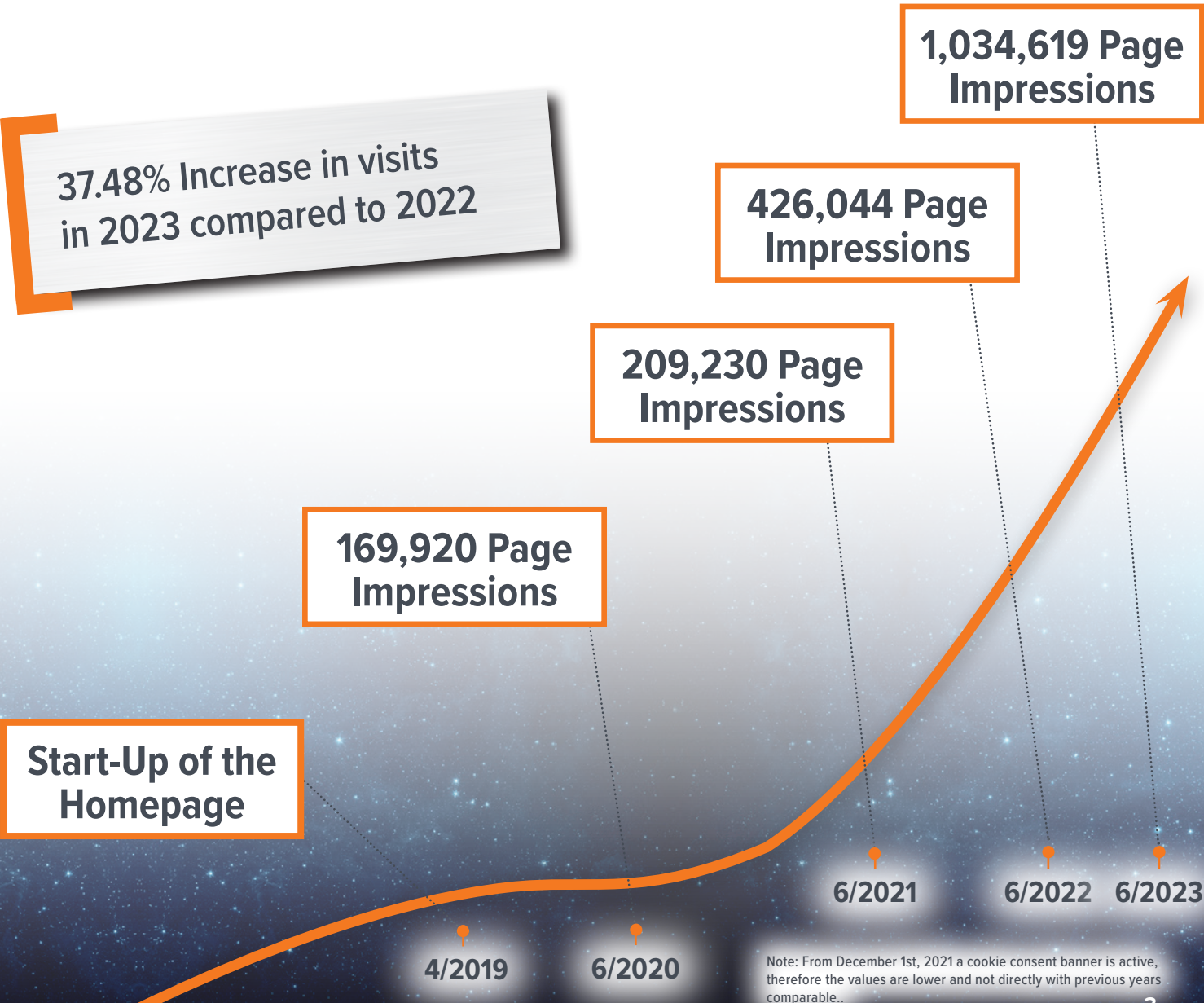


The content-based B2B platform therefore includes:

- breaking news
- an industry-specific product and company directory
- an industry-specific jobportal
- numbers and statistical
- practical tips
- expert opinions
- references to specialist media
- event information

SCOPE

(Data collection with Google Analytics for www.home-of-welding.com on 06/03/2023)



ADVERTISE TO THE POINT.

YOUR POSSIBILITIES IN THE UNIVERSE

Banner Advertising

Banner advertising is one of the most popular advertising options on the Internet because good banner advertising is perceived and clicked. In the HOME OF WELDING you can use various standard formats for your advertising goals.

Advertorials

Advertisements in editorial guise are becoming increasingly popular. With this advertising opportunity you benefit from our high quality editorial content in the HOME OF WELDING.

Product- and company directory

An industry leader through joining technology with all well-known manufacturers and the associated products completes the usefulness of the industry portal.

Broken down by products, it allows the quick and easy contact with new suppliers.

Newsletter advertising

In our weekly newsletter you can choose between three banner placements. All advertising formats guarantee maximum attention, as they are placed between single editorial articles.

JobPortal

Are you looking for specialists and managers who are familiar with joining technology? We reach your target group precisely with our crossmedia JobPortal.

We have put together four attractive packages for your optimal presence in the **HOME OF WELDING**. The heart of these service packages is the company and product database.

Make yourself smart on the following pages and choose between: **Basic Plus, Bronze, Silber or Gold.**

BASIC PLUS

- Listing of max. 5 product categories in the directory, further listings on request
- + Full address
- + Specification of the website

75 € monthly/Duration: 12 month*

PRESENTATION OF YOUR COMPANY



home-of-welding.com/produkte-firmen



*The services in the HOME OF WELDING industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

BRONZE

Listing in the product and company directory

Full address

Specification of the website

+ Own Microsite | + Indication of the contact person | + Additional text | + Logo | + Cover picture

+ 1 banner to choose from (Skyscraper left or right, or Super Banner)

400,00 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER PLACEMENT

Skyscraper
160 x 600 px

TRENDTHEMA

UNTERNEHMEN

UNTERNEHMEN

UNTERNEHMEN

UNTERNEHMEN

UNTERNEHMEN

VERANSTALTUNG

UNTERNEHMEN

UNTERNEHMEN

UNTERNEHMEN

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Skyscraper
160 x 600 px

Super Banner
1126 px x 150 px

PRESENTATION OF YOUR COMPANY

Company-related subpage

Cover picture 1200 x 480 px

Logo: 800 x 800 px

Company name

Company subtitle (70 characters)

Company name

Company subtitle

Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de

*The services in the HOME OF WELDING industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

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7

SILBER

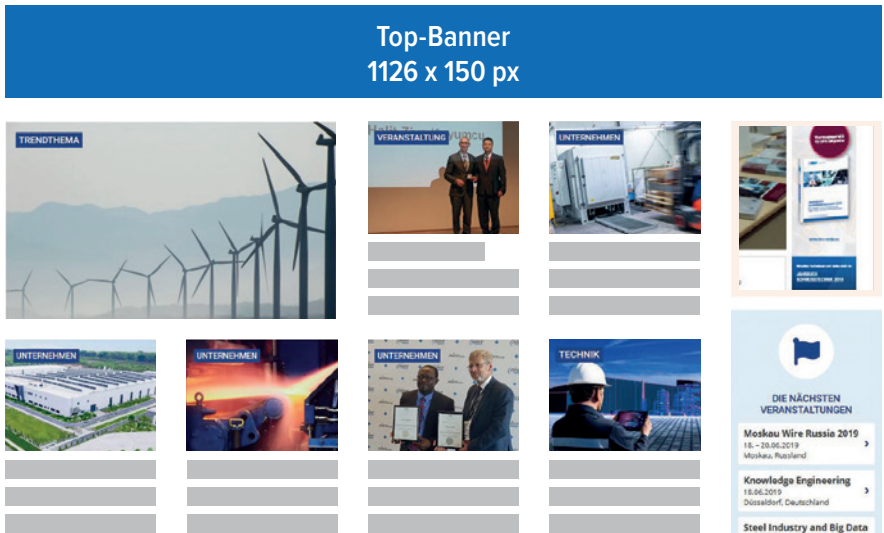
Listing in the product and company directory
Own micropage
Full address
Specification of the website
Indication of the contact person
Additional text | logo | cover picture

+ Banner in TOP-Position

(Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)

492 € monthly/duration: 12 months*

PRESENTATION OF YOUR BANNER PLACEMENT



PRESENTATION OF YOUR COMPANY

Company-related subpage

Cover picture: 1200 x 480 px

Logo: 800 x 800 px

Company name
Company subtitle: (70 characters)

Company name
Company subtitle

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Additional text: 800 characters

Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

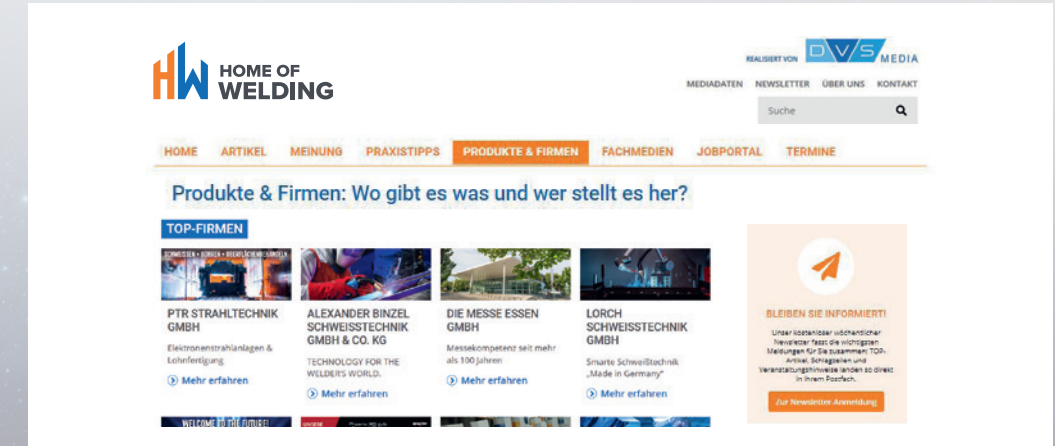
E-Mail:
muster@muster.de

Internet:
www.muster.de

*The services in the HOME OF WELDING industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

- Listing in the product and company directory
 - Own micropage
 - Full address
 - Specification of the website
 - Indication of the contact person
 - Additional text
 - logo
 - cover picture
 - Banner in Top-Position plus Super Banner** NEW
- (Required formats: 1126 x 150 px, 946 px x 150 px, 706 px x 150 px, 526 px x 150 px)
- + Listing as a TOP company | + Whitepaper | + Advertorial (1x monthly)
- 800 € monthly/duration: 12 months*

EXAMPLE OF THE „TOP-COMPANY-PRESENTATION“



PRESENTATION OF YOUR COMPANY

Company-related subpage

Cover picture: 1200 x 480 px

Logo: 800 x 800 px

Company name
Company subtitle (70 characters)

Company name
Company subtitle

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Musterfirma GmbH

Musterstraße 12
12345 Musterort

Telefon:
01234 456789

E-Mail:
muster@muster.de

Internet:
www.muster.de

Additional text: 3000 characters + pictures

*The services in the HOME OF WELDING industry portal take 12 months.
We calculate our services as part of an annual invoice plus VAT.

ADVERTISING IN TIME WITH OUR INDIVIDUAL SERVICES

Our Basic Plus, bronze, silver and gold advertising packages are not what you need for your digital advertising? Then you have the option of booking various individual services with a shorter duration.

On the following pages we explain these individual services in detail.

OVERVIEW OF OUR INDIVIDUAL SERVICES

Advertising banner

- > Skyscraper
- > Super Banner

Newsletter-Advertising

- > Advertising banner
- > Stand-alone-Newsletter

Job-Portal

- > online
- > print + online, crossmedial linked

Advertorial

SHOW PRESENCE WITH OUR ADVERTISING BANNERS

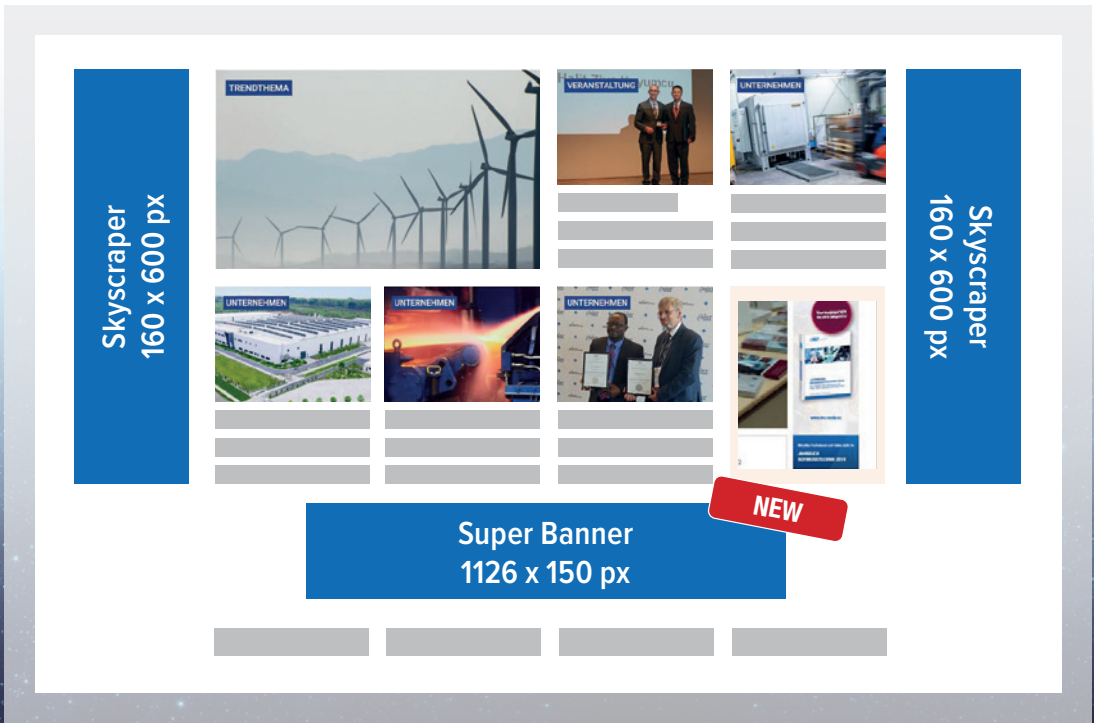
Decide between the portrait format **Skyscraper** and the landscape format **Super Banner**. In addition, you can choose whether your banner should appear only on the homepage or also on all sub-pages of HOME OF WELDING

Advertising banner (Skyscraper or Super Banner)

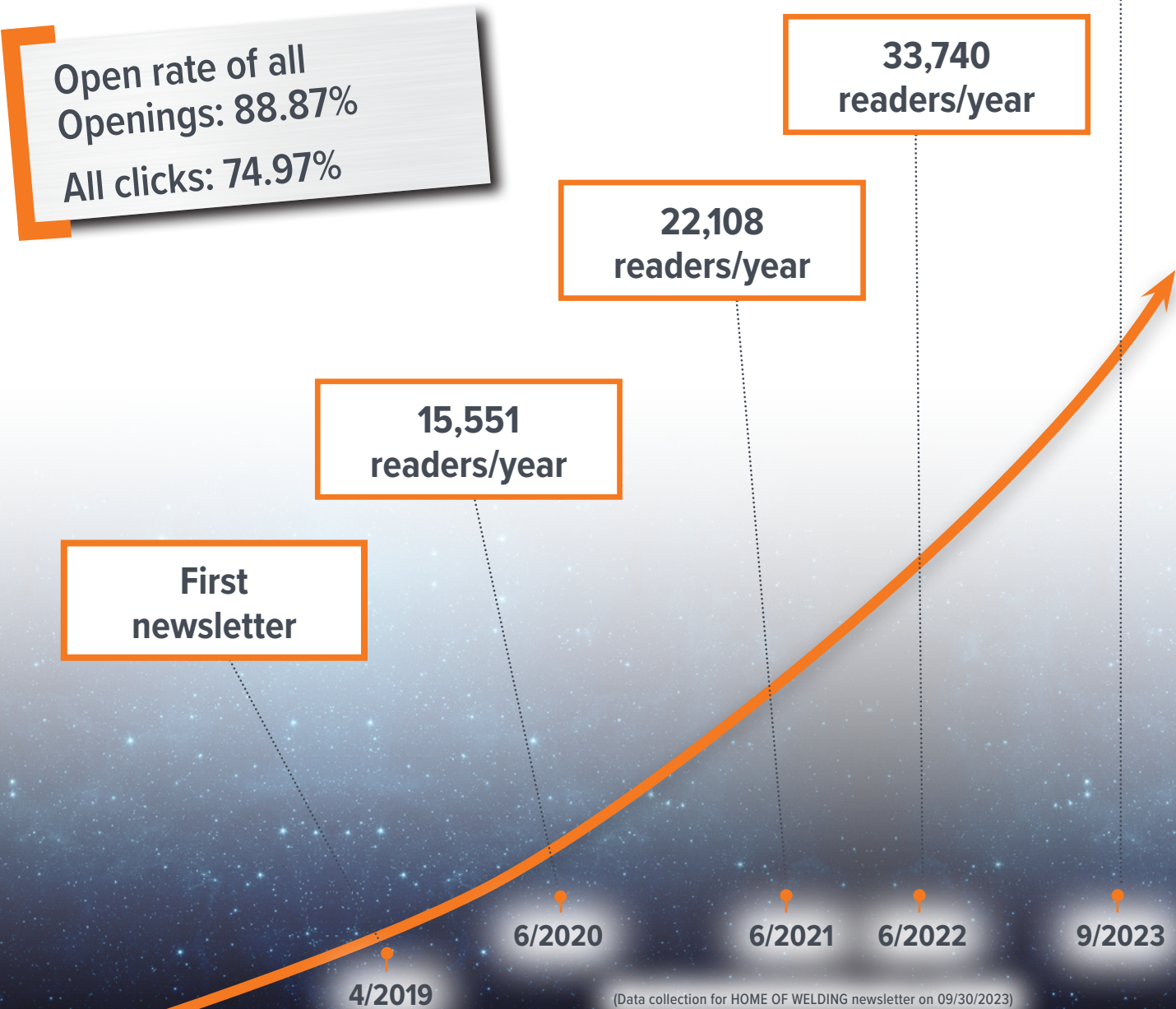
- > only homepage: 650 €/per month
- > homepage + sections*: 850 €/per month

*except in the jobportal

PRESENTATION OF YOUR BANNER PLACEMENT



REACH OF THE NEWSLETTER



OUR NEWSLETTER YOUR ADVERTISING POSSIBILITIES

In our newsletter we summarize the most important articles, headlines and dates from the reporting in the HOME OF WELDING every week.

Our newsletter is usually published once a week, usually on Thursdays. You are also welcome to use this weekly, editorial notice to our newsletter subscribers for your advertising message. Give your advertising message the right framework.

Banner-Prices:

> Fullbanner	620 x 60 px	313 €
> Text Ad	400 characters max.	325 €
> Text/Image Ad	300 characters max.	
+ 1 Image		325 €
> Special Banner	620 x 75 px	441 €

Banner data and -booking

- > each 10 days in advance

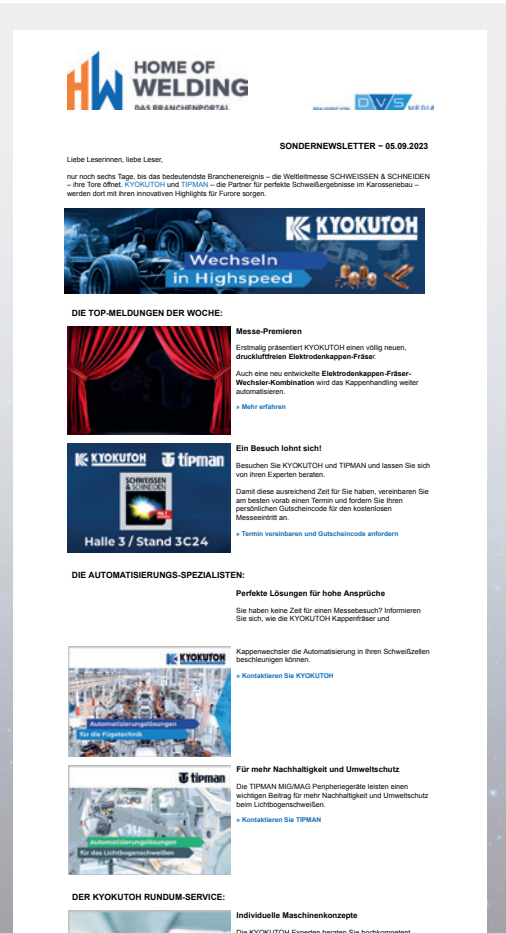
The placement options:



FOR EVERYONE WHO HAS MORE TO SAY IN THE INDUSTRY: OUR STAND-ALONE-NEWSLETTER

Your messages to the welding industry need more space than an advertising banner can provide? Then use our circle of subscribers for a **stand-alone newsletter**.

The design of the stand-alone newsletter corresponds to the weekly HOME OF WELDING summary. The decisive difference, however, lies in the content, which is made up exclusively of your reports. The stand-alone newsletter can be sent at any time, with the exception of Thursday. If you have any special design requests, the HOME OF WELDING editorial team will be happy to help you.



- > Introtext (max. 1,500 characters including spaces)
- > Three teaser articles
- > Headline: max. 75 characters
- > Teasertext: max. 540 characters
- > Image size: 271 x 181 px.
- > Three to four headlines: max. 70 characters each
- > Three to four dates for your events
- > **Stand-alone-Newsletter: 1,980 €**

ADVERTORIAL: YOUR ADVERTISEMENT IN EDITORIAL PACKAGING

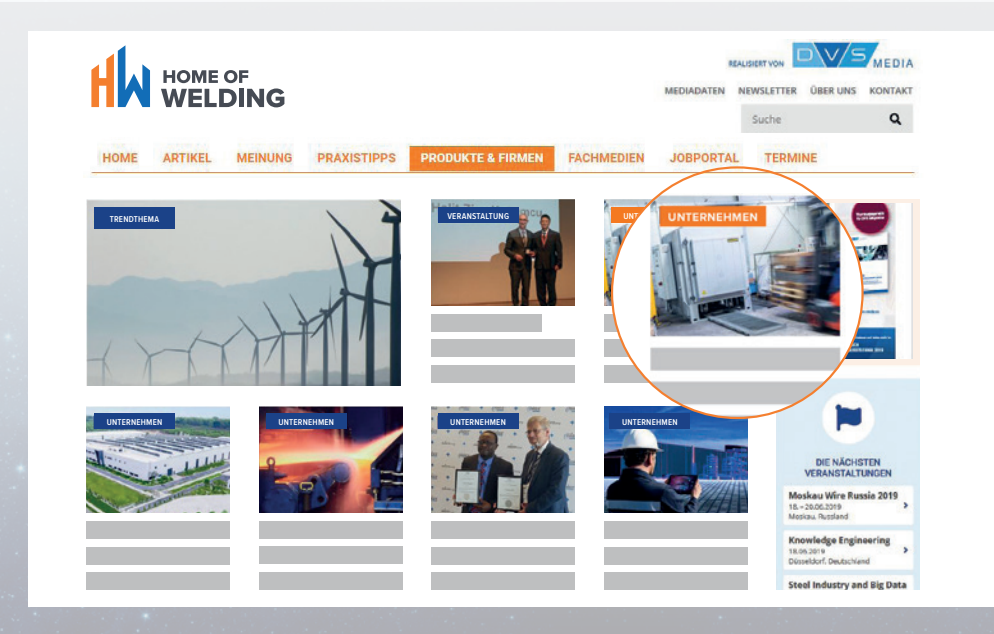
Advertorials are a popular means of presenting advertising in editorial packaging. HOME OF WELDING also offers you this opportunity.

Later, your article is, for a specific period of time, listed in our chronological article overview „Advertorials“.

We publish your advertorial directly on the homepage on the day of publication, just like the other editorial content.

Advertorial:	
> 3 months period:	990 €
> 6 months period:	1,690 €
> 12 months period:	2,590 €

PRESENTATION OF YOUR ADVERTORIALS



JOBPORTAL FÜGETECHNIK

In cooperation with: 

Are you looking for specialists and managers who are familiar with joining technology? We reach the right target groups precisely with our cross-media JobPortal.

- **Online:** more than **6,000 trade visitors** per month
- **Print:** 4 different trade magazines for your precise target group approach
- SCHWEISSEN UND SCHNEIDEN, DER PRAKTIKER, JOINING PLASTICS – FÜGEN VON KUNSTSTOFFEN, THERMAL SPRAY BULLETIN
- you advertise via the DVS network in the environment of nearly 19,000 members.

ONLINE

Publish your job advertisement

- **Online:** in our industry portal HOME OF WELDING
- **Online:** on the four websites of our specialist magazines

FÜGEN ONLINE:

Online-jobPortal (30 days duration)
475 € (plus VAT)

PRINT + ONLINE

Publish your job advertisement at a low package price

- **Print:** in one of our trade magazines
- **Online:** JobPortal ONLINE
- **Optional Online:** At StepStone, one of the leading online-job platforms in Germany

FÜGEN STARTER:

1/3 advertising page, 4c

Option 1) + online-JobPortal (30 days duration)	1,315 € (plus VAT)
Option 2) + online-JobPortal + StepStone (30 days duration)	2,755 € (plus VAT)

Options with services from StepStone are not discountable

FÜGEN BUSINESS:

1/2 advertising page, 4c

Option 1) + online-JobPortal (30 days duration)	1,670 € (plus VAT)
Option 2) + online-JobPortal + StepStone (30 days duration)	3,110 € (plus VAT)

Options with services from StepStone are not discountable

FÜGEN PROFESSIONAL:

1/1 advertising page, 4c

Option 1) + online-JobPortal (30 days duration)	2,080 € (plus VAT)
Option 2) + online-JobPortal + StepStone (30 days duration)	3,520 € (plus VAT)

Options with services from StepStone are not discountable

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