


Banner advertising on the magazine website www.harnisch.com



The screenshot shows a magazine website layout with several banner ad placements highlighted in blue. The placements are as follows:

- Leaderboard:** A horizontal banner at the top left, with dimensions 728 x 90 px and a price of € 490.-.
- Leaderboard XL:** A horizontal banner below the main article, with dimensions 1040 x 90 px and a price of € 590.-.
- Button:** A small square banner in the top right sidebar, with dimensions 240 x 90 px and a price of € 200.-.
- Square:** A square banner in the middle of the right sidebar, with dimensions 240 x 240 px and a price of € 410.-.
- Skyscraper:** A tall vertical banner at the bottom of the right sidebar, with dimensions 240 x 600 px and a price of € 740.-.

All banner prices are for a placement of four weeks. Other formats on request.
Display and placement may vary on mobile devices.

News on www.harnisch.com and social media

The magazine website www.harnisch.com offers the possibility to place a story/announcement at the top of the „NEWS“ section for a period of four weeks. In addition, it is possible that a story can be posted on the publisher's social media pages.

Sponsored news + social media notices
News item on www.harnisch.com incl. linking (Video/YouTube integration possible)
€ 700.-

Individual Paper with direct link
Integration of a detailed article (PDF) on the magazine website www.harnisch.com
€ 950.-

Statistics publisher website total: www.harnisch.com (June 2021)
Page views: 17.524
Single page views: 12.859



Social media post with link (facebook/Twitter/LinkedIn)
Post a news item on our social media channels with a direct link to your homepage.
€ 600.-

Digital magazine as e-paper in the app and on the magazine website www.harnisch.com



E-paper branding over entire issue
€ 1190.-

Digital ad placement only in the e-paper incl. linking. (Positioning by arrangement)
1/1 page € 1290.-
2/1 page € 1990.-

E-paper link (advertisement/article)
€ 350.-

Read digital magazines from Dr. Harnisch Verlag per:



Statistics E-Paper total (April 2021)

Pageviews: 78,010
Total number of users: 23,778
Total reading time 2021: Over 331 hrs.

Digital delivery options

The possibility of sending an individual **Standalone newsletter** as well as the placement of banner advertising or Sponsored News in a **general magazine newsletter** are primary communication tools for information and advertising. In addition, the issue is published parallel to the publication dates of the print editions in the **digital magazine dispatch (Newsletter)** with the possibility of integrating an exclusive sponsorship banner.

Standalone Newsletter



Individual Newsletter

(Text + images/logos + links)

Dispatch:

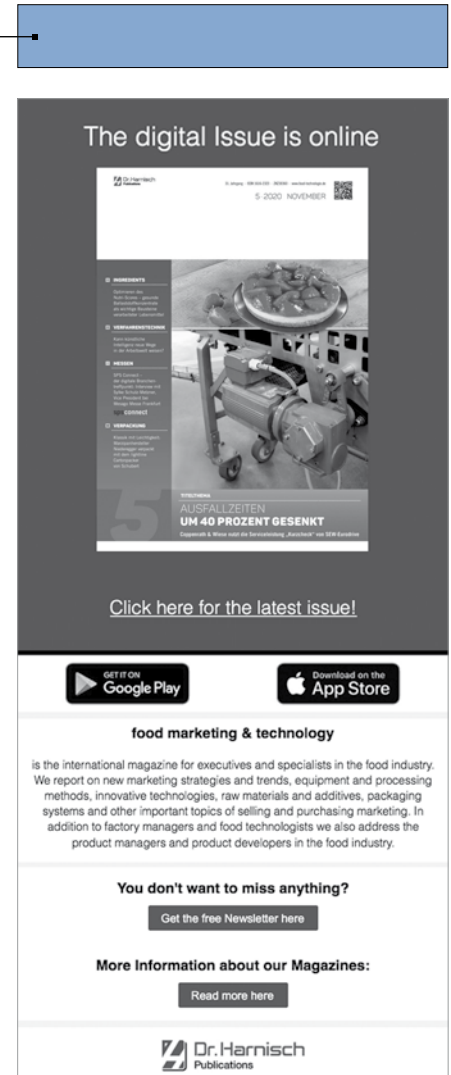
„World“
€ 3500.-

„Europe“
€ 2900.-

„German-sp. Europe“
€ 1900.-

Digital magazine delivery (Newsletter)

Exklusive sponsorship banner
600 x 100 px
€ 990.-



Newsletter dispatch statistics (May 2021)

Dispatch „World“: approx. 35,000 copies
Dispatch „Europe“: approx. 25,000 copies
Dispatch „German-speaking Europe“: approx. 12,700 copies
Average click rate: ~ 30%

General Magazine Newsletter



Leaderboard
600 x 100 px
€ 700.-

Sponsored News
(Text + image)
€ 600.-

Sponsored News + Square
(Text + image + banner)
€ 900.-

Square
240 x 240 px
€ 500.-

