



UNTERNEHMER

Magazin für Digitalisierung und Nachhaltigkeit

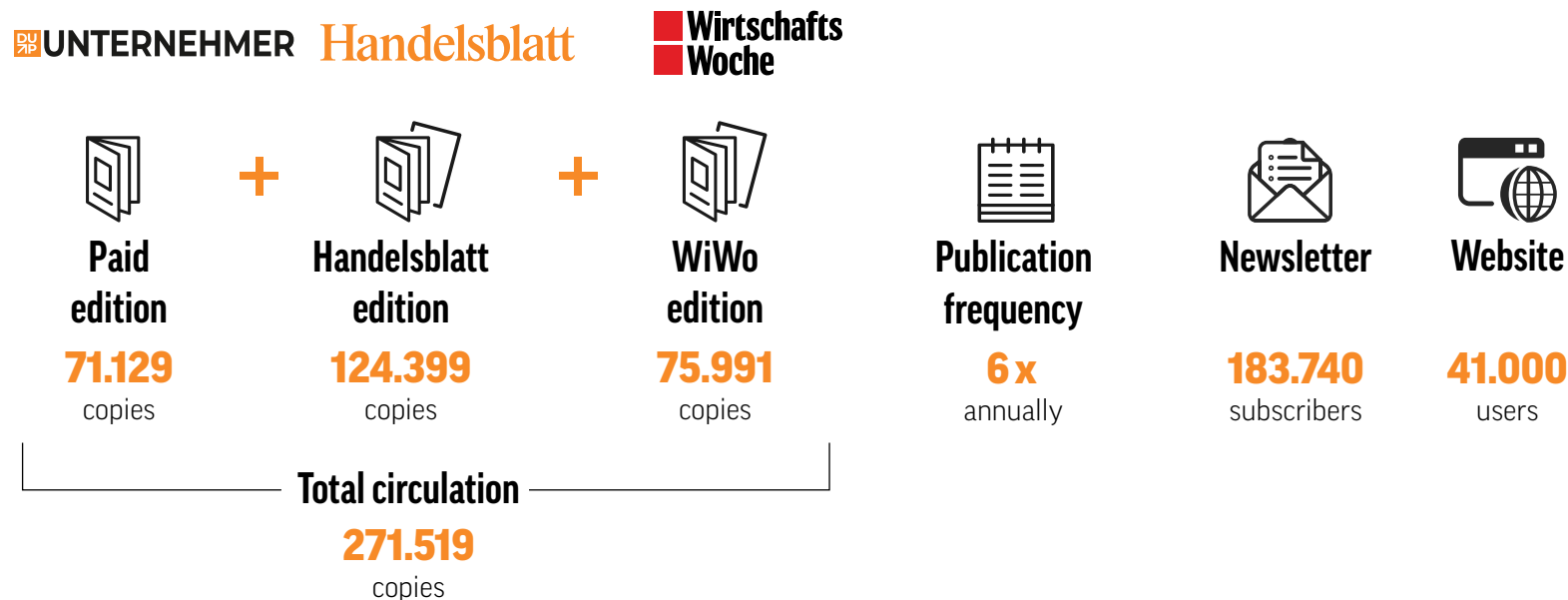
The background features a complex, low-poly geometric pattern of triangles in various shades of blue, purple, and pink, creating a dynamic and modern aesthetic. The shapes are layered and overlapping, with some appearing to have a slight 3D effect.

**THE LEADING PUBLICATION FOR
TRANSFORMATION PROCESSES**

MEDIA DATA 2021

THE HIGHEST CIRCULATION PUBLICATION FOR LEADERS

DUP media provide orientation, expertise and vision for the digital transformation as well as the climate transformation to enterprises and decision-makers. Our readers embrace digitization and want to learn how they can prepare their business models for a sustainable future, both technologically and socially. The target group includes investors, managers, leaders, entrepreneurs and company founders.



Source: IVW II/2020



Credit: PR

» DUP media provide SMEs and decision-makers with orientation for the digital transformation. «

Brigitte Zypries,
Publisher of
DUP UNTERNEHMER-
magazine

WE FOCUS ON

DIGITIZATION & TECHNOLOGY

FINANCE & ASSETS

STRATEGY & LEADERSHIP

HEALTH & PREVENTIVE CARE

CAREER & SUCCESSION

LIFE & STYLE

BIG DATA

AUGMENTED REALITY

AI

SMART FACTORY

DISRUPTION

BLOCKCHAIN

MACHINE LEARNING

CYBERSECURITY

INVESTMENT TRENDS

INSURANCE

INDEX FINANCING

FUNDS BITCOIN

ETF XETRA

REAL ESTATE

COMPANY PENSION

FINTECH ESG

LEADERSHIP

AGILE TRADE SHOW

ORGANIZATION

NEW WORK

CUSTOMER JOURNEY

SUSTAINABILITY

CONSULTING

PRIVATE PENSIONS

INSURTECH E-HEALTH

BIOMARKER

SMART HOSPITAL

OCCUPATIONAL HEALTH INSURANCE

MERGERS & ACQUISITIONS

RESKILLING

WAR FOR TALENT

ACTIVE SOURCING

TALENT MANAGEMENT

RECRUITING

CRUISES LOW CARB

WATCHES

URBAN GARDENING

TRAVEL

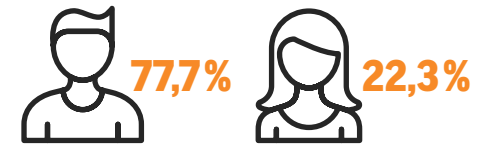
BUSINESS ATTIRE

GASTRONOMY

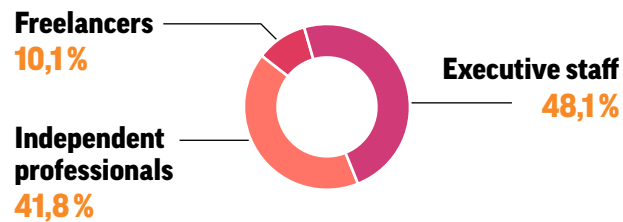
TRENDS CARS

INTERIORS

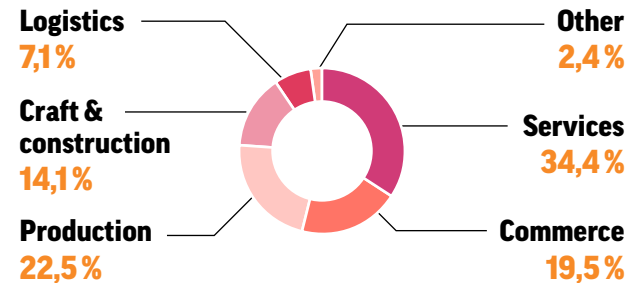
OUR COMMUNITY



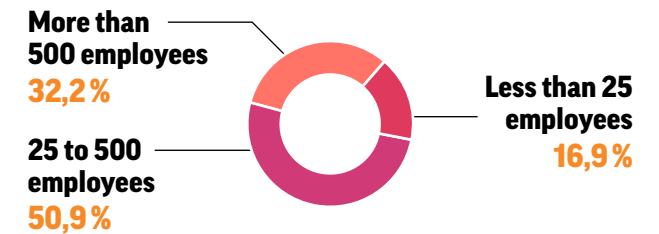
Professions



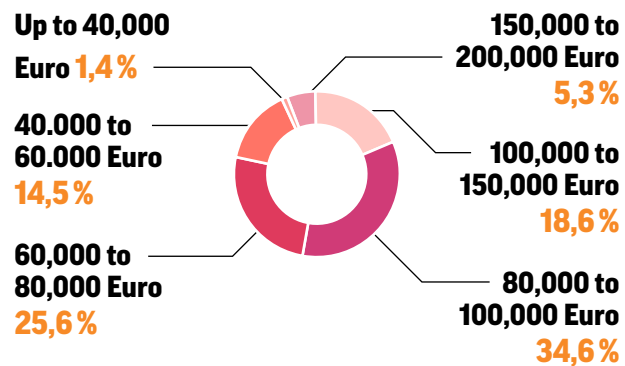
Industry



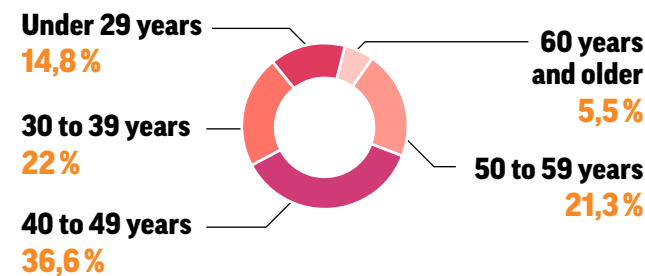
Company size



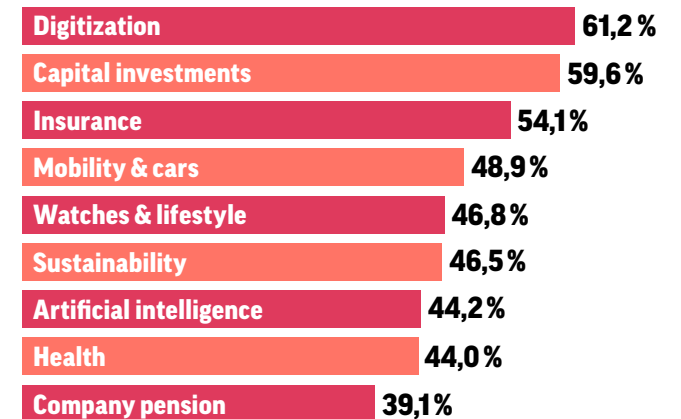
Gross annual income



Age



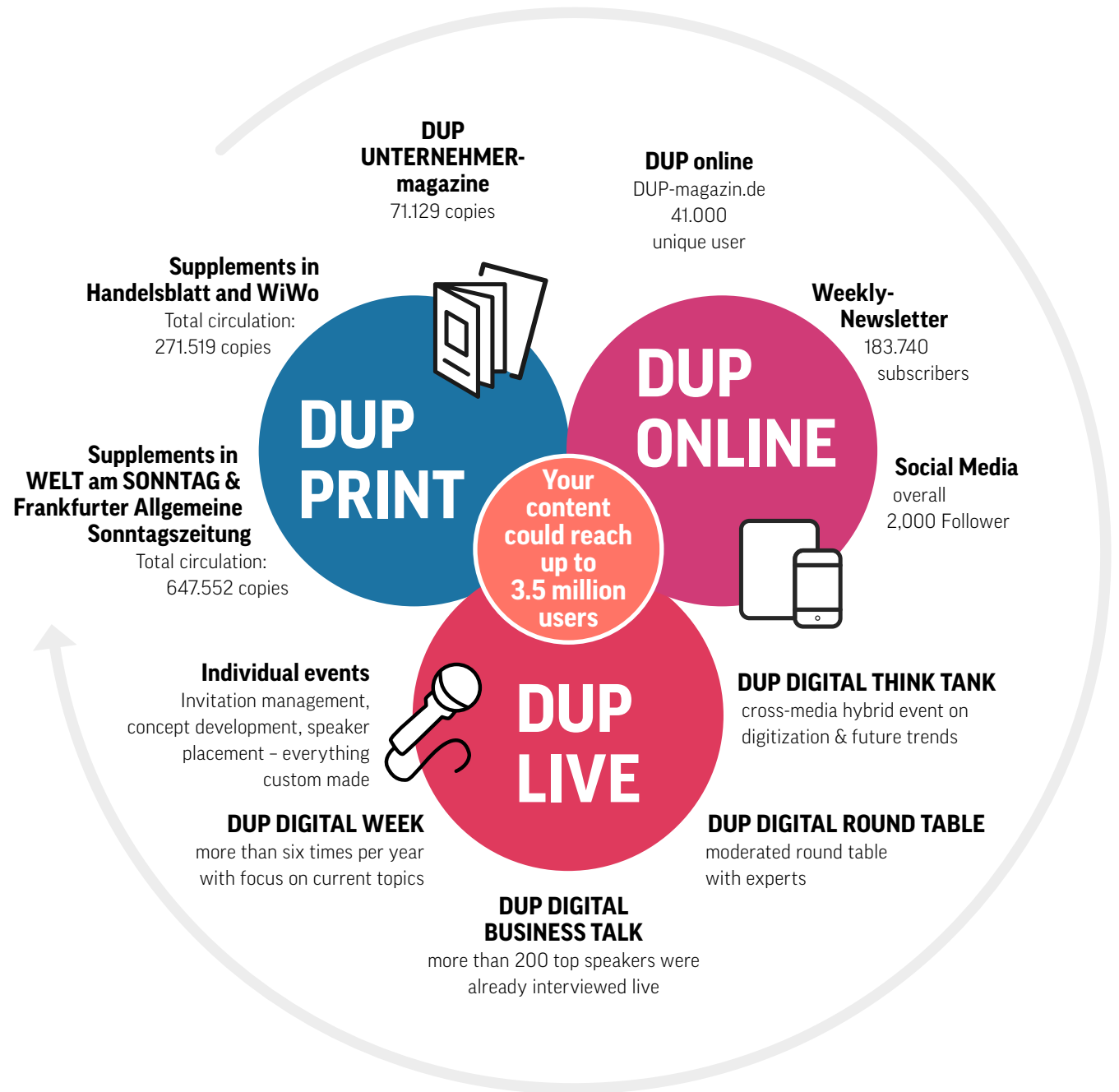
All interests



THESE CLIENTS HAVE PUT THEIR TRUST IN US



YOUR CONTENT IN THE 360° DUP-UNIVERSE










**DUP
PRINT**

CIRCULATION? IT'S YOUR CHOICE!

**PRINT
SPECIFICATIONS**
Download here!

6 x annually		2 x annually (summer/winter)		1 x annually (winter)
				
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+ 30 percent

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2 pages and up:

3 percent

4 pages and up:

8 percent

6 pages and up:

15 percent

DATES & TOPICS

Issue	Release dates:					Booking	Data delivery	Key topics
	DUP	HB	WiWo	WamS	FAS			
1	Feb 26	Feb 26	Feb 26			Jan 26	Feb 02	Issue 1/21 <ul style="list-style-type: none"> • INVEST now! – Alternative investments • Tech-Trends 2021 • Discovery Commerce • Economic regions • Corporate health insurance I • Company cars & fleets • Hydrogen
2	Apr 30	Apr 30	Apr 30			Mar 30	Apr 06	Issue 4/21 <ul style="list-style-type: none"> • BioTech • Business intelligence • Sustainability • Cybersecurity • Corporate health insurance II • Risk prevention • Alternative drive systems
3	June 24	June 18	June 18			May 25	May 31	Issue 5/21 <ul style="list-style-type: none"> • Raw materials/precious metals • Leadership • Real estate • Blockchain • Company pension II • Workforce protection II • Commercial vehicles
4	Aug 20	Aug 20	Aug 20			July 20	July 27	Issue 2/21 <ul style="list-style-type: none"> • Digital Week – Investing & providing • Innovation management • Recruiting • Supply Chain Management • Company pension I • Workforce protection I • Shared Mobility
WamS				Aug 22		July 23	July 30	Issue 3/21 <ul style="list-style-type: none"> • INVEST now! – Asset management • Marketing & sales • AI & Big Data • Food 4.0 • Cyber insurance • D&O insurance • Autonomous driving & connectivity
5	Oct 22	Oct 22	Oct 22			Sep 21	Sep 28	Issue 6/21 <ul style="list-style-type: none"> • INVEST now! – Investing in megatrends • Start-ups • Reskilling • Smart City & Smart Office • Commercial/industrial liability • Private health insurance • Car trends 2022 & company car of the year
6	Dec 10	Dec 10	Dec 10			Nov 09	Nov 16	
WamS/FAS				Dec 12	Dec 12	Nov 12	Nov 19	

STANDARD FORMATS



2/1 page

W 420 mm x H 536 mm
(+ 4 mm trim on each side)
in type area W 364 mm x H 440 mm



1/1 page

W 210 mm x H 268 mm
(+ 4 mm trim on each side)
in type area W 182 mm x H 220 mm



1/2 page landscape

W 210 mm x H 134 mm
(+ 4 mm trim on each side)



1/2 page portrait

W 105 mm x H 268 mm
(+ 4 mm trim on each side)



Cover page C2/C3/C4

W 210 mm x H 268 mm
(+ 4 mm trim on each side)
in type area W 182 mm x H 220 mm



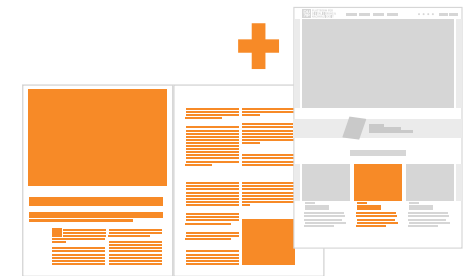
Opening Spread

W 420 mm x H 536 mm
(+ 4 mm trim on each side)
in type area W 364 mm x H 440 mm



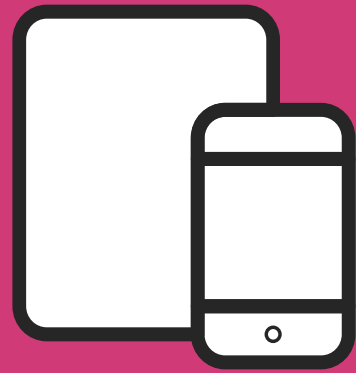
Advertorial

W 105 mm x H 268 mm
(+ 4 mm trim on each side)
in type area W 91 mm x H 220 mm



Cross-media package

Advertorial in magazine
plus extension on DUP-magazin.de



**DUP
ONLINE**

DISPLAY & NATIVE ADVERTISING

Online formats on DUP-magazin.de

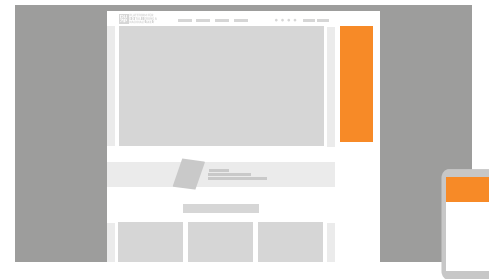
Mobile first: More than 50 percent of our users view the content on our site on their mobile devices. For all advertising media marked by a smartphone, we recommend to deliver a mobile format to ensure an optimal display on all devices.



Superbanner

728 x 90 px static/animated

P1: 2,600 € | P2: 1,200 €



Skyscraper

120 x 600 px static/animated

2,400 €



Wallpaper

1.220 x 90 px + 120 x 600 px

2,900 €



Billboard

970 x 250 px static/animated

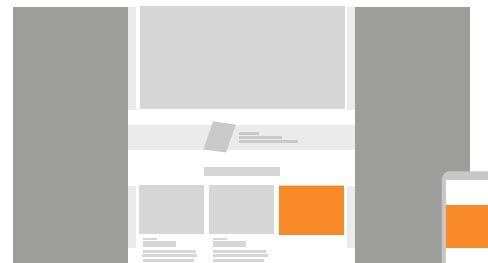
P1: 2,600 € | P2: 1,400 €



Parallax Banner

1440 x 500 px innovative inline format

3,100 €



Content ad/medium rectangle

300 x 250 px static/animated

P1: 2,200 € | P2: 1,400 €



Text ad (native)

Image: 450 x 410 px, text max. 250 characters

P1: 2,400 € | P2: 1,600 €

**ONLINE
SPECIFICATIONS**

Download here!

NEWSLETTER ADVERTISING

Online formats in DUP-Newsletter

Our DUP Newsletter is sent out weekly to 183,740 subscribers. In addition to the content ad/medium rectangle native integrations are possible, e.g. a short news. The standalone newsletter is suitable for the communication of big news, event invitations, sending webinars & whitepapers, lead campaigns etc.



Medium rectangle

300 x 250 px static/animated

File type: jpg/png

Max. data size: 200 kb

Resolution: 72 dpi

Position 1

3,200 €

Position 2

2,560 €

Position 3

1,920 €



Text ad with a picture

750 x 422 px static/not animated

File type: jpg/png

Max. data size: 200 kb

Resolution: 72 dpi

Position 1

3,200 €

Position 2

2,560 €

Position 3

1,920 €



Standalone

File type: jpg/png

Max. data size: 200 kb

Resolution: 72 dpi

TCP 135 €

SPONSORED POST

Your content via our channels

Investors, managers, team leaders, founders:
tailored marketing of your content to the
DUP media target group.

Our sponsored post includes:

- A dedicated web page for **your article** and content
- Teaser on **landing page** and in **newsletter** and on our **social media** channels
- **Consultation** by content experts

Price on request

Your article



Teaser on the landing page of DUP-magazin.de



+ Teaser Newsletter



183.740
subscribers

+ Teaser Social Media



 overall
2,000 Follower

CONTENT HUB & BRAND HUB

Our hubs on **DUP-magazin.de** offer advice on and support for medium-sized businesses: entrepreneurs, consultants, self-employed workers and politicians report daily about trends and success stories.

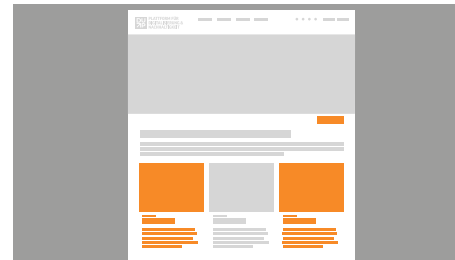
Multimedia-based, tailor-made and interactive:

Present your expertise/your solution using **native**,

SEO-optimized solutions or classic display advertising.

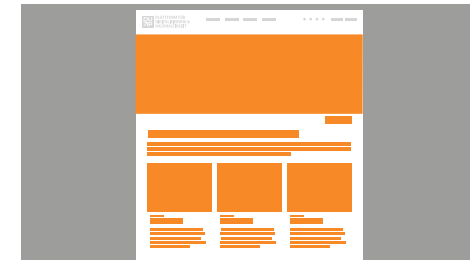
Design your contributions performance-oriented (e.g. via lead forms), place content (also webinars, whitepapers or downloads) or influence the success of your brand/your products via campaigns.

Content hub



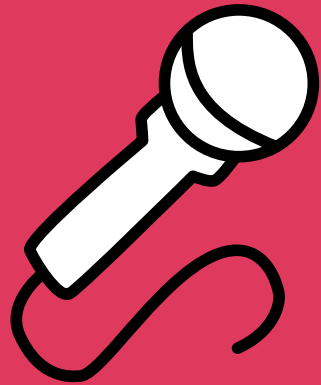
As a partner of a **content hub** (e.g. FinTech or AI) we integrate your logo prominent in the logo bar right under the key visual. You also get the opportunity to publish two **sponsored posts**. Feel free to contact us!

Brand hub



Show your expertise and your content with your own **brand hub** and its comprehensive promotion on our channels. Position yourself as thought leader to a concrete topic. The contents and the individual concept are created in cooperation with our editorial office.

Price on request



**DUP
LIVE**

DUP LIVE



DUP DIGITAL BUSINESS TALK

Whether Federal Minister of Health Jens Spahn, tech investor Frank Thelen, FDP politician Nicola Beer or the former Formula 1 World Champion Nico Rosberg: They have all been guests at the DUP Digital Business Talk. In our digital talk show, top experts from politics, business and science exchange views several times a week on current topics that concern entrepreneurs – from tech trends and new work to sustainability, investment and liquidity. With our live video interviews, we generate content that is distributed via the DUP media channels digitally and in print. This allows us to reach a large number of readers. Take a look at [DUP-magazin.de/business-talks](https://dub-magazin.de/business-talks) to get an impression of the media coverage.



DUP DIGITAL WEEK

A week full to the brim with information: DUP Digital Weeks provide inspiration, expertise and opinions via livestream. High-profile star guests, market participants and politicians share their wealth of experience in keynote speeches, panel discussions, live interviews or deep dives. The coverage takes place in the DUP media channels digitally and in print. From mobility to sustainability and investments – the topics are wide-ranging. Contact us to find out what the participation might look like for you. Take a look at [DUP-magazin.de/DUP-digital-week](https://dub-magazin.de/DUP-digital-week) to get an impression of the media coverage.



Cornelia Poletto



Frank Thelen



Jens Spahn



Dorothee Bär



Martin Kind



Nico Rosberg

DUP LIVE



DUP DIGITAL THINK TANK

Cross-media, interactive and topic-specific – the day-long event from our DUP Digital Think Tank series. High-caliber keynote speakers, master classes, panel discussions and networking formats such as lunch and dinner create a pleasant atmosphere for sharing ideas and networking. Position your brand, e.g. through partnering or hosting.



Your own event?

Need support managing invitations or developing a personalized concept? Our event specialists are happy to help – so feel free to contact us.

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