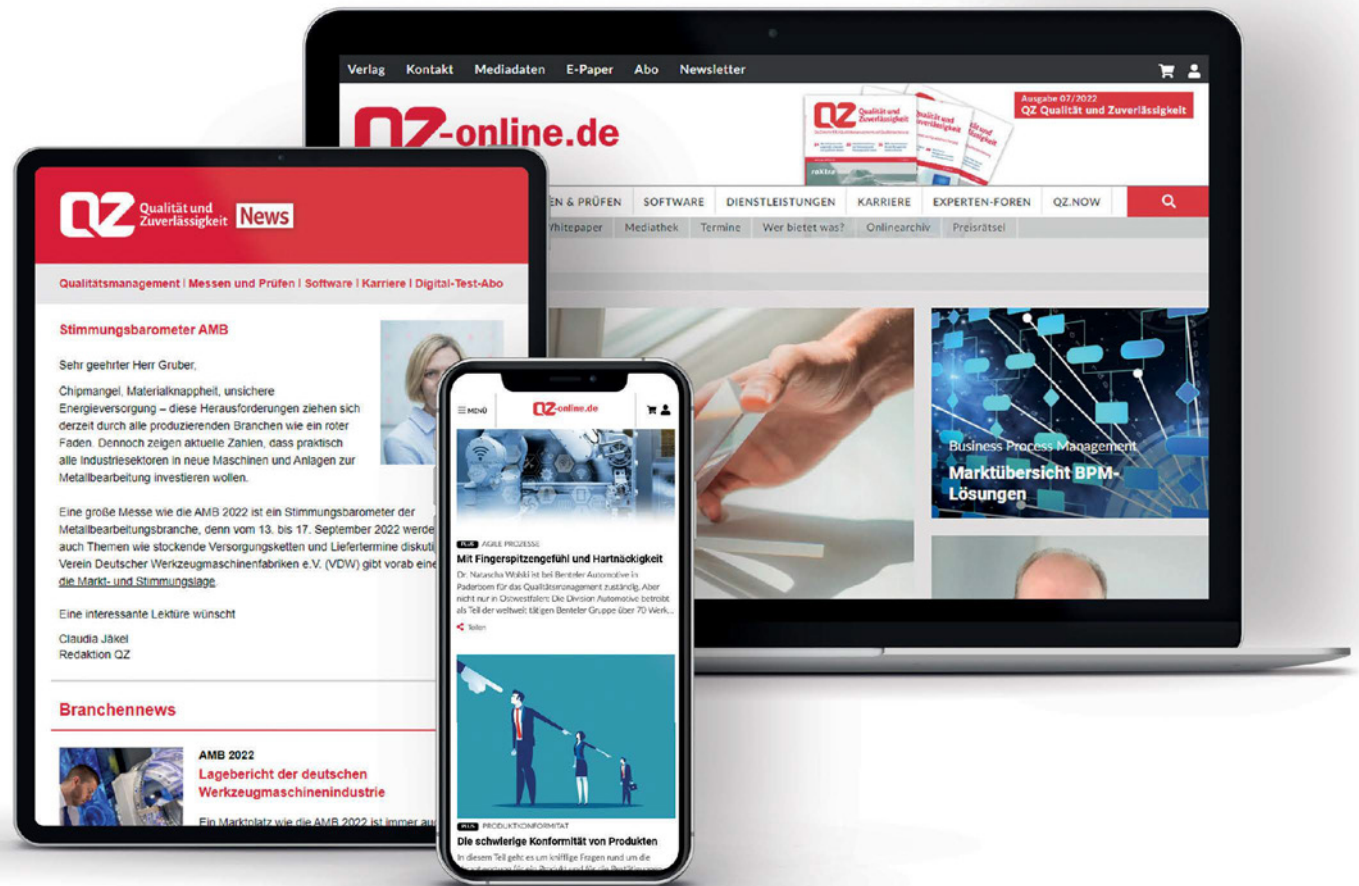


Mediakit 2023

Print & Digital



www.qz-online.de

HANSE

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Title	QZ Qualität und Zuverlässigkeit		Organ	Deutsche Gesellschaft für Qualität e.V. (DGQ)
Characteristics	QZ is the premier specialist journal on the subject of Quality Management and Quality Assurance. It provides practice-based information across all branches of industry for quality experts on subjects such as quality systems and methods, applicable standards, product liability, CAQ software, measurement and testing technology and the latest trends and career opportunities. As a subscription magazine with the most paid circulation in the competitive environment, QZ reaches an exclusive readership positioned within the middle to top management sector. Providing practically-oriented technical articles and product reports, QZ helps keep readers abreast of the latest trends and developments. With varied and interesting reports, interviews and comments, QZ provides valuable orientation in the professional environment.		Publisher	Carl Hanser Verlag GmbH & Co. KG Postal address: P.O. Box 860420, 81631 München Home address: Kolbergerstr. 22, 81679 München Tel.: +49 89 99830-0 · Fax: +49 89 984809 www.hanser.de · info@hanser.de
Publication frequency	monthly: 12 x yearly		Mediasales	Hüller & Roloff Medienservice (Mediasales) Tel.: +49 7151 92222-0 lutz.roloff.extern@hanser.de Miriam Weihe (Ad Management) Tel.: +49 89 99830-216 miriam.weihe@hanser.de
Magazine size	DIN A4		Editorial office	Wolfgang Kräußlich (Editor-in-Chief) Tel.: +49 89 99830-607 qz@hanser.de Dipl.-Soz. Thomas Funck (Editor) Tel.: +49 89 99830-610 thomas.funck@hanser.de Claudia Jäkel (Editor) Tel.: +49 89 99830-656 claudia.jaekel@hanser.de
Edition	68th edition in 2023			
Prices	Combined annual subscription	€ 276.90		
	Retail price	€ 22.40		
	(Prices incl. VAT and plus shipping costs)			

Circulation analysis

Printed circulation	12,303*
E-Paper spread	2,325*
Actual circulation	14,628*
Paid circulation	10,685*
other countries	407*
+ E-Paper (multi access)	36,631**
Distributed circulation total	51,259

Total distribution

Your ad will be digitally extended in the e-paper edition!



Member of the German Audit Bureau of Circulation (IVW)

*IVW: Copies per issue on average for the period 01.07.21 to 30.06.22

**Internal information: charged e-paper accesses (especially company licences, average 2022)

Volume analysis 2022

Overall	744 pages = 100 %
Editorial section	624 pages = 84 %
Advertisement section of which:	119 pages = 16 %
Publishers ads	46 pages = 6 %
Where to buy	35 pages = 5 %
Bound inserts	–
Loose inserts	4 pieces

Content analysis of the editorial section 2022

Overall	784 pages = 100 %
Opinion/Career	108 pages = 14 %
Quality Management/Methods/Systems	156 pages = 20 %
Quality Assurance/Software/ Measurement+Testing	268 pages = 34 %
News/Events/DGQ/Dates	199 pages = 25 %
Editorial, Contents, Index, Imprint	53 pages = 7 %



Focus on manufacturing and the service sector*

Manufacturing sector

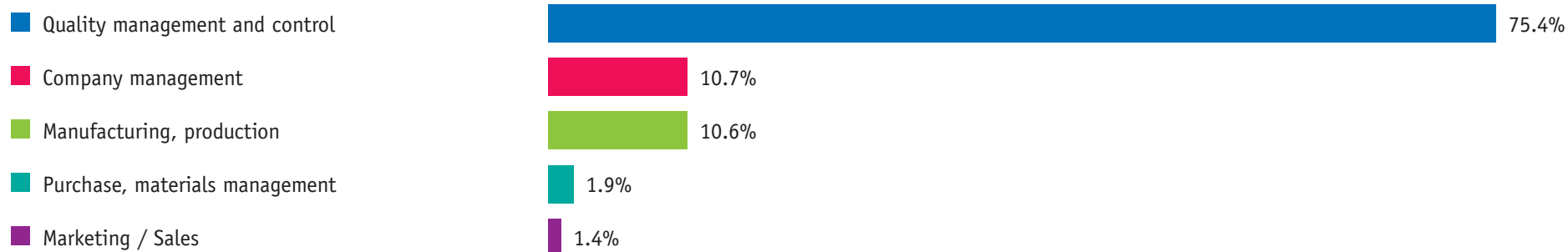


Other sectors



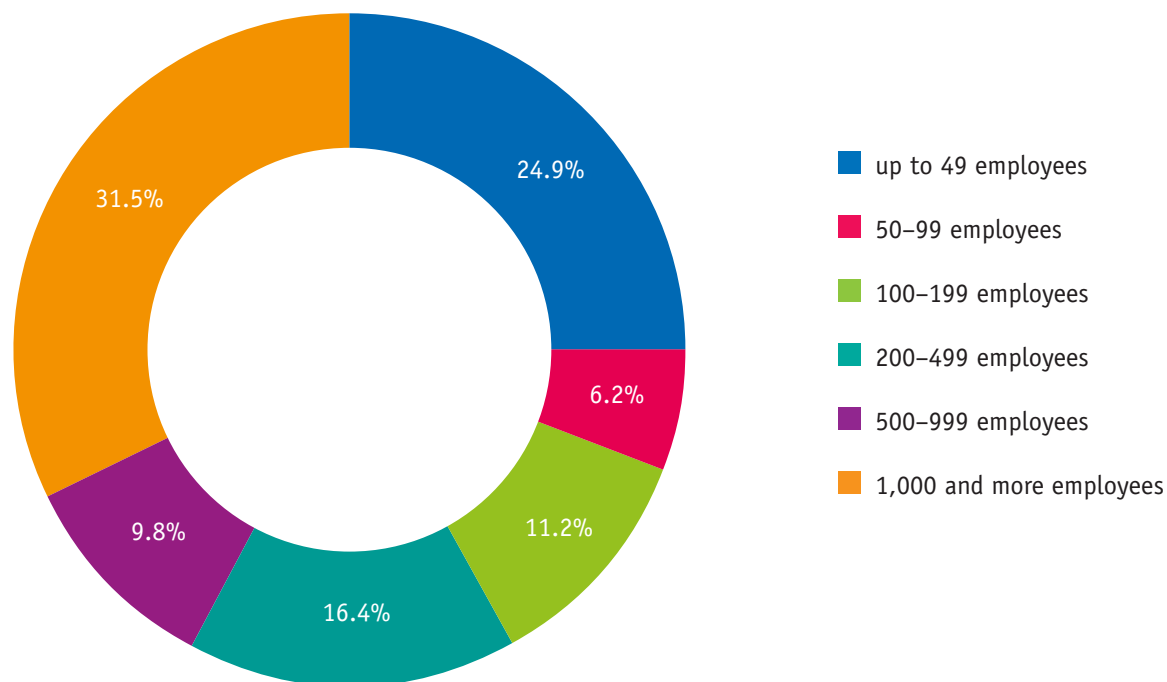
* Annual average of print editions (01.07.21 to 30.06.22); survey method: file evaluation

All relevant departments read QZ*



* Annual average of print editions (01.07.21 to 30.06.22);
survey method: file evaluation

QZ is read in companies of all sizes*



Summary of the survey methodology:

1. Method: Dissemination analysis through file evaluation
2. Population: DCP 14,628 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: September 2022
6. Execution of the study: Publisher

Continuous topics and columns in every issue of QZ

- General** news, events, expert voices, trends, studies, book reviews
- Career / Soft Skills** career advice, qualification and personal development, know-how quizzes, labor law
- Quality management** conventional and innovative quality management tools (FMEA, Six Sigma, CIP, value stream analysis, KPI and many more), relevant quality standards, law
- Software** computer aided quality assurance (CAQ), manufacturing execution systems (MES), business process management (BPM), compliance management systems (CMS)
- Metrology & Testing** production measurement for quality assurance; non-contact optical and tactile measurement and testing techniques, industrial image processing/machine vision, destructive/non-destructive testing methods, mechanical measurement and testing equipment

Issue	Dates	Topics	Focus	Trade Fairs/Events
1 January	BC: 01.12.2022 PD: 09.01.2023	Quality management/Quality Assurance integrated management systems, audits, Catena-X Software CAQ, MES, BPM, CMS Metrology and Testing dimensional metrology, coordinate metrology, shape and surface measurement	Quality in Healthcare	
2 February	BC: 04.01.2023 PD: 03.02.2023	Quality management/Quality Assurance corporate sustainability management, process management, supply chains management Software CAQ, MES, BPM, CMS Metrology & Testing industrial image processing (machine vision, embedded vision, deep learning, AI, camera systems, software)	Industrial image processing and AI	
3 March	BC: 31.01.2023 PD: 01.03.2023	Quality management/Quality Assurance process management, knowledge management, Six Sigma Software MES-Software Metrology & Testing production metrology	Market overview MES-Software	
4 April	BC: 24.02.2023 PD: 27.03.2023	Quality management/Quality Assurance remote audits, certification, agile Six Sigma, Software CAQ, MES, BPM, CMS Metrology & Testing optical inspection, computed tomography	Quality assurance in electronics	Hannover Messe Hannover 17.-21.04.2023
5 May	BC: 28.03.2023 PD: 28.04.2023	Quality management/Quality Assurance information security, cybersecurity, AI, data protection, compliance Software CAQ, MES, BPM, CMS Metrology & Testing Focus CONTROL 2023	CONTROL EXHIBITION ISSUE Market overview CAQ-Software	CONTROL Stuttgart 09.-12.05.2023 SENSOR+TEST , Nuremberg 09.-11.05.2023
6 June	BC: 05.05.2023 PD: 08.06.2023	Quality management/Quality Assurance excellence model, CIP, agile organisation Software CAQ, MES, BPM, CMS Metrology & Testing dimensional metrology, coordinate metrology, shape and surface measurement	Quality in additive manufacturing	

Issue	Dates	Topics	Focus	Trade Fairs/Events
7 July	BC: 05.06.2023 PD: 06.07.2023	Quality management/Quality Assurance CIP, business excellence, process management, complaint management, documentation Software CAQ, MES, BPM, CMS Metrology & Testing non-destructive testing methods, computed tomography	Market overview BPM-Software	
8 August	BC: 05.07.2023 PD: 03.08.2023	Quality management/Quality Assurance risk management, internal/external audits Focus on certification and training (TISAX, IATF 16949, VDA regulations, training courses, sustainability professional) Software CAQ, MES, BPM, CMS Metrology & Testing optical metrology and testing, shape and surface measurement	Certification and further education	
9 September	BC: 01.08.2023 PD: 01.09.2023	Quality management/Quality Assurance product reliability, product conformity, compliance Software CAQ, MES, BPM, CMS Metrology & Testing production metrology	Production metrology in the metalworking industry Quality in the automotive industry	IAA Munich Munich 05.–10.09.2023 EMO Hannover Hannover 18.–23.09.2023
10 October	BC: 28.08.2023 PD: 26.09.2023	Quality management/Quality Assurance sustainability management, data mining, lean six sigma Software CAQ, MES, BPM, CMS Metrology & Testing industrial image processing (machine vision, embedded vision, deep learning, AI, camera systems, software)	Industrial image processing and AI	
11 November	BC: 29.09.2023 PD: 02.11.2023	Quality management/Quality Assurance digitization/industry 4.0, information security and cyber security, data protection and compliance Software CAQ, MES, BPM, CMS Metrology & Testing dimensional metrology, coordinate metrology, shape and surface measurement, optical metrology and testing, shape, surface and materials testing	Market overview CMS-Software	
12 December	BC: 06.11.2023 PD: 05.12.2023	Career/Soft job change, application Quality management/Quality Assurance integrated management systems, occupational safety, health management, environmental management Software CAQ, MES, BPM, CMS Metrology & Testing dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement	Certification and further education	

Format	Type Area width x height mm	Trim/Bleed Ads width x height mm	Price
Front cover	210 x 160 + 3 mm bleed only right	–	Fix € 8,085.--
2nd/3rd Cover page	–	210 x 297	€ 7,035.--
4th Cover page	–	210 x 297	€ 8,190.--
1/1 page	175 x 250	210 x 297	€ 6,890.--
Junior page	122 x 175	137 x 197	€ 4,095.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 3,780.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 2,940.--
1/4 page	85 x 122 40 x 250 175 x 58	101 x 145 55 x 297 210 x 85	€ 2,205.--
1/8 page	85 x 58 175 x 28 40 x 122	–	€ 1,525.--

Placement premium

Cover page issue 5/2022 for Control (not discountable)	25 %
Binding placement	10 %

Colour impact

Special colours on request

Premium special formats

Special formats (on request)	10 %
For ads across binding and bleed ads (Bleed: 3 mm head trim; 3 mm per edge)	10 %

Discounts

In case of acceptance within an insertion year (within 12 months)

Frequency discounts

3 times	6 times	9 times
5%	10%	15%

Volume discounts

3 pages	6 pages	9 pages
10%	15%	20%

Terms of payment

General term of payment 30 days after date of invoice net.
2% discount for payment within 8 days after date of invoice.
Place of payment: Munich

Postbank München
Acct. no. 77 97 46 800
Bank code 700 100 80
IBAN: DE71 7001 0080 0779 7468 00
Swift Code: PBNKDEFF
Vat. no.: DE 129 735 021

The prices do not include the legal value added tax.

Formats

1/1 page



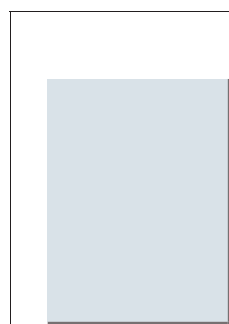
Type area:

175 x 250

Trim size:*

210 x 297

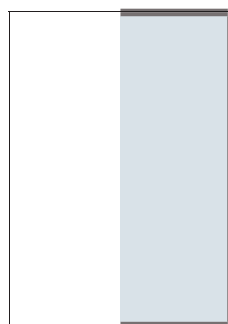
Junior page



122 x 175

137 x 197

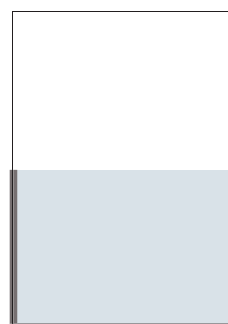
1/2 page, upright



85 x 250

101 x 297

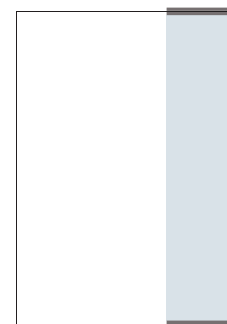
1/2 page, broad



175 x 122

210 x 145

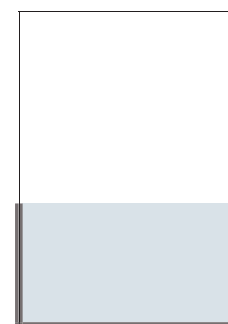
1/3 page, upright



55 x 250

70 x 297

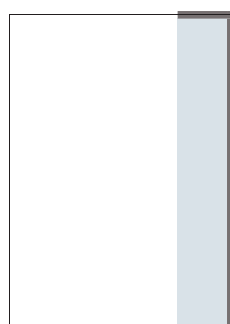
1/3 page, broad



175 x 80

210 x 105

1/4 page, upright



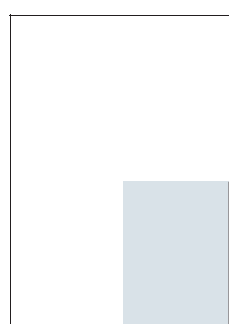
Type area:

40 x 250

Trim size:*

55 x 297

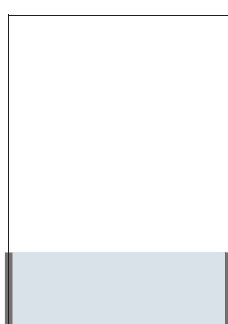
1/4 page, 2 column



85 x 122

101 x 145

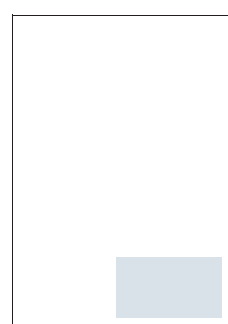
1/4 page, broad



175 x 58

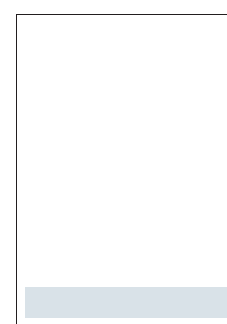
210 x 85

1/8 page, 2 column



85 x 58

1/8 page, broad



175 x 28

***All trim size ads
require 3 mm trim
allowance on every
side.**

Magazine format	DIN A4; 210 x 297 mm (width x height)
Type area	175 x 250 mm ((width x height) 2 columns à 85 mm width or 3 columns à 55 mm width or 4 columns à 40 mm width
Printing and binding	Offset printing, adhesive binding
Data formats	Preferred file format: High-end PDF – PDF/X4 or PDF/X5; with embedded fonts, images, etc. For advertisements with bleed, please allow 3 mm bleed on each side.
Colour	Print to ISO 12647–2 PS0; ISOcoated_V2; Fogra39L Special colour (z.B. HKS, Pantone) possible on request. Please observe the print growth rates specified in ISO12647–2 for image printing paper.
Data archiving	All print documents will be kept for a maximum of 3 months after order processing..

Warranty

The service providers working for us can only process what is stored in the files supplied. In case of delivery of incomplete, faulty or deviating data, we assume no liability for the print result, e.g. colours, illustrations, texts, fonts.

Contact

Miriam Weihe
Ad Management
Tel.: +49 89 99830–216
miriam.weihe@hanser.de

Delivery address

media@hanser.de

Including naming of customer, object description
issue no./year

Advertorials – the perfect addition to your advertisement

You want to describe your products in detail? You want to practically present your product/company benefits and advantages?

Then an Advertorial is the most appropriate form of advertisement for you.



Advertorial 1/1 page in 4c

Max. 3,300 characters + two images respectively (300 dpi)
Price € 6,890.--

Advertorial 1/2 page in 4c

Max. 2,000 characters + two images respectively (300 dpi)
Price € 3,780.--

You determine the contents, scope and time of publication

Your
Advertorial

We ensure a high-quality and appealing design
within the framework of press law



Web address

www.qz-online.de

Brief characteristics

QZ-online.de is the comprehensive portal for quality management of the leading trade journal QZ Qualität und Zuverlässigkeit. It presents a multimedia and interactive offer of technical and product information as well as industry news:

- Sophisticated technical information from the entire spectrum of quality management topics
- Technical books
- Forum
- Company directory – Company and product database
- Current news & dates as well as technical whitepaper
- Career news and job market

Target group

The portal is aimed at quality managers, quality representatives and decision makers in industrial and service companies as well as scientists and students of this field.



The usage data and recipient numbers are constantly changing.
Request the current numbers:
miriam.weihe@hanser.de



Banner format	Placement (max. 2 rotations possible)	Size in pixels (w x h)	Price / 4 Weeks in a row
Medium Rectangle	In the content, position 6, 8, or 10	300 x 250	€ 1,120.--
Vertical Rectangle	In the content, position 6, 8, or 10	300 x 400	€ 1,220.--
Full Banner	In the content, position 5, 7, or 9	468 x 60	€ 1,370.--
Leaderboard	Exterior, position 1 or in the content, position 2 or 16	728 x 90	€ 1,470.--
Billboard (expandable)	In the content, position 2	970 x 250 970 x 250 -> 400	€ 1,510.-- (+ € 50.-- expandable)
Wide Skyscraper*	Exterior, position 3a, 3b, 4a, or 4b	160 x 600	€ 1,220.--
Sidekick Ad*	expandable Wide Skyscraper	160 -> 400 x 600	€ 1,420.--
(Double) Sitebar	Exterior, position 3a, 3b, 4a, or 4b	(2x) 300 x 600	€ 1,250.--/€ 1,950.--
Hockey Stick	Exterior, position 1 and 4a, Background colouring as wallpaper possible	728 x 90 + 160 x 600	€ 2,950.--
Slide Channel	Hockey Stick with expandable Wide Skyscraper	728 x 90 + 160 -> 400 x 600	€ 3,010.--
Fireplace Ad	Exterior, position 1, 3a, and 4a	160 x 600 left + right and 1,040 x 90 above	€ 3,390.--
Skyline Ad	Exterior, position 3a and 4a as well as in the content, position 2	2x 160 x 600 + 970 x 250	€ 3,390.--
Welcome Ad	Central above start page (layer)	640 x 480	€ 1,720.--/14 days
Banderole Ad	Central across the whole width (layer)	1,000 x 250	€ 3,010.--



For mobile devices:
Please provide mobile ad in 6:1 (300 x 50 px) and
in 2:1, (300 x 150 px) in addition.



Note: A processing fee of 50.-- Euro applies for the delivery of
physical HTML5 advertising media (hosting on our ad webserver).

Termions of payment

General payment term 30 days after invoice date net.
2% discount for payments within 8 days of the invoice date.

Bank details

Postbank München
IBAN: DE71 7001 0080 0779 7468 00
BIC: PBNKDEFF

*Also bookable with sticky function (Skyscraper moves along the screen when the website is scrolled and always remains visible to the reader) with 25% surcharge.
All prices plus VAT, as required by law!



Banner positions on Homepage

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 4b Wide Skyscraper
(also with sticky function)

Position 5 Fullbanner

Position 6 Medium Rectangle

Position 16 Leaderboard

Native Ad Teaser 1

Native Ad Teaser 2

Native Ad Teaser 3

Vertical Rectangle

News

Airbus entwickelt mit Partnern Infrastruktur für Wasserstoff-Flieger

Methanol könnte Kraftstoff der Zukunft werden

DUH klagt vor Landgerichten gegen BMW und Mercedes

Lernen im eigenen Tempo

Banner positions on article page

Position 1 Leaderboard

Position 2 Billboard (also expanding) Leaderboard

Position 3a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 3b Wide Skyscraper

Position 4a Sidekick Ad expanding
Wide Skyscraper
Double Sitebar

Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle

Vertical Rectangle

Think Big!
Maschinenbauer platziert Messmaschine für Großteile

Seit 2021 ist die größte bis dato entwickelte und gebaute Einzeile-Messmaschine von Wundt, Westhof, im Einsatz. Platziert wurde Sie bei der FORMA Maschinenbau Zerspanungstechnologie GmbH & Co. KG, die damit ihr Leistungsportfolio in eine neue Dimension führt.

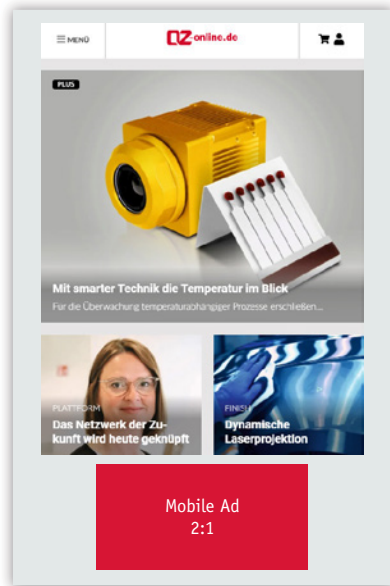
Richard Weil
2. September 2021

Groß denken, aber bitte auf's tausendstel genau. So lässt sich die Philosophie der Forma Maschinenbau Zerspanungstechnologie GmbH & Co. KG auf den (Mess)Punkt bringen. Das Unternehmen mit Sitz im münsterländischen Borken gehört zu den „Big Playern“ der Branche – und das im Wortsinn. Denn mit Fertigungskapazitäten für Werkstücke bis 24 Meter Länge, 5 Meter Höhe und 160 Tonnen Gewicht sprengt man deutlich die üblichen Leistar-Grenzen.

„Nun ja, wir sind nicht unbedingt die Caragen-Firma“, klingt das dann bescheiden aus dem Mund von Senior-Firmenchef Norbert Gmü. Daneben ist der FORMA gemeinsam mit seinem Sohn Tobias leitet.



Mobile Ad



Fireplace Ad



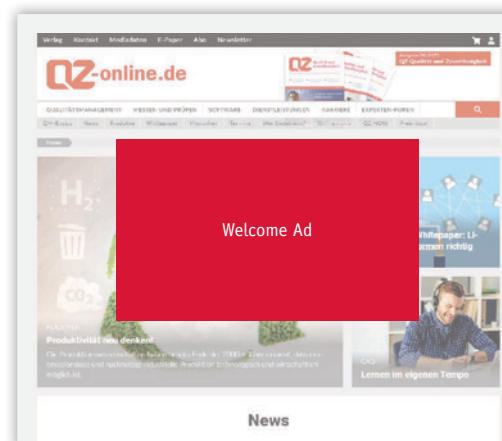
Hockey Stick



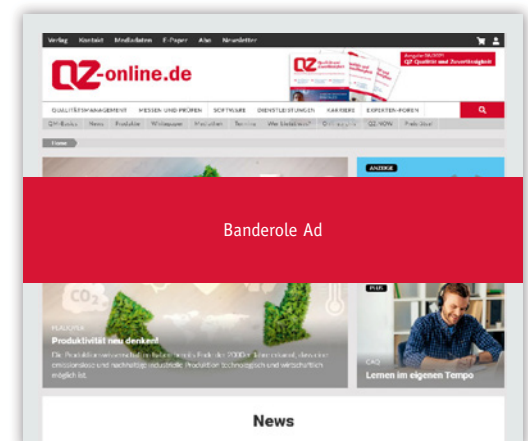
Skyline Ad



Welcome Ad



Banderole Ad





Delivery address Please send the advertising material for your campaign to:
media@hanser.de

Delivery 5 days before campaign start

File formats JPG, PNG, GIF or HTML5*

Data volume 150 KB max. per creative, for Mobile Ads 80 KB max.
Example Hockey Stick: Leaderboard 150 KB +
Wide Skyscraper 150 KB = total 300 KB

Meta-information We require the necessary meta-information upon delivery

- Customer name
- Campaign time frame
- Advertising format
- Contact for inquiries
- Click-URL

For the technical specifications, please refer to our Media-center on; **www.hanser-mediacyenter.de/guidelines-und-technische-spezifikationen**

***Note:** A processing fee of 50.-- Euro applies for the delivery of physical HTML5 advertising media (hosting on our ad webserver).

Reporting

At the end of the campaign, you will receive a detailed statistical evaluation, which will provide you with exact information about the success of your marketing activities.

Usage data

The usage data of **www.qz-online.de** and the number of recipients of the newsletter are constantly changing. Therefore, ask for current figures: **miriam.weihe@hanser.de**

Data transfer

media@hanser.de

Including naming of the customer, object designation, and runtime



Controlling of online communication

Product highlight package:

Product
news



Push
banner



Push
newsletter
ad

Volume

Product news

Image min. width 1,000 pixels at 4:3 ratio
as jpg, gif or png
Title max. 60 characters*
Teaser max. 160 characters*
Copy text max. 2.500 characters*
Link (URL) for further information

Push banner

Vertical rectangle or wide skyscraper
The creative should consist of image and text taken from
the product article

Push newsletter ad

According to teaser on the website

Runtime

Product news on website » 12 months
Highlighted product news » 1 month
Product highlight push banner » 4 weeks
Newsletter ad for product highlight » 1 week

Price

€ 1,170.--

*including spaces

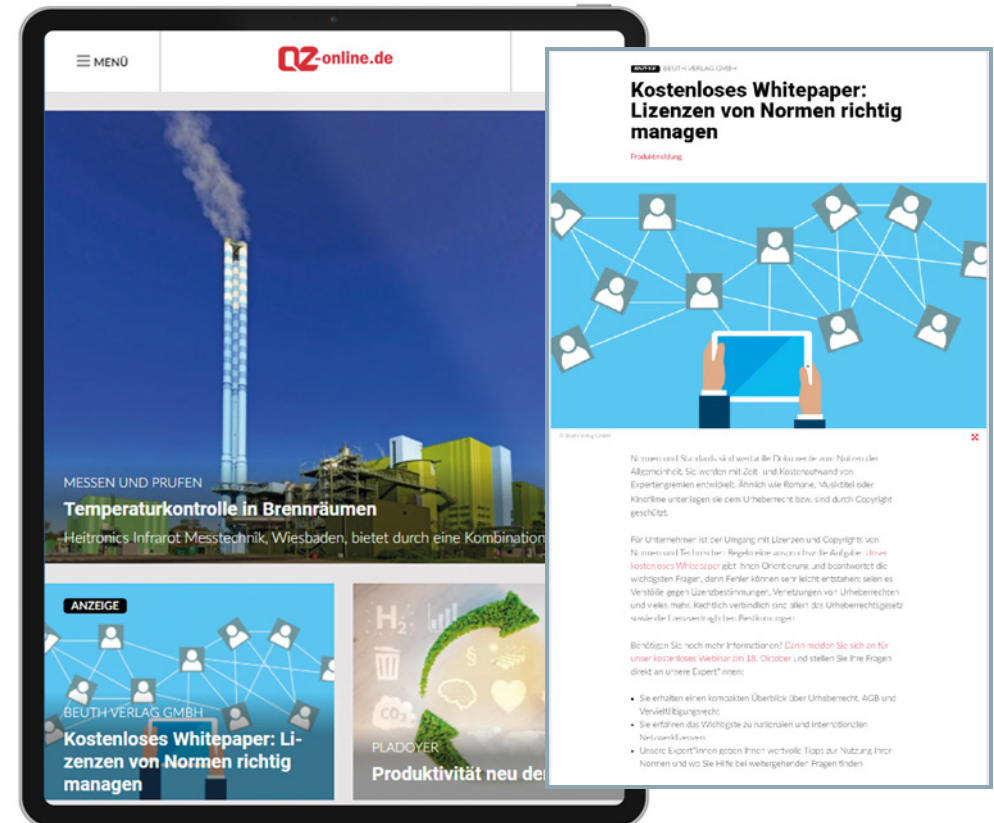




Native Ad Communication in Pole Position!

Service	• Placement on home page • SEO: keyword tagging according to our product keyword list • Displayed in various channels and as related content across the website
Content	• Linked to your company entry • 1 image min. width 1,000 pixels as jpg, gif or png • Title max. 60 characters* • Teaser max. 160 characters* • Copy text max. 2,500 characters* • Link (URL) for further information • Optional: 1 PDF download • Optional: 1 video (surcharge) • Optional: 1 image gallery containing 5 images (surcharge)
Runtime	Native Ad » 12 months Teaser space on homepage » 1 month
Price	€ 970.-- plus VAT

*including spaces



Advertising benefit	• More space available than in display formats • Increased brand awareness thanks to specialist content • High credibility due to positive spillover effects of the neutral and high-quality editorial environment • Sustained presence in the target group focus • Content marketing has high user acceptance when clearly labeled as an advertisement
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Whitepaper Qualified Lead Generation

Place yourself with your customers / our readers with high-quality information. With your application/problem-solving reports on **www.qz-online.de**, you can explain products, processes or technical contexts to your customers, keep them informed and convince readers. Position yourself as an expert in your field and increase your name recognition.

We provide the leads.

Our readers leave contact data when downloading the whitepaper. This data will be made available to you. Inspire decision-makers from your business customer environment and make new contacts!

Convince your target group with a whitepaper and present yourself as a competent solution provider in your field of activity.

Service

- Generate qualified leads by registering and downloading your whitepaper
- Wide Skyscraper on all pages with link to your whitepaper
- Promotion of your whitepaper in the newsletter **QZ News**

Runtime

Whitepaper » 6 months
Push banner for Whitepaper » 4 weeks
Push newsletter ad for Whitepaper » 1 week

Price

€ 1,970.--

All rates are subject to Value Added Tax

The screenshot shows the homepage of QZ-online.de. The navigation bar includes links for Verlag, Kontakt, Mediadaten, E-Paper, Abo, and Newsletter. The main content area features a large banner for a whitepaper titled "Statistische Prozesskontrolle auf einen B(K)lick in Minitab" by ADDITIVE SOFT- UND HARDWARE FÜR TECHNIK U. WISSENSCHAFT GMBH. The banner includes the Minitab and ADDITIVE logos. Below the banner, there is a section titled "Das perfekte (Capability) Sixpack" which describes the Capabilities Sixpack analysis in Minitab. The text mentions that the analysis provides information on the following points:

- Verifizierung der angenommenen Verteilung
- Sicherstellung der Prozessstabilität
- Schätzung der Gesamtprozessfähigkeit (Pp, Ppk) und für normalverteilte Daten zusätzlich die potenzielle Prozessfähigkeit (Cp, Cpk)

The text concludes by stating that the analysis supports tasks and explains the four small steps for correct execution, with further details in the whitepaper.



With a premium entry in our company database ›Who offers what?‹ you present your company prominently in your target group.

Company presentation	Detailed company profile with logo, photos, video
From the article to premium entry and back	All editorial print and online articles about your company – from technical articles and news to product announcements and events – are linked to your premium entry. In this way, users find your company via the content or vice versa.
Direct contact	Company address, website and e-mail address as well as, if desired, additional personal contact data for departments and/or employees make it easier for the user to contact the company.
Runtime	12 months (It renews for 1 year at a time unless cancelled 4 weeks prior to expiration)
Invoicing	annually in advance
Price	€ 560.-- per year

All rates are subject to Value Added Tax

The screenshot displays the premium company entry for ConSense GmbH on the QZ-online.de website. The header includes navigation links for Verlag, Kontakt, Mediadaten, E-Paper, Abo, and Newsletter. The main navigation bar lists various categories: QUALITÄTSMANAGEMENT, MESSEN UND PRÜFEN, SOFTWARE, DIENSTLEISTUNGEN, KARRIERE, and EXPERTEN-FOREN. Below this, a search bar and additional links like QM-Basics, News, Produkte, Whitepaper, Mediathek, Termine, Wer bietet was?, Onlinearchiv, QZ-NOW, and Preisträger are visible.

The company profile for ConSense GmbH is prominently displayed, featuring the company logo and a detailed description of their services. The text states that ConSense GmbH is a leading provider of innovative software solutions for Quality Management, Process Management, and Integrated Management Systems. It highlights their commitment to providing user-friendly, modular, and scalable solutions that support the DIN EN ISO 9001 standard and various other norms. The company's product and service portfolio is listed, including Integrated Management Systems (IMS), Quality Management (QMS), Process Management (PMS), Form Management (FORMS), Validation Management (GxP), and Data Protection Management (DSGVO).



Online retargeting campaigns

In these days of information overload it becomes increasingly difficult for your potential customers to keep your brands and offers in their minds.

With the **online retargeting campaigns** we increase your gross contacts to your potential customers and take care that they remember you distinctly through gentle advertising pressure.

The **online retargeting campaigns** will play back your advertising on **www.qz-online.de** and also everywhere on the Internet. This works because of our far branched partner network.

Which package is right for you?

Package 1	50,000 Ad Impressions	€ 2,500.--* plus VAT
Package 2	100,000 Ad Impressions	€ 4,500.--* plus VAT
Package 3	250,000 Ad Impressions	€ 7,500.--* plus VAT

It works like this:

We flag up the visitors to our portal with a cookie – as potential customers for you. Of course, in compliance with the GDPR.

We rediscover the previously flagged visitors everywhere in our far branched partner network.

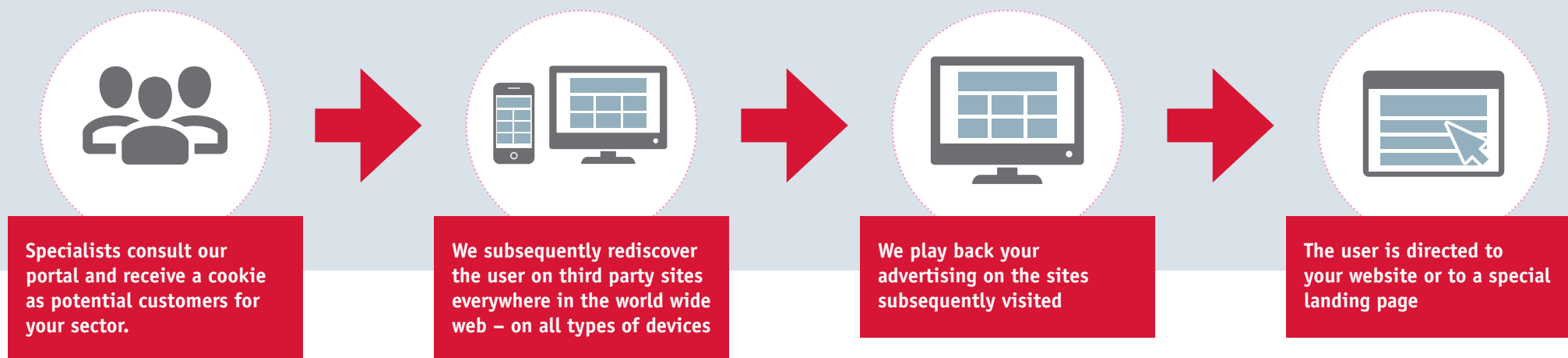
We play back to the previously flagged visitors your online advertising in all formats and in real time.

Increased reach for Your content-marketing-campaign:

Package 1	100 Reader	€ 590.-- plus VAT
Package 2	250 Reader	€ 1,325.-- plus VAT
Package 3	500 Reader	€ 2,550.-- plus VAT

*In addition to your booked online-advertising on **www.qz-online.de**

In detail



Attractive promotion in the newsletter of QZ

The weekly newsletter of the **QZ** informs about the latest trends, new and important in the world of quality management.

Place your eye-catching advertisement in the newsletter of **QZ** to reach your target group.

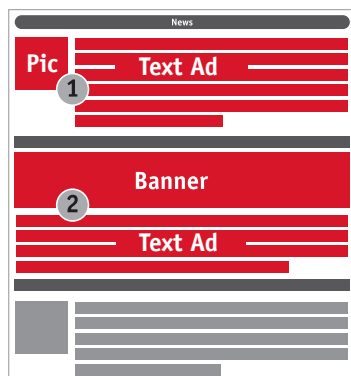
Publication frequency

weekly on friday

Advertising formats and rates

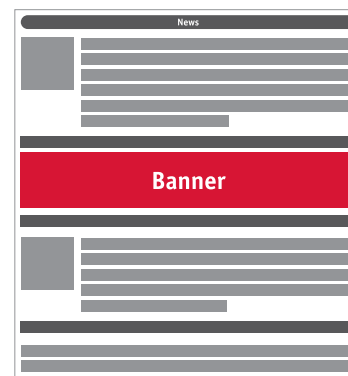
1 Picture / 2 Banner + Text Ad € 730.--*

Picture (150 x 150 pixels) or
Banner (560 x 100 pixels) incl. link plus Text
(Headline + max. 300 characters of text)



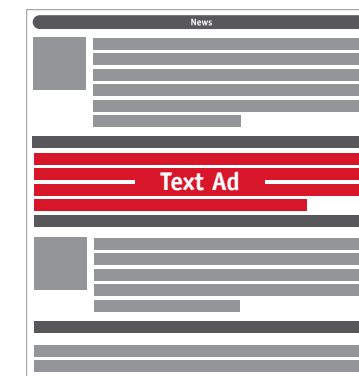
Banner € 585,--*

Banner (560 x 100 pixels)
incl. link



Text Ad € 585,--*

Headline + max. 300 characters of text
incl. link



*Rates per shipment. All prices plus VAT, as required by law!

Standalone-Newsletter – the exclusive advertising

With the Standalone-Newsletter, we offer an advertising medium tailored specifically to suit your portfolio and requirements. The Standalone-Newsletter will draw the attention of the targeted group directly to your services.

Content	9 elements, which can be combined individually
Service	Creation and dispatch of your standalone newsletter to the newsletter recipients of QZ News incl. linking to your homepage
Example	1 banner, 2 product news, 1 video, 1 whitepaper, 3 news, 1 catalog and 1 company profile
Lead time	A Standalone-Newsletter can be realized by our team during 5 workdays. Please deliver the advertising material 5 work- days before date of newsletter mailing. The binding booking of your Standalone-Newsletter should be one week before mailing and has to be confirmed by the publisher.
Shipping date	on request
Price	€ 3,990.--*

*Rates per shipment. All prices plus VAT, as required by law!



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