

Mediakit 2022

Print & Digital



www.qz-online.de

HANSER

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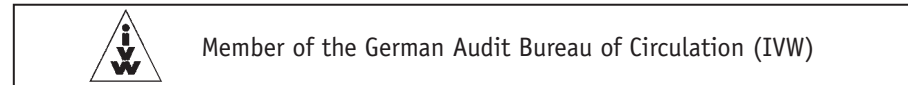
Title	QZ Qualität und Zuverlässigkeit	Organ	Deutsche Gesellschaft für Qualität e.V. (DGQ)
Characteristics	<p>QZ is the premier specialist journal on the subject of Quality Management and Quality Assurance. It provides practice-based information across all branches of industry for quality experts on subjects such as quality systems and methods, applicable standards, product liability, CAQ software, measurement and testing technology and the latest trends and career opportunities.</p> <p>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.</p>	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	Christiane Beck (Sales Manager) Tel.: +49 89 99830-213 christiane.beck@hanser.de Miriam Weihe (Ad Management) Tel.: +49 89 99830-216 miriam.weihe@hanser.de
Magazine size	DIN A4	Editorial office	Dipl.-Ing. (FH) Andrea Nowak (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
Edition	67th edition in 2022		Claudia Jäkel (Editor) Tel.: +49 89 99830-656 claudia.jaekel@hanser.de
Prices	Combined annual subscription € 264.-- Retail price € 22.40 (Prices incl. VAT and plus shipping costs)		

Circulation analysis

Distributed circulation total	57,401
Printed circulation	12,500*
Distributed (DCP)	12,288*
Paid circulation other countries	8,747*
	430*
Archive, sample and residual copies	268*
Distributed circulation e-paper	45,113**

Total distribution

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



*IVW: Copies per issue on average for the period 01.07.20 to 30.06.21

**Internal information: charged e-paper accesses (especially company licences, average 2021)

Umfangs-Analyse 2019

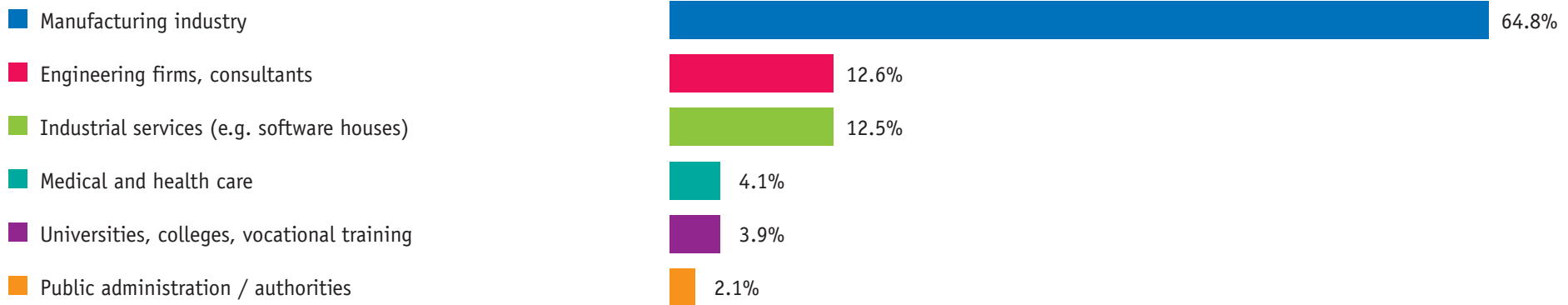
Gesamtumfang	1.048 Seiten = 100 %
Redaktionsteil	870 Seiten = 83 %
Anzeigenteil davon:	178 Seiten = 17 %
Verlagseigene Anzeigen	43 Seiten = 24,2 %
Bezugsquellen	40 Seiten = 22,5 %
Einhefter	4 Seiten = 2,2 %
Beilagen	11 Stück

Inhalts-Analyse des Redaktionsteils 2019

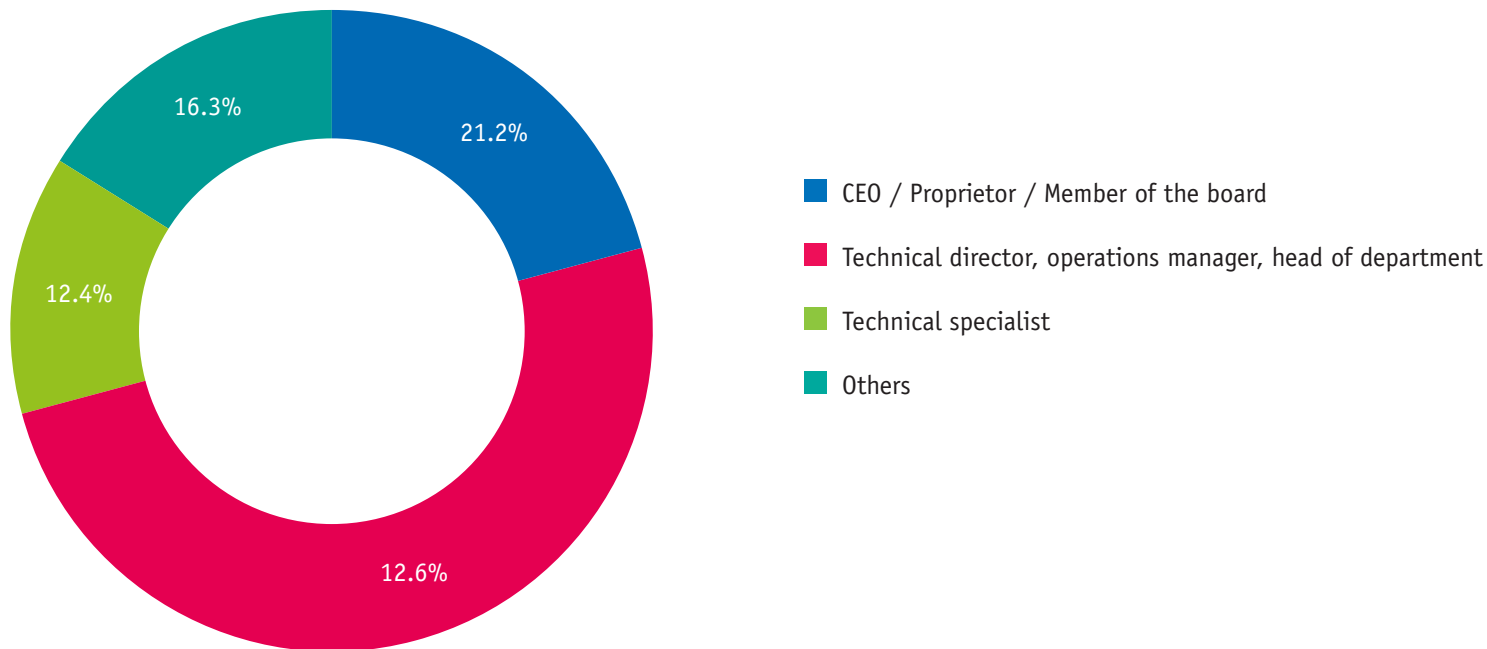
Gesamt	870 Seiten = 100 %
Forum	280 Seiten = 32 %
Qualitätsmanagement	196 Seiten = 23 %
Qualitätssicherung, Software (CAQ/MES/BPM), Messen und Prüfen	285 Seiten = 33 %
Magazin (Veranstaltungen, Termine, Rückschau, Publikationen, Sonstige)	56 Seiten = 6 %
Editorial, Inhalt, Index, Impressum	53 Seiten = 6 %



Main industry / segment*



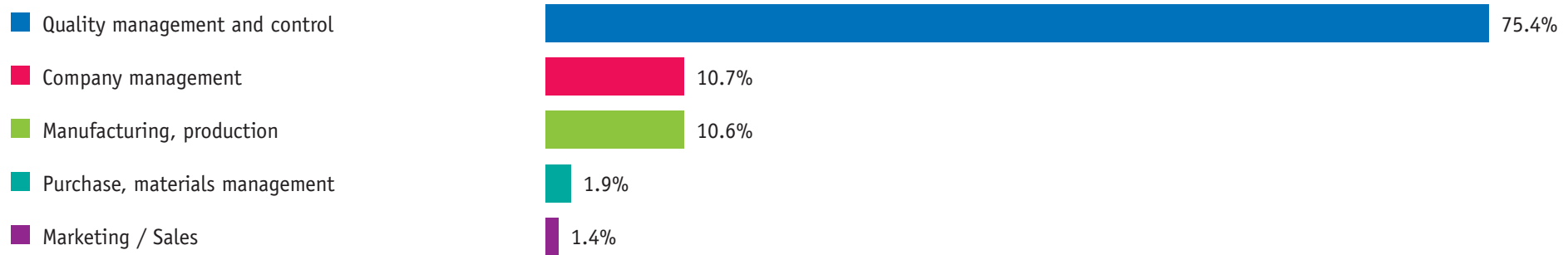
Over 70% of the readers are employed in an executive position*



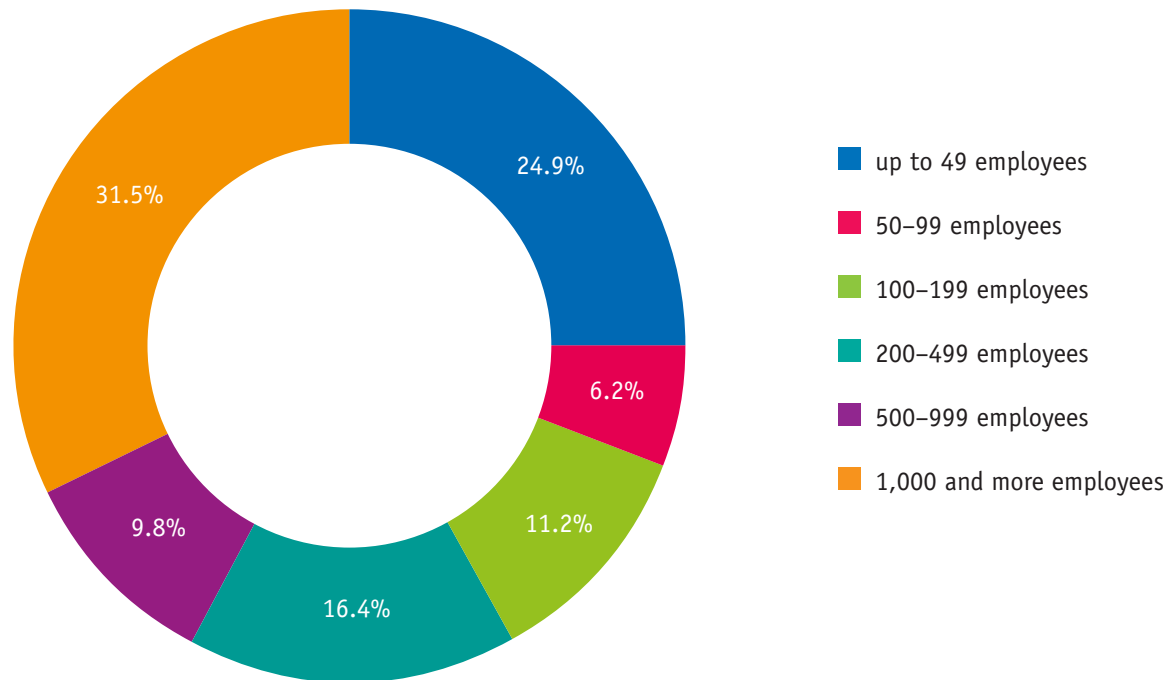
* Annual average of print editions (01.07.20 to 30.06.21); survey method: file evaluation



All relevant departments read QZ*



QZ is read in companies of all sizes*



Summary of the survey methodology:

1. Method: Dissemination analysis through file evaluation
2. Population: DCP 12,288 = 100 %
3. Sample: full census
4. The target of the investigation: deleted
5. Period of the study: July 2021
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: 30.11.2021 AC: 04.12.2021 PD: 07.01.2022	<p>Career/Soft Skills job change, job application, labor law</p> <p>Quality management integrated management system, internal/external audits and revisions</p> <p>Software CAQ, MES, BPM, CMS</p> <p>Metrology & Testing dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing</p>		
2 February	BC: 05.01.2022 AC: 10.01.2022 PD: 04.02.2022	<p>Career/Soft Skills teambuilding, labor law</p> <p>Quality management corporate sustainability management, process management, supply chains management</p> <p>Software CAQ, MES, BPM, CMS</p> <p>Metrology & Testing industrial image processing/machine vision, optical inspection</p>	<p>industrial image processing</p> <ul style="list-style-type: none"> Machine Vision Vision Processing (Embedded Vision, IPC, GPU) BV-Software Deep Learning KI camera systems, 3D-Sensoren 	
3 March	BC: 02.02.2022 AC: 06.02.2022 PD: 03.03.2022	<p>Career/Soft Skills stressmanagement, labor law</p> <p>Quality management internal/external audits and revisions, compliance, controlling</p> <p>Metrology & Testing dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing</p>	<p>MES-Software</p> <p>Manufacturing Execution Systems</p> <ul style="list-style-type: none"> market overview application products 	
4 April	BC: 03.03.2022 AC: 07.03.2022 PD: 01.04.2022	<p>Career/Soft Skills conflict management, labor law</p> <p>Quality management agility, innovation management, integrated management systems</p> <p>Software CAQ, MES, BPM, CMS</p> <p>Metrology & Testing dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing</p>	<p>production metrology</p> <ul style="list-style-type: none"> coordinate metrology shape and surface measurement materials testing inline measurement process monitoring measurment process 	<p>LASER, München, 26.–29.04.2022</p>
5 May	BC: 25.03.2022 AC: 29.03.2022 PD: 27.04.2022	<p>Career/Soft Skills digital competence, intercultural skills,</p> <p>Quality management digitization/industry 4.0, information security and cyber security, data protection and compliance</p> <p>Software CAQ market overview</p> <p>Metrology & Testing</p>	<p>CONTROL EXHIBITION ISSUE</p> <ul style="list-style-type: none"> industrial measurementk new products quality assurance and quality management 	<p>CONTROL, Stuttgart, 03.–06.05.2022</p> <p>SENSOR+TEST, Nürnberg, 10.–12.05.2022</p>
6 June	BC: 09.05.2022 AC: 13.05.2022 PD: 10.06.2022	<p>Career/Soft Skills corporate culture, leadership, change management</p> <p>Quality management CIP, internal/external audits and revisions, Business Excellence</p> <p>Software CAQ, MES, BPM, CMS, NEW: quality assurance via Blockchain</p> <p>Metrology & Testing product highlights of the Control Exhibition</p> <p>CONTROL FOLLOW-UP REPORT</p>	<p>CAQ-Software</p> <p>Computer Aided Quality Assurance</p> <ul style="list-style-type: none"> market overview application products 	<p>Hannover Messe, Hannover, 30.05.–02.06..2022</p> <p>METAV, Düsseldorf, 21.–24.06.2022</p>

Issue	Dates	Topics	Focus	Trade Fairs/Events
7 July	BC: 03.06.2022 AC: 10.06.2022 PD: 07.07.2022	Career/Soft Skills labor law Quality management process management, project management, knowledge management/documentation Metrology & Testing dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing	BPM-Software Business Process Management ● market overview ● application ● products	
8 August	BC: 07.07.2022 AC: 11.07.2022 PD: 05.08.2022	Career/Soft Skills interface communication, organisation development Quality management risk management, internal/external audits and revisions, controlling Software CAQ, MES, BPM, CMS Metrology & Testing dimensional metrology, coordinate metrology, optical metrology and testing, shape and surface measurement, materials testing	Certification and further education ● TISAX, IATF 16949, VDA-rules, new courses ● Agiles QM ● environmental management ● sustainability professional	
9 September	BC: 03.08.2022 AC: 07.08.2022 PD: 02.09.2022	Career/Soft Skills conflict management Quality management product safety and reliability/liability, product conformity, compliance Software CMS market overview	Quality Assurance in the Automotive Industry ● Cybersecurity for softwarebased systems ● supply chain security ● field failure analysis ● metrology and testing for the automotive industry	AMB, Stuttgart, 13.-17.09.2022
10 October	BC: 30.08.2022 AC: 03.09.2022 PD: 28.09.2022	Career/Soft Skills feedback culture, communication techniques Quality management knowledge management/documentation, internal/external audits and revisions, quality planning Software CAQ, MES, BPM, CMS	VISION EXHIBITION ISSUE industrial image processing ● Machine Vision ● Vision Processing (Embedded Vision, IPC, GPU) ● image processing and deep learning ● Artificial intelligence (AI) ● cameras, 3D-Sensoren	Motek, Stuttgart, 04.-07.10.2022 VISION, Stuttgart 04.-06.10.2022
11 November	BC: 30.09.2022 AC: 07.10.2022 PD: 02.11.2022	Career/Soft Skills digital competence Quality management digitization/industry 4.0, information security and cyber security, data protection and compliance Software CAQ, MES, BPM, CMS Metrology & Testing industrial image processing/machine vision, optical inspection, NEW: quality assurance with VR/AR	Quality Assurance in the Electronics ● Smart Factory ● optical inspection ● x-ray analysis ● roughness measurement ● clamping technology ● Waferprüfung	electronica, München, 15.-18.11.2022
12 December	BC: 03.11.2022 AC: 07.11.2022 PD: 02.12.2022	Career/Soft job change, application Quality management 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, materials testing	Certification and further education ● environmental management and sustainability ● datadriven riskmanagement ● work safty and health protection	

Direct contact:
One click in the e-paper takes the reader directly to you!

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 € 7,700.--
2nd/3rd Cover page	-	210 x 297	€ 6,700.--
4th Cover page	-	210 x 297	€ 7,800.--
1/1 page	175 x 250	210 x 297	€ 6,550.--
Junior page	122 x 175	137 x 197	€ 3,900.--
1/2 page	85 x 250 175 x 122	101 x 297 210 x 145	€ 3,600.--
1/3 page	55 x 250 175 x 80	70 x 297 210 x 105	€ 2,800.--
1/4 page	85 x 122 40 x 250 175 x 58	101 x 145 55 x 297 210 x 85	€ 2,100.--
1/8 page	85 x 58 175 x 28 40 x 122	-	€ 1,450.--

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

Colour impact Special colours on request

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

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.



More reach:
Your ad appears in print and e-paper.

Formats

	1/1 page	Junior page	1/2 page, upright	1/2 page, broad	1/3 page, upright	1/3 page, broad
Type area:	175 x 250	122 x 175	85 x 250	175 x 122	55 x 250	175 x 80
Trim size:*	210 x 297	137 x 197	101 x 297	210 x 145	70 x 297	210 x 105
	1/4 page, upright	1/4 page, 2 column	1/4 page, broad	1/8 page, 2 column	1/8 page, broad	
Type area:	40 x 250	85 x 122	175 x 58	85 x 58	175 x 28	
Trim size:*	55 x 297	101 x 145	210 x 85			

*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 PSO; 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 € 6,550.--

Advertorial 1/2 page in 4c

Max. 2,000 characters + two images respectively (300 dpi)
Price € 3,600.--

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

The online portal **www.qz-online.de**, which deals with the topics of quality management and quality assurance, provides traditional banner advertising and individual special formats that are tailored to fit your campaign.

By using the journal **QZ Qualität und Zuverlässigkeit** (Quality and Reliability) and the online portal crossmedial, you increase the range of your target audience through the timely combination of both media.

An accurate measurement of success of your banner campaign is provided by our Helios IQ ad serving system, which we will provide after your campaign has expired.



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.

HTML5

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

Terms 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 Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 16 Leaderboard

Position 5 Fullbanner

Position 6 Medium Rectangle
Vertical Rectangle

Native Ad Teaser 1
Native Ad Teaser 2
Native Ad Teaser 3

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 Wide Skyscraper
Double Sitebar
Sidekick Ad expanding

Position 4b Wide Skyscraper
(also with sticky function)

Position 6 Medium Rectangle
Vertical Rectangle

Article content: **Think Big!** Maschinenbauer platziert Messmaschine für Großteile. Seit 2021 ist die größte bis dato entwickelte und gebaute Einzelstück-Messmaschine von Wauel, Westfal, im Einsatz. Platziert wurde Sie bei der FORMA Maschinenbau Zerspanungstechnologie GmbH & Co. KG, die damit ihr Leistungsportfolio in eine neue Dimension führt.

Published: 2. September 2021



Mobile Ad

Mit smarter Technik die Temperatur im Blick
Für die Überwachung temperaturabhängiger Prozesse erschaffen...

PLATTFORM
Das Netzwerk der Zukunft wird heute geknüpft

FINNISI
Dynamische Laserprojektion

Mobile Ad
2:1

Fireplace Ad

Position 1 Leaderboard

Position 3a Wide Skyscraper

Position 4a Wide Skyscraper

Vertrag Kontakt Medieninfos E-Paper Also Newsletter

QZ-online.de

QUALITÄTSMANAGEMENT MISSEN UND PROFEN SOFTWARE DIENSTLEISTUNGEN KARRIERE EXPERTISEN-FORUM

HOME

Produktivität neu denken

Kostenloses Whitepaper: Lizenzen von Normen richtig managen

Produktivität neu denken

Lernen im eigenen Tempo

Hockey Stick

Position 1 Leaderboard

Position 4a Wide Skyscraper

Vertrag Kontakt Medieninfos E-Paper Also Newsletter

QZ-online.de

QUALITÄTSMANAGEMENT MISSEN UND PROFEN SOFTWARE DIENSTLEISTUNGEN KARRIERE EXPERTISEN-FORUM

HOME

Produktivität neu denken

Kostenloses Whitepaper: Lizenzen von Normen richtig managen

Produktivität neu denken

Lernen im eigenen Tempo

Skyline Ad

Position 3a Wide Skyscraper

Position 1 Leaderboard

Position 4a Wide Skyscraper

Vertrag Kontakt Medieninfos E-Paper Also Newsletter

QZ-online.de

QUALITÄTSMANAGEMENT MISSEN UND PROFEN SOFTWARE DIENSTLEISTUNGEN KARRIERE EXPERTISEN-FORUM

HOME

Produktivität neu denken

Kostenloses Whitepaper: Lizenzen von Normen richtig managen

Produktivität neu denken

Lernen im eigenen Tempo

Welcome Ad

Welcome Ad

Vertrag Kontakt Medieninfos E-Paper Also Newsletter

QZ-online.de

QUALITÄTSMANAGEMENT MISSEN UND PROFEN SOFTWARE DIENSTLEISTUNGEN KARRIERE EXPERTISEN-FORUM

HOME

Produktivität neu denken

Kostenloses Whitepaper: Lizenzen von Normen richtig managen

Produktivität neu denken

Lernen im eigenen Tempo

News

Banderole Ad

Banderole Ad

Vertrag Kontakt Medieninfos E-Paper Also Newsletter

QZ-online.de

QUALITÄTSMANAGEMENT MISSEN UND PROFEN SOFTWARE DIENSTLEISTUNGEN KARRIERE EXPERTISEN-FORUM

HOME

Produktivität neu denken

Kostenloses Whitepaper: Lizenzen von Normen richtig managen

Produktivität neu denken

Lernen im eigenen Tempo

News



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:



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

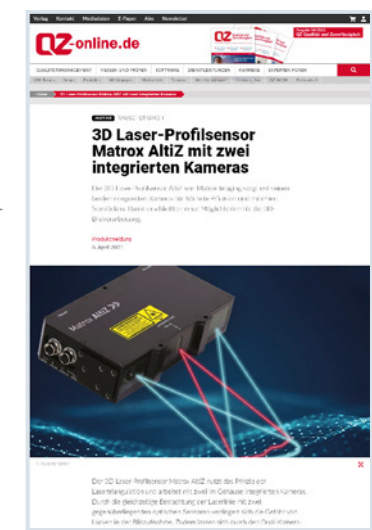
Product news on website » 12 months
 Highlighted product news » 1 month
 Product highlight push banner » 4 weeks
 Newsletter ad for product highlight » 1 week

Price

€ 1,170.--



Product news



Push banner



Push newsletter ad

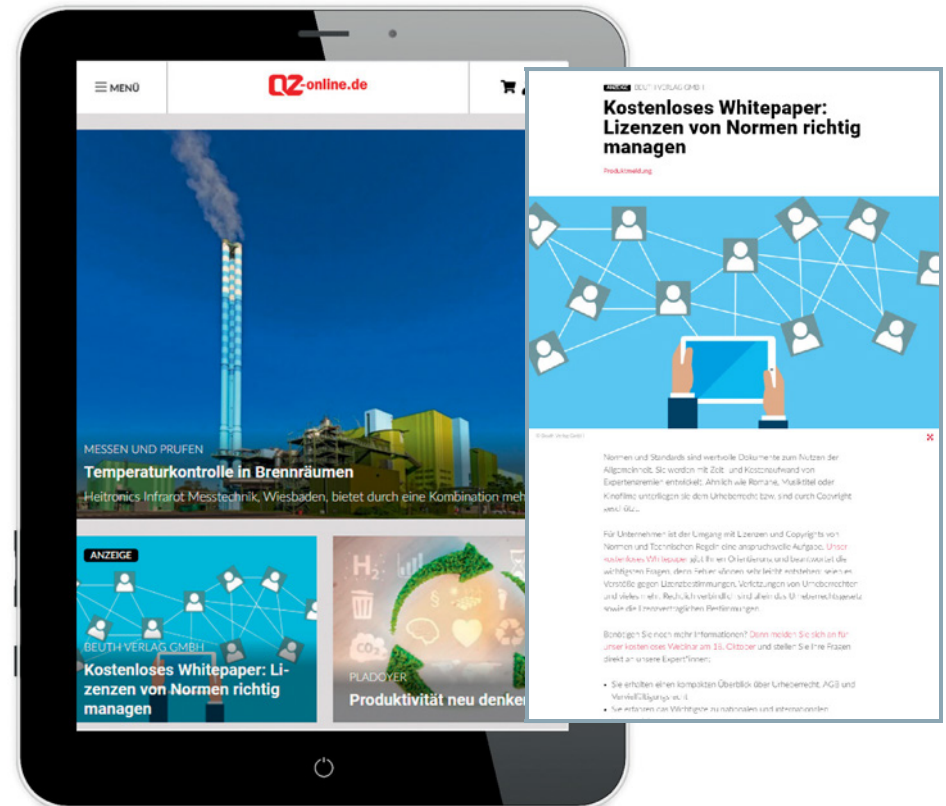
*including spaces



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



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 website interface with a navigation bar at the top containing 'Verlag', 'Kontakt', 'Mediadaten', 'E-Paper', 'Abo', and 'Newsletter'. The main header features the 'QZ-online.de' logo and a search bar. Below the header, there are several menu items: 'QUALITÄTSMANAGEMENT', 'MESSEN UND PRÜFEN', 'SOFTWARE', 'DIENSTLEISTUNGEN', 'KARRIERE', and 'EXPERTEN-FOREN'. A secondary menu includes 'QM-Basics', 'News', 'Produkte', 'Whitepaper', 'Mediathek', 'Termine', 'Wer bietet was?', 'Onlinearchiv', 'QZ.NOW', and 'Preisrätzel'. The main content area displays a whitepaper advertisement for 'Statistische Prozesskontrolle auf einen B(K)lick in Minitab' by ADDITIVE SOFT- UND HARDWARE FÜR TECHNIK U. WISSENSCHAFT GMBH. The advertisement includes the Minitab and ADDITIVE logos, a large image of a person working at a computer, and the headline 'Das perfekte (Capability) Sixpack'. Below the image, there is a list of bullet points describing the benefits of the Capability-Sixpack-Analyse in Minitab, such as 'Verifizierung der angenommenen Verteilung' and 'Sicherstellung der Prozessstabilität'. The advertisement also includes a call to action: 'Erfahren Sie, wie die Prozessfähigkeitsanalyse Sie bei Ihren Aufgaben unterstützt und welche vier kleinen Schritte für die korrekte Ausführung notwendig sind. Des Weiteren werden im Whitepaper die wesentlichen Ergebnisse kurz und prägnant erklärt.'



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 shows the QZ-online.de website interface. At the top, there is a navigation bar with links for 'Verlag', 'Kontakt', 'Mediadaten', 'E-Paper', 'Abo', and 'Newsletter'. The main header features the 'QZ-online.de' logo and a search bar. Below the header, there are several menu items: 'QUALITÄTSMANAGEMENT', 'MESSEN UND PRÜFEN', 'SOFTWARE', 'DIENSTLEISTUNGEN', 'KARRIERE', and 'EXPERTEN-FOREN'. A secondary menu includes 'QM-Basics', 'News', 'Produkte', 'Whitepaper', 'Mediathek', 'Termine', 'Wer bietet was?', 'Onlinearchiv', 'QZ-NOW', and 'Preisträger'. The main content area is titled 'ConSense GmbH' and is labeled as a 'Premium-Firmeneintrag'. It features the ConSense logo, contact information (Kackertstr. 11, D 52072 Aachen, phone 0241/9909393-0, email info@consense-gmbh.de, website https://www.consense-gmbh.de), and a navigation bar with links for 'Unternehmensprofil', 'Mediathek', 'News', 'Produkte', 'Termine', and 'Fachartikel'. The main text describes ConSense GmbH as a leading provider of innovative software solutions for quality management, process management, and integrated management systems. It highlights their modular and scalable solutions for ISO 9001 and other standards. Below this, there is a section titled 'Produkt- und Dienstleistungsportfolio der ConSense GmbH' which lists products like ENTERPRISE, PROFESSIONAL, and COMPACT, and services such as 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.



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

In detail



Specialists consult our portal and receive a cookie as potential customers for your sector.



We subsequently rediscover the user on third party sites everywhere in the world wide web – on all types of devices



We play back your advertising on the sites subsequently visited

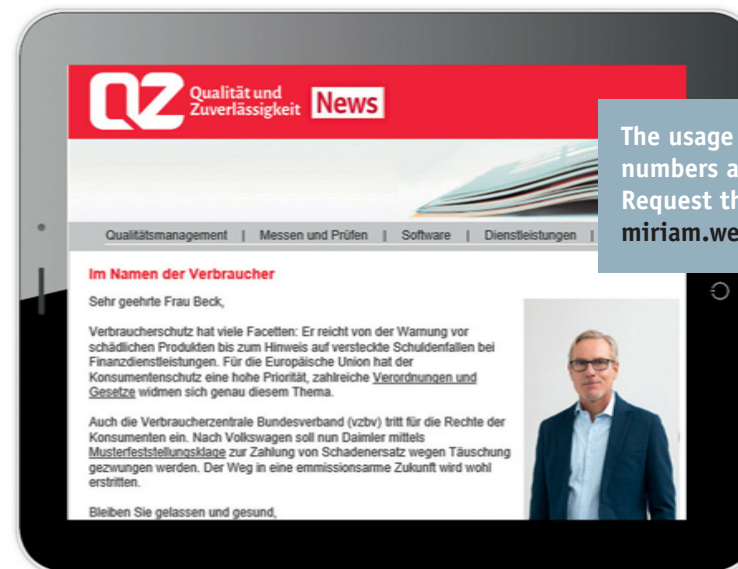


The user is directed to your website or to a special landing page

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.



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

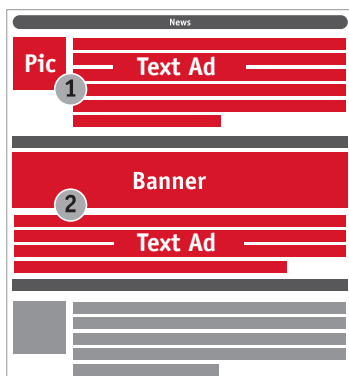
Publication frequency

weekly on friday

Advertising formats and rates

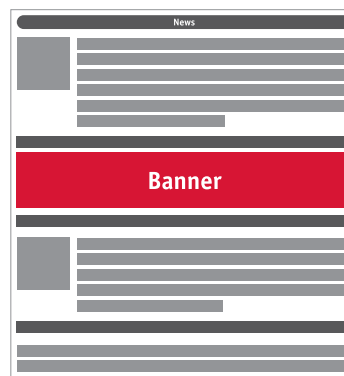
1 Picture / **2** Banner + Text Ad € 730.--*

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



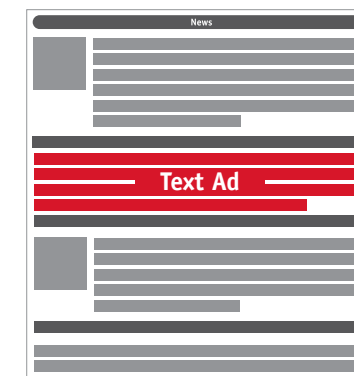
Banner € 585,-*

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 workdays 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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