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Media data  
online

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Orthopädie  
SCHUHTECHNIK

# TEAM



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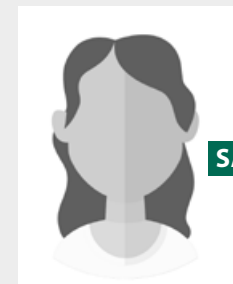
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# ADVERTORIALS

**Advertorials are the efficient instrument of content marketing and strengthen your viewability in the market. We can offer you an addressing geared to the target-group and a wide reach.**



## You are looking for further digital advertising forms?

At [www.ostechnik.de/mediadaten](http://www.ostechnik.de/mediadaten) you can find successful customer campaigns combined in one case. We are happy to advise you.

## PRINT ADVERTORIALS

### Advertorial 1/1 page

Text with 5,600 signs (incl. blanks), pictures in format 55 x 70 mm (1 column) or 115 x 45 mm (two columns), 300 dpi resolution with caption max. 400 sign each\*, runtime 4 weeks **4,220.00 EUR**

### Advertorial 1/2 page

Text with 2,800 signs (incl. blanks), pictures in format 55 x 70 mm (1 column) or 115 x 45 mm (two columns), 300 dpi resolution with caption max. 400 sign each\*, runtime 4 weeks **2,620.00 EUR**

\* wif a caption and pictures are used, the caption and picture signs must be subtracted from the overall text-sign-volume

## ONLINE ADVERTORIALS

### AdVert09

Text with 900 signs (incl. blanks) + 2 pictures **1,600.00 EUR**

### AdVert18

Text with 1,800 signs (incl. blanks) + 4 pictures + video **1,980.00 EUR**

### AdVert36

Text with 3,600 signs (incl. blanks) +10 pictures + 2 videos **3,280.00 EUR**

## CROSSMEDIA ADVERTORIALS

### Crossmedia package 1 consisting of

Advertorial 1/1 page (details see above)  
 AdVert18 (details see above)  
 2 Teaser notes in newsletter  
 2 social media posts **6,200.00-EUR**  
**Your package price 5,580.00 EUR**

### Crossmedia package 2 consisting of

Advertorial 1/2 page (details see above)  
 AdVert18 (details see above)  
 2 Teaser notes in newsletter  
 2 social media posts **4,600.00-EUR**  
**Your package price 4,140.00 EUR**

# WEBSITE & NEWSLETTER

## WWW.OSTECHNIK.DE

### Brief profile

The ORTHOPÄDIESCHUHTECNIK provides an abundance of additional information from the orthopedic trade, medicine and health policy with its Internet presence. Via the news, that are updated several times weekly, the readers are always topically informed also after the publication of the journal. An extensive link list facilitates the information seeking in the areas trade, medicine and health policy. Complementary information on the articles in the journal, the archive with reports on practical work in the workshop as well as additional reports on operational management complete the Internet presence. With a diary embracing next to all events of the industry, the bookshop that provides the relevant specialized literature on pedorthics and podiatry and the market guide with the most important suppliers of the industry, the Internet presence of Orthopädiesschuhtechnik has quickly developed into a service package that readers are happy to use.

### Target groups

Owners of pedorthic and orthopedic technical companies as well as their staff, physicians, manufacturers, leather trade, commercial representatives

**Page impressions: 17,502**

**Visits: 9,718**

**Unique Users: 5,296**

**Average values from June 2022 – July 2023**

**(Effective August 2023)**

## THE OST NEWSLETTER

### Brief profile

The newsletter informs the owners of pedorthic and orthopedic technical companies, physician, supply industry and trade via emails on news from the industry.

### Target groups

Owners of pedorthic and orthopedic technical companies as well as their staff, physicians, supply industry and trade

### Publication frequency

Weekly, always on a Wednesday

**Subscribers: 2,954**

**Opening rate 28.78 %**

**(Effective August 2023)**

# WEBSITE &













# NEWSLETTER

Werbeform Display ads	Desktop & Tablet		Mobile		Prices per months in EUROS
	Positioning	Size in Pixel (w x h)	Positioning	Size in Pixel (w x h)	

### Discounts (for orders within 12 months):

3 insertions	5 %
6 insertions	10 %
12 insertions	15 %

## WEBSITE

<b>Billboard</b>	 1)	970 x 250	 1)	300 x 75	945.00 (2 weeks)
<b>Halfpage Ad</b>	 1)	300 x 600	 1)	300 x 600	1,245.00
<b>Leaderboard (Superbanner)</b>	 1)	728 x 90	 1)	300 x 75	735.00
<b>Skyscraper / Expandable Skyscraper</b>	 1)	120 x 600 120 x 600 und 420 x 600	 1)	300 x 50 300 x 50	735.00 945.00
<b>Medium Rectangle</b>	 2)	300 x 250	 1)	300 x 250	1,075.00
<b>Video Ad</b>	 1)	YouTube-Link	 1)	YouTube-Link	945.00 (2 weeks)

## NEWSLETTER

<b>Banner</b>	2)	Max. 900 x 200, data volume max. 100 kB	830.00
<b>Text-picture/logo-ad</b>	2)	Text max. 400 signs; picture 350 px wide (horizontal format); Data volume max. 80 kB	1,040.00

1) Complete Website/rotation (max. 3 clients)

2) Not discountable

# Orthopädie

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