MELASCHUK MEDIEN

MEDIA DATA 2023

www.Melaschuk-Medien.de

Marketing | Cross media | Web-to-print | Web-to-publish

Expert know-how and research tools for systems and services

THE cross-media book - standard work of reference for cross-media and multi-channel (also accessible via cross-media-book.com)

English website and entries in the market overview web-to-publish

(free basic entries for German and English)

Search engine and mobile-optimized with responsive web design

MELASCHUK MEDIEN

Expert platform Melaschuk-Medien.de

Melaschuk-Medien.de is the expert platform of the provider-independent consulting firm Melaschuk-Medien with a focus on marketing management, product communication, publishing, cross-media, web-to-print and web-to-publish.

The interactive market overviews Web-to-publish with "systems" and "services" contribute to a higher transparency of this complex and multi-faceted business market.

THE "cross-media book" – recognized as a standard book of reference for cross-media and multichannel - is available in free digital versions and can be ordered as a print edition.

Visitors of the Melaschuk-Medien.de website are particularly interested and qualified decision-makers.

Providers can present themselves on a search engine-optimized and professionally managed platform - and thus reach the right target groups and customers more easily.

THE "cross-media book"

NEWS

Tech news: Current articles on technological innovations and trends.

Newsletter: Issued once a month containing the latest tech news (in german).

Events & dates: Dates and links to seminars, webinars, trade fairs, congresses or open house events.

MARKET

Market overview web-to-publish: Research tool with around 220 systems and services and 400 provider profiles, which can be filtered interactively on the basis of important key areas.

Eco system marketing and communication: Method for linking requirements and solutions in the field of marketing and communication technology.

Provider info pool: Information on over 400 system or service providers and links to the market overviews of web-to-publish, tech news or trend reports.

Trends: Reports on trade fairs, events and study results.

Tech profiles: Understandable presentation of complex systems and interviews.

Links: Links to useful online services.

KNOWLEDGE

THE cross-media book: Sources and free download of the book "Web-to-publish | Web-to-media: Ways of cross-media media production" as PDF or e-paper version. Links in the book take you to the market overview web-to-publish. See also cross-media-book.com.

Professional articles: Articles and lectures with solid expert know-how.

Technical terms: Keywords from the publishing, marketing, media and IT sectors clearly explained.

Reading suggestions: Books on marketing, media and publishing.

COMPANY

The company MELASCHUK-MEDIEN and its services.

Key data web analysis

Access data

Web statistics Melaschuk-Medien and server log files of the provider Hosteurope
Evaluation period Dez. 2021 to Nov. 2022

Average number of visits [1] per month: 12,946
Average number of pages [2] per month: 216,150

Average number of visits [1] per day: 430
Average number of pages [2] per day: 7,205

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[1] Visits server log files Hosteurope:
A visit begins when someone calls up a page on the server from a certain anonymized IP address for the first time. The following page calls from this IP address are then considered part of the same visit as long as the break between two page calls is less than 30 minutes. If a page is called up again from the same IP address after a longer break, this counts as a new visit.

[1] Visits web statistics Melaschuk-Medien:
Only visits and page views by browsers are counted; so-called „bots" or „crawlers" are largely excluded. Visits and page impressions are counted on the basis of the session ID cookie, provided that cookies are permitted in the browser. A session begins when someone calls up a web page for the first time. Subsequent page views are considered part of the same visit, as long as the break between two page views is shorter than 60 minutes. If there is no further page view after 60 minutes, a new session or visit is counted.

[2] Pages:
A page contains HTML code, individual files such as images, CSS or PDF documents are not tracked.

Note: The above average numbers are calculated from the access data of Melaschuk-Medien and Hosteurope in order to obtain a realistic picture based on different counting methods. The web statistics of Melaschuk-Medien determine data since 01.03.2020. A comparison with earlier data in media data is not possible.

Google Search Console key data

Coverage (Status 12.12.2022):

4,162 pages successfully indexed by Google
Sitemap German: 3,080 pages
Sitemap English: 660 pages

Performance in Google search (01.12.2021 to 30.11.2022):

Website total: 3.33 million impressions * (277,500 impressions per month)

* Impressions: Indicates how often pages in the Google results pages were seen by users, i.e. the search results page containing pages from Melaschuk-Medien.de was opened.

Representation in the Google search (01.12.2021 to 30.11.2022):

Most frequent searches for impressions (basis German):

Asset
Responsive Webdesign
Time to Market
Bewegtbild (English term: moving image)
Cross Media
Redaktionssystem (English term: editorial system)
Web to Print
Workflow
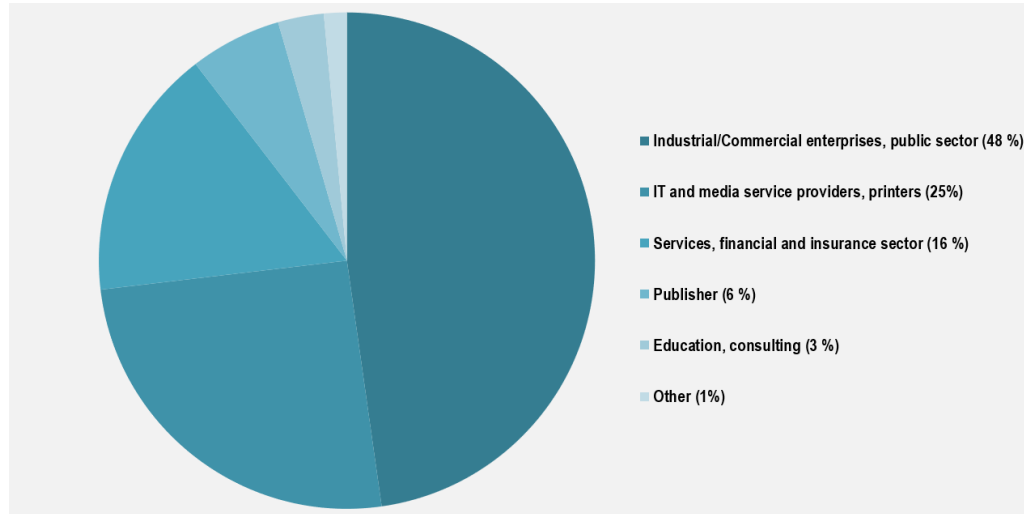Media channels
Medienproduktion
Database Publishing
Multimedia
Direct Marketing

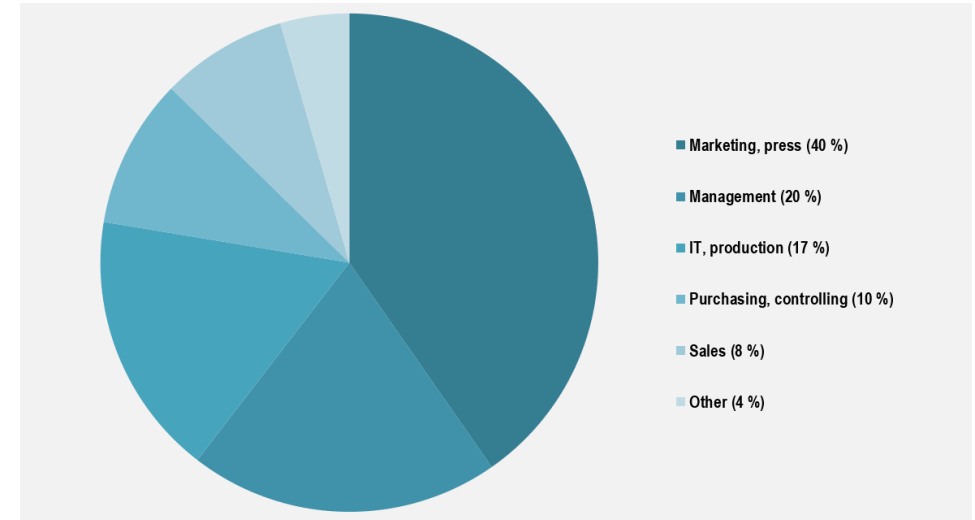Core Web Vitals: Zero bad pages or pages to be optimized for mobile and PC

User experience on mobile devices: Zero errors, rating "Very good"

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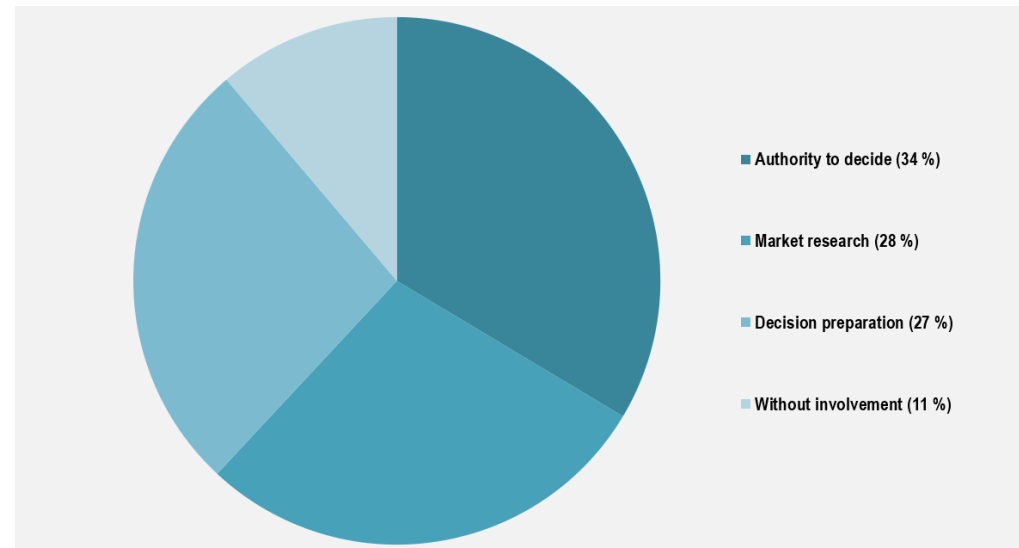# Visitor structure: 89 percent of visitors are significantly involved in investment decisions*

In which line of business do you work?

- Industrial/Commercial enterprises, public sector (48 %)
- IT and media service providers, printers (25%)
- Services, financial and insurance sector (16 %)
- Publisher (6 %)
- Education, consulting (3 %)
- Other (1%)

Which function do you hold in your company?

- Marketing, press (40 %)
- Management (20 %)
- IT, production (17 %)
- Purchasing, controlling (10 %)
- Sales (8 %)
- Other (4 %)

To what extent are you involved in investment decisions?

- Authority to decide (34 %)
- Market research (28 %)
- Decision preparation (27 %)
- Without involvement (11 %)

*source: Visitor survey
by Melaschuk-Medien
Sept. / Oct. 2014, N=134

Overview of advertising possibilities

www.MELASCHUK-MEDIEN.de

Market overview web-to-Publish:

Basic entries in German and English are FREE OF CHARGE!

approx. 420 websites (DE): Provider information profile pages
approx. 140 websites (DE): Web-to-publish systems
approx. 75 websites (DE): Web-to-publish services

– Provider information page
– System or services selection main page
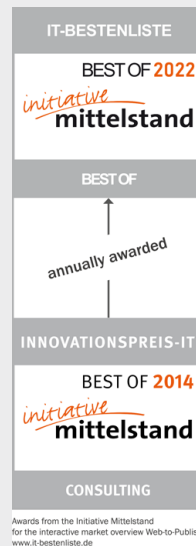– System oder services detail pages

Advertising package (page 6)

Filter for integration tools (page 7)

Advertising box
and banner (page 8)

IT-BESTENLISTE

BEST OF 2022
initiative
mittelstand

BEST OF

annually awarded

INNOVATIONSPREIS-IT

BEST OF 2014
initiative
mittelstand

CONSULTING

Awards from the Initiative Mittelstand
for the interactive market overview Web-to-Publish
www.it-bestenliste.de

Specialist information

approx. 4,000 websites (on a limited scale in English):
– News
– Market
– Knowledge

Advertisement display (page 9)

Homepage

Homepage of Melaschuk-Medien.de

Homepage advertising banner (page 10)

Melaschuk-Medien / Market / Tech profiles

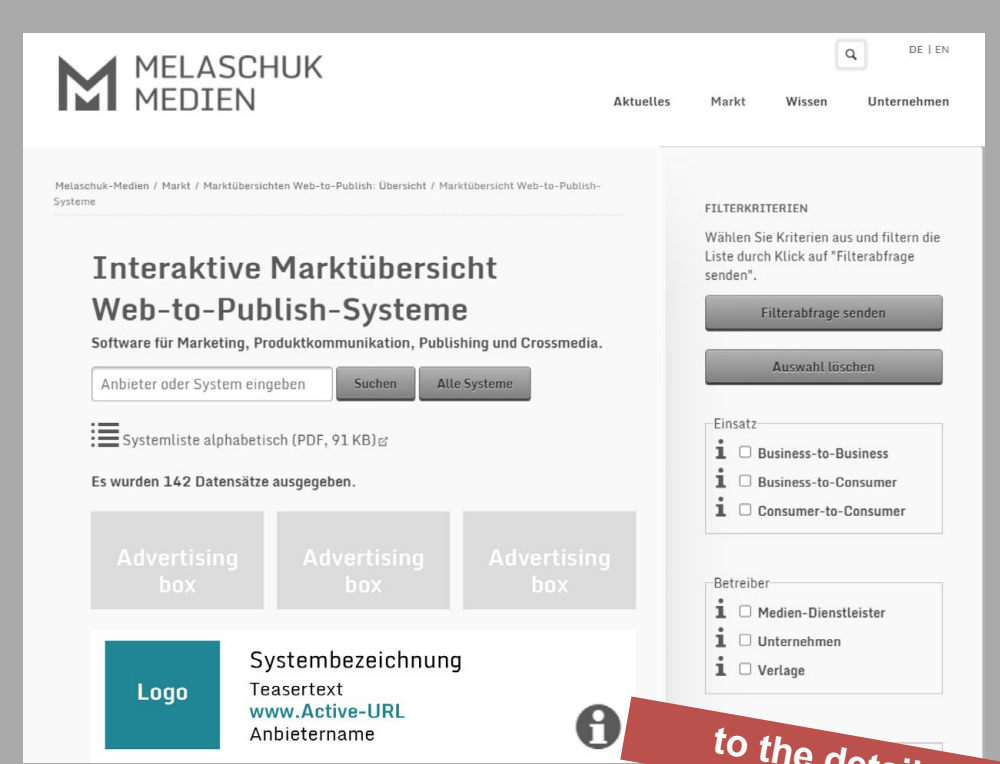Reports on systems, customer projects or interviews

Tech profile (page 11)

Melaschuk-Medien / Market / Tech news

News about system innovations (English version is payable)

Tech news in English (page 12)

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Advertising in the market overview web-to-publish systems or services: Advertising package (per system or service entry)

Advertising package (per system or service entry)

The entry in the Web-to-Publish Systems or Web-to-Publish Services market overview is always displayed in the upper part of the selection main page, with alternating positioning for each page view. Bookings in both overviews are possible. The following elements are displayed for each system or service on the main selection page, detail page, and provider info pool page:
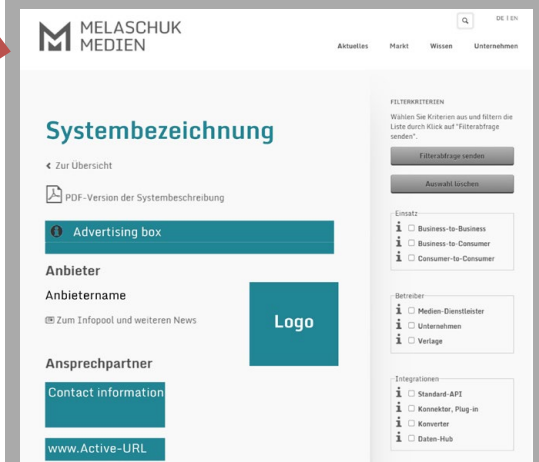
– Logo (main, detail and info pool page)
– Contact information contact person (detail page)
– Advertising box (individual advertising text, detail page)
– Internal link to partner system or service entries (detail page)
– Active external internet address (main, detail and info pool page)
– Active external links to whitepapers, videos etc. (detail and info pool page, as link list)
– NEW: Active external links in the "Integrations" area (system detail page, as link list)
– NEW: Logo integration with link to integration partners who have booked a filter option, see page 7 (system detail page)

Prices per advertising package (6 months):

Basic entry..........................424 euro / + each additional language*.............. 212 euro

each additional entry ....106 euro / + each additional language*.............. 106 euro

The prices are valid for a booking period of 6 months.

melaschuk-medien.de/web-to-publish-software.html
melaschuk-medien.de/en/market/web-to-publish-software.html
melaschuk-medien.de/web-to-publish-services.html
melaschuk-medien.de/en/market/web-to-publish-services.html

MAIN PAGE

to the detail page

DETAIL PAGE

* additional advertising package on the German or English website

The quoted prices do not include VAT.

The general terms and conditions of Melaschuk-Medien apply (download).

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Advertising in the market overview web-to-publish systems: Filter for integration tools

melaschuk-medien.de/web-to-publish-software.html
melaschuk-medien.de/en/market/web-to-publish-software.html
melaschuk-medien.de/web-to-publish-services.html
melaschuk-medien.de/en/market/web-to-publish-services.html

Filter for integration tools (only system market overview)

In the Web-to-Publish Systems market overview, a filter option for integration tools with a freely selectable description is entered in the "Integrations" filter area (right sidebar). The filter option receives a superscript asterisk "*" and is marked as "paid filter*".

The designation may be single-line, in the info-i a description with max. 800 characters (incl. blanks) is published, which is provided by the filter advertiser.

The "paid filter" is permanently visible and formatted like all other filters on the system selection main page and the system detail pages.

Filtering by website users causes the system entries to be displayed in a filter list for which this filter option is activated in the online account. The activation of the filter option must be done by the respective system providers themselves in the online account. An advertising booking is NOT a prerequisite for displaying in the filter list.

System providers who have booked the "Advertising package" (see page 6) can embed the logo of the integration partner who has booked the paid filter on the system detail page and link to any URL.

The logo is displayed prominently in the upper area of the detail page under the heading "Partner".

The entries are listed one after the other in the order in which the order was received.

Prices per advertising box:

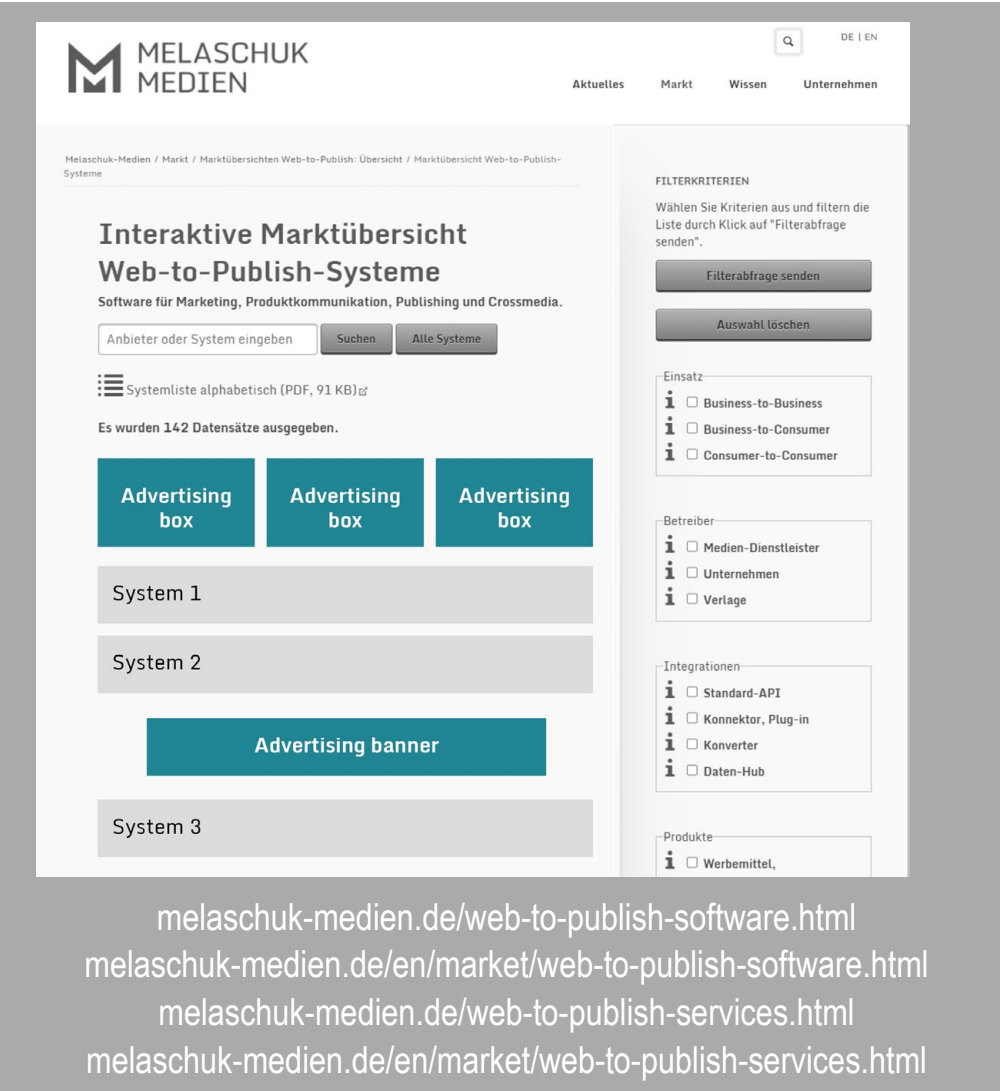12 months...........1.060 euro / + each additional language* .... 530 euro

* additional paid filter on the German or English website

The quoted prices do not include VAT.

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Advertising in the market overview web-to-publish systems or services: Advertising box and banner

melaschuk-medien.de/web-to-publish-software.html
melaschuk-medien.de/en/market/web-to-publish-software.html
melaschuk-medien.de/web-to-publish-services.html
melaschuk-medien.de/en/market/web-to-publish-services.html

Advertising box

Placed within the market overview web-to-publish systems or web-to-publish services on the system selection main page. Bookings are possible in both market overviews in German and English.

A maximum of three advertising spaces are occupied, so that each advertising box is permanently visible. The position changes with every page view.

Resolution: 175 x 100 pixels (w x h)
Data format: JPEG, PNG, GIF
Link destination and tool tip can be freely selected, motif changes are possible at any time.

Prices per advertising box:

3 months................318 euro   / + each additional language* .... 159 euro

6 months................582 euro   / + each additional language* .... 291 euro

12 months...........1.060 euro   / + each additional language* .... 530 euro

Advertising banner

Placed within the market overview web-to-publish systems or web-to-publish services on the selection main page after the second system entry. You can make bookings in both market overviews.
Only one single banner is permanently activated.

Resolution: 468 x 60 pixels (w x h)
Data format: JPEG, PNG, GIF
Link destination and tool tip can be freely selected, motif changes are possible at any time.

Prices per banner:

3 months................318 euro   / + each additional language* .... 159 euro

6 months................582 euro   / + each additional language* .... 291 euro

12 months...........1.060 euro   / + each additional language* .... 530 euro

* additional advertising box / banner on the German or English website

The quoted prices do not include VAT.

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Advertisement on the websites with specialist information from the Melaschuk-Medien: Advertisement display

Advertisement display

Placed on approx. 3,300 websites (3,300 in German, 500 in English) of Melaschuk-Medien.de in the following areas:

– NEWS
– MARKET
– KNOWLEDGE

The display is placed in the left sidebar following the internal news from Melaschuk-Medien.

The advertisement display will NOT appear in these sections: "Company", market overview pages and the homepage.

A maximum of three displays are displayed. The position changes with every page view.

Resolution: 250 x 250 pixels (w x h)
Data format: JPEG, PNG, GIF
Link destination and tool tip can be freely selected, motif changes are possible at any time.

Prices per advertisement display

up to 3 months..................120 euro per month

additional language*..........60 euro per month

4 to 12 months....................70 euro per month

additional language*..........35 euro per month

The minimum booking period is one month.

* additional advertising display on the German or English website

The quoted prices do not include VAT.

The general terms and conditions of Melaschuk-Medien apply (download).

Advertising on the homepage of Melaschuk-Medien.de: Homepage advertising banner

Homepage advertising banner

Placement of a homepage advertising banner on the start page of Melaschuk-Medien.de in supersize format (728 x 90 pixels).

Resolution: 728 x 90 pixels (w x h) full-size format (1 banner live)

Data format: JPEG, PNG, GIF
Link destination and tool tip can be freely selected, motif changes are possible at any time.

Prices per homepage advertising banner:

up to 3 months........................... 120 euro per month

additional language*.................... 60 euro per month

4 to 12 months............................. 70 euro per month

additional language*.................... 35 euro per month

The minimum booking period is one month.

* additional homepage advertising banner on the German or English website

The quoted prices do not include VAT.

The general terms and conditions of Melaschuk-Medien apply (download).

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Advertising in the Market/Tech profiles section of Melaschuk-Medien.de: Tech profile

melaschuk-medien.de/markt/techno-portraits.html

melaschuk-medien.de/en/market/techno-profiles.html

Tech profile:

A tech profile is an article on a website consisting of text, images or videos. Text and image/video material will be supplied by the client and published in consultation with Melaschuk-Medien.
An employee of the client who is responsible for the content is named as author.

Examples of some subjects:

– How a system works with screenshot sequences
– Interview regarding a current topic
– Report on a customer project

The name of the HTML page for the tech profile is agreed on between Melaschuk-Medien and the client.

On the supplier information pool page and the market overview detail pages, a link to the tech profile is provided.

Technical data:

– Scope approx. 5,000 characters (including spaces)
– Approx. 5 pictures or videos

Prices per tech profile:

1 year.. 1,288 euro

+ additional language*.. 858 euro

per additional year per language (incl. update) .... 309 euro

* additional tech profile on the German or English website

The quoted prices do not include VAT.

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Advertising in the News/Tech news section of Melaschuk-Medien.de: Tech news (in English)

www.melaschuk-medien.de/en/aktuelles/techno-news.html

Tech news (in English)

Tech news reports on technological innovations, customer applications, selected events or trends in marketing, publishing and IT.
Issues are summarized and presented in an easy-to-understand way.

The Tech news in German is a free service of Melaschuk-Medien.
On the basis of German tech news, the news can be published in addition in English at the costs stated below.

Prices per tech news in English
(based on free news in German):

up to 1,500 characters (incl. spaces)...........100 euro

up to 3000 characters (incl. spaces)............150 euro

The price includes translation and posting on the website.

Tech news are published indefinitely.

The quoted prices do not include VAT.

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