MELASCHUK MEDIEN

MEDIA DATA 2024

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)

NEW: Interactive Multichannel Marketing Guide

Basic entries in the Web-to-Publish market overviews are free of charge for DE + EN

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.

NEW: The interactive Multichannel Marketing Guide offers a comprehensive overview and clarity in the growing market of media channels and touch points.

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 or congresses.

MARKET

Market overview web-to-publish: Research tool with around 220 systems and services and 450 provider profiles, which can be filtered interactively on the basis of important key areas.

NEW: The interactive Multichannel Marketing Guide offers a comprehensive overview of media channels and touch points that can be filtered using numerous parameters.

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

Provider info pool: Information on around 450 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. 2022 to Nov. 2023

Average number of visits [1] per month: 14,957
Average number of pages [2] per month: 238,603

Average number of visits [1] per day: 499
Average number of pages [2] per day: 7,953

© Edhar Yuralaits/123RF

[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 20.12.2023):

In Google indexed pages from sitemap: 3.980 pages

Performance in Google search (01.12.2022 to 30.11.2023):

Website total: 3.43 million impressions * (285,833 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 (01.12.2022 to 30.11.2023):

Most frequent searches for impressions (basis German):

Asset
Bewegtbild
Responsive Webdesign
Redaktionssystem
Time to Market
Medienproduktion
Digitale Transformation
Web to Print
Medienkonvergenz
Direct Marketing
Database Publishing
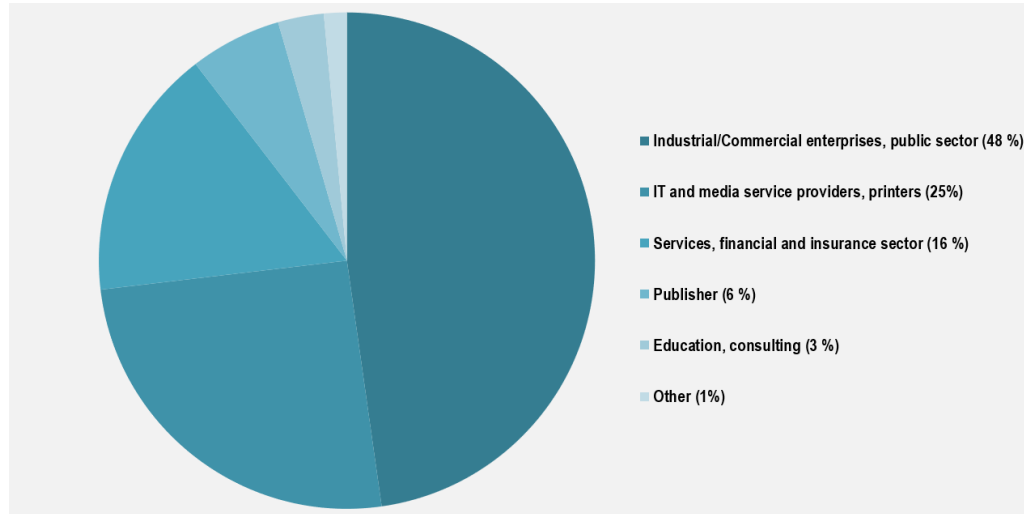Media channels
Cross Media
Marketingportal

Core Web Vitals:

Usability of pages for mobile and PC: Good
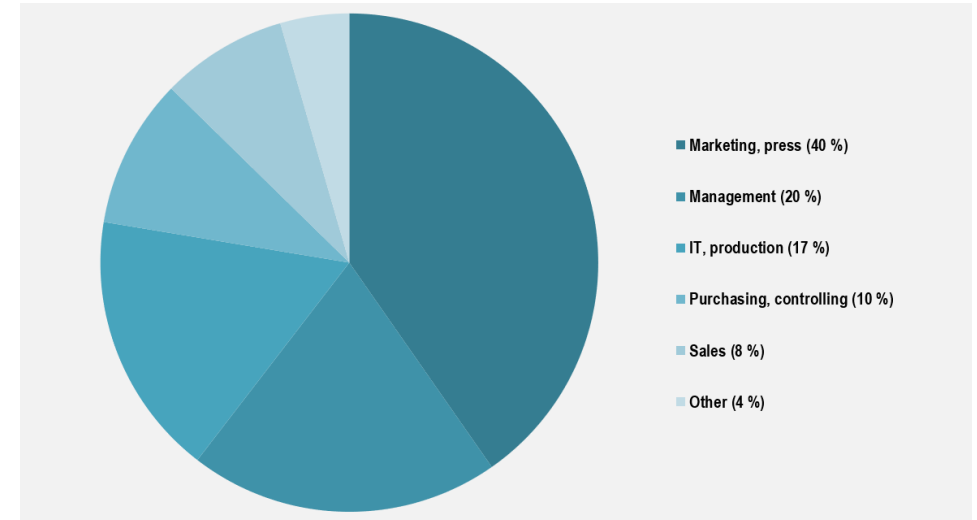Zero pages to be optimised for mobile and PC
HTTPS: Good

Visitor structure: 89 percent of visitors are significantly involved in investment decisions*
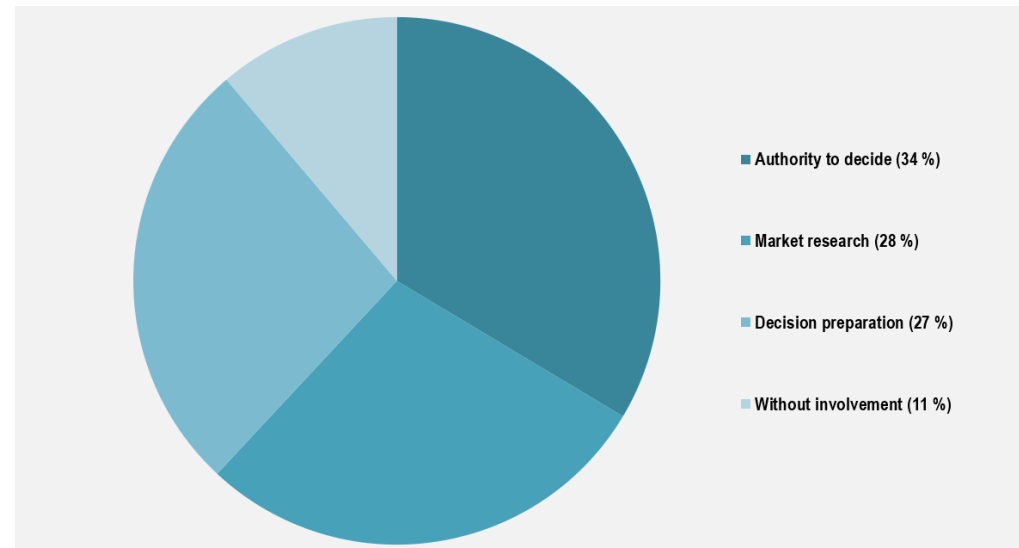
In which line of business do you work?

- 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 the Web-to-Publish market overviews for German and English are FREE OF CHARGE!

approx. 450 websites (DE): Provider information profile pages
approx. 145 websites (DE): Web-to-publish systems
approx. 75 websites (DE): Web-to-publish services
NEW: approx. 75 website (DE+EN): Multichannel Marketing Guide

– Provider information page
– System, services or media channel selection main page
– System, services or media channel 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

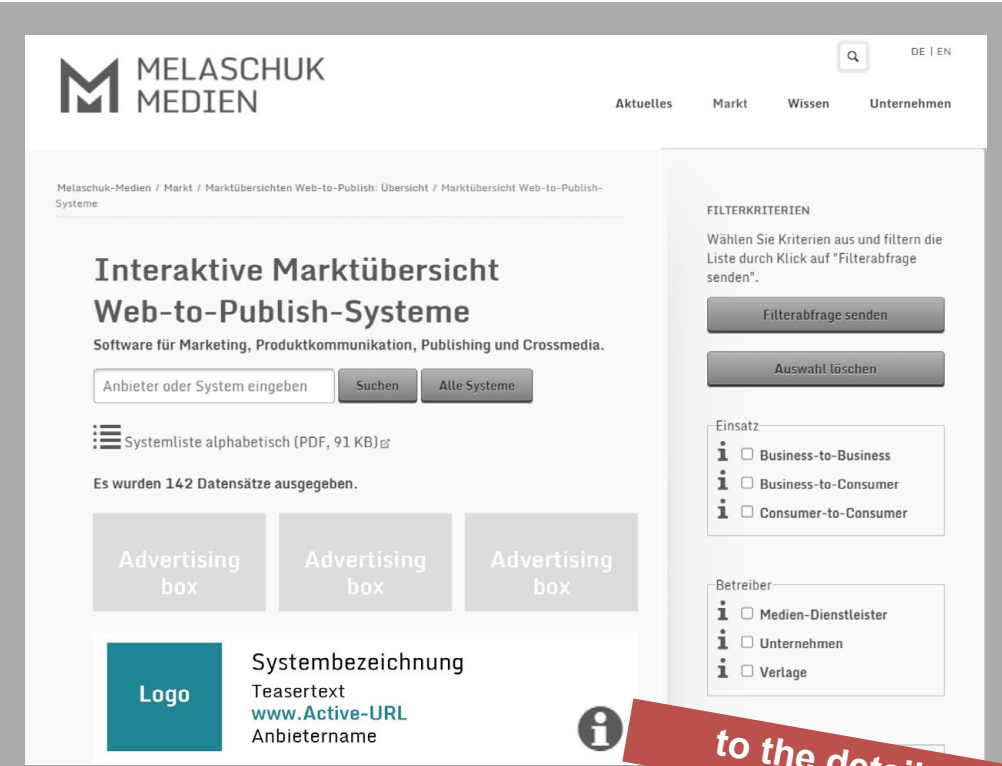Tech profile (page 11)

Melaschuk-Medien / Market / Tech news

News about system innovations (English version is payable)

Tech news in English (page 12)

Advertising in the market overview Web-to-Publish systems / services + Multichannel Marketing Guide: Advertising package

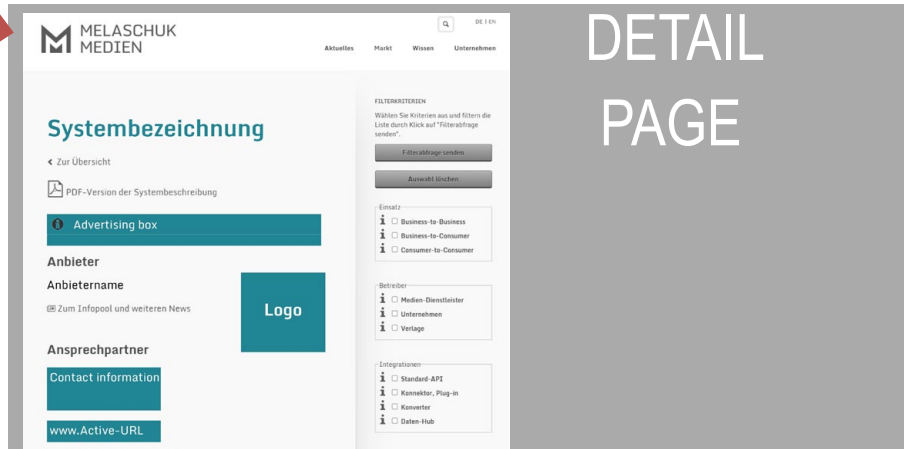**Advertising package (per system, service or media channel entry)**

The entry in the Web-to-Publish Systems / Services market overview or in the Multichannel Marketing Guide is always displayed in the upper part of the selection main page, with alternating positioning for each page view. Bookings in all overviews are possible. The following elements are displayed for each system, service or media channel 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, service or media channel 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)
– Active external links in the "Integrations" or "booking options" area (system detail page, as link list)
– Logo integration with link to integration or booking options partners also see page 7 (system detail page)
– **NEW**: Internal links from and to the Multichannel Marketing Guide (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
melaschuk-medien.de/multichannel-marketing-guide.html
melaschuk-medien.de/en/multichannel-marketing-guide.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).

Advertising in the market overview Web-to-Publish systems + Multichannel Marketing Guide: Paid filter

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
melaschuk-medien.de/multichannel-marketing-guide.html
melaschuk-medien.de/en/multichannel-marketing-guide.html

Filter for integration tools or booking options
(in system market overview and Multichannel Marketing Guide)

In the market overview of web-to-publish systems, a filter option for integration tools is entered in the "Integrations" filter area (right sidebar) and/or a filter option for booking options is entered in the Multichannel Marketing Guide in the "Booking options" filter area (right sidebar) with a freely selectable name.

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 (system market overview) or the media channel main page (Multichannel Marketing Guide) and the system oder media channels detail pages.

Filtering by website users causes the system oder media channel entries to be displayed in a filter list for which this filter option is activated 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" in the system market overview (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:

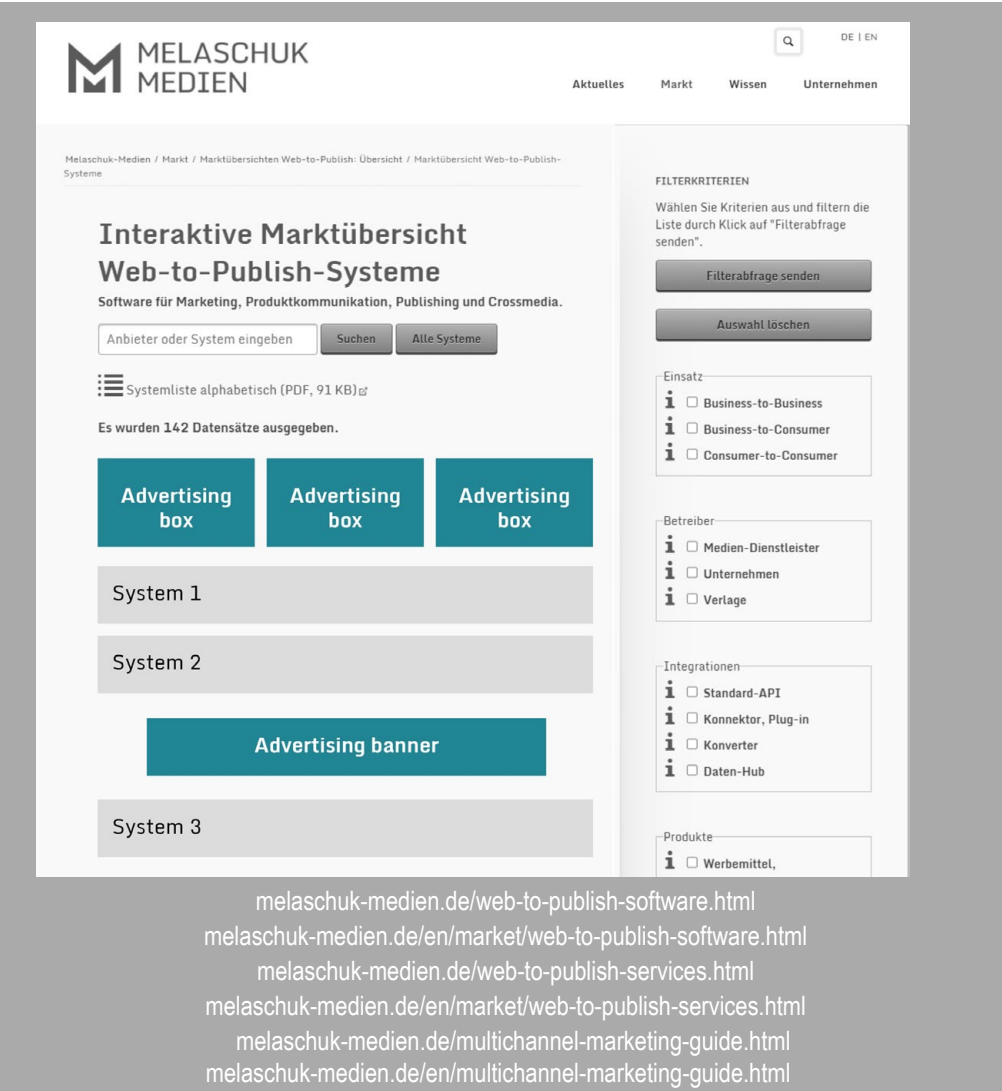12 months...........1.060 euro / + each additional language* .... 530 euro

* additional paid filter on the German or English website

The quoted prices do not include VAT.

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

Advertising in the market overviews Web-to-Publish + Multichannel Marketing Guide: 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
melaschuk-medien.de/multichannel-marketing-guide.html
melaschuk-medien.de/en/multichannel-marketing-guide.html

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

The quoted prices do not include VAT.

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

Advertising box

Placed within the market overview web-to-publish systems, web-to-publish services or the Multichannel Marketing Guide on the selection main page. Bookings are possible in both market overviews and the Multichannel Marketing Guide 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, web-to-publish services or the Multichannel Marketing Guide 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

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
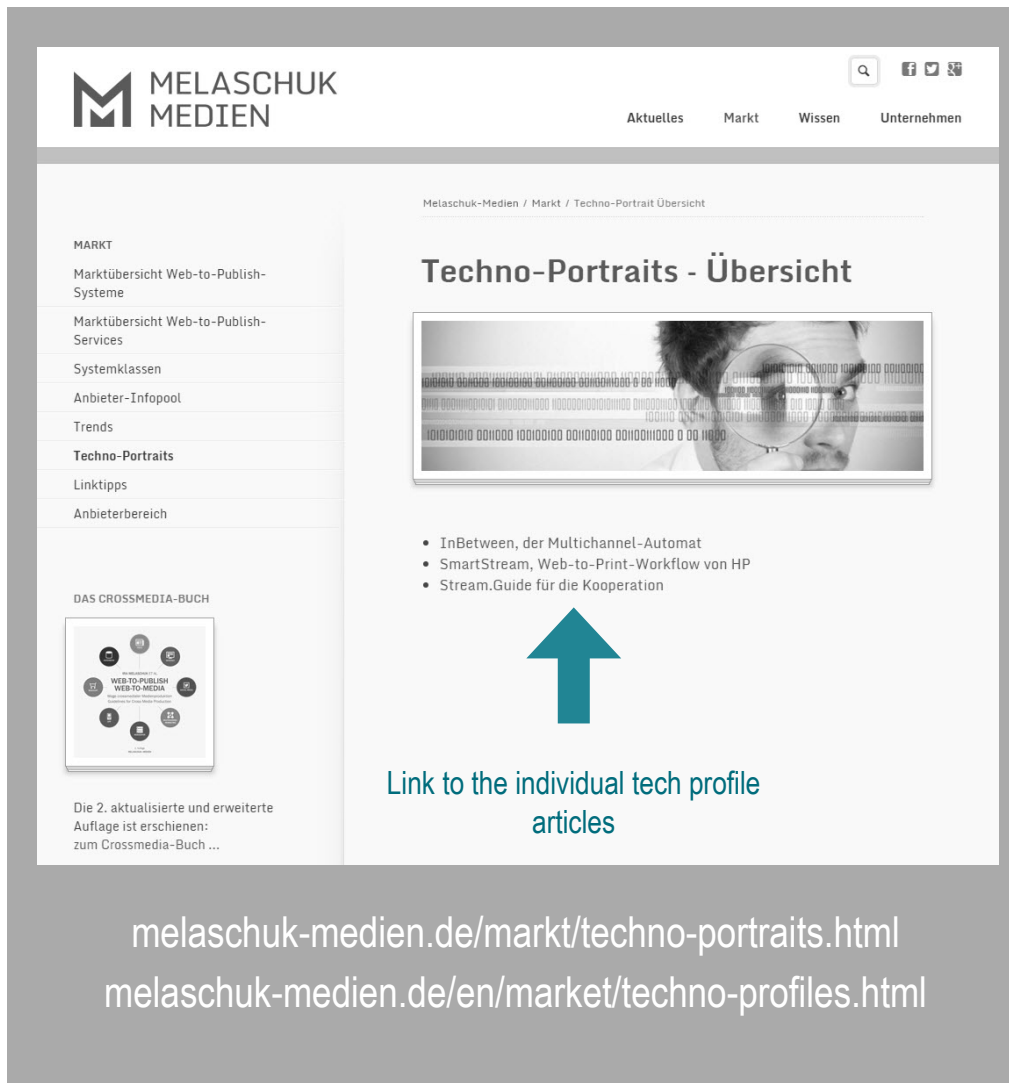
The minimum booking period is one month.

* 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).

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.

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

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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.

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