CONTENTS

Profile in brief .................................................. 3
Target groups ..................................................... 4
Sections ............................................................ 7
Key topics for 2024 .......................... 9
Advertising and prices .................... 10
Cross-media content marketing ........ 11
Contact partner ............................... 13
PROFILE IN BRIEF

The VDE dialog is the international technology magazine from VDE

The VDE dialog is aimed at decision-makers in business, science, technology and politics.

The magazine has been providing regular information on innovations in research, development, testing and certification for over 60 years. From the energy transition to artificial intelligence, robotics and Industry 4.0 all the way to digital health and (e-)mobility – VDE’s technology magazine concentrates on the cutting-edge technologies of our time.

For an electric future worth living in.
TARGET GROUPS

Reach your individual target group with precision

With a print circulation of 40,000 copies, the VDE dialog is the publication for shaping opinions on technology and innovation as well as business and society.

Placing an ad ensures that you reach your precise target audience, since every copy is individually delivered to a known subscriber or VDE member – with no scatter loss.

The VDE dialog is additionally published as a digital e-paper and as a PDF for all e-readers.

Use the VDE dialog for your recruiting activities or to bolster your image as an employer: your ad raises awareness of your company among university students and young professionals in VDE as well as decision-makers from politics, business, science, research, teaching and education.

Publication frequency:

quarterly
TARGET GROUPS

Your target group

• Over 30,000 VDE members – engineers, computer scientists and natural scientists as well as university students and young professionals in electrical engineering and information technology are known addressees, receiving each edition at their personal address
• 1,500 member companies and the broader circle of their management and employees
• 3,000 subscribers from politics, science, associations and public authorities receive the magazine at their personal address
• In addition: distribution in ministries, public authorities and universities

International reach

2,000 English-language print copies are delivered to international decision-makers from business, politics and science in the US, China, Japan, Singapore and South Korea
TARGET GROUPS

Readership structure analysis

- 39% Experts
- 33% Employees
- 15% Executive employees
- 9% Managers / owners
- 5% University students / PhD students / academic staff

91% of readers read the VDE dialog regularly
9% occasionally

Average time spent reading an issue
- up to 10 min.
- up to 30 min.
- up to 1 hour
- more than 1 hour

91% regularly

Up to 10 min.

Up to 30 min.

Up to 1 hour

More than 1 hour
The Spectrum delivers an overview of all innovations from industry and science; Personalia informs readers about individual industry actors.

The title topic of each issue focuses on a current priority area. This is where our reporters cover the latest innovations from areas such as Industry 4.0, smart grids, e-mobility, health and other exciting topics from a global perspective.

First-class authors from around the world examine the respective title topic in reports, features, picture spreads and interviews from a range of perspectives including research and development, economics and business.

A two-page spread dedicated to innovative startups presents their product ideas in each issue.
In the Topics section, our authors report broadly on news from research and development but also approach societal issues and show how technology can help us shape a sustainable future worth living in.

The Compact section shares the latest developments at the VDE Group with our readers. The services and offerings of VDE are presented here – for example, regarding continuing education and lifelong learning – as well as new member companies.

The VDE Young Net – the network of university students and young professionals in VDE – presents its current projects here, attracting the special attention of younger readers.
KEY TOPICS FOR 2024

1 / 2024
SOCIETY SPARKS
Focus: Scientific and technical societies within VDE
Editorial deadline: November 15, 2023
Advertising deadline: November 22, 2023

2 / 2024
CIRCULAR VISION
Focus: Circular Economy
Editorial deadline: February 15, 2024
Advertising deadline: February 22, 2024

3 / 2024
FUTURESCAPE
Focus: Smart Living
Editorial deadline: May 15, 2024
Advertising deadline: May 22, 2024

4 / 2024
NEXTGEN NEXUS
Focus: Future Talents
Editorial deadline: August 15, 2024
Advertising deadline: August 22, 2024
ADVERTISING AND PRICES

1 page
Print space: 170 x 240 mm
Bleed size: 210 x 280 mm
Price: €5,955*
Placement on back cover:
€1,000 additional fee

1/2 page vertical
Print space: 85 x 240 mm
Bleed size: 105 x 280 mm
Price: €3,255*
Placement only possible in title topic section

1/3 page vertical
Print space: 53.25 x 240 mm
Bleed size: 70 x 280 mm
Price: €2,655*
Placement not possible in title topic section

* Width x height in mm, ads only in 4c.
Bleed size: plus 3 mm cropped on all sides.
The valid VAT rate shall be charged for all prices.
VDE members receive special prices. Get in touch with us.
CROSS-MEDIA CONTENT MARKETING

Print advertorial

You can present your company, your products and your services in prime editorial space with an advertorial.

You have many options here. With an informative text and/or infographic, you can present your content in an objective, detailed and credible manner.

Readers do not perceive advertorials as advertising. Use your advertorial to reinforce your employer branding and strengthen your customer loyalty and acquisition.

Our editorial team and art director will be happy to help you craft both the textual content and graphics for your advertorial.

• The media costs depend on the size, design, graphics and layout. Please get in touch with us to receive more information.

• The advertorial must be labeled as an ad.

1 PAGE ADVERTORIAL

Text (3,000 characters incl. spaces) + photo + logo (max. 20 x 40 mm on white background) + contact info

Price: upon request

1/2 PAGE ADVERTORIAL

Text (1,500 characters incl. spaces) + contact info

Price: upon request
Digital advertorial

Your advertorial will not only appear in the widely circulated print edition. Present your content online, too, and expand your target group:

• In the digital edition (e-paper)
• In the e-reader-friendly PDF version
• Online at www.vde.com/dialog

Increase your profile on the Internet and reach new target groups.

Cross-media content marketing

In the digital edition of the VDE dialog (e-paper), you have the option of embedding your company/image film in your ad or advertorial. Use your film to establish an emotional connection to your target group and sustainably position your company and your corporate values.

Get in touch with us for your individual cross-media quote.
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