

Price list no. 9a, applies from January 1, 2012
(complements price list no. 9)

 **Web Portal**

 **E-Mail Newsletter**

**The Online Media for
Media, Market and
Advertising Research**



Web Portal: Brief Description

The online portal www.research-results.de provides current and useful information about market research and is thus the ideal complement to the print edition. Up to 54,000 visitors per month visit the site and view up to 190,000 pages – the perfect conditions for your advertising success!



Information about the market research trade show **Research & Results:**

exhibitor information, visitor registration, exhibitor list, hall plan, congress program, trade show party, downloads, etc.



Information about the print edition of **Research & Results magazine:**

preview of the next issue, magazine concept, subscriptions, sample copies, special issues.



Article archive: all previously published articles from the Research & Results magazine – selectable by topic, industry and target group.



Research feature: an extensive research feature allows targeted searching for articles, service providers and events.



Service provider database: a large directory of market research service providers with contact details and company profiles. The database can be searched by search term, by topic, industry, or target group and alphabetically.

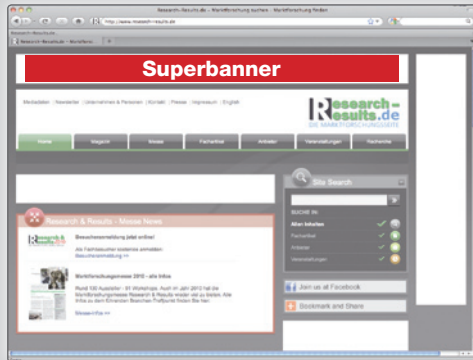
User Profile

These comprehensive features are appreciated by **numerous users in companies, agencies and institutes** who can actively search for relevant information or providers of further services.

The visitor registration for the **market research trade fair “Research & Results”** is also conducted via this website, so **most of its users are trade fair visitors as well.**



Web Portal: Advertisement Options



Super banner 728 x 90 pixel



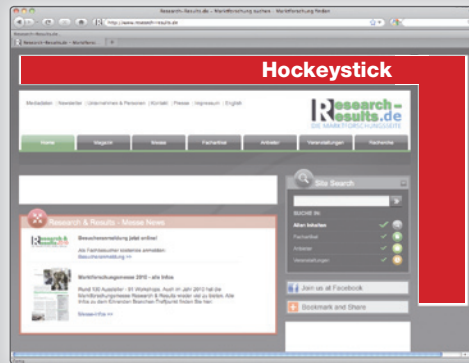
Full-size banner 468 x 60 pixel



Half-size banner 234 x 60 pixel



Skyscraper 120 x 600 pixel



Hockey stick (Super banner + Skyscraper)

1 Technical requirements

The following file formats for advertising banners are supported:

- .jpg = static image
- .png = static image
- .gif = animated or static image
- .swf = animated Flash, the target link has to be pre-embedded in the Flash

The file size of a single banner should not exceed 150 kB.

Web
Portal:
Price
in €

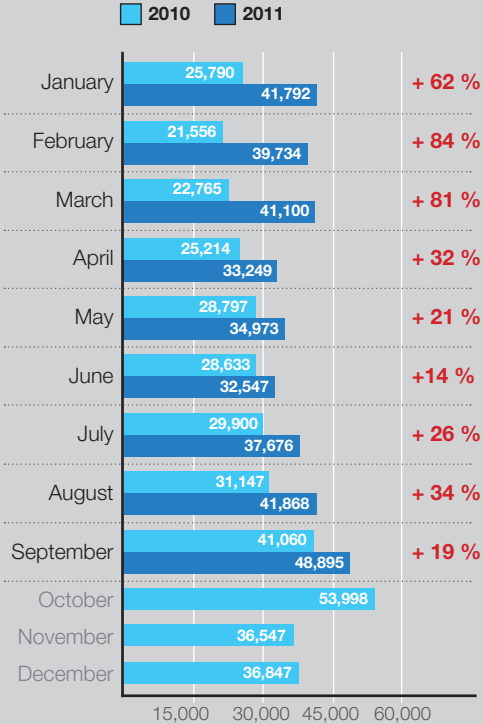
Month	Calendar week	Half-size banner 234 x 60 pixel	Full-size banner 468 x 60 pixel	Super banner 728 x 90 pixel	Skyscraper 120 x 600 pixel	Hockey stick
January	1-2	250	400	480	490	770
January	3-4	250	400	480	490	770
January/February	5-6	250	400	480	490	770
February	7-8	250	400	480	490	770
February/March	9-10	250	400	480	490	770
March	11-12	250	400	480	490	770
March/April	13-14	250	400	480	490	770
April	15-16	250	400	480	490	770
April/May	17-18	250	400	480	490	770
May	19-20	250	400	480	490	770
May/June	21-22	250	400	480	490	770
June	23-24	250	400	480	490	770
June	25-26	250	400	480	490	770
July	27-28	250	400	480	490	770
July	29-30	250	400	480	490	770
July/August	31-32	250	400	480	490	770
August	33-34	250	400	480	490	770
August/September	35-36	470	760	920	930	1,470
September	37-38	610	980	1,190	1,200	1,900
September/October	39-40	830	1,340	1,620	1,640	2,600
October	41-43	830	1,340	1,620	1,640	2,600
October/November	44-45	250	400	480	490	770
November	46-47	250	400	480	490	770
November/December	48-49	250	400	480	490	770
December	50-52	250	400	480	490	770

All prices are exclusive of VAT.

Web Portal: Statistics

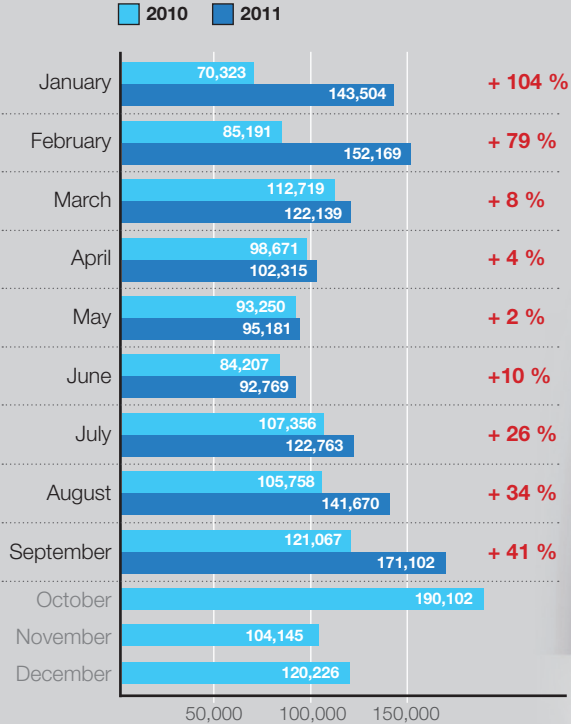
Web portal: Visitors

(Period: January 1, 2010 to September 30, 2011)



Web portal: Views

(Period: January 1, 2010 to September 30, 2011)



As of Oct. 16, 2011

E-Mail Newsletter: Advertisement Options and Prices

The Research & Results e-mail newsletter was launched in 2005 to supplement the print magazine with late-breaking news. There are 14 issues, with current news, events and appointment announcements.

The medium allows for up-to-the-minute news and a fast response time. Subscription numbers continue to grow, with the newsletter reaching over 4,000 subscribers in the field of market research.

There are 5 banner spots available per issue.

Format	Number per year	Discount in %	Price in € per issue
Full-size banner 468 x 60 pixel	1		670
	2-3	10	603
	4-5	15	570
	6-7	20	536
	8-9	25	503
	10-11	30	469
	12-13	35	436
	14	40	402

Technical requirements

Size: 468 x 60 pixel
Formats: .jpg or .gif
Maximum file size: 40 KB

Please note:

Outlook 2007 will not display animated files in .gif format. We therefore recommend using static banner images.

URL:

Please provide us with the URL the banner should be linked to.



Dates and Topics

Newsletter Issue	Publication Date	Booking Deadline	File Delivery Deadline	Regular Columns and Topics
1/2012	Jan. 24	Jan. 17	Jan. 19	<p>Each issue contains a wide range of topics:</p> <p>News News items and reports about companies and markets</p> <p>Mergers and cooperations</p> <p>New studies, approaches and offers</p> <p>Important survey results</p> <p>News and reports from Europe and the rest of the world</p> <p>Career People and appointments in market and media research</p> <p>Events Seminars and events of interest to the sector</p>
2/2012	Feb. 21	Feb. 14	Feb. 16	
3/2012	Mar. 13	Mar. 6	Mar. 8	
4/2012	Apr. 3	Mar. 27	Mar. 29	
5/2012	Apr. 24	Apr. 17	Apr. 19	
6/2012	May 22	May 15	May 17	
7/2012	June 12	June 5	June 7	
8/2012	July 17	July 10	July 12	
9/2012	Aug. 7	July 31	Aug. 2	
10/2012	Sep. 4	Aug. 28	Aug. 30	
11/2012	Sep. 25	Sep. 18	Sep. 20	
12/2012	Oct. 16	Oct. 9	Oct. 11	
13/2012	Nov. 13	Nov. 6	Nov. 8	
14/2012	Dec. 18	Dec. 11	Dec. 13	

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