

siepmann|media

eLearning JOURNAL



Media Data & Media Analysis

Media Data 2019 - No. XXII - Valid as of December 1, 2018

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About us

The eLearning Journal Business Philosophy



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Mission Statement

The first issue of the eLearning Journal, with an initial print run of 10,000 copies, appeared in January of 2005 at the LEARNTEC trade show, held at that time in downtown Karlsruhe, Germany. Over the past 14 years, the eLearning Journal has become the leading trade journal for implementing digital media in in-house training throughout the German-speaking world, with five annual publications as well as the eLearning Benchmarking Study. Since 2013, the eLearning Journal has also organized the eLearning Summit Tour, a decentralized series of conferences for companies throughout the entire DACH region which utilize eLearning.

2019 is the next great development for the eLearning Journal. Looking forward, the re-launch of our online magazine will shift the focus to our digital activities and products. Our new editorial concept will ensure that our Online Magazine is more up-to-date and informative, and our editing prowess—formerly confined to the print medium—will now also become apparent on digital platforms. New products such as the Online Advertorial or eBook Branding and Hosting round out our digital portfolio, while existing products such as our “Who is Who” vendor database and our monthly newsletter have also been re-structured and re-designed as a part of our online relaunch.

The second major developmental step in 2019 is our internationalization. The English version of our online magazine will grant our eLearning Journal an immediate international presence. The eLearning Journal has undergone a two-year preparatory phase in order to establish a market presence in the form of an editorial database with more than 40,000 eLearning professionals, primarily from North America. With our digital products, the eLearning Journal will also appeal to this international target group and become a reliable, familiar partner for marketing campaigns in the global eLearning market.

Frank Siepmann
Publisher of the
eLearning Journal



Target markets: The following pages depict the flags indicating the target market in which each respective product is available.



DACH market (German language)



Global market (English language)

Scope

Get to know the eLearning Journal network



The eLearning Journal offers a first-class editorial environment for targeted marketing campaigns for implementing digital media within the scope of in-company training and continuing education. With a comprehensive media portfolio, the eLearning Journal enables decision-makers and projects leads to conduct targeted, expertly tailored communication with target groups in German-speaking and international companies and organizations.



- Specialist Publisher -

Monthly readers
30.000+

Newsletter subscribers
12.000+

Searches in the "Who is Who" database
10.000+

Annual publications
6



- Market Research -

eLearning professional contacts
45.000+

Study participants
1000+

Annual studies
4



- Trade Shows -

Participating eLearning professionals
3.000+

Annual event dates
25



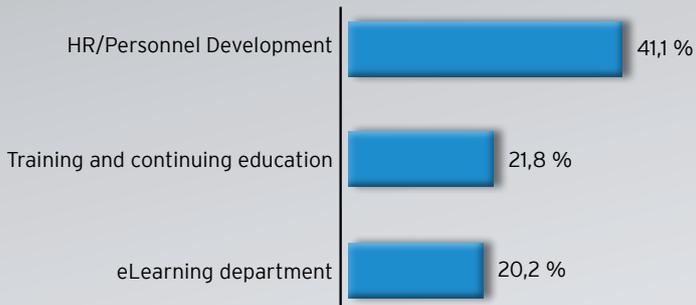
Reader Analysis

eLearning beginners and veterans alike trust the eLearning Journal

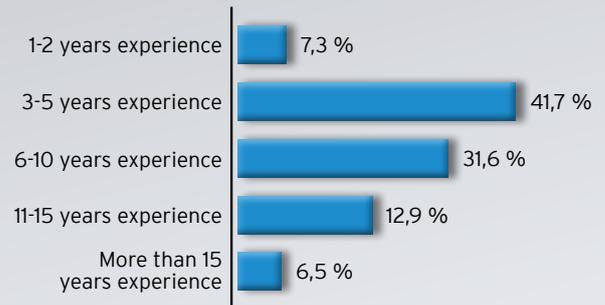


The eLearning Journal boasts a balanced readership of eLearning professionals and large firms with many years of experience, as well as HR managers from mid-size enterprises who are currently developing their own eLearning implementation plans. This makes the eLearning Journal an optimal platform for your cross-media marketing needs.

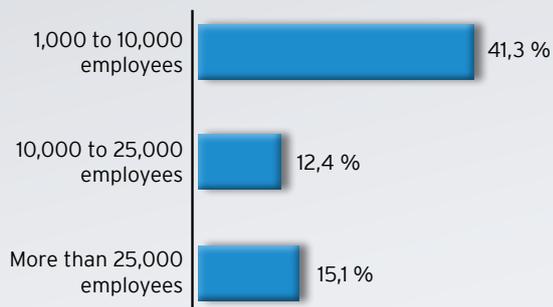
Target group:



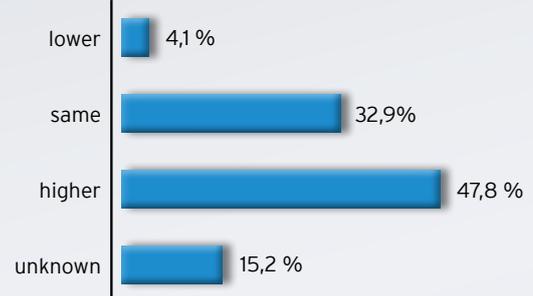
eLearning expertise:



Company size:



eLearning budget development:



Editorial Plan

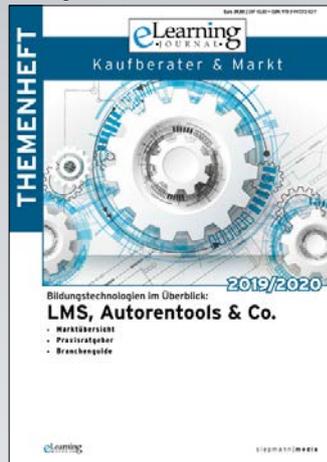
Our 6 print publications in 2019

Release Date:
January 28, 2019



eLearning Journal 1/2019:
LEARNTEC Issue

Release Date:
July 15, 2019



eLearning Journal 2/2019:
Purchasing Advisor & Market 2019/2020

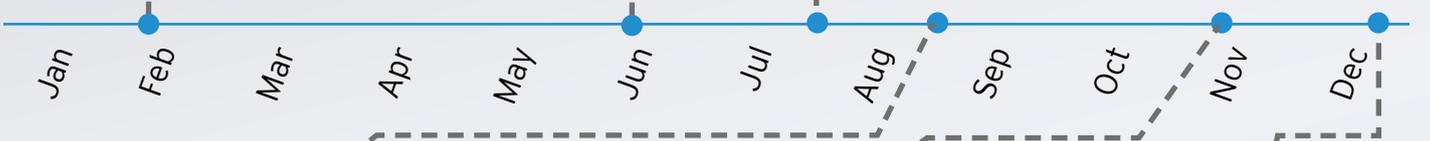
Release Date:
September 1, 2019



eLearning BENCHMARKING Study 2019:
eLearning & Continuing Education

2019

2020



Release Date:
October 31, 2019



eLearning Journal 3/2019:
Practical Guidebook 2019/2020

Release Date:
December 15, 2019



eLearning Journal 4/2019:
eLearning Trend Report 2019/2020

Release Date:
January 15, 2020



eLearning and Knowledge
Management Yearbook 2020

Trade Journal

Advertise in the leading eLearning print journal

PRINT



Print advertising: The eLearning Journal's 6 annual publications cover a broad spectrum of topics, and the explanations, trend prognoses, recommendations for action, and other included benefits offer an optimal editorial environment for your marketing needs



Advertisement

Top-notch advertisements in various formats will help you pique interest and grant your company a prominent position on the scene.



Advertorial

You have the option to place a two-page advertisement in our journal to inform our readers about your company, products, and innovations.



Product	Scope	German-language
Advertisement	1/1 page* (placements possible**)	2,000.00 €**
Advertorial	2/1 pages	2,000.00 €

All prices include mandatory VAT | * Alternative formats available upon request | ** Surcharge for U2/U3: 500.00 €/Surcharge for U4: 1,000.00 €

Online Magazine

The platform for your digital marketing needs



International: With the relaunch, our online magazine is also available in English for the global market. Going forward, we will use the English-language version to address our around 60,000 international eLearning contacts.

Header Banner

Alternating, randomized advertisements on all pages.



Content Banner

Static display on the homepage.

Online Magazine

Our online magazine is an optimal platform for your company's digital marketing strategy, both in the German-speaking area and on the international market.

You can use our campaign banners and online advertorials to pique interest and brand your company as well as products.

Scope in DACH region

30.000+

International scope

60.000+

Product	Scope	German-language	English-language
Header Banner	Dimensions: 610 x 45 pixels	500.00 € per month	1,000.00 € per month
Content Banner	Dimensions: 700 x 200 pixels	500.00 € per month	1,000.00 € per month
Online Advertorial	Max. 7500 characters incl. spaces	1,000.00 €	2,000.00 €

All prices include mandatory VAT

Newsletter

Address the eLearning Journal network in two languages



Editorial Plan: The monthly newsletter offers a balanced mix of selected editorial contributions and current eLearning industry news. A total of 7 editorial categories from trade articles, covering everything from Best Practice to test reports offer added value in terms of content.

Newsletter

The eLearning Journal publishes a German-language and an English-language newsletter. Use text advertisements and banners to reach our national and international contacts, pique interest in your products, and generate new clicks and leads.

Special newsletter

Our Special Newsletter addresses either our national or international contacts. The content of our Special Newsletter is organized and oriented based on your needs, meaning that you choose the topics, text advertisements, and banner!

Scope in DACH region
12.000+

International scope
40.000+



Product	Scope	German-language	English-language
Text advertisement	Text (circa 1,000 characters) + image	500.00 € per month	1,000.00 € per month
Banner	Dimensions: 500 x 100 pixels	500.00 € per month	1,000.00 € per month
Newsletter Combination	Text advertisement + banner	750.00 € per month	1,500.00 € per month
Special Newsletter	Exclusive branded newsletter	2,000.00 €	4,000.00 €

All prices include mandatory VAT

eBooks

Generate leads with first-rate editorial content



Generate leads: High-quality editorial eBooks are optimized for digital download format with a landing page. Using a landing page, eBooks can be exchanged for the contact information of interested eLearning professionals, thus generating relevant leads.



← eBook Co-Authoring + Hosting & Promotion

The eLearning Journal works in close cooperation with you to produce an exclusive eBook addressing your selected topics and content, which you may then use—without restriction—for your own advertising purposes. It also includes three months of hosting with your own landing page in our online magazine.

eBook Hosting & Promotion →

Host your eBook with your own landing page in the downloads area of our online magazine. Each hosted eBook will be promoted via its own campaign, comprising an advertorial and an entry in our newsletter. All resulting leads will be shared with you.

[EXAMPLE]



Product	Scope	German-language	English-language
Hosting & Promotion	eBook hosting for 3 months, incl. a newsletter entry and an article in the online magazine	2,500.00 € per quarter	5,000.00 € per quarter
Co-Authoring + Hosting & Promotion	3 months hosting & promotion incl.	8,500.00 €	17,000.00 €

All prices include mandatory VAT

Who Is Who

Your cross-media business profile in the eLearning Journal



Branding: The cross-media “Who is Who” database is ideally suited for ensuring an ongoing presence in the eLearning Journal and, thus, being visible as a relevant actor of the eLearning market.

PRINT

eLearning IndustryGUIDE

eLearning service providers are depicted in our print publications on a two-page map of the DACH region. Vendors can also place an ad or promotion in the IndustryGUIDE.

German-language only



DIGITAL

Who Is Who Database

Your company becomes visible to readers as a potential project partner in our online magazine's vendor database. With your own premium profile, you can present your products, services, and project experiences in detail.

German-language and English-language



Product	Scope	Costs
Who is Who: DACH	1. Entry in the IndustryGUIDE (Print) 2. Premium entry in the German-language Who is Who database (digital)	1,800.00 € per year
Who is Who: International	Premium entry in the English-language Who is Who database (digital)	1,800.00 € per year

All prices include mandatory VAT

Test Reports

Have your products tested by the eLearning Journal

CROSS MEDIA



Orientation: The editorial staff of the eLearning Journal tests a maximum of 10 eLearning products per year, ranging from learning units to infrastructure, thus providing orientation aid for project managers.



Media usage Test seal

Within your test report, each tested product will be furnished with a seal that includes the assessment and score. Once media usage rights have been purchased, the test seal can be used online for advertising purposes—without restriction—for 2 years.

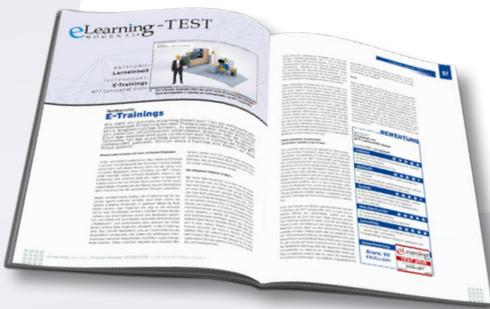
EVALUATION

TESTED:
E-Trainings from WTT CampusONE GmbH

Didactics	★★★★★
<ul style="list-style-type: none"> Well-thought-out appraisal of topics Strong focus on practical application Good optimization for target group 	
Methodology	★★★★☆
<ul style="list-style-type: none"> Intelligent and diverse implementation of interactive elements Virtual moderator fulfills the role of an instructor Some of the eTrainings are a bit long 	
Technology	★★★★☆
<ul style="list-style-type: none"> The eTrainings can be used on any end user device Appealing, modern look and feel Contents scale only up to the display size of a laptop 	
User/Learner	★★★★★
<ul style="list-style-type: none"> Exceptional usability Contents are structured in a motivating manner 	
Learning success	★★★★★
<ul style="list-style-type: none"> Numerous exercises and repetitions foster transfer of knowledge Regular tests allow participants to monitor their progress 	
Overall score	
Score: 92	
EXCELLENT	

Media usage Test report

A two-page, editorial test report is generated for each tested product, and is then published on cross-media platforms in an eLearning Journal publication, in our online magazine, and in the newsletter. In addition, you will be provided with the test report for your own subsequent use.



[EXAMPLE]

Product	Scope	German-language	English-language
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Media usage test results

License fee for 2 years of media usage rights:
Test seal and test report



Price available upon request



Price available upon request

BENCHMARKING Study

Become an exclusive sponsor of the largest study in the DACH region



Lead generation: Study sponsors receive an editorial assessment of their study results in the form of an eBook. This eBook can be offered as a free download via a landing page to generate meaningful leads as well as for your own advertising or promotional purposes.



← eLearning BENCHMARKING Study

As an exclusive sponsor, you can ask eLearning experts and L&D professionals about their future eLearning needs.

Study participants 2018

1000+

Sub-study Sponsoring

Design your own sub-study and use the top-notch editorial study results to generate leads.

1. Generate a pool of questions
2. Interpret study results
3. Recognize new market opportunities
4. Generate leads

[EXAMPLE SUBSTUDY]

Sub-study 2018:



Product	Scope	German-language	English-language
Study	Sub-study sponsoring + subsequent usage rights	12,500.00 €	25,000.00 €

All prices include mandatory VAT

eLearning AWARD

Submit your state of the art project

CROSS MEDIA



Expert jury: Each year, an impartial jury assesses the numerous project submissions within the scope of the eLearning AWARDS and presents prizes to innovative, future-oriented projects from Germany, Austria, and Switzerland in more than 50 categories.



eLearning AWARD

Vendors can cooperate with a reference customer to submit a joint project for the eLearning AWARD. The winning project is announced and a project documentation is published in our annual yearbook "eLearning & Knowledge Management," which can be used for your own marketing or promotional purposes.

Submission period: January 1, 2019 through August 31, 2019
Announcement of winner: January 2020
Award ceremony at didacta 2020: March 24-28, 2020

Project of the year

In addition to the winning projects for the eLearning AWARDS, the "Project of the Year" special award is also announced. The 3 best projects based on the discretion of the jury are also awarded with the title "Project of the Year" and an exclusive glass trophy.



▲ In addition to the glass trophy, all AWARD winners also receive a high-quality press photo and a video clip of the ceremony.

COOPERATION PARTNERS:
didacta
Verband der Bildungswirtschaft

[AWARD CEREMONY]



GERMANY · AUSTRIA · SWITZERLAND

eLearning SUMMIT Tour

The largest corporate eLearning end-user conference in the DACH region

More than
100
presenters

More than
3.000
participants

25
Events

The eLearning SUMMIT Tour is a decentralized conference series with a practical, interactive, and dialogue-oriented program of events. In a total of 10 metropolitan regions in Germany, Austria, and Switzerland, the SUMMIT Tour invites project leads, L&D professionals, and eLearning managers to share their experiences in a practice-oriented environment.

Become familiar with relevant companies who implement eLearning:



and much more



In 2019, host **Frank Siepmann** is once again inviting more than **3.000 eLearning professionals** for a practice-oriented exchange of experiences at the **SUMMIT Tour**.

Did we pique your interest?

If you are interested in participating in the program, we will send you our **Partner Program** for eLearning service providers upon request.

General Terms and Conditions

1. Scope

The following General Terms and Conditions apply to the business relationship between the firm Siepmann Media as Publisher and an advertiser as Client, regarding one or more publications intended for advertising purposes, either in printed form or digital form on the internet, provided that the client is a company.

Any General Terms and Conditions of the Client do not apply to the relationship with the Publisher.

2. Conclusion of the Agreement

The agreement between the Client and the Publisher first goes into effect upon transmission of a confirmation of agreement/invoice submitted to the Client.

3. Refusal of Publication Agreements

The Publisher is entitled to refuse publication agreements. In particular, this applies if the publishing entity is in violation of laws or other standards. If the Client has been banned due to any content whose publication he requests from the Publisher, or if the Client has already been issued a cease-and-desist declaration or declaration of commitment, the Client is obligated to inform the Publisher of such circumstances.

4. Liability for Published Content

The Client is responsible for the published content. The Client indemnifies the Publisher in full from any third-party claims that may be levied against the publishing entity due to the published content. In particular, this indemnity applies to violations of personal rights, copyrights, trademark rights, and all other intellectual property rights. Furthermore, the Client shall indemnify the Publisher, in an appropriate amount, for the costs of legal defense accrued by the Publisher due to third-party claims in accordance with Sec. 1.

The Publisher is not obligated to verify whether a Publication Agreement violates any third-party rights. If the Publisher is obligated to publish a counterstatement or similar statement, the Client shall reimburse the Publisher for any related accrued costs.

The Publisher does not grant the Client any protection against competition.

5. Publication Documents

The Client is responsible for providing error-free publication documents in a timely manner. The Publisher shall immediately request a replacement for any apparently unsuitable or damaged documents.

The Client is liable to the Publisher for ensuring that any digital files transmitted to the Publisher are free of any harmful software. The Publisher is entitled to destroy digital files that contain harmful software without hereby granting the Client the right to file a claim against the Publisher. The Publisher reserves the right to file claims for damages against the Client if any harmful software causes further damages to the Publisher. The Publisher is authorized to destroy publication documents three months after publication.

6. Appearance of Publications

Intentional publications that are not recognizable as marketing material due to their design can be labelled by the Publisher as such with the designation "Advertisement."

If the placement, form, and size of a publication has not been agreed upon by the Publisher and Client, the Publisher is authorized to make this determination at his best discretion. Any costs for modifying the originally stipulated publication agreement shall be borne by the Client.

7. Final Publication Date/Date of Appearance

The deadlines for final publication date and appearance as determined by the Publisher are not binding for the Publisher.

8. Copy of Documentation/Proof of Publication

Upon request, the Client shall be provided with a copy of the documentation or other proof of publication.

9. Guarantee

The Client must issue a complaint for any apparent defects in the publication caused by the Publisher within four (4) weeks after publication. A complaint must be issued for any non-apparent defects in the publication within one (1) year of publication. Warranty claims filed by the Client due to defects in the publication shall lapse within one (1) year of publication.

10. Liability

The Publisher is liable to the Client for any damages caused by intentional or grossly negligent conduct, as well as for damages due to negligent injury to life, body, or health. Likewise, the Publisher is also liable for damages arising, at minimum, due to minor negligent breaches of duty; whose fulfillment enables proper handling of the publication agreement; whose violation endangers fulfillment of this purpose; and upon whose compliance the Client generally relies. Note that the obligation to reimburse claims for damages—with the exception of liability for intentional acts and culpable injury to life, body, or health—is limited to the foreseeable, typically occurring damages. No other claims for damages may be levied against the Publisher.

The aforementioned exception to liability and the aforementioned limitation to liability also apply to personal liability of employees and all representatives and agents of the Publisher.

Liability in accordance with the Product Liability Act [German: Produkthaftungsgesetz] remains unaffected. In the event of force majeure or strike, the Publisher is released from the obligation to fulfill the agreement.

11. Calculation/Payment

The prices listed by the Publisher are net prices incl. applicable VAT.

The Publisher's invoice receivable is due for payment upon receipt of the invoice by the Client. After a period of fourteen (14) days has elapsed after receipt of the invoice, the Client shall be considered in arrears, even if no separate reminder or notice of default is issued.

The Client reserves the right to request advance payment at the final publication date.

The Publisher reserves the right to make further publications contingent upon payment of any unpaid invoices.

The Client may only levy claims against the Publisher's offset if such claims are not contested or are legally binding.

12. Results of Termination

Should the Client declare the agreement terminated before the agreement has been fulfilled in full, the Publisher is entitled to request the agreed upon compensation; he must, however, credit the amount saved as a result of terminating the agreement, or gained or maliciously prevented from gaining via alternate utilization of his workforce.

13. Court of Jurisdiction

The court of jurisdiction is Geestland.

14. Final Clauses

The language of the agreement is German. The law of the Federal Republic of Germany applies to contractual relationships between the Publisher and the Client. UN purchasing law is excluded.

Contact Us

Reach out to us



Individual consultation: Did we pique your interest? Then reach out to us and schedule a consultation about our comprehensive portfolio. We would be delighted to create an individualized marketing campaign for tailored communication with target groups comprising decision-makers and project leads.

Christian Jachens
Global Sales

Mathias Fleig
Editor-In-Chief



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