

siepmann|media

eLearning JOURNAL

We enable you to reach out to over
200.000 eLearning Professionals
monthly!



Media Data & Media Analysis

Media Data 2021 - Nr. XXV - Valid as of June 1st, 2021

Content

2021 Media Data - Overview

Mission Statement.....	3
Scope	4
Reader Analysis.....	5
PRINT:	
Publications.....	6
Trade Journal & Yearbook.....	7
DIGITAL:	
Online Magazine.....	8
Newsletter	9
eBooks.....	10
Webinars	11
CROSS-MEDIA:	
Cross-Media Advertorial.....	12
Who Is Who.....	13
Test Reports.....	14
eLearning BENCHMARKING Study.....	15
eLearning AWARD	16
EVENTS: eLearning SUMMIT Tour.....	17
General Terms and Conditions.....	18
Contact Us	20

About Us

The eLearning Journal Business Philosophy



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Our Cross-Media Portfolio for your Market Success

Over the past 16 years, the eLearning Journal has developed into the leading specialist journal internationally and in the DACH region for the digital transformation of in-company education. With over 200,000 L&D company contacts consisting of eLearning professionals, project managers and personnel developers, an established cross-media portfolio with over 15,000 annual registered participants to the eLearning SUMMIT, the eLearning Journal is an effective partner for marketing measures in German-speaking countries and offers targeted formats for market encounters, branding campaigns and agenda-setting.

Your Partner for targeted Marketing-Strategies from Lead Campaigns to Social Selling

For your sustainable market presence in „corporate learning“, we are continuously expanding our target group and outreach relevancy. Against this background, the number of directly addressable L&D contacts in companies and organizations from our “Community of Practice - Company Education”, rose by 21% in our editorial database within the past year. The reach of personal contacts and followers in our “**Social Media EcoSystem** - Company Education” (LinkedIn, XING, Twitter, YouTube, Facebook, Instagram, and Spotify) even increased by 235% in the same period. With the addition of further virtual and hybrid event formats, the volume of registered participants for the eLearning SUMMIT has more than quadrupled.

In this way, we can offer our advertising partners decisive market advantages while continuously focusing on qualitative outreach development, rising target group relevance, and individual campaign-design. We gladly support you in your targeted development of your marketing strategy and help you generate high quality Business Leads.

Frank Siepmann
Publisher
eLearning Journal



Target Markets: On the following pages, the flags depicted below will indicate 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 continuous in-company training and education. With a comprehensive media portfolio, the eLearning Journal offers various tailor-made channels of target group communication directly to decision-makers and project managers of German-speaking, as well as international companies and organizations.



Specialist Publisher

eLearning Professional Contacts

200,000+

Newsletter Subscribers

90,000+



Events

Registered Participants

15,000+

Annual Events

65+

Net Promoter Score (NPS)

95%



Social Media

XING Contacts

30,000+

LinkedIn Contacts

27,000+

Twitter/Instagram/Facebook

11,000+

YouTube Views

750,000+

YouTube Subscribers

700+



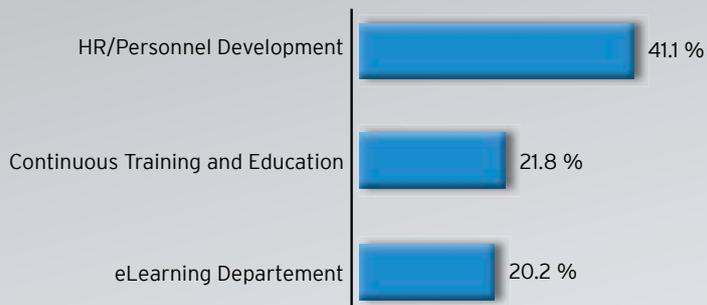
Reader Analysis

eLearning Beginners to Experts rely on the eLearning Journal

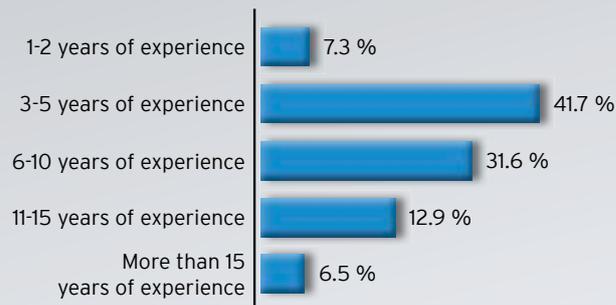


The eLearning Journal boasts a balanced readership of eLearning professionals and large firms with many years of experience, as well as HR managers from mid-size enterprises who are currently developing their own eLearning implementation plans. This makes the eLearning Journal the perfect platform for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

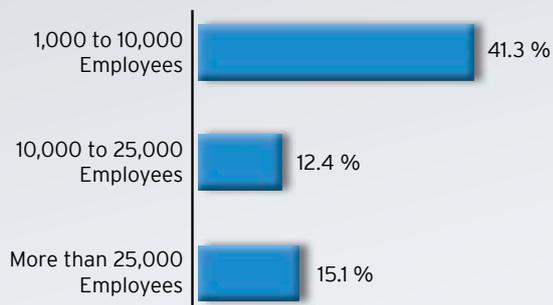
Target Group:



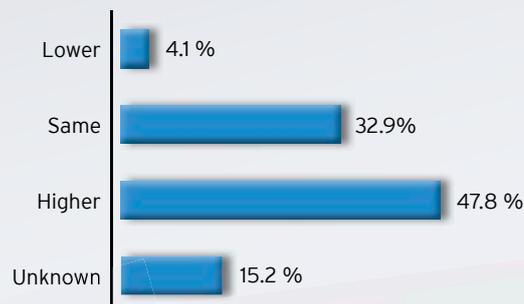
eLearning Expertise:



Company Size:



eLearning Budget Development:



Publications

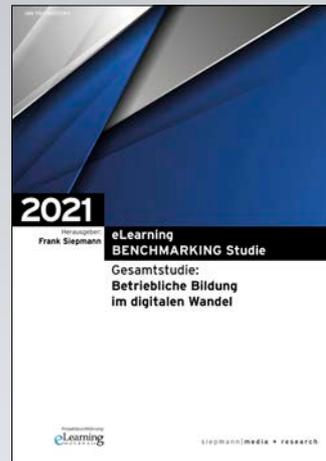
Our 5 Print Publications in 2021

Release Date:
May 15, 2021



eLearning Journal 1/2021:
Purchasing Advisor & Market 2021/2022:

Release Date:
June 30, 2021



eLearning BENCHMARKING Study 2021:
Corporate eLearning

2021

2022



Release Date:
September 30, 2021



eLearning Journal 3/2021
Practical Guidebook 2021/2022

Release Date:
January 15, 2022



eLearning and Knowledge Management Yearbook 2022

Release Date:
February 01, 2022



eLearning Journal 2/2021:
LEARNTEC-Edition

Trade Journal & Yearbook

Advertise in the leading eLearning Print Journal

PRINT



Print Advertising: The eLearning Journal's 5 annual publications cover a broad spectrum of topics and offer an optimal editorial environment for your marketing needs, with interpretations, trend predictions, recommendations for action, and others.



Advertisement

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



Advertorial

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



Product	Size	German
Advertisement	1/1 page* (placements possible**)	2,000.- €**
Advertorial	2/1 pages	2,000.- €

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

DIGITAL



International: With the relaunch in 2018, our online magazine has since been available in English for the global market. Going forward, we will use the English-language version to address our top-notch international eLearning contacts.

Header-Banner

Alternating, randomized advertisements on all pages



Online Magazine

Our online magazine offers the perfect platform for your company's digital marketing strategy, both in the German-speaking region and in the international market.

You can use our campaign banners and online advertorials to pique interest, brand your company and products, as well as help generate new leads.

Annual Scope
in the DACH Region
350,000+

Content-Banner

Static display on the homepage.

Product	Size	German	English
Header Banner	Dimensions: 610 x 45 pixels	600.- € per month	900.- € per month
Content Banner	Dimensions: 700 x 200 pixels	600.- € per month	900.- € per month
Online Advertorial	Max. 7500 characters incl. Spaces + Images	1,000.- €	1,850.- €

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. Not to be used for lead generation (e.g., webinars, eBooks, white papers, ...)

Special Newsletter

With our Special Newsletter you can either address our national or international contacts. The entire content of our Special Newsletter is centered around and based on your needs, meaning that you choose the topics, text advertisements, and banner! The **Special Newsletter** can be used to promote your **lead campaign**.

Scope in the DACH region

18,000+

Opening Rate DACH:
15 %

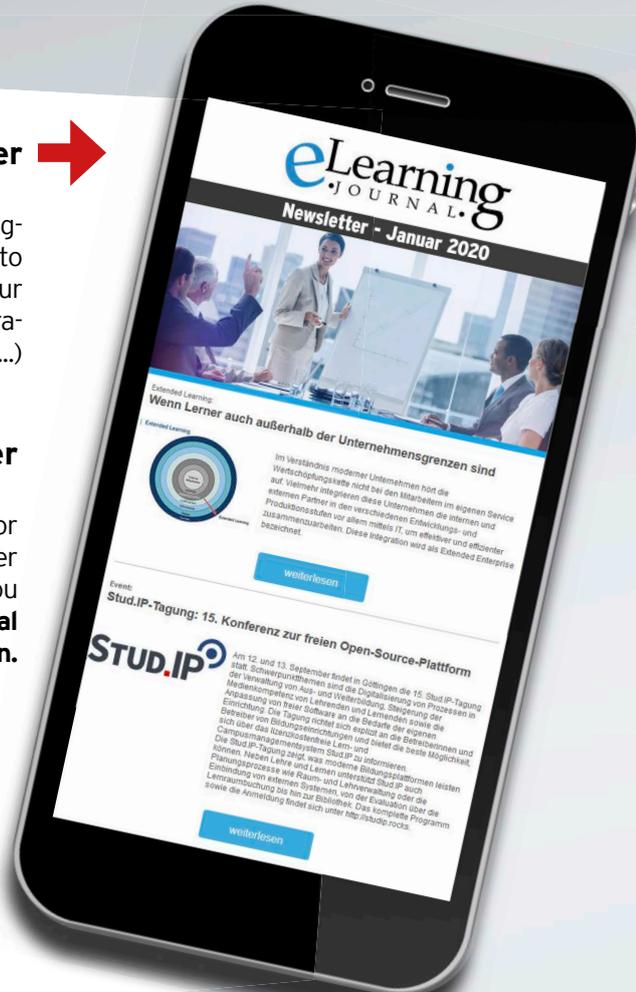
during the past 12 months

International Scope

75,000+

Opening Rate International:
7.5 %

during the past 12 months



Product	Size	German	English
Text advertisement	Text (approx. 1000 characters) + image	600.- € per Newsletter	900.- € per Newsletter
Banner	Dimensions: 500 x 100 pixels	600.- € per Newsletter	900.- € per Newsletter
Newsletter Combo	Text advertisement + banner	900.- € per Newsletter	1,750.- € per Newsletter
Special Newsletter	Exclusively Branded-Newsletter (can be used for lead campaigns)	2,900.- €	4,500.- €

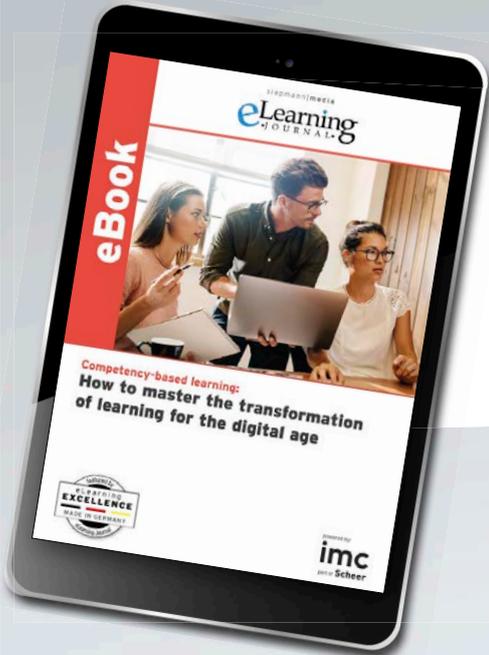
All prices include mandatory VAT

eBooks/White Paper

High-quality, downloadable Editorial Content



Content Marketing: High-quality editorially eBooks or White Papers are ideal for digital downloads using a landing page.



← Conception & Production

As part of the campaign, an exclusive eBook is produced in coordination with the theme partner, which can then be used for advertising purposes in the agreed campaign language.

Hosting & Promotion →

The eBook will be on offer for free download for 3 months with its own landing page in our online magazine. In addition, we will promote the downloadable content in our newsletter and via our social media channels.

[EXAMPLE] →



Product	Size	German	English
eBook/White Paper-Campaign	3 months of hosting & promotion	8,500.- €	14,500.- €

All prices include mandatory VAT.

Webinars

High-Quality Leads for tailor-made Corporate Communications



enerate Leads: Editorial and content-driven Webinars are always met with major interest from our Summit-Community. Therefore, in addition to generating leads, our Webinars also present a great opportunity to enable effective branding and marketing measures for sponsors.



Limited Webinar Dates

← Organization and Implementation

As part of the campaign, a high-quality editorial webinar is held together with a theme partner. A landing page is set up for the webinar. Participants can register free of charge by providing their contact details, which are then passed on to the theme partner as leads.

250-300

Leads

Participant Acquisition and Promotion →

To support participant acquisition and thus lead generation, webinars are accompanied by a promotional campaign. The eLearning Journal invites the SUMMIT community to participate in the webinar by means of a personal invitation.



Product	Size	German	English
Webinar-Campaign	Acquisition of participants and implementation of a high-quality webinar.	6,000.- €	7,900.- €

All prices include mandatory VAT

Cross-Media Advertorial

Use our cross-media Outreach for your Marketing Needs!



Reach: The cross-media advertorial combines the advantages of print as well as online and enables eLearning providers to present their products and services to our readers via various channels.

Online Magazine

Scope: **30,000+ Monthly Readers**

Newsletter

Scope: **17,500+ Subscribers**



Social Media Ecosystem

Scope: **81,000+ Subscribers**

Print Magazine

Scope: **5,000+ Readers per issue**

Product	Size	Costs
Cross-Media Advertorial	Publication of your advertorial in print and online magazine, Promotion via social media and our newsletter	 3,500.- €

All prices include mandatory VAT

Who is Who

Your cross-media Business Profile in the eLearning Journal



Branding: The cross-media product „Who is Who“ is ideally suited to ensure a constant presence in the eLearning Journal and to be visible as a relevant player in the eLearning market.

PRINT

eLearning IndustryGUIDE

On a double-page map of the DACH region, eLearning service providers are made visible in our print publications. In addition, all providers can present themselves in the IndustryGUIDE with an advertisement or self-promotion.

 **German-language only**



DIGITAL

Who is Who Database

In the supplier database of our online magazine, your company becomes visible to our readers as a potential project partner. With your own premium profile, you can present your products, services, and project experiences in detail.

 **German- and English-language**



50% Discount for New Clients
[BRANDING UND MARKETING CAMPAIGN] 

Product	Size	Costs
Who is Who: DACH	1. Entry into the IndustryGUIDE 2. (Premium entry into the German-language Who is Who database (digital))	 1,800.- € per year
Who is Who: International	Premium entry into the English-language Who is Who database (digital)	 1,800.- € per year

All prices include mandatory VAT

Test Reports

Have your Products tested by the eLearning Journal



Orientation Guide: The editorial staff of the eLearning Journal tests a maximum of 10 eLearning products a 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 its 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.

Max. 10 Annual Test Seals

EVALUATION

TESTED:

E-Trainings from WTT CampusONE GmbH

Didactics ★★★★★

- 🟢 Well-thought-out appraisal of topics
- 🟢 Strong focus on practical application
- 🟢 Good optimization for target group

Methodology ★★★★★

- 🟢 Intelligent and diverse implementation of interactive elements
- 🟢 Virtual moderator fulfills the role of an instructor
- 🔴 Some of the eTrainings are a bit long

Technology ★★★★★

- 🟢 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 ★★★★★

- 🟢 Exceptional usability
- 🟢 Contents are structured in a motivating manner

Learning success ★★★★★

- 🟢 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]

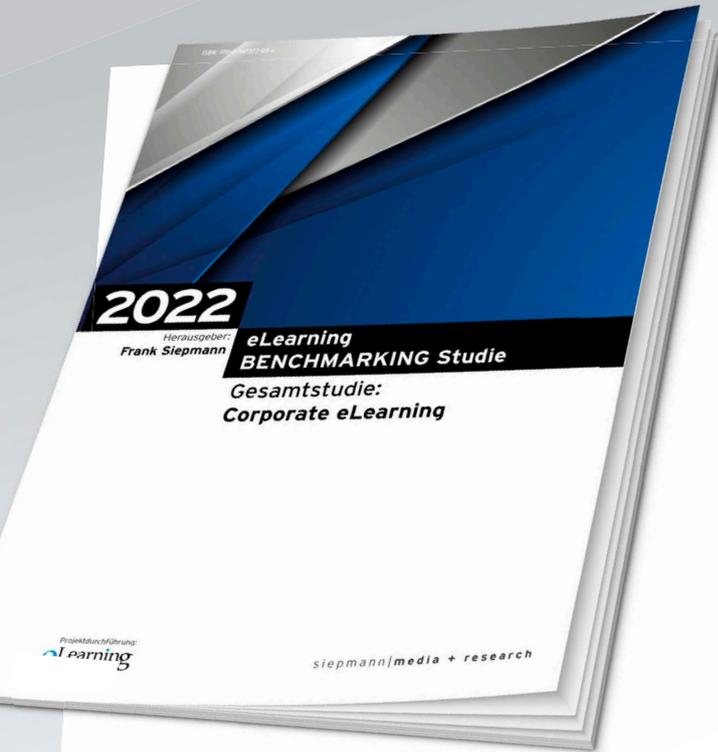
Product	Size	German	English
Media usage test results	License fee for 2 years of media usage rights: Test seal and test report	🇩🇪 Price available upon request	🇺🇸 Price available upon request

BENCHMARKING Study

Become an Exclusive Partner in the largest Study of its kind



Rights of Subsequent Use: Study partners receive an editorial assessment of their study results in the form of an eBook to generate leads. The editorial evaluation including the infographics can also be used for your own advertising or promotional purposes.



← eLearning BENCHMARKING Study

As an exclusive partner, you can ask eLearning experts and personnel developers about their future eLearning needs.

Study participants 2020

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

Previous Studies:

[EXAMPLARY SUBSTUDY]



Product	Size	German	English
Study	Sub-study sponsoring + subsequent usage rights	8,500.- €	12,500.- €

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: 15. April 2021 through 30. September 2021
Announcement of Winners: January 2022

[SUBMISSION FORM]

Project of the Year

Among the winning projects of the eLearning AWARD, the special award „Project of the Year“ will also be determined. The 5 best projects, based on the evaluation of the expert jury, are additionally awarded with certificates, and titled as „Project of the Year“ in the form of an exclusive glass trophy.

[AWARD CEREMONY]





GERMANY · AUSTRIA · SWITZERLAND · NETHERLANDS · UNITED KINGDOM

eLearning SUMMIT 2021



The largest user meeting on corporate eLearning in Europe

More than
350+
Presenters

More than
15,000+
eLearning Professionals

65+
Events

The eLearning SUMMIT Tour is a hybrid conference series with a practical, interactive, and dialog-oriented event program. In a total of 10 metropolitan regions in Germany, Austria, Switzerland, the United Kingdom and the Netherlands, the SUMMIT Tour invites project managers, HR development and eLearning professionals to a practice-oriented exchange of experiences.

Become familiar with relevant companies who implement eLearning:



In 2021, host **Frank Siepmann** is once again inviting more than **15.000 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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