Media kit 2020
ndion. The Content Platform

Discover portraits of personalities, newcomers and companies, international news and cross-industry trends from the field of tension between design, brand and innovation. A wide range of articles, interviews, podcasts and videos will keep you informed about all topics relevant to design and brand management. You will regularly find new job advertisements from the design and brand industry in the ndion job exchange.

ndion is the content platform of the German Design Council, which has been committed to the economic, cultural and social relevance of design, brand and innovation since its foundation in 1953. Initiated by the German Bundestag, our international network unites more than 340 foundation members.

Reach

Website
ca. 4,600 User/monthly
ca. 12,000 PI/monthly

Facebook
ca. 6,300 followers

Newsletter
ca. 8,000 recipients
c.a. 41% opening rate
c.a. 10% click rate
Our readers – your target group

ndion is the perfect environment to reach decision makers from brand, innovation and design and specialists and managers up to C-level. Professionals from the design disciplines and their fields of application, strategists and developers from engineering, industry and technology as well as experts from brand management and marketing will find high-quality content here. Students, graduates and universities as well as all those interested in design, brand and innovation are also part of the circle of readers and subscribers.

ndion is published in German and English. The majority of the users are based in Germany, the international access is constantly growing due to the English newsletter and other marketing measures.

ndion is editorially supported by the German Design Council - the leading competence center for communication and knowledge transfer in the field of design, innovation and brand since 1953.
Advertorials

Text-image-ad

Extent
A news report, an image and a link to any website. ndion provides a professional English translation.

Publication
Website: in the »News« section (de + en) for a period of 6 weeks
Newsletter: a news post (»sponsored post«) in the ndion newsletter with a link to the announcement
Social media: a Facebook post on the ndion Facebook page including a link to the company

Technical information
600 to 1,200 characters (incl. headlines, spaces)
1 contribution picture, incl. copyright, in min. 1,000 pixel width, RGB, max. 1MB

Price
600.00 Euro

Your contribution on ndion.de and in the newsletter

Extent
Topic contribution/advertorial, at least two images/ visuals and up to two links to websites. We provide a professional English translation.

Format
Product/project presentation, interview, portrait (person or company), event, study or similar

Publication
Website: on homepage www.ndion.de (en + en) with unlimited duration
Newsletter: a publication as a lead story in 2nd or 3rd position with a link to the report
Social media: a Facebook post on the ndion Facebook page including a link to the company

Price
1,500.00 Euro

Advertorial with editorial support by ndion

Extent
ndion commissions a journalist to create and edit a feature article, e.g. in the form of a telephone interview or portrait. We prepare a professional English translation.

Publication
Website: on homepage www.ndion.de (en + en) with unlimited duration
Newsletter: a publication as a lead story in 2nd or 3rd position with a link to the report
Social media: a Facebook post on the ndion Facebook page including a link to the company

Price
Individual offer on request

Technische Informationen
min. 3,500, max. 9,000 characters (incl. headlines, teaser, subheadings, spaces)
at least 2 images/visuals (max. 5), incl. copyright, in at least 1,000 pixels width, RGB, max. 1 MB

Price
1,500.00 Euro
The weekly newsletter keeps subscribers up to date with the latest news, jobs and events.

Recipients: around 4,600
Opening rate: about 39%
Click rate: around 9%

**mailing dispatch**
Tuesday (german)
Thursday (english)

**Format**
Size: at least 620x290 pixels
File format: JPG, RGB
file size: max. 1MB

**Price**
400.00 Euro
Facebook post

Extent
A Facebook post with image, optionally as an image or link post on the ndion Facebook page including a link to the company or landing page (English and German).

Technical information
Text: approx. 300 characters
Image: 16:9 or 4:5, 1,200px width (image contribution) or 1200 x 627 px (link contribution)

Price
400.00 Euro
Jobs

Basic
Duration: 2 weeks
One-time appearance in the ndion newsletter
Readjustment only possible after 8 weeks free of charge

Premium
Duration: 6 weeks
Appears twice in the ndion newsletter
Placement as a »top job« with logo in the ndion newsletter
Placement as »Top-Job« with logo in the ndion job market
one-time post on Facebook

Price:
399,- Euro normal display
99,- Euro internship/working students
Kontakt

ndion
German Design Council / Rat für Formgebung Medien GmbH Friedrich-Ebert-Anlage 49 60327 Frankfurt a. M.
T. 49 (0)69 - 24 74 48 - 600
www.german-design-council.de
www.ndion.de
ndion@german-design-council.de

Lutz Dietzold
Managing director

Janine Wunder
Vice President Communications & Marketing

Online editorial
Sabine Biskup
069 – 24 74 48 632
biskup@german-design-council.de

Nuria Mayer
069 – 24 74 48 635
mayer@german-design-council.de

Media cooperations
Benedikt Martini
069 – 24 74 48 631
martini@german-design-council.de