ndion. The Content Platform

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

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. 5,000 User/monthly  
ca. 12,000 PI/monthly

Facebook
ca. 6,400 followers

Newsletter
ca. 8,500 recipients  
ca. 40% opening rate  
ca. 8% click rate
Our Readers – Your Target Audience

ndion is the perfect environment to reach decision makers in the fields of brand, innovation and design as well as specialists and managers up to C-level. Professionals from all design disciplines and their fields of application benefit just as much as strategists and developers from engineering, industry and technology. Experts from brand management and marketing will find high-quality content here, as will students, graduates and universities as well as anyone interested in design, brand and innovation.

ndion is published in German and English. While the majority of the users are based in Germany, the number of international visitors is constantly growing due to the English newsletter and other marketing measures. ndion is editorially supported by the German Design Council - the leading competence centre 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 German translation.

**Publication**
Website: in the »News« section (Ger. + Eng.) for a period of 6 weeks  
Newsletter: a news post (»sponsored post«) in the ndion newsletter with a link to that post  
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 post image, incl. copyright, min. 1,000 pixels width, RGB, max. 1 MB

**Price**
600.00 EUR*

### Your article on ndion.de and in the newsletter

**Extent**
Article/advertorial, at least two images/visuals and up to two links to websites. We provide a professional German translation.

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

**Publication**
Website: on homepage https://ndion.de/en/(Ger. + Eng.) 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

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

**Price**
1,500.00 EUR*

### 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 https://ndion.de/en/(Ger. + Eng.) 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 homepage

**Price**
Individual offer on demand

*plus VAT
Newsletter Banner

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

**Mailing Dispatch**
Tuesday (German)
Thursday (English)

**Format**
Size: min. 620 x 290 pixels
File format: JPG, RGB
File size: max. 1 MB

**Price**
400.00 EUR*

*plus VAT
Podcast

Straight to the ear: Reach the design and brand-oriented business community with the ndion podcast

**Frequency of publication**
1 episode/month

**Reach**
approx. 3,000 downloads in the first 12 months

**Target group**
Professionals and managers from design and brand management, professors, students and graduates from design colleges, journalists and multipliers as well as the design-oriented public.

**Format**
Reference to the product/service offer recorded by the podcast speaker.
Integration of the website into the show notes.

**Technical information**
Text proposal is supplied by the client, editorial team makes changes if necessary and in consultation with the client to favour the advertising reference in the sense of native content.

**Costs**
MidRoll: 500.00 EUR*
MidRoll and PostRoll: 700.00 EUR*

*plus VAT
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, 1,200 pixels width (image post) or 1200 x 627 pixels (link post)

Price
400.00 EUR*

*plus VAT
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:**
399,00 EUR* Advert full/part-time position
99,00 EUR* Advert internship/working students

*plus VAT
Contact

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