Media Kit 2024
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 reviews 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 Bundes- tag, our international network unites more than 340 foundation members.

Reach
Website
c. 12,600 User/monthly
c. 20,000 PI/monthly
Newsletter
c. 6,522 recipients
ca. 36% opening rate
c. 9% click rate
Our Readers – Your Target Audience

ndion is aimed at the design-interested community and everyone involved in the design process. Professionals from all design disciplines and their areas of application benefit from its content, as do experts from brand management and marketing. Strategists and developers from engineering, industry and technology will find high-quality content here, as will students, graduates and universities as well as anyone interested in design, brand and innovation. ndion would like to address the creative industries as well as companies from the members of the German Design Council.

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.
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
Individual offer on request

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*
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. 1,500 downloads per podcast

**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
**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 »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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