

# Media Kit 2024

ndion.de



# 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 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 Bundestag, our international network unites more than 340 foundation members.

The screenshot displays the ndion website's layout. On the left is a vertical navigation menu with the ndion logo (a stylized 'C' inside a circle) and the tagline 'DESIGN - BRAND - INNOVATION'. Below this are menu items: NEWS, NEWSLETTER SUBSCRIPTION, JOBS, DESIGN, BRANDS, INNOVATIONS, and UNIVERSITY. The main content area features two article cards. The first card, under the 'ARCHITECTURE' category, is titled 'RELAXATION FOR CITY-DWELLERS: WHERE NATURE IS THE BEST ARCHITECT' and dated '25. JANUARY 2024'. It includes a photograph of a modern wooden building in a forest. The second card, under the 'BRANDS' category, is titled 'PRODUCT DESIGN AS A BRAND PROMISE' and dated '25. JANUARY 2024'. It includes a photograph of the rear of a white car.

## Reach

### Website

ca. 12.600 User/monthly  
ca. 20.000 PI/monthly

### Newsletter

ca. 6.522 recipients  
ca. 36% opening rate  
ca. 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, in 500x312 pixels  
width, RGB, max. 1 MB*

### Price

*600.00 EUR\**

*\*plus VAT*

## 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*

# 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

Sponsored Text image ad

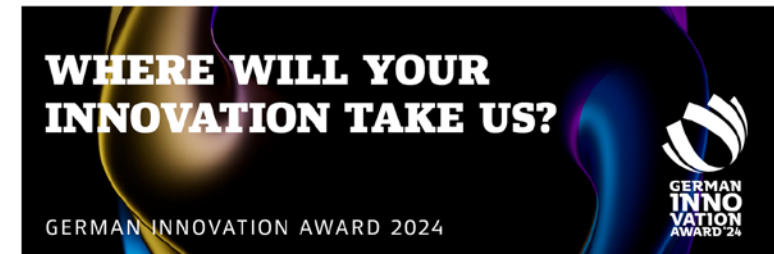


## Collaborative Mindset

In der Fertigungsindustrie ist ein "Collaborative Mindset" für Innovationen entscheidend. Es gibt bereits realistische Anwendungen und bewährte Zusammenarbeitsverfahren im Einsatz.

Sponsored Newsletter banner

Jetzt anmelden für den German Innovation Award 2024!



Der Nachwuchswettbewerb „Model Young Package“ zeichnet junge Innovator\*innen aus

Editorial content



# 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 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

# JOBS

---

Hier können Sie kostenfrei eine Stellenanzeige einstellen.

## Top Jobs

### Industriedesign



## LEONARDO

11.12.2019 | Bad Driburg  
glaskoch B. Koch jr. GmbH + Co. KG  
Produktdesigner (m/w/d)  
[weiterlesen](#)

### Architektur/Innenarchitektur

10.01.2020 | Rimsting  
perfactory GmbH  
JUNIOR DESIGNER (m/w/d) – Kommunikation im Raum und Messebauarchitektur  
[weiterlesen](#)

### Grafikdesign/Webdesign

15.01.2020 | Innsbruck/Österreich  
marinas medien- und werbeagentur gmbh  
Grafik- / Kommunikationsdesigner (M/W/D)  
[weiterlesen](#)

# Contact

## **ndion**

*German Design Council / Rat für Formgebung Medien GmbH  
Friedrich-Ebert-Anlage 49  
60327 Frankfurt a. M.  
Germany*

*T. 49 (0)69 - 24 74 48 - 600  
www.gdc.de  
www.ndion.de  
ndion@gdc.de*

*Lutz Dietzold  
Chief Executive Officer*

*Alexandra Sender  
Vice President Communications and Marketing*

## **Online editorial**

*Katharina de Silva  
069 - 24 74 48 626  
katharina.desilva@gdc.de*

## **Media cooperations**

*Mariama Keshmiry  
T.49 (0)69 – 24 74 48 679  
mariama.keshmiry@gdc.de*