

# Media Kit 2025

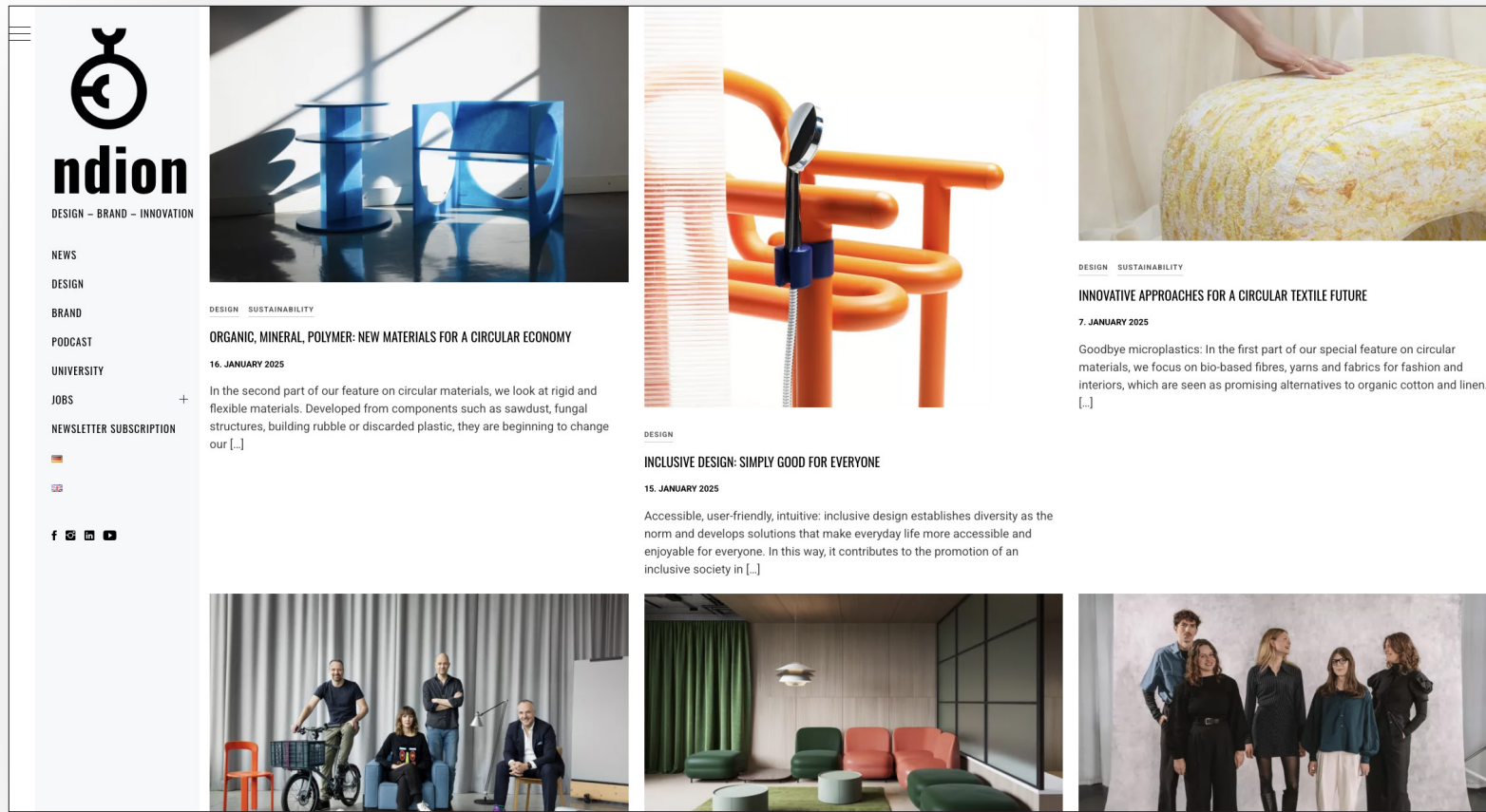
ndion.de



# ndion. The Content Platform

ndion.de curates relevant content at the intersection of design, brand and innovation. Inspiring interviews with designers and portraits of renowned design studios provide insights into international trends. The main focus is on topics such as circular design, the role of design as a business factor and artificial intelligence.

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. As a thought leader, ndion has a special responsibility to explore the potential of design for a sustainable future. It does this by bringing business and design together to drive circular design, transformation and business success.



## Reach

### Website

aprox. 13.895 User/Monthly  
aprox. 19.606 PI/Monthly

### Newsletter

aprox. 6.970 Recipients  
aprox. 33% Opening-rate  
aprox. 10% 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.  
We provide 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 Euro\*

## Your Article on ndion.de and Our 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 provide a professional German 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 request\*

# Newsletter-Banner

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

## Mailing Dispatch

Tuesday (deutsch)

Thursday (englisch)

## Format

Size: min. 1200 x 630 pixels

File format: JPG, RGB, GIF

File size: max. 1 MB

## Price

400,00 Euro\*

\*plus VAT

Sponsored




mcbw 2024 Publishes its Programme

This year's 'munich creative business week' (mcbw) programme includes over 140 events.

[Read more](#)

Text-Image-Ad


News



**Match. Design & Sport**

Curated by Konstantin Gric: exhibition on Design & Sport at the Musée du Luxembourg in Paris ...


[more](#)



**Ambiente Talents – Apply now!**

Ambiente Talents: application deadline for the young talent competition of Messe Frankfurt ...


[more](#)



**Ciao Salone! Servus Aschau!**

Chiemgau instead of Lombardy: Moormann and Haus Otto invite you to a collaborative design festival ...

[more](#)

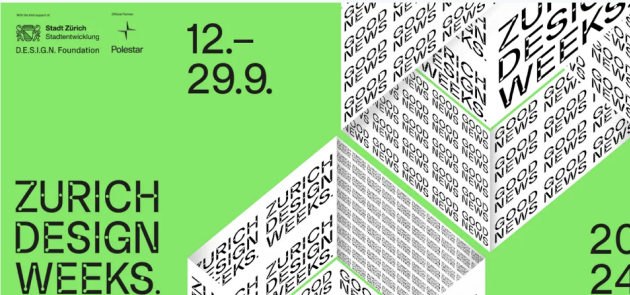


**Apply now: CreativeTech Training Camp!**

With the CTTC, the Wirtschaftsförderung Frankfurt (Frankfurt Economic Development)

Editorial Content

Advertisement



12.-29.9.

ZURICH DESIGN WEEKS.

20 24

Newsletter Banner

# Design Perspectives Podcast

How can we use design as a lever for change and business success? We discuss this with leading figures in design, branding and architecture. They give us insights into how transformation, sustainability and business success can go hand in hand in an organisation. Interesting, informative, inspiring.

## Reach

1 Episode/Month

Downloads & Streams: 2.232\*

Listeners: 1.459\*

\* Downloads and listeners in the last 30 days (as of 20/02/2025)

## Target Group

Specialists and executives from design, brand leadership and architecture. Professors, students, graduates from design colleges, journalists, multipliers and the design-oriented public.

## Format & Price

Format	Placement	Length	Price
Pre-Roll (Provided)	Start of the episode	Max. 30 Sec.	400EUR*
Mid-Roll (Provided)	During the episode	Max. 45 Sec.	500EUR*
Post-Roll (Provided)	End of the episode	Max. 30 Sec.	350EUR*
Mid + Post Roll	Combination Mid/Post-Roll	Max. 75 Sec.	700EUR*

## Shoutout (AI Voice Mention)

Placement: Intro or course of the episode

Length: Max. 20 sec. | Example: 'This episode is presented by ...'

Standard (in the course of the episode): 350 EUR

Premium (intro placement): 450 EUR

\*plus VAT



# Contact

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**Rat für Formgebung**  
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