

Media Kit 2025

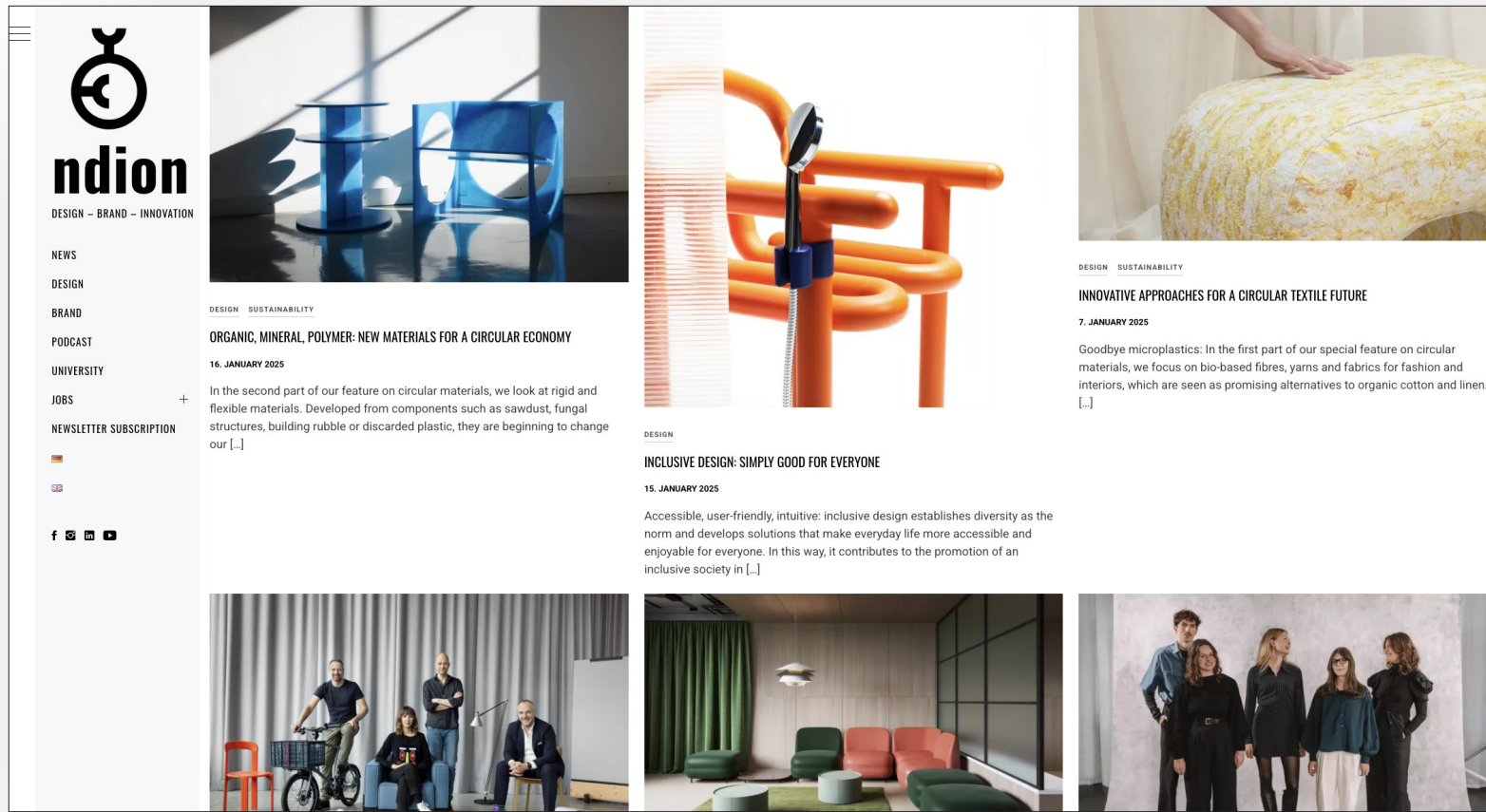
ndion.de



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.

Your Advertising Opportunities on ndion

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: post (»sponsored news«) linked to the publication.

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*

Your article on ndion.de and our Newsletter

Extent

Article provided by you after review by the ndion editorial team. A minimum of two article images/visuals and one or two links to external websites. We provide a professional German translation.

Format

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

Publication

Website: on www.ndion.de (Ger. + Eng.)

Newsletter: post linked to the publication.

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*

Article by ndion

Extent

The ndion editorial team prepares a themed article or commissions a journalist to do so. We provide a professional German translation.

Publication

Website: on www.ndion.de (Ger. + Eng.).

Newsletter: post linked to the publication.

Price

Individual offer on request*

Newsletter-Banner

The bi-weekly newsletter keeps graduates up to date with the latest news, job opportunities 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

600,00 EUR*

*plus VAT

Sponsored



The German Design Event

11-19 MAY 2024

HOW TO CO-CREATE WITH NATURE


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 Grcic: 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
Mid-Roll (Provided)	During the episode	Max. 45 Sec.	500,00 EUR*
Post-Roll (Provided)	End of the episode	Max. 30 Sec.	400,00 EUR*
Mid + Post Roll	Combination Mid/Post-Roll	Max. 75 Sec.	800,00 EUR*

Podcast Sponsoring

Your company sponsors the episode and is included as part of the content (e.g. as a dialogue partner). Only after agreement on content and on individual request.

*plus VAT



Contact

ndion

Rat für Formgebung Medien GmbH
Friedrich-Ebert-Anlage 49
60327 Frankfurt a. M.

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

Chief Executive Officer

Lutz Dietzold

Vice President Communications and Marketing

Thomas Reisch

Editor-in-Chief ndion

Design Perspectives Podcast

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

Medienkooperationen

Mariama Keshmiry
069 - 24 74 48 679
mariama.keshmiry@gdc.de



Rat für Formgebung
German Design Council