

MEDIA DATA 2024

dpr DIGITAL
PUBLISHING
REPORT

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Practical knowledge on digital transformation for media companies

**Enable.
Connect.
Transform.**

ABOUT THE DPR

We enable media companies to master the technical and strategic challenges of digital transformation. With our digital media, we bring publishers, experts and technology providers together in a practical way - with the aim of to build the leading community for the transfer of expertise in digital publishing.

An overview of the portfolio:

dpr magazine & newsletter

- » dpr magazine
- » dpr spezial
- » dpr weekly

dpr academy

- » Solo event/ sponsored webinars
- » Digital conferences

dpr channel

- » Web magazines with customised content marketing for the customer

dpr digital publishing award

- » Outstanding projects in the digital transformation of the publishing industry



MAGAZINE AND NEWSLETTER

dpr magazine

With over 150 issues of dpr magazine and the weekly dpr weekly, the DIGITAL PUBLISHING REPORT media platform is your comprehensive source of information on the digital transformation of media, marketing and technology.

dpr magazine

- » as eJournal (PDF) and web magazine
- » Publication frequency: monthly
- » Average of 20,000 downloads/views per issue

dpr spezial

- » as eJournal (PDF)
- » Average of 15,000 downloads/views per issue
- » Topics so far: AI & Publishing, E-Learning, AI Journalism, Metaverse, HR & Corona: How HR work is developing, community building, Audio + Voice, Libraries, CRM + Marketing Automation
- » Further topics in preparation.



MAGAZINE AND NEWSLETTER

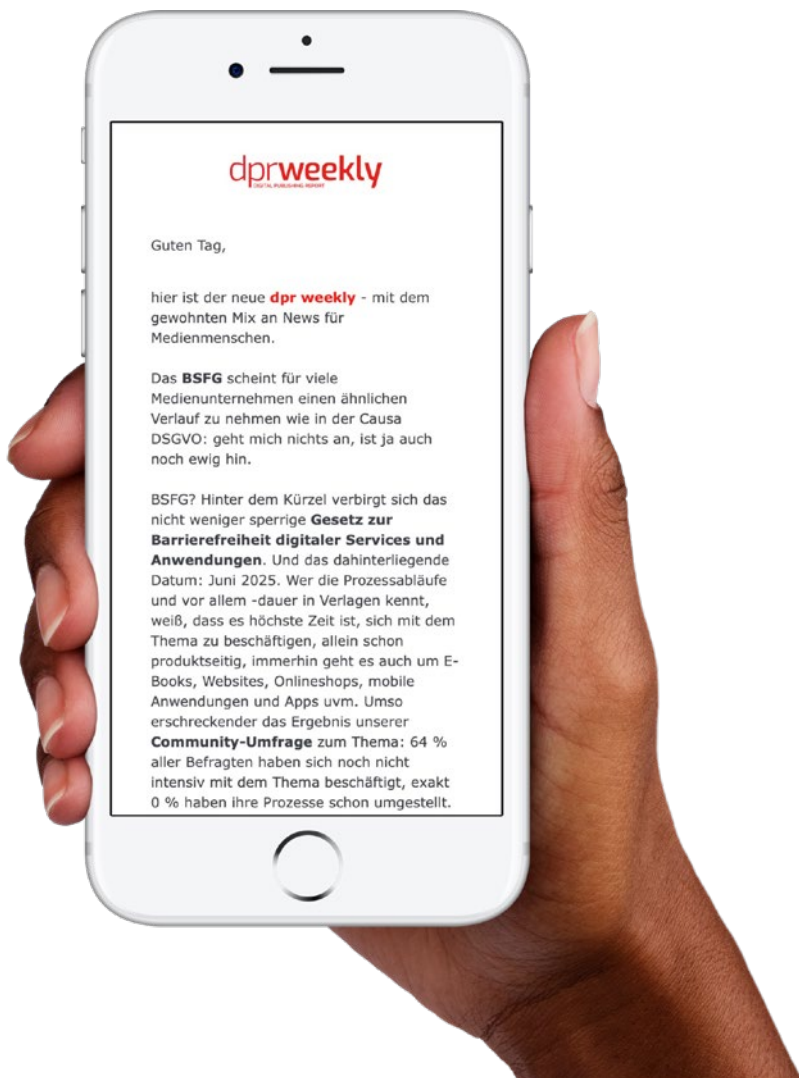
dpr weekly - International, innovative & interactive

The most important news of the week: Our weekly overview of the latest news and trends from the international media, innovation and technology.

Every Thursday in the digital mailbox of + 5,000 recipients (as of 1 January 2023) from the media, marketing & technology sectors.

Regular contributors:

- » Steffen Meier's tech@media column - technology in publishing
- » Alexander Pinker's Shape of Tomorrow
- » Lennart Schneider's Subscribe Now column - All about the subscription business
- » And many more



ACADEMY: DIGITAL EVENTS

Modern interactive format with guaranteed lead generation

Solo Event

- » Do you have a topic with which you want to make a name for yourself with media managers and other marketing and communications professionals? Or a new product or service? In the webinars, you present yourself and your topic to an interested audience and receive a high level of qualified coverage. We provide you with the contact details of the participants so that you can follow them up as leads
- » (the participants have consented to this use of their data in advance in accordance with GDPR).

Digital conferences

- » Every year, the DIGITAL PUBLISHING REPORT organises around 50 digital events on a wide range of topics - from technology and trend topics to the further development of business areas. As part of these events, you have the opportunity to participate in their wide reach and generate leads.

Previous events (selection)

- » tech@media: our technology deep dive for media companies. 9 events so far.
- » Platform Business + Subscription Economy: deep dives on platform and subscription business models
- » systems@work: Best practice and hands-on format on topics such as CMS, MAM/DAM, CRM and marketing automation
- » elearning@media: E-learning trends and technologies in media and communication
- » AI@media: Artificial intelligence in media and communication
- » Let's go green: Sustainability and a showcase example from the media industry.

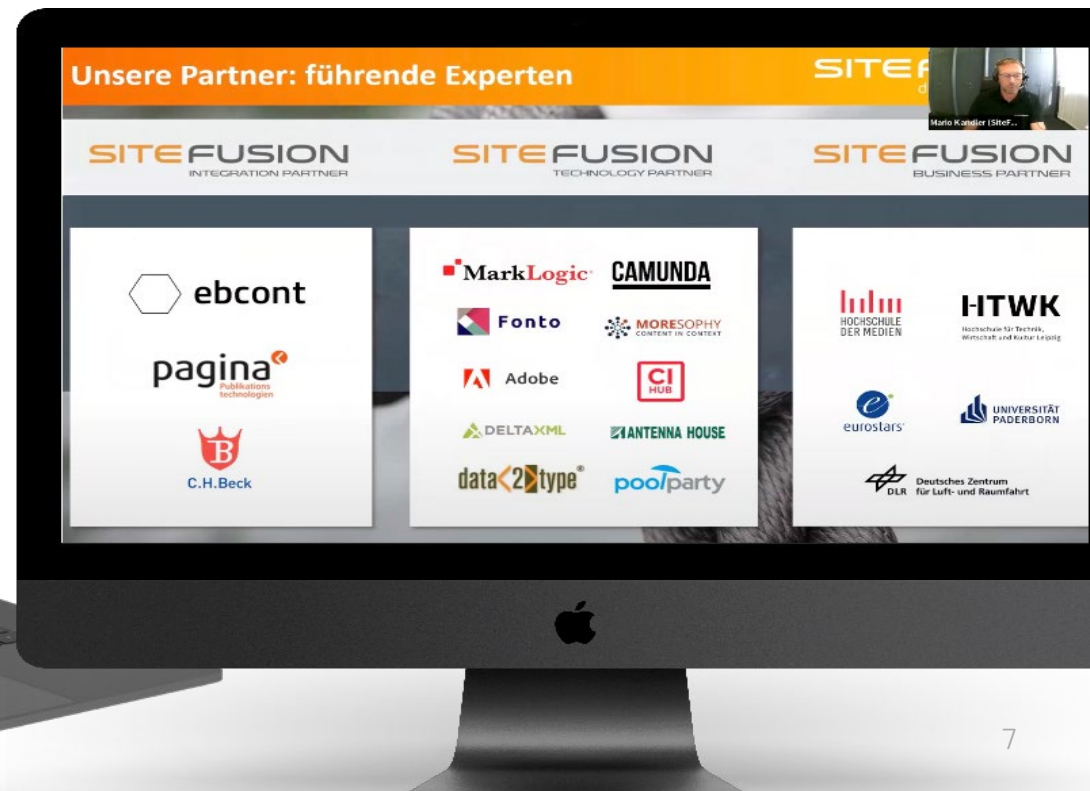
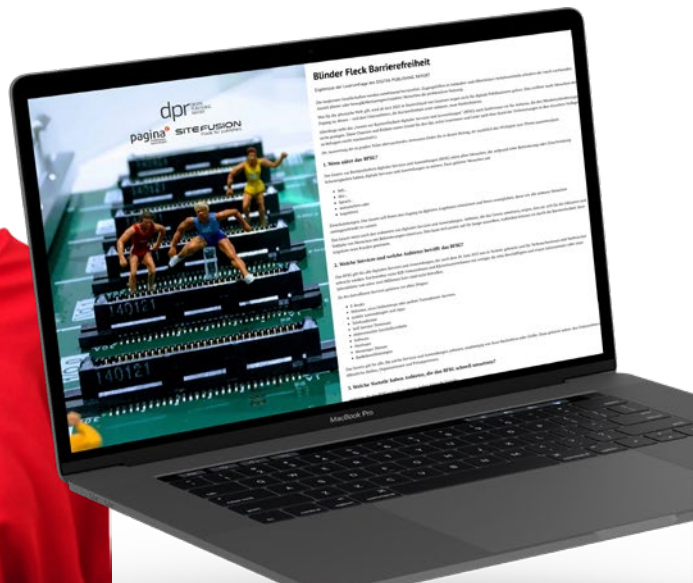


MEDIA CAMPAIGNS

Maximise reach with our media campaigns and qualified leads with our media campaigns

Use the combination of our media channels! Here is an example campaign in three stages:

- » 1. trigger attention with a survey in dpr weekly
- » 2. place the topic with an advertorial or interview in dpr magazine
- » 3. dialogue, interaction and lead generation in a sponsored webinar/solo event



CHANNEL

The digital topic channel is dedicated to a topic defined by the partner and is intended to sensitise the readership of the DIGITAL PUBLISHING REPORT to this topic and provide regular information about it - the partner's expertise is to be conveyed in the process. The content and technical aspects of the channel will be organised by the dpr editorial team in consultation with the channel partner, who will have the opportunity to feed in their own content.

Contents and format

The channel takes the form of a web magazine that allows multimedia content. Example channel:

www.digital-publishing-technologien.de

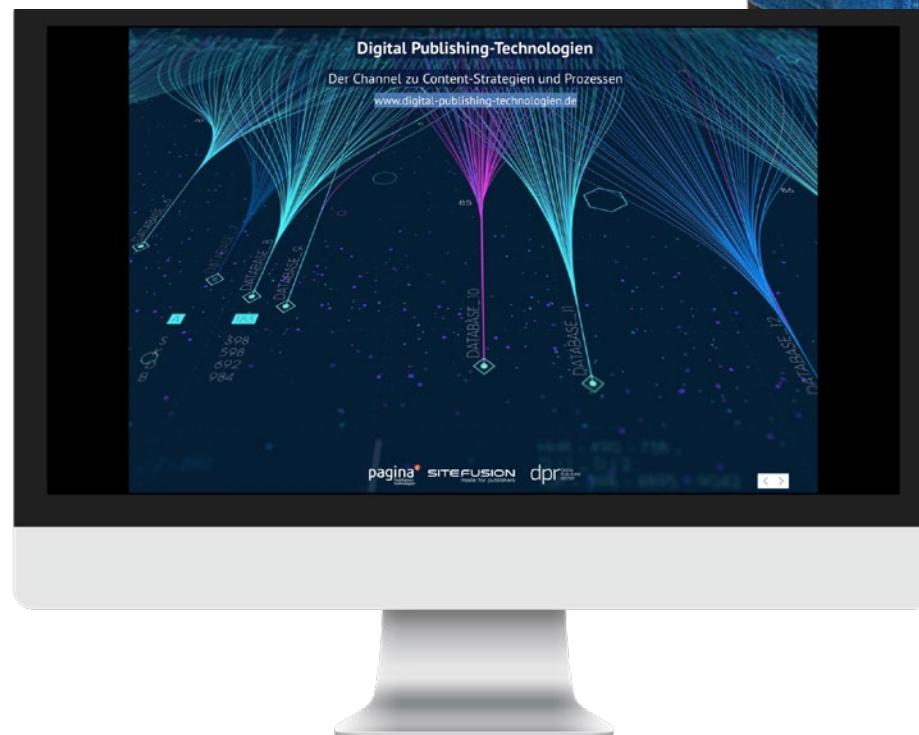
www.transformation-strategie.de

www.futureofprint.de



Editorial scope

The channel is expanded by 3 to 4 articles per month by the dpr (further content by the channel partner is possible at any time). Reference can also be made to activities/events of the channel partner. The basis is a joint editorial/topic plan.



CHANNEL

Marketing and increasing reach

Selected articles from the channel are regularly published in dpr magazine and also teased on the dpr website and in newsletters. On request, the channel receives its own newsletter, which is sent to interested parties on a monthly basis.

Optionally, the channel package can also include webinars organised by the channel partner, which can be integrated into the channel using multimedia.

The channel partner has the option of bringing another co-operation partner into the project and jointly financing the channel.

The duration of the channel is at least 6 months, with a longer duration the costs of the channel partner are reduced. Price subject to negotiation.

The channels are marketed on the dpr homepage and in dpr newsletters, and a separate newsletter can be sent to interested parties on request.

The image displays a collection of digital marketing materials. At the top is a website banner for 'Transformation und Strategie' with a 'Mehr Infos' button. Below it is a 'dpr academy' page featuring several webinar cards with titles like 'Barrierefreie PDF-Dokumente', 'Marketing Automation mit InDesign', and 'Strategie der Druckereien'. A 'zur Academy' button is positioned below the webinar cards. At the bottom is another website banner for 'Jahrzehnt des Umbruchs: fünf globale Makrotrends' with a 'Jetzt lesen' button. On the right side, a woman's hands are shown holding a smartphone that displays a newsletter from 'dpr publisher consultants' with various articles and a 'Jetzt lesen' button.

DPR DIGITAL PUBLISHING AWARD

Award-winning innovations



The dpr digital publishing award honours innovations in the field of digital publishing under the patronage of the Federal Ministry for Economic Affairs and Climate Protection. The awards focus on outstanding products, processes or business models used by media/publishers to publish their content. The winners of the dpr digital publishing award are to be highlighted and honoured as shining examples of ways into the digital future of media use.

The awards will be presented at a major digital conference.

Prizes will be awarded in the following categories:

- » Product / Business model
- » Process / Technology
- » Digital marketing, sales & content creation
- » Personality / Digital Leader(ship)
- » Start-up
- » Special prize for sustainability

More info at dpr-award.de



ADVERTISING PRICES

dpr magazine and dpr spezial

Advertisements: With your advert in dpr magazine you can reach decision-makers in media companies without wastage.
1/1 page: 1500 Euro, 1/2 page: 800 Euro

Advertorial: With an advertorial you can demonstrate your expertise in terms of content - with the support of the dpr editorial team if you wish.

On request (as we attach great importance to your specific wishes and needs, we offer individual prices instead of flat rates).
individual prices instead of flat rates).

dpr academy – digital events

On request - as we attach great importance to your specific wishes and needs, we use individual prices instead of flat rates.

newsletter: dpr weekly

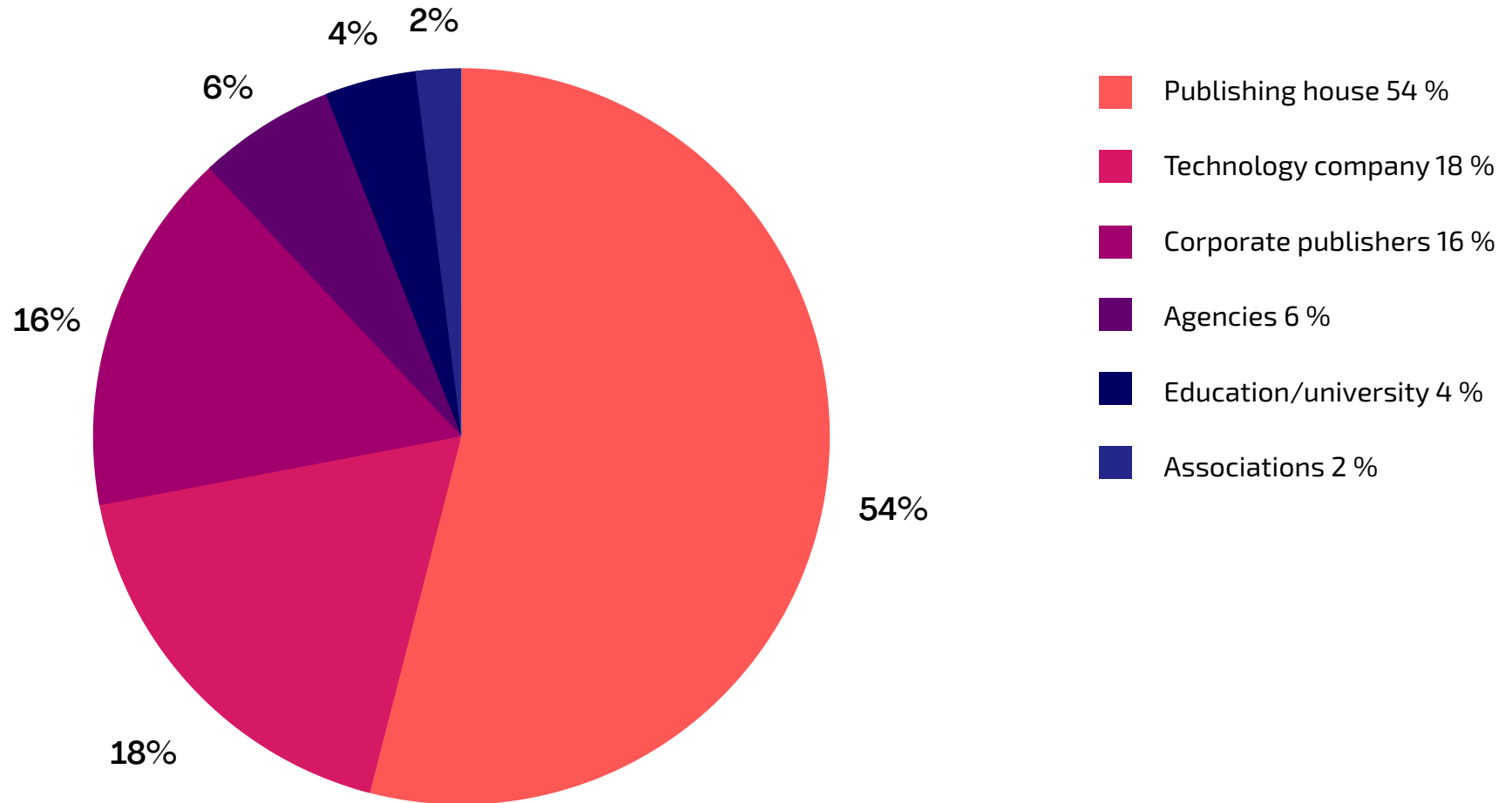
Image/text advert: 300 euros net for a one-off booking, discounts for multiple bookings on request

We will create an advert for you according to your specifications and will be happy to advise you with our email marketing expertise.
Proofs for approval are a matter of course.

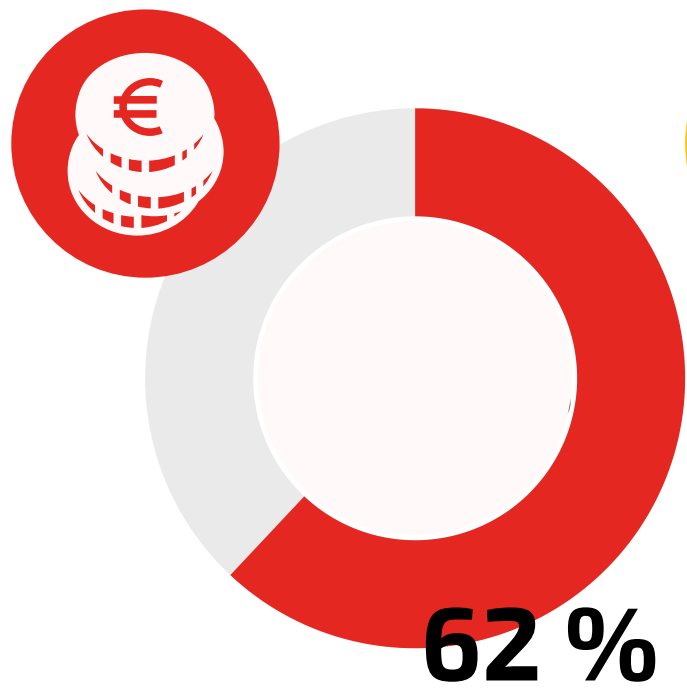
- » Format 1: Wide banner (graphic as jpg/png, width 600 pixels, max. 40 KB). Text: max. 600 characters incl. spaces.
- » Format 2: Text/image advert (graphic as jpg/png, 200 x 200 pixels, max. 40 KB). Text: max. 800 characters incl. spaces.

All prices net.

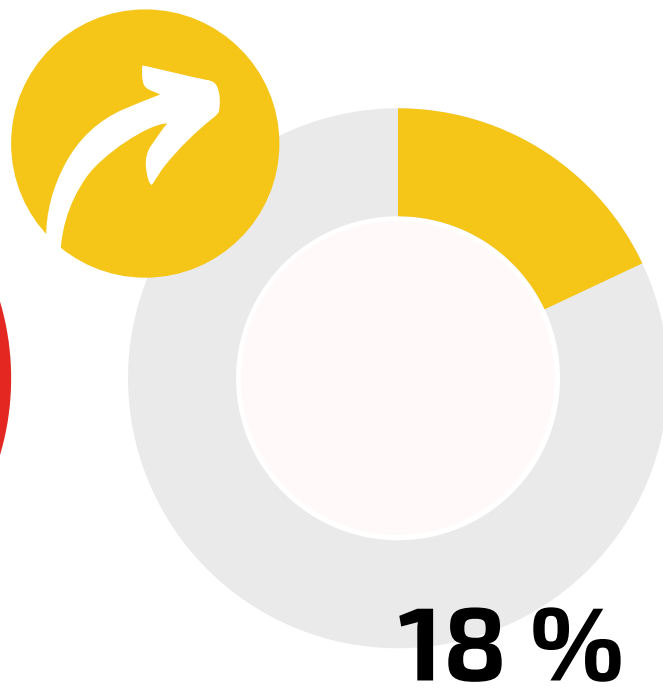
TARGET GROUP



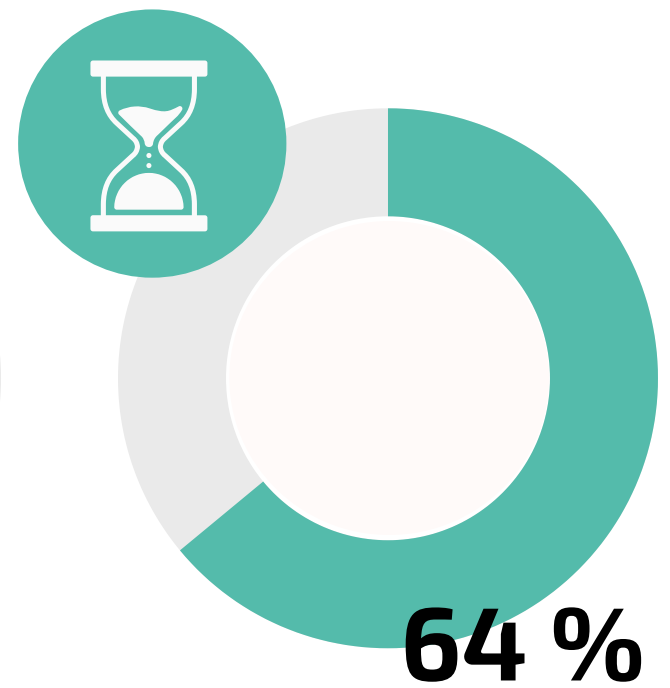
TARGET GROUP



62 % of readers are decision-makers (budget responsibility)



18 % are managing directors, members of an executive board or divisional management



64 % of readers have more than 10 years of professional experience

CONTACT US



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» *The DIGITAL PUBLISHING REPORT is the B2B platform for media companies and publishers on publishing, marketing, communication and technology topics: with a monthly eJournal, a weekly info newsletter, an extensive webinar programme and numerous digital conferences.*

Publisher's address

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