



simplify your advertising

Germany is investing abroad!

Get the Jackpot!



Germany is Booming!

Prices in Germany are stable.

Companies generated good results in 2013.

Managers expect the economic environment to remain positive.

Valuable foreign investments continue to rise.

€ 52 Mrd.

Germany is Investing! With you?!

Economic power in Germany



Economic power is distributed unequally in Germany and is in constant motion.

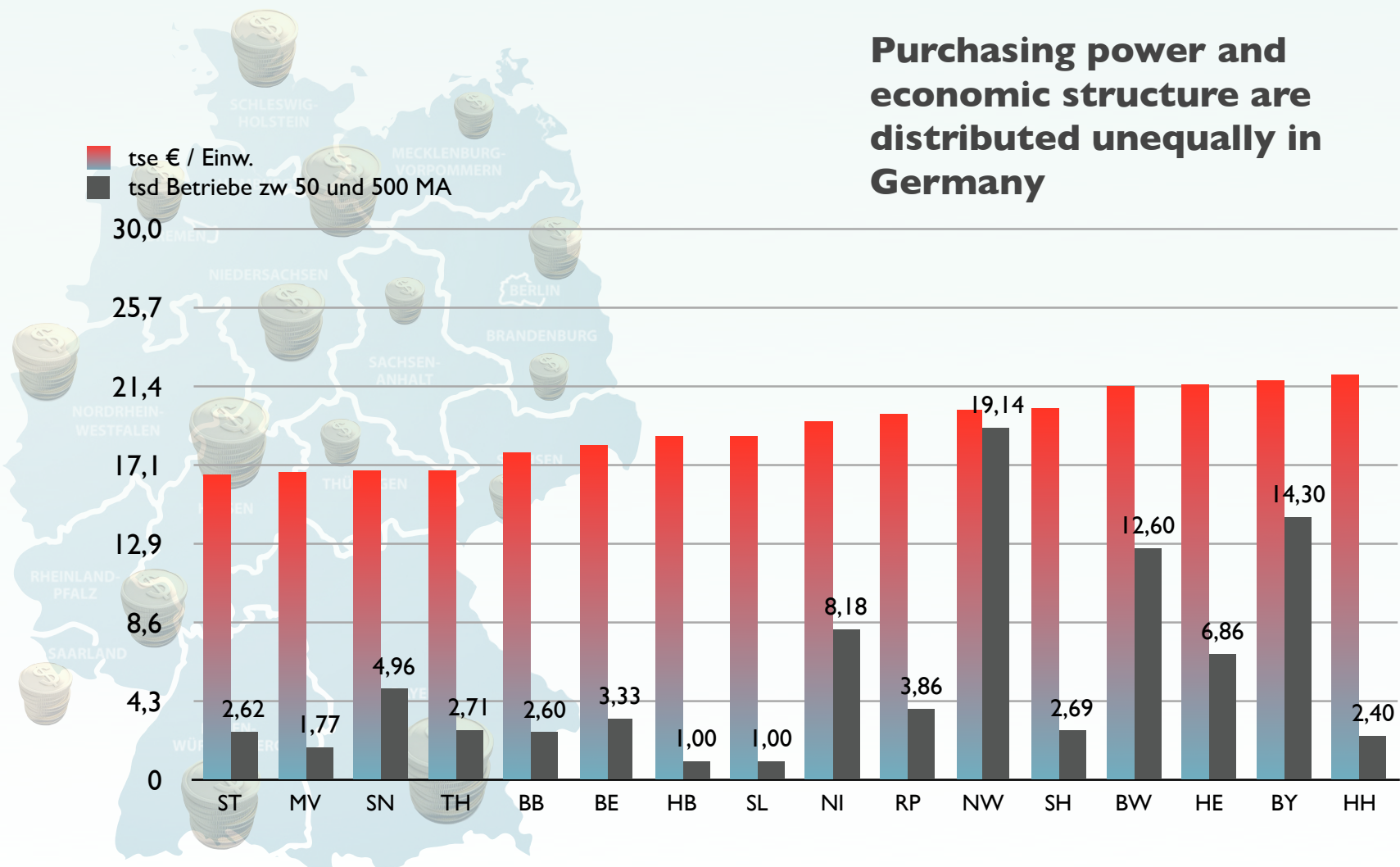
- The federal states of **North Rhine-Westphalia and Bavaria** defend their title as the strongest locations.
- The states of Bavaria and Brandenburg have the most economical momentum.
- The development of **the federal states in East Germany** are still characterized by high momentum. They all place in the first half of the dynamic-rankings.
- The „Autoland“ **Lower Saxony** represents the state with the most momentum in western Germany.
- For the first time, the East German states of **Saxony and Thuringia** overtook the state of Bremen in West Germany in economic output rankings.

Quelle: Bundesländerranking - IW Consult GmbH

* In billions of euros; as of 2012

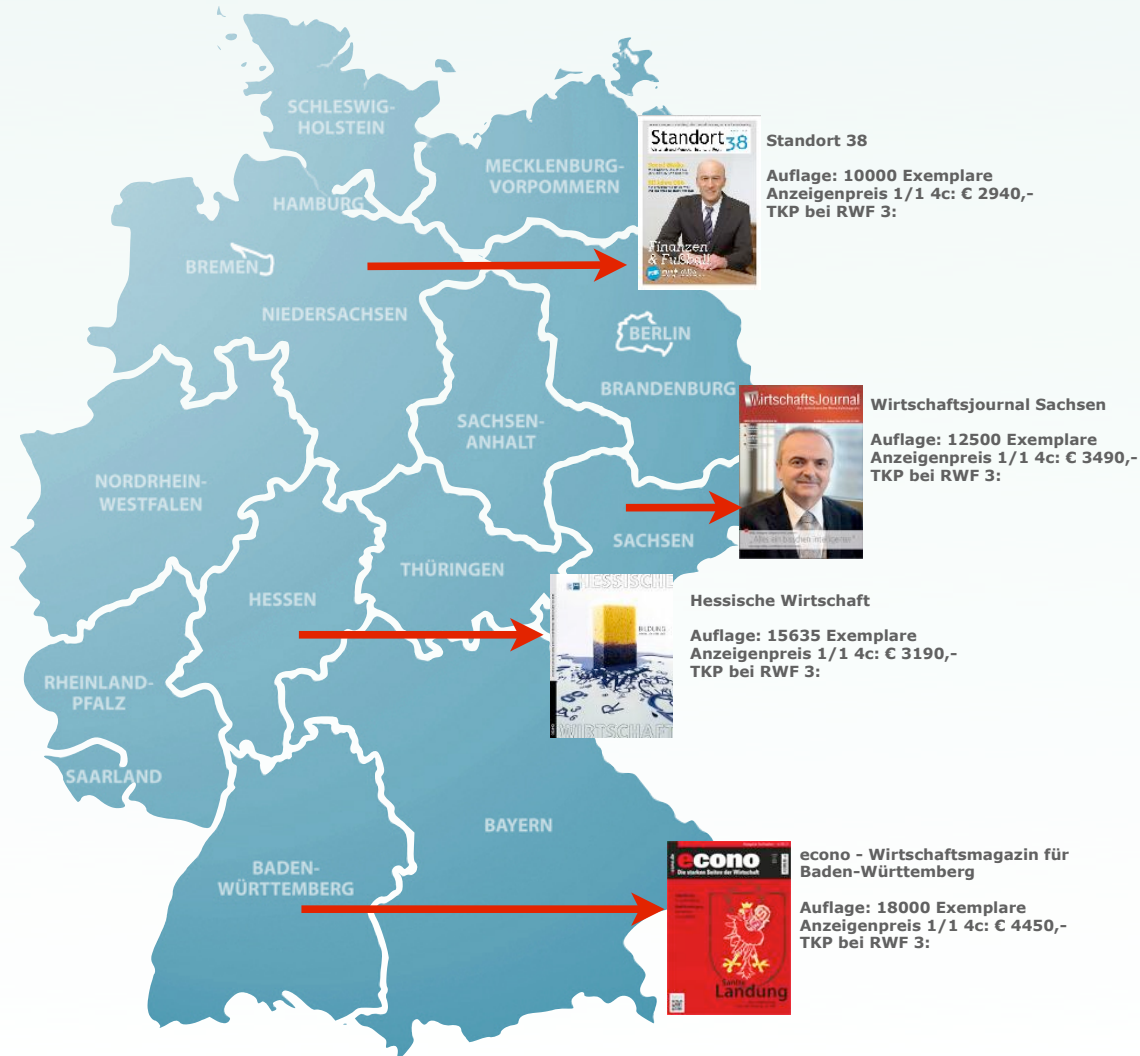
Purchasing power and economic structure

Purchasing power and economic structure are distributed unequally in Germany



Quellen: Bundesagentur für Arbeit; IW Consult GmbH

Target groups in regions



Economic strength and purchasing power vary by region !

- Therefore, it makes sense to advertise in regional business magazines
- Depending on the target group, in different regions as well
- 85 regional business publications
- Circulation: 2.5 million copies
- Average price: ca. € 4.000,- /1/ 4c
- Managers, Executives
- Attention to regional relevance
- High advertising impact and greater reach
- More favorable, in relative and absolute terms

as of January 2014

The media too !

Example: print campaign „Invest in...“



Product: advertising a business region

Channel: national and regional business magazines

National campaign	I/I 4c	Circulation	price per 1000 contacts
WiWo	28.400,- €	155.085	37,- €
MaMag	27.406,- €	103.821	55,- €
adbx campaign			
econo R-N	3.150,- €	17.500	35,- €
business today	2.190,- €	14.000	31,- €

- no regional focus
- high reach, little relevance
- high net costs per publication

- ✓ regional focus possible
- ✓ high reach, high relevance
- ✓ low net costs per publication

- pricelist; reach was averaged with the factor 5

.... reach your target market effectively !

The Google effect in print



Google has broken the dominance of web-portals for advertisers.
The reason: Google places ads not according to traffic, but according to relevance!

The same is true in print!

In order to reach your target market in the most cost-conscious and effective manner possible, it is important to make use of local and regional publications, or publications which specifically focus on the target group - this leads to favorable results.

Reach your target market with adbrixx. **Relevance in print!**

What does „Localizing & Targeting in Print“ mean



Relevant reach within regions and target groups.



- Clusters of small and very small publications
- Ideal mix of diverse publications
- Perfectly tailored to your target group
- A combination of small and regional publications
- High circulation, large scope, low costs & minimal unnecessary expenditures

Localizarea the support of events, branch structures, and geo-marketing

Targeting to reach out to target groups

It's all in the mix! The combination of diverse publications in conjunction with a good web presence promises great success.

adbrixx offers ...



**... our publishers organized into over 100 combinations -
only one-click to reach your target group.**



*** brix = dynamic combinations = campaign-blocks**

adbrixx - successfully reach potential clients!



Marketplace

- developed „Kombis“
- developed media profiles
- active promotion campaigns
- active search of additional publications
- offers a premium service in the development of ad campaigns

adbrixx

Technology

- web-based, no Installations
- development of technology
- Filters, as well as other geo-marketing tools by postal code
- data is always up-to-date
- 24/7 Access

Administration

- background check of the partner
- one order - one bill
- fee collection

**.... reach potential new clients
thanks to technological progress**

adbrixx makes advertising easy

- You will find publications relevant for your target group in presorted „Kombis“.
- You are given full access to your project - from planning, through to the financial aspects and finally to the completion of the publication.
- Despite the advance payment, you can have peace of mind - Payment to publishers is made only after the delivery of the final copy and thorough inspection by adbrixx.
- You can bring your own Know-how into the planning-process and expand your own knowledge in-house.
- No additional costs



The adbrixx Premium-Service comprises of the following:

- Consultation in designing the ad campaign
- Selection and compilation of publications
- Individual price negotiations
- Organization and implementation of the campaign
- Final invoice for the campaign
- Management of the advertising fees until receipt of the final copy
- One order - one bill

The Premium-Service is convenient and helps you with the implementation of a successful campaign!



simplify your advertising

Kai Schilling

T: +49- 89-129985-10

kai.schilling@adbrixx.com

www.adbrixx.com