

## INFORMATIONS FOR THE CUSTOMER

# Guide for Native Special Newsletter

Thank you for choosing Vogel Communications Group for your Native Special Newsletter!

### CHECK BOX

#### What you need to do

Please send the required material (see *What do we need from you?*) to your Order Manager or Campaign Manager in due time.

#### What happens next?

Upon receipt of all materials, your Campaign Manager will create the Native Special Newsletter and send you a preview for final approval. Any changes you wish to make can be made before the newsletter is sent.

#### Contact details

If you have any questions concerning the content, please feel free to contact your Campaign Manager or mailings@vogel.de.

## What is the goal of your Native Special Newsletter?

The aim is to position you as a solution provider in a specific field in the right target group.



## What is the content of the Native Special Newsletter?

The Native Special Newsletter consists of 3-5 editorial pieces from our editorial team on the topic of your choice plus your banners. Additionally, we write an editorial about your topic, in which you are mentioned and also include a link to your website.

## What do we need from you?

1. The **topic** of your Native Special Newsletter
2. Your company's **logo**
3. A **URL** to your website, the editorial should be linked to.
4. **Specifications** for a Billboard Ad and/or XL Banner and/or Text Ad (max. 3 banner positions, technical specifications for the banners can be found online at: [www.vogel.de/technik](http://www.vogel.de/technik))

The files must reach us **10 working days before the date of the newsletter.**

GESPONSERT VON  



Sehr geehrter Herr Kampagnenmanagement,

am 17.05.2022 öffnen sich endlich wieder die Tore des Erfurter Messegeländes und die Rapid Tech 3D lädt zum AM-Austausch – live, in Farbe und vor allem von Angesicht zu Angesicht.


Das wollen Sie nicht verpassen? Dann sichern Sie sich schnell noch [Ihr Ticket!](#)


Viele interessante Einblicke wünscht Ihnen,

die Industry-of-Things Redaktion & das Team der Rapid.Tech 3D

---

Anzeige







**Additive Fertigung**  
**Kommentar: Die Massenfertigung kommt!**

SAF ist das jüngste Verfahren von Stratasys. Warum ausgerechnet dieses das Zeitalter der Massenproduktion mit Additiver Fertigung einläutet, erklärt Neil Hopkinson. [weiterlesen](#)

---

Anzeige





**Rapid.Tech 3D findet LIVE in Erfurt statt**

Der Rapid Tech 3D Fachkongress mit begleitender Ausstellung findet vom 17. bis 19. Mai live in der Messe Erfurt statt. Die Rapid.Tech 3D erwartet die Zukunftsmacher des Additive Manufacturing wieder direkt vor Ort zur nunmehr 18. Auflage der ältesten deutschen AM-Messe. Mehr Informationen. [www.rapidtech-3d.de](http://www.rapidtech-3d.de)

## Image rights

A prerequisite for the use of the content you have provided to the Vogel Communications Group is that you have sufficient rights to make the respective content available to the Vogel Communications Group and that you will indemnify the Vogel Communications Group in the event of a claim by a third party due to lack of ownership of the rights. By submitting the contents, you declare that you comply with these requirements.

## What do you get from us?

We create the Native Special Newsletter in the look & feel of the media brand. Your logo is positioned in the header area of the newsletter. We write an editorial in which we mention your company and link to the desired URL. We also include our editorial articles in the Native Special Newsletter and, after timely delivery of the files, you will receive a preview for approval 2-4 working days before the newsletter is sent out.

## Your benefits

- High acceptance due to editorial environment
- Qualified traffic to your own website
- Reach within the target group
- Attract high attention through media mix (article, billboard ad, text ad, XL banner)
- Exclusive logo position in the header area
- Exclusive banner placements

## Our tip

- We recommend our banner format "Text Ad", as it is a highly native format that fits perfectly into the Native Special Newsletter.
- For technical specifications regarding the banners, please go to: [www.vogel.de/technik](http://www.vogel.de/technik).