



Media Kit

ingenieur.de



Here you can find all the information about our trade publications:



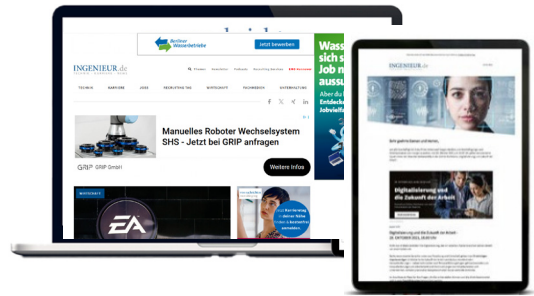
Media Kit ingenieur.de

for your
planning
2026

INGENIEUR.DE | TECHNOLOGY CAREER NEWS

Those who intend to shape the future need established innovation drivers AND qualified junior talent. In the extensive world of technology INGENIEUR.de is the digital knowledge base for exactly these two key groups. The innovative platform INGENIEUR.de supplies staff and executives from the engineering professions with news from business, science and research, as well as career-related fields and recruiting.

The "Technik-Newsletter" published twice a week and the biweekly "Karriere-Newsletter" complete the range of information. INGENIEUR.de, VDI nachrichten and VDI Verlag engage via the social media channels with more than 136,000 fans and followers.



Positioning

With INGENIEUR.de, VDI Verlag established a superior news portal for engineering careers. With broad reach and more than 1.6 million page impressions per month, INGENIEUR.de keeps engineers informed about crucial trends and developments through some 15,000 articles.

According to LAE 2025 VDI nachrichten+ingenieur.de+apps achieve a cross-media reach of 391,000 decision-makers!



Frequency of publication

- Technik newsletter published twice weekly
- 14-day career newsletter



Scope analysis

15,000 current articles for engineers

Facts and figures

DIGITAL SCORING (IVW 7/2025)

1.635.786

page impressions

1.024.733

visits

59 %

mobile users

SOCIAL (9/2025)

136.144

fans & followers

NEWSLETTER (MAILEON WEEK 35/2025)

35.857

INGENIEUR.de Karriere
registered users

6.826

INGENIEUR.de Technik
registered users

32 %

INGENIEUR.de Karriere
opening rate

44 %

INGENIEUR.de Technik
opening rate

PODCASTS (PODIGEE 7/2025)

8.930

Technik aufs Ohr
subscribers

15.082

Technik aufs Ohr
downloads per month

789

Prototyp
subscribers

1.292

Prototyp
downloads per month

DIGITAL ADVERTISING FORMATS

DIGITAL-ADVERTORIAL / CASE STUDY	PRICE
Digital-Advertorial / Case study Basic	6.550,00 €
Digital-Advertorial / Case study XL	12.200,00 €
Digitales Advertorial / Case study Serie	20.700,00 €
Digital-Advertorial / Case study Brand Hub	25.900,00 €
Refresh: Digital-Advertorial / Case study Basic	2.650,00 €

HIGHLIGHT OF THE WEEK	PRICE
Highlight of the week	4.400,00 €
Refresh	1.900,00 €

MAGAZINE-STYLE WHITE-PAPER OF THE WEEK	7.000,00 €
Whitepaper of the Week-Refresh	2.800,00 €
Service fee for lead generation tool during the campaign	580,00 €

NEWSLETTER-AD	PRICE
VDI nachrichten digital	4.500,00 €
INGENIEUR.de Technik-Newsletter	900,00 €
Multihub-Combination (INGENIEUR.de Technik-Newsletter + VDI nachrichten digital)	5.100,00 €
INGENIEUR.de Technik-Newsletter B2B-Basic (4 Termine)	2.900,00 €
Stand-Alone INGENIEUR.de Technik-Newsletter	4.200,00 €
INGENIEUR.de Karriere-Newsletter	1.390,00 €
INGENIEUR.de Career-Newsletter B2B-Basic (4 dates)	4.450,00 €
INGENIEUR.de Technik-Newsletter B2B-XL (8 x Technik, 1 x Career)	6.100,00 €
Druckwelle Newsletter on Additive Manufacturing	499,00 €

SOCIAL CAMPAIGN OFFER	PRICE
Campaign via INGENIEUR.de / vdi-nachrichten.com	1.990,00 €
Plus service fee for campaign consulting and management	plus 25 %
Social Post	880,00 €

PODCAST ADVERTISING FORMATS

Audio-Format	Technik aufs Ohr
Pre-Roll, Mid-Roll	2.100,00 €
4-Pack	7.800,00 €
Story-Ad	6.200,00 €
Exclusive-Podcast	15.000,00 €
Additional marketing (Social + Newsletter)	ab 1.300 €

Audio-Format	Druckwelle
Pre-Roll, Mid-Roll	900,00 €
4-Pack	3.000,00 €
Story-Ad	3.800,00 €
Exklusiv-Podcast	5.100,00 €

Audio-Format	Prototyp
Pre-Roll, Mid-Roll	1.320,00 €
4-Pack	4.750,00 €
Story-Ad	3.295,00 €
Exclusive-Podcast	7.995,00 €

Publisher

VDI Verlag GmbH
 VDI-Platz 1
 40468 Düsseldorf
 Phone: +49 211 6188-0
 Sales tax ID DE811117110

Terms and conditions:

The publisher's general terms and conditions apply to the processing of advertising orders.
https://mediadaten.vdi-verlag.de/wp-content/uploads/AGB_VDI-Verlag.pdf

Bank details:

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Value added tax:

The statutory value-added tax rate applicable at the time of service provision shall apply.

Terms of payment:

14 days net from invoice date, with 2% discount for advance payment or direct debit.

DIGITAL ADVERTISING FORMATS

BANNER-COMBINATIONS	INGENIEUR.DE	
	ROS Price per Thousand	Home/ Heading Price per Thousand
Superbanner	80 €	95 €
Medium Rectangle	105 €	120 €
Wallpaper (Desktop)		
+ Mobile-High-Impact-Ad	135 €	155 €
+ Mobile-Halfpage-Ad	135 €	155 €
+ Mobile-Interscroller	150 €	170 €
Halfpage-Ad (Desktop)		
+ Mobile-High-Impact-Ad	130 €	150 €
+ Mobile-Halfpage-Ad	130 €	150 €
+ Mobile-Interscroller	135 €	155 €
Billboard (Desktop)		
+ Mobile-High-Impact-Ad	135 €	155 €
+ Mobile-Halfpage-Ad	135 €	155 €
+ Mobile-Interscroller	145 €	165 €
Sitebar (Desktop)		
+ Mobile-High-Impact-Ad	135 €	155 €
+ Mobile-Halfpage-Ad	135 €	155 €
+ Mobile-Interscroller	150 €	165 €
Outstream-Video-Ad (Desktop + Mobile)"	85 €	n/a
Ad-Bundle (Desktop), consisting of:		
- Superbanner	95 €	115 €
- Skyscraper		
- Medium-Rectangle		
+ Mobile-Medium- Rectangle"		
Mobile Roadblock XL High Impact Ad + MMA 4:1 Adhäsiv	145 €	165 €

For additional advertising formats and detailed information about our online offerings, please visit:
<https://mediadaten.vdi-verlag.de/vdi-nachrichten/mediadaten/#content-solutions>

YOUR CONTACT



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