Innovation Management

Planning innovations using the roadmapping method

Innovation strategy:
- What should an innovation achieve? Its definition.
- What is an innovation roadmap and how do you fill it with life?
- What are search fields?
- What types of innovations are there?

MEDIA DATA 2019

Print and Digital
YOUR CONTACT PERSON

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IMPRINT
TARGET GROUP
Decision-makers in manufacturing and service industries from the sectors:
• Marketing
• Research & Development
• Product Management
• Business Development
• Technology Management
• Sales
• General Management

Further interested parties:
Lateral thinkers, strategists, students, designers, photographers, trend researchers, artists, journalists, etc.

Industries:
Automotive, building materials, chemistry, electrics / electronics, food, mechanical engineering, medicine, furniture, sanitary, telecommunications, textiles, packaging, tools / mould making, etc.

HARD FACTS
10,000 pieces per edition
Size 280mm x 210mm
Publication date every 2 months
Annual subscription domestic 90 €
Annual subscription abroad 130 €

LEAD Innovation Magazine
New every 2 months: The innovation magazine with industry focus. We report on relevant trends, developments and exciting topics from various industries and provide an overview of the most important changes in the industries.
### Advertisement formats & prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td><strong>DOUBLE PAGE</strong></td>
<td>420 x 280mm</td>
<td>€ 4,300,-</td>
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<td><strong>1/1</strong></td>
<td>210 x 280mm</td>
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<td><strong>1/4</strong></td>
<td>210 x 70mm</td>
<td>€ 900,-</td>
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### ATTACHMENTS

Brochures, folders, flyers, etc. are enclosed with the entire edition.

- Up to 10g: € 3170,-
- Up to 20g: € 4450,-
- On request: on request

### TIP-ON-CARD

- Top format: 130 x 80 mm
- Up to 5g weight: € 1460,-
- Deadline for advertisements and printing documents: 3 weeks before publication date.
- All prices plus 5% advertising tax plus 20% VAT.

### Erscheinungstermine 2019

- February 15, 2019
- April 15, 2019
- June 17, 2019
- August 15, 2019
- October 15, 2019
- December 16, 2019
TARGET GROUP

People from the areas:
- Marketing
- Research & Development
- Product Management
- Business Development
- Technology Management
- Sales

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HARD FACTS

65,000 readers per month (75% organic)
Weekly 2 new publications in German and english
Blog subscription with weekly update
Monthly newsletter with Top Performer Blog posts of the past 4 weeks

LEAD Innovation Blog

Twice a week, the editorial team publishes articles on cutting-edge innovation topics from industry, national and international events with relevance for the economy and on various innovation methods.
**Publications & Prices**

**Downloadable content**
from 1.500 words € 760,-

**Blog post**
900-1.100 words € 450,-

**Banner**
600 x 210 mm € 750,- per week

**Text ad**
380 characters incl. spaces plus link € 900,-

**Special placements - prices on request**
in a newsletter mailing
on the homepage
Creation of a CTA for the content for further distribution

**Editorial deadline**
2 working days before publication.
Publications on Tuesdays and Thursdays in the German blog and on Mondays and Wednesdays in the English blog.
All prices plus 5% advertising tax plus 20% VAT.

**Data delivery**
Pictures: 500px
E-Mail: hengsberger@lead-innovation.com (Data volume less than 20 MB)
WeTransfer:
If you have large amounts of data, please send them to hengsberger@lead-innovation.com via WeTransfer.
Unique naming of files/folders that are sent via WeTransfer, consisting of medium and contact person.

*Our general terms and conditions apply, as can be seen at https://www.lead-innovation.com/en/general-terms-and-conditions*