

# LEAD

## Innovation Management

FROM VISION TO MARKET SUCCESS.

### LEAD

Innovation Paper

### LEAD

Innovation Case Study

### LEAD

Innovation Magazine

Planning innovations using the roadmapping method

**Innovation strategy:**

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

Transfer Method

tzner Textil

How the Austrian Textile Company developed Market Innovations.

s of  
are there?

of innovation

Why a classification for innovation management is urgently needed

# MEDIA DATA 2019

Print and Digital

## **YOUR CONTACT PERSON**

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### **IMPRINT**

Media owner: LEAD Innovation Management GmbH, Sandwirtgasse 12/1, 1060 Wien, [www.lead-innovation.com](http://www.lead-innovation.com), [office@lead-innovation.com](mailto:office@lead-innovation.com), Tel.: +43 1 929 40 38, Graphics & Production: Angela HENGESBERGER, Head of Business Development; Disclosure according to § 25 MedienG is available at <https://www.lead-innovation.com/en/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 €

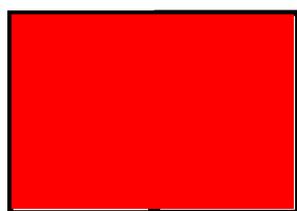
Annual subscription abroad 130 €



## 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.

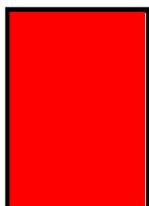
## Advertisement formats & prices



**DOUBLE PAGE**

420 x 280mm

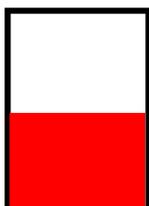
€ 4.300,-



**1/1**

210 x 280mm

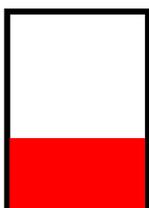
€ 2.600,-



**1/2**

210 x 140mm

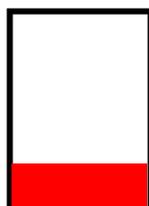
€ 1.500,-



**1/3**

210 x 94mm

€ 1.100,-



**1/4**

210 x 70mm

€ 900,-

### ATTACHMENTS

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

up to 10g

**€ 3.170,-**

up to 20g

**€ 4.450,-**

up to 20g

**on request**

### TIP-ON-CARD

Top format: 130 x 80 mm

Up to 5g weight **€ 1.460,-**

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

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People from the areas:

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- Product Management
- Business Development
- Technology Management
- Sales

### Further interested parties:

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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

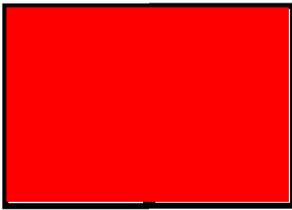
Monthly newsletter with Top Performer

Blog posts of the past 4 weeks



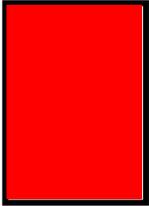
## LEAD Innovation Blog

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.



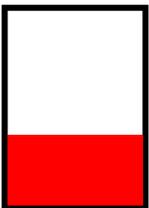
**Downloadable content**

from 1.500 words € 760,-



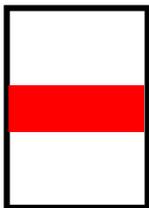
**Blog post**

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](mailto: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](mailto: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>**

