

oelmannmedia

Pricelist 11/2019

- **Database Solutions**
- **Executive Mailing**



A unique access to leading companies, CEOs and owners of middle-sized and family-owned businesses in Germany.

Relations to share

Our media family has indepth knowledge of the Top-100,000-decision makers of Germany's economy. Get the essence of our quality level relations by implementing our exclusive database and mailing solutions.

oelmannmedia GmbH



Executive Solutions

- Database Solutions
- Executive Mailing

Who we are

Founded in 2016, oelmannmedia and its owned media brands and platforms, specialising in entrepreneurs and C-levels, has become one of the fastest growing digital media startups in Germany.

Our B2B-Solutions are used by more than 400 clients, representing the international top market players in industry, technology, consulting, law, science and organisations.

CEO and founder is the long-time editor in chief of the renowned nationwide economic magazine „Wirtschaftsblatt“, Michael Oelmann.

Proud to work for the Best

Technology



Industry



Consulting



Banks & Finance



Consumer



Media



Countries, Universities and Organisations



Gold Standards: Our Database Solutions

Our compiled, edited and up to date Top-Rankings and Databases provide a valuable market information advantage and help to invest B2B-marketing-resources more efficiently.



**2 Trill. Turnover
8.4 M employees
2,000 Paragons of
Tradition & Innovation**

The ranking of the biggest family-owned companies, enriched with a plethora of company data and descriptions.

Expanded into the list of the top-10,000 CEOs & Owners and the 4,700 biggest family-owned companies



THE HEART OF GERMAN ECONOMY The 10,000 most important Middle-Sized Companies in Germany



**MITTELSTAND
10.000**

Who is really worth knowing you? This ranking lists the most dynamic companies under private German ownership, based on our exclusive Scoring-System of 19 factors like TO, employees, R&D-Rate, SEO-Ranks or certifications. Ranges from 30 M to 1 bn. TO

The Deal-Update
M&A in German
Economy



The 1,000 German



World Market Leaders

Full description: Who, which service/product, how much, which countries, figures & contact

 Deutschlands
Investoren-Unternehmen
The 1,500 most important middle-sized Companies owned by Investors

 Investoren-Liste
Deutschland
The 1,600 most important German Investors, PE & Family Offices



22,500 Files:

- All Rankings
- 6,000 additional companies
- 1-year-Update with each new version and all changes marked

All Access: The Master-Database

Product	Description	Records	Turnover range EUR	Price EUR		
Master-Database	The „DDW-Master-Database“ is the core and base of all DDW-rankings and databases. It contains the 30,000 companies in Germany that are relevant concerning B2B needs, covering all types, branches and sizes. The Master-Database contains all DDW-rankings , even all new rankings that are published within the licenced time are included. The affiliation of each company to the different rankings is marked and can easily be filtered. Subscribers of the Master-Database are the first to be informed on all new developments and entrees by receiving an updated-version approximately five times a year.	40,000	20m to billions	4,950	A *	What is different? <i>Our Database Solutions and Rankings offer compilations of company information, which is not available from any other data provider on the market.</i>
Top-Family-owned Companies	Top-5,000 biggest Family-Owned Companies in Germany, ranked by turnover. Joined with the “Who is Who” on a separate sheet , listing the 10,000 names of the CEO and owner-families	5,000	75m to billions	1,850	A	<i>Furthermore, they are one of the very few primary sources with editorial contributions and proof of information.</i> <i>One of the most important benefits for users is the early-stage-identification of upcoming and fast growing companies that may become important clients in the future.</i>
	Biggest Family-Owned Companies in Germany, ranked by turnover.	2,000	120m to billions	1,395	A	
		1,000	250m to billions	990	A	
Medium-sized 10,000	The 10,000 most important German medium-sized companies (Family-Owned Companies plus subsidiaries), ranked by the DDW- Scoring-index based on 19 categories.	10,000	30m up to 1 billion	1,750	A	
German World Market Leaders	List of the German world market leaders, including companies of all types.	1,200	50m to billions	1,890	B	
German Companies owned by Investors	The Top-1,500 middle-sized companies owned by investors or private equity. Turnover range: starting at approximately.	1,500	20m to billions	1,490	B	A Update-Service provides the newest versions with information of rising or falling companies, as well as marking new entries. The new versions will be sent out automatically, appr. 5 times a year. If not cancelled (by email or phone) by the end of the year, the license is automatically renewed for another year. * Reduced Update for 1,950
German Investors, PE, & Family Offices	Listing of the 1,600 most important investors and familiy offices in Germany.	1,640	-	990	B	
M&A-List	The deal-register of M&A in german economy. Comes with plenty of information about buyer, seller and company. All transactions since 2015	3,200	-	1,250	B	
	Monthly Update (one year)	Ca.300	-	840	A	B No update-Service. Unlimited license of the Data.

A unique audience: Our High Level Email Newsletter

Reach 80,000 decision makers, responsible for millions and billions of euros – week for week.

36% CEO and Owner

36% C-Level

28% B-Level

92 % male
avg. Age 54

52% industry
31% services
17% trade

1%

companies from
500 M to Bns TO

6% companies from
250 to 500 M TO

24% ...50 to 250 M TO

67 % ...up to 50 M TO

**TOP
100
000**

DER
DEUTSCHEN
WIRTSCHAFT

The right place for good ideas

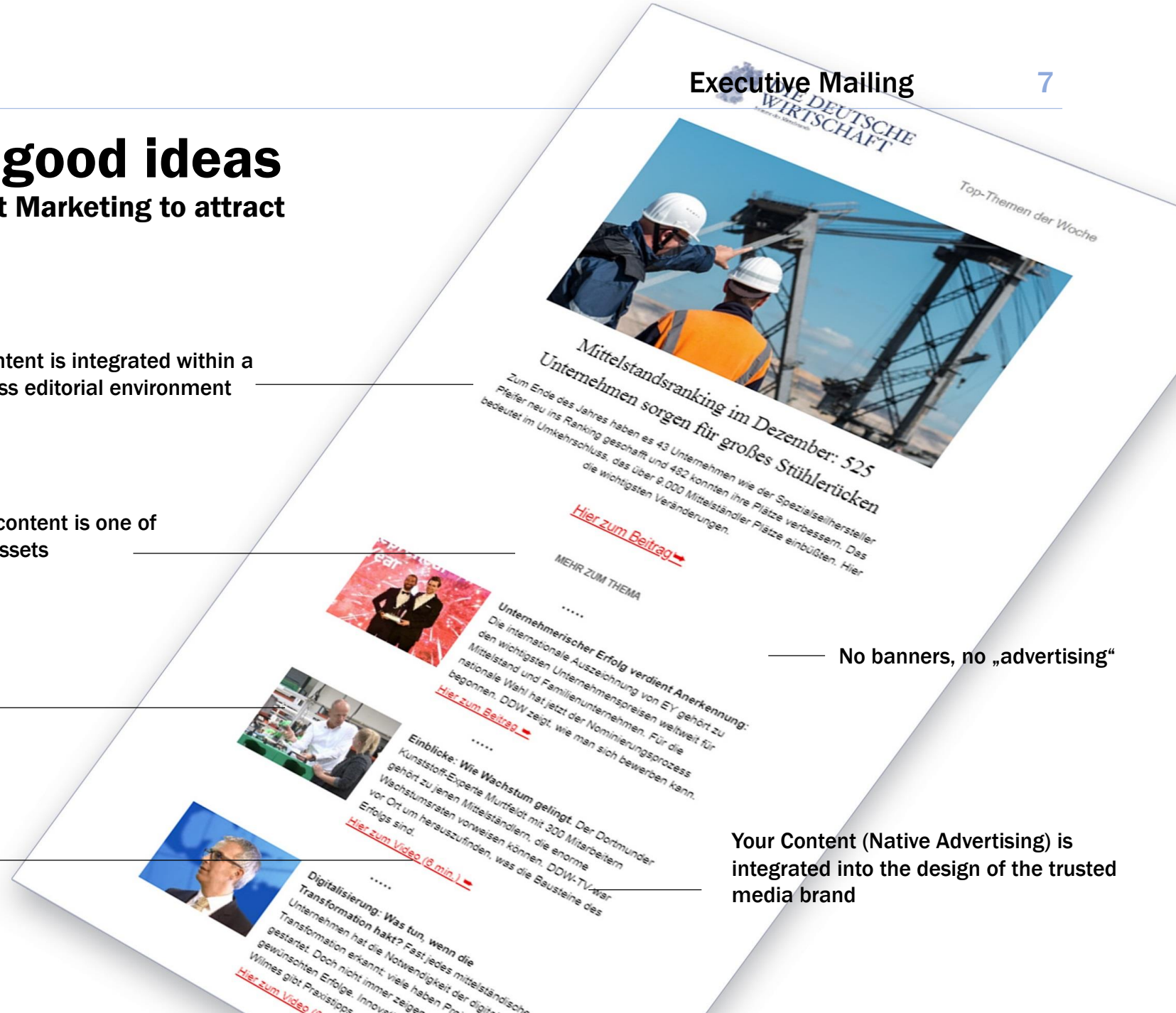
In our Newsletter, we rely on Content Marketing to attract Top-Level-Persons for your solutions.

Your content is integrated within a high class editorial environment

Complete focus: Your content is one of maximum 4 content assets

Teaser and picture give a preview of your topic

Links lead to your homepages, to direct email-responses or to a landing page published on our media platforms (recommended)



No banners, no „advertising“

Your Content (Native Advertising) is integrated into the design of the trusted media brand

Email Newsletter

Our fair discount model: Purchase a low-priced complete package¹ or purchase according to demand – then with every mailing you book the price automatically decreases²

Integrating your content in our mailing sent to 80,000 decision makers (design, formating included)	1 Mailing	3 Mailings, each	6 Mailings, each	12 Mailings, each
	1,900	1,700	1,400	950

¹ to be realized within one year

² within one year or discount to be passed on with booking within 3 months

Optional: Content-Landingpage

Integrating content on our media-platform as a landing page (perpetual) ³	Each content page
	1,290

³ operated by  DIE DEUTSCHE WIRTSCHAFT

⁴ operated by  DEUTSCHES WIRTSCHAFTS FERNSEHEN

All prices in Euro plus 19% VAT if no Reverse Charge. Payments can be made by credit card or bank transfer.

Optional: Content-Production

Producing content, including complete coordination, production and copyright	Text ³	TV-Interview ⁴	TV-Report Production On Site ⁴
	1,490	4,500	6,790

Technical Facts / Usage Data

Frequency	Weekly, Tuesday mornings
recipients in total	80,000
„heavy users“ (more than 5 Openings in 3 months)	38,000
new subscribers per week (Avg. 2018)	120
opening-rate (Avg. 2018)	32 %
CTOR (Click-to-Open-Rate) (Avg. 2018)	12,4%
System / Provider	Inxmail
Tracking	Due to Data Protection Law in the EU (DSGVO) no inbound-tracking on personal behavior is possible, though general opening rates and clicks are available.
Separation	Separation due to regions, functions, branches are possible (no discount)

Your easy way to start your campaign

Rankings

1. Klick for Online Order



2. Excel-list will be delivered by Email within 1 day

Newsletter

1. Send your subject / product / goal in a brief summary



2. Proposal will be submit
3. Consultation with our editorial staff (by phone)
4. Drafts will be submit for checking

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