

Technical Articles for German-Language Publications

Outsource Press Relations on a Success Fee Basis

With over 2,000 trade publications, the German-speaking market offers a variety seen in very few others in the world. Without expert assistance, even local companies have an exceptionally difficult time getting their bearings in such a market.

- Would you like the trade press in Germany, Austria and Switzerland to report about your company and ideas?
- Do you lack the capacity, the know-how and the contacts to write such texts yourself and get them placed in journals?
- You prefer not to invest in "outsiders" without knowing if they can bring a successful solution to the table?

Then we may be the ideal partner for you:

- We have in-house engineering know-how.
- For almost 30 years we've been writing for all of the most important German-language publications in the automation industry, so we know how it works and know virtually every editor in the field.
- We assume the entire risk. A simple principle applies to our "Multi-X Articles": no publication, no money.

There are few automation technology topics about which we have not already written or at least come in contact. We therefore don't need an extensive briefing; a description of the situation by telephone is generally sufficient for us. Written documentation is helpful, but not absolutely essential.

How Multi-X Works

We offer the text that has been composed by us and approved by you to journals that are not in direct competition with each other. Our goal is to get placed in five journals.

Your fee is merely equivalent to 20% of what the article's allocated space would have cost as an advertisement in the same publication.

The price is calculated in ¼-page increments. The price of a black-and-white advertisement forms the basis of the calculation¹⁾. So that you can also enjoy really big publication successes with us, we limit the cost to a maximum of € 3,900. All placements in excess of this amount are free of additional charges.

¹⁾ The minimum fee constitutes €120 per ¼ printed page. If the customer chooses to exclude Switzerland and/or Austria from distribution, we calculate an exclusion fee of €480 per country. Should approval of the text take longer than one month, an advance payment on the text will be due according to the current RBS price list.

All prices plus VAT are due net within 10 days of issuing an invoice. Court of jurisdiction is Karlsruhe, Germany.

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