



mesago

sps

## COMMUNICATION SERVICES 2024

Position your expertise within the  
SPS Community.



Messe Frankfurt Group

# SPS Communication Services

**sps**

If you want to increase your visibility and reach within the SPS community and you are searching for opportunities to share your expertise on relevant industry topics, then we have just a new offer for you.

The “SPS Communication Services” give you the opportunity to reach the SPS community via advertorials in our expert newsletters or by renting addresses.

## Position your topics within the industry!

### Our offer

Whether it is company news, product presentations or expert interviews\* - you determine relevant content\* and the target group, and we take care of everything else.

### Industry News

We not only publish your technical articles in German and English in the "Industry News" section of the SPS website, but we also take care of the adequate promotion of your content. This is done through a social media post and expert newsletter to our extensive data pool with up to actual 45,500 qualified contacts.

### Community News

As part of this limited offer, we send your technical articles to a target group pre-selected by you (up to 2,000 contacts) from our data pool on your desired date. This targeted communication offer is rounded off by clear and compact reporting with information on open and click rates.

\* The aim of this offer is to showcase your professional expertise, we therefore ask that you do not provide any promotional/advertising content.

# SPS Communication Services

# sps

## Our products at a glance

	Industry News (Basic)	Industry News (Premium)	Community News
Scope	1 Advertorial (Text or video)	2 Advertorials (Text or video)	1 exclusive professional newsletter
Performance period	Calendar year 2024		Calendar year 2024
Target group	Currently around 35,500 German-speaking and 10,000 English-speaking recipients (trade visitors to SPS Nuremberg)		Rent from 500/1.000/1.500/2.000 addresses
Application package	Publication of the technical article on the SPS website in the "Industry News" section, including promotion of the content via a topic-specific SPS expert newsletter and dedicated social media posts.		Stand-alone e-mailing with your content to the appropriately booked number of contacts selected according to your criteria. The selection criteria are industry, interest and country.
graduation of prices	3.450 €	4.350 €	900 € (500 addresses) 1.350 € (1,000 addresses) 1.800 € (1,500 addresses) 2.250 € (2,000 addresses)



### Your contact person

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