

Advertising formats & content partnerships

Bookable content formats for companies in AI, digitalization, e-commerce, cybersecurity, FinTech, and the digital economy.

ABOUT THE MAGAZINE

digital-magazin.de at a glance

digital-magazin.de is a German-language online magazine covering technology, digitalization, and the digital economy. We publish editorial and promotional content with a clear focus on topics that are genuinely relevant to our readership.

ALL PRICES

Net in EUR — billing exclusively by bank transfer.

5

bookable
content formats

500+

published press releases

GOOD FIT

- AI, Digital Business & E-Commerce
- Cybersecurity & Data Protection
- digital transformation & tech regulation
- FinTech, Blockchain & Software/Tools

NOT A FIT

- Gambling, Casino & CBD
- dubious or thematically unsuitable content
- purely promotional content without editorial value in editorials or guest articles

Topic areas in detail



Artificial Intelligence

AI tools · AI agents · generative AI · LLMs · AI regulation
· machine learning



Digitalization & Transformation

digital business models · cloud · collaboration tools ·
IT modernization



E-Commerce

online shops · marketplaces · payment · conversion ·
UX · omnichannel



Cybersecurity & Data Protection

security tools · GDPR · zero trust · ransomware ·
encryption



FinTech & Digital Finance

digital payments · open finance · crypto & blockchain ·
InsurTech



Marketing & Digital Communication

content marketing · social media · SEO · marketing
automation

Product overview & prices

| Format | Net price | Content creation | Link type | Labeling |
|--|---------------------|---------------------------------|--------------------------|----------------|
| 01 Editorial | 599 € | dm editorial team | up to 1 Dofollow link | none |
| 02 Advertorial / Sponsored Post | 349 € | Client | nofollow + sponsored | Sponsored Post |
| 03 Guest article | 99 € / free* | Client / external author | nofollow | Guest article |
| 04 Link Insertion | 449 € | dm editorial (existing article) | per editorial guidelines | none |
| 05 Press release | 69 € | Client | after review | Press release |

* 99 € Servicegebühr für Unternehmen · kostenlos für wissenschaftliche/gesellschaftlich engagierte Autor:innen · kostenlos gegen 1 Dofollow-Backlink-Tausch

All prices are net plus statutory VAT · billing exclusively by bank transfer in euros · no PayPal payments

FORMAT 01

Editorial

Editorial article commissioned by the client — fully written by the dm editorial team, journalistically neutral, and with genuine informational value. The right format for a high-quality Dofollow link.

SCOPE OF SERVICES

- Fully written by the dm editorial team, minimum 1,200 words
- Editorially neutral structure, memorable headline, short teaser
- Header image and inline image included
- Published under a digital-magazin.de author profile
- Up to 1 Dofollow link (editorially justified, no sales link target)
- Permanently online, minimum 24 months guaranteed

599 €
net per editorial

IDEAL FOR

- SaaS & tech providers
- Studies & white papers
- B2B digital topics
- AI, cybersecurity, FinTech

Discount on request: 549 € · 2 editorials simultaneously: 999 € total. Prohibited link targets: homepages, product pages, sales/landing pages.

Advertorial / Sponsored Post

Native advertising format for client-supplied content. Promotional character is explicitly permitted — transparently labeled as Sponsored Post.

SCOPE OF SERVICES

- Publication of a client-supplied article
- Editorial review before publication
- Labeled as Sponsored Post
- External links with nofollow + sponsored; promotional link targets permitted
- Tracking parameters in URLs permitted
- Complimentary header image on request if no image is supplied

349 €
net per article

IDEAL FOR

- Product & service showcases
- Campaign articles
- Landing page linking
- PR-oriented promotional content

Content requirements: minimum 800 words, article image in 16:9 landscape format. Dofollow links are not available in this format.

FORMAT 03

Guest article

Expert article by external authors to showcase expertise. Not intended as advertising — but as a platform for genuine specialist knowledge.

SCOPE OF SERVICES

- Expert article, minimum 1,000 words, 100% unique content
- No promotional character; clear specialist topic with added value
- Short teaser / introduction of 3 to 5 sentences
- At least 2 images with source attribution
- External links only to informative sources (nofollow)
- Own author profile with bio, photo & social link

99 €

Service fee (companies)

PRICING MODELS

● Companies: 99 € service fee

● Science / society: free

● Companies vs. backlink: free

Suitable for specialist authors, thought leadership without promotional pressure, and science and society topics.

Link Insertion / Niche Edit

A client link is editorially integrated into an existing, thematically matching article on digitalmagazin.de — not a mechanical insertion, but a genuine extension.

SCOPE OF SERVICES

- Review of a suitable existing article
- Editorial extension of the article
- Natural integration of the client link
- Anchor text adjustment if needed
- Publication of the updated article version

449 €
net per link

IDEAL FOR

- Clients with a high-quality target page
- Enhancement of existing dm articles
- Link building with standards

The same strict link rules apply as for Editorial — no homepages, product pages, or pure sales pages.

FORMAT 05

Press release

Publication of suitable press releases in the magazine's editorial environment — for corporate news, product announcements, studies, and events with a digital focus.

SCOPE OF SERVICES

- Publication of a supplied press release
- Editorial review for topical relevance
- Permanent online availability on request
- Minimum 24-month runtime guarantee
- More than 500 press releases published to date

69 €

net per press release

IDEAL FOR

- PR agencies
- Companies with a tech/digital focus
- Study providers
- Event organizers

Not suitable: off-topic lifestyle PR, purely local news without digital relevance, thin SEO texts without news value.

Which format is right for you?

Looking for a Dofollow link?

Editorial

Want to place a ready-made promotional article?

Advertorial / Sponsored Post

Want to gain visibility as an external expert?

Guest article

Want to place a link in an existing article?

Link Insertion

Want to publish a corporate announcement?

Press release

Booking process

01

Inquiry & topic alignment

You share the format, topic, and target URL or materials.

02

Submit materials

Text, images, anchor text, or press release — depending on the format.

03

Editorial review

We review topic, link target, anchor text, and quality.

04

Publication

After approval, publication follows — usually within 24 hours.

05

Link & invoice

You receive the publication link and the invoice.

General booking terms

● Payment

- bank transfer / SEPA only
- Invoice payable within 14 days
- all prices net in euros, plus statutory VAT
- no PayPal payments

● Runtime

- Editorial: permanently online, ≥ 24 months guaranteed
- Press release: permanently online on request, ≥ 24 months
- other formats: per editorial agreement

● Editorial review

- all formats are reviewed before publication
- Content, topics, links, or anchors may be rejected or adjusted if they do not meet quality and topical standards

● Unaccepted content

- Gambling, Casino, CBD
- dubious financial offers, misleading health claims
- fake news, discriminatory or manipulative SEO content

READY FOR YOUR PLACEMENT?

Let's find the right format for you.

Send us your topic, target URL, and preferred format — we'll review the fit and get back to you with next steps.

CONTACT

sales@noack.digital

WEBSITE

digital-magazin.de

BILLING

net, EUR, SEPA transfer