PR PACKAGE

Trade Press Basic Package

Trade press
DACH region

Editorial media relations for reputation, reach and AI visibility in Germany, Austria and Switzerland.

YOUR KEY ADVANTAGE

Guaranteed publications

Package price
€2,950
plus VAT

Why trade press?

9 in 10
decision-makers read trade journals[1]

85 %
of the sources cited in AI answers are editorial and independent content[2]

20+
years of technology PR with long-standing personal contacts to editorial teams

500+
technical trade media and portals in the DACH region on our curated media list, plus selected international titles worldwide

Strengthen your profile as an expert and create additional visibility for your products, solutions and company expertise.

Scope of services

- ✓ Strategy and briefing call
- ✓ Writing of a trade press release
- ✓ Development of a technical article or expert interview
- ✓ Distribution to 30+ relevant trade media in the DACH region
- ✓ Editorial follow-up
- ✓ Basic SEO and GEO optimization for search engines and AI systems
- ✓ Reporting

Your benefits

- Greater recognition in your industry
- Support for new customer inquiries
- Higher awareness of your products and solutions
- Recognized expert status
- A boost for recruiting skilled staff
- More visibility in search engines and AI systems

References Case studies and clients from technology and B2B: comm-motions.net/referenzen

Duration: approx. 3–4 months, depending on the publication schedules of the trade media. **Note:** There is no entitlement to publication in any specific medium; the guarantee applies to the press release on online business portals.
As of November 2026 · package price plus VAT
Sources: [1] LAE 2020, Deutsche Fachpresse · [2] Muck Rack 2025

Questions?
Need more information?

Your contact
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Add-ons (optional, price list on request)

Annual topic planning & editorial workshop

- On-site workshop
- Development of relevant technical and press topics
- Topic and editorial planning for 12 months
- Topics derived for press releases, technical articles and LinkedIn

Technical article

Writing and placement of a technical article, including creation of visuals

Media training

Individual media training and preparation for interviews and media inquiries

Remote
½ day online

On site
½ day on site with hands-on exercises

LinkedIn boost

- 2 LinkedIn posts on the press topic
- including image design
- tailored to your company page or CEO profile

Distribution in English or another language

Language adaptation of your press release, distribution to relevant trade media in the respective language market and personal outreach to selected key editorial teams

Additional press release (per language market)

Briefing call, editorial preparation of a further topic, distribution to relevant trade media and online portals, and documentation of the resulting publications

Standard distribution
Writing of the press release and distribution to our trade media list

Premium distribution
Writing, individual topic pitches to editorial teams and personal follow-up with the 12 most important editorial teams

Premium placement on a business portal

Position your company as an expert source on a high-reach business or industry portal as well, and strengthen your digital visibility in search engines and AI search.

Scope of services

- ✓ Editorial adaptation of the technical article for online publication
- ✓ SEO and GEO optimization of the article
- ✓ Creation of supporting visuals and images
- ✓ Publication on 1 to 2 selected premium business or industry portals
- ✓ Integration of relevant links to your company and website
- ✓ Reporting

Possible publication platforms

DDW – Die Deutsche Wirtschaft
Markt und Mittelstand
Unternehmer.de
StartingUp
Industry and trade portals in your target sector

> YOUR KEY ADVANTAGE
>
> An additional, lasting expert placement on 1 to 2 high-reach business or industry portals – a reference source for search engines, AI search and your digital reputation

— Further PR services on request

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