

# MEDIA KIT

Planet - bpm . com

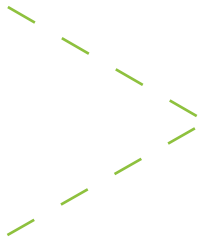
## 2011

European Web 2.0, supported  
by the European Commission as well as the Spanish and  
German Embassy

BERLIN PARIS MADRID WIEN ZÜRICH



## WHAT DO WE STAND FOR ?



The majority of young European students and workers are willing to **break the barriers of languages and cultures** and are curious to experience different cultures. Planet-bpm.com tries to use this spirit to connect **BERLIN, PARIS, MADRID, ZÜRICH and VIENNA** for the first time. More cities will join this network. The site is visionary and meant to be **integrating people and cultures**, and especially ambitions across borders. Planet-Bpm.com offers everybody to participate in the project by publishing interesting **articles, pictures, job offers, events or comments**.

---

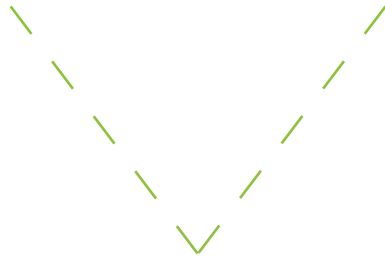
## WHAT CAN WE OFFER ?



The menus and contents are **in German, French, Spanish and English** – according to planet-bpm.com- the most important languages **in the business, culture and SCIENCE WORLD**. Our site contains many tools that make life and moves in Europe easier. All **the products and all the tools** refer equally to the five cities that are up to now integrated on the platform – **BERLIN, PARIS, MADRID, ZÜRICH and VIENNA**

- @ Every day new articles are published in German, Spanish, French or English with relevant information for ambitious young Europeans
- @ Presentation of the best universities, scholarships, internships and courses in
- @ Networking via Forum for partners for musical, literature and art projects
- @ International job market (for an international search of jobs and internships with possible video integration)
- @ Calendar of events in all the five cities
- @ Memberbook for friendships, private messages and uploading photos
- @ Weekly newsletter for every city
- @ Blogs concerning the Bologna and Copenhagen processes
- @ Address list including a map and the option of a video

# WHY SHOULD YOU ADVERTISE ON PLANET-BPM.COM ?



**W**e are quickly growing and offer you a complete new way of advertising. We believe that not only the European university world is changing but also the way to communicate online with your target group. Therefore we adopt our advertising to your needs. You can integrate videos, publish in several languages, you follow the hits and will be able to communicate with your future clients.

**W**e believe that for advertisers it is important to know that Planet-BPM.com is an independent project and open minded to all different movements, which are supporting the idea of a connected Europe.

**W**e are already high ranked in Google, we received prizes for our idea and have the support of renowned institutions like the European Commission.

# READERSHIP PROFILE

@ Young people (between 20 and 40 years) especially for researchers, students (Erasmus), young professionals, where they can find a partner to realize their projects

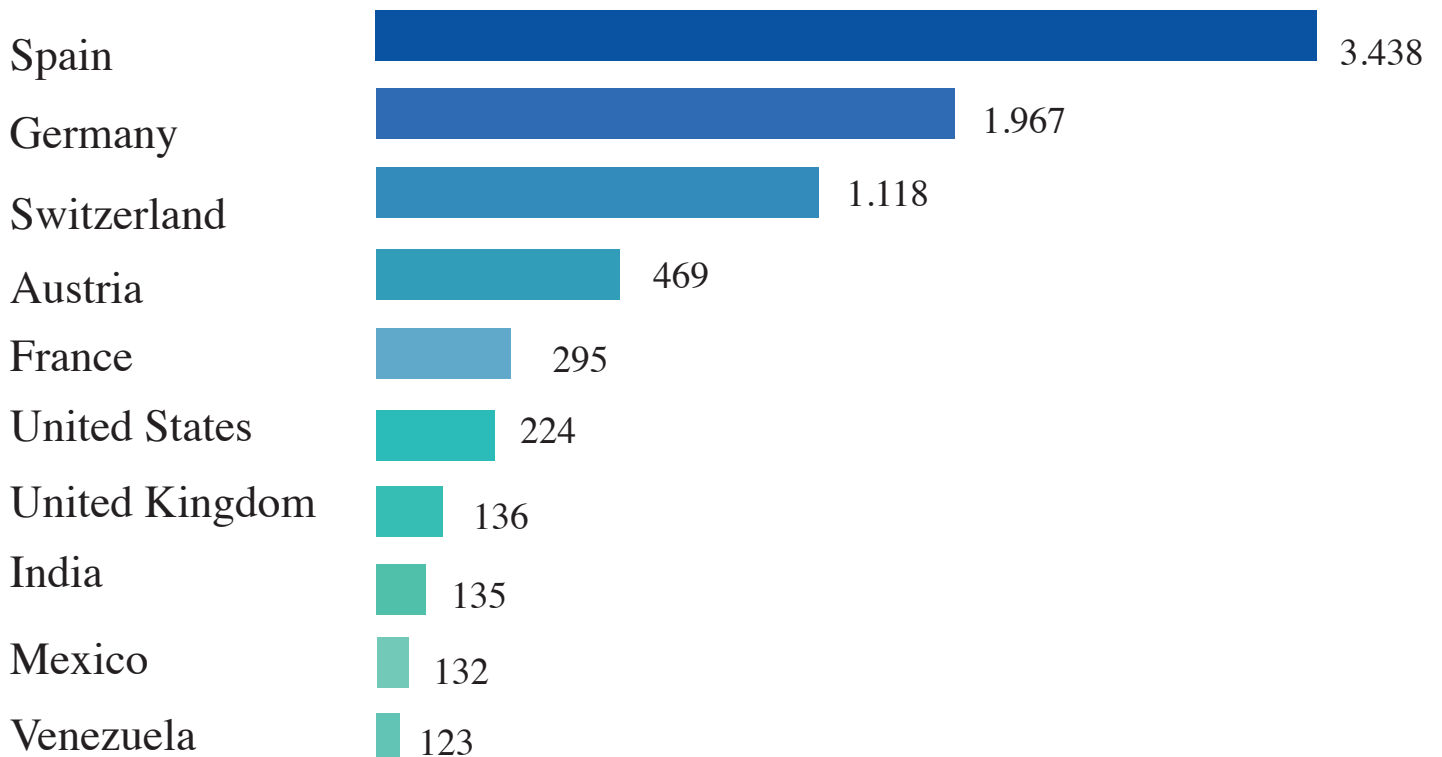
@ To give companies and educative institutions more visibility and the chance to get in contact with the right professionals.

@ To give artists and theatre groups a platform to help them find partners in one of the other cities and enable them to present themselves in Berlin, Paris or Madrid.

*Planet-BPM.com is an independent project and open minded to all different movements, which are supporting the idea of a connected Europe.*

---

## COUNTRIES OUR VISITORS ARE COMING FROM



# ONLINE ADVERTISING

## Terms & specifications

Your product or service will be prominently positioned. You can also choose to get a link in our Planet BPM-Newsletter.

Below are examples of online ads that we offer, including sizes and the sections in which they publish.

Sponsored Post



Sponsored by

Sidebox Banner/Video

Unit	Dimensions	Placement
Leaderboard	728x90	Top of Page
Sidebox	200x200	right column
Half Page	200x600	right column
Sponsored Post	466x250 200-300 words	middle column below the Image with link to full text
Blogroll	with short description	section links
Sponsoring	price upon request	

# CONTACT

## @ **Stefanie Claudia Müller, 38 (Spain):**

Experienced journalist, specialist in economy with excellent contacts in the German and Spanish business field. She is the founder of websites such as [barcelonafuerdeutsche.com](http://barcelonafuerdeutsche.com) and [madridfuerdeutsche.com](http://madridfuerdeutsche.com). Has lived and studied in different European countries.

Contact: [smueller@planet-bpm.com](mailto:smueller@planet-bpm.com)

## @ **Deike Ricardo Riaño, 29; Paul Stadelhofer 25 (Germany):**

Deike is an independent journalist. At this moment works for a public relations agency and is studying Communication Sciences and History of Art in Berlin. She lived in Madrid, where she acquired knowledge about the language and the vital experience of the city. Paul is a free lance photographer and journalist finishing at the same time his studies of philosophy in Dresden, he was an Erasmus student in Madrid.

Contact: [deike.ricardo-riano@planet-bpm.com](mailto:deike.ricardo-riano@planet-bpm.com)

## @ **Mercedes Korzeniowski-Kneule, 40 (Suiza):**

She has got three nationalities and therefore the right planet-bpm.com-spirit. She has worked mainly in Marketing and is multilingual.

Contact: [mkorzeniowski@planet-bpm.com](mailto:mkorzeniowski@planet-bpm.com)

**Text: Deike Ricardo-Riano**

**Graphic: Carolin Dehmelt - [yelles.blogspot.com](http://yelles.blogspot.com)**