

YOUR ADVERTORIAL IN LIFT-JOURNAL.COM

Thank you for choosing an advertorial in lift-journal.com. This form of integration allows you to present your offer in full and multi-medially on its own landing page.

Overview of your advantages

- ✓ High credibility and trustworthiness thanks to editorial style
- ✓ Emotional charging of your brand
- ✓ Any number of links to your website
- ✓ Apart from text and images, you can use other forms of presentation: picture galleries, videos, newsletters, directions sketches, Facebook module, contact data and much more

SAMPLE

Wednesday, 15. April 2020

Newsletter Subscription Advertising rates



News Journal archive Photo & Video Service LIFTlex Publisher 



Lift car with cross section sketch of a typical all-inclusive line (with application-specific function modules in an approximately 6 cm wide flat cable). (Photo: © kalarfoto - stock.adobe.com)

Cable trends for lift building: everything in place!

News January 2020

Whereas in the past switches in the car had to be laboriously wired individually with relays in the control cabinet, modern time-saving bus systems have long since ruled the roost.

Digitalisation and network technology have provided additional technological leaps forward, reflected in even more sophisticated control technology, more speed and travel comfort and any amount of info- and entertainment.

"The trend is towards tailor-made flat cables in which all functionalities are accommodated in a hybrid-design overall cable," emphasised Marc Schneck, key accounter for lift technology at the cable and system provider TKD.

"The decisive factor in designing and producing all-inclusive systems is that adjacently placed function bundles of control, data, bus and network cables are adapted in terms of construction and packing for durability and operational safety. They not only have to be able to absorb the enormous forces inescapably associated with the unceasing up and down movements of the car, but also ever higher travel speeds. 10 m/s and more are not unusual in lifts.

More added value demanded

While classic functions such as lift and door control, distance measurement for positioning of the car in the shaft, ventilation, emergency-off, sensors, car and emergency light as permanent features continue to determine the inner workings of hybrid travelling cables, leading lift manufacturers are demanding even more added value – i.e. more functionality – from the connection lines.



Aspects like access control, video monitoring, WLAN connection, VoIP and emergency call VoIP and the increasingly popular 'infotainment' are what are driving this development. The spectrum here ranges from interactive floor displays and alternating light moods to huge monitor walls – as in cruise ships – on which live pictures of an outdoor camera can be projected. "Entertainment and virtual experience worlds are increasingly becoming a factor - also in lifts," said Schneck.

Plug&play has long applied to lift construction. Connection-ready cable sets, which are delivered just-in-time directly to the building site in the proper lengths ex works – are in demand in order to save time and costs in installation, explained Schneck. A trend which if anything has become even greater. "Anyone who has crimped and connected CAT7 lines knows how tricky and laborious this procedure is."

Christian Hohman

The author is marketing director at TKD-Kabel GmbH

tkd-kabel.de



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Newsletter



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RECOMMENDATIONS FOR YOUR ADVERTORIAL

- ✓ The **text** of your advertorial can be any length but should be pleasant to read and well structured. Subheadings are recommended. The maximum for the **headline** is two lines. Depending on the character width and word length, this is about 38–50 characters. The **introductory text** should arouse curiosity may be about 175–200 characters, depending on the character width and word length.
- ✓ We insert a **lead picture** with a minimum size of 800x600 pixels in the body text and **up to four photos (depending on text length)**. Please send us all photos in at least 800x600 px. We would be pleased to adjust larger formats. Alternatively, **YouTube videos** or **picture galleries** can be inserted in the body text.
- ✓ Provide us with a brief **caption** and **picture source** for each picture and make sure that the **picture rights** have been clarified.
- ✓ In addition, you can book a **billboard** (800x250 pixels) above your advertorial.
- ✓ You can present your contact data, homepage, etc., clearly in **info boxes**.
- ✓ We would be pleased to place as many links to your contents and **social media channels** as you like and provide **PDF downloads** within your text.

Your lead picture

(Foto: © Halio International)

Heading of your advertorial

Glas+Rahmen - Aktuell März 2020 Anzeige

Your introductory text (175-200 characters)

This text makes up 2-3 lines on the landing page and is also shown in the article overview

Subheading (optional)

Sind wir nicht alle ein bisschen biophil? Eine Theorie besagt, dass dem Menschen die Liebe zur Natur in die Wiege gelegt ist.



Foto: © Halio International

Der Trend zu großen Fensterflächen und smarter Verglasung scheint dies zu bestätigen. Sie verbinden uns mit dem Draußen und leiten möglichst viel natürliches Tageslicht in die Räume. Weitere Vorteile dynamischer Gläser wie hoher thermischer und visueller Komfort, großes Energieeinsparpotenzial sowie eine klare, ästhetische Linienführung, sind zunehmend auch in der Gesundheitsarchitektur gewünscht.

Jüngstes Referenzobjekt ist ein großflächiges, smartes Skylight in der Altenpflegeeinrichtung Avondzon im belgischen Erpe-Mere.

Realisiert mit dem schaltbaren Halio® Glassystem dient es in vielerlei Hinsicht als verbindendes und gesundheitsförderndes Element.

Subheading (optional)



Foto: © Halio International

Wie sehr Licht unser Wohlbefinden beeinflusst, merken wir alljährlich nach der Umstellung auf die Sommerzeit. Ein Mini-Jetlag wirft uns einige Tage aus der Bahn. Viele Menschen klagen über Müdigkeit, Konzentrationsschwäche, Schlafstörungen und Niedergeschlagenheit. Dafür verantwortlich sind unsere inneren Uhren, die sich dem Zeitonenwechsel nicht sofort anpassen können. Jedes Organ und praktisch jede einzelne Zelle besitzt einen dieser

Zeitmesser, um Körperfunktionen wie Hormonbildung, Herzkreislauf-tätigkeit oder Verdauungsapparat zu takten. Dabei richten sie sich in einem ungefähren 24-Stunden-Rhythmus nach Licht und Dunkelheit. Lichtintensität und Lichtfarbe sind wesentliche Trigger.

Your logo

Mehr zum Thema

Contact
Website
Social media channel
PDF link

PICTURE GALLERY

Picture number: Approx. 10 pictures

Picture size: 800x600 pixels or larger

Picture quality: 72 dpi or higher

Caption: Please formulate – if desired – a caption for each picture and state the picture source.


Note: You have the option of placing a static advert within the picture gallery. The reader is informed that a picture exists in the article overview.


Friday, 08. May 2020

Newsletter Subscription Advertising rates

Search term

LIFT journal

News Journal archive Photo & Video Service LIFTLex Publisher 



First Lift Symposium in Johannesburg

At the beginning of March, Schaefer staged the first Lift Symposium in Johannesburg. Its partner and co-organiser was Algi.

May 2020

Most read articles

- News April 2020
Lifts reliably virus-free with UV light
- News January 2020
Cable trends for lift building: everything in place!
- News July 2017
No more disgust at handrails
- News April 2020
ELA COVID-19 Statement
- News May 2020
The most important trade fairs for the lift industry



SAMPLE

Your heading



(Photo: © Ulrike Lotze/Wittur/VFA-Interlift e.V./Cedes)



OTHER ELEMENTS

Map

Show our readers the best way to get to your company with a map. Please send us the address that is to be shown in the map.



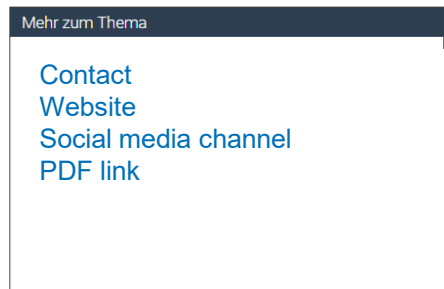
Video

Underline your message by integrating a video and give our readers a look behind the scenes. Videos can be integrated using a link or embedded code.



Contact box

Offer our readers options for contacting your company directly. Examples: Address, telephone number, fax, email address, link to your homepage or special offers.



WE CAN ALSO DO WHITE PAPERS...

White papers stand for quality. By writing a white paper, you position yourself as an expert in a field. You demonstrate credibility and establish yourself as a leader. Furthermore, it provides you with an outstanding opportunity for lead generation.

You can integrate a white paper in our online advertorials. Advertorials with white papers and other multimedia contents enjoy better Google rankings.

For the implementation, we need a PDF from you – the content should be highly informative and useful. We can also generate a landing page for the online advertorial + white paper at lift-journal.com, which you can integrate in your homepage and post on social networks.

We will send you the contact addresses together with the reporting at the end of the run time.

We recommend

- A white paper should provide an answer to a particular problem without appearing to be advertising.
 - A length of 10–30 pages is recommended.
 - You can use the corporate design of your company for this purpose.
-

Price

- Online advertorial LIFTjournal = 950,- € a month
- Online advertorial incl. white paper = 1.400,- € a month

YOUR CONTACT

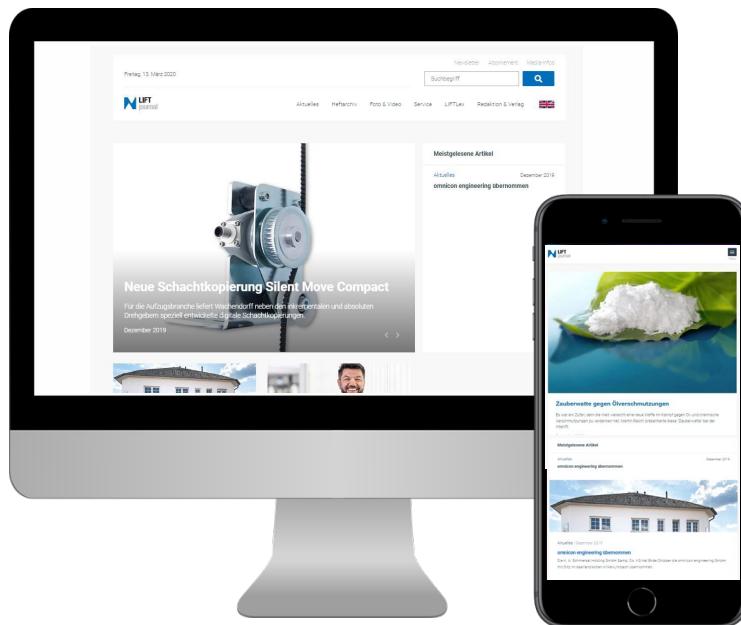
ULRIKE LOTZE

lotze@lift-journal.de

Tel. +49 211 390 98-969

www.lift-journal.de

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Address:

Auf'm Tetelberg 7

D-40221 Dusseldorf