

BOOK YOUR PREMIUM VISIBILITY!

What is included in a three week campaign for a Transformers Academy Interview?



Web



Social



Email





Website content

Interview landing page



Interview image: 850x400



Text: Up to 2,000 characters including spaces. It includes:

Interview title

Interview description

Main topics



Client's logo that leads to client's URL



The video containing the interview

E-LESSON

WiPE Interview with Kinga Kastenberger – Scholarship programme sponsored by CWIEME BERLIN



Hosted by: Transformers Academy

Kinga Kastenberger: "Why high voltage? I think it's the power behind the high voltage, this is a business area with a huge responsibility."

We had a conversation with Head of Sales Europe at Reinhausen Power Composites GmbH, Kinga Kastenberger.

This interview took place during CWIEME Berlin, one of the most significant events in the field of electrical engineering, held from May 14th to 16th in Berlin.

This fair was a great opportunity to chat with an engineer who has directed her career towards sales.

🔥 In this 15 minute talk, Kinga shares her story at Maschinenfabrik Reinhausen, discusses business opportunities and responsibilities. She elaborates on her role and much more!

This is the fourth interview conducted as a part of the WiPE scholarship programme generously sponsored by CWIEME. Through this programme, we're committed to fostering growth and opportunities for women professionals!

The interviews for Women in Power Engineering are conducted in partnership with CWIEME BERLIN.

CWIEME
BERLIN

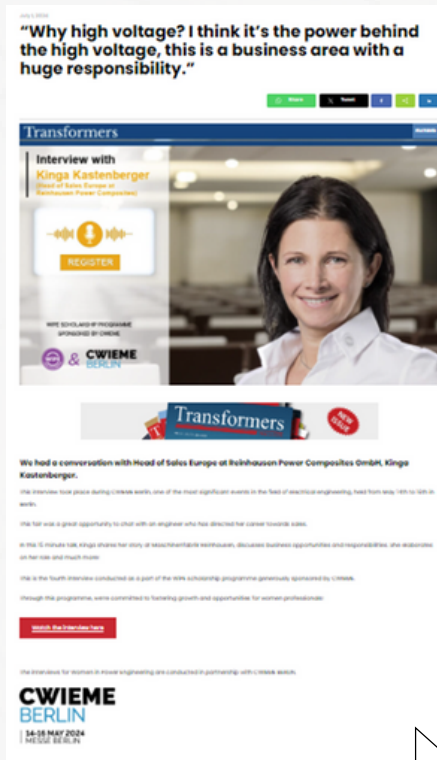
14-16 MAY 2024
MESSE BERLIN





Website campaign

Featured news



➔ Image: 1030x640

➔ Text: Up to 2,000 characters long text

➔ CTA button leads to the interview landing page

➔ Logo is placed next to the CTA button and links to client's website

Web banner



The banner dimensions depend on availability. You can find more information about the banners on page 10 of the media kit.



Web banner example





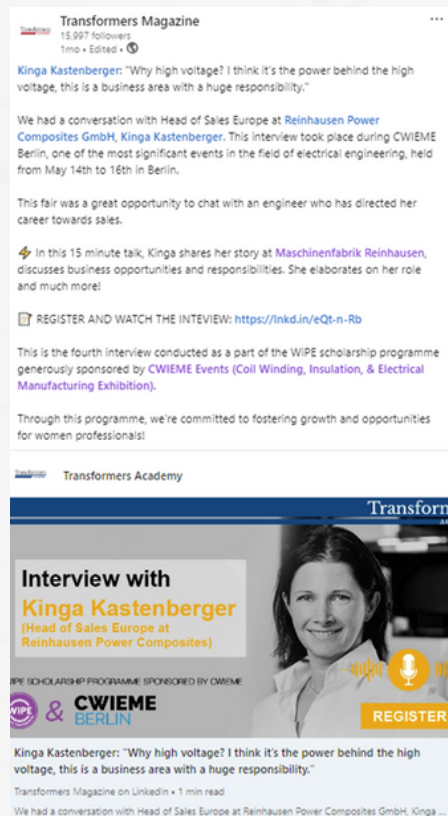
Social media campaign

Social media post on LinkedIn

➡ Text: Up to 2,000 characters including spaces

➡ Contains link that leads to interview landing page

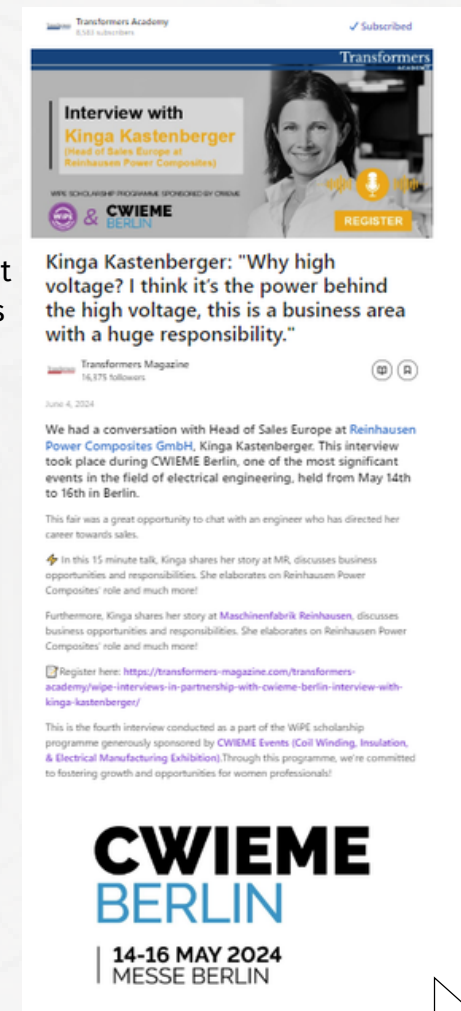
➡ Image: 850x400 or 1920x1080



Newsletter Article sent on LinkedIn

➡ The LinkedIn Newsletter Article consists of the same elements as a social media post on LinkedIn. Its specificity lies in the fact that it is sent to a list of followers who are subscribed to the Transformers Academy newsletter.

➡ Logo is placed next to the CTA button and links to client's website.





Email campaign

eBulletin banner

Every Monday, our users receive the “Weekly News eBulletin” - newsletter digest with all of the past week’s news articles. It is the Transformers Magazine’s longest-running and most popular newsletter.



€400 M for Germany grid upgrade
The funds are necessary for modernisation of the grid. [Read more](#)



Substation fire leaves eastern Pretoria without power
The fire occurred at the Mookloof substation. [Read more](#)



➔ Image: 690x170

Article in Newsletter

The interview will be promoted through an article that will appear in the weekly newsletter "Career Charger," which is sent out on Wednesdays.

➔ Image: 850x400

➔ Text: Up to 400 characters including spaces

➔ Logo is placed next to the CTA button and links to client’s website.



Kinga Kastenberger:
"Why high voltage? I think it's the power behind the high voltage, this is a business area with a huge responsibility."

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Watch the interview!

WIPE

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BERLIN

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MAGAZINE

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