

## IT Decision-Maker Combination

Golem.de + t3n.de

4/2023

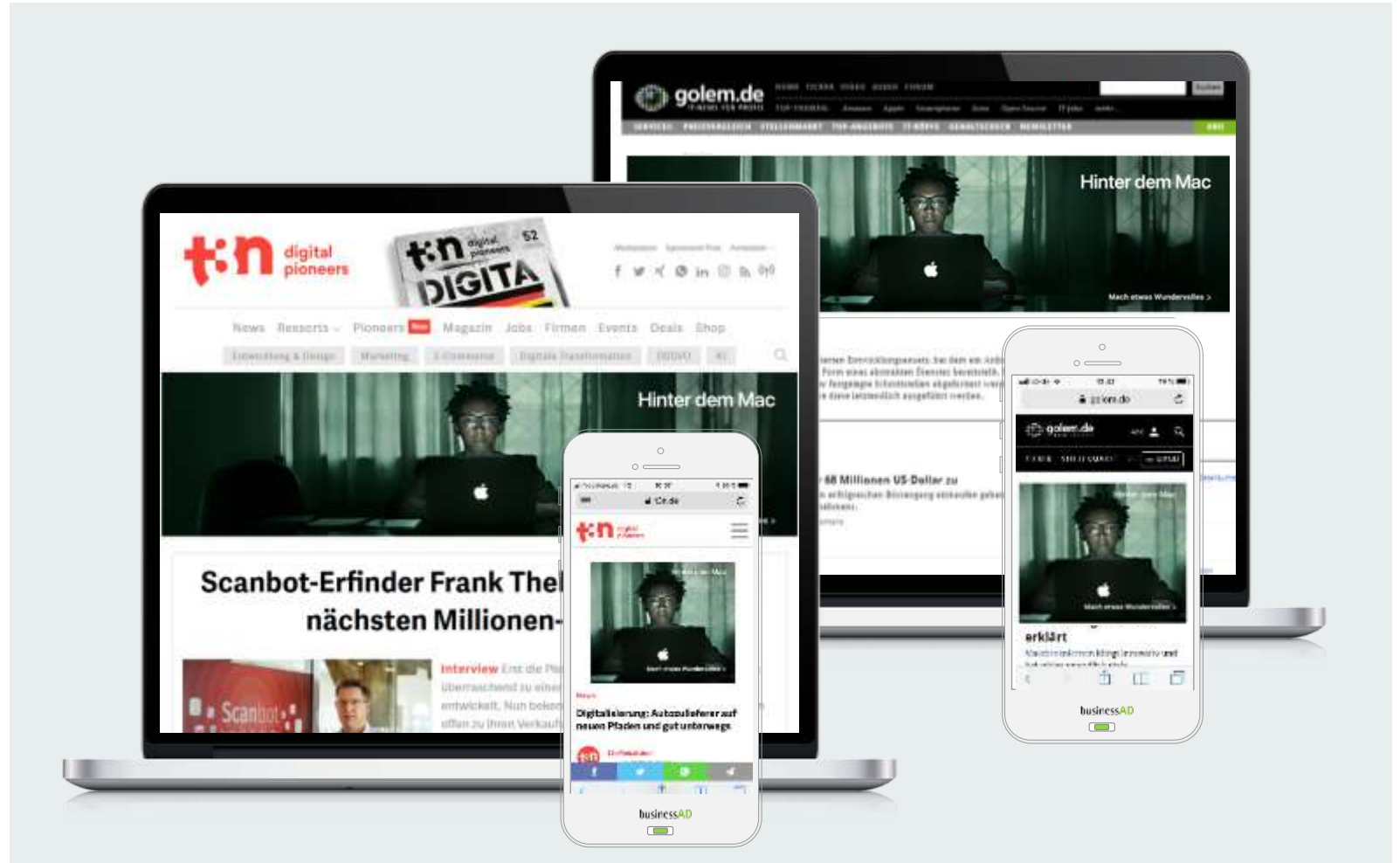
# Golem.de + t3n.de: IT Decision-maker Combination

Exclusive multi-screen booking with great impact

**t3n.de** and **Golem.de** complement each other perfectly with their top **IT decision-maker** target groups, while at the same time there is little overlap. businessAD offers wide-ranging multi-screen fixed daily placements on these portals.

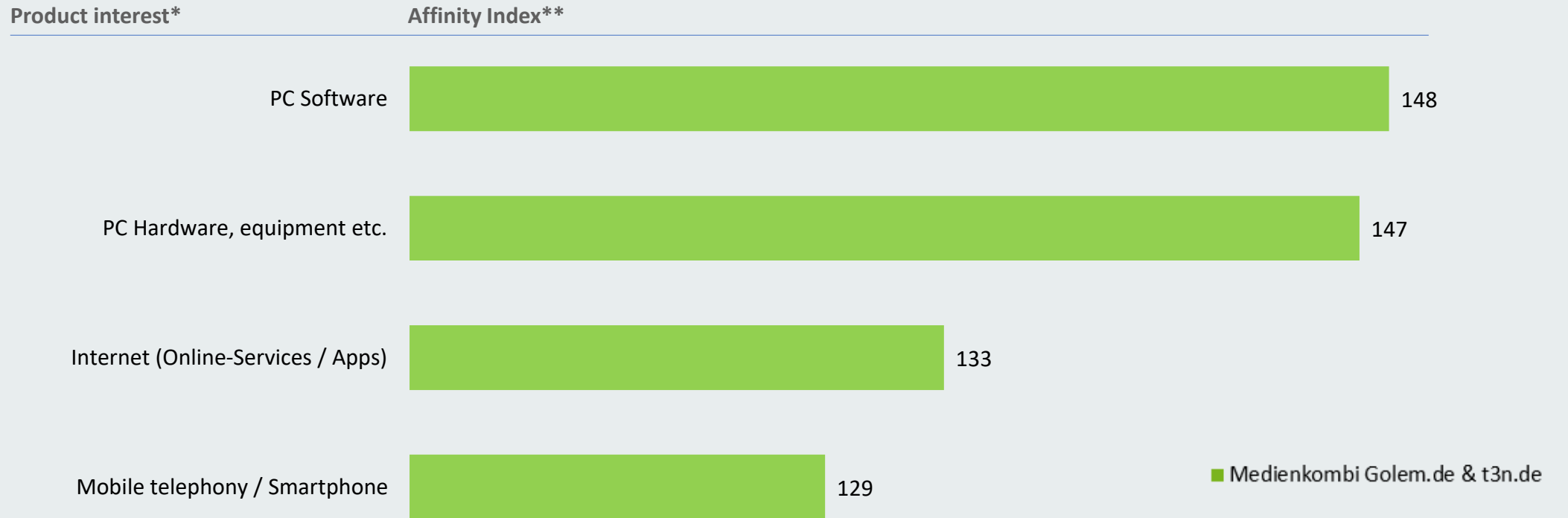
- 300,000 ad impressions
- Multiscreen Bundle:
  - e.g. Billboard/Fireplace/Sidebar/Wallpaper + Mobile Half Page Ad / Mobile Interscroller
- **t3n.de + Golem.de:** Homepage + news/ticker placed + ROS
- fixed price:
  - 300,000 Ais/day: €29,700 gross

Other formats and quantities in the price list!



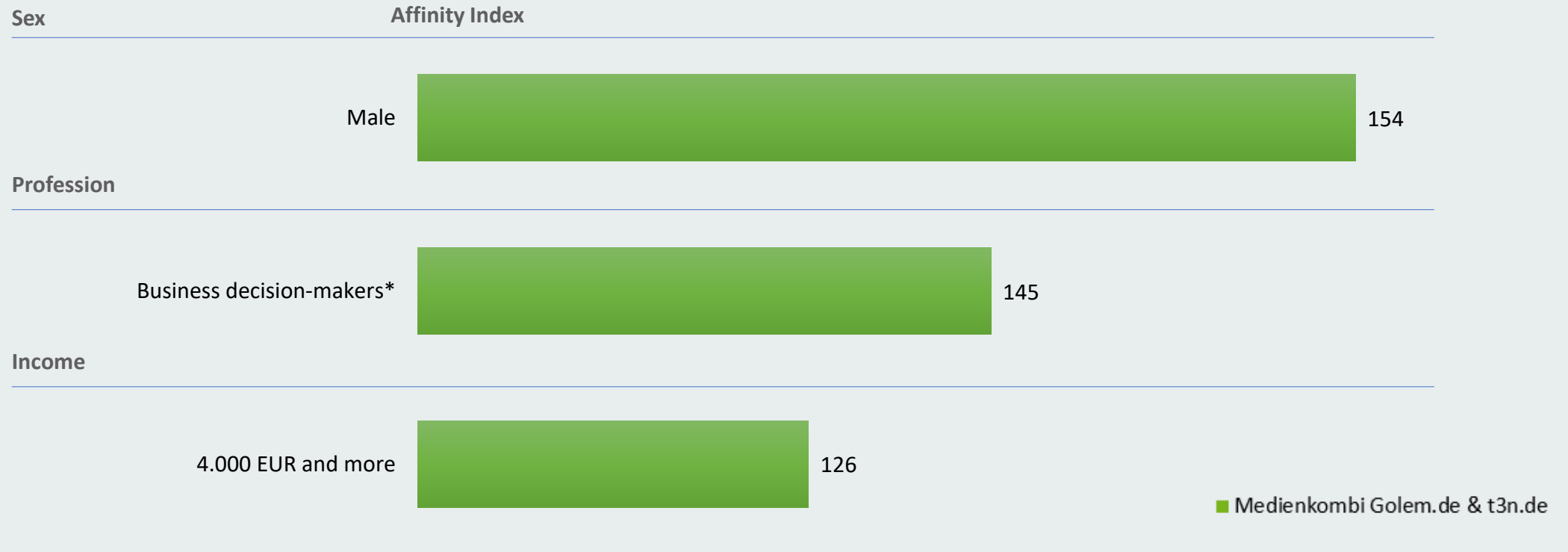
# Golem.de + t3n.de: Top-Affinity figures for ITC product interest

User composition | Golem.de + t3n IT Decision-maker Combi | AGOF



\*\* Product interest: Very interested / interested (Top 2-Box)  
Source: AGOF daily digital facts

### Sociodemographics

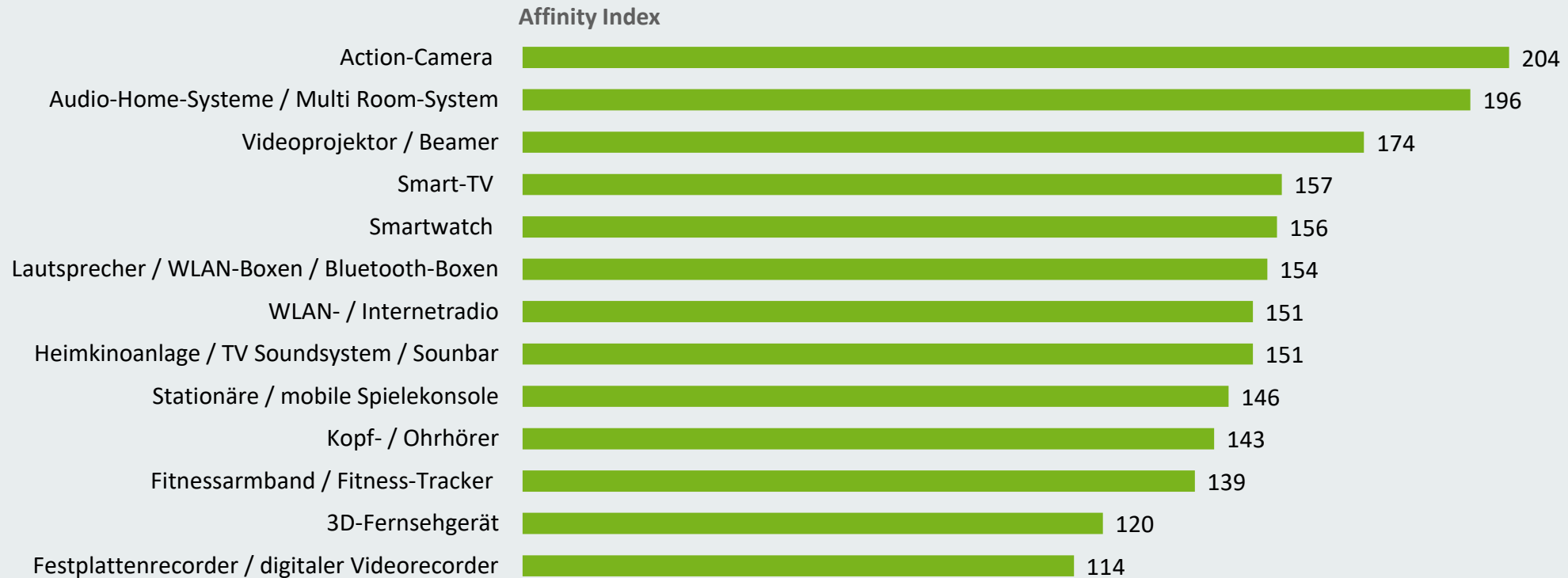


\* Business decision-makers = Selbstständige, Freie Berufe, Beamte im gehobenen/höheren Dienst, Leitende Angestellte  
Affinitäts-Index: Zielgruppenanteil an jeweiliger Nutzerschaft im Verhältnis zur Gesamtbevölkerung  
Source: AGOF daily digital facts

# High affinities in the B2C/consumer area

AGOF | IT Decision-maker Combi t3n.de + golem.de

## Consumer electronics - purchase intention next 12 months

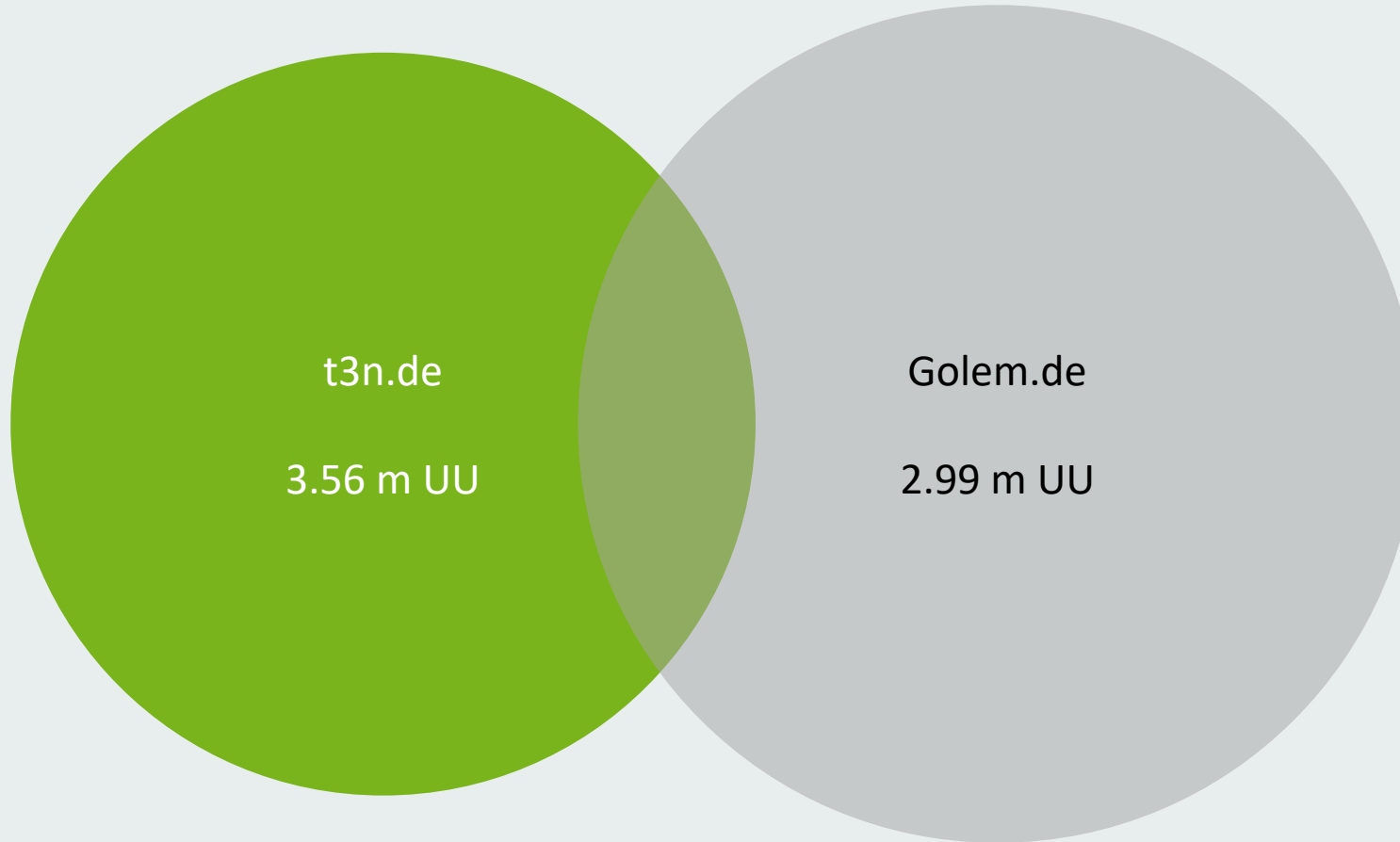


Affinitäts-Index: Zielgruppenanteil an jeweiliger Nutzerschaft im Verhältnis zur Gesamtbevölkerung  
Quelle: AGOF daily digital facts; Abfrage: Unterhaltungselektronik - Kaufabsicht (12 Monate)

# Golem.de and t3n.de complement each other perfectly with regards to reach and user composition

Low user overlap at top affinity scores (AGOF)

## Perfect Match



Source: AGOF df 2018-10

# The IT Decision-maker-Combi

Extend your reach with select websites from the businessAD B2B Segment IT / Information Technology

The information portals in the IT segment analyze and evaluate developments and trends in the IT industry. The segment reaches decision-makers of the digital economy. The bundling of renowned IT specialist portals makes this segment the most powerful vertical IT segment in Germany

## Website selection:



## Segment

IT



Websites	29 Portale
Page Impressions	49.581.722
Visits	26.492.104
Unique Users	11.046.877

## Relevante Target Groups:

Decision-makers in digital business, CTOs/CIOs, Startups, Marketing Directors, IT-Heads/-Managers, System- and Network administrators

## Topics:

Hard- & Software, Infrastructure, E-Commerce, Security, Cloud Computing



**Golem.de** is the portal for IT professionals and reports fast and competently on all topics of the IT industry. IT management, online experts, marketing and purchasing decision-makers receive background information, purchasing recommendations, market research as well as in-depth analyses and important professional information regarding the potential of products, markets and brands.

**Golem.de** is the leading independant, high-reach brand for quality journalism in the IT segment: desktop as well as mobile.

**Key data**

**Target group**

- CTOs/CIOs, decision-makers IT & Consumer Electronics
- Marketing decision-makers & Online-Professionals
- Purchasing & E-Commerce-Managers
- Developers
- Early Adopters

**Topics and sections**

- Soft- and Hardware (News & Development)
- Digital Business IT & Tech
- Mobility of the future
- Science and Technology
- Exklusive video content
- Jobs & Career

**Traffic**

Page Impressions	27.272.335
Visits	12.876.659
Uniques	3.130.000
Newsletter	35.900



# t3n.de – The leading medium of the digital economy


Factsheet | t3n.de



**t3n**, the magazine of the digital economy, highlights current developments and trends in the digital economy online and in its quarterly print magazine.

The editorial team provides well-founded and practical information on groundbreaking technologies, digital marketing, e-commerce and groundbreaking topics of the future.

**t3n** provides the relevant information for success and innovation in the digital economy. t3n offers useful content for a unique, engaged community: web workers, designers and developers, entrepreneurs and managers, marketers, merchants and media makers.



**Key data**

**Target group**

- CTOs/CIOs, Freelancer, Startups, Gründer
- Online-Marketers, SEO-/SEA-Consultants
- E-Commerce-Manager, Early Adaptors
- Webentwickler, -master, -designer
- Social Media Managers, Content manager

**Topics and sections**

- Software & Development
- UX & Design
- Marketing
- Hardware & Gadgets
- Startups & Economy
- E-commerce
- New Finance
- Mobility
- Future & Science

Traffic	
Page Impressions	9.689.649
Visits	6.579.017
Uniques	2.040.000
Newsletter	58.000

# IT Decision-maker-Combi

Prices | IT decision-maker combination | Exclusive (ATF) daily fixed placements t3n.de + golem.de



Beispiele exklusive* Multiscreen Tagesfestplatzierung	Platzierung	Garantierte Ais	Festpreis
Wallpaper + Mobile Halfpage Ad / Mobile Interscroller	Golem+t3n: HP+News/Ticker festplatziert + ROS	300k	29.700 €
Billboard + Mobile Halfpage Ad / Mobile Interscroller	Golem+t3n: HP+News/Ticker festplatziert + ROS	300k	29.700 €
Sitebar / Double Sitebar + Mobile Halfpage Ad / Mobile Interscroller	Golem+t3n: HP+News/Ticker festplatziert + ROS	300k	29.700 €
Fireplace + Mobile Halfpage Ad / Mobile Interscroller	Golem+t3n: HP+News/Ticker festplatziert + ROS	300k	29.700 €
oder			
Entscheider-Kombi XL	Golem+t3n HP+News/Ticker festplatziert + ROS	400k	34.900 €
Entscheider-Kombix XXL	Golem Komplettbelegung + T3n Komplettbelegung + Segment IT ROS	600k	49.900 €

\* Exklusivität Above the Fold (ATF)

Alle Preise verstehen sich zzgl. gesetzlicher MwSt. und sind AE-fähig.

Darstellung in TKP, wenn nicht anders angegeben. Expandables mit 25% TKP-Aufschlag.

# Conditions and Specifications

Volume discounts	
From 20,000 €	3 %
From 50,000 €	5 %
From 75,000 €	10 %
From 100,000 €	12 %
From 200,000 €	14 %

\* Be granted in relation to cash / goods discounts.  
You can find our terms and conditions under <http://www.businessad.de/agb>

Minimum booking volume: 1,000 € (net)

CPM surcharge	
Expandables	25 %
Video Ads	10 %

## Technical specifications

<http://www.businessad.de/downloads>

## Delivery of the advertising media to [banner@businessad.de](mailto:banner@businessad.de)

3 working days before placement (advertisement), 5 working days in case of content marketing

## Redirect: Third-Party-Advertising is possible

## Targeting: Comprehensive possibilities for targeting:

- Regional / national (A - Austria, CH - Switzerland)
- Temporary
- Browser-specific
- Operating systems

## Quality control

- Optimized campaign monitoring
- Transparent reporting



**Business Advertising GmbH**

Headquarter Düsseldorf  
Tersteegenstraße 30  
40474 Düsseldorf

Tel.: +49-211-179347-50

Fax: +49-211-179347-57



**Business Advertising GmbH**

Verkaufsbüro Hamburg  
Kehrwieder 8-9, Amundsen-Haus, 2. OG  
20457 Hamburg

Wir beraten Sie gern.

E-Mail: [werbung@businessad.de](mailto:werbung@businessad.de) | Internet: [www.businessad.de](http://www.businessad.de)