An aerial photograph of a city skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. Several prominent skyscrapers are visible, including a tall, thin tower with a pointed top and a cluster of modern glass buildings. The city extends into the distance, with a hazy horizon line.

businessAD

Mehr Wert für Marken

How to Pinpoint German B2B & Financial Decision-Makers

May 2023

The Challenge

The German trade media market is highly fragmented:

4,000 trade media & journals
400 trade media groups

Many websites of trade media do not use professional ad-serving systems based on CPM



How to reach high profile target groups in specific or across many industry verticals efficiently?

How to find trusted media brands?



The Solution



Cut through the jungle of German trade media by using **businessAD** channels Business & Finance and Mittelstand!

Your One-Stop-Shop for Financial and B2B Online Media

The businessAD portfolio covers Germany, Austria and Switzerland

- businessAD is the online **B2B & Finance Specialist** in the Ströer Group
- The Ströer Group is the biggest media sales house for Digital & Outdoor in Germany, ranking overall only after the two biggest TV sales houses
- businessAD's portfolio is composed of highly-targeted B2B trade media and specialist financial portals, e.g. from SpringerNature, Wolters Kluwer, the German Stock Exchange and other leading German trade media groups
- businessAD covers more **30 B2B verticals** and is hence your one-stop-shop to target B2B decision-makers in general as well as in particular industry segments, e.g. IT, industry, logistics, medical.
- businessAD covers Display – Native – Newsletters - Mobile – Video – Targeting – Audience and facilitates Programmatic PMP



How to Reduce Waste Coverage

Why the businessAD approach works for you

- We have a reputation of only including high-quality media in our channels and are a preferred partner of all German media networks
- We do not have a blind portfolio. If you book particular sites, your campaign runs on them – full stop.
- Websites of mainstream German business media focus too much on news and attract too many non-business users
- The business decision-maker community counts between **3 to 8 million** unique users depending on definition; the real financial community has less than 1 M users, of which 20% are institutional investors.
- The businessAD Channels boast the highest affinities in these target group according to the German Online Research Board AGOF, reducing waste coverage significantly



We Belong to STRÖER SE, Market Leader for Outdoor and Digital Advertising

Corporate structure Ströer SE | Revenue 2022: 1.77 bn €



Conceptual Sales – B2B – B2C – Video – Mobile - Content
 Revenue: approx. 350 m € - 50+ m Unique User AGOF
 Digital Revenue + Content Group: 547 m €

We Work for Leading Trade Media Publishing Groups

We have access to a wealth of decision-maker target groups



B2B and Stock Market Portals are at the Core of Our Business

businessAD B2B and B2C Channels



Mittelstand



Business & Finance

B2B

Page Impressions

120 M

Visits

65 M

Uniques

26 M

Page Impressions

46 M

Visits

14 M

Uniques

3 M



Education & Career



Smart Living

B2C

Page Impressions

10 M

Visits

7 M

Uniques

4 M

Page Impressions

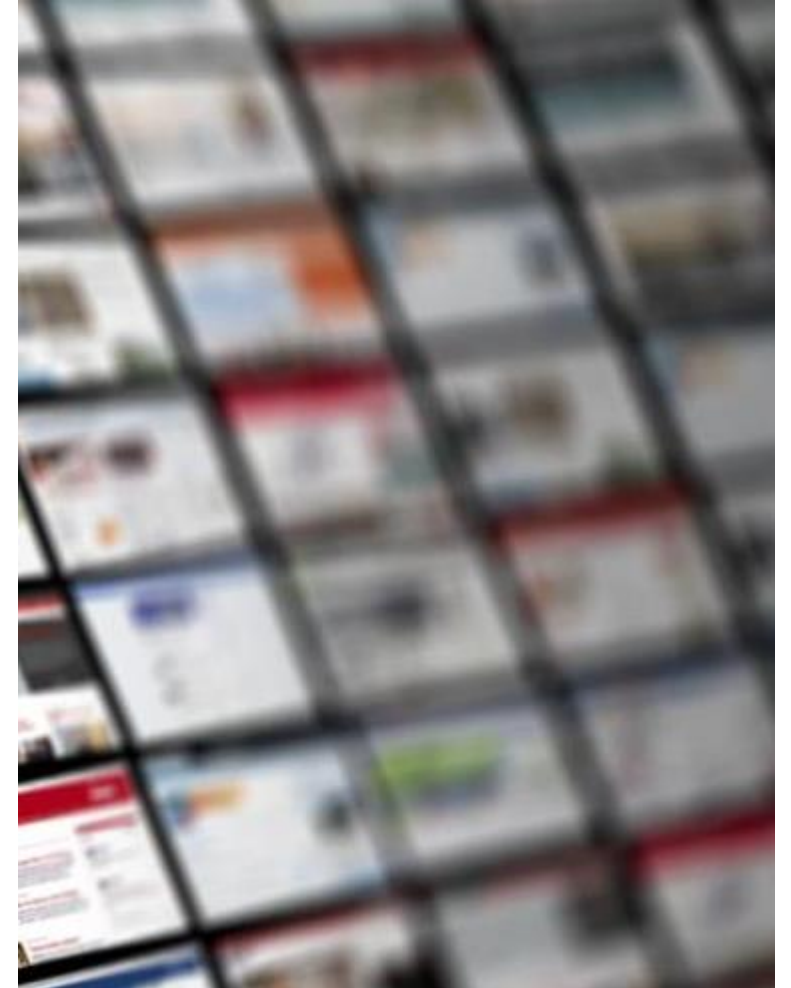
23 M

Visits

14 M

Uniques

10 M



What is „Mittelstand“?

Channel Mittelstand



Mittelstand

Page Impressions

120 MIO.

Visits

65 MIO.

Uniques

26 MIO.

The term ***Mittelstand*** commonly refers to small and medium-sized companies in Germany which account for more than 90% of the country's workforce and economic power.

Nonetheless, even big companies claim to be part of the Mittelstand due to its positive connotation. The term has become a synonym for business as well as a common media agency term for a business decision-maker target group.

150+ renowned B2B portals from leading trade media groups

Partner portals | Channel Mittelstand



Mittelstand

Page Impressions

120 MIO.

Visits

65 MIO.

Uniques

26 MIO.



150+ renowned B2B portals from leading trade media groups

Partner portals | Channel Mittelstand

- Entrepreneurs
- Founders
- Corporate Fleet
- Free professions
- Craftsmen
- IT-Professionals
- [...]

Our USP - Pinpointing Target Groups Thanks to our B2B Segmentation

With businessAD you reach out into all industry verticals



FARMING



CONSTRUCTION



ENERGY &
ENVIRONMENT



LEGAL &
FINANCE



FREE
PROFESSIONS



LARGE
COMPANIES



DIGITAL
BUSINESS



CORPORATE
FINANCE



START-UPS



RETAIL &
eCOMMERCE



CRAFT



HOTEL &
CATERING



INDUSTRY



INFORMATION
TECHNOLOGY



REGIONAL
BUSINESS



FLEET



SME / SMB



LOGISTICS



MEDICAL &
HEALTH



GOVERNMENT



OFFICE
MANAGEMENT



HR & TRAINING



CARE



SALES &
MARKETING



INSURANCE



eMOBILITY



CHEMISTRY &
PHARMA

Established stock market portals are our partners

Decision-maker portfolio | Channel Business & Finance



Business & Finance

- Private Investors
- Financial Advisors
- Investors
- Business Travellers
- High Household Net Income
- Institutional Investors

Page Impressions

46 MIO.

Visits

14 MIO.

Unique User

3 MIO.



We have the portals for your employer branding campaign

B2C Portfolio | Channel Education & Career



Ausbildung & Karriere

Page Impressions

10 MIO.

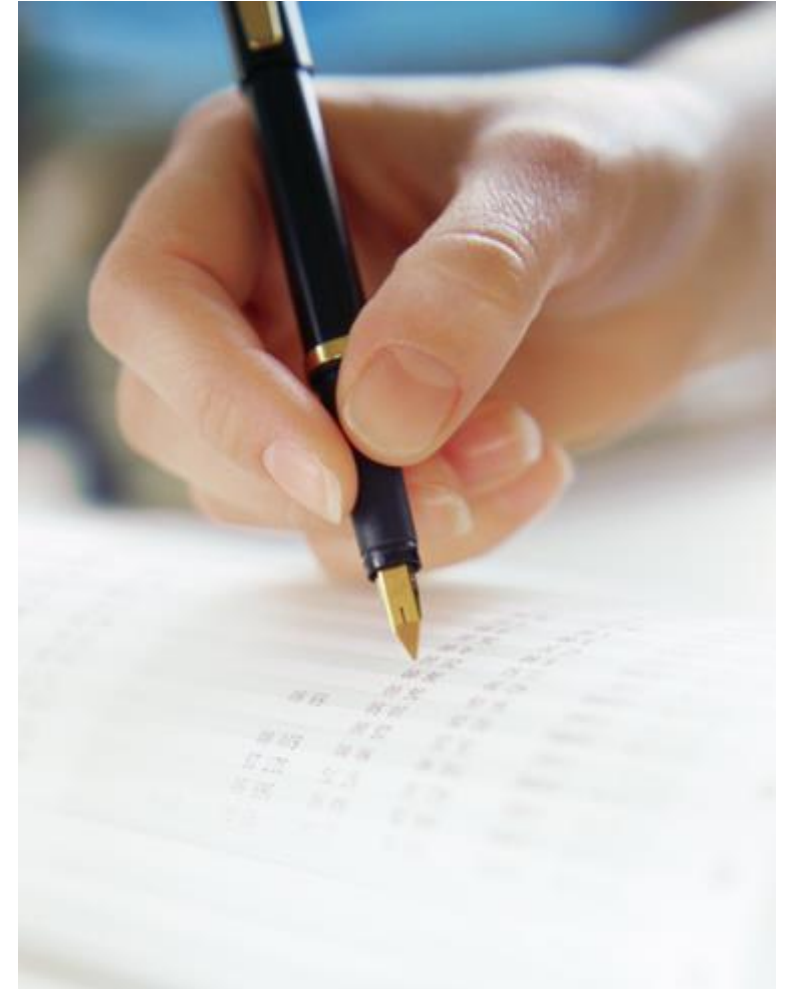
Visits

7 MIO.

Uniques
















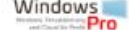













4 MIO.

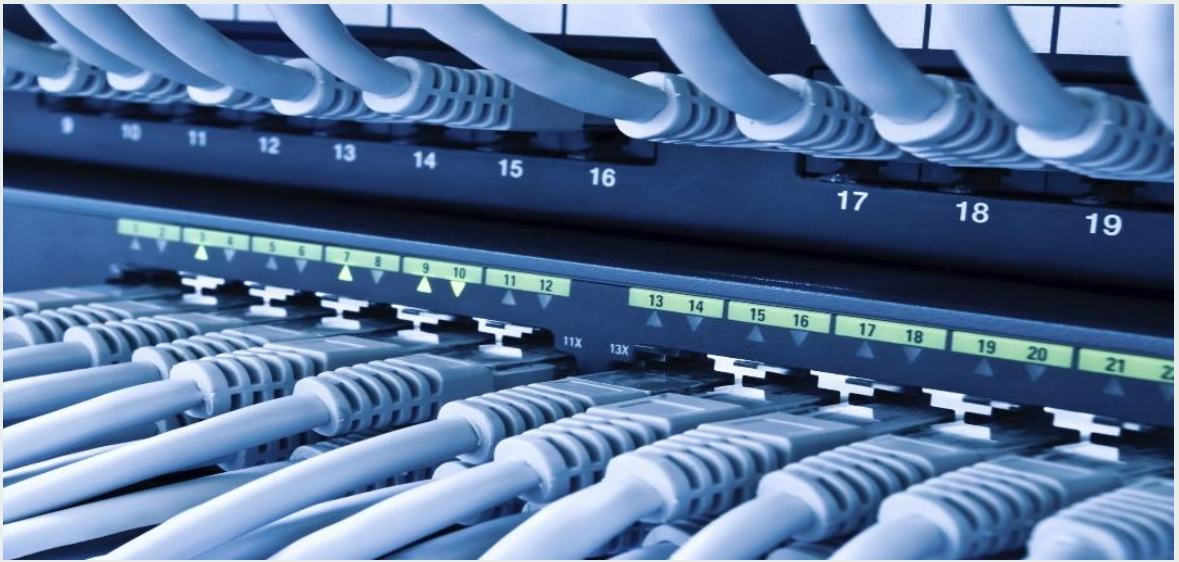
- Graduates
- High school finishers
- Apprentices
- Students
- Ph.D.
- Young Professionals
- Pupils






The Decision-Maker Portfolio

Business Segment IT | Reaching German IT decision-makers in a powerful channel



 <p>PAGE IMPRESSIONS 42.302.243</p>	 <p>VISITS 23.279.046</p>	 <p>UNIQUE USERS 6.715.737</p>
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Stand: 10-2022

IT Flagship Medium golem.de

Business Segment IT | Reaching German IT decision-makers and professionals



golem.de IT-NEWS FÜR PROFIS

HOME TICKER VIDEO AUDIO FORUM

Suchen

TOP-THEMEN: Raumfahrt Apple Smartphone Auto Open Source IT-Jobs mehr...

SERVICES: PREISVERGLEICH STELLENMARKT TOP-ANGEBOTE IT-KÖPFE GEHALTSCHECK NEWSLETTER ABO

Anzeige

ICARUS
Fors
Dass V
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Im Rah
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über di
Hinwei
im Arti
Ein Ber
1 K

VISUAL STUDIO 15.9
Offizielle ARM64-App-Unterstützung i
Microsoft hat Visual Studio 15.9 veröffentlicht, w
Apps nativ für ARM64 zu kompilieren. Das ist w
Snapdragon-Chip und Windows 10 on ARM als B

0 Kommentare Video

TROTZ DSGVO
WhatsApp importiert Widersprüche zu

golem.de IT-NEWS FÜR PROFIS

HOME TICKER VIDEO AUDIO FORUM

Suchen

TOP-THEMEN: Raumfahrt Smartphone Auto Security Open Source Vectoring mehr...

SERVICES: PREISVERGLEICH STELLENMARKT TOP-ANGEBOTE IT-KÖPFE GEHALTSCHECK NEWSLETTER

Unternehmen bewerben sich bei dir IT-Köpfe gesucht

Für IT-Profis
Du bist eine Top-Expertin/ein Top-Experte im IT-Bereich und bereit für neue Herausforderungen?
Dann musst du keine Stelle suchen, der Job findet dich! Hinterlege hier dein Profil, nenne deine Bedingungen und Unternehmen bewerben sich bei dir.

Für Unternehmen
Du bist ein Unternehmer auf der Suche nach IT-Experten? Dann melde dich hier an und finde sie!

Jetzt anmelden

Für Kandidaten **Für Arbeitgeber**

IT-Jobs auf Golem.de

Vorname

Nachname

golem.de IT-NEWS FÜR PROFIS

Bloggipfelt vom Donnerstag, 13. September 2018

ZAHLEN MIT SMARTPHONE IN ALLTAGS TEST
Sparkassenkunden müssen nicht auf Google Pay neidisch sein
In Deutschland gibt es mittlerweile mehrere Möglichkeiten, drahtlos mit dem Smartphone zu bezahlen. Wir haben Google Pay mit der Sparkassen-App Mobiles Bezahlen verglichen und festgestellt: In der Handhabung gleichen sich die Apps zwar, doch in den Details gibt es einige Unterschiede.

APPLE
iPhone Xs und iPhone Xs Max sind bierdicht
Apple verdoppelt das iPhone X. Das Modell iPhone Xs mit 5,8 Zoll großem Display ist der Nachfolger des iPhone X und das iPhone Xs Max ist ein Plus-Modell mit 6,5 Zoll großem Display. Die Gehäuse sind sogar salzwasserfest und überstehen auch Bäder in anderen Flüssigkeiten.

ELON MUSK
The Boring Company baut Garage mit Tunnelzugang
Ohne Umweg über die Straße direkt in den Tunnel! Elon Musks Unternehmen The Boring Company testet eine neue Komponente für seine Auto-U-Bahn. Es baut eine Garage mit einem Aufzug, der in den Tunnel unter der kalifornischen Stadt Hawthorne führt.

Spezialist in Sachen Robotic Process Automation? **Anzeige**

Dann wechseln Sie ins RPA-Consulting von IBM Global Business Services! Zeigen Sie namhaften Unternehmen aller Branchen die Möglichkeiten auf, die mit der robotergesteuerten Prozessautomatisierung verbunden sind - und steigern Sie maßgeblich die Produktivität und Effizienz unserer Kunden. Beweisen Sie anspruchsvollen Entscheidern, dass Kollege Roboter mehr kann als Daten pflegen und Rechnungen erstellen!

YOUTUBE
EuGH soll Grundsatzentscheidung zu Providerprivileg fällen
Kann Youtube direkt für Urheberrechtsverletzungen der Nutzer haftbar gemacht werden? Der Bundesgerichtshof will viele Frage zu diesem Thema nicht selbst entscheiden und legt sie dem EuGH vor.



IT Flagship Medium t3n.de

Business Segment IT | Reaching German IT decision-makers, cloud specialists and webworkers



Print/Online-Special

Events dmexco...
Topical Specials



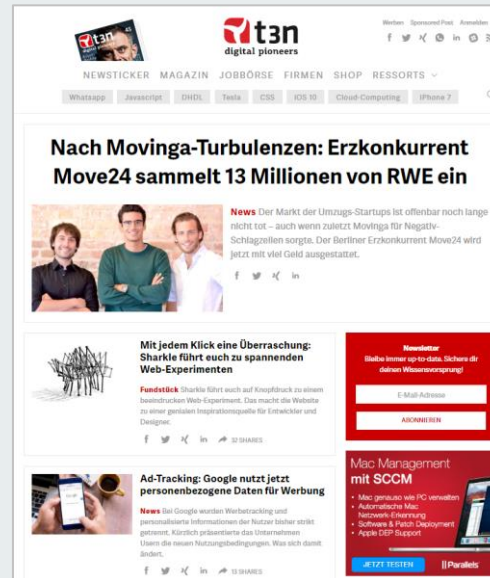
Sponsored Post
132.000 Fans



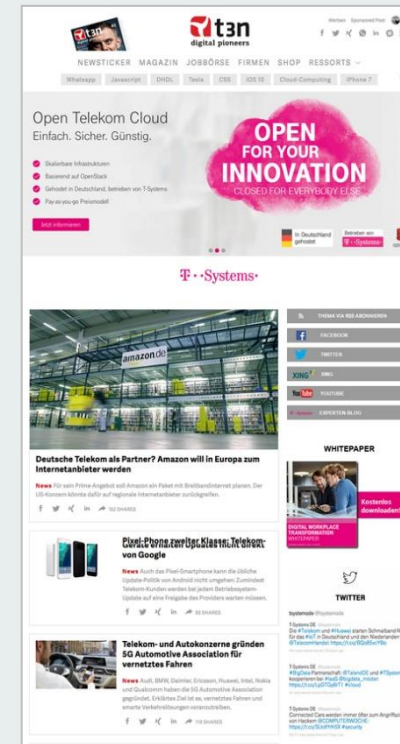
Follower
123.000



The website with 10 M PIs



Client brand hubs



Magazine 4 x p.a.



Employer of the month



German Mittelstand Flagship Medium impulse.de

Covering various segments | Reaching out to German Entrepreneurs



The website



Sponsored Post

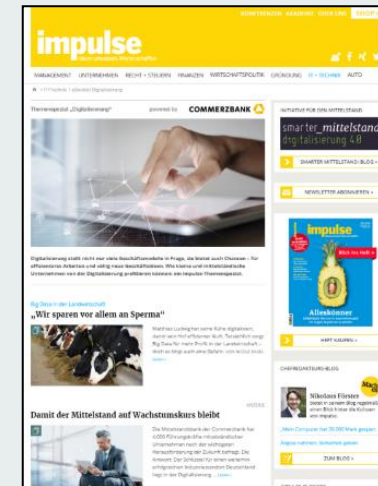


Corporate Brand Blog



Events & Conferences

eBooklet Advertorial

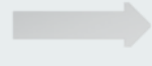


Magazine 10 x p.a.

Crossdigital Case

businessAD Channel Mittelstand | Vodafone | Multiple Brandhub (1)

Sponsored Posts
t3n / impulse / haufe



Aggregated in
Brand Hubs

Sponsored Posts in
Newsletter as
Traffic Drivers



Crossdigital Case

businessAD Channel Mittelstand | Vodafone | Multiple Brandhub (2)



Social Media Push
in Key Media

Crossdigital Case

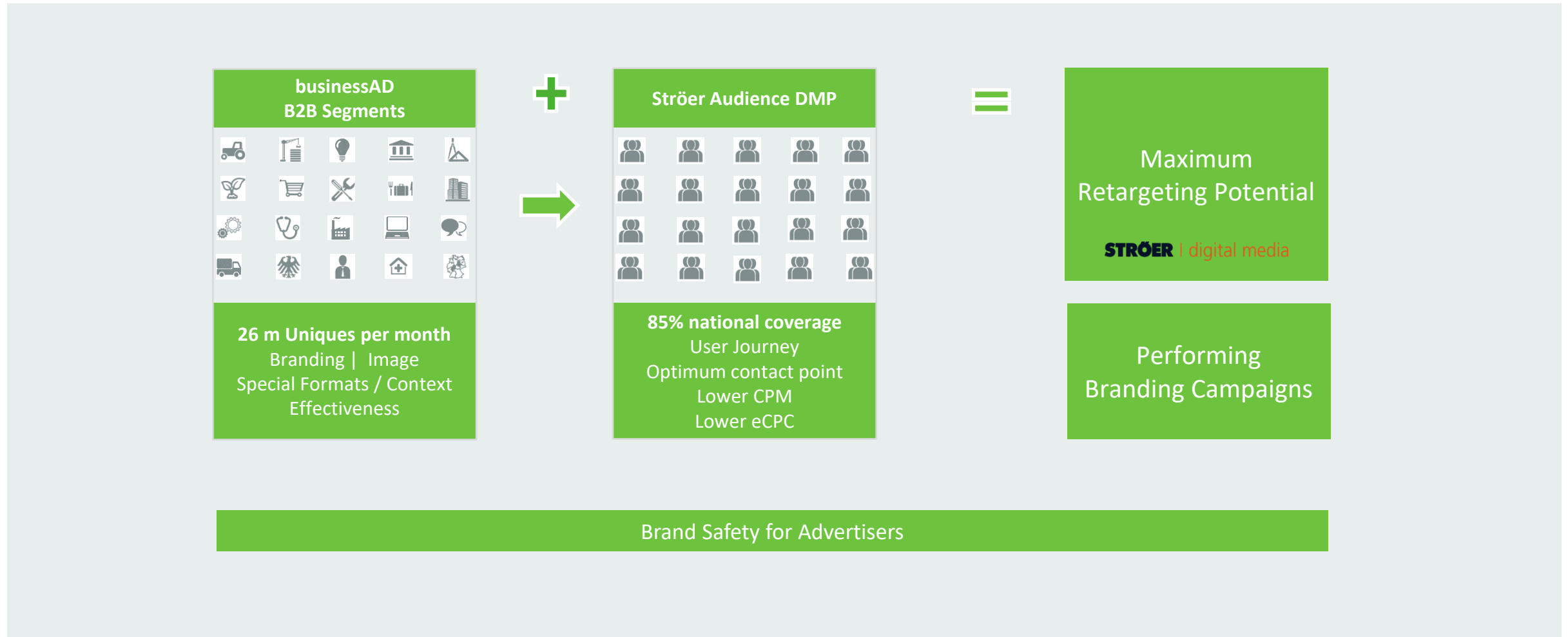
businessAD Channel Mittelstand | Vodafone | Multiple Brandhub (3)

The image displays a collection of digital marketing materials. On the left, there's a desktop view of the 'impulse' website with a prominent 'LAUFT!' headline. In the center, two smartphones show mobile versions of the 'impulse' website, highlighting the 'ONE NET BUSINESS' concept. To the right, a desktop view of the 't3n digital pioneers' website is shown, featuring a 'Software & Infrastruktur' article. Below this, there are social media-style posts and advertisements, including one for Peugeot's leasing flat rate and another for flexible working arrangements. The overall theme is cross-digital marketing across various devices and platforms.

Attention-grabbing display & mobile formats
Combined with Text & Teaser Ads

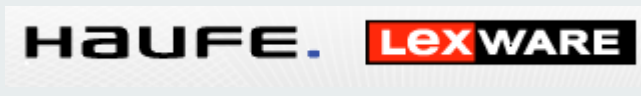
B2B Audience Targeting as an Add-on

Retargeting businessAD B2B segments in the Ströer Digital Portfolio



All Major B2B Accounts in Germany Use the Power of businessAD

B2B Clients in General



Our Financial Portfolio Attracts Major Fund and Certificate Issuers

Financial Clients



Many large IT clients trust our portfolio

ITC Clients



Our Key Portals are Certified

IVW | AGOF | Own Market Research

- Our key portals are certified by German Online Research Boards like AGOF and IVW.
- We can facilitate demographical targeting thanks to Audience Project
- We conduct additional market research in cooperation with our partners, e.g. advertising effectiveness and target group research

Market research





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