

USA B2B Media Portals



Trading | June 2025

Welcome to Germany's leading independent B2B Online Sales House

We are #1 for B2B & Finance



On top of its exclusive portfolio of German websites businessAD offers you access to other international media markets.

Please check with your responsible businessAD Key Account Manager which portals we can offer and request an individual proposal.

This presentation is just a short overview of key business & financial portals in a particular market.

We look forward to hearing from you.

The United States is home to a wealth of independent B2B news and media websites



U.S. Media Market



Media Market USA

- Area in km2 9,867,000
- Population in mio. ~340 (2025, census.gov)
- Private households in mio. ~127 (2023, census.gov)
- Gross domestic product GDP \$27.72 trillion USD (2023)
- GDP per capita in \$ ~\$82,223 (2023)
- Unemployment rate ~3.6% (2023)
- Inflation rate ~4.1% (2023)
- TV Households 99%
- Internet Households (Broadband) 90%+
- Number of dailies ca. 1,200-1,600
 - of which national ca. 50
- Number of magazines ca. 4,765 (2024, ibisworld.com)
 - Of which professional media ca. 1,000 (all industries, various sources)
- Digital advertising expenditure \$209 billion (2023)

Overview of leading American professional media websites



Business, Medical, IT, B2B Logistics, Real Estate, News Media, Farming, Entertainment/Media



American Business News Portals at a Glance

International Trading Channel | USA



Business News

- forbes.com
- wsj.com
- barrons.com
- stockanalysis.com
- bloomberg.com
- hbr.org
- businessinsider.com

- Financial Analysts/Investment Professionals
- Corporate Execs & Managers
- Business decision-makers
- Entrepreneurs
- Consultants & Strategic Advisors
- Economists

Forbes

THE WALL STREET JOURNAL
WSJ

Bloomberg



**Harvard
Business
Review**



**STOCK
ANALYSIS**

**BUSINESS
INSIDER**



Forbes.com is one of the leading portals in the U.S. with about 70.6M unique visitors

Business News Portals

THREE LEADING WEBSITES

FORBES.COM

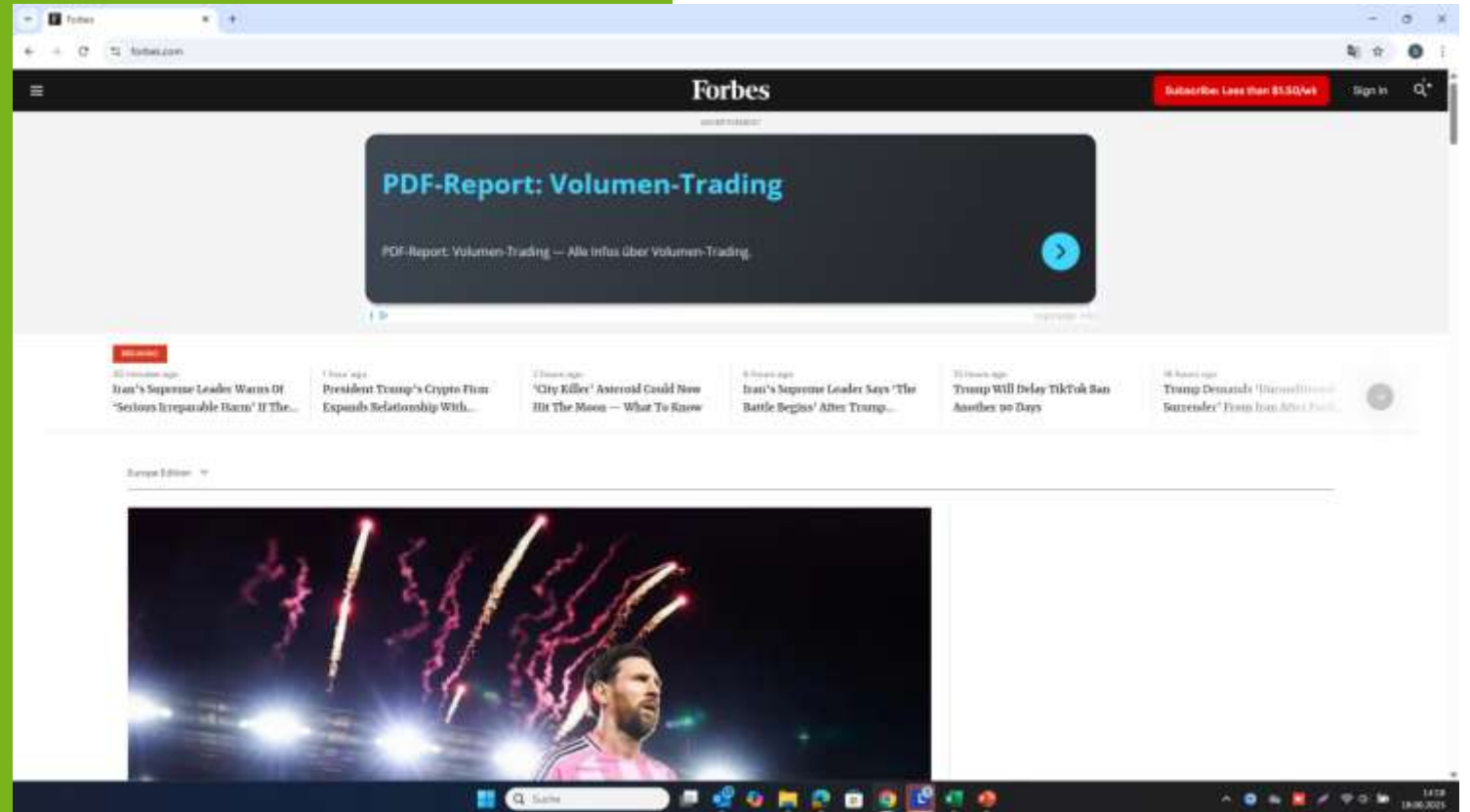
- ~70.6M unique users/month
- Not available
- Not available

WSJ.COM

- ~20.9M unique users/month
- Not available
- Not available

BLOOMBERG.COM

- ~19.2M unique users/month
- Not available
- Not available



American Medical Portals at a Glance

International Trading Channel | USA



- Healthcare executives
- Business leadership
- Medical device & diagnostic industry professionals
- Primary care doctors
- Physicians
- Nurse practitioners

Medical

- beckershospitalreview.com
- mddionline.com
- medpagetoday.com
- modernhealthcare.com
- aafp.org



**Modern
Healthcare**

MEDPAGE[®]
T O D A Y



BECKER'S
HOSPITAL REVIEW



Beckershospitalreview.com is the leading U.S. website for medical professionals

Medical Media Portals

THREE LEADING WEBSITES

BECKERSHOSPITALREVIEW.COM

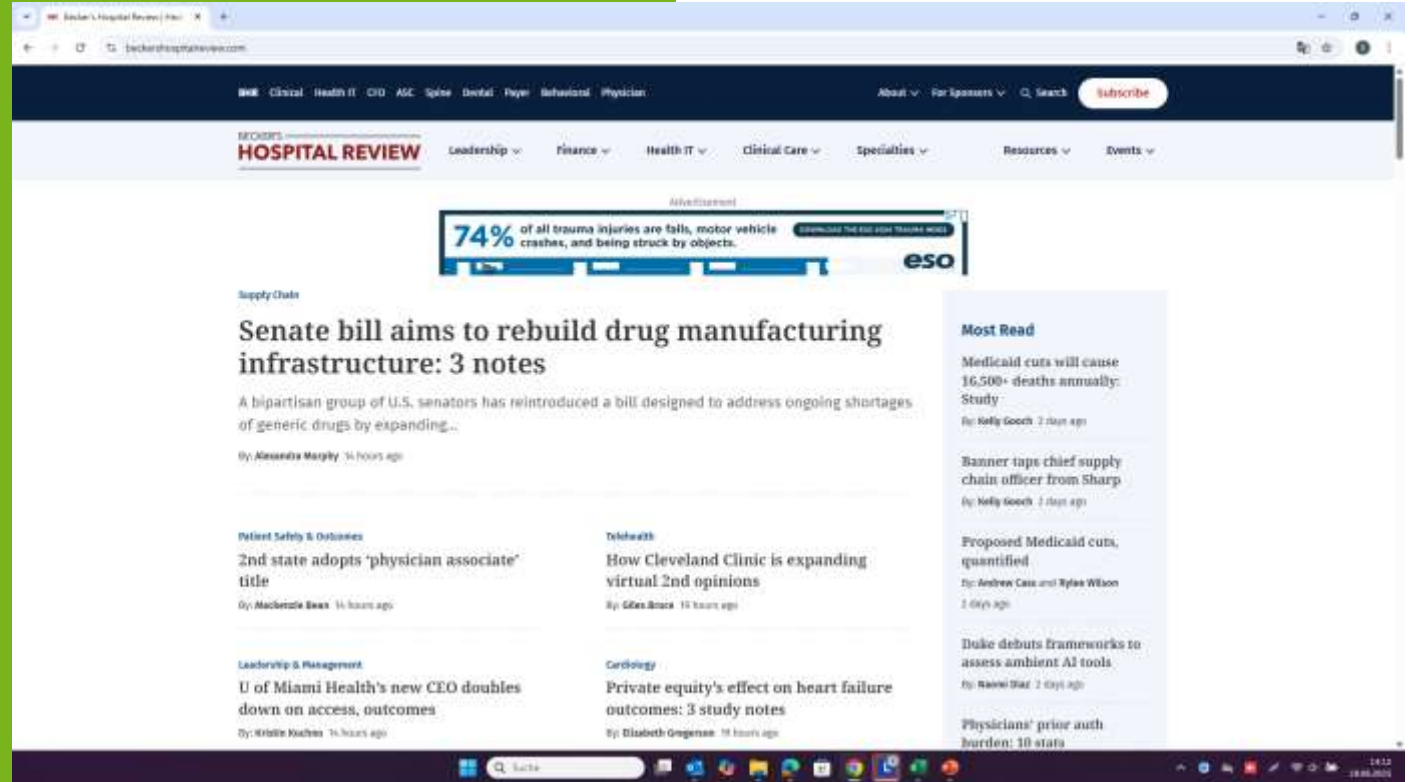
- ~2.2M unique users/month
- ~3.1M visits/month
- ~4.6M traffic PI/month

MDDIONLINE.COM

- ~1.7M unique users/month
- Not available
- ~3M traffic PI/month

MEDPAGETODAY.COM

- ~1.5M unique users/month
- ~1.6M visits/month
- ~2.6M traffic PI/month



American IT Business Portals at a Glance

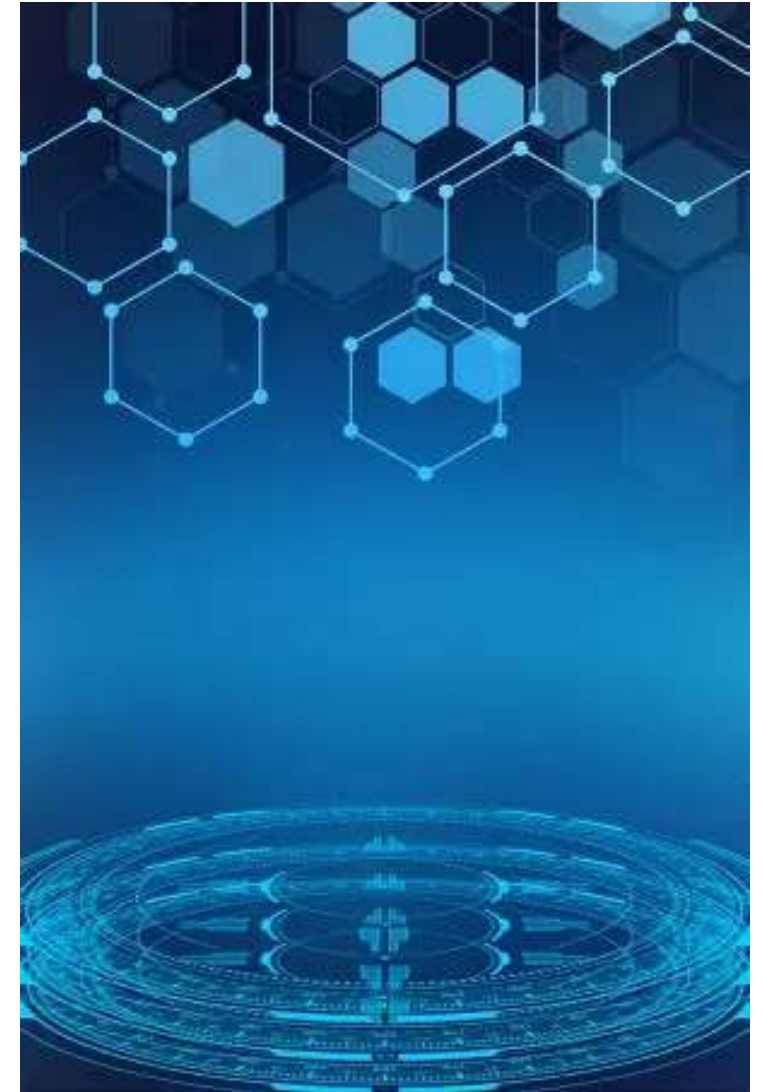
International Trading Channel | USA



Business News

- techtarget.com
- industrydive.com
- techcrunch.com
- informationweek.com
- zdnet.com
- pcmag.com
- thechannelco.com

- CIOs, CTOs, IT Directors
- IT Professionals
- Vendors, Marketers & Channel Partners
- Founders, Product Heads, Investors
- Tech Buyers
- COOs, CFOs, Ops Directors



Informa TechTarget brands dominate the B2B technology professional market in the U.S.

TechTarget brands -- technology market coverage

AI BUSINESS

 **ENTER
QUANTUM**

**INFORMATION
WEEK**
News & Analysis Tech Leaders Trust

NETWORK
Computing

 **HDI**

 **IOT
WORLD
TODAY**

**DataCenter
Knowledge™**

 **INDUSTRY DIVE**

NETWORK **DIGITAL 360**

ICMI
WE MAKE CONTACT CENTERS BETTER

 **no jitter**

 **WARDS**AUTO™

 **LightReading**

**AMERICAN
CITY & COUNTY**

ITProToday™

 **SocialMediaToday**

**InformationWeek
DARK**Reading

 **Omdia**
by informa techtarget

 **canalys**

Tech Target has the broadest audience for IT business with 220 digital editorial brands including **Industry Dive** Information Technology Portals

THREE LEADING INDUSTRY DIVE TECH WEBSITES

CIODIVE.COM

- ~90,000 unique users/month
- Not available
- Not available

CYPERSECURITYDIVE.COM

- ~79,000 unique users/month
- Not available
- Not available

SMARTCITIESDIVE.COM

- ~94,500 unique users/month
- Not available
- Not available



American B2B Logistics Portals at a Glance

International Trading Channel | USA



- Logistics managers
- Procurement officers
- Operation managers
- IT Leaders
- C-Level Executives
- E-commerce shippers

B2B Logistics

- joc.com
- supplychaindive.com
- logisticsmgmt.com
- scmr.com



**THE JOURNAL
OF COMMERCE**

SUPPLYCHAIN
MANAGEMENT REVIEW



Joc.com has the largest audience for B2B logistics with ~230,000 unique visitors

B2B Logistics Portals

THREE LEADING WEBSITES

JOC.COM

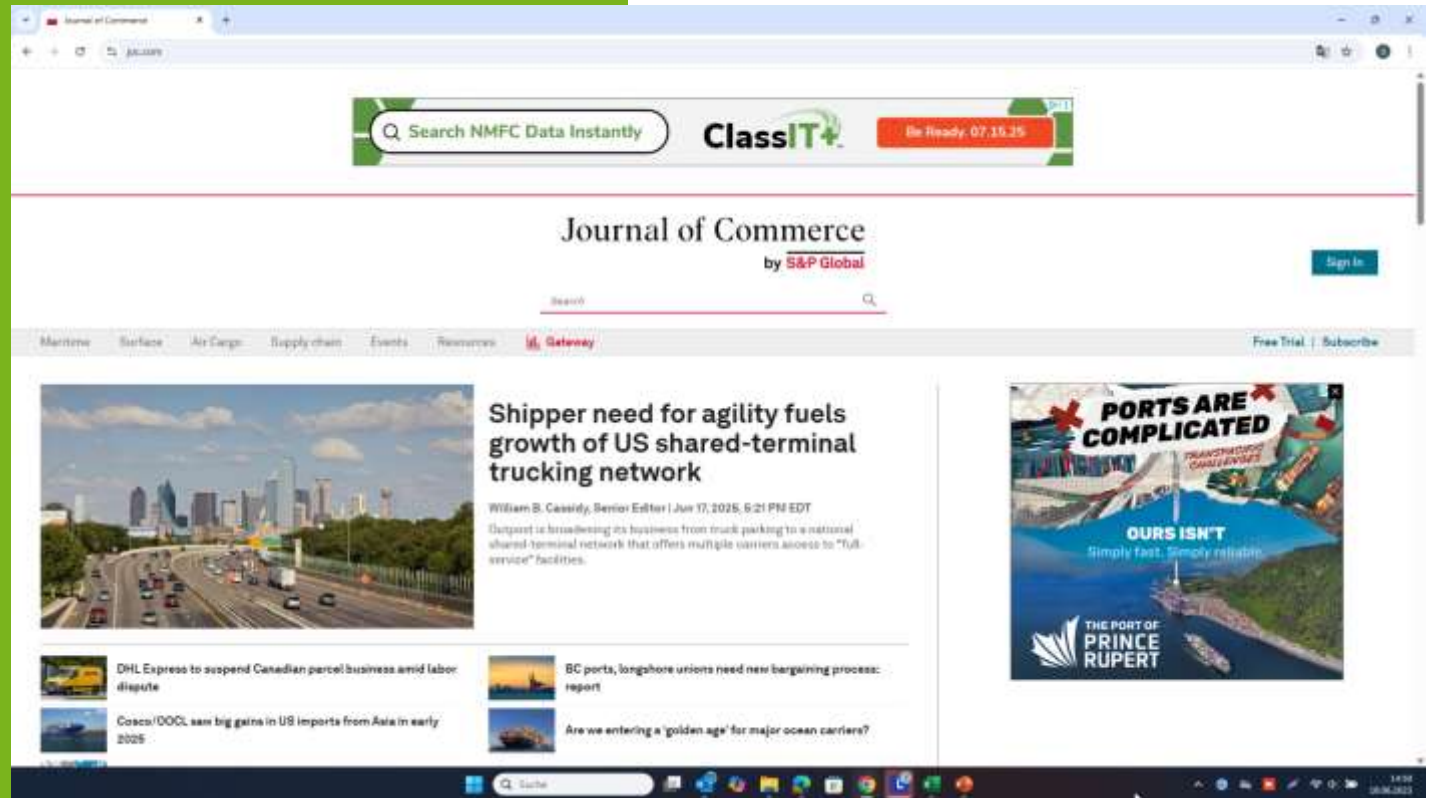
- ~233,000 unique users/month
- ~383.333 visits/month
- Not available

SUPPLYCHAINDIVE.COM

- ~177,000 unique users/month
- Not available
- Not available

LOGISTICSMGMT.COM

- ~51,085 unique users/month
- ~79,441 visits/month
- Not available



American Real Estate Portals at a Glance

International Trading Channel | USA



- Commercial Brokers & Agents
- Investors & Investment Firms
- Developers & Builders
- Management Companies
- Enterprise Buyers/Tenants
- Tech & Service Providers

Real Estate

- commercialobserver.com
- realtor.com
- costar.com
- loopnet.com
- therealdeal.com
- crexi.com
- globest.com



COMMERCIAL OBSERVER



Zillow.com has the largest audience for real estate by a landslide with 194M unique users

Real Estate Portals

THREE LEADING WEBSITES

ZILLOW.COM

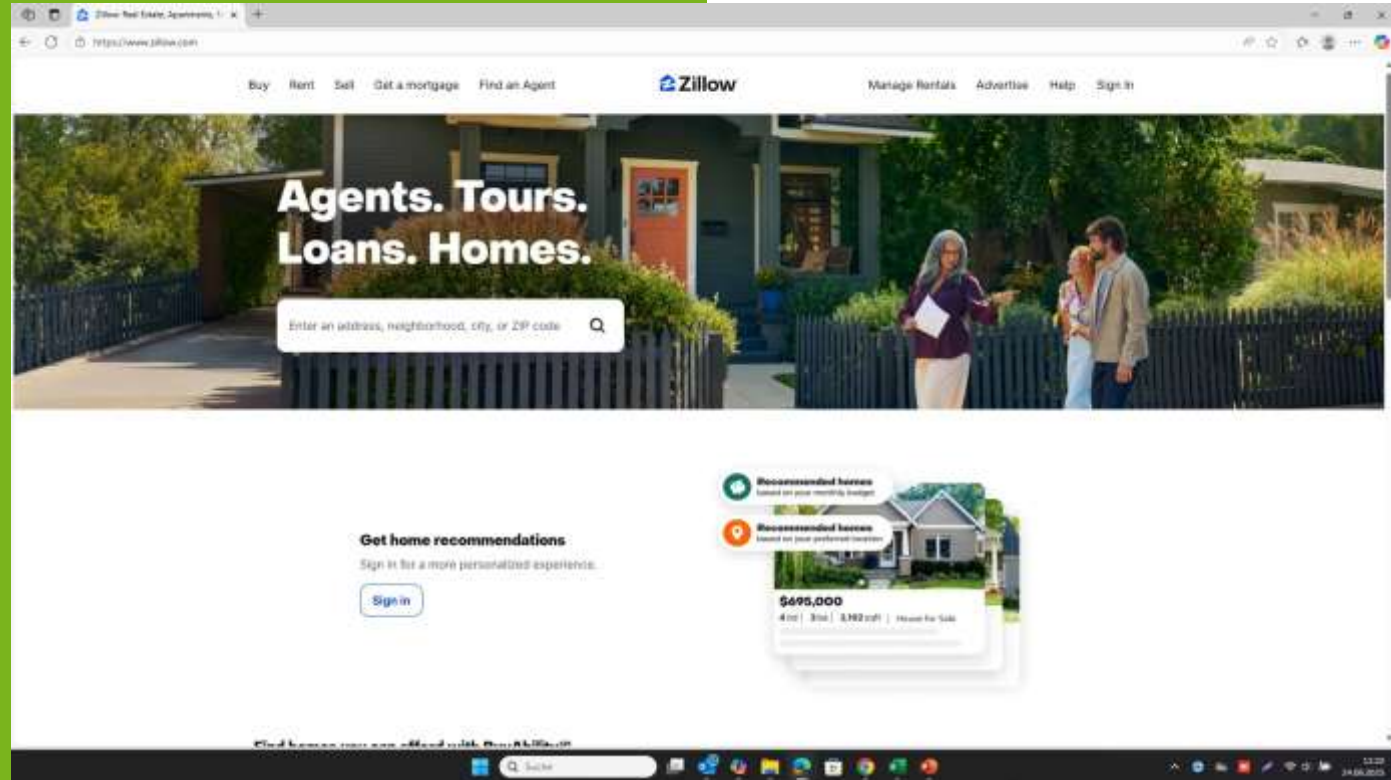
- 👤 ~227M unique users/month
- 📊 ~2.4 billion Q1 2025 visits
- 🖱️ Not available

REALTOR.COM

- 👤 ~60M unique users/month
- 📊 Not available
- 🖱️ Not available

THEREALDEAL.COM

- 👤 ~3.2M unique users/month
- 📊 Not available
- 🖱️ ~5M traffic PI/month



American News Media Portals at a Glance

International Trading Channel | USA



- C-Level Execs. (CEO, CFO, CMO, etc.)
- Business Owners & Founders
- Supply Chain Managers
- Sales & Marketing Professionals
- Investors & Financial Analysts
- Consultants & Analysts

News Media

- cnn.com
- foxnews.com
- axios.com
- cnbc.com
- nytimes.com
- washingtonpost.com



AXIOS

**The
New York
Times**



The Washington Post



Washingtonpost.com has one of the largest audiences for news media with 51M unique visitors
News Media Portals

THREE LEADING WEBSITES

WASHINGTONPOST.COM

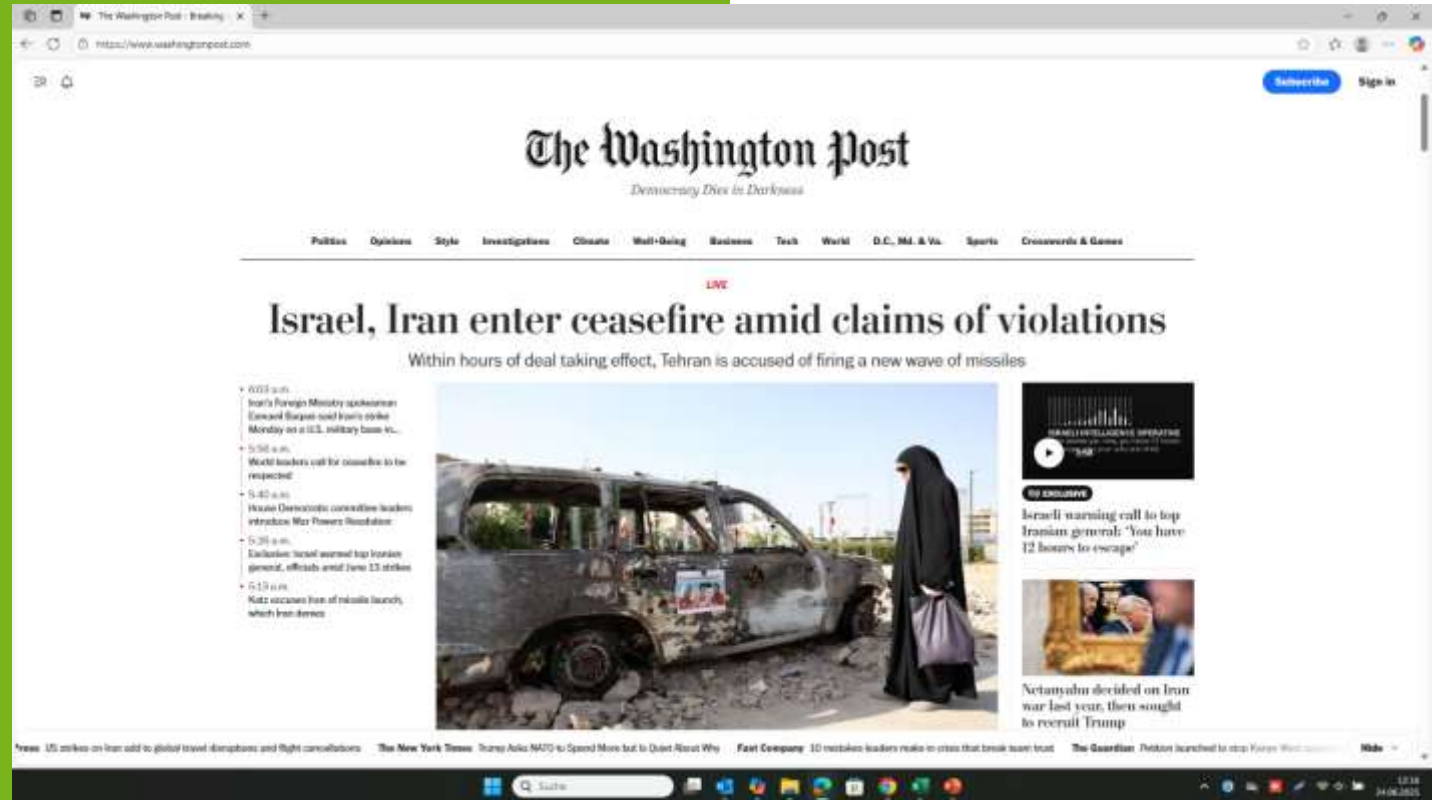
- ~51M unique users/month
- Not available
- ~183.6M traffic PI/month

FOXNEWS.COM

- ~6.5M unique users/day
- ~15.9M visits/day
- Not available

AXIOS.COM

- ~20M unique users/month
- ~38M visits/month
- Not available



American Farming Portals at a Glance

International Trading Channel | USA



- Farm Owners/Operators
- Agribusiness Suppliers
- Agricultural Retailers & Co-ops
- Equipment Dealers & Manufacturers
- Ag Consultants & Agronomists
- Food Processors & Commodity Buyers

Farming

- agweb.com
- dtnpf.com
- farmprogress.com
- agriculture.com
- farm-equipment.com
- farmjournal.com

AgWeb.com

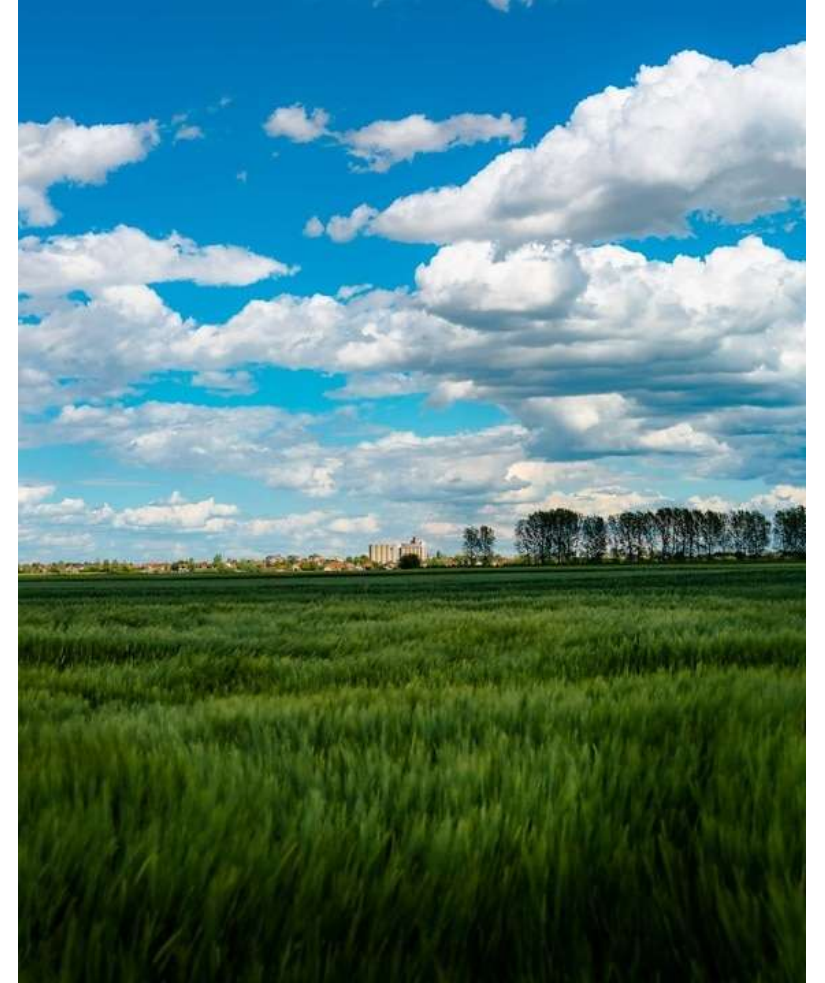
FarmProgress

SF Successful Farming *agriculture.com

Progressive FARMER
powered by **DTH**

FARM EQUIPMENT

FARM JOURNAL



Farmprogress.com (Informa) has the largest farming audience in the U.S. with ~875,000 unique visitors

Farming Portals

THREE LEADING WEBSITES

FARMPROGRESS.COM

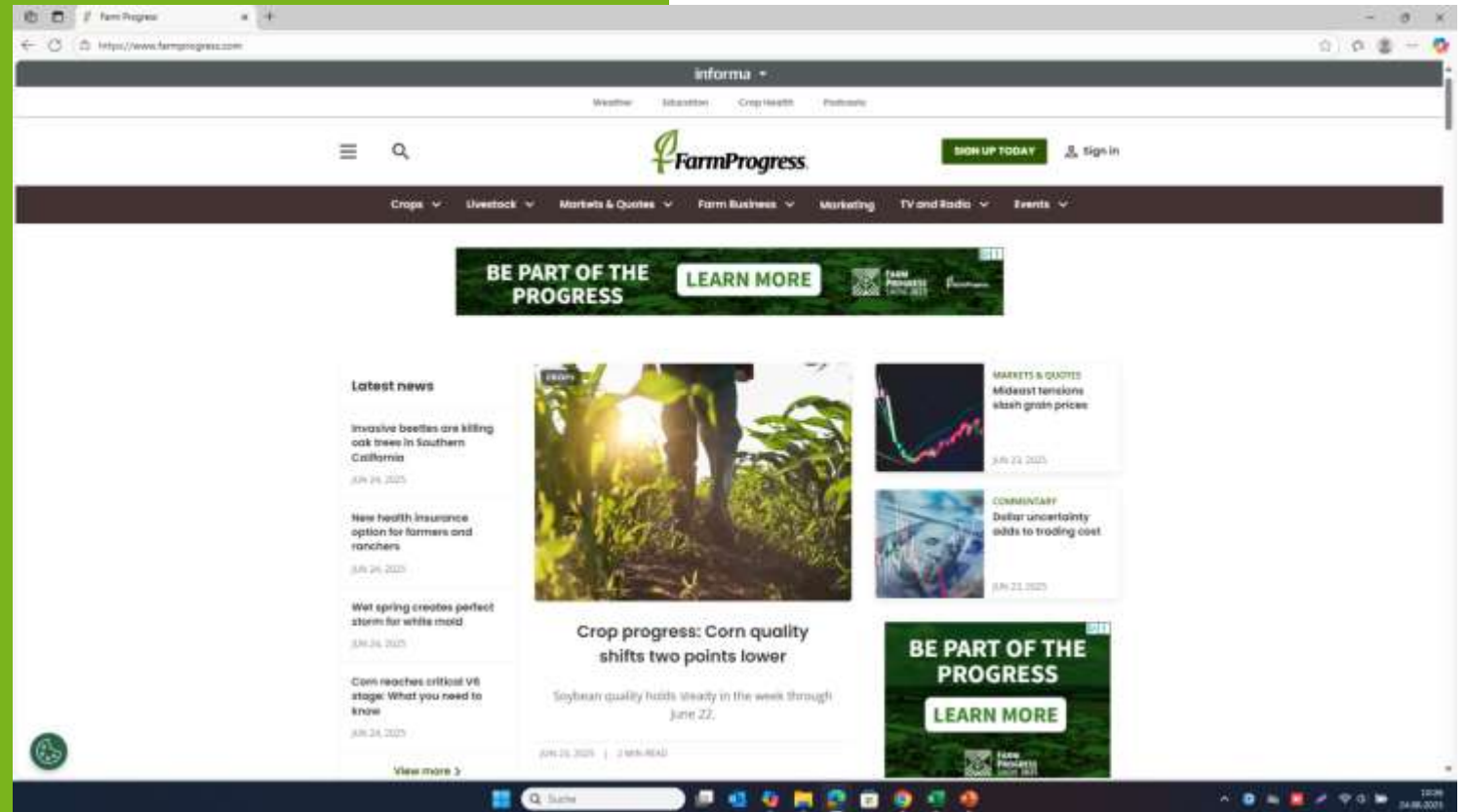
- ~875,000 unique users/month
- Not available
- ~3.3M traffic PI/month

DTNPF.COM

- ~270,000 unique users/month
- Not available
- Not available

AGWEB.COM

- ~550,000 unique users/month
- Not available
- Not available



American Entertainment/Media Portals at a Glance

International Trading Channel | USA



- Studio Execs. & Producers
- Talent Agents & Managers
- Lawyers/Business Affairs Professionals
- Distributors & Streaming Platform Execs.
- Marketing & Publicity Professionals
- Media & Tech Executives

Entertainment/ Media

- variety.com
- deadline.com
- hollywoodreporter.com
- tvnewscheck.com
- billboard.com
- nexttv.com



DEADLINE



THE **Hollywood**
REPORTER

NEXT|TV



Variety.com has the largest entertainment/media audience in the U.S. with 25.4M unique visitors

Entertainment/Media Portals

THREE LEADING WEBSITES

VARIETY.COM

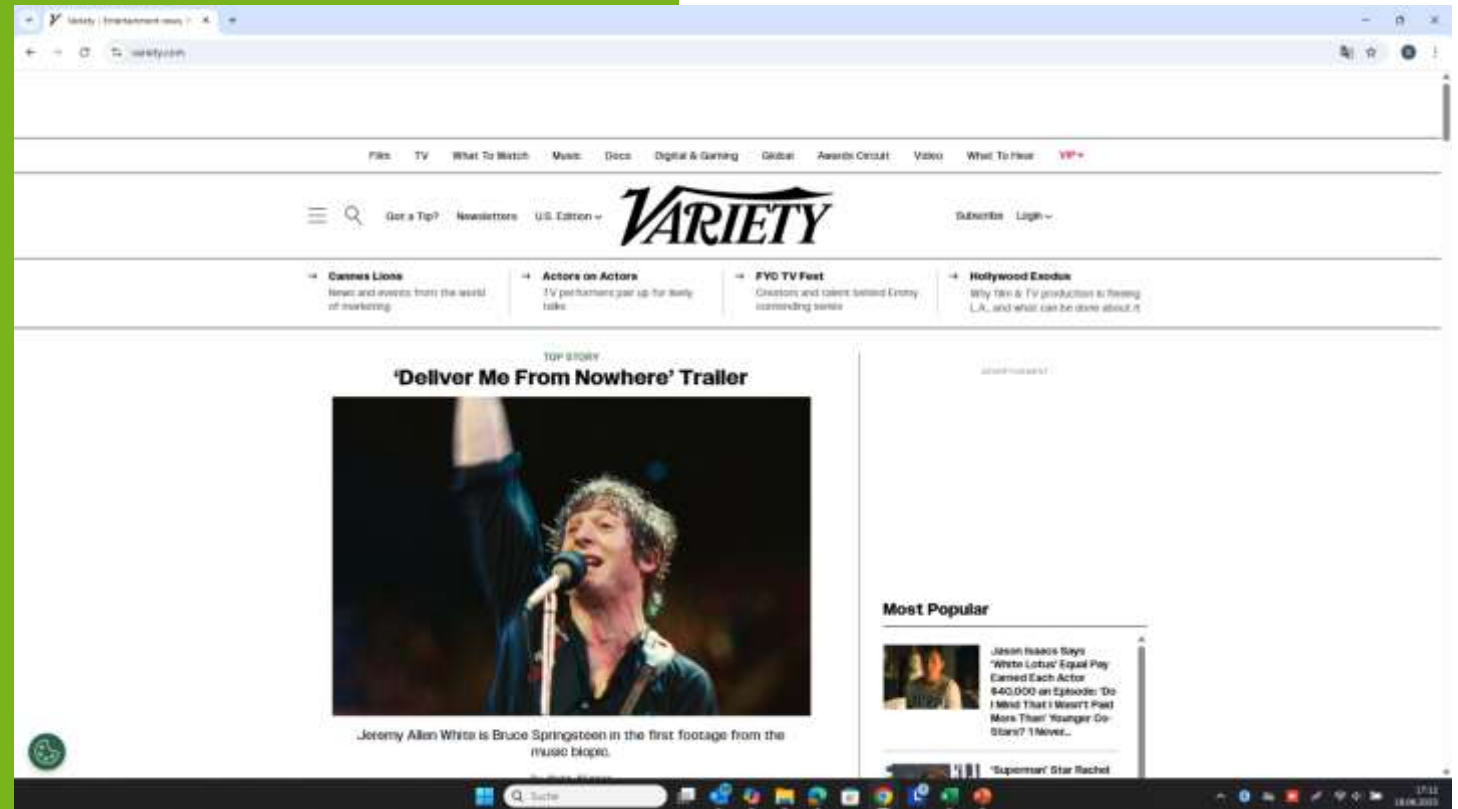
- ~25.4M unique users/month
- ~52M visits/month
- Not available

BILLBOARD.COM

- ~8.7M unique users/month
- ~11.6M visits/month
- ~35.1M traffic PI/month

TVNEWSCHECK.COM

- ~105,666 unique users/month
- Not available
- ~241,666 traffic PI/month





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