

# businessAD

Mehr Wert für Marken

## businessAD

Portfolio 2024

Stand: 12-2023





## Channel Business and Finance



No business as usual

Portals in alphabetical order

# Channel Business and Finance

The channel for institutional and private investors

The businessAD Channel Economy & Finance is aimed at institutional investors, professional private investors, traders and financial decision-makers from companies. In addition, it is an ideal advertising medium for addressing wealthy private individuals or households with a high net household income.

Up-to-the minute information, well-founded research and special information characterize the stock exchange, financial and news portals marketed by businessAD. The websites report on the trends and courses of the global financial markets as comprehensively as on their impact on the individual economic sectors.



DER AKTIONÄR

DER AKTIONÄR TV



## Channel Business & Finance



Number of websites	8 Portals
Page Impressions	74.318.665
Visits	21.971.381
Uniques	4.798.642

### Relevant target groups:

Private investors, financial investors, private wealth advisors, institutional investors, business decision-maker, managing directors, business travellers

### Sections / Editorial environments:

Shares & markets, bonds, ETF/ETP, funds, commodities & forex, certificats

# Channel Business & Finance

User composition | Channel Business & Finance



## Socio-demographics

Sex	User share in percent	Affinity Index**
Male	80	162
Female	20	40
<b>Age</b>		
20-29 years	16	117
30-39 years	18	121
40-49 years	17	114
50 + years	45	87
<b>Current profession</b>		
Business Decision-makers*	18	137
<b>Household net income</b>		
3.000 EUR +	55	125
7.000 EUR +	9	151

\* Business decision-makers = Entrepreneurs, self-employed, free professions, higher civil servants, senior executives

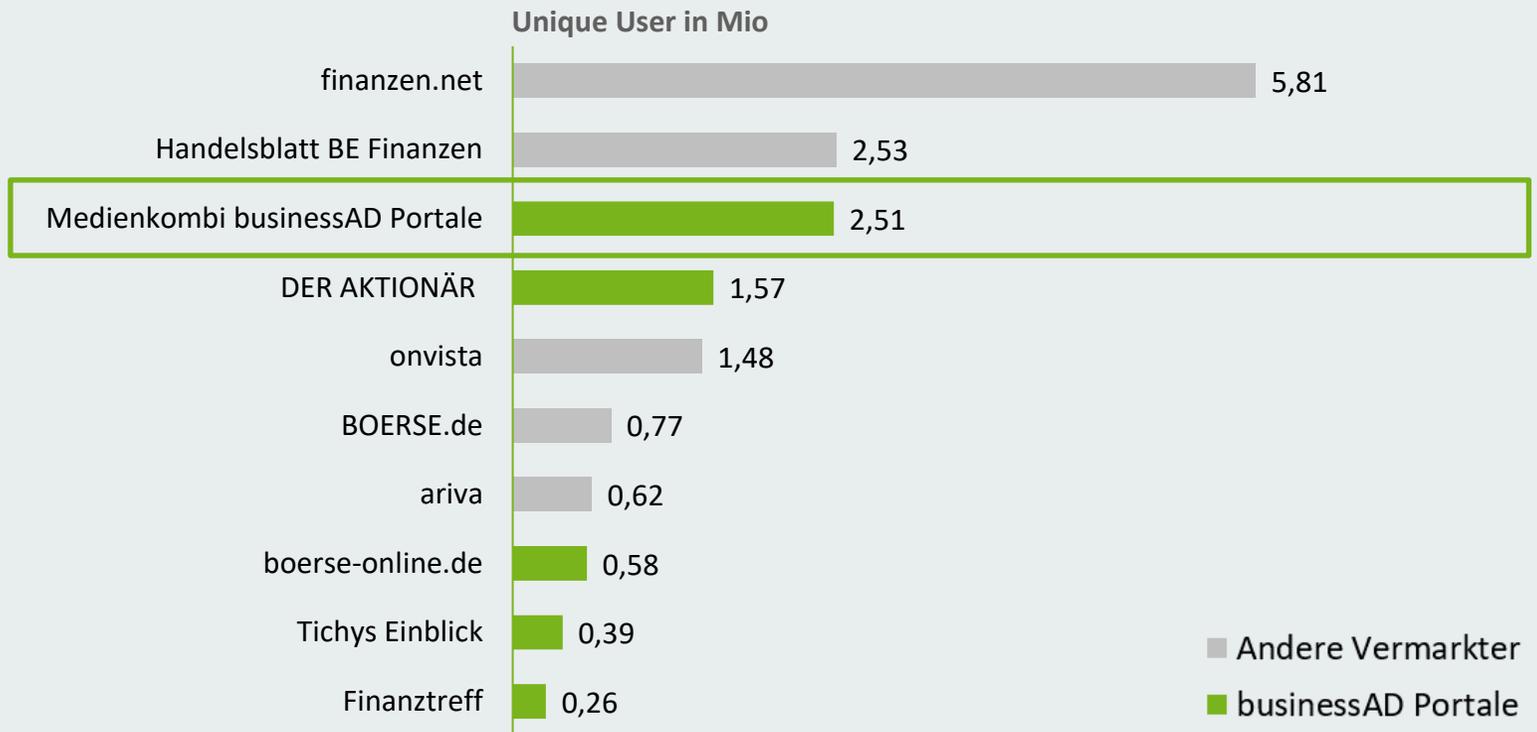
\*\* Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium

Source: AGOF daily digital facts 2022-05, without bondguide and VentureCapital Magazin

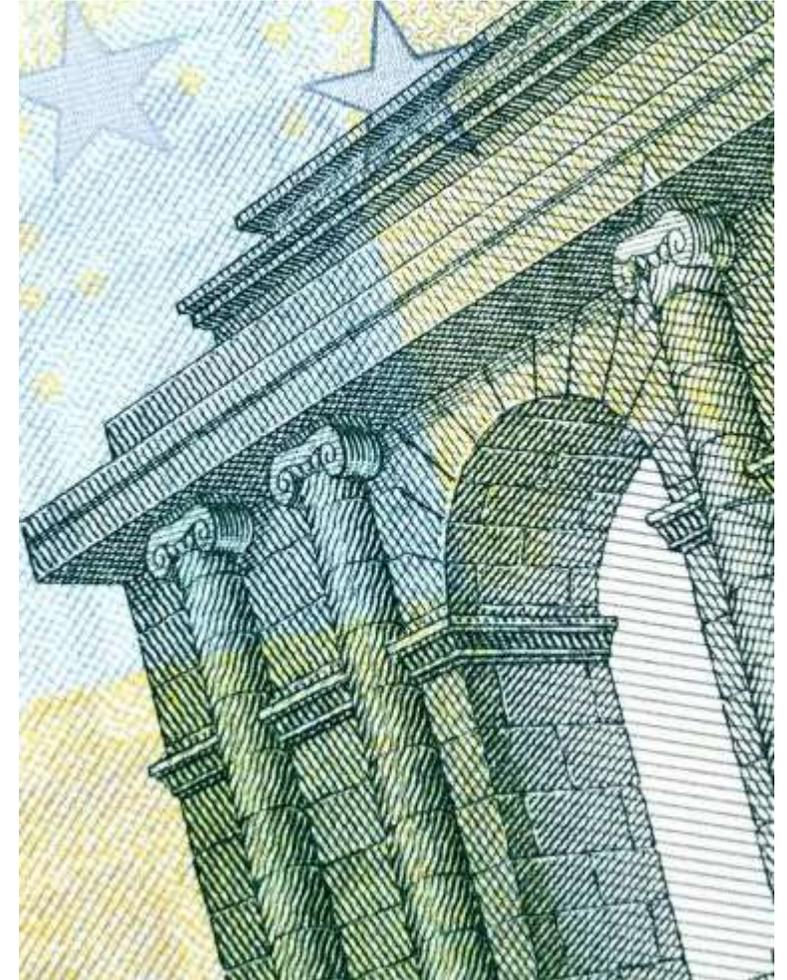
# The combined reach of businessAD stock market portals is among the Top 3 in the market

AGOF-Ranking reach | Media combination businessAD financial portals in top position

## Reach: Unique Users



Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium  
Source: AGOF daily digital facts 2022\_05;



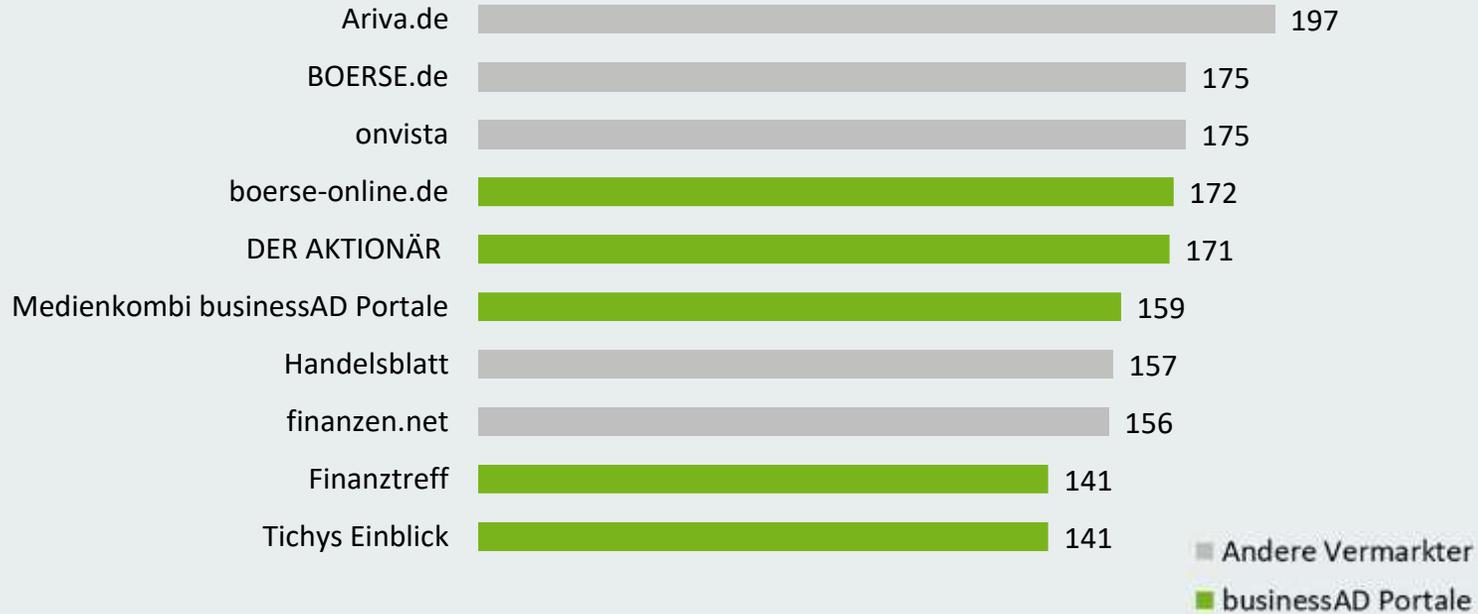
# businessAD portals have an above-average affinity for financial investments

AGOF-Ranking | businessAD portals and competition

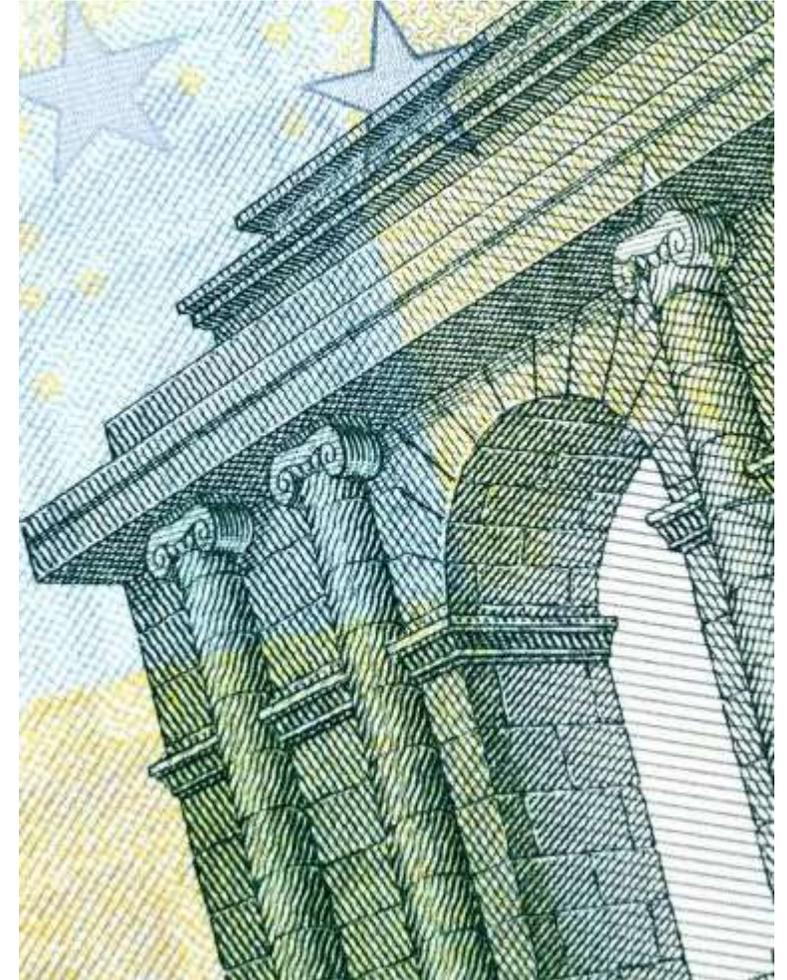
## Product interests: financial investments

Affinity index: Green => businessAD portfolio

0

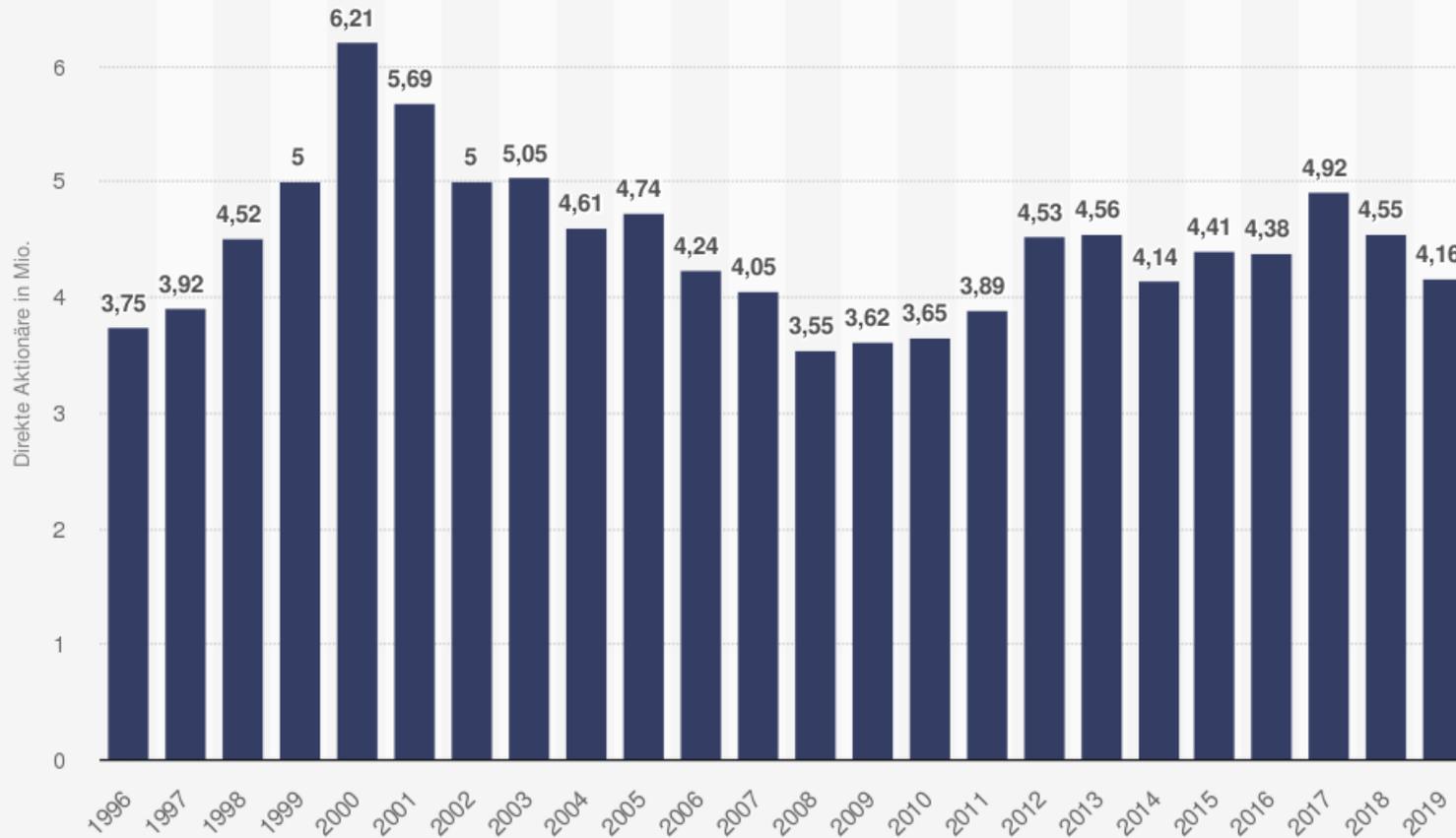


Affinity index: The weight of a specific target audience compared to the total population in case of a specific medium  
Source: AGOF digital facts 2022\_05



# In Germany there are approx. 4 million direct shareholders

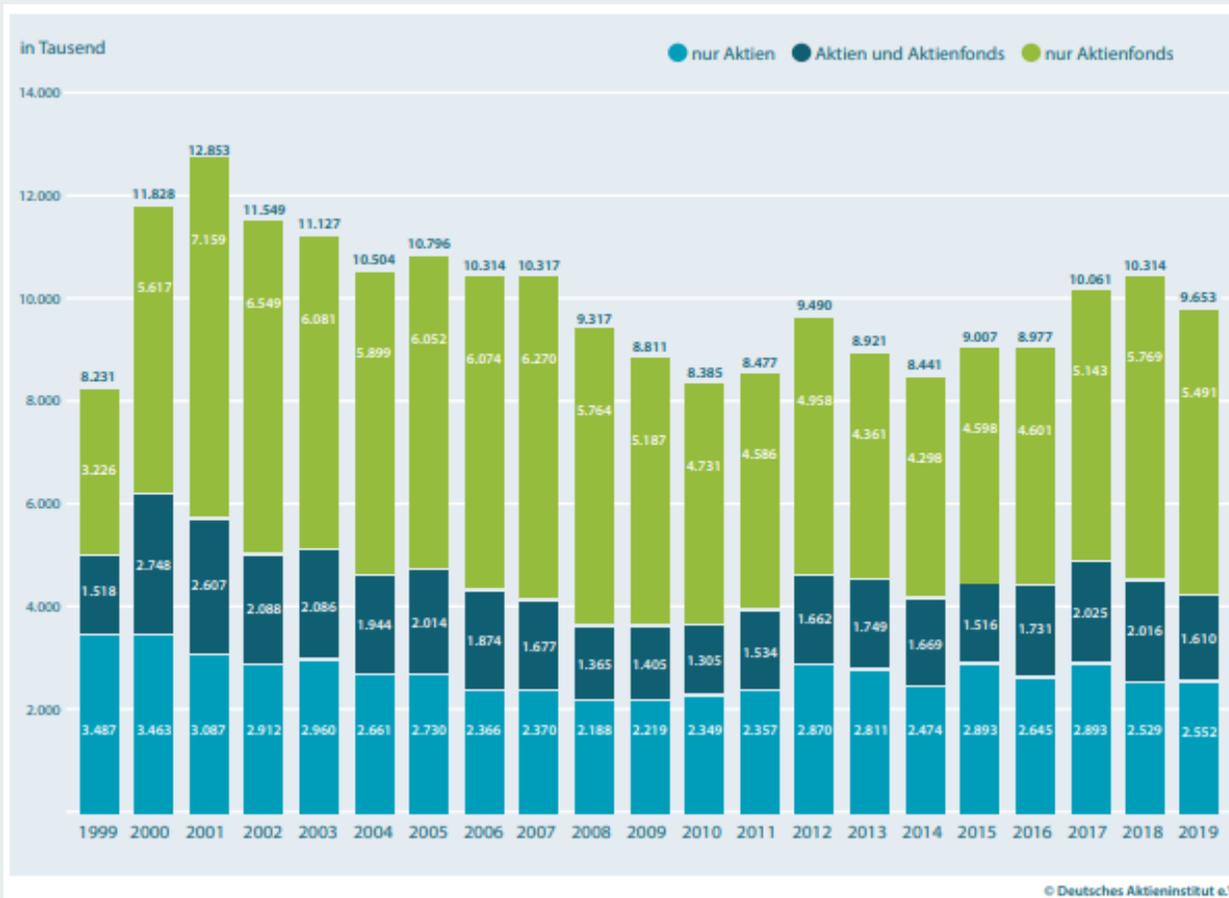
Source: DAI Deutsches Aktieninstitut 2020 | Statista



Direct shareholders  
= Investors who invest  
directly in securities

# About 9.6 million investors are invested in shares AND/OR share funds

Source: DAI Deutsches Aktieninstitut 2020 | Statista



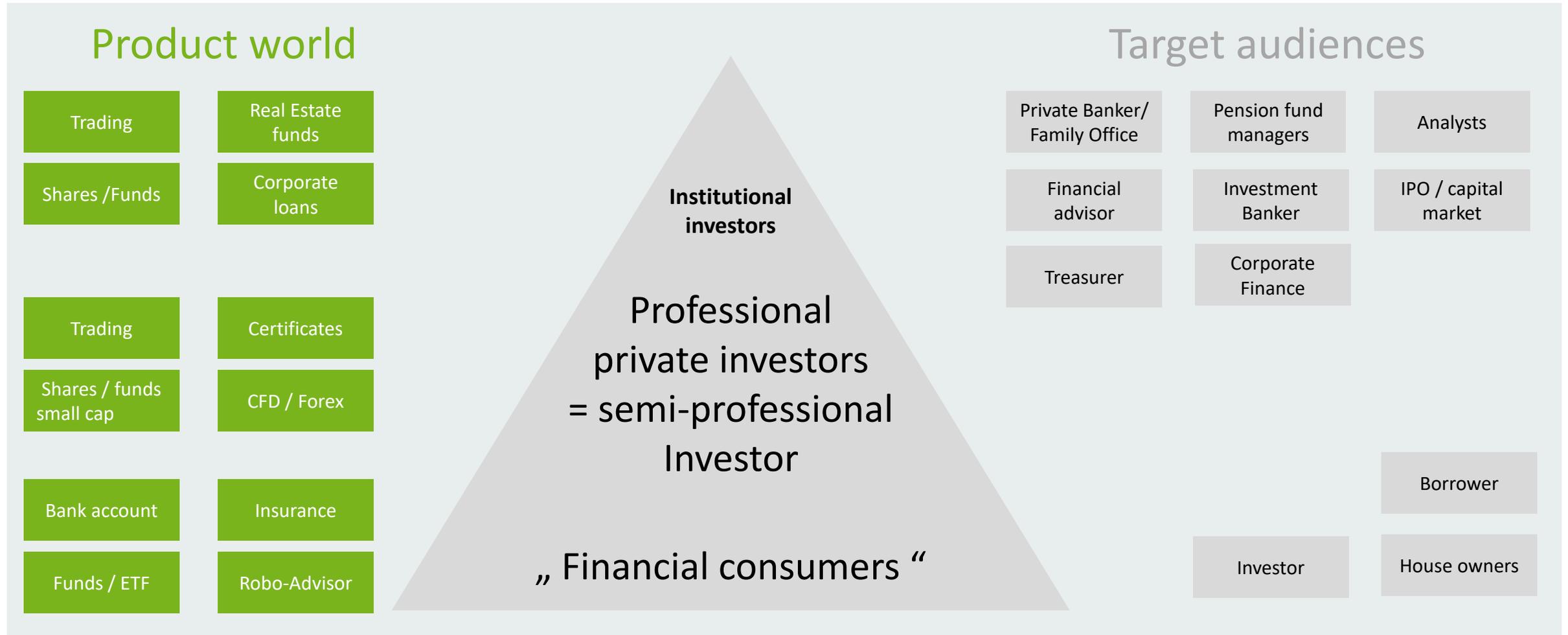
# Stock ownership highly depends on income.

Source: DAI 2020 | Statista



# Financial and banking target groups

Source: own research

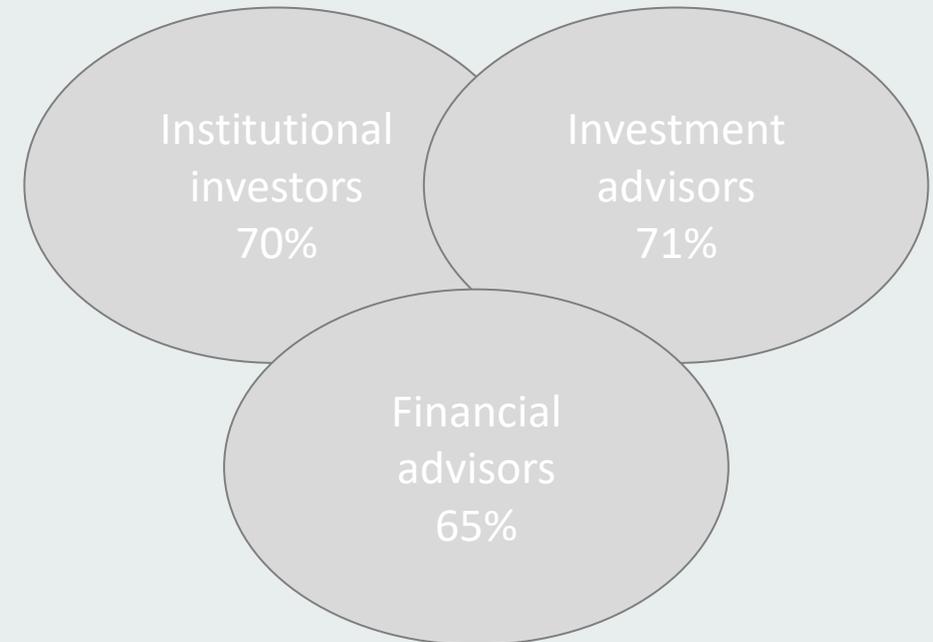


# The financial community identifies approximately 164,000 professional investors

Source: Financial Community Study 2017 | IQM

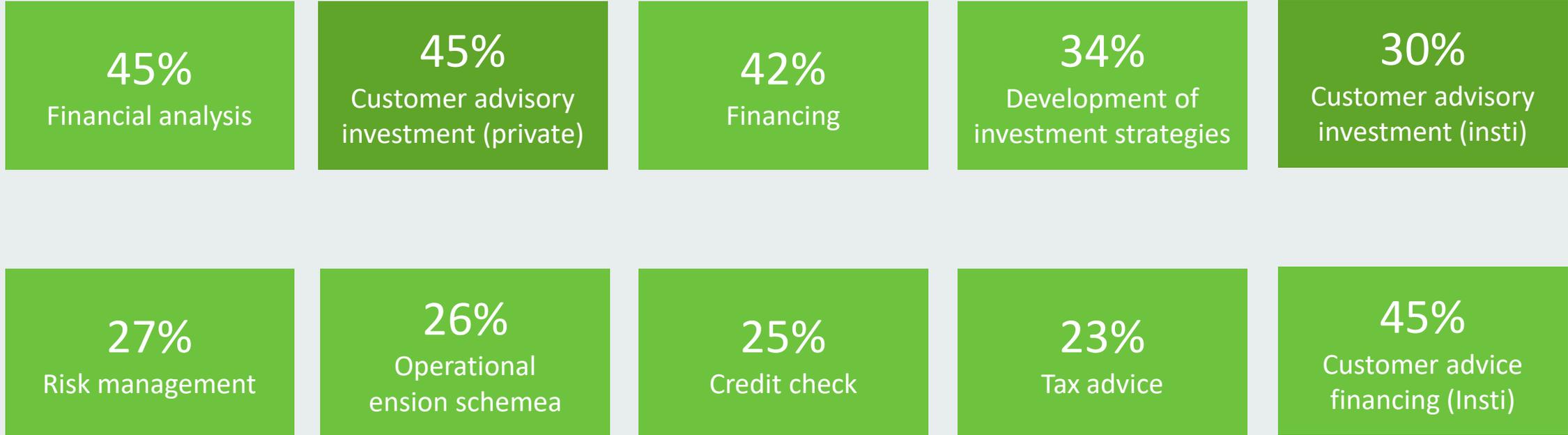


- **164,000 professional financial decision-makers form the basis of the financial community**
- 91% form the three core target groups
- **The population includes 109,000 institutional investors, 110,000 investment advisors and 104,000 financial advisors**
- Each group is defined separately, but there is considerable overlap
- In contrast to private investors, institutional investors are legal persons. They can act in different legal forms.
- They are authorized to invest in financial instruments. Institutional investors include **credit institutions, insurance companies, investment and corporations, pension funds, social security institutions, health insurance companies, companies, asset management companies, churches, associations, foundations, state organisations, international organisations and municipalities.**



# Top 10 focal points of professional activities for institutional investors

Source: Financial Community Studie 2017 | IQM



# The expert financial portal of Germany's largest stock exchange editorial team

Factsheet | boerse-online.de

**BOERSE-ONLINE.de** comments timely, competently and independently on the developments of the stock markets and provides specific recommendations for private and institutional investors.

**boerse-online.de** draws its added value from the broad positioning of the **BÖRSE ONLINE** editorial team. Current company announcements are immediately supplemented with assessments of share performance. Compared to other websites, users thus receive well-founded additional information for their investment decisions.

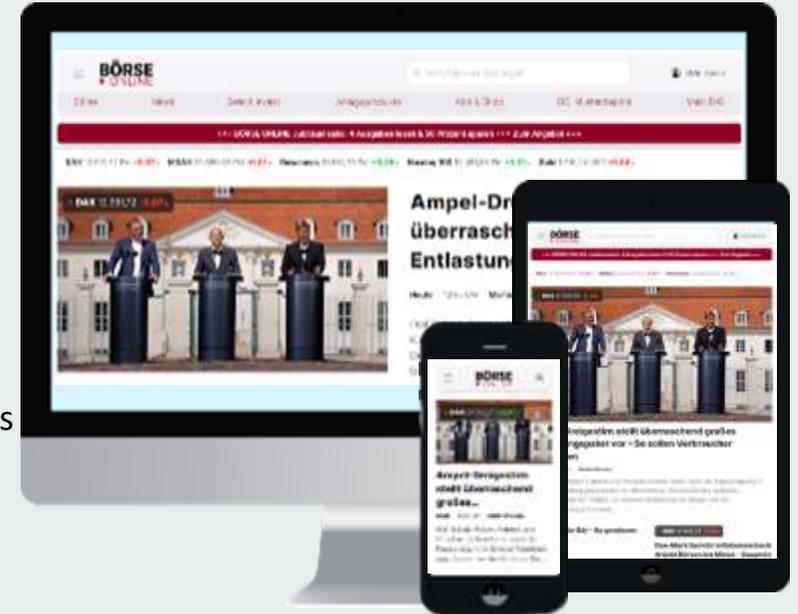
## Key data

### Target audience

- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

### Sections

- Stock exchange
- Shares
- Certificates
- Commodities
- Funds / ETFs
- Money and pension provision



### Traffic

Page Impressions	8.024.269
Visits	4.785.574
Uniques	1.500.000
Newsletter	-1

# The portal for corporate bonds

Factsheet | bondguide.de

**BondGuide.de** is the platform for corporate bonds and focusses on the market of fixed-interest security IPOs primarily of medium-sized companies.

**BondGuide** provides concrete assessments and assessments of upcoming bond issues – critically, independently and transparently; In addition, master data, prices and charts of all listed SME bonds – supplemented by daily updated top/flop lists and the most important bond indices. Also an integral part: DGAP ad-hoc announcements, basic knowledge and an expert section

## Key data

### Target audience

- Private and institutional bond investors
- Corporate boards and general managers
- The entire bond community

### Sections

- Bond News
- Corporate
- Backgrounds
- Sample depot
- Basics



### Traffic

Page Impressions	55.682
Visits	21.624
Uniques	8.650

**Deraktionär.de** is the opinion and recommendation portal for finance and stock markets. It focuses on investment recommendations and comments and assesses current news. An editorial team consisting of 20 persons tracks the financial markets, filters out the most important information and provides it in a clear and simple way.

The social media presences and newsletters provide further information and services.

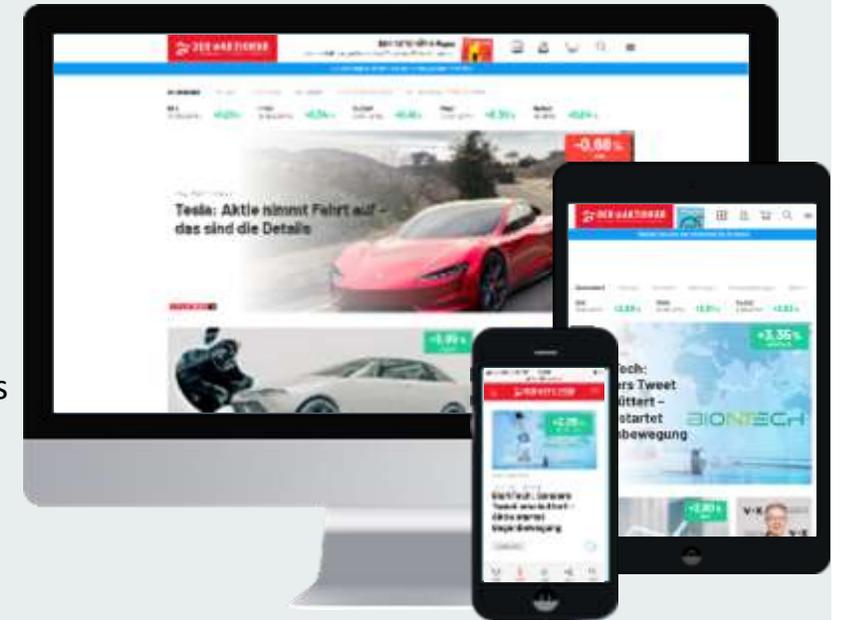
## Key data

### Target audience

- Affine private investors
- Institutional users, bankers, insurers
- Fund managers, stockbrokers, investors
- Investment advisors, investment advisors
- Financial service providers, financial experts
- Tax consultant, auditor
- Managing Director, Board of Directors

### Sections & Topics

- Market Overview
- Depots
- Experts
- Sector comparison



### Traffic

Page Impressions	14.412.007
Visits	6.670.464
Uniques	1.800.000
Newsletter	-1



**deraktionaeer.tv** provides up-to-date market reports, comprehensive analyses, detailed background information and well-founded strategies from experts in the stock market, finance and economics.

Divided into categories and topics or via the "video search" by WKN, ISIN and search word, the user finds the desired article and other suitable videos on related topics or shares. Current chart and price information round off the video information. With around 500,000 video views per month, deraktionaeer.tv is the address for moving image information on the subject of finance.

## Key data

### Target audience

- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

### Sections & Topics

- Shares
- Investment idea
- Certificates
- Program
- Stock exchanges+markets
- Foreign exchange
- Funds+ETFS
- Commodities



### Traffic

Page Impressions	694.852
Visits	306.454
Uniques	110.000
Newsletter	-1

# The recognized Internet magazine for the financial sector

Factsheet | [der-bank-blog.de](http://der-bank-blog.de)

The Bank Blog is the recognized Internet magazine for the financial sector and has been reporting on the latest and fundamental news about banks and financial service providers since 2010.

Among other things, the Bank Blog highlights trends for banks and savings banks such as digitization, innovation, social media, customer service, strategy and other management topics.

## The Bank Blog – Trends and strategies for financial service providers

### Key data

#### Target audience

- Executives and employees of banks, savings banks and other financial service providers
- Executive Board / Managing Director / Owner in the financial sector
- Head of Division / Head of Department / Group Leader in the Financial Sector
- Financially interested users

#### Sections

- Management
- Strategy
- Studies & Research
- Digital Banking
- Marketing
- Social Media



#### Traffic

Page Impressions	27.341
Visits	22.921
Uniques	21.658

**finanztreff.de** is one of the most established stock market portals in Germany. Since 2018 it is part of the **Börsenmedien AG**, which also publishes **deraktionaer.de**

The website provides access to securities & prices as well as news & analyses. Numerous intelligent tools for searching and analyzing securities round off the offer. For users registered free of charge, there are sample depots and watchlists, limits and alerts as well as access to expert depots.

## Key data

### Target audience

- Private Investors with financial interests
- Institutional Investors
- Financial Advisors
- Trader and Financial Decision-makers
- Business decision-makers, manager

### Sections & Topics

- Shares
- Funds / ETFs
- Bonds & Derivatives
- Indexes
- Foreign Exchange & Commodities
- News & Analyses



### Traffic



Page Impressions	10.045.035
Visits	1.272.891
Uniques	100.000

# TichysEinblick.de- The liberal-conservative opinion magazine

Factsheet | tichyseinblick.de

**Tichys Einblick** is a liberal-conservative magazine for politics, business, private finance and society. The opinion page is based on a constantly growing pool of significant authors, hosted by Roland Tichy.

Tichys Einblick recognizes the trends in politics, the economy and society and thus provides guidance for decision-makers from industry and politics.

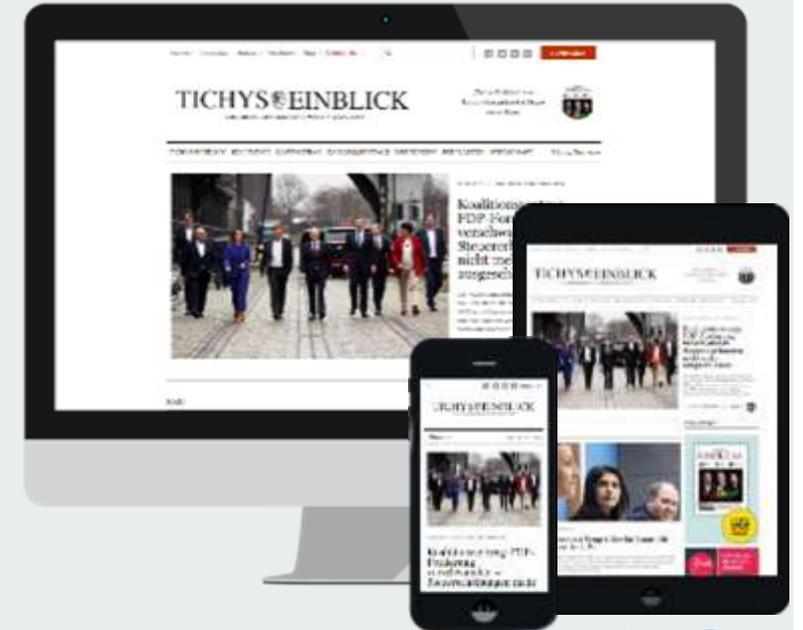
## Key data

### Target audience

- Decision-makers from economy and politics
- Entrepreneurs
- Executive employees
- Multiplicators
- High-income earners

### Sections

- Tichy's insight
- Columns
- Guest Post
- Daili|es|entials
- Opinions
- Feuilleton
- Economy



### Traffic

Page Impressions	12.774.792
Visits	4.836.059
Uniques	700.000



# The portal for investors & entrepreneurs

Factsheet | vc-magazin.de

**vc-magazin.de** is the corresponding online offering of VentureCapital magazine, the leading publication on private equity and entrepreneurship in German-speaking countries since 2000. In addition to daily news, the portal also offers exclusive online content and an overview of the most important events in the private equity industry – up-to-date, reader-friendly and well-founded.

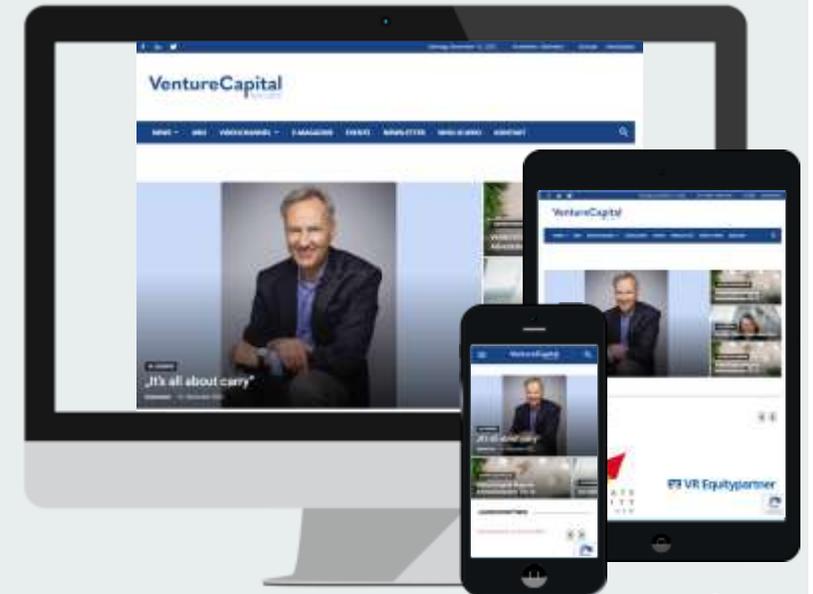
## Key data

### Target audience

- Startups
- Technology and Growth Companies
- Financial investors and business angels
- Corporate Finance Advisor
- Attorneys
- Innovation and Technology Centres

### Sections

- Entrepreneurship
- Venture Capital
- Buyout
- Investing
- News



### Traffic

Page Impressions	8.852
Visits	5.901
Uniques	13.870





## Channel Mittelstand



The heart of the German economy

Portals in alphabetical order

# Channel Mittelstand

The Channel to reach B2B Decision-makers

The Mittelstand is the heart of the German economy comprising approx 99% of taxable companies with two thirds of employees and about 40% of revenues. Via the businessAD Channel Mittelstand you reach out to exactly those companies: Small Office – Home Office, SMBs, but also to DAX companies.

Our exclusively marketed websites provide business decision-makers with relevant trade information. Renowned B2B media groups with journalistic expertise are behind these platforms covering relevant topics, trends, industry information and analyses.



## Channel Mittelstand

The heart of the German economy



Websites:	140+ Portale
Page Impressions	145.187.211
Visits	78.835.038
Unique Users	35.419.858

### Relevant target groups from:

Medicine, politics, business, law, finance, information technology, construction, trade, fleet, eCommerce, trade fairs, opinion and much more.

# We Work for Leading Trade Media Publishing Groups

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



# What is „Mittelstand“?

Channel Mittelstand



## Mittelstand

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Page Impressions

150 MIO.

Visits

70 MIO.

Uniques

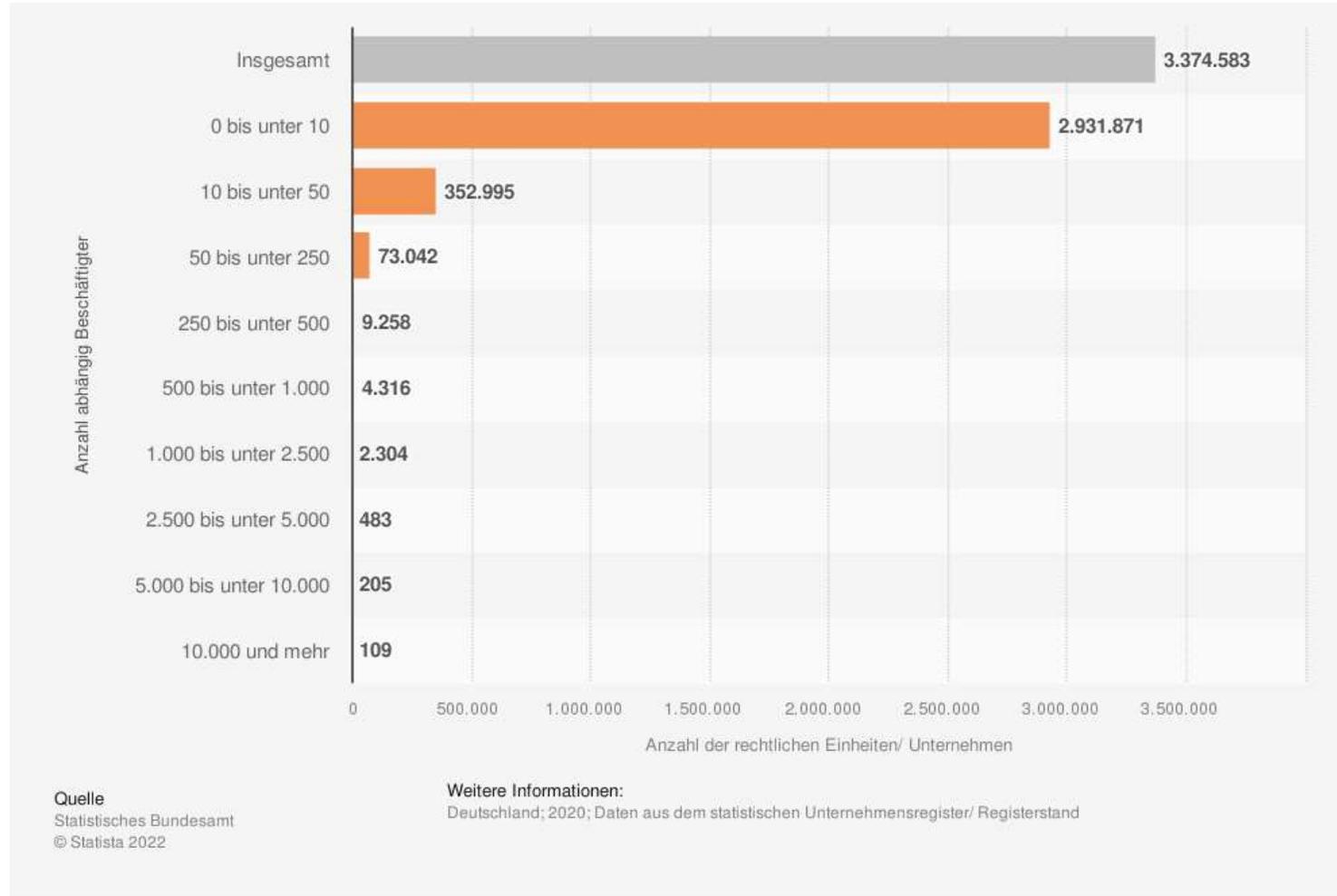
25 MIO.

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.

# Most companies in Germany have a company size < 10 employees

Statistisches Bundesamt 2020 | Number of legal units in Germany by employment size class



# 140+ renowned B2B Portals from Leading Trade Media Groups

Partner portals | Channel Mittelstand



Mittelstand

Page Impressions

150 MIO.

Visits

70 MIO.

Uniques

25 MIO.



# 140+ 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

# about-drinks.com – the news hub for the beverage industry and trade

Factsheet | about-drinks.com

aboutdrinks®

Since 2007, **about-drinks.com** has been the information platform for beverage professionals. Every day, the platform provides industry-relevant information about concepts, products, companies and minds. About-drinks sees itself as a hub for news in the beverage market. The editorial team covers the activities of established brands and companies as well as start-ups that are still at the beginning of their thirsty careers with their ideas and concepts.

## Key data

### Target group

- Decision-makers from gastronomy, hotel industry and the beverage industry
- Sales Directors, Purchasing Directors
- Product manager
- District & Area Manager

### Topics and sections

- Drinks
- Interviews
- Marketing
- People
- TV
- Partner portals
- Miscellaneous



### Traffic

Page Impressions	124.704
Visits	72.083
Uniques	19.120
Newsletter	7.000

**ADMIN** - The Online Magazine ADMIN offers practical and useable knowhow and detailed articles for all IT-administrators of Linux, Unix and Windows. The topics of the ADMIN-Magazine cover storage and backup and stretch towards network, monitoring, virtualisation and security for Linux, Unix and Windows. A regular special section helps administrators of heterogeneous worlds in their daily work.

## Key data

### Target group

- Systems- and network administrators
- Network managers & specialists
- IT Manager
- IT Systems houses and integrators
- ITC-Service Providers

### Topics and sections

- Home/News
- The Magazine
- Online articles

### Topics

- Linux/Windows
- Security/Monitoring/Storage
- Datenbases/Mail/Virtualisation



### Traffic

Page Impressions	11.771
Visits	6.438
Uniques	5.436

**AERO INTERNATIONAL** is the Online-Portal covering industry, technology, airlines, airports, logistics and business travel. It provides background knowledge on and portraits airports and airlines. The editorial team also reports on all areas of commercial aviation.

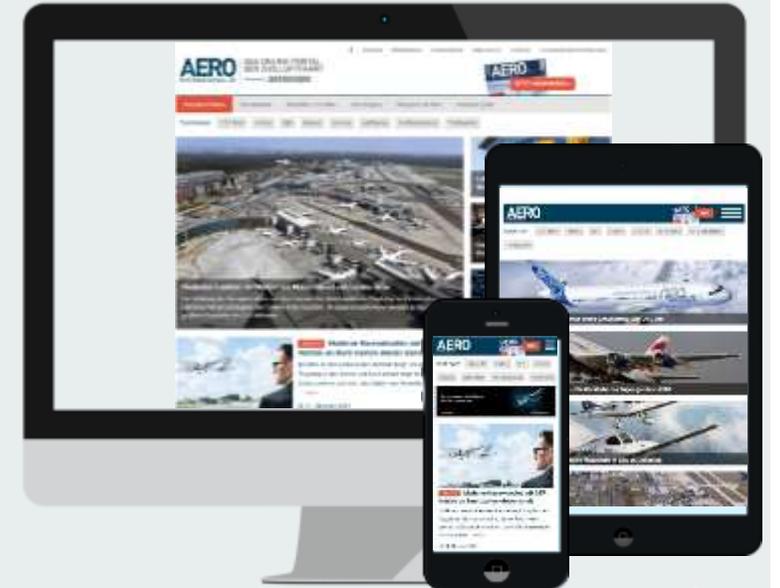
## Key data

### Target group

- Aviation-Professionals/Aviation industry
- Business Travellers
- Tourism industry
- Cargo industry

### Topics and sections

- Airlines
- Airports
- Industry & Technology
- Business Aviation
- Cargo/Logistics
- Simulation
- Travel tips



### Traffic

Page Impressions	54.666
Visits	23.330
Uniques	11.994

# The leading online magazine about air travel, aviation and tourism in the DACH region

Fact Sheet | aerotelegraph.com



**aerotelegraph.com** is the largest and most cited air travel and aviation portal in the DACH region. The editorial staff of the portal reports currently all backgrounds and news from aviation.

**aerotelegraph.com** is the market leader in Germany, Switzerland and Austria.

In addition to decision-makers, operators and employees of the aviation industry, the portal also reaches service providers and suppliers in the aviation and travel industry. Business travellers and private flight and travel enthusiasts are also among the regular readers.

**aerotelegraph.com** is the ideal advertising platform for products, offers and services from aviation, tourism and industry as well as the recruitment sector.

## Key data

### Target group

- Decision-makers in aviation, tourism, aviation industry and airports
- Airport operators, service providers, suppliers, air traffic control
- Decision-Makers in Business Travel

### Topics and sections

- Airlines & Airports
- Environment
- Freight
- Business Aviation
- Safety
- Jobs
- And more



### Traffic

Page Impressions	6.414.082
Visits	3.243.493
Uniques	900.000
Newsletter	11.000



# The official organ of the medical profession

Factsheet | aerzteblatt.de

The website of the **Deutsches Ärzteblatt** is aimed at general practitioners, internists, clinicians and specialist groups.

The portal, published by the German Medical Association, offers daily news, the possibility of certified online training CME, discussion forums, blogs, an online archive of all editorial contributions since 1973 as well as a current job market with targeted search functions and application options.



## TECHNISCHER HINWEIS

Bei **Fireplace, Takeover, (Double) Sitebar** stehen links maximal 160px in der Breite zur Verfügung

## Key data

### Target group

- General practitioners, internists, clinicians, specialist groups
- Self-employed, entrepreneurs

### Topics and sections

- Home
- Archive
- News
- DÄ plus
- Politics
- Medicine



### Traffic



Page Impressions	8.435.179
Visits	5.055.516
Uniques	600.000
Newsletter	64.900

**Ärzte Zeitung** is part of Springer Medizin and publishes daily news in print and digital throughout Germany and publishes specialist newspapers, magazine titles and other media for physicians and other healthcare professionals. The "Ärzte Zeitung Online" is one of the largest daily updated portals for news from the fields of health policy, medicine and business. The wide range of topics provides information on diseases (diagnosis and therapy), medical ethics, health policy, practice management, clinic management, professional policy, health insurance companies or IT. In addition, there are specials on nutrition, diabetes and high blood pressure as well as posters and patient information on various indications.

## Key data

### Target group

- General practitioners, practitioners and internists
- Employees in hospitals and medical practices
- Interested other practitioners

### Topics and sections

- Politics & Society
- Medicine
- Practice & Business
- Panorama
- Special publication
- WebTV



### Traffic

	
Page Impressions	2.011.447
Visits	1.411.777
Uniques	1.500.000
Newsletter	16.300

# News for Automotive Aftermarket Sales

Factsheet | [aftermarket-update.de](http://aftermarket-update.de)

**aftermarket-update.de** is a news website regarding the automotive aftermarket. The topics covered are spare parts, repair workshops, service.

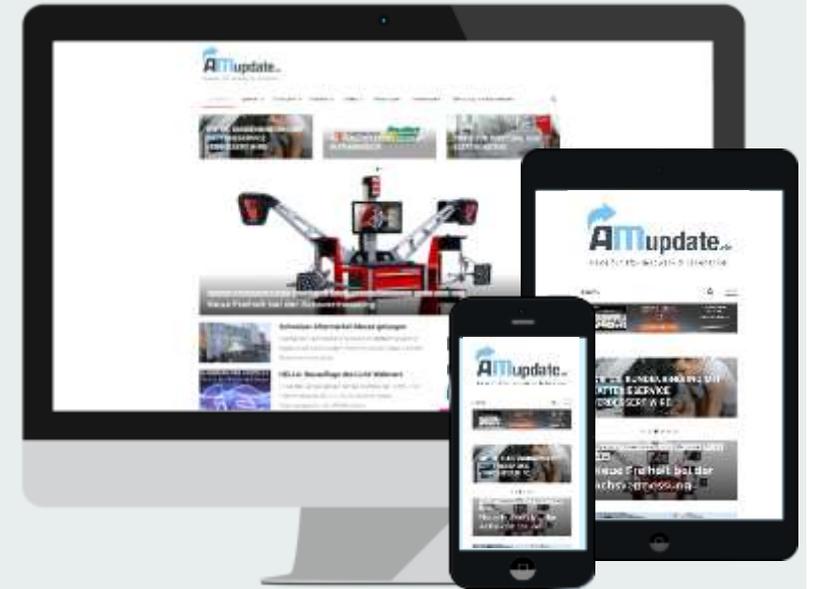
## Key data

### Target group

- Automotive suppliers
- Car dealers
- Car spare parts traders
- Repair workshops operators

### Topics and sections

- Industry
- Partial trade and spare parts
- Utility vehicles
- Aftermarket
- Products
- New cars
- Specials



### Traffic

Page Impressions	15.808
Visits	7.089
Uniques	4.430

# The Leading German Aviation Portal

Fact Sheet | [airliners.de](http://airliners.de)



**airliners.de** is one of the leading German-speaking aviation portals. The online trade magazine reaches B2B decision makers in aviation management, economics and politics as well as in the fields of tourism and logistics.

The industry knowledge can be accessed via various topics/tags, e.g. cargo, catering, tourism, business travel, technology, industry. The **airliners + subscription** provides data and background information on all challenges of the aviation industry.

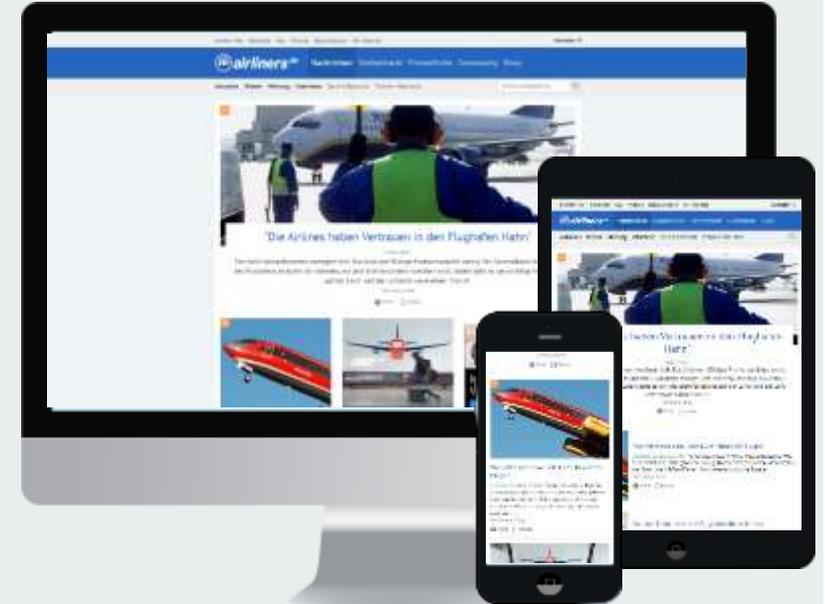
## Key data

### Target audience

- Airlines, Business + Civil Aviation
- Industry, manufacturers, suppliers airports, operators
- Logistics, finance, insurance
- IT / Software Development

### Topics and sections

- Airlines & Airports
- Industry & Technology
- Airfreight
- Cargo
- And many other by tags



### Traffic



Page Impressions	2.124.911
Visits	1.061.430
Uniques	200.000
Newsletter	14.500

**Altenheim** is the leading trade journal for management in inpatient care for the elderly. The core target group are home managers and nursing service managers.

The **altenheim.net** portal offers up-to-date news and many different services. **altenheim.net** effectively and professionally accompanies decision-makers and responsible persons in stationary management in their versatile working environment with articles from the areas of human resources, law, management, nursing and politics, household management and more.



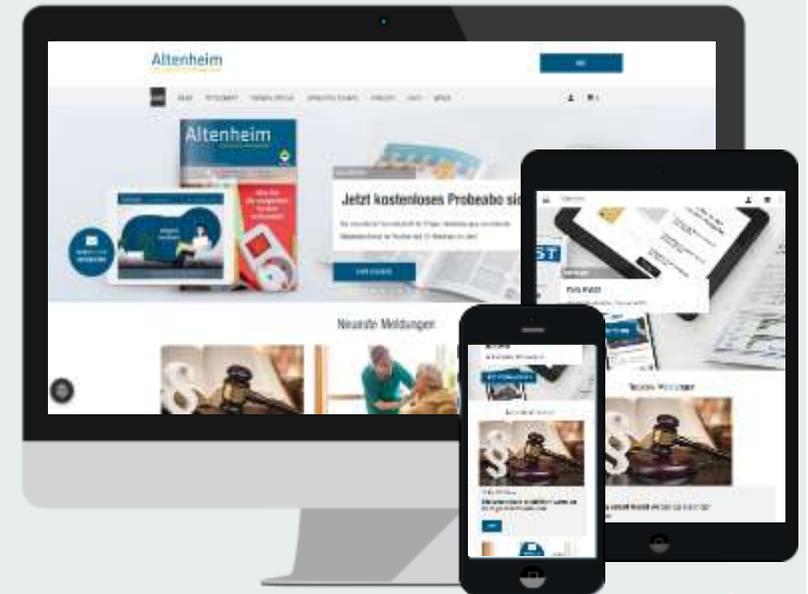
## Key data

### Target group

- Management of stationary establishments for elderly care

### Topics and sections

- Home
- News
- Magazine
- Career center / Events
- Vincentz Network
- Shop



### Traffic

Page Impressions	10.335
Visits	5.449
Uniques	4.516
Newsletter	7.800

Since 1976, **Altenpflege** has been the leading trade journal for specialists and managers in geriatric care. The core target group are nursing service managers and other certified specialists in retirement homes. There are also many readers of geriatric care among the home management.

**altenpflege-online.net** is the portal for nursing professionals and provides daily news, helpful downloads – from the text of the law to the work aid – and many other service offers: An extensive job market, a clear seminar calendar, top-class event offers, a book shop and forums that encourage professional exchange.



VINCENTZ

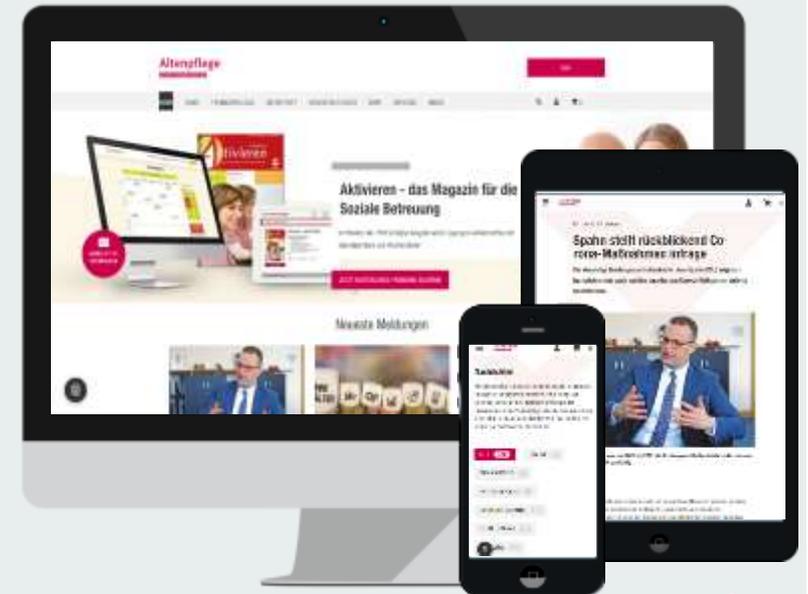
## Key data

### Zielgruppe

- Management and nurses in elderly care
- Care service providers

### Topics and sections

- Home
- News
- Activation
- Career center / Events
- Vincentz Network
- Shop



### Traffic

Page Impressions	18.448
Visits	8.218
Uniques	5.765
Newsletter	45.840

**arbeitssicherheit.de** is the information portal for specialists and managers in occupational safety of the Wolters Kluwer publishing group Germany.

The site deals with all aspects of occupational safety in industry, trade and administration.

**Arbeitssicherheit.de – More success - safely**

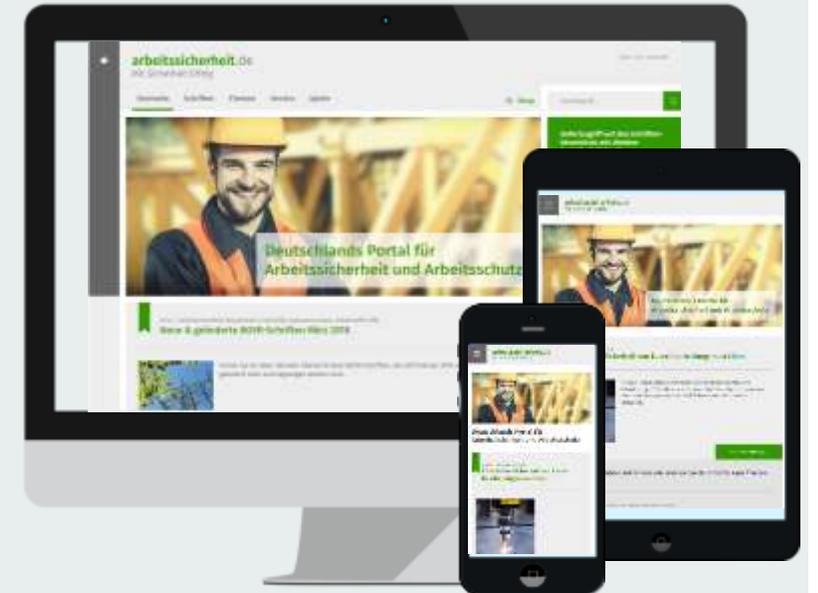
## Key data

### Target group

- Employees for occupational safety/ Security officers in companies
- Security-, fire prevention- and environmental officers
- Entrepreneurs, free-lancers, security-engineers
- Decision-makers in crafts

### Topics and sections

- Writings
- Topics
- Service



### Traffic

Page Impressions	32.783
Visits	16.565
Uniques	12.725
Newsletter	10.700

# Architekturzeitung.com is the online medium for the architecture industry

Factsheet | architekturzeitung.com

**architekturzeitung.com** provides information for architects, urban planners and engineers throughout the DACH region. The focus is on trends and developments in the fields of architecture, art, culture, urban planning as well as interior design and landscape planning. Product innovations, design novelties and practical construction innovations complement the daily news as well as the presentations of exemplary international projects – from design to planning to construction.

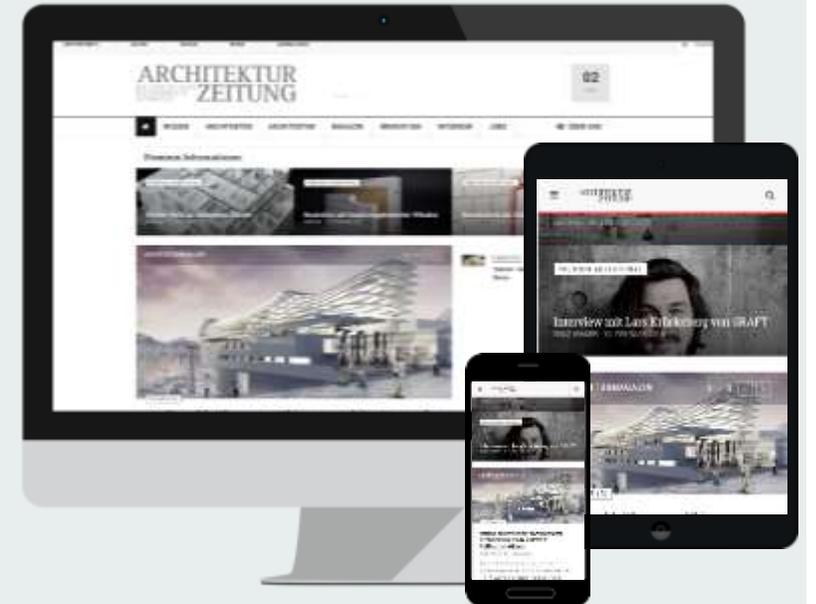
## Key data

### Target group

- Architects and engineers, urban planners
- Decision-makers from planning offices and construction departments
- Professionals, Industry Leaders

### Topics and sections

- Knowledge
- Architects
- Architecture
- Magazine
- Innovations
- Interior



### Traffic

Page Impressions	76.475
Visits	42.263
Uniques	21.000
Newsletter	9.200

**ausbaupraxis.de** is the online portal for fit-out craftsmen of all stripes. Users will find compact information on this website for the professional and legally compliant execution of almost all expansion services. The portal bundles content and expertise from the Rudolf Müller Media Group's expansion network - solution-oriented, striking and comprehensible.

According to page impressions, the ausbaupraxis.de is one of the top websites of the Rudolf Müller media group and offers advertising partners very good campaign reach.

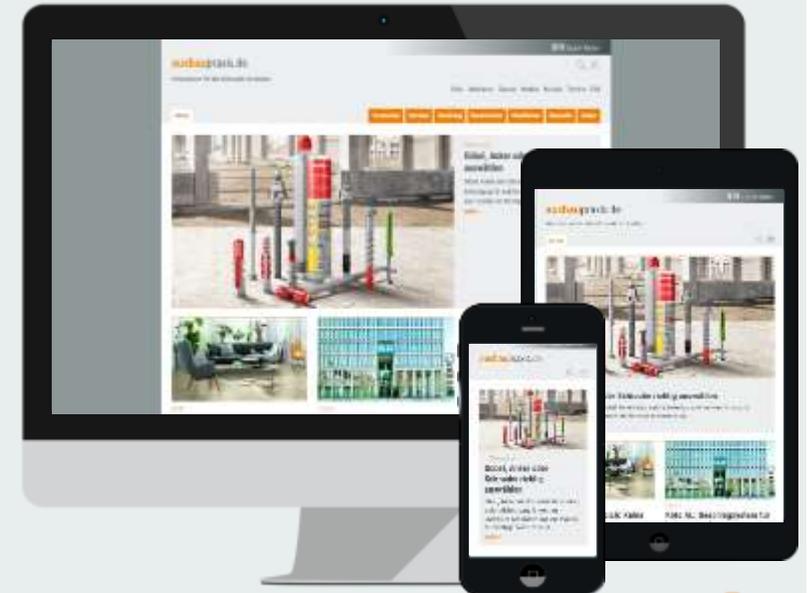
## Key data

### Target group

- Drywall construction
- Woodworkers and carpenters
- Carpenters and joiners
- House builders of all trades

### Topics and sections

- Drywall
- Wood construction
- Redevelopment
- Components
- Surfaces
- Building site
- Forecourt



### Traffic

Page Impressions	46.015
Visits	25.099
Uniques	15.687



# \*Automobilindustrie – The generalist among the automotive trade media

Factsheet | automobil-industrie.vogel.de

The **automotive industry** is the only trade medium that represents the entire world of mobility as a generalist. It is aimed at commercial and technical top management in companies – automobile manufacturers, suppliers, engineering service providers, IT service providers, factory equipment suppliers, consultancies as well as universities, institutes and associations.

The portal focuses on the core topics of automotive technology, production, lightweight construction and development. The trends of connectivity, autonomous driving, shared mobility, e-mobility and Industry 4.0 are also setting accents. There are top-class networking events such as the "Automotive Industry Lightweight Construction Summit", the "Smart Factory Day", the "EDL Circle" and the "SafetyWeek".

## Key data

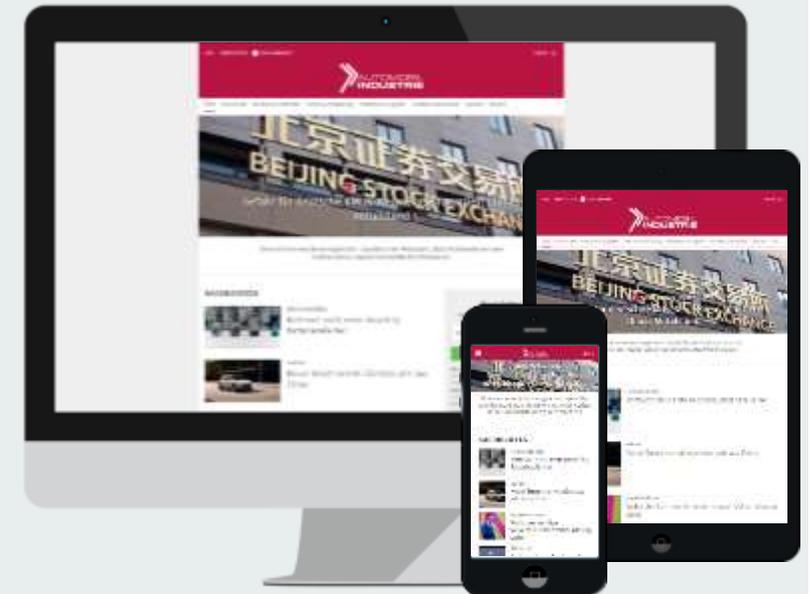
### Target groups

Decision-makers from

- Automobile manufacturers
- Suppliers
- Engineering Service Providers
- IT-Service Providers
- Production specialists
- Consultants

### Topics and sections

- Automobile
- Suppliers
- Economy
- Technic
- Production
- Development



### Traffic

Page Impressions	482.000
Visits	328.273
Uniques	304.546

# The Portal for Decision-makers in Industrial Coating Technology

Factsheet | besserlackieren.de

**BESSER  
LACKIEREN**



**Besserlackieren.de** is the online presence of the trade magazine **Besser Lackieren**. The portal is aimed at decision-makers in industrial painting technology. Paint shops and departments receive the information to make their processes more economical and of higher quality.

Furthermore, the portal offers current product news, user reports and event dates.

It provides competent information about painting practice, technology & products, technologies & substrates and companies & dates. Besserlackieren.de is the leading portal in industrial surface technology.

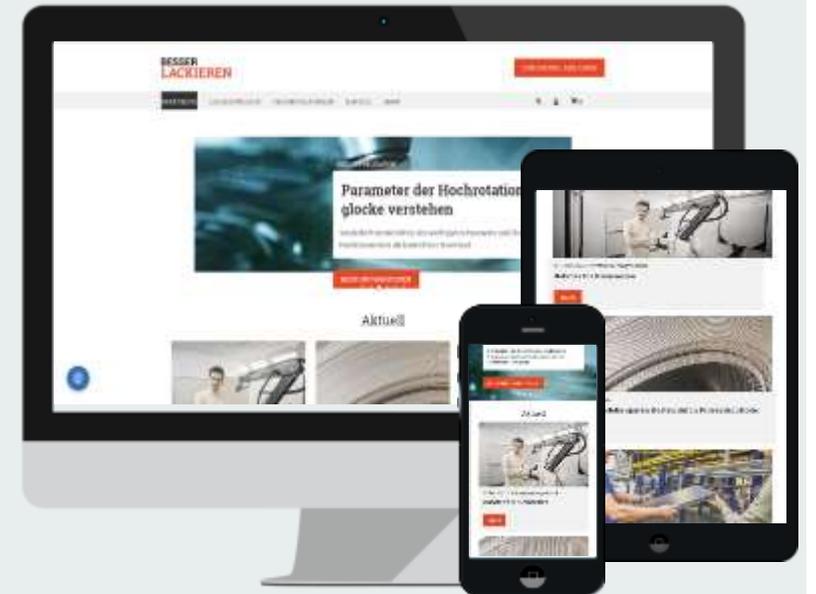
## Key data

### Target group

- Managing Directors
- Production Directors and plant managers
- Coating executives
- Purchasing Directors
- Senior executives

### Topics and sections

- Industrial applications
- Technologies & Substrates
- Technic & Products
- Companies & Markets
- Events



### Traffic

Page Impressions	11.460
Visits	5.412
Uniques	4.775
Newsletter	4.996

# The Encyclopedia of Corporate Expenses

Factsheet | betriebsausgabe.de

**Betriebsausgabe** explains which corporate expenses/costs qualify for tax reduction and is hence an indispensable companion for entrepreneurs and financial accountants.

## Key data

### Target group

- Founders
- Senior executives
- Accountants
- SME

### Topics and sections

- Glossary
- Accounting
- Steer
- Cars and company cars
- Insurances
- Advisor



### Traffic

Page Impressions	28.195
Visits	21.043
Uniques	14.372

# The decision-maker information portal for the international beverage industry

Factsheet | beverage-world.com

**Birkner's Beverage-World.com** is the decision-maker information portal for the international beverage industry. It offers current industry news on the topic of the beverage and beverage industry according to various categories – general news from the beverage industry, jobs, trade fairs, offers and inquiries.

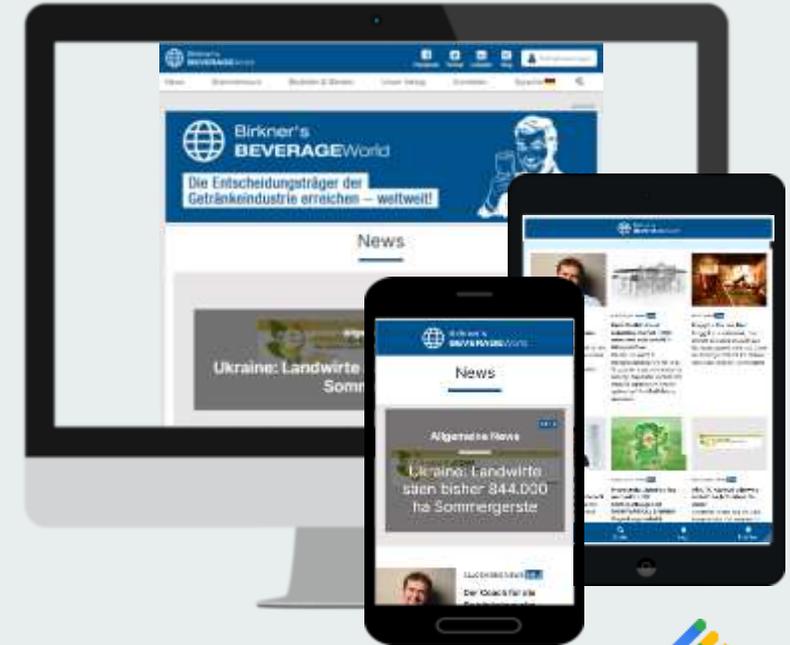
## Kerndaten

### Target group

- Decision-makers from the beverage industry
- Sales Manager, Purchaser
- District & Area Manager
- Product Manager

### Topics and sections

- General News
- Job News
- Messe News
- Yellow pages



### Traffic

Page Impressions	9.642
Visits	5.927
Uniques	3.951

**bi-baumagazin.de** is the online presence of the trade magazine of the same name B\_I baumagazin. The aim of the medium is to offer orientation to medium-sized construction companies. In this way, the magazine reaches decision-makers in the construction trade, building construction and civil engineering, as well as civil engineering and road construction. The topics include operational management, commercial vehicles in construction, but also the fields of law, economics and politics.

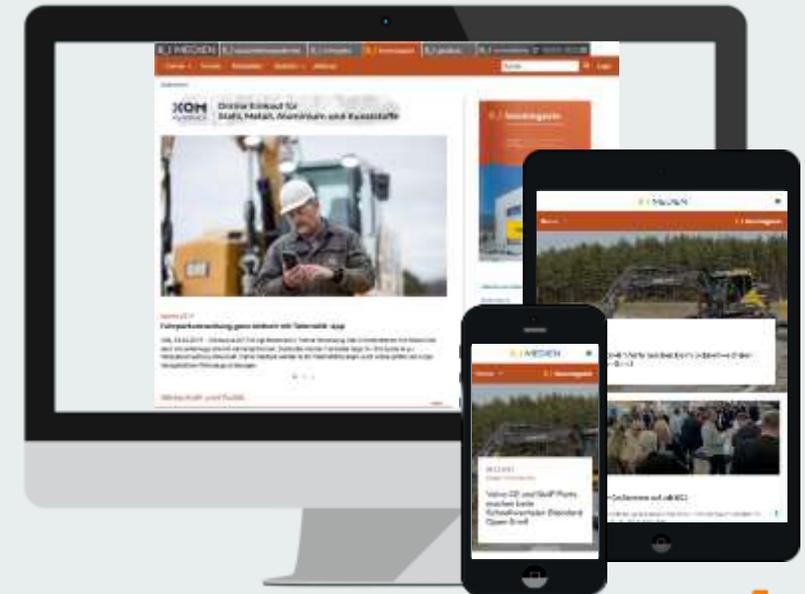
## Key data

### Target group

- Decision-makers in the construction industry
- Building construction (with extensions)
- Civil engineering
- Civil engineering
- Road construction

### Topics and sections

- Departure and processing
- Building trade
- Management
- Commercial vehicles in construction
- Civil engineering and road construction
- Law, Economics and Politics



### Traffic

Page Impressions	12.574
Visits	10.541
Uniques	9.960



# \*Blechnet.com – The portal for decision-makers in sheet metal and tube processing

Factsheet | blechnet.com

**Blechnet.com** is the portal for decision-makers, specialists and executives in the manufacture of metal products in mechanical and automotive engineering, electrical engineering, I&C technology and electronics.

The portal from the print title of the same name, **Blechnet**, presents the complete process chain of economical sheet metal processing: from product development to the use of CAD/CAM systems, toolmaking and production to assembly. Markets, movers and shakers and opinions provide a comprehensive overview of what is happening in the industry.

## Key data

### Target group

- Executives and decision-makers from metal processing, steel construction, mechanical engineering, vehicle construction

### Topics and sections

- Convert
- Punching
- Separate
- Automation
- Surface treatment
- Construction
- Measuring & Testing
- Management



### Traffic

Page Impressions	89.000
Visits	60.615
Uniques	56.234
Newsletter	8.500



**bondguide.de** is the platform for corporate bonds and highlights the market for fixed-interest securities, primarily medium-sized companies, on a daily basis.

**BondGuide** provides concrete assessments and valuations of upcoming bond issues – critically, independently and transparently. In addition, master data, prices and charts of all listed SME bonds – supplemented by daily updated top/flop lists and the most important bond indices. Also an integral part: DGAP ad-hoc announcements, basic knowledge and an expert section.

## Kerndaten

### Target groups

- Private and institutional bond investors
- Company directors and -manager
- the entire bond community

### Topics and sections

- Bond News
- Corporate
- Backgrounds
- Sample depot
- Basics



### Traffic

Page Impressions	55.682
Visits	21.624
Uniques	8.650

# The Expert Portal

Factsheet | brainguide.de

**brainGuide** only accepts selected experts, consulting and knowledge providers who have already proven their knowledge and competence through scientific or practice-oriented publications or event contributions in the fields of management, law, taxes, EDP/IT, finance, economics. **brainGuide** offers experts an intelligent platform for knowledge marketing as well as users comprehensive and free research for top-class expert knowledge from over 2,000 topic centers.

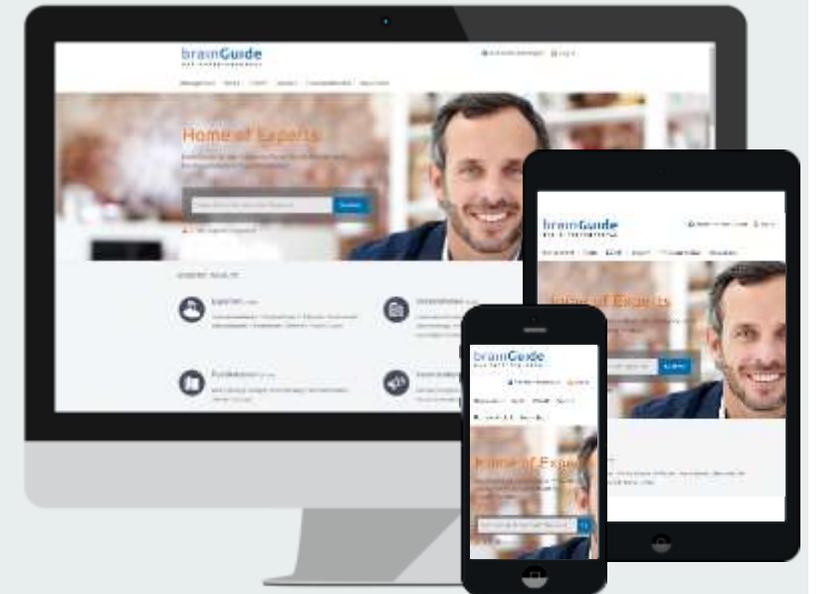
## Key data

### Target group

- Manager
- Entrepreneurs
- Consultants
- Decision-makers

### Topics and sections

- Management
- Law
- IT
- Tax
- Finance / Capital
- Health



### Traffic

Page Impressions	12.950
Visits	8.446
Uniques	6.598
Newsletter	7.800

# business-on - The Regional Business Portal

Factsheet | business-on | business-on.de

**business-on.de** focuses on companies in the respective economic region, on the ideas of companies, interviews with the managing directors and publications of news that move the regional economy. The focus is on topics such as finance, taxes and the economy.

Editorial economic regions include Cologne/Bonn, Berlin, Düsseldorf, Hamburg, Middle Franconia, East Westphalia-Lippe, Rhine-Main, Stuttgart, Munich, Aachen, South Westphalia, Lower Saxony-East, North Baden, Ruhr and Weser-Ems.

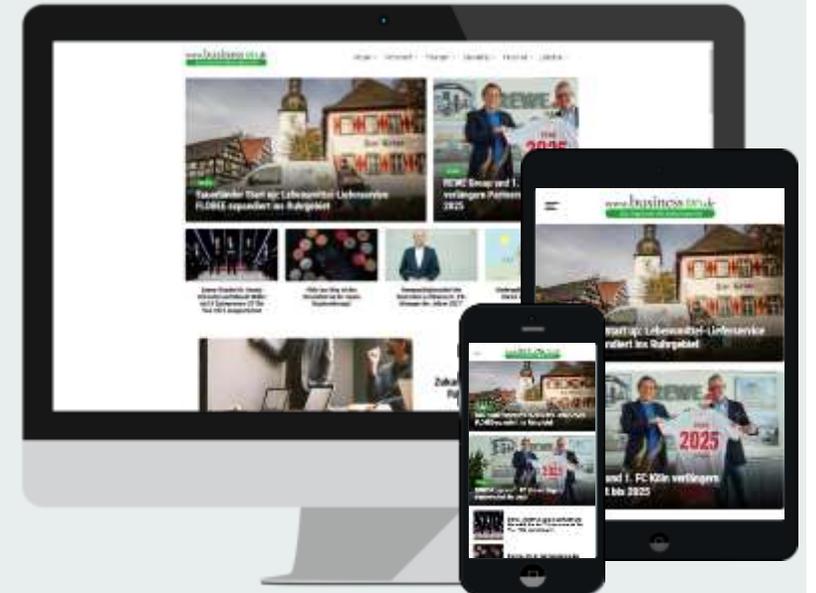
## Key data

### Target group

- Companies, institutions, private individuals
- Service, Industry, Consulting
- Higher education
- 20 to 39 years
- High income

### Topics and sections

- News & Economy
- Finances
- Law & Taxes
- Marketing
- Staff
- Lifestyle
- Know-how



### Traffic

Page Impressions	30.311
Visits	22.321
Uniques	10.000



# The specialist portal for organisation, business administration and management

Factsheet | business-wissen.de

**business-wissen.de** is the online specialist portal for organisation, business administration and management. The website has been around for over 20 years. Business-wissen.de publishes specialist articles and advice texts in the magazine and develops instructions, practical solutions, work templates and checklists for the management manual with over 190 chapters.

There you can download them as an e-book, ready-made Word, PowerPoint and Excel files. There are currently over 2,200 templates available. For business-wissen.de, consultants, trainers and coaches write as external experts.

The topics include marketing, organization, project management, strategy, controlling, service and human resources.

## Key data

### Target group

- Decision-makers in SMEs
- Consultants, trainers
- Senior executives
- Founders and students

### Sections

- Management-Handbuch (Manual)
- Magazin

### Topics

- IT
- Leadership style / Teamwork
- Project / HR management etc.



### Traffic



Page Impressions	507.390
Visits	410.475
Uniques	600.000
Newsletter	41.800

# The industry service for the top management of the care industry

Factsheet | careinvest-online.net

The specialist portal **careinvest-online.net** is aimed at executives and initiators of the care industry and reports on important market events, discovers market trends and new strategies, checks figures and data from competitors on the market, observes the global market development, comments on political trends and decisions.

The CARE Invest Newsflash reaches more than a thousand recipients from top management in the care industry every week and informs about current news, construction projects and annual reports from the industry.

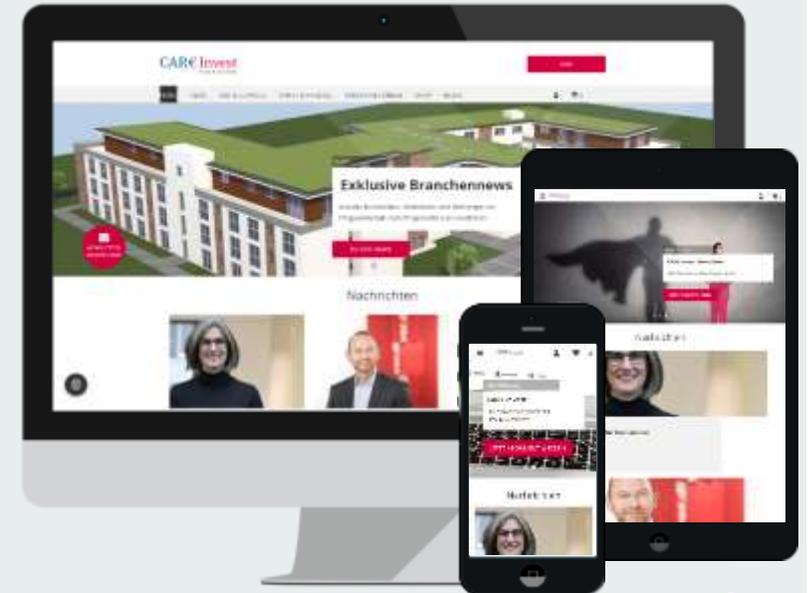
## Key data

### Target group

- Top Management of Care Groups
- Management and Owners of communal care institutions
- Investors / Financial Service Providers
- Real Estate for the Care industry

### Topics and sections

- Home
- Industry News
- Market & Finance
- Market Data & Downloads
- Events
- Job Center
- Vincentz Network



### Traffic

Page Impressions	12.583
Visits	5.972
Uniques	5.107
Newsletter	1.517

**cleanthinking.de** is a German-language online magazine with news and background information on environmentally friendly technologies (cleantech), smart home and the energy transition. Technical solutions that should help to achieve climate targets, keep Europe attractive as a business location and pave the way towards a circular economy with a green economy. As a business magazine, Cleanthinking is a combination of discussion and news channel with current reports as well as in-depth articles, interviews or company portraits.

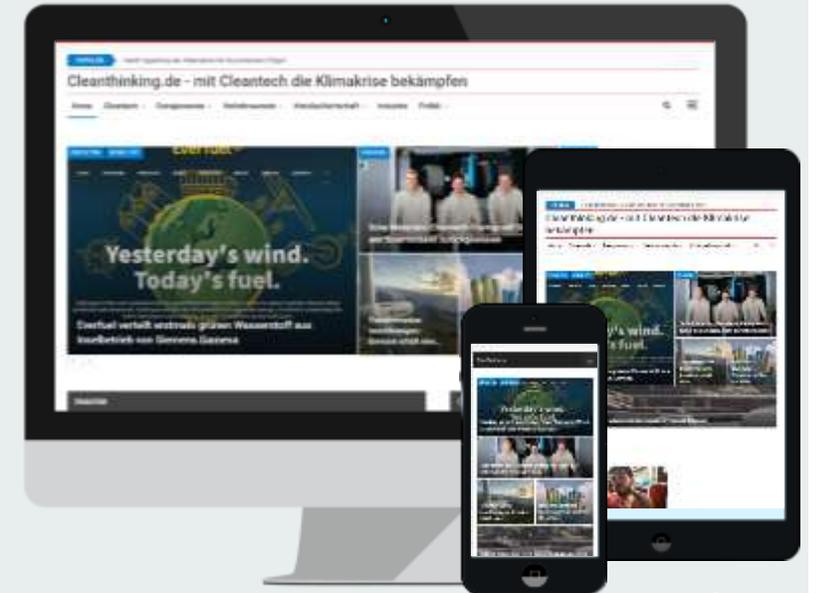
## Key data

### Target group

- Trade visitors from the cleantech Industries
- Decision-makers from business, politics, science, research, civil society, municipalities and the media
- Home owners and trades people

### Topics and sections

- Cleantech
- Energy
- Mobility
- Industry
- Economy & Politics



### Traffic

Page Impressions	21.523
Visits	18.547
Uniques	16.533

**compliance-manager.net** provides information on current developments in the area of compliance. The portal publishes news, specialist articles and guest contributions, which also provide insights into corporate practice and current discourse.

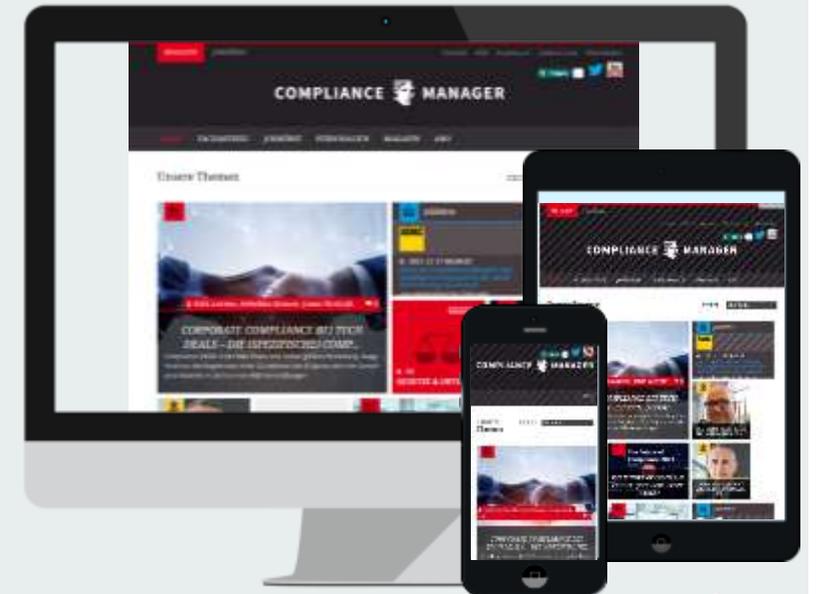
## Key data

### Target group

- Head of Compliance / CCO
- Compliance Manager
- Compliance Officer
- Compliance officers in banking, insurance, industry and trade

### Topics and sections

- Home
- Articles
- Job
- Dates
- Particulars
- Magazine



### Traffic

Page Impressions	5.626
Visits	1.950
Uniques	1.147
Newsletter	6.500

# Generalist and specialist for all questions relating to financial accounting

Factsheet | dashoefer.de/dasfibuwissen

**dasFiBuWissen** is a topic portal for specialists and executives from finance and accounting.

Here you will find specialist articles, overviews, checklists, videos, BMF letters and BFH judgments on the topics of VAT, payroll accounting, corporate taxes as well as accounting and annual financial statements.

## Key data

### Target group

- Financial accountant
- Controller
- Head of Accounting

### Topics and sections

- Home
- The offer
- Accounting
- Payroll accounting
- Sales tax
- Corporate taxes



### Traffic

Page Impressions	403
Visits	218
Uniques	182

**dejure.org** is a free legal information portal founded in 2000. With more than 10 million hits per month, it is one of the most frequently used legal services in Germany.

**dejure.org** includes an extensive legal database with more than 300 laws, including Federal Law Gazette and explanatory memorandums, as well as a case law database with over 1,900,000 decisions as a searchable, up-to-date evidence database. The offer is rounded off by a job market.

businessAD exclusively markets the laws from the departments of labour, tax and insurance law:

<https://dejure.org/gesetze/ArbGG> ff

<https://dejure.org/gesetze/FGO> ff

<https://dejure.org/gesetze/VVG> ff

## Key data

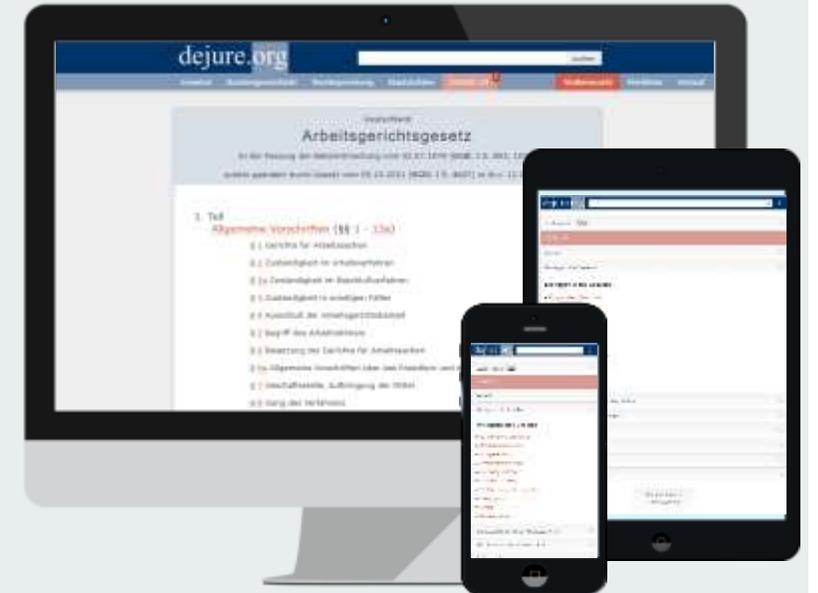
### Target group

- Lawyers
- Attorneys
- Judges
- Students of Law
- Consultants

### Topics and sections

- Laws
- Federal Law Gazette
- Jurisdiction
- News
- Job market

\* anteilig der vermarktaren Seitenaufrufe



 Traffic-Anteil	Arbeits- & Steuerrecht	Versicherungsrecht
Page Impressions	536.034	100.000
Visits	180.326	40.000
Uniques	83.484	17.000

# The reknowned internet magazine for the financial sector

Factsheet | der-bank-blog.de

**The Bank Blog** is the renowned Internet magazine for the financial sector and has been reporting on the latest and fundamental news about banks and financial service providers since 2010.

Among other things, the Bank Blog highlights trends for banks and savings banks such as digitization, innovation, social media, customer service, strategy and other management topics.

**Der Bank Blog** – Trends and strategies for financial services

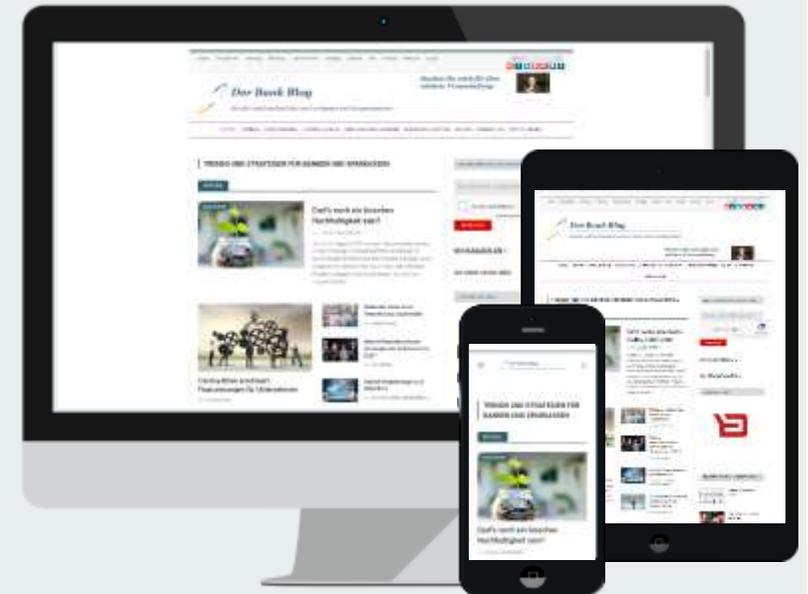
## Key data

### Target group

- Executives and employees of banks, savings banks and other financial service providers
- Executive Board / Managing Director / Owner in the financial sector
- Head of Division / Head of Department / Group Leader in the Financial Sector
- Financially interested users

### Topics and sections

- Management
- Strategy
- Studies & Research
- Digital Banking
- Marketing
- Social Media



### Traffic

Page Impressions	27.341
Visits	22.921
Uniques	21.658

# The leading portal for investors and entrepreneurs in digital business

Factsheet | deutsche-startups.de



**deutsche-startups.de** informs daily about news from the German Internet start-up scene. Interviews, portraits of individual startups and founders as well as market overviews of interesting segments complement the daily news. Background information on investors and business angels as well as guest contributions by well-known founders and other Internet personalities round off the comprehensive range of information on German start-ups.

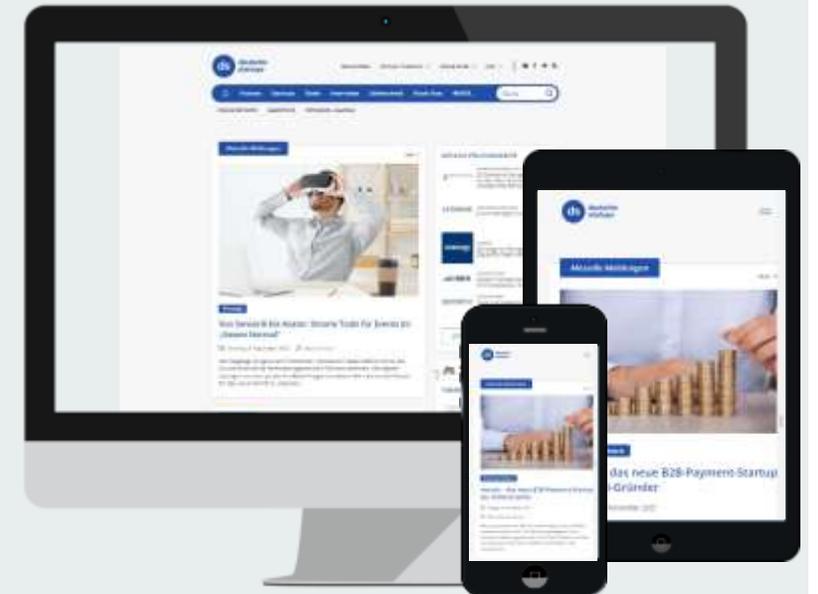
## Key data

### Target group

- Web developers, portal operators
- Founders
- Venture capital providers, investors
- Web shop operators

### Topics and sections

- Start-ups
- People
- Deals
- Know How
- Software & IT
- Interviews



### Traffic

Page Impressions	269.435
Visits	172.188
Uniques	200.000



# \*Devicemed.de – The portal for decision-makers in the medical technology industry

Factsheet | devicemed.de

**DeviceMed** is the leading German-language trade magazine for manufacturers of medical technology products and their suppliers. The associated portal **devicemed.de** is aimed at decision-makers at medical device manufacturers and suppliers in the areas of: development, design, production, quality assurance, purchasing, company management.

With a focus on industrial practice, all industry-relevant information is concentrated in one magazine in the Design, Manufacturing and Management departments. Unique market overviews give readers a clear picture of the available offers.

## Key data

### Target group

- Decision-makers from all areas at medical device manufacturers and their suppliers

### Topics and sections

- Scene
- Management
- Construction
- Manufacturing
- Regulatory
- Research



### Traffic

Page Impressions	71.000
Visits	48.356
Uniques	44.860



# DMM – No. 1 for enterprise mobility planners and buyers

Factsheet | dmm.travel



**dmm.travel** is the online presence of the only print specialist publication for corporate mobility (Business Travel, Company Car, MICE) in the DACH region.

**DMM** is the first source of information and background information from the enterprise mobility industry, as well as a guide to more efficient business travel, business car and event management.

**DMM** reaches important decision-makers and multipliers of the business travel, business car and MICE industries directly and without loss of reach.

## Key data

### Target group

- Owner, Managing Director (CEO's)
- Decision-makers in medium-sized companies/corporations
- Senior executives, executives
- Fleet and Travel Manager

### Topics and sections

- Business trips
- Company car & bus
- Aviation, Rail, Shipping
- Hotel and MICE
- Legal & Taxes
- Staff
- IT and communication



### Traffic

Page Impressions	19.037
Visits	12.837
Uniques	11.029

**ecomento.de** is the large and up-to-date electric car & e-mobility medium for German-speaking countries. The portal offers all important and everyday information on electric cars, modern and environmentally friendly mobility as well as CO2 and sustainability.

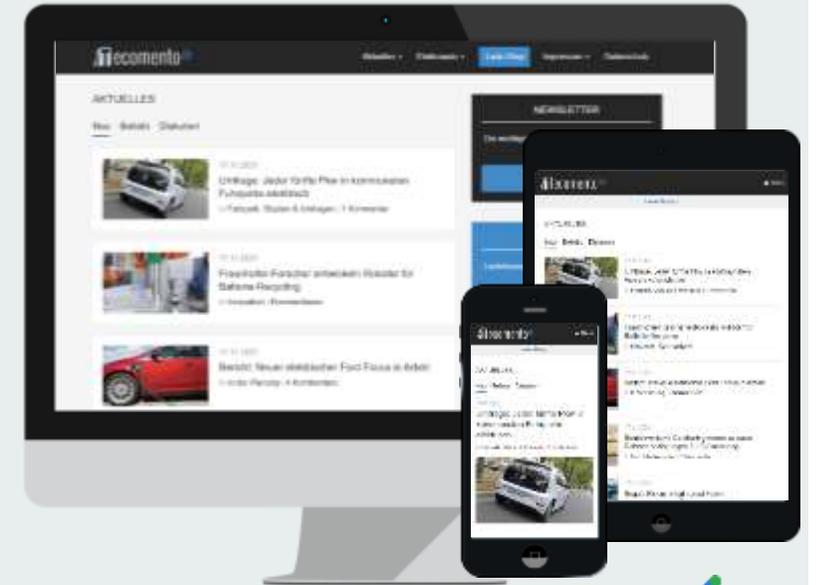
## Key data

### Target group

- Fleet decision-makers
- Automotive industry
- Energy & Finance
- Early adopters

### Topics and sections

- News
- Electric cars
- Electric vans
- Environment
- More (hydrogen vehicle / hybrid vehicles)



### Traffic

Page Impressions	495.125
Visits	239.745
Uniques	138.114
Newsletter	4.000

# News & developments from the world of e-mobility at a glance

Factsheet | elektroauto-news.net

**elektroauto-news.net** has been offering presentations of current and future electric and hybrid car models since March 2011. The portal presents daily information on dates of trade fairs, exhibitions and events on the subject of electromobility.

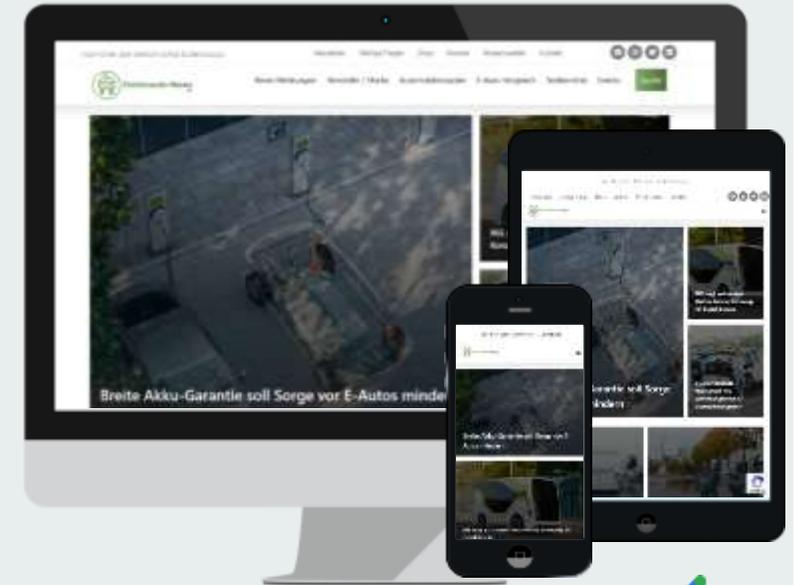
## Key data

### Target group

- Fleet decision-makers
- Automotive industry
- Energy & Finance
- Early adopters

### Topics and sections

- News
- Manufacturers / Brands
- Industry
- Reviews
- Events
- Podcast



### Traffic

Page Impressions	456.408
Visits	299.500
Uniques	189.354
Newsletter	15.400

# \*Elektronik Praxis – expertise for electronics professionals

Factsheet | [elektronikpraxis.vogel.de](http://elektronikpraxis.vogel.de)

**ELEKTRONIKPRAXIS Digital** is the Internet offer of the trade magazine of the same name for knowledge transfer and communication between electronics professionals in industry and research. In subject-specific topic channels, the reader will find news, technical articles, new products and solutions for his challenges. The content is complemented by white papers and webinars. In addition, attractive offers such as specialist and discussion forums, a company database and media library are available to the user.

**ELEKTRONIKPRAXIS** informs hardware and software developers, buyers, specialists for assembly and connection technology as well as assembly production and decision-makers in the electronics industry in German-speaking countries.

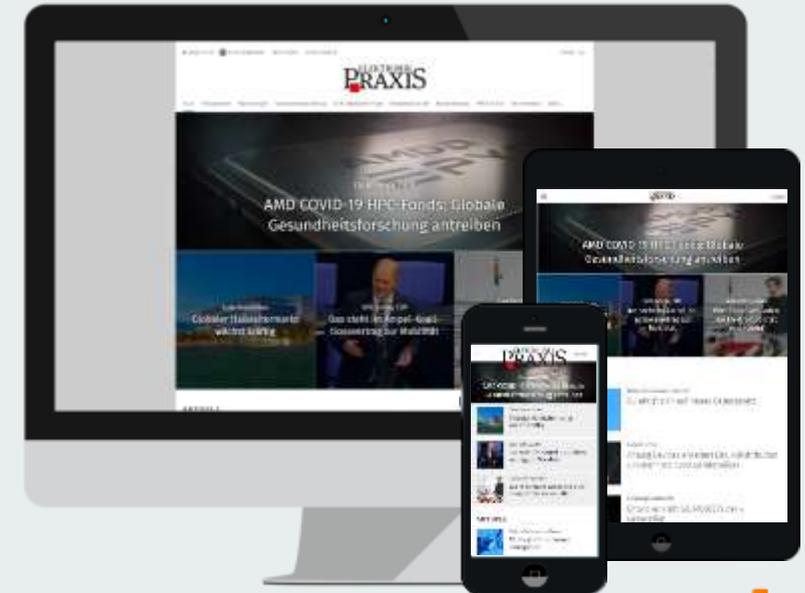
## Key data

### Target group

- Hardware Developers
- Software developer
- Buyer
- Technical Managers
- Manufacturing experts in industrial electronics

### Topics and sections

- Hardware Development
- AI & Intelligent Edge
- Technology trends
- Embedded & IoT
- Electronics
- Career



### Traffic

Page Impressions	296.000
Visits	201.595
Uniques	187.024



**ELEKTROTECHNIK.DE** is the Internet offer of the trade magazine of the same name for decision-makers, planners, project planners, designers and developers in automation technology, mechanical engineering, electrical engineering, electronics, I&C technology.

Readers will find the most important trends and developments in automation - attractive, compact and user-oriented. Suppliers of components, systems and solutions for automation reach their target groups via print editions, the content portal, newsletters as well as Xing, Facebook and Twitter.

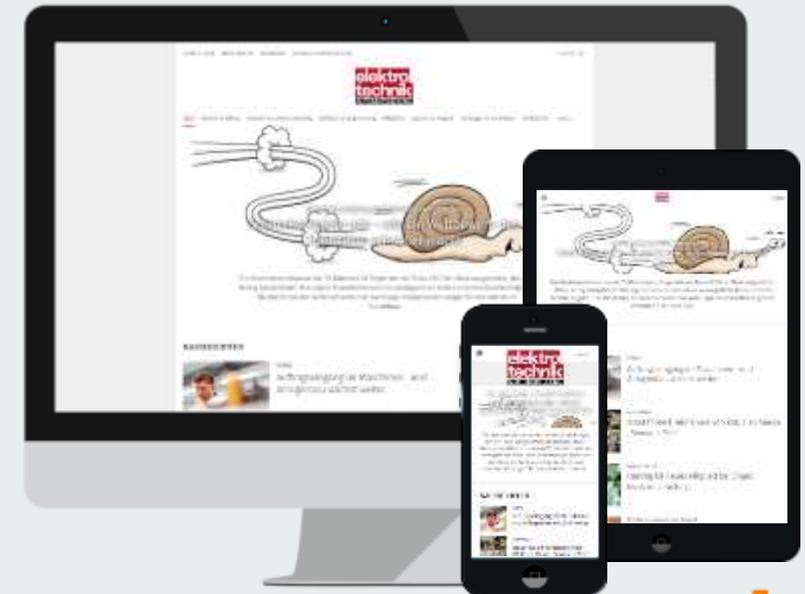
## Key data

### Target group

- Electrical designers
- Planner and project planner
- Production Engineers
- Technical Management

### Topics and sections

- Motion & Drives
- Robotics & Automation
- Software & Engineering
- Taxes and regulations
- Supply and Connect
- News / Specials



### Traffic

Page Impressions	99.000
Visits	67.425
Uniques	62.552
Newsletter	12.500



Google Analytics

# The portal for applied electromobility

Factsheet | [emobilitaet.online.de](http://emobilitaet.online.de)

**emobilitaet.online** is the industry and information portal for electromobility in German-speaking countries.

Many companies or their commitment to and products in the field of electromobility are still unknown. In addition, there is a lack of a nationwide competence atlas of active companies in which suppliers, service providers and cooperation partners can be searched for.

The portal has set itself the task of changing this and networking the industry.

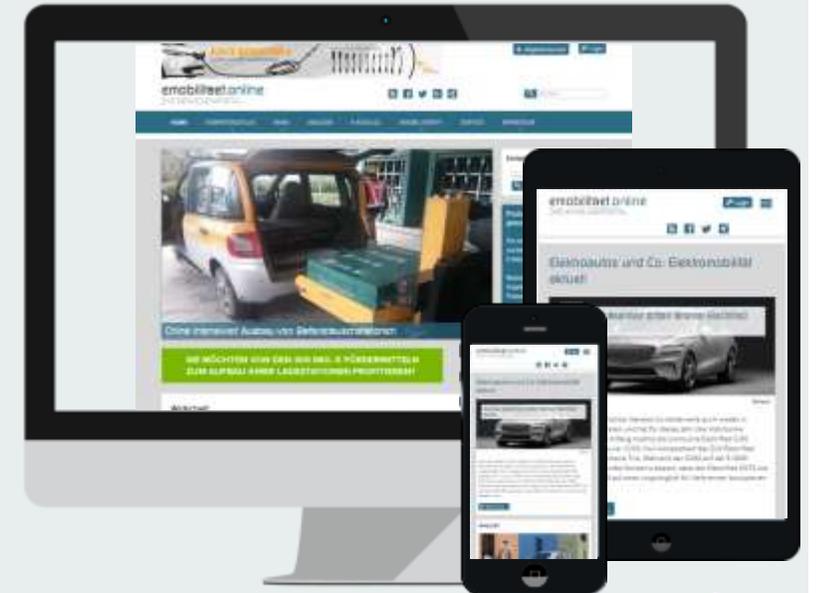
## Key data

### Target group

- Fleet decision-makers
- Automotive industry

### Topics and sections

- News
- Manufacturer / Supplier
- Competence Atlas
- Job market
- Magazine
- E-catalogue
- Emobilversity



### Traffic

Page Impressions	5.761
Visits	3.191
Uniques	2.464

# The guide for free professions, freelancers and self-employed

Factsheet | [erfolg-als-freiberufler.de](http://erfolg-als-freiberufler.de)

**erfolg-als-Freiberufler.de** is a guide with practical tips and advice for freelancers. Even self-employed people who run a business as a business will find numerous, interesting articles at [erfolg-als-freiberufler.de](http://erfolg-als-freiberufler.de).

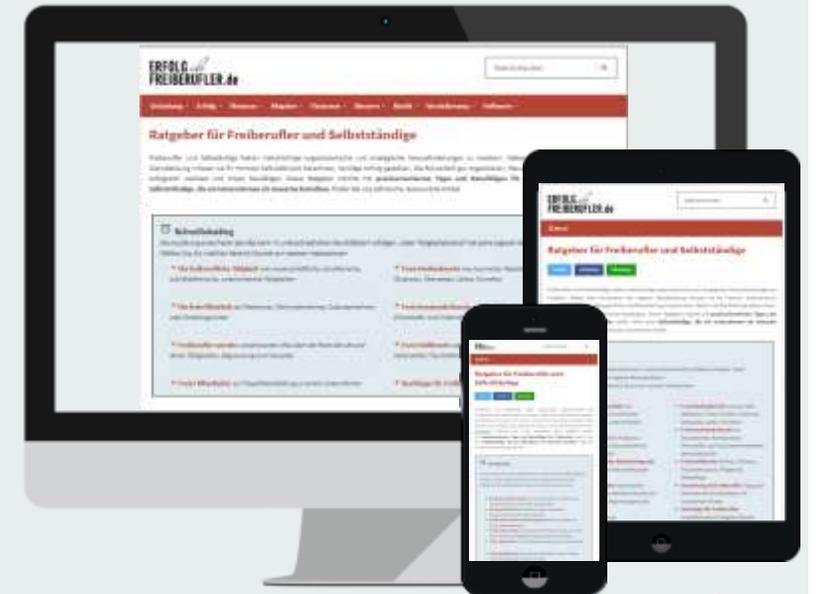
## Key data

### Target group

- Freelancers
- Entrepreneurs
- Independent consultants
- Business & Tax Advisors
- Accountant

### Topics and sections

- Homepage
- Foundation
- Acquisition
- Finances
- Steer
- Right
- Insurance



### Traffic

Page Impressions	18.522
Visits	11.706
Uniques	9.291

**eurotransport.de** is an online portal of ETM Verlag, one of the leading information providers in the transport, traffic and logistics industry. The website provides news and reports on technology, business, logistics, transport, politics, laws and events for its readers. The editorial team reports directly on site from SCM and logistics. The readers are decision-makers from industry, trade and services.

**ETM Verlag** is one of the leading publishers in the transport and commercial vehicle industry. In addition to eurotransport.de, the publishing house also runs the online portal firmenauto.de and 14 trade journals, special publications and customer magazines.

## Key data

### Target group

- Management and specialist personnel in freight forwarders, transport companies, own account transport and vehicle construction
- Truck and professional drivers

### Topics and sections

- Logistics
- Vehicles
- Driver
- Blogs
- Events
- Service



### Traffic



Page Impressions	549.409
Visits	200.025
Uniques	60.000
Newsletter	6.595

# Farbe und Lack - The Trade Portal for the German Paint, Lacquer and Coating Industry

Factsheet | farbeundlack.de

FARBEUNDLACK

The online presence of the trade magazine **FARBE UND LACK** acts as a competent information and knowledge provider and provides the latest trends and information from the German paint and coatings industry as well as from the international coatings markets.

**Farbeundlack.de** is present in all areas of the company across functions: Experts in laboratory, production and management in Germany/Austria and Switzerland have valued and trusted PAINT AND VARNISH for more than 125 years.



VINCENTZ

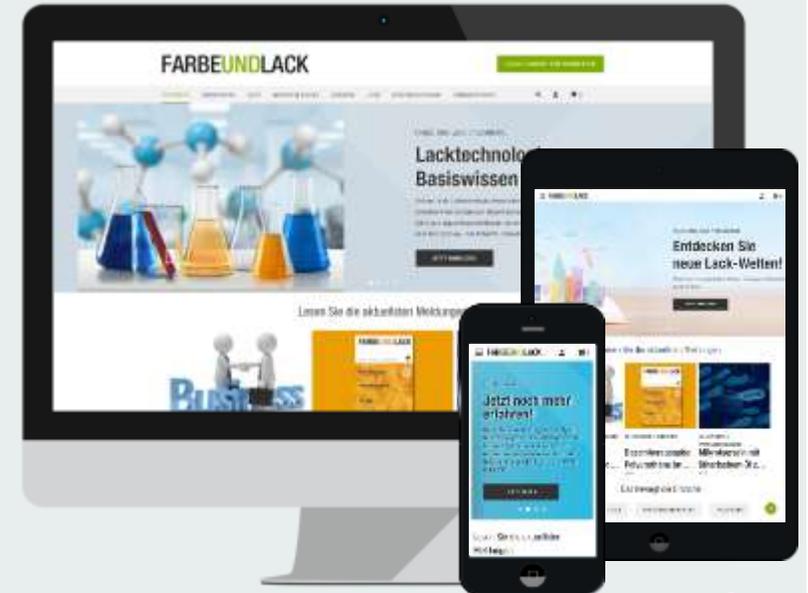
## Key data

### Target group

- Manufacturers
- Suppliers
- Industry associations, consultants
- Academic world

### Topics and sections

- Home
- Market & Industry
- Science & Technology
- Publications
- Events
- Raw material database
- Jobs



### Traffic

Page Impressions	24.045
Visits	10.671
Uniques	9.701
Newsletter	24.608

# The Portal for Financial Intermediaries and Brokers

Factsheet | finanzwelt.de

finanzwelt

**finanzwelt.de** is the website of **finanzwelt**, the trade magazine for financial intermediaries. finanzwelt & finanzwelt.de are the recognized interface between providers and intermediaries and represent the interests of financial sales.

The users are for the most part, financial service providers: multiple agents, insurance brokers, financial and banking advisors, asset managers, fee consultants, distributors, family offices and pools as well as managers in bancassurance companies, insurance and investment companies.

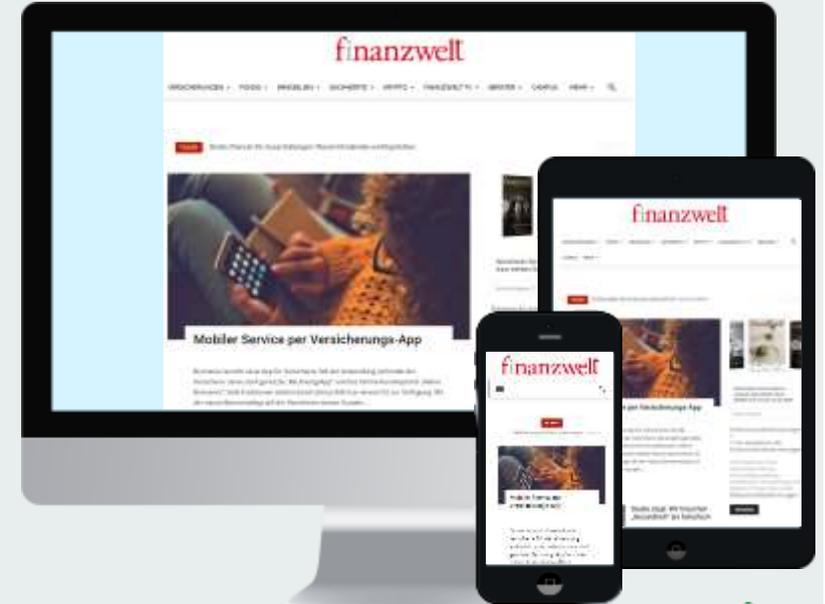
## Key data

### Target group

- Financial services providers, brokers
- Bank and fund managers
- Insurance and investment companies
- Initiator and certificate issuers
- Tax advisors

### Topics and sections

- Insurances
- Fund
- Real estate
- Property
- Advisor
- Fintech
- Market overview
- Panorama
- Law
- Dates



### Traffic

Page Impressions	22.692
Visits	17.019
Uniques	10.980
Newsletter	17.800

# Firmenauto.de - The portal for fleet and mobility

Factsheet | firmenauto.de

**firmenauto.de** is an online portal of ETM Verlag to the print magazine of the same name and offers information about company cars, fleet management and finances. **firmenauto.de** is all about the business vehicle and the mobility of a company's employees. The editorial team addresses fleet managers with their practical tests of commercially used vehicles, market overviews, exclusive practical reports and purchase recommendations.

In addition to the range of vehicles in the individual segments, cost optimization, new vehicle technology and changing framework conditions are also presented. Thus, the management contributions help fleet managers in the long term to manage the fleet and to better control their fleet management.

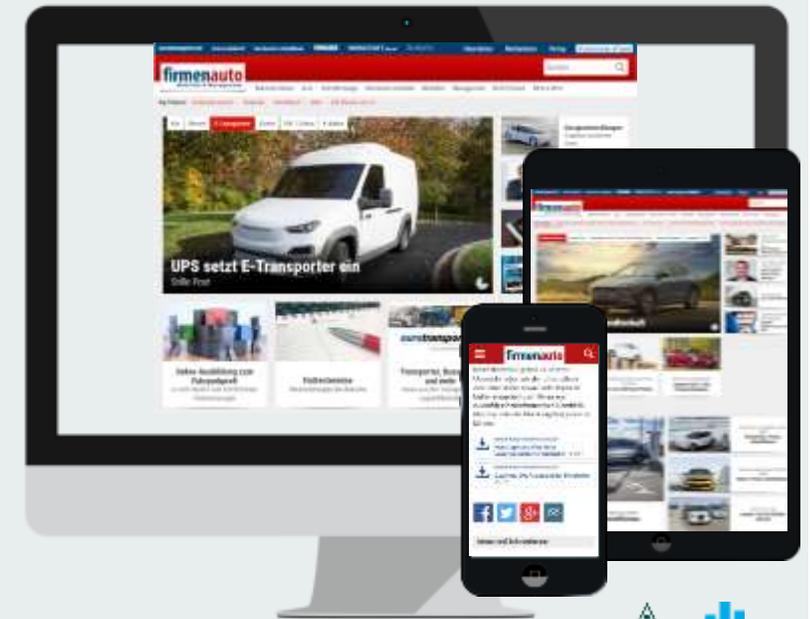
## Key data

### Target group

- Fleet Managers
- Decision-makers in large companies

### Topics and sections

- Industry News
- Car
- Commercial vehicles
- Alternative drives
- Mobility
- Management
- Legal/Taxes
- Who is Who



### Traffic

Page Impressions	158.394
Visits	68.714
Uniques	40.000



# The information and news portal for founders and entrepreneurs

Factsheet | foerderland.de

**foerderland.de** is an information and news portal for founders and entrepreneurs. In addition to up-to-date and informative reports on the German start-up landscape, innovative start-ups, young companies, investors and the general start-up activity are the focus of the reporting.

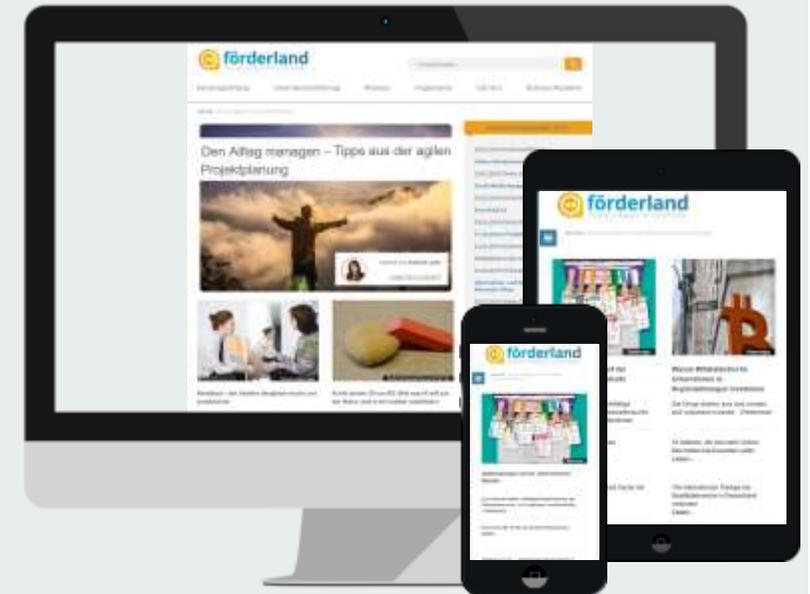
## Key data

### Target group

- Founders
- Self-employed entrepreneurs
- Managerial staff
- Medium to senior executives

### Topics and sections

- Business
- Management
- Finances
- Organize
- Career



### Traffic

Page Impressions	53.106
Visits	36.897
Uniques	14.700
Newsletter	8.000

# Gabler Banklexikon Online – The knowledge of the experts

Factsheet | gabler-banklexikon.de

**Gabler-Banklexikon.de** provides precise answers in about 8,500 keywords to questions on all important topics of money, banking and stock exchange - written by 100 proven experts and continuously editorially checked - since 1953. It thus brings structure to the increasingly complex world of the banking industry and classifies the manifold changes in the financial world in a meaningful way. Springer Gabler thus puts expert knowledge online that is scientifically citable and differs from the growing supply of unsecured knowledge in the form of free content on the Internet that has not been further examined.

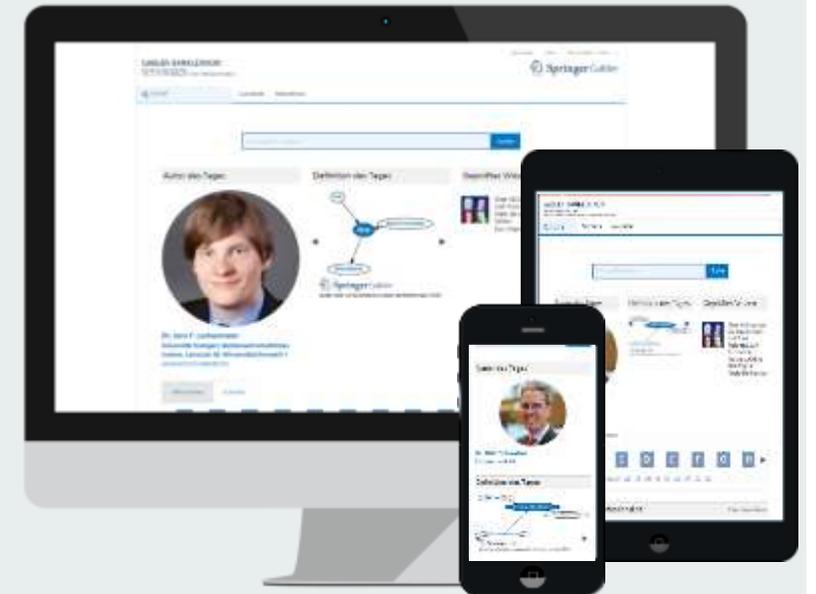
## Key data

### Target group

- Academics, High Potentials and Young professionals from the Money, banking and stock exchanges

### Topics and sections

- Banking
- National economy
- Banking



### Traffic

Page Impressions	53.787
Visits	20.000
Uniques	18.000

**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	26.640.083
Visits	12.846.219
Uniques	3.900.000
Newsletter	31.000



# Recipes for success for startups and companies

Factsheet | gruenderkueche.de

**gruenderkueche.de** is a portal for founders, start-ups, investors and entrepreneurs.

The gruenderkueche team publishes news, events and specialist articles on entrepreneurship every week, which are written by the in-house editorial team.

Thus, the portal provides well-founded "recipes" for successful self-employment.

## Key data

### Target group

- Founders and startups
- Companies and SMEs
- Incubators
- Investors and business angels

### Topics and sections

- News
- Articles
- Founders' Talk
- Startup Guide
- Events
- Recommendations



### Traffic

Page Impressions	281.102
Visits	234.441
Uniques	94.407

**gruenderlexikon.de** has been the knowledge portal for more than 15 years and the first point of contact for start-ups, the self-employed, freelancers and decision-makers of small and medium-sized enterprises (SMEs).

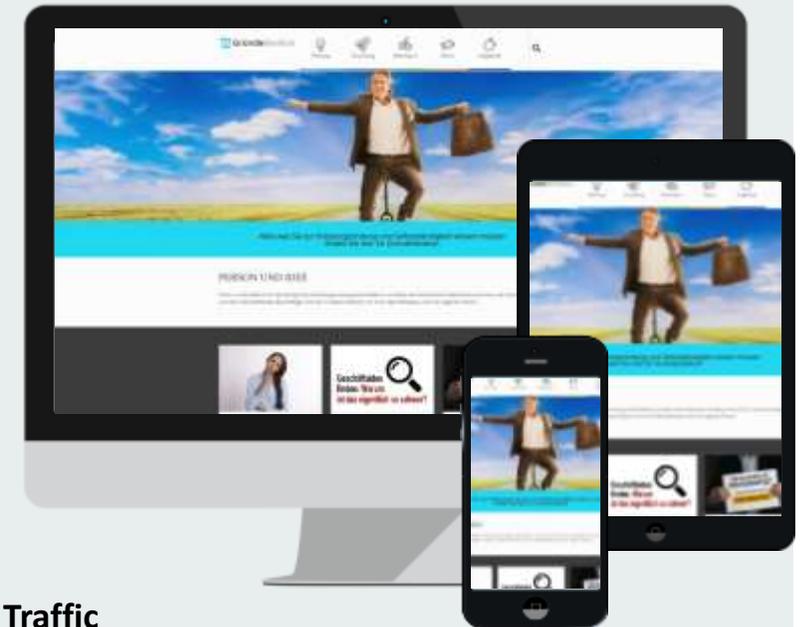
## Key data

### Target group

- Start-ups
- Self-employed entrepreneurs
- SME decision-makers
- Freelancer

### Topics and sections

- News
- Interviews
- Know-How
- Business
- Financing
- Management



### Traffic

Page Impressions	123.375
Visits	80.637
Uniques	63.494

# The portal for the green start-up scene

Factsheet | gruene-startups.de

**gruene-startups.de** informs about new start-ups in Germany from the green sector. Relevant focal points are, for example, start-ups in the field of renewable energies or e-mobility. In addition to reports on new start-ups, the portal also offers directories of investors and economic promoters, informs about current events and provides interesting know-how for founders.

## Key data

### Target group

- Founders
- Venture Capital Providers / Investors
- Interested in the green start-up industry

### Topics and sections

- Updates
- Startup Directory
- Know-how
- People
- Startup Events
- Green Degree Programmes
- Green Jobs



### Traffic

Page Impressions	2.541
Visits	1.626
Uniques	813

# The specialist portal for the management of outpatient nursing and geriatric care

Factsheet | haeusliche-pflege.net

**Home Care** has been the only monthly journal for the management of professional outpatient geriatric and nursing care since 1992. The core target group are managing directors and nursing service managers of outpatient care services.

**haeusliche-pflege.net** is the specialist portal of the same name for the management of outpatient nursing and geriatric care and accompanies those responsible effectively and professionally in their versatile working environment.

The magazine and portal are published by Vincentz Verlag Hannover, the leading publishing house for the nursing professions in Germany.



VINCENTZ

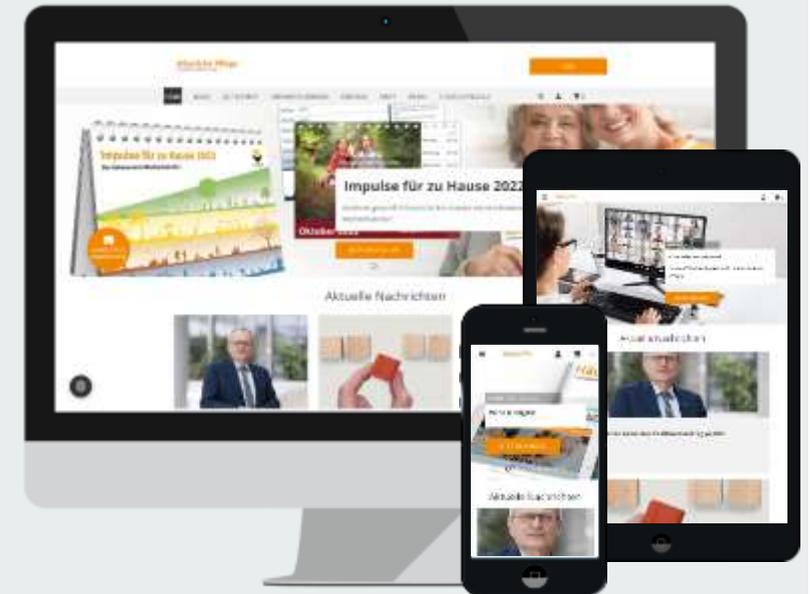
## Key data

### Target group

- Management of outpatient health and care for the elderly

### Topics and sections

- Home
- Magazine
- Management / Legal
- Intensive
- Career Center / Events
- Services / Shop



### Traffic

Page Impressions	16.300
Visits	12.586
Uniques	9.718
Newsletter	16.920

**Haufe.de** is the central digital platform of the Haufe Group Freiburg and one of the largest B2B offerings in the German trade media market. A wide variety of B2B topics are bundled on haufe.de, such as human resources, law, controlling, taxes, real estate, occupational safety, social services and compliance.

**Haufe.de** can be booked run-of-site, at category level or as part of a B2B segment or the channel Mittelstand. All content is characterized by high editorial quality. Print magazines are also published on many topics.

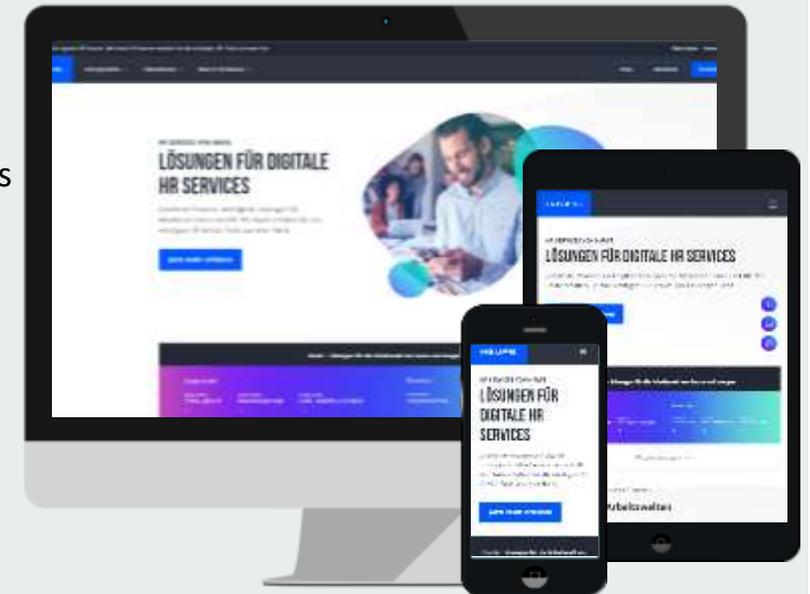
## Key data

### Target group

- Business decision-makers, specialists & executives from the respective target markets or corporate functions

### Topics and sections

- Government
- Controlling
- Tax
- Real Estate
- Social Services
- Security
- Compliance
- Law
- HR
- Finance



### Gesamt-Traffic Haufe.de



Page Impressions	11.615.224
Visits	7.609.431
Uniques	5.700.000

# Haufe.de Section: Occupational health and safety

Factsheet | haufe.de/arbeitsschutz

The portal for occupational safety and health experts combines Haufe's proven expertise with Germany's largest network of occupational safety experts.

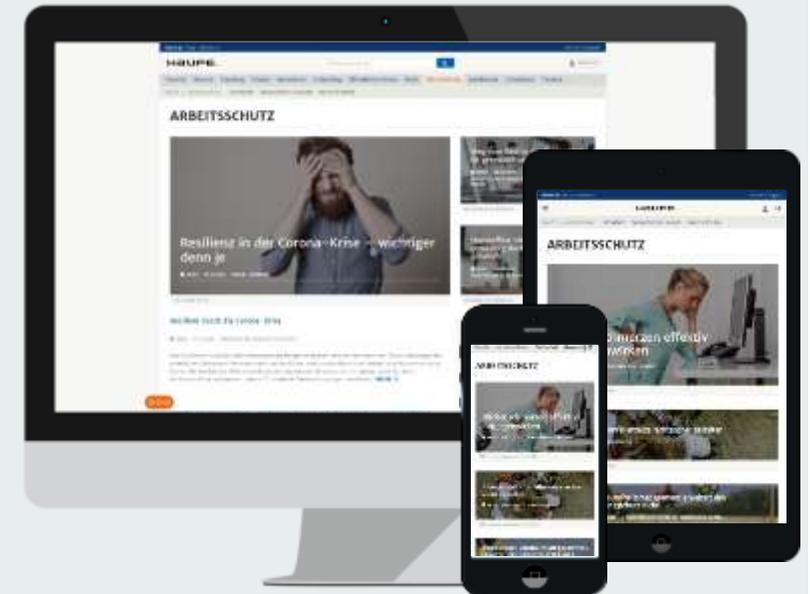
## Key data

### Target group

- Occupational safety specialists
- Security administrator
- HR decision-makers
- Entrepreneur and Managing Director

### Topics and sections

- Safety
- Health & Environment
- Law & Politics



### Traffic

Page Impressions	216.659
Visits	139.780



The **haufe.de/compliance** portal provides a daily overview of the most important news, legal developments and judgments relating to compliance and risk management. Top topics, daily news and series offer in-depth information beyond up-to-date information. In addition, the job market compliance and further training offers can be accessed via the portal. Use your advertising to reach compliance officers in companies in German-speaking countries.

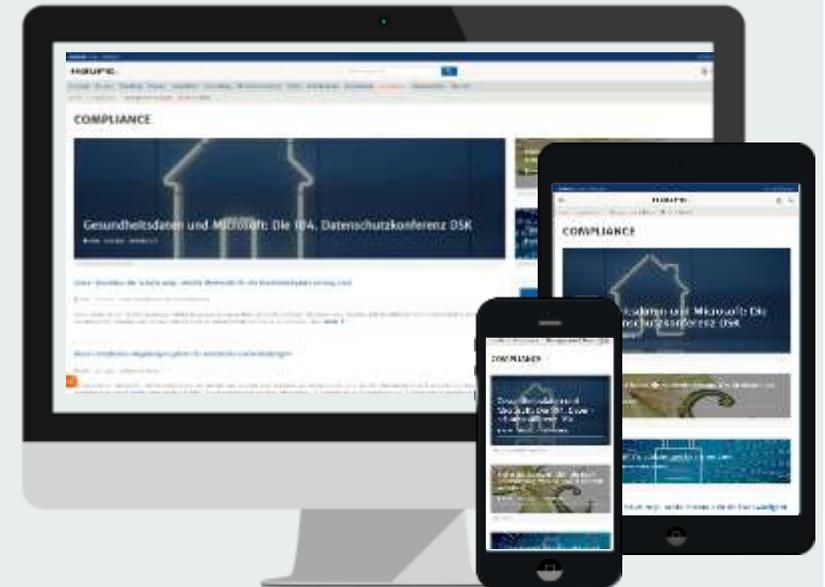
## Key data

### Target group

- Compliance Officers
- Management
- Boards
- Senior executives in the field of:
  - Human resource management
  - Right
  - Technology
- Commercial Management

### Topics and sections

- Management & Practice
- Law & Politics



### Traffic

Page Impressions	80.489
Visits	51.928



Reach the target group of controllers throughout German-speaking countries. As highly skilled analysts, controllers are the most important advisors to managers and company management. They accompany the management process of operational objectives, planning, control, implementation and influence all investments and business decisions.

The portal for controllers combines Haufe's proven expertise with Germany's largest network for controlling experts.

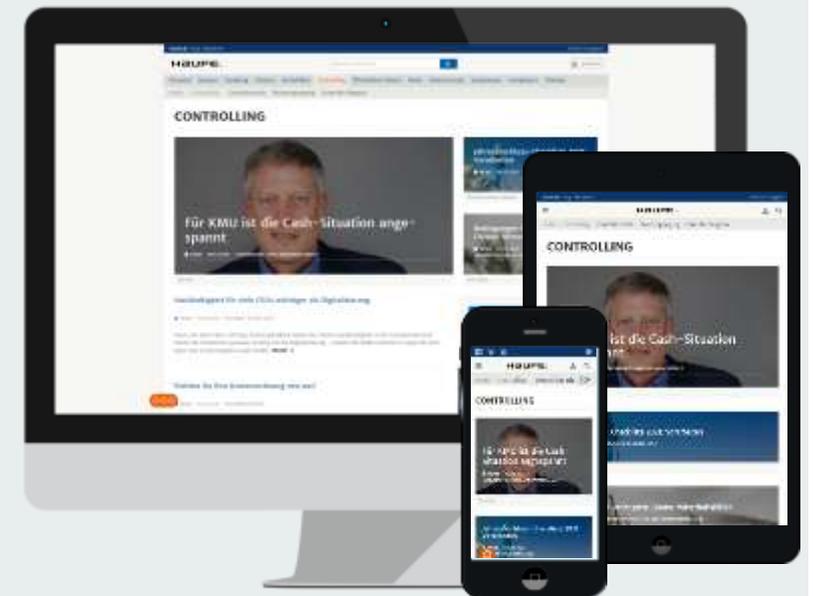
## Key data

### Target group

- Heads of Controlling
- Chief Financial Officers (CFO)
- Commercial Management
- Controllers
- Specialists in the Controlling department

### Topics and sections

- News
- Controlling in practice
- Accounting
- Controller Magazine



### Traffic

Page Impressions	80.318
Visits	51.818



On the portals **haufe.de/finance**, **haufe.de/steuern**, **haufe.de/recht** and **haufe.de/compliance** you will receive up-to-date information with a focus on legislation, case law, accounting, accounting, financial administration, taxes and law firm management. Top topics and news series also provide further information and important legislative or tax changes.

The portal for accounting experts combines Haufe's proven expertise with Germany's largest network of accounting experts.

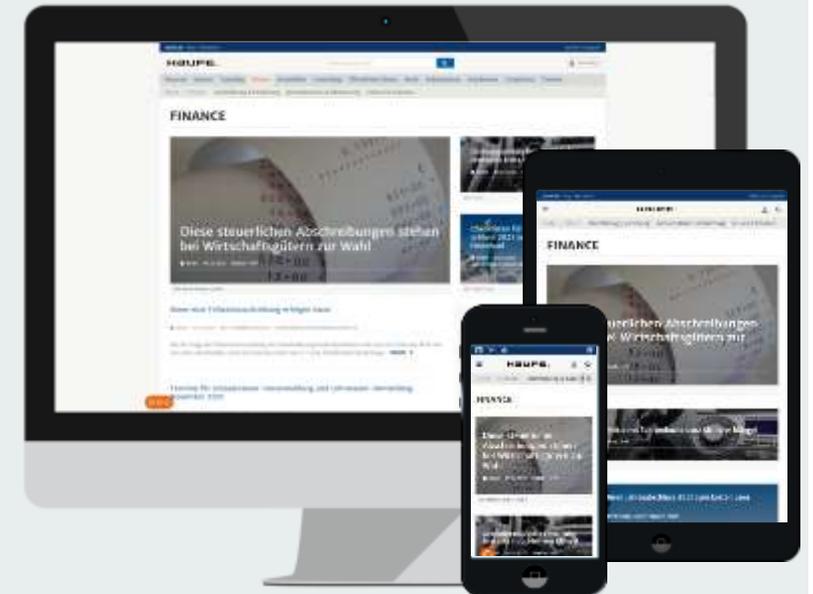
## Key data

### Target group

- Heads of Accounting
- Corporate Financial Professionals
- Accountants
- Tax advisors and tax experts
- Auditors
- Commercial Director and CFOs

### Topics and sections

- Accounting
- Assignment
- Annual accounts
- Accounting
- Tax & Finance



### Traffic

Page Impressions	2.562.216
Visits	1.653.043



Haufe's topical portals for the real estate and housing industry offer quick and convenient access to all the latest specialist news and information. You can easily keep track of relevant news, top topics and further content. In addition, the job market, the provider check, further training offers and the real estate trade journals can be called up via the portal.

Reach decision-makers from the housing and real estate industry in German-speaking countries with your online campaigns.

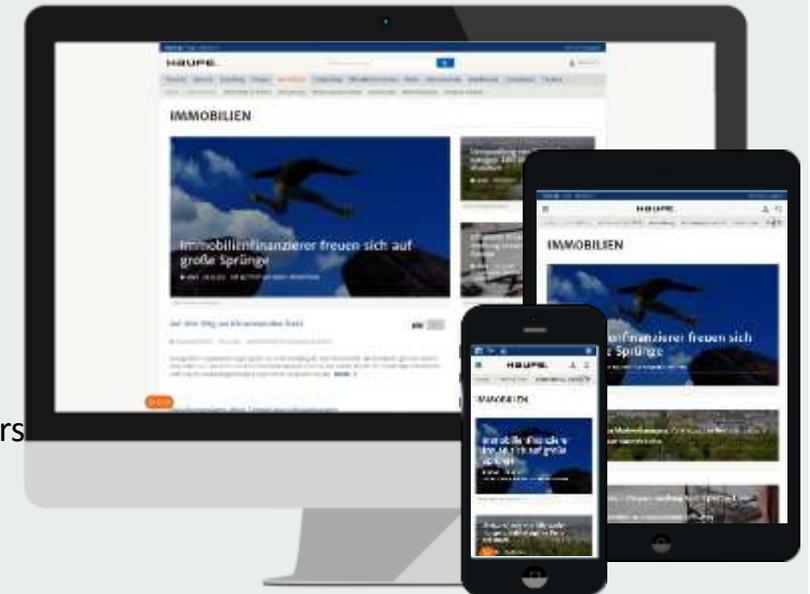
## Key data

### Target group

- Real estate agents, real estate agents, real estate developers
- Housing companies
- Construction companies & cooperatives, settlement companies
- Real Estate Investors
- Real estate service providers, facility managers, real estate financiers, cities & municipalities

### Topics and sections

- Economy & Politics
- Administration
- Housing industry
- Investment and market analysis
- Projects and Deals



### Traffic

Page Impressions	535.555
Visits	345.519



# Haufe.de Section: Public service

Factsheet | haufe.de/oeffentlicher-dienst

Municipalities significantly influence and shape public life in cities and municipalities. Reach decision-makers in public life where the target group informs itself. Portal **haufe.de/oeffentlicher-dienst** is a strong partner for your campaign.

The portal for experts from the public sector combines Haufe's proven expertise with Germany's largest network for the public sector.

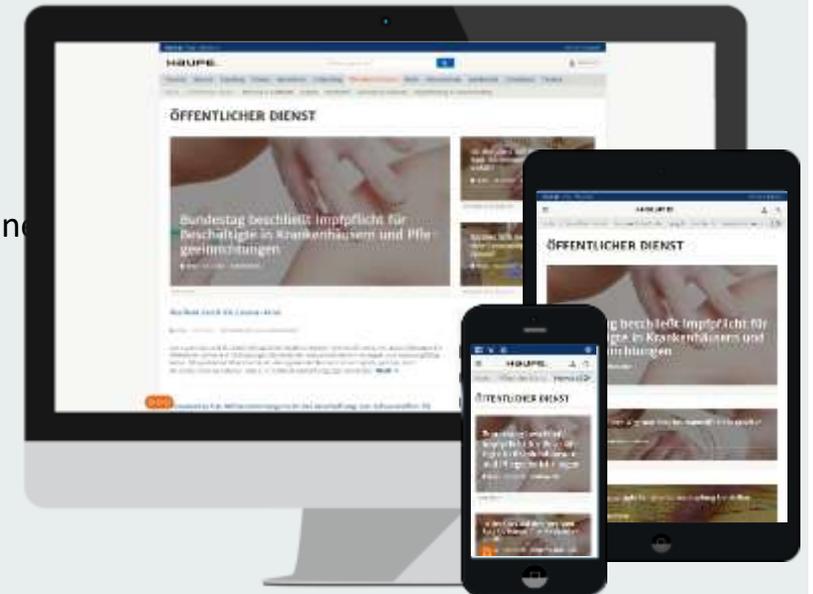
## Key data

### Target group

- Heads of Human Resources and Personnel Administrator
- HR administrators in the public sector Personnel consultants, lawyers, staff councils, mayors,
- Heads of Accounting Office, Auditors
- Employees from combing, cash register and auditing

### Topics and sections

- Personnel & Collective Bargaining Law
- Hire
- Social legislation
- Budget & Finance



### Traffic

Page Impressions	669.445
Visits	431.900



The portal for **HR professionals** combines Haufe's proven expertise with Germany's largest network for HR experts. The corresponding print title is the magazine **personalmagazin**, Germany's leading title for HR management.

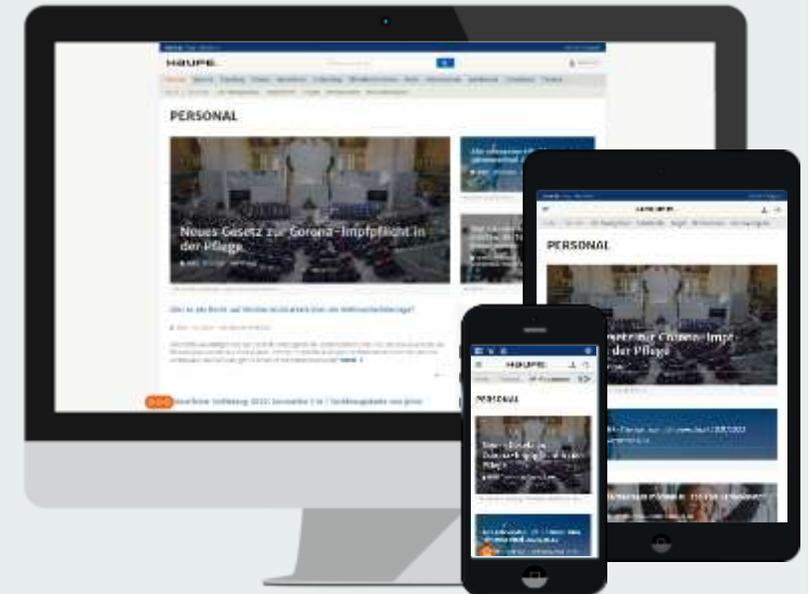
## Key data

### Target group

- Human Resources Decision-Makers
- Personnel Developers
- Experts for further education and e-learning

### Topics and sections

- HR-Management
- Labour law
- Remuneration
- Personnel scene



### Traffic

Page Impressions	2.403.304
Visits	1.550.519



The portal for social security institutions combines Haufe's proven expertise with up-to-date information for efficient work.

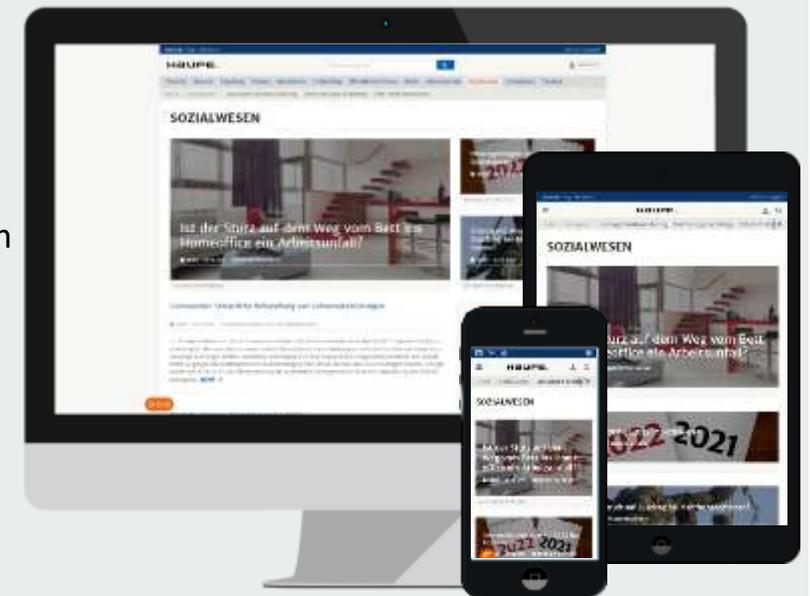
## Key data

### Target groups

- Remuneration calculator, tax consultant
- Employees at social security institutions
- Specialist lawyers and lawyers with a focus on social law

### Topics and sections

- Social security benefits
- Insurance & Contributions
- SGB Law Municipal



### Traffic

Page Impressions	326.904
Visits	210.906



On the portals **haufe.de/finance**, **haufe.de/steuern**, **haufe.de/recht** and **haufe.de/compliance** you will receive up-to-date information with a focus on legislation, case law, accounting, financial administration, tax and law firm management. Top topics and news series also provide further information and important legislative or tax changes.

The portal for tax experts combines Haufe's proven expertise with Germany's largest network for tax experts.

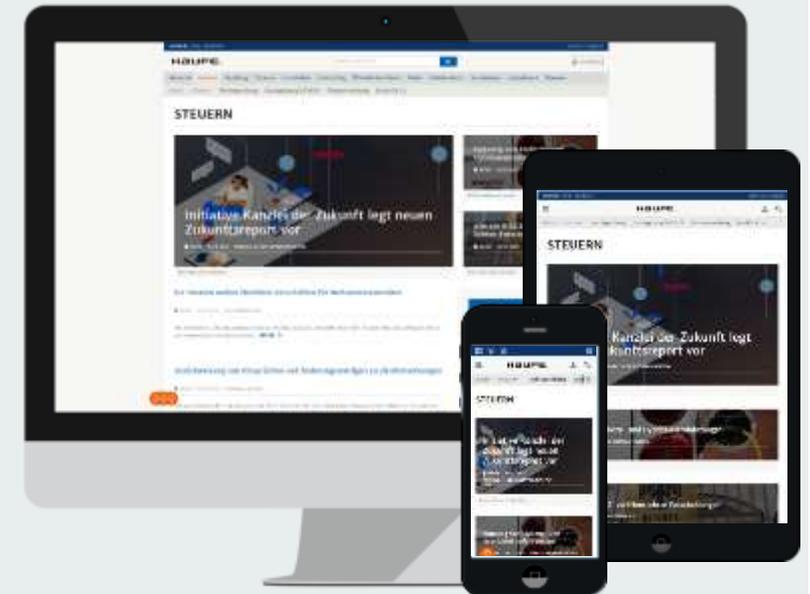
## Key data

### Target groups

- Tax advisors and tax experts
- Specialists in tax firms
- Specialist lawyers for tax law
- Heads of Accounting
- Auditors

### Topics and sections

- News
- Steer
- Financial management
- Law Firm & Co
- Jurisdiction
- Legislation & Policy



### Traffic

Page Impressions	908.569
Visits	586.174



On the portals **haufe.de/finance**, **haufe.de/steuern**, **haufe.de/recht** and **haufe.de/compliance** you will receive up-to-date information with a focus on legislation, case law, accounting, financial administration, taxes and law firm management. Top topics and news series also provide further information and important legislative or tax changes.

The portal for lawyers combines Haufe's proven expertise with up-to-date information for efficient work.

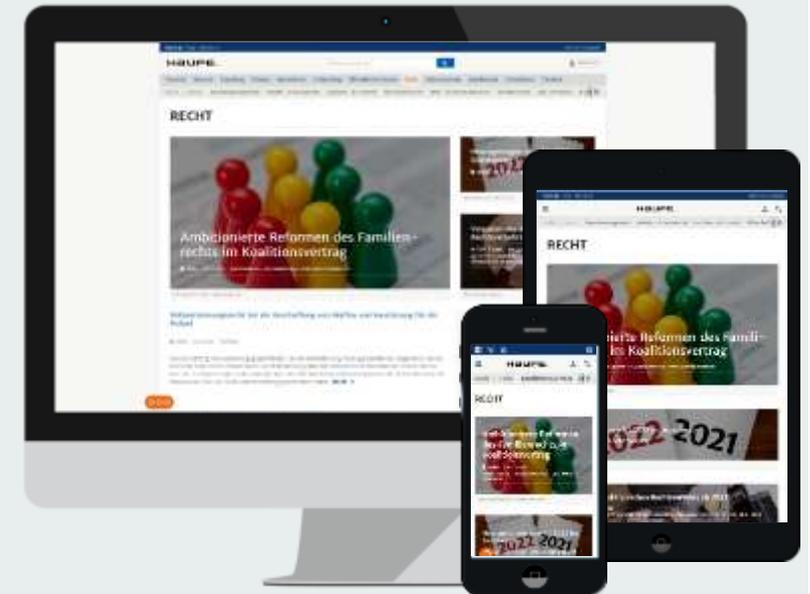
## Key data

### Target group

- Lawyers
- Professionals in law firms
- Qualified legal practitioners

### Topics and sections

- Law Firm Management
- Labour & Social Law
- Family & Inheritance Law
- Law
- Tenancy & Real Estate Law
- Traffic Law
- General civil law
- Criminal Law & Austrian Law
- Procedural law



### Traffic

Page Impressions	1.468.928
Visits	947.695



# The decision-maker portal of specialists in building technology

Factsheet | haustec.de

As Germany's leading brand for the top decision-makers in the specialist trade, **haustec.de** stands for a clear focus on the strategic success factors of a rapidly developing, medium-sized world.

Qualified information about products, trends and markets and the influence of digital technologies on the entire service portfolio are essential.

It's about tomorrow's success, leadership, speed and disruptive innovations. **haustec.de** sees itself as a business driver and relies on a strong knowledge hub and a highly competent, independent editorial team, clear benchmarks in terms of topicality, utility value and future orientation

## Key data

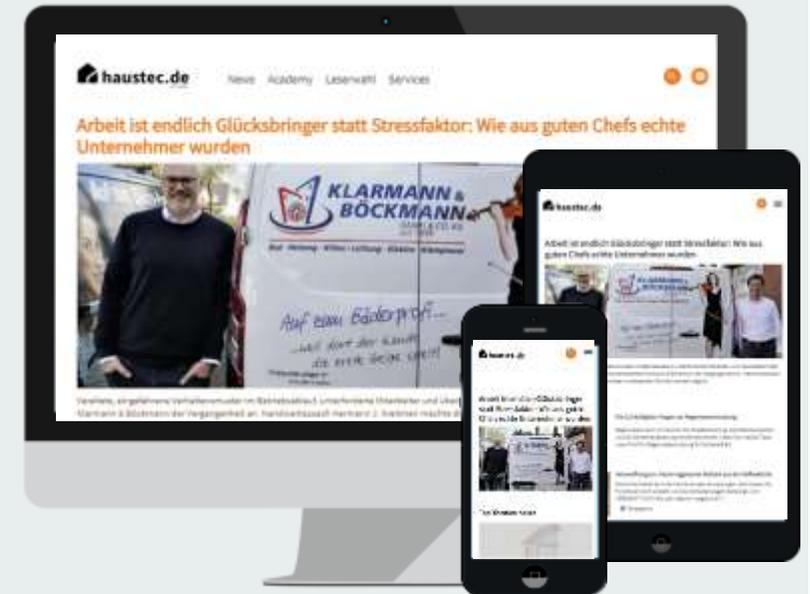
### Target group

- Decision-makers in the building technology trade\*
- Purchaser in HVAC specialist wholesale, supplier industry, energy consultants, MEP specialist planners
- Property developers and investors, architects, engineers, building and energy technology

### Topics and sections

- Sanitary
- Heating
- Refrigeration & Ventilation
- Building
- Energy
- Management

\* Sanitär, Heizung, Kälte, Klima, Fenster, Fassade, Photovoltaik, und Gebäudeautomation.



### Traffic

Page Impressions	1.339.824
Visits	738.101
Uniques	400.000
Newsletter	21.000



# Holzmann Medien - the leading specialist publisher for addressing craftsmen

The network with B2B decision-makers from craft enterprises

**Holzmann Medien** bundles cross-industry and subject-specific portals from the craft segment into a high-reach portfolio. Advertisers receive exclusive access to the high-quality target group crafts, which represents one of the backbones of the German Mittelstand.

## Topics and sections

- Operation, technology, installation, practice and production
- Politics and Economy, Industry
- Job market, trainee
- Office and construction site, trade fair, service provider

## Holzmann Medien handwerks-channel



Websites	11 Portale
Page Impressions	1.381.295
Visits	686.345
Uniques	611.242
Newsletter subscribers	84.415

## Target group

- Independent entrepreneurs from medium-sized businesses and crafts, executives and decision-makers, screed and industrial flooring industry, sectors glass, windows, façade, metal, sun protection and gates, flooring industry, building cleaning industry, HVAC industry, meat industry, natural stone industry, textile care industry

# The online platform of the largest craft newspaper in Germany

Factsheet | DHZ | deutsche-handwerks-zeitung.de

**Deutsche Handwerks Zeitung** is the largest business newspaper for the German Mittelstand.

The bi-weekly print circulation reaches 470,000 craft businesses as well as small and medium-sized enterprises and is the official organ of 23 chambers of crafts in Germany.

The online platform **deutsche-handwerks-zeitung.de** provides independent entrepreneurs from medium-sized businesses, executives and decision-makers with decisive information on the various industries, the German and European economy as well as information from the areas of law and taxes, business administration, corporate management, mobility, finance, technology and digitization.

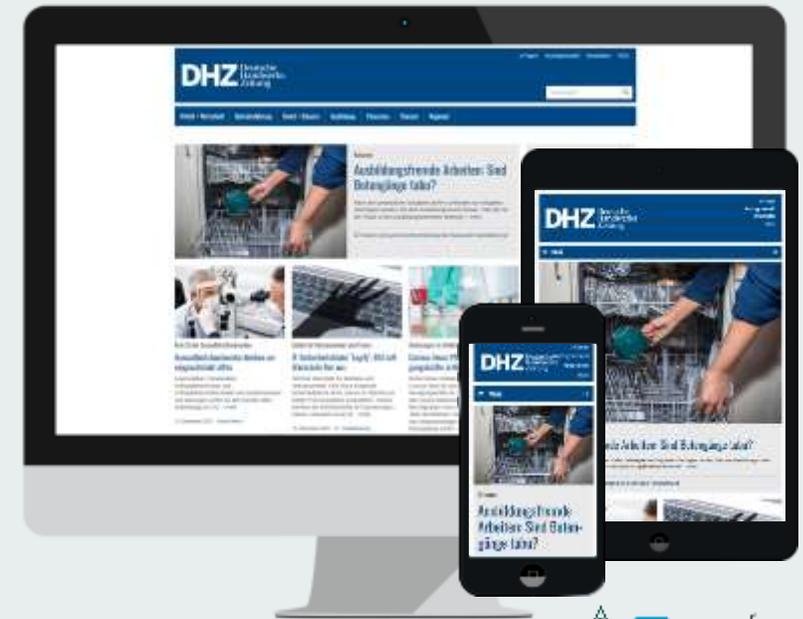
## Key data

### Target groups

- Self-employed entrepreneurs from the Mittelstand crafts
- Executives and decision-makers

### Topics and sections

- Politics & Economy
- Management
- Law + Tax
- Training
- Panorama
- Topics
- Regional



### Traffic



Page Impressions	845.126
Visits	515.793
Uniques*	400.000
Newsletter	29.180

\*Messung der Uniques mit etracker

# The business magazine for entrepreneurs from the craft sector

Factsheet | handwerk magazin | handwerk-magazin.de

**handwerk-magazin.de** is the online portal of the print service of the same name, which is regarded as the only nationwide cross-industry business magazine for entrepreneurs from the skilled trades.

The online portal provides important information, analyses, work aids, calculation tools, checklists, success stories and best practice cases on the central entrepreneurial fields of action for small and medium-sized enterprises. The interaction of print and online helps the entrepreneur to run his business even more successfully.

## Key data

### Target group

- Self-employed entrepreneurs from the Mittelstand crafts
- Executives and decision-makers

### Topics and sections

- Market
- Operation
- Finances
- Tax + Legal
- Seminars
- Job aids
- Experts
- Founder



### Traffic



Page Impressions	205.805
Visits	135.237
Uniques*	100.000
Newsletter	13.120

\*Messung der Uniques mit etracker

# The media of the Holzmann Medien craft segment

Factsheet | boden-wand-decke.de | fleischerei.de



[boden-wand-decke.de](http://boden-wand-decke.de)



[fleischerei.de](http://fleischerei.de)

## Target group

Opinion leaders, decision-makers and specialists from the flooring industry.

## Traffic

Page Impressions	43.427
Visits	20.086
Uniques*	9.323
Newsletter	6.090



\*Source: Uniques by etracker

## Target group

Owners of specialist butchers as well as managing directors, executives and decision-makers in the meat processing industry and supplier companies.

## Traffic

Page Impressions	18.351
Visits	11.926
Uniques*	6.271
Newsletter	2.020



\*Source: Uniques by etracker

# The media of the Holzmann Medien Craft-Channel

Factsheet | [gff-magazin.de](http://gff-magazin.de) | [rationell-reinigen.de](http://rationell-reinigen.de)



[gff-magazin.de](http://gff-magazin.de)

## Target group

Glaziers, window, façade and metal constructors incl. assembly companies, Specialist dealers, architects, specialist planners and experts, industry.

\*Messung der Uniques mit etracker

## Traffic



Page Impressions	17.694
Visits	11.308
Uniques*	5.681
Newsletter	3.440



[rationell-reinigen.de](http://rationell-reinigen.de)

## Target group

Decision-makers in service companies, public and private clients, self-cleaners and retailers for cleaning/hygiene technology.

\*Messung der Uniques mit etracker

## Traffic



Page Impressions	85.531
Visits	29.518
Uniques*	18.092
Newsletter	6.550

# The media of the Holzmann Medien Craft-Channel

Factsheet | [rw-textilservice.de](http://rw-textilservice.de) | [si-shk.de](http://si-shk.de)

R+W Textilservice



[rw-textilservice.de](http://rw-textilservice.de)

## Target group

Entrepreneurs, specialists and executives from all areas of the textile care industry.

## Traffic

Page Impressions	18.575
Visits	9.127
Uniques*	5.637
Newsletter	2.080

\* Source: Uniques by etracker



[si-shk.de](http://si-shk.de)

## Target group

Sanitary installers, heating engineers, air conditioning technicians, planners and architects, market partners from trade and industry in the HVAC sector.

## Traffic

Page Impressions	130.246
Visits	64.706
Uniques*	16.296
Newsletter	12.090

\* Source: Uniques by etracker



# The media of the Holzmann Medien Craft-Channel

Factsheet | [sicht-sonnenschutz.com](http://sicht-sonnenschutz.com)



[sicht-sonnenschutz.com](http://sicht-sonnenschutz.com)

## Target group

Roller shutter and sun protection mechatronics technicians, interior decorators, R+S craftsmen, architects, (specialist) planners, experts.

## Traffic



Page Impressions	11.643
Visits	5.747
Uniques*	2.597
Newsletter	3.050

\* Source: Uniques by etracker

# The specialist portal for HR managers

Factsheet | humanresourcesmanager.de

**humanresourcesmanager.de** by Quadriga is a professional partner for trends, innovations and comprehensive solutions in the field of human resources management. The portal offers tailor-made HR solutions for HR managers, companies and HR service providers – up-to-date, individual and cross-platform.

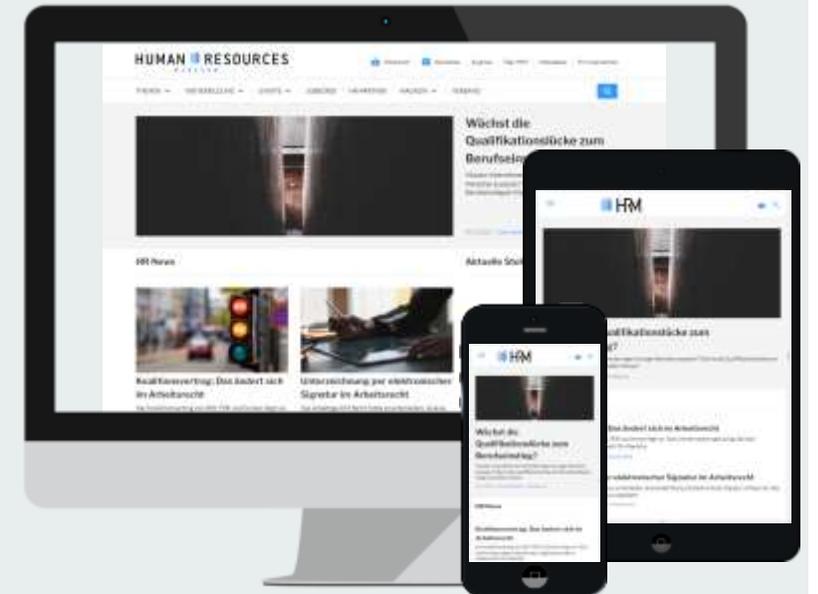
## Key data

### Target group

- HR Managers
- Recruiters
- Human Resources Assistants

### Topics and sections

- Blog / News
- Further education
- Events
- Job
- HR Partners
- Magazine



### Traffic

Page Impressions	50.000
Visits	36.000
Uniques	30.000

**impulse.de** is the information portal for entrepreneurs in the German-speaking network. Impulse.de provides answers where entrepreneurial activity faces special challenges.

**impulse.de** is the online platform of the eponymous entrepreneur magazine, which has been one of Germany's leading business publications since it was founded in 1980. Since 2022, Impulse has been an exclusive network for owners and managing directors in small and medium-sized companies. The members are selected via an application process. The membership includes the 10x annual print magazine, exclusive content on impulse.de, participation in conferences, workshops, expert Q&A and seminars on corporate management.

## Key data

### Target group

- Company owners, managing directors
- Decision-makers in medium-sized companies
- Senior executives, executives
- Self-employed and founders

### Topics and sections

- Management
- Team Leadership
- Marketing
- Self-management
- Legal + Taxes
- Finances
- Digitization / IT + Technology



### Traffic

Page Impressions	598.083
Visits	390.977
Uniques	400.000
Newsletter	19.000



# The News Portal for Engineers

Factsheet | ingenieur.de

With **INGENIEUR.de**, VDI Verlag has built up a top news portal for engineering careers. With 30,000 articles on relevant trends and developments for engineers ingenieur.de has a wide reach of around 1 million page impressions per month,.

**ingenieur.de** belongs to VDI Verlag, the leading media company for engineers and technical specialists and executives.

VDI Verlag is part of the Association of German Engineers (VDI). The VDI is one of Europe's largest associations for engineers and scientists with 140,000 members.

VDI verlag

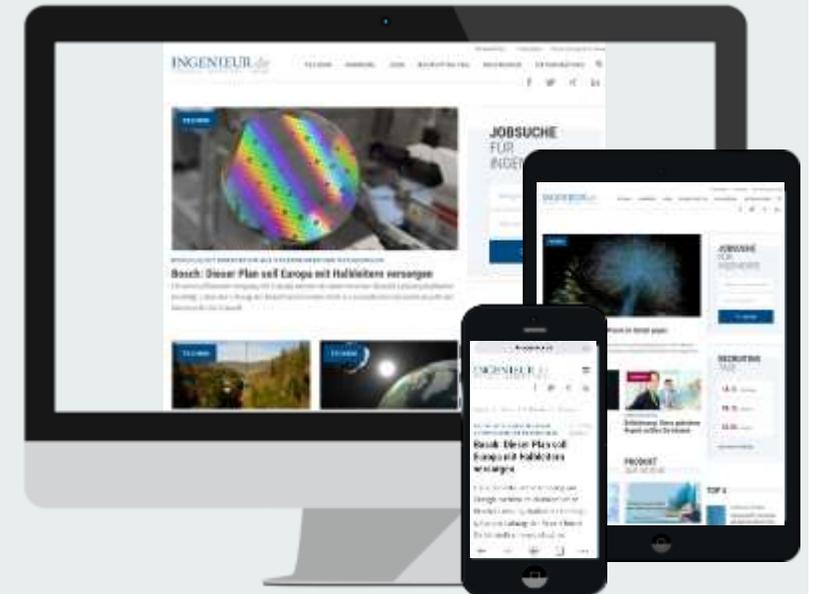
## Key data

### Target group

- Engineers from all industries

### Topics and sections

- Technik
- Technology
- Career
- Jobs
- Recruiting Day
- Trade media (Vertical industry portals)
- Entertainment



### Traffic



Page Impressions	1.230.900
Visits	768.705
Uniques	700.000
Newsletter	38.480

# \*Industry-of-Things.de – The portal for future-oriented technologies for industry

Factsheet | industry-of-things.de



On the way to the digital factory, designers, engineers and IT experts must work closely together. **INDUSTRY-OF-THINGS.de** is the first German-language online portal that brings these experts to the table. The target group are specialists and strategists from IT and industry as well as innovators who develop data-based business models, optimize processes or shape digital transformation.

These are CIOs, CDOs, CTOs, manufacturing managers, factory planners, developers, computer scientists, data analysts, as well as engineers for mechanical engineering, automation, robotics and electronics as well as additive manufacturing. The focus is on the practical benefits of the Internet of Things, M2M and Industry 4.0 applications.

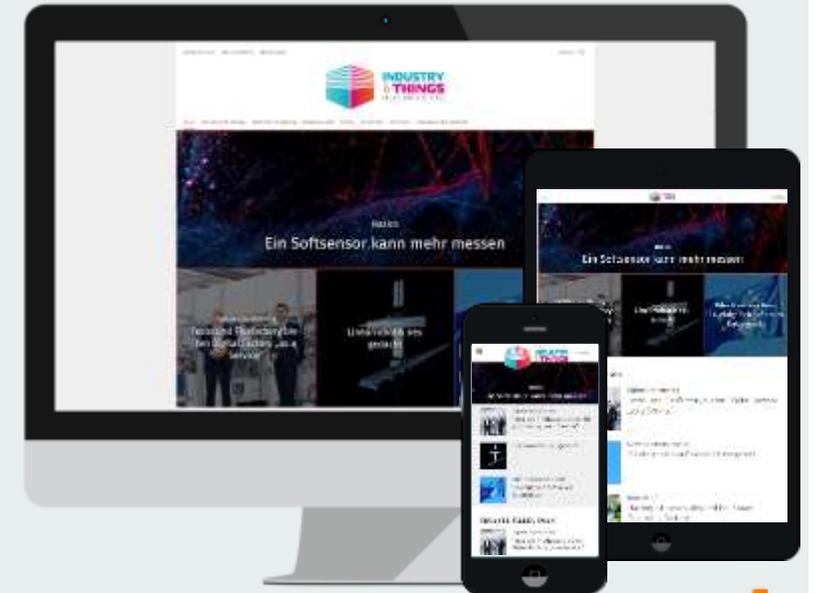
## Key data

### Target group

- CIOs, CDOs, CTOs
- Production Managers
- Developers
- Engineers

### Topics and sections

- Internet Of Things
- Additive Manufacturing
- Industry 4.0
- Practice
- Experts



### Traffic

Page Impressions	116.000
Visits	62.810
Uniques	58.270



**ingenieurmagazin.com** offers information for specialists and executives from the engineering industries in the DACH region.

The focus is on trends and developments in the fields of automotive technology, construction, real estate, computer science, research, development, mechanical engineering, electrical engineering, environment as well as plant engineering, design, logistics, tool technology, research, biotechnology, transport, materials and bridge construction.

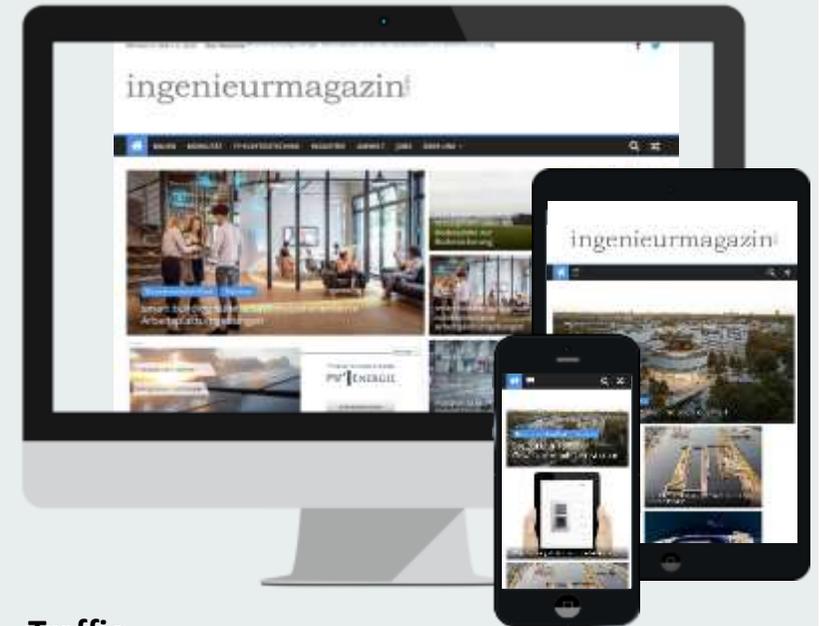
## Key data

### Target group

- Architects, urban planners, civil engineers
- IT Experts, Developers
- Decision-makers in the energy + environment sectors
- Industry decision-makers
- Decision-makers in the field of mobility and aviation

### Topics and sections

- Build
- Mobility
- IT Electrical Engineering
- Industry
- Environment
- Jobs



### Traffic

Page Impressions	4.196
Visits	2.289
Uniques	1.430
Newsletter	1.200

# The Hub for Science, Industry and Business

Factsheet | innovations-report.de

**Innovationsreport.de** is the portal for science, industry and business. The website serves to promote innovation momentum and to establish new contacts for greater use of existing innovation and performance potential. The range of topics covers all areas of production, services and knowledge.

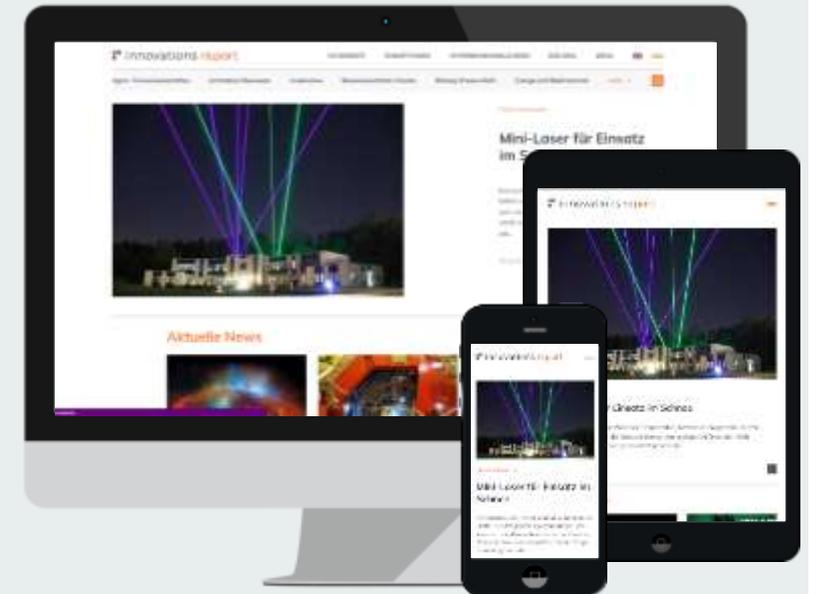
## Key data

### Target groups

- Decision-makers in Business, Industry and Science
- Innovation managers
- Technology managers

### Topics and sections

- Branches
- Special topics
- B2B sector
- Job & Career
- News & Reports



### Traffic



Page Impressions	13.123
Visits	7.414
Uniques	4.051

# The online magazine for professional system and network administration

Fact Sheet | IT Administrator | it-administrator.de

**IT administrator** is the practical magazine for system and network administrators, network managers and specialists as well as IT managers and IT service providers. The site IT-administrator.de supports its audience in their everyday work actively through practical, immediately comprehensible workshops, tailored tips and tricks and reports on the use of various products in real-world environments. The IT administrator tests and evaluates new product releases in realistic environments, which are carried out by independent testing laboratories.

**Topics:** network management, network infrastructure, virtualization, communication, security, storage, server / client.

## Key data

### Target audience

- System and network administrators
- Network managers and specialists
- IT directors / managers
- System houses
- System integrators and ICT service providers

### Topics and sections

- Home/News
- Newsletter
- Trainings/Further education
- Market
- Lexicon
- Magazine



### Traffic

Page Impressions	41.749
Visits	27.848
Uniques	15.926

On the website **IT-Times.de**, which was launched in 1998 under the name Internetaktien.de, interested readers receive the latest IT and technology news as well as background reports from the IT industry in the sectors telecommunications, semiconductors, Internet and media, hardware and software, IT services, games and consoles as well as solar technology.

In addition, there are other services such as news tools, news archive and news alert as well as newsletters and IT lexicons.

## Key data

### Target audience

- IT decision-makers, Self-employed and freelancers
- Investors
- Online professionals, IT specialists
- Higher education

### Sections

- Home/News
- Industry Overview
- Market Data & Forecasts
- Background reports
- Associations

### Topics

- Telecommunication / Internet/Media
- Hardware/Software/IT services



### Traffic



Page Impressions	228.152
Visits	144.690
Uniques	100.000

# \*Kfz-Betrieb.vogel.de – The number one for automotive trade and service

Factsheet | kfz-betrieb.vogel.de

For more than 100 years, readers have relied on the first-class reporting and the high information content of the official organ of the German motor vehicle industry. »kfz-betrieb« is the most subscribed trade magazine in this branch of industry and is aimed at executives in trade as well as decision-makers in service and reports from all sub-markets of the industry. Kfz-betrieb.vogel.de is the magazine's online platform of the same name.

Regular specials on topics such as car dealership and service management or car law underline the diversity of »kfz-betrieb« in terms of content. The competence of »kfz-betrieb« is supplemented and strengthened by numerous events and services.

## Key data

### Target groups

- Owners, Managing Director of car repair shops and service centers of car manufacturers
- Executives in automotive trade, craft and service

### Topics and sections

- Topics
- Market figures
- Economy
- New car
- Used car
- Classic Business
- Technology



### Traffic

Page Impressions	712.000
Visits	484.918
Uniques	449.868



# The platform of the German-speaking corporate communication scene

Factsheet | kom.de

**kom.de** (until July 2021 "pressesprecher") is the leading trade magazine of the German corporate communications scene. The magazine reports on scientific background as well as media and professional policy developments. Current reports, well-founded analyses, contributions to debates and numerous practical tips accompany the everyday work of press spokespersons and communications officers.

## Key data

### Target group

- Press Officers
- Corporate Communications Officers
- PR Manager

### Topics and sections

- External and internal communication
- Crisis
- CSR
- News &
- Job
- Interviews
- Studies



### Traffic

Page Impressions	111.702
Visits	27.926
Uniques	9.973

When it comes to development, construction and CAD computer-aided design, the user will find news, user reports, new products, trends and concrete solutions for his daily tasks on **KONSTRUKTIONSPRAXIS**. The useful technical information is supplemented by white papers, videos and webinars.

Through direct target group access, companies have the opportunity to present themselves in the relevant topic environment.

The target group are design managers, designers, developers and managing directors in the mechanical and apparatus engineering, electrical engineering, precision engineering and vehicle construction sectors.

### Key data

#### Target group

- Heads of Design
- Managing Directors in the field of mechanical and apparatus engineering and electrical engineering

#### Topics and sections

- Development
- Construction
- Components and Systems



#### Traffic

Page Impressions	241.000
Visits	164.136
Uniques	152.273



# \*Laborpraxis.vogel.de – The number one for laboratory technology

Factsheet | laborpraxis.vogel.de



**LABORPRAXIS** informs about current developments and products in analytics, laboratory technology, bio- and genetic engineering and life sciences. Experts report on innovations in instrumental analysis, the latest trends in food, water/environmental and bioanalysis. In addition, the magazine also presents current topics such as laboratory safety or microfluidics as well as management contributions tailored to the laboratory target group.

In various topic channels, the user finds concrete solutions for his daily tasks on the portal. The useful technical information is supplemented by WebTV, extensive picture galleries and white papers and webcasts.

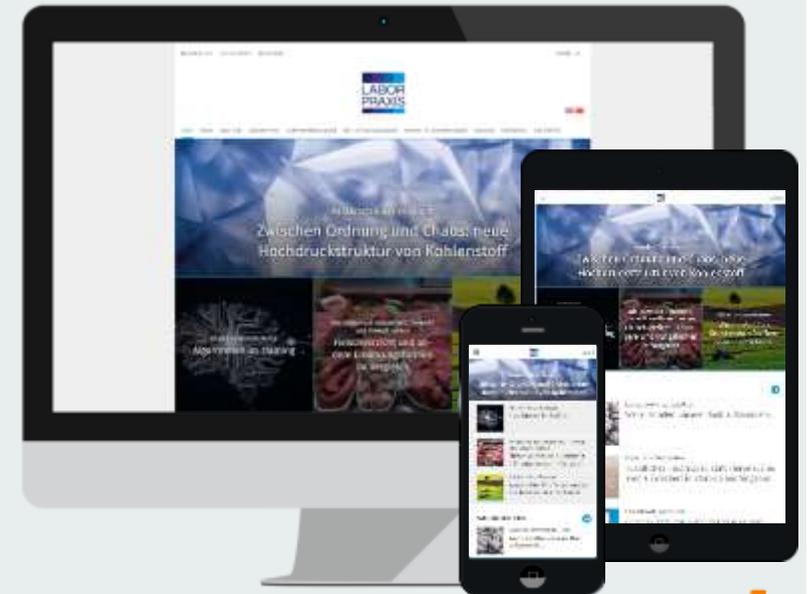
## Key data

### Target group

- Decision-makers and users in chemical, physical, analytical and biotechnological laboratories

### Topics and sections

- Laboratory equipment
- Food analysis
- Science and research
- Management
- Water and environmental analysis
- Bio- and pharmaceutical analysis



### Traffic

Page Impressions	150.000
Visits	102.160
Uniques	94.776



# Landwirt.com – One of the leading agricultural and used machinery portals in Germany

Factsheet | landwirt.com

**Landwirt.com** is one of the leading agricultural portals. The site offers various products and services in the agricultural sector. About a third of the users come from Germany. For over 95 years, "The Progressive Farmer" has been published as an independent print magazine. Trends in mechanisation, improvements in farm management, new concepts for farmers and much more are among the central topics.

In addition, landwirt.com maintains one of the leading marketplaces for tractors and agricultural machinery in the DACH region.

**Minimum gross booking volume: €5,000.**

## Key data

### Target group

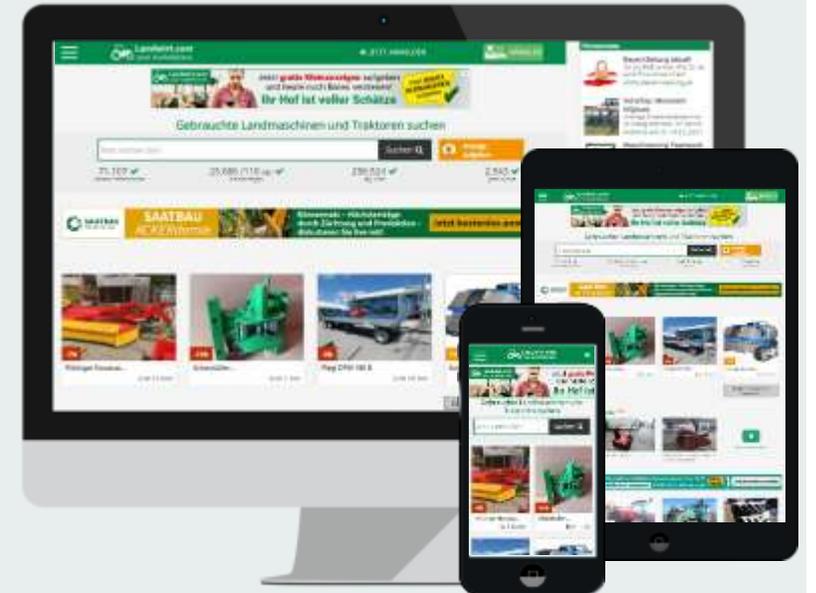
- Farmers and foresters
- Agricultural decision-makers and opinion leaders

### Sections

- Machines
- Classifieds
- Auction
- (Live) Videos

### Topics

- Agricultural machinery/tractors
- Pork/Beef
- Family
- Agriculture/Forestry



### Traffic (Anteil Deutschland)

Page Impressions  
Visits  
Uniques

### Publisher Angaben

3.618.337  
1.064.217  
607.171

With its unique information for specialists, **lebensmittelpraxis.de** connects different decision stages from buying centers, markets and sales. Managers from trade and industry receive important information about the food and non-food industry, daily news, information on industry events and numerous service offerings. **Lebensmittelpraxis.de** is a division of the Landwirtschaftsverlag Münster, the leading publisher for agriculture in Germany.

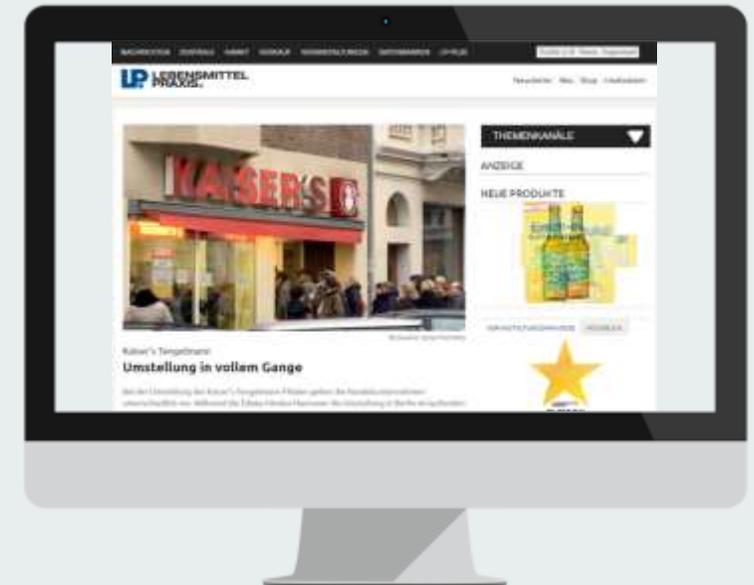
## Key data

### Target Groups

- Decision-makers and senior management in large retail companies
- Regional Sales Companies
- Regional management, market managers
- Entrepreneurs, retailers

### Topics and sections

- News
- Retail
- Market and assortment
- Sales
- Events



### Traffic

Page Impressions	51.292
Visits	23.843
Uniques	17.750
Newsletter	8.000

**Leichtbauwelt.de** is the cross-industry knowledge and networking platform for the trend topic of lightweight construction. The portal informs and inspires its readers with exciting technology and sets trends itself and opens up new horizons through its own, cross-industry impulses.

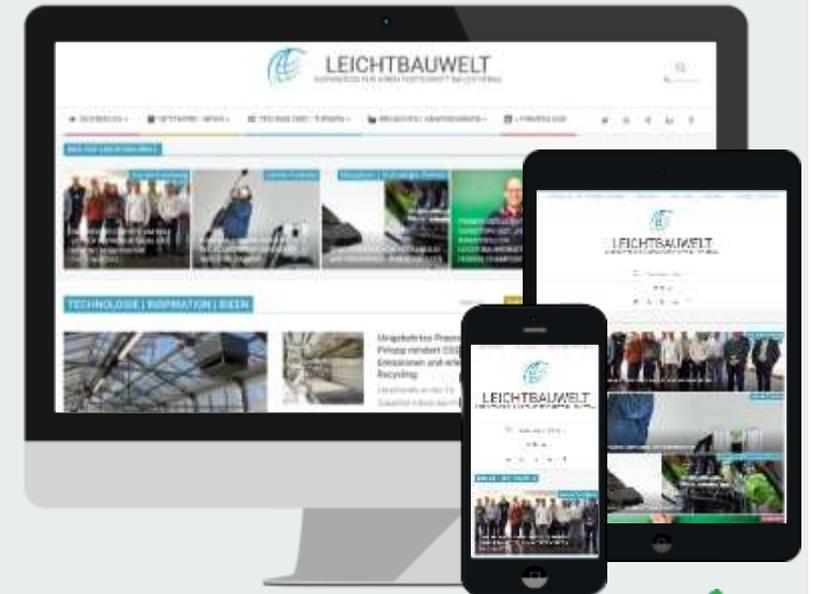
## Key data

### Target group

- Pioneers of the world of lightweight construction

### Topics and sections

- Insight into the world of lightweight construction
- Top news in the industry
- Networking
- Technology
- Industries and Applications
- Companies Register



### Traffic

Page Impressions	6.119
Visits	4.200
Uniques	3.200
Newsletter	1.500

**linux-community.de** is the ideal site for all those who want to find out about news from the open source area or discuss the latest news about Linux and open source. No matter whether the user has a question about a specific program or wants to get rid of his opinion about Linux in general: Here he will find the right platform.

Last but not least, it is the right place to go for those seeking help with Linux. Complete articles from the magazines LinuxUser and EasyLinux as well as a huge know-how archive round off the comprehensive offer of the LinuxCommunity. The LinuxUser, EasyLinux and Ubuntu media are bundled on the platform.

**Linux-community.de** is a portal of **Computec Verlag**, including publisher of the IT portal **golem.de**

## Key data

### Target group

- System and network administrators,
- Network managers and specialists
- IT managers/managers, system houses
- System integrators and ICT service providers

### Topics and sections

- LinuxUser
- Artikel-Archiv
- Forum



### Traffic

Page Impressions	116.533
Visits	71.746
Uniques	100.000



**Linux-magazin.de** is the Internet portal of Europe's oldest and most renowned Linux medium. In addition to diverse information about technological, political or business aspects of free software and Linux in particular, it offers daily news from the world of IT.

In addition, readers have access to an extensive and mostly free archive of articles, to which hundreds of authors have made competent contributions. Of course, this archive can be searched efficiently.

**Linux-magazin.de** is published by **Computec Verlag**, including publisher of the IT portal **golem.de**

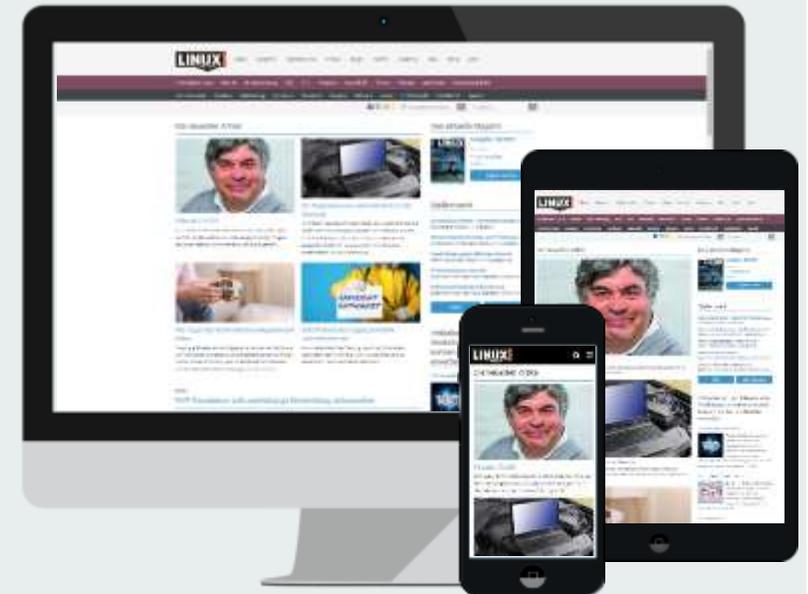
## Key data

### Target group

- System and network administrators,
- Network managers and specialists
- IT managers/managers, system houses
- System integrators and ICT service providers

### Topics and sections

- News
- Administration
- Desktop
- Development
- Hardware
- Network
- Security
- Software



### Traffic

Page Impressions	109.877
Visits	52.843
Uniques	100.000
Newsletter	5.500

# \*Marconomy.de – The portal for B2B marketing & communication

Factsheet | marconomy.de

**Marconomy.de** is the platform for B2B marketing and communication. The trade medium supports marketing and communication decision-makers from B2B companies with the necessary know-how and explains the subject-specific application possibilities of modern tools and systems.

Together with a network of professional authors, speakers and experts, the editorial team offers inspiration and an overview of the major trend topics in B2B marketing, communication and sales. marconomy imparts further know-how with the two specialist congresses "Lead Management Summit" and "B2B Days" as well as with the seminars of the marconomy Academy.

Inspiration for marketing and communication in business – marconomy.

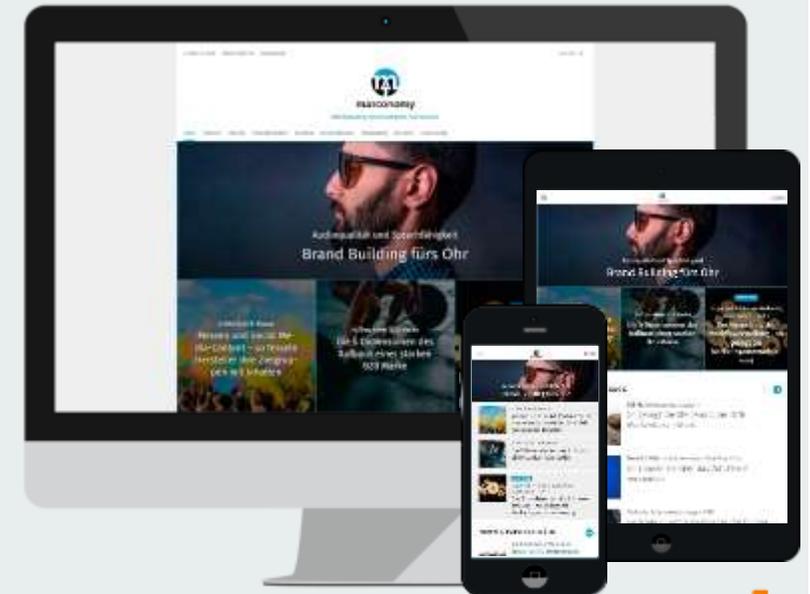
## Key data

### Target group

- Marketing and communication decision-makers in B2B
- CMOs
- Heads of IT
- Specialists in data-driven marketing

### Topics and sections

- Data
- Lead management
- eCommerce
- CRM
- Social Media
- New work
- Event, Fair
- Sales



### Traffic

Page Impressions	92.000
Visits	49.815
Uniques	46.215



**MM MaschinenMarkt**, the industry magazine, is aimed at owners, managing directors, technical and commercial specialists in the first and second management level. Business news, industry news, management topics, interviews and trend reports accompany the market activities of the entire manufacturing industry.

**MM MaschinenMarkt** presents the latest technical trends and products for production, automation and design as well as their use in the entire manufacturing process. In topic channels, the user finds concrete solutions for his tasks. The useful content is supplemented by provider-specific content in the form of white papers and webcasts.

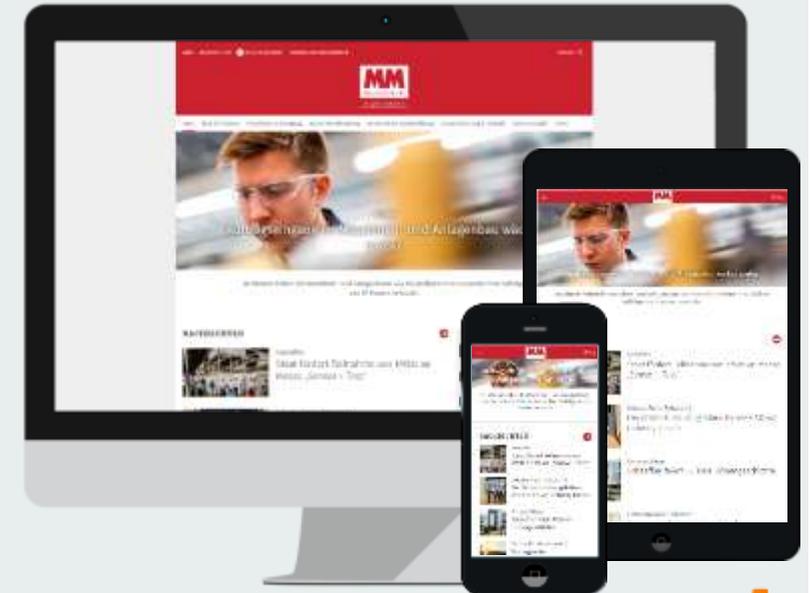
## Key data

### Target group

- Owners of tooling companies
- Production Managers
- Technical and commercial specialists

### Topics and sections

- Production
- Construction
- Material
- Automation
- Operating technology
- Research
- Additive Manufacturing
- Management & IT
- Career



### Traffic

Page Impressions	219.000
Visits	149.153
Uniques	138.372



# For the Successful Entrepreneur in the Building & Construction Industry

Factsheet | meistertipp | meistertipp.de

**Meistertipp.de** has been the information portal for decision-makers in the construction trade since 2010.

The specialist portal is aimed at master craftsmen of all trades from the construction trade and informs them daily from the construction industry. In addition to editorial reporting, the meistertipp.de offers relevant content exclusively on the Internet for this target group for their daily work on the construction site or in the foreman's office.

These include new products and apps for craftsmen, as well as the daily ranking of master craftsmen on Facebook.

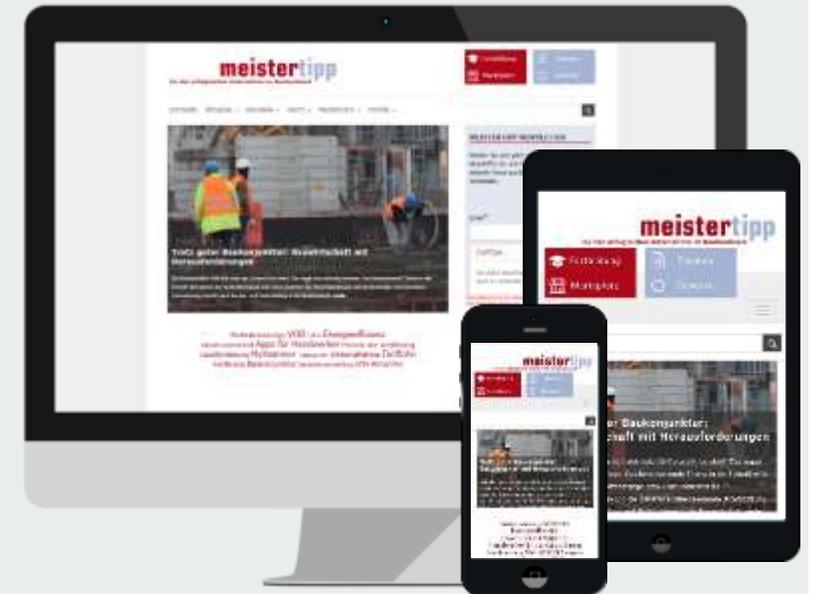
## Key data

### Target groups

- Decision-makers in the building and construction industry
- Entrepreneurs
- Foremen

### Topics and sections

- Home
- Current issues
- Construction site
- Legal
- Master Craftsman's Office
- Family



### Traffic

Page Impressions	15.586
Visits	9.057
Uniques	6.321

# Messen.de – The Leading German Site for Fairs & Exhibitions

Factsheet | messen.de



**Messen.de** is a free, editorially maintained trade fair calendar for companies and private customers who act as exhibitors or trade fair visitors.

**Messen.de** offers all interested parties quick and uncomplicated access to current trade fair dates in all industries in Germany, Austria, Switzerland and the Netherlands. In addition, it is possible to evaluate each fair after the visit.

On messen.de, businessAD offers environment-related targeting to different trade fairs and thus sensibly expands the most diverse B2B segments.

## Key data

### Target groups

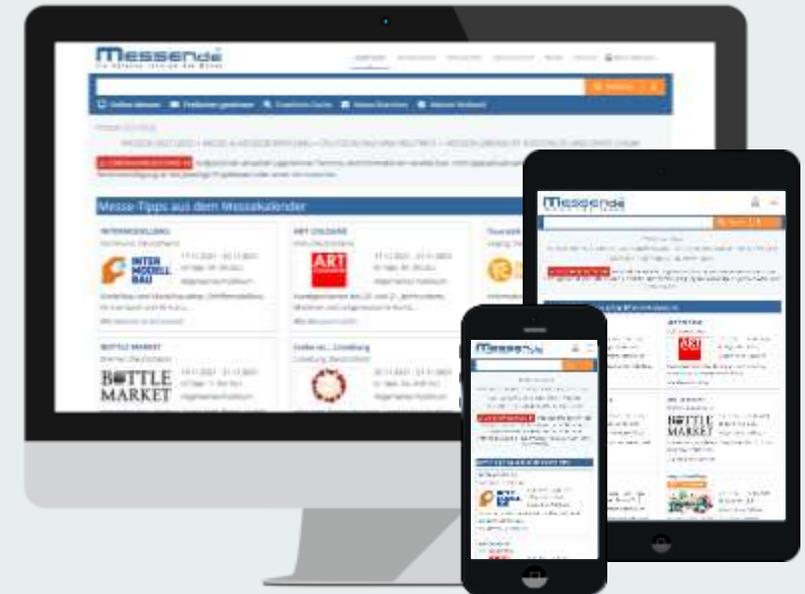
- Fair visitors & Fair exhibitors
- Private & business clients
- Fair managers

### Sections

- Home/News
- Fairs Exhibitors
- Fairs
- Service providers
- Industries

### Topics

- Fair from A-Z all over Germany  
Austria, Switzerland



### Traffic

Page Impressions	1.763.283
Visits	839.010
Unique Visitors*	1.300.000



\*Bedingt durch den AGOF-Veröffentlichungszyklus können die UU unterjährig höher ausfallen als die Visits

# \*Next-Mobility – Expertise for the mobility of tomorrow

Factsheet | next-mobility.de

**Next-Mobility.de** is the most important communication platform for electronics experts in the mobility industry, which promotes and promotes the exchange and discussion of all relevant smart mobility topics. It has its finger on the pulse, is clearly structured and an indispensable interface between manufacturers, suppliers and technology providers.

The target group includes electronics developers and engineers in the automotive, supplier and mobility industries as well as technical management.

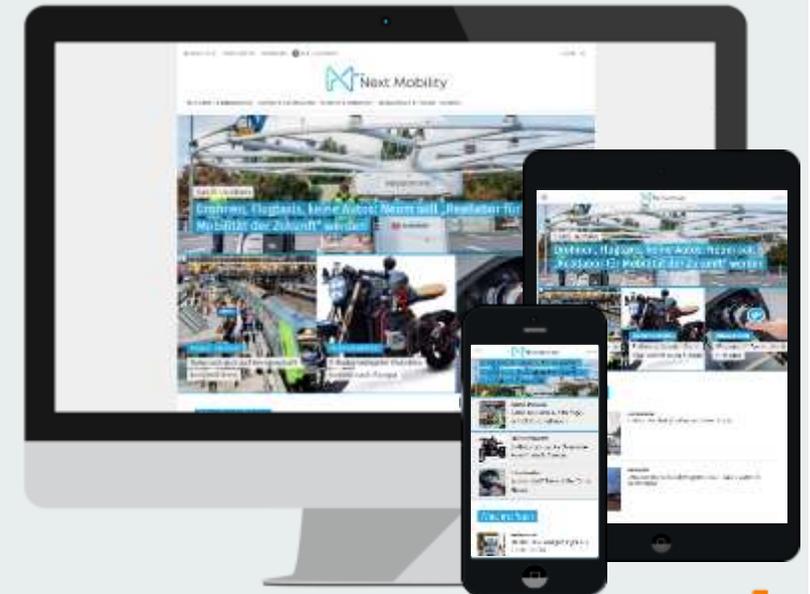
## Key data

### Target groups

- Electronics Developers
- Engineers in the automotive and supplier industry

### Topics and sections

- News
- Automotive Electronics Engineering
- Research
- Automotive Components
- Vehicles
- Market Politics Society



### Traffic

Page Impressions	88.000
Visits	59.934
Uniques	55.602



Google Analytics

**onpulson.de** is the business magazine for business decision-makers in medium-sized companies. The aim of onpulson.de is to keep SME decision-makers up to date and abreast with well-founded specialist information, concrete practical tips and current trends. In terms of content, the entire spectrum that the decision-maker needs for everyday business is covered.

## Key data

### Target groups

- Entrepreneurs in medium-sized companies
- Executives in medium-sized companies
- Founders and self-employed

### Topics and sections

- Foundation
- Management
- Marketing & Sales
- Digitisation
- Staff
- Finances
- Job Market / Career



### Traffic

Page Impressions	22.183
Visits	17.230
Uniques	15.399

# The decision-maker information portal for the international paper industry

Factsheet | paper-world.com

Birkner's **Paper-World.com** is the decision-maker information portal for the international paper and pulp industry. Here you will find current industry news on the subject of paper and paper industry according to various categories – general news from the paper industry, jobs, trade fairs, offers and inquiries.

**paper-world.com** – The decision-maker information portal for the international paper industry

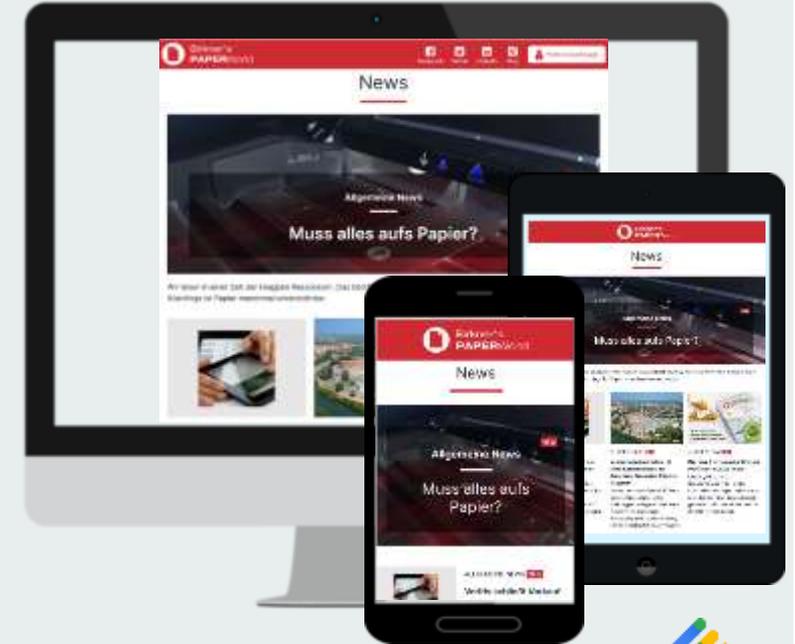
## Key data

### Target group

- Decision-makers from the paper industry
- Sales Manager, Purchaser
- District & Area Manager
- Product Manager

### Topics and sections

- General News
- Job News
- Trade Fair News
- Yellow pages



### Traffic

Page Impressions	26.420
Visits	15.158
Uniques	7.579

# The specialist portal for HR decision-makers

Factsheet | personal-wissen.de

**personal-wissen.de** is an Internet platform that provides comprehensive information for HR managers. In addition to basic knowledge from the human resources sector, HR managers also inform themselves about current trends and news from personnel management, the latest rulings from employment law and look for work facilitation through special templates for the HR area.

## Key data

### Target group

- HR Managers
- Recruiters
- Human Resources Assistants

### Topics and sections

- Blog / News
- Basics
- Service Provider Directory
- Book Tips



### Traffic

Page Impressions	20.575
Visits	9.817
Uniques	5.197



# Germany's specialist portal for political communication

Factsheet | politik-kommunikation.de

**politik-kommunikation.de** reports independently and across party lines on political campaigns and the minds behind them, on political strategy and on the trends in political communication in Germany, Europe and the USA. Every day, the portal provides information about the most important personnel changes, about the appointments of the week, about the Sunday question, new campaigns and much more.

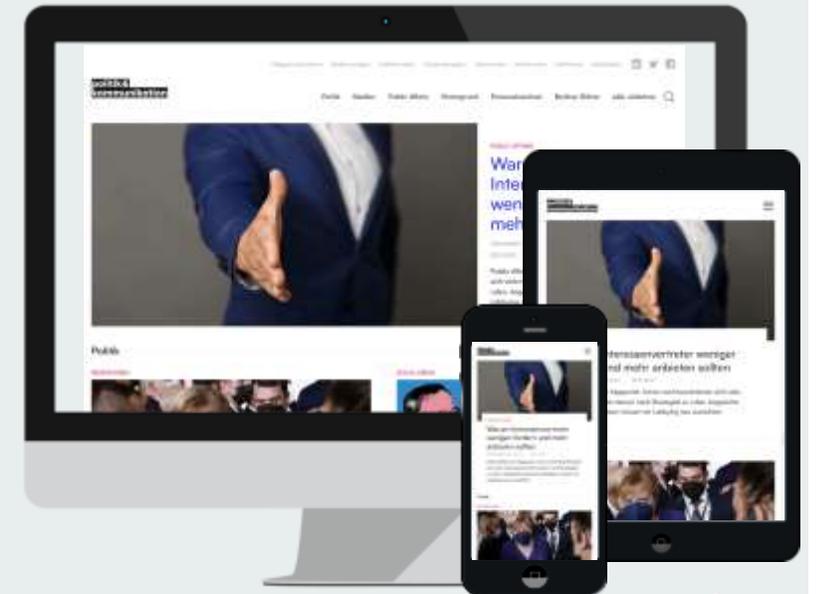
## Key data

### Target group

- Decision-makers in companies
- Managing Directors & Press Officers
- PR and PA managers & journalists
- Politician
- Party and Public Affairs Strategists

### Topics and sections

- Home
- Resorts
- Berlin Stage
- Service
- Change of personnel
- Job
- Dates



### Traffic

Page Impressions	41.000
Visits	29.500
Uniques	30.000
Newsletter	20.000

# \*PROCESS.vogel.de – The portal for the pharmaceutical and chemical industry

Factsheet | process.vogel.de



**PROCESS** maps the market of the chemical, pharmaceutical and process engineering industry with up-to-date economic and application-oriented technical information.

In addition to the trade magazine **PROCESS** and the industry title PharmaTEC, international titles are also published. Online, the offer is supplemented by a platform, which is subdivided into specific subjects. Thematic newsletters, white papers and webinars complete the offer.

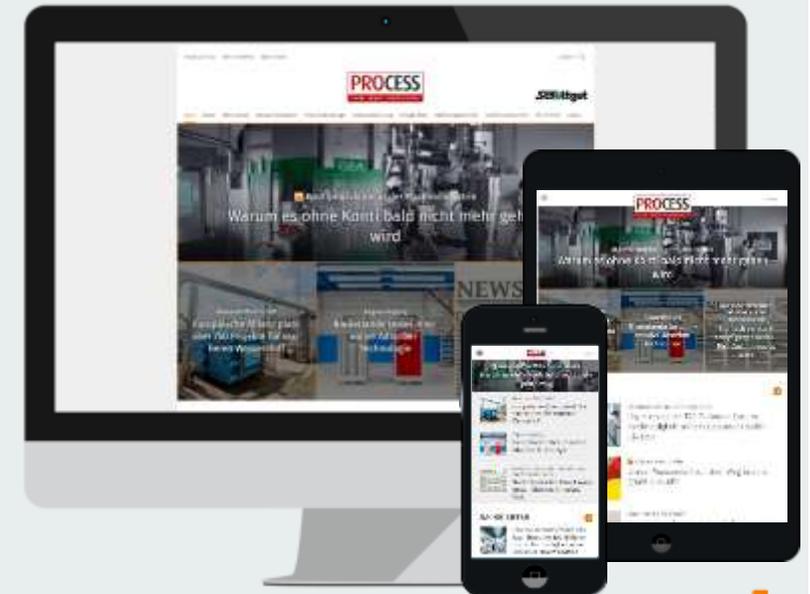
## Key data

### Target groups

- Engineers and technicians
- Technical specialists and managers in the chemical and pharmaceutical/food/energy industry
- Decision-makers in the oil and gas industry, biotechnology
- Decision-makers in the water / wastewater sector

### Topics and sections

- Automation
- Plant
- Fluidics
- Process engineering
- Safety



### Traffic

Page Impressions	192.000
Visits	130.764
Uniques	121.313



With the specialist portal **profi.de** of Landwirtschaftsverlag GmbH, users interested in agricultural technology receive thorough and practical information.

Extensive test reports on new and used machines, DIY solutions, workshop tricks, repair instructions, functional descriptions of the electronics and monetary tips for the care and maintenance of the machines are the focal points.

Profi.de is published by Landwirtschaftsverlag Münster.

## Key data

### Target group

- Tech-savvy farmers
- Farmers with inter-farm Machine employment
- High-performance contractors
- Agricultural machinery dealers and mechanics
- Agricultural machinery maker
- Development departments

### Topics and sections

- News
- Multimedia
- Market
- Guides
- And more



### Traffic

Page Impressions	98.421
Visits	45.355
Uniques	27.322

**Proplanta.de** is the most visited, independent agricultural trade medium on the Internet. Closely networked with 15 other specialist portals (including [www.agrarwetter.net](http://www.agrarwetter.net), [www.agrar-aktuell.de](http://www.agrar-aktuell.de), [www.agrarmarkt-aktuell.de](http://www.agrarmarkt-aktuell.de), [www.agrar-presseportal.de](http://www.agrar-presseportal.de) and [www.landecho.de](http://www.landecho.de)), the entire agricultural sector – including specialist journalists, institutions and its upstream and downstream sectors – is reached.

With its portals, **Proplanta.de** sets standards in terms of design, usability and innovation. As an independent information service provider in the agricultural sector, Proplanta.de enjoys a very high level of customer trust.

## Key data

### Target group

- Farmers
- Agricultural machinery supplier
- Agricultural machinery technician

### Topics and sections

- News
- Market & Price
- Job market
- Weather
- Plant Protection & Varieties
- Fodder
- Marketplace
- Yellow pages
- Events



### Traffic

Page Impressions	948.399
Visits	323.844
Uniques	175.801
Newsletter	4.000

# The solution-oriented online magazine around the Raspberry Pi

Factsheet | raspberry-pi-geek.de

**Raspberry-pi-geek.de** is the solution-oriented online magazine around the Raspberry Pi and other popular SBCs such as Arduino, BeagleBoard and Odroid. As a landing page for the current print edition Raspberry PI GEEK, the homepage offers a first overview of the magazine contents. In addition, it serves as access to the complete magazine archive of all previously published issues and enables quick access to the freely available articles in HTML format.

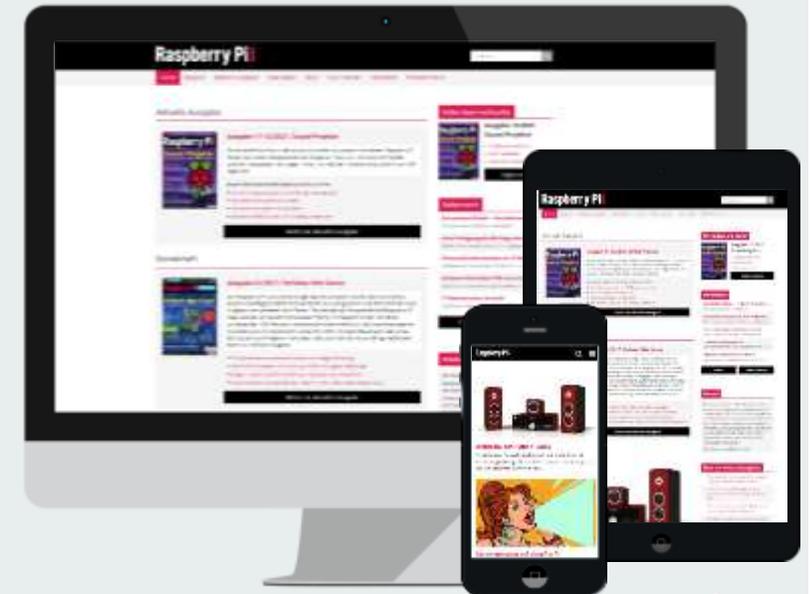
## Key data

### Target group

- System and network administrators
- Web Developers
- 74% employed as employee, self-employed, civil servants, managers
- 48% university degree
- 24% are still studying or in education.

### Topics and sections

- Home
- Magazine
- Digital editions
- Geek Bazar
- Shop



### Traffic

Page Impressions	59.027
Visits	33.199
Uniques	25.112



# The forum for HVAC specialists and decision-makers of today and tomorrow

Factsheet | sbz-monteur.de

The **SBZ-Monteur.de** is the platform for professionals and decision-makers of today and tomorrow.

The diversity of the HVAC world is comprehensively presented. Areas of application, assembly, maintenance and procedures are illustrated.

With the **SBZ-Monteur.de**, the experienced masters and journeymen of the HVAC trade refresh their own knowledge, while the trainees are taught important basic knowledge in easy-to-understand language. This user-oriented concept is very well received and has a particular effect on the high frequency of the website and social networks of the SBZ fitter.

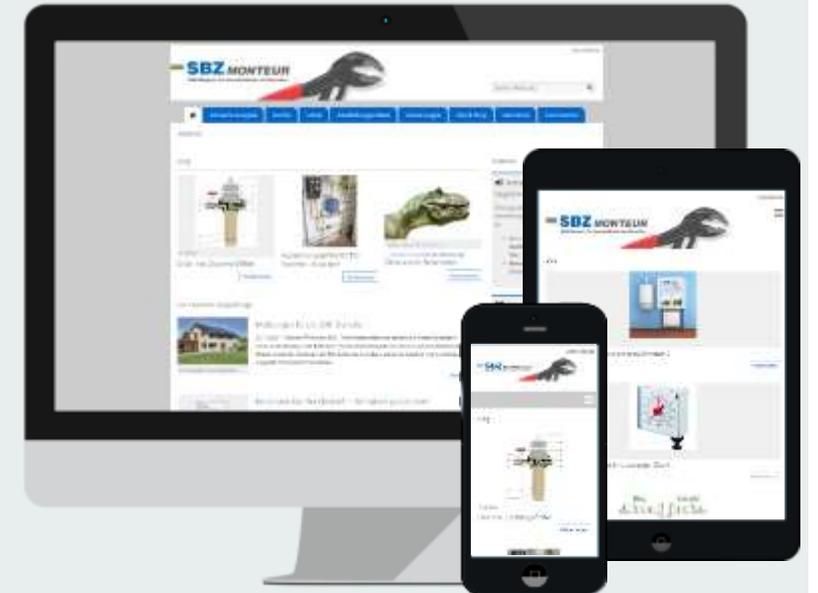
## Key data

### Target group

- HVAC decision-makers of today and tomorrow

### Topics and sections

- Sanitary
- Heating
- Refrigeration & Ventilation
- Energy



### Traffic



Page Impressions	170.427
Visits	89.838
Uniques	100.000

# Expert Knowhow for Office Management

Factsheet | sekretaria | sekretaria.de

**Sekretaria.de** is the leading service and career platform for secretaries, personal assistants and office managers. The portal covers organisation, foreign correspondence, events & seminars.

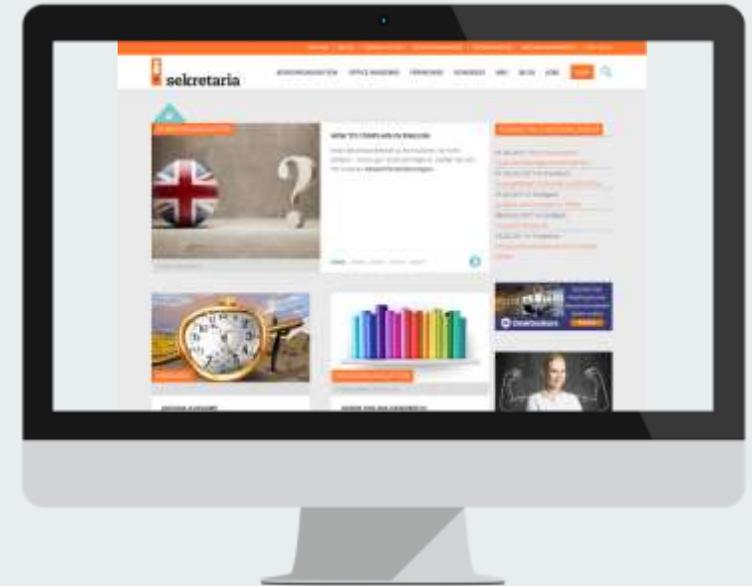
## Key data

### Target groups

- Secretaries
- Multilingual secretaries
- Personal assistants
- Management Assistents

### Topics and sections

- Office organization
- Office Academy
- Distance Learning
- Congress
- Job



### Traffic



Page Impressions	54.791
Visits	301.811
Uniques	103.000
Newsletter	18.500

**SpringerProfessional.de** is the largest digital specialist library for business + technology and offers quick research in over 1.8 million specialist information from books, journals and specialist articles.

Whether in business or technology - with the in-depth knowledge of Springer Professional it is possible to prepare for any challenge: from important management decisions to innovative technical developments. Quality-tested, convenient, time-saving and mobile use with any device.

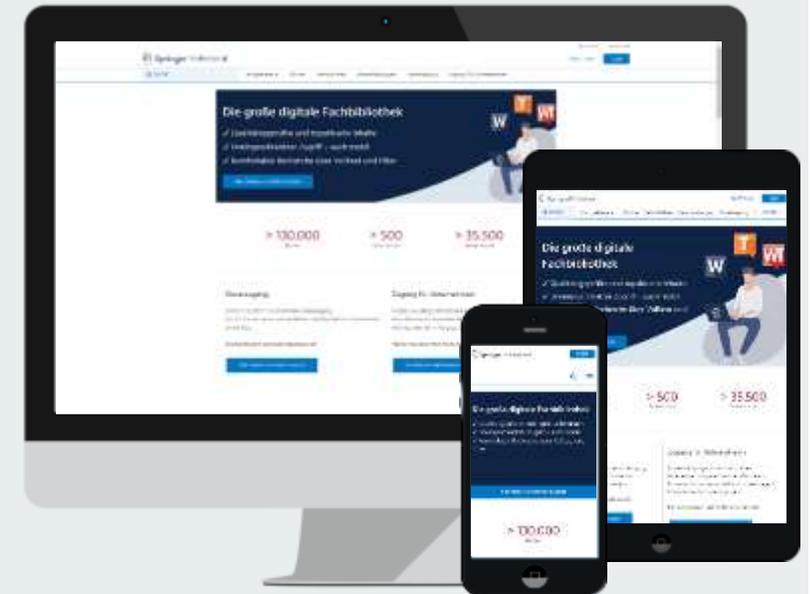


## Key data

### Target group & Sections

Springer Professional reaches out to decision-makers from the following fields

- Automotive & Motor/Engine technology
- Tooling & Material science
- Energy + Environment
- Management + Leadership
- Finance + Banking
- Business IT + Informatics
- Marketing + Sales
- Building + Real Estate



### Traffic



Page Impressions	955.017
Visits	379.286
Uniques	300.000
Newsletter	20.290

Without forklifts, nothing works in industry, commerce and trade. In order to shed light on the world of forklifts and other industrial trucks, the Internet portal **staplerberater.de** was launched. In addition to industrial trucks, the entire field of intralogistics and warehouse technology is editorially prepared. The practical relevance of **staplerberater** is underlined by useful checklists and e-books.

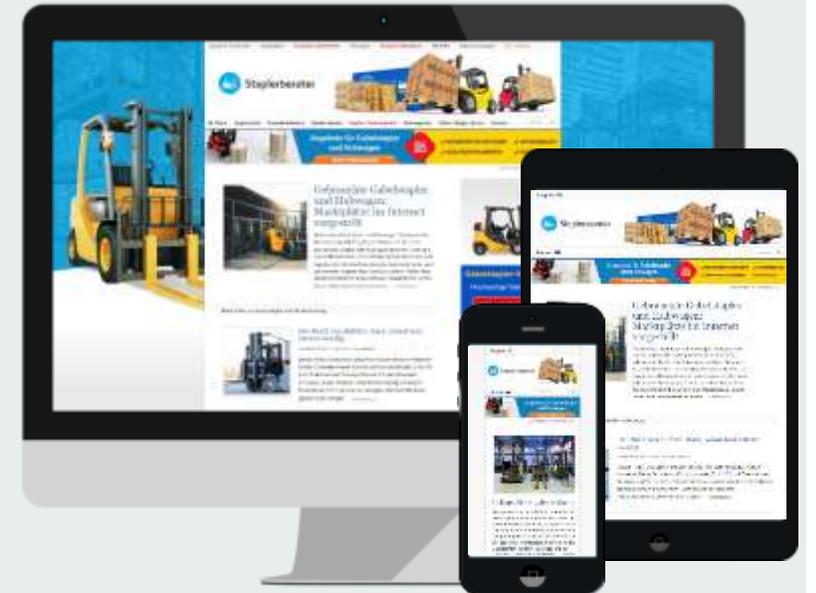
## Key data

### Target group

- Logistics
- Entrepreneur
- Warehouse managers

### Topics and sections

- Types of forklifts
- Selection criteria
- Buy forklifts
- Forklift Price Comparison
- Attachments
- Safe forklift driving
- Service



### Traffic

Page Impressions	58.179
Visits	26.811
Uniques	16.151

# The online platform that centrally maps the startup landscape in Germany

Factsheet | startbase.de

**startbase.de** is Boerse Stuttgart's central platform for the German startup ecosystem. Startbase.de tells stories from the German startup scene, provides structured data on companies, people and relationships in the startup ecosystem and provides statistics on the local startup scenes. This promotes the visibility of German start-ups nationally and internationally and facilitates access to innovations for investors and SMEs.

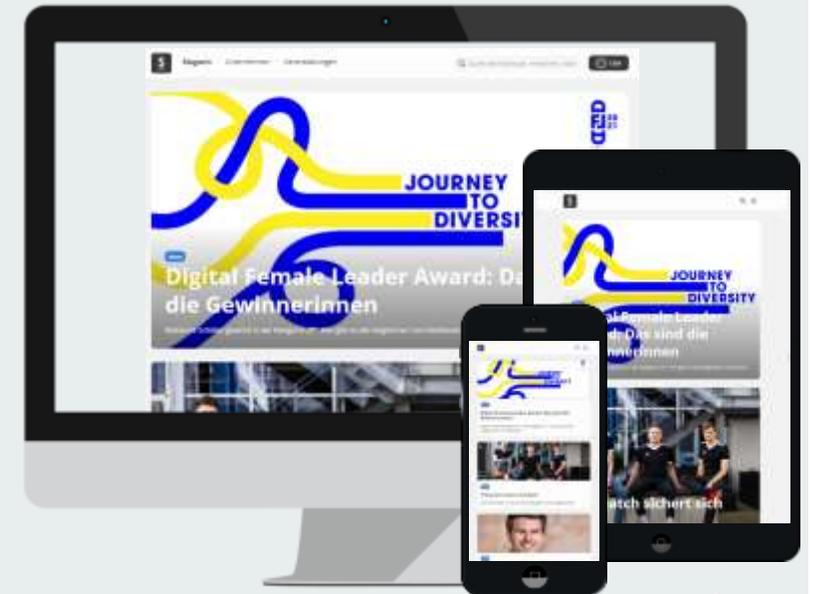
## Key data

### Target group

- Founders and startups
- Corporations and SMEs
- Incubators
- Investors and business angels

### Topics and sections

- News
- Interviews
- Articles
- Portraits
- Accelerators
- Digital Hubs
- Events



### Traffic

Page Impressions	79.000
Visits	41.000
Uniques	34.000

**starting-up.de** is an independent information medium and lighthouse in the start-up community, which shapes the German-language discourse on innovation and start-up culture as an important part of the ecosystem with multimedia offers, platforms and features.

Core topics include news and trends from the digital, business and technology sectors as well as analyses and data on startup, financing and economic trends.

## Key data

### Target group

- Founders
- (Serial) Entrepreneurs
- Social Entrepreneurs
- Innovation Manager

### Topics and sections

- Funding & Financing
- Leadership & Coaching
- Tech & AI
- Communication & Marketing
- Competitions, initiatives, calls



### Traffic

Page Impressions	32.817
Visits	22.129
Uniques	14.921
Newsletter	11.900

# The information portal about the international start-up scene

Factsheet | startupvalley.news

**Startup Valley** is a source of information for anyone interested in the latest trends and developments in the world of startups and the global economy. With a focus on future-oriented topics such as web3, NFT, Metaverse, AI and many more, the magazine offers information about the international startup scene.

Not only young founders and successful start-ups are portrayed, but also know-how from A to Z is provided for founders, investors and interested parties. The StartupValley magazine accompanies and supports startups from the founding phase to the successful global player.

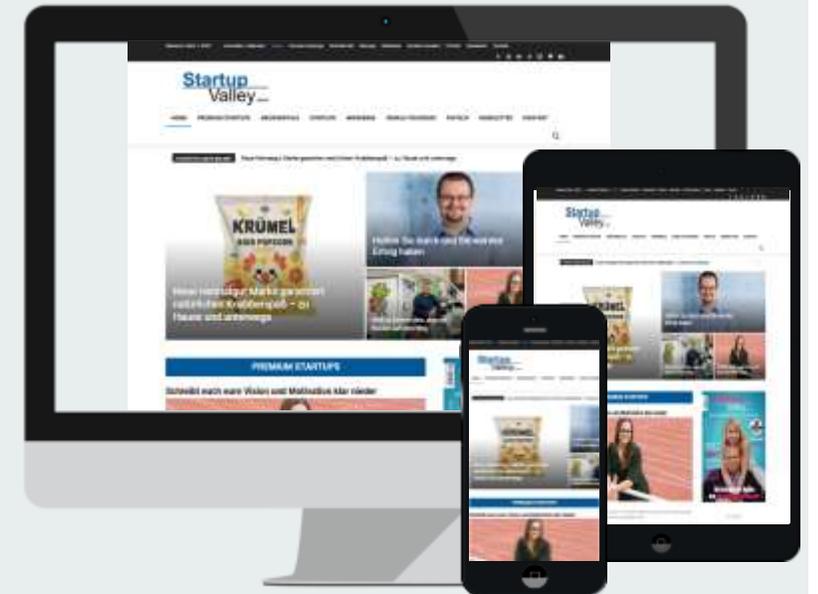
## Key data

### Target group

- Founders
- Startups
- Corporations and SMEs
- Investors and business angels

### Topics and sections

- Founders' Talk
- News
- Startups
- Female Founders
- Food Startups
- Workbase
- Financial Technology



### Traffic

Page Impressions	16.229
Visits	8.728
Uniques	5.350
Newsletter	5.400

The editorial team of tax consultants, professionals from the financial administration, lawyers, judges and business editors presents the often very complicated facts in an understandable way. They guarantee quality, seriousness and timeliness of the information.

**steuernetz.de** is owned by **Wolters Kluwer Deutschland**, based in Cologne, one of the leading global knowledge and information service providers with core competencies in law, economics and taxes.



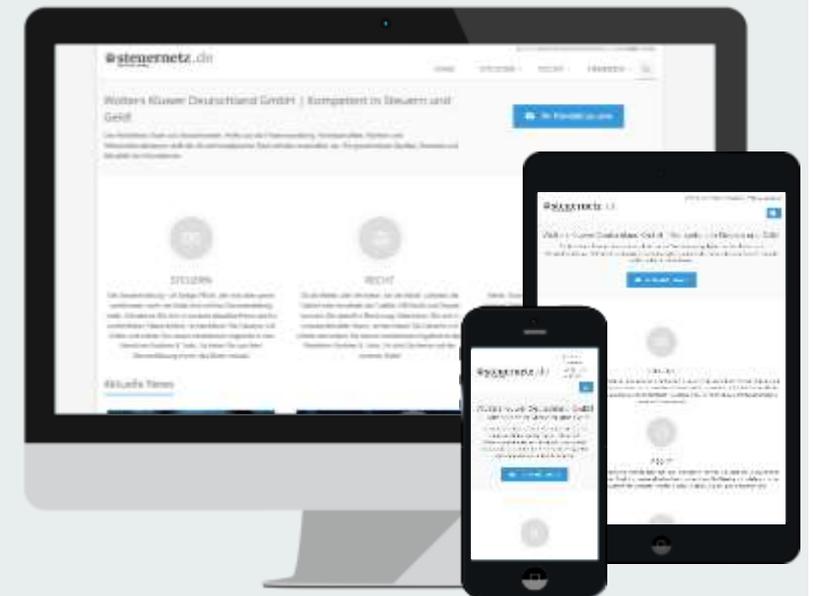
## Key data

### Target group

- Managers
- Landlords, property owners
- Tax advisors
- Controllers, Accountants

### Topics and sections

- Taxes
- Law
- Finances



### Traffic

Page Impressions	41.828
Visits	35.493
Uniques	80.000
Newsletter	33.000



**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 Manager, Content-Manager

### Topics and sections

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



### Traffic



Page Impressions	8.592.891
Visits	6.920.268
Uniques	2.000.000
Newsletter	52.000

# The information portal for decision-makers from the hotel and catering industry

Factsheet | tageskarte.io

**tageskarte.io** is an information portal for hoteliers, restaurateurs, the supplier industry and all those interested in the industry. The portal is one of the most far-reaching and most frequented B2B websites in the hospitality industry.

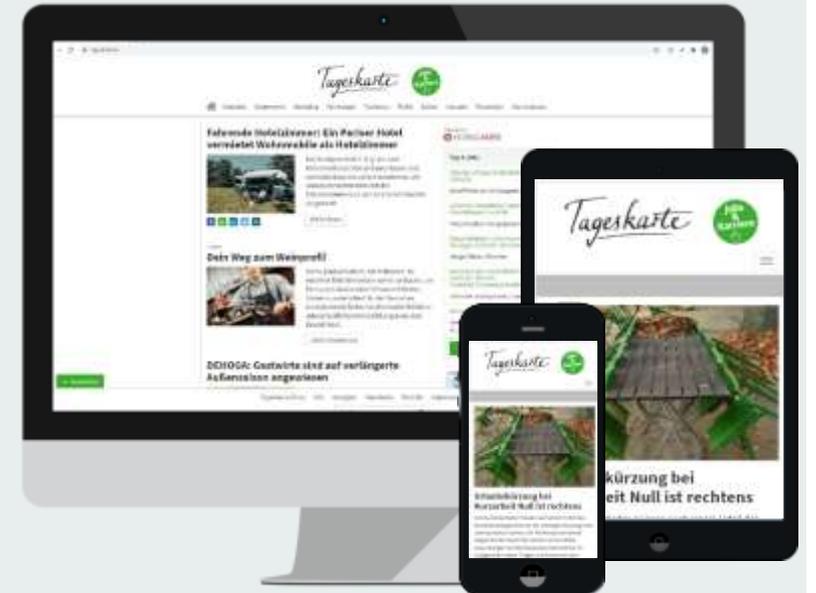
## Key data

### Target group

- Hoteliers
- Restaurant owners
- Supplier industry

### Topics and sections

- Hotel industry
- Gastronomy
- Marketing
- Technology
- Tourism
- And more



### Traffic

Page Impressions	385.103
Visits	188.238
Uniques	100.000
Newsletter	15.000

As the largest community for prospective and certified technicians, the **techniker-forum.de** offers a range of innovative services and services related to the state-certified technician.

In the highly frequented forums, there is lively discussion on various subject-specific topics. Additional topics such as further education, studies and training round off the offer in addition to a job market and a school directory for technical schools, which offer the state-certified technician.

Advertising in the Techniker-Forum reaches a well-educated target group, which is characterized by a high affinity to knowledge topics and eCommerce offers.

## Key data

### Target group

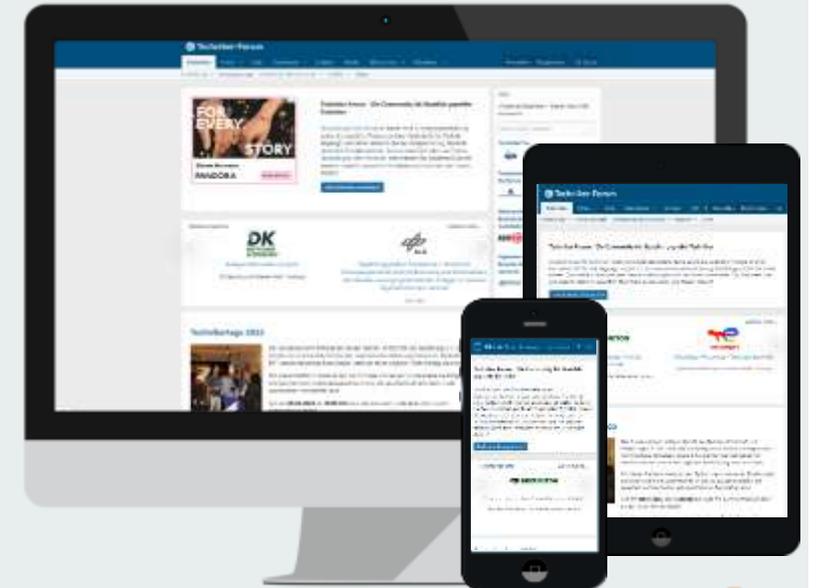
- State-certified technicians
- Technical Business Economists
- Engineers | Skilled worker
- Young professionals in the industry

### Differentiated forums and focal points

- For prospective and pr. Technician
- Skilled worker
- Further education, auditing

### Topics

- Electrical, measurement and construction technology
- Computer Science, Supply Engineering
- Works and Projects



### Traffic

Page Impressions	356.232
Visits	176.160
Unique Visitors	139.601



The online presence of **Technischer Handel** is editorially high-quality and conveys value-oriented content as well as well-founded technical contributions.

**Technischerhandel.com** is the platform for knowledge transfer between trade and industry. With current product and industry news and event dates.

In addition, the portal offers information on web seminars, marketplace, videos, podcasts, a trend barometer, a product compass database, industry links and market overviews.

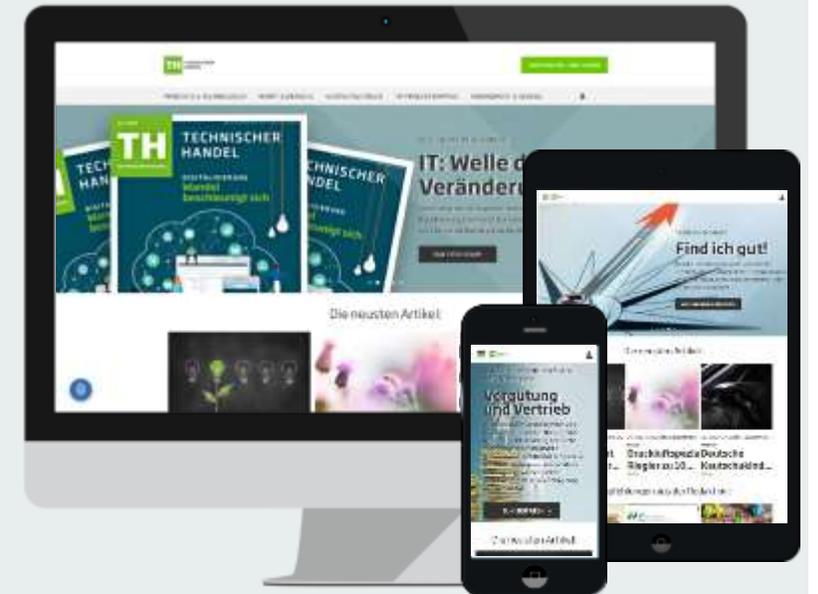
## Key data

### Target group

- All technical dealers and their suppliers in Germany and neighbouring German-speaking countries
- Managers from the fields of purchasing, sales, administration, advertising, marketing, manufacturing, processing, warehouse

### Topics and sections

- Products & Technologies
- Market & Industry
- Events
- Product compass
- Subscription & Service



### Traffic

Page Impressions	1.317
Visits	527
Uniques	494

# TN-Germany is the portal for tourism and destination management

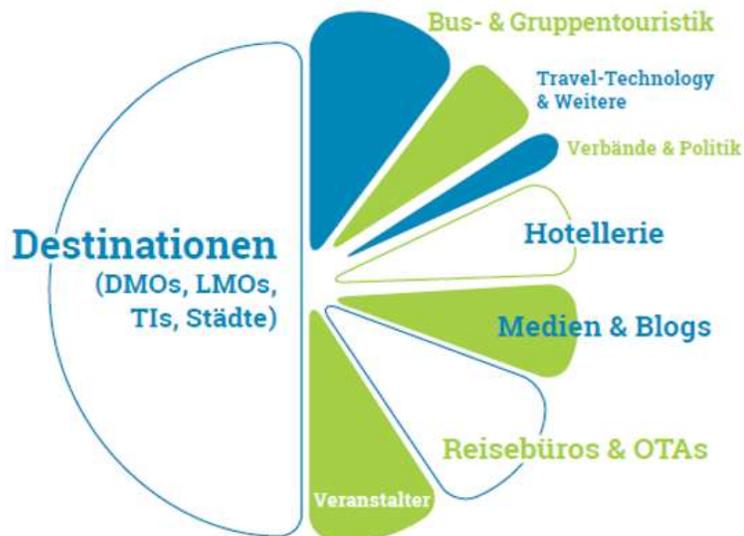
Factsheet | TourismusNews | tn-deutschland.com



**TN-Deutschland** is the news service about activities and challenges of domestic tourism organizations and destinations, regional traffic offices and cities.

The focus is also on the most important aspects of bus and group tourism, technology companies and airports, associations and local airlines as well as the development of the German offers of the major tour operators.

The digital news offering is rounded off by annual print magazines.



## Key data

### Target group

- Tourism professionals, decision-makers and influencers of German tourism

### Topics and sections

- Top news in the industry
- Cities and regions
- Interviews
- Jobs and job market
- Traffic
- Marketing & Sales
- Organizer



### Traffic

Page Impressions	48.903
Visits	16.301
Uniques	9.145
Newsletter	14.600

**top agrar** is by far the agricultural trade journal with the highest circulation in the German-speaking world.

With the associated specialist portal topagrar.com, (top) farmers cover your current information needs. The Internet portal supplements the coverage in the magazine with current news from politics and business as well as from all agricultural production areas.

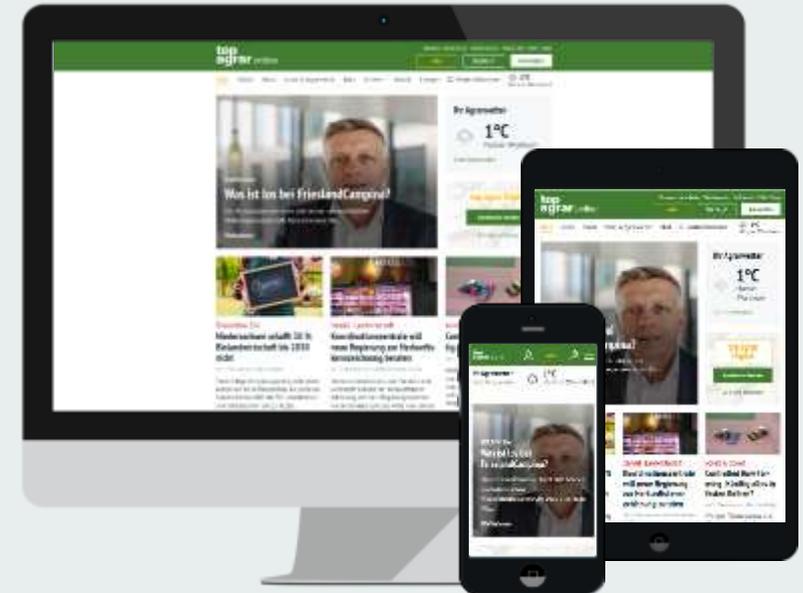
## Key data

### Target group

- CEOs of farming enterprises
- Agricultural decision-makers
- Crop and cattle farm management
- Operators of solar, biogas and wind power stations

### Topics and sections

- News
- Markt
- Acker + Agrarwetter (weather)
- Rind/Schwein (cattle/pigs)
- Energie
- Technik
- Landleben/Immobilien



### Traffic

Page Impressions*	9.011.956
Visits	3.298.839
Uniques	1.827.007
Newsletter	49.000



\* Angebotsbestandteil Namensgebendes Angebot TopAgrar Online/ Gesamtausweisung IVW beinhaltet weitere Angebotsbestandteile

# The independent news service around sustainability and CSR

Factsheet | umweltdialog.de

**umweltdialog.de** is an independent news service on sustainability and corporate social responsibility (CSR). Clear, comprehensible, compact and non-partisan, we report on sustainable commitment in seven departments.

Since 2003, the portal has been building a media bridge between responsible companies and stakeholders from politics, civil society and research in German-speaking countries.

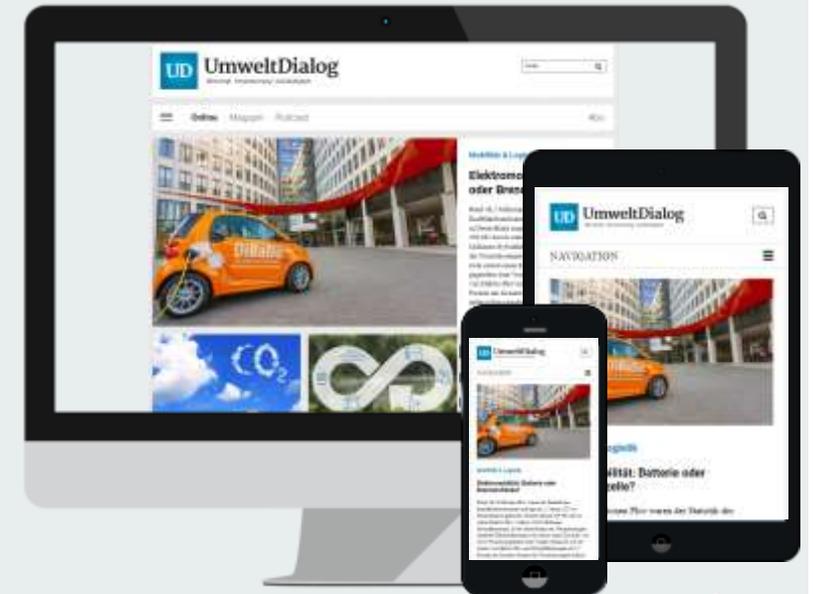
## Key data

### Target group

- Expert audience from the field of CSR
- Decision-makers from business, politics, research, civil society and the media

### Topics and sections

- CSR Management
- Enterprise
- Economy
- Politics
- Environment
- Consumer
- Know



### Traffic

Page Impressions	27.256
Visits	9.307
Uniques	8.311
Newsletter	16.300

# The portal for investors & entrepreneurs

Factsheet | vc-magazin.de

**vc-magazin.de** offers exciting stories from the German start-up community, reports on the latest deals and insights into new technologies and trends.

With extensive information on the subject of venture capital, news, event and people announcements, VC-Magazin.de is the competent online portal of the German private equity and venture capital industry.

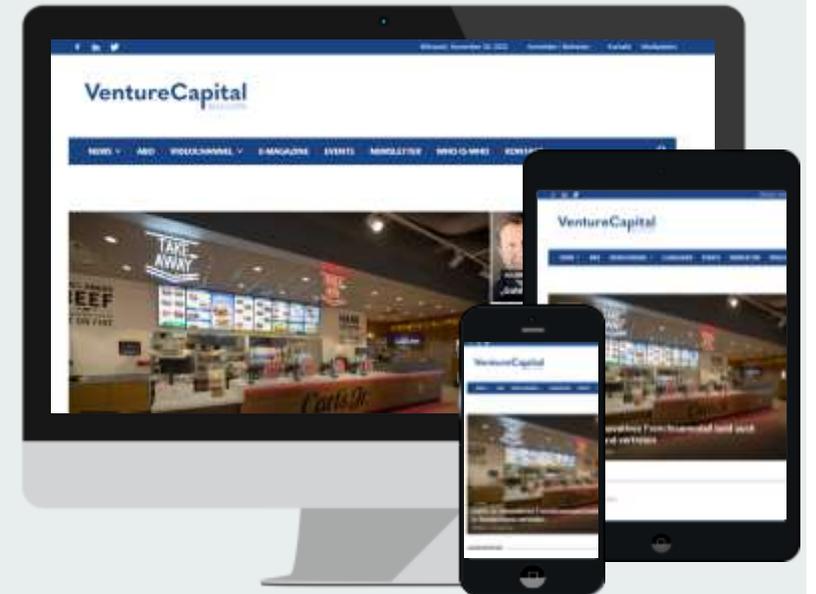
## Key data

### Target group

- Startups
- Technology and Growth Companies
- Financial investors and business angels
- Corporate Finance Advisor
- Innovation and Technology Centres

### Topics and sections

- News
- E-Magazine
- Events
- Video-Channel
- Venture Capital
- Investing



### Traffic

Page Impressions	269.435
Visits	172.188
Uniques	200.000
	5.600

# The news portal for engineers

Fact Sheet | vdi-nachrichten.com

**VDI-nachrichten.com** is the digital version of vdi nachrichten. These stand for journalistic excellence in the age of industrial transformation. The daily Plus contributions are the core of the editorial offer. The weekly high-reach boost newsletter sends the most important highlights in the news alert "VDI nachrichten digital". In addition, a 14-day print and e-paper newspaper edition will be published for the weekend.

The focus is on manufacturing and processing industry segments. Key technologies from the fields of production technology, networked production, automation technology, product and process design, vehicle and traffic technology, electronics and energy industries are the other focal points.

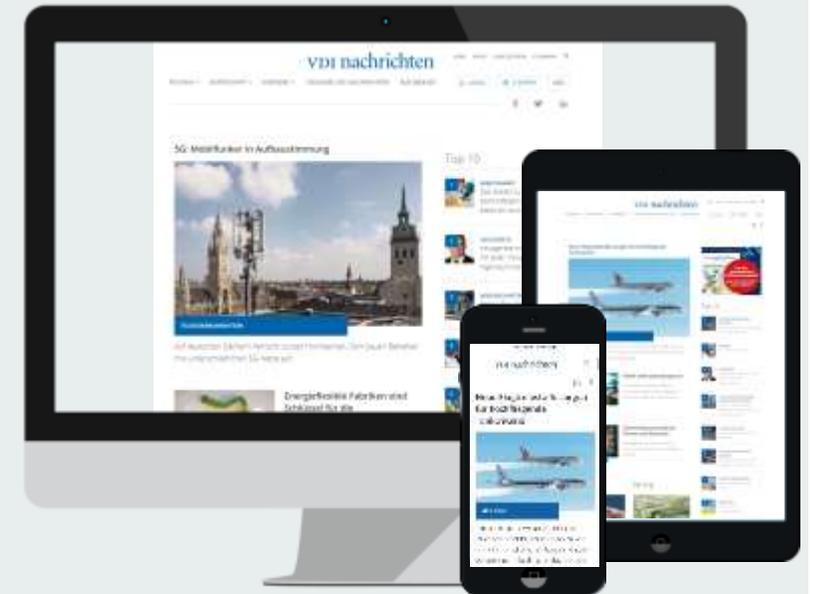
## Key data

### Target group

- Engineers from all sectors of the economy

### Topics and sections

- Technology
- Economy
- Career



### Traffic

Page Impressions	84.817
Visits	72.043
Uniques	45.027
Newsletter	28.000

**Versicherungsmagazin.de** is one of the leading Online platforms for the insurance industry in Germany.

The focus is on up-to-date information on topics relating to the insurance industry, the latest information and communication technologies as well as trends and tips for financial sales.

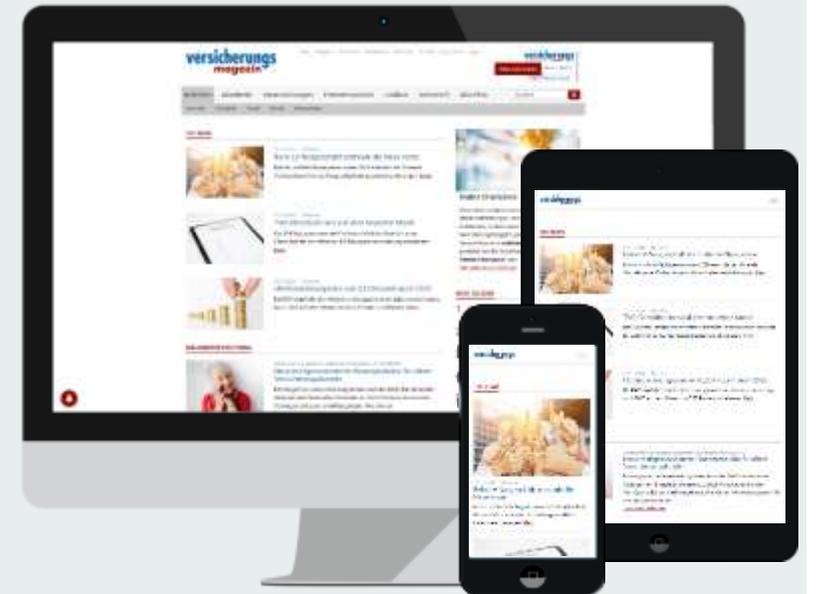
## Key data

### Target group

- Insurance brokers
- Financial services intermediaries
- Exclusivity agents
- Management in insurance companies

### Topics and sections

- Latest news, developments and trends in relevant insurance sectors
- Products and Invest
- Insurance Law and Personnel



### Traffic

Page Impressions	54.632
Visits	42.882
Uniques	26.801
Newsletter	5.250



# The daily news report from the insurance industry

Factsheet | versicherungswirtschaft-heute.de

**versicherungswirtschaft-heute.de** is the online report of the specialist publisher Versicherungswirtschaft.

The offer is aimed at all those who work professionally as intermediaries, brokers or managers in the industry as well as trainees and students in the insurance industry. It provides its readers with up-to-date data, facts and background information from the world of insurance. Every day there is daily, compact industry news, specialist knowledge, a job market, as well as further training events and an event calendar.

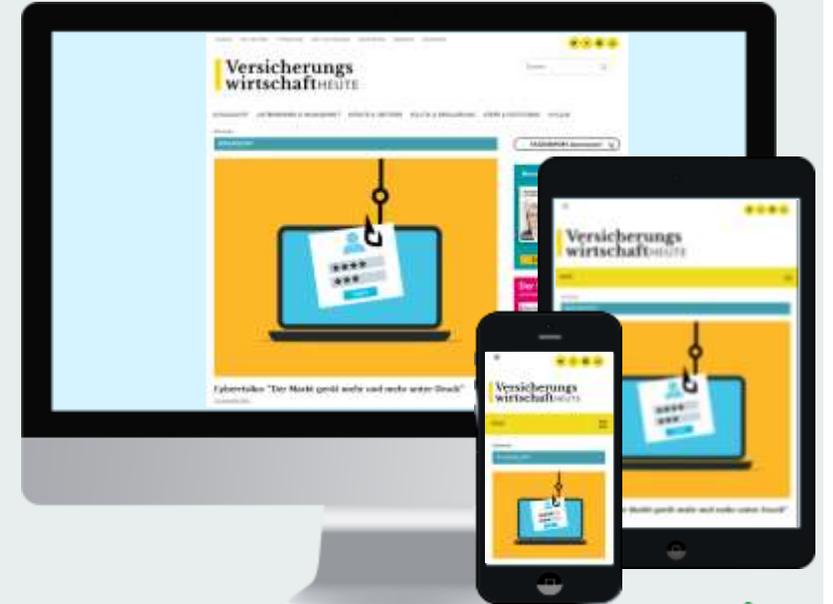
## Key data

### Target group

- Insurance Service Providers / Brokers
- Specialists and executives of the insurance industry
- Management consultants
- Banks/savings banks
- Attorneys
- Associations
- Universities, authorities and ministries

### Topics and sections

- Spotlight
- Markets & Sales
- Policy & Regulation
- Company & Management
- Heads & Positions



### Traffic

Page Impressions	119.467
Visits	66.371
Uniques	39.822
Newsletter	12.600

**windowspro.de** is an independent online publication for all those who plan, set up or maintain IT systems professionally. Thematically, desktop and server management, virtualization and cloud computing are in the foreground.

The portal focuses on benefit-oriented contributions that either help solve practical problems or describe and analyze market and technology trends.

## Key data

### Target group

- IT decision-makers
- IT/IT specialists

### Topics and sections

- Market overviews
- Product comparisons
- Practice
- Tests
- Know-how
- Analyses



### Traffic



Page Impressions	131.541
Visits	100.878
Uniques	60.000

First published in 1956, the **Gabler Wirtschaftslexikon** has been regarded as a classic of economic literature for decades. Since 2009, the work has been available as a freely accessible online offer with an extended range of uses.

The **Gabler Wirtschaftslexikon** is the largest economic encyclopedia in the German-speaking world.

With more than 25,000 keywords, the Gabler Wirtschaftslexikon is the largest German-language selection of business and lexical know-how on the Internet - written by over 200 proven experts and continuously editorially checked.

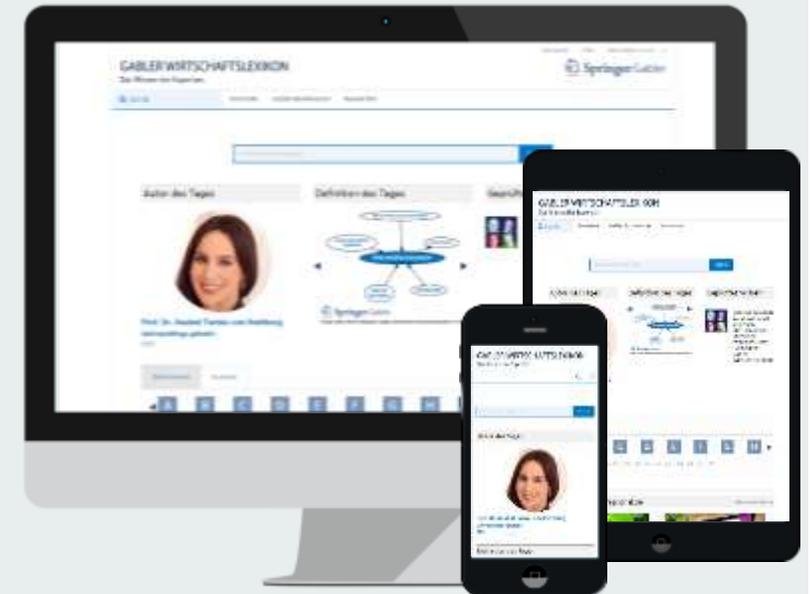
## Key data

### Target group

- Academics, High Potentials and Young Professionals
- Graduates
- All persons with business management and economic interest
- PhD students, speakers, consultants

### Topics and sections

- Business Administration/Economics
- Banking
- Right
- Accounting/Controlling
- Marketing
- Business informatics



### Traffic

	
Page Impressions	1.180.035
Visits	860.161
Uniques	800.000

The **Wochenblatt für Landwirtschaft und Landleben** is the online presence of the trade and family magazine of the same name.

Thorough research, topicality, critical reporting, timely topics and solutions make the agricultural section a guide and useful medium in one. The high and broad competence is the essential basis for the unusually close reader-magazine bond and the high acceptance of the medium.

businessAD exclusively markets the B2B sector AGRICULTURE.

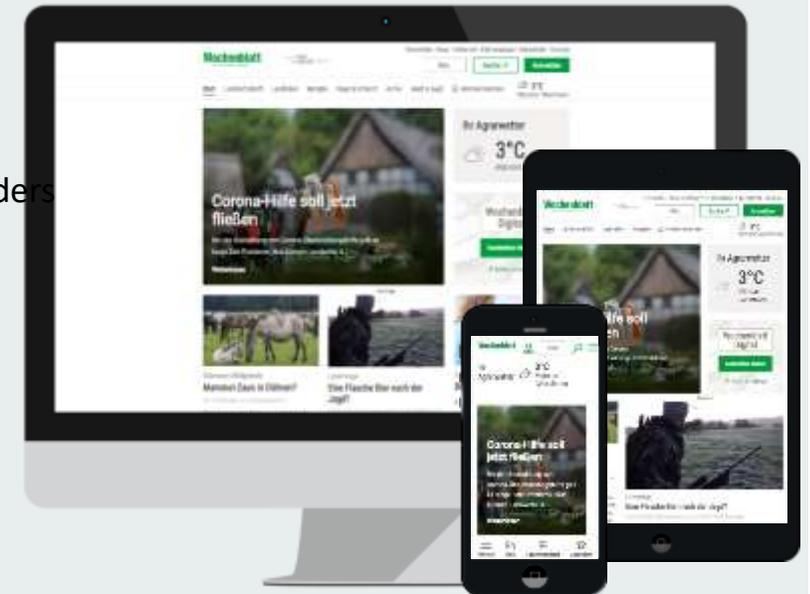
## Key data

### Target group

- Farm managers
- Agricultural decision-makers and opinion leaders
- Arable crops and livestock holdings
- Operators of solar, biogas, wind and
- Power plants

### Topics and sections

- News from agriculture
- Opinions and comments
- Market and Finance
- Plant and commercial horticulture



### Gesamt-Traffic

Page Impressions	9.548
Visits	2.604
Uniques	1.568

## Channel Smart Living



All about sustainability and smart connected home

# Channel Smart Living

The channel for smart home, sustainability and energy-efficient refurbishment

The portals of the Smart Living channel offer their visitors information for energy consulting, construction, living, modernization, renovation, crafts, real estate and sustainable lifestyle. Thus, the portals are aimed at builders, renovators, connoisseurs and lohas, i.e. people who pursue a sustainable lifestyle. In this way, the Channel Smart Living is a perfect environment for campaigns for energy-efficient modernization, building savings, building materials, furniture and everything related to energy, home and garden.



## Channel Smart Living



Websites total:	20+ portals
Page impressions	26.040.796
Visits	15.618.295
Unique users	11.322.181

### Relevant target groups:

Modernizers, Lohas, buildings savings contract holders, house builders, craftsmen, home and garden owners

# Content Marketing – Score with content!

Options with businessAD

Work with us to develop a **content marketing campaign** tailored to your individual communication goals.

From simple **paid articles** to **sponsored posts** or advertorials to your own **brand hub** as an exclusive topical page for your brand world, everything is possible!

No matter what you choose, every contribution is carefully reviewed by our content experts to ensure the greatest possible added value and tonality for our high-quality target groups.

On request, our **content studio** can also **advise you conceptually** and create the right content for you.

## Brand Hub as its own brand world

- Exclusive aggregation page for Sponsored Post series
- High visibility of your content through extensive teaser measures

## (Native) Advertorial

- Fixed teasers ensure additional traffic and permanent visibility in the booked campaign period

## Sponsored Post

- 24 hours on the homepage
- Social Media Push
- Newsletter Integration

## Paid Article

- Easy publication in the newsflow without further teaser measures

# Content Marketing – Score with content!

Sponsored Post | Channel Smart Living

This form of advertising appears like a normal news article and is well suited for presenting products and services that require explanation.

The sponsored post remains present on the homepage for at least 24 hours and through the direct integration into the publisher's CMS, it is constantly available on the website like a normal news article and uses all available communication channels (including Twitter, Facebook) + newsletter.

The customer provides text and image material, the publisher adapts it editorially. The article should preferably take the form of an expert guest post or interview.

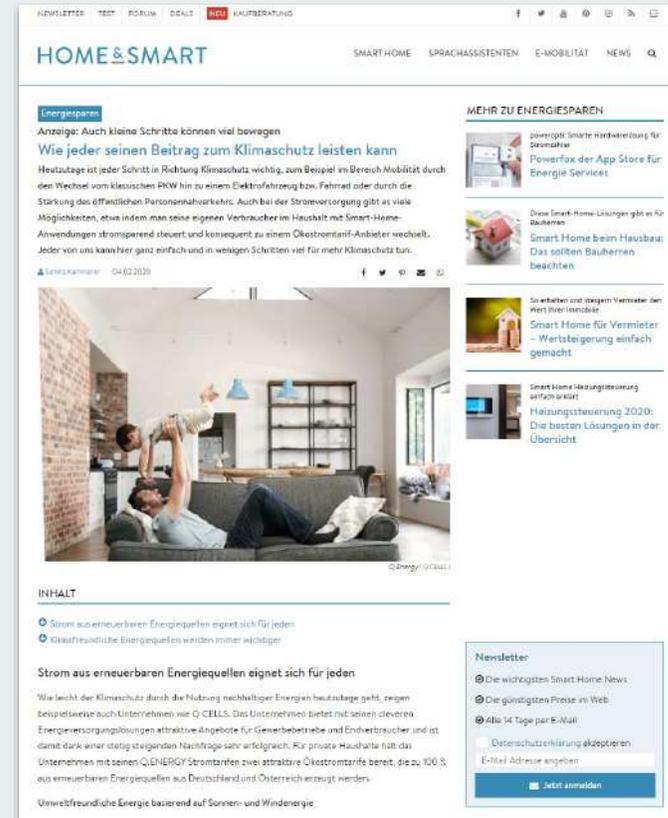
Possible on the following portals:



## Specifications:

- Available on request for the respective portal.

## Example



## Social Media Teaser



## Newsletter Teaser



# Content Marketing – Score with content!

(Native) Advertorial | Channel Smart Living

The Advertorial differs from the Sponsored Post. In addition to the publication of your content under the brand world of the booked portal, it contains fixed teasers that direct **additional traffic** to your content and also guarantee **permanent visibility** during the booked campaign period.

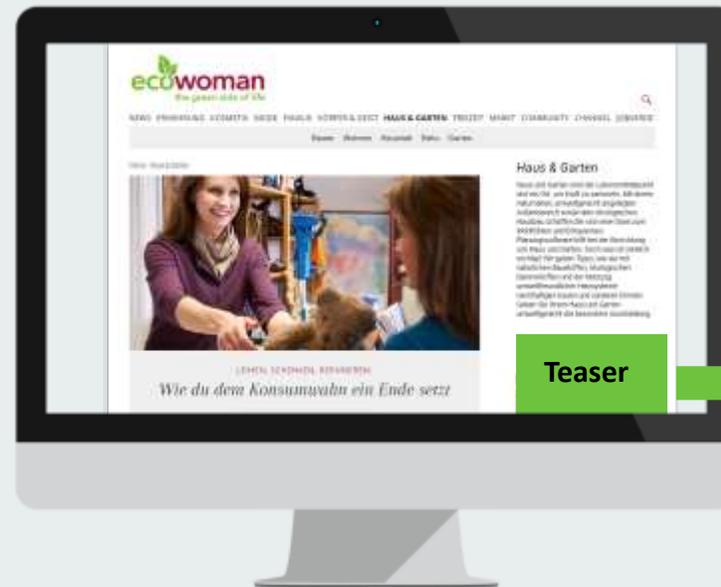
Advertorials are also suitable for a cross-site roll-out on several portals.

Possible on the following portals:



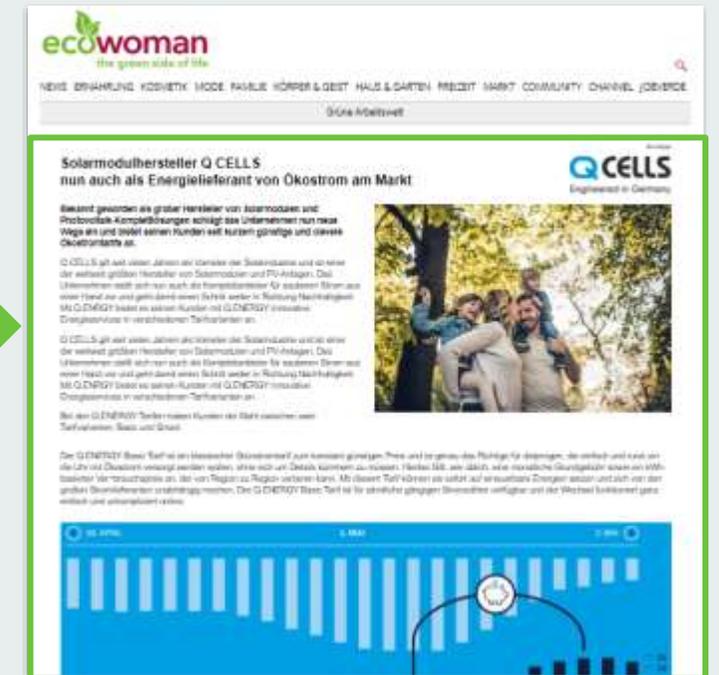
## Advertorial Example

Fixed Teaser:



Product details vary by portal.

Linking to landing page with customer-specific product information in the editorial layout of the site:



Landingpage: Specifications on request.

# Aktion pro Eigenheim – Advice portal for house construction and house purchase

Factsheet | aktion-pro-eigenheim.de



**aktion-pro-eigenheim.de** is a construction pilot who accompanies builders and provides assistance in order to circumnavigate risks in house construction unerringly. Whether building a house, buying a house or buying a condominium, the portal offers step-by-step instructions from initial consideration to completion and warranty issues.

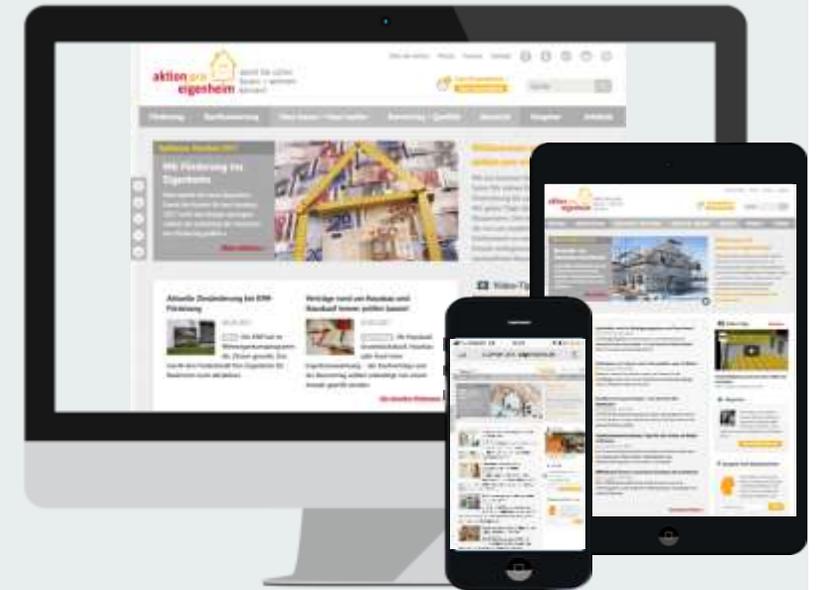
## Key facts

### Target group

- (Future) building owners
- Property buyers

### Sections

- Subsidies
- Mortgage
- Build & Buy
- Contract
- Building Law
- Advice
- Infothek



### Traffic

Page Impressions	21.897
Visits	18.886
Uniques	17.896
Newsletter	2.900

**barrierefreie-immobilie.de** is the first point of contact on the net when it comes to barrier-free living and building. The portal provides detailed information about the requirements of a barrier-free property, the conversion and generally about the barriers that need to be overcome.

## Key facts

### Target group

- Homeowner
- Craftsman
- Building owners
- Seniors

### Sections

- Home
- Know
- Shape
- Standards
- Forms of housing
- Requirements
- Reconstruction
- Barriers
- Promotion



### Traffic

Page Impressions	8.000
Visits	3.478
Uniques	1.050

**EnBauSa.de** provides an editorial overview of all aspects of energy-efficient renovation. Additionally, **EnBauSa.de** publishes experience reports and blogs in order to bring builders, planners and interested parties together. The portal collaborates with renowned industry experts from economy and research in order to ensure the high quality of its content. This way the online magazine provides an attractive advertising environment especially for private and commercial providers who come from the fields of energy-efficient construction and renovation, renewable energy, architecture and craft.

## Key facts

### Target group

- Building owners
- Planners
- Architects
- Energy consultants
- Craftsman

### Sections

- Insulation & Windows
- Heating
- Ventilation
- Solar energy
- Financing
- Projects
- Service



### Traffic

Page Impressions	12.495
Visits	7.702
Uniques	6.615
Newsletter	4.800

# Energie-Fachberater.de – Advisory portal for energy-efficient restoration

Factsheet | energie-fachberater.de



Since 2005, the portal **energie-fachberater.de** is the point of contact for homeowners and energy savers keen on modernization.

The portal focuses on expert knowledge: energy consultants, funding experts and professionals of different subject areas give concrete advice for restructuring practice, legal requirements, funding and financing.

## Key facts

### Target group

- House and apartment owners
- Property renovators

### Sections

- Insulation
- Heating & AC
- Electricity
- Inside restoration
- Roof
- Facade
- Basement



### Traffic

Page Impressions	545.122
Visits	281.183
Uniques	224.524

# Energiesparen-im-Haushalt.de – Advice portal for climate-friendly living

Factsheet | energiesparen-im-haushalt.de



**Energiesparen-im-Haushalt.de** stands for climate-friendly living while enjoying full comfort. **Energiesparen-im-haushalt.de** reports enthusiastically about the fascinating world of highly efficient, environmentally friendly technologies for contemporary living. The site went online in 2007 with simple consumer tips on how to save electricity. Within a very short time, the areas of construction and renovation were added and quickly developed into the core of the portal. The editorial team works closely with experts and energy consultants. The editorial team visits builders who have built or renovated "green" – and is thus repeatedly infected by their enthusiasm for modern living.

## Key facts

### Target group

- Homeowners
- LOHAS
- Environmentally aware people

### Sections

- Using energy cleverly
- Save electricity
- Saving water
- Building and modernizing
- On-site consulting
- Media library
- Advisor



### Traffic

Page Impressions	22.741
Visits	14.748
Uniques	13.357

# The portal with comprehensive information on windows and conservatories

Factsheet | fensterbau-ratgeber.de



**fensterbau-ratgeber.de** is a competent consultant when it comes to windows and conservatories. The portal provides information on window purchase, installation, renovation and maintenance of windows, doors and conservatories as well as visibility and sun protection.

## Key facts

### Target group

- Homeowner
- House renovator
- Building owners

### Sections

- Window
- Conservatory
- Terrace roofing
- Doors
- Specialist companies
- Service Portal
- Advisor



### Traffic

Page Impressions	15.000
Vistis	6.521
Uniques	2.608

**garage-und-carport.de** deals exclusively with questions relating to garages and carports. Which materials are suitable, what costs arise and what maintenance effort does the owner have to face? What are the advantages of a garage over a carport and are there discounts on car insurance? These and many more questions are answered in detail by the portal.

## Key facts

### Target group

- Car and homeowners
- Craftsman
- Building owners

### Sections

- Home
- Know
- Garage
- Carport
- Garage door
- Solar plant
- Accessories
- Care



### Traffic

Page Impressions	10.000
Visits	4.435
Uniques	1.210

**golem.de** is aimed at professional computer users and reports on all topics of the IT industry on a daily, competent and fast basis. IT specialists, online managers, marketing decision-makers and buyers receive well-founded analyses of market developments and important professional information on the potential of products, brands and markets through background reports, purchase recommendations and market research results.

**golem.de** is the leading independent, high-reach brand for quality journalism in the IT segment and on top of that offers special content in the fields of smart home and house automation.

## 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
- **House automation**



### Traffic

Page Impressions	26.640.083
Visits	12.846.219
Uniques	3.900.000
Newsletter	31.000



# The DIY-portal for construction, crafting, house and garden

Factsheet | heimwerker.de



**Heimwerker.de** is since 1996 one of the biggest and farthest-reaching DIY-platforms in Germany. Heimwerker.de offers practical tips for different tasks regarding renovation, insulation, installation and reparation, but as well for gardening, information about flooring, creative craft ideas and detailed instructions with constructions of professional craftsmen.

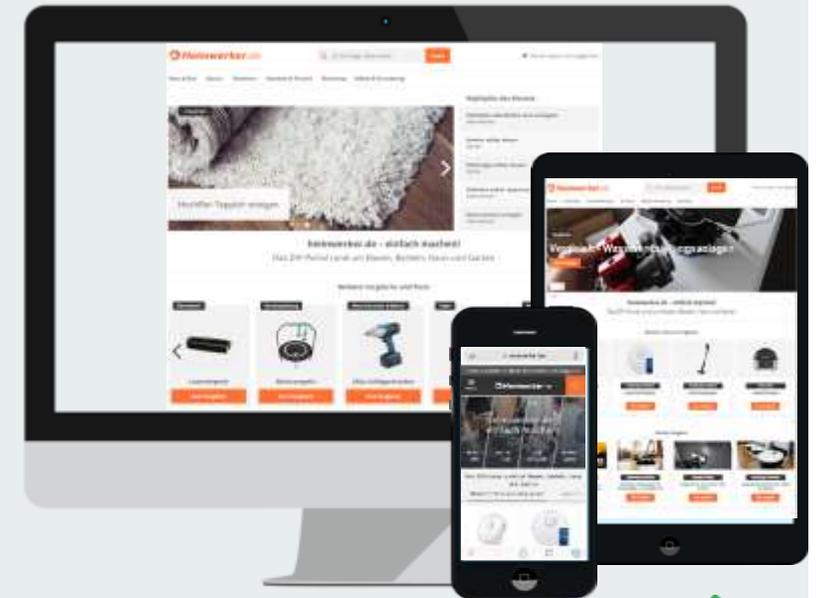
## Key facts

### Target group

- Craftsmen, refurbishers
- Manually talented people

### Sections

- House and construction
- Garden
- Pets
- Household & Leisure
- Tools
- Furniture
- Advisor



### Traffic

Page Impressions	161.170
Visits	112.819
Uniques	80.585

# Heizsparer.de – All about energy-efficient heating

Factsheet | heizsparer.de



The independent online service **heizsparer.de** provides information in the fields of correct heating and saving energy. **Heizsparer.de** offers extensive information about heating systems and their optimization potential.

Tips, guides, eBooks and check lists provide concrete assistance with detailed questions on all topics related to saving energy. The website is topically focused on solar energy.

## Key facts

### Target group

- Interested consumers
- Energy consultants
- Craftsmen
- Builders, home savers

### sections

- Heating
- Regenerative heating
- Saving energy
- Solar
- Combustibles
- Find low-cost specialist companies
- Service



### Traffic

Page Impressions	145.092
Visits	112.089
Uniques	59.425

# The consumer portal for smart home, e-mobility and connected living

Factsheet | homeandsmart.de

HOME & SMART

**homeandsmart.de** has been providing information on the topics of Smart Home, electromobility and connected living since 2017.

The portal deals with the latest trends and innovative ideas and has set itself the task of providing information in this segment. The editorial team tries to provide the consumer with decision-making aids by reporting on the products comprehensibly and honestly.

## Key facts

### Target group

- Technology-interested consumers
- High-consumption users

### Sections

- Smart Home
- Language assistants
- E-mobility
- News
- Advisor



### Traffic

Page Impressions	1,2 Mio
Visits	820.000
Uniques	590.000



# ImmoPionier.de – The search engine for real estate

Factsheet | immopionier.de

**ImmoPionier.de** offers optimum conditions for consumers in search of their dream home. Among other services, the initial search mask makes it possible to enter the desired type of property, place of residence, surface area, number of rooms and a price range. The intelligent search engine for residential solutions of all kinds provides a meaningful list of results excluding unwanted duplicates. This way the user is no longer forced to click through the variety of real estate portals.

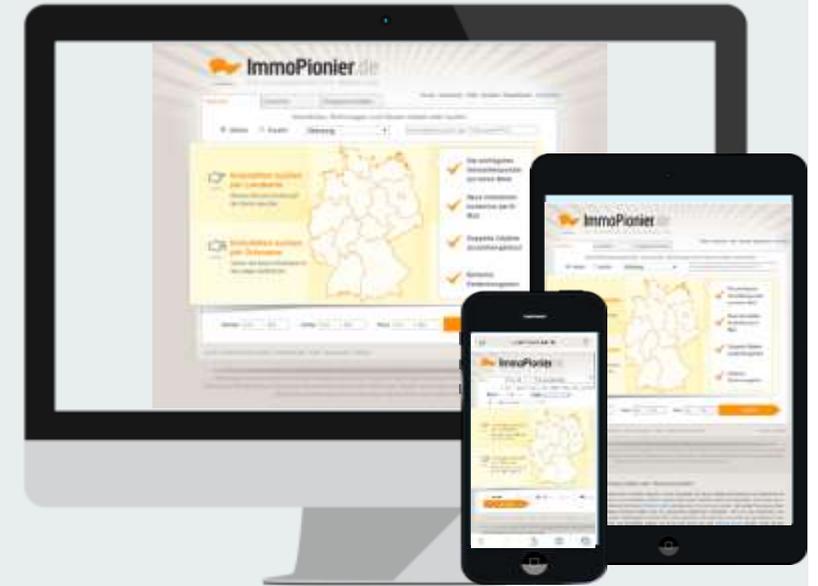
## Key facts

### Target group

- Future property owners
- Lessees
- Lessors

### Sections

- Dwell
- Business
- Investment



## Traffic

Page Impressions	5.802
Visits	2.017
Uniques	1.526

# KWH-Preis.de – The information portal for the energy market in Germany

Factsheet | kwh-preis.de



**kwh-preis.de** deals with energy provider switching, renewable energies & green electricity and energy saving.

The online magazine offers a high-quality advertising environment for companies active in the fields of energy supply, heating technology, solar energy, energy efficiency or energy-efficient construction and renovation.

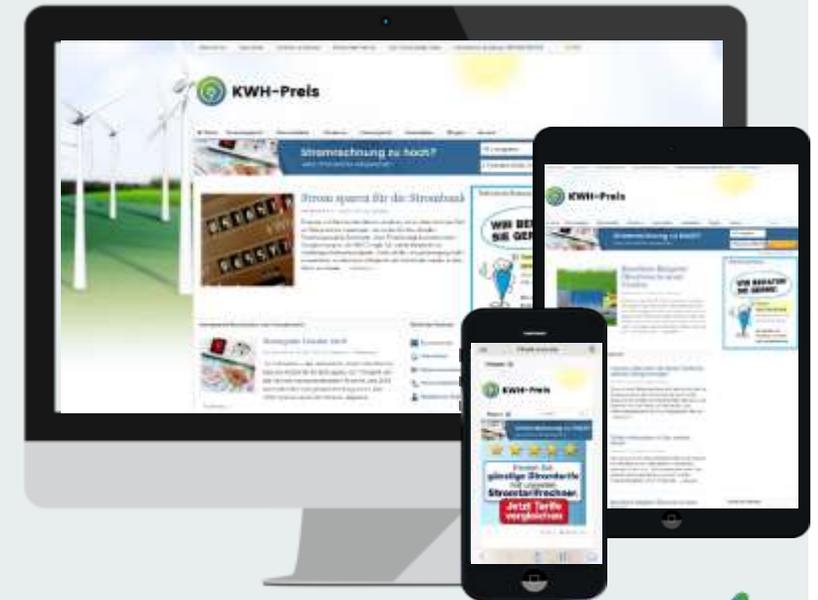
## Key facts

### Target group

- Interested consumers
- Energy consultants
- Craftsmen
- Building owners, home savers

### Sections

- KWH Price (Price per kilowatt)
- Current comparison
- Electricity providers
- Green energy
- Gas comparison
- Gas providers
- Biogas
- Service



### Traffic

Page Impressions	6.392
Visits	3.595
Uniques	2.153

# Messen.de – The first address for finding fairs in the DACH Region

Factsheet | messen.de



**Messen.de** is a free, editorially maintained trade fair calendar for companies and private customers who act as exhibitors or trade fair visitors.

**Messen.de** offers all interested parties quick and uncomplicated access to current trade fair dates in all industries in Germany, Austria, Switzerland and the Netherlands. In addition, it is possible to evaluate each fair after the visit.

On **messen.de**, businessAD offers environment-related targeting to different trade fairs and thus sensibly expands the most diverse B2B segments.

## Key data

### Target groups

- Fair visitors & Fair exhibitors
- Private & business clients

### Sections

- Home/News
- Fairs Exhibitors
- Fairs
- Service providers
- Industries

### Topics

- Constructing & living
- Education & Career
- Finances
- And a lot more...



### Traffic



Page Impressions	1.763.283
Visits	839.010
Unique Visitors*	1.300.000

\*Due to the AGOF publication cycle, UU may be higher than visits during the year

**mobil-bleiben.de** deals exclusively with questions of mobility in old age. From public transport, emergency call systems, holiday trips, barrier-free living, financial assistance and pensioner flats, all topics and tips are covered here that Best Ager can integrate into their everyday lives to stay mobile.

## Key data

### Target group

- Active seniors

### Rubriken und Umfelder

- Home
- Mobile in old age
- Mobile on the go
- Mobile at home
- Mobile on the road
- Aid



### Traffic

Page Impressions	6.000
Visits	2.608
Uniques	986

# Ökotest.de - The test brand consumers trust

Factsheet | oekotest.de



**ÖKO-Test** is one of Germany's best-known brands: according to a survey conducted by the market research institute Splendid Research 2019, almost 89% of Germans are familiar with ÖKO-TEST.

ÖKO-TEST helps consumers to make the right purchasing decisions. According to the motto "Living really well", independent and well-founded product and service tests as well as consumer information show which products work best.

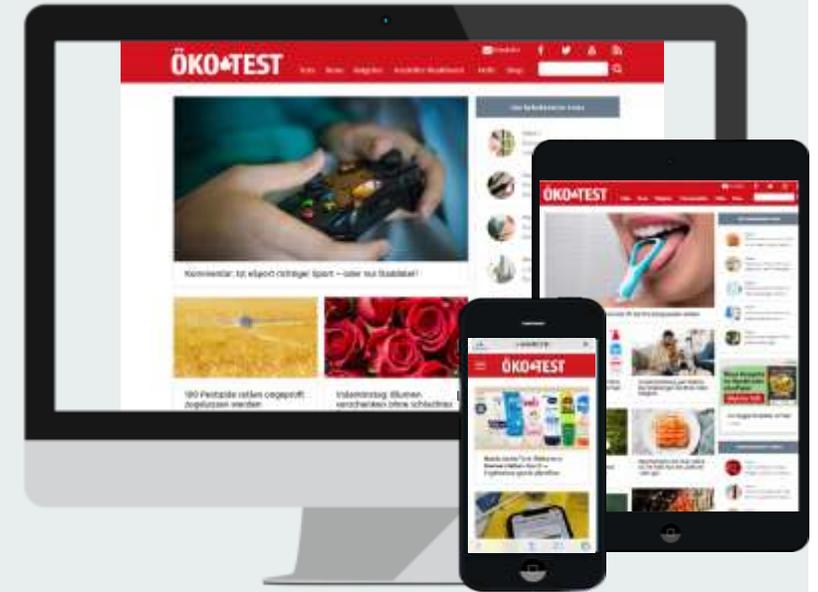
## Key facts

### Target group

- Lohas
- Young families
- Free-spending consumers
- Environmental and health conscious users
- High-consumption users

### Sections

- Building and living
- Food & Beverage
- Health and medicines
- Children and family
- Cosmetics and fashion
- Money and law
- Leisure and technology



### Traffic

Page Impressions	3.000.000
Visits	1.700.000
Uniques	1.400.000

**sanier.de** serves as a service portal and provides information about the various possibilities of modernization. In addition to step-by-step instructions and current news on modernization and renovation, free eBooks and checklists are also available for download. The website **sanier.de** offers companies from the fields of building technology, construction and renovation a high-quality, attractive advertising environment.

## Key facts

### Target group

- Renovators
- Energy consultants
- Craftsmen
- Building owners, home savers

### Sections

- Dam
- Roof
- Window
- Solar
- Heating
- Energy
- Energy Consulting
- Other topics
- Specialist companies
- Service



### Traffic

Page Impressions	734.688
Visits	553.465
Uniques	81.763

# solaranlage-Ratgeber – Guide for photovoltaics and solar thermal systems

Factsheet | solaranlage-ratgeber.de



The independent service offer **solaranlage-ratgeber.de** provides information about the use of solar energy in Germany. Tips, guides, eBooks and checklists provide concrete assistance with detailed questions relating to solar energy (photovoltaics and solar thermal energy). The online magazine offers companies active in the fields of heating technology, solar energy, energy supply, energy efficiency or energy-efficient construction and renovation a high-quality advertising environment.

## Key facts

### Target group

- Interested consumers
- Energy consultants
- Installers
- Craftsmen
- Building owners

### Sections

- Home
- Solar energy
- Photovoltaics
- Solar thermal energy
- Solar eBooks
- Service



### Traffic

Page Impressions	125.072
Visits	34.154
Uniques	25.571

# The critical environmental policy information portal

Factsheet | sonnenseite.com

Since 1997, Franz Alt has been active with the **Sonnenseite.com** on the Internet and informs about current events in the energy and environmental sector and offers well-founded and commented background information. The sunny side is a central information portal about renewable energies in German-speaking countries. Up-to-date news on related topics, major social and political events and consumer information are offered daily.

**Sonnenseite.com** has already received many awards, such as the German Solar Prize, the European Solar Prize, the Utopia Award, the Newsletter Award, the Human Rights Award and the Innovation Award.

## Key facts

### Target group

- Interested consumers
- Energy consultants

### Sections

- Politics
- Energy
- Environment
- Economy
- Mobility
- Science
- Future
- Tips
- Franz Alt



### Traffic



Page Impressions	55.510
Visits	41.633
Uniques	26.860
Newsletter	5.800

# Utopia.de – The online platform for sustainable consumption

Factsheet | utopia.de



**utopia.de** is Germany's leading platform for sustainable consumption. Utopia combines competent purchase advice of independent editors with opinions and recommendations of more than 90,000 registered community members who evaluate sustainable products and services. Furthermore, Utopia provides extensive interaction and feedback options for consumers and companies.

## Key facts

### Target group

- Lohas
- Environment and health conscious consumers
- Users with high consumption
- High- consumption users

### Sections

- Nutrition
- Household and housing
- Consumption
- Sustainable fashion
- Internet & Media
- Environment & Climate Protection
- Natural cosmetics
- Green Energy & Climate
- Mobility & Transport



### Traffic

Page Impressions	15.898.000
Visits	9.577.108
Uniques	7.661.687

businessAD

Mehr Wert für Marken

## Channel Education & Career



How to reach pupils, students and young potentials

# Channel Education & Career

The channel for reaching out to pupils, students, trainees and young professionals

Are you planning an employer branding campaign or want to reach young people in education or studies? Would you like to place your company profile and job vacancies on a suitable webpage?

The businessAD channel **Education & Career** includes renowned expert portals such as **audimax.de** for pupils and students, training / job sections of professional portals as well as job marketplaces and vertical job sections as well as vertical knowledge portals such as **karrierebibel.de** or the **Gabler Wirtschaftslexikon**. The advertising approach can be done via display, native integration or, for example, native ads on portals like **abi-pur.de**, **audimax.de**, **e-hausaufgaben.de**, **mystipendium.de**.



## Channel Education & Career



All Websites	17+ Portale
Page impressions	7.680.325
Visits	4.128.506
Unique users	1.562.969

### Target Groups:

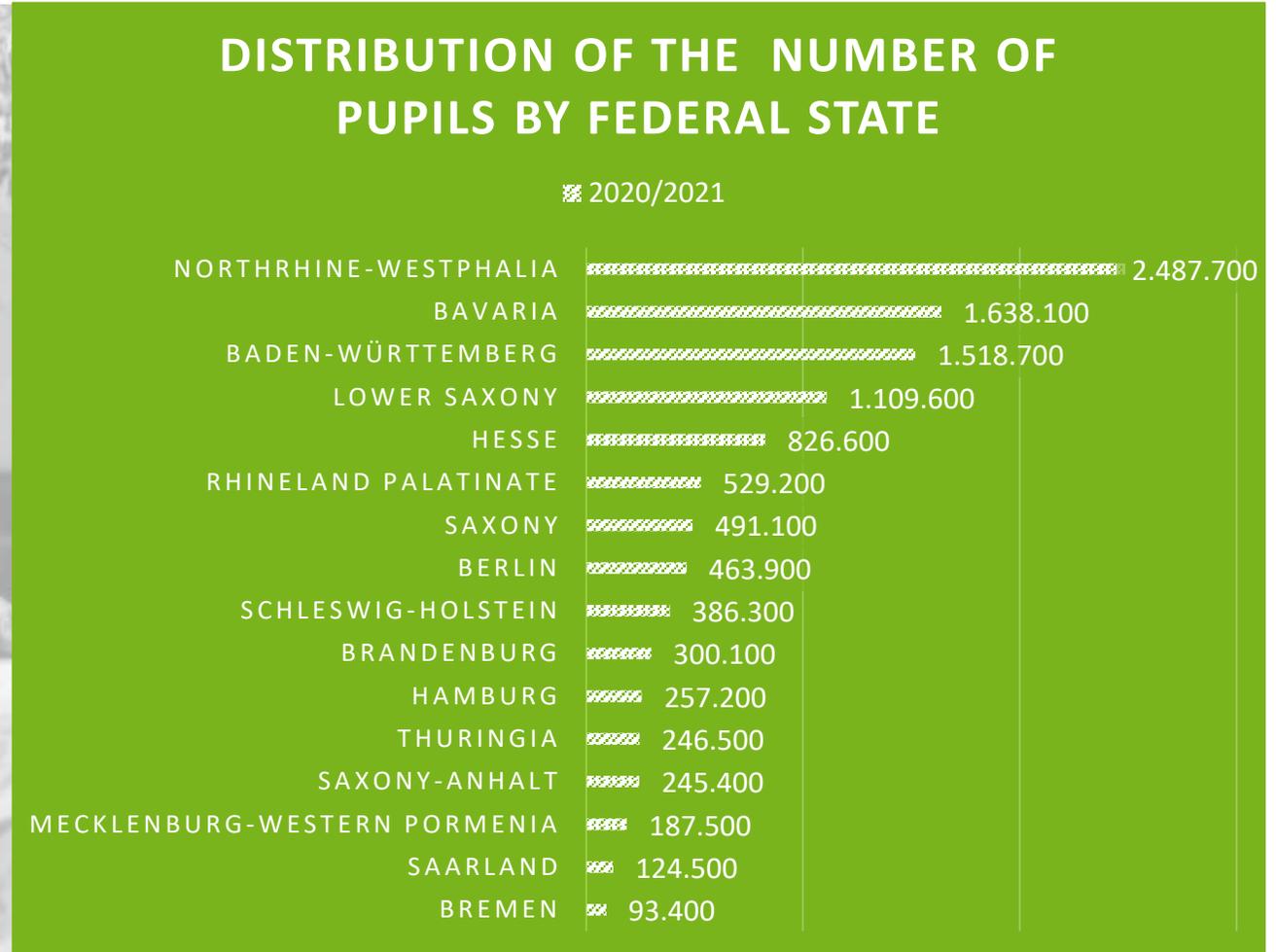
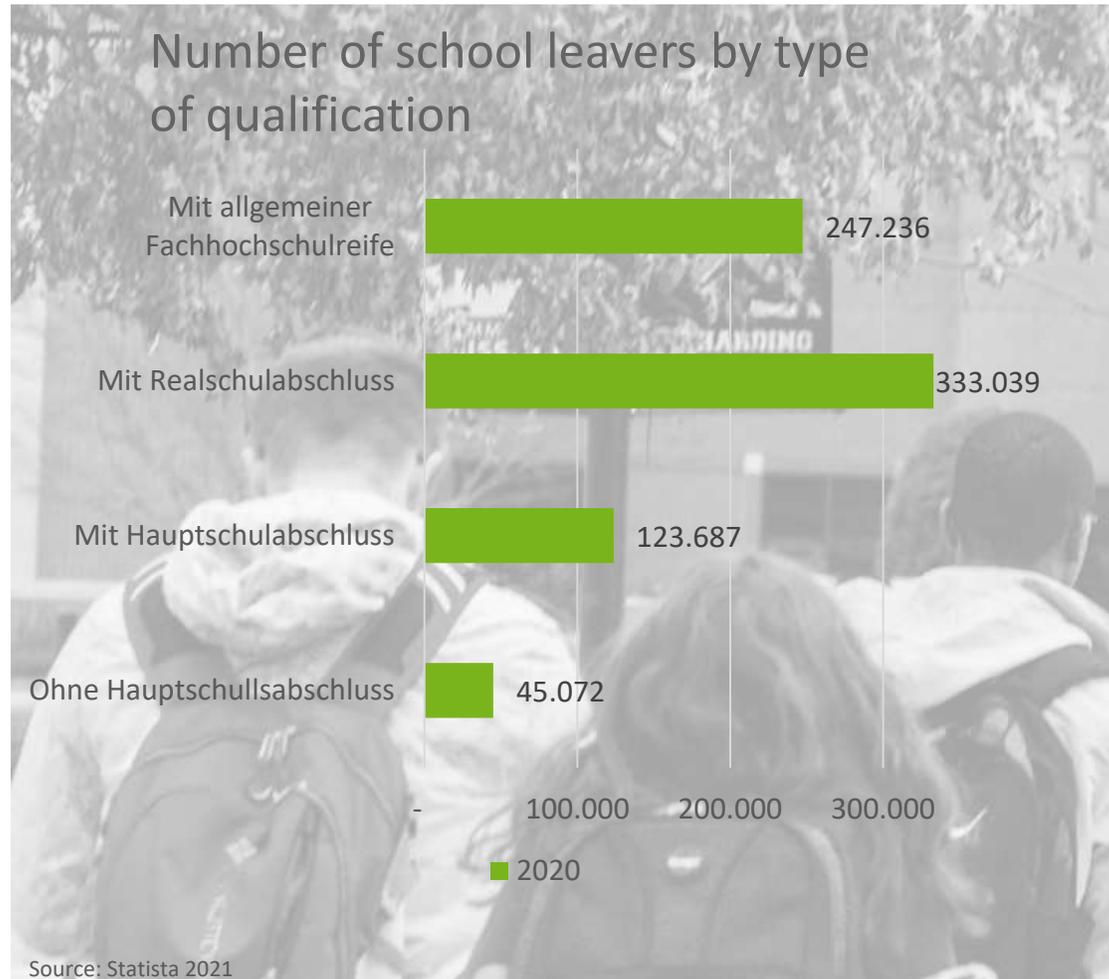
- Pupils
- Trainees
- Students
- Young Professionals

### Topics / editorial environments:

Study, school, university, jobs

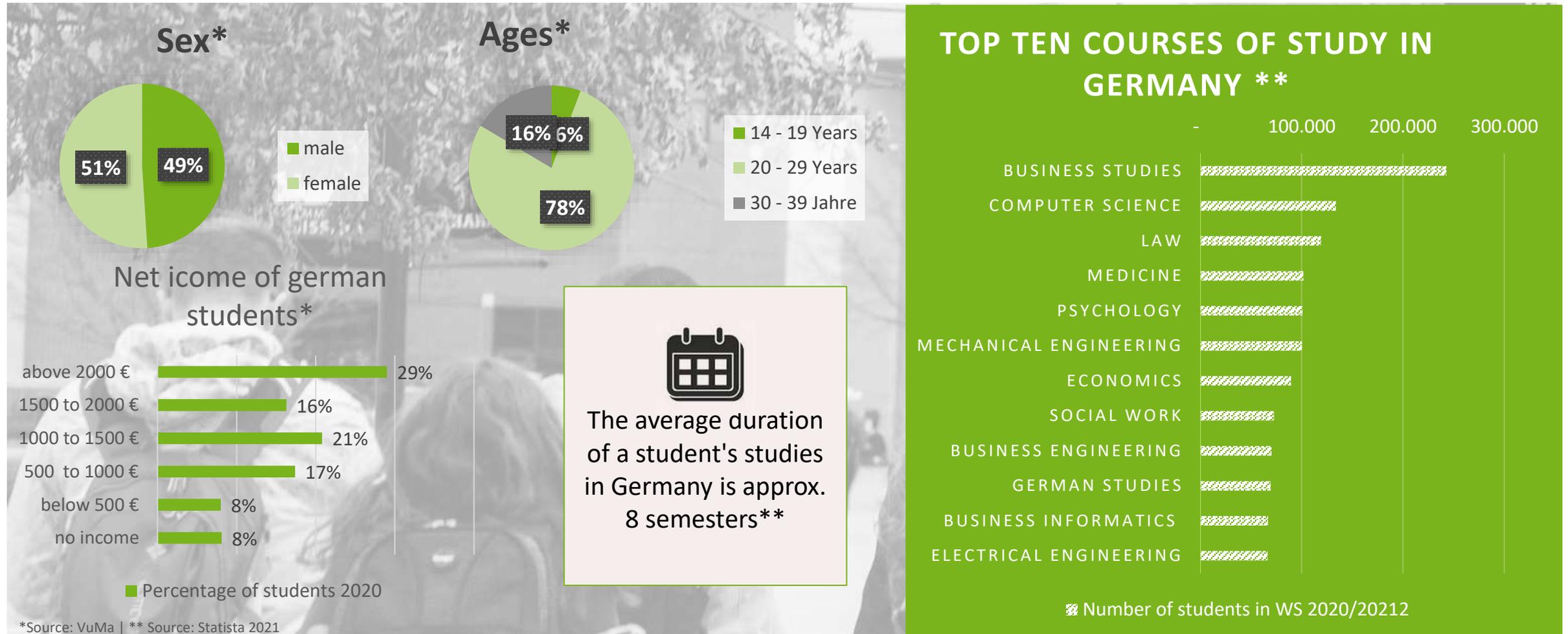
# Facts and figures about pupils at German schools

The Realschulabschluss is the most common school certificate in Germany



# Facts and figures about students at German universities

The most popular subject of study for German students is business administration



# Content Marketing – Score with content!

Options from businessAD

Work with us to develop a **content marketing campaign** tailored to your individual communication goal.

From simple **paid articles** to **sponsored post** or **advertorials** to your own **brand hub** as an exclusive topic page for your brand world, everything is possible!

No matter what you choose, every contribution is carefully reviewed by our content experts to ensure the greatest possible added value and tonality for our high-quality B2B/decision-maker target groups.

On request, our **content manufactory** can also **advise you conceptually** and create the right content for you.

- Exclusive aggregation page for their Sponsored Post series
- High visibility of your content through extensive teaser measures

## (Native) Advertorial

- Fixed teasers ensure additional traffic and permanent Visibility in the booked campaign period

## Sponsored Post

- 24 hours on the homepage
- Social Media Push
- Newsletter Integration

## Paid Article

- Easy publication in the newsflow without further teaser measures

# Content Marketing – Score with the content!

Sponsored Post | Channel Education & Career

This form of advertising appears like a normal news article and is well suited for presenting products and services that require explanation.

The sponsored post remains present on the homepage for at least 24 hours and through the direct integration into the publisher's CMS, it is constantly available on the website like a normal news article and uses all available communication channels (including Twitter, Facebook) + newsletter.

The customer provides text and image material, the publisher adapts it editorially. The article should preferably take the form of an expert guest post or interview.

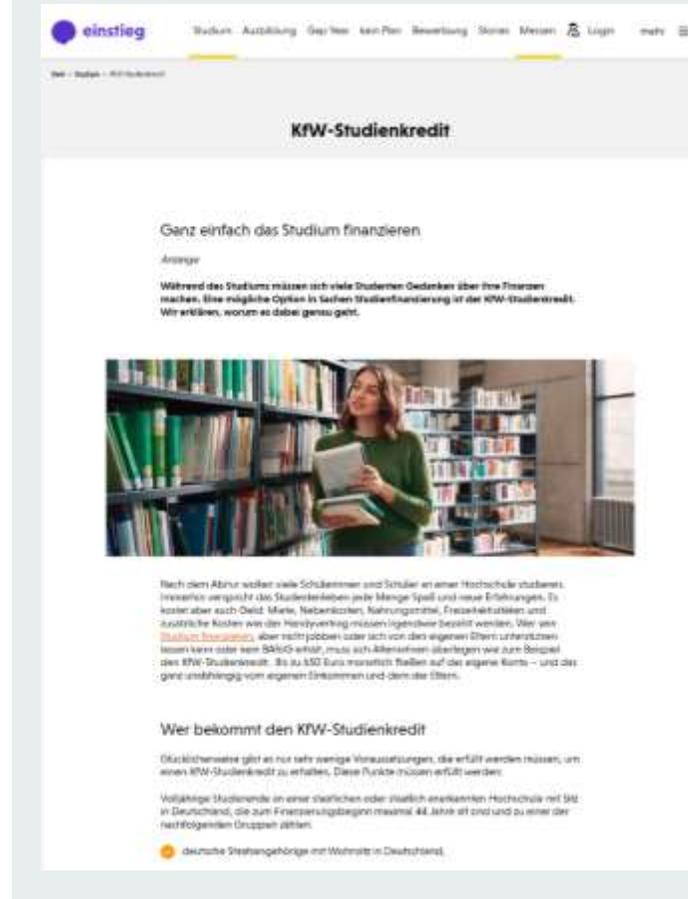
Possible on the following portals:



## Specifications:

- Available on request for the respective portal.

## Example



## Social Media Teaser



## Newsletter Teaser



# Content Marketing – Score with content!

(Native) Advertorial | Channel Education & Career

The advertorial differs from the Sponsored Post. In addition to the publication of your content under the brand world of the booked portal, it contains fixed teasers that direct additional traffic to your content and also guarantee permanent visibility during the booked campaign period.

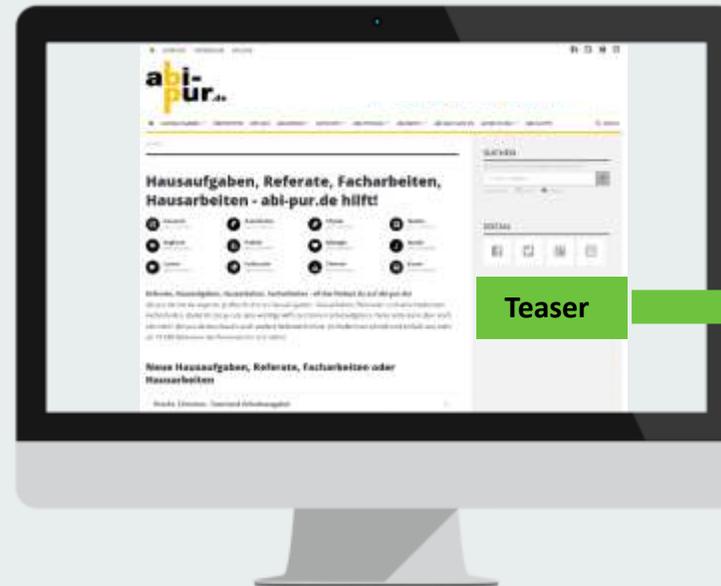
Advertorials are also suitable for a cross-site roll-out on several portals.

Possible on the following portals:

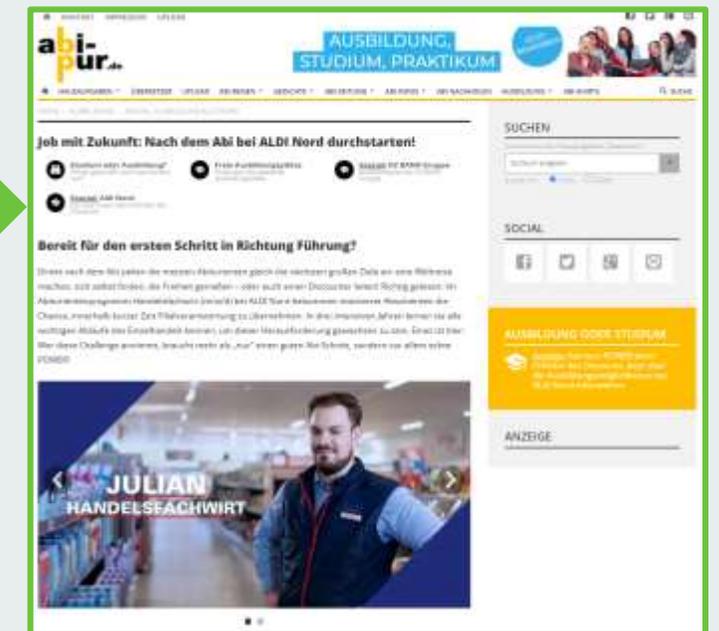


## Advertorial Example

Fixed teaser:



Site - linking to landing page with customer-specific product information in the editorial layout of the site:



Product details vary by portal.

Landingpage: Specification on request

# Content Marketing – Score with content!

Scaleable Native Ads | Play-out variations

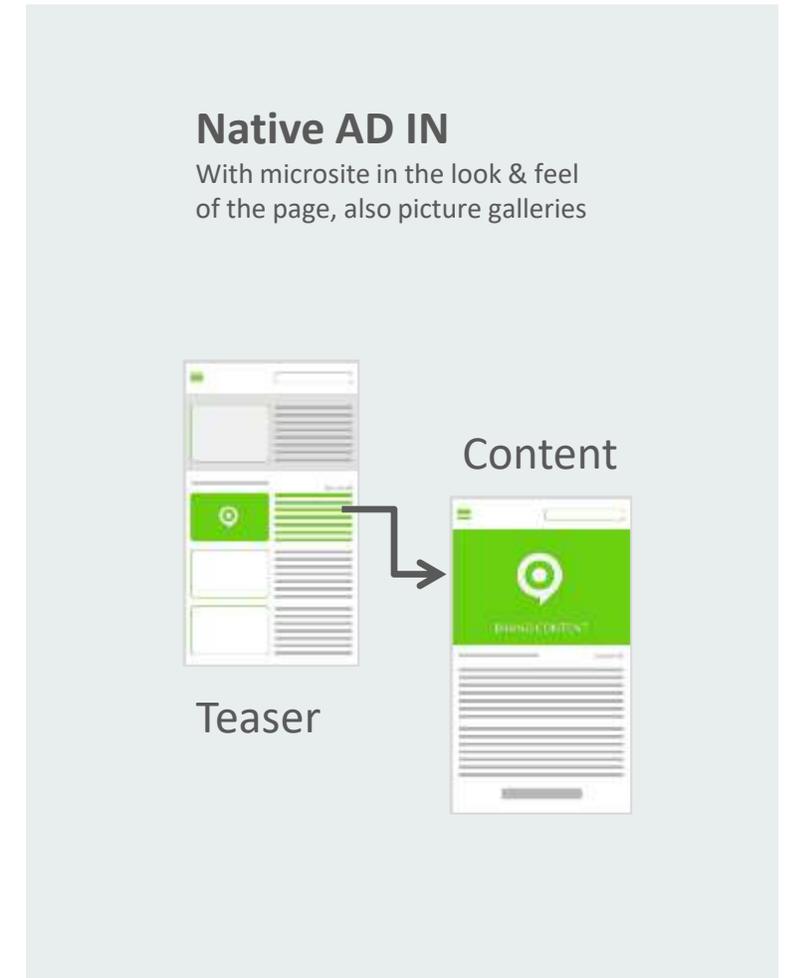
## Native Ad In

With this technology, your content is seamlessly integrated into the editorial environment as a marked sponsored article or advertisement. Video integration possible. The teasers and the article page appear in the look & feel of the page.

Advantages:

- several journalistic teasers in the CSS of the websites,
- teaser playout on Start, section Start, article page
- very good performance
- not SEO effective
- not recognizable as duplicate content
- social Plug-ins
- good evaluation options

Possible on the following portals:



# Content Marketing – Score with content!

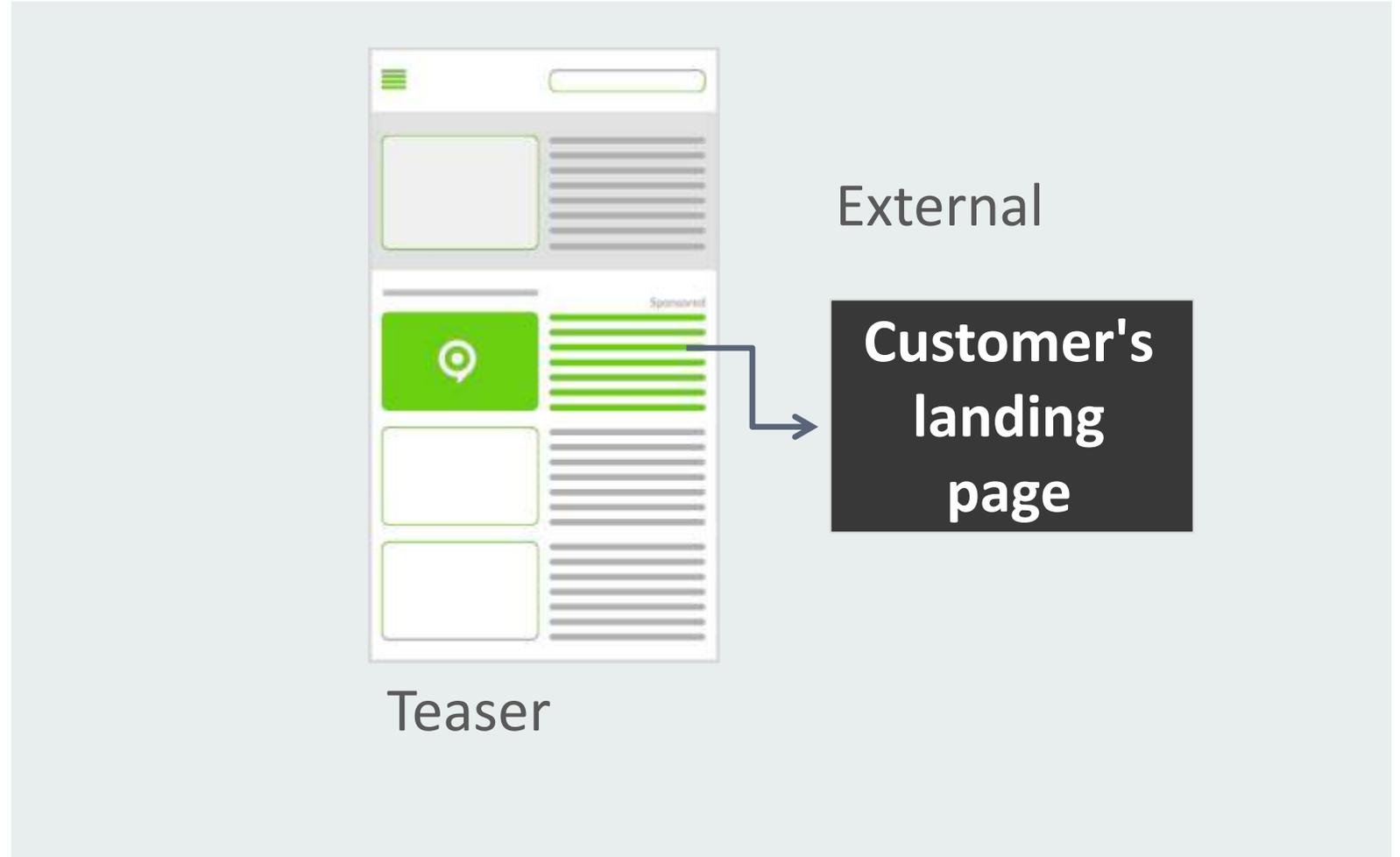
Skalierbare Native Ads | Play-out variations

## Native Ad Out

The native ad out format is a text-image ad with a high degree of adaptation in the editorial component and links to an external target when clicked.

The text image ads are always 100% adapted to the usual news teasers of the respective media and marked as an ad.

Possible on the following portals:



# The portal for presentations and homework help for secondary level 2

Fact Sheet | abipur.de

**abi-pur.de** offers secondary level 2 students over 15,000 homework, exams, presentations, papers, biographies, interpretations and summaries that they can use for their success in the Abitur.

In addition to the subject-specific offer, the website with its own forum also serves the exchange of students with each other.

In addition to the extensive homework database, there are more than 15,800 poems that can also be accessed free of charge.

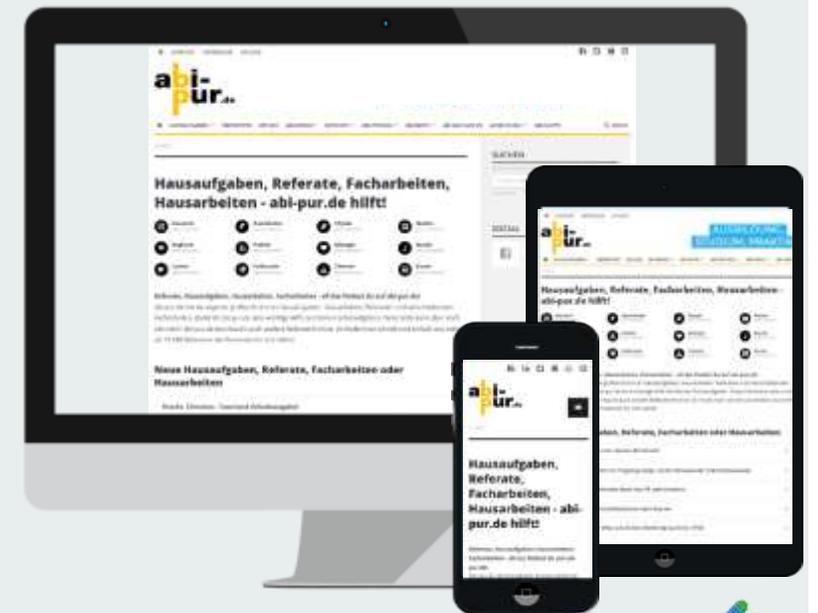
## Key data

### Target group

- A-level students
- University students to be

### Sections and environments

- Homework
- Translator
- Abi Tours
- Poems
- Abi-Zeitung
- Abi-Infos
- Catching up on Abi
- Training



### Traffic

Page Impressions	214.895
Visits	130.239
Uniques	90.783

**abirechner.org** offers secondary level 2 students the opportunity to calculate their NC = Numerus Clausus = Average Mark themselves.

Since the Abitur is still a matter for the federal state, the high school graduates can create a query and extrapolate their current NC average depending on their place of residence.

## Key data

### Target group

- between 15 and 19 years
- pupils
- High School finishers

### Sections and environments

- Abitur



### Traffic

Page Impressions	8.419
Visits	6.314
Uniques	5.051

**Audimax.de** is a specialist for print and online communication in the target group of students, graduates and high school graduates. In the Career Center, Audimax offers job-entry offers exclusively for academics. With over 51,000 job offers from leading German companies, Audimax is one of the largest job exchanges for academics. As a supplement, **audimax.de** concentrates on providing specific know-how in the areas of study and career entry for students, graduates and young professionals. Within the audimax advertising network with newsletters, **meinprof.de** and the app Mensa-Jäger the medium offers interesting communication possibilities with the student target group.

## Key facts

### Target group

- Students
- Graduates
- Young professionals

### Topics and sections

- Graduation... and then?
- Education
- Career
- Engineer
- IT
- Natural sciences
- Economics
- Law



### Traffic

Page Impressions	62.378
Visits	30.211
Uniques	16.773
Newsletter	36.800

# The first online address with tips for a successful application

Fact Sheet | bewerbungswissen.net

**bewerbungswissen.net** offers job seekers comprehensive assistance in the search and application process. The site is characterized by high-quality summaries from the best textbooks and specialist articles as well as discussions with HR decision-makers.

The user is accompanied in all steps from the job search to the employment contract. In addition, there are many tips for designing the application documents and preparing for an interview, etc. ready.

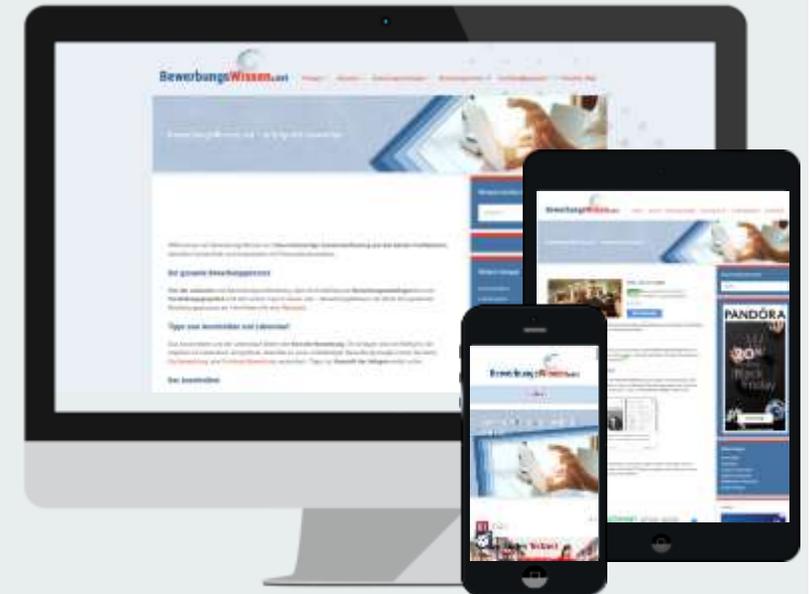
## Key facts

### Target group

- School graduates
- Students
- Graduates and Young Professionals

### Topics and Sections

- Templates
- Jobs
- Application
- Forms of application
- Interview



### Traffic

Page Impressions	13.000
Visits	9.300
Uniques	8.300

**bwl24.net** offers information about business administration as an online portal. From studies and study content to further education and the challenges in professional life.

Users can access a database of scripts and term papers, as well as get advice from the magazine section with extensive articles on all topics of business administration or exchange ideas with others in the forum.

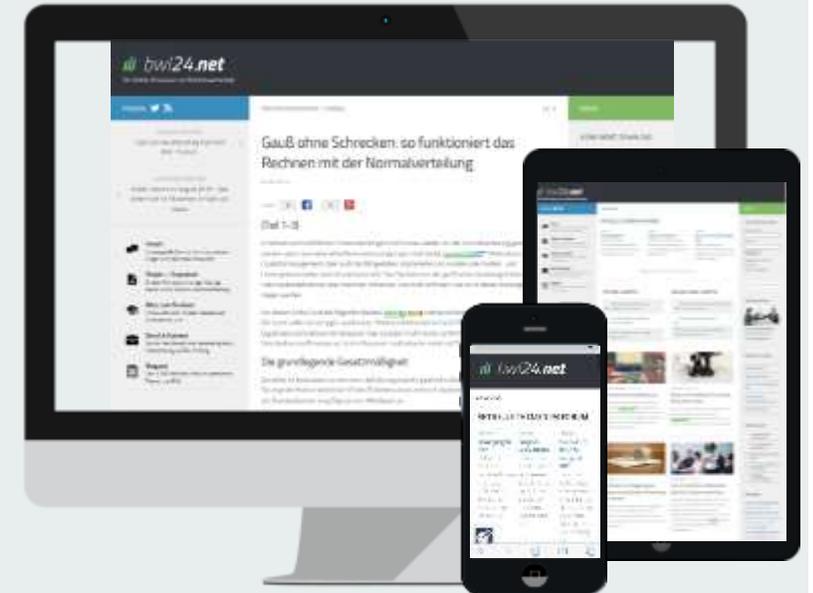
## Kerndaten

### Target group

- Business Administration Students
- Business economists in professional life

### Topics and sections

- Forum
- Scripts
- All about studying
- Profession & Career
- Magazine



### Traffic

Page Impressions	4.351
Visits	1.200
Uniques	777

# The online portal for prospective industrial engineers

Fact Sheet | der-wirtschaftsingenieur.de

**der-wirtschaftsingenieur.de** informs all prospective industrial engineers and those who want to become one about their studies, career opportunities and current topics in business and technology.

An industrial engineer is a generalist between business and technology and can be employed in a variety of industries. Fields of activity are available in the controlling departments, IT or even in the management of companies. By choosing major areas of study, the direction can be chosen in advance.

## Key data

### Target group

- Studenten und Absolventen der Wirtschaftsingenieurwissenschaften
- Abiturienten

### Topics and Sections

- General
- Integration
- Technology
- Economy



### Traffic

Page Impressions	14.000
Visits	11.000
Uniques	10.000

# The portal for classifieds by and for students

Fact Sheet | the bulletin board | dsble.de



**dsble.de** is the bulletin board for students. Here students can offer second hand items or apartments or buy them themselves at reasonable prices.

## Kerndaten

### Target group

- Students

### Topics and Sections

- Catalogue
- Housing
- Classifieds
- Furniture



### Traffic

Page Impressions	43.661
Visits	17.153
Uniques	11.232

# The portal for presentations and homework help

Fact Sheet | e-hausaufgaben.de



**e-hausaufgaben.de** is an online community that has existed since 2001 and lists around 225,000 members so far. The platform serves students to exchange ideas on school and non-school topics. As a great added value, e-hausaufgaben.de offers an archive with over 12,000 free homework, exams, presentations and papers, as well as a forum with student support, where questions can be answered within a few minutes. With a total of around 1.5 million online contributions, the portal is one of the largest German-speaking networks on the subject of school and training and dual studies.

## Key data

### Target group

- Pupils
- Apprentices
- Students
- 14-21 year olds

### Sections and environments

- Presentations and term papers
- Interactive Forum
- Text correction
- School – and then?



### Traffic



Page Impressions	503.612
Visits	297.863
Uniques	200.000

# Entry into studies and career – your career starts here

Fact Sheet | einstieg.com



**einstieg.com** brings Germany into training and study. Young people who want to achieve their professional goals get in touch with universities and companies here. Parents and teachers learn how they can help their children or pupils in the process of career orientation. Universities and companies, on the other hand, find support in university and training marketing when they get started.

Today's young people live online – 24 hours a day. With the interactive online offers on einstieg.com, they are picked up there and provided with exactly the information they need for their choice of study and career in the orientation jungle.

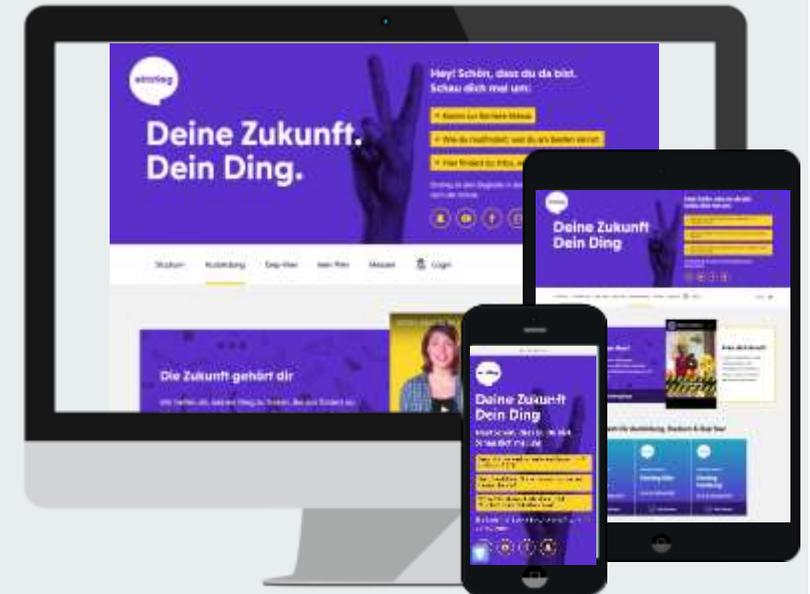
## Kerndaten

### Target group

- Young people looking for training
- High school graduates
- Future students

### Topics and sections

- Study
- Training
- Application
- Gap Year
- Career
- Measure
- Stories



### Traffic

Page Impressions	478.580
Visits	177.989
Uniques	70.000



**Golem.de** is aimed at professional computer users and reports on all topics of the IT industry on a daily, competent and fast basis. IT specialists, online managers, marketing decision-makers and buyers receive well-founded analyses of market developments and important professional information on the potential of products, brands and markets through background reports, purchase recommendations and market research results.

**Golem.de** is the independent, high-reach brand for quality journalism in the IT segment – online and mobile.

## Key data

### Target group

- CTOs/CIOs, Decision Makers IT & Consumer Electronics
- Marketing decision-makers & online managers
- Buyers & E-Commerce Managers
- Developer
- Early adopters and tech-savvy

### Topics and sections

- Soft- und Hardware (News & Entwicklung)
- Digitale Wirtschaft IT- und TK-Branche
- Mobilität der Zukunft
- Wissenschaft & Technik
- Exklusive Videoinhalte
- **Stellenmarkt / Jobs**



### Traffic

Page Impressions	81.000
Visits	33.967
Uniques	9.007



# The job board for engineers

Fact Sheet | ingenieur.de

**ingenieur.de** is the innovative German-language engineering portal. The digital platform of INGENIEUR.de offers job exchange and news portal with a large career and technology magazine. In the category Careers are monthly a large number of students of engineering.

**ingenieur.de** is part of VDI Verlag, the leading media company for engineers and technical specialists and executives.

*VDI Verlag* is part of the Association of German Engineers (VDI). The VDI is one of Europe's largest associations for engineers and scientists with 140,000 members.

## Kerndaten

### Target group

- Studierende aus allen Ingenieurwissenschaften

### Topics and sections

- Technology
- Career
- Jobs
- Recruiting Day
- Trade Media
- Entertainment



### Traffic



Page Impressions	1.230.900
Visits	768.705
Uniques	700.000
Newsletter	38.480

**karrierebibel.de** is the guide to applying, studying, jobs and career. Karrierebibel.de is one of the most relevant job and application portals in the German-speaking countries. The portal contains over 4,000 articles on the topics of application, profession, employment law and self-employment. In addition, **karrierebibel.de** offers users more than 500 templates, checklists, tests and coaching programs on the subject of jobs and careers.

The Karrierebibel Group also includes the sister portals **karrieresprung.de** and **karrierefragen.de**, which round off the offer.

## Key data

### Target group

- Pupils, students, graduates
- Young Professionals
- Professionals
- HR Professionals

### Topics and sections

- Application & interview
- Job description
- Job & Psychology
- Labour law
- Finances
- Independently
- Management
- Etiquette & Rules of Etiquette
- Readable



### Traffic

Page Impressions	4.583.449
Visits	2.482.124
Uniques	1.211.513

**Karrierefragen.de** is the sister portal of Karrierebibel.de and Karrieresprung.de. Together, the Karrierebibel Group now reaches more than 4 million readers a month – mostly employed people between the ages of 18 and 60. On **Karrierefragen.de** you will find answers to questions about training, application, career choice, employer, salary or job.

## Key data

### Target group

- Pupils, trainees
- Students, graduates
- Young Professionals
- Those interested in education
- Professionals

### Topics and sections

- Career
- Jobs
- Training
- Study
- Application
- Interview
- Labour law
- Salary
- Work & Colleagues



### Traffic

Page Impressions	19.902
Visits	16.905
Uniques	10.925

**Karrieresprung.de** is the job board of the Karrierebibel Group. Here one will find current job advertisements, job offers, job profiles and tips for applying.

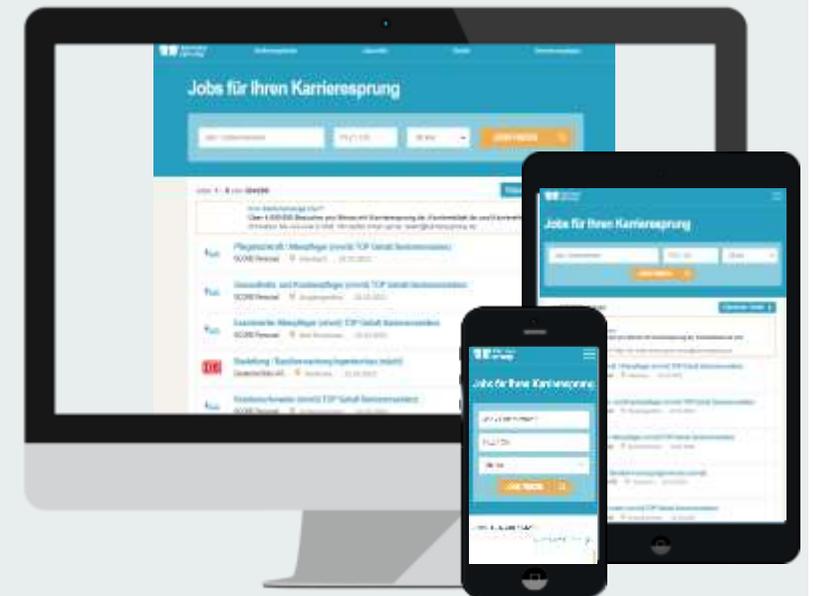
## Key data

### Target group

- Pupils, trainees
- Students, graduates
- Young Professionals
- Those interested in education
- Professionals

### Topics and Sections

- Vacancies
- Job Profiles
- Cities
- Application tips



### Traffic

Page Impressions	95.529
Visits	81.142
Uniques	52.438

# The portal for mathematics tutoring

Fact Sheet | mathematik-wissen.de

**Mathematik-wissen.de** is an online portal for secondary school students 1 and 2. The website offers its visitors exclusively mathematics content. Rules, definitions, explanations and examples deepen the mathematical knowledge learned in school.

The topics are sorted according to the general curriculum for schools. Students of the 5th grade will find everything about basic arithmetic, natural numbers, fractions and geometry. For high school graduates, on the other hand, the website offers knowledge on stochastics and vector calculus, among many other subjects.

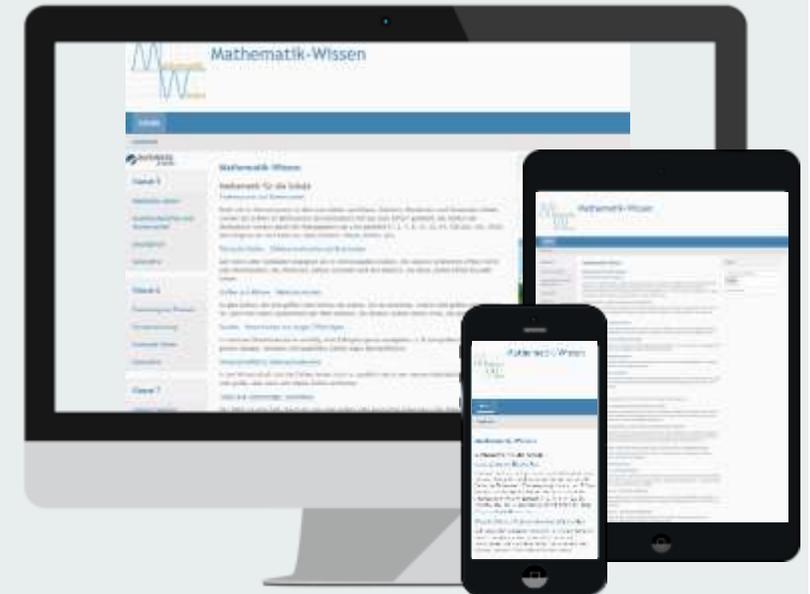
## Key data

### Target group

- Students in grades 5 – 13
- 11-19 year olds

### Topics and sections

- Class 5
- Class 6
- Class 7
- Class 8
- Class 9
- Analysis
- Vector calculus
- Stochastics



### Traffic

Page Impressions	20.801
Visits	17.675
Uniques	10.397

# Messen.de – Subject area Human Resources and Training

Factsheet | Messen.de (Subject area Human Resources and Training)



**Messen.de** is a free, editorially maintained trade fair calendar for companies and private customers who act as trade fair visitors or exhibitors.

## Key data

### Target group (in the subject area career)

- Pupils and students
- Trainee
- Young Professionals

### Topics

- Career Day
- Graduates' Fair
- Youth Education Fair
- Job Fair



### Anteiliger Traffic\*

Page Impressions

Visits



440.821

209.753

\*Traffic represents a quarter of the total traffic on messen.de

**mystipendium.de** has – within a few years – managed to become one of Europe’s biggest platforms for scholarships and is helping today millions of students to receive one. Via matching procedures the search for a suitable scholarship is reduced significantly. With about 15,000 scholarship programmes totalling 27 bn Euro per year and 5.1 mio. users mystipendium.de is the biggest scholarship platform in Germany.

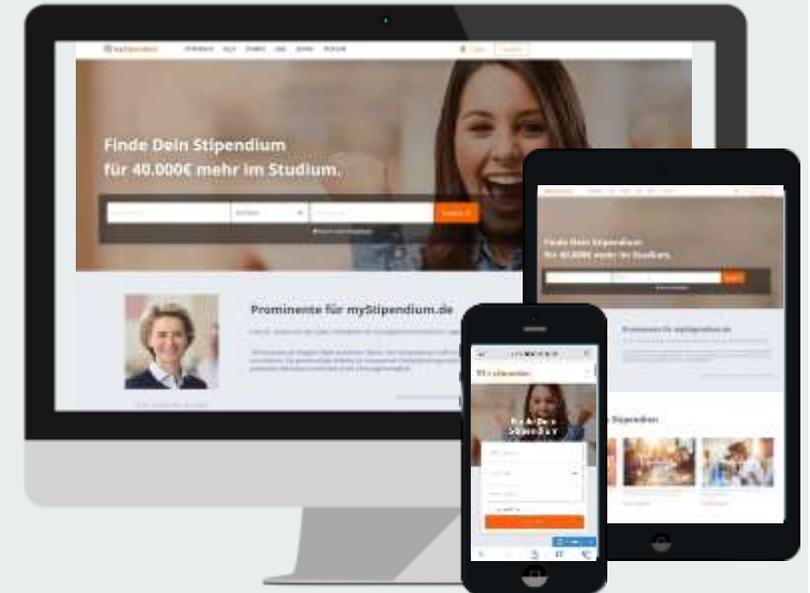
## Key data

### Target group

- High school graduates
- Students
- PhD students

### Topics and sections

- Scholarships
- Scholarships abroad
- More money in your studies
- Internship
- BAföG
- Application



### Traffic

Page Impressions	355.806
Visits	83.719
Uniques	73.254

# The orientation portal for high school graduates

Fact Sheet | nach-dem-abitur.de



**nach-dem-abitur.de** gives pupils and high school graduates inspiration, tips & orientation on important topics such as school, study, career entry and career. The portal offers information about stays abroad, life planning, lifestyle & self-management.

What are the advantages of studying compared to an apprenticeship, what are the disadvantages? Questions that arise for young people in the time between school and work are answered here. E.g. how to finance one's education?

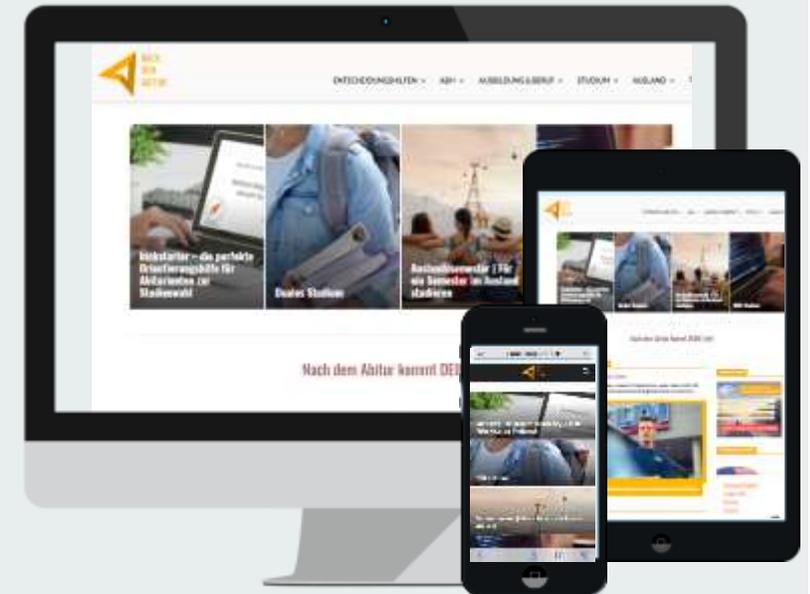
## Key data

### Target group

- Between 16 and 30 years
- Pupils
- High school graduates
- Young people in orientation

### Topics and sections

- Decision support (measuring, consulting)
- Abi + (Bafög, learning tips)
- Education and career (internship, job search)
- Studies (universities, financing, part-time jobs, student life)
- Abroad (Work & Travel, language trips)



### Traffic

Page Impressions	33.754
Visits	18.279
Uniques	8.922

# The career choice portal for pupils

Fact Sheet | schuelerpilot.de

**schuelerpilot.de** makes students ready for the future. With a career choice test, which includes personal strengths and interests in addition to school performance, the site provides decision-making aids for career entry. In addition, the site offers comprehensive information about apprenticeships, applications, courses of study and the financing of the desired training path.

An up-to-date NC Numerus Clausus database and an Abi calculator round off the orientation aid for pupils perfectly.

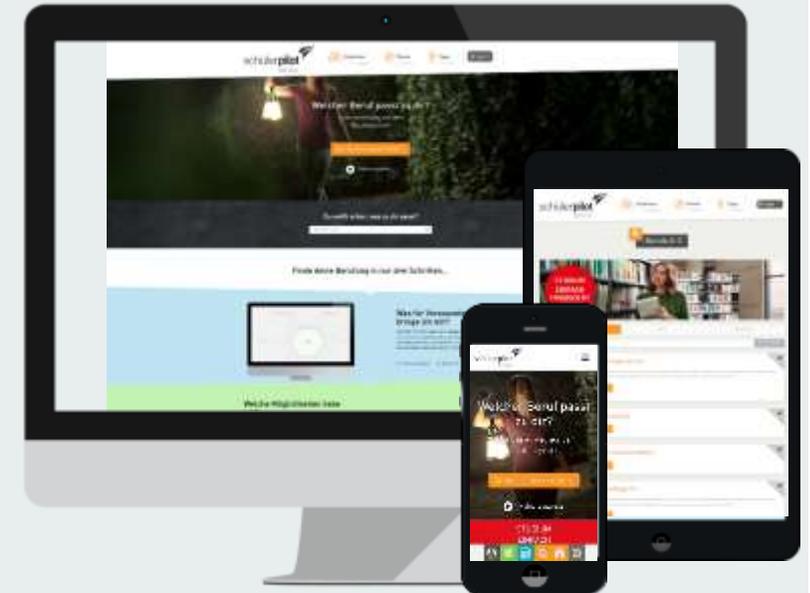
## Key data

### Target group

- Between 15 and 19 years
- Pupil
- High school graduates
- Young people in orientation

### Topics and sections

- School
- Training
- Study
- Dual studies
- Foreign countries
- Application
- Dwell
- Scholarships



### Traffic

Page Impressions	58.091
Visits	26.654
Uniques	21.870

# The expert portal for studying

Fact Sheet | studium-ratgeber.de



**studium-ratgeber.de** is the expert portal for Study, Job & Career, Student life, foreign countries & Work and Travel.

The young target group is provided with all information on universities, disciplines as well as study financing tips and stays abroad. There are a variety of articles and experience reports that present the different possibilities during your studies. Numerous tips and recommendations from the editors round off the portfolio

In addition, there is a forum on the site where prospective students and students can exchange ideas among each other.

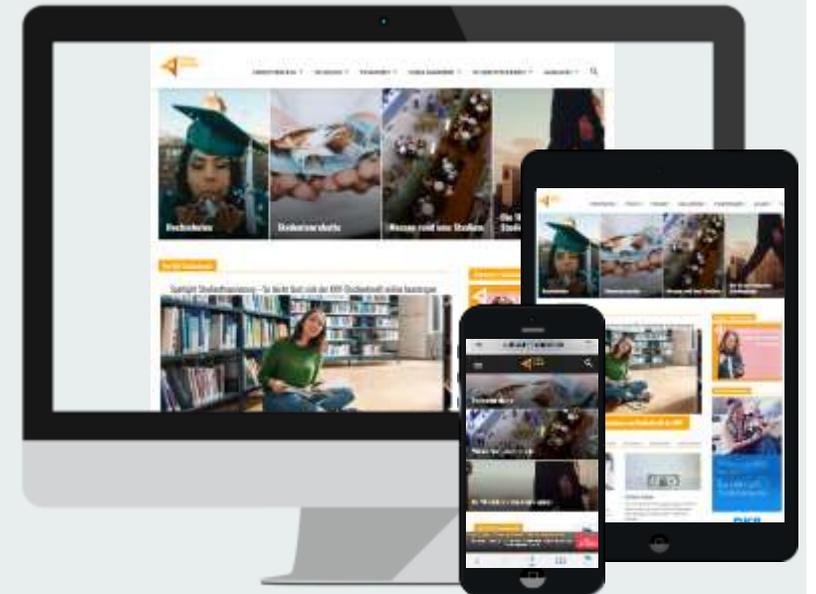
## Key data

### Target group

- Between 16 and 30 years
- pupils
- High-school graduates
- Young people in orientation

### Topics and Sections

- Study
- Finances
- Job & Career
- Student life
- Travel
- Hybrid library



### Traffic

Page Impressions	34.999
Visits	21.533
Uniques	19.380

# The website network for students

Fact Sheet | unicum.de

**unicum.de** is the website for students and graduates and has been offering useful services for studying and starting a career since 1995. **UNICUM-Abi.de** services range from celebrity interviews and exam tips to study and career orientation. UNICHECK offers prospective students orientation for choosing the right course of study with the help of degree programmes and university profiles as well as an advice section. The **UNICUM Career Center** is the online career portal for high school graduates, students and graduates and offers the best free job aptitude test according to Stiftung Warentest.

Unicum.de is offered in cooperation with Unicum Digital GmbH and can be booked as part of a trading agreement in the channel Training and Career at businessAD.

## Key data

### Target group

- High school graduates
- Student
- Graduates
- Young Professionals

### Topics and sections

- Abi... And then?
- Life
- Entertainment
- Student life
- Studies A-Z
- Studying successfully
- Bachelor/Master
- Career Center



### Traffic

Page Impressions	862.499
Visits	566.991
Uniques	460.000

**unideal.de** is a collection of the best deals and discounts for students from more than 2,000 shops. In addition, unique deals and offers from the areas of fashion, furniture, electronics, food & drink, leisure, tariff check, finance, insurance, mobility and travel are regularly presented. In the magazine, the in-house journalists present the best tips and tricks as well as their personal recommendations.

## Key data

### Target group

- Students

### Topics and sections

- Credit notes
- Bargain Guardian
- Unique Deals
- Sustainable deals
- Student bargains
- Magazine



### Traffic

Page Impressions	46.669
Visits	25.276
Uniques	16.850

**Uniturm.de** is the largest German-language learning portal for students. Since 2007, more than 10,000 summaries, exercises and exams have been made available for free download. The knowledge content is provided on the platform by students for students. Furthermore, users can also ask questions directly to their fellow students and exchange ideas about study-relevant topics. The magazine also provides helpful information about school, study, university life and work. Further offers are the free study choice and career choice test, the NC calculator and a job exchange.

## Key data

### Target group

- prospective students
- Students
- Young people in orientation

### Topics and sections

- Home page
- Fan
- Topics
- Premiums
- Help
- Magazine
- Jobs
- Educational Software
- Choice of study
- Credit notes



### Traffic

Page Impressions	94.732
Visits	51.672
Uniques	32.295

# The online portal for career choice

Fact Sheet | [welcher-beruf-passt.org](http://welcher-beruf-passt.org)

[welcher-beruf-passt.org](http://welcher-beruf-passt.org)

**Welcher-beruf-passt.org** is an online portal that offers people in career orientation information on a wide variety of professions. Furthermore, everyday working life, training, salary prospects and further training opportunities as well as further perspectives within the respective professions are described in detail. The offer is rounded off with an orientation test to identify the right profession for everyone.

## Key data

### Target group

- Teenager between 15 to 19 Years
- Pupils
- High school graduants
- Young people in orientation

### Topics and sections

- Practical
- Scientific
- Artistic
- Social
- Entrepreneurial
- Administrative



### Traffic

Page Impressions	86.009
Visits	49.885
Uniques	43.005

# Meinprof.de -The academic evaluation portal

Fact Sheet | meinprof.de



On **meinprof.de** students evaluate their courses and thus help fellow students and high school graduates to choose the right courses for them. Students have already submitted more than 443,000 ratings for over 111,000 courses from around 50,000 lecturers. Banner placement on **meinprof.de** therefore guarantees you a targeted anchoring of your online campaign in a very useful environment.

## Key data

### Target group

- Students

### Topics and sections

- University Ranking
- Top Lists



### Traffic

Page Impressions	79.485
Visits	37.617
Uniques	20.372



# Gabler Wirtschaftslexikon Online – The knowledge of the experts

Factsheet | Gabler Wirtschaftslexikon | wirtschaftslexikon.gabler.de

GABLER WIRTSCHAFTSLEXIKON

The **Gabler Wirtschaftslexikon** is the largest economic encyclopedia in the German-speaking countries. With the Gabler Wirtschaftslexikon, the largest German-language selection of business and lexical know-how is available on the Internet with more than 25,000 key words - written by 170 experts and constantly reviewed by the editor.

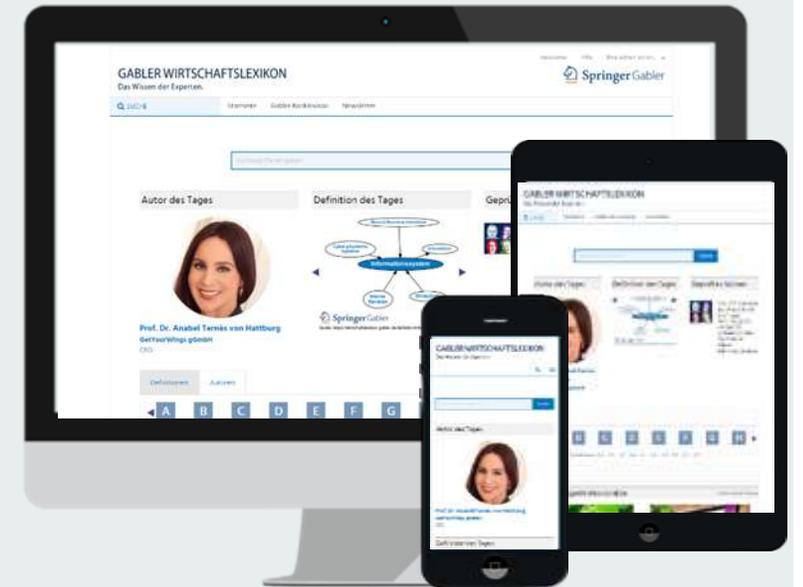
## Key facts

### Target groups

- Academics, high potentials and young professionals
- Graduates and graduates
- All persons with business and economic interest
- Doctoral Candidates, Speakers, Consultants

### Topics and environments

- Business / Economy
- Banking industry
- Law
- Accounting / Controlling
- Marketing
- Business computer science



### Traffic

	
Page Impressions	1.180.035
Visits	860.161
Uniques	800.000

# 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



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