

Segment IT



Germany's Leading IT Channel

04/2023

The Bitkom industry association defines a total of 1.35 million employees

Quelle: Bitkom 2023 | IT + TK + CE = Summe ITK

Erwerbstätige ¹ in der ITK-Branche Deutschland (in Tsd.)		2019	2020	2021	2022*	2023*	2019 - 2023
ITK & Consumer Electronics	Wert						
	Summe ITK + CE	1.191,8	1.189,1	1.262,5	1.306,9	1.351,7	
	Consumer Electronics	9,0	9,0	9,0	8,0	7,6	
	Summe ITK	1.182,7	1.180,1	1.253,5	1.298,9	1.344,1	
	Veränd. ggü. Vorjahr						
	Summe ITK + CE	4%	0%	6%	4%	3%	
Informationstechnik	Wert						
	Informationstechnik	1.009,2	1.011,8	1.091,2	1.140,2	1.188,9	
	IT-Hardware	21,6	20,3	20,5	20,2	19,9	
	Software & IT-Services	987,6	991,4	1.070,8	1.120,0	1.169,0	
	Veränd. ggü. Vorjahr						
	Informationstechnik	5%	0%	8%	4%	4%	
Telekommunikation	Wert						
	Telekommunikation	173,6	168,3	162,3	158,7	155,2	
	TK-Hardware	29,8	28,5	27,4	27,2	27,0	
	Telekommunikationsdienste	143,8	139,8	134,9	131,5	128,2	
	Veränd. ggü. Vorjahr						
	Telekommunikation	-3%	-3%	-4%	-2%	-2%	

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	Veränd. ggü. Vorjahr						
	Telekommunikation	-3%	-3%	-4%	-2%	-2%	

*Prognose

¹ jeweils zum Jahresende, einschließlich Selbständige

The segment for the IT industry

Segment | IT

The information portals in the IT segment analyze and evaluate developments and trends in the IT industry. The segment reaches decision-makers of the digital economy. The bundling of renowned IT specialist portals makes this segment the most powerful vertical IT segment in Germany, also according to AGOF in terms of reach, decision-maker affinity and household net income.



Segment

IT



Websites	20 portals
Page Impressions	46.606.161
Visits	25.225.624
Unique Users	9.397.432

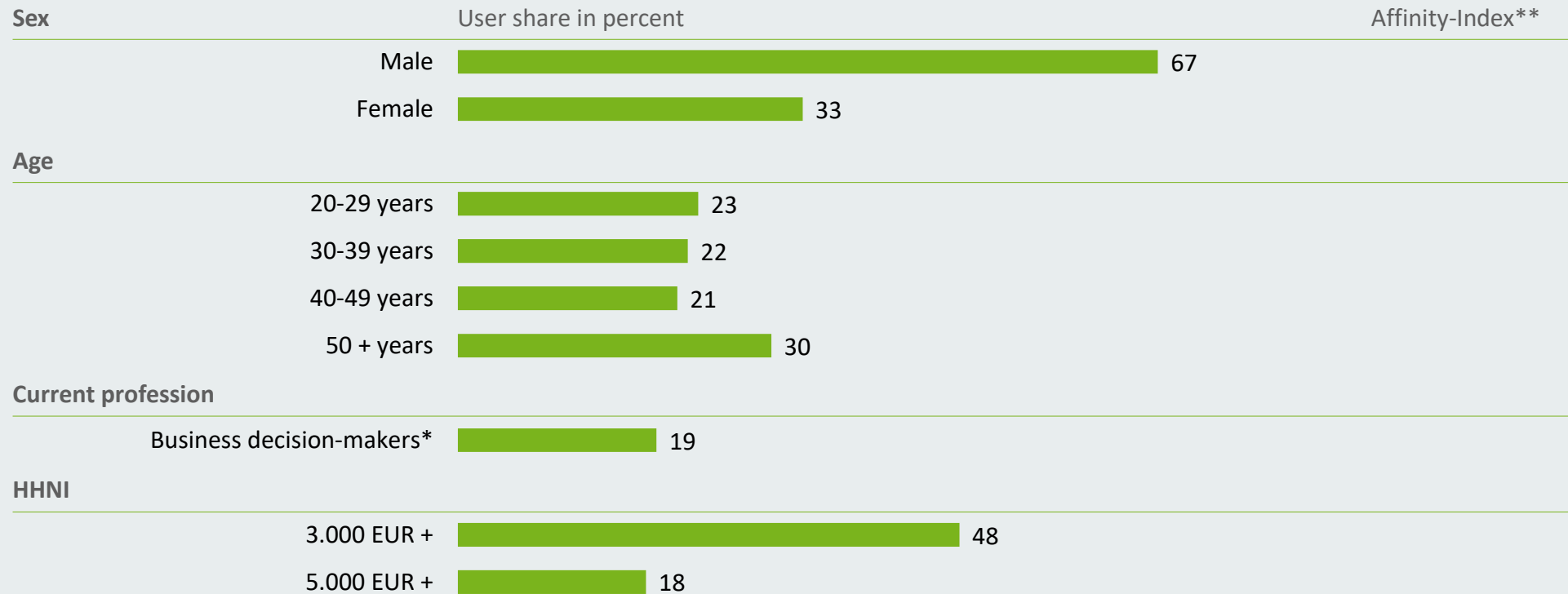
Target audience:

Decision-makers in the fields of IT and digital economy, CTOs/CIOs, start-ups, marketing managers, system houses, system and network administrators

With >1.8 mil. UU businessAD has the most efficient vertical IT Channel in the AGOF universe

Market research | Top websites in the businessAD IT Segment

Socio demography



* Commercial decision makers = Self-employed, liberal professions, high level officials, executives

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

Source: AGOF digital facts 2020-02

Admin-Magazin – The Online Magazine for IT Admin and Strategy

Factsheet | admin-magazin.de



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 expand towards networks, 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 managers
- 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	24.565
Visits	13.436
Uniques	11.344

The Expert Portal

Factsheet | brainguide.de

brainGuide.de 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.de** offers experts an intelligent platform for knowledge marketing as well as users a comprehensive and free research for top-class expert knowledge from over 2,000 topics.

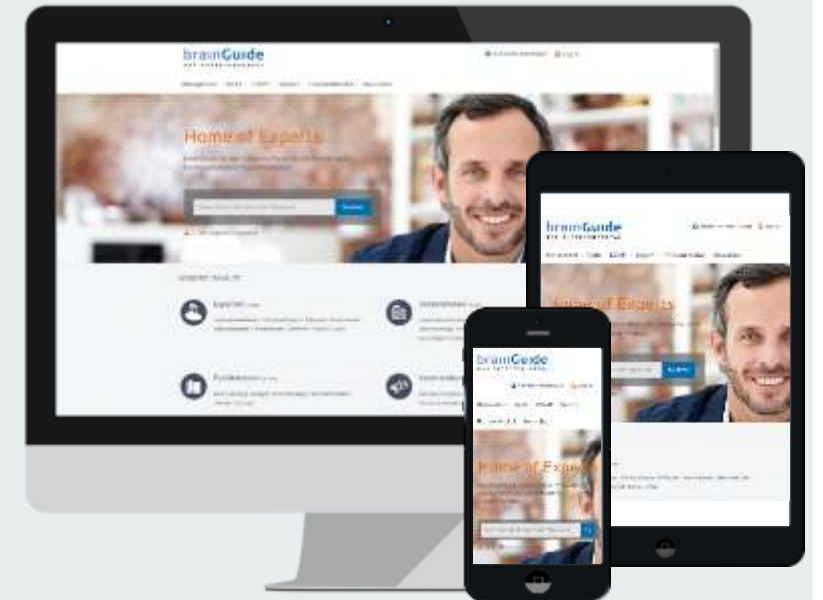
Key data

Target group

- Managers
- Entrepreneurs
- Consultants
- Decision-makers

Topics and sections

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



Traffic

Page Impressions	22.830
Visits	14.889
Uniques	11.632
Newsletter	7.800



business-on - The Regional Business Portal

Factsheet | business-on | business-on.de

business-on.de focuses on companies in certain economic regions, on the ideas of companies, interviews with their managing directors and publications of news that move the regional economy. The focus is on topics such as finance, tax 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.

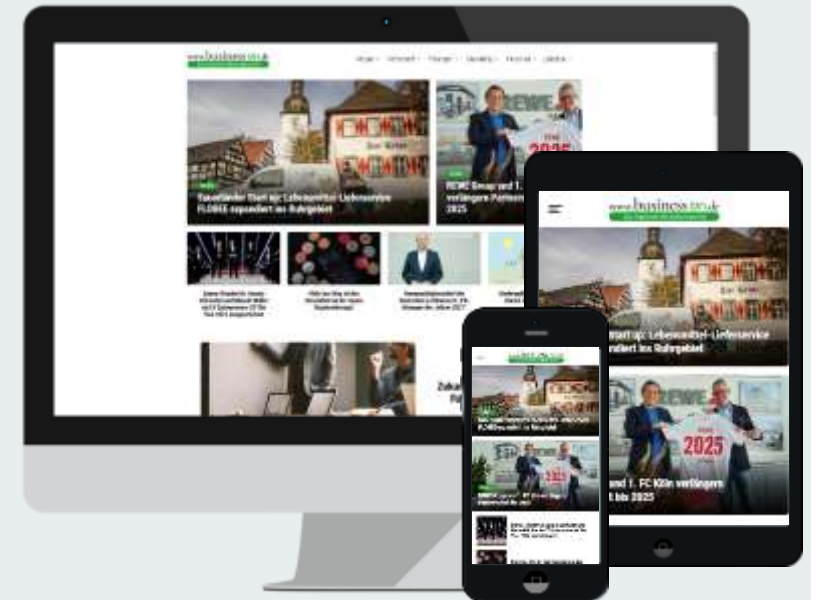
Key data

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	47.670
Visits	36.586
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 online magazine and develops instructions, practical solutions, work templates and checklists for the management manual with over 190 chapters.

Users can download them as an e-book or as ready-made Word, PowerPoint and Excel files. There are currently over 2,200 templates available. Consultants, trainers and coaches write for **business-wissen.de** 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	490.758
Visits	397.352
Uniques	300.000
Newsletter	39.800

The renowned internet magazine for the financial sector

Factsheet | der-bank-blog.de

Der-Bank-Blog.de 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, **Der 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 Directors / Owners in the financial sector
- Heads of Division / Heads of Department / Group Leaders in the Financial Sector

Topics and sections

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



Traffic

Page Impressions	44.229
Visits	37.079
Uniques	35.036

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.

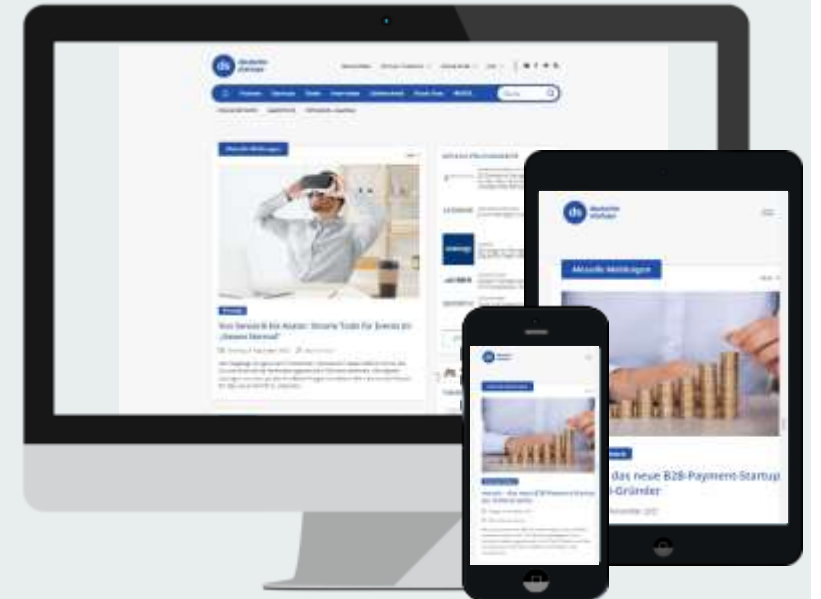
Key data

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	458.323
Visits	297.848
Uniques	120.000



The guide for free professions, freelancers and self-employed

Factsheet | erfolg-als-freiberufler.de

erfolg-als-Freiberufler.de is a guide with practical tips and advice for freelancers. Self-employed people who run a business will find numerous, interesting articles at erfolg-als-freiberufler.de.

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	24.652
Visits	15.581
Uniques	12.366



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.

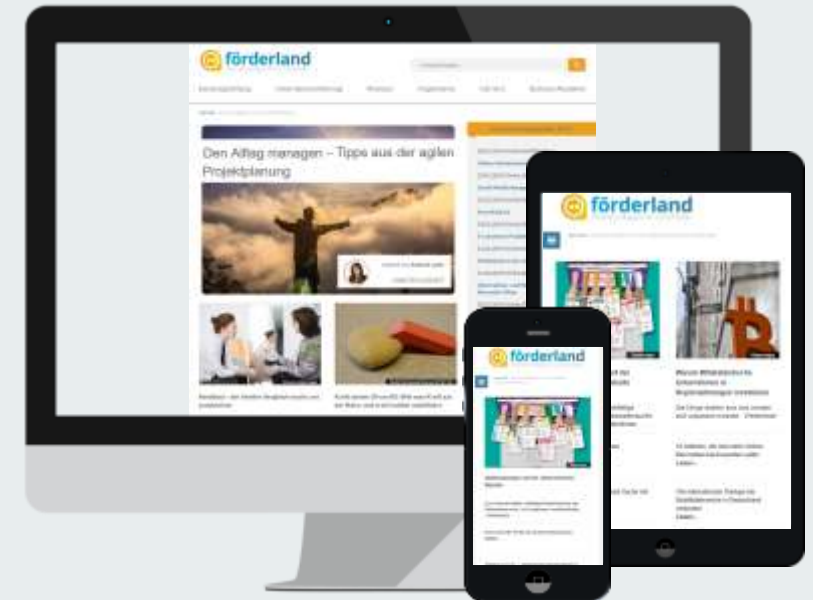
Key data

Target group

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

Topics and sections

- Business
- Management
- Finances
- Organize
- Career



Traffic

Page Impressions	82.961
Visits	57.639
Uniques	22.964
Newsletter	19.900

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 in IT & Consumer Electronics
- Marketing decision-makers & Online-Professionals
- Purchasing & E-Commerce-Managers
- Developers

Topics and sections

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



Traffic

Page Impressions	27.272.335
Visits	12.876.659
Uniques	3.130.000
Newsletter	35.900



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	6.036
Visits	3.863
Uniques	1.932

impulse.de is the information portal for entrepreneurs in Germany. 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	950.556
Visits	555.515
Uniques	100.000
Newsletter	18.000



*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	254.561
Visits	133.677
Uniques	9.381



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.

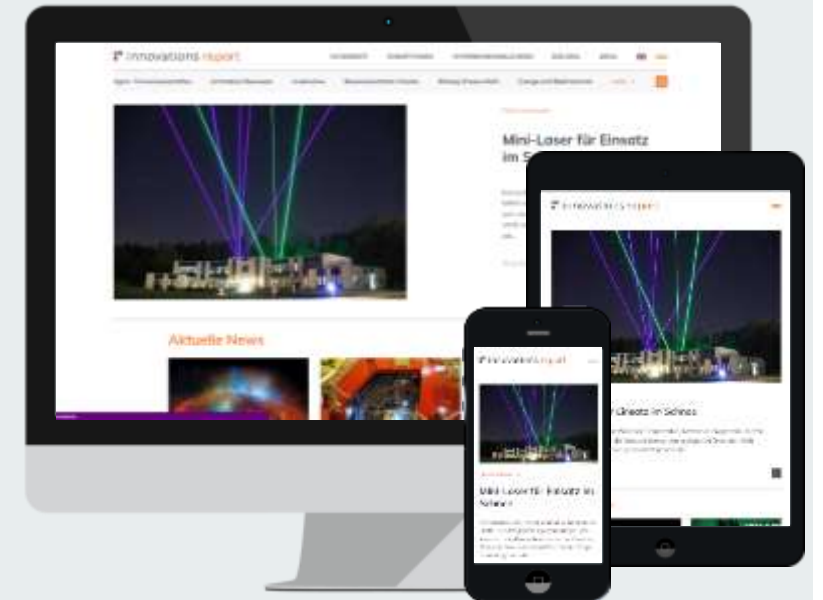
Key data

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	21.400
Visits	12.090
Uniques	6.607

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

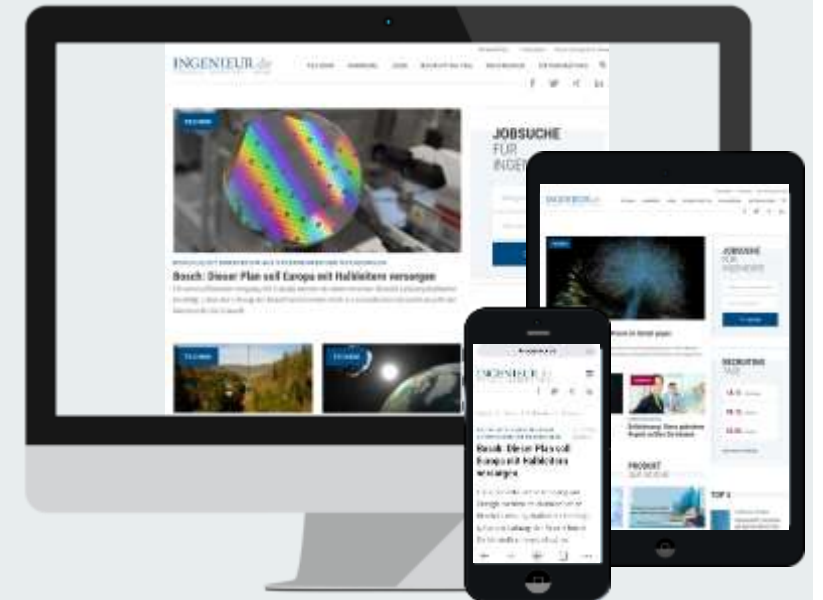
Key data

Target group

- Engineers from all industries

Topics and sections

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



Traffic



Page Impressions	1.185.258
Visits	807.850
Uniques	510.000
Newsletter	40.000

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	67.410
Visits	44.964
Uniques	25.715

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 an IT encyclopedia.

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	216.749
Visits	139.827
Uniques	70.000

linux-community.de is the ideal site for all those who want to learn about 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 share his opinion about Linux in general: There 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**, also 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	109.021
Visits	66.549
Uniques	30.000



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**

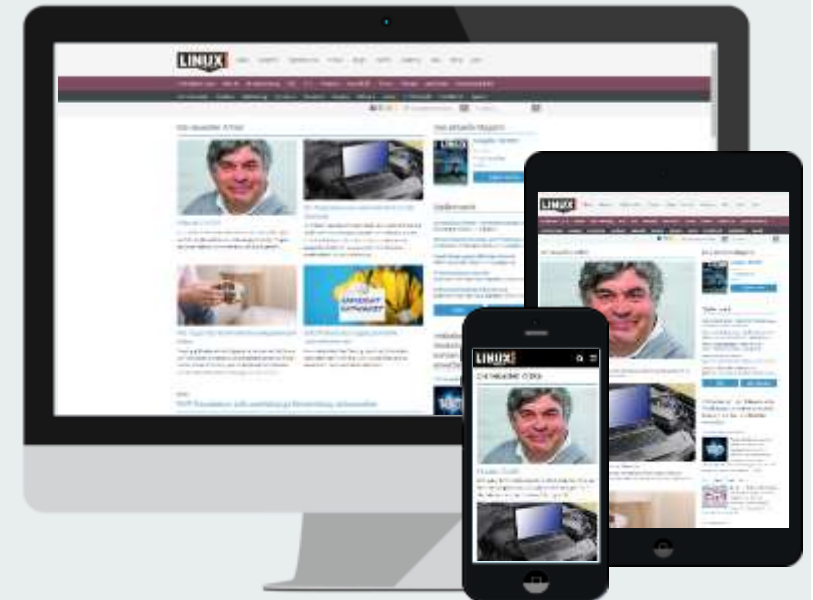
Key data

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	105.244
Visits	50.144
Uniques	30.000
Newsletter	5.500

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 webpage for the 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.

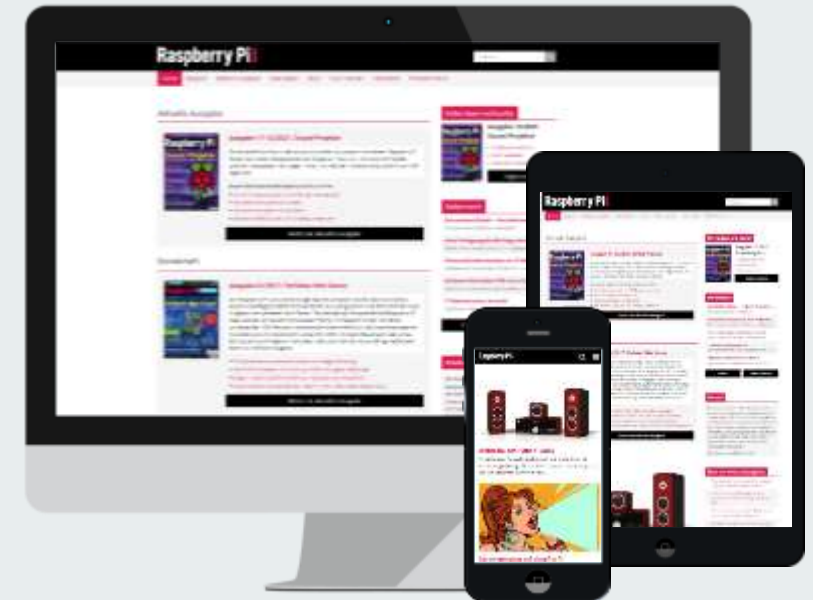
Key data

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	70.091
Visits	39.421
Uniques	29.819

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.

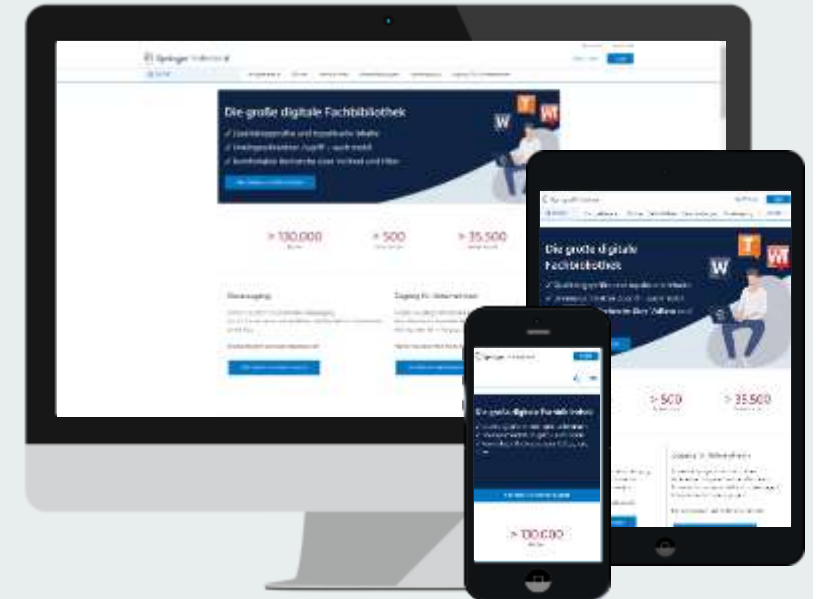


Key data

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	1.283.631
Visits	412.549
Uniques	190.000
Newsletter	20.700

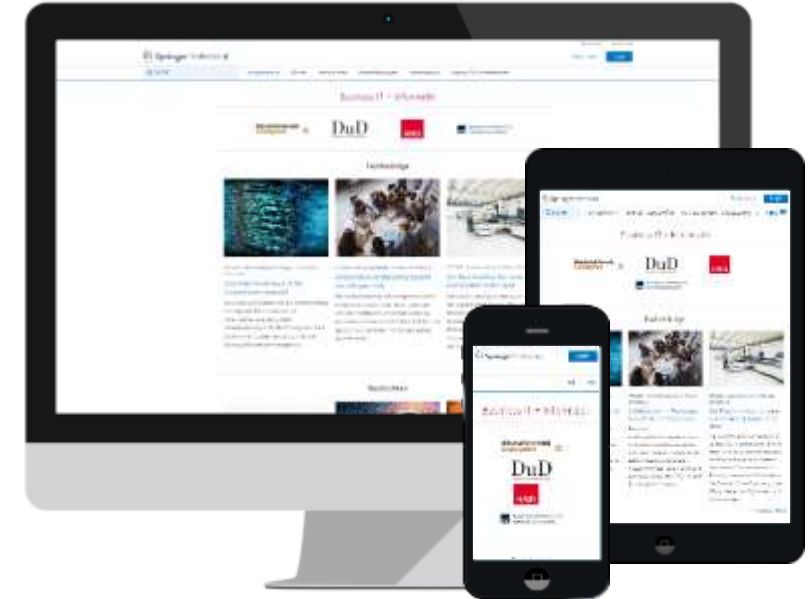
Target group:

IT decision-makers, IT managers, CIOs, management consultants, software providers, users of information and communication systems

Short portrait:

Excellent specialist editors select and condense current topics in the fields of IT strategy, IT management, information management, business informatics and Industry 4.0 for the target group.

The newsletter provides IT decision-makers with the relevant topics in the fields of IT strategy, IT management, information management, business informatics and industry 4.0. The newsletter provides a brief and compact overview of current events.



Traffic (Quelle: Verlagsangaben (Webtrekk))



Page Impressions

ø 45.000

Visits

ø 17.200

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 on **Techniker-Forum.de** reaches a well-educated target group, which is characterized by a high affinity to knowledge topics and eCommerce offers.

Key data

Target group

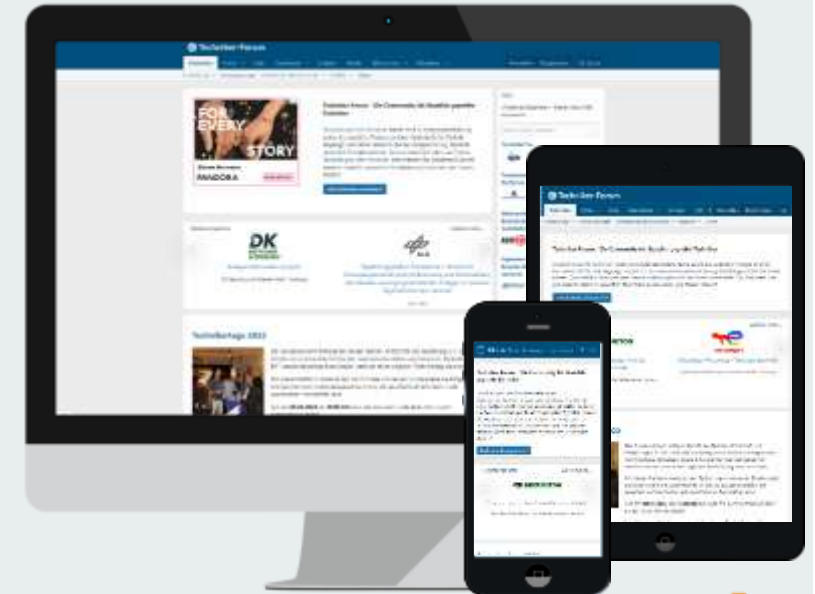
- State-certified technicians
- Technical business economists
- Engineers | Skilled workers
- Young professionals in the industry

Dedicated forums and focal points

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

Topics

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



Traffic

Page Impressions	340.482
Visits	168.372
Unique Visitors	133.429



The leading magazine for digital business

Factsheet | t3n.de

t3n is one of the leading German key media for Web 2.0, IT, cloud, social media, e-business and mobile hardware.

t3n.de reports on innovative web services, e-business devices, social media as well as web-technology and -design for business users. With the latest news, exclusive articles on important topics and useful directories and services the portal addresses the following target groups:

Webworkers, creative brains, startup-founders, managers, marketers and media-makers.

Key data

Target group


- CTOs/CIOs, Freelancers, Startups,
- Online marketers, SEO/SEA Consultants
- E-Commerce Managers, Early Adopters
- Web developers, -masters, -designers
- Social Media Managers, Content Managers

Topics and sections

- Digital Economy
- Software & Infrastructure
- Development & Design
- E-commerce
- Gadgets & Lifestyle
- Startups
- Mobility



Traffic

	
Page Impressions	10.566.171
Visits	8.301.627
Uniques	3.720.000
Newletter	65.000

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 are 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	48.359
Visits	41.076
Uniques	25.672
Newsletter	25.000

windowspro.de is an independent online publication for all those who plan, set up or maintain IT systems professionally. 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.

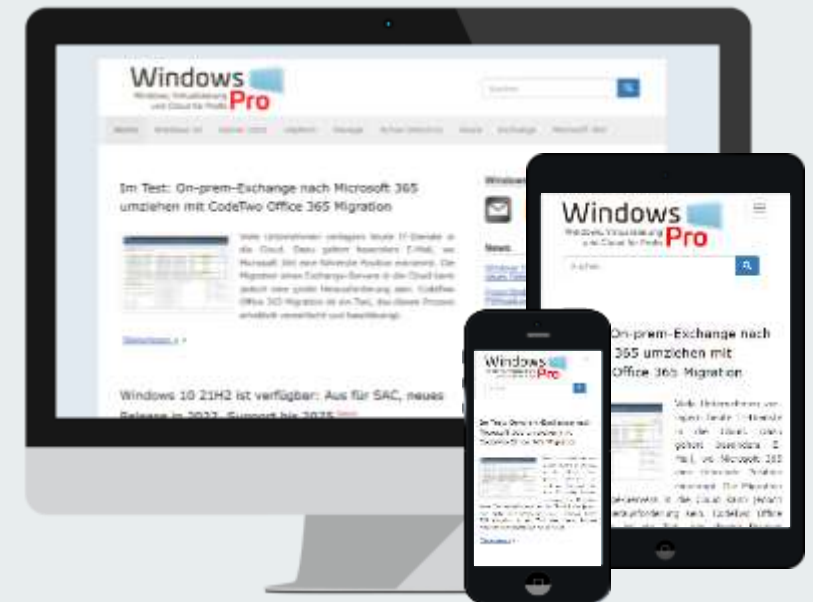
Key data

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

Rates | Segment IT

Display Multiscreen



Display Multiscreen	Segment Rotation
Billboard / Sitebar + Mobile Interscroller	125 €
Wallpaper / Halfpage Ad + Mobile Interscroller	125 €
Billboard / Sitebar + Mobile High Impact Ad / Mobile Halfpage Ad	115 €
Wallpaper / Halfpage Ad + Mobile High Impact Ad / Mobile Halfpage Ad	105 €
Adbundle + Mobile Medium Rectangle	65 €
Native AD IN	95 €
Native AD OUT	90 €
Outstream Video Ad	60 €

Alle Preise verstehen sich zzgl. gesetzlicher MwSt. und sind AE-fähig.
Darstellung in TKP, wenn nicht anders angegeben. Expandables mit 25% TKP-Aufschlag.

Rates | Segment IT

Display Desktop



Display Desktop	Segment Rotation
Homepage Takeover	180 €
Double Sitebar / Cinema Ad	135 €
Fireplace	130 €
Billboard Ad	115 €
Sitebar Ad	115 €
Wallpaper	115 €
Premium Adpackage (Billboard, Wallpaper, Sitebar)	110 €
Halfpage Ad	105 €
Medium Rectangle	90 €
Ad Bundle	65 €
Skyscraper	65 €
Super Banner	55 €
Floor Ad	135 €
Tandem Ad	135 €
Layer / Banderole	115 €

Alle Preise verstehen sich zzgl. gesetzlicher MwSt. und sind AE-fähig. Darstellung in TKP, wenn nicht anders angegeben. Expandables mit 25% TKP-Aufschlag.

Rates | Segment IT

Display Mobile



Display Mobile	Segment Rotation
Roadblock XXL – High Impact Ad + Interscroller	150 €
Roadblock XL – High Impact Ad + MMA 4:1 Adhesive	130 €
Mobile Interscroller	120 €
Interstitial	115 €
Mobile Cube Ad	110 €
Mobile High Impact Ad / Premium Rectangle	110 €
Mobile Halfpage Ad	100 €
Mobile Medium Rectangle	90 €
MMA 2:1	55 €
MMA 6:1 / 4:1	40 €

Alle Preise verstehen sich zzgl. gesetzlicher MwSt. und sind AE-fähig.
Darstellung in TKP, wenn nicht anders angegeben. Expandables mit 25% TKP-Aufschlag.

Conditions and Specifications

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

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

Minimum booking volume: 1,000 € (net)

CPM surcharge	
Expandables	25 %
Video Ads	10 %

Technical specifications

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

Delivery of the advertising media to banner@businessad.de

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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