

Segment IT



Germany's Leading IT Channel

2025-01



# The Bitkom industry association defines a total of 1.37 million employees

Source: Bitkom 2024 | IT + TK + CE = Summe ITK

Erwerbstätige <sup>1</sup> in der ITK-Branche <small>Deutschland (in Tsd.)</small>		2021	2022	2023	2024*	2025*	2021 – 2025
ITK + CE	Wert						
	Summe ITK + CE	1.263	1.304	1.342	1.371	1.418	
	CE	8,9	8,0	8,2	8,0	7,9	
	Summe ITK	1.254	1.296	1.334	1.363	1.410	
	Veränd. ggü. Vorjahr						
	Summe ITK + CE	6%	3%	3%	2%	3%	
	CE	0%	-11%	2%	-2%	-2%	
Informationstechnik	Summe ITK	6%	3%	2%	2%	3%	
	Wert						
	Informationstechnik	1.091	1.136	1.174	1.205	1.254	
	IT-Hardware	20,5	19,5	19,6	19,3	19,3	
	Software & IT-Services	1.071	1.116	1.154	1.186	1.235	
	Veränd. ggü. Vorjahr						
	Informationstechnik	8%	4%	2%	3%	4%	
Telekommunikation	IT-Hardware	1%	-5%	2%	-2%	0%	
	Software & IT-Services	8%	4%	3%	3%	4%	
	Wert						
	Telekommunikation	162,3	160,0	159,9	158,3	156,4	
	TK-Hardware	27,4	27,3	27,5	27,3	27,3	
	Telekommunikationsdienste	134,9	132,7	132,4	131,0	129,1	
	Veränd. ggü. Vorjahr						
Telekommunikation	Telekommunikation	-4%	-1%	-1%	-1%	-1%	
	TK-Hardware	-4%	0%	0%	-1%	0%	
	Telekommunikationsdienste	-4%	-2%	-1%	-1%	-1%	

\*Prognose  
<sup>1</sup> jeweils zum Jahresende, einschließlich Selbständige

ITK + CE	Wert						
	Summe ITK + CE	1.263	1.304	1.342	1.371	1.418	
	CE	8,9	8,0	8,2	8,0	7,9	
	Summe ITK	1.254	1.296	1.334	1.363	1.410	
	Veränd. ggü. Vorjahr						
	Summe ITK + CE	6%	3%	3%	2%	3%	
	CE	0%	-11%	2%	-2%	-2%	
ITK + CE	Summe ITK	6%	3%	2%	2%	3%	

# The segment for the IT industry

Segment | IT

In Germany, around 1.3 million people work in the ITC sector or IT professions. The portals in the Information Technology segment analyse developments and trends in the IT sector for decision-makers. The bundling of renowned ITC specialist portals makes it the most powerful vertical IT segment in Germany. The segment is made up of high-reach IT portals, vertical specialist IT portals as well as web developer and start-up sites. The segment has an above-average affinity index among business decision-makers (AGOF) and users also have an above-average HHNI (AGOF).

Page selection IT segment:



WindowsPro



## Segment IT



Websites	25+ portals
Page Impressions	79.662.869
Visits	42.121.136
Unique Users	15.355.863

### Target audience:

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

### Topics/Sections:

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

# businessAD has the best-performing vertical IT channel in the AGOF

Structural breakdown | Top websites in the businessAD IT Segment

## Socio demography

Sex	User share in percent		Affinity-Index**	
	Males	<div><div></div></div>	72	146
	Females	<div><div></div> 28</div>		55
Age				
	20-29 years	<div><div></div> 19</div>		145
	30-39 years	<div><div></div> 26</div>		170
	40-49 years	<div><div></div> 20</div>		143
	50 years and older	<div><div></div> 29</div>		56
Current occupation				
	Decision-makers in the economy*	<div><div></div> 19</div>		140
HHNI				
	3.000 EUR or more	<div><div></div> 56</div>		115
	4.000 EUR or more	<div><div></div> 37</div>		123

\* 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 daily digital facts 2023-03

# The news portal for decision-makers in the automotive industry

Factsheet | automobilwoche.de

**Automobilwoche**

With **automobilwoche.de**, Crain

Communications holds the most quoted industry medium in the automotive market.

**automobilwoche.de** publishes articles on key trends and developments for decision-makers and executives in the automotive industry.

The comprehensive coverage is supported by the world's largest automotive editorial team and reaches decision makers daily through print and digital channels, videos, podcasts, custom content, events and more.

## Key data

### Target group

- Decision makers and managers of the mobility industry

### Topics and sections

- Automotive
- Industry
- Manufacturer
- Supplier
- Trade
- Software



### Traffic

Page Impressions	750.000
Visits	459.368
Uniques	376.387
Newsletter	22.000



# 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.

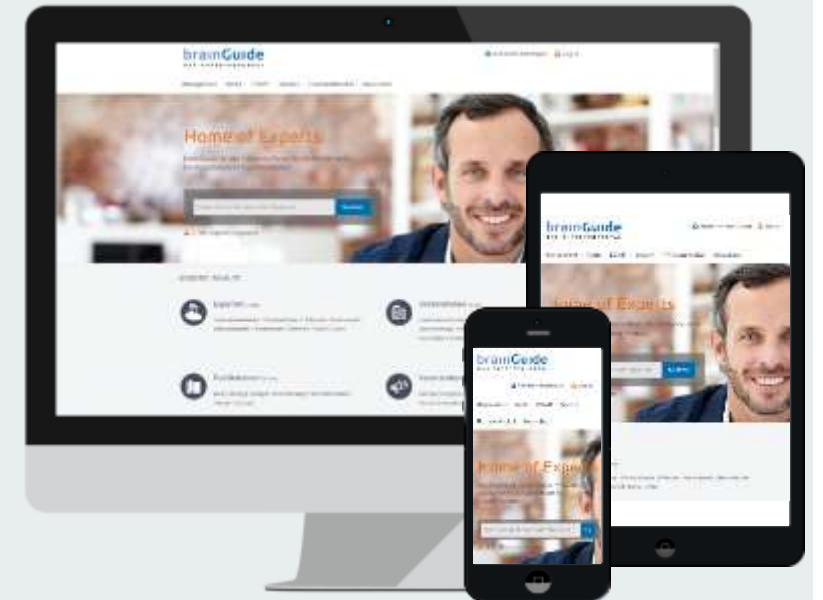
## Key data

### Target group

- Managers
- Entrepreneurs
- Consultants
- Decision-makers

### Topics and sections

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



### Traffic

Page Impressions	14.265
Visits	9.303
Uniques	7.268
Newsletter	7.800

# 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
- Department/team leader/project manager

### Sections

- Management-Manual
- Specialist article

### Topics

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



### Traffic

Page Impressions	197.907
Visits	164.923
Uniques	117.802
Newsletter	41.800





# 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	20.342
Visits	17.053
Uniques	16.114



# 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.

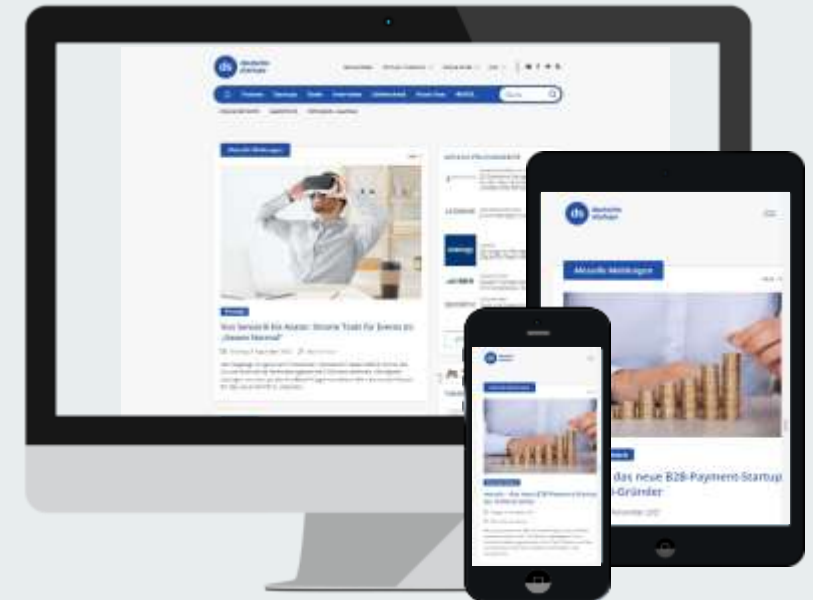
## Key data

### 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	195.429
Visits	114.779
Uniques	150.000



# 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. Self-employed people who run 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
- Accountants

### Topics and sections

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



### Traffic

Page Impressions	7.416
Visits	4.687
Uniques	3.720

# 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.

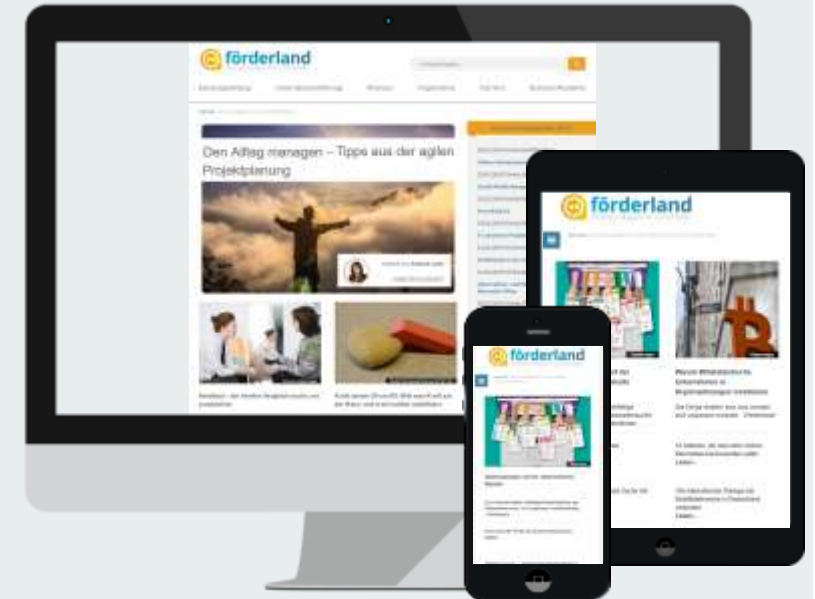
## Key data

### Target group

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

### Topics and sections

- Business founding
- Management
- Finances
- Organising
- Career



### Traffic

Page Impressions	47.447
Visits	32.965
Uniques	13.134
Newsletter	8.000

**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 in IT & Consumer Electronics
- Marketing decision-makers & Online-Professionals
- Purchasing & E-Commerce-Managers
- Developers
- Early adopters and technology enthusiasts

### Topics and sections

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



### Traffic

Page Impressions	26.557.979
Visits	12.275.880
Uniques	2.700.000
Newsletter	33.000





**heise online** is one of the leading providers of German-language high-tech news. The combined expertise of seven **specialist editorial teams including c't, iX and MIT Technology Review** offers comprehensive service and the latest news.

The editorial teams report seven days a week on all events in the IT industry, on the scientific and political environment, on general high-tech topics as well as on research and science.

**heise online - IT news, news and backgrounds**

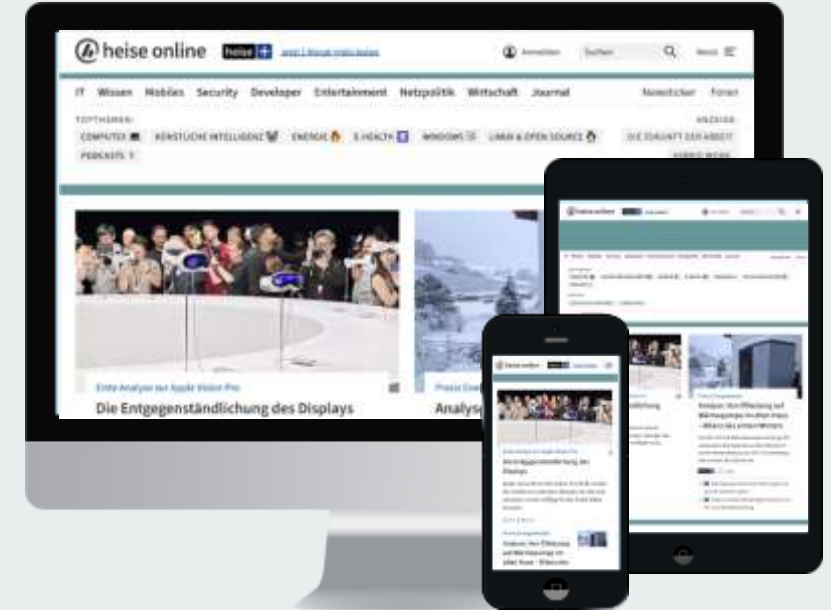
## Key data

### Target group

- CTOs/CIOs, decision makers IT & Consumer Electronics
- Developers & Administrators
- Marketing decision-makers & online managers
- Buyers & e-commerce managers

### Topics and sections

- IT
- Developer
- Economy
- Mobile
- Security
- Network Policy
- Knowledge
- Journal
- Entertainment



### Traffic\*

Page Impressions	35.525.867
Visits	17.762.934
Uniques	7.790.000

\*GAM-Traffic

**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	607.238
Visits	334.827
Uniques	280.000
Newsletter	19.000



# \*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.

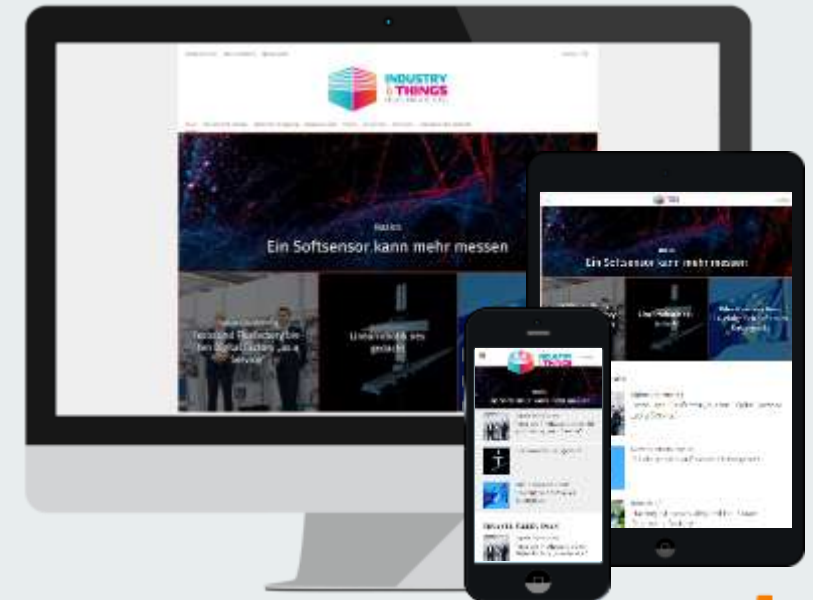
## Key data

### 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	100.024
Visits	56.705
Uniques	52.606



# The News Portal for Engineers

Factsheet | ingenieur.de

With **ingenieur.de**, VDI Verlag has created a wide-reaching news portal for engineering careers. ingenieur.de contains around 30,000 articles on key trends and developments for engineers.

**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

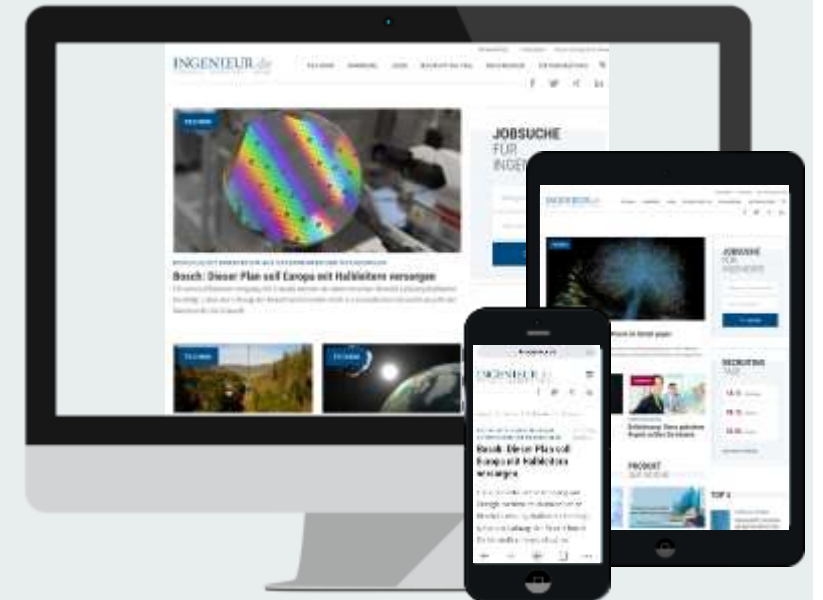
## Key data

### Target group

- Engineers from all industries

### Topics and sections

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



### Traffic



Page Impressions	1.364.912
Visits	849.466
Uniques	510.000
Newsletter	40.000



# The news portal for engineers

Factsheet | ingenieur.de | Technology category Information Technology & Telecommunications

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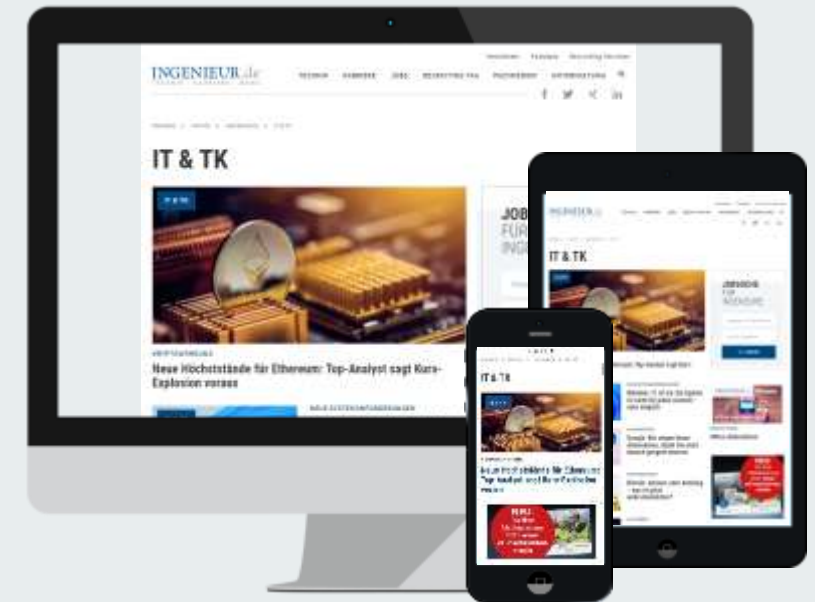
## Key data

### Target group

- Ingenieur\*innen aus allen Wirtschaftsbereichen

### Topics and sections

- Technology
  - IT & TC
- Career
- Jobs
- Recruiting day
- Specialised media
- Entertainment



# 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	35.852
Visits	23.914
Uniques	13.677

# It-boltwise.de - the trade magazine with a focus on artificial intelligence and robotics IT BOLTWISE

Factsheet | it-boltwise.de

**it-boltwise.de** was founded in New York in 2017 and presents the latest IT news and technology for German-speaking entrepreneurs, founders, IT enthusiasts and decision-makers on a daily basis. IT BOLTWISE® is the first German magazine and the number 1 magazine in Germany focusing on artificial intelligence and robotics.

## Key data

### Target group

- Founder
- Decision makers
- Entrepreneur
- Venture Capital Geber / Investoren

### Topics and sections

- News
- Startups
- Investments
- Artificial Intelligence
- Events
- AI & Shares



### Traffic

Page Impressions	249.457
Visits	210.294
Uniques	129.121
Newsletter	1.000

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 encyclopaedia.

## 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
- Solar technology/wind power



### Traffic

Page Impressions	218.793
Visits	143.212
Uniques	100.000





**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: 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**, 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	103.435
Visits	63.787
Uniques	60.000



**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**

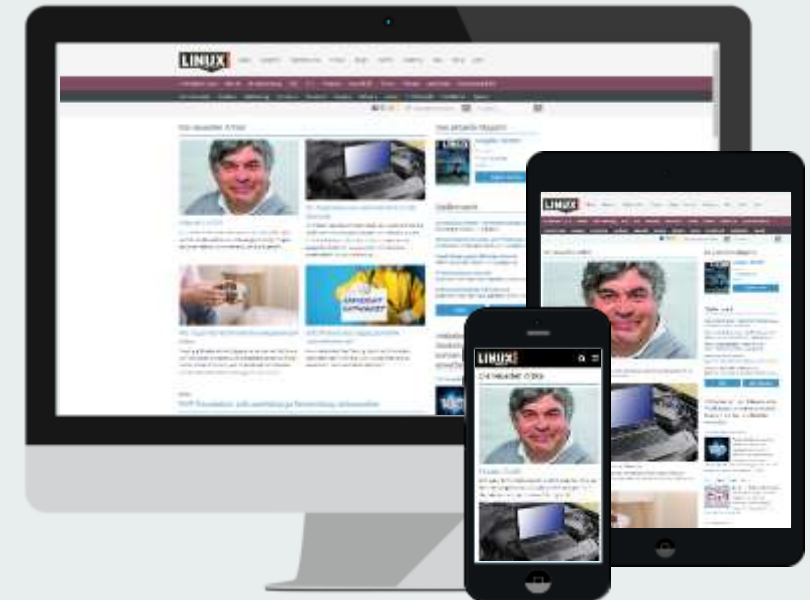
## Key data

### 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	147.614
Visits	73.521
Uniques	40.000
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.

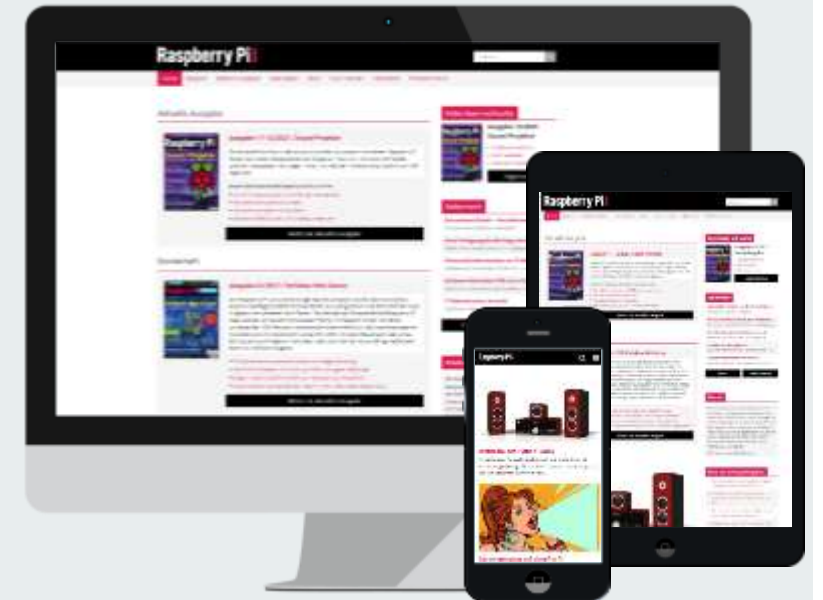
## Key data

### 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	46.801
Visits	26.322
Uniques	19.911

**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.

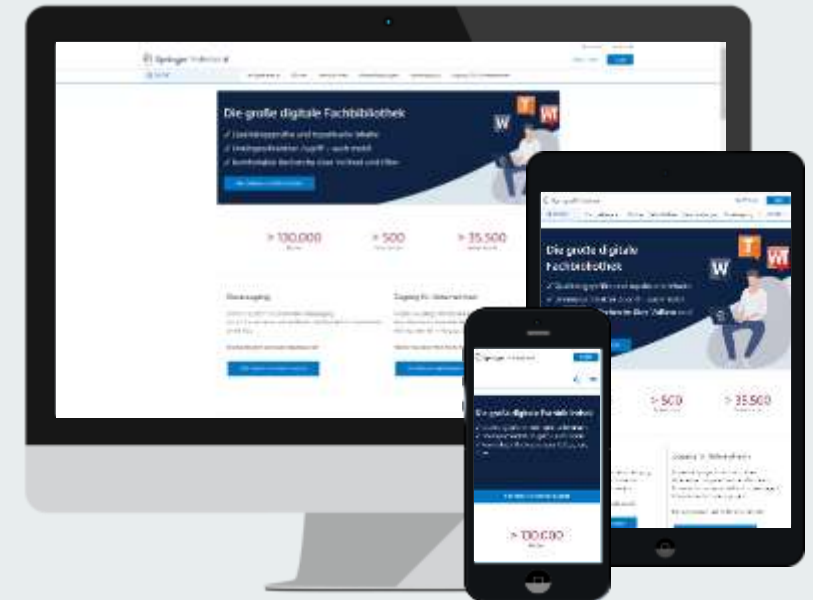
Whether in business or technology - with the in-depth knowledge of Springer Professional it is possible to prepare for any challenge: from important management decisions to innovative technical developments. Quality-tested, convenient, time-saving and mobile use with any device.

## 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
- Insurance and risk management



### Traffic



Page Impressions	1.040.908
Visits	405.712
Uniques	230.000
Newsletter	20.290

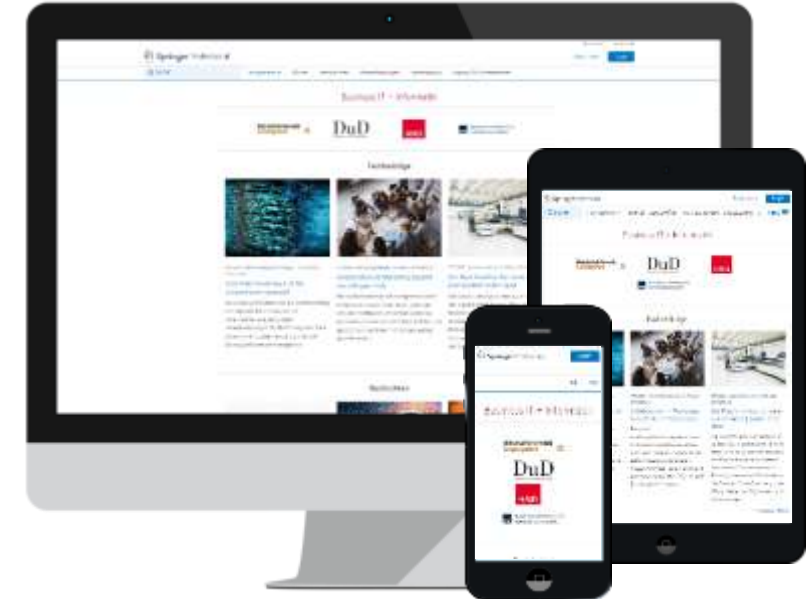
## Target group:

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.





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

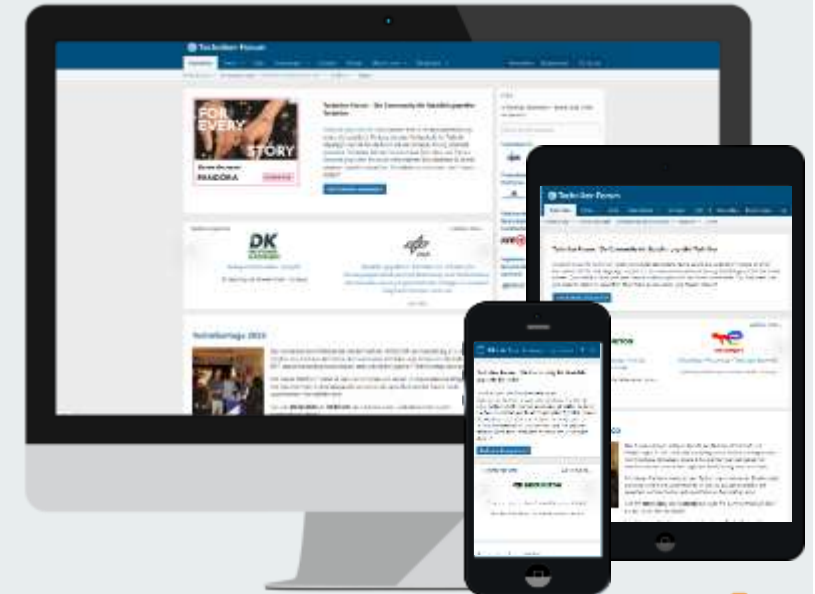
- State-certified technicians
- Technical business economists
- Engineers | Skilled workers
- Young professionals in the industry

### 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
- Work and Projects



### Traffic

Page Impressions	227.490
Visits	112.496
Unique Visitors	89.149



# The leading magazine for digital business

Factsheet | t3n.de



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

The editorial team provides in-depth and practical information on pioneering technologies, digital marketing, e-commerce and ground-breaking future topics.

**t3n** provides the relevant information for success and innovation in the digital economy.

**t3n** offers useful content for a unique, committed community: web workers, designers and developers, entrepreneurs and managers, marketers, merchants 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

- Software & Entwicklung
- UX & Design
- Marketing
- Hardware & Gadgets
- Startups & Economy
- E-Commerce
- New Finance
- Mobilität
- Future & Science



### Traffic

Page Impressions	9.595.402
Visits	7.677.259
Uniques	1.370.000
Newletter	54.000



# Technology Review – The magazine for innovation

Factsheet | [t3n.de/technology-review](https://t3n.de/technology-review)

Climate change, pandemics, energy crises, inflation: in the 21st century, crises are omnipresent and are closely linked to scientific, technical and social issues. It is precisely at this thematic interface that the MIT Technology Review, which has been published for over 120 years at the world-famous MIT Institute of Technology in Boston, comes into play. Heise-Verlag has been publishing the German licensed edition for almost 20 years - with its own editorial team and journalistic orientation.

As an advertising partner, you place your ads in a high-quality environment with a high affinity to decision-makers from business, science and corporate decision-makers in the field of research & development.

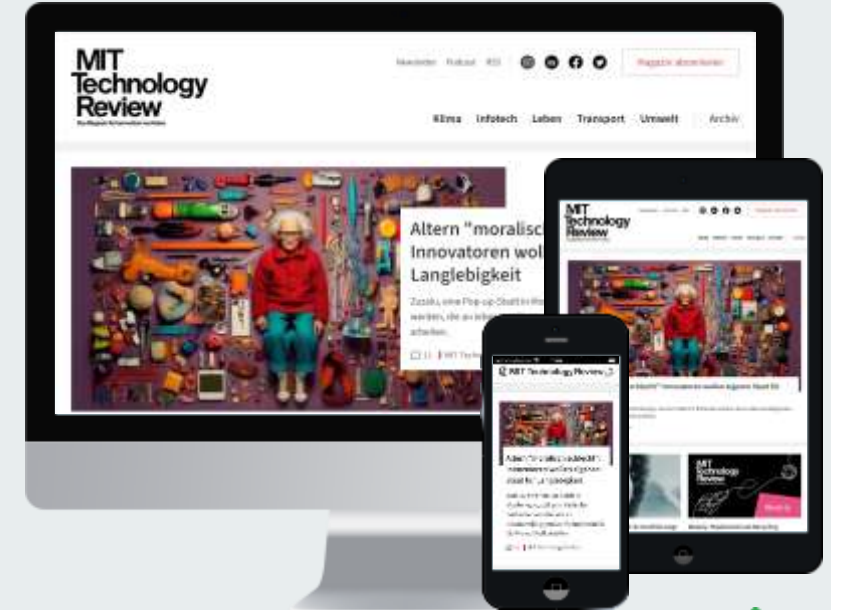
## Key data

### Target group

- Technical Management
- Decision-makers in the field of research & development
- Decision-makers in business & politics
- Decision-makers in science

### Topics and sections

- Climate & Energy
- Infotech & Digitalisation
- Traffic & Mobility
- Environment & Sustainability
- Health & Biotech



### Traffic

Page Impressions	655.714
Visits	437.143
Uniques	273.214
Newsletter	11.500

# 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	143.253
Visits	121.678
Uniques	76.049
Newsletter	28.000

**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 analyse market and technology trends.

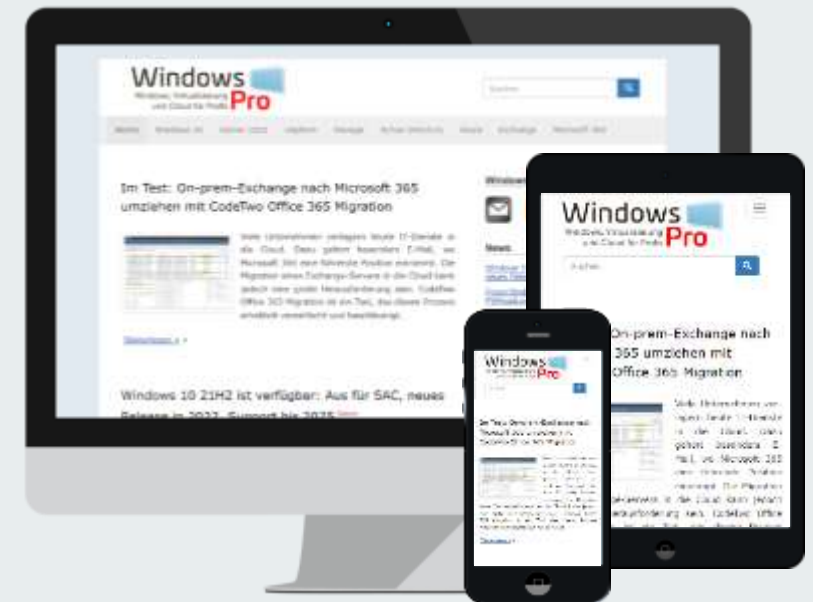
## Key data

### Target group

- IT decision-makers
- IT specialists

### Topics and sections

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



### Traffic

Page Impressions	113.390
Visits	100.878
Uniques	80.000





# Rates 2024| Segment IT

## Display Multiscreen



Display Multiscreen	Segment Rotation
Billboard / Sitebar / Wallpaper + Mobile Interscroller	125 €
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 €

All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%

# 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 €
All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%	

# 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 €

All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%

# 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 %

If you order a channel or segment booking from businessAD, your advert can generally be displayed on all portals of the channel or segment. The distribution of the campaign to the individual portals is carried out by the businessAD ad server according to the available inventory and click rate. It is possible that certain individual portals are not available or only available to a limited extent for a rotation campaign because they are fully booked with direct campaigns or are being relaunched, for example. If you would like increased advertising pressure on an individual portal, we recommend a website rotation booking for the specific portal.

## 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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For international inquiries please contact our German headquarters.

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