



B2B Segment Industry



2025-01

The segment for the manufacturing industry, production and Industry 4.0

Segment | Industry

The Industry segment is aimed at managers and specialists as well as decision-makers and buyers from manufacturers and suppliers in various sectors such as the automotive manufacturing and supplier industry, aerospace, medical technology, painting technology, fire protection, printing & media, electrical engineering, transport & logistics, trade, technology & research. The websites provide information on new innovations from science, industry and business and deal with topics such as Industry 4.0, additive manufacturing and also offer their users marketplaces and job markets.

Topics / environments:

- Airlines / airports, industry & technology
- News & companies
- Health & environment, safety
- Markets & industries
- Legal & fiscal, job & career

 Springer Professional

HAUFE.

Automobilwoche

INGENIEUR.de
TECHNIK - KARRIERE - NEWS

MIT
Technology
Review

aero
TELEGRAPH

TH TECHNISCHER
HANDEL

BESSER
LACKIEREN

 **airliners.de**

Segment Industry



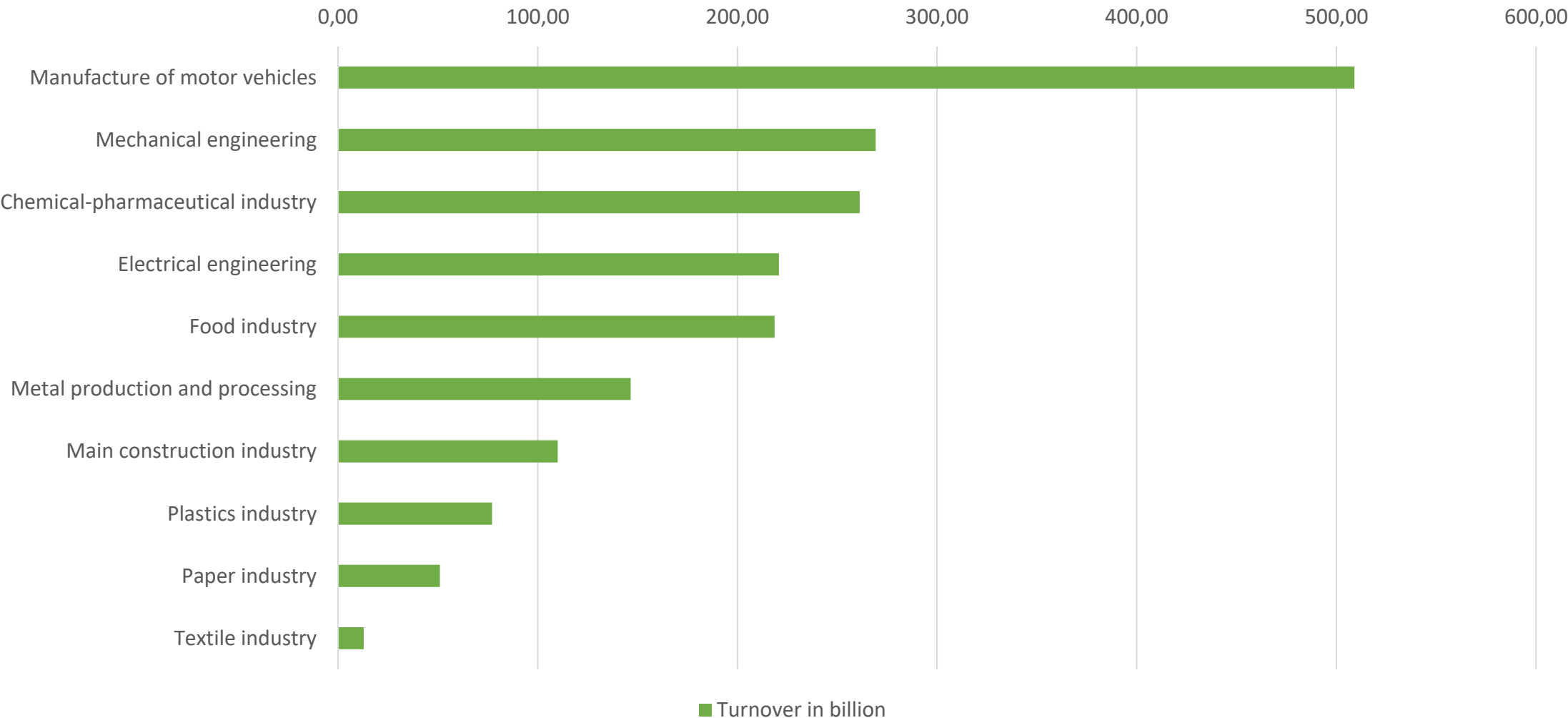
Websites total	40+ Portals
Page Impressions	56.067.029
Visits	20.762.807
Unique Users	12.060.363

Target audience :

Managing directors, managers, technical planners, IT specialists, researchers & developers, companies and service providers, institutions, management consultants & project managers

The industry with the highest turnover in Germany is motor vehicle construction.

Turnover of the most important industrial sectors in Germany | Source: Statista 2023



The leading source of information about the aircraft industry.

Fact Sheet | aero.de



aero.de - News for aviation experts. Daily reporting from European and international commercial aviation.

aero.de is aimed at aviation professionals and aviation fans alike.

A job market rounds off the portal offer.

Since January 2011, **aero.de** has been editorially networked and jointly marketed with the aviation portals of Motor Presse Stuttgart (**MPS**).

Key data

Target group

- Decision-makers in aviation, tourism, the aviation industry and airports
- Airport operators, service providers, suppliers, air traffic control
- Decision-makers in business travel

Topics and sections

- Airlines & Airports
- Environment
- Cargo
- Business Aviation
- Security & Safety
- Jobs

■ and many more



Traffic total aeroportals

Page Impressions	5.660.000
Visits*	1.165.941
Uniques**	820.000
Newsletter	1.300



Source: IVW as at October 2024, *calculated value based on PIs, as separate counting of individual pages is not possible
**Joint offer from flugrevue.de, aerokurier.de and aero.de | AGOF digital facts 2023 - 03 (last disclosure)

The leading website for international civil aviation

Fact Sheet | aerokurier.de



aerokurier.de is the leading general aviation content portal aimed at private and commercial general aviation pilots.

Topics range from business aviation and helicopters to gliders, microlights and powered flight. **aerokurier.de** is always up-to-date and also addresses future topics such as electric flight - expertly and practically, by pilots for pilots.

A large job market complements the editorial content.

aerokurier.de is a service of Motorpresse Stuttgart (**MPS**).

Key data

Target group

- Decision-makers in aviation, tourism, the aviation industry and airports
- Airport operators, service providers, suppliers, air traffic control
- Decision-makers in business travel

Topics and sections

- Airlines & Airports
- Environment
- Cargo
- Business Aviation
- Security & Safety
- Jobs

■ and many more



Traffic

Page Impressions**	12.679.165
Visits	3.909.963
Uniques**	2.400.719



**Gemeinschaftsangebot aus flugrevue.de, aerokurier.de und aero.de | IVW 2025-01 |agma digital facts 2023-001

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 industry. Here you will find the latest industry news on paper and the paper industry in various categories - general news from the paper industry, jobs, trade fairs, offers and enquiries.

paper-world.com -

The decision-maker information portal for the international paper industry

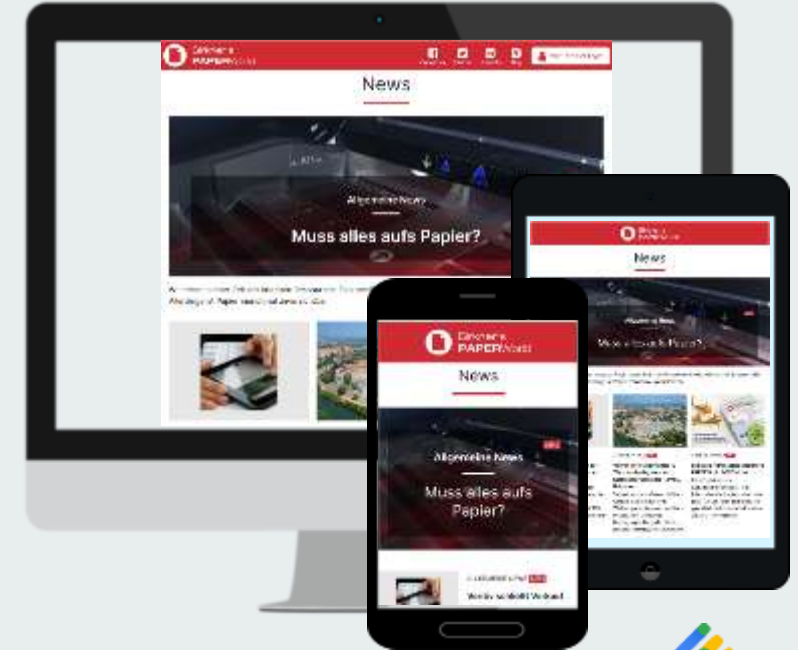
Key data

Target group

- Decision-makers from the paper industry
- Sales managers, purchasers
- District & area managers
- Product managers

Topics and sections

- General News
- Job News
- Trade Fair News
- Business directory



Traffic

Page Impressions	26.420
Visits	15.158
Uniques	7.579

AEROINTERNATIONAL.de is the portal covering industry, technology, airlines, airports, logistics and business travel. It provides background knowledge and portraits on airports and airlines. The editorial team also reports on all areas of commercial aviation.

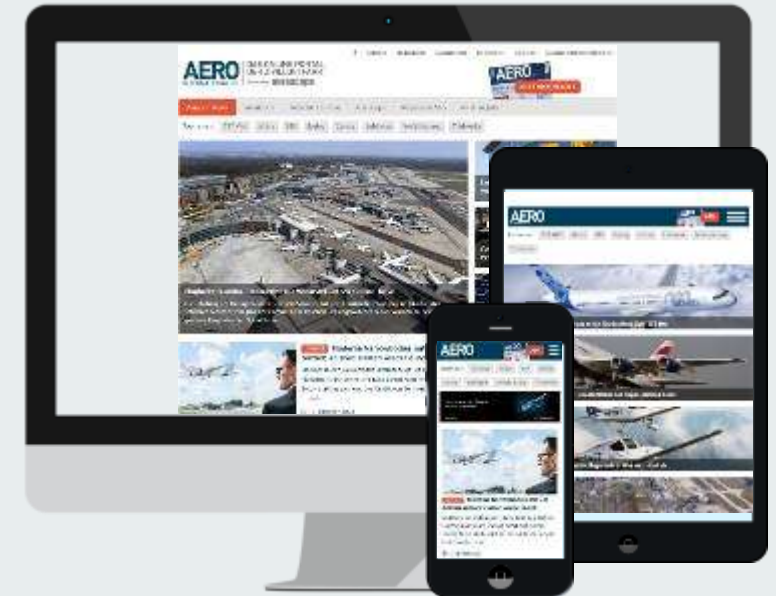
Key data

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	84.877
Visits	36.223
Uniques	18.623

The leading online magazine for business travel, aviation and tourism in the DACH-region



Fact Sheet | aerotelegraph.com

aerotelegraph.com is the biggest business travel and aviation portal in the German-speaking countries. The editorial team reports 365 days a year about all backgrounds and news in the aviation industry.

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

The portal reaches decision makers, operators and employees in the aviation industry as well service providers and suppliers of the aviation and travel industry. Business travellers and private aviation and travel enthusiasts complement the audience.

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 audience

- Decision-makers in aviation, tourism, industry and airports
- FBO, service provider, supplier, air traffic control
- Decision-makers in business travel

Topics and sections

- Airlines & airports
- Environment
- Cargo
- Business aviation
- Security
- Job offers



Traffic

Page Impressions	6.274.246
Visits	3.203.223
Uniques	650.000
Newsletter	11.000



News for Automotive Aftermarket Sales

Factsheet | aftermarket-update.de

aftermarket-update.de is a news website for the automotive aftermarket sales. The topics covered are spare parts, repair work shops, service.

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	14.666
Visits	6.577
Uniques	4.110

The Leading German Aviation Portal

Fact Sheet | airliners.de



airliners.de is the knowledge platform for the German aviation industry and one of the largest German-language aviation industry portals.

The online trade magazine reaches B2B decision-makers from aviation management, business and politics as well as from 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. **airliners + Abo** provides data and background information on all the challenges facing the aviation industry.

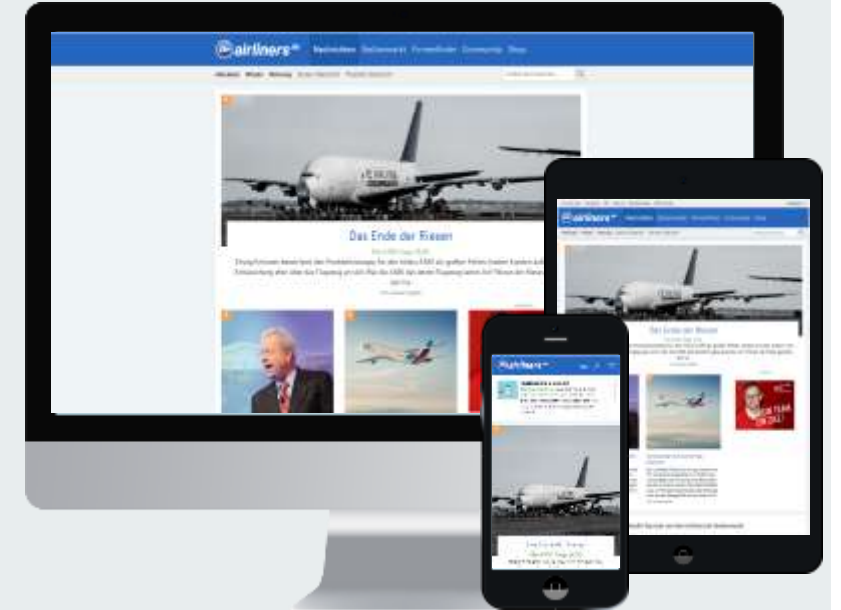
Key data

Target audience

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

Topics and sections

- Airlines and airports
- Industry and technology
- Airfreight
- Cargo
- and many other by tags



Traffic

Page Impressions	1.783.957
Visits	746.198
Uniques	110.000
Newsletter	14.500



*Automobilindustrie – The Portal for the German Automotive Industry

Factsheet | automobil-industrie.vogel.de



»Automobil Industrie« is the only trade medium covering the world of mobility as a generalist. It is targeting top commercial and technical management in automobile manufacturers, suppliers, IT service providers, productions specialists, consultancies, universities, institutes and associations.

In focus are vehicle technology, production, ultralight vehicles and R&D as well as connectivity, autonomous driving, shared mobility, e-mobility and industry 4.0.

There are also high-calibre networking events such as the 'Automotive Industry Lightweight Construction Summit', the 'Smart Factory Day', the 'EDL Circle' and the 'SafetyWeek'.

Key data

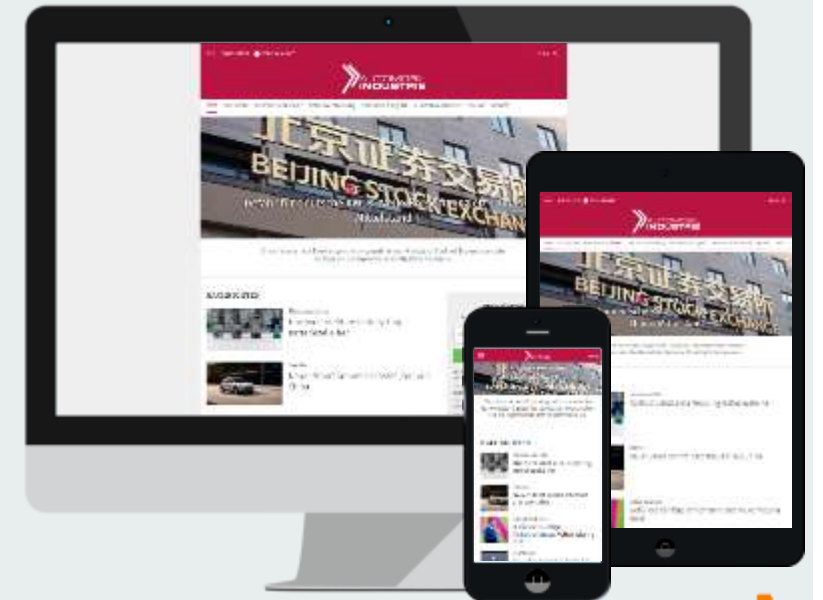
Target groups

Decision-makers from

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

Sections and environments

- Automobiles
- Suppliers
- Economy
- Technology
- Production
- Development (R&D)



Traffic

Page Impressions	395.632
Visits	191.051
Uniques	177.242

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 Portal for Decision-makers in Industrial Coating Technology

Factsheet | besserlackieren.de

**BESSER
LACKIEREN**



Besserlackieren.de is the online presence of the trade journal **Besser Lackieren**. The portal is aimed at decision-makers in industrial painting technology. It provides paint shops and departments with the information they need to organise their processes more economically and to a higher standard.

The portal also offers the latest product news, user reports and event dates.

It provides expert information on painting practice, technology & products, technologies & substrates and companies & dates. Besserlackieren.de is the leading portal for industrial surface technology.

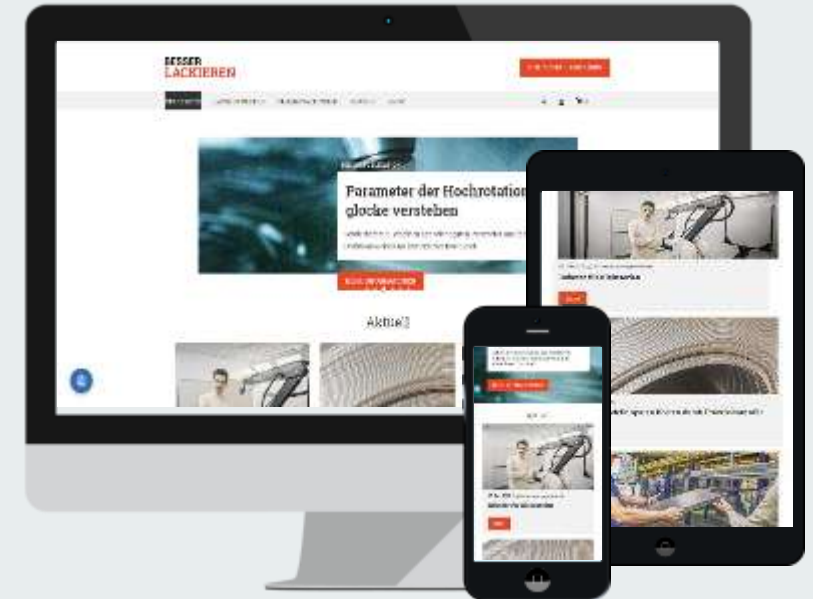
Key data

Target group

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

Topics and sections

- Industrial applications
- Technologies & Substrates
- Technology & Production
- Standards & laws
- Companies & Markets
- Events



Traffic

Page Impressions	11.460
Visits	5.412
Uniques	4.775
Newsletter	4.996

The news portal for the international beverage industry

Factsheet | beverage-world.com

Birkner's **Beverage-World.com** is the news portal for decision-makers in the international beverage industry. The website provides news around the beverage industry, jobs and exhibitions

beverage-world.com -

The decision-maker information portal for the international beverage industry

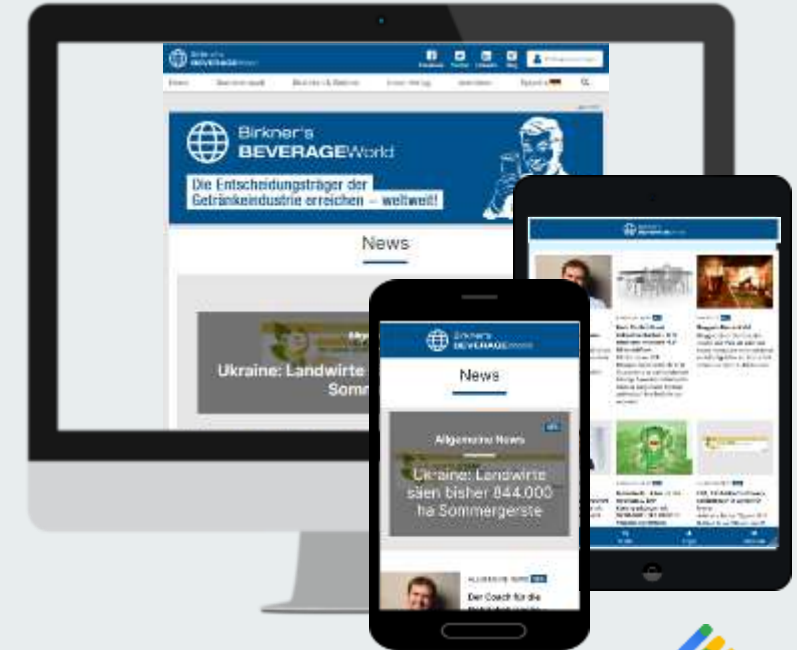
Key data

Target group

- Decision-makers in the beverage industry
- Sales managers, purchasers
- Regional & division directors
- Product managers

Topics and sections

- General news
- Job-News
- Exhibition-news
- Business directory



Traffic

Page Impressions	9.642
Visits	5.927
Uniques	3.951

*The portal for decision-makers in sheet metal working and tube production

Factsheet | blechnet.com

blechnet

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

The portal of 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 through to assembly.

Markets, makers and opinions provide a comprehensive overview of what is happening in the industry.

Key data

Target group

- Managers and decision-makers in metal processing, steel construction, mechanical engineering and vehicle construction

Topics and sections

- Remodel
- Stanzen (to emboss)
- Seperation
- Automation
- Surface technology
- Construction
- Measure & check
- Management



Traffic

Page Impressions	108.573
Visits	67.145
Uniques	62.292
Newsletter	6.852



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 specialist areas of management, law, taxes, IT, finance and economics. **brainGuide** offers experts an intelligent platform for knowledge marketing and users comprehensive and free searches for top-class expert knowledge from over 2,000 topic centres.

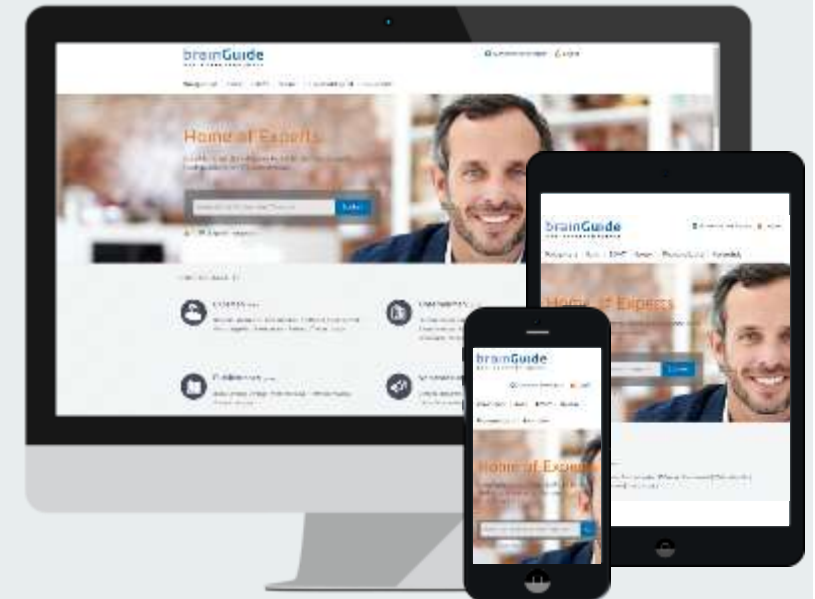
Key data

Target group

- Manager
- Entrepreneurs
- Consultants
- Decision-makers

Topics and sections

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



Traffic

Page Impressions	14.265
Visits	9.303
Uniques	7.268
Newsletter	7.800

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 handbook with over 190 chapters.

These can be downloaded as e-books, ready-made Word, PowerPoint and Excel files. Over 2,200 templates are currently available. Consultants, trainers and coaches write for business-wissen.de as external experts.

Topics include marketing, organisation, project management, strategy, controlling, service and personnel.

Key data

Target audience

- Decision-makers in SMEs
- Consultants, trainers
- Senior executives
- Founders and students
- Department/team leader/project manager

Sections

- Management-Handbuch
- Magazin

Topics

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



Traffic

Page Impressions	197.907
Visits	164.923
Uniques	117.802
Newsletter	41.800



*The website for decision-makers in the medical technology industry

Factsheet | devicemed.de

DeviceMed

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.

Focussing on industrial practice, the design, production and management sections concentrate all industry-relevant information in one magazine. Unique market overviews give readers a clear picture of what is available.

Key data

Target group

- Decision-makers in all areas of medical device industry and their suppliers

Topics and sections

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



Traffic

Page Impressions	75.824
Visits	34.253
Uniques	31.777



ELEKTRONIKPRAXIS Digital is the website of the trade magazine of the same name for knowledge transfer and communication between electronics professionals in industry and research. Readers can find news, technical articles, product innovations and solutions for their challenges in specialised topic channels. The content is supplemented by white papers and webcasts. Users also have access to attractive features such as specialist and discussion forums, a company database and a media centre

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

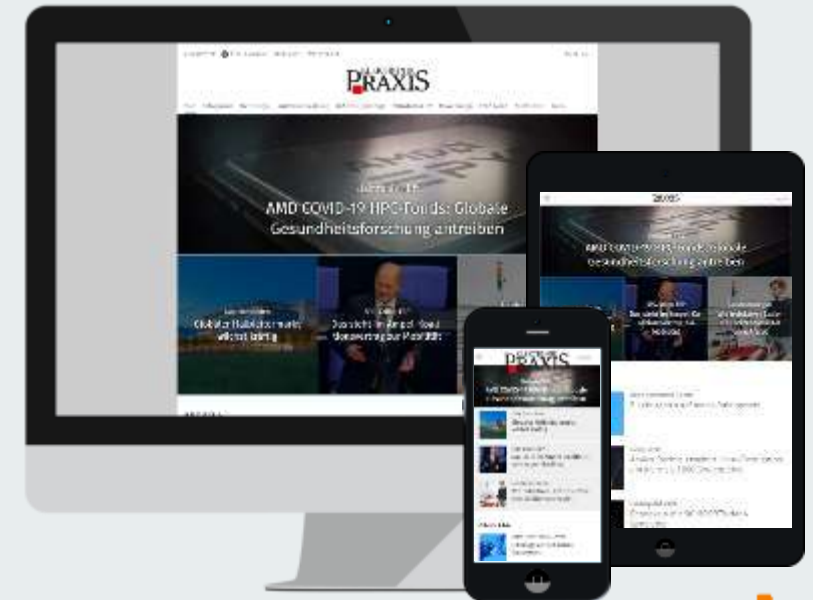
Key data

Target group

- Hardware developers
- Software developers
- Purchasers
- Technical Manager
- Manufacturing experts in industry electronics

Topics and sections

- Hardware development
- KI & Intelligent Edge
- Technology trends
- Embedded & IoT
- Electronics
- Career



Traffic

Page Impressions	386.964
Visits	196.339
Uniques	182.148



ELEKTROTECHNIK.DE is the online portal of the trade magazine for decision-makers, planners, project managers, construction specialists and developers in automation, tooling, electronics and MSR technology.

It offers the most important trends and developments in automation in a very accessible way. Suppliers of components, systems and solutions can reach their target groups via print, the portal, newsletters and social media channels.

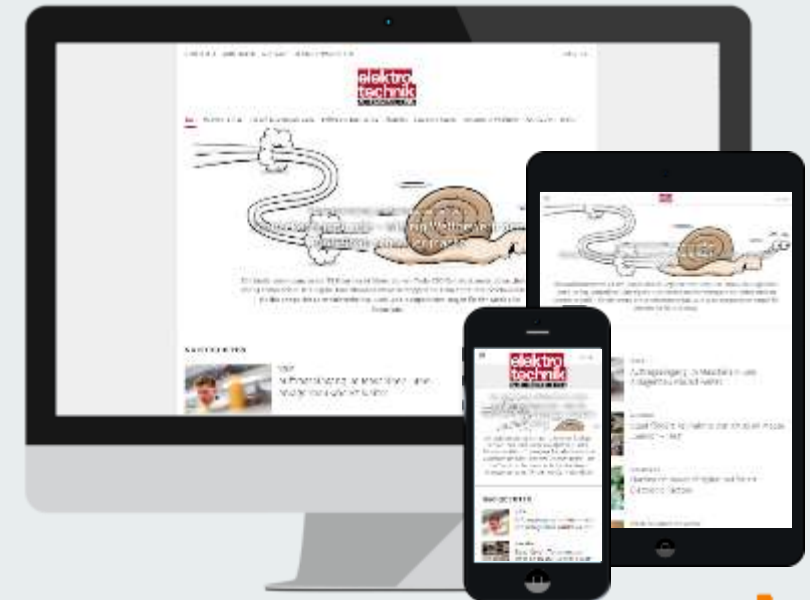
Key data

Target group

- Electrical designers
- Planners and project developers
- Production engineers
- Technical management

Topics and sections

- Motion & Drives
- Robotics & Automation
- Software & Engineering
- Tax & Rules
- Supply and connect
- News / Specials



Traffic

Page Impressions	82.976
Visits	38.495
Uniques	35.713
Newsletter	12.880



The portal for transport and traffic

Factsheet | eurotransport.de

eurotransport.de

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 its readers with news and reports on technology, business, logistics, transport, politics, legislation and events. The editorial team reports directly from the field of SCM and logistics. The readers are decision-makers from industry, trade and the service sector.

DER 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.

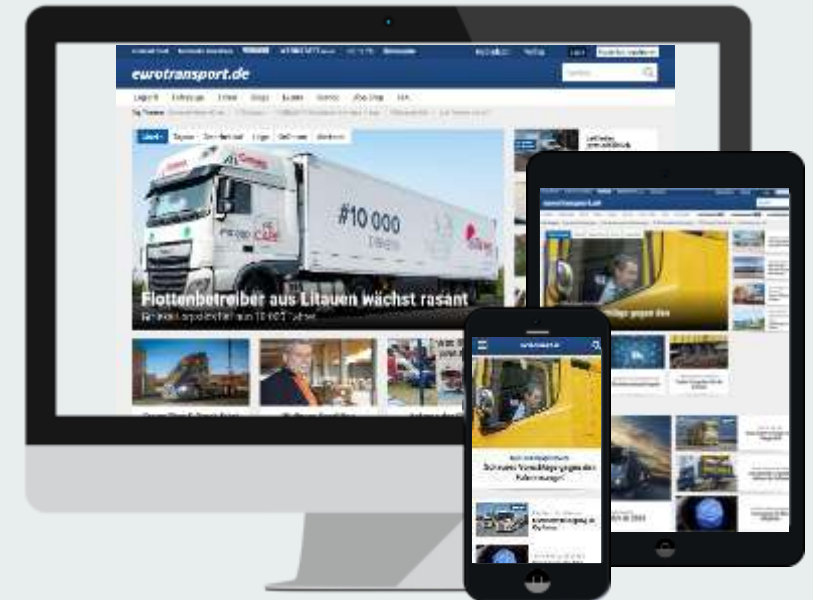
Key data

Target group

- Management and staff of shipping and transport companies,
- Service and vehicle manufacturing
- 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

*Fahrzeug + Karosserie - The portal for decision-makers in vehicle construction

Factsheet | fahrzeug-karosserie.de

Fahrzeug-karosserie.de, the official journal of the German Association for Vehicle Technology (ZKF), is reaching out to decision-makers in vehicle construction and spray-painting companies.

»F+K« informs monthly in print and daily via its online platform about current issues from the fields of vehicle construction, vehicle body repair, tax, legal and management. Various events round off the offer and give ample opportunity for networking and orientation.

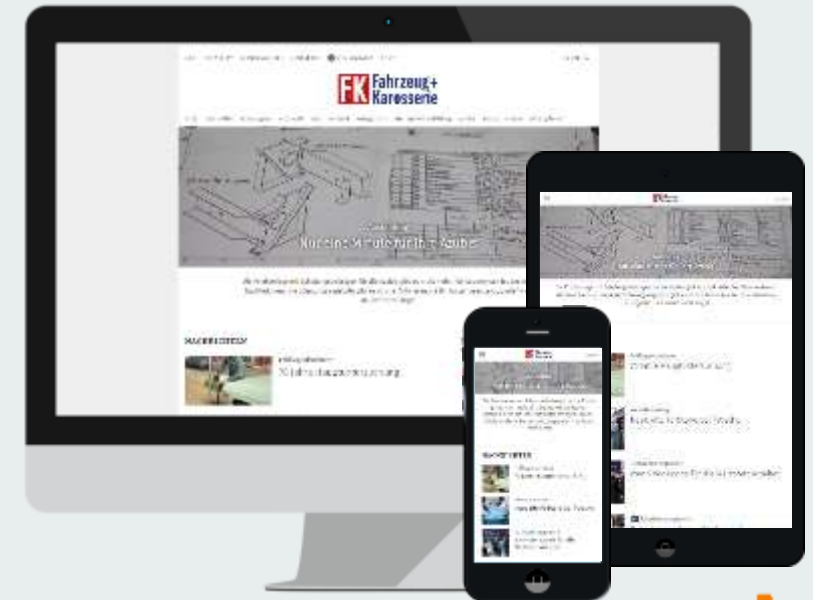
Key data

Target group

- Decision-makers in car body shops
- Decision-makers in paint shops
- Decision-makers in vehicle construction companies
- Workshops

Topics and sections

- Vehicle body (Karosserie)
- Varnish
- Vehicle construction
- Management
- Association
- Service
- Law
- Education



Traffic

Page Impressions	32.158
Visits	17.238
Uniques	15.992



The website for fleet management and mobility

Factsheet | firmenauto.de

firmenauto.de is an online portal of the ETM publishing house for the print magazine of the same name and offers information on all aspects of company cars, fleet management and finance. At **firmen-auto.de**, everything revolves around the vehicle used for business purposes and the mobility of a company's employees. The editorial team addresses fleet managers with its practical tests of vehicles used for business purposes, market overviews, exclusive practical reports and purchase recommendations.

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

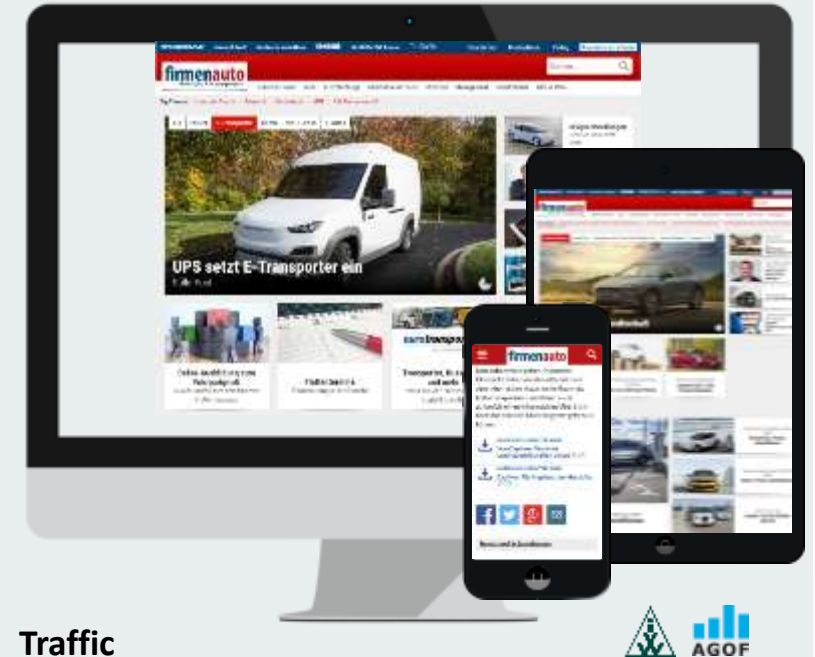
Key data

Target group

- Fleet managers
- Decision-makers in large companies

Topics and sections

- Sector specific news
- Car
- Commercial vehicles
- Alternative Antriebe (alternative drives)
- Mobility
- Management
- Law/Taxes
- Who is Who



Traffic

Page Impressions	112.681
Visits	38.541
Uniques	30.000

The leading aerospace specialist portal

Fact Sheet | flugrevue.de



flugrevue.de - Aviation is exciting, multifaceted and versatile - just like the online content on **flugrevue.de**.

Everything here revolves around military and commercial large-scale aviation, technology and space travel. The range and depth of content is unique in the German-speaking world.

The portal also fulfils the magazine character of the printed FLUG REVUE online - with opulent picture galleries and carefully researched articles. Popularly edited, lively formulated, well-founded and competent. A large job market complements the editorial content.

Flugrevue.de is a service of Motorpresse Stuttgart (**MPS**).

Key data

Target group

- Decision-makers in aviation, tourism, the aviation industry and airports
- Airport operators, service providers, suppliers, air traffic control
- Decision-makers in business travel
- Decision-makers in politics / defense, air force

Topics and sections

- Airlines & Airports
- Environment
- Cargo
- Business Aviation
- Security & Safety

■ Jobs



Traffic

Page Impressions	11.742.571
Visits*	3.767.200
Uniques**	820.000
Newsletter	3.500



Source: IVW as at October 2024, *calculated value based on PIs, as separate counting of individual pages is not possible
**Joint offer from flugrevue.de, aerokurier.de and aero.de | AGOF digital facts 2023 - 03 (last disclosure)

The portal for occupational safety specialists combines expertise from Haufe with Germany's biggest network for occupational safety experts.

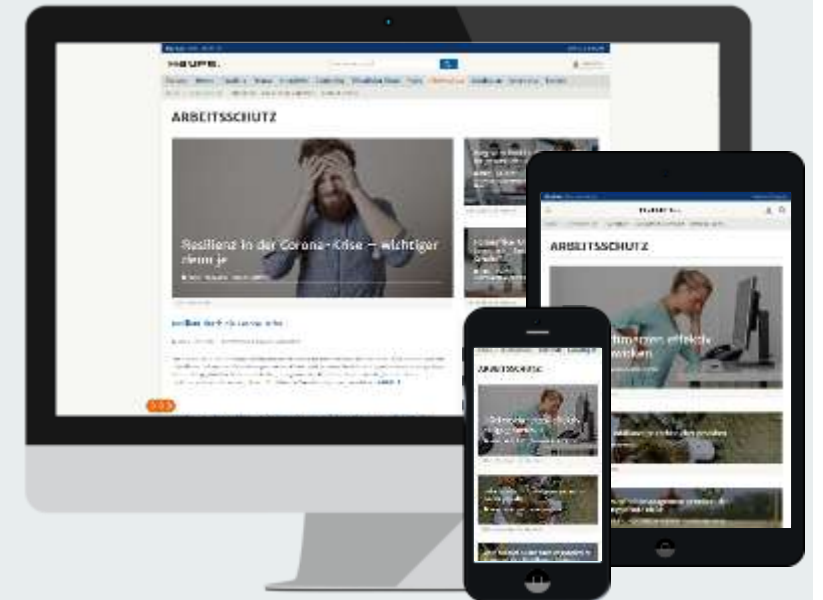
Key data

Target group

- Occupational safety specialists
- Security officers
- HR decision-makers
- Entrepreneurs and directors

Topics and sections

- Safety
- Health & Environment
- Law & Politics



Traffic

Page Impressions	81.351
Visits	52.485



*Industry-of-Things.de - The portal for pioneering technologies for industry

Factsheet | industry-of-things.de



On their way to the digital factory construction engineers and IT experts have to work closely together. **INDUSTRY-OF-THINGS.de** is the first German-speaking portal that brings all experts to one table. Among its target groups are specialists and strategists from IT and industry as well as innovators, that develop data-driven business models, optimise processes or simply drive digital transformation. At the center of attention are the practical use of Internet of Things, M2M, robotics, additive productions technologies and Industry 4.0 applications.

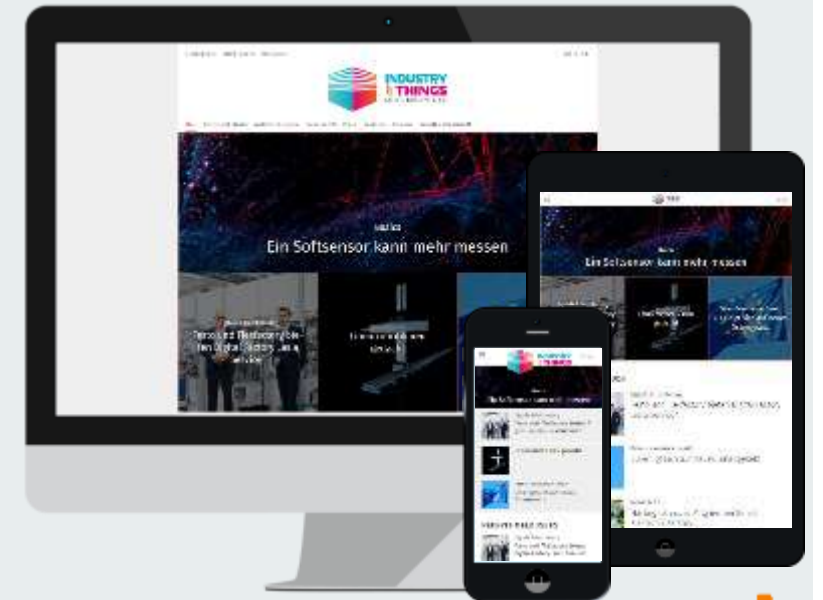
Key data

Target group

- CIO, CDO, CTO
- Production managers
- Factory planners
- Developers
- Engineers
- IT specialists
- Data analysts

Topics and sections

- Internet of Things
- Additive manufacturing
- Industry 4.0
- Practice
- Experts



Traffic

Page Impressions	100.024
Visits	56.705
Uniques	52.606



Publication for specialists and directors in engineering

Factsheet | ingenieurmagazin.com

ingenieurmagazin

ingenieurmagazin.com provides information for specialists and managers from the engineering sectors in the DACH region.

It focuses on trends and developments in the fields of automotive engineering, construction, real estate, IT, research, development, mechanical engineering, electrical engineering, environment, plant engineering, construction, logistics, tool technology, research, biotechnology, transport, materials and bridge construction.

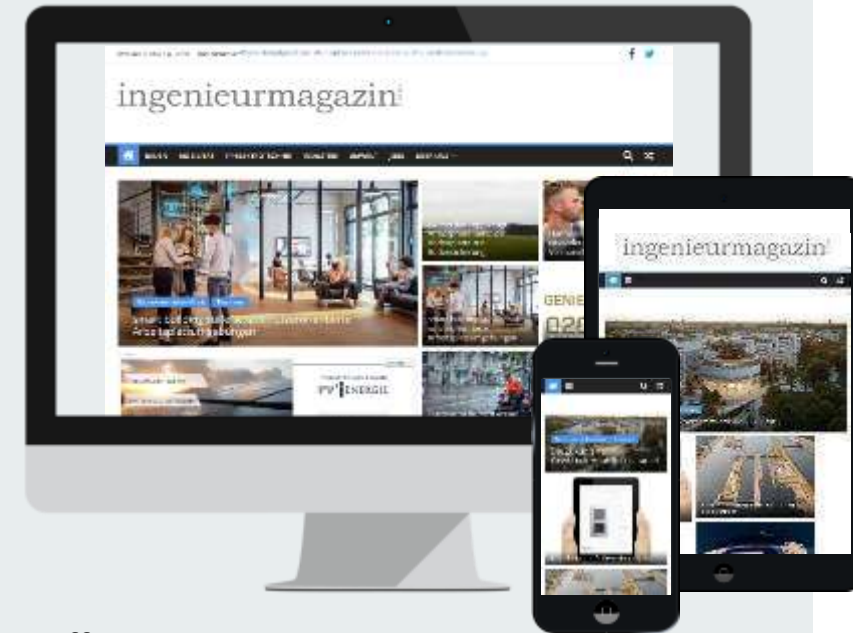
Key data

Target group

- Architects, urban planners, civil engineer
- IT experts, developers
- Decision-makers in energy and environment sectors
- Industry deciders
- Mobility and aviation deciders

Topics and sections

- Construction
- Mobility
- IT-electrical engineering
- Industry
- Environment
- Jobs



Traffic

Page Impressions	2.302
Visits	1.256
Uniques	785
Newsletter	1.200

The news portal for engineers

Factsheet | ingenieur.de

INGENIEUR.de is the top news medium for engineers published by the VDI Verlag. With over 1 million page impressions per month and approximately 30,000 articles covering all aspects of engineering as well as career topics ingenieur.de is a must-read for engineers.

INGENIEUR.de belongs to the VDI Publishing Group, the leading media house for engineers and technical management in Germany.

The VDI Publishing Group is part of the VDI **Verein Deutscher Ingenieure, the Association of German Engineers**. With 140,000 members VDI is one of Europe's largest associations for engineers as well as scientists.

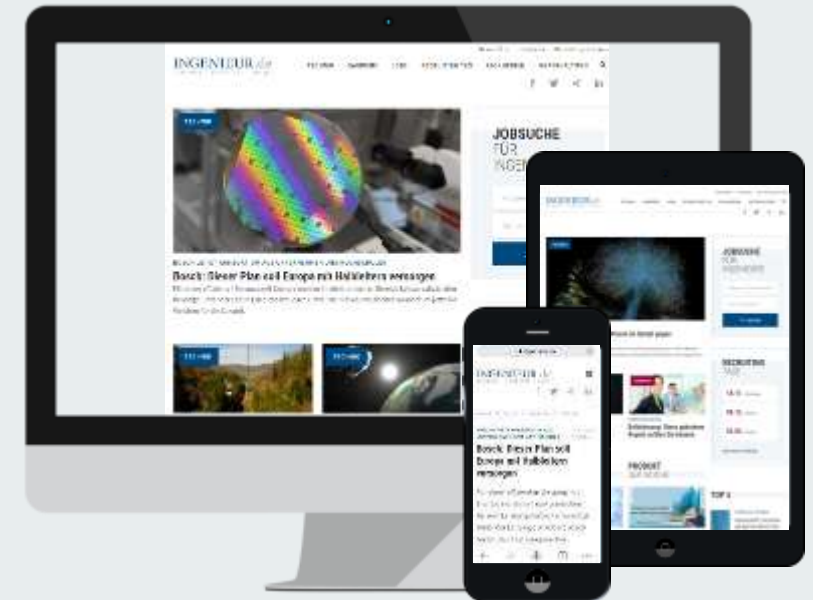
Key data

Target group

- Engineers from all industry sectors

Sections

- Technology
- Career
- Jobs
- Recruiting day
- Specific industry verticals
- Entertainment



Traffic

Page Impressions	1.364.912
Visits	849.466
Uniques	510.000
Newsletter	40.000



For more than 100 years, readers have relied on the first-class reporting and high information content of the official organ of the German motor trade. **'kfz-betrieb'** is the most widely subscribed trade journal in this industry and is aimed at both managers in the trade and decision-makers in the service sector, reporting on all submarkets 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 automotive law emphasise the versatility of the content of **'kfz-betrieb'**. The expertise of **'kfz-betrieb'** is complemented and strengthened by numerous events and services.

Key data

Target group

- Managers in automobile trade and service
- Owner, Managing Director

Topics and sections

- Topics
- Market figures
- Car mechanics
- Economy
- New cars
- Used cars
- Classic Business
- Technology



Traffic

Page Impressions	745.516
Visits	289.137
Uniques	268.238



When it comes to development, construction and CAD Computer Aided Design, the user will find news, user reports, product news, trends and concrete solutions for his daily tasks on **KONSTRUKTIONSPRAXIS**. The useful technical information is supplemented by white papers, videos and webinars.

Direct target group access gives companies the opportunity to present themselves in the relevant topic area.

The target group includes 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

- Design managers
- Executives in mechanical and electrical engineering, apparatus construction

Topics and sections

- Development
- Construction
- Components and systems



Traffic

Page Impressions	185.879
Visits	100.222
Uniques	92.978



*Laborpraxis.vogel.de – The Number One for laboratory equipment and management

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 will find 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.

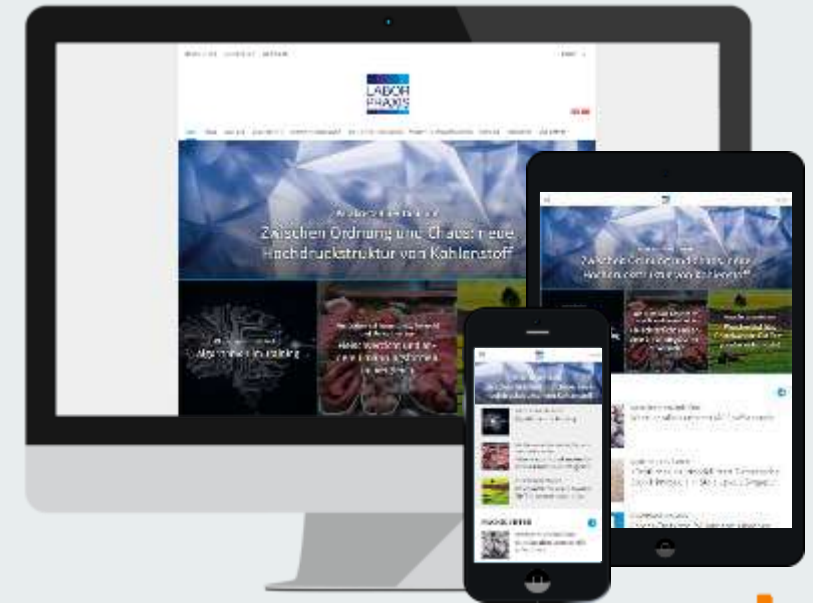
Key data

Target group

- Decision-makers in chemical, physical and analytical laboratories

Topics and sections

- Laboratory equipment
- Nutrition analysis
- Science and research
- Management
- Water- and environment analysis
- Bio- and pharmaceutical analysis



Traffic

Page Impressions	138.080
Visits	72.795
Uniques	67.533



Marconomy.de is the platform for B2B marketing and communication. The specialised medium supports marketing and communication decision-makers from B2B companies with the necessary know-how and explains the specialist applications of modern tools and systems. Together with a network of professional authors, speakers and experts, the editorial team provides inspiration and an overview of the major trend topics in B2B marketing, communication and sales. marconomy provides further expertise with the two specialist congresses 'Lead Management Summit' and 'B2B Days' as well as with the seminars organised by the marconomy Academy.

Inspiration for marketing and communication in business - marconomy.

Key data

Target group

- Marketing and communication decision-makers in B2B
- CMOs
- IT managers
- Specialists for data-based marketing

Topics and sections

- Data
- Lead management
- eCommerce
- CRM
- Social Media
- New work
- Events, Fairs
- Sales



Traffic

Page Impressions	76.911
Visits	32.944
Uniques	30.563



Marketsteel.de - the leading B2B information platform for the steel industry

Factsheet | marketsteel.de

marketSTEEL provides relevant industry news with an extensive database of product and company information from steel and metal producers, distributors, processors and plant and mechanical engineering companies in the steel and metal industry. MarketSTEEL meets the information and training needs of specialists and managers as the digital market leader in the steel and metal industry.

Key data

Target group

- Owner/ Managing Director
- Specialists and managers from the steel industry
- Metal production
- Further processing
- Trade and supply industry

Topics and sections

- News
- Trends/Studies
- Events
- Services
- Company directory



Traffic

Page Impressions	6.630
Visits	5.393
Uniques	3.941

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

MM MaschinenMarkt presents the latest technical trends and products for production, automation and construction 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 supplier-specific content in the form of white papers and webcasts.

Key data

Target group

- Owner
- Managing Director
- Technical and commercial specialists

Sections & environments

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



Traffic

Page Impressions	298.480
Visits	157.551
Uniques	146.163



Messen.de - The first address for trade 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 fast and uncomplicated access to current trade fair dates in all sectors in Germany, Austria, Switzerland and the Netherlands. In addition, it is possible to rate each trade fair after a visit.

On **messen.de**, businessAD offers environment-related targeting for various trade fairs and thus expands the most diverse B2B segments in a meaningful way.

Key data

Target group

- Trade fair visitors/exhibitors
- Private and business customers

Sections

- Home/News
- Organiser
- Fair locations
- Service provider
- Trade fair sectors

topics

- Education & Profession
- Building & Living
- Finances and many others



Traffic

Page Impressions	1.716.119
Visits	692.898
Unique Visitors*	900.000



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

MM LOGISTIK has been the trade magazine for logistics in industry, trade and the service sector for more than 15 years and presents industry-relevant products, processes and applications. The range of topics covers materials handling, storage technology, packaging technology, distribution, management and IT and accompanies the most important events in the industry with special editions and special products.

MM LOGISTIK focuses on the decision-maker of logistical processes in companies with more than 100 employees as well as in forwarding agencies and other logistics service providers.

Key data

Target group

- Owners, managing directors
- Decision-makers of logistical processes in companies > 100 employees, forwarding agencies and logistics service providers

Sections & environments

- Conveyor technology
- Storage technology
- Packaging technology
- Distribution Logistics
- Management
- IT



Traffic

Page Impressions	84.370
Visits	46.101
Uniques	42.769



*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 that promotes and encourages 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.

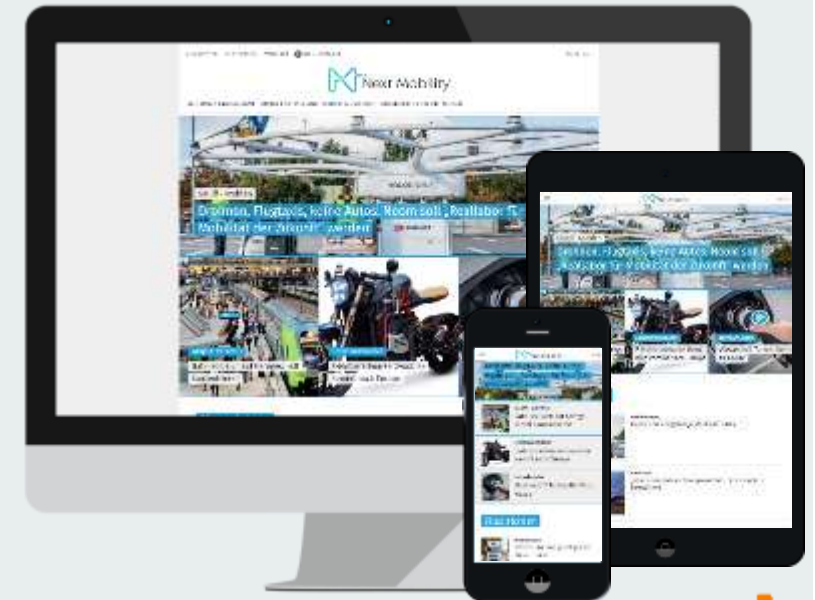
Key data

Target group

- Electronics developers
- Engineers in the automotive and supplier industry

Sections & Environments

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



Traffic

Page Impressions	80.001
Visits	37.437
Uniques	34.731

*PROCESS.vogel.de – The portal for the pharmaceutical industry

Factsheet | process.vogel.de



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

In addition to the trade magazine PROCESS and the industry title PharmaTEC, international titles are also published. The online offering is supplemented by a platform that is subdivided according to subject. Thematic newsletters, white papers and webinars complete the offer.

Key data

Target group

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

Sections & Environments

- Automation
- Mechanical engineering
- Flow technology
- Process engineering
- Safety



Traffic

Page Impressions	184.937
Visits	104.745
Uniques	97.174



Springer Professional is the biggest digital library for Business + Technology and offers fast research into 1,8 million pieces of information from books, magazines and other articles.

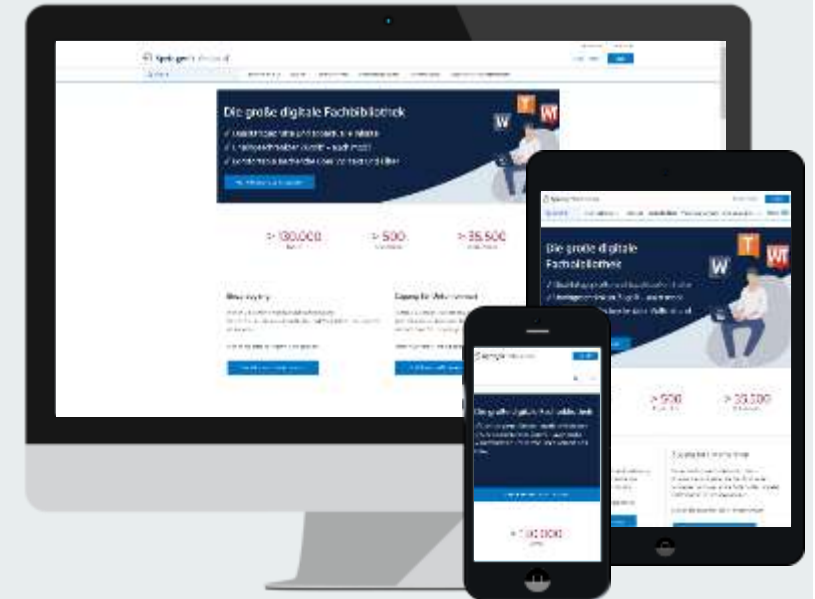
Whether Business or Technology – thanks to the profound knowledge of Springer Professional it is possible to be prepared for any challenge: management decisions or innovative technical developments. High quality, comfortable and time-saving Springer Professional can be used on the go on any device.

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



The portal for industrial trucks

Factsheet | staplerberater.de

Without forklifts, nothing works in industry, commerce trade, commerce and crafts. Everything revolves around the world of forklift trucks and other industrial trucks.

The internet portal **staplerberater.de** was launched to shed more light on these.

In addition to industrial trucks, the whole field of intralogistics and warehouse technology is edited editorially. The practical relevance of **staplerberater** is underlined by useful checklists, checklists and e-books.

Key data

Target group

- Logician
- Entrepreneurs

Sections & environments

- Types of forklift
- Selection criteria
- Buy a forklift
- Forklift price comparison
- Attachments
- Driving a forklift safely
- Service



Traffic

Page Impressions	21.612
Visits	9.959
Uniques	6.000

The **techniker-forum.de** offers - as the largest community for prospective and certified technicians - a range of innovative services around the state-certified technician.

In the highly frequented forums, there is lively discussion on a variety of subject-specific topics. Additional topics such as further education, studies and training round off the offer, along with a job market and a school directory for technical colleges that offer the state-certified technician.

Advertising in the Technician Forum reaches a well-educated target group characterised by a high affinity for knowledge topics and e-commerce offers.

Key data

Target group

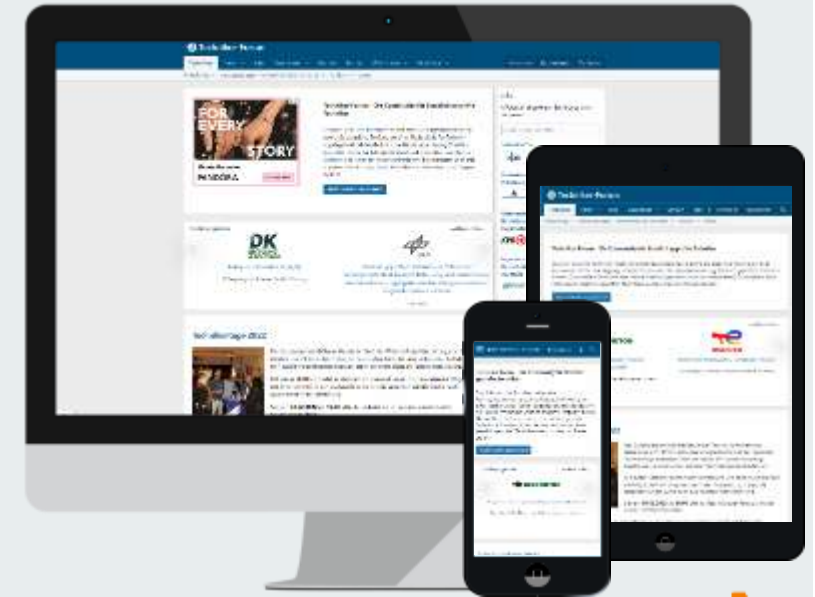
- State-certified technicians
- Technical business economists
- Engineers | Skilled workers
- Young professionals in the sector

Differentiated forums and focus areas

- For aspiring and certified technicians
- Skilled workers
- Further education, examinations

Topics

- Electrical, measurement and construction engineering
- Computer science, supply engineering
- Work and projects



Traffic

Google Analytics	
Page Impressions	227.490
Visits	112.496
Unique Visitors	89.149

The Portal for Knowledge Transfer between Trade and Industry

Factsheet | technischerhandel.com

Technischer Handel's online presence is editorially high-qualitative and obtains utility-oriented content and specialized articles.

It is a platform for knowledge transfer between trade and industry. The website provides current product and industry news and event dates.

Additionally, webinars, a marketplace, videos, podcasts, trend barometers, a product compass database, downloads, links to industries and market overviews.

Key data

Target group

- Technical wholesalers, vendors in the German-speaking countries
- Managing Directors
- Purchasing Departments, Productions, Warehousing

Sections & environments

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



Traffic

Page Impressions	1.317
Visits	527
Uniques	494

Technology Review – The magazine for innovation

Factsheet | t3n.de/technology-review

Climate change, pandemic, energy crisis, inflation: in the 21st century, crises are omnipresent and are closely linked to scientific, technical and social issues.

The MIT Technology Review, which has been published by the world-famous MIT Institute of Technology in Boston for over 120 years, addresses precisely this thematic interface. The German licensed edition has been in existence for almost 20 years - with its own editorial team and its own journalistic focus.

As an advertising partner, you can advertise in a high-quality environment with a high affinity for decision-makers in business, science and corporate decision-makers in the field of research and development.

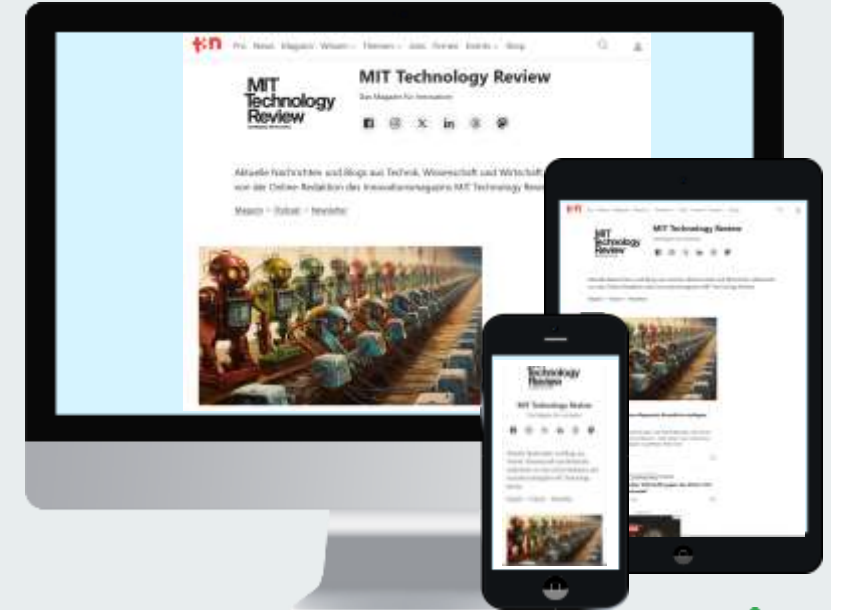
Key data

Target group

- Technical management
- Decision-makers in the field of research & development
- Decision-makers from business & politics
- Decision-makers in the scientific community

Topics and sections

- Climate & Energy
- Infotech & Digitalisation
- Transport & 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

VDI-nachrichten.com is the digital version of the newspaper *vdi nachrichten*. Like no other this portal stands for editorial excellence in the age of industrial transformation. The daily „Plus / Premium“ articles are the core of the editorial offer. The high-reach weekly Boost-Newsletter sends the most important highlights of the week as a News-Alert „VDI nachrichten digital“. The newspaper appears fortnightly in a print and ePaper version.

The focus is on production and industry segments. Key technologies in the field of production technology, industry 4.0, automation technology, product and process engineering, automotive technology and telematics, electronics and energy are among the editorial highlights.

Key data

Target Group

- Engineers from all industry sectors

Topics and sections

- Technology
- Business & Economy
- Career



Traffic

Page Impressions	143.253
Visits	121.678
Uniques	76.049
Newsletter	28.000

Rates 2024| Segment Industry

Display Multiscreen



Display Multiscreen	Segment Rotation
Billboard / Sitebar / Wallpaper + Mobile Interscroller	125 €
Billboard / Sitebar + Mobile High Impact Ad / Mobile Halfpage Ad	125 €
Halfpage Ad + Mobile Interscroller	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 2024 | Segment Industry

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 2024 | Segment Industry

Display Mobile



Display Mobile	Segment Rotation
Roadblock XXL – High Impact Ad + Interscroller	150 €
Roadblock XL – High Impact Ad + MMA 4:1 Adhäsiv	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/technische-spezifikationen>

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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