



B2B Segment Industry



Stand: 02-2023



The Segment for Industry and Production

Segment | Industry

The **B2B Segment Industry** reaches decision makers, entrepreneurs and employees of manufacturers and suppliers of various industry sectors

- Aviation and aerospace, painting technology, fire protection, print & media, electrical engineering and safety, transport & logistics, retail, technology & research
- Competent information about new research and innovations in science, industry and economy
- Market places and job market

Topics / environments:

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



Segment Industry



Websites total	30+ Portals
Page Impressions	19.730.272
Visits	9.713.007
Unique Users	2.509.342

Target audience :

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

AEROINTERNATIONAL.de is the portal covering industry, technology, airlines, airports, logistics and business travel. It provides background knowledge and portraits on airports and airlines.

Key data

Target group

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

Sections and environments

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



Traffic

Page Impressions	63.783
Visits	27.220
Uniques	13.995

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.

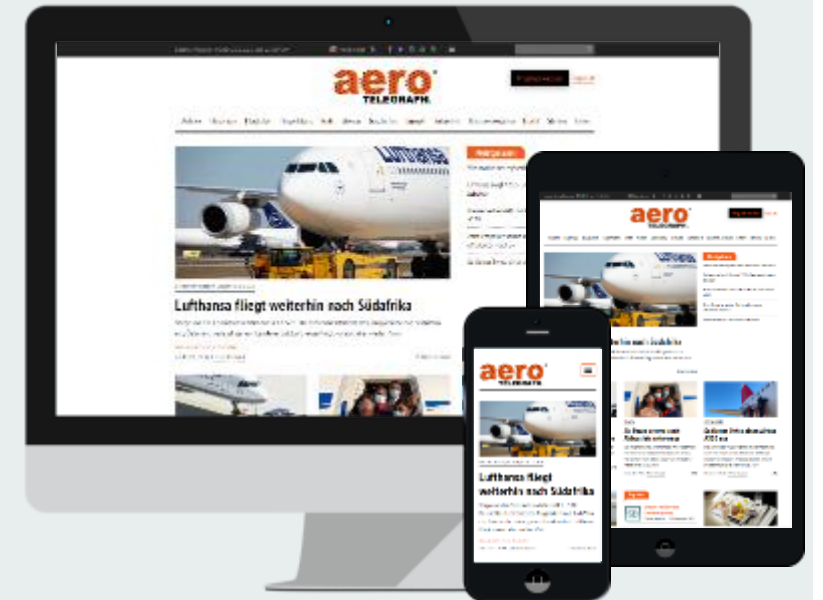
Key data

Target audience

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

Sections and environments

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



Traffic

Page Impressions	6.325.952
Visits	3.453.637
Uniques	730.000
Newsletter	11.800



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.

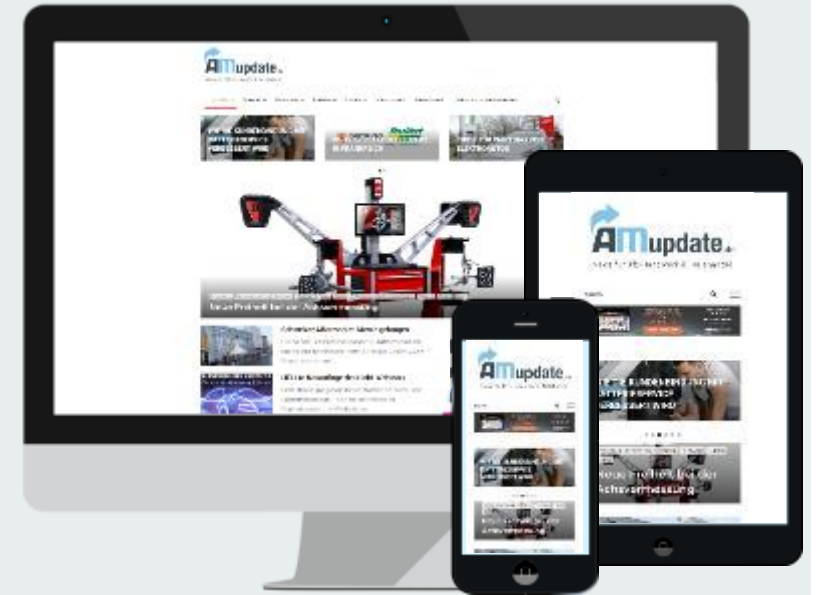
Key data

Target group

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

Sections and environments

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



Traffic

Page Impressions	15.808
Visits	7.089
Uniques	4.430



The Leading German Aviation Portal

Fact Sheet | airliners.de



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

It is possible to target via certain topics / tags, e.g. cargo, catering, tourism, engineering, industry.

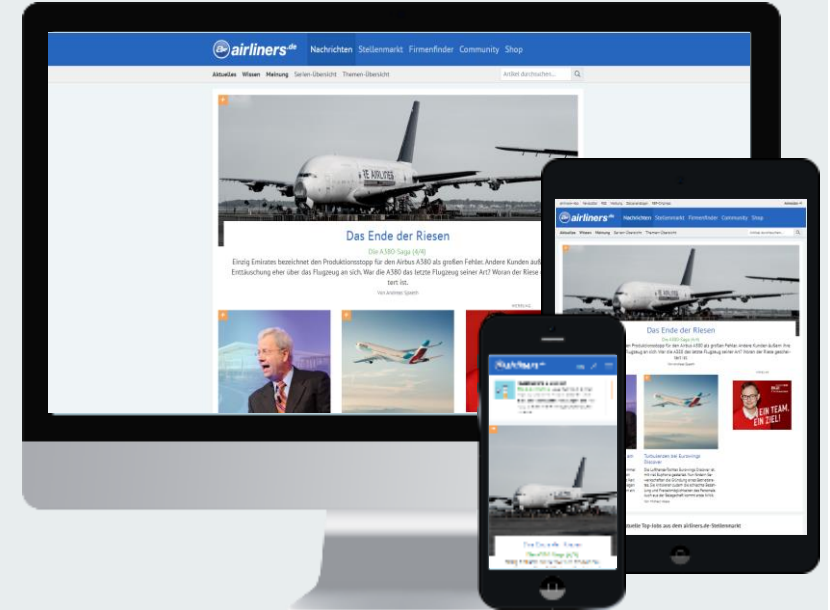
Key data

Target audience

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

Sections

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



Traffic

Page Impressions	2.030.409
Visits	763.352
Uniques	100.000
Newsletter	15.000



The Whole World of Occupational Safety

Factsheet | arbeitssicherheit.de

arbeitssicherheit.de

Mit Sicherheit Erfolg



arbeitssicherheit.de is the specialist portal for skilled employees and executives in the field of occupational safety.

It belongs to the publishing group Wolters Kluwer Germany.

In Germany each craft or industry company needs to appoint a security officer who will usually look after any issues of occupational safety alongside his normal job. These people form the target group of the portal.

Key data

Target audience

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

Sections

- Updates
- Knowledge
- BGVR-Library
- Marketplace
- Training



Traffic

Page Impressions	56.280
Visits	28.437
Uniques	21.846
Newsletter	10.900

*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, production 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

Key data

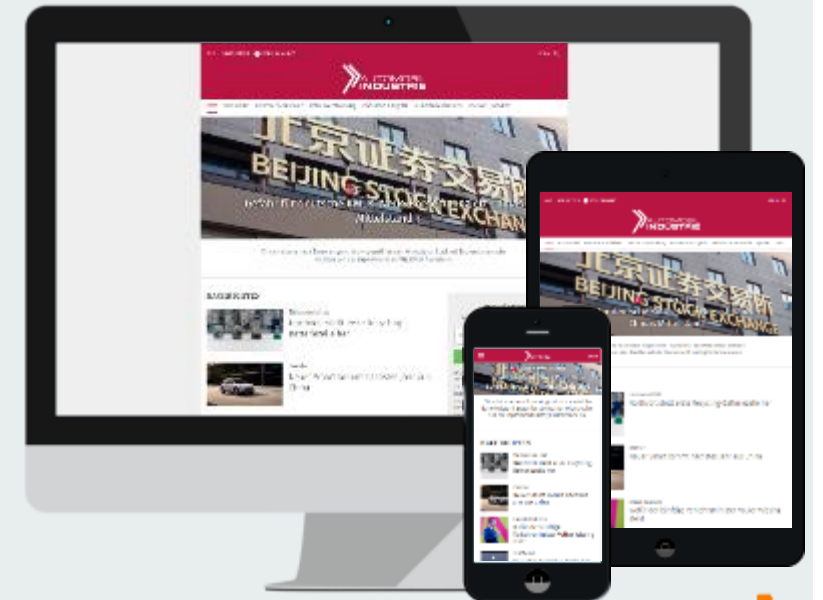
Target groups

Decision-makers from

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

Sections and environments

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



Traffic

Page Impressions	861.826
Visits	394.876
Uniques	44.688



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

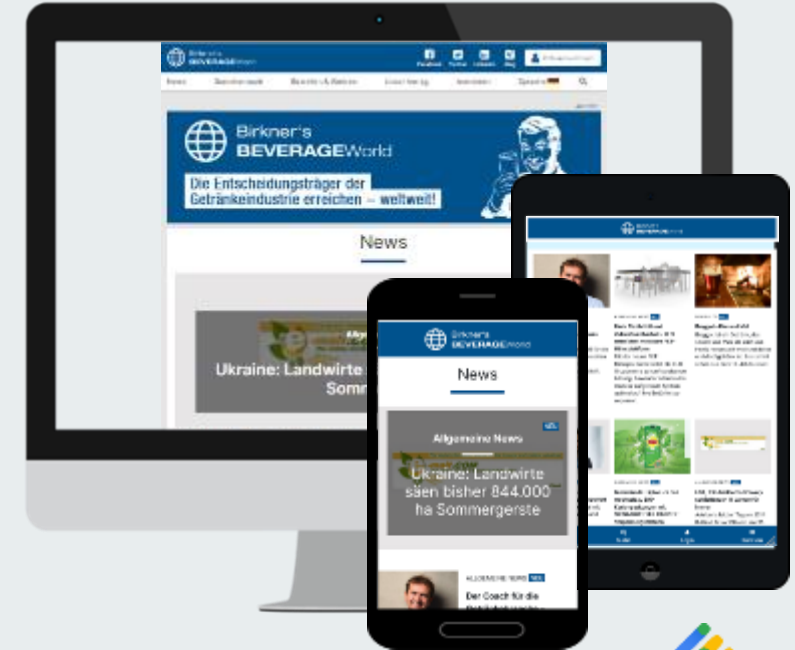
Key data

Target group

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

Sections & environments

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



Traffic

Page Impressions	11.937
Visits	7.337
Uniques	4.892

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

Factsheet | blechnet.com

Blechnet.com is an online portal for managers, professionals and decision-makers in mechanical engineering, vehicle construction, electrical engineering, measurement technology, open-loop control and control engineering and electronics. It deals with the manufacturing of metal products.

Key data

Target group

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

Sections & environments

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



Traffic

	Google Analytics
Page Impressions	29.849
Visits	25.277
Uniques	23.450
Newsletter	8.500

The Portal for Decision-makers in Industrial Coating Technology

Factsheet | besserlackieren.de

**BESSER
LACKIEREN**



Besserlackieren.de provides current product reports, user reports and dates of events. The portal addresses decision-makers in the field of industrial coating technology.

Coating companies and coating departments receive relevant information on how to make processes more beneficial and increase their value.

Besserlackieren.de informs competently about coating, technique and products, technologies and substrates as well as companies and relevant dates.

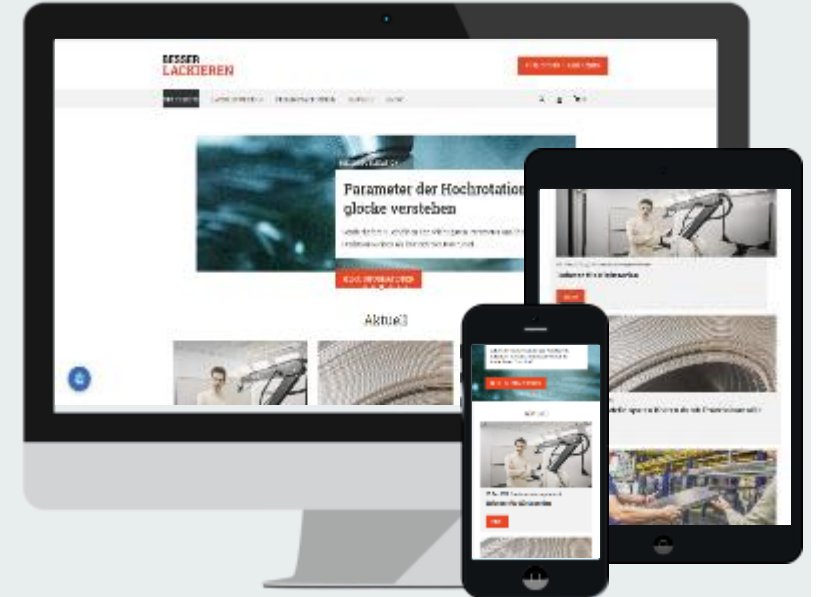
Key data

Target group

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

Sections and environments

- Industrial applications
- Technologies & Substrates
- Technic & Production
- Companies & Marcets
- Events



Traffic

Page Impressions	11.460
Visits	5.412
Uniques	4.775
Newsletter	4.996



Recognized experts and competent providers of business services are available in more than 2,000 topical centers. Additionally, **brainGuide** provides the accumulated knowledge of experts in the form of technical publications and events. Search for specific expert knowledge of your choice. In most cases, the knowledge can be used directly to apply or inquire.

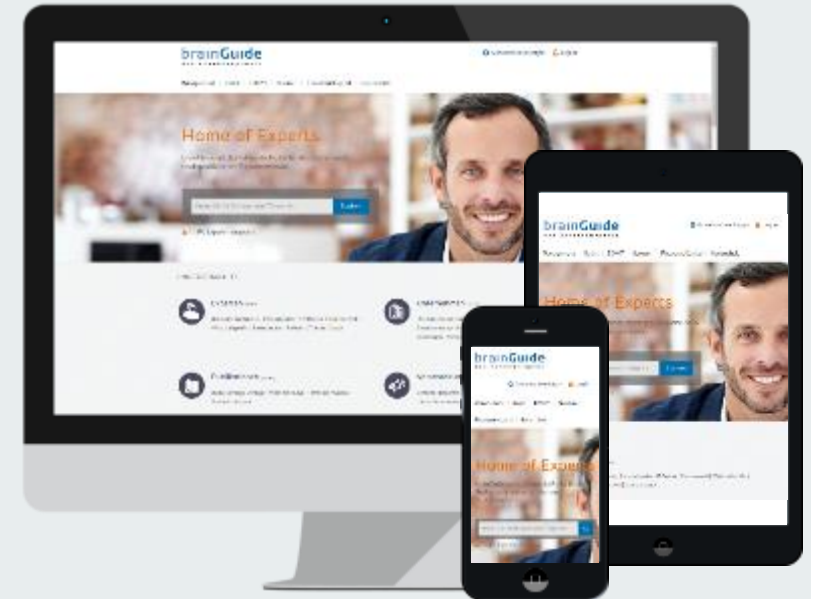
Key data

Zielgruppe

- Manager
- Entrepreneurs
- Consultants
- Decision-makers

Sections and environments

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



Traffic

Page Impressions	22.830
Visits	14.889
Uniques	11.632
Newsletter	7.800

Business management knowledge, management techniques and valuable information about solutions and trends in the industry are illustrated easily on the website.

General and specific knowledge on marketing, organisation, strategy, controlling, service and staff are available to the users.



Key data

Target audience

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

Sections

- Management-Handbuch
- Magazin
- Shop/Downloads/Beratung

Topics

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



Traffic

Page Impressions	490.758
Visits	397.352
Uniques	300.000
Newsletter	39.800



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

Factsheet | devicemed.de

DeviceMed is the leading professional journal for medical devices manufacturers and whose suppliers. The website **devicemed.de** focuses on decision-makers in all areas of medical device manufacturing, development, construction, production, quality management, purchase and management.

Key data

Target group

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

Sections & environments

- Scene
- Management
- Construction
- Manufacturing
- Regulator
- Research



Traffic

Page Impressions	21.255
Visits	17.171
Uniques	12.314



Google Analytics

ELEKTRONIKPRAXIS digital is the online portal of the specialist journal for knowledge transfer and communication among electronics professionals in industry and research.

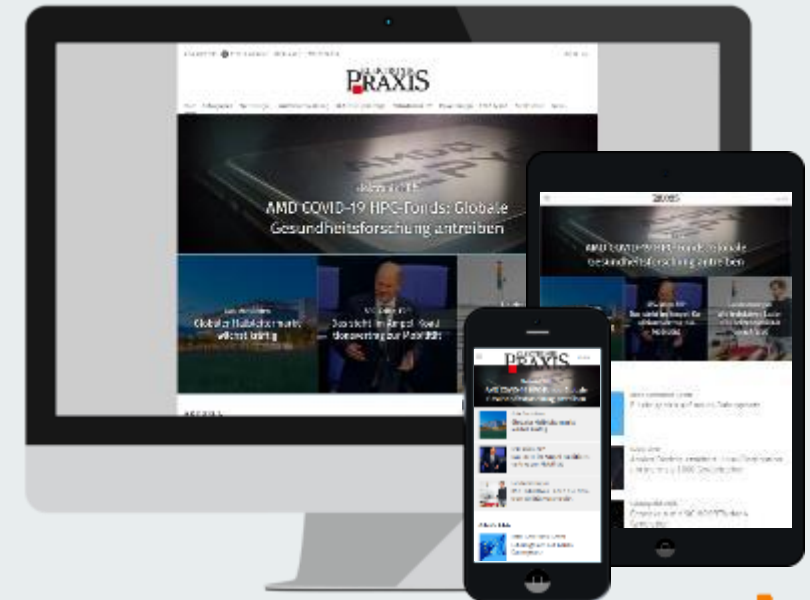
Key data

Target group

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

Sections & environments

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



Traffic

Page Impressions	842.097
Visits	413.449
Uniques	38.862



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.

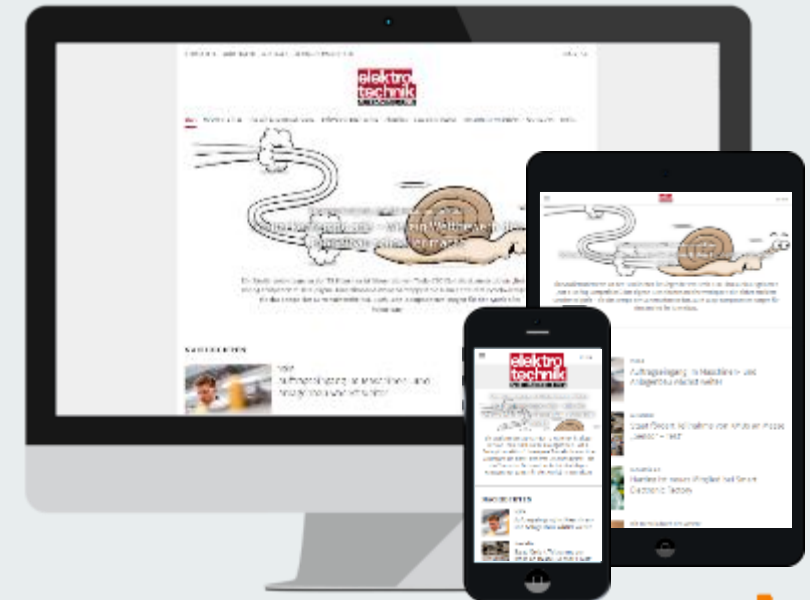
Key data

Target group

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

Sections & environments

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



Traffic

Page Impressions	329.979
Visits	223.485
Uniques	19.635
Newsletter	12.500



Google Analytics

eurotransport.de is one of the top mediums for daily news on technology, economy, logistics, traffic, politics, legal matters, events and test reports. The online portal belongs to ETM Publishing Group.

ETM Publishing Group is one of the leading media houses for commercial vehicles and trucks.

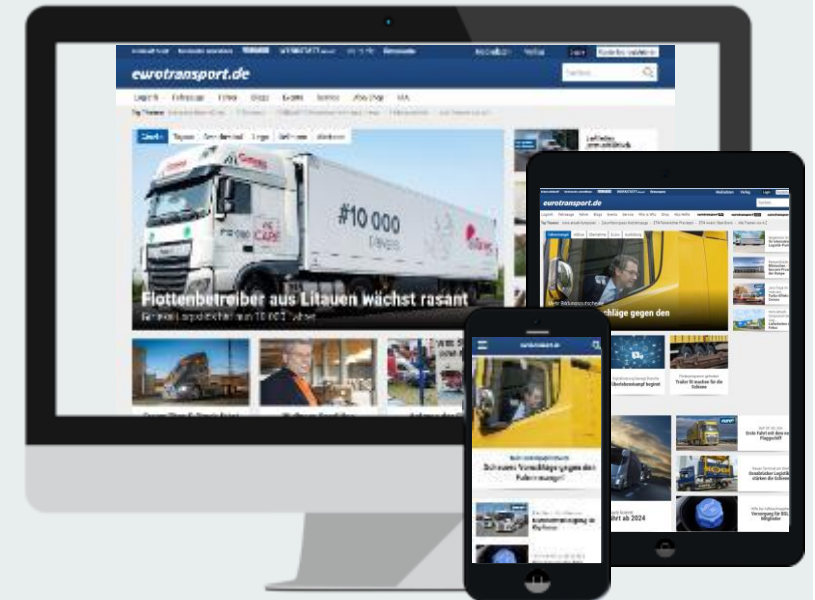
Key data

Target group

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

Sections & environments

- 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.

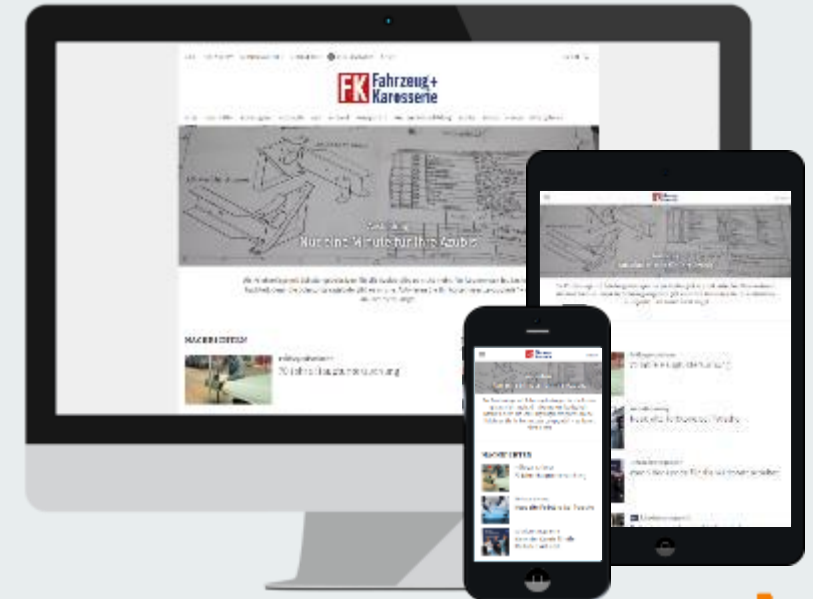
Key data

Target group

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

Sections & environments

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



Traffic

Page Impressions	19.744
Visits	9.655
Uniques	824



Google Analytics

The website for fleet management and mobility

Factsheet | firmenauto.de

firmenauto.de is a website and magazine about company cars and fleet management. Cost-conscious management and constantly improving vehicle technologies make it a complex and challenging task to manage a fleet and choose the adequate company car. The portal offers valuable advice for managing fleets and finding a suitable partner for external fleet management. **firmenauto.de** belongs to ETM Publishing Group.

ETM Publishing Group is one of the leading media houses for commercial vehicles and trucks.

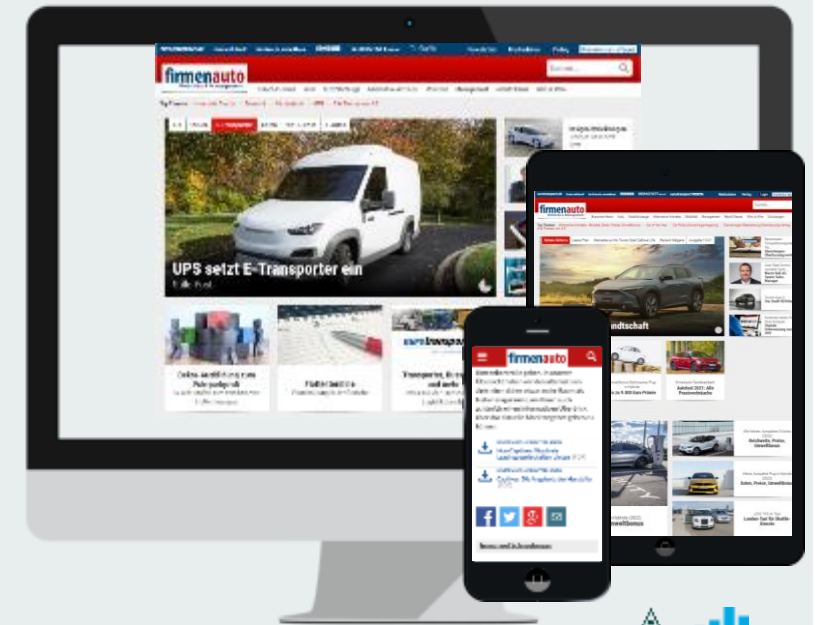
Key data

Target group

- Fleet managers
- Decision-makers in large companies

Sections & environments

- Branchen-News
- Car
- Commercial vehicles
- Alternative Antriebe (alternative drives)
- Mobility
- Management
- Law/Taxes
- Who is Who



Traffic

Page Impressions	291.291
Visits	78.404
Uniques	40.000



form-werkzeug.de is the digital version of the industry magazine for tooling and die-casting. Tools play a key role in production, as they ultimately determine the cycle time in which production takes place. The website provides suggestions and ideas on manufacturing technologies, the associated IT systems and corporate management. Prepared in the form of technical articles, interviews and background reports.

form-werkzeug.de is a portal by the Carl Hanser Publishing House.

Key data

Target group

- Technical management
- Operations and production managers
- Metal cutting experts in mechanical engineering and vehicle construction and scopes of chipping production

Sections & environments

- Tooling
- Heißkanal (hot runner)
- Machining
- 3D-Print
- Software
- Topic of the month



Traffic

Page Impressions	33.000
Visits	10.000
Unique User	7.143



hanser-automotive.de is a portal for designers in the automotive market: The portal is a practical source of information covering every application of automobile electronics. **hanser-automotive.de** contains reports in the form of specialised articles, interviews and brief contributions on products, systems, trends and the latest developments in vehicle electronics, as well as on consumer and industrial products and solutions from industries such as telecoms/datacoms, which are suitable for use in cars. In addition, articles about e-mobility and electronics in mobile machines complete the information portfolio.

hanser-automotive.de is a portal by the Carl Hanser Publishing House.

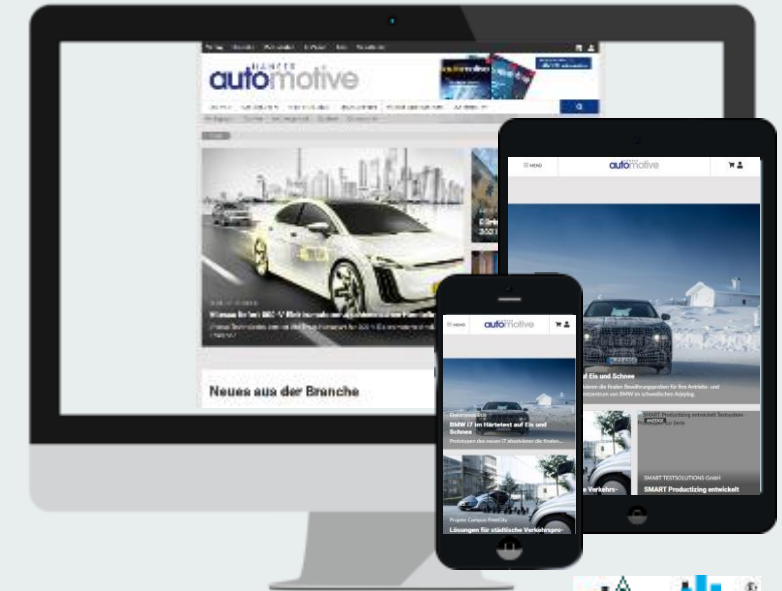
Key data

Target group

- Electronics designers
- Design and applications engineers
- Project manager
- Decision-makers and preparers

Sections & environments

- Themes
- News
- New products
- OEM Supplier
- Mobile automation



Traffic

Page Impressions	27.000
Visits	9.000
Unique User	6.923

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

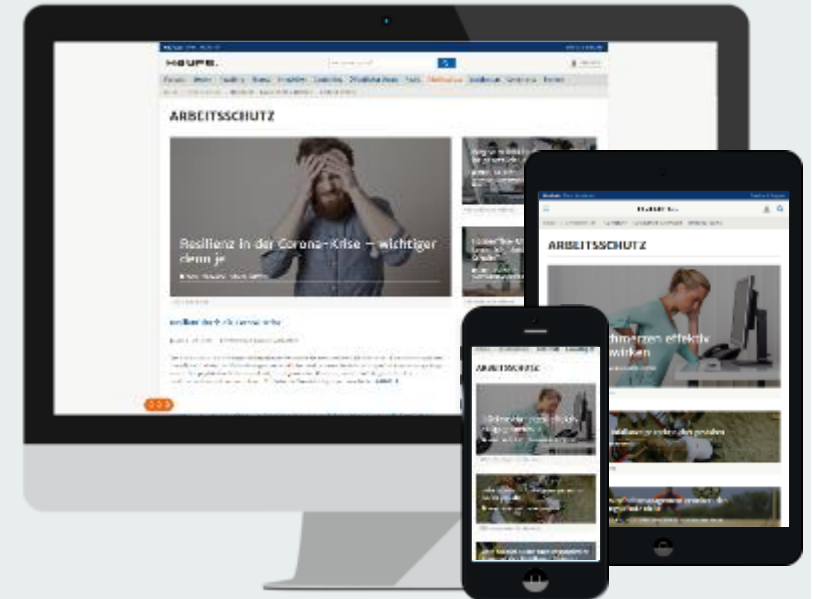
Key data

Target group

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

Sections & environments

- Safety
- Health & Environment
- Law & Politics



Traffic

Page Impressions	216.659
Visits	139.780



*Industry-of-Things.de – The portal for Industry 4.0

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.

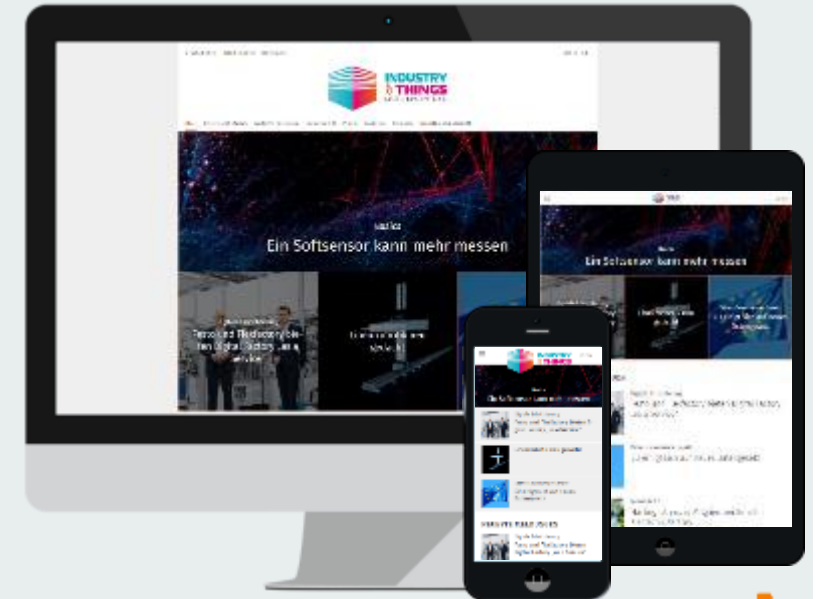
Key data

Target group

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

Sections & environments

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



Traffic

Page Impressions	254.561
Visits	133.677
Uniques	9.381



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.

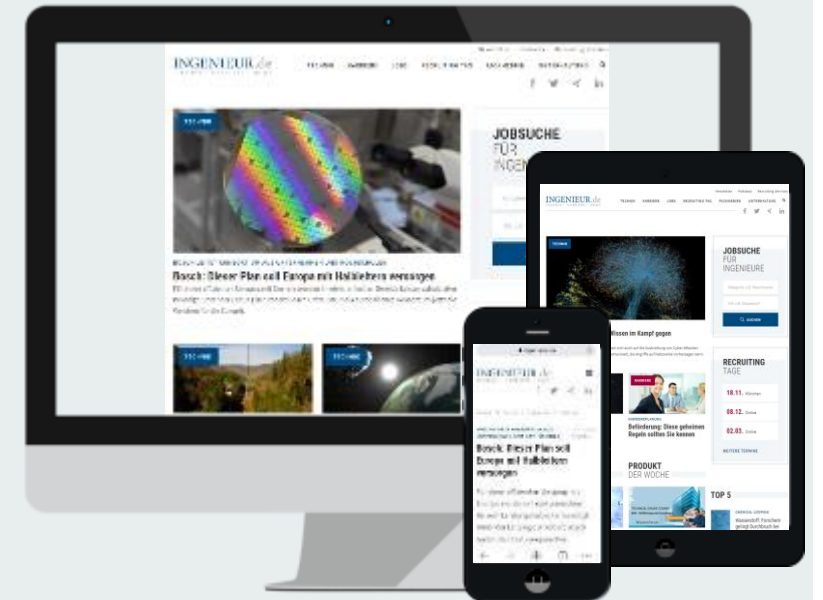
Key data

Target group

- Engineers from all industry sectors

Sections

- Technic
- Career
- Jobs
- Recruiting tag
- Specific industry verticals
- Entertainment



Traffic



Page Impressions	1.185.258
Visits	807.850
Uniques	510.000
Newsletter	40.000

ingenieurmagazin.com offers information for specialists and directors in the field of engineering.

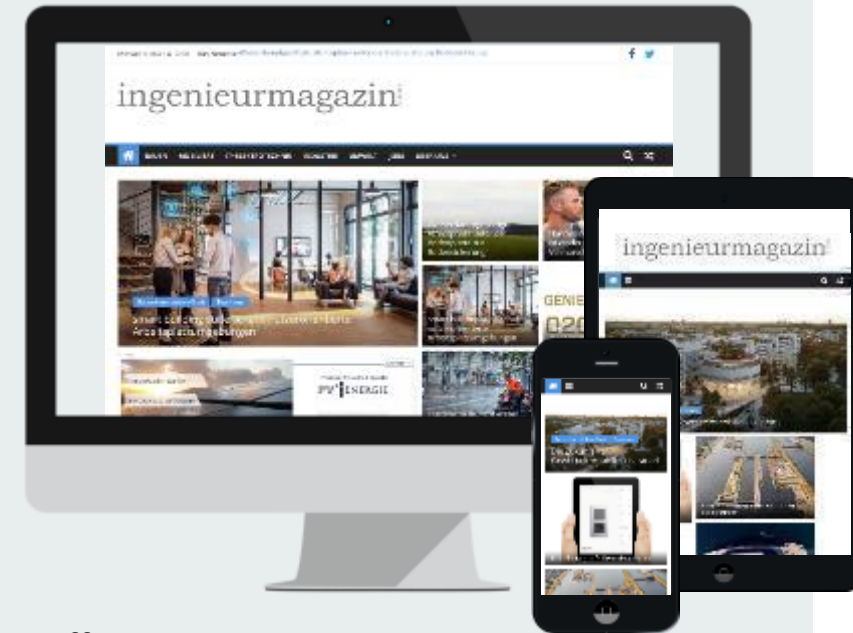
Key data

Target group

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

Sections & environments

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



Traffic

Page Impressions	7.998
Visits	4.363
Uniques	2.727
Newsletter	1.200

Innovations-report.de is the portal for science, industry and business. The portal is driving interdisciplinary exchange for innovation. The topics cover all areas of production, service and knowledge.

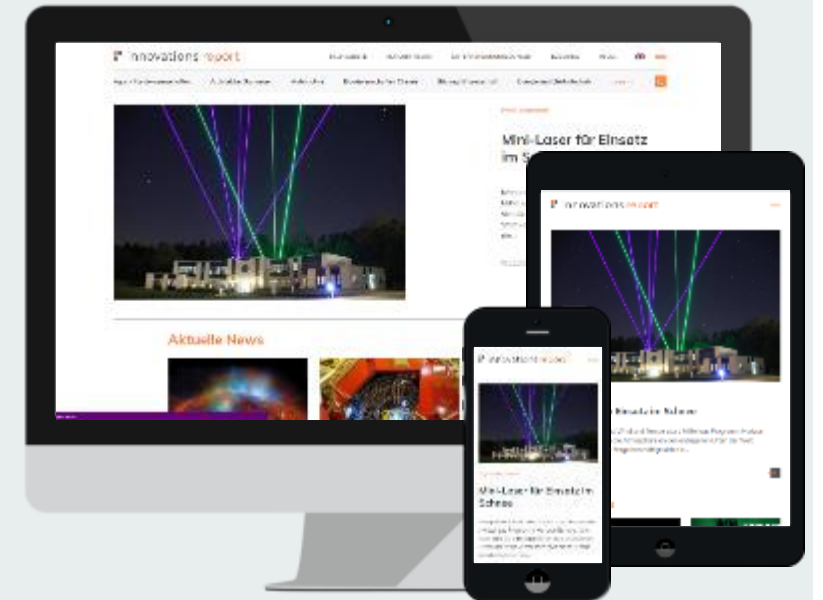
Key data

Target group

- Decision-makers in economy, industry and science
- Innovation manager, engineers
- Technology manager

Sections & environments

- Branches
- Special topics
- B2B-area
- Jobs & Career
- News



Traffic

Page Impressions	21.400
Visits	12.090
Uniques	6.607

For more than 100 years readers have trusted the excellent reporting of the official journal of the German Automotive Craftsmen Association. »kfz-betrieb« is the journal with most subscriptions and is targeting decision-makers in repair, trade and spare parts. **Kfz-betrieb.vogel.de** is the platform of the same name.

Key data

Target group

- Managers in automobile trade and service

Sections & environments

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



Traffic

Page Impressions	1.508.347
Visits	618.452
Uniques	130.175



Wenn es um Entwicklung, Konstruktion und CAD Computer Aided Design geht, findet der User auf **KONSTRUKTIONSPRAXIS** Nachrichten, Anwenderreportagen, Produktneuheiten, Trends und konkrete Lösungen für seine täglichen Aufgaben. Die nutzwertigen Fachinformationen werden durch Whitepaper, Videos und Webinare ergänzt.

Durch den direkten Zielgruppenzugang haben Firmen die Möglichkeit sich im relevanten Themenumfeld zu präsentieren.

Zielgruppe sind Konstruktionsleiter, Konstrukteure, Entwickler und Geschäftsführer in den Branchen Maschinen- und Apparatebau, Elektrotechnik, Feinwerktechnik und Fahrzeugbau.

Key data

Target group

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

Sections & environments

- Development
- Construction
- Components and systems



Traffic

Page Impressions	443.236
Visits	217.877
Uniques	29.345



The portal for the plastics processing industry

Factsheet | kunststoffe.de

Kunststoffe.de is a portal around plastics processing.

The online magazine informs about current technical developments and trends in the plastics industry.

Kunststoffe.de is a portal by the Carl Hanser Publishing House.

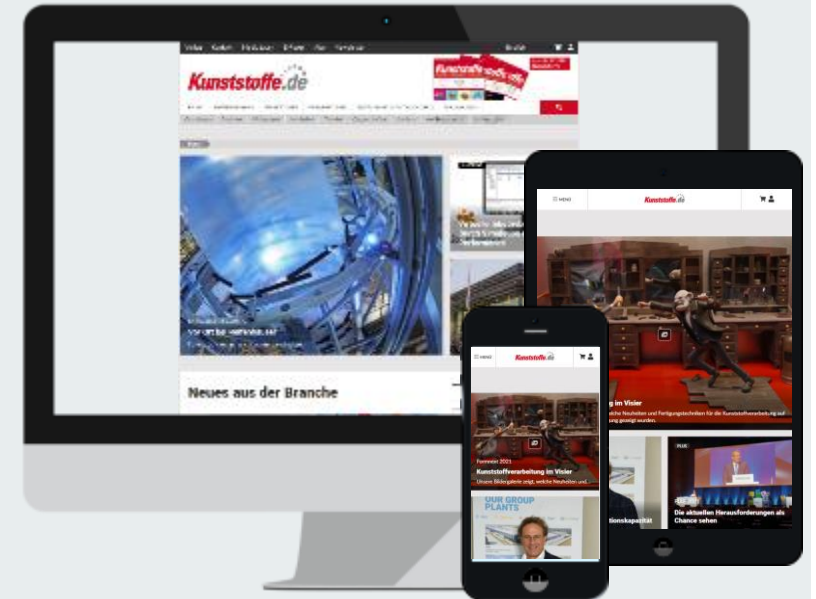
Key data

Target group

- Managers and professional in plastics processing industry
- Scientists

Sections & environments

- News
- Materials
- Processing
- Research & Development



Traffic

	etracker®
Page Impressions	124.000
Visits	43.000
Unique User	33.077

The international portal for the plastics processing industry

Factsheet | en.kunststoffe.de

En.Kunststoffe.de is a portal around plastics processing.

The online magazine informs about current technical developments and trends in the plastics industry in English language.

En.Kunststoffe.de is a portal by the Carl Hanser Publishing House.

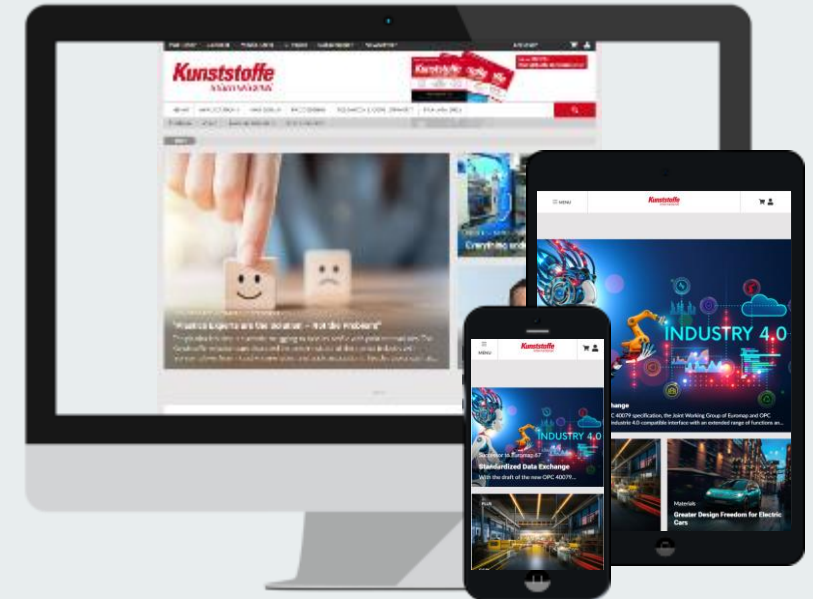
Key data

Target group

- Managers and professional in plastics processing industry
- Scientists

Sections & environments

- News
- Applications
- Materials
- Processing
- Research & Development



Traffic

Page Impressions	16.000
Visits	4.000
Unique User	3.077

etracker®

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.

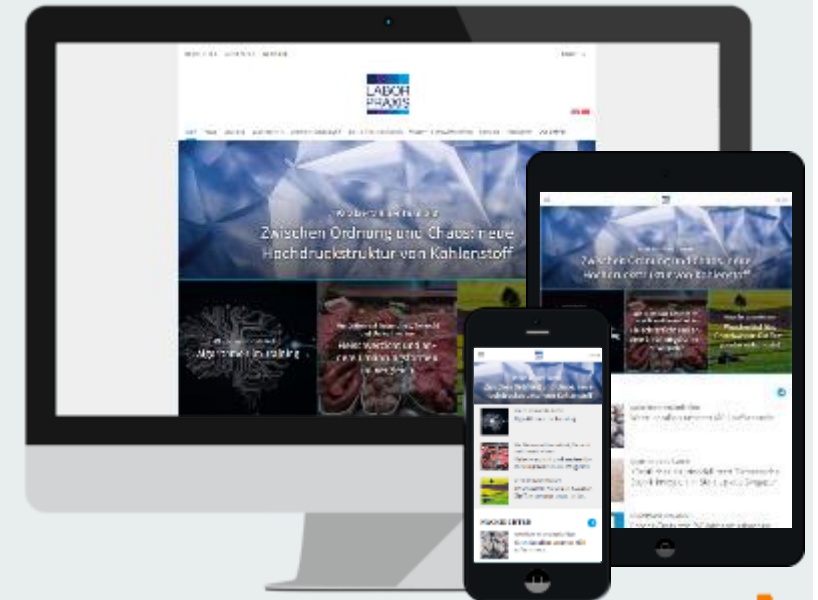
Key data

Target group

- Decision-makers in chemical, physical and analytical laboratories

Sections & environments

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



Traffic

Page Impressions	366.664
Visits	198.830
Uniques	9.792



Google Analytics

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	579.966
Visits	333.661
Uniques	32.378



Google Analytics

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

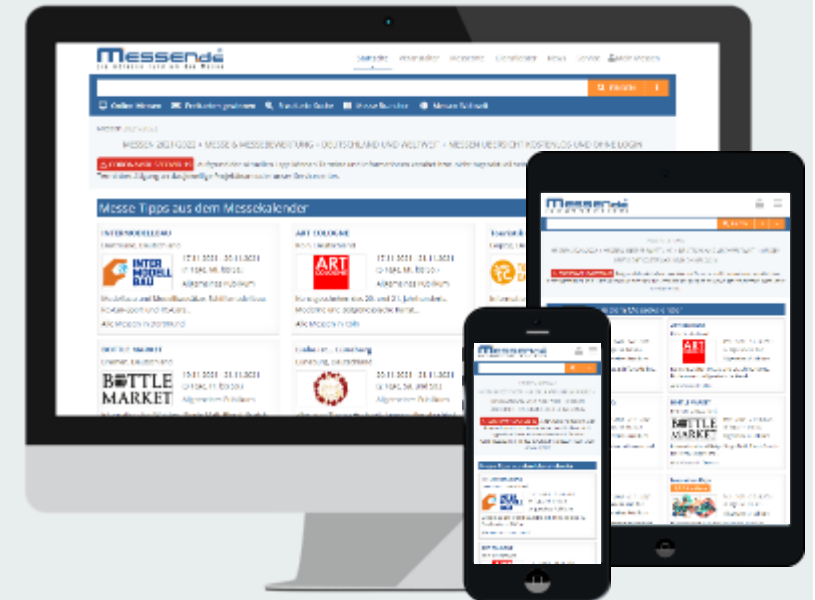
- Trade fair visitors/exhibitors
- Private and business customers

Sections

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

topics

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



Traffic

Page Impressions	1.174.324
Visits	519.306
Unique Visitors*	350.000



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

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	195.340
Visits	133.553
Uniques	11.783



*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	195.490
Visits	105.551
Uniques	14.948



Google Analytics

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 by various categories - general paper industry news, jobs, trade fairs, offers and enquiries.

paper-world.com -

The decision-maker information portal for the international paper industry

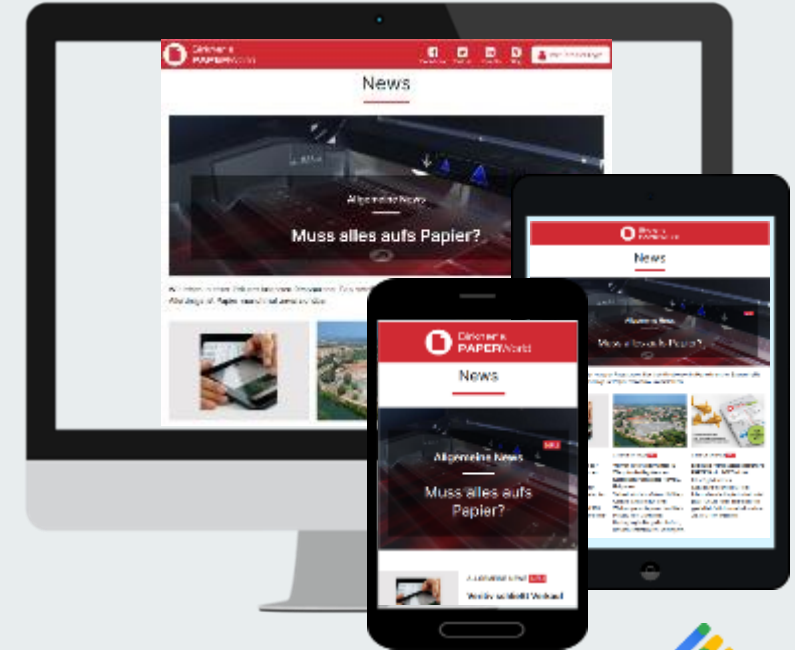
Key data

Target group

- Decision-makers from the paper industry
- Sales managers, buyers
- District & divisional managers
- Product managers

Sections & Environments

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



Traffic

Page Impressions	51.587
Visits	29.598
Uniques	14.799

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	417.299
Visits	222.800
Uniques	16.742



qz-online.de - The specialist portal on quality management (QM) and quality assurance

Factsheet | qz-online.de



QZ-online.de is the comprehensive portal for quality management of the leading trade journal *QZ Qualität und Zuverlässigkeit*.

Users can find specialist information from the entire spectrum of quality management topics as well as current news, dates and specialist white papers on qz-online.de. Career news, a job market, specialist books, a forum and the company and product database round off the online magazine.

Qz-online.de is a portal of Carl Hanser Verlag.

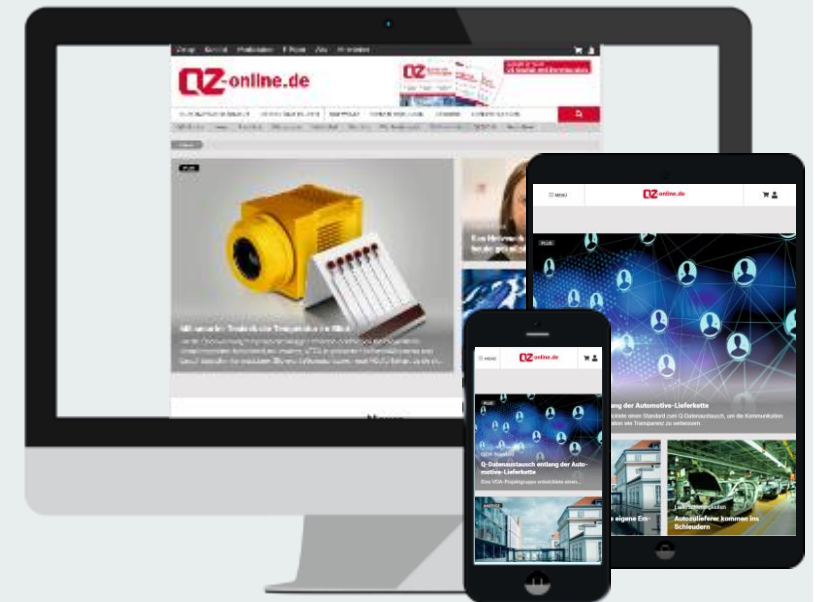
Key data

Target group

- Quality Manager
- Quality Leader
- Quality representatives in industrial and service companies
- Quality management scientists

Sections & environments

- Quality Management
- Measuring & Testing
- Software
- Services
- Career
- Expert Forums



Traffic

Page Impressions	66.000
Visits	27.000
Unique User	20.769



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

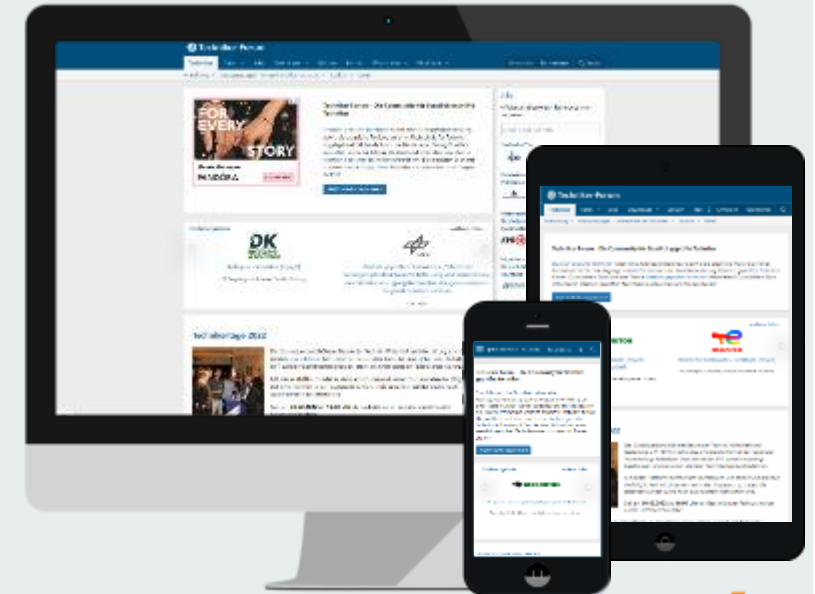
- State-certified technicians
- Technical business economists
- Engineers | Skilled workers
- Young professionals in the sector

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	340.482
Visits	168.372
Unique Visitors	133.429

Springer Professional is the biggest digital library for Business + Technology and offers fast research into 2 million pieces of information from books, magazines and other articles.

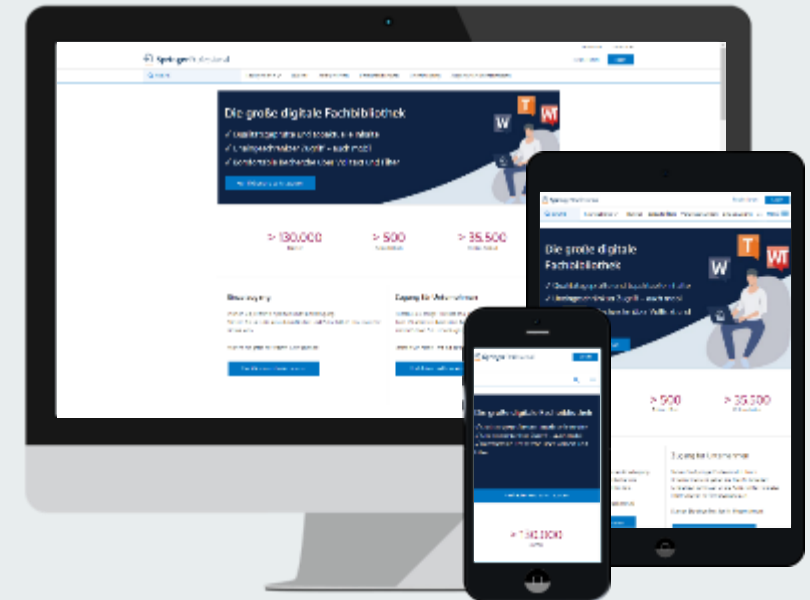
Whether Business or Technology – thanks to the profound knowledge of Springer Professional it is possible to be prepared for any challenge: management decisions or innovative technical developments. High quality, comfortable and time-saving Springer Professional can be used on the go on any device.

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



Traffic

	AGOF
Page Impressions	1.283.631
Visits	412.549
Uniques	190.000
Newsletter	20.700



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

- Logistician
- Entrepreneurs

Sections & environments

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



Traffic

Page Impressions	38.238
Visits	17.621
Uniques	10.615

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

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.

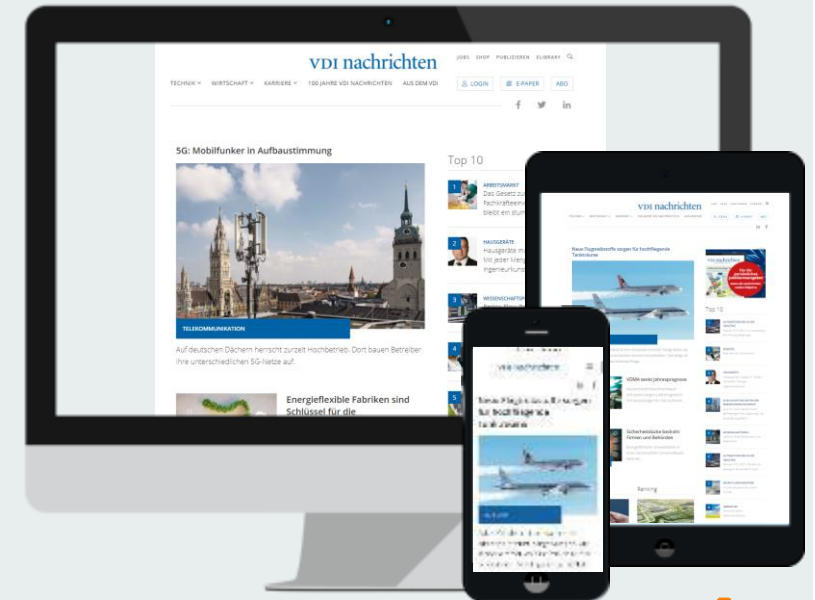
Key data

Target Group

- Engineers from all industry sectors

Sections

- Technic
- Business & Economy
- Career



Traffic

	Google Analytics
Page Impressions	48.359
Visits	41.076
Uniques	25.672
Newsletter	25.000

The portal for the machine and cutting industry

Factsheet | werkstatt-betrieb.de

The portal **werkstatt-betrieb.de** focuses on CNC machines, tools, automation and the periphery, also on all the methods and processes towards continuous improvement. Technical competency is augmented by Industry 4.0 trend topics, digitalization and smart factory, ensuring ongoing professional updates of technical and management know-how

Werkstatt-betrieb.de is a portal by the Carl Hanser Publishing House.

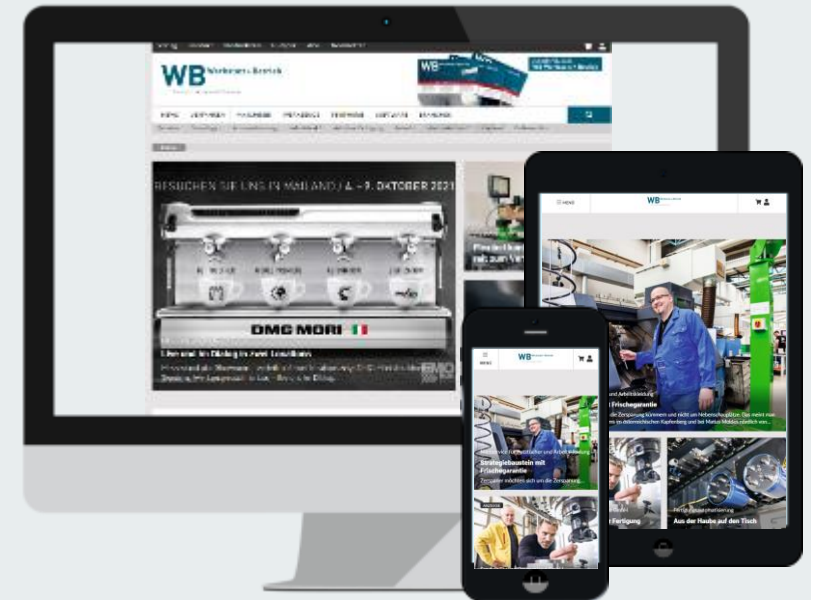
Key data

Target group

- Technical Manager
- Operations and production managers
- Metal cutting experts in mechanical engineering and vehicle construction and scopes of chipping production

Rubriken und Umfelder

- News
- Procedure
- Machines
- Tools
- Peripherie
- Software



Traffic

Page Impressions	44.000
Visits	10.000
Unique User	7.692

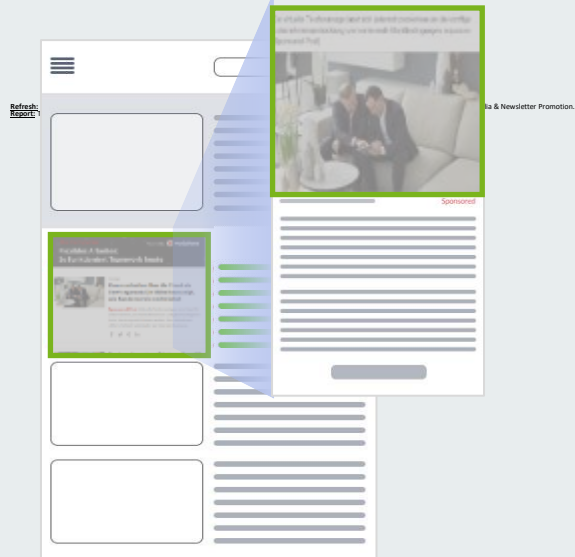
etracker®

Sponsored Post

Content matters!

The USPs at a glance:

Min. 24h on Homepage / Start



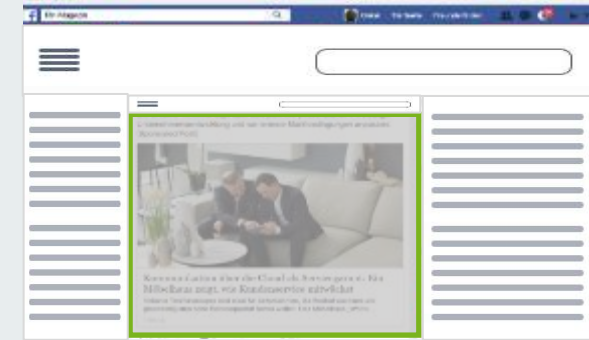
SEO relevance* on website



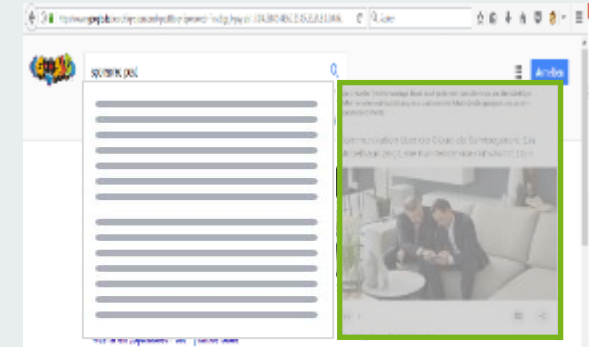
Promotion in Newsletter



Social Media Push



Min. SEO relevance*



* Minimum 12 Months

Sponsored Post

Content matters!

This advertising format appears like a normal news piece and is ideal for presenting more complex products and services or events.

The Sponsored Post stays at minimum 24h on the starting page and is – like a normal news piece – integrated in the CMS of the publisher. It is also pushed via different channels like Twitter, Facebook + Newsletter.

The client delivers text and visuals and the publisher edits it to fit his layout. The article should be written like an expert contribution or an interview to attract the readers' interest.

Advantages:

- Client content close to editorial content
- Using all available communication channels
- High acceptance in target group
- Image campaign, that promotes the brand subtly but sustainably
- High visibility



The publisher reserves the right to decline articles if the content is not suitable for the site or to edit the content to better fit the style of site and target group.

Dissemination

- 3 days in homepage
- Afterwards placement in section
- Facebook Fans: ca. 35.000
- Newsletter subscribers: ca. 11.800
- SEO relevant

Refresh (supplement price & max. once): There is the opportunity to re-publish the article after two weeks once more on the homepage, in social media channels and newsletters.

Price:

Example

The screenshot shows the website 'aero TELEGRAPH mit Austrian Aviation'. The main article is titled 'Wie hyperpersonalisiertes Reisen den Airlines helfen kann'. The article text discusses how airlines are seeking new revenue sources and how hyperpersonalized travel can help. It mentions Manuel Hilty, CEO of Nezza, and his perspective on the industry. The article also includes a sidebar with job listings under the heading 'Stellen'.

Wie hyperpersonalisiertes Reisen den Airlines helfen kann

Immer mehr Fluggesellschaften suchen nach neuen Eridquellen. Das Zürcher Start-up Nezza bietet eine vielversprechende Lösung.

Je langsamer sich die Passagierzahlen erholen, desto unwägbarer wird die Perspektive für viele Fluggesellschaften. Da Einsparpotenziale irgendwohin ausgeschöpft sind, stellt sich Airline-Managern naturgemäß die Frage nach neuen Eridquellen. Eine Antwort könnte in der Vertikalisierung ihres bisherigen Geschäftsmodells liegen. Das Tech-Startup Nezza aus Zürich hat hierfür eine vielversprechende Lösung in petto.

Wir treffen Manuel Hilty in seinem Büro an der Zürcher Sihlbrücke. Der Co-Gründer und CEO von Nezza führt uns durch die modernen Räumlichkeiten und kommt an einem Fenster mit Blick auf den ruhig fließenden Fluss zum Stehen. «Insgesamt 50 Mitarbeiterinnen und Mitarbeiter sind inzwischen für unser Unternehmen tätig», erzählt Hilty. Knapp die Hälfte am Standort Zürich, die andere Hälfte sitzt in Lissabon. Hinzu kämen noch eine handvoll Mitarbeiter, die die lokalen Vertriebsaktivitäten in den USA und Großbritannien steuern.

Mit seinen Produkten möchte Nezza seinen Kunden zu einer neuen Stufe der Digitalisierung und Personalisierung verhelfen. Hierzu zählen Reisemärkte wie Tour Operators, touristische Destinationen, Airlines oder klassische Reisebüros. So erleichtert Nezzas TripBuilder das Leben von Reiseanbietern und -veranstaltern, indem zeitaufwendige, manuelle Aufgaben automatisiert werden. Zudem ermöglicht das Tool die flexible Planung und Buchung komplexer Reiserouten in Echtzeit. Auch nachträgliche Buchungsänderungen können einfach über die Plattform abgewickelt werden.

Was sich zunehmend als weiterer Wettbewerbsvorteil herauskristallisiert, ist das transaktionsbasierte Abrechnungsmodell, welches die gegenwärtige Planungsunsicherheit auf Kundenseite hervorragend abfedert. So zählen Nezzas Kunden nur für das, was sie auch tatsächlich nutzen. «Die Corona-Krise hat verdeutlicht: Ein flexibles Abrechnungsmodell, das die tatsächlichen Einnahmen und Nutzung berücksichtigt, ist überlebenswichtig für kleine wie große Unternehmen. Das war uns bereits vor der Krise bewusst und so konnten wir unseren Kundinnen und Kunden von Anfang an Last von den Schultern nehmen», schildert Hilty.

Ein anderer Pluspunkt liegt in der erprobten Enterprisefähigkeit der Nezza-Tools. Ihre Stabilität und Integrierbarkeit in bestehende IT-Landschaften überzeugte bereits Großkunden wie FTI, DER Touristik, Viamonda oder Gebeco.

Dissemination

- Min. 24 hours on Homepage/Start
- Afterwards placement in section
- Facebook Fans: ca. 33.000
- Twitter Follower: ca. 2.600
- Xing: 50.000
- LinkedIn: 2.400
- Newsletter subscribers: ca. 42.000 (career), ca. 6.500 (Technology)
- SEO relevant

Refresh (supplement price & max. once): There is the opportunity to re-publish the article after one week once more on the homepage, in social media channels and newsletters.

specifications: Header images (JPG/PNG, min. 980x490, in format 2:1, headline max. 80 digits (incl. spaces); Opener/Teaser text max. 160 digits (incl. spaces); text body max. 4,500 digits (incl. spaces and special characters)

Example

INGENIEUR.de
TECHNIK - KARRIERE - NEWS

Newsletter Podcasts Recruiting Services

TECHNIK KARRIERE JOBS RECRUITING TAG FACHMEDIEN UNTERHALTUNG

Startseite > Advertorial

ANZEIGE 20.10.2021, 12:25 Uhr

Deltek Bericht zur Architektur- und Ingenieurindustrie 2021 – Deutsche A&E-Branche musste in der Corona-Pandemie Federn lassen

Die Architektur- und Ingenieurbranche (A&E) hat die digitale Transformation nach wie vor fest im Blick. Das ergaben die Umfrageergebnisse aus der aktuellen Branchenstudie 2021 von Deltek. Darüber hinaus hinterließ die Corona-Pandemie in der A&E Branche deutliche Spuren. Dennoch ziehen die meisten Studienteilnehmer aus EMEA und APAC eine überwiegend positive Bilanz. Sie sind davon überzeugt, dass sie gestärkt aus der Krise hervorgehen. Als Ausreißer erweist sich dagegen die deutsche Branche. Sie hat die Chance des Wandels nicht optimal nutzen können und musste in einigen Bereichen Federn lassen.

Dissemination

- Min. 24 hours on Homepage/Start
- Afterwards placement in section
- Facebook Fans: ca. 600
- LinkedIn: 1.700
- Newsletter subscribers: ca. 26.000
- SEO relevant

Refresh (supplement price & max. once): There is the opportunity to re-publish the article after one week once more on the homepage, in social media channels and newsletters.

specifications:

- images (JPG/PNG, min. 980x490, in format 2:1,
- headline max. 80 digits (incl. spaces); Opener/Teaser text max. 160 digits (incl. spaces); text body max. 4,500 digits (incl. spaces and special characters)

Example

VDI nachrichten

TECHNIK WIRTSCHAFT KARRIERE VN+ AUS DEM VDI NEWSLETTER E-PAPER LOGIN ABO

STARTSEITE ADVERTORIAL

ANZEIGE 09. JUN 2022 VON TELEFÓNICA GERMANY GMBH & CO. OHG

Freie Fahrt für Unternehmensdaten – individuell und sicher im eigenen 5G Campus-Netz

Die Digitalisierung braucht verlässliche Netze. Das gilt nicht nur für die öffentlichen Telekommunikationsnetze, sondern gerade auch für private Campus-Netze. Telefónica hat bereits seit 2017 Erfahrung im Betrieb derartiger Netze, die auf individuelle Anforderungen angepasst werden können. Diese Erfahrung und Kompetenz stellt das Telekommunikationsunternehmen Kunden zur Verfügung, die mit eigenen 5G Campus-Netzen ihre Vernetzung auf ein neues Niveau heben wollen – flexibel in Leistungsmerkmalen und Betreibermodell.

Foto: Telefónica Germany GmbH & Co. OHG

Wenn es ums Leben geht, ist höchste Zuverlässigkeit geboten. Das gilt selbstverständlich auch für die Vernetzung in einem Krankenhaus. Da muss klar sein: Vitaldaten oder Steuerungsinformationen von Medizingeräten müssen im Datennetz immer Vorrang haben etwa vor dem Videostreaming zur Unterhaltung von Patienten. Das lässt sich in vielen Netzen durchaus bereits umsetzen, doch 5G Campus-Netze können hier besondere Vorteile ausstrahlen: Die Mobilfunk-Netzgeneration der 5G

Sponsored Post - Rates

More upon request | Sponsored Post rates only subject to agency commission



Portal	Sponsored Post (only agency commission)	Republish (only agency commission)
aerotelegraph.de	3.200 €	1.000 €
ingenieur.de	5.900 €	1.000 €
vdi-nachrichten.com	5.900 €	1.000 €

Daily conclusion of from the aviation industry's top news

Key facts News Newsletter *:

Recipients : 15.000
Frequency: weekdays

Key Facts job & career*:

Recipients : 13.000
frequency: weekly,
Wed.

Advertising opportunities :

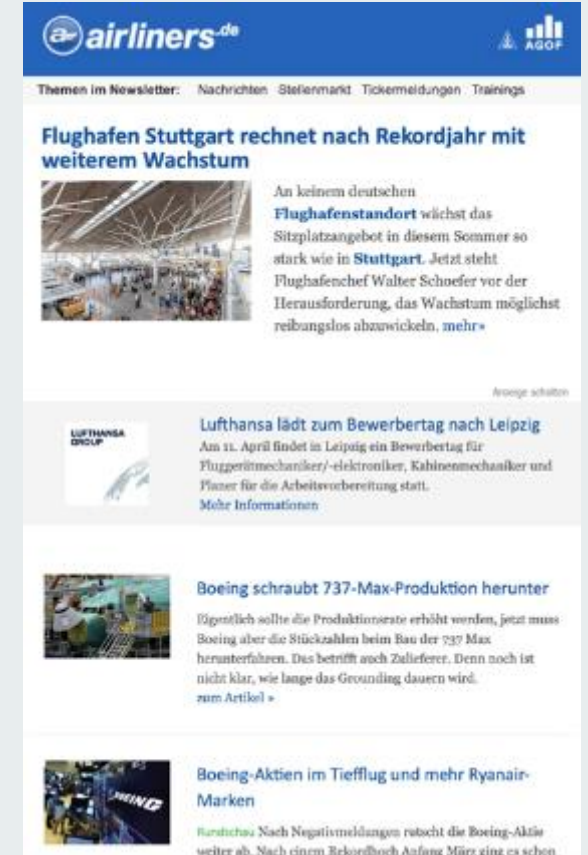
Picture/text ad 1.290 €/ fix for
news Newsletter 5
dates
career Newsletter 4
dates

Technical specifications

Picture/text ad

- Graphics: 90 x 90 px, max. 20 kb
- Headline max. 65 digits**
- Teaser text max. 200 digits**

** incl. spaces



* state: January 2022

Newsletter ads only agency commission

Werbemittel-Anlieferung bei Newsletter-Schaltung spätestens 5 Werktage vor Versand

Up-to-date industry and economy branch news

Key Facts technology:

Recipients: 6.500*
frequency: weekly,
Tue. and Thu

Banner

520 €

Picture/text ad 520 €

Key Facts career:

Recipients: 45.500*
frequency : 1. and 3.Thu. Per month

Banner

1.250 €

Picture/text ad 1.250 €

Technical specifications

Banner

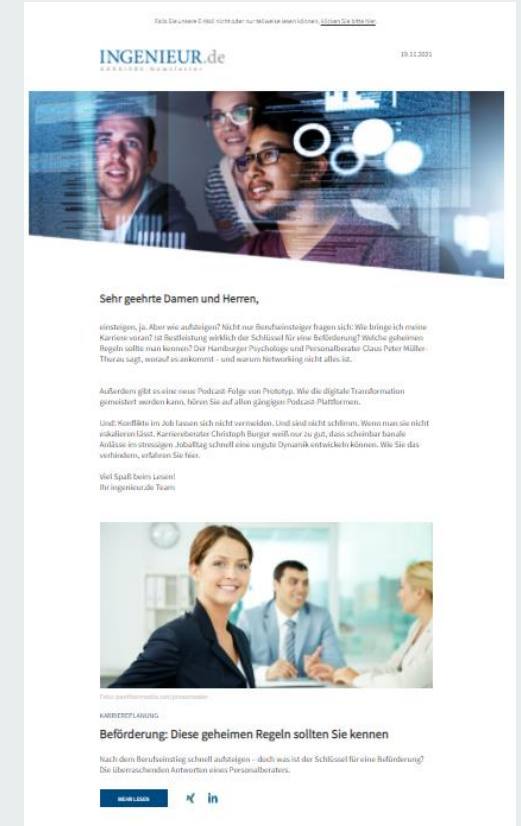
- Graphics : 560 px width x max. 400 px height
- File size: max. 300 KB

Picture/text ad

- headline: max. 80 digits **
- Teaser text: max. 240 digits **
- picture: 280 px width x 140 px height
- File size: max. 200 KB (with source)
- Link: URL
- File format: JPG

No previews are possible.

Werbemittel-Anlieferung bei Newsletter-Schaltung spätestens 5 Werktage vor Versand



* state: January 2022

Newsletter ads only agency commission

**incl. spaces

The news portal for engineers

Newsletter Pakete | ingenieur.de

Newsletter Banner Paket B & B Basic

4 dates technology-Newsletter

recipients: 6.500*

price: 2.080 €

4 dates career-Newsletter

recipients: 45.500*

price: 3.990 €

Newsletter Banner package B & B XL

(8x technology, 1x career)

Price: 7.550 €

Newsletter package Multihub Kombi (23.500 recipients)

Ingenieur.de technology + vdi nachrichten Kompakt

frequency: on demand

Picture/text ad 4.520 €

* state: January 2022

Newsletter ads only agency commission

Werbemittel-Anlieferung bei Newsletter-Schaltung spätestens 5 Werktage vor Versand

Technical specifications

Banner

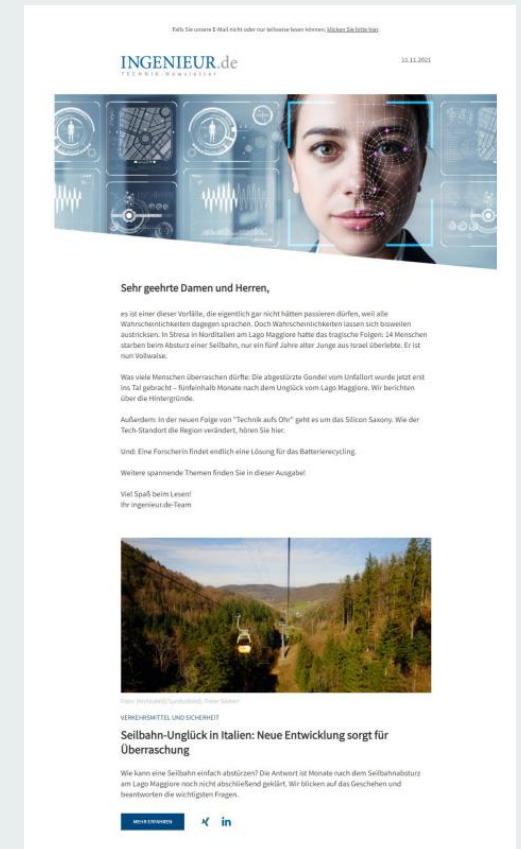
- Graphics 560 px width x max. 400 px height
- File size: max. 300 kB

Picture/text ad

- headline: max. 80 Zeichen **
- Teaser text: max. 240 Zeichen **
- picture: 280 px breit x 140 px hoch
- File size: max. 200 KB (with source)
- Link: URL
- File format: JPG

**incl. spaces

No previews are possible.



Stand Alone Newsletter

exclusive, individual technology newsletter mailing.

The date is coordinated individually, not possible on Tuesdays or Thursdays due to the usual sending date.

Key facts Standalone Mailing

recipients: 6.500*

frequency: Mo; Wed.; Fr.

Preis: 3.650 €

* State: January 2022

Newsletter ads only agency commission

Werbemittel-Anlieferung bei Newsletter-Schaltung spätestens 5 Werktage vor Versand

Technical specifications

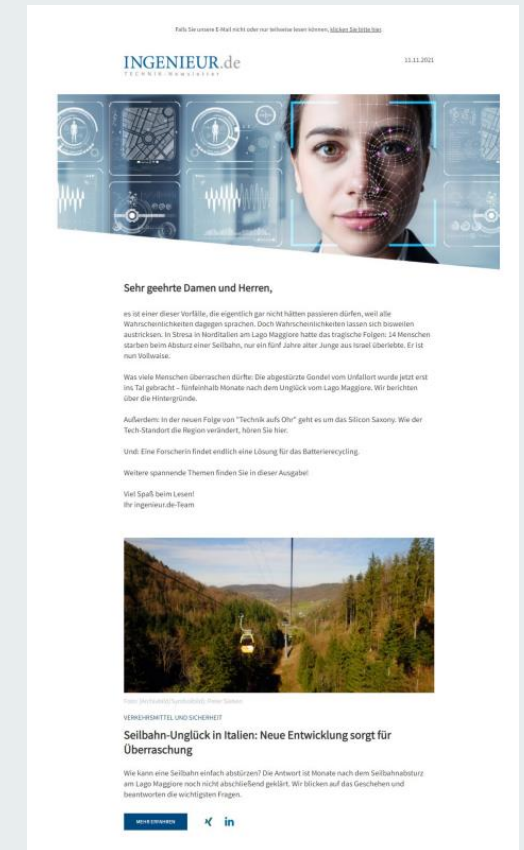
Stand Alone Mailing

- intro: max. 1000 digits**
- Header picture: min. 560x280px, 2:1 format required

3 –5 texts are possible:

- headline: max. 80 digits **
- Text body: max. 250 digits **
- picture: 2:1, min. 280 px width x 140 px height
- File size: max. 200 KB (with source)
- Link: URL
- File format: JPG

**incl. spaces



Up-to-date industry and economy branch news

Key Facts vdi nachrichten Kompakt:

recipients: 17.000*

frequency: weekly, Tue.

Banner 4.000 €

Picture/text ad 4.000 €

Newsletter package multihub Kombi (23.500 recipients)

Ingenieur.de technology Newsletter+vdi nachrichten Kompakt

Erscheinungsweise: on demand

Picture/text ad 4.520 €

* Stand: Januar 2022

Newsletter ads only agency commission

Werbemittel-Anlieferung bei Newsletter-Schaltung spätestens 5 Werktage vor Versand

Technical specifications

Banner

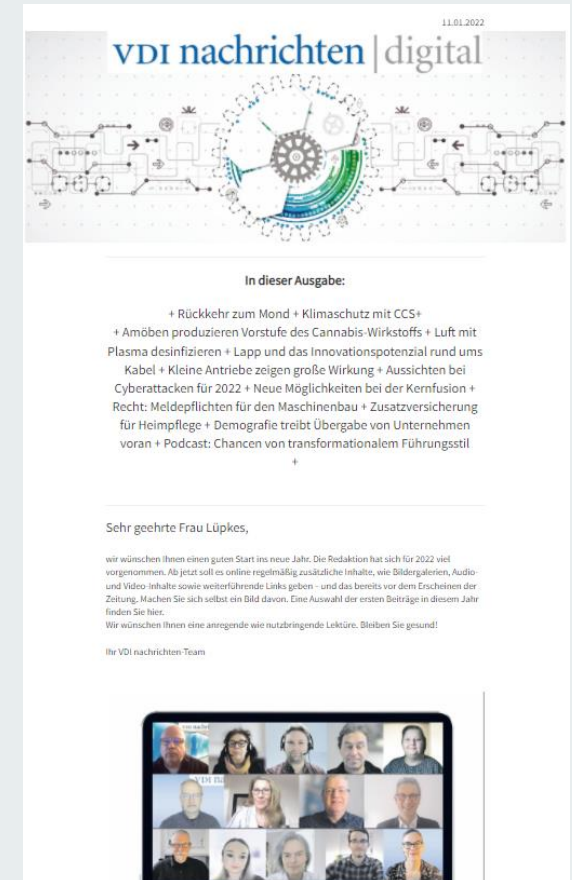
- Graphics: 560 px width x max. 400 px height
- File size: max. 300 kb

Picture/text ad

- picture: 280x140 px, 2:1
- File size: max. 200 KB (with source)
- headline: max. 80 digits **
- Text body: max. 240 digits **
- Link: URL, text, further button, social button links
- File format: JPG

No previews are possible.

** incl. spaces



Rates | Segment Industry

Display Multiscreen



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

Technical specifications

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

Delivery of the advertising media to banner@businessad.de

3 working days before placement (advertisement), 10 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



Business Advertising GmbH

Headquarter Düsseldorf
Tersteegenstraße 30
40474 Düsseldorf

Tel.: +49-211-179347-50

Fax: +49-211-179347-57



Business Advertising GmbH

Verkaufsbüro Hamburg
Kehrwieder 8-9, Amundsen-Haus, 2. OG
20457 Hamburg

Please contact us.

E-Mail: werbung@businessad.de | Internet: www.businessad.de