



Channel Mittelstand



The Channel to reach business decision-makers in Germany Q1/2025

Portals in alphabetical order

Channel Mittelstand

The Channel to reach B2B Decision-makers

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

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



Channel Mittelstand

The heart of the German economy



Websites gesamt:	130+
Page Impressions	181.618.445
Visits	87.295.920
Unique Users	36.833.479

Relevant target groups from:

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

We Work for Leading Trade Media Publishing Groups

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

HAUFE.



BÖRSEN MEDIEN
AKTIENGESELLSCHAFT

Heise Gruppe



 **Springer Fachmedien**

t:n digital pioneers

VDI verlag

**motor
presse
stuttgart**

impulse
LERNEN. VERSTEHEN. WERTE SCHAFFEN.



ETMverlag

HOLZMANN. MEDIEN

 **VOGEL** COMMUNICATIONS GROUP



 **Wolters Kluwer**



Gentner

 **CRAIN COMMUNICATIONS**

BOERSE.DE GROUP AG
FinTech seit 1987

 **MarketScreener**

What is „Mittelstand“?

Channel Mittelstand



Mittelstand

Page Impressions

150 MIO.

Visits

70 MIO.

Uniques

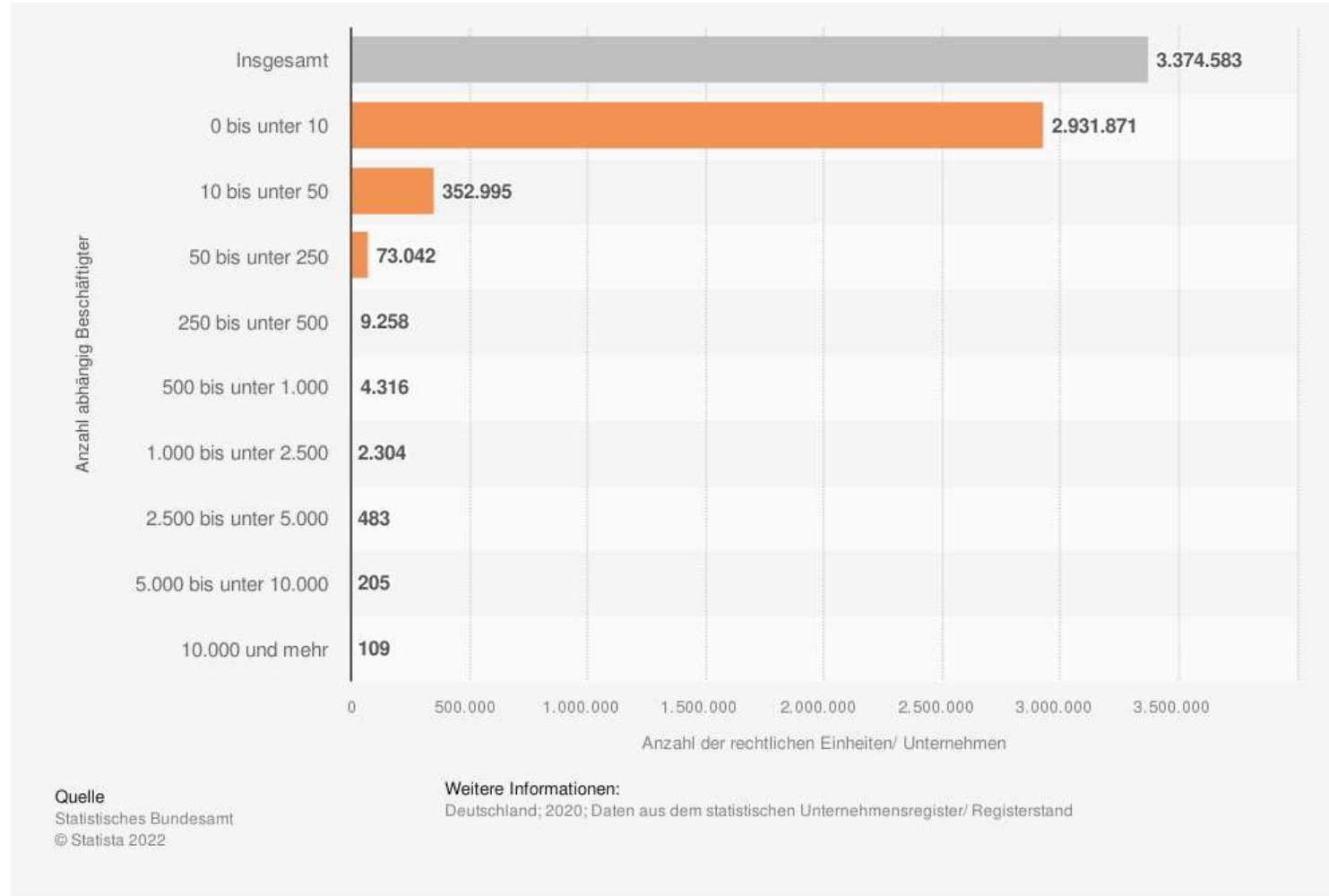
25 MIO.

The term ***Mittelstand*** commonly refers to small and medium-sized companies in Germany which account for more than 90% of the country's workforce and economic power.

Nonetheless, even big companies claim to be part of the Mittelstand due to its positive connotation. The term has become a synonym for business as well as a common media agency term for a business decision-maker target group.

Most companies in Germany have a company size < 10 employees

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



140+ renowned B2B Portals from Leading Trade Media Groups

Partner portals | Channel Mittelstand



140+ renowned B2B Portals from Leading Trade Media Groups

Partner portals | Channel Mittelstand



Entrepreneurs
Founders
Corporate Fleet
Free professions
Craftsmen
IT-Professionals
[...]

Our USP - Pinpointing Target Groups Thanks to our B2B Segmentation

With businessAD you reach out into all industry verticals



FARMING



CONSTRUCTION



ENERGY &
ENVIRONMENT



LEGAL &
FINANCE



FREE
PROFESSIONS



LARGE
COMPANIES



DIGITAL
BUSINESS



CORPORATE
FINANCE



START-UPS



RETAIL &
eCOMMERCE



CRAFT



HOTEL &
CATERING



INDUSTRY



INFORMATION
TECHNOLOGY



REGIONAL
BUSINESS



FLEET



SME / SMB



LOGISTICS



MEDICAL &
HEALTH



GOVERNMENT



OFFICE
MANAGEMENT



HR & TRAINING



CARE



SALES &
MARKETING



INSURANCE



eMOBILITY



CHEMISTRY &
PHARMA

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

Factsheet | about-drinks.com

aboutdrinks®

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

Key data

Target group

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

Topics and sections

- Drinks
- Interviews
- Marketing
- People
- TV
- Partner portals
- Job exchange



Traffic

Page Impressions	123.436
Visits	71.350
Uniques	18.926
Newsletter	7.000

AERO INTERNATIONAL | The Online Portal for Civil Aviation

Factsheet | aerointernational.de



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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	84.877
Visits	36.223
Uniques	18.623

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

Fact Sheet | aerotelegraph.com



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

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

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	6.274.246
Visits	3.203.223
Uniques	650.000
Newsletter	11.000



The official organ of the medical profession

Factsheet | aerzteblatt.de

Deutsches
Ärzteblatt

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

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



TECHNISCHER HINWEIS

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	9.051.584
Visits	5.097.728
Uniques	400.000
Newsletter	64.900



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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	1.941.053
Visits	1.330.985
Uniques	1.010.000
Newsletter	26.000



News for Automotive Aftermarket Sales

Factsheet | aftermarket-update.de

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	14.666
Visits	6.577
Uniques	4.110

The Leading German Aviation Portal

Fact Sheet | airliners.de



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

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

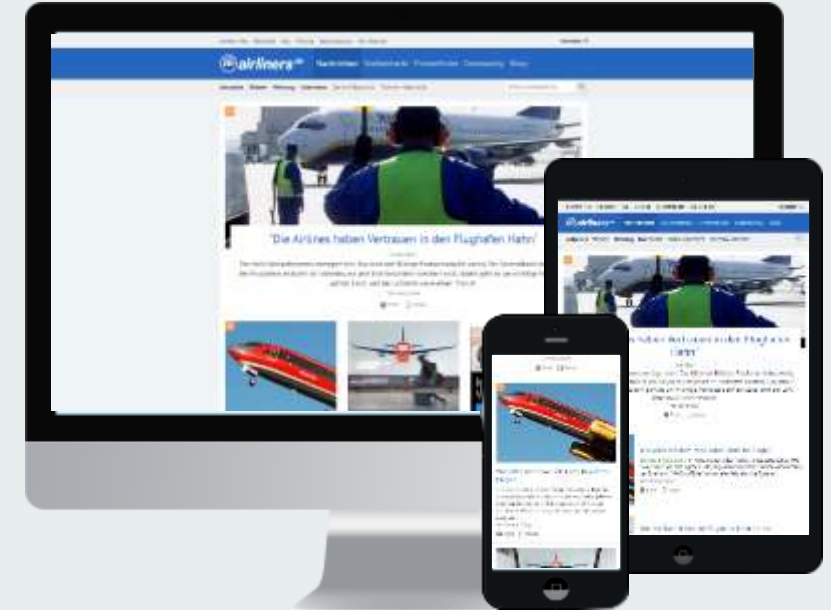
Key data

Target audience

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

Topics and sections

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



Traffic

Page Impressions	1.783.957
Visits	746.198
Uniques	110.000
Newsletter	14.500



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

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



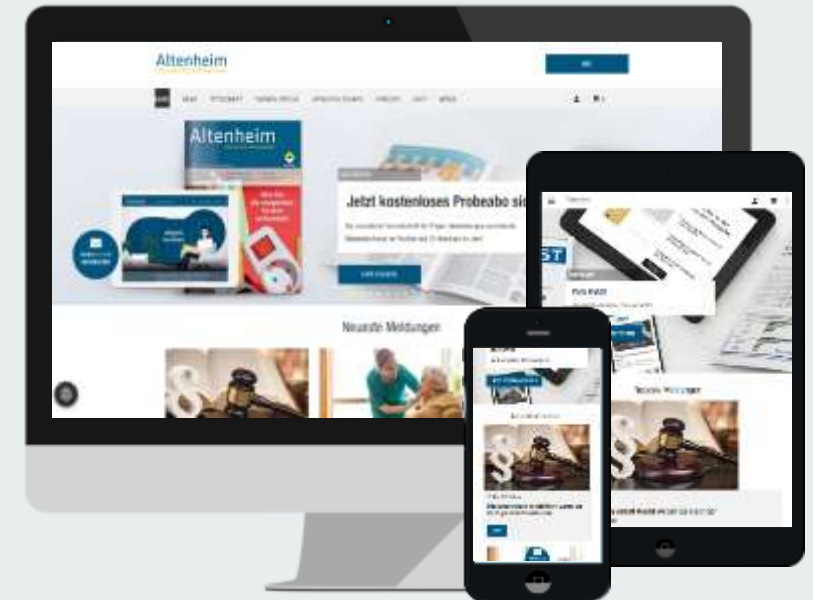
Key data

Target group

- Management of stationary establishments for elderly care

Topics and sections

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



Traffic

Page Impressions	22.231
Visits	11.720
Uniques	9.714
Newsletter	20.000

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

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



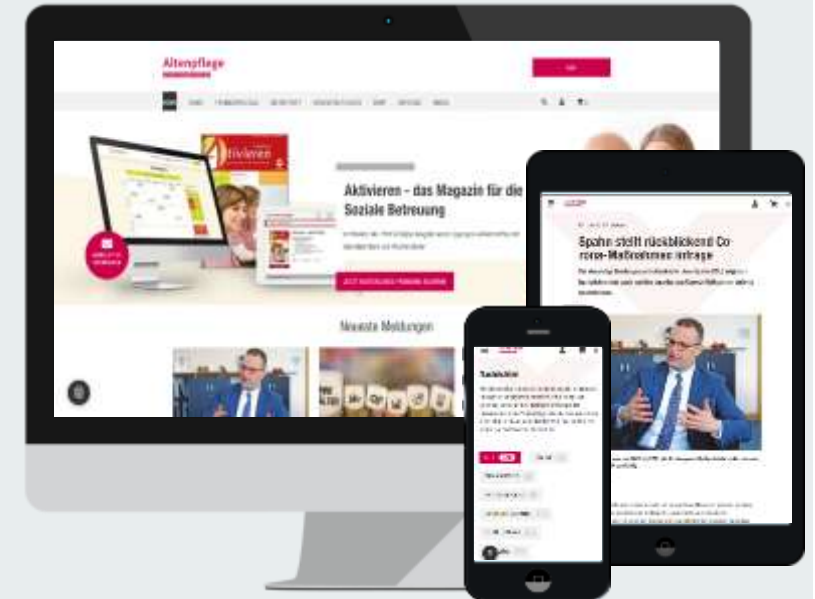
Key data

Zielgruppe

- Management and nurses in elderly care
- Care service providers

Topics and sections

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



Traffic

Page Impressions	22.990
Visits	10.241
Uniques	7.184
Newsletter	40.000

Architekturzeitung.com is the online medium for the architecture industry

Factsheet | architekturzeitung.com

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

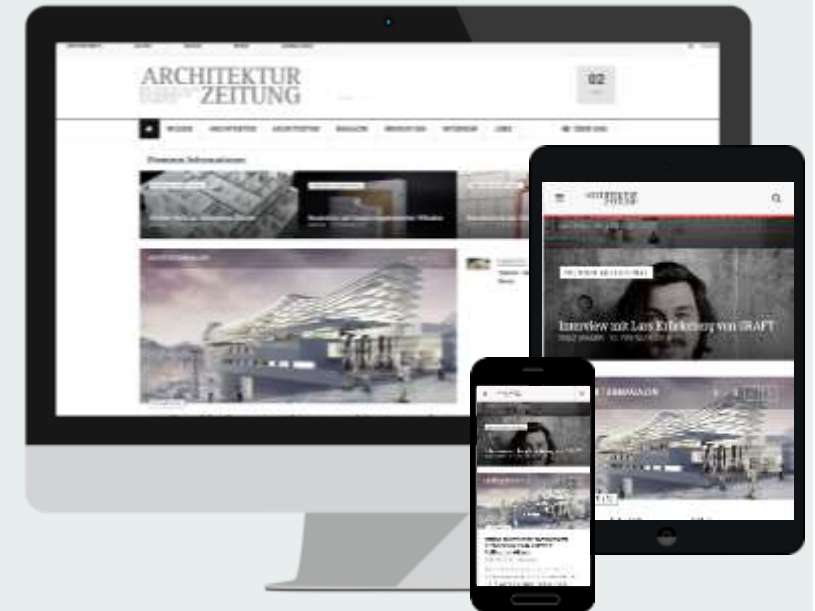
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	26.253
Visits	14.508
Uniques	3.109
Newsletter	10.000

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

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

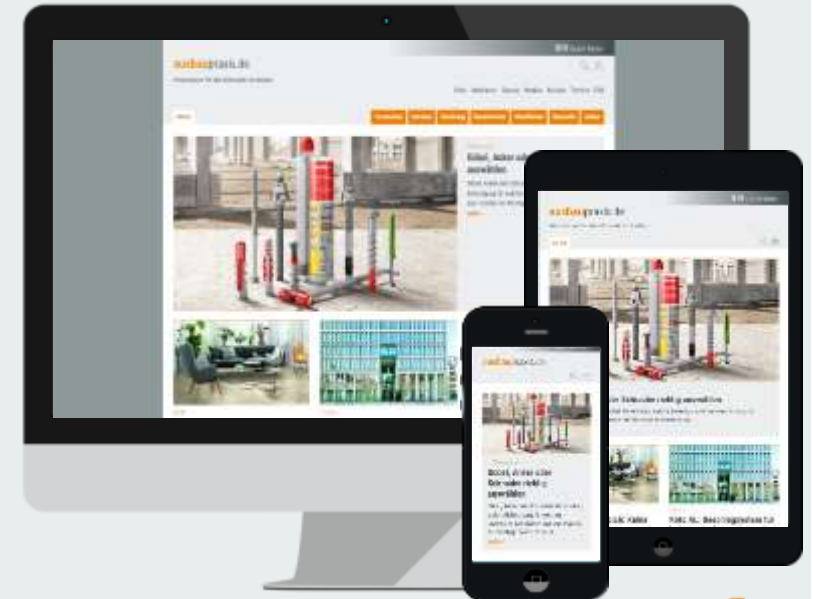
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	24.943
Visits	13.605
Uniques	8.503



*Automobilindustrie – The generalist among the automotive trade media

Factsheet | automobil-industrie.vogel.de



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

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

Key data

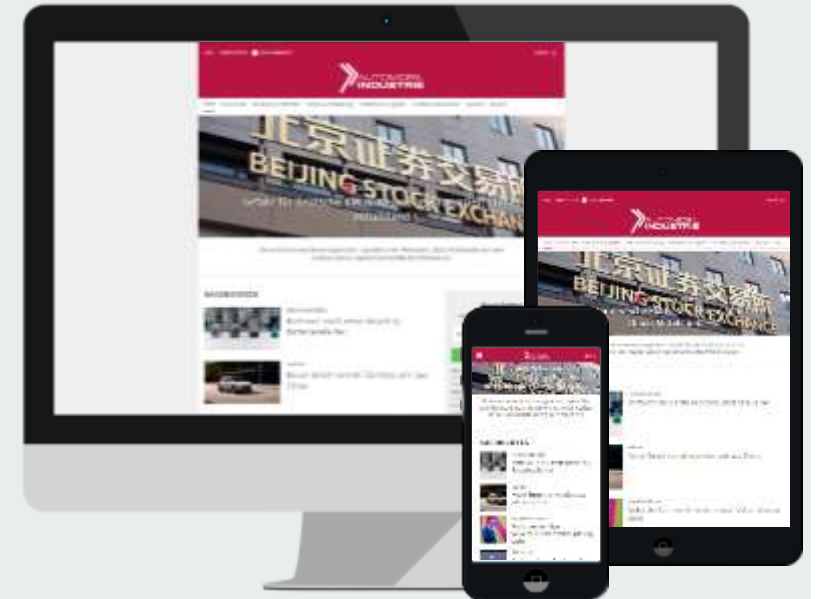
Target groups

Decision-makers from

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

Topics and sections

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



Traffic

Page Impressions	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 managers 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 in the automotive industry

Topics and sections

- Automotive
- Industry
- Manufacturer
- Suppliers
- Trade
- Software



Traffic

Page Impressions	192.247
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 magazine **Besser Lackieren**. The portal is aimed at decision-makers in industrial painting technology. Paint shops and departments receive the information to make their processes more economical and of higher quality.

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

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

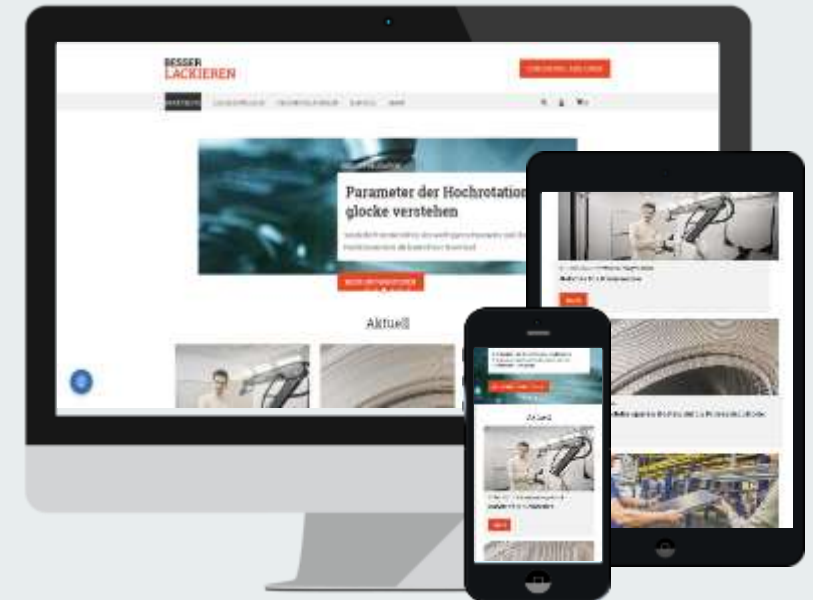
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	11.460
Visits	5.412
Uniques	4.775
Newsletter	4.996

The Encyclopedia of Corporate Expenses

Factsheet | betriebsausgabe.de

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

Key data

Target group

- Founders
- Senior executives
- Accountants
- SME

Topics and sections

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



Traffic

Page Impressions	14.308
Visits	10.678
Uniques	7.293

The decision-maker information portal for the international beverage industry

Factsheet | beverage-world.com

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

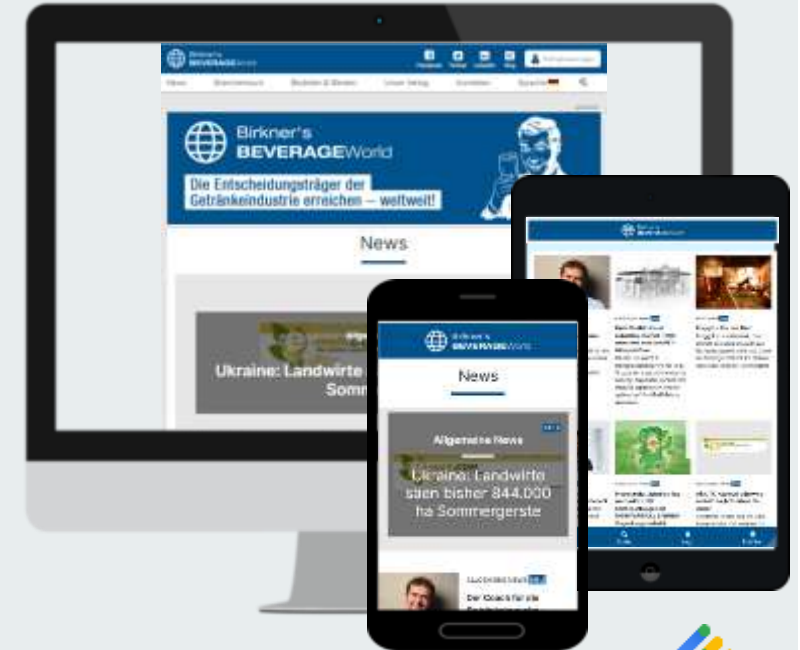
Kerndaten

Target group

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

Topics and sections

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



Traffic

Page Impressions	9.642
Visits	5.927
Uniques	3.951

The leading industry portal for life sciences, biotechnology and pharmaceuticals.

Factsheet | bionity.com

Bionity.com is the leading portal for life sciences, biotechnology and pharmaceuticals in the key markets of Europe, the USA and Asia. It provides more than 2.5 million users from industry, research and science with information on current events in these dynamic markets.

Regardless of whether it is comprehensive information on new products, software and services, catalogues, market overviews, current news and trend topics, specialist knowledge in the form of white papers and webinars or the search for the ideal provider or job - the industry portal bionity.com provides users with targeted answers and effectively supports them in their research and decisions.

Key data

Target group

- Decision-makers in the fields of biochemistry, pharmaceuticals and healthcare
- Commercial management
- Research and laboratory

Topics and sections

- News
- Companies
- Products
- Market overviews
- Jobs
- Knowledge & Education



Traffic

Page Impressions
Visits
Uniques



The portal for building construction, civil engineering and road construction

Factsheet | bi-medien.de/fachzeitschriften/baumagazin

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

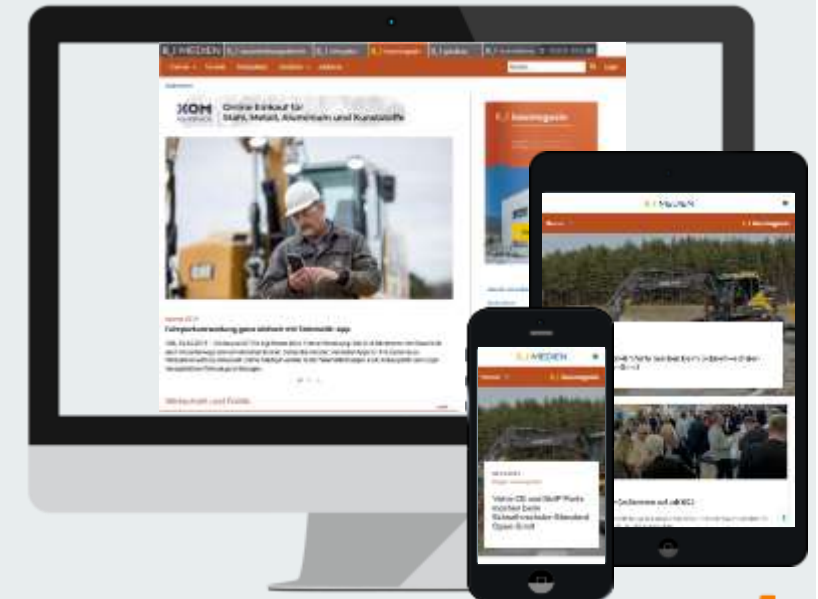
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	12.574
Visits	10.541
Uniques	9.960

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

blechnet

Factsheet | blechnet.com

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	108.573
Visits	67.145
Uniques	62.292
Newsletter	6.852



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

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

Kerndaten

Target groups

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

Topics and sections

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



Traffic

Page Impressions	36.531
Visits	14.187
Uniques	5.675

The Expert Portal

Factsheet | brainguide.de

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

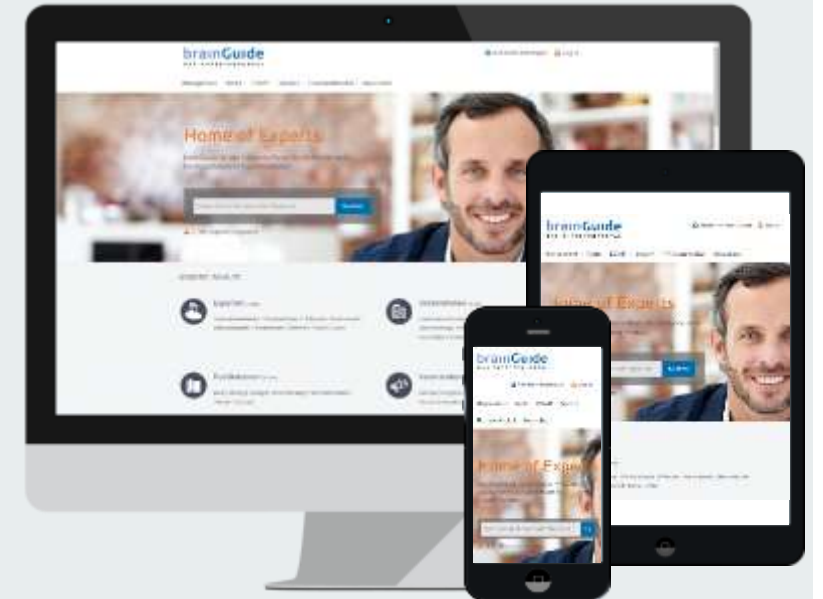
Key data

Target group

- Manager
- Entrepreneurs
- Consultants
- Decision-makers

Topics and sections

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



Traffic

Page Impressions	14.265
Visits	9.303
Uniques	7.268
Newsletter	7.800

The specialist portal for organisation, business administration and management

Factsheet | business-wissen.de



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

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

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

Key data

Target group

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

Sections

- Management-Handbuch (Manual)
- Magazin

Topics

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



Traffic

Page Impressions	197.907
Visits	164.923
Uniques	117.802
Newsletter	41.800



The industry service for the top management of the care industry

Factsheet | careinvest-online.net

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

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

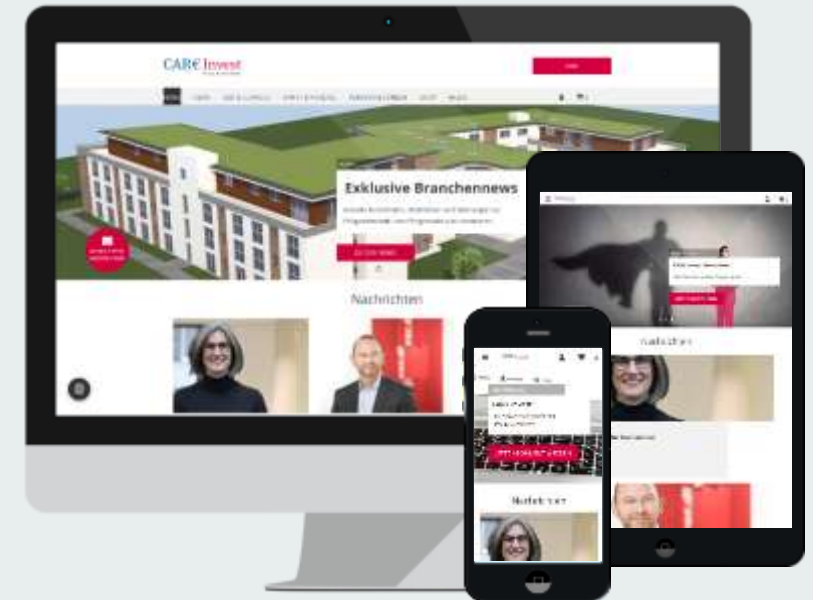
Key data

Target groups

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

Topics and sections

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



Traffic

Page Impressions	10.625
Visits	5.972
Uniques	5.107
Newsletter	1.517

The leading specialist portal for chemistry in the DACH region

Factsheet | chemie.de

Chemie.de is the central point of contact for users from the chemical industry and their suppliers in Germany, Austria and Switzerland.

Chemie.de offers a comprehensive platform, carefully prepared by industry experts, which clearly bundles and makes accessible all relevant information for everyday work. Regardless of whether it is information on new products, software and services, catalogues, market overviews, current news and trends, specialist knowledge in the form of white papers and webinars or the search for the ideal supplier or job, **chemie.de** provides users with targeted answers and effectively supports them in their research and decisions.

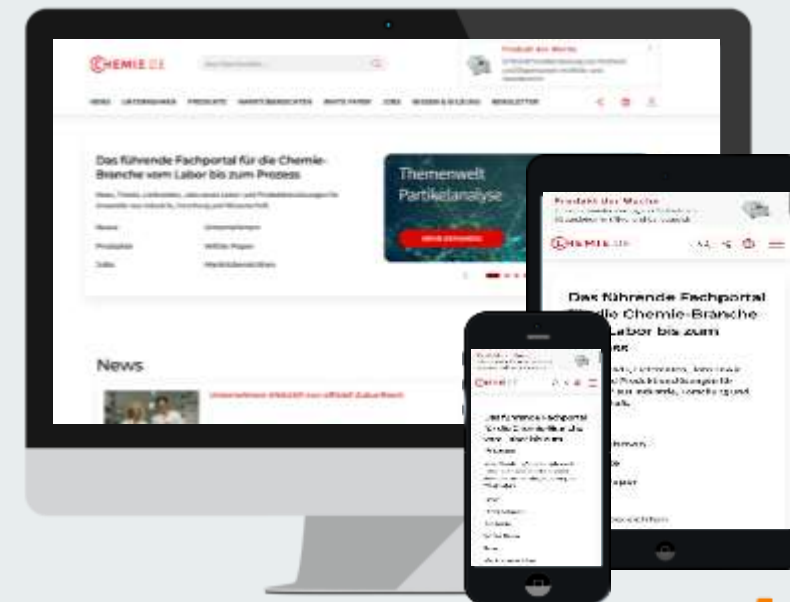
Key data

Target group

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

Topics and sections

- Laboratory technology
- Food analytics
- Science and Research
- Management
- Water and environmental analytics
- Bio- and pharmaceutical analytics



Traffic

Page Impressions

Visits

Uniques

The online magazine on environmentally friendly technologies and energy transition

Factsheet | cleanthinking.de

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

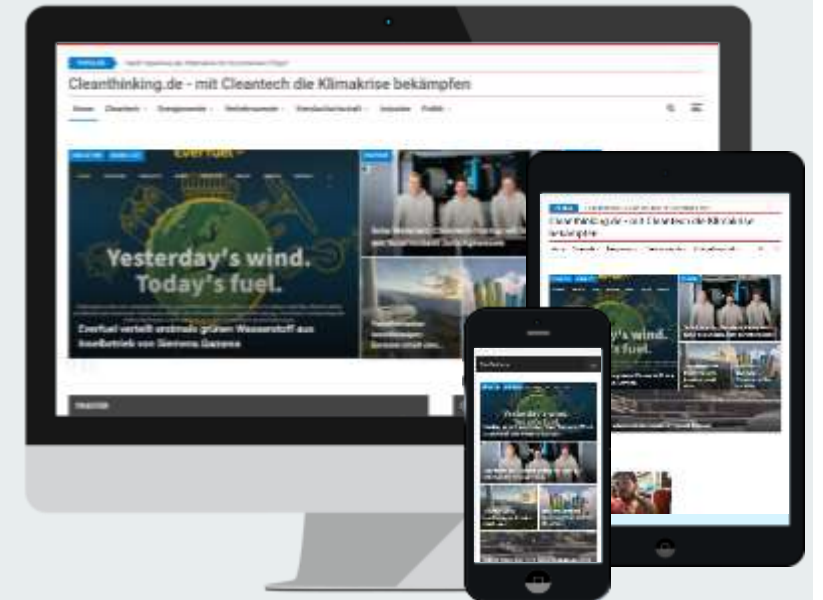
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	4.718
Visits	4.066
Uniques	3.624

The official portal of the Professional Association of Compliance Managers

Factsheet | compliance-manager.net

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

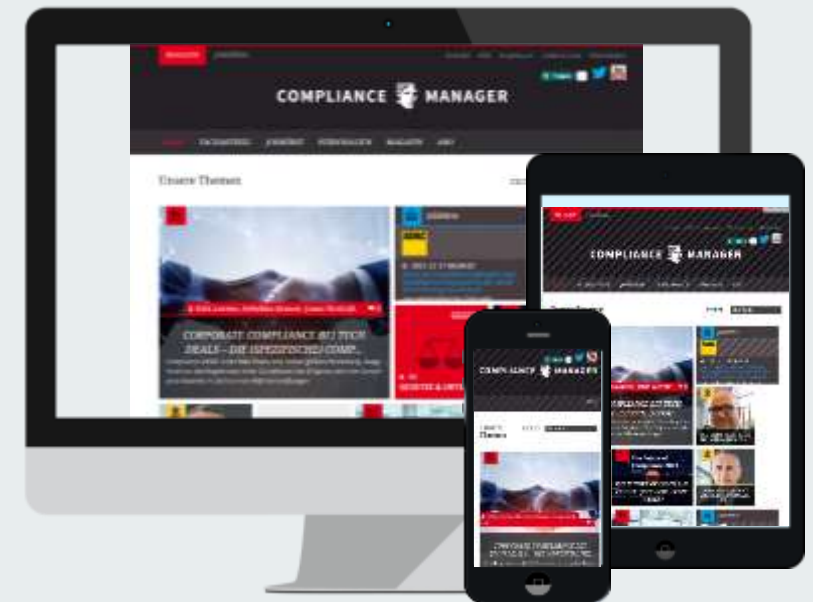
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	5.626
Visits	1.950
Uniques	1.147
Newsletter	6.000

Generalist and specialist for all questions relating to financial accounting

Factsheet | dashoefer.de/dasfibuwissen

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

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

Key data

Target group

- Financial accountant
- Controller
- Head of Accounting

Topics and sections

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



Traffic

Page Impressions	403
Visits	218
Uniques	182

The information portal for lawyers

Factsheet | dejure.org

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

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

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

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

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

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

Key data

Target group

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

Topics and sections

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



Traffic-Anteil	Arbeits- & Steuerrecht		Versicherungsrecht	
Page Impressions		976.947		100.000
Visits		328.652		40.000
Uniques		152.154		17.000

* anteilig der vermarktbaaren Seitenaufrufe

The reknowned internet magazine for the financial sector

Factsheet | der-bank-blog.de

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

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

Der Bank Blog – Trends and strategies for financial services

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	20.342
Visits	17.053
Uniques	16.114

The leading portal for investors and entrepreneurs in digital business

Factsheet | deutsche-startups.de



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

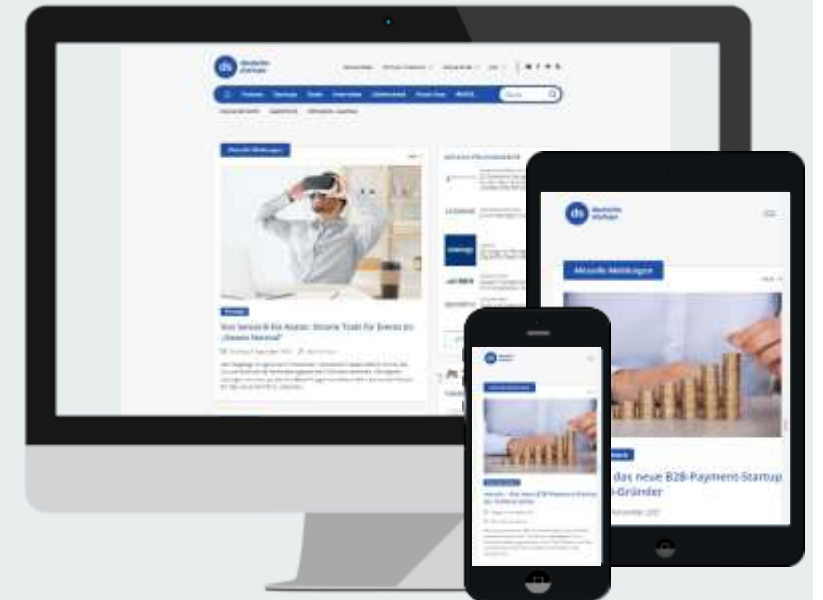
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	195.429
Visits	114.779
Uniques	150.000



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

DeviceMed

Factsheet | devicemed.de

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	75.824
Visits	34.253
Uniques	31.777



DMM – No. 1 for enterprise mobility planners and buyers

Factsheet | dmm.travel



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

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	12.758
Visits	8.603
Uniques	7.391

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

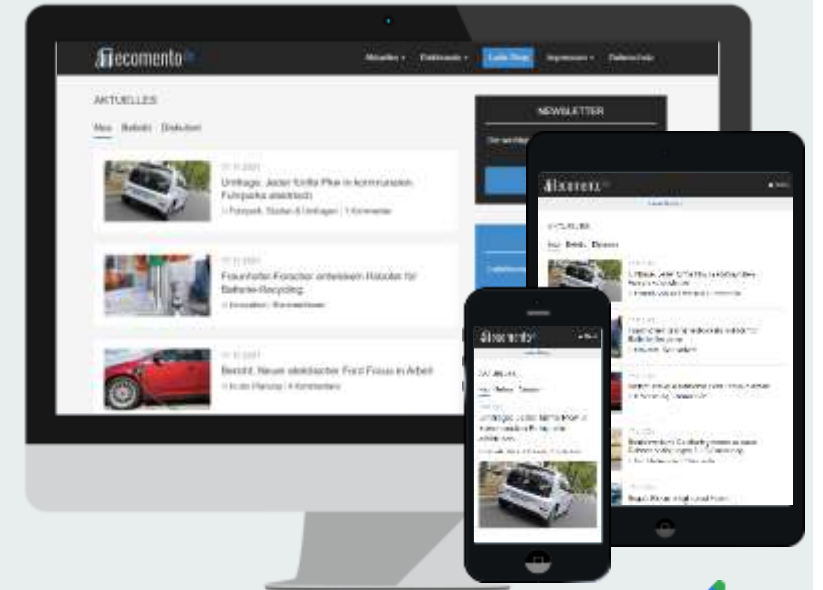
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	291.011
Visits	140.911
Uniques	81.177
Newsletter	4.000

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

Factsheet | elektroauto-news.net

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

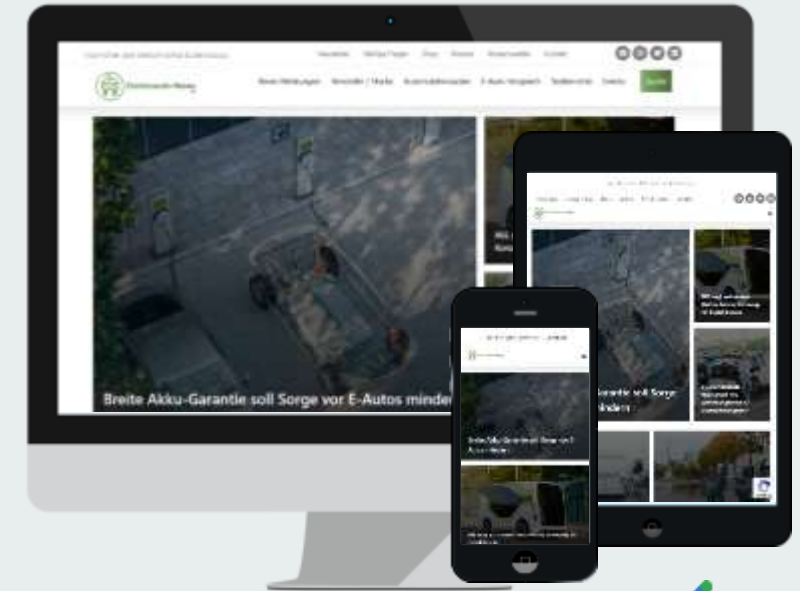
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	259.864
Visits	170.526
Uniques	107.812
Newsletter	15.400

*Elektronik Praxis – expertise for electronics professionals

Factsheet | elektronikpraxis.vogel.de

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

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

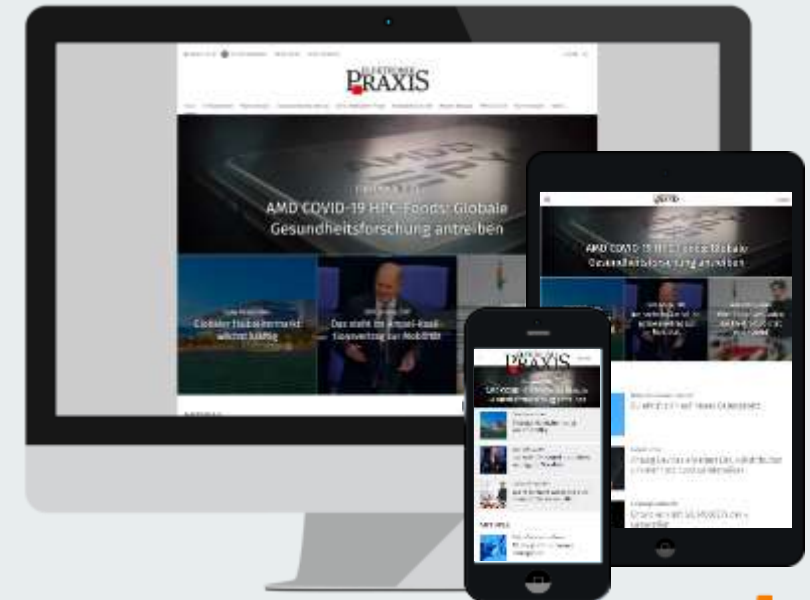
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	386.964
Visits	196.339
Uniques	182.148



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

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

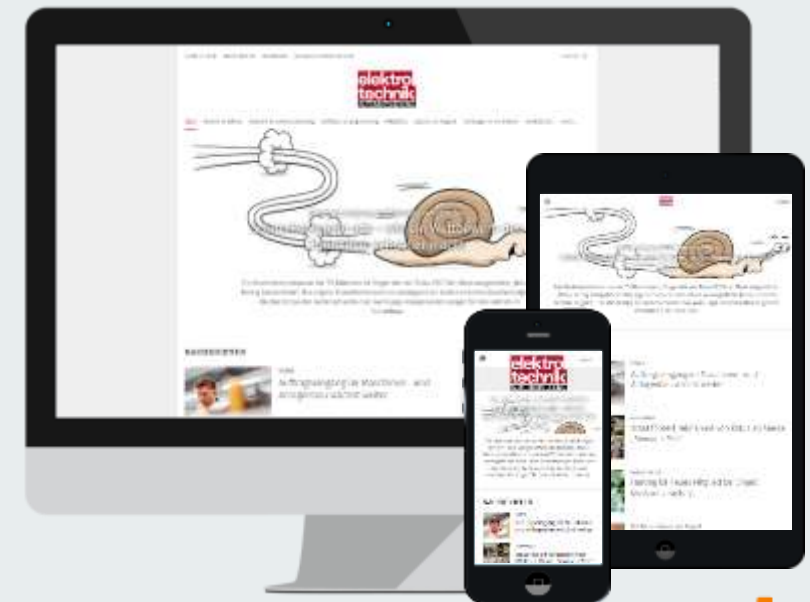
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	82.976
Visits	38.495
Uniques	35.713
Newsletter	12.880



The portal for applied electromobility

Factsheet | emobilitaet.online.de

emobilitaet.online
DAS BRANCHENPORTAL

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

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

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

Key data

Target group

- Fleet decision-makers
- Automotive industry

Topics and sections

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



Traffic

Page Impressions	3.705
Visits	2.052
Uniques	1.585

enbausa.de is an information portal on all aspects of energy-efficient construction and refurbishment.

To ensure the high quality of the portal's content, **enbausa.de** works together with recognized industry experts from business and research. In addition, enbausa.de uses Web2.0 elements such as experience reports and blogs to bring building owners, planners and interested parties into contact with each other.

Key data

Target group

- Architects
- Energy consultants
- Craftsmen
- Commercial and private Building owners
- Planners

Topics and sections

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



Traffic

Page Impressions	7.157
Visits	4.412
Uniques	3.789
Newsletter	4.800

Energy consultant - advice portal for energy-efficient refurbishment

Factsheet | energie-fachberater.de

energie-fachberater.de has been providing information on all aspects of energy-efficient refurbishment and modernization since 2005. In addition, the portal regularly provides up-to-date news and information on legislative changes, subsidies and financing as well as important industry topics.

Professionals can find all relevant information in the market overview of refurbishment products, in the brochure kiosk and in the video library.

Key data

Target group

- Energy consultants
- Building owners; property renovators
- Subsidy experts
- Craftsmen
- House and flat owners

Topics and sections

- Insulation
- Heating & Ventilation
- Energy & Solar
- Interior fittings
- Roof
- Facade
- Basement



Traffic

Page Impressions	186.199
Visits	96.045
Uniques	76.691

The guide for free professions, freelancers and self-employed

Factsheet | erfolg-als-freiberufler.de

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

Key data

Target group

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

Topics and sections

- Homepage
- Foundation
- Acquisition
- Finances
- Taxes
- Right
- Insurance



Traffic

Page Impressions	7.416
Visits	4.687
Uniques	3.720

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

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

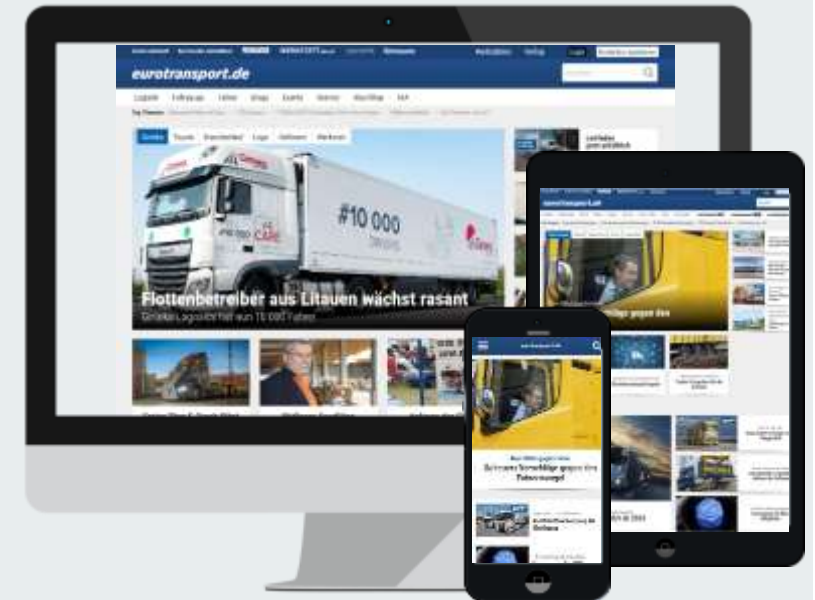
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	549.409
Visits	200.025
Uniques	60.000
Newsletter	6.595



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

Factsheet | fahrzeug-karosserie.de

Fahrzeug-karosserie.de, the official organ of the Central Association of Body and Automotive Technology (ZKF), is aimed at executives and decision-makers from body and paint shops and vehicle construction companies.

This broad target group informs »F+K« monthly in print and online every working day about current topics in the fields of K&L, vehicle construction, bodywork, taxes, law and operational management.

The events Würzburger Karosserie- und Schaden Tage and the Forum Fahrzeugbau offer opportunities for personal exchange and to obtain orientation aids for daily work.

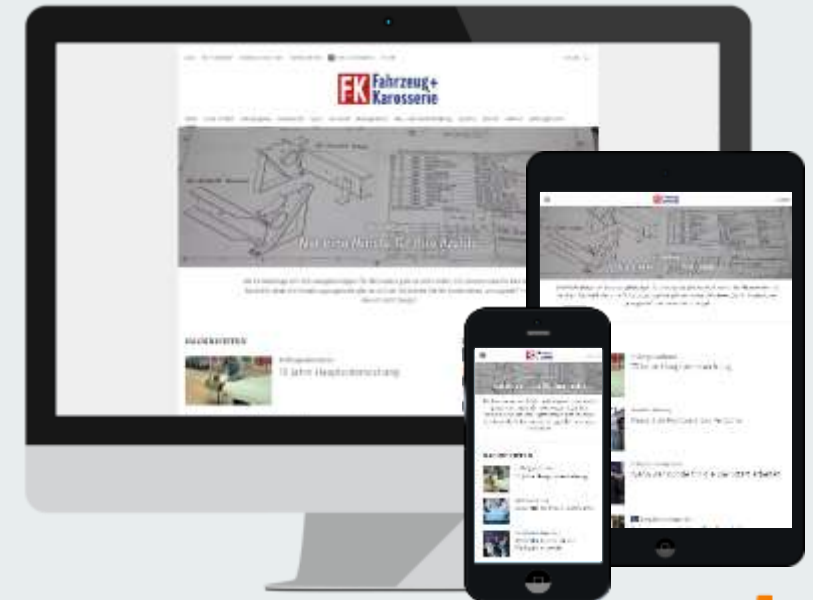
Key data

Target group

- Decision-makers from body shops
- Decision-makers from paint shops
- Decision-makers from vehicle construction companies
- Craft

Topics and sections

- Varnish
- Vehicle construction
- Management
- Association
- Service
- Right
- Training



Traffic

Page Impressions	32.158
Visits	17.238
Uniques	15.992



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

Factsheet | farbeundlack.de

FARBEUNDLACK

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	24.045
Visits	10.671
Uniques	9.701
Newsletter	24.608

The Portal for Financial Intermediaries and Brokers

Factsheet | finanzwelt.de

finanzwelt

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

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

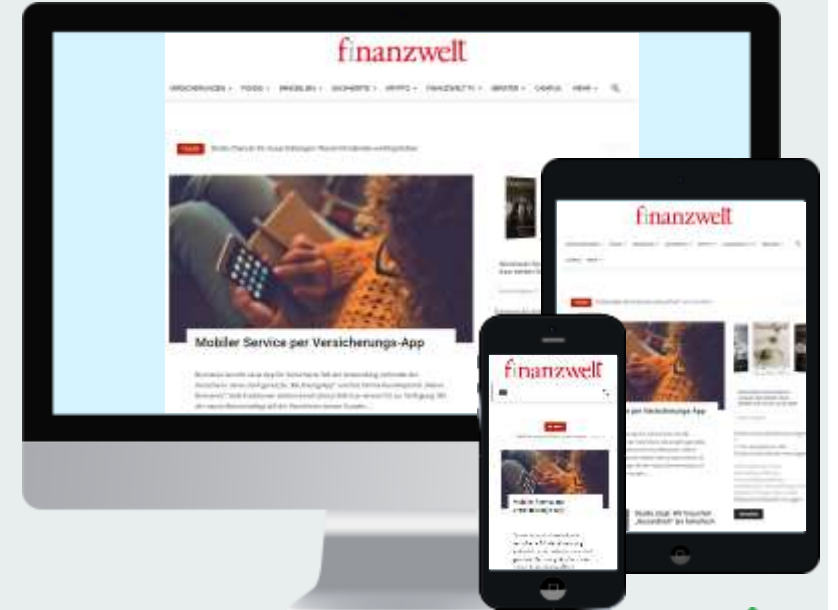
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	30.472
Visits	22.854
Uniques	14.745
Newsletter	17.800

Firmenauto.de - The portal for fleet and mobility

Factsheet | firmenauto.de

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

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

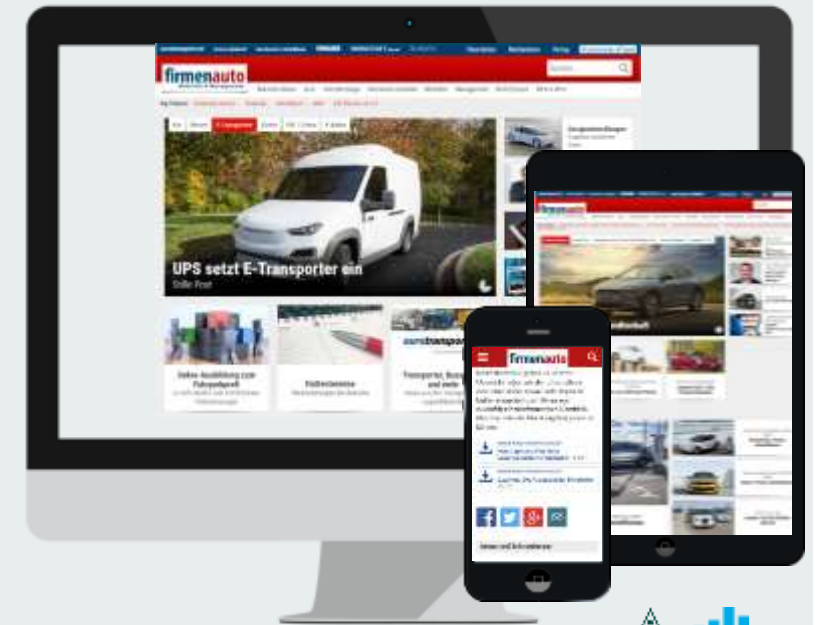
Key data

Target group

- Fleet Managers
- Decision-makers in large companies

Topics and sections

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



Traffic

Page Impressions	112.681
Visits	38.541
Uniques	30.000

The information and news portal for founders and entrepreneurs

Factsheet | foerderland.de

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

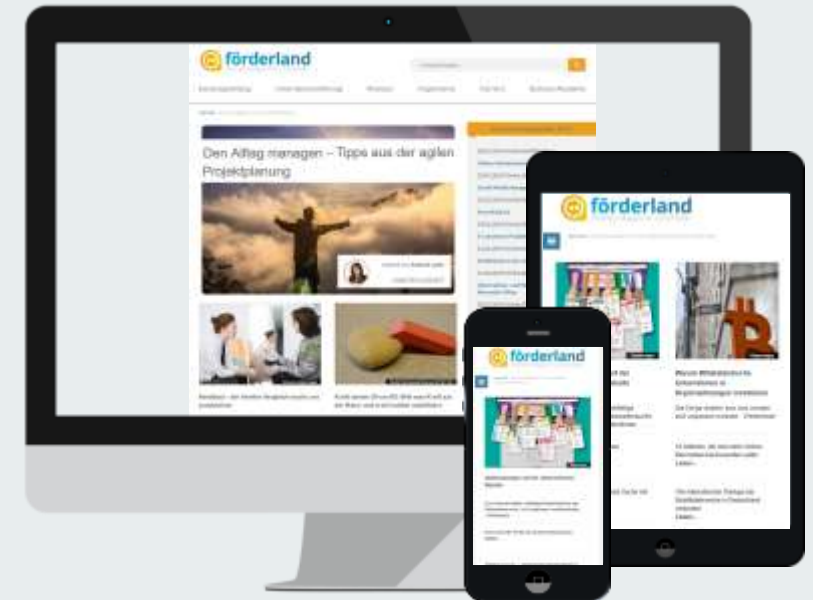
Key data

Target group

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

Topics and sections

- Business
- Management
- Finances
- Organize
- Career



Traffic

Page Impressions	47.447
Visits	32.965
Uniques	13.134
Newsletter	8.000

Gabler Banklexikon Online – The knowledge of the experts

Factsheet | gabler-banklexikon.de

GABLER BANKLEXIKON
Das Wissen der Experten.
Hrsg. von L. Bornholdt, P. Rüdiger, A. Hensch, K. Schäfer und G. Wesslau.

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



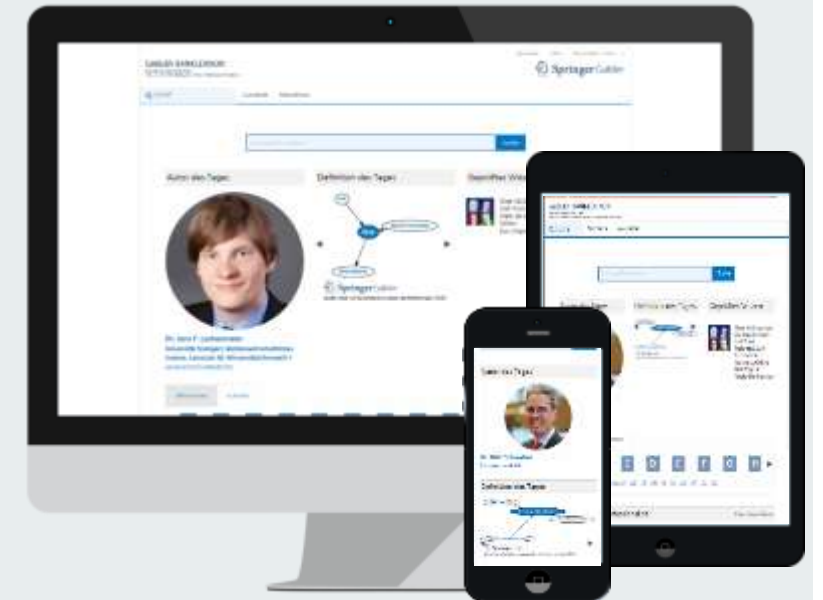
Key data

Target group

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

Topics and sections

- Banking
- National economy
- Banking



Traffic

Page Impressions	53.787
Visits	20.000
Uniques	18.000

Golem.de is the portal for IT professionals and reports fast and competently on all topics of the IT industry. IT management, online experts, marketing and purchasing decision-makers receive background information, purchasing recommendations, market research as well as in-depth analyses and important professional information regarding the potential of products, markets and brands.

Golem.de is the leading independant, high-reach brand for quality journalism in the IT segment: desktop as well as mobile.

Key data

Target group

- CTOs/CIOs, decision-makers IT & Consumer Electronics
- Marketing decision-makers & Online-Professionals
- Purchasing & E-Commerce-Managers
- Developers
- Early Adopters

Topics and sections

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



Traffic

Page Impressions	26.557.979
Visits	12.275.880
Uniques	2.700.000
Newsletter	33.000



Recipes for success for startups and companies

Factsheet | gruenderkueche.de

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

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	281.102
Visits	234.441
Uniques	94.407

The knowledge portal for start-ups and the self-employed

Factsheet | gruenderlexikon.de

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

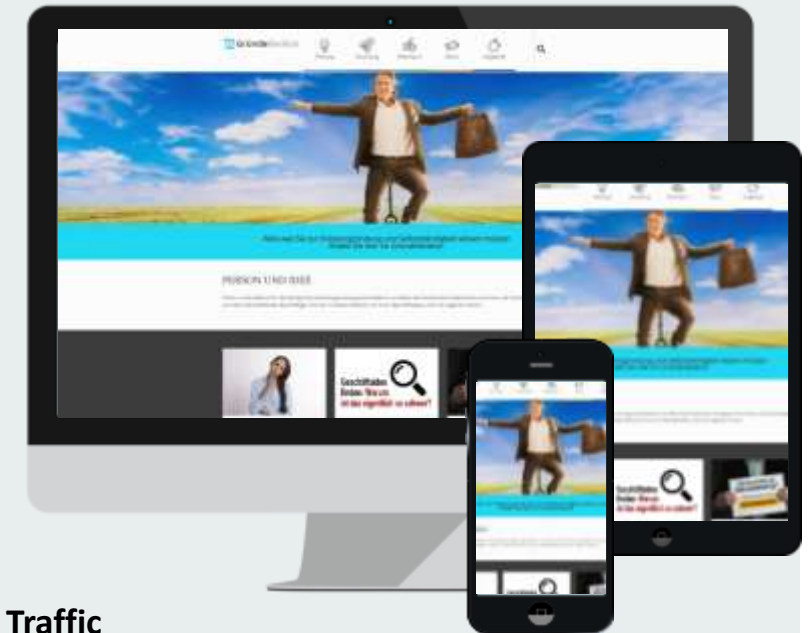
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	40.797
Visits	26.665
Uniques	20.996

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

Factsheet | haeusliche-pflege.net

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

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

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

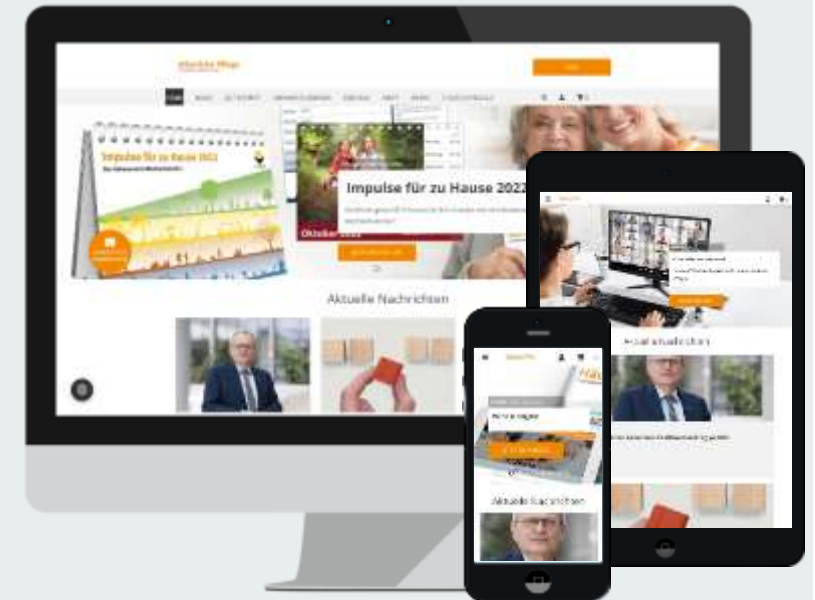
Key data

Target group

- Management of outpatient health and care for the elderly

Topics and sections

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



Traffic

Page Impressions	14.259
Visits	11.010
Uniques	8.501
Newsletter	15.500

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

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

Key data

Target group

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

Topics and sections

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



Gesamt-Traffic Haufe.de



Page Impressions	11.417.339
Visits	7.669.745
Uniques	3.910.000

Haufe.de Section: Occupational health and safety

Factsheet | haufe.de/arbeitsschutz

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

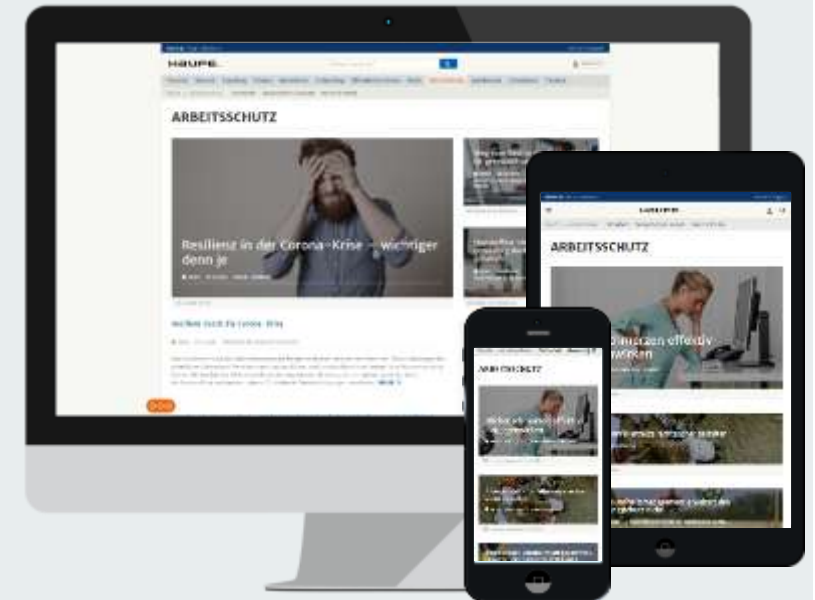
Key data

Target group

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

Topics and sections

- Safety
- Health & Environment
- Law & Politics



Traffic

Page Impressions	81.351
Visits	52.485



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

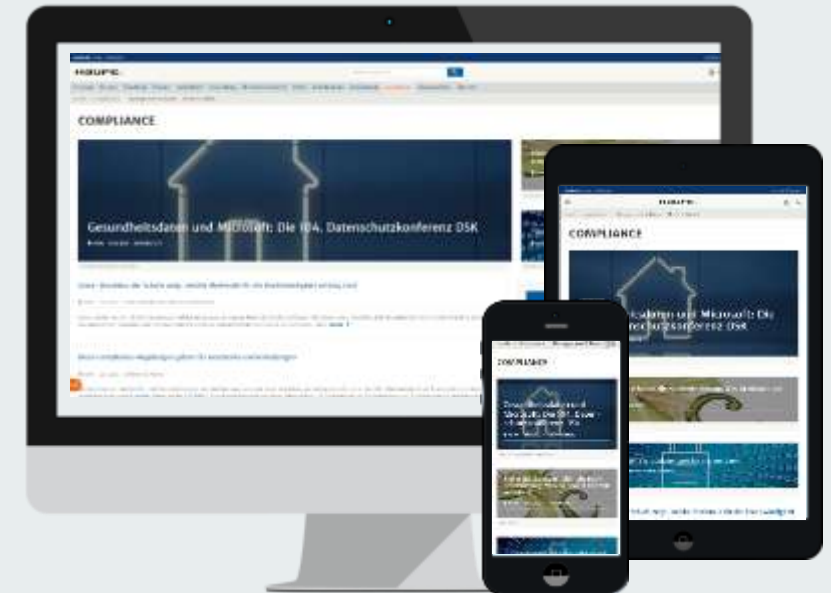
Key data

Target group

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

Topics and sections

- Management & Practice
- Law & Politics



Traffic

Page Impressions	2
Visits	1



Haufe.de Section: Controlling

Factsheet | haufe.de/controlling

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

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

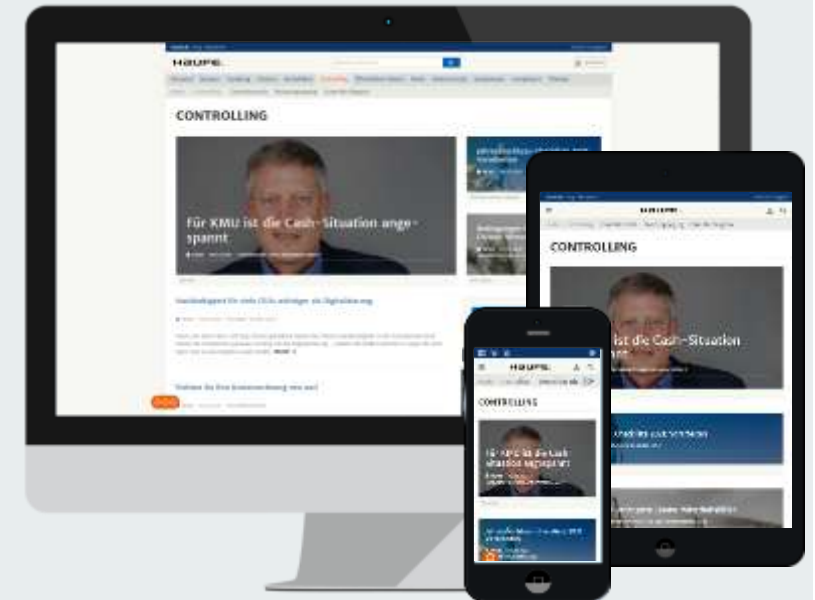
Key data

Target group

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

Topics and sections

- News
- Controlling in practice
- Accounting
- Controller Magazine



Traffic

Page Impressions	32.005
Visits	20.648

Haufe.de Section: Finance

Factsheet | haufe.de/finance

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	1.653.282
Visits	1.066.634



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

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

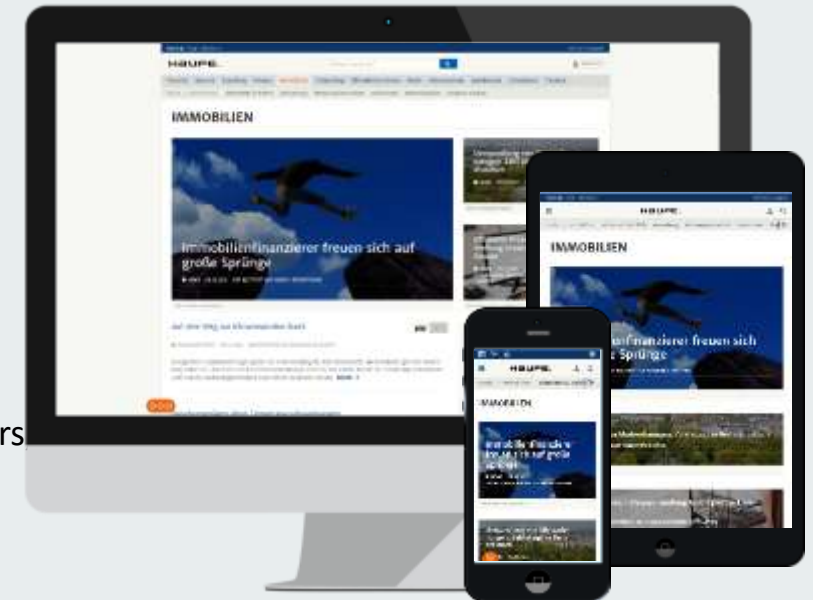
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	133.000
Visits	85.806



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

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

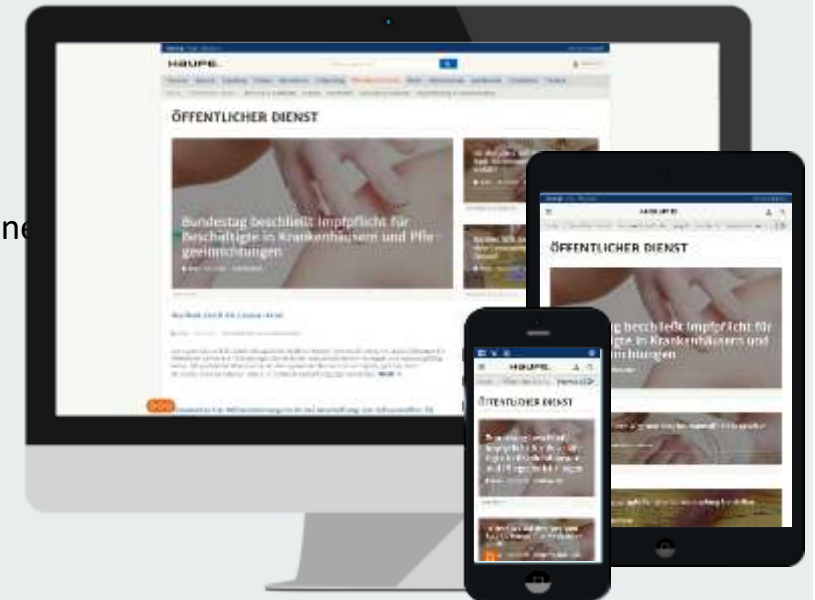
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	262.309
Visits	169.232



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

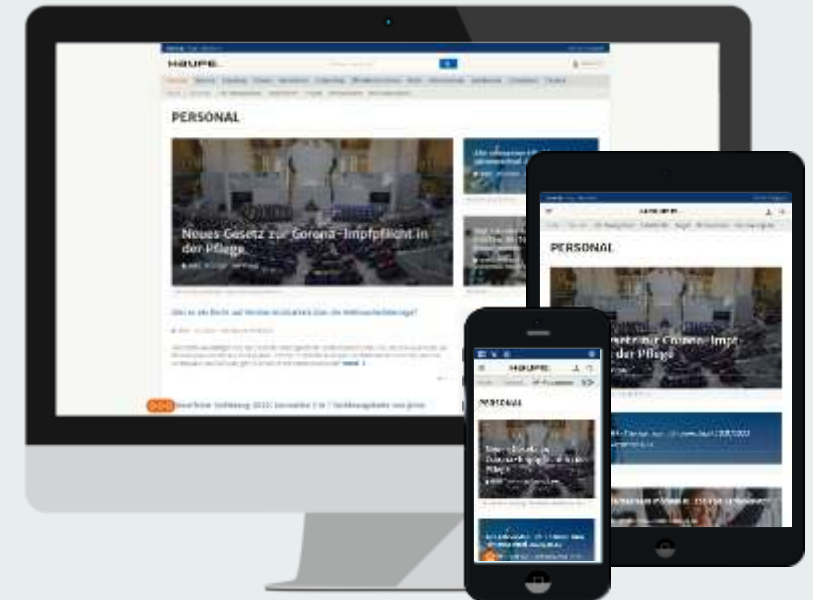
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	1.011.477
Visits	652.566



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

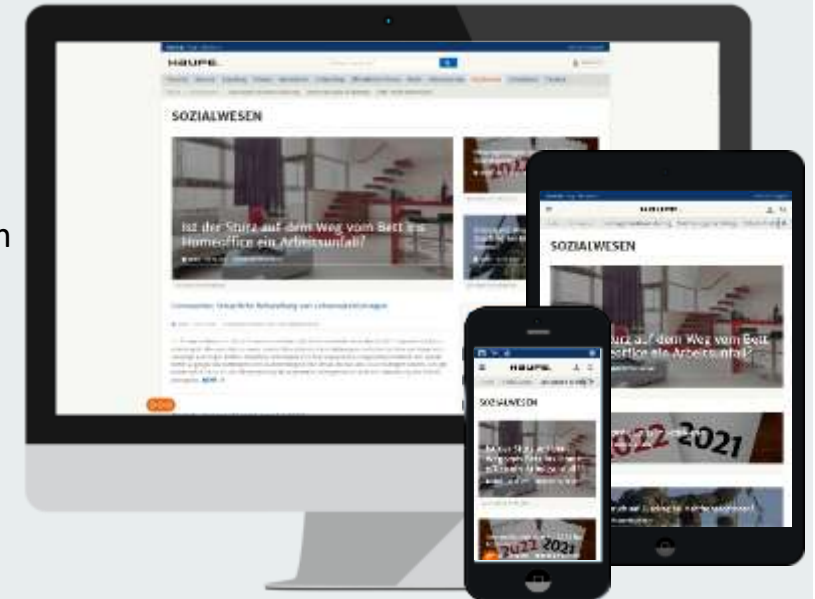
Key data

Target groups

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

Topics and sections

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



Traffic

Page Impressions	113.541
Visits	73.252



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

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

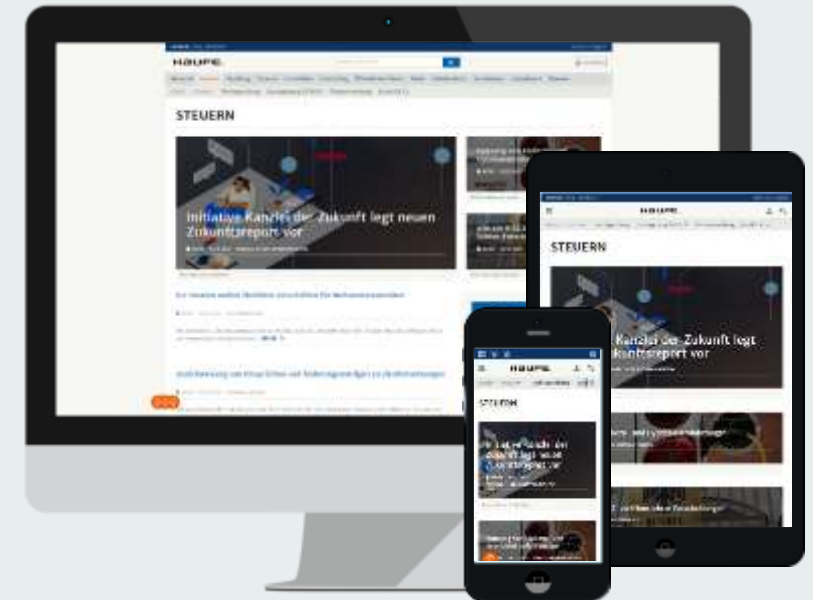
Key data

Target groups

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

Topics and sections

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



Traffic

Page Impressions	432.101
Visits	278.775



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

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

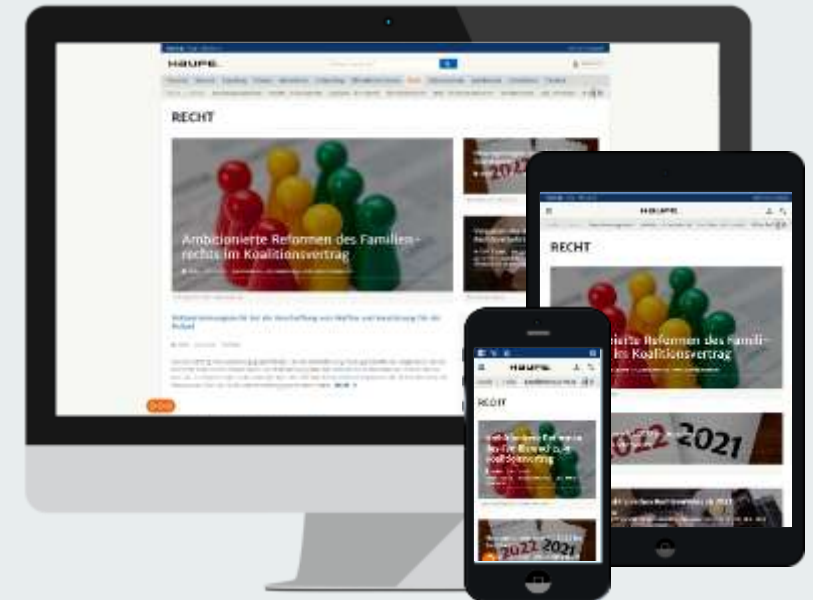
Key data

Target group

- Lawyers
- Professionals in law firms
- Qualified legal practitioners

Topics and sections

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



Traffic

Page Impressions	659.254
Visits	425.325



The decision-maker portal of specialists in building technology

Factsheet | haustec.de

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

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

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

Key data

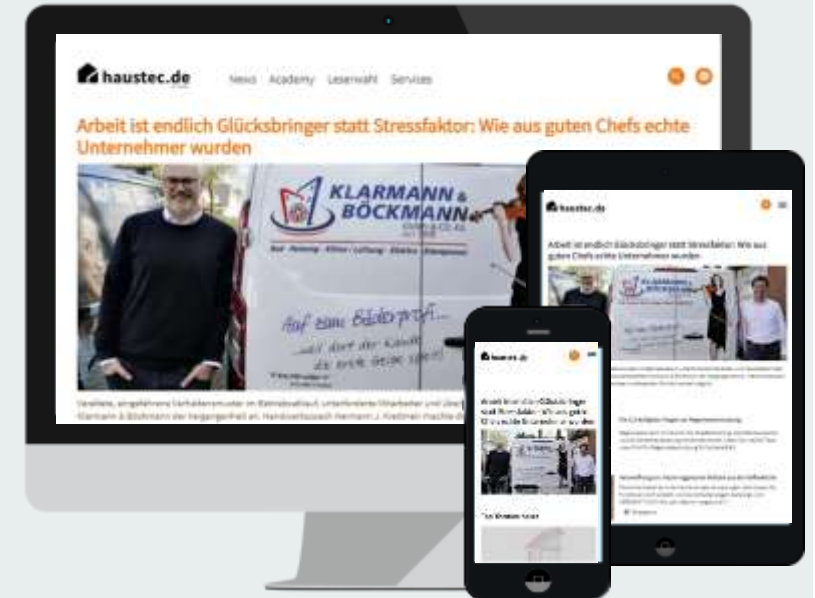
Target group

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

Topics and sections

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

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



Traffic

Page Impressions	882.083
Visits	457.615
Uniques	280.000
Newsletter	18.000



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

The editorial teams report 7 days a week on all events in the IT sector, on the scientific and political environment, on general high-tech topics and on research and science.

heise online - IT news, news and background information

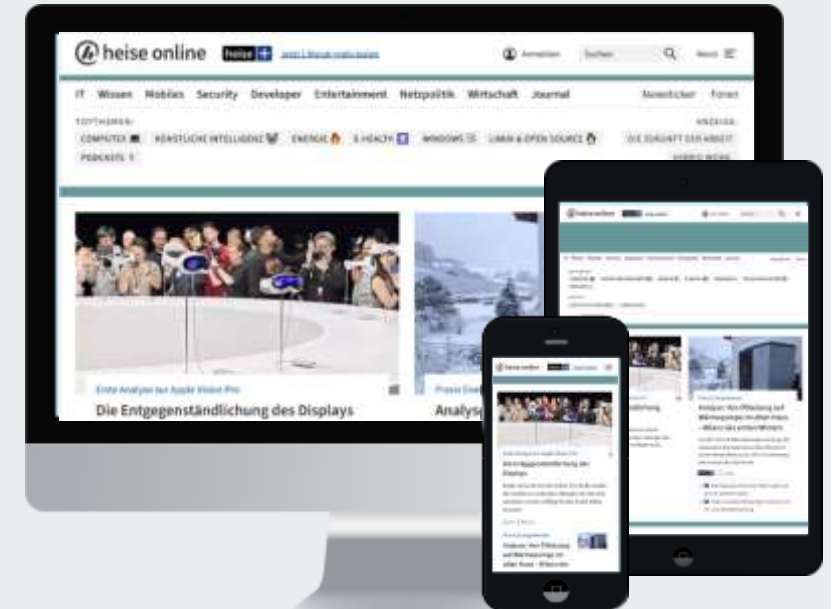
Key data

Target group

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

Topics and sections

- IT
- Developer
- The economy
- Mobile
- Security
- Network policy
- Knowledge
- Journal
- Entertainment



Traffic*

Page Impressions	35.525.867
Visits	17.762.934
Uniques	7.790.000

*GAM-Traffic

Technology Review – The magazine for innovation from Heise

Factsheet | heise.de/tr

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. Heise-Verlag has been publishing the German licensed edition for almost 20 years - with its own editorial team and its own journalistic orientation.

As an advertising partner, you place your ads 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.

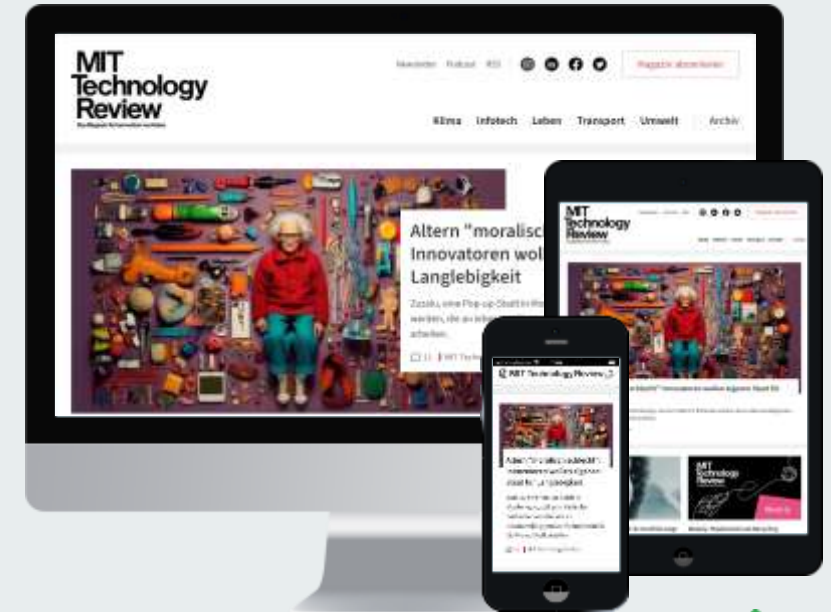
Key data

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

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



Traffic

Page Impressions	655.714
Visits	437.143
Uniques	273.214
Newsletter	11.500

Holzmann Medien - the leading specialist publisher for addressing craftsmen

The network with B2B decision-makers from craft enterprises

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

Topics and sections

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

DHZ Deutsche
Handwerks
Zeitung

handwerk
magazin

Die **Fleischerei**

boden.wand.decke
bwd

GFF

R+WTextilservice

rationell
reinigen

Si

sicht
sonnenschutz
Raumkomfort und Gebäudehülle

Naturstein

Holzmann Medien handwerks-channel



Websites	11 Portale
Page Impressions	1.373.985
Visits	798.578
Uniques	711.194
Newsletter subscribers	84.415

Target group

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

The online platform of the largest craft newspaper in Germany

Factsheet | DHZ | deutsche-handwerks-zeitung.de

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

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

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

Key data

Target groups

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

Topics and sections

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



Traffic

Page Impressions	780.058
Visits	480.491
Uniques*	280.000
Newsletter	29.180

*Messung der Uniques mit etracker

The business magazine for entrepreneurs from the craft sector

Factsheet | handwerk magazin | handwerk-magazin.de

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	222.193
Visits	147.260
Uniques*	50.000
Newsletter	13.120

*Messung der Uniques mit etracker

The media of the Holzmann Medien craft segment

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



boden-wand-decke.de

Target group	Traffic	
Opinion leaders, decision-makers and specialists from the flooring industry.	Page Impressions	44.033
	Visits	21.856
	Uniques*	9.323
	Newsletter	6.090

*Source: Uniques by etracker



fleischerei.de

Target group	Traffic	
Owners of specialist butchers as well as managing directors, executives and decision-makers in the meat processing industry and supplier companies.	Page Impressions	18.112
	Visits	11.755
	Uniques*	6.271
	Newsletter	2.020

*Source: Uniques by etracker

The media of the Holzmann Medien Craft-Channel

Factsheet | gff-magazin.de | rationell-reinigen.de



gff-magazin.de

Target group	Traffic	
Glaziers, window, façade and metal constructors incl. assembly companies,	Page Impressions	35.375
Specialist dealers, architects, specialist planners and experts, industry.	Visits	19.100
	Uniques*	5.681
	Newsletter	3.440

*Messung der Uniques mit etracker



rationell-reinigen.de

Target group	Traffic	
Decision-makers in service companies, public and private clients, self-cleaners and retailers for cleaning/hygiene technology.	Page Impressions	90.523
	Visits	34.968
	Uniques*	18.092
	Newsletter	6.550

*Messung der Uniques mit etracker

The media of the Holzmann Medien Craft-Channel

Factsheet | rw-textilservice.de | si-shk.de



rw-textilservice.de

Target group	Traffic	
Entrepreneurs, specialists and executives from all areas of the textile care industry.	Page Impressions	24.474
	Visits	10.927
	Uniques*	5.637
	Newsletter	2.080

* Source: Uniques by etracker



si-shk.de

Target group	Traffic	
Sanitary installers, heating engineers, air conditioning technicians, planners and architects, market partners from trade and industry in the HVAC sector.	Page Impressions	137.950
	Visits	6.210
	Uniques*	16.296
	Newsletter	12.090

* Source: Uniques by etracker

The media of the Holzmann Medien Craft-Channel

Factsheet | sicht-sonnenschutz.com | natursteinonline.de



sicht-sonnenschutz.com

Target group	Traffic	
Roller shutter and sun protection mechatronics technicians, interior decorators, R+S craftsmen, architects, (specialist) planners, experts.	Page Impressions	21.267
	Visits	10.102
	Uniques*	2.597
	Newsletter	3.050

The specialist portal for HR managers

Factsheet | humanresourcesmanager.de

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

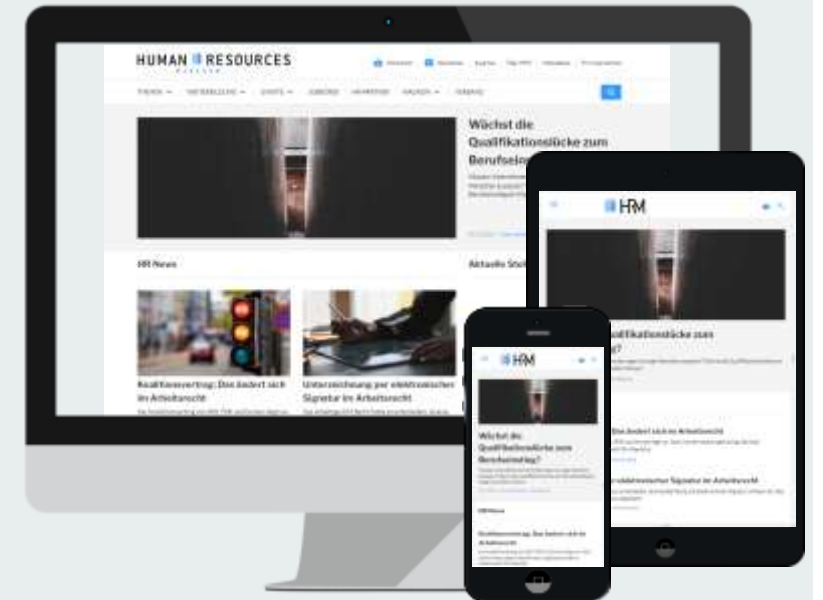
Key data

Target group

- HR Managers
- Recruiters
- Human Resources Assistants

Topics and sections

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



Traffic

Page Impressions	50.000
Visits	36.000
Uniques	30.000

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	607.238
Visits	334.827
Uniques	280.000
Newsletter	19.000



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

Factsheet | industry-of-things.de



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

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

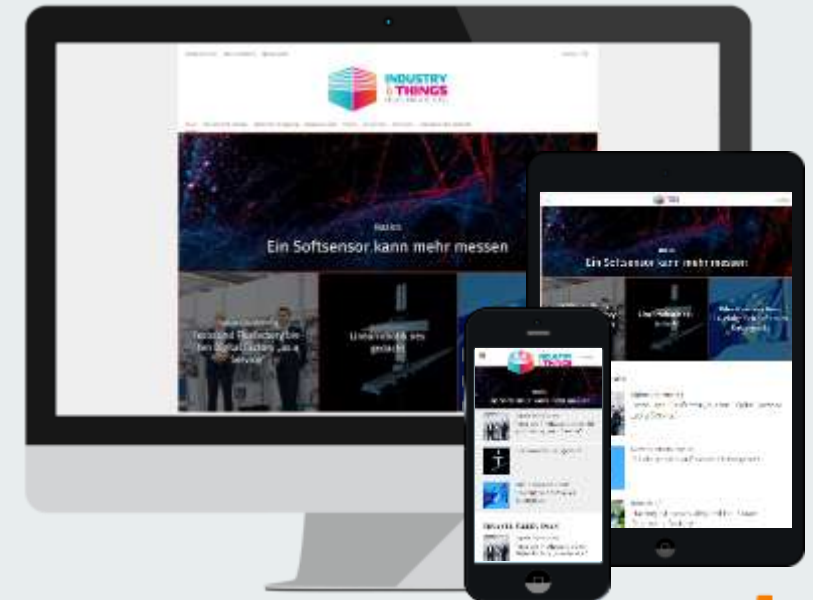
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	100.024
Visits	56.705
Uniques	52.606



The News Portal for Engineers

Factsheet | ingenieur.de

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

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

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

VDI verlag

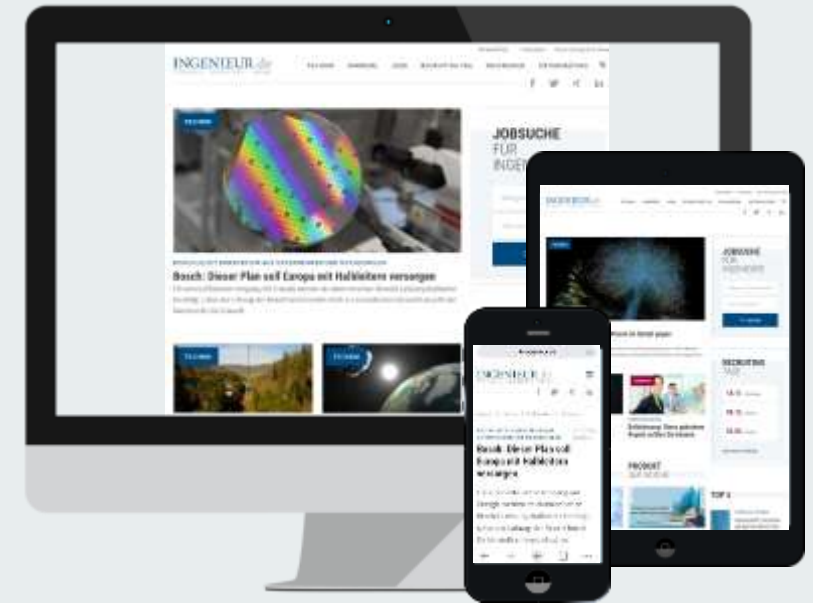
Key data

Target group

- Engineers from all industries

Topics and sections

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



Traffic

Page Impressions	1.364.912
Visits	849.466
Uniques	510.000
Newsletter	40.000



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

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

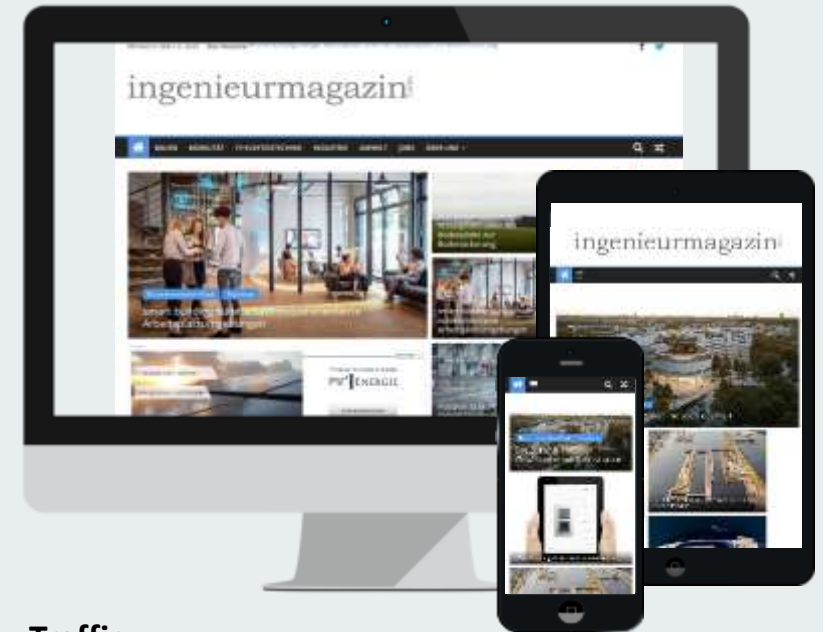
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	2.302
Visits	1.256
Uniques	785
Newsletter	1.200

The online magazine for professional system and network administration

Fact Sheet | IT Administrator | it-administrator.de

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

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

Key data

Target audience

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

Topics and sections

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



Traffic

Page Impressions	35.852
Visits	23.914
Uniques	13.677

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

Key data

Target group

- Founders
- Decision-makers in AI
- Entrepreneurs
- Venture capital providers / investors

Topics and sections

- News
- Startups
- Investments
- Artificial intelligence
- Events



Traffic

Page Impressions	249.457
Visits	210.294
Uniques	129.121
Newsletter	1.000

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

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

Key data

Target audience

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

Sections

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

Topics

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



Traffic

Page Impressions	218.793
Visits	143.212
Uniques	100.000



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

Factsheet | kfz-betrieb.vogel.de

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

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

Key data

Target groups

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

Topics and sections

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



Traffic

Page Impressions	745.516
Visits	289.137
Uniques	268.238



The platform of the German-speaking corporate communication scene

Factsheet | kom.de

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

Key data

Target group

- Press Officers
- Corporate Communications Officers
- PR Manager

Topics and sections

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



Traffic

Page Impressions	111.702
Visits	27.926
Uniques	9.973

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

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

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

Key data

Target group

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

Topics and sections

- Development
- Construction
- Components and Systems



Traffic

Page Impressions	185.879
Visits	100.222
Uniques	92.978



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

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

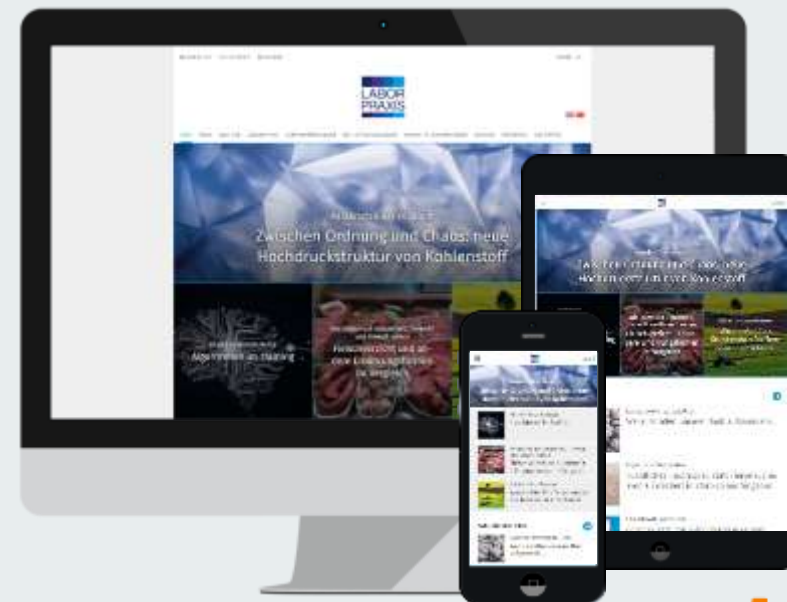
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	138.080
Visits	72.795
Uniques	67.533



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

Factsheet | landwirt.com

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

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

Minimum gross booking volume: €5,000.

Key data

Target group

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

Sections

- Machines
- Classifieds
- Auction
- (Live) Videos

Topics

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



Traffic (Anteil Deutschland)	Publisher Angaben
Page Impressions	3.615.003
Visits	1.064.217
Uniques	607.171

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

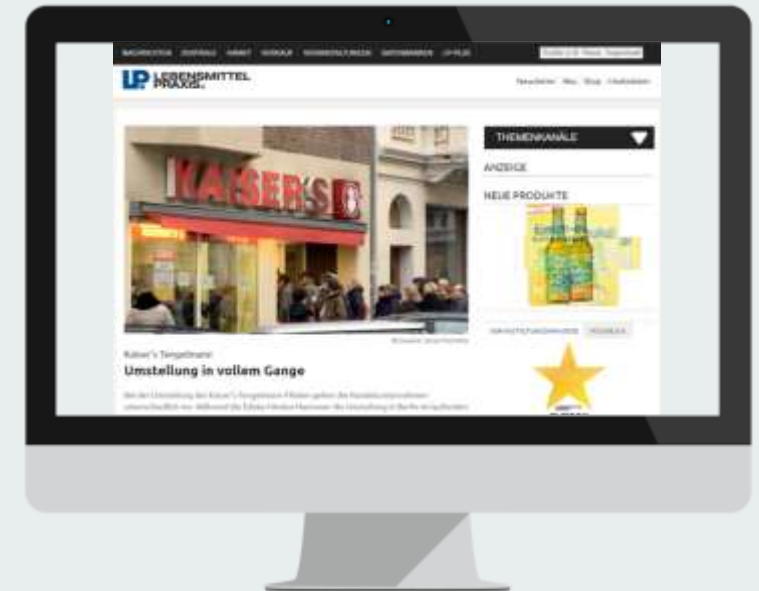
Key data

Target Groups

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

Topics and sections

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



Traffic

Page Impressions	103.583
Visits	48.150
Uniques	35.845
Newsletter	8.000

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

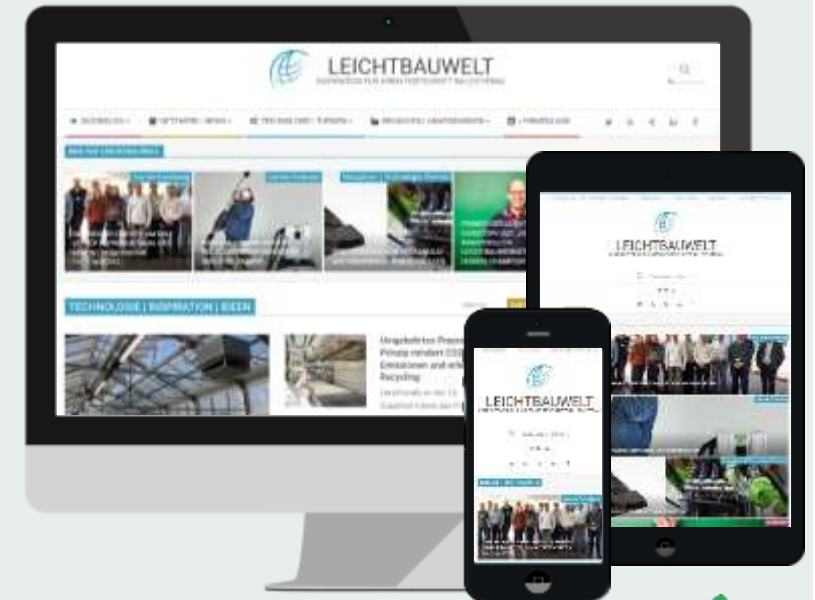
Key data

Target group

- Pioneers of the world of lightweight construction

Topics and sections

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



Traffic

Page Impressions	41.140
Visits	27.741
Uniques	23.834
Newsletter	1.500

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

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

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

Key data

Target group

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

Topics and sections

- LinuxUser
- Artikel-Archiv
- Forum



Traffic

Page Impressions	103.435
Visits	63.787
Uniques	60.000



Linux-magazin.de – The B2B portal about Linux and open source software

Factsheet | linux-magazin.de



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

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

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

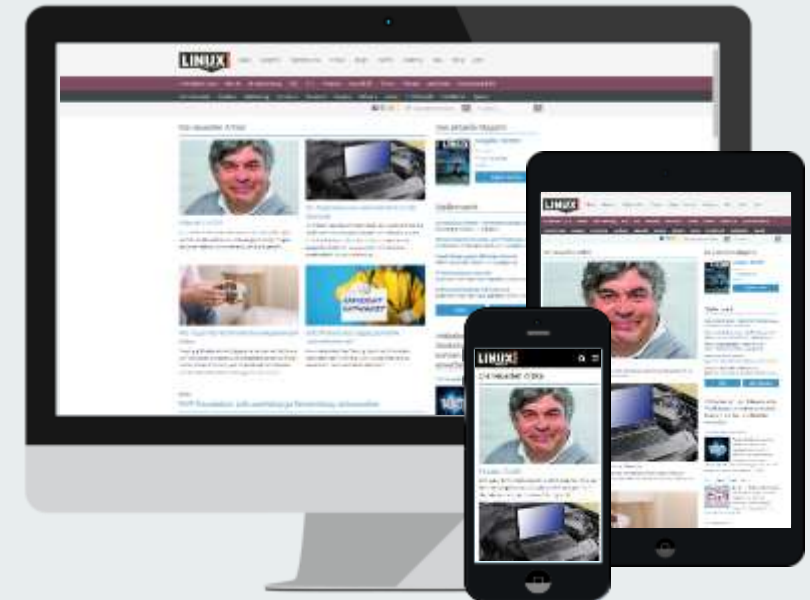
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	147.614
Visits	73.521
Uniques	40.000
Newsletter	5.500



Germany's widest-reaching online news portal for lawyers

Factsheet | lto.de



LTO.de is the online news portal with the widest reach for lawyers in Germany and a central point of contact for the entire legal sector. LTO offers its readers an up-to-date range of high-quality legal content on a daily basis. The focus is on news on law and legislation as well as journalistically prepared background articles and analyses by respected specialist authors. Sample documents, various calculators and statistics are also available.



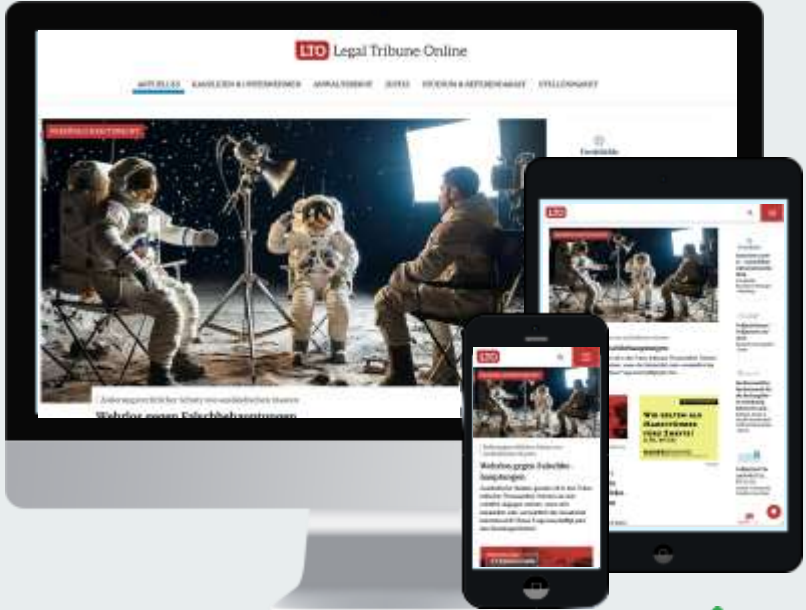
Key data

Target group

- Specialists and managers from the legal field
- Corporate lawyers
- Lawyers, law firm partners
- Tax consultants

Topics and sections

- News
- Background information



Traffic

Page Impressions	533.521
Visits	333.451
Uniques	195.000
Newsletter	38.000

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

Factsheet | marconomy.de

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

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

Inspiration for marketing and communication in business – marconomy.

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	76.911
Visits	32.944
Uniques	30.563



marketing-BÖRSE is the largest German-language specialist directory for marketing. Over 20,000 specialist providers from marketing, sales & IT are represented. Marketing-BÖRSE connects companies, associations and experts. Marketing-BÖRSE brings together all marketing topics in a clear and compact way. The portal contains the latest news and high-quality specialist articles as well as market overviews, podcasts, tenders and current online and live events.

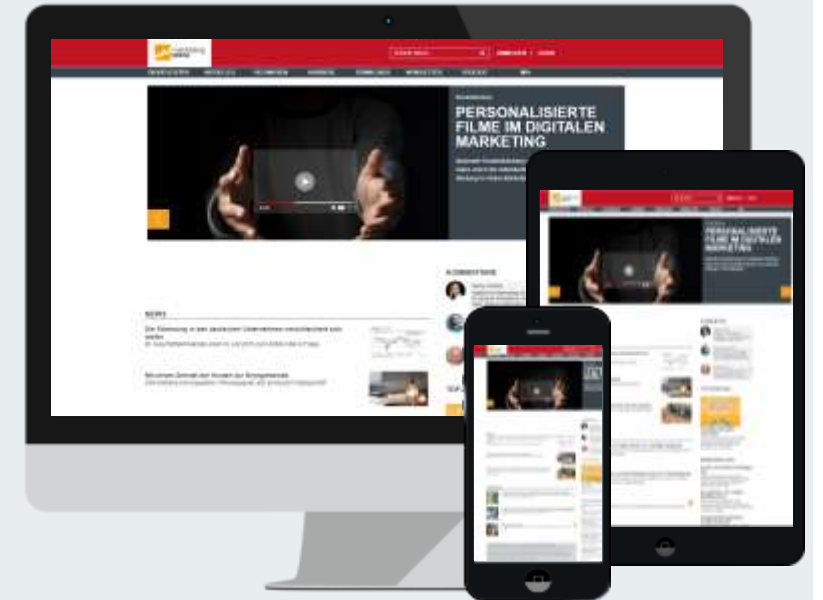
Key data

Target group

- Marketing decision-makers from the marketing and communications industry
- Project managers for marketing, sales and distribution
- Decision-makers in the software and IT scene
- Marketing enthusiasts from all sectors

Topics and sections

- Service provider
- News & Events
- Specialist knowledge
- Your career



Traffic

Page Impressions	39.551
Visits	21.270
Uniques	14.889

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 supplier industry

Topics and sections

- News
- Trends/Studies
- Dates
- 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 level. Business news, industry news, management topics, interviews and trend reports accompany the market activities of the entire manufacturing industry.

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

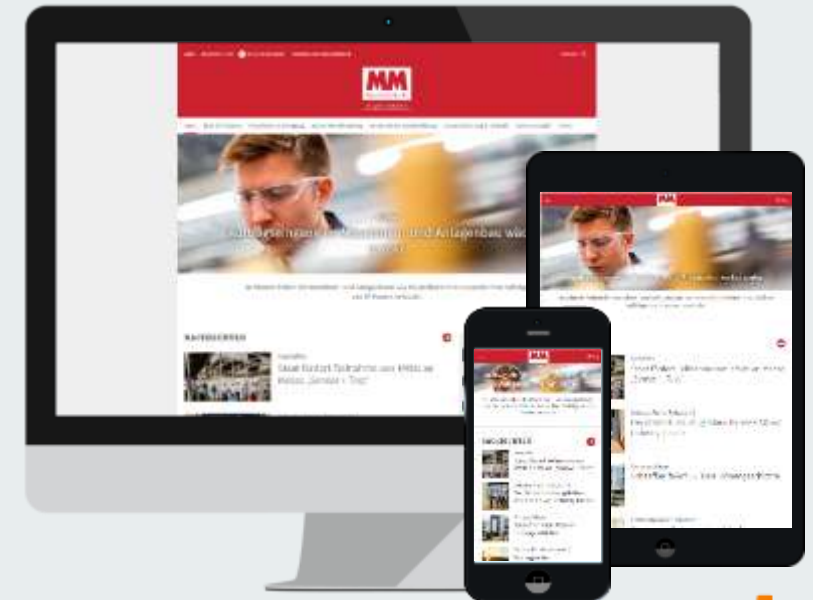
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	298.480
Visits	157.551
Uniques	146.163



For the Successful Entrepreneur in the Building & Construction Industry

Factsheet | meistertipp | meistertipp.de

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

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

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

Key data

Target groups

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

Topics and sections

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



Traffic

Page Impressions	10.785
Visits	6.267
Uniques	4.374

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

Factsheet | messen.de



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

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

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

Key data

Target groups

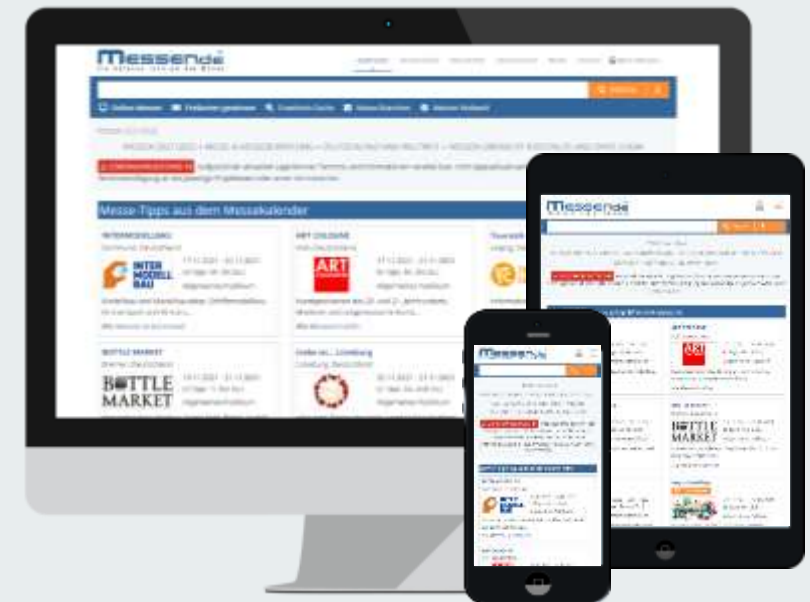
- Fair visitors & Fair exhibitors
- Private & business clients
- Fair managers

Sections

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

Topics

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



Traffic

Page Impressions	1.716.119
Visits	692.898
Unique Visitors*	900.000



*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 over 15 years and presents industry-relevant products, processes and applications. The range of topics covers the areas of conveyor technology, warehouse 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 decision-makers in logistics processes in companies with more than 100 employees as well as in haulage companies and other logistics service providers.

Key data

Target group

- Owners and Managing Directors
- Decision-makers in logistics processes in companies > 100 employees, freight forwarders and logistics service providers

Topics and sections

- 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, which promotes and promotes the exchange and discussion of all relevant smart mobility topics. It has its finger on the pulse, is clearly structured and an indispensable interface between manufacturers, suppliers and technology providers.

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

Key data

Target groups

- Electronics Developers
- Engineers in the automotive and supplier industry

Topics and sections

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



Traffic

Page Impressions	80.001
Visits	37.437
Uniques	34.731



The business magazine for business decision-makers and founders

Factsheet | onpulson.de

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

Key data

Target groups

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

Topics and sections

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



Traffic

Page Impressions	22.183
Visits	17.230
Uniques	15.399

The decision-maker information portal for the international paper industry

Factsheet | paper-world.com

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

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

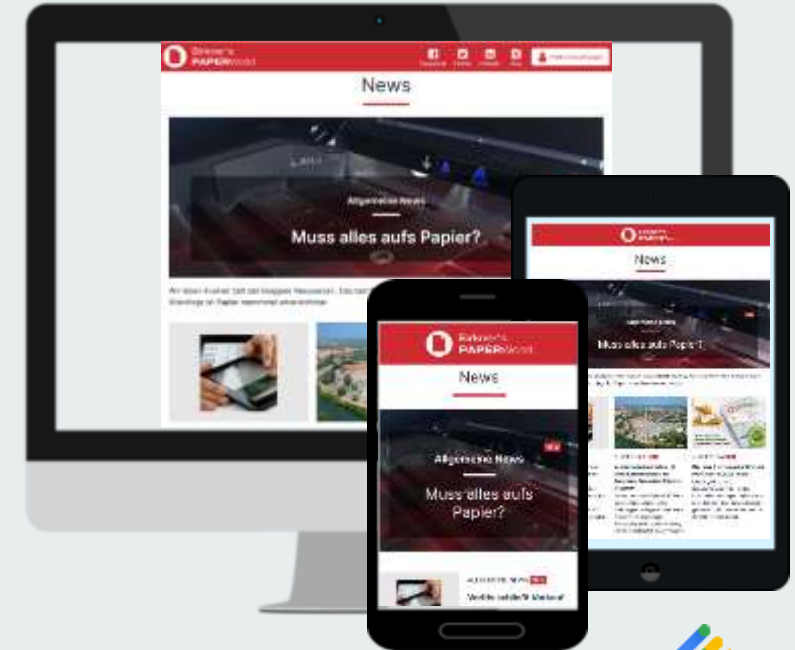
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	26.420
Visits	15.158
Uniques	7.579

The specialist portal for HR decision-makers

Factsheet | personal-wissen.de

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

Key data

Target group

- HR Managers
- Recruiters
- Human Resources Assistants

Topics and sections

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



Traffic

Page Impressions	3.870
Visits	1.846
Uniques	977



Germany's specialist portal for political communication

Factsheet | politik-kommunikation.de

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

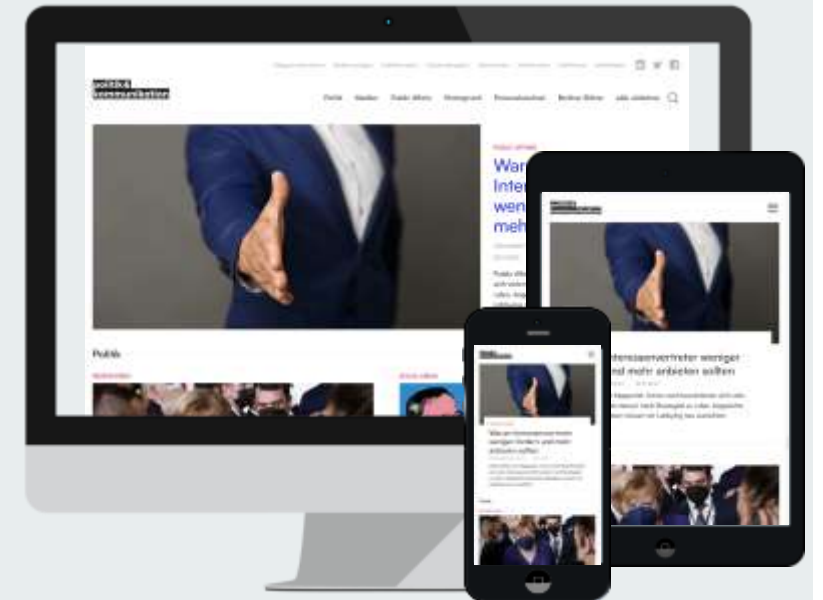
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	41.000
Visits	29.500
Uniques	30.000
Newsletter	20.000

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

Factsheet | process.vogel.de



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

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

Key data

Target groups

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

Topics and sections

- Automation
- Plant
- Fluidics
- Process engineering
- Safety



Traffic

Page Impressions	184.937
Visits	104.745
Uniques	97.174



Profi.de – The portal for professional agricultural technology

Factsheet | profi.de

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

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

Profi.de is published by Landwirtschaftsverlag Münster.

Key data

Target group

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

Topics and sections

- News
- Multimedia
- Market
- Guides
- And more



Traffic

Page Impressions	23.572
Visits	10.863
Uniques	6.544

Proplanta.de - The Agricultural Information Centre

Factsheet | proplanta.de



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

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

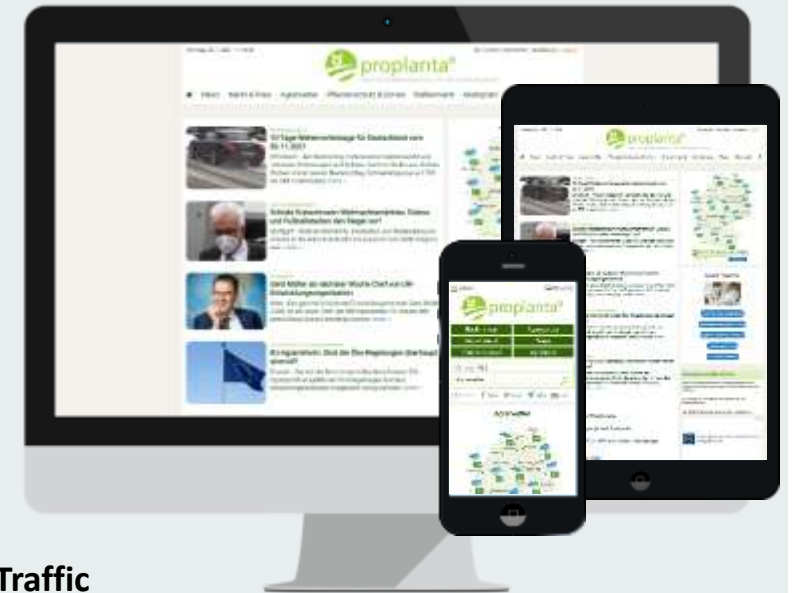
Key data

Target group

- Farmers
- Agricultural machinery supplier
- Agricultural machinery technician

Topics and sections

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



Traffic

Page Impressions	1.332.513
Visits	455.004
Uniques	247.002
Newsletter	4.000

The solution-oriented online magazine around the Raspberry Pi

Factsheet | raspberry-pi-geek.de

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

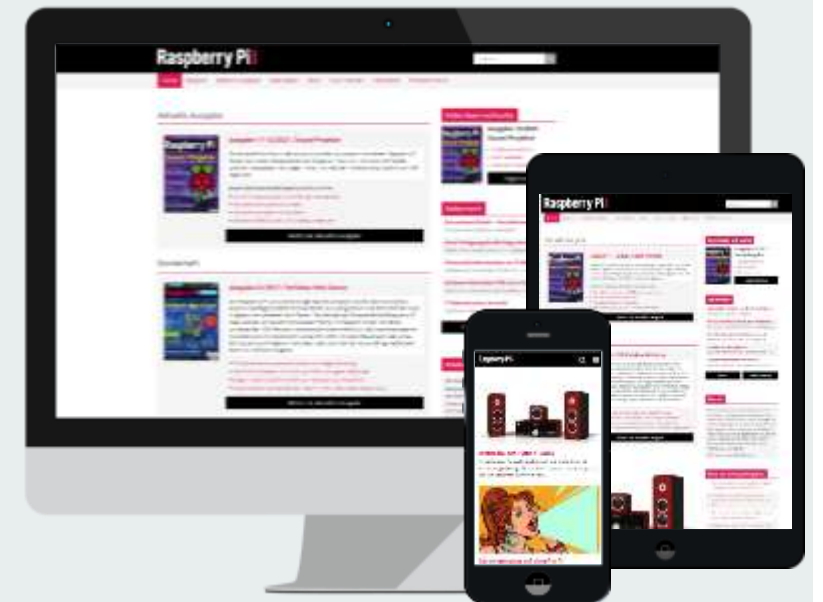
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	46.801
Visits	26.322
Uniques	19.911

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

Factsheet | sbz-monteur.de

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

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

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

Key data

Target group

- HVAC decision-makers of today and tomorrow

Topics and sections

- Sanitary
- Heating
- Refrigeration & Ventilation
- Energy



Traffic

Page Impressions	115.639
Visits	60.631
Uniques	40.000



Expert Knowhow for Office Management

Factsheet | sekretaria | sekretaria.de



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

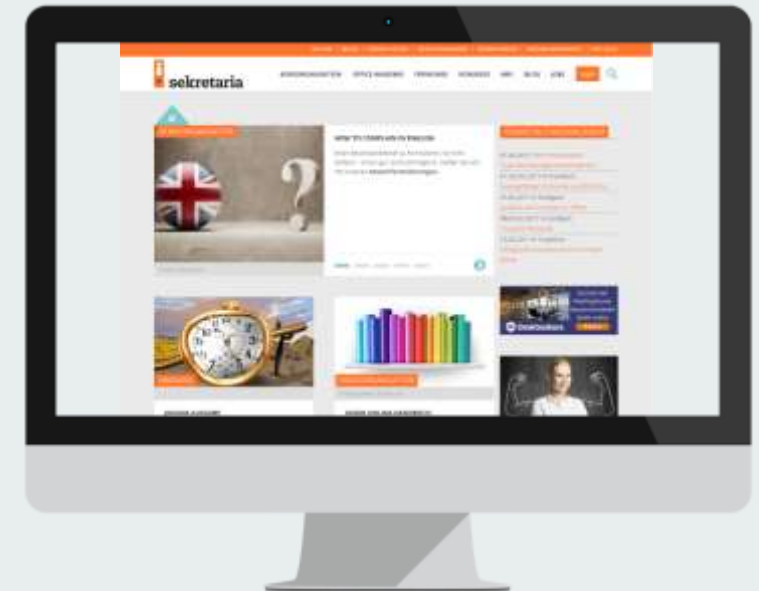
Key data

Target groups

- Secretaries
- Multilingual secretaries
- Personal assistants
- Management Assistents

Topics and sections

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



Traffic



Page Impressions	54.791
Visits	301.811
Uniques	103.000
Newsletter	18.500



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

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

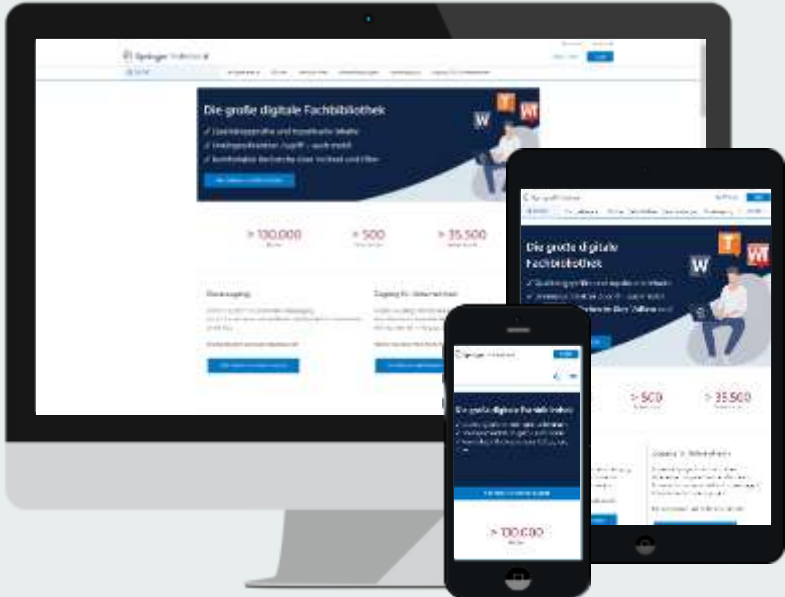


Key data

Target group & Sections

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

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



Traffic



Page Impressions	1.040.908
Visits	405.712
Uniques	230.000
Newsletter	20.290

Staplerberater.de – The specialist portal for industrial forklift trucks

Factsheet | staplerberater.de



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

Key data

Target group

- Logistics
- Entrepreneur
- Warehouse managers

Topics and sections

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



Traffic

Page Impressions	21.612
Visits	9.959
Uniques	6.000

The online platform that centrally maps the startup landscape in Germany

Factsheet | startbase.de

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

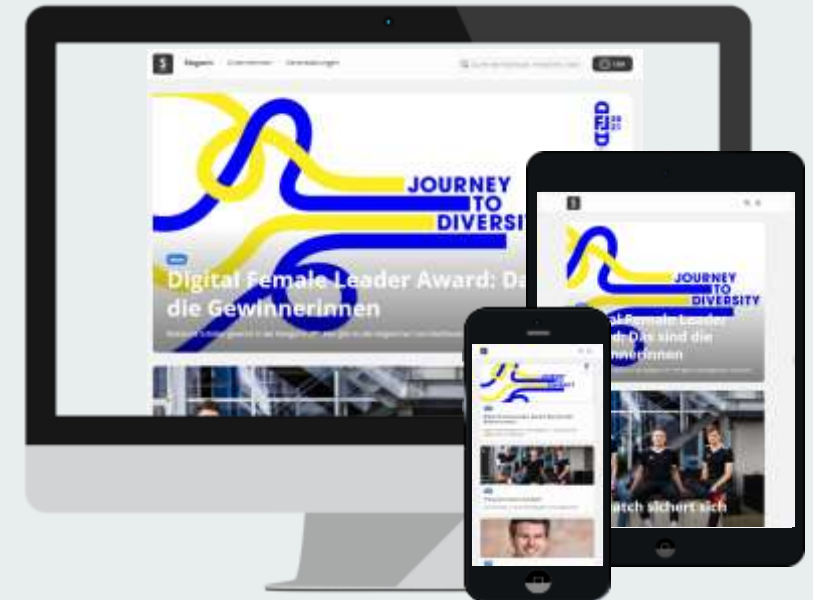
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	79.000
Visits	41.000
Uniques	34.000

The start-up magazine for startups and young entrepreneurs

Factsheet | starting-up.de

starting^{up}

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	15.017
Visits	10.126
Uniques	6.828
Newsletter	11.900

The information portal about the international start-up scene

Factsheet | startupvalley.news

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

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

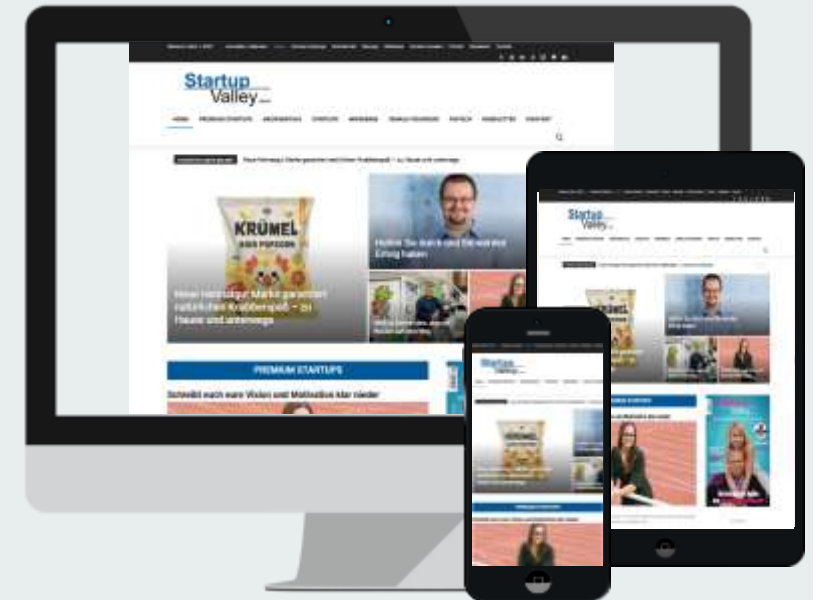
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	8.316
Visits	4.472
Uniques	2.742
Newsletter	6.000

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

The editorial team provides well-founded and practical information on groundbreaking technologies, digital marketing, e-commerce and groundbreaking topics of the future.

t3n provides the relevant information for success and innovation in the digital economy. t3n offers useful content for a unique, engaged community: web workers, designers and developers, entrepreneurs and managers, marketers, merchants and media makers.

Key data

Target group

- CTOs/CIOs, Freelancer, Startups, Gründer
- Online-Marketers, SEO-/SEA-Consultants
- E-Commerce-Manager, Early Adopters
- Webentwickler, -master, -designer
- Social Media Manager, Content-Manager

Topics and sections

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



Traffic

Page Impressions	9.595.402
Visits	7.677.259
Uniques	1.370.000
Newsletter	54.000

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

Factsheet | tageskarte.io



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

Key data

Target group

- Hoteliers
- Restaurant owners
- Supplier industry

Topics and sections

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



Traffic

Page Impressions	313.752
Visits	154.656
Uniques	5.000
Newsletter	15.000

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

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

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

Key data

Target group

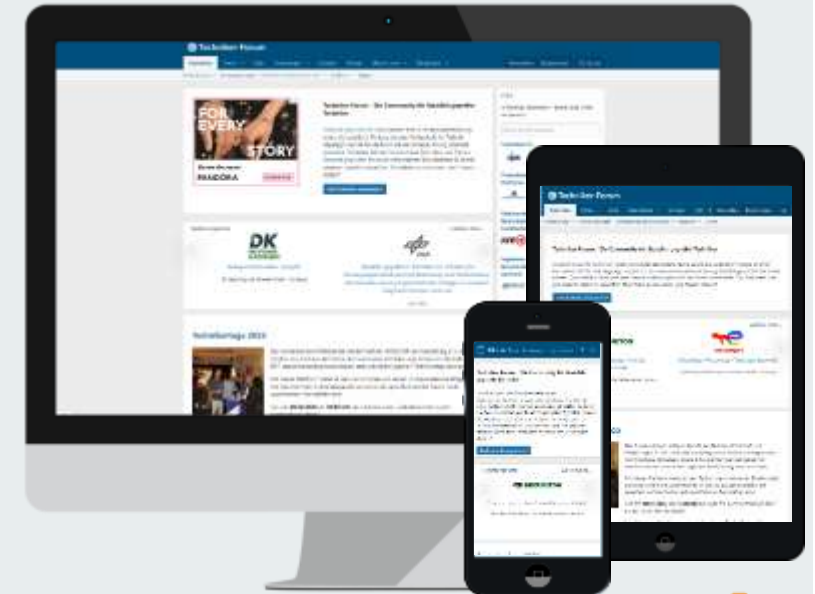
- State-certified technicians
- Technical Business Economists
- Engineers | Skilled worker
- Young professionals in the industry

Differentiated forums and focal points

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

Topics

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



Traffic

Page Impressions	227.490
Visits	112.496
Unique Visitors	89.149



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

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	1.317
Visits	527
Uniques	494

TN-Germany is the portal for tourism and destination management

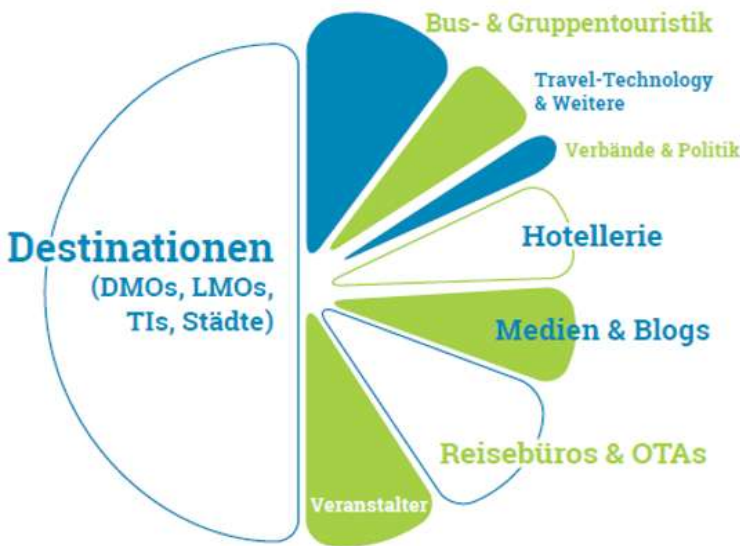
Factsheet | TourismusNews | tn-deutschland.com



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

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

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



Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	2.022
Visits	1.717
Uniques	1.110
Newsletter	14.600

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

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

Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions*	9.468.748
Visits	2.943.208
Uniques	1.827.007
Newsletter	49.000



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

The trade magazine for the hotel industry

Factsheet | tophotel.de



Tophotel.de is the hotel industry's trade magazine for decision-makers and other employees in the hotel industry, investors and project planners. Hoteliers consult the portal for the latest news and trends, management and leadership, technology, food and current people and brand news, market analyses and impulses for the hotel business, as well as for guidance on technical and design-related investment issues.

Tophotel.de is the digital information hub for the hotel industry with a 360° view in content partnership with 'HOTEL+TECHNIK'.

Key data

Target group

- Hoteliers
- Restaurateurs
- Supplier industry
- Interested parties
- Managers and decision-makers

Topics and sections

- Politics & Economy
- Operational management
- Law + Taxes
- Education
- Panorama
- Topics
- Regional matters



Traffic

Page Impressions	180.585
Visits	104.031
Uniques	89.682
Newsletter	7.500

The independent news service around sustainability and CSR

Factsheet | umweltdialog.de

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

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

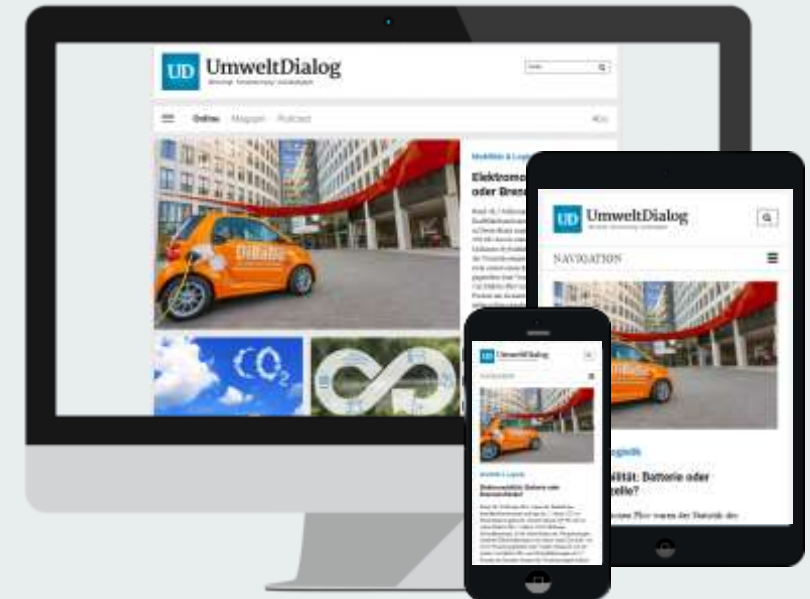
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	10.591
Visits	3.616
Uniques	3.229
Newsletter	16.300

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

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

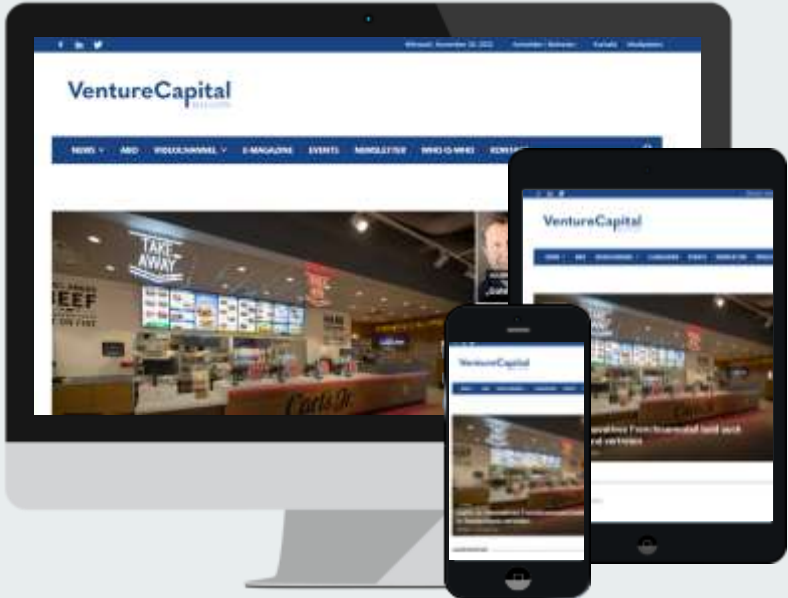
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	195.429
Visits	114.779
Uniques	150.000
	5.600

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

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

Key data

Target group

- Engineers from all sectors of the economy

Topics and sections

- Technology
- Economy
- Career



Traffic

Page Impressions	143.253
Visits	121.678
Uniques	76.049
Newsletter	28.000

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

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

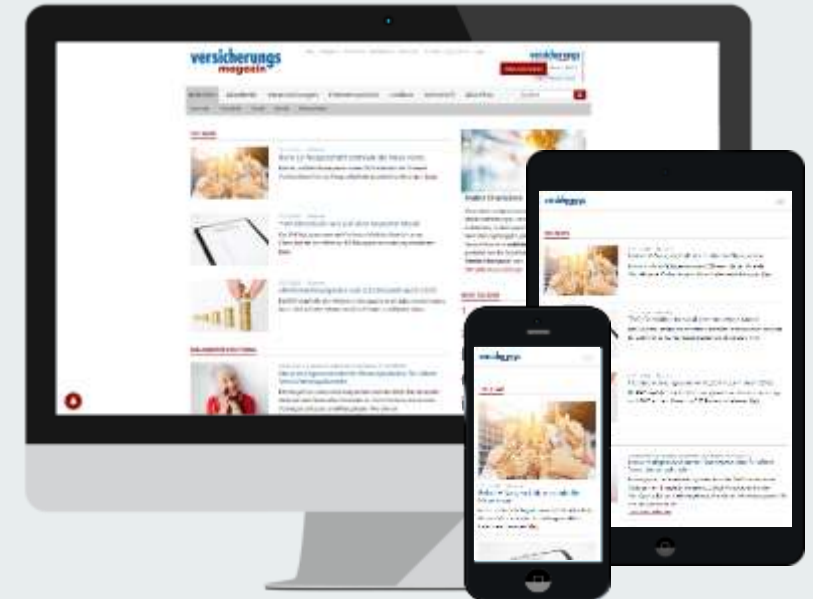
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	35.300
Visits	27.708
Uniques	17.318
Newsletter	5.900

The daily news report from the insurance industry

Factsheet | versicherungswirtschaft-heute.de

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

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

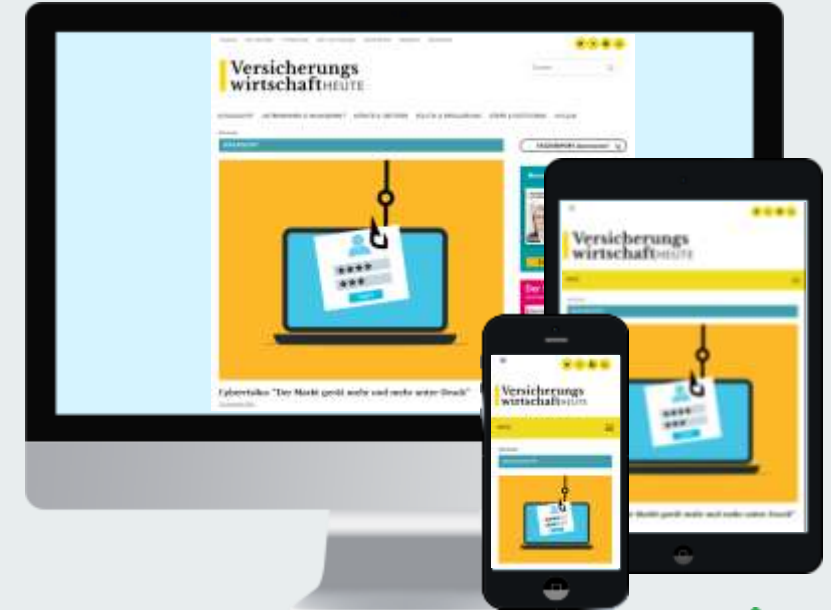
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	51.755
Visits	28.753
Uniques	17.252
Newsletter	12.600

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

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

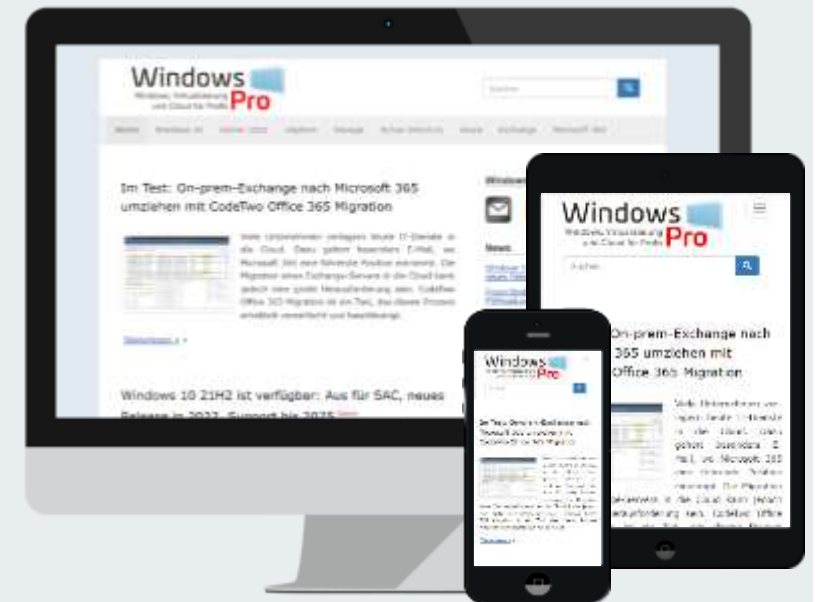
Key data

Target group

- IT decision-makers
- IT/IT specialists

Topics and sections

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



Traffic

Page Impressions	113.390
Visits	100.878
Uniques	80.000



Gabler Wirtschaftslexikon Online – The knowledge of the experts

Factsheet | wirtschaftslexikon.gabler.de

GABLER WIRTSCHAFTSLEXIKON
Das Wissen der Experten.



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

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

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

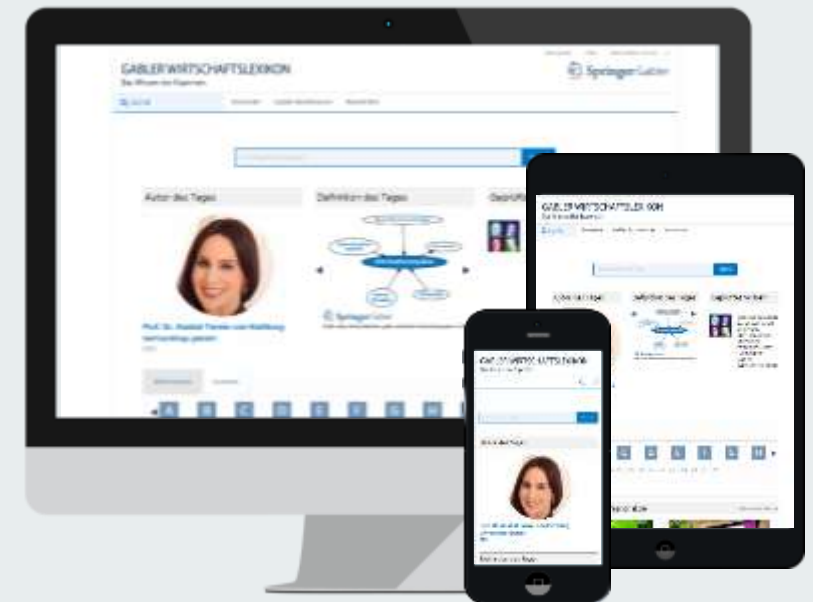
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	919.814
Visits	658.038
Uniques	570.000



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

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

businessAD exclusively markets the B2B sector AGRICULTURE.

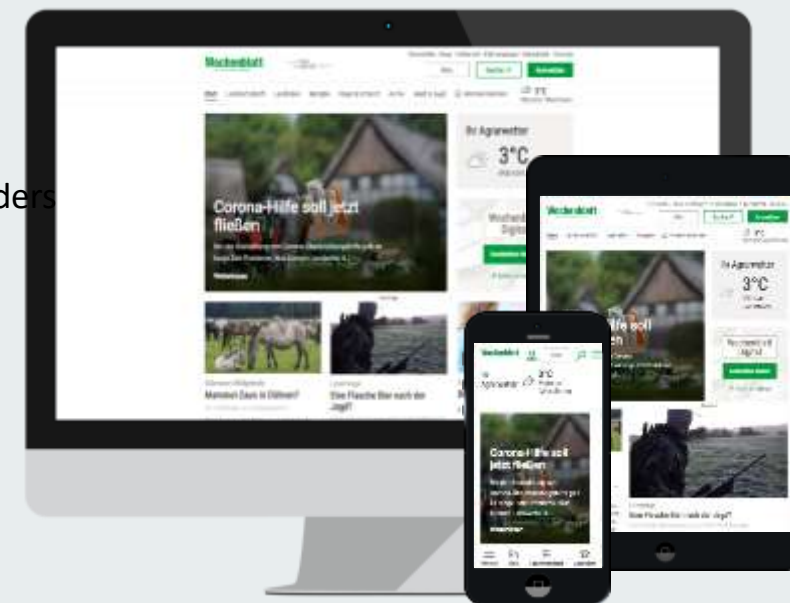
Key data

Target group

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

Topics and sections

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



Gesamt-Traffic

Page Impressions	21.206
Visits	5.783
Uniques	3.482

The leading specialist portal for the food and beverage industry.

Factsheet | yumda.com



yumda.com brings together the entire world of the food and beverage industry - from business to science, from SMEs to large-scale industry. As a professional B2B portal with a clear focus, **yumda.com** provides up-to-date information for your daily work.

Regardless of whether it is comprehensive information on new products, software and services, catalogues, market overviews, current news and trend topics, specialist knowledge in the form of white papers and webinars or the search for the ideal supplier or job - the **yumda.com** industry portal provides users with targeted answers and effectively supports them in their research and decisions.

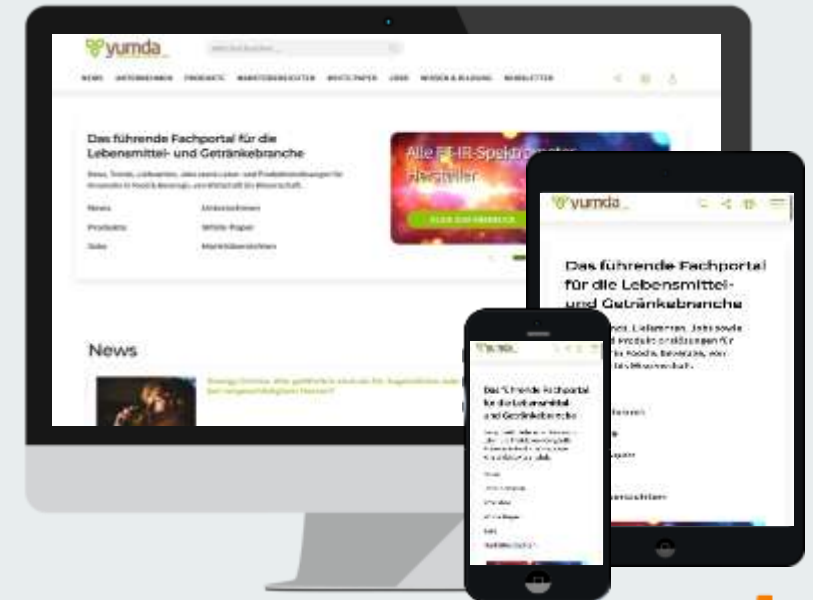
Key data

Target group

- Decision-makers in the food and beverage industry
- Industry & Trade

Topics and sections

- News
- Companies
- Products
- Market overviews
- Whitepaper
- Jobs
- Knowledge & Education



Traffic

Page Impressions

Visits

Uniques



The largest B2B channel in Germany

Rates 2025 | Display Multiscreen



Display Multiscreen	Segment Rotation	Channel Rotation
Billboard / Sitebar / Wallpaper + Mobile Interscroller	110 €	105 €
Billboard / Sitebar + Mobile High Impact Ad / Mobile Halfpage Ad	110 €	100 €
Halfpage Ad + Mobile Interscroller	110 €	105 €
Wallpaper / Halfpage Ad + Mobile High Impact Ad / Mobile Halfpage Ad	105 €	95 €
Adbundle + Mobile Medium Rectangle	65 €	55 €
Native AD IN	95 €	85 €
Native AD OUT	90 €	80 €
Outstream Video Ad	55 €	55 €

All prices are exclusive of VAT and are AE-capable.
Amounts in TKP unless otherwise stated. Expandables with 25% TKP markup.

The largest B2B channel in Germany

Preise 2025 | Display Desktop



Display Desktop	Segment Rotation	Channel Rotation
Homepage Takeover	180 €	170 €
Double Sitebar / Cinema Ad	135 €	125 €
Fireplace	130 €	120 €
Billboard Ad	115 €	105 €
Sitebar Ad	115 €	105 €
Wallpaper	115 €	105 €
Halfpage Ad	105 €	95 €
Premium Adpackage (Billboard, Wallpaper, Sitebar)	110 €	100 €
Medium Rectangle	90 €	75 €
Ad Bundle	65 €	55 €
Skyscraper	65 €	55 €
Super Banner	55 €	45 €

All prices are exclusive of statutory VAT and are AE-rated. Shown in TKP unless otherwise stated. Expandables with 25% TKP surcharge.

The largest B2B channel in Germany

Preise 2025 | Display Mobile



Display Mobile	Segment Rotation	Channel Rotation
Roadblock XXL – High Impact Ad + Interscroller	150 €	140 €
Roadblock XL – High Impact Ad + MMA 4:1 Adhäsiv	130 €	120 €
Mobile Interscroller	120 €	110 €
Interstitial	115 €	105 €
Mobile Cube Ad	110 €	100 €
Mobile High Impact Ad / Premium Rectangle	110 €	100 €
Mobile Halfpage Ad	100 €	95 €
Mobile Medium Rectangle	90 €	85 €

All prices are exclusive of VAT and are AE-capable.
Amounts in TKP unless otherwise stated. Expandables with 25% TKP markup.

Conditions and specifications

Rates | Discount

Volume discounts*	
Ab 20.000 €	3 %
Ab 50.000 €	5 %
Ab 75.000 €	10 %
Ab 100.000 €	12 %
Ab 200.000 €	14 %
<small>* are granted depending on any cash- / in-kind discounts. Our terms and conditions are at http://www.businessad.de/agb</small>	
Minimum booking volume: 1.000 € (AE-netto)	
TKP-Surcharge	
Expandables	25 %
Video-Ads	10 %

Technical specifications

<http://www.businessad.de/technische-spezifikationen>

Deadlines and advertising material delivery to banner@businessad.de

Three working days before switching; five working days for content marketing

Redirect: Third-Party-Advertising possible

Targeting: many Targeting-Options

- Regional / National (A, CH)
- Temporary
- Browser
- Operating system

Quality control

- Optimized campaign monitoring
- Transparent Reporting



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