



Channel Mittelstand



The Channel to reach business decision-makers in Germany Q4/2023

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



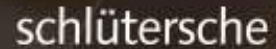
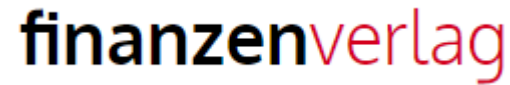
Websites:	140+ Portale
Page Impressions	141.208.401
Visits	74.718.135
Unique Users	35.794.129

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



What is „Mittelstand“?

Channel Mittelstand



Mittelstand

Page Impressions

150 MIO.

Visits

70 MIO.

Uniques

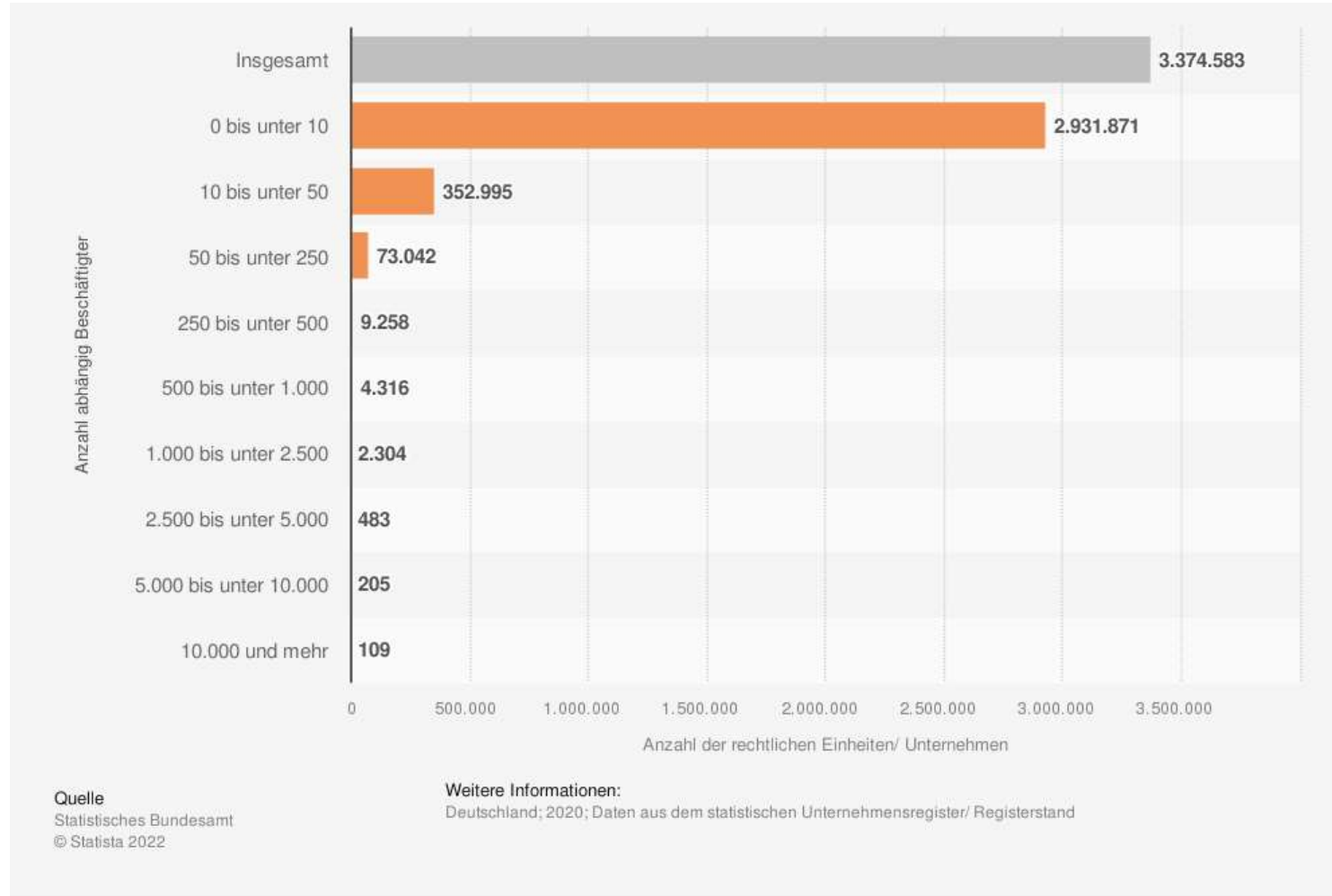
25 MIO.

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



Mittelstand

Page Impressions

150 MIO.

Visits

70 MIO.

Uniques

25 MIO.



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
- Miscellaneous



Traffic

Page Impressions	128.898
Visits	74.508
Uniques	19.763
Newsletter	7.200

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

Factsheet | admin-magazin.de



ADMIN - The Online Magazine ADMIN offers practical and useable knowhow and detailed articles for all IT-administrators of Linux, Unix and Windows. The topics of the ADMIN-Magazine cover storage and backup and stretch towards network, monitoring, virtualisation and security for Linux, Unix and Windows. A regular special section helps administrators of heterogeneous worlds in their daily work.

Key data

Target group

- Systems- and network administrators
- Network managers & specialists
- IT Manager
- IT Systems houses and integrators
- ITC-Service Providers

Topics and sections

- Home/News
- The Magazine
- Online articles

Topics

- Linux/Windows
- Security/Monitoring/Storage
- Datenbases/Mail/Virtualisation



Traffic

Page Impressions	11.774
Visits	6.440
Uniques	5.437

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.

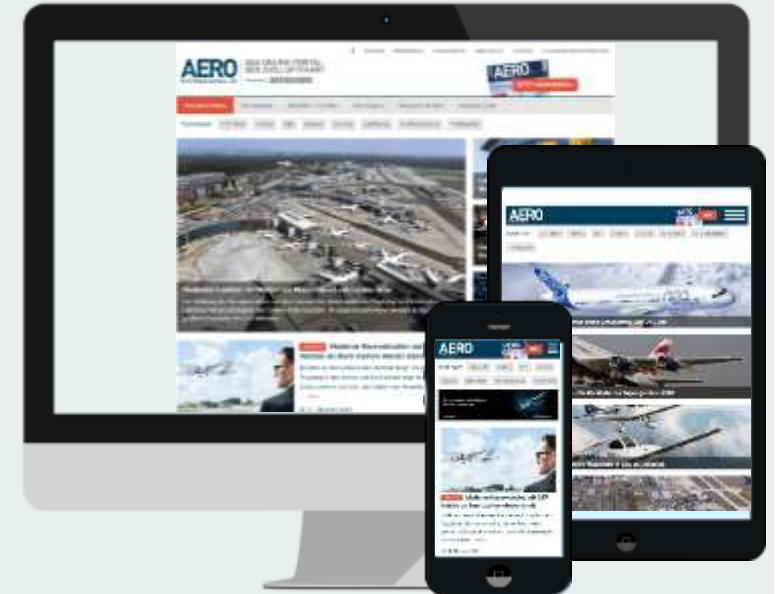
Key data

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	33.341
Visits	14.229
Uniques	7.315

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 currently all backgrounds and 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	5.929.588
Visits	3.137.224
Uniques	900.000
Newsletter	11.800

The official organ of the medical profession

Factsheet | aerzteblatt.de

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	7.349.043
Visits	4.492.428
Uniques	600.000
Newsletter	68.300

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	1.776.421
Visits	1.221.964
Uniques	1.500.000
Newsletter	16.300

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 workshops, 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	15.808
Visits	7.089
Uniques	4.430

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.

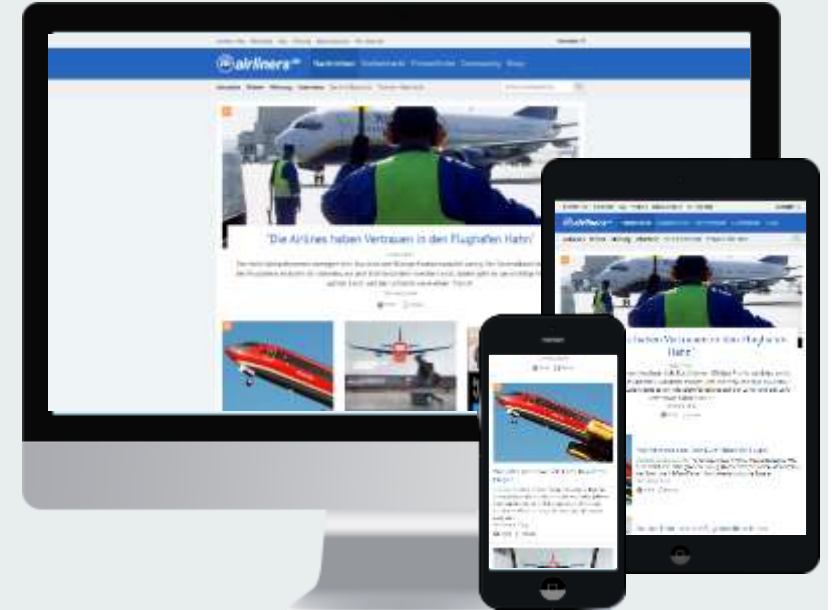
Key data

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	2.082.083
Visits	883.612
Uniques	200.000
Newsletter	15.000

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	10.335
Visits	5.449
Uniques	4.516
Newsletter	23.540

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.



VINCENTZ

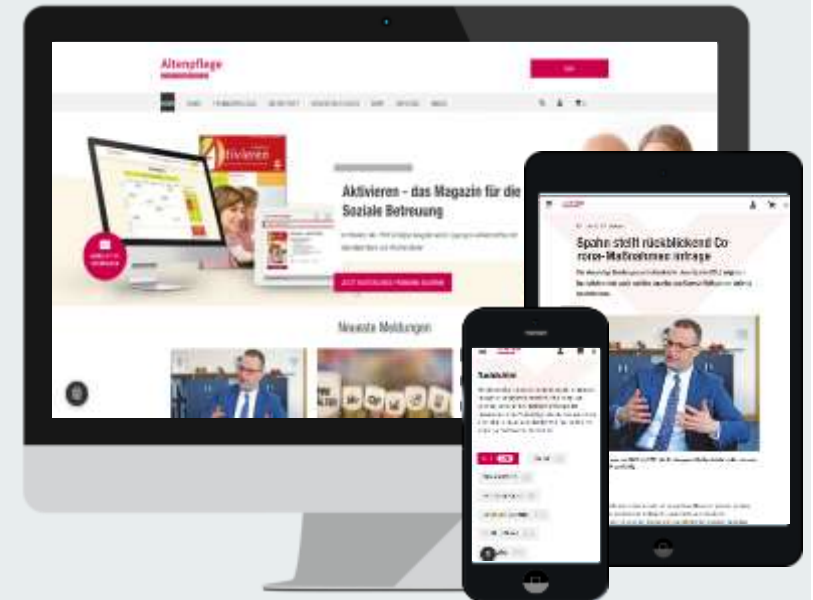
Key data

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	18.448
Visits	8.218
Uniques	5.765
Newsletter	45.840

arbeitssicherheit.de is the information portal for specialists and managers in occupational safety of the Wolters Kluwer publishing group Germany.

The site deals with all aspects of occupational safety in industry, trade and administration.

Arbeitssicherheit.de – More success - safely

Key data

Target group

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

Topics and sections

- Writings
- Topics
- Service



Traffic

Page Impressions	29.938
Visits	15.127
Uniques	11.621
Newsletter	10.900

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.

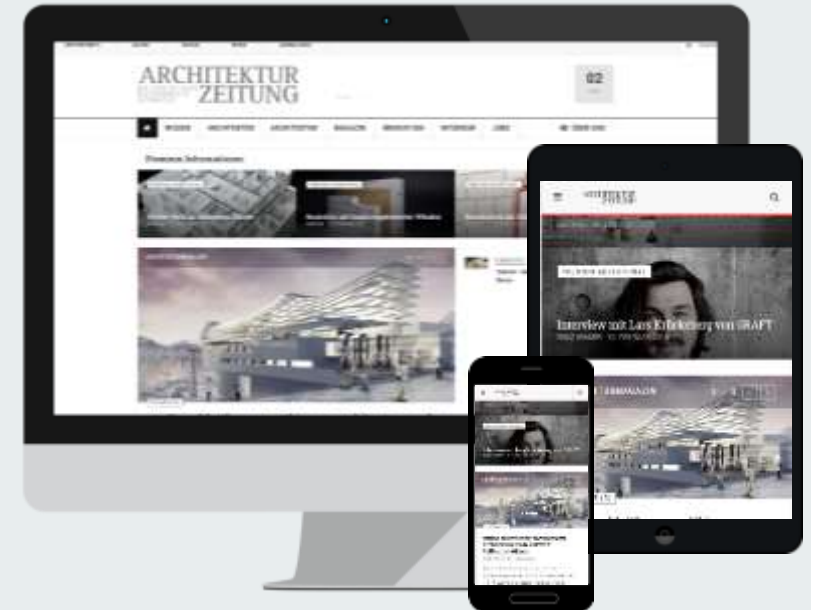
Key data

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	76.475
Visits	42.263
Uniques	21.000
Newsletter	15.260

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.

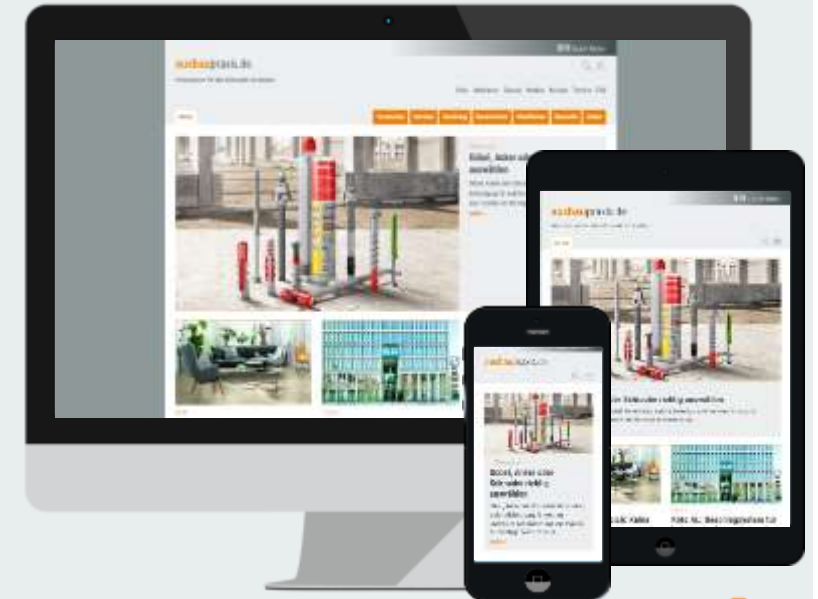
Key data

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

	Google Analytics
Page Impressions	37.888
Visits	20.666
Uniques	12.916

*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

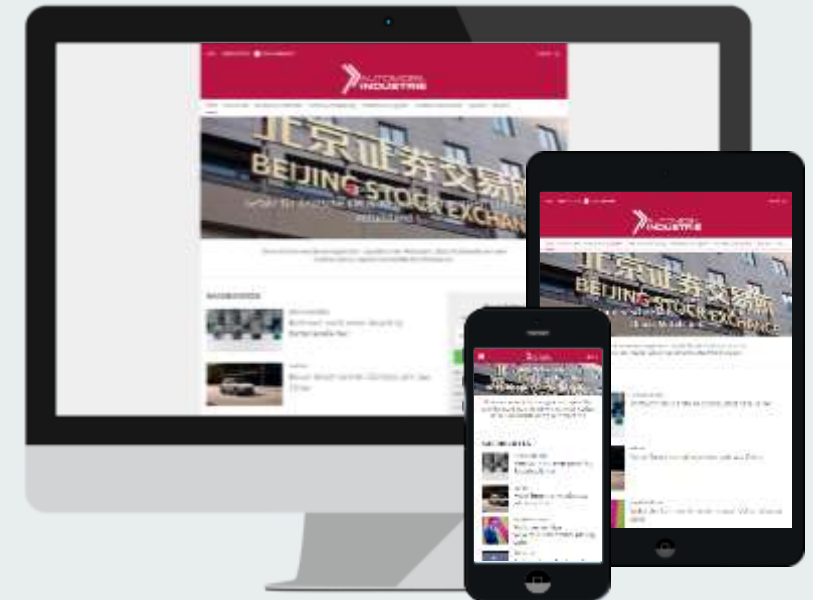
Target groups

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	482.000
Visits	328.273
Uniques	304.546

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.

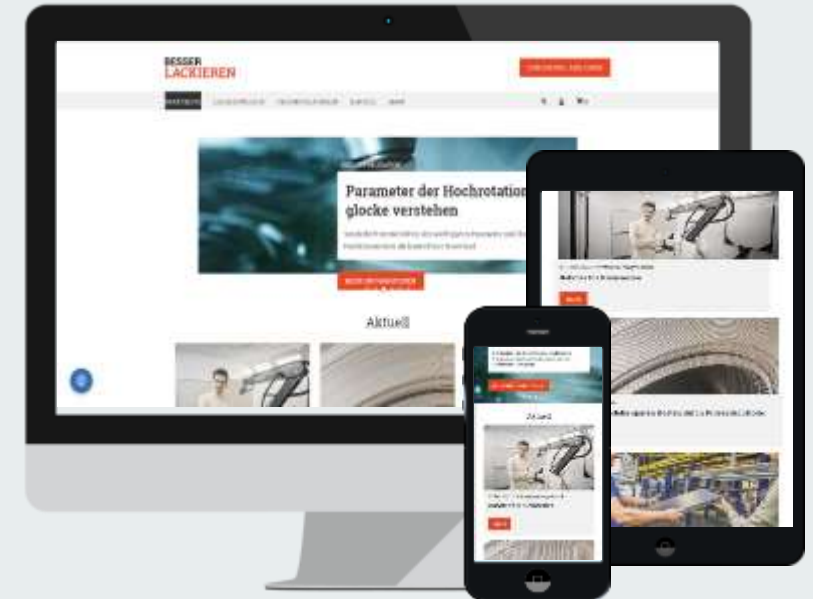
Key data

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	33.094
Visits	24.699
Uniques	16.869

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	11.937
Visits	7.337
Uniques	4.892

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.

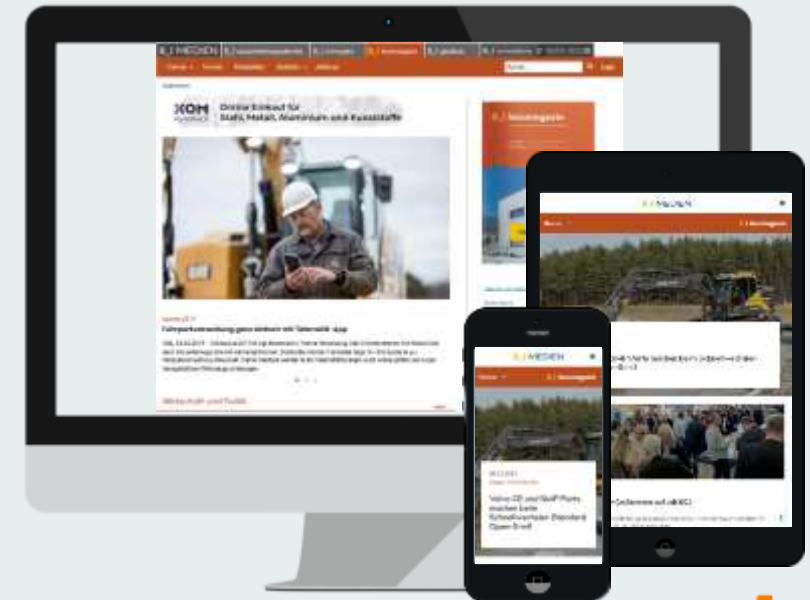
Key data

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

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	89.000
Visits	60.615
Uniques	56.234
Newsletter	8.500



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	46.462
Visits	18.043
Uniques	7.217

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.

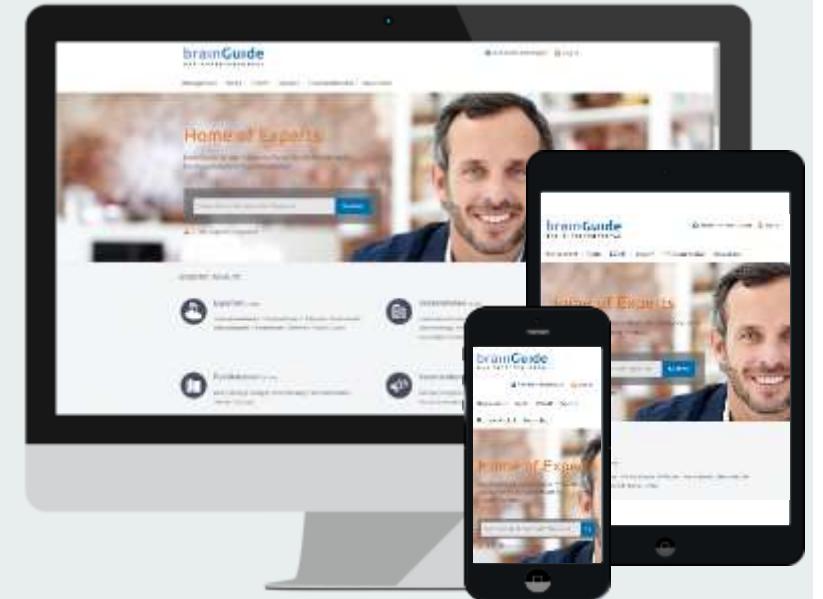
Key data

Target group

- Manager
- Entrepreneurs
- Consultants
- Decision-makers

Topics and sections

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



Traffic

Page Impressions	15.749
Visits	10.271
Uniques	8.024
Newsletter	7.800

business-on - The Regional Business Portal

Factsheet | business-on | business-on.de

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

Editorial economic regions include Cologne/Bonn, Berlin, Düsseldorf, Hamburg, Middle Franconia, East Westphalia-Lippe, Rhine-Main, Stuttgart, Munich, Aachen, South Westphalia, Lower Saxony-East, North Baden, Ruhr and Weser-Ems.

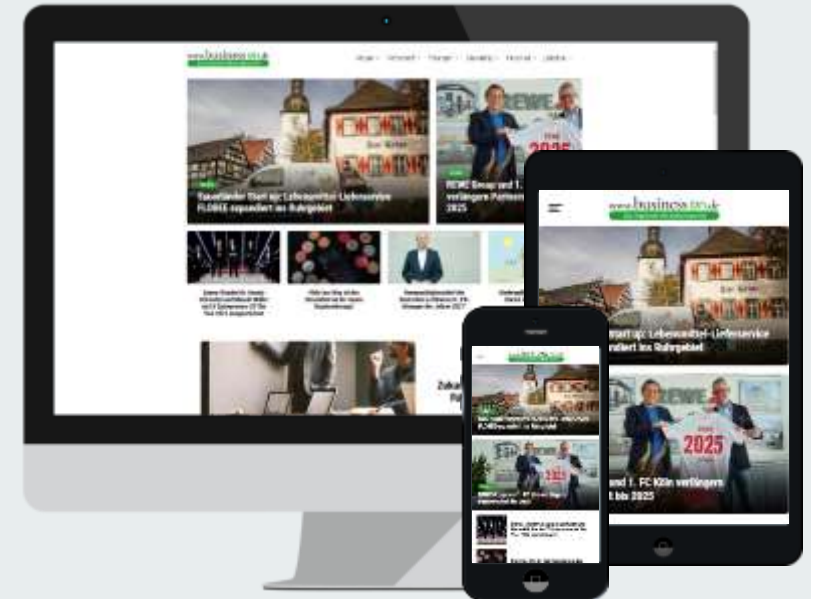
Key data

Target group

- Companies, institutions, private individuals
- Service, Industry, Consulting
- Higher education
- 20 to 39 years
- High income

Topics and sections

- News & Economy
- Finances
- Law & Taxes
- Marketing
- Staff
- Lifestyle
- Know-how



Traffic

Page Impressions	39.394
Visits	30.623
Uniques	10.000



The specialist portal for organisation, business administration and management

Factsheet | business-wissen.de

business-wissen.de is the online specialist portal for organisation, business administration and management. The website has been around for over 20 years. Business-wissen.de publishes specialist articles and advice texts in the 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	444.586
Visits	354.361
Uniques	600.000
Newsletter	39.800

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.

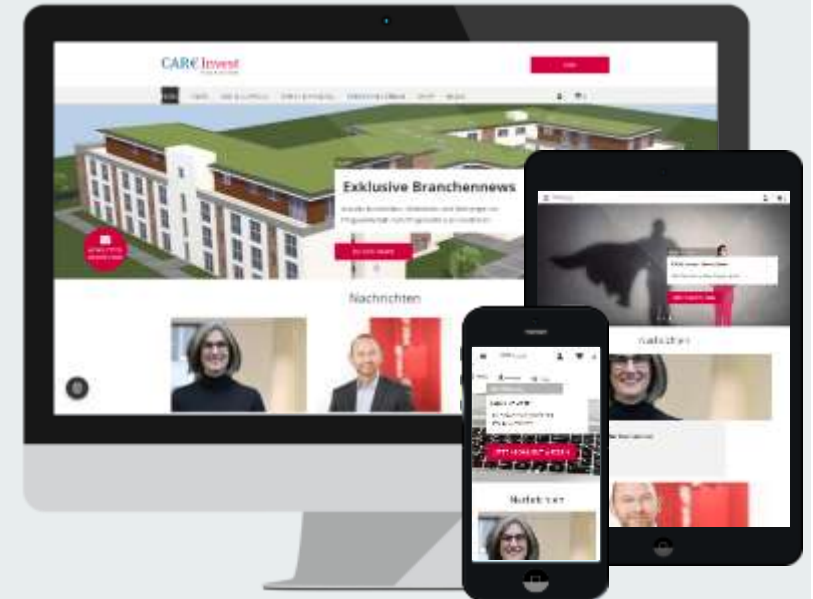
Key data

Target group

- 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	12.583
Visits	5.972
Uniques	5.107
Newsletter	1.517

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.

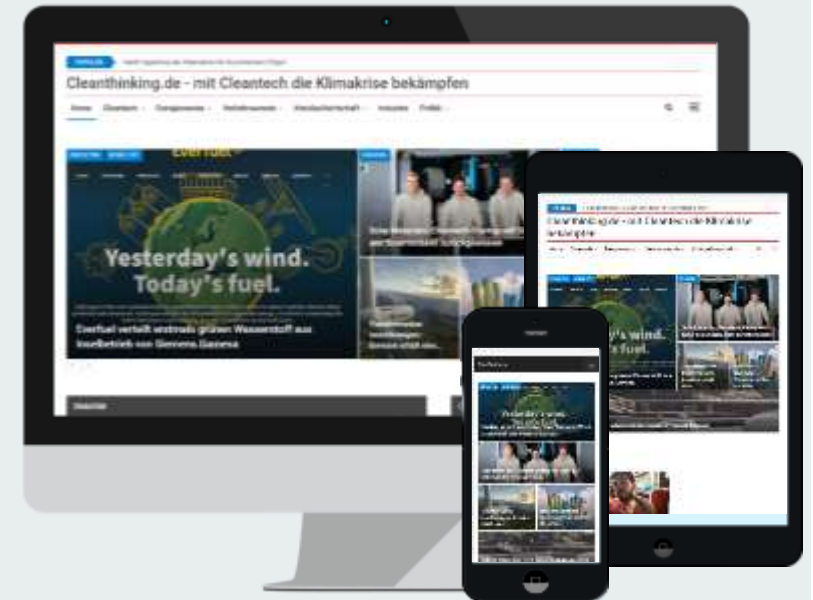
Key data

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	26.681
Visits	22.992
Uniques	20.496

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.

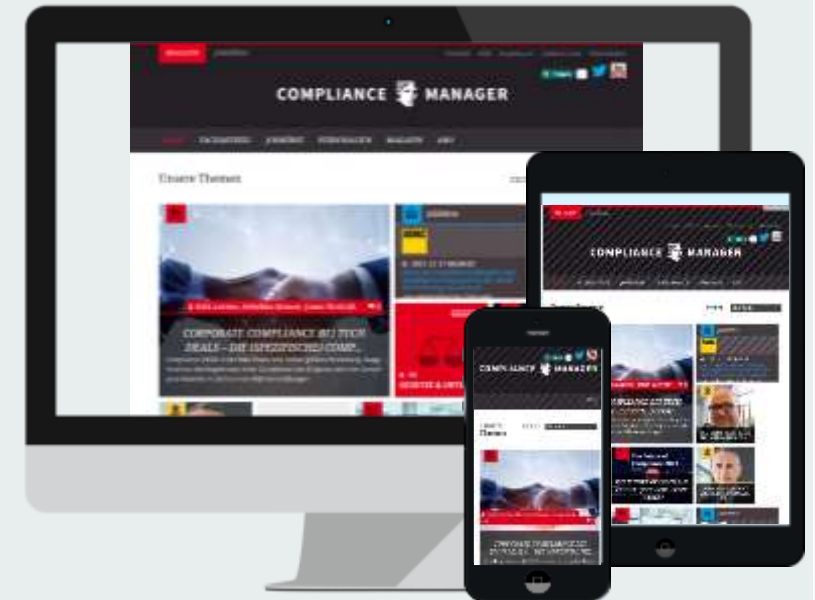
Key data

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	6.500

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

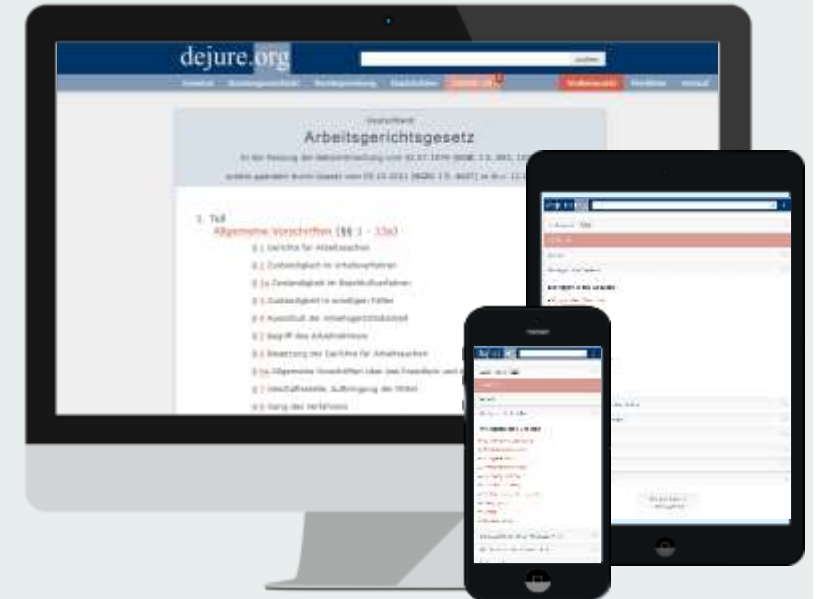
Target group


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

Topics and sections

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

* anteilig der vermarktbareren Seitenaufrufe



 Traffic-Anteil	Arbeits- & Steuerrecht	Versicherungsrecht
Page Impressions	195.785	100.000
Visits	65.864	40.000
Uniques	30.492	17.000

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	44.229
Visits	37.079
Uniques	35.036

The leading portal for investors and entrepreneurs in digital business

Factsheet | deutsche-startups.de



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

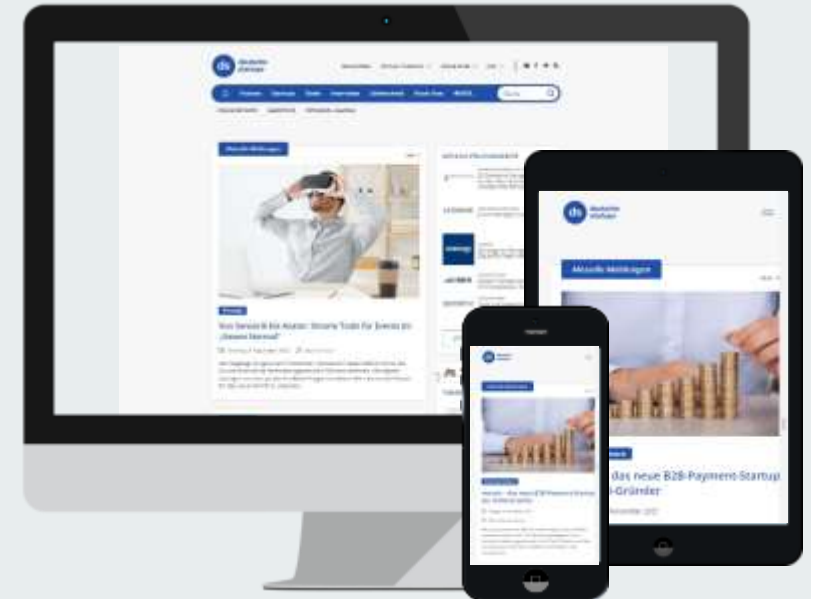
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	480.766
Visits	306.741
Uniques	200.000



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

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	71.000
Visits	48.356
Uniques	44.860



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	18.678
Visits	12.595
Uniques	10.821

The market place for M&A, company sales and franchises

Factsheet | dub.de

Dub.de is the SME portal – the journalistic home for entrepreneurs and founders. With journalistic and professional contributions and topics such as management, financing, succession as well as law and taxes, the entrepreneur finds himself here.

In addition, **dub.de** is the largest private platform for corporate sales and franchises. Sales offers and purchase requests for companies can be published here.

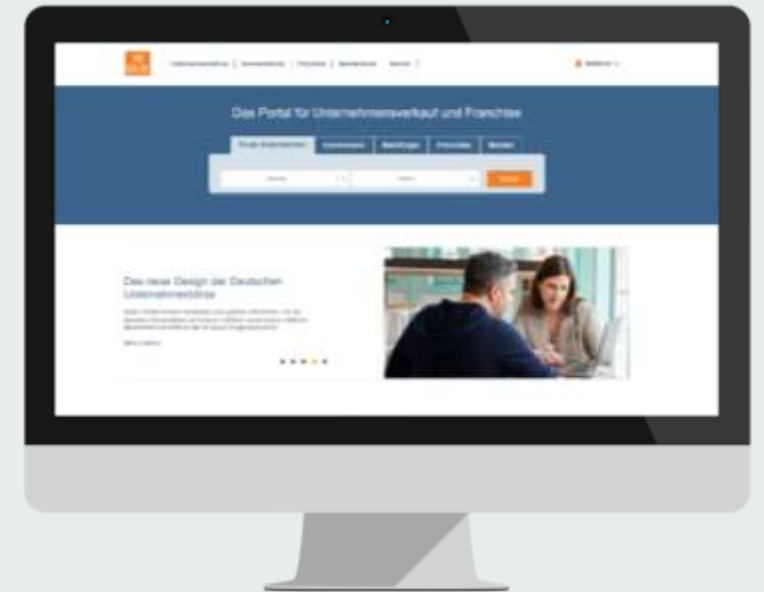
Key data

Target group

- Entrepreneurs
- Managers
- Corporate sellers / buyers
- Senior management

Topics and sections

- Magazine
- Newsletter
- Events
- Topics
- Entrepreneur Exchange
- Franchise and consultant exchange
- Equity crowdfunding



Traffic

Page Impressions	-1
Visits	-1
Uniques	-1

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.

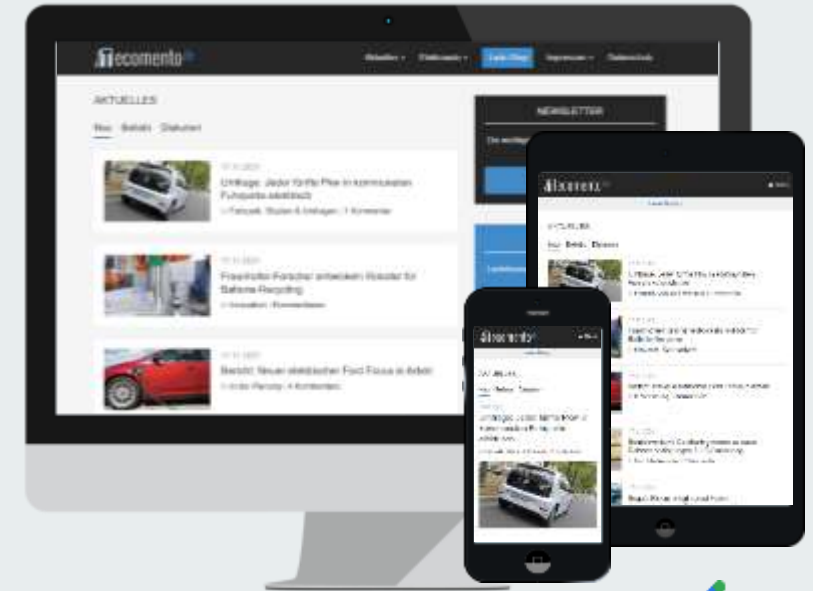
Key data

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	579.304
Visits	280.505
Uniques	161.595
Newsletter	4.000

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.

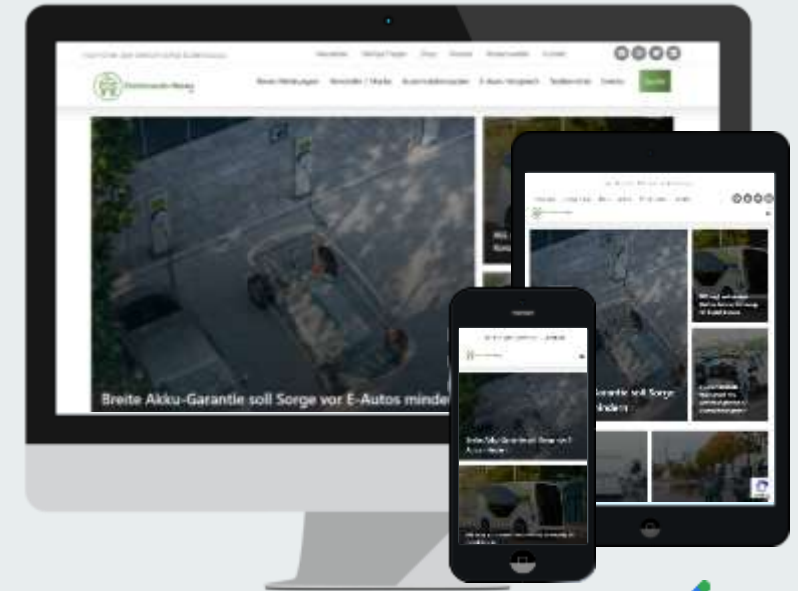
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	456.408
Visits	299.500
Uniques	189.354
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	296.000
Visits	201.595
Uniques	187.024



*Elektrotechnik.de – The portal for intelligent production

Factsheet | elektrotechnik.de

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.

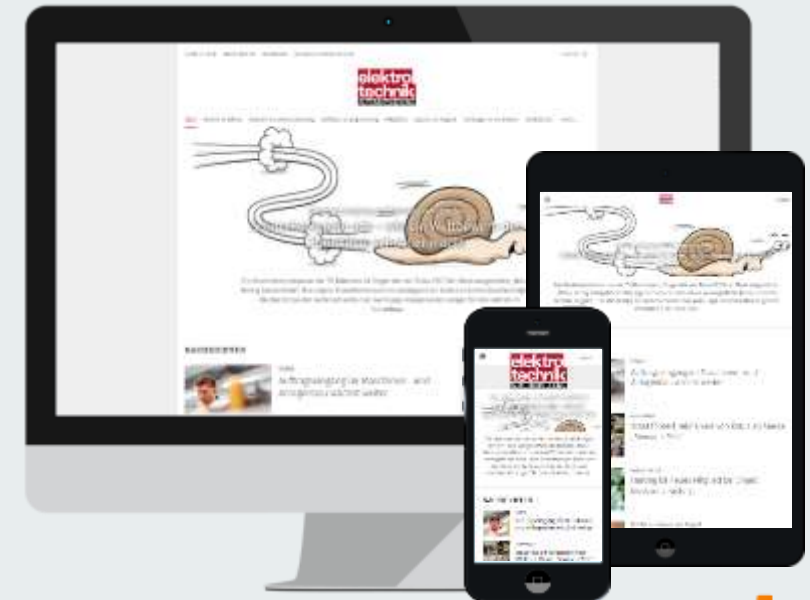
Key data

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	99.000
Visits	67.425
Uniques	62.552
Newsletter	12.500



Google Analytics

The portal for applied electromobility

Factsheet | emobilitaet.online.de

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	7.165
Visits	3.969
Uniques	3.064

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.

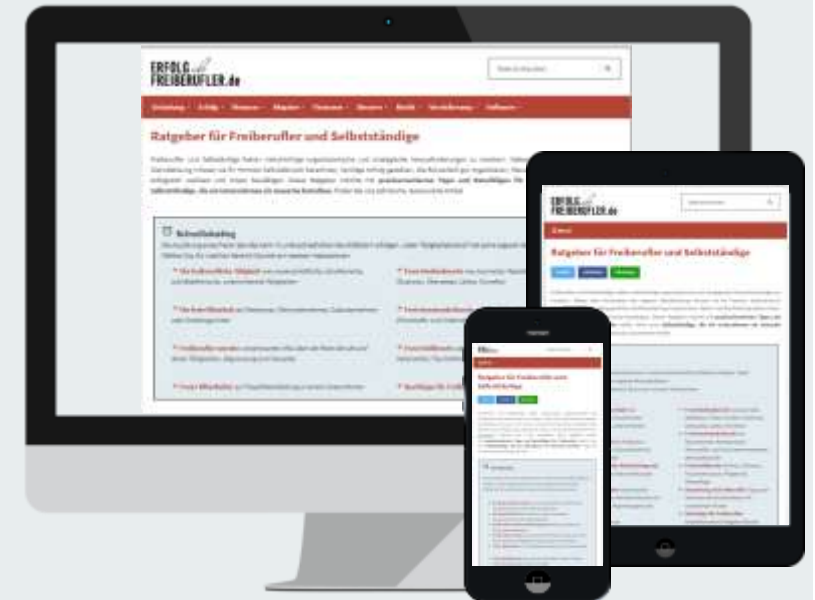
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	18.522
Visits	11.706
Uniques	9.291

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.

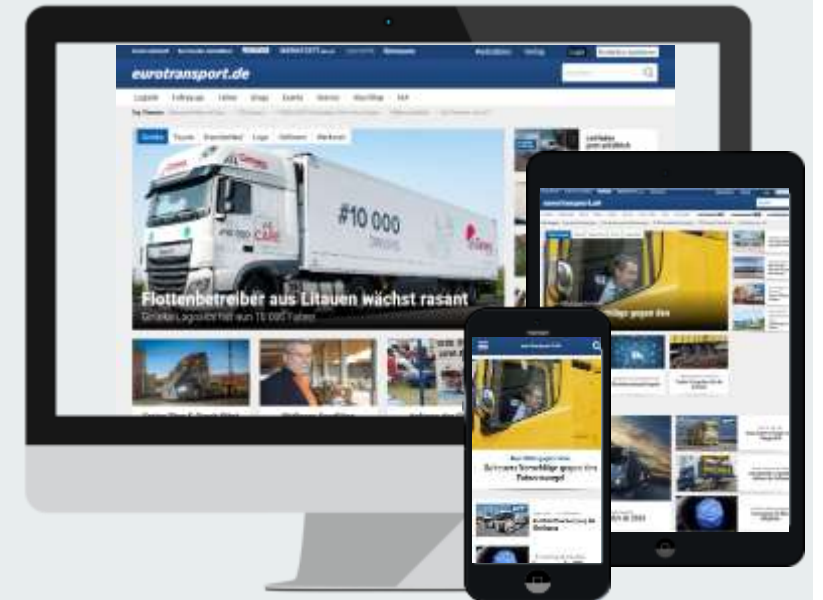
Key data

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

experten.de (experten report) reports on contributions from the product landscape, performance promises of the providers, interesting facts about taxes and law and practical topics for customer advice and sales. The portal is aimed at independent, personally authorized insurance intermediaries, multiple agents, financial service providers and other decision-makers in the insurance industry who are listed in the trade register.

Information on products of the individual divisions such as commercial protection, pension provisions as well as private health insurance and nursing care form the focus of the reporting. Publications in the fields of law, taxes,

Training and further education, finance, economics and, of course, personal details round off the concept.

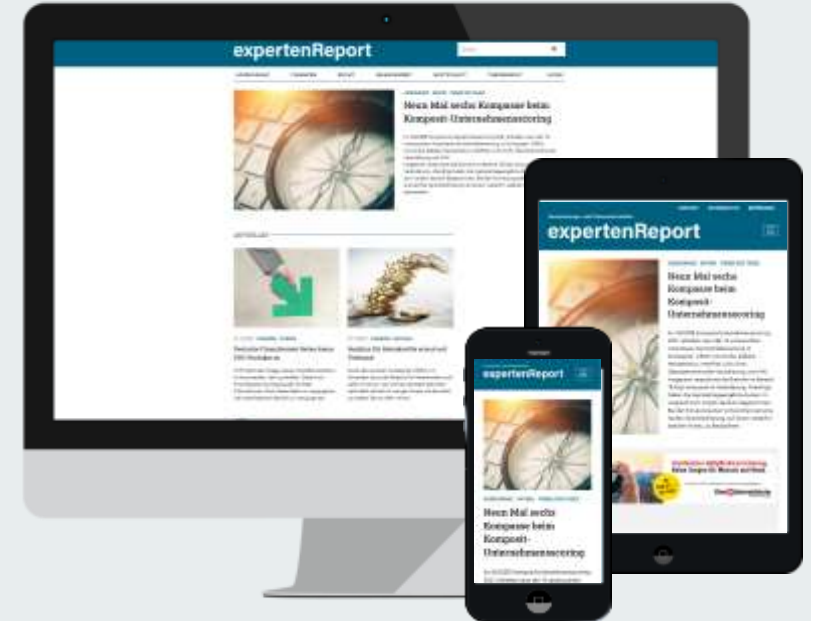
Key data

Target group

- Insurance intermediaries / brokers
- Specialists and executives of the insurance industry
- Financial Investment Advisor
- Property developers, construction supervisors
- Mortgage brokers

Topics and sections

- Insurance
- Finances
- Law
- Management
- Theme world



Traffic

Page Impressions	120.000
Visits	60.000
Uniques	40.000
Newsletter	6.250

*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.

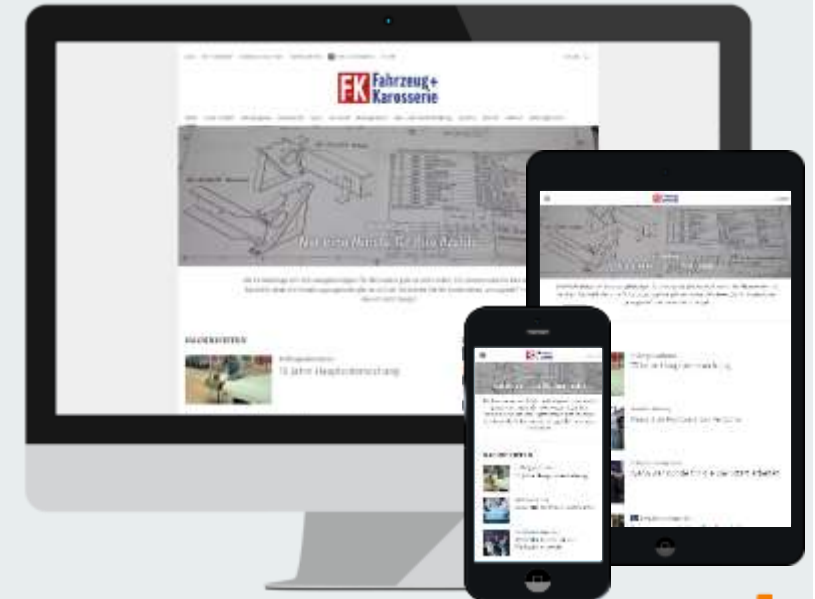
Key data

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	46.000
Visits	31.329
Uniques	29.065



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.

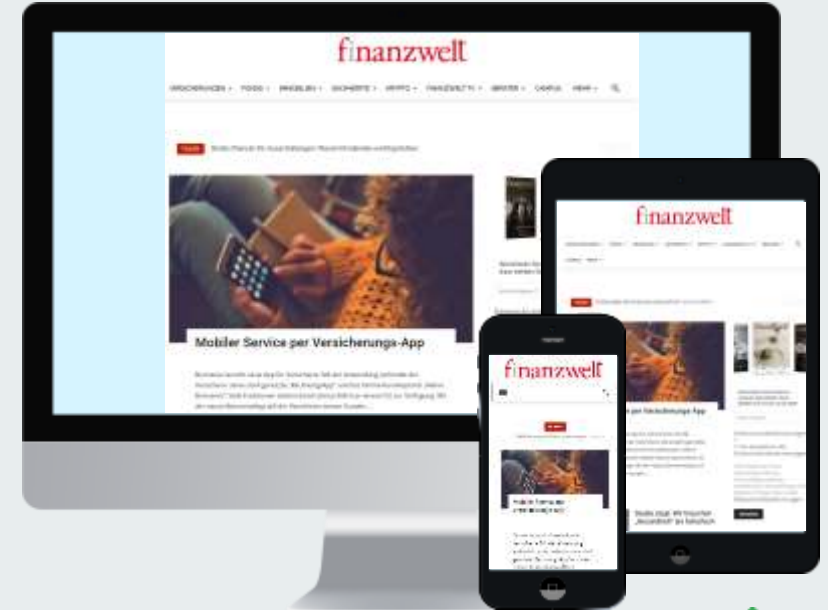
Key data

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	107.130
Visits	43.462
Uniques	26.360
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.

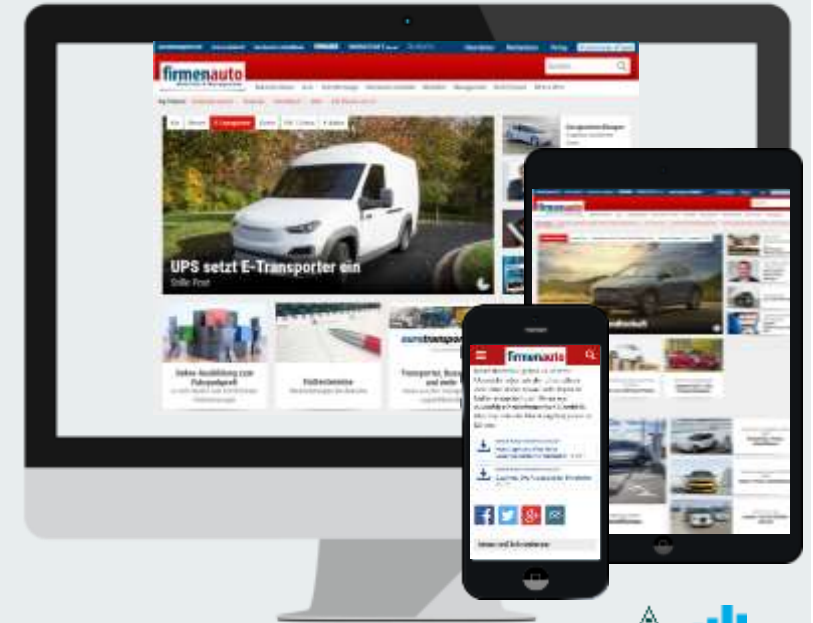
Key data

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	180.563
Visits	72.984
Uniques	40.000



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.

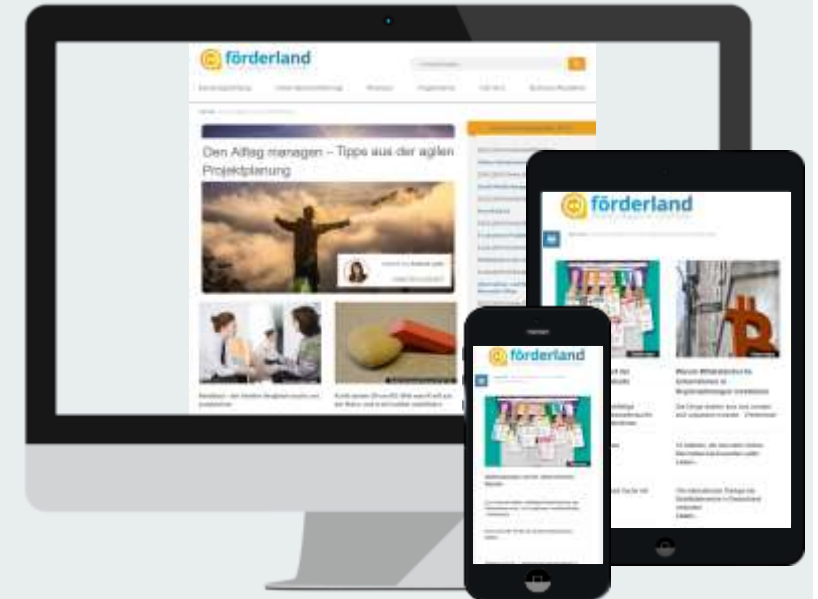
Key data

Target group

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

Topics and sections

- Business
- Management
- Finances
- Organize
- Career



Traffic

Page Impressions	60.303
Visits	41.897
Uniques	16.692
Newsletter	19.900

form-werkzeug.de is one of the leading German-language online portals for tool and mold making.

The portal deals with manufacturing technologies, the associated IT systems and corporate management.

The media library offers insights behind the scenes, reports and photos.

The focus is on user reports, interviews of the week and online specials that offer bundled knowledge on various topics. In addition, there are specialist articles from the print magazine FORM+Werkzeug, the job market and landing pages for all industry trade fairs.

form-werkzeug.de is a portal of Carl Hanser Verlag.

Key data

Target group

- Technical Management
- Operations, manufacturing and production managers
- Machining experts from mechanical and vehicle engineering and all fields of application of machining production

Topics and sections

- Tool/mould making
- Standard parts/hot runner
- Machining
- 3D
- Software
- Topic of the month



Traffic

Page Impressions	33.000
Visits	10.000
Unique User	7.143

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.

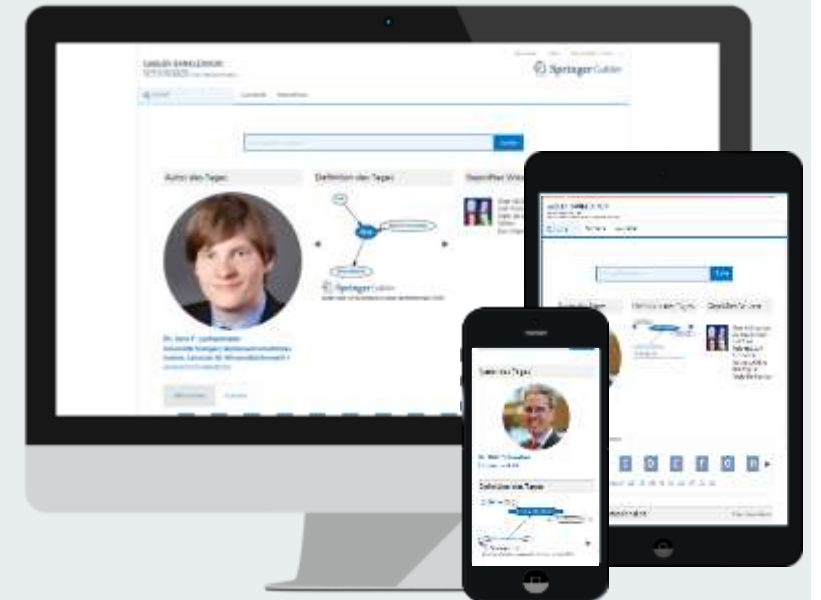
Key data

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	25.520.735
Visits	11.665.916
Uniques	3.900.000
Newsletter	35.900



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

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).

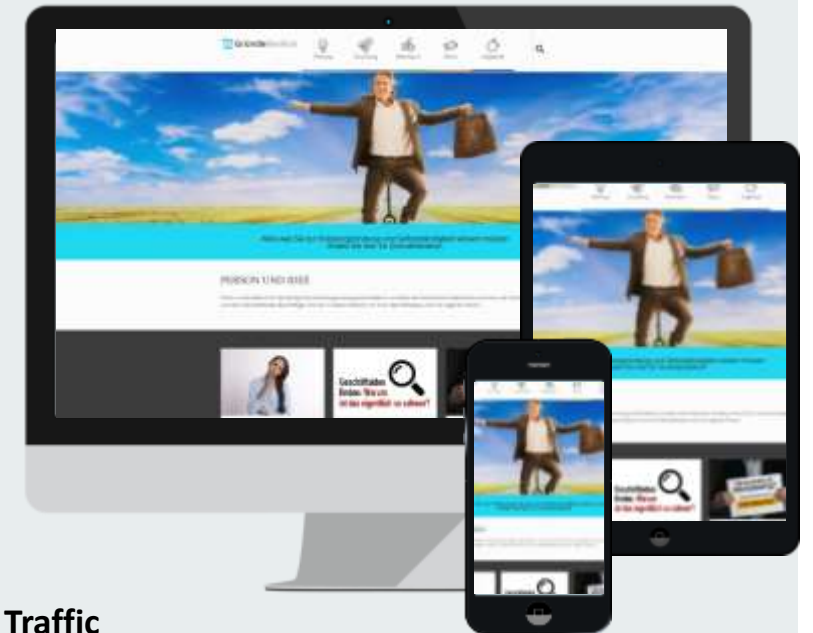
Key data

Target group

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

Topics and sections

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



Traffic

Page Impressions	246.459
Visits	182.000
Uniques	158.500

The portal for the green start-up scene

Factsheet | gruene-startups.de

gruene-startups.de informs about new start-ups in Germany from the green sector. Relevant focal points are, for example, start-ups in the field of renewable energies or e-mobility. In addition to reports on new start-ups, the portal also offers directories of investors and economic promoters, informs about current events and provides interesting know-how for founders.

Key data

Target group

- Founders
- Venture Capital Providers / Investors
- Interested in the green start-up industry

Topics and sections

- Updates
- Startup Directory
- Know-how
- People
- Startup Events
- Green Degree Programmes
- Green Jobs



Traffic

Page Impressions	2.465
Visits	1.578
Uniques	789

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.



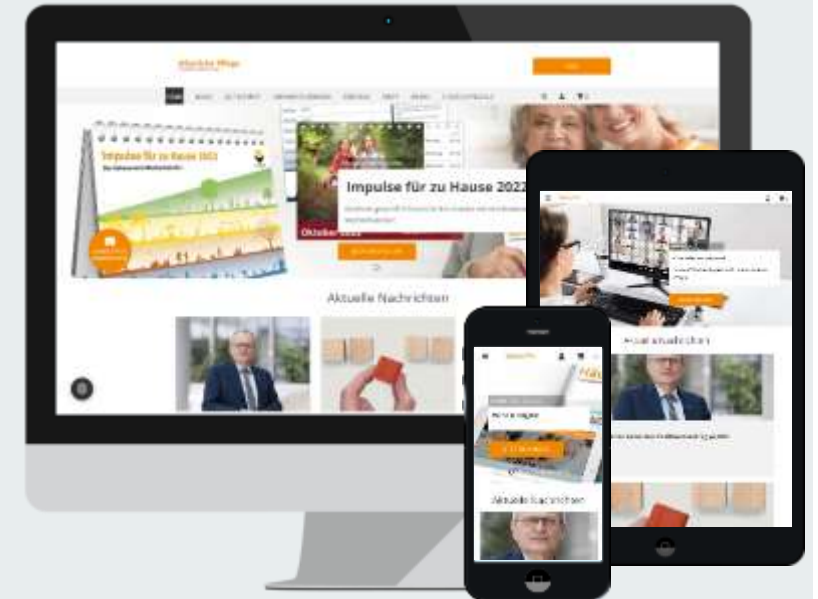
Key data

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	16.300
Visits	12.586
Uniques	9.718
Newsletter	16.915

hanser-automotive.de is the specialist portal for decision-makers in the automotive market:

The portal offers the reader specialist information from the entire spectrum of topics in automotive electronics.

In addition to daily industry news, current news, dates and specialist white papers are prepared in a practice-oriented manner and support decision-makers in their day-to-day operations.

The company and product database »Who offers what?«, career news, a job market and an extensive archive of print editions including special editions complement the daily news.

hanser-automotive.de is a portal of Carl Hanser Verlag.

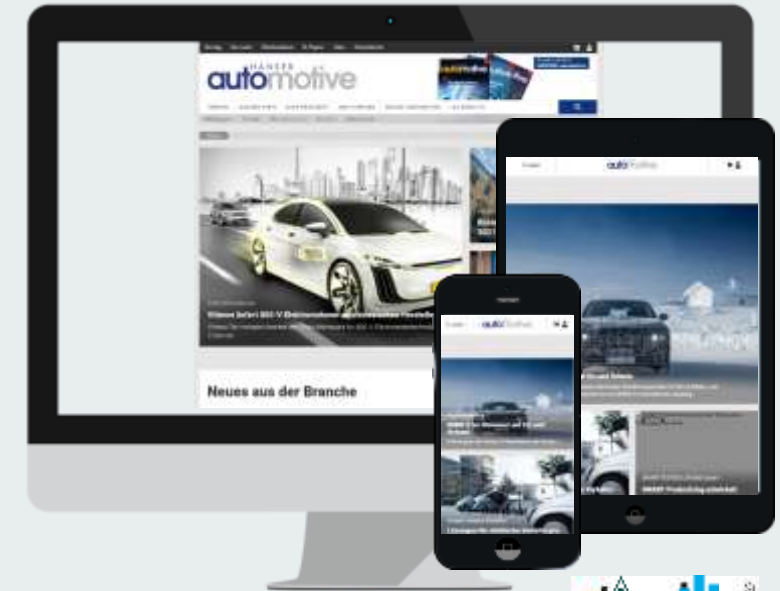
Key data

Target group

- Electronics Developer
- Design and Application Engineers
- Project manager
- Decision makers and decision preparers

Topics and sections

- Topics
- News
- New Products
- OEM Supplier
- Mobile Automation



Traffic

Page Impressions	27.000
Visits	9.000
Unique User	6.923

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.

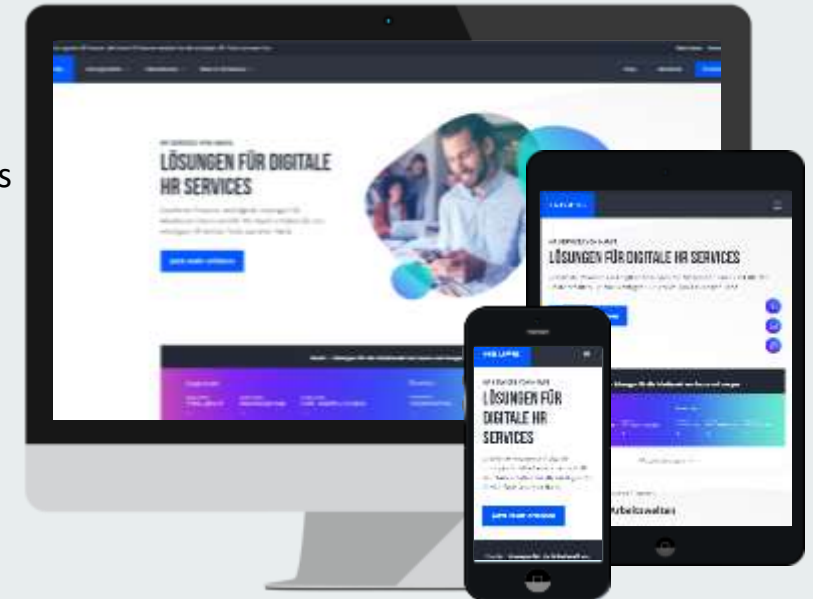
Key data

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	10.090.250
Visits	6.595.207
Uniques	5.700.000

Haufe.de Section: Occupational health and safety

Factsheet | haufe.de/arbeitschutz

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

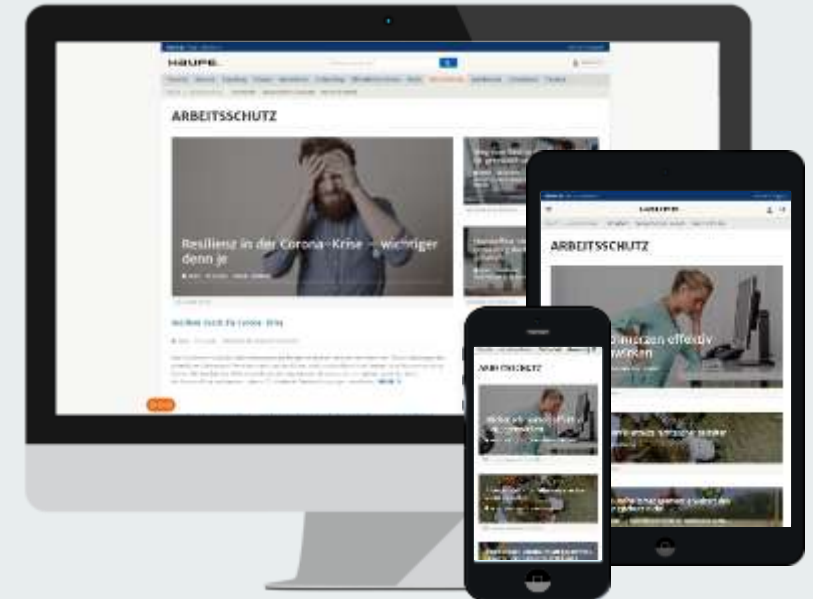
Key data

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	216.659
Visits	139.780



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.

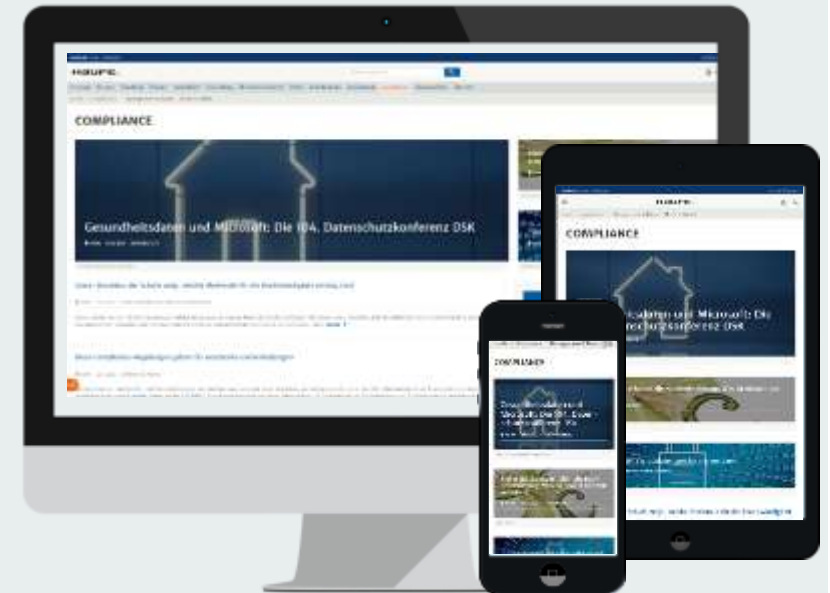
Key data

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	80.489
Visits	51.928



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.

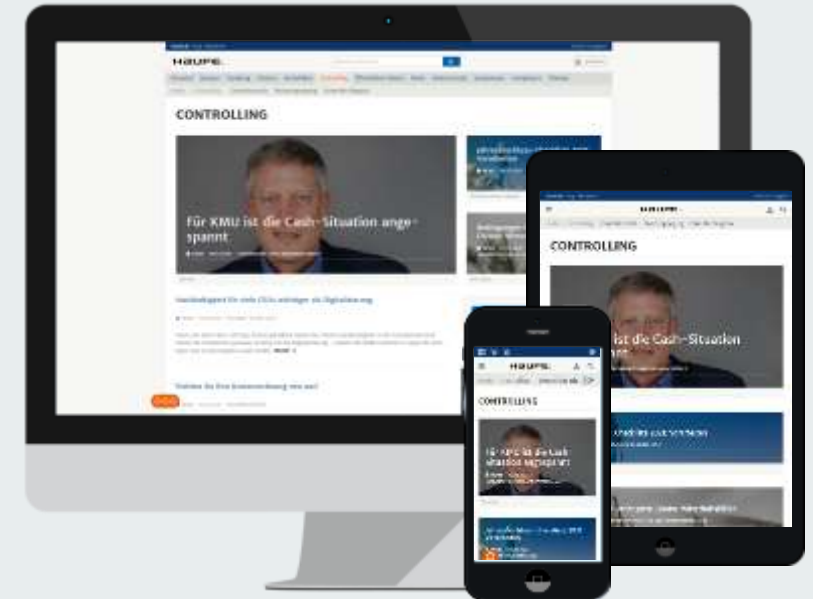
Key data

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	80.318
Visits	51.818



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	2.562.216
Visits	1.653.043



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.

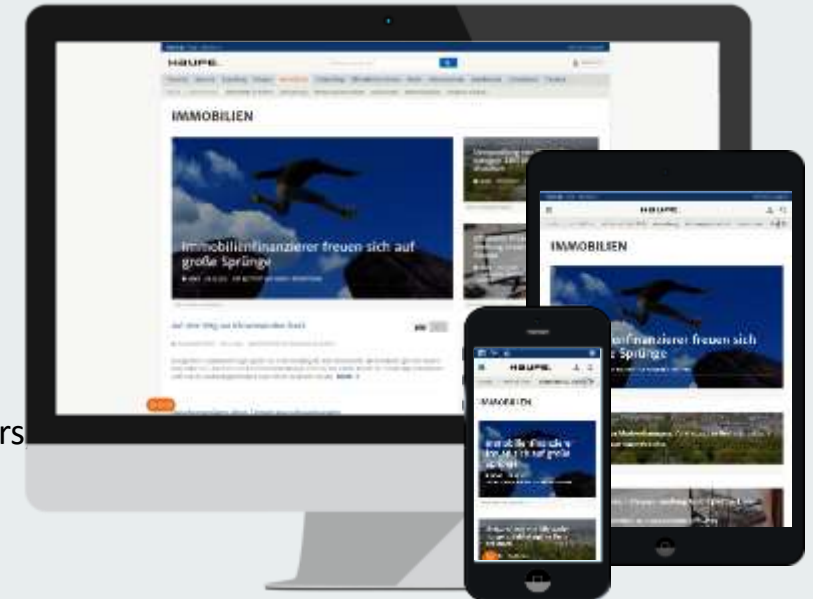
Key data

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	535.555
Visits	345.519



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.

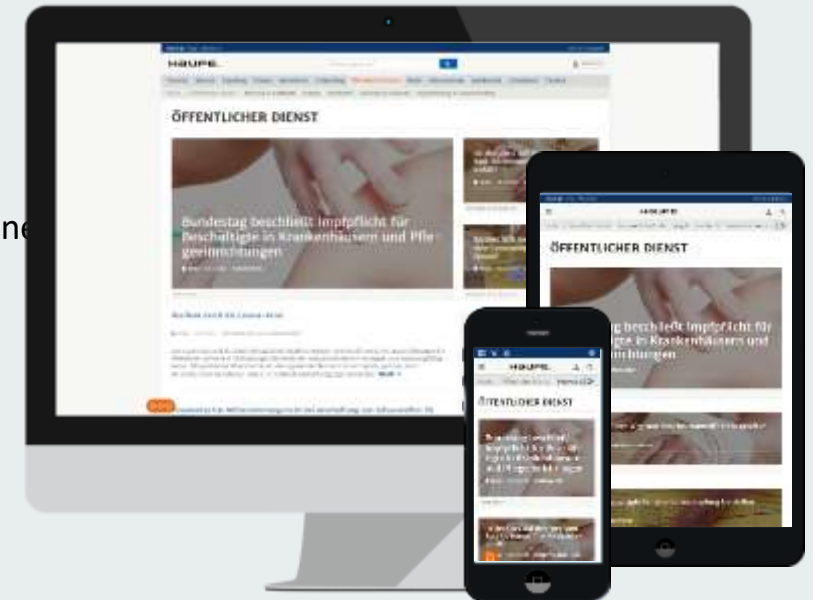
Key data

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 combing, cash register and auditing

Topics and sections

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



Traffic

Page Impressions	669.445
Visits	431.900



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	2.403.304
Visits	1.550.519



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

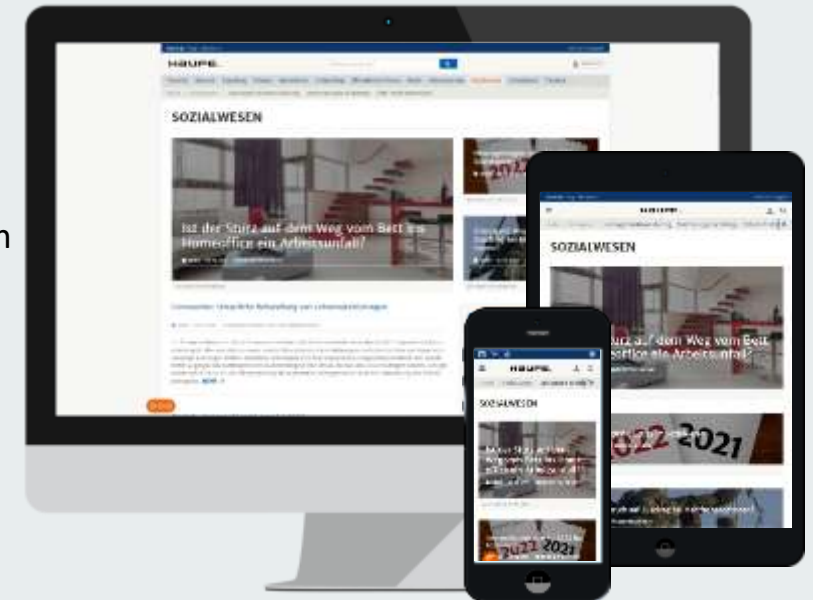
Key data

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	326.904
Visits	210.906



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.

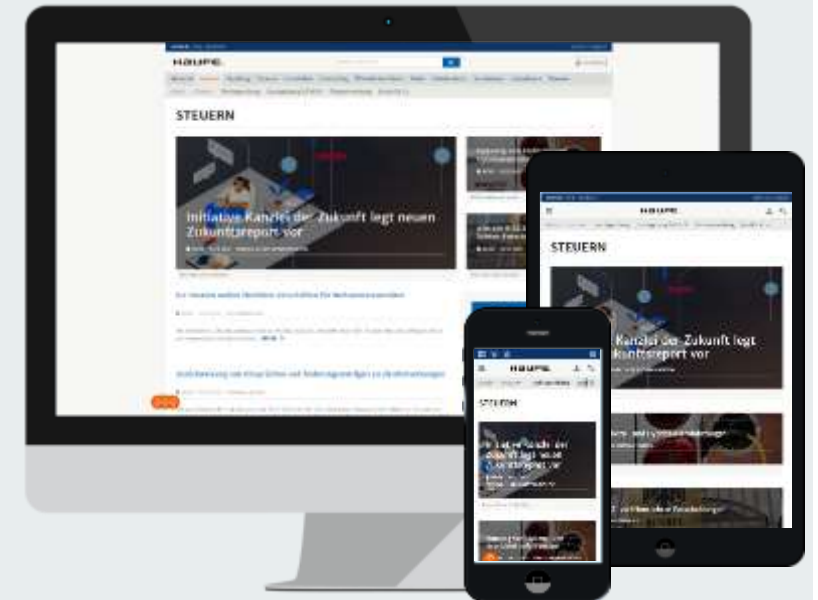
Key data

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	908.569
Visits	586.174



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.

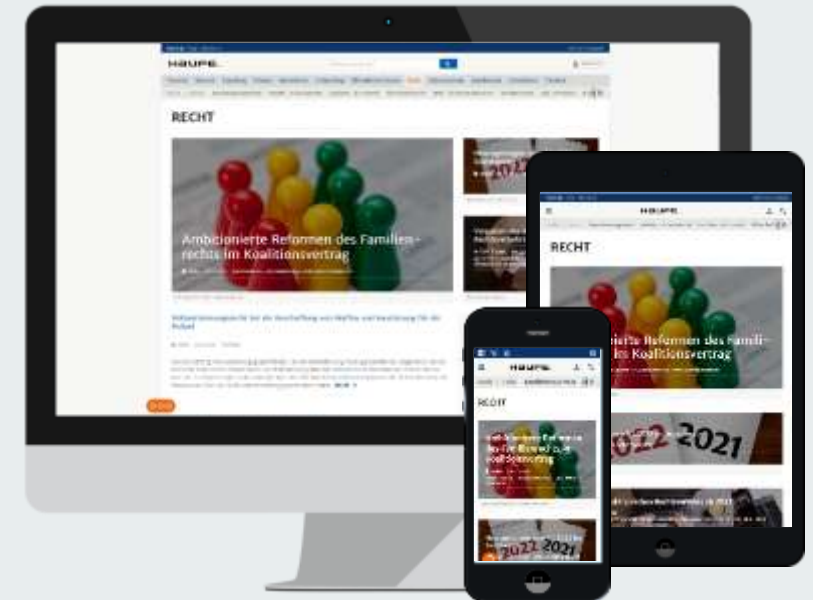
Key data

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	1.468.928
Visits	947.695



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

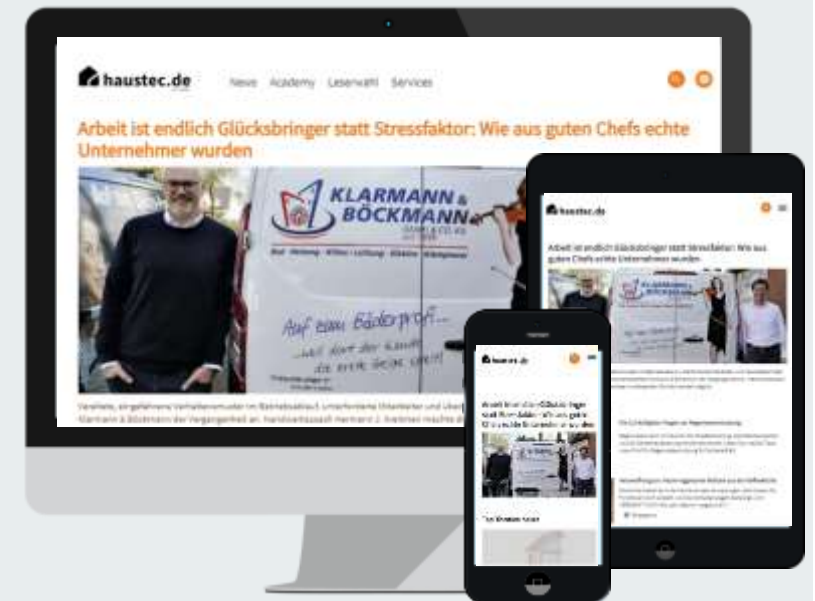
Target group

- 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

	AGOF
Page Impressions	1.404.191
Visits	922.051
Uniques	400.000
Newsletter	26.250

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



Holzmann Medien handwerks-channel



Websites	11 Portale
Page Impressions	1.381.295
Visits	686.345
Uniques	611.242
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.

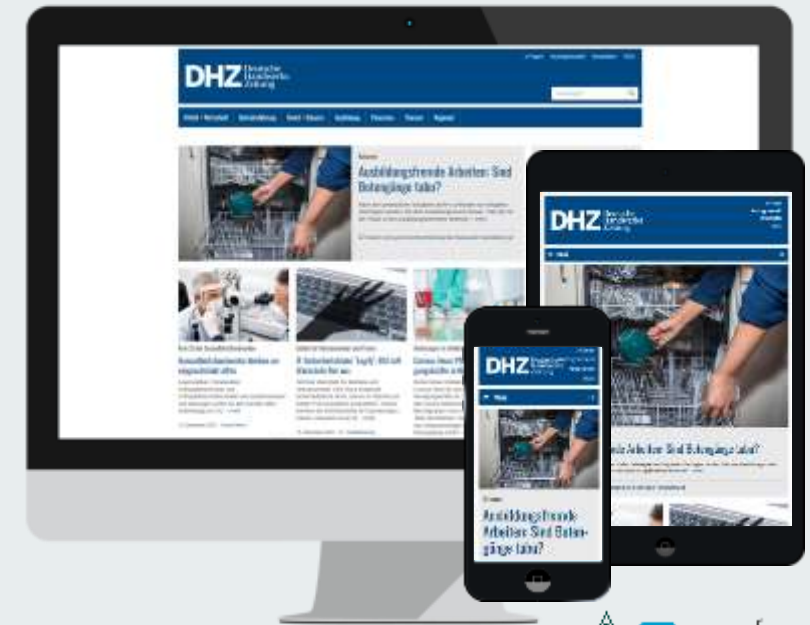
Key data

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	945.080
Visits	656.529
Uniques*	400.000
Newsletter	20.912

*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	174.798
Visits	118.319
Uniques*	100.000
Newsletter	12.409

*Messung der Uniques mit etracker

The media of the Holzmann Medien craft segment

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



boden-wand-decke.de



fleischerei.de

Target group

Opinion leaders, decision-makers and specialists from the flooring industry.

Traffic

Page Impressions	22.436
Visits	14.728
Uniques*	9.323
Newsletter	2.401



*Source: Uniques by etracker

Target group

Owners of specialist butchers as well as managing directors, executives and decision-makers in the meat processing industry and supplier companies.

Traffic

Page Impressions	10.518
Visits	7.745
Uniques*	6.271
Newsletter	1.868



*Source: Uniques by etracker

The media of the Holzmann Medien Craft-Channel

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



gff-magazin.de

Target group

Glaziers, window, façade and metal constructors incl. assembly companies, Specialist dealers, architects, specialist planners and experts, industry.

*Messung der Uniques mit etracker

Traffic

Page Impressions	17.694
Visits	11.308
Uniques*	5.681
Newsletter	2.154



rationell-reinigen.de

Target group

Decision-makers in service companies, public and private clients, self-cleaners and retailers for cleaning/hygiene technology.

*Messung der Uniques mit etracker

Traffic

Page Impressions	55.969
Visits	29.327
Uniques*	18.092
Newsletter	4.942



The media of the Holzmann Medien Craft-Channel

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

R+W Textilservice



rw-textilservice.de

Target group

Entrepreneurs, specialists and executives from all areas of the textile care industry.

Traffic

Page Impressions	11.319
Visits	6.874
Uniques*	5.637
Newsletter	1.416



* Source: Uniques by etracker



si-shk.de

Target group

Sanitary installers, heating engineers, air conditioning technicians, planners and architects, market partners from trade and industry in the HVAC sector.

Traffic

Page Impressions	90.311
Visits	50.885
Uniques*	16.296
Newsletter	10.980



* Source: Uniques by etracker



The media of the Holzmann Medien Craft-Channel

Factsheet | sicht-sonnenschutz.com | natursteinonline.de



sicht-sonnenschutz.com

Target group

Roller shutter and sun protection mechatronics technicians, interior decorators, R+S craftsmen, architects, (specialist) planners, experts.

Traffic

Page Impressions	9.713
Visits	5.587
Uniques*	2.597
Newsletter	1.113



* Source: Uniques by etracker



natursteinonline.de*

Target group

Stone experts, architects, planners, clients as well as floor layers and landscaping contractors.

Traffic

Page Impressions	43.457
Visits	16.000
Uniques*	9.271
Newsletter	2.300

* Source: Uniques by etracker

*natursteinonline.de ist ein Medienangebot der Ebner Media Group, das im Rahmen des handwerks-channels vermarktet wird.

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.

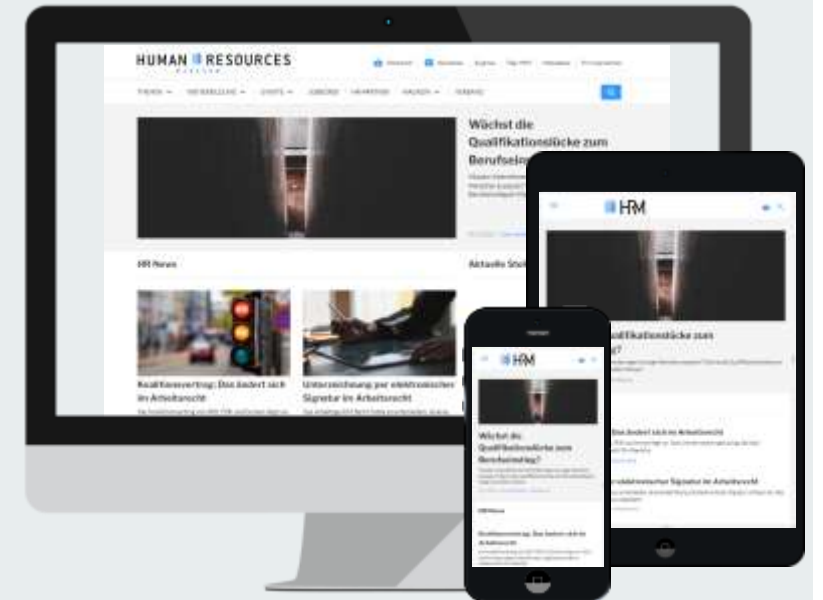
Key data

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	620.265
Visits	412.650
Uniques	400.000
Newsletter	18.000



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

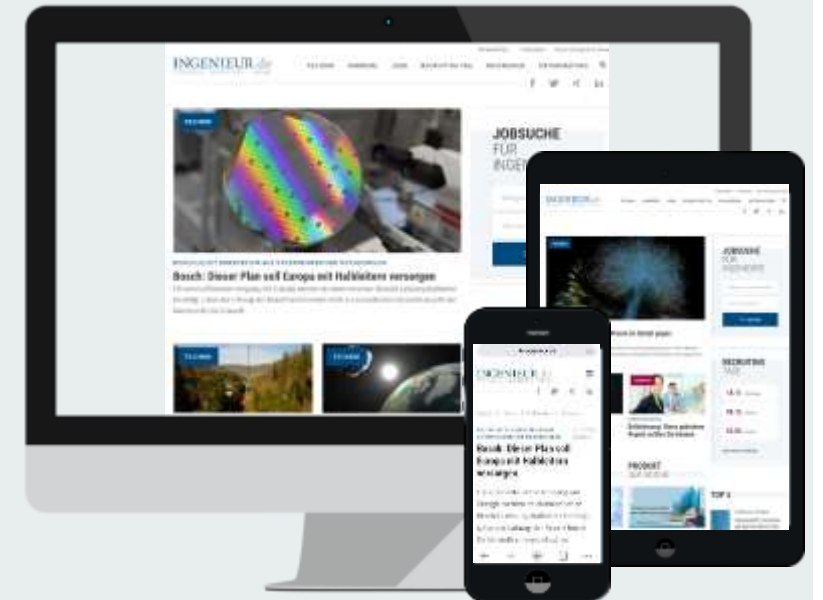
Key data

Target group

- Engineers from all industries

Topics and sections

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



Traffic



Page Impressions	1.168.652
Visits	723.675
Uniques	700.000
Newsletter	40.000

*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.

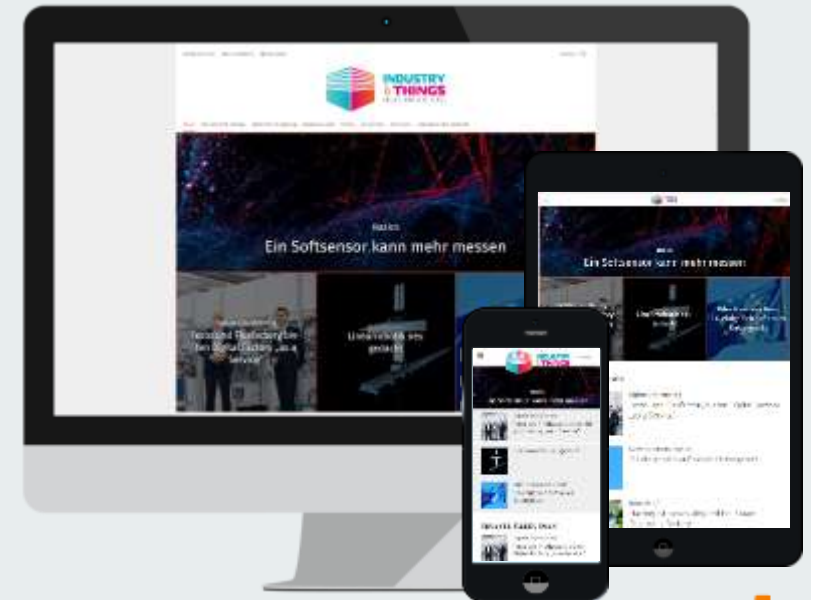
Key data

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	116.000
Visits	62.810
Uniques	58.270



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.

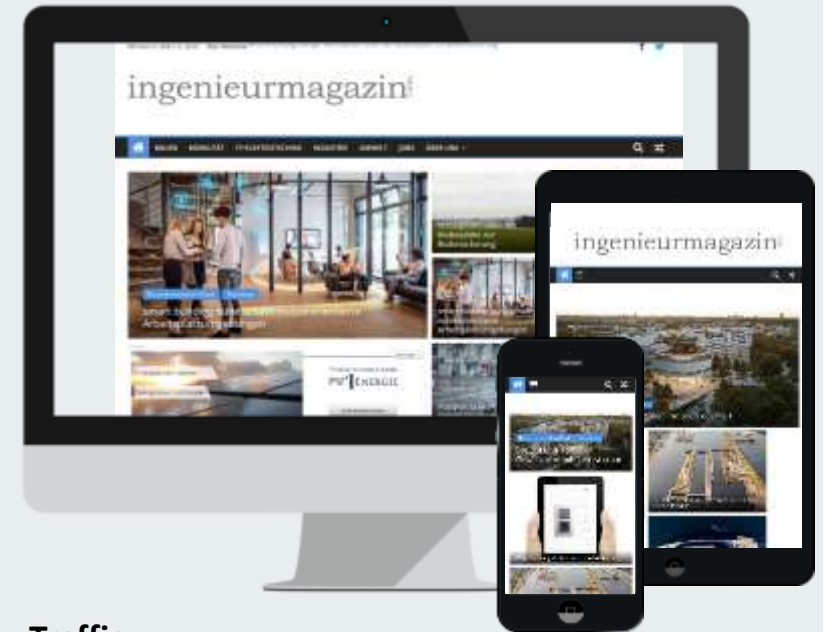
Key data

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	7.998
Visits	4.363
Uniques	2.727
Newsletter	1.200

The Hub for Science, Industry and Business

Factsheet | innovations-report.de

Innovationsreport.de is the portal for science, industry and business. The website serves to promote innovation momentum and to establish new contacts for greater use of existing innovation and performance potential. The range of topics covers all areas of production, services and knowledge.

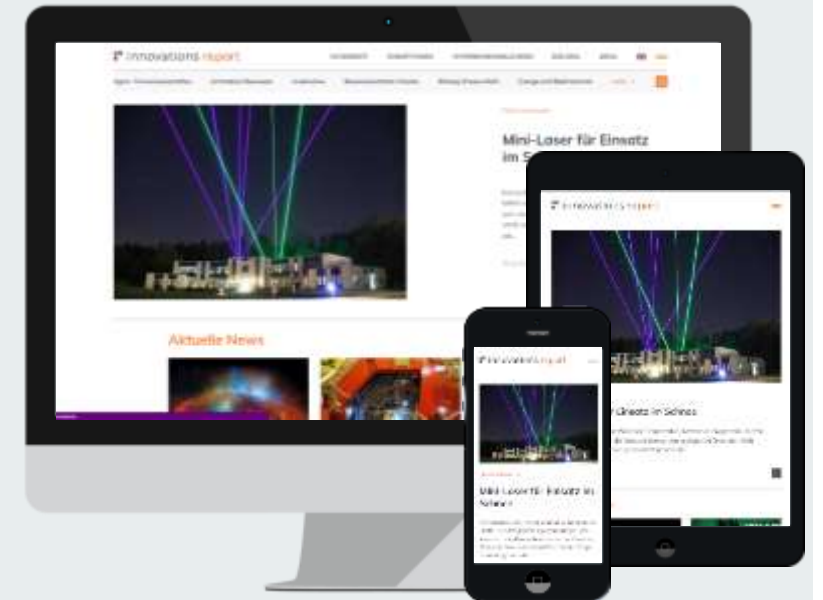
Key data

Target groups

- Decision-makers in Business, Industry and Science
- Innovation managers
- Technology managers

Topics and sections

- Branches
- Special topics
- B2B sector
- Job & Career
- News & Reports



Traffic



Page Impressions	15.615
Visits	8.822
Uniques	4.821

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	45.823
Visits	30.565
Uniques	17.480

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	246.459
Visits	162.915
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	712.000
Visits	484.918
Uniques	449.868



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	241.000
Visits	164.136
Uniques	152.273



Kunststoffe.de is the large portal around plastics processing.

The online magazine offers specialist information from the magazine Kunststoffe and the Hanser specialist book programme.

The wide range of topics provides information on current news and events, the latest product developments, patents and technology trends.

Job market, exclusive video contributions from and for the plastics industry as well as the large provider directory of the plastics industry round off the offer.

Kunststoffe.de is a portal of Carl Hanser Verlag.

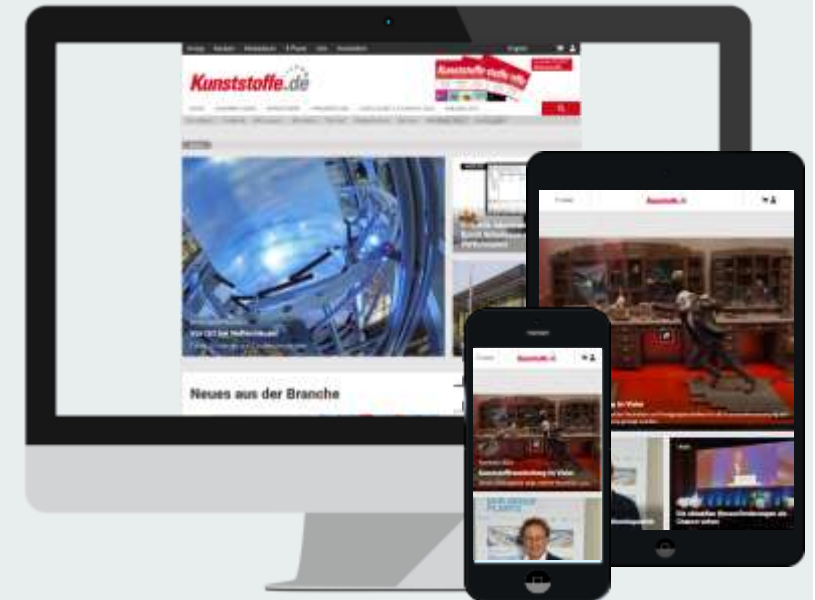
Key data

Target group

- Specialists and managers in the plastics processing industry
- Scientists
- Executives interested in plastics in production and services

Topics and sections

- News
- Uses
- Materials
- Processing
- Research & Development



Traffic

Page Impressions	124.000
Visits	43.000
Unique User	33.077

etracker

The English information portal for decision-makers in the plastics industry

Factsheet | en.kunststoffe.de

En.Kunststoffe.de is the portal for plastics processing.

The online magazine offers specialist information from the magazine Kunststoffe and the Hanser specialist book programme in English.

The wide range of topics provides information on current news and events, the latest product developments, patents and technology trends.

Job market, exclusive video contributions from and for the plastics industry and the large provider directory of the plastics industry round off the offer.

En.Kunststoffe.de is a portal of Carl Hanser Verlag.

Key data

Target group

- Specialists and executives in the plastics processing industry
- Scientists
- Those interested in plastics in production and services

Topics and sections

- News
- Application
- Material
- Processing
- Research & Development



Traffic

Page Impressions	16.000
Visits	4.000
Unique User	3.077

etracker®

*Laborpraxis.vogel.de – The number one for laboratory technology

Factsheet | laborpraxis.vogel.de



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

In various topic channels, the user 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	150.000
Visits	102.160
Uniques	94.776



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	3.618.337
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.

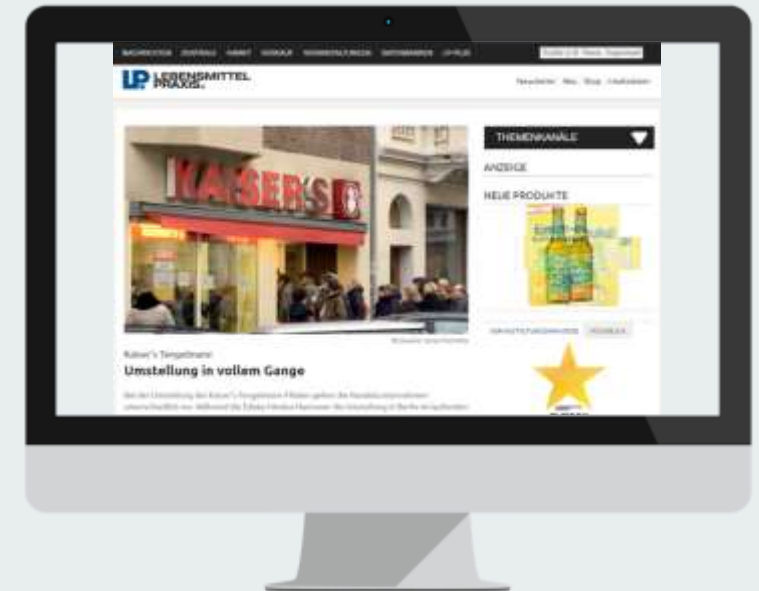
Key data

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	52.444
Visits	24.378
Uniques	18.148
Newsletter	6.300

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.

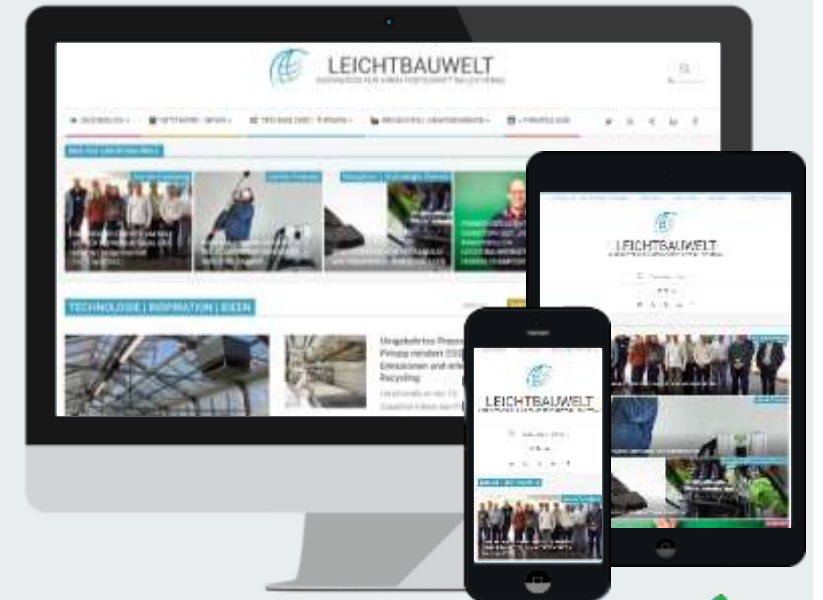
Key data

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	5.849
Visits	4.200
Uniques	3.200
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	111.805
Visits	68.712
Uniques	100.000



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

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

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

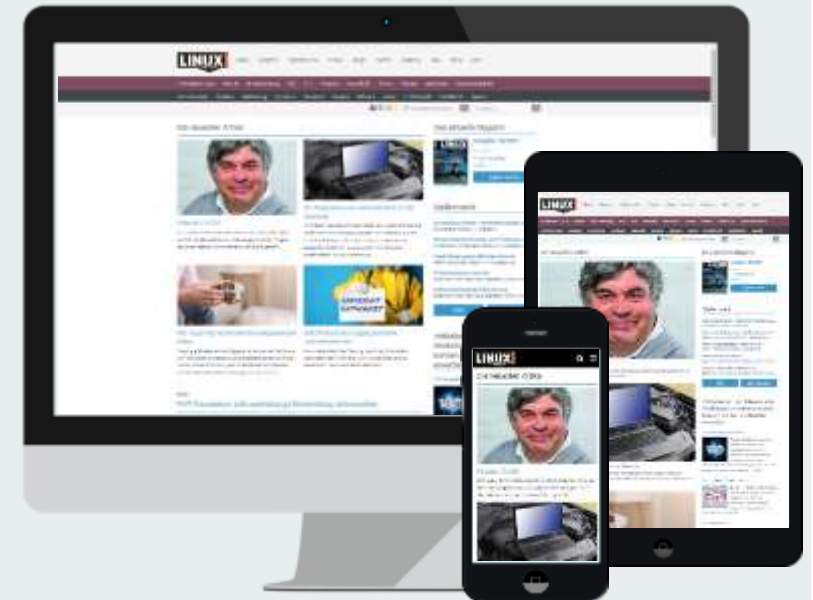
Key data

Target group

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

Topics and sections

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



Traffic



Page Impressions	125.942
Visits	59.389
Uniques	100.000
Newsletter	5.500

*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	92.000
Visits	49.815
Uniques	46.215



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.

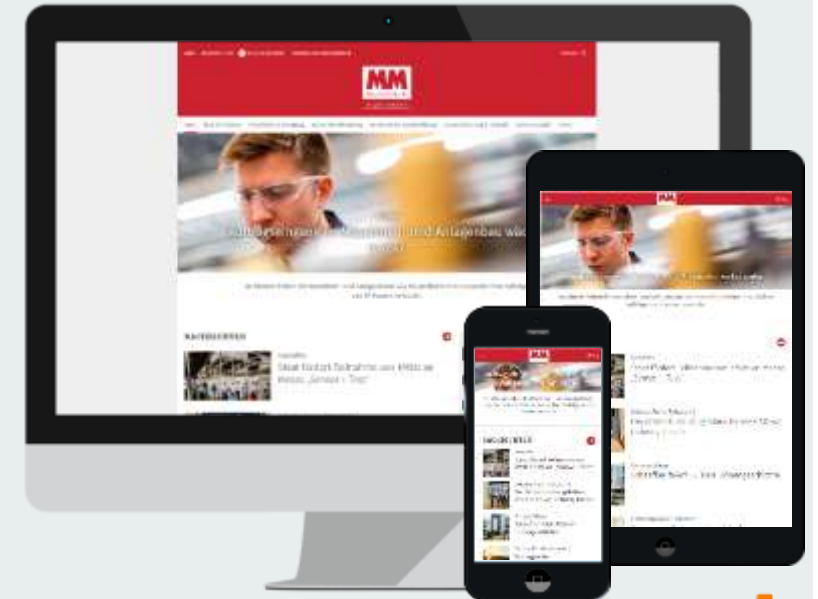
Key data

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	219.000
Visits	149.153
Uniques	138.372



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	18.792
Visits	10.920
Uniques	7.621

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	1.385.398
Visits	634.584
Unique Visitors*	1.300.000



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

*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	88.000
Visits	59.934
Uniques	55.602



Google Analytics

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.

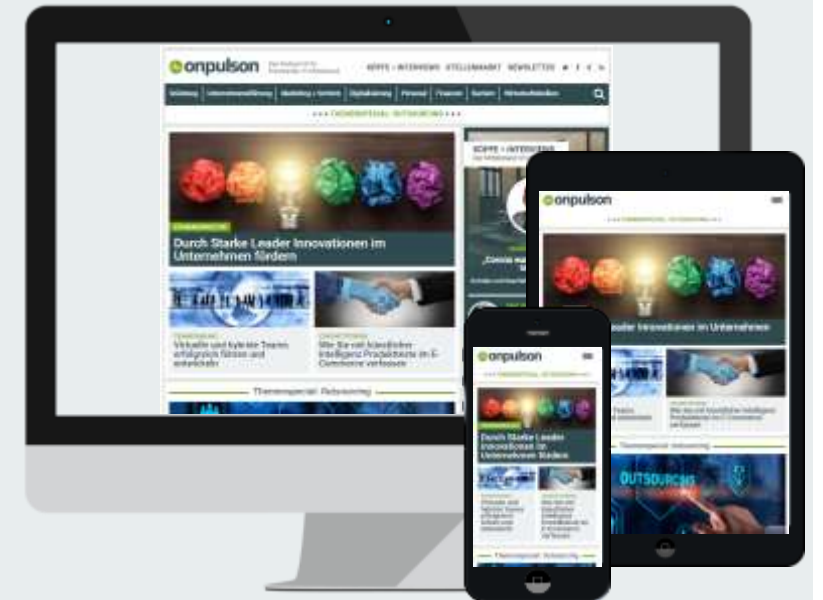
Key data

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	64.000
Visits	53.597
Uniques	47.902

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

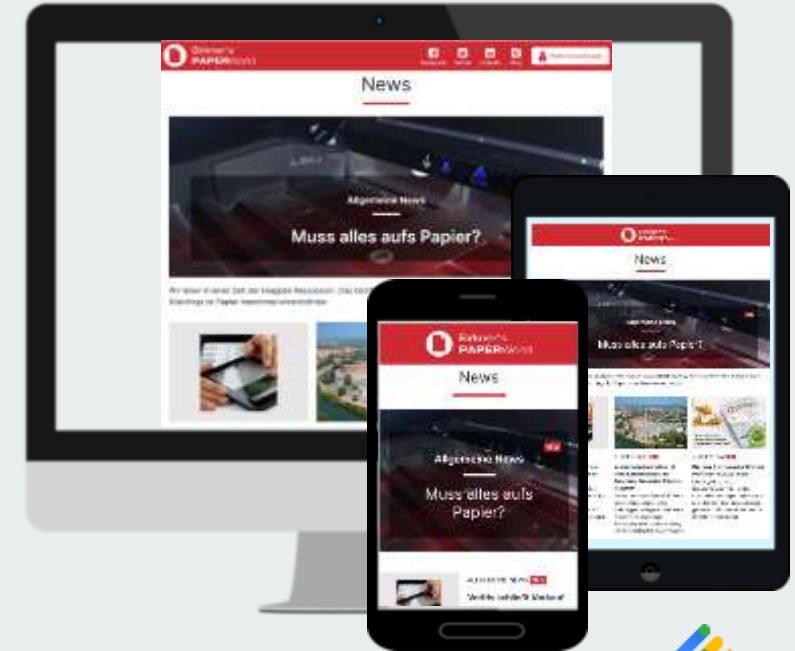
Key data

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	51.587
Visits	29.598
Uniques	14.799

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	24.247
Visits	11.569
Uniques	6.124



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.

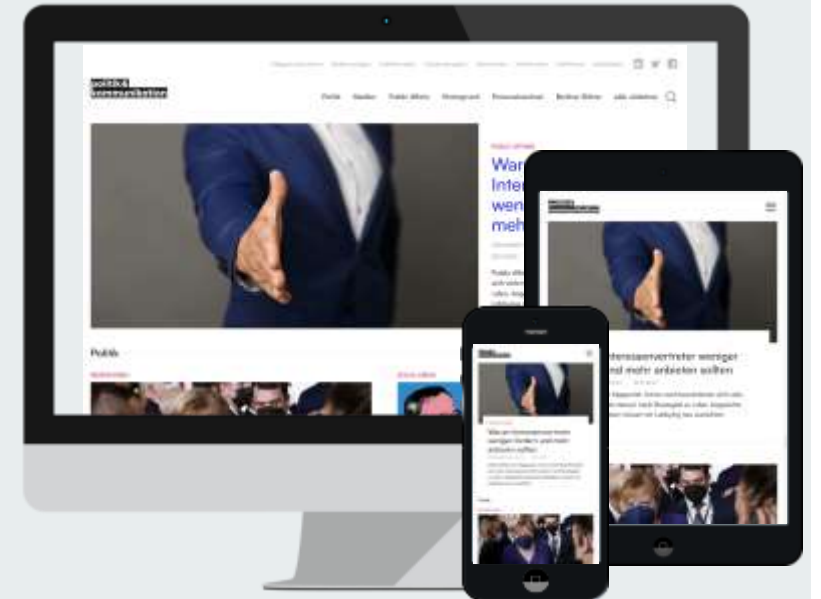
Key data

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	192.000
Visits	130.764
Uniques	121.313



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	76.396
Visits	35.206
Uniques	21.208

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	859.143
Visits	293.366
Uniques	159.256
Newsletter	6.254

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

Factsheet | qz-online.de



QZ-online.de is the comprehensive portal for quality management of the leading trade magazine QZ: Qualität and Zuverlässigkeit. (Quality and Reliability)

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

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



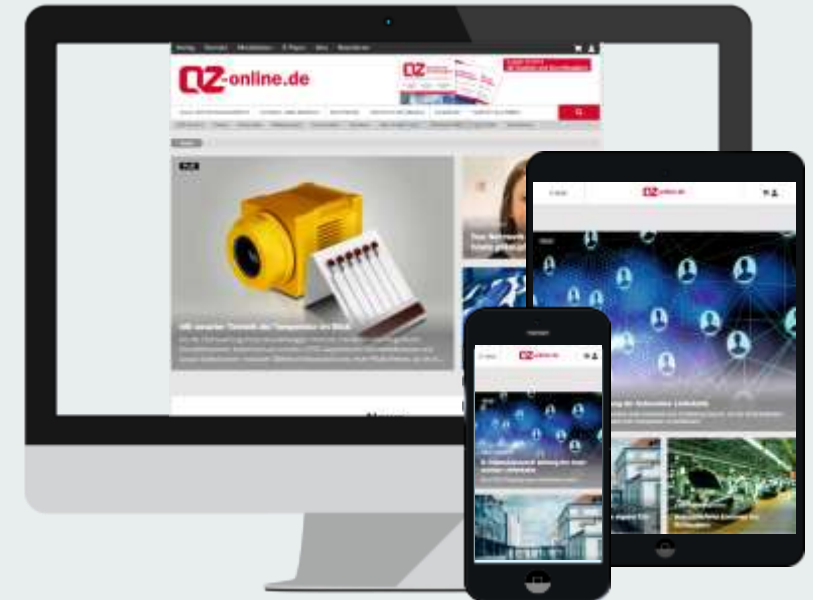
Key data

Target group

- Quality Managers
- Heads of Quality
- Quality managers in industrial and service companies
- Quality Management Scientists

Topics and sections

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



Traffic

Page Impressions	66.000
Visits	27.000
Unique User	20.769



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.

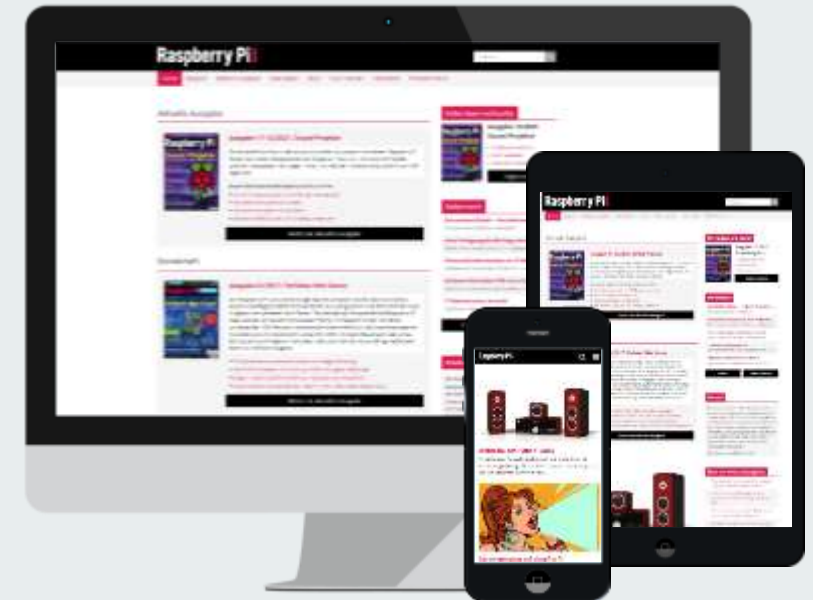
Key data

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	45.631
Visits	25.664
Uniques	19.413

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	128.584
Visits	66.415
Uniques	100.000

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	18.600



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.

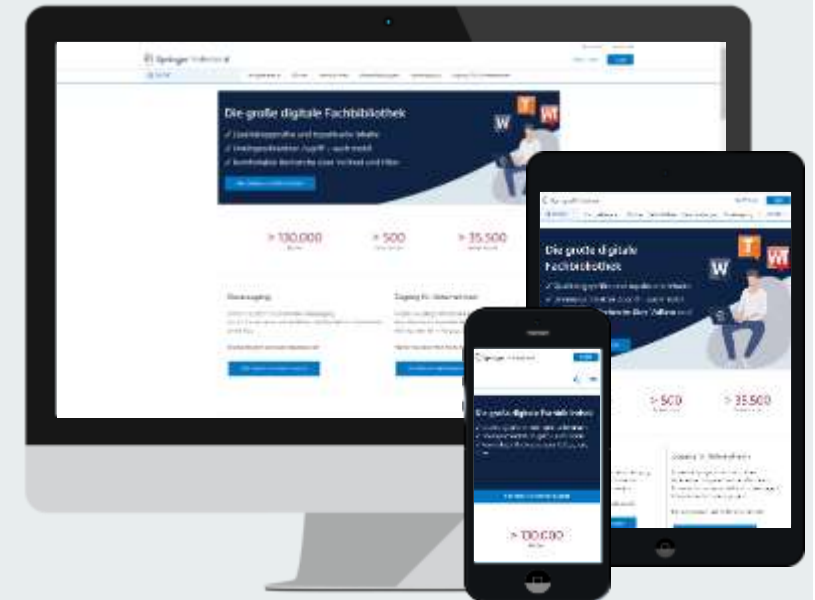


Key data

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	851.452
Visits	310.555
Uniques	300.000
Newsletter	20.700

Staatsanzeiger.de offers comprehensive media and communication services. Publishing, awarding, agency, congresses: These four areas characterize the range of services. The offer is aimed at institutions and bodies of public administration, companies in the administrative economy and cultural institutions of the state. The website reports on a multifaceted basis - on politics and administration, business and procurement, profession and career. Current topics are taken up and deepened through exclusive first-hand information as well as critical analyses and interviews.

Key data

Target group

- Financial decision-makers in the public sector
- (State) Civil servant
- Managing Director and Head of Department of Municipal Investments
- Representatives of municipal supervisory authorities

Topics and sections

- Government gazette
- Awarding
- eJobs
- Congresses
- Agency
- Castles



Traffic

Page Impressions	53.516
Visits	7.202
Uniques	4.218



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	53.110
Visits	24.475
Uniques	14.744

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.

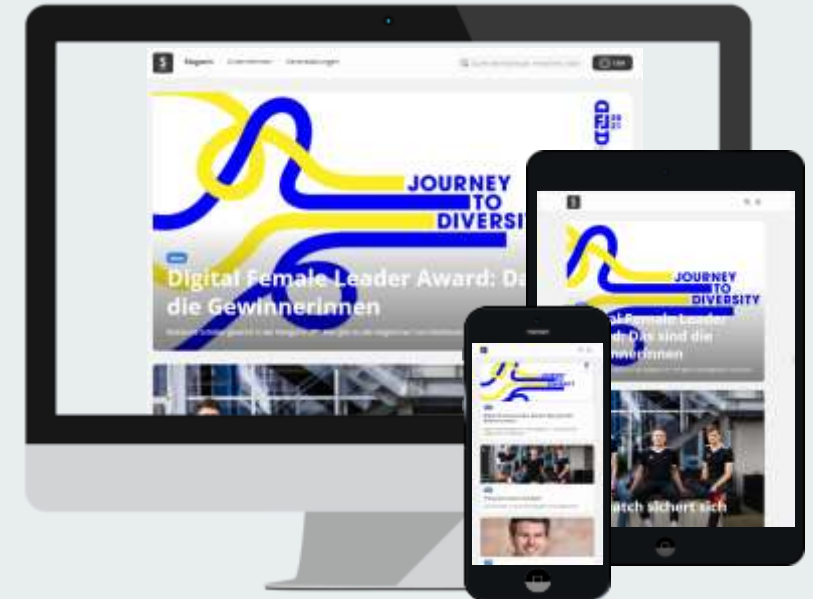
Key data

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

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	36.055
Visits	24.312
Uniques	16.394
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.

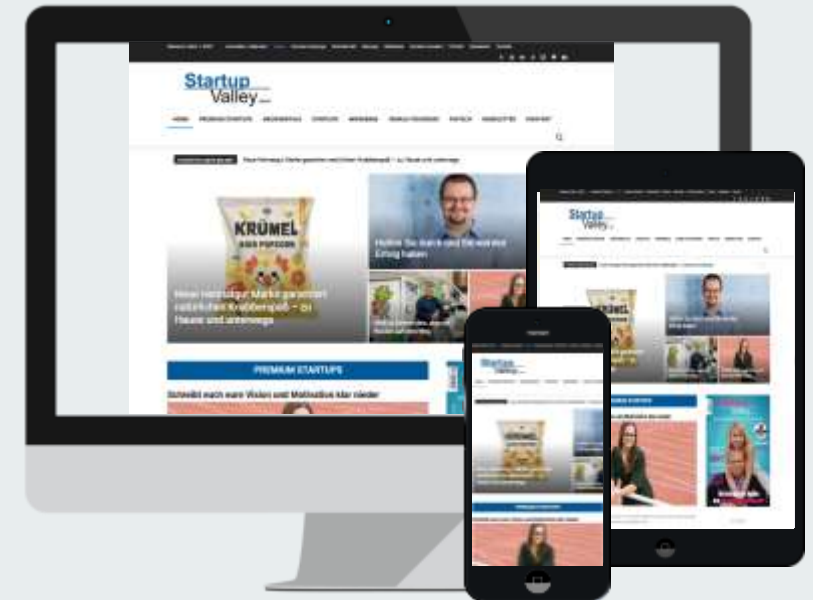
Key data

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	25.188
Visits	43.843
Uniques	27.678
Newsletter	5.400

The online tax magazine

Factsheet | steuernetz.de

The editorial team of tax consultants, professionals from the financial administration, lawyers, judges and business editors presents the often very complicated facts in an understandable way. They guarantee quality, seriousness and timeliness of the information.

steuernetz.de is owned by **Wolters Kluwer Deutschland**, based in Cologne, one of the leading global knowledge and information service providers with core competencies in law, economics and taxes.



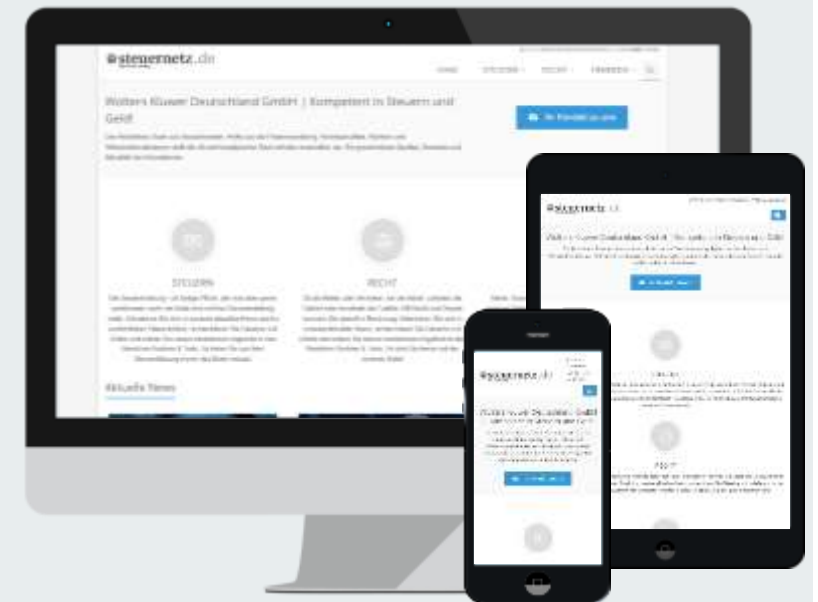
Key data

Target group

- Managers
- Landlords, property owners
- Tax advisors
- Controllers, Accountants

Topics and sections

- Taxes
- Law
- Finances



Traffic

Page Impressions	54.791
Visits	42.257
Uniques	80.000
Newsletter	34.780



t3n.de – The leading medium of the digital economy

Factsheet | t3n.de



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

The editorial team provides 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 Adaptors
- 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	6.674.112
Visits	5.298.165
Uniques	2.000.000
Newsletter	58.000

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	628.904
Visits	371.567
Uniques	100.000
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

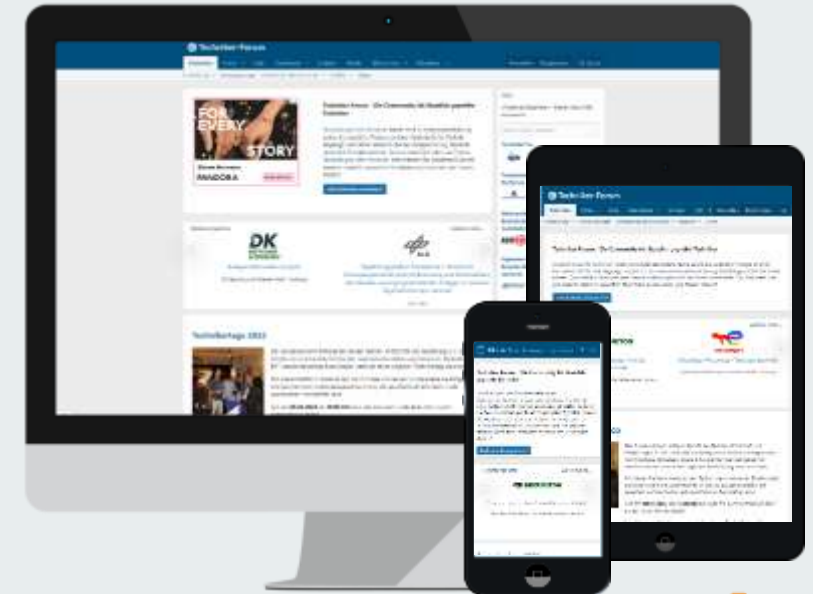
- State-certified technicians
- Technical Business Economists
- Engineers | Skilled worker
- Young professionals in the industry

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	281.123
Visits	139.018
Unique Visitors	110.167



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	48.903
Visits	16.301
Uniques	9.145
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.

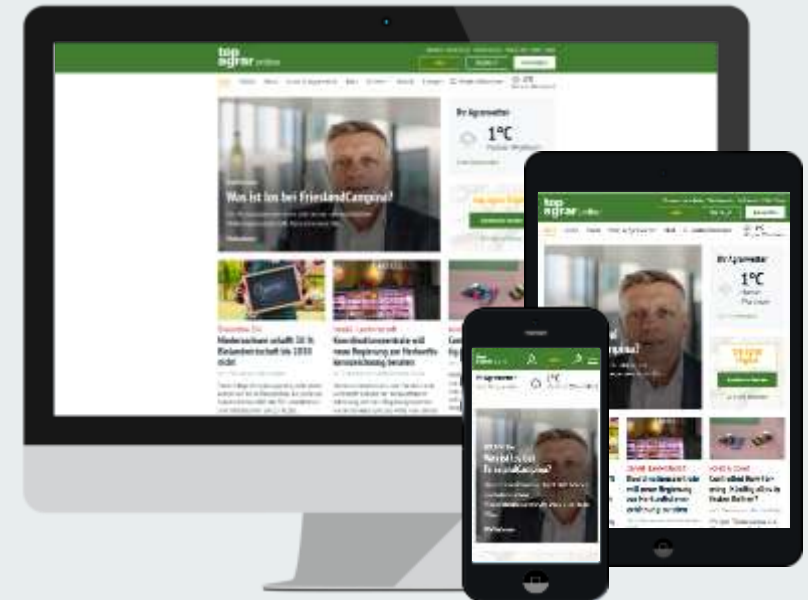
Key data

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*	10.441.549
Visits	3.634.769
Uniques	1.827.007
Newsletter	47.000

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

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.

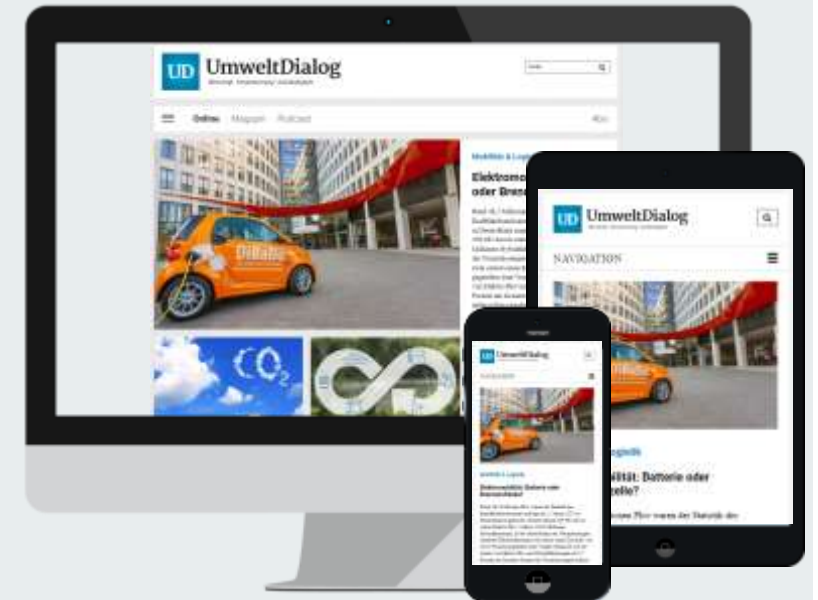
Key data

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	26.881
Visits	9.179
Uniques	8.196
Newsletter	16.300

The portal for investors & entrepreneurs

Factsheet | vc-magazin.de

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.

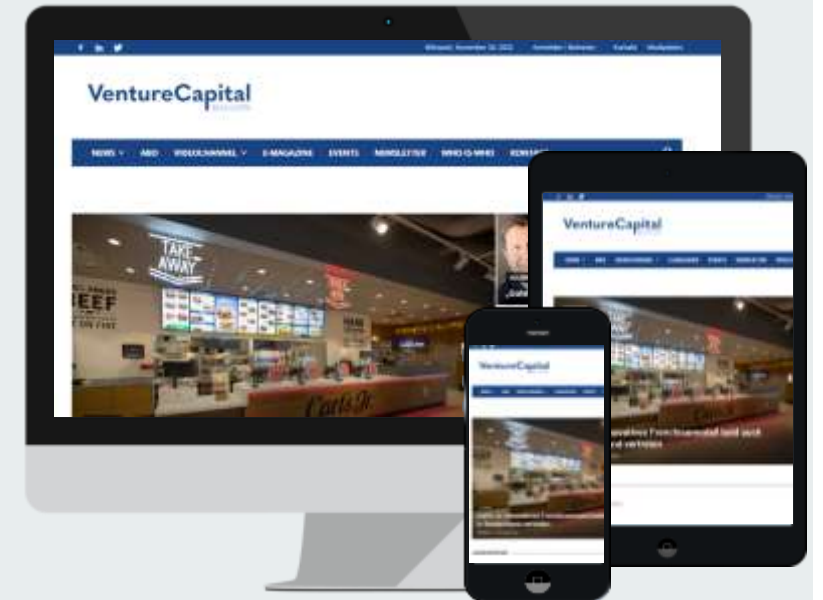
Key data

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	480.766
Visits	306.741
Uniques	200.000
	5.600

The news portal for engineers

Fact Sheet | vdi-nachrichten.com

VDI-nachrichten.com is the digital version of vdi nachrichten. These stand for journalistic excellence in the age of industrial transformation. The daily Plus contributions are the core of the editorial offer. The weekly high-reach boost newsletter sends the most important highlights in the news alert "VDI nachrichten digital". In addition, a 14-day print and e-paper newspaper edition 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	69.617
Visits	59.132
Uniques	36.958
Newsletter	25.000

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.

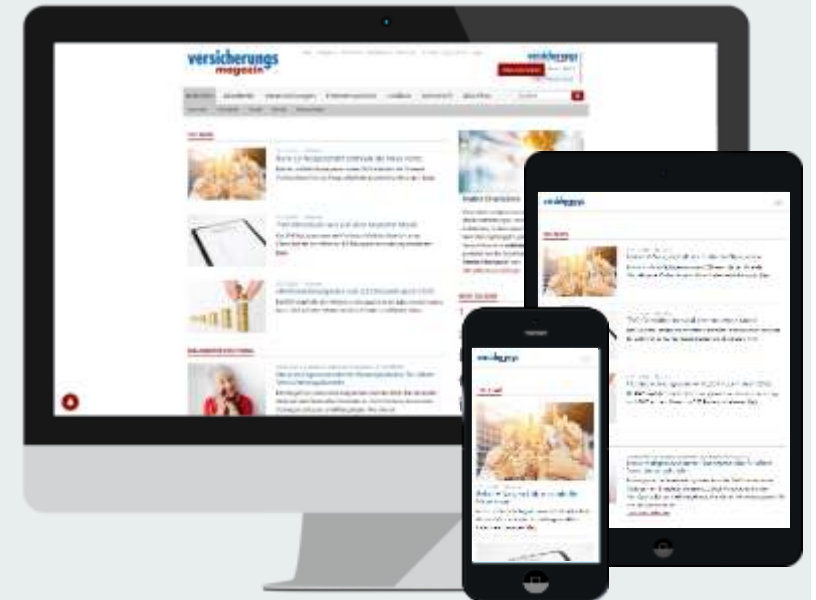
Key data

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	54.632
Visits	42.882
Uniques	26.801
Newsletter	5.640



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.

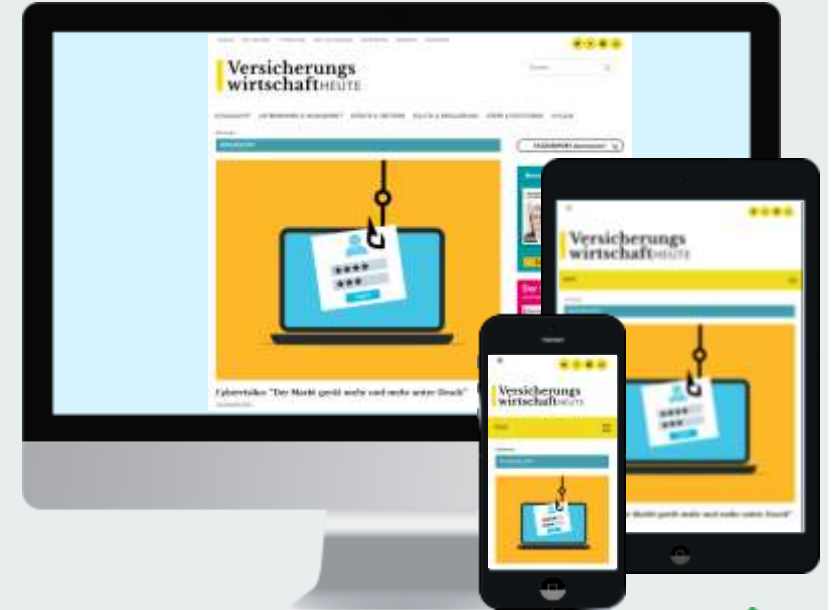
Key data

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	95.058
Visits	52.810
Uniques	31.686
Newsletter	12.600

The **werkstatt-betrieb.de** portal offers decision-making aids for specialists and managers in tooling production. **werkstatt-betrieb.de** provides up-to-the-minute information on industry news, new products and important dates and events. In addition to videos and picture galleries on current topics, the user will also find basics on all important processes in machining production on **werkstatt-betrieb.de**.

Werkstatt-betrieb.de is a portal of Carl Hanser Verlag.

Key data

Target group

- Technical Managers
- Operations, manufacturing and production managers
- Machining experts from mechanical and vehicle engineering as well as all fields of application of machining production

Topics and sections

- News
- Procedure
- Machines
- Tools
- Peripheral
- Software



Traffic

	etracker®
Page Impressions	44.000
Visits	10.000
Unique User	7.692

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.

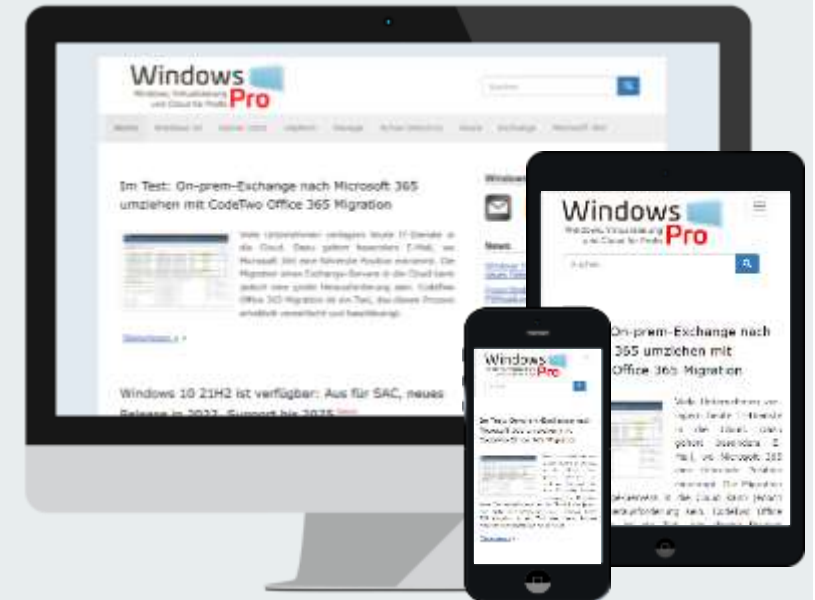
Key data

Target group

- IT decision-makers
- IT/IT specialists

Topics and sections

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



Traffic



Page Impressions	131.541
Visits	100.878
Uniques	60.000

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.

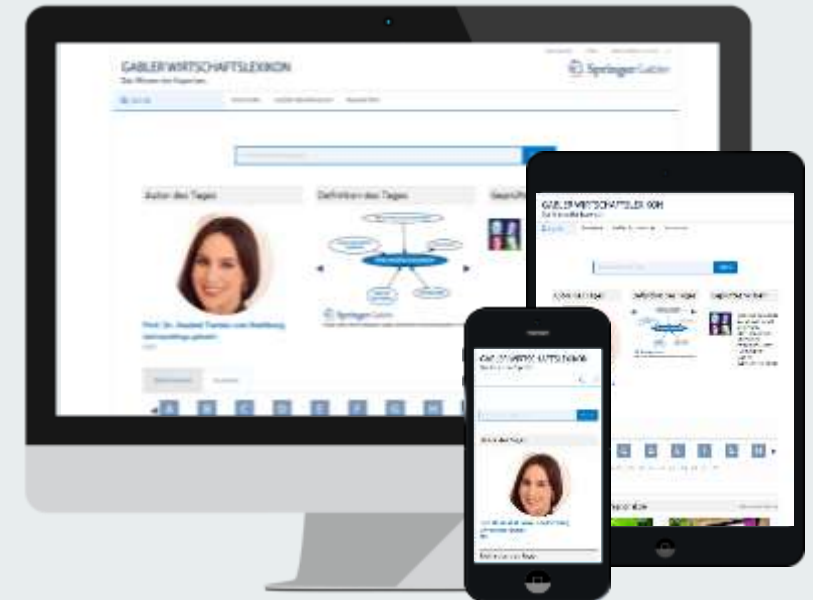
Key data

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	760.648
Visits	538.623
Uniques	800.000

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.

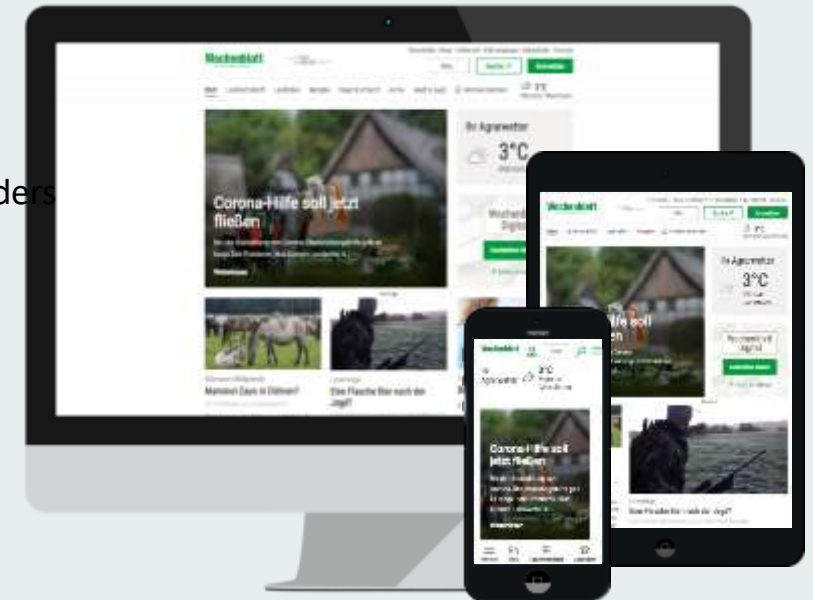
Key data

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	5.249
Visits	1.431
Uniques	862

The largest B2B channel in Germany

Preise | Display Multiscreen



Display Multiscreen	Segment Rotation	Channel Rotation
Billboard / Sitebar + Mobile Interscroller	110 €	105 €
Billboard / Sitebar + Mobile High Impact Ad / Mobile Halfpage Ad	115 €	105 €
Wallpaper / Halfpage Ad + Mobile Interscroller	125 €	115 €
Wallpaper / Halfpage Ad + Mobile High Impact Ad / Mobile Halfpage Ad	110 €	105 €
Adbundle + Mobile Medium Rectangle	65 €	55 €
Native AD IN	95 €	85 €
Native AD OUT	90 €	80 €
Outstream Video Ad	50 €	50 €

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

The largest B2B channel in Germany

Preise | 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	110 €	100 €
Premium Adpackage (Billboard, Wallpaper, Sitebar)	105 €	95 €
Medium Rectangle	90 €	75 €
Ad Bundle	65 €	55 €
Skyscraper	65 €	55 €
Super Banner	55 €	45 €
Floor Ad	135 €	125 €
Tandem Ad	135 €	125 €
Layer / Banderole	115 €	105 €

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The largest B2B channel in Germany

Preise | Display Mobile



Display Mobile	Segment Rotation	Channel Rotation
Roadblock XXL – High Impact Ad + Interscroller	145 €	140 €
Roadblock XL – High Impact Ad + MMA 4:1 Adhäsiv	125 €	120 €
Mobile Interscroller	115 €	110 €
Interstitial	110 €	105 €
Mobile Cube Ad	105 €	100 €
Mobile High Impact Ad / Premium Rectangle	105 €	100 €
Mobile Halfpage Ad	100 €	95 €
Mobile Medium Rectangle	90 €	85 €
MMA 2:1	55 €	50 €
MMA 6:1 / 4:1	40 €	35 €

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

Conditions and specifications

Preise | Rabattstaffel

Mengenrabatte*	
Ab 20.000 €	3 %
Ab 50.000 €	5 %
Ab 75.000 €	10 %
Ab 100.000 €	12 %
Ab 200.000 €	14 %
<small>* werden in Abhängigkeit von eventuellen Cash-/ Naturalrabatten gewährt. Unsere AGB unter http://www.businessad.de/agb</small>	
Mindestbuchungsvolumen:	1.000 € (AE-netto)
TKP-Aufschläge	
Expandables	25 %
Video-Ads	10 %

Technische Spezifikationen

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

Fristen und Werbemittel-Anlieferung an banner@businessad.de

Drei Werkzeuge vor Schaltung (Display); fünf Werkzeuge bei Content Marketing

Redirect: Third-Party-Advertising möglich

Targeting: Umfangreiche Targeting-Möglichkeiten

- Regional / National (A, CH)
- Temporär
- Browser
- Betriebssystem

Qualitätskontrolle

- Optimierte Kampagnenüberwachung
- Transparentes Reporting



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