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We are the Number One for B2B & Finance

On top of its exclusive portfolio of German websites businessAD offer you access to other European media markets.

Please check with your responsible businessAD Key Account Manager which portals we can offer and request an individual proposal.

This presentation is just a short overview of key business & financial portals in a particular market.

We look forward to hearing from you.
Austria is home to a wealth of independent financial and business websites

Media Market Austria

- Area in km²: 83,879
- Population in mio.: 8,859 (2019, Eurostat)
- Private households in mio.: 3.950
- Gross domestic product GDP: 399 bn € (2019)
- Unemployment rate: 4.6 % (Oct. 2019)
- Inflation rate: 2.2 %
- TV Households: 95%
- Internet Households (Broadband): 89 %
- Number of dailies: ca. 16
  - of which national: ca. 6
- Number of magazines: ca. 62
  - Of which professional media: ca. 20
- Advertising expenditure online: 677 m €
Austrian Business & Financial Portals at a Glance

International Trading Channel | Austria

- Private investors
- Institutional investors
- Business decision-makers
- High HHNI
- Tax advisors
- Business Travellers

Page Impressions
30 MIO.
Visits
n/a
Unique Visitors
5 MIO:

* Newsportale, ca. 300 Mio. PIs
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