Portfolio 2021 (excerpt – Please inquire for comprehensive list of portals)  Stand: 04-2021
Channel Business and Finance

No business as usual

Portals in alphabetical order
Channel Business & Finance

No business as usual

Your target audience is made up of institutional investors or private investors, traders and financial decision-makers in companies?

Then you have come to the right place!

Up-to-the minute information and solid research: You will not find more attractive platforms from the business and finance sector for your campaign anywhere else. Strong media brands and high-quality environments: Our exclusive publishing partners report on trends and market prices of the global financial markets as well as on their influence on the different sectors of the economy. You will find a selection of our portfolio here.

Channel Business & Finance

No business as usual

<table>
<thead>
<tr>
<th>Websites</th>
<th>10 portals</th>
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<td>Page Impressions</td>
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<td>Unique Users</td>
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Relevant Target Groups:
Private investors, financial advisors, institutional investors, business decision-makers, business travellers, high net worth individuals

Advertising environments:
Shares & Markets, bonds, ETF/ETP, Fonds, Commodities & Forex, certificates
### Socio-demographics

<table>
<thead>
<tr>
<th>Sex</th>
<th>User share in percent</th>
<th>Affinity-Index**</th>
</tr>
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<th>Age</th>
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<td>30-39 years</td>
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<td>40-49 years</td>
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<td>50 +</td>
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<table>
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<th>Current profession</th>
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<tr>
<td>Business decision-makers*</td>
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<td>149</td>
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<table>
<thead>
<tr>
<th>HHNI</th>
<th>User share in percent</th>
<th>Affinity-Index**</th>
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<tbody>
<tr>
<td>3.000 EUR +</td>
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<td>129</td>
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<tr>
<td>4.000 EUR +</td>
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<td>138</td>
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</table>

* Business decision-makers = Entrepreneurs, Free Professions, Higher civil servants, senior executives

** Affinity-Index: User share in relation to the total population

Source: AGOF daily digital facts 2017-09
Product interest: Investments, Shares, Bonds, Fonds
AGOF ranking | businessAD portals and competition

<table>
<thead>
<tr>
<th>Website</th>
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<tr>
<td>deraktionaer.tv</td>
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<td>DER AKTIONÄR</td>
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<td>Börse Frankfurt</td>
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<tr>
<td>Finanztreff</td>
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<td>Ariva.de</td>
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<td>onvista</td>
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<td>boerse-online.de</td>
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<tr>
<td>Tichys Einblick</td>
<td>131</td>
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<td>Handelsblatt</td>
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<td>finanzen.net</td>
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<td>Wallstreet-Online IPD</td>
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Affinity-Index: User share in relation to the total population
Source: AGOF daily digital facts 2017-09; Question: Investments, Shares, Bonds, Fonds : am (very) interested
BondGuide.de is the platform for corporate bonds and focusses on the market of fixed-interest security IPOs primarily of medium-sized companies. BondGuide provides concrete estimates and forecasts in the fields of upcoming bond issues – critically, independently and transparently. In addition, the platform provides master data, quotes and charts of all listed SME-bonds – supplemented by current top/flop lists and the major bond indices.

The integral part: DGAP-Ad hoc reports, basic knowledge and an expert section, where renowned authors and columnists from the world of bonds get a chance to speak. Furthermore the portal offers: overviews – statistics – key figures – risk factors – advisor league tables – flashbacks – interviews with issuers and investors.
boerse-frankfurt.de is the portal for investors of the Deutsche Börse AG and the virtual extension of the trading floor.

The website provides access to real-time quotes from DAX, MDAX, SDAX and TecDAX. On top of this, there is a variety of stock trading know-how for beginners and experts as well as news and information on stocks, funds, ETFs, bonds, commodities and warrants.

Key data

Target audience
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

Sections
- Aktien (Shares)
- Anleihe (Bonds)
- ETF/ETP
- Fonds (Funds)
- Rohstoffe & Währungen (Commodities)
- Zertifikate
- Nachhaltig

Traffic
- Page Impressions: 3,263,048
- Visits: 1,259,201
- Uniques: 130,000
BOERSE-ONLINE.de comments timely, competently and independently on the developments of the stock markets and provides specific recommendations for private and institutional investors. In addition boerse-online.de includes tools such as equities, funds, certificates analyzer, a glossary and boasts one of the largest editorial teams for investment issues.

### Key data

#### Target audience
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

#### Sections
- Aktien, Fonds, Realtimekurse
- ETFs
- Anleihen (Bonds)
- Zertifikate, KO / OS
- Rohstoffe & Devisen (Commodities)
- Versicherungen & Vorsorge
- Banken & Broker

#### Traffic

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Der Aktionär is the largest German investment magazine

Factsheet | DER AKTIONÄR | deraktionaer.de

**DER AKTIONÄR online** is the opinion and recommendation portal for finance and stock markets. It focuses on investment recommendations and comments and assesses current news. An editorial team consisting of 20 persons tracks the financial markets, filters out the most important information and provides it in a clear and simple way.

Premium-Content with additional value!

**Key data**

**Target audience**
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

**Sections & Topics**
- Empfehlungen
- Marktüberblick
- Musterdepots
- Chart-Check
- Börsenbriefe

**Traffic**

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**The top address for video offers in the field of finance**

Factsheet | DER AKTIONÄR TV | deraktionaer.tv

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**Der Aktionär TV** - is the German stock- and financial television complemented by some infotainment. It combines the latest market reports, comprehensive analyses, detailed backgrounds and strategies of the experts for exchange, finance and economics.

Up-to-date information about charts and quotes round off the video information. With more than 30,000 views in the video archive daily and a dropout rate of less than eight per cent deraktionaer.tv is your top address for moving images on the issue of finance.

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**Key data**

**Target audience**
- Interested private investors
- Institutional investors
- Investment advisors, trader
- Financial services providers
- Financial and economic decision-makers

**Sections & Topics**
- Aktien
- Zertifikate
- Fonds+ETFs
- Börsen+Märkte
- Devisen
- Rohstoffe
- Programm

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**Traffic**

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Finanztreff.de – Your competent partner for stock markets and private wealth

**Factsheet | finanztreff.de**

finanztreff.de is one of the most established stock market portals in Germany. Since 2018 it is part of the Börsenmedien AG, which also publishes deraktionaer.de

Finanztreff.de offers without registration access to securities, stock quotes as well as news and analyses. Many intelligent tools for search and analysis of securities complement the offer. For (free-of-charge) registered users there are trial depots and watchlists as well as limits and alerts and access to expert depots.

Currently the site boasts approximately **160,000** sample depots and watchlists.

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**Key data**

**Target group**
- Private Investors
- Institutional Investors
- Financial Advisors
- Trader and Financial Decision-makers
- Business decision-makers

**Sections & Topics**
- Securities & Stock quotes
- Shares
- Funds / ETFs
- ETC / ETN
- News & Analyses
- Bonds / Certificates
- Money & Pensions

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**Traffic**

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**Tichys Einblick** is a liberal-conservative column magazine for politics, business, private finance and society. The opinion page is based on a constantly growing pool of significant authors, moderated by Roland Tichy.

Tichys Einblick recognizes the trends in politics, the economy and society and thus provides guidance for decision-makers from industry and politics.

### Key data

**Target audience**
- Decision-makers from economy and politics
- Entrepreneurs
- Executive employees
- Multiplicators
- High-income earners

**Sections**
- Tichys Einblick
- Kolumnen
- Gastbeitrag
- Dailies|sentials
- Meinungen
- Feuilleton
- Wirtschaft

**Traffic**

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Channel Mittelstand

The heart of the German economy

Portals in alphabetical order
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.

Relevant target groups from:
Medizin, Politik, Unternehmen, Recht, Finanzen, Informationstechnologie, Bauwirtschaft, Handwerk, Flotte, eCommerce, Messe, Meinung uvm.
Our USP - Pinpointing Target Groups Thanks to our B2B Segmentation

With businessAD you reach out into all industry verticals
Since 2007 about-drinks.com is the hub for the beverage industry and its professionals. The website informs about relevant products, product launches, industry information and about the movers and shakers. The beverage retail markets and hotel & catering are also covered.

Key data

Target group
- Entscheider aus Gastronomie, Hotellerie, Getränkehandel & der Getränkeindustrie
- Sales Directors, Purchasing Directors
- Bezirks- & Bereichsleiter
- Product manager

Environments and topics
- Drinks
- Interviews
- Marketing
- People
- TV
- Partner portals
- Miscellaneous

Traffic

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<td>9.992</td>
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<td>Newsletter</td>
<td>7.200</td>
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**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.

### Key data

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

**Sections**
- Home/News
- The Magazine
- Online articles

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

**Traffic**
- Page Impressions: 53.734
- Visits: 29.389
- Uniques: 22.091
AERO INTERNATIONAL is the Online-Portal covering industry, technology, airlines, airports, logistics and business travel. It provides background knowledge and portraits on airports and airlines.

**Key data**

**Target group**
- Aviation-Professionals/Aviation industry
- Business Travellers
- Tourism industry
- Cargo industry

**Sections and environments**
- Airlines
- Airports
- Industry & Technology
- Business Aviation
- Cargo/Logistics
- Simulation
- Travel tips

**Traffic**
- Page Impressions: 25,549
- Visits: 10,903
- Uniques: 5,206
The digital branch of agrarzeitung comprises next to the web offer agrarzeitung.de, the daily „Märkte am Morgen“, „Märkte am Mittag“ and „17 Uhr“-newsletters as well as the weekly „az-Wochenstart“-Newsletter. Seasonal harvesting and cultivation reports round off the programme. agrarzeitung.de is the comprehensive management tool for the movers and shakers in the agribusiness. Agrarzeitung.de is published by one of the biggest trade media groups in Germany: dfv Deutscher Fachverlag.

Key data

Target group
- Farmers
- Farming supplies trade
- Consultants
- Food industry
- Administration, government

Sections
- Nachrichten (News)
- Markets
- Mein Markt
- Career
- Job portal

Traffic

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<td>174.021</td>
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Aerztezeitung.de is the portal for news on health policy, and medical business for general and specialized practitioners, staff in surgeries, medical centers and hospitals. The online platform is named after the newspaper.

Please note that advertising for prescription drugs is not possible in the open section and is a field covered by the publisher.

Please also enquire about other legal issues that may apply when advertising for OTC drugs that are known to have side effects due to particular substances.

Key data

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

Sections
- Politik & Gesellschaft (Politics & Society)
- Medizin
- Praxis & Wirtschaft (Practice & Business)
- Panorama
- Sonderpublikation
- WebTV

Traffic
- Page Impressions: 5,895,285
- Visits: 4,745,213
- Uniques: 2,770,000
- Newsletter: 18,460
aftermarket-update.de is a news website regarding Automotive Aftermarket Sales. The topics covered are spare parts, repair workshops, service.

**Key data**

**Target group**
- Automotive suppliers
- Car dealers
- Car spare parts trade
- Repair workshops operators

**Sections and environments**
- Industry
- Teilehandel und Ersatzteile (Parts)
- Nutzfahrzeuge (Utility vehicles)
- Aftermarket
- Produkte
- Neuwagen (New cars)
- Spezial

**Traffic**

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

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

Key data

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

**Sections**
- Fluggesellschaften & Flughäfen
- Industrie & Technik
- Luftfracht
- Cargo
- And many other by tags

**Traffic**

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<td>150,000</td>
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<td>Newsletter</td>
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</table>
All about Sourcing covers all vital supply chain topics. CEOs, Managing Directors and Purchasing Managers find exclusively researched articles and market features, vendor overviews, trade fair guides etc. on the portal. There is a special focus on sustainability and energy efficiency.

Key data

Target groups
- Managing Directors
- Senior Management in purchasing, logistics and supply chain

Sections
- Startseite
- Sourcing TV
- Themen (Topics)
- Stellenangebot (Jobs)
- Termine (Appointments)

Traffic

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<tr>
<td>Uniques</td>
<td>2.169</td>
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</table>
altenheim.net offers daily news and services for the management in elderly care covering management topics, care, catering etc.

**Key data**

**Target group**
- Management of stationary establishments for elderly care

**Sections**
- Home
- Infopool
- Produkte
- Karrierecenter / Veranstaltungen
- Vincentz Network
- Shop

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<td>11.501</td>
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<td>Newsletter</td>
<td>22.830</td>
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</table>
altenpflege-online.net covers daily news, provides helpful downloads from legal advice to hands-on work tips and many other services.

A job market, a seminar calendar, event offers a book shop and forum are part of the offer.

It is the portal for care professionals and nurses.

Key data

Zielgruppe
- Management and nurses in elderly care
- Care service providers

Sections
- Home
- Infopool
- Produkte
- Aktivierung
- Karrierecenter / Veranstaltungen
- Vincentz Network
- Shop

Traffic
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<td>96.130</td>
<td>42.823</td>
<td>19.225</td>
<td>48.600</td>
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</table>
arbeitssicherheit.de is the specialist portal for skilled employees and executives in the field of occupational safety. It belongs to the publishing group Wolters Kluwer Germany.

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

**Key data**

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

**Sections**
- Aktuelles
- Wissen
- BGVR-Bibliothek
- Marktplatz
- Training

**Traffic**
- Page Impressions: 79,120
- Visits: 39,978
- Uniques: 30,711
- Newsletter: 11,200
»Automobil Industrie« is the only trade medium covering the world of mobility as a generalist. It is targeting top commercial and technical management in automobile manufacturers, suppliers, IT service providers, productions specialists, consultancies, universities, institutes and associations.

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

Key data

Target groups

Decision-makers from
- Automobile manufacturers
- Suppliers
- Engineering Service Providers
- IT-Service Providers
- Production specialists
- Consultants

Sections and environments

- Automobile
- Zulieferer (Suppliers)
- Wirtschaft (Economy)
- Technik
- Produktion
- Entwicklung (R&D)

Traffic

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<td>Uniques</td>
<td>132.219</td>
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The Portal for Decision-makers in Industrial Coating Technology
Factsheet | Besser Lackieren | besserlackieren.de

Besserlackieren.de provides current product reports, user reports and dates of events. The portal addresses decision-makers in the field of industrial coating technology. Coating companies and coating departments receive relevant information on how to make processes more beneficial and increase their value.

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

Key data

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

Sections and environments
- Industrielle Anwendungen (Industrial applications)
- Technologien & Substrate
- Technik & Produkte
- Firmen & Märkte (Companies & Markets)
- Veranstaltungen (Events)

Traffic

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<thead>
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<th>Traffic</th>
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<tr>
<td>Page Impressions</td>
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<td>10.635</td>
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<td>Newsletter</td>
<td>4.996</td>
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</table>

Mittelstand
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

Sections and environments
- Lexikon (Glossary)
- Magazin
- Frage stellen (Q&A)

Traffic
- Page Impressions: 156,430
- Visits: 116,748
- Uniques: 79,739
Betriebs-Berater – Competent Informationen for Law, Company and Taxes
Factsheet | Betriebs-Berater | betriebs-berater.ruw.de

Betriebsberater.de is published by dfv Deutscher Fachverlag and offers competent information regarding corporate labour, tax and accounting law.

Key data

Target Group
- Corporate Consultants
- Lawyers, tax advisors
- Auditors
- Corporate decision-makers in legal, finance and personnel

Sections and environments
- News, Wirtschaftsrecht, Steuerrecht (Tax Law)
- Bilanzrecht und Betriebswirtschaft (Balance Sheet)
- Arbeitsrecht (Labour Law)
- Berufspraxis
- kommunikationundrecht.de
- riw-online.de

Traffic

Page Impressions 152.448
Visits 51.459
Uniques 33.235
Newsletter 17.000

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

Key data

Zielgruppe
- Manager
- Entrepreneurs
- Consultants
- Decision-makers

Sections and environments
- Management
- Recht (Law)
- IT
- Steuern (Tax)
- Finanzen / Kapital
- Gesundheit (Health)

Traffic

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Mittelstand
Editorial supervised economic regions include Cologne / Bonn, Berlin, Dusseldorf, Hamburg, Middle Franconia, Westphalia-Lippe, Rhein-Main, Stuttgart, Munich, Aachen Euroregion, South Westphalia, Lower Saxony East, North Baden, Ruhr-district, SaarLorLux and Weser-Ems. The focus lies on companies in each economic region on business-on. Notions of companies, interviews with their directors, publications of news that move the regional economy are provided on the website.

Key data

Target group
- Companies
- Service providers
- Consultants
- High net worth individuals

Sections and environments
- News & Wirtschaft (Business News)
- Finanzen
- Recht & Steuern (Tax & Legal)
- Marketing
- Personal
- Lifestyle
- Fachwissen

Traffic
- Page Impressions: 75,826
- Visits: 63,107
- Uniques: 40,000
Tools for organisation and management

Factsheet | Business-Wissen | business-wissen.de

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

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

Key data

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

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

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

Traffic
- Page Impressions: 926,284
- Visits: 746,836
- Uniques: 420,000
- Newsletter: 35,700
Executives from the care market have the opportunity to get reports on major market events, discover market trends and new strategies, check facts and figures of competitors in the market, observe the global market development and commented political trends and decisions on this website. The Newsflash provides the following topics: news, projects, annual reports from the industry – at least on a daily basis.

Key data

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

Sections
- Home
- Branchennews
- Markt & Finanzen
- Marktdata & Downloads
- Veranstaltungen
- Jobcenter
- Vincentz Network

Traffic

Page Impressions 11.416
Visits 9.293
Uniques 8.071
Newsletter 1.517
com! professional is the IT platform for business decision-makers

Factsheet | com! | com-magazin.de

com! is your companion for digital transformation and a must-read for Chief Digital Officers (CDO).

The portal discusses Public-, Private- und Hybrid Cloud with PaaS, IaaS and XaaS as well as Big Data, Business Intelligence und Predictive Analytics.

The editorial team further covers all current security issues of new IT technologies as well as Lean Management, Design Thinking, Scrum etc., which bring maximum benefit for large and small enterprises.

Key data

Target group
- Managing Directors
- IT heads and administrators
- Senior executives
- Business decision-makers

Sections
- Business-IT, Cloud, networks, security
- Internet of things, NAS, Hardware
- Big Data

Topics
IT Trends & Developments:
- Apps, Big Data, BI, Cloud, CRM, KI/AI
- Data Management, Digitisation, ERP
- Hosting, Industry 4.0, Security etc.

Traffic
- Page Impressions: 1,067,680
- Visits: 544,811
- Uniques: 
- Newsletter: 

Mittelstand
**CONSULTING.de** is the central B2B-Portal focusing on consultancy and digital transformation.

With its insider news as well as background knowledge of the industry the portal is targeted to consultants of all career levels. On top of that, also clients will find interesting information from industries and service industries.

### Key data

#### Target group
- Consultants
- Partners of Consultancies
- Clients of Consultancies
- Government institutions

#### Sections and environments
- Wissenswertes aus der Branche
- Insider News
- Stellenbörse
- Anbieterverzeichnis
- Ausschreibungsverzeichnis (Tenders)

### Traffic

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The Deutsches Ärzteblatt is the official publication of the German General Medical Practitioners Association and the Federal Medical Association (KZBV) and is the most circulated medical professional journal in Germany with a circulation of about 400,000 per week. Every medical practitioner in Germany receives his own journal after achieving the license to practice.

Its internet portal focuses on the medical reader of the magazine and supplements and expands on the print content. It offers daily news, the opportunity to participate in certified e-training CME, discussion forums, blogs, an online-archive as well as a comprehensive job market with possibilities to search and apply online.

Key data

Zielgruppe
- General Practitioners
- Internists
- Hospital doctors
- Specialist medical staff
- Government

Sections and environments
- Home
- Archiv
- News
- DÄ plus
- Politik
- Medizin

Traffic
- Page Impressions: 15,727,901
- Visits: 9,515,118
- Uniques: 4,970,000
- Newsletter: 39,500
The leading portal for entrepreneurs in digital business
Factsheet | deutsche startups | deutsche-startups.de

dechte-startups.de provides information and news regarding the German internet start-up scene. Interviews, portraits of individual startups and founders and market surveys on interesting segments complement the offer. Deutsche-Startups.de is a reference book for ideas, concepts, founders, investors and startups from Germany. Target group of Deutsche-startups.de are budding and established founders and investors, who want to find comprehensive and detailed information on all e-business issues.

Key data

Target audience
- Web developers, portal operators
- Founders
- Venture capital provider, investors
- Web shop operators

Sections
- #startupticker
- Start-ups
- People
- Deals
- Know How
- Software & IT
- Galerien

Traffic
- Page Impressions: 349,489
- Visits: 228,755
- Uniques: 150,000
The Deutsche Unternehmerbörse is the small- and medium-sized business portal and farthest-reaching platform for corporate acquisitions and sales in Germany. DUB.de is the journalistic home for managers and entrepreneurs. Journalistic and technical papers on topics such as management, finance, law, succession taxes, the IT-sector and German Business Exchange make the website to the industry portal for the middle class.

### Key data

#### Target group
- Entrepreneurs
- Managers
- Corporate sellers / buyers
- Senior management

#### Sections and environments
- Magazin
- Newsletter
- Veranstaltungen
- Themen
- Unternehmerbörse
- Franchise- und Beraterbörse
- Crowdinvesting

#### Traffic

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The B2B-Portal elektrofachkraft.de of the WEKA MEDIA Group is the information portal for all professionals in electrical engineering and electrical security.

**Key data**

**Target group**
- Experts in electrical engineering and security
- Decision-makers in industrial companies, energy providers

**Sections and environments**
- Homepage
- Fachwissen
- Beruf
- Marktplatz
- Community
- Service

**Traffic**
- Page Impressions: 56,562
- Visits: 29,187
- Uniques: 28,525
FARBE UND LACK’s Online presence acts as a competent information and knowledge provider. It delivers the latest trends and information from the German and international paint and coatings industry.

Key data

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

Sections
- Home
- Markt & Branche
- Wissenschaft & Technik
- Publikationen
- Veranstaltungen
- Rohstoffdatenbank
- Jobs

Traffic

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finanzwelt.de is the website of Finanzwelt, which is the specialized magazine for financial intermediaries. Finanzwelt and finanzwelt.de are the interface between providers and intermediaries and represent the interests of the financial retail market. Users are exclusively financial services providers: multiple agents, brokers, financial and banking consultants, asset managers, honorary advisors, distributors, family offices, pools and managers in bank assurance, insurance and investment companies.

**Key data**

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

**Sections and environments**
- Versicherungen (Ins.)
- Fonds
- Immobilien (Real E.)
- Sachwerte
- Berater (Advisors)
- Fintech
- Marktübersicht
- Panorama
- Recht
- Termine

**Traffic**
- Page Impressions: 45,729
- Visits: 34,297
- Uniques: 22,127
- Newsletter: 17,700
FirmenWissen – One of Germany’s largest B2B Websites

Factsheet | FirmenWissen | firmenwissen.de

Firmenwissen.de created by Creditreform provides current and comprehensive company data about competitors, suppliers and customers as well as editorial content for different industry target groups. The site boasts information products regarding 3.1 million firms, editorial features and a target group-oriented service to decision-makers in small and medium-sized businesses, freelancers and independent contractors.

Key data

Target group
- Enterprises, institutions, individuals
- Executives and decision-makers
- Self-employed and freelancers
- Information professionals

Sections and environments
- Business News
- Automotive
- Job / Office / Personnel
- Energy / Umwelt
- Finanzen / Industrie / Handel
- Gründer / Start-Ups
- IT/K
- Legal / Tax / Companies

Traffic
- Page Impressions: 3,662,208
- Visits: 2,090,925
- Uniques: 950,000
- Newsletter: 44,000
foerderland.de is an independent German information portal for start-ups, entrepreneurs and SMEs published by the WEKA Publishing Group.

Users of foerderland.de are offered advice on official procedures, start-up planning and subsidies – several other services such as links, a contact database and past experiences complete the package. Additionally, there is an overview of service providers, a forum and individual information accessible after registration.

**Key data**

**Target group**
- Founders
- Entrepreneurs
- C-Suite
- Senior executives

**Sections and environments**
- Ratgeber-Unternehmensführung
- Gründen (Start-up)
- Organisieren
- Jobs
- Start-Up
- Mittelstand
- Digitalisieren (Digitise)
- Technik (Technology)

**Traffic**

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**The Portal for Listed Companies**

Factsheet | goingpublic.de

**goingpublic.de** is the capital market portal for all issues related to IPOs, IBOs and Investor Relations / HR. It is the online presence of the print publications Going Public magazine and HV magazine.

**Key data**

**Zielgruppe**

- Issuers and Investment Professionals
- Investor Relations Managers
- Listed companies
- Issuers of securities and bonds

**Sections and environments**

- Going Public: IPO News, Bonds, Background, Watchlist, Review
- Being Public: Companies, Investor Relations, General Meeting CSR, Legal, M&A

**Traffic**

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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 independent, 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
Handwerk.com – The Portal for Decision-makers in Craft
Factsheet | handwerk.com

handwerk.com is the leading portal in the craft sector across all industries. The portal offers a first-class editorial environment. On clearly designed web pages users find the latest news and practical processed information from all sectors of the economy as well as tips, suggestions, help and check lists on the topics of management and successful corporate leadership in the craft. Handwerk.com is the online presence of the print newspaper „Norddeutsches Handwerksblatt“.

Key data

Target groups
- Decision-makers in craft companies
- Purchase Managers in craft companies
- Bauträger und Investoren im Wohnungsbau, Architekten, Ingenieure im Planungsbüro Gebäude- und Energietechnik

Sections and environments
- Recht (Legal)
- Steuern (Tax)
- Personal (HR)
- Unternehmensfinanzierung (Corp. Fin.)
- Digitalisierung + IT
- Fuhrpark (Fleet)

Traffic

| Page Impressions | 135.669 |
| Visits           | 54.268  |
| Uniques          | 48.841  |
| Newsletter       | 6.400   |
The Trade Portal for Outpatient Nursing and Elderly Care

Factsheet | haeusliche-pflege.net

Cutting-edge news and many services are offered on a daily basis. haeusliche-pflege.net is the specialist portal for the management of outpatient nursing and elderly care and accompanies the leaders in the management of ambulatory care services effectively and professionally in their diverse working environment.

Key data

Target group
- Managers and Nurses of Outpatient nursing

Sections and environments
- Home
- Infopool
- Produkte
- Karrierecenter / Veranstaltungen

Traffic

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**The portal for success at work**

**Factsheet | HAUFE | www.haufe.de**

**Haufe.de** is the central digital platform for the Haufe Group and one of the largest editorial B2B portals in Germany. haufe.de covers a broad range of topics like Law, Business, Tax or Real Estate.

Haufe.de can be booked Run-of-Site or within one of businessAD’s B2B segments or the Channel Mittelstand. Moreover, there are a multitude of topical sections like HR/haufe.de/personal. Many topical subsections of haufe.de have a print magazine background and boast a high editorial quality.

**Key data**

**Target group**
- Business decision-makers, experts and senior management

**Sections and topics**
- Government
- Controlling
- Tax
- Real Estate
- Social Services
- Security
- Compliance
- Law
- HR
- Finance

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Reach out to controllers in the German-speaking countries. Controllers are highly qualified analysts and important advisors to the top management. They accompany the entire management process from goal-setting, investment and planning to putting things into practice.

The portal for controllers combines the established knowhow and competence of Haufe with Germany’s largest network for controlling experts.

**Key data**

**Target group**
- Dept. Head Controlling
- Chief Financial Officer (CFO)
- Managing Directors
- Commercial Management
- Controller

**Sections and topics**
- Themen News
- Controlling in der Praxis
- Rechnungslegung (Accounting)
- Controller Magazin

**Traffic**
- Page Impressions: 61,868
- Visits: 32,578
Haufe.de section: Tax
Factsheet | HAUFE | www.haufe.de/steuern

On the portals haufe.de/finance, haufe.de/steuern, haufe.de/recht und haufe.de/compliance you will receive the most up-to-date information with focus on legal, accounts, balancing, inland revenue as well as management of a tax practice.

Key data

Target group
- Tax advisors and tax experts
- Experts in tax offices
- Lawyers for tax law
- Head of Accounting
- Auditors

Sections and topics
- Themen News
- Tax
- Inland Revenue
- Tax office
- Tax law
- Politics

Traffic
Page Impressions 679,457
Visits 446,368
On the portal sections haufe.de/finance, haufe.de/steuern, haufe.de/recht and haufe.de/compliance you will receive up-to-date information with a focus on law making, precedences, accounting, balancing, tax and legal partnership management.

Key data

Target group
- Head of Accounting
- Corporate financial experts
- Balance sheet accountants
- Tax advisors
- Auditors
- CFOs

Sections and topics
- Accounting
- Balance sheet
- Year end report
- Tax & Finance

Traffic

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On the portal sections haufe.de/finance, haufe.de/steuern, haufe.de/recht and haufe.de/compliance you will receive up-to-date information with a focus on law making, precedences, accounting, balancing, tax and legal partnership management.

Key data

Target group
- Lawyers
- Specialists in legal partnerships
- Company lawyers

Sections and topics
- Kanzleimanagement (Legal management)
- Arbeits & Sozialrecht (Labour law)
- Familien- & Erbrecht (Family law)
- Wirtschaftsrecht (Commercial law)
- Miet- & Immobilienrecht (Real Estate Law)
- Verkehrsrecht (Traffic law)
- Allg. Zivilrecht (Civil law)
- Strafrecht & ö. Recht (Criminal law)
- Prozessrecht (Process law)

Key data

Target group
- Compliance Officers
- Managing Directors
- CEOs
- Senior executives in
  - HR
  - Law
- Commercial management

Sections and topics
- Management & Praxis
- Recht & Politik (Law & Politics)

Traffic
- Page Impressions: 45.540
- Visits: 34.802

Key data

Zielgruppe
- Immobilienmakler, Immobilienvermittler, Immobilienentwickler
- Wohnungsunternehmen
- Baugesellschaften & Genossenschaften, Siedlungsgesellschaften
- Immobilieninvestoren
- Immobiliendienstleister, Facility Manager, Immobilienfinanzierer, Städte & Gemeinden

Rubriken und Umfelder
- Wirtschaft & Politik
- Verwaltung
- Wohnungswirtschaft
- Investment und Marktanalysen
- Projekte und Deals

Traffic
Page Impressions 419.370
Visits 273.843

Das Portal für Experten aus dem öffentlichen Dienst vereint die bewährte Fachkompetenz von Haufe mit Deutschlands größtem Netzwerk für den öffentlichen Dienst.

**Key data**

**Zielgruppe**
- Personalamtsleiter und Personalsachbearbeiter
- Personalsachbearbeiter im öffentlichen Dienst
- Personalberater, Juristen, Personalräte, Bürgermeister,
- Rechnungsamtsleiter, Wirtschaftsprüfer
- Mitarbeiter aus Kämmerei, Kasse und Rechnungsprüfung

**Rubriken und Umfelder**
- Personal & Tarifrecht
- Entgelt
- Sozialrecht
- Haushalt & Finanzen

**Traffic**
- Page Impressions: 554.138
- Visits: 382.038
Das Portal für Personalfachleute vereint die bewährte Fachkompetenz von Haufe mit Deutschlands größtem Netzwerk für Personal-Experten.

**Key data**

**Zielgruppe**
- Entscheider im Personalwesen
- Personalentwickler
- Experten für Weiterbildung und E-Learning

**Rubriken und Umfelder**
- HR-Management
- Arbeitsrecht
- Entgeld
- Personalszene

**Traffic**
- Page Impressions: 1.842.470
- Visits: 1.284.021
Das Portal für Arbeitsschutz-Fachleute vereint die bewährte Fachkompetenz von Haufe mit Deutschlands großem Netzwerk für Arbeitsschutz-Experten.

Key data

Zielgruppe
- Fachkräfte für Arbeitssicherheit
- Sicherheitsbeauftragte
- Personalentscheider
- Unternehmer und Geschäftsführer

Rubriken und Umfelder
- Sicherheit
- Gesundheit & Umwelt
- Recht & Politik

Traffic

Page Impressions 160.665
Visits 61.868
The portal for all social security specialists and institutions

Key data

Zielgruppe
- Payroll, tax advisors
- Management in Social Security
- Lawyers specialising in social law

Sections and topics
- Leistungen Sozialversicherung (Social Services)
- Versicherungen & Beiträge (Insurances)
- SGB-Recht Kommunal (Social Law)

Traffic
- Page Impressions: 329,500
- Visits: 240,000
IKZ the official journal of the Association for Sanitary and HVAC technology appears fortnightly. The corresponding portal ikz.de reports on its industry sector, provides archives of the journal and a calendar of important dates. It is the market leader for this industry in Germany.

Key data

Target groups
- Decision-makers in HVAC industry
- Plumbers, Solar energy technicians
- Investors, Building companies, architects, engineers, Building and Energy technology

Sections and environments
- Sanitär (Sanitary, Bath)
- Heizung (Heating)
- Klima (HVAC)
- Erneuerbare Energien (Renewable Energy)
- Archiv

Traffic
- Page Impressions: 361,312
- Visits: 276,258
- Uniques: 170,000
- Newsletter: 15,100
impulse.de is the information platform for entrepreneurs and website of the same magazine. As a medium of innovative SMEs, impulse.de provides useful information in the field of management, finance and pension, tax & legal and IT solutions. A variety of interactive tools are also available. The portal also acts as a comprehensive point of contact for start-ups and young entrepreneurs.

The print magazine impulse has been published for more than 30 years and is published 10 times a year.

Key data

Target audience
- Business owners, executives, decision makers in SMEs
- Leading employees, executives
- Self-employed and founders

Sections
- Management
- Teamführung (Leading)
- Marketing
- Selbstmanagement (Selfmanagement)
- Recht + Steuern (Law+ Taxes)
- Finanzen (Finance)
- Digitalisierung / IT + Technik
- Auto (Cars)

Traffic
- Page Impressions: 1.731.379
- Visits: 1.117.440
- Uniques: 710.000
- Newsletter: 14.000
**The Hub for Science, Industry and Business**

**Factsheet | innovations-report.de**

*Innovationsreport.de* is the modern platform for science, industry and business. The forum aims to promote the innovation process, and to generate new contacts for greater use of existing innovation and performance potentials.

### Key data

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

#### Sections and environments
- Fachgebiete
- Sonderthemen
- B2B-Bereich
- Job & Karriere
- Nachrichten & Berichte

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<td>Visits</td>
<td>73,532</td>
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<tr>
<td>Uniques</td>
<td>68,558</td>
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</table>
**Internetworld.de** is the portal of the B2B magazine **INTERNET WORLD BUSINESS**. It delivers news and knowhow for Digital Professionals. The main topics are e-Commerce, web technology and Online Marketing. Furthermore, it publishes twice a day the business newsletter and once a day the e-commerce newsletter.

Internetworld is also the organiser of the successful fair and conference with the same name.

---

**Key data**

**Target group**
- Professional Internet decision-makers
- Directors and senior executives

**Sections**
- E-Commerce
- Mobile
- Online Marketing
- Social Media

**Traffic**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Page Impressions</td>
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<tr>
<td>Visits</td>
<td>190.321</td>
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<tr>
<td>Uniques</td>
<td>90.000</td>
</tr>
<tr>
<td>Newsletter</td>
<td>36.000</td>
</tr>
</tbody>
</table>

**Topics**
- E-Commerce solutions and products
- Online Marketing & Digital Advertising
- Webtechnology solutions and products
**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 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

**Sections**
- Home/Nachrichten
- Newsletter
- Trainings/Weiterbildung
- Markt
- Lexikon
- Magazin

**Traffic**

<table>
<thead>
<tr>
<th></th>
<th>Page Impressions</th>
<th>Visits</th>
<th>Uniques</th>
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</thead>
<tbody>
<tr>
<td>MITTELSTAND</td>
<td>88.706</td>
<td>59.170</td>
<td>32.239</td>
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</table>

---

**IT Administrator**

The online magazine for professional system and network administration

Fact Sheet | IT Administrator | it-administrator.de
IT-TIMES.de is the communication and information medium for the national and international technology sector.

The IT encyclopedia presents the main terms of the industry.

Key data

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

**Sections**
- Home/Nachrichten
- Branchenüberblick (Industries)
- Markt Daten & Prognosen
- Hintergrundberichte
- Verbände

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

**Traffic**
- Page Impressions: 170,122
- Visits: 116,460
- Uniques: 80,000
With its unique information for specialists, lebenmittelpraxis.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. Lebenmittelpraxis.de is a division of the Landwirtschaftsverlag Münster, the leading publisher for agriculture in Germany.

Key data

Target Groups
- Decision-makers and senior management
- Regional Sales Companies
- Regional management, market managers
- Entrepreneurs, retailers

Sections and environments
- Nachrichten (News)
- Handel (Retail)
- Markt & Sortiment
- Verkauf (Sales)
- Veranstaltungen (Events)

Traffic

<table>
<thead>
<tr>
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<td>Uniques</td>
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<td>Newsletter</td>
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</table>
Meistertipp.de is the specialized portal for decision-makers in the building trade. The specialized portal offers helpful tips for entrepreneurs in five main sections on the website. Additionally, updated industry news on a daily basis, free tips, videos and specialized legal texts are processed and support the entrepreneurs in everyday operations.

Key data

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

Sections and environments
- Home
- Aktuelles (Current issues)
- Baustelle (Construction site)
- Recht (Legal)
- Meisterbüro
- Familie

Traffic

Page Impressions 66,818
Visits 38,828
Uniques 11,286
Messen.de – The Leading Site for Fairs & Exhibitions, nationally and regionally

Messen.de is a free, editorially well-kept exhibition calendar, which addresses consumers and companies that act as visitors or exhibitors. The online portal provides easy and quick access to current trade fairs of all industries and fields of interest. Well-known companies and institutions use Messen.de in order to research or extend the service offer of their own website.

businessAD offers the possibility of related targeting in relevant environments at different trade fairs and thus expands its diverse B2B segments.

Key data

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

Sections
- Home/News
- Veranstalter (Fairs Exhibitors)
- Messeorte (Fairs)
- Dienstleister (Service providers)
- Messe Branchen (Industries)

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

Traffic

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tr>
<td>Visits</td>
<td>114.974</td>
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<tr>
<td>Unique Visitors*</td>
<td>90.000</td>
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</table>

*Bedingt durch den AGOF-Veröffentlichungszyklus können die UU unterjährig höher ausfallen als die Visits
OnlineMarketing.de is the leading specialist information platform for online marketing in Germany.

All aspects of Online Marketing are covered from SEA, SEM, SEO, Display Advertising, Affiliate, Real Time Advertising, Targeting, Social Media, Webanalytics, Conversion Optimierung to Mobile Marketing, E-Mail-Marketing as well as interviews and events

### Key data

**Target groups**
- B2B trade portals
- Decision-makers in marketing
- CMOs, CEOs
- Advertiser, Publisher
- Agencies

**Sections**
- News/Anbieter
- Events/Seminare

**Themen**
- SEM/SEA
- Display Advertising
- Social/Mobile/Email
- Webanalysis & BI
- Companies/E-Commerce

**Traffic**

- Page Impressions: 790,194
- Visits: 538,708
- Uniques: 126,064
- Newsletter: 26,000
The information hub for agriculture and farming

Factsheet | Proplanta | proplanta.de

Proplanta is the most visited agricultural specialist online portal. It is closely linked with 15 other specialist portals (e.g. agrarwetter.net; agrar-aktuell.de; landecho.de). In combination with Proplanta’s mobile enabled website the entire agricultural sector is covered. This way Proplanta.de is able to set standards in terms of design, usability and innovation.

Proplanta enjoys a high trust among its users as an independent information service provider in the agricultural sector.

Key data

Target audience
- Farmers
- Agricultural machinery providers
- Agricultural machinery technicians
- Food industry / Retail buyers

Sections
- Nachrichten (News)
- Markt & Preis (Market & Price)
- Stellenmarkt (Jobs)
- Wetter (Weather)
- Pflanzenschutz & Sorten (Crop protection)
- Tierfutter (Animal food)
- Marktplatz (Market)
- Branchenbuch
- Veranstaltungen

Traffic

<table>
<thead>
<tr>
<th></th>
<th>Page Impressions</th>
<th>Visits</th>
<th>Uniques</th>
<th>Newsletter</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>3.004.918</td>
<td>1.026.070</td>
<td>557.009</td>
<td>4.000</td>
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</table>
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

Sections & environments
- Büroorganisation
- Office Akademie
- Fernkurse (Remote Learning)
- Kongress
- Jobbörse

Traffic
- Page Impressions: 421,036
- Visits: 330,225
- Uniques: 190,000
- Newsletter: 14,000
Springer Professional – The digital library for business and technology

Factsheet | Springer Professional | springerprofessional.de

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

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

**Key data**

**Target group & Sections**

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

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

**Traffic**

<table>
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<td>Uniques</td>
<td>320.000</td>
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<tr>
<td>Newsletter</td>
<td>20.700</td>
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</table>
steuernetz.de is one of the leading portals concerning the topics: tax, legal and finance in the digital German market. The website belongs to the publishing group Wolters Kluwer Germany with headquarters in Cologne. It is the leading knowledge and information provider with core competencies in law, economics and taxation.

### Key data

#### Target groups
- CEOs
- Property owners
- Tax Advisors
- Controllers, Accountants
- Lawyers

#### Sections and environments
- Steuern (Tax)
- Recht (Legal)
- Finanzen (Finance)

### Traffic

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<th>Metric</th>
<th>Value</th>
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<td>Uniques</td>
<td>190,000</td>
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<td>Newsletter</td>
<td>45,300</td>
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</table>
t3n is one of the leading German media for Web 2.0, ERP, social media, e-commerce, cloud and mobile hardware.

t3n.de reports on innovative web services, e-business devices, social media as well as web-technology and design for business users. With the latest news, exclusive articles on important topics and useful directories and services the portal addresses the following target groups: IT cloud decision-makers, web workers, creative brains, startup-founders, managers, marketers and media-makers.

On top of that t3n publishes a very popular print magazine 4 times a year.

Key data

Target audience
- CTO/CIO, freelancers, start-ups, founders
- Online-marketers, SEO/SEA consultants
- E-Commerce managers, early adopters
- Web developers, -masters, -designers
- Social media managers, content managers

Sections
- Digitale Wirtschaft (Digital business)
- Software & Infrastruktur
- Entwicklung & Design (Development)
- E-Commerce
- Gadgets & Lifestyle
- Startups
- Mobilität

Traffic

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<td>Newsletter</td>
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</table>
The Portal for Knowledge Transfer between Trade and Industry

Factsheet | technischerhandel.com

Technischer Handel’s online presence is editorially high-qualitative and obtains utility-oriented content and specialized articles. It is a platform for knowledge transfer between trade and industry. The website provides current product and industry news and event dates. Additionally, webinars, a marketplace, videos, podcasts, trend barometers, a product compass database, downloads, links to industries and market overviews.

Key data

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

Sections & environments
- Produkte & Technologien
- Markt & Branche
- Veranstaltungen
- Produktkompass
- Abonnement & Service

Traffic

Page Impressions | 5,800
Visits | 2,300
Uniques | 1,850
top agrar online – News and market figures for farmers
Factsheet | topagrar.de

top agrar is by far the largest trade magazine for farmers in Germany. With the accompanying trade portal www.topagrar.com farmers cover their daily need of information. The portal offers a wealth of news and business concerning all areas of agriculture.

Key data

Target group
- CEOs of farming enterprises
- Agricultural decision-makers
- For crop and cattle farms
- Operators of solar, biogas and wind power stations

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

Traffic

<table>
<thead>
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<th>Traffic Type</th>
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<td>1,827,007</td>
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</tbody>
</table>

* Angebotsbestandteil Namensgebendes Angebot TopAgrar Online/ Gesamtausweisung IVW beinhaltet weitere Angebotsbestandteile
unternehmeredition.de is the corresponding portal of the trade magazine Unternehmeredition, which is directed at owners and managers of (family) enterprises. Focussing on succession, corporate finance, restructuring, M&A, wealth and internationalisation, the website shows the most important trends and presents the relevant stakeholders in the market. Exclusive interviews with entrepreneurs, case studies and an event calendar round off the offer.

**Key data**

**Target group**
- Owners and Managers of SME, family enterprises with more than 50 employees and a turnover greater than 10 Mio. EUR

**Sections and environments**
- Unternehmerwelt: Interviews, Unternehmensporträts, Case Studies
- Wissen: Finanzierung, Strategie, Internationalisierung, Restrukturierung, Nachfolge, Vermögen, M&A
- Panorama
- Partner

**Traffic**
- Page Impressions: 13,895
- Visits: 4,092
- Uniques: 3,214
vc-magazin.de is the online portal of the magazine with the same name. Since 2000 VentureCapital Magazine has been a leading publication focussing on private equity and entrepreneurship in the German-speaking countries. The offer comprises daily news as well as exclusive online coverage and overviews of the most important events in the private equity industry. Up-to-date, well-researched and with a high usability.

Key data

Target group
- Start-Ups
- Technology and growth companies
- Financial investors and Business Angels
- Corporate Finance Consultants
- Lawyers
- Innovation- and technology centres

Sections
- Entrepreneurship
- Venture Capital
- Buyout
- Investing
- News

Traffic
- Page Impressions: 19.813
- Visits: 10.821
- Uniques: 8.662
Webmasterpro.de is one of the largest German online services around professional web design. The portal provides its community with current news from the internet, software, hosting, technology, security and design industry. The forums, workshops and tutorials provide an extensive and current knowledge base for webmasters, designers, programmers, administrators and site managers.

**Key data**

**Target audience**
- Webmasters
- Programmers
- Designers
- Founders
- Self-employed and small business owners

**Sections**
- Portal
- Design
- Entwicklung (Development)
- Management
- Server
- Forum

**Traffic**
- Page Impressions: 79,677
- Visits: 56,933
- Uniques: 30,000
The Gabler Wirtschaftslexikon provides more than 25,000 keywords. This way it is the largest selection of economic-lexical knowledge available on the German-speaking internet. The Website is supported by 170 recognized experts who are responsible for writing and checking the articles before publishing.

**Key data**

**Target group**
- Akademics, High Potentials and Young Professionals
- Students and Degree holders
- Everybody interested in economic issues
- PH.Ds, lecturers, teachers

**Sections**
- Betriebswirtschaft/Volkswirtschaft
- Bankwirtschaft
- Recht
- Rechnungswesen/Controlling
- Marketing
- Wirtschaftsinformatik

**Traffic**
- Page Impressions: 2,342,894
- Visits: 1,778,656
- Uniques: 920,000
Conditions and Specifications

Volume discounts

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<tr>
<th>From</th>
<th>Discount</th>
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<tbody>
<tr>
<td>20,000 €</td>
<td>3 %</td>
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<tr>
<td>50,000 €</td>
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<tr>
<td>75,000 €</td>
<td>10 %</td>
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<tr>
<td>100,000 €</td>
<td>12 %</td>
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<td>200,000 €</td>
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* Be granted in relation to cash / goods discounts.

Minimum booking volume: 1,000 € (net)

CPM surcharge

<p>| | |</p>
<table>
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<tbody>
<tr>
<td>Expandables</td>
<td>25 %</td>
</tr>
<tr>
<td>Video Ads</td>
<td>10 %</td>
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Technical specifications

http://www.businessad.de/downloads

Delivery of the advertising media to banner@businessad.de

3 working days before placement (advertisement), 5 working days in case of content marketing

Redirect: Third-Party-Advertising is possible

Targeting: Comprehensive possibilities for targeting:

• Regional / national (A - Austria, CH - Switzerland)
• Temporary
• Browser-specific
• Operating systems

Quality control

• Optimized campaign monitoring
• Transparent reporting
Wir beraten Sie gern.

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