

businessAD

Mehr Wert für Marken

The Magazine for Digital Business.

Media data t3n.de



t3n.de

03/2020

The leading magazine for digital business

Factsheet | t3n.de

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 adoptors
- 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

Page Impressions	7.360.231
Visits	4.740.893
Uniques	2.080.000
Newletter	60.000

„With t3n we are not only at the pulse of time, but also reach directly our technical target groups from geeks, to professional developer and start ups.“

Oliver Scheffert

Audience Evangelism Lead
(Startups, Students & Communities),
Microsoft Deutschland

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Market research | t3n.de

Socio demography

Sex	User share in percent	Affinity-Index**
Male	71	146
Female	29	56
Age		
20-29 years	26	190
30-39 years	25	179
40-49 years	20	123
50 +	21	43
Profession		
Business decision-makers...	25	166
HHNI		
3,000 EUR +	47	127
4,000 EUR +	30	140

* Commercial decision makers = Self-employed, free professions, high level officials, executives

** Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium

Source: AGOF digital facts 2017-09

With >1.8 m UU businessAD has the most efficient vertical IT Channel in the AGOF Universe

Market research | Top websites in businessAD's IT-segment

Socio demography

Gender	User share in percent	Affinity Index**
Men	71	145
Women	29	57
Age		
20-29 years	29	211
30-39 years	31	225
40-49 years	17	104
50 years and more	12	26
Current profession		
Commercial decision makers*	23	161
HHNI		
3,000 EUR and higher	48	134
4,000 EUR and higher	30	143

* Commercial decision makers = Self-employed, liberal professions, high level officials, executives

** Affinity index: the weight of a specific target audience compared to the total population in case of a specific medium

Source: AGOF digital facts 2016-12



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Ad Specials | Integrations | Cooperations

Native Advertorial | Button + Microsite



Teaser Button
(300 px
x 125px)

Link to an external landing page or an integrated microsite with individual product info in the look & feel of the site



Individual microsite - Further specifications on request

Ad specials | Integrations | Cooperations

Brand Hub | Tailormade content!

The Brand Hub is a dedicated aggregation page for native client content and hence a pivotal content marketing element.

It contains the following features:

- Company landing page individual hero image & individual sidebar (mobile, SEO-relevant, no external advertising, own companion banner)
- Client content created by t3n editorial team (marked as Sponsored Post). Complemented by additional adequate articles from the independent t3n editorial team
- 360° integration in the editorial newsfeed
- High acceptance in the target group thanks to high quality content in the t3n editorial environment
- Content remains beyond contractual period
- Native teaser measures (co-branded) on homepage & ROS
- Including classical display ad package
- Detailed reporting incl. all relevant KPIs

Brand Hub – Landing page



- Key Visual, Teaser (1) & Headline (2)
- Sponsored Posts with external link (3), incl. Production as well as
- Newsletter- and Social-Media-Seeding
- Individual Sidebar elements (4)

Rates upon request!

BrandHub Packages	Campaign	Impact	Brand
Guaranteed Views	7.500	20.000	20.000
Campaign period	2 Monate	3 Monate	12 Monate
Articles	4	8	12
Homepage-Integration	✓	✓	✓
Consulting & Content Production	✓	✓	✓
Newsletter- und Social-Media-Seeding	✓	✓	✓
Native Teaser + CoBranded Teaser	✓	✓	✓

Ad Specials | Integrations | Cooperations

Branded Content | In Cooperation with the t3n Editorial Team

Content marketing in the editorial stream. The articles which are created by the t3n editors are exclusively sponsored by the advertiser:

- „Client-neutral“ editorial coverage
- Ad free zone: no advertisements of other advertisers on this page

Further features/branding measures:

- Article-header + text as advertising materials
- Top News feature on the homepage
- TextAd Plus (native text field) below the article

=> Branded as a cooperation by the article header (Brand) and the article-teaser (Text)

Rates: on request

Advertising material specs:

- Article header: 940 x 92 px (gif, static) + headline text (max. 30 digits), target-URL
- TextAd Plus: 200 x 120 px (static); header: max. 80 digits;
Running text: max. 320 digits incl. link

Branded Content

The screenshot shows a t3n article page with a branded content banner at the top. The banner features the t3n logo, the text 'Die Lösung für CMS und Shops Managed-Root Cloud', and a 'TextAd Plus' button. Below the banner is the article title 'Vagrant: Warum diese Open-Source-Software euer Deployment vereinfacht - eine Einführung' and a red 'NEWSLETTER' subscription box.

Branded Content Integration Example:

- Article Title: **Vagrant: Warum diese Open-Source-Software euer Deployment vereinfacht - eine Einführung**
- TextAd Plus: **Die Lösung für CMS und Shops Managed-Root Cloud**
- Newsletter: **NEWSLETTER** - Blicke immer up-to-date. Sichere dir deinen Wissensvorsprung!

Ad Specials | Integrations | Cooperations

Keyword Targeting | Advertisements for individual target groups

t3n has individual news pages for more than 50 Keywords from “A” like Adobe, “I” like iPhone to “Y” for Yahoo. The user will find all topics and articles clearly related to a keyword: current news releases, articles from the magazine, services, job listings, links, open source projects, startups, and contributions from the question-and-answer site.

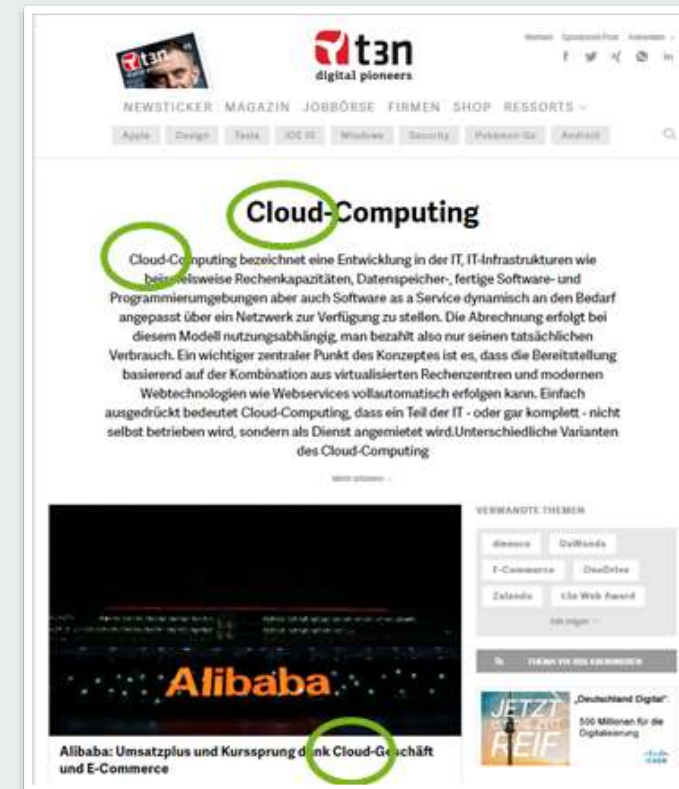
In addition to the standard categories, these topical environments can be booked via the keywords. For example using the keywords iPad, a campaign can be assigned to the associated articles, news etc.

Advantages:

- Modeling of individual target groups
- Add-on for an optimised refinement of a standard target

We are able to advise you on suitable environments for advertising.

Keyword-Targeting



Ad Specials | Integrations | Cooperations

Section Sponsoring | The promotional offer with high brand effects

With the **Section Sponsoring** the customer is presented exclusively as a sponsor of a topic in one or more t3n sections. On request - the high-qualitative editorial content of t3n will be provided with the brand of the customer:

- Placement of a section header
- Graphic on the booked section page as well as above each article which belongs to the section „presented by t3n & XX“

Sections (approx. traffic p.m.): Upon request

Graphical element 940 x 92 px (gif, static) incl. link

Ressort Sponsoring



Ad Specials | Integrations | Cooperations

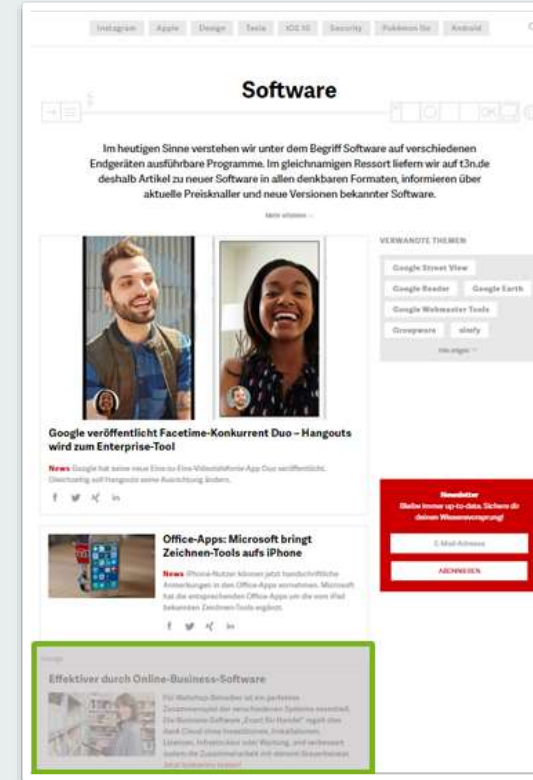
TextAd Plus | Native text field

The innovative text-based format can integrate a graphic visual with a teaser text in the native box directly at the end of the articles. It is placed target-oriented on the section-level.

Editorial teaser below all articles of a section:

- Graphic (200 x 120 px, static)
- 220 digits text (Headline: 35 digits, continuous text: 320 digits)
- Call to action 30
- Target-URL

TextAd Plus



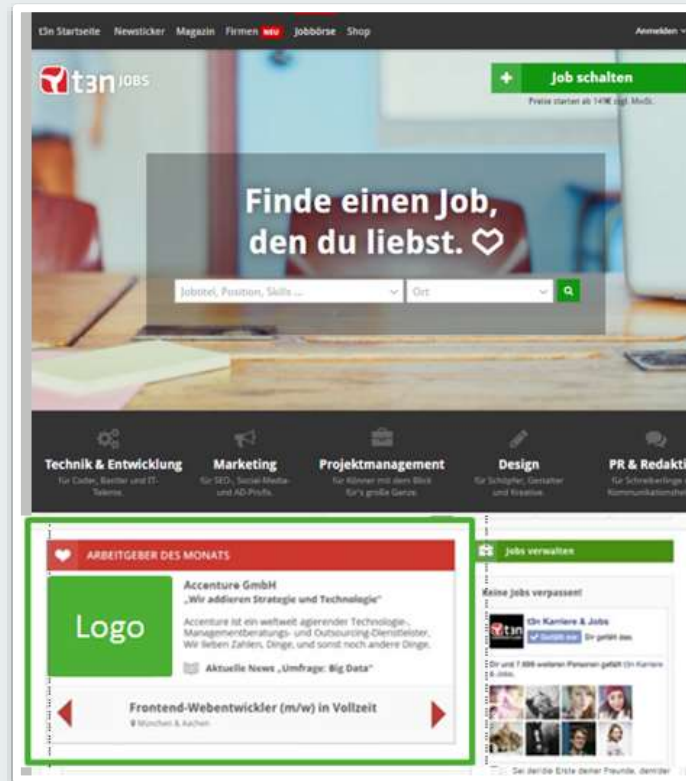
Ad Specials | Integrations | Cooperations

Employer branding | Employer of the Month (upon request)

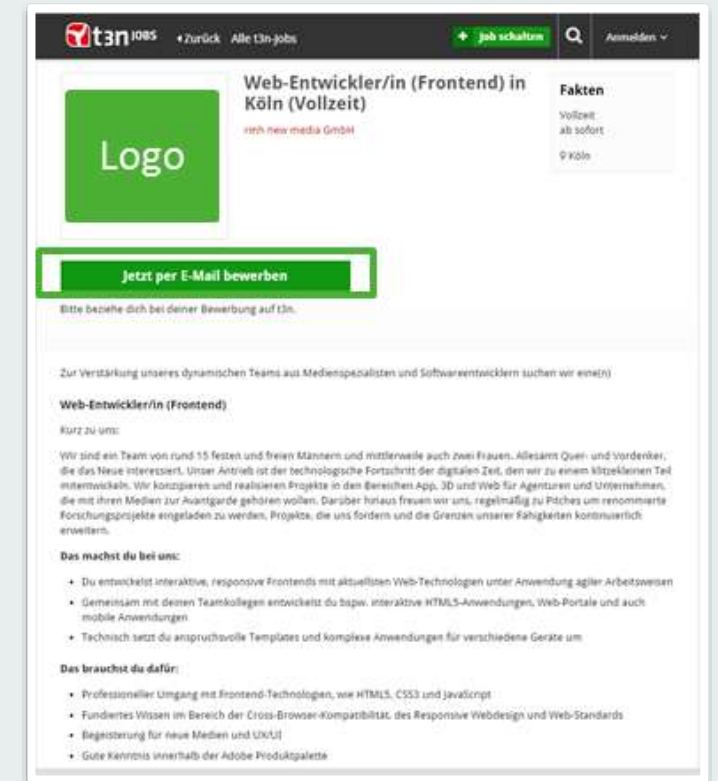
The Section Sponsoring - Employer of the Month – includes the following services:

- Permanent placement on the start page t3n.de/jobs (min. 1 month)
- Up to 4 job vacancies can be advertised
- Information text about the company
- Logo placement
- 1 Sponsored Post inclusive
- Job Slider on the Homepage
- Integration of the vacancies in the news „Jobs of the Week“ on t3n.de + promotion via Twitter, Facebook, Google+ and the t3n newsletter
- Button: Apply now by email
- Traffic t3n.de/jobs: Ø 100.000 PIs p.m.

Employer of the Month



Starting Page: t3n.de/jobs



Landing Page

Ad Specials | Integrations | Cooperations

Parallax | Innovative inline-format

Parallax

Innovative Inline-format: The ad is placed in the background of the website and users see it as they scroll through the website

USP:

- Attention-grabbing
- Very close to content

Parallax



Ad Specials | Integrations | Cooperations

Sponsored Post | Native integration

Sponsored Post

Services

News entry on t3n.de* (1)

Inclusive: screenshots, product description and pictures, hyperlinks and videos.

Automatic distribution through all t3n online channels:

- min. 10,000
- more than 70,000 Newsletter subscribers
- more than 25,000 RSS-Feed receivers
- more than 140,000 Twitter followers
- more than 160,000 Facebook fans
- Long-term traffic through optimal Google ranking and archiving on t3n.de

Sponsored Post + TOP-News

Services

News entry on t3n.de* (2)

- TOP-News (2) on the homepage (24 hours sticky)
- Booking: From Monday to Thursday

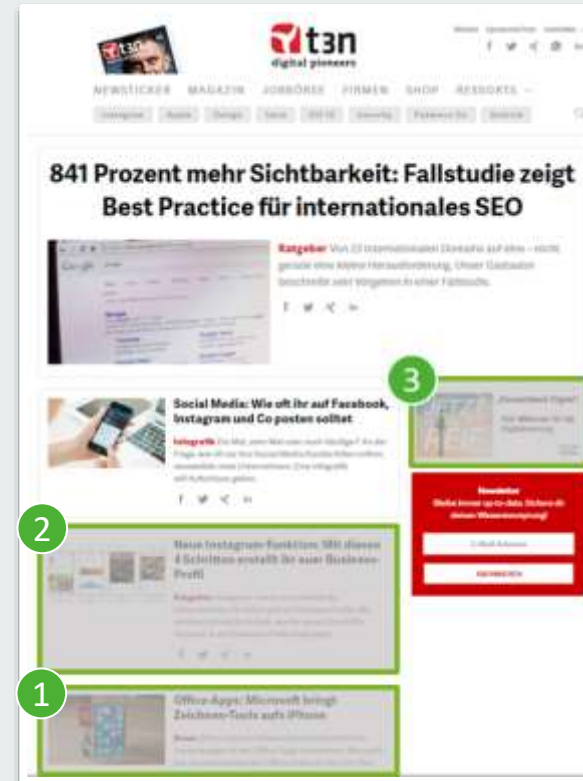
Sponsored Post + Sponsor Ad

Services

News entry on t3n.de* (1)

- SponsorAd (3), 500,000 AdImpressions
- Direct linking to the Sponsored Post
- Extended visibility on the homepage for about 1 week/
- Format: 300 x 250 px

Sponsored Post



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Newsletter | t3n | t3n.de

Key Facts :

Subscribers: 60,000
Frequency: weekly, Tuesday & Friday

Advertising options

(1) Newsletter Intro: 12,990 € / fix
(2) Image + Text Ad: 7,490 € / fix

Technical specifications

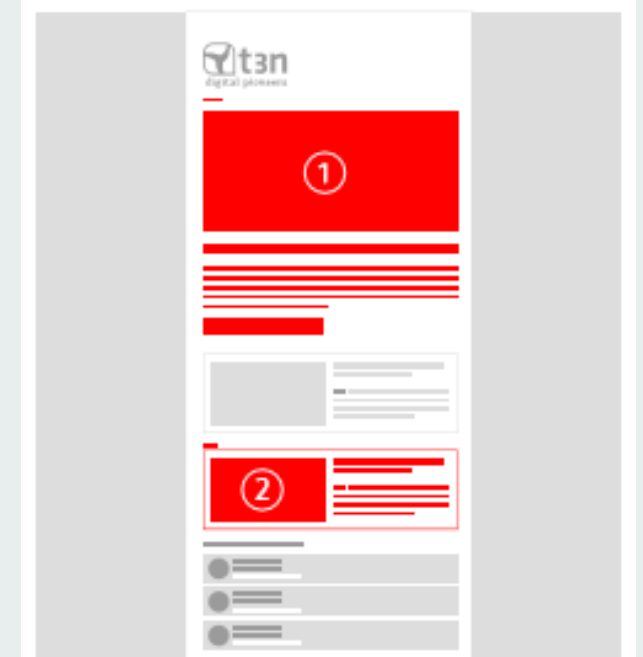
(1) Newsletter-Intro

- Image: 590 x 300 px, static (max .40 kb)
- 250 up to 500 digits **

(2) Image + Text Ad

- Image + Text Ad
- Image: 566 x 318 px, static (max .40 kb)
- Headline max. 80 digits **
- Running text max. 300 digits **

** incl. blanks



Ad specials | Integrations | Cooperations

T3n Podcast | Premium-Audio-Sponsoring!

The t3n podcast is the leading German tech podcast. T3n editors-in-chief Luca Caracciolo and Stephan Dörner discuss with experts from the field of e-business, online-marketing, the start-up scene and address topics concerning digital transformation in business and society

The sponsoring package helps you to directly address the t3n community within this premium audio environment with approx. 15,000 listeners per week.

[Tune in here!](#)

T3n podcast



Exclusive sponsoring:

- Preroll + Midroll
- Naming and link in the episode description
- Prominent reminder in the announcement article
- You brief us for a tailor-made audio message

Gross reach per episode:



Mobile advertising | The ideal add-on to onsite-campaigns

Responsive design | t3n.de

Example Premium Rectangle 300 x 400px

- Placed before the content
- Maximum visibility
- Can also be booked as a cross-channel fixed placement

All mobile formats

Interstitial

Interstitial 300x400px (with Reminder)
Only bookable with FC 1/30 min

Rollover

Rollover 640x960px

Integrated banners

MMA 6:1 300x50px

MMA 4:1 300x75px

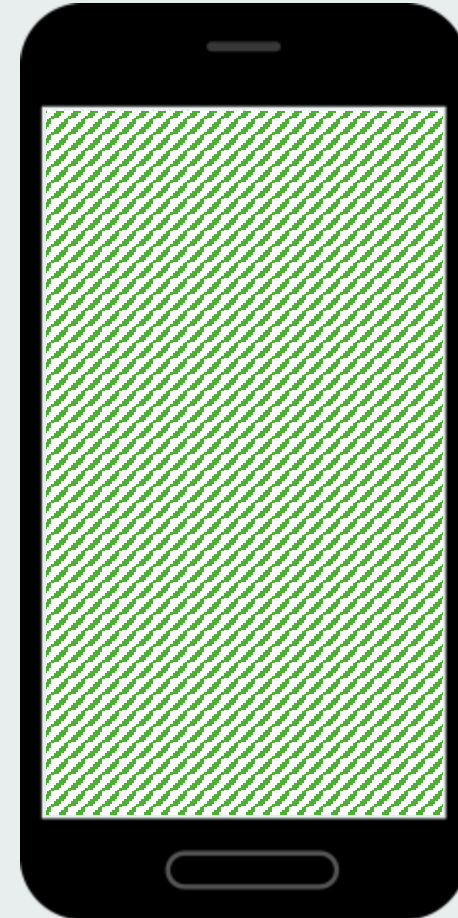
MMA 2:1 300x150px

Premium Rectangle 300x400px

Mobile High Impact Ad 320x320px/300x250px

Mobile Halfpage Ad 300x600px

Mobile Medium Rectangle 300x250px



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Rates | t3n.de



Display	Homepage / Section	Website Rotation	Segment Rotation	Channel Rotation
Super Banner	85 €	70 €	50 €	40 €
Skyscraper	90 €	75 €	55 €	45 €
Medium Rectangle	115 €	95 €	80 €	70 €
Ad Bundle / UAP		80 €	60 €	50 €
Halfpage Ad	130 €	110 €	90 €	80 €
Wallpaper	130 €	110 €	90 €	80 €
Billboard Ad	150 €	120 €	100 €	90 €
Sitebar Ad	145 €	120 €	100 €	90 €
Layer / Banderole	150 €	120 €	100 €	90 €
Parallax	160 €	130 €	110 €	100 €
Floor Ad	180 €	145 €	120 €	110 €

All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%

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Rates | t3n.de



Mobile	Homepage / Section	Website Rotation	Segment Rotation	Channel Rotation
MMA 6:1		40 €	35 €	30 €
MMA 4:1		40 €	35 €	30 €
MMA 2:1		55 €	50 €	45 €
Mobile Medium Rectangle		90 €	85 €	80 €
Mobile Halfpage Ad		100 €	95 €	90 €
Interstitial		110 €	105 €	100 €
Multiscreen Combinations				
Multiscreen Combinations	Homepage / Section	Website Rotation	Segment Rotation	Channel Rotation
Wallpaper + Mobile Halfpage Ad		110 €	90 €	80 €
Billboard + Mobile Halfpage Ad		120 €	100 €	90 €
Billboard + Mobile High Impact Ad		120 €	100 €	90 €
Ad Bundle (UAP) + Mobile Medium Rectangle		80 €	60 €	50 €

All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%

The leading magazine for digital business

Rates | t3n.de



Integrations / Native	Homepage / Section	Website Rotation	Segment Rotation	Channel Rotation
Native Advertorial (Button + Microsite)	On request			
Sponsored Post	8,990 € fix			
Podcast	2,990 € per episode			
Brand Hub	Upon request			
SponsorAd (500.000 AIs)	plus 990 €			
Refresh / Re-Publish	1,990 € fix			
Employer Branding	Upon request			
TextAd Plus	105 €			
Newsletter	Homepage / Section	Website Rotation	Segment Rotation	Channel Rotation
Newsletter Rectangle	5,790 € fix			
Newsletter TextAd	6,690 € fix			
Newsletter Intro	11,990 € fix			

All rates in CPM, unless otherwise indicated: Expandables with a CPM-supplement of 25%

Conditions and Specifications

Volume discounts	
From 20,000 €	3 %
From 50,000 €	5 %
From 75,000 €	10 %
From 100,000 €	12 %
From 200,000 €	14 %

* Be granted in relation to cash / goods discounts.
You can find our terms and conditions under <http://www.businessad.de/agb>

Minimum booking volume: 1,000 € (net)

CPM surcharge	
Expandables	25 %
Video Ads	10 %

Technical specifications

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

Delivery of the advertising media to banner@businessad.de

3 working days before placement (advertisement), 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

- Optimised campaign monitoring
- Transparent reporting



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For international inquiries please contact our German headquarters.

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