



businessAD

Mehr Wert für Marken

IT Decision-maker Kombi

Golem.de + t3n.de

Stand 03/2020

Golem.de + t3n.de: The IT Decision-maker Kombi

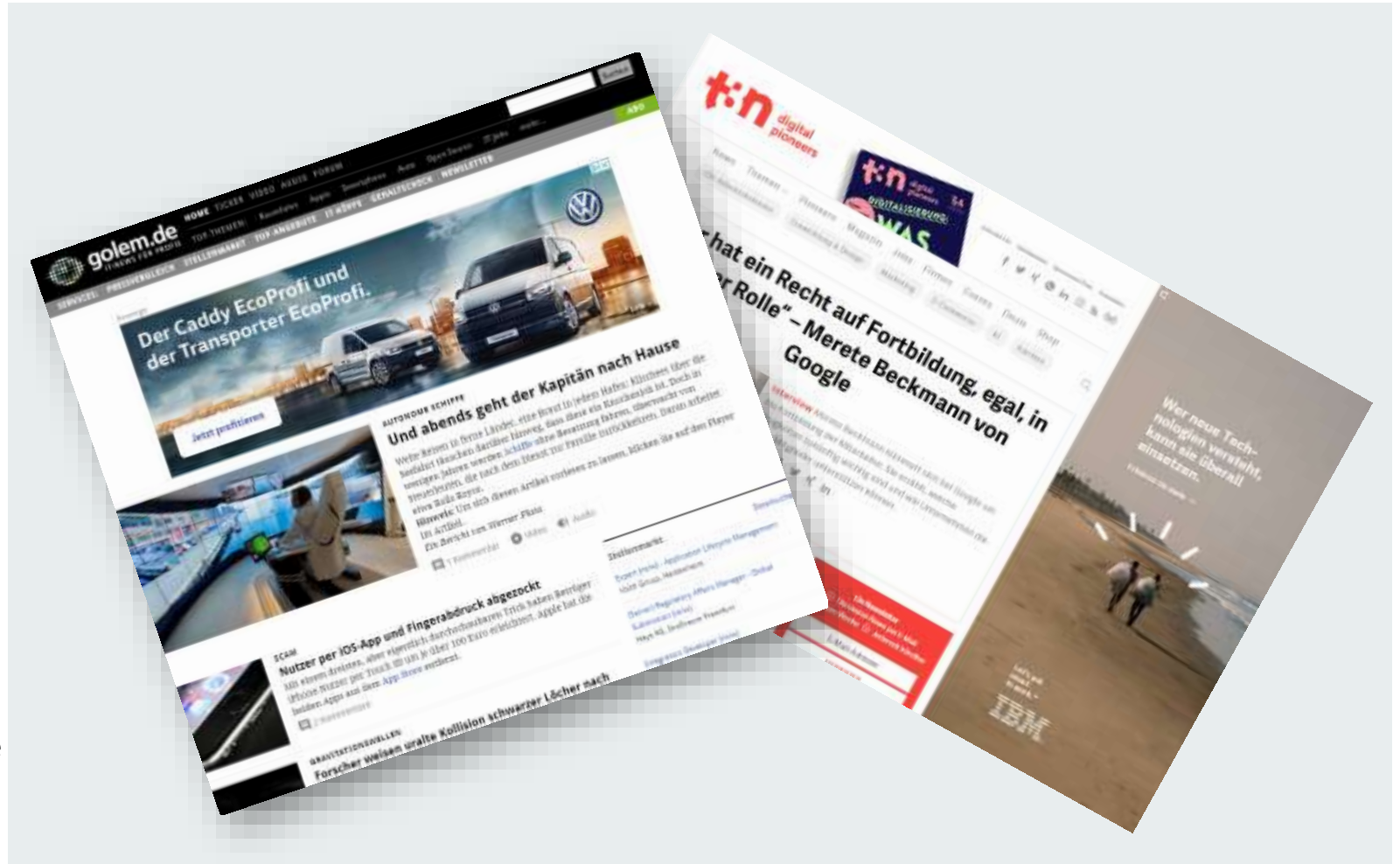
Exclusive multiscreen booking with high impact

t3n.de and Golem.de complement each other extremely well when it comes to reaching IT decision-maker targets and keeping duplication low.

Book our high-reach multiscreen combinations e.g.:

- Exclusive Daily Takeover (ATF Above-the-fold)
- 300,000 ad impressions
- Multiscreen Bundle: e.g. Billboard + Mobile High Impact Ad or Mobile Interscroller
- **Golem.de** Homepage + News/Ticker + **t3n.de** Roadblock ROS complete
- Rate: **34,900 € gross**

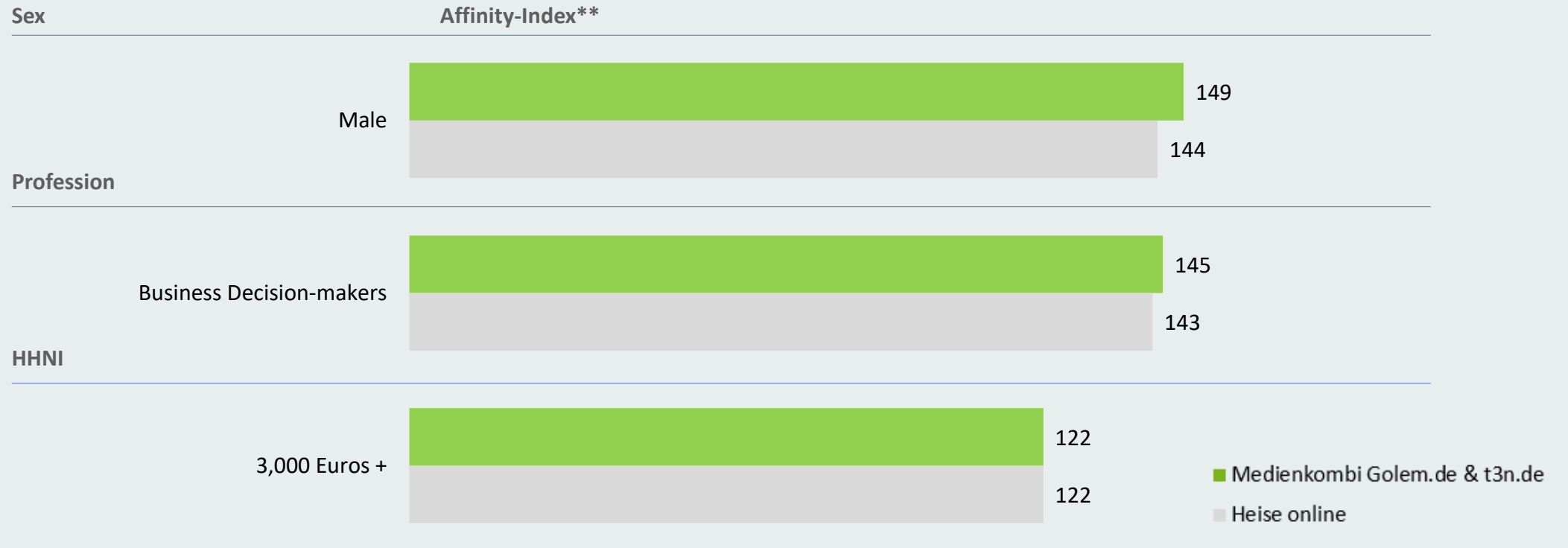
Other formats can be booked at the same rate: e.g. exclusive Wallpaper or (double) Sitebar or Homepage Takeover combined with Mobile High Impact Ad or Mobile Interscroller



Golem.de + t3n.de: Top-Affinity figures for B2B target groups

User composition | Golem.de + t3n IT Decision-maker Kombi versus Heise online | AGOF

Socio-demographics



* Business Decision-makers = Entrepreneurs, Free Professions, Senior civil servants, senior executives

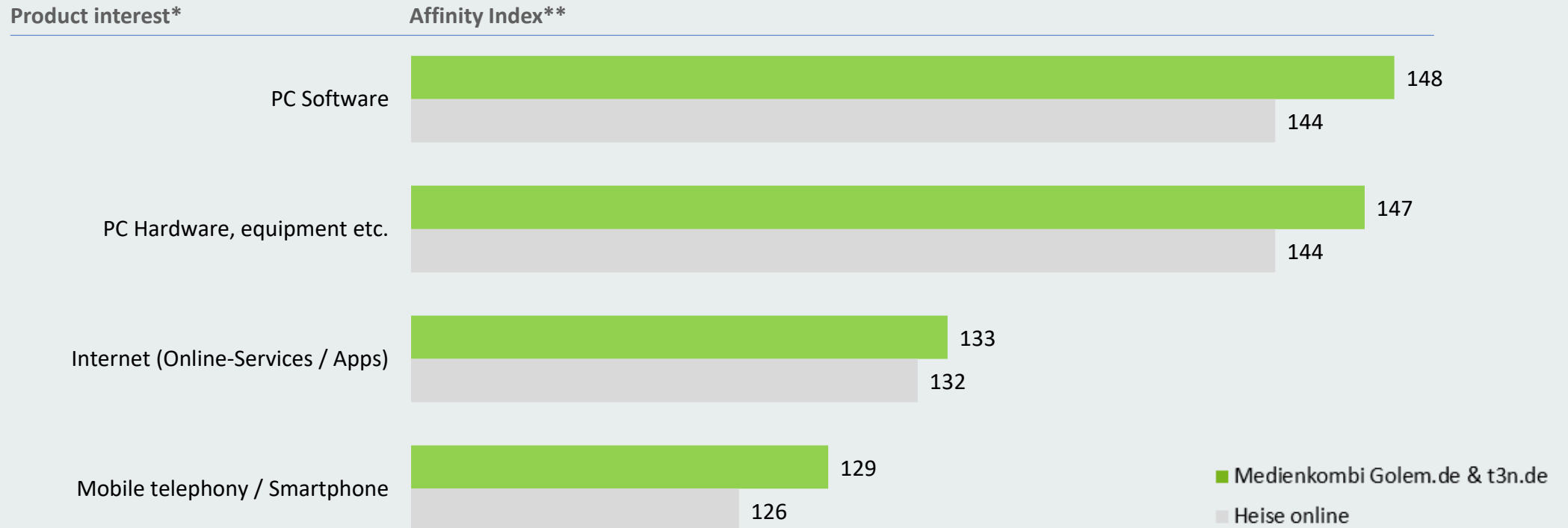
** Affinity-Index: Target group share in relation to universe

Source: AGOF daily digital facts 2018-10

Golem.de + t3n.de: Top-Affinity figures for ITC product interest

User composition | Golem.de + t3n IT Decision-maker Kombi versus Heise online | AGOF

Product interest

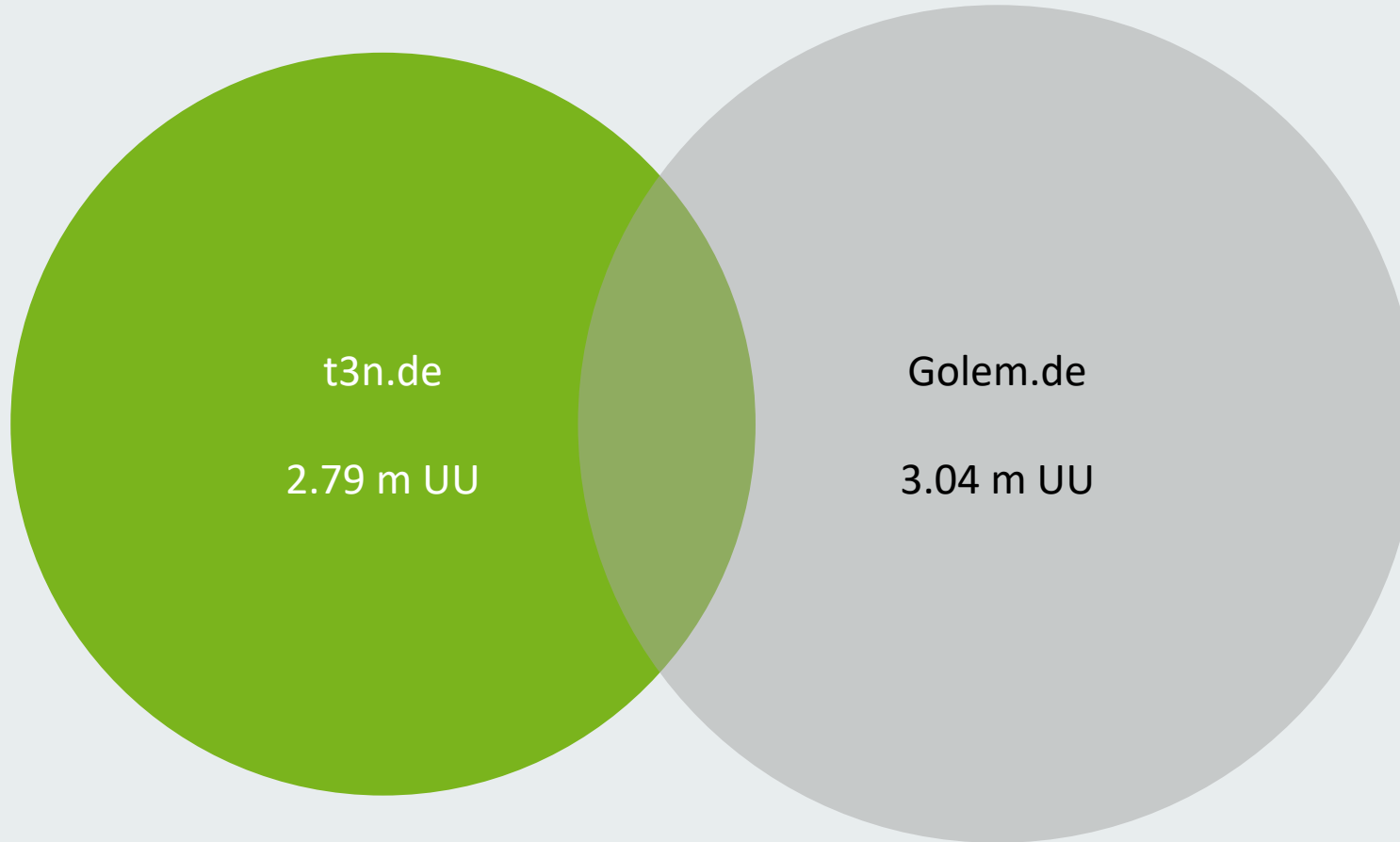


** Product interest: Very interested / interested (Top 2-Box)
Source: AGOF daily digital facts 2018-11

Golem.de and t3n.de complement each other perfectly with regards to reach and user composition

Low user duplication and Top Affinity figures (AGOF)

Perfect Match



Source: AGOF df 2018-10

The IT Decision-maker-Kombi XXL

Extend the reach with select websites from the businessAD B2B Segment IT / Information Technology

The information portals in the IT segment analyse and evaluate developments and trends in the IT industry. The segment reaches decision-makers of the digital economy. The bundling of renowned IT specialist portals makes this segment the most powerful vertical IT segment in Germany:

- High reach by bundling specialist portals with high affinity
- AGOF affinity index of 147: Decision-makers in the economy (AGOF daily digital facts 2018-08)
- About 45% of the readers have a net household income of 3,000 € and more
- Most powerful vertical IT segment according to AGOF

Website selection:



Segment IT



Websites	29 Portale
Page Impressions	48.311.558
Visits	23.494.066
Unique Users	9.344.496

Relevante Target Groups:

Decision-makers in digital business, CTOs/CIOs, Startups, Marketing Directors, IT-Heads/-Managers, System- and Network administrators

Topics:

Hard- & Software, Infrastructure, E-Commerce, Security, Cloud Computing

Golem.de – IT-News for Professionals

Factsheet | Golem.de

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	27.338.000
Visits	11.463.929
Uniques	3.040.000
Newsletter	35.000



The leading magazine for digital business

Factsheet | t3n | t3n.de

t3n is one of the leading German key media for Web 2.0, IT, cloud, social media, e-business 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:

Webworkers, creative brains, startup-founders, managers, marketers and media-makers.



Key data

Target audience

- CTOs/CIOs, Freelancer, Startups,
- Online Marketers, SEO-/SEA-Consultants
- E-Commerce Managers, Early Adopters
- Web developers, -masters, -designers
- Social Media Managers, Content Managers

Sections

- Digitale Wirtschaft
- Software & Infrastruktur
- Entwicklung & Design
- E-Commerce
- Gadgets & Lifestyle
- Startups
- Mobilität



Traffic

Page Impressions	6.162.465
Visits	3.908.046
Uniques	1.830.000
Newletter	80.000

IT Decision-maker-Kombi

Rates | IT Decision-maker-Kombi | Exclusive (ATF) Homepage-Takeover t3n.de + golem.de



Examples exclusive* Multiscreen Daily Takeover	Placement	Guaranteed Ais	Fixed price
Wallpaper + Mobile High Impact Ad / Mobile Interscroller	Golem Homepage & Ticker + t3n ROS complete	300k	34,900 €
Billboard + Mobile High Impact Ad / Mobile Interscroller	Golem Homepage & Ticker + t3n ROS complete	300k	34,900 €
Sitebar / Double Sitebar + Mobile High Impact Ad / Mobile Interscroller	Golem Homepage & Ticker + t3n ROS complete	300k	34,900 €
Homepage Takeover + Mobile High Impact Ad / Mobile Interscroller	Golem Homepage & Ticker + t3n ROS complete	300k	34,900 €
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Decision-maker-Kombi XL	Golem Homepage & Ticker + t3n ROS complete + Segment Information Technology ROS	400k	41,900 € (10% Discount)
Decision-maker-Kombi XXL	Golem ROS complete + t3n ROS complete	600k	59,900 € (15% Discount)

* Exclusivity Above the Fold (ATF)
All rates exclusive of VAT (MwSt.) . Agency commission 15%.

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

- Optimized campaign monitoring
- Transparent reporting



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Wir beraten Sie gern.

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