Welcome to Germany’s leading independant B2B Online Sales House

We are the Number One for B2B & Finance

On top of its exclusive portfolio of German and Austrian 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.
Italy is home to a wealth of independent financial websites and spin-offs from print media

Media Market Italy

- Area in km²: 301,230
- Population: 60,59 (2017, ISSTAT, INSEE)
- Private households: 25,336,000
- Gross domestic product GDP: 1,719 bn € (2017)
- GDP per capita in €: 28,326
- Unemployment rate: 11.21%
- Inflation rate: 1.2%
- TV Households: 25,1 Mio.
- Internet Households (Broadband): 76%
- Number of dailies: ca. 60
  - of which national: ca. 25
- Number of magazines: ca. 700
  - Of which professional media: ca. 50
- Advertising expenditure online: 2,286 m € (29% of total)
Italian Business & Financial Portals at a Glance

International Trading Channel | Italy

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

Business & Finance

Page Impressions
200 MIO.

Visits
n/a

Unique Visitors
23 MIO.