![businessAD - Mehr Wert für Marken]

# Segment IT

# The segment for the IT industry

Segment | IT

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 144: Decision-makers in the economy  (AGOF daily digital facts 2018-03)
- About 45% of the readers have a net household income of 3,000 € and more
- Most powerful vertical IT segment according to AGOF

**Segment**
IT

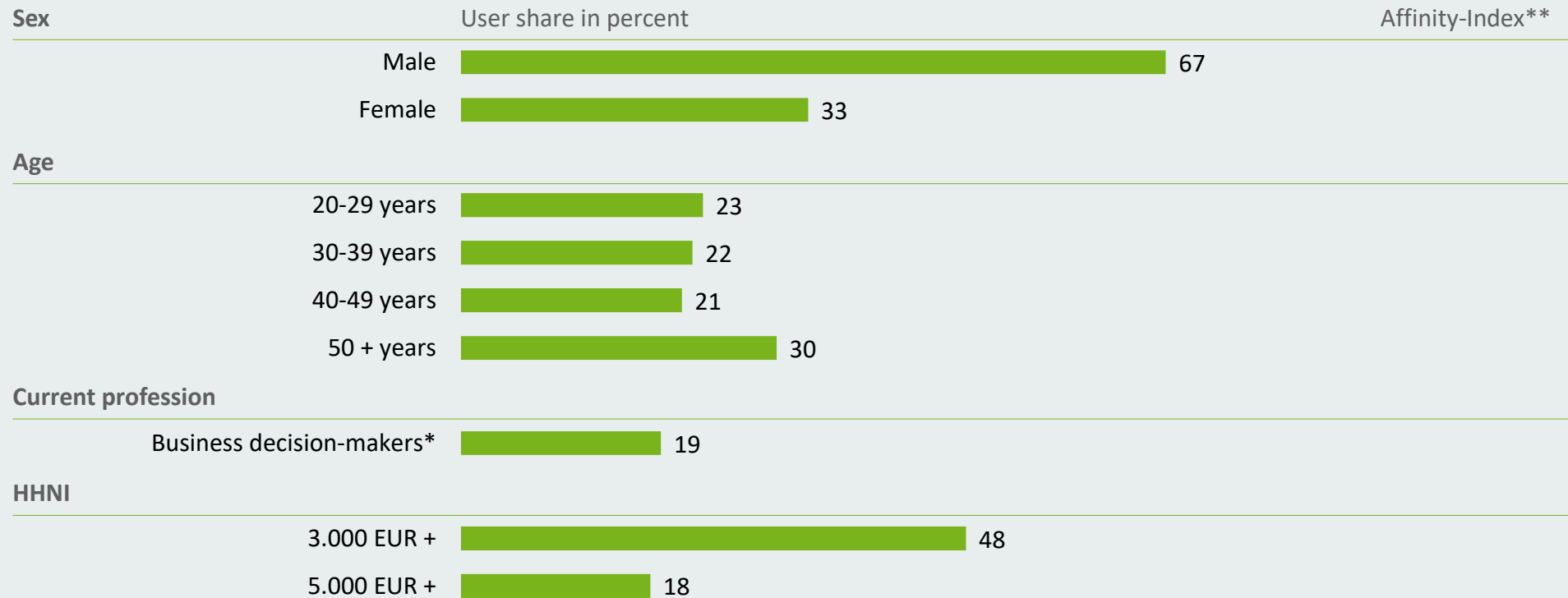| | |
|---|---|
| Websites | 29 portals |
| Page Impressions | 43.317.932 |
| Visits | 22.475.568 |
| Unique Users | 8.384.575 |

**Target audience:**

Decision-makers in the fields of IT and digital economy, CTOs/CIOs, start-ups, marketing managers, system houses, system and network administrators

businessAD

# With >1.8 mil. UU businessAD has the most efficient vertical IT Channel in the AGOF universe

Market research | Top websites in the businessAD IT Segment

## Socio demography

| Sex | User share in percent | Affinity-Index** |
|---|---|---|
| Male | 67 | |
| Female | 33 | |

**Age**

| 20-29 years | 23 |
|---|---|
| 30-39 years | 22 |
| 40-49 years | 21 |
| 50 + years | 30 |

**Current profession**

| Business decision-makers* | 19 |
|---|---|

**HHNI**

| 3.000 EUR + | 48 |
|---|---|
| 5.000 EUR + | 18 |

\* 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 2020-02

businessAD

# 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 adresses 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 | 7.065.668 |
| Visits | 4.609.154 |
| Uniques | 2.040.000 |
| Newletter | 60.000 |

# 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 | 22.992.030 |
| Visits | 9.489.091 |
| Uniques | 2.280.000 |
| Newsletter | 30.000 |

# For Startups and Digital Business. News and Background for Investment and VCs.

Factsheet |Gründerszene | gruenderszene.de

**Gründerszene** belongs to the most relevant high reach digital magazines for the Startup scene and digital business in general in Germany.

The editorial focus is on daily news and background information regarding the startup scene complemented by videos, analyses and opinion columns.

The portal **Gruenderszene.de** belongs to the Vertical Media GmbH, founded 2010 and which is since 2014 a company owned by Axel Springer SE.

## Key data

**Target group**

- Senior Executives
- Managing Directors
- Founders
- Entrepreneurs and freelancers
- Business angels

**Sections and topics:**

- Food
- Mobility
- Karriere (Career)
- Fintech
- Health
- Themenspecials

MOBILES INVENTAR

### Traffic

| | |
|---|---|
| Page Impressions | 2.478.837 |
| Visits | 1.565.085 |
| Uniques | 680.000 |
| Newsletter | 23.650 |

# com! professional is the IT-knowledge platform for business decision-makers

Factsheet | com! | com-magazin.de

com! is the companion of Chief Digital Officers (CDO) in the age of digital transformation.

Com! speaks about opportunities for Public-, Private- and Hybrid Cloud with PaaS, Iaas and Xaas as well as Big Data, Business Intelligence and Predictive Analytics.

Current security issues of the latest IT trends, Lean Management, Design Thinking, Scrum etc. are also covered.

## Key data

### Target group
- Managing Directors
- IT-Heads and Administrators
- IT Manager
- Business decision-makers

### Sections
- Business-IT, Cloud, Network & Security
- Internet of things, NAS, Hardware
- Big Data

### Other topics
IT trends & developments:
- Apps, Big Data, BI, Cloud, CRM, KI/AI
- Data Management, Digitisation, ERP
- Hosting, Industrie 4.0, Security etc.

### Traffic

| | |
|---|---|
| Page Impressions | 1.067.680 |
| Visits | 544.811 |
| Newsletter | 38.000 |

# The business portal for internet professionals

Factsheet | Internet World Business| internetworld.de

**internetworld.de** is the portal of the trade magazine with the same name: INTERNET WORLD BUSINESS for Digital Professionals.

It provides its followers with news and knowhow regarding e-commerce, webtechnology and online marketing. On top of this, you can receive the INTERNET WORLD Business Newsletter twice a day and the e-Commerce Newsletter once a day.

## Key data

### Target group
- Professional internet decision-makers
- eShop Managers
- Portal Managers
- Managing Directors

### Sections
- E-Commerce
- Mobile
- Online Marketing
- Social Media
- Technik
- Payment
- Logistik
- Data Driven Marketing

### Topics
- e-Commerce Solutions & Products
- Online Marketing & Digital Advertising
- Webtechnology Solutions & Products

| Traffic | |
|---|---|
| Page Impressions | 352.593 |
| Visits | 198.720 |
| Unique User | 60.000 |
| Newsletter | 36.000 |

# Professional knowhow for software developers

Factsheet | dotnetpro| dotnetpro.de

**dotnetpro.de** is the communication platfrom of the German-speaking .NET-developer community. The continuous communication between readers, editorial team and companies ensures up-to-date information regarding the latest trends in the field of software development.
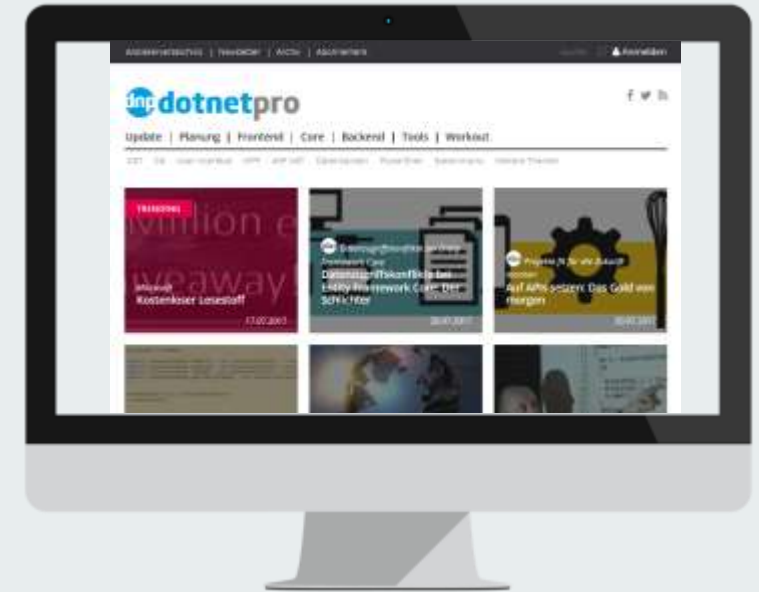
## Key data

**Target group**
- Professional Systems- and applications developers
- Group heads of developer teams
- Software architects
- Database developers

**Sections & Topics**
- Technologien
- Datenbanken
- Planung
- Frontend
- Backend
- Anbieterverzeichnis

### Traffic

| | |
|---|---|
| Page Impressions | 39.700 |
| Visits | 20.000 |
| Newsletter | 11.000 |

# *Industry Of Things – The portal for Industrie 4.0

Factsheet | Industry of Things | industry-of-things.de

On the road to digital productions planners, engineers and IT experts have to work closely together. **INDUSTRY OF THINGS** is the first German-speaking website to bring all experts at one table. Its target group are specialists and strategists from IT and industry as well as innovators that develop data-based business models, optimize processes and drive digital transformation.

These are CIOs, CDOs, CTOs, production managers, factory planners, developers, data analysts as well as engineers for tooling, automisation, robotics and electronics. The focus of the website is the practical benefit from Internet of Things, M2M- and Industry 4.0-applications.

## Key data

**Target group**

- CIOs, CDOs, CTOs
- Production managers
- Developers
- Engineers

**Sections & Topics**

- Internet Of Things
- Praxis
- Technologie
- Security
- Specials

**Traffic**

| | |
|---|---|
| Page Impressions | 98.718 |
| Visits | 61.539 |
| Uniques | 25.714 |

businessAD

# The online magazine for professional system and network administration

Fact Sheet | IT Administrator | it-administrator.de

**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 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

| | |
|---|---:|
| Page Impressions | 72.624 |
| Visits | 48.442 |
| Uniques | 32.239 |

# The specialized portal for the communications and information industry

Factsheet | IT Times | it-times.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
- Marktdaten & Prognosen
- Hintergrundberichte
- Verbände

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

| Traffic | |
|---|---|
| Page Impressions | 159.857 |
| Visits | 99.228 |
| Uniques | 60.000 |

IT TIMES  Unternehmens- und Technologienachrichten für Professionals

businessAD

# The German IT portal for Linux and open source software

Factsheet | LINUX MAGAZIN | linux-magazin.de

**Linux Magazine Online** is the internet portal of Europe's oldest and most prestigious Linux media. Apart from a multitude of information about technological, political as well as business topics of free software and Linux in particular, it provides daily news from the world of IT. In addition, the portal provides an extensive and mostly free article archive.

## Key data

### Target audience
- System and network administrators
- Network managers and specialists
- IT directors/managers, system houses
- System integrators and ICT service providers

### Sections
- News
- Administration
- Desktop
- Entwicklung (Development)
- Hardware
- Netzwerk (Network)
- Security
- Software

| Traffic | |
|---|---|
| Page Impressions | 261.013 |
| Visits | 176.520 |
| Uniques | 90.000 |
| Newsletter | 8.500 |

# News of the Linux-world

Factsheet | LINUX COMMUNITY | linux-community.de

**Linux-community** is an ideal website for all those who wish to discuss updates to Linux and actual open source information about new products from the open source area or the system. Whether you have a question about a particular program or want to post your opinion about Linux in general: this is the right platform.

## Key data

**Target audience**
- System and network administrators
- Network managers and specialists
- IT directors/managers, system houses
- System integrators and ICT service providers

**Sections**
- LinuxUser
- EasyLinux
- Ubuntu User

| Traffic | |
|---|---|
| Page Impressions | 124.213 |
| Visits | 82.372 |
| Uniques | 40.000 |

# The professional portal of Windows, Virtualization and Cloud for professionals

Factsheet | WindowsPro | windowspro.de

**WindowsPro** is an independent online publication for those who professionally plan, set up or manage IT systems and cloud computing. It provides value-oriented posts that either help in solving practical problems or describe and analyse market and technology trends.

## Key data

**Target audience**
- IT decision-makers
- IT specialists

**Sections**
- Marktübersichten
- Produktvergleiche
- Praxis
- Tests
- Know-how
- Analysen



| Traffic | |
|---|---:|
| Page Impressions | 71.127 |
| Visits | 24.257 |
| Uniques | 22.046 |

# The portal for professional web development

Factsheet | WebmasterPro | webmasterpro.de

**Webmasterpro.de** is one of the largest German online services around professional web design. The portal provides its community 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
- Management
- Server
- Forum

| Traffic | |
|---|---|
| Page Impressions | 63.549 |
| Visits | 44.684 |
| Uniques | 20.000 |

# The leading portal for entrepreneurs in digital business

Factsheet | deutsche startups | deutsche-startups.de

**deutsche-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.
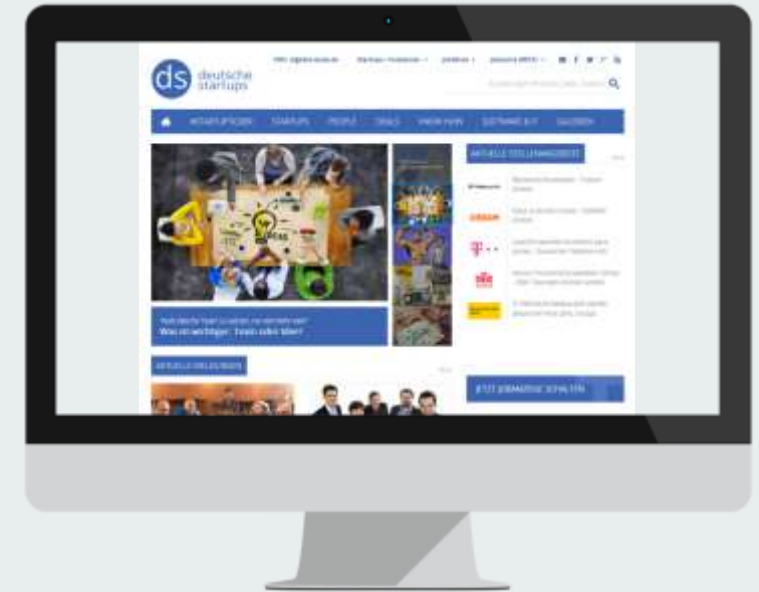
## Key data

**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 | 349.789 |
| Visits | 246.296 |
| Uniques | 120.000 |

# The expert portal for management

Factsheet | brainGuide | brainguide.de

Recognized experts and competent providers of business services are available in more than 2,000 topical centers. Additionally, brainGuide provides the accumulated knowledge of experts in the form of technical publications and events.

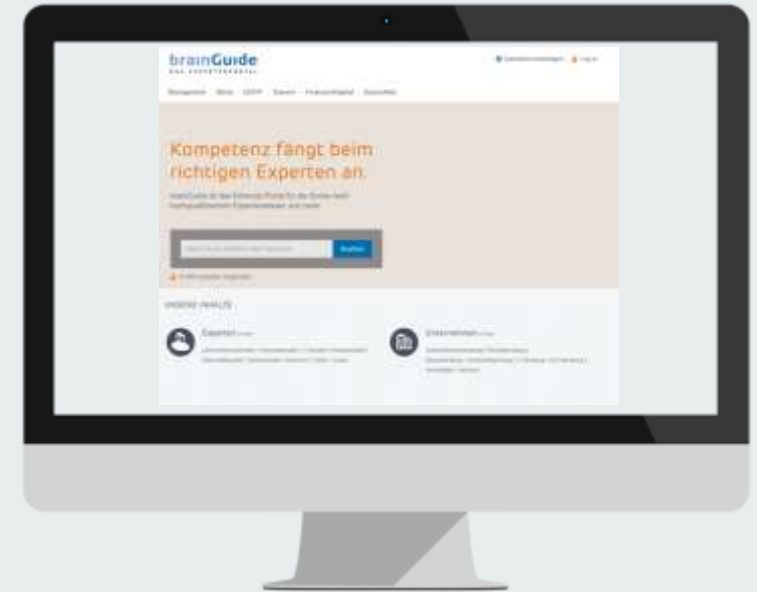Search for specific expert knowledge of your choice.

## Key data

### Target audience
- Managers
- Entrepreneurs
- Self-employed
- Decision-makers

### Sections
- Management
- Recht (Legal)
- EDV (IT)
- Steuern (Tax)
- Finanzen / Kapital
- Gesundheit (Health)



| Traffic | |
|---|---|
| Page Impressions | 18.578 |
| Visits | 12.116 |
| Uniques | 9.466 |
| Newsletter | 13.335 |

# The regional business portal

Factsheet | business-on | business-on.de

Editorially covered 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 SME companies in each economic region.

Profiles of companies, interviews with their directors, publications of news that move the regional economy are provided on the website.

## Key data

**Target audience**
- Companies, institutions, individuals
- Service, industry, consultancy
- Higher education, higher income

**Sections**
- News & Wirtschaft
- Finanzen (Finance)
- Recht & Steuern (Legal & Tax)
- Marketing
- Personal (HR)
- Lifestyle
- Fachwissen

| Traffic | |
|---|---|
| Page Impressions | 72.024 |
| Visits | 48.614 |
| Uniques | 30.000 |

# Individual know-how for professionals

Factsheet | Springer für Professionals | springerprofessional.de

The B2B portal provides individual know-how for professionals and executives in management, IT as well as for engineers in industry and offers a unique range of services for digital information management.

The quality of the portal is guaranteed by renowned professional journals such as Wirtschaftsinformatik + Management, Business Information and Systems Engineering and BANKMAGAZIN.

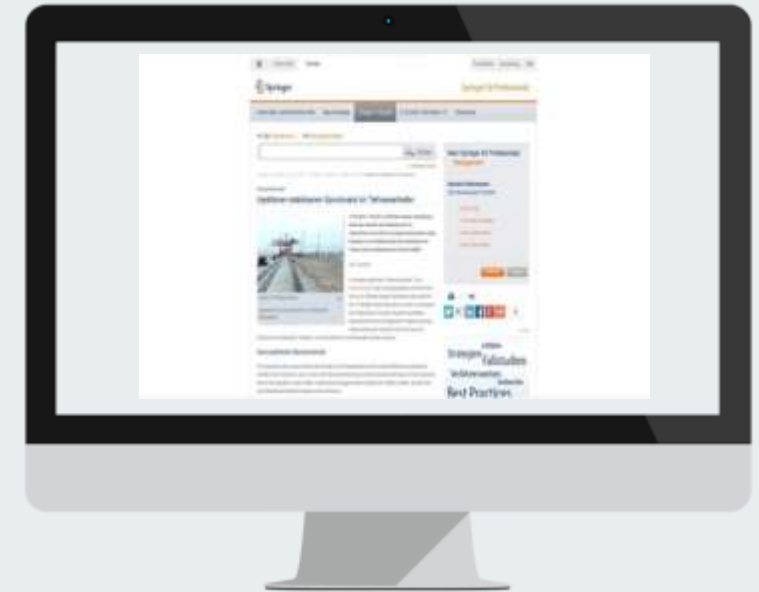Please inquire in which section of the site you can pinpoint your target audience.

## Key Data

**Target audience**

- Economics: management, finance & controlling, business-IT, marketing, PR & media, banking and financial services providers

- Technology: automotive and engine technology, engineering, energy & environment, electrical engineering, computer science + IT, construction

**Sections**

- ECONOMICS: Management, Finance & Controlling, Business IT, PR & Medien, Vertrieb, Banken & FDL

- TECHNOLOGY: Automobil- und Moto-rentechnik, Maschinenbau, Energie+ Umwelt, E-Technik, etc.

| Traffic | |
| --- | --- |
| Page Impressions | 124.213 |
| Visits | 82.372 |
| 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 | 631.647 |
| Visits | 507.913 |
| Uniques | 290.000 |
| Newsletter | 35.700 |

**foerderland.de** is an independent German information portal for start-ups, entrepreneurs and SMEs published by the renowned 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.
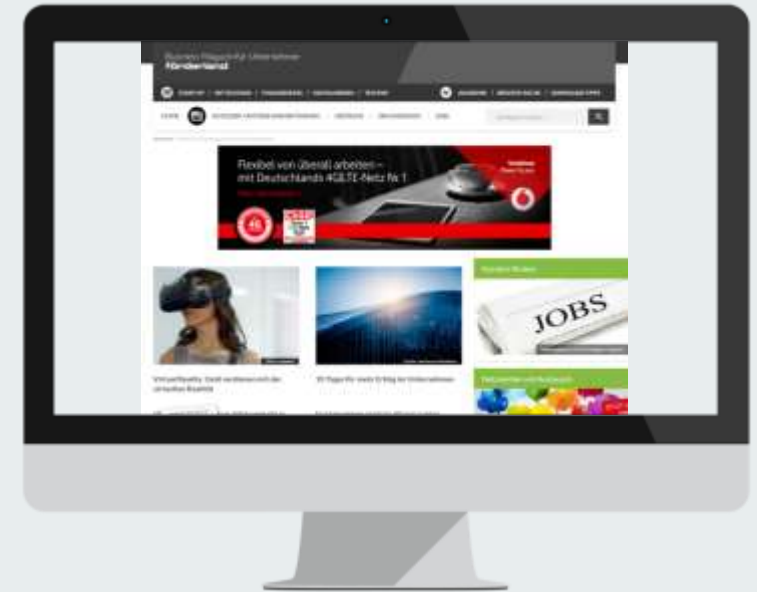
## Key data

### Target audience
- Founders
- Independent entrepreneurs
- Executives
- Professional and managerial staff

### Sections
- Ratgeber-Unternehmensführung
- Gründen (Founding)
- Organisieren
- Jobs
- Start-Up
- Mittelstand
- Digitalisieren
- Technik

| Traffic | |
|---|---|
| Page Impressions | 126.896 |
| Visits | 88.164 |
| Uniques | 35.125 |
| Newsletter | 25.200 |

# The information platform for entrepreneurs in Germany

Factsheet | impulse | impulse.de

**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.

## Key data

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

**Sections**
- Management
- Unternehmen (Company)
- Recht + Steuern (Legal + Tax)
- Finanzen
- Wirtschaftspolitik (Politics)
- Gründung (Start-up)
- IT + Technik
- Auto

| Traffic | |
|---|---|
| Page Impressions | 1.331.593 |
| Visits | 790.788 |
| Uniques | 430.000 |
| Newsletter | 14.000 |

businessAD

# Forum for science, industry and business

Factsheet | innovations report| 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 audience**
- Decision-makers from science, industry and IT business
- Innovation managers
- Technology managers

**Sections**
- Fachgebiete
- Sonderthemen
- B2B-Bereich
- Job & Karriere
- Nachrichten & Berichte

| Traffic | |
|---|---|
| Page Impressions | 39.357 |
| Visits | 30.930 |
| Uniques | 20.000 |

# The segment for the IT industry

## Rates | Segment IT

| Display | Segment Rotation |
|---|---|
| Super Banner / Leaderboard 728 x 90 px | 50 € |
| Skyscraper | 55 € |
| Medium Rectangle / MPU | 80 € |
| Ad Bundle / UAP | 60 € |
| Halfpage Ad | 90 € |
| Wallpaper / 728 x 90 px + 120 x 600 px | 90 € |
| Billboard Ad | 100 € |
| Sitebar Ad | 100 € |
| Layer / Banderole | 100 € |
| Floor Ad | 120 € |

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

businessAD

# The segment for the IT industry

Rates | Segment IT

| Mobile | | Segment Rotation |
|---|---|---|
| MMA 6:1 | 35 € | |
| MMA 4:1 | 35 € | |
| MMA 2:1 | 50 € | |
| Mobile Medium Rectangle | | 85 € |
| Mobile Halfpage Ad | | 95 € |
| Interstitial | 105 € | |

| Multiscreen Combinations | Segment Rotation |
|---|---|
| Wallpaper + Mobile Halfpage Ad | 90 € |
| Billboard + Mobile Halfpage Ad | 100 € |
| Billboard + Mobile High Impact Ad | 100 € |
| Ad Bundle UAP + Mobile Medium Rectangle | 60 € |

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

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# 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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**Business Advertising GmbH**
Headquarters Düsseldorf
Tersteegenstraße 30
40474 Düsseldorf

Tel.: +49-211-179347-50
Fax: +49-211-179347-57

**For international inquiries please contact our German headquarters.**

For further information.   E-Mail: werbung@businessad.de | Website: www.businessad.de

**businessAD**